



**VIRGINIA TOURISM CORPORATION
GLOBAL MARKETING AND MEDIA
PARTNER TOOLKIT**

INTERNATIONAL TARGET MARKETS

Main > Canada, UK, France and Germany

Emerging > Australia and India

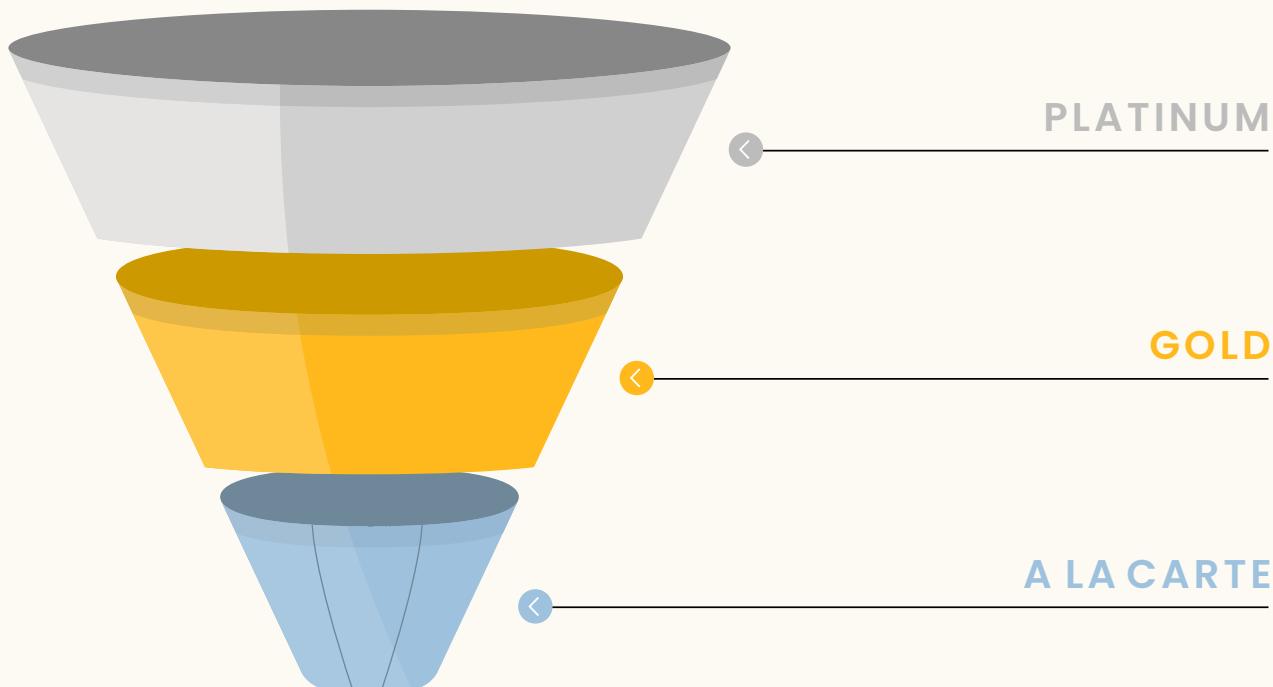


PROGRAM AT A GLANCE

Virginia Tourism Corporation has developed a comprehensive marketing toolkit to support partners in promoting Virginia offerings to international audiences in the UK, Germany, France, India, Australia and Canada. Designed for flexibility and ease of use, it allows partners to select their programs and/or initiatives and align with VTC's international brand strategy.

 + VIRGINIA IS FOR LOVERS®

INK Global is a strategic media partner supporting the Virginia Tourism Corporation's efforts to reach international travelers through print, digital and social media platforms. In collaborating, VTC and Ink Global provide greater opportunities for Virginia partners and businesses to expand their global footprint.



Ink + VIRGINIA IS FOR LOVERS®

BUSINESS TRAVELLER +  more corners

BUSINESS TRAVELLER MAGAZINE – PRINT + DIGITAL

The monthly magazine is distributed in airline lounges throughout Canada, UK, France, Germany, Australia and India, as well as private jet terminals for Signature and Atlantic Aviation, select private membership and country clubs, and high-end business hotels such as Four Seasons, Marriott, Ritz-Carlton, Hyatt, Intercontinental, and Hilton amongst others.

