

# VIRGINIA LUXURY



**Virginia's unique luxury experience features scenic byways, five-star resorts, and serene landscapes. Indulge in fine wines, whiskey, and award-winning cuisine. Immerse yourself in culture, art, music, and American history. Whether strolling small-town streets or embarking on outdoor adventures, Virginia offers a diverse range of experiences to discover what truly matters.**

When identifying a Virginia luxury property, specific criteria are considered. These criteria serve as benchmarks for evaluating the distinctive features that contribute to the luxurious experience offered by each hotel or resort. It's important to note that different establishments may emphasize varying aspects of these criteria, depending on their brand identity, geographical location, and target clientele. This tailored approach allows each luxury accommodation in Virginia to showcase its unique blend of amenities, services, and ambiance, catering to the preferences and expectations of its guests. Acceptance into the program is at the discretion of Virginia Tourism Corporation.

**Location:** Prime location in a desirable area, often close to major attractions or in a secluded, exclusive setting.

**Quality of Accommodations:** High-end, spacious, and well-appointed rooms and suites with premium furnishings, luxurious bedding, and state-of-the-art technology.

**Service Excellence:** Personalized, attentive service, often including concierge services, room service, and a high staff-to-guest ratio.

**Amenities:** A wide range of top-quality amenities such as a spa, fitness center, gourmet dining options, pools, and business facilities.

**Exclusive Experiences:** Offering unique experiences like private tours, exclusive access to events or locations, and customized activities.

**Design and Aesthetics:** Exceptional interior and exterior design that may include artworks, elegant architecture, and meticulous landscaping.

**Reputation and Reviews:** A strong reputation for excellence, often reflected in guest reviews and ratings in travel guides and on websites.

**Price Point:** Higher price points reflect the premium quality of services and amenities offered.

**Awards and Recognition:** From industry bodies or travel publications for excellence in luxury hospitality.

Learn more at [virginia.org/united](https://virginia.org/united)

**VIRGINIA IS FOR LOVERS**