

Contact: Cam Huffman
Cam@erikthetravelguy.com
304-667-1526 (m)

CHARLOTTESVILLE FEATURES IN NEW TRAVEL SERIES, “IN YOUR BACKYARD” WITH ERIK THE TRAVEL GUY
Online show drives thousands to explore locals’ favorite eateries, attractions and more

(June 20, 2017) - Charlottesville was featured in the most recent episode of “In Your Backyard,” a new online travel series that explores and promotes regional on-and off-the-beaten path eateries, attractions and other activities favored by locals in numerous destinations, encouraging travel enthusiasts to explore what’s happening within a few hours’ drive of their own backyards. In less than a week, the Charlottesville feature has drawn thousands of consumers to explore what locals enjoy every day.

The weekly show is produced and hosted by Erik Hastings – also known as Erik the Travel Guy – a seasoned and well-travelled radio and online personality and social media influencer.

“I want people to realize that their backyard is bigger, closer and more diverse than they think,” said Hastings. “Our goal is to inspire residents of neighboring communities to explore each other, thereby driving economic growth through regional tourism.”

The summer 2017 series is focused on the Mid-Atlantic region and in addition to Charlottesville, will feature Richmond, VA; Williamsburg, Va.; Nashville, Tenn.; Staunton, Va.; Norfolk, Va., Gatlinburg, Tenn.; the Washington D.C. area; Knoxville, Tenn.; Bristol, Tenn.; and Savannah, Ga.

The Charlottesville episode may be viewed online at <https://www.youtube.com/user/HastingsTravel/featured> and <http://facebook.com/erikthetravelguy>.

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