

Virginia Beach Convention & Visitors Bureau – case study

When you're a tourist destination advertising via everything from broadcast to print, how do you decide how much budget to give online? "We have a dartboard at the back of my office ..." jokes Ron Kuhlman, Director Tourism Marketing & Sales Virginia Beach Convention & Visitors Bureau. "No, we time it out. We have a pretty good idea of how many talent hours a Web project needs, and from there we back into the numbers. It's not like we set out to say Web is 5% of the budget. We don't have a budget specifically for Web that's stand alone. We have one media budget, and it's all included in the channel mix from newspapers to Web to rack brochures as appropriate for each campaign." ...

Date: 2007-03-26

Article link:

<https://www.tourism-review.com/travel-tourism-magazine-virginia-beach-convention-visitors-bureau-case-study-article-143>