

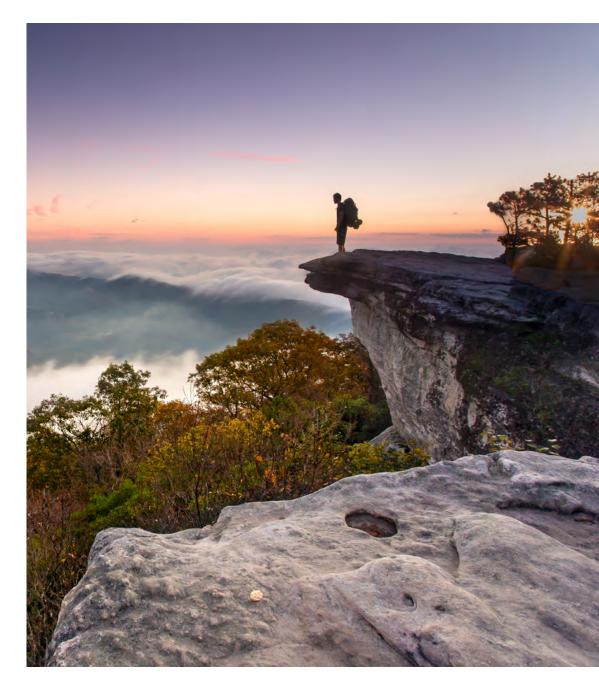
# Mission

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:**

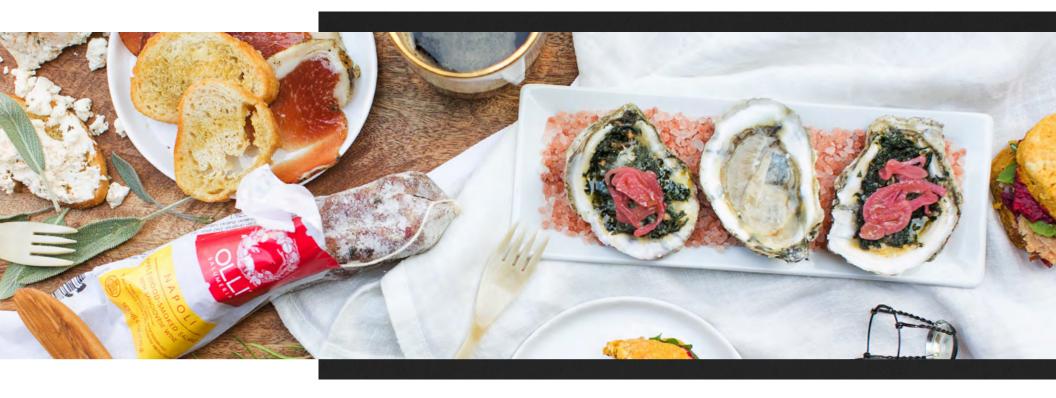
Showcase a wide array of people and travel experiences

### **AUTHENTICITY:**

Highlight "very Virginia" travel products and experiences

### **FUN:**

Present THE key attribute of Virginia travel experiences



# Goals

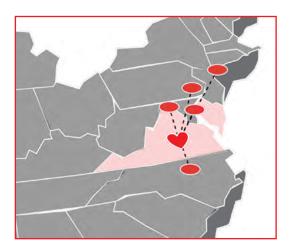
### Increase awareness and consideration of Virginia as a top travel destination

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

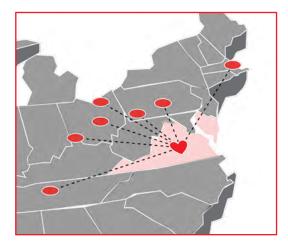
Through strategic media diversification, personalization, and technology, we are delivering the right message to the right people at the right time in order to inject critical dollars spent by travelers into our communities. Through these efforts, tourism fosters entrepreneurship opportunities, provides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

# **Target Markets & Personas**



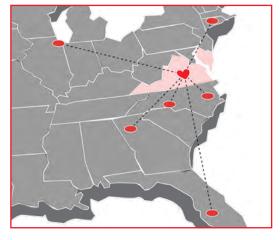
#### TIER 1

- 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

# **2020 Content Marketing Strategy**

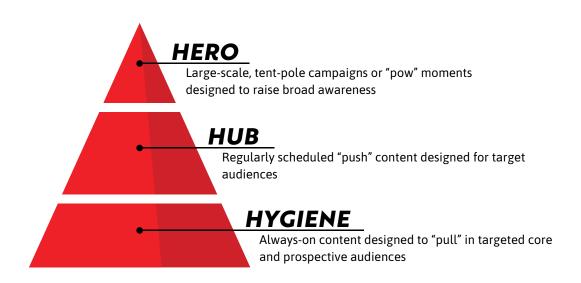
## Hero - Hub - Hygiene



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!















## **Hero Content Share What You Love**

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

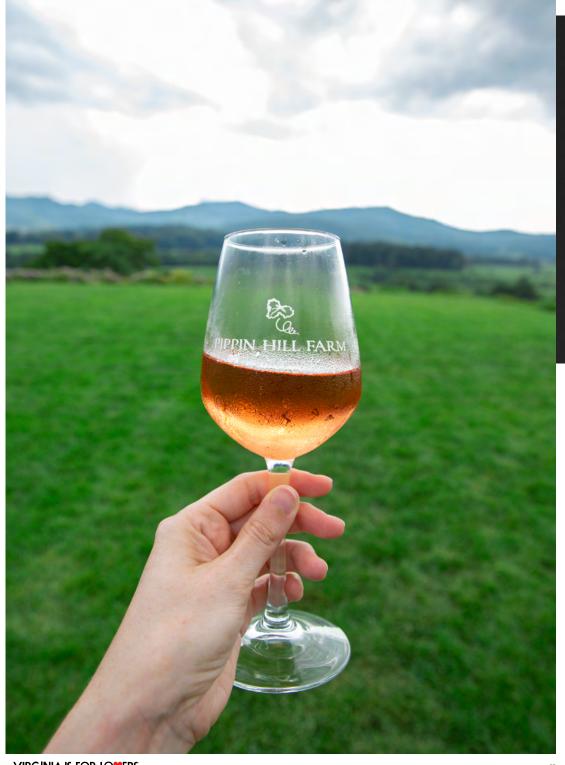
- Virginia's Vibrant Communities
- Festivals and Special Events
- 100th Anniversary of Prohibition
- Moonshine Heritage
- Virginia spirits
- Family Travel
- Family-friendly resorts
- Budget travel
- Affordable activities for families
- Slow Travel / Spartan Travel
- Pet-Friendly Travel

- 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



FY20 CONTENT MARKETING PLAN VIRGINIA IS FOR LO♥ERS 11

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