

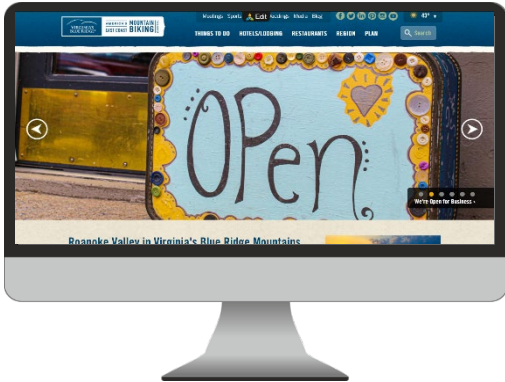
2022 Media Kit



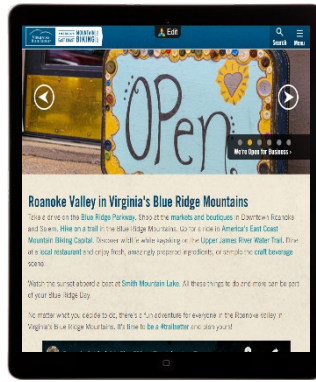
Virginia's Blue Ridge Website Metrics for 2021



2021 Unique Website Visitors: 1,722,383



Desktop
21.54%



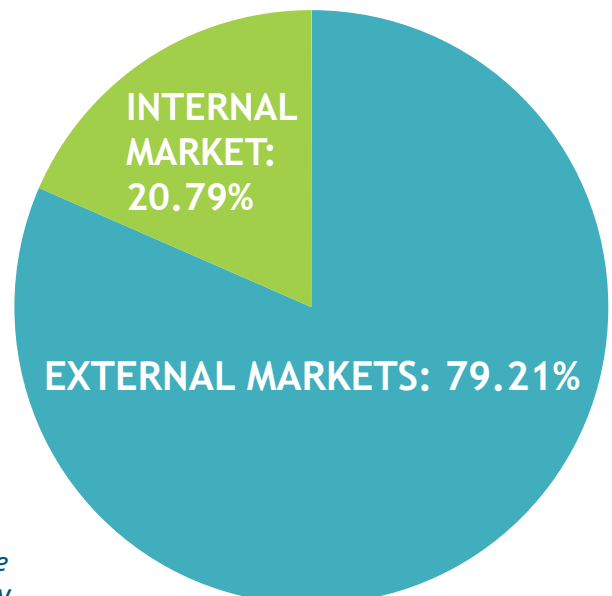
Tablet
4.63%



Mobile
73.84%

Top Geographic Locations

1. Roanoke-Lynchburg, VA
2. Washington, DC
3. Norfolk-Portsmouth-Newport News
4. Richmond-Petersburg
5. Baltimore, MD
6. Charlottesville, VA
7. Charlotte, NC
8. Raleigh-Durham, NC
9. New York, NY
10. Greensboro-High Point-Winston-Salem



Note: While Roanoke-Lynchburg is No. 1 on the list, it's still just over 20% of the total - meaning nearly 80% of the people coming to our website are in other places around the country. Our audience is LARGELY external.

FREE VBR PARTNER OPPORTUNITIES



FEATURED EVENTS



5PTS Outdoors: Dead Reckoning

March 26, 2021



Outdoor Inspirations Movie Night - The...

April 2, 2021



Adventure Saturday at Explore Park

April 3, 2021



Drive-Thru Easter Bunny Experience

April 3, 2021



Friday Night Jamboree: The Little Stony...

April 9, 2021

[View All Events](#)

Do you have an upcoming event?
Submit it to our online calendar or email
Holly Marden (hmarden@visitvbr.com)
for more information.

Is your listing on VisitVBR.com up to date?
Be sure your listing, images, copy and
amenities are updated for visitors to see! You
could be listed in various sections
of the website.

Add VBR with your messaging!
Access our Branding Kit at
visitvbr.com/partner/branding-kit, or
contact **Marlee Richardson**
(mrichardson@visitvbr.com)
for more information.

Are you interested in participating in VBR's Public Relations Program?