MORE CORNERS

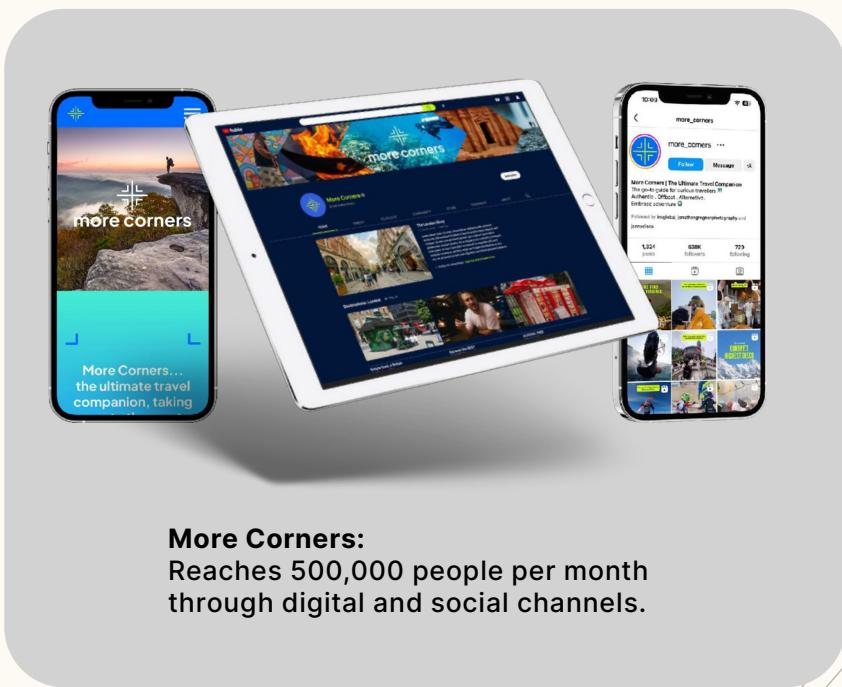
More Corners is an in-language, online go-to guide for travelers to discover alternative travel content which sits across television, web, social media, print and digital.

Social Media coverage will include posts across Facebook, Instagram, YouTube and TikTok. Each campaign will live both on the static feed and on the story function when posted.

More Corners television ads are promoted across all social media and an international airport TV network. This particular content can be pushed organically through the website and can also be bolstered through paid media.



BT Reach:
Reaches 1.5 million people per month across print, digital, and social platforms.

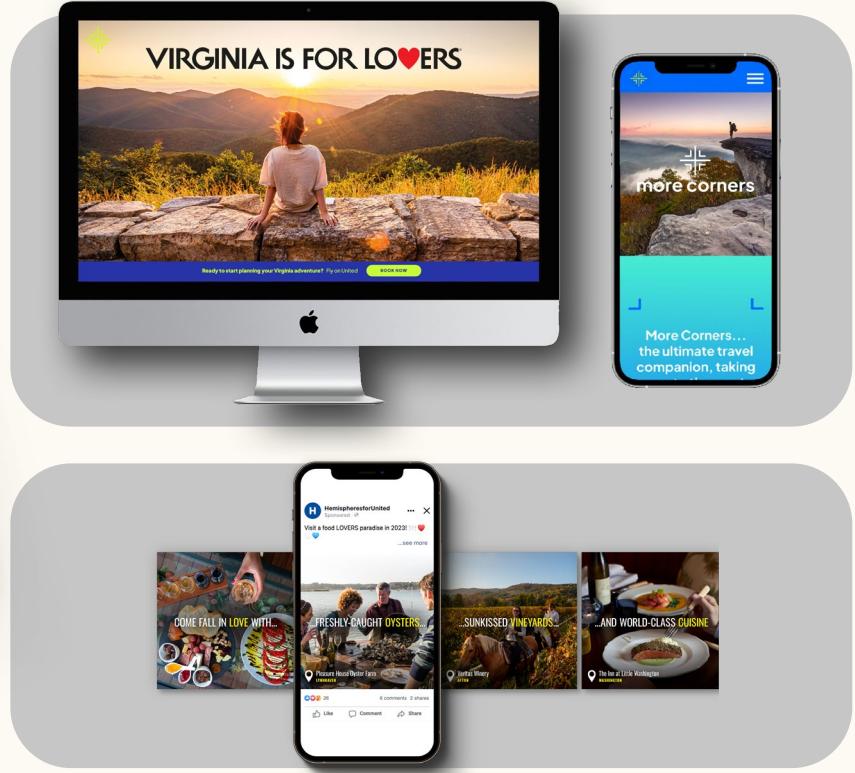
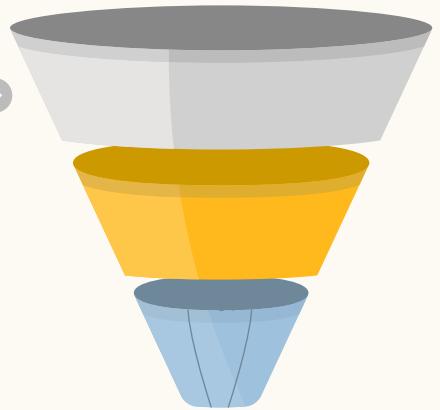


More Corners:
Reaches 500,000 people per month through digital and social channels.



