

# 2016-2017 Partner Marketing Opportunities

Larry Kuzniewski and Brian Gropp / Memphis Convention & Visitors Bureau

TRAVEL  
IS BIG  
BUSINESS

THE  
VALUE  
OF DMOS

TOTAL  
AUDIENCE  
REACH



# TRAVEL INDUSTRY INSIGHTS

Tourism is big business to Memphis!



ANNUAL VISITORS  
**11 MILLION**



SPENDING  
**\$3.2 BILLION**

## 8.8 Million

Domestic Travelers



### Top 5 Markets

1. Nashville
2. Dallas-Ft. Worth
3. Chicago
4. Atlanta
5. St. Louis

## 1.5 Million

International Visitors

### Top 5 Markets

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

### Vacation Planning Interests

- > Cultural Activity & Music
- > Attractions
- > Culinary
- > Shopping
- > Outdoor Activities

*32% of US Travelers Plan to Increase Travel in 2016*

# MEMPHIS CONVENTION & VISITORS BUREAU DRIVES VISITORS

Memphis Convention & Visitors Bureau executes a robust paid and earned media strategy in key markets, increasing awareness while driving an incredibly qualified, active travel-planning audience to their official travel-planning channels.

## MARKETING THE DESTINATION

Paid Channel

**\$700,000**  
Paid Media



**Online**

Online Video,  
Digital Banners,  
Paid Search,  
Paid Social



**TV**

Addressable TV



**Print**

Targeted and  
national polybag  
program

### Target Audience

**Demo:** 25-54 years  
High HHI

**Geo:** Regional (300 Miles),  
National, International

### PR Highlights

**Money Magazine:** #3 Best  
Domestic Destination



# Reach 1.5 Million

Qualified Leisure Visitors Across Three Channels

## MEMPHIS Audience Profile

**406,000**  
TOTAL REACH

**350,000**  
PRINTED COPIES

### MAP & TOURIST GUIDE

Inspirational content, gorgeous photography and travel ideas influence visitation.



Circulation:

**350,000**

### PRINT USAGE: 50%

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

*Cited by State of American Traveler 2015 Research Study*



### Advertising Opportunities:

Display Advertising and Listings  
(see page 5)

# MEMPHISTRAVEL.COM

The trusted source for on-line travel-planning info including articles, business listings, maps and events. Watch for an all new MemphisTravel.com in 2016.

1.1M  
VISITORS



## Advertising Opportunities:

Website Ad Banners  
(see page 8)

# MEMPHIS TRAVEL ENEWSLETTER

Subscribers receive timely travel ideas, itineraries and recipes crafted to motivate travel.

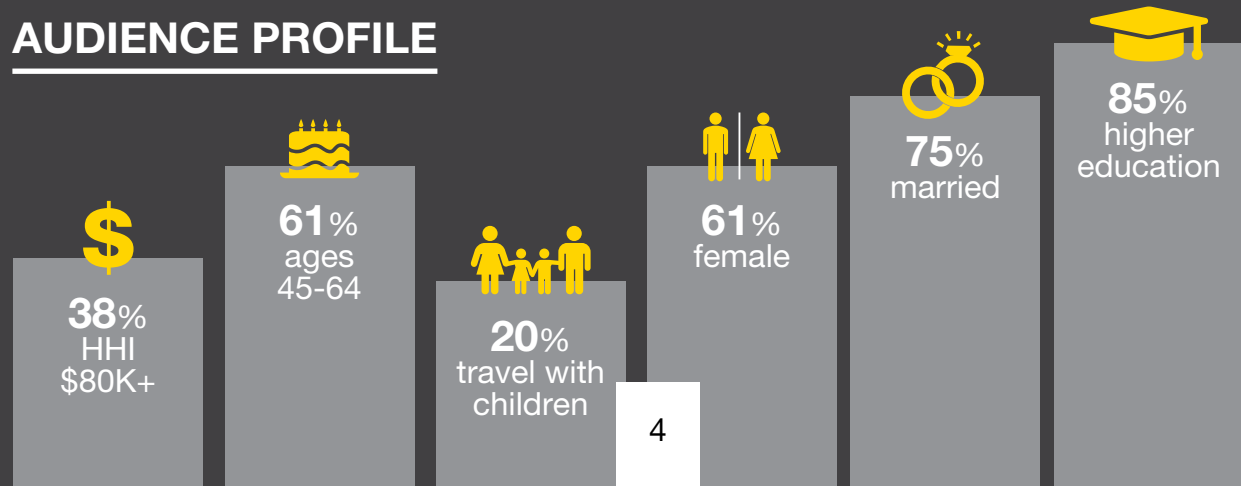


46,000+ Subscribers

**Advertising Opportunities** in the monthly eNewsletter and through custom email. (see page 10)



## AUDIENCE PROFILE



# MEMPHIS MAP & TOURIST GUIDE

The Memphis Map & Tourist Guide is the only print call-to-action for Memphis CVB's efforts. As a partner, your message is reaching an incredibly qualified, active-travel-planning audience that you cannot get access to anywhere else.



