



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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Alliance Adds to Its Arsenal of Tourism Materials with Brochures Targeting Special Interests

Williamsburg, VA — The Greater Williamsburg Chamber & Tourism Alliance is rolling out a new series of brochures highlighting the Historic Triangle's outstanding assets in ecotourism, biking and golf. The new materials are designed to engage a broader visitor audience and introduce them to the wider range of experiences available here.

The 34-page "Ecotourism" brochure presents an overview of scenic and environmentally rich parks, byways, nature trails and waterways as places to enjoy a spectrum of outdoor activities. Included are details of interest for boating, canoeing and kayaking; fishing; birding; walking and hiking; horseback riding; and trail biking. "Biking Trails" reviews eight of the area's popular biking trails, with descriptions of the beauty and history riders will enjoy along the routes. "Golf" reviews the many courses that have earned the Williamsburg area a place among the world's top 25 golf destinations.

"A study of Williamsburg tourism recommended that effort should be made to broaden our area's appeal by emphasizing aspects not generally known to visitors," said Dick Schreiber, president of the Alliance. "The three new niche brochures, together with the 'Discover the Arts' brochure and Web site, are actions taken as part of that strategy. These initiatives, in tandem with our 2009 Vacation Planner and rack brochure, should help attract visitors for new experiences and help them decide to stay longer."

The new 2009 Vacation Planner and rack brochure are already being distributed 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 the new brochures are featured on the Alliance's web sites, Williamsburgcc.com and WilliamsburgWeekends.com, as well as on VisitWilliamsburg.com. Visitors to these sites can download copies or request them, either through the sites or by calling the Alliance toll-free at 800-368-6511.