A scenic mountain landscape featuring a rocky stream with a small waterfall in the foreground, surrounded by green and yellow vegetation. In the background, a large, rugged mountain peak is partially covered in snow and partially obscured by mist. The sky is blue with light clouds.

**ABOUT
HERRMANN
GLOBAL**



HERRMANNGLOBAL

Tourism Insights & Marketing

We live and breathe our passion for experience-based travel. Through the Visit USA Parks brand, we are able to develop awareness about towns and attractions near public lands and US national park road trip routes. Together with our partners, we develop plans and tactics to amplify a unique and superior visitor experience to the conscientious traveler.



Herrmann Global is the parent company of Visit USA Parks, Untraveled and Herrmann Global Tourism Insights.



We strive to dig deep with our partners and their unique stories. We want to create stories that unlock the soul of travel and make a bonding impact with audiences.

Utilizing the latest technology in paid digital and social media, we connect these meaningful stories with a refined audience that has displayed a high interest and intent to visit your destination responsibly.





VISIT USA
PARKS



Our mission:

Designed to develop awareness about towns and attractions along US national park road trip routes and near public lands, Visit USA Parks puts destinations around the country on the map. Provides detailed itineraries and valuable insights to help travelers have authentic and meaningful experiences.

200M global **millennial** travelers in 2022

87% looked to **social media** for inspiration
for their next travel experience

\$180B spent on travel annually

A scenic coastal landscape featuring a rocky cliffside on the left, a sandy beach, and a large rock formation in the ocean. The text is overlaid on a semi-transparent grey rectangle.

AUDIENCE INSIGHTS & STATISTICS



119K

FOLLOWERS

2.509M

**MONTHLY
REACH**

Our audience includes both domestic and international (FIT) road trip travelers with interests in nature, outdoor recreation, history, and culture.

15%

AVG. ENGAGEMENT RATE



51.14%

AVG. ENGAGEMENT RATE



A vibrant desert landscape featuring several tall saguaro cacti in the foreground and middle ground. The background shows rolling mountains under a clear blue sky. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

**PARTNER WITH
VISIT USA PARKS**

Our Methodology



Research

the potential of attracting responsible travelers to consider your destination brand as a premier travel choice.



Create

visual destination story for travel inspiration, along with FIT itineraries for travel planning (family, couple, outdoor recreation, etc.).



Distribute

and retarget to niche audiences with the goal of activating leads to view travel ideas and book visits.



Measure

tourism impact for the community, such as engagement, leads and bookings.

Destination Story

Advertorial articles offer inspiration and guidance for travelers globally.



Working with you to highlight the best 2-3 days in your destination, our goal is to drive and influence travelers to stay multiple nights.



Ambassador Visits

Create authentic, unique and inspirational storytelling content along with engaging visuals with our Visit USA Parks Ambassador network.



Spending 2-4 days in your destination, they are able to experience and write from a travelers' perspective.



