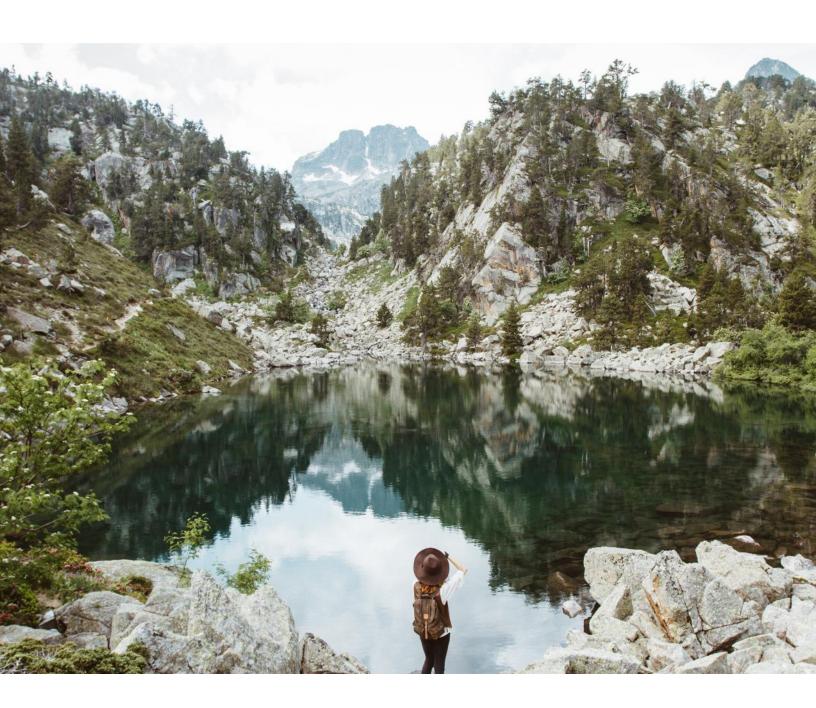
1000+ Facebook Ad Examples from Travel and Tourism Brands







Who is this eBook for?

- Travel marketers who want to stay ahead of the curve with Facebook ads.
- Agencies that work with travel brands to develop digital ads.
- Marketers at State-level DMOs, Tour Operators, and Resorts and Hotels who want to understand what their peers are doing.

How are travel and tourism brands using Facebook ads to attract travelers?

If you've ever wondered what sort of Facebook ads other travel and tourism brands are running, we're happy to tell you this: we've done the research, we've done the analysis, and we're presenting our findings to you in this eBook!

In the last week of June 2019, we used Facebook's Page Transparency Tool to find all the active Facebook ads that over 150 travel and tourism brands were running during that time¹. From our research, we were able to extract patterns and trends, and generate insights on how DMOs, Tour Operators and Resorts and Hotels are using this digital ad channel.

Browse through the ads your own brand is using, and get a better understanding of how your peers are serving up ads. See on average how many travel and tourism brands are using user-generated content, how many use video, what calls-to-action are most popular, and more.

Whether you're looking for new ways to use Facebook ads, or just want to stay informed with how the rest of the industry is approaching paid social, we hope this collection of ad campaigns and insights will help you think outside-the-box to get those travelers clicking! Enjoy the read.



Julia Manoukian Senior Content Marketing Manager CrowdRiff



Table of Contents

You can click below to jump to any section

Introduction	2
Snapshot of ad types and formats	4
Analysis: how are travel and tourism brands using Facebook ads?	12
State DMOs	15
Tour Operators	17
Resorts and Hotels	19
3 noteworthy Facebook ad campaigns	21
Facebook ad examples	25
State DMOs	25
Tour Operators	155
Resorts and Hotels	236
Using CrowdRiff for better Facebook ads	293
About CrowdRiff	305

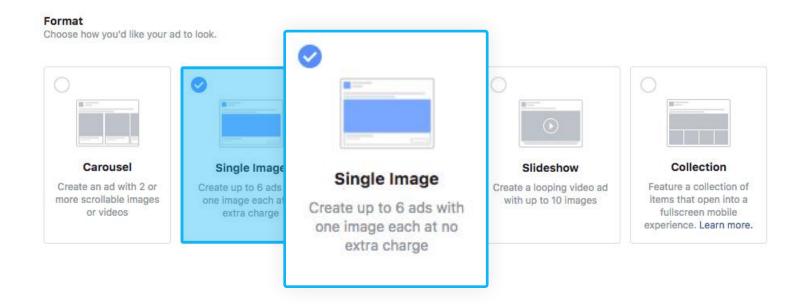
Snapshot of ads types and formats

First, let's take a quick look at the different types of ads you can create with Facebook, and how they differ.

Single Image

This is by far the most popular Facebook ad type travel brands are using. The single image ad is just that - your message coupled with an image below.

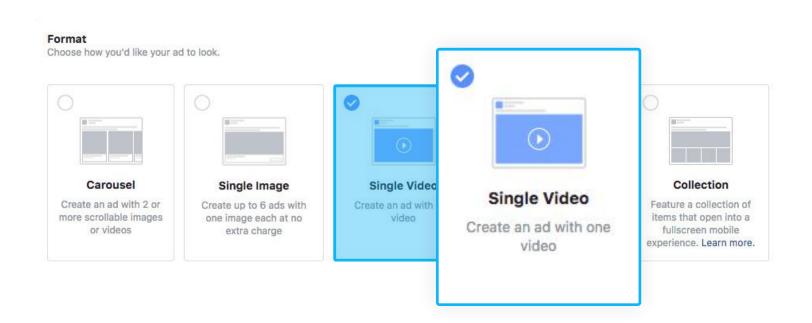
- A great place to put the spotlight on a photo that your own locals or existing travelers have taken in your destination.
- Most organizations put calls-to-action onto their images.



Video

Video ads are great for capturing short bursts of attention, and if you have something that is better conveyed with motion.

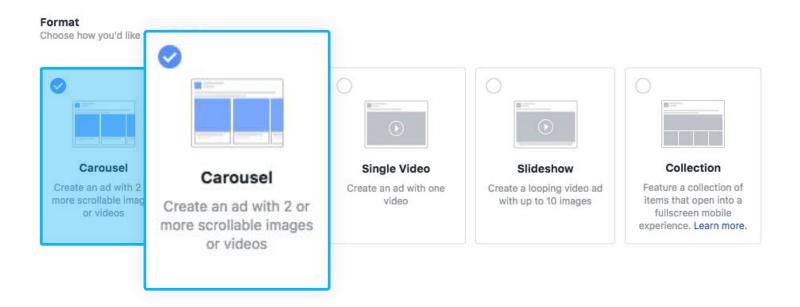
- Best used for content that can be conveyed without sound, like food or action activity videos (versus videos featuring a host talking to the camera).
- Captions are recommended as most people view videos in their feed without sound.
- On mobile, Facebook recommends keeping videos 15 seconds or less.
- Keep frames moving fast, so you can keep someone's attention longer by showing them more in less time.



Carousel

If you need to show multiple items at once, carousel ads are your best bet. Showcase up to 10 images or videos, allowing your audience to swipe and browse through.

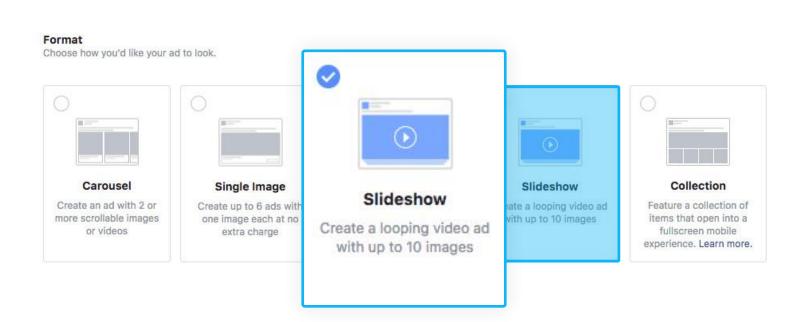
- You can choose to have Facebook optimize the order of your visuals, based on engagement.
- Many DMOs break up a panorama image into multiple squares.
- Most DMOs make their last image in their carousel a CTA.



Slideshow

Don't have time to put a video together? Upload 3 to 10 images and Facebook will create a looping video together in slideshow format.

- If you want to recreate the effect of a video ad without the work, this is your best bet.
- Upload pictures with captions, and you can recreate the typical video experience people get on Facebook.

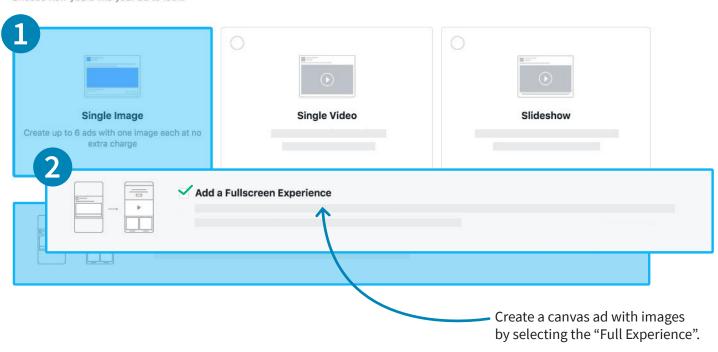


Canvas

Optimized for mobile, Canvas ads create a full-screen interactive ad experience for your audience. Within a Canvas ad, you can stitch together a variety of videos, photos, and add links and CTAs in multiple places. Viewers navigate through your ad by swiping up, down, left and/or right.

- Canvas ads are best for showcasing those places that are "best experienced in person," like sweeping views at the top of a mountain, or to take someone directly to your best ski slopes
- Load time is near instant.
- Facebook offers ready-to-use templates.

Format Choose how you'd like your ad to look.

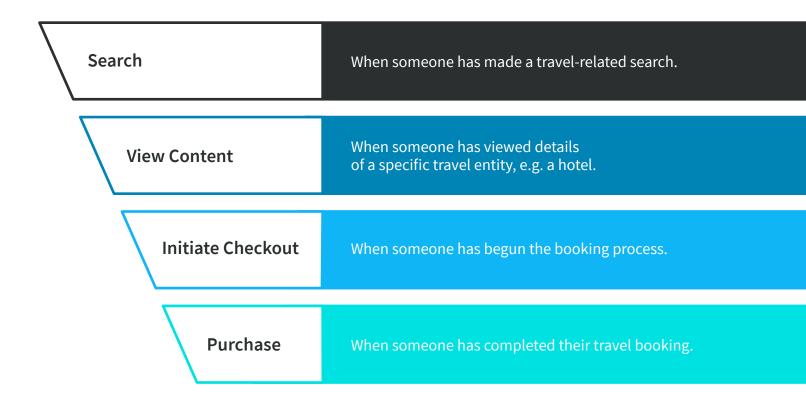


Travel specific Facebook ad products

Dynamic Ads for Travel

Dynamic Ads for Travel is Facebook's native solution for retargeting, where much of the targeting is automated, and set-up is minimum.

You upload a catalog of your products and offerings, create a template for your ads, and Facebook will dynamically insert images and details from the catalog to travelers, based on their actions:



Trip Consideration

Trip Consideration targets travelers... before they've even decided where they want to travel. For example, these will target Facebook users who browse several travel sites but only don't go any further than the homepage of those sites.

It targets travelers the stage before Dynamic Ads for Travel comes into play.

That means, the biggest advantage of Trip Consideration is getting to be the first destination on someone's mind. While a traveler is still deciding where to go, you can serve them an ad with an offer they can't pass up, and solidify your place as their next vacation spot.

UPPER FUNNEL

Trip Consideration

Has intent to travel but no clear destination intent.

"GO SOMEWHERE WARM & CHEAP."

MID FUNNEL

DAT for Broad Audiences

User has known destination intent but has not been to a website.

"BALI DESTINATION"

LOWER FUNNEL

DAT Retargeting

User has been to a website and or app.

"BEACH RESORTS IN NUSA DUA."

Analysis: how are travel and tourism brands using Facebook ads?

We looked at over 1000 Facebook ads from travel and tourism brands targeting the United States to bring you these insights. We analyzed every state DMO actively running ads at the time of the study. For other sectors, we chose a random sample from our internal database.

Here are the trends and patterns we found as to how State DMOs, Tour Operators, and Resorts and Hotels are using Facebook ads to speak to travelers.

The average number of active ads per travel sector:

State DMOs:

22

Tour Operators:

15

Resorts and Hotels:

14

Similar to last year, no State DMOs were serving ads that mentioned a deal or offer.

20%

of Resort and Hotel ads used UGC—the highest of all three sectors.

The number of travel brands not running ads at the time of our study (last week of June 2019):

State DMOs:

8

Tour Operators:

34

Resorts and Hotels:

15



Almost half of Resort and Hotel ads used "Sale/Deal" style CTAs—also the highest of all three sectors.

Tour Operators were the highest users of videos in their ads, at

37%.



Almost half of Tour Operator ads featured outdoor action in their visuals.

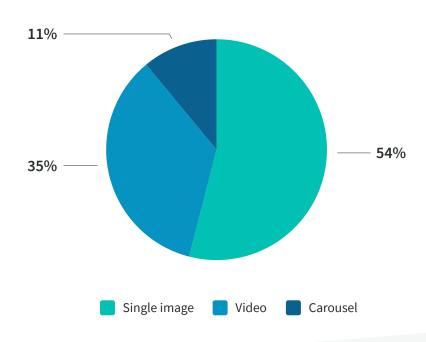
For both State DMOs and Tour Operators,

2/3 of visual ads featured people.

For Resorts and Hotels, only

1/2 of visual ads featured people.

Analysis: How are State DMOs using Facebook Ads?



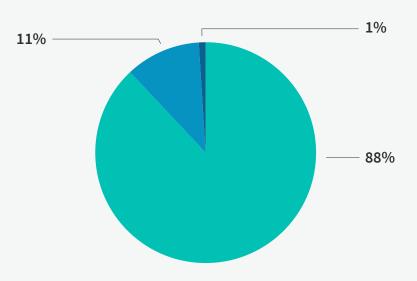
What ad formats are State DMOs using?

Single image ads are still the most common type of Facebook ad. Compared to last year, video use was up by 15%, while the single image format was down by 13%. Carousel ads remained the same, at 11%.

How many State DMO ads use user-generated content (UGC)?

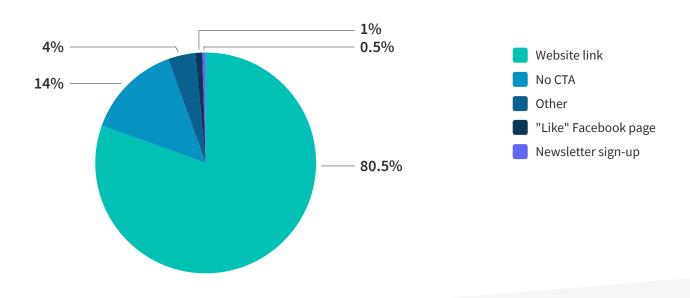
Professional imagery is still the go-to choice for State DMOs. However, UGC use has more than doubled, up from 5% in 2018, to 11% this year.



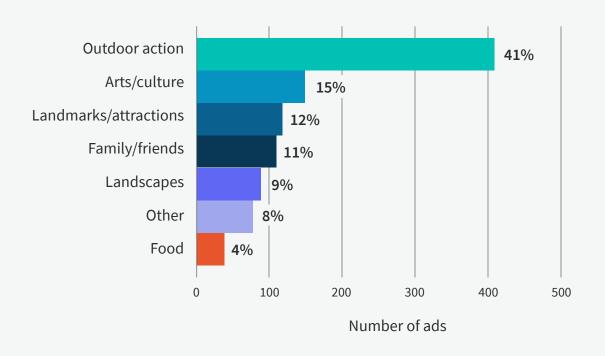


What CTAs were most common?

Similar to our findings last year, most ads drove visitors back to their websites. The most common CTA for doing this was a "Learn More" button—either promoting specific experiences such as the region's golf courses or vineyards, or the destination in general.



Which themes for visuals were the most popular?

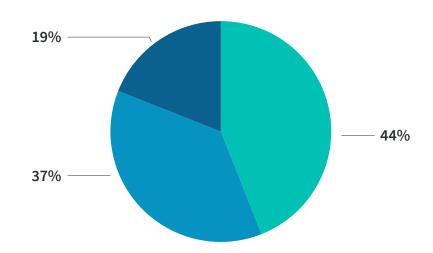


Analysis: How are Tour Operators using Facebook Ads?

What ad formats are Tour Operators using?

Though single image ads are still the preferred format, video came in at a close second.



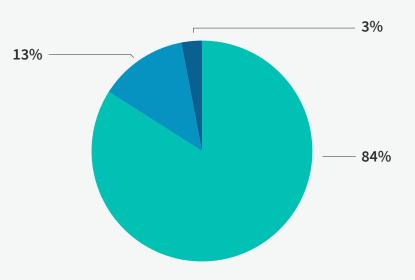


How many Tour Operator ads use UGC?

Similar to State DMOs, the vast majority of Tour Operators use only professional imagery in their ads.



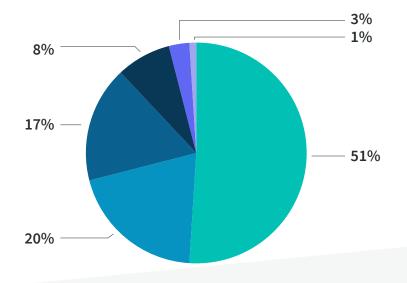
Mixed



What CTAs were most common?

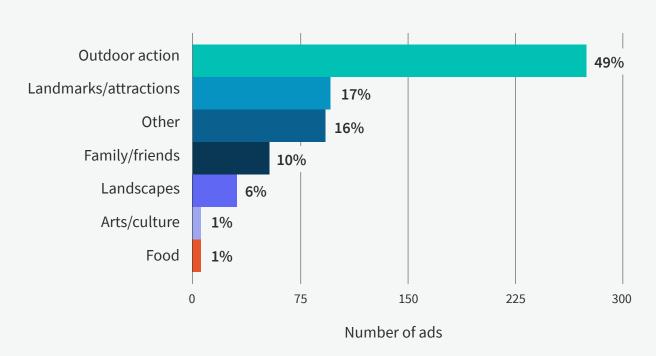
Like State DMOs, Tour Operators are using CTAs to drive audiences back to their website. Unlike DMOs, a small fraction also use salesbased messaging ("Book Now" to save 15%) and "other" CTAs, which include links to download guides or additional content.



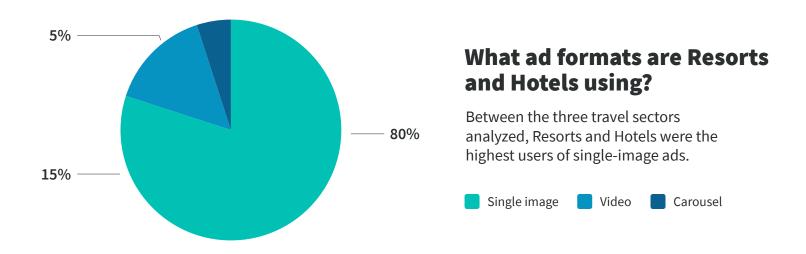


Which themes for visuals were the most popular?

Not surprisingly, most Tour Operators we analyzed used outdoor action imagery in their ads. (Notably, the sample did not include a high volume of operators offering food or history specific tours, which would have produced a different set of results.)

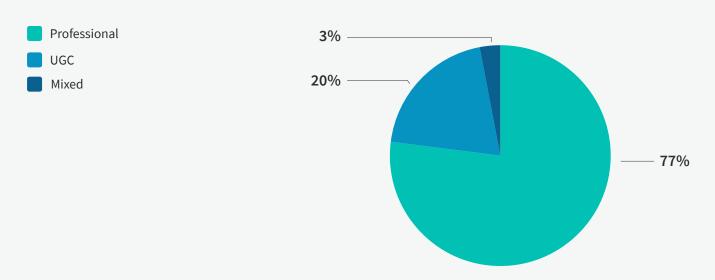


Analysis: How are Resorts and Hotels using Facebook Ads?



How many Resort and Hotel ads use UGC?

In-line with the findings from other sectors, Resorts and Hotels rely heavily on professional imagery in their Facebook ads. While the preferred choice is still professional imagery, this sector uses a significantly higher percentage of UGC than Tour Operators and State DMOs.



What CTAs were most common?

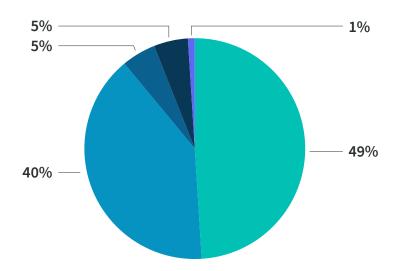
Most Resort and Hotel ads either drive people to their website, or advertise a specific deal or sale (Prepay and save 10%, for example) with a "Book Now" CTA.





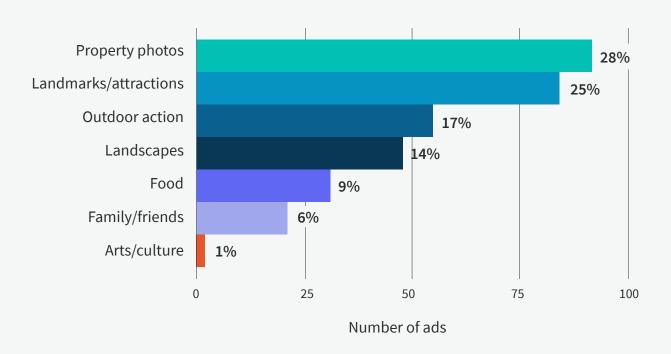


- Newsletter sign-up
- Like" Facebook page



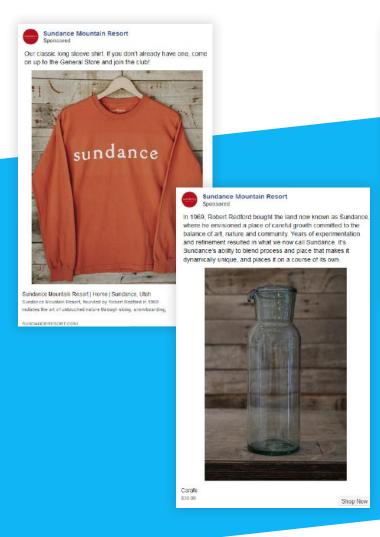
Which themes for visuals were the most popular?

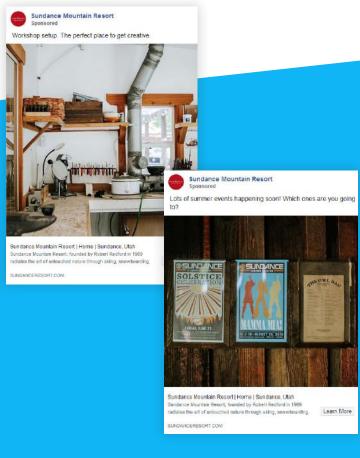
The most popular visual theme for Resorts and Hotels was property photos. Included in property photos are visuals of rooms and other on-site amenities such as spas, restaurants, golf courses, meeting and conference spaces, wedding venues, and more.



3 noteworthy Facebook ad campaigns

Of the hundreds of ads we looked through, there were a few that stuck out to us. Read on to see why!





Sundance Resort

Sundance Resort, which was actually founded by actor Robert Redford, does an exceptional job with their single image ads. Here's why we liked them:

- 1. They know their target audience. Playing off their explicit ties to the popular Sundance Film Festival, they appeal to artists who want a "perfect place to get creative."
- 2. Rather than just marketing rooms or amenities, they market the destination, calling out summer events around the city. In the 12 weeks before a trip, travelers search 3X more for experiences than Resorts and Hotels². Marketing the experience around the resort allows Sundance to gain more awareness before travelers are even thinking about where to stay.
- 3. They play with marketing additional revenue streams such as the resort's merch. Check out the vintage sweater and carafe above.

² Think with Google, 2019

Xtreme Xperience

Xtreme Xperience, a tour operator that lets enthusiasts race exotic supercars, created an action-packed video ad that immediately grabs the attention of their target audience.

The video features both professionally-shot and user-generated visuals, allowing the audience to get a birds' eye view of the car and also feel like they're in the driver's seat. Within 15 seconds, over 7 different viewpoints are offered: the speedometer, rear view mirror, racetrack view and several close-ups of the driver.

The video is also personalized for every state, making it stand out even more.

Fun fact:
Brand engagement
rises by 28%
when consumers
are exposed to
both professional
content and usergenerated content³.







23

³ Comscore, 2012

Visit California

California means something different to everyone. Climbers set their sights on El Capitan in Yosemite Valley, aspiring actors dream of "making it" in Hollywood, and everyday travelers seek novelty. These ads show that the folks at Visit California know their personas— the adventurers, dreamers, and novelty-seekers—and how to use timely content to catch their attention.

More than just compelling content, Visit California also relies heavily on influencer visuals, which are a good bet for maximizing engagement. Influencer marketing campaigns can earn \$6.50 for every dollar spent⁴! These ads stand out to us for their diversity, their brand-power and their visual influence.



Selah Schneiter became the youngest person ever to summit El Cap—through the 3,000-foot Nose route, no less.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family



The supermodel promises a "new world of storytelling and adventure in a grand, fantastical, physical place."



Tyra Banks to Open Model-Themed Park in Santa Monica It is set to open at the end of 2019.





After five days of intensive rock climbing and four nights sleeping on a shelf in the sky, Selah Schneiter became the youngest person to summit El Cap.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family.

⁴ Digital Marketing Institute 24

Facebook ad examples from State DMOs

During the last week of June 2019, using Facebook's Page Transparency Tool, we looked through all 50 State DMO Facebook pages. In total, 42 State DMOs were running active ads – here are all of them!

*For length, we've omitted ads that are duplicates or highly similar.

