
PIGEON FORGE
DEPARTMENT OF TOURISM

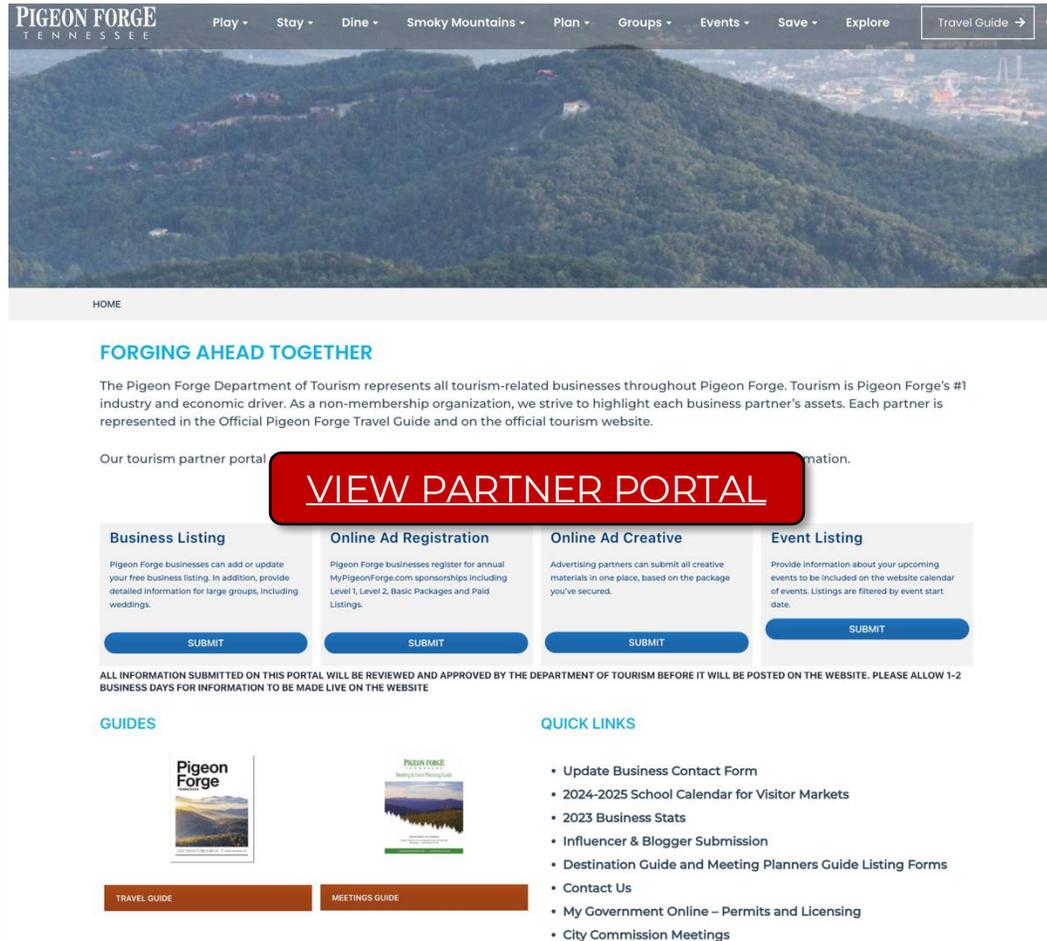
WEBSITE ADVERTISING PARTNERSHIPS
Accommodations, Attractions, Entertainment,
Retail, Restaurants, Services

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

May 1, 2025 – April 30, 2026



BUSINESS PARTNER PORTAL



ONLINE ACCESS

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



[VIEW PARTNER PORTAL](#)



2025/2026 WEBSITE AD PACKAGES

Exclusive - Accommodations

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

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

Exclusive – Other Categories

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

Exclusive lodging partners receive 100% ad rotation on category page

2025/2026 WEBSITE AD PACKAGES

Premium Ad Packages

Ad Level	Annual Rate	Estimated Impressions
Where to Stay - Tier 1	\$8,700	750,000
Where to Stay - Tier 2	\$6,000	550,000

