

VIRGINIA IS FOR LO♥ERS





VIRGINIA IS FOR LO♥ERS™

**VIRGINIA
IS FOR
LOVERS
OF LIFE**

Today only happens once and Virginia is the place to make the most of it. So go ahead, taste the unfamiliar and explore the unexpected. It's your turn to make history. Come find out why Virginia is for Lovers.

FOR MORE INFORMATION, GO TO VIRGINIA.ORG

A row of white plates with green salads on a wooden table, with people in the background.

**VIRGINIA
IS FOR
FOOD
LOVERS®**



♥ | VIRGINIA IS FOR FOOD LOVERS

When you travel, one of the best ways to experience a place is through the food. Each plate is a story from the person who made it and the places they represent. So it's no surprise Virginia—the Birthplace of American Cuisine, has been at the forefront of the American dining scene for years. Travelers can experience Virginia with the tastes of thoughtfully selected, carefully sourced, local ingredients. They taste the history of Virginia, from sustainably farmed Chesapeake Bay oysters to meticulously cultivated strains of heirloom corn, in restaurants across the Commonwealth. The food served across the state by acclaimed Virginia chefs and at charming local eateries is rooted in more than just good taste. It provides a story of the land you're standing on. This deeper food experience is why Virginia is for Food Lovers.

- Esquire Magazine named Virginia “The Food Region of 2014.”
- The Virginia food story boasts a wide variety of cuisine from the Appalachian culinary traditions in the southwest region to the Bordeaux-style wine in the Piedmont and the farm-raised oysters in Coastal Virginia.
- Many cities and towns across the state are consistently being recognized for their emerging culinary scenes, including Richmond, Alexandria, Charlottesville and Staunton.
- Virginia is America's first food region. Colonists at Jamestown combined English food cultures with those learned from Virginia Indians and created America's very first food region more than 400 years ago.
- Virginia boasts 275 wineries, 120 breweries, 40 distilleries, and 18 cideries.

TRAVEL EXPERIENCES

- The Restaurant at Patowmac Farm is the ultimate farm-to-table dining experience. Patowmac Farm was one of the first certified organic farms in Virginia. The restaurant is a glass conservatory building on the farm that serves Grown, Raised and Found prix fixe menus focused on local and organic dishes.
- Caromont Farm, located about 20 miles outside of Charlottesville, creates cheeses on-site from goats and cows in Virginia. They also offer farm tours, cooking classes, and farm dinners.
- Real Richmond Food Tours offers two-and-a-half-hour walking tours, stopping into several local eateries in Richmond to sample specialties and hear from chefs and owners.

SHARE THE LOVE

- #VAFood
- #VaisforFoodLovers
- #LOVEVA

FOR MORE: [Virginia.org/food](https://virginia.org/food)



**VIRGINIA
IS FOR
OYSTER
LOVERS®**



♥ | VIRGINIA IS FOR OYSTER LOVERS

The best food tells a story of the place it is from. Eating an oyster in Virginia captures the character of our waters in one quick, complex taste. The Virginia oyster tells visitors a story in every shell. This is why Virginia is for Oyster Lovers.

- Growing in the world-famous Chesapeake Bay, the Atlantic Ocean and its tributaries, Virginia oysters thrive in eight different regions producing oysters with distinct flavors, offering an oyster for every palate.
- The flavor of “The Virginia Oyster” from each region is unique, unlike any others in the world (a concept called “merroir,” similar to the wine concept “terroir”). These exceptional tastes range in salinity, creaminess, and sweetness.
- All oysters are eco-friendly and actively filter the water they are grown in. The oyster industry is one of the few industries that as it expands, provides tangible, increased environmental benefits.
- The Virginia Oyster industry is one of the longest-standing industries in the state, going back to the time of the Jamestown settlers.
- The Virginia Oyster pairs perfectly with another recognized Virginia product: Wine! Some of our oyster regions share watersheds with Virginia wineries, proving the point that “what grows together, goes together.”

