



# an experience to boost tourism

## Let's Drive Tourism to Your Destination

According to the World Travel & Tourism Council, the tourism sector is expected to outgrow most other major industries with a rate of 3.7% in 2015, with long-term forecasts of annual growth at 3.8% over the next ten years – growing to an \$11.4 trillion industry! With the Outdoor Advertising Association of American (OAAA) reporting that **84% of all travelers have viewed an out-of-home (OOH) advertisement in the past month**, it's clear that the target audiences align in both the tourism and OOH markets. Plus, it's a great time for travel! More young adults are valuing experiences over possessions, and the Baby Boomer generation is allotting their retirement expenditures for vacations.

**By using alternative OOH and experiential marketing, you can connect with your target audience in ways that are memorable – and boost tourism to your destination!**

Consumer time spent with OOH media is expected to increase at a rate of 5% through 2018, where almost all other media are projected to experience decreases in time spent. **OOH reaches consumers where they spend 70% of their waking hours – away from home.**

Mobile media formats don't rely on inventory space, and they can **hyper-target exact key audiences with your message**. In other words, our media formats can go where traditional media can't and be deployed in the **most effective locations!**

- mobile billboards
- brand ambassador teams
- Segway squads
- jet pack teams
- experiential marketing
- pop-up marketing
- PR stunts
- event domination programs



Alabama Tourism Department staked their claim in the BBQ wars with mobile billboards, touring through multiple markets.



Indianapolis Motor Speedway promoted their Snake Pit event to college students and young adults via a Segway squad.



American Airlines surrounds large events and conferences with mobile billboards to stand out among high attendances.

"I've seen the billboard every day, and I decided I *would* rather be trying to catch a fish with my bare hands in a river in Montana!"

// **Peter, Minneapolis**



Watch what happened when we brought Big Sky Country into a concrete jungle!

