

Virginia is for Lovers  TM

VIRGINIA WORKS

Rails to Trails

Artisan Network

Virginia Trails

Tourism Development

More people,
Staying longer,
Spending more money.

MARKETING OBJECTIVES

- ◆ Increase inquiries
- ◆ Leverage funds
- ◆ Increase market reach
- ◆ Increase the economic impact

RESEARCH: CHARTING THE COURSE

Target audience

Message to move audience

Vehicles to reach audience

Performance Measurements

VIRGINIA'S UNIQUE SELLING POINTS

- ◆ History, Heritage & Culture
- ◆ Affluent Travel
- ◆ Main Street America

VIRGINIA'S TOURISM GROWTH AREAS

- ◆ Wine Country & Epicurean Tours
- ◆ Learning Vacations
- ◆ Outdoor Recreation
- ◆ Virginia Trails
- ◆ Jamestown 2007 Commemoration

TOURISM SLOGAN AND LOGO

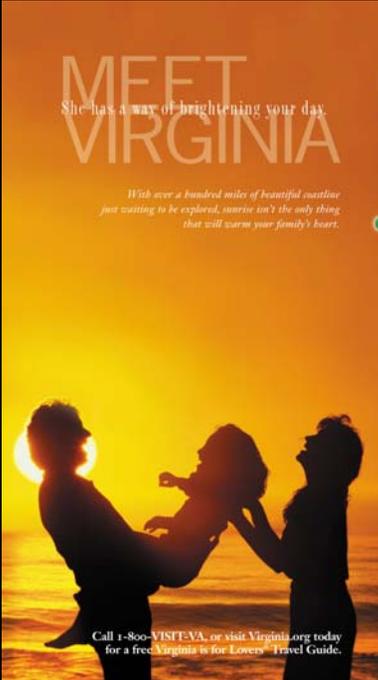
Virginia 
is for Lovers[®]

DOMESTIC POSITIONING STRATEGY

Whatever you love in a vacation
you can find in Virginia.

CURRENT MARKETING CAMPAIGN

MEET VIRGINIA



MEET VIRGINIA

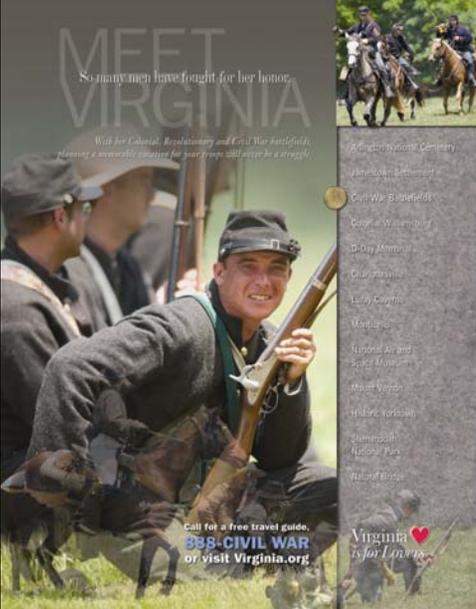
She has a way of brightening your day.

With over a hundred miles of beautiful coastline just waiting to be explored, marine isn't the only thing that will warm your family's heart.

Call 1-800-VISITVA, or visit Virginia.org today for a free Virginia is for Lovers® Travel Guide.

Virginia  is for Lovers®

- Appalachian Trail
- Arlington National Cemetery
- Blue Ridge Parkway
- Virginia Beach
- Bluestem Gardens
- Colonial Williamsburg
- James Town Settlement
- Potomac Mills Mall
- Manassas
- Mount Vernon
- Parham's King Garden
- Natural Bridge
- Shenandoah National Park
- Skyline Drive
- Civil War Battlefields
- Roanoke



MEET VIRGINIA

So many men have fought for her honor.

With her Colonial, Revolutionary and Civil War battlefields, planning a memorable vacation for your troops will never be a struggle.

Call for a free travel guide, **1-888-CIVIL WAR** or visit Virginia.org.

