2020 CHARLOTTE CITY GUIDE
MEDIA KIT
2020 CITY GUIDE
Published annually, the Charlotte City Guide is the ultimate resource for visitors and residents looking to explore North Carolina’s largest city. Whether here for business, to visit family or simply to have fun, this essential city navigator is the ultimate guide for local sporting events, hotels, new and landmark restaurants, shopping, arts and culture, live music, breweries, transportation and more. Your advertising helps tell the stories of what makes Charlotte a compelling and special destination. The City Guide delivers fresh content and design, giving visitors and locals many reasons to discover more. We look forward to partnering with you in 2020!

GUIDING MILLIONS OF VISITORS
Each year, the Charlotte region welcomes more than 28 million visitors.* Recent studies show that visitor spending reached more than $7 billion in the greater Charlotte region.** The number of visitors and visitor spending continue to set records each year as Charlotte grows. Visitor spending fuels job growth in Charlotte and is an incredibly important generator for economic development and areas such as building transportation assets, raising the destination profile, attracting strategic events and enhancing quality of life. The Charlotte City Guide is an important tool to promote our region’s assets while supporting the growth of the visitor economy and the community.

*Charlotte 2017 Visitor Research conducted by Longwoods International
**2016 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2016 Economic Impact of Travel on South Carolina Counties prepared for the South Carolina Department of Parks, Recreation & Tourism by the U.S. Travel Association.
GUIDING VISITORS TO YOUR BUSINESS

Advertising in the 2020 Charlotte City Guide guarantees your business is front and center when visitors are making their travel plans while they are in the Charlotte area.

ECONOMIC IMPACT OF TOURISM IN THE CHARLOTTE REGION

28.3 MILLION
annual visitors*

$7 BILLION
in direct visitor spending**

$519 MILLION
in tourism-driven tax collections**

66,000+
jobs supported by visitor spending**

OVERNIGHT VISITOR DEMOGRAPHICS

43
median age

55%  45%
female  male

$62,500
median household income

36%
of visitors earn $75,000+

2.84
average travel party size (adults + children)

3.29 NIGHTS
average length of stay

---

*Charlotte 2017 Visitor Research conducted by Longwoods International
**2016 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2016 Economic Impact of Travel on South Carolina Counties prepared for the South Carolina Department of Parks, Recreation & Tourism by the U.S. Travel Association
CHARLOTTE REGION
BY THE NUMBERS
Think Charlotte isn’t a tourism destination? Think again.

$7 BILLION
VISITOR SPENDING IN THE CHARLOTTE REGION

12.1 MILLION (43%*) OVERNIGHT VISITORS
$589/TRIP AVERAGE OVERNIGHT VISITOR SPEND

6.1 MILLION (57%) DAY TRIPPERS
$229/TRIP AVERAGE DAY TRIPPER SPEND

TOP ACTIVITIES FOR VISITORS
SHOPPING
FOOD + DRINK
NIGHTLIFE
ATTRACTIONS
ARTS + CULTURE EVENTS

OVERNIGHT VISITOR PURPOSE FOR TRAVEL*
53% COME TO VISIT FRIENDS + RELATIVES
32% COME FOR LEISURE ACTIVITIES
15% COME FOR BUSINESS OR WORK-RELATED TRAVEL

OVERNIGHT VISITOR PURPOSE FOR TRAVEL*
46% COME FOR LEISURE ACTIVITIES
41% COME TO VISIT FRIENDS + RELATIVES
13% COME FOR BUSINESS OR WORK-RELATED TRAVEL

1 IN 9 JOBS
in the Charlotte region are in the leisure and hospitality sector. That’s 140,800 jobs, making it the 4th largest industry in the area.*** Visitor spending supports 66,000 jobs directly.**

$519 MILLION
tax collections generated by visitor spending in the Charlotte region

*Charlotte 2017 Visitor Research conducted by Longwoods International
**2016 Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, 2016 Economic Impact of Travel on South Carolina Counties prepared for the South Carolina Department of Parks, Recreation & Tourism by the U.S. Travel Association
THE POWER OF VISITORS GUIDES

The 2020 Charlotte City Guide will be the region’s best resource for reaching new visitors and increased visitor spending.

83%+ of undecided travelers were influenced to choose a destination after reviewing a visitors guide.

50%+ of respondents used a visitors guide to plan their trip.

45% spent more than 45 minutes reading a visitors guide.

40% used a visitors guide both prior to and during their visit.

53% spent between 15 and 45 minutes reading a visitors guide.

“How did reading the guide influence or change the following aspects of your trip?”

