



HERRMANNGLOBAL

Tourism Insights & Marketing

**We believe
travel
can change
the way we
see the world.**



VISIT USA
PARKS



UNTRAVELED
UNFOLLOW THE CROWD

WHO WE ARE

Herrmann Global is a leading tourism insights and marketing agency utilizing the latest digital technologies along with authentic storytelling to create cost-effective campaigns for global tourism brands that inspire sustainable and meaningful travel.

WHAT WE DO

We create impactful content that tells our clients' unique stories, forging connections with travel audiences. Using Herrmann Global Tourism Insights, along with the latest paid digital and social media technology and tactics, we strategically connect destination stories with their ideal visitors through our travel brands, 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 BRANDS



FOCUS: Designed to develop awareness about towns and attractions near public lands and along US national park road trip routes, Visit USA Parks puts destinations around the country on the map. Provides detailed itineraries and valuable insights to help travelers have authentic and meaningful experiences.

2M global avg. monthly reach **125k** followers across all platforms **72** countries and counting

@VISITUSAPARKS VISITUSAPARKS.COM



FOCUS: Designed to inspire responsible and meaningful international travel, Untraveled empowers travelers to make ethical and sustainable choices that have positive impacts on destinations and local communities. Provides messaging about socio-cultural, economic, and environmental impacts of travel.

275k global avg. monthly reach **52k** followers across all platforms **145** countries and counting

@UNTRAVELEDWORLD UNTRAVELED.COM

WE'VE SERVED +100 BRANDS, INCLUDING:



Our Holistic Guide to Digital Transformation

Connecting destinations with their ideal visitor



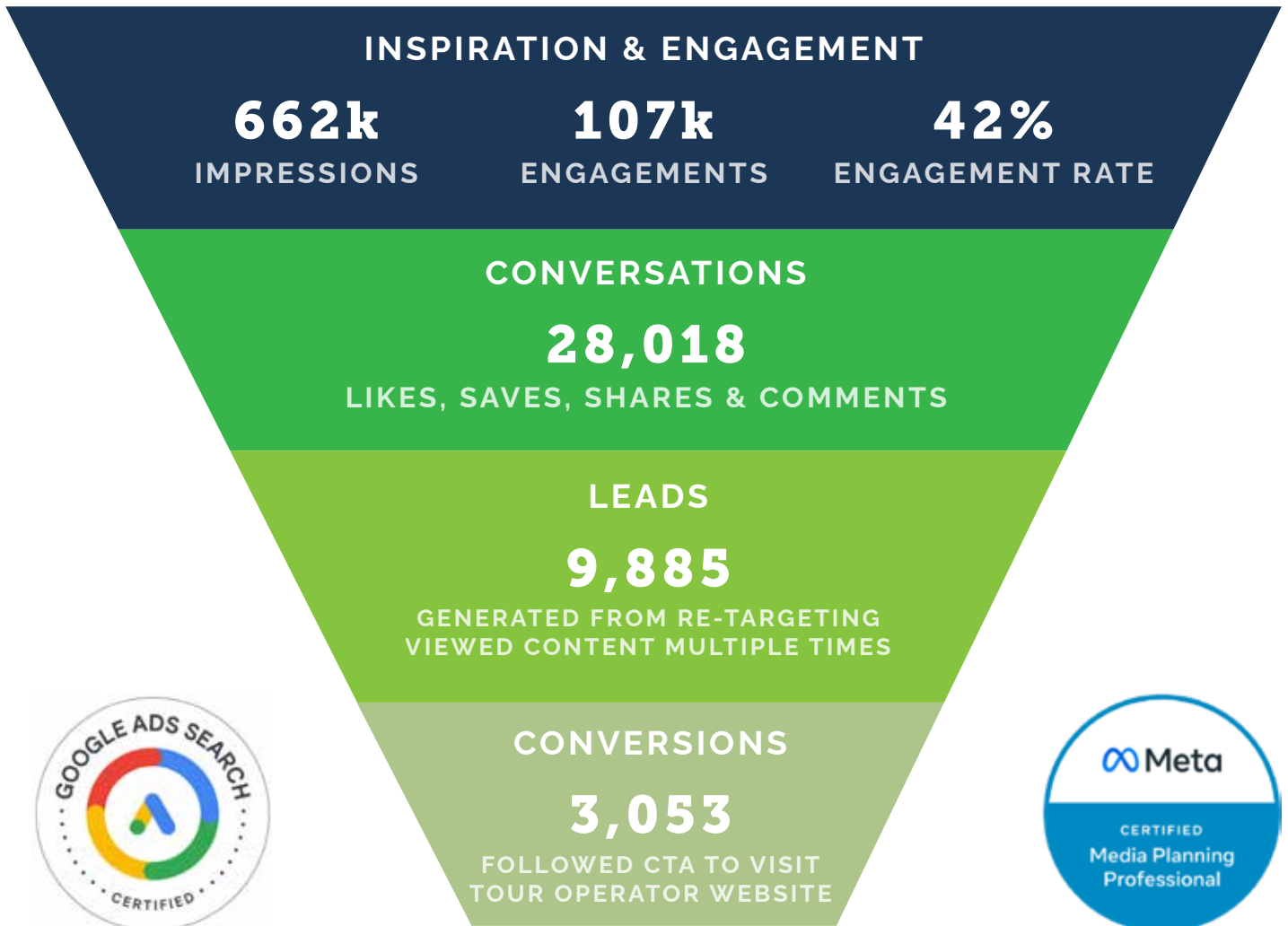
- RESEARCH
- CREATE
- PARTNER
- DISTRIBUTE
- TRANSFORM

 Your journey begins here!

Elevate your strategy and reach peak performance through collaboration and industry leading methods. With multiple routes and services, our team will guide you along a path to attract your ideal visitor.

HOW WE MEASURE SUCCESS

After campaign completion, we report on KPIs, provide insights and make recommendations for future campaigns. Based on our methodology, content optimization process, and tour operator partnerships, we are able to refine and develop an audience that has the highest propensity to visit your destination.



When evaluating campaign success, we closely monitor engagement as a key indicator. Our standard engagement rates for targeted social campaigns are between 20% and 30%, compared to industry averages between 10% and 20%. We regularly meet and exceed these metrics due to our ability to define a highly relevant audience for your destination.



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 COUNTY

OUR PACKAGES

(\$5k - \$50k+)

PACKAGE 1: PAID SOCIAL CAMPAIGN

- Three custom social posts on Facebook and Instagram
- Two rounds of retargeting advertisements
- One language translation (German, Italian, French, Spanish, Portuguese, and others upon request)

PACKAGE 2: DESTINATION STORY

- One inspirational or itinerary-based story creation
- Highlight the best 2-3 days in your destination
- Includes Paid Social Campaign Package

PACKAGE 3: AMBASSADOR VISIT

- 2-4 days experiencing your destination to create an inspirational story
- Photography and video clip creation
- Includes Paid Social Campaign Package

PACKAGE 4: HERRMANN GLOBAL TOURISM INSIGHTS

- Travel Sentiment Analysis
- Organic Search Analysis
- International Visitation Volume and Economic Impact

PACKAGE 5: TRAVEL TRADE REPRESENTATION

- Destination representation at major industry trade shows
- Dedicated appointment management
- Stakeholder workshop on receptive contracting

PACKAGE ADD ONS:

- 2 min. feature film production
- Google PPC Ad Strategy
- YouTube Pre-Roll Ad Strategy
- Pinterest Promotion Strategy
- Additional Inspirational or Itinerary-based story
- Additional Language Translations



Herrmann Global is without a doubt one of our favorite partners to work with. Their ability to deliver exceptional value and drive results through comprehensive strategies and campaigns is second to none. They are one of the first partners we go to when we need to innovate and raise the bar with our marketing. We highly recommend their work to anyone!"

SCOTT LARSON,
VISIT LARAMIE

SERVICEABLE MARKETS:

GER, FRA, UK, ITA, MEX,
CAN US, AUS/NZ.

*Additional available
upon request.