Virginia  is for Lovers®

- Abraham Lincoln Cemetery
- Antietam Battlefield
- Civil War Battlefield
- Confederate Cemetery
- D-Day Memorial
- Overmountain Victory National Monument
- Lee's Chapel
- Manassas
- National Air and Space Museum
- Roanoke
- Historic Kenilworth
- Stonewall National Park
- War of 1812



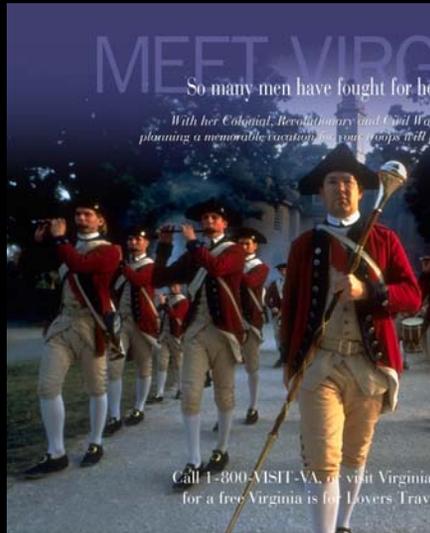
Virginia is for Lovers 

INTEGRATION IS KEY

AD	PR	EM	SM	FILM	CSIR	ADMIN
TV	News releases Media Calls	Websites	Trade shows Meetings and Conventions	STORY LINE	Welcome Centers	Public Affairs
Print	Feature articles	Consumer eCRM	Consumer shows	Film-feature	Travel Counselors	Inter-agency relations
Radio Outdoor	Monthly events	Industry eCRM	AAA	Film-other	TEL eMail LIVE	Speeches Presentations

CAMPAIGN INTEGRATION

PRINT



MEET VIRGINIA

So many men have fought for her honor.

With her Colonial, Revolutionary and Civil War battlefields, planning a memorable vacation or your troops will give you a struggle.

- National Air and Space Museum
- Blue Ridge Parkway
- Virginia Beach
- Charlottesville
- Beach Gardens

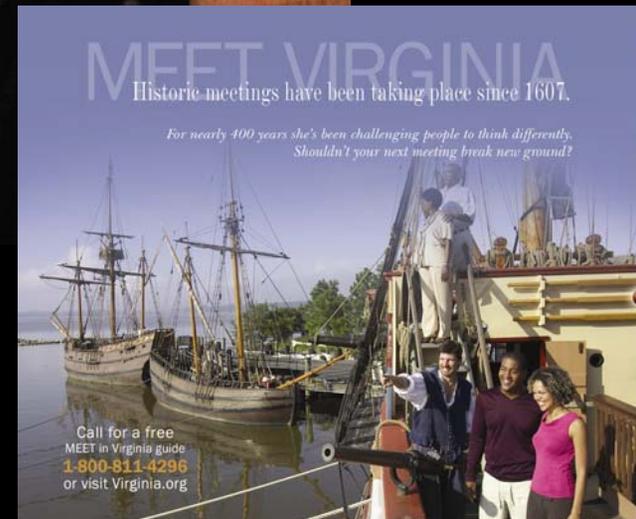
Call 1-800-VISIT-VA, or visit Virginia, for a free Virginia is for Lovers Travel Guide.



MEET VIRGINIA

- Over 80 Vineyards
- Championship Golf
- Cooking Classes
- World-Class Spas
- Historic B&Bs

Call for a free travel guide
1-800-VISIT-VA
or visit Virginia.org



MEET VIRGINIA

Historic meetings have been taking place since 1607.

For nearly 400 years she's been challenging people to think differently. Shouldn't your next meeting break new ground?