Basic Ad Packages

Ad Level	Annual Rate	Estimated Impressions
Basic Ad Package	\$2,000	NA

General Business Listing

Ad Level	Annual Rate	Estimated Impressions
General Business Listing (includes website link)	Free	NA



REGISTER

ALL PIGEON FORGE
BUSINESSES
RECEIVE A FREE
ADVERTISING
LISTING ON THE
WEBSTE AND
TRAVEL PLANNER

2025/2026 WEBSITE AD PACKAGES

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

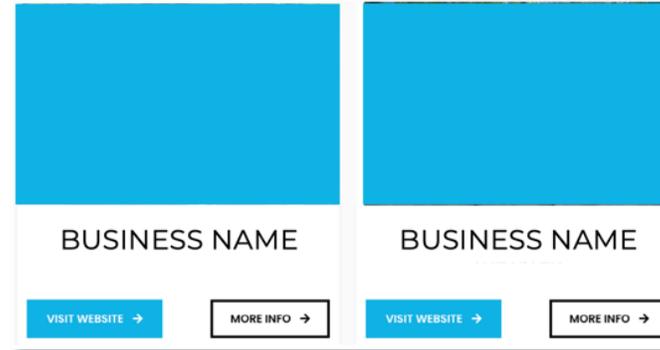
Rate: \$2,000

FREE Business Listing:

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

[VIEW PIGEON FORGE BUSINESS PROMOTION POLICY](#)

[REGISTER](#)



2025/2026 EXCLUSIVE AD PACKAGES

Category Exclusive Display Ad:

- Desktop Expandable Leaderboard: 970x90/expands to 970x415 on category page & events page
- Mobile Banner: 300x250 placement category page and events page (Primary Placement)

Prioritized listing, #1 ad in filtered listings for assigned category

- Desktop: Listing Logo + Hero Image
- Mobile: Hero Image (w/logo on image)

(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

[Website Coupon](#)

REGISTER

Exclusive - Accommodations

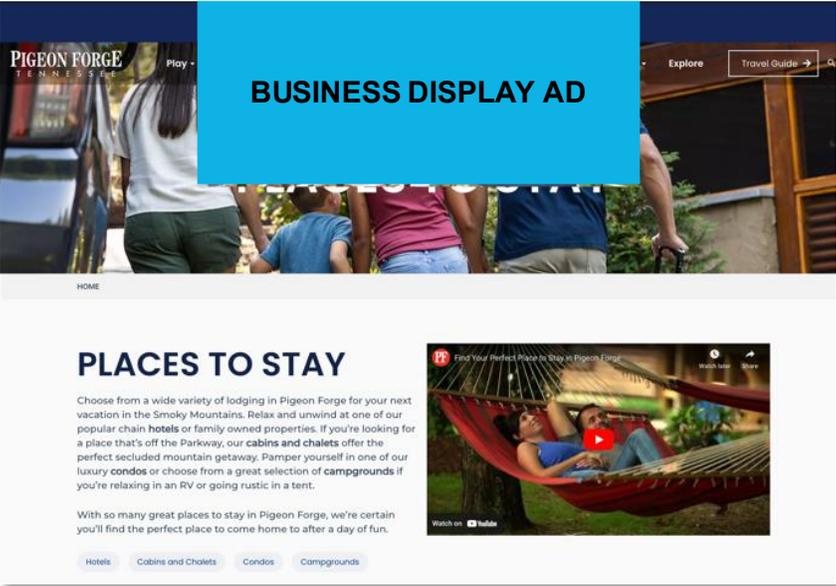
Section/Category Page	Annual Rate
Places to Stay - Cabins/Chalets*	\$18,500
Places to Stay - Hotel/Motel*	\$18,500
Places to Stay - Campgrounds/RV Parks*	\$18,500
Places to Stay - Condominiums*	\$18,500

