



**2017-2018  
TRAVEL AND TOURISM  
MARKETING OPPORTUNITIES**

TRAVEL  
**IS BIG**  
BUSINESS

**NEW**  
TRAVELER  
PROFILE

THE  
**POWER**  
OF COLUMBIA'S  
BRAND

METRICS  
THAT  
**MATTER**

**TOTAL**  
AUDIENCE  
REACH



# TRAVEL INDUSTRY INSIGHTS

Tourism is big business to Columbia!



ANNUAL VISITORS

**14.7 MILLION**



SPENDING

**\$119**/person for overnight visitors  
**\$69**/person for day trip visitors

**5.5 Million**

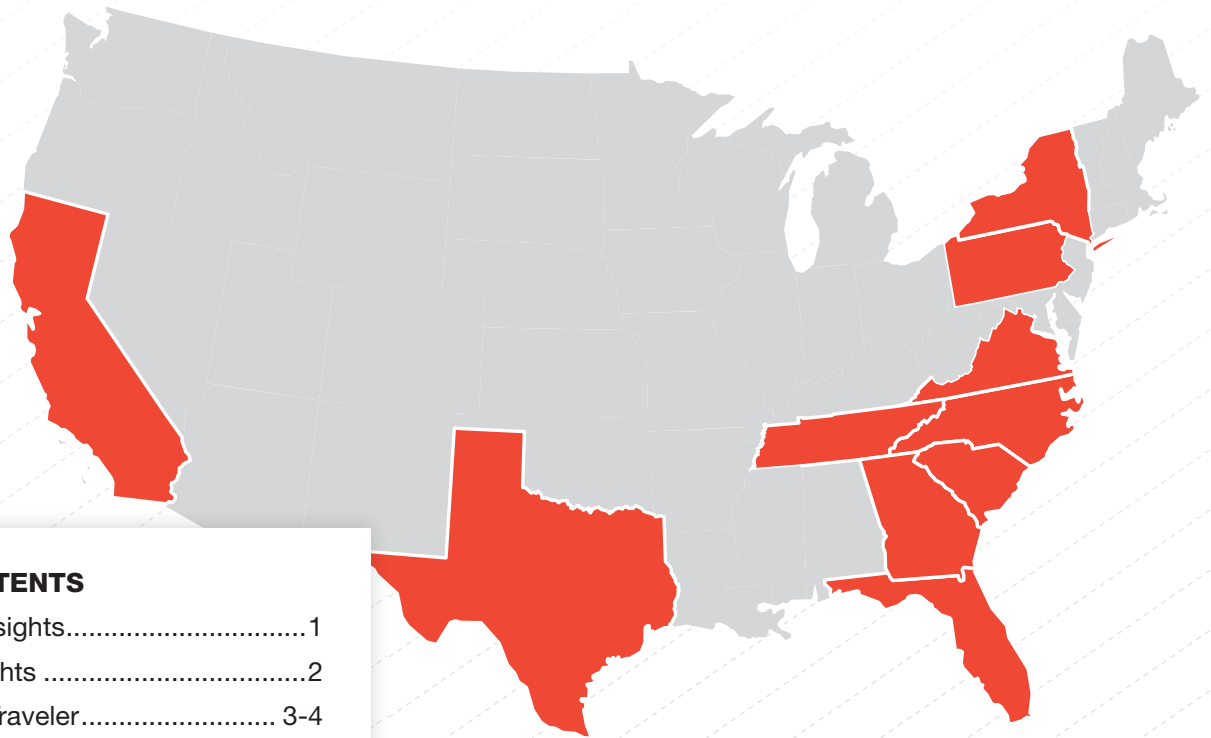
Overnight Visitors

**9.2 Million**

Day Trip Visitors

## Top 10 U.S. Markets

1. South Carolina
2. North Carolina
3. Georgia
4. Tennessee
5. Florida
6. New York
7. Texas
8. California
9. Virginia
10. Pennsylvania



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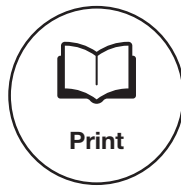
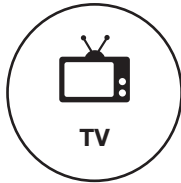
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# EXPERIENCE COLUMBIA SC DRIVES VISITORS

Experience Columbia SC 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 Channels



### Target Audience

**Demo:** Urban escapists, 25 – 54 years, \$79,000 mean annual income

**Geo:** Georgia, North Carolina, Alabama, Florida, South Carolina

### PR Highlights

- Listed as one of “8 American Cities You Should Visit Before They’re Too Popular” by Thrillist
- Garnered 97 stories last fiscal year
- Hosted 15 media visits last fiscal year
- Spoke with over 115 media pros last fiscal year

## CAMPAIGN CREATIVE

Examples of the Columbia creative brand are shown below.



