

Memphis

HOME OF BLUES,
SOUL & ROCK 'N' ROLL



Phillip Van Zanot



LEISURE VISITOR MARKETING OPPORTUNITIES 2024-2025



TRAVEL INDUSTRY INSIGHTS

TOURISM IS BIG BUSINESS TO MEMPHIS



2023 GREATER MEMPHIS AREA VISITORS

15+M MILLION



2023 HOTEL ROOMS SOLD

4 MILLION

MEMPHIS TOURISM DRIVES VISITORS



Online Video, Digital Banners, Paid Search, Paid Social



Meetings and Travel Trade



Targeted Distribution



Digital TV

ORIGIN MARKETS

Proximity

1. Jackson, TN
2. Columbus-Tupelo, MS
3. Jonesboro, AR
4. Paducah, KY
5. Greenwood-Greenville, MS

Regional

1. Nashville, TN
2. Little Rock, AR
3. Jackson, MS
4. St. Louis, MO
5. Birmingham, AL

National

1. Atlanta, GA
2. Dallas-Fort Worth, TX
3. Chicago, IL
4. Houston, TX
5. New York City, NY

MEMPHIS Visitor Profile

200+ Variables

We can define our visitor audiences across 200+ variables, based on extensive surveys



National

- 75 percent first-time visitors
- 90 percent will stay 3+ nights
- 57 percent over the age of 40 more likely to travel without kids



Origin Markets

- 30% Proximity (50-100 miles away)
- 40% Drive (101-350 miles away)
- 30% National (351+ miles away)

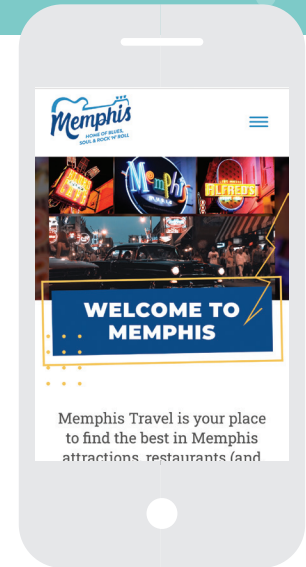
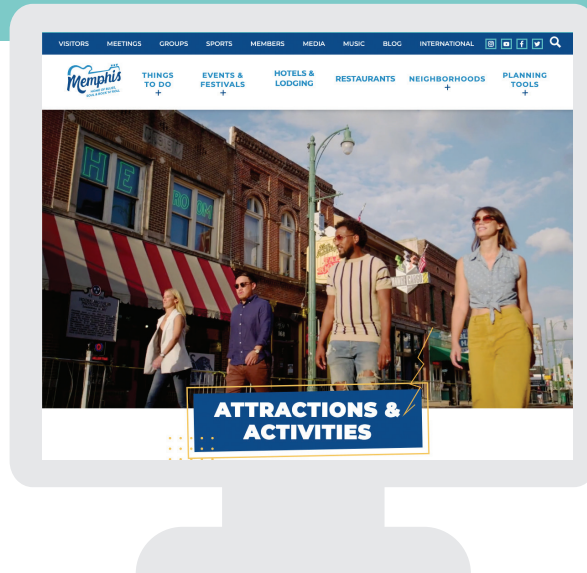
MEMPHISTRAVEL.COM

OFFICIAL WEBSITE

With over **3.6+ million** annual page views, the official Memphis Tourism website is a trusted source for online travel-planning information.




3.6
MILLION
PAGE VIEWS



16,000+
VISITOR GUIDE
REQUESTS AND
DIGITAL VIEWS

Our content team generated **3.6M + PAGEVIEWS** on the Memphis Travel website, and **OVER 2M + PAGEVIEWS** on the I Love Memphis Blog.

241K+
PARTNER
REFERRALS



The Memphis travel pages that **ATTRACTED THE MOST ORGANIC VIEWS** included our *attractions* page, lists of *free things to do*, our *event listings*, and *kid-friendly activities*.