Exclusive – Other Categories

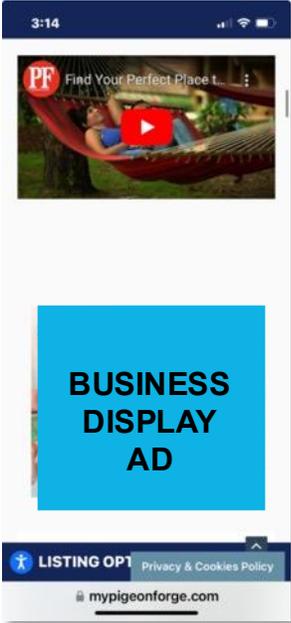
Section/Category Page	Annual Rate
Things to Do	\$25,500
Where to Eat	\$15,500
Smoky Mountains	\$15,500
Coupons & Packages	\$15,500
Trip Planning	\$11,500

2025/2026 EXCLUSIVE AD PACKAGES

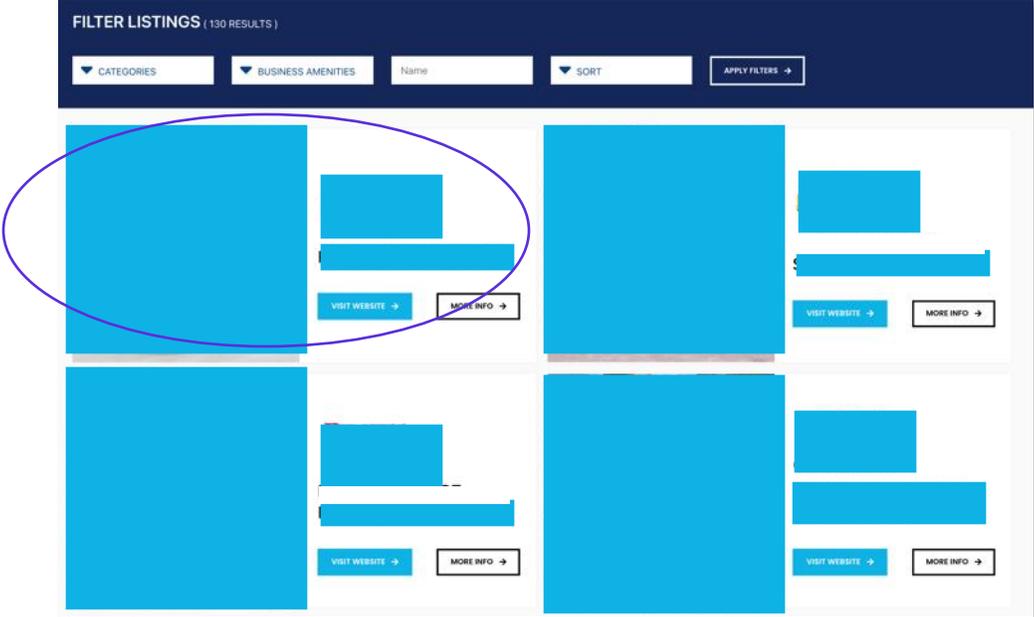
Category Expandable Leaderboard - Desktop



Hero Ad- Mobile



Top Listing in Category



2025/2026 EXCLUSIVE AD PACKAGES

Monthly eNewsletters (Leisure & Promo)

The screenshot shows the top navigation bar with 'Play', 'Stay', 'Dine', and 'Events'. Below is a large image of a red roller coaster. The main headline is 'Spring Break in Pigeon Forge' with a sub-headline: '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.' A 'READ MORE' button is present. Below this is a 'Featured Promos!' section with three 'BUSINESS DISPLAY AD' placeholders. The first promo is 'Pigeon Forge Family Challenge' with a sub-headline: '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.' A 'LEARN MORE' button is below. The second promo is 'A Mountain Quiltfest™' with a sub-headline: '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'.

