

VIRGINIA IS FOR LOVERS



Virginia is for (Entrepreneurship) Lovers

Spurring Small Business Growth via the
Commonwealth's Tourism Development Plan

Today ... we will discuss:

- Who is the Virginia Tourism Corporation?
- Why tourism is a part of an economic development strategy.
- How can Virginia's tourism industry and communities better compete in today's economy?
- What tools for success are available?



Who is the Virginia Tourism Corporation?

- The Virginia Tourism Corporation, or VTC, is the state agency that is tasked with promoting Virginia to domestic and foreign travelers as a travel destination as well as encourage tourism development initiatives.
- We offer a number of cooperative advertising and marketing opportunities to Virginia's travel industry.
- We offer a number of tourism business assistance programs.
- Such programs are vitally important because we know that **over 70%** of our travel industry partners have marketing budgets of **\$10,000 or less**.



Economic Impact of Travel in Virginia

- Travel expenditures of **\$21.2 billion** (2012)
- Support of **210,000** jobs
- Generates **\$1.36 billion** in state & local taxes

Tourism = **Instant Revenue**

For Virginia communities

58

Visitors spend **\$58 million** daily

Tourism in Virginia – CEO Perspective

Tourism in Virginia – CEO Perspective



Tourists spend **\$58 million** daily

To Maintain and Grow the \$58 Million Daily

- How do we better **compete**?
- How do we **rise above** our competition?
- What does it take to **fully capitalize** on tourism?
- How can we **best assist** our tourism industry?

Marketing is vital and must be **ongoing**....

But today, **product development** is now
leading tourism growth
and **entrepreneurship** is key to that growth

What tools and strategies do we have to **grow tourism** in Virginia?





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- PricewaterhouseCoopers (PwC)
- More than 1,300 Virginia tourism industry stakeholders
- PwC research on Virginia visitors and prospective visitors, travel trends, economic trends and Virginia's competitors.





There are **three core tenets** that unite all recommendations and priorities offered in DRIVE Tourism:

Authenticity – Maintain character and personality and create new development in a sustainable manner

Connectivity – Develop new experiences to complement existing products

Visitor Experience – Focus on the complete visitor experience by developing diverse product offerings extending traditional visitor seasons



What the DRIVE Tourism is ...

A **Blueprint** – and an **Idea Bank** – to make Virginia more competitive over the next five years

It focuses on **product development** and how to **leverage** Virginia's tourism resources, increase the power of **partnerships** and develop new visitor experiences – from both existing and future tourism assets



What the DRIVE Tourism is not ...

Not a **marketing plan** filled with advertising strategies

Not **just locally focused**. Although the STP can be used as a framework for localities, the focus is an assessment of the overall state and regional tourism needs

Five Competitive Factors



PRODUCTS – businesses and attractions representing the visitor experience

PILLARS – the supporting elements (transportation infrastructure, wayfinding, workforce training) that serve to support tourism growth

PARTNERSHIPS – cooperation, coordination and collaboration among tourism stakeholders, government, private sector and industry organizations

PROMOTIONS – strategic messaging to industry partners and prospective visitors implemented to increase tourism, economic development and industry support

POLICIES – programs, legislation and funding which support tourism

Getting the DRIVE Tourism Word Out



Virginia Tourism Corporation (VTC) works with local tourism offices to bring together 15-25 local stakeholders to build an actionable five-year product development plan

Together VTC and the locality office hosts **three workshops** developed to put the Statewide and Regional Tourism Plans to work for their destination

Timeline: *6-9 months* depending on the community involved

DRIVE Tourism Workshop A



The first workshop focuses on where the community is now, and engages the participants in using the State and Regional sections of the STP. Three exercises:

1. IDEA BANK
2. How to develop visitor experiences with a Hub & Spoke design utilizing their regional **PRIMARY** and **SECONDARY** Product Themes



Town/City Center



Culinary



Arts & Music



Nature & Outdoor Rec



Meetings



History & Heritage



Sports



Commercial Attraction



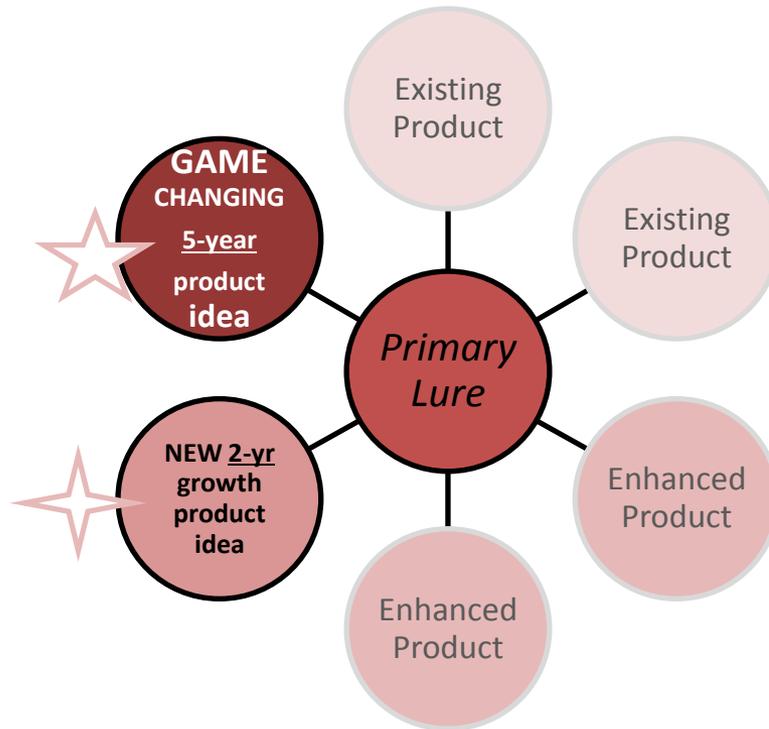
Industry



Events

3. How to engage the STP's FIVE Ps into a tourism platform:

DRIVE Tourism Workshop B



* Informed and smart development to stay competitive

DRIVE Tourism Workshop C

VTC helps the locality create their actionable development plans for:



ENHANCED PRODUCT – Identify necessary steps to successfully launch a **New product**

NEW 2-YR GROWTH PRODUCT IDEA – Identify necessary steps to successfully launch new product **Top 2-yr idea**

GAME CHANGING 5-YR PRODUCT IDEA – identify action times under each of the 5Ps that need accomplishing to achieve the **Top 5-yr idea**

How is VTC assisting entrepreneurs?



