

Reach travelers with maximum efficiency

Destination Marketing Organizations face the challenge of reaching the right audience on linear and connected TV, and captivate potential travelers to explore their destination. Simulmedia helps DMOs reach the ideal travelers as efficiently as possible, and outshine competing destinations.

Achieve TV advertising success, enhance reach, engagement, and impact with Simulmedia.



Key benefits

To boost destination marketers' TV campaigns, Simulmedia guarantees efficient reach to a well-defined traveler audience. With our TV+ Advertising Platform, we connect you to high-response strategic audiences on linear, streaming, and gaming platforms, achieving business goals with certainty and efficiency.

Target travelers with precision

Go beyond basic demo and hone in on high-propensity traveler audiences. We guarantee linear and connected TV impressions on strategic traveler audiences.

Efficiently scale year-round

Patented algorithms optimize reach, combining forecasts, rates, and inventory for cost-effective scaling. With 97% spot request clearance, TV+ ensures efficient peak-season scaling.

Research competing destinations

TV+ empowers destination marketers with free competitive benchmarks to help them stay ahead of other destinations, comparing audience reach, cost-per-reach, and campaign insights.

Average Daily Viewing Time

4 hours, 26 minutes

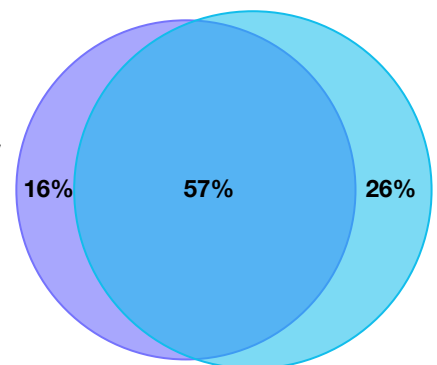
Total time spent viewing ad-supported Linear TV and Streaming/CTV

■ Linear TV ■ Streaming/CTV



Cross-Channel Household Distribution

■ Linear TV
■ Streaming/CTV
■ Duplicated



Audience Definition

Define a precise, high-response travel audience to locate on linear and connected TV.

Maximize each creative's potential

Simulmedia's AI algorithms generate tailored media plans for each lifestyle-centric creative, ensuring efficient delivery to the right audience at the right time.

Answer your toughest questions

Explore campaign data for valuable insights. Simulmedia provides destination marketers with custom views, benchmark data, and answers to key questions, all aimed at proving TV's value for business outcomes.

Case study

In 2021, NY Tourism partnered with Simulmedia to rekindle post-COVID tourism. Simulmedia's solution targeted A25+ leisure travelers interested in sightseeing, culture, and cuisine. The campaign **successfully drove 28K+ NYCgo.com incremental visits, at a very efficient cost-per-visit**, while TV+ enabled precise measurement of site visitors attributed to the TV campaign.

	Brand	Competitor
P2+ Reach	35.4M	16.2M
Audience Reach %	7.5 %	5.7 %
Audience Reach ⓘ	1.59M	1.2M
Unique Reach ⓘ	1.35M	963K
Average Cost per 1k Reached	\$444.00	\$1,099.00
Average Frequency	2.1	1.2

Compare your target audience reach and cost-per-reach with competing destinations.

For illustrative purposes only

CLIENTS WE'VE WORKED WITH



Chart destination marketing success: set sail with Simulmedia

From strategic audience targeting to competitive benchmarking, Simulmedia equips DMOs with efficient and effective campaigns, delivering tailored messages to the right audience at the right time. Our managed services team ensures maximum reach, and our advanced technology guarantees campaign success.

With Simulmedia, DMOs navigate TV advertising complexities, proving its value for their business outcomes. Reach out to us on simulmedia.com/request-demo or contact info@simulmedia.com.