



VIRGINIA MAIN STREET ESSENTIALS
VTC AND VIRGINIA MAIN STREETS

Why Tourism?



TOURISM:
instant revenue
generator

TOURISTS
come, spend
and leave

Big Numbers **Virginia**

- Tourist spend **\$21.5 Billion** in Virginia annually
- Tourism generates **\$1.42 Billion** in state and local taxes annually
- Tourism supports **213,000 jobs** in Virginia
- **\$4.9 Billion** in travel payroll

Visitors spend
\$59 Million daily
in Virginia

Traveler Profile

Sources:

VTC Traveler Profile (TNS data)

MRI analysis

VTC Attitudinal Study

VTC marketing analytics

Virginia Statewide Tourism Plan

*Most of this is currently available at VATC.org

Virginia **Visitor Profile**

- Reason **for travel**
 - Visit family or friends
 - Pleasure trip
 - Entertainment and sightseeing
- Travel Party Size – 2
- But...21% of travel parties do include children under 18
- Spend on average **three nights**
- Travel Party Spending - **\$414 per trip**



Gen X Families — Modern

VIRGINIA IS FOR LOVERS

Boomers



VIRGINIA IS FOR LOVERS



Millennials



VIRGINIA IS FOR LOVERS

Markets



VIRGINIA IS FOR LOVERS

They travel in spring and summer



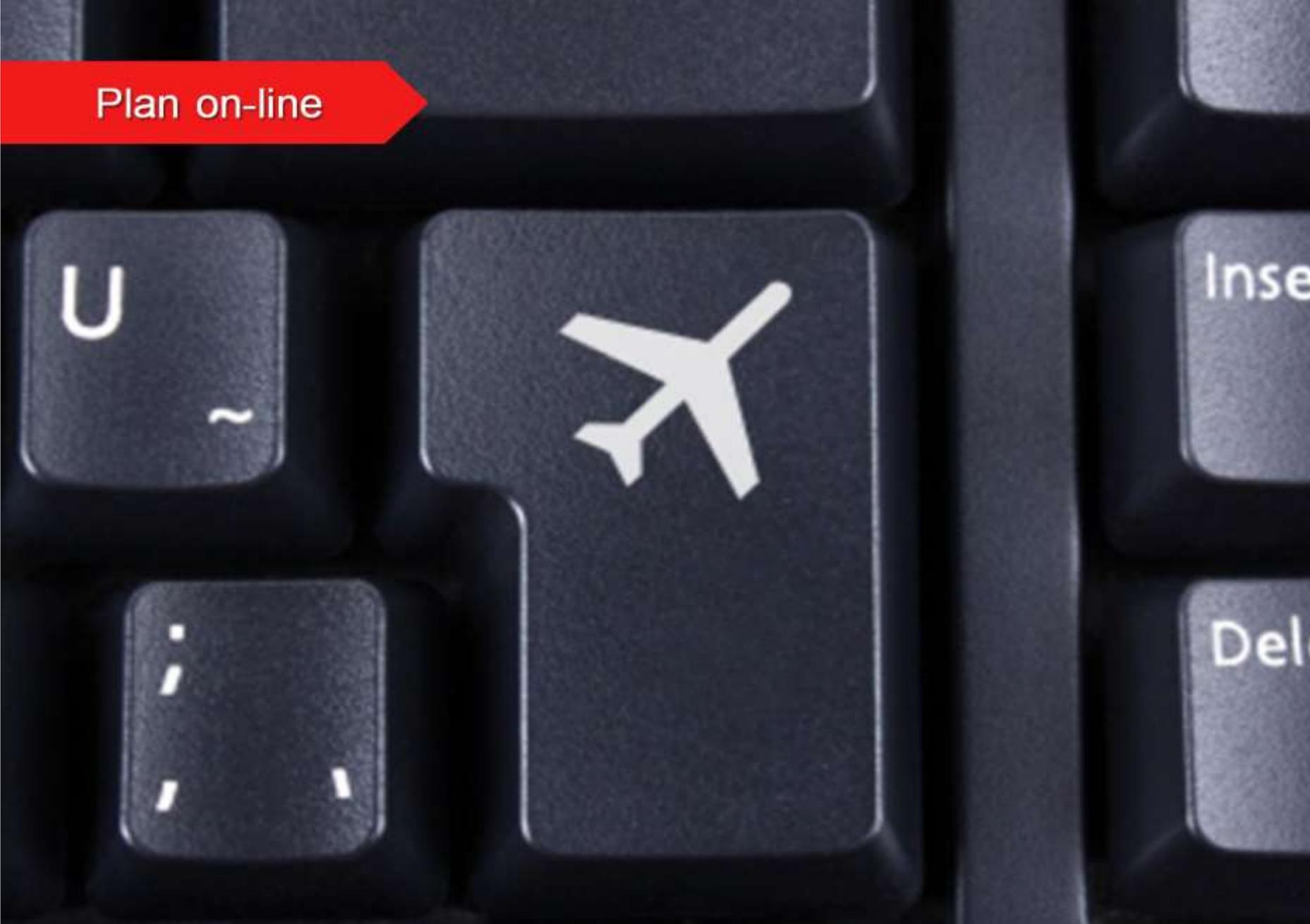
VIRGINIA IS FOR LOVERS

Take weekend trips



VIRGINIA IS FOR LOVERS

Plan on-line



VIRGINIA IS FOR LOVERS

Hub & Spoke



VIRGINIA IS FOR LOVERS



Very short planning window

65% planned their trip
LESS THAN THREE MONTHS OUT

53% made the decision on destination
LESS THAN A MONTH OUT



More key audience profile notes:

