

An underwater photograph of a man and a woman snorkeling. The man, on the left, is shirtless and wearing blue swim trunks and a black snorkel mask. The woman, on the right, is wearing a light blue tank top and a clear snorkel mask. They are both holding small pieces of food in their hands, and a large group of colorful fish, including many orange and white striped tangs, are gathered around them. The water is clear and blue, with sunlight filtering through from the surface, creating a shimmering effect. The woman's green and yellow fins are visible on the right side of the frame.

LET'S GO SOMEWHERE  
together.

**ADVANCE**  
TRAVEL & TOURISM  
*destination marketers*

2024 MEDIA KIT



# Who we are.

Advance Travel & Tourism was founded in 2014.

We are a division of Advance Local, one of the top ten privately-owned media companies in the United States for over 100 years.

We deliver a unique combination of local support and customer care backed by a media powerhouse with national-level expertise, technology and tools.



# Our organization.

**Legal name:**

Advance Travel & Tourism. a division of Advance Local  
Other trade name: Alabama Media Group

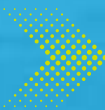
**Our address:**

1143 1st Ave. S. Suite 300, Birmingham, AL 35233  
Our team is fully remote, with a few team members in Florida.



**ADVANCE**

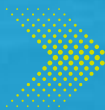
**Founded in 1924**





**ADVANCE  
LOCAL  
+  
ALABAMA  
MEDIA GROUP**

**Founded in 2012**





**ADVANCE  
TRAVEL & TOURISM**  
*destination marketers*

**Founded in 2014**

Works exclusively with DMOs, Attractions  
and other tourism related organizations

**ADVANCE TRAVEL & TOURISM LEADERSHIP TEAM  
(PRINCIPAL OFFICERS)**

Five individuals [President, VP, Sr. Director, Manager,  
Sr. Strategist]

**ADVANCE TRAVEL & TOURISM ACCOUNT  
MANAGEMENT TEAM**

Seven individuals [primary project managers for all  
client partnerships]

**ADVANCE TRAVEL & TOURISM OPERATIONS TEAM**

Eleven individuals [campaign fulfillment, optimizations,  
and reporting]

**ADVANCE TRAVEL & TOURISM STRATEGY TEAM**

Ten individuals [strategy, channel experts, new product  
innovation, media buyer]

**ADVANCE TRAVEL & TOURISM CREATIVE TEAM**

Three individuals [creative design and direction]

**ALABAMA MEDIA GROUP TEAM**

Ten leaders [Sr. Directors, Directors, Managers]  
Twenty-eight account managers [assigned to other key verticals]