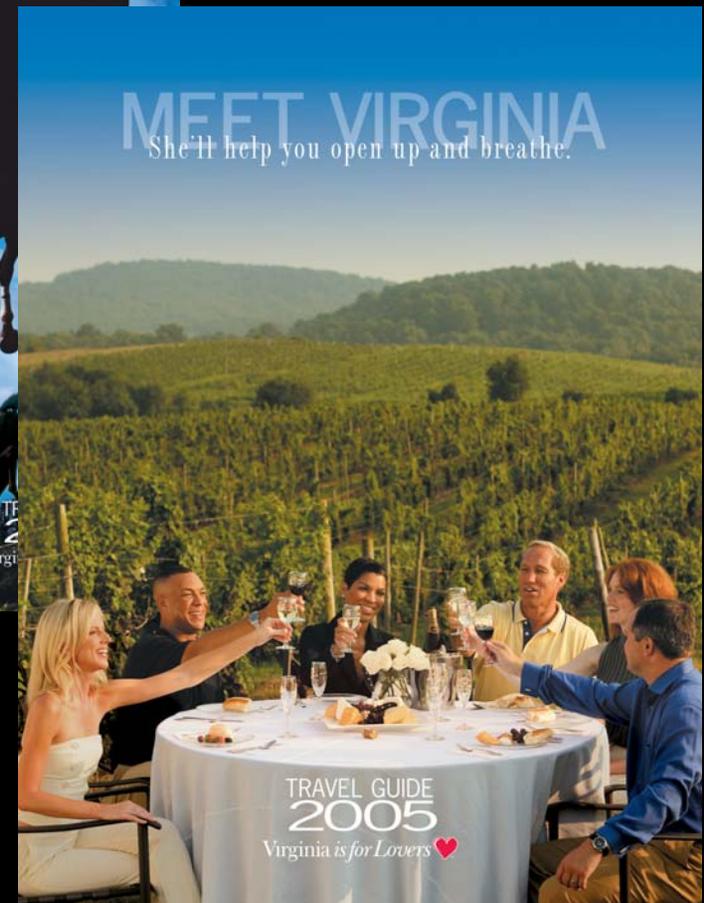
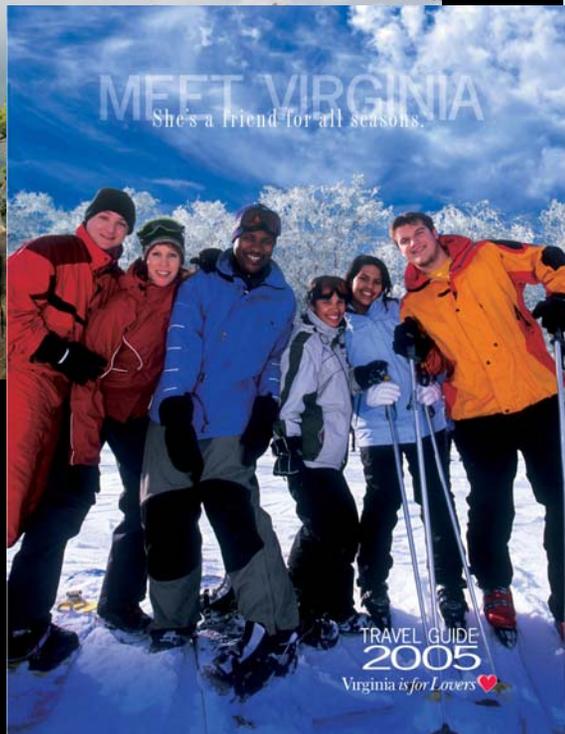
- Nine Major Airports
- 15 AMTRAK Stations
- Three New Convention Centers
- Jamestown 2007 Commemoration
- First Tier Facilities at Second Tier Prices
- Green Meeting Facilities

Call for a free MEET in Virginia guide
1-800-811-4296
or visit Virginia.org

Virginia  is for Lovers™

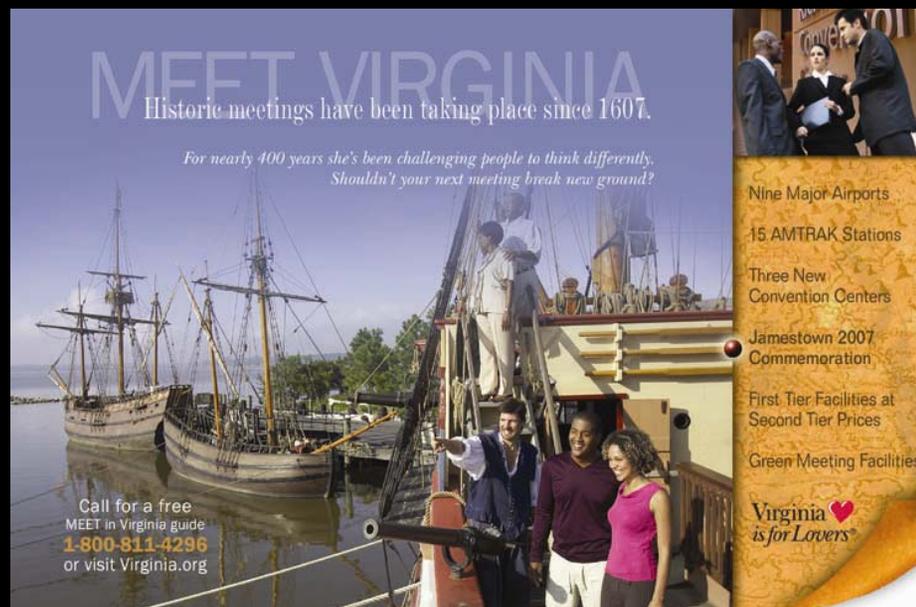
CAMPAIGN INTEGRATION

TRAVEL GUIDE COVERS



SALES AND MARKETING

TRADE ADVERTISING



MEET VIRGINIA
Historic meetings have been taking place since 1607.

