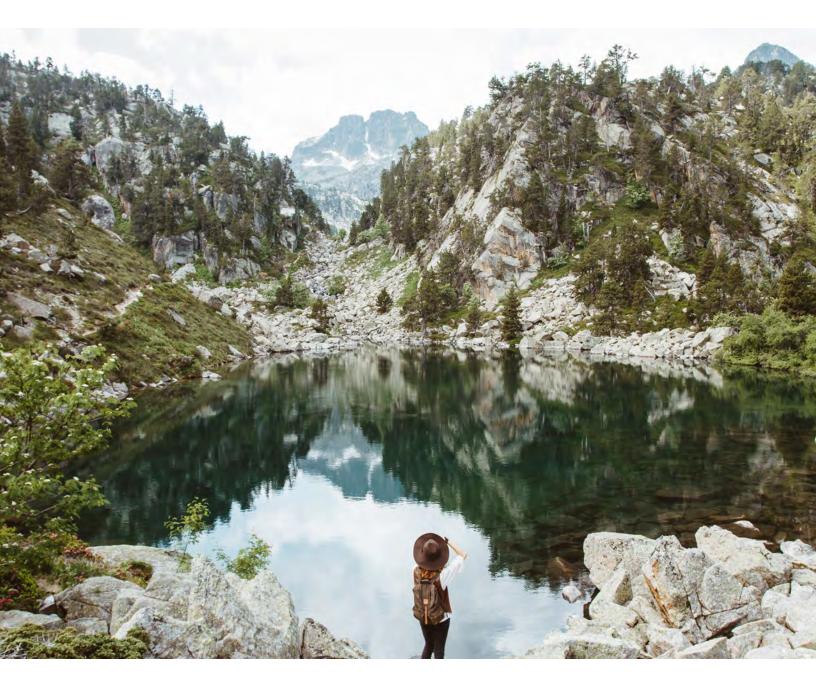
### 1000+ Facebook Ad Examples from Travel and Tourism Brands







#### Who is this eBook for?

- Travel marketers who want to stay ahead of the curve with Facebook ads.
- Agencies that work with travel brands to develop digital ads.
- Marketers at State-level DMOs, Tour Operators, and Resorts and Hotels who want to understand what their peers are doing.

#### How are travel and tourism brands using Facebook ads to attract travelers?

If you've ever wondered what sort of Facebook ads other travel and tourism brands are running, we're happy to tell you this: we've done the research, we've done the analysis, and we're presenting our findings to you in this eBook!

In the last week of June 2019, we used Facebook's Page Transparency Tool to find all the active Facebook ads that over 150 travel and tourism brands were running during that time<sup>1</sup>. From our research, we were able to extract patterns and trends, and generate insights on how DMOs, Tour Operators and Resorts and Hotels are using this digital ad channel.

Browse through the ads your own brand is using, and get a better understanding of how your peers are serving up ads. See on average how many travel and tourism brands are using user-generated content, how many use video, what calls-to-action are most popular, and more.

Whether you're looking for new ways to use Facebook ads, or just want to stay informed with how the rest of the industry is approaching paid social, we hope this collection of ad campaigns and insights will help you think outside-the-box to get those travelers clicking! Enjoy the read.



Julia Manoukian Senior Content Marketing Manager CrowdRiff



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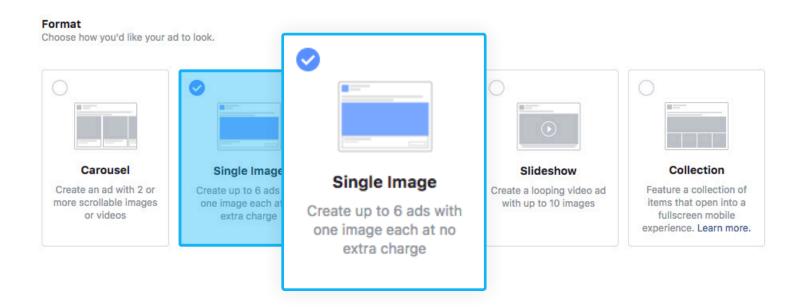
# Snapshot of ads types and formats

First, let's take a quick look at the different types of ads you can create with Facebook, and how they differ.

### Single Image

This is by far the most popular Facebook ad type travel brands are using. The single image ad is just that - your message coupled with an image below.

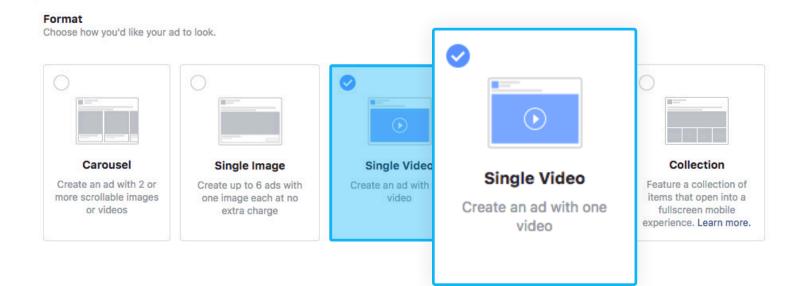
- A great place to put the spotlight on a photo that your own locals or existing travelers have taken in your destination.
- Most organizations put calls-to-action onto their images.



### Video

Video ads are great for capturing short bursts of attention, and if you have something that is better conveyed with motion.

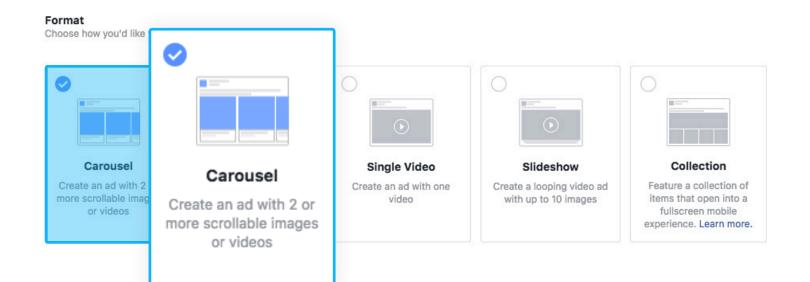
- Best used for content that can be conveyed without sound, like food or action activity videos (versus videos featuring a host talking to the camera).
- Captions are recommended as most people view videos in their feed without sound.
- On mobile, Facebook recommends keeping videos 15 seconds or less.
- Keep frames moving fast, so you can keep someone's attention longer by showing them more in less time.



### Carousel

If you need to show multiple items at once, carousel ads are your best bet. Showcase up to 10 images or videos, allowing your audience to swipe and browse through.

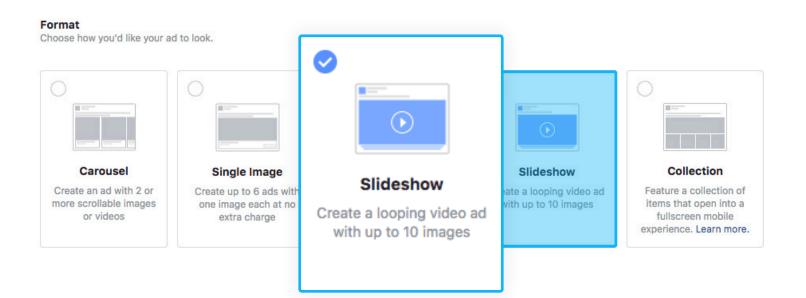
- You can choose to have Facebook optimize the order of your visuals, based on engagement.
- Many DMOs break up a panorama image into multiple squares.
- Most DMOs make their last image in their carousel a CTA.



### Slideshow

Don't have time to put a video together? Upload 3 to 10 images and Facebook will create a looping video together in slideshow format.

- If you want to recreate the effect of a video ad without the work, this is your best bet.
- Upload pictures with captions, and you can recreate the typical video experience people get on Facebook.



#### Canvas

Optimized for mobile, Canvas ads create a full-screen interactive ad experience for your audience. Within a Canvas ad, you can stitch together a variety of videos, photos, and add links and CTAs in multiple places. Viewers navigate through your ad by swiping up, down, left and/ or right.

- Canvas ads are best for showcasing those places that are "best experienced in person," like sweeping views at the top of a mountain, or to take someone directly to your best ski slopes
- Load time is near instant.
- Facebook offers ready-to-use templates.

#### Format

Choose how you'd like your ad to look.

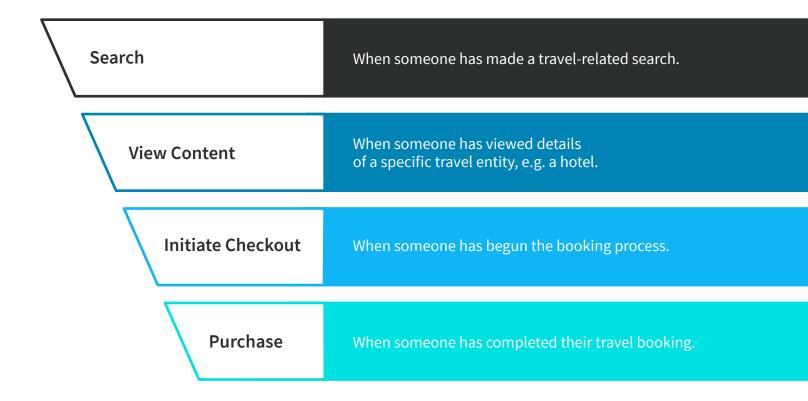
1		
Single Image	Single Video	Slideshow
Create up to 6 ads with one image each at no extra charge		
	a Fullscreen Experience	
		Create a canvas ad with images by selecting the "Full Experience".

#### Travel specific Facebook ad products

#### **Dynamic Ads for Travel**

Dynamic Ads for Travel is Facebook's native solution for retargeting, where much of the targeting is automated, and set-up is minimum.

You upload a catalog of your products and offerings, create a template for your ads, and Facebook will dynamically insert images and details from the catalog to travelers, based on their actions:



#### **Trip Consideration**

Trip Consideration targets travelers... before they've even decided where they want to travel. For example, these will target Facebook users who browse several travel sites but only don't go any further than the homepage of those sites.

It targets travelers the stage before Dynamic Ads for Travel comes into play.

That means, the biggest advantage of Trip Consideration is getting to be the first destination on someone's mind. While a traveler is still deciding where to go, you can serve them an ad with an offer they can't pass up, and solidify your place as their next vacation spot.

UPPER FUNNEL Trip Consideration	Has intent to travel but no clear destination intent. <b>"GO SOMEWHERE WARM &amp; CHEAP."</b>
MID FUNNEL DAT for Broad Audiences	User has known destination intent but has not been to a website. <b>"BALI DESTINATION"</b>
LOWER FUNNEL DAT Retargeting	User has been to a website and or app. <b>"BEACH RESORTS IN NUSA DUA."</b>

### Analysis: how are travel and tourism brands using Facebook ads?

We looked at over 1000 Facebook ads from travel and tourism brands targeting the United States to bring you these insights. We analyzed every state DMO actively running ads at the time of the study. For other sectors, we chose a random sample from our internal database.

Here are the trends and patterns we found as to how State DMOs, Tour Operators, and Resorts and Hotels are using Facebook ads to speak to travelers.

The average number of active ads per travel sector:

State DMOs:

Tour Operators:

**Resorts and Hotels:** 

15

14

Similar to last year, no State DMOs were serving ads that mentioned a deal or offer.

**20%** of Resort and Hotel ads used UGC the highest of all three sectors.

The number of travel brands not running ads at the time of our study (last week of June 2019):

**State DMOs:** 

8

**Tour Operators:** 



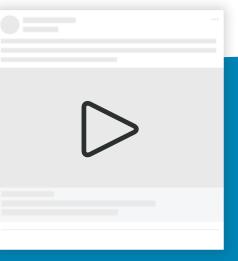
**Resorts and Hotels:** 

15



Almost half of Resort and Hotel ads used "Sale/Deal" style CTAs—also the highest of all three sectors.

# Tour Operators were the highest users of videos in their ads, at **37%**.



Haka Tours New Zealand Sponsored

Enjoy your creature comforts when you travel? Check out our brand new Haka Plus Tours of New Zealand!

With a max of 16 people all Haka Plus Tours include twin-share 3-4 star accommodation (no dorm rooms!), with all the action and excitement of our classic adventure tours.



Introducing our brand new Haka Plus Tours

Almost half of Tour Operator ads featured outdoor action in their visuals.

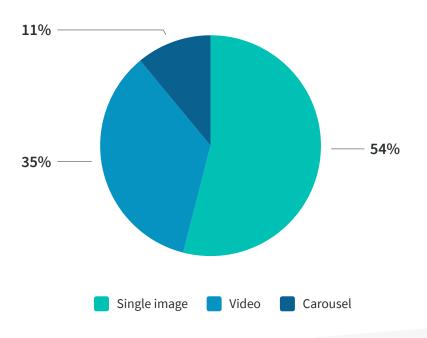
### For both State DMOs and Tour Operators,

**2/3** of visual ads featured people.

#### For Resorts and Hotels, only

**1/2** of visual ads featured people.

# Analysis: How are State DMOs using Facebook Ads?



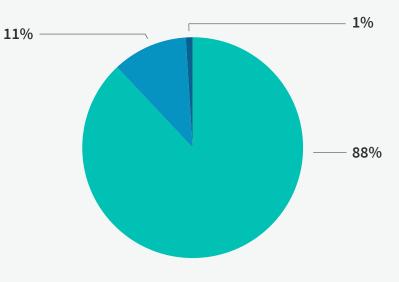
### What ad formats are State DMOs using?

Single image ads are still the most common type of Facebook ad. Compared to last year, video use was up by 15%, while the single image format was down by 13%. Carousel ads remained the same, at 11%.

#### How many State DMO ads use user-generated content (UGC)?

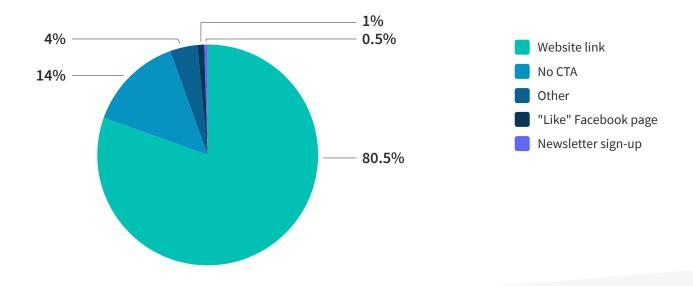
Professional imagery is still the go-to choice for State DMOs. However, UGC use has more than doubled, up from 5% in 2018, to 11% this year.



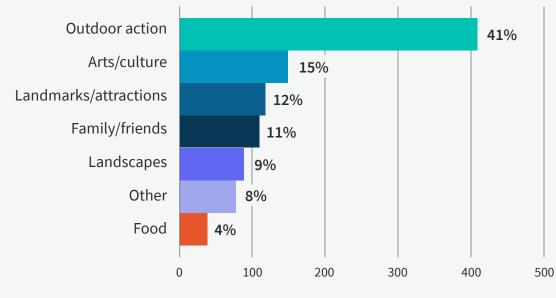


#### What CTAs were most common?

Similar to our findings last year, most ads drove visitors back to their websites. The most common CTA for doing this was a "Learn More" button—either promoting specific experiences such as the region's golf courses or vineyards, or the destination in general.

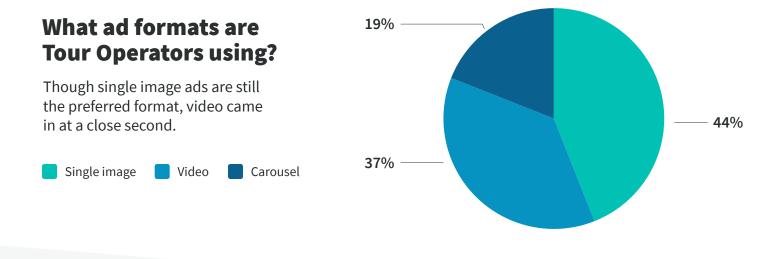


#### Which themes for visuals were the most popular?



Number of ads

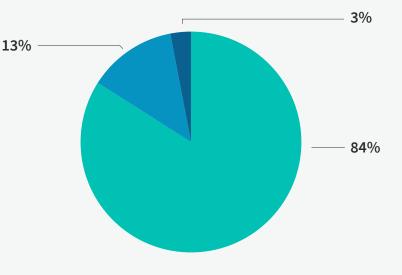
# Analysis: How are Tour Operators using Facebook Ads?



### How many Tour Operator ads use UGC?

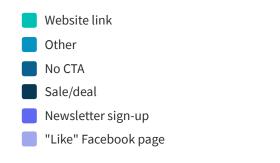
Similar to State DMOs, the vast majority of Tour Operators use only professional imagery in their ads.

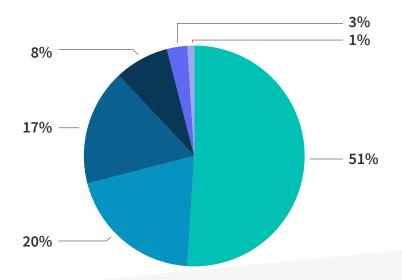




#### What CTAs were most common?

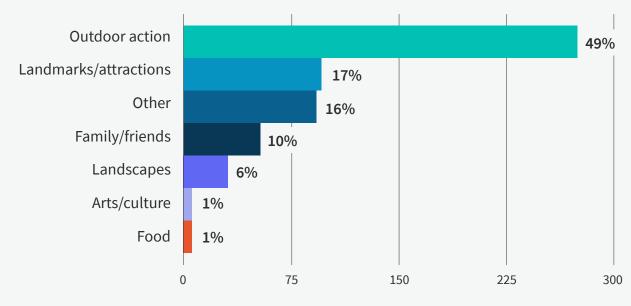
Like State DMOs, Tour Operators are using CTAs to drive audiences back to their website. Unlike DMOs, a small fraction also use salesbased messaging ("Book Now" to save 15%) and "other" CTAs, which include links to download guides or additional content.





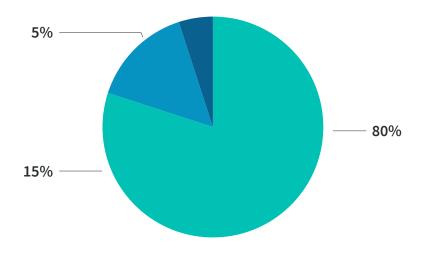
#### Which themes for visuals were the most popular?

Not surprisingly, most Tour Operators we analyzed used outdoor action imagery in their ads. (Notably, the sample did not include a high volume of operators offering food or history specific tours, which would have produced a different set of results.)



Number of ads

# Analysis: How are Resorts and Hotels using Facebook Ads?



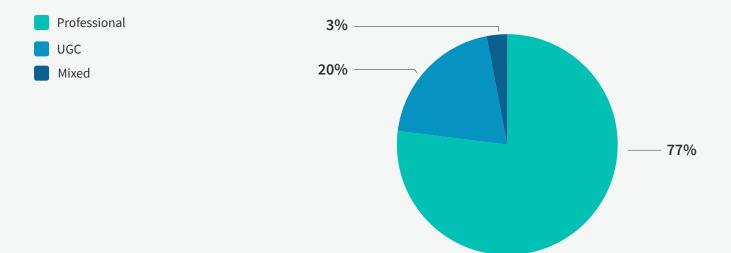
### What ad formats are Resorts and Hotels using?

Between the three travel sectors analyzed, Resorts and Hotels were the highest users of single-image ads.



#### How many Resort and Hotel ads use UGC?

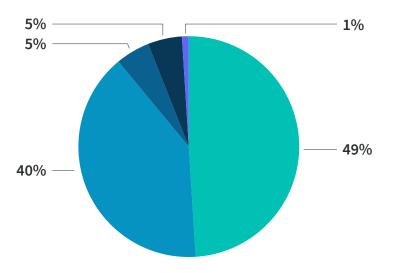
In-line with the findings from other sectors, Resorts and Hotels rely heavily on professional imagery in their Facebook ads. While the preferred choice is still professional imagery, this sector uses a significantly higher percentage of UGC than Tour Operators and State DMOs.



#### What CTAs were most common?

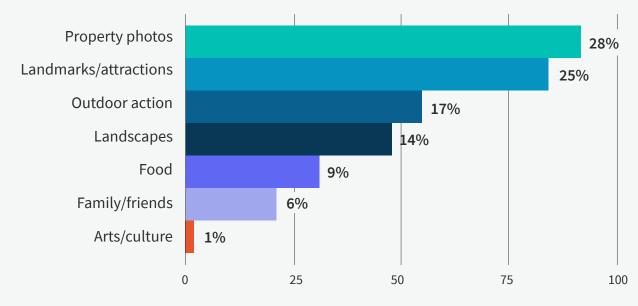
Most Resort and Hotel ads either drive people to their website, or advertise a specific deal or sale (Prepay and save 10%, for example) with a "Book Now" CTA.





#### Which themes for visuals were the most popular?

The most popular visual theme for Resorts and Hotels was property photos. Included in property photos are visuals of rooms and other on-site amenities such as spas, restaurants, golf courses, meeting and conference spaces, wedding venues, and more.

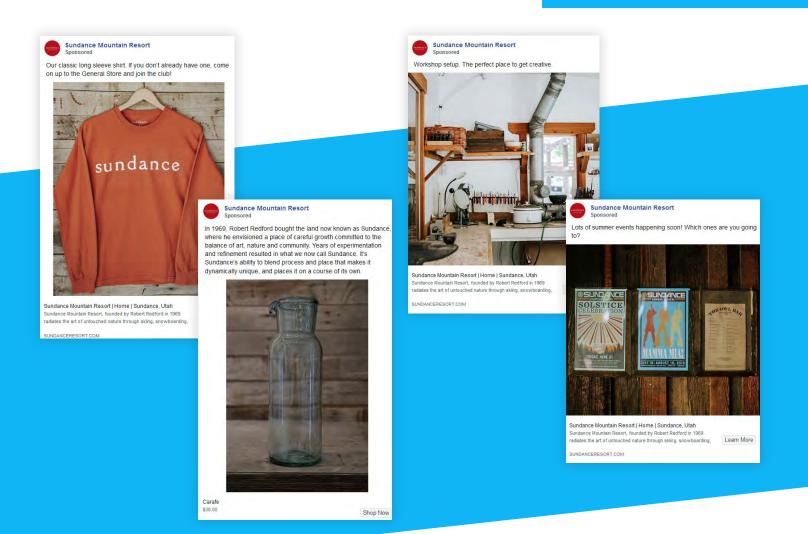


Number of ads

### **3 noteworthy Facebook ad campaigns**

Of the hundreds of ads we looked through, there were a few that stuck out to us. Read on to see why!

#### 3 noteworthy Facebook ad campaigns



#### **Sundance Resort**

Sundance Resort, which was actually founded by actor Robert Redford, does an exceptional job with their single image ads. Here's why we liked them:

- They know their target audience. Playing off their explicit ties to the popular Sundance Film Festival, they appeal to artists who want a "perfect place to get creative."
- Rather than just marketing rooms or amenities, they market the destination, calling out summer events around the city. In the 12 weeks before a trip, travelers search 3X more for experiences than Resorts and Hotels<sup>2</sup>. Marketing the experience around the resort allows Sundance to gain more awareness before travelers are even thinking about where to stay.
- 3. They play with marketing additional revenue streams such as the resort's merch. Check out the vintage sweater and carafe above.

### **Xtreme Xperience**

Xtreme Xperience, a tour operator that lets enthusiasts race exotic supercars, created an action-packed video ad that immediately grabs the attention of their target audience.

The video features both professionally-shot and user-generated visuals, allowing the audience to get a birds' eye view of the car and also feel like they're in the driver's seat. Within 15 seconds, over 7 different viewpoints are offered: the speedometer, rear view mirror, racetrack view and several close-ups of the driver.

The video is also personalized for every state, making it stand out even more.

Fun fact: Brand engagement rises by 28% when consumers are exposed to both professional content and usergenerated content<sup>3</sup>.



### Visit California

California means something different to everyone. Climbers set their sights on El Capitan in Yosemite Valley, aspiring actors dream of "making it" in Hollywood, and everyday travelers seek novelty. These ads show that the folks at Visit California know their personas— the adventurers, dreamers, and novelty-seekers—and how to use timely content to catch their attention. More than just compelling content, Visit California also relies heavily on influencer visuals, which are a good bet for maximizing engagement. Influencer marketing campaigns can earn \$6.50 for every dollar spent<sup>4</sup>! These ads stand out to us for their diversity, their brand-power and their visual influence.



Visit California Sponsored

Selah Schneiter became the youngest person ever to summit El Cap—through the 3,000-foot Nose route, no less.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family.



The supermodel promises a "new world of storytelling and adventure in a grand, fantastical, physical place."



Tyra Banks to Open Model-Themed Park in Santa Monica It is set to open at the end of 2019.



Taco Bell Hotel Set To Open in Palm Springs Taco dreams do come true.

