

Virginia is for Lovers 

Tourism is Big Business

\$19.2 billion economic impact

Employs 210,620 Virginians

\$1.28 billion in state and local taxes

Tourism is Small Business



Tourism is Big Business

Canada – \$122.7 million

Overseas – \$1.3 billion

WASHINGTON, DC
M A R Y L A N D
V I R G I N I A

CAPITAL REGION USA

Top 10 Expenditure states

- 1 - California
- 2 - Florida
- 3 - Texas
- 4 - New York
- 5 - Nevada
- 6 - Illinois
- 7 - Pennsylvania
- 8 - Virginia
- 9 - Georgia
- 10 – New Jersey

2008

Up 2.8%

TOURISM & FILM

**instant revenue
generator**

VTC Accomplishments

6 million unique users
of Virginia.org

Top state website
5 out of 12 months
(always in top 3)



VTC Accomplishments

Largest promotion in state history

40 Trips in 40 weeks

170,000 entries



VTC Accomplishments

\$3 million in earned media

USA Today

Today Show

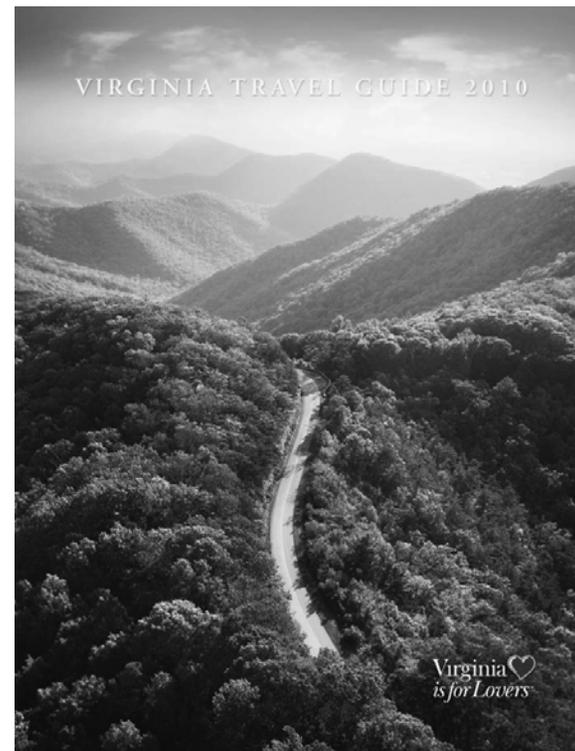
NY Times

Washington Post

Wall Street Journal

VTC Accomplishments

Acquired
\$6 million in
outside grants
for industry
partners



VTC Accomplishments

Leveraged \$600,000
in VTC grants to
\$2.4 million from
private sector

VTC Accomplishments

Trained 2300 in customer
service

Assisted 126 partners with
research

Film Accomplishments

Five major film projects:

