

2021 VIRGINIA TRAVEL GUIDE ADVERTISING



2021 – The Year of the Road Trip

Leisure travel is part of America's DNA. By June 2020 only 12% had taken a leisure trip. 2021 is expected to experience a surge in leisure travel due to pent up demand. And with Americans' new preference for driving, the drive market has expanded. In 2021 VTC is focused on Travel Guide editorial that today's traveler craves: epic road trips, hidden gems, outdoor experiences, small towns and scenic drives. Along with detailed listings that travelers have proven to use when planning.

Did You Know?

According to a Destination Analysts' **VERY** recent Visitor Guide study:
"In our ever increasingly digital world, printed visitor guides continue to be an important resource for both inspiration and trip planning for many travelers."
 Approximately **48%** of consumer travel research is done through **print guides**, and millennials use printed resources more than boomers. While research from a recent study by Dr. Vince Magnini, Executive Director of Institute Service Research, ranked visitor guides as the 4th most frequent channel used by travelers. Preceded only by Facebook, word of mouth and memory of past visits.

THE VIRGINIA TRAVEL GUIDE:
 VTC's primary fulfillment piece is distributed to thousands of travelers each week!

TRAVEL GUIDE OPPORTUNITIES

AD SIZE	RATE
Back Cover	24,115
Inside Front Cover	21,765
Inside Back Cover	21,470
Spread	28,825
Full Page	16,615
2/3 Page	15,025
1/2 Page	12,700
1/3 Page	7,815
1/6 Page	5,295
Lodging Co-op	995
Enhanced Listing	575

TRAVEL GUIDE REWARDS PROGRAM

AD SIZE PURCHASED IN TRAVEL GUIDE	DICOUNT ON THE VIRGINIA.ORG AD
One-sixth	5%
One-third	10%
One-half	15%
Full page	20%

Important Dates: Sales Close Sept 30, 2020 Materials Deadline Oct 9, 2020

If you'd like more information about reaching the ROBUST 2021 DRIVE MARKET, contact:

MOUNTAINS & SOUTHERN REGION

JO DIEDRICH
 540-580-8767
 jdiedrich@leisuremedia360.com

NORTHERN VA & RICHMOND

BECCA HUDSON MEYERS
 804-334-1567
 bhudson@leisuremedia360.com

COASTAL REGION

NELL WICHMANN
 757-570-4462
 nwichmann@leisuremedia360.com

LISTINGS & LODGING COOP ADS

TERRI REYNOLDS
 540-597-7568
 treynolds@leisuremedia360.com