Visit VBR's public relations team continues to promote Virginia's Blue Ridge as a premier travel destination through placements in national and international media outlets. In 2021, Visit VBR helped generate over 300 media mentions for the region in publications such as Southern Living, Garden & Gun, USA Today, AAA World Magazine, Washington Post, Forbes, and The Local Palate.

Contact PR Manager, Kathryn Lucas (klucas@visitvbr.com) for more information!



UNITED
Hemispheres

TRAVEL+
LEISURE

Southern Living

THE LOCAL
PALATE
FOOD CULTURE OF THE SOUTH

GARDEN & GUN

10 USA TODAY
10Best

Forbes

NorthernVirginia
MAGAZINE

& WORLD REPORT
USNews

The Washington Post VIRGINIA

VBR E-NEWSLETTER FEATURED PARTNER MONTHLY PROGRAM



Visit Virginia's Blue Ridge has an
opt-in database of over 32,200.

\$500

Each participant receives:

- ✓ Image
- ✓ Headline/Title
- ✓ 25-30 words of copy
- ✓ Direct Link to Partner Website



Blue Ridge Marathon

See if you have what it takes to conquer America's Toughest Road Marathon! The Blue Ridge Marathon includes 7,430 feet of elevation change and the opportunity to run on the iconic Blue Ridge Parkway. This year's race takes place Saturday, April 17 and there is still time to register to participate.

[Race Info >](#)

UPCOMING EVENTS

Opening Day at Poplar Forest
Thomas Jefferson's Poplar Forest
March 15

Spring Fling Poker Run
Virginia Museum of Transportation
March 20

Roanoke's Selfie Tour
Wasena Park
March 25

Todd Snider
Harvester Performance Center
March 18

Dog Bowl Market
Black Dog Salvage
March 21

**5PT's Outdoors: Dead Reckoning
& Eric Gales**
Wasena Park
March 26-27

Spring Fling
Mill Mountain Zoo
March 20

**The Hackensaw Boys & Cruz
Contreras**
Harvester Performance Center
March 21

Opossum Day at Explore Park
Explore Park
March 27

[SEE MORE EVENTS](#)



Kid Friendly Fun in Virginia's Blue Ridge

Your kids will love all the things to do in Virginia's Blue Ridge, including museums with interactive exhibits and incredible trails for outdoor recreation. Find all kinds of ideas for your next family vacation to the Blue Ridge Mountains!

[Kid Friendly Things to Do >](#)



VBR Cheers Trail

The Virginia's Blue Ridge Cheers Trail features local craft breweries, wineries, and distilleries. Download our Cheers Trail Passport to your mobile device and check in at participating locations to receive exclusive special offers & discounts!

[Explore the Cheers Trail >](#)



VBR E-NEWSLETTER *NICHE MARKET* PROGRAM



VBR E-Newsletter Niche Market Program Partner Option

Visit Virginia's Blue Ridge has an **opt-in database of over 32,200**. Within this database, we have consumers interested in niche markets.

Outdoors (13,250+)

May, August, December
& February ('23)

Arts & Culture (8,100+)

April, July, October
& January ('23)

Family Fun (6,100+)

June, September, November
& March ('23)

\$300

Each participant receives:

- ✓ Image
- ✓ Title/Headline
- ✓ 25-30 words of copy
- ✓ Direct link to Partner Website



20 Experiences for Hiking Lovers

Take in the stunning views from the Appalachian Trail. Enjoy a walk to a scenic waterfall. Snap a picture of the Roanoke Star. Virginia's Blue Ridge is a playground of awesome hikes!

[List of Hiking Experiences](#)



Outdoor Patios

It's all fresco season in the Blue Ridge Mountains! Take advantage of the many restaurants, bars, coffee shops, breweries, wineries, and distilleries that feature great outdoor patio space!

[Patio Locations](#)



VBR E-NEWSLETTER *CUSTOMIZED* PROGRAM



VBR E-Newsletter Customized Program

Visit Virginia's Blue Ridge an **opt-in database of over 32,200** for e-mail communications.

This program provides the opportunity to build a custom e-mail that will be distributed to the Visit VBR database.

Customized Sponsorship

- ☐ **32,200+**
- ☐ **Monthly**
- ☐ **Limit One Partner Per Month**
- ☐ **Send your own customized e-newsletter to VBR's database**

\$800

Each property receives:

- ✓ Image
- ✓ Brief Description
- ✓ Link to Partner Website



Warm Up with Tastings at the Taubman

From international wines to bourbon and bacon, you're sure to have a delicious time in Virginia's Blue Ridge!

