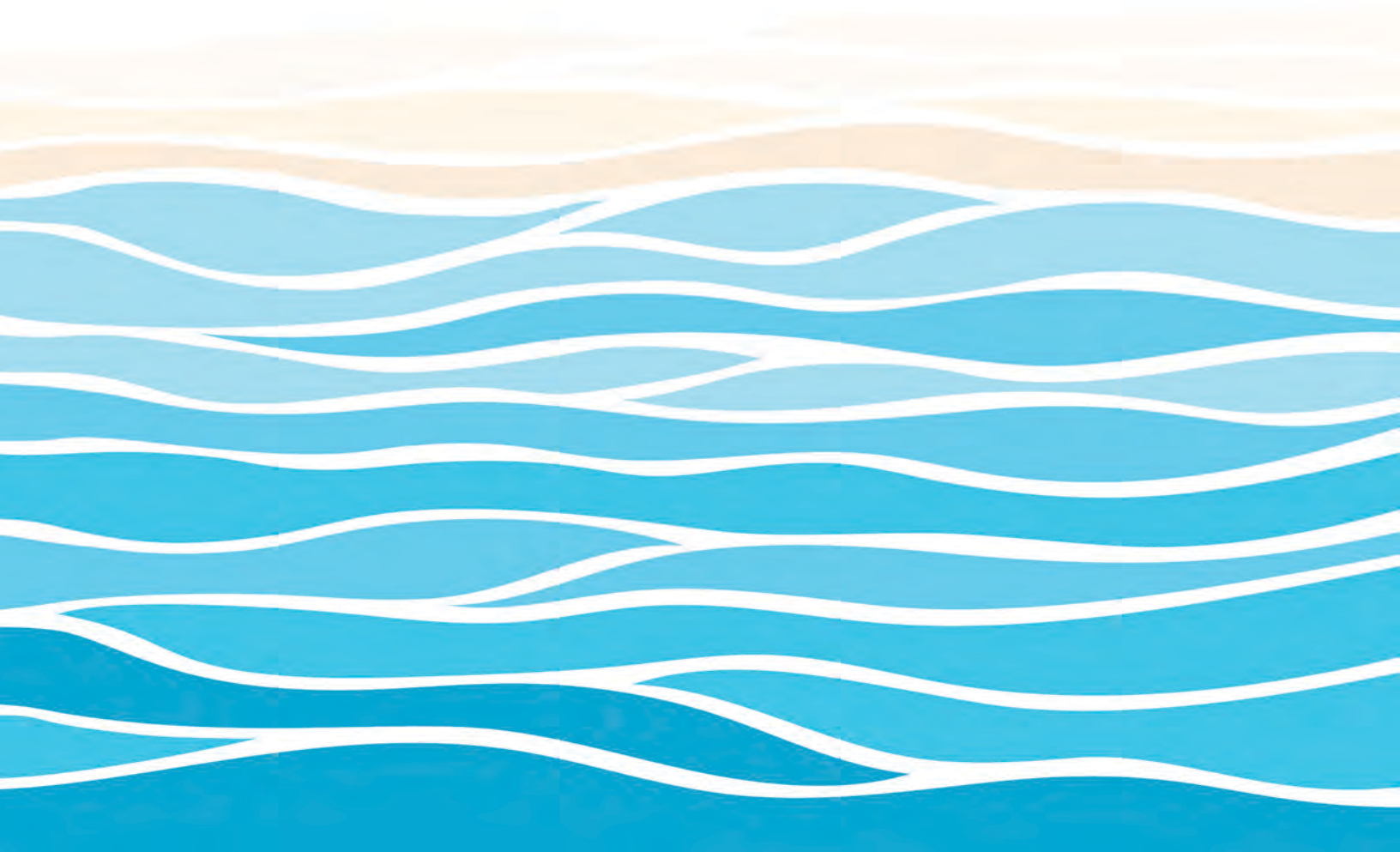




ADVERTISING GUIDE

JOIN THE NATION'S LARGEST TOURISM WEBSITE



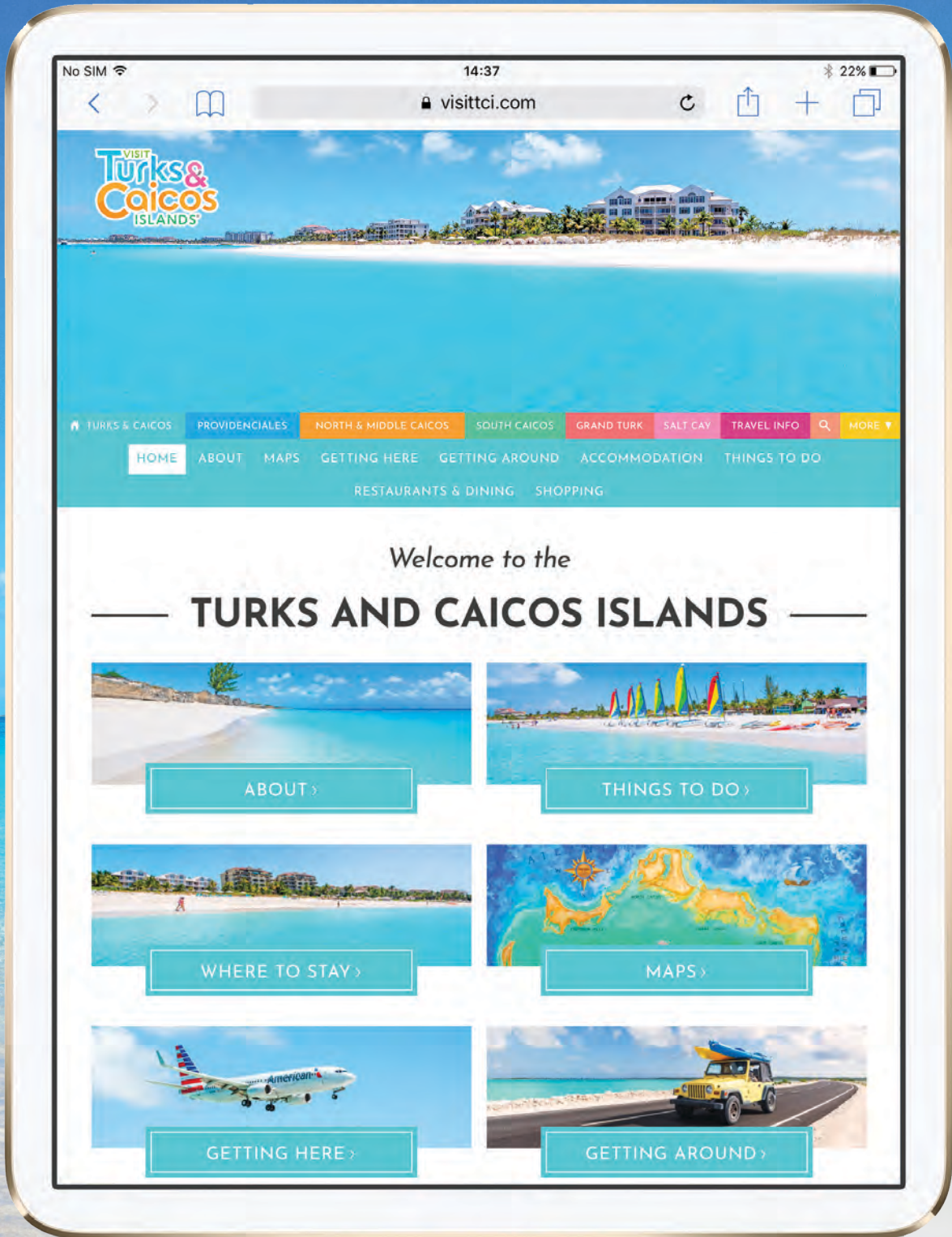
The nation's tourism website

Visit Turks and Caicos Islands (www.visittci.com) is the premier tourism website for these *Beautiful by Nature* islands.

Our website was started with one goal in mind: create the best travel information resource for the Turks and Caicos.

