VIRGINIA IS FOR LOVERS
2020 CONTENT MARKETING PLAN
Mission

Virginia is For Lovers is one of the most iconic and recognizable travel brands in the world.

Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation.

The dollars spent by travelers fuel our economy, provide work opportunities for Virginians, and improve communities across the state.

Simply put, tourism helps to make Virginia a great place to live, work, and visit.
Brand Values

PASSION:
Define the “Lovers” in Virginia is for Lovers

INSPIRATION:
Capture emotion and intent to travel

DIVERSITY:
Showcase a wide array of people and travel experiences

AUTHENTICITY:
Highlight “very Virginia” travel products and experiences

FUN:
Present THE key attribute of Virginia travel experiences
Goals

**Increase awareness and consideration of Virginia as a top travel destination**
Through our integrated marketing efforts and storytelling, we help to achieve a positive image of Virginia, build a relationship with travelers and create a sustainable travel economy. Tourism helps to build creative communities and diverse economies, making Virginia towns and cities vibrant and attractive places to live, to do business and to travel.

**Increase bookings and arrivals to Virginia**
Through strategic media diversification, personalization, and technology, we are delivering the right message to the right people at the right time in order to inject critical dollars spent by travelers into our communities. Through these efforts, tourism fosters entrepreneurship opportunities, provides job opportunities for Virginians, and improves the quality of our communities around the Commonwealth.
Target Markets & Personas

TIER 1
- Washington, D.C.
- Raleigh/Greensboro
- Philadelphia
- Baltimore
- New York City

TIER 2
- Cleveland
- Cincinnati
- Columbus
- Nashville
- Pittsburgh
- Harrisburg
- Boston

TIER 3
- Chicago
- Atlanta
- Hartford
- Charlotte
- Greenville
- Tampa

Target Audiences
- Unattached Experience Seekers
- Multi-Generational Families
- Bucket-Listers
2020 CONTENT MARKETING STRATEGY
The Hero-Hub-Hygiene model, originally developed by digital marketers at Google and YouTube, has become the industry gold standard for content marketing. The 3H principles provide strategic framework for brands to organize the most compelling content and deliver those messages to the right audience, at the right time, through the right channels.

For Further Reading:
Why the Hero-Hub-Hygiene Content Marketing Strategy Still Wins for DMOs – DESTINATION Think!
Virginia is for Lovers will unveil a brand new Share What You Love campaign in the Spring of 2020. The throughline for this campaign is disconnect to connect with the ones you love. This hero content relies heavily on storytelling and emotionally-driven marketing, designed to spread brand awareness and increase engagement.

**SPRING:** March-May
Family Vacations

**FALL:** September-November
Couples Getaways
Hub Content
Brand Pillars

EAT. DRINK. LOVE.
wine | craft beer | cider | spirits | oysters | heritage cuisine
Virginia chefs + recipes | destination dining | agritourism | farm-to-fork

HISTORY + HERITAGE
presidential homes | museums | living history sites | educational travel
historic battlefields | women’s history | African-American history

FAMILY FUN
family-friendly destinations | theme parks | value travel

OUTDOORS
hiking | biking | paddling | camping | parks | ATVs | trails | scenic drives
sustainable tourism | beaches | mountains | outdoor sporting

ARTS + CULTURE
music + performances | art | craftsmanship | festivals and events
museums | art districts | street art | film + television

VIBRANT COMMUNITIES
small towns | hotels + resorts | city + town profiles | luxury destinations
LOVEworks | LGBT-friendly | notable Virginians | neighborhoods
Hygiene Content
Trends: 2020 Lineup

- Virginia’s Vibrant Communities
- Festivals and Special Events
- 100th Anniversary of Prohibition
- Moonshine Heritage
- Virginia spirits
- Family Travel
- Family-friendly resorts
- Budget travel
- Affordable activities for families
- Slow Travel / Spartan Travel
- Pet-Friendly Travel

- Wellness Travel
- Sustainable Tourism
- 50th Anniversary of Earth Day
- Tiny Trips
- Long weekend getaways
- Train Travel
- Harvest Parties
- LGBT Travel
- African-American History
- Women’s History in Virginia
- 19th Amendment Centennial

- Gift Guides for Holidays
- Mother’s Day
- Father’s Day
- Christmas
- Black Friday Deals
- Space Tourism
- Cash-Free Travel
- Transformational Travel Experiences
Content Channels

- Paid advertising
- Co-op advertising
- The Virginia Travel Guide
- Virginia.org
- The Virginia Travel Blog
- Monthly eNewsletters
- Email
- Social Media
  - Facebook
  - Instagram
  - Twitter
  - Pinterest
  - YouTube
  - LinkedIn
CONTACT

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