The Taubman Museum of Art in the heart of downtown Roanoke is pleased to present a trio of tasting events that are sure to warm your spirits this winter!

Wine + Dine | Thursday, January 18

Begin your evening with a wine reception and guided tour of the galleries with nationally acclaimed exhibiting artist Joan Tanner. Then retreat to an intimate theater for a guided, Spanish-themed four-course dining experience with Pablo Rodriguez, the third generation vineyard owner responsible for Hispano Bodegas wines.

International Wine Festival | Sunday, January 28

Sample more than 30 wines from around the world (along with a few craft beers for good measure!) while you enjoy live music and expertly paired hors d'oeuvres and desserts at the Fifth Annual International Wine Festival, presented by Kroger. Seasoned wine stewards will enhance your experience with tasting notes to help you discover your favorite new wines. If you're staying within a 15-minute radius of the Museum, a designated driver courtesy of Coca-Cola will even return you after the event!

Bourbon + Bacon | Friday, February 9

The name deliciously says it all: generous pours and tapas-style savory pork creations by local chefs. Round out your culinary experience with a spotlight talk by Virginia Tech Senior Instructor John Boyer about whiskey-making traditions, dance along to live music, and visit the galleries to enjoy hundreds of original works on view.

Enjoy One or More!

[Click Here to Get Your Tickets Before They're Gone!](#)

Tastings at the Taubman are generously sponsored in part by:
Kroger | Coca Cola | The Mountain FM | City Magazine

VBR E-NEWSLETTER *LOCAL FEATURES* PROGRAM



LOCAL FEATURES!

With any VBR
E-Newsletter

\$100

Each participant receives:

- ✓ 7-8 words of copy
- ✓ Direct link to Partner Website



Awesome Spots for Camping

Camping is a perfect way to enjoy the great outdoors in Virginia's Blue Ridge! The region offers a variety of camping experiences, ranging from rugged and remote in the national forest to waterfront glamping on the James River. Plan your next overnight adventure.

[Where to Camp](#)

UPCOMING EVENTS

Roanoke's Selfie Tour Wasena Park March 25	Outdoor Movie Night: The Long Start to the Journey Mill Mountain Park April 2	Buchanan Cherry Blossoms Town of Buchanan April 2-11
Tab Benoit & Samantha Fish Berglund Center Parking Lot April 7	Foot Levelers Blue Ridge Marathon, Half Marathon & Anthem StarK Elmwood Park April 17	Smith Mountain Lake Restaurant Week Various Restaurants April 19-25
Harvester Outdoors - The Beach Boys Harvester Performance Center April 21	66th Annual Vinton Dogwood Festival Town of Vinton April 23-24	Hiking Tour & Wine Tasting Beliveau Farm Winery Every other Sunday

[SEE MORE EVENTS](#)

LOCAL FEATURES

Blue Ridge Marathon - America's Toughest Road Race

Roanoke River Voted a Top Urban Kayaking Spot

Top Adventure Town Itinerary for an Epic Road Trip

Starr Hill Releases Special Beer for IRONMAN 70.3

Town of Rocky Mount to Develop Celeste Park

FEATURED *INSTAGRAM* STORY/REEL



visitvbr



3,443
Posts

49.8K
Followers

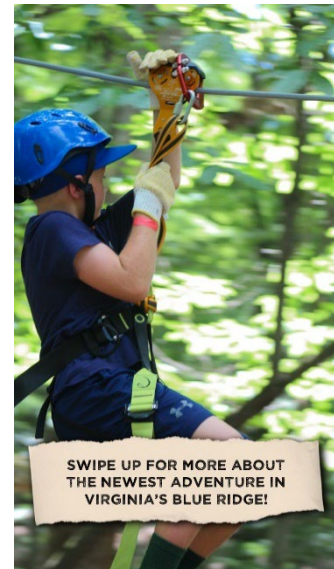
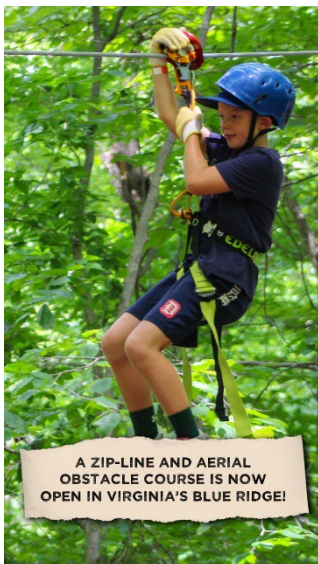
1,062
Following

