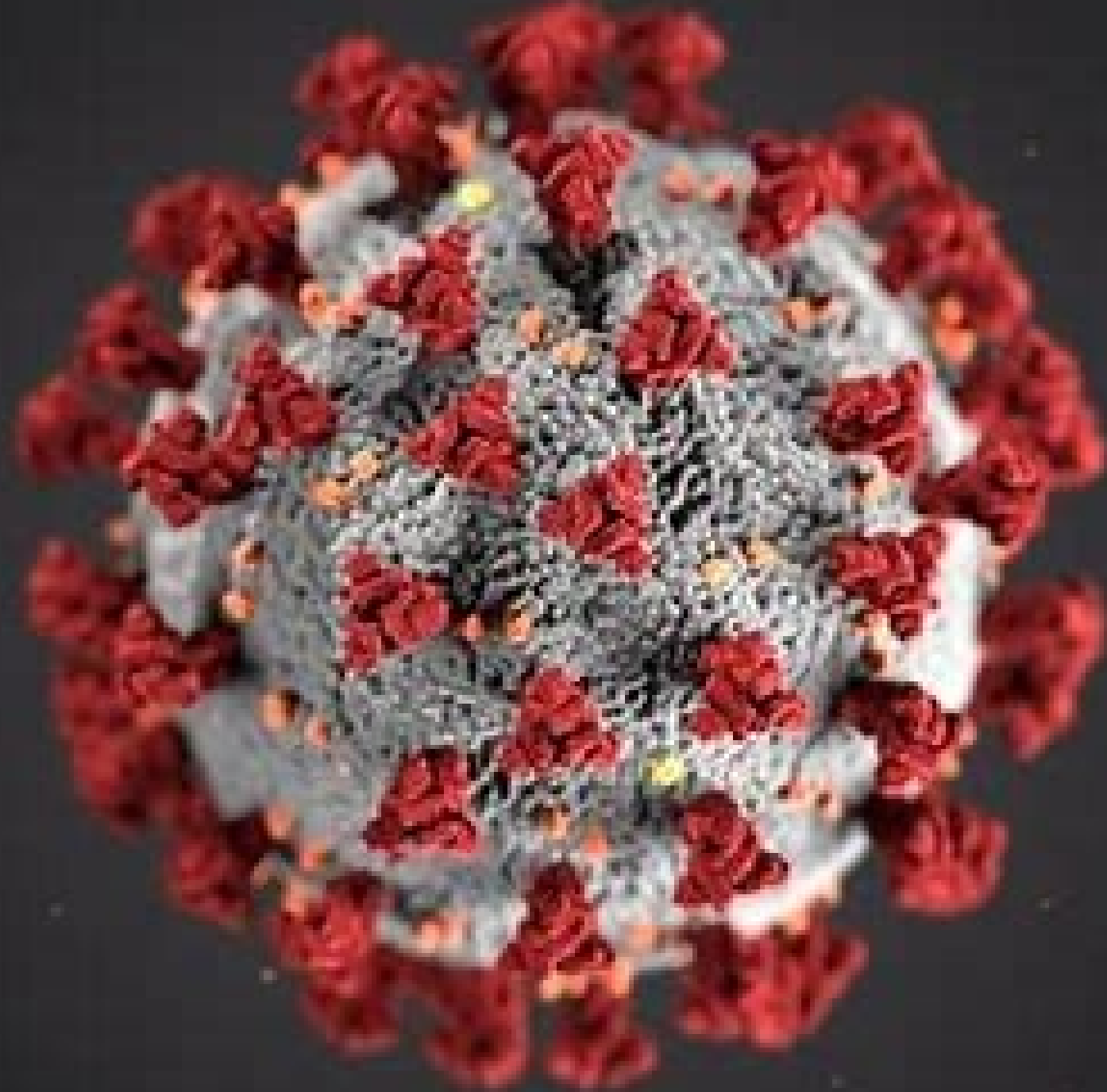


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LOVERS®**

**Steve Galyean**  
**Planning &**  
**Partnerships Director**



# VIRGINIA IS FOR LOVERS<sup>®</sup>

## 2020 ECONOMIC IMPACT OF VIRGINIA'S TOURISM INDUSTRY



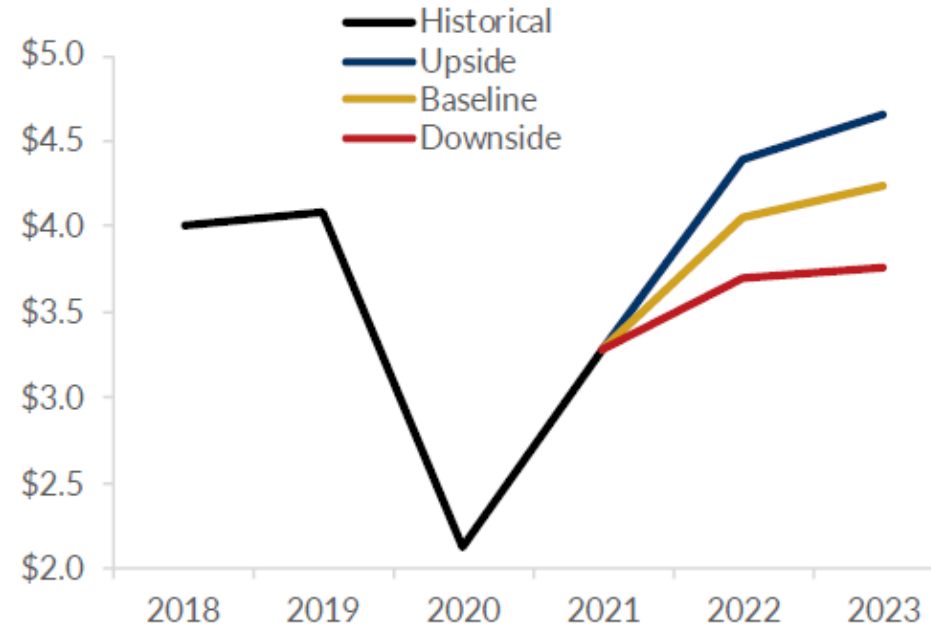
- ♥ In 2020, overnight visitation to Virginia declined by 33% to 29.3 million visitors, down from 44 million in 2019.
- ♥ Virginia's tourism industry generated just \$17.5 billion in visitor spending across all communities in 2020, a 39.7% decrease from 2019. Travelers spent nearly \$48 million per day in Virginia in 2020, down from \$80 million in 2019
- ♥ In 2020, the tourism industry in Virginia supported 171,000 jobs. Nearly 70,000 travel supported jobs were lost from 2019, a decline of about 29%.

# THE SCENARIO OVERVIEW

## Spending overview

Virginia is approaching pre-pandemic room revenue levels and may surpass its 2019 figure as early as this year (though we believe 2023 is more likely).

Room revenue in Virginia, three scenarios  
Percent change compared 2019



Source: STR; Tourism Economics

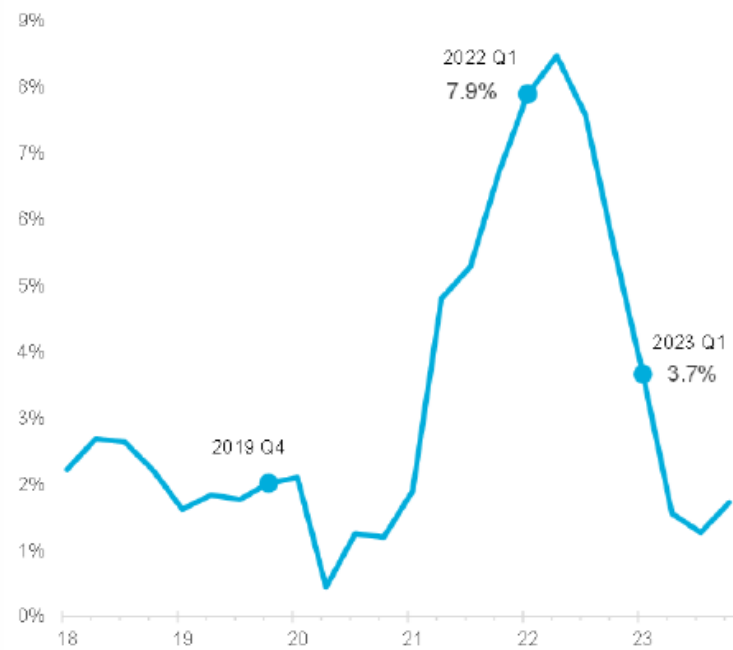
# THE MACROECONOMIC ENVIRONMENT

## Inflation forecast

Inflation will accelerate before slowing; we believe it will return to more typical levels in 2023.

