

# TENNESSEE

CO-OP PROGRAM 2024-2026

UPDATED OCTOBER 2024

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# MARKETING CO-OP PROGRAMS OVERVIEW

Tennessee Co-op Programs serve the mission of driving travel to Tennessee while also providing partners with varying budgets and product offerings. These offerings are designed for TDTD and TDTD Partners July 2024-June 2026.

The most up-to-date listing of co-op programs can be found at [industry.tnvacation.com](http://industry.tnvacation.com).

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## GOALS & OBJECTIVES OF CO-OP PROGRAMS:

1. Exposure & Awareness
2. Website Traffic
3. Lead Generation

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## PARTNER REQUIREMENTS:

Must include at least one TDTD target market in each chosen program:

Alabama Statewide	Denver, CO	Little Rock, AR
Atlanta, GA	Detroit, MI	Minneapolis, MN
Austin, TX	Evansville, IN	Missouri Statewide
Baltimore, MD	Greenville, SC	New Orleans, LA
Boston, MA	Hartford, CT	Ohio Statewide
Charleston, SC	Indianapolis, IN	Orlando, FL,
Charlotte, NC	Illinois Statewide	Tampa, FL
Chicago, IL	Jackson, MS	Raleigh, NC
Cincinnati, OH	Jacksonville, FL	Washington, D.C.
Dallas, TX	Kentucky Statewide	

- Matching funds cannot be used in Tennessee
- Must work directly with vendors to implement and manage campaigns
- Billing will be handled directly between partner and vendor

# MARKETING CO-OP PROGRAM SUMMARY

VENDOR	CONTACT	OFFERINGS	TIMING	MINIMUM PARTNER BUY-IN
American Road	Becky Repp, becky@americanroadmagazine.com, 206.369.5782	Print, Digital, Audio	Quarterly Issues Fiscal Year	\$235
Blue Ridge Country	Cynthia Bruggeman, cbruggeman@leisuremedia360.com, 970.445.0599	Print, Digital	4 Months	\$9,990
Farm Flavor Media	Bob Midles, bmidles@farmflavormedia.com, Office: 615.771.0080, Direct: 615.771.5567	Print	Quarterly Issues	\$860
Garden & Gun	Jana Robinson, jana@robinsonmedia.net	Print	Feb./March Issue June/July Issue	\$6,875
The Local Palate	Amanda FitzGerald, amanda@thelocalpalate.com	Print, Digital	Fiscal Year	\$850
Outside	Kristine Bihm, kbihm@samssouth.com	Print, Digital	Fiscal Year	\$10,000
RoadRUNNER Motorcycle Touring & Travel	Mark Thomas, mark@roadrunner.travel, 516.672.3209	Print, Digital, Production	Fiscal Year	\$1,000
Southern Living	Holly Belk, holly.belk@meredith.com, 404.259.7035 Kaitlyn Sutton, kaitlyn.sutton@dotdashmdp.com	Print	April Issue	\$5,000
StyleBlueprint	Melissa Thompson, melissa@blueprint.inc	Digital Publication	Fiscal Year	\$3,999
Expedia	Mary Elizabeth Mosby, mamosby@expediagroup.com, 901.430.2948	OTA Digital	Winter Homepage	\$4,000
Tripadvisor	Scott Caufield, scaufield@tripadvisor.com	Digital	Fiscal Year	\$2,500
Advance Travel and Tourism	Will Crockett, jcrockett@al.com, 615.728.2263 Christy Betz, cbetz@al.com	Digital	Fiscal Year	\$1,500
Happy Friday	Whitney Byerly, whitney@happyfriday.co	Influencer	Fiscal Year	\$10,000
Herrmann Global	Adam Bridgeford, adam@herrmannglobal.com	Digital	Fiscal Year	\$950
Matador Network	A.J. Kinney, aj.kinney@matadornetwork.com, 651.249.6341	Digital, Production	Fiscal Year	\$15,000
Miles Partnership	Kim Palmer, kim.palmer@milespartnership.com, Direct: 941.342.2312, Mobile: 941.224.6888	Digital Audit & Activation	Fiscal Year	\$-
New South Creative	Brian Wagner, brian.wagner@newsouthcreative.com, 615.491.4694	Production	Fiscal Year	\$19,281
Orange 142	Emily Parli, emily@orange142.com, 808.223.5840	Digital, Audio	Fiscal Year	\$1,000
Outdoor Advertising Association of Tennessee	Holly Kirby, holly@jpkgr.com	Out-of-Home	Fiscal Year	\$5,000
Sojern	Todd Schechter, todd.schechter@sojern.com, 404.216.2103	Digital	Fiscal Year	\$1,000
Strike Social	Cameron Wallin, cwallin@strikesocial.com, 317.752.8124	Digital	Fiscal Year	\$5,000
Tennessee Association of Broadcasters	Rick Wimberly, rick@tabtn.org, 615.207.5074	Commercial TV, Radio	Fiscal Year	\$36,000
Adara	Sarah Kahn, sarah.kahn@adara.com	Digital, Platform & Tool	Fiscal Year	\$1,000
AirDNA	Amanda Norton, amanda.norton@airdna.co, 720.909.8319	Platform & Tool	Fiscal Year	\$5,400
Arrivalist	Charles Lewis, charles@arrivalist.com, 770.335.6776	Platform & Tool	Fiscal Year	\$25,000
CrowdRiff	Katrina Keilhauer, katrina.keilhauer@crowdriff.com	Platform & Tool	Fiscal Year	\$12,000
Mediagraph	Erika Nortemann, erika@mediagraph.io	Platform & Tool	Fiscal Year	\$99
Travefy	Rob Regg, rob.regg@tn.gov, 615.741.9025 Amanda Murphy, amanda.murphy@tn.gov, 615.741.9010	Platform & Tool	Fiscal Year	\$-
Visa Destination Insights	Tiffany Burnette, tiburnet@visa.com, 919.257.0754	Platform & Tool	Fiscal Year	\$35,000
Zartico	Josh Gibson, Research Director, josh.gibson@tn.gov   Adam Zappia, Zartico Sales Manager, adam.zappia@zartico.com, 770.330.3455	Platform & Tool	Fiscal Year	\$13,500

# AMERICAN ROAD

## PRINT & DIGITAL

For more than 20 years, American Road magazine has delivered entertaining and in-depth stories about historic highways and the people and places that make them great. It offer print, digital, broadcast and email marketing. In 2024, American Road received critical acclaim in multiple “best travel magazine” lists. Itineraries on Americanroadmagazine.com remain popular with visitors to the website.

**Who can participate?** All partners

**Timing:**

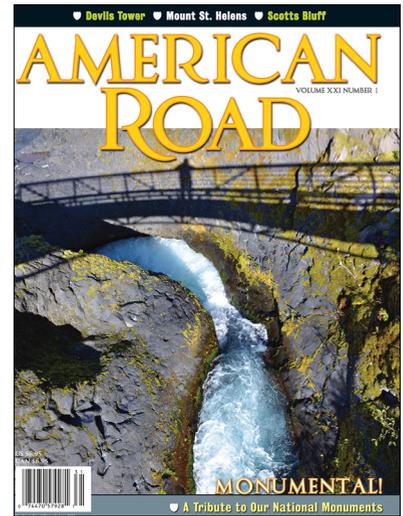
- Magazine Deadlines: Feb. 10, May, August and November.
- Digital Deadlines: Vary depending upon the activation date of the campaign.

**TDTD Investment:**

- When TN Vacation purchases a full-page ad, TN partners receive 35% off print/display ad rates and exclusive discounts on digital, broadcast, and email campaigns.

**Partner Benefits:**

- Exclusive discounted rates on all American Road opportunities.
- Road.Travel story itineraries are produced using content provided by the client following a standardized format, or (for \$1,950 per itinerary) created by Road.Travel with client consultation.
- Road.Travel will digitize, automate, and activate curated road trip content and deliver itinerary widgets and QR codes for clients to use on their assets. Story itineraries will be actively promoted by American Road and the Road.Travel platform for 12 months.



**Tennessee Co-op Partner American Road Print Rates**

*Print pricing includes digital value-added benefits — Includes social, opt-in leads, video and visitor guide presence on Americanroadmagazine.com worth \$3,000 per quarter. Additional TN partner discounts are offered for select digital, broadcast and email marketing opportunities.*

Ad Size	Listed Rate	NET (1x)	NET (2x)	NET (3x)	NET (4x)
Full Page	\$5,350	\$3,477	\$3407 x 2	\$3303 x 3	\$3233 x 4
1/2 Page	\$3,175	\$2,063	\$2021 x 2	\$2909 x 3	\$1918 x 4
1/3 Page	\$2,115	\$1,374	\$1346 x 2	\$1305 x 3	\$1277 x 4
1/4 Page	\$1,600	\$1,040	\$1019 x 2	\$988 x 3	\$967 x 4
1/6 Page	\$1,070	\$695	\$681 x 2	\$660 x 3	\$646 x 4

TN CO-OP PARTNER STORY ITINERARY (ROAD.TRAVEL) Rates Includes promotion for 12 months	PARTNER RATE (NET)	NON-PARTNER RATE (NET)	PARTNER DISCOUNT	PARTNER DISCOUNT with 4x Print American Road buy-in
1-5 Itineraries (price per itinerary)	\$5,850	\$7,800	25%	30%
6-20 Itineraries (price per itinerary)	\$4,875	\$6,500	25%	30%
20+ Itineraries (price per itinerary)	\$4,387	\$5,850	25%	30%

**CONTACT**  
 Becky Repp, Sales Manager,  
 becky@americanroadmagazine.com, 206.369.5782

PRINT, DIGITAL, AUDIO

# AMERICAN ROAD

## AUDIO

Every year since 2021, Feedspot.com panelists have voted "American Road Trip Talk" in their Top 20 Road Trip Podcasts. "American Road Trip Talk" introduces listeners to the people behind the places featured in American Road magazine. Each week, Executive Editor Thomas Repp and host Gary Mantz drive you down the backroads that make this nation so unique. Listeners receive trip planning information needed to confidently explore the road less traveled.

Tennessee partners can highlight their destination with a 30-second spot in one of two dedicated radio programs/podcasts airing during FY 2024-2025 on "American Road Trip Talk" — a weekly half-hour radio show aired on KKNW Seattle and syndicated on Spotify, iTunes, and a dozen other media outlets.

**Who can participate?** All partners

### Broadcast:

- Airs every Friday from 1-1:30 p.m. PT on KKNW
- 50,000 weekly listeners

### Podcast:

- 2,000+ additional monthly downloads via American Road website
- Syndicated on Megaphone/Spotify, iTunes and a dozen more podcast sites

### Programs:

- There are four 30s Sponsor Spots Available
  - Opener
  - Middle (2 spots)
  - Closer



30S SPOTS Live Read or Supplied	PARTNER RATE	LISTED RATE PER PARTNER
Opener/Closer	\$169	\$235
Middle (2 available)	\$128	\$180
Solo (4 spots in the same show)	\$422	\$572

## CONTACT

Becky Repp, Sales Manager,  
 becky@americanroadmagazine.com, 206.369.5782

PRINT, DIGITAL

# BLUE RIDGE COUNTRY

Blue Ridge Country is an award-winning bimonthly regional magazine covering travel, history, food, festivals, outdoors and the environment in the mountains of seven Southern states.



