EXPLORE AMERICA NOW
Are excited to travel

78%

Source: Smithsonian Curiosity Council
August 2023
Plan to take more trips than last year

More than $\frac{1}{3}$

Source: Smithsonian Curiosity Council August 2023
Planned or have booked at least one domestic vacation in the next 12 months

84%

Source: Smithsonian Curiosity Council
August 2023
98% Lifelong Learners

Source: Smithsonian Curiosity Council
August 2023
Their curiosity about the world is boundless.
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
The text appears to be a list of travel experiences:

- 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
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
70% look to Smithsonian website & magazine as a source for travel inspiration.

Source: Smithsonian Curiosity Council
August 2023
Our media ecosystem

Smithsonian Media

PRINT 4.2M
DIGITAL 8.6M
SOCIAL 1.8M
EVENTS 1M
CHANNEL 30M
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
176 minutes average time spent with issue

Source: 4 Issue Average Reader Study

ANNUAL TRAVEL ISSUES April/May & September 2024

WAYS TO BUY Nationally Geographically
Age Income

4.2M Total Print Audience
1.1M Rate Base
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 Country
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
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.
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
Arizona: Serving Up Dazzling Dishes With a Side of History

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

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
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.

MADE POSSIBLE THROUGH THE SUPPORT OF

STATE OF ALASKA
The Lure of Puerto Rico’s Chinchorros

Smithsonian Magazine

Explore Native Culture in Montana

Visit Montana.

Come see for yourself all that Native American culture has to offer. Learn tribal history and see traditions kept alive through...

Smithsonian Magazine

From the moment you set foot on the grounds, Colonial Williamsburg’s vibrant sights, bustling sounds—even its rustic smells, are...

Smithsonian Magazine

The cherry blossoms in D.C. have long been a springtime attraction, bursting into bloom along the Tidal Basin and framing the city’s iconic monuments.

Smithsonian Magazine

Tourists were back this year, sharing snaps of the blossoms like these images from years past. Did you capture any photos of the trees this year? Share your photos with us!
The 50 Million-Year-Old Treasures of Fossil Lake
In a forbidding Wyoming desert, scientists and amateur hunters search for the surprisingly intact remains of fish and other creatures that lived 50 million years ago.

By Richard Grant
Photography by Tyler Stens

The Puerto Rican Island Where 1,500 Monkeys Rule
The Culebra Primate Research Center on Monkey Island is one of the world’s top institutions for studying primate behavior.

Jennifer Matesick

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

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

Experience Hilton Head Island’s Dazzling Arts, Culture and History

Discover Egypt in Total Luxury with World’s Most Eminent Archaeologists

Who Was Pinocchio’s Mysterious Blue-Haired Fairy?

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

The Race to Save Ukraine’s Sacred Art

Journey Back in Time as You Dig for Dinosaurs in Montana’s Missouri River Country

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

NEWSLETTERS
Undiscovered Florida Sweepstakes
Enter the Undiscovered Florida Sweepstakes for a chance to win a $300 gift card and receive information about our Undiscovered Florida partners.

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.

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.

DISCOVER FLORIDA
EXPLORE CHARLESTON’S GULLAH CULTURE
A MASTER SWEETGRASS BASKET WEAVER SHARES HIS STORY
JUNE 8TH at 7PM ET

You know, we have theColeman corner because the Coleman are the Manigoo corner.
Smithsonian tells America’s story in a trusted voice, engaging millions across platforms and inspiring travel throughout the country.

THANK YOU!

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Smithsonian MEDIA