

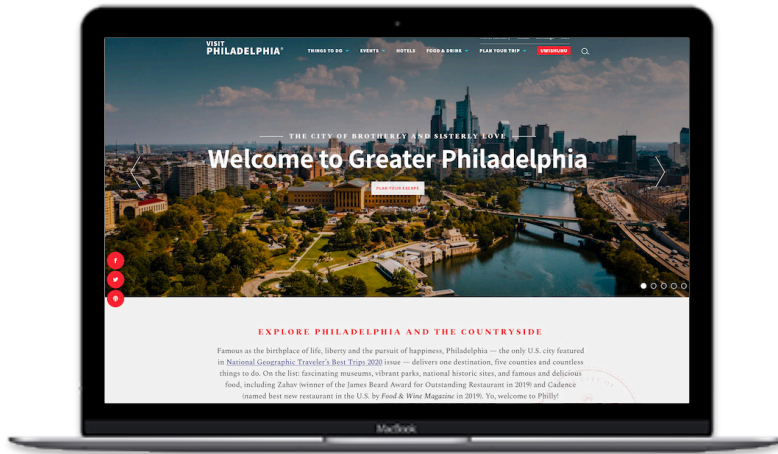
**VISIT  
PHILADELPHIA®**

VISIT PHILADELPHIA

# SPONSORSHIP OPPORTUNITIES 2024

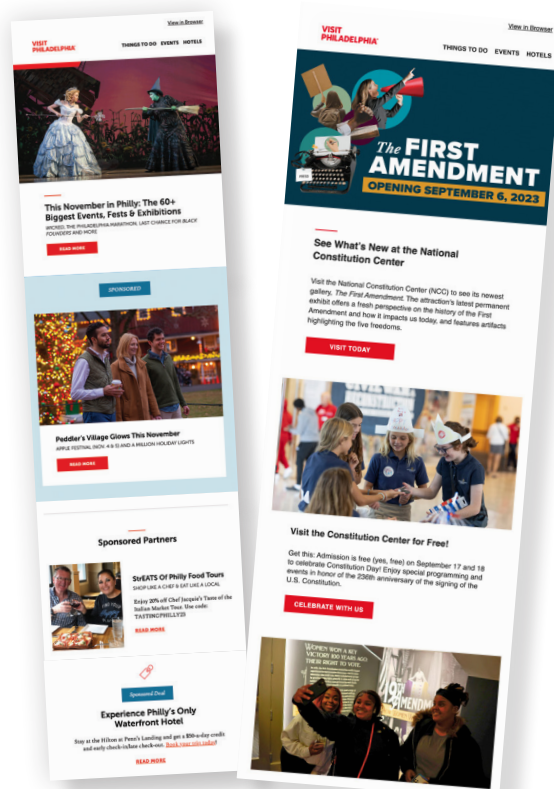
**WEB | EMAIL**

# QUALIFIED WEBSITE VISITORS AND EMAIL SUBSCRIBERS ACROSS VISIT PHILADELPHIA'S OWNED MEDIA CHANNELS



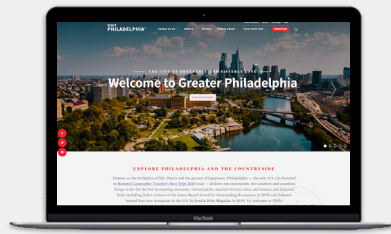
**WEB: 7.5M\***  
\*2023 Annual Website Visitors  
pages 8-10

