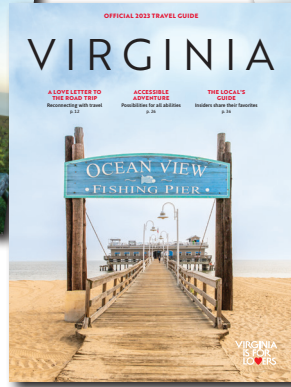


2024 VIRGINIA TRAVEL GUIDE



Research¹

A 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%

Did you know?

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 2024 - 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!

¹Research from Destination Analysts 2020

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

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 15, 2023
Materials Deadline
 Sept 22, 2023

Contact your VA Travel Guide advertising rep for more information on the 2023 Virginia Travel Guide:

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