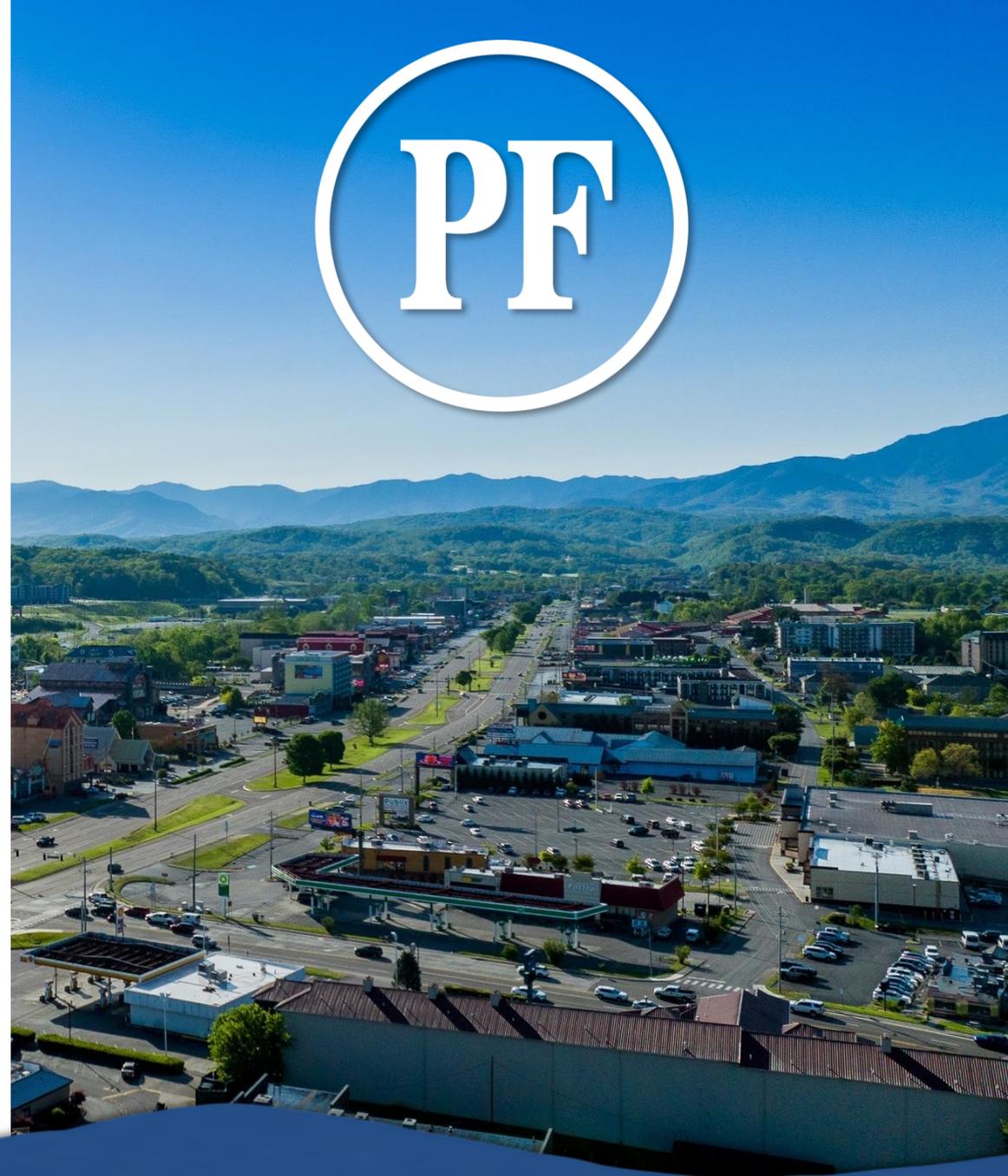

PIGEON FORGE
DEPARTMENT OF TOURISM

**WEBSITE ADVERTISING
PARTNERSHIPS**

May 1, 2026 – April 30, 2027

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





MONTHLY NEWSLETTER

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

MONTHLY PROMO EMAIL

- Monthly Distribution: +210K
- 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: 713K+
- Instagram: 103+
- X: 41.6K+
- TikTok: 63K+

