

**VIRGINIA
IS FOR
LOVERS®**

**LGBT
MARKETING
TOOLKIT**



@VisitGayVA



@visitgayva



Virginia.org/LGBT

VIRGINIA IS FOR LO**ERS**

| VIRGINIA IS FOR ALL LOVERS

Since 1969, our famous state slogan has inspired travelers from all over the world to visit the Commonwealth. Today, Virginia is for All Lovers, and is a great destination for lesbian, gay, bisexual and transgender travelers. Visitors to Virginia can experience our beautiful mountains and beaches, fantastic dining scene, 280+ wineries, 160+ craft breweries, historic sites, outdoor recreation, and much, much more.

Our LOVE story is bigger, better, and more inclusive than ever before.

Here are a few visual examples:



MAKE SURE YOUR INCLUSIVE & LGBT-FRIENDLY BUSINESSES AND DESTINATIONS ARE LISTED AND UPDATED ON VIRGINIA.ORG

Encourage local lodging, dining, outfitters, retailers, parks, etc. to list themselves FREE on Virginia.org so we can link to them in our content.

Be sure and check the LGBT-friendly box when adding or updating your listing.

All listings appear the same on Virginia.org and Virginia.org/LGBT.

Take time to include great imagery!

For more information on getting listed on Virginia.org go to VATC.org/marketing/digital-marketing/webmarketing

Already have an account login? Make updates or add new content at <http://admin.virginia.org>

Contact: Robin Mamunes at rmamunes@virginia.org

SHARE THE LOVE ON SOCIAL MEDIA

Share Virginia is for Lovers content on your pages

- Amplify your message by advertising your Facebook posts and targeting your primary markets
- Tag [@VisitGayVA](#) when posting on Twitter and Instagram
[@VisitGayVA](#) – Twitter | [@visitgayva](#) – Instagram
- Direct visitors to travel inspiration and experiences on Virginia.org/LGBT

ALIGN YOUR CONTENT STRATEGY WITH OURS

Check out the upcoming Virginia is for Lovers content topics at VATC.org/marketing/digital-marketing/contentmarketing

In addition, consider submitting an LGBT-friendly getaway idea for inclusion on the Virginia.org/lgbt website. Information and link to the getaway submission form can be found at VATC.org/marketing/digital-marketing/getaways

Would you like to submit ideas for our travel blog or a fun social media promotion?

Contact: Wirt Confroy at wconfroy@virginia.org

SHARE COMPELLING IMAGERY AND VIDEO WITH US

Images and video drive social media engagement. It is vital for VTC to be equipped with the best resources available in order to drive maximum traffic and consumer engagement. Images and video should be inspiring and tell a visual story. They can be adrenaline pumping or dramatic sweeping landscapes; communicate a sense of oneness or togetherness in an experience; moments of beauty or excitement. Think about creating content featuring LGBT couples, families and friends that will make people think (and feel), “I see myself there,” and “I want to go there and do that.”

Contact: Sarah Hauser at shauser@virginia.org









USING OUR LOGOS

Be part of the Virginia is for Lovers campaign by using these VIFL Pride logos on your website, social media platforms, and blogs. Share these resources with your local businesses. You can

If you would like to request the Virginia is for Lovers Pride logo suite and usage rights, please fill out the graphics request form available at [VATC.org/marketing/advertising/vifl-logo-request](https://vatc.org/marketing/advertising/vifl-logo-request)

Contact: Ali Zaman at azaman@virginia.org

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EXPAND YOUR SUB-BRANDS

Virginia is for Lovers of beaches, history, music, wine, food, mountains, oysters, craft beer, outdoors, sports and film! These are VTC's official sub-brands. Use our VIFL Pride Heart paired with any of our sub-brands to connect LGBT visitors who love these specific Virginia experiences.

