



EXPLORE AMERICA NOW

Smithsonian
MEDIA 



78%

Are excited
to travel

Source: Smithsonian Curiosity Council
August 2023



More than
1/3

Plan to take
more trips
than last year

Source: Smithsonian Curiosity Council
August 2023



54%

Interested
in road trips

Source: Smithsonian Curiosity Council
August 2023

A photograph of the Chicago skyline from the water. The Willis Tower is prominent on the right, with the Ferris wheel in front of it. Other skyscrapers are visible on the left. A black circle with the text '84%' is overlaid on the right side of the image.

84%

Planned or have
booked at least
one domestic
vacation in the
next 12 months


*Source: Smithsonian Curiosity Council
August 2023*



98%

Lifelong
Learners

Source: Smithsonian Curiosity Council
August 2023



**Their
curiosity
about the
world is
boundless**

Avid Travelers
Culture Vultures
History Lovers
Active
Adventurers
Protectors of
Wildlife & Nature

*Source: Smithsonian Curiosity Council
August 2023*

A hiker in a red shirt and backpack is walking through a narrow, rocky canyon. The canyon walls are high and rugged, with a small stream flowing in the foreground. The hiker is using a trekking pole for stability. The scene is illuminated by warm, golden light, suggesting late afternoon or early morning.

**Eager to
discover new
destinations
throughout
the country**

Popular
Destinations
Off the Beaten
Path Locations
Cities
Small Towns
Rural Areas

*Source: Smithsonian Curiosity Council
August 2023*



**It's all about
immersion**

Historic Landmarks or
Sites, UNESCO

Scenic Beauty, Outdoor
Adventures, Beach

Cultural & Indigenous
Experiences

Local Cuisine

Art & Museums

Music & Live
Performances

*Source: Smithsonian Curiosity Council
August 2023*



Outdoor adventures

Hiking & Backpacking

Walking Tours

Local Food & Wine

Music & Cultural Events

Wildlife Viewing & Birdwatching

Markets & Fairs

Beach & Water Sports

*Source: Smithsonian Curiosity Council
August 2023*

A person with short blonde hair, wearing a light blue t-shirt and brown shorts, stands on a wooden dock. They are holding a black mountain bike. The dock is made of light-colored wooden planks. In the background, there is a calm lake reflecting the sky and surrounding green hills. The sky is blue with white clouds. A black rectangular box with white text is overlaid on the upper part of the image.

