Travel Guides ASHEVILLE 2024 Spring Advertising Rates

2024 SPRING ADVERTISING RATES + MEDIA KIT





What is Travel Guides Asheville?

 Travel Guides Asheville is an online travel guide for locals and visitors in Asheville and the surrounding cities! We offer digital advertising services to local businesses on all our digital marketing platforms: Instagram (94K+ followers), Facebook, Tik Tok, Pinterest and on our website.

> We are known for our curated guides which feature a variety of businesses in and around Asheville (examples: The Best Vacation Rentals in Asheville, Local Makers and Artisans in and around Asheville, The Best Things To Do in and around Asheville, The Ultimate Guide to Summer in Asheville, etc).





Spring Advertising Offer #1

Valid from March 4, 2024 - May 31, 2024

One Instagram Feed Post + 7 Instagram stories with a direct link to website/booking for \$350



travelguidesasheville and drip sauna Asheville North Carolina



Liked by brittanyann799 and 741 others travelguidesasheville Asheville's first mobile woodfired sauna and cold plunge experience 🍐 ... more

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Liked by brittanyann799 and 741 others travelguidesasheville Asheville's first mobile woodfired sauna and cold plunge experience

e @drip_sauna

Drip Sauna is changing the game for self-care and wellness experiences in Asheville!

You can book an experience at their location along the French Broad River or have this set-up delivered to you (includes sauna, cold plunge, and outdoor shower)

We tried their two hour private session around sunset and the wow the it was amazing! The team is on-site during your visit to make sure everything is running smoothly - they have ice on deck for the cold plunge, wood for the sauna and the fire-pit, and gave us all the tips to make sure our visit was perfect

You can book private or community sessions at Drip Sauna, it's the perfect wellness activity for couples or groups of up to 6 people!

Planning a bachelor or bachelorette in Asheville? Book Drip Sauna in advance and have them deliver the setup to your Airbnb 🙌

Follow @drip_sauna for more details and book via the link in their bio 🔗

#travelguidesasheville #asheville #ashevillenc #ashevillenorthcarolina #ashevillelocal #visitasheville #exploreasheville #ashevillewellness #ashevillesauna #ashevilleairbnb #ashevilleguide #828isgreat #ashevillebachelorette #ashevillebachelorparty #ashevillebacheloretteparty #ashevilletodo #thingstodoinasheville #frenchbroadriver #ashevilleriverartsdistrict #riverartsdistrictasheville

Instagram Feed Post Details:

CLICK HERE TO APPLY!



• Send us up to 10 images • Feed post will be shared into our stories for 7 days with a direct link to your website or booking page Submit a caption & any specific hashtags you'd like included • Request a date for the post to go live • Request to be added as a collaborator on the post (this means that the post will also show on your Instagram feed) • Request to see insights after 14 days





Spring Advertising Offer #2

Valid from March 4, 2024 - May 31, 2024

One Instagram Reel + 7 Instagram stories with a direct link to website/booking for \$350





CLICK HERE TO APPLY!



Instagram Reel Details:

 Send us a ready to go video or link to a reel you've posted • Reel will be shared into our stories for 7 days with a direct link to your website or booking page Submit a caption & any specific hashtags you'd like included • Request a date for the reel to go live • Request to be added as a collaborator on the reel (this means that the post will also show on your Instagram feed) • Request to see insights after 14 days





Our Marketing Channels & Insights Overview

Last 90 Days: December 1, 2023 - February 28, 2024







Followers: 91.4K Reach: 1.0M Engagement: 66K



Facebook

Followers: 862 Reach: 10.8K



Visits: 14K Bounce Rate: 86% Unique Visitors: 13K Page Views: 17K



<u>TikTok</u>

Followers:7,026 Likes: 42.6K



Pinterest

Impressions: 38.82K Total Audience: 22.13K





Instagram Insights

Last 90 Days: December 1, 2023 - February 28, 2024

Insights Overview

Accounts Reached: 1.0M Accounts Engaged: 66K Total Followers: 91.4K

Followers Top Locat

Asheville	5
Charlotte	5
Raleigh	2
New York	1
Durham	

tions	
5.4%	
5.4%	
2.6%	

%

1%

Followers /	Age Range
13-17	0.2%
18-24	5.6%
25-34	29.7%
35-44	29.7%
45-54	18.7%
55-64	9.3%
65+	4.1%





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Facebook Insights

Last 90 Days: December 1, 2023 - February 28, 2024

Insights Overview

Accounts Reached: 10.8K Total Followers: 862

Top Locatio	ons	Age R	ange
Asheville	8.2%	18-24	1.5%
Hendersonville	1.2%	25-34	17.7%
Leicester	1.2%	35-44	32.6%
Swannanoa	1.2%	45-54	26.4%
		55-64	15.4%
Mountain Home	0.9%	65+	6.4%



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Website Insights

Last 90 Days: December 1, 2023 - February 28, 2024

Insights Overview

Visits: 14K Bounce Rate: 86% Unique Visitors: 13K Page Views: 17K

Visits by Location (Quick Snapshot) North Ca

Florida

Tennesse

South Ca

Georgia



irolina	7,020
	839
9e	816
rolina	733
	678



Pinterest Insights

Last 90 Days: December 1, 2023 - February 28, 2024

Insights Overview

Impressions: 38.82K Engagements: 2.97K Total Audience: 22.13K

Top Metros		Age Range	
Atlanta	4.4%	18-24	8.3%
Charlotte	4.3%	25-34	39.5%
Raleigh-Durham	3.3%	35-44	21.1%
New York	3.0%	45-49	7.5%
Orlando-Daytona	2.6%	50-54	6.4%
, Bch-Melbrn	2.0/0	55-64	10.7%
		65+	6.0%



TRAVEL GUIDES ASHEVILLE

Email Address

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Contact Us

Website

For questions or comments

www.travelguidesasheville.com

Guide Schedule

<u>https://www.travelguidesasheville.com/guideschedule</u>