**Who can participate?** DMOs, hotels and attractions

**Timing:** 3 consecutive print ads (6-month flight of partner's choosing) and online sponsored content

**Partner Benefits:**

- Below rate card pricing
- Multi-issue buy to drive frequency
- Custom content created by BlueRidge Country
- AV display and newsletter placements to support online content
- Custom leads from reader service team
- Direct website link in digital edition

**DISPLAY ADVERTISING ALTERNATES W/ SPONSORED CONTENT**

*First display ad can start anytime, but ads must run consecutively. 1/3 display option not pictured at right.*

	PRINT #1	+	PRINT #2	+	PRINT #3	+	DIGITAL & SOCIAL
	Full Page 7.25" x 9.5"		Full Page Sponsored Content		Full Page 7.25" x 9.5"		Online Sponsored Content
	OR				OR		
	1/2 horizontal 7.25" x 4.625"				1/2 horizontal 7.25" x 4.625"		

PARTNER INVESTMENT	PRINT AD SIZING
\$9,990	1/3 page (x2)
\$11,000	1/2 page (x2)
\$15,000	Full Page

**CONTACT**  
 Cynthia Bruggeman, Associate Publisher,  
 cbruggeman@leisuremedia360.com, 970.445.0599

PRINT

# FARM FLAVOR MEDIA

Farm Flavor Media, a division of Journal Communications, is a full-service consumer lifestyle publishing company focused on foods/cooking, the local family farms/businesses producing these foods and travel/tourism. Farm Flavor Media utilizes the best print and digital tools to positively influence consumers' views toward food production, farming, and your brand.

**Who can participate?** All partners

**Timing:** 4x annually

**TDTD Investment:**

- \$10,000 in matching funds for partners to use on a print ad in any of the Farm Flavor Media publications. (Cannot be combined with the program the rural outreach team is already subsidizing.)

**Partner Benefits:**

- State buys in at \$1,000 based on partner publication choice
- Print buy down in publications located in North Carolina, Florida, Indiana or Mississippi (full-page/half-page options)



**Distribution of Quarterly Lifestyle Magazines:**

- North Carolina Field & Family: 573,284 mailed copies
- My Indiana Home: 244,021 mailed copies
- Mississippi Farm Country: 181,396 mailed copies
- Florida Farm & Family: 127,652 mailed copies

PUBLICATION	CIRCULATION	FULL PAGE RATE*	HALF PAGE RATE*
North Carolina Field & Family	573,000 households	\$6,900	\$4,140
Florida Farm & Family	127,000 households	\$3,100	\$1,860
Mississippi Farm Country	181,000 households	\$3,700	\$2,200
My Indiana Home	244,000 households	\$4,400	\$2,640
4-State Buy	1,125,000 households	\$16,290	\$10,099
Discount Off Individual State Rates	\$7,500	10%	7%

\*Chart reflects rates before the \$1,000 available matching spend is applied.

**CONTACT**  
 Bob Midles, Senior Integrated Media Manager,  
 bmidles@farmflavormedia.com, Office: 615.771.0080, Direct: 615.771.5567

PRINT

# GARDEN & GUN

A unique community of readers look to Garden & Gun to experience the magic of the South — whether their passion lies with the sporting culture, protecting the land, gardening, travel, the arts, or the food and drink realm. Readers hail from all 50 states and know that Garden & Gun is relevant no matter where they live.

**Who can participate?** DMOs, hotels and attractions

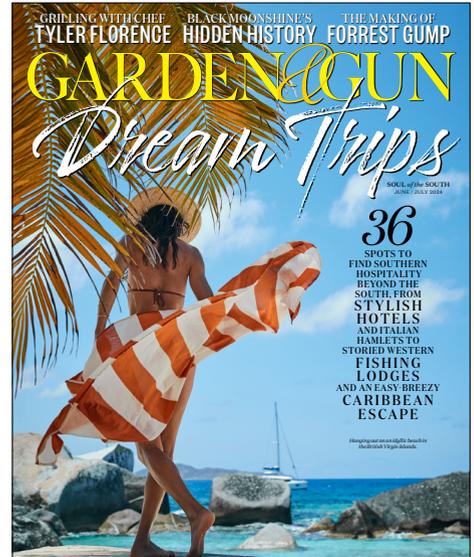
**Timing:** 2x annually, February/March and June/July travel issue

**TDTD Investment: \$104,000** (full-page brand ad + custom advertorial)

- Discounted ad space from rate card (54%)
- Provides discounted ad space for partners (limit 1 additional co-op page, open to four partners)
- Ad pages will run adjacently, creating a bigger inbook impact

**Partner Benefits:**

- The state of Tennessee and participating partners will make a bigger splash in issue when running adjacently
- Ads designed by G&G resulting in a cohesive high-impact unit
- Discounted ad space



PARTNER INVESTMENT	*MINIMUM PARTICIPATION	CIRCULATION	KEY DATES
\$6,875	4 partners	National, 1.6M Subscribers	<p><b>February/March Issue:</b> Co-op space close is 10/17 Co-op creative deadline is 10/24</p> <p><b>June/July Issue:</b> Co-op space close is 2/28 Co-op creative deadline is 3/7</p>

\*Garden & Gun is extending its 1/4 page ad offer to an additional four partners.

**CONTACT**  
 Jana Robinson,  
 jana@robinsonmedia.net

PRINT, DIGITAL

# THE LOCAL PALATE

The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance — they're a way of life. We invite readers to join us and our team of experts as we explore Southern getaways, communities, traditions, artisanal products, makers, recipes, and chefs, and use food as a lens to better understand this rich, storied region.

To provide all Tennessee partners visibility during different times of the year, aligning with seasonal content and varied themes, we're offering a special section dedicated to participating partners in which Tennessee Tourism will split 50% of the total investment (total matching funds is \$30,000, so the section is first come, first serve until the match is met); plus, à la carte discounted options so partners can choose and create the perfect campaign to align with their own goals and objectives throughout the year.

### Who can participate?

- All Tennessee partners
- For the co-op section, it is first come, first serve until we hit \$30,000 for the match-fund allocation from Tennessee Tourism.

### Timing:

- Co-op culinary towns SIP deadline for camera-ready art: Sept. 6, 2024 (On newsstands on Oct. 29, 2024, for three months).
  - Digital assets will be determined based on dates booked for each option.
- À la carte options are available anytime.

### Partner Benefits:

- Exclusive discounted media rates
- Multiplatform packages
- Ability to create a unique, custom campaign between co-op and à la carte options

**CONTACT**  
 Amanda FitzGerald,  
 amanda@thelocalpalate.com, 843.693.2750



# THE LOCAL PALATE

CULINARY TOWNS CO-OP	OPTION 1	OPTION 2	OPTION 3
Components	<ul style="list-style-type: none"> <li>• 2-page Spread</li> <li>• Partnered section in newsletter</li> <li>• Partnered posts with Instagram &amp; Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Full page</li> <li>• Partnered section in newsletter</li> <li>• Instagram &amp; Facebook posts</li> </ul>	<ul style="list-style-type: none"> <li>• Half page; newsletter banner</li> </ul>
Total Net Investment (Co-op Rate*)	\$7,500	\$4,500	\$2,375

With each opportunity, there will be dedicated Savor the South newsletters with partnered content per co-op from the participating destinations, as follows (if more participation, we'll have more newsletters):

- With up to 4 participation destinations: 1x dedicated newsletter
- With up to 8 participation destinations: 2x dedicated newsletters

À LA CARTE PRODUCT OPTIONS	RATE CARD	SPECIAL TN PARTNER RATE
2-page spread	\$11,200	\$9,750
Full page	\$7,000	\$5,250
Half page	\$4,750	\$3,750
One month of run of site	\$1,850	\$1,250
Savor the South newsletter partnered section	\$2,750	\$2,000
Snapshot newsletter partnered section (Atlanta, Austin, Charleston, Charlotte or Nashville)	\$1,250	\$850
Partnered post	\$1,750	\$1,400
Instagram & Facebook posts	\$3,000	\$1,400
Events package (events page listing, Festival Focus newsletter section, Facebook post)	\$3,750	\$3,000

**CONTACT**  
 Amanda FitzGerald,  
 amanda@thelocalpalate.com, 843.693.2750

PRINT, DIGITAL  
**OUTSIDE**

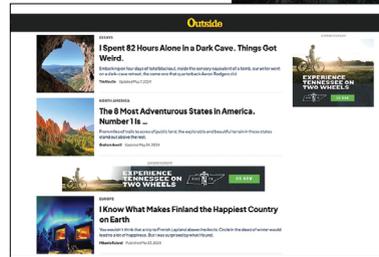
Outside magazine is the leader and the voice in the active lifestyle marketplace. Outside provides inspiration and motivation for people to experience the world outside through their coverage of sports, travel, adventure, gear, culture, food, and style. Reaching an affluent, active audience of over 250 million each year with less than 10% duplication with competitive travel sites and publications.

**Who can participate?** All partners

**Timing:** FYE25: 7/1/24-6/30/25

**Partner Benefits:** Full details of the packages included [HERE](#).

- Contains multiple pricing tiers and product availability — display, video, print
- Campaign management and support from Outside
- Flexible timing on campaigns
- Partner to receive reporting post-campaign — display, video
- Avoid \$20,000 campaign minimums



OPTIONS	FEATURES	TIMING	NET / IMPRESSIONS
<b>Outsideonline.com</b> <b>ROS Display</b>	Geotargeted (above) Sizes: 970x250, 728x90, 300x600, 300x250, 320x50, 300x50, 300x50	2-month minimum flight, estimated 434,000+ impressions	\$10,000 net 434K+ total impressions
<b>Outside TV</b> <b>In-Stream Video</b>	Geotargeted (above) :30 AND :15 brand video	2-month minimum flight, 125K impressions (:30) + 100K impressions (:15) = 225K total impressions	\$10,000 net (both :15 and :30 brand video) 225K total impressions
<b>Outsideonline.com</b> <b>ROS Display +</b> <b>Outside TV</b> <b>In-Stream Video</b>	Geotargeted (above) Display (sizes above) + :30 brand video + :15 brand video	2-month minimum flight Display (217K Imp) + :30 video (125K Imp) + :15 video (100K Imp) = 442K+ total impressions	\$15,000 net (both display and video) 442K+ total impressions
<b>Outside Magazine</b> <b>(print)</b>	Full Page 4CB, One Issue, Regional Edition (East + Central), 450K Circulation, *see below for states	Close Dates/Materials Due: Sept./Oct. — 7/26/24 Nov./Dec. — 9/27/24 Jan./Feb. — 12/3/24 Mar./Apr. — 1/19/25 May/June — 3/29/25	15,000 net Audience: 2.4M Per MRI, Winter 2024

**CONTACT**  
 Kristine Bihm, Sales Director,  
 kbihm@samssouth.com, 917.748.1572

*Digital/Video Geotargets: Atlanta; Chicago; Cincinnati; Dallas; Detroit; Indianapolis; Minneapolis; Orlando; Tampa; Washington, D.C.; Charlotte; Charleston, SC; Evansville; Greenville, SC; Jackson; Jacksonville; Little Rock; New Orleans; Raleigh-Durham; Austin; Baltimore; Boston; Denver; New Haven, CT; South Bend, IN; All of Alabama; Illinois; Kentucky; Missouri; Ohio*

*Print Regions, Central: AL, MS, TN, KY, MN, MO, LA, IA, AR, ND, SD, KS, NE, IN, MI, TX, OH, WI, OK, IL; Eastern: NJ, NY, PA, CT, MA, ME, NH, RI, VT, DE, DC, MD, NC, SC, FL, GA, VA, WV, East Canada*

PRINT, DIGITAL, PRODUCTION

# ROADRUNNER MOTORCYCLE TOURING & TRAVEL

RoadRUNNER Motorcycle Touring & Travel is America’s only print magazine dedicated to motorcycle travel. RoadRUNNER readers are looking for open two-lane roads and love to experience small-town charm. They seek out historic areas, sample the local cuisine, enjoy the sights and stay in local hotels.

