



**Alexandria Convention & Visitors Association
Communications Plan**

Enhance, Educate & Communicate

VisitAlexandriaVA.com

ENHANCE

- **www.visitalexandriava.com**
Motorcoach Task Force Guidelines
- **Driver Information Micro Site**
 - Rules & regulations
 - Enforcement
 - Interactive mapping tool
 - Directions from north and south
 - Where to eat
 - Where to stay
- **Motorcoach brochure**
- **ACVA Quarterly Tour & Travel E-newsletter**



EDUCATE

- **Who**
 - Alexandria businesses working with the motorcoach industry for both leisure and business related groups
- **What**
 - Motorcoach Task Force Guidelines
 - Revised Motorcoach brochure (print and electronic)
 - Requested link on business website to visitalexandriava.com
 - Required verbiage for client contracts and agreements
- **How**
 - ACVA Tourism Marketing Forum
 - Hotel sales meetings
 - Personal meetings with appropriate businesses
 - Old Town Business & Professional Association

COMMUNICATE

- **Industry Associations**

United Motorcoach Association

The Intelligence – monthly e-newsletter

Bus & Motorcoach News -bi-monthly/3500

Email & Fax Alerts – NY/CHI/DC

UMA.org

American Bus Association

Buses.org/Operator Trip Planning

ABA In the News

ABA Insider (9000)

National Tour Association

Courier Magazine

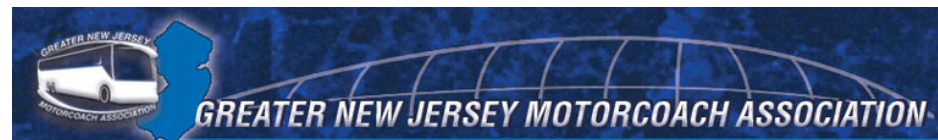
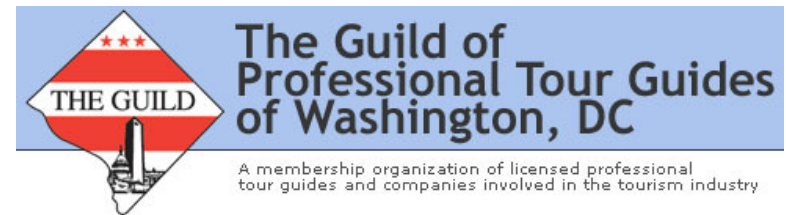




National & Regional Trade Organizations



Virginia Motorcoach Association



- **Trade Media – Printed and Websites**

Group Travel Leader

Travel Trade

Group Travel Leader

Going on Faith Travel Trade

Byways Magazine

Bus Tours Magazine

Senior Group Travel Magazine

Virginia Group Travel Magazine

- **Tradeshows**

American Bus Association 2009 – 2010

Partner Representation

United Motorcoach Expo (tentative)

