Partner with Visit Tucson and Tucson Lifestyle to reach a targeted audience of potential visitors through Tucson’s Official Travel Guide.
The annual Essential Insider’s Guide (EIG), now Tucson’s Official Travel Guide, is the ultimate resource for visitors ready to explore the hub of Southern Arizona.

DID YOU KNOW?

The EIG is the only guide mailed to visitors prior to their arrival!

The Essential Insider’s Guide features a curated mix of lush photography and informative articles to appeal to visitors’ curiosity of all things Tucson and Southern Arizona. No other visitor guide publisher has produced as many stories about Tucson and Southern Arizona as Visit Tucson and Tucson Lifestyle.

VISITOR PROFILE

TOP 10 ACTIVITIES & EXPERIENCES

1. SHOPPING: 29%
2. SIGHTSEEING: 26%
3. LANDMARK/HISTORIC SITE: 18%
4. MUSEUM: 15%
5. HIKING/BACKPACKING: 15%
6. NATIONAL/STATE PARK: 15%
7. BAR/NIGHT CLUB: 14%
8. ATTENDING CELEBRATION: 13%
9. CASINO: 13%
10. SWIMMING: 12%

DEMOGRAPHIC PROFILE OF OVERNIGHT VISITORS

TUCSON & SOUTHERN ARIZONA

<table>
<thead>
<tr>
<th>GENDER</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>50%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARITAL STATUS</th>
<th>MARRIED/WITH PARTNER</th>
<th>SINGLE/NEVER MARRIED</th>
<th>DIVORCED/WIDOWED/SEPARATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>25%</td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>18-24:</th>
<th>25-34:</th>
<th>35-44:</th>
<th>45-54:</th>
<th>55-64:</th>
<th>65+:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11%</td>
<td>15%</td>
<td>14%</td>
<td>17%</td>
<td>17%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Occupancy rates are at all time highs. TRAVEL IS BACK! Deliver your message in TUCSON’S ONLY OFFICIAL TRAVEL GUIDE.

3.7
AVERAGE NUMBER
OF NIGHTS SPENT
IN TUCSON &
SOUTHERN ARIZONA

19%
INCREASE FROM 2018

VISITOR PROFILE

TRAVEL PARTY
TUCSON &
SOUTHERN ARIZONA

AVERAGE SIZE
3.0 people
30%
TRAVEL ALONE

COMPOSITION OF
IMMEDIATE TRAVEL
PARTY

59%
SPouse/partner
30%
Child(ren)
15%
Friend(s)
13%
Other relative(s)
9%
Business associate
8%
Parent(s)

AVERAGE PER PARTY
EXPENDITURES
ON DOMESTIC
OVERNIGHT TRIPS
TUCSON &
SOUTHERN ARIZONA

$236
Lodging

$147
Restaurant
Food & beverage

$101
Transportation
At destination

$100
Retail
Purchase

$82
Recreation,
sightseeing,
Entertainment

2024 ESSENTIAL INSIDER’S GUIDE
TUCSON’S ONLY OFFICIAL TRAVEL GUIDE

Visit Tucson is the official organization charged with attracting visitors to Tucson and Southern Arizona. This annual guide is the key fulfillment piece, provided to everyone who requests it. Additional distribution locations include Phoenix Sky Harbor International Airport, Tucson International Airport, the Southern Arizona Heritage and Visitor Center, partner hotels, key attractions, meetings delegates and large events such as the Tucson Gem, Mineral and Fossil Showcase.

AD RATES NEW LOWER RATES!

<table>
<thead>
<tr>
<th>SIZE</th>
<th>VISIT TUCSON PARTNER (GROSS)</th>
<th>NON-PARTNER (GROSS)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2024</td>
<td>2023</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>$10,515</td>
<td>$12,370</td>
</tr>
<tr>
<td>Full Page Spread</td>
<td>$6,877</td>
<td>$8,090</td>
</tr>
<tr>
<td>Half Page</td>
<td>$4,046</td>
<td>$4,760</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$2,397</td>
<td>$2,820</td>
</tr>
<tr>
<td>Formatted Listing</td>
<td>$723</td>
<td>$850</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS (PARTNERS ONLY)

<table>
<thead>
<tr>
<th></th>
<th>2024</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFC/IBC</td>
<td>$7,812</td>
<td>$9,190</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$8,602</td>
<td>$10,120</td>
</tr>
</tbody>
</table>

DEADLINES

Space Reservation & Billing: November 3, 2023
Materials Deadline: November 10, 2023
Delivery: January 15, 2024

Two Great Organizations Partnering to Create One Official Travel Guide!