

February 7, 2006

## West Virginia Native Alisa Bailey Reappointed as Virginia Tourism Chief

### Media Only

Martha Steger, APR, Fellow PRSA  
Public Relations Director

TEL (804) 545-5572  
EML [msteger@virginia.org](mailto:msteger@virginia.org)

Virginia Tourism Corporation  
901 East Byrd Street  
Richmond, VA 23219-4048 USA

TEL (804) 545-5500  
FAX (804) 545-5501  
[www.virginia.org](http://www.virginia.org) (consumer)  
[www.vatc.org](http://www.vatc.org) (industry)



For high-resolution image, contact:  
Georg Horvath  
Public Relations Media Specialist

TEL (804) 545-5570  
EML [ghorvath@virginia.org](mailto:ghorvath@virginia.org)

**RICHMOND, Va.** – Governor Timothy M. Kaine announced on Friday, Jan. 26, that Charleston native, Alisa L. Bailey, will continue to serve as president and CEO of the Virginia Tourism Corporation, a position she has held since 2003. Prior to her appointment, Bailey served as the West Virginia Bureau of Commerce Chief and West Virginia Tourism Commissioner.

Bailey's responsibilities include the management of a \$15 million budget, coordination and supervision of more than 60 employees and administration of state-funded activities with the private-sector Virginia tourism industry. The Virginia Tourism Corporation promotes travel and tourism to and within the Commonwealth of Virginia, a state that ranks in the top ten U. S. destinations according to travelers' spending. Virginia hosts more than 36 million visitors annually with an economic impact of \$15 billion.

Upon assuming the position of president and CEO in 2003, Bailey reorganized the VTC office to facilitate greater communication and cooperation between public and private sectors, including the establishment of departments of Customer Service and Industry Relations and Tourism Development. In addition, during her tenure VTC has achieved more than \$5.2 million in budget increases for tourism marketing and development.

In 2004 domestic travelers' expenditures in Virginia increased 8.6 percent over those in 2003. Canadian expenditures rose 17.5 percent, and overseas expenditures increased 26 percent compared to those in 2003. Bailey has emphasized "more visitors, staying longer, spending more money" in her push to increase travelers' expenditures in Virginia.

For consumer travel information on Virginia, go to [www.Virginia.org](http://www.Virginia.org); for media and industry information on Virginia tourism, go to [www.VATC.org](http://www.VATC.org).

# # #

NR561