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Virginia 
is for Lovers[®]

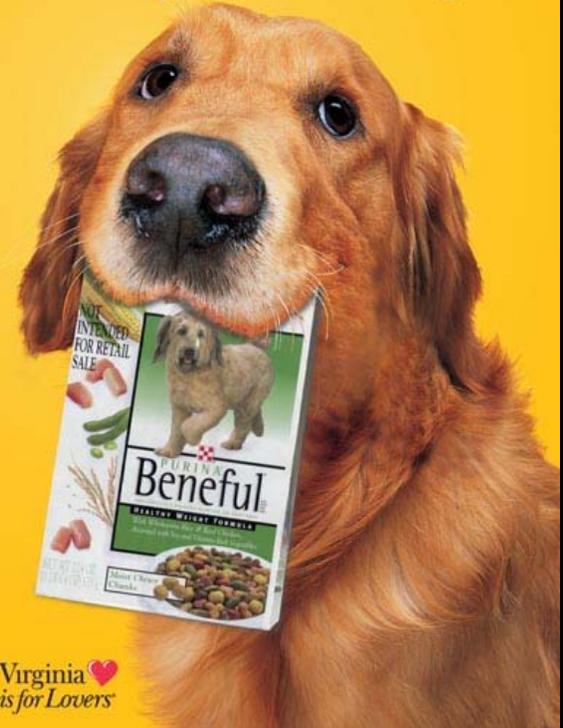
CUSTOMER SERVICE
INDUSTRY RELATIONS

POSTERS

TRAVEL GUIDES

PROMOTIONS

TRAVELING PETS
FREE sample of Beneful Dog Food



Virginia  is for Lovers™

FILM ADVERTISING

MEET VIRGINIA

Going my way?

Visit our impressive location library at film.virginia.org or call us at 800-854-6233

VA VIRGINIA FILM OFFICE
SUITABLE FOR ALL AUDIENCES

Appalachian Vistas
Plantations and Farms
Country Roads
Chesapeake Bay
Military Sites
Shenandoah Valley
Colonial Architecture
Civil War Sites
Jamestown, Yorktown, Williamsburg
Blue Ridge Mountains
Horse Country

Film
Virginia is for Lovers

MEET VIRGINIA

She's on the right track.

Visit our impressive location library at film.virginia.org or call us at 800-854-6233

VA VIRGINIA FILM OFFICE
SUITABLE FOR ALL AUDIENCES

Modern Architecture
Historic Towns
Train Stations
Plantations and Farms
Chesapeake Bay
Military Sites
Shenandoah Valley
Civil War Sites
Jamestown, Yorktown, Williamsburg
 Ivy League Schools
New York-Style Brownstones

Film
Virginia is for Lovers

RESULTS

Meet Virginia Campaign:

Stats for www.virginia.org

Website Visitation – **1.2 million** Up 58%

Website Page Views – **15 million** Up 61%

Website Listings (event, attraction,
accommodation) - Up 53%

OTHER VTC ACHIEVEMENTS

First visitor study completed since 1997

Record Advertising Leads generated

10,000 calls to P.R. 800 #

Public Relations Ad Equivalency: \$1,350,000.00

OTHER VTC ACHIEVEMENTS

160 meetings and conventions booked with economic impact of \$28.3

Over 200% increase in Virginia.org website visitation

Economic Impact for film production in 2003 was \$175 million

INTEGRATED CAMPAIGN SUCCESS

Independence Air – www.flyi.com – www.virginia.org/flyi 2 months of activity

28,000+ page views (21,000 packages)

18,000 + referred from flyi.com

1,344 referred to flyi.com

Winter Fun – www.virignia.org/winter 2 months of activity

27,000+ page views

7,200+ referred to Virginia Mountain Resorts web sites and Virginia Beach

168% increase to winter related listings

Fall Foliage – Sept 15 through Nov 15 (1st year of specific website and corresponding PR campaign)

