



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**

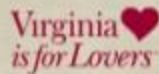
Why is ELECTRONIC MARKETING so important?

**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





Packages &  
Hot Deals

Family  
& Kids

Travel  
Guides

Trip  
Planner

Meetings &  
Group Tours

Virginia is For  
Lovers Store

GO

Welcome to Virginia | Places to Stay | Things to Do | Get Outside | Attractions | Events | Virginia Map



## 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

1 Adult 0 Child

travelocity  
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](http://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 Skeeet](#)



#### 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](mailto:thebridge@naturalbridgeva.com)

**Website:**

[www.naturalbridgeva.com](http://www.naturalbridgeva.com)



MAP IT



TRIP PLANNER



WEATHER



SEND TO A FRIEND



PRINT IT

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### 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](mailto:barterinfo@bartertheatre.com)

**Website:**

[www.bartertheatre.com](http://www.bartertheatre.com)



MAP IT



TRIP PLANNER



BOOK IT



WEATHER



SEND TO A FRIEND



PRINT IT

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### 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](http://vatc.org)



# ELECTRONIC MARKETING

## How to learn more:

- ▶ Visit [www.vatc.org](http://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



**live passionately Virginia**  
**Tourism DASHBOARD**  
eNewsletter for the Virginia Tourism Industry September 2008

### IN THIS ISSUE

- Register for VA-1
- Marketing Leverage Program Applications
- VTC 18 month Media Plan
- Get International with CRUSA
- Bell Tower Renovations Completed!
- Virginia Welcome Centers launch "Find the One You Love" gift basket promotion!
- VTC Fall Marketing Forum
- Tourism and the Arts Grants
- Unleashing the Celtic Tiger
- Entrepreneur Express
- New Business Assistance
- Virginia in the News
- Administration Tool Tip
- New and Updated Features

### 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](http://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](http://www.virginia.org) (consumer)  
[www.vatc.org](http://www.vatc.org) (industry)