**ADVANCE LOCAL ENTERPRISE TEAM**

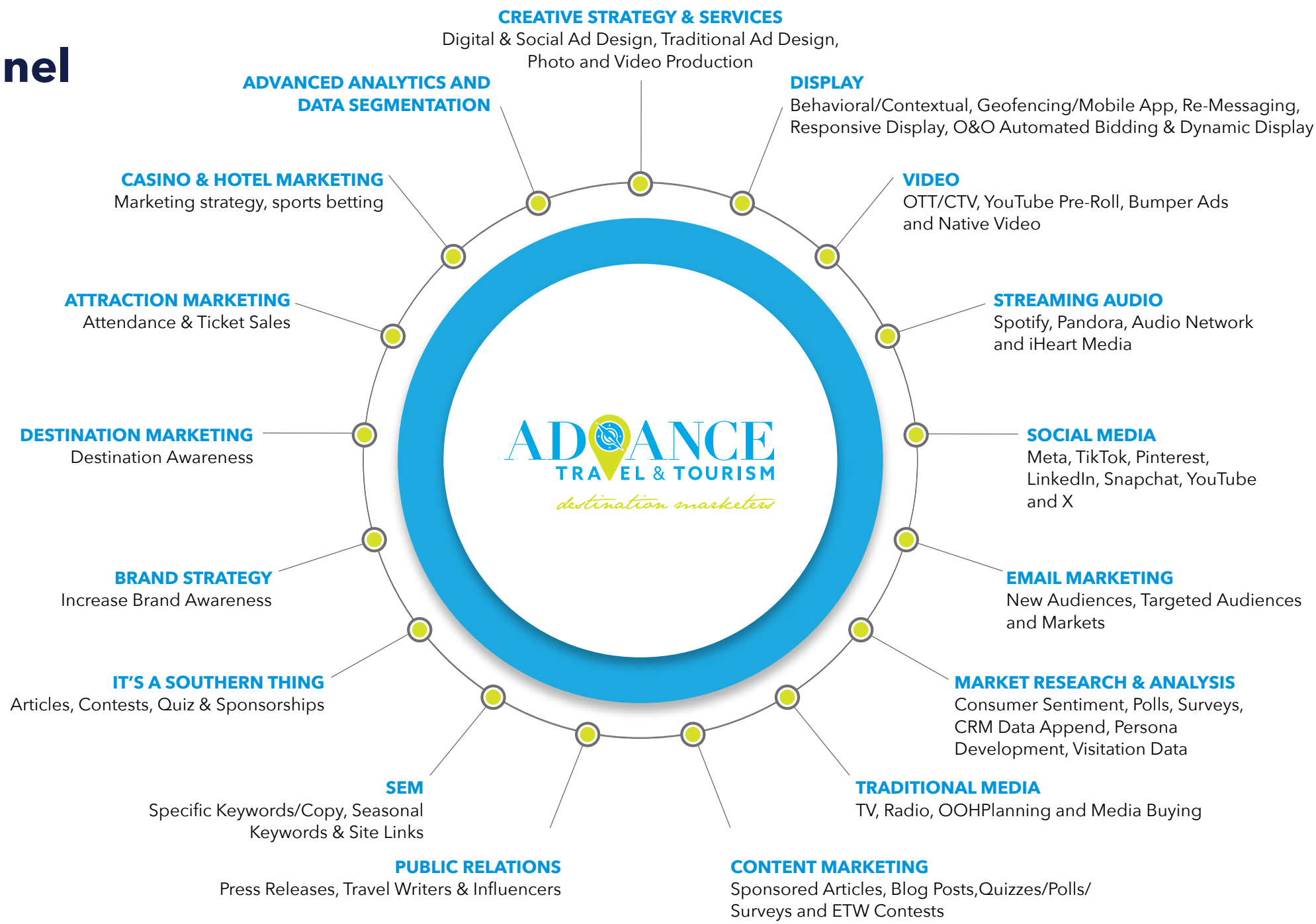
Three leaders [Vice-President, Director, Sr. Manager]  
Thirteen individuals [operations, strategy, channel experts]

We advocate for tourism.



AND more!

# Our channel options.



# Digital capabilities.

We are proud to offer best-in-class capabilities powered by unmatched first-party data and over 60 third-party data partnerships. You won't find a better combination of capabilities, industry intel, experience, and people.

## 1. ONLINE VIDEO

- In-story and native video
- YouTube TrueView
- OTT/CTV with dynamic video ad options
- Custom video production

## 2. ONLINE DISPLAY ADVERTISING

- Direct sold placement on our owned properties
- Programmatic ad-buy management on our extended reach network
- Custom and look-a-like audience targeting and re-messaging
- Lat/Long and geo-fencing
- Standard, native, and high impact ad units

## 3. CONTENT AND CREATIVE SERVICES

- Sponsor content on AL.com, sister sites and extended publisher network
- Blog posts, infographics, white papers
- Full-service creative design

## 4. EMAIL MARKETING

- Data appends
- Display and social re-targeting

## 5. SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE MARKETING

## 6. SOCIAL MEDIA

- Account management and optimization
- Custom and look-a-like audience targeting
- Site re-messaging

## 7. SPONSORSHIPS

- It's a Southern Thing
- This is Alabama
- College Football (Alabama, Auburn, UAB)
- Interactive sweepstakes, surveys, polls, quizzes

## 8. OTHER SERVICES

- Streaming audio (Spotify/Pandora)
- Text Message Marketing
- Web Development
- IP/Device ID match
- Digital Out-Of-Home (roadside/highway boards, doctor office and university screens)





# Our approach to travel marketing.

Every marketing strategy we craft starts with an audience-first approach based on a strong understanding of how travelers navigate the four phases of the travel decision making journey.

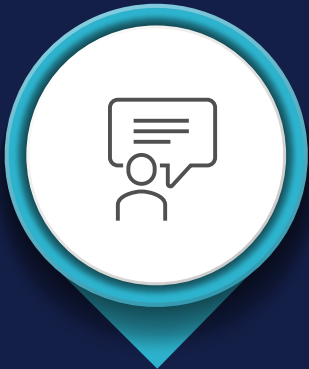
You may hear us refer to this as “From Discovery to Memories” at times.

We know we want to get travelers to the Book and Share phases; to do so, we need to engage and inspire them through the Dream and Plan phases.



