



2018-2019 TRAVEL AND TOURISM

MARKETING OPPORTUNITIES

TRAVEL IS BIG BUSINESS

NEW TRAVELER PROFILE

THE POWER OF COLUMBIA'S BRAND

METRICS THAT MATTER

TOTAL AUDIENCE REACH



COLUMBIA
SC

TRAVEL INDUSTRY INSIGHTS

Tourism is big business to Columbia!



ANNUAL VISITATION
14.7 MILLION



\$119/PERSON
FOR OVERNIGHT VISITORS

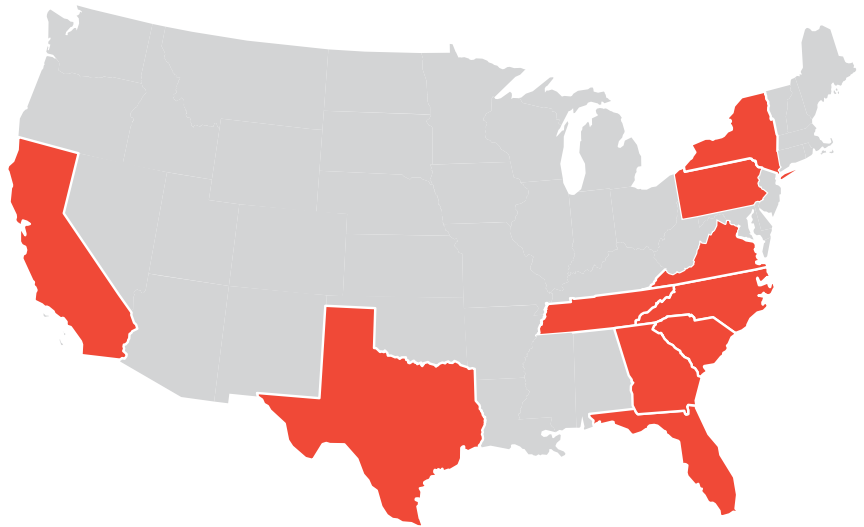
\$69/PERSON
FOR DAY TRIP VISITORS



5.5 MILLION
OVERNIGHT VISITORS



9.2 MILLION
DAY TRIP VISITORS



TOP 10 U.S. MARKETS

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

TABLE OF CONTENTS

Travel Industry Insights.....	2
Marketing Highlights	3
Hyper-Informed Traveler.....	4
Travel Planning Cycle.....	5
Creative Testing Research Results.....	6
Columbia Insider's Guide	7
Columbia Monthly eNewsletter.....	8
Featured Business Listings.....	9
Website Advertising.....	10
Program At-A-Glance.....	Back Cover

EXPERIENCE COLUMBIA SC DRIVES VISITORS

Experience Columbia SC executes a robust paid and earned media strategy in key markets, increasing awareness while driving an incredibly qualified, active travel-planning audience to their official travel-planning channels.

MARKETING THE DESTINATION PAID CHANNELS



TARGET AUDIENCE

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

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

Types of Travelers: Urban escapists, family travelers, history buffs and college enthusiasts

PR HIGHLIGHTS

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

CAMPAIGN CREATIVE

Examples of the Columbia creative brand are shown below.



68.7% OF REGIONAL LEISURE TRAVELERS

are more interested in learning about the Columbia area as a result of viewing Columbia’s campaign ads

60.3% OF REGIONAL LEISURE TRAVELERS

are more likely to visit the Columbia area in the next year as a result of viewing Columbia’s campaign ads

THE HYPER-INFORMED TRAVELER

The 2018 U.S. traveler is more informed and uses more media and sources of information than ever before in the history of travel.

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

STATE OF THE AMERICAN TRAVELER RESEARCH HIGHLIGHTS



54%
PRINT

Highest since 2007!



31%
DMO WEBSITE

Uses 38+ total sites



48%
SOCIAL MEDIA

Offer free Wi-fi to encourage sharing



34%
TABLET

Only 9% use apps



46%
REVIEWS & USER-GENERATED CONTENT

Manage your reputation



58%
MOBILE

Build a responsive site

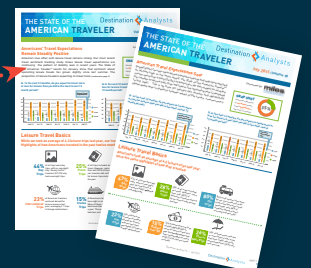
Understand your Audience; Become a Tourism-Marketing Expert.

GET THE RESEARCH AND WHITE PAPERS!

STATE OF THE AMERICAN TRAVELER RESEARCH

2017 Quarterly State of the American Traveler Research Topics: Content, Mobile, Innovation & New Technologies & Generations.

