

Sevier County Website CO-OP Advertising Program for County Lodging Tax Payers



1



Table of Contents

- **Site Description**
- **Promotional Plans**
- **Ad Model**
- **Pricing**
- **Ad Specifications**
- **Reporting**
- **Contacts**



Site Description

- The Great Smoky Mountains Lodging website was created to be a Smoky Mountain vacation planning tool, featuring unique county rental properties, attractions and events.
- On the site, you'll be able to search for all types of lodging that Sevier County, Tennessee has to offer – cabins, bed and breakfasts, condos and campgrounds. There are a number of county accommodations to choose from when planning your visit to the Great Smoky Mountains.
- Sevier County delivers one of the best visitor experiences and tourism values in the United States, with the natural beauty of the Great Smoky Mountains, outstanding family fun attractions, festivals and events.
- The website is funded by Sevier County lodging tax



Site Goals

- Promote Sevier County as an excellent destination to visit
- Promote Sevier County lodging tax payers and businesses
- Produce additional revenue to promote the destination



Site Goals

- The Goal of this site to promote the Sevier County Lodging Partners.
- With Special Offer Ads lodging partners will be able to promote the Smoky Mountains as the go to destination for receive **GREAT DEALS!**
- Now is the time to jump on board advertising your lodging properties by providing a very direct and appealing offer. For example consumers react to limited time offers such as:
 - *7 days to Book* – Save up to 50% off stays January 1, - February 28, 2010.
 - *Honeymooners* – Receive 20% off your vacation stay in 2010 – **BOOK NOW!!**
Special Offer ends 12-20-09
 - *Special Savings for weekday stays in January and February 2010 by booking your reservation now!!* **Special Offer ends 12-20-09**
 - *Special Winter Weekend Savings* – ONE night FREE *if you book by 12-20-09*



Promotional Plans

- **Primary**
 - Influence travelers and generate bookings
 - Create new visitors to lodging properties
 - Promote repeat visitation to Sevier County
 - Increase length of stay in lodging properties
 - Reach families with messaging as they plan Spring and Summer travel
- **Marketing and Advertising To Target Visitors Using**
 - Search Engine Marketing (organic and paid keywords)
 - Social Marketing
 - email Advertising
 - Display Advertising on Specific Key Web Sites



Promotional Plans

Future Campaign Dates

- Holiday Winter Campaign :
 - Run Dates Nov. 25 – Dec. 29
- Winter Weekend Honeymoon and Romance :
 - Run Dates Dec. 29 – Jan. 14
- Spring Break:
 - Run Dates Feb. 15 – March 31
- Summer Break:
 - Run Dates May 15 – June 30



Special Offer Ads

Goal:

Provide a fair and easy to understand ad program that has:

- Consistent ad positions
- Available to rental properties within Sevier County that pay the Sevier County lodging tax.
- Available to venues, shopping and dining in Sevier County



Special Offer Ads

All ads link directly to pages on your site that only have county properties listed on them.

Ads are placed on:

Home Page – all special offer ads are rotated on home page in the Lodging Special Offers position

Lodging Special Offers Page - all special offer ads are rotated in the top “featured” position on the top of the page

Lodging Special Offers Page - all special offer ads are rotated randomly on page

Promoted in multiple areas on site:

- Promoted on the home page
- Promoted on the Where to Stay main page



Home Page



Special Offers text link to Special Offers Page

Lodging Special Offer Ads Will Rotate EVENLY Clicks through to web site



Where to Stay main page



link to Lodging Special Offers

- Bed & Breakfasts
- Cabins & Chalets
- Campgrounds & RV
- Condos
- Reunions & Groups

Where To Stay

Search here for great lodging rates and special offers.
Search for [cabin rentals](#), [condominiums](#), [campgrounds/RV parks](#), [bed and breakfast inns](#), in Sevier County.



The lodging companies of Sevier County invite you to search and book your stay at Sevierville, Pigeon Forge and Gatlinburg cabins, chalets, condos, bed and breakfast inns, campgrounds and RV parks. You'll find excellent selections and great values, deals and savings on these Smoky Mountain rentals.

Our Gatlinburg and Pigeon Forge cabins provide the ideal setting for your Smoky Mountain vacation. Enjoy all the comforts and conveniences of a modern home in an authentically designed log cabin in the woods. Smoky Mountain rentals are the preferred choice of accommodations with features ranging from full kitchens and large family rooms to outside porches and decks, gas grills and hot tubs.

