

PIGEON FORGE

T E N N E S S E E

MAY 1, 2024 – APRIL 30, 2025

DIGITAL ADVERTISING PARTNERSHIPS
Accommodations, Attractions,
Entertainment, Retail, Restaurants, Services

BIZ PARTNER PORTAL

The screenshot shows the Pigeon Forge Tennessee website's Biz Partner Portal. The header includes navigation links: Play, Stay, Dine, Smoky Mountains, Plan, Groups, Events, Save, Explore, and Travel Guide. Below the header is a large image of a mountain landscape. The main content area features a 'FORGING AHEAD TOGETHER' section with introductory text about the Pigeon Forge Department of Tourism. This is followed by a 'SUBMISSION FORMS' section with four columns: Business Listing, Online Ad Registration, Online Ad Creative, and Event Listing, each with a 'SUBMIT' button. Below this is a disclaimer: 'ALL INFORMATION SUBMITTED ON THIS PORTAL WILL BE REVIEWED AND APPROVED BY THE DEPARTMENT OF TOURISM BEFORE IT WILL BE POSTED ON THE WEBSITE. PLEASE ALLOW 1-2 BUSINESS DAYS FOR INFORMATION TO BE MADE LIVE ON THE WEBSITE.' The 'Guides' section shows 'TRAVEL GUIDE' and 'MEETINGS GUIDE' buttons. The 'Quick Links' section lists: Update Business Contact Form, 2023-2024 School Calendar for Visitor Markets, 2022 Business Stats, Influencer & Blogger Submission, Destination Guide and Meeting Planners Guide Listing Forms, Contact Us, My Government Online – Permits and Licensing, City Commission Meetings, and COVID-19: Business Resource Guide. At the bottom, contact information for Sue Carr is provided: 'For questions or information about our paid advertising programs, please email: Sue Carr – scarr@mypigeonforge.com'.

ONLINE ACCESS

- ✓ Update business listings/images
- ✓ Register for Ad Sponsorship
- ✓ Submit Ad creative
- ✓ Provide business event listings
- ✓ Access latest information from the Department of Tourism



VISIT PARTNER
PORTAL

VISIT PARTNER PORTAL



2024/2025 DIGITAL AD PACKAGES

Ad Sales Begin Monday, April 8 @ 1 pm

Places to Stay - Exclusive

Package	Section/Category Page	Annual Rate	Estimated Impressions
Exclusive	Places to Stay - Cabins/Chalets*	\$18,500	1,600,000
Exclusive	Places to Stay - Hotel/Motel*	\$18,500	1,600,000
Exclusive	Places to Stay - Campgrounds/RV Parks*	\$18,500	1,600,000
Exclusive	Places to Stay - Condominiums*	\$18,500	1,600,000

* Exclusive lodging partners receive 100% ad rotation on their category page, and rotate evenly with other Exclusive lodging category partners on the Places to Stay page

Other Category Pages - Exclusive

Package	Section/Category Page	Annual Rate	Estimated Impressions
Exclusive	Things to Do	\$25,500	2,250,000
Exclusive	Where to Eat	\$15,500	1,350,000
Exclusive	Smoky Mountains	\$15,500	1,350,000
Exclusive	Coupons & Packages	\$15,500	1,350,000
Exclusive	Trip Planning	\$11,500	990,000

* Exclusive partners receive 100% ad rotation on their category page,

2024/2025 DIGITAL AD PACKAGES

Ad Sales Begin Monday, April 8 @ 1 pm

Other Ad Packages

Package	Ad Level	Annual Rate	Estimated Impressions
Premium	Where to Stay - Tier 1	\$8,700	750,000
Premium	Where to Stay - Tier 2	\$6,000	550,000
Basic	Lodging	\$4,000	NA
Basic	Attractions, Entertainment, Retail, Restaurants & Services	\$2,000	NA
FREE Listing	NA	Free	NA



REGISTER

May 1, 2024 – April 30, 2025

Completed contracts due by Friday, April 19th + initial payment commitment due upon invoice.