CIRCULATION  
**350,000**  
Annual Copies

## DID YOU KNOW...

That print usage is the HIGHEST it's been, with over

**50%**

of American Travelers using to research/book!

## DISTRIBUTION

- > Direct requests
- > Visitor Centers & Welcome Centers
- > International offices (Europe and Japan)
- > Hotels, attractions and events
- > Consumer and trade media
- > Delegates attending meetings & conventions



## VIRTUAL GUIDE:

**VISITS:** 7200+ **PAGE VIEWS:** 212,000+  
[memphistravel.com/our-guide-memphis](http://memphistravel.com/our-guide-memphis)

**SPACE DEADLINE:**  
**SEPTEMBER 15, 2016**

## 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



**REACHES**

**1.1**

**MILLION  
VISITORS**

via

**Desktop:** 46%

**Tablet:** 41%

**Mobile:** 13%

**3.8**

**MILLION  
PAGES VIEWS**

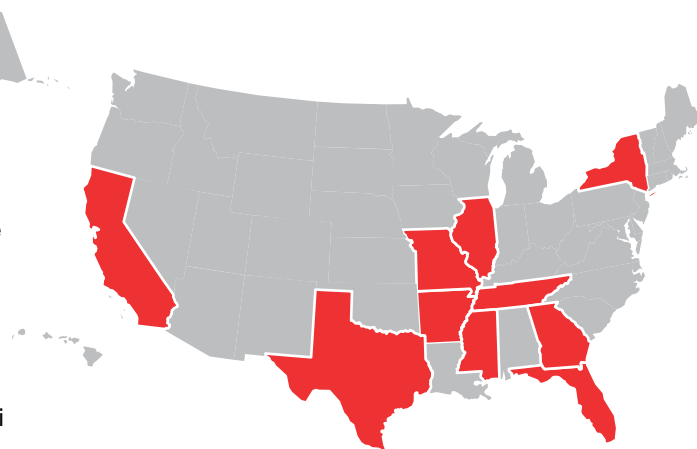
**AVERAGE TIME  
ON SITE**

2:04 minutes



## TOP SITE VISITOR MARKETS

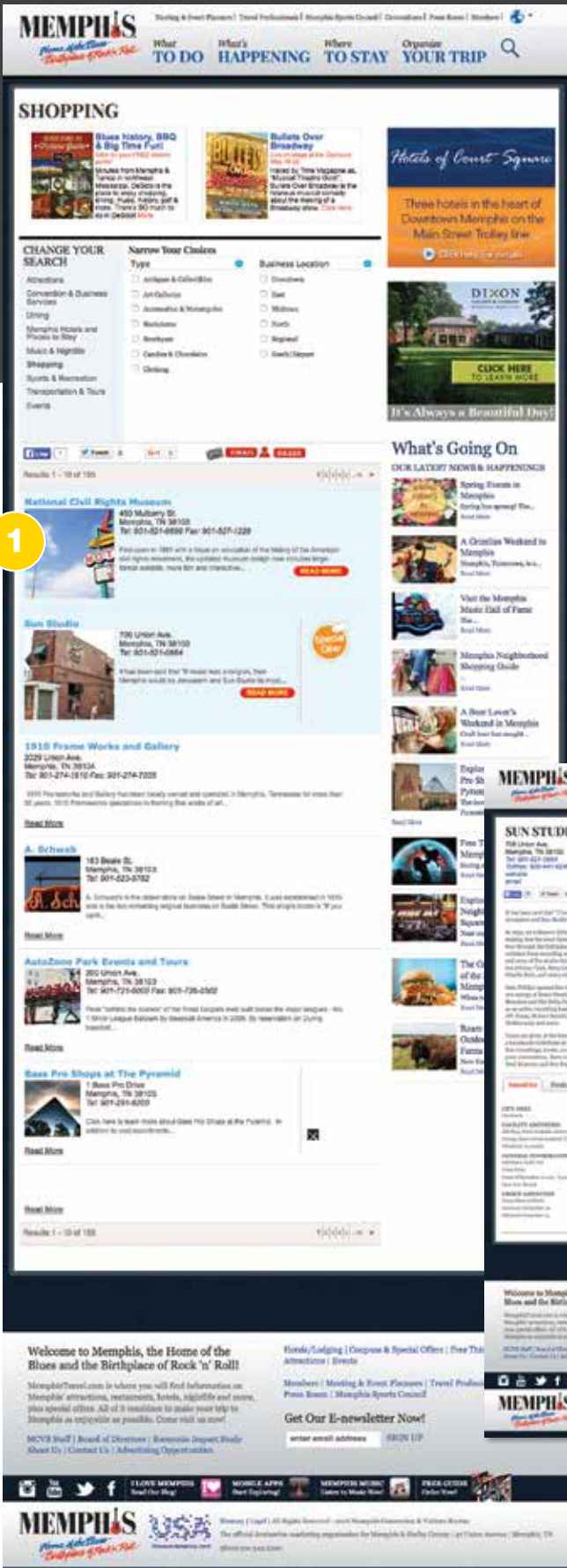
1. Tennessee
2. Texas
3. Illinois
4. Georgia
5. California
6. Mississippi
7. Missouri
8. Florida
9. New York
10. Arkansas



