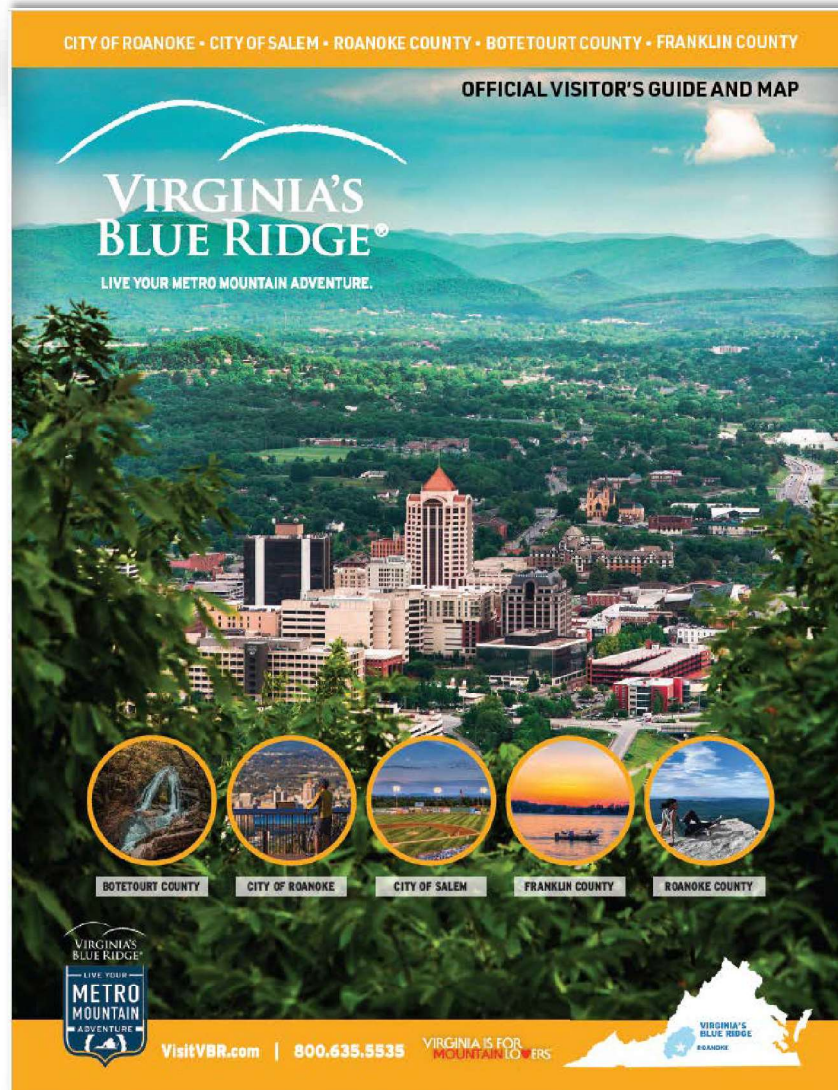


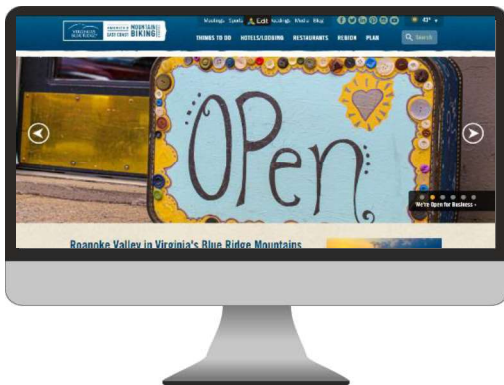
2024 Media Kit



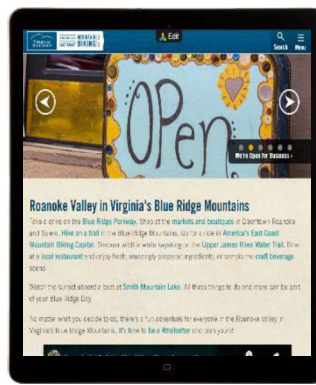
Virginia's Blue Ridge Website Metrics



2023 Unique Website Visitors: 1,949,347



Desktop
21.5%



Tablet
3.5%

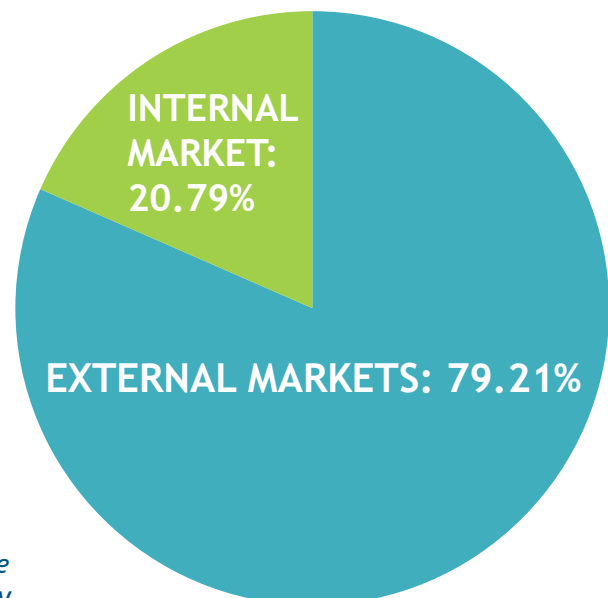


Mobile
75%

Top Geographic Locations

1. Roanoke-Lynchburg
2. Washington, DC
3. Baltimore
4. Norfolk-Newport News
5. New York
6. Richmond
7. Atlanta
8. Philadelphia
9. Raleigh-Durham
10. Charlotte