- **Tourism Product Development**
- **Entrepreneur/Business Assistance**
- **Funding Assistance**
- **Marketing Assistance**



Sandra Tanner

Tourism Development Specialist
Virginia Tourism Corporation

Entrepreneurship Tied to Regional Strategies

VTC Development Specialists



Virginia 
is for Lovers™



Kitty Barker

parts of Heart of Appalachia & Blue Ridge Highlands
276 730 4652 - kbarker@virginia.org



Randy Rose

parts of Heart of Appalachia, Blue Ridge Highlands & Shenandoah Valley
276 730 4717 - rrose@virginia.org



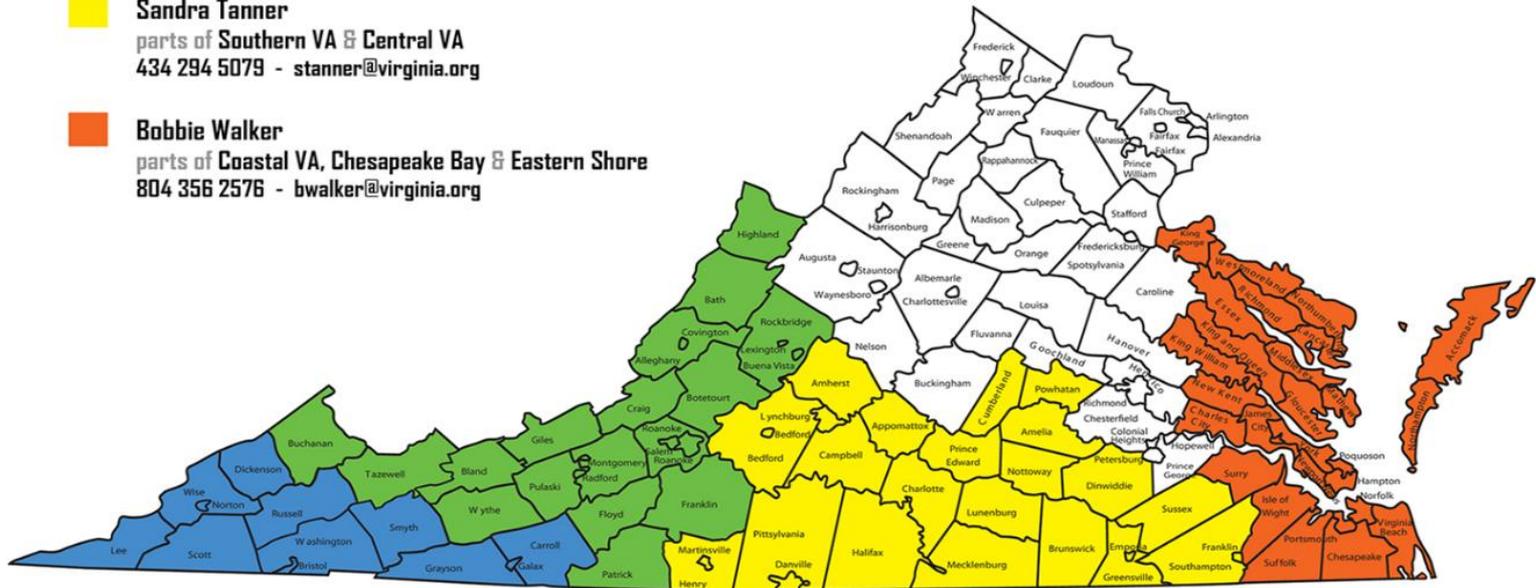
Sandra Tanner

parts of Southern VA & Central VA
434 294 5079 - stanner@virginia.org



Bobbie Walker

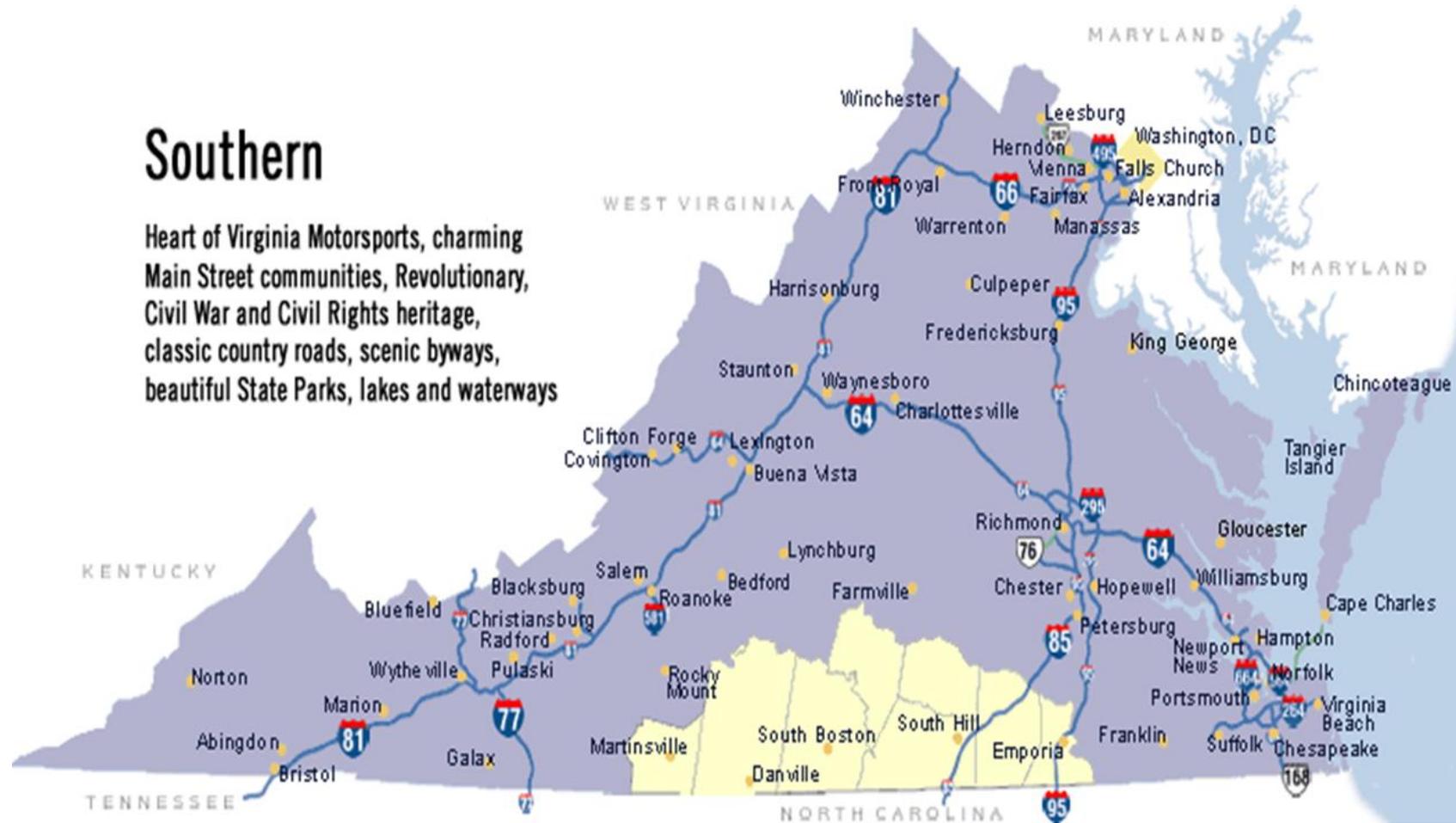
parts of Coastal VA, Chesapeake Bay & Eastern Shore
804 356 2576 - bwalker@virginia.org



