

Memphis



**11
Million**

Annual Visitors

**\$3.3
Billion**

Visitor Spending

**1.8
Million**

Total Reach

**Leisure Visitor
Marketing Opportunities 2019/2020**

Capturing Visitors' Attention FOR 200 YEARS!

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 TOURISM DRIVES VISITORS

\$1 Million

Paid Media



Online

Online Video,
Digital Banners,
Paid Search, Paid Social



TV

Digital TV



Print

Targeted
Distribution



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 Tourism’s efforts, using inspirational content, photography and travel ideas to influence visitation.



CIRCULATION
350,000
Annual Copies

DID YOU KNOW...

State of the American Traveler research shows print usage is over

49%

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

VISITS: 10,400 **PAGE VIEWS:** 350,000+
memphistravel.com/our-guide-memphis

SPACE DEADLINE
SEPT. 6, 2019

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 Tourism website is a trusted source for online travel-planning information.



REACHES

1.4

MILLION
VISITORS

via

Mobile: **62%**

Desktop: **33%**

Tablet: **5%**

3.9

MILLION
PAGE VIEWS

**2 MINUTES
13 SECONDS**

AVERAGE TIME
ON SITE

62%
MOBILE



Website Visitor Profile

33% - ages 18-34

40% - ages 35-54

26% - ages 55+

59% female

41% male

TOP SITE VISITOR MARKETS



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

66% OUT-OF-STATE

34% IN-STATE

BANNER ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed over **3.9 million pages** in 2018 while planning their trips. Banner 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

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 BUSINESS 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	✓

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

business listings.....\$750/year



REWARDS

Partners who also have an ad in the **Memphis Map & Tourist Guide** will receive a **FREE**, run-of-site campaign. For 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 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
- > Four customized social media promotions to Memphis Tourism’s audience
- > 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

17%+
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.

43,000+
OPT-INS

CUSTOM EMAIL

100% SHARE OF VOICE, DRIVING CLICKS TO YOUR SITE

- Reach **43,000+** qualified opt-in subscribers with **100% SOV**
- Average **19% open rate**
- Memphis Tourism-branded template



RATES

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

PROGRAM AT-A-GLANCE

REACH OVER **1.8 MILLION** QUALIFIED VISITORS THROUGH PRINT, WEB AND EMAIL PROGRAMMING.

MAP & TOURIST GUIDE

PRINT USAGE: **49%**

Print usage is the highest it's been in almost 10 years with over **49%** of American travelers utilizing print to research and plan.

*State of the American Traveler 2017

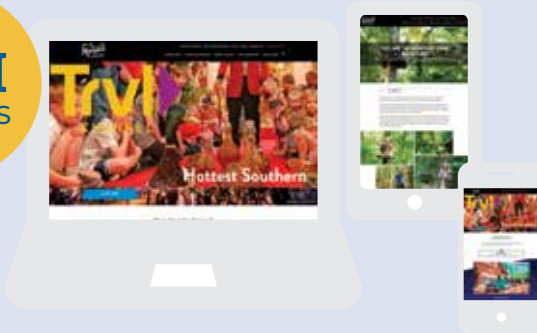


350k
PRINT
10k+
DIGITAL



MAP & TOURIST GUIDE

1.4M
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

43k
SUBSCRIBERS



To participate, contact

ABBIE GRISTY

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