Visit California



Visit California Sponsored

After five days of intensive rock climbing and four nights sleeping on a shelf in the sky, Selah Schneiter became the youngest person to summit El Cap.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family.

### Facebook ad examples from State DMOs

During the last week of June 2019, using Facebook's Page Transparency Tool, we looked through all 50 State DMO Facebook pages. In total, 42 State DMOs were running active ads – here are all of them!

\*For length, we've omitted ads that are duplicates or highly similar.

### **List of States**

Alaska	27
Arizona	28
Arkansas	33
California	40
Colorado	44
Connecticut	48
Delaware	49
Georgia	50
Hawaii	51
Idaho	53
Illinois	60
Indiana	66
lowa	73
Maine	74
Maryland	75
Michigan	76
Minnesota	83
Mississippi	86
Missouri	88
Montana	90
Nebraska	96

Nevada	98
New Hampshire	99
New Jersey	101
New Mexico	102
New York	103
North Carolina	106
North Dakota	108
Ohio	110
Oklahoma	120
Oregon	122
Pennsylvania	124
South Carolina	127
South Dakota	134
Tennessee	135
Texas	139
Utah	149
Vermont	150
Virginia	151
West Virginia	152
Wisconsin	153
Wyoming	154

### Visit Alaska



Sponsored

Alaska is waiting for you. Follow our page for more Alaska inspiration - you'll be planning your trip in no time!



Travel Alaska Topic Tours Sightseeing 458,283 people like this

💼 Like Page



Visit Arizona Sponsored

Your backyard is like a postcard. And you get to be in it.



[Un]Real Arizona The Wave, Coyote Buttes

Learn More



Explore, wander, conquer. (2: Mt. Lemmon)



Visit Arizona

Learn More



Just adding a little cactus appreciation post to your feed. You're welcome. Velcome welcome we

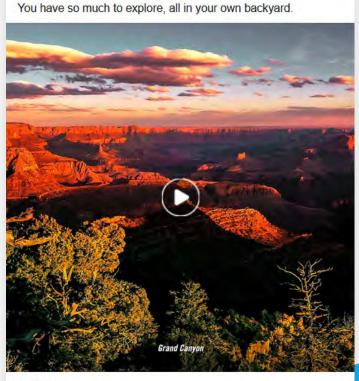
(# @ lschroederphoto )



Visit Arizona

Sponsored

ARIZONA



Visit Arizona

Learn More



It's like a personalized travel guide in your pocket. Download the Visit Arizona app for recommendations based on your interests.



Available In The App Store / Find in Google Play Store

Learn More



Visit Arizona Sponsored

Remember the warm days and endless nights of summer vacations? Come to Arizona this summer and relive the magic.



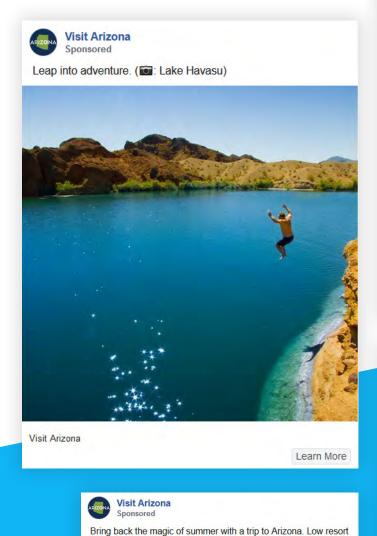


Visit Arizona

Visit Arizona Learn More

Learn More

TWO WORDS: ROAD. TRIP. PLAY IN THE WAVES





Learn More

Visit Arizona ARIZONA Sponsored

You have so much to explore, all in your own backyard.



Visit Arizona

Learn More



Visit Arizona

It's like a postcard. And you get to be in it. Plan your [Un]Real Arizona getaway and trade the Golden Gate for golden sunshine.



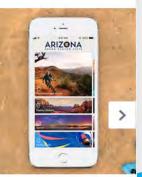
Even the Views Have Views White Mesa Arch



Visit Arizona Sponsored

It's like a personalized travel guide right in your pocket. Download today and start tapping!





Visit Arizona

TELL US WHAT YOU LIKE TO DO Learn More

Visit Arizona

GET CUSTOMIZED TIPS, OFFERS & TOP TO-DOS



Visit Arizona Sponsored

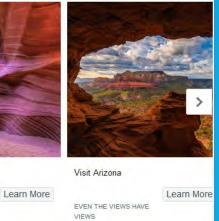
It's like a postcard. And you get to be in it. Plan your [Un]Real Arizona getaway today.



EVERY PATH REWARDS

EXPLORERS

Sedona Window





Visit Arizona Sponsored

Adventure is calling. Are you ready? (11): Monument Valley)



Visit Arizona



Visit Arizona Sponsored

Bring back the magic of summer with a trip to Arizona. Low resort rates, memorable road trips, fun nightlife-Arizona has it all.



Learn More



Explore, Wander, Conquer.

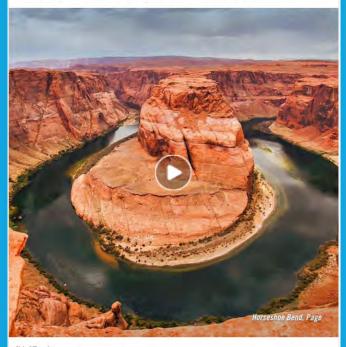


Arizona is for Adventurers

Learn More



It's like a postcard. And you get to be in it. Plan your [Un]Real Arizona getaway and trade the Emerald City for blue skies.



[Un]Real You Might Forget You're in Arizona



Arkansas State Tourism Sponsored

There's always another trail to ride and another adventure to find in The Natural State. And when you live here, the adventure never stops! #VisitArkansas



Visit The Natural State

Learn More

ARKANSAS.COM



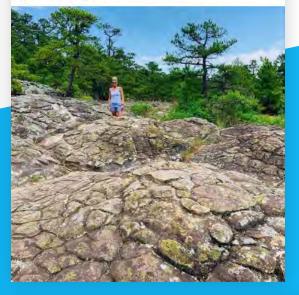
#### Arkansas State Tourism Sponsored

If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass and walleye it's @lakeforkguy. If anybody can fill a boat with bass anybody a boat walleye it's @lakeforkguy. If anybody can fill a boat walleye it's @lakeforkguy. If anybody a boat walleye



Arkansas State Tourism

Arkansas rocks!! Check out the interesting geology on Petit Jean State Park's Rock House Cave trail! #ARAmbassadors @coddiwompledreams





Arkansas State Tourism Sponsored

No matter your style, there's something for you here! Get outdoors before summer is gone. #VisitArkansas.



Soak Up The Sun Today

Learn More

WWW.ARKANSAS.COM

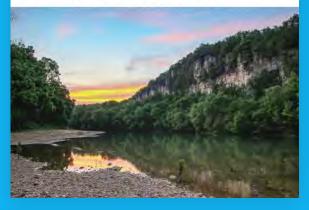


#### Arkansas State Tourism

You already know that the Buffalo is perfect this time of year! Pack your bags, make your reservations and head to the Buffalo National River. #ARAmbassadors @arkansastraveler\_

Another fantastic weekend catching awesome sunsets on the Buffalo River.

#arambassadors #Arkansas #thenaturalstate





Arkansas State Tourism Sponsored

These are memories in the making. Make a splash this summer when you #VisitArkansas.



Splash Into Summer Today!

Learn More

WWW.ARKANSAS.COM



#### Arkansas State Tourism Sponsored

Why do we keep searching? Because we're all explorers at heart. Find your place in The Natural State, a wild and beautiful adventure that we call home, and you could too...





Arkansas State Tourism

Arkansas State Tourism

WE'RE SURROUNDED BY NATURAL BEAUTY

THERE ARE ENDLESS WAYS TO PLAY



Arkansas State Tourism Sponsored

Make this summer like no other! Dive headfirst into adventure when you #VisitArkansas.



Jump Into Summer Today!

Learn More

WWW.ARKANSAS.COM



Arkansas State Tourism Sponsored

Kick back and enjoy the view! You'll find relaxation around every bend when you #VisitArkansas this summer.



Kick Back and Relax Today!

Learn More



Arkansas State Tourism Sponsored

Don't save your adventures for the weekend. Make your home in Arkansas's beautiful #DiamondLakes region and go exploring whenever you feel like it! #VisitArkansas



Visit The Natural State

Learn More



Arkansas State Tourism Sponsored

The Natural State is the natural choice for retired veterans. Pay no state tax on your military retirement pay and have more time and money to spend on sunshine and scenic views. Find out more about settling down in Arkansas. #VisitArkansas



Arkansas State Tourism

FOR RETIRED

THE NATURAL CHOICE

Learn More



Arkansas State Tourism

Learn More

NO STATE TAX ON MILITARY RETIREMENT

©CrowdRiff



Arkansas State Tourism Sponsored

The best years of your life are waiting in The Natural State! We've got 52 state parks, more than 2,000 lakes, and the best slowcooked BBQ you've ever tasted. Park the RV or settle into a lakeside cabin. Don't just retire. Escape to Arkansas. #VisitArkansas



Learn More

Arkansas State Tourism

WE HAVE 52 STATE PARKS!





MORE THAN 2,000 LAKES



Arkansas State Tourism Sponsored

The best years of your life are waiting in The Natural State! We've got 52 state parks, more than 2,000 lakes, and the best slowcooked BBQ you've ever tasted. Park the RV or settle into a lakeside cabin. Don't just retire. Escape to Arkansas. #VisitArkansas



Escape to Arkansas

Learn More



Arkansas State Tourism

Arkansas is a family place with fun around every bend, over every sand bar and beneath every gorgeous mountain view. Come find your place in The Natural State. #VisitArkansas



Visit The Natural State

### **Arkansas State Tourism**



Arkansas State Tourism Sponsored

Summertime is prime time for travel and fun in Arkansas! The recent floods have been isolated and the state is open for business. Come explore Arkansas!





Arkansas State Tourism

Arkansas State Tourism

CANOE THE BUFFALO NATIONAL RIVER

DIG FOR DIAMONDS AT CRATER OF DIAMONDS STATE PARK



Arkansas State Tourism Sponsored

The best years of your life are waiting in The Natural State! We've got 52 state parks, more than 2,000 lakes, and the best slowcooked BBQ you've ever tasted. Park the RV or settle into a lakeside cabin. Don't just retire. Escape to Arkansas. #VisitArkansas



Escape to Arkansas

Learn More



Arkansas State Tourism Sponsored

This could be your morning commute. There's something amazing happening right now in The Natural State. Relocate your family and come be part of it all. #VisitArkansas



Visit The Natural State

### **Arkansas State Tourism**



Arkansas State Tourism Sponsored

Whether you're looking for work or play, you'll find a better, more natural way of life in Arkansas. Check out a few reasons you should consider moving here! #VisitArkansas





Learn More

Arkansas State Tourism Arkansas State Tourism Learn More

IT COSTS LESS TO LIVE HERE VIRTUALLY NO TRAFFIC



#### Arkansas State Tourism Sponsored

Everyone has a wild side. Retire in Arkansas and let yours roam. With warm weather, tons of sunshine and more than 50 state parks to explore, there's no place better than The Natural State. #VisitArkansas





Arkansas State Tourism Sponsored

How many miles can you go in YOUR state without seeing concrete? Life is just better in The Natural State, and there's plenty of room. #VisitArkansas



Visit The Natural State

### **Arkansas State Tourism**



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Need more waterfalls in your day? Raise your quality of life and lower your cost of living. Relocate to The Natural State. #VisitArkansas



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Tired of the same commute every day? Try something different! The Natural State has great jobs, lower taxes and affordable housing for residents of any age. Come see for yourself. #VisitArkansas



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When you live in Arkansas, you learn to go with the flow, especially on the weekends! #VisitArkansas



Visit The Natural State



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Selah Schneiter became the youngest person ever to summit El Cap—through the 3,000-foot Nose route, no less.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family.



Selah Schneiter became the youngest person ever to summit El Cap—through the 3,000-foot Nose route, no less.



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Visit California Sponsored

Get up close to giant redwoods on these three adventures near Santa Cruz.



Three Fun Ways to See California's Big Trees Outdoor lovers can't go wrong with these three parks.



Blessed with grand architecture, ideal weather, and ocean-to-table eateries, this city earns its nickname as "the American Riviera."



5 Great Things to Do in Santa Barbara A few days is never enough in this idyllic coastal paradise.



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The misty marvels that are worth a visit.



California's Greatest Waterfalls The best waterfalls in the Northern, Southern and High Sierra Regions.



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Dax Shepard talks favorite road trips, debunks California misperceptions, and reveals his favorite taco spot.



California Questionnaire: Dax Shepard He first came to Los Angeles to pursue a career in acting.



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8 Jump-Start Fitness Vacations We've covered all of California, from the north to the south.



The supermodel promises a "new world of storytelling and adventure in a grand, fantastical, physical place."



Tyra Banks to Open Model-Themed Park in Santa Monica It is set to open at the end of 2019.



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These much-anticipated attractions are a noteworthy addition to the California theme park scene.



New Rides and Attractions at California Theme Parks Fun for the whole family.



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Taco Bell Hotel Set To Open in Palm Springs Taco dreams do come true.



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This summer, plan a family escape to the mountains and make memories that last a lifetime.



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Great Stay, Grand Escape This Summer, Plan to Go Grand. GREAT STAY, GRAND ESCAPE

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Read about our exclusive mountain lodging. They're going fast. Don't miss out!

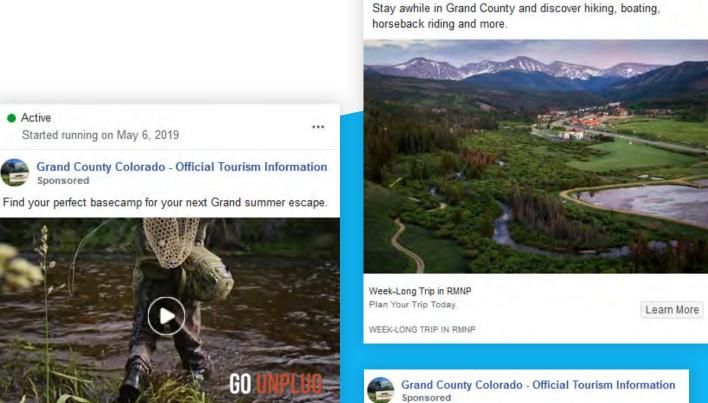


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15 things to try this summer in Grand County.

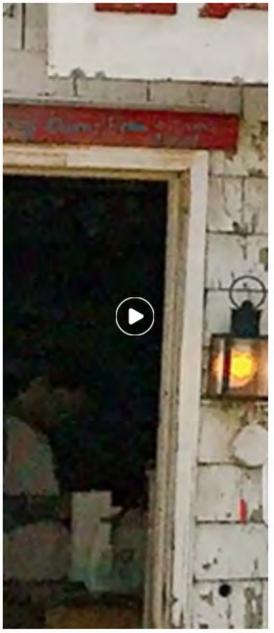


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From art shows and boating events to music festivals and outdoor adventures - join in on any of the festivities happening in Connecticut this weekend.



Arts & Watercrafts This busy weekend in Connecticut sees the wrap up to the Travelers Golf Championships, plus food trucks, cultural

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#### Explore Georgia with The Peach Pickers Sponsored

Georgia is taking over Nashville on July 17! Cet ready for a star-studded night at the 6th annual Georgia On My Mind concert at the Ryman Auditorium. Tickets are selling out fast – get yours today!



#### Georgia On My Mind

Expect another star-studded night at Ryman Auditorium in Nashville on July 17, 2019 when the Peach Pickers (Dallas

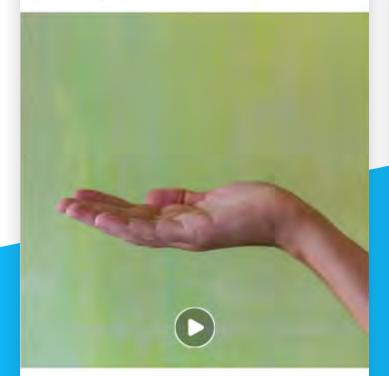
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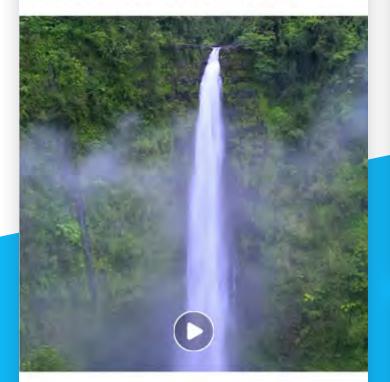
THIS COULD BE YOUR TICKET

51

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No sad anything to see here, actually. Just the freshest seafood (and everything else) you can imagine. #VisitIslandOfHawaii #LetHawaiiHappen

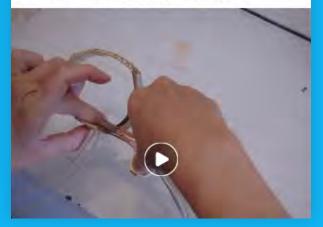


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HAWAT

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Those woven bracelets you see all around Hawaii? They're actually handmade by artisans who practice the Hawaiian craft of lauhala weaving. And you can learn how it's done by taking a class. #VisitIslandOfHawaii #LetHawaiiHappen





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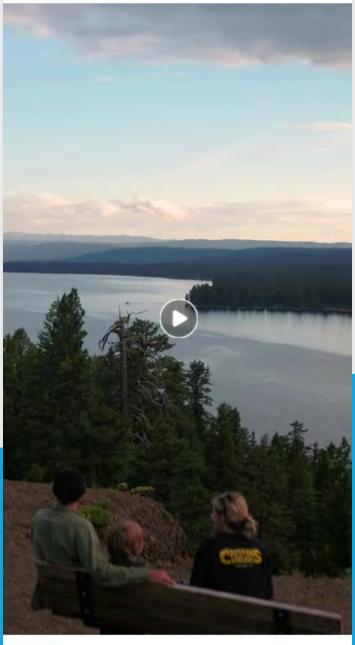
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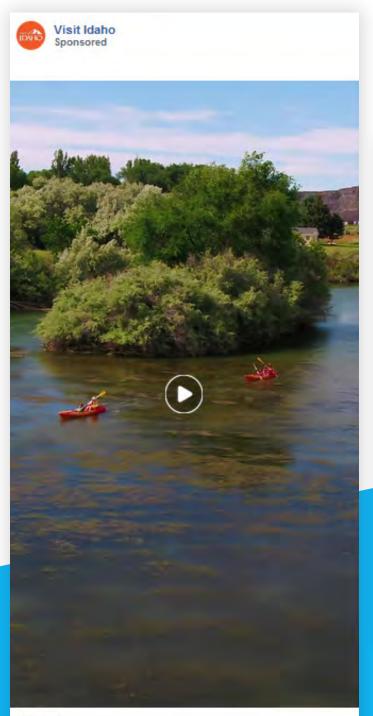
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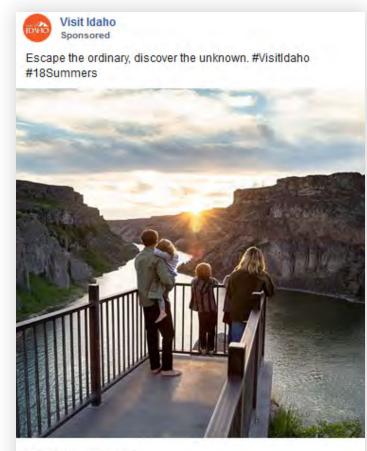
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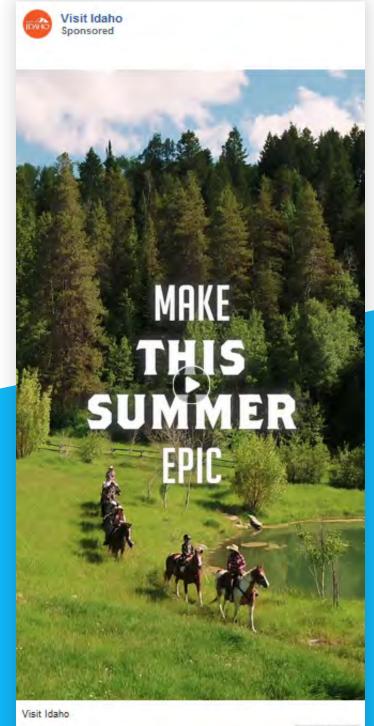
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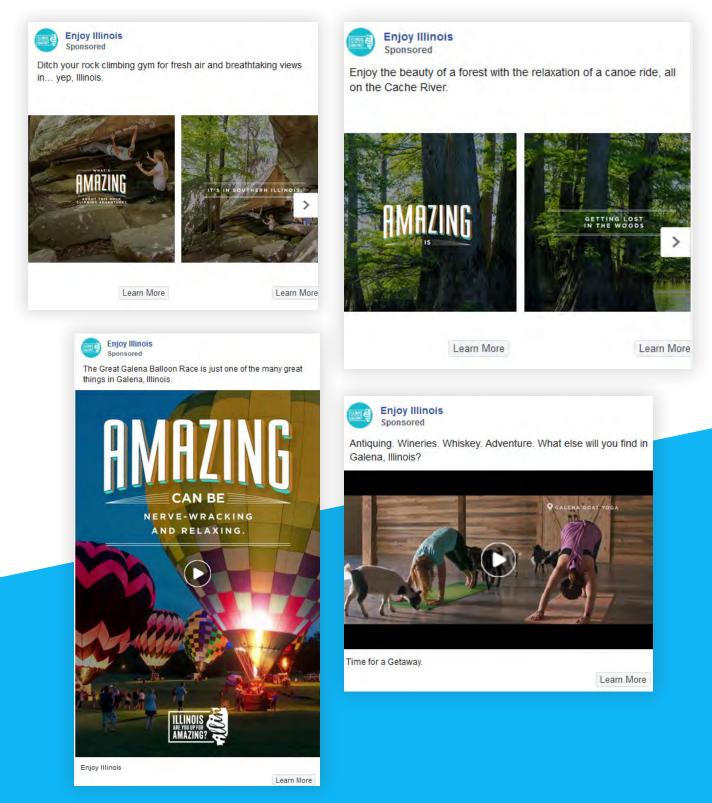
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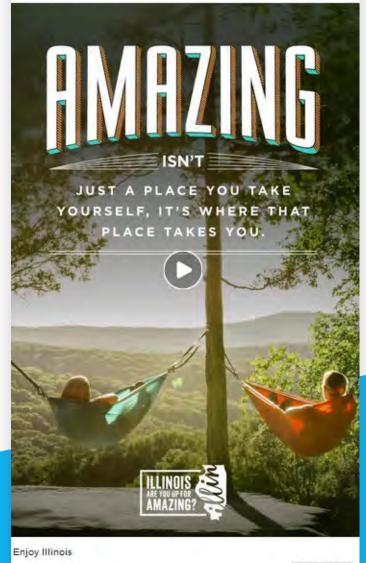


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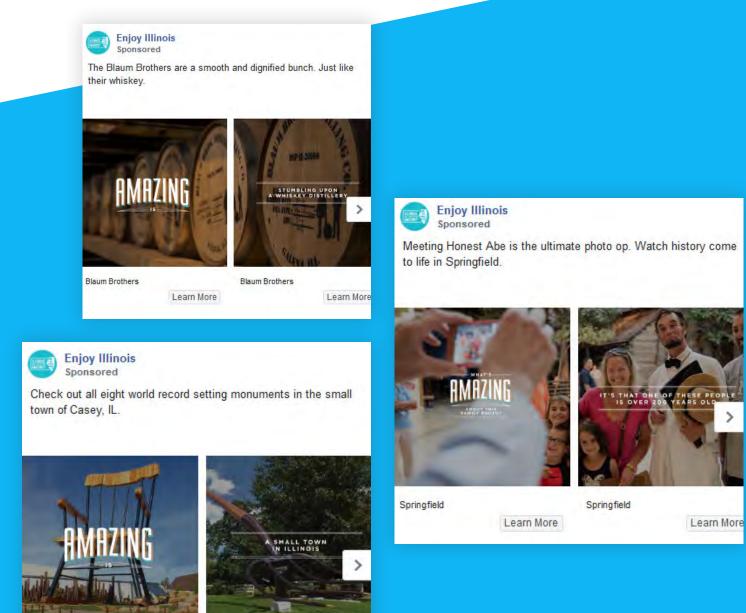


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Travel Through Time.



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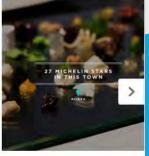


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From world-famous chefs to world-famous pizza. Eat your way around Chicago this summer.





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Springfield

Springfield



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There's fun for all ages at Splashin' Safari, home of the world's longest water coaster.



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You'll be wowed by the world-renowned architecture and colorful public artwork that's around every corner in Columbus, Indiana. Located just 40 miles south of Indianapolis and 70 miles north of Louisville, Columbus feels like a citywide art museum dotted with cozy bistros and eclectic shops.