FACEBOOK ENGAGEMENT

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

INSTAGRAM ENGAGEMENT

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

2026 | 2027 WEBSITE AD PACKAGES

Exclusive Package

- Hero display ad on category page (above biz listings)
- Top listing in biz category
- 'Featured' display ads in 2x monthly Leisure & Promo eNews
- Featured blog on MyPigeonForge.com
- Promoted social spotlight post on Meta (one-week paid boost)
- Digital banner ad on Travel Planner Confirmation page
- Passport to Savings coupon (**replaces printable online coupon**)

Lodging*

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

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

Other Categories*

Section/Category Page	Annual Rate	Est. Impressions
Things to Do	\$25,500	2,000,000
Where to Eat	\$15,500	1,350,000
Smoky Mountains	\$15,500	1,350,000
Coupons & Packages	\$15,500	1,350,000
Trip Planning	\$13,500	990,000

Non-lodging partners receive 100% ad rotation on category page

2026 | 2027 WEBSITE AD PACKAGES

Premium Package*:

- Featured display ad on category page (above biz listing, below Hero display ad)
- Prioritized listing, always after the Exclusive category sponsor
- 'Featured' display ad in monthly Leisure & Promo eNews
 - Tier 1: 2x; Tier 2: 1x
- Social spotlight post on Meta (organic post, not boosted)
- Guaranteed mention in seasonal blogs
- Passport to Savings coupon (**replaces printable online coupon**)

Ad Level	Annual Rate	Est. Impressions
Tier 1 (display ad in 2x leisure & promo eNews)	\$8,700	750,000
Tier 2 (display ad in 1x leisure & promo eNews)	\$6,000	550,000

Basic Package:

- Enhanced category business listing w/ link to business website
- Listings featured after Exclusive and Premium advertisers
- Social spotlight post on Meta (organic post, not boosted)
- Passport to Savings coupon (**replaces printable online coupon**)
- Guaranteed mention in seasonal blogs

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

FREE Business Listing:

- Standard business listing by category
- Listing randomized after paid advertisers
- Website URL link in listing (**NEW**)
- Passport to Savings coupon (**replaces printable online coupon**)

BUSINESS PARTNER PORTAL



HOME

BUSINESS PARTNER PORTAL

Driving Visitation To Our Destination

This partner page highlights the various ways Pigeon Forge businesses can engage with the Pigeon Forge Department of Tourism's destination marketing efforts.

The Pigeon Forge Department of Tourism is the official marketing and promotional agency for the city of Pigeon Forge, representing all tourism-related businesses in our city*. As a non-membership organization, we partner with local tourism and hospitality businesses to demonstrate what makes Pigeon Forge such a special place to visit. Tourism is Pigeon Forge's No. 1—and only—industry and economic driver. To encourage visitation, the city entrusts the Department of Tourism with an annual \$15 million budget to promote our destination through paid, earned, social and owned outlets.

Along with touting the many reasons to visit Pigeon Forge, one of the Department of Tourism's primary goals is to provide businesses with ample, cost-effective promotional opportunities. For example, we offer all tourism-related businesses a **complimentary listing** in:

- ✔ **The Official Pigeon Forge Travel Planner** (distributed annually in print and digital versions to thousands of potential visitors)
- ✔ **MyPigeonForge.com** (the destination's official consumer website)

The Department of Tourism staff is eager to meet and collaborate with all business owners and representatives. Please contact Marketing Manager Sue Carr at (865)-429-7361 or scarr@mypigeonforge.com to learn more. Our offices are located at 135 Jake Thomas Road.

📄 [PIGEON FORGE BUSINESS PROMOTION POLICY](#) available here.

Local Business Engagement Information		
<h4>Business Contact Form</h4> <p>We encourage new and existing businesses to complete our business contact form, you'll receive our Frontline e-newsletter along with other industry communications as well as trending information that's relative to our industry.</p> <p>SUBMIT</p>	<h4>Free Business Listing + Website Link</h4> <p>All Pigeon Forge business receive a free listing and website link in your respective category on MyPigeonForge.com. In addition, you can share detailed information for large groups, including weddings, to aid potential visitors as they learn more about our destination.</p> <p>SUBMIT</p>	<h4>Promote Your Events</h4> <p>Potential visitors to our city seek more info about special events in Pigeon Forge. The link below allows you to provide details about upcoming events for inclusion on MyPigeonForge.com (listings are filtered by event start date).</p> <p>SUBMIT</p>

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 PIGEON FORGE BUSINESS PROMOTION POLICY](#)