

# Designing an interactive solution that invites travelers to explore, play and stay.

## Services

- Business & IT Alignment
- Portal & Content Management
- Interactive

## Industry

- Government

Virginia Tourism Corporation (VTC) serves the Commonwealth of Virginia by enhancing travel experiences in order to support, maintain and expand domestic and international tourism and generate more revenue and employment for the state.



## Challenge – Engage Virginia travelers to spark Virginia tourism

Virginia Tourism Corporation (VTC) called upon Ironworks to help them develop a solution that would engage local, national, and international tourists and ultimately promote Virginia tourism.

Ironworks' challenge was to develop an interactive solution that would attract travelers, help them make travel decisions, and was simple to use. Ironworks' goal was to provide travelers with personalized travel recommendations based on expressed interest in history, wine, nature, and more.

## Solution – Interactive Touch Screen located at Virginia Welcome Centers

Ironworks developed an interactive touch screen solution allowing users to explore their interests in Virginia and build travel itineraries. Users have the options to print or email their itinerary.

In order to provide travelers with current information, VTC partnered with Virginia Sesquicentennial of the American Civil War Commission, The Virginia Wine Board, Civil War Trails Program, Virginia Department of Transportation, and Civil War Preservation Trust to

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*"The VTC was vigilant in its selection of a technology partner to develop an information system to promote tourism in Virginia. We were determined to work with a partner who understood our vision, had creative solutions and presented new ideas for using technology to enhance the visitor experience. Ironworks has met our expectations!"*

**Roy Knox**  
VP of Administration & Revenue  
Virginia Tourism Corporation

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provide a wealth of content and rich imagery.

The interactive solution automatically updates new points of interests from the partners, including: Civil War Trail Makers, Virginia Wineries, and Virginia.org point of interest listings. Ironworks partnered with Timmons Group to help support the GIS mapping software development.

### **Results – Travelers are exposed to a variety of tourist destinations in Virginia, encouraging tourism**

The interactive touch screen systems are located at six Virginia Welcome Centers to expose travelers to a variety of activities, events, scenic roads, and tourist destinations across the Commonwealth of Virginia. VTC plans to expand the interactive solution to all Welcome Centers. Additional enhancements and platform developments include

web and mobile applications.

### **Helping travelers plan their trip in Virginia.**

Travelers can now make travel decisions based on their interests and routes. Users can build their itineraries and take their travel plans with them. Travelers can also share trips and adventures with friends on social networks.

**Generating tourism revenue.** By putting relevant information in front of the travelers, the interactive touch screen solution delights travelers, and encourages them to stay longer and spend more money in Virginia.