Very smart shoppers

Put family first

Friends and family are influential

Don't want and don't care about ads

**VIRGINIA
IS FOR
LO♥ERS™**



www.VATC.org

Sign up for the

Travel Post Electronic Newsletter



Virginia Travel Post

August 2014

News and Opportunities for the Virginia Travel Industry. Share this [f](#) [t](#) [in](#)

Virginia Tourism Opportunities

Grants and Funding

American Civil War Sesquicentennial Marketing Program

Applications will open on August 12.

Deadline for return is September 30, 2014.

The Virginia Sesquicentennial of the American Civil War Commission and the Virginia Tourism Corporation (VTC) have created a special American Civil War Sesquicentennial Tourism Marketing Program. This program will help Virginia community organizations, working in partnership with the local tourism industry, in promoting the commemoration of the sesquicentennial of the American Civil War. For more information and to download the application visit <http://www.vatc.org/PAM/STMprog/>.

Digital Marketing

Virginia.org Needs

As soon as possible, please add your fall listings to Virginia.org. This includes wine month (Oct), cider week (Nov), oyster-related events, seasonal festivals, packages, deals, updates to farm and orchard listings for harvest and/or maze information, etc. Email [Robin Mamunes](#) for Administration Tool assistance or [Casey Higgins](#) regarding content questions. Log in here: <http://admin.virginia.org/>

Who Has the Best Donuts in Virginia?

We're looking to create another of our very popular food blog posts and donuts are the



Virginia in the News

[And the Happiest City in America Is...](#)

Goodhousekeeping.com

Looks like Virginia isn't just for lovers — it's for happy people, too.

[Standing on the Promises](#)

Richmond Magazine

Feature on the Birthplace of Country Music Museum

[The CIA Museum: Yahoo Takes You Inside the Coolest Museum...](#)

Yahoo Travel

Our friends at Yahoo News got an exclusive, behind-the-scenes look at the CIA's private museum at its headquarters in Langley, Virginia.

[ATV mecca means business](#)

Bluefield Daily Telegraph

Woodard said local tourism officials are working in conjunction with the Virginia Tourism Corporation, the Department of Housing and Community

VIRGINIA IS FOR LOVERS

VIRGINIA TOURISM CORPORATION
Information for Virginia's Travel Industry

Sign up for the Virginia Travel Post | Press | Careers | Contact



SEARCH VATC.ORG GO

- about | marketing & advertising | grants | education & workshops | research | tourism essentials



Sign up for the Virginia Travel Post	Order Bulk Publications
Join Virginia Green	DMO / CVB List
VTC Employment Opportunities	VA-1
Virginia is For Lovers Logo	VTC Help Desk
VTC Marketing Plan	Certified Visitor Information Centers
Virginia Welcome Centers	What's New in Virginia for 2015
DRIVE Tourism	Virginia Travel Guide Advertising

Page House, you will get the full weekend curriculum that the B&B Team provides, plus the added bonus of being able to gain some "now-to" experience with breakfast and flipping rooms.

[Read More](#)

VTC Orientation
[See All Events](#)

VIRGINIA TOURISM INDUSTRY NEWS

Gov. McAuliffe Announces Virginia Film Industry Workforce Development Program

~ Virginia Community College Workforce Initiative to provide training opportunities for film workers ~

Governor Terry McAuliffe today announced a ground-breaking new initiative created to train Virginia workers for jobs in the state's film industry. The Film Industry Training (FIT) is a pilot program created by the Virginia Film Office and the Community College Workforce Alliance designed to prepare workers for film, television and commercial projects in Virginia.

[Read More](#)

Driving Tourism VA-1

The American Civil War Sesquicentennial Marketing Program applications are now open!

Application Deadline is September 30, 2014

The Virginia Sesquicentennial of the American Civil War Commission and the Virginia Tourism Corporation (VTC) have created a special American Civil War Sesquicentennial Tourism Marketing Program. This program will help Virginia community organizations, working in partnership with the local tourism industry. In promoting the commemoration of the sesquicentennial of the American Civil War.

