

# Memphis

HOME OF BLUES,  
SOUL & ROCK 'N' ROLL

**15+  
Million**

Greater Memphis  
Visitors  
2023

**4+  
Million**

Hotel Rooms Sold  
2023

**LEISURE VISITOR  
MARKETING OPPORTUNITIES 2024-2025**

# TRAVEL INDUSTRY INSIGHTS

## TOURISM IS BIG BUSINESS TO MEMPHIS



2023 GREATER MEMPHIS AREA VISITORS

**15+M MILLION**



2023 HOTEL ROOMS SOLD

**4 MILLION**

### MEMPHIS TOURISM DRIVES VISITORS



Online Video,  
Digital Banners,  
Paid Search, Paid Social



Meetings and  
Travel Trade



Targeted  
Distribution



Digital TV

## ORIGIN MARKETS

### Proximity

1. Jackson, TN
2. Columbus-Tupelo, MS
3. Jonesboro, AR
4. Paducah, KY
5. Greenwood-Greenville, MS

### Regional

1. Nashville, TN
2. Little Rock, AR
3. Jackson, MS
4. St. Louis, MO
5. Birmingham, AL

### National

1. Atlanta, GA
2. Dallas-Fort Worth, TX
3. Chicago, IL
4. Houston, TX
5. New York City, NY

## MEMPHIS Visitor Profile

**200+  
Variables**

We can define  
our visitor  
audiences  
across 200+  
variables, based  
on extensive  
surveys



**National**

75 percent first-time visitors  
90 percent will stay 3+ nights  
57 percent over the age of 40  
more likely to travel without kids



**Origin  
Markets**

30% Proximity  
(50-100 miles away)  
40% Drive  
(101-350 miles away)  
30% National  
(351+ miles away)

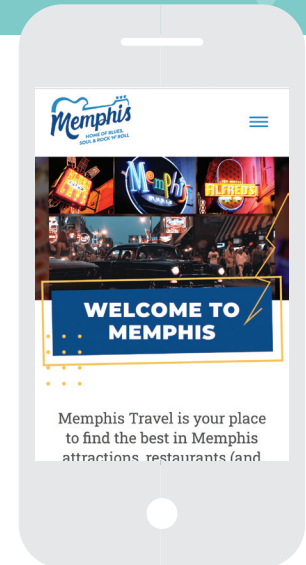
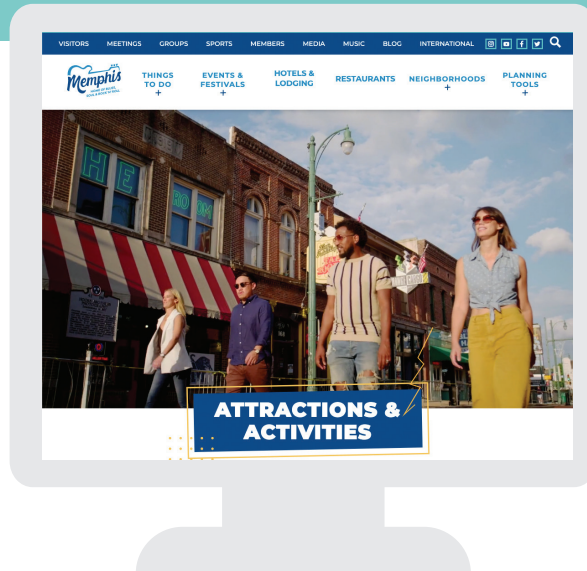
# MEMPHISTRAVEL.COM

## OFFICIAL WEBSITE

With over **3.6+ million** annual page views, the official Memphis Tourism website is a trusted source for online travel-planning information.



**3.6**  
MILLION  
PAGE VIEWS



**16,000+**

VISITOR GUIDE  
REQUESTS AND  
DIGITAL VIEWS

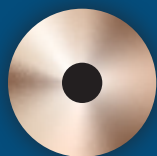
Our content  
team generated  
**3.6M +  
PAGEVIEWS**  
on the Memphis  
Travel website, and  
**OVER 2M +  
PAGEVIEWS**  
on the I Love  
Memphis Blog.

**241K+**

PARTNER  
REFERRALS

The Memphis travel pages that **ATTRACTED THE MOST ORGANIC VIEWS** included our *attractions* page, lists of *free things to do*, our *event listings*, and *kid-friendly activities*.