List of States

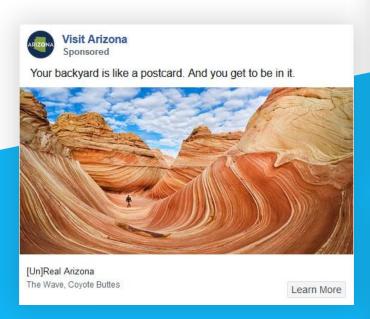
Alaska	27	Nevada	98
Arizona	28	New Hampshire	99
Arkansas	33	New Jersey	101
California	40	New Mexico	102
Colorado	44	New York	103
Connecticut	48	North Carolina	106
Delaware	49	North Dakota	108
Georgia	50	Ohio	110
Hawaii	51	Oklahoma	120
Idaho	53	Oregon	122
Illinois	60	Pennsylvania	124
Indiana	66	South Carolina	127
lowa	73	South Dakota	134
Maine	74	Tennessee	135
Maryland	75	Texas	139
Michigan	76	Utah	149
Minnesota	83	Vermont	150
Mississippi	86	Virginia	151
Missouri	88	West Virginia	152
Montana	90	Wisconsin	153
Nebraska	96	Wyoming	154



Visit Alaska



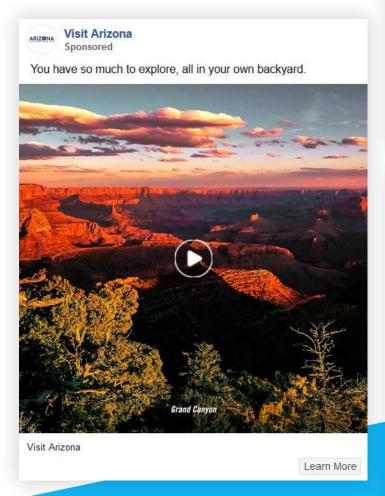


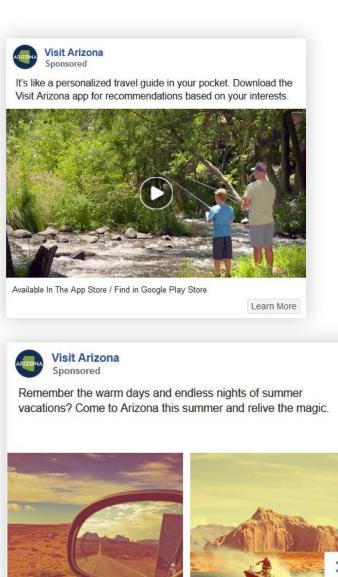






Visit Arizona Sponsored





Visit Arizona

PLAY IN THE WAVES

Learn More

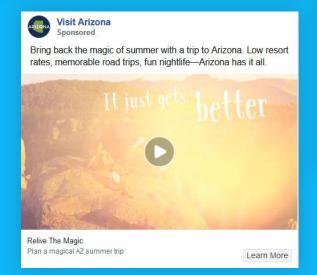
Visit Arizona

TRIP.

TWO WORDS: ROAD.

Learn More

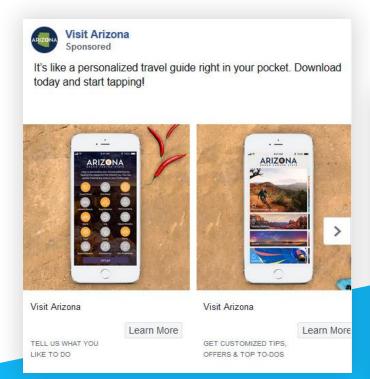






Visit Arizona











Relive The Magic Plan a magical AZ summer trip

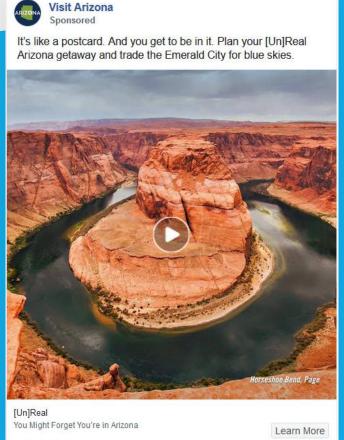
Learn More





Arizona is for Adventurers

Learn More







Visit The Natural State

Learn More

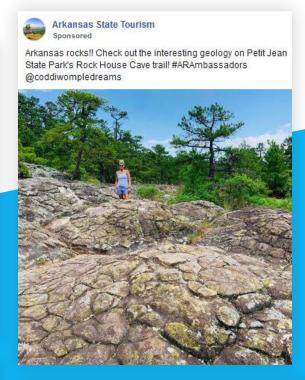
ARKANSAS.COM



If anybody can fill a boat with bass and walleye it's @lakeforkguy.

[4] A #arkansasoutdoors #arkansasfishing #lakeouachita
#visitarkansas @mountainharbor







No matter your style, there's something for you here! Get outdoors before summer is gone. #VisitArkansas.



Soak Up The Sun Today

WWW.ARKANSAS.COM

Learn More



You already know that the Buffalo is perfect this time of year! Pack your bags, make your reservations and head to the Buffalo National River. #ARAmbassadors @arkansastraveler_

Another fantastic weekend catching awesome sunsets on the Buffalo River.

#arambassadors #Arkansas #thenaturalstate





These are memories in the making. Make a splash this summer when you #VisitArkansas.



Splash Into Summer Today!

Learn More

WWW.ARKANSAS.COM





Make this summer like no other! Dive headfirst into adventure when you #VisitArkansas.



Learn More

WWW.ARKANSAS.COM

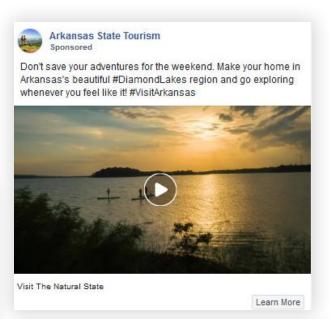


Kick back and enjoy the view! You'll find relaxation around every bend when you #VisitArkansas this summer.



Kick Back and Relax Today!

Learn More





The Natural State is the natural choice for retired veterans. Pay no state tax on your military retirement pay and have more time and money to spend on sunshine and scenic views. Find out more about settling down in Arkansas. #VisitArkansas



Arkansas State
Tourism
Learn More

THE NATURAL CHOICE FOR RETIRED



Arkansas State Tourism

MILITARY RETIREMENT

Learn More



Arkansas State Tourism Sponsored

The best years of your life are waiting in The Natural State! We've got 52 state parks, more than 2,000 lakes, and the best slowcooked BBQ you've ever tasted. Park the RV or settle into a lakeside cabin. Don't just retire. Escape to Arkansas. #VisitArkansas





Learn More

WE HAVE 52 STATE PARKS!



Arkansas State Tourism

Learn More

MORE THAN 2,000 LAKES



Arkansas State Tourism Sponsored

The best years of your life are waiting in The Natural State! We've got 52 state parks, more than 2,000 lakes, and the best slowcooked BBQ you've ever tasted. Park the RV or settle into a lakeside cabin. Don't just retire. Escape to Arkansas. #VisitArkansas



Escape to Arkansas

Learn More



Arkansas State Tourism

Sponsored

Arkansas is a family place with fun around every bend, over every sand bar and beneath every gorgeous mountain view. Come find your place in The Natural State. #VisitArkansas



Visit The Natural State

Learn More

Arkansas State Tourism



Arkansas State Tourism

Sponsored

Summertime is prime time for travel and fun in Arkansas! The recent floods have been isolated and the state is open for business. Come explore Arkansas!





Arkansas State Tourism

Arkansas State Tourism

CANOE THE BUFFALO NATIONAL RIVER

DIG FOR DIAMONDS AT CRATER OF DIAMONDS STATE PARK



Arkansas State Tourism

This could be your morning commute. There's something amazing happening right now in The Natural State. Relocate your family and come be part of it all. #VisitArkansas



Visit The Natural State

Learn More



Arkansas State Tourism

The best years of your life are waiting in The Natural State! We've got 52 state parks, more than 2,000 lakes, and the best slow-cooked BBQ you've ever tasted. Park the RV or settle into a lakeside cabin. Don't just retire. Escape to Arkansas.

#VisitArkansas



Escape to Arkansas

Arkansas State Tourism



Whether you're looking for work or play, you'll find a better, more natural way of life in Arkansas. Check out a few reasons you should consider moving here! #VisitArkansas





Arkansas State Tourism

Learn More

Arkansas State Tourism

Learn More

IT COSTS LESS TO LIVE HERE VIRTUALLY NO TRAFFIC



Arkansas State Tourism Sponsored

Everyone has a wild side. Retire in Arkansas and let yours roam. With warm weather, tons of sunshine and more than 50 state parks to explore, there's no place better than The Natural State. #VisitArkansas





Arkansas State Tourism Sponsored

How many miles can you go in YOUR state without seeing concrete? Life is just better in The Natural State, and there's plenty of room. #VisitArkansas



Visit The Natural State

Arkansas State Tourism





Visit The Natural State

Learn More

Started running on Apr 1, 2019



Arkansas State Tourism

Sponsored

Tired of the same commute every day? Try something different! The Natural State has great jobs, lower taxes and affordable housing for residents of any age. Come see for yourself. #VisitArkansas



Visit The Natural State



When you live in Arkansas, you learn to go with the flow, especially on the weekends! #VisitArkansas



Visit The Natural State



Selah Schneiter became the youngest person ever to summit El Cap—through the 3,000-foot Nose route, no less.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family.



Selah Schneiter became the youngest person ever to summit El Cap—through the 3,000-foot Nose route, no less.



Meet the 10-Year-Old Who Climbed Yosemite's El Capitan The iconic mountain holds a special place in the heart of her family.



Get up close to giant redwoods on these three adventures near Santa Cruz



Three Fun Ways to See California's Big Trees
Outdoor lovers can't go wrong with these three parks.



Blessed with grand architecture, ideal weather, and ocean-to-table eateries, this city earns its nickname as "the American Riviera."



5 Great Things to Do in Santa Barbara A few days is never enough in this idyllic coastal paradise.



The misty marvels that are worth a visit.



California's Greatest Waterfalls
The best waterfalls in the Northern, Southern and High Sierra Regions.



Dax Shepard talks favorite road trips, debunks California misperceptions, and reveals his favorite taco spot.



California Questionnaire: Dax Shepard
He first came to Los Angeles to pursue a career in acting.



Looking for an active retreat? These destinations offer activities that will satisfy all interests.



8 Jump-Start Fitness Vacations
We've covered all of California, from the north to the south.



The supermodel promises a "new world of storytelling and adventure in a grand, fantastical, physical place."



Tyra Banks to Open Model-Themed Park in Santa Monica It is set to open at the end of 2019.



These much-anticipated attractions are a noteworthy addition to the California theme park scene.



New Rides and Attractions at California Theme Parks Fun for the whole family.



Visit California Sponsored

The fast-food chain is opening a cheeky pop-up resort in the desert.



Taco Bell Hotel Set To Open in Palm Springs
Taco dreams do come true.



Visit California Sponsored

See the sights of Santa Barbara, Sonoma County or Yosemite while staying in one of AutoCamp's sleek yet cozy Airstreams.



AutoCamp: Bunk up in retro style in a classic Airstream Visit California's top destinations in AutoCamp's Airstream trailer.



Visit California Sponsored

lts ocean waves and cosmopolitan downtown has made Santa Barbara a Hollywood celebrity getaway since the silent-movie era.



5 Great Things to Do in Santa Barbara A few days is never enough in this idyllic coastal paradise.



Visit California Sponsored

By expanding its coverage beyond the San Francisco Bay Area, Michelin pays tribute to a more diverse collection of chefs and communities.



California Now Has 90 Michelin-Starred Restaurants Michelin stopped producing a Los Angeles guide in 2009, until now.

Learn More

44

Grand County Colorado



Grand County Colorado - Official Tourism Information Sponsored

This summer, plan a family escape to the mountains and make memories that last a lifetime.



Can't Miss Family Trip

Learn More



Grand County Colorado - Official Tourism Information Sponsored

Delight your family this summer. Choose one of our numerous lodging options and getaway.



Forget Something?

Book now. Travel more and save big this summer.

Learn More

FORGET SOMETHING?



Grand County Colorado - Official Tourism Information Sponsored

After spending your summer playing in Grand County, you'll need a new bucket list.



Trips for the Venturesome

Don't Just Explore. Go Grand.

TRIPS FOR THE VENTURESOME

©CrowdRiff

Grand County Colorado



Grand County Colorado - Official Tourism Information Sponsored

Read about our exclusive mountain lodging. They're going fast. Don't miss out!



Forget Something?

Unique mountain basecamps and places to stay. Book now.

Learn More

FORGET SOMETHING?



Grand County Colorado - Official Tourism Information Sponsored

Discover off-the-beaten path places that most visitors don't know about



Grand County Summer Awaits Mountain-Lover's Bucket List.

Learn More



Grand County Colorado - Official Tourism Information Sponsored

After spending your summer playing in Grand County, you'll need a new bucket list.



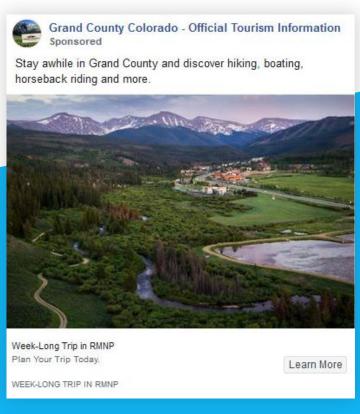
Great Stay, Grand Escape

This Summer, Plan to Go Grand.

GREAT STAY, GRAND ESCAPE

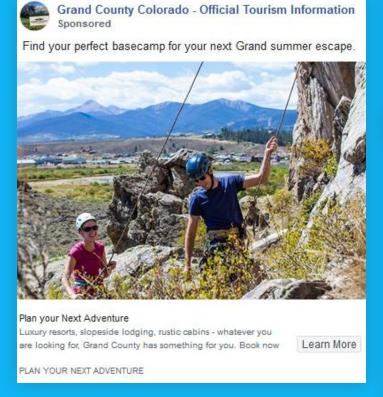
Grand County Colorado

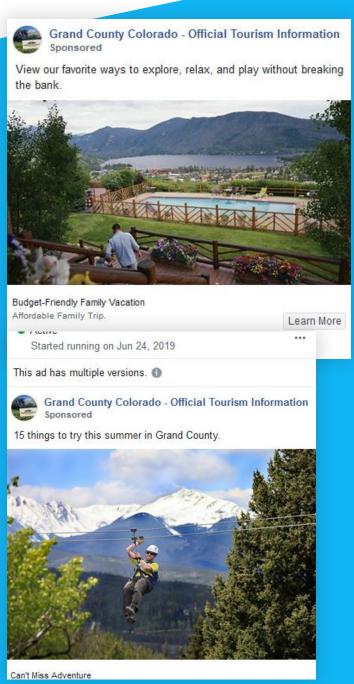






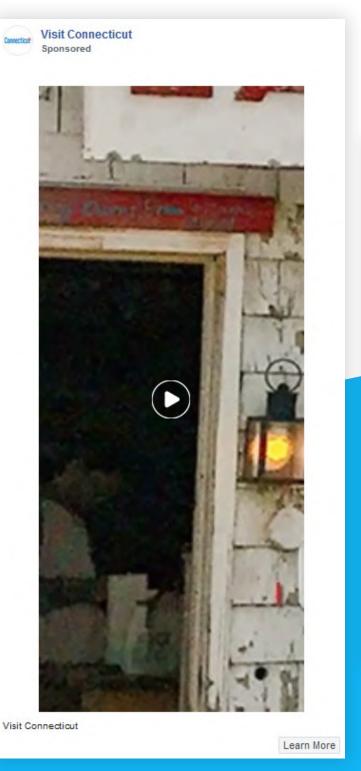
Grand County Colorado





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Visit Connecticut



Visit Connecticut
Sponsored

From art shows and boating events to music festivals and outdoor adventures — join in on any of the festivities happening in Connecticut this weekend.



Arts & Watercrafts

This busy weekend in Connecticut sees the wrap up to the Travelers Golf Championships, plus food trucks, cultural

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CTVISIT,COM

Visit Delaware



It's time to start winding down for the weekend. Begin planning now at http://ow.ly/fBrY50uOAoO

Featured in photo: Cape Henlopen State Park







Explore Georgia



Explore Georgia with The Peach Pickers Sponsored

Georgia is taking over Nashville on July 17! Get ready for a star-studded night at the 6th annual Georgia On My Mind concert at the Ryman Auditorium. Tickets are selling out fast – get yours today!



Georgia On My Mind

Expect another star-studded night at Ryman Auditorium in Nashville on July 17, 2019 when the Peach Pickers (Dallas

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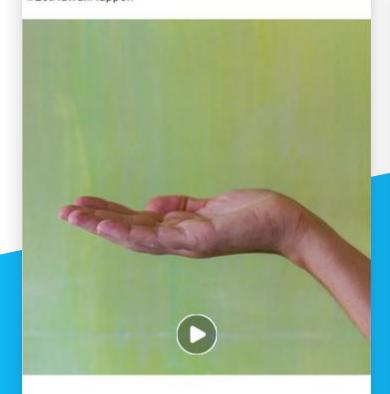
GEORGIA ON MY MIND

©CrowdRiff

Go Hawaii



Here, we wear our souvenirs on our sleeve – with Hawaiian craft known as lauhala weaving. #VisitIslandOfHawaii #LetHawaiiHappen



It's not touristy if you make it yourself.



Hawaii – gohawaii.com Sponsored

All the adventure. All curated by Barry's. Don't miss your chance to go to island of Hawaii. . . . No purchase necessary. Open to greater NY metro area residents, 18+. Ends 6/30/19. Rules & specific entry deadlines: HAWAII.NYC



This could be your ticket Enter for your chance to go

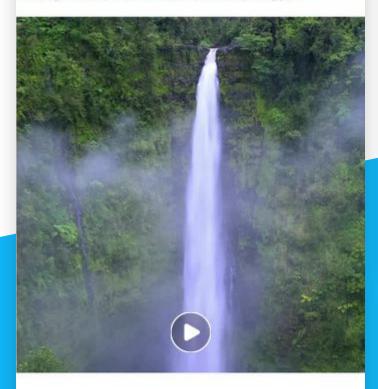
THIS COULD BE YOUR TICKET

Go Hawaii



Hawaii – gohawaii.com

Get those steps in. All the hikes. All the adventure. All waiting when you #VisitIslandOfHawaii #LetHawaiiHappen



Because your walk-up doesn't count as a hike.





Hawaii – gohawaii.com Sponsored

No sad anything to see here, actually. Just the freshest seafood (and everything else) you can imagine. #VisitIslandOfHawaii #LetHawaiiHappen



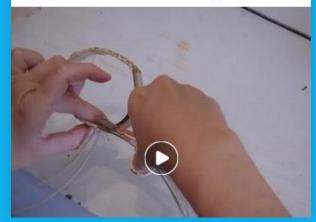
No sad desk lunches to see here.





Hawaii – gohawaii.com Sponsored

Those woven bracelets you see all around Hawaii? They're actually handmade by artisans who practice the Hawaiian craft of lauhala weaving. And you can learn how it's done by taking a class. #VisitIslandOfHawaii #LetHawaiiHappen





Take the ride of a lifetime on Idaho's only mountain coaster this summer. #VisitIdaho #18Summers



Plan Your Adventure Find things to do in Idaho.

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Soak-splash-swim, rinse & repeat. Jump in. The water's fine. #VisitIdaho #18Summers

Soak in a geothermal pool.





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PINE FLATS HOT

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FALL CREEK FALLS



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Visit Idaho Sponsored

Thrills, hills & all the feels. Idaho is jam-packed with summer activities in stunning settings to set your pulse racing. #VisitIdaho #18Summers

Speed through the woods.





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RHODES SKATE PARK

RHI



BOGUS BASIN

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Island hopping Idaho style & #VisitIdaho #CoeurdAleneresort



Visit Idaho





Childhood is short. Summer is shorter. #VisitIdaho #18Summers



Plan Your Vacation Now Make this summer count.

PLAN YOUR VACATION NOW



Adventure through Idaho wineries. Enjoy tastings with the locals, meet the vintners, and drink in the breathtaking views.



Uncork Adventure Experience Idaho Wine

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Escape the ordinary, discover the unknown. #VisitIdaho #18Summers



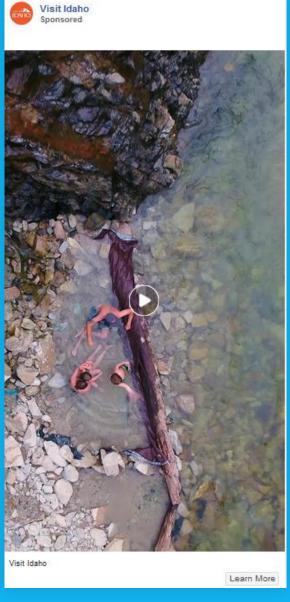
Summer Adventures Await Explore Now.

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SUMMER ADVENTURES AWAIT

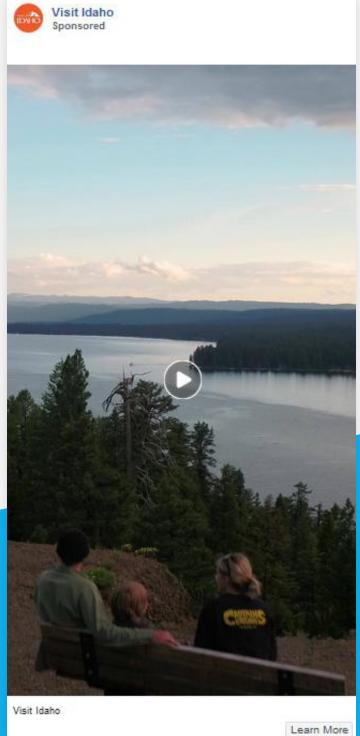


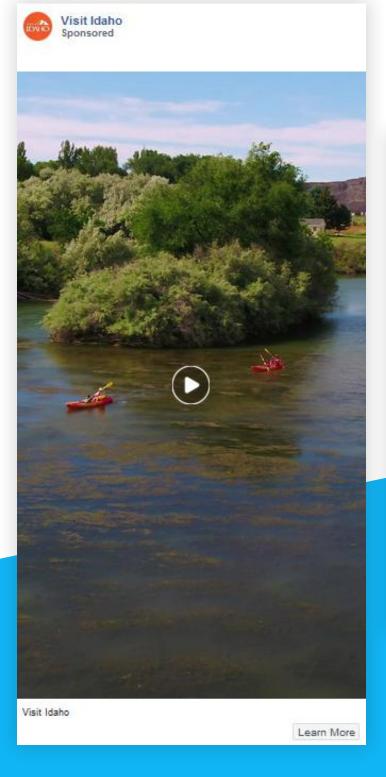




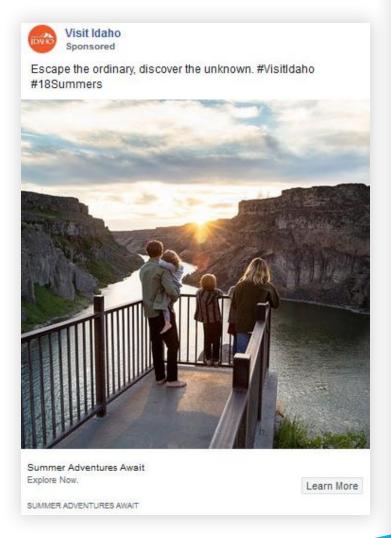


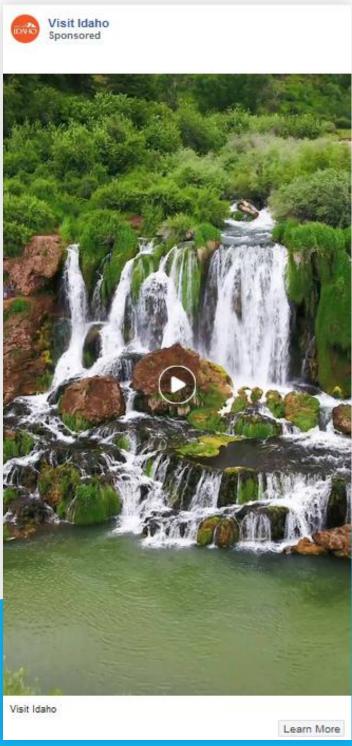




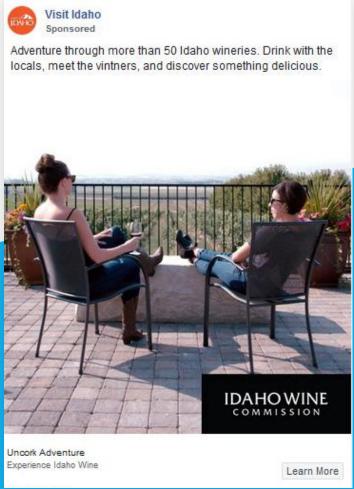


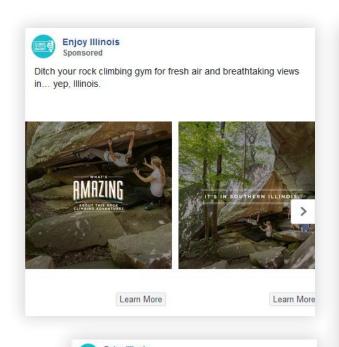


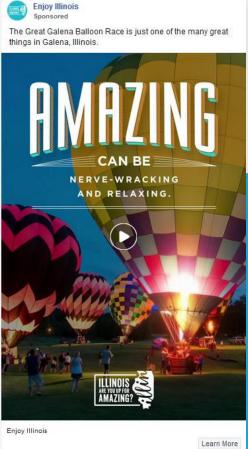


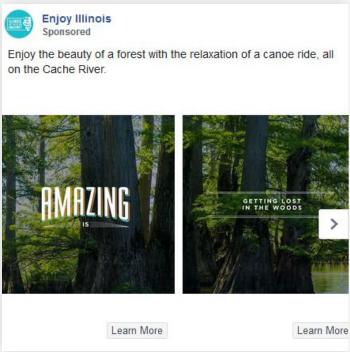




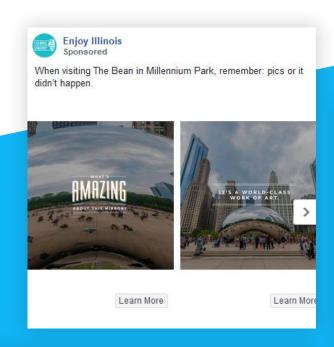














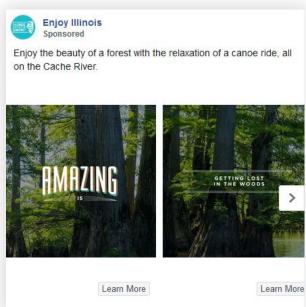
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Enjoy Illinois



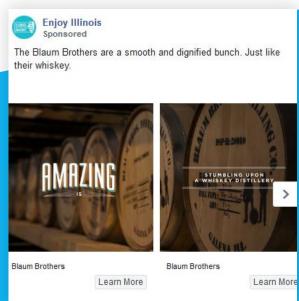


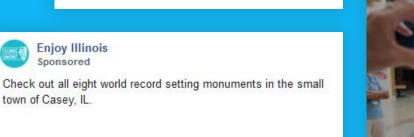


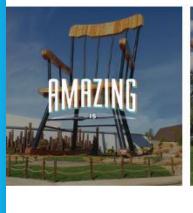
Why is Illinois called the Land of Lincoln? Find out by exploring amazing Springfield.