### US: CPI inflation

Percent change, y/y



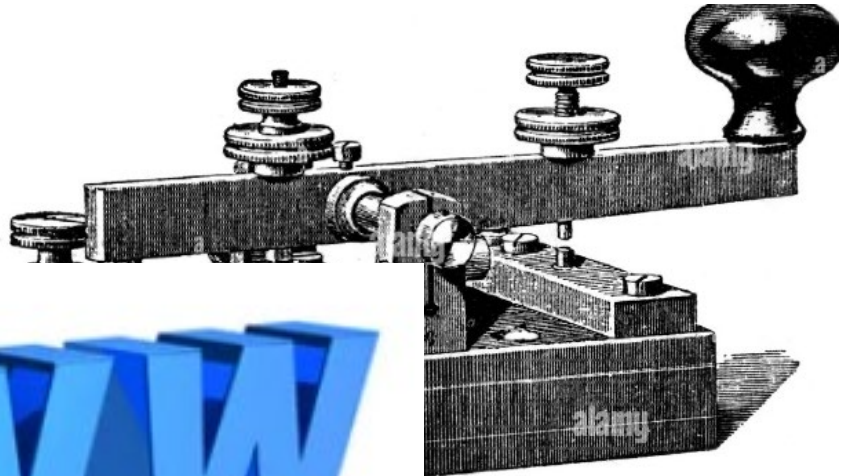
Source: BLS



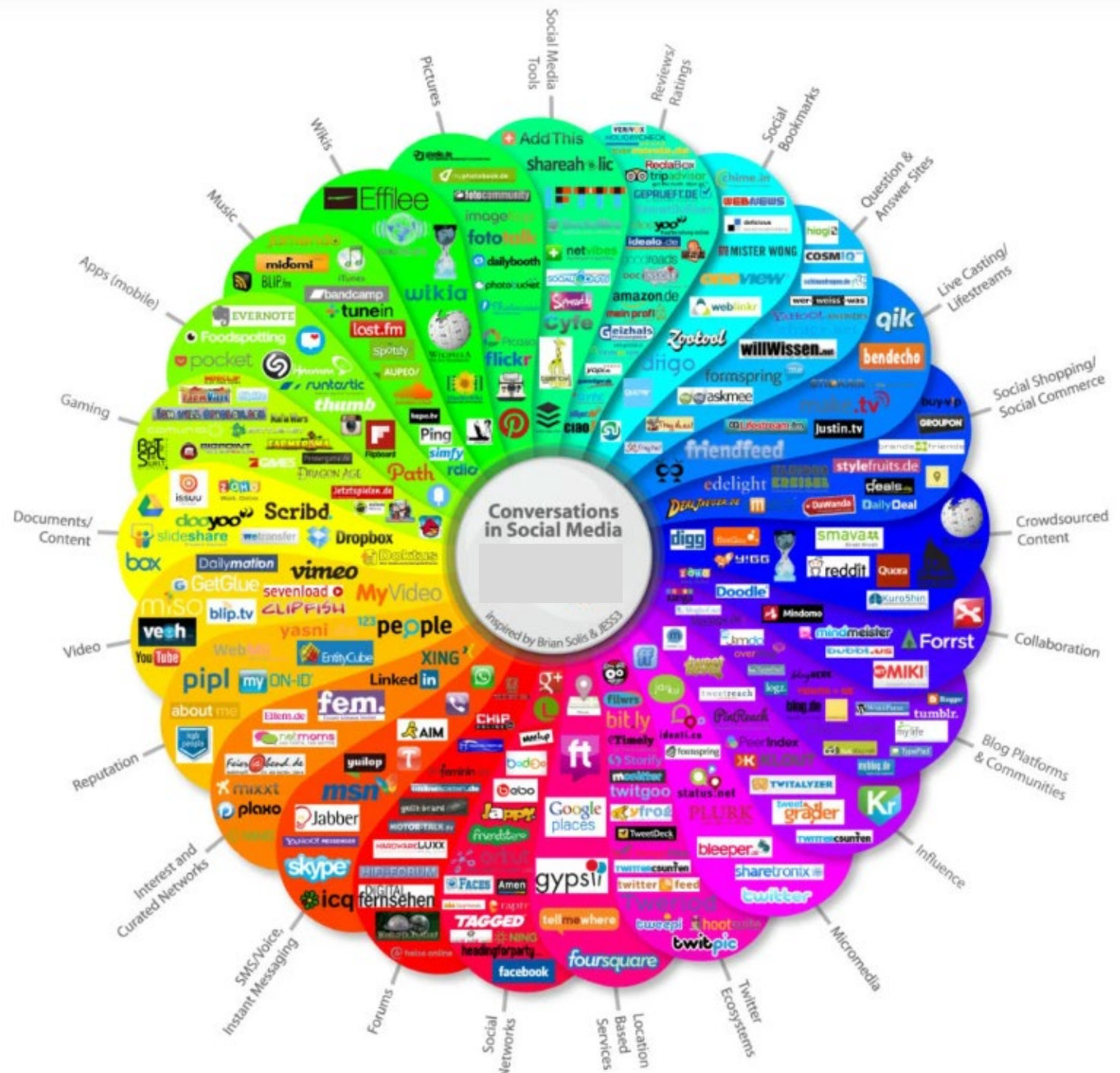
Tourism is a **resilient industry** and is **quick to recover** after **times of crisis**.

Tourism is an **instant revenue generator**

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**Research**

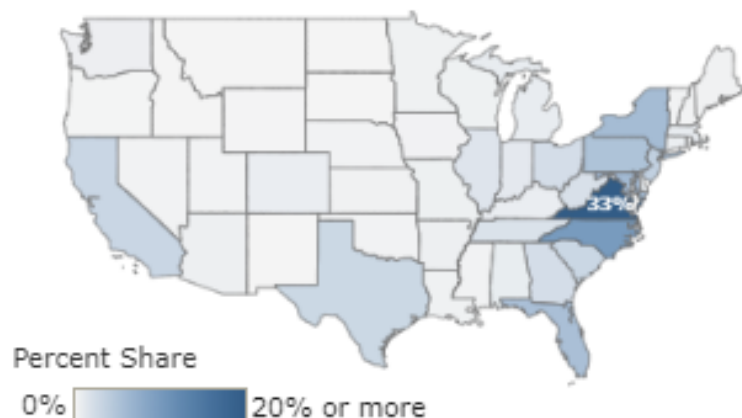
**[www.VATC.org/research](http://www.VATC.org/research)**

## 2020 Domestic Visitor Behavior

- Day
- Overnight

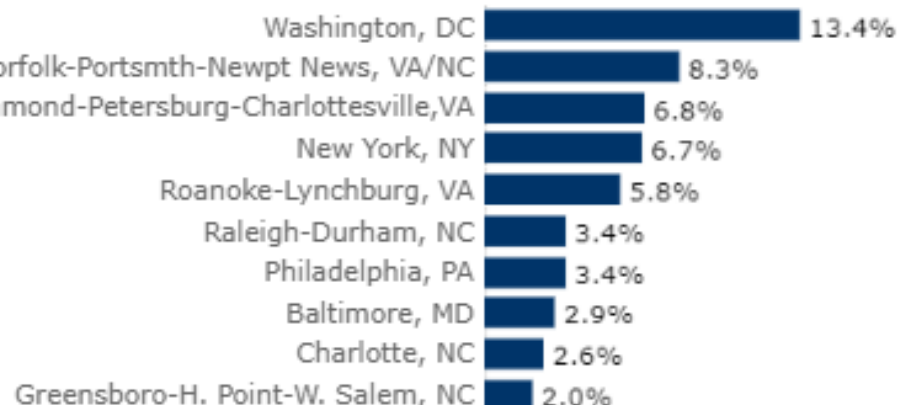
### Domestic Visitors to Virginia

Overnight visitors by state, % share of total



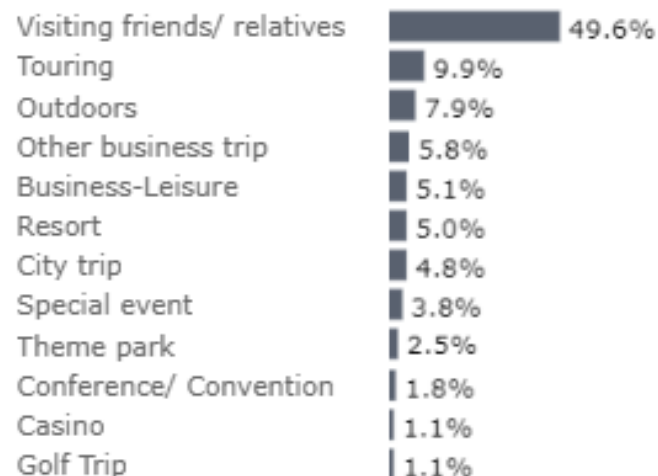
### Top 10 Origin Markets

Overnight visitors to Virginia, % share of total



### Top Trip Purposes

Overnight visitors to Virginia



### Top Activities

Overnight visitors to Virginia



**9 in 10**

overnight visitors to Virginia are repeat visitors

**66%**

of them have been to Virginia in the past 12-months

# Shenandoah Valley

Downtown Staunton (Beverly Street) (January 1, 2022 to May 31, 2022)

