



# sctta agency

real. effective. tourism.

## TOURISM SERVICES GUIDE



TENNTIP.ORG

ExperienceTN.com

SCTTA.ORG

TN Purple Iris Award Recipient  
2024 DMO of the Year





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## Introducing SCTTA Agency: Elevate Your Tourism Marketing

SCTTA Agency is revolutionizing how DMOs and tourism partners across the region access top-tier tourism marketing services—tailored specifically for the tourism and hospitality industries.

Through an unprecedented partnership with Advance Travel & Tourism, we are bringing together regional resources, dedicated SCTTA staff, and a team of digital marketing experts to create a seamless, full-service marketing solution.

This model is the first of its kind, giving DMOs—regardless of staff size—the opportunity to leverage agency-level expertise while maintaining an active role in marketing development. Our approach pairs your team with ours, ensuring collaboration in asset creation and campaign execution.

We offer a range of customizable packages designed to fit destinations of all sizes—from foundational marketing support to comprehensive, full-scale campaigns.

Take your tourism marketing to the next level with SCTTA Agency. Let’s build something incredible together.



## baselinepackage

\$25,000 | \$12,500 | \$7,500

### 4 Month Targeted Display

Build awareness with targeted display ads hitting on your affinity audience. Targeted display ads appear on websites that target specific people based on their interests.

- Outdoors
- Family
- Weekends
- History
- Food & Drink
- Within 2-4 Hrs
- Memphis
- Huntsville
- Knoxville
- Clarksville

### Fundamental Digital

- Social media management & digital maintenance that includes website updates.
- Quarterly 1200+ word article or itinerary that is serviced by SCTTA Public Relations.
- Content Development: Video, Photo, Branding Development, and Graphics as needed.
- Monthly planning discussions with SCTTA and Advance Travel & Tourism.

### Fundamental Print

- Local “Pocket Visitor Guide” development. 24-Page compact guide for events and general visitation.
- Annual Development and updating of a “Pillar Brochure,” focusing on a community pillar of visitation.

- 
- \$3,000 one-time website buildout charge.
  - \$3,000 one-time branding summit.

- Annual Strategy Sessions Meeting to determine goals and campaign dates with Advance Travel & SCTTA.

- Monthly campaign reporting throughout the campaign.
- Final report and impact with recommended next steps.

- Free grant facilitation and management are included in agency packages.



# premiumpackage

\$45,000 | \$22,500 | \$13,500

## 4 Month Targeted Display

Build awareness with targeted display ads hitting on your affinity audience. Targeted display ads appear on websites that target specific people based on their interests.

- Outdoors
- Family
- Weekends
- History
- Food & Drink
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- Memphis
- Huntsville
- Knoxville
- Clarksville

## 4 Month Paid Socials

Attract potential visitors in their planning phase using Meta. Leverage multiple different creative and ad formats for different audiences.

Key Performance Indicators:

- Impressions
- CTR/Clicks
- Organic & platform website traffic increases. Increases in target market engagement rates.
- Platform engagement increases.

## 4 Month Event Focused

Drive Traffic to a specific event page, encouraging event awareness and boosting potential attendance through targeted social media ads.

Geo: 50 mile radius Example of Audience Targeting:

- Frequent Travelers
- Festival Goers
- Foodies
- Family Activities
- Spring/Summer Markets

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- Monthly campaign reporting throughout the campaign.
- Final report and impact with recommended next steps.
- Free grant facilitation and management are included in agency packages.
- Full Page Ad in the Experience Tennessee Travel Guide

# premium+package

\$65,000 | \$32,500 | \$19,500

## Two Extra Months

- 6 Month Campaigns:
- Targeted Display Ads
- Paid Socials
- Event Focused
- Full Page After Jack Guide

## 6 Months of Paid Search

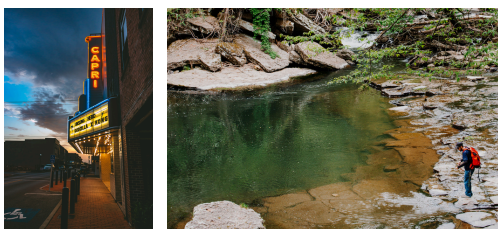
Reach travelers who are ready to book and actively looking for what your destination offers.