92,000+ page views

207% increase to fall related listings

1300+ individuals signed up to receive weekly email updates on Fall Foliage

RESULTS – BEST IN THE NATION

Best overall Campaign in the Nation

Meet Virginia

Best Cooperative Advertising Program

Gourmet Magazine

Best Niche Advertising Promotion

Gods and Generals

Jamestown 1607

FOUR PHASES OF SUCCESS

Phase I – Pique interest of Jamestown to Primary Audience

- January 1 – November, 2005



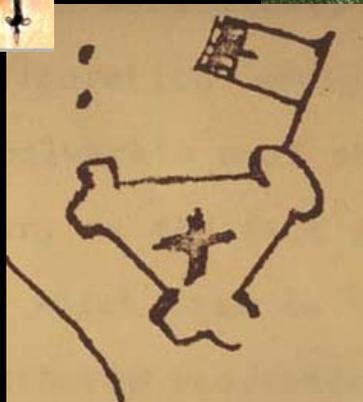
Guaranteed 12% Survival Rate

FOUR PHASES OF SUCCESS

Phase II – Introducing The New World

- Primary, Secondary, Tertiary audiences
- Fall 2005 through 2006

Comes by the Grace of God etc. Whereas
Loving and well disposed Subjects Sir Thomas Gates and Sir George
Somers Knight Sir Richard Hooker Clerk Proctor of the
and Edward Maria Wingfield Thomas Mannock and Raleigh
Giles of the Virginia Company and George Popham Gent and
Others of Our Loving Majesty have been hitherto
into in that we would double unto them our selves to
make habitation Plantations and to be a Colony of
Sundry of Our people into that part of America commonly
called Virginia and other parts and territories in America
either Appertaining unto us or which are not now actually
Possessed by any Christian Prince or people virtuous and
and being all along the Sea Coast between four and thirty
Degrees of Northern Latitude from the Equinoctial line and



Virginia is for Lovers 


Jamestown
VIRGINIA 1607-2007

FOUR PHASES OF SUCCESS

Phase III – All Aboard Jamestown

- All Audiences
- Year-long 2006
- Tie-in with Promotional Sail
- Fully integrated campaign marketing special events, promotions



FOUR PHASES OF SUCCESS

Phase IV – Many Nations: One Commemoration

- Full marketing blitz centered on signature and community events
- Year-long 2007



Virginia is for Lovers 


Jamestown
VIRGINIA 1907-2007

PUBLIC RELATIONS MESSAGES

Survival

Free Enterprise

Democracy

Race Relations

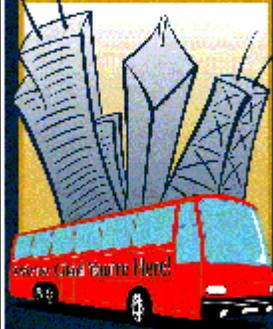
Jamestown 1607

EVENT MARKETING

SALES & MARKETING

MARKET YOUR
Place at

AMERICAN BUS
ASSOCIATION
MARKETPLACE
2005

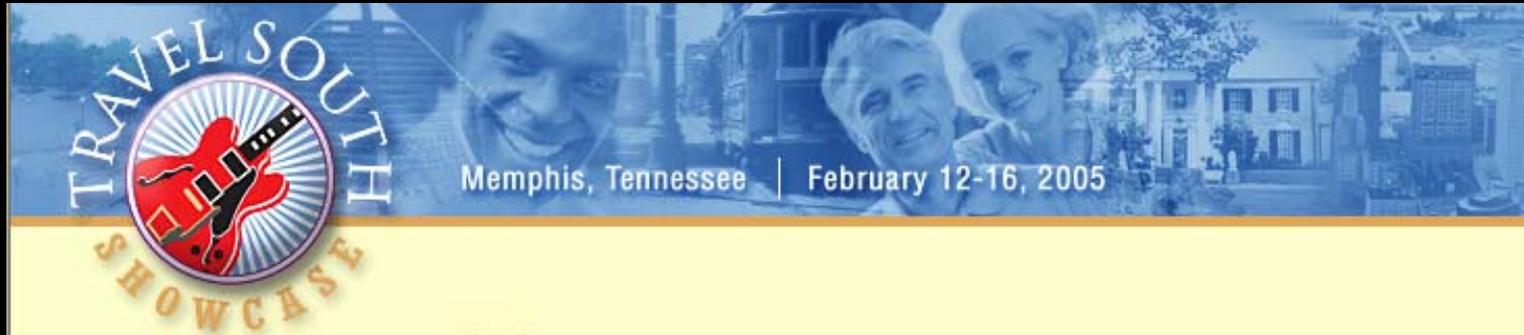


CHICAGO
ILLINOIS
FEBRUARY 4-9

MARKETPLACE 2005 CHICAGO
FEB 4-9
2005
AMERICAN BUS ASSOCIATION

- ◆ 3000 Audience
- ◆ 49 Virginia partners

SALES & MARKETING



- ◆ 600 Audience
- ◆ 23 Virginia partners

VIRGINIA TRAVEL GUIDE

JAMESTOWN

FOUNDED IN 1607. CELEBRATED IN 2007.

