

A RESULTS-DRIVEN APPROACH TO TOURISM



Reach millions
of visitors
planning their
Pennsylvania
vacations

2024-2025

PARTNER MARKETING OPPORTUNITIES

PENNSYLVANIA
THE GREAT AMERICAN GETAWAY

72 MILLION PEOPLE LIVE WITHIN A 4 HOUR DRIVE OF PENNSYLVANIA



ANNUAL VISITATION
192.4 MILLION



76.7 BILLION
IN TOTAL ECONOMIC IMPACT



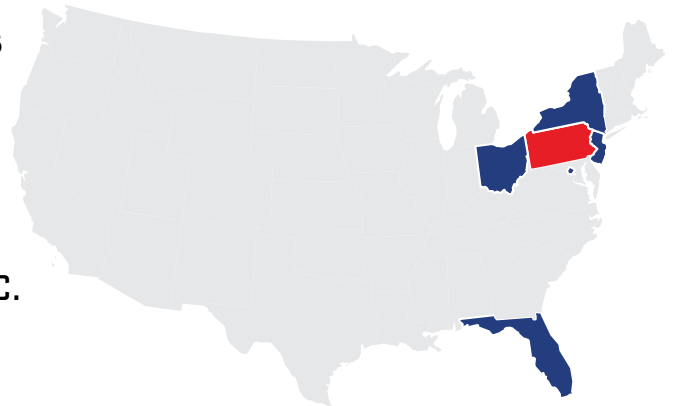
ANNUAL OVERNIGHT
VISITOR SPENDING
\$28 BILLION



\$66 MILLION
OVERNIGHT TRIPS

TOP 5 U.S. MARKETS

1. NEW YORK
2. NEW JERSEY
3. OHIO
4. FLORIDA
5. WASHINGTON, D.C.



PENNSYLVANIA MARKET		U.S. MARKET NORMS
3.8	NIGHTS STAYED	3.9
2.9	PARTY SIZE	2.9
46.9	AVERAGE AGE	44.8

PENNSYLVANIA MARKET	IMMEDIATE TRAVEL PARTY	U.S. MARKET NORMS
63%	SPOUSE/PARTNER	62%
36%	CHILD(REN)	38%
25%	SOLO	24%
16%	FRIENDS	17%

PENNSYLVANIA MARKET	TOP ACTIVITIES	U.S. MARKET NORMS
41%	OUTDOOR ACTIVITIES	48%
28%	CULTURAL ACTIVITIES	29%
20%	SIGHTSEEING	20%
18%	SPORTING ACTIVITES	21%
15%	LANDMARKS/HISTORIC SITES	13%

Source: Tourism Economics: The Economic Impact of Travel in Pennsylvania (2022)

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REACH OVER 3.5 MILLION QUALIFIED LEISURE VISITORS ACROSS THESE LEISURE CHANNELS



STATE TRAVEL GUIDE
Print & Digital

VISITPA.COM

TRAVEL NEWSLETTER

SOCIAL MEDIA
+340K*



221K



48.7K



136K



3.37K



6.8K



122

launched May 2024

*Current Social Subscribers

PENNSYLVANIA \$5M MARKETING BUDGET

The Pennsylvania Tourism Office drives visitation to the Commonwealth through paid and earned media campaigns along with marketing communications which highlight the diversity of leisure destinations and experiences in PA.

The Tourism Office is committed to promoting Pennsylvania as a friendly destination with everything from foodie fun and craft beverages to outdoor adventures and historical attractions.

STATE TRAVEL GUIDE

The State Travel Guide offers advertisers prime exposure to a diverse audience of travelers. This presents advertisers with a unique opportunity to showcase their offerings to an engaged and receptive audience actively seeking travel experiences throughout Pennsylvania.

Distribution channels include:

- Direct request from travel intenders
- Placement along road trip routes
- Collaboration with State DMOs
- Targeted out-of-market placements

Print Circulation: 225,000

Readership: 2.4 readers per issue

Digital Guide: 317K+ Pageviews

Advertisers receive:

- Inclusion in both print & digital versions
- Reader Response leads
- Links to your website in digital eGuide

In-market: Dec. 2024

• Space Closing: October 2, 2024*

• Materials Due: October 17, 2024

**pending inventory availability*



Reach a qualified, targeted audience 365 days a year on every electronic device.

