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Media Only

Richard Lewis

Public Relations Manager

TEL (804) 545-5574

EML [rlewis@virginia.org](mailto:rlewis@virginia.org)

Virginia Tourism Corporation

901 East Byrd Street

Richmond, VA 23219-4048 USA

TEL (804) 545-5500

FAX (804) 545-5501

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

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

## Virginia Tourism Corporation Produces Record Number of New Travel Guides

**RICHMOND, Va.** – The 2006 Virginia Travel Guide is now available from the Virginia Tourism Corporation – and in anticipation of growing public demand a record 800,000 copies were produced. The 224-page full-color publication is recognized along with the VTC Web site ([www.Virginia.org](http://www.Virginia.org)) as the essential source for those visitors planning leisure travel into Virginia.

“Virginia Favorites” is the theme of the 2006 Travel Guide. More than 50 lists of favorites are sprinkled throughout the pages including favorite spots for antiques, spa getaways, fishing holes, mountain music venues, places for kids and teenagers – even a list of favorite places to fall in love. Some notable Virginians including Tim and Daphne Reid and Willard Scott contributed their own lists of favorite things to do in the Commonwealth.

The new guide contains a feature story on the upcoming *Jamestown 2007: America’s 400th Anniversary* commemoration. Initial Signature Events take place in 2006: the sail of the *Godspeed* (May-August) and the National Teach-In (November). Special events and activities will take place through 2007 in the Jamestown area and throughout the Commonwealth.

Some of today’s hottest travel trends are highlighted in the Travel Guide. For epicurean travelers, a food and wine section shines a spotlight on some of Virginia’s top chefs and food purveyors and suggests Virginia food and wine pairings – and even presents a recipe to try at home. A section on girls’ fun points the way to shopping, spas and great bed and breakfasts. Other special sections include features on experiential vacations, themed trail itineraries, outdoor recreation and Virginia’s surprising small towns.

Each of Virginia’s eight regions gets its own special section with by-city and county listings of attractions, accommodations, shopping, dining and outdoor recreation sites. Contact information for local visitor bureaus is included.

This year’s Travel Guide was produced with four different covers representing America’s 400th Anniversary: Jamestown 2007, the Crooked Road: Virginia’s Heritage Music Trail, kayaking on the Eastern Shore and surfboards on the beach. The Jamestown and Crooked Road covers also fold out to reveal rich photographic panoramas.

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## NEWS

Virginia Tourism Corporation had a nice problem with its 2005 Virginia Travel Guide – it ran out of them. VTC printed 600,000 copies of its annual consumer travel planning publication – the most it had ever ordered – but an eager public snatched them all up before the end of August. An additional 100,000 copies were printed to finish 2005.

“So many of our visitors plan their vacations through our excellent website, but our annual Virginia Travel Guide remains in increasingly high demand as well,” said Alisa Bailey, president and CEO of Virginia Tourism Corporation. “It’s just one of the indicators that Virginia continues to rank among the top travel destination states.”

The 2006 Virginia Travel Guide is free and can be ordered by calling toll-free 1-800-932-5827 or by visiting [www.virginia.org/](http://www.virginia.org/).

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Enclosure