Travel Through Time.









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Meeting Honest Abe is the ultimate photo op. Watch history come to life in Springfield.





Springfield

Learn More

Springfield

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Enjoy Illinois







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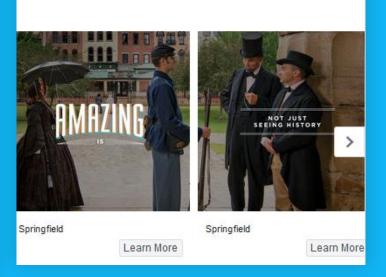
'ole honest luck.

Learn More

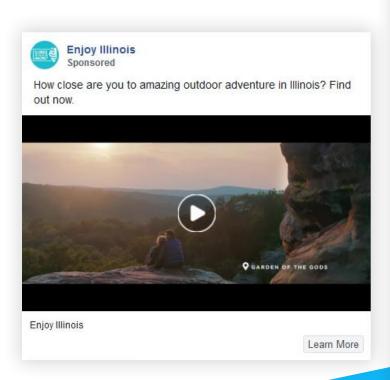
From world-famous chefs to world-famous pizza. Eat your way

Enjoy Illinois Sponsored

around Chicago this summer.



Visit Springfield and give Abe Lincoln's nose a rub for some good











You'll be wowed by the world-renowned architecture and colorful public artwork that's around every corner in Columbus, Indiana. Located just 40 miles south of Indianapolis and 70 miles north of Louisville, Columbus feels like a citywide art museum dotted with cozy bistros and eclectic shops.



Visit Indiana



Feel Christmas joy all summer in Santa Claus, where you can enjoy Holiday World, shop for candy and stay in cottages. #santaclausindiana #VisitIndiana #santaclauschristmasstore



Visit Indiana

Learn More



Your getaway to Santa Claus, Indiana, comes with all the joys of Christmas in the middle of summer. Whether you're screaming at the top of your lungs on a roller coaster at Holiday World & Splashin' Safari or quietly whispering secrets in Santa's ear, you'll share moments they'll remember forever. Making s'mores outside a family cabin and checking out the Christmas-themed attrac



Visit indiana

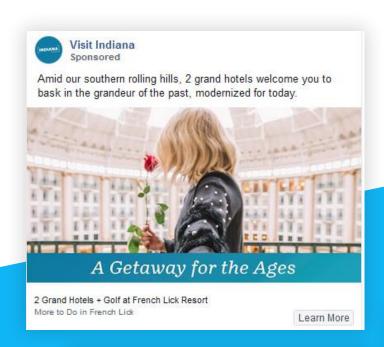
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You might know about the beautifully restored French Lick Resort, with two grand hotels welcoming families and couples alike. But did you also know you can interact with elephants and giraffes at Wilstem Ranch?



Travel Thru Time and Around the Globe





Getaways Worth Sharing

From our northern sandy shore to the southern rolling hills, there are stories waiting to unfold during your Honest-to-Goodness Indiana adventure.



Learn More





When your family asks to go to the beach this summer, you can say "yes" when you load up the car and head to Indiana's South Shore, just a 30-minute drive from downtown Chicago! Climb to the top of a soaring sand dune for breathtaking views of Lake Michigan and then venture on out into the water. And the beach isn't all! From water parks the new Mascot Hall of Fame to shopping and



A Beach Getaway + Much More





You'll be wowed by the world-renowned architecture and colorful public artwork that's around every corner in Columbus, Indiana. Located just 40 miles south of Indianapolis and 70 miles north of Louisville, Columbus feels like a citywide art museum dotted with cozy bistros and eclectic shops.



Visit Indiana



Learn More

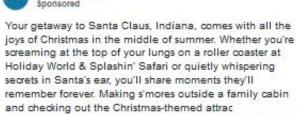
Visit Indiana

Visit Indiana

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Visit Indiana





Visit Indiana Sponsored

You'll be wowed by the world-renowned architecture and colorful public artwork that's around every corner in Columbus, Indiana. Located just 40 miles south of Indianapolis and 70 miles north of Louisville, Columbus feels like a citywide art museum dotted with cozy bistros and eclectic shops.





Visit Indiana Sponsored

With Lake Michigan in plain view, the brand new Mascot Hall of Fame provides hours of active fun for kids of all ages.



Getting Seriously Silly Like a Pro

Active Family Fun

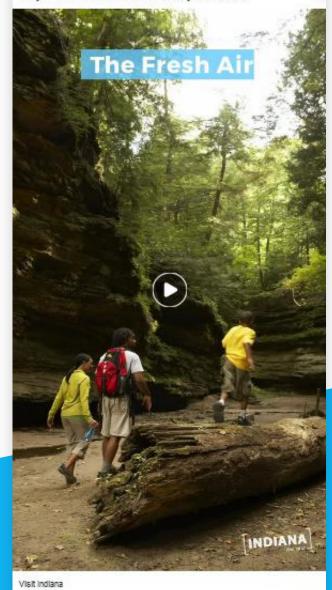
Find Things to Do in the Area

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VISITINGIANA.COM



Hiking with cousins. Boating with friends. Staying in a cabin with Grandma and Grandpa. Mountain biking with your kids. These are the makings of some of the best summer memories. You can do all these activities and more in an Indiana State Park! No matter where you are in Indiana, you're within an hour of one. Whether you pitch a tent or stay in one of the beautiful inns, you'll awaker



Visit Indiana Your getaway to Santa Claus, Indiana, comes with all the joys of Christmas in the middle of summer. Whether you're screaming at the top of your lungs on a roller coaster at Holiday World & Splashin' Safari or quietly whispering secrets in Santa's ear, you'll share moments they'll remember forever. Making s'mores outside a family cabin and checking out the Christmas-themed attrac



Learn More

Travel Iowa



Travel Iowa with Unleash Council Bluffs Sponsored

Join Council Bluffs for Railroad Days! Celebrate the 150th anniversary of the completion of the nation's first transcontinental railroad.





Mile Zero Since 1863.

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Annual celebration of all things train &

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Visit Maine



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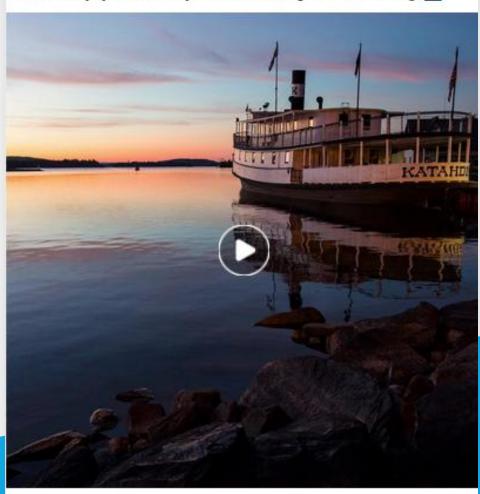
Climb aboard a 100-year-old steamboat, at sunset. Or set sail early on

an iconic Maine wooden lobster boat.

Either way, you will find your #MaineThing on the water. & A







Discover Maine Boat Tours From coastal to inland rides

Visit Maryland







Amazing Michigan Trails
Find out why Michigan is known as "The Trails State" as you
navigate winding forest paths, splash through cool waterways,

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Learn More



Pure Michigan Sponsored

Right now, a phone call just went to voicemail. See what you could be doing instead in Pure Michigan.







Pure Michigan Sponsored

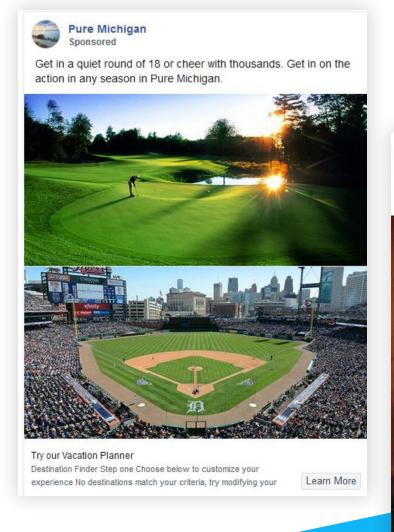
Take on the city lights or head out for the night lights. Either way, you'll be seeing stars in Pure Michigan.





Try our Vacation Planne

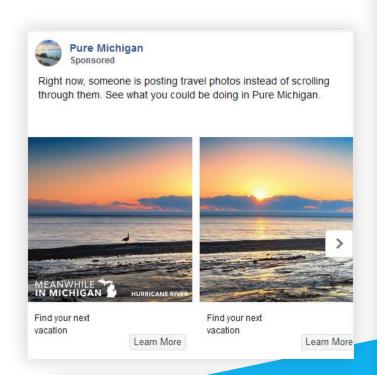
Destination Finder Step one Choose below to customize your experience No destinations match your criteria, try modifying your

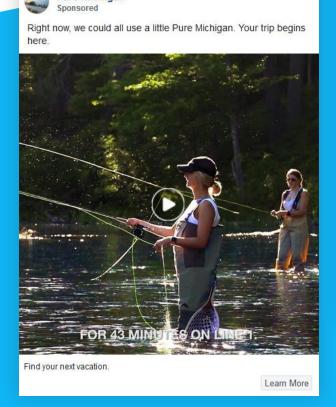




Pure Michigan Sponsored

Pure Michigan













Right now, we could all use a little Pure Michigan. Your trip begins here

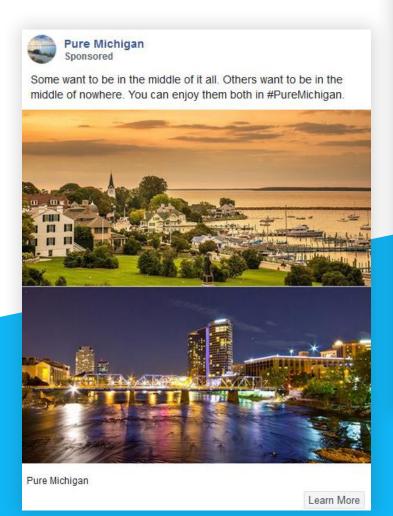




Right now, emails are going unchecked. Right now, we could all use a little Pure Michigan. See what you could be doing.



Find your next vacation

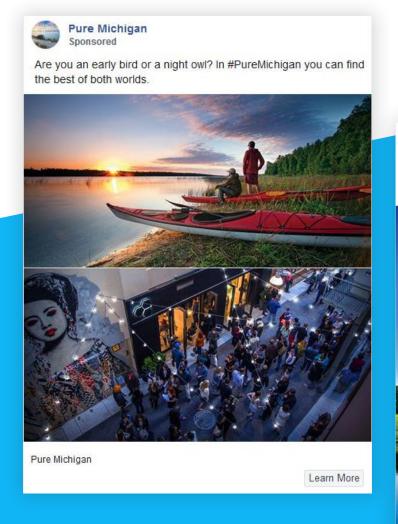






ORV on Drummond Island
With over 60 miles of ATV trails and 40 miles of ORV routes,
Drummond Island is home to Michigan's largest closed loop off-road
Learn More

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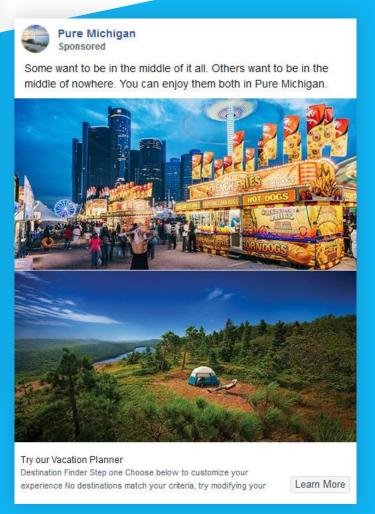




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Explore Minnesota



Well played, Minnesota. TPC Twin Cities lands on the PGA Tour schedule with the 3M Open July 4-7. #OnlyinMN



Find Your True North Plan your golf adventure.

Learn More

Explore Minnesota Tourism with Backpacker Magazine Sponsored

Minnesota's Superior Hiking Trail offers diverse soundscapes and ever-changing scenery as you wind in and out of the shoreline. #OnlyinMN



Exploring Minnesota's Superior Hiking Trail
The scenic 310+ mile trail is perfect for hikes of all lengths and adventures of all sizes.

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Explore Minnesota Tourism Sponsored

Come for the golf. Stay for the dining. And Find Your True North somewhere in between. Check out the 3M Open July 4-7 at @tpctwincities #OnlyinMN





Explore Minnesota Tourism

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Explore Minnesota



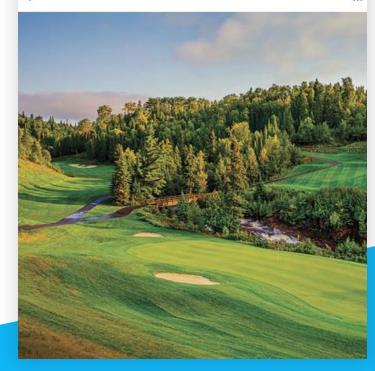
Explore Minnesota Tourism

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Even if you can't visit us for the @3Mopen July 4-7 at @tpctwincities, Find Your True North at one of nearly 500 beautiful courses. & #OnlyinMN

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Explore Minnesota Tourism

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No matter where you're from, who you love, or which lake is your favorite, Minnesota welcomes you. #OnlyinMN





Explore Minnesota Tourism with Backpacker Magazine Sponsored

There are few things more iconic than the sound of a loon's call heard from the trails of Minnesota's Boundary Waters Canoe Area Wilderness at dusk. #OnlyinMN



Discovering Eagle Point, Minnesota

Nestled in the Boundary Water Canoe Area Wilderness, Minnesota's highest point is a uniquely beautiful day hike.

Explore Minnesota



Explore Minnesota Tourism with Visit Northfield

Are you looking for summer fun? Here are 5 reasons to Visit Northfield this summer! From a bustling main street to delicious dining, there's plenty to do in this charming town. #ThisIsNorthfield #OnlyinMN

visitingnorthfield.com



visitingnorthfield.com



Find Delicious Dining

Stroll Our Arts Community

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Learn More



Explore Minnesota Tourism

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Looking for a reason to visit Minnesota? Here are nearly 500. #OnlyinMN



Find Your True North Plan your golf getaway

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Explore Minnesota Tourism Sponsored

Be there when the <u>3M Open</u> marks the first official PGA TOUR event in MN July 4-7 at TPC Twin Cities. And visit any of the popular outdoor patios in town. #OnlyinMN



Find Your True North Plan your Twin Cities getaway.

Learn More

MA EXPLOSE MINNESOTA

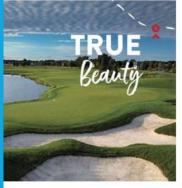
Explore Minnesota Tourism

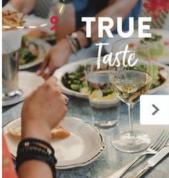
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Come for the golf. Stay for the sights. And Find Your True North somewhere in between. #OnlyinMN

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@3mopen #3mopen #myTrueNorth #ExploreMN #g



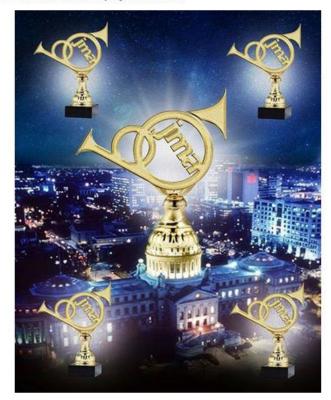


Learn More

Visit Mississippi



The Jackson Music Awards recognizes the accomplishments of outstanding Mississippi recording artists and professionals in R&B, Hip Hop and Gospel music. Don't miss out on this year's event July 13-15. More info: http://jmaainc.com/



Visit Mississippi Tourist Information

Send Mess





Come See What We're About Down South

Learn More



Historic architecture, beaches, museums and juke joints – just a few of the uniquely unexpected experiences that await in Mississippi. Head to visitmississippi.org to learn more.



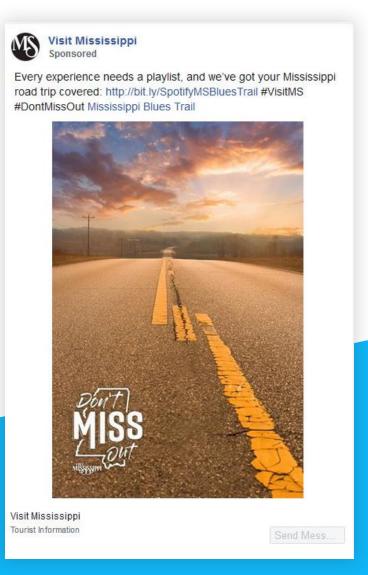
Come See What We're About Down South



Visit Mississippi

Visit Mississippi

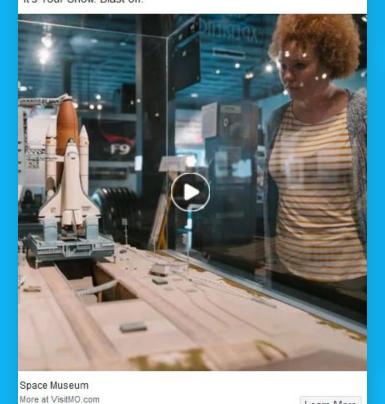




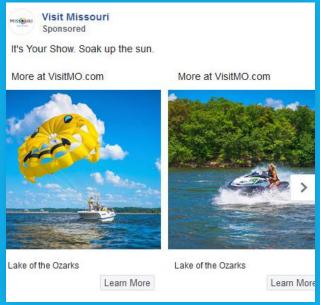
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Visit Missouri