Visit Indiana



Feel Christmas joy all summer in Santa Claus, where you can enjoy Holiday World, shop for candy and stay in cottages. #santaclausindiana #VisitIndiana #santaclauschristmasstore



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Your getaway to Santa Claus, Indiana, comes with all the joys of Christmas in the middle of summer. Whether you're screaming at the top of your lungs on a roller coaster at Holiday World & Splashin' Safari or quietly whispering secrets in Santa's ear, you'll share moments they'll remember forever. Making s'mores outside a family cabin and checking out the Christmas-themed attrac



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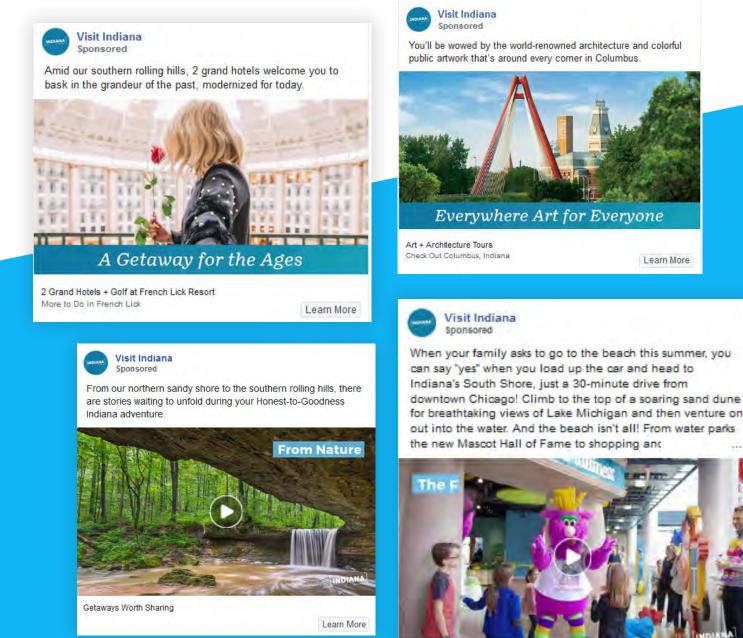


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You might know about the beautifully restored French Lick Resort, with two grand hotels welcoming families and couples alike. But did you also know you can interact with elephants and giraffes at Wilstem Ranch?





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Summer and water just go together, and the Indiana State Parks welcome you to launch your favorite kind of watercraft.



### Memories Made Naturally

So Close to Relaxation See all the State Parks



Hiking with cousins. Boating with friends. Staying in a cabin with Grandma and Grandpa. Mountain biking with your kids. These are the makings of some of the best summer memories. You can do all these activities and more in an Indiana State Park! No matter where you are in Indiana, you're within an hour of one. Whether you pitch a tent or stay in one of the beautiful inns, you'll awaker



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From our northern sandy shore to the southern rolling hills, there are stories waiting to unfold during your Honest-to-Goodness Indiana adventure.



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Your getaway to Santa Claus, Indiana, comes with all the joys of Christmas in the middle of summer. Whether you're screaming at the top of your lungs on a roller coaster at Holiday World & Splashin' Safari or quietly whispering secrets in Santa's ear, you'll share moments they'll remember forever. Making s'mores outside a family cabin and checking out the Christmas-themed attrac



The Makings of a Jolly Getaway



You'll be wowed by the world-renowned architecture and colorful public artwork that's around every corner in Columbus, Indiana. Located just 40 miles south of Indianapolis and 70 miles north of Louisville, Columbus feels like a citywide art museum dotted with cozy bistros and eclectic shops.



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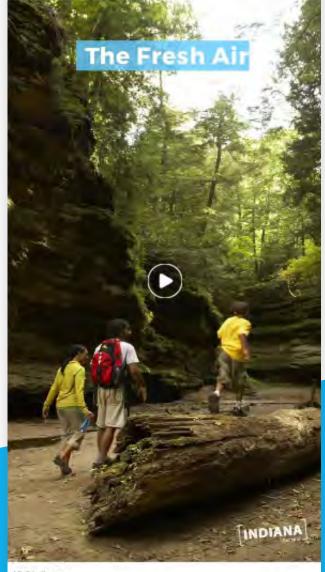


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Active Family Fun Find Things to Do in the Area



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Your getaway to Santa Claus, Indiana, comes with all the joys of Christmas in the middle of summer. Whether you're screaming at the top of your lungs on a roller coaster at Holiday World & Splashin' Safari or quietly whispering secrets in Santa's ear, you'll share moments they'll remember forever. Making s'mores outside a family cabin

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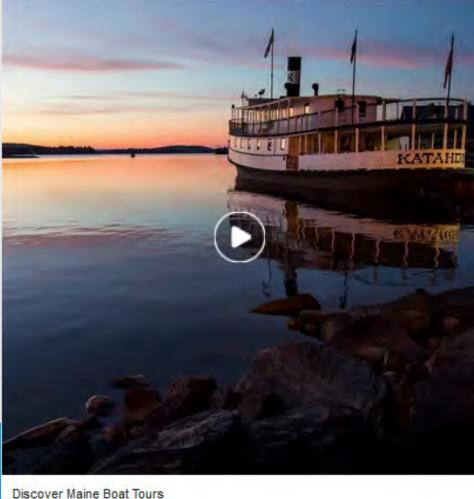
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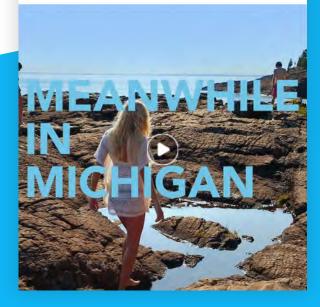
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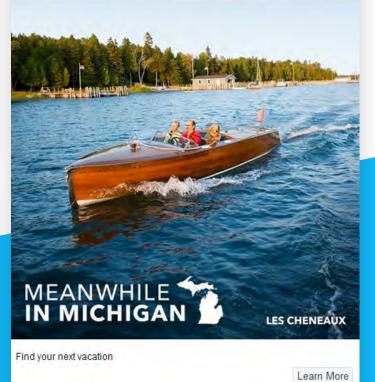
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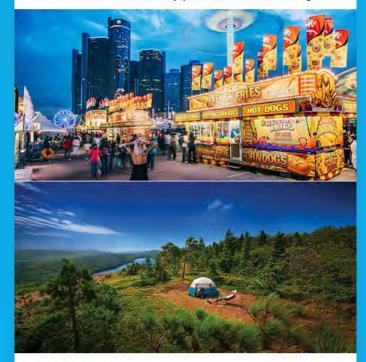
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Well played, Minnesota. TPC Twin Cities lands on the PGA Tour schedule with the 3M Open July 4-7. #OnlyinMN



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Exploring Minnesota's Superior Hiking Trail The scenic 310+ mile trail is perfect for hikes of all lengths and adventures of all sizes.

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Come for the golf. Stay for the dining. And Find Your True North somewhere in between. Check out the 3M Open July 4-7 at @tpctwincities #OnlyinMN



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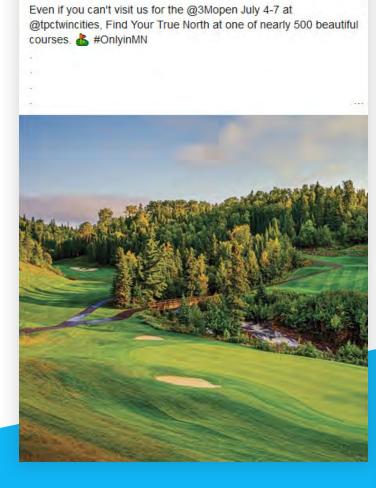
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There are few things more iconic than the sound of a loon's call heard from the trails of Minnesota's Boundary Waters Canoe Area Wilderness at dusk. #OnlyinMN



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Find Your True North Plan your golf getaway

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Find Your True North Plan your Twin Cities getaway.

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The Jackson Music Awards recognizes the accomplishments of outstanding Mississippi recording artists and professionals in R&B, Hip Hop and Gospel music. Don't miss out on this year's event July 13-15. More info: http://jmaainc.com/



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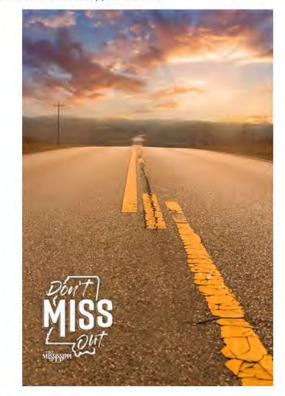
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No matter where you visit in Mississippi, the message is always the same - Welcome!

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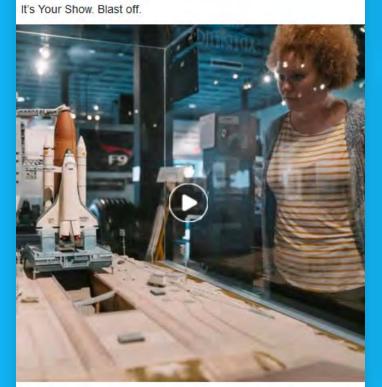
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Lake of the Ozarks

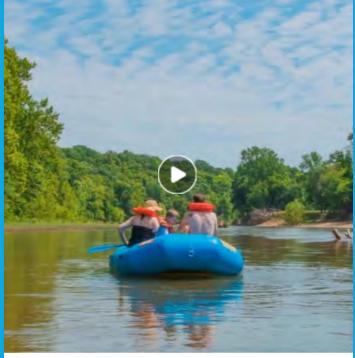


Lake of the Ozarks

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Calling all trivia lovers. Test your Montana knowledge and discover ghost towns, dinosaurs and more. #MontanaMoment

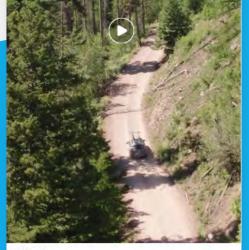


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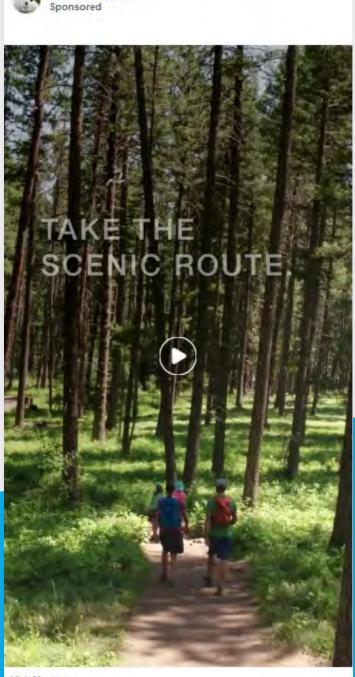
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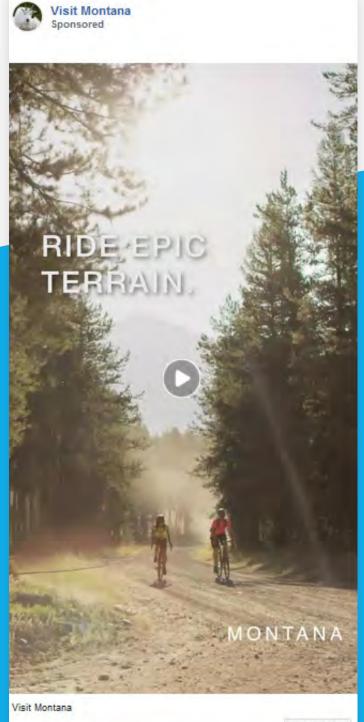


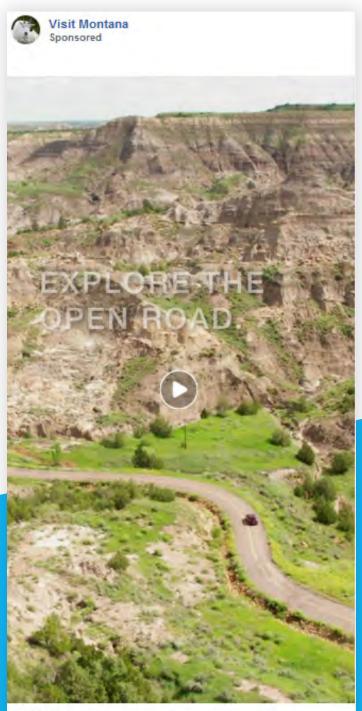
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### Visit Nebraska



Be a zigger among zaggers. Visit Nebraska

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Only boring people get bored. Don't be those people.



Visit Nebraska



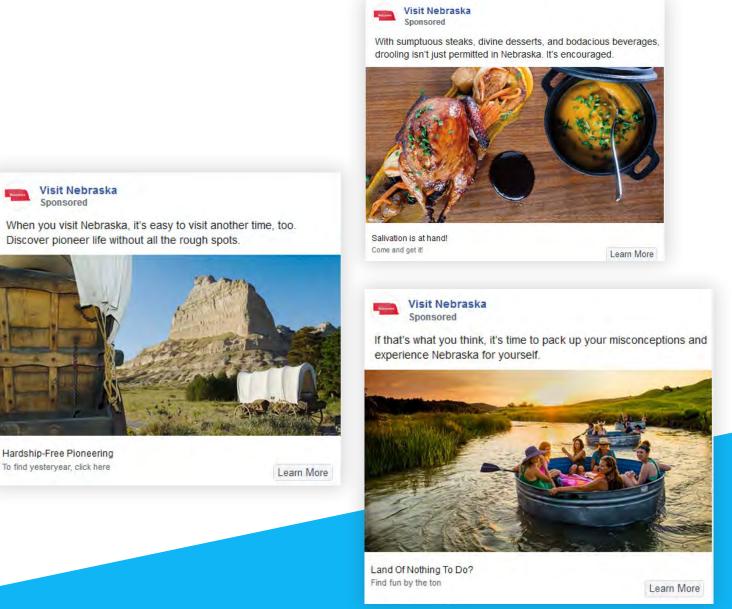


Only boring people get bored. Don't be those people.



Welcome unbored.

## Visit Nebraska



### Visit Nevada



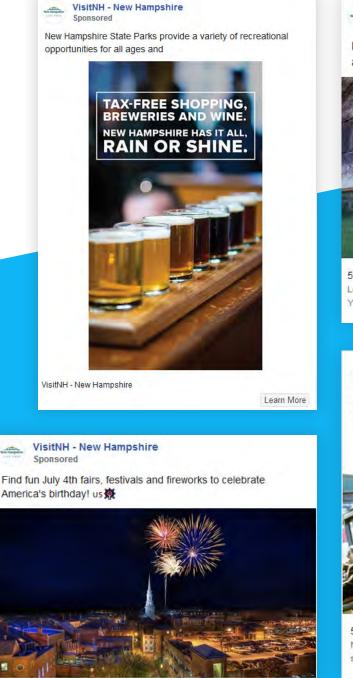
TravelNevada Sponsored

In conjunction with the national Blue Star Museums program, Nevada's state museums are offering free admission to activeduty military personnel and their families now through Labor Day weekend.

See all participating museums: http://bit.ly/NVBlueStarMuseums



#### **Visit New Hampshire**



July Fourth Fireworks, Fairs and Festivals in NH Search for events and things to do in New Hampshire with our easy-to-use calendar! Find something for everyone and never have a shortage of fun!

 
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 Refreshing and stunning spots where you'll want to picnic, swim and sunbathe all summer long.



5 Epic Swimming Holes In NH Looking for things to do in New Hampshire no matter the season? You've come to the right place! Find trip ideas such as scenic

Learn More



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Come hungry. These delicious food and drink tours are gonna hit the spot this summer.



5 Tasty Food and Drink Tours New Hampshire's Food and Drink Tours are a great way to see the state and try out a variety of options to keep your palate and

# **Visit New Hampshire**



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From swimming and paddling to lounging and stargazing, these breathtaking New Hampshire lakes are everything summer memories should be made of.



#### 7 Refreshing Lakeside Escapes

Looking for things to do in New Hampshire no matter the season? You've come to the right place! Find trip ideas such as scenic





There's a place in the sun for everyone at the NH lakes. Explore these trip ideas for an unforgettable summer getaway!



Why Lake Sunapee could be your next summer getaway Partner Content: Whether you're looking for yoga classes or kayaking along the lake, this region is perfect for adventurers of all kinds.



With gentle terrain and gorgeous views, these New Hampshire hikes are short, sweet and perfect for little feet!



#### 8 Kid-Friendly New Hampshire Hikes

Looking for things to do in New Hampshire no matter the season? You've come to the right place! Find trip ideas such as scenic drives, Learn More



### **Visit New Jersey**



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Packed with ideas for family fun, outdoor adventures, culture and history outings, dining and accommodations. Get yours today!



Download The Official 2019 New Jersey Travel Guide Plan a Summer Getaway in New Jersey!

Download

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**Visit New Mexico** Sponsored

Have you ever hiked to the top of Baldy in Santa Fe? That's where you can get this view of Lake Katherine. #NewMexicoTRUE | Photo: @heidisharpie | NewMexico.org





Visit New Mexico Sponsored

Relax with music, yoga, and treats.



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Lavender Festivals | Jun. 20-Jul. 20



A celebration of native culture

and art

Gallup Intertribal Ceremonial | Aug. Learn More



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We can keep our state clean and beautiful with the help of dedicated volunteers like you.



Take the pledge to Keep New Mexico True. We can keep our state clean and beautiful with the help of dedicated volunteers like you.

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Whether you're a hiker, biker, runner or climber, your ultimate adventure awaits you in New York State. Plan your trip today!

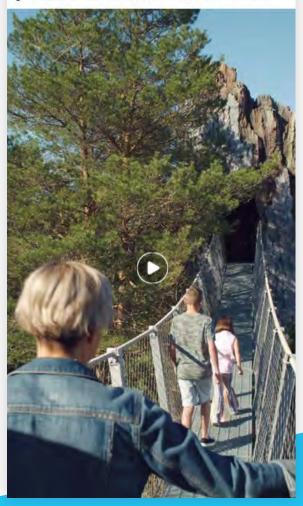


The Mountains Are Calling

#### I Love New York

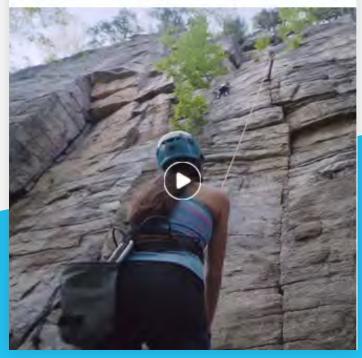
#### ILOVE NEW YORK Sponsored

Stroll high above the treetops of the Adirondack mountains and get to know the local wildlife this summer in New York State.



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With stunning views and over 1,000 climbing routes, you'll be sure to reach new heights this summer in New York's Shawagunks!



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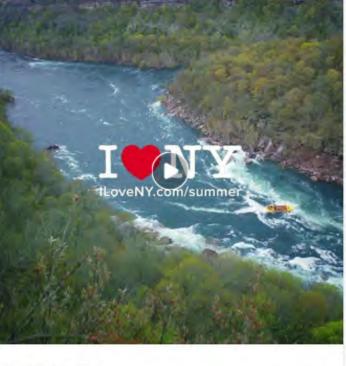
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Soak up the fun this summer aboard a high speed jet boat and experience the wonders of New York State like never before!



Nlagara River Gorge Tour

#### **Visit North Carolina**



12 Scenic Spots for Romance Fall in love all over again

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Enjoy a cool summer breeze with some added horsepower.





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Give your summer favorites that "first time" feeling.



8 New Twists on Summer Find a fresh take on summer

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This summer, cool off to the gentle rush of a waterfall -- not the hum of your air conditioner.



8 Spots to Cool Off Escape the heat this summer

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Take a trip that will bridge the gap between generations and mountain peaks.  $\blacktriangle$ 



9 Summer Trips for the Family Discover fun spots for all ages

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Plan a vacation with views as epic as your love story.



12 Scenic Spots for Romance Fall in love all over again

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Discover the cooling power of all-natural air conditioning.



8 Spots to Cool Off Escape the heat this summer

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Take the roads more graveled and the waters less paddled in North Dakota! #BeNDLegendary



Find your outdoor adventure now!





Your stories will be Legendary.

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Find your outdoor adventure now!

### **Travel North Dakota**



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There's still time to take an unforgettable summer vacation to North Dakota.



Plan your adventure now.

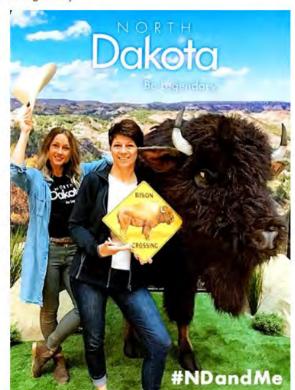
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Travel North Dakota Sponsored

Thanks for your hospitality, Chicago. We look forward to returning the favor!

#BeNDLegendary



Visit us in North Dakota Plan your Legendary vacation.

#### Ohio. Find It Here. with Visit Grove City OhiO Sponsored And Cherry

#Ad Whether you're a beginner bourbon-taster or a long-time connoisseur, enjoy a range of bourbon samples at the Grove City Bourbon tasting.



FRI, AUG 9, 2019 - SAT, AUG 10, 2019 Grove City Bourbon Tasting Heart of Grove City Grove City Bourbon Tasting

View Event



Akron has an adventurous side, from gushing waterfalls to chugging trains, visitors can find surprising outdoor pursuits around every turn.



Nature's Playground.





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Ohio. Find It Here.

Take your family back to the days filled with sock hops and jukeboxes at the Nutcracker Family Restaurant.





Step back in time.

The Nutcrackers.

Learn More



Ohio. Find It Here. with Clay's Park Resort Sponsored

Learn More

#ad Adventure Water Park, Cabins, Campground, Music Festivals, **Events and Activities Galore!** 



Plan your summer at Clay's Park Resort Make This Your #1 Destination for Family Fun!

#### Ohio. Find It Here. OhiO Sponsored field berg

Explore Dayton, the Birthplace of Aviation this summer, with topflight fun and so much more!





To the moon and back.

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Make a splash. Learn More



#ad The Chihuly collection at Franklin Park Conservatory has bloomed into something new.



Learn More

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Just a casual bridge bike ride in Ohio. 🚴 🚴 Find this stunning prequel to the Brooklyn Bridge on our Vibrant Cities Road Trip and follow us for more travel inspo! #linkinbio #RoeblingWednesday.

P: Roebling Bridge in Cincinnati



Ohio. Find It Here.



Ohio. Find It Here. with Destination Delaware County Ohio Sponsored

#ad Check out this friendly Central Ohio destination for a quick getaway or fun vacation for best friends, couples, and families.

Fun Times – Great Food – Craft Wines and Brews



Destination Delaware County

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Fun Times - Great Food - Cra

Wines and Brews

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#ad Grab your paddles and your closest friends, this is the summer you make kayaking a habit!



Paddle the Mahoning River Two trip options available

Book Now

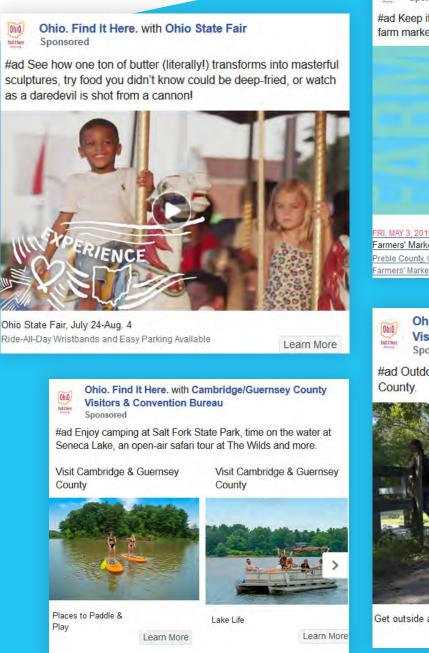


Ohio. Find It Here, with <u>Clermont County Convention &</u> <u>Visitors Bureau</u> Sponsored

#Ad Discover Clermont County for scenic hikes, beautiful lakes, and a break from the busy drum of life.



Enjoy a breath of fresh air in Clermont County! Welcome to Clermont County! Discover ways you can enjoy Clermont County #DISCOVERCLERMONTShare your experience in Learn More







Get outside and play in Clermont County

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Ashtabula County Visitors Bureau

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#### Ohio. Find It Here. with Gervasi Vineyard Sponsored

#ad For lovers of fine wine and dining, Gervasi Vineyard is an inspired winery and resort that gives guests a taste of Italy in Canton, Ohio.



The History.

The Stillhouse.

Learn More

Ohio. Find It Here. with Ohio's Lake Erie Shores & Islands Sponsored

#ad Looking for your next favorite craft beverage? Raise a glass to Lake Erie Shores & Islands' Cheers Trail!





