

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

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

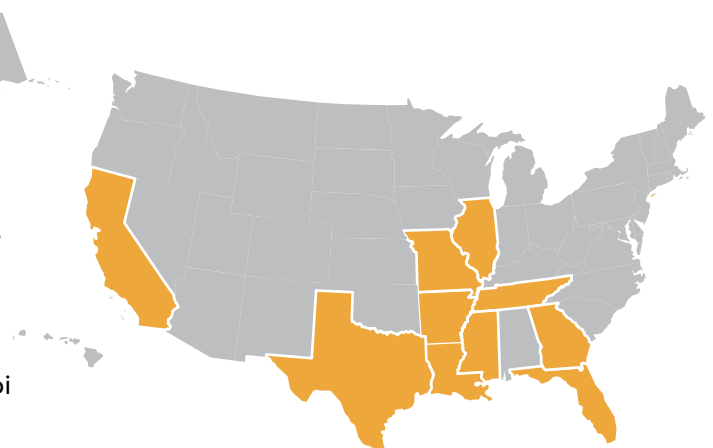
22.5% ages 55+

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.

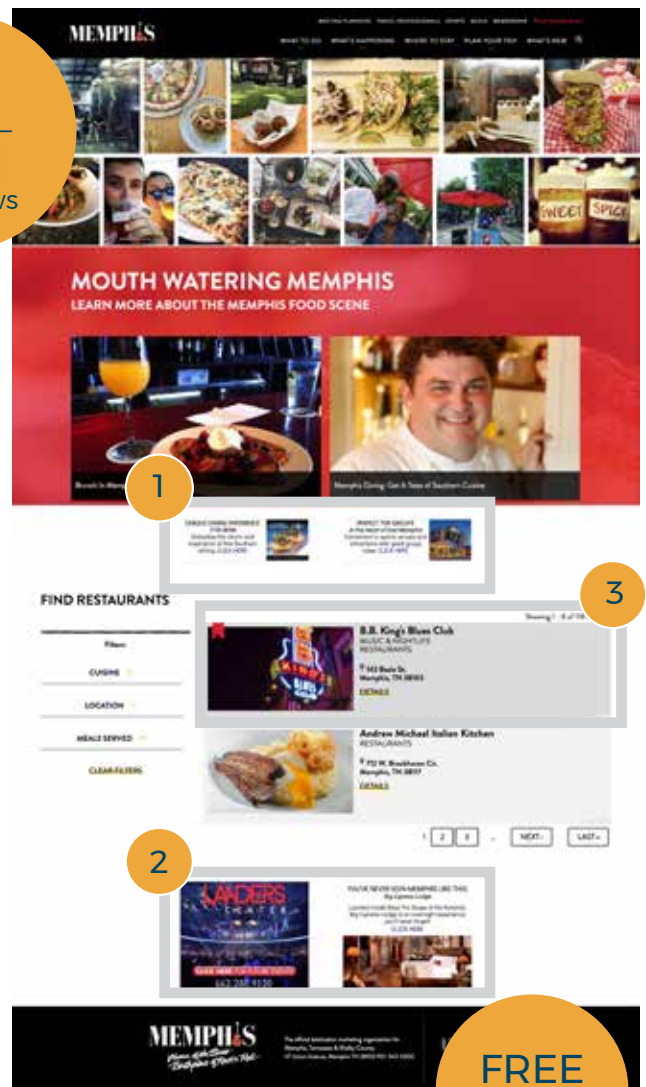
RATES

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

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