Today, our site has more than 1,100 pages and 6,000 unique photos, and dozens of beautiful maps on everything that makes the Turks and Caicos an incredible vacation destination.





- TURKS & CAICOS
 - PROVIDENCIALES
 - NORTH & MIDDLE CAICOS
 - SOUTH CAICOS
 - GRAND TURK
 - SALT CAY
 - TRAVEL INFO
 - MORE
- HOME
 - ABOUT
 - MAPS
 - GETTING HERE
 - GETTING AROUND
 - ACCOMMODATION
 - THINGS TO DO
 - RESTAURANTS & DINING
 - SHOPPING

Welcome to the TURKS AND CAICOS ISLANDS



ABOUT >



THINGS TO DO >



WHERE TO STAY >



MAPS >



GETTING HERE >



GETTING AROUND >

Largest audience

An advertising venue can be defined by its audience, and Visit Turks and Caicos Islands has realized the largest viewership of any Turks and Caicos information resource. Over the last year, our site has had more than 3 million sessions.

Our massive reach is exemplified by real-world evidence. In March of 2022, a survey was held in Grace Bay by an independent company and the results showed that 89% of visitors surveyed had used our website when planning their vacation.



89%

**of visitors to Providenciales used
VisitTCI.com in planning their trip**

176,000

Monthly Unique Users

77%

Share of traffic from U.S.

Traffic data from Google Analytics, September 1 2021 - August 31 2022. 89% taken from survey conducted by Progression Sales and Marketing in Grace Bay during 10-14 March 2022 in Grace Bay, Providenciales.

Largest website

Visit Turks and Caicos Islands features the largest online collection of curated Turks and Caicos content. Our broad range of content attracts interest across demographics and regions, and is often referenced to by other international publishers.

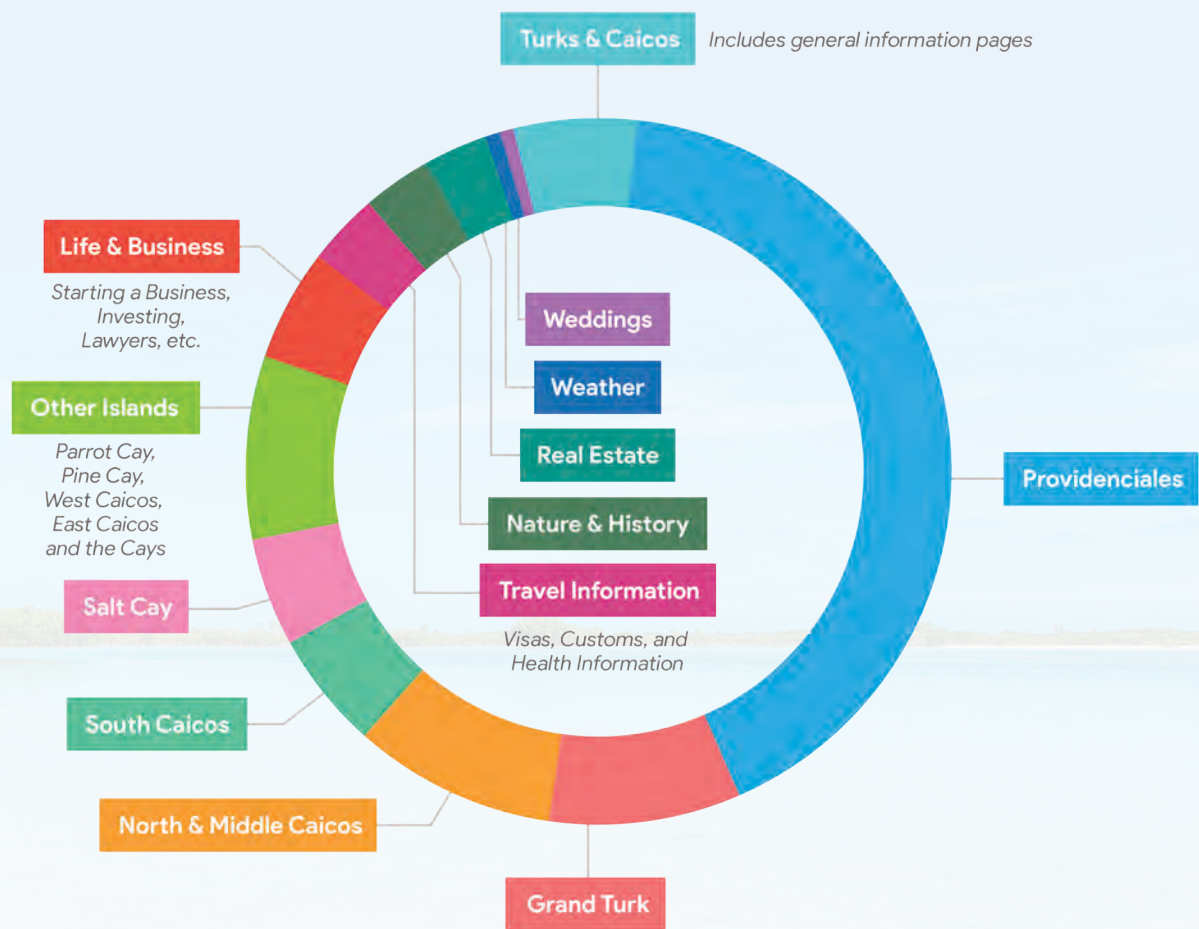
Our content spans core subjects such as accommodations, dining, and attractions, yet also branches out to essential information on destination weddings, real estate, residency, and investment in the islands.



