

Virginia 
is for Lovers[®]

Virginia is for Lovers

Love is at the heart of every Virginia vacation



More people, staying longer, spending more money





- ❖ **\$20.4 billion in visitor spending**
- ❖ **207,000 travel-related jobs**
- ❖ **\$1.3 billion in state and local taxes**

Tourists Spend \$55 Million a Day in VA



Tourism Provides Instant Revenue

5:1 ROI within 18 months of investment



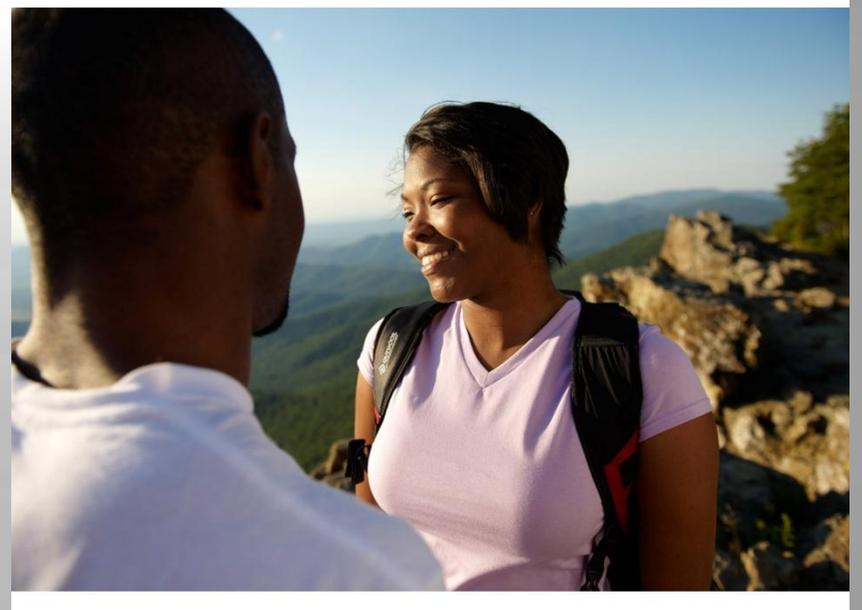
Tourism Helps Small Business



Stronger Communities = Stronger Virginia

- ❖ Expenditures
- ❖ Jobs
- ❖ Revenue
- ❖ Quality of Life
- ❖ Pride





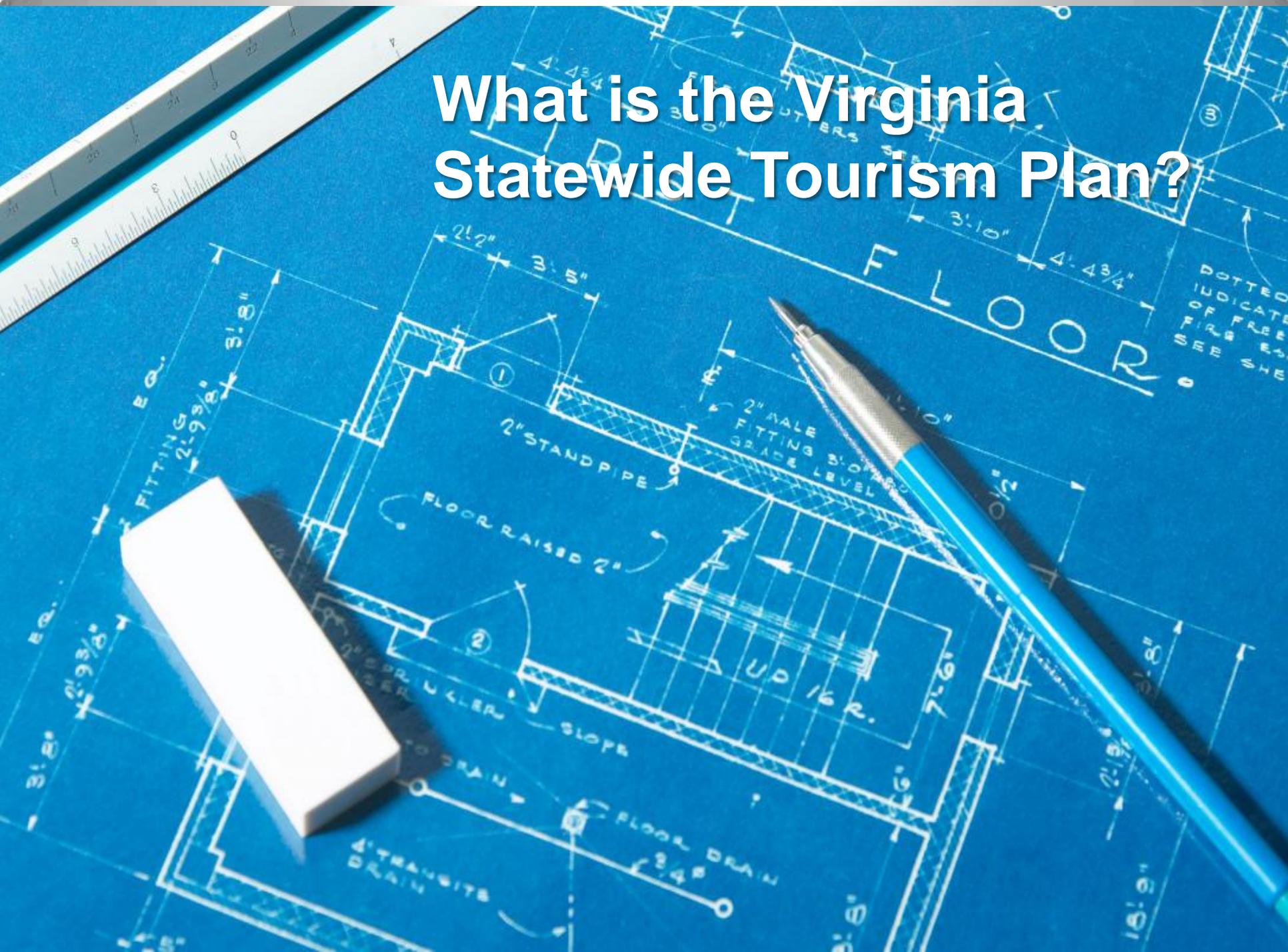
PricewaterhouseCoopers LLP

Virginia State Tourism Plan

Virginia Tourism Corporation



What is the Virginia Statewide Tourism Plan?





Key Findings

Authenticity

Connectivity

Visitor Experience

The Five P's

- ❖ Products
- ❖ Pillars
- ❖ Partnerships
- ❖ Promotions
- ❖ Policies



Plan components

- ❖ State
- ❖ Regional
- ❖ Appendix
- ❖ www.vatc.org/stp



Virginia Main Streets



Products: Town and City Centers



Visitor experiences in Virginia Town and City Centers are improved to create attractive destinations

Strategy Number One



**Develop and enhance outdoor experiences
in the town or city center**

Develop and enhance outdoor experiences in the town or city center

- ❖ Develop and improve outdoor elements such as green spaces
- ❖ Connect outdoor trails to downtown
- ❖ Establish beautification programs
- ❖ Incorporate family-friendly and pet-friendly features
- ❖ Embrace opportunities where the downtown can be a gateway to outdoor experiences

Additional Town and City Center Strategies

- ❖ Enhance town/city center areas through development of the arts
- ❖ Establish and uphold guidelines for town/city center redevelopment
- ❖ Take steps to align with standards of the Virginia Main Street Program and National Main Street Program
- ❖ Encourage development of enterprises that enhance and balance the town/city center's current offerings and increase vibrancy
- ❖ Develop transportation that allows for enhanced connectivity within and to the town/city center

Nature & Outdoor Recreation



Visitor experiences are further developed which highlight Virginia's natural beauty and natural assets

Nature and Outdoor Strategies

- ❖ Develop, maintain, and expand outdoor trails and water trails
- ❖ Continue to develop and enhance outdoor experiences at parks, forests, recreation areas, nature areas, and preserves
- ❖ Leverage Virginia's waterfront areas
