



THE OFFICIAL VISITOR INFORMATION STATION OF THE  
ATLANTA CONVENTION & VISITORS BUREAU

# DESTINATION NETWORK

Atlanta

New Orleans

Florida & Alabama Gulf Coast

Myrtle Beach

Pawleys Island &  
Georgetown County

Key West & the Florida Keys



# PROGRAM LINE UP

**Atlanta Today Daily 6-10a** A daytime guide to daytime fun and exploration: sports and recreation, attractions, special events, parks and neighborhoods, with shopping reviews, local history and culture.

**Sneak Prevue Daily 10a-12p** A preview of restaurants and nightlife, with recommendations for lunch spots and the best Bloody Marys.

**Destination Network Daily 12-2p & Weekends 9-10am** Travel, Architecture, Interior Design and real estate.

**Peachtree Roads Daily 2-4p** It's check-in time for most hotels & condos. As guests unpack, they turn us on for a review of the best shopping, golf, galleries, museums, local characters and local color.

**Prime Dining Daily 4-8p** Celebrity chefs, restaurant reviews and spectacular preparations of local dishes have made Prime Dining one of our most popular and successful dayparts. Perfect timing... just before dinner.

**Prime Time Atlanta Nightly 8p-12a** Restaurant reviews, celebrity chefs, special events, cocktails, wine and local craft beers, with a spotlight and Atlanta's vibrant music, arts and culture scene

**Late Night Late Night 12-6a** The best late night entertainment, with a focus on local musicians and artists

## Our Shows

**Local News 10 Minute Updates at the top of the hour** - Good news only! Current exhibits & special events, sports, dining tips, parks and wildlife, plus interviews with local leaders and local happenings.

**Nightlife Nightly 7-8p & 12-1a** Colorful reviews of the best nightlife and entertainment options. Concerts, events, musicians & the best bartenders.

**Top 5 Restaurant Countdown Daily 10-12am, 4-7pm & Nightly between 8 and 11:30pm** Margit Bisztray, Food Critic and Travel Writer, hosts our most popular show... where to eat... of course!

**Destination Travel 7x per day,** Discover what Atlanta has in common with New Orleans, the Florida & Alabama Gulf Coast, the Grand Strand of South Carolina, Key West and the Florida Keys.

**What's for Breakfast? Every morning 5:45, 6:45 & 8:45am plus Weekend Brunch Previews** Non-hosted overview of five best breakfast spots and weekend brunch reviews. Sponsorship, Avails & Adjacencies



# THE RATINGS PROGRAM

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**Overview:** Studies conducted with Nielsen Media Research (NMR) 12 times per year. Outside/Destination conducted its first ratings study with Nielsen April, 1997.

**Method:** Telephone coincidental

**Sample:** Mix of visitors staying in resort lodging properties, condos, rental homes, and second homes as well as locals; Call list is typically 80% market visitors and 20% market residents.

