



**For Immediate Release**  
**August 16, 2018**

## **Virginia's Blue Ridge Cheers Trail and Passport Launched! Connecting Multiple Regional Craft Beverage Locations**

Visit Virginia's Blue Ridge (VBR) is pleased to announce the VBR Cheers Trail and Passport guiding visitors and locals through the regional craft beverage scene. The Cheers Trail will lure visitors to the region and entice them to dine, explore and stay overnight. The Passport is an added incentive offering a variety of discounts specific to 25 craft beverage partners. It's a win for the traveler and a win for the destination. "This is great news for VBR's booming craft beverage businesses and for the economy as a whole," **said Landon Howard, President of Visit Virginia's Blue Ridge.** "We are now more focused than ever on experience-based travel and ways to connect visitors with our travel and tourism partners."

The Cheers Trail Passport can be found at [www.vbrcheerstrail.com](http://www.vbrcheerstrail.com) and is free. Once you click on the link and access the web app, you simply register, follow the instructions and present the Passport to participating locations along the trail to redeem exclusive offers. A validation code will be provided by the merchant to redeem these exclusive offer(s).

As an added bonus, Visit VBR will be able to monitor the usage of the Passport by capturing trackable trends, visitor behavior, economic impact and demographics. For the visitor, the benefit is maximizing their destination experience in the most streamlined, digital and user-friendly way translating into increased return visits. The announcement is good news for the region and is a new way of tapping into the growing craft beverage industry while driving more visitor traffic to Virginia's Blue Ridge.

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