

VIRGINIA IS FOR LOVERS[®]

GLOBAL MARKETING PLAN



Feel the love! Virginia partners offer attractions where visitors can genuinely feel the passion and care people put into delivering world-class experiences with truly welcoming hospitality.

No other state offers the *mélange* of Northern ingenuity and ambition combined with pure Southern grace and charm. Nor can any other state offer the full range of America's story. Virginia is the setting for both its history and its future.

We will elevate your global appeal by educating international travel trade, media partners, and consumers on Virginia's superior products served with love.





INTERNATIONAL TARGET MARKETS

TARGET MARKETS:

Main > Canada, UK, France, and Germany

Emerging > Australia and India





CORE STRATEGY

Position Virginia as one of the top fifteen states for inbound international travel within the next four years.

Goals

- Amplify visibility of the Virginia is for Lovers brand and product awareness in target markets.
- Increase average length of stay of international leisure visitors by one night.
- Increase average spending per international visit.





INITIATIVES

- **Personalize the Visit**
Communicate that the visitor receives a bespoke experience.
- **Sell Virginia as North Meets South**
Elevate Virginia's captivating mix of Northern energy and Southern charm.
- **Cultivate Collaborative Partnerships**
Implement partnerships with Virginia's diverse range of suppliers and destinations connecting them to prominent international travel trade and media.
- **Emphasize Ease of Travel**
Capitalize on the strategic locations of Virginia's airports, while leveraging our accessibility and proximity to the broader East Coast.





FEATURED ATTRIBUTES

PRIME LOCATION

Emphasize Virginia's convenient location in the mid-Atlantic region. With Virginia's advanced infrastructure, whether it's planes, trains, or automobiles, Virginia offers a path to seamless navigation and site-seeing.

IMMERSIVE HISTORY

Further promote Virginia's historical places, covering early America and beyond.

RANGE OF FAMILY FUN

Highlight Virginia's attractions, exciting festivals and outdoor adventures suitable for every generation.

DIVERSE SCENIC BEAUTY

Showcase Virginia's outdoor allure, where the majestic Blue Ridge Mountains meet inviting waterways, providing escapes for adventurers of every kind.

PERSONALIZED LUXURY

Position the "Virginia is for Lovers" brand with its deep emotional resonance; from the state's natural beauty to the connections visitors forge with its people, Virginia offers a personalized sense of luxury.

CULTURE & CULINARY

Elevate Virginia's dynamic cultural scene along with the diverse tastes of Virginia, from oysters to wine to fine dining.





MARKETING TACTICS

MARKETING FOR VISITOR GROWTH AND BRAND ELEVATION

- Secure in-country representation.
- Leverage opportunities with Brand USA, Travel South USA, Miles Media and Ink Global.
- Conduct sales missions.
- Host targeted trade familiarization tours to include recognition, link and logo on every VTC itinerary for each participating partner.
- Collaborate with tour operators via in-country representatives to execute cooperative marketing campaigns.
- Craft and consistently utilize PR and marketing messages highlighting Unique Selling Points with a focus on top travel motivators.
- Run annual multi-media marketing campaigns in top target markets.
- Enhance communication and outreach to existing and prospective VA partners, buyers, and media.
- Increase trackability and visibility by securing partnerships with top tour operators.
- Integrate Virginia airport messaging in our global outreach.
- Leverage our accessibility and proximity to the East Coast utilizing and promoting the ease of Amtrak train travel.
- Increase international marketing budget by applying for and securing a federal grant.
- Have a presence at key travel trade and consumer events and shows.
- Creation of multi-partner itineraries distributed to the travel trade.
- Research kit to include market snapshots of all VTC international markets.



MEDIA STRATEGIES

PAID MEDIA

- **Targeted Digital Advertising:** Deploy focused digital campaigns across streaming services, social platforms, and travel booking websites to reach our key markets and audience.
- **High-Impact Video Content:** Invest in engaging video content for platforms like YouTube, Instagram, and Facebook to dynamically showcase Virginia's diverse attractions.
- **Programmatic Retargeting:** Leverage programmatic advertising to re-engage potential visitors by tailoring ads based on their past travel interests.
- **Implement and/or maintain** in-market social media presence and campaigns.
- **Influencer & Blogger Partnerships:** Collaborate with key influencers and travel bloggers who focus on the types of unique travel experiences found in Virginia.

OWNED MEDIA

- **Website Optimization:** Enhance Virginia.org and microsites with compelling itineraries, engaging blog content, and interactive trip planning tools to improve user experience.
- **Personalized Email Marketing:** Expand our email marketing efforts to deliver customized travel suggestions based on individual user preferences.

EARNED MEDIA

- **Press Trips:** Host media familiarization trips to generate valuable press coverage and exposure in target markets. Itineraries to include recognition, link and logo for each participating partner.
- **Distribute** press releases and e-newsletters featuring Virginia product.

MISSIONS

- **Conduct** in-country media missions.

 **YEARLY METRICS**

1 Billion
Audience Reach

400
Total in person
or virtual media
engagements

25,000
Users on Virginia tourism
international platforms

20
Media
familiarization
visits

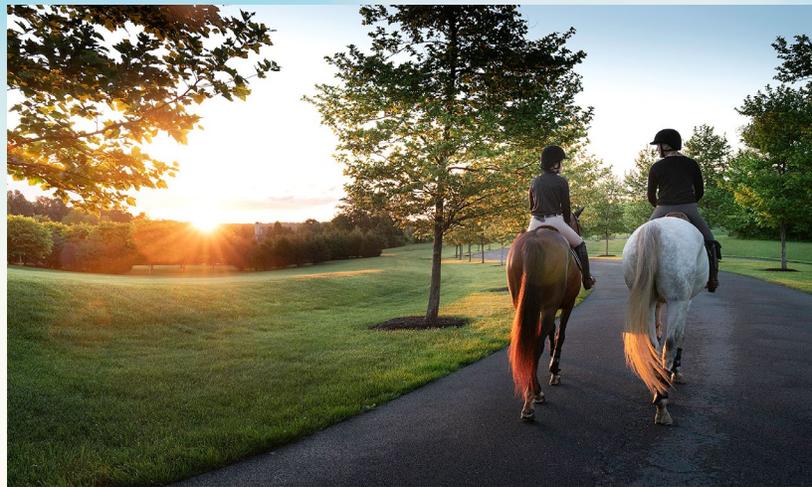
400
Total in person or
virtual trade engagements

20
Trade
familiarization
visits

35
Travel trade seminars

- Social media engagement reports will be provided quarterly.
- Monthly in-country representative reports submitted to VTC leadership and industry partners.
- Post campaign reports submitted to VTC leadership and industry partners.





“Virginia is for Lovers” resonates with travelers, no matter in what country they reside. Whether bringing to mind traveling with those they love or simply the sheer love of travel itself, travelers around the world recognize and connect with the ‘Virginia is for Lovers’ brand. We will continue to proactively enhance Virginia’s global appeal, informing international travelers, trade partners and media representatives of our distinctive charms to increase visitation to and spending in the Commonwealth to benefit all our partners. By strengthening strategic alliances, leveraging our prime location and further cultivating established ties with travel trade and media we will elevate the brand to new heights, emphasizing those attributes that make Virginia unique. Working with our partners we can further expand our reach and awareness of the brand, utilizing all the assets at our collective disposal, to hallmark the love to be found in every Virginia holiday.



THANK YOU



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