PACKAGES THAT ROCK



BRONZE PACKAGE

| | |
|------------------------------|-------------------|
| Photo listing | \$1,019.00 |
| eNews Featured Partner | \$750.00 |
| TOTAL..... | \$1,769.00 |



SILVER PACKAGE

| | |
|---------------------------------|-------------------|
| 1/4 Page | \$1,629.00 |
| eNews Featured Partner | \$750.00 |
| Enhanced Business Listing | \$750.00 |
| TOTAL..... | \$3,129.00 |



GOLD PACKAGE

| | |
|---------------------------------|-------------------|
| 1/2 Page | \$3,189.00 |
| eNews Featured Partner | \$750.00 |
| Enhanced Business Listing | \$750.00 |
| TOTAL..... | \$4,689.00 |



PLATINUM PACKAGE

| | |
|---------------------------------|--------------------|
| Full Page..... | \$5,099.00 |
| Custom eNews | \$2,500.00 |
| Custom Article | \$2,500.00 |
| Enhanced Business Listing | \$750.00 |
| TOTAL..... | \$10,849.00 |

| | |
|---------------------------------|------------|
| Enhanced Business Listing | \$750.00 |
| Custom Article | \$2,500.00 |
| eNews Featured Partner | \$750.00 |
| Custom eNews | \$2,500.00 |



To participate, contact
ANDY ROBERTS 941-342-2429 | Andy.Roberts@MilesPartnership.com

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
250,000
Copies in Print

DID YOU KNOW...

State of the American Traveler research shows print usage is over

32.2%

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

www.memphistravel.com/tourist-guide

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..... | \$9,119 |

DISPLAY ADVERTISING & FEATURED LISTINGS

Visitors to MemphisTravel.com viewed **3.6+ million pages** in 2023 while planning their trips. Display 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

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

2 FEATURED BUSINESS LISTING

Featured business listings will be automatically funneled to the top of the relevant page (e.g., Attractions, Hotels, etc.) and will display a special "FEATURED" banner, delineating them from basic listings and ensuring your business is top-of-mind when visitors are looking to convert.