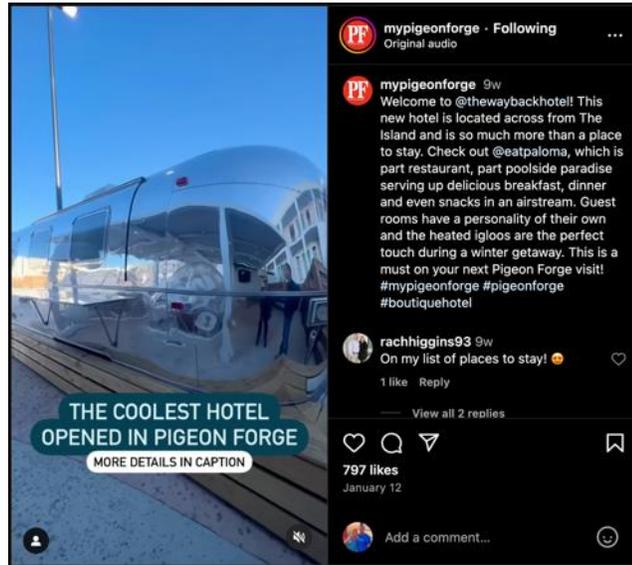
Promoted Blog For Website

The screenshot shows the 'EXPERTS' section with the sub-headline: 'Check out the best of each season in Pigeon Forge for the whole family.' A 'VIEW MORE' button is present. Below are four featured articles: 'March Events in Pigeon Forge You Can't Miss' (EVENTS & FESTIVALS | MARCH 9, 2024), 'Year-round Snow Tubing Action at Pigeon Forge Snow' (FAMILY FUN | MARCH 1, 2024), '5 Things You Must Do this Spring in Pigeon Forge' (FAMILY FUN | MARCH 1, 2024), and 'Top 10 Activities for a Couple's Getaway to Pigeon Forge' (COUPLES TRAVEL | FEBRUARY 21, 2024).

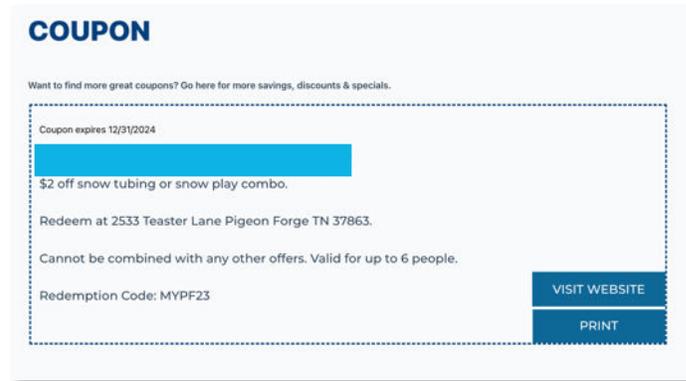
The screenshot shows a blog post titled 'Year-round Snow Tubing Action at Pigeon Forge Snow' with a sub-headline: 'Wouldn't it be great if there was a place where the snow never melts, and you could hit the slopes year-round? Well, there is, and you can! Bring the whole family for one-of-a-kind snow tubing action at Pigeon Forge Snow, America's first indoor snow park!'. The post includes a video player, a 'Share With Friends' section with social media icons, 'Recent Posts' with thumbnails, and 'Popular Articles' with thumbnails. The main text of the post reads: '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 need to do is show up and let the adventure begin.' Below the text is a large image of a family tubing down a slope. At the bottom, it says: '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.'