**EMAIL: 220,000\***  
\*2024 Newsletter Subscribers  
pages 8-10

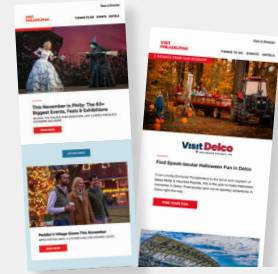


# VISIT PHILADELPHIA® AT-A-GLANCE

**REACH  
15.32M+  
QUALIFIED  
VISITORS**



**WEB USERS: 7.5M**  
pages 4-7



**EMAIL SUBSCRIBERS:  
220,000**  
pages 8-10

## ENGAGEMENT IN 2023

**7.5M** Users

**14.3M** Pageviews

**2M+** (non-paid) clicks to  
partner websites

**70%** of website visitors arrive via  
organic search because they are  
looking for things to do in the region

**Click-Through Rate varies  
by position**  
- please inquire

## TOURISM NUMBERS IN 2023

(Greater Philadelphia Region)



**42.9 Million**  
Annual Visitors



**7.6 Billion**  
Visitors Spending



**15 Million**  
Overnight  
Leisure Visitors

## TOP MARKETS IN 2022

### DOMESTIC: TOP 6

Philadelphia; New York; Wilkes Barre-Scranton; Washington, DC; Pittsburgh;  
Harrisburg-Lancaster-Lebanon-York; Baltimore

## VISITOR DEMOGRAPHIC IN 2022



**Gender**  
55% Female  
45% Male



**Higher Education**  
61%



**\$100K+ Income**  
26%



**Average Age**  
49.2 Years Old

# The Value of DMO WEBSITES

Official DMO websites deliver the most qualified visitor audience you can reach online.

## DMO WEBSITE RESEARCH HIGHLIGHTS

These insights are from a series of major DMO website studies undertaken by Destination Analysts, a leading tourism research company. These website studies ran from 2016-2021 and collectively surveyed more than one million people using websites from more than 100 DMOs.<sup>1,2,3</sup>

- **81% of users rate DMO website information as extremely important or important in their travel planning.** More than eight out of 10 participants highly rated DMO websites.<sup>3</sup>
- **78% of DMO website users visited the destination** after using the DMO website.<sup>1</sup>
- **54% of state tourism website users are already committed** to visiting the state.<sup>2</sup>
- **DMO website users are more affluent and well educated** with an average HH income of \$87k and 63% with a college or graduate degree.<sup>2</sup>
- **Website users are skewed female (60%) and are likely to travel as a couple.** 75% are married and just under one in five have kids under 18.<sup>2</sup>
- **DMO website users spend between \$306 and \$393 per day in the destination.**<sup>1,2</sup>

## DMO WEBSITES' INFLUENCE

DMO website users are influenced by the website content in their travel decisions.

- 56% chose an activity
- 52% decided to visit an attraction
- 41% decided to visit a place or neighborhood
- 31% selected a restaurant

## CONTENT THAT MATTERS ON DMO WEBSITES RIGHT NOW

### OUTDOOR ACTIVITY

Not surprisingly, outdoor activities and exploring natural areas are of strong interest to more than half of all U.S. travelers.

### DINING

Travelers are yearning to dine out more while traveling with 44% seeking information on culinary options.

### THINGS TO DO

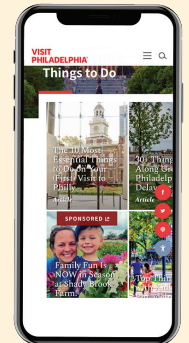
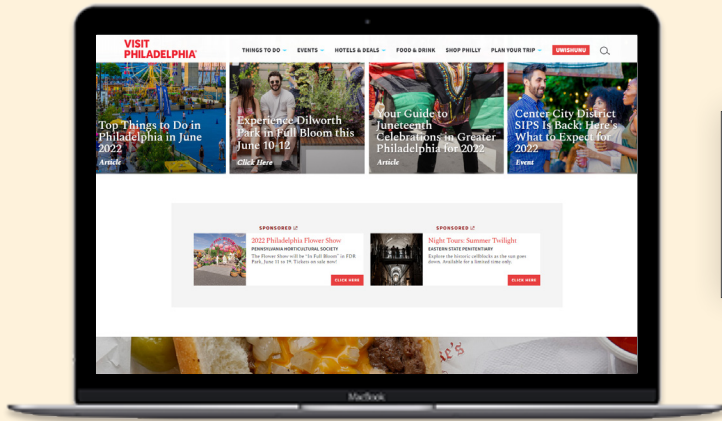
Travelers are eager to return to hotels, attend events and festivals, and find family-friendly activities and attractions.

