



**EPIC**  
EXPERIENCES  
**AHEAD**

## Class D Member

**Specialty Lodging: \$250**

B&Bs • Cabins • Cottages • Campgrounds  
Timeshares

Fiscal Year July 1–June 30

## Member Benefits: Specialty Lodging

- ▶ Custom-designed web page on [VisitShenandoah.org](http://VisitShenandoah.org), the official site of the Shenandoah Valley with more than 175,170 unique visitors and over 770,000 page views annually.
- ▶ One free listing on [VisitSkylineDrive.org](http://VisitSkylineDrive.org) four package landing pages. Includes image, package title, 225 characters of copy including spaces, and link to member website.
- ▶ Listing in the SVTA *Shenandoah Valley Destination Guide*, with 150,000 in print and online distribution through an e-guide. The publication is supported by a robust distribution program in VTC rest areas and Welcome Centers; over 750 locations with FPIS along I-81, I-95 & I-64, and in the Peninsula and Tidewater regions; member locations including Shenandoah National Park lodging & wayside facilities. Class D listing is 240 characters, including spaces.
- ▶ Representation at the annual American Bus Association Marketplace. Leads provided to members for follow-up.
- ▶ A professional public relations agency conducting consistent media outreach and representing the Shenandoah Valley at the annual MATPRA Media Marketplace (Mid-Atlantic Tourism Public Relations Alliance).
- ▶ A comprehensive social/PR media calendar incorporating Virginia Tourism themes. Highlights include featured events, attractions, and destinations promoted via Facebook tile ads, online banner ads, and media pitches.
- ▶ Representation via the *Destination Guide* at 12 consumer trade shows reaching over 1.1 million potential travelers.
- ▶ Cooperative advertising opportunities.
- ▶ Networking and educational opportunities through SVTA meetings and events.
- ▶ 1 SVTA Attraction Card (retail value over \$700).
- ▶ 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](http://VisitShenandoah.org) OR [VisitSkylineDrive.org](http://VisitSkylineDrive.org).

### SVTA Members may promote their business/events through additional programs such as:

- \$1,800 annually or \$550 quarterly [VisitShenandoah.org](http://VisitShenandoah.org) homepage or \$250 quarterly interior banner ads.
- \$1,800 annually [VisitSkylineDrive.org](http://VisitSkylineDrive.org) homepage. Or \$1,000 annually / \$275 quarterly interior banner ads. Site receives 168,664 visits and 436,487 page views annually.
- \$750 annually or \$250 quarterly brochure fulfillment. Member rack card inserted with *Destination Guide* in consumer mailings (annual total averages 3,500-4,000 mailings to qualified inquiries).
- \$100 monthly e-newsletter banner ad. E-newsletter sent to qualified visitor leads who have opted in for valley updates. Over 7,050 leads as of January 2019 and increasing each month.