



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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Alliance's 2010 Historic Triangle Brochure and Williamsburg Vacation Planner at Work to Promote Area's Vacation Appeal

Williamsburg, VA — The Greater Williamsburg Chamber & Tourism Alliance's 2010 *Historic Triangle Brochure* and *Williamsburg Vacation Planner* are now available and being distributed to key travel professionals and prospective vacationers. The eye-catching, seven-fold Historic Triangle brochure highlights 270 attractions, lodging, shopping, dining, arts and culture, amusement, golf and outdoor adventure opportunities. The 69-page Vacation Planner features expanded descriptions – both visual and text – on those opportunities, and includes information on transportation and tour services.

“These are our primary tourism publications for the leisure travel market, highlighting the many different and appealing experiences available to visitors,” said Bob Harris, Alliance vice president, tourism. “We’ve added a new feature to the Historic Triangle brochure, including individual street addresses for the growing number of our visitors who are using GPS navigational devices. The Alliance also has significantly increased the quantity of this brochure’s production this year, from 100,000 to 150,000, due to popularity and demand, especially at the East Coast Gateway Welcome Center, where it is available 24/7 in the Alliance’s permanent display in the main hall.”

The Alliance is getting the new Vacation Planner into the hands of such key target audiences as AAA counselors and travel agents, as well as providing them to prospective visitors at consumer travel shows where Alliance tourism staff actively promote visitation to the Historic Triangle. The Vacation Planner and other Alliance publications are also prominently featured on the Alliance’s web sites, www.williamsburgcc.com and www.WilliamsburgWeekends.com. The planner can be downloaded from the sites, or a copy can be requested via the Alliance’s toll-free number, 800-368-6511.