The Rebirth of Breweries. Unwind in Ohio's Historic Wine Learn More

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Meal planning you'll actually enjoy. Like our page to stay in the know on the latest restaurant openings and things to do in Ohio.

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Ohio. Find It Here. with Common Ground Canopy Tours

Treetop Zipline Adventure Your summer adventure awaits!

Book Now

Ohio. Find It Here. with Preble County Convention & Visitors Bureau Sponsored

#Ad Celebrating 169 years! Junior Fair Shows. Camping, Demolition Derby, Tractor Pull, ATV Drag, Rodeo, Tug-a-Truck, Colt Stakes Races and more!



FRI, JUL 26, 2019 - SAT, AUG 3, 2019 169th Preble County Fair Preble County Fairgrounds 169th Preble County Fair

View Event



Home to the first man on the moon, 8 different presidents, and the pioneers of aviation – Like our page to stay in the know of Ohio's place in American history.



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Ohio. Find It Here. with Preble County Convention & Visitors Bureau Sponsored

#ad Car and motorcycle enthusiasts rejoice! Late summer and early autumn in Preble County mean it's time for cruise-ins. Visit and enjoy the fun!



THU, AUG 15, 2019 - FRI, AUG 16, 2019 Cruise-ins in Preble County Lewisburg, Eaton, West Alexandria, Camden, New Paris Cruise-ins in Preble County

View Event



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You've helped your kids with homework all year - now they (and you) deserve a break. Take the work out of vacation planning and get straight to the fun in Ohio with our page!



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Neon art, mural tours, and award-winning museums that rival bigcity classics. Like our page for the latest and best of Ohio's art scene





In Like Page

Ohio. Find It Here, with Sidney Visitors Bureau OhiO Sponsored #ad Ear ringing excitement and soft whispers await. Find yours in

Sidney.

**Open Air Dinner** 





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in Sidney

Plan Your Summer

#### Ohio. Find It Here, with Visit BG Ohio OhiO rind if here Sponsored

#ad Join BG for ground breaking, heart pounding excitement at the largest outdoor truck and tractor championship during August 15-17th!



National Tractor Pulling Championship Bowling Green is Pulltown USA



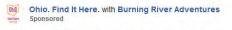
#### Ohio. Find It Here. with Darke County Visitors Bureau OhiO Sponsored find it here.

#ad SIVEAWAY ALERT RSVP for a chance to win a @KitchenAid stand mixer for you and a travel buddy! Tag a friend below you'd give the mixer to!



WED, JUL 24, 2019 - SAT, JUL 27, 2019 KitchenAid Experience Legendary Sidewalk Sale 423 S Broadway, Greenville, OH 45331-1907, United States KitchenAid Experience Legendary Sidewalk Sale

View Event



#ad Grab your paddles and your closest friends, this is the summer you make kayaking a habit! 🙈



Paddle the Cuyahoga River Multiple trip options available WWW.PADDLETHERIVER.COM

Book Now

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#ad Enjoy classic meals with handmade milk shakes and draft root beer floats while playing our Seeburg Juke Box!

Find handmade pies and retro candies!

Find handmade pies and retro candies!



Diner



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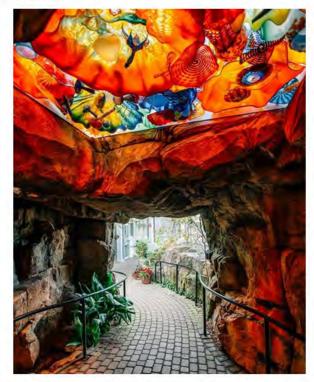
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Canopy dreams in Franklin Park Conservatory 🙆 Find this botanical Chihuly collection, now bigger than ever through 2020, in our Vibrant Cities Road Trip. #linkinbio #WorthTheDrive .

Diner

#### P: @fpconservatory



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#Ad See what's happening at the National Museum of the U.S. Air Force in Dayton, Ohio.

#### Event information

Event information



50th Anniversary of Apollo 11, July 20



RC Aircraft Air Show, Aug 30 - Sept 1

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#Ad We are pleased to bring E5C4P3 to RTM! The original and best Journey Tribute Band!



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Relax at the foot of a waterfall, hide away in the trees, or fulfill your royal dreams. Like our page and stay in the know of the perfect Ohio escapes.



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Ohio. Find It Here. with Great Miami Riverway Sponsored

#Ad Tour de Way with over 100 passport locations. Float on a working canal boat and experience the Fountain of Lights.



The Great Miami Riverway Tour de Way

Learn More



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#ad Eight historical covered bridges highlight your visit to Preble County, Ohio, an area rich in agricultural heritage with picturesque prairies and rolling hills.

**Roberts Bridge** 

Hueston Bridge



The Bridges of Preble County, Ohio



The Bridges of Preble County, Ohio Learn Mor

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Yellow Springs is the sy grooviest place for a weekend escape. #OhioFindItHere



Where to Hike, Bike, Shop and Eat in Yellow Springs Of the many small Ohio towns perfect for day trips, one of my family's favorites is Yellow Springs. It's an easy drive from Columbus, Cincinnati or...

# **Oklahoma Tourism**

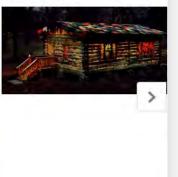


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Tulsa features one of the nation's 50 best public art pieces created in 2018! Visit Philbrook Museum of Art, and see Karl Unnasch Art's "Slumgullion (The Venerate Outpost)" art installation, recently named to Americans for the Arts' Year in Review program.

Wander through this 19th-century log cabin, and di







Oklahoma Tourism Sponsored

Flash giveaway alert! Click the link below, and enter to win a Woody Guthrie Folk Festival Giveaway:

One lucky winner will land a pair of 3-day passes to the July 10-14 Woody Guthrie Folk Festival, camping for two and two festival tees. Be sure to share to earn bonus entries for ea







Oklahoma Tourism Sponsored

Make a trip to The Oklahoma Music Hall Of Fame, and honor top Oklahoma musicians! During your visit, explore exhibits celebrating Oklahoma artists and groups who have been inducted into the Oklahoma Music Hall of Fame since 1997.

: Lisha Newman



Oklahoma Tourism

### **Oklahoma Tourism**



Oklahoma Tourism Sponsored

Families, this giveaway's for you! Click the link below, and enter daily to win a Family Farmhouse Getaway:

One lucky winner will land a one-night stay for six at the P Bar Farms Corn Maze Farmhouse + 6 Stafford Air & Space Museum tickets. Be sure to share to earn bonus entries for (





Oklahoma Tourism Sponsored

Can you name all seven original Oklahoma state parks? Take a guess, and check your work at the link below.







Oklahoma Tourism Sponsored

Share major firsts with the family at kid-friendly Oklahoma State Parks this summer! Check out the list of six kid-centric places to explore here:

Travelok.la/\_KidFriendlySP

Little ones can experience new activities designed for their comfort level with u-lead pony rides and kids-only fishing p







Oklahoma Tourism Sponsored

Devote a full day to hiking, swimming and exploring in Oklahoma!

After reaching the summit of Mount Sheridan, head over to Medicine Park for a dip in Medicine Park Bath Lake. Visitors can also refuel with bison burgers at Riverside Cafe, Medicine Park before treating the kids to new toys and braintease



Oklahoma Tourism

## **Travel Oregon**



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Spend the night in bicyclist bliss along Oregon's Scenic Bikeways.



Cool Places to Stay for Cycling Adventures From its dusty eastern reaches to its loamy river valleys and highelevation lava flows, Oregon lures adventure-hungry bicyclists. And Learn More



Travel Oregon with Willamette Valley Wineries Sponsored

Willamette Valley wine country is full of sumptuous surprises.



5 Fabulous Willamette Valley Tasting Experiences to Try Tasting pinot while taking in vineyard views from a cozy tasting room is awesome. But tasting pinot after an hour-long, up-close-and-personal stroll through the vines



Travel Oregon with Willamette Valley Wineries Sponsored

You'll remember these tasting adventures long after the bottle is empty.



5 Fabulous Willamette Valley Tasting Experiences to Try - Travel Oregon Tasting pinot while taking in vineyard views from a cozy tasting room is awesome. But tasting pinot after an hour-long, up-close-and-personal stroll through the vines

### **Travel Oregon**



**Travel Oregon** Sponsored

These 17 Oregon Scenic Bikeways showcase the state's best road rides.



Ride the Oregon Scenic Bikeways These aren't your typical bike routes. Oregon Scenic Bikeways are the state's best road rides, showcasing incredible, only-in-Oregon

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Travel Oregon Sponsored

Not one Oregon Scenic Bikeway is just like another, so we don't blame you for riding them all.



Ride the Oregon Scenic Bikeways - Travel Oregon These aren't your typical bike routes. Oregon Scenic Bikeways are the state's best road rides, showcasing incredible, only-in-Oregon scenery - along high-desert

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Request a guide today! See what the buzz is about!

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In hot pursuit of an amazing summer? Enter a state of pure, sundrenched wow.



State of Happiness.



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Whip through whitewater, lounge on a lake, or float and fish. 🗑 👰



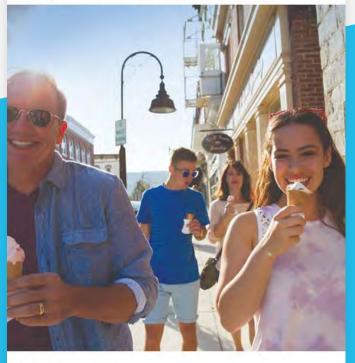
State of Rad Paddle Out in PA!

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From local creameries to Hersheypark, there are statewide stops for every sweet-toothed squad.



State of Yum Great Eats & Sweets.

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Summer Shines in PA.



PA Cities are Hot Stuff.



State of Squish

State of Trail Vibes

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We hope you've been practicing your cannonball because it's the perfect time to make waves at a PA lake.



visitPA

# Visit Pennsylvania



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Make the most of your summer! Our Newsletter has all of PA's best outings and events. Something is sure to float your boat. 🤓  $\diamond$ 



Get our free Newsletter! Your guide to PA fun.



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Go headfirst down the rabbit hole of trippy PA trips!



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Gear up for the fishing adventure of a lifetime on Lake Murray.



Discover SC Fishing Follow a SC Guide: Striper Mike

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Learn the Carolina Shag where it all began—in Myrtle Beach and along the Grand Strand. #CarolinaShag #DiscoverSC





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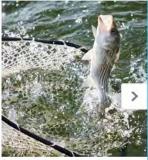
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Tap into the local knowledge and catch your limit in South Carolina. After all, he's called "Striper Mike" for a reason. #DiscoverSC #FishInSC





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Discover the secret to making the best South Carolina pimento cheese with this easy recipe.



Discover South Carolina Sponsored

Discover the taste of Southern tradition with this easy recipe. #PimentoCheese #DiscoverSC



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South Carolina's white-sand beaches and seaside towns are the perfect setting for family fun. #DiscoverSC





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Discover how to make this easy and delicious peach cobbler recipe.



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Take a journey through South Carolina's rich liquid history on a Satisfy Your Thirst Tour.



Satisfy Your Thirst Sip your way through SC.

0

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Celebrate the Shag, South Carolina's State Dance, and find out why this timeless tradition is fun for everyone in the family!



Discover the SC Shag Learn about the Carolina Shag.

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Take your outdoor adventure to the next level in South Carolina. #OutdoorAdventure #DiscoverSC



Discover South Carolina

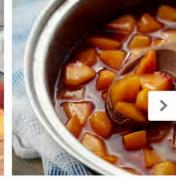
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#### Discover South Carolina Sponsored

Nothing's better than a ripe peach fresh from the orchard, except maybe peach cobbler made the South Carolina way. Get the recipe here. #DiscoverSC





Learn More



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Learn the Carolina Shag where it all began—in Myrtle Beach and along the Grand Strand. #CarolinaShag #DiscoverSC







With over two dozen distilleries and nearly 50 breweries, it's delightfully easy to satisfy your thirst in South Carolina. #SatisfyYourThirstSC #DiscoverSC



Discover South Carolina

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Discover the simple ingredients that lead to an iconic South Carolina dish. #ShrimpAndGrits #DiscoverSC

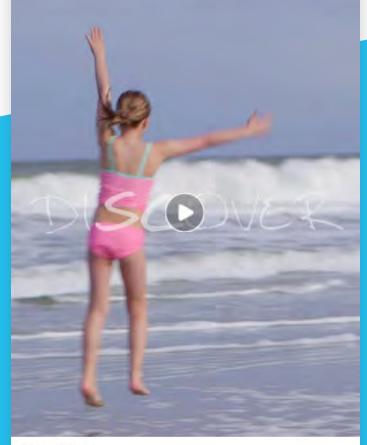


Discover South Carolina



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South Carolina's white-sand beaches and seaside towns are Just Right for sunshine, seafood and family fun.



Coastal Vacation Set out on a beach vacation in SC.

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Discover the secret to making the best South Carolina pimento cheese with this easy recipe.





Discover South Carolina Sponsored

Learn how to make shrimp and grits from one of South Carolina's best: Chef Frank Lee!



SC Shrimp and Grits Click to get the recipe

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Gear up for the adventure of a lifetime when you visit South Carolina.



Outdoor Adventure in SC Click to Discover

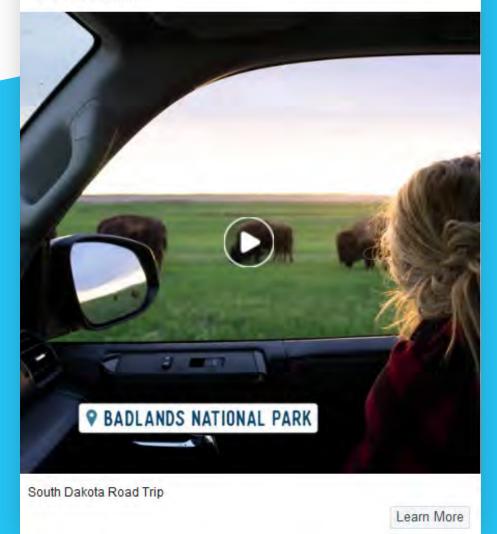
## **South Dakota Tourism**



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Introducing To Each Their Road – our guide to South Dakota's different ways to road trip.

Take your pick from five different personalities and follow the path to South Dakota!





Tennessee Vacation Sponsored

We didn't just ask kids if they had fun at Dollywood. We proved it.



Dollywood Is Officially Kid Reviewed See what the kids are saying.

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Real Kids. Real Reviews.

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Introducing Kid Reviewed



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Real Kids. Real Reviews. Family fun in Tennessee



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Tennessee Vacation Sponsored

Tennessee has been reviewed by the toughest critics on the planet: actual kids. See what they're saying.



Introducing Kid Reviewed

Learn More

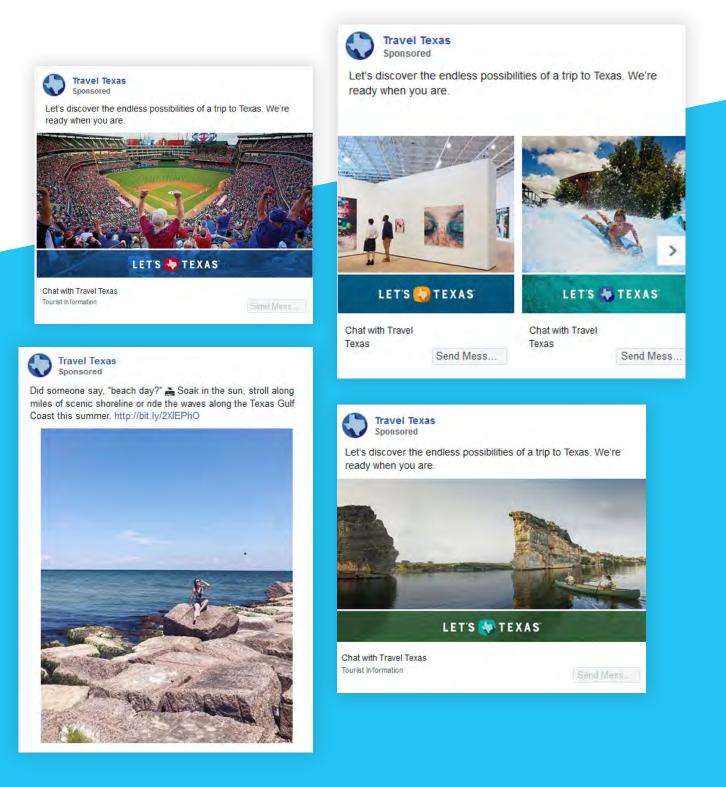


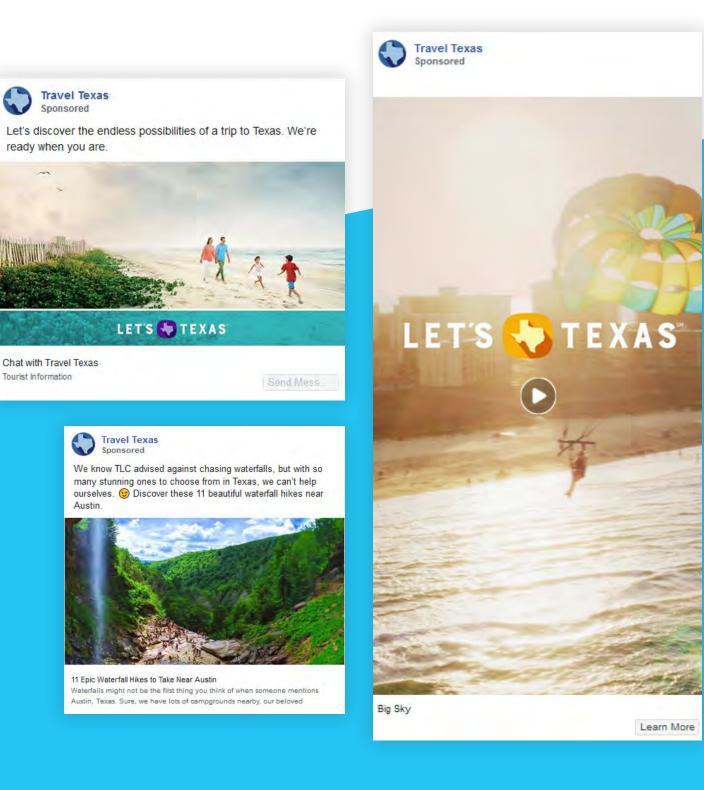
Tennessee Vacation Sponsored

We went straight to the source to help parents plan the best Tennessee vacation ever.



Real Kids. Real Reviews. Family fun in Tennessee







#### Travel Texas Sponsored

Journey into the past and witness our history. Because standing here, you are not just a traveler. You're a time traveler.



Journey Back into History

Learn More



A trail ride in Texas? Some might call that a cliché. It's true, many riders have traveled these hills and been awestruck by this view. But that's not how you become a cliché. It's how you become a part of history.



Horseback Riding in Texas

Learn More



Travel Texas Sponsored

# LET'S 🚼 TEXAS



Travel Texas Sponsored

What does it take to brave these trails? Oh, just the essentials really: grit, determination, and of course, some wide-eyed wonder.



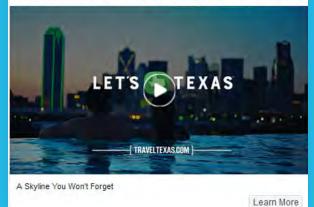
Mountain Biking Adventure

Learn More



Travel Texas Sponsored

You jumped right in, didn't you? She brought it up and without thinking you said, sure why not? Now you're on a trip with her in a place like this. And you know, she was right...just look at that view.





Calling all beach lovers! Rockport was recently named one of the Best Coastal Small Towns by USA TODAY 10Best Readers'

Choice awards. https://www.rockport-fulton.org/



Rockport

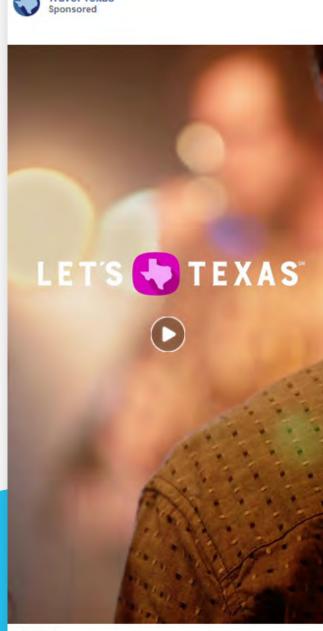


Travel Texas Sponsored

Let's discover the endless possibilities of a trip to Texas. We're ready when you are.



Travel Texas



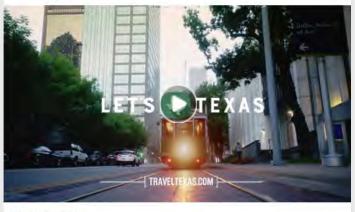
Live Music

Learn More



#### Travel Texas Sponsored

Everything is exciting when you see it through her eyes. A trip becomes an adventure. A city becomes a wonderland. Don't worry, she will never forget this. The best souvenirs, are the memories we take home.



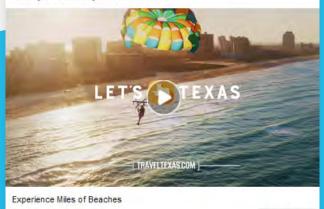
Explore the City

Learn More



Travel Texas Sponsored

You've heard about our warm sand and blue waters. You've heard how they stretch on and on for miles. But you didn't truly believe until you saw for yourself.





Do not let our skylines fool you. The old west is still alive here. It's a legacy of wild adventures. You'll find them painted on our walls, and on occasion, roaming our streets.



Where the Wild West Lives On

Learn More



Plan the ultimate summer getaway to the Texas Gulf Coast! Explore all the seaside towns, family-friendly attractions and outdoor adventures along 600 miles of coastline. http://bit.ly /2vkmjGN





It may feel as if the mountain is rooting against you, hoping you will give up, turn back. But truly, the stone is doing you a favor. For the harder it is to climb, the harder it is to forget.



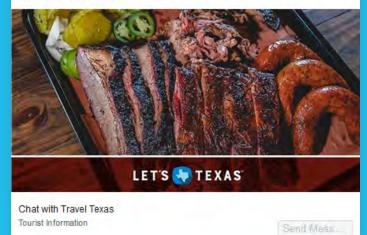
Climb to New Heights

Learn More



#### Travel Texas Sponsored

Let's discover the endless possibilities of a trip to Texas. We're ready when you are.



### **Travel Texas**



**Travel Texas** Sponsored

Hosted in Longview, known as "The Balloon Capital of Texas," the The Great Texas Balloon Race brings together top competitive pilots from around the world! Don't miss out on this one-of-a-kind race in from July 26-28 in East Texas. http://bit.ly/2N6Dpnf

🔯 via: The Great Texas Balloon Race





**Travel Texas** Sponsored

Not everything you hear about Texas is true. Like the idea you have to wear boots here. To be honest, in a lot of places, you don't even have to wear shoes.



Paddle Through the City

Learn More



Travel Texas Sponsored

How do you turn a trip into an adventure? You don't need a tour guide, just go as far as the mood strikes you. And when you happen upon, say, an ancient Cypress forest, it will feel like that was your destination all along.



Kayak Through Cyprus Forests

### **Travel Texas**



Travel Texas Sponsored

Let's discover the endless possibilities of a trip to Texas. We're ready when you are.



Chat with Travel Texas Tourist Information

Send Mess.



Look at you, nailing those vacation goals. And squad goals, too. Happy hour goals: check. Skyline goals: check. Swimming pool goals: big check.



Hit Your Vacation Goals

Learn More

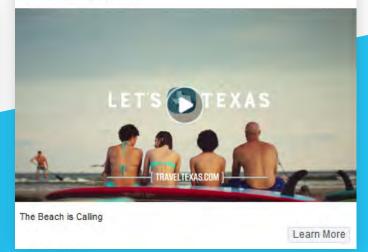


On the northern end of the San Antonio River Walk, you'll find the Hotel Emma – one of the city's most well-known hotels. Stay the night at this 19th century brewhouse turned boutique hotel on your next trip to San Antonio. http://bit.ly/2XWoCfT





Our beaches only have a few rules: no homework, no business attire, no agendas, no reasons to argue, no forgettable moments, no time but family time.



#### **Travel Texas**



Travel Texas Sponsored

Let's discover the endless possibilities of a trip to Texas. We're ready when you are.



Chat with Travel Texas Tourist Information



#### Travel Texas Sponsored

In the spirit of National Camping Month, pack up your gear and head to Blanco State Park, about an hour from Austin and San Antonio. Roast marshmallows by the fire, enjoy an afternoon swim or have a picnic in the beautiful Texas Hill Country. http://bit.ly/2Zv2GZt





Journey to the shores of Port Aransas on Mustang Island for a memorable beachside getaway this summer. With so much to see and do, no wonder Family Vacation Critic named it among the top 10 family beaches of 2019. http://bit.ly/2XiSzGH





# **Visit Utah**







8 Incredible Waterfalls in Utah Valley Waterfalls are one of nature's most spectacular shows, and Utah Valley offers more viewable waterfalls than any other Utah area

Learn More



Chasing Waterfalls in Utah Valley Waterfalls are one of nature's most spectacular shows, and Utah Valley offers more viewable waterfalls than any other Utah area

### **Vermont Tourism**



Vermont Tourism Sponsored

Historic downtowns, a vibrant arts and culinary scene, and unparalleled outdoor recreation. Don't just visit, take part in a Stay to Stay Weekend, so you can call Vermont home.