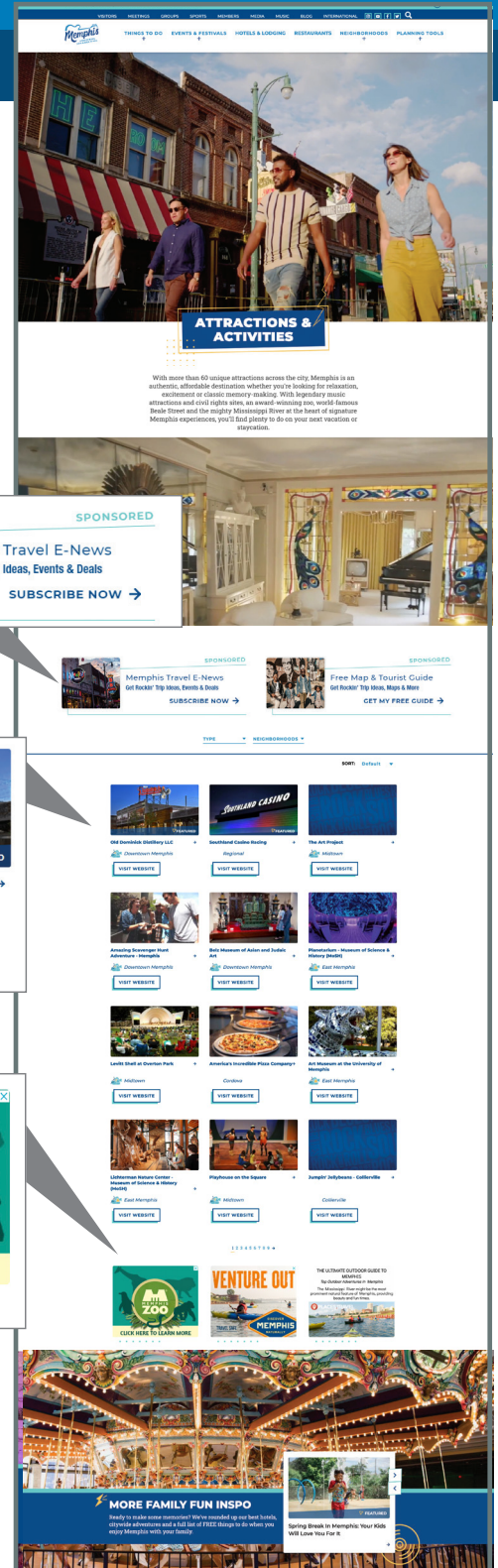
3 DISPLAY AD UNIT

RATES

| TOTAL IMPRESSIONS | CPM | RATE | REWARDS |
|-------------------|------|---------|---------|
| 50,000 | \$18 | \$900 | ✓ |
| 125,000 | \$16 | \$1,600 | ✓ |
| 250,000 | \$14 | \$2,800 | ✓ |

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

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



CUSTOM CONTENT

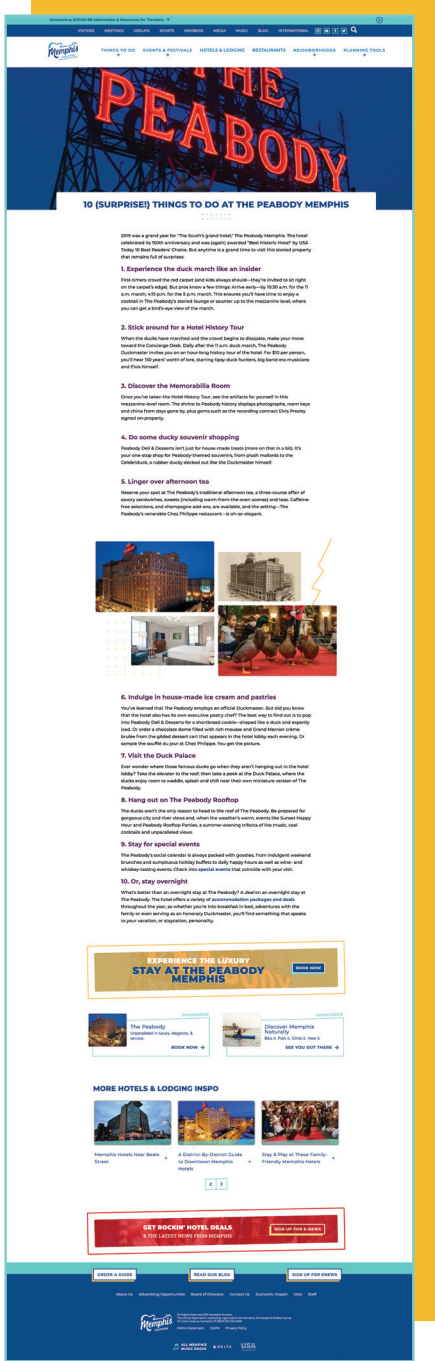
Engage qualified visitors on MemphisTravel.com and drive additional search engine organic traffic directly to your site with our custom content-creation program. Our editor will craft a custom article about your business or event, which will remain on the site for one year. You also own this content 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
- > Custom articles live for one year
- > Full ownership of custom article for distribution on your site



| RATES | |
|---------------------|--------------|
| custom content..... | \$2,500/year |
| renewal..... | \$1,000/year |



eNEWSLETTER

REACH ENGAGED AND ACTIVE TRAVEL PLANNERS

41%
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 a headline, body copy, CTA to your custom URL and an image, attracting attention and driving traffic to your site.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

37K+
OPT-INS

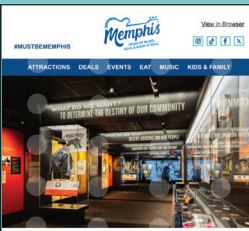
CUSTOM EMAIL

100% SHARE OF VOICE,
DRIVING CLICKS TO YOUR SITE

- Reach **37K+** qualified opt-in subscribers with **100% SOV**
- Over **41% open rate**
- Memphis Tourism-branded template

RATES

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



What's New in Memphis
From Elvis' 90th birthday celebration at Graceland and the upcoming expansion of the National Civil Rights Museum to St. King's 100th birthday bash and new exhibits at Memphis' biggest museum — plus, new restaurants, breweries, hotels, attractions and events — there's a whole lotta shakin' going on in Memphis in 2025.