Updated Feb 2014

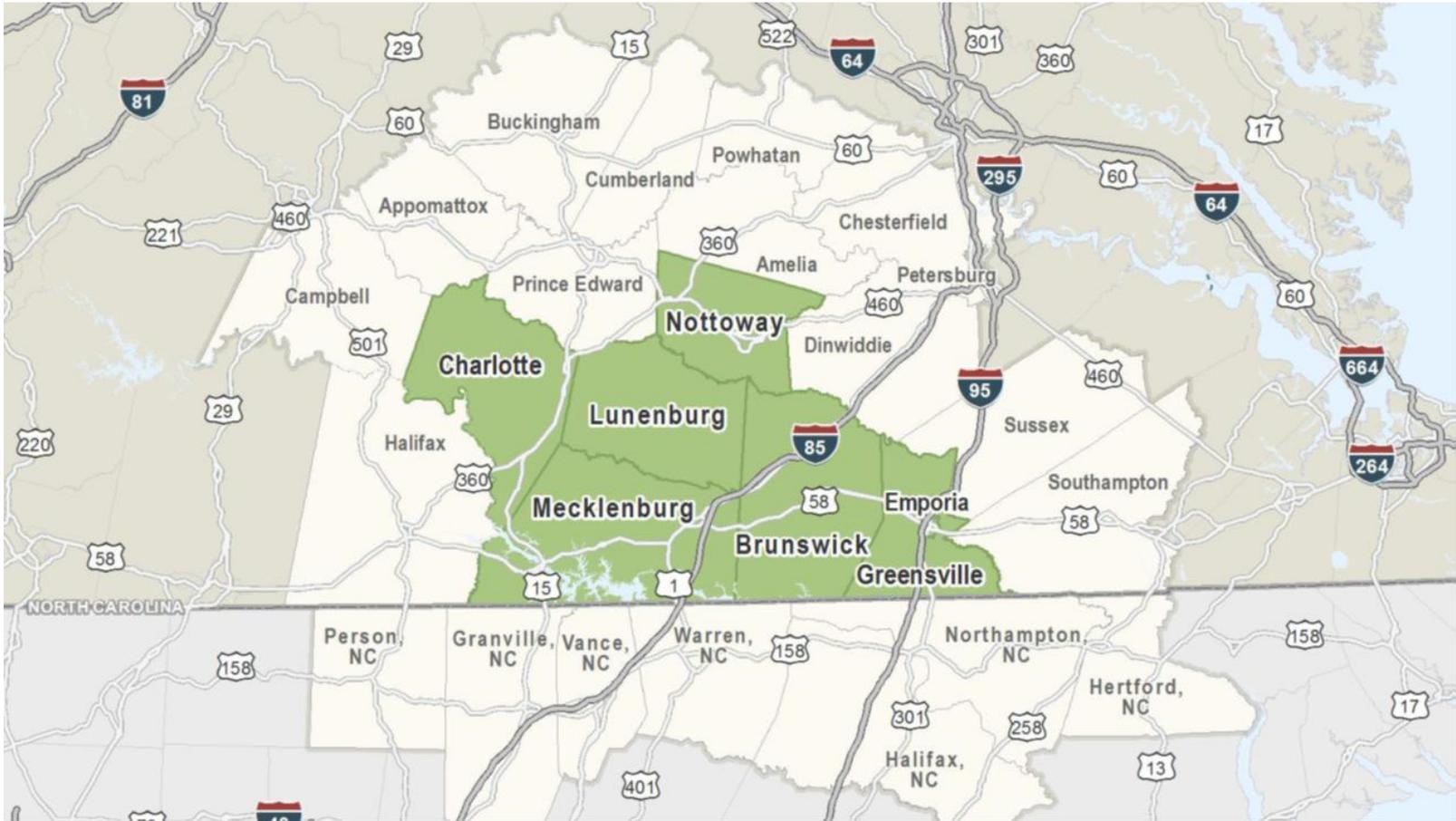
Southern

Heart of Virginia Motorsports, charming Main Street communities, Revolutionary, Civil War and Civil Rights heritage, classic country roads, scenic byways, beautiful State Parks, lakes and waterways



VIRGINIA IS FOR LOVERS

VGA Region



Steps for Economic Restructuring

- Creative Economy Conference
- Identifying Assets and Developing new assets
- Developing strategic plans for Towns and Counties-Downtown Restructuring
- SET planning process-Northern neck and VGA region
- Develop Entrepreneurial Culture

Planning Assistance

- Tourism Assessment Plans
- Strengthening Economies Together-VGA and Northern Neck
- Drive Tourism Workshops



SET Goals

- Industrial Retention and Recruitment
- Workforce Development
- Entrepreneurship-
Developing the Culture
- Tourism Development
and Enhancement
- Downtown
Revitalization



Development Projects

- Tobacco Heritage Trail
- SoVA Wild Blueway Trail/Meherrin River Trail
- Spearhead Trail
- Clinch River Trail