Transformers,

The Box,

Marching Band,

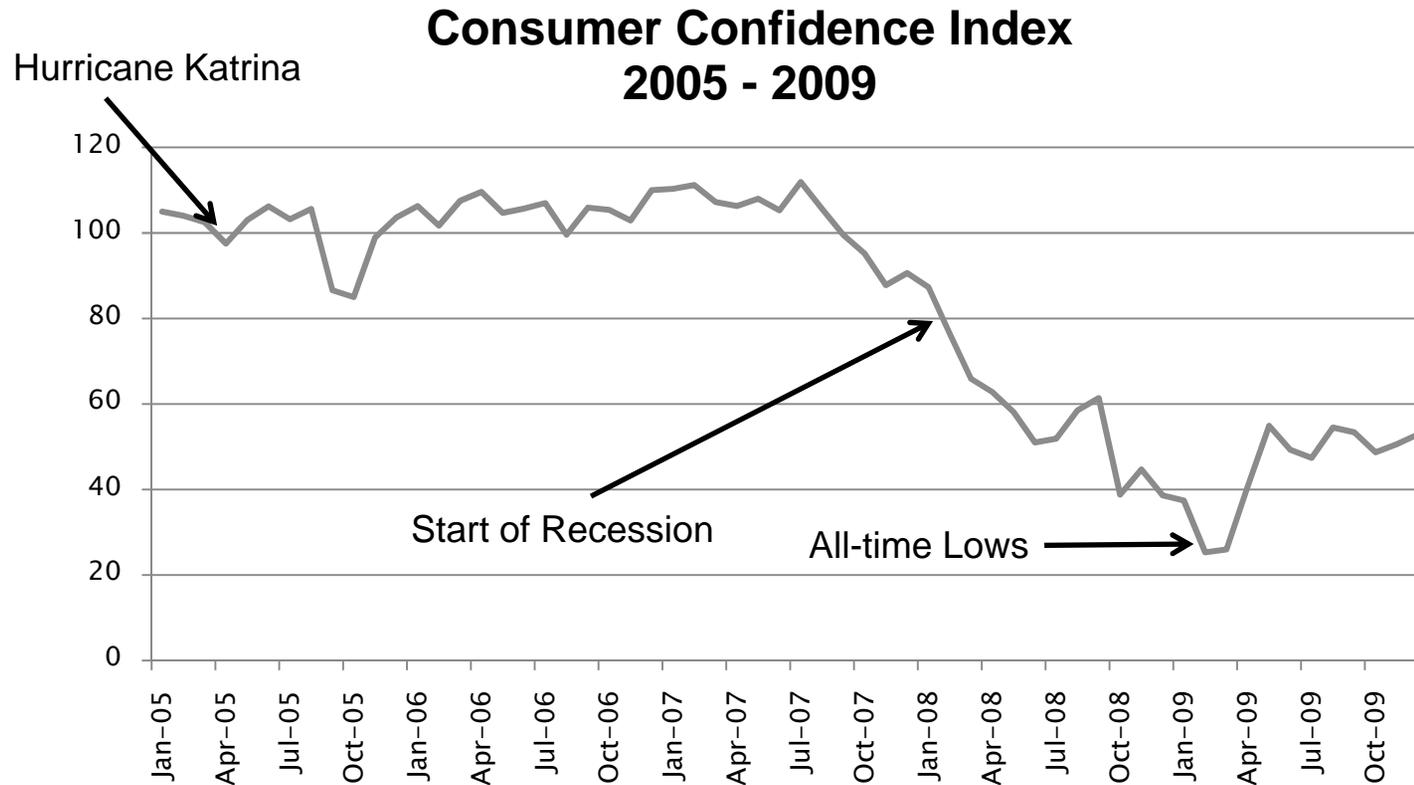
The Bedford Boys,

Eish Safari

For **every \$1** VTC spent on advertising,
\$70 is spent by travelers and **generates**
\$5 in state and local taxes in the same year