NICK COTE
PHOTOGRAPHER +
FREELANCE WRITER

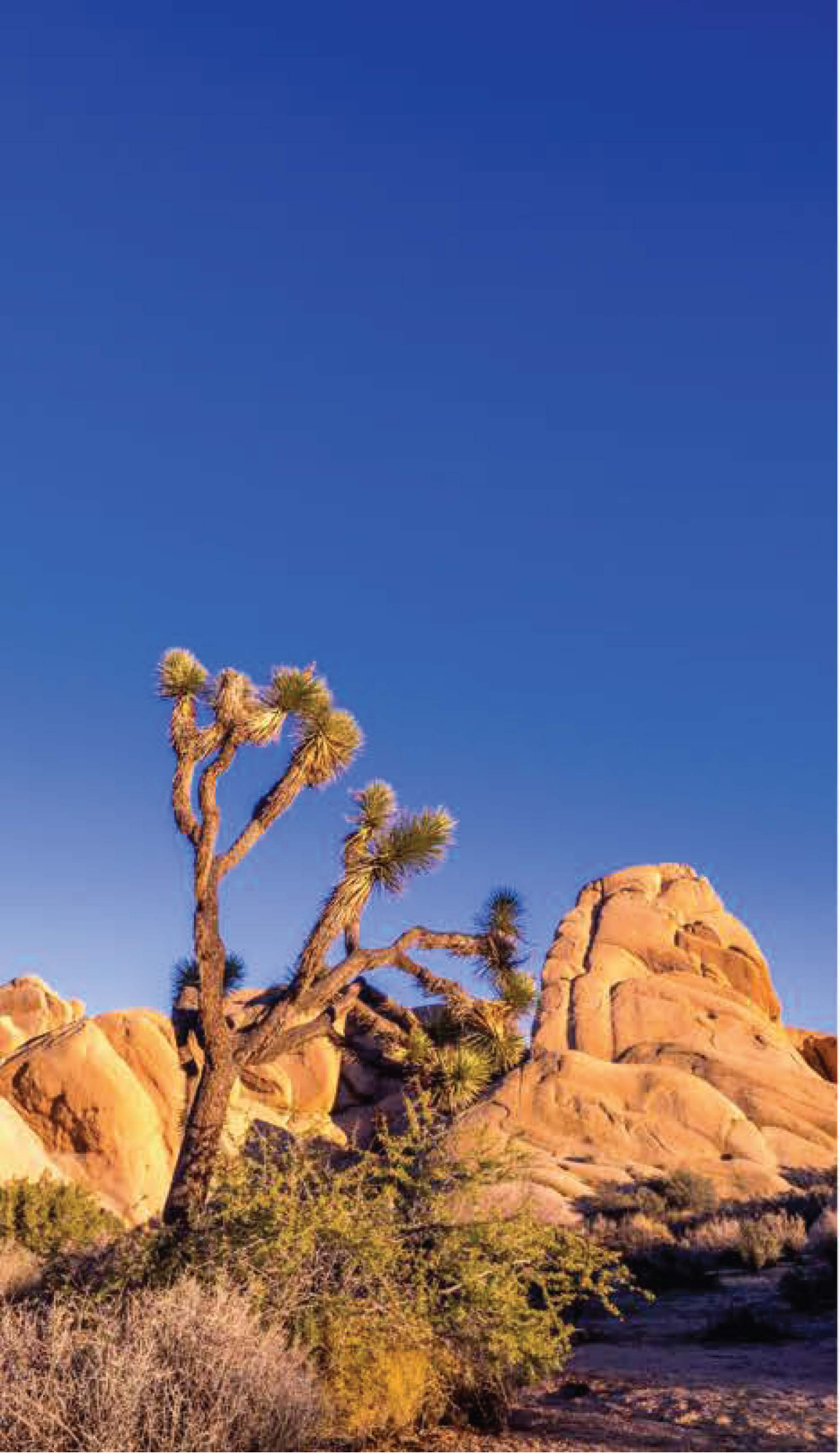


WHITNEY JAMES
ADVENTURE STORYTELLER



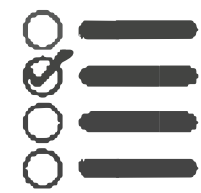
KIRK RASMUSSEN
DOCUMENTARY
FILMMAKER

This is the most authentic way to create content about travel.



Package Pricing

With highly customizable campaigns, we are able to create a package that will work for you and your available budget.



Destination Story

Inspirational or itinerary-based story highlighting best 2-3 days

\$6 - \$8k



Ambassador Visit

3-5 days experiencing your community from a traveler's perspective

\$10 - \$15k

An aerial photograph of a canyon featuring ancient cliff dwellings. The dwellings are built into the sandstone cliffs and consist of numerous circular and rectangular rooms, some with kivas. The canyon walls are layered with rock, and the valley floor is covered in dense green forest. The sky is a pale blue with light clouds. The word "REPORTING" is overlaid in large, bold, black capital letters across the center of the image.

REPORTING

INSPIRATION & ENGAGEMENT

IMPRESSIONS
358.8K↑

ENGAGEMENTS
50.2K↑

ENGAGEMENT RATE
34.1%↑

Based on our methodology, content optimization process, and tour operator partnerships, we are able to refine and develop an audience that has the highest propensity to visit your destination.

When evaluating campaign success, we closely monitor engagement as a key indicator.

We regularly meet and exceed these metrics due to our ability to define a highly relevant audience for your destination.

CONVERSATIONS

11,019↑

Likes, Saves, Shares & Comments

LEADS

8,395↑

Generated from re-targeting - viewed content multiple times, and followed the "call to action" to visit the website