**Frequency:** Outside/Destination Network collects ratings data each month and produces quarterly reports.

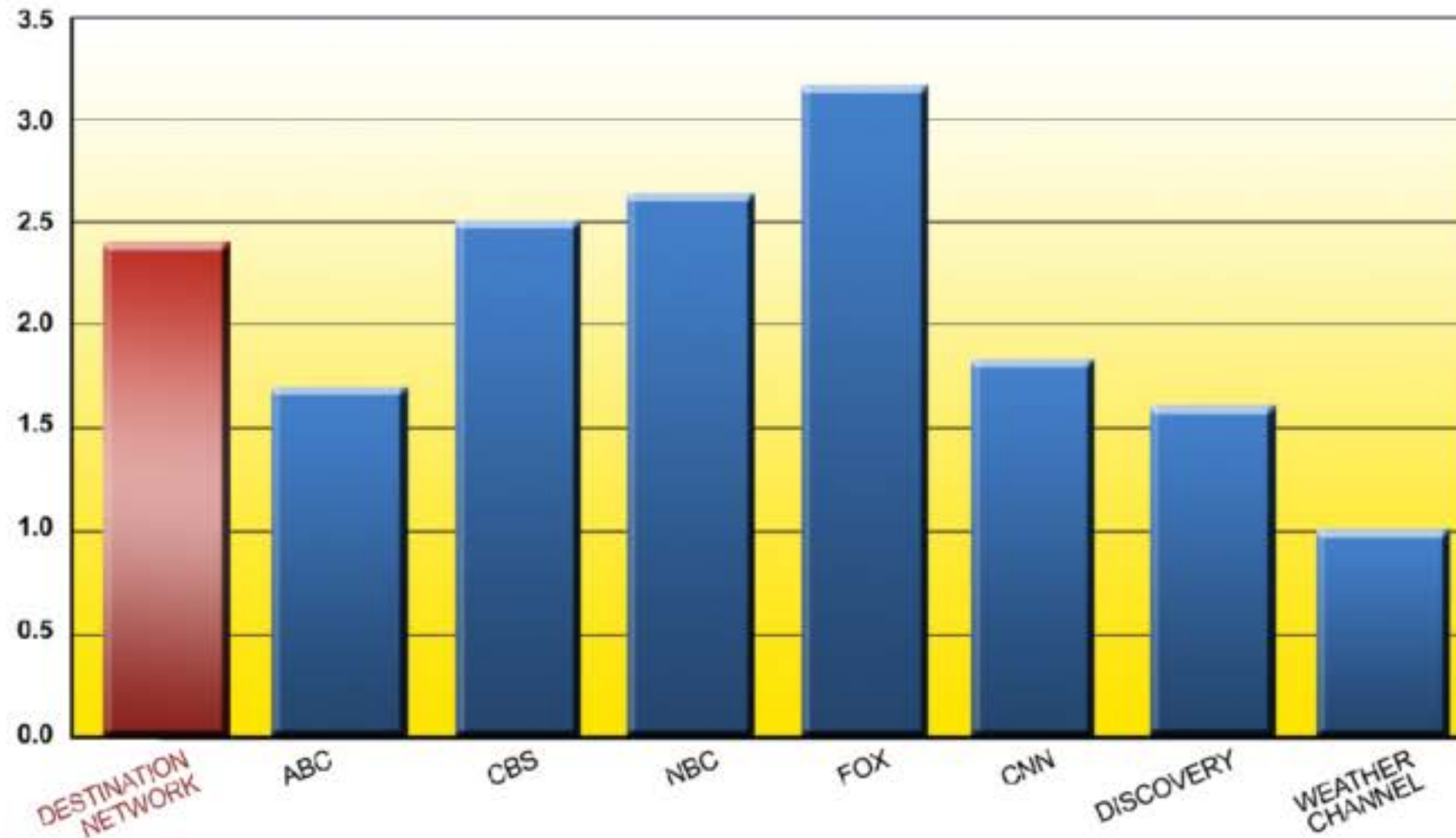
**Sample size:** NMR calls about 2,700 people in a typical quarter (more than 10,000 people annually).

**Market measurement:** At least 50% of sub base every quarter. The entire plan is approved by Nielsen at the start of each study period.

**Reports:** NMR collects and reports ratings, share, VPVH, and age demo % data; Outside Television provides this data to Management Science Associates (MSA) to produce buy analysis reports/posts for national advertisers.



## NIELSEN RATINGS



Destination Network is rated as part of the Outside Television affiliate network. Destination markets that have participated in ratings studies include Atlanta, New Orleans, Panama City, Destin/Mobile/Pensacola, Key West and Myrtle Beach/Pawleys Island.

Overall Nielsen Ratings for the year 2018



# HOW DO THEY FIND US?

Lodging technology is moving rapidly. Guests enjoy an impressive array of user friendly on-screen channel guides and Welcome Apps. In addition, we advertise in Visitor Magazines, sponsor special events and promote our station direct to guests through our network of lodging partners via other in-room guest information products.

