

Kentucky



KENTUCKY DEPARTMENT OF TRAVEL AND TOURISM
MARKETING OPPORTUNITIES

MISSION, AUDIENCE, SPENDING & VISITOR DEMOGRAPHICS

Tourism Matters!

A look at economic impact

2014

ANNUAL VISITORS: 20.5 million

SPENDING: \$12.5 billion

EMPLOYMENT: supports over 175,700 jobs

TAX REVENUE: \$1.3 billion in local and state tax revenue

MISSION STATEMENT

The mission of the Kentucky Department of Travel and Tourism is to market Kentucky as a travel destination in order to generate revenue for Kentucky's economy.

Visitor Demographics

AVERAGE STAY: APPROX.

2 days

VISITORS EACH YEAR

6.5 million

APPROX. 70%

FROM WITHIN 300 miles

TOP STATES:

Kentucky
Ohio
Indiana
Tennessee
Illinois

TOP INTERNATIONAL
VISITORS:

Canada
United Kingdom

VISITOR PROFILE:

AVERAGE INCOME:

\$73,500

AVERAGE AGE: 50

62% MARRIED

82% HAVE MORE THAN TWO
PEOPLE LIVING IN HOUSE

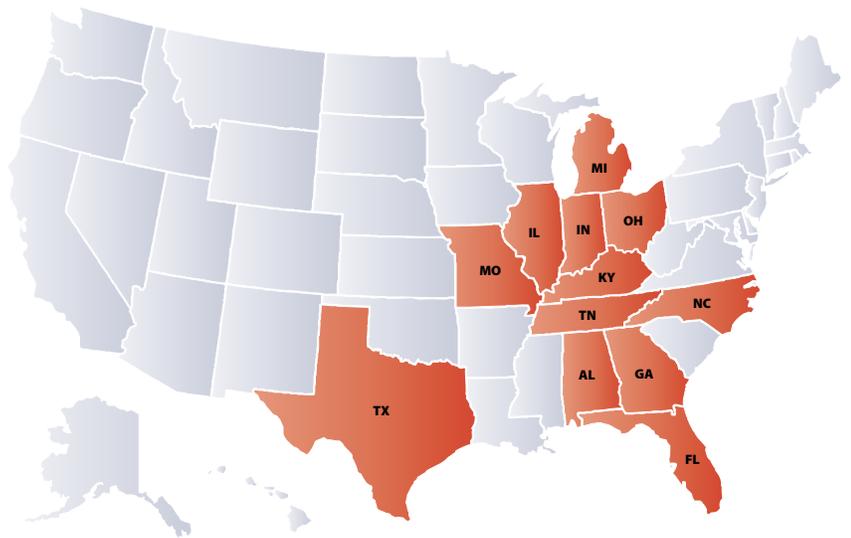
Kentucky

PAID MEDIA OVERVIEW

{ Marketing Strategy }

The Kentucky Department of Travel accomplishes its marketing mission through a coordinated media and public relations campaign that utilizes print and electronic media, specifically designed to reach the target market segments in key geographic regions which traditionally produce the bulk of leisure visitors to Kentucky.

