

Memphis

HOME OF BLUES,
SOUL & ROCK 'N' ROLL

**13.6
Million**
Visitors
2022

**6+
Million**
Hotel Rooms Sold
2022

10%
Growth in
Trip Duration
2022 (vs. 2021)

**LEISURE VISITOR
MARKETING OPPORTUNITIES 2023-2024**

TRAVEL INDUSTRY INSIGHTS

TOURISM IS BIG BUSINESS TO MEMPHIS



2022 VISITORS

13.6 MILLION



2022 HOTEL ROOMS SOLD

6 MILLION

MEMPHIS TOURISM DRIVES VISITORS



Online Video,
Digital Banners,
Paid Search, Paid Social



Meetings and
Travel Trade



Targeted
Distribution



Digital TV

ORIGIN MARKETS

Regional Drive

1. Nashville, TN
2. Little Rock, AR
3. Greenwood, MS
4. Atlanta, GA
5. Paducah
6. Jackson, MS
7. Saint Louis
8. Birmingham
9. Springfield, MO
10. Huntsville

Expanded Drive

1. Chicago
2. Dallas

3. Houston
4. New Orleans
5. Indianapolis
6. Mobile-Pensacola, AL/
FL
7. Oklahoma City
8. Cincinnati
9. Greenville-Asheville,
NC
10. Tyler-Longview, TX

National

1. Los Angeles
2. New York City
3. Washington, DC

4. Miami
5. Detroit
6. Philadelphia
7. Orlando
8. Tampa
9. Charlotte

Proximity

1. Memphis DMA
2. Jackson, TN
3. Jonesboro, AR
4. Columbus-Tupelo, MS

MEMPHIS Visitor Profile



Origin Markets

22% Proximity
(50-100 miles away)

53% Drive
(100-500 miles away)

25% National
(500+ miles away)



3.4 Nights
Average length
of stay

**10%
Growth**
in trip
duration
(2022 vs. 2021)

MEMPHISTRAVEL.COM

OFFICIAL WEBSITE

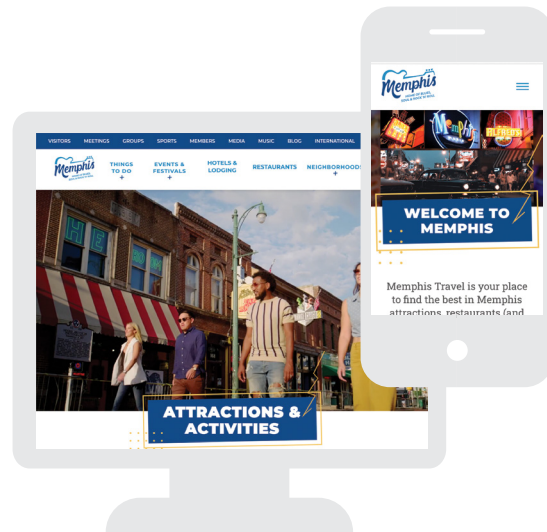
With over **3.4+ million** annual page views, the official Memphis Tourism website is a trusted source for online travel-planning information.



3.4
MILLION
PAGE VIEWS

1.6
MILLION
USERS

368K
PARTNER
REFERRALS



TOP SITE VISITOR MARKETS



PACKAGES THAT ROCK



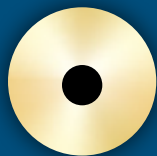
BRONZE PACKAGE

Photo listing	\$1,019.00
eNews Featured Partner	\$750.00
TOTAL.....	\$1,769.00



SILVER PACKAGE

1/4 Page	\$1,629.00
eNews Featured Partner	\$750.00
Enhanced Business Listing	\$750.00
TOTAL.....	\$3,129.00



GOLD PACKAGE

1/2 Page	\$3,189.00
eNews Featured Partner	\$750.00
Enhanced Business Listing	\$750.00
TOTAL.....	\$4,689.00



PLATINUM PACKAGE

Full Page.....	\$5,099.00
Custom eNews	\$2,500.00
Custom Article	\$2,500.00
Enhanced Business Listing	\$750.00
TOTAL.....	\$10,849.00

Enhanced Business Listing	\$750.00
Custom Article	\$2,500.00
eNews Featured Partner	\$750.00
Custom eNews	\$2,500.00



To participate, contact
JOHN DUNAWAY 850.832.4094 | John.Dunaway@MilesPartnership.com

MEMPHIS MAP & TOURIST GUIDE

Backed by the powerful marketing of over \$1 million in paid media, the Memphis Map & Tourist Guide is the only print call-to-action for Memphis Tourism's efforts, using inspirational content, photography and travel ideas to influence visitation.



