2023–24 VAMOS A TUCSON

Media Kit & Advertising Rates for Mexico Market

For More Information
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Mexico Market Profile

Mexico Overnight Visitation to Arizona


Party Spending Per Trip

$839

16% Of Mexican Visitors Stay Overnight

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

Nights in Arizona

<table>
<thead>
<tr>
<th>Nights in Arizona</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>14%</td>
<td>14%</td>
<td>26%</td>
<td>35%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Visitation Volume to Arizona

Visitors (By Millions)

2013: 3.6
2014: 3.9
2015: 3.8
2016: 3.8
2017: 3.6
2018: 3.8
2019: 4.0

Travel Motivation & Planning

Source: Brand USA, reporting 2017 Intercontinental Traveler Data

Top Travel Motivators
- Cultural/Historical Attractions: 63%
- Dining/Gastronomy: 53%
- Urban Attractions (Nightlife/City Tours): 52%

Expected Travel Party Size (next trip)
- 27% 1 person
- 42% 2 people
- 14% 3 people
- 18% 4+ people

Source Used in Destination Selection For Last Leisure Trip
- Websites via computer or laptop: 68%
- Recommendations from family & friends: 44%
- Websites or applications via mobile phone: 39%
- Websites or applications via tablet: 36%
## 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

<table>
<thead>
<tr>
<th>Sponsored Story</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>260x200 image, 200 characters, URL</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Banner Ad</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 banner, URL</td>
<td>$250</td>
</tr>
</tbody>
</table>

### Vamos A Tucson E-Newsletter Calendar

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

### Audience Breakdown

- **Gender**
  - 48.4% Female
  - 47.8% Male
  - 3.8% Unknown

- **Age Range**
  - 18–34: 17.2%
  - 35–54: 69.8%
  - 55+: 8.9%

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