# **Virginia is for Lovers**



#### Virginia is for Lovers Sponsored

Looking for a place to catch the #fireworks this 4th? us 🙀 Peep the link in our bio for a map of VA events. @w\_reynolds\_photography #LoveVA #july4th @colonialwmsburg Virginia.org/july4thfireworks



Virginia is for Lovers

Learn More



Mark your calendars and start making plans for an incredible July in Virginia: http://ow.ly/FshH50uAGol

P: Red Wing Roots Music Festival, Mt. Solon





#### Virginia is for Lovers Sponsored

Pack your sense of adventure on your next road trip through Virginia.





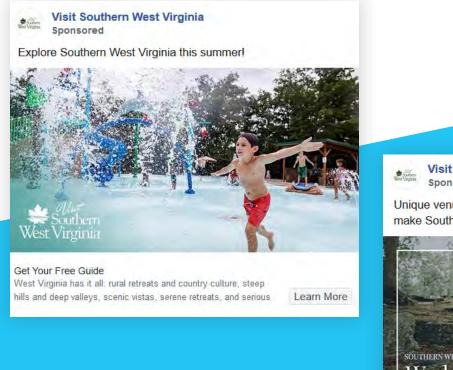
#### 50 Virginia is for Lovers

Virginia is home to 544 miles of the Appalachian Trial, more mil than any other state. Whats your favorite stretch of the AT in Virginia?

1: The Priest, Tye River



### **Visit Southern West Virginia**



Visit Southern West Virginia

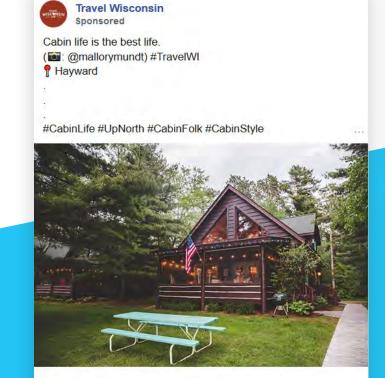
Sponsored

Unique venues, delectable food and almost heaven hospitality make Southern West Virginia the perfect place for your wedding.



#### Get A Free Wedding Guide Request your Wedding Guide to learn more about what Southern West Virginia has to offer and hear from couples who have been

# **Travel Wisconsin**



Travel Wisconsin

Learn More



Travel Wisconsin Sponsored

The perfect day trip or weekend adventure.



4 Wisconsin Waterfalls for Weekend Adventures Take your Wisconsin waterfall trip to the next level with our tips on where to stay,

what to eat, & how to make the most of WI's breathtaking outdoors.

TRAVELWISCONSIN.COM



Travel Wisconsin Sponsored

Start your summer with a bang.



Wisconsin's Top 10 Fireworks Displays Fireworks, food and fun! Celebrate Independence Day in Wisconsin by attending one of the many 4th of July celebrations around the state.

# **Wyoming Office of Tourism**



Wyoming Office of Tourism Sponsored

Answer the call of wild. Stay up-to-date on all the exciting happenings in Wyoming.

#ThatsWY



Inspiration for Your Next Big Adventure

Sign Up



Explore Wyoming from your inbox.

Then visit to see it up close.

#ThatsWY



Travel Inspiration from the Cowboy State

Sign Up

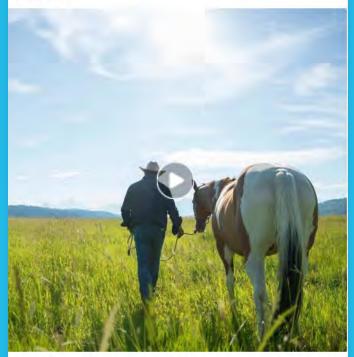


Wyoming Office of Tourism

Get off the beaten path and find the western spirit on horseback.

Experience an authentic Wyoming adventure and explore sprawling fields and picturesque landscapes.

#ThatsWY



Explore Wyoming the Way You Were Meant To

# Facebook ad examples from Tour Operators

During the last week of June 2019, we took a random sample from our database and, using Facebook's Page Transparency Tool, looked through 68 Tour Operator Facebook pages. These include both single and multi-day tours. In total, 34 Tour Operators were running active ads – here are all of them!

\*For length, we've omitted ads that are duplicates or highly similar.

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Active Adventures Sponsored

Turn your daydream into reality and join us on an Active Adventures Himalayas trek! Explore the Everest Base Camp, the Annapurna Sanctuary or the Mustang Region.



Tap here to see more about Nepal!



Are you planning a trip to New Zealand but feeling a bit overwhelmed by how much there is to explore? With Active, you can enjoy the adventure, without the worries of planning it.

#### Check Trip Dates

Check Trip Dates





Pick Your Next Adventure!

Shop Now

Pick Your Next Adventure!

Shop Now



#### **Active Adventures** Sponsored

Like to explore in luxurious style? Take your time, escape and indulge with our new range of New Zealand walking tours. Less coach time, elegant lodgings and a focus on fine food and wine.



Curious about what you could see? Tap here!



Get Your Free Brochure Your Adventure Starts Now





#### Active Adventures

Is New Zealand next on your bucket-list? Because it should be! Join us for an adventure, hiking, kayaking and biking among the most stunning views on the planet.



Get Your Free Brochure

Learn More



#### Active Adventures Sponsored

Do you believe the immensity and richness of New Zealand can't be captured from a bus window? We agree. It doesn't even fit in one picture. Join our hiking tour and experience the authentic New Zealand.

Free brochure | Check availability



Free brochure | Check availability



Go right...

A wee bit more...

Learn More



#### Active Adventures Sponsored

Have you ever considered trekking le Tour du Mont Blanc? Here's everything you need to know, to get you on your way to exploring the most beautiful parts of France, Italy and Switzerland this year!

Learn More



Get your FREE Europe tour brochure today. Award winning, all-inclusive, small group tours with the very BEST local guides.

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Sponsored See it. Dream it. Believe it. From Torres del Paine to the great

glaciers, join us for your adventure trip of a lifetime in Patagonia, with Active Adventures South America.



Get your FREE Patagonia tour brochure!

Learn More



#### Active Adventures Sponsored

Like to explore in luxurious style? Take your time, escape and indulge with our new range of walking tours. Less coach time, elegant lodgings and a focus on fine food and wine.

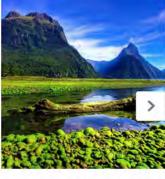


**Check Availability** 



Learn More

Elegant South -Kakapo



Pristine New Zealand - Kotuku

Learn More



Active Adventures Sponsored

"We are so glad we chose to do an Active, land-based trip rather than take a cruise ship. Staying in small hotels in the various towns on four islands, and gaining an appreciation for the locals, the local food and customs was a tremendous addition to the natural beauty of the Galapagos. Knowing that we were contributing to the local economy rather than to a cruise line's bottom line felt good to us. Our guides (Lenin in Quito) and Zombo (on the Ga



#### Get your FREE Galapagos tour brochure

Enjoy fully guided, all inclusive tours of the amazing Galapagos Islands and mainland Ecuador with Active Adventures South



Heard of le Tour du Mont Blanc? How's about the Italian Dolomites? Italian Lakes District? Iceland?! Well, our Europe trekking tours there are designed for real people, just like you.

If you're keen to hike the Mont Blanc circuit, experience the charm of the Italian Lakes District actively, or get into the back country grandeur of the Italian Dolomites, then we'll take yo



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**Active Adventures** Sponsored

Our trekking trips in the Himalayas are designed for real people like you, who want to experience the grandeur of the Annapurna Sanctuary. Turn your day dream into reality and join us on an Active Adventures Himalayas trek!



Get Your Free Brochure Small group tours with local guides and Kiwi trip leaders



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Is New Zealand next on your bucket-list? Because it should be! Join us for an adventure, hiking, kayaking and biking among the most stunning views on the planet.



Get Your Free Brochure Discover New Zealand. Active Style.

Learn More



**Active Adventures** Sponsored

Are the Italian Dolomites next on your bucket-list? Join us on your next adventure to hike and bike through the most stunning views on the planet.

Discover the Italian Dolomites





Ask For Your Free Brochure

Learn More

Learn More





Ask For Your Free Learn More

Brochure



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Whether your next objective is to explore the top of Machu Picchu, the salt flats of Bolivia, the far reaches of Patagonia or the beautiful Galapagos Islands, we have the perfect trip for you!



Tap here to see more of South America!

Learn More



Iceland. The home of Vikings, glaciers, waterfalls, natural thermal hot pools, geysers, Northern Lights and their beloved Puffin (which the locals eat!). Hit the link below to learn the best time to visit, and take your first step toward making your Iceland adventure trip of a





Active Adventures Sponsored

Are you intrigued by what an adventure with us will look like? We have created some amazing itineraries over the years (but we love to go off the beaten track, so don't tell everybody!) Have a look, and start planning your dream trip!



Tap here to see more of New Zealand!



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Are the Italian Dolomites next on your bucket-list? Join us on your next adventure to hike and bike through the most stunning views on the planet.



Ask For Your Free Brochure Discover the Italian Dolomites



#### Active Adventures Sponsored

Did you know that New Zealand is one of the safest destinations in the world? Enjoy exploring our pure wilderness knowing you're safe from bears, snakes, deadly spiders, crocodiles, giant cats or creepy crawlies! If you want to rest, just drop your pack beside the trail, tip your cap and fall asleep in peace. So come along, start planning your dream adventure this year!



Tap here to see more of New Zealand!



Is the Mont Blanc Circuit next on your bucket-list? Join us on your next adventure and hike, sea kayak and bike through France, Italy and Switzerland!



Ask For Your Free Brochure Discover the Mont Blanc Region



#### Active Adventures

Is Peru next on your bucket list? If you're looking for a life-changing experience that combines the knowledge of a local guide and the outdoor passion of a Kiwi company, you're in good hands!



Sneak Peek Into a Peru Adventure



Active Adventures

Is New Zealand next on your bucket-list? Because it should be! Join us for an adventure, hiking, kayaking and biking among the most stunning views on the planet.



Get Your Free Brochure

Download



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See it. Dream it. Believe it. Discover Machu Picchu, kayak Lake Titicaca, explore the Amazon Basin and so much more, on your Peru adventure trip of a lifetime!



Get your FREE Peru travel brochure today! All inclusive Peru Travel Packages, ranging from 7 to 14-days. Local guides, with Kiwi trip leaders.

Download

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Is the Mont Blanc Circuit next on your bucket-list? Join us on your next adventure and hike, sea kayak and bike through France, Italy and Switzerland!

Discover the Mont Blanc Region

Discover the Mont Blanc Regio





Ask For Your Free Brochure

Ask For Your Free Brochure

Downloa



#### Active Adventures Sponsored

Is the Everest next on your bucket-list? Because it should be! Join us for your next challenge and hike to the base of the tallest mountain in the world!



Get Your Free Brochure

Learn More



#### Active Adventures

Is the Everest next on your bucket-list? Because it should be! Join us for your next challenge and hike to the base of the tallest mountain in the world!



Get Your Free Brochure Your Adventure Starts Now.



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See it. Dream it. Believe it. From Torres del Paine to the great glaciers, join us for your adventure trip of a lifetime in Patagonia, with Active Adventures South America.



Get your FREE Patagonia tour brochure! All inclusive, fully guided Patagonia adventure tours. Expert local guides with Kiwi trip leaders

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Whether your next objective is to explore the top of Machu Picchu, the salt flats of Bolivia, the far reaches of Patagonia or the rich flora and fauna of the Galapagos Islands, we have the perfect trip for you!

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Get a brochure | Check availability





Discover Peru. Active Style. Learn More

Discover Patagonia. Active Style.

Learn Mor



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Is the Everest next on your bucket-list? Because it should be! Join us for your next challenge and hike to the base of the tallest mountain in the world!

Hike to Everest Base Camp

Hike to Everest Base Camp



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Brochure

### **Adventure Park at Long Island**



The Adventure Park at Long Island

Book Now

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The Adventure Park is now open! Zip Line and climb through our aerial forest park and ropes courses. Adventure awaits you!



Book Now



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The Adventure Park is now open! Zip Line and climb through our aerial forest park and ropes courses. Adventure awaits you!



Book Now

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Coming to Aspen Snowmass with your family? We are your local experts on family fun. Rafting, biking, hiking, Jeeping, and Sunset Dinners! We look forward to being your "one stop shop" for your family vacation! Call us at 970-923-4544 to book today. www.blazingadventures.com.



**Blazing Adventures** 

Book Now

# **Boulevard Brewing**



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30 years ago, our founder John McDonald brewed the first batch of Boulevard Pale Ale.

To honor this milestone anniversary, we want to honor you – our beloved customers - and give back to the hometown community that has supported us and made it all possible. With a tax-deductible contribution to one of five hand-picked c



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destinations while you're here.

4 Day Trip From Only €279

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The Amalfi Coast

Croatia



Beach Destinations in Europe

### **Captain John Boats**



Captain John Boats Sponsored

Join us for a special sunset cruise on the Pilgrim Belle. 🔒 This trip is a 90-minute narrated evening tour that soaks up the sights of the Plymouth Harbor.

Get your tickets today / http://bit.ly/2skDy9A





#### Captain John Boats Sponsored

The Pilgrim Belle offers daily harbor and sunset cruises. While you're taking in the sights and points of interest, you can soak up the sun and salt air on the outside deck or relax inside our climate controlled cabin.

Get your tickets today / http://bit.ly/2H4IXtG





Our Tour Manager's love of travel is what makes Collette special.

http://bit.ly/why-we-travel

Did you have a tour manager that made your travel experience special?





Why We Travel: What Inspires Our Tour Managers

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Subscribe to Get Email Offers, Top Travel Tips & More! From Germany to Japan and everywhere in between, find the travel moment you have been dreaming about. You'll even find a few surprises

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If you've been wanting to go on tour but are feeling overwhelmed by choices, take this handy quiz to find out which trip of a lifetime is right for you!

Don't forget to come back and share your results with us!



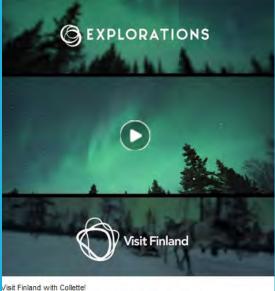
Which Trip of a Lifetime is Right for You? Adventure is calling! From the plains of Africa to Australia's Great Barrier Reef, world travel can be exciting, exhilarating, and maybe a little intimidating. If you



The aurora borealis is a natural light show that has been captivating people throughout time.

It's a must-see for travelers, and you can experience the northern lights through your own glass igloo in Finland.

Is Finland on your bucket list?



Come to know Finnish culture in bustling Helsinki and the quiet

eauty of the remote Lapland region that lies within the Arctic

#### Collette Sponsored

Collette's guided tours can take you to all seven continents on lifechanging adventures.

What destination are you looking to travel to next?

Visit Canada





Canadian Rockies by Train Learn More

Treasures of Egypt

Visit Egypt

ypt Learn Mor

#### GC Collette

Watch the treasures of Egypt unfold before your eyes as you journey through this ancient land of wonders. http://bit.ly /Treasures-of-Egypt

Egypt's fascinating story awaits to be discovered.



Discover the Treasures of Egypt with Collette!

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From enjoying fewer crowds in the Louvre to mingling with locals in a Spanish marketplace, traveling to Europe during late fall to early spring gives you a chance to see a special side of this incredible continent.

The only question is - where do you want to go?



Collette

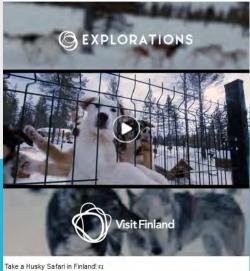
Learn More



Cute, fast and born to lead: these dogs will show you the way through Finland's snowcapped scenery.

Who'd love to spend a day in the Arctic as commander of your own dog sled team?!

P.S. Check out I wish I was in Finland for more am





Watch one of our favorite travel bloggers, Suzanne Stavert from Adventures of Empty Nesters, fulfill her dream of traveling to Iceland, a land of untamed and wild natural beauty.

Are you ready to venture to Iceland?

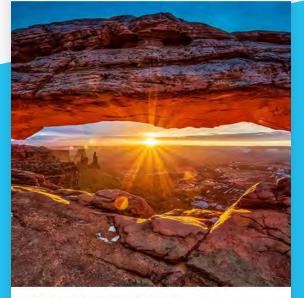


Travel Stories: Iceland by Collette

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Have you discovered the beauty of America's National Parks yet? Do you want to?

Let our team of travel experts answer all your questions and get you there. Just click below to get started. 👇



Book Your Tour to the U.S. National Parks Today! Travel Company

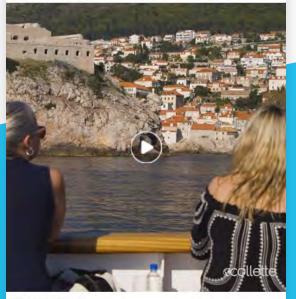
Send Mess.



Say yes and see what our incredible world has to offer.

Find your next adventure here: http://bit.ly/YourWorldAwaits

Where will you go first? #GoCollette



Your World Awaits ...

Learn More



Dive deep into the history and culture of Italy as you visit some of the world's most beautiful places.

Is Italy on your bucket list?



Visit Italy with Collette! Whether it's old-world traditions and wonderful culture, cuisine, history, fashion or natural beauty. Italy is special to many people Learn More



Of all the falls in Iceland, Skógafoss is one of the most dramatic.

Who is standing next to you as you take it all in?



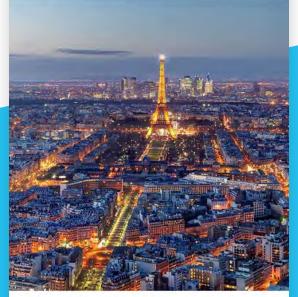
Skógafoss: Witness the Power of Nature



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It's time to experience the joie de vivre of enchanting Paris, the "City of Light."

Are you ready for a Parisian getaway?



#### ravel to France with Collette!

From a romantic dinner in the Eiffel Tower to a fascinating tour of 'ersailles, Collette's tours truly bring the magic of Paris to life.

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The aurora borealis is a natural light show that has been captivating people throughout time.

It's a must-see for travelers, and you can experience the northern lights through your own glass igloo in Finland.

Is Finland on your bucket list?



Visit Finland with Collette! to know Finnish culture in bustling Helsinki and the quiet Learn More beauty of the remote Lapland region that lies within the Arctic



Raise your hand if visiting Greece is a dream you have yet to fulfill! Who would you take with you?

P Santorini, Greece GR

Tag a friend and share your photos from our tours! Use the hashtag: #GoCollette and we'll follow you on your jo



Collette

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New Tour Alert: Croatia & Its Islands HR

From medieval architecture to ethereal waterfalls, coast along the sparkling Adriatic Sea and experience the best of Croatia.

Sometimes, words just aren't enough. You just have to see it for yourself. http://bit.ly/2EBg5rz ...



Experience Croatia & Its Islands with Collette!

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Golden beaches, charming cities, delicious seafood, and plenty of sunshine.

How does a trip to Portugal sound?



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Enjoy an Amazing and Colorful Journey in Peru. Discover Beautiful Landscapes and Exquisite Gastronomy. Book Here: https://bit.ly/2Fxu8ye



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Galapagos Travel Deal from \$1999. Explore One of the world's faremost destinations of wildlife-viewing with this deal! Book Now: https://bit.ly/31WmabF

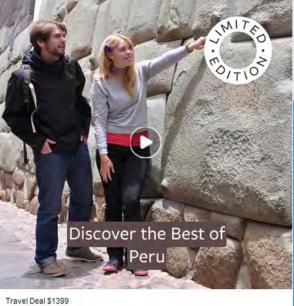


## **Condor Travel**



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¡Travel Deal Alert! \$1399 - 7 Days Machu Picchu Adventure & Lima. Flights Included.English Speaking Guides. Book Here https://bit.ly/2YgO]YT



Travel Deal \$139 7D / 6N

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Orange County whale watching based out of Dana Point. Year round opportunity to see many whale species, dolphins and other marine life. The best since 1971



Dana Wharf Whale Watch

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\$ 4,100+ five star reviews on Tripadvisor

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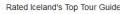
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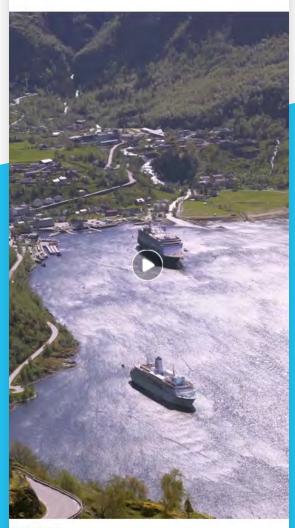
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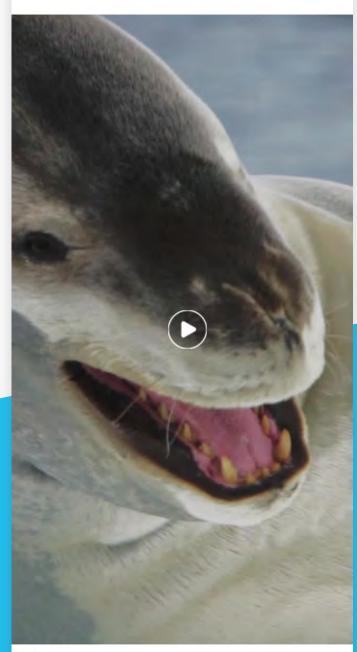
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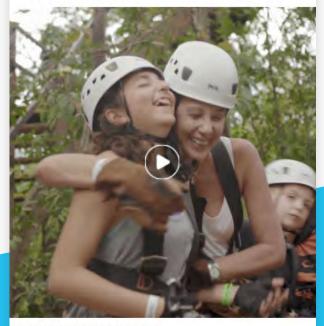
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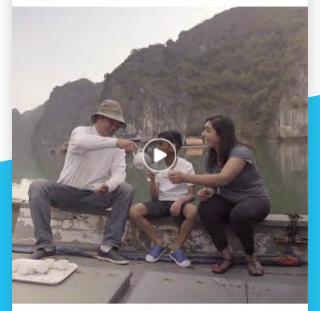
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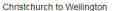
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The Church of The Good Shepherd, Milford Sound

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Ruth, 25, Singapore: "I think it's really useful that we have a local person to be driving behind the steering wheel,"

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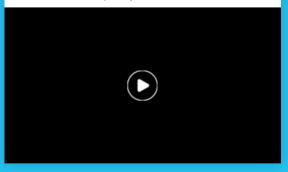
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7 day South Island Tour with Haka Tours by customer Karl Castillo



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#5 - Cathedral Cove Kayaking

#4 - Hobbiton Movie Set Tour



Rick, 47, US: "I'm trying to prove to all these young kids that your only as old as you feel."

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Franz Josef

Franz Josef





Rainforest Retreat

(inside)

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Kristin, 26, Australia: "I don't think i've stopped laughing."

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Kristin

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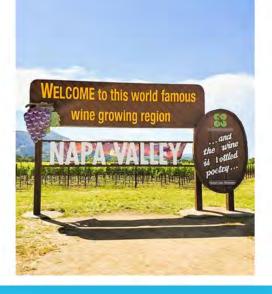
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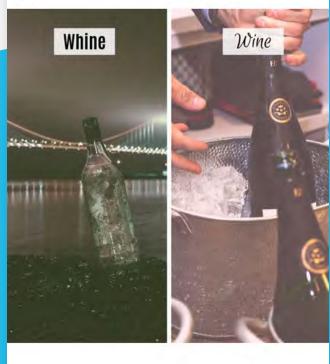
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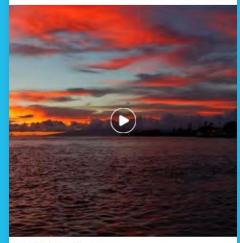
Molokini, Maui's iconic crescent-shaped islet, is a beautiful reef known for its crystal clear waters, abundant coral, ...