Responsible tourism is a core value

Plan off-season vacations to avoid overtourism

Visit places where spending supports local conservation & wildlife protection

Purchase local produce, food & wine

Respect the local culture

Support local businesses

*Source: Smithsonian Curiosity Council
August 2023*



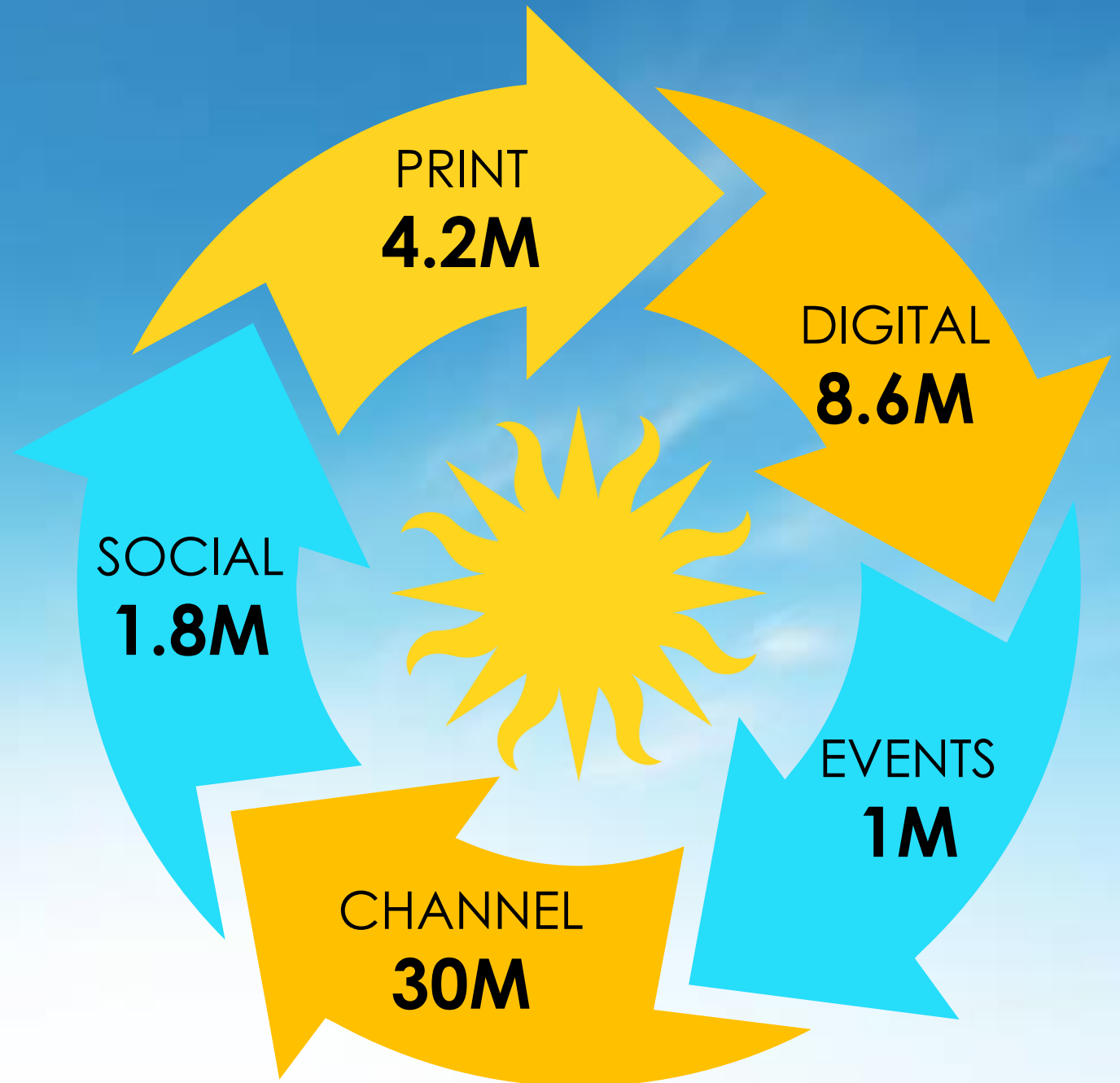
**Trusted
content &
source of
travel
inspiration**