CIRCULATION
250,000
Annual Copies

DID YOU KNOW...

State of the American Traveler research shows print usage is over

48%

for planning and booking travel!

DISTRIBUTION

- > Direct requests
- > Visitor Centers & Welcome Centers
- > International offices (Europe, Japan and Australia)
- > Hotels, attractions and events
- > Consumer and trade media
- > Delegates attending meetings & conventions



VIRTUAL GUIDE

www.memphistravel.com/tourist-guide

RATES

full	\$5,099
half.....	\$3,189
quarter.....	\$1,629
photo listing.....	\$1,019

PREMIUM PLACEMENT

back cover	\$6,119
page 1.....	\$6,119
2-page spread.....	\$9,119

**SPACE
DEADLINE**
OCT. 31, 2023

DISPLAY ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed **3.4 million pages** in 2022 while planning their trips. Display ads allow you to expand your reach and target your audience to showcase your business in a robust way. And with our impression-over-time model, you have guaranteed, flexible and controlled exposure.

1 FORMATTED RECTANGLE

Our formatted, native units respond to each platform and are integrated into the content of each page, driving better engagement and CTR.

2 FEATURED BUSINESS LISTING

Featured business listings will be automatically funneled to the top of the relevant page (e.g., Attractions, Hotels, etc.) and will display a special “FEATURED” banner, delineating them from basic listings and ensuring your business is top-of-mind when visitors are looking to convert.

