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Virginia Wins 2007 Odyssey Award for International Tourism Marketing

Media Only

Tamra Talmadge-Anderson
Public Relations Director

TEL (804) 545-5573

EML ttanderson@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 (consumer)

www.vatc.org (industry)

RICHMOND, Va. – The Virginia Tourism Corporation received the 2007 Odyssey Award for International Tourism Marketing Excellence from the [Travel Industry Association](#) (TIA) on Tuesday. Virginia received top honors for *Virginia's Royal Welcome*, a public commemoration of the historic visit of Her Majesty, Queen Elizabeth II to Virginia.

The Odyssey Awards, presented in partnership with National Geographic Traveler, are among the most prestigious in the tourism industry and recognize the highest achievements globally in travel and tourism.

Virginia received the International Inbound Discover America Marketing award for *Virginia's Royal Welcome*, a public commemoration held May 3, 2007 to honor the visit from Her Majesty, Queen Elizabeth II. The Queen visited Virginia to mark the 400th Anniversary of Jamestown. *Virginia's Royal Welcome* was designed to honor Her Majesty, create a memorable experience for Virginia's citizens and promote Virginia as a world-class tourism destination. The event was coordinated by Virginia public servants and led by the Office of the Governor.

Virginia's Royal Welcome brought thousands of people together on Capitol Square to witness history and enjoy a day of musical performances by Virginia artists. More than 30,000 people around the world watched the visit live via Web cast. Virginia earned more than \$50 million in world-wide publicity with 720 million media impressions and coverage in all 50 states and on six continents. The Virginia Royal Welcome Web site received half a million page views in less than 10 days.

“This award is a major honor and adds to an important year for tourism in Virginia,” said Alisa Bailey, president and CEO of the Virginia Tourism Corporation.

“Virginia's Royal Welcome allowed to us commemorate the historic royal visit and showcase our state as a world-class destination.”

A team of editorial staff from National Geographic Traveler judged the 2007 Odyssey Award entrants. Virginia and the other nine award winners will be recognized in the January issue of National Geographic Traveler magazine.

Tourism is one of Virginia's largest industries. In 2006, tourism brought in \$17.7 billion, provided 208,200 jobs and generated \$706.8 million in state taxes and \$503 million in local tax revenue for Virginia.

For more information about travel and tourism in Virginia go to www.Virginia.org.

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