### DEALS

With strong pent-up demand for travel, price is not a major factor for many travelers. Deals and discounts are sought by just over one-quarter of travelers. Any deals should be targeted with a strong call to action, and they do not necessarily need to be a price discount.

# visitphilly.com

Philadelphia's official destination website



## FORMATTED FLUID BANNERS

BUDGET	CPM	TOTAL PAID FLUID IMPRESSIONS	POTENTIAL REWARDS IMPRESSIONS
\$1,100	\$11	100,000	100,000
\$2,000	\$10	200,000	200,000
\$2,700	\$9	300,000	300,000
\$4,000	\$8	500,000	500,000
\$7,000	\$7	1,000,000	1,000,000
\$14,000	\$7	2,000,000	2,000,000

## NATIVE CONTENT ON CATEGORY GRIDS

Monthly and quarterly rates available - see page 6

## INTERSTITIAL PROGRAM

\$6,500 per month - see page 7

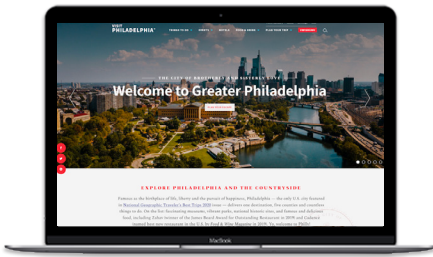
## QUICK STATS (2023)

7.5M users

14.3M pageviews

## 4 REASONS TO PARTNER

1. Reach an incredibly qualified audience across all devices
2. Benefit from a tailored campaign strategy
3. Laser-target your customer
4. Increase return on investment



Visitors to [visitphilly.com](https://www.visitphilly.com) viewed more than **14.3 million** pages in 2023 while planning their trip. Banners allow you to target your message by site content, season or geography, and our impressions-over-time model, along with our monthly reports, allow you to control your exposure and return.

**BANNER**

**VISITPHILLY.COM (2023)**

**7.5M USERS**

**14.3M PAGEVIEWS**

**COSTS**

IMPRESSIONS*	RATE
100,000	\$1,100
200,000	\$2,000
300,000	\$2,700
500,000	\$4,000
1,000,000	\$7,000
2,000,000	\$14,000

**ABOUT**

Additional impression packages are available.

We can accommodate any budget and impressions request based upon inventory availability.

*\*Copy must align with Visit Philadelphia copy style and guidelines.*

# NATIVE PLACEMENTS ON CATEGORY GRIDS

Your message will be displayed 100% of the time during your campaign on major, top-level pages next to organic editorial content; and will be hyper-targeted to specific categories such as Attractions, Food & Drink and Shopping. Your message will also rotate on the respective home page category content blade.

This high-impact visual placement offers strong branding and contextual alignment that is seeing average click-through rates of more than 1% – **10x higher than traditional banners**. These placements are offered on a first-come, first-served basis with pre-approval needed to participate.