Strategies

- Entrepreneurial Programs
- Specialized workshops
- One on One Counseling and assistance
- Marketing/Social Media Workshops
- Developing Packages and Itineraries



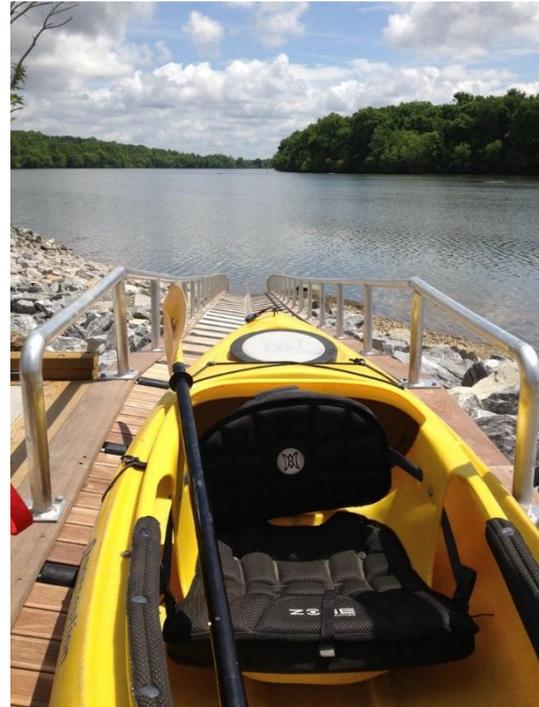
Strategies

- Youth Entrepreneur Programs



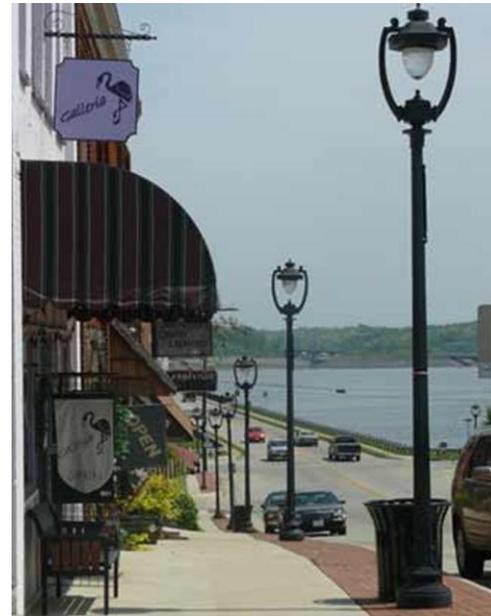
Workshops

- Agritourism
- Food Truck
- Unique Lodging
- Adventure Tourism
- Farmer's Market



Downtown Development

- Technical Assistance
- Workshops for business readiness
- Partnership with Localities
- 2nd Follow up Creative Economy Conference



Partnerships



Tourism Research

VIRGINIA TOURISM CORPORATION Sign up for the Virginia Travel Post | Press | Careers | Contact

Information for Virginia's Travel Industry SEARCH VATC.ORG

[about](#) | [marketing & advertising](#) | [grants](#) | [education & workshops](#) | [research](#) | [tourism essentials](#)

[Home](#) » [Research](#)

RESEARCH

[Economic Impact](#)
[Lodging Reports](#)
[Research Links](#)
[Travel Data and Profiles](#)
[Traveler Attitudes and Trends](#)

Contact Department Staff
[Esa Calvert](#)
Director of Research
(804) 545-5549

Research

VTC's Research Team assists with a wide range of tourism-related data analysis and gathering, including the economic impact of tourism on the state and localities, visitor profiles, market share, consumer trends, and the VTC's advertising and marketing campaigns. The goal of the Research team is to provide detailed and timely information for those in the Commonwealth who are interested in the travel and tourism industry.

Economic Impact

- This page provides detailed information about the economic contribution the travel and tourism industry makes in the Commonwealth and in local communities.
- This page contains a link to a customizable database where you can explore and compare the economic impact of travelers' spending for any locality in Virginia.

Travel Data and Profiles

- This page contains statistics on trip characteristics and travel behavior in Virginia as well as demographics about Virginia's visitors.
- Custom profiles that highlight trip characteristics for segments of travelers are included on this page.
- Recent reports on visitation from Overseas and Canada can also be found here.

Traveler Attitudes and Trends

- This page contains reports on the interests and perceptions of travelers in Virginia's primary and secondary markets as well as summaries of current consumer trends.
- Reports include the quarterly Attitudinal Survey and results of Qualitative Research conducted on the VTC's behalf.

Lodging Reports

- This page includes quarterly and annual reports from Smith Travel Research on lodging supply, demand, occupancy rates, room rates, and room revenue for the state, US, and various pre-defined regions.

Links to Additional Resources

- This page contains links to other state agencies, tourism research suppliers, travel associations, and various other travel research web sites.





TOURISM DEVELOPMENT FINANCING PROGRAM

Tourism Zones

- ① **Virginia Code § 58.1-3851**
- ② **City, Town, or County**
- ③ **Reduction of permit fees, user fees, gross receipts tax**
- ④ **Up to 20 years, renewable**
- ⑤ **Adopted through normal ordinance process**
- ⑥ **Can overlay enterprise zone, cultural and arts districts**

§ 58.1-3851. Creation of local tourism zones.

A. Any city, county, or town may establish, by ordinance, one or more tourism zones. Each locality may grant tax incentives and provide certain regulatory flexibility in a tourism zone.

B. The tax incentives may be provided for up to 20 years and may include, but not be limited to (i) reduction of permit fees, (ii) reduction of user fees, and (iii) reduction of any type of gross receipts tax. The extent and duration of such incentive proposals shall conform to the requirements of the Constitutions of Virginia and of the United States.