1,109 Pages

6,153 Photos

Our Website Content Distribution



A better advertising solution

Visit Turks and Caicos Islands features a unique and multi-faceted advertising system that was created specifically for the country and our website, and can't be found elsewhere.

Foremost is our unique *Featured Block* ad, which is a large format element that supports a photo or video, with adaptable styling and action buttons for destination website links, a phone number, email address, and social media. The *Featured Block* is responsive and adapts to varying screen sizes, be it phone, tablet, or large desktop monitor.

Another key element is our ability to list businesses on pages, with high degrees of relevance. Our accommodation listing elements allow potential visitors to easily and quickly find available properties and rates.

At our sole discretion, we may feature advertisers in our editorial content, such as through the use of photographs or in article text.



Unique Multifacted Approach

Example VisitTCl.com Webpage

VISIT
Turks & Caicos
ISLANDS

Turks and Caicos
HOTELS & RESORTS

ROYAL BAY

GRACE BAY RETREAT

TURQUOISE DREAM

T

Find Your Perfect Resort

The pool at the Sea Grape Resort.

AN AMAZING ALL-INCLUSIVE EXPERIENCE

Listings
(always shown)

Editorial
content

Featured Block
ad embedded
in content with
direct links
(in rotation)

Better ads than the competition

Our primary ad product is our large panoramic *Featured Block*. With this larger-format ad product, you have more space to sell your business. Large-format ads can increase ad recall by 120% when compared with small-format ads. †

Ad placement is typically within page content, ensuring that visitors don't just scroll past them. Moreover, ads are limited to one per page.

The advertisement is a large panoramic block with a dark background. At the top, there is a collage of six images: a beach, a small plane, a lagoon, donkeys, a road, and a coastal view. Below the collage is the company logo, a headline 'An Incredible Island Adventure', a paragraph of text, two call-to-action buttons ('Learn More' and 'Email Us'), and social media icons for Facebook, Instagram, X, and YouTube.

Use a photo, montage or 16:9 video

Include a logo (optional)

Up to 4 action buttons, including Call Now

Up to 8 social media destinations

Custom colors, 900+ fonts, adjustable sizes, borders and backgrounds



Visit Turks and Caicos Islands
Featured Block Ad

1024 × 700

Compared with Google Display Ads

Sizes are actual relative sizes to our Featured Block Ad

Google Leaderboard - 768 × 90

Google
Medium Rectangle
300 × 250

Google
Large Rectangle
336 × 280

Our ads are not blocked

Estimates of ad blocker usage vary from 21% to 47%, depending on whether data analyzing traffic or surveys amongst web users is used. That's a lot of potential customers.

