

# NEW ENGLAND VISITOR FUN MAP

2025/26

attractions • experiences

## NEW ENGLAND SUMMER MAP 2025/26

Ad Materials Deadline: April 30, 2025

### Ad Specs:

Back Panel	3" w x 7.75" h
Full Panel	3.25" w x 8" h
Half Panel	3.25" w x 3.75" h
Quarter Panel	3.25" w x 1.75" h

### Ad Package Includes:

- Full Color Display Ad  
(design assistance available upon request)
- Map Locator dot showing your location on the map

### Distribution Network Includes:

- Hotels throughout all New England states
- Metro Boston Attractions & Info Centers
- Major Shopping Destinations & Malls
- I-84, I-95, I-93 and I-91 Travel Corridors
- Transportation Centers & Rental Car Agencies
- National & Local Sport & Outdoor Retailers

### AUDIENCE

**The New England Summer Visitor Fun Map is distributed at over 1000 locations** with geographic coverage targeting drive market and in-market visitors during the peak travel months.

Travelers select a map from one of 1000 CTM distribution locations with intention... wanting recommendations from local experts to make informed decisions on where to go and what to do for fun in New England Summer.

In addition to your ad, your business is on the map with a locator point anchored to your exact location when visitors are planning travel routes and itineraries.

### VALUE

Map ads are budget-friendly. Regardless of the ad size you choose, your campaign includes printing, distribution, and exposure over an entire travel season.

Travel maps, guides and brochures have an extended marketing life.

**73% of visitors report sharing brochure information** with others.

**34% share** them **with three or more** people.

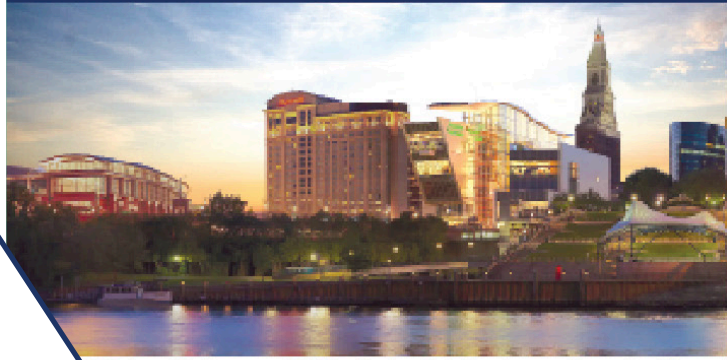
**68% hold on to their print** for the duration of their visit or beyond.\*

### CONFIDENCE

Maps are often the first moment of discovery for your business and drive visitors directly to your website and social media accounts.

**70% of visitors use travel brochures, visitor maps or guides for their trips;** even with access to digital technology.\*

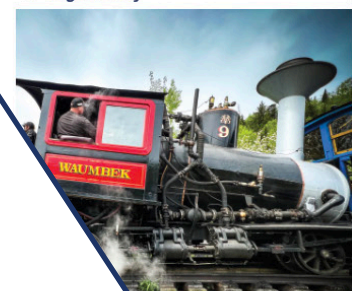
\* Source: 2022 Research undertaken by Visitor International in conjunction with Bentley University Center for Marketing Technology



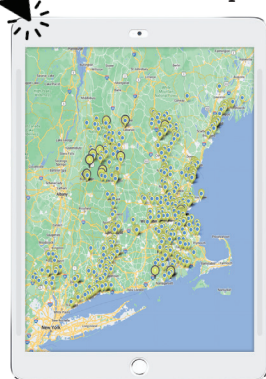
▼ Science Center ▼ Mt. Washington Auto Road ▼ Gloucester, MA



▼ Cog Railway



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Distribution Map



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visitorfun.com