



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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Alliance Brochure and Vacation Planner Earn Award from the Virginia Association of Convention and Visitors Bureaus

Williamsburg, VA — The Greater Williamsburg Chamber & Tourism Alliance's *Historic Triangle Brochure* and *Williamsburg Vacation Planner* were recognized by the Virginia Association of Convention and Visitors Bureaus (VACVB) with a 2010 Shining Star Merit Award in the category of advertising and promotions print achievement. The award was announced on April 20 at the 2nd Annual Virgo Travel and Tourism Awards ceremony during the association's Annual Tourism Summit in Fairfax, VA, which was attended by more than 150 executives of Virginia's travel and hospitality industry.

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, and it's terrific to have their design and effectiveness recognized by our industry peers," 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 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 provides the Vacation Planner to such key target audiences as AAA counselors and travel agents, as well as 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.