

EFFECTIVELY REACH TARGETS THAT SPEND

Weaver Official Publications delivers proven, measurable results by providing:

- 📌 Customized opportunities that meet your specific advertising needs
- 📌 Highly focused, well-defined audiences
- 📌 Targets that are affluent, educated and likely to spend
- 📌 Customer influence at key decision-making times

NATIONAL TRANSPORTATION STATISTICS FOR READERS OF OFFICIAL VISITORS GUIDES

Weaver Official Visitors Guides Are Widely Seen and Used

- Official Visitors Guide readers book transportation with the guide

8% of readers who fly to town use the guide to make decisions about airlines

20% of readers who rent transportation use the guide to make decisions about cars, limousines and town cars

- Your ad in the Official Visitors Guide will get noticed

90% of readers find the advertisements somewhat to very useful

Source: Independent Quantitative National Survey of those requesting Weaver Official Visitors Guides, March 2003.
By A.J. Lemer Market Research, Inc./Surveybooth.com

Official Visitors Guide Readers Travel

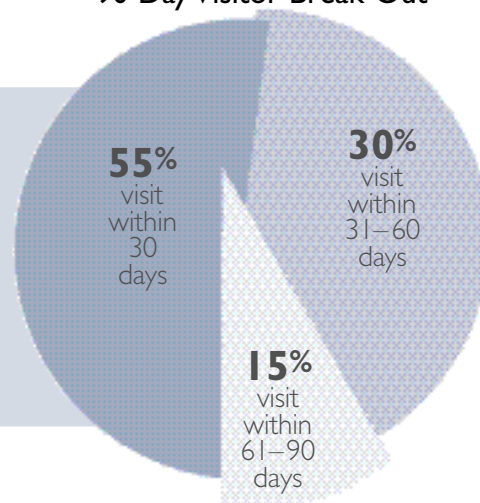
- Official Visitors Guide readers visit

52% the city within the first 90 days after receiving the guide.

Of those visitors:

30% additional visitors plan to visit the city within 90–150 days

90 Day Visitor Break-Out

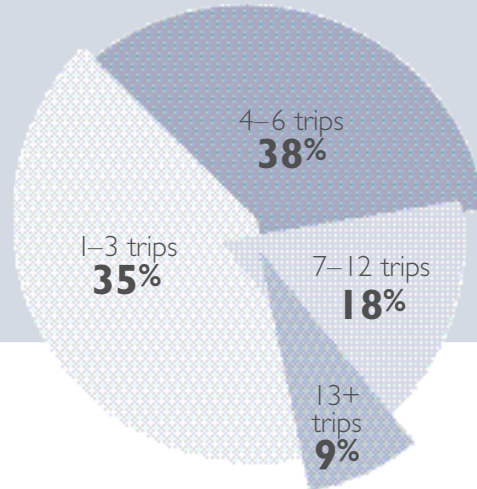


- They stick around

8% one night **18%** two nights **22%** three nights **52%** four nights and up

- They travel often, so you build repeat business and brand loyalty

Frequency of trips taken in the last 12 months



Official Visitors Guide Readers Are Affluent

- Official Visitors Guide attracts the visitor you want

- 83%** leisure travelers
- 90%** attended some college through post graduate
- 85%** professional/managerial/technical

HOUSEHOLD INCOME \$60K AND UP

\$60,000 to \$74,999	16%
\$75,000 to \$99,999	19%
\$100,000 to \$149,000	18%
\$150,000 or more	9%

READERSHIP AGE

25 to 34	18%
35 to 44	26%
45 to 54	31%

*Source: Independent Quantitative National Survey of those requesting Weaver Official Visitors Guides, March 2003. By A.J. Leimer Market Research, Inc./Surveybooth.com