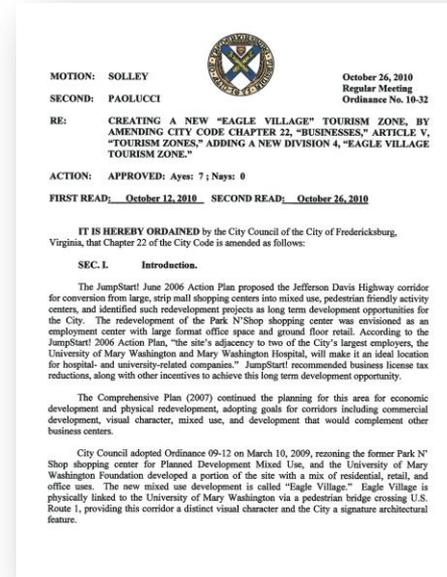
C. The governing body may also provide for regulatory flexibility in such zone that may include, but not be limited to (i) special zoning for the district, (ii) permit process reform, (iii) exemption from ordinances, excluding ordinances or provisions of ordinances adopted pursuant to the requirements of the Chesapeake Bay Preservation Act (§ [62.1-44.15:67](#) et seq.), the Erosion and Sediment Control Law (§ [62.1-44.15:51](#) et seq.), or the Virginia Stormwater Management Act (§ [62.1-44.15:24](#) et seq.), and (iv) any other incentive adopted by ordinance, which shall be binding upon the locality for a period of up to 10 years.

D. The establishment of a tourism zone shall not preclude the area from also being designated as an enterprise zone.

(2006, c. [642](#); 2008, c. [462](#); 2013, cc. [756](#), [793](#).)

TDFP Requirements

- ① Tourism Zone
- ② Tourism Development Plan
- ③ Performance Agreement
- ④ Adoption 
- ⑤ Processing Fee ... \$500
- ⑥ Application ... by VTC
- ⑦ Certification ... by VA State Comptroller



*New Ordinance
Adopting all three*

TDFP Performance Agreement



Minimum of 80% in place, of the total financial package is in

- Term Sheets
- Commitments
- Loan agreement drafts

Agree to match state 1% through locality tax entitlement for the project

Match the 1% of the state tax entitlement – for the sole purpose of paying off 20% gap financing

TDFP Partners

STATE

Quarterly
equal to
1% of the revenue
generated

That 1% is
returned to the
community for
debt service

LOCALITY

Quarterly
equal to
1% of the revenue
generated

That 1% is
returned to the
community for
debt service

DEVELOPER

Quarterly
Developer Access
Fee equal to
1% of the revenue
generated

That 1% is
returned to the
community for
debt service

TDFP Example

\$3 million Projected Annual Hotel Revenues

State ... Contribution of 1%	... \$30,000
Local ... Contribution of 1%	... \$30,000
Developer ... 'Access Fee' 1%	... \$30,000

\$90,000 must be used to pay down debt – the gap

VTC Marketing Leverage Program

- Matching grant program
- A minimum of three, Virginia financial partners
- Leverage existing marketing dollars
- Develop a marketing plan based upon research
- Must be measurable
- Reimbursable

0414-053-MLP : Buckingham Backroads Tours	
Status: For Review	
Date Created: April 16, 2014 10:02 AM	
Date Modified: May 21, 2014 5:22 PM	
Date Submitted: May 21, 2014 5:22 PM	
Cover Sheet	
Program Name:	Buckingham Backroads Tours
Lead Partner Name:	Randolph Acres Farm
Summary:	
Buckingham Backroads Tours is a new stay-and-pedal bicycling program in rural Buckingham County. The purpose of the program is to bring visitors to the county for a four-day/three-night package that includes lodging and a guided backroads bicycling tour during the days. Our partners are two bed & breakfasts located in different areas of the county, a farmhouse inn, and an experienced outfitter that has been operating in Buckingham for ten years.	
PLEASE NOTE: THIS IS A FICTITIOUS APPLICATION FOR ILLUSTRATION PURPOSES ONLY. THIS SAMPLE DOES CONTAIN KEY POINTS THAT THE REVIEW TEAMS LIKE TO SEE IN AN APPLICATION. YOUR APPLICATION SHOULD DIFFER BUT SHOULD ANSWER ALL THE FOLLOWING QUESTIONS AS THOROUGHLY AS POSSIBLE.	
Budget of Proposed Program	
Tier Two Leverage Program (\$10,001 - \$50,000)	
Leverage Funds Requested:	\$118,000.00
Partners Matching Funds:	\$36,000.00
Total Budget for Program:	\$54,000.00
Anticipated Date of Completion (Month / Year):	November 2015
If your program is an event, what are the dates?	
Contact Forms	
Program Name:	Buckingham Backroads Tours
Lead Partner Name:	Randolph Acres Farm
Lead Partner Contact Name:	John Randolph
Lead Partner Mailing Address:	Rural Route 1
City:	Shepherds
State:	VA
Zip:	23482
Lead Partner Physical Address:	Rural Route 1
City:	Shepherds
State:	VA
Zip:	23482
Phone:	(434) 000-0000
Fax:	
Email:	randolph@RandolphFarms.com
Website:	www.randolphfarms.com
Federal Employer Identification Number (FEI #):	54-000000
Lead Partner Financial Commitment:	\$5,000.00
Authorized by John Randolph, Farm Manager on April 16, 2014 10:31 AM	

Stay tuned for a new grant program

Matching grant program in partnership with Virginia Main Street and VTC

Similar to the MLP

- A minimum of three, Virginia financial partners
- Leverage existing marketing dollars
- Develop a marketing plan based upon research
- Must be measurable
- Reimbursable
- Early Winter 2015

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IS FOR
LOVE[®]ERS**

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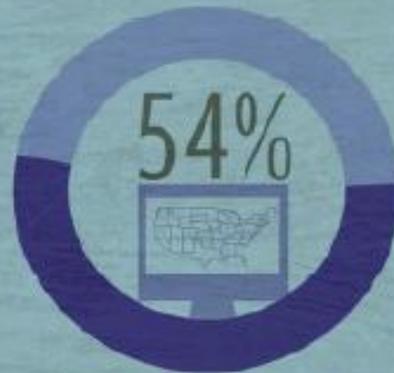
VIRGINIA TRAVELER PROFILE



WHEN PLANNING A TRIP:



USE FAMILY & FRIENDS



USE OFFICIAL
DESTINATION
WEBSITES



USE FULL
SERVICE TRAVEL
WEBSITES

VIRGINIA IS FOR LOVERS

VIRGINIA TRAVELER PROFILE

NEARLY 7 IN 10 STAY IN ONE PLACE . . .