[Read More](#)

VTC Re-Opens the LOVEwork Reimbursement Program

Frequently Visited Links

- [Virginia is for Lovers Website](#)
- [Virginia Film Office](#)
- [VTC Orientation](#)
- [Virginia Green](#)
- [Request Logo](#)
- [FY15 Co-Op Media Plans](#)
- [Virginia is for Lovers Store](#)

Keep Up-To-Date

- [Sign Up for Web Alerts](#)
- [Virginia Travel Post eNewsletter](#)
- [Virginia.com eNewsletter](#)

Attend a VTC Orientation

VIRGINIA TOURISM CORPORATION
Information for Virginia's Travel Industry

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SEARCH VTC.ORG

VIRGINIA IS FOR LOVERS

about | marketing & advertising | grants | education & workshops | research | tourism essentials

Home > Education & Workshops > VTC Orientations

EDUCATION & WORKSHOPS

Management and Customer Service Training
Partnerships & Outreach
Starting, Heard Award Scholarship Application - STS Marketing College
VTC Orientations
Workshop Opportunities

Contact Department Staff
Paige Read
Outreach Specialist
(804) 945-8948

VTC Strategic Marketing Plan FY2014

VIRGINIA IS FOR LOVERS

The year 2009 marked the 40th anniversary of Virginia's popular state tourism slogan and logo. In June of 2009, Forbes.com named Virginia is for Lovers® one of the top ten tourism marketing campaigns of all time. Forbes had this to say about Virginia is for Lovers®: "Forty years later, the Virginia is for Lovers® state tourism campaign is still going strong – and still ranked as one of the top travel campaigns in history. Who after all is against love?" says travel journalist and Forbes Judge Rudy Iltis. Virginia is for Lovers®, launched in 1969, is a brand that has endured and is supported by superior product and vacation experience.

Registration

[Register for the VTC Orientation](#)

2014 Virginia Tourism Orientation Program

Now, 45 years later, Virginia is for Lovers is one of the most highly recognized tourism slogans in the world! Join us for a 2-day interactive event that will help you incorporate the Virginia is for Lovers brand in your marketing strategy. This orientation program is most beneficial for local tourism directors, and managers/owners of Virginia tourism properties.

Orientation will be held 4 times in 2014:

DATE

This is a two-day session

- Day One: 10:00am – 5:00pm
- Day Two: 8:30am – 2:00pm

February 5-6 - Session is FULL

May 13-14

September 16-17

December 3-4

COST

Registration: \$45

Hotel Room: \$59/night

LOCATION

Hilton Garden Inn Richmond Downtown
501 East Broad Street, Richmond, Virginia, 23219
Phone: 804.344.4300

Group Rate: \$59.00/night

February Orientation Group Code: VTC 205
Cut-Off Date: January 15, 2014

May Orientation Group Code: VTC MAY
Cut-Off Date: April 22, 2014

September Orientation Group Code: VTC SEP
Cut-Off Date: August 26, 2014

December Orientation Group Code: VTC DEC
Cut-Off Date: November 11, 2014

If you have questions please email Paige Read at read@virginia.org

Upcoming Dates:

September 16-17

December 3 - 4



DRIVING TOURISM
VA
2014 TOURISM SUMMIT

2014 VA-1 TOURISM SUMMIT

November 16-18, 2014
Hyatt Regency Reston ♦ Reston, Virginia

in partnership with



Take advantage of www.Virginia.org

The screenshot displays the Virginia.org website interface. At the top, the logo "Virginia is for Lovers" is on the left, and navigation links for "welcome", "things to do", "events", "places to stay", "deals & packages", and "maps" are in the center. A search bar on the right contains the text "SEARCH VIRGINIA" and a "GO" button. Below the navigation is a large banner image of beer taps with various labels like "NEW RIVER" and "LOSE RHINO". To the right of the banner are two featured articles: "Craft Beer" and "Quench Your Thirst". Below the banner is a "NOW IN VIRGINIA" section with three articles: "September in Virginia", "Virginia's Mountains", and "Apples!". To the right of this section is an "EVENTS" search filter with dropdowns for "EVENT TYPE", "REGION", and "CITY (OPTIONAL)", along with date pickers for "START" and "END", and a "SEARCH" button. Below the events filter is a "Videos" section with a video thumbnail titled "Fall in Virginia".

Virginia is for LoversSM

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

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SEARCH VIRGINIA GO

Craft Beer
Virginia is a growing Craft Beer mecca. Raise a pint with your friends to celebrate the brewer's tradition.

Quench Your Thirst
Virginia is one of the hottest places in the East to quench your thirst.

NOW IN VIRGINIA

September in Virginia
September is overflowing with great entertainment, festivals, fairs, and sporting events. [See the calendar!](#)

Virginia's Mountains
Virginia's [mountains](#) soon will turn a kaleidoscope of colors as fall creeps in from the west. Make your plans for a [weekend getaway](#).

Apples!
It's [apple season](#) in Virginia! Visit an orchard to pick your own or find a festival for a taste

The Flavors of Fall
Fall is [food](#) and [wine festival](#) season in Virginia. Get your fill of barbeque, seafood (especially [oysters!](#)), and quite a bit more.