2024/2025 DIGITAL AD PACKAGES

Basic Package:

- Enhanced category business listing w/ link to biz website
- Listings featured after Exclusive and Premium advertisers
- Coupon on digital Travel Planner Coupons Passport (picked up from printed Travel Planner coupon offer)
- (1) One Individual 'Featured Facebook Spotlight' post on PF Facebook page with link to business URL

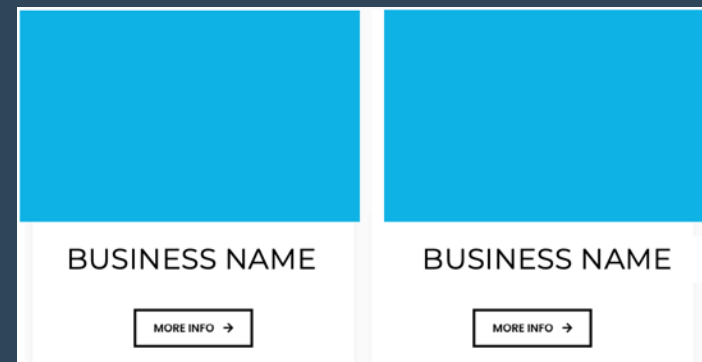
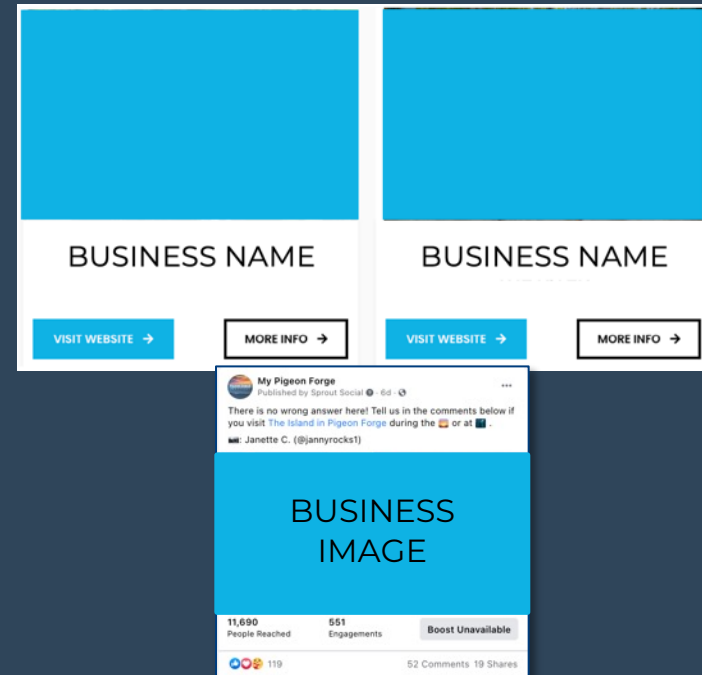
Rate: \$4,000 (Lodging)

Rate: \$2,000 (Other)

Business Listing:

- Standard business listing by category (NO website link)
- Listing randomized after paid advertisers

Rate: FREE



[REGISTER](#)

2024/2025 DIGITAL AD PACKAGES

Exclusive Package

Category Exclusive Display Ad:

- Expandable Leaderboard: 970x90/expands to 970x415 on category page & events page or;
- 300x250 mobile ad placement category page and events page (Primary Placement)

Prioritized listing, ALWAYS filtered as top ad in filtered listings for assigned category

(2) 'Featured' Ad Placement in monthly Leisure eNews

(2) 'Featured' Ad Placements in monthly Promo eNews

(1) Featured Blog Article on MyPigeonForge.com

(1) Social Spotlight Video Tour Video (Meta + YouTube shorts)

(1) 180x150 digital banner on Travel Planner Confirmation page

Coupon on digital Travel Planner Coupons Passport (picked up from printed Travel Planner coupon offer)

[REGISTER](#)

Completed contracts due by Friday, April 19th + initial payment commitment due upon invoice.

2024/2025 EXCLUSIVE AD PACKAGE

Ad Sales Begin Monday, April 8 @ 1 pm

Places to Stay - Exclusive

Package	Section/Category Page	Annual Rate	Estimated Impressions
Exclusive	Places to Stay - Cabins/Chalets*	\$18,500	1,600,000
Exclusive	Places to Stay - Hotel/Motel*	\$18,500	1,600,000
Exclusive	Places to Stay - Campgrounds/RV Parks*	\$18,500	1,600,000
Exclusive	Places to Stay - Condominiums*	\$18,500	1,600,000

* Exclusive lodging partners receive 100% ad rotation on their category page, and rotate evenly with other Exclusive lodging category partners on the Places to Stay page