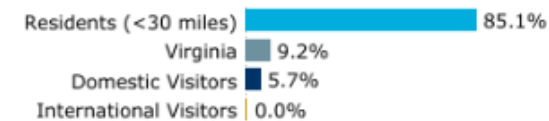
Sample size: 9,129

POI Name

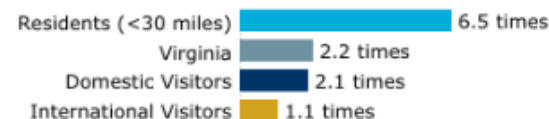
Downtown Staunton (Beverly Street)

## Visits by Origin

% share of visits

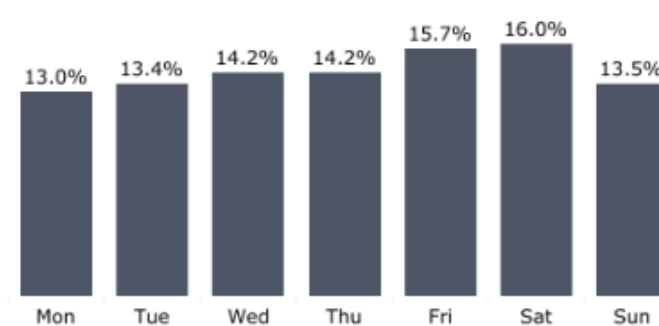


## Visits per person



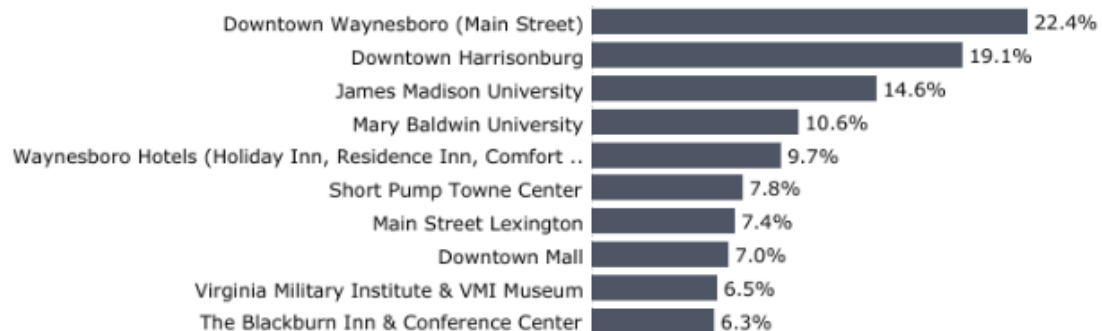
## Visits by Day of Week

% share of visits by DOW



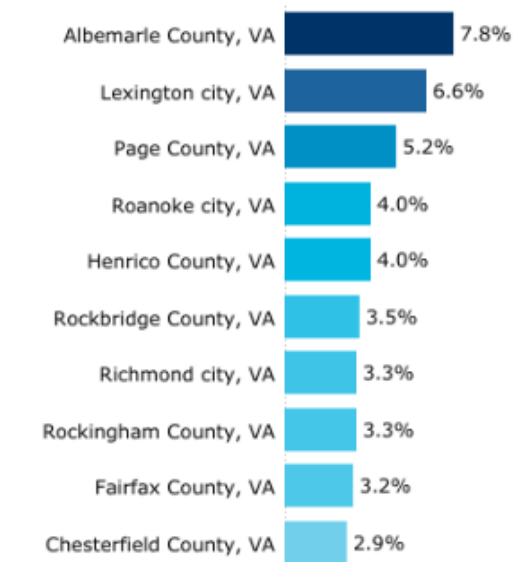
## Top-10 Cross Visits

% share of visitors who visited Downtown Staunton (Beverly Street)



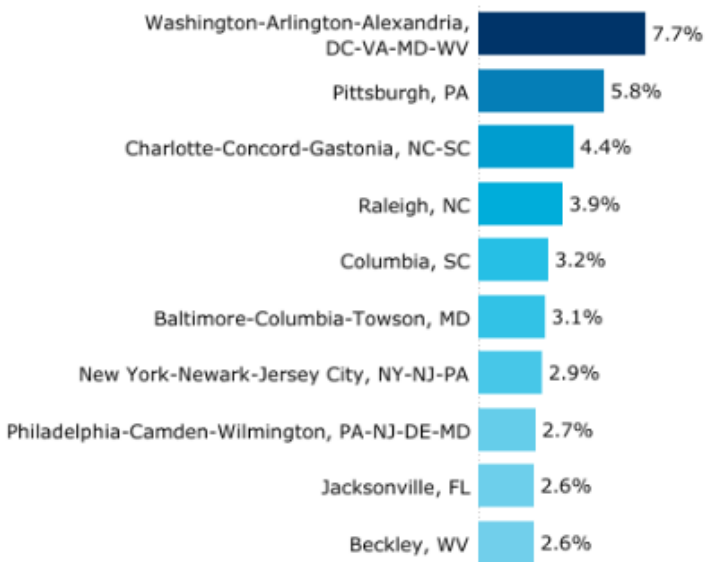
## Top-10 Counties (Virginia)

Visits, % share of total state residents visits



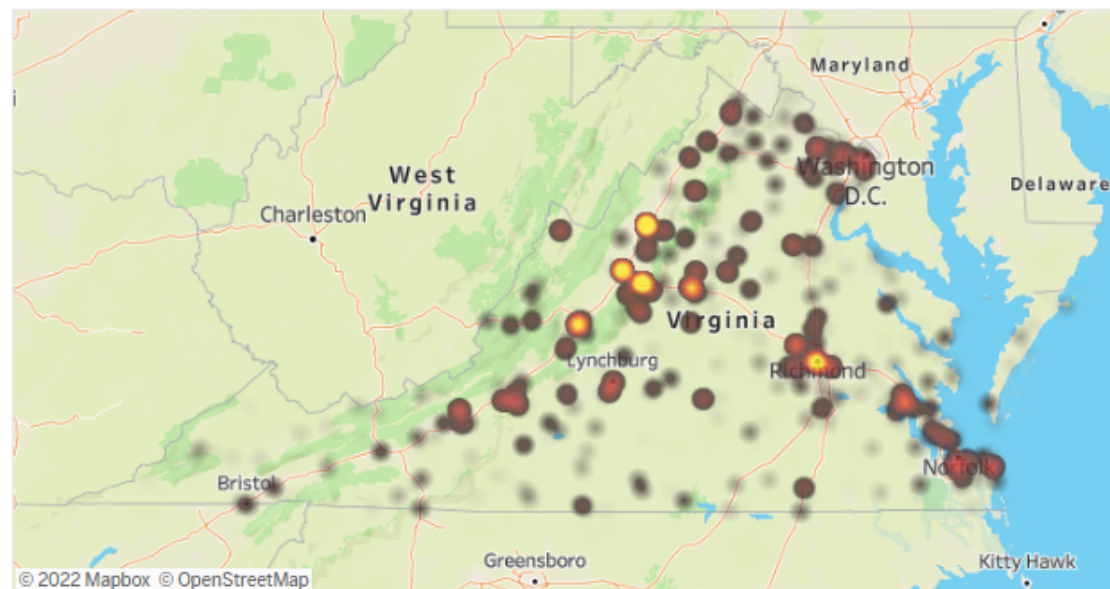
## Top-10 MSAs (Domestic Visitors)

Visits, % share of total domestic visits



## Cross Visits Heat Map

% share of visitors who visited Downtown Staunton (Beverly Street)