PLATINUM PACKAGE: \$50,000

- Includes one full page in **Business Traveller Magazine** – appearing online and print, with choice of two (2) markets (i.e. Germany and France) and choice of either an ad or an advertorial.
- Feature article on **More Corners** website + coinciding social media campaign to further promote article and destination. The article includes a linked icon with dedicated information according to partner request.
- Year-round rotating homepage exposure on More Corners.
- Dedicated itinerary on More Corners and the international pages of **virginia.org** featuring a linked icon with information according to partner request.
- Inclusion in VTC's Brand USA Optimized Audience Campaign.
- Sales and Media Missions: Inclusion for one representative to attend one (1) VTC sales mission and one (1) VTC media mission each year. Includes some meals, in-country transportation, all appointments, and follow-up report.



PLATINUM PACKAGE: \$50,000 (CONTINUED)

- Two (2) tour operator co-op programs annually. Placement will be based on availability. Programs generally offered in all overseas markets.
- One guaranteed exclusive press release distributed in the UK, Germany, France, India, Australia and Canada.
- Badge registration at two (2) Canadian Consumer Shows.
- Trade Familiarization Sponsorship

VTC will secure buyers, assist in itinerary creation, cover travel costs to bring them to VA and a networking reception where suppliers can invite their local partners to meet with the travel trade. Partners are responsible for all additional hosting costs of clients once in destination. Limited to three (3) partners per fam.

- One badge registration for attendance in VTC's IPW booth.
- Recognition, link, and logo as a Platinum Sponsor on every VTC-generated fam tour itinerary.
- Access to VTC monthly reports from overseas offices and web analytics.
- Yearly in-person meeting with VTC and Ink Global to discuss marketing projects and execution.
- Reports provided on all campaign results.

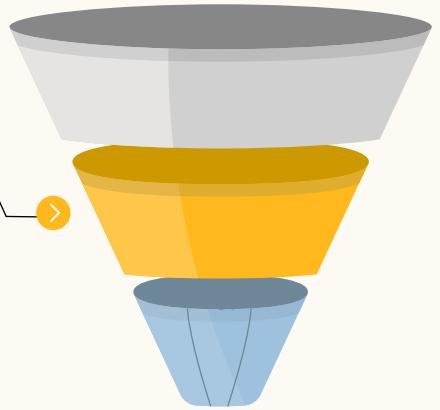


GOLD PACKAGE: \$15,000

- Includes half-page ad in [Business Traveller Magazine](#) to be circulated both online and in print.
- Year-round rotating homepage exposure on [More Corners](#).
- Dedicated itinerary on More Corners and the international pages of [virginia.org](#) featuring a linked icon with information according to partner request.
- Recognition, link, and logo as a Gold Sponsor on every VTC-generated fam tour itinerary.
- Sales and Media Missions: Inclusion for one representative to attend either one (1) VTC sales mission or one (1) VTC media mission each year. Includes some meals, in-country transportation, all appointments, and follow-up report.
- Trade Familiarization Sponsorship

VTC will secure buyers, assist in itinerary creation, cover travel costs to bring them to VA and a networking reception where suppliers can invite their local partners to meet with the travel trade. Partners are responsible for all additional hosting costs of clients once in destination. Limited to three (3) partners per fam.

- Access to VTC monthly reports from overseas offices and web analytics.



A LA CARTE OFFERINGS**PARTNER CHOICE OF TARGET MARKET:**

- Spotlight Feature on [More Corners](#) website: \$5,000

Includes 5-6 images and small icon of partner's choice; text of 350-400 words translated for each market selected.

- Attendance on VTC Sales Mission: \$3,000 (limited to five partners, based on availability).

- Attendance on VTC Media Mission: \$3,000 (limited to five partners, based on availability).

- Overseas Tour Operator Cooperative Marketing Program: \$2,500 (per campaign)

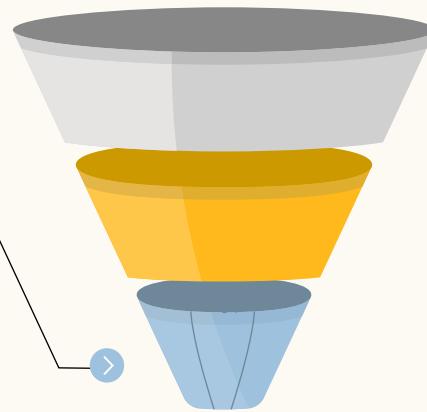
- Badge registration at one (1) Canadian Consumer Show: \$500

- Trade Familiarization Sponsorship: \$3,000/partner

Requires a three partner buy-in; VTC will secure buyers, assist in itinerary creation, cover travel costs to bring them to VA and a networking reception where suppliers can invite their local partners to meet with the travel trade. Partners are responsible for all additional hosting costs of clients once in destination.

- Influencer Familiarization Visit: \$5,000

VTC will secure influencer, assist in itinerary creation, and cover travel costs to bring them to VA. Partners are responsible for all hosting costs of influencer once in destination.



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