

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



Virginia is for Lovers 

Tourism is Big Business

Canada – \$122.7 million

Overseas – \$1.3 billion

WASHINGTON, DC
MARYLAND
VIRGINIA

CAPITAL REGION USA

Virginia is for Lovers 

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

Virginia is for Lovers 

VTC Accomplishments

6 million unique users
of Virginia.org

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



Virginia is for Lovers 

VTC Accomplishments

Largest promotion in state history

40 Trips in 40 weeks

170,000 entries



Virginia is for Lovers 

VTC Accomplishments

\$3 million in earned media

USA Today

Today Show

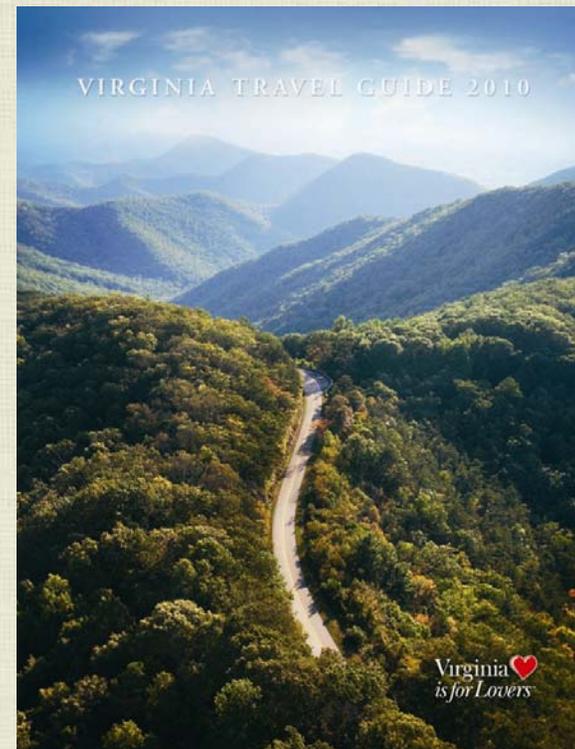
NY Times

Washington Post

Wall Street Journal

VTC Accomplishments

Acquired
\$6 million in
outside grants
for industry
partners



Virginia is for Lovers 

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

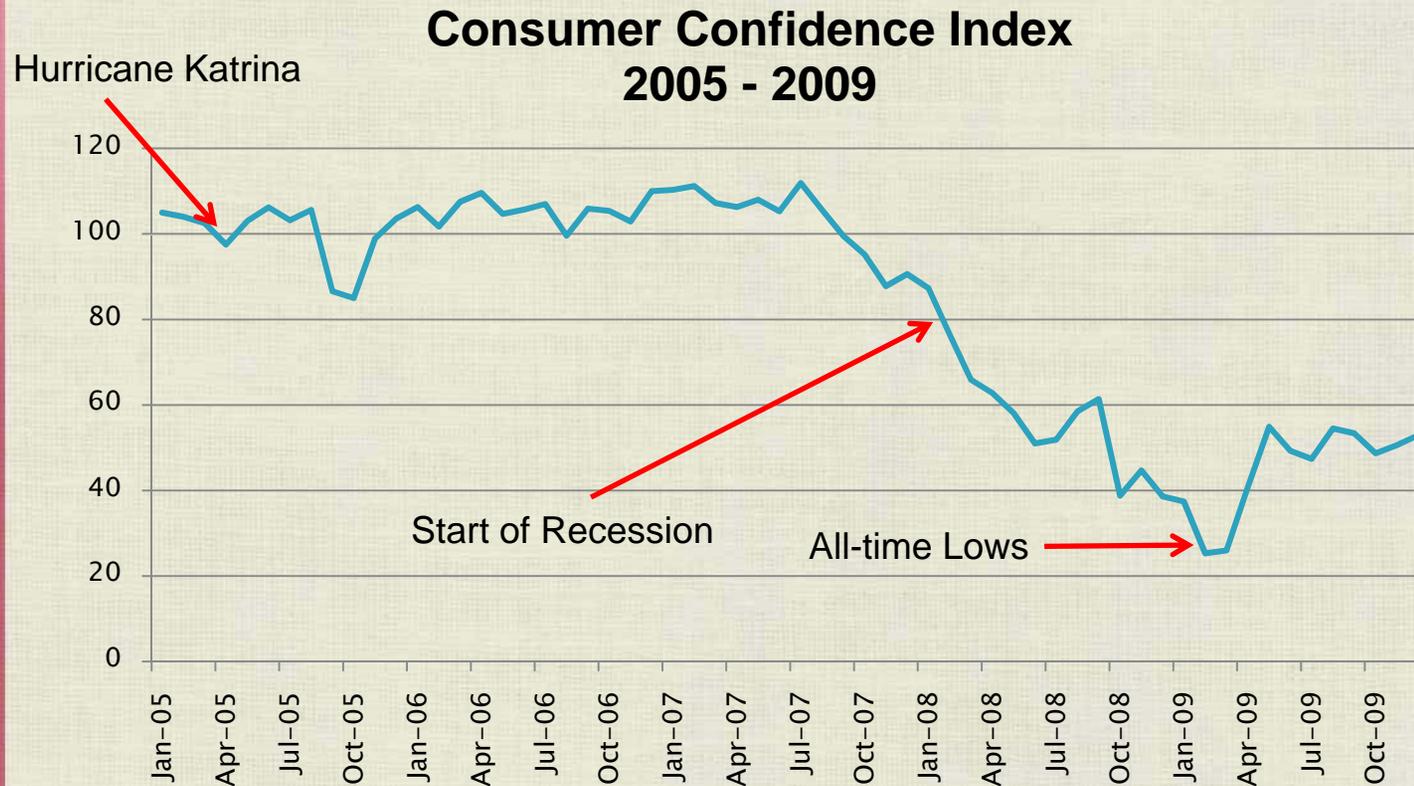
Five major film projects:

