

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

NOTICE OF FEBRUARY 2016 REGULAR MEETING OF MEMBERS AND BOARD OF DIRECTORS

To: Board of Directors and Members

PURSUANT to the call of a majority of the Board of Directors named in the Certificate of Formation of the Corporation, NOTICE IS HEREBY GIVEN that the Board of Directors and the Members of The Woodlands Convention and Visitors Bureau, a Texas non-profit corporation (the "Corporation"), will meet at the principal office of the Corporation, at 2801 Technology Forest Boulevard, The Woodlands, Texas 77381, on February 3, 2016, at 11:30 a.m., for the purpose of:

1. Pledge of Allegiance;
2. Call to order and adoption of Agenda;
3. Public Comment;
4. Receive presentation of 2015 Visitor Services Wrap Up;
5. Receive, consider and act upon 2016 Marketing Placement;
6. Receive, consider and act upon potential recreational opportunities on The Woodlands Waterway;
7. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;
8. Reconvene in public session;
9. Receive, consider and act upon agreement on assuming operations of the Waterway Cruisers;
10. Receive, consider and act upon potential sale of the Waterway Cruisers;
11. Receive, consider and act upon Ferry Grant program regarding the Waterway Cruisers;
12. Staff Initiative Reports;

13. President's Report;
14. Board Announcements;
15. Agenda items for next meeting;
16. Adjournment.

This notice is given in accordance with the Bylaws of the Corporation and the Texas Business Organization Code. In accordance with state law, notice of this meeting was posted at least 72 hours in advance. This posting occurs at the Montgomery County Courthouse, the Harris County Courthouse and inside the boundaries of the Township at its office building.

Dated at The Woodlands, Texas, the 28th day of January, 2016.



A handwritten signature in black ink, appearing to read "M. J. Wolda". The signature is fluid and cursive, written on a light-colored background.

President of The Woodlands Convention & Visitors Bureau

CVB Regular Board Meeting

Meeting Date: 02/03/2016

Information

SUBJECT MATTER:

Receive, consider and act upon 2016 Marketing Placement;

BACKGROUND:

The Woodlands Convention & Visitors Bureau is charged with the responsibility of promoting The Woodlands as a destination for leisure, convention and business travel. Its Mission specifically states, "To position The Woodlands as a regionally, nationally, and internationally recognized destination by developing quality marketing programs and sales outreach to attract visitors, conventions and stimulate economic development and growth."

To do this, marketing and advertising play a key role in these efforts in not only destination marketing but group sales as well. The Woodlands CVB is seeking approval of the 2016 media placement schedule which includes placement for a variety of media including television, print advertising and digital marketing. The Atkins Group's recommendations are a result of extensive strategic planning and research into The Woodlands CVB's current and previous marketing efforts.

To expand, in the leisure segment, the CVB will continue to feature print in such publications as Southern Living, Conde Nast Traveler and Texas Highways, among others. The Woodlands CVB suggests adding attention to the digital sector to increase the ability to measure effectiveness of placement. After Board discussion and budget allocation, the CVB will be able to move into the Dallas Market for 2016. Staff and Agency suggest utilizing the majority of earmarked Dallas budget in Cable TV and a targeted Wall Street Journal insert. Coupled with the exposure from the general plan, the Dallas campaign is destined for success. This initiative specifically addresses Objectives #1 & #2 in the approved Strategic Marketing & Communications Plan, Brand Awareness & Paid Media.

After great success in 2015, the CVB and Agency recommend utilizing the cooperative advertising budget with partners in the Wall Street Journal and USA Today.com. If approved, this year, partners would have the added benefit of reaching the Dallas Market. This initiative specifically addresses Objectives #2 & #8 in the approved Strategic Marketing & Communications Plan, Paid Media & Partnerships and Coop.

Lastly, Group Sales marketing placements were able to be enhanced dramatically with new budget dollars. The increased budget allows for more frequent ads in publications such as Smart Meetings, Association Leadership and Texas Meetings & Events. Additionally, the Group Sales budget will allow for a stronger digital presence through SEM, Ad Networks and specific email blasts. Research also shows that meeting planners are reading publications such as a Texas Monthly and Austin Monthly in their spare time, which is an added opportunity to reach these corporate meeting and convention planners. This initiative specifically addresses Objectives #2 & #7 in the approved Strategic Marketing & Communications Plan, Paid Media & Group Sales.

