

VIRGINIA TOURISM PHOTOGRAPHY/VIDEO REQUIREMENTS

Virginia Tourism would love to get new photos and/or video to use for marketing purposes. These photos need to be high resolution (300 dpi is ideal) in jpeg or tiff format. The video should be at least 1080p (HD), but 4K is preferable. Please include the photographer's name so we know who to credit.

If the photos/video you provide were taken by you or a staff member, we need written permission to use them with unlimited usage rights (an email is fine). This will allow us to add the digital media to our library for potential use in blog articles, social media posts, Virginia.org, and in the Virginia Travel Guide as well as sharing with media contacts to market Virginia and your business as a travel destination. Every media entity must obtain permission through Virginia Tourism each time they request to use a photograph, regardless of past usage, so we can regulate the usage of images you share.

If the photos/video were taken by a professional photographer or outside source, we need a copy of the work-for-hire contract detailing the usage rights information. If no contract was used, we need an email from the photographer that gives Virginia Tourism permission to use images in an unlimited capacity. The email should also specify if the imagery may (or may not) be shared with media contacts.

Images/video that feature identifiable people must have signed model releases. We require that the model releases also be shared with us.

Please make sure you answer all of these questions and requirements before submitting photography/video to Virginia Tourism.

Once you have responded with the appropriate information, you can share your photos/videos using the designated link, allowing you to send larger files via our online transfer system.