**Who can participate?** All partners

**TDTD Investment:**

- RoadRUNNER has offered discounted rates for TN Tourism partners for print opportunities, both custom content, digital newsletters, and video

**Partner Benefits:** \$2,500-\$16,000

- Tier-1 custom video production, 6 minutes on YouTube; 30 seconds on social.
- Value added full-length touring editorial in RoadRUNNER magazine.



MAKING TN A NATIONAL DESTINATION	OPEN RATE	CO-OP PARTNER RATE
Spring Motorcycle Travel Destinations Issue	\$8,506	\$4,110
Fall Motorcycle Travel Destinations Issue	\$8,506	\$4,110
Fall Motorcycle Travel Destinations Issue <i>On newsstands in September for 1 year</i>	\$4,990	\$3,500
Roadrunner.travel website — Promoted Website Editorial <i>We will write a story with you resides permanently on site</i>	\$4,500	\$3,500
Weekly Newsletter — 65,000 recipients <i>Weekly newsletter sold as a monthly package</i>	\$2,500 <i>4 Weekly Banners</i>	\$2,000 <i>\$500 Per Week</i>
Custom Newsletter — Dedicated Message	\$3,000	\$2,500
Bonus: Facebook and IG Posts	Added Value: Facebook and IG Posts \$650 each post	BONUS
Custom Touring Video Production	Full hospitality tourism video \$22,000	\$20,000*

\*Actual video rate TBD

**CONTACT**  
 Mark Thomas, Advertising Director,  
 mark@roadrunner.travel, 516.672.3209

PRINT

# SOUTHERN LIVING

Southern Living celebrates the essence of life in the South, covering the best in Southern food, home, travel and style. Southern Living is the seventh largest paid monthly title in the country and reaches nearly three out of four Southerners.

**Who can participate?** DMOs, hotels and attractions

**Timing:** 1x annually

**TDTD Investment: \$60,000+** (full-page ad + \$10,000/additional co-op page, cost assumes 2 additional pages)

- Discounted ad space from rate card (70%)
- Provides discounted ad space for partners (limit 2 additional co-op pages)
- Ad pages will run adjacently, creating a bigger inbook impact
- Added value offerings

**Partner Benefits:**

- Added value offerings included as part of larger program:
  - TN Travel email, bonus listing + leads
  - The state of Tennessee and participating partners will make a bigger splash in issue when running adjacently
  - Discounted ad space



	PARTNER INVESTMENT	PARTNER DISCOUNT <i>on top of 70% discounted ad space</i>	MINIMUM PARTICIPATION*	CIRCULATION	KEY DATES
1/2 Page (7.75 x 4.25 in)	\$15,000	30%	2 partners	Alabama, Georgia, Midwest, North Carolina, South Carolina, Tennessee (1.2M)	Materials deadline: 1/24/2024
1/3 Page (4.625 x 4.25 in)	\$10,000	25%	3 partners		
1/6 Page (2.375 x 4.25 in)	\$5,000	15%	6 partners		

\*Can accept different variations of buy-ins to reach full-page requirements (for example, one 1/3-page ad and four 1/6-page ads)

Max participation limited to 2 full pages

Partner Discount Note: discounts are already factored into partner investment amounts

**CONTACT**  
 Holly Belk, Southeast Account Director,  
 holly.belk@meredith.com, 404.259.7035

# STYLEBLUEPRINT

For over 15 years, StyleBlueprint.com has been a gateway to reach affluent readers who travel regularly. Seventy-six percent of our readers travel more than three times per year. StyleBlueprint's original, quality content enriches readers' lives, allowing destinations to enhance their brand appeal in a trusted environment through expert storytelling. Articles are further boosted for full digital omnichannel marketing to achieve a minimum of 5 million impressions and 10,000 page views.

**Who can participate?** All DMOs and attractions in Tennessee

**Timing:**

- 5 Beautiful TN Weekend Fall Getaways — Deadline: July 29, 2024
- 5 TN Vacations the Whole Family Will Love — Deadline: Feb. 3, 2025
- 5 Historic Downtowns in TN — Deadline: March 3, 2025

**Partner Benefits:**

- 32% reduced rate for state co-op pricing
- Co-op article with guaranteed 5 million impressions and 10,000 page views
- Co-op Instagram carousel post that will be boosted
- Further reduced pricing ad impressions and Instagram paid partner posts are available to individual DMOs who participate

**Quick Facts:**

- **Affluent Audience:** 70% are female decision-makers; 64% have a household income over \$150,000, and 20% exceed \$400,000
- **Ideal Travelers:** 59% of readers are 30 to 54 years of age; 70% female, 30% male
- **Ideal Geography for Tennessee DMOs:** The highest concentration of StyleBlueprint readers are in Tennessee, Georgia, Alabama, Kentucky, Texas, Illinois, Virginia, North Carolina, Florida and California
- **Expansive Reach:** 200,000 email subscribers, 295,000 social followers and 3.5 million website visits yearly
- **Authenticity First:** StyleBlueprint readers value authenticity and everything related to it, from urban travel to small towns, state parks, food destinations, and unique events and attractions

**CONTACT**

Melissa Thompson, Senior Account Manager,  
melissa@blueprint.inc, 615.300.7879

StyleBlueprint  
THE ART OF GREAT TRAVEL ADVENTURE

Search for Southern travel, recipes, etc.

SPONSORED

**6 Tennessee Destinations to Visit This Season**

If you're in the midst of planning a weekend getaway, consider adding Tennessee to your list. Here are some of the best places to visit in the Volunteer State!

by BRIANNA GOEBEL

Published on May 15, 2024

Share with your friends!

910 SHARES

Tennessee is home to several highly sought-after travel destinations where you can indulge in a number of pastimes — from exploring the beauty of state parks to attending seasonal events and dining at renowned eateries. Throw in small-town charm and beautiful scenery, and you've got these six places throughout the state to consider for your next getaway: [Wilson](#)

StyleBlueprint  
THE ART OF GREAT TRAVEL ADVENTURE

Search for Southern travel, recipes, etc.

SPONSORED

**4 Tennessee Towns to Visit This Holiday Season**

Wondering where to spend Christmas in Tennessee? These four charming destinations are offering everything from light displays to parades, holiday music, and more!

by BRIANNA GOEBEL

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1.3k SHARES

If you're looking to experience an authentic Southern Christmas, consider making plans to visit the Volunteer State this season. From dazzling light displays to exciting seasonal events, gift hunting, and more, here are four charming Tennessee towns to visit over the holidays!

# STYLEBLUEPRINT

**Article Details:**

Each article features up to five destinations in Tennessee, with 300 words and three photos per destination. Destinations can choose up to three co-op articles. Articles are then published on StyleBlueprint.com, featured in StyleBlueprint daily emails (203,000 subscribers/48% open rate as of April 2024), shared to StyleBlueprint’s Facebook (57K followers) as well as Instagram stories (136K followers), all photos are shared on StyleBlueprint’s Pinterest (6 million+ views monthly). Articles are further boosted for full omnichannel marketing to achieve a minimum of 5 million impressions and 10,000 page views.

ARTICLE OPTIONS	FEATURES	TIMING	INVESTMENT PER PARTNER <i>Maximum 5 Partners</i>
<b>5 Beautiful Tennessee Fall Weekend Getaways Article Campaign</b>	5 million impressions/10,000 page views + co-op Instagram post	Deadline to Commit: July 29, 2024 Publish Date: Aug. 19, 2024	\$3,999
<b>5 Tennessee Vacations the Whole Family Will Love Article Campaign</b>	5 million impressions/10,000 page views + co-op Instagram post	Deadline to Commit: Feb. 3, 2025 Publish Date: Feb. 21, 2025	\$3,999
<b>5 Tennessee Historic Downtowns — Food, Shopping, Music — Article Campaign</b>	5 million impressions/10,000 page views + co-op Instagram post	Deadline to Commit: March 3, 2025 Publish Date: March 24, 2025	\$3,999

**Optional add-ons to support an individual DMO:**

- Email ad takeover once/week for 4 consecutive weeks across all StyleBlueprint daily emails (200,000 email subscribers) for an additional \$3,486 (guaranteed 200,000 impressions minimum).
- 6 weeks of run-of-site ads on StyleBlueprint.com, 100,000 impressions, for an additional \$1,500.
- Instagram Paid Partner Post: \$3,500 (30% Discount) — includes up to 5 photos in a carousel Instagram post + boosted campaign.

**CONTACT**

Melissa Thompson, Senior Account Manager,  
melissa@blueprint.inc, 615.300.7879

# EXPEDIA

Through Tennessee Tourism’s Co-Op Sponsorship, DMOs, airports, attractions, hotels, and restaurants/restaurant groups in the state of Tennessee are able to leverage Expedia Group’s first-party audience of travel intenders across its portfolio of brands (Expedia, Hotels.com, Vrbo and more) at a discounted cost and extended reach to help drive incremental visitation. Tennessee will sponsor a state landing page with featured placements available to up to 23 partners.

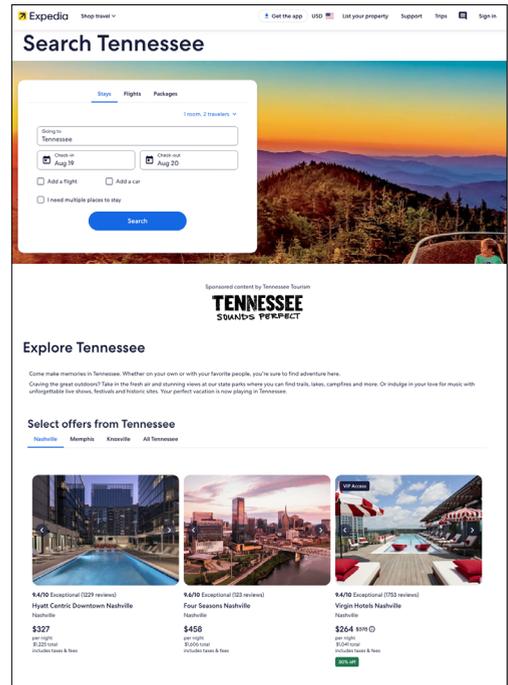
**Who can participate?** DMOs, airports, attractions, hotels, and restaurants/restaurant groups\*

**TDTD Investment: \$50,000**

- Target TN Travel intenders and competitively conquest TN competitor destinations
- High-exposure display campaigns that will run across Expedia Group media solutions
- Multiple investment levels
- Reporting provided at the composite campaign level

**Details:**

- Invoicing can be completed at the start or end of the campaign; you will receive one invoice for your full campaign contribution.
- Landing page position will be determined on a first come, first served basis.
- Once pages are live, content cannot be updated. In special circumstances, Expedia will evaluate on a case-by-case basis.
- Campaign management and support from Expedia — will include one report post-campaign.



PRESENTING TIER	FEATURED TIER	STANDARD TIER
Available for most exposure on landing page and influences the hero image behind the search bar.  Sponsored by Tennessee Tourism	Available for high exposure on landing page.  Up to 8 advertisers	Available for most efficient exposure on landing page.  Up to 15 advertisers
\$50,000	\$10,000	\$4,000

<b>CONTACT</b>	
Mary Elizabeth Mosby, Lead Business Development Manager mamosby@expediagroup.com, 901.430.2948	Veronica Terrell, Media Solutions Associate, vterrell@expediagroup.com, 630.956.0067

*\*Restaurants/Restaurant Groups will not have conversion reporting, since they are not bookable on our platform.*

# TRIPADVISOR

Tripadvisor, the world’s largest travel site, aims to be the most trusted source for travel and experiences. The site connects their global audience of hundreds of millions of travelers who visit Tripadvisor each month with partners through targeted media, thoughtful content and travel guidance.

