

**VIRGINIA
IS FOR
LO♥ERS®**

**VIRGINIA
TRAVEL GUIDE
2026 MEDIA KIT**



Partner with us.

“Tourism is a driving force of Virginia’s economy—it creates jobs, generates economic impact, and benefits businesses and communities across the state.”

With the support of the Governor, the General Assembly and our tourism partners, The Commonwealth is positioned to advance the industry even further in the next fiscal year as VTC continues to blaze trails in tourism marketing and help create vibrant communities.

We expect record numbers in travel this year, thanks to the many Americans packing their bags and hitting the roads across our state. We are excited to welcome travelers to our great state and look forward to sharing stories of all the abundance there is to find in the 2026 Virginia Travel Guide. Visitors will be inspired to create an epic journey throughout Virginia, adding stops along the way through our incredible cities and towns to enjoy unbelievable views in our great outdoors and world-class hotels, restaurants, museums, attractions and more.

At the core of our integrated marketing strategy is the Official Virginia Travel Guide.

It remains a powerful tool with over a quarter million printed and distributed to visitors annually, plus a digital edition on Virginia.org. On behalf of all of us at the VTC and our marketing partners, I want you to know we appreciate your support of this comprehensive fulfillment piece. As always, we hope that you will give serious consideration to partnering with us to make the 2026 Virginia Travel Guide the most successful travel guide ever.



Rita McClenny, President & CEO
Virginia Tourism Corporation



*Example covers from 2025

How effective is a destination visitor guide in attracting travelers to a destination?



275,000
Printed Copies

9 OUT OF 10

hyper-informed travelers use a DMO's official website and request or view their visitor guide

69%

believe information in a visitor guide is relevant and useful to planning a trip

6 OUT OF 10


decided to visit an attraction or participate in an activity based on information in a visitor guide

Visitor guides help **85%** of undecided travelers make a **decision** to visit a destination.

Millennials order visitor guides earlier in their travel planning for trip inspiration.

The study concluded that guides generate incremental trips from undecided travelers and encourage visitors to lengthen their initial intended stays, **thus increasing spending.**

Source: DMO Visitor Guide Readership & Conversion Study by Destination Analysts, now known as Future Partners



Share what you LOVE.

INSPIRING MAGAZINE FORMAT

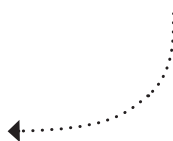
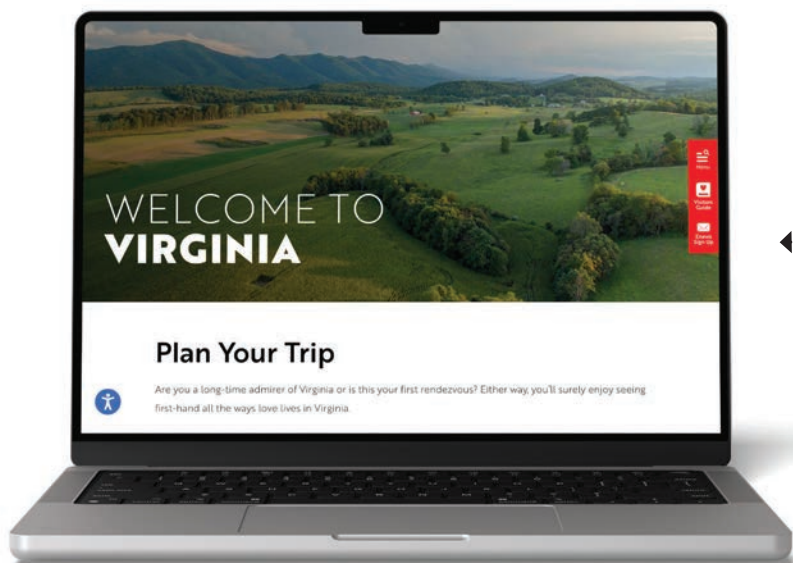
High-quality images
and **design elements** capture
the reader's attention and
convey a sense of quality
and authority.

REACH PRE-QUALIFIED VISITORS

Your ad will gain
unparalleled access to
today's highly informed
travelers at every stage of
their travel journey, from
inspiration and planning to
in-destination exploration—
for a full year!



Outreach across the state and beyond.



ANNUAL DISTRIBUTION

- Mailed throughout the year to travelers requesting the guide
- Available at welcome and visitor centers across the state
- Calls to action across Virginia.org encouraging users to order or view the guide
- In AAA offices and through VTC international marketing efforts
- Word-of-mouth distribution of the guide's content, with an estimated total print readership of 688,000
- Digital views on Virginia.org, which receives 16 million+ unique visitors annually

"To our delight, the pull velocity for this publication is better than ever! The Virginia Travel Guide is still the industry standard reference for in-market visitors to Virginia, which the Welcome Centers serve daily."

Gary Jeffrey, Marketing Partner & Program Manager
Virginia Tourism Corporation

Get in front of travelers who are ready to spend.

OFFICIAL 2026 RATES

TRAVEL GUIDE OPPORTUNITIES

AD SIZE	RATE
Inside Front Cover	\$21,765
Inside Back Cover	\$21,470
Back Cover	\$24,115
Sponsored Content	\$28,825
Spread	\$28,825
Full Page	\$16,615
1/2 Page	\$12,700
1/4 Page	\$5,295
Featured Photo Listing	\$575
Featured Listing	\$415

LISTINGS SALES CLOSE: AUGUST 18
DISPLAY SALES CLOSE: AUGUST 27

*Want to discuss your options?
Contact us today!*



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