2025/2026 EXCLUSIVE AD PACKAGES

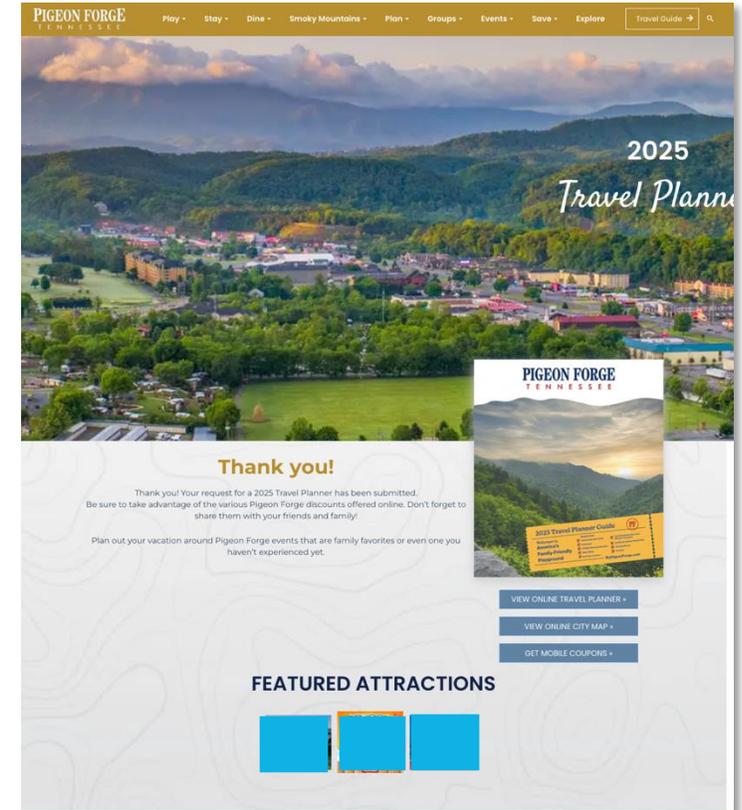
Social Spotlight Video Tour*



Online Coupon Listing



Travel Planner Thank-You Page



2025/2026 PREMIUM AD PACKAGES

Featured Sponsor Ad

- 180x150 banner ad in business category (desktop)
- 300x250 banner ad as secondary placement (mobile)

[Website Coupon](#)

Prioritized listing, always following the Exclusive category sponsor

Tier 1 Advertiser

- Promoted/Paid carousel FB/IG post (4 images)
- (2) 180x170 eNews and promo eNews Featured Sponsor placements

Tier 2 Advertiser

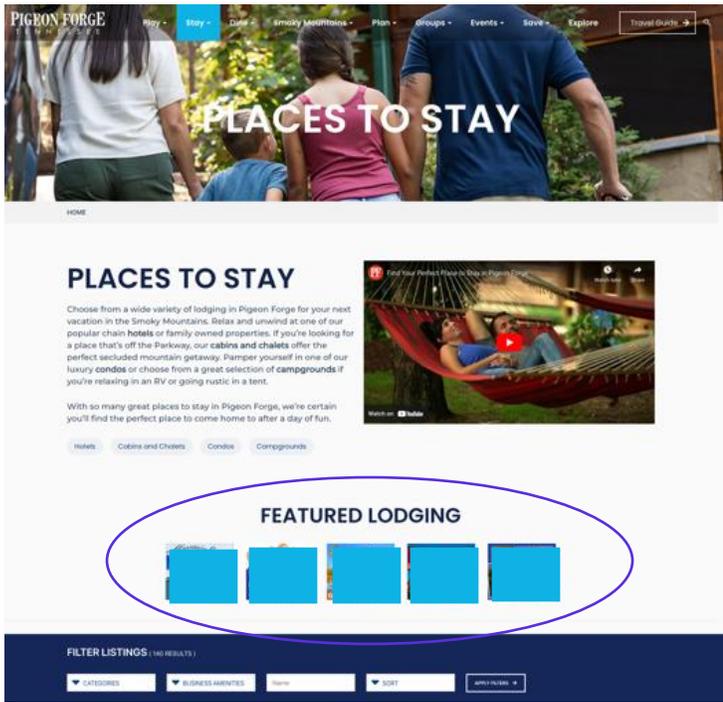
- (1) Facebook Spotlight Organic Post (not promoted)
- (1) 180x170 eNews and promo eNews Featured Sponsor placements

Ad Level	Annual Rate	Estimated Impressions
Where to Stay - Tier 1	\$8,700	750,000
Where to Stay - Tier 2	\$6,000	550,000