TRAVEL EXPERIENCES

- The Virginia Oyster Trail connects producers, farmers, purveyors, seafood restaurants and raw bars in Virginia’s distinctive bay and river towns for an authentic oyster tourism experience.
- Visit Merroir for the ultimate oyster “tasting room” experience. Featuring the celebrated farms of Rappahannock Oyster Company, everything is served raw or cooked on an outdoor grill, small-plate-style and paired with craft brews and world-famous wines.
- Sign up for the Chef’s Table Tour at Pleasure House Oyster Farm. Hosted by Capt. Chris Ludford, owner and oyster farmer, this is a dining experience you won’t forget as you stand in waders knee-deep in the Lynnhaven River at a table set up directly in the water at the oyster farm.

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FOR MORE: [Virginia.org/oysters](https://www.virginia.org/oysters)



**VIRGINIA
IS FOR
WINE
LOVERS®**



♥ | VIRGINIA IS FOR WINE LOVERS

Making good wine is hard work and it doesn't happen overnight. Visit a Virginia winery and you'll see and taste the fruits of our labor. Healthy vineyards require specific conditions from the weather and from the soil. Lucky for us, the same conditions also produce spectacular views. Wineries and vineyards throughout Virginia offer the quintessential American wine experience with lingering notes of old world Europe. This is why Virginia is for Wine Lovers.

- Virginia offers 275 wineries that stretch across every region of the state, from the waters of the Chesapeake Bay to the Appalachian Mountains.
- Virginia has been named a top 10 wine destination, and our wines have been recognized around the world for quality.
- Virginia is one of the only wine destinations in the country where visitors can kayak to a winery, enjoy bluegrass music while sipping local wines, sample regional wines at a National Park or enjoy wine at a National Historic Landmark.
- Thomas Jefferson was America's first wine lover. His dream of wine grown and made in Virginia is now thriving around his homestead at Monticello and throughout the Commonwealth.
- Some of Virginia's top varietals are Viognier, Petit Verdot, Cabernet Franc, and Chardonnay.

TRAVEL EXPERIENCES

- Sign up for an unforgettable kayak tour on the Eastern Shore. Southeast Expeditions takes you for a beautiful day of paddling on the Chesapeake Bay with a stop to one of the local wineries, Chatham Vineyards or Holly Grove Vineyards.
- The wineries on the Monticello Wine Trail have all been inspired by Thomas Jefferson's vision of winemaking in Virginia. With 30 beautiful wineries, all within easy access from Charlottesville, The Monticello Wine Trail is a perfect way to experience the Virginia wine experience.
- The Blue Ridge Whiskey Wine Loop is an intriguing tasting route with seven wineries, a whiskey distillery and many notable restaurants winding along the backdrop of Virginia's scenic Blue Ridge Mountains and Shenandoah National Park.
- Find many more wine trails and itineraries at [Virginia.org/wine](https://www.virginia.org/wine)

SHARE THE LOVE

- #VAWine
- #VaisforWineLovers
- #LOVEVA

FOR MORE: [Virginia.org/wine](https://www.virginia.org/wine)



**VIRGINIA
IS FOR
CRAFT BEER
LOVERS®**



♥ | VIRGINIA IS FOR CRAFT BEER LOVERS

There's a story poured into every pint of Virginia craft beer. One sip can take you to a tasting room looking over a beautiful mountain vista while another can have you rubbing elbows with a brew master on an iconic downtown street. Local beers with local flavors are on tap for travelers in every part of Virginia, including at many internationally awarded breweries. In Virginia, you can sample several flavors at one of Virginia's destination breweries, taste a dish developed to pair with a local craft beer or simply enjoy a well-earned post-hike celebration with true Virginia flavor. These experiences help top off any historic experience, and this is why Virginia is for Craft Beer Lovers.

- Virginia is home to more than 120 craft breweries... and growing!
- Virginia's craft beers have won numerous awards from the Great American Beer Festival and World Beer Cup among others.
- Larger craft breweries are making Virginia home, including the iconic West Coast brewer, Stone Brewing Company, which is opening their first East Coast operation in Richmond.
- Craft breweries have become a family destination. Most places have music, food options, children's activities, and more.