Source: Near

# 2022 CAMPAIGNS





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# CAMPAIGN PARAMETERS



**TIMING:** April 18 - November 20



**BUDGET:** \$8.6M



## CORE MARKETS:

Baltimore, MD  
New York, NY  
Philadelphia, PA  
Raleigh, NC  
Washington, D.C.  
Virginia

## EXPANDED MARKETS:

Boston, MA  
Cleveland, OH  
Columbus, OH  
Harrisburg, PA  
Nashville, TN  
Pittsburgh, PA  
Atlanta, GA  
Charlotte, NC  
Chicago, IL

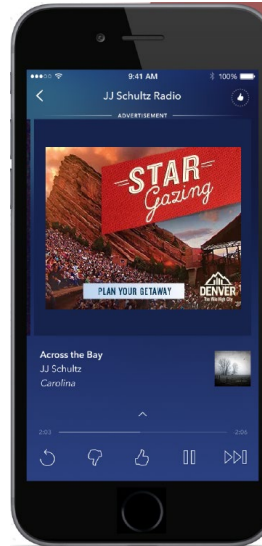


# MEDIA MIX

## Broadcast TV



## Podcast & Streaming Audio



## Out of Home

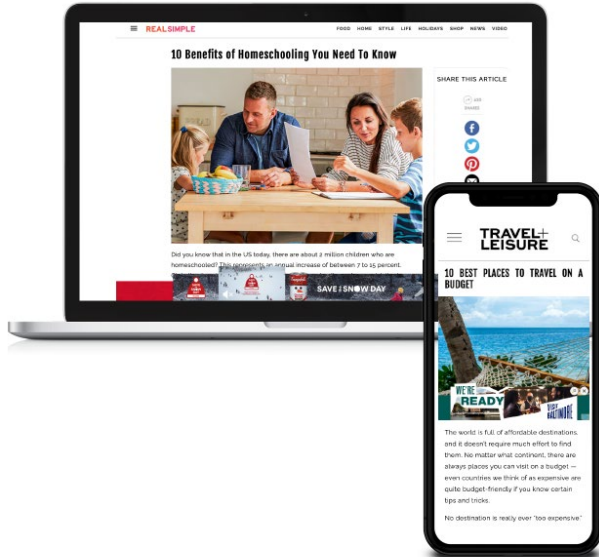


## Connected TV



# MEDIA MIX

## Digital Video & Display

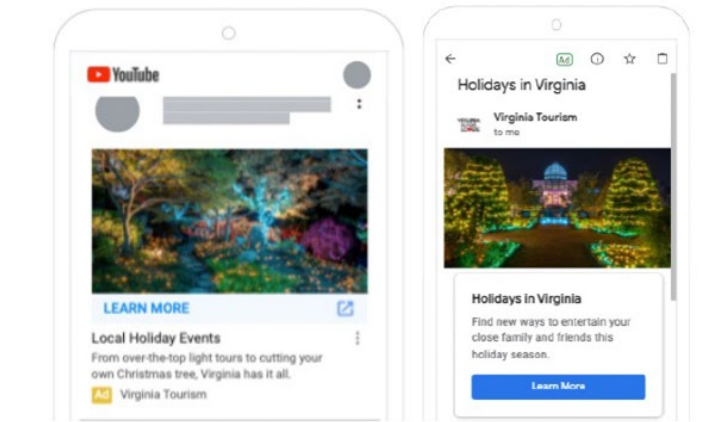


## Search

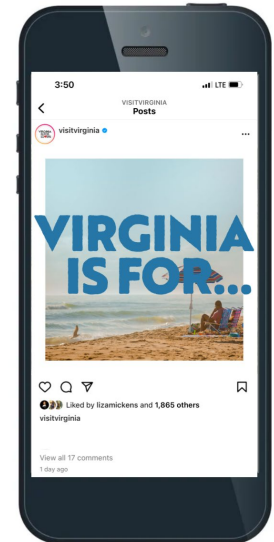
### Travel Guide Search Ads



### Holiday Focused Discovery Ads



## Social

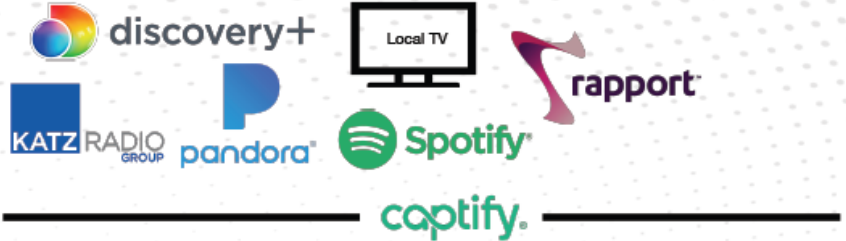


# CONSUMER JOURNEY

Amplify the Brand  
(awareness)

Deliver Inspiration  
(consideration & site visits)

Impact Travel to the State  
(hotel bookings & revenue)



Logos for discovery+, Local TV, KATZ RADIO GROUP, pandora, Spotify, and captify.










Logos for mntn, Loop Me, aki Moment Marketing Science, MATADOR network, and social media icons for Facebook and Instagram.



Logos for gumgum, ADARA, MIQ, EPSILON, and Google.

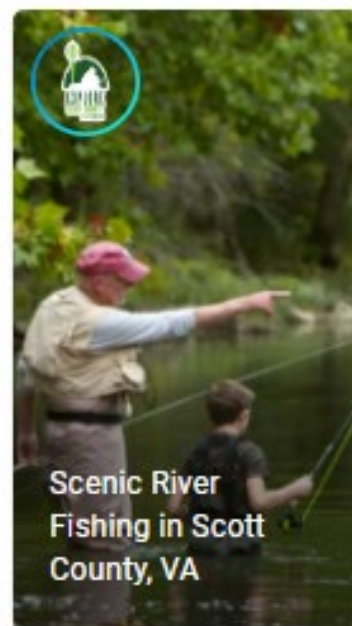
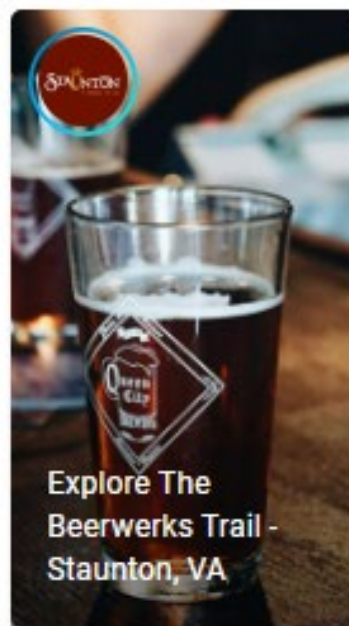
# FY23 Co-Op Program Overview

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<b>Media</b>	Social	Search	Print & Digital Content	Digital Banners & Video	Travel Site	Data	Data
<b>Purpose</b>	Build social engagement and increase website visits by promoting your content on Facebook and Instagram.	Reach consumers who are actively looking for content related to your destination, product or services.	Leverage a trusted voice to reach outdoor enthusiasts and adventure travelers through print, digital and social opportunities.	Place banner and video ads in front of targeted audiences who are interested in travel.	Engage with travel enthusiasts actively looking for travel inspiration and resources.	Utilize Adara's 1st party travel intent data to reach the right audience.	Utilize purchase-based data to identify individuals who have transacted in Virginia but don't reside there.
<b>Benefit + Offer</b>	<b>25% Reimbursement</b> on Facebook and Instagram promoted posts and ads  \$10,000 max. reimbursement	<b>25% Reimbursement</b> on Google Ads campaigns  \$25,000 max. reimbursement	<b>55% Discount</b> on print ads  <b>25% Discount</b> on digital packages, including optional add-ons for social posts	<b>Advanced Targeting Capabilities</b> with display banners and online video  LeisureMedia360 can assist with campaign development, design services and performance analytics.	<b>75% Discount</b> on banner ads, with added value options for design services  \$500 min. spend \$50,000 max. reimbursement	<b>50% Match</b> by VTC and Adara \$5,000 min. spend  50% match by VTC and Adara up to \$10,000. (Up to \$5,000 each)	<b>Coming Soon!</b>
	N/A	N/A	Additional digital package has been added.	Video available in September and May (previously May only) for up to 12 partners.	Minimum spend lowered from \$5,000 to \$500, with self-service option for partners spending less than \$5,000.	New opportunity for FY23.	New opportunity for FY23.
<b>Contact</b>	Margaree Brown <a href="mailto:margaree.brown@mediahubww.com">margaree.brown@mediahubww.com</a>	Margaree Brown <a href="mailto:margaree.brown@mediahubww.com">margaree.brown@mediahubww.com</a>	Leah Woody <a href="mailto:leah@blueridgeoutdoors.com">leah@blueridgeoutdoors.com</a>	Denise Koff <a href="mailto:dkoff@leisuremedia360.com">dkoff@leisuremedia360.com</a>	Mallory Smith <a href="mailto:msmith@tripadvisor.com">msmith@tripadvisor.com</a>	Jeremy Harvey <a href="mailto:jeremy.harvey@adara.com">jeremy.harvey@adara.com</a>	

