

Shenandoah Valley Travel Association

Membership Application

Name of Business _____

Contact Person _____

Mailing Address _____

County _____

Shipping Address (if different from mailing address) _____

Telephone() _____ Toll-Free() _____ FAX() _____

E-Mail Address _____ Website _____

Name of Applicant (Please Print) _____ Date _____

Signature _____ Title _____

REFERRED BY _____ Membership \$ _____ make check payable to SVTA

Member Benefits

- Travel Guide Listing- 200,000 printed
- Listing and Link on SVTA's website
And Interactive Map
- Brochure Pocket at Visitor Center
- "Shenandoah Traveler" Newsletter
- Quarterly Membership Meetings
- SVTA Marketing Van - Traveling Billboard
- Committee and Board Involvement
- Professional Networking Opportunities
- Co-op Advertising/Marketing Opportunities
- Attractions Admission Card (value \$800)
- Group Tour Marketing Opportunities
- National Travel Show Exposure
- Familiarization Tours

Membership Classification and Yearly Investment

Lodging

Bed and Breakfast (1-5 rooms)	\$250
Campground	\$250
Hotel/Motel (6-35 rooms)	\$350
Hotel/Motel (36-70 rooms)	\$500
Hotel/Motel (71+ rooms)	\$800
Resorts/Conference Centers	\$1,500

Attractions (Call)

Small	\$250
Medium	\$500
Large	\$750
Grand	\$1,000
Class A	\$1,500

Travel Related Services

Restaurant	\$250
Shopping	\$250
Services	\$250
Golf Course	\$250
Chamber of Commerce	\$250
City or Town Tourism Office	(Call)

Multiple Membership Discounts Available

SVTA Services

Visitor Center

Open Daily 9 am - 5 pm, I-81 Exit 264. Providing travel information using brochure displays and lighted panel advertising.

Experienced Travel Counselors promoting members as well as responding to thousands of email, phone, and letter inquiries.

Marketing Collateral

Production and distribution of the Valley's most comprehensive Travel Guide to State Welcome Centers, local Visitor Centers, Valley businesses, AAA offices, and I-81 FPIS corridor racks.

Publishes 2,000 Group Tour Planners.

Website at www.visitshenandoah.org directing visitors to member businesses and events. Also features an interactive Shenandoah Valley map.

Trade Shows

Organizes the statewide effort to attend and exhibit at 24 consumer travel shows .

Attends 3 group affiliated trade marketplaces—NTA, ABA, and Travel South.