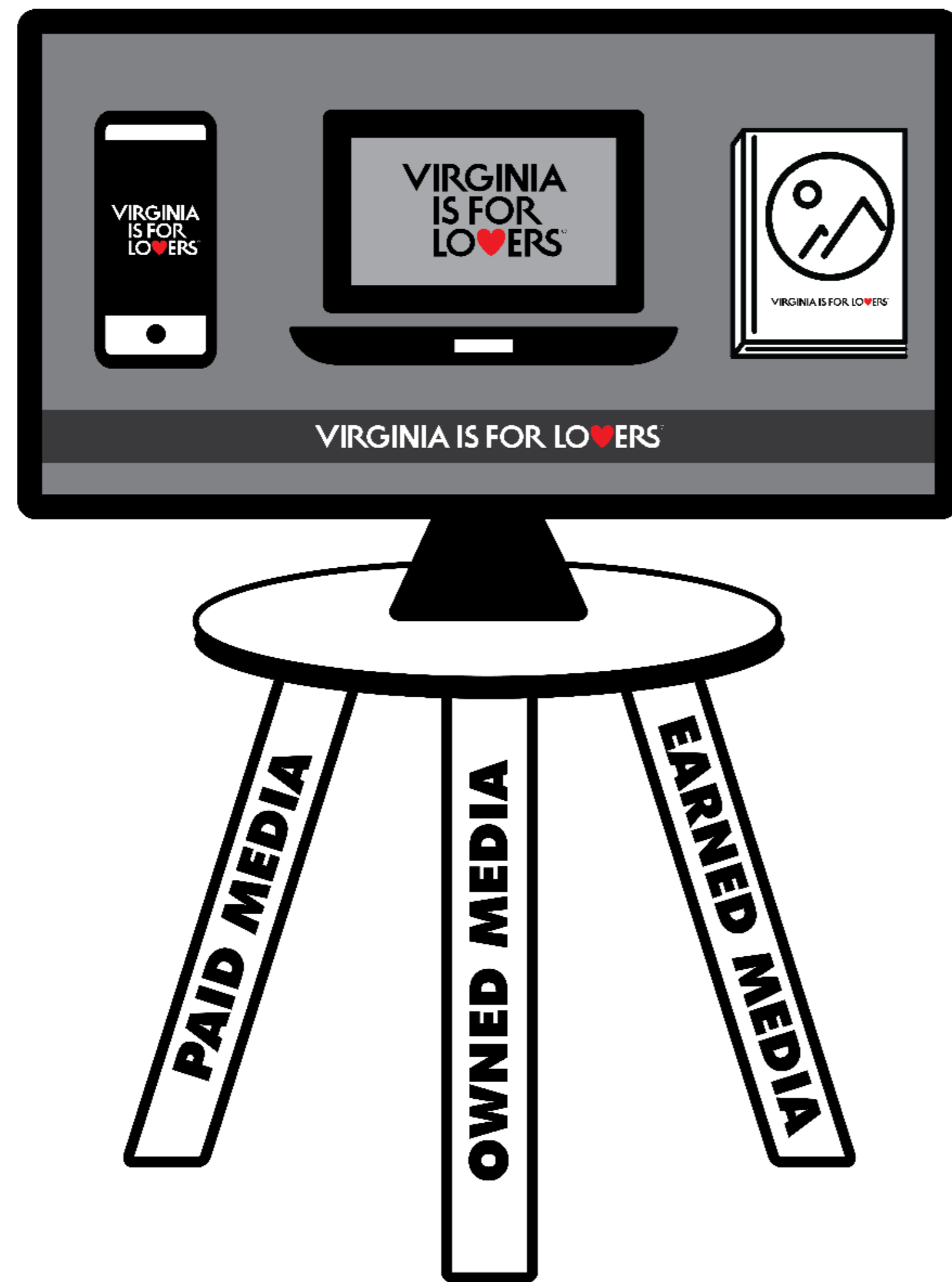


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LO  ERS[®]**

VTC INTEGRATED MARKETING EFFORTS



- **VIRGINIA.ORG**
- **SOCIAL MEDIA**
- **MEDIA OUTREACH**