Special OFFERS
Special Offers. Check out these deals!
[Click here for more information.](#)

Search FEATURED LODGING

Property Type: All Properties

Sleeps: All Options

Location: All Locations

Search



Lodging Special Offers page



All ads rotate in this position equally

Timber Tops Luxury Log Cabins
 Reserve by 12/20/2009 to receive 3 nights for the price of 2 nights, January 1- February 28, 2010 stay dates, on 1 bedroom cabins with indoor pools. Call today and use the special code, "Pool".
[Click here for details!](#)

Check out our cabin rental specials in Gatlinburg and Pigeon Forge! We have many different cabins in the area each with their own unique style and great price. On top of the great price, there are amenities galore. The cabin specials in Pigeon Forge and Gatlinburg are too good to pass up. Special rates on remarkable cabins are always available and easy to find in the Smoky Mountains. We have the perfect cabin in Pigeon Forge or Gatlinburg waiting for you and your family. Come stay in a Pigeon Forge or Gatlinburg cabin for your next Smoky Mountain vacation!



Discounts and Specials!
 With a choice of over 300 Pigeon Forge cabins, chalets, condos and cottages, finding great accommodations is easy!
[Click here for details!](#)



Winter Specials
 Book your cabin now for January! Stay 2 nights or more, and receive 1 night free!
 Cabins starting only at \$80.00 a night!
[Click here for details!](#)



Awesome Year Round Cabin Specials
 Stay 5 Nights Get One Of Them FREE
 Stay 6 Nights Get One Of Them FREE
 We also have other monthly specials so come check us out today!
[Click here for details!](#)



December
 Rent 2 nights get 3rd night free
 Rent 5 nights and get 2 nights free
 Ask about other Great Attraction and Honeymoon Packages!
[Click here for details!](#)



Affordable Cabins in the Smokies
Fantastic Fall specials!
 Stay 7 pay for 5!
 Stay 3 nights, Pay for 2!
 Save 20% off a two night stay! (excludes holidays)
[Click here or Call 1-866-456-3781 for details!](#)



December & January Specials
 Stay 2 night, receive 10% Off or Two Passes to the Gatlinburg Space Needle
 Stay 2 or 3 nights, receive 1 additional night FREE or Two passes to Wonder Works
 Stay 4 or more nights and receive 2 additional nights FREE
 Large Cabins (4br and Larger) Take an additional 10% Off the above specials (3 night minimum)
 (Specials not to be used 12/23/09-01/02/10 or 01/15/10 - 01/18/10)
[Click here or call 1-866-282-2613 for details!](#)



Fireside Chalets, 1-877-774-4121
 Affordable/deluxe chalet and cabins rentals, located near all the attractions. Ask about our special vacation discounts.
[Click here for details!](#)



Stay three nights, the third night is 1/2 price. Stay four nights, the fourth night is free.
 December through March, excluding Dec. holiday dates. Check out additional reductions offered by individual owners on our "Owner's Specials" page.
[Click here for special deals on rental cabins!](#)

All ads rotate throughout the page evenly.



Pricing

- **Pricing for Special Offer ad :**
 - Free until December 31, 2009
with reciprocal link on your site
 - \$600 for period 1/1/2010 until 9/30/2010
- **Other:**
 - Contract must be signed for free ads
 - Ads can start going up as soon as materials are received from advertiser
- **For paid contracts starting on 1/1/2010**
 - Any contract started after 1/1/2010 will end on 9/30/2010 but still has to pay the full amount of \$600.
 - Annual Contracts – Period remains the same year after year
 - October 1st through September 30th
 - Amounts due upon contract signing



Ad Specifications

- **Materials needed:**

- 2 Images:
 - Special Offers page image = 147 x 124 pixels (jpg or gif)
 - Home page image = 75 x 34 pixels (jpg or gif)
- Headline: 30 to 50 characters (including spaces)
- Body Copy: up 100 characters (including spaces)

- **Process:**

- Once contract is signed and faxed to us we will contact you with instructions on where to send the materials
- We produce the ad and put up on the site



Reporting

- Reports on results sent quarterly
- Reporting for each ad will include:
 - **Impressions** - the number of times your ad was seen by consumers
 - **Clicks** - the number of times someone clicked on your ad to your web site
 - **CTR - Click Through Rate** - clicks on your ad divided by impressions



Contacts

Sales, Content and Listing information:

Kelly DeBord

865-405-1223 cell
865-428-2212 office
865-453-2312 fax
100 East Main, Suite 301
Sevierville, TN 37862
kdebord@usdm.net

Sales and Billing information:

Neil Helms

361-653-6302
nhelms@usdm.net

Ad Materials information:

Melissa Espitia

361-653-2390
mespitia@usdm.net