Generational Planning Information Inside



STILL DREAMS, PLANS, THEN BOOKS



DID YOU KNOW?

Mobile:

Mobile users are 58% more likely to use print.

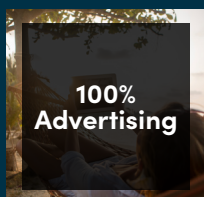
Print:

Print usage is the highest since 2007.

Millennials:

Are more likely than any other age group to use both DMO websites and magazines during trip-planning.

WHITEPAPER SNAPSHOT



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

CREATIVE TESTING RESEARCH RESULTS



COLUMBIA IS PERCEIVED AS A GOOD PLACE TO VISIT

Using a ten-point scale in which 1 represents “a terrible place to visit” and 10 represents “an excellent place to visit”, 600 regional travelers were surveyed on their current perceptions of Columbia as a city to visit. **36.8% rated Columbia as an 8, 9, or 10** with Columbia receiving an overall average rating of 6.7.

DEMOGRAPHIC PROFILE OF SURVEY PARTICIPANTS



Gender
Male 50.8%
Female 48.7%



Education
Bachelor’s Degree or More 35.6%



Mean HHI
\$59,436



Mean Age
46.8



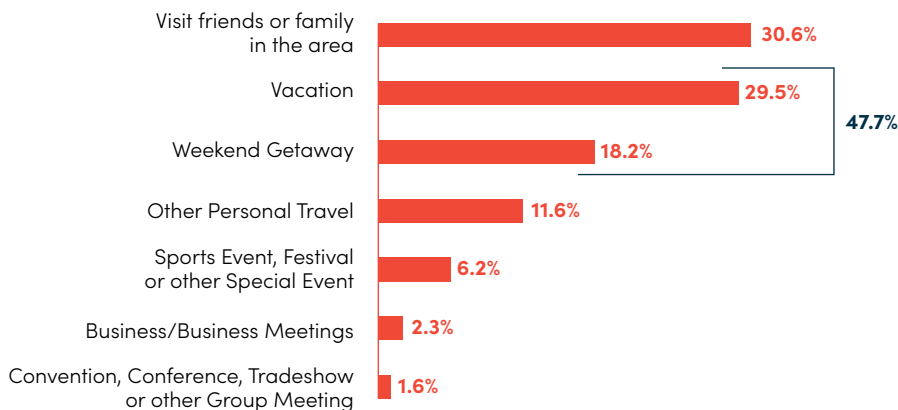
Married/Partnered
55.2%



Has children under 18
16.6%

PRIMARY REASON TO VISIT

Nearly half of survey participants had previously visited Columbia for a vacation or a weekend getaway.



COLUMBIA’S TOP MOTIVATING BRAND STATEMENTS

1. City meets Nature
2. Hot Spot for All Ages
3. Manageable Urban
4. Creative, Unexpected Energy
5. Real Southern
6. Fresh Perspectives, Intellectual Diversity

COLUMBIA INSIDER'S GUIDE

The only official print guide for Experience Columbia SC's multi-million dollar marketing efforts

125,000
COPIES PRINTED

DID YOU KNOW?

That print usage is the HIGHEST it's been, with over 54% of American Travelers using to research/book!

Source: Destination Analyst



NEW DIGITAL GUIDE

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



CIRCULATION: 125,000 ANNUAL COPIES

Direct Request: The guide is the primary information that is sent to prospective visitors homes upon their request

BULK: Targeted, high-traffic locations

TOP 10 STATES FOR REQUESTS

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

IN STATE DISTRIBUTION POINTS:

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

SIZE

2-Page Spread	\$7,250
Full Page	\$3,625
Half Page	\$2,356
1/4 Page	\$1,359

COST

PREMIUM POSITIONS

Back Cover	\$4,713
Inside Front Cover	\$4,531
Page 1	\$4,531
Facing Fold-Out Map	\$4,531
After Fold-Out Map	\$4,531
Facing Table of Contents	\$4,350
Inside Back Cover	\$4,350