*\*Copy must align with Visit Philadelphia copy style and guidelines.*

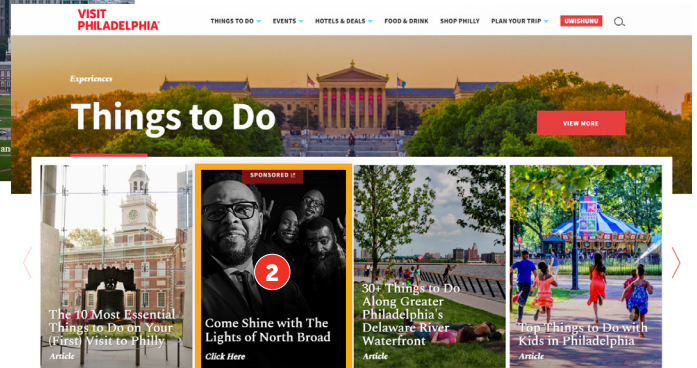


## 1 HOME PAGE CATEGORY BLADE

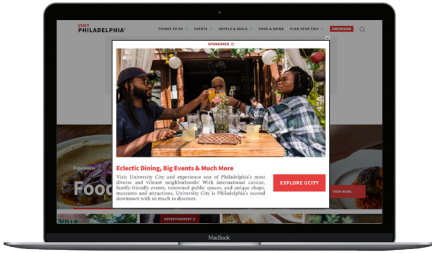
Your message will be displayed in rotation on the home page under the content blade section for the duration of your campaign.

## 2 CATEGORY LANDING PAGES

You will be in rotation between related articles round-up grid placed on hyper-targeted landing pages



CHANNELS	MONTHLY RATE	QUARTERLY RATE (3 MOS. CONSECUTIVE MAX)	HOME PAGE BLADE
Events	\$3,000	\$7,650	Events
Holidays	\$2,000	\$5,100	Events
Attractions/Museums	\$2,225	\$5,675	Things to Do
Family	\$850	\$2,165	Things to Do
LGBTQ	\$515	\$1,315	Things to Do
Live Music, Theater/Dance	\$850	\$2,165	Things to Do
History	\$515	\$1,315	Things to Do
Parks and Outdoors	\$850	\$2,165	Things to Do
Shopping	\$775	\$1,980	Things to Do
Tours	\$725	\$1,850	Things to Do
Sports	\$515	\$1,315	Things to Do
Neighborhoods	\$775	\$1,980	Things to Do
Cheesesteaks	\$515	\$1,315	Food & Drink
Food & Drink	\$1,825	\$4,200	Food & Drink
Nightlife	\$1,000	\$2,550	Food & Drink
Hotels	\$1,000	\$2,550	Hotels



**100% SHARE OF VOICE (SOV)**

This is a high-impact static visual placement takeover sponsorship with 100% SOV.

**HOW IT WORKS:**

1. When site visitors reach the 50% mark on the page, your high-impact takeover interstitial becomes an overlay on the page.
2. The visitor can close only by clicking X or the escape key.
3. Drives visitors directly to your site.
4. Appears only on desktop.

**CONSIDER THIS:**

Interstitial placements are one of the most effective formats offering HIGH IMPACT with 100% share of voice.

They cover the interface of the [visitphilly.com](http://visitphilly.com) site — displayed at the 50% mark on the page.

