

# National Park Visitor Audiences

Target US consumers who are looking to vacation in the US this summer and visit one of our stunning National Parks

Though the Covid 19 pandemic has taken its toll on the travel industry, there is still hope for tourism marketers. 76% are looking to travel more in 2021 than they did in 2020 and, even more encouraging, 60% hope to travel more than in 2019\*. US consumers are particularly interested in road & RV travel, with the key National Park state, such as California, Florida, Arizona & Oregon proving especially popular\*.

Thanks to our US tourism segments, Media Source Solutions can help you take advantage of the latest travel trends and run better performing marketing campaigns across a variety of channels.

\*Harvest Hosts



## Example Audiences



### Consumers in Market to Visit Arizona

Reach: 4.5MM

Grand Canyon National Park  
Petrified Forest National Park  
Saguaro National Park



### Consumers in Market to Visit California

Reach: 5.5MM

Pinnacles National Park  
Redwood National Park  
Sequoia & Kings Canyon National Park



### Consumers in Market to Visit Colorado

Reach: 580K

Great Sand Dunes National Park  
Mesa Verde National Park  
Rocky Mountain National Park



### Consumers in Market to Visit Utah

Reach: 5.4MM

Bryce Canyon National Park  
Canyonlands National Park  
Capitol Reef National Park  
Zion National Park

## Get started with our US Tourism Audiences

Whether you're looking for postal data, phone data, email data or digital data, talk to us today about your data needs.



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Contact: **Michele Volpe** Cell: **561-504-2699**  
Email: **mvolpe@mediasourcesolutions.com**

