

EXPLORE
GEORGIA

Co-Op Opportunities

Miles Partnership

Tripadvisor Co-Op



Why Tripadvisor?

#1 In Trust

for consumers searching for travel information
throughout the pandemic, ahead of other travel,
media and social sites.



Tripadvisor Traveler Sentiment Study, 6/19-6/28/20; 2,300 Respondents across US, UK, Japan, Italy, Australia, Singapore. As compared to Travel: Booking.com, Expedia, Airbnb, Yelp; Social Media: Facebook, Instagram, Twitter; Traditional media: TV, Newspaper and Radio

Why Tripadvisor?

We help people
plan for
experiences
locally, regionally
and globally.

87%

of our survey respondents are **excited to plan** their next trip

68%

of our audience is actively **thinking about travel**

65%

of our audience is interested in **local experiences**

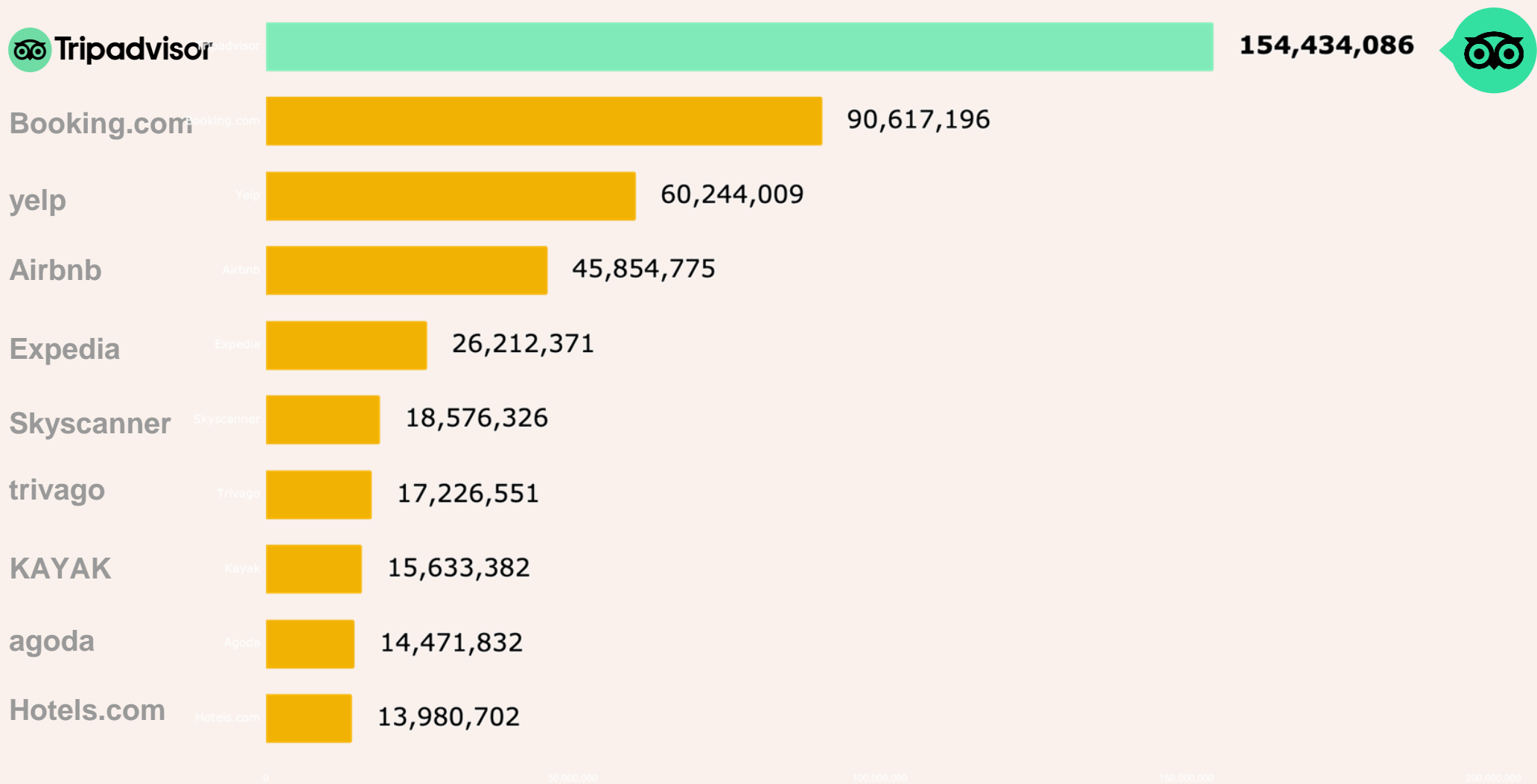
72%

cite that it is important to support local **restaurants**

21%

Say that they would like to see **up-to-date information** on local restrictions

Why Tripadvisor? We're still the largest Travel Site



Timing/Dates to Know

May 17	Informational Webinar
May 24	Open Date
May 25	Self-Serve Platform Webinar (will be recorded)
June 1	Program Begins
December 31	Program Ends