# Our approach to partnership.

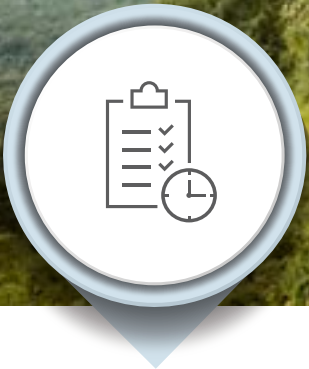
At Advance Travel & Tourism, we strive to provide excellence in all areas of service we offer, and we are dedicated to on-time delivery. Our approach with a new client or a new campaign with an existing account is simple in its concept and complex in its execution. As our partner, here is the journey you can expect to take with us:



**SERVICE  
AGREEMENT**



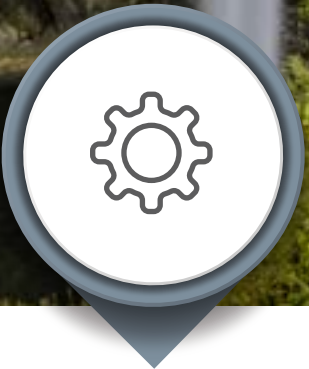
**DISCOVERY &  
RESEARCH**



**CAMPAIGN  
PLANNING**



**CREATIVE**



**SET UP**

- Reporting Dashboard
- Campaign Schedules



**LAUNCH &  
MONITOR**



# The value we bring.

## CUSTOM VISITATION REPORTING:

We can provide your organization custom visitation reporting. This includes device visitation to several different tourist areas in your community. Our platform allows us to filter out locals and only see details related to travelers. We will review and analyze this reporting monthly / quarterly to continuously learn where your best audiences are. This reporting will also help with additional insights into the success of all marketing efforts. We will bring tangible insights to your campaign for improved targeting and results.

## CUSTOM ANALYTICS ANALYSIS:

We can bring thoughtful and actionable reporting to the your team and board on an as needed basis. We typically have weekly conversations with our partners, but also provide bi-weekly and monthly details reporting. We even build custom reports specifically for board/stakeholder meetings. We promise to always be insightful when it comes to campaign reporting. We can provide a 24/7 dashboard for your team to review anytime necessary, as well as create custom reports in GA4.

## CREATIVE SERVICES:

Advance Travel and Tourism provides creative services for social and display at no additional cost, we simply ask that your team provide the assets. We will receive your approvals before anything goes live. We will make recommendations to your team on creative needs/specs in order to execute on the campaign in the most effective ways. This includes content and video suggestions.

## ACCOUNT MANAGEMENT:

We are dedicated to developing partnerships for life. Our customer service and account management efforts are second to none. At the operational level, your account is managed, monitored, and optimized by a team of literally dozens of product experts including SEM specialists, social media specialists, digital display and audience targeting specialists, digital strategists, creative designers, web developers, and fulfillment coordinators. We are always available for off-hand questions or last-minute meeting requests. While we have many partners throughout the southeast, YOU will always feel like you are our MVP.

## TEAM MARKET VISITS:

We will have regular in marketing meetings to better understand your marketing needs and truly embrace the community. When we visit, we don't just come in for the meeting and leave—we take time to explore the region, visiting new restaurants or attractions and staying at different lodging partners. This gives our team an opportunity to know your community and organization inside and out in order to be a better partner and bring additional insights into marketing campaigns.

# Happy clients.



“Advance Travel has truly been a game-changer for us. Their expertise, dedication, and unwavering support have made a remarkable difference in our advertising campaign. From meticulous planning to seamless execution, they have consistently exceeded our expectations. Their ability to adapt to changing circumstances and provide valuable insights has made our journeys stress-free and enjoyable. I can’t recommend Advance Travel enough for anyone looking for a top-notch travel partner.”

**ROB WELLS | President and CEO** Greater Beaufort-Port Royal CVB



“Visit Blue Ridge GA has benefited greatly from our partnership with Advance Travel and Tourism. Our digital campaigns with Advance Travel have helped us expand our markets and attract more visitors to our website and our destination. The team at Advance offers us excellent research-based advice, analysis and reporting. Advance excels at innovative, thoughtful campaigns and their creative team does a great job with ads and content. I would highly recommend the services of Advance Travel and Tourism to anyone in destination on marketing.”

**JAN HACKETT | Marketing Advisor and Consultant** Georgia’s Blue Ridge



“Working with the Advance Travel and Tourism team has been outstanding! They have taken the time to get to know the brand of the National Corvette Museum and our visitor base to provide us with the tools and tactics needed for a successful digital campaign. I highly recommend them to any attraction or destination that is looking for a knowledgeable and efficient execution for their digital advertising!”