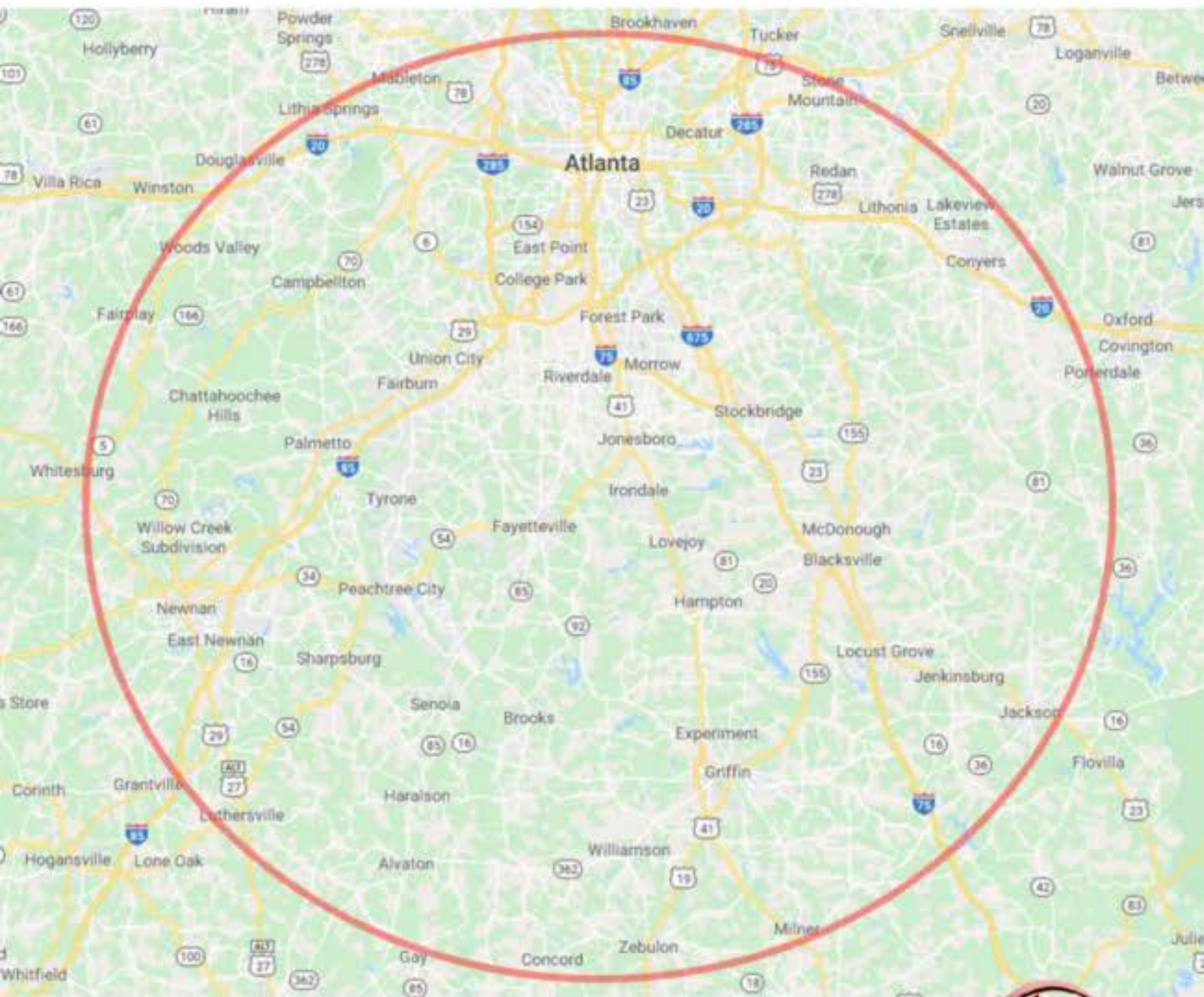


# BLEISURE TRAVEL ON THE RISE

'Bleisure' travel has been increasing over the past few years. 81% of Millennials said they would probably add personal time to a business trip, compared to 56% of Gen-Xers and 46% of baby boomers. In a survey by Great Hotels of the World, which targets the business market, 75% of respondents said they extended business trips for leisure, in most cases multiple times in a year.