HISTORY OF JAMESTOWN

December 1606. The *Susan Constant*, *Godspeed* and *Discovery* depart England under the leadership of Capt. Christopher Newport.

April 1607. The three ships reach the Virginia coast.

May 13, 1607. Crew arrives at Jamestown Island.

Summer 1607. Disease and starvation nearly destroys the colony. Capt. John Smith, with help from Powhatan tribes, preserves the colony.

Winter of 1609-1610. Only 100 of 300 colonists survive the "starving time."

1619. Elected burgesses gather for the first time, marking the beginning of representative government in the western hemisphere. For 92 years, Jamestown reigns as capital of Virginia.

1676. Nathaniel Bacon leads a group of backcountry settlers in an uprising against Governor William Berkeley. Outraged over what they see as the government's weak response to Indian attacks on their farms, Bacon's militia burns the town. Bacon is killed, but Jamestown never recovers.

1698. The Statehouse at Jamestown burns, and in 1698 the colony's government moves Williamsburg.

Visit www.1607jamestown.org to see if you can survive Jamestown!



Jamestown Settlements re-created Colonial fort.

JAMESTOWN HAS BIG PLANS FOR 2007, BUT THERE'S PLENTY TO SEE NOW.

Jamestown 2007 promises to be the celebration of the century. The event marks the 400th anniversary of America's first permanent English colony, and organizers are planning a commemoration high in style and wide in scope.

Spanning two years, from May 2006 to February 2008, and involving dozens of cities and communities, Jamestown 2007 is distinguished by a stellar line-up of commemorative events, including:

- A new replica of the *Godspeed*, one of the three

English ships that sailed to Jamestown.

- A forum on 400 years of contributions by African Americans, who first landed at Jamestown in 1619.

- The "World of 1607" museum exhibit at Jamestown Settlement.

- "America's Anniversary Week" will commemorate the historic arrival of the Jamestown colonists on May 13, 1607.

Throughout the Commonwealth, cities and sites are sprucing up. Nowhere is this more apparent, than at Historic Jamestowne and Jamestown Settlement.



Jamestown 1607

ELECTRONIC MARKETING



Stories
of a nation
SURVIVING JAMESTOWN

WWW.JAMESTOWN1607.ORG

Virginia is for Lovers ™

SIGN UP TO PLAY | PLAY INTRO AGAIN

POTENTIAL MUTINY

YOU ARE BARELY BEYOND THE COAST OF EUROPE AND ONE OF THE PASSENGERS, JOHN SMITH, APPEARS TO BE PLOTTING A MUTINY.

WHAT SHOULD BE DONE?

- TURN TO THE CLOSEST LAND AND DROP OFF THE TROUBLESOME SMITH
- LOCK UP SMITH FOR THE REST OF THE VOYAGE
- LET SMITH JOIN IN YOUR DECISION-MAKING TO KEEP PEACE ON THE SHIP

Stories of a nation
SURVIVING JAMESTOWN

WWW.JAMESTOWN1607.ORG

E MARKETING

Shop@AOL Our Guarantee Search Shop@AOL

Greetings Powered by american greetings.com

online greetings create & print music scene my page MEMBERS platinum club

Thursday, July 12

Welcome! Take advantage of these special offers.