**RATES:**

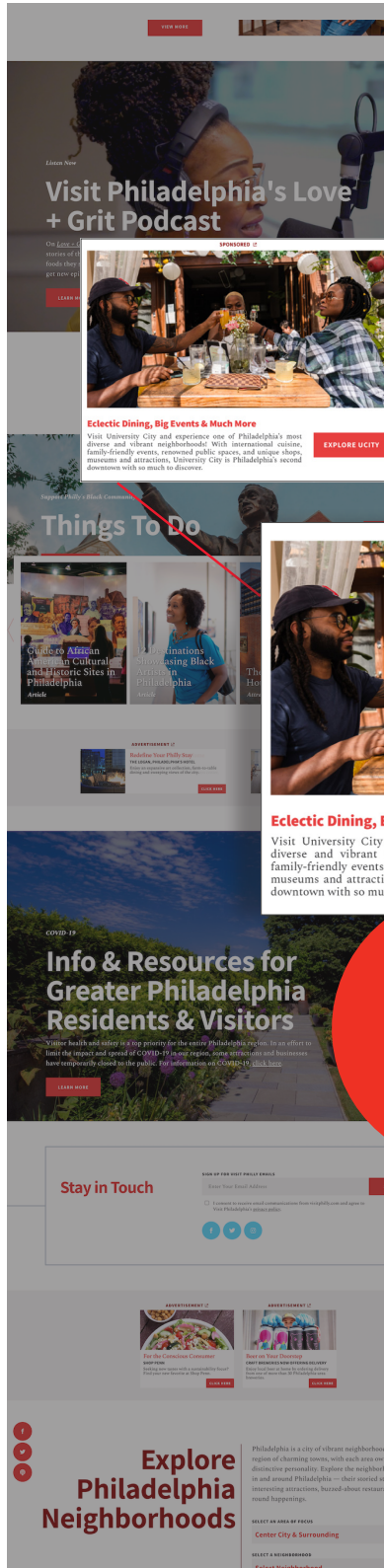
Per Month: \$6,500

**2023 PERFORMANCE:**

CTAs vary

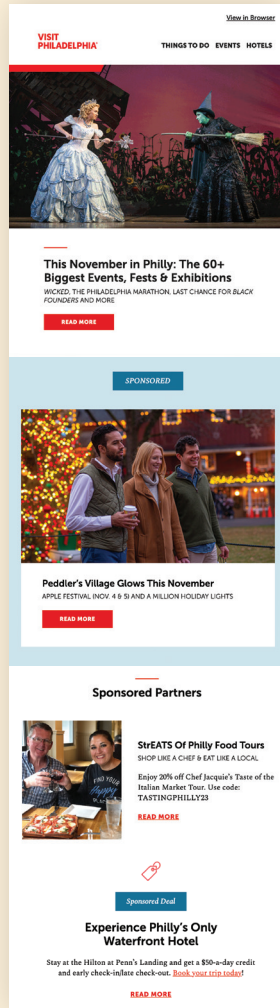
Contact for current info

*\*Copy must align with Visit Philadelphia copy style and guidelines.*

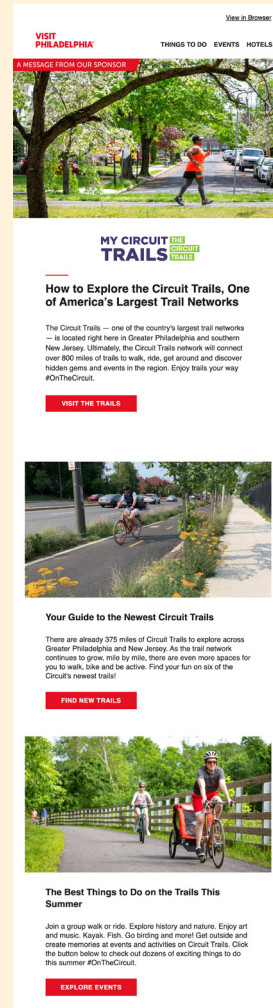




# VISIT PHILADELPHIA EMAIL PROGRAMS



**LEISURE EMAIL**



**CUSTOM EMAIL**

## COSTS

ITEM	RATE
<b>LEISURE EMAIL</b>	
Featured Content	\$2,500
Featured Partner	\$850
Featured Deal	\$415
<b>CUSTOM EMAIL</b>	
Custom Email, 100% SOV	\$8,950

## QUICK STATS

### Visit Philadelphia Newsletter

CTRs vary by unit size and placement  
*Contact for current info*

### Custom Email

100% Share of Voice (SOV)  
 Average CPCs in mid \$3 range (2023)



The visitphilly.com emails go out to **220,000+ subscribers** who are actively making travel plans and feature rich, inspiring stories that showcase what to see and do in Philadelphia.