70%

look to
Smithsonian
website &
magazine as
a source for
travel inspiration

*Source: Smithsonian Curiosity Council
August 2023*

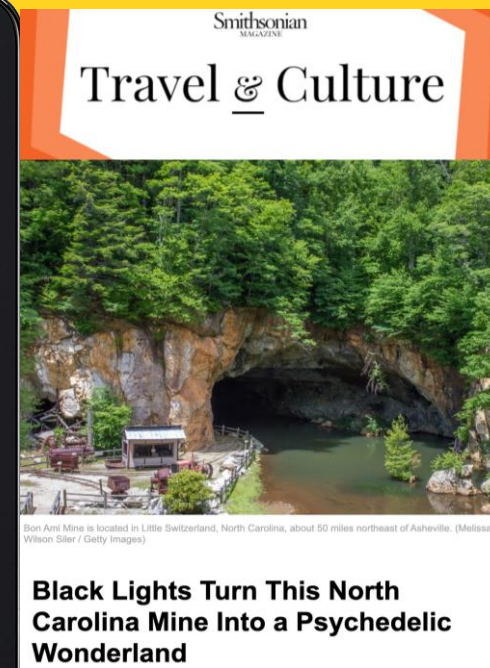
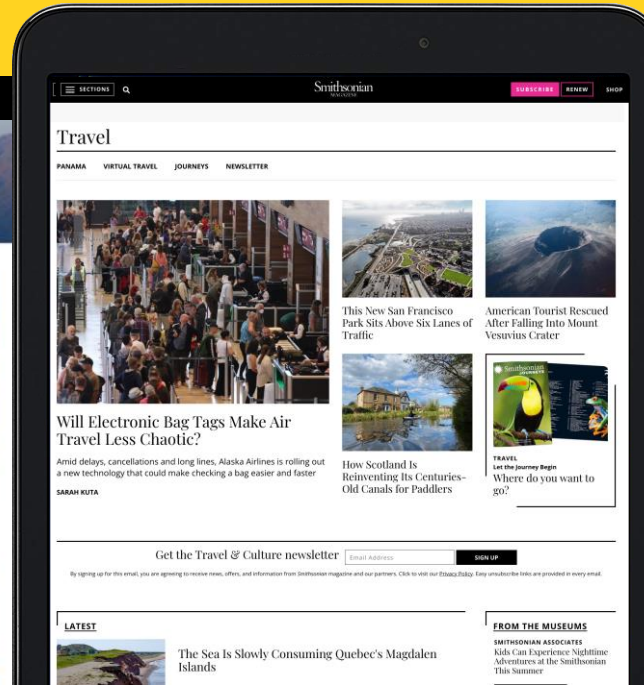
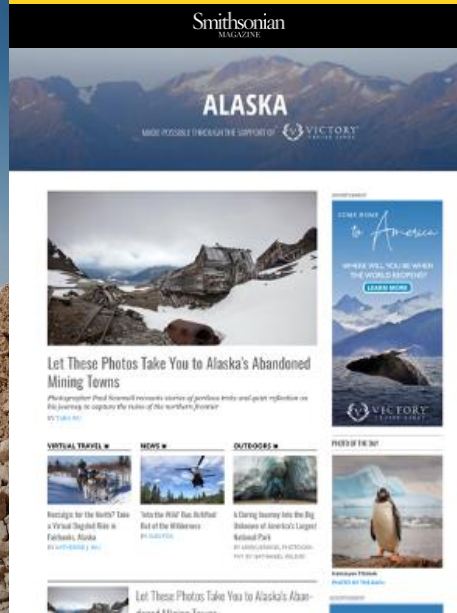
Our media ecosystem



Smithsonian is the WORLD'S MOST CREDIBLE MAGAZINE

– more accurate, less biased, more evidence-based –
than every major English-language magazine and news organization,
including the *New York Times*, CNN, *US News & World Report*, the
Poynter Institute and FiveThirtyEight.com

