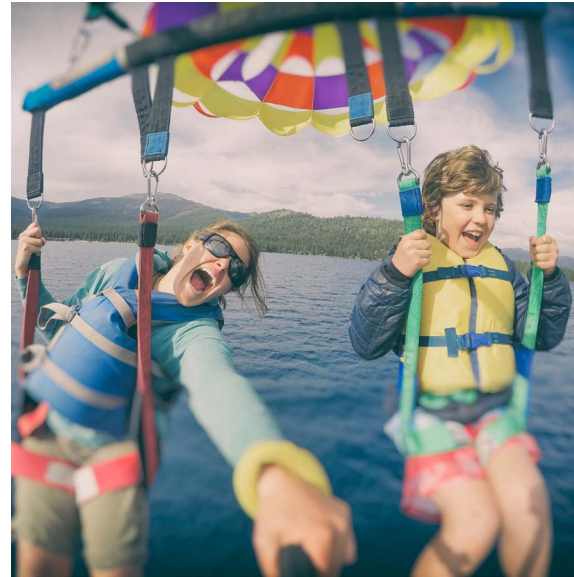


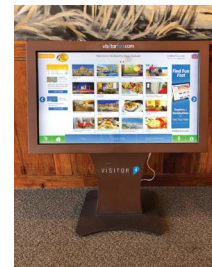
Think of us as the shortest path from discovery to experience.

We put you on their radar, in their hands, at the moment they make a decision.



“Creative Theatre Marketing” was founded in 1983 by two entrepreneurs with a passion for Broadway and a shared goal to promote the rich and exciting world of New York City theater.

Hitting the streets with brochures in their backpacks, they began connecting theaters with the local hospitality industry... hotels, visitor centers, and transportation hubs.



Fast forward three decades to CTM Media Group, a company remaining steadfast to our original mission to connect visitors with fun, exciting, and unforgettable experiences.

We do that by partnering with visitor centers, hotels, airports, train stations, convention centers, activity centers, sporting goods shops, and more to put our clients directly in front of visitors —right at the moment when they’re making decisions about what to do next.

Our hyper-local focus, paired with top-notch resources and an unparalleled distribution network, gives us a powerful advantage in the hospitality industry—and has made us a leader known for delivering tangible results in a way that no one else can.

Our partnerships with more than 100 local convention and visitors bureaus and destination marketing organizations mean we can create greater awareness of and support local businesses via the distribution of local print, publications, and digital products and programs.

More than 3,000 clients consider CTM an integral part of their marketing strategy—many of them for more than 25 years.

VisitorFun has become the consumer-facing brand for CTM Media Group building upon the same mission, goals, and loyal industry partnerships.

Combining modern technology and personalized user experiences, we continue to specialize in place-based marketing to connect travelers with fun things to do on their vacations.

Our website, visitorfun.com, is the robust content engine connecting our clients and travelers... serving up local fun across a broad spectrum of travel destinations and individual mobile devices.

In 2011, we launched our first ExploreBoard touchscreen networks with the ability to connect local businesses to the valuable in-market visitor audience using timely messaging, high-quality images, and video to generate even more excitement, interest, and conversions.

Visitors could easily self-select relevant travel information using our ExploreBoards

installed at hundreds of high-traffic visitor locations throughout North America.

ExploreBoards continue to evolve - providing even more reasons to book a local adventure, including a calendar of daily events, maps, translations, special offers, menus, directions, local airport flight times, and an option to send business and booking details to a mobile device via SMS or e-mail.

In 2020, the introduction of touchless ExploreBoards maintained our location partnerships and audience reach during a challenging time for the tourism industry.

From the humble beginnings of brochures in backpacks to sophisticated technology, the original mission and passion for sharing local experiences are still the heart of CTM.