

# Washington DC **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:**

**SPECS: Fractional & Decimal**

**ANNUAL COST:**

Quarter Page	3 11/16" x 4 3/4"	\$ 7,990
Half Page (horizontal)	7 7/8" x 4 3/4"	\$ 13,990
Half Page (vertical)	3 11/16" x 10"	\$ 13,990
Full Page	7 7/8" x 10" live area	\$ 25,990
Back Cover (half page vertical)	3 11/16" x 10"	\$ 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](http://vgp.com) iPhone [vgp.com/mobile](http://vgp.com/mobile) iPad [vgp.com/eGuide](http://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. This means the purchasing power of 9.5 million international visitors who came to New York last year equals 38 million domestic tourists!



[vgp.com](http://vgp.com)

# Washington DC **GUIDE** MULTILINGUAL MULTIMEDIA

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

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 ETR IN WASHINGTON DC

GEORGETOWN  
HOLIDAY INN  
SAVOY SUITES  
GT UNIVERSITY CTR  
GEORGETOWN INN  
HOTEL MONTICELLO  
LATHAM HOTEL  
FOUR SEASONS  
GEORGETOWN SUITES

FOGGY BOTTOM  
RITZ CARLTON  
MELROSE HOTEL  
WASHINGTON SUITE  
ST. GREGORY  
SWISSOTEL WATERGATE HOTEL  
DOUBLETREE NEW HAMPSHIRE AVE.  
GW UNIVERSITY INN  
RIVER INN  
BEST WESTERN SUITE  
RENAISSANCE  
CONCORDIA MARRIOTT  
WESTIN GRAND HOTEL  
PARK HYATT  
1 WASHINGTON CIRCLE  
EMBASSY SUITES HOTEL  
WASHINGTON MARRIOTT  
FAIRMONT  
REMINGTON HOTEL

DUPONT CIRCLE  
MADERA HOTEL  
PALOMAR HOTEL  
WASHINGTON HILTON & TOWERS  
TOPAZ HOTEL  
EMBASSY SQUARE SUITES  
CARLYLE SUITES  
INN AT DUPONT  
MARRIOTT RESIDENCE INN  
CHUCHILL HOTEL  
WASHINGTON COURTYARD MARRIOTT  
WESTIN FAIRFAX AT EMBASSY ROW  
HILTON EMBASSY ROW HOTEL  
MAYFLOWER HOTEL  
DUPON HOTEL (JURY HOTEL)

DOWNTOWN  
COURTYARD MARRIOTT  
DOUBLETREE RHODE ISLAND AVE.  
HOMEWOOD SUITES

HOLIDAY INN CENTRAL  
THE JEFFERSON HOTEL  
THE BEACON HOTEL  
THE QUINCY SUITES  
STATE PLAZA HOTEL  
SAINT REGIS  
CAPITOL HILTON  
CROWNE PLAZA  
DONOVAN  
CAPITOL HILL SUITES  
HOLIDAY INN ON THE HILL /LIASON  
WASHINGTON PLAZA  
ROUGE HOTEL  
WESTIN HOTEL  
THE W HOTEL  
JW MARRIOTT HOTEL  
THE WILLIARD INTER-CONTINENTAL  
MARRIOTT METRO CENTER  
HARRINGTON HOTEL  
RENAISSANCE HOTEL  
GRAND HYATT  
RED ROOF INN  
PHEONIX PARK HOTEL  
WASHINGTON COURT HOTEL  
HOLIDAY INN CAPITOL  
HYATT REGENCY  
HOTEL GEORGE  
FOUR POINTS HOTEL SHERATON  
HENLEY PARK HOTEL  
MADISON HOTEL  
MORRISON CLARK HOTEL  
MARRIOTT COURTYARD CONVENTION CTR.  
HAY ADAMS HOTEL  
LOMBARDY HOTEL  
COMFORT INN DOWNTOWN DC  
HILTON GARDEN INN  
RESIDENCE INN MARRIOTT  
HELIX HOTEL  
HOVARD JONSON  
BEST WESTERN CAPITOL HILL  
ALLEN LEE  
BEST WESTERN CAPITOL SKYLINE  
DAYS INN UPTOWN CONNECTICUT AV

TYSONS CORNER  
BEST WESTERN TYSON WESTPARK  
COMFORT INN  
CROWNE PLAZA HOTEL  
MARRIOTT  
RESIDENCE INN MARRIOTT

WESTIN TYSON CORNER  
SHERATON PREMIERE  
EMBASSY SUITES  
HILTON MCLEAN  
  
CRYSTAL CITY  
DOUBLETREE HOTEL CRYSTAL CITY  
EMBASSY SUITES  
AMERICANA HOTEL  
CROWNE PLAZA HOTEL  
SHERATON CRYSTAL CITY HOTEL  
CRYSTAL CITY MARRIOTT  
HILTON  
HOLIDAY INN CRYSTAL CITY  
HYATT REGENCY  
COURTYARD BY MARRIOTT

ARLINGTON  
BEST WETSERN PENTAGON  
COMFORT INN 7 CORNERS  
DAYS INN ARLINGTON  
ECONOLODGE  
HOLIDAY INN BALLSTON  
KEY BRIDGE MARRIOTT  
BEST WESTERN IWO JIMA  
COURTYARD PENTAGON  
RESIDENCE INN ARLINGTON  
RESIDENCE INN PENTAGON CITY  
COMFORT INN  
SHERATON NATIONAL  
TRAVELODGE COLUMBIA  
BEST WESTERN KEY BRIDGE  
HOTEL PALOMAR

VISITOR CENTERS  
OLD TOWN TROLLEY BOOTH @ UNION STATION  
UNION STATION INFO BOOTH  
GEORGETOWN MALL INFO BOOTH  
REAGAN INTERNATIONAL TRADE CTR.  
WHITE HOUSE VISITORS CENTER  
PENTAGON CITY MALL INFO. BOOTH  
POST OFFICE PAV. / FOR. EXCHANGE  
CONVENTION CENTER

AIRPORTS  
BWI AIRPORT WELCOME CENTER  
TRAVELERS AID @ DULLES AIRPORT  
NATIONAL AIRPORT TRAVELERS AID



# 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*).