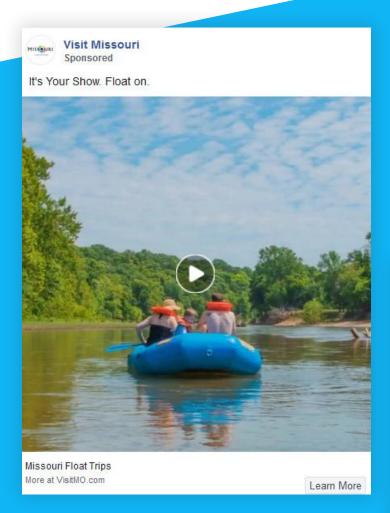






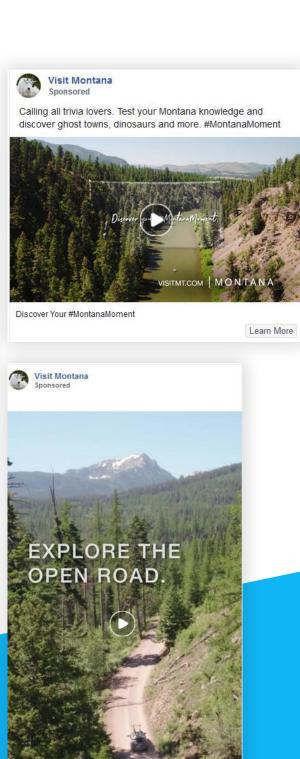


Visit Missouri

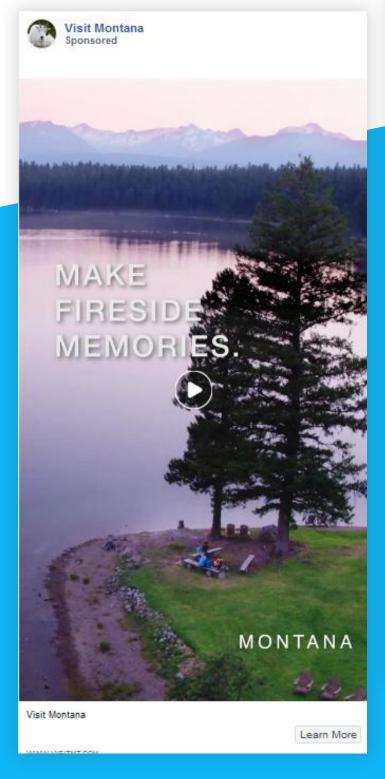


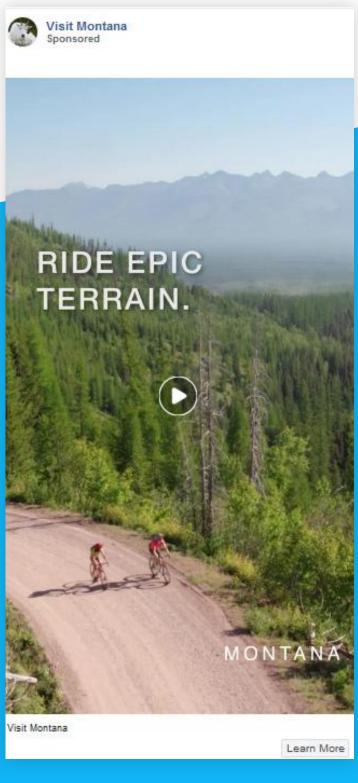




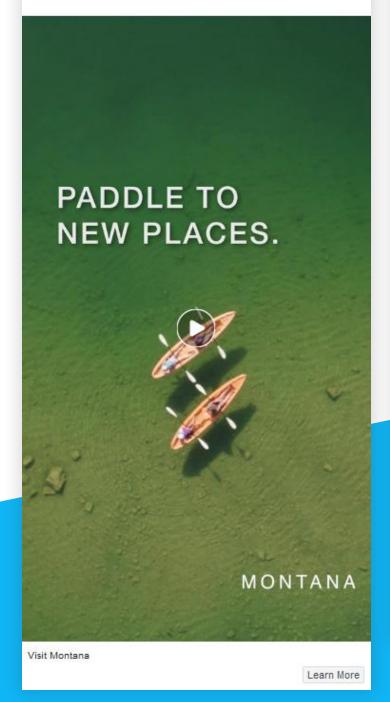


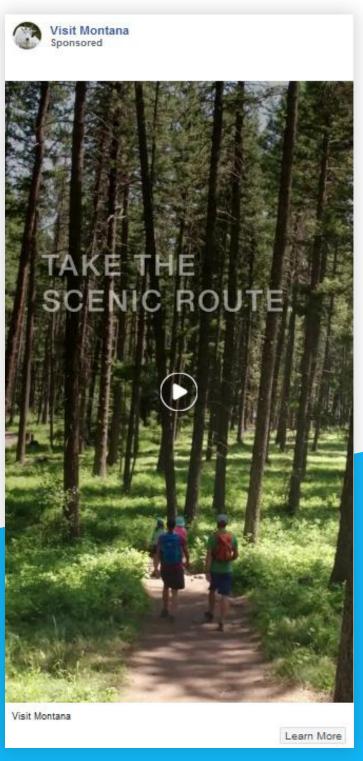
Visit Montana

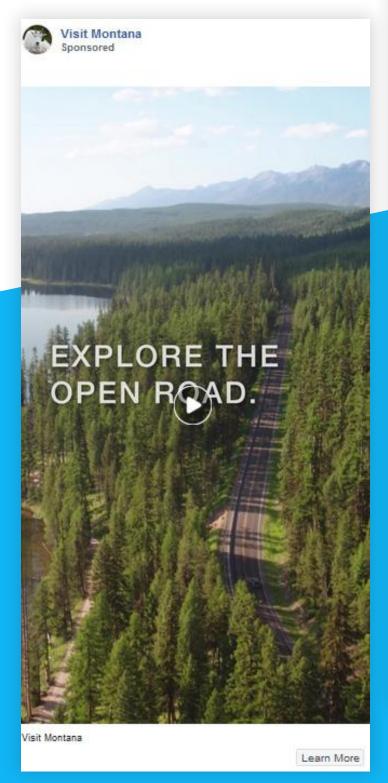


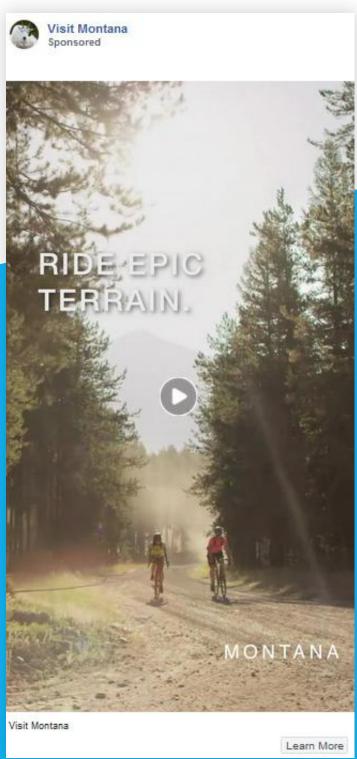


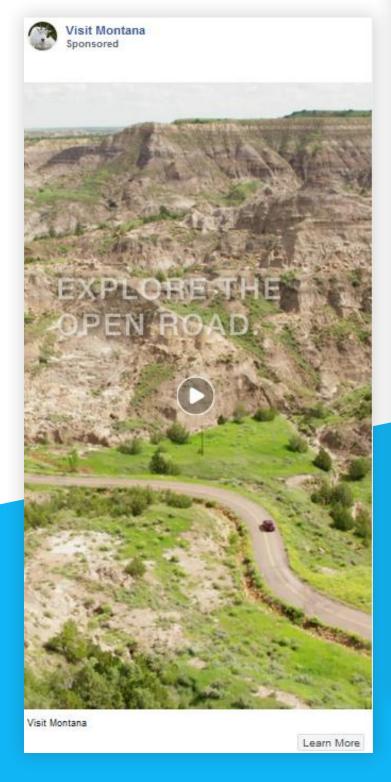


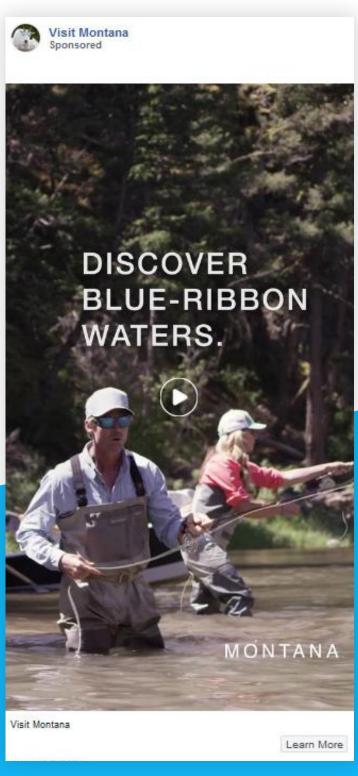


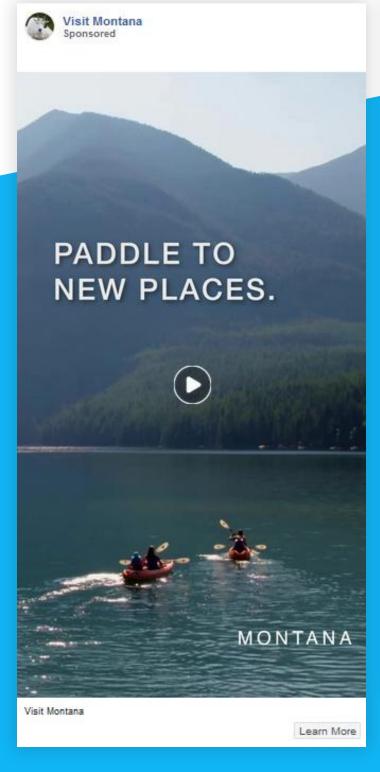


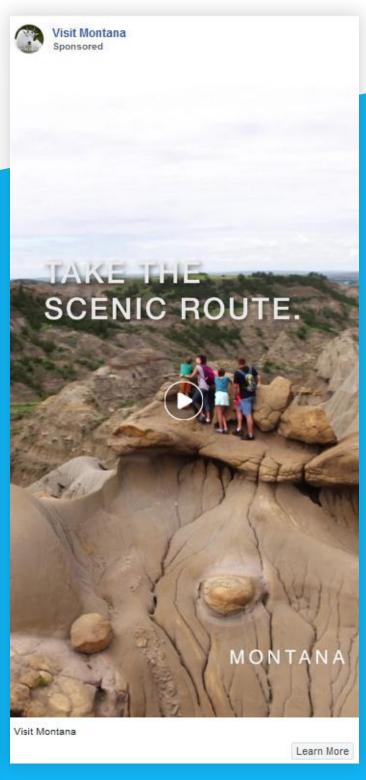






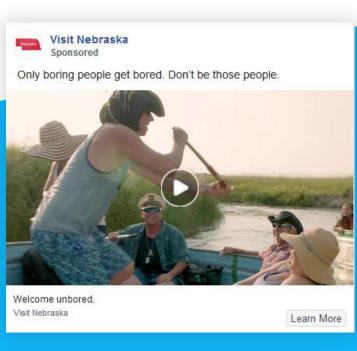






Visit Nebraska

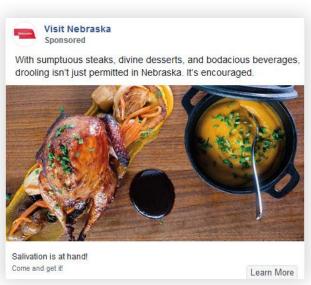






Visit Nebraska







Visit Nevada

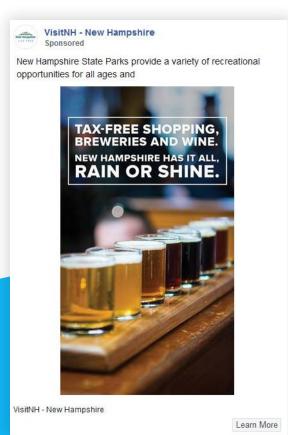


In conjunction with the national Blue Star Museums program,
Nevada's state museums are offering free admission to activeduty military personnel and their families now through Labor Day
weekend.

See all participating museums: http://bit.ly/NVBlueStarMuseums



Visit New Hampshire





Find fun July 4th fairs, festivals and fireworks to celebrate America's birthday! us



July Fourth Fireworks, Fairs and Festivals in NH
Search for events and things to do in New Hampshire with our easy-to-use calendar!
Find something for everyone and never have a shortage of fun!





Visit New Hampshire



VisitNH - New Hampshire Sponsored

From swimming and paddling to lounging and stargazing, these breathtaking New Hampshire lakes are everything summer memories should be made of.



7 Refreshing Lakeside Escapes

Looking for things to do in New Hampshire no matter the season? You've come to the right place! Find trip ideas such as scenic

Learn More



VisitNH - New Hampshire

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There's a place in the sun for everyone at the NH lakes. Explore these trip ideas for an unforgettable summer getaway!



Why Lake Sunapee could be your next summer getaway Partner Content: Whether you're looking for yoga classes or kayaking along the lake, this region is perfect for adventurers of all kinds.



VisitNH - New Hampshire Sponsored

With gentle terrain and gorgeous views, these New Hampshire hikes are short, sweet and perfect for little feet!



8 Kid-Friendly New Hampshire Hikes

Looking for things to do in New Hampshire no matter the season? You've come to the right place! Find trip ideas such as scenic drives,





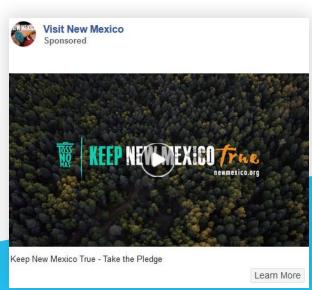
Visit New Jersey



Visit New Mexico









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help of dedicated volunteers like you.

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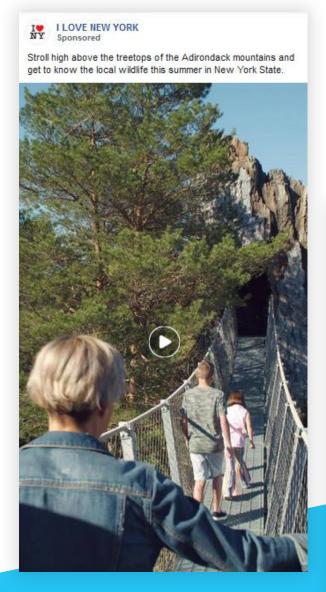
I Love New York

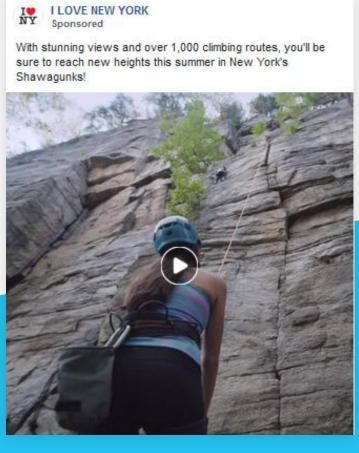




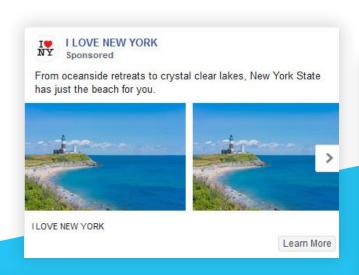
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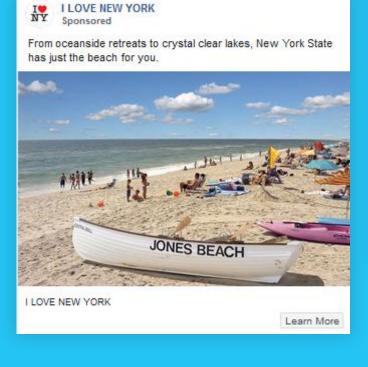
I Love New York

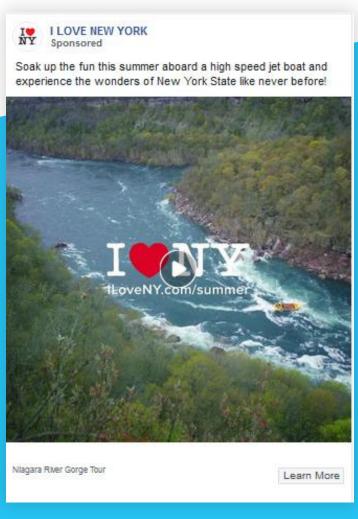




I Love New York







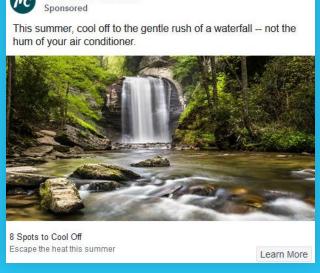
Visit North Carolina





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Visit North Carolina

Visit North Carolina







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8 Spots to Cool Off Escape the heat this summer

Visit North Carolina

Travel North Dakota



Take the roads more graveled and the waters less paddled in North Dakota! #BeNDLegendary



Find your outdoor adventure now!



Put North Dakota on your bucket list.



Your stories will be Legendary.

Learn More

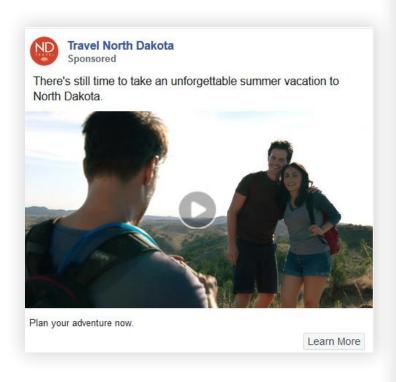


Take the roads more graveled and the waters less paddled in North Dakota! #BeNDLegendary



Find your outdoor adventure now!

Travel North Dakota







Ohio. Find It Here. with Visit Grove City Sponsored

#Ad Whether you're a beginner bourbon-taster or a long-time connoisseur, enjoy a range of bourbon samples at the Grove City Bourbon tasting.



FRI, AUG 9, 2019 - SAT, AUG 10, 2019 Grove City Bourbon Tasting Heart of Grove City Grove City Bourbon Tasting

View Event



Ohio. Find It Here.

Sponsored

Akron has an adventurous side, from gushing waterfalls to chugging trains, visitors can find surprising outdoor pursuits around every turn.



Nature's Playground.

Learn More



The Urban Outdoors

Learn More



Ohio. Find It Here.

Sponsored

Take your family back to the days filled with sock hops and jukeboxes at the Nutcracker Family Restaurant.



Step back in time.

Learn More

The Nutcrackers.

Learn More



Ohio. Find It Here. with Clay's Park Resort Sponsored

#ad Adventure Water Park, Cabins, Campground, Music Festivals, Events and Activities Galore!



Plan your summer at Clay's Park Resort Make This Your #1 Destination for Family Fun!



Ohio. Find It Here.

Sponsored

Explore Dayton, the Birthplace of Aviation this summer, with topflight fun and so much more!





To the moon and back.

Make a splash.

Learn More

Learn More



Ohio. Find It Here. with Franklin Park Conservatory Sponsored

#ad The Chihuly collection at Franklin Park Conservatory has bloomed into something new.



Chihuly: Celebrating Nature Open daily through March 2020.

Learn More



Ohio. Find It Here.

Sponsored

Just a casual bridge bike ride in Ohio. So Find this stunning prequel to the Brooklyn Bridge on our Vibrant Cities Road Trip and follow us for more travel inspo! #linkinbio #RoeblingWednesday.

P: Roebling Bridge in Cincinnati



Ohio. Find It Here.



Ohio. Find It Here. with Destination Delaware County Ohio

Sponsored

#ad Check out this friendly Central Ohio destination for a quick getaway or fun vacation for best friends, couples, and families.

Fun Times - Great Food - Craft Wines and Brews

Fun Times - Great Food - Cra







Destination Delaware County

Learn More

Destination Delaware County

Learn More



Ohio. Find It Here. with Mahoning River Adventures Sponsored

#ad Grab your paddles and your closest friends, this is the summer you make kayaking a habit! 📤



Paddle the Mahoning River

Two trip options available

Book Now



Ohio. Find It Here. with Clermont County Convention & Visitors Bureau

Sponsored

#Ad Discover Clermont County for scenic hikes, beautiful lakes, and a break from the busy drum of life.



Enjoy a breath of fresh air in Clermont County! Welcome to Clermont County! Discover ways you can enjoy Clermont County #DISCOVERCLERMONTShare your experience in



Ohio. Find It Here. with Ohio State Fair Sponsored

#ad See how one ton of butter (literally!) transforms into masterful sculptures, try food you didn't know could be deep-fried, or watch as a daredevil is shot from a cannon!



Ohio State Fair, July 24-Aug. 4 Ride-All-Day Wristbands and Easy Parking Available

Learn More



Ohio. Find It Here. with Cambridge/Guernsey County Visitors & Convention Bureau

Sponsored

#ad Enjoy camping at Salt Fork State Park, time on the water at Seneca Lake, an open-air safari tour at The Wilds and more.

Visit Cambridge & Guernsey County

Visit Cambridge & Guernsey County



Places to Paddle & Play

Lake Life

Learn More



Ohio. Find It Here.

Sponsored

#ad Keep it local, from farm to table, visit these Preble County farm markets!



FRI, MAY 3, 2019
Farmers' Markets
Preble County, Ohio
Farmers' Markets

View Event



Ohio. Find It Here. with Clermont County Convention & Visitors Bureau

Sponsored

#ad Outdoor adventures for the whole family to enjoy in Clermont County.



Get outside and play in Clermont County



Ashtabula County Visitors Bureau

Learn More





The History. The Stillho

The Stillhouse.

Learn More



Ohio. Find It Here. with Ohio's Lake Erie Shores & Islands

Sponsored

#ad Looking for your next favorite craft beverage? Raise a glass to Lake Erie Shores & Islands' Cheers Trail!







Unwind in Ohio's Historic Wine

Learn More



Ohio. Find It Here.

Sponsored

Meal planning you'll actually enjoy. Like our page to stay in the know on the latest restaurant openings and things to do in Ohio.



Ohio. Find It Here. Travel Agency 232,539 people like this

Like Page



Ohio. Find It Here. with Common Ground Canopy Tours Sponsored

#ad Fly tree to tree on an exciting, 2.5 hour family-friendly zipline in Oberlin, Ohio.



Treetop Zipline Adventure Your summer adventure awaits!

Book Now



Ohio. Find It Here. with Preble County Convention & Visitors Bureau

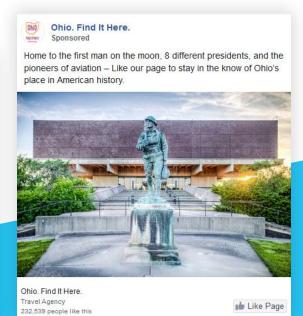
Sponsored

#Ad Celebrating 169 years! Junior Fair Shows. Camping, Demolition Derby, Tractor Pull, ATV Drag, Rodeo, Tug-a-Truck, Colt Stakes Races and more!



FRI, JUL 26, 2019 - SAT, AUG 3, 2019 169th Preble County Fair Preble County Fairgrounds 169th Preble County Fair

View Event





Ohio. Find It Here. with Preble County Convention & Visitors Bureau

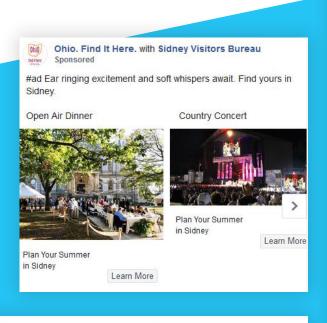
Sponsored

#ad Car and motorcycle enthusiasts rejoice! Late summer and early autumn in Preble County mean it's time for cruise-ins. Visit and enjoy the fun!



THU, AUG 15, 2019 - FRI, AUG 16, 2019 Cruise-ins in Preble County

Lewisburg, Eaton, West Alexandria, Camden, New Paris Cruise-ins in Preble County View Event





#ad Join BG for ground breaking, heart pounding excitement at the largest outdoor truck and tractor championship during August 15-17th!



National Tractor Pulling Championship Bowling Green is Pulltown USA

Learn More



You've helped your kids with homework all year – now they (and you) deserve a break. Take the work out of vacation planning and get straight to the fun in Ohio with our page!



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Ohio. Find It Here. Sponsored

Neon art, mural tours, and award-winning museums that rival bigcity classics. Like our page for the latest and best of Ohio's art scene.



Ohio. Find It Here. Travel Agency 232,539 people like this

Like Page



Ohio. Find It Here. with Darke County Visitors Bureau Sponsored

#ad SGIVEAWAY ALERT RSVP for a chance to win a @KitchenAid stand mixer for you and a travel buddy! Tag a friend below you'd give the mixer to!



WED, JUL 24, 2019 - SAT, JUL 27, 2019

KitchenAid Experience Legendary Sidewalk Sale

423 S Broadway, Greenville, OH 45331-1907, United States KitchenAid Experience Legendary Sidewalk Sale View Event

Book Now



#ad Grab your paddles and your closest friends, this is the summer you make kayaking a habit! \triangleq



Paddle the Cuyahoga River Multiple trip options available

WWW.PADDLETHERIVER.COM



Ohio. Find It Here. with Nutcracker Family Restaurant

#ad Enjoy classic meals with handmade milk shakes and draft root beer floats while playing our Seeburg Juke Box!

Find handmade pies and retro candies!

Find handmade pies and retro candies!





Visit a Vintage 50's Diner

Learn More

Visit a Vintage 50's Diner

Learn More

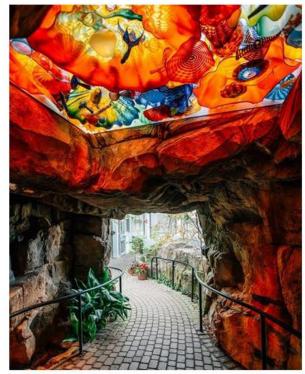


Ohio. Find It Here.

Sponsored

Canopy dreams in Franklin Park Conservatory Find this botanical Chihuly collection, now bigger than ever through 2020, in our Vibrant Cities Road Trip. #linkinbio #WorthTheDrive.





Ohio. Find It Here.

Visit Instagr...



50th Anniversary of Apollo 11, July 20

Learn More

Event information



RC Aircraft Air Show, Aug 30 - Sept 1

Learn More





Ohio, Find It Here. Sponsored

Relax at the foot of a waterfall, hide away in the trees, or fulfill your royal dreams. Like our page and stay in the know of the perfect



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Like Page



Ohio. Find It Here.

Sponsored

Yellow Springs is the *grooviest * place for a weekend escape. #OhioFindItHere



Where to Hike, Bike, Shop and Eat in Yellow Springs Of the many small Ohio towns perfect for day trips, one of my family's favorites is Yellow Springs. It's an easy drive from Columbus, Cincinnati or...



Ohio. Find It Here. with Great Miami Riverway Sponsored

#Ad Tour de Way with over 100 passport locations. Float on a working canal boat and experience the Fountain of Lights.



The Great Miami Riverway Tour de Way

Learn More



Ohio. Find It Here.

#ad Eight historical covered bridges highlight your visit to Preble County, Ohio, an area rich in agricultural heritage with picturesque prairies and rolling hills.

Roberts Bridge



The Bridges of Preble County, Ohio

Learn More

The Bridges of

Hueston Bridge



Preble County, Ohio

Oklahoma Tourism



Oklahoma Tourism

Sponsored

Tulsa features one of the nation's 50 best public art pieces created in 2018! Visit Philbrook Museum of Art, and see Karl Unnasch Art's "Slumgullion (The Venerate Outpost)" art installation, recently named to Americans for the Arts' Year in Review program.

ntravelok.la/_PhilbrookMuseum









Oklahoma Tourism

Sponsored

Flash giveaway alert! Click the link below, and enter to win a Woody Guthrie Folk Festival Giveaway:



One lucky winner will land a pair of 3-day passes to the July 10-14 Woody Guthrie Folk Festival, camping for two and two festival tees. Be sure to share to earn bonus entries for ea







Oklahoma Tourism

Sponsored

Make a trip to The Oklahoma Music Hall Of Fame, and honor top Oklahoma musicians! During your visit, explore exhibits celebrating Oklahoma artists and groups who have been inducted into the Oklahoma Music Hall of Fame since 1997.

Travelok.la/_OklahomaMusicHOF



: Lisha Newman



Oklahoma Tourism

Oklahoma Tourism



Oklahoma Tourism

Sponsored

Families, this giveaway's for you! Click the link below, and enter daily to win a Family Farmhouse Getaway:



One lucky winner will land a one-night stay for six at the P Bar Farms Corn Maze Farmhouse + 6 Stafford Air & Space Museum tickets. Be sure to share to earn bonus entries for •







Oklahoma Tourism

Sponsored

Can you name all seven original Oklahoma state parks? Take a guess, and check your work at the link below.







Oklahoma Tourism

Sponsored

Share major firsts with the family at kid-friendly Oklahoma State Parks this summer! Check out the list of six kid-centric places to explore here:



Little ones can experience new activities designed for their comfort level with u-lead pony rides and kids-only fishing p







Oklahoma Tourism

Sponsored

Devote a full day to hiking, swimming and exploring in Oklahoma! \(\trace \) travelok.la/_WichitaMountains \(\trace \)

After reaching the summit of Mount Sheridan, head over to Medicine Park for a dip in Medicine Park Bath Lake. Visitors can also refuel with bison burgers at Riverside Cafe, Medicine Park before treating the kids to new toys and braintease



Oklahoma Tourism

Travel Oregon



Spend the night in bicyclist bliss along Oregon's Scenic Bikeways.



Cool Places to Stay for Cycling Adventures

From its dusty eastern reaches to its loamy river valleys and highelevation lava flows, Oregon lures adventure-hungry bicyclists. And

Learn More



Travel Oregon with Willamette Valley Wineries Sponsored

Willamette Valley wine country is full of sumptuous surprises.



5 Fabulous Willamette Valley Tasting Experiences to Try

Tasting pinot while taking in vineyard views from a cozy tasting room is awesome. But tasting pinot after an hour-long, up-close-and-personal stroll through the vines



Travel Oregon with Willamette Valley Wineries
Sponsored

You'll remember these tasting adventures long after the bottle is empty.



5 Fabulous Willamette Valley Tasting Experiences to Try - Travel Oregon Tasting pinot while taking in vineyard views from a cozy tasting room is awesome. But tasting pinot after an hour-long, up-close-and-personal stroll through the vines

Travel Oregon



Travel Oregon Sponsored

These 17 Oregon Scenic Bikeways showcase the state's best road rides.



Ride the Oregon Scenic Bikeways

These aren't your typical bike routes. Oregon Scenic Bikeways are the state's best road rides, showcasing incredible, only-in-Oregon

Learn More



Travel Oregon Sponsored

Not one Oregon Scenic Bikeway is just like another, so we don't blame you for riding them all.



Ride the Oregon Scenic Bikeways - Travel Oregon

These aren't your typical bike routes. Oregon Scenic Bikeways are the state's best road rides, showcasing incredible, only-in-Oregon scenery — along high-desert

Visit Pennsylvania





Request a guide today! See what the buzz is about!

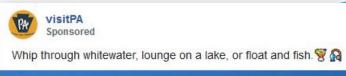
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In hot pursuit of an amazing summer? Enter a state of pure, sundrenched wow.



State of Happiness.



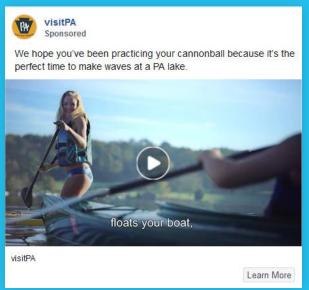


State of Rad Paddle Out in PA!

Visit Pennsylvania

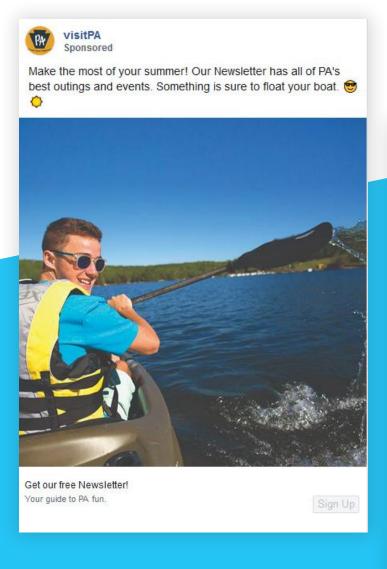






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Visit Pennsylvania

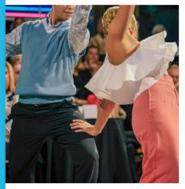




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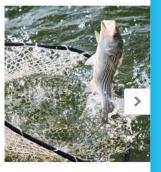
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Learn More



Tap into the local knowledge and catch your limit in South Carolina. After all, he's called "Striper Mike" for a reason. #DiscoverSC #FishInSC





Learn More



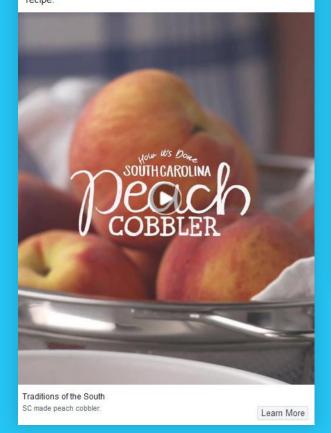








Discover how to make this easy and delicious peach cobbler recipe.





