

**SINCLAIR** | **Travel**

**DRIVE REVENUE & INCREASE BOOKINGS**

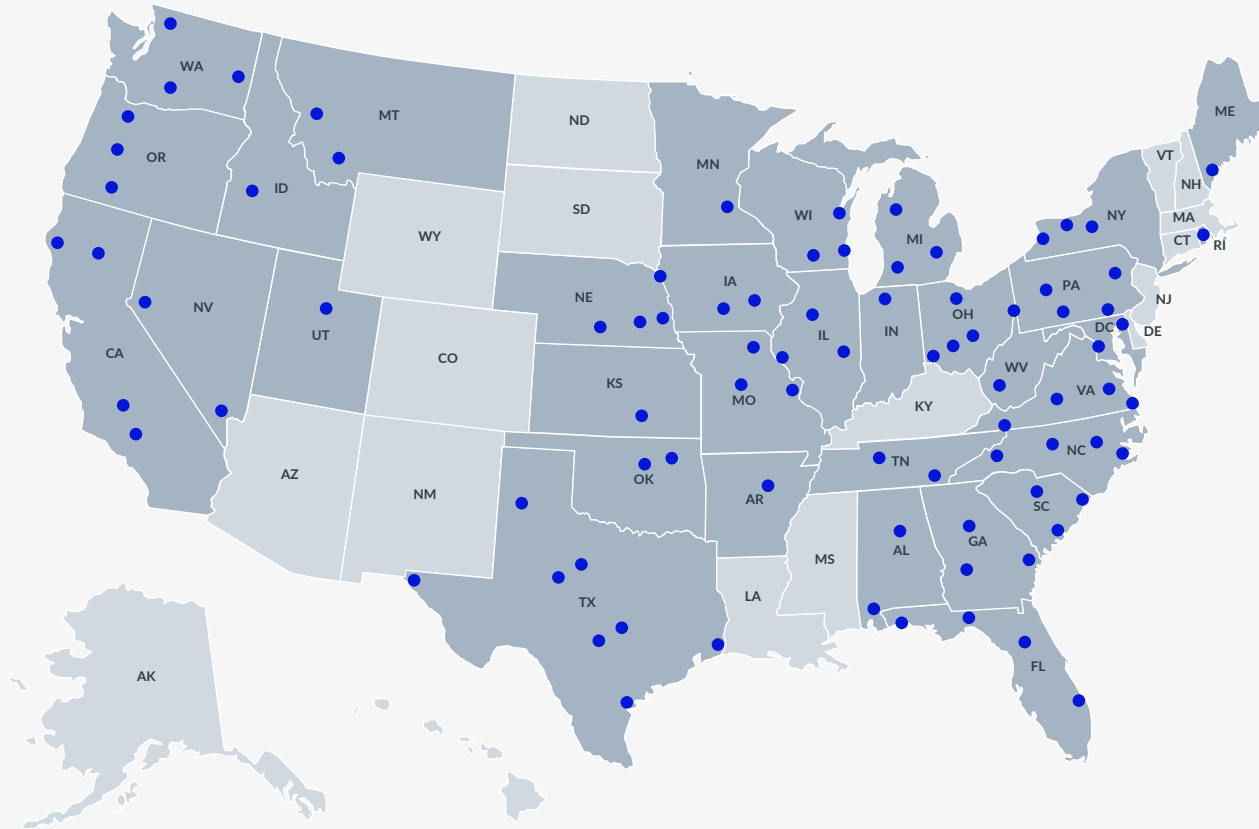
# SINCLAIR, INC.

Regardless of the delivery platform or medium, we are committed to delivering the content our customers want and need, on any device, at any time and in any place.

Sinclair, Inc. is a diversified media company, founded in 1986. Our primary business is to engage consumers on multiple platforms with relevant and compelling news, entertainment, and sports content and to provide advertisers and businesses with the means and value to connect with its mass audiences.

Our content is delivered through multiple platforms, including over-the-air, multi-channel video program distributors, and the streaming aggregator of local news content, NewsON.

As a national media company, Sinclair utilizes a suite of proprietary and best-in-class tools to drive client business growth.



