

**VIRGINIA WELCOME
CENTERS
VTC ORIENTATION**

VIRGINIA IS FOR LO♥ERS

**WELCOME TO
VIRGINIA!**

**FREDERICKSBURG WELCOME
CENTER**

VIRGINIA IS FOR LO♥ERS



WELCOME CENTER PARTNERSHIP MARKETING AND ADVERTISING PROGRAM (PMAP)

VIRGINIA IS FOR LO♥ERS

WELCOME CENTERS

- 11 Welcome Centers on major interstate gateways in Virginia.
 - Welcomed over 4.0 million visitors in FY2019!
- Staffed from 8:30am-5pm, 7 days a week, 362 days a year.
- Advertising can be in one individual Welcome Center or a selection of Welcome Centers.

SAFETY REST AREAS

- 31 Safety Rest Areas on major corridors of I-81 & I-77, I-95, I-85 & I-66, and I-64.
- No tourism staff.
- Open 24/7.
- Brochures are distributed by corridors. For example, a partner can participate on the I-81 & I-77 corridor.

Virginia Tourism Corporation State Welcome Centers





PMAP

www.welcomeva.com

The Partnership Marketing and Advertising Program is now being managed directly by Virginia Tourism. To sign up for marketing opportunities with the Virginia Welcome Centers please go to:

www.welcomeva.com

SAFETY REST AREA ADVERTISING OPPORTUNITIES

- Brochure Space



WELCOME CENTER ADVERTISING OPPORTUNITIES

- Brochure Space
- Display Ads
- Month-long Tourism Blitz
- Digital spotlight
- Custom Displays
 - Glass Case Displays
 - Rugs
 - Special Event Kits
 - Digital Ad Panels
 - Window Clings



WELCOME CENTER BROCHURE DISTRIBUTION

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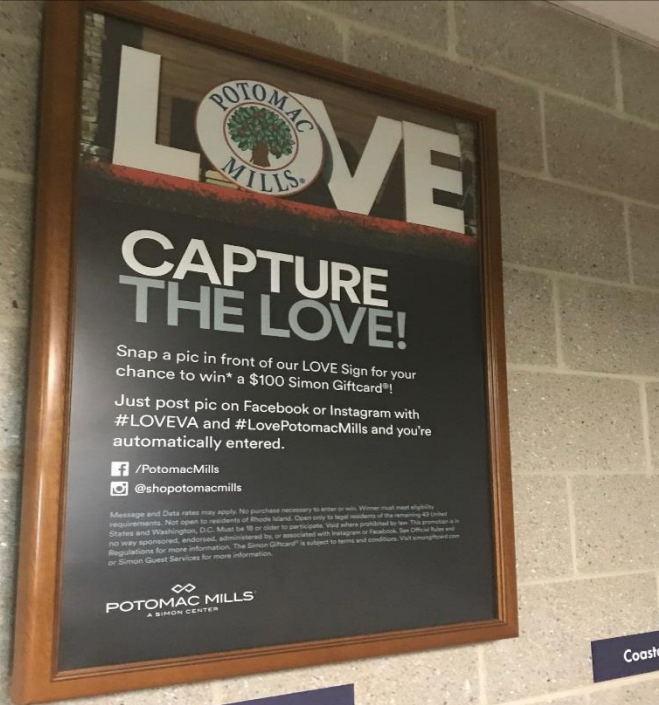
- Single and Double pocket space
- Short term space for events
- Complimentary single pocket brochure space for certified Visitor Centers and State or Federal agencies.