Source: The Factual



Smithsonian magazine metrics



**176
minutes**

average time
spent with issue

4.2M

Total Print
Audience

1.1M

Rate Base

**ANNUAL
TRAVEL ISSUES**

April/May &
September 2024

WAYS TO BUY

Nationally
Geographically
Age
Income

Smithsonian digital visitor metrics

8.6M

Unique
Visitors

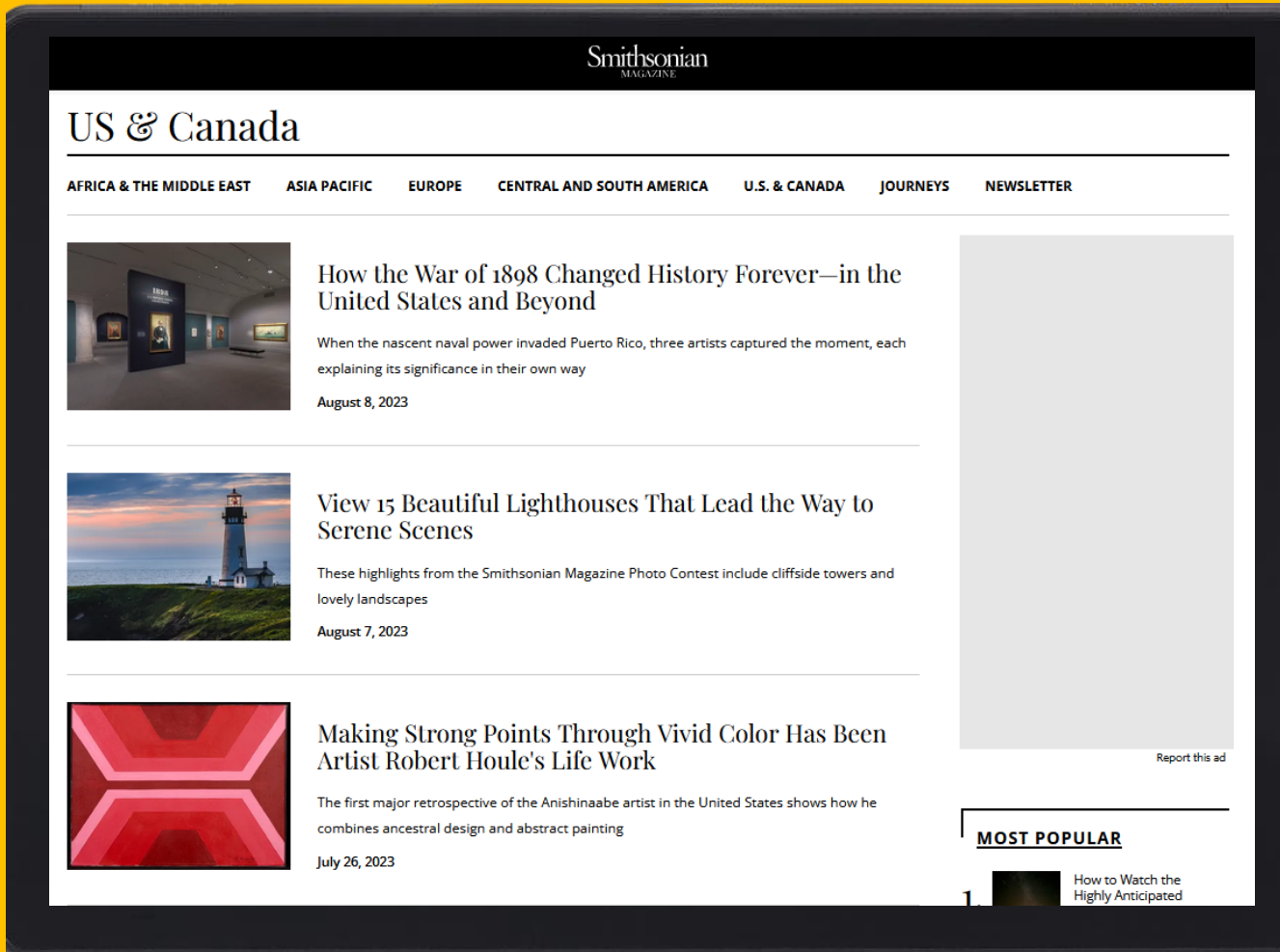
14.4M

Views

2:16

average
minutes spent
on a webpage

Sources: Google Analytics Monthly Average
January – March 2023, Parse.ly January – March 2023



Extensive tourism experience

Alabama Department of Tourism
Arizona State Parks
Arkansas Dept of Parks, Recreation & Tourism
Charlotte Regional Visitors Authority
Chattanooga CVB
Colonial Williamsburg
Cordova Chamber of Commerce
Destination DC
Drayton Hall
Economic Development & Tourism
Town of Sturbridge
Explore Charleston
Florida Space Coast
Fort Myers
Golden Isles of Georgia
Gulf Shores & Orange Beach Tourism
Hilton Head-Bluffton COC & VCB
Jefferson County, WV
Kentucky Tourism
Little Rock, Arkansas
Louisiana Office of Tourism
Maine Office of Tourism
Middleton Place
Mississippi Development Authority
Missouri Division of Tourism

Missouri River Country
Montana Office of Tourism
Naples, Marco Island, Everglades
New Jersey Division of Travel & Tourism
North Dakota
Palmetto Bluff
Puerto Rico Tourism
San Antonio Tourism Public Improvement District
St. Augustine Ponte Vedra
Visit Nebraska
The Florida Keys & Key West
Tourism Santa Fe
Travel Alaska
Travel South
Undiscovered Florida
US Civil Rights Trail
Visit Florida
Visit Lauderdale
South Carolina Department of Parks, Recreation and Tourism
Visit Mobile
Visit Southeast Montana
Visit St. Pete/Clearwater
Yellowstone Country Montana
Yosemite Mariposa County Tourism

**90% of digital
travel campaigns
include custom
content**

Archaeological Paths
Basque Country
Costa Rica Tourism
Germany National Tourist Office
Jordan Tourism
Panama Tourism Bureau
Northern Territory
Singapore Tourist Board
Taiwan Tourism Bureau
Tourism Western Australia
Tourist Office of Spain
United Arab Emirates
Zagreb Tourist Board

Smithsonian advertising 2021-YTD 2023

PAID CONTENT BY TRAVEL SOUTH USA

ROAD TRIP THROUGH
the American
South



From feeling the freedom of the open-road calling to the incredible thrill of an unforgettable destination—road trips are at the heart of American travel. Start your journey through the southern United States.