This offering will allow partners to target travel intenders identified through behavioral signals on Tripadvisor, and those in key markets relevant to their location.

Tier 5 allows up to five Tennessee destination partners to own the content on their destination’s main Tripadvisor page through June 2025.

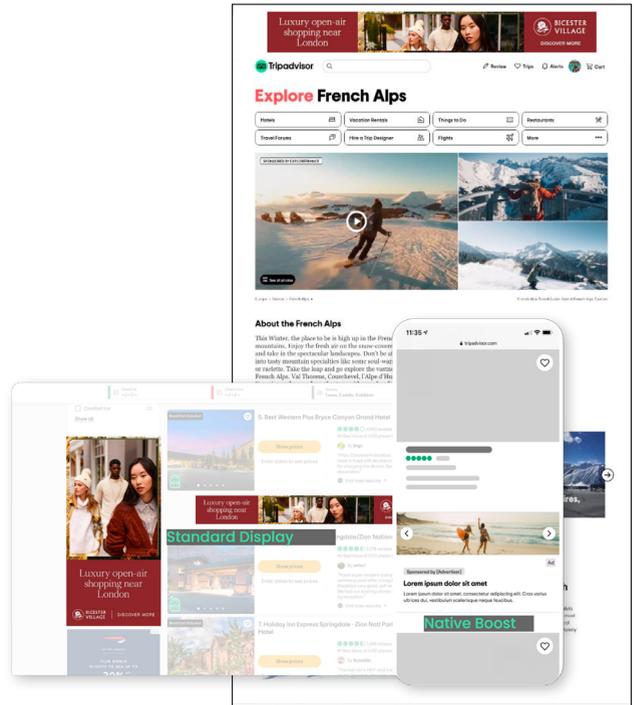
**Who can participate?**

All partners, except Tier 5 is for DMO/CVBs

**Timing:** Anytime

**Partner Benefits:**

- Discounted native and display media campaigns on Tripadvisor
- Opportunity to own your destination’s page on Tripadvisor throughout fiscal 2025 (limited to 5 DMO/CVB partners)
- Multiple budget-friendly tiers
- Reporting provided at the composite campaign level



	TIER 1 Targeted Display & Native Media	TIER 2 Targeted Display & Native Media	TIER 3 Targeted Display & Native Media	TIER 4 Targeted Display & Native Media	TIER 5 Sponsorship of your Destination’s Page + Targeted Media — DMO/CVB ONLY
<b>Partner Investment</b>	\$2,500 <i>\$5,000 Value</i>	\$5,000 <i>\$10,000 Value</i>	\$10,000 <i>\$20,000 Value</i>	\$25,000 <i>\$50,000 Value</i>	\$10,000 <i>\$20,000 Value</i>
<b>Targeted Media Impressions</b>	250,000	500,000	1 million	2.63 million	1 million <i>500K will drive traffic to the destination page</i>
<b>Managed Through</b>	Tripadvisor’s self-serve portal	Tripadvisor’s self-serve portal	Tripadvisor’s self-serve portal	Directly through Tripadvisor	Directly through Tripadvisor

**CONTACT**  
 Scott Caufield, Senior Principal Client Partner  
 scaufield@tripadvisor.com, 972.489.4543

DIGITAL

# ADVANCE TRAVEL & TOURISM

Advance Travel & Tourism specializes in reaching travelers across a variety of tactics. It has provided custom programs to help Tennessee partners activate across social, display, audio, video and CTV.

**Who can participate?** All partners

**No Required TDTD Investment:** Up to \$90,000 matching funds/year

- The matching increments will be awarded on a first come, first served basis, and a partner can select multiple slots. \$15,000 in matching funds per partner.
- Once state matching dollars are claimed, partners can still take advantage of curated programs through Advance Travel & Tourism.
- Vendor will provide full-service support from campaign activation to insights, reporting and billing.

**Partner Benefits:**

- One-to-one value match on plans during the program duration, matching funds first come, first served.
- Plans can be initiated at any time.
- Campaign management and support from Advance Travel & Tourism including reporting and analytics (with necessarily pixel placement implemented at campaign launch).

See the packages available and their offerings on the following pages.



**DATA-DRIVEN  
INSIGHTS**



**AUDIENCE  
ENGAGEMENT  
STRATEGY**



**EXCEPTIONAL  
DELIVERY &  
RESULTS**

## CONTACT

Will Crockett, TMP, Regional Sales Manager, [jcrockett@al.com](mailto:jcrockett@al.com), 615.728.2263  
Christy Betz, TMP, Account Executive, [cbetz@al.com](mailto:cbetz@al.com), 757.641.7009

# ADVANCE TRAVEL & TOURISM

PACKAGE	DESCRIPTION	OFFERINGS
<b>Latitude/ Longitude – Geofencing Digital Display</b>	Target in-market and out-of-market locations (attractions, condo buildings, shopping malls, etc.).	<ul style="list-style-type: none"> <li>• 150,000 impressions/month x 3 months: \$1,500/month</li> <li>• 225,000 impressions/month x 3 months: \$2,250/month</li> <li>• 300,000 impressions/month x 3 months: \$3,000/month</li> </ul>
<b>CPC/Autobid Digital Display</b>	Target your ideal vacationers low in the purchasing funnel for travel to your destination and contextual targeting available, along with standard and responsive ads.	<ul style="list-style-type: none"> <li>• 300,000 estimated impressions/month x 3 months: \$900/month</li> <li>• 450,000 estimated impressions/month x 3 months: \$1,350/month</li> <li>• 600,000 estimated impressions/month x 3 months: \$1,800/month</li> </ul>
<b>Mobile Push Notification Ads</b>	Target in-market vacationers' mobile devices with push notification ads in densely populated physical locations (museums, retail shops, restaurants, etc.).	<ul style="list-style-type: none"> <li>• 1,200 engagements x 3 months: \$3,000/month</li> <li>• 1,500 engagements x 3 months: \$3,750/month</li> <li>• 2,000 engagements x 3 months: \$5,000/month</li> </ul>
<b>TikTok Targeted Ads</b>	Target younger vacationers with paid video or static ads on one of the hottest social media platforms, TikTok. Target based on age, interests and geography; several CTAs available.	<ul style="list-style-type: none"> <li>• 100,000 estimated impressions/month x 3 months: \$1,000/month</li> <li>• 200,000 estimated impressions/month x 3 months: \$2,000/month</li> <li>• 300,000 estimated impressions/month x 3 months: \$3,000/month</li> </ul>
<b>CTV/OTT</b>	Reach your ideal vacationers while they are streaming long form video content. Can be interest targeted and geotargeted. Delivers on TVs, mobile devices and computers.	<ul style="list-style-type: none"> <li>• 83,000 impressions per month x 3 months: \$3,000/month</li> <li>• 136,000 impressions per month x 3 months: \$5,000/month</li> <li>• 194,000 impressions per month x 3 months: \$7,000/month</li> </ul>
<b>ETW Contest Package</b> (including digital display and social promo ads)	Target your ideal vacationers with an incentive to visit. We create the contest page and promote it via social and display. Client to provide prize package.	<ul style="list-style-type: none"> <li>• FB/Insta promotion + 100,000 targeted impressions: \$2,600 total</li> <li>• FB/Insta promotion + 200,000 targeted impressions: \$3,400 total</li> <li>• FB/Insta promotion + 300,000 targeted impressions: \$5,200 total</li> </ul>
<b>It's a Southern Thing</b> (limited to 3 partners per year, DMO and attractions only)	Partner with a social audience that has over 2 million followers and incredible engagement. Facebook.com/ItsASouthernThing. Lead generation campaign with content.	<ul style="list-style-type: none"> <li>• Content/Quiz creation, cost and boost of contest/quiz, 1 sponsored article, 3 newsletter sponsorships, 1 Instagram share.</li> <li>• \$10,750 total (Billed in a one-time installment)</li> <li>• Program costs do not reflect matching funds, matching can be applied to any product listed, matching funds capped at \$15,000 per partner, after cap is reached partners can still utilize co-op programs</li> </ul>

# ADVANCE TRAVEL & TOURISM

## AUDIENCE-FOCUSED PACKAGES

Advance Travel & Tourism takes an audience-first approach when building out comprehensive and effective digital marketing campaigns. It knows that each partner has a different ideal audience and budget size, for that reason it has four pre-built and customizable campaigns to meet each partner's marketing goals. The packages below offer a unique way to reach ideal travelers in the places that they spend the most time online. Free creative services are offered for display and social. Each audience below can be targeted in up to three different markets. These four audience groups align extremely well with Tennessee travelers. All packages below are billed evenly over three months.

PACKAGE	DESCRIPTION	INCLUDES
<b>Outdoor/ Adventure Family \$15,000</b>	<p>Stan and Sally have twin boys who love baseball. They travel for sports tournaments and outdoor activities, always looking for the next weekend adventure. They travel year-round and enjoy activities like visiting state parks, kayaking, hiking, cycling, and kids attractions like Zoo Knoxville or the Discovery Park of America. When they aren't traveling, their days are filled with working from home, schoolwork research, online shopping and streaming music.</p>	<ul style="list-style-type: none"> <li>• Paid Social Showcasing Video and UGC</li> <li>• YouTube Non-Skippable Video Distribution</li> <li>• Contextually Targeted Display</li> <li>• Spotify Audio/Display</li> </ul>
<b>Music Lovers \$15,000</b>	<p>Steve and Helen have three grown kids and four grandkids who live across the U.S. They are both retired and typically hit the road once or twice a month to explore new places and visit family. They love music and music history and spend much of their time looking for their next great musically inspired destination. They use their iPad to research and plan their next trip — inspired by the PBS series Ken Burns' "Country Music," streams of the Grand Ole Opry, and ads they see on their local news and information websites. They are heavy Facebook users to keep up with their growing family.</p>	<ul style="list-style-type: none"> <li>• Paid Social Focused on Facebook</li> <li>• CTV/OTT</li> <li>• Contextually Targeted Display</li> <li>• Spotify Audio/Display</li> </ul>
<b>The Foodies 3-Month Campaign \$19,800</b>	<p>Katie and John have a double income and no kids. They love to travel in their spare time — usually taking road trips where they can explore new places along the way. When Katie and John travel, they spend their time trying new foods and immersing themselves in each small town like locals. When they aren't working or traveling, they spend their time looking up recipes to cook at home, following their favorite chefs on Instagram, researching how-to videos on YouTube, streaming their favorite cooking shows, and jamming out to music while they drive to and from.</p>	<ul style="list-style-type: none"> <li>• Paid Social Focused on IG</li> <li>• YouTube Nonskippable Video Distribution</li> <li>• CTV/OTT</li> <li>• Spotify Audio/Display</li> </ul>
<b>The Holiday Celebrators 2-Month Campaign \$10,000</b>	<p>The Holden family loves to travel for holidays: Christmas, Thanksgiving, Memorial Day, The 4th of July — you name it. With three kids between the ages of 10-15, they can do just about anything anywhere. Their travel activities range from putt-putt golf to amusement park visits, walking trails, fireworks shows and even festivals. When school is out, you can bet they are on the road. They are a fast-paced family, with little time to relax. You can find them on mobile devices checking social media, watching videos or browsing the web.</p>	<ul style="list-style-type: none"> <li>• Paid Social To Promote Events</li> <li>• YouTube Non-Skippable Video Distribution</li> <li>• Mobile App Display</li> </ul>

### CONTACT

Will Crockett TMP, Regional Sales Manager,  
jcrockett@al.com, 615.728.2263

Christy Betz, TMP, Account Executive,  
cbetz@al.com, 757.641.7009

*Program costs do not reflect matching funds. Matching can be applied to any product listed, and matching funds capped at \$15,000 per partner — after cap is reached partners can still utilize co-op programs.*

INFLUENCER

# HAPPY FRIDAY

Happy Friday consists of entertainment marketing experts with a combined 20-plus years of experience working with Fortune 500 companies, award-winning ad agencies, startup consumer brands and everything in between.

