



Storytelling Marketing & Distribution

OVERVIEW



CONNECTING YOUR DESTINATION WITH TRAVELERS & TRAVEL TRADE

INSPIRE THE WORLD TO VISIT YOUR DESTINATION WITH A MEANINGFUL ADVERTISING CAMPAIGN USING ATTA'S MARKET REACH

Tap into the Adventure Travel Trade Association's market access with a meaningful promotion to travelers and the travel trade. Your destination's story is meant to be shared, and the ATTA is equipped to get your brand presence firmly rooted in key source markets. This digital advertising distribution campaign will be tailored to your destination's marketing objectives and budget in order to maximize reach, visibility, and impact. With the ATTA at the helm for storytelling and distribution, our cohesive strategy will be present from the moment we start filming to when we connect and inspire travelers with our digital advertising campaign.

PARTNERSHIP

VALUE

- **Adventure.Travel Consumer Promotion:** An Adventure.Travel destination page to promote the video and other destination content. The landing page and video will be promoted in at least two (2) dedicated email campaigns, as well as a highlight in one themed monthly email
- **Trade Promotion:** Storytelling materials shared across all trade channels to inspire tour operators, travel advisors, and other key industry players (**AdventureTravelNews** and **social media channels**)
- **Digital Advertising:** A high-reach, multi-channel organic and paid ad campaign to promote your destination's video content in your ideal target markets. Monthly reporting and campaign statistics will be provided, as well as a final report of campaign performance.
- **Built for Scale:** Choose from three marketing packages. The campaign will be tailored to dovetail with your destination's marketing outreach strategy.



Trade & Adventure.Travel Exposure +
250,000 Video Views
\$26,000



Trade & Adventure.Travel Exposure +
500,000 Video Views
\$39,000



Trade & Adventure.Travel Exposure +
1,000,000 Video Views
\$59,000