Tier 1 – \$5,000 Total Value

	Partner Cost	Match	Impressions
Native or Display	\$2,500	\$2,500	250,000

Targeting: Georgia Travel Researchers + Travelers in Key Markets

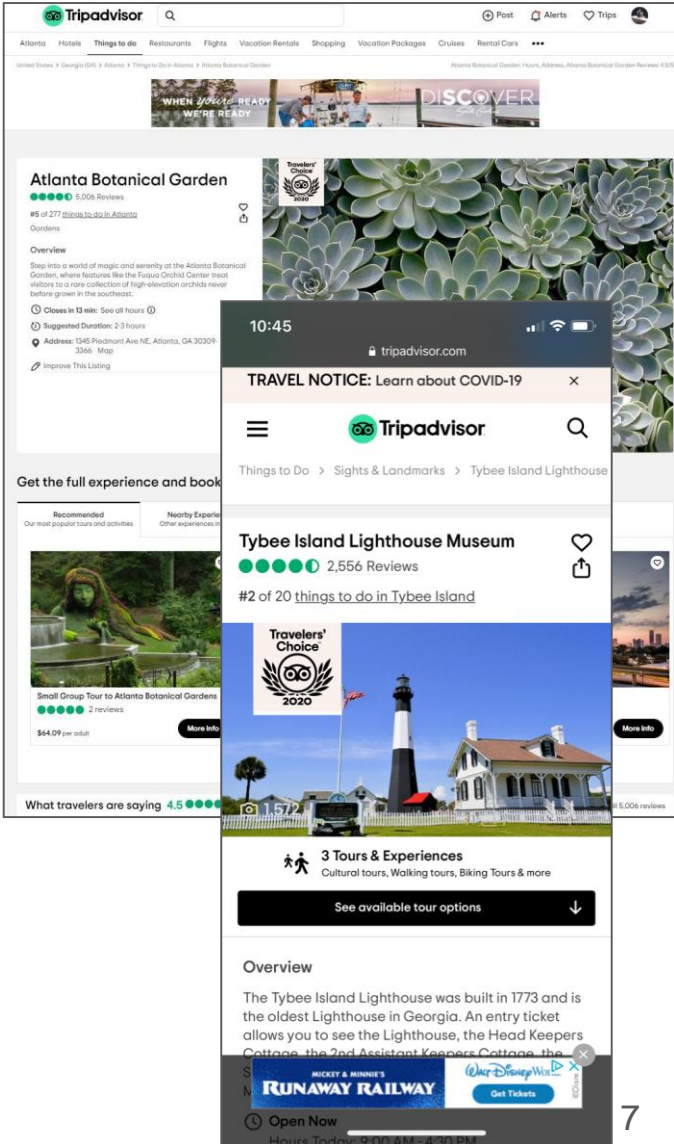
Ad Sizes: 728X90, 300X250, 320X50* or Explorer Mobile