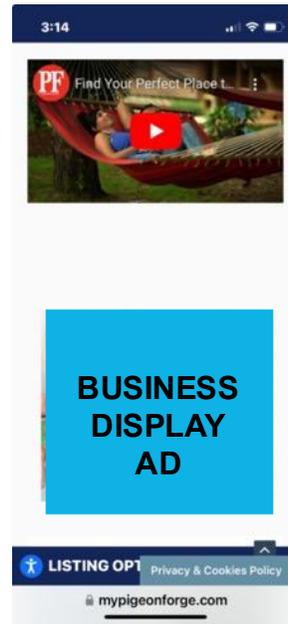
[REGISTER](#)

2025/2026 PREMIUM AD PACKAGES

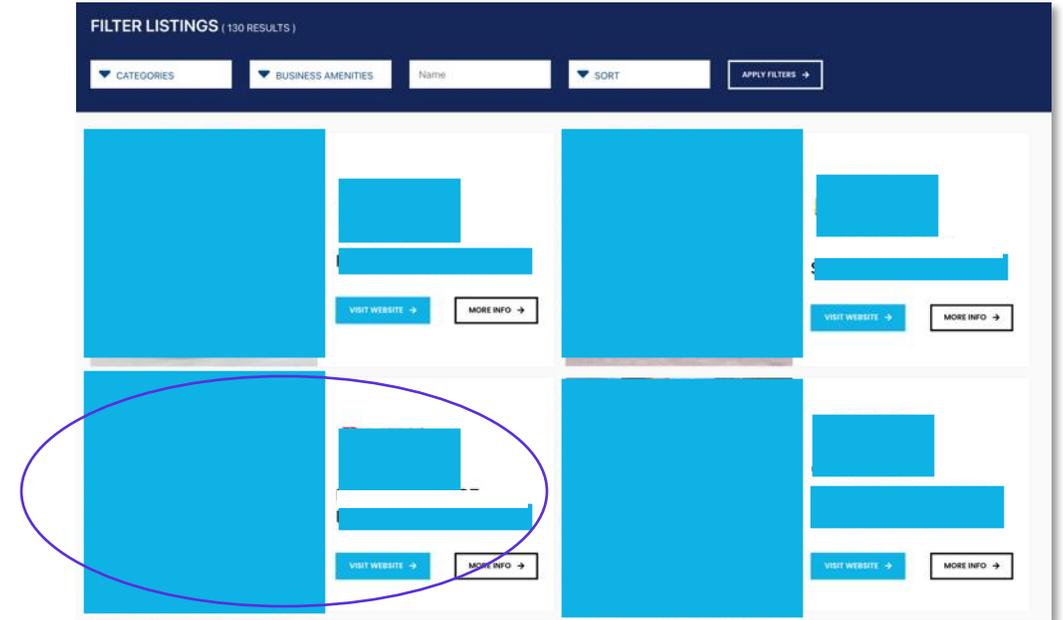
Featured Sponsor Ad - Desktop



Featured Sponsor Ad- Mobile



Enhanced Listing in Category



2025/2026 PREMIUM AD PACKAGES

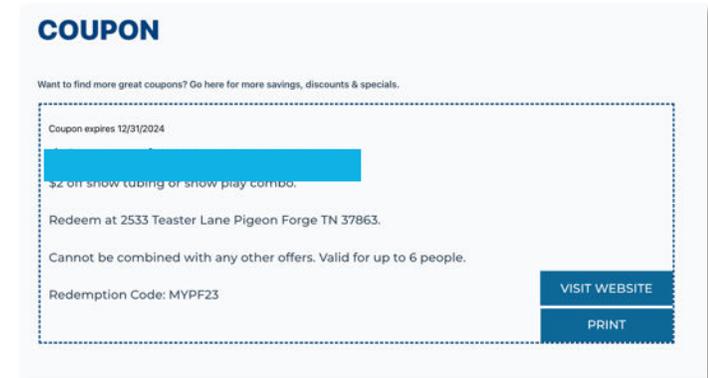
Promoted/Paid carousel FB/IG post



Facebook Spotlight Organic Post (not promoted)



Online Coupon Listing





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+