Fall in Virginia
Prepare yourself for a beautiful fall in Virginia. Give yourself a [48-hour getaway](#) for foliage, wine, craft beer, scenic drives, and romance.

LOVE Around Virginia
LOVEworks are popping up [all over the state](#). Locate a LOVEwork and create photo

EVENTS

EVENT TYPE
Select...

START END
09/8/2014 12/7/2014

REGION
Select...

CITY (OPTIONAL)

SEARCH

Videos

Fall in Virginia

Why List on Virginia.org?

- VTC Marketing
- 7 Million + viewers
- 1 Million + referrals
- Opportunities to posts photos, videos, packages, itineraries
- Opportunities to advertise
- Used internally for PR, Promotions, etc.

Virginia is for Lovers®

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

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SEARCH VIRGINIA GO

Home > Virginia Main Street Communities

VIRGINIA MAIN STREET COMMUNITIES

Virginia's Main Street Communities are recognized for their down home hospitality, locally-owned businesses, family-style eateries, small town heritage events and unique outdoor attractions.

Their citizens invite you to spend an afternoon, a weekend and/or an entire week getting to know them and their Main Street way of life. Add one of these destinations to your itinerary, and change what could be a simple road trip into the vacation of a lifetime.

[Central Virginia](#) | [Southern Virginia](#) | [Northern Virginia](#)
[Shenandoah Valley](#) | [Blue Ridge Highlands](#) | [Heart of Appalachia](#)

Central Virginia

Altavista - Billed as "A place to live, a way to live," the town was listed as a Main Street Community in 2007. Situated in [Campbell County](#), south of Lynchburg, [Altavista](#) was incorporated in 1912, the same year as the Lane Co., a box manufacturer, was founded.

[Smith Mountain Lake](#), Virginia's second largest lake, is a few miles west of the town.

Bedford - Surrounded by the foothills of the Blue Ridge Mountains, [Bedford](#) gained worldwide recognition as the city that lost more soldiers per capita on D-Day.

Congress later deemed the establishment of the [National D-Day Memorial](#) in Bedford. If you are traveling the Blue Ridge Parkway, Bedford is at Milepost 88 at the [Peaks of Otter](#).

Blackstone - Located on [Nottoway County](#), the town of [Blackstone](#) was founded as "the village of Blacks & Whites" and dates to the pre-Revolutionary War era. The village derived its name from two rival taverns - Schwartz Tavern (Schwartz is German for Blacks) and Whites Tavern at the intersection of three stagecoach roads.

The village carried the name until 1885, when its citizens renamed it after jurist William Blackstone. The town was incorporated in 1888, and in 1914, was the 13th town in the United States to adopt the Town Manager form of government.

Farmville - Centered in Virginia's Heartland, [Farmville](#) is the hub of economic activity in the region and boast a wealth of natural, historical, cultural, recreational and educational attractions.

Franklin - A fire in 1881 destroyed all the commercial buildings in Franklin. Then in 1999, Hurricane Floyd's flood waters submerged the [Franklin](#) Historic District. What a comeback story for this dynamic Main Street community!

Situated on the banks of the Blackwater River, it was once a major transportation center for trains and steamboats.

Old School Virginia
OLD SCHOOL VIRGINIA
View the Reels

Travel Updates
What's going on around Virginia?
Subscribe to the [Virginia eNews](#).
Your Email SUBSCRIBE

Mid-week and Kid Combo Discounts!
Adventure Damascus
Full-service bicycle shop with rentals & shuttle service for the Virginia Creeper Trail, will help you plan a wonderful outdoor getaway in the Virginia highlands! [More](#)
Sponsored Ad

What's Hot on Virginia.org
[Summer in Virginia](#)
[Virginia Outdoors](#)
[Summer Festivals](#)



Apples!

It's [apple season](#) in Virginia! Visit an orchard to pick your own or find a festival for a taste of all things apple.



LOVE Around Virginia

LOVEworks are popping up [all over the state](#). Locate a LOVEwork and create photo memories!

VIRGINIA EXPERIENCES



60+ Cool Places for Kids

Discover [the coolest places](#) in Virginia for kids to have a blast - nearly 70 of them from all across the state! We've broken it down by age to put the fun right at your fingertips.

[Read More](#)



25 Favorite Virginia Hikes

Which Virginia hikes are the best? See this list of favorite hikes as mentioned by our Facebook and Twitter fans!

[Read More](#)



Seven for the Season: Destination Restaurants to Visit this Autumn

September 05, 2014

Labor Day has come and gone, and with the first of September comes the meteorological start of autumn. It may still be a few weeks before ...

[Read More](#)

<> 1 of 5

Videos

Fall in Virginia



1 2 3 4 5 6 7

[more videos](#)

Travel Updates

What's going on around Virginia? Subscribe to the [Virginia eNews](#).

