

TravelGuidesFree.com 'Virtual Travel Show'

Kentucky CVB CHARTER Program for 2022

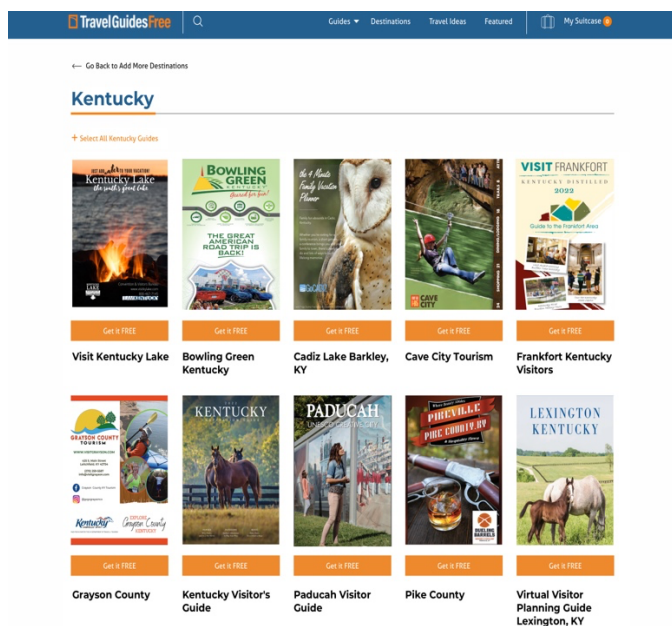
**Increase Awareness, Visitors, Revenue & Economic Impact
for all Kentucky destinations and organizations
via Traveler Engagement & Lead Generation**

Special KTIA Member Charter Program: Preferred Rates & Value Adds

**Kentucky destinations can
participate for as low as
\$780 or \$260 per month**

Kentucky CVBs up to 75% off!
Lock in low \$1.30 per lead rate*
and added-value benefits with a
3 to 12-month 2022 commitment,
and 200 to 2,000 leads per month.

Sign up now through July 31, 2022
Start campaign by Aug 1, 2022



*This [special charter](#) rate and value-added is offered for whatever commitment (lead volume and time period) is signed by July 31, 2022. Commitments post 8/1/22 will increase to special standard rates for KTIA members

The Travel Guide Group has put together a compelling opportunity offering KY destinations a special low-cost option to be on TravelGuidesFree.com, the leading source for active travelers to request free print and digital travel guides to destinations they are interested in visiting.

- Reach active travelers you are not reaching and increase awareness and visitation
- Optimize participation of ALL size destinations
- Creates and acts as a "Virtual Consumer Travel Show" all year – 24/7
- Offers great value and ROI with substantial discounts and value-added benefits
- No administration. Simple execution.
- Generate steady stream of validated traveler leads desiring to visit your destination

Example Campaign Packages:

Option 1: KY CVB Rate \$260/month (Value \$3,100; Savings \$2,320 or 75%)

- 600 Traveler leads; 3 months; Total campaign \$780
- Destination Microsite pages with click out button linking to your tourism site

Option 2: KY CVB Rate \$390/month (Value \$8,700; Savings \$6,360 or 73%)

- 1,800 Traveler leads; 6 months; Total campaign \$2,340
- Destination Microsite pages with click out button linking to your tourism site
- Inclusion in email to 135,000 opt-in travel subscribers

Option 3: KY CVB Rate \$520/month (Value \$23,100; Savings \$16,860 or 73%)

- 4,800 Traveler leads; 12 months; Total campaign \$6,240
- Destination Microsite pages with click out button linking to your tourism site
- Inclusion in email to 135,000 opt-in travel subscribers
- Inclusion in themed blog as featured destination
- Social media post on Facebook & Instagram

Destination Member Feedback:



"The Kentucky Lake CVB has been a long-time partner of Travel Guides Free. We have found the service they provide to be very dependable, providing our office with the specified and agreed upon amount of leads and inquiries each year. They have been flexible when it came to billing and pricing and were willing to work with our office during a very difficult budget cycle a couple of years ago. We look forward to getting our micro-site up and running to see how that also impacts direct traffic to our website. We would happily recommend Travel Guide Free for any of your inquiry needs."