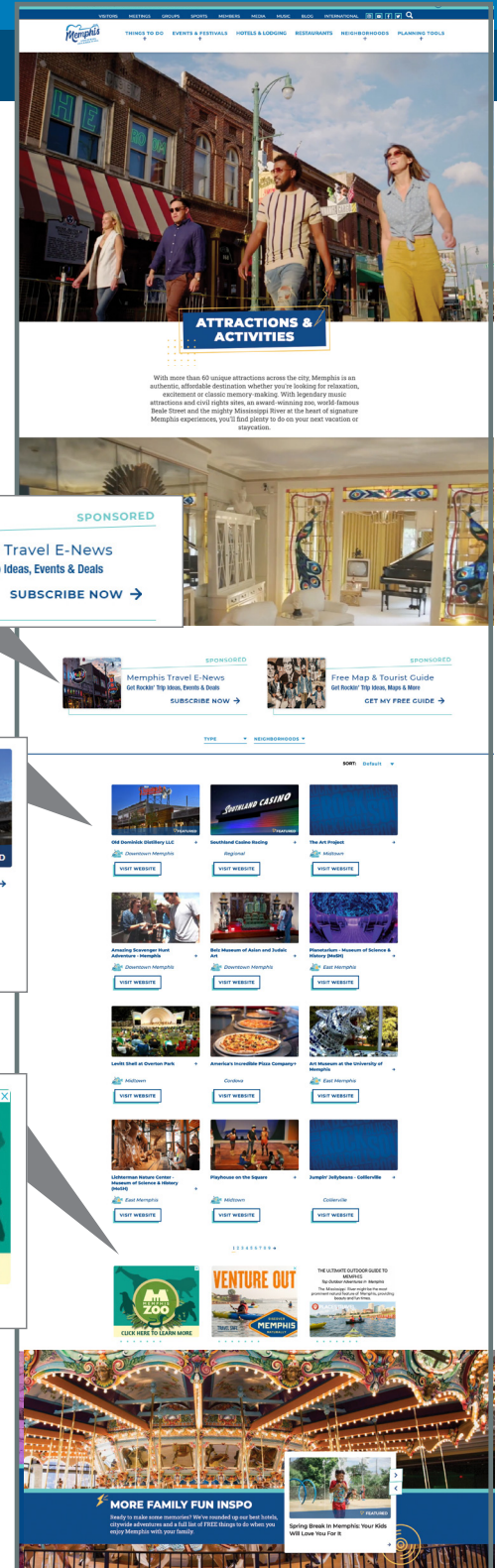
3 DISPLAY AD UNIT

RATES

TOTAL IMPRESSIONS	CPM	RATE	REWARDS
50,000	\$18	\$900	✓
125,000	\$16	\$1,600	✓
250,000	\$14	\$2,800	✓

Impression volumes are available in between tiers to accommodate any budget.

Featured Business Listings.....\$750/year



CUSTOM CONTENT

Engage qualified visitors on MemphisTravel.com and drive additional search engine organic traffic directly to your site with our custom content-creation program. Our editor will craft a custom article about your business or event, which will remain on the site for one year. You also own this content for distribution on your site, which will continue to drive organic traffic indefinitely.