Take a journey through South Carolina's rich liquid history on a Satisfy Your Thirst Tour.



Satisfy Your Thirst Sip your way through SC.



Celebrate the Shag, South Carolina's State Dance, and find out why this timeless tradition is fun for everyone in the family!



Discover the SC Shag Learn about the Carolina Shag.

Learn More





Nothing's better than a ripe peach fresh from the orchard, except maybe peach cobbler made the South Carolina way. Get the recipe here. #DiscoverSC





Learn More



Learn the Carolina Shag where it all began—in Myrtle Beach and along the Grand Strand. #CarolinaShag #DiscoverSC







With over two dozen distilleries and nearly 50 breweries, it's delightfully easy to satisfy your thirst in South Carolina. #SatisfyYourThirstSC #DiscoverSC

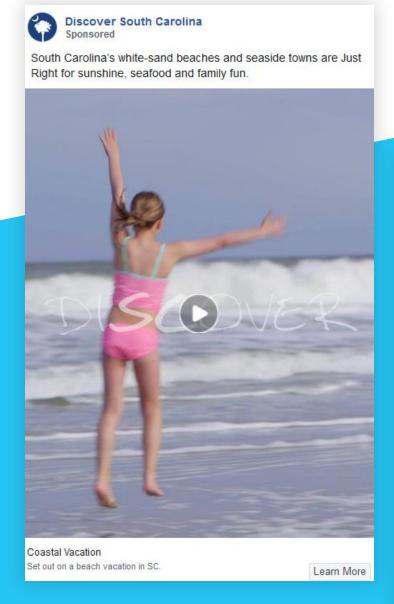




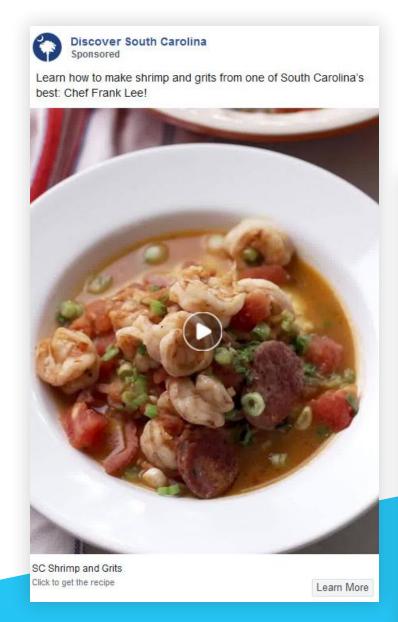
Discover the simple ingredients that lead to an iconic South Carolina dish. #ShrimpAndGrits #DiscoverSC



Discover South Carolina









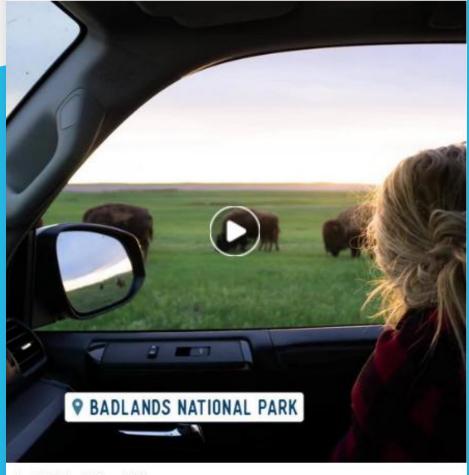
South Dakota Tourism



South Dakota Tourism Sponsored

Introducing To Each Their Road – our guide to South Dakota's different ways to road trip.

Take your pick from five different personalities and follow the path to South Dakota!



South Dakota Road Trip



We didn't just ask kids if they had fun at Dollywood. We proved it.



Dollywood Is Officially Kid Reviewed See what the kids are saying.

Learn More



We didn't just ask kids if they had fun at Dollywood. We proved it.



Dollywood Is Officially Kid Reviewed See what the kids are saying.

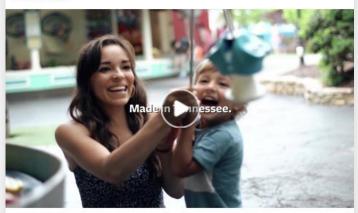
Learn More



Tennessee Vacation

Sponsored

Tennessee has officially been Kid Reviewed. See what the kids are saying.



Real Kids. Real Reviews.

Learn More



Tennessee Vacation

Sponsored

Tennessee has been reviewed by the toughest critics on the planet: actual kids. See what they're saying.



Introducing Kid Reviewed



Tennessee has been reviewed by the toughest critics on the planet: actual kids. See what they're saying.



Introducing Kid Reviewed

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Real Kids. Real Reviews.

Learn More



Tennessee has been reviewed by the toughest critics on the planet: actual kids. See what they're saying.



Introducing Kid Reviewed



Tennessee Vacation

We went straight to the source to help parents plan the best Tennessee vacation ever.



Real Kids. Real Reviews. Family fun in Tennessee

Learn More



We went straight to the source to help parents plan the best Tennessee vacation ever.



Real Kids. Real Reviews. Family fun in Tennessee

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We went straight to the source to help parents plan the best Tennessee vacation ever.



Real Kids. Real Reviews. Family fun in Tennessee

Learn More





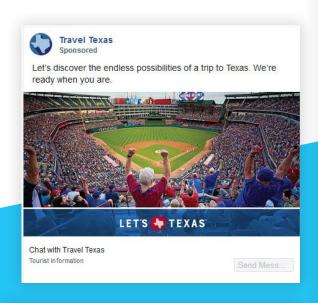
Tennessee has been reviewed by the toughest critics on the planet: actual kids. See what they're saying.



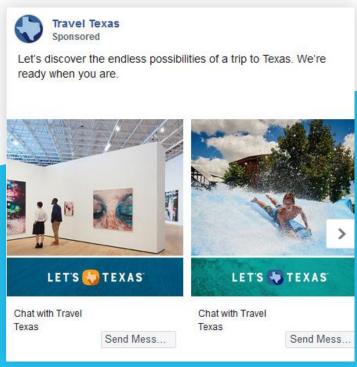
Introducing Kid Reviewed

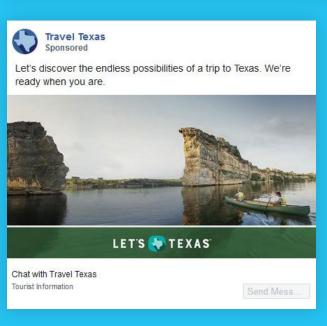
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Travel Texas

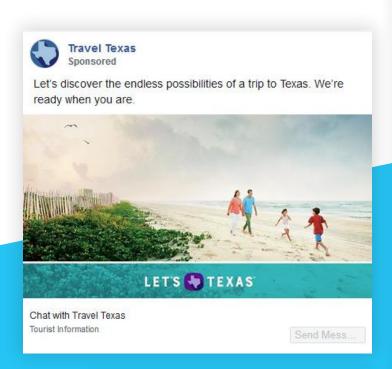




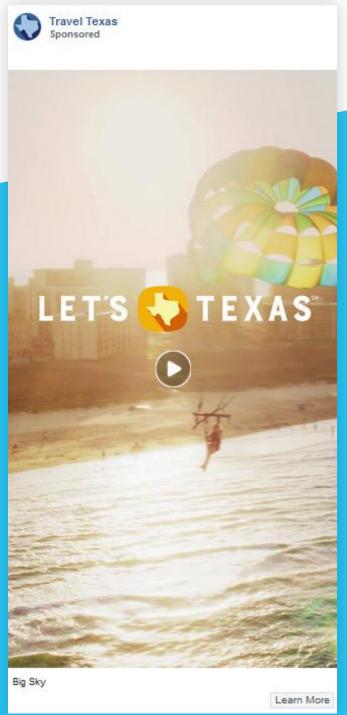




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Journey into the past and witness our history. Because standing here, you are not just a traveler. You're a time traveler.



Journey Back into History

Learn More

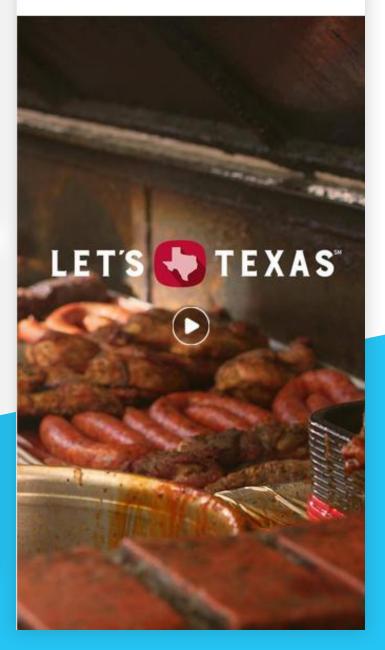


A trail ride in Texas? Some might call that a cliché. It's true, many riders have traveled these hills and been awestruck by this view. But that's not how you become a cliché. It's how you become a part of history.



Horseback Riding in Texas









Learn More



A Skyline You Won't Forget Learn More



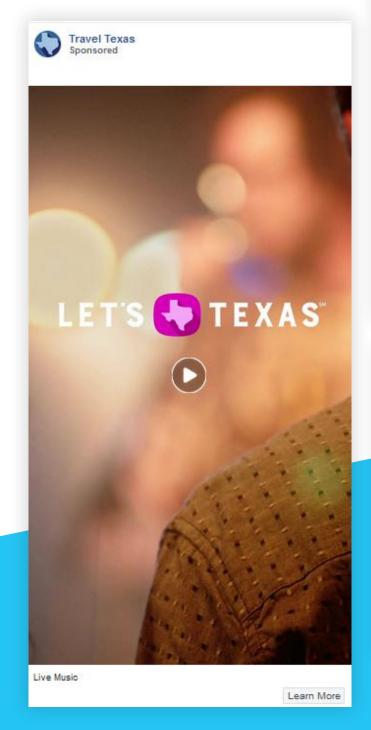




Chat with Travel Texas Tourist Information

Travel Texas

Sponsored





TRAVELTEXAS.COM

Explore the City





Do not let our skylines fool you. The old west is still alive here. It's a legacy of wild adventures. You'll find them painted on our walls, and on occasion, roaming our streets.



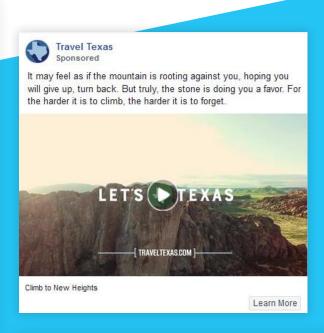
Where the Wild West Lives On

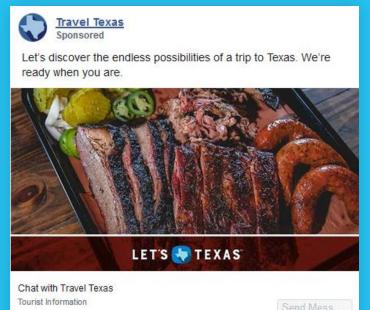
Learn More



Plan the ultimate summer getaway to the Texas Gulf Coast! Explore all the seaside towns, family-friendly attractions and outdoor adventures along 600 miles of coastline. http://bit.ly/2vkmjGN







©CrowdRiff 144



Hosted in Longview, known as "The Balloon Capital of Texas," the The Great Texas Balloon Race brings together top competitive pilots from around the world! Don't miss out on this one-of-a-kind race in from July 26-28 in East Texas. http://bit.ly/2N6Dpnf

wia: The Great Texas Balloon Race





Not everything you hear about Texas is true. Like the idea you have to wear boots here. To be honest, in a lot of places, you don't even have to wear shoes.



Paddle Through the City

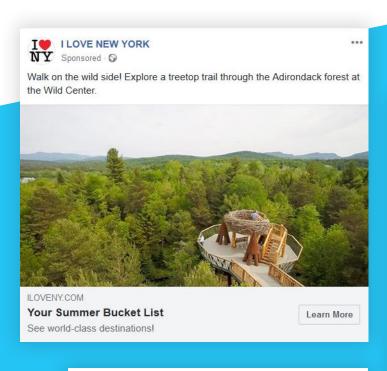
Learn More



How do you turn a trip into an adventure? You don't need a tour guide, just go as far as the mood strikes you. And when you happen upon, say, an ancient Cypress forest, it will feel like that was your destination all along.



Kayak Through Cyprus Forests









Let's discover the endless possibilities of a trip to Texas. We're ready when you are.



Chat with Travel Texas Tourist Information

Send Mess...



Look at you, nailing those vacation goals. And squad goals, too. Happy hour goals: check. Skyline goals: check. Swimming pool goals: big check.



Hit Your Vacation Goals

Learn More



On the northern end of the San Antonio River Walk, you'll find the Hotel Emma – one of the city's most well-known hotels. Stay the night at this 19th century brewhouse turned boutique hotel on your next trip to San Antonio. http://bit.ly/2XWoCfT



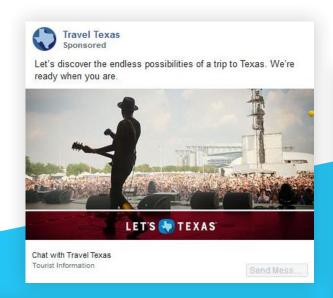


Our beaches only have a few rules: no homework, no business attire, no agendas, no reasons to argue, no forgettable moments, no time but family time.



The Beach is Calling







In the spirit of National Camping Month, pack up your gear and head to Blanco State Park, about an hour from Austin and San Antonio. Roast marshmallows by the fire, enjoy an afternoon swim or have a picnic in the beautiful Texas Hill Country. http://bit.ly/2Zv2GZt





Journey to the shores of Port Aransas on Mustang Island for a memorable beachside getaway this summer. With so much to see and do, no wonder Family Vacation Critic named it among the top 10 family beaches of 2019. http://bit.ly/2XiSzGH



Visit Utah





Vermont Tourism



Historic downtowns, a vibrant arts and culinary scene, and unparalleled outdoor recreation. Don't just visit, take part in a Stay to Stay Weekend, so you can call Vermont home.



Move to Vermont!

Have you ever wanted to extend your weekend visit and live full time in Vermont? We have a program to help you do just that. The

Learn More

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Virginia is for Lovers



Virginia is for Lovers

Looking for a place to catch the #fireworks this 4th? us Reep the link in our bio for a map of VA events.

@w_reynolds_photography #LoveVA #july4th @colonialwmsburg Virginia.org/july4thfireworks



Virginia is for Lovers

Learn More



50 Virginia is for Lovers Sponsored

Mark your calendars and start making plans for an incredible July in Virginia: http://ow.ly/FshH50uAGol

P: Red Wing Roots Music Festival, Mt. Solon





Virginia is for Lovers Sponsored

Pack your sense of adventure on your next road trip through Virginia.





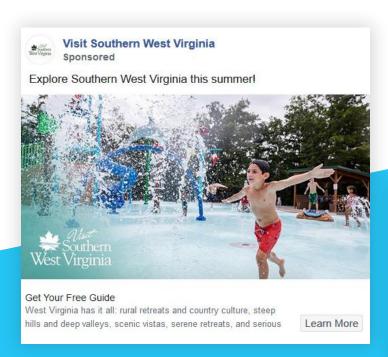
Virginia is for Lovers Sponsored

Virginia is home to 544 miles of the Appalachian Trial, more mil than any other state. Whats your favorite stretch of the AT in

P: The Priest, Tye River



Visit Southern West Virginia



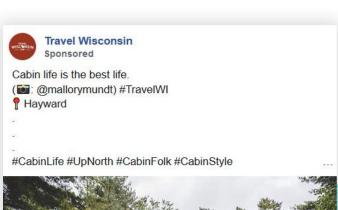


Unique venues, delectable food and almost heaven hospitality make Southern West Virginia the perfect place for your wedding.



Get A Free Wedding Guide
Request your Wedding Guide to learn more about what Southern
West Virginia has to offer and hear from couples who have been

Travel Wisconsin





Travel Wisconsin

Learn More



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Wyoming Office of Tourism



Answer the call of wild. Stay up-to-date on all the exciting happenings in Wyoming.

#ThatsWY



Inspiration for Your Next Big Adventure

Sign Up



Explore Wyoming from your inbox.

Then visit to see it up close.

#ThatsWY



Travel Inspiration from the Cowboy State

Sign Up



Get off the beaten path and find the western spirit on horseback.

Experience an authentic Wyoming adventure and explore sprawling fields and picturesque landscapes.

#ThatsWY



Explore Wyoming the Way You Were Meant To

Facebook ad examples from Tour Operators

During the last week of June 2019, we took a random sample from our database and, using Facebook's Page Transparency Tool, looked through 68 Tour Operator Facebook pages. These include both single and multi-day tours. In total, 34 Tour Operators were running active ads – here are all of them!

*For length, we've omitted ads that are duplicates or highly similar.

List of Tour Operators

Active Adventures	157
Adventure Park at Long Island	165
Blazing Adventures	166
Boulevard Brewing	167
Bus2Alps	168
Captain John Boats	169
Collette	170
Condor Travel	176
Dana Wharf Whales	178
Dive.is	179
Eagle Eye Adventures	180
Five Star Whale Watching	181
G Adventures	182
Haka Tours	192
Haunted Walks Inc.	197
Hobbiton Movie Set	198
Ker & Downey	199

Killa Expeditions	200
Lake Travis Zipline Adventures	201
Mountain Travel Sobek	202
Napa Valley Wine Train	203
New York Wine Events	204
Odell Brewing	206
Pacific Whale Foundation	207
Papillon Group	213
River Ventures	214
Rocky Mountaineer	215
Skyline Eco-Adventures	217
Snow King Mountain Resort	222
World Expeditions	227
Ktreme Xperience	228

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Active Adventures

Sponsored

Turn your daydream into reality and join us on an Active Adventures Himalayas trek! Explore the Everest Base Camp, the Annapurna Sanctuary or the Mustang Region.



Tap here to see more about Nepal!



Active Adventures

Sponsored

Are you planning a trip to New Zealand but feeling a bit overwhelmed by how much there is to explore? With Active, you can enjoy the adventure, without the worries of planning it.

Shop Now

Check Trip Dates





Pick Your Next Adventure!

· ·

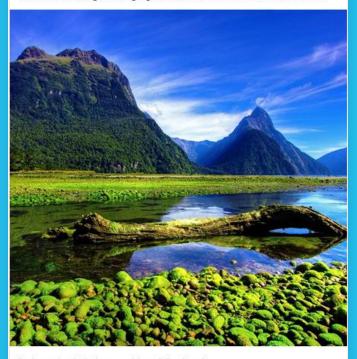
Pick Your Next Adventure!

Shop Now



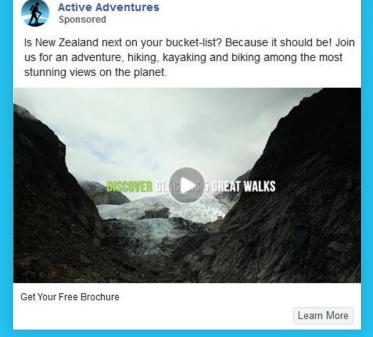
Active Adventures

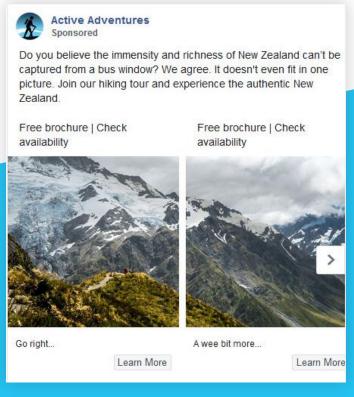
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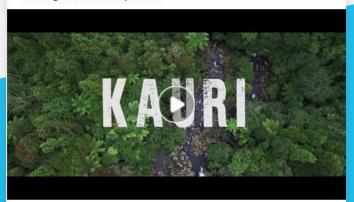
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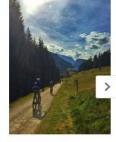
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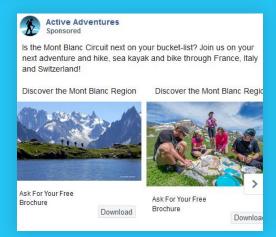
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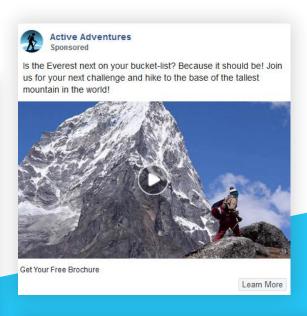


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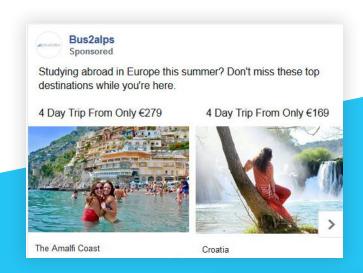


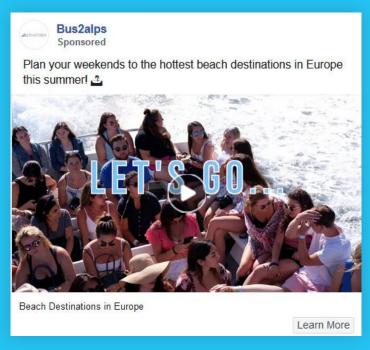
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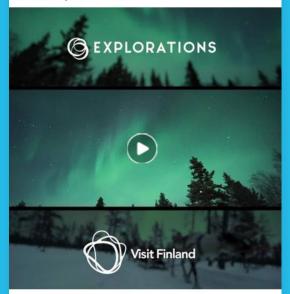


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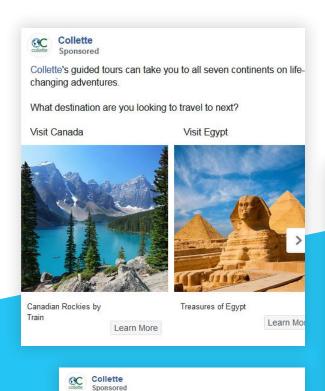
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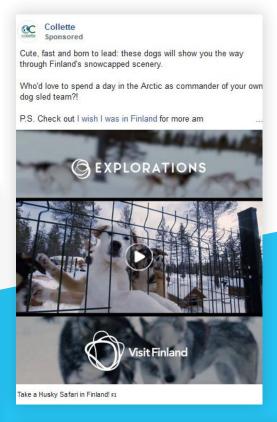
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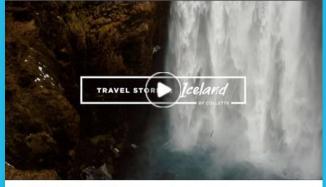
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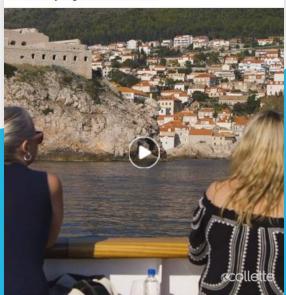
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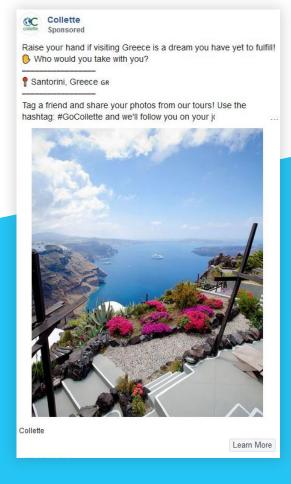
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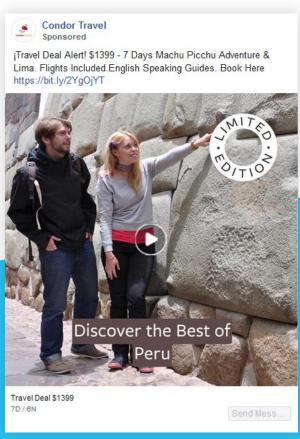




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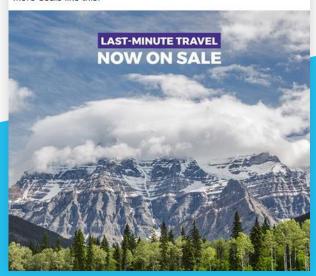
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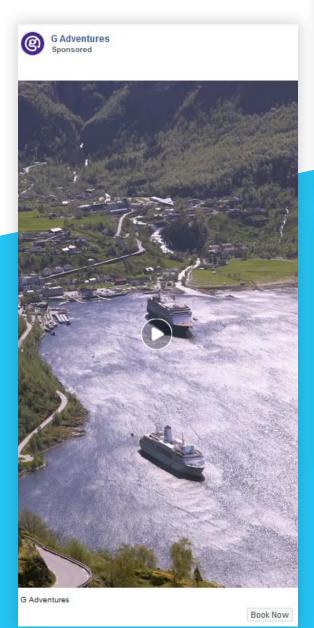
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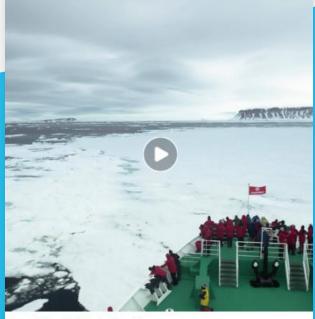
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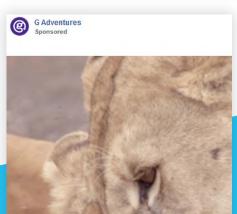
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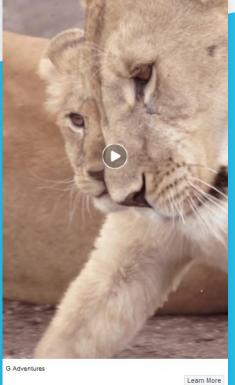


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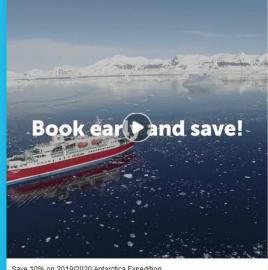
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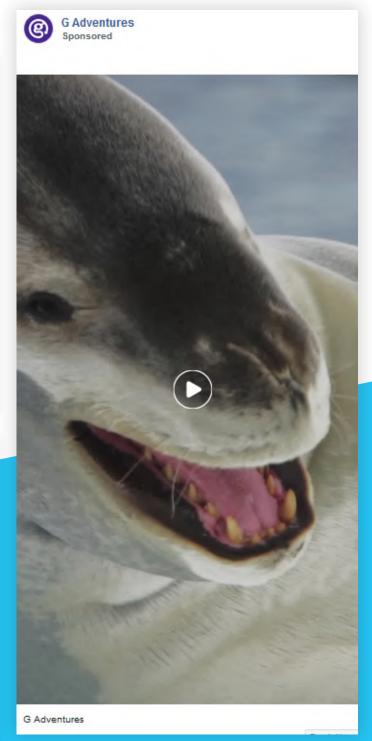


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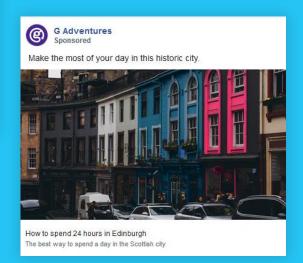
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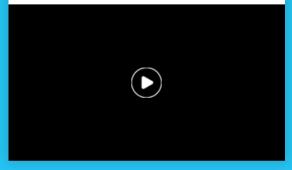


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Haka Tours New Zealand

Deciding which adventures to do in New Zealand is never easy. To help you choose, here are our Top 5 Most Booked Activities. Enjoy! #hakatours

Our guides consider this one of the best kayaking experiences in the country. Paddle through amazing sea caves, explore volcanic islands in the marine reserve and discover what makes one of Ni ...

