



Communication Tools to Market Your Blueway



Communication Tools to Market Your Blueway

- **Virginia Tourism Corporation (VTC) Electronic Marketing**
- **Highlight Of Ways You Can Tap In**

Why is ELECTRONIC MARKETING so important?

**80% of U.S. travelers use the Internet
to find and book travel.**

● **www.virginia.org** Internet Marketing

- ▶ 5 million unique visitors annually (more statistics on vatc.org)
- ▶ All VTC marketing directs consumers to Virginia.org
- ▶ Monthly eConsumer newsletter sent to 500,000 potential visitors
- ▶ Search Engine Marketing (Google, Yahoo, MSN)
 - ▶ **SEO** – Search Engine Optimization
 - ▶ **PPC** - Pay per click
- ▶ Travelocity online booking
- ▶ Trip Planner



VIRGINIA WINE TRAVEL!

LUCA PASCHINA POURS HIS PASSION FOR EXCELLENCE INTO EVERY BOTTLE AT BARBOURSVILLE VINEYARDS ▶

LUCA PASCHINA
GENERAL MANAGER
BARBOURSVILLE VINEYARDS

[menu](#)



DISCOVER YOUR PASSIONALITY

[View the 2008 Travel Guide Online ▶](#)

Fall in Virginia

Demonstrate your love of life and passion for travel by escaping to a mountain getaway with breathtaking views or inhaling the salty breezes of a seaside retreat. [Enjoy Fall in Virginia!](#)

▶ **Park the Car Getaways**

Find destinations requiring little or no driving AND get gas deals and rebates!

▶ **Fall Getaways**

With 15.8 million acres of Virginia forest, you're sure to see true autumn splendor.

▶ **Deals & Steals**

Find vacation packages with tremendous value on the Ocean and Chesapeake Bay!

This Month In Virginia

September in Virginia

Bringing you homegrown fun, cool locales, and a heaping dose of

ONLINE RESERVATIONS

VIRGINIA HOTEL SEARCH

Enter City

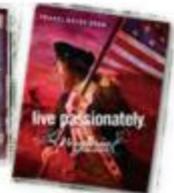
09/03/2008 to

Adult Child

 partner network [GO](#)

[SEARCH VIRGINIA EVENTS](#)

Consumer eNewsletter



PLACES TO STAY | WHERE TO GO | GET OUTSIDE | EVENTS | MAPS

Virginia eNewsletter

August, 2008

In this issue

- » Live It, Learn It & Love It
- » In the Know
- » At One with Nature
- » All in Good Fun
- » Fill Your Bags
- » Steal Away



Discover your Passionality



Are you an Adrenaline Junkie?

On Virginia.org

- » [August in Virginia](#)
- » [Halloween Dream Sweepstakes](#)
- » [Gas Deals!](#)
- » [Virginia Hotel Search](#)



www.VirginiaGreenTravel.org

Live, Learn & Love - Eric Coulson

Surf instructor [Eric Coulson](#) is living his dream. His day includes making people happy because they're doing something they want to do. Watch Eric's [video](#).



- 30 Adventures to Experience
- ~ 1-15: [Heart Pumping Action to Adventure Camps](#)
- ~ 16-30: [Archaeology Digs to Kiteboarding](#)

Knowledge is Power

[Get your hands dirty](#) or wash 'em and [cut up veggies](#) for dinner. [Grab a set of needles](#) and purl a few rows or [cast a line](#) into a Virginia stream. Your next Virginia vacation should be an [experiential one!](#)



- ~ [Drive a Lamborghini](#)
- ~ [Skydive Over Virginia](#)
- ~ [Capture the Beauty with Watercolors](#)
- ~ [Shoot Skeet](#)

Natural Escapes

Bask in a natural setting to really leave your cares behind. Free your mind when you soak in the smells, sounds and scenes of Virginia's beauty.