The expenditures related to Destination Marketing and media buys will be facilitated by The Atkins Group and have been budgeted for. Please find attached the marketing placement flowchart as well as deck of explanation for each media outlet.

RECOMMENDATION

Approve The Woodlands CVB's media placement schedule for 2016 for Destination Marketing, Cooperative Advertising and Group Sales.

Attachments

Media Placement Flow Chart

Media Placement Deck

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

The Woodlands CVB

FY 2016 Media Plan

January 27, 2016

the**atkins**group

Media Objectives

- ▶ Make travelers to the area aware of The Woodlands' amenities from a leisure perspective
- ▶ Effectively reach desired audiences through placement in targeted media
- ▶ Monitor response-rates, use CPI (cost-per-inquiry) and CPC (cost per click) as contributing criteria for media selection
- ▶ Build on overflow business from surrounding markets
- ▶ Boost weekend visitation
- ▶ Target travelers for longer and more frequent stays
- ▶ Increase awareness of and visitation to The Woodlands CVB website

Media Strategies

▶ Target Audience

- ▶ Leisure Travelers
- ▶ Business Travelers
- ▶ Meeting Planners
- ▶ Target Audience

▶ Geography

- ▶ Texas
- ▶ Shoulder States
- ▶ National

▶ Timing

- ▶ Full year coverage, with emphasis on peak planning times for both leisure and corporate travel
 - ▶ Leisure: Spring/Easter, Summer, Shoulder Seasons, Holiday and Events
 - ▶ Meetings: Off peak leisure periods

Media Consumption

- ▶ Target audience of Adults 25-54 with HHI \$100k+ are:
 - ▶ Heavy magazine readers
 - ▶ Heavy newspaper readers
 - ▶ Heavy Internet users
 - ▶ Average radio listeners
 - ▶ Average to low TV users
 - ▶ Heavy viewers of out-of-home
- ▶ *Source: Scarborough Data*

Media Selection

- ▶ Cable TV
- ▶ Magazines
- ▶ Internet
- ▶ E-mail blasts
- ▶ Newspaper Inserts

Media Rationale

- ▶ Cable TV
 - ▶ Brings the Woodlands to life with the combination of sight, sound and motion
 - ▶ Reaches an upscale, affluent audience
 - ▶ Large coverage of geographic area
 - ▶ Adults spend more time watching cable than they do broadcast television
 - ▶ Showcases the beauty of The Woodlands

Media Rationale

▶ Magazines

- ▶ Serves as the umbrella for branding, while covering multi-markets at efficient costs
- ▶ Use an integrated approach between online and magazines, as magazines drive potential consumers to specific websites
- ▶ Relevant editorial
- ▶ Targeted audience, both demographically and geographically

Media Rationale

▶ Internet

- ▶ Increase The Woodlands' online presence because travel shopping, meeting planning and purchase of travel online increases every year
- ▶ Continue to build on search engine marketing
- ▶ Reach people actively looking for information about your services
- ▶ People who are searching with keywords relevant to your business
- ▶ Banner ads drive additional traffic to search engine and CVB website

Media Rationale

- ▶ E-mail Blasts
 - ▶ Extremely targeted
 - ▶ Long copy platform to highlight events, promotions, special offers/incentives
 - ▶ Create and/or add to database

Media Rationale

- ▶ Newspaper Inserts
 - ▶ Targeted by income level and propensity to travel
 - ▶ Typically provide large quantity of leads
 - ▶ Very low cost per inquiry
 - ▶ Editorially compatible
 - ▶ Geographic targeting
 - ▶ Provides the opportunity for Co-Op

Newspaper Insert: See Texas First

Spring Edition

Circulation: 1,025,755

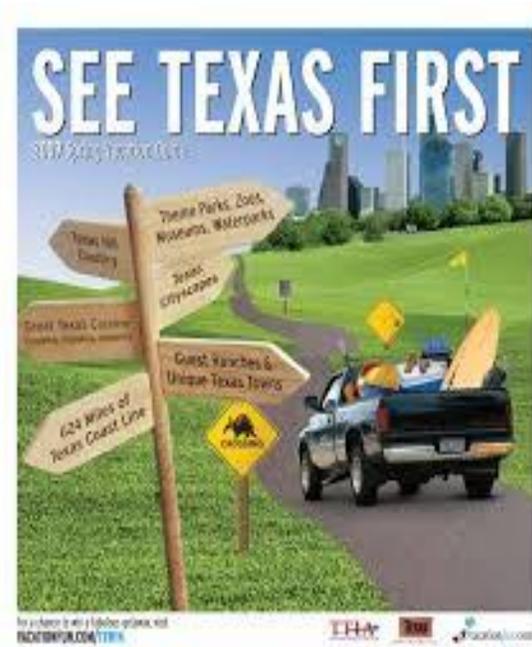
24 newspapers in Texas and contiguous states