CUSTOM
INTERACTIVE
EXPERIENCE

PAID CONTENT



Discover the Charming Allure of Georgia's Golden Isles

From miles of pristine natural beauty to an all-encompassing sense of serenity, these Georgia islands offer an unparalleled pause from daily life



Midway between Savannah, Georgia and Jacksonville, Florida lie four majestic barrier islands that have inspired visitors for centuries with their siren call. These are the Golden Isles—[St. Simons Island](#), [Sea Island](#), [Jekyll Island](#) and [Little St. Simons Island](#)—which along with the scenic port city of [Brunswick](#), make up an enchanting region of unspoiled beaches, shimmering marshlands and quaint seaside villages awash in history and dotted with centuries-old live oaks. Poets and writers throughout the ages have crafted legendary works inspired by the majesty of these captivating islands—one only needs to witness

NATIVE
CONTENT

PAID CONTENT

ARIZONA

THE GRAND CANYON STATE

Arizona: Serving Up Dazzling Dishes With a Side of History

History, heritage and gastronomy collide in this one-of-a-kind dining destination



© STARR NORDGREN

Whether your ideal eating experience is a casual mom-and-pop stop or elevated James Beard Award-winning dining, there is no limit to good food in Arizona. In fact, people have been dining well here not just for years or decades—but millennia. Arizona's gastronomy has a history dating back more than 4,000 years, with heavy influences coming by way of its American Indian, Mexican and American ranch-style cowboy traditions, among others.

And while hungry visitors will find influences from Arizona's dynamic food

NATIVE
CONTENT



aniel A. Leifheit/Getty Images

SPECIAL REPORT

ALASKA

Alaska is nicknamed "The Great Land," and for good reason: it is wild, rugged and expansive. In a series of articles, *Smithsonian* magazine explores the history, culture and natural wonders of the 49th state.