**Who can participate?** One program

**Timing:** Within fiscal year

**TDTD Investment:** \$10,000 state investment to sponsor one program

**Partner Benefits:**

- State buy-in — \$10,000
- Partner buy-in — \$10,000
  - Influencer number depends on final influencer selection
  - Partner must select their influencer with state input
  - Example deliverables include (can be customized based on brand priorities):
    - 1x IG In-feed (with both state/region and partner tagged and @ mentioned in caption)
    - 3x IG stories with at least 3x frames each (9 total frames), 2x link stickers (to etate/5egion and partner channels); saved to highlight for at least 30 days organic/paid rights for state/region (not partner)



**ENTERTAINMENT  
MARKETING CONSULTING**



**INFLUENCER  
MARKETING**



**CELEBRITY  
PARTNERSHIP STRATEGY  
& EXECUTION**

**CONTACT**

Whitney Byerly, Happy Friday  
whitney@happyfriday.co

DIGITAL

# HERRMANN GLOBAL

Herrmann Global is an international tourism marketing agency that uses authentic storytelling to create cost-effective campaigns for global tourism destinations. Through our travel brand, Visit USA Parks, we use digital and social media tactics to connect destinations with their ideal visitor. Visit USA Parks raises awareness of towns and attractions near U.S. National Parks and public lands, aiming to provide travelers with authentic off-the-beaten-path experiences.

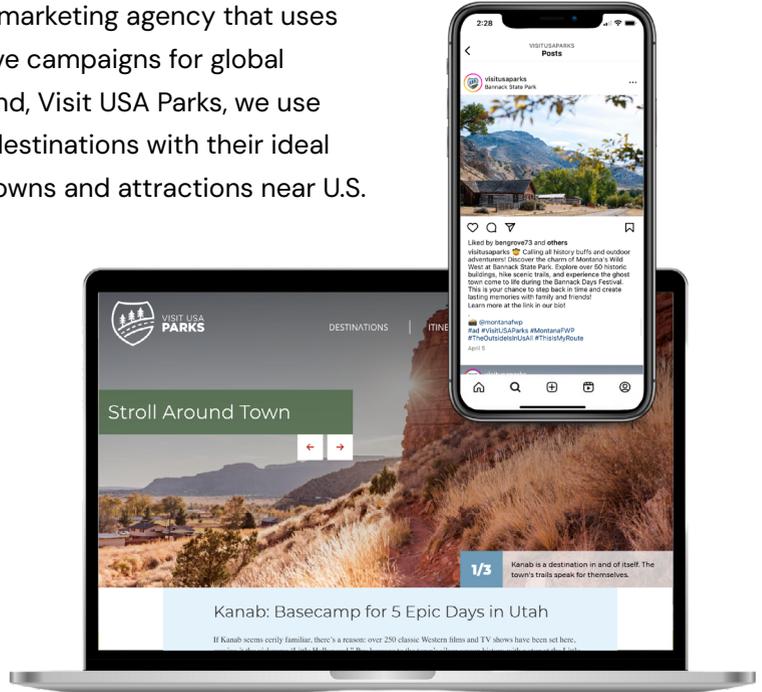
**Who can participate?** All DMOs and attractions

**Timing:** First come, first served through FYE 2025

- Deadlines vary depending upon the activation date of the campaign

**Partner Benefits:**

- Includes one international language translation
- Target domestic and/or international markets



PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
\$8,000	\$4,300	\$7,000	\$9,000
<ul style="list-style-type: none"> <li>• Two Custom Stories (750 words each)</li> <li>• Social Campaign With Meta Retargeting</li> <li>• Native Language Optimization</li> <li>• U.S. Market and One International Market</li> </ul>	<ul style="list-style-type: none"> <li>• International SEM Campaign</li> <li>• Two International Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Translated Video Voice-over or Closed Captions Editing Using Existing Bideo Content</li> </ul>	<ul style="list-style-type: none"> <li>• 1- to 3-minutes Video Creation From Existing B-roll Footage, Plus Professional Voice Talent</li> </ul>

**À La Carte Offerings:**

- YouTube Pre-roll Ad Campaign: \$4,000
- Pinterest Promotion Campaign: \$4,000
- Additional Meta Retargeting: \$1,250
- Custom Inspirational Story: \$1,100
- Additional Social Post Creation (3 posts): \$950

**CONTACT**  
 Adam Bridgeford, VP of Business Development,  
 adam@herrmannglobal.com, 307.349.9810

# MATADOR NETWORK

Matador Network is a leading travel and adventure publisher in the United States and globally. It produce feature articles, city guides, and written and video content that inspires millions of people to travel and explore. From music to food and nightlife, to nature and adventure and everything in between. Every month, over 8 million people visit its website, and it's currently doing over 140 million video views per month across TikTok, Instagram, YouTube, and Facebook. Matador Network creates custom video and written content with huge built-in distribution for over 220 DMOs globally, including Tennessee Tourism and 39 other U.S. States.

**Who can participate?** Any DMO or region looking for best-in-class custom video content and distribution to Matador's adventure travel audience

**Timing:** Estimated 12 weeks from signed contract until campaign goes live.

**TDTD Investment:** \$60,000

CATEGORY	PRODUCT	QT.	IMPRESSIONS	VEWS	DESCRIPTION
Branded Content	Hero Video (1-3 min)	1	3,200,000	640,000	Video featuring influencer talent, produced, published, and promoted by Matador on Facebook and YouTube; video will also live on Matador's website
Branded Content	Social Video Cutdown (30 sec)	1	1,500,000	150,000	Cutdown of influencer video, produced published, and promoted on Matador, on Matador's Facebook and Instagram
Branded Content	Social Video Cutdown (15 sec)	2	2,250,000	225,000	Cutdown of influencer video, produced published, and promoted on Matador, on Matador's Facebook and Instagram
Branded Content	Matador Facebook Static Image Post	3	900,000	N/A	Click-driving static posts on Matador's Facebook, featuring imagery sourced by Matador and/or provided by client
B-roll	B-roll Video (per min)	3	N/A	N/A	Well-cataloged b-roll footage captured by Matador film team during video shoot
B-roll	High-res Still Image (per image)	10	N/A	N/A	High-quality still imagery captured by Matador film team during video shoot
Other	State Co-op Contribution	1	N/A	N/A	Monetary contribution from state of Tennessee

## CONTACT

A.J. Kinney, Partnerships Manager,  
aj.kinney@matadornetwork.com, 651.249.6341

# MILES PARTNERSHIP

Miles Partnership offers the Destination Optimization Program. Destination Optimization is a foundational initiative for DMOs aimed at improving the completeness, quality, and accuracy of their market’s organic representation on Google and Tripadvisor. It helps support local businesses on how to use their Google and Tripadvisor business profiles to help them maximize their visibility and conversion.

**Who can participate?** All partner DMOs

### No Required TDTD Investment

- Target travelers planning online or actively in the market to travel
- Flexible investment levels
- Reporting

### Partner Benefits:

- Discounted programs available for metro, county and regional, and single-market DMOs.
- There is no minimum level of participation for Miles Partnership to provide this program.
- Miles Partnership works directly with DMOs to execute this program and will handle all billing directly. DMOs will be invoiced on the completion of the program.
- Added Value: Access to the Tennessee Department of Tourism-branded Google Business Profile Checkup self-assessment tool .

## PROGRAM SUMMARY

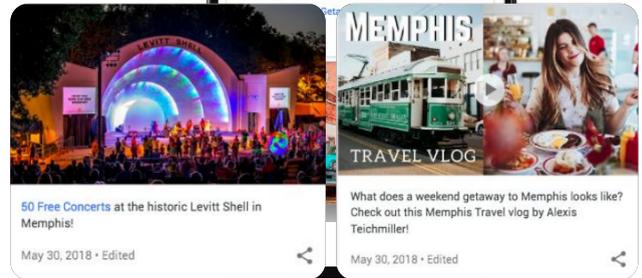
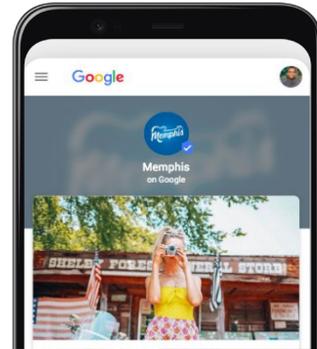
### Comprehensive Destination Audit

The audit demonstrates how visitors are searching for a destination and uncovers what they find. This is critical to identifying opportunities to improve the representation of the market. The evaluation includes:

- Google Travel
  - Top Things To Do (up to 100 listings audited for listing completeness, whether claimed, photo quality)
  - Recent photos

### CONTACT

Kim Palmer, Destination Optimization Program Director,  
kim.palmer@milespartnership.com, Main: 941.342.2312, Cell: 941.224.6888



- Business Listings on Google or Tripadvisor
  - Present/missing/closed/temporarily closed
  - Completeness of contact information, website and hours
  - Whether claimed by the owner (Google only)
  - Number of photos
  - Current rating and review count

### Activation Program

Miles provides the action steps needed to optimize the destination’s presence over the course of activation to:

- Identify and address priority optimization action items
- Improve the completeness of local business listings by suggesting edits (all Google listings, limited to free listings on Tripadvisor)
- Add missing businesses, points of interest and facilities
- Identify and address critical missing images
  - Create branded, trackable distribution of high-quality photos on Google
  - Add images to Tripadvisor
- Train DMO team on Destination Optimization tools and best practices
- Provide a loan program for a Google Pixel phone and options for 360-degree camera loan and training
- Deliver results reporting

# MILES PARTNERSHIP

## Industry Education & Support

This program will provide digital upskilling for businesses (no limit on attendees) through two one-hour virtual training workshops for local businesses on Google or Tripadvisor. This content can also be delivered in-person in a single session. Miles Partnership will provide suggested copy and social media graphics to assist with promotion of the workshops. Recordings of the sessions will be provided for distribution to those who could not attend.

Here is a sample agenda for the Google sessions.

Tripadvisor training follows a similar outline:

- Fundamentals of Google Business Profiles
  - What is your Google Business Profile
  - How it is surfaced in Google search and travel products (and AI!)
  - Claiming and verifying your business profile on primary platforms
  - Keeping core business information current
- Maximizing Exposure With Google Business Profiles
  - Increasing relevance with categories, attributes and products
  - Leveraging photography and video
  - Updating with posts
  - Responding to customer reviews and Q&A

- Integrating transactions
- Monitoring performance
- One-on-One Business Support – Office hours for businesses to meet directly with Miles Partnership for troubleshooting and support
- Added Value: Through the Tennessee Department of Tourism Rural Program contract, all Tennessee DMOs and businesses have access to the Tennessee Department of Tourism-branded Google Business Profile Checkup self-assessment tool

## Measurements

The delivery of this program will be measured by the following criteria:

- Decrease the number of missing or incorrect business listings on Google or Tripadvisor
- Increase number of high-quality images attached to business listings on Google or Tripadvisor
- Address pain points across Google or Tripadvisor to help better inform consumer’s critical purchase decisions
- Empower local tourism industry partners with educational tools to optimize local businesses in their regions and decrease the amount of unclaimed business listings on Google and Tripadvisor

<b>TIER 1</b> Metros, Counties & Regional DMOs \$12,600 (30% discount on \$18,000)	<b>TIER 2</b> Single-Market DMOs \$9,800 (30% discount on \$14,000)	<b>TIER 3</b> Small/Rural DMOs
<ul style="list-style-type: none"> <li>• Choose Google or Tripadvisor</li> <li>• Up to 1,000 business listings audited</li> <li>• Up to 200 DMO-owned images added to locations</li> <li>• Option of in-market business training day – \$2,200+</li> </ul>	<ul style="list-style-type: none"> <li>• Choose Google or Tripadvisor</li> <li>• Up to 500 business listings audited</li> <li>• Up to 150 DMO-owned images added to locations</li> <li>• Option of in-market business training day – \$2,200+</li> </ul>	<ul style="list-style-type: none"> <li>• Currently provided at no cost to qualifying counties via the Tennessee Department of Tourism Rural Outreach division</li> </ul>

**CONTACT**  
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 kim.palmer@milespartnership.com, Main: 941.342.2312, Cell: 941.224.6888

PRODUCTION

# NEW SOUTH CREATIVE



New South Creative is a data-driven marketing and content studio built for DMOs, their agencies, and attractions. With this co-op, we're helping partners easily create the high-quality commercials, website videos and social content needed to delight and secure future visitors.