# PACKAGES THAT ROCK



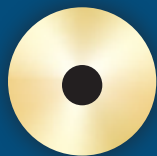
## BRONZE PACKAGE

Photo listing .....	\$1,019.00
eNews Featured Partner .....	\$750.00
<b>TOTAL.....</b>	<b>\$1,769.00</b>



## SILVER PACKAGE

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



## GOLD PACKAGE

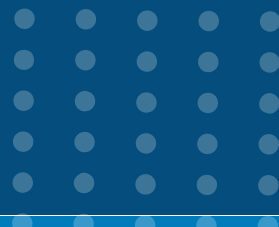
1/2 Page .....	\$3,189.00
eNews Featured Partner .....	\$750.00
Enhanced Business Listing .....	\$750.00
<b>TOTAL.....</b>	<b>\$4,689.00</b>



## PLATINUM PACKAGE

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

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



To participate, contact  
**ANDY ROBERTS** 941-342-2429 | [Andy.Roberts@MilesPartnership.com](mailto:Andy.Roberts@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**  
Copies in Print

## DID YOU KNOW...

State of the American  
Traveler research shows  
print usage is over

**32.2%**  
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](http://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

# DISPLAY ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed **3.6+ million pages** in 2023 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.

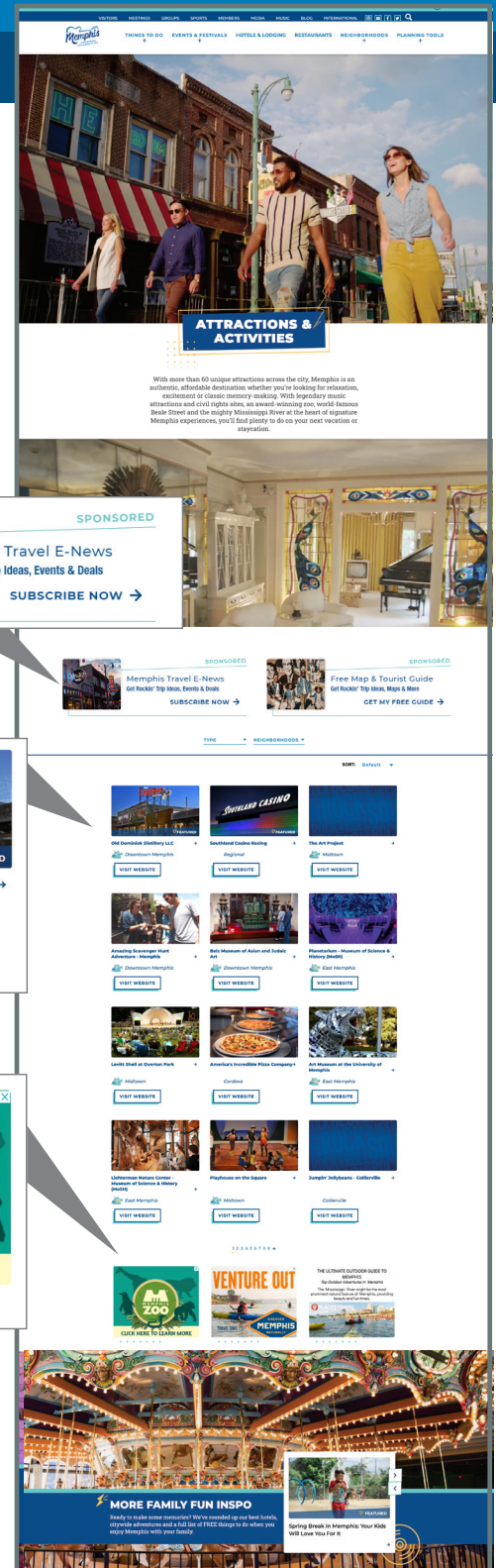
## 3 DISPLAY AD UNIT

### 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.

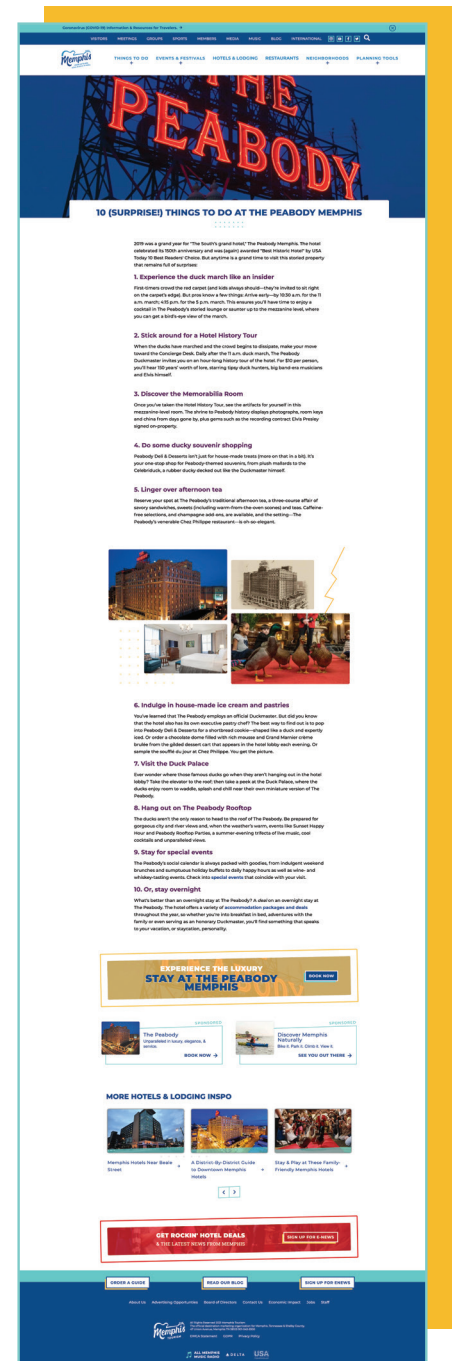