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

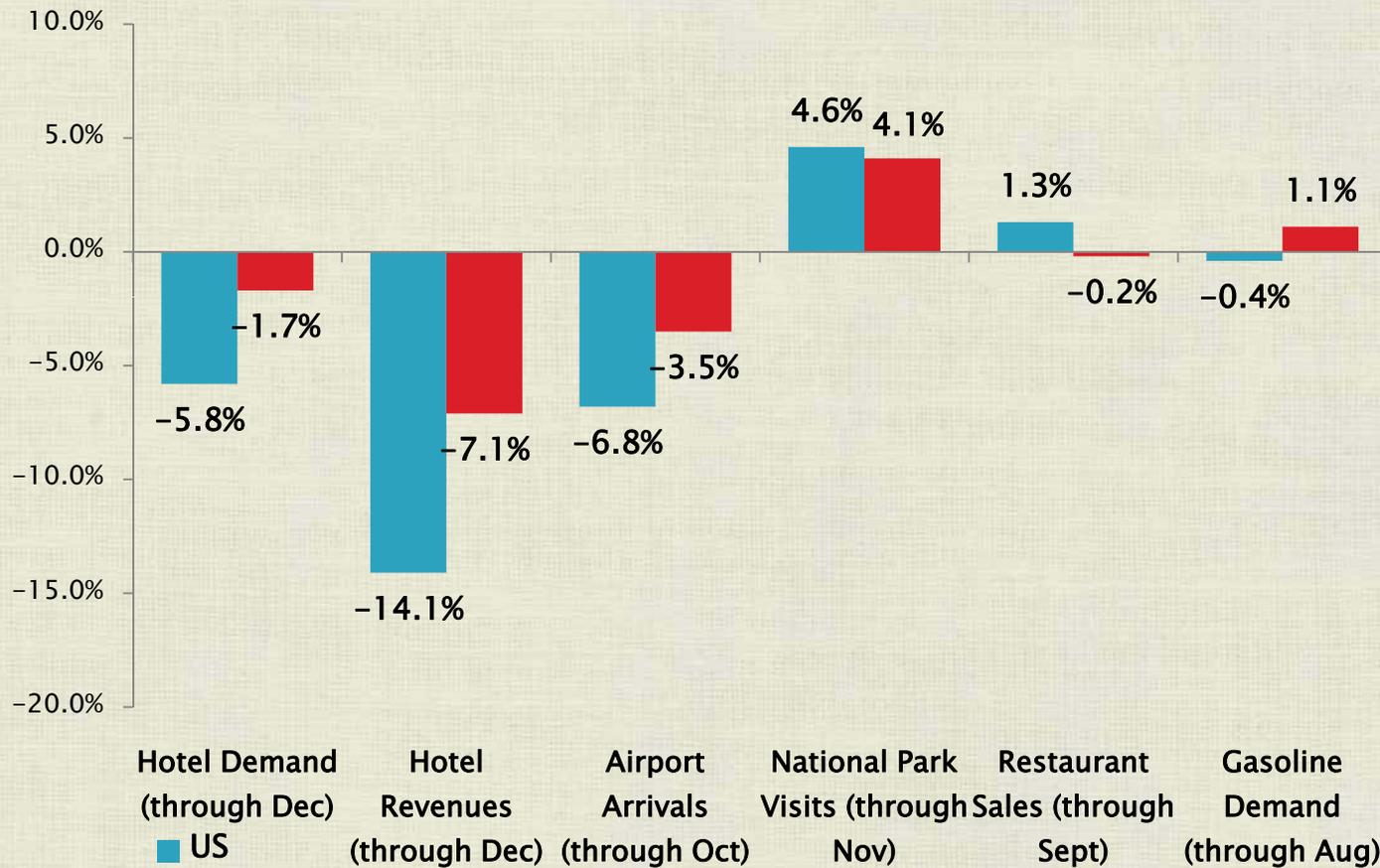
5:1 *R.O.I.*

State of the National Economy



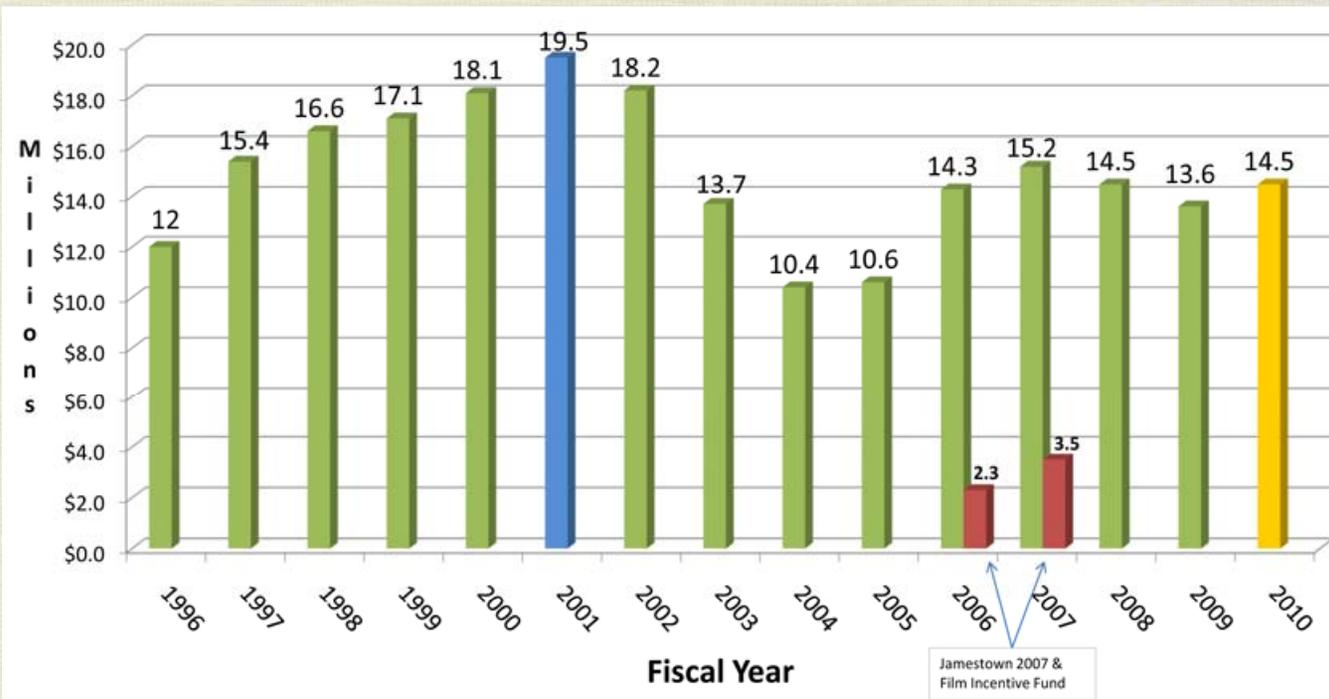