**79% OUT-OF-STATE**

**21% IN-STATE**

# BUSINESS & EVENT LISTINGS



Position your business or event as a not-to-be-missed experience in front of our most targeted audience on the site. Our **Featured Listing** program places your business in our premium listing tier on all relevant pages ensuring that you are top-of-mind when visitors are looking to convert.

## 1 FEATURED LISTING

**POWERFUL DESIGN:** Partners are delineated from free listings with highlight and description.

**PRIORITY SORTING:** Featured partners always display in a top-tier sort, affording you premium positioning.

## RATES

Business Listings .... \$750/year  
Event Listings .....\$300/year

REACH OUR MOST TARGETED AUDIENCE



# BANNER ADVERTISING

Visitors to **MemphisTravel.com** viewed over **3.8 million** pages in 2015 while planning their trip. Banner ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting allow you to control your exposure and return.

## AD UNITS

**2 FORMATTED AD:** These formatted, native units are integrated into the content of the page and drive a high CTR.

**3 DISPLAY AD:** Tell your story visually with a high-impact canvas.

### CREATIVE BEST PRACTICES

- **FRAME 1 (ATTENTION):** Use an attention-grabbing tag-line and a powerful image. Copy should communicate why you are a not-to-be-missed experience.
- **FRAME 2 (INTEREST/DESIRE):** Create interest & desire by utilizing experiential imagery, tag line and body copy.
- **FRAME 3 (CALL TO ACTION):** Drive response by using a strong call-to-action (CTA). Tell the users what you want them to do (click here) and why they should do it.

## RATES

Receive a \$2 CPM discount at each impression quantity tier below. Impression volumes are available in-between tiers.

TOTAL IMPRESSIONS	CPM	RATE	REWARDS TIER
20,000	\$27.50	\$550	1
50,000	\$25.50	\$1,275	2
125,000	\$23.50	\$2,938	3
250,000	\$21.50	\$5,375	4



**FREE ADVERTISING!**

## 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 heavily promoted on the site for one year. You also own this content for distribution on your site, which will continue to drive organic traffic indefinitely.