## FEATURED EXPERIENCE CUSTOM CONTENT

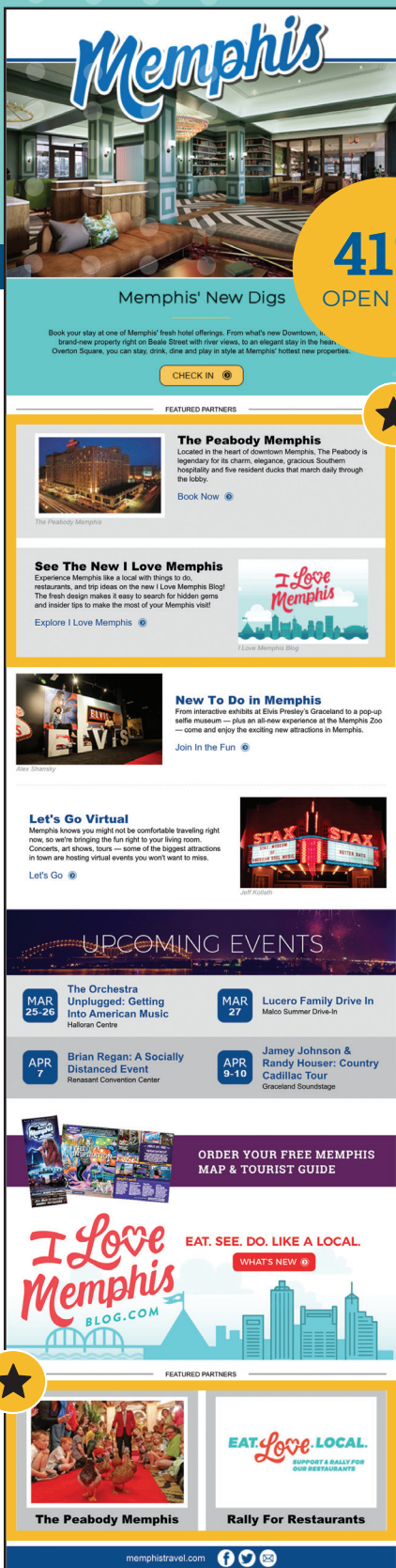
- > 500 words of copy crafted with our editor
- > Photo library (advertiser-provided)
- > Optional video player
- > Custom articles live for one year
- > Full ownership of custom article for distribution on your site

**DRIVE  
TRAFFIC TO  
YOUR SITE!**

## RATES

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





# eNEWSLETTER

REACH ENGAGED AND ACTIVE TRAVEL PLANNERS

41%  
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.

37K+  
OPT-INS

## CUSTOM EMAIL

100% SHARE OF VOICE,  
DRIVING CLICKS TO YOUR SITE

- Reach **37K+** qualified opt-in subscribers with **100% SOV**
- Over **41% open rate**
- Memphis Tourism-branded template

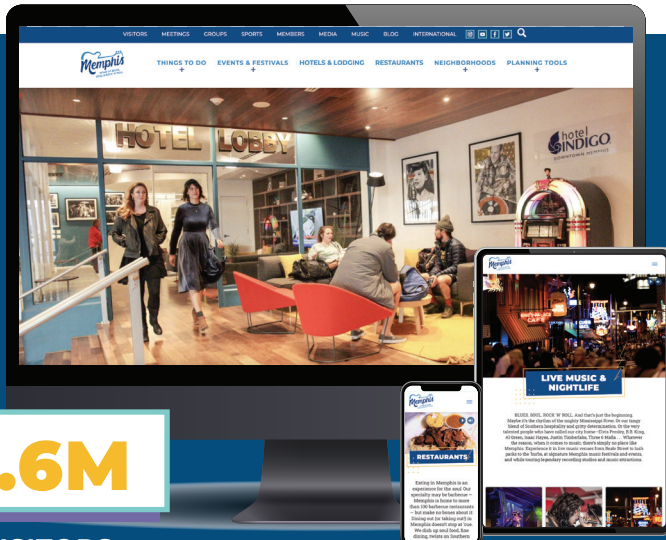
## RATES

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



**3.6M**

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.

**37K+**

SUBSCRIBERS

CUSTOM  
EMAIL

LEISURE  
eNEWSLETTER



## MEMPHIS MAP & TOURIST GUIDE

250K printed copies are distributed at state and city visitor centers, augmented by powerful digital distribution via MemphisTravel.com and social media.

To participate, contact

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