- ❖ Seek and maintain designations for National Scenic Byways and the Virginia Scenic Byways and Scenic Drives
- ❖ Develop and enhance accommodations related to outdoor experiences

Additional Product Areas

- ❖ History & Heritage
- ❖ Meetings
- ❖ Sports
- ❖ Culinary
- ❖ Arts & Music
- ❖ Industry
- ❖ Commercial Attractions
- ❖ Events



State and Regional Recommendations



www.vatc.org/stp

Shenandoah Valley Regional STP Section

Products (continued)

Towns/City Centers

<i>Town/City Centers Objective: Visitor experiences in town/city centers are improved to create attractive destinations</i>			
<i>Strategy</i>	<i>Priority/Timing</i>	<i>Strategy</i>	<i>Priority/Timing</i>
Develop and enhance outdoor experiences in the town or city center	●	Take steps to align with standards of the Virginia Main Street Program and National Main Street Program	●
Enhance town/city center areas through development of the arts	●	Encourage the development of enterprises that enhance and balance the town/city center's current offerings and increase vibrancy	●
Establish and uphold guidelines for town/city center enhancement and redevelopment	●	Develop transportation that allows for enhanced connectivity within and to the town/city center	●

Additional Regional Actions:

- Leverage nature and recreation opportunities prevalent in the area and tie in these opportunities to the town/city center area. This includes outfitter locations in the downtown area where activity/equipment is visible to visitors.
- Include outdoor demonstrations or sample equipment in the town/city center, which may include a climbing wall or temporary winter activities such as a half pipe or kid-friendly simulated cavern activities
- Ensure works of regional artists are displayed, including those that showcase the Civil War history of the region, various arts and music genres, outdoor features such as caverns, hikers along the

- Appalachian Trail, youth culture in college towns, and iconic representations of the region
- Explore the development of business offerings to further support visitors, which may include the development of upscale hotel supply, outfitters, and unique dining and retail to balance offerings in destinations
- Explore the development of shuttle service from town to outdoor areas for one-way biking, hiking, and paddling trips and trolley service among historic towns
- Leverage US Route 11 as a connector of towns in the region, including Winchester, Staunton, Lexington, Harrisonburg, New Market, Salem, and Roanoke.

Virginia is for Lovers 



Virginia *is for Lovers* 

Virginia 
is for Lovers®