Keyword Examples:

- Activities near me
- Fishing in TN
- Kayaking near me
- Camping in TN

Success Measures:

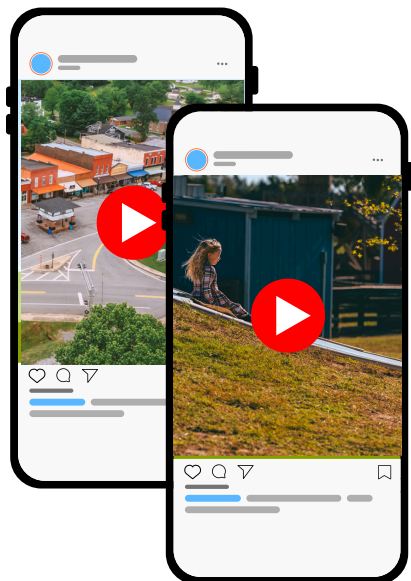
- Increased in awareness and organic traffic growth with real data
- Site Traffic Growth
- Increased Conversions



## Photo Services

Work with our team of professional staff photographers to deliver the visuals that best represent your community. Each of our photographers are on bulk contracts, which allows us to pass on the co-op value to your organization.

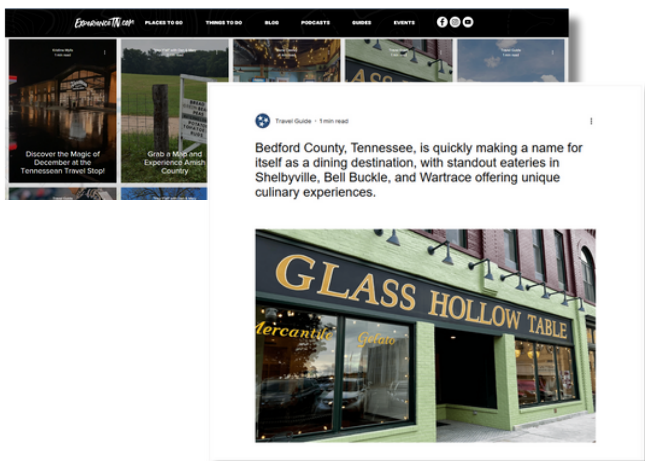
- 1 Shoot Day:** \$500 | 20 Edits and up to four shoot locations
- 2 Shoot Days:** \$900 | 40 Edits and up to eight shoot locations
- 3 Shoot Days:** \$1300 | 60 Edits and up to twelve shoot locations



## Video Services: Social Media Reels

Video continues to dominate online attention, but it is forever changing. Sure, there is a place for long-format video, but today the most effective approach is through short “reel” style videos showcasing your community or destination. New in 2025, all contracted social media reels posts will be posted as collaboration posts with Experience Tennessee socials.

- 4 Pack of Reels:** \$1,400
- 8 Pack of Reels:** \$2,700
- 12 Pack of Reels :** \$3,950



## Journalism & PR Services

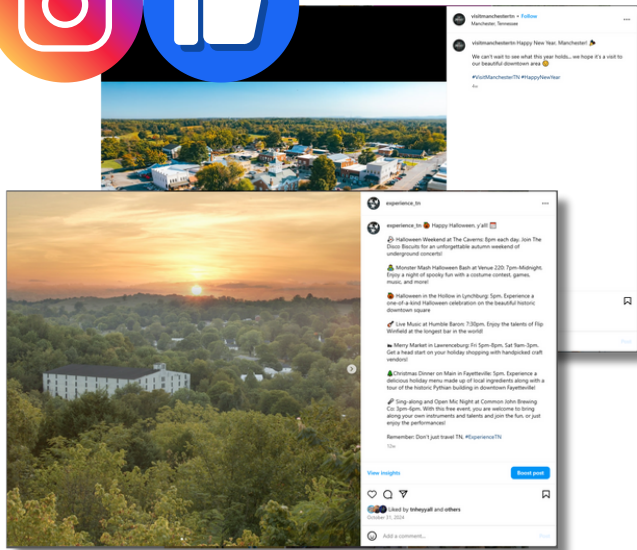
For DMOs in South Central Tennessee, blogging and journalism aren’t just storytelling—they’re essential for visibility and SEO. Fresh, keyword-rich content boosts search rankings, ensuring attractions, festivals, and experiences reach potential visitors.