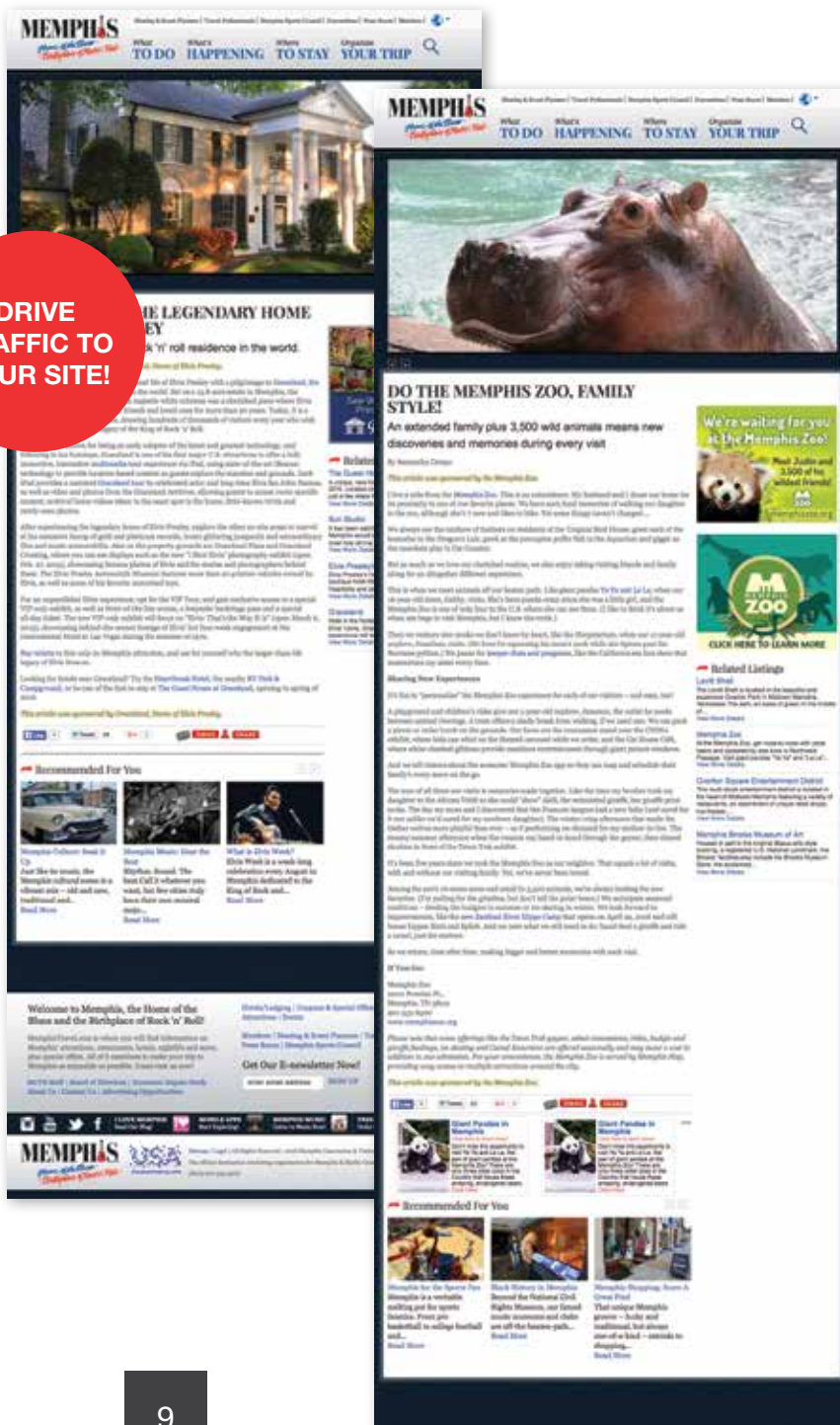
## FEATURED EXPERIENCE CUSTOM CONTENT INCLUDES:

- 500 words of copy
- Photo library (advertiser provided)
- Optional video player
- Ownership of all ad units on your article, allowing you to change messaging.
- Custom content will rotate in premium placements throughout the site.

**DRIVE TRAFFIC TO YOUR SITE!**

## RATES

Annual Rate.....\$2,500  
Renewal Rate.....\$1,000



# eNEWSLETTER

REACH ENGAGED AND ACTIVE TRAVEL-PLANNERS!

46,000+  
OPT-INS



## 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.

## RATES

Sponsored Content  
Monthly Rate.....\$750



SPONSORED CONTENT UNIT

## DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native-format, integrated into the content.
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.
- **Creative Best Practices:** Use your most compelling image; create a tag-line that attracts attention and bring the user into the experience through your copy.

# CUSTOM EMAIL

REACH OUR HIGHLY ENGAGED DATABASE WITH 100% SHARE OF VOICE, DRIVING ALL CLICKS TO YOUR SITE.

## CUSTOM EMAIL

- Reach **46,000** subscribers with **100% SOV**.
- Use Memphis CVB branded template
- Limited availability; first come, first served.

## RATES

Custom Monthly Rate ..... \$2,500



# PROGRAM AT-A-GLANCE

REACH OVER **1.5 MILLION** QUALIFIED VISITORS THROUGH PRINT, WEB, AND EMAIL PROGRAMMING.



**350k**  
COPIES

**406k**  
TOTAL REACH



**1.1M**  
VISITORS

**MEMPHISTRAVEL.COM**



**46k**  
SUBSCRIBERS

**MAP & TOURIST  
GUIDE**

**LEISURE E-NEWSLETTER  
CUSTOM EMAILS**

## WHAT YOU NEED TO KNOW:

1

Memphis welcomes **11 MILLION** visitors, spending **\$3.2 BILLION** annually.

2

The Memphis CVB spends **\$700,000** on paid media.

3

The **2016 US TRAVELER** is more informed and uses more media and sources of information than ever before.

4

With such a complex planning landscape, integrated **MULTI-MEDIA ADVERTISING** is critical.



To participate in the 2016 program contact

**ABBIE GRISTY**

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