Full details available on [VATC.org](http://VATC.org)

## VTC x CrowdRiff Localhood



### VTC X Localhood

- › [VTC x Localhood: Creative Guidelines](#)
- › [VTC x Localhood: Content Calendar](#)
- › [VTC x Localhood: Storyboard Template](#)
- › [Localhood Support Site](#)
- › [Contact Crowdriff Representative](#)

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**Partnership  
Marketing**

# Strategic Planning



# Tourism Development



# Marketing Leveraging





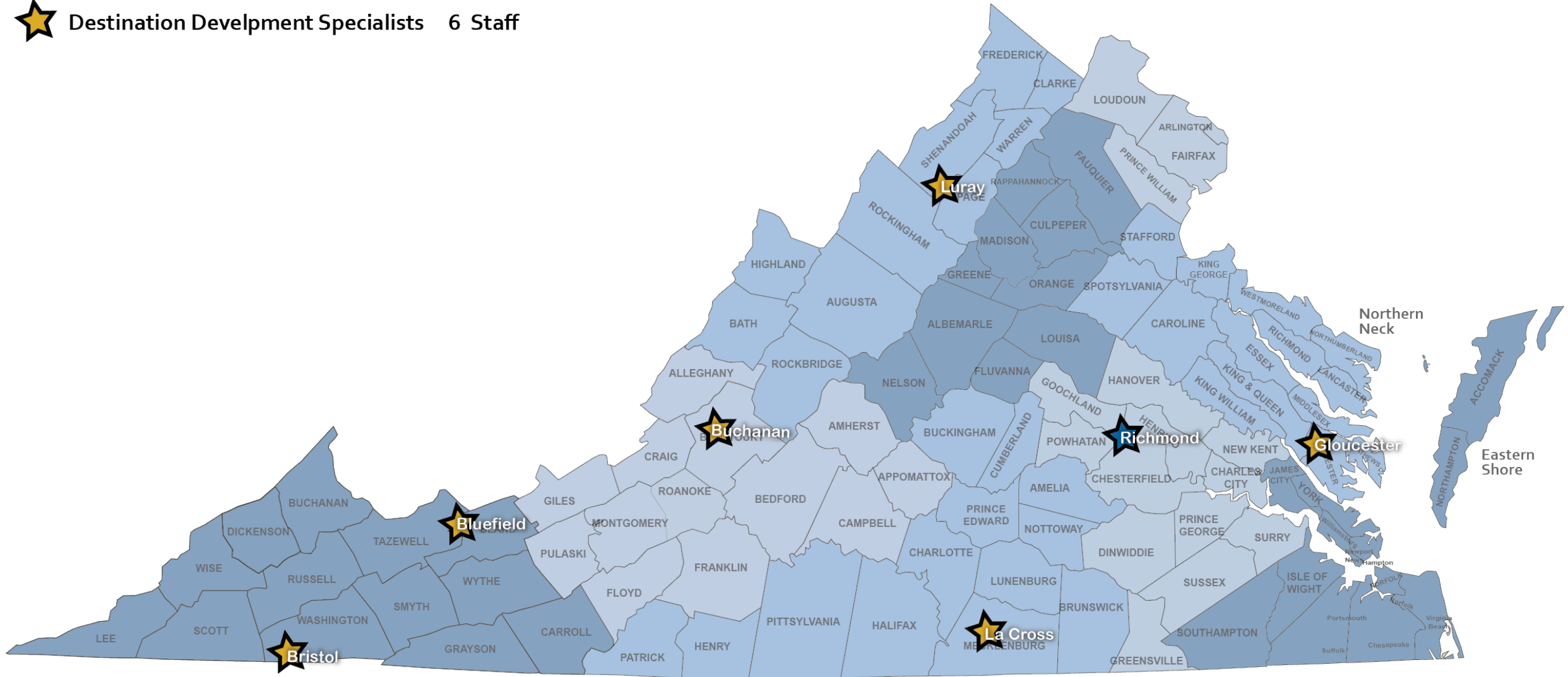
# VTC | Partnership Marketing Staff

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VATC.org/partnershipmarketing

★ Richmond Office 9 Staff

★ Destination Development Specialists 6 Staff



# VTC Partnership Marketing

## Destination Development Team

■ Steve Galyean – Director of Planning & Partnerships  
804.545.5517 | [sgalyean@virginia.org](mailto:sgalyean@virginia.org)

## Destination Development Specialists

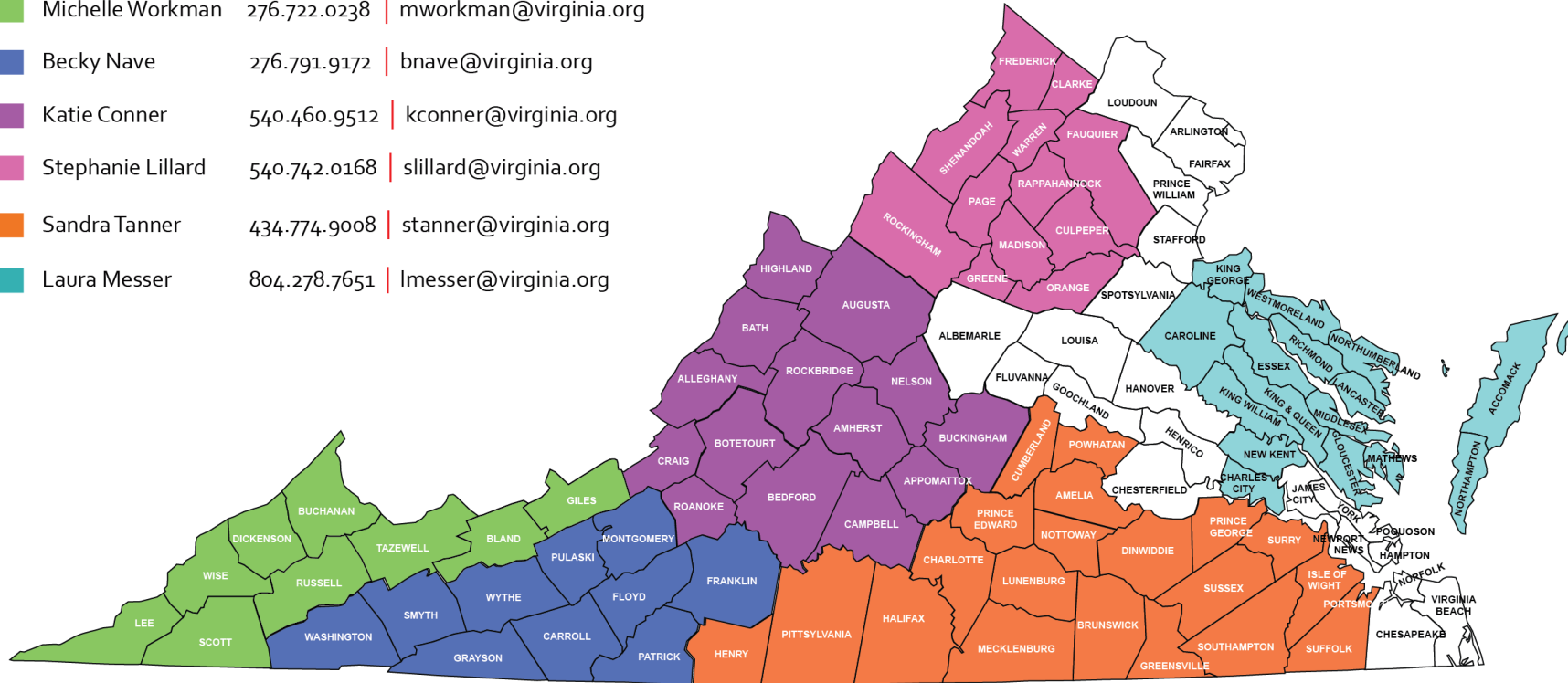
- Michelle Workman 276.722.0238 | [mworkman@virginia.org](mailto:mworkman@virginia.org)
- Becky Nave 276.791.9172 | [bnave@virginia.org](mailto:bnave@virginia.org)
- Katie Conner 540.460.9512 | [kconner@virginia.org](mailto:kconner@virginia.org)
- Stephanie Lillard 540.742.0168 | [slillard@virginia.org](mailto:slillard@virginia.org)
- Sandra Tanner 434.774.9008 | [stanner@virginia.org](mailto:stanner@virginia.org)
- Laura Messer 804.278.7651 | [lmesser@virginia.org](mailto:lmesser@virginia.org)