Visitors don't have to wait for the print guide to arrive before they plan their vacation. The State Travel Guide digital guide is just a click away on visitPA.com.

RATES

DISPLAY ADVERTISING	
AD SIZE	NET RATE
2-page Spread	\$19,450.00
Full Page	\$10,100.00
Half Page	\$6,150.00
Quarter Page	\$3,150.00

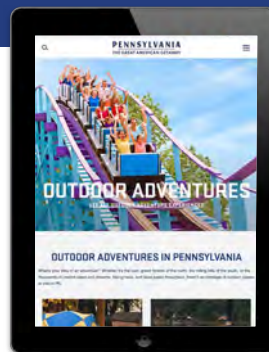
DISPLAY PREMIUM PLACEMENTS	
AD SIZE	NET RATE
Back Cover	\$13,450.00
Inside Front Cover	\$12,075.00 Sold Out
Inside Back Cover	\$12,075.00 Sold Out
Page 1	\$12,075.00 Sold Out

*Co-op options are available

FORMATTED ADVERTORIAL	
CO-OP AD SIZE	NET RATE
Formatted Full Page	\$11,600.00
Formatted Half Page	\$5,800.00
Formatted Quarter Page	\$2,900.00
Formatted Eighth Page	\$1,450.00

VISITPA.COM NATIVE ADVERTISING

REACH
MORE THAN
3.12M+
ANNUAL
VISITORS



AVERAGE
CTR
.40%

*Exposure on Desktop,
Tablet, and Mobile*

Over 3.12 million visitors in 2023 resulted in more than 5.7 million page views and provided advertisers with over 4.61 million display advertising impressions in total, and 23,000+ direct click-throughs to our advertisers' websites.



VISITPA.COM NATIVE ADS

Annual Visitors: 3.12+ million per year

Page Views: 5.7 million per year

Featured Partners: Native ads have the look and feel of editorial and run throughout the site.

FEATURED PARTNER RATES			
IMPRESSIONS	CPM	NET RATE	TIER
50,000	\$19.50	\$975	1
100,000	\$18.75	\$1,875	2
200,000	\$18.00	\$3,600	3

50,000 impression minimum buy

We build the ads for you with your image and copy

WINERIES

High quality wineries, scenic views, Pennsylvania's - where our grapes and people are thriving, creating great wine, and our atmosphere is second to none. From our rolling hills to our beautiful vineyards, our grapes and people are thriving. All the beautiful vineyards and people together in one place, creating a unique and unforgettable experience. Pennsylvania's wine country is a beautiful and scenic landscape. The produce here has 2 million gallons of wine each year and are known to have been 100+ years old - many of them are still being made. Pennsylvania's wine country is a beautiful and scenic landscape. The produce here has 2 million gallons of wine each year and are known to have been 100+ years old - many of them are still being made. Pennsylvania's wine country is a beautiful and scenic landscape. The produce here has 2 million gallons of wine each year and are known to have been 100+ years old - many of them are still being made.

EXPLORE WINERIES NOW

GET TRIP IDEAS

FEATURED PARTNER
Spartan Club: "The King of the South"
Head on the Saturday of the 20th Anniversary...
Lackawanna County's Best...
State of 2 parks in the middle...
Jonestown, PA, 5, 2018, 1981.

LEARN MORE

FEATURED PARTNER
Lancaster...
Get ready to party The 20th Anniversary...
"The Pennsylvania" of the...
The only thing better than a PA...
brewery is a multiple PA brewery.

READ MORE

FEATURED PARTNER
Explore what's new at the...
National...
The only thing better than a PA...
brewery is a multiple PA brewery.

LEARN MORE

FEATURED PARTNER
Crawford County offers a...
trip for your...
adventure. Use the Central...
and return it for a...
adventure.

LEARN MORE

GREAT EATS ON PA SPRING DAYS

View All Experiences

Drift Beer
Good times are brewing here.