Visit Memphis for Black History Month
Discover Memphis' rich Black culture. For your next trip, check out these ways to discover legendary and modern music, powerful civil rights sites, cultural celebrations and more.



Warm Up In Memphis: Food & Drink Edition
Featuring stunning bowls of soup, comforting entrees and decadent desserts, local chefs and restaurants are ready to help warm up your winter in Memphis. Browse our guide to local-favorite dishes and recipes.



FEATURED PARTNERS

Science of Beer
Join us at the Pink Palace Museum & Mansion on January 17 to taste a variety of beers — with a side of science.
[Buy tickets](#)

Memphis Zoo
Hit play on adventure! Memphis Zoo is your ultimate track list of 3,500+ animals from around the world. Find your chart-topping favorites and discover new hits to love.
[Remix Your Wild Side](#)

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EVENTS

Mary J. Blige: The For My Fans Tour
Feb. 2
FedExForum

WWE: Friday Night Smackdown
Feb. 7
FedExForum

HAMILTON
Feb. 18 - March 2, 2025
Orpheum Theatre

Heaven on Earth Tour
Feb. 22
FedExForum

Order Your Free Memphis Map & Tourist Guide

Must-see attractions, restaurants, hotels and authentic culture: the new Memphis Map & Tourist Guide is packed with all the info you need to plan your Memphis getaway in 2025.

#MUSTBEMEMPHIS

Share your Memphis moments and tag #MustBeMemphis for a chance to be featured on our social media.

Memphis
#MUSTBEMEMPHIS

ATTRACTIONS DEALS EVENTS EAT MUSIC KIDS & FAMILY

Your Inspiration Awaits!

More than a museum—it's a cultural campus with art from everywhere and experiences for everyone! See 15 galleries of world art, listen to live music weekly, participate in art-making for all ages, shop in the local artist shop, and so much more! Your inspiration awaits.

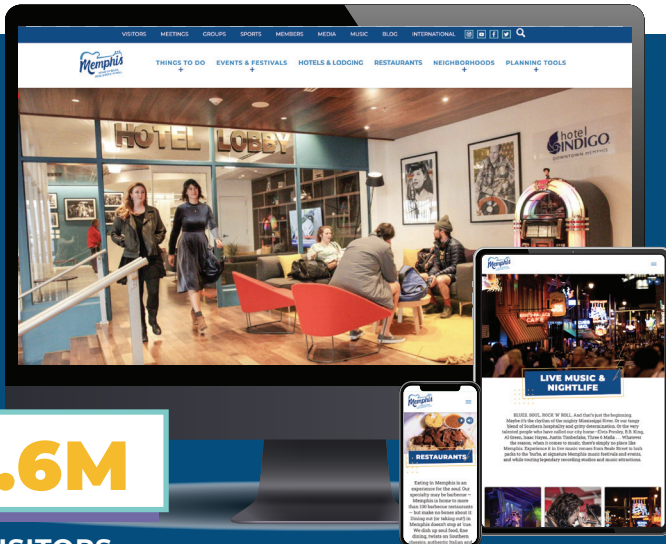
[Visit Memphis' art museum today!](#)

GET OUR VISITOR GUIDE → READ OUR BLOG →
TAKE OUR QUIZ →

Memphis
Memphis Tourism
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901-543-4300
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PROGRAM AT-A-GLANCE

REACH **MILLIONS** OF QUALIFIED VISITORS THROUGH
PRINT, WEB AND EMAIL PROGRAMMING



3.6M

VISITORS

MEMPHISTRAVEL.COM

Responsive site provides visitors a trusted source for inspiration and travel planning, including engaging photography, articles, business listings, maps and events.



37K+

SUBSCRIBERS

MEMPHIS TRAVEL eNEWSLETTER & CUSTOM EMAIL

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

CUSTOM
EMAIL

LEISURE
eNEWSLETTER



MEMPHIS MAP & TOURIST GUIDE

250K printed copies are distributed at state and city visitor centers, augmented by powerful digital distribution via MemphisTravel.com and social media.

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