AND TRAVEL
WITHIN THE AREA TO
**MULTIPLE
DESTINATIONS**
WITH DIFFERENT THINGS
TO SEE AND DO



VIRGINIA IS FOR LOVERS

VIRGINIA TRAVELER PROFILE

WHAT THEY WANT IN A LEISURE TRIP:

PLACES I'VE
NEVER BEEN

A PLACE
TO RELAX

NOT
CROWDED

SCENIC
DRIVES

WARM
SUNNY
BEACHES

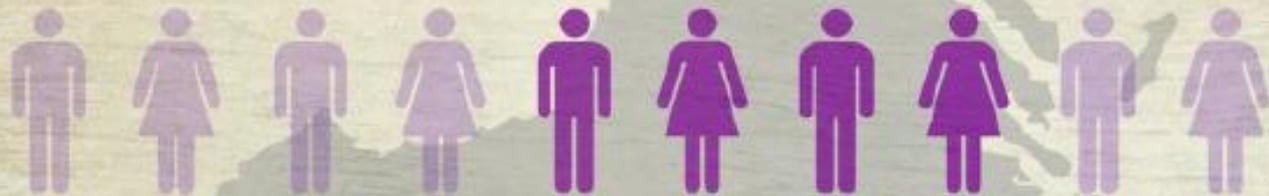
UNIQUE
SMALL
TOWNS



VIRGINIA IS FOR LOVERS

VIRGINIA TRAVELER PROFILE

4 IN 10 ARE FAMILIAR WITH VIRGINIA AS A DESTINATION



1 IN 2 ARE LIKELY TO VISIT VIRGINIA IN THE FUTURE



VIRGINIA IS FOR LOVERS

VIRGINIA TRAVELER PROFILE

RESIDENTS MOST LIKELY TO BE
VERY FAMILIAR WITH VIRGINIA:

1. RALEIGH
2. BALTIMORE
3. WASHINGTON DC
4. PHILADELPHIA

RESIDENTS MOST LIKELY TO HAVE
RECENTLY TRAVELED TO VIRGINIA:

1. RALEIGH
2. WASHINGTON DC
3. BALTIMORE



MARKETS

PRIMARY
MARKETS

OPPORTUNITY
MARKETS



VIRGINIA IS FOR LOVERS

Virginia Target Demographics

- **Primary Spring/Summer:** Young families, Groups of 3+, Age 25-54, (female skew), HHI \$75K+, married w/children age 7-14, educated
- **Primary Fall:** Couples, Adult Groups, Age 25-54 (female skew), HHI \$75K+, married w/children age 7-14, educated
- **Secondary:** Boomers and Millennials who are interested in traveling, beer, wine, culinary and road trips



Virginia Beach, VA

Virginia's LOVE on deck.

A day on the Virginia Beach waves is sure to work up your appetite. So here are a few Virginia coastal must-trys you're sure to love.



Chesapeake Bay Blue Crab Pizza
Garden fresh herbs and tomatoes paired with a six-cheese blend topped with fresh-caught Virginia Blue Crab on a wood stone oven-baked flatbread.

Virginia Oysters 'Rock'
Locally farmed Lynnhaven River Oysters, spinach, Asiago cheese, Virginia bacon, fennel, hollandaise & smoked paprika.



Virginia Beach Rockfish Tacos
Broiled Virginia Striped Bass, slaw, and salsa fresca served on a homemade tortilla.

Get a second helping of coastal love at Virginia.org/culinary

VIRGINIA IS FOR LOVERS



♥ Meadows of Dan, VA

Dirt. Rocks. Mud.
Get on the trail to a vacation you'll love.
Find 17 great outdoor adventures at
Virginia.org/Outside

VIRGINIA IS FOR LOVERS



♥ Treehouse Deck at Pritchard Resort
Massena of Dan, VA

The better the view, the more there is to love.
Plan your trip to the mountains of Virginia at
Virginia.org/GardenandGun

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Approach to VTC Marketing Co-Ops



- Maximize value to partners
- Provide flexible solutions
- Simplify the process
- Drive tangible results

CO-OP OPPORTUNITIES

Virginia is for Lovers

welcome | things to do | events | places to stay | deals & packages | maps

SEARCH VIRGINIA

Theme Parks
Beckoning families every summer with two of the world's most spectacular theme parks.

Waterparks
Bring the camera, sunblock and plenty of laughs for these wild adventures!

NOW IN VIRGINIA

June in Virginia
June is simply spectacular for family fun, not to mention it's Great Outdoors Month. From the mountains to the shore, there's so much to LOVE.

VACATION GIVEAWAY!
Enter to win one of two Virginia is for Lovers vacations. Choose from a family getaway or one made for couples.

EVENTS

EVENT TYPE
Select...

START END
06/1/2014 08/30/2014

REGION
Select...

CITY (OPTIONAL)

VIRGINIA IS FOR LOVERS #LOVEVA

Virginia is for Lovers
428,707 likes · 63,927 talking about this

Liked Follow Message

Tourist Information
Virginia is for Lovers is a brand supported by superior travel products for unmatched vacation experiences. LOVE is at the heart of every Virginia vacation.

About - Suggest an Edit

Photos

Tees & More

#Vis/Lovers Instagram

Old School Virginia

VIRGINIA IS FOR LOVERS

7,806 followers 638 following

Virginia Tourism @VisitVirginia

Sharing Virginia travel inspiration, events & travel deals. Do what you LOVE on a VA vacation & share your experiences with us using #LOVEVA

Virginia
Virginia.org

CO-OP OPPORTUNITIES

RE: Presentation for Bristol x | FW: Quarterly Agency Sum x | virginia peanuts - Google x

← → ↻ https://www.google.com/search?q=virginia+peanuts&rlz=1C1CHF_enUS551

virginia peanuts

Web Shopping Images Maps News More Search tools

About 3,640,000 results (0.17 seconds)

Peanut Shop of Virginia - Free Shipping on All Orders
www.thepeanutshop.com/
 Shop for Gourmet Virginia Peanuts & More
 Peanut Specials Holiday Peanut Gifts
 Gifts Under \$25

Whitleys Virginia Peanuts - WhitleysPeanut.com
www.whitleyspeanut.com/Virginia
 Home Cooked Peanuts in 10+ Flavors. Hassle-Free Shipping! Shop Now.
 Roasted Peanuts - Spring Items - Best Sellers - Peanut Candies

Virginia Peanuts at Amazon - Amazon.com
www.amazon.com/grocery 4.4 ★★★★★ advertiser rating
 Cereal, snacks, organics, and more Free Shipping on Qualified Orders.

Virginia Peanuts | Roasted, Salted, Unsalted or Seasoned
www.whitleyspeanut.com/prod_detail_list/Virginia_Peanuts
 Our Virginia peanuts have a wonderful, crunchy freshness and distinctive flavor. Available salted or unsalted in tins and bags.