Runs On: Desktop, Tablet, and Mobile

Reporting: Impressions, Clicks

Managed through Tripadvisor self-service portal

** Tripadvisor can create up to 3 display ads for an additional cost of \$1000. Please allow 2-3 weeks for creation.*



Tier 2 – \$10,000 Total Value

	Partner Cost	Match	Impressions
Native or Display	\$5,000	\$5,000	500,000

Targeting: Georgia Travel Researchers + Travelers in Key Markets

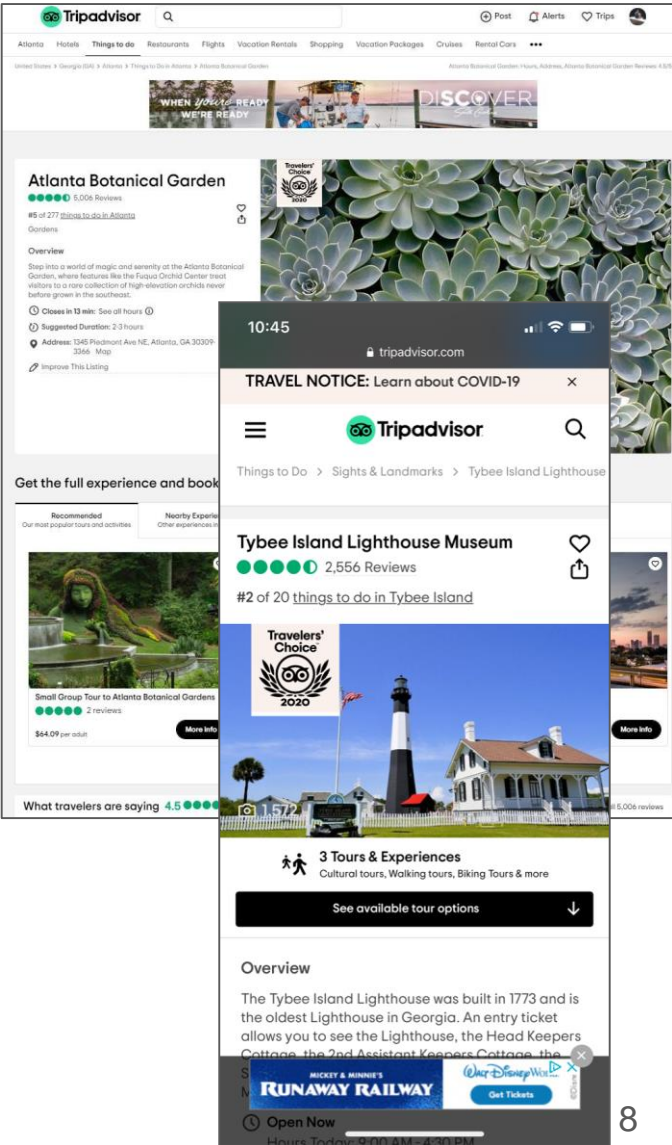
Ad Sizes: 728X90, 300X250, 320X50* or Explorer Mobile

Runs On: Desktop, Tablet, and Mobile

Reporting: Impressions, Clicks

Managed through Tripadvisor self-service portal

** Tripadvisor can create up to 3 display ads for an additional cost of \$1000. Please allow 2-3 weeks for creation.*



Tier 3 - \$20,000 Total Value

	Partner Cost	Match	Impressions
Native or Display	\$10,000	\$10,000	1,025,000

Targeting: Regional Travel Researchers + Travelers in Key Markets

Ad Sizes: 728X90, 300X250, 320X50, 300x600, 970x250 or Explorer Carousel*

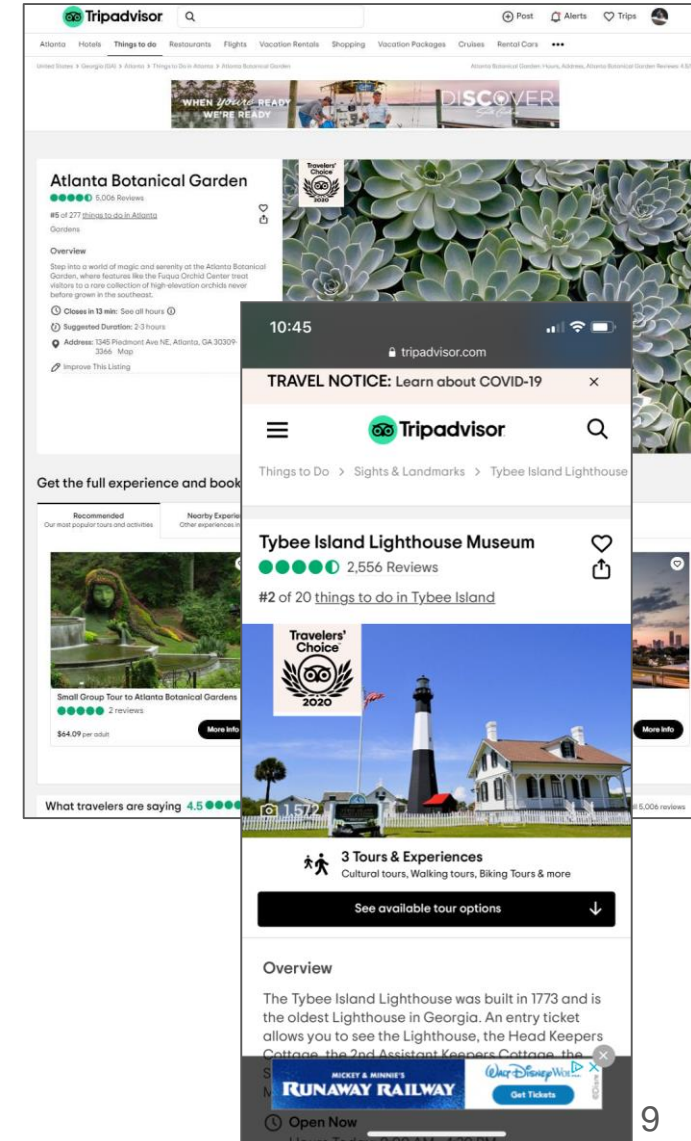
Runs On: Desktop, Tablet, and Mobile

Reporting: Impressions, Clicks, Campaign Impact**

Managed directly by Tripadvisor

*Tripadvisor will create Explorer Carousel ads using your logo, text, and images. Please allow 2-3 business days for creation.