● Sinclair Stations

**FOX** 40 STATIONS

**ctc** 33 STATIONS

**CBS** 25 STATIONS

**NBC** 22 STATIONS

**the CW** 20 STATIONS

**my TV** 15 STATIONS

**OTHER** 30 STATIONS

**CHARGE!** **COMET** **TBD.** **STARBUCKS**  
4 NETWORKS

**186**

Owned or Operated Stations

**87**

U.S. Markets

**39%**

U.S. Household Coverage

**24%**

U.S. Household Coverage with UHF Discount

**2,500+**

Hours of News per week

**600+**

Channels

Source goes here

## Elevate your brand with Sinclair Travel

- ❖ As a dedicated team of industry experts, we strategize and evaluate your campaigns with unparalleled precision
- ❖ Leveraging our connections across the Destination Marketing Industry, we provide in-depth market research and seamless access to key networks
- ❖ Through our network of affiliate television stations across the U.S., we will effortlessly integrate your brand into lucrative lifestyle shows
- ❖ Partner with us for a tailored, high impact marketing solution that delivers exceptional results



## Sinclair Travel

Sinclair Travel merges digital marketing prowess with local market coverage to optimize brand visibility and drive impactful results. We offer simplified pricing for maximum impact. As a managed services company, we take the complexity out of pricing. Our transparent models mean no surprises—just straightforward solutions that increase bookings and revenue effortlessly.

Discover how our diversified media company partners with hundreds of leading travel brands to deliver impactful marketing solutions. We drive bookings and build loyalty through targeted advertising, content creation, and industry expertise. Through our specialized vertical, we have been able to consolidate our industry experience across all Sinclair markets and properties, allowing our clients to benefit from our access to leading market research, best-in-class solutions, and membership to several organizations, including the U.S. Travel Association, Destinations International, and the Global Business Travel Association (GBTA).



# SINCLAIR TRAVEL | Lifestyle Shows


Sinclair offers an opportunity for brands to captivate audiences through entertaining, informative, and valuable content seamlessly integrated into locally produced Lifestyle shows.

Partnering with Sinclair provides your brand with access to a receptive audience who actively seek out these Lifestyle shows for inspiration, tips, and entertainment. By strategically placing your branded content within these popular programs, you can deeply engage viewers, showcasing your products or services in a context that aligns with their interests. As viewers appreciate the value your content brings to their lives, they will actively seek out your brand, resulting in tangible business results.

Our streamlined service enables efficient coordination and placement of high-quality branded content across multiple markets. In 2022 alone, we successfully executed over 700 campaigns, delivering more than 2,100 branded segments across various US markets.

 <b>27</b> U.S. Markets	 <b>19</b> States	 <b>30</b> Lifestyle Shows
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## Distribution

 Capture attention with stories featured in local Lifestyle shows.


## Markets

 Be seen in up to 27 markets across the United States.

## Effort

 A streamlined process simplifies the work and saves time on the project.

## People

 Do the job easily by collaborating with one point of contact.

## Sinclair Lifestyle Television

<u>Austin</u>	KEYE	We Are Austin	Providence	WJAR	Studio 10
Baltimore	WBFF	B'More Lifestyle	Roanoke	WSET	Living in the Heart of VA
Birmingham	WBMA	Talk of Alabama	Salt Lake City	KUTV	Fresh Living
Charleston	WCIV	Low Country Live	<u>San Antonio</u>	WOAI	San Antonio Living
Chattanooga	WTVC	This N That	San Antonio	KABB	Daytime
Chattanooga	WTVC	The Daily Refresh	Abilene	KTXS	Daytime
Columbia	WACH	The National Desk	Beaumont	KBTV	Daytime
Columbus	WTTE	Good Day	Corpus Christi	KSCC	Daytime
Dayton	WKEF	Good Morning	El Paso	KFOX	Daytime
Green Bay	WLUK	Fox 11 Living	San Angelo	KTXE	Daytime
Las Vegas	KVCW	Wake Up	Seattle	KOMO	Seattle Refined
Lincoln	KHGI	The Good Life	South Bend	WSBT	Hometown Living
Oklahoma City	KOKH	Living Oklahoma	Springfield	WICS+	Marketplace
Portland	KATU	Afternoon Live	Tulsa	KTUL	Good Day Tulsa
<u>Portland</u>	KATU	AM Northwest	<u>Washington</u>	WJLA	Good Morning



## Industry leading market research from across the Destination Marketing Industry

- ❖ Access to First and Third-Party Data
- ❖ AI-Driven solution to pull quarterly market research updates across the Destination Marketing Industry
- ❖ Access to more than 50,000 Behavioural Intent Targeting Segment (BITS) from some of the industry's most trusted data provision partners
- ❖ Customizable audience segments to target your key demos

## Market Research

As Destination Marketing experts, our team has decades of experience in the industry and access to key platforms and tools to ensure we identify the most appropriate targets, strategies, and tactics for our partners.