**VIRGINIA
IS FOR
MUSIC
LO[♥]ERS™**

**VIRGINIA
IS FOR
FOOD
LO[♥]ERS™**

**VIRGINIA
IS FOR
HISTORY
LO[♥]ERS™**

**VIRGINIA
IS FOR
BEACH
LO[♥]ERS™**

**VIRGINIA
IS FOR
OUTDOOR
LO[♥]ERS™**

**VIRGINIA
IS FOR
SPORTS
LO[♥]ERS™**

**VIRGINIA
IS FOR
CRAFT BEER
LO[♥]ERS™**

**VIRGINIA
IS FOR
WINE
LO[♥]ERS™**

BRING THE VIFL PRIDE LOVEWORK TO YOUR NEXT EVENT OR WEDDING

Go to [VATC.org/loveartworkapplication](https://vatc.org/loveartworkapplication) to check for pricing and availability.

Contact: Marie Henderson at mhenderson@virginia.org



PAID PARTNERSHIP RESOURCES

Go to [VATC.org/marketing/advertising](https://vatc.org/marketing/advertising) and check the co-op plan for LGBT-specific opportunities.

Contact: Shannon Johnson at sjohnson@virginia.org



MEDIA RESOURCES

Share the message that Virginia is for All Lovers, including lesbian, gay, bisexual and transgender visitors. Share LGBT-friendly travel story ideas and local trip itineraries with the VTC Public Relations and Communications team for pitching media visits. Distribute your own Virginia is for All Lovers news to local media.

Domestic: Contact: Caroline Logan at clogan@virginia.org

International: Contact: Christi Braginton at cbraginton@virginia.org



REACHING THE UNTAPPED LGBT MARKET

Who does the LGBT market represent?

- Individuals who identify themselves as lesbian, gay, bisexual or transgender
- People wanting travel with other LGBT people
- LGBT travel can also include family and friends who do not identify as LGBT
- The LGBT tourism industry is represented by destinations (tourism offices and CVBs), travel agents, accommodations and hotel groups, tour companies, cruise lines and travel advertising and promotions companies who market these destinations to the gay community
- This includes lodging, dining, retail, attractions, theme parks, events, outdoor and adventure destinations, and travel services wishing to attract LGBT tourists
- LGBT travelers have a high concern with cultural and safety issues



LGBT MARKETING IS A LUCRATIVE MARKET FOR VIRGINIA COMMUNITIES

A growth market which can increase visitor spending with your business and in your community are LGBT travelers. This includes travel for leisure, business, sports, military, educational, religious and fraternal group travel.

- LGBT travelers travel more, stay longer and spend more money
- LGBT travelers spend an estimated \$57 billion in the U.S., annually
- LGBT travelers have the largest disposable income of any niche market
- LGBT consumers make up 5-10% of the U.S. market
- Virginia's top travel feeder markets compliment the LGBT travel market, including DC/NOVA, Baltimore, Charlotte with direct flights from Boston, Atlanta and Chicago
- A destination's reputation as LGBT-friendly is a motivator for selection
- There is little awareness of Virginia as an LGBT-friendly place



ENGAGING THE LGBT TRAVELER

- LGBT Travelers frequently research the culture and laws of potential destinations to ensure they'll have a safe and welcoming experience
- Many Virginia tourism businesses are LGBT- and Ally-owned, having welcomed LGBT traveling families, couples and friends for years
- Virginia.org/LGBT connects the Virginia LGBT traveler with the “host that wants us the most” via self-designated, LGBT-friendly experiences
- Virginia tourism business can follow, like and share their businesses, events and experiences via our LGBT social media channels:
- Twitter [@VisitGayVA](https://twitter.com/VisitGayVA) and Instagram [@visitgayva](https://www.instagram.com/visitgayva)
- Virginia hosts 10 Pride festivals every year, June - October: Roanoke Pride, Pride on the Peninsula (City of Hampton), Hampton Roads Pridefest (Norfolk), FloydPRIDE, Shenandoah Valley Pride (Harrisonburg), Cville Pride Festival (Charlottesville), Petersburg Out & Proud, Virginia Pridefest (Richmond), Northern VA Pride (Centreville) and Black Pride RVA



PROMOTE INCLUSIVE & LGBT-FRIENDLY SPECIAL EVENTS AT VIRGINIA WELCOME CENTERS

Advertise your LGBT-friendly businesses, localities and events at Virginia Welcome Centers & Safety Rest Areas.