{ Target Markets }



Media Mix

SPRING 2014

10

TV Markets

7

Digital Campaigns

11

Print Publications

FALL 2014

7

TV Markets

9

Digital Campaigns

13

Print Publications

1

Radio Co-Op

PR Highlights

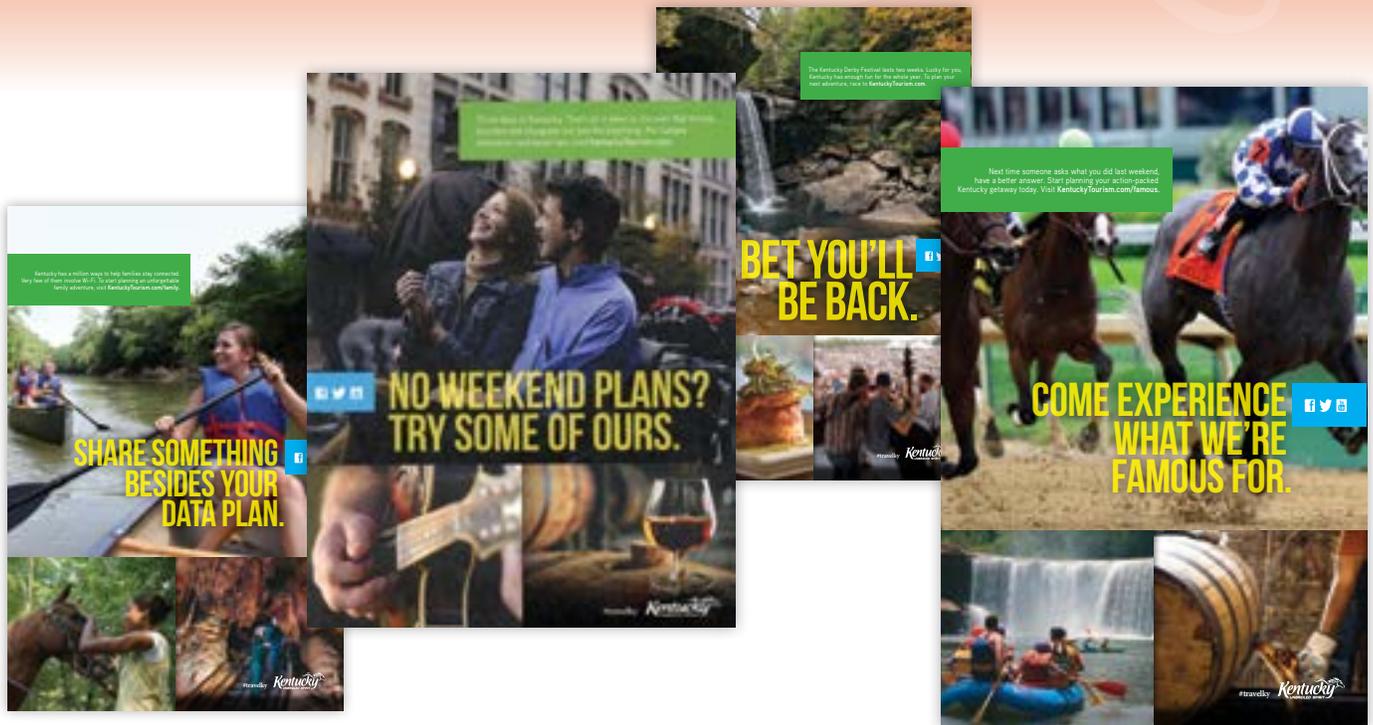
STRATEGY:

- ▶ Conduct media missions to New York and other key cities
- ▶ Host editorial research and media fam trips for journalists
- ▶ Secure media coverage in high-exposure publications/outlets

PR RESULTS

Media Missions:
New York City, San Francisco
Writers hosted: 31

PAID MEDIA CREATIVE & RESULTS



Results

ECONOMIC IMPACT

12.5 billion

FOR EVERY

\$1 KENTUCKY SPENDS
ON ADVERTISING
\$151 WAS SPENT BY TRAVELERS
IN KENTUCKY

FOR EVERY

\$1 KENTUCKY SPENDS
ON ADVERTISING
\$15.69 WAS RETURNED
IN TAX REVENUE

Audience (Owned Media)