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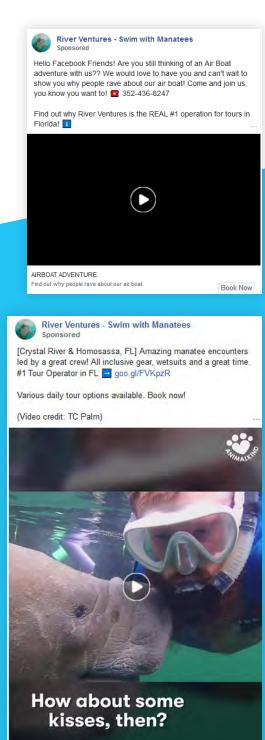


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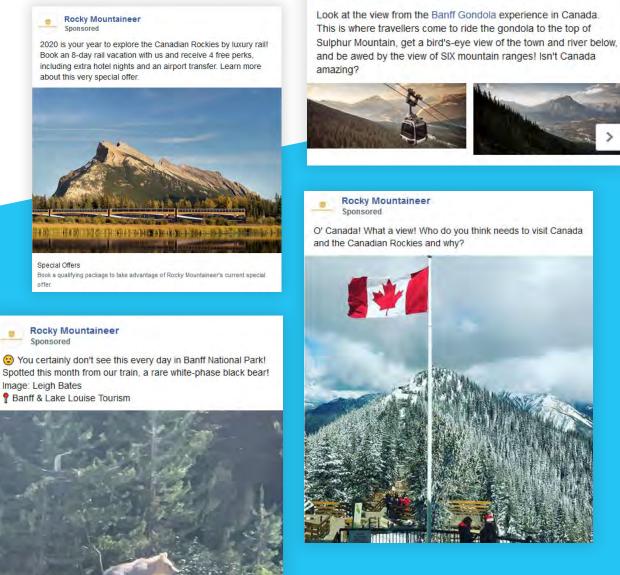
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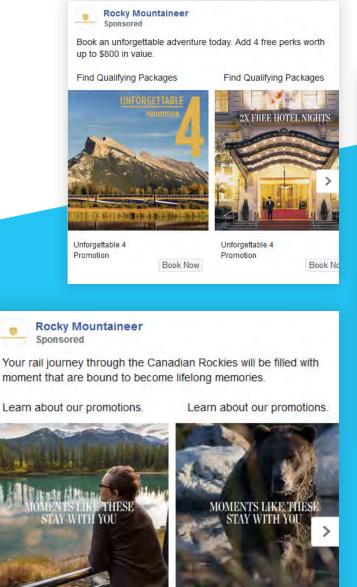
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O' Canada! What a view! Who do you think needs to visit Canada and the Canadian Rockies and why?



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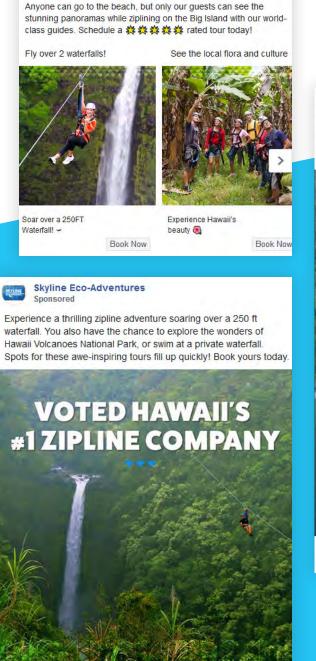


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Experience a thrilling zipline adventure soaring over a 250 ft waterfall. You also have the chance to explore the wonders of Hawaii Volcanoes National Park, or swim at a private waterfall. Spots for these awe-inspiring tours fill up quickly! Book yours today.



Skyline Eco-Adventures

Book Now



**Skyline Eco-Adventures** Sponsored

Zipline high above Kauai's lush mountain valleys and experience awe-inspiring views as you reach speeds faster than 50 mph. Spots for these exhilarating tours fill up quickly! Book yours today.





Kauai Zipline Tour

Fun for the Whole Family! Book Now



Book Now



**Skyline Eco-Adventures** 

GIVEAWAY! Are you planning a trip to Hawai'i or looking for a reason to visit the beautiful Hawaiian islands?! We want to make your trip even better by offering a free zipline tour for you and up to two friends redeemable at one of our four zipline tours! Head over to our Instagram page to enter. We will randomly select a winner on July 8th!





Skyline Eco-Adventures



Skyline Eco-Adventures Sponsored

Two unforgettable Maui ziplining experiences to choose from:

G Fly high over Ka'anapali's Pacific coast-line

¥ Zip through Haleakala's eucalyptus forest

Where will your Maui adventure take you?



Skyline Eco-Adventures

Book Now

#### Skyline Eco-Adventures Sponsored

Anyone can go to Kauai's beaches, but only our guests get to take in the panoramic views of the stunning coastline from our 8 unique ziplines



Local Kauai Zipline Tours 2,000+ 🛧 🛧 🛧 🛧 Reviews!

Book Now

#### Skyline Eco-Adventures Sponsored

Soar high above Maui and experience awe-inspiring views as you travel across our award winning ziplines. Spots for these aweinspiring tours fill up quickly! Book yours today.

Choose from our two Maui locations: on the scenic slopes of Haleakala or above the Kaanapali's pacific coastline.



Book Your Zipline Experience Today

Skyline Ka'anapali is the #1 Zipline Tour in Hawaii. Fly on our award Book Now winning 8-line tour or 11-line adventure tour with your family on Maui.



Book Now



"I would make this a must do on your Maui trip. The staff are friendly and funny and I felt very safe participating. I have gone several times over the years and have a blast every time."

- Daniel M.



Local Maui Zipline Tours 7,000+ 🚖 🚖 🚖 🏠 reviews

Book Now



Snow King Mountain



Get the party started → Contact us for group discounts now

Contact Us

#### **Snow King Mountain** NY SN Sponsored

With the summer solstice behind us the days are flying by faster and faster. Stop by the King before the summer is gone!



See you at the King this summer!

#### Snow King Mountain AN AN Sponsored

Don't leave the Jackson Hole area without an outdoor playground with a Teton view!

- Ride the Cowboy Coaster or Alpine Slide
- Clip in for a Treetop Adventure
- Make a Jackson Hole-in-one playing mini golf

~1 mile of all-out fun



Glide Down the Alpine Slide →



Ride the Cowboy Coaster →

Learn More

SNOWKINGMOUNTAIN.(





**Snow King Mountain** 

Experience the new attractions at Snow King Mountain this summer with the Big King Pass.

Book 48 hours in advance to save 10% with promo code ONLINETIX



Make your Jackson Hole visit an adventure → Get your Big King Pass for all-access adventure!

Book Now



Get the Snow King Mountain experience:

- Thrilling family attractions
- Outdoor gear rental
- Unique events
- Jackson Hole's best views





Treetop Adventure Ropes Course → Learn More Summer Cowboy Coaster → Learn More



Snow King Mountain

Don't leave Jackson Hole without experiencing an outdoor playground with a Teton view! Get 10% off with promo code ONLINETIX when you book 48 hours in advance.

- Ride the Cowboy Coaster or Alpine Slide
- Clip in for a Treetop Adventure

- Make a Jackson Hole-in-one playing mini golf



Play All Day in the Best Possible Ways  $\rightarrow$ 

Learn More



Snow King Mountain

Shred the Jackson Hole singletrack on a top-notch mountain bike rental.

Click to get the best rental rates in the valley.



Rent a bike and rip → Explore hundreds of miles of trails.



#### Snow King Mountain Sponsored

Ready to ride? Rent from a brand new fleet at the best rates in Jackson Hole!

- Mountain Bikes
- E-Bikes
- Cruiser Bikes
- Pathway Bikes



Get 10% Off a Rental from our 2019 Fleet → Explore hundreds of miles of trails.

Learn More



Host an event you'll always remember at Snow King Mountain!

Groups discounts for 20 or more with customizable packages for any event and all ages or athletic abilities.

Contact us today.

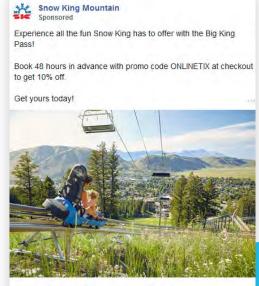




Host Your Birthday Parties → Contact Us Treetop Adventure Group Activities → Contact Us

intact 05

SNOWKINGMOUNTAIN.



Save 10% on the Big King Pass with code ONLINETIX → Buy the Big King Pass from Snow King Mountain! Get an entire day of things to do in Jackson Hole at one low price with the Big King Pass. Book Now



Explore miles of paved pathways and singletrack right from the rental shop with the best rates in Jackson Hole. New fleet of bikes for 2019 including E-bikes, mountain bikes, pathway bikes, and kids bikes. Get 10% off when you book 24 hours in advance with code



Ride together, stay together Explore miles of paths as a family

Learn More



Have you experienced the new Snow King yet?

Book 48 hours in advance for 10% off with promo code: ONLINETIX





Experience all that Snow King has to Offer → All the fun you can handle



Snow King Mountain

Check out all the new fun at Snow King!

- Ride the Cowboy Coaster
- Clip in for serious fun at the Treetop Adventure
- Flip fearlessly on the bungee trampoline
- Make a Jackson Hole-in-one playing mini golf
- And more!
- ~1 mile of all-out fun

A fun, ziplining ropes course





Ride the Cowboy Coaster → Learn More

Experience the Treetop Adventure → Learn More

Snow King Mountain

Ride Jackson Hole's extensive paved pathway system or singletrack network on affordable rental bikes for your entire family!

Click to reserve your bikes now.

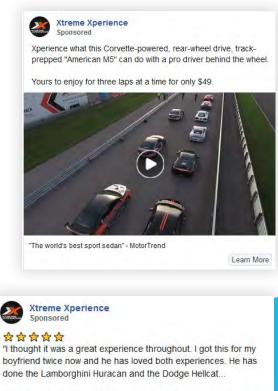


Ride together, stay together Explore miles of paths as a family

# **World Expeditions**



World Expeditions



The staff were extremely friendly and fast getting us checked in. The class was great and made both of us feel more





Xtreme Xperience Sponsored

What are you waiting for?

Save up to 25% by booking in advance and Xperience the drive of a lifetime!

✓ No Speed Limits
✓ No Experience Needed



Drive Supercars on a Racetrack Near You! We make driving supercars available to anyone including Ferraris, Lamborghinis, and Porches.



Xtreme Xperience Sponsored

Buckle up for a hair-raising ride in one of the most thrilling machines on the road today.

The perfect compliment to your Supercar Xperience for only \$49.



Xperience The Ultimate Joyride

#### Xtreme Xtreme Xperience Xperien@ponsored

Omaha - It's YOUR turn to experience the thrill of ripping a Ferrari, Lamborghini, McLaren, Porsche, or Hellcat around a racetrack.

No Speed Limits 🏳 No Experience Needed 🤓 Space is Limited



Learn More



Learn More



**Xtreme Xperience** 

When's the last time you hosted an event that made your guests feel like this?! - €) 设

"The second best experience of my life ... next to my daughter being born." - IT Client Entertainment Event

"From an engagement standpoint, Xtreme Xperienc



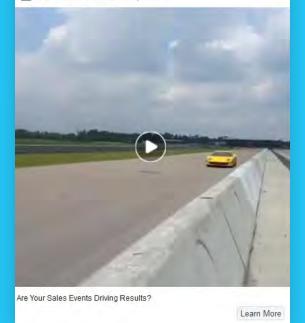
Get Quote

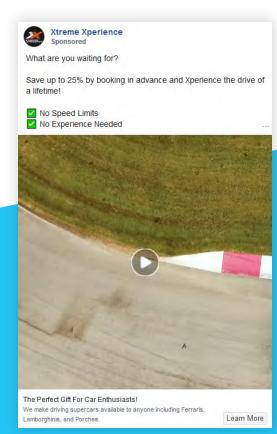
### Xtreme Xtreme Xperience Xperien@eonsored

Fact: If you get your prospects behind the wheel of a Ferrari, Lamborghini or McLaren on a racetrack, they'll answer your calls forever. 🛶 🗐 🖀

Host your next corporate event with Xtreme Xperience to: Attract C-Level Prospects

Stand Out from Your Competition







#### Xtreme Xperience Sponsored

Buckle up for a hair-raising ride in one of the most thrilling machines on the road today.

The perfect compliment to your Supercar Xperience for only \$49.



Xperience The Ultimate Joyride

Learn More



Xtreme Xperience Sponsored

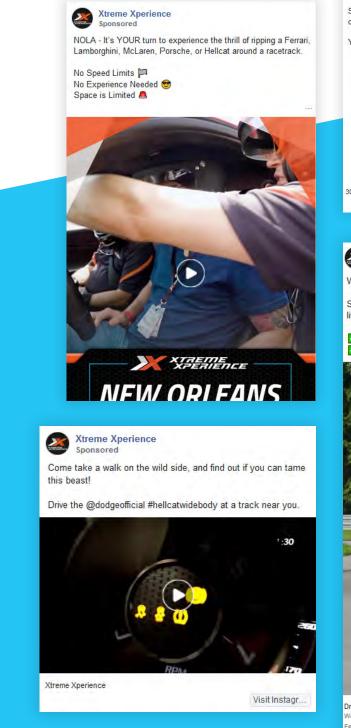
What are you waiting for?

Book now for the Xperience of a lifetime!

14 day money back guarantee!



The PERFECT Gift for Car Enthusiasts





It's YOUR Turn to rip a supercar around a racetrack near you! ----

Save 30% OFF your Supercar Xperience TODAY with the promo code 'SUPERSWEEPS' at www.XtremeXperience.com.

You're probably thinking, "Whats the catch?" 😕





30% OFF - Race Exotic Cars On A Track

Learn More



Xtreme Xperience Sponsored

What are you waiting for?

Save up to 25% by booking in advance and Xperience the drive of a lifetime!

✓ No Speed Limits
✓ No Experience Needed

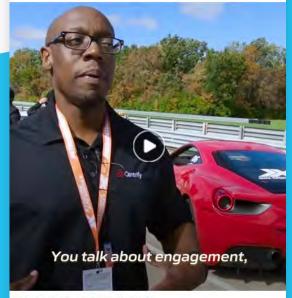


Drive Supercars on a Racetrack Near You! Ve make driving supercars available to anyone including Learn More Ferraris, Lamborghinis, and Porches.

#### Xtreme Xtreme Xperience Xperien@ponsored

Fact: If you get your prospects behind the wheel of a Ferrari, Lamborghini or McLaren on a racetrack, they'll answer your calls forever. 🛶 🗐 🌃

Host your next corporate event with Xtreme Xperience to: Attract C-Level Prospects Stand Out from Your Competition



Are Your Sales Events Driving Results?

Learn More



Come take a walk on the wild side, and find out if you can tame this beast!

Drive the Dodge Hellcat Widebody at a track near you. https://www.thextremexperience.com/supercars/dodge-hellcatwidebody/





Xtreme Xperience Sponsored

Xperience what this Corvette-powered, rear-wheel drive, trackprepped "American M5" can do with a pro driver behind the wheel.

Yours to enjoy for three laps at a time for only \$49.



"The world's best sport sedan" - MotorTrend Ride full throttle with a pro driver for three high-speed laps on a Learn More cetrack. The most affordable way to experience a racetrack.

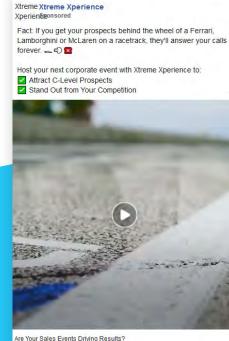
**Xtreme Xperience** 2 Sponsored

Buckle up for a hair-raising ride in one of the most thrilling machines on the road today.

The perfect compliment to your Supercar Xperience for only \$49.



Xperience The Ultimate Joyride Ride flat-out with a pro driver in the unique Slingshot SLR The most affordable way to experience a racetrack. Period.



Learn More

#### Xtreme Xtreme Xperience Xperien&ponsore

Enter for a chance to DRIVE any of these supercars on a real racetrack near you. 5 winners are selected every month! ---- =>

You + supercar + racetrack = driving bliss. No speed limits. No cops. No slow traffic.



#### XtremeXtreme Xperience Xperientie

Fact: If you get your prospects behind the wheel of a Ferrari, Lamborghini or McLaren on a racetrack, they'll answer your calls 

Attract C-Level Prospects Host your next corporate event with Xtreme Xperience to: Stand Out from Your Competition



Are Your Sales Events Driving Results? Excite, Engage & Entertain with Xtreme Xperience

Learn More



**Xtreme Xperience** 

Salt Lake City - It's YOUR turn to experience the thrill of ripping a Ferrari, Lamborghini, McLaren, Porsche, or Hellcat around a racetrack.

No Speed Limits 🏴 No Experience Needed 😁 Space is Limited 🙇









Omaha - It's YOUR turn to experience the thrill of ripping a Ferrari, Lamborghini, McLaren, Porsche, or Hellcat around a racetrack.

No Speed Limits 🏳 No Experience Needed 🤓 Space is Limited 🦲

### IT'S YOUR TURN





OMAHA | Drive Supercars On A Racetrack!

**Xtreme Xperience** 5

Fact: If you get your prospects behind the wheel of a Ferrari, Lamborghini or McLaren on a racetrack, they'll answer your calls 

Host your next corporate event with Xtreme Xperience to: Attract C-Level Prospects Stand Out from Your Competition





Omaha - It's YOUR turn to experience the thrill of ripping a Ferrari, Lamborghini, McLaren, Porsche, or Hellcat around a racetrack.

No Speed Limits 🏳 No Experience Needed 😁 Space is Limited 🦲



OMAHA | Drive Supercars On A Racetrack

Learn More

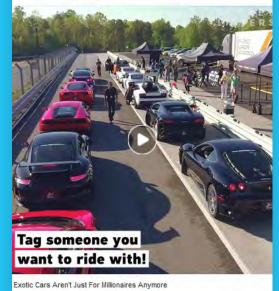


Learn More

What are you waiting for?

Book now for the Xperience of a lifetime!

14 day money back guarantee!

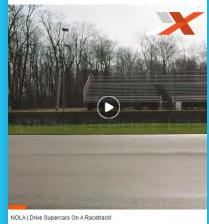




Xtreme Xtreme Xperience Xperien&Bonsored

NOLA - It's YOUR turn to experience the thrill of ripping a Ferrari, Lamborghini, McLaren, Porsche, or Hellcat around a racetrack.

No Speed Limits 🏳 No Experience Needed Space is Limited 🦲



Learn More



What are you waiting for?

It's your turn to rip a Ferrari or Lamborghini around a racetrack near you.

Vo speed limits!



Our fleet of exotics is available for YOUR driving pleasure at a track near you.

# Facebook ad examples from Resorts and Hotels

During the last week of June 2019, we took a random sample from our database and, using Facebook's Page Transparency Tool, looked through 40 Resort and Hotel Facebook pages. In total, 25 were running active ads – here are all of them!

\*For length, we've omitted ads that are duplicates or highly similar.

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# Arizona Biltmore



Arizona Biltmore, A Waldorf Astoria Resort Sponsored

Summer is the perfect time to plan your family getaway, romantic retreat or relaxing escape. Experience everything the iconic Arizona Biltmore, A Waldorf Astoria Resort has to offer. Book now!

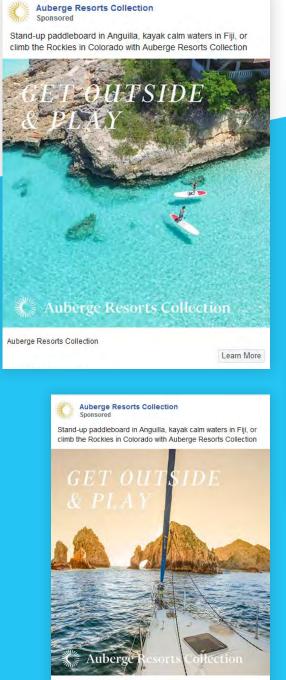


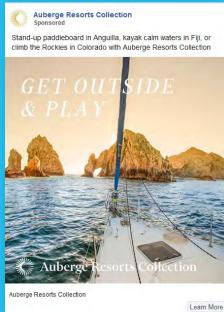
All-inclusive from \$269

Bring The Family

Book Now

# **Auberge Resorts**







Auberge Resorts Collection

Stand-up paddleboard in Anguilla, kayak calm waters in Fiji, or climb the Rockies in Colorado with Auberge Resorts Collection



Auberge Resorts Collection

# **Auberge Resorts**

Auberge Resorts Collection Sponsored Stand-up paddleboard in Anguilla, kayak calm waters in Fiji, or

climb the Rockies in Colorado with Auberge Resorts Collection



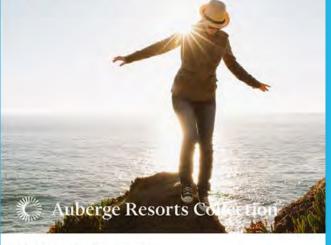
Auberge Resorts Collection

Learn More

Sponsored

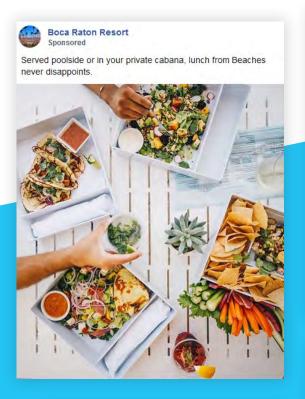
Auberge Resorts Collection

Stand-up paddleboard in Anguilla, kayak calm waters in Fiji, or climb the Rockies in Colorado with Auberge Resorts Collection



Get Outside and Play This Summer Get Outside & Play This Summer

### **Boca Raton Resort & Club**





Luxury awaits with an exclusive offer to upgrade your summer vacation, including up to \$500 in complimentary resort credit for stays now through August 31st.





Boca Raton Resort Sponsored

Pretty in pink and smiles all around. Another unforgettable #WaldorfWedding is in the books. 📷 : @gemphotoco





Where's your favorite place to get lost amidst Addison Mizner's vision?



### **Boca Raton Resort & Club**



Boca Raton Resort

Learn More

Learn More

Boca Raton Resort Sponsored

Boca Raton Resort Sponsored

Make this your best year ever by joining the Premier Club at Boca Raton Resort & Club. Now is the BEST TIME TO JOIN. Save up to \$5,000 Now! Request a Tour today.





Boca Raton Resort Sponsored

The search is over. Our #4thofJuly celebrations span the holiday weekend, with live music, BBQ, and a fireworks spectacular.

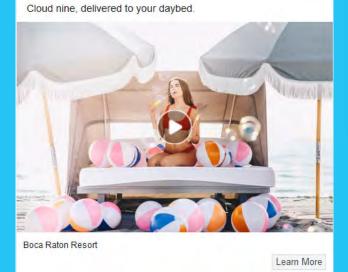


### **Boca Raton Resort & Club**





Boca Raton Resort Sponsored





Boca Raton Resort Sponsored

Hot summer nights call for one thing. #TasteofWaldorf



Cabot Links

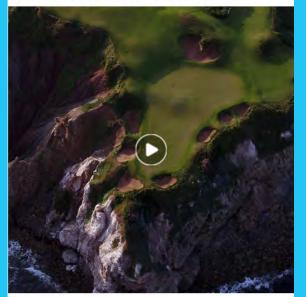


Cabot Links golf resort expands to warmer climes of St. Lucia Nova Scotia golf hub announces plans for its first international operation



Cabot Links Sponsored

Cabot is a place of pure wonder. Experience two of the world's greatest golf courses in one spectacular setting.



This is Golf, The Cabot Way.

Learn More



Breathtaking ocean views, comfortable modern amenities and seafood fresh from the Atlantic. This is life at Cabot.



Cape Breton's Charm is Alive and Well At Cabot

Learn More



Cabot Cliffs and Cabot Links both rank on Golf Digest's World's 100 Greatest Golf Courses. Walk the rolling greens alongside the powerful Atlantic ocean and play golf with pure wonder. 👷 🔥

Cabot Links and Cabot Cliffs.

Along the Cape Breton Coast.





Breathtaking Ocean

Views



Our accommodations pair modern high-end amenities with timeless ocean vistas.



Golf two of the world's greatest golf courses in one unforgettable trip. Book your trip to Cabot today. 🎇



Book Your Golf Getaway to Cabot Plan your Cabot Golf Getaway.

Book Now





Wake Up By the Sea

Learn More

👍 Cabot Links



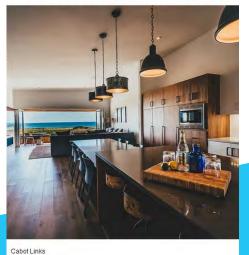
Taste the East Coast on your golf trip to Cabot in Inverness, Nova Scotia.  $\fbox{\cite{B}}$ 



Cabot Links



The Cabot Golf Villas feature sweeping ocean views and high-end amenities. Unwind after a round of golf in laid-back luxury. 😋 👹



Learn More

#### Cabot Links Sponsored

So ... we have some BIG news! 🏂 🏂 And no, that's not Nova Scotia land you are looking at! We are thrilled to break ground today on our first international property - @cabotsaintlucia!