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Categories




DRONE/AERIAL



ARTISTIC



THE AMERICAN
EXPERIENCE



PEOPLE

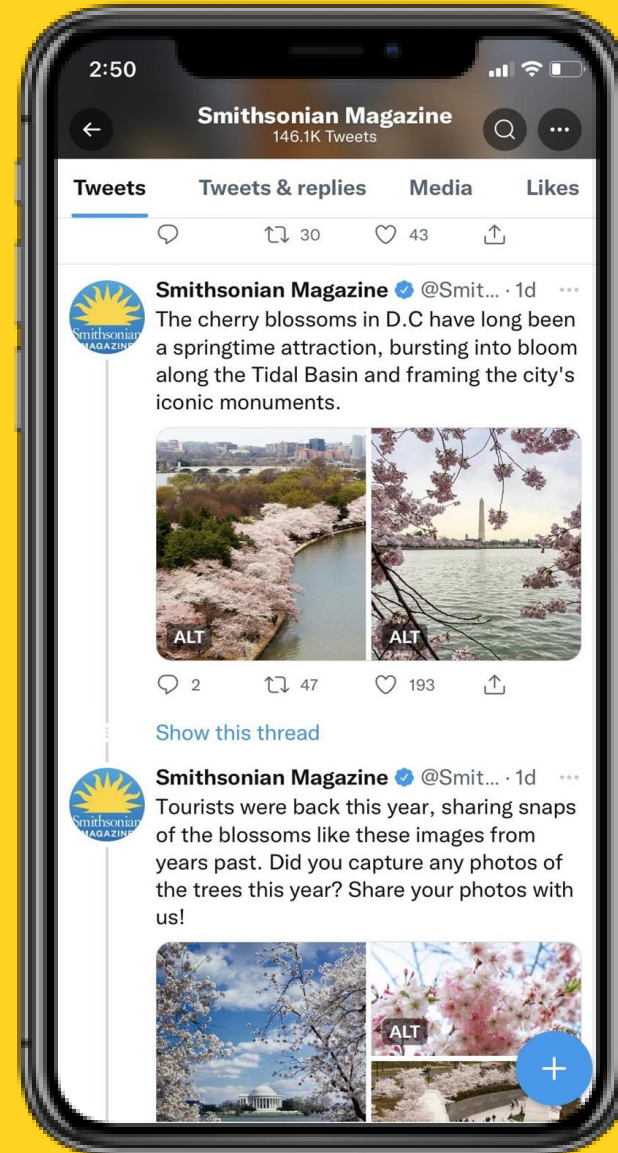
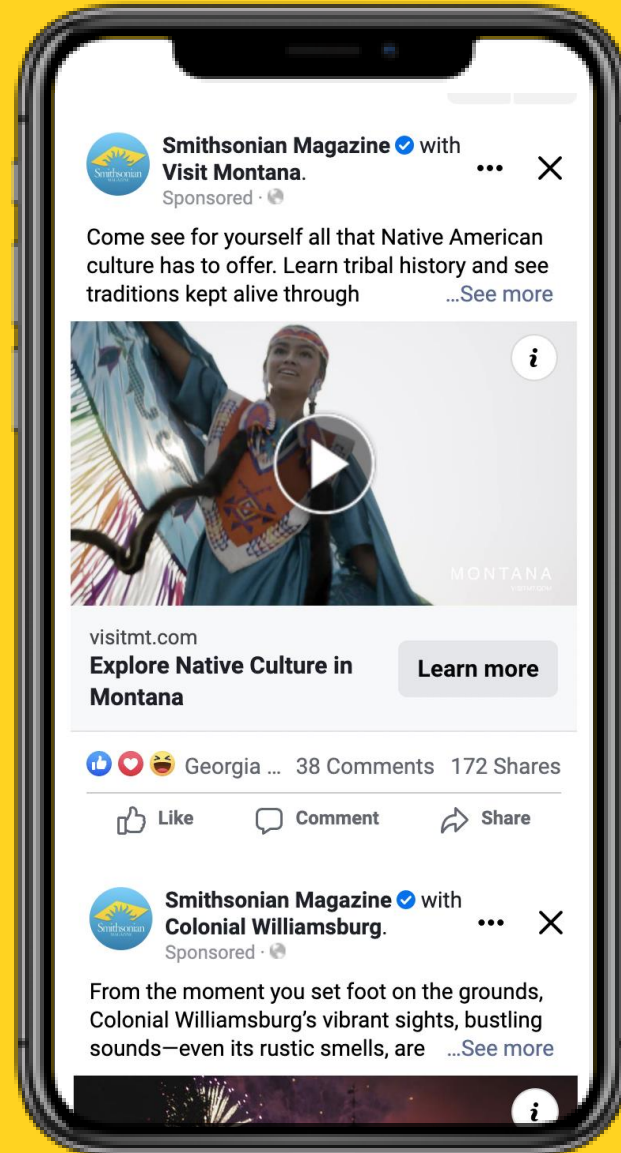
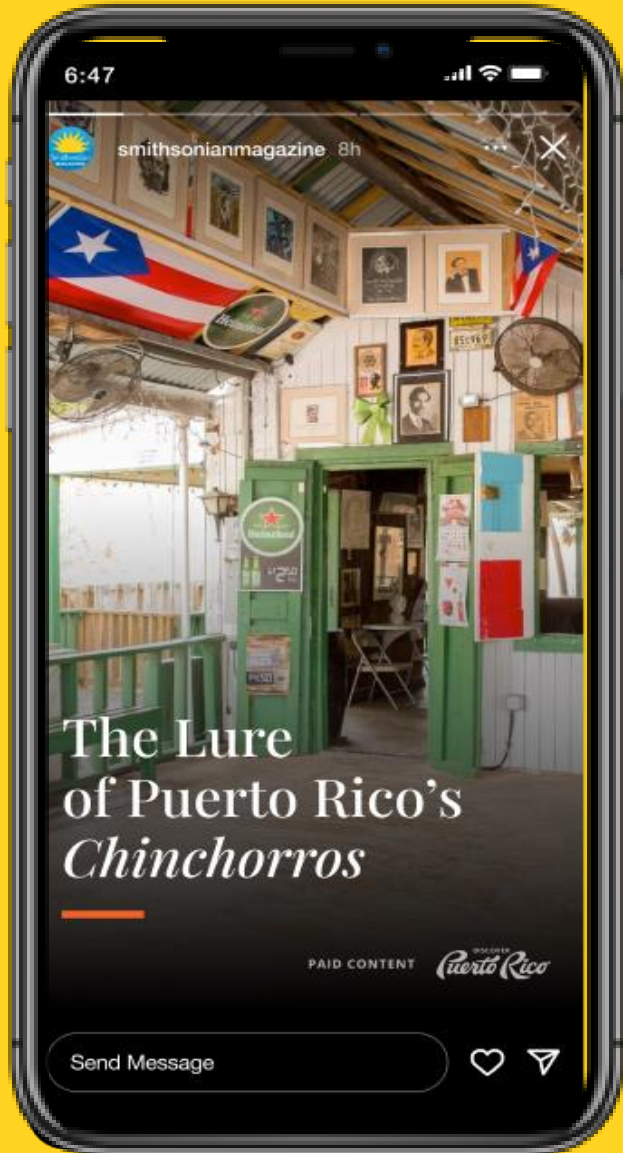