COLUMBIA MONTHLY ENEWSLETTER

Reach engaged and active travel-planners

MONTHLY ENEWSLETTER

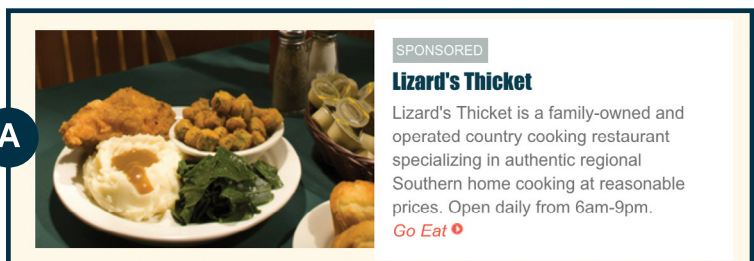
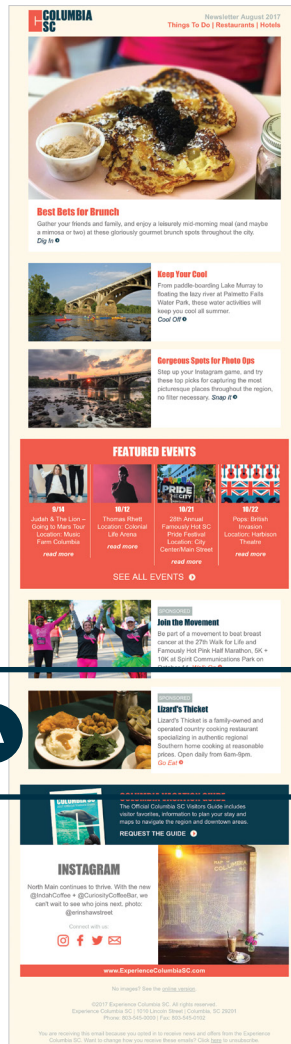
Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Columbia, Richland and Lexington Counties.

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native-format, integrated into the content.
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.
- Creative Best Practices: Use your most compelling image; create a tag-line that attracts attention and brings the user into the experience through your copy.
- As an advertiser, you can speak directly to these enthusiastic travelers who are not just casually looking for Columbia travel ideas; they have already said, "We're on our way!" You can target your own message by month and season.

RATES

- A** Featured Content (eNews).....\$150
- B** Custom Email.....\$500



Featured Content

FEATURED BUSINESS LISTINGS

Featured business listings allow you to reach an incredibly qualified audience that is looking to convert.

JUMP TO THE TOP WHERE DECISIONS ARE MADE

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

A FEATURED LISTINGS

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

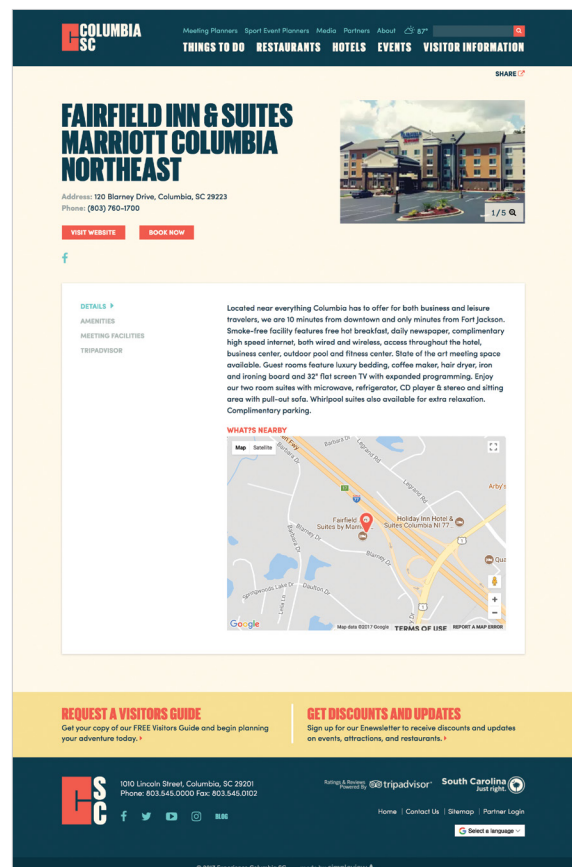
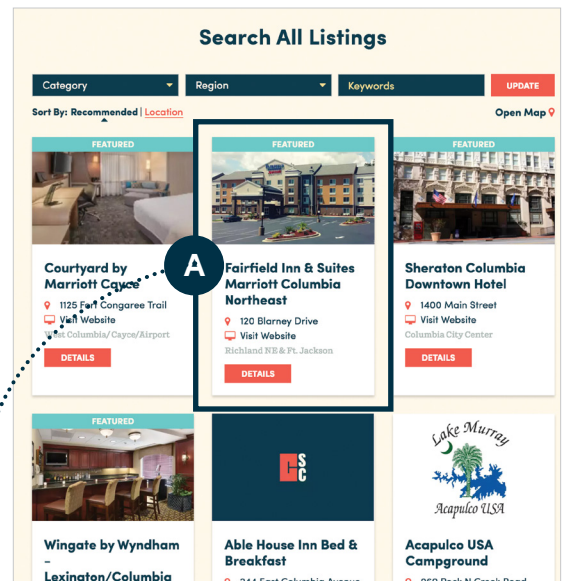
LISTINGS ADVANTAGES

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

RATES

DMF Preferred Hotels Partners*	\$1,500/year
Other Business Featured Listings	\$250/quarter \$1,000/year

*For more information about becoming a DMF Preferred Hotel Partner, please contact Experience Columbia SC at ExperienceColumbiaSC.com/partners.