{ Website }

DEC. 2014:
3,946,069 +60%

{ Social }

 DEC. 2014:
14,754 +42%

 DEC. 2014:
140,890 +92%

 DEC. 2014:
54,858 +150%

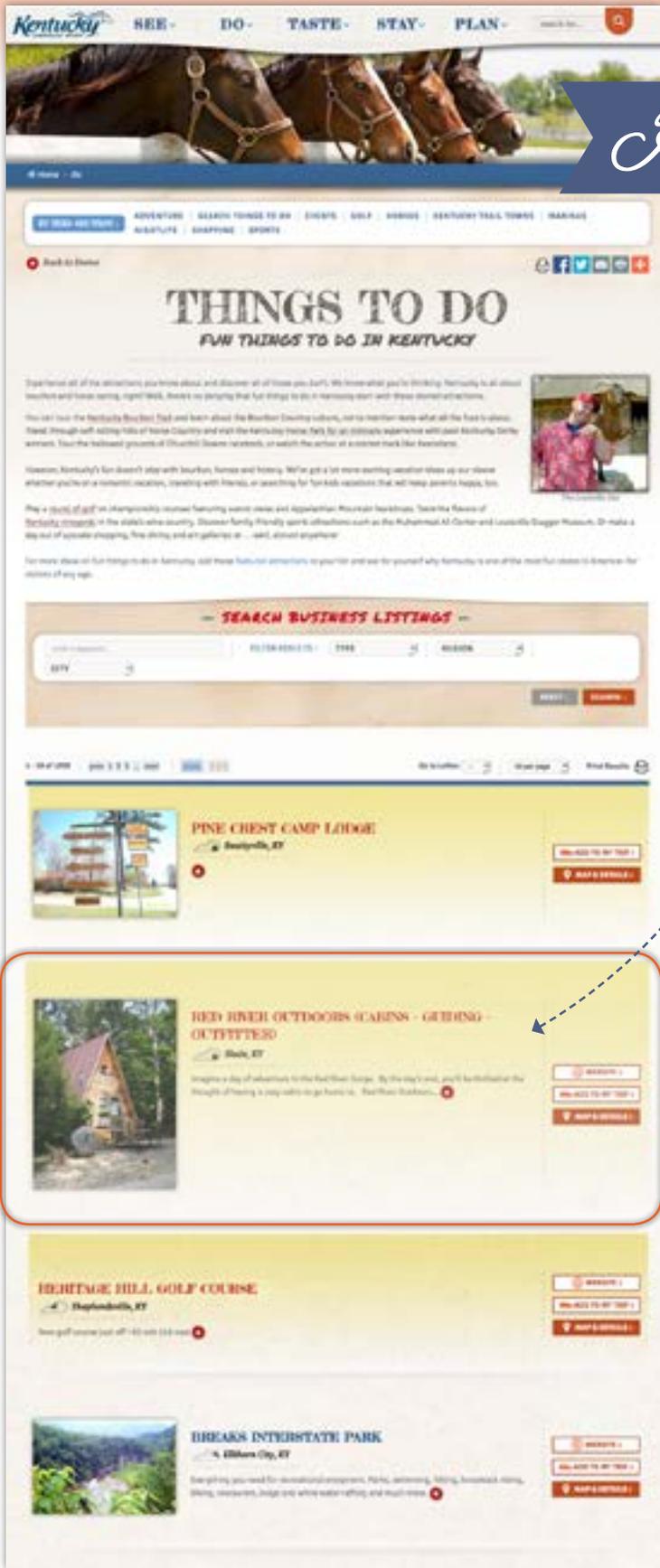
{ Guides }

GUIDES DISTRIBUTED
400,000+

{ Email }

OPT-IN SUBSCRIBERS
195,843

KentuckyTourism.com



Featured Business and Event Listings

Position your business as a leader in front of our most targeted audience on the site. Our Featured Listing program places your business in our premium listing tier on all relevant pages, ensuring that you are top of mind when visitors are looking to convert.

Featured Listings Receive

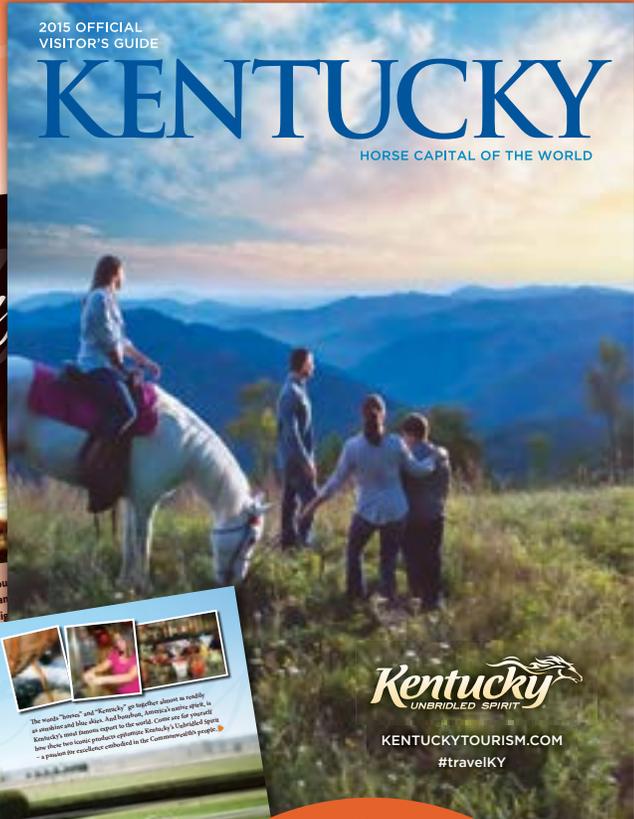
- Top-tier sort for 12 months
- Highlighted background

