



HERRMANNGLOBAL



Strategic Tourism Marketing With
with 50 years of Experience

#StoriesThatMatter





WHO WE ARE

Herrmann Global is an innovative branding, marketing, and publishing think tank located in the heart of the Rocky Mountains. We live and breathe our passion for experience-based travel by helping lesser known global destinations develop plans and tactics to amplify a unique and superior visitor experience.

WHAT WE DO

We create meaningful content for our clients by utilizing their unique stories that make a bonding impact with travel audiences. We utilize the latest technology in paid digital and social media to connect these deep stories with an audience that is most likely to visit the destination using our travel platforms Visit USA Parks and Untraveled.

“Herrmann Global has been an excellent written/video content creation and distribution partner for the Arizona Office of Tourism. We’re so happy with the quality of their content, strategy and performance.”

Jamie Daer, Arizona Office of Tourism

OUR PLATFORMS



FOCUS: Content platform designed to develop awareness of medium and small destinations along USA park road trip routes. Providing the best travel planning resource, such as best-kept secrets, scenic drives, and detailed itineraries. Multi language support in English, French, Spanish, German, Italian, Chinese, Japanese.

AUDIENCE: Domestic and international (FIT) road trip travelers. Outdoor enthusiasts. History and Culture.

STATS:

2 million globally average monthly reach
75k followers across all platforms
Connections with travelers in **42 countries**

@visitusaparks

visitusaparks.com



FOCUS: Content platform and social app designed to help travelers increase their positive impact on destinations and connect with local communities that are uncrowded, lesser known, and undiscovered. Provide messaging to travelers about the impact of sustainable travel by respecting culture, environment, and social impact.

AUDIENCE: Adventure enthusiasts, cultural explorers, and digital nomads seeking experience, lasting connections, and purpose while visiting unique destinations.

STATS:

200 million millennial travelers in 2019
87% looked to social media for inspiration on their next travel experience
72% would increase spending over experience

@untraveledworld @untraveled

untraveled.com

WE’VE SERVED OVER 100 BRANDS INCLUDING:



OUR HYBRID APPROACH

Connecting with Domestic & International Travelers

RESEARCH & STRATEGY

- Destination assessment
- Content audit
- SEO analysis

CREATE MULTILINGUAL STORIES

- Visual assets
 - Photos + authentic videos
- Inspirational content
 - Stories about the destination's history, culture, and in-destination experiences
- Trip-planning content
 - Unique itineraries for niche audiences
- Native language optimization for international campaigns

DISTRIBUTE & AMPLIFY

- Facebook and Instagram posts and retargeting ads
- Google Ad Words
- YouTube pre-roll ads

“Herrmann Global helped me develop a strategy to engage with a responsible outdoor audience and gain international attention. Their team has been amazing to work with, especially with creative ideas and attention to detail.”

Kelly Kirkpatrick, Mesa Verde Country

HOW WE MEASURE SUCCESS

After campaign completion, we report on KPIs, provide insights, and make recommendations for future campaigns.



SERVICES FOR EACH STAGE OF THE TRAVEL CYCLE

- DREAM**
Inspirational Content Development
- PLAN**
Travel Planning Itineraries and Guides
- BOOK**
Integration Of Tour Operators and/or Bookable Packages
- TRAVEL**
Product & Destination Branding
- SHARE**
Online Listening
- TRANSFORM**
Sustainable Travel Stewardship



“Fossil Basin has worked with Herrmann Global for five years. Their advice to invest into a robust digital strategy has transformed the way we market to the Yellowstone audience. These are the best tourism years our region has ever recorded. We love seeing the results to the benefit of our community.”

Scott Sargent, Fossil Basin Promotion Board

PACKAGES (\$5K - \$50k)

PACKAGE 1: Domestic Campaign

- Domestic Road Trip Audience
- Families, Couples, Outdoor Enthusiasts, Cultural Explorers

PACKAGE 2: Hybrid Campaign (50/50 Domestic/International)

- Domestic Road Trip Audience
- Foreign Independent Travelers - Europe/South America/Asia/Oceania

PACKAGE 3: Full International Campaign

- Foreign Independent Travelers - Europe/South America/Asia/Oceania
- Combination of 1-5 Markets

PACKAGE 4: Booking Optimization Package for Attractions & Tour Operators

- Leads From Booking Requests
- Online Booking Integration
- Facebook, Google PPC, Visitor Targeting



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