Your Email

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Transportation
Virginia Green
Site Map

Group Planners
Sports Marketers
Meetings Professionals

Travel Industry Support
Add/Update Your Listings
Privacy Policy
Survey
Live Assistance

Virginia Tourism Corporation
901 E. Byrd St.
Richmond, VA 23219
1-800-VISITVA



Official Tourism Website of the Commonwealth of Virginia • © 2014 Virginia Tourism Corporation, 901 E. Byrd St., Richmond, VA 23219
For Virginia citizen and business services visit [www.Virginia.gov](#). • Virginia Economic Development Partnership visit [www.YesVirginia.org](#).

VIRGINIA IS FOR LOVERS

♥ Login

Welcome to the Virginia.org Administration Tool. This tool is for use by the Virginia Tourism industry to add information to the Virginia.org Tourism Website.

If you wish to receive a travel guide or information about Virginia, [please click here to go to the online brochure order form.](#)

Please enter your username and password. [Register](#) if you don't have an account.

Account Information

Username: *(Please note this is not your email address)*

Password:

Keep me logged in

[Forgot Username or Password?](#)

Log In

♥ Register

New User? Go here to register for an Account. It's easy and free.

Register

Administration Tool for the Tourism Website of the Commonwealth of Virginia © 2014 Virginia Tourism Corporation, 901 E. Byrd St., Richmond, VA 23219
Questions or comments: webmaster@virginia.org

Suggested Itineraries

Virginia  *is for Lovers* [welcome](#) | [things to do](#) | [events](#) | [places to stay](#) | [deals & packages](#) | [maps](#) [GO](#)

[Home](#) > [Groups, Sports & Meetings](#) > [Group Tour](#) > Suggested Itinerary

SUGGESTED ITINERARY

[Like](#) 2 [ShareThis](#)



Staunton, VA
LOVE the local vibe... One of Virginia's coolest small cities - it's the perfect weekend getaway! Come for the culture. Stay for the local vibe. [More](#)

Sponsored Ad

SEARCH BY CITY [GO](#) [MORE OPTIONS](#)

[List View](#) [Grid View](#) [Map View](#) [By Alpha](#) Record 1-18 of 424

1 2 3 4 5 6 NEXT >

"Abingdon Does The Outdoors"
Location: Abingdon [+ ADD TO MY TRIP PLANNER](#)

"Relax-ington" Girlfriend Getaway
Location: Lexington [+ ADD TO MY TRIP PLANNER](#)

"The Walton's and Nelson County History
Location: Schuyler [+ ADD TO MY TRIP PLANNER](#)

"Rooted in Appalachia" Culinary Experience
Location: Abingdon [+ ADD TO MY TRIP PLANNER](#)

100 Miles of Lights, Richmond to Virginia Beach
Location: Newport News [+ ADD TO MY TRIP PLANNER](#)

400 Years of History and Beyond
Location: Richmond [+ ADD TO MY TRIP PLANNER](#)

Tour Planning Guide

[Request a Printed Guide](#)
[View the Guide Online](#)



Contact Information

[Carol Torricelli, CMP](#)
Virginia Tourism Corporation
Director of Sales
800-759-0886

[CVB Contacts](#)
[Meet Virginia's Team](#)

Enter to Win

Win a trip to Richmond

Sweepstakes for Packaged Travel & Tour Buyers



[ENTER NOW](#)

Plan Your Trip

[Group Tour Themes](#)



Get Away this Fall
Foliage and Romance Await! Steal away to cool temperatures, stunning views, great wine, and the peace that comes from solitude. Make Virginia your autumn playground. [Read more...](#)



Virginia Old School

VIRGINIA IS FOR LOVERS

VIDEOS RETRO VIEW GALLERY ROAD TRIP IDEAS VIRGINIA.ORG

← BACK TO GALLERY

VINTAGE WINCHESTER, VA

Some retro shots in and around Winchester, VA.

Website: [Visit Website](#)

SLIDE 3 of 7

Location: Winchester, VA

Time of Year: Summer

Name: Steve

Category: Roadside Wonders

Featured Itinerary:



Winchester's Old School

A step into Winchester-Frederick County is a step into fascinating chapters of history and old school fun.

[Click for more info](#)



The Patsy Cline House - a must see in Winchester!

Prev



Next

VIRGINIA IS FOR LOVERS



VIRGINIA IS FOR LOVERS

Welcome Center Demos



Welcome Center Blitz



VIRGINIA IS FOR LOVERS

Welcome Center Panels, Brochures



LOVEworks Program

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about | marketing & advertising | grants | education & workshops | research | tourism essentials

Home » Marketing & Advertising » Advertising and Brand Management » LOVEwork Reimbursement Program

ADVERTISING AND BRAND MANAGEMENT

- [Advertise on Virginia.org](#)
- [Advertising Proposal Requirements - Broadcast](#)
- [Advertising Proposal Requirements - Print](#)
- [Civil War 150 History/Mobile Advertising](#)
- [LOVEwork Reimbursement Application](#)
- [LOVEwork Reimbursement Program](#)
- [VIFL LOVE Brand Tool Kit](#)
- [Virginia is For Lovers Logo Request](#)
- [Virginia Meeting Planning Guide and Virginia Tour Planning Guide Advertising](#)
- [Virginia Travel Guide Advertising](#)
- [VTC Co-Op Advertising Opportunities](#)
- [VTC Co-op Media Plan](#)
- [Welcome Center Advertising](#)

Contact Department Staff

[Lindsey Norman](#)
Brand and Promotions Manager
804-545-5578

VTC Re-Opens the LOVEwork Reimbursement Program

LOVE is Popping Up All Over Virginia, and now is your chance to be a part of it!