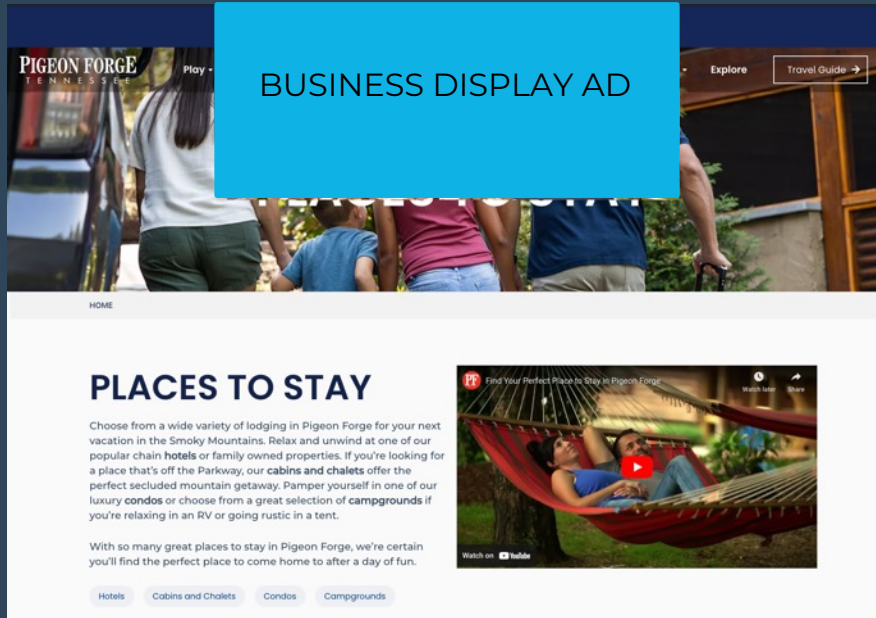
Other Category Pages - Exclusive

Package	Section/Category Page	Annual Rate	Estimated Impressions
Exclusive	Things to Do	\$25,500	2,250,000
Exclusive	Where to Eat	\$15,500	1,350,000
Exclusive	Smoky Mountains	\$15,500	1,350,000
Exclusive	Coupons & Packages	\$15,500	1,350,000
Exclusive	Trip Planning	\$11,500	990,000

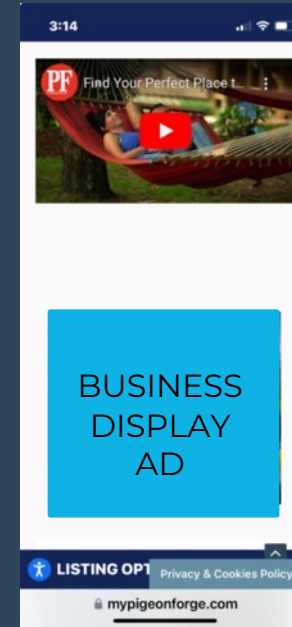
* Exclusive lodging partners receive 100% ad rotation on their category page,

2024/2025 EXCLUSIVE AD PACKAGE

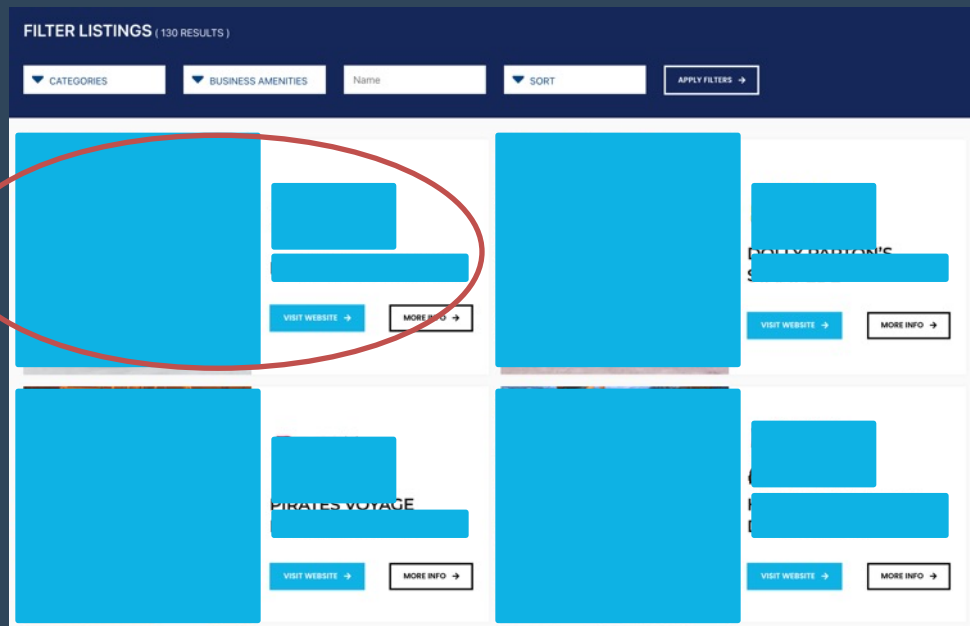
Category Expandable Leaderboard - Desktop



