

CHALLENGES

- + Montgomery is often seen only through the lens of its Civil Rights history—an incredibly powerful story—but one that can overshadow the city’s broader offerings.
- + While Montgomery boasts diverse attractions—from world-class outdoor experiences to arts, dining, and entertainment—the city needed a unified brand platform to speak to multiple audience types with one compelling voice.
- + There was an opportunity to increase overnight visitation, especially on low-occupancy nights, without diminishing ADR.

CORE POSITION IDEA: Montgomery is a destination that moves you—emotionally, physically, and experientially.

POSITIONING STATEMENT: MONTGOMERY MOVES YOU

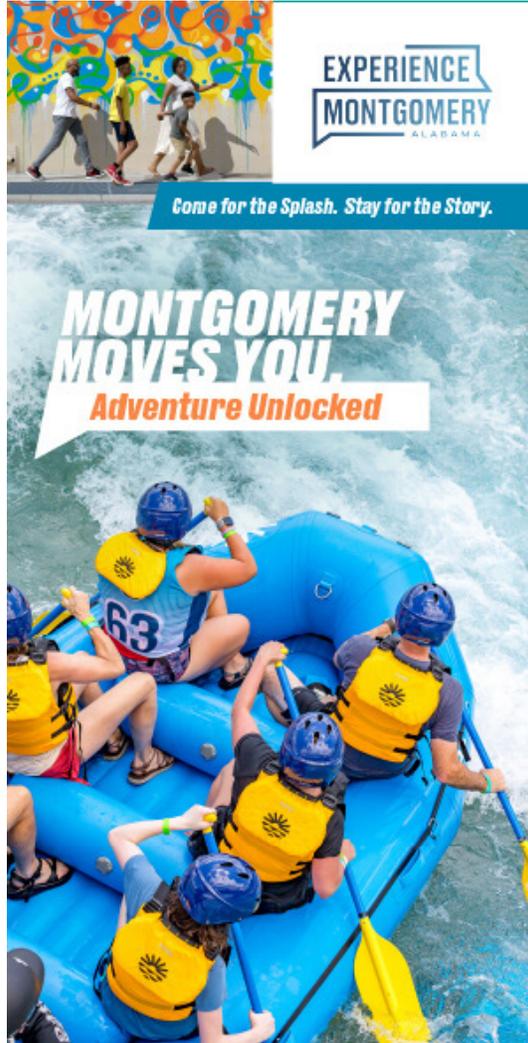
We created a brand platform rooted in dual meaning. “Montgomery Moves You” speaks to both the emotional power of its Civil Rights heritage and social justice attractions, and the physical excitement of outdoor experiences like whitewater rafting, biking, and festivals.

This flexible campaign platform supports message segmentation across a wide range of target audiences. For example:

- +Montgomery Moves You to Reflect—*highlighting museums and historical landmarks.*
- +Montgomery Moves You to Explore—*promoting outdoor adventure and unique events.*
- +Montgomery Moves You to Connect—*with friends, family, or groups for meetings and reunions.*

The campaign was developed through deep audience segmentation research and a collaborative strategy process with the Montgomery Tourism Improvement District (MTID) team. From custom traveler personas to media channel planning, every element is designed to maximize RevPAR and long-term destination appeal. Campaign performance will be continuously monitored and optimized to ensure Montgomery’s message stays in front of the right audiences at the right time.

Digital ads, retargeting campaigns, and rich media out-of-home, target multiple leisure traveler targets from drive markets, direct flight destinations, and transient travelers. Lifestyle print publications support brand lift.



Sampling of Digital Ads Representing the Social Justice, Outdoor Enthusiast, Arts & Culture Personas



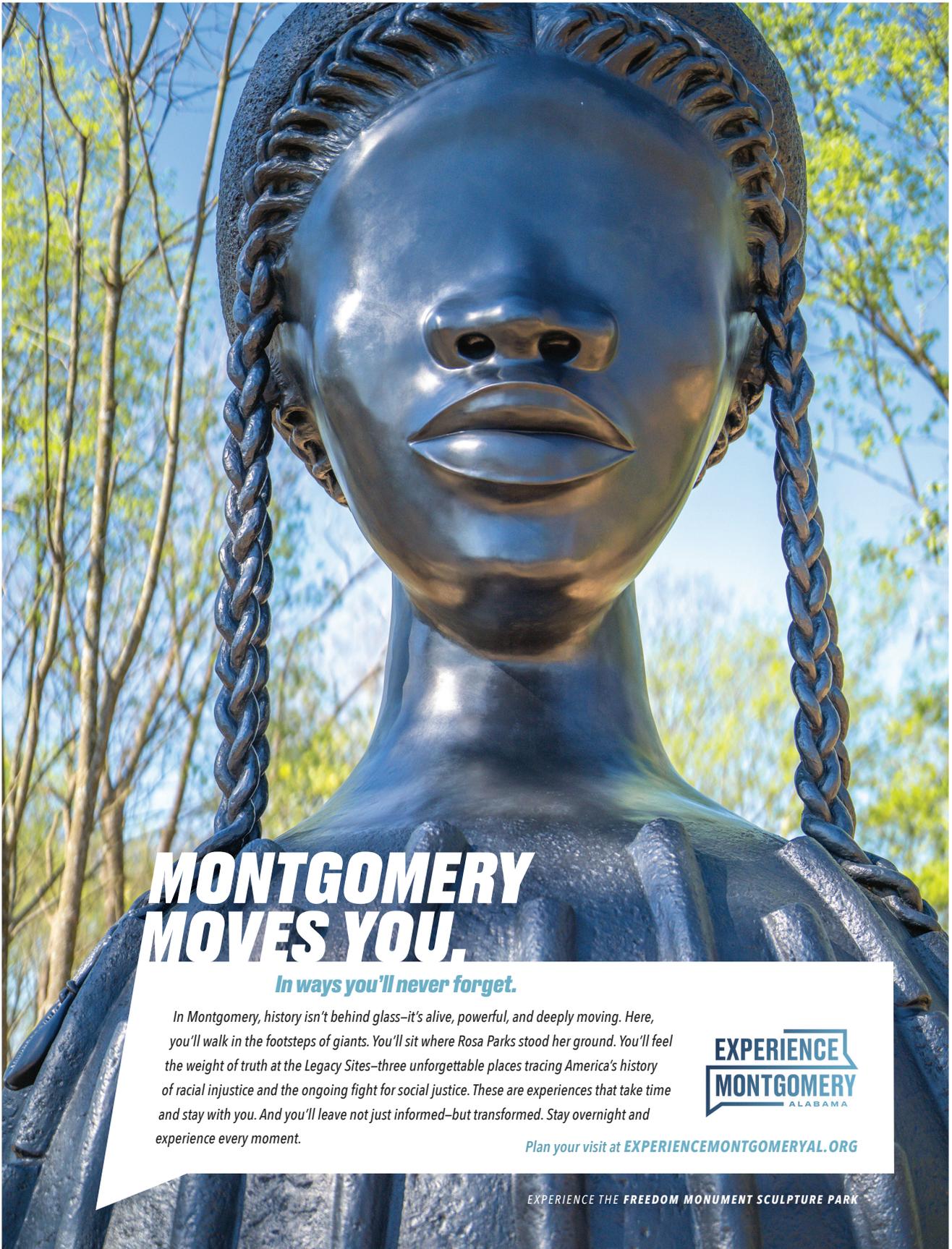
MONTGOMERY MOVES YOU.