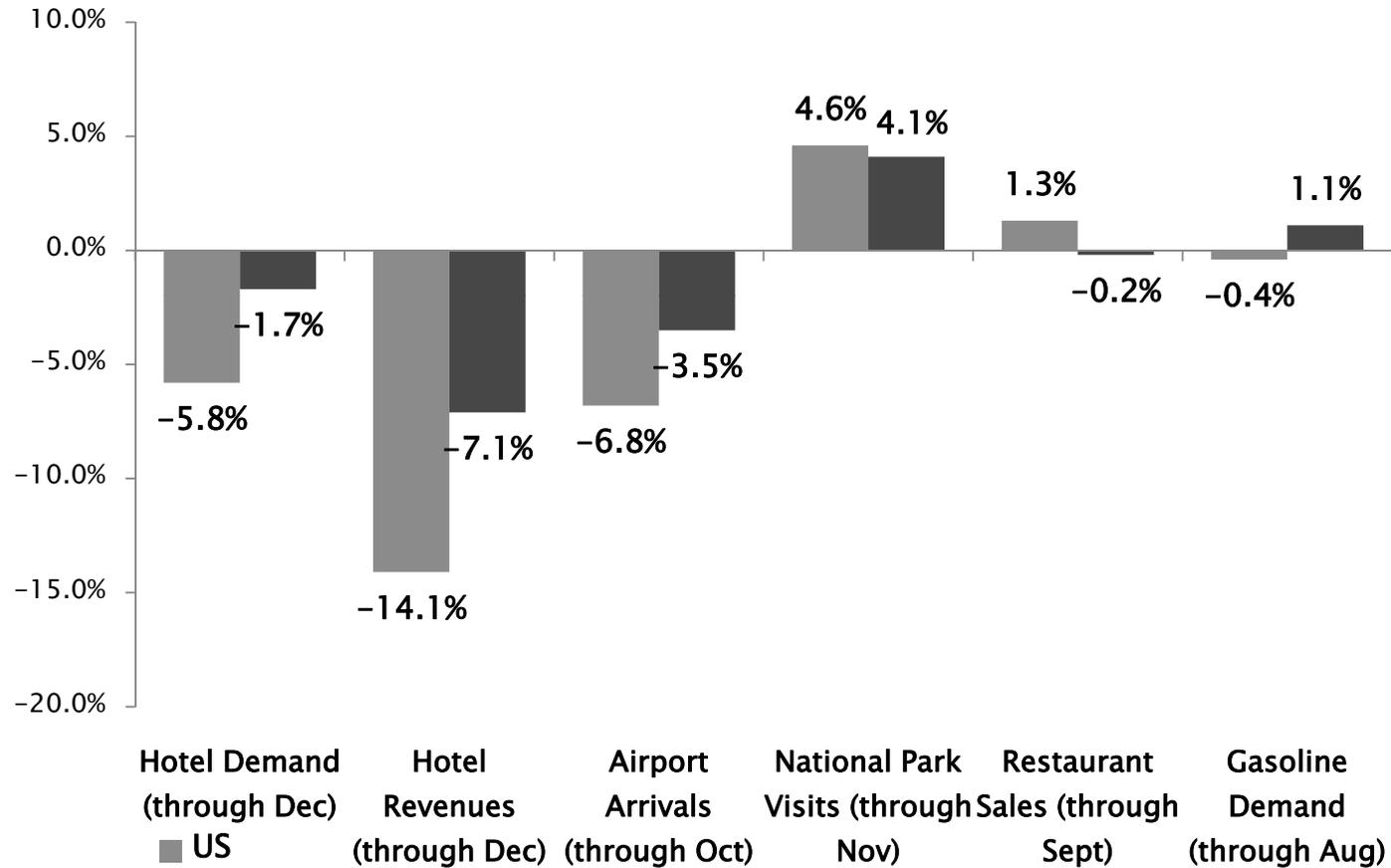
5:1 *R.O.I.*

State of the National Economy

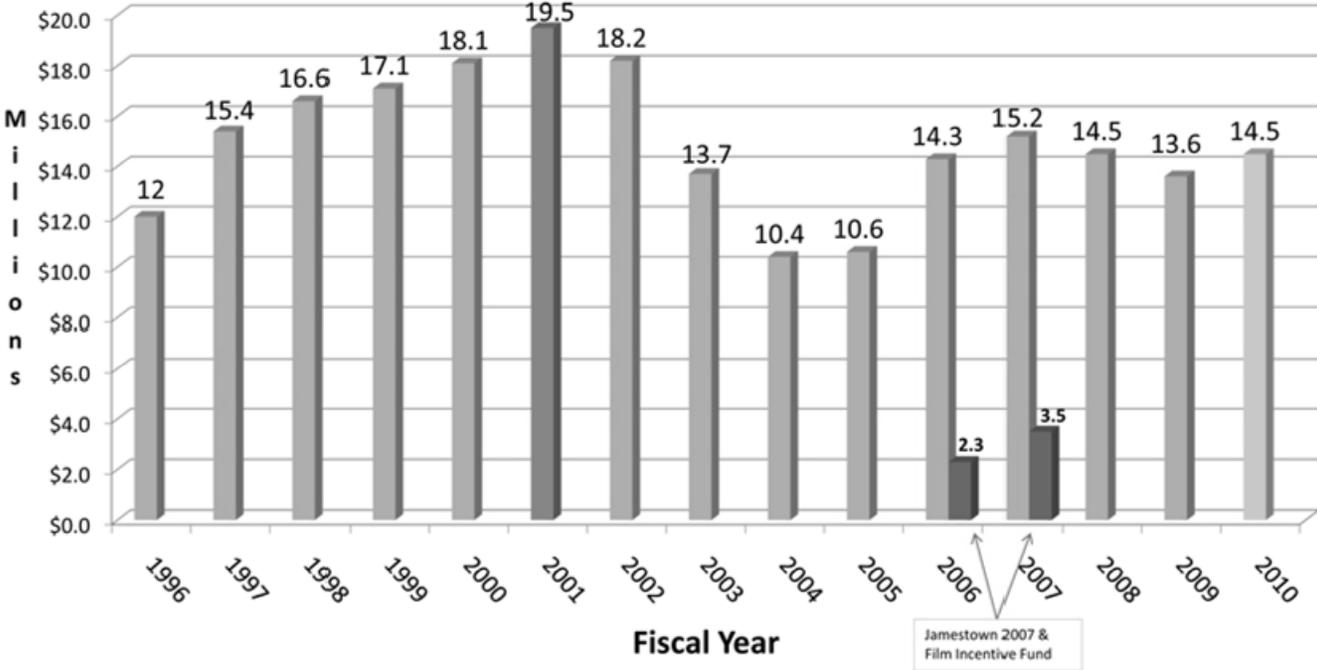


Source: Conference Board

Virginia vs. National Travel Trends



General Fund History



VTC budget reduction

\$2.5 Appropriated July '09

Cut \$1.6 million in August '09

\$2.5 Plan

Focus on DC market

30% Fall

70% Spring

Keep Welcome Centers staffed

Increase Leverage program from
\$400,000 to \$1 million

\$1.6 Cut

NO DC/Baltimore Television

NO DC/Baltimore Print

Reduced On-line Media

Cut Leverage Program to \$400,000

Spring Strategy

Who: Gen X parents traveling with their children

What: Reposition Virginia is for Lovers for this audience

When: Spring through end of Summer

The future

?

U.S. Markets



U.S. Markets



Ads



Ads



It's at the heart of every Virginia vacation.