Category Expandable Leaderboard - Mobile



Top Listing in Category




2024/2025 EXCLUSIVE AD PACKAGE

Monthly eNewsletters (Leisure & Promo)

Promoted Blog For Website

PIGEON FORGE
TENNESSEE

Play Stay Dine Events



Spring Break in Pigeon Forge

Still looking for a spring break destination? From exploring the Smoky Mountains, to more than 80 family-friendly attractions, spring break in Pigeon Forge is a trip your family will never forget.


[READ MORE →](#)

Featured Promos!

BUSINESS DISPLAY AD

BUSINESS DISPLAY AD


BUSINESS DISPLAY AD



Pigeon Forge Family Challenge

Tune in on March 8 to see the finale of the Pigeon Forge Family Challenge! Dolly Parton will award one lucky family with the title of Family Challenge Grand Champion and a return trip to Pigeon Forge.

[LEARN MORE →](#)



A Mountain Quiltfest™


Pigeon Forge is celebrating a time-honored tradition and craftsmanship during A Mountain Quiltfest™ with on-site vendors, quilting classes, and quilting competitions. Quilters of all skill

EXPLORE WITH


EXPERTS

Check out the best of each season in Pigeon Forge for the whole family.



[VIEW MORE →](#)



EVENTS & FESTIVALS | MARCH 7, 2024
March Events in Pigeon Forge You Can't Miss



FAMILY FUN | MARCH 5, 2024
Year-round Snow Tubing Action at Pigeon Forge Snow



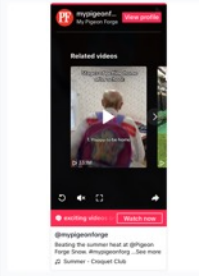
PIGEON FORGE
TENNESSEE

Play Stay Dine Smoky Mountains Plan Groups Events Save Explore [Travel Guide](#)

Year-round Snow Tubing Action at Pigeon Forge Snow

On March 5, 2024

Wouldn't it be great if there was a place where the snow never melts, and you could hit the slopes year-round? Well, there is, and you can! Bring the whole family for one-of-a-kind snow tubing action at Pigeon Forge Snow, America's first indoor snow park!



Share With Friends

[f](#) [t](#) [p](#) [in](#) [e](#)

Recent Posts

- EVENTS & FESTIVALS | MARCH 5, 2024
March Events in Pigeon Forge You Can't Miss
- FAMILY FUN | MARCH 5, 2024
Year-round Snow Tubing Action at Pigeon Forge Snow
- EVENTS & FESTIVALS | MARCH 5, 2024
3 Things You Must Do This Spring in Pigeon Forge
- COURTESY TRAVEL | FEBRUARY 23, 2024
Top 10 Activities for a Couple's Getaway to Pigeon Forge
- COURTESY TRAVEL | FEBRUARY 8, 2024
2024 Valentine's Day Specials in Pigeon Forge


Popular Articles

- Events & Festivals
- Family Fun
- Couples Travel
- Couples Travel
- Events & Festivals

Pigeon Forge Snow is the perfect choice for families and kids of all ages. Discover all the fun that awaits on your next visit to the Smoky Mountains.