Beyond SEO, quality journalism builds trust, offering insider tips, interviews, and deep dives into local experiences. Travelers crave authentic stories, not just ads.

Blogging and journalism go beyond storytelling—this year, SCTTA is elevating its journalism services by integrating Public Relations. This expansion enhances our media outreach efforts, ensuring stronger alignment with local, regional, and state PR initiatives. By streamlining media pitches and calls, we maximize the region’s exposure, driving greater visibility and impact.

- Single Article & Service:** \$400
- Quarterly Article & Service:** \$1,500 Annually
- Monthly Article & Service:** \$4,000 Annually





## Social Media Management

Work with our Associate Director of Media to develop a comprehensive social media strategy that moves the needle for your community. This year all services include a photo shoot, four social media reels shoots, and require a minimum paid ad plan.

### Social Media Management: \$6,000

- 2 Standard Weekly Posts
- *Single Day Photo Shoot with 20 edited photos*
- *Social Media Reels Shoot with 4 edited reels*
- *All Reels Post will be Collab posts with Experience*
- *Website Hosting included (\$3,000 buildout)*

**Minimum Ad Budget: \$500**

## Local Visitor Guide Development



A local visitor's guide is a valuable asset for hotels, short-term rentals, events, and more. These 4x9 booklets feature 16 pages of essential travel information (8 pages dedicated to local ads), helping visitors navigate dining, shopping, lodging, and attractions in your community.

With this package, SCTTA handles the entire process—from content creation and photography to printing and distribution. Guides are strategically placed at three state welcome centers, the Trailhead, the Natchez Trace Welcome Center, and local lodging partners, ensuring maximum reach and impact.

- 5,000 Initial Prints
- Digital Guide Provided with links
- Distribution Provided
- Brand & Social Kit Provided
- Bi-Weekly Social Media Promo Posts
- 3 Guide Promo Reels
- 3 Collab Reels Post

**Annual Price: \$3,000**

## Local Brochure Development + Experience TN App

SCTTA is now offering local brochure development to help bring your tourism concept to life. Work with our expert team to create custom branding, eye-catching design, and compelling content tailored to your needs. Plus, your brochure will be featured in the all-new Experience Tennessee mobile app, expanding your reach like never before!

- 4X9 Tri-Fold Brochure (2 back pages for ads)
- Digital and PDF Copies provided
- Distribution Provided
- Brand & Social Kit Provided
- Brochure Promo Reel
- One Experience TN Colab Post

**Initial Print: \$1,500**



# 2025 GUIDE SLATE



## TRAVEL GUIDE

- 72-PAGE REGIONAL TRAVEL GUIDE
- UP TO 150,000 PRINTS ARE DISTRIBUTED EVERY YEAR!
- SENT BY E-MAIL: 12,000+
- CLICKABLE ADS ON DIGITAL GUIDES WITH 90,000+ VIEWS
- BI-WEEKLY SOCIAL CAMPAIGNS TO 30,000+ FOLLOWERS
- PRINTED QUARTERLY ALLOWING FOR SEASONAL CHANGES
- STOCKING MAINTAINED AT ALL DISTRIBUTION POINTS



SCTTA is proud to introduce three regional-wide guides designed to inspire travel, support tourism investment, and enhance quality of life across South Central Tennessee.

Annual Travel Guide – Your go-to resource for discovering the best experiences, attractions, and hidden gems in the region.

After Jack Guide – A must-have for whiskey lovers and nightlife seekers, highlighting the best distilleries, bars, and after-hours adventures.

Find Your Tennessee Guide – Our newest addition, created in partnership with the TENNTIP Foundation, focuses on relocation and quality of life projects, helping new residents and investors connect with the heartbeat of Tennessee.

These guides not only help travelers navigate the region but also drive economic growth and showcase why Tennessee is the perfect place to visit, live, and thrive.