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## Virginia Tourism Corporation

Contact VTC's Destination Development Specialists in your area for strategic planning, marketing leveraging and other community development assistance and resources

Website [VATC.org/partnershipmarketing/tdspecialists](http://VATC.org/partnershipmarketing/tdspecialists)



## Funding Program Team

Website [VATC.org/grants](http://VATC.org/grants)

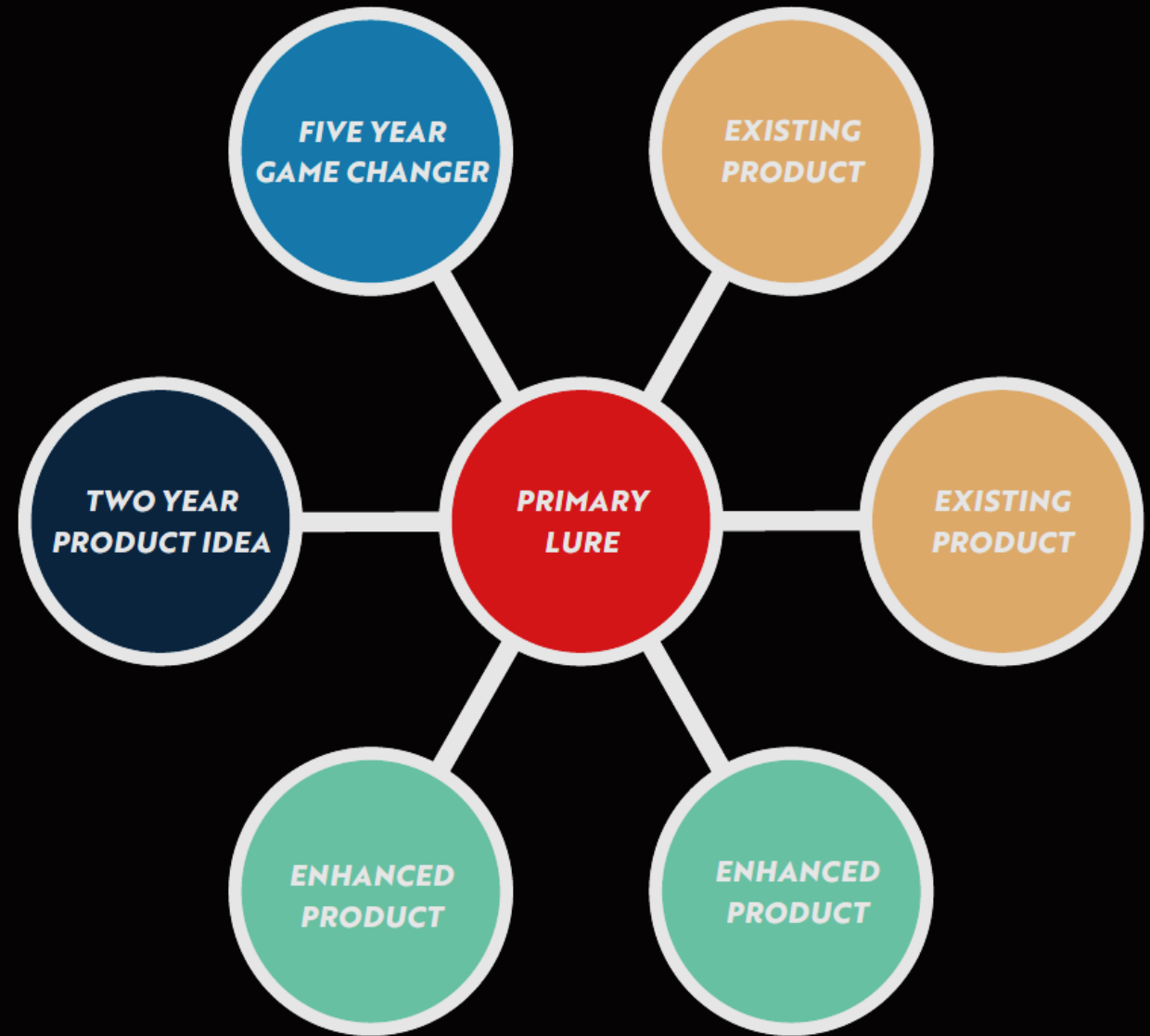
- Staci Martin 757.390.7330 | [smartin@virginia.org](mailto:smartin@virginia.org)
- Angela Wiggins 804.545.5553 | [awiggins@virginia.org](mailto:awiggins@virginia.org)
- Noah Salaah ad-Deen 804.545.5518 | [nsaddeen@virginia.org](mailto:nsaddeen@virginia.org)

# Strategic Planning

---

## Drive 2.0 Communities

- Alleghany Highlands
- Bristol
- Charlottesville – Albemarle Co.
- Eastern Shore
- Fairfax County
- Harrisonburg
- Hopewell – Prince George Co.
- Nelson County
- Norfolk
- Pulaski Co.
- Richmond Region
- Saltville
- Smithfield – Isle of Wight Co.
- Smyth County
- Surry County
- Virginia’s Blue Ridge

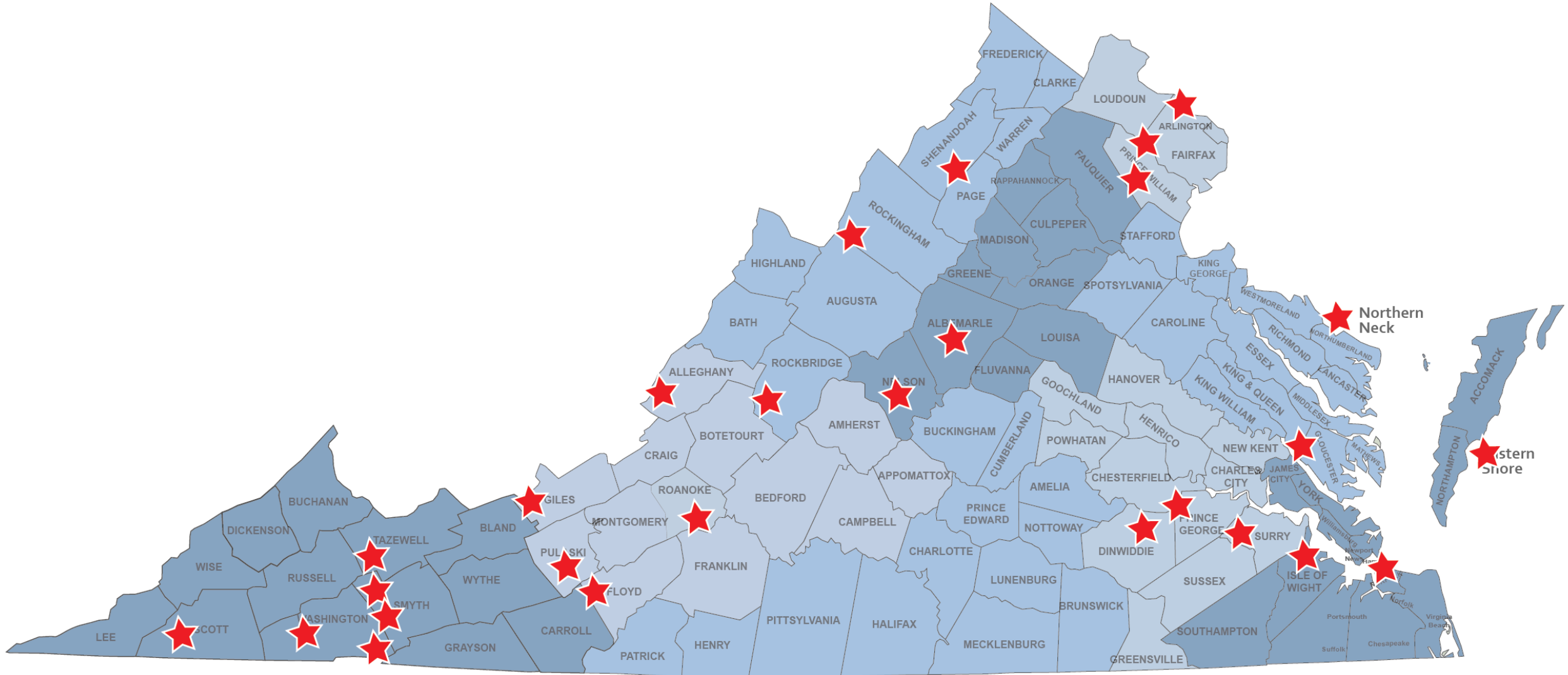


[www.vatc.org/drive-2-info/](http://www.vatc.org/drive-2-info/)