\*Business Traveller, March 2019



# THE ATLANTA CHANNEL

The Atlanta Channel broadcasts in HD on Channel 3, serving 32,258 rooms, primarily in Fulton County. Important hotels outside the broadcast area access the Atlanta Channel via streaming Razcaster\* technology.

Atlanta Channel also has a growing local audience; Nielsen estimates 14% of city dwellers have cut the cord and receive television free, over the air in HD.





# DNET. DIGITAL. DESTINATION NETWORK

## Total Network Digital Views\*

01/01/2015 – 09/30/2024

**33,461,905**

## App Installs

**1,235,884\*\***

Consistently rated 4+ out of 5

Live Stream & VOD

All platforms



\*Station Websites, Facebook, YouTube, Roku, Mobile Apps, OTT Apps, Client Embed Codes

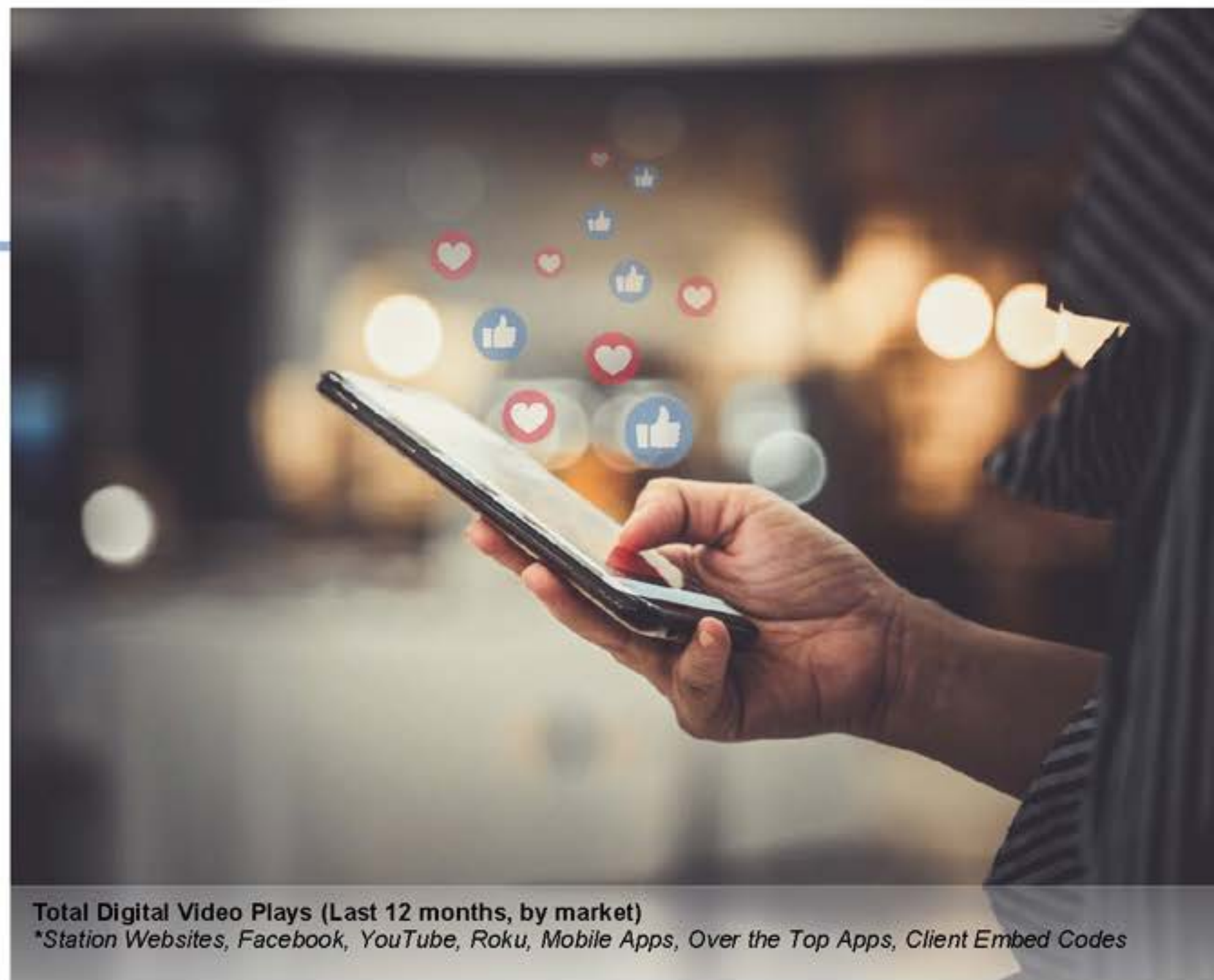
\*\*Roku, Apple TV, Amazon Fire, Android, iOS