- ~ [Pack Your Camping Gear](#)
- ~ [Discover Virginia's Cabins & Cottages](#)
- ~ [Find Wildlife](#)
- ~ [Lots to Do in a Virginia State Park](#)
- ~ [Caverns Beat Summer's Heat](#)

How do you tap in?

- **Internet Marketing**

- ▶ Get listed FREE on Virginia.org



Natural Bridge of Virginia

Region: Shenandoah Valley
Locality: Rockbridge County

Natural Bridge of VA
15 Appledore Lane
Natural Bridge, VA 24578

A National Historic Landmark and One of the Seven Natural Wonders of the World in Virginia's Shenandoah Valley. Surveyed by a young George Washington and once owned by Thomas Jefferson. Experience "the most sublime of nature's works" - Thomas Jefferson. See The Drama of Creation, a sound and light show depicting the seven days of creation each evening at dusk under the Natural Bridge.



Admission Fee: \$

Children Welcome

Telephone:

Hotel: (540) 291-2121
Toll Free: (800) 533-1410
Fax: (540) 291-1551

Email:

thebridge@naturalbridgeva.com

Website:

www.naturalbridgeva.com



MAP IT



TRIP PLANNER



WEATHER

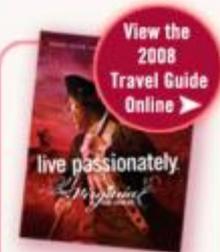


SEND TO A FRIEND



PRINT IT

[<< Back To Previous Page](#)



More Travel Resources

- ▶ Sign up for our eNewsletter
- ▶ Great Getaways
- ▶ Virginia Green
- ▶ Online Travel Guide

More Information

Natural Bridge, Virginia
What's Nearby

Special Features

Shenandoah Valley
Getaway to Roanoke - Blue Ridge
Mountain Star
Getaway to the Heart of the
Shenandoah Valley
Shenandoah National Park Fall
Foliage Report

...more special features





Barter Theatre

Region: Blue Ridge Highlands
Locality: Washington County

127 West Main Street
Abingdon, VA 24212



Experience...the Difference. Barter Theatre, the State Theatre of Virginia, is a regional treasure and nationally recognized professional theatre. Enjoy up to four shows in two days. Two theatres bring audiences a great selection of comedies, musicals, dramas and new works year-round. Enhance your Barter experience with special packages. Also, visit The Café at Barter Stage II.

Barter was founded during the Great Depression by Robert Porterfield, an out of work actor living in New York who saw an abundance of food in his homeland SW VA, but no live theatre. He opened the doors in 1933 proclaiming, "With vegetables you cannot sell, you can buy a good laugh." Gregory Peck, Ernest Borgnine, Patricia Neal, Ned Beatty, Hume Cronyn, Gary Collins and Larry Linville are among the many famous alumni who launched their careers here.

Accessibility:  

Admission Fee: \$17-\$39

Children Welcome

Telephone:
Barter Theatre Box Office: (276) 628-3991
The Café at Barter Stage II: (276) 619-5462

Email:
barterinfo@bartertheatre.com

Website:
www.bartertheatre.com



MAP IT



TRIP PLANNER



BOOK IT



WEATHER

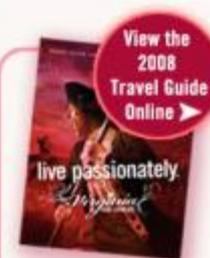


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- ▶ Online Travel Guide

More Information

Abingdon, Virginia
What's Nearby

Special Features

Blue Ridge Highlands
Blue Ridge Highlands Driving Tour
Family Fun In the Blue Ridge Highlands
Solar Hill Historic District

...more special features



ELECTRONIC MARKETING

● Other ways to tap in:

- ▶ Submit getaways (suggested itineraries)
- ▶ Submit packages
- ▶ Data share with your website
 - ▶ Allows virginia.org listings to be displayed on your site
 - ▶ Listings include events, accommodations, attractions, etc.
 - ▶ Uses virginia.org data feed, but allows you to maintain your website layout/colors/scheme
 - ▶ All listing edits and changes are done one-stop – through an established VTC account (username/password)

VTC Services

● **Beyond Electronic Marketing:**

- ▶ Promotions
- ▶ PR
- ▶ Advertising
 - ▶ Coop Opportunities
- ▶ Virginia Welcome Center Marketing
 - ▶ Brochure Distribution
 - ▶ Demonstrations/Displays
 - ▶ Onsite Reservations

Complete information on vatc.org

ELECTRONIC MARKETING

How to learn more:

- ▶ Visit www.vatc.org
(VTC's industry website)
- ▶ Sign up for the Dashboard e-newsletter
(VTC's industry newsletter)
- ▶ Attend a VTC Orientation
- ▶ Consult with VTC's Electronic Marketing Professionals



The header features a photograph of a woman smiling in a vineyard. The text "Tourism DASHBOARD" is prominently displayed in the center. In the top right corner, there is a red ribbon graphic with the text "live passionately Virginia" and "THE COMMONWEALTH OF VIRGINIA" below it.

eNewsletter for the Virginia Tourism Industry **September 2008**

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- [Marketing Leverage Program Applications](#)
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- [VTC Fall Marketing Forum](#)
- [Tourism and the Arts Grants](#)
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PRESIDENT'S NOTES

Advocacy for tourism does not stop at the state and local level. The United States is the only industrialized country that does not have a funded national tourism marketing agency to bring international visitors to this country. This adversely impacts our ability to increase our international market share. On September 24 and 25, the tourism industry will collectively gather in Washington D.C. for the **Travel Industry Association's Travel Leadership Summit**. This is an opportunity for state and regional delegations to convene on Capitol Hill and meet with their Congressional leaders to emphasize the economic and overall impact of travel and tourism in their localities.

On September 24, there will be a reception for the Virginia attendees and members of Virginia's Congressional delegation. Information on that event will be provided to registered delegates.

The agenda for Thursday, September 25, includes a breakfast briefing by TIA, followed by speakers discussing election-year perspectives and legislative issues. The morning program will end at 9:45 a.m., at which point delegates will walk to the Capitol to call on their Congressional delegations. A de-briefing meeting will follow the Congressional appointments. I hope you will join us. To register and make your voice heard, click www.fia.org/TLS.

Alisa Bailey

VIRGINIA TOURISM UPDATE

- **VA-1 Tourism Conference: The Power of Passion**
If you have not done so already, please [register to attend](#) the VA-1 Tourism Conference: The Power of Passion to be held **September 10-11, 2008 at the Hotel Roanoke & Conference Center in Roanoke**. You don't want to miss valuable break-out sessions, an insightful keynote speaker, and the unveiling of VTC's new advertising creative!
- **VTC "Live Passionately" Marketing Leverage Program Applications open on September 11, 2008**
The Fall 2008 application round for the VTC "Live Passionately" Marketing Leverage Program **will open on September 11, 2008 with a deadline date of November 11, 2008**. Awards will be announced in December 2008. The Virginia Tourism Corporation promotion efforts. Eligible applicants are partnerships of at least three entities with the lead applicant required to be a Virginia Commission for the Arts General Operating Support grantee. Applications are available to download by clicking

TOURISM STATISTICS

Website Visitation
Through August 2008
↑ UP 9.8% YTD

Lodging Occupancy Rates
Through July 2008
↓ DOWN 4.7% from same period of 2007

Car Rentals
Through July 2008
↓ DOWN 2% from same period of 2007

- [Park the Car in Fredericksburg](#)
- [Virginia Battle](#)

Randall Rose

Tourism Development Specialist

Virginia Tourism Corporation

276-322-2044

rrose@virginia.org

www.virginia.org (consumer)

www.vatc.org (industry)