This year, VTC hopes to see the same success as previous years by re-opening the LOVEwork reimbursement program. VTC will reimburse approved projects up to \$1,500 each for the creation of a LOVEwork.

The LOVEworks program is a state-wide branding initiative designed to promote family-friendly vacation experiences in Virginia and the Virginia is for Lovers message. It's easy to see why this message has been the state slogan for more than 45 years, from the coast to the mountains and every small town or unique winery in between, you are bound to find something to fall in love with in Virginia.

In an effort to continue to promote this message, VTC opened a reimbursement program in 2013 to encourage localities to build their own LOVEwork. The program was a success, with [16 LOVEworks](#) created and travelers of all ages interacting with the structures every day.

The LOVEworks have become special places, not only for local communities, but also for travelers. People are drawn to the LOVE letters and choose them as backdrops for special occasions such as engagements, family pictures, new baby pictures and memorable road trips.

The LOVEworks program is a great way for local communities to showcase their unique destination, as a way to extend their message. For example, [Waynesboro](#) created a "river-themed" LOVEwork displayed in a local park—this was an effort to continue to brand their city as an ideal hub for outdoor recreation. Similarly, [Harrisonburg](#) created their own LOVEwork to provide an interactive representation of their community strengths: diverse ethnic backgrounds, rich agriculture, outdoor recreation and cycling, and a vibrant and growing arts scene.

To get started, follow the steps below:

- Fill out and [submit an application](#), please include your plans for design, usage, placement, unveiling, media events, marketing and messaging
- All applications will be received and reviewed on a first-come, first-served basis.
- Projects will be reviewed and approved by VTC and approved applicants will be notified by email and phone.



Public Relations

Virginia  *is for Lovers* | [blog](#) | [news releases](#) | [images](#) | [videos](#) | [story ideas](#) | [media kits](#) | [what's new](#) | [media tours](#) | [GO TO VIRGINIA.ORG](#)

[Home](#) > [Press Room](#)

VIRGINIA PRESS ROOM

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1 of 3

Welcome to the Virginia Tourism Corporation Press Room

NEWS RELEASES

September 09, 2014
[Governor McAuliffe Announces Tourism Revenues Exceeded \\$21.5 Billion in 2013](#)

September 03, 2014
[Governor McAuliffe Announces New Virginia Film Industry Workforce Development program](#)

August 19, 2014
[Governor McAuliffe Announces Creation of Virginia Oyster Trail](#)

August 04, 2014
[Hops are Tops in Virginia During Virginia Craft Beer Month](#)

[See All Releases](#)

IMAGE LIBRARY



MEDIA CONTACTS

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National Media
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National Media Relations Director
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[Andrew Cothorn](#)
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SPECIAL SECTIONS



Domestic Sales

Virginia  *is for Lovers*
welcome | things to do | events | places to stay | deals & packages | maps

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SEARCH VIRGINIA

Home > **SSM** > Groups

GROUPS

[Like](#) 1 [ShareThis](#)



Showcase your skills. Bring your performance group to Busch Gardens. For student bands, orchestras and choirs, performing at Busch Gardens will stretch your musical muscles.

Welcome to Virginia

Unparalleled heritage, cultural and performing arts, adventurous great outdoors, Craft Beers, Virginia Wines, spirits and exciting culinary beckon tours to indulge their passions in an unforgettable experience. Discover Virginia by picking a theme, select locations and set out on a memorable trip. No matter what season there is always a reason to come to Virginia!

<h4>GROUP TOUR THEMES</h4>  <p>themes»</p>	<h4>FEATURED PARTNERS</h4>  <p>learn more»</p>	<h4>PLANNING TOOLKIT</h4>  <p>plan»</p>
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Search Group Types and Itineraries

Tour Planning Guide

[Request a Printed Guide](#)
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Get the Virginia Travel Guide

Order your Free Virginia Travel Guide.



Contact Information

Carol Torricelli, CMP
Virginia Tourism Corporation
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Promotions

FALL IN VIRGINIA SWEEPSTAKES

Like 3k ShareThis



Fall in Virginia Sweepstakes

Enjoy the autumn splendor in Virginia!

Airfare, rental car, meals and more put Virginia at your fingertips to explore!

Fall is one of Virginia's most beautiful seasons and you can enter to win four nights away to revel in its glory. Elegant stays at The Martha in Abingdon or The Omni Charlottesville Hotel set the stage for the two prizes built for two. Will you choose outdoor recreation and music or history, wine and craft beer? Either way, you're going to LOVE #FallInVA.