WELCOME CENTER AD PANELS

WELCOME CENTER AD PANELS

- Large visual impact
- In some Welcome Centers panels can be changed seasonally or updated easily
- Sizes and prices vary
- Annual renewals



WELCOME CENTER TOURISM BLITZ

WELCOME CENTER TOURISM BLITZ

- Utilize creative displays and banners to feature your attraction or destination as the primary advertiser
- An entire month of exposure
- Add demonstrations to the Blitz by having a representative on site to give out samples, discount coupons and/or literature

“Angie from Layne’s Country store said that at first she had her doubts about VTC support and our brochure program, however, the travelers that other Welcome Centers sent, changed her mind. She continued to brag on Covington and Bristol personnel. She went on to say that the Bristol blitz had been very successful for them. She was grateful for VTC and said they would not be able to make it without our support.” -- Shirley Edwards, Tourism Relations Manager at Lambsburg



VIRGINIA IS FOR LOVERS

WELCOME CENTER DIGITAL SPOTLIGHTS

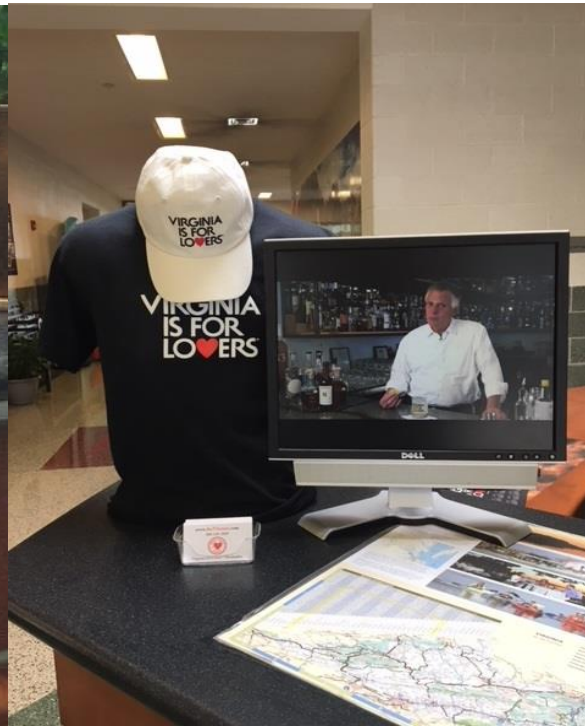
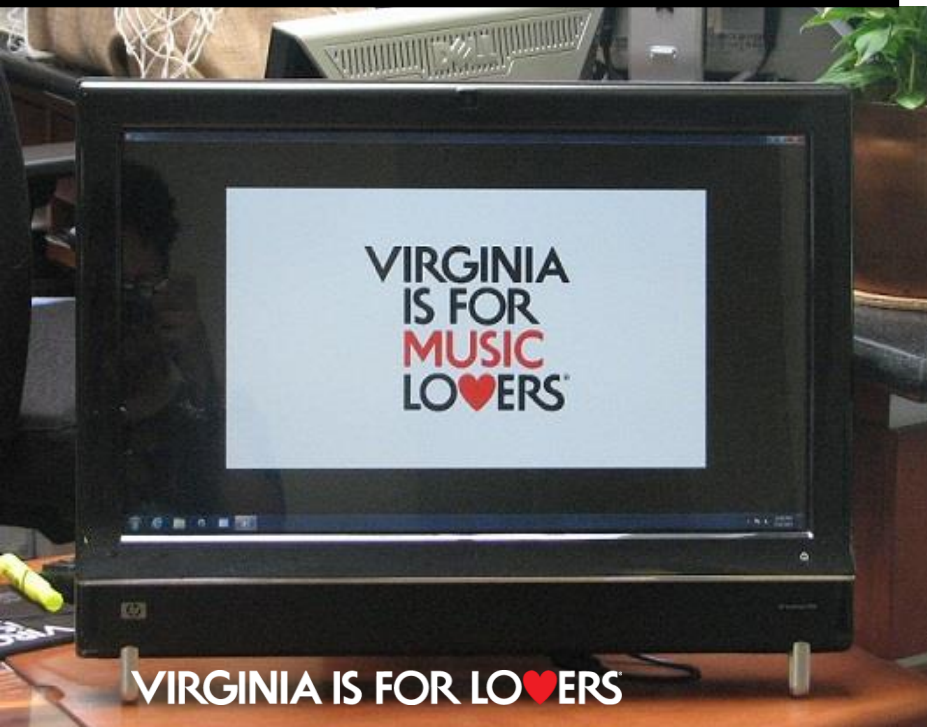
WELCOME CENTER DIGITAL SPOTLIGHTS

- With 30 high res pictures we can produce a 2 minute video
- Reserve by the calendar quarter
- Constantly rotates with other videos throughout the day on the front counter
- Great, inexpensive way for partners to begin marketing within the PMAP program.



