



STREAMING TELEVISION MARKETING



ABOUT US

The Vacation Channel is a perfect fit for tourism in Virginia. Our family-owned company specializes in regional travel marketing, and has been helping local businesses attract vacationers to Virginia for more than 40 years through video-centered publications.

ROKU AUDIENCE

Roku is the largest smart TV technology platform already available in 50% of all U.S. households. The Vacation Channel's streaming app on Roku is regularly ranked in the Top 15 travel apps on Roku, and is connecting to more than 3,000 new households per month.

Most importantly, our subscribers have been qualified as interested in planning a trip to Virginia. Our growth strategy has been focused to target households located in the nearby drive markets on the East Coast, the same audiences that CVBs in Virginia are reaching.

CHANNEL STATS



Roku

Top 15
TRAVEL CHANNEL

Roku regularly ranks The Vacation Channel better than 97% of all other travel apps.

25+ min

AVERAGE STREAMED EACH VIEWING SESSION

Program engagement keeps growing!

3,000+

NEW SUBSCRIBERS/MONTH

Our subscribers are qualified households interested in travel to Virginia destinations.

USER EXPERIENCE

Users can browse all the content on The Vacation Channel, or search within a category—dining, museums, family fun, outdoors, and more! Right now, families are imagining their future travel plans to Virginia—from the comfort of their couch—and we want to recommend your destination!

STAND OUT ON VIRGINIA'S TRAVEL TV NETWORK

STREAMING AIRTIME

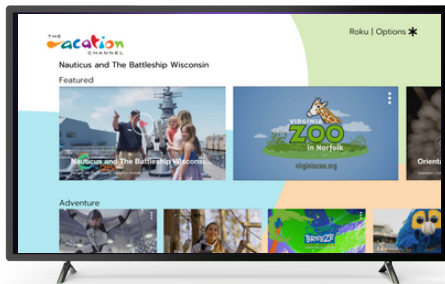
ROKU Advertising Packages starting at \$250/month

CUSTOMIZED 12 MONTH CONTRACTS

- ☒ Run a single video, multiple videos, or full regional category depending on your contract
- ☒ Updates to your content can be managed seasonally to match your marketing strategy

The Vacation Channel is more flexible than traditional video advertising. Your video doesn't need to conform to a specific length.

PREMIUM PLACEMENT UP TO 5X MORE VIEWS



Ensure your brand gets optimal views. There are limited spots in our Featured section, and these videos are the most-watched. You can change your Featured Video monthly!

CUSTOM CHANNEL DEVELOPMENT

Showcase your video library with your own custom Roku channel on the fastest-growing streaming platform! Reach travelers in their homes with an app that will be seen alongside household names like Netflix, HBO, and Hulu, with a custom channel produced by our team!

NO VIDEO? NO PROBLEM!

Ask us about our award-winning, high-quality video production for local businesses and tourism attractions.

See examples here: <https://tinyurl.com/3bvf6pnd>

**SPECIAL PRICING IS AVAILABLE
FOR CLIENTS WHO INVEST IN
AIRTIME ON THE CHANNEL.**



Watch Here

