
PIGEON FORGE
DEPARTMENT OF TOURISM

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

**Exclusive & Premium Advertising Packages are sold
on a first-come, first-serve basis**

May 1, 2025 – April 30, 2026





MONTHLY ENEWSLETTER

- 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: 676K+
- Instagram: 100+
- Twitter: 41.6K+
- TikTok: 57K+

FACEBOOK ENGAGEMENT

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

INSTAGRAM ENGAGEMENT

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

2025/2026 WEBSITE AD TIERS

Exclusive Package:

- Category Exclusive Display Ad at top of category page
- Prioritized listing, #1 ad in filtered listings for assigned category
- (2) 'Featured' Ad Placement in monthly Leisure and Promo eNews
- Featured Blog Article on MyPigeonForge.com
- Social Spotlight Video Tour Video (Meta + YouTube shorts)
- Digital banner on Travel Planner Confirmation page
- Website Coupon

Premium Ad Packages:

- Category Display Ad in featured sponsor section (above listings)
- Prioritized listing, always following the Exclusive category sponsor
- Tier 1 Advertiser
 - Promoted/Paid carousel FB/IG post
 - (2) leisure eNews and promo eNews Featured Sponsor placements
- Tier 2 Advertiser
 - Facebook Spotlight Organic Post (not promoted)
 - (1) leisure eNews and promo eNews Featured Sponsor placement
- Website Coupon

Basic Package:

- Enhanced category business listing w/ link to business website
- Listings featured after Exclusive and Premium advertisers
- Website Coupon
- 'Featured Facebook Spotlight' post on PF Facebook page with link to business URL

FREE Business Listing:

- Standard business listing by category
- Website URL link
- Listing randomized after paid advertisers

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