# THE HYPER-INFORMED TRAVELER

The 2016 US traveler is more informed and uses more media and sources of information than ever before in the history of travel.

That's why Miles funds independent research biannually to help our clients make the most of their marketing dollars. Sign up for our email to stay informed.

## STATE OF THE AMERICAN TRAVELER RESEARCH HIGHLIGHTS



**54%**

Print

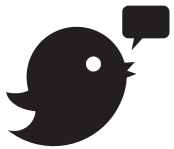
Highest since 2007!



**31%**

DMO Website

Uses 38+ sites



**48%**

Social Media

Offer free wi-fi to encourage sharing



**34%**

Tablet

Only 9% use apps



**46%**

Reviews & User-Generated Content

Manage your reputation



**58%**

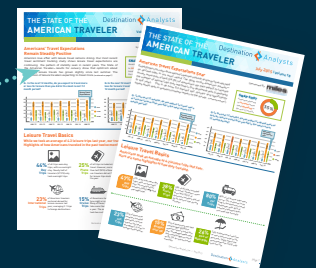
Mobile

Build a responsive site

Understand your Audience; Become a Tourism-Marketing Expert – Get the **Research and White Papers!**

## State of the American Traveler Research

2016 Quarterly State of the American Traveler Research Topics: Content, Mobile, Innovation & New Technologies & Generations.



*Generational Planning Information Inside*

# STILL DREAMS, PLANS, THEN BOOKS

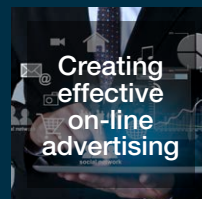
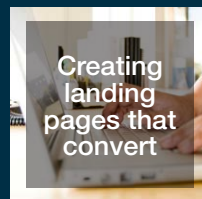
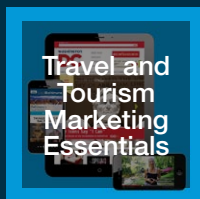
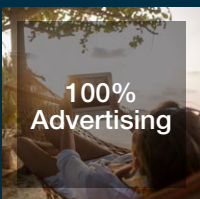
**MULTI-MEDIA:** With such a complex planning landscape, integrated, multi-media advertising is critical.



## DID YOU KNOW!

- » **Mobile** users are 58% more likely to use print.
- » **Print** usage is the highest since 2007.
- » **Millennials** are more likely than any other age group to use both DMO websites and magazines during trip-planning.

## WHITEPAPER SNAPSHOT:



Miles creates an array of free tourism-marketing whitepapers, all geared toward helping you to create and track effective tourism-marketing campaigns. (Download the top essential whitepapers at: <http://budurl.com/MilesEssentials>)

# COLUMBIA VISITOR'S GUIDE

THE ONLY OFFICIAL PRINT GUIDE FOR EXPERIENCE COLUMBIA SC'S MULTI-MILLION DOLLAR MARKETING EFFORTS

POTENTIAL REACH  
**14.7 Million**  
 QUALIFIED LEISURE VISITORS



REACH

**125,000**

active Columbia planners with the print guide!

**DID YOU KNOW...**

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

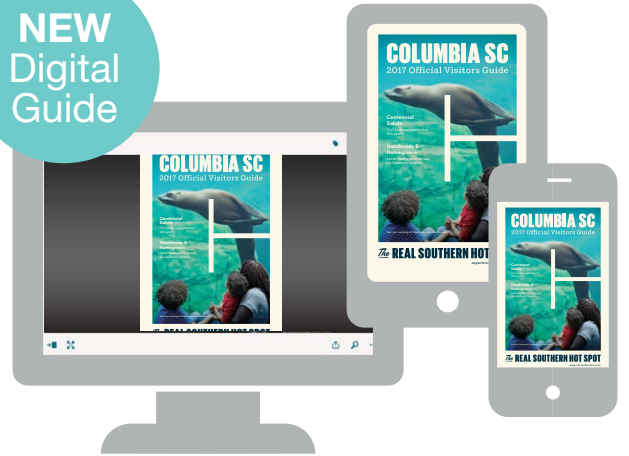
**54%**

of American Travelers using to research/book!

*Source: Destination Analysts*



**NEW Digital Guide**



The new eGuide has the potential to reach an additional **nearly 1 million visitors** who visit Experience Columbia's website annually.