For 19 years, New South Creative has been serving clients, including the Grand Ole Opry, CMA Fest, Gatlinburg, the Ryman Auditorium, and Ruby Falls with its creative team of video production and digital professionals in Nashville. Know that New South Creative handles the logistics of on-camera/voice-over talent, locations, production and editing for you.



**Who can participate?** All DMOs and attractions

**Timing:** 4 programs available. First come, first served through FYE2025.

- Anticipate a 4- to 6-week delivery from time of sign-up, after discussion and agreement by partner and NSC.

**TDTD Investment:** \$19,281 in matching funds per partner — \$77,124 total

**Partner Benefits:**

- Packages include a combination of a :30 commercial, 1:30-2:00 video and social videos.
- Popular packages are listed below. More information is at [newsouthcreative.com/ttdcoop](https://newsouthcreative.com/ttdcoop).

VOLUME	MEDIA MATCHUP	FEATURES
<ul style="list-style-type: none"> <li>• Brand video 1:30-2:00</li> <li>• (20) Short-form videos</li> </ul>	<ul style="list-style-type: none"> <li>• (1) TV commercial :30</li> <li>• (1) Brand video 1:30-2:00</li> <li>• (4) Social videos/pre-roll ads</li> </ul>	<ul style="list-style-type: none"> <li>• 1-day shoot with 4 actors or 2 influencers</li> <li>• 4K cameras</li> <li>• Drone footage</li> <li>• High-quality audio</li> <li>• Professional hair and makeup</li> </ul>

**CLICK-TO-BOOK TECH**

- Imagine if potential visitors could watch a video on your website or paid media and click to book a hotel or ticket. They can! Demonstrate ROI for your video and provide stakeholders another set of performance metrics. Instead of people searching for what's in your video, let them Clicktivate — see it in action at [newsouthcreative.com/interactive-video/](https://newsouthcreative.com/interactive-video/).
- Inquire about a discounted price for Tennessee partners!



**CONTACT**

Brian Wagner, Co-Founder,  
brian.wagner@newsouthcreative.com, 615.491.4694

DIGITAL

# ORANGE 142

Orange 142 specializes in digital media solutions, offering expertise in social, lead generation, and awareness tactics to drive marketing goals.

**Campaign Details:**

- Digital ad units include native and display
- Ads to run 100% on travel site placements (example site placement includes TravelZoo, Yahoo! Travel, National Geographic, Priceline.com, etc.)
- Audience Targeting: Include travelers with travel intent to Tennessee, the Southeast or your competitors' markets!
- 5,000 guaranteed clicks to destination website

**Who can participate?** All partners

**TDTD Investment:** \$5,000 Partner Investment + \$5,000 TDTD Match = \$10,000 Package Value Total

**Partner Benefits:**

- Discounted rates for duration of program
- Campaign management and support from Orange 142
- Expertise in implementation of self-serve campaigns
- No minimum investment to participate

PLACEMENT	RATE	AUDIENCE REACH
Native & Display Travel Intent Ads	Cost per Click	10,000 Guaranteed Clicks to Destination Website
Media Dashboard Reporting Interface	Value Add	Value Add

**CONTACT**

Emily Parli, Senior Digital Sales Manager,  
emily@orange142.com, 808.223.5840

# OUTDOOR ADVERTISING ASSOCIATION OF TENNESSEE

Outdoor Advertising Association members will provide space at donated rates to qualifying entities through this program. This will allow for purchase of guaranteed one-week postings of billboards at deeply discounted rates. While the posting is only guaranteed for a seven day posting it is possible and quite likely that the billboard can be posted longer if the company has the space available and unsold. This allows a group who would be unable to afford billboard advertising an opportunity to use this medium for a fraction of the cost. While we cannot guarantee a specific billboard, we can seek out billboards to cover certain counties, cities or grand division of the state at the client's request.

**Who can participate?** Any entity participating in the co-op program not already purchasing billboard advertising may participate.

**Timing:** To begin a campaign and order materials, we will need at least 2-3 weeks of lead time with the creative design complete to purchase the printed materials and secure the billboard.



## Partner Benefits:

- This program is only offered to organizations that wouldn't otherwise be able to purchase a billboard ad to make them more cost-efficient. It also provides the advertiser the ability to press the easy button when providing us with these pieces of information:
  1. budget
  2. creative
  3. general locations for the ads
- We take those pieces of information and do all the rest. We order materials, we contract with the billboard companies to post the ads and at the end of the campaign, we provide a report to the advertiser with the total number of impressions made during the campaign.

## CONTACT

Holly Kirby, Executive Director Outdoor Advertising Association of Tennessee, holly@tristarassociation.com, 615.364.4662

# SOJERN

Sojern is an award-winning digital marketing platform that specializes in travel by leveraging travel intent data to reach the right travelers at the right point in their travel-booking journey.

Sojern's digital co-op program provides a three times value on your investment with a match from TDTD and a match in media value from Sojern. Campaigns are customized based on participant business needs and goals for each individual participant.

**Matching funds available from \$5,000 to \$30,000 per partner; after cap is reached partners can still utilize discounted rates through Sojern.**

**Who can participate?** DMOs, hotels, attractions, and restaurants/restaurant groups.

**Timing:** Campaigns require a 3-month flight minimum

**TDTD Investment:** Up to \$230,000 matching funds/year

- The matching increments will be awarded on a first come, first served basis, and a partner can select from investment tiers starting \$5,000 up to \$30,000 in matching funds per partner.

- Once state matching dollars are claimed, partners can still take advantage of discounted rates (33% discount on standard rates) with Sojern through the TDTD co-op program.
- Sojern will provide full service support from campaign activation to insights, reporting and billing. Display ad creative builds provided by Sojern also available at no additional cost, if needed.

#### Partner Benefits:

- Ongoing access to program.
- 3X value on investments through the match program. Discounted co-op pricing available after all match cap funds have been awarded.
- Customized campaigns built to your business needs. Multichannel options available at Tier 3 and above investment levels.
- Channel options include display, native, video, CTV. Impressions based on channel and opt-in investment. CTV available at Tier 3 and above investment levels. Display ad creative builds provided by Sojern also available at no additional cost, if needed.
- Campaigns can launch at any time and must be completed by June 30, 2025.
- Campaign management, support and reporting from Sojern, as well as additional insights with necessary pixel placement implemented at campaign launch.

PACKAGE LEVEL	PARTNER INVESTMENT	TDTD MATCH	SOJERN MATCH	TOTAL PARTNER MEDIA VALUE
Tier 1	\$5,000	\$5,000	\$5,000	\$15,000
Tier 2	\$10,000	\$10,000	\$10,000	\$30,000
Tier 3	\$15,000	\$15,000	\$15,000	\$45,000
Tier 4	\$20,000	\$20,000	\$20,000	\$60,000
Tier 5	\$30,000	\$30,000	\$30,000	\$90,000

## CONTACT

Todd Schechter, Senior Sales Director, Southeast,  
todd.schechter@sojern.com, 404.216.2103

# STRIKE SOCIAL

All matching funds have been claimed for 2025. Discounted media still available.

Strike Social is not your typical social media solution. Strike provides 24/7 global engagement with media partners to drive strategic business outcomes.

**Who can participate?** All partners

**Timing:** 2022–2026 (timing can be determined by partner)

**TDTD Investment: \$100,000**

- Discounted digital media with one-to-one match, max \$20,000 per partner

**Partner Benefits:**

- Strike Social will deliver a full proposal for each partner DMO, with guaranteed pricing, recommended targeting, and overall strategies tailored to each DMO campaign and platform.
- Strike Social will deliver biweekly reporting (unless otherwise discussed) and a post-campaign wrap deck and report with insights, takeaways, and recommendations upon completion of campaign.
- Strike Social-powered campaigns are powered by our own technology and a 100-plus person activation team to ensure maximum performance for every partner.



**COST AVERAGES BY PLATFORM (ONLY DISCOUNTED MEDIA AVAILABLE)**

With min. \$2,500 budget	YouTube	TikTok	Facebook/IG	Snapchat	Twitter	LinkedIn	Pinterest
Avg. CPV/Views	\$0.03 CPV / 83,333 Views (based on in-stream skippable video)	\$0.02 CPV / 125,000 Views	\$0.04 CPV / 62,500 Views	\$0.06 CPV / 41,666 Views	\$0.02 CPV / 125,000 Views	\$0.25 CPV / 10,000 Views	\$0.15 CPV / 16,667 Views
Avg. CPM/ Impressions	\$10.00 CPM / 250,000 Impressions (based on the 6-sec bumper video)	\$4.00 CPM / 625,000 Impressions	4.00 CPM / 625,000 Impressions	\$5.00 CPM / 500,000 Impressions	\$5.00 CPM / 500,000 Impressions	Recommend opting for CPC*	\$5.00 CPM / 500,000 Impressions
Avg. CPC/Clicks	\$6.00 CPC 416 Clicks	\$1.00 CPC 2,500 Clicks	\$2.50 CPC 1,000 Clicks	\$1.00 CPSU 2,500 Swipe-ups	\$1.00 CPC 2,500 Clicks	\$15 CPC / 167 Clicks	\$4.00 CPC 625 Clicks

\*These are Strike Social benchmarks. Pricing \*may\* change based on parameters of the campaign, such as total budget, flight dates, audiences, assets, etc. Pricing will be confirmed with DMO partner prior to committing to Strike Social.

**CONTACT**

Cameron Wallin, VP Sales,  
cwallin@strikesocial.com, 317.752.8124

# TENNESSEE ASSOCIATION OF BROADCASTERS

Providing outreach via most radio and TV stations in Tennessee, the Public Education Program (PEP) features 30-second PSA-style commercials to nonprofit and government organizations in Tennessee. Border-to-border coverage is guaranteed, and messages can be regionalized into East, Middle and West Tennessee sections. It's an excellent way to spread your message to your region or the ENTIRE state. TAB handles all arrangements, including announcement scheduling with the stations, collection of performance reports, invoicing and other administrative assistance.

PEP is offered through the Tennessee Association of Broadcasters (TAB) as a service of local broadcasters. Stations participate in PEP as a public service to their communities and TAB's PEP partners.



**Who can participate?** PEP is limited to government and nonprofit organizations. Existing PEP campaigns are not eligible for this plan, and partners must not have advertised with local television or radio stations in Tennessee within the past 12 months.

**Timing:** PEP campaigns air for a minimum of 3 months, and can begin on the first day of any month with creative content provided one week prior to the start date.