Farmers Markets
All the freshest produce is here.

Beer Trails
The only thing better than a PA...
brewery is a multiple PA brewery.

Distilleries
These PA distilleries are worth a...
shot.

TRAILS OF SNACKS, SMILES, ALES, AND SO MUCH MORE!

Traveling in your stomach can provide the most inspiring memories. Explore...
the best of Pennsylvania's food and drink scene. It's all here. It's all yours. It's...
all yours. It's all yours. It's all yours. It's all yours. It's all yours. It's all yours.

VISIT OUR WEBSITE: IT

FOOD ADVENTURES IN PA

[View All Adventures](#)

VIDEO SPOTLIGHT

DEALS & PACKAGES

DRIVE MORE TRAFFIC AND ENGAGEMENT WITH VIDEO

In today's digital landscape, video content has become a crucial tool for capturing attention and driving traffic. It's not just about showcasing your destination, attraction, or accommodation – it's about creating an engaging experience that resonates with viewers and motivates them to explore more.

Video Spotlight is available these VisitPA Pillar pages:

- Outdoor Adventures
- Historical Pursuits
- Foodie Fun
- City Life

The numbers speak: 45% of travel planners use videos for leisure trip planning, highlighting its role in the decision-making process.

Source: Destination Analysts: State of the American Traveler 2024



VIDEO SPOTLIGHT NET RATE	\$2,100 per quarter/per pillar
<i>Limited availability: first come, first serve.</i>	

HARNESS THE POWER OF OFFERS TO ATTRACT VISITORS

Special offers are a powerful tool to draw in new visitors and encourage them to book their trips. With more than 3.12 million visitors to visitPA.com, there's no better way to provide an irresistible reason for travelers to choose your destination.

WHY SPECIAL OFFERS WORK:

Increased Attraction: Travelers are always on the lookout for good deals. Special offers create a sense of urgency and provide compelling reasons to book immediately.

Enhanced Visibility: Featuring deals prominently on visitPA.com ensures that your offers are seen by a large audience, maximizing your reach and potential bookings.

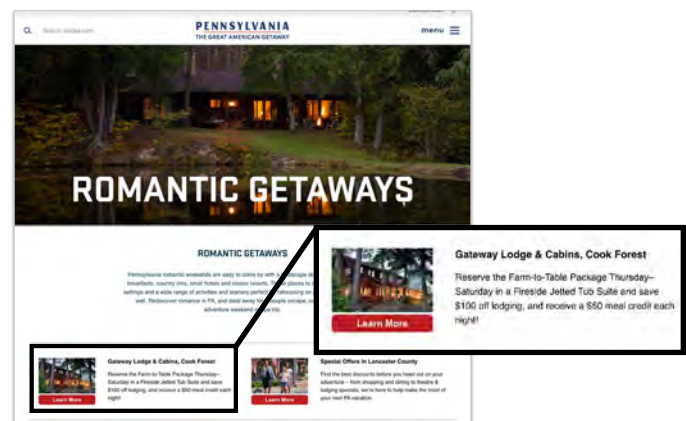
Targeted Appeal: By grouping offers by interests, you can effectively target specific demographics, making your promotions more relevant and appealing.

The Deals section on every page of visitPA.com presents visitors with special offers tailored to various interests, including:

- Romance
- Family
- Seasonal

QUARTERLY NET RATE	\$2,000/quarter
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Includes Deals in all 3 categories.



CUSTOM CONTENT

ONLINE LEADS PROGRAM

Promote your destination, attraction, accommodation, or event to more than 3.12 million qualified visitors annually on visitPA.com and drive additional organic traffic to your site with our Trip Ideas Custom Content program. Our editors will craft a custom article (at about 300-500 words), including photos promoting a vacation or destination experience.



100% SOV ON CUSTOM CONTENT PAGES

Article Page example

GENERATE HIGHLY QUALIFIED LEADS FROM VISITPA.COM

The most valuable and most likely converted leads are travelers who are actively planning a trip to a destination. The visitPA.com website creates tens of thousands of immediate, highly qualified leads through direct requests on the site.

