



**MOBILE VISITOR CENTER  
"THE VILLAGER"  
SPONSORED BY CHESAPEAKE UTILITIES**

The Villager will attend festivals, fairs, and events that appeal to visitors to help pro-actively engage with them along with locals on what to do in Kent County. The mobile center will also travel to the various villages in Kent County during peak visitation months (April-October), which enables us to provide better service to the areas we promote.

Our Visitor Service Coordinator will assist with making tour arrangements, dinner reservations and more for large groups that will be attending DE Turf, Firefly, NASCAR races, various meeting/conventions at hotels and attractions on the spot. On occasion, the Mobile Visitor Center will also travel to regional East Coast events to promote Kent County to neighboring communities (The Beaches, Wilmington, Salisbury, Ocean City & Philadelphia) to drive potential visitors to the area.

The overall goal of "The Villager" is to generate a higher volume of visitors to Kent County attractions, retail shops and restaurant doors. In addition to extending the visitor's length of stay and producing additional hotel rooms in Kent County.

The Villager is a **FREE** service provide by Kent County Tourism to all hospitality tourism businesses and attractions. All attractions, restaurants, retail shops and accommodations can have their information and discount handouts in the truck **FREE** of Charge. There is a nominal fee for those wishing to have their information place in a premier spot (Information racks that are outside of the van) or a video played on the outside screen.

## **Cost:**

### **Premier Brochure Placement**

*(Racks outside the truck)*

**\$25 Per month or \$200 for the year**

### **Video Loop:**

*Video will play on a continuous loop with other tourism related videos. Contact Kent County Tourism for correct specs and format*

**\$50 Per month or \$400 for the year**

**Some brochures are not permitted: purely commercial or non-tourist related businesses; literature that rates travel attractions; political or religious tracts, etc. But if your business is related in any way to the tourism industry in Kent County your brochures can be displayed.**

**For more information:**

**Kelley Cole**

**Visitor Service Coordinator**

**302-734-4888 Ext. 15**

**[kcole@visitdelawarevillages.com](mailto:kcole@visitdelawarevillages.com)**