Hit the Slopes for Some Snow Tubing Action

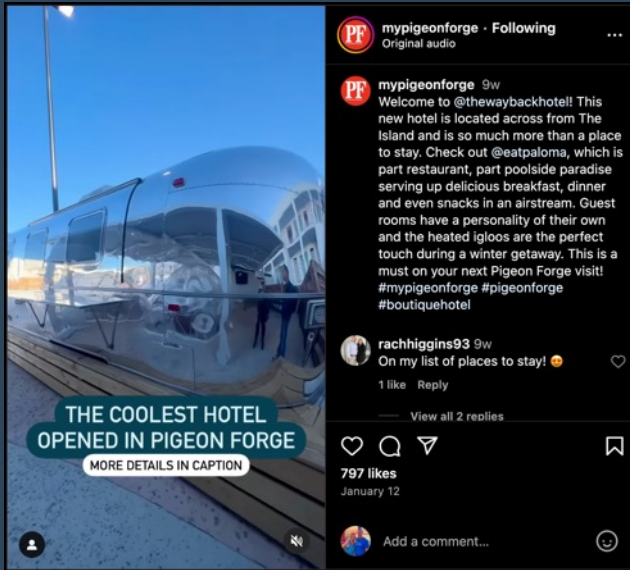
No matter what time of year it is or what the weather is like that day, Pigeon Forge Snow is the place to go for year-round snow tubing action! The snow never melts away! The whole family will have a blast racing down the snowy slopes. The snow is made fresh every day so all you must do is show up and let the adventure begin.



Tubing passes are purchased by the hour, and you can slide down the slopes as many times as you want. No reservations are needed, and tickets are available for purchase in-person.

2024/2025 EXCLUSIVE AD PACKAGE

Social Spotlight Video Tour*



*Premium – Tier 1 Package

Online Coupon Listing

VACATION SAVINGS

With so many fun and exciting activities and things to do in Pigeon Forge, here are a few ways to make your stay here even more affordable.

1. View and print money-saving Pigeon Forge coupons below.
2. Order our free Pigeon Forge Travel Guide filled with coupons before your visit.
3. Save even more with our Passport to Savings, the coupons go straight to your phone!

FILTER COUPONS

(20 RESULTS)

CATEGORIES

Sort A - Z | Sort Z - A

	\$10 OFF COMFORT INN & SUITES AT DOLLYWOOD LANE Hotel Specials \$10 off each night with advance reservation or \$5 off each...
	\$10 OFF RAMADA \$10 Off Per Night \$10.00 off advanced reservations or \$5.00 off each night on...
	\$2 OFF PIGEON FORGE SNOW \$2 off snow tubing or snow play combo.

COUPON

Want to find more great coupons? Go here for more savings, discounts & specials.

Coupon expires 12/31/2024

COUPON OFFER

Redeem at 2533 Teaster Lane Pigeon Forge TN 37863.

Cannot be combined with any other offers. Valid for up to 6 people.

Redemption Code: MYPF23

[VISIT WEBSITE](#)

[PRINT](#)

Travel Planner Thank-You Page

PIGEON FORGE 2024 TRAVEL PLANNER

Thank you!

Thank you! Your request for a 2024 Travel Planner has been submitted. Be sure to take advantage of the various Pigeon Forge discounts offered online. Don't forget to share them with your friends and family!

Plan out your vacation around Pigeon Forge events that are family favorites or even one you haven't experienced yet.

[VIEW ONLINE TRAVEL PLANNER](#)

[VIEW ONLINE CITY MAP](#)

FEATURED ATTRACTIONS

[BUY TICKETS](#)

JOIN THE CONVERSATION

#MyPigeonForge

2024/2025 PREMIUM AD PACKAGE

PREMIUM

- (1) One 180x150 banner ad in business category (desktop)
- (1) One 300x250 banner ad as secondary placement (mobile)
- Coupon on digital Travel Planner Coupons Passport (picked up from printed Travel Planner coupon offer)
- Prioritized listing, always following the Exclusive category sponsor

Tier 1

- (1) Social Spotlight Video Tour Video (Meta + YouTube shorts)
- (2) 180x170 eNews and promo eNews Featured Sponsor placements

Estimated Impressions: 750K

Rate - \$8,700*

Tier Two

- (1) Facebook Spotlight Organic Post (not promoted)
- (1) 360x360 eNews and promo eNews Featured Sponsor Placements

