

# Memphis

**11**  
Million  
Annual Visitors

**\$3.3**  
Billion  
Visitor Spending

**1.6**  
Million  
Total Reach

Leisure Visitor  
Marketing Opportunities

2018-2019

# TRAVEL INDUSTRY INSIGHTS

## Tourism is big business to Memphis!



ANNUAL VISITORS  
**11 MILLION**



SPENDING  
**\$3.3 BILLION**

### TOP MARKETS

#### Regional

1. Little Rock, AR
2. Nashville, TN
3. Jackson, TN
4. Tupelo, MS
5. Jonesboro, AR

#### National

1. Dallas/Fort Worth
2. Chicago
3. Houston
4. New Orleans
5. Washington D.C.

#### International

1. Canada
2. United Kingdom
3. Australia
4. Germany
5. Japan

### VACATION

#### PLANNING INTERESTS

- > Live Music
- > Culinary
- > Music Heritage
- > History & The Arts
- > Outdoors

**38%** of US Travelers Plan to Increase Travel

\*State of the American Traveler 2017

## MEMPHIS CONVENTION & VISITORS BUREAU

### DRIVES VISITORS

**\$1 Million**

Paid Media



Online

Online Video,  
Digital Banners,  
Paid Search, Paid Social



TV

Digital TV



Print

Targeted  
Poly-bag  
Program



Meetings  
and travel  
trade

Meetings and  
Travel Trade

## MEMPHIS Visitor Profile



Generational  
Breakdown

- 36% ages 18-35
- 44% ages 36-56
- 20% ages 57+

**36%**

Travel with  
children



Average  
length  
of stay

**2.7**  
Days

**\$361**

Average  
spent  
per party /  
per night

**67%**

First-time visitors

Repeat visitors  
average **5.8** trips  
every **2** years

# 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 CVB's efforts using inspirational content, photography and travel ideas to influence visitation.



CIRCULATION  
**350,000**  
Annual Copies

## DID YOU KNOW...

That State of American Traveler research shows print usage is over

**50%**

for planning and booking travel!

## DISTRIBUTION

- > Direct requests
- > Visitor Centers & Welcome Centers
- > International offices (Europe, Japan and Australia)
- > Poly-bag program direct mailing to target markets (140,000 in 2017 & 2018 to Atlanta, Chicago and St. Louis)
- > Hotels, attractions and events
- > Consumer and trade media
- > Delegates attending meetings & conventions



## VIRTUAL GUIDE

**VISITS: 6,000 PAGE VIEWS: 19,500+**  
[memphistravel.com/our-guide-memphis](http://memphistravel.com/our-guide-memphis)

**SPACE  
DEADLINE**  
SEPT. 7,  
2018

## 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 .....	\$7,649

# MEMPHISTRAVEL.COM OFFICIAL WEBSITE

With over **1 million** annual visitors, the official Memphis website is a trusted source for online travel-planning information.



REACHES

**1.3**

MILLION  
VISITORS

VIA

Mobile: **53%**

Desktop: **39%**

Tablet: **8%**

**3.6**

MILLION  
PAGES VIEWS

**2 MINUTES  
22 SECONDS**  
AVERAGE TIME  
ON SITE

**53%**  
MOBILE



## Website Visitor Profile

**37.5%** - ages 18-34

**40%** - ages 35-54

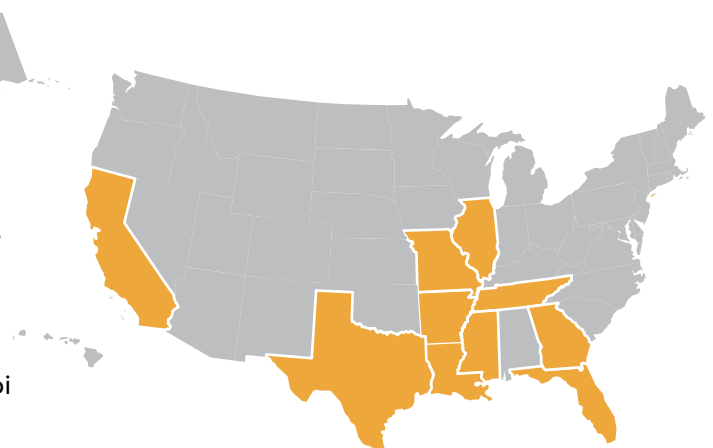
**22.5%** ages 55+

**60%** female

**40%** male

## TOP SITE VISITOR MARKETS

1. Tennessee
2. Georgia
3. Texas
4. Illinois
5. Mississippi
6. Louisiana
7. California
8. Missouri
9. Arkansas
10. Florida



**77%** OUT-OF-STATE

**23%** IN-STATE



# BANNER ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed over **3.6 million pages** in 2017 while planning their trip. Banner ads allow you to expand your reach and target your audience to showcase your business in a robust way. With our impression-over-time model you have guaranteed, flexible and controlled exposure.