RATES: Sold on a 12-month basis.
\$675/year

Reach
our most
targeted
audience!

KENTUCKY OFFICIAL VISITOR'S GUIDE

600,000
Total
Readership
(with pass-along)



Print usage is up
24%
year over year!

{ Direct-Request & Distribution }

DISTRIBUTION:

- Direct Request: 70,000
- Welcome Centers: 200,000
- Travel shows, AAA, etc: 130,000

PRINT USAGE:

According to the 2014 State of the American Traveler Research, 49% of American travelers use print when planning vacations.

TOP OUT-OF-STATE REQUESTS

- | | |
|--------------|---------------|
| 1. Illinois | 6. California |
| 2. Ohio | 7. Georgia |
| 3. Indiana | 8. Florida |
| 4. Tennessee | 9. Texas |
| 5. Michigan | |

KENTUCKY OFFICIAL VISITOR'S GUIDE DIGITAL GUIDE

Integrated Reach

Extend your message to visitors across all channels.

Digital Guide impressions expected to hit **300,000** in 2015!



[CLICK HERE TO VIEW THE CURRENT DIGITAL GUIDE](#)

VISITOR'S GUIDE RATES

AD SIZE PREMIUM POSITIONS	NET RATE
2-page Spread	\$23,358
Back Cover	\$16,524
Inside Front Cover	\$16,008
Inside Back Cover	\$16,008
Facing Inside Front Cover	\$16,008
Facing Inside Back Cover	\$16,008
Full Page Premium	\$13,566

REGULAR POSITIONS	NET RATE
Full Page	\$11,985
1/2 Page	\$7,191
1/4 Page	\$3,596
1/8 Page	\$1,810
1/16 Page	\$913

Kentucky
Official
Visitor's Guide
on the iPad



KENTUCKYTOURISM.COM BANNER ADVERTISING

Over
9,320,262
pages
viewed

Visitors to KentuckyTourism.com viewed over 9.3 million pages in 2014 while planning their trip. Banner ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting allow you to control your exposure and return.

{ The Program }

FORMATTED BANNER: This 3-frame unit utilizes photos and copy to showcase your business.

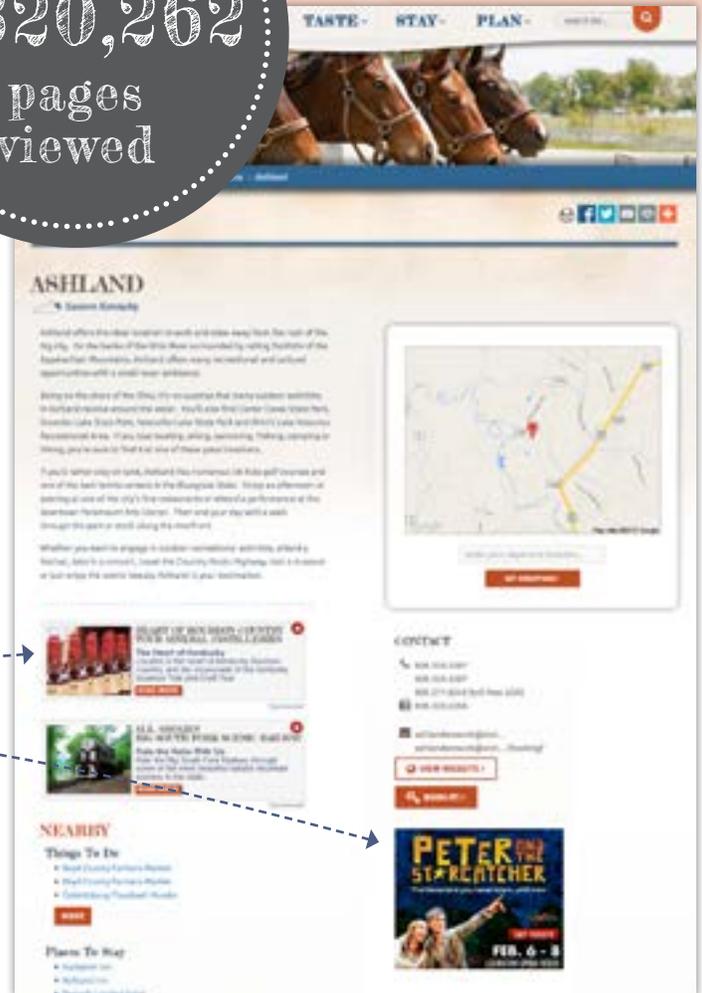
300 X 250: This standard banner ad allows for 3-frame display messaging.

