

**TOURISM:
instant revenue
generator**



**An investment
in tourism advertising
produces a return
within 12 months**

- 76% of tourists visit Virginia within 3 months



TOURISTS come, spend and leave

- Tourists spend \$18.7 billion in VA annually
- \$1.2 billion in state and local taxes



For **every \$1** VTC spent on advertising,
it **generated \$5** in state and local taxes
in the same year

5:1



VTC leverages its marketing funds with the private sector to be able to compete



VTC Marketing *drives* consumers to virginia.org

6 million unique visitors per year
featuring 9,000 industry partners



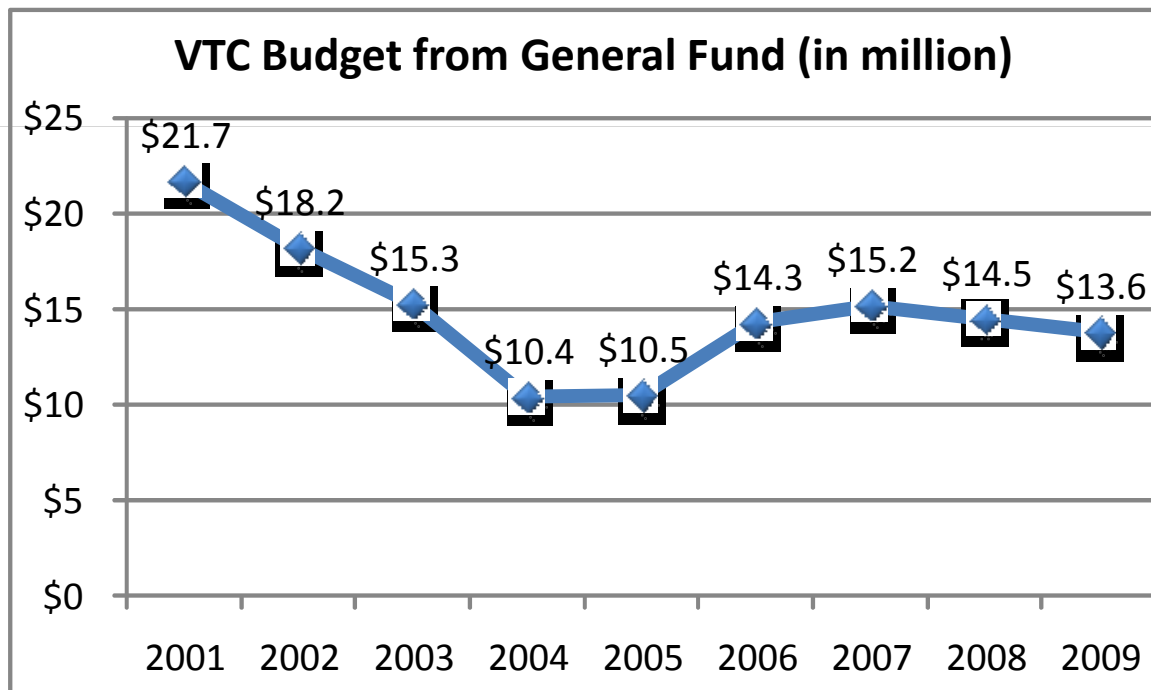
TOURISTS visit a destination

97% of VA Tourism industry is comprised of small businesses

60% have an annual marketing budget of \$25K or less



The Cost of Cuts



Specific impact to VTC marketing

Out-of-state TV Advertising: 100% eliminated

Marketing Leverage Fund: 50% Reduction

Public Relations: In-state DC & NY only

Welcome Centers: Non-Staffed 2 days/week

Lost 10 major film projects to other states for
a net loss of \$356 million

40% reduction to reach travelers



TRAVEL IN A RECESSION

are people still traveling?

yes!

Shorter Trips

Closer to Home

Value Oriented



Virginia's Strategic Advantages:

- Proximity - within 1 days drive of 60% of US population
- Product - high quality diverse product excellent value
- VIFL Brand Equity - 40 years celebrating one of the world's most recognizable tourism slogans: **Virginia Is for Lovers**

Virginia 
is for Lovers®



Incremental Revenue Opportunities

Washington D.C.

- Population
- Higher disposable income
- #1 Market for Virginia
- More trips per capita than any other out-of-state market

Virginia Markets

- Encourage Virginians to see Virginia first



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