TRAVEL EXPERIENCES

- Explore the many brewery trails found across the state-
 - Nelson 151 Trail
 - The Red, White and Brew Trail
 - The Brew Ridge Trail
 - LoCo Ale Trail
 - Virginia's Blue Ridge Beerway
- Richmond is emerging as an ultimate craft beer town. With currently more than a dozen craft breweries, you can sign up for a tour by bus or trolley and enjoy an afternoon of local brews.
- Find a hike on the Blue Ridge Parkway then checkout the Nelson 151 trail for a post-hike reward. Home to 5 wineries, 3 breweries, 1 cidery, 1 distillery and spectacular views, you will find plenty of places for a relaxing afternoon.

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- #VaisforBeerLovers
- #LOVEVA

FOR MORE: [Virginia.org/craftbeer](https://virginia.org/craftbeer)



**VIRGINIA
IS FOR
HISTORY
LO♥ERS®**



♥ | VIRGINIA IS FOR HISTORY LOVERS

Travel in Virginia is special because visitors can connect to the story of America better than anywhere else. Almost any place you go in Virginia, there are stories and experiences linking as far back as records go on this continent. Standing on Virginia soil puts you at the heart of the story of America. Virginia has been home to many historic moments. This is why Virginia is for History Lovers.

- History touches every product in Virginia from the oysters in the Chesapeake Bay to the vines first grown by Thomas Jefferson. This connection to history gives travel a deeper meaning when visiting Virginia.
- Virginia is the Mother of Presidents— eight U.S. Presidents were born in Virginia, more than any other state. Most of their iconic homes can be visited today, such as Mount Vernon, Monticello and Montpelier; as well as presidential birthplaces like Berkeley Plantation.

TRAVEL EXPERIENCES

- While in Richmond, take time to visit the Virginia State Capitol. Designed by Thomas Jefferson, it is the oldest legislature continuously operating in the United States.
- Virginia's Historic Triangle includes three historic colonial communities- Jamestown, Colonial Williamsburg and Yorktown- and is also located close to popular attractions like Busch Gardens, Water Country and the Great Wolf Lodge, making this getaway perfect for families looking for a fun and educational vacation.
- Old Town Alexandria is the heart of the city that George Washington called home. It is a beautifully preserved historic district on the Potomac River right outside of Washington DC.
- Plan a visit to one of Virginia's many historic sites across the state. Monticello, the home of Thomas Jefferson, is located right outside of Charlottesville. Take a tour of the beautiful home and stop by Jefferson Vineyards, a winery located close to Monticello, producing wine true to Jefferson's original vision of winemaking in Virginia.

SHARE THE LOVE

- #VAisforHistoryLovers
- #LOVEVA

FOR MORE: [Virginia.org/history](https://www.virginia.org/history)



**VIRGINIA
IS FOR
MUSIC
LOVERS®**



♥ | VIRGINIA IS FOR MUSIC LOVERS

Music connects us all, and its melodies have been woven into the story of Virginia since the beginning. This legacy has culminated in historic moments like the 1927 Bristol Sessions, known as the “Big Bang of Country Music,” and the cultivation of musicians who have helped shape the story of American music. Virginia’s music scene boasts an array of genres from orchestra and opera at some of the nation’s grandest concert halls, to rock, jazz and Blues at city nightclubs. Virginia’s music venues provide music lovers hundreds of performances a year by world-famous musicians on stages around the state. This is why Virginia is for Music Lovers.

- Virginia is also home to a great variety of music festivals, including Bristol Rhythm and Roots, the Richmond Folk Festival, FloydFest, Lockn’ and many others.
- Virginia’s music venues range from historic movie theaters and opera houses to beaches and rock quarries.
- The City of Bristol is known as the Birthplace of Country Music because of the 1927 Bristol Sessions, which legendary country artist Johnny Cash referred to as “the single most important event in the history of country music.”

TRAVEL EXPERIENCES

- The Floyd Country Store has become a traditional gathering place on Friday nights for musicians, dancers and visitors from all around. The Friday Night Jamboree is an authentic experience shared by locals and visitors alike.
- The Crooked Road, Virginia’s heritage music trail, winds through almost 300 miles of scenic terrain in southwest Virginia and connects major music venues.
- Virginia has legendary venues like The National in Richmond, The Birchmere in Alexandria, The Jefferson Theater in Charlottesville, The NORVA in Norfolk and The Carter Family Fold in Hiltons, to name a few.
- Hit a festival, from the big crowds at Lock’n to the smaller niche following at the Old Fiddler’s Convention in Galax, Virginia has a festival to celebrate any genre of music.

