



PO Box 1395
Wytheville, Virginia 24382
membership@virginiablueridge.org

To our tourism partners we greet you with new and exciting news for this
2015 - 2016 Blue Ridge Travel Association of VA Membership Year!

We have contracted with a new marketing agency, Firefli Media of Roanoke, VA. Firefli will be assisting us with developing our new brand and a new logo for 2015 - 2016, a new exciting website, along with new digital and print media ad opportunities. We will be continuing and expanding our social media presence and offering more group tour marketing as well as putting together a brand new printed experience/itinerary guide.

BRTA of VA is looking ahead to moving forward with you as one of our key players for our new membership year. We will work together and grow as tourism partners to offer our guest and visitors some of the best travel experiences to be found in our region and the state as well as presenting you with new opportunities that will be coming throughout the new year.

We will look forward to hearing from you and your continued membership in the BRTA of VA!

You will find the current membership form* attached as a PDF for your review along with the list of the basic membership benefits. If you have any questions or would like more information please email us at membership@virginiablueridge.org.

Our Mission

Blue Ridge Travel Association is a private, non-profit membership organization founded in 1987 to promote the tourism assets and attractions of the Blue Ridge area of Southwest Virginia to the world.

It is composed of Chambers of Commerce, Convention and Visitors Bureaus, Lodging Establishments, Retail Stores, Recreation Outfitters, Restaurants and Caterers, Tourism Attractions and Offices, Farmers and Farm Markets, City, County and Town Governments in the territory embraced within Southwest Virginia, including areas in adjoining communities and states.

**Please Note – For your new membership year of 2015 – 2016,
regarding your information for the new BRTA of VA website:**

Photos need to be high resolution, 300DPI
Logos need to be sent as vector files, .eps, .ai or at least 300DPI PDF or .jpgs
You may e-mail these to membership@virginiablueridge.org

***Please submit your copy on the membership form even if you wish to use the same description as in the current guide.**