Memphis

Leisure Visitor Marketing Opportunities 2020/2021

CAPTURING VISITORS’ ATTENTION FOR 200 YEARS!

11 Million Annual Visitors

$3.3 Billion Visitor Spending

1.8 Million Total Reach
TRAVEL INDUSTRY INSIGHTS
Tourism is big business to Memphis!

ANNUAL VISITORS
11 MILLION

SPENDING
3.3 BILLION

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

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 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.

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

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!

VIRTUAL GUIDE

VISITS: 10,600 PAGE VIEWS: 350,000+
memphistravel.com/our-guide-memphis

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

SPACE DEADLINE
SEPT. 4, 2020
MEMPHISTRAVEL.COM
OFFICIAL WEBSITE
With over 1.75+ million annual visitors, the official Memphis Tourism website is a trusted source for online travel-planning information.

REACHES
1.75+ MILLION VISITORS
via
Mobile: 59%
Desktop: 34%
Tablet: 7%

5 MILLION PAGE VIEWS

2 MINUTES 35 SECONDS
AVERAGE TIME ON SITE

Website Visitor Profile
30% - ages 18-34
42% - ages 35-54
28% - ages 55+
58% female
42% male

TOP SITE VISITOR MARKETS
1. Tennessee
2. Texas
3. Georgia
4. Illinois
5. Mississippi
6. Arkansas
7. New York
8. California
9. Missouri
10. Alabama

66% OUT-OF-STATE
34% IN-STATE
BANNER ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed over 5 million pages in 2019 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

<table>
<thead>
<tr>
<th>TOTAL IMPRESSIONS</th>
<th>CPM</th>
<th>RATE</th>
<th>REWARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000</td>
<td>$22</td>
<td>$1,100</td>
<td>✓</td>
</tr>
<tr>
<td>125,000</td>
<td>$20</td>
<td>$2,500</td>
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</tr>
<tr>
<td>250,000</td>
<td>$18</td>
<td>$4,500</td>
<td>✓</td>
</tr>
</tbody>
</table>

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.
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**

- 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

15%+
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.

CUSTOM EMAIL

100% SHARE OF VOICE, DRIVING CLICKS TO YOUR SITE

▶ Reach 45,000+ qualified opt-in subscribers with 100% SOV
▶ Average 14% 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

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.

To participate, contact
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