- Elena Blevins, Executive Director, Kentucky Lake Visitors & Conventions Bureau



Here are the program basics:

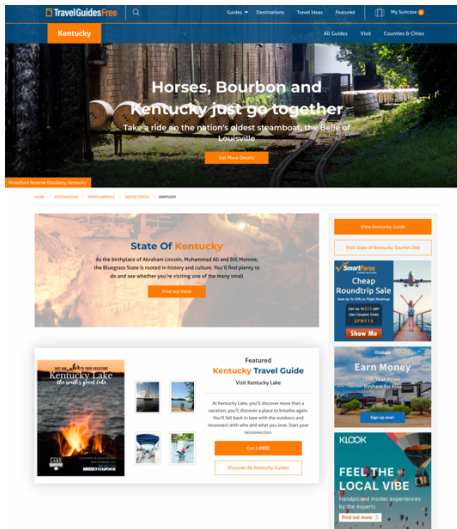
- **Partner Travel Guide & Destination pages** provide travelers with your specific KY destination content, images, and insights to inspire travel planning.
- **Travelers** request digital and/or print guides of interest and click out to participant tourism websites for more information.
- **Destinations** receive validated active traveler leads, lead reports, and opt-in requests to build email lists and generate website traffic.

Each charter participant in the Kentucky 'Virtual Travel Show' receives:

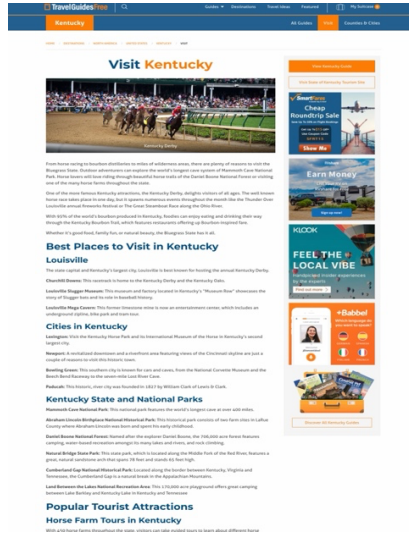
- **Preferred special rates and added-value options**
- **Inclusion in KY Travel Guides Page/Virtual Travel Show on TravelGuidesFree.com**
- **Travel Guide page on TravelGuidesFree.com***: Dedicated guide page for your destination including guide cover image, 4 additional images, 240 words of copy, map, and call to action to order your guide (see below)
- **Leads/Guide Requests**: volume of validated traveler lead requests interested in visiting your destination based on desired goals.
- **Weekly Lead Report**: Weekly lead report including date and time stamp of request, full name, validated email and mailing address, guide format (digital and/or print) requested, optional demographic information including activities of interest, and [opt-in to build your email list](#)
- **Destination microsite pages on travelguidesfree.com**: Dedicated pages for your destination in our "Destination" section organized by State, County, and City/town. Pages and content (images and copy) include the following pages/sections: Main summary, Visit/About, All Guides, and Counties/Cities.
- **Tourism button with click out**: on your destination's pages driving travelers seeking more info to your site.

Example Partner - Kentucky Pages on TravelGuidesFree.com

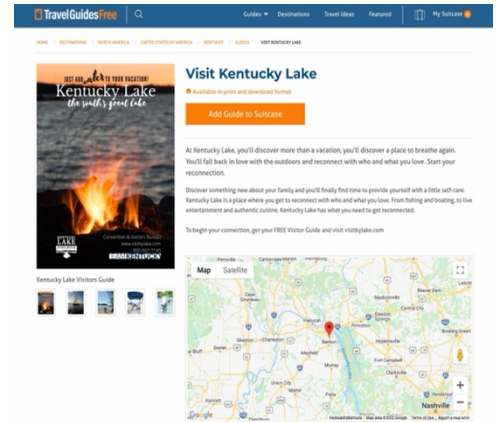
State Destination Main Page



Destination Visit Page



Partner Destination Travel Guide Page



Preferred Rates & Added Value!

KY Destination Charter Program Participation: This is a remarkable opportunity for all KY DMO's to participate affordably, benefitting from an average 75% off. ACT NOW, this special charter program is available for a limited time! The aggregate participation of KY destinations will benefit both the participating destination partners and overall KY tourism.

LET'S DRIVE KENTUCKY TOURISM RECOVERY TOGETHER!
Contact me today to discuss a custom campaign for you.

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M: 203.722.6448

** The Travel Guide Group (TTGG) is the leading performance-based platform and marketing partner to tourism boards, CVB's, and DMO's. Since 2006, the TTGG sites such as TravelGuidesFree.com have been a central resource for leisure travelers to find and request the best digital and print travel guides from over 100 US destinations at any given time. This has enabled TTGG to deliver over 10 million guide requests and qualified leads for our partners. We work exclusively with the travel industry. The Travel Guide Group also hosts additional tourism marketing opportunities including: Destination Microsites, email marketing, co-op programs, website ads, travel blogs and custom content.*