Virginia is for Lovers

Virginia vs. National Travel Trends



Virginia is for Lovers 

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



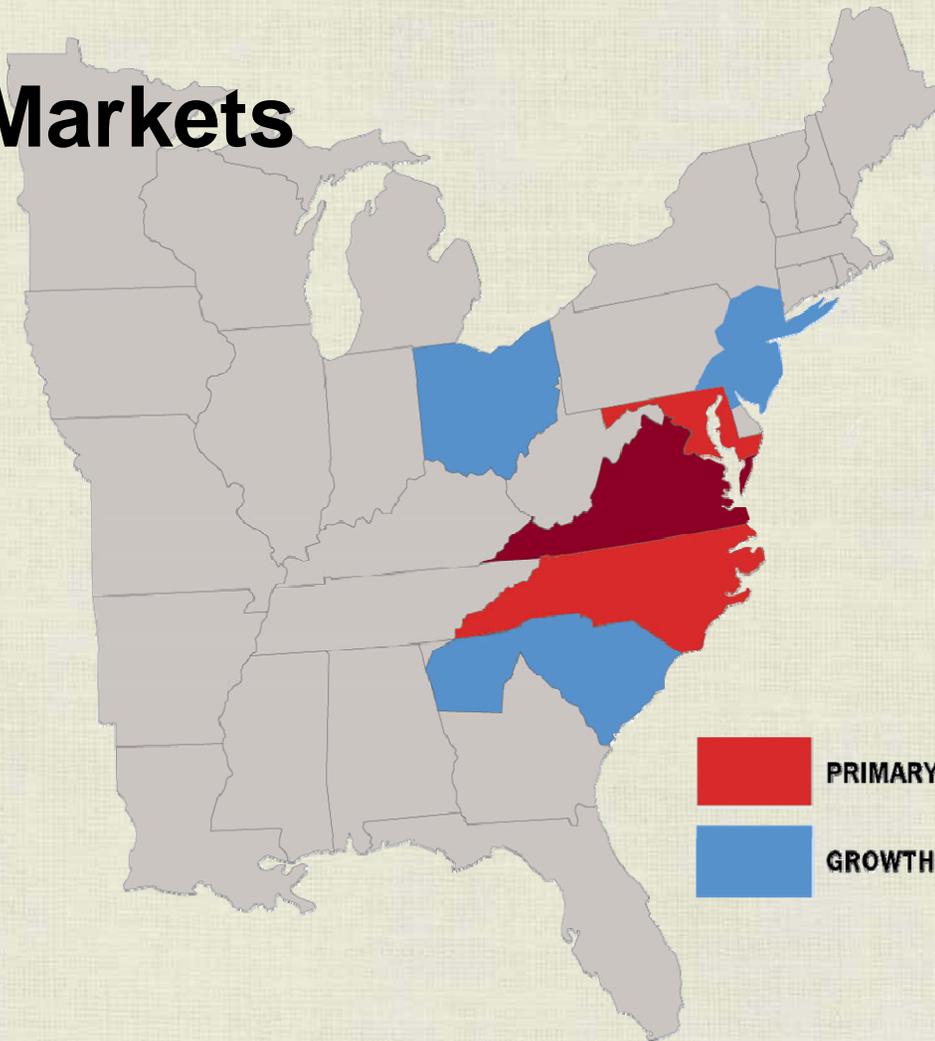
Virginia is for Lovers 

U.S. Markets



Virginia is for Lovers 

U.S. Markets



PRIMARY
GROWTH

Virginia is for Lovers ❤️

Ads



It's at the heart of every Virginia vacation.