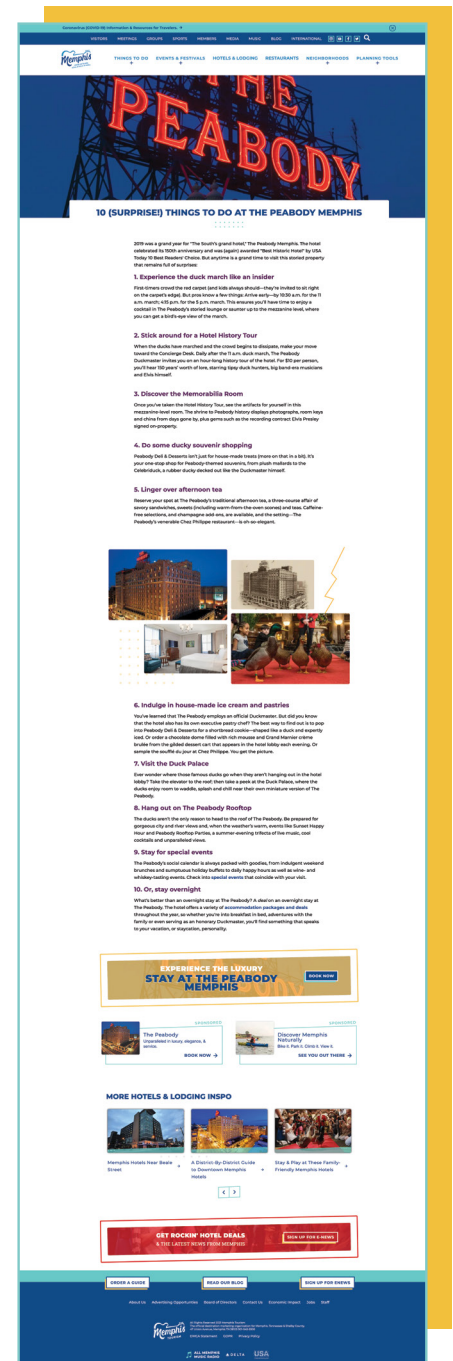
FEATURED EXPERIENCE CUSTOM CONTENT

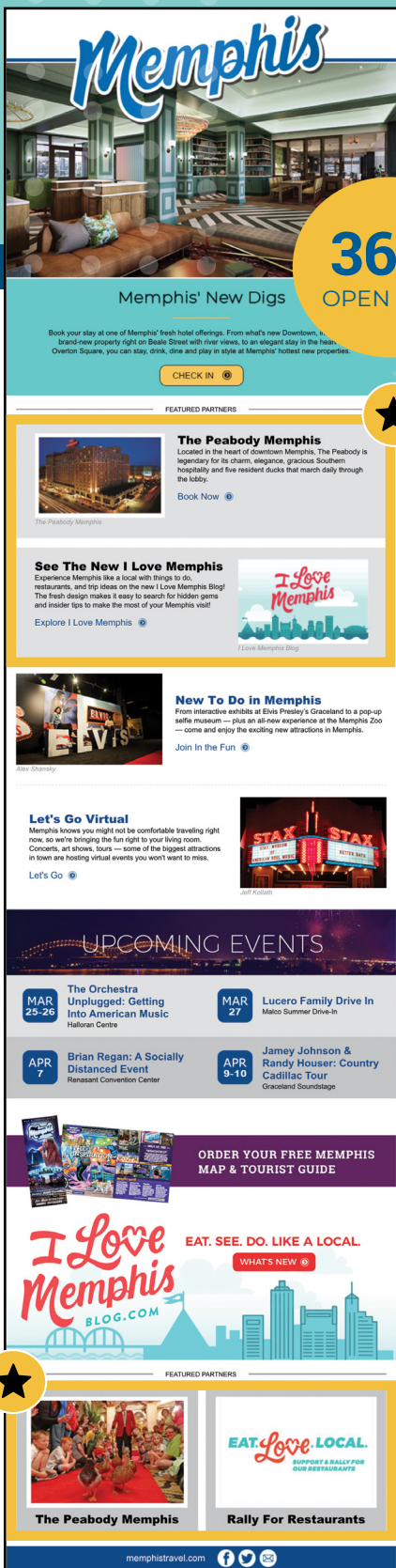
- > 500 words of copy crafted with our editor
- > Photo library (advertiser-provided)
- > Optional video player
- > Custom articles live for one year
- > Full ownership of custom article for distribution on your site

**DRIVE
TRAFFIC TO
YOUR SITE!**

RATES

custom content..... \$2,500/year
renewal..... \$1,000/year





eNEWSLETTER

REACH ENGAGED AND ACTIVE TRAVEL PLANNERS

36%
OPEN RATE

MONTHLY eNEWSLETTER FEATURED PARTNER

Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Memphis.

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Your buy includes 2 units of copy and photography, attracting attention and driving traffic to your site.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

33K+
OPT-INS

CUSTOM EMAIL

100% SHARE OF VOICE,
DRIVING CLICKS TO YOUR SITE

- Reach **33K+** qualified opt-in subscribers with **100% SOV**
- Over **43% open rate**
- Memphis Tourism-branded template

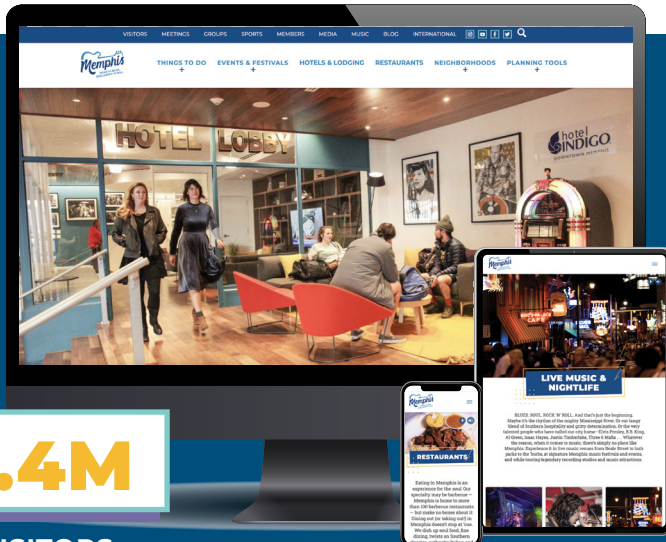
RATES

eNews featured partner\$750/month
custom email\$2,500/month



PROGRAM AT-A-GLANCE

REACH **MILLIONS** OF QUALIFIED VISITORS THROUGH
PRINT, WEB AND EMAIL PROGRAMMING



3.4M

VISITORS

MEMPHISTRAVEL.COM

Responsive site provides visitors a trusted source for inspiration and travel planning, including engaging photography, articles, business listings, maps and events.

MEMPHIS TRAVEL eNEWSLETTER & CUSTOM EMAIL

Subscribers receive timely travel ideas, itineraries and event promotions crafted to motivate travel.

33K+

SUBSCRIBERS

CUSTOM
EMAIL

LEISURE
eNEWSLETTER



MEMPHIS MAP & TOURIST GUIDE

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