**CIRCULATION:** 125,000 annual copies

- **Direct Request:** The guide is the primary information that is sent to prospective visitors homes upon their request
- **BULK:** Targeted, high-traffic locations

**In State Distribution Points:**

- Columbia SC Visitors Center
- 9 SC Welcome Centers
- Columbia attractions
- Hotels
- Fort Jackson
- University of South Carolina

**Top 10 States for Requests:**

1. South Carolina
2. North Carolina
3. Florida
4. Georgia
5. Pennsylvania
6. Ohio
7. Illinois
8. Texas
9. New York
10. California

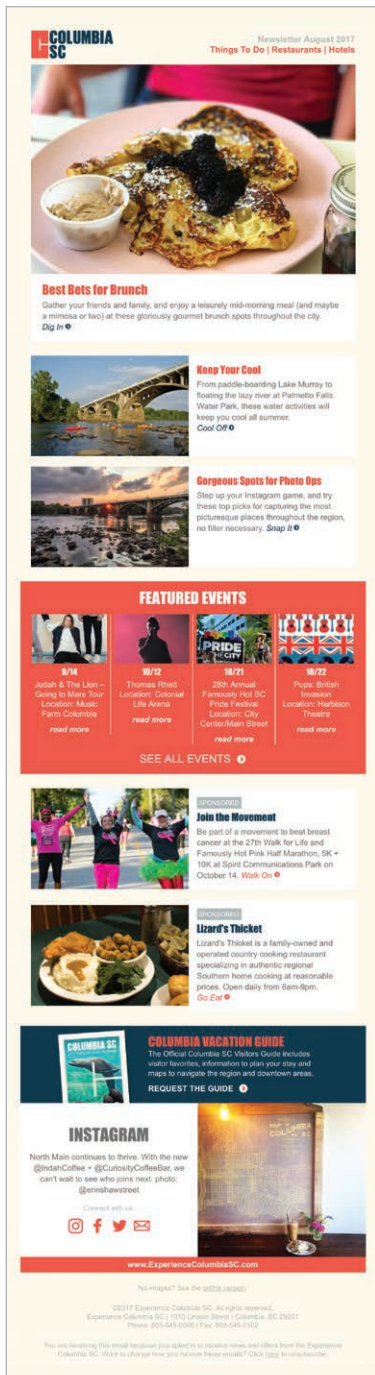
SIZE	COST
Quarter Page	\$2,100
Half Page	\$3,200
Full Page	\$5,400

**PREMIUM POSITION**

Inside Front Cover	\$6,300
Page 1	\$6,300
Facing Table of Contents	\$5,850
Facing Fold-Out Map	\$6,200
After Fold-Out Map	\$6,200
Inside Back Cover	\$6,000
Back Cover	\$6,500

# COLUMBIA MONTHLY eNEWSLETTER

REACH ENGAGED AND ACTIVE TRAVEL-PLANNERS




## 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 Columbia, Richland and Lexington Counties.

### 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 brings the user into the experience through your copy.
- As an advertiser you can speak directly to these enthusiastic travelers who are not just casually looking for Columbia travel ideas; they have already said, "We're on our way!" You can target your own message by month and season.



**SPONSORED**

**Lizard's Thicket**

Lizard's Thicket is a family-owned and operated country cooking restaurant specializing in authentic regional Southern home cooking at reasonable prices. Open daily from 6am-9pm.

[Go Eat](#)

Featured Content

PLACEMENT	COST
Featured Content	\$150

# FEATURED BUSINESS LISTINGS

FEATURED BUSINESS LISTINGS ALLOW YOU TO REACH AN INCREDIBLY QUALIFIED AUDIENCE THAT IS LOOKING TO CONVERT.

## JUMP TO THE TOP WHERE DECISIONS ARE MADE

ExperienceColumbiaSC.com is the ultimate trip planning tool. It is the most trusted source for comprehensive attractions, dining, lodging and event listings that visitors depend on to plan their trip to Columbia, SC.