Our market research efforts are supported by a variety of leading industry tools and platforms as well as informed by the historical performance of previous campaigns that we have managed. A key component of our campaign strategy development is the synchronization of the two, leading to more ROI for our clients.

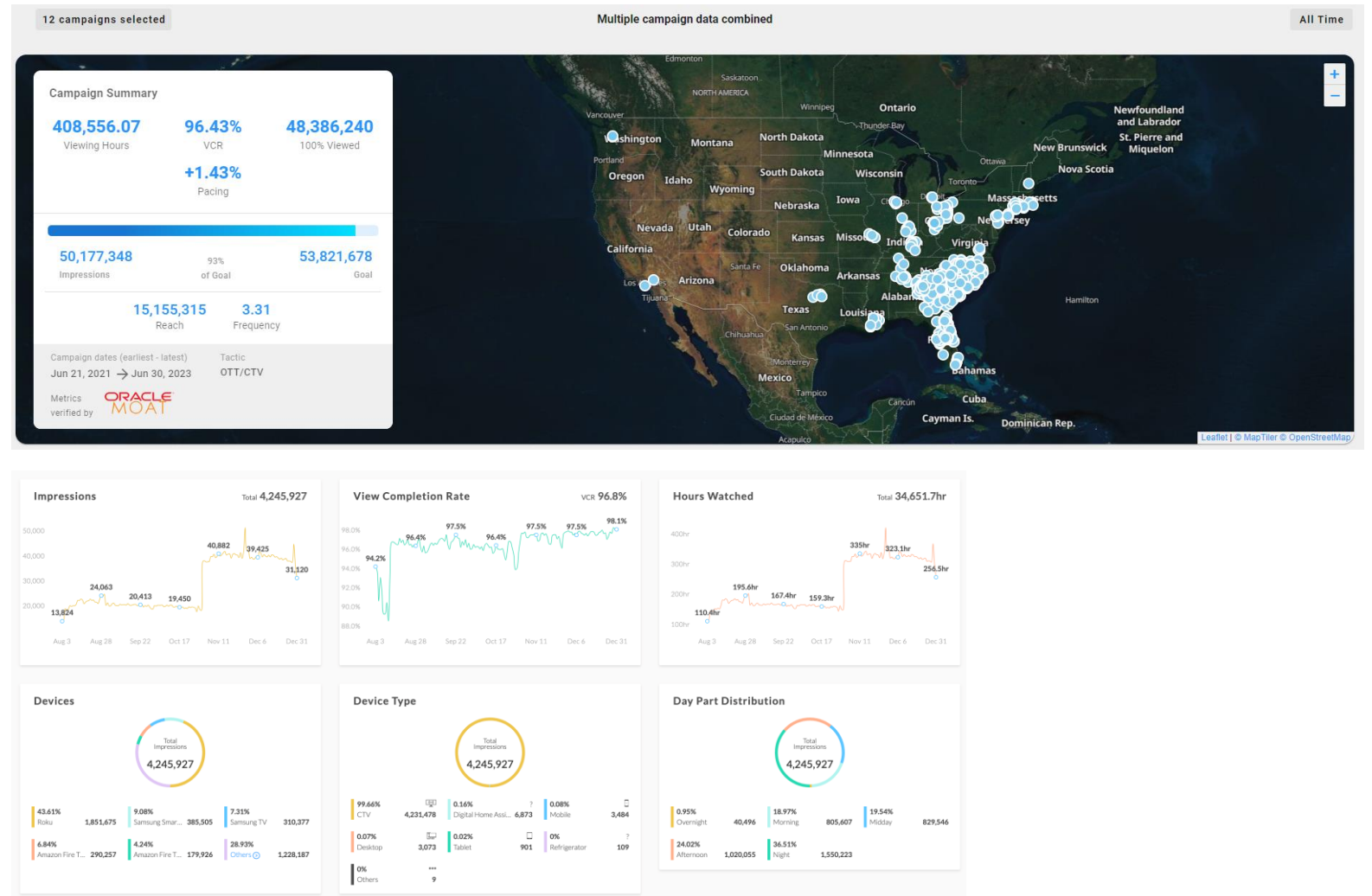


# SBG ANALYTICS

24/7 access to our In-house analytics reporting dashboard

- ❖ SBG Analytics is Sinclair's in-house analytics reporting dashboard
- ❖ Monitor campaign performance in real-time (Clicks, CTR, Pacing, Impressions)
- ❖ Track performance by Creative, Device Type, Daypart, Geo
- ❖ Ease of adjustment to tactics, pacing, and investment levels throughout the campaign

## SBG Analytics



Above: Dashboard screenshot of recent Destination Marketing Campaign

# SINCLAIR TRAVEL – YOUR GATEWAY TO IMPACTFUL TRAVEL MARKETING SOLUTIONS

Sinclair Travel combines powerful partnerships, extensive reach, and guaranteed performance to take your travel marketing to new heights.

**Industry Partnerships:** Proud members of U.S. Travel Association, Visit Florida, Destinations International, and GBTA, connecting you to influential travel networks.

**Sinclair Footprint:** With direct placement access in **27 markets across 19 states**, we connect brands to major TV DMAs and Lifestyle Shows, ideal for impactful long-form content.

**Premium CTV & OTT Placement:** Our in-house DSP offers unparalleled reach and precision with over **50,000** custom behavioral targeting segments, ensuring your ads reach your ideal audience.

**Guaranteed Conversion Websites:** Drive conversions with our money-back guarantee—achieve at least a **50% lead increase\*** over the prior year's performance, or you get a refund.

**NIL Access:** Amplify your message with endorsements from top sports influencers, enhancing your campaign's credibility.

**Social Media & Branded Content:** Leverage a full suite of social media options (Facebook, Instagram, LinkedIn) and branded content to boost your campaign's visibility and engagement.

**SBG Analytics Dashboard:** Track, measure, and refine your campaigns with Sinclair's advanced analytics dashboard, driving continuous improvement.

**Transparent Pricing:** We take the complexity out of pricing. Our transparent models mean no surprises—just straightforward solutions that increase bookings and revenue effortlessly.

**Sports Division:** Access premium sports programming with the Tennis Channel, YES Network, and top shows like The Triple Option with Urban Meyer.

## Trusted by Leading Clients:

A track record of success with numerous satisfied clients across various sectors. Case Studies provided by request.

