

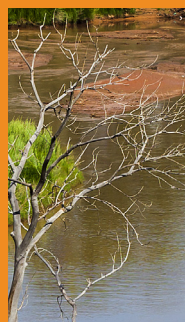


OFFICIAL ALBUQUERQUE VISITORS GUIDE ADVERTISING KIT

To advertise, contact:
Mary Brown
Advertise@VisitABQ.org
505-222-4310
800-733-9918 x3310

Space Deadline:
December 31, 2020

Material Deadline:
January 4, 2021



**Reach Visitors,
Meeting Planners,
Travel Professionals &
Convention Attendees**

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

ABOUT THE GUIDE

The Official Albuquerque Visitors Guide is your opportunity to showcase your business to the affluent visitor market. The guide will inspire visitors to change their perspectives in this high-desert oasis through tips, tools and unique stories that showcase Albuquerque's many facets. The guide embraces the diversity and authenticity of the destination and continues to be a popular resource among travelers.

EDITORIAL CONTENT INCLUDES:

- Arts & Culture
- Cuisine
- Ballooning
- Family Fun
- Outdoor Adventures
- Golf & Skiing
- Neighborhood Guides
- Events
- Trip Ideas



MAGAZINE-QUALITY ARTICLES & PHOTOS!

Total distribution of

150,000 COPIES

Your ad reaches both

PRINT AND ONLINE AUDIENCES



DID YOU KNOW?



68.2% took a trip to Albuquerque after receiving the Visitors Guide



79.5% of Visitors Guide recipients used their guide during their trip



79.1% visited an attraction based on information in the Visitors Guide



58.9% visited a restaurant based on information in the Visitors Guide

*Source: Destination Analysts

Recent Studies show

88.8% of visitors said these guides helped them decide to travel to Albuquerque.

Albuquerque welcomes

MILLIONS of visitors annually!

MAKE SURE THEY KNOW ABOUT YOUR BUSINESS.

THE VIRTUAL eGUIDE INCLUDES A LIVE LINK TO YOUR WEBSITE



VISIT ALBUQUERQUE'S EXTENSIVE, MULTI-PLATFORM MARKETING CAMPAIGN IS DESIGNED TO ENCOURAGE VISITORS TO REQUEST A VISITORS GUIDE.

A LINK ON EVERY VISITABQ.ORG PAGE TO:

REQUEST A MAILED GUIDE



VIEW THE eGUIDE



THE ALBUQUERQUE VISITORS eGUIDE IS ACCESSIBLE ON EVERY PAGE OF VISITABQ.ORG.

Visitors don't have to wait for a guide to arrive in the mail to plan their vacation. A link to the Visitors eGuide is located on every page of our website at VisitABQ.org. All print ads will appear in the eGuide and will link to your website.



THE eGUIDE IS ALSO ACCESSIBLE THROUGH MOBILE AND TABLET DEVICES!

Visit Albuquerque's website — accessible from Apple and Android mobile devices—offers access to the eGuide as well as the Visitors Guide request form.



TRACK YOUR AD'S PERFORMANCE

- Insert a unique phone number
- Create a vanity URL
- Use UTM tracking codes
- Add coupon codes
- Offer discount codes with ad
- Ask "How did you find us?"



VISITOR PROFILE

PRUDENT BOOMERS (FEMALE 55+) are the perfect target for our culture and historical sites, our sunrises and sunsets, our unusual architecture, our fabulous art and our incredible cuisine.

INTREPID TRAVELERS (MALE 35-55+) travel for both leisure and business purposes and describe themselves as adventurous, outdoorsy and creative.

FAMILY TRAVELERS (FEMALE 35+) have one or more child in their household and travel primarily for leisure with interests in culture, outdoor activities and cuisine.

Trip Length: Average trip duration is 2.9 nights

Visitor Spending: Visitors to Albuquerque spend up to \$623 on average per trip.

Mode of Transportation: 71% of travelers arrived by car or truck and 23% air travel

Source: 2011 Longwoods International Travel USA, Insight from 2014 Traveler Perception Study

TARGETED DISTRIBUTION

Advertising in the Official Visitors Guide reaches travelers planning trips to Albuquerque.

FULFILLMENT

- Centerpiece of Visit Albuquerque's extensive advertising, marketing and public relations campaign.
- Distributed to all visitors requesting information from the Visit Albuquerque toll-free number and official website.

IN-MARKET DISTRIBUTION

- Visitors at Official Visitor Information Centers and consumer trade shows.
- Convention delegates on-site.
- Local businesses, including hotels and bed & breakfasts.
- Visiting media professionals.

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