

BOSTON GUIDE MULTILINGUAL MULTIMEDIA

Embracing new innovations in media technology and building the social network between the visitor and your business



ENGLISH
SPANISH
FRENCH
GERMAN
ITALIAN
PORTUGUESE
CHINESE
JAPANESE
KOREAN

All of our new media technologies are on all covers of our guides, which act like a virtual billboard.

ADVERTISEMENT SPACE:

Quarter Page
Half Page (horizontal)
Half Page (vertical)
Full Page
Back Cover (half page vertical)

SPECS: Fractional & Decimal

3 11/16" x 4 3/4"
7 7/8" x 4 3/4"
3 11/16" x 10"
7 7/8" x 10" live area
3 11/16" x 10"

ANNUAL COST:

\$ 7,990
\$ 13,990
\$ 13,990
\$ 25,990
\$ 24,990

ALL OF OUR ADVERTISING RATES INCLUDE:

- Listings up to 60 words will be translated in **9 languages**
- Location shown on appropriate map
- Website vgp.com iPhone vgp.com/mobile iPad vgp.com/eGuide – all in **9 languages**
- Connecting advertiser Facebook page to overseas social media network

US Department of Commerce states each international visitor spends up to 4 times more than domestic one.



vgp.com

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Today, with new media technologies our “market capture” has dramatically increased, first with our website (www.vgp.com) since 1995, then with our iPhone Web App (www.vgp.com/mobile) and now with our new iPad eGuide (www.vgp.com/eguide) – all in 9 languages. All of our new media distribution channels are on all covers of our guides, which act like a virtual billboard.

DISTRIBUTION CONDUCTED BY CTM IN BOSTON HOTELS AND ESSENTIAL VISITOR POINTS

BOSTON HOTELS

BACK BAY HOTEL
BEST WESTERN MEDICAL DISTRICT
BOSTON HARBOR
BOSTONIAN / MILLENIUM
COLLONADE
COPLEY SQUARE HOTEL
COURTYARD BOSTON TREMONT HOTEL
ELLIOT
EMBASSY SUITES AT LOGAN
FAIRMONT COPLEY PLAZA
FOUR SEASONS
HARBORSIDE HYATT
HILTON BACK BAY
HILTON FINANCIAL DISTRICT
HILTON LOGAN AIRPORT
HOLIDAY INN BROOKLINE
HOLIDAY INN GOVERNMENT CTR.
HOWARD JOHNSON INN FENWAY
HYATT REGENCY BOSTON
INTERCONTINENTAL
JOHN HANCOCK HOTEL & CONF.CENTER
L.W. MARRIOTT
LANGHAM (LE MERIDIEN)
LENOX HOTEL
MANDARIN ORIENTAL
MARRIOTT COPLEY SQUARE
MARRIOTT CUSTOM HOUSE
MIDTOWN
NEWBURY GUEST HOUSE
NINE ZERO
OMNI PARKER HOUSE
PARK PLAZA
RADISSON
RENAISSANCE
RITZ CARLTON
SEAPORT HOTEL
SHAWMUT INN
SHERATON BACK BAY
THE BEACON INN
THE BROWNSTONE
THE BUCKMINSTER

THE COMMONWEALTH
THE MILNER
W BOSTON
WESTIN COPLEY PLACE
WESTIN WATERFRONT
XV BEACON

CAMBRIDGE HOTELS

CHARLES HOTEL
COURTYARD BY MARRIOTT
HYATT REGENCY
INN AT HARVARD SQUARE
LE MERIDIEN
MARRIOTT CAMBRIDGE CTR.
MARRIOTT RESIDENCE INN
ROYAL SONESTA

INFORMATION CENTERS

BOSTON CTR. FOR INT'L VISITORS
BOSTON COMMON INFO BOOTH
CAMBRIDGE DISCOVERY
CITY HALL INFO DESK
FANEUIL HALL INFO BOOTHS
GRASSHOPPER SHOPS
JOHN HANCOCK OBSERVATORY
PRUDENTIAL SHOPS INFO DESK
TRAVELERS AID SOCIETY
USO AT LOGAN AIRPORT
USS CONSTITUTION
WORLD TRADE CENTER

SPECIAL POINTS

BOSTON CENTER FOR INT'L VISITORS
GREATER BOSTON CONVENTION
& VISITORS BUREAU
MASS. TURNPIKE AUTHORITY
SOUTH STATION
TOURCO
U.S. DEPARTMENT OF COMMERCE

AIRPORT TERMINALS

LOGAN INTERNATIONAL AIRPORT:

TERMINAL “E” INFORMATION DESK
& TRAVELERS AID DESK
TERMINAL “C” CENTRAL RESERVATION DESK

CRUISE SHIP TERMINAL

BLACK FALCON CRUISE SHIP
TERMINAL SERVING SHIPS COMING
INTO BOSTON AREA

CONSULATES

AUSTRIAN
BELGIAN
BRITISH
CANADIAN
FRENCH
GERMAN
ITALIAN
JAPANESE
SPANISH

SCHOOLS

ENGLISH LANGUAGE CENTER
BOSTON UNIVERSITY
ELS LANGUAGE CENTER
EF INT. LANGUAGE SCHOOL
EMMANUEL COLLEGE
HARVARD UNIVERSITY
UNIVERSITY OF MASSACHUSETTS
M.I.T.
LANGUAGE INSTITUTE FOR ENGLISH
NEW ENGLAND SCHOOL OF ENGLISH
LANGUAGE STUDIES INTERNATIONAL

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UNITED STATES DEPARTMENT OF COMMERCE



U.S. Commerce Secretary Gary Locke Highlights Record Growth in International Travel to the United States in 2010. U.S. Commerce Secretary Gary Locke today announced that a record-breaking 60 million international visitors arrived in the United States in 2010 – shattering the previous record set in 2000 by 17 percent. These international travelers spent more than \$134 billion during their visits, a 12 percent increase from 2009. (*March 16, 2011 – US Dept. Of Commerce*).

The cities most visited by overseas travelers in 2009 were **New York City**, **Miami**, Los Angeles, Orlando, San Francisco, Las Vegas, **District of Columbia**, Honolulu, **Boston** and Chicago. (*Overseas Visitation to US States, Cities and Census Regions 2009 – International Trade Administration*).

Office of Travel & Tourism Industries: Profile of Overseas Travelers to the United States: 2009 Inbound; Leisure/Recreational Activities:

- Shopping 87.7%**
- Dining in Restaurants 83.6%**
- Sightseeing in Cities 44.4%**
- Visit Historical Places 38.6%
- Amusement/Theme Parks 27.5%
- Visit Small Towns/Villages 26.2%
- Art Gallery, Museum 23.5%
- Cultural/Heritage Sights 22.7%
- Water Sports/Sunbathing 21.3%
- Visit National Parks 19.0%

International visitors spend more per traveler than U.S. domestic travelers. Although they account for only four percent of total travelers, they represent 17 percent of total travel-related spending. International visitors purchase 21 percent of all traveler accommodations output, **19% of all gambling output**, 15 percent of all food and beverage output, 10 percent of all highway tolls, and seven percent of all gasoline output. (*Key Facts About International Travel & Tourism – July 2010 US Dept. Commerce revised*).

The US Department of Commerce today announced that international visitation to the United States is projected to increase nine percent in 2010, setting a new record of 60 million visitors a year. In addition, growth in the travel and tourism industry is projected to increase to nearly 83 million visitors by 2015. (*US Dept. of Commerce Announces Strong Outlook for International Visitors Through 2015 – submitted October 26, 2010*).