LEAD GENERATION

Visitors to the visitPA.com site who request a free copy of the State Travel Guide or sign up for the monthly newsletter are automatically directed to a "Thank You" page, where they elect to receive information about participating businesses.

Advertisers receive these qualified leads from Pennsylvania on a weekly basis, in a format that is easy to incorporate into existing marketing initiatives.

PROMOTION OF CUSTOM CONTENT

- Live on visitPA.com for one year under the Trip Ideas page
- Promoted on VisitPA.com via added-value native ads*
- Full rights to repurpose the content for your own and partner sites
- Includes one organic Facebook and one organic X post on PA Tourism Office owned channels

LEADS NET RATE	\$2,100/quarter
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CUSTOM CONTENT ANNUAL NET RATE	CONTENT RENEWAL ANNUAL NET RATE
\$2,995	\$1,995

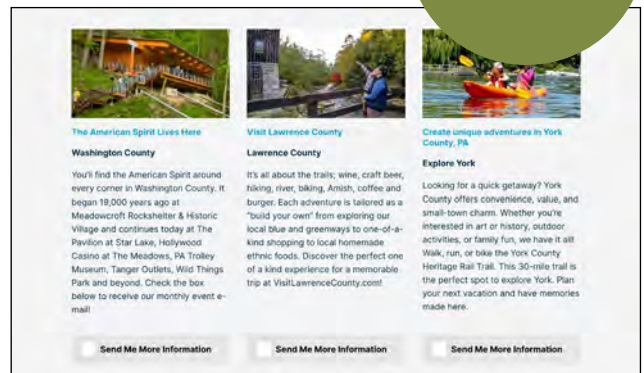
CUSTOM CONTENT FAQs

What kind of subjects/visuals will be covered? Our content experts will create content based upon your goals – and that performs best on the site.

Will it link to my website from visitPA.com? Yes! Our goal is to bring your destination or experience to life and drive qualified referrals to your site.

What are the next steps after I sign a contract? We'll work with you to outline goals, article, and production timeline.

GROW YOUR OPT-IN DATABASE



*Based on available inventory. No minimum impression guarantee.

MONTHLY ENEWSLETTER

SEND A MESSAGE TO TRAVELERS WHO ARE READY TO CLICK & GO

Every month, more than 160,000+ opt-in subscribers receive the official travel Newsletter of Pennsylvania with timely travel ideas, itineraries, and events crafted to motivate travel to Pennsylvania.

You can target your own message by month and season.

FEATURED EVENT OR DEAL

- Spotlight special offer or event
- New added-value: newsletter advertisers receive coverage via Pennsylvania Tourism Office's social media channels

NEWSLETTER FEATURED EVENT/
DEAL NET RATE

\$850/Month



Enjoy Makers Spirit Event

June 20-22: Celebrate makers of York County with behind-the-scenes tours, educational demos, tasting events, and more! Earn points for prizes using the digital passport.

[Learn More](#)

Event Example

CREATIVE BEST PRACTICES

Use your most compelling image, create a tagline that attracts attention, and bring the user into the experience through your copy.

160K+
SUBSCRIBERS



A Summer Filled With #PAScoops

Our 7th Annual Scooped: An Ice Cream Trail is back for another sweet summer in PA! Download the digital passport, check in at local creameries across the state, and earn cool prizes along the way.

[Read More](#)



Art & Music Festivals to Attend This Summer



Natural Water Experiences



June Events & Festivals

Pennsylvania events are heating up in June! Fly your Pride flag, spend quality time with four-legged friends, soar in a hot air balloon, dine on local favorites, and experience all that Pennsylvania, The Great American Getaway, has to offer.

[Read More](#)



Enjoy Makers Spirit Event

June 20-22: Celebrate makers of York County with behind-the-scenes tours, educational demos, tasting events, and more! Earn points for prizes using the digital passport.

[Learn More](#)



Rockin' on the Mon RiverFest

The summer's hottest music festival is coming to the Monongahela Aquatorium. June 21-22: Visit Washington County for two days of music by the river, great views, food, and fun!