Virginia Peanuts, Boiled Peanuts, Peanut Brittle from The ...
www.thepeanutshop.com/
 Shop online and save from The Peanut Shop of Williamsburg. Buy Chocolate Covered Peanuts, Virginia Peanuts, Peanut Brittle and more for yourself or as a ...

Virginia Peanuts - The Peanut Shop of Williamsburg
www.thepeanutshop.com/category/peanuts
 Hand cooked Virginia peanuts that are gluten-free and kosher certified. Buy your Virginia peanuts online and enjoy free shipping.
 Handcooked Virginia Peanuts - SAVE! Buy by the Case - In-the-Shell Peanuts

Agency Sum x | Virginia Peanuts | Roasted x

Follow us: Facebook, YouTube, Google+

ShareThis NEW Enter Keyword SEARCH

Home | About Us | Customer Service

Products

Virginia Peanuts
 Case Pricing (Save big)
 SPRING ITEMS
 On Sale
 Gluten Free Products
 Best Sellers
 Grab-N-Go "Wittle" Tins
 FATHER'S DAY GIFTS
 Cool New T-Shirts
 Roasted in Shell Peanuts
 Peanut Candies
 Other Nuts & Nut Mixes
 Raw & Boiled Peanuts
 Peanut Gifts
 Peanut Butter, Soups & More
 Peanut Clubs & More
 Any Occasion Tins & Crates
 Corporate Gift Ideas
 Quick List of Products

Home / Virginia Peanuts

Virginia Peanuts

Whitley's 'Home-Cooked' Virginia peanuts are still made the old-fashioned way, quality, extra-large peanuts from Virginia with proven, traditional recipes to ensure whether you like them salted or unsalted Virginia peanuts!

Sort by Choose --

Father's Day Virginia Peanuts Tin From \$25.95

Salted M Pean From \$

HASSLE FREE

Agency Sum x | Virginia Peanuts | Roasted x

Agency Sum x | Virginia Peanuts | Roasted x

Club Plan Unsalted From \$69.95

6 Month Variety Club Plan \$129.95

12 Month Variety Club Plan \$245.95

Thank You Gift Tin \$24.95

CUSTOMER TESTIMONIALS
R. Martin - Ontario, Canada
 I just opened my first can of peanuts and was just blown away by the flavor and crispness of....
 »Read More

REQUEST OUR FREE CATALOG
 Receive a FREE copy of our current catalog here!
 GET YOURS NOW

100% SATISFACTION Guarantee
 MORE INFO

» Peanuts! From planting to products. Click here to watch our videos.

NEW! Food Safety Initiatives

COMODO SECURED
 N.A.S.F.T. NATIONAL ASSOCIATION OF ROASTED PEANUT MANUFACTURERS
 AMERICAN PEANUT COUNCIL
 Join Us On Facebook

Unsalted Peanuts
 Salted Peanuts
 In-Shell Peanuts

Father's Day Nuts
 Valentine's Day

Retailer?
 Fun Facts
 Fundraising

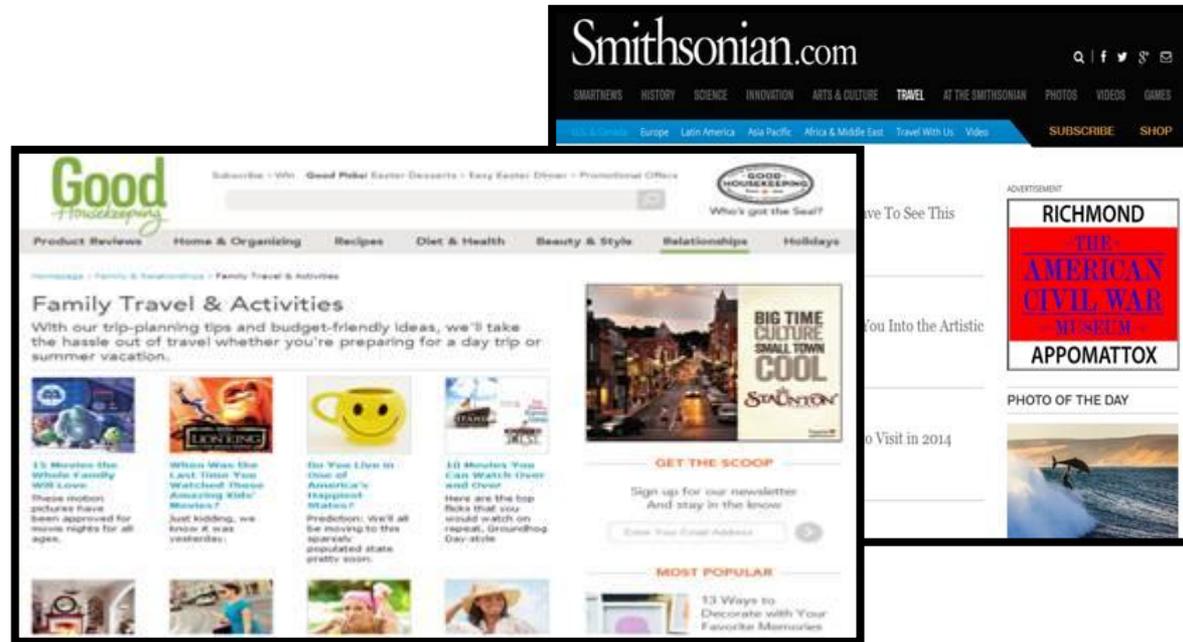
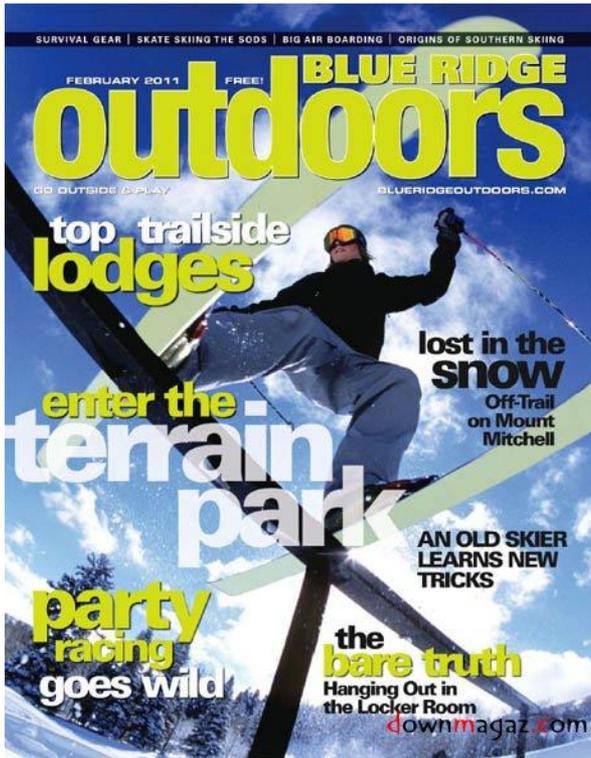
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CO-OP OPPORTUNITIES