1. Select your offer(s), complete all required fields, then click "Submit".
2. Otherwise, click "No Thanks"

Rated Best ISP
by PC World 7/01

Get a FREE* month of Internet access when you sign up for AT&T Worldnet Service. Faster log-ons and fewer disconnects mean you can connect to the Internet when YOU want to. Download music and video, send emails, chat and more with the service rated "Best ISP" by PC World.** [More Info](#)

FREE DEBT CONSOLIDATION

It's Not A Loan - It's A Solution (sm). Consolidate your unsecured debt into one simple low monthly payment. Reduce your interest charges by up to 50%. No credit check! Free analysis. [More Info](#)

Real SOLUTIONS
For Your Best Body

Get America's Most Talked-About, Fastest Growing Supplement, Training, and Nutrition e-Newsletter. Stay on top of the latest cutting-edge trends in supplements, training, and nutrition! We cut straight through the confusing and oftentimes conflicting messages out there to bring you the most accurate, up-to-date, and straight

Get FREE CDs
with membership

Get 12 CDs for the price of 1. Get 12 CDs for the price of 1, nothing more to buy, ever! Simply Join BMG Music Service & you can choose your FREE CDs from over 12,000 titles. This incredible deal is as simple as it sounds. No tricks, no gimmicks, no kidding. It's RISK 100% FREE [More Info](#)

Virginia is for Lovers

Make the most of your next vacation! Discover why Virginia is for lovers of history, dining, mountains, festivals, golf family fun. Valid in MD, NC, NJ, NY, PA, SC, TN, DE, WV, OH, CT, D.C. [More Info](#)

Email

NO THANKS SUBMIT

You must be 13 or older to participate in these promotions.



Make the most of your next vacation!

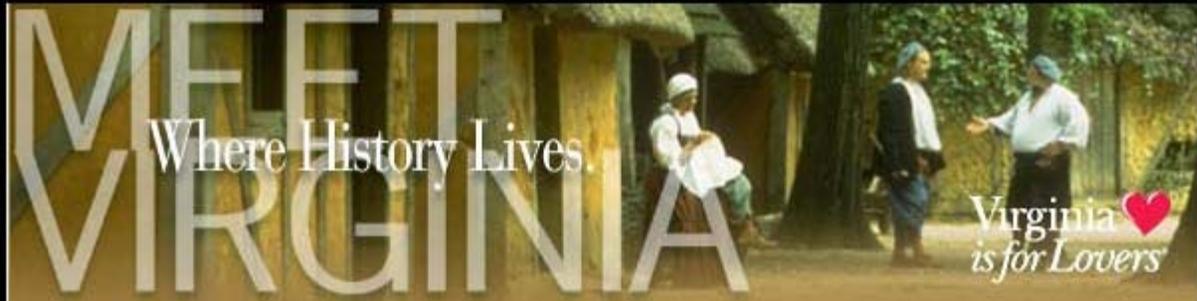
Discover why Virginia is for lovers of history, beaches, fine dining, mountains, festivals, golf the great outdoors and family fun. Valid in MD, NC, NJ, NY, PA, SC, TN, DE, WV, OH, CT, D.C.

[More Info](#)



1) CONSUMERS CHOOSE AD

Jamestown VIRGINIA 1607 - 2007



Virginia's past is actually the beginning of the nation's history, starting in 1607 at the first permanent English settlement at Jamestown through the last major battle of the Revolutionary War at Yorktown. From pre-Revolutionary times through the Civil War up to the present, Virginia provides a living history of this nation.



■ See 400 Years of History and SAVE on Dining, Lodging And More In The Historic Richmond Region!

Experience four centuries of Virginia history! Follow the James River from Yorktown or Jamestown to Richmond, and save! Your Richmond Region Rewards Card entitles you to great discounts throughout the Historic Richmond Region.



■ Dinosaurs were only the first giants to leave their tracks in our soil.

George Washington. Lee & Grant. Daniel Boone. Baseball Hall of Famer Eppa Rixey. Stroll back in time among historic homes and Civil War Battlefields. Discover art, antiques and more in Culpeper. Get our FREE brochure & occasional e-mails.

Links

[The History and Heritage Attractions of Virginia by region, city and locality](#)

[History and Heritage Event Listings by date and location](#)

[Historic Jamestowne](#)

[Jamestown Discovery Trail](#)

[Jamestown Settlement and Yorktown Victory Center](#)

[Yorktown Battlefield](#)

Featured Partner



A good place to start is to start permanent at [Historic](#) in re-discovering one of the most historically significant sites in English North America at the James Fort excavation.

3) JAMESTOWN/HISTORY EMAIL SENT

[Sully Historic Site in Chantilly - The Mystery of the Federal Period: The Colonial Period](#)





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Zoom in

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Search catalog:

go

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Choose how you look at pages.