**Campaign impact reporting available to DMO participants only



Tier 4 - \$50,000 Total Value

	Partner Cost	Match	Impressions
Native or Display	\$25,000	\$25,000	2,630,000

Targeting: Regional Travel Researchers + Travelers in Key Markets

Ad Sizes: 728X90, 300X250, 320X50, 300x600, 970x250 or Explorer Carousel

Runs On: Desktop, Tablet, and Mobile

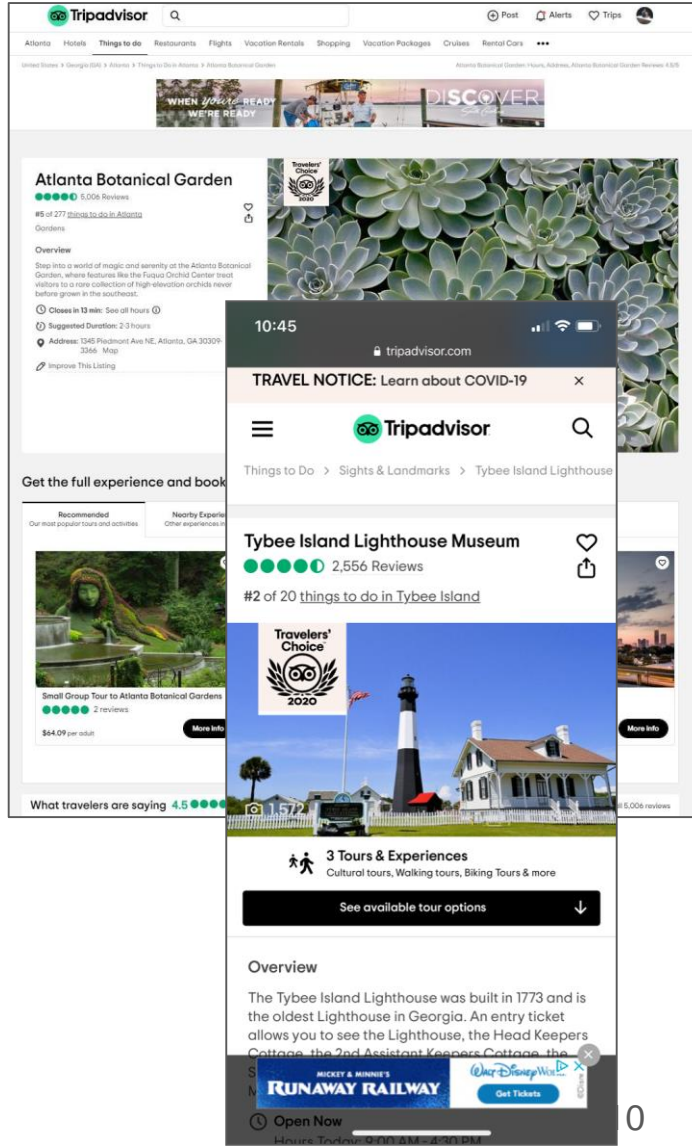
Reporting: Impressions, Clicks, Campaign Impact

Insights: 12-Month access to Tripadvisor Site Trend Dashboard for your destination, providing a pulse on your destination’s overall visibility and intent amongst our travel enthusiasts.

Managed directly by Tripadvisor

**Tripadvisor will create Explorer Carousel ads using your logo, text, and images. Please allow 2-3 business days for creation.*