# LEISURE TRAVEL OPTIMISM AMONG U.S. TRAVELERS



## Excitement for Travel:

**88%** of American travellers express excitement for leisure travel in the next 12 months.



## Spending Confidence:

**34%** believe it's a good time to spend on leisure travel (up from **27.5%** in May 2023).



## Travel Priorities:

**62%** plan to prioritize leisure travel spending in the next three months (up from **54.8%** in May 2023).



# REACH TRAVELERS ACROSS MULTIPLE PLATFORMS WITH SINCLAIR TRAVEL

## Preferred Channels for Travel Messaging:

Email, Search Engines, Facebook and Branded Content are the top platforms for reaching travellers.

Consumers are increasingly looking to these channels for destination inspiration.



## Social Media's Role in Travel Planning:

In the past year, **49% of travellers** turned to **social media** to help plan their trips, underscoring the platform's influence in the travel decision-making process.

This resonates across all generations, social has major influence in helping a potential traveller decide where they want to go.



## Growing Influence of Digital Influencers:

**Nearly 20% of travellers** now rely on digital influencers for travel advice, a figure that has increased from **16.5%** in 2022.

By partnering with Sinclair Travel, you can harness the credibility and reach of influencers who align with your brand, helping to build trust and visibility among potential travellers.



## Engaging Travelers Through Video:

Online video remains a powerful tool for travel planning, **with 41%** of travellers' using it in the past 12 months.

Sinclair's in-house CTV solutions deliver high-quality, immersive video content, which is ideal for capturing the attention of tech-savvy, adventure-seeking viewers across multiple channels. Customized targeting allows more options as well.



Sinclair Travel provides a multi-channel approach, ensuring your brand connects with travellers wherever they are, from social media to streaming platforms, creating a comprehensive engagement strategy that reaches the right audience at the right time.

# SINCLAIR | Travel

## Contact Us:

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