Virginia Tourism Corporation Datafeed Program

The VTC datafeed program is designed to alleviate the burden of maintaining and sharing local tourism business information by leveraging the tens of thousands of listings already collected by VTC in the Virginia.org database. Our goal is to share this information in the hope that localities, DMOs, CVBs, and other regional organizations can build on the work done statewide over the life of Virginia.org, without added repetition and duplication.

The program offers a simple XML file or files, updated daily, which contain a subset of our virginia.org listings database (approx. 50K listings with approximately 20-30K active at any one time). There is no service or api available, and VTC cannot import partner data.

Each feed is customized to the individual industry partner's needs using the following categories, filtered by locality or localities:

- Events
- Packages
- Shopping
- Lodging

- Dining
- Attractions
- Exhibits
- Deals

- History
- Outdoors
- Meeting-venues
- Wedding-venues

This equates to searches like
https://www.virginia.org/directory/placestostay/?city=Radford, or
https://www.virginia.org/directory/shopping/?city=radford

All independent cities and counties in Virginia are available, and multiple localities and/or categories may be combined in the custom XML file.

The feed is raw data, organized only by the structured XML format. It is up to the end user to develop formatting and presentation within their end application, typically a website.

Some examples:
Site: http://www.visitstaunton.com/see-do/events/
Feed: https://www.virginia.org/datafeed/Xml/Staunton/Events.xml

Site: http://www.visitmartinsville.com/events/details/id/12259/hardee-s-tuesday-morning-jamboree
Feed: https://www.virginia.org/datafeed/Xml/martinsville/Events.xml

Most of VTC's current partners serve only events, but a number use any or all of the list above.

Requirements:
- Included localities (counties or independent Virginia cities – towns must be included as part of a county)
- Categories from the list above
- Whether partner would like feeds combined into one or broken out into multiple by category

There is **no cost** for creating a feed, but turnaround time is typically one to two weeks depending on staff availability.

For more information or to get started, please contact:
Tom Kirk
Digital Marketing Technology Manager
Virginia Tourism Corporation
tkirk@virginia.org