SHARE THE LOVE

- #VAisforMusicLovers
- #VAmusic
- #LOVEVA

FOR MORE: [Virginia.org/music](https://virginia.org/music)

The image features a warm, golden-hour sunset scene. In the foreground, three people are silhouetted against the bright sky. On the left, a person sits on a Yamaha ATV. In the center, another person stands next to a mountain bike. On the right, a third person is running. The background shows rolling hills and mountains under a sky with scattered clouds. The text 'VIRGINIA IS FOR OUTDOOR LOVERS' is overlaid on the right side of the image.

**VIRGINIA
IS FOR
OUTDOOR
LOVERS®**



♥ | VIRGINIA IS FOR OUTDOOR LOVERS

Take a drive through the state and it is plain to see: Virginia is one of the most beautiful places in the world. However, to truly experience this natural beauty, you have to get out of the car and explore. If you're chasing new adventures in the great outdoors, Virginia is the perfect place to get your heart racing. With such variety and beauty, it's hard not to create a new historic outdoor moment on each trip. This is why Virginia is for Outdoor Lovers.

- Virginia's outdoor recreation options range widely from beaches to mountains and everything in between. Learn to surf on the coast and ski in the mountains. For the ambitious, you could even do these in the same trip.
- Virginia's moderate climate with all four seasons lends to many outdoor activities and the time to enjoy them.
- Virginia offers soft adventure for families to high adventure for adrenaline junkies. From the leisurely bike rides on the Creeper Trail to the complex mountain biking trails found throughout the state, you can find an adventure that's just your speed.
- Many of Virginia's old railroad grades have been converted into multi-use recreation trails. These gentle, mostly flat trails range from a few miles to more and wind through some of the most beautiful scenery in Virginia.
- Virginia is a hiker's paradise – from walks through coastal marshes to epic backpacking trips along the famed Appalachian Trail, Virginia has a footpath for all abilities, offering stunning views, flowing cascades, rhododendron and large hemlock trees.

TRAVEL EXPERIENCES

- With 544 miles, Virginia is home to more miles of the Appalachian Trail than any other state. Find one of the 14 Appalachian communities in Virginia and plan a hike along the trail.
- As the only urban setting with Class III and IV rapids, Richmond offers rafting trips ranging from wild to mild. Experience the best of Virginia whitewater, rafting, floating, kayaking or canoeing along the historic James River.
- Virginia Beach is the perfect place to learn something new. Explore the outdoors by water and sign up for stand-up paddle board or surf lessons.
- Grab your bike, (or rent one!) and hit one of the many trails across the state. Cruise down the Creeper Trail in Abingdon. Travel the High Bridge Trail in Lynchburg. Explore the Virginia Capital Trail between Williamsburg and Richmond.

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- #VAisforOutdoorLovers
- #LOVEVA

FOR MORE: [Virginia.org/Outdoors](https://www.virginia.org/Outdoors)



**VIRGINIA
IS FOR
BEACH
LOVERS®**



♥ | VIRGINIA IS FOR BEACH LOVERS

Wild horses, pristine waterways and legendary sunrises give our Eastern Shore beaches their natural charm. Virginia Beach brings together three distinct beaches experiences: the secluded escape of Sandbridge, the calm waters of the Chesapeake Bay and the vibrant coastal energy of the Resort Area. Whatever your beach looks like, you can find it in Virginia.

- Virginia's moderate climate makes for a long beach season where visitors can enjoy a beach vacation from early spring into fall.
- Virginia boasts 28 miles of warm, sunny beaches.
- Virginia is the first southern beach travelers can get to when traveling from the north.
- Chesapeake Bay is the largest estuary property in US at 200 miles long. The southern part of the bay belongs to Virginia, known for its beauty and bounty as well as countless outdoor experiences: fishing, swimming, boating, kayaking and sailing.