# VTC | Partnership Marketing Efforts <sup>\*</sup> as of 5/10/22

VIRGINIA IS FOR LOVERS<sup>®</sup>

★ DRIVE 2.0     27 Community Tourism Development Plans



# Tourism Development

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## Tourism Development Financing Program

**\$ 495 m**    **Capital Investment**

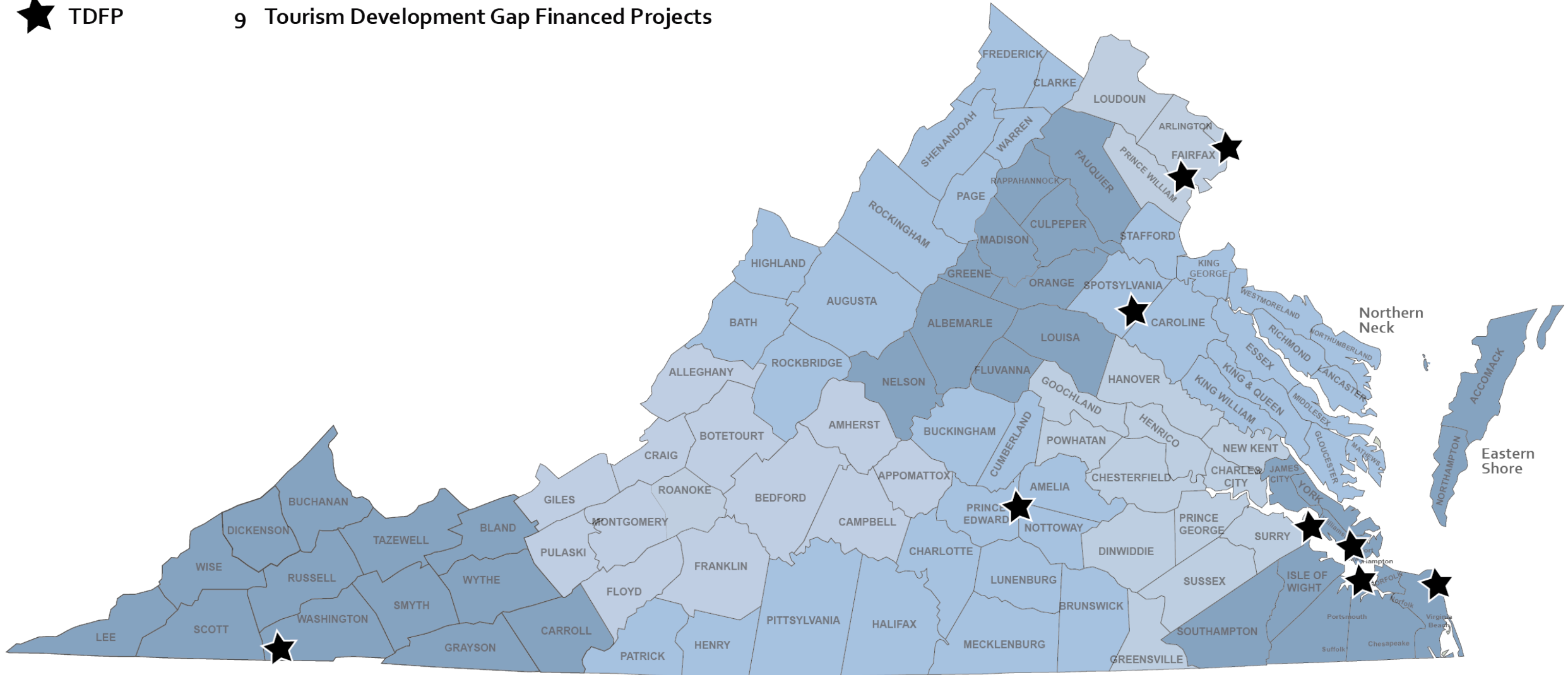
**\$ 10.2 m**    **Local Tax Revenue**

**1,209**    **FTE Jobs**



**Hilton Norfolk | The MAIN**

★ TDFP 9 Tourism Development Gap Financed Projects



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# TIDs

Tourism  
Improvement  
Districts

<https://www.vatc.org/tids>

# TIDs

A business district created to generate funds for destination marketing & capital investment

---

Tourism businesses collect new visitor fees to fund local tourism marketing & development



INTERSECTING ZONES



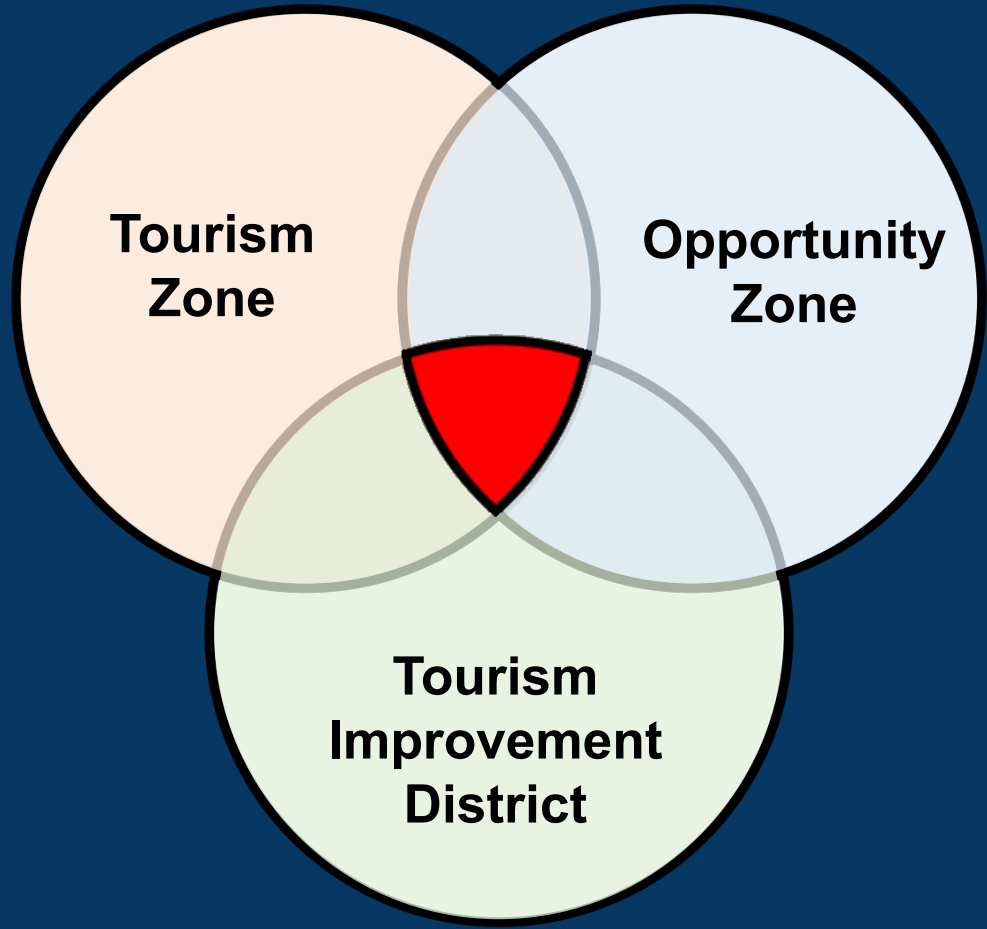
[VATC.org/tourismzones](http://VATC.org/tourismzones)

<https://civitasadvisors.com/resources/research/tourism-improvement-district>

VRLTA  
Eric Terry  
[eric@vrlta.org](mailto:eric@vrlta.org)

**CIVITAS Advisors**  
Tiffany Gallagher  
[tgallagher@civitasadvisors.com](mailto:tgallagher@civitasadvisors.com)

\* Zones can overlap, but do not share any program mandates, legal or funding requirements or benefits



# Marketing Leveraging

**MLP + RMLP + SEF + DMO  
Grant Programs**

**2022**

**\$ 2.7 m VTC Funds**

**\$12.4 m Industry Matching Funds**

**279 Tourism Programs**

**1,000+ Combined Partners**

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LOCAL NEWS

## 279 Virginia tourism programs to receive over \$2.7M to support economic recovery

by: Colleen Guerry  
Posted: May 4, 2022 / 02:17 PM EDT  
Updated: May 4, 2022 / 09:26 PM EDT

SHARE

RICHMOND, Va. (WFXR) – At the start of National Travel and Tourism Week, Gov. Glenn Youngkin announced that 259 local and regional tourism programs — including dozens around southwest and central Virginia — will be awarded more than \$2.7 million in matching grant and reimbursable sponsorship funds.