Tucked away in the sleepy countryside of Matamata is Hobbiton. Here you can experience the sights, smells, sounds and tastes of The Shire in a truly magical setting of rambling paths a



#5 – Cathedral Cove Kayaking



#4 – Hobbiton Movie Set Tour



Haka Tours New Zealand

Sponsored

Rick, 47, US: "I'm trying to prove to all these young kids that your only as old as you feel."

Rick - happy to host ya, young buck!

Would you like to frolic on our world-renowned mountains? Check out our South Island snow tours and get ready to sl



Rick



Haka Tours New Zealand Sponsored

Want to see what accommodation is like on a Haka Plus tour? No dorm rooms here! https://hakatours.com/haka-plus-tours

Franz Josef



Rainforest Retreat

Learn More

Franz Josef



Rainforest Retreat (inside)

Learn More

Haka Tours New Zealand

Sponsore

Kristin, 26, Australia: "I don't think i've stopped laughing."

Kirstin - glad to have made ya chuckle!

Would you like to have a laugh and explore New Zealand? Check out our South Island snow tours!

https://hakatours.com/new-zealand-snow-tours



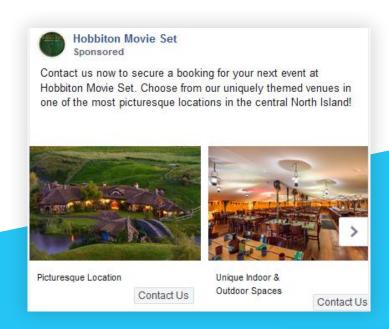


Haunted Walks Inc.



©CrowdRiff

Hobbiton Movie Set





Ker & Downey



Killa Expeditions



Killa Expeditions

Sponsored

The RAINBOW MOUNTAIN TREKS hike along a stunning route past snow-capped mountains, turquoise lakes, glacial peaks, colorful striated mountains, and relaxing hot springs! This beautiful multi-day hike is tucked away in a well-hidden section of the Vilcanota Mountain range. Surrounded by glacial mountains, this route treks in the shadow of the highest mountain in the Cusco Region, Ausangate (6300m/21,000ft). This is a true



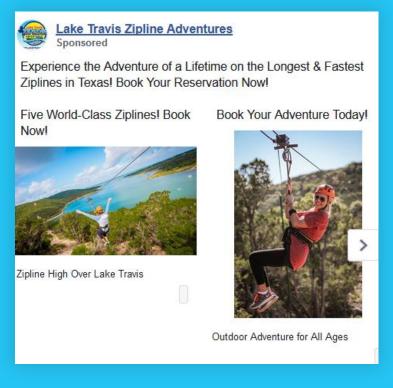




Learn More

Lake Travis Zipline Adventures





Mountain Travel Sobek



MT Sobek - The Adventure Company Sponsored

There's a world of adventure waiting for you. With 50 years of experience, MT Sobek is the expert in small group adventure travel, whether you want to explore the chateaux of Dordogne Valley or reach high to the heavens at Everest Base Camp.



2020 is calling. Where is your next adventure? Let us know what your dream adventure is and we'll help make it reality.

Get Quote



MT Sobek - The Adventure Company Sponsored

There's a world of adventure waiting for you. With 50 years of experience, MT Sobek is the expert in small group adventure travel, whether you want to explore the chateaux of Dordogne Valley or reach high to the heavens at Everest Base Camp.



2020 is calling. Where is your next adventure?

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Get Quote

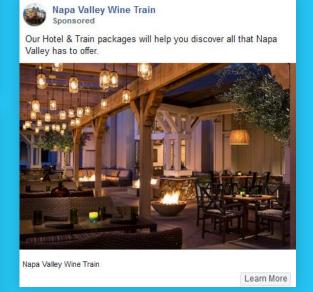
Napa Valley Wine Train



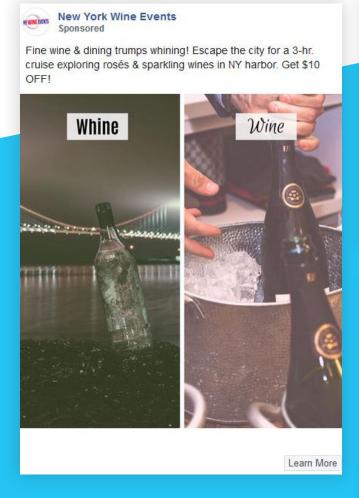








New York Wine Events







New York Wine Events





Odell Brewing











As our most popular Maui snorkel tour, the Molokini & Turtle Arches Snorkel lets you explore the Island's world-famous Molokini crater including a second snorkel spot along a reef known for green sea turtle sightings and underwater lava arches.

Molokini, Maui's iconic crescent-shaped islet, is a beautiful reef known for its crystal clear waters, abundant coral,



TUE, MAY 14, 2019 - WED, MAY 15, 2019
Award Winning Molokini & Turtle Arches Snorkel Tour
Pacific Whale Foundation
pacificwhale.org

Buy Tickets



Pacific Whale Foundation

Take a journey at sea with Pacific Whale Foundation and international award-winning astronomy writer and speaker Harriet Witt to experience our "Moving Planet."

Don't miss out & save 15% when you book this tour online today! Promo code: add5



Book online & save 15%

Book Now



Don't miss out on the best snorkeling in Maui! Reserve a seat today to take advantage of 10% off when you book online. Hurry this offer won't last long!



Reserve your seat today!

Book Now



Explore Molokini on an intimate, advanced snorkel tour of Maui's #1 snorkeling and diving destination.

Don't miss out & save 15% when you book this tour online today! Promo code: add5

Experienced, advanced snorkelers will love the ex



Book online & save 15%

Book Now



Pacific Whale Foundation

This luxury, standing room dining experience aboard our newest vessel Ocean Guardian, features delectable pupu, a medley of sustainably-sourced sushi and the best sunset views that Maui has to offer. Pair your fresh sushi rolls with sake or other beverage that may just inspire you get on the dance floor!



Online special! Book now and save 10% per person! PacWhale Eco-Adventures is proud to partner with 'Aipono Award Winner Three's Catering to present Maui's only sustainable sushi

Book Now



Pacific Whale Foundation

Cruise to the scenic coastline of Lana'i island and snorkel a dazzling coral reef, home to abundant sea life. Wild dolphins are found in bays and offshore, including acrobatic spinner dolphins, friendly bottlenose dolphins, and curious spotted dolphins. Book online & save 10%



Book this remarkable tour today!

Book Now



Pacific Whale Foundation Sponsored

Come aboard Ocean Spirit, Maui's newest luxury sailing catamaran, and cruise and snorkel the beautiful Ka'anapali coastline to the breathtaking waters of Honolua Bay! Book online & save 10%



Pacific Whale Foundation

Book Now



Pacific Whale Foundation

Makes the perfect gift, shop women's today! All profits support Pacific Whale Foundation!

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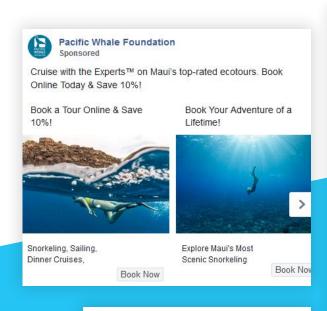


Spend \$75.00 or more & get 10% off your purchase

Get Offer

Get Offer

Pacific Whale Foundation



Pacific Whale Foundation







Save \$9.30 on a Sunset Dinner Cruise





Pacific Whale Foundation



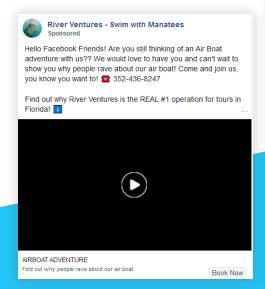




Papillon Group



River Ventures



River Ventures - Swim with Manatees

[Crystal River & Homosassa, FL] Amazing manatee encounters











Rocky Mountaineer



Rocky Mountaineer

2020 is your year to explore the Canadian Rockies by luxury rail! Book an 8-day rail vacation with us and receive 4 free perks, including extra hotel nights and an airport transfer. Learn more about this very special offer.



Special Offers

Book a qualifying package to take advantage of Rocky Mountaineer's current special offer.



Rocky Mountaineer

Sponsored

② You certainly don't see this every day in Banff National Park! Spotted this month from our train, a rare white-phase black bear! Image: Leigh Bates

P Banff & Lake Louise Tourism





Rocky Mountaineer Sponsored

Look at the view from the Banff Gondola experience in Canada. This is where travellers come to ride the gondola to the top of Sulphur Mountain, get a bird's-eye view of the town and river below, and be awed by the view of SIX mountain ranges! Isn't Canada amazing?







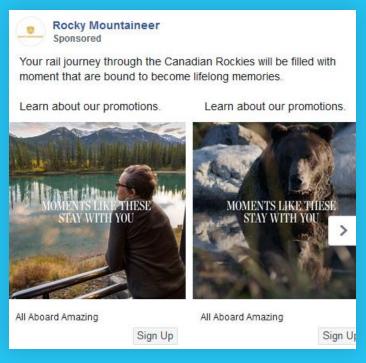
Rocky Mountaineer Sponsored

O' Canada! What a view! Who do you think needs to visit Canada and the Canadian Rockies and why?

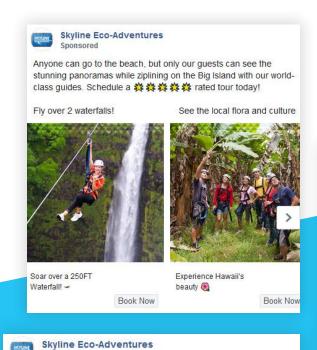


Rocky Mountaineer

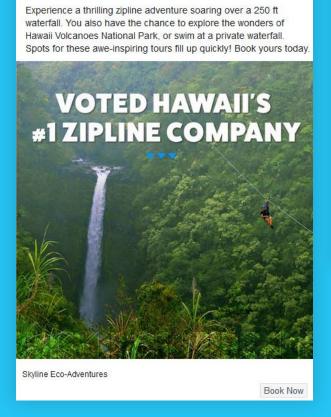


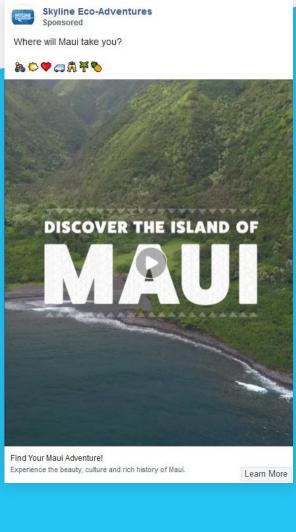


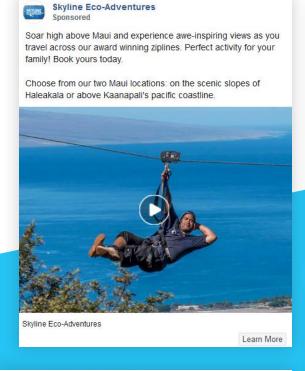


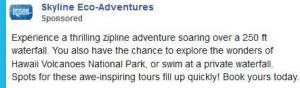


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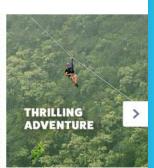






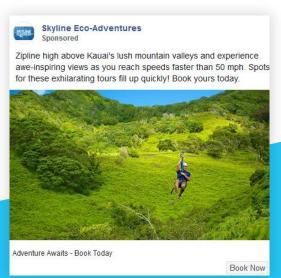


Tour Book Now



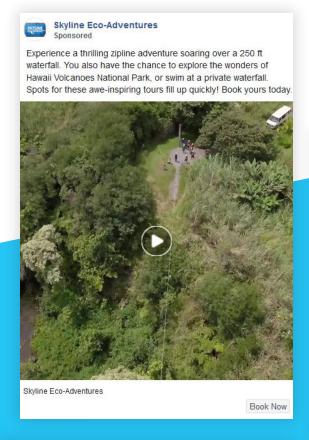
Fun for the Whole Family!

Book Now







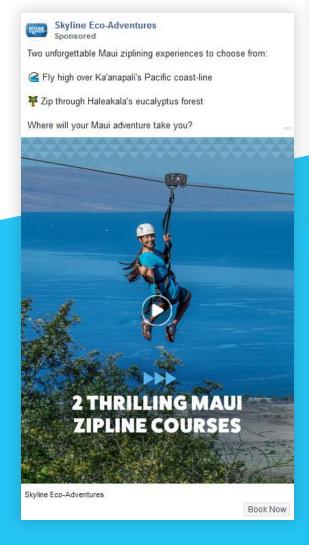




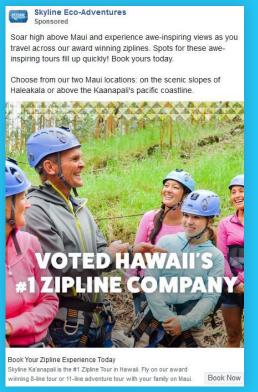


Skyline Eco-Adventures

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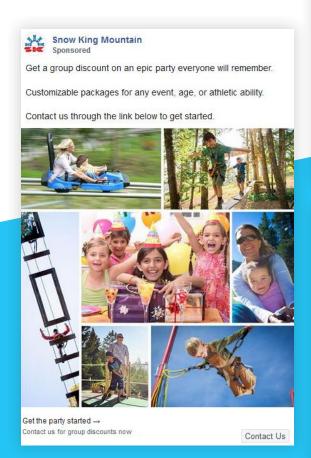




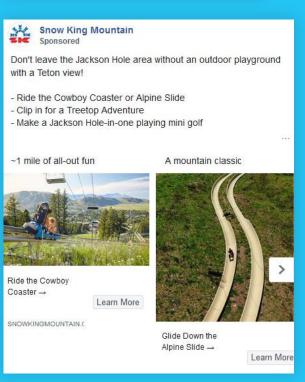














Make your Jackson Hole visit an adventure → Get your Big King Pass for all-access adventure!

Book Now



Get the Snow King Mountain experience:

- Thrilling family attractions
- Outdoor gear rental
- Unique events
- Jackson Hole's best views



Treetop Adventure Ropes Course →



Summer Cowboy Coaster → Learn More

Learn More



Don't leave Jackson Hole without experiencing an outdoor playground with a Teton view! Get 10% off with promo code ONLINETIX when you book 48 hours in advance.

- Ride the Cowboy Coaster or Alpine Slide
- Clip in for a Treetop Adventure
- Make a Jackson Hole-in-one playing mini golf



Play All Day in the Best Possible Ways ightarrow

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Shred the Jackson Hole singletrack on a top-notch mountain bike

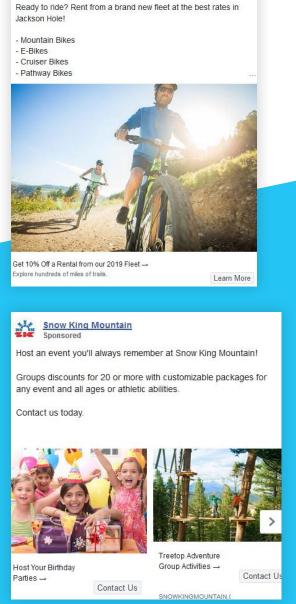
Click to get the best rental rates in the valley.



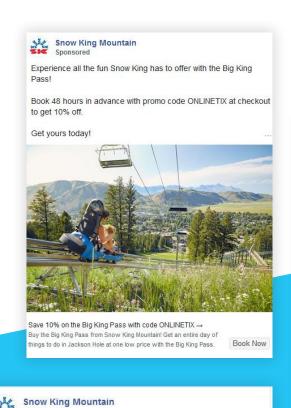
Rent a bike and rip →
Explore hundreds of miles of trails.

Learn More





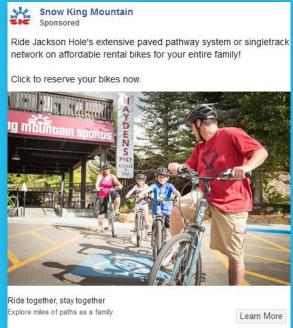
Snow King Mountain Sponsored

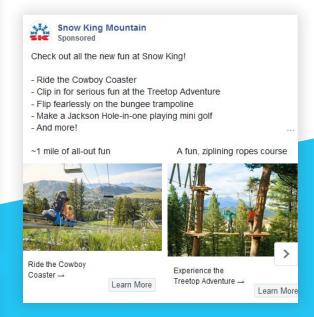










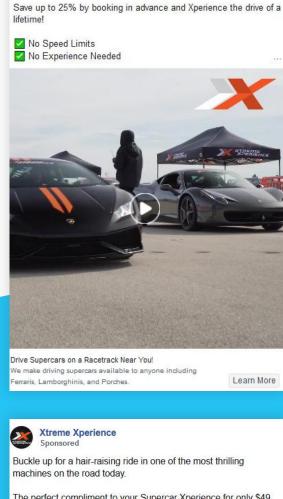


World Expeditions



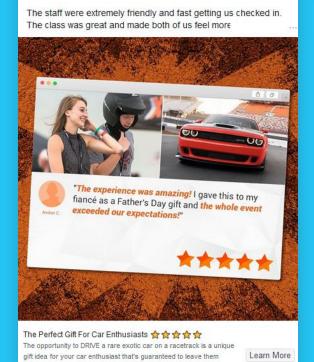
Xtreme Xperience





Xtreme Xperience

What are you waiting for?



"I thought it was a great experience throughout. I got this for my

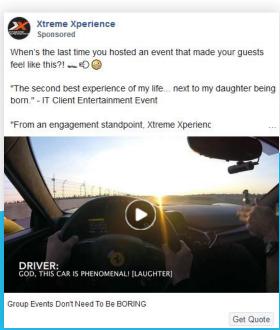
boyfriend twice now and he has loved both experiences. He has

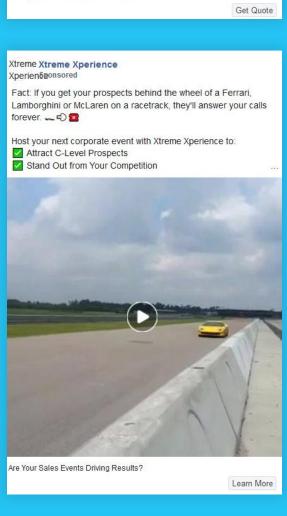
done the Lamborghini Huracan and the Dodge Hellcat...

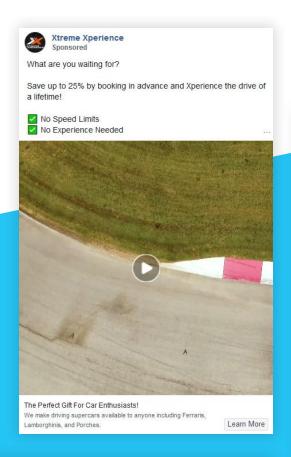


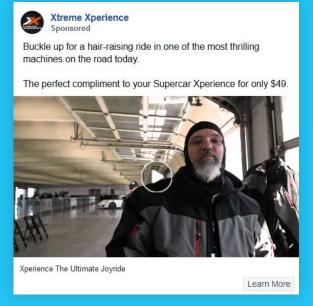


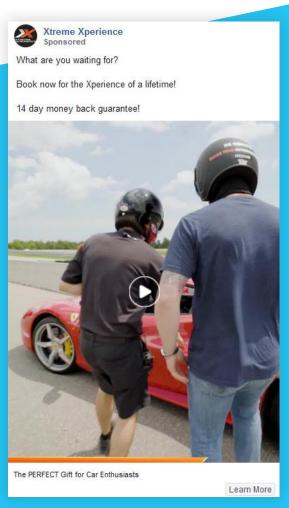




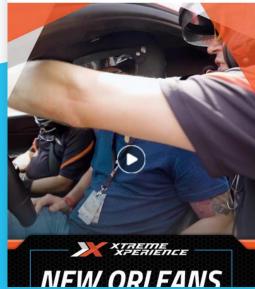




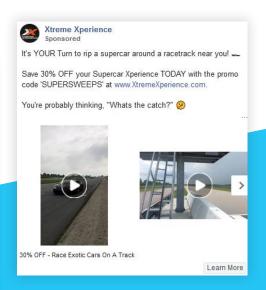


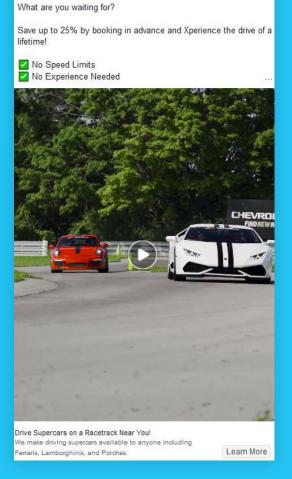




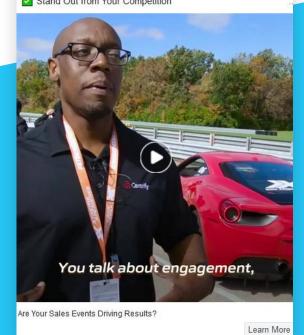


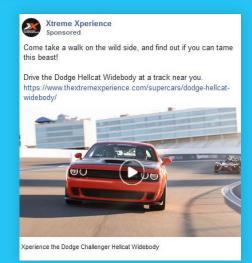














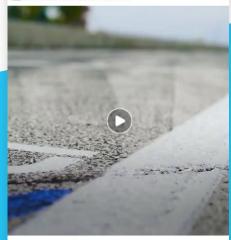




Fact: If you get your prospects behind the wheel of a Ferrari, Lamborghini or McLaren on a racetrack, they'll answer your calls forever. - = = =

Host your next corporate event with Xtreme Xperience to:

Attract C-Level Prospects
 Stand Out from Your Competition



Are Your Sales Events Driving Results?

Learn More

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Enter for a chance to DRIVE any of these supercars on a real racetrack near you. 5 winners are selected every month! - -

You + supercar + racetrack = driving bliss. No speed limits. No cops. No slow traffic.



XtremeXtreme Xperience

Fact: If you get your prospects behind the wheel of a Ferrari, Lamborghini or McLaren on a racetrack, they'll answer your calls forever. 👡 🗐 🆀

Host your next corporate event with Xtreme Xperience to:

✓ Attract C-Level Prospects
✓ Stand Out from Your Competition



Are Your Sales Events Driving Results? Excite, Engage & Entertain with Xtreme Xperience

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Salt Lake City - It's YOUR turn to experience the thrill of ripping a Ferrari, Lamborghini, McLaren, Porsche, or Hellcat around a racetrack.

No Speed Limits No Experience Needed 😁 Space is Limited 🙇

IT'S YOUR TURN



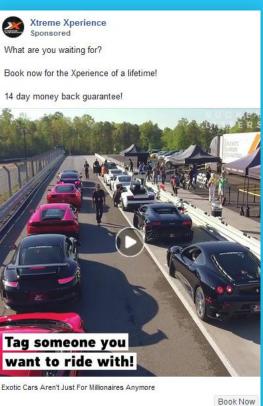


Utah | Drive Supercars On A Racetrack!

Learn More

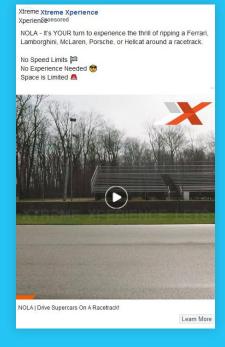


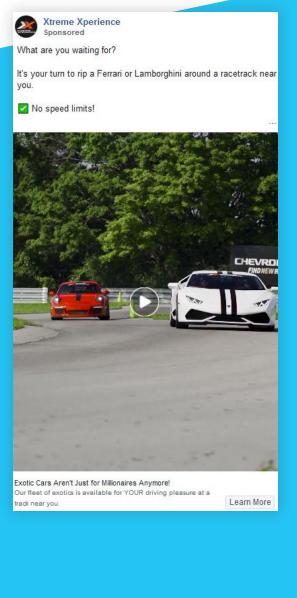




Are Your Sales Events Driving Results?