TRAVEL EXPERIENCES

- Plan a trip to the Northern Neck's five public beaches, including Westmoreland State Park where you can search for fossils and shark's teeth, and Colonial Beach, the site of George Washington's Birthplace.
- Visit one of the many charming coastal towns in Virginia including Cape Charles, a quaint bayside town on the Eastern Shore. Chincoteague Island, also on the Eastern Shore, known for its oysters, outdoor recreation and home to the famous wild ponies.
- Bike to False Cape State Park, and see one of the last unspoiled beaches on the East Coast, accessible only on foot or by bike.

SHARE THE LOVE

- #VABeaches
- #VaisforBeachLovers
- #LOVEVA

FOR MORE: [Virginia.org/beaches](https://virginia.org/beaches)



**VIRGINIA
IS FOR
MOUNTAIN
LOVERS®**



♥ | VIRGINIA IS FOR MOUNTAIN LOVERS

Virginia's mountains have inspired generations of songs, but their beauty may leave you speechless. The breathtaking views they provide reach beyond a purely visual appeal. Virginia mountain travelers experience unique Appalachian culture, heritage, music, regional art, world-class wine and everything imaginable for outdoor recreation. This beauty and bounty have inspired generations of musicians and travelers to explore and make themselves at home. This is why Virginia is for Mountain Lovers.

- Virginia is home to one-fourth of the Appalachian Trail and national icons including Shenandoah National Park and the Blue Ridge Parkway.
- Virginia is also home to lesser-known gems like the wilderness of the George Washington & Jefferson National Forest and the peaks and wild ponies of the Mount Rogers Recreation Area.
- Shenandoah National Park is located just 75 miles from DC, and boasts more than 200,000 acres of waterfalls, hiking trails, campsites, outdoor recreation.
- The Blue Ridge Parkway runs 217 miles in Virginia, with spectacular views, scenic drives and overlooks, including historic Skyline Drive.
- Virginia has 36 State Parks and 21 National Parks all ready to explore across the commonwealth.
- Mount Rogers is the highest mountain in Virginia at 5,729 feet.
- Virginia also has eight mountain ranges, with five peaks towering more than 5,000 feet.

TRAVEL EXPERIENCES

- Plan a scenic drive along the 105-miles of Skyline Drive in the Blue Ridge Mountains. Stop at one of the 76 scenic overlooks found on the drive.
- Virginia is a hiker's paradise. Find a popular hike in Shenandoah National Park. Old Rag Mountain, Whiteoak Canyon or Stonyman are all popular hikes that offer a rewarding view at the top.
- Virginia is full of cool mountain towns just waiting to be explored. From Marion and Abingdon in southwest Virginia to Floyd and Roanoke nestled in the mountains and up to Harrisonburg and Staunton in the Shenandoah Valley.

SHARE THE LOVE

- #VAMountains
- #VAisforMountainLovers
- #LOVEVA

FOR MORE: [Virginia.org/mountains](https://www.virginia.org/mountains)



**VIRGINIA
IS FOR
LOVERS®**



♥ | VIRGINIA IS FOR WEDDINGS

When you turn with your partner to face your friends and family for the first time as a married couple, it's a moment you never forget. Since Virginia is for Lovers, it makes sense to marry the love of your life here. Virginia offers the perfect backdrop for every couple, whatever their style: modern, classic, whimsical, vintage or edgy. Whether you want to get married in a historic hotel or at a beautiful vineyard, Virginia has a world of choices just waiting to be discovered. Combine this with epic views, delicious local food and perfect local wine pairings and it's easy to see Virginia is the perfect spot for a destination wedding.

- Couples will find more than 200 venue options for a perfect wedding day, from rustic farms on rolling hills, majestic wineries nestled amongst acres of Virginia vines, and historic hotels with opulent staircases and lavish details.
- Virginia boasts 28 miles of warm, sunny beaches; 21 luxurious resorts; 200 bed & breakfasts; more than 275 wineries; and more than 3,000 miles of scenic roadways, taking your out-of-town guests to coastal beauty, mountain vistas, quaint small towns, and peaceful countryside en route to your wedding venue.
- Virginia is a great place to celebrate almost any milestone. Anniversaries, engagements, bachelor or bachelorette parties and family reunions.

SHARE THE LOVE

- #VAWeddings
- #LOVEVA

FOR MORE: [Virginia.org/weddings](https://virginia.org/weddings)



