

2022 VIRGINIA TRAVEL GUIDE ADVERTISING



New research¹

A brand new 2020 Destination Analysts Study on Visitor Guides reveals that travel guides are more important than ever with 75% stating a printed guide is important when making their destination decisions. People are looking for content and enticing ads about outdoor recreation, attractions, hotels, mainstreets, and unique experiences and destinations.

Top 5 reasons for ordering a Visitor Guide:

- 1: Review general information about traveling to a destination and/or learn more about that destination overall -- 63.3%
- 2: To plan and book a vacation to a destination -- 48.4%
- 3: To review listings of accommodations, attractions, restaurants and other businesses in a destination-- 42.8%
- 4: Trip inspiration—get ideas for why I might want to take a trip to a destination -- 30.0%
- 5: To have a Visitors Guide to take with me on my trip - 37.1%

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
Classified Listing	415

¹Research from Destination Analysts 2020

Did you know?

VTC received over 8,000 requests for the current 2021 guides in just the first 2 weeks of distribution! That is the power of a trusted source of information in today's environment.

And trusted sources are more important than ever. The demographic profile of guide users is attractive: 53% female with an average household income of \$100,000 - many of whom are looking to plan a family vacation.

VA Travel Guide use is strong. Thousands of printed guides will be distributed each and every week throughout 2022 - it is also available for instant download on Virginia.org. Your ad will continue to inform travelers and drive them to your website for an entire year!

TRAVEL GUIDE REWARDS PROGRAM

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

Important Dates: **Sales Close**
Sept 10, 2021
Materials Deadline
Sept 17, 2021

Contact your VA Travel Guide advertising representative for more information on the 2022 Virginia Travel Guide:

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