

# Lexington

Buena Vista & Rockbridge County

*The mission of the Lexington & Rockbridge Area Tourism Development office is to promote the area as a distinctive destination where travelers can enjoy unmatched historic sites coupled with natural scenic wonders, charming towns, and exciting outdoor adventure, therefore enhancing the economic and cultural vitality of the local community.*

## **FREE PROMOTIONAL OPPORTUNITIES**

*(For hospitality related businesses)*

➤ **Business listing in the Lexington, Buena Vista & Rockbridge County Visitor Guide (100,000 copies printed plus online digital version!)**

You must submit your business listing each year with a copy of your current business license. The information that you provide is used for the Visitor Guide, for [www.lexingtonvirginia.com](http://www.lexingtonvirginia.com), and for [www.virginia.org](http://www.virginia.org). Make sure that your contact info is up-to-date so that you receive the annual renewal notice and paperwork!

- *Remember that the name on your business license will be the name used in your listing.*

➤ **Business listing on [www.lexingtonvirginia.com](http://www.lexingtonvirginia.com) (400,000 visits annually) and [www.rockbridgeoutdoors.com](http://www.rockbridgeoutdoors.com)**

Confirm your online listing is accurate and provide us with updates.

➤ **Business listing on [www.virginia.org](http://www.virginia.org) (6 million visits annually)**

Register a new account on Virginia.org: <http://admin.virginia.org>

It is in your best interest to maintain your listing and to upload photos, videos and information.

➤ **Social media posts and e-newsletter entries for hospitality related businesses** with the intent to inform, engage visitors and the community, and drive traffic to the tourism website. This is not intended to promote individual retail sales, garage sales, etc. Use #lexingtonva.

We encourage you to sign up for our newsletter and follow us on social media.

- **e-newsletter:** [www.lexingtonvirginia.com](http://www.lexingtonvirginia.com) (sign-up located in the page footer)
- **Facebook:** [www.facebook.com/lexingtonva](http://www.facebook.com/lexingtonva) (13,225+ followers)
- **Twitter:** [www.twitter.com/lexingtonva](http://www.twitter.com/lexingtonva) (3,500+ followers)
- **Instagram:** [www.instagram.com/visitlexingtonva](http://www.instagram.com/visitlexingtonva) (2,750+ followers)
- #lexingtonva, #GetOutside

➤ **Event listings on the online Event Calendar**

Post your upcoming events at least 6 weeks in advance – and preferably 6 months in advance so we may include them in our public relations outreach.

[www.lexingtonvirginia.com/events/create](http://www.lexingtonvirginia.com/events/create)

Check our calendar before planning an event! [www.lexingtonvirginia.com/events](http://www.lexingtonvirginia.com/events)

- **Rack card/brochure display space at the Lexington, Buena Vista and Natural Bridge State Park Visitor Centers**  
We go through large quantities of rack cards and request 500+ copies at a time. Drop them off at our office in the Lexington Visitor Center – we distribute them to our visitor centers as needed. We will notify you when inventory is low and needs restocking. Before you have rack cards printed, be sure they meet our rack card standards!
- **Inclusion of rack card/brochures in welcome packs for meetings, weddings & events**  
We only include brochures in packets when we have enough to use without eliminating the supply for the visitor centers. Make sure we have plenty of your brochures!
- **Lobby display space in the Lexington Visitor Center**  
Artists/galleries may reserve wall space to hang framed work on a monthly basis. Contact us to reserve the space!



## **PAID PROMOTIONAL OPPORTUNITIES** *(For lodging and restaurants)*

- **Accommodations Gallery in the Lexington Visitor Center**  
Promote your lodging property or restaurant directly to visitors in the Accommodations Gallery. You receive a large photo frame in which you create a layout/collage highlighting your property and a rack card display. A direct dial phone for guest reservations is available for an additional fee.



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