Contact: Val Guffy at vguffy@virginia.org



MERCHANDISE OPPORTUNITIES

Enhance your participation in the Virginia is for Lovers brand and campaigns by offering official Virginia is for Lovers “VIFL Pride” merchandise. Whether you want to create an additional revenue resource or use as promotional items for your events, branded merchandise is a great awareness builder.

- Partner with VTC and our authorized, licensed provider to sell VIFL Pride merchandise
- From hats to t-shirts, and other favorite gear and gadgets, VTC can provide a variety of items to fit any marketing budget
- Sponsoring a keystone event? Custom, co-branded merchandising opportunities are also available

Contact: Val Guffy at vguffy@virginia.org



LGBT INDUSTRY PARTNERS

Virginia has a strong network of organizations and businesses focused on inclusive and LGBT-friendly travel. Their combined efforts create an ideal network to explore when developing LGBT-friendly and inclusive travel marketing. Learn more about Virginia's LGBT tourism network and resources.

Visit VATC.org/lgbtresourceguide to access our prime resources

Contact: Wirt Confroy at wconfroy@virginia.org



Consider the partners below when developing your LGBT tourism research and marketing:

National LGBT Chamber

National Gay & Lesbian Chamber of Commerce » NGLCC.org

State LGBT Chambers

Hampton Roads Business Outreach » HRBOR.org

Richmond Business Alliance » RichmondBusinessAlliance.com



Statewide LGBT Organizations

*event + marketing partners

Arlington Gay & Lesbian Alliance » AGLA.org

Black Pride RVA » [UGRC/Us Giving RVA Connection](https://UGRC/UsGivingRVAConnection)

Cville Pride Festival » Cvillepride.org

Diversity Richmond » Diversityrichmond.org

Equality Virginia » EqualityVirginia.org

Floyd Pride » Floydpride.org

Hampton Roads Pride » Hamptonroadspride.org

HRC – Virginia » HRC.org/local-issues/virginia

LGBT Life Center/Hampton » LGBTLifeCenter.org

Lynchburg Diversity Center » Lynchburgdiversity.org

Northern VA Pride » NOVApride.org

Petersburg Out & Proud » [PetersburgOut](https://PetersburgOut.org)

Pride on the Peninsula » DowntownHampton.com

Roanoke Pride » Roanokepride.org

Shenandoah Valley Pride » Shenandoahvalleypride.org

Virginia Pridefest » VApride.org



LGBT Research + Marketing Organizations

Community Marketing, Inc. » Communitymarketinginc.com

Witeck Communications, Inc » Witeck.com



LGBT VA Media + Marketing Organizations

OutWire757 Magazine » OutWire757.com

GayRVA » GayRVA.com

Unite Virginia & Q Pages » UNITEVAmag.com

Gay Cville » GayCville.org

BENEFITS OF WORKING WITH VTC

Inclusive, diverse and LGBT-friendly visitor experiences continually drive some of the highest web traffic to Virginia.org and generate high engagement with our social following. Our social media platforms reach millions of people each year.

- Millions of travelers visit Virginia.org annually looking for camping, cabins, hiking and biking, music festivals and events, authentic, local dining experiences and unique and affordable lodging
- Virginia.org, Virginia.org/lgbt and the Virginia Travel blog had more than 13 Million visits in 2015
- On social media, the Virginia is for Lovers brand boasts a following of more than 750,000 people including 650k on Facebook

TOP 3 WAYS TO WORK WITH VTC'S LGBT MARKETING EFFORTS

1. **Post your listing** on Virginia.org » <http://admin.virginia.org>
2. **Share images and video** of LGBT travelers » vconfroy@virginia.org
3. **Create and Share Itineraries** » <http://admin.virginia.org>

Use the 'Hub & Spoke' method to write down the main reason an LGBT visitor would come to your area - that's the 'Hub'. Then fill out the remaining 'Spokes' of where they'll stay, eat, shop, explore and enjoy your locality.





Get your
VIRGINIA IS FOR LOVERS

Pride Gear at
theVAStore.com

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LO[®]ERS**

