



Heritage Travel Banner Package

National Trust websites attract an audience of travelers specifically seeking experiences rich in heritage, history, and culture.

The Heritage and Cultural Traveler Market

Cultural and heritage travelers seek authentic experiences when they travel. They are educated Baby Boomers with higher than average household incomes.

- Represent 78% of U.S. leisure travelers or 118 million adults
- Take an average of 5 trips per year vs. 4 trips for non-cultural/heritage travelers
- Spend more on cultural/historic trips (\$994 on average) than the average U.S. trip (\$611)
- See a lot when they travel: 66% visited historic sites, 54% visited museums/galleries, 44% attended a professional dance performance, 41% visited state or national parks
- Rely on the web as a travel resource—57% of heritage travelers

(Cultural and Heritage Traveler, 2009 Edition conducted by Mandala Research, LLC)

HERITAGE TRAVEL BANNER PACKAGE

RATE: \$1,200

TIMING: 2 months

PACKAGE INCLUDES:

- 75,000 impressions on PreservationNation.org and Gozaic.com
- 3 ad sizes—skyscraper (160x600), leaderboard (728x90), and rectangle (300x250)
- One send of Heritage Travel Newsletter (150x150 banner).
 - List of 180,000.
 - Average of 35,000 impressions.

PreservationNation.org

The website of the National Trust for Historic Preservation, PreservationNation.org reaches an audience with a passion for historic preservation. They are members of the Baby Boomer generation; highly educated, with significant net worth, and a taste for travel. The site includes frequently updated content on distinctive historic destinations and historic sites.

PAGE VIEWS: 592,768

PAGES PER VISITOR SESSION: 2.63

UNIQUE VISITORS: 175,055

AVERAGE TIME SPENT (MIN./SEC.): 1:52

Gozaic.com

Launched by Heritage Travel Inc., a subsidiary of the National Trust, Gozaic is an online travel planning resource for heritage and cultural travelers. The site includes content on hundreds of historic destinations and features a robust list of cultural activities and events across the country.

PAGE VIEWS: 43,886

PAGES PER VISITOR SESSION: 2.87

UNIQUE VISITORS: 13,757

AVERAGE TIME SPENT (MIN./SEC.): 1:13

SOURCE: GOOGLE ANALYTICS SEPTEMBER 2011



See reverse side for magazine/print advertising ►