**220K+ SUBSCRIBERS**

**CTRS VARY BY UNIT SIZE AND PLACEMENT**

Contact for current info

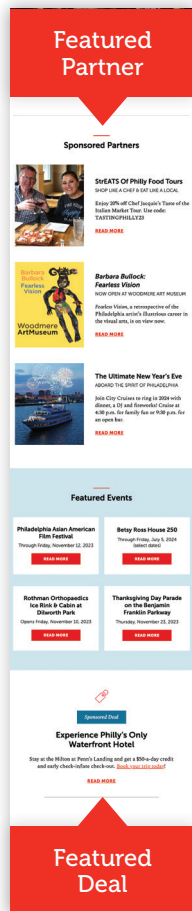
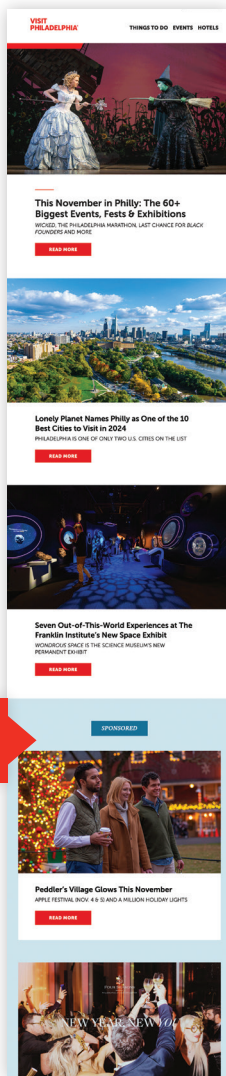
**COSTS**

ITEM	RATE
Featured Content	\$2,500
Featured Partner	\$850
Featured Deal	\$415

**ABOUT**

- Your message will be integrated into the visitphilly.com email content in one of three formatted unites (Featured Content, Featured Partner, Featured Deal).
- Clicks are driven directly to your site with a campaign tracking code or partner-provided UTM 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 tagline that attracts attention and bring the user into the experience through your copy.

*\*Copy must align with Visit Philadelphia copy style and guidelines.*



**Featured Content**



Receive **100% share of voice** with a dedicated email message to our organic email database of **220,000+ subscribers**. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website.

## 100% SHARE OF VOICE

### COSTS

ITEM	RATE
Custom Email	\$8,950

### ABOUT

- Dedicated email about your business to our audience
- 100% share of voice
- Compelling customized message that will maximize your return
- Limited inventory
- Reach 220,000+ subscribers
- Prep call held four to six weeks prior to deployment between you and Visit Philadelphia's web email team to optimize your goals and share best practices.

*\*Copy must align with Visit Philadelphia copy style and guidelines.*

### PERFORMANCE

- 3,885 average click per custom email (2023)
- CTRs vary by unit size and placement  
*Contact for current info*
- \$3.53 CPC

Large billboard image

Logo placement for branding

Call-to-action button to drive clicks

<b>FORMATTED FLUID BANNERS</b>	<b>RATE</b>	<b>SEE PAGE:</b>
100,000 Impressions	\$1,100	4
200,000 Impressions	\$2,000	
300,000 Impressions	\$2,700	
500,000 Impressions	\$4,000	
1,000,000 Impressions	\$7,000	
2,000,000 Impressions	\$14,000	

<b>NATIVE GRID</b>	<b>RATE</b>	<b>SEE PAGE:</b>
<b>CHANNELS</b>	<b>MONTHLY RATE</b>	6  See page 6 for additional discounts for consecutive run options if inventory is available.
Events	\$3,000	
Holidays	\$2,000	
Attractions/Museums	\$2,225	
Family	\$850	
LGBTQ	\$515	
Live Music, Theater/Dance	\$850	
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Shopping	\$775	
Tours	\$725	
Sports	\$515	
Neighborhoods	\$775	
Cheesesteaks	\$515	
Food & Drink	\$1,825	
Nightlife	\$1,000	
Hotels	\$1,000	

<b>INTERSTITIAL</b>	<b>RATE</b>	<b>SEE PAGE:</b>
Unit	\$6,500 per month	7

<b>EMAIL</b>	<b>RATE</b>	<b>SEE PAGE:</b>
<b>LEISURE EMAIL</b>		8-9
Featured Content	\$2,500	
Featured Partner	\$850	
Featured Deal	\$415	8, 10
<b>CUSTOM EMAIL</b>		
Custom Email	\$8,950	

**\*All Rates Are Net**