# DNET. DIGITAL. DESTINATION NETWORK

## One Year Total Digital Views\*

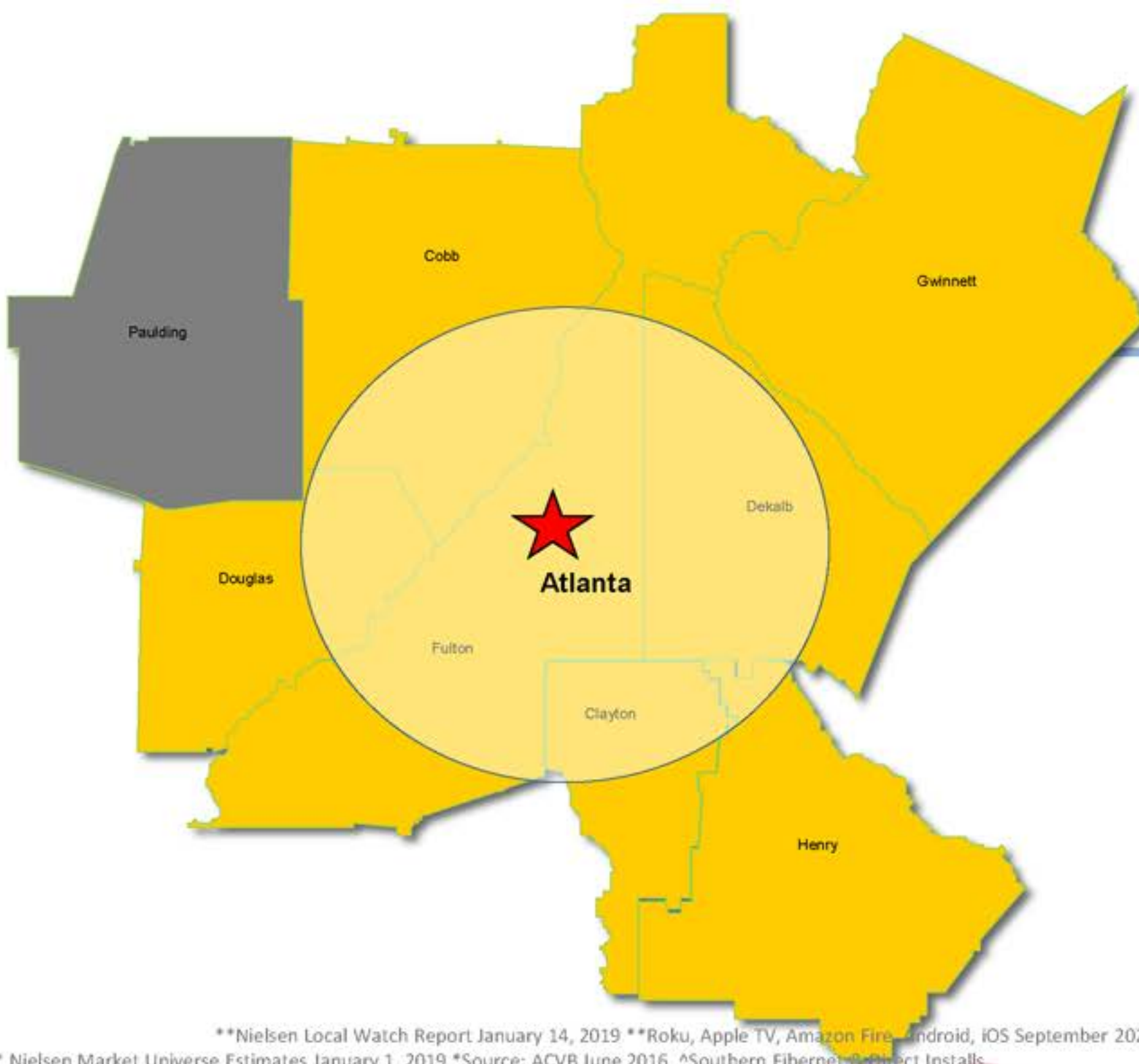
09/01/2023 – 09/30/2024

Panama City	<b>9,225,789</b>
Myrtle Beach   Pawleys Island	<b>3,490,189</b>
Alabama   Florida Gulf Coast	<b>1,000,632</b>
Florida Keys   Key West	<b>477,157</b>
New Orleans	<b>117,823</b>
Atlanta	<b>109,125</b>
<b>Total 6 Markets</b>	<b>14,420,715</b>



Total Digital Video Plays (Last 12 months, by market)

\*Station Websites, Facebook, YouTube, Roku, Mobile Apps, Over the Top Apps, Client Embed Codes



# ATLANTA DMA

## Overnight Visitors

27,000,000\*

## Overnight Metro Area Hotel Visitors

15,000,000\*

## Hotel Rooms

Downtown: 11,749

Midtown: 2,796

Buckhead: 4,907

Airport: 6,498

Cobb: 2,874

Gwinnett: 1,407

Perimeter: 2,027

**Total: 32,258**

Broadcast Only (14%) 327,794\*\*

Residential Other 500^

OTT & Apps 147,957~

\*\*Nielsen Local Watch Report January 14, 2019 \*\*Roku, Apple TV, Amazon Fire, Android, iOS September 2024

\*\* Nielsen Market Universe Estimates January 1, 2019 \*Source: ACVB June 2016 ^Southern Fibernet Direct Installs



# OUR GREATEST STRENGTH

Building brand connections  
with a special audience,  
in a special place...  
in a very special frame of mind.



## HOW THEY WATCH

Guests rank local Visitor Information among the top 3 most important TV options.

Hotel guests watch an average of 4 hours of TV per day.

52% of guests watch Visitor Information TV when available.

Average daily time viewing Visitor Information TV exceeds 100 minutes.

Over 80% of travelers operate devices while watching TV.



# WHY THEY WATCH

- 70% Dining
- 69% Check out Local Market
- 53% Learn the Local Lifestyle
- 51% Sports & Activities
- 47% Shopping
- 28% Nightlife
- 22% Things To Do with Kids



# ENVIRONMENT MATTERS

We are 100% local. We are 100% positive. We are beautiful to watch. We are the authorities on fun!

We provide one of the advertising industry's safest and most positive environments for brand communications. We accept no advertising or content that is not relevant to the needs and preferences of our audience.



# A UNIQUE MESSAGING OPPORTUNITY

We are not traditional TV. We are a visitor information service delivered on dedicated television channels in the quiet comfort and safety of hotel and resort rooms.

Viewers need, and are actively seeking, the information we provide.







## A UNIQUE MESSAGING OPPORTUNITY

The Atlanta Channel is part of the Destination Network, a visitor information network serving resort and destination city markets. No other network reaches the elusive travelling audience we do as effectively as we do. Importantly, out of their normal routines, travelers are proven to be more *present* in whatever they are doing, and eager to try new things.

\*UCLA Management February, 2019



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