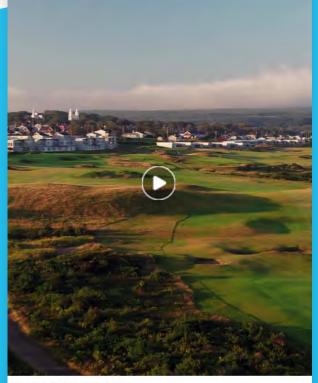
It's a big day for us here at Cabot and we are grateful to have you all to share it with! As always, we have so much to look forward to!



Cabot Links



In 2019, golf two of the world's greatest golf courses in one unforgettable trip. Come play Cabot Cliffs and Cabot Links.



Book Your Golf Trip to Cabot Today



Learn More

#### Cabot Links -Sponsored

Some things can't wait. Make a reservation and golf Cabot in 2019.



Book Your Golf Trip to Cabot Links Reserve your spot today.

Book Now



Nova Scotia is world-famous for incredibly fresh seafood. Indulge in our island-inspired menu. 📽



Taste the East Coast at Cabot Visit Cabot Resort in Inverness, Nova Scotia.

Learn More



Play Cabot Links, #43 on Golf Digest's World's 100 Greatest Golf Courses. Experience the golf trip of a lifetime.



Experience Cabot Links, a golf getaway you'll never forget. Discover Cabot Links. Learn More

**Cabot Links** 

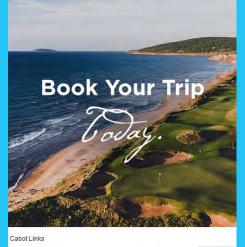


Discover Cabot Cliffs, A Place Beyond the Ordinary. Discover Cabot Cliffs.

Learn More



Play Cabot Cliffs and Cabot Links in 2019 and experience the golf trip of a lifetime.



Book Now



ponsored



Cabot Links



Some things can't wait. Visit Cabot this summer and experience the golf trip of a lifetime.



Book Your Summer Golf Trip to Cabot. Plan your Cabot Golf Getaway.

Book Now



Cabot Links Sponsored

Cabot Cliffs and Cabot Links both rank on Golf Digest's World's 100 Greatest Golf Courses. 😪 👗



Cabot Links

### **Grand Wailea**

Grand Wailea Maui, A Waldorf Astoria Resort Sponsored

Two days of BBQ, locals brews, and seafood battles await at Fire It Up! Maui. Don't miss the chance to enjoy food crafted by some of the nation's top chefs at our July 19-21 event.



#### Grand Wailea Maui, A Waldorf Astoria Resort Sponsored

Grand Wailea Maui, a Waldorf Astoria Resort. 9 pools, 7 restaurants, located on award-winning Wailea Beach. Book now for a daily \$50 resort credit.



Luxury Oceanfront Maui Resort

Book Now

### Grand Wailea Maui, A Waldorf Astoria Resort Sponsored

Grand Wailea Maui, a Waldorf Astoria Resort. 9 pools, 7 restaurants, located on award-winning Wailea Beach. Book now for a daily \$50 resort credit.



Luxury Oceanfront Maui Resort

### **Grand Wailea**





Grand Wailea Maui, a Waldorf Astoria Resort. 9 pools, 7 restaurants, located on award-winning Wailea Beach. Book now for a daily \$50 resort credit.



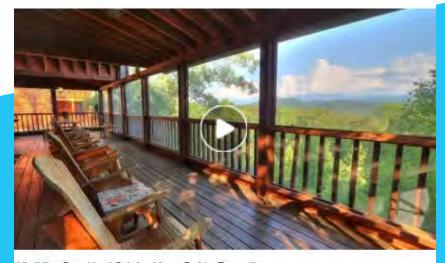
**©**CrowdRiff

# **Hidden Mountain Resort**



Hidden Mountain Resort Sponsored

Easily Located near all the Shopping, Dining, Theaters, and Attractions of the Smoky Mountains, you'll find Hidden Mountain Resort. We invite you to Rent Your Own Cabin at the Smokies' Original Log Cabin Resort!



Visit the Smokies' Original Log Cabin Resort! 1-14 bedroom Log Cabins, Cottages, Villas, Tiny Cabins, Class A Coach Sites, Wedding Venues, Resort Amenities, an Onsite Office and B

# **Hotel del Coronado**



Hotel del Coronado Sponsored

Enjoy Endless Summer With Epic Ocean Views & A \$100 Daily Resort Credit  $\emph{*}$ 



Endless Summer Enjoy an iconic resort getaway

Learn More

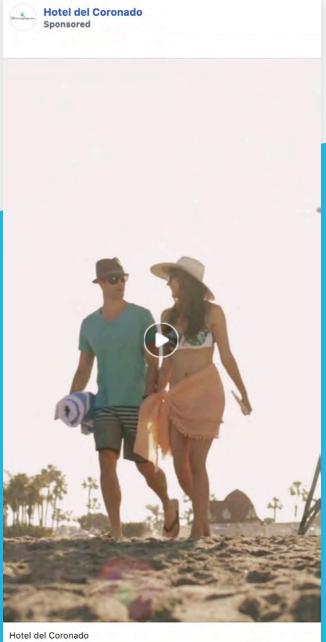
Hotel del Coronado Sponsored

Can you hear the ocean calling? It's time to make your escape!



Escape to The Del This Summer

Book Now



### **Hotel del Coronado**

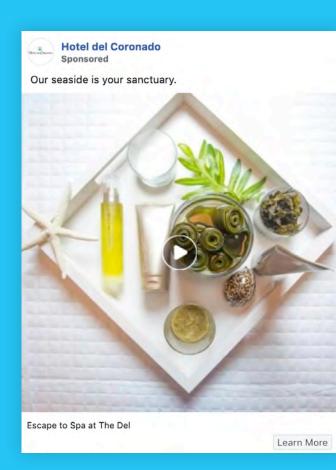


Let your love story become legendary.



Discover Weddings at The Del

Learn More



Hotel del Coronado Sponsored

#DelMemories to have and to hold.

Photo: @purasoulphoto



### **JA Resorts & Hotels**



### JA THE RESORT Sponsored

Plan your holiday in our family beach resort in Dubai.Indulge in unforgettable experiences ranging from adrenaline filled water sports to relaxing spa treatments & culinary delights at Dubai's only True Resort.



JA THE RESORT Topic Hotel 45,344 people like this

In Like Page



Casual luxury and a decadent sense of space just steps from a private palm-lined beach: now that's a great start to your romantic getaway in Dubai. Benefit Upto 30% on our Best Available Rate.

The suites and junior suites in JA Palm Tree Court offer private balconies and terraces with garden and sea views. From an elegant Asian fusion restaurant to relaxed beachfrc



Romantic Beach Getaway - Dubai

Book Now



#### JA THE RESORT Sponsored

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Indulge in unforgettable experiences ranging from adrenaline filled water sports to relaxing spa treatments & culinary delights.



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed!

### **JA Resorts & Hotels**



JA THE RESORT Sponsored

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Experience stunning view of the 9-hole golf course and access to 800 m private beach overlooking the Arabian Gulf!



JA Palm Tree Court - Dubai | Save Up to 30% **Best Price Guaranteed!** 

Book Now



#### JA THE RESORT Sponsored

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Experience stunning view of the 9-hole golf course and enjoy the tee time off during your stay.



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed!

Book Now



#### JA THE RESORT Sponsored

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Reinvent your family summers & revitalize with pristine beaches, action-packed aqua sports, spa havens & gastronomic delicacies!



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed!

Book Now



JA THE RESORT

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed! Experience stunning view of the 9-hole golf course and access to 800 m private beach overlooking the Arabian Gulf! Indulge in unforgettable experiences ranging from adrenaline filled water sports to relaxing spa treatments & culinary delights #JAResorts #JATheF

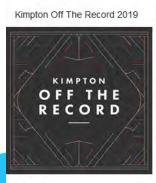


Weekend Getaway Offer From 638.1.4

### **Kimpton Hotels**

**Kimpton Hotels & Restaurants** 

To celebrate the sounds that connect us, we invited some of our favorite bands for an unforgettable, intimate concert series. Get VIP access including 2 tickets, a 30 minute meet and greet with the



KIN TON

Sponsored

band and more.



Get VIP Access

Band, Kimpton

We believe music brings people

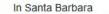
Learn More



#### **Kimpton Hotels & Restaurants** KIMPTON Sponsored

Save at least 30% off hotel rooms at Kimpton this summer. Book by July 8.

#### Save at least 30%.





Book Now

ever imagined.



Sign Up

# **Kingsmill Resort**



Kingsmill Resort Sponsored

Score a 3-night stay, Busch Gardens tix, golf, spa treatments, \$50 resort credit & more!



### KINGSMILL

#### Kingsmill Resort Sponsored

Whether your special day includes an intimate gathering or a grand ceremony, create picture perfect memories along the waterfront at Kingsmill Resort.



### Discover How You Can Make Your Wedding Day Picture Perfect

From technicolor sunsets to the James River backdrop, discover how your wedding day can be positively dreamy at Kingsmill Resort. Kingsmill Resort Sponsored

Contact Us

Win a Dream Getaway

Get all the charm of a B&B plus all the amenities of a 4-Diamond resort at Kingsmill

When you register your email to get exclusive deals, the latest resort info

and even more good stuff delivered to your inbox, we'll automatically



#### Bed & Breakfast Package Book Now Or Call 1.800.832.5665 Available 1/3/19–12/31/19

Reserve Now and Save Book between now and April 7 to receive Learn More

Kir



# **Kingsmill Resort**



Kingsmill Resort Sponsored

Whether your special day includes an intimate gathering or a grand ceremony, create picture perfect memories along the waterfront at Kingsmill Resort.



Discover How You Can Make Your Wedding Day Picture Perfect

From technicolor sunsets to the James River backdrop, discover how your wedding day can be positively dreamy at Kingsmill Resort.



Kingsmill Resort Sponsored

Score a 3-night stay, Busch Gardens tix, golf, spa treatments, \$50 resort credit & more!



Sign Up



Kingsmill Resort Sponsored

Score a 3-night stay, Busch Gardens tix, golf, spa treatments, \$50 resort credit & more!



Win a Dream Getaway

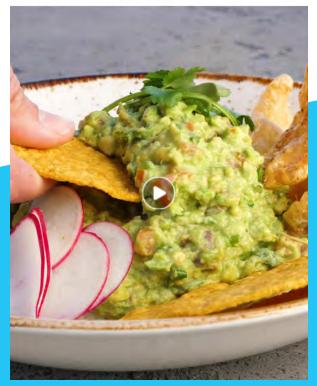
Sign Up

### La Quinta Resort & Club



La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Any time is a good time for a guacamole break at Adobe Grill located on the resort's central plaza.



Sp Sp

La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Splash into summer and discover all the ways to get your chill on at La Quinta Resort, the desert's coolest hideaway.

Get you Chill On





Lounge by chill pools

Sip on a refreshing iced drink



La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Book Now

Recalling a time of eras past, discover a place where the pace is a bit slower and the moment is meant to be savored. Make unforgettable memories that will last a lifetime at the desert's original hideaway.



Palm Springs Luxury Hotels, La Quinta Waldorf Resort La Quinta Resort & Club is the premier Palm Springs luxury hotel, featuring a world-class Spa, PGA West golf courses, 41 pools, yoga Book Now

### La Quinta Resort & Club



La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Recalling a time of eras past, discover a place where the pace is a bit slower and the moment is meant to be savored. Make unforgettable memories that will last a lifetime at the desert's original hideaway.



Palm Springs Luxury Hotels, La Quinta Waldorf Resort La Quinta Resort & Club is the premier Palm Springs luxury hotel, featuring a world-class Spa, PGA West golf courses, 41 pools, yoga Book Now

### La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Recalling a time of eras past, discover a place where the pace is a bit slower and the moment is meant to be savored. Make unforgettable memories that will last a lifetime at the desert's original hideaway.



La Quinta Resort & Club, A Waldorf Astoria Resort

Book Now



La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

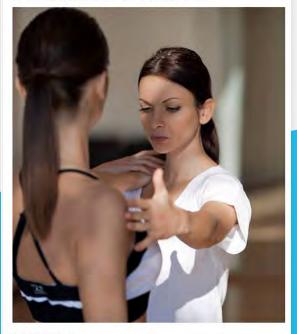
Lounge in cooled pools and enjoy dive-in movies. Sip iced drinks and completely unwind with a refreshing spa treatment.



Splash into Summer Discover your chill at La Quinta Resort

#### Lefay Resorts & Residences Sponsored

Health programme to change eating habits with the aim of recovering optimal weight and restoring energy.



#### Armonia del Corpo

Harmony for the Body 5-night program Lefay SPA Method aimed at restoring complete wellbeing. Lake Garda Wellness centre and SPA Learn More



Stay & Save Offer: a unique chance to extend your wellness holiday on Lake Garda!



Summer holidays on lake Garda Wellness Holiday Offer in a Resort on Lake Garda for a minimum stay of 3 nights. Choose the best, choose Lake Garda Spa holidays.

#### Lefay Resorts & Residences Sponsored

Book your wellness stay at Lefay Resort & SPA Dolomiti, where the attention to details combines with the beauty of the Dolomites to rediscover the most authentic emotions.



### Lefay Resorts & Residences Sponsored

Dedicated to those who wish to recover energy and optimal weight through the changing of eating habits and a more conscious lifestyle.



Weight Management Programme Harmony for the Body 5-night program Lefay SPA Method aimed at restoring complete wellbeing. Lake Garda Wellness centre and SPA Learn More

©CrowdRiff

#### Lefay Resorts & Residences Sponsored

Luxury stays in 5-star resort with spa: medical consultations and health programmes created according to the principles of Classical Chinese Medicine for a complete psychophysical wellbeing



Lefay SPA Method Discover more.

Learn More

#### Lefay Resorts & Residences Sponsored

For wellness stays starting from 3 nights, benefit from 20% discount on the standard daily rate.



#### Luxury wellness stays

Wellness Holiday Offer in a Resort on Lake Garda for a minimum stay of 3 nights. Choose the best, choose Lake Garda Spa holidays. Lefay Resorts & Residences Sponsored

For summer stays starting from 3 nights, benefit from an exclusive 20% discount on the daily rate.



#### Lake Garda Offers 2019

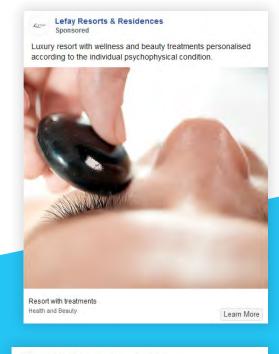
Wellness Holiday Offer in a Resort on Lake Garda for a minimum stay of 3 nights. Choose the best, choose Lake Garda Spa holidays.

#### Lefay Resorts & Residences Sponsored

Discover the summer beauty of the Dolomites with a wellness stay at the brand new Lefay Resort & SPA Dolomiti: reservations are open!



Lefay: Wellness Stays in the Dolomites Book Wellness & SPA Dolomites Resort for wellness holidays within Madonna di Campiglio ski area in Pinzolo, in the Dolomites. Wellness & Learn More



#### Lefay Resorts & Residences Sponsored

Discover the unmissable offer to experience the beauty of the Dolomites in the new 5-star luxury Resort in Pinzolo, in the ski area of Madonna di Campiglio.



Reservations for Lefay Resort & SPA Dolomiti are open Next Opening Lefay Resort & SPA Dolomiti, the new 5-star luxury Resort with exclusive SPA.

### Lefay Resorts & Residences

Meno di un mese all'apertura di Lefay Resort & SPA Dolomiti! Oggi vi invitiamo all'interno delle nostre Deluxe Junior Suite illuminate dagli ampi affacci sulle splendide Dolomiti, composte da una zona living room e da un'accogliente camera con bagno.



Lefay Resort & SPA Dolomiti

#### Lefay Resorts & Residences Sponsored

Discover the summer beauty of the Dolomites with a wellness stay in the new 5-star SPA Resort in Pinzolo: reservations are open!



New SPA Resort in the mountain Book Wellness & SPA Dolomites Resort for wellness holidays within Madonna di Campiglio ski area in Pinzolo, in the Dolomites. Wellness & Learn More



New luxury meets the pureness of the Dolomites' nature: discover the second jewel of the Lefay Collection with a spa of 5,000 sqm, 2 restaurants and a series of exclusive 5-star luxury services.



Wellness Stay with SPA in the mountain Book Wellness & SPA Dolomites Resort for wellness holidays within Madonna di Campiglio ski area in Pinzolo, in the Dolomites. Wellness & Learn More

#### Lefay Resorts & Residences Sponsored

Lefay SPA Treatments: rituals dedicated to wellness, aesthetic and beauty. Discover the Signature offer for a deep and long-lasting result.



SPA Wellness Centre Treatments & Beauty

Learn More

#### Lefay Resorts & Residences Sponsored

Discover the Lefay SPA wellness proposals and treatments personalised according to the individual psychophysical condition, for a deep and long-lasting result



Lefay SPA Treatments Discover more

Learn More

#### Lefay Resorts & Residences Sponsored

Discover the Lefay SPA Method health programmes and holistic treatments to regain the psychophysical balance following the principles of Classical Chinese Medicine.



Lefay Health Programmes Discover Lefay health programmes

Learn More

60

Sponsored

# Luxury Resort with medical consultations and holistic treatments for the complete psychophysical rebalancing and a global wellbeing.

Lefay Resorts & Residences

Lefay SPA Method Wellness Programmes Discover more.

### Lefay Resorts & Residences Sponsored

Lefay Resort & SPA Dolomiti: reservations for stays from August 2019 are open!

Learn More

Discover the beauty of the dolomites with the unmissable Lefay offer "Opening Special".



Lefay: Reservations for Dolomiti are open A not-to-be-missed special offer to experience the enchanting beauty of the Dolomites, regenerating body and soul in the second Learn More

#### Lefay Resorts & Residences Sponsored

A health path that begins at Lefay and continues at home, aimed at recovering energy and optimal weight thanks to new eating habits and lifestyles.

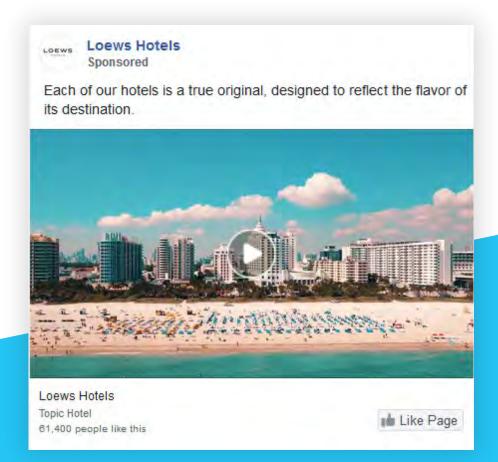


#### Specific Health Programme Harmony for the Body 5-night program Lefay SPA Method aimed at

restoring complete wellbeing. Lake Garda Wellness centre and SPA

Learn More

### **Loews Corporation**





Miraval Resorts Sponsored

Enjoy unlimited outback hiking, group fitness classes, yoga, meditation, challenge activities and more with our inclusive Miraval Unlimited package. Embark on your journey toward life in balance.



Inclusive Package in Arizona Nightly resort credit for spa services & wellbeing activities



#### Miraval Resorts Sponsored

This spring, embark on your journey at #MiravalAZ for your upcoming wellness retreat. Enjoy Arizona's warm weather and your 5th Night FREE.



Miraval Resorts



#### **Miraval Resorts** Sponsored

This spring, embark on your journey at #MiravalAZ for your upcoming wellness retreat. Enjoy Arizona's warm weather and your 5th Night FREE.



Miraval Resorts

Book Now



Sponsored

This spring, grab your friends & escape to Miraval Arizona for an unforgettable wellness retreat. Stay 3+ nights & receive nightly credits.



Book Now



Retreat to Miraval Arizona Resort & Spa and start your journey to life in balance



Your Wellness Retreat Awaits

Learn More



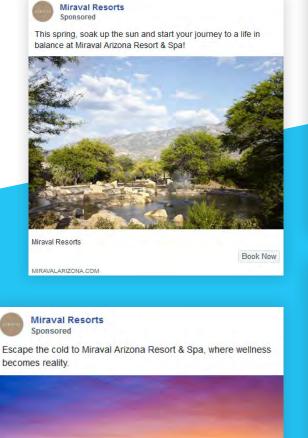
### Miraval Resorts

Sponsored

The Retreat features residences created for getaways with friends or family, corporate gatherings, group events or even the solo traveler.



You'll find inspiration, design and one-of-a-kind amenities!





Embark on Your Journey Welcome to Miraval-a healing sanctuary of surrender and discovery. Book Now Where nurturing specialists curate mindful experiences to help you



**Miraval Resorts** Sponsored

Nestled in the heart of Texas Hill Country, our newest Miraval destination is a life-enhancing sanctuary dedicated to using imagination and mindfulness to empower you to discover your best self.



Miraval Austin Resort & Spa Embark on your journey to life in balance.

Book Now



**Miraval Resorts** 

The Retreat offers space that transcends the traditional suite with spectacular views and exclusive amenities.



Miraval Resorts





#### Miraval Resorts Sponsored

This spring, grab your best friends, sisters, or mom and escape to Miraval Arizona for an unforgettable wellness retreat. Stay 3+ nights and receive \$175 nightly resort credit.



Your Wellness Retreat Awaits Embark on Your Journey at Miraval Arizona Resort & Spa Book Now



### **Miraval Resorts**

This spring, soak up the sun and start your journey to a life in balance at Miraval Arizona Resort & Spa!



Exclusive Packages & Specials at Miraval Arizona Spa Resort Explore our custom inclusive packages and special offers featuring exclusive perks such as luxury accommodations, gourmet meals, &

Book Now

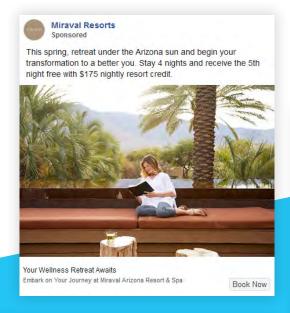


Retreat to Miraval Arizona Resort & Spa and start your journey to life in balance.



Your Wellness Retreat Awaits







#### **Miraval Resorts** Sponsored

Take this summer to indulge in one-of-a-kind wellbeing experiences. Recharge and renew under the Arizona sun and blue skies while experiencing our inclusive wellness resort and spa.



Your Wellness Retreat Awaits Begin Your Journey Towards a Life in Balance.

Book Now



Sponsored

This spring, soak up the Arizona sun and start your journey to a life in balance!



Your Wellness Retreat Awaits Embark on Your Journey at Miraval Arizona Resort & Spa

Book Now





The Retreat offers space that transcends the traditional suite with spectacular views and exclusive amenities.



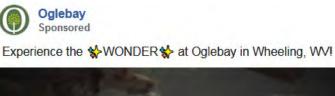
Miraval Resorts

### **Oglebay Resort**



From \$159 Per Night | Kids Stay & Play FREE

Book Now





From \$159 Per Night | Kids Stay & Play FREE

Book Now

# **Oglebay Resort**

Oglebay

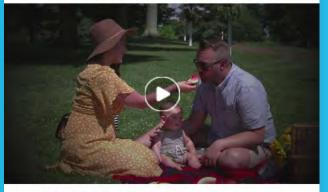


Book Now



Oglebay Sponsored

Experience the #JOY # at Oglebay in Wheeling, WV!



From \$159 Per Night | Kids Stay & Play FREE

Book Now



Celebrate Labor Day the Oglebay way with live music, family fun, an unforgettable fireworks display and more!



From \$159 Per Night | Kids Stay & Play FREE

OGLEBAY.COM

### **Pebble Beach Resorts**

Pebble Beach Resorts

Sponsored



Pebble Beach Resorts

Learn More



Pebble Beach Resorts Sponsored

Enjoy luxurious accommodations overlooking the 18th fairway of Pebble Beach.



Book Your Pebble Beach Golf Vacation A Trip 100 Years in the Making

Book Now



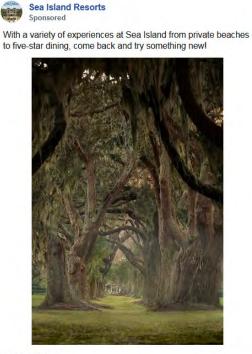
Pebble Beach Resorts Sponsored

Enjoy luxurious accommodations overlooking the 18th fairway of Pebble Beach.



Pebble Beach Resorts

Learn More



Sea Island Resorts

Book Now



Sponsored

Find Beautiful Accommodations on Georgia's Coast at Sea Island.



Sea Island There's something about this place that's timeless. There are deep connections here. To nature, to tradition, to a warm welcome. To Book Now



World's Only Resort Awarded 4 Forbes Five-Stars 11 years in a Row.