Facebook ad examples from Resorts and Hotels

During the last week of June 2019, we took a random sample from our database and, using Facebook's Page Transparency Tool, looked through 40 Resort and Hotel Facebook pages. In total, 25 were running active ads – here are all of them!

*For length, we've omitted ads that are duplicates or highly similar.

List of Resorts and Hotels

Arizona Biltmore	238
Auberge Resorts	239
Boca Raton Resort & Club	241
Cabot Links	244
Grand Wailea	250
Hidden Mountain Resort	252
Hotel del Coronado	253
JA Resorts & Hotels	255
Kimpton Hotels	257
Kingsmill Resort	258
La Quinta Resort & Club	260
Lefay Resorts	262
Loews Corporation	267
Miraval Resorts	268
Oglebay Resort	273
Pebble Beach Resorts	275
Sea Island	276

Southernmost Resorts	284
Sundance Resort	285
TradeWinds Island Resorts	288
Turtle Bay	289
Waldorf Astoria Chicago	291
Waldorf Astoria Park City	292

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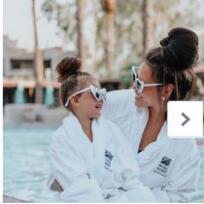
Arizona Biltmore



Arizona Biltmore, A Waldorf Astoria Resort Sponsored

Summer is the perfect time to plan your family getaway, romantic retreat or relaxing escape. Experience everything the iconic Arizona Biltmore, A Waldorf Astoria Resort has to offer. Book now!





All-inclusive from \$269

Book Now

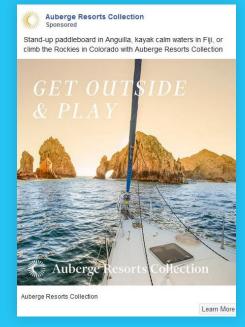
Bring The Family

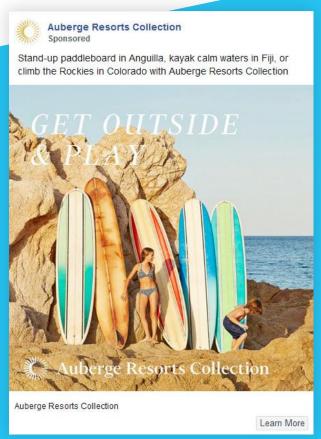
Book Now

CrowdRiff

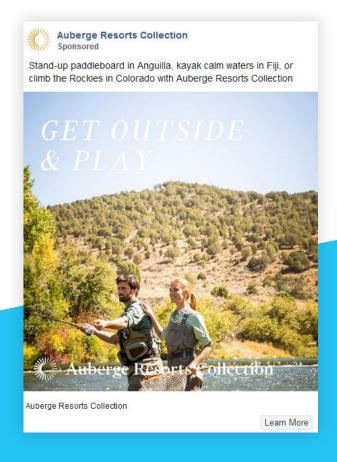
Auberge Resorts

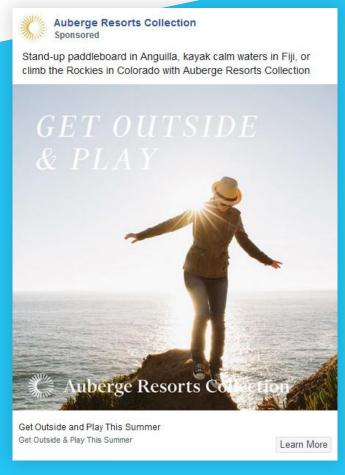






Auberge Resorts





Boca Raton Resort & Club

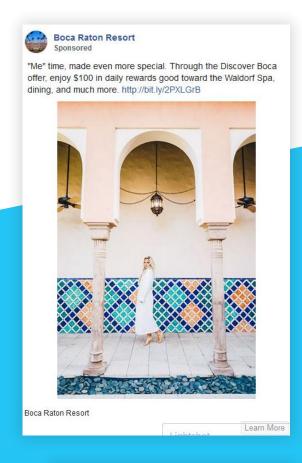


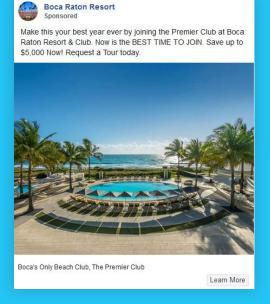


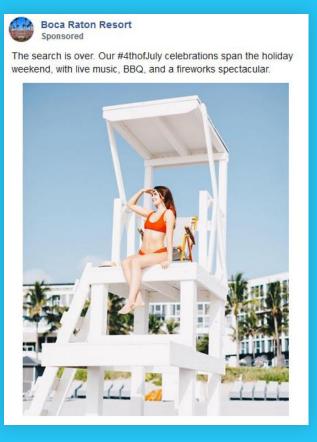




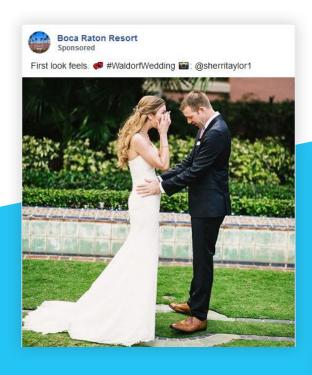
Boca Raton Resort & Club

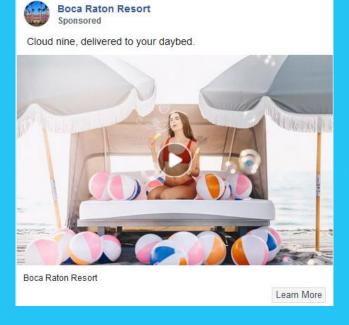






Boca Raton Resort & Club



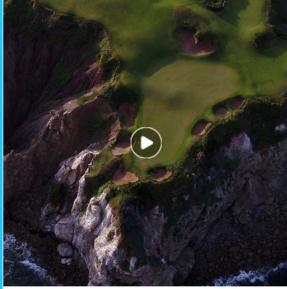






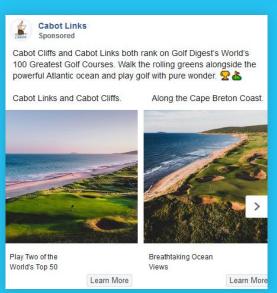
Cabot Links golf resort expands to warmer climes of St. Lucia Nova Scotia golf hub announces plans for its first international operation





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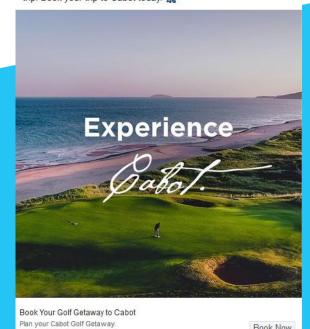




This is Golf, The Cabot Way.



Golf two of the world's greatest golf courses in one unforgettable trip. Book your trip to Cabot today. 🎇





Cabot Links

ocean vistas.

Wake Up By the Sea

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Our accommodations pair modern high-end amenities with timeless

High-End Amenities

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The Cabot Golf Villas feature sweeping ocean views and high-end amenities. Unwind after a round of golf in laid-back luxury.



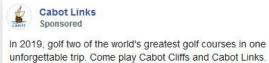
Cabot Links

Learn More



It's a big day for us here at Cabot and we are grateful to have you all to share it with! As always, we have so much to look forward to!







Book Your Golf Trip to Cabot Today

Book Now





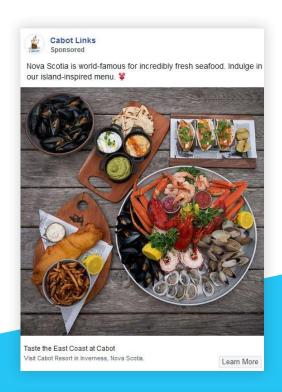
Cabot Links

Learn More



Book Your Golf Trip to Cabot Links

Book Now





Play Cabot Links, #43 on Golf Digest's World's 100 Greatest Golf Courses. Experience the golf trip of a lifetime. 🐒

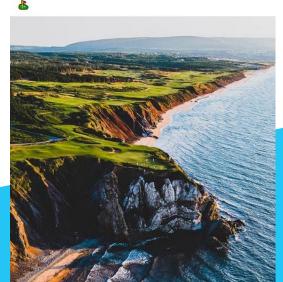


Experience Cabot Links, a golf getaway you'll never forget. Discover Cabot Links.

Learn More



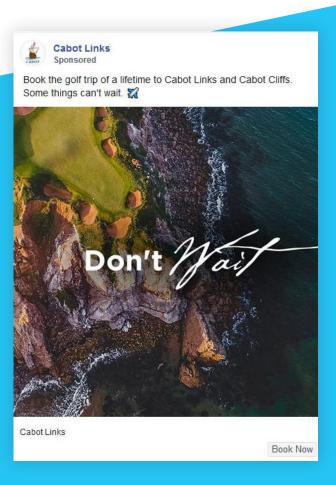
Play Cabot Cliffs, #9 on Golf Digest's World's 100 Greatest Golf Courses. Immerse yourself in Cape Breton's Dramatic landscape.



Discover Cabot Cliffs, A Place Beyond the Ordinary. Discover Cabot Cliffs.

Learn More







Some things can't wait. Visit Cabot this summer and experience the golf trip of a lifetime.



Book Your Summer Golf Trip to Cabot. Plan your Cabot Golf Getaway.

Book Now



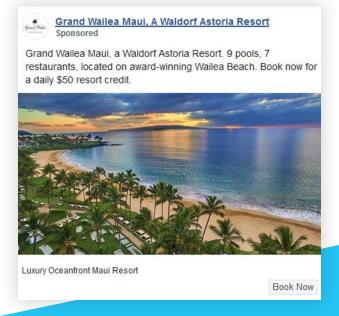
Grand Wailea

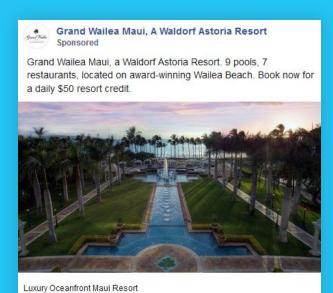


Grand Wailea Maui, A Waldorf Astoria Resort Sponsored

Two days of BBQ, locals brews, and seafood battles await at Fire It Up! Maui. Don't miss the chance to enjoy food crafted by some of the nation's top chefs at our July 19-21 event.







Book Now

Grand Wailea



Grand Wailea Maui, A Waldorf Astoria Resort Sponsored

Grand Wailea Maui, a Waldorf Astoria Resort. 9 pools, 7 restaurants, located on award-winning Wailea Beach. Book now for a daily \$50 resort credit.





Hidden Mountain Resort



Easily Located near all the Shopping, Dining, Theaters, and Attractions of the Smoky Mountains, you'll find Hidden Mountain Resort. We invite you to Rent Your Own Cabin at the Smokies' Original Log Cabin Resort!



Visit the Smokies' Original Log Cabin Resort!

1-14 bedroom Log Cabins, Cottages, Villas, Tiny Cabins, Class A
Coach Sites, Wedding Venues, Resort Amenities, an Onsite Office and

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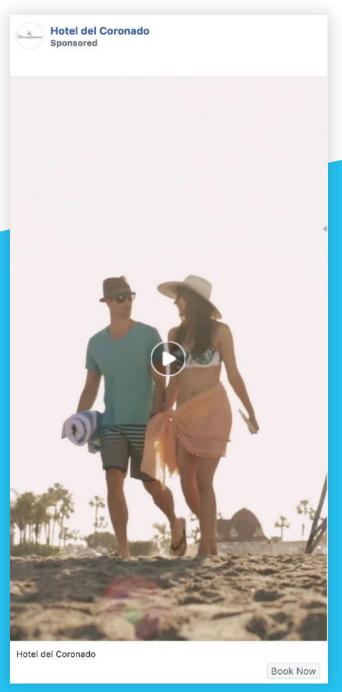
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Hotel del Coronado









Hotel del Coronado

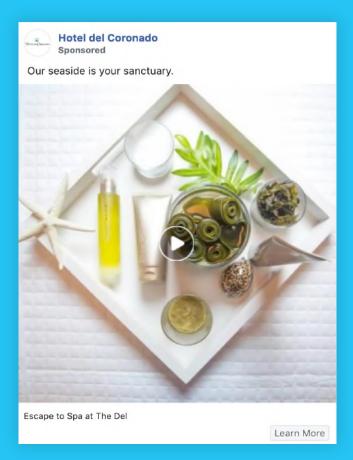


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#DelMemories to have and to hold.

Photo: @purasoulphoto



JA Resorts & Hotels





Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Indulge in unforgettable experiences ranging from adrenaline filled water sports to relaxing spa treatments & culinary delights.



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed

Book Now



Romantic Beach Getaway - Dubai

JA Resorts & Hotels



JA THE RESORT Sponsored

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Experience stunning view of the 9-hole golf course and access to 800 m private beach overlooking the Arabian Gulf!



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed!

Book Now



JA THE RESORT

Plan your holiday in our family beach resort in Dubai and save up

to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Experience stunning view of the 9-hole golf course and enjoy the tee time off during your stay.



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed!

Book Now



Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed!

Reinvent your family summers & revitalize with pristine beaches, action-packed aqua sports, spa havens & gastronomic delicacies!



JA Palm Tree Court - Dubai | Save Up to 30% Best Price Guaranteed!

Book Now



JA THE RESORT

Plan your holiday in our family beach resort in Dubai and save up to 30% on our best available room rate, when you book direct on jaresortshotels.com. Best Price Guaranteed! Experience stunning view of the 9-hole golf course and access to 800 m private beach overlooking the Arabian Gulf! Indulge in unforgettable experiences ranging from adrenaline filled water sports to relaxing spa treatments & culinary delights #JAResorts #JATheF



Weekend Getaway Offer From 638.1,-2

Kimpton Hotels



To celebrate the sounds that connect us, we invited some of our favorite bands for an unforgettable, intimate concert series. Get VIP access including 2 tickets, a 30 minute meet and greet with the band and more.

Kimpton Off The Record 2019

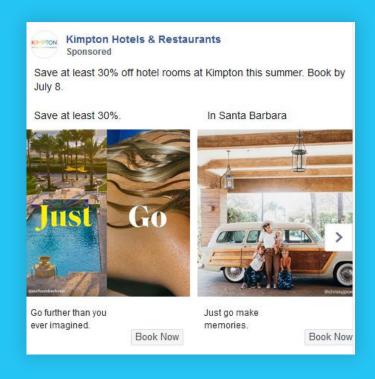
Get VIP Access



We believe music brings people Learn More

The Sisterhood Band, Kimpton

Learn More



Kingsmill Resort



Whether your special day includes an intimate gathering or a grand ceremony, create picture perfect memories along the waterfront at Kingsmill Resort.



Discover How You Can Make Your Wedding Day Picture Perfect

From technicolor sunsets to the James River backdrop, discover how your wedding day can be positively dreamy at Kingsmill Resort.

Contact Us





Kingsmill Resort

Sign Up



Bed & Breakfast Package
Book Now Or Call 1.800.832.5665 Available 1/3/19–12/31/19
Reserve Now and Save Book between now and April 7 to receive

earn More

Kingsmill Resort



Whether your special day includes an intimate gathering or a grand ceremony, create picture perfect memories along the waterfront at Kingsmill Resort.



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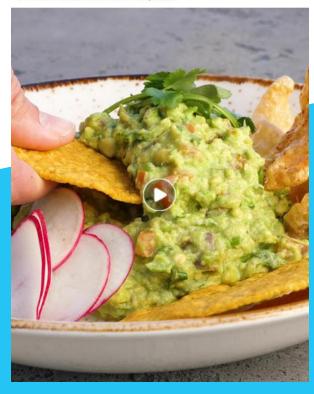


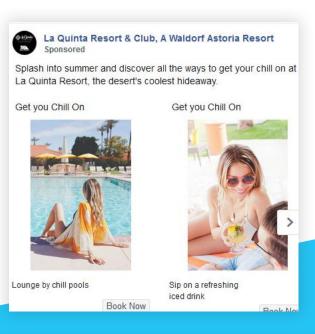
La Quinta Resort & Club



La Quinta Resort & Club, A Waldorf Astoria Resort

Any time is a good time for a guacamole break at Adobe Grill - located on the resort's central plaza.







La Quinta Resort & Club, A Waldorf Astoria Resort

Recalling a time of eras past, discover a place where the pace is a bit slower and the moment is meant to be savored. Make unforgettable memories that will last a lifetime at the desert's original hideaway.



Palm Springs Luxury Hotels, La Quinta Waldorf Resort La Quinta Resort & Club is the premier Palm Springs luxury hotel, featuring a world-class Spa, PGA West golf courses, 41 pools, yoga

La Quinta Resort & Club



La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Recalling a time of eras past, discover a place where the pace is a bit slower and the moment is meant to be savored. Make unforgettable memories that will last a lifetime at the desert's original hideaway.



Palm Springs Luxury Hotels, La Quinta Waldorf Resort La Quinta Resort & Club is the premier Palm Springs luxury hotel, featuring a world-class Spa, PGA West golf courses, 41 pools, yoga

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La Quinta Resort & Club, A Waldorf Astoria Resort

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La Quinta Resort & Club, A Waldorf Astoria Resort

Book Now



La Quinta Resort & Club, A Waldorf Astoria Resort Sponsored

Lounge in cooled pools and enjoy dive-in movies. Sip iced drinks and completely unwind with a refreshing spa treatment.

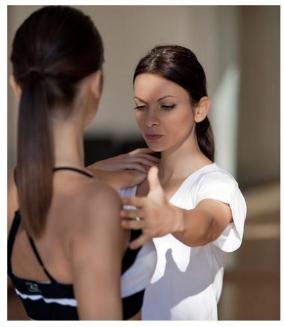


Splash into Summer
Discover your chill at La Quinta Resort



Lefay Resorts & Residences

Health programme to change eating habits with the aim of recovering optimal weight and restoring energy.



Armonia del Corpo

Harmony for the Body 5-night program Lefay SPA Method aimed at restoring complete wellbeing. Lake Garda Wellness centre and SPA

Learn More

GHAY

Lefay Resorts & Residences

Stay & Save Offer: a unique chance to extend your wellness holiday on Lake Garda!



Summer holidays on lake Garda

Wellness Holiday Offer in a Resort on Lake Garda for a minimum stay of 3 nights. Choose the best, choose Lake Garda Spa holidays.

Learn More



Lefay Resorts & Residences

Book your wellness stay at Lefay Resort & SPA Dolomiti, where the attention to details combines with the beauty of the Dolomites to rediscover the most authentic emotions.





Lefay Resorts & Residences

Sponsore

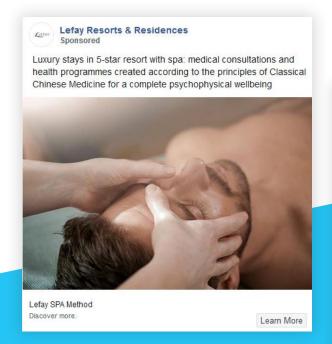
Dedicated to those who wish to recover energy and optimal weight through the changing of eating habits and a more conscious lifestyle.



Weight Management Programme

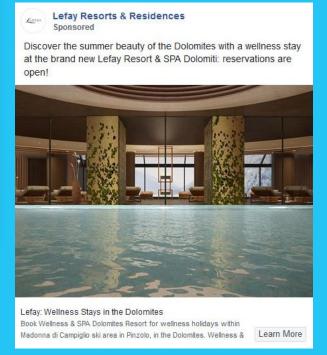
Harmony for the Body 5-night program Lefay SPA Method aimed at restoring complete wellbeing. Lake Garda Wellness centre and SPA

Learn More













Resort with treatments Health and Beauty

Learn More



Discover the unmissable offer to experience the beauty of the Dolomites in the new 5-star luxury Resort in Pinzolo, in the ski area of Madonna di Campiglio.



Reservations for Lefay Resort & SPA Dolomiti are open Next Opening Lefay Resort & SPA Dolomiti, the new 5-star luxury Resort with exclusive SPA.

Learn More



Meno di un mese all'apertura di Lefay Resort & SPA Dolomiti! Oggi vi invitiamo all'interno delle nostre Deluxe Junior Suite illuminate dagli ampi affacci sulle splendide Dolomiti, composte da una zona living room e da un'accogliente camera con bagno.



Lefay Resort & SPA Dolomiti

Lefay Resorts & Residences Sponsored

Discover the summer beauty of the Dolomites with a wellness stay in the new 5-star SPA Resort in Pinzolo: reservations are open!



New SPA Resort in the mountain

Book Wellness & SPA Dolomites Resort for wellness holidays within

Madonna di Campiglio ski area in Pinzolo, in the Dolomites. Wellness &

Learn More



New luxury meets the pureness of the Dolomites' nature: discover the second jewel of the Lefay Collection with a spa of 5,000 sqm, 2 restaurants and a series of exclusive 5-star luxury services.



Wellness Stay with SPA in the mountain
Book Wellness & SPA Dolomites Resort for wellness holidays within
Madonna di Campiglio ski area in Pinzolo, in the Dolomites. Wellness &

Learn More

Lieray

Lefay Resorts & Residences

Lefay SPA Treatments: rituals dedicated to wellness, aesthetic and beauty. Discover the Signature offer for a deep and long-lasting



SPA Wellness Centre

Learn More

Lefay Resorts & Residences Sponsored

Discover the Lefay SPA wellness proposals and treatments personalised according to the individual psychophysical condition, for a deep and long-lasting result



Lefay SPA Treatments Discover more

Learn More

Lefay Resorts & Residences Sponsored

Discover the Lefay SPA Method health programmes and holistic treatments to regain the psychophysical balance following the principles of Classical Chinese Medicine.



Lefay Health Programmes Discover Lefay health programmes

Learn More



Luxury Resort with medical consultations and holistic treatments for the complete psychophysical rebalancing and a global wellbeing.



Lefay SPA Method Wellness Programmes

Learn More



Lefay Resorts & Residences

Lefay Resort & SPA Dolomiti: reservations for stays from August 2019 are open!

Discover the beauty of the dolomites with the unmissable Lefay offer "Opening Special".



Lefay: Reservations for Dolomiti are open

A not-to-be-missed special offer to experience the enchanting beauty of the Dolomites, regenerating body and soul in the second

Learn More



A health path that begins at Lefay and continues at home, aimed at recovering energy and optimal weight thanks to new eating habits and lifestyles.

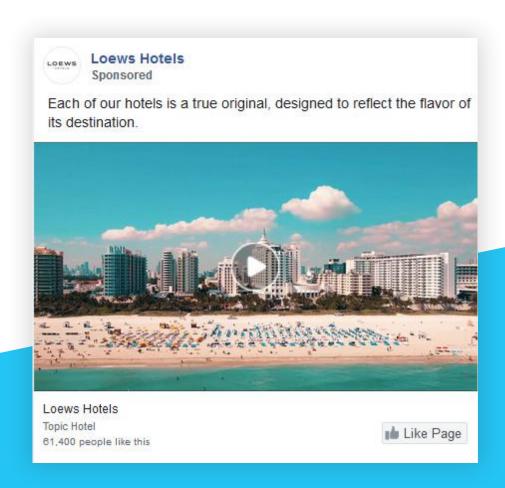


Specific Health Programme

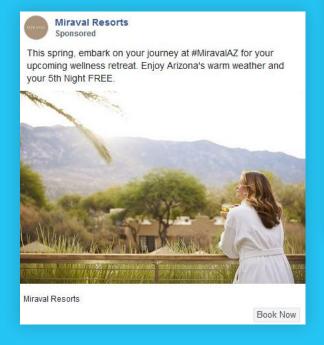
Harmony for the Body 5-night program Lefay SPA Method aimed at restoring complete wellbeing. Lake Garda Wellness centre and SPA

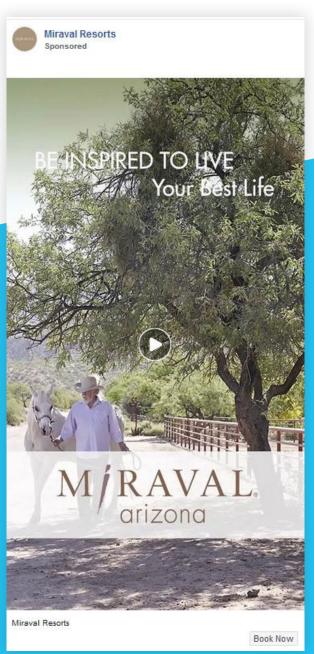
Learn More

Loews Corporation













Your Wellness Retreat Awaits

Learn More

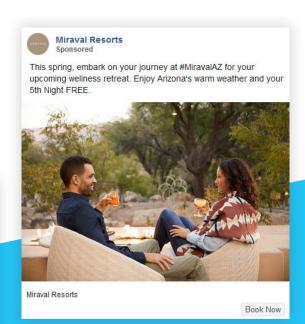


The Retreat features residences created for getaways with friends or family, corporate gatherings, group events or even the solo traveler.



The Retreat at Miraval Arizona
You'll find inspiration, design and one-of-a-kind amenities!

Book Now

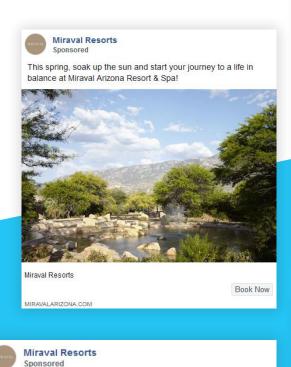




This spring, grab your friends & escape to Miraval Arizona for an unforgettable wellness retreat. Stay 3+ nights & receive nightly credits.



