



Vamos a
tucson

2023-24 VAMOS A TUCSON

Media Kit & Advertising Rates for Mexico Market

*For More Information
Please Contact:*

Marisol Vindiola

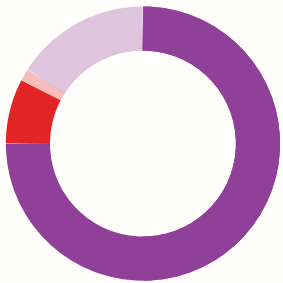
520.770.2167

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Mexico Market Profile

MEXICO OVERNIGHT VISITATION TO ARIZONA

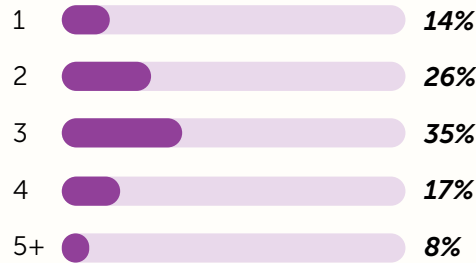
Source: Tourism Economics, reporting 2013-2019 data, 2007 Mexican Visitor Study – University of Arizona



Reason for Trip

- 75% Shopping
- 16% Business
- 8% Visit Friends /Relatives
- 1% Other Leisure

Nights in Arizona

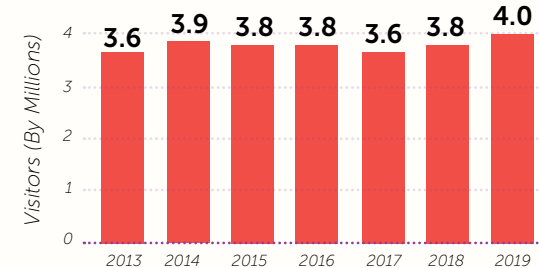


\$839

Party Spending Per Trip

16% Of Mexican Visitors Stay Overnight

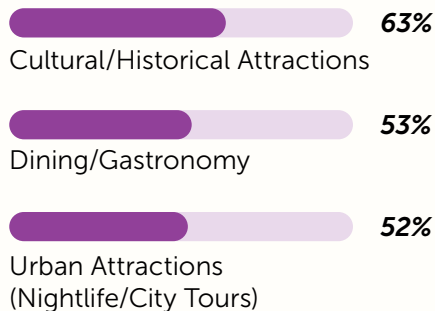
Visitation Volume to Arizona



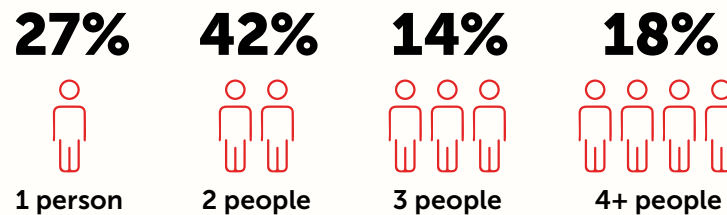
TRAVEL MOTIVATION & PLANNING

Source: Brand USA, reporting 2017 Intercontinental Traveler Data

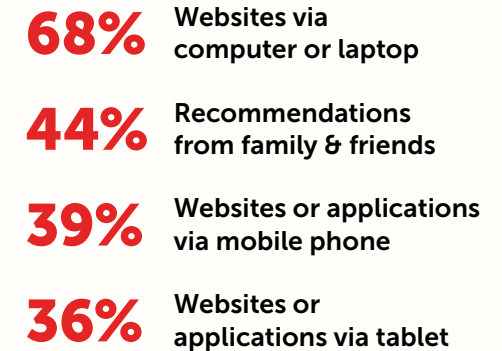
Top Travel Motivators



Expected Travel Party Size (next trip)



Source Used In Destination Selection For Last Leisure Trip



2023-24 E-Newsletter Advertising

FOR MEXICO MARKET

Vamos a Tucson Monthly E-Newsletter blast to Mexico Consumer Database — 20K+ Subscribers.
One sponsored story per month with hyperlink to partner website.

E-Newsletter Rates

Sponsored Story 260x200 image, 200 characters, URL	\$500
Banner Ad 300x250 banner, URL	\$250

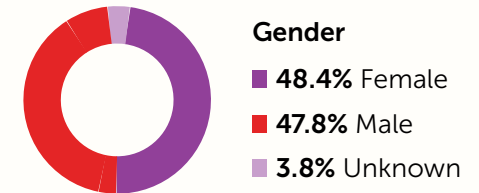
Vamos A Tucson E-Newsletter Calendar

Month	Theme	Materials Deadline	Send Date
July	Summer in Tucson	06/20/2023	07/05/2023
August	Back to School Shopping	07/20/2023	08/01/2023
September	Art & Culture	08/22/2023	09/01/2023
October	Urban Core	09/20/2023	10/03/2023
November	Tucson Style	10/17/2023	11/01/2023
December	Holiday Shopping	11/15/2023	12/01/2023
January	Health & Wellness	12/16/2023	01/03/2024
February	Gastronomy	01/16/2024	02/01/2024
March	Holy Week Vacation	02/20/2024	03/01/2024
April	Family Fun	03/20/2024	04/02/2024
May	Urban Core	04/17/2024	05/01/2024
June	Summer in Tucson	05/20/2024	06/04/2024

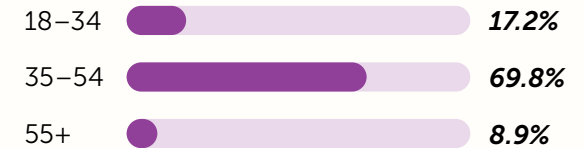
Audience Breakdown

20,000+

Subscribers



Age Range



100%

 Opted-In To Receive Visit Tucson Content

E- Newsletter Metrics

17%

Open Rate

.67%

Click-Thru Rate

2023-24 Digital Advertising

VAMOS A TUCSON SOCIAL MEDIA ADVERTISING OPPORTUNITIES

With an engaged audience of 85K followers, the Vamos a Tucson Facebook page is an excellent place to promote your business to the Spanish-speaking market in Mexico and the U.S.A. Working together, we will craft your post which will run 1x per week for four weeks.

Rates

One- Month Campaign — \$600

1 post per week/4 posts per month

VAMOS A TUCSON WEBSITE ADVERTISING

Traditional website advertising is handled through our partner, DTN. From page sponsors and featured listings to sponsored slideshows and run-of-site banners, there is something to fit every budget.

Rates

Starting at **\$200 per month.**

\$2,000
VAMOS PACKAGE
(\$2,100 value)

Sponsored content, social media (4 mentions per months, 1 mention per week)	\$600
Social Media Giveaway Campaign	\$600
E-newsletter Feature (sponsored story)	\$500
12-month membership (or \$400 toward membership)	\$400
Total	\$2,100