



Class D Member Specialty Lodging: \$360

Bed & Breakfast • Cabins • Cottages • Campgrounds
 Individual Vacation Rentals
 Fiscal Year July 1–June 30

The Shenandoah Valley Travel Association is a destination marketing organization that strategically promotes the Shenandoah Valley as a preferred travel destination to new and repeat visitors.

SVTA does **NOT** replace your own marketing outreach or become a member's individual PR agency; it **adds** a sustained, professional, and regional collective marketing channel to further amplify member visibility and leverage the Valley's comprehensive tourism product mix.

SVTA delivers this marketing with the support of a professional consultant team including writers, marketers, public relations, social media, and web design services. SVTA is pleased to provide the following marketing channels to grow and enhance the Valley's visibility to the public and the travel industry.

- Year-round online presence, updated monthly on visitshenandoah.org and seasonally on visitskylinedrive.org.
- Year-round public relations, communications, media visits, and media outreach (via a professional firm that coordinates with traditional print media, online media, and bloggers).
- Year-round content marketing support (inbound marketing/blog posts).
- Year-round social media marketing (Facebook, Instagram, and Twitter).
- Year-round digital advertising (mobile, web, and social media).
- Year-round email marketing campaigns.
- Strategic relationship with State marketing partners.
- Integrated "Epic Experiences Ahead" marketing campaign.
- Photography coordination and support

Members benefit from all of the above efforts. In addition they receive:

Custom-designed web page on VisitShenandoah.org, the official site of the Shenandoah Valley with more than 175,000 unique visitors & over 770,000 page views annually.

Listing in the SVTA Shenandoah Valley Destination Travel Guide, with 150,000 in print and online distribution through an e-guide. The publication is supported by a robust distribution program that includes:

- VTC rest areas and Welcome Centers;
- Over 800 locations with FPIS along I-81, I-95 & I-64, and in the Peninsula and Tidewater regions;
- Direct request mail fulfillment through First Class Services;
- Member locations including Shenandoah National Park lodging and wayside facilities.

Class D Specialty Lodging listing is 240 characters, including spaces. Also opportunities for paid advertising.



Class D Specialty Lodging Member \$250

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\$250 / 12 months = Less than \$21 investment per month!

Free package/promo listing(s) on VisitShenandoah.org and VisitSkylineDrive.org. Includes image, package title, limited copy, and url link.

Representation via the *Destination Travel Guide* at 12 consumer trade shows reaching over 1.1 million potential travelers.

Free event listings on <https://visitshenandoah.org/events-listings/> landing page and on <https://visitskylinedrive.org/events-and-activities-in-the-shenandoah-valley/>. Also includes a live link to the event on your specific landing page.

Networking and educational opportunities through SVTA meetings and events.

2 SVTA Member Discount Cards (retail value over \$700 each).

REFER A MEMBER: For each new paid member referral, the referring member receives 1 quarter/3 months **FREE** interior banner ad placement on VisitShenandoah.org **OR** VisitSkylineDrive.org.

SVTA also offers additional "pay for advertising" opportunities:

VisitShenandoah.org.

\$1,800 annually or \$550 quarterly homepage ads OR
\$250 quarterly interior page ads.

VisitSkylineDrive.org Banner Ads

\$1,800 annually homepage ads OR
\$1,000 annually or \$275 quarterly interior page ads.

Brochure fulfillment in the *Destination Travel Guide*

\$750 annually or \$250 quarterly. Member **rack card** inserted with mailings totalling over 2,400 annually to qualified requests.

Monthly e-newsletter ads.

\$100 per month. E-newsletter sent to over 18,700 qualified visitor leads (as of May 2022) who have opted in to receive valley updates. Promote your event, package, or promotional offer.