Miraval Resorts

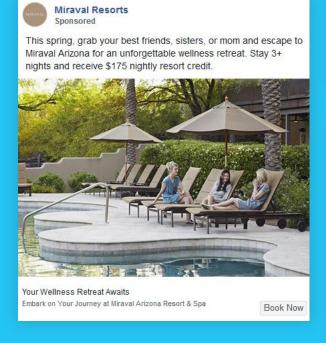


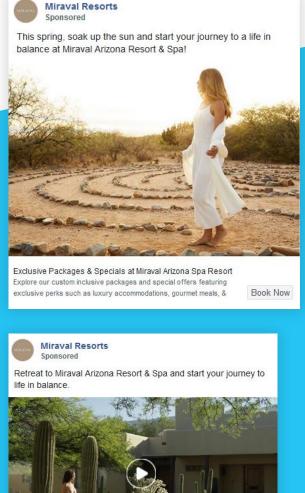












Your Wellness Retreat Awaits

Learn More

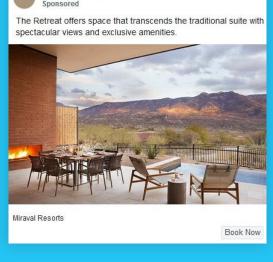






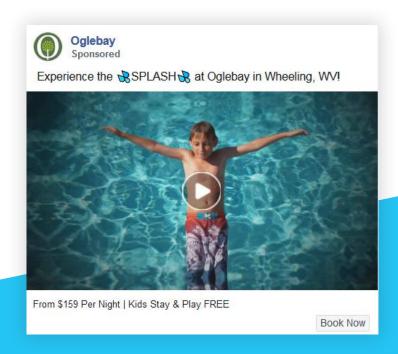
Book Now





Miraval Resorts

Oglebay Resort





Oglebay Resort









Pebble Beach Resorts





Pebble Beach Resorts

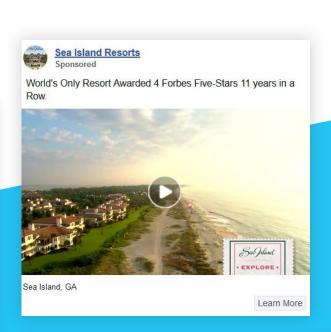






Sea Island Resorts









Special Rates on Select Dates! Book your stay today.





Sea Island Resorts





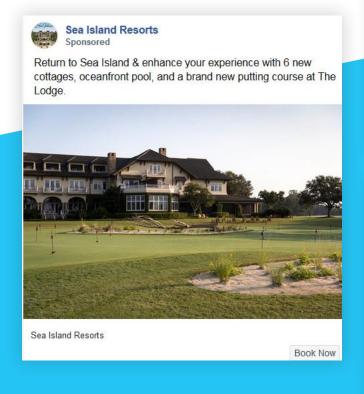


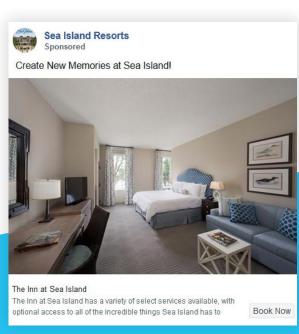
















Find Beautiful Accommodations on Georgia's Coast at Sea Island.



Sea Island

There's something about this place that's timeless. There are deep connections here. To nature, to tradition, to a warm welcome. To

Book Now

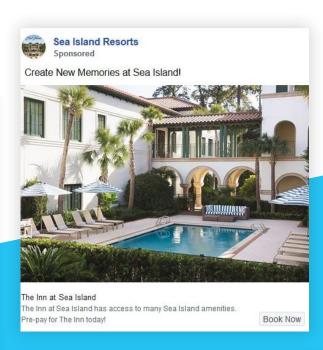


World's Only Resort Awarded 4 Forbes Five-Stars 11 years in a Row



Sea Island, GA

Learn More





Celebrate your love. And fall in love with Sea Island. Contact us today to learn more!



Sea Island Weddings from \$250 per Person
Dedication, creativity, flawless attention to detail, personal touches, passion, and genuine Southern hospitality. Celebrate

Learn More





to everything Sea Island offers-dining, golf, tennis, spa, the Beach

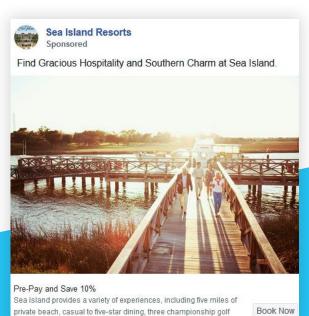
Stay at The Cottages at Sea Island, a Place You Will Always Want to Revisit.



The Cottages, Sea Island
Sea Island Cottages are comfortably furnished and well-equipped.
All that's left is for you to fill your selection with family and friends,

Book Now

Book Now

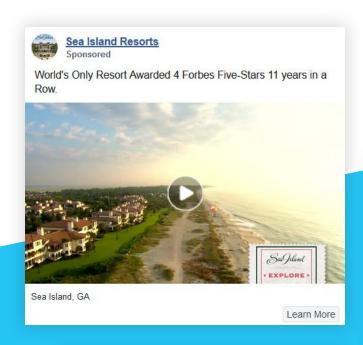


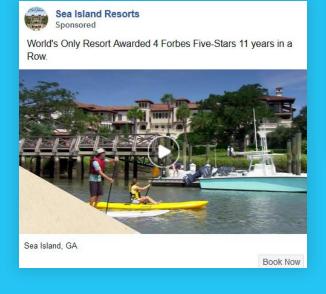


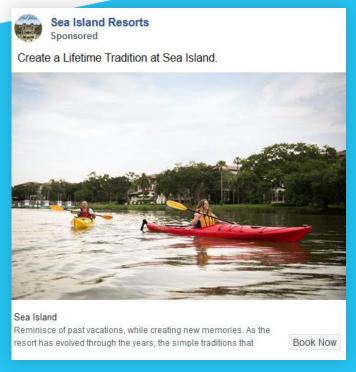
Enjoy special rates during select dates this summer on Georgia's coast and make playing, exploring and discovering Sea Island a little bit easier!



The Cloister, Sea Island View our special rates today.







Learn More

Sea Island









Southern Bliss Reimagined

Stay 3 nights for the price of 2 for Sunday arrivals in July! Book your summer getaway today.



The Cloister at Sea Island Book 3 Nights & Save

Southernmost Resorts



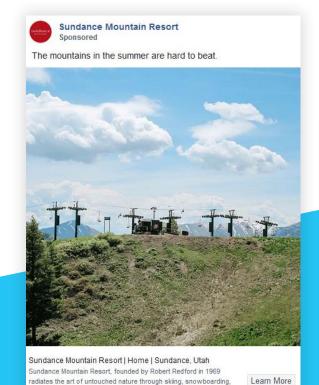
Just one step left to book your stay at Southernmost Beach Resort, only for 30% less -- don't miss out!

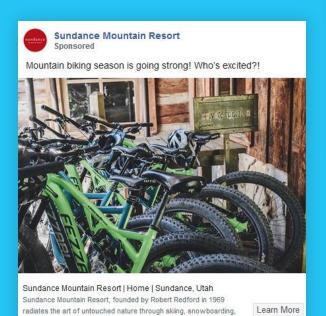


Today's Rate: \$231.75 Come experience the tropics.



Sundance Resort



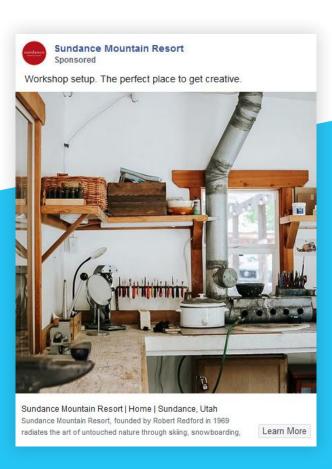




crowdRiff 285

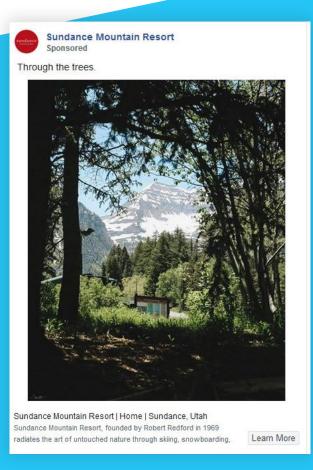
Sundance Resort





Sundance Resort





TradeWinds Island Resorts



TradeWinds Island Resorts

We put the fun in FUNventure. With our 4-night Family Adventure Package, you'll get the FUNventure Card which can be used to bungee jump on our trampoline, rent out our floating cabanas, compete for the best time on Bucky the Shark and more. And oh yeah, there's a savings of \$300+, sea you at the beach!



4-night Family Adventure Package

Enjoy a 4-night stay on the award-winning St. Pete Beach. With 201 activities - there's something for everyone in your family to enjoy.

Book Now



TradeWinds Island Resorts

Make this summer sun-sational with a trip to St. Pete Beach, located on Florida's award-winning west coast. From sunrise to sunset, get ready for your best getaway yet at the best rates when you book direct online or by phone!



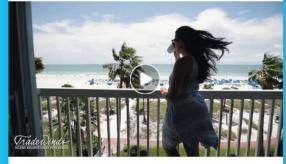
Book Direct & Save t's Time to Just Let Go!

Book Now



TradeWinds Island Resorts

Are you ready to Just Let Go? Pack your things and we'll pack your stay!

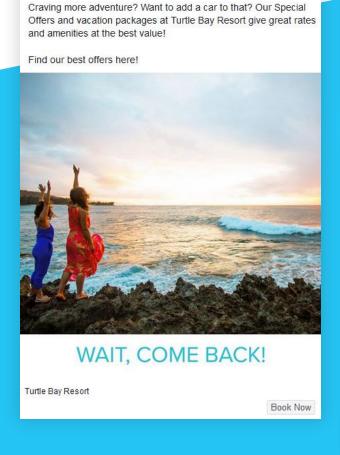


TradeWinds Island Resorts Beach Resort

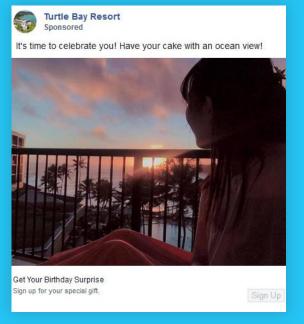
Like Page

Turtle Bay

Turtle Bay Resort







Turtle Bay





Waldorf Astoria Chicago

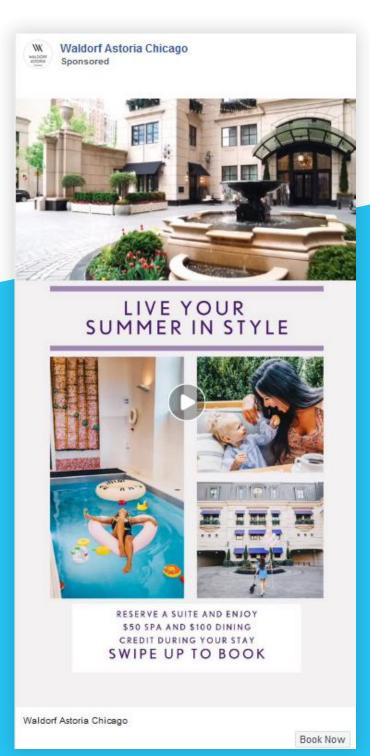


Taking place outside in our stunning 6,000-square-foot Parisian courtyard, the afternoon fête will feature a live band, Frenchinspired fare and premium beverages aplenty.



SAT, JUL 13, 2019 - SUN, JUL 14, 2019
Second Annual Bastille Day Courtyard Celebration
Waldorf Astoria Chicago
Second Annual Bastille Day Courtyard Celebration

View Event



Waldorf Astoria Park City



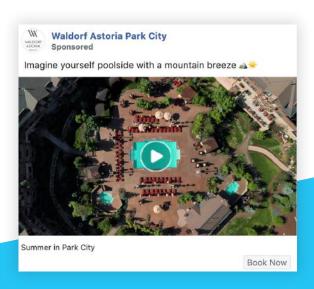
Powder is proud to once again be participating in Park City Area Restaurant Association's annual cocktail contest. Join us to try the new and refreshing Alpine Fizz! 5

To vote: https://bit.ly/2FIL70I



Waldorf Astoria Park City Topic Hotel

Send Mess..

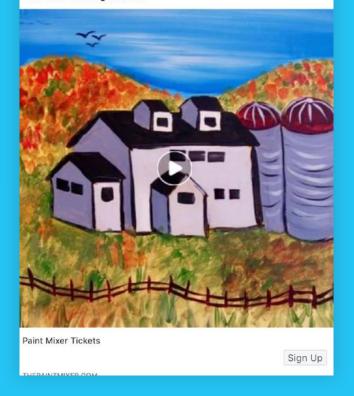


WALDORF ASTORIA Sponsored

Waldorf Astoria Park City
Sponsored

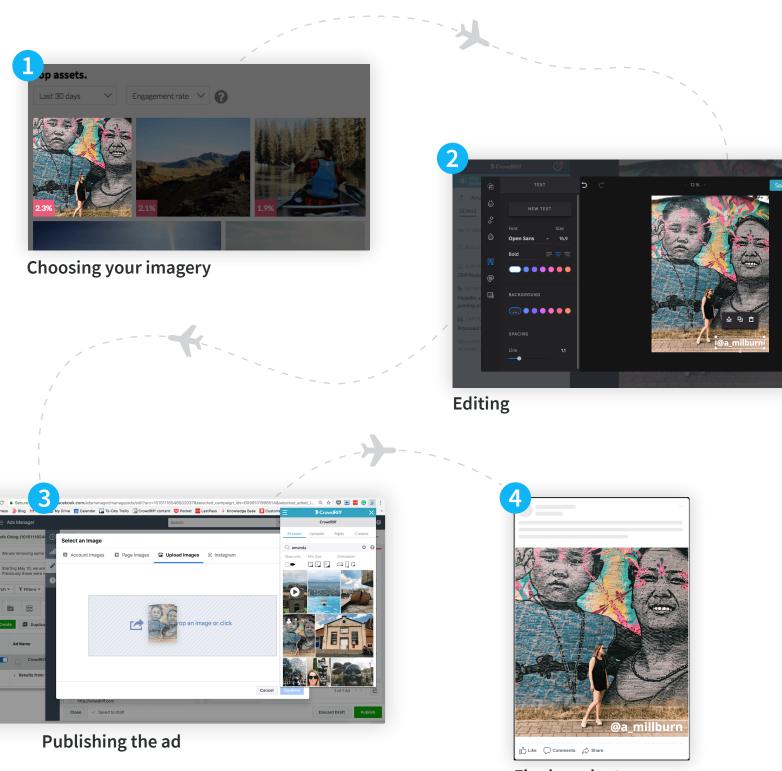
As a member of Waldorf Astoria Park City, register your children for Arts and Craft adventures each Friday afternoon and Saturday morning.

The camps will have different activities and include fun, sun, creative thinking and art!



Using CrowdRiff for better Facebook ads

There are a number of custom features and workflows in CrowdRiff that were designed to help travel marketers find and deploy the best images for ads – from start to finish.



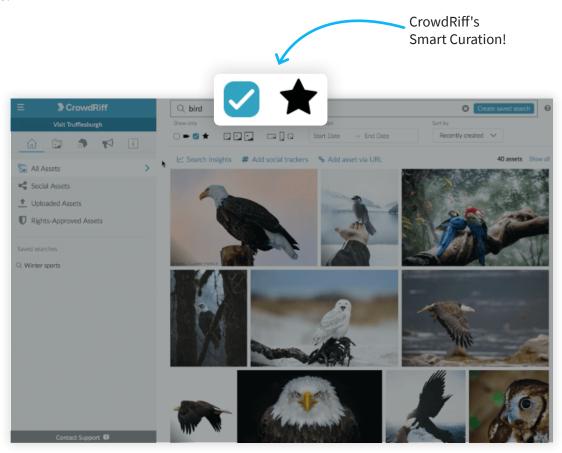
Final product

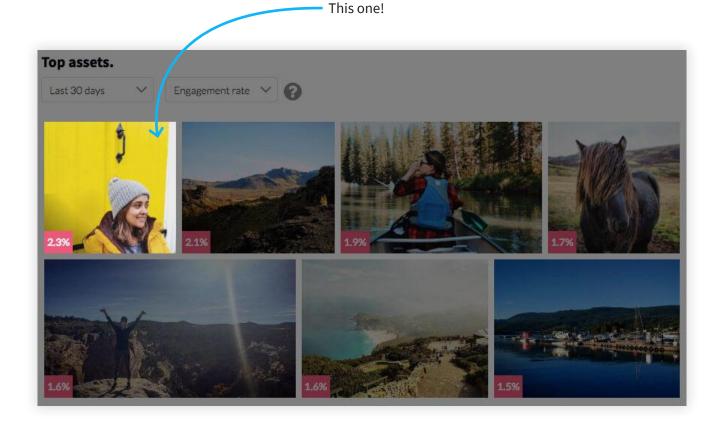
Easily surface the best visuals for your ad creative

Let's say bird-watching season is approaching, and you're looking for some compelling shots of regional birds use in your Facebook ad campaign.

But you have hundreds of bird photos in your collection, thanks to the avid bird-watching community's enthusiasm towards sharing photos. How do you know which ones are going to perform the best in an ad?

In CrowdRiff, it's as simple as a click. CrowdRiff's Smart Curation feature surfaces your most compelling content, as graded with our AI technology, to narrow down your choices with content recommendations.





Find your top-performing visuals and repurpose them in your ads

Every photo or video that you feature in an image gallery on your website, CrowdRiff tracks engagement metrics for. You can see how many views vs. clicks each asset gets, to understand which images travelers gravitate towards — and therefore find your best bets for your Facebook ad creative.

So the next time you're trying to find the best photo to promote your destination's budding brunch scene, you can simply go into your Restaurants gallery insights and see which breakfast plate proved to be the most clickworthy.

Pinpoint imagery that resonates with travelers in your target markets

Perhaps you're making a big push this year to target travelers from, say, California. You want to know what kind of visuals speak to this demographic, so you can find the imagery that'll get them clicking through on your Facebook ads.

Because of CrowdRiff's integration with Google Analytics, all this information is at your fingertips.

You can see which of your website galleries Californian web visitors are visiting the most, which ones they're spending the most time on, and even which ones have the most impact on whether or not they request a visitor guide.

You might find that your Californian visitors prefer browsing pictures of your outdoors themed galleries the most. With that insight in mind, you can choose more photos of your national parks or forests when creating your Facebook ads.



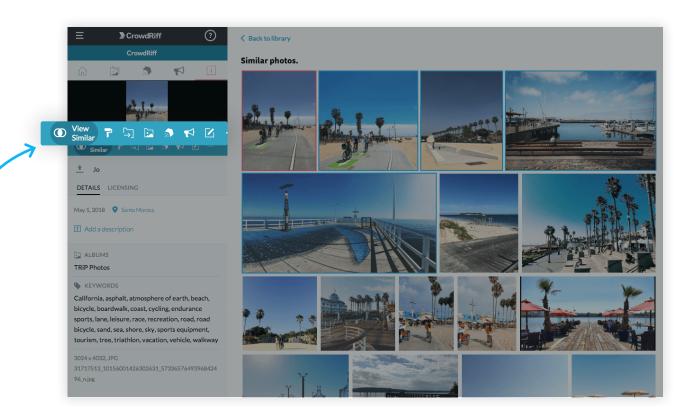
Source imagery that showcases travelers from every demographic

If you're marketing to people in Korea, imagine if you could show Facebook ads that showed actual Korean travelers having a blast in your destination. Imagine if you could do the same for any nationality.

Since CrowdRiff brings in all the content your locals and visitors are sharing in your destination, you're going to have a library of visuals at your fingertips that directly represents your audience. Using CrowdRiff allows you to get a more diverse range of imagery.

- "We do marketing in a lot of specific countries with Destination Canada and our partners in [other] countries. Being able to give them [visuals] that specifically showcase people that have visited from those countries, being able to break that barrier, is invaluable."
 - Chelsey Harasym,
 Social Media Coordinator,
 Hornblower Niagara Cruises





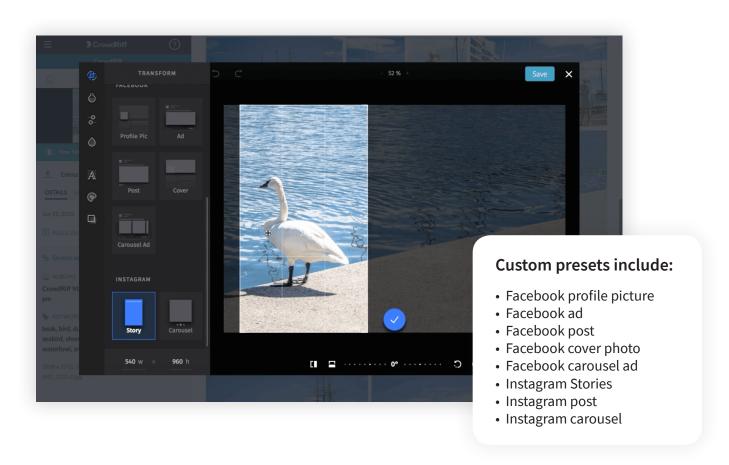
Source a cohesive set of campaign visuals in one click

Let's say you're running a beach-themed carousel ad campaign and you've found the perfect image that will anchor your ad. With a click of a button, CrowdRiff will find you additional photos similar to the one you chose, so you can run the campaign with a variety of photos that are thematically consistent.

EDITING

Easily crop photos for Facebook and Instagram formats

It can be a real pain to resize and prepare photos for the different ad formats available on Facebook and Instagram. However, in CrowdRiff, when you find the photo you want, without having to leave the platform, you can crop your photos into custom preset formats in addition to any custom size you choose.

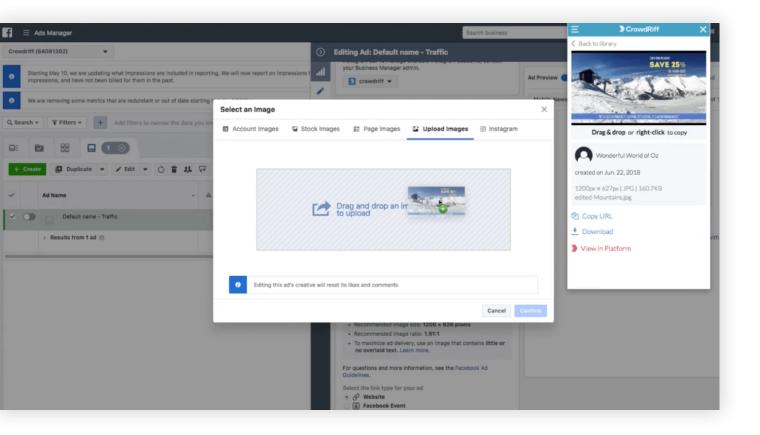




EDITING

Add campaign slogans, hashtags, and messaging to your images

Often, an image needs an additional element to make it ad-ready. It could be your brand's tagline or an important call to action. Again without even having to leave CrowdRiff, Our simple interface makes it easy to add text, size it to the right dimensions and style text to fit your brand guidelines.



PUBLISHING THE AD

Drag and drop any visual straight into Facebook Ads Manager

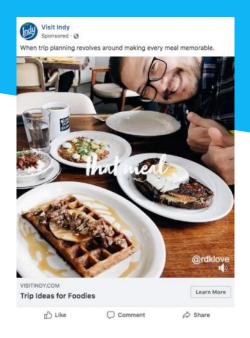
Any image you have rights to in CrowdRiff can added into your Facebook Ads Manager in seconds – without the hassle of downloading and re-uploading. Easily drag-and-drop photos and video creative directly from CrowdRiff into your Facebook Ads Manager using CrowdRiff's Sidekick for Ads extension.

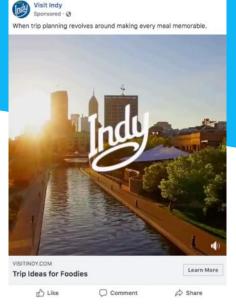
The final product! 🎉





©CrowdRiff







CASE STUDY

Visit Indy

How Visit Indy achieved 3X stronger click-through rates on Facebook Ads with persona-based UGC videos.

The UGC-powered campaign resulted in:

1.15% 2.2%

Facebook clickthrough rate

Facebook clickthrough rate with UGC video

Higher overall clickthrough rates

Today, all their active Facebook ads feature UGC imagery sourced from CrowdRiff.



"We're not getting any more money for our advertising, but our annual goal keeps increasing. When we see UGC bringing in more clicks and impressions that is a direct reflection of what we're going to choose to do in the future. We're always looking to do more of what's working, and right now UGC is working."

- Christine Zetzl, Senior Marketing Manager, Visit Indy

Background

Visit Indy is the official tourism marketing corporation for Visit Indianapolis. In an effort to do more with less, the DMO went in all digital for their ad strategy. They used rights-approved UGC to create custom video ads for each of their nine personas, and A/B tested different formats until they found one that hit home.

Key Benefits

- Getting rights to authentic imagery to use in ads in order to connect with each persona.
- Increasing ad engagement ads from travelers.
- · Optimizing their ad buy towards what's working and have an endless stream of visuals to feed that.







About CrowdRiff

CrowdRiff is an AI-powered visual content marketing platform that enables marketers to discover, deliver, and organize top-performing visuals across every channel, including website, social media, print materials and digital ads.

We help over 600 travel and tourism brands optimize their campaigns:

- User-Generated Content: Use CrowdRiff to source, track, and get the rights to earned visuals
- Digital Asset Manager: Store your earned and owned visuals together where you can easily organize, sort, and search them
- Publish Your Campaign Visuals: Put them to use on your website, implement trackable CTAs, and access analytics for your visual content









Book A Demo