

Distribution Plan

Byways & Backroads Discovery — US220

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Primary Distribution

Through major Convention & Visitors Bureaus (CVBs), Welcome Centers, and Designated Marketing Organizations (DMOs) on US220 and on feeder routes:

Botetourt County CVB

Covington

Clifton Forge

Harrisonburg Tourism & Visitor Services

Lexington Visitor Center

Staunton Visitor Center

Shenandoah Valley Travel Association

Roanoke Valley CVB

Welcome Center (I-64 at Covington)

Secondary Distribution

Through Chambers of Commerce & Visitor Centers in towns along US220:

Warm Springs

Hot Springs

Monterey

Franklin, WV

Petersburg, WV

Additional Distribution

Through advertisers