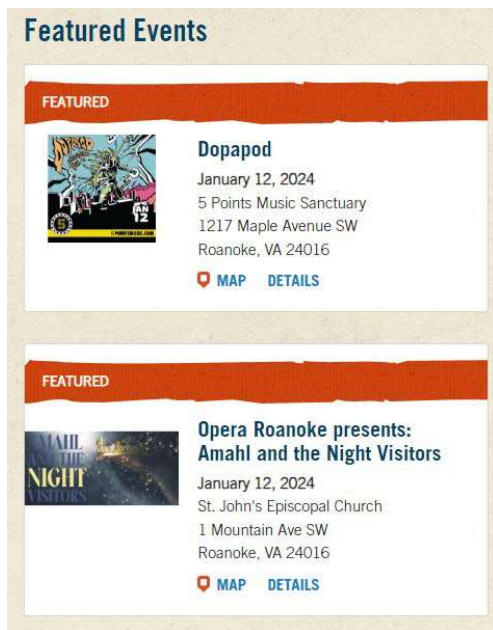
Note: While Roanoke-Lynchburg is No. 1 on the list, it's still just over 20% of the total - meaning nearly 80% of the people coming to our website are in other places around the country. Our audience is LARGELY external.



FREE VBR PARTNER OPPORTUNITIES



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 **Cheryl Morales**
(cmorales@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 2022, 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 Director of PR, **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
10Best

USA TODAY
Forbes

Northern Virginia
MAGAZINE

& WORLD REPORT
US News

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

**5PTS 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

Opussum 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 ('24 - '25)

Arts & Culture (8,100+)

April, July, October
& January ('24 - '25)

Family Fun (6,100+)

June, September, November
& March ('24 - '25)

\$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

Follow

Message



4,162 posts

61K followers

1,215 following

Virginia's Blue Ridge

Based in Roanoke, we're the official destination marketing organization for Virginia's Blue Ridge 🌄
Plan your next metro mountain adventure!

101 Shenandoah Ave NE, Roanoke, Virginia 24016

🔗 linktr.ee/visitvbr



Downtown R...



LOVE Signs



Press Features



Franklin Co.



Scenic Views



Botetourt Co.



Historical Sites

📷 POSTS

📺 REELS

🏷️ TAGGED

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



Roanoke Rail Yard Dawgs: Hockey in Virginia's Blue Ridge

Monday, November 13, 2023 7:00 AM by Visit Virginia's Blue Ridge



When it comes to hockey, Virginia might not be the first place that comes to mind. But tucked away in the heart of the Blue Ridge Mountains is the [Roanoke Rail Yard Dawgs](#), a team that's been making a name for itself in the world of professional ice hockey.

Part of the Southern Professional Hockey League, the Dawgs are now the fifth professional hockey team to represent the Roanoke Region. On October 21, 2016, the Rail Yard Dawgs debuted in front of a lively, sold-out [Berglund Center](#) crowd and haven't looked back since on their quest to dominate minor league hockey.

Extremely popular among the Roanoke community, the energy inside Berglund Center during a Rail Yard Dawgs game is infectious. This popularity is due, in part, to the down-to-earth vibe of the team.

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 540.853.8889 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 540.776.4400 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 2024 Issue

Each participant
receives:

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

2024 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



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

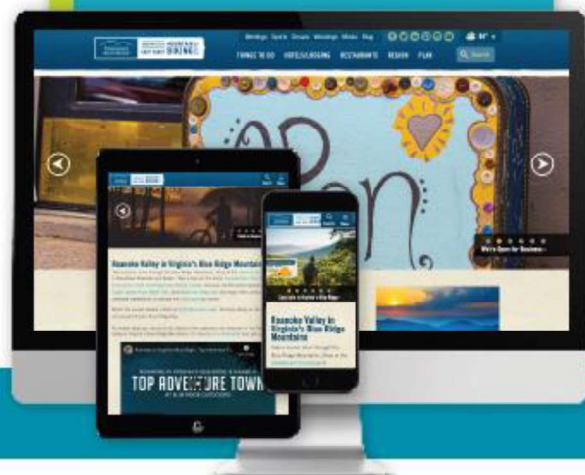
NEXT STEPS

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:
Cheryl Morales,
Director of Community Relations at
cmorales@visitvbr.com or (540) 342-6025 ext. 126



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