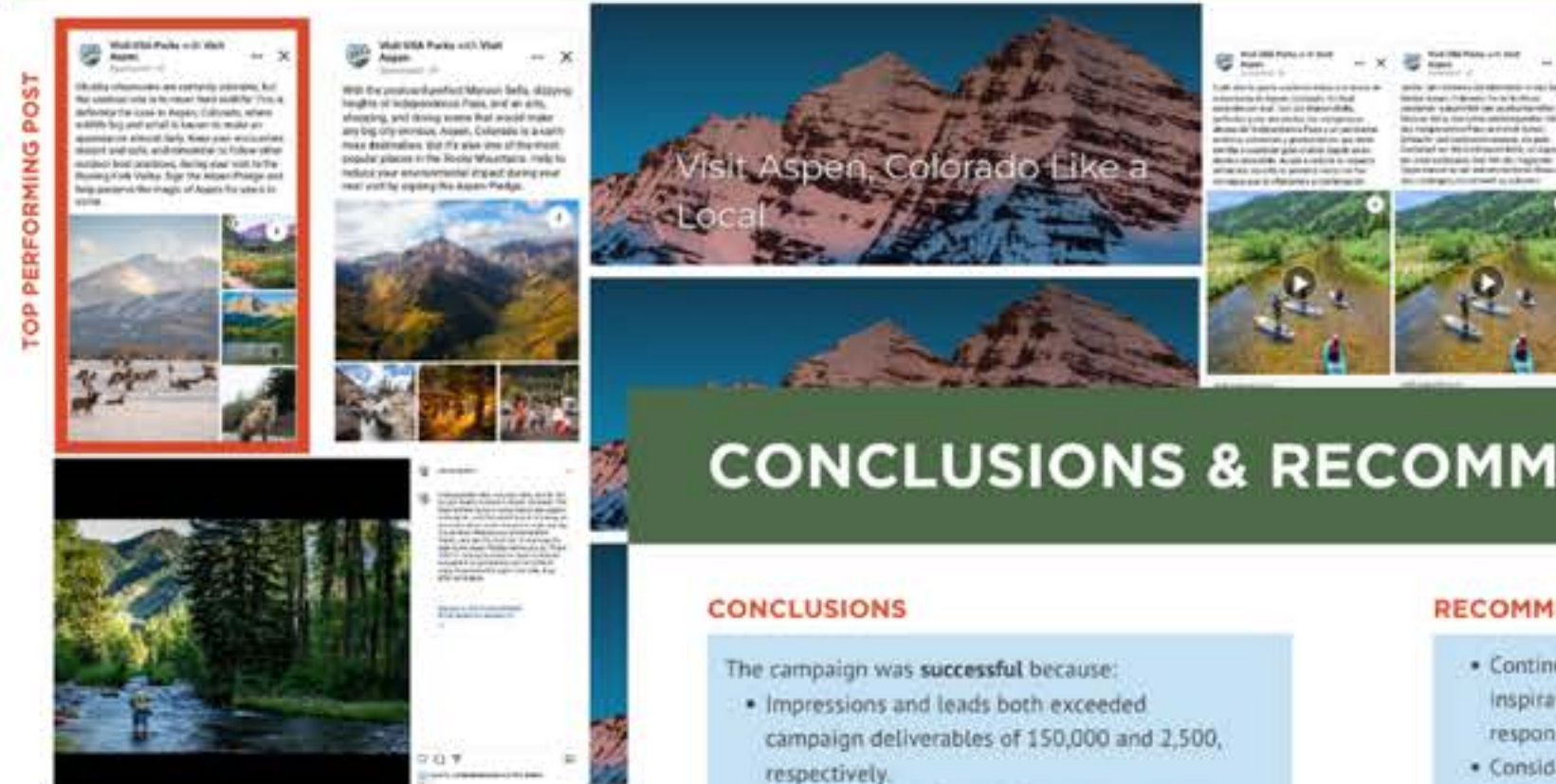
CONVERSIONS

657

Booking requests after engaging with content.

Example Report & KPIs

CONTENT OVERVIEW



FACEBOOK RESULTS & METRICS

INSPIRATION & ENGAGEMENT
IMPRESSIONS 1.54M
ENGAGEMENTS 136.4K
ENGAGEMENT RATE 15.6%

$\text{Engagements/Reach} \times 100 = \text{Engagement Rate}$

CONVERSATIONS
14,873
1 like, 1 share, 13,672 comments

LINK CLICKS
36,377

13,457
of which demonstrated INTENT via CTA clicks

CONVERSIONS
TBD

CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS

The campaign was **successful** because:

- Impressions and leads both exceeded campaign deliverables of 150,000 and 2,500, respectively.
- Cost per click of \$0.02 (\$0.13 without MX) is well below the travel/hospitality industry average of \$0.63.

Best-performing content:

- Preserving the magic of Aspen, wildlife

Best-performing markets:

- Based on figures, Mexico performed best, followed by Germany, then the UK closely after.

RECOMMENDATIONS

- Continue to develop content that balances inspirational travel experience ideas with responsible visitation education.
- Consider expanding to more European markets, as this type of messaging will resonate with them.
- Assess the Mexico market behaviors within your Google Analytics, as some results can be inflated with this market.



HERRMANNGLOBAL

Tourism Insights & Marketing

Adam Bridgeford

V.P. of Business Development

adam@herrmannnglobal.com

307.349.9810