[Learn More](#)



Explore The Kinzua Skywalk

Adventures await in the Allegheny National Forest region. Explore the Kinzua Bridge State Park, #1 PA State Park in 2024 by TripAdvisor, and the Skywalk, "One of the Top 10 Most Scenic Skywalks in the World."

[Learn More](#)



Boon on the Bridge | June 29

Join Visit Beaver County for an unforgettable day of fun and a lively night of music, community, and celebration. Headlining 2024's free festival is country music star Chris Lane.

[Learn More](#)



Summer Car Shows and Cruises

Prep those cars, trucks, motorcycles, and tractors! You are invited to celebrate summer at any of Greater County's numerous car shows, shows, and drag racing.

[Learn More](#)



Choose Your Own Philly Adventure

Score up to \$222 in perks, including hotel parking, when you book the Mid Philly Overnight Package.

[Learn More](#)



Pittsburgh is KidsBURGH

Download the FREE KidsBURGH Passport for access to family-friendly attractions, exclusive offers, and prizes!

[Learn More](#)

CUSTOM & CO-OP EMAILS

THE CUSTOM EMAIL IS SENT OUT TO VISITPA.COM'S DATABASE IN A BRANDED TEMPLATE.

Users respond incredibly well to this single message-focused email, and our diversified options allow you to tailor your approach.

100% SHARE OF VOICE (SOV)

It's all about you. The 100% SOV Custom Email focuses solely on your business, destination, or event, driving all clicks to your website.

Simply submit a photo, headline, body copy, and your desired call to action, and we'll build your personalized email and blast it out to the entire Pennsylvania Tourism Office's database of 160,000+ opt-in subscribers.

CO-OP

Perfect for destinations, statewide interest, or event-driven offers, a Co-op Email allows you the opportunity to participate at a co-op rate and to align your message with key umbrella messaging around your city, region, interest, or events.

CUSTOM/CO-OP EMAIL NET RATE	\$5,500
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160K+ OPT-IN SUBSCRIBERS

23.61% AVERAGE OPEN RATE

9.13% AVERAGE CLICK-THROUGH RATE

PROGRAMMATIC MEDIA PROGRAM

Participate in the PA Tourism Office's Programmatic Media Program and receive premium space in digital advertisements targeted to highly qualified audiences of travelers at an affordable cost.

Using first-party data, we're able to target audiences based on their demographics and behaviors, engaging users who have previously visited visitPA.com and retargeting them with meaningful messaging encouraging them to visit.

PARTNER OPPORTUNITIES

\$2,500 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	30 days	\$8.50	294,118	\$2,500	This package would provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach.
Totals			\$8.50	294,118	\$2,500	

\$6,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	30 days	\$8.00	750,000	\$6,000	This package would also provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals			\$8.00	750,000	\$6,000	

\$11,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	90 days	\$8.00	750,000	\$6,000	This package would also provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS include pre-roll video for high-impact advertising.
Pre-Roll* Video	:15 or :30 Video	90 days	\$17.00	294,118	\$5,000	
Totals			\$25.00	1,004,118	\$11,000	

\$15,000 Package

Tactic	Format	Timing	CPM	Impressions	Total Cost	Notes
Native & Display	IAB Approved Banner Sizes & Native Banners	90 days	\$8.00	1,875,000	\$15,000	This package would also provide exclusive access to visitPA.com first-party audience, through site retargeting and look-alike modeling for a full funnel approach PLUS Prospecting, Contextual, Demo, Behavioral targeting.
Totals			\$8.00	1,875,000	\$15,000	

*Contingent on overall participation levels. Priority will be on display advertising. Ask your rep for updated reach calculation.

**All costs are net.

AVAILABILITY

4-6 week production time ahead of campaign start.
Availability based on inventory.

REPORTING

At the end of the campaign, you will receive detailed performance metrics.

PENNSYLVANIA

THE GREAT AMERICAN GETAWAY

**TO PARTICIPATE IN THE
2024-2025 PROGRAM CONTACT:**

ABBY SIEGEL-GREENBERG,
Travel Media Sales & Marketing Executive
610-291-3424
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