- **ADVERTISING**


FY 2017 MARKETING EFFORTS



\$7.5
MILLION
INVESTED IN VTC MARKETING

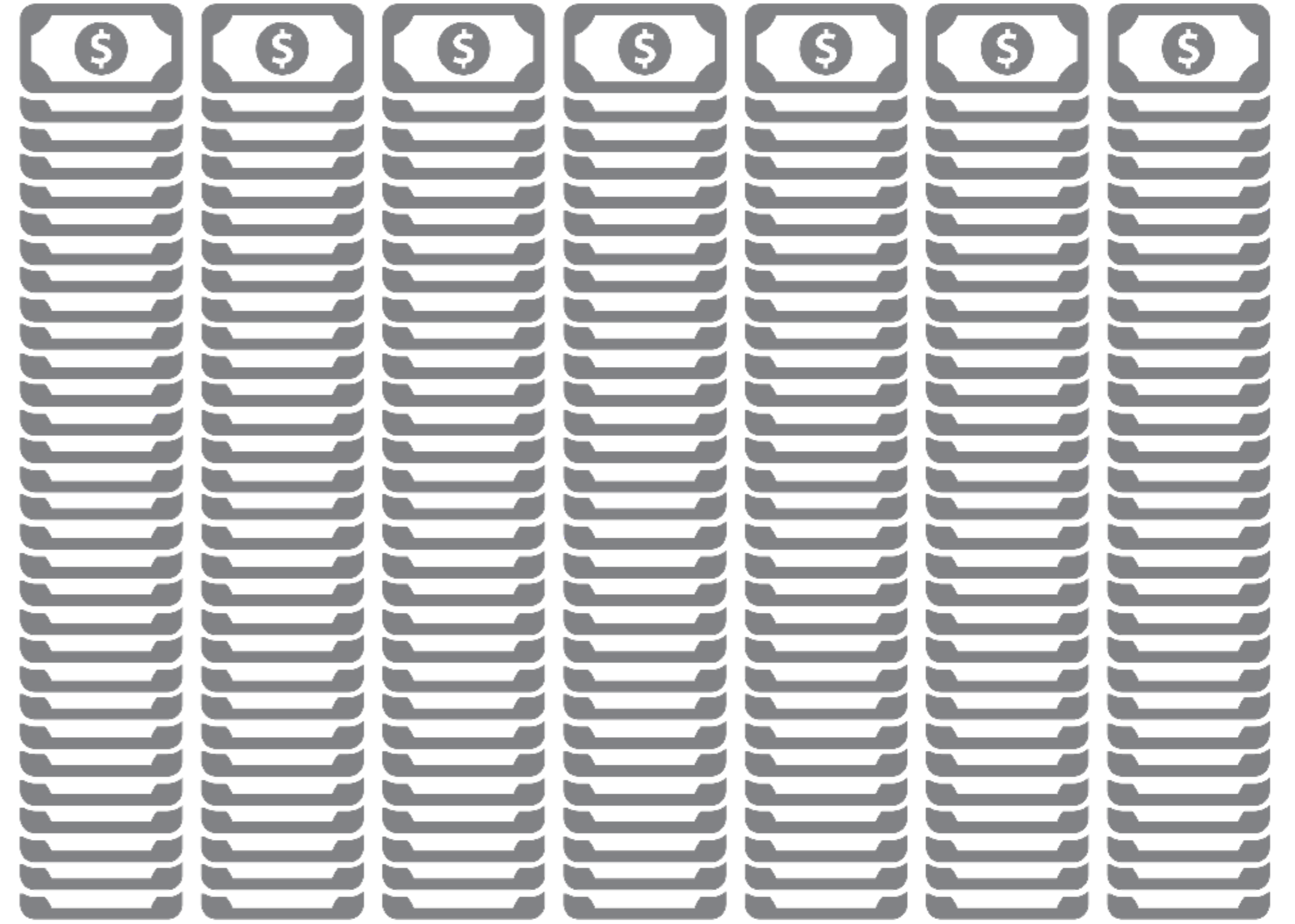
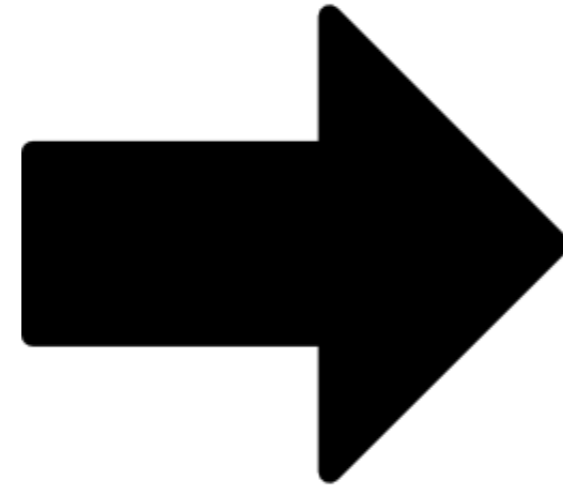
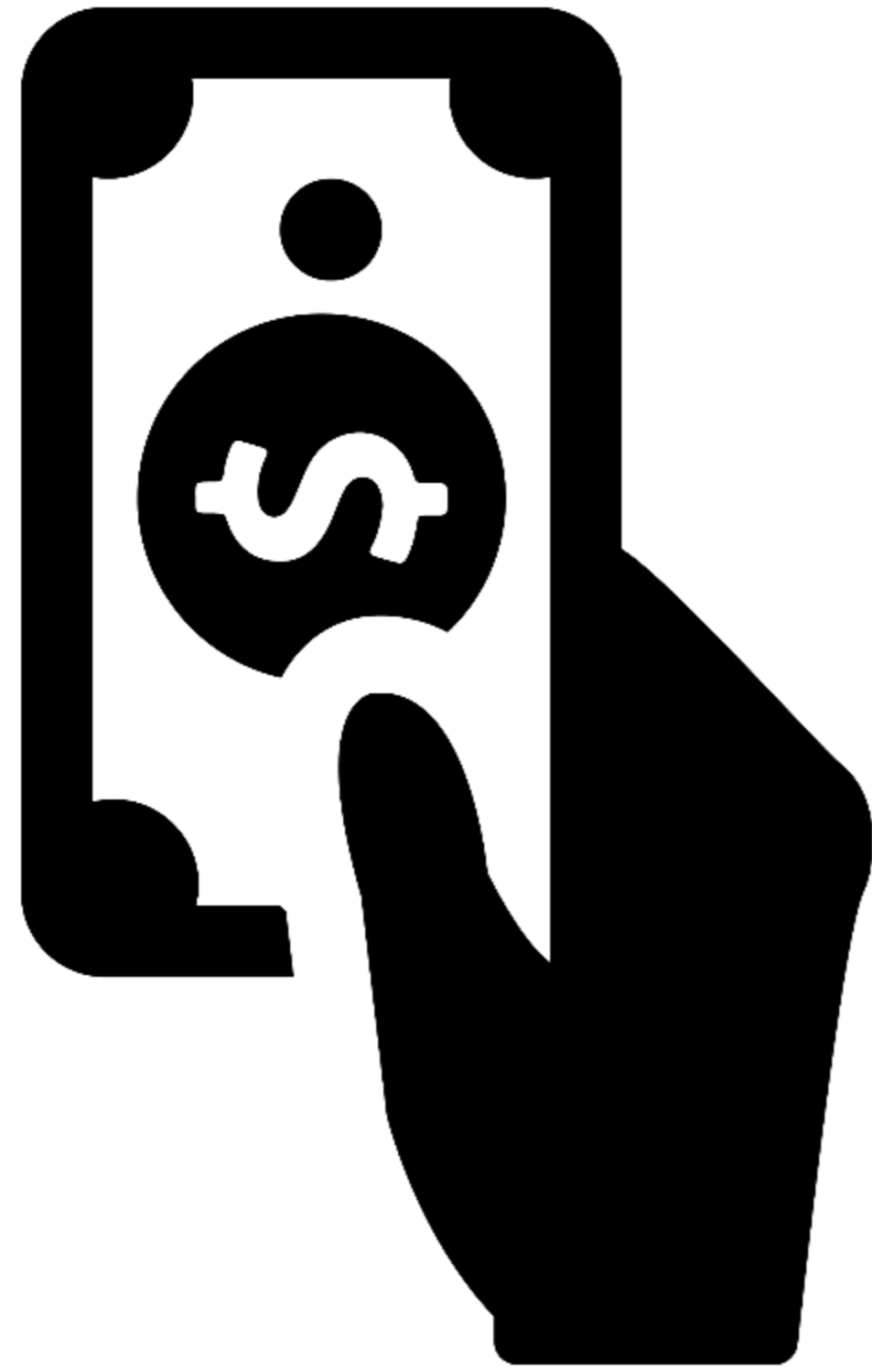


730,000
VISITORS



\$1.6
BILLION
IN VISITOR SPENDING

FY 2017 MARKETING EFFORTS



EVERY **DOLLAR** INVESTED
IN VTC MARKETING

GENERATES \$210
IN VISITOR SPENDING

ADDITIONAL \$200K SPEND



15 MILLION IMPRESSIONS