NEW ENHANCED DIGITAL SPOTLIGHTS

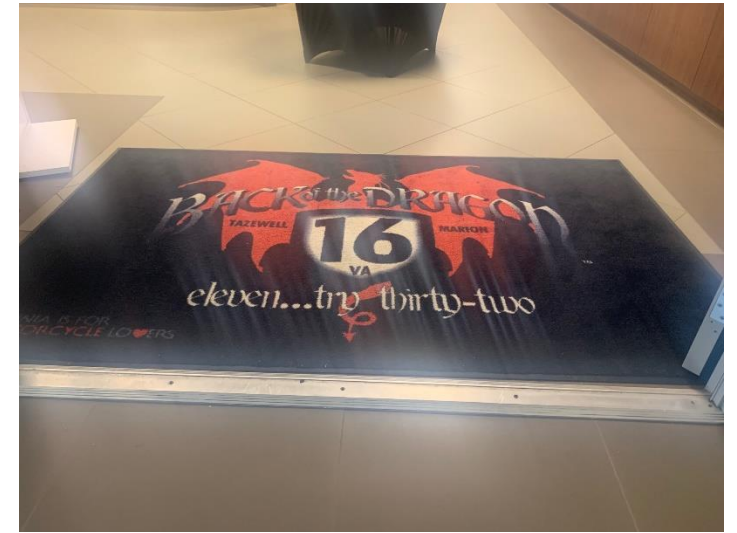
- Spotlight shown on 65" screens, 24 hours a day, 7 days a week
- Currently available at Northern VA Gateway and Skippers VWC



WELCOME CENTER CUSTOM DISPLAYS

WELCOME CENTER CUSTOM DISPLAYS

- Glass Display Cases
- Digital Ad Panels
- Window Clings
- Branded Rugs
- Special Event Tool Kits
- Unique Spaces



PMAP IN SUMMARY

- Advertising available at 11 Welcome Centers and 31 Safety Rest Areas
- Advertising opportunities include:
 - A Monthly Tourism Blitz
 - Ad Panels
 - Brochure Space (the only option for Safety Rest Areas)
 - Glass Display Cases
 - Custom Displays
 - Digital Spotlights
 - Window Clings, Rugs and MORE!
- Please visit www.welcomeva.com or contact your Virginia Welcome Center Manager if you would like to participate in the program
- PMAP MANAGER - Gary Jeffrey
gjeffrey@Virginia.org



THINGS TO REMEMBER

- ♥ Get to know your Local Tourism Relations Manger!
 - Ask them about Demonstrations and other FREE opportunities.
 - Invite them to speak or present at events and special programs etc.
- ♥ Participating with VWCs should be your FIRST “paid” partnership with VTC
 - It is an inexpensive way to get started.
 - The targeted visitors are already in-market.
 - Managers can work with partners to suggest an integrated approach at the center(s).
- ♥ With the addition of the Safety Rest areas to the PMAP, partners now have **33 million opportunities** to influence travelers to the Commonwealth!!





SERVICES PROVIDED TO THE INDUSTRY **VIRGINIA WELCOME CENTERS**

- Annual Visitor Center Seminar
- Certification of Tourist Information Centers
- Community Education
- Study Tours/FAMs of Localities
- FREE Demonstration Program
- Lodging Reservation Service

**VIRGINIA
WELCOME
CENTERS
WE'RE SO HAPPY
YOU'RE HERE!**



VIRGINIA IS FOR LO♥ERS



THANK YOU!

JULIE PERRY
jperry@Virginia.org