Estimated Impressions: 600K

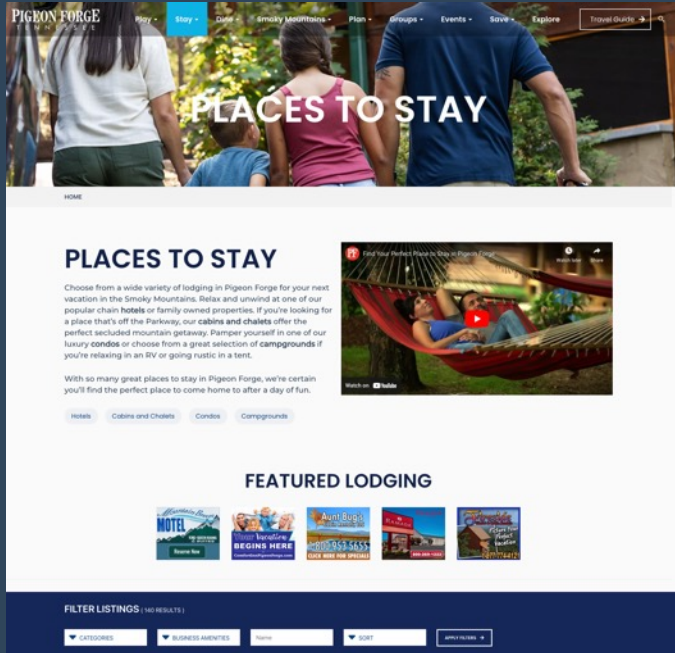
Rate - \$6,000*

***To confirm your placement, 50% of full payment is due with signed contract**

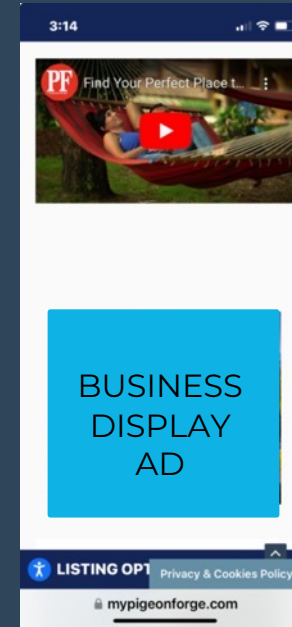
[REGISTER](#)

2024/2025 PREMIUM AD PACKAGE

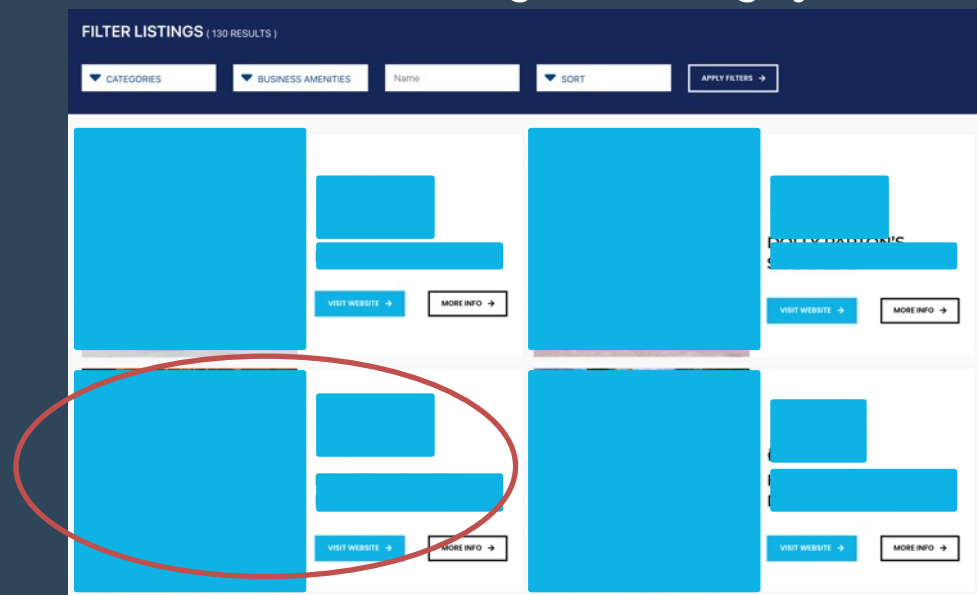
Category Expandable Leaderboard - Desktop