Virginia  *is for Lovers* Virginia.org

Virginia is for Lovers 

Ads



Virginia  is for Lovers

Ads



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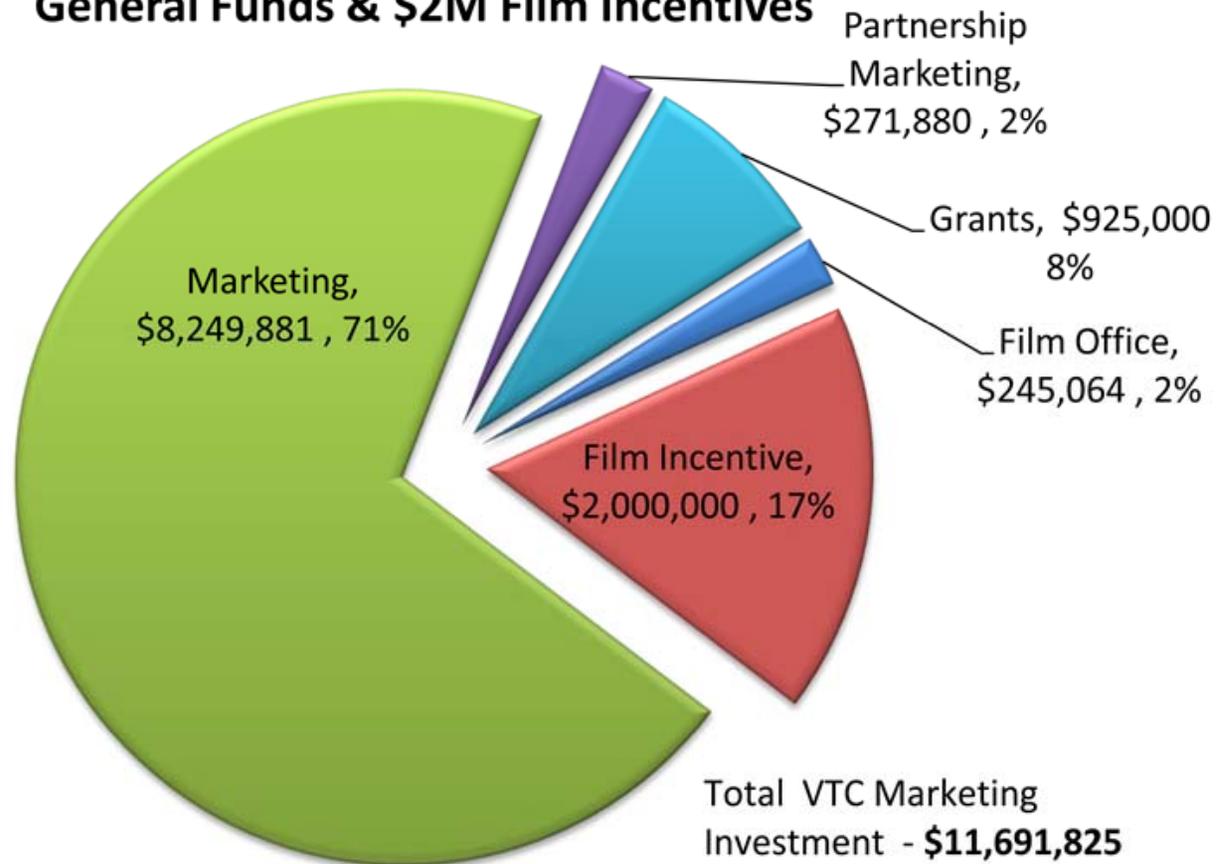
Ads



Virginia  is for Lovers 



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



Virginia is for Lovers 

TOURISM & FILM

**generate
instant revenue**