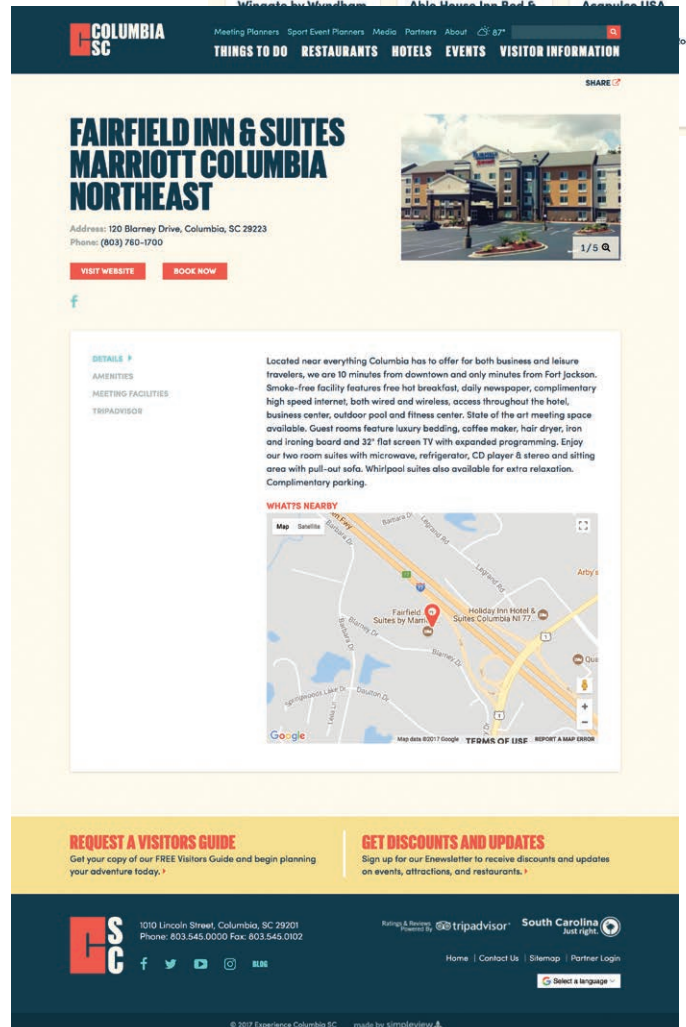
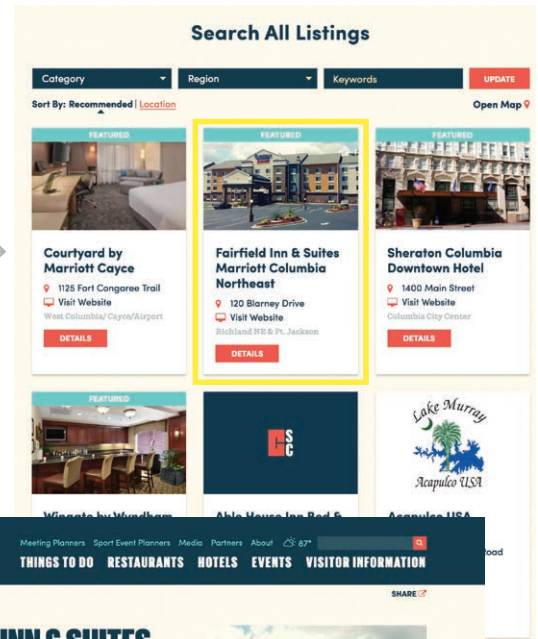
### Featured Listings

A listing gets top sort priority, giving greater visibility to a travel planner's search results with a Featured Listing presence, greatly increasing click-through to its full profile and website.

### Listings Advantages

Our responsive website means your listing will appear before standard listings on desktop and mobile versions, as opposed to purchasing a separate featured listing for each.

Featured Listing →



PLACEMENT	COST
DMF Preferred Hotels Partners*	\$3,000/year
Other Business Featured Listings	\$550/quarter \$2,200/year

\*For more information about becoming a DMF Preferred Hotel Partner, please contact Experience Columbia SC.



# PROGRAM AT-A-GLANCE

POTENTIAL TO REACH OVER **14.7 MILLION** QUALIFIED VISITORS THROUGH ALL PRODUCTS AND SERVICES ANNUALLY.

## VISITOR GUIDE



**125k**  
PRINT  
CIRCULATION

## DIGITAL GUIDE

*available in 2018*



The new eGuide has the potential to reach an additional **nearly 1 million** who visit Experience Columbia's website annually.

## TRAVEL ENEWSLETTER



**HIGHLY  
QUALIFIED  
READERS**

## WHAT YOU NEED TO KNOW:

1

Columbia welcomes **14.7 MILLION** visitors, spending **\$2.1 BILLION** annually.

2

The 2017 US **TRAVELER** is more informed and uses more media and sources of information than ever before.

3

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

4

Not all clicks are created equal. **MEASURE QUALITY, OVER QUANTITY.** We'll show you how!



TO PARTICIPATE IN THE 2017/18 PROGRAMS CONTACT:

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**ABOUT MILES:** Miles is a strategic marketing company focused exclusively on travel and tourism. We work with more than 90 destinations and hospitality businesses to create forward-thinking print and digital content marketing solutions.