Virginia  *is for Lovers* Virginia.org

Ads

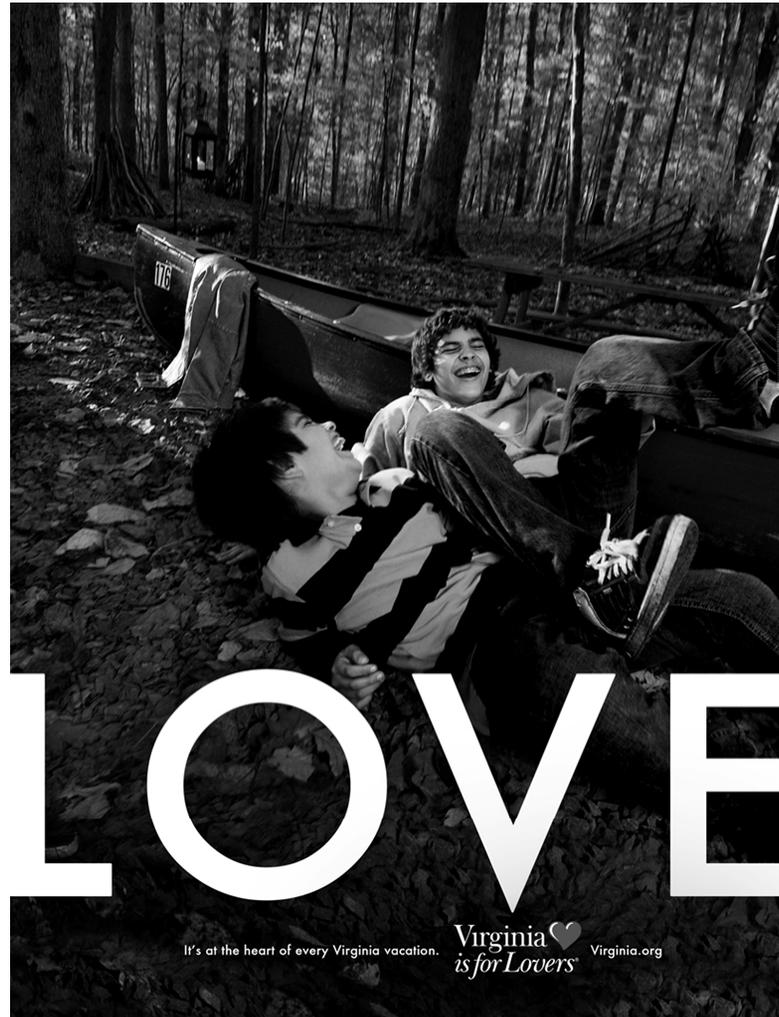


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Virginia  *is for Lovers*

Virginia.org

Ads

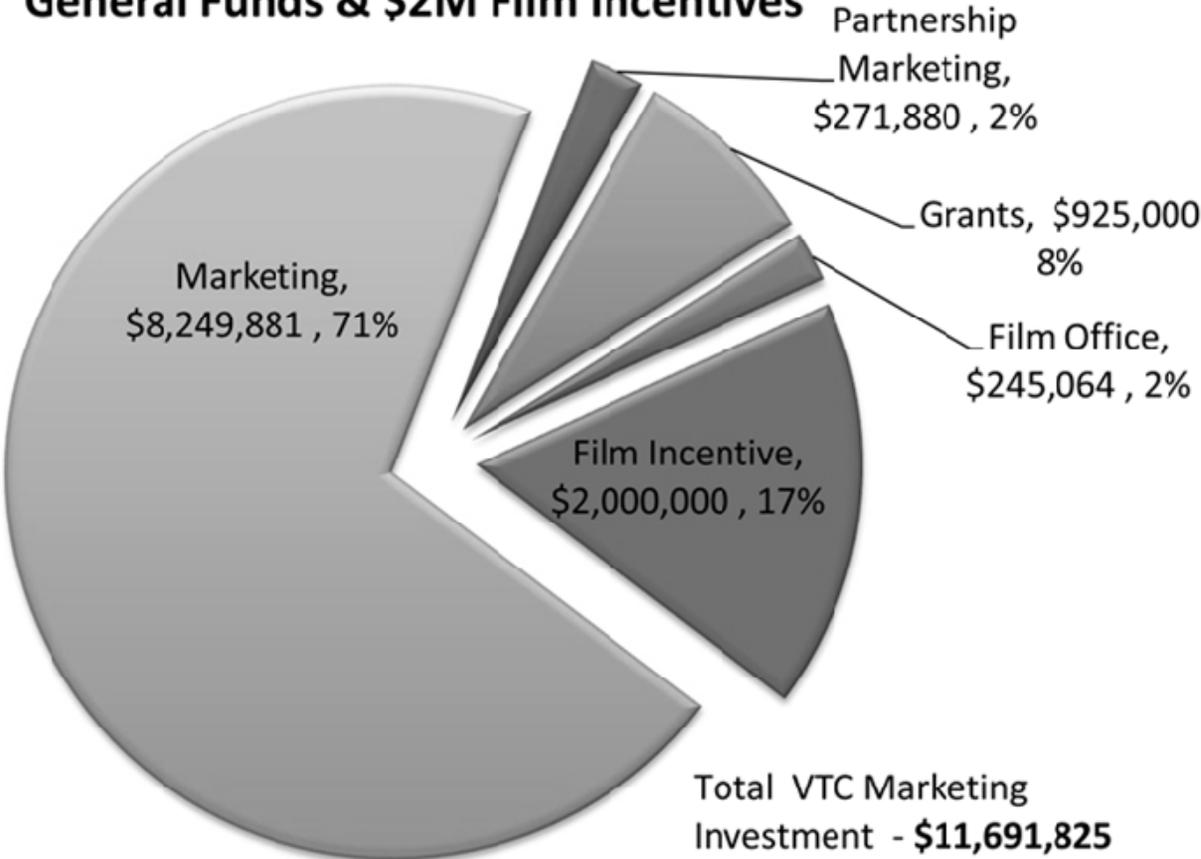


Ads





**Projected VTC Marketing Budget with a \$3.6M Increase in
General Funds & \$2M Film Incentives**



TOURISM & FILM

generate

instant revenue