

Dear _____, (if no name is available use: Director of Tourism & Marketing)

RE: Target Your Marketing to the Road Warrior Tourist

Having trouble drumming up (city name) tourism business in this sour economy?

Towns and cities all over the US are trying to increase tourism revenues with less funding. While tax revenues dropped, so did travel, falling a whopping 25 percent from 2007-2008.

But there's hidden opportunity in this slow economy

Road travel is showing a comeback, and you can use it to your advantage.

This past Thanksgiving, travel was up 2¹ percent. While far from a recovery, it shows growth in travel by car to smaller destinations like (city name). Here are just some of the 2009 trends expected to continue in 2010:

- Car travel is up by 700,000 drivers while air travel is down by 200,000²
- 46% of travelers researched their destinations online in 2009³
- 30% decided to drive instead of fly⁴
- 40% of US travel revenues will originate online⁵

(Name, if available), Internet advertising puts your message in front of **200 million Internet users**⁶ searching for information online. The Internet is where the travelers are. It's so much more effective and affordable than traditional advertising so (city name) can attract more tourists for less money.

Affordable, Effective Marketing Targets (City Name)

Success in this economy comes to innovators who lead the cutting edge of Internet marketing. Advertising online, where your dollars have the strongest impact, makes the most of your strapped budget.

You will reach travelers searching for a smaller, more affordable destinations just like (city name). And the best part, you'll have measurable results to show management. Imagine how much bigger your budget may be next year when you bring in more tourists than you ever did with big budget traditional advertising.

Reach Travel Enthusiasts Nationwide

Here's how it works...

Road Trip Journal is an online destination magazine targeted to the road traveler. Our Road Warrior readers are delighted to find out-of-the-way destinations that fit their small budgets.

Every month we feature a state in our "Escape Routes" articles, highlighting specific destinations. Our "Spotlight on You" feature focuses on individual travelers who share their experience, sparking the imaginations of other would be travelers.

This January, our newsletter features the great state of Tennessee. We would love to highlight (city name) as part of this issue. Road Trip Journal will help you reach a wide audience of road travel enthusiasts. These travelers are just dying to know more about your local charm.

To ensure you achieve outstanding results from your advertising investment, we're offering unprecedented bonuses when you participate in our next newsletter.

Why advertise with Road Trip Journal?

Our publication promotes small towns and businesses like (city name) to pioneering travelers. We connect with those who love to explore and rediscover the back roads of America. We promote your destination through itineraries, articles and videos, marketed through multiple channels:

- 2700 newsletter subscribers, growing by 5% monthly (archived with active links)
- Regularly updated blog
- Facebook promotion
- Twitter marketing
- Various other Social Media Outlets
- Vehicle signage
- Visitor Contests

We invite you to participate in our January newsletter. You will gain the advantage of our **targeted road-traveler audience and low advertising rates**. We offer many options for your (Chamber or Visitors Bureau) to be included:

- Text Link - \$150.00
- 125 x 125 Banner Ad - \$300.00
- YouTube Video - \$500

Take advantage of our low rates now and we will also include a text link to your (Chamber's or Visitor's Bureau) on our Chamber's and Visitor's Bureau Directory page web site, a \$100 value!

But hurry, the Tennessee feature edition will be issued the first week of January! Contact us by December 21st to be included in this special offer. Place your ad with us by December 14th and we'll even include your tourism video on our homepage, free for 30 days!

(Name, if available,) please take a moment to visit RoadTripJournal.com. If you recognize the enormous potential of our site to bring you more tourist dollars, please contact us at Advertise@RoadTripJournal.com.

Safe travels!

Karina _____
Advertising Assistant
RoadTripJournal.com

Sources:

1. http://money.cnn.com/2009/11/18/news/economy/thanksgiving_travel/index.htm

2. <http://www.aaanewsroom.net/Main/Default.asp?PageSearchEnginePageSize=&LoosenSearch=&FileSearchEnginePageSize=&ArticleSearchEnginePageSize>
3. <http://www.cnn.com/2009/TRAVEL/08/12/travel.agent.comeback/index.html>
4. http://www.dailynews.com/antelopevalley/ci_13838355
5. <http://creativefusionmedia.wordpress.com/2009/02/25/travel-internet-marketing-trends-the-rise-of-social-media/>
6. <http://www.earthtimes.org/articles/show/research-and-markets-this-essential-report-analyzes-destination-marketing-online,1062909.shtml>