TRAVEL



NATURAL
WORLD

21ST ANNUAL
PHOTO
CONTEST



SOCIAL



At American Fossil Quarry, on privately owned land near Kemmerer, Wyoming, hammer- and chisel-wielding visitors pay \$60 to \$80 to spend up to four hours hunting for fossils. Fossils, keepers. (Taylor Glenn)

The 50 Million-Year-Old Treasures of Fossil Lake

In a forbidding Wyoming desert, scientists and fortune hunters search for the surprisingly intact remains of horses and other creatures that lived long ago

By Richard Conniff
Photographs by Taylor Glenn

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FEATURED ARTICLES



See the James Webb Space Telescope's Stunning New Images of Jupiter



SPONSOR: HILTON HEAD
Experience Hilton Head Island's Dazzling Arts, Culture and History



FROM THE ARCHIVES
The Sleepy Japanese Town Built Inside an Active Volcano

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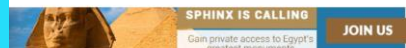
Some 1,500 rhesus macaques live a mile off the eastern shore of Puerto Rico on Cayo Santiago. (Caribbean Primate Research Center)

The Puerto Rican Island Where 1,500 Monkeys Rule

The Caribbean Primate Research Center on Monkey Island is one of the world's top institutions for studying primate behavior

Jennifer Nawewicki

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FEATURED ARTICLES



The Colorful History of Haribo Goldbears, the World's First Gummy Bears



SPONSOR: ARCHAEOLOGICAL PATHS
Discover Egypt in Total Luxury with World's Most Eminent Archaeologists



Who Was Pinocchio's Mysterious Blue-Haired Fairy?

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View of the Space Needle and the Century 21 Exposition fairgrounds in Seattle in 1962 (Bettmann / Getty Images)

The Rise and Fall of World's Fairs

Sixty years after Seattle's Century 21 Exposition, world's fairs have largely fallen out of fashion in the U.S.

Grant Wong

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FEATURED ARTICLES



The Race to Save Ukraine's Sacred Art



SPONSOR: MISSOURI RIVER COUNTRY
Journey Back in Time as You Dig for Dinosaurs in Montana's Missouri River Country



3-D Scans Reveal Gigantic Native American Cave Art in Alabama

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NEWSLETTERS

undiscovered
FLORIDA

Undiscovered Florida Sweepstakes

Enter sweepstakes for a chance to win A \$300 gift card and receive information about our Undiscovered Florida partners

Enter Sweepstakes

Discover Florida's Best-Kept Secrets

Enter the Undiscovered Florida Sweepstakes to **WIN \$300** and learn about the endless activities and fun destinations that create a truly memorable vacation.

DISCOVER FLORIDA

FLORIDA: INTO THE UNKNOWN



The Florida you've heard about—beaches, watersports, sunscreen—is here, but so is the Florida that remains a secret—mysterious wilderness, historical relics and the hidden depths of caves that few have seen. This is the Florida that awaits discovery.