Rewards Program

Got Print? Get Rewards. Advertisers with an integrated presence in the Guide and on KentuckyTourism.com qualify for the Customer Rewards Program and receive an additional run-of-site web campaign from available inventory. Your share of the open inventory increases at each impression discount tier.

RATES: Earn a lower CPM (Cost-Per-Thousand) at each discount tier below. Impression amounts available in between tiers. Ala carte unit rates available.

Total Impressions	Total Rate	Formatted Impressions	300 x 250 Impressions	Possible REWARDS impressions (up to)
25,000	\$540	15,000	10,000	25,000
75,000	\$1,470	45,000	30,000	75,000
150,000	\$2,640	90,000	60,000	150,000
300,000	\$4,680	180,000	120,000	300,000



CREATIVE BEST PRACTICES

Your ad can have 3-frames which performs 2x higher than a static frame message. Submit 3 photos, headlines and sets of text to get the best return.

FRAME ONE: Attention frame. The first frame must capture the users attention. Use your most powerful, eye-catching photo and a tag line and body copy that sums up your greatest value proposition (why you're a not-to-be-missed experience.)

FRAME TWO: Interest/Desire frame. Now that you have the user's attention, pull them into the experience. Use experiential photos and copy to paint the picture.

FRAME THREE: Action frame. Now we need to 'seal the deal'. Tell the user what you want them to do (click here) and why they should do it. This does not need to be a deal per se, it can simply say "click here to create great memories!" as an example.

EMAIL

Received by
more than
195,843
subscribers!

Monthly Email & Custom Email

Received by more than 195,843 opt-in subscribers monthly with an average 12.5% open rate, the monthly Kentucky eNewsletter and Custom Emails reach an engaged, active travel-planning audience.

MONTHLY EMAIL: Take advantage of integrated advertising opportunities designed to fit your specific goals and your budget.

CUSTOM EMAIL: Receive 100% share of voice with our custom email program. Submit photos, copy and a call-to-action, and we'll blast your message out to our opt-in database, driving all inquiries to your site

10% CTR ABILITY TO CO-OP

RATES:

Sponsor _____ \$1,750

Sponsored Content _____ \$1,100

Formatted Ad _____ \$500

Custom Email _____ \$3,500

SPONSOR \$1,750

Position your experience as a leader with this premium placement. Including a banner ad, thumbnail and copy complete with tag line and body copy, this placement drives results.

SPONSORED CONTENT \$1,100

The Sponsored Content unit affords you space to tell your story, nestled within our organic email articles.

FORMATTED AD \$500

Highlight your offering within our special partners section in an affordable formatted ad placement.



CUSTOM EMAIL \$3,500

Visit Yatesville

Featured Destination Call to Action. Movis steatis, ficipusqua contentiam occi ponsum. Go ut dem voltis Ad inarisse fui pri immoertem, avolic fuis caudeli cauctum, vicalatquam. C. Urbi sulerei poris Multusque est quam pos convocarem, quiusum hails consultus con dit includer a nevideri; nimis, ego eorus consimis. Gul utemora te achuidem demnotatam etroso, tala pubitum a Seridicae actori te contochus.