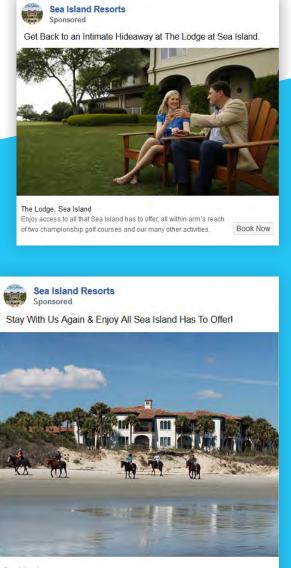




Plan your summer vacation on Georgia's coast. Enjoy five miles of beach to play on, three golf courses, and nine different restaurants to keep your palate guessing.



Book your stay today.



#### Sea Island

There's only one Sea Island. But there are endless ways to enjoy it. The Cloister is lively and inviting. The Lodge, warm and distinctive. Book Now



Sea Island Resorts Sponsored

What's on the agenda? Gracious Southern hospitality and top service at Sea Island on Georgia's coast.



Plan Your Next Meeting at Sea Island A meeting is so much more at Sea Island. No detail is overlooked and every moment is meticulously planned. We look forward to creating an Sign Up



Sea Island Resorts Sponsored

Book & Pre-Pay in Advance to Save 10% on Our Best Available Rate.



The Cloister, Sea Island
Come back to where staff feels more like family. Where fun and
adventure wait at every turn. Feel right at home and reserve your next
Book Now



Sea Island Resorts Sponsored

Come Back to The Cloister, Where Fun and Adventure Wait at Every Turn.



The Cloister, Sea Island Choose your setting—The Cloister Main Building and Wings, The Beach Club, or The Cloister Ocean Residences. But no matter Book Now



Sea Island has a space for every occasion!



Plan a Meeting to Remember on Georgia's Coast Sea Island has 40,000 sq. ft of flexible indoor meeting space for groups from 5 to 500, outdoor gathering venues, and 390 guest WWW.SEAISLAND.COM



#### Sea Island Resorts Sponsored

With six new cottages, an oceanfront pool, and a brand new golf experience there has never been a better time to escape to The Lodge at Sea Island.



Lodge Enhancements Book & pre-pay in advance and save 10%!

Learn More



Sea Island Resorts Sponsored

World's Only Resort Awarded 4 Forbes Five-Stars 11 Years in a Row.



Sea Island, GA

Learn More



Sea Island Resorts Sponsored

Return to Sea Island & enhance your experience with 6 new cottages, oceanfront pool, and a brand new putting course at The Lodge.



Sea Island Resorts

Book Now

names,





The Inn at Sea Island The Inn at Sea Island has a variety of select services available, with Book Now optional access to all of the incredible things Sea Island has to



Sea Island Resorts Sponsored

Stay and Play on Georgia's Coast at Sea Island.



Sea Island Pre-pay and save 10% today!



Sea Island Resorts Sponsored

Find Beautiful Accommodations on Georgia's Coast at Sea Island.



#### Sea Island

There's something about this place that's timeless. There are deep connections here. To nature, to tradition, to a warm welcome. To

Book Now



World's Only Resort Awarded 4 Forbes Five-Stars 11 years in a Row.



Sea Island, GA

Learn More



Sea Island Resorts Sponsored

Create New Memories at Sea Island!



The Inn at Sea Island
The Inn at Sea Island has access to many Sea Island amenities.
Pre-pay for The Inn today!
Book Now



Sea Island Resorts Sponsored

Celebrate your love. And fall in love with Sea Island. Contact us today to learn more!



Sea Island Weddings from \$250 per Person Dedication, creativity, flawless attention to detail, personal touches, passion, and genuine Southern hospitality. Celebrate

Learn More

Book Now

# Sea Island



Sea Island Resorts Sponsored

Revisit The Cottages & Create A Treasured Sea Island Tradition.



 The Cottages, Sea Island

 Featuring all the privacy of a personal home, with complete access

 to everything Sea Island offers—dining, golf, tennis, spa, the Beach

 Book Now



Sea Island Resorts Sponsored

Stay at The Cottages at Sea Island, a Place You Will Always Want to Revisit.



The Cottages, Sea Island Sea Island Cottages are comfortably furnished and well-equipped. All that's left is for you to fill your selection with family and friends, Book Now Sea Island Resorts Sponsored

Find Gracious Hospitality and Southern Charm at Sea Island.



Pre-Pay and Save 10% Sea Island provides a variety of experiences, including five miles of private beach, casual to five-star dining, three championship golf



Sea Island Resorts Sponsored

Enjoy special rates during select dates this summer on Georgia's coast and make playing, exploring and discovering Sea Island a little bit easier!



The Cloister, Sea Island View our special rates today.



Sea Island Resorts

World's Only Resort Awarded 4 Forbes Five-Stars 11 years in a Row.



Learn More



Sea Island Resorts Sponsored

World's Only Resort Awarded 4 Forbes Five-Stars 11 years in a Row.



Book Now





### Sea Island

Reminisce of past vacations, while creating new memories. As the resort has evolved through the years, the simple traditions that



Sponsored

World's Only Resort Awarded 4 Forbes Five-Stars 11 Years in a Row.



Learn More



Sponsored

World's Only Resort Awarded 4 Forbes Five-Stars 11 Years in a Row.



Learn More



Sea Island Resorts Sponsored

Escape to Sea Island and enhance your experience with six new cottages, an oceanfront pool, and a brand new putting course at The Lodge.



Learn More



Sea Island Resorts Sponsored

Stay 3 nights for the price of 2 for Sunday arrivals in July! Book your summer getaway today.



The Cloister at Sea Island Book 3 Nights & Save

### **Southernmost Resorts**



Southernmost Beach Resort Sponsored

Just one step left to book your stay at Southernmost Beach Resort, only for 30% less -- don't miss out!



Today's Rate: \$231.75 Come experience the tropics.

### **Sundance Resort**



Sundance Mountain Resort | Home | Sundance, Utah Sundance Mountain Resort, founded by Robert Redford in 1969 radiates the art of untouched nature through skiing, snowboarding, Learn More



Sundance Mountain Resort Sponsored

Mountain biking season is going strong! Who's excited?!



Sundance Mountain Resort | Home | Sundance, Utah Sundance Mountain Resort, founded by Robert Redford in 1969 radiates the art of untouched nature through skiing, snowboarding, Learn More



Sundance Mountain Resort

Our classic long sleeve shirt. If you don't already have one, come on up to the General Store and join the club!



Sundance Mountain Resort | Home | Sundance, Utah Sundance Mountain Resort, founded by Robert Redford in 1969 radiates the art of untouched nature through skiing, snowboarding,

Learn More

### **Sundance Resort**



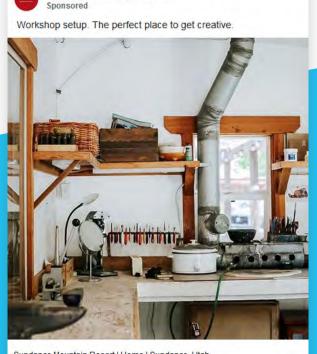
#### Sundance Mountain Resort Sponsored

In 1969, Robert Redford bought the land now known as Sundance where he envisioned a place of careful growth committed to the balance of art, nature and community. Years of experimentation and refinement resulted in what we now call Sundance. It's Sundance's ability to blend process and place that makes it dynamically unique, and places it on a course of its own.



Carafe \$38.00

Shop Now



Sundance Mountain Resort

Sundance Mountain Resort | Home | Sundance, Utah Sundance Mountain Resort, founded by Robert Redford in 1969 radiates the art of untouched nature through skiing, snowboarding,

Learn More

### **Sundance Resort**



Sundance Mountain Resort Sponsored

Lots of summer events happening soon! Which ones are you going to?



Sundance Mountain Resort | Home | Sundance, Utah Sundance Mountain Resort, founded by Robert Redford in 1969 radiates the art of untouched nature through skiing, snowboarding, Learn More





Sundance Mountain Resort | Home | Sundance, Utah Sundance Mountain Resort, founded by Robert Redford in 1969 radiates the art of untouched nature through skiing, snowboarding, Learn More

### **TradeWinds Island Resorts**



#### TradeWinds Island Resorts Sponsored

Make this summer sun-sational with a trip to St. Pete Beach, located on Florida's award-winning west coast. From sunrise to sunset, get ready for your best getaway yet at the best rates when you book direct online or by phone!



#### TradeWinds Island Resorts Sponsored

We put the fun in FUNventure. With our 4-night Family Adventure Package, you'll get the FUNventure Card which can be used to bungee jump on our trampoline, rent out our floating cabanas, compete for the best time on Bucky the Shark and more. And oh yeah, there's a savings of \$300+, sea you at the beach!



 4-night Family Adventure Package

 Enjoy a 4-night stay on the award-winning St. Pete Beach. With 201

 activities – there's something for everyone in your family to enjoy.

 Book Now



BOOK DIFECT & Save It's Time to Just Let Go!

Book Now



TradeWinds Island Resorts Sponsored

Are you ready to Just Let Go? Pack your things and we'll pack your stay!



TradeWinds Island Resorts Beach Resort 131,078 people like this

I Like Page

### **Turtle Bay**



#### Turtle Bay Resort Sponsored

Craving more adventure? Want to add a car to that? Our Special Offers and vacation packages at Turtle Bay Resort give great rates and amenities at the best value!

Find our best offers here!



Get Your Birthday Surprise Sign up for your special gift.



### WAIT, COME BACK!

Turtle Bay Resort

Book Now



#### Turtle Bay Resort Sponsored

It's time to celebrate you! Have your cake with an ocean view!



Get Your Birthday Surprise Sign up for your special gift.

Sign Up

Sign Up

### **Turtle Bay**



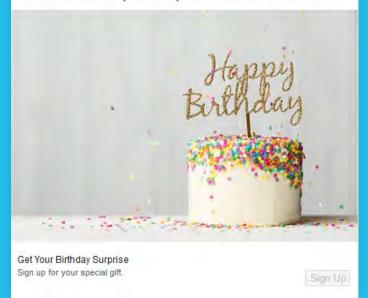
Get Your Birthday Surprise Sign up for your special gift.



Turtle Bay Resort Sponsored

Sign Up

It's time to celebrate you! Have your cake with an ocean view!



### **Waldorf Astoria Chicago**

W Waldorf Astoria Chicago Sponsored



### LIVE YOUR SUMMER IN STYLE



RESERVE A SUITE AND ENJOY \$50 SPA AND \$100 DINING CREDIT DURING YOUR STAY SWIPE UP TO BOOK

Waldorf Astoria Chicago

Book Now

W Waldorf Astoria Chicago Sponsored

Taking place outside in our stunning 6,000-square-foot Parisian courtyard, the afternoon fête will feature a live band, Frenchinspired fare and premium beverages aplenty.



SAT, JUL 13, 2019 - SUN, JUL 14, 2019 Second Annual Bastille Day Courtyard Celebration Waldorf Astoria Chicago Second Annual Bastille Day Courtyard Celebration

View Event

### **Waldorf Astoria Park City**



Waldorf Astoria Park City Topic Hotel

W

WALDOR

Waldorf Astoria Park City

to try the new and refreshing Alpine Fizz! 🍹

Powder is proud to once again be participating in Park City Area Restaurant Association's annual cocktail contest. Join us

Sponsored

14 Waldorf Astoria Park City WALDORF ASTORIA

Sponsored

Imagine yourself poolside with a mountain breeze 🚕 뵺



Summer in Park City

Book Now

#### W Waldorf Astoria Park City Sponsored

As a member of Waldorf Astoria Park City, register your children for Arts and Craft adventures each Friday afternoon and Saturday morning.

The camps will have different activities and include fun, sun, creative thinking and art!



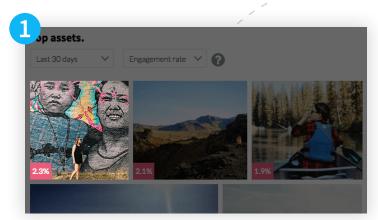
Paint Mixer Tickets

Sign Up

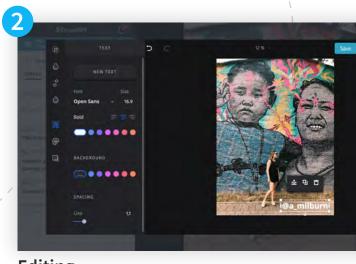
# Using CrowdRiff for better Facebook ads



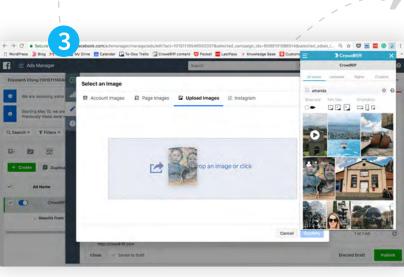
There are a number of custom features and workflows in CrowdRiff that were designed to help travel marketers find and deploy the best images for ads – from start to finish.



Choosing your imagery



Editing



Publishing the ad



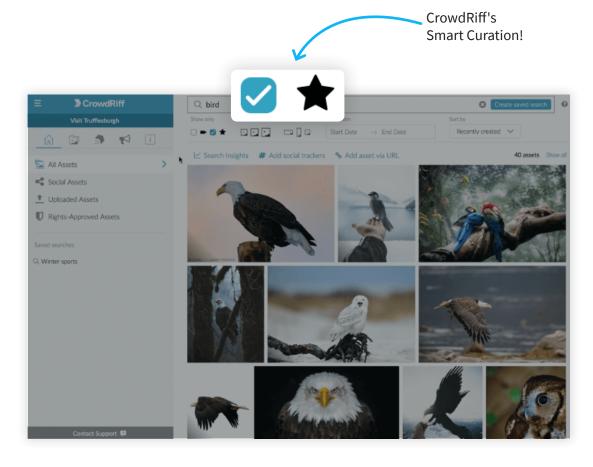
**Final product** 

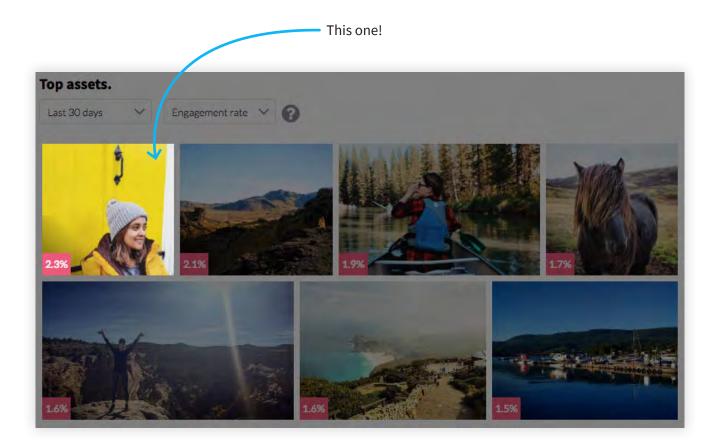
### CHOOSING YOUR IMAGERY Easily surface the best visuals for your ad creative

Let's say bird-watching season is approaching, and you're looking for some compelling shots of regional birds use in your Facebook ad campaign.

But you have hundreds of bird photos in your collection, thanks to the avid bird-watching community's enthusiasm towards sharing photos. How do you know which ones are going to perform the best in an ad?

In CrowdRiff, it's as simple as a click. CrowdRiff's Smart Curation feature surfaces your most compelling content, as graded with our AI technology, to narrow down your choices with content recommendations.





# Find your top-performing visuals and repurpose them in your ads

Every photo or video that you feature in an image gallery on your website, CrowdRiff tracks engagement metrics for. You can see how many views vs. clicks each asset gets, to understand which images travelers gravitate towards — and therefore find your best bets for your Facebook ad creative.

So the next time you're trying to find the best photo to promote your destination's budding brunch scene, you can simply go into your Restaurants gallery insights and see which breakfast plate proved to be the most clickworthy.

### Pinpoint imagery that resonates with travelers in your target markets

Perhaps you're making a big push this year to target travelers from, say, California. You want to know what kind of visuals speak to this demographic, so you can find the imagery that'll get them clicking through on your Facebook ads.

Because of CrowdRiff's integration with Google Analytics, all this information is at your fingertips.

You can see which of your website galleries Californian web visitors are visiting the most, which ones they're spending the most time on, and even which ones have the most impact on whether or not they request a visitor guide.

You might find that your Californian visitors prefer browsing pictures of your outdoors themed galleries the most. With that insight in mind, you can choose more photos of your national parks or forests when creating your Facebook ads.

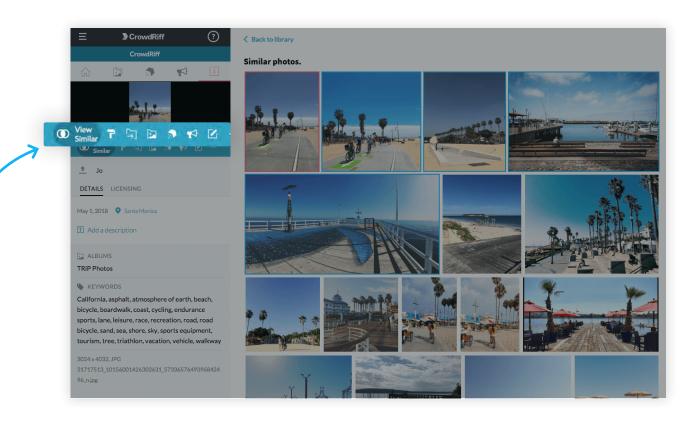
### Source imagery that showcases travelers from every demographic

If you're marketing to people in Korea, imagine if you could show Facebook ads that showed actual Korean travelers having a blast in your destination. Imagine if you could do the same for any nationality.

Since CrowdRiff brings in all the content your locals and visitors are sharing in your destination, you're going to have a library of visuals at your fingertips that directly represents your audience. Using CrowdRiff allows you to get a more diverse range of imagery.

- "We do marketing in a lot of specific countries with Destination Canada and our partners in [other] countries. Being able to give them [visuals] that specifically showcase people that have visited from those countries, being able to break that barrier, is invaluable."
  - Chelsey Harasym,
     Social Media Coordinator,
     Hornblower Niagara Cruises



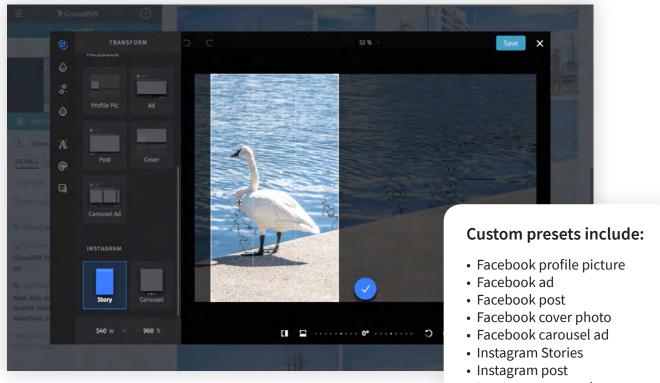


### Source a cohesive set of campaign visuals in one click

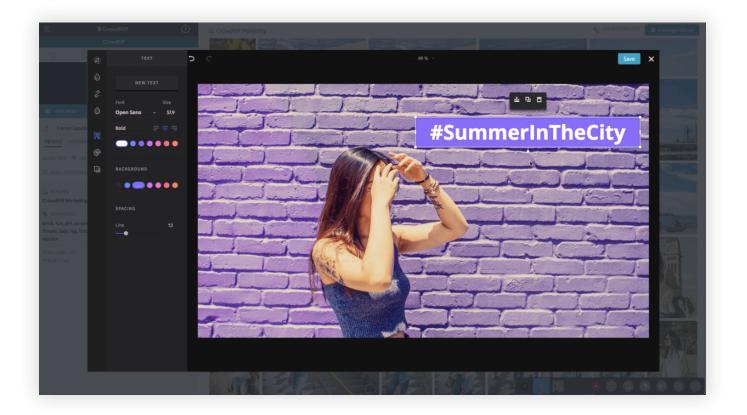
Let's say you're running a beach-themed carousel ad campaign and you've found the perfect image that will anchor your ad. With a click of a button, CrowdRiff will find you additional photos similar to the one you chose, so you can run the campaign with a variety of photos that are thematically consistent. EDITING

### Easily crop photos for Facebook and Instagram formats

It can be a real pain to resize and prepare photos for the different ad formats available on Facebook and Instagram. However, in CrowdRiff, when you find the photo you want, without having to leave the platform, you can crop your photos into custom preset formats in addition to any custom size you choose.



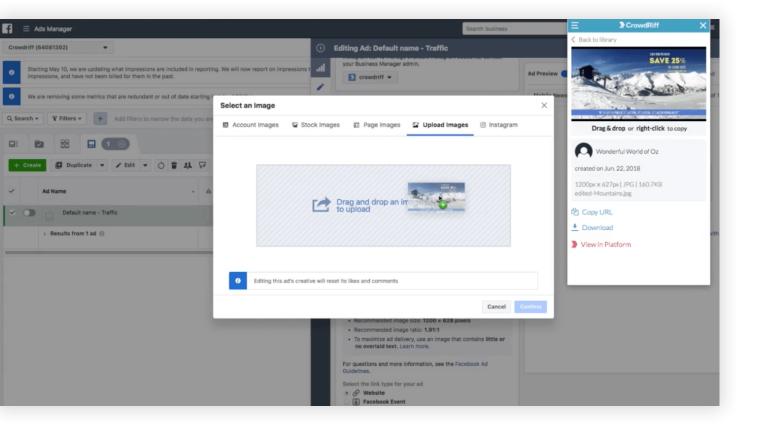
Instagram carousel



#### **EDITING**

### Add campaign slogans, hashtags, and messaging to your images

Often, an image needs an additional element to make it ad-ready. It could be your brand's tagline or an important call to action. Again without even having to leave CrowdRiff, Our simple interface makes it easy to add text, size it to the right dimensions and style text to fit your brand guidelines.



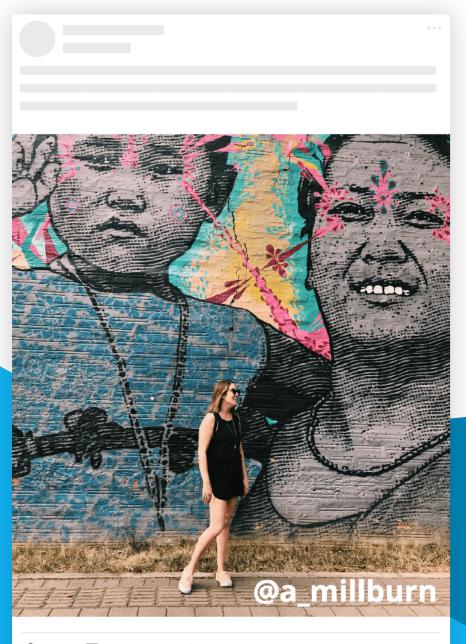
#### **PUBLISHING THE AD**

### Drag and drop any visual straight into Facebook Ads Manager

Any image you have rights to in CrowdRiff can added into your Facebook Ads Manager in seconds – without the hassle of downloading and re-uploading. Easily drag-and-drop photos and video creative directly from CrowdRiff into your Facebook Ads Manager using CrowdRiff's Sidekick for Ads extension.

Better Facebook ads using CrowdRiff

## The final product! 🎉







Comment

A Share



Visit Indy Sponsored · 🕲

When trip planning revolves around making every meal memorable

🖒 Like

A Share

#### CASE STUDY



How Visit Indy achieved 3X stronger click-through rates on Facebook Ads with persona-based UGC videos.

The UGC-powered campaign resulted in:

1.15% 2.2%

Facebook clickthrough rate Facebook clickthrough rate with

UGC video

**3X** 

D Like

Higher overall clickthrough rates

Today, all their active Facebook ads feature UGC imagery sourced from CrowdRiff.



C Comment

"We're not getting any more money for our advertising, but our annual goal keeps increasing. When we see UGC bringing in more clicks and impressions that is a direct reflection of what we're going to choose to do in the future. We're always looking to do more of what's working, and right now UGC is working."

— Christine Zetzl, Senior Marketing Manager, Visit Indy

#### Background

Visit Indy is the official tourism marketing corporation for Visit Indianapolis. In an effort to do more with less, the DMO went in all digital for their ad strategy. They used rights-approved UGC to create custom video ads for each of their nine personas, and A/B tested different formats until they found one that hit home.

#### **Key Benefits**

- Getting rights to authentic imagery to use in ads in order to connect with each persona.
- Increasing ad engagement ads from travelers.
- Optimizing their ad buy towards what's working and have an endless stream of visuals to feed that.





# **About CrowdRiff**

CrowdRiff is an AI-powered visual content marketing platform that enables marketers to discover, deliver, and organize top-performing visuals across every channel, including website, social media, print materials and digital ads.

We help over 600 travel and tourism brands optimize their campaigns:

- User-Generated Content: Use CrowdRiff to source, track, and get the rights to earned visuals
- Digital Asset Manager: Store your earned and owned visuals together where you can easily organize, sort, and search them
- Publish Your Campaign Visuals: Put them to use on your website, implement trackable CTAs, and access analytics for your visual content