**MARIAH HUGHES | Senior Media and Marketing Specialist** National Corvette Museum

# Success stories.

## GREATER BEAUFORT-PORT ROYAL CVB

We all know how hard the travel/tourism industry was hit during the pandemic. Visit Beaufort and Advance Travel and Tourism worked closely during the first months of the pandemic to have a strategic plan in place once the restrictions were lifted and people could travel again.

The goal of the recovery campaign was to drive high level awareness, while also enticing potential travelers to directly click to Visit Beaufort’s partner websites. It was important in the early stages of re-opening that the campaign was softly asking people to visit again.

## PRODUCT MIX

- Behaviorally targeted digital display
- Search-Engine Marketing & Remarketing
- Video Marketing
- Social Media Marketing

## OBJECTIVES/STRATEGIC GOALS

- Drive high-level awareness within short drive markets
- Entice potential travelers to click-thru to Visit Beaufort’s partner websites

## OUTCOMES

The strategic digital marketing campaign had excellent correlation with Visit Beaufort’s Short Term Rental Occupancy Rates, ADR, and RevPar from June 2020-August 2020. Visit Beaufort had an 8% increase in available listings, and was able to accomplish Occupancy Rates nearly 14% higher than 2019. While many DMO’s saw significant decreases in ADR, Visit Beaufort was able to maintain a steady ADR year over year, and successfully generated 12% more in RevPar.



4.3 MILLION

Digital ads seen by potential travelers



975,256

Complete video views within YouTube and CTV/OTT



42,000+

Website sessions with 80% of those being new users



62%

Average increase on sitewide traffic from targeted markets

“Advance Travel and their team worked with us through every step of the process with timely data, appropriate messaging, and thorough analysis. Given the uncertainty of the times, our budget reflected the industry’s troubles during March and April. Advance Travel created a flexible plan that allowed us to maneuver.”

**Robb Wells**  
President and CEO  
Visit Beaufort, SC



# Reporting.

- 24/7 dashboard
- Weekly/Monthly insights meetings
- Ongoing campaign optimizations
- Article views and engagements
- Blog page increases in engagements and traffic
- Campaign trends, delivery, pacing, and engagement
- Website traffic trends, engagements, events, and conversions
- Visitor demographics and persona segments
- Visitation trends by day, week, year
- And much more...

**Campaign Delivery**  
**Channel Performance**  
**Goal Conversions**  
**Session Duration**  
**New vs. Returning Visitors**  
**Path to Conversion**  
**Visitor Guide Requests**  
**Market Performance**  
**+ Campaign Performance Dashboard!**



**YouTube TrueView Video.**  
Dallas, Houston, Baton Rouge, Memphis, and Jackson

	Impressions	Views	Clicks	CTR	50%	100%	Watch Time (Sec)
Baton Rouge	22,191	13,341	11	0.05%	78%	59%	75
Dallas	21,917	13,376	15	0.07%	79%	60%	75
Houston	21,721	13,417	18	0.08%	79%	61%	74
Jackson	22,625	13,930	25	0.11%	80%	61%	78
Memphis	22,293	13,888	15	0.07%	81%	61%	76
TOTAL	110,847	67,950	84	0.08%	80%	60%	77%

Avg Watch Time Per Imp: 13 Sec


**Paid Social.**  
Dallas, Houston, Baton Rouge, Memphis, and Jackson

Page	Impressions	Clicks	Pageviews
Home	25	10	543
1	25	44	115
Engagement Page	25	28	408
Houston Guide	25	30	344
Atlanta	25	10	237
Blog	25	6	308
Atlanta and Houston	25	6	111
Home Page	25	0	10
Top Houston Page	25	0	76
Atlanta	25	7	76

**OTT Video.**  
Dallas, Houston, Baton Rouge, Memphis, and Jackson

	Impressions	Clicks	CTR	Completion Rate
TOTAL	304,281	428	0.14%	86.07%
Jackson	60,114	8	0.01%	86.01%
Memphis	60,890	147	0.24%	87.61%
Houston	60,460	85	0.14%	84.50%
Dallas	60,492	7	0.01%	89.10%
Baton Rouge	62,265	181	0.29%	86.11%

Baton Rouge and Memphis had the highest Time on Page for April







# Thank you.

We'll meet you for coffee, buy you lunch and walk you through your plan and results IN PERSON.

We have a national footprint (and national resources) with local team members.

We live in and care about your community. We know what makes you special and how to share that story. This is all we do, and we love it.

We can't wait to work together! Contact us today.

[www.advancetravelandtourism.com](http://www.advancetravelandtourism.com)