***Campaign impact reporting & insights dashboards available to DMO participants only*



Tier 5 - \$100,000 Total Value

	Partner Cost	Match	Impressions
Native or Display	\$50,000	\$50,000	5,479,000

Targeting: Regional Travel Researchers + Travelers in Key Markets

Ad Sizes: 728X90, 300X250, 320X50, 300x600, 970x250 or Explorer Carousel*

Runs On: Desktop, Tablet, and Mobile

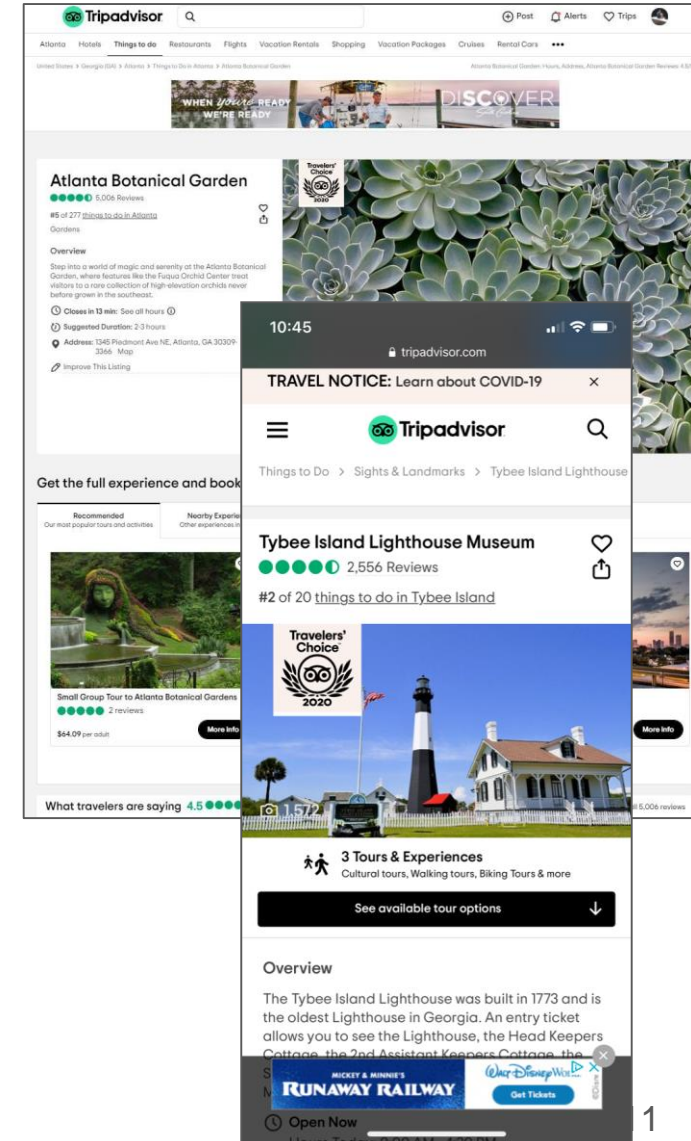
Reporting: Impressions, Clicks, Campaign Impact**

Insights:** 12-Month access to Tripadvisor Site Trend Dashboard, Location & Property Dashboard, and Ratings & Review Dashboard for your destination, providing a pulse on your destination's overall visibility and intent amongst our travel enthusiasts.

Managed directly by Tripadvisor

*Tripadvisor will create Explorer Carousel ads using your logo, text, and images. Please allow 2-3 business days for creation.