## 1 FORMATTED RECTANGLE

## 2 FORMATTED SQUARE\*

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

\*Display ad units are accepted for the square unit upon request.

## 3 FEATURED LISTING

Partners receive preferred top-tier placement delineated from the free listings with a tinted background and flag ensuring you are top-of-mind when visitors are looking to convert.

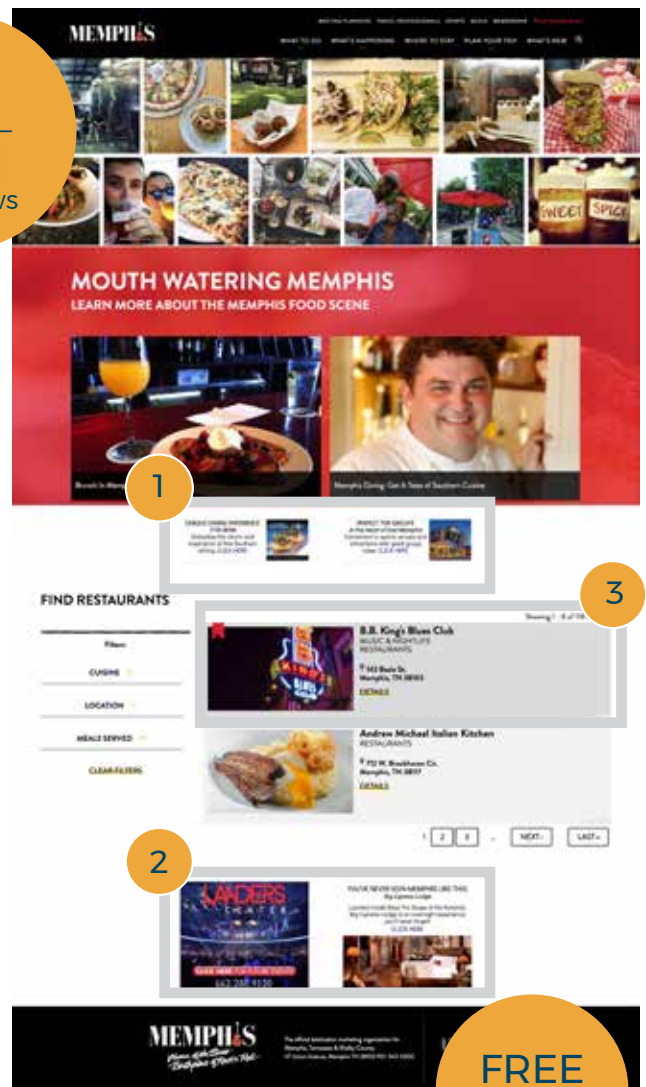
## RATES

TOTAL IMPRESSIONS	CPM	RATE	REWARDS
50,000	\$22	\$1,100	✓
125,000	\$20	\$2,500	✓
250,000	\$18	\$4,500	✓

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

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

**1.3M**  
VISITORS  
**3.6M**  
PAGE VIEWS



## REWARDS

Partners who also have an ad in **Memphis Map & Tourist Guide**, will receive a **FREE**, run-of-site campaign that runs the duration of your paid campaign. You can up-to-double your return.

# 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 editors 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
- Photo library (advertiser provided)
- Optional video player
- Utilize ad units on your article to customize messaging
- Custom articles will live on Memphis Experiences landing page
- 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



**20%+**  
OPEN RATE



**MONTHLY eNEWSLETTER**

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.
- Use **2 units** of native-format and photography integrated in the content to attract attention, inspire and drive traffic to your site.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

**40,000+**  
OPT-INS

**CUSTOM EMAIL**

100% SHARE OF VOICE, DRIVING CLICKS TO YOUR SITE

- Reach **40,000+** qualified opt-in subscribers with **100% SOV**.
- Average **19% Open Rate**.
- Use Memphis CVB branded template.



**RATES**

eNews Featured Partner .....\$750/month  
 Custom Email.....\$2,500/month





# PROGRAM AT-A-GLANCE

REACH OVER 1.6 MILLION QUALIFIED VISITORS THROUGH PRINT, WEB AND EMAIL PROGRAMMING.

## MAP & TOURIST GUIDE

PRINT USAGE: **53%**

Print usage is the highest it's been in almost 10 years with over **50%** of American Travelers utilizing print to research and plan.

Cited by State of American Traveler 2017 Research Study



**350K**  
PRINT  
**6,000**  
DIGITAL



MAP & TOURIST GUIDE

**1.3M**  
VISITORS



## MEMPHISTRAVEL.COM

All-new 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.



LEISURE  
eNEWSLETTER  
CUSTOM EMAIL

**40K**  
SUBSCRIBERS



To participate contact

**ABBIE GRISTY**

731.298.1003 | [Abbie.Gristy@MilesPartnership.com](mailto:Abbie.Gristy@MilesPartnership.com)

Abbie is our specialist and works with industry partners to maximize exposure in the official Memphis products.