

2022

LAS VEGAS

DIGITAL VISITORS GUIDE: THE STRIP & BEYOND



REACH THE LAS VEGAS TRAVELER

INCLUDING VIDEO TO HIGHLIGHT YOUR BUSINESS

TOURISM IS VEGAS' #1 INDUSTRY



42.5 MILLION VISITORS IN 2019



\$36.9 BILLION VISITOR SPENDING IN 2019



44,658
Average daily auto traffic arrivals crossing the NV/CA border



51.5 MILLION
Passenger arrivals at McCarran Airport (2019)

2022 REACH:

- Initial Guide launch **May 2022**
- **14 million** potential social media reach through paid and organic social posts
- **500,000** estimated digital impressions via media outlets: **Apple Guide** and **Places.Travel**

Reach your specific target audience through Programmatic media placement, the #1 way to reach the potential Las Vegas Traveler.

PROGRAM OVERVIEW

Digital Magazine with enhanced video and linking options for advertisers

- Full page or half page digital magazine ad
- Programmatic Media Campaign
 - > 250,000 targeted impressions
 - > Targets can be selected by advertiser
 - > 30 days, detailed performance metrics provided at the end of the campaign
 - > Campaigns can be geotargeted*

IN ADDITION:

- + Your business will be featured through editorial content and as a highlighted location on **PLACES.TRAVEL** for a 12-month period.
- + **PLACES.TRAVEL** is the go-to resource for hard-to-reach Millennials and Gen Z audiences.
- + Visitors to **PLACES.TRAVEL** are highly engaged with over 2:30 minutes spent on articles and over 8 minutes spent on episodic video content.

Digital Magazine	Programmatic Media	Total Cost
Full Page Display Ad	250,000 Impressions	\$6750
Half Page Display Ad	250,000 Impressions	\$4800

*Campaigns are targeted Nationally. City or State targeting is also available.

2022 AD SALES CLOSE & LAUNCH DATES:
May, August, November



TO ADVERTISE, CONTACT:



TRACY ROBBISON

Travel Media Sales & Marketing Executive
Office: +1 702-485-3377 | Mobile: +1 702-445-3777
Tracy.Robbison@MilesPartnership.com