**Campaign impact reporting & insights dashboards available to DMO participants only

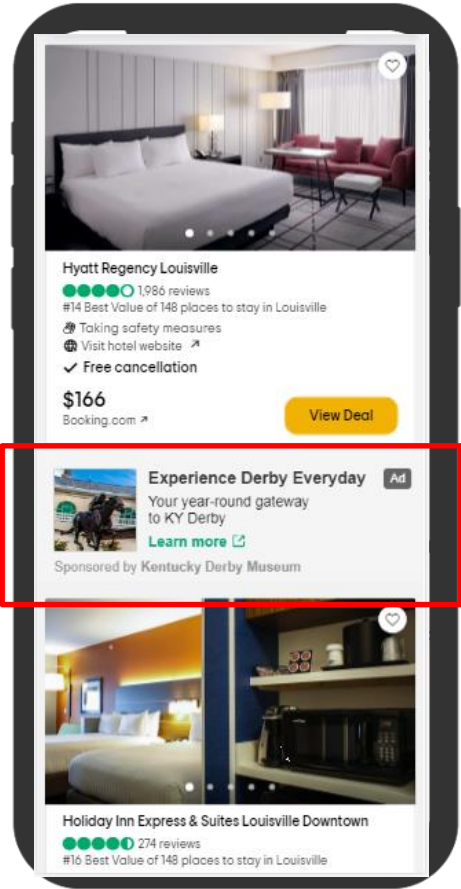


FAQ

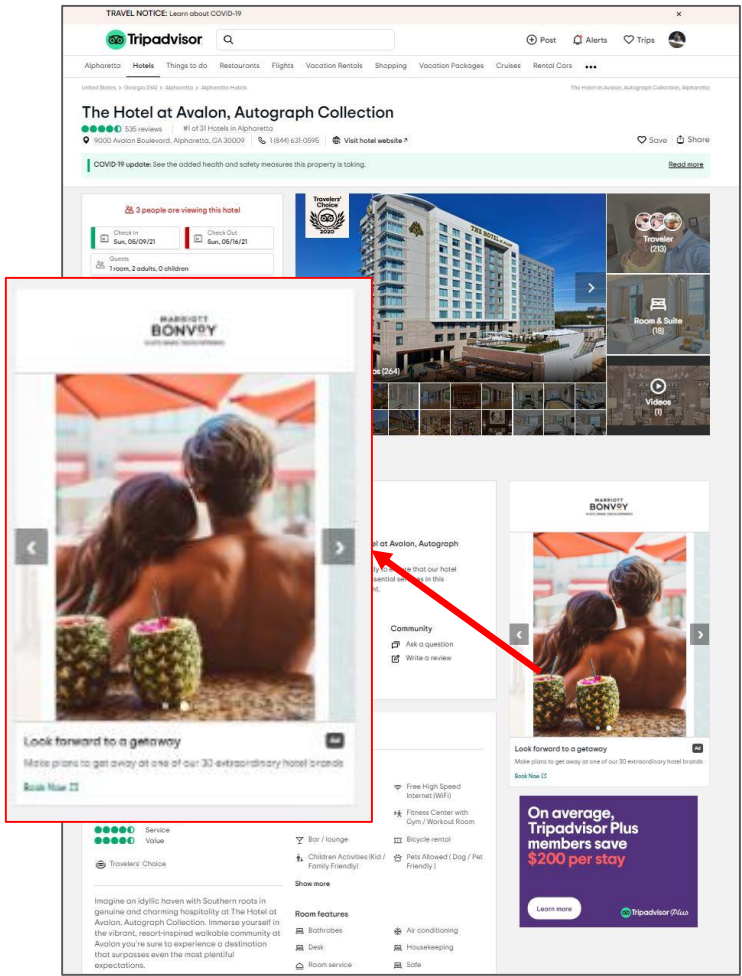
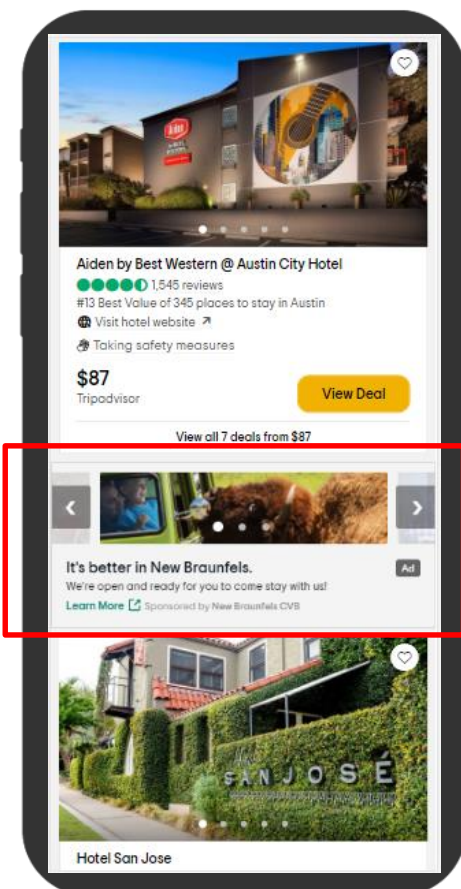
Billing	Billed monthly, based on site served impressions.
Availability	Programs are based on a first-come, first-served basis.
Reporting	<u>Directly Managed</u> : Within 10 business days of campaign end <u>Self-Serve</u> : Downloadable from Tripadvisormediamanager.com
Targeting	Partners can choose markets most relevant to their destination.
Self-Serve	Tier 1 and Tier 2 partners will have a webinar to walk through the platform, and live support will be available on the platform any time throughout your campaign.

