



**Tucson Professional Planners Edition** showcases Tucson’s attractions, accommodations, meeting facilities, ancillary services, and the Tucson Convention Center. It is designed to assist meeting, tour, and incentive planners in their selection of Tucson and Southern Arizona as a site for their meetings, tours, conventions, and trade shows. This planner also satisfies local organizations who may be planning a fundraiser, wedding, reunion or other event. The membership-directory section lists a wide variety of support services to ensure a successful meeting or event. This annual publication is the official marketing piece used by the Metropolitan Tucson Convention & Visitors Bureau (MTCVB).

**Features**

- Official convention services directory of the MTCVB
- Tourism represents \$2 billion to the local Tucson economy
- High-quality, 4-color design
- Used to promote Tucson at all travel and tourism trade shows worldwide
- Used by MTCVB convention sales staff when working with meeting and tour group planners

**Space Reservations Deadlines**

Publication Date ..... August 2009  
 Accommodation Reviews ..... May 6, 2009

Premium positions must be renewed 30 days prior to ad close.

**Be part of Tucson’s travel boom**

- Direct travel expenditures by all visitors to Arizona increased 3.2% to \$19.3 billion in 2007, a record year for Arizona Tourism. (Dean Runyan Associates)
- Arizona hosted 35.2 million domestic and international overnight visitors, an average of 96,438 visitors per day in 2007. (D.K. Shifflet & Associates, Statistics Canada, Office of Travel and Tourism Industries, and University of Arizona)
- The largest share of Arizona overnight travel came from domestic non-resident travel, up 9.6% over 2006, to 23.3 million visitors based on person-stays. (D.K. Shifflet & Associates)

**Arizona Overnight Travel Volume**

- 51% Non-Resident Leisure
- 22% Resident Leisure
- 15% Non-Resident Business
- 6% Resident Business
- 6% International

Source: D.K. Shifflet & Associates, Statistics Canada, Office of Travel and Tourism Industries, and University of Arizona

**TUCSON**

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**Distribution****10,000 annually**

The *MTCVB Professional Planners Edition* is included within 10,000 copies of the *Tucson Official Destination Guide*. The guide is the primary fulfillment piece to be mailed directly to national and international meeting and tour group planners. The Guide also travels with Bureau sales managers to more than 60 trade shows in the US, Mexico, and Europe.

- Included in the MTCVB sales kits to meeting/convention planners and tour planners
- Distributed at destination trade shows
- Mailed to targeted meeting planners in key geographic markets
- Mailed to all MTCVB partners included in the book

**4-Color Display Rates** Circulation: 10,000 annually

MTCVB Partner Rates		Non-Partner Rates
Ad Size	4-Color	4-Color
2 Page	\$3,505	\$4,205
Full	\$2,330	\$2,805
1/2*	\$1,245	\$1,515
1/4*	\$665	\$805
1/8*	\$455	\$530

\* Group Rates. Rates are per insertion and apply to camera-ready art only. Rates quoted gross. Guaranteed requested position: add 15% to earned rate.

**Premium Positions**

Section Tab	\$2,505
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On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline. 4-color ads only.

**Supplier & Services Section Formatted Ads (Partners Only)**

Listing Photo without Ad	\$670
Listing Photo with Ad	\$250

**Accommodation Reviews (Partners Only)**

Full	\$2,660
1/2	\$1,830
1/4	\$1,280
1/8*	\$720

Includes 4-color photo and layout. \*Not available to lodging facilities with 50 rooms or more

**Enhanced Advertising Options**

Promo Gifts and Merchandise Ad (Photography Services \$85 additional)	\$580
Enhanced Listing	\$200

\*Not available to chart listing in Accommodations, Venues and Banquet Facilities

**Combo Display & Accommodation Reviews**

2 Page Spread	\$4,490
Full Page Display & Full Page Accommodation Review	
Full	\$2,770
1/2 Page Display & 1/2 Page Accommodation Review	