- Thumbnail View / Original View
- Zoom In / Zoom Out

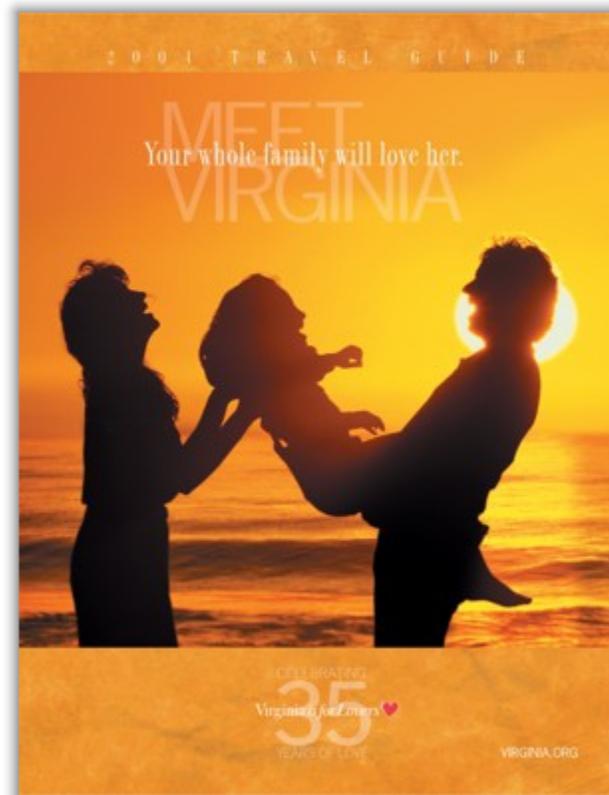
To browse our eBrochure:

- o Click on the page numbers at the top navigation bar.
- o Click "Back" or "Next" on the left navigation bar.
- o Move the slider bar at the top to the page numbers you want.
- o Click the lower corners of any eBrochure page.
- o Type what you're looking for into our "search eBrochure" box at left.

Mark what you like!

- Use our iFlags in the upper right corner to mark any items or pages you like so that you can go back to them later.
- o Just click on the yellow sticky notes while you're on the page you want to flag.
 - o You can remove the flag later by dragging it to the trash can.

- Small view for dial-up users
- Large view for broadband users



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4) CONSUMER READS/ACTS UPON eTRAVEL GUIDE

E-MARKETING STATS ...

Jamestown – www.Jamestown1607.org 1st month of activity

2500+ signed-up to play the game

44,000 page views

6800+ referred to Jamestown websites (www.Historyisfun.org,
www.apva.org, www.historicJamestowne.org)

Keyword and Adword placement (Overture and Google)

1.15 million impressions of Jamestown1607.org

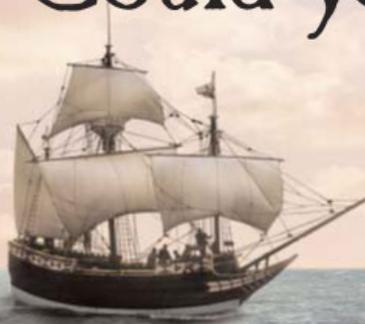
Jamestown 1607

ADVERTISING

Jamestown 1607

OUTDOOR

Could you have survived?



Find out. Visit Jamestown1607.org.

Jamestown 1607

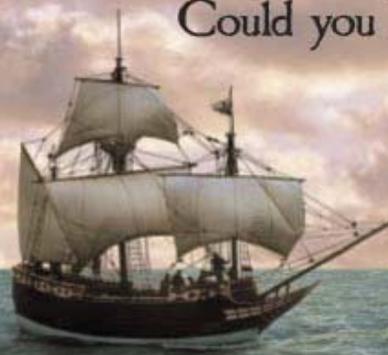
OUTDOOR

PRINT

Join the quest
to establish
a New World.

Guaranteed 12% survival rate.

Could you have survived?



Find out. Visit Jamestown1607.org.

Jamestown 1607

OUTDOOR

PRINT

RADIO 

Jamestown 1607

OUTDOOR

PRINT

RADIO

TELEVISION



Virginia is for Lovers ™



IN THEATERS NOW!



2003 ECONOMIC CONTRIBUTION

\$15.2 billion (direct & indirect)

- ◆ Up 5.2% from 2002
- ◆ 5.1% of GSP

281,000 jobs (direct)

- ◆ Up 6.3% from 2002
- ◆ 7.9% of total employment

\$10.0 billion in labor income

- ◆ Up 9.4% from 2002
- ◆ Full-time equivalency jobs

\$2.0 billion in state and local taxes

- ◆ Up 8.9% from 2002

Virginia 
is for Lovers™