Ad Examples - Native

Explorer Mobile

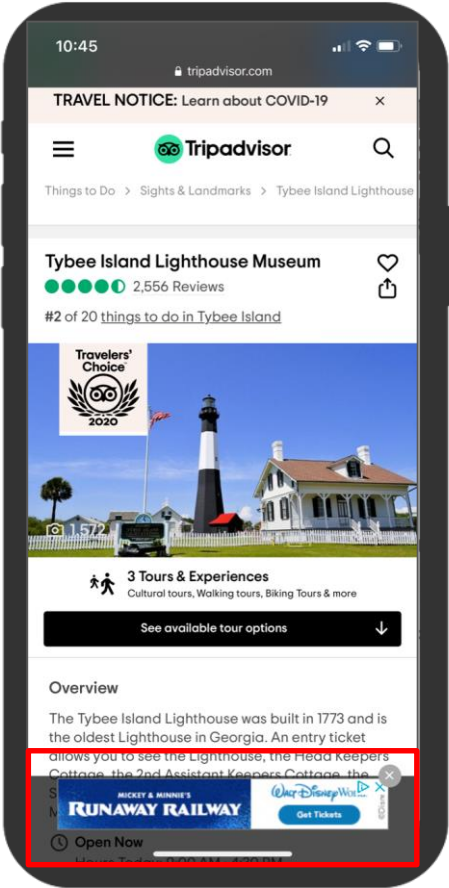


Explorer Carousel

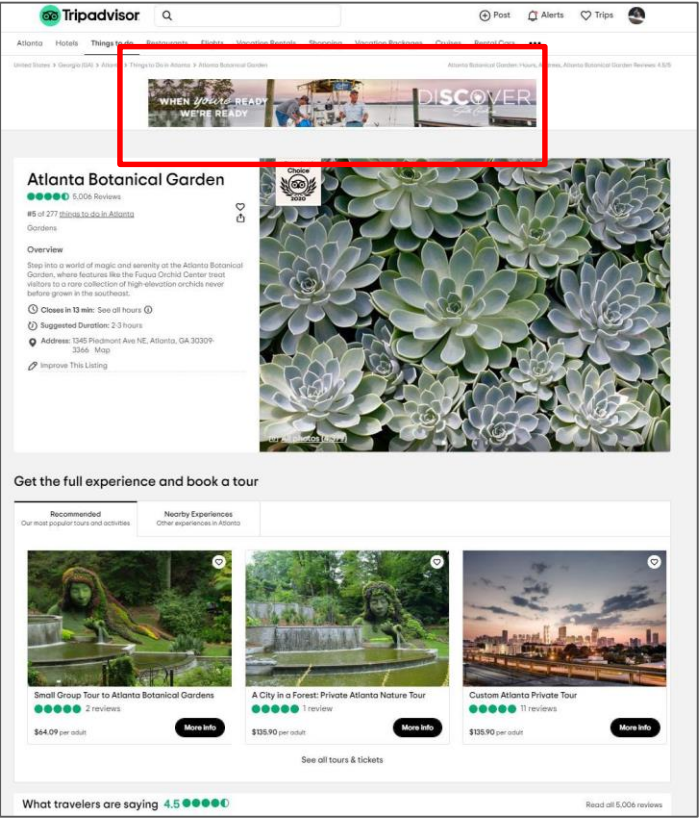


Ad Examples – Display Banners

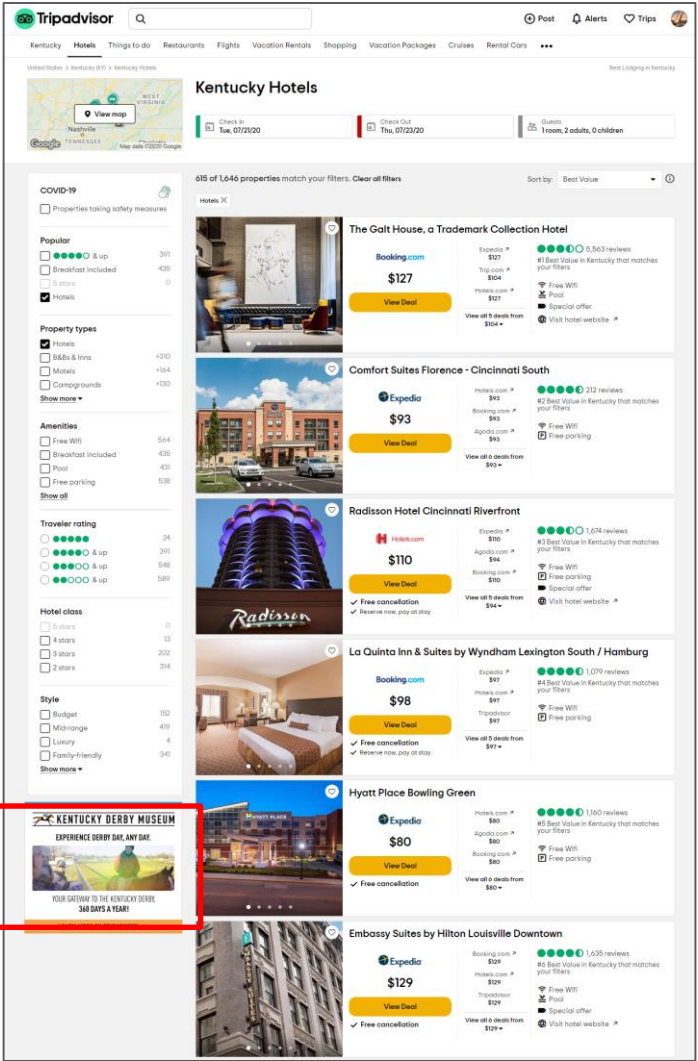
320x50



728x90



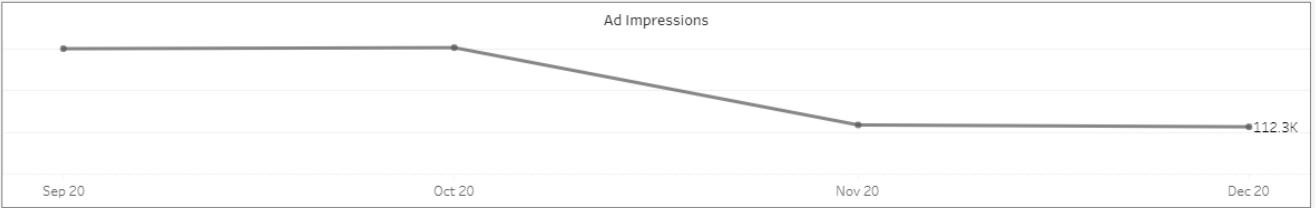
300x250



Impact Reporting Example

Total Economic Impact				
Total Economic Impact	Domestic Economic Impact	International Economic Impact	Hotel Revenue Impact	Attractions Revenue Impact
\$9,496,152	\$9,062,408	\$172,614	\$1,564,729	\$45,346
Ad Exposed Total Economic Impact	Ad Exposed Domestic Economic Impact	Ad Exposed International Economic Impact	Ad Exposed Hotel Revenue Impact	Ad Exposed Attractions Revenue Impact
\$2,027,994	\$2,018,197	\$5,026	\$344,251	\$19,405
% Ad Exposed Total Economic Impact	% Ad Exposed Domestic Economic Impact	% Ad Exposed International Economic Impact	% Ad Exposed Hotel Revenue Impact	% Ad Exposed Attraction Revenue Impact
22%	22%	3%	20%	24%

Ad Impressions	Ad Clicks	Ad CTR	Total Ad Spend
0.8M	1.5K	0.18%	\$20,893



<p>View Rate</p> <p>73.4% 74.6% 75.4% 75.7% 75.8%</p> <p>1-Day 7-Days 30-Days 60-Days 90-Days</p> <p>Note: This visual has a 90-day lag following the start of ad exposure.</p>	Page Views Per User			POI Views Per User			Accommodation Page View Rate		
	3.4	4.5	1.3x	1.7	2.1	1.2x	8.2	11.5	1.4x
	Clicks Per User			Estimated Direct Bookings Ratio			Attraction Page View Rate		
	3.5	4.7	1.3x	3.8	3.8	1.0x	5.7	6.6	1.1x
							Restaurant Page View Rate		
							3.5	6.0	1.7x
Unexposed Ad Exposed				Unexposed Ad Exposed					

Summary of Packages

		Ad Impressions	Ad Sizes	Targeting	Runs on	Reporting & Insights	Partner Investment	Explore Georgia Match	Total Value
