

TOPIC: Race and Equity

POSITION STATEMENT

Virginia Tourism Corporation (VTC) believes it is important to have a team that brings diverse perspectives, and that those perspectives are represented in all aspects of work.

SUGGESTED USE

- Why aren't there more people of color on your team?
- Why aren't there more people of color in your communications?

CORE MESSAGES

- We recognize that diverse perspectives provide the necessary components to tell a true and full story, and we are working to include more diverse perspectives across all aspects of our work.
- We recognize the importance of having Black perspectives in our team so that we can make sure these perspectives are heard and included throughout the work we do.
- We want all travelers, especially Black travelers, to feel welcome in Virginia; thus we've been working to demonstrate that through our creative by incorporating more diversity in our communications.
- We are proud of the progress we've made in bringing diverse perspectives to our work, but we understand we have more do.

PROOF POINTS

- While we are proud that VTC's president and CEO is a Black woman, we also have 35% Black representation on VTC's Board of Directors.
- VTC created an advisory committee designed to ensure the inclusion of Black perspectives while making decisions around how we tell the historical narrative of Virginia and how to improve the Black traveler experience in Virginia.
- VTC partners with consultants and contractors that bring the Black perspective to their areas of expertise.

- As of 2020, the Virginia Is For Lovers brand showed 40% Black representation in campaign deliverables, 50% representation in banner ads, 50% in print ads, 33.33% in commercials, 14% influencer representation, 60% on a VTC-sponsored and produced podcast and 5% representation on media/press trips.

AUDIENCE SEGMENTS

- Black travelers
- Non-Black travelers interested in inclusive experiences
- Non-Black travelers who don't understand or appreciate inclusive experiences
- Industry