Virginia's Blue Ridge

Based in Roanoke, we are the official destination marketing organization for Virginia's Blue Ridge. Join the fun and be a #Trailsetter!

linktr.ee/visitvbr

101 Shenandoah Ave NE, Roanoke, Virginia



Featured Instagram Story/REEL

- ☐ On-site photography
- ☐ Up to five images story/trivia
- ☐ VBR to post on Social Media with partner tag

\$400

Partner receives content

BLOG POST / SPONSORED CONTENT



6 Fun Experiences with Starr Hill Brewery in Roanoke

Tuesday, August 27, 2019 4:00 PM by Visit Virginia's Blue Ridge



Since opening its doors in fall 2017, the **Starr Hill Pilot Brewery & Side Stage** in Roanoke has been an integral part of the craft beer scene in Virginia's Blue Ridge.

With the company's original location and presence in Charlottesville, as well as its product being distributed in local markets, Starr Hill Brewery already had a strong reputation among craft beer fans in the region, but the addition of an onsite location and tasting room helped take the experience to the next level.

Now, visitors to Virginia's Blue Ridge get to check out **#StarrCity**.

The **Starr Hill Pilot Brewery & Side Stage** is located in The Bridges development in Roanoke, and it's a perfect spot to incorporate into a variety of adventures.

It's conveniently located near Downtown Roanoke, the Roanoke River Greenway & Blueway, Mill Mountain Park, and the Blue Ridge Parkway.

As you plan the next way to be a **#trailsetter** in Virginia's Blue Ridge, here are 6 fun ways you can make Starr Hill part of the experience!

Blog Post on VisitVBR.com

- ☐ Provides long-term SEO
- ☐ Shows within VBR search
- ☐ Can drive social media to link
- ☐ VBR to share with VTC content program

\$500

Limit 1
partner per
month

THE BLUE RIDGE DIGEST



The Blue Ridge Digest is the most widely available travel publication in the mountains! **50,000 copies printed per issue**. Distribution areas include North Georgia to Charlottesville, Pidgeon Forge/Gatlinburg to Boone, and many NC, VA and TN AAA offices. Distribution at attractions, motels and almost all travel information centers in the mountains.

Magazine includes information the mountain visitor needs; area map, stories of the region, area calendar of events. You can view past issues at www.blueridgedigest.com



\$225/Issue

Summer
(June – August)

Fall
(August – November)

VIRGINIA BUSINESS- VIRGINIA MEETING & CONFERENCE PLANNER



This special section is bound in the October issue of Virginia Business, reaching over **27,500 businesses, professional and government leaders in Virginia**; including pass-along, reaching over **75,000 individuals**.

In addition, it is printed as a stand-alone piece and distributed at the VSAE Fall Educational Symposium & Expo in Richmond, reaching a prime audience of Virginia association and corporate meeting planners.

Meetings As Nature Intended in Virginia's Blue Ridge

The Blue Ridge Mountains have an uplifting effect on meetings and conventions. The beautiful scenery and fresh air inspire creativity, big ideas and natural connections. Be a #Trailsetter and elevate your meetings in the Roanoke Valley in Virginia's Blue Ridge, where you'll find first-class facilities, over 1,000 miles of trails for outdoor adventures, and an eclectic restaurant and nightlife scene featuring flavors from around the world.



