



Luray – Page County Chamber of Commerce and Visitor Center



18 Campbell Street, Luray, VA 22835
Tel: 540-743-3915 - Fax: 540-743-3944
www.VisitLurayPage.com

Friday, June 5, 2020

LURAY-PAGE COUNTY CHAMBER OF COMMERCE AND VISITOR CENTER RELEASE NEW DESTINATION GUIDE

Luray-Page County Chamber of Commerce & Visitor Center has released the highly anticipated 2020-2021 Destination Guide. Our new destination guide provides potential visitors with information and inspiration designed to make their next Page County vacation the trip of a lifetime. Our new destination guides have all the information travelers need to plan their next visit to Luray-Page County, Virginia.

“Page County has so much to offer travelers, no matter what they’re seeking, from adventure to relaxation, and family activities to dining experiences,” said Luray-Page County Chamber of Commerce & Visitor Center President Regina Hilliard. “The Destination Guide is the best tool to start dreaming up the perfect Shenandoah Valley vacation.”

The guide, showcasing local businesses, using improved graphics and enhanced visitor information, is the most affordable way for business owners to market their business to tourists, as well as to our local community. It is the sole comprehensive guide, specifically promoting our area, and the number one resource for travelers planning their next visit to Luray-Page County. Distribution and promotion include DC government agencies, Embassies, I-81 and I-95, Virginia Welcome Centers, National Ad inquires, a website-downloadable guide, thousands of AAA & VTC requests, over 150 local venues and relocation packets.

The Virginia Tourism Corporation’s recently released 2020 Media Kit reports print media is strong, citing “print-usage for travel planning is the highest it has been in 10 years”, and is being used in conjunction with digital media across all age groups. Multiple studies show Travel Guides drive tourism, with visitors increasing length of stay by 1.9 days on average, with 91% of visitors using the guide more than once and 77% of visitors bringing it with them when they visit.

Tourism is an important contributor to the economic growth of Luray- Page County. As a driving force of our local economy, tourism creates jobs, generates economic impact, and benefits businesses and communities’ systems. Virginia Tourism Corporation (VTC) reports that travelers to the county spent \$73,351,374 in 2018 in visitor-related sectors such as lodging, recreation, shopping, transportation, food and beverage, entertainment, and attractions. The tax revenue generated by visitor-related spending produced \$3,631,954 in state revenue and \$2,667,817 in local revenue to support jobs throughout the county.

The Luray-Page County Chamber of Commerce & Visitor Center wishes to thank its Chamber Members for their continued support of our local business community, and their dedication to bringing businesses to Page County and the surrounding areas.

For more information about Visit Luray & Page County, Virginia and for a free Official Destination Guide, please contact the office at (540) 743-3915, email us at info@luraypage.com or stop by the office,

located at 18 Campbell Street, Luray, VA 22835. Your complete Guide to attractions, recreation, art, lodging, dining, shopping and events in the Luray-Page County is now available for download at www.visitluraypage.com. For the most up-to-date news, plus fresh trip ideas and destination tips throughout the year, check out Visit Luray-Page County's monthly blogs, at <https://www.visitluraypage.com/blog>.

Media Contact:

Regina D. Hilliard, President

Luray-Page County Chamber of Commerce & Visitor Center

(540) 743-3915

gina.hilliard@luraypage.com