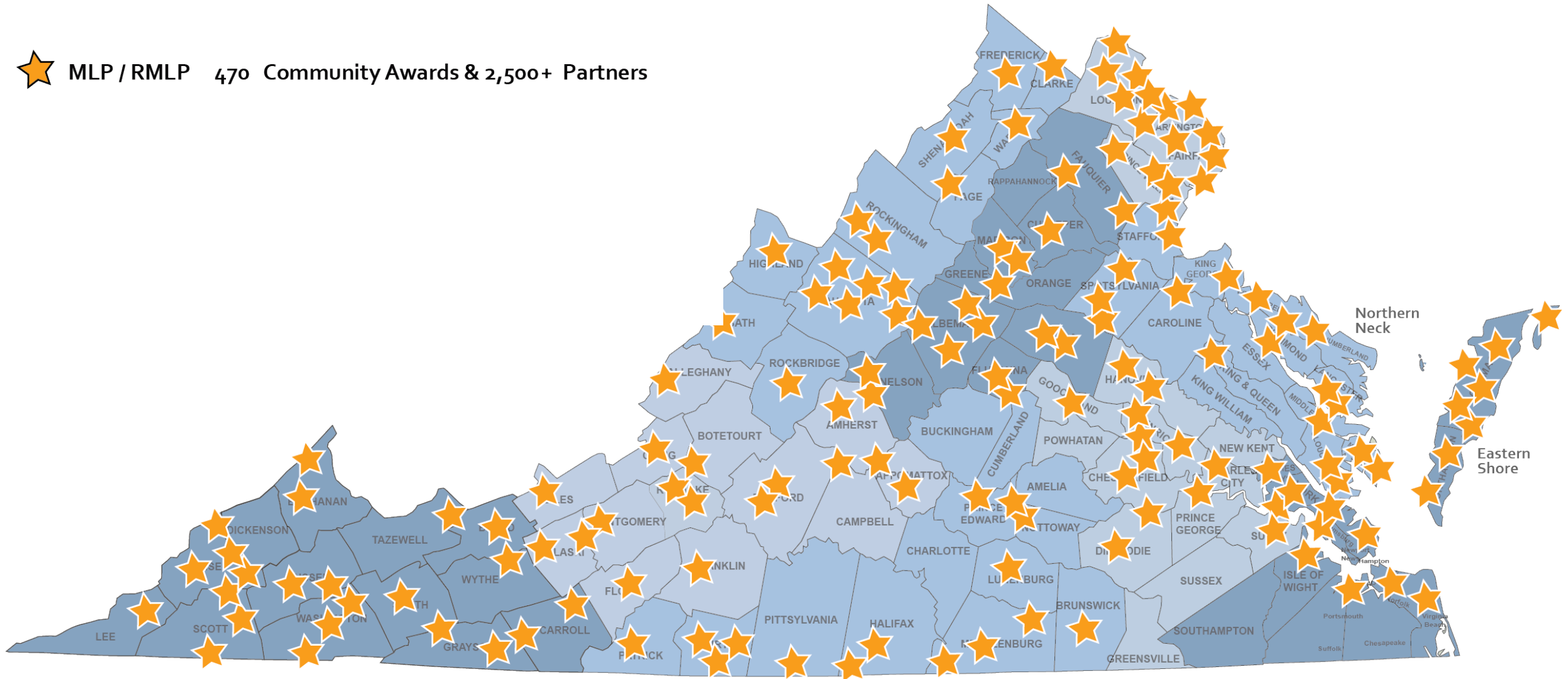
Officials say these public-private marketing funds are part of the Virginia Tourism Corporation’s (VTC) Marketing Leverage Program (MLP) and Regional Marketing Program (RMP), which are designed to leverage local marketing dollars with matching state funds to increase visitation and traveler spending.

During this funding cycle, the governor’s office says that local partners will commit more than \$12.4 million to match the VTC funding, providing more than \$15 million in new marketing activity. Then, the funding will be awarded to 215 local and regional tourism entities, impacting 259 programs and more than 1,000 combined partners.

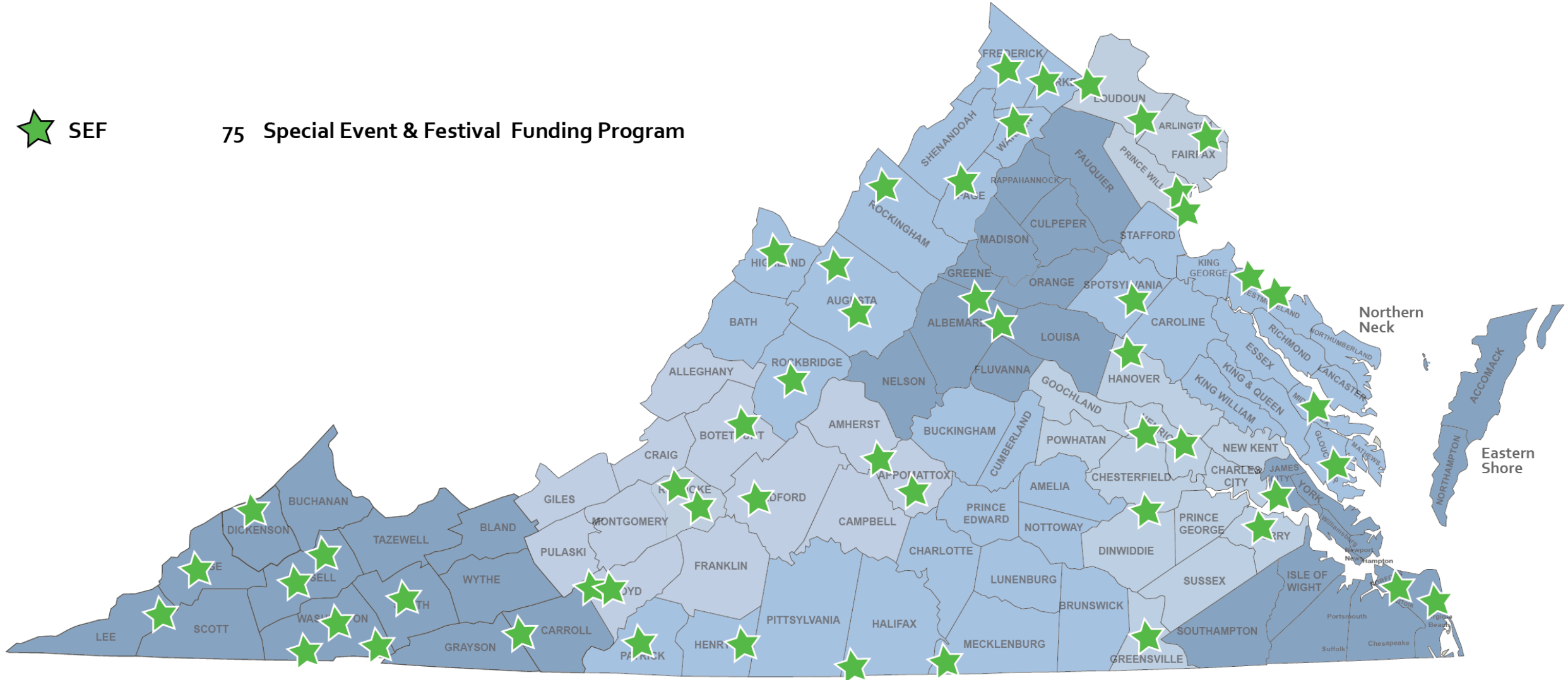
# VTC | Partnership Marketing Efforts \* as of 5/10/22

VIRGINIA IS FOR LOVERS<sup>®</sup>

★ MLP / RMLP 470 Community Awards & 2,500+ Partners



★ SEF 75 Special Event & Festival Funding Program

