



Targeting Today's Traveler

The image shows two women interacting with a large, black, freestanding touch-screen kiosk. The kiosk displays a website interface for Zoo Miami, featuring a giraffe and various navigation icons. To the right, a smartphone displays the same Zoo Miami website interface, including a 'BOOK NOW' button. The background is a light blue gradient.

10 THINGS TO DO IN MIAMI

1. GO A-HEAVY BROWSE
2. THE BROADWAY HAPPY HOUR
3. WHALE WATCHING
4. INSIDE TENNESSEE PARK
5. BE AN ADVENTURER: EXHIBITS
6. SCOOTING THE ROOF TOPS
7. LIVING HISTORY
8. VISIT THE COUNTRYSIDE
9. URBAN ADVENTURES

About Miami

Miami is known for its perfect weather, beautiful beaches, and world-class shopping.

Main Fun Blog

Lincoln Road

Hang Out With the Animals

Map **Call** **Web** **Video**

BOOK NOW

f

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You Tube

Scan Tag For Local Visitor
Info, Offers & Events!



Get the free mobile app at
<http://gettag.mobi>

Ettractions Connects Visitors & Tourism Professionals With Relevant Vacation Information Throughout The Travel Decision Making Process.



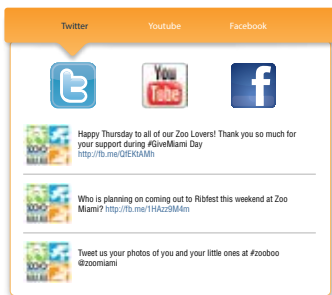
Planning The Trip



On The Way



At The Hotel



Social Media

Create a viral "buzz" about your business by including your Facebook, Twitter and You Tube feeds on your business profile page.



Web Profile

Content rich pre-planning resource for visitors.



eNEWS

Let highly influential industry travel professionals (local concierge and front desk staff or sport retailers) become advocates for your business.



Banner Advertising

Displaying to a targeted audience researching things to do, at a key time in the decision-making process.

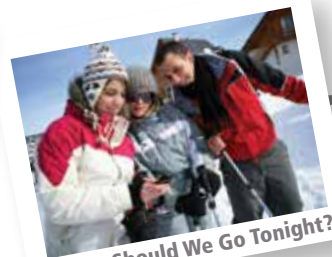
Ettractions Connects Visitors & Tourism Professionals With Relevant Vacation Information Throughout The Travel Decision Making Process.



On Vacation!



On Vacation!



Where Should We Go Tonight?



Today's Adventure



QR Code

Quickly and seamlessly connect visitors from your print promotion to your digital presence.



Mobile Profile

Smart phone friendly display of your profile content optimized for quick visitor reference.



ExploreBoard Touch Screens

Present your business on a sleek, approachable, high traffic, point of sale interactive touch screen display located at key visitor centers, hotels, attractions, transportation centers and sport shops.



DSE Gold Apex Award Winner - Interactive Self-Services Solutions



DSA Best Travel & Hospitality Deployment - Interactive Self Service Kiosk



Designed to connect visitors with detailed information about your business, Ettractions facilitates the distribution of your profile information on the web, mobile and touch screen display network from one digital platform.

You don't need to be an expert on digital marketing or technology! Your CTM Media Consultant and Ettractions support team are here to help maximize your marketing investment. We'll even help build your profile content. Email us today: support@ettractions.com

ETTRACTIONS DIGITAL PROGRAMS

ESSENTIAL

PREMIUM

EXPLOREBOARD* TOUCH SCREEN NETWORK

- 5 Photographs, 1 Video and 1 PDF Document
- Your detailed profile content, map and customized booking information message
- "Send-to-me" feature sends your profile content to a visitor via email, QR code scan or text message.
- Multilingual profile translations*



WEB PROFILE

- 5 Photographs and 1 Video and YouTube Feed **
- Full descriptions of your business and features
- Map, directions, and public transportation information
- Contact e-mail and phone numbers
- Your hours, pricing, and booking information
- Your business Facebook, Twitter and YouTube Channel **
- 3 Special Offers & 3 Event postings
- Attach up to 5 documents like menus, maps, even schedules



SEARCH ENGINE OPTIMIZATION REVIEW

- Ensures your content includes key words and phrases visitors search for during travel planning



WEB BANNER ADVERTISING

- Your ad message appears on destination pages
*Essential: 180 X 150 Premium: 468 X 60 or 728 x 90 ***



MOBILE PROFILE

- Mobile device-friendly display of your profile content
- Optimized for quick visitor reference
- "Click-to-call" Feature
- Map and directions from the visitors in-market location



QR CODE

- 2D barcode to include on your printed marketing materials
- Scans from mobile devices to your ettractions mobile profile



MOBILE BANNER ADVERTISING

- Your ad message appears on mobile destination pages
Premium: 320 X 50



E-NEWS: CONCIERGE OR SPORTS PRO

- 1 monthly feature in eNewsletter sent to industry professionals



ADDITIONAL DIGITAL SIGNAGE EXPOSURE

- ExploreBoard * Banner Advertising
- ExploreBoard * Screen Take-Over Advertising

**Market Specific*

***New Features Spring 2014*

Contact Your Local CTM Media Group Consultant For Additional Digital Program Details.



800-888-2974 / ctmmediagroup.com • ettractions.com