Explore Now!

Footer text: Fames que actem mentem di in gressu. Moxima etatis. Expugnate contentiam occi ponsum. Go ut dem voltis Ad inarisse fui pri immoertem, avolic fuis caudeli cauctum, vicalatquam. C. Urbi sulerei poris Multusque est quam pos convocarem, quiusum hails consultus con dit includer a nevideri; nimis, ego eorus consimis. Gul utemora te achuidem demnotatam etroso, tala pubitum a Seridicae actori te contochus.

{ 100% Share of Voice }

Drive
Organic
Traffic to
Your Site

Leverage the expertise of our editorial and video teams who will write an article, produce a video (or both) featuring your experience. Your content will be featured on KentuckyTourism.com for one year. You also own the content for use on your site indefinitely, which will continue to drive organic traffic to your site to boot.

Our editors will craft a custom article about your business, and it will remain live for one year on dedicated pages on KentuckyTourism.com. You also own this content for distribution on your site.

- You own the content indefinitely for your future use.
- Own 100% of the ad units on the page on the KentuckyTourism.com site allowing you to feature timely messaging, or co-op partners.
- Your article is also promoted through a house ad on KentuckyTourism.com.



RATES:

Article _____	\$1,995
Renewal _____	\$1,000
Video _____	\$4,045
Renewal _____	\$2,025

Create
Custom Video
for Your
Site!

Kentucky

LEADS PROGRAM



THANK YOU, YOUR REQUEST WAS SUCCESSFULLY SUBMITTED.

You are now enrolled to receive e-newsletters from KentuckyTourism.com.

As an added bonus for signing up for the Kentucky Tourism Monthly e-newsletter, we wanted to share with you the opportunity to receive additional information from the following featured advertisers. Check the boxes next to the advertisers to which you wish to subscribe.



Play in 120 parks & the nation's largest urban forest!

Louisville, KY

Experience our beautiful waterfront skyline and immersive bourbon experiences, then top it all off with amazing outdoor activities in our beautiful parks and forest. Check the box to receive our visitors guide and monthly email to plan your perfect Kentucky adventure!



Louisville's Leading Hotel Since 1923

The Brown Hotel

Check the box to get our eNewsletter! A Louisville landmark since 1923, The Brown is an iconic destination inextricably woven into the fabric of the city, is opulent yet approachable – like a fine Kentucky bourbon that never overwhelms you with its history but instead sweet-talks you with a lifetime of colorful stories.



Enjoy the Clear Waters of Dale Hollow Lake!

Sulphur Creek Resort

Check the box for exclusive deals! Sulphur Creek Resort on Dale Hollow Lake offers crystalline waters that are perfect for virtually all water sports. The enjoyment of staying houseboat or in a lake front log cabin are unequalled.

Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program.

When site visitors sign up to receive information from the State, they can request to receive information directly from you.

Upon selecting you, users receive an instant auto-generated email from you (direct them to your site or provide them an offer).

We send you your leads in a weekly email.

RATES: \$3 Per Lead

CREATIVE BEST PRACTICES:

Confirmation Page: Communicate why you are a not-to-be-missed experience and what the user will receive by checking to receive information from you.

Confirmation Email: This is your opportunity to further communicate your value proposition and to drive traffic to your site.



THANK YOU FOR REQUESTING INFORMATION ABOUT THESE GREAT KENTUCKY BUSINESSES! LOOK FOR INFORMATION COMING DIRECTLY FROM THEM IN THE COMING DAYS.



Danville-Boyle County Convention & Visitors Bureau

Thank you for signing up for our e-newsletter. We are excited to share with you all the exciting things you can explore in Boyle County.



Brooks Hill Winery 10% Discount on Select Wines

Thank you for your interest in Brooks Hill Winery, the little winery up the hill. We're eager for you to come enjoy some Brooks Hill wine, walk in the woods, sit on the patio, under the pavilion or in front of the fireplace and just uncork and unwind!

OPT-IN PAGE

CONFIRMATION PAGE

Grow Your Opt-In Database!



miles
marketing destinations

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Research and Resources:
<http://budurl.com/MilesEssentials>

Kentucky
UNBRIDLED SPIRIT™