- 17% stayed longer
- 50% added attractions
- 45% added activities
- 24% spent more money

*Visitor Guide study conducted by National Laboratory for Tourism & Ecommerce, Temple University, March 2014*
TARGETED DISTRIBUTION

CIRCULATION 350,000 PRINT COPIES

The 2020 Charlotte City Guide has highly effective and strategic distribution channels with both in-market and out-of-market locations.

Available in digital format on desktop, laptop, tablet and mobile devices. The online guide receives nearly 200,000 page views annually.

charlottesgotalot.com

HOW IS THE GUIDE DISTRIBUTED?*

- VISITOR INFO CENTER/CHARLOTTE CONVENTION CENTER 13%
- HOTELS 5%
- LOCAL ATTRACTIONS/PARTNERS 6%
- MEETINGS & CONVENTIONS 28%
- OTHER 3%
- WEDDINGS & FAMILY REUNIONS 2%
- WELCOME CENTERS/REGIONAL CVBS 11%
- WEBSITE REQUESTS/PHONE INQUIRIES 14%
- VISITOR INFO CENTER/ASTRO PORT & RENTAL CAR FACILITY 18%

*These numbers do not reflect Uptown’s new Visitor Info Center, which will also distribute City Guides this year.
THE CRVA WORKS HARD FOR YOU!

The Charlotte Regional Visitors Authority’s year-round integrated marketing and communications campaigns help support your marketing initiatives, driving travelers to our destination and bringing visitors to your front door.

IN THE PAST YEAR, CHARLOTTE HAS RECEIVED DOZENS OF ACCOLADES, INCLUDING:

“Top 100 Best Places to Live”

“Most Popular Cities to Live in America”

“10 US cities where everyone wants to live right now”

“The 25 cities where millennials are moving”

“No. 25 in America’s best cities roundup”

“No. 25 in America’s best cities roundup”

“50 Best Running Cities”

“50 Best Running Cities”

“Will 2018 Be Charlotte’s Breakout Year?”

“Will 2018 Be Charlotte’s Breakout Year?”

“20 Best Family Vacations for Teens”

“One of the best art towns in America” & “21 super cool US cities, ranked”

“One of the best art towns in America” & “21 super cool US cities, ranked”

“The Most Family-Friendly Cities in America”

“The Most Family-Friendly Cities in America”

“The Most Up-and-Coming Cities in America”

“The Most Up-and-Coming Cities in America”
# 2020 Net Rates

<table>
<thead>
<tr>
<th>Display Ad Sizes</th>
<th>2020 Net Rates</th>
<th>Early Bird Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$10,764</td>
<td>$10,226</td>
</tr>
<tr>
<td>2/3 Page (V)</td>
<td>$8,328</td>
<td>$7,912</td>
</tr>
<tr>
<td>1/2 Page (H or V)</td>
<td>$5,892</td>
<td>$5,597</td>
</tr>
<tr>
<td>1/3 Page (V)</td>
<td>$4,646</td>
<td>$4,414</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,399</td>
<td>$3,229</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$14,996</td>
<td></td>
</tr>
<tr>
<td>Adjacent to Map</td>
<td>$14,996</td>
<td></td>
</tr>
<tr>
<td>Pullout Map Sponsorship</td>
<td>$15,862</td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
<td>$14,996</td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$16,995</td>
<td></td>
</tr>
</tbody>
</table>

**Ad Sizes**

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page BLEED</td>
<td>9.25”</td>
</tr>
<tr>
<td>- TRIM</td>
<td>9”</td>
</tr>
<tr>
<td>Full Page NON-BLEED</td>
<td>8.5”</td>
</tr>
<tr>
<td>2/3 Page (Vertical Only)</td>
<td>5.625”</td>
</tr>
<tr>
<td>1/2 Page Spread With BLEED</td>
<td>18.25”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.5”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.125”</td>
</tr>
<tr>
<td>1/3 Page (Vertical Only)</td>
<td>2.75”</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>4.125”</td>
</tr>
<tr>
<td>Full Page Spread BLEED</td>
<td>18.25”</td>
</tr>
</tbody>
</table>

**Deadlines**

- **Space Deadline:** 9/27/19
- **Materials Deadline:** 10/04/19
- **Distribution Begins:** December 2019
SPONSORED CONTENT

LET’S DISH $1,830
With a focus on food, the Let’s Dish section is an editorial-style questionnaire featuring restaurants and chefs in the Charlotte area. Content ranges from what makes an experience at the spot so special to the inspiration behind the eatery’s most famous dishes.

DIGITAL DISPLAY OPTIONS
Digital display space is available on the digital flipbook version of the City Guide as well as on charlottesgotalot.com. Talk to our sales representative about adding these assets to your buy.

CUSTOM CO-OP $1,667
These editorial-style sections feature three destinations or attractions under a common theme. Professional writing and design will bring your experience to life.