 Berglund Center 540.853.8869 TheBerglundCenter.com	 Charter Hall at the City Market Building 540.986.5992 CityMarketBuilding.com	 Floyd Event Center and EcoVillage 540.745.4434 FloydEcoVillage.com	 Holiday Inn Roanoke - Tanglewood 540.774.4400 HolidayInn.com/roa-tanglewood	 Holiday Inn Roanoke - Valley View 540.362.4500 HolidayInn.com/roa-valleyview
 Hotel Roanoke & Conference Center, Curio - A Collection by Hilton 540.985.5900 HotelRoanoke.com	 The Inn at Virginia Tech and Skelton Conference Center 877.200.3360 InnAtVirginiaTech.com	 Natural Bridge Historic Hotel & Conference Center 540.291.2121 NaturalBridgeVa.com	 Roanoke Higher Education Center 540.767.6013 Education.edu	 Salem Civic Center 540.375.3004 SalemCivicCenter.com

PLAN YOUR BLUE RIDGE MEETING AT VisitVBR.com/Meetings

\$700

October 2022 Issue

Each participant
receives:

- ✓ 1 Image
- ✓ Phone & website
- ✓ Participant description in the editorial section.

2023 VIRGINIA TRAVEL GUIDE



Be a part of Virginia's primary fulfillment piece!
The Virginia Travel Guide is the State's exclusive fulfillment piece
Used By 1 Million+ Travelers

Reach millions of visitors planning their Virginia vacations. Put the power of Virginia's marketing campaign to work for you! Synergy & research drive the Travel Guide like never before. Engage the Virginia visitor with the interactive digital edition.

- **Print Distribution= 500,000**
- Every page of Virginia.org promotes the Travel Guide.

\$750

Each participant receives:

- ✓ Free Listing
- ✓ Access to Leads
- ✓ Includes Digital Guide

BE A #TRAILSETTER

VIRGINIA'S BLUE RIDGE
AMERICA'S
EAST COAST MOUNTAIN BIKING CAPITAL

PLAN YOUR NEXT VACATION AT
VisitVBR.com
800.635.5535

 Historic Downtown Salem 540-375-4244 VisitSalemVA.com	 Hotel Floyd 540-745-0900 HotelFloyd.com	 Salem Museum of Art 540-342-5760 SalemMuseum.org	 VBR Cheers Trail VBRCheersTrail.com
 The Hotel Roanoke & Conference Center, Curio Collection by Hilton 540-785-5100 HotelRoanoke.com	 The Inn at Virginia Tech and Skelton Conference Center 877-206-3360 InnAtVirginiaTech.com	 Starr Hill Pilot Brewery & Side Stage 540-485-2012 StarrHill.com/Roadside	 Virginia Museum of Transportation 540-342-5670 VMT.org

VIRGINIA IS FOR MOUNTAIN LOVERS

VisitVBR.com Advertising with DTN



WHAT DO YOU NEED FROM YOUR DIGITAL PROGRAM?

- GET YOUR BRAND MESSAGE IN FRONT OF A LARGE **VISITOR AUDIENCE**
- REDUCE ADVERTISING WASTE BY **TARGETING QUALIFIED PROSPECTS** WHO ARE READY TO SPEND
- SEW YOUR MARKETING MESSAGE INTO **CONTENT THAT ALIGNS WITH YOUR BRAND VALUES** & THAT YOUR CUSTOMERS TRUST
- A **FLEXIBLE PROGRAM** THAT MEETS YOUR MARKETING + BUDGET GOALS
- **ASSISTANCE WITH CRAFTING CONTENT** THAT WILL TURN PROSPECTS INTO CUSTOMERS
- **NO-COST UPDATES TO YOUR CONTENT CREATIVE** TO ALIGN WITH YOUR MESSAGE WITH YOUR CURRENT MARKETING CAMPAIGNS
- **REAL DATA INSIGHTS** ABOUT YOUR PROGRAM'S PERFORMANCE SO YOU CAN MAKE SOUND BUSINESS DECISIONS

NEXT STEPS

EMAIL A CONSULTANT
Advertising@DTNads.com

DIGITAL MEDIA KIT
VisitVBR.com/DTN-Media-Kit

ON THE WEB
DestinationTravelNetwork.com

YEAH, WE DO THAT.



A DIVISION OF SIMPLEVIEW



VisitVBR.com Advertising Contact Information



For additional information or questions about
advertising, please contact:
Marlee Richardson,
Partnership & CRM Manager at
mrichardson@visitvbr.com or (540) 342-6025 ext. 118



AMERICA'S
EAST COAST **MOUNTAIN
BIKING** CAPITAL