Tier 1	Managed through Tripadvisor Media Manager	250,000	728x90, 300x250, 320x50*, or Native	Georgia Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks	\$2,500	\$2,500	\$5,000
Tier 2	Managed through Tripadvisor Media Manager	500,000	728x90, 300x250, 320x50*, or Native	Georgia Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks	\$5,000	\$5,000	\$10,000
Tier 3	Managed directly by Tripadvisor	1,025,000	728x90, 300x250, 320x50, 300x600 or Explorer Carousel	Regional Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks, Campaign Impact**	\$10,000	\$10,000	\$20,000
Tier 4	Managed directly by Tripadvisor	2,630,000	728x90, 300x250, 320x50, 300x600 or Explorer Carousel	Regional Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks, Campaign Impact + Destination Site Trend Dashboard Access for 1 year**	\$25,000	\$25,000	\$50,000
Tier 5	Managed directly by Tripadvisor	5,479,000	728x90, 300x250, 320x50, 300x600 or Explorer Carousel	Regional Travel Researchers + travelers in key markets	Desktop, Tablet, and Mobile	Impressions, Clicks, Campaign Impact + Destination Site Trend, Location & Property, Ratings & Reviews Dashboards Access for 1 year**	\$50,000	\$50,000	\$100,000



* Tripadvisor can create banner ads for your campaign for a cost of \$1000 for up to 3 sizes. Allow 2-3 weeks from receipt of assets for banner creation.

** Campaign Impact, Trends, Location, Property, Rating, and Reviews Dashboards are for DMO participants only.

Timing/Dates to Know

May 17	Informational Webinar
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June 1	Program Begins
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Next Steps

Send me an email with your desired package



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Questions?



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