**Partner Benefits:**

- The power of PEP broadcast outreach is offered to co-op partners at a substantially discounted rate. Minimum returns of 3-to-1 value-to-investment are guaranteed (although returns are generally much higher). PEP partners receive monthly reports indicating when and where the messages are aired, how often, and the total dollar value of the month's campaign. TAB can also provide production, digital media and other services.

DURATION	TV & RADIO	RADIO ONLY
3 Months	\$45,000	\$36,000
6 Months	\$85,000	\$68,000
1 Year	\$160,000	\$130,000

*Additional rates are available for regional coverage.*

**CONTACT**

Rick Wimberly, PEP Outreach Coordinator,  
rick@tabtn.org, 615.207.5074

# ADARA

Utilize Adara data to target exclusive travel data and optimize campaigns to drive additional bookings to your destination.

## DIGITAL

**Who can participate?** All partners

**Timing:** Anytime

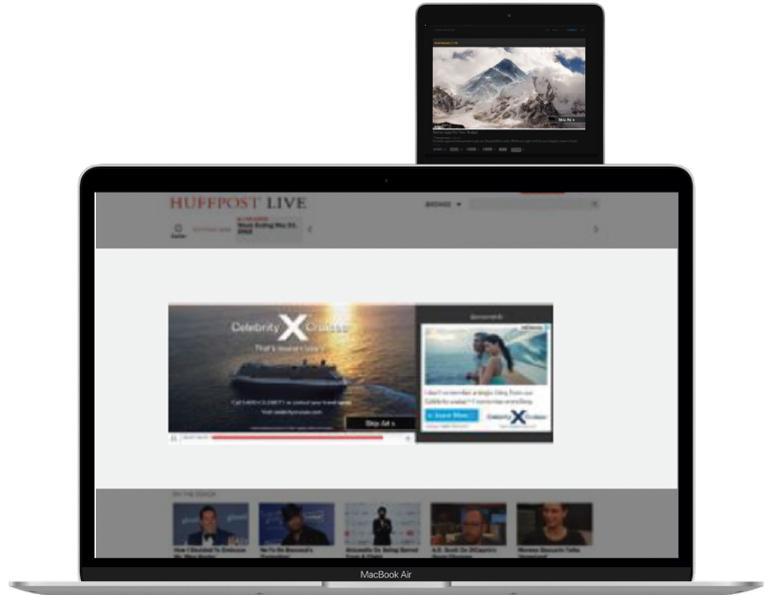
Discounted media buys as a member of Tennessee co-op campaigns.

### TDTD Investment: \$20,000

- Discounted digital media with one-to-one match, max \$5,000 per partner
- Target Travelers actively in market to travel
- Display, video and native campaign options
- Flexible investment levels
- Reporting

### Partner Benefits:

- Discounted media plans
- Plans can be initiated at any time
- Campaign management and support from Adara



	CROSS-DEVICE DISPLAY	VIDEO ONLY
<b>Option 1</b>	\$5K-\$10K Partner Spend 25% Adara Match	
<b>Option 2</b>	\$20K Partner Spend 50% Adara Match	

## CONTACT

Jason R Manges, VP Sales,  
jason.manges@adara.com

# ADARA

## PLATFORM & TOOLS

### Who can participate?

DMOs, hotels and attractions

### TDTD Investment:

Existing Adara Contract – \$110,000

### Destination Expenditure Report

A method to identify and report on travelers' spend using credit card data:

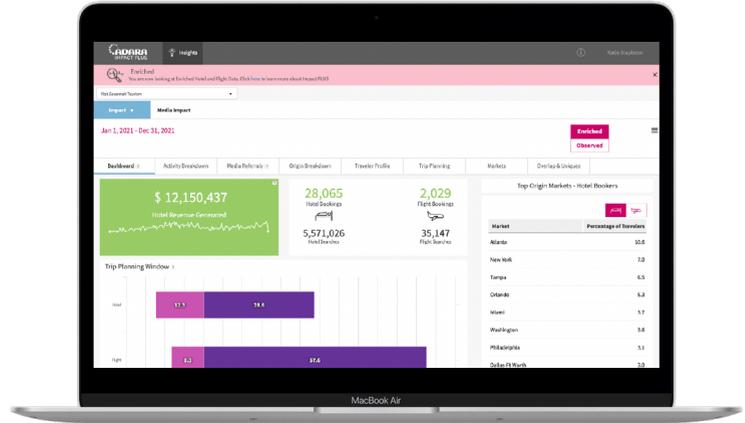
1. Campaign Measurement Report: Travelers who were targeted by your campaigns that are measured in Impact.
2. Destination Report: Travelers who recently visited your destination.

All destination expenditure reports provide in-depth analysis for different segmented travelers across these metrics:

- Total credit card spend
- Number of travelers
- Number of transactions
- Average spend per traveler
- Average spend per transaction
- % of online transactions
- % of online spends

### CTV Measurement Report

- Measure CTV campaign performance based on attributed hotel and flight activity
- See where CTV is resonating and where travelers are booking
- Ecosystem data for benchmark performance



PROGRAMS	INCLUDES	STANDARD RATE
Destination Expenditure Report	Transaction spend across total destination	\$15,000
		\$20,000 biannual
CTV Measurement Report	Attribution on CTV campaign	\$15,000 EOC
		\$20,000 mid + EOC

### CONTACT

Jason R. Manges, VP Sales,  
jason.manges@adara.com

# AIRDNA

AirDNA stands as the market leader in vacation rental data, primarily sourcing from Airbnb and VRBO. Our proprietary algorithm excels in deciphering intricate booking patterns, distinguishing between when properties are available, booked or blocked. This advanced system ensures high accuracy, aligning closely with Airbnb and VRBO’s own data.

By offering deep insights into the dynamic and fluctuating nature of the shared accommodations economy, we empower DMOs with critical information to strategize effectively, adapt to market changes, and optimize their impact in promoting tourism and supporting local economies. This partnership is pivotal in navigating the complex landscape of modern tourism, providing a reliable foundation for data-driven decision-making.

**Who can participate?**

DMOs within the state of Tennessee

**Timing:** Within the fiscal year

**TDTD Investment:** \$17,000/year

**DMO Referral Discount:** Pricing is calculated based on active listing counts in your market. A 25% discount will be applied to your annual investment.

**DMO Tourism Insights Dashboard:**

Access to main KPIs in your region such as revenue, average daily rate, RevPAR, available listings, booked listings and occupancy rate.

- Data Customization
- Easily Shareable
- Map Views
- Historical Data
- Daily Data & Event Analysis

**CONTACT**  
 Amanda Norton,  
 amanda.norton@airdna.co, 720.909.8319

TOURISM INSIGHTS DASHBOARD	ORIGINAL COST	WITH DISCOUNT	CITY/COUNTY DMO
<b>Tier 1</b>	\$18,000 annually	13,500 annually 6,750 biannually	5,000+ listings
<b>Tier 2</b>	\$10,800 annually	8,100 annually 4,050 biannually	2,000–5,000 listings
<b>Tier 3</b>	\$7,200 annually	5,400 annually 2,700 biannually	Under 1,000 listings



PLATFORM & TOOLS

# ARRIVALIST

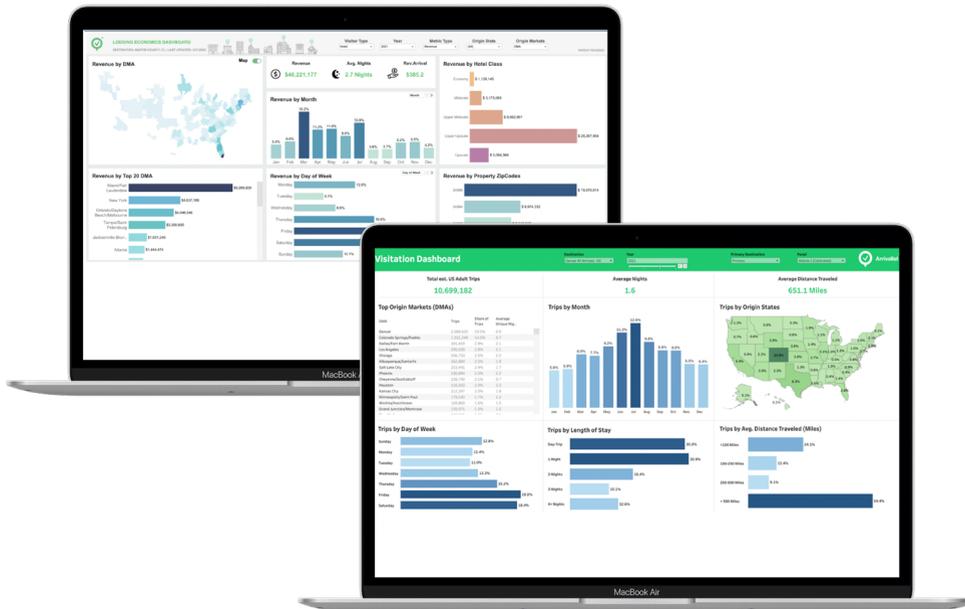
Arrivalist has the ability to measure visitation to key points of interest or comprehensive tracking provides media attribution insights.

**Who can participate?** DMOs and hotels

**Timing:** Through June 2025

**TDTD Investment:** Existing Arrivalist contract (\$90,000)

**Packages available are on the following page.**



## CONTACT

Charles Lewis, Business Development Director,  
charles@arrivalist.com, 770.335.6776

PACKAGES	PARTNER INVESTMENTS	PARTNER DISCOUNT	DETAILS
<b>ARRIVALIST LODGING™ (FEATURED OFFERING)</b>	\$25,000/yr	28%  Additional 10% discount per year on a 2-year agreement  Additional 15% discount per year on a 3-year agreement	<p>Arrivalist Lodging™ is the industry's first total overnight demand market view. Integrating data from best-in-class hotel booking metrics and vacation rental metric providers, Arrivalist employs location data to understand where visitors spend the night and how that varies by hotel class, origin market, time of year, and more. LED users report back a spectrum of use cases from improved ZIP code targeting to increase ROI to optimized content marketing to heightened advocacy. Arrivalist Lodging is available on demand through a portal login, with calibrated data updated monthly. Segments destination overnight trips by lodging type (hotel, vacation rental, VFR), hotel class, origin market and more. Integrates best-in-class hotel and vacation rental metrics.</p> <p><b>Includes:</b> Account Kickoff, Reveal and Quarterly Consultation</p>
<b>ARRIVALIST TRIP™ DASHBOARDS</b>	\$25,000/yr	28%  Additional 10% discount per year on a 2-year agreement  Additional 15% discount per year on a 3-year agreement	<p>Location data from smartphone panel reveals visitor origins, length of stay, seasonality, and in-market behavior through lens of proprietary "Trip Model." The visitation dashboard provides an overview of visitor estimates, seasonality, distance traveled and origin markets. Meanwhile, the Points of Interest Dashboard includes up to 50 POIs of your choosing, with visualizations and data that populate against the POI of your choosing, be it an airport, convention center, park or other key location. Arrivalist Trip is available on demand through a portal login, with Calibrated Data updated monthly.</p> <p><b>Includes:</b> Account Kickoff, Reveal and Semiannual Consultation</p>
<b>ARRIVALIST TRIP™ WITH ATTRIBUTION</b>	\$70,000	22%	<p>Arrivalist's comprehensive offering combines the core visitation intelligence with media attribution. KPIs including Arrival Lift and Stay Lift show the true effect of digital media exposure on arrivals to Tennessee's local DMOs. A3 Full Comprehensive Platform is available on demand through a portal login and is updated with balanced data (visitation) and attribution data monthly. Clients will have access not only to interactive dashboards showing movement into and within the destination, but also specialized media measurement charts. All charts include advanced filtering and downloadable data. The A3 Full Comprehensive Platform requires a minimum 25 million measurable digital impressions* as part of an Arrivalist-reviewed media plan. Arrivalist must approve media schedule of vendors and impressions prior to implementation.</p> <p><b>Includes:</b> Account Kickoff, Reveal and Quarterly Consultation</p>

Co-op products update monthly. Arrivalist Lodging carries a value-added lookback to January 2021. Arrivalist Trip includes a value-added 24 month lookback.