Fall Edition

Circulation: 975,755

21 newspapers in Texas and contiguous states

- Full-color insert
- Weekly lead delivery
- VacationFun.com listing for run of the campaign
- Campaign launch eBlast to opt-in list of 25,000 subscribers
- Mid-campaign eZine sent to an additional 25,000 subscribers
- Search engine marketing for the run of campaign



Online

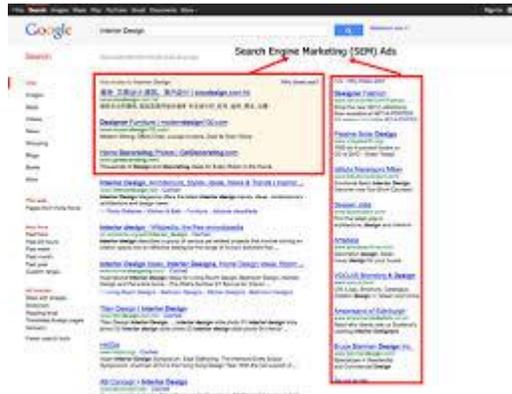
Ad Networks

Ad Networks are a group of websites that can be targeted by age, gender, geography, contextual content, behavior and include re-targeting.

These networks allow the advertiser to target their potential consumer by the way they utilize the internet allowing for multiple exposures on a variety of sites and reach the consumer on all platforms: desktop, tablet, and mobile.



Search Engine Marketing



SEARCH ENGINE MARKETING involves the promotion of websites by increasing their visibility in search engine results pages through optimization and advertising

TourTexas.com



TOURTEXAS.COM is a source for Texas travel information.

TripAdvisor.com



TripAdvisor is an American travel website providing reviews of travel-related content. It also includes interactive travel forums. **TripAdvisor** was an early adopter of user-generated content and is America's largest travel site.

USAToday.com



USA TODAY is a multi-platform news and information media company. Founded in 1982, their mission is to serve as a forum for better understanding and unity to help make the USA truly one nation through its newspaper, website and mobile platforms

Video Globetrotter

VideoGlobetrotter is ranked in the top 4 on Google's search for travel destination videos. There are over 300 million videos downloaded every year. The site helps destinations meet marketing goals by increasing awareness as a vacation destination. The Woodlands will be participating on a website specifically targeted to travelers.



Southern Living: Travel Directory

Southern Living's travel directory ads are geo-targeted to subscribers in the relevant region; so for the Southwest region the impressions would be 1.8 Million for the print ad. The ad also lives on the travel channel for a full year giving you added impressions.



VISIT SLTRAVELPLANNER.COM TO PLAN YOUR TRIP AND GET FREE INFORMATION

ACCOMMODATIONS



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ACCOMMODATIONS



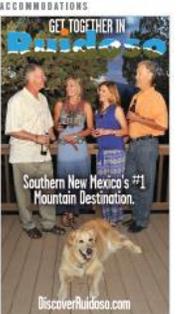
Brighten your Holidays visit Pine Mountain, Ga

Fantasy in Lights*

Nov 22 - Dec 30, Callaway Gardens
One of the Top 10 places in the world to see Holiday Lights according to National Geographic

Make it your best holiday ever -- we're just an hour south of Atlanta. visit.pinemountain.org

ACCOMMODATIONS



GET TOGETHER IN

Southern New Mexico's #1 Mountain Destination.

DiscoverRuidoso.com



SPECIAL SL DEAL

Top of the month #52: Post-Adventure Texas

#00 ALABAMA
1 Alabama Tourism Department
2 Mobile Bay
3 Wind Creek Wetlands

#01 ARKANSAS
4 Arkansas - The Natural State
5 Lewis Hotel

#02 DELAWARE
6 Delaware Tourism Office
7 Dover Delaware's Capital
8 Lower Chamber of Commerce
9 Rehoboth Beach-Owego Beach Chamber of Commerce, DE
10 WilmingtonDE.com

#03 FLORIDA
11 Tallahassee Museum
12 The Emerald Coast of Florida
13 VISIT FLORIDA

#04 GEORGIA
14 Georgia
15 Albany Convention & Visitors Bureau
16 Adena Botanical Garden
17 Augusta CVB
18 Explorations in Antiquity
19 Pine Mountain Tourism Association www.PineMountain.org

#05 HAWAII
20 Aston Hotels and Resorts
21 Maui Visitors Bureau

#06 KENTUCKY
22 Equineus Kentucky's Unleashed Spirit

#07 LOUISIANA
23 Louisiana Office of Tourism

#08 MARYLAND
24 Maryland Office of Tourism

#09 MISSISSIPPI
25 Mississippi Development Authority Tourism Division
26 Oxford-Leflore County Chamber of Commerce

#10 NEW MEXICO
27 Ruidoso

#11 NORTH CAROLINA
28 Visit North Carolina www.VisitNC.com/visitor
29 Discover Historic Hendersonville - Winter Getaways HistoricHendersonville.org
30 Queenston Area Convention & Visitors Bureau
31 Meet General Stone - Asheville, Boone

#12 OKLAHOMA
32 Oklahoma Tourism & Recreation Department
33 Visit Washington

#13 SOUTH CAROLINA
34 South Carolina Tourism
35 B&B Charleston Wine + Food Festival
36 Charleston, SC & Resort Beaches www.VisitSC.com
37 Discover Spalding County
38 Historic Charleston
39 Historic Charleston Antiques Show
40 Historic Charleston Festival of Homes & Gardens
41 Holly Dye, Columbia Meet General Stone --
42 Charleston & Columbia
43 Southwestern Wildlife Exposition
44 SummerVie YMCA
45 Shawnee Festival
46 The Mills House Mythom Grand Hotel
47 Town of Mount Pleasant, SC
48 Visit Summerville South Carolina
49 Waterboro -- The Front Porch of the Lowcountry

#14 TENNESSEE
50 Tennessee Tourism
51 Mall at Green Hills
52 Meet General Stone - Nashville
53 Nashville Convention & Visitors Bureau

#15 TEXAS
54 The Great State of Texas
55 Beaumont/Washington County CVB
56 Laredo CVB
57 Rodgers-Fulmer Chamber of Commerce

#16 VIRGINIA
58 Virginia Is For Lovers
59 Virginia State Parks

#17 WASHINGTON, D.C.
60 Destination DC Official Visitors Guide
61 Fairmont Washington, D.C., Georgetown

#18 WEST VIRGINIA
62 West Virginia Tourism

#19 CRUISES
63 American Cruise Lines

ALABAMA



Family, Friends, Fun Virginia State Parks

The kids can't wait to get to "moo" cabins for the holidays. It's becoming a tradition.

Love Virginia

800-933-PARK (7275)
www.virginiastateparks.gov

Luxurious Accommodations in the heart of D.C.

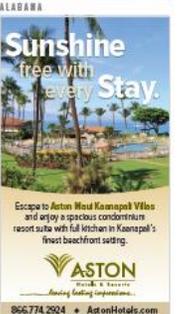


Southern Living Exclusive Discount: 25% Off Best Available Rate

Book at Fairmont.com/Washington or call 866-560-4305, Promotional Code: FRI12

Fairmont
WASHINGTON, D.C.

ALABAMA



Sunshine free with every stay.

Escape to Aston Maui Konaopolu Villas and enjoy a spacious contemporary resort suite with full kitchen in Konaopolu's finest beachfront setting.

ASTON
MAUI, HAWAII
Having holiday impressions.

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#20: Asheville, North Carolina



Southern Living Hotel Collection

Barnesby Resort, Asheville, NC
August 25: Help rob with the Mrs. Soob of Barnesby Resort at our first wine dinner and tasting of the season. www.southernliving.com

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Southwest: The Magazine

Published Monthly

Circulation: 3,490,000

Southwest: The Magazine reaches nearly 3.5 million loyal, affluent and engaged travelers every issue with a distinctive voice and sophisticated design. They travel for business and pleasure, and they are avid consumers of the content served in-flight.



Texas Events Calendar

Published Quarterly

Circulation: 65,000

Travelers pick up the *Texas Events Calendar* at the 12 Texas Travel Information Centers and more than 100 area CVB visitor centers around the state. Additional distribution is by mail to those requesting individual copies or fulfillment packets with a *Texas Highways Events Calendar* included

For more than 50 years, the *Texas Events Calendar* has showcased festivals, fairs, rodeos, concerts, exhibits and all things fun in Texas. Each quarterly issue, published by the Texas Department of Transportation, is bursting with hundreds of events from across the state.



Texas Highways

Published Monthly

Circulation: 200,000

Texas Highways, a print and digital publication, encourages recreational travel to and within Texas. Its coverage includes statewide events, travel tips, scenic destination features, and top weekend getaways.



Texas Journey

Published Bi-Monthly

Circulation : 960,000

Texas Journey is edited for members of AAA Texas. It provides a perspective on the state and introduces people behind the scenes at cultural, artistic, historical and outdoor events. It also contains discoveries and insights on US and international travel destinations in order to plan trips, annual family vacations, or quick weekend getaways.



Texas State Travel Guide

Published Annually

Circulation: 900,000

Texas State Travel Guide is edited for prospective visitors to the state. It lists over 475 cities and towns and includes population information, recreational and travel sites, maps and photography. Also listed are lakes, state parks, national and state forests, as well as information on hunting and fishing.



Houston Official Visitors Guide

Published bi-annually

Circulation: 200,000

The *Houston Official Visitors Guide* offers both pre-destination and in-market distribution, delivering your message to the vast and varied Houston Visitor Market.

- Houston Area Hotels
- Mailed by the GHCVB staff for all visitor inquiries coming to Houston
- Exclusive distribution at the Bush Intercontinental and Hobby Airports
- Convention Delegate availability at the George R. Brown and Reliant Park Complex
- Available at Houston Area Official Visitors Centers and Concierge desks including Visitor Kiosk within the Galleria



Newspaper Insert

Wall Street Journal Insert 1-12 Pages (Co-Op)

Published 6 days a week

Circulation for Insert: 44,490

Includes Austin, San Antonio,
Houston, Corpus Christi, Rio
Grande Valley

The *Journal* primarily covers
American economic and
International business topics,
and financial news and issues..



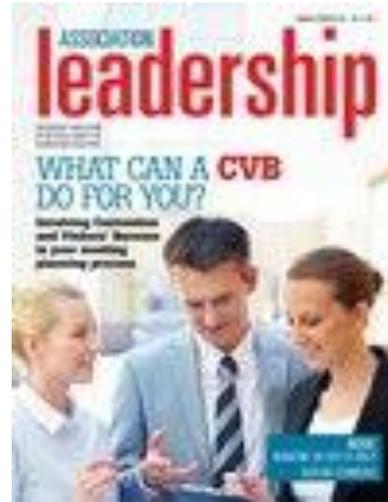
Meeting Publications

Association Leadership

Published Bi-Monthly by the Texas Society of Association Executives

Circulation: 1,303

Association Leadership contains information pertinent to those working within the association industry. It is mailed directly to all Texas Society of Association Executive members, including association executives, meeting and trade show planners and other key association staff. Each issue of *Association Leadership* includes news, commentary, legislative and legal issues, as well as regional focus articles. In addition, there are numerous columns, features and a calendar of events.



Texas Meeting + Events

Published Quarterly

Circulation: 9,500

Texas Meetings + Events content includes an extensive "Best Practices" section, including tips on how to run meeting/event planning businesses, how to work more "green," updates on technology and information on how to work more effectively with suppliers. It also profiles real meetings and events, tracks, trends (Lighting, decor, catering, lodging etc.), provides a full regional news update (industry promotions & awards, new venues, CVB news, etc.) and profiles key figures in the local industry. It includes some opinion (in the Open Mic Column) and some levity (in the "Weirdest Requests" column).



Texas Town & City

Published 11x per year

Circulation: 11,339

Texas Town & City features articles on new developments in municipal government operations. It is geared to the interests of elected city officials-including mayors and council members, and management personnel-including city managers and directors of purchasing, public works, planning, water/sewer works, streets and parks and recreation, solid waste and fire and police services. Articles focus on municipal trends, problem ideas, and recommendations for improving financial administration and other aspects of municipal management.



Media Tactics

▶ Magazines

- ▶ The magazines are selected for their high reach of the target audience
- ▶ Ads will be mainly ½ page or smaller for cost efficiencies
- ▶ Ads will be placed based on editorial content, special sections and/or seasonality
 - ▶ **Houston Official Visitors Guide**
 - ▶ ½ pg 4 Color ad
 - ▶ Spring & Fall Editions
 - ▶ Included with Houston CVB membership
 - ▶ **Southwest: The Magazine**
 - ▶ Run in April's Destination Texas Edition
 - ▶ **Brides**
 - ▶ FP4C ad
 - ▶ June Edition
 - ▶ Reach brides planning for peak wedding season

Media Tactics

▶ Magazines Continued

▶ Texas Journey

- ▶ ½ Page 4 Color ads
- ▶ Run in May/June, Sept/Oct and Nov/Dec

▶ Texas Highways

- ▶ ½ Page 4 Color ads
- ▶ Run in May, July, December

▶ Texas State Travel Guide

- ▶ 1/2 Page 4 Color ad
- ▶ Annual Edition

▶ Conde Nast Traveler

- ▶ FP4C ad
- ▶ Run in May & June

Media Tactics

- ▶ Internet

- ▶ Search Engine Marketing

- ▶ Promote the CVB alongside pertinent search results
 - ▶ Buy Google, Yahoo, Ask, and MSN to reach over 95% of all search word users
 - ▶ Target ads specific to each of the audiences; Corporate, Conventions, and Leisure
 - ▶ Purchase competitive words to target consumers looking at your competition
 - ▶ Target Texas to maximize reach and awareness

Media Tactics

- ▶ Ad Networks:
 - ▶ Target by demographic, behavior, contextual, geographic, and retargeting
 - ▶ Ad Networks Demographic Prediction Technology targets users with over 95% accuracy throughout Premium Network
 - ▶ Target consumers with a propensity to travel
 - ▶ Reach consumers seamlessly by matching their internet usage patterns
 - ▶ Purchase 300x250, 728x90, 160x600, and 120x600 ads. Optimize by traffic patterns
 - ▶ Use a variety of formats to enhance the user experience, i.e., Pre-roll, In-banner video, etc.

Media Tactics

- ▶ Travel Spike
 - ▶ Campaign targeted to travel intenders searching for information on the Woodlands CVB
 - ▶ Expands your chances to influence travelers before they book
- ▶ TourTexas.com
 - ▶ Platinum Sponsorship
 - ▶ PDF Brochures
 - ▶ Video Streaming
 - ▶ E-Updates
 - ▶ E-Spotlight
- ▶ TripAdvisor
 - ▶ Targeting consumers searching for Houston (nationally)
 - ▶ Banners on Texas content pages

Media Tactics

- ▶ USAToday.com
 - ▶ Targeting Texas
 - ▶ Multi-Platform: Desktop, Tablet and Smart Phone
 - ▶ Targets Business Traveler through Money Section
 - ▶ Targets Leisure Traveler through Travel Section
 - ▶ THE POINT: Through a partnership with the Hilton Brand, any guest who accesses the internet through Desktop, Tablet or Smart Phone in any Hilton property, will be served THE POINT
- ▶ VideoGlobetrotter
 - ▶ 100% Videos

Media Tactics

- ▶ Newspaper Inserts
 - ▶ Continue purchasing See Texas First as a top lead generator.
 - ▶ Continue with the ¼ page strategy for cost effectiveness
 - ▶ Add inserts in the Wall Street Journal to reach the business traveler and meeting planners within the Texas market
 - ▶ The insert can be 1 to 12 pages in length depending upon the number of partners
 - ▶ Utilize as a Co-Op mechanism
 - ▶ Austin
 - ▶ Corpus Christi
 - ▶ Dallas
 - ▶ Rio Grande Valley
 - ▶ San Antonio
 - ▶ Houston
 - ▶ Beaumont/Port Arthur

Media Tactics

- ▶ Email Blasts
 - ▶ Use existing database and merge/purge with qualified list for corporate business travelers/planners, if possible
 - ▶ If recipient opts-out, they will not be opting out of the CVB database
 - ▶ Drive additional traffic to key word search and the CVB website
 - ▶ E-mail to Business-to-Business targets multiple times to allow for those that may not open on the first blast and to change messages throughout the campaign
 - ▶ Allows for Co-Op opportunities

Media Tactics

- ▶ Cable TV
 - ▶ Houston/Dallas: Emphasis will change to a heads in beds strategy so Cable will need to reach a larger portion of Houston/Dallas
 - ▶ :30 spots to showcase The Woodlands
 - ▶ Flighted to drive summer occupancy
 - ▶ Utilize networks/dayparts with the highest reach of the target audience
- ▶ Comcast Online
 - ▶ Extends coverage of the cable TV campaign to Comcast subscribers
 - ▶ Desktop, Tablet and Smart Phone

New FY16 Additions

▶ Leisure

- ▶ Travel Spike
- ▶ Travel Guides Free
- ▶ Brides
- ▶ Condenast Traveler (Austin, SA, Dallas, Houston)
- ▶ USA Today Travel Guide
- ▶ Cable TV (Dallas)

▶ Meetings

- ▶ Smart Meetings
- ▶ Convention South
- ▶ Texas Monthly
- ▶ Austin Monthly
- ▶ TripInfo.com

Travel Spike

- ▶ Travel Spike is an ad network for travel sites
 - ▶ Travel Spike works with over 2000 tourism clients (hundreds of destinations just like the Woodlands) by reaching those travel intenders at the top of the funnel from the time they decide to travel to their pre-booking activities
 - ▶ Ranked as the #1 most comprehensive digital media vehicle in the travel category by comScore for 4 years
 - ▶ Publishers include Cheap Tickets, Expedia, City Search, Frommers, Hotels, Trip Advisor and hundreds more
- ▶ How does it work?
 - ▶ Utilize Contextual Content Ads delivered in travel only environments, geo-targeted to the Woodlands Travel Intenders
 - ▶ Run digital display ads & :15 video pre-roll on prized travels and selected placements which blend contextual and behavioral travel intenders in Texas + Touch States



Travel Guides Free

- ▶ TravelGuidesInc is a division of B2C web sites dedicated to travelers seeking pre-planning travel information
- ▶ Consumers request travel brochure fulfillment
- ▶ The world's largest platform of free online travel guides
- ▶ Provides unique lead generation advertising for advertising agencies and advertisers seeking travel audiences

The screenshot shows the website's interface. At the top, the logo "freetravelguides" is on the left, and a location pin icon with the text "PICK YOUR DESTINATION" is on the right. Below this is a grid of 48 state names arranged in 6 columns and 8 rows. The states listed are: Alabama, Florida, Kentucky, Missouri, North Carolina, Tennessee; Alaska, Georgia, Louisiana, Montana, North Dakota, Texas; Arizona, Hawaii, Maine, Nebraska, Ohio, Utah; Arkansas, Idaho, Maryland, Nevada, Oklahoma, Vermont; California, Illinois, Massachusetts, New Hampshire, Oregon, Virginia; Colorado, Indiana, Michigan, New Jersey, Pennsylvania, Washington; Connecticut, Iowa, Minnesota, New Mexico, Rhode Island, West Virginia; Delaware, Kansas, Mississippi, New York, South Carolina, Wisconsin; and Wyoming.

Below the grid, the text reads: "IT'S EASY AS ONE...TWO...THREE!" followed by "CHOOSE THE MOST UP TO DATE FREE TRAVEL BROCHURES, VACATION BROCHURES, MAPS & TRAVEL PLANNING KITS." Below this are three numbered steps:

- STEP 1**: Choose a free travel guide from your destination of choice and receive it either electronically or by mail.
- STEP 2**: Fill out all the required fields on the form at the bottom of the page.
- STEP 3**: We will send an email with links to the guides if you choose to get them electronically.

At the bottom of the page, there is a "SCROLL DOWN" button.

Brides

- ▶ Published: Bi-Monthly
- ▶ Circulation: 308,996
- ▶ For the woman who wants style and substance in a chic, sophisticated publication, *Brides* and Brides.com deliver fresh ideas, expert advice and visually inspiring fashion, beauty and lifestyle features to help her tackle the next stage of her life.



Condé Nast Traveler

- ▶ Published: Monthly
- ▶ Circulation: 811,839
- ▶ *Condé Nast Traveler* is a luxury and lifestyle travel magazine. Since 1987 *Condé Nast Traveler* has been traveling the globe tracking down those journeys that can define a lifetime. *Condé Nast Traveler* allows readers to tap into a living global archive of the very best hotels, restaurants, shops, itineraries, beaches, villages, and villas so that no matter where you go, you feel at home in the world.



USA Today Travel Guide

- ▶ Published: Annually
- ▶ Circulation: 300,000
- ▶ A great way to reach a huge market of upscale travel enthusiasts, you will find the *USA Today Travel Guide* throughout the United States with heavy saturation in major markets on newsstands along with most of the USA TODAY Newspapers which claims 2.5 MILLION readers daily. The Travel Guide is distributed at most major bookstores, retailers, grocers and newsstands and provides the potential to be seen by hundreds of thousands of upscale travelers at a relatively modest cost.



Smart Meetings

- ▶ Published: Monthly
- ▶ Circulation: 44,100
- ▶ *Smart Meetings* is an integrated media company for the meetings, travel and hospitality industry. Their market-leading resources include news and information (including a mobile app and e-newsletters), a monthly print and digital magazine, educational webinars, venue and destination directories, networking events and site selection tools



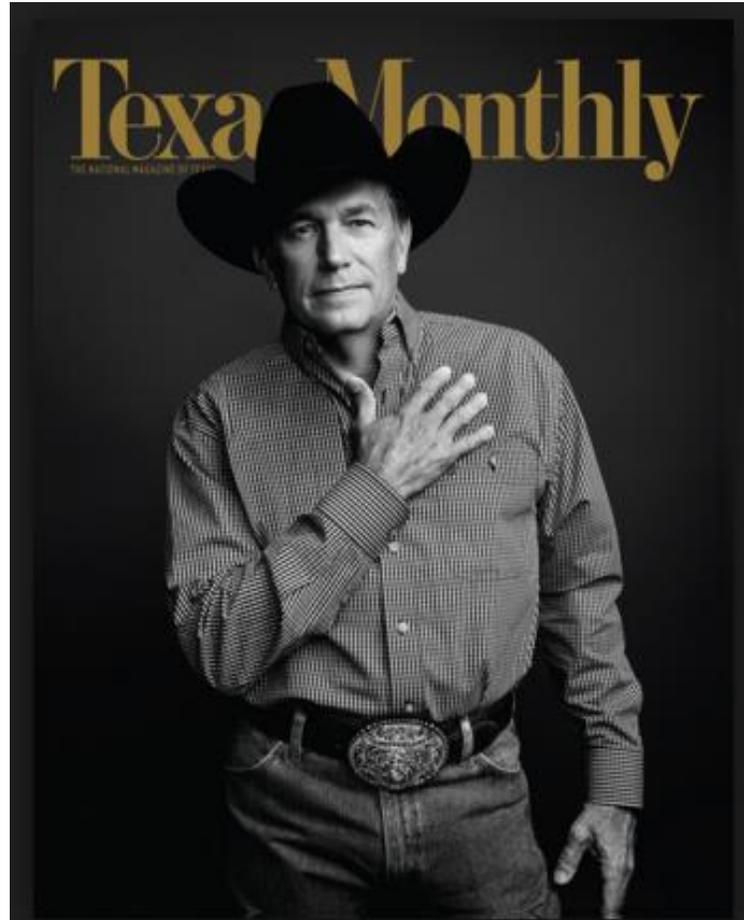
Convention South

- ▶ Published: Monthly
- ▶ Circulation: 18,000+
- ▶ *ConventionSouth's* award-winning magazine is distributed 12 times a year to a BPA-audited circulation of 18,000+ meeting & event planners located throughout the United States—all of whom organize group-based travel in the South.

ConventionSouth
EXCELLENCE. ANSWERS. INSIGHT.

Texas Monthly

- ▶ Published: Monthly
- ▶ Circulation: 318,700
- ▶ *Texas Monthly* is known for astute political commentary and compelling longform narrative nonfiction. As a leisure guide, it continues to be the indispensable authority on the Texas scene, covering music, the arts, travel, restaurants, museums, and cultural events with its insightful recommendations. *Texas Monthly* has a reputation for providing its readers with a magazine of the highest editorial and design quality.



Austin Monthly

- ▶ Published: Monthly
- ▶ Circulation: 36,556
- ▶ *Austin Monthly* is an award-winning magazine providing a view of what matters to the city each month, featuring editorial writing and compelling photography covering the dining, events, home and real estate, style, pets, travel and people that make our city great. Each issue, along with its accompanying digital content, reaches local leaders, taste-makers and travelers to the city. The readers are successful, educated, well-traveled professionals who are in the prime of their lives and at the peak of personal consumption.



TripInfo

- ▶ Since 1996, 1st website for Travel Pros booking 1/4 of all industry dollars
- ▶ Group + Tour + Agent + Small Meeting + Event + Religious + Reunion + Sports + Student + Wedding + International Planners
- ▶ National index to 31,400+ travel sites, grouped by Nielsen DMA; 1,200+ pages of reference content for planning
- ▶ Average 30,000 unique visitors monthly, 10% from International Users + 16% from Mobile Devices.
- ▶ 3rd Party Confirmed, Lowest Bounce Rate + Highest Page Views/User + Highest Time on Site of ALL travel sites