WEBSITE ADVERTISING

Native 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.

Visitors to ExperienceColumbiaSC.com viewed more than 1.5 million pages in 2017 while planning their trip.

3-FRAME FORMATTED ADS

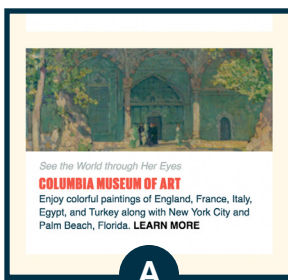
Ads will be set up to rotate through three frames, while only one set of materials need to be supplied.

CREATIVE BEST PRACTICES

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

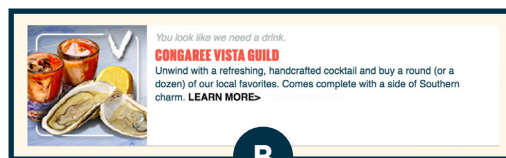
RATES

Impression Total	Net Rate
50,000	\$750
100,000	\$1,200



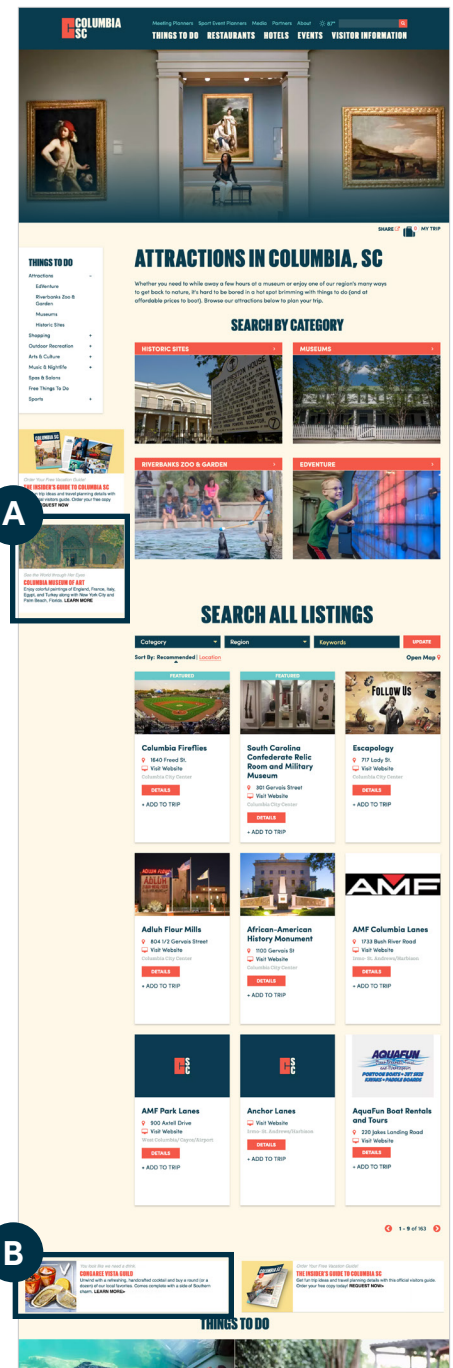
A

Large Rectangle



B

Formatted Banner



A

B

NOTES



PROGRAM AT-A-GLANCE

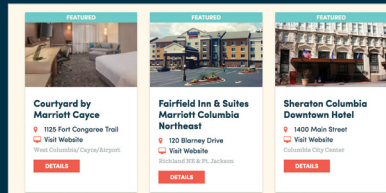
Potential to Reach over 14.7 Million Qualified Visitors through all products and services annually.

THE INSIDER'S GUIDE



125K
PRINT
CIRCULATION

FEATURED BUSINESS LISTINGS



WEBSITE ADVERTISING



TRAVEL NEWSLETTER



What you need to know:

1

Columbia welcomes **14.7 million visitors**, spending **\$2.1 Billion annually**.

2

The **2018 U.S. Traveler** is more informed and uses more media and sources of information than ever before.

3

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

4

Not all clicks are created equal. Measure **Quality over Quantity**. We'll show you how!

TO PARTICIPATE IN THE 2018-2019 PROGRAMS CONTACT:

TYLER MOSER

Direct: 800-683-0010, ext. 4573

Email: Tyler.Moser@MilesPartnership.com

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