## AFTER JACK GUIDE

- 72-PAGE GUIDE TO TENNESSEE AFTER VISITING JACK DANIEL'S
- UP TO 150,000 PRINTS ARE DISTRIBUTED EVERY YEAR!
- SENT BY E-MAIL: 10,000+ (WITH DIGITAL WHISKEY PASSPORTS)
- CLICKABLE ADS ON DIGITAL GUIDES WITH 50,000+ VIEWS
- BI-WEEKLY SOCIAL CAMPAIGNS TO 30,000+ FOLLOWERS
- PROMOTED ON VISIT LYNCHBURG & TRAILHEAD SITES
- PRINTED BI-ANNUALLY ALLOWING FOR SEASONAL CHANGES
- STOCKING MAINTAINED AT ALL DISTRIBUTION POINTS



## FIND YOUR TENNESSEE

- LIVABILITY GUIDE FOCUSING ON RELOCATION & QUALITY OF LIFE
- 15 COUNTY PROFILES HIGHLIGHTING COMMUNITY VISUALS, DATA, DELIVERING COMPELLING COMMUNITY NARRATIVE
- PROGRAM SUPPORTS TENNTIP FOUNDATION THAT INVEST IN PUBLIC ART, QUALITY OF LIFE, AND CONTINUING EDUCATION
- GREAT OPPORTUNITY TO SUPPORT NOT ONLY THE TOURISM INDUSTRY, BUT ALSO THE DEVELOPMENT AND FUNDING OF QUALITY OF LIFE PROJECTS ACROSS THE REGION.
- MAILED AND EMAILED TO LEADS ACROSS THE COUNTRY LOOKING TO MOVE TO TENNESSEE.

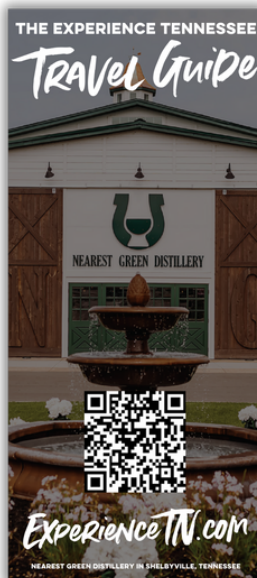




**GUIDES DISTRIBUTED TO:**

- ARDMORE STATE WELCOME CENTER
- NICKAJACK STATE WELCOME CENTER
- SMITH CO. STATE WELCOME CENTER
- TN WHISKEY TRAILHEAD & WC\*\*
- NATCHEZ TRACE WELCOME CENTER
- MEMPHIS I-40 STATE WC
- CHATTANOOGA I-75 STATE WC
- 7 REGIONAL STATE PARKS
- LOCAL WELCOME CENTERS
- LOCAL CHAMBERS OF COMMERCE
- LOCAL HOTELS & MOTELS
- LOCAL SHORT-TERM RENTALS

\*\* AFTER JACK DISTRIBUTED TO TRAILHEAD AND WELCOME CENTER ONLY



CENTER FOLD	\$3,000	\$3,000	\$2,500
BACK COVER	\$2,500	\$2,500	\$2,000
PAGE THREE	\$2,000	\$2,000	\$1,500
INSIDE FRONT COVER	\$2,000	\$2,000	\$1,500
INSIDE BACK COVER	\$2,000	\$2,000	\$1,500
2-PAGE SPREAD	\$2,500	\$2,500	\$1,750
FULL PAGE	\$1,500	\$1,500	\$1,000
HALF PAGE	\$1,000	\$1,000	\$750



**EXPERIENCE TENNESSEE BROCHURE SPONSORSHIP PROGRAM**

When you sponsor a brochure through Experience Tennessee, we layer your sponsorship in multiple ways to ensure maximum exposure.

- 1 Print Visibility** - Your full-panel 4x9 ad will be prominently featured on the back of the brochure you select, along with a logo mention inside the piece.
- 2 Digital Reach** - Every Experience Tennessee brochure is available on both the Experience Tennessee Mobile App and the ExperienceTN.com Virtual Brochure Rack, ensuring accessibility to travelers anytime, anywhere. Each guide is supported by a monthly branded social media post on Experience Tennessee Socials.
- 3 Extended Regional Presence** - Our Virtual Brochure Rack is strategically supported by:
  - The Overnight Program, placing materials in hotels and short-term rentals.
  - Virtual Brochure Rack posters displayed throughout the region, increasing exposure to visitors at key locations.

**2025 Pricing Options**

- Single Brochure - \$1,500
- 3 Brochures - \$4,000
- 5 Brochures - \$7,000

- Lynchburg Map - \$2,500
- Regional Map - \$2,500
- Local Brochures - \$1,000



*ExperienceTN.com*

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