For Arrivalist Lodging, Arrivalist Trip, and Arrivalist Trip with Attribution, two-year commitment will carry a 10% discount; over 3-year commitments carry a \$15% discount.

# CROWDRIFF

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands through curated UGC content. Its AI-powered image discovery lets tourism brands and attractions find content using everyday language.

CrowdRiff's Partner Network provides the unique ability for TDTD to share and explore curated content from tourism partners. The Partner Network was built to unlock the expertise of local tourism partners and allow tourism organizations to discover and distribute the best curated visuals.

**Who can participate?** DMOs, attractions and Tennessee tourism partners

**Timing:** Through November 2025

**TDTD Investment:** \$45,000/year

**Packages available are on the following page.**

### New Partner Benefits:

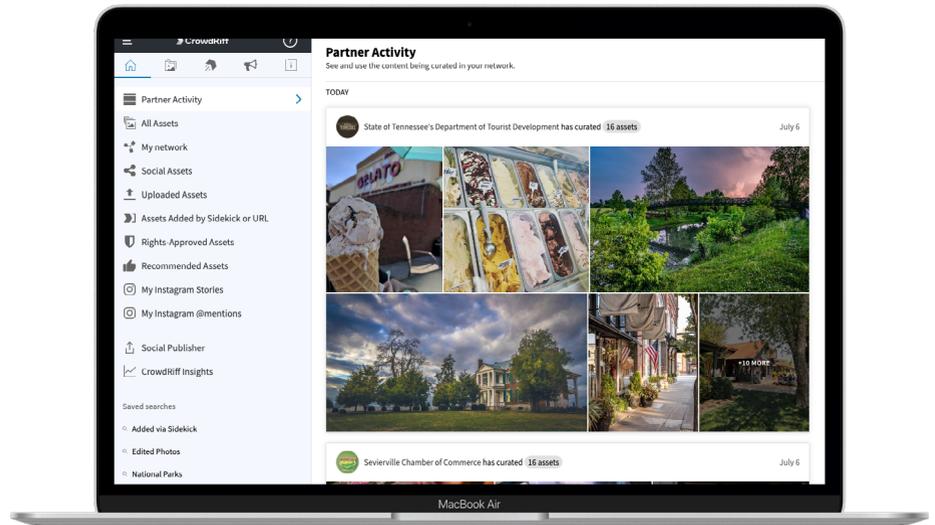
- 3-year ongoing access to program (Dec. 1, 2022–Nov. 30, 2025)
- Access to platform at discounted rate (20% off list pricing)

### Additional Discounts for Partners:

- An additional 5% discount will be applied to the license cost for partners that sign a 2-year agreement
- An additional 10% discount will be applied to the license cost for partners that sign a 3-year agreement

### Existing Partner Benefits:

- Current partners on the Advanced Platform will have their current pricing honored
- Now includes 2 previous add-ons for free (video upload and Photowall worth \$4,000)
- 5% yearly increase will be waived for existing partners who renew for 2- or 3-year agreements
- Unlimited web galleries (previously 50 maximum)



## CONTACT

Katrina Keilhauer, Account Manager,  
katrina.keilhauer@crowdriff.com

# CROWDRIFF

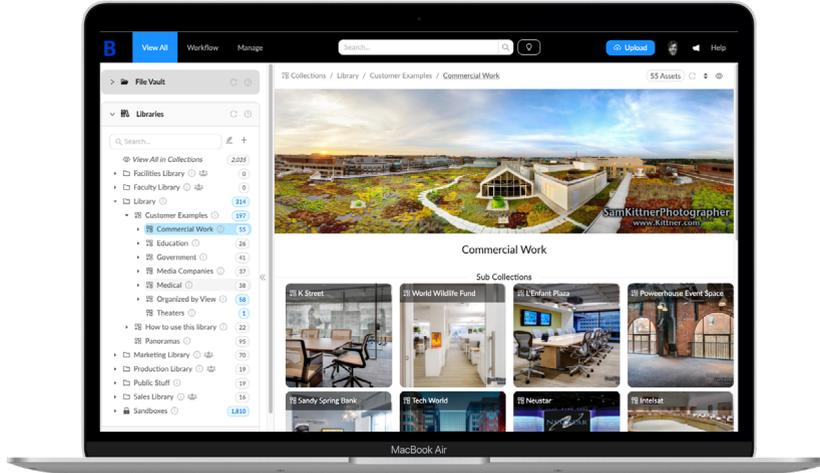
	STARTER PLATFORM	ADVANCED PLATFORM EVERYTHING IN STARTER
<b>SOURCING &amp; DISCOVERY</b>	Intelligent Social Content Social Photo Image Recognition Quality Filtering and Smart Curation Photo and Video Uploading 1GB Storage	Everything in Starter plus: 500 GB storage
<b>DISTRIBUTE &amp; MEASURE</b>	Web Galleries Smart Galleries Google Locations Live Photo Wall Sidekick Gallery Insights Google Analytics CrowdRiff Insights Hashtag Rights Management	Everything in Starter plus: Collector Expiry and License Management Third-Party Share Portal CTAs
<b>INCLUDED</b>	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager	Training & Onboarding Implementation Phone & Email Technical Support Dedicated Customer Success Manager
<b>PARTNER INVESTMENT</b>	\$12,000/year (\$9,600 after discount)	\$19,000/year (\$15,200 after discount)
<b>ADD-ON FUNCTIONALITY</b>	Advanced Rights Management (\$3,200) API Access (\$3,200) Media Hub (\$2,400)	

**CONTACT**  
 Katrina Keilhauer, Account Manager,  
 katrina.keilhauer@crowdriff.com

# MEDIAGRAPH

Mediagraph (formerly Tandem Vault) is a scalable B2B, cloud-based digital asset management platform that allows organizations to acquire, organize, store and share media files.

**Discount:** 20% for all plans



ESSENTIAL	MULTI-DEPARTMENT	ENTERPRISE
\$99/mo. up to 250GB	\$800/mo. up to 3TB	\$3,500/mo. up to 8TB
\$200/mo. up to 500GB	\$1,250/mo. up to 5TB	\$4,250/mo. up to 10TB
\$300/mo. up to 750GB	\$1,750/mo. up to 10TB	\$5,000/mo. up to 15TB
\$400/mo. up to 1TB	\$2,250/mo. up to 15TB	\$5,750/mo. up to 20TB

## CONTACT

Erika Nortemann, erika@mediagraph.io

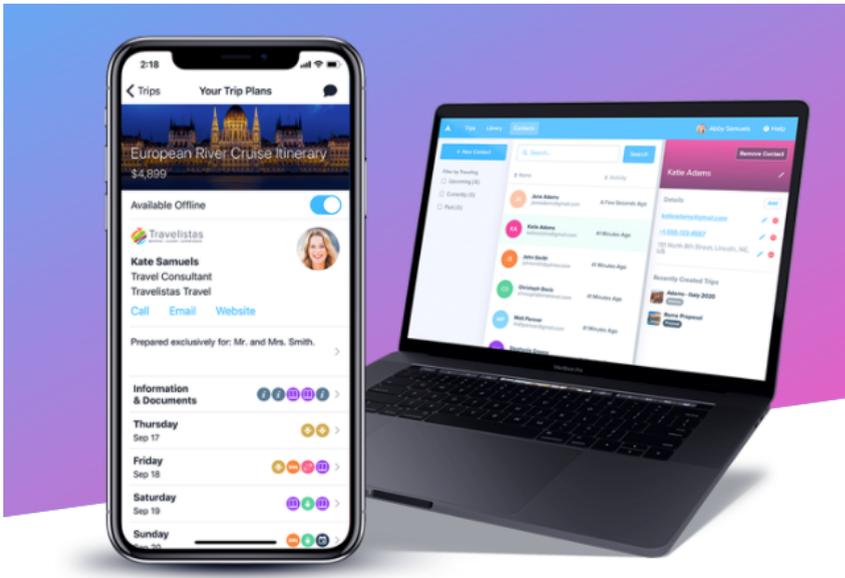
# TRAVEFY

Travefy is an itinerary management and communication software for travel professionals, including travel agents, tour operators, and DMOs. Create custom travel itineraries for media, influencers and guests.

**Pricing:** Free as a TN partner

**Partner Benefits:**

- Itinerary management
- Quotes and proposals
- Simple CRM and forms
- Reach out to Rob Regg or Amanda Murphy to be added to platform access (50 logins on a first come, first served basis)



## CONTACT

Rob Regg, Director of Marketing, rob.regg@tn.gov, 615.741.9025 | Amanda Murphy, Director of Communications, amanda.murphy@tn.gov, 615.741.9010

# VISA DESTINATION INSIGHTS

Visa Destination Insights provides travel and tourism organizations with reliable, timely insights into visitor and resident spending to help promote and manage travel and tourism at a destination. With daily spend insights and reporting granularity down to the ZIP code, city, or regional level, this web-based analytics platform helps you quickly gain a deeper understanding of visitor spend behavior, your top feeder destinations, performance versus other destinations, and seasonal trends.

**Please reach out to the VID contact to learn more about the offer.**

## **CONTACT**

Tiffany Burnette, NA Data Products,  
tiburnet@visa.com, 919.257.0754

# ZARTICO

Zartico powers the possibilities of place. Makers of the first Destination Operating System, Zartico harnesses and streamlines big data, science, AI, and technology to provide unprecedented visibility into the movement of people and economic opportunities. ZDOS™ is a complete strategic planning solution that equips communities to make better decisions and navigate the future.

## Who can participate? DMOs

**Timing:** Within Fiscal Year

**TDTD Investment:** Existing Zartico Contract \$150,000

**Partner Discount:** 10% off Current Rates



## FREE ZARTICO LITE

All DMO partners can register for a free Zartico Lite account on [industry.tnvacation.com/industry/research/zartico-dashboard](http://industry.tnvacation.com/industry/research/zartico-dashboard)

### The Lite Dashboard includes:

- Date range and county filtering
- Top origin markets based on cellphone devices
- Top origin markets based on spending
- The category of business where visitors are spending money
- An estimated resident vs. visitor spending breakdown by category
- Age and income of visitor spending in your county

## PAID ZARTICO ACCOUNT

### The Paid Dashboard includes:

- Custom-built ZDOS™ for your destination
- A proprietary Integrated Data Model that includes geolocation, spending, and event data along with STR, Google Analytics, Facebook, and Google Search
- Zartico's expert Place-Based Strategy, mapping primary and contextual points of interest in your destination
- Custom-defined regions for macro and micro reporting
- Sharable reports that are automatically distributed to your stakeholders
- One strategic analysis of your destination, including dynamic visualizations
- Zartico Academy self-paced courses (coming soon) and ZDOS™ Certification Tracks
- Live Zarticoach training sessions
- Historical look at data from January 2021 to present day

### Actionable Data Insights that Answer:

- Where are visitors to your destination traveling from?
- What is the visitor impact on your destination's economy?
- Are your paid media campaigns delivering as planned?
- Which markets are generating the greatest economic impact?
- What is your visitor-to-resident ratio today?
- How is your visitation distributed by region?

## CONTACT

Josh Gibson, Research Director,  
josh.gibson@tn.gov

Adam Zappia, Zartico Sales Manager,  
adam.zappia@zartico.com, 770.330.3455



Roland

**TENNESSEE**  
SOUNDS PERFECT