Win one of Two Grand Prizes:

Getaway to Southwest Virginia

4 nights visiting Abingdon & Bristol

- 2 night stay in Abingdon at the [The Martha](#). Breakfast included
- Spa treatment for two at the Spa at the Martha
- Afternoon biking on the Creeper Trail with 2 bike rentals and shuttle service with [Virginia Creeper Trail Bike Shop](#)
- Tickets to the [Barter Theatre](#)
- Lunch or Dinner for 2 at [The Tavern](#)
- 2 night stay in Bristol at [The Holiday Inn](#)
- Guided walking tour of Downtown Bristol with lunch at Bristol's famous [Burper Bar](#)
- Tickets to the Birthplace of Country Music Museum

Getaway to Charlottesville and the Shenandoah Valley

4 nights visiting Charlottesville, Wintergreen and the Shenandoah Valley

- 2 nights in Charlottesville – at the [Omni Charlottesville Hotel](#)
- Dinner for two at [C&O Restaurant](#)
- 2 passes to [Monticello](#)
- Wine tasting at [Veritas Vineyard & Winery](#)
- \$25 gift card to [Carter Mountain Orchard](#), visit the farm and pick your own apples or peaches
- 2 night stay at [Wintergreen Resort](#)
- Breakfast included at one of the 5 restaurants at

Enter to win!

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 official 2014 Virginia Travel Guide.

For more information and prize drawing dates please read the [Official Rules](#).

First Name

Last Name

Address

City

State Zip Code

Phone

Email

Please send me the Virginia is For Lovers eNewsletters.

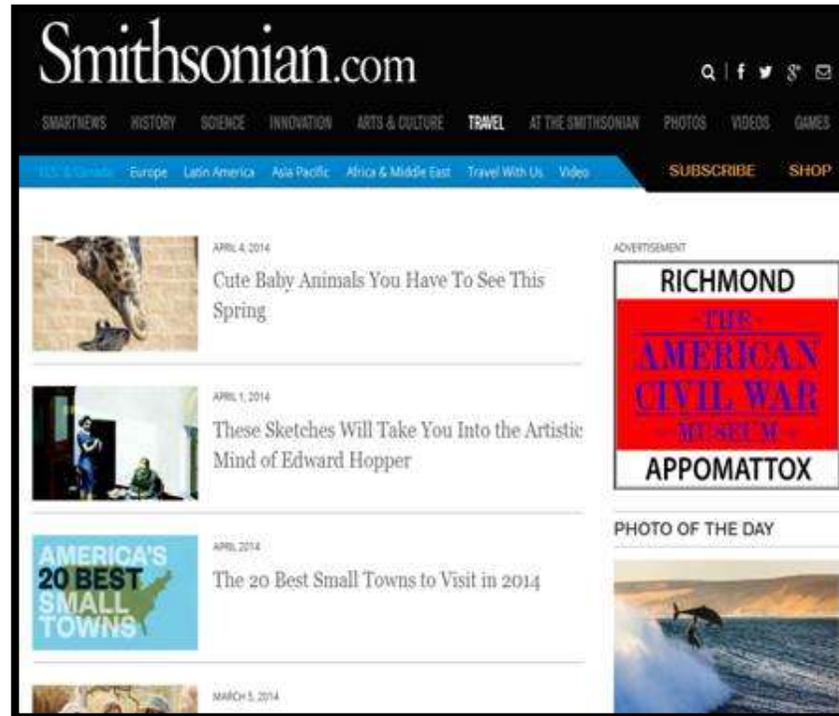
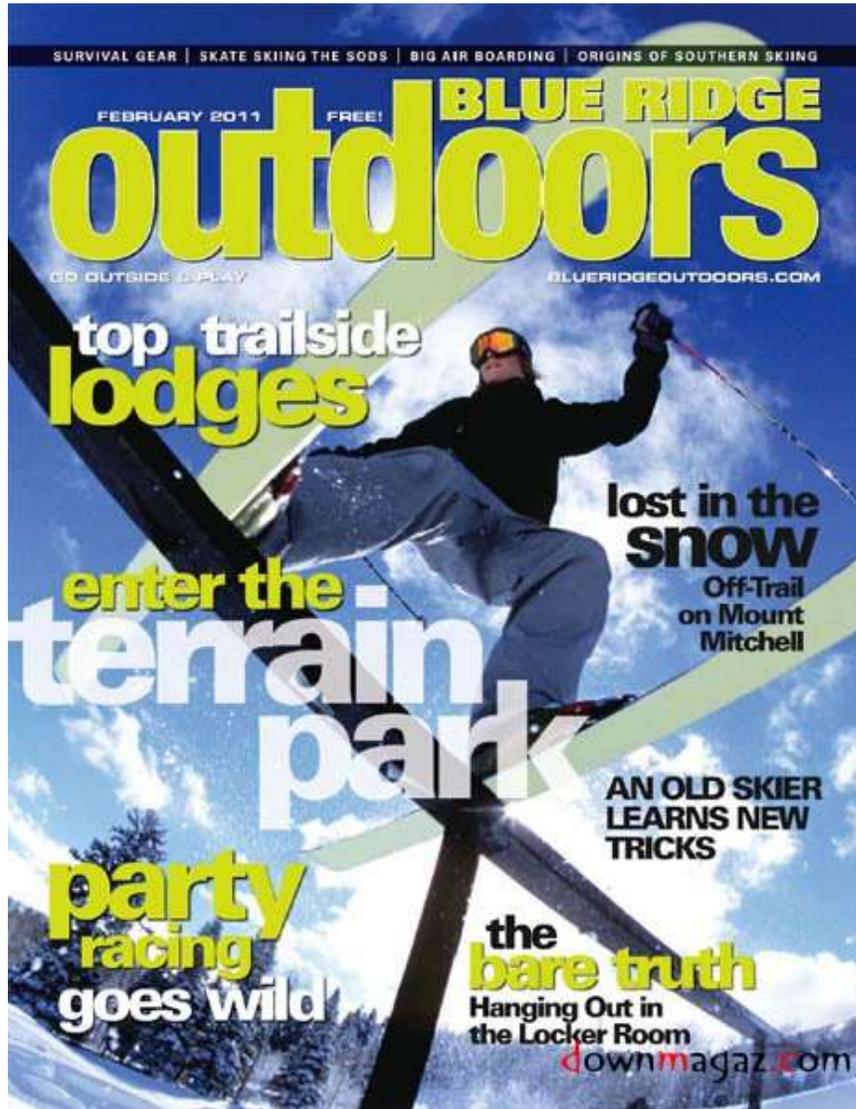
Do Not Send Information from Virginia Travel Partners.

