

# TOURIST

Serving the Eastern Shore Tourism Industry

Business support in a click.

Welcome to **TOURIST**, a quarterly E-Newsletter specifically designed to provide Shore tourism-

- FREE & low cost promotions and opportunities.
- Latest tourism tips, training and trends
- Feedback from you

## Eastern Shore Welcome Center: YOUR net to catch CUSTOMERS

Build it and they will come. The ES Tourism Commission did and they keep on coming-over **31,000 visitors since mid-August** have been given ES information and directed to venues Shore-wide.

A phenomenal partnership between the Chesapeake Bay Bridge Tunnel with a Northampton County TEA-21 grant, built this economic development tool along with generous donors [Click [here](#) to see list] and a \$25,000 USDA Rural Development Grant.

Funding from the counties of Accomack & Northampton keep the doors open so the TC can send tourists and dollars to your door. CHA-CHING!

- **NO OFF SEASON:** Even now the Welcome Center averages **1,100 visitors a week**. Super, since it is peak season for vacation planning.
- Currently open 8:30a-4:30p  
Closed Tues. & Wed.
- **Funding Goal:** Be open 7 days a week, year round.



Former Gov. Tim Kaine, with federal, state and local officials, cuts the ribbon at ES Welcome Center located at the Chesapeake Bay Bridge Tunnel northern facility. (Built by LJ Kellam Construction and designed by Morgan Helfrich of GMB.)

Come visit with Welcome Center manager Allan Burns. 😊

**Big screen Ad Special:** Now through April, only \$50 per ad. [Normally \$50 per month] Your venue will receive **4,000 showings per month**.

For this and more ways to send some of the **5 million visitors who cross the Bridge Tunnel annually—your way**.

Read more:

- [ESWC Advertising Opportunities](#)
- [ESWC Sponsorship Levels](#)

## GOT TOURISTS? Resources to help your business

### Utilize the TC's FREE services:

- FREE Website Listing on [www.esvatourism.org](http://www.esvatourism.org)
- FREE Website Photo
- FREE event listing on website
- FREE referral of your venue's events by Welcome Staff
- FREE inclusion in restaurant menu book at ES Welcome Center.

Send info to [tourism@esvatourism.org](mailto:tourism@esvatourism.org)

### Entrepreneur Express Workshop:

(Also that wonderful word, FREE)

• Wednesday, February 24th;  
8:30 am to 1 pm

• @ Workforce Development Center;  
Eastern Shore Community College

Includes how to start and operate a business, marketing strategies, financing and managing resources, and information about available local support services.

### Register:

757-789-7979 or [lfosque@es.vccs.edu](mailto:lfosque@es.vccs.edu)

## Tourism is Economic Development: *New Governor “gets it”*

With the state poised to make massive budget cuts—just like our two Eastern Shore Counties are facing—Governor McDonnell is looking to feed the revenue machine known as tourism, **proposing an increase of \$7.2 million** over the next two years.



### Remind local government to invest in tourism:

- . That supports your businesses and towns
- . Brings \$\$\$ into our revenue-starved counties.
- . Keeps the ES Welcome Center open year round

[Click](#) for lists of **Boards of Supervisors**

## GETTING READY TO PRINT RACK CARDS?

**USE THE EASTERN SHORE LOGO** and get **1 FREE rack card space at the Welcome Center** when you purchase one\*. Utilize the ES regional brand on cover or front, first editorial page, or back cover.

Tourism is a highly competitive industry and the more each of us uses the logo on websites, email signatures, printed materials and products, the closer the Eastern Shore gets to being **the** place to visit and **the** place to buy quality goods and services.

*\*While supplies last.*



## Welcome Center At Work: *What Others Are Saying*

“The beautiful center staffed with trained Eastern Shore travel consultants is the Shore’s ideal opportunity to catch a portion of the 5 million people who cross the span annually. We have waited a long time for a welcome center on the southern end of the Shore – we know it helps Chincoteague...It provides a wonderful opportunity for visitors to learn first-hand what there is to see and do in Accomack and Northampton Counties.” - *Suzanne Taylor, Director, Chincoteague Chamber of Commerce, ES News*

“The Eastern Shore Welcome Center and its staff have had an extremely beneficial impact on the number of visitors who “find” us as a unique destination. My tasting room has regular visitors who relay the enthusiasm and completeness of the information relayed by the center staff. The results from our participation have convinced Holly Grove Vineyards to stay engaged with the marketing options at the Welcome Center.” - *J.C. Bess, Holly Grove Vineyards, Machipongo*

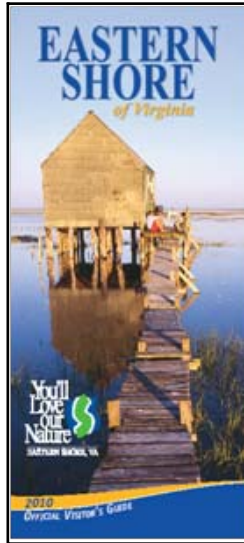
“When we stopped at the Chesapeake Bay Bridge-Tunnel rest area, we were amazed. What a lovely visitor center you have. The gentleman on duty was very kind to us, and as a result we spent more time than we expected watching the video and perusing the vast quantity of information on your region. There’s a lot more to it than just Route 13, we discovered. We are quite intrigued about the Eastern Shore now and plan to spend more time in the area when we return from Florida.” - *Michael & Robyn Skinner, Ontario, Canada, ES News*

“I have had people in the gallery already with my brochure in hand from the Eastern Shore Welcome Center. Thanks for everything; it should bring us lots of traffic this year.” - *Jack Richardson, Richard’s Gallery, Onancock*

**New ES Visitors Guide: Record breaking 150,000 Copies**

As the leading tourism piece for the Shore, it brings exposure to your town/venue.

- Shipped in bulk to state welcome centers and travel organizations within a 300 mile radius.
- Entices writers to the Shore: Is sent in media kits to 200 media outlets
- Tourist requests: Along with the Tourism Commission, the Eastern Shore and Northampton Chambers send the guide to those requesting tourism info.
- Available online for more exposure.
- It is the only informational piece available at the ES Welcome Center 24-7.



To download **travel guide** [click here](#)

**Attention: Restaurants/Retail Wine Shops: 1<sup>st</sup> Virginia Wine Week**

FREE Exposure and promotional materials by participating in the *Spring 2010 Virginia Wine Week: Love by the Glass*, March 22-28.



By agreeing to sell at least 3 Virginia wines that week, the Virginia Wine Board will:

1. Heavily promote you on VirginiaWine.org [1.5 million visitors annually]
2. Send free promotional materials [posters, coasters, case cards, chalkboards etc. (*While supplies last*)]

To download the **registration form** [click here](#)



**SHORE TOUR: Virginia Welcome Center Staff** - What an honor to show off the Shore from stem to stern to the team that provides travel advice to over 3 million Virginia visitors annually. Last fall, the TC ran the 2009 Virginia Tourism Familiarization Tour for Virginia Welcome Center staff from across the state with the help of many partners including: New Church W.C. Chincoteague & Northampton Chambers, Bay Creek, & Onancock Business & Civic Association.

**We're All Ears!**



You're on the frontlines of local tourism and we want to hear from you. How can this E-letter be more useful to your business? How can the Eastern Shore Tourism Commission better serve you overall?

Send comments to [tdirector@esvatourism.org](mailto:tdirector@esvatourism.org)

To unsubscribe from **TOURIST** [click here](#)

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