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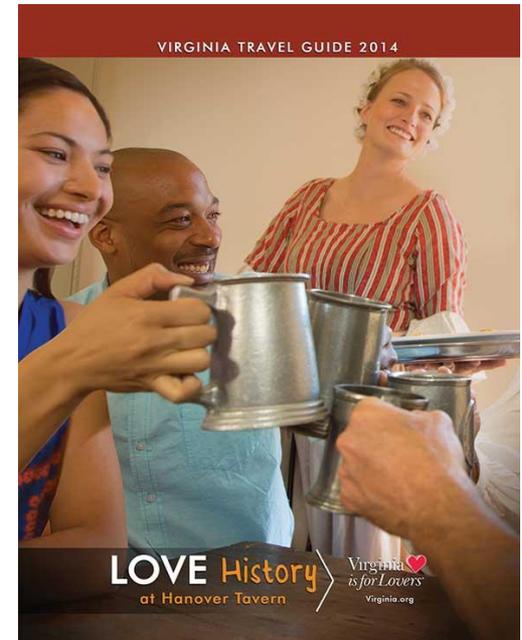
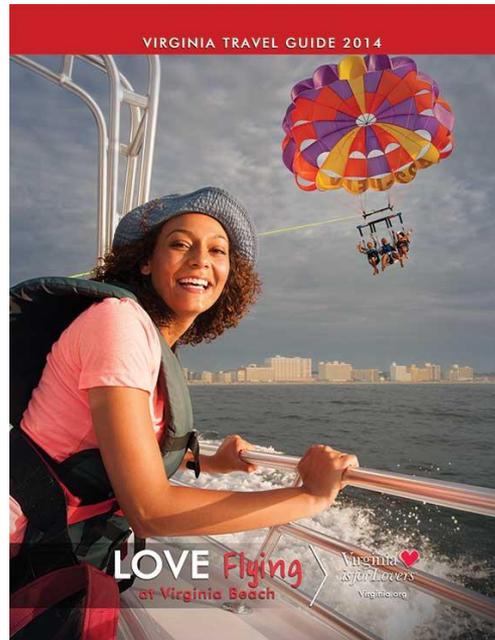
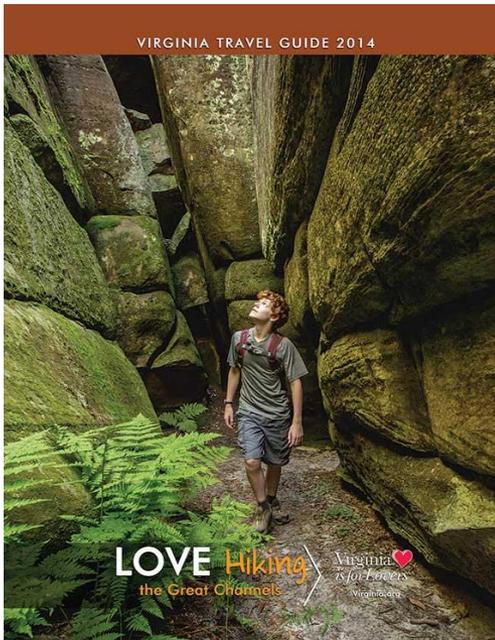
CO-OP OPPORTUNITIES



Custom television advertising solutions are available in:

- Washington DC
- Baltimore
- Philadelphia
- Raleigh
- Greensboro

Travel Guide



Promotions

OFFICIAL RULES - VIRGINIA IS FOR LOVERS VACATION GIVEAWAY



Virginia is for Lovers Vacation Giveaway Official Rules

Sponsored by Virginia Tourism Corporation

Please read these rules carefully:

- 1. TO ENTER:** There is NO PURCHASE NECESSARY. You must be 21 years of age or older and a resident of the 50 United States or the District of Columbia. To participate log on to www.virginia.org/sweeps/ and access the entry form. Follow the on-screen instructions to enter the required participant information.
- 2. WINNER SELECTION:** Selection of the winner will be made at random at Virginia Tourism Corporation, 901 East Byrd Street, Richmond, VA 23219. Two winners will be drawn on the following date: June 16, 2014 at 12 noon Eastern Time. The winners will have seven days to claim the prize. The odds of winning will be determined by the total number of eligible entries received. The winners will be notified by telephone and/or by email. All prizes will be awarded. Prizes are non-transferable, non-negotiable and not redeemable for cash, credit or merchandise. If any prize component becomes unavailable for any reason, the Virginia Tourism Corporation reserves the right to substitute a component of comparable value. Entrants agree the Virginia Tourism Corporation has the sole right to decide all matters and disputes arising from this promotion and that a decision by the Virginia Tourism Corporation is final and binding. Winners and travel companions, by acceptance of the prize, agree to release, indemnify and hold harmless the Virginia Tourism Corporation, participating destinations and other participating partners in the promotion, and each of their employees, representatives, contractors, sponsors and advertisers, from any and all liability, loss, damage, costs or claims related to any allegation regarding the award of, the receipt of, or the use of their prize. The Virginia Tourism Corporation, Virginia Economic Development Partnership, Virginia Tourism Corporation board members, Virginia Economic Development Partnership board members, participating destinations and other participating partners in the promotion are not responsible for personal injury of any prize winners or travel companion incurred in connection with the use of the prize. Winners assume all applicable tax liability for their prizes.

Enter to win!

Enter to win one of two vacations to Virginia. You must be a legal resident of the 50 United States or the District of Columbia who is 21 years of age or older to enter. All sweepstakes entrants will receive the [2014 Virginia Travel Guide](#). See the [Official Rules](#). Sweepstakes ends June 13, 2014

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