Sign up for the Weekly Fall Foliage

Virginia Film Office



Advertising Co-op Opportunities



VIRGINIA IS FOR LOVERS

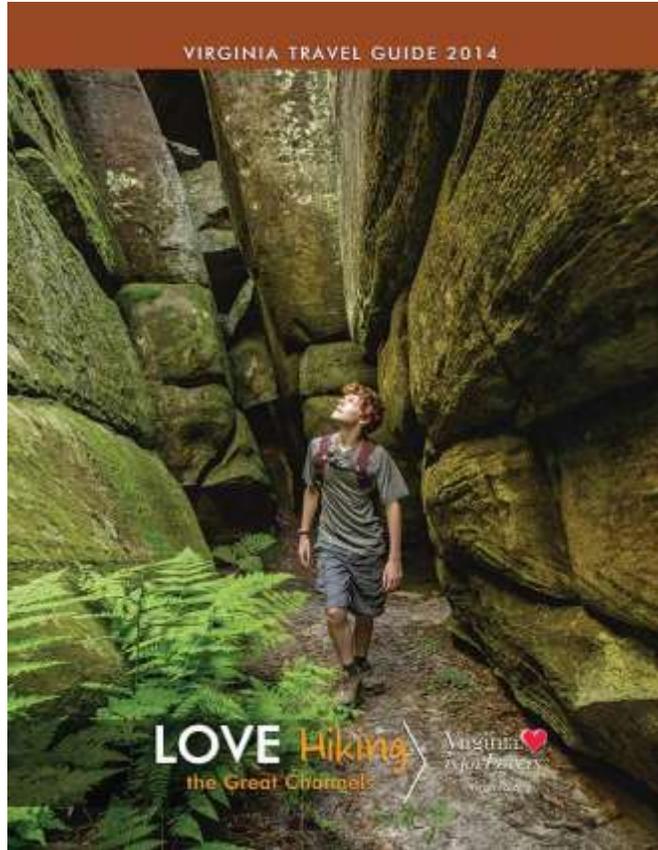
Virginia Tourism Corporation

2015

CO-OP OPPORTUNITIES &
BRAND MARKETING HIGHLIGHTS



Virginia Travel Guide



International Marketing

WASHINGTON, DC
MARYLAND
VIRGINIA

CAPITAL REGION USA

**CRUSA – international marketing in Europe
and South America**

VTC Canadian Offices

VTC has marketing/press
representatives in
Toronto & Montreal



VTC Marketing Leverage Program (Matching Grants)

- Two Tiers:
 1. Up to \$10,000 (1:1 match)
 2. \$10,001 to \$50,000 (2:1 match)
- Minimum of 3 Virginia partners;
- Can be used for all marketing tools (i.e. website development, brochures, advertising, etc.)

Main Street and Tourism Grants

- Coming in 2015

Funds to market

Virginia Main Street

Communities and

Affiliate Communities



Tourism Development Tools

- Tourism Zones
- Tourism Development Financing Program
- www.VATC.org

American Craft Week



Artisan Trails



Artisans Center *of* Virginia
The Official State Artisans Center

www.VirginiaOysterTrail.com



VIRGINIA IS FOR LOVERS

Thank you!

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**VIRGINIA
IS FOR
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