The proprietary ad system used on VisitTCI.com, which was developed in-house, means that our ads aren't blocked.

Just another reason why our advertising is different than the competition.



Over 763 million devices globally have an ad-blocker installed.

Mobile ad-blocker usage increased 64% between 2016 and 2019.

21% to 47% of all web users globally use an ad-blocker.

PageFair 2020 Report and GlobalWebIndex 2018 Data



We reach the right audience, at the right time

Visit Turks and Caicos Islands is truly comprehensive in content, and is often the first website found when potential visitors search online.

We're the top search result in Google for more than 1,400 relevant Turks and Caicos keywords.†

We reach visitors throughout their vacation cycle, from the earliest stages of curiosity and planning, to actively during their stay.

With alternative advertising venues, such as print, it's likely far too late in the lifecycle of a vacation to be effective. Chances are that when a visitor sees a glossy two-page advertisement spread in a magazine on their flight down to the Turks and Caicos, their accommodation, transportation, and activities have already been arranged.

“As booking nears and users are exposed to more advertising, recall declines as much as 44%, illustrating that timing is everything and advertisers should target travelers early in the booking path in an effort to influence decisions.”

Expedia Market Research



How our advertising platform works

Visit Turks and Caicos Islands does not use a cost-per-click (CPC) model. Instead, we offer ad campaigns based on an advertising tier (spend), which incorporates listings and large format ads.

Listings are always shown on relevant pages, and are ordered by the overall advertising spend of that business.

Ads are limited to one per page, and are expansive and responsive. Ads are shown in rotation, and ad frequency (how often an ad appears on a page) is determined by an advertiser's share of overall advertising spend on a page or category. For example, if three businesses are advertising on a particular page, and each business spends the same amount, each business's ad will appear one third of the time.



Advertising Tier	Targeting
\$950/month	Accommodation Pages
\$1150/month	Accommodation and Providenciales Pages
\$1450/month	Sitewide (including Accommodation and Providenciales)



The benefits of direct bookings are undisputed

There are many advantages to properties when guests book direct, foremost of which is of course the savings on commissions. Traffic from Visit Turks and Caicos Islands is directly referred, with no additional commissions or costs beyond our flat advertising rates.

Customers are now more willing to book direct with hotels than before, but they need to first find the hotel's website.

When guests book direct, hotels have more control, and have a heightened ability to promote specials, upsell, and foster repeat stays.

Payment security is one of the top three concerns that customers have when booking direct.† A customer finding your site through an authoritative site such as Visit Turks and Caicos Islands helps to mitigate any such concerns, and reassures customers that they are in good hands.

† Data from HospitalityNet



“In 2019, only 11.8% of bookings were made directly.

In 2021, this figure climbed to 21.5%, an increase by 82% in two years.

In the first quarter of 2022, the share of direct bookings was on average 19.3%, which indicates that booking directly remains significantly more popular than was the case in 2019.”

Cubilis Research



Trusted and authoritative

Visit Turks and Caicos Islands is the largest source of curated Turks and Caicos travel information, and our authoritative content has been referred to and used by a number of the best-known print and online publications.

We've assisted dozens of magazines, newspapers, and other publishers from around the world promote travel to our islands by providing photography and information.



Condé Nast
Traveler

lonely  planet

ELLE

EFE:

style

Bild

Forbes

Southwest 

THE  TIMES

AFAR

Fodor's

 NATIONAL
GEOGRAPHIC

 **GLOBO**

 **weekend**

magasinet
REISELYST

 **USA
TODAY**

The Telegraph

Boston
MAGAZINE

**ISLANDS
MAGAZINE**



Key advertising terms

1. No time commitment is required. Advertising billing is on a month-to-month basis.
2. Billing is post-paid, monthly. Upon receipt of the first invoice, a business has the option to cancel (without charge) if they weren't happy with performance.
3. Editorial content is included or removed entirely at our own discretion and does not form part of our advertising services. Editorial content may simply be an additional benefit to our advertising businesses.


Full advertising terms and conditions can be found on our website:
business.visittci.com/advertising-terms



Next Step

 business.visittci.com/signup

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