READ MORE

DEDICATED
EBLASTS

Smithsonian MAGAZINE | event

EXPLORE CHARLESTON'S GULLAH CULTURE

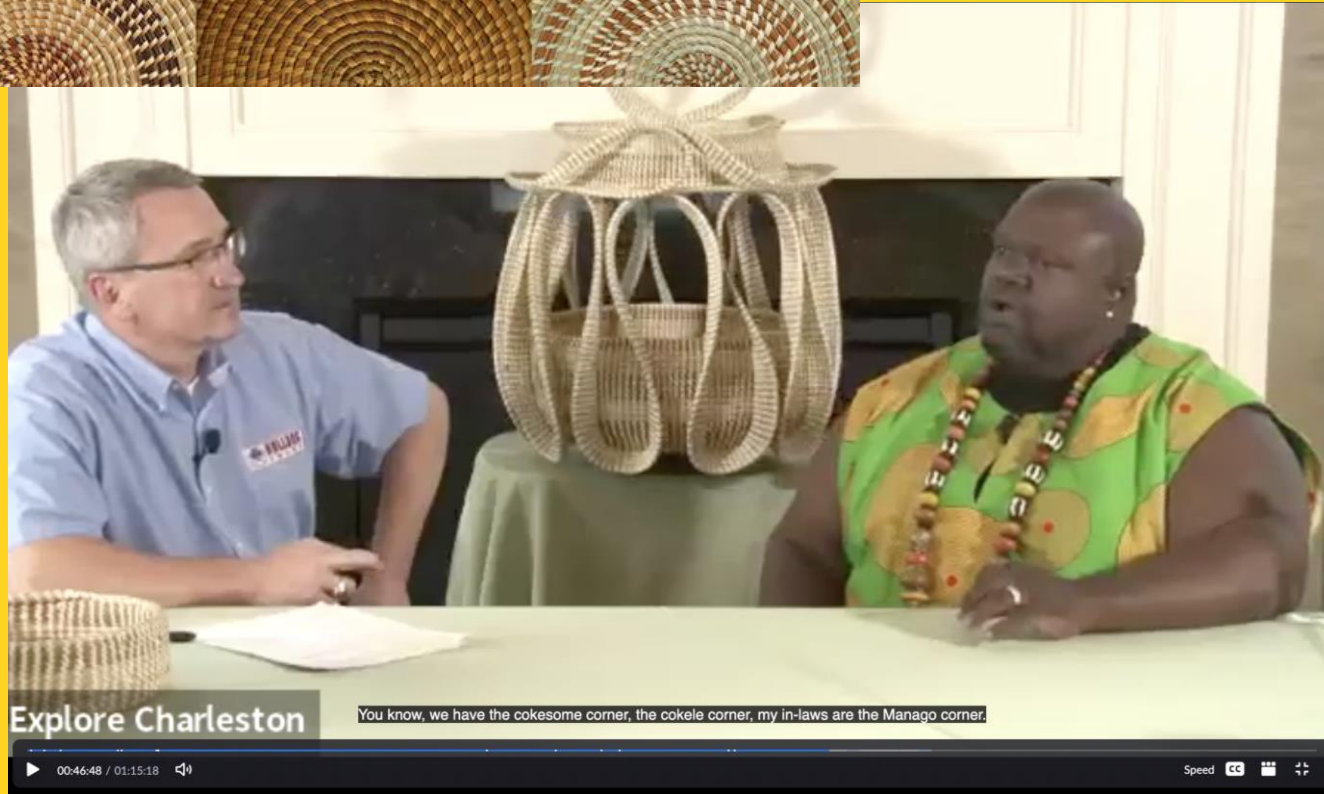
A MASTER SWEETGRASS BASKET WEAVER SHARES HIS STORY

JUNE 8TH at 7PM ET



Corey Alston

CUSTOM
EVENTS



Explore Charleston

You know, we have the cokesome corner, the cokele corner, my in-laws are the Manago corner.

00:46:48 / 01:15:18

Speed CC

**THANK
YOU!**

Jaime Duffy

Travel Sales Director

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Smithsonian
MEDIA 

**Smithsonian tells
America's story in a
trusted voice, engaging
millions across platforms
and inspiring travel
throughout the country.**