Category Expandable Leaderboard - Mobile

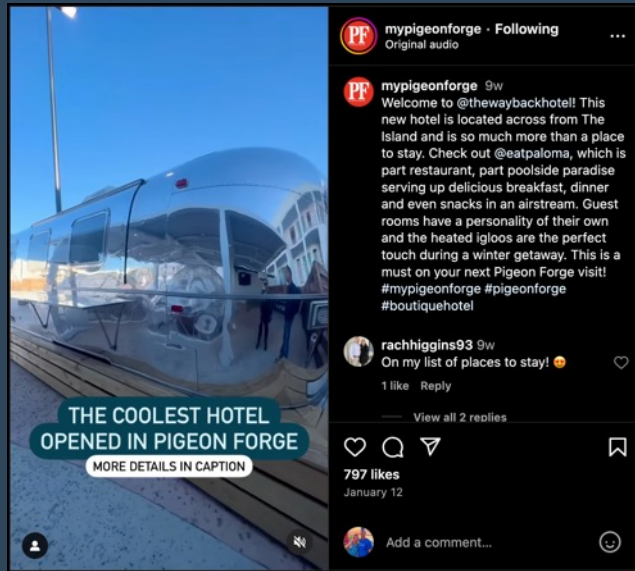


Premium Listing Sort in Category



2024/2025 EXCLUSIVE AD PACKAGE

Social Spotlight Video Tour*



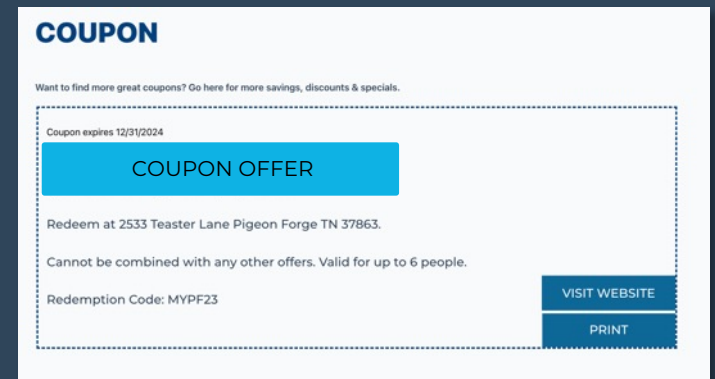
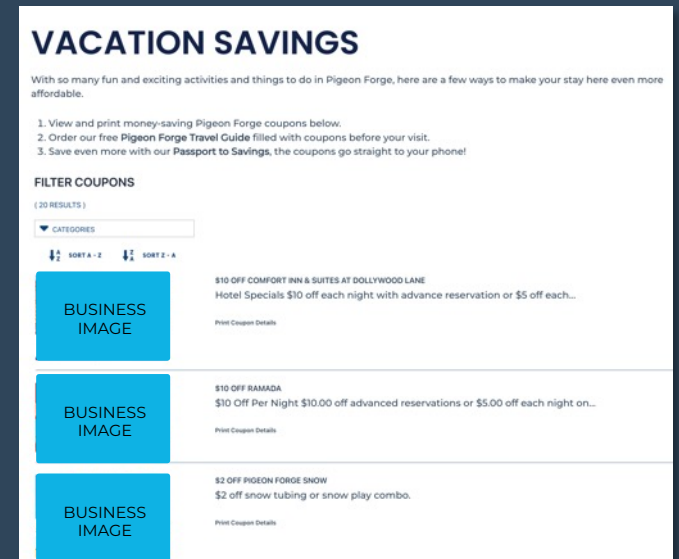
*Premium – Tier 1 Package

Meta (FB) Promoted Post



*Premium – Tier 2 Package

Online Coupon Listing





MONTHLY NEWSLETTER

- Monthly Distribution: +1MM
- Avg. Open Rate: 10 - 15%
- Avg. Advertiser Clicks: 100 - 300

MONTHLY PROMO EMAIL

- Monthly Distribution: +220K
- Avg. Open Rate: 25+%
- Avg. Advertiser Clicks: 100 - 300



MYPIGEONFORGE.COM

- **MONTHLY VISITATION:** 315,000+
- **MONTHLY UNIQUE VISITS:** 250,000+
- **AVG PAGE VISITS:** 2.16
- **AVG. TIME ON SITE:** 2:01
- **MOBILE VS. DESKTOP USAGE:**
 - 72% Mobile
 - 4% Tablet
 - 24% Desktop
- **TOP PAGEVIEWS (ANNUAL)**
 - Homepage
 - Things-to-do
 - Lodging
 - Order Travel Planner
 - Events
 - Smoky Mountains
 - Where to Eat
 - Trip Planning



SOCIAL FOLLOWING

- Facebook: 650K+
- Instagram: 94K+
- Twitter: 41K+
- TikTok: 48K+

FACEBOOK ENGAGEMENT

- Avg. Impressions/Month: 4MM+
- Avg. Engagements/Month: 125K+

INSTAGRAM ENGAGEMENT

- Avg. Impressions/Month: 745K+
- Avg. Engagements/Month: 13K+