Faster than you think.

At the new Montgomery Whitewater park, adventure takes the lead—with rapids, zip lines, climbing walls, and trails that bring the outdoors to life. But the experience doesn't stop at the water's edge. With nearby dining, live music, and cultural gems just minutes away, Montgomery keeps the energy flowing. Stay overnight and experience it all.



Plan your adventure at EXPERIENCEMONTGOMERYAL.ORG



MONTGOMERY MOVES YOU.

In ways you'll never forget.

In Montgomery, history isn't behind glass—it's alive, powerful, and deeply moving. Here, you'll walk in the footsteps of giants. You'll sit where Rosa Parks stood her ground. You'll feel the weight of truth at the Legacy Sites—three unforgettable places tracing America's history of racial injustice and the ongoing fight for social justice. These are experiences that take time and stay with you. And you'll leave not just informed—but transformed. Stay overnight and experience every moment.



Plan your visit at [EXPERIENCEMONTGOMERYAL.ORG](https://www.experiencemontgomeryal.org)

EXPERIENCE THE FREEDOM MONUMENT SCULPTURE PARK



MONTGOMERY MOVES YOU.

To take it all in.

Drink in the view and the vibe. Then step into a city full of stories, flavor, and vibrant charm. From RJI championship golf minutes away to landmarks that changed the world, Montgomery blends soul, style, and Southern hospitality like nowhere else.



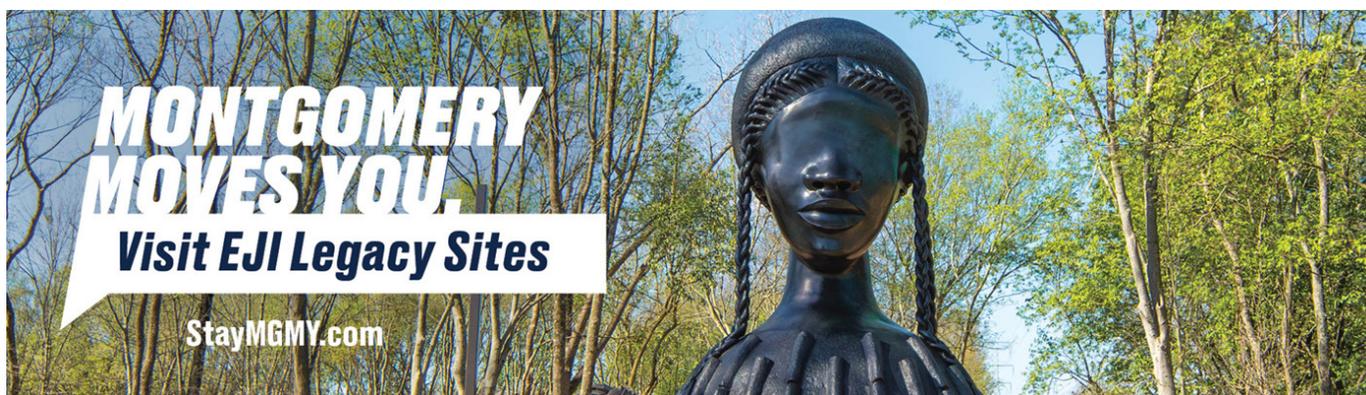
Plan your adventure at [EXPERIENCEMONTGOMERY.ORG](https://www.experiencemontgomery.org)

Business Traveler Spread—Dec. 25

Interstate Only Digital Out-of-Home

A group of people in historical costumes are dancing in a courtyard. The scene is set outdoors with a stone building in the background.

**MONTGOMERY
MOVES YOU.**
Alabama Shakespeare Festival
StayMGMY.com

A large bronze statue of a woman's head with braided hair, set against a background of trees and a blue sky.

**MONTGOMERY
MOVES YOU.**
Visit EJI Legacy Sites
StayMGMY.com

A bronze statue of Hank Williams wearing a cowboy hat and playing a guitar, with a large brick building in the background.

**MONTGOMERY
MOVES YOU.**
Visit Hank Williams Museum
StayMGMY.com