

Domestic & International Campaign



- ❑ Campaign Goals
 - ✓ Create travel trade awareness of participating Travel South destinations in October and November of 2023, targeting early booking period for international customers

 - ✓ Increase room night volume to participating destinations booked via ATI by 30% in Q4 2023 and 20% for all of 2024.

- ❑ Total Campaign Contribution: \$21,200 per participating state and \$5,410 per participating city (minimum participation 1 state and 2 cities)



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- o For a 60-day period in October and November, ATI will run an expansive digital campaign with customized landing pages (microsites) on americantours.com for each of the participating states (and cities) that support the product they want to focus on.
 - Products will include multi-destination Drive America tours or specific hotels, attractions, or other preferred points of interest in the featured destination.
- o Featured Partner banners as well as geotargeted banners on americantours.com
- o States will receive a 2 page spread for each tour package in ATI's Where Next? In-tour magazine, distributed to approximately 45,000 escorted and drive tour passengers annually
- o City participation: 1 page City Feature in ATI's Where Next magazine and up to 2 properties will be featured in ATI's Chic and Secluded brochure
- o One hour destination webinar for each participating state featuring destinations and Drive America program:
 - Webinar will be broadcasted to ATI's domestic travel advisors (estimated 150-200 participants) and ATI's international clients, focusing on product managers (estimated 30-50 participants)



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- Joint Marketing Campaign in October and November of 2023, focused on Q4 bookings in 2023 and building base of early bookings for 2024.
- Trade focused campaign showcasing destinations and itineraries will run on TravelMole, a leading travel trade news website in the US and UK (www.travelmole.com)
 - TravelMole banner ads featuring the various itineraries of the campaign for 60 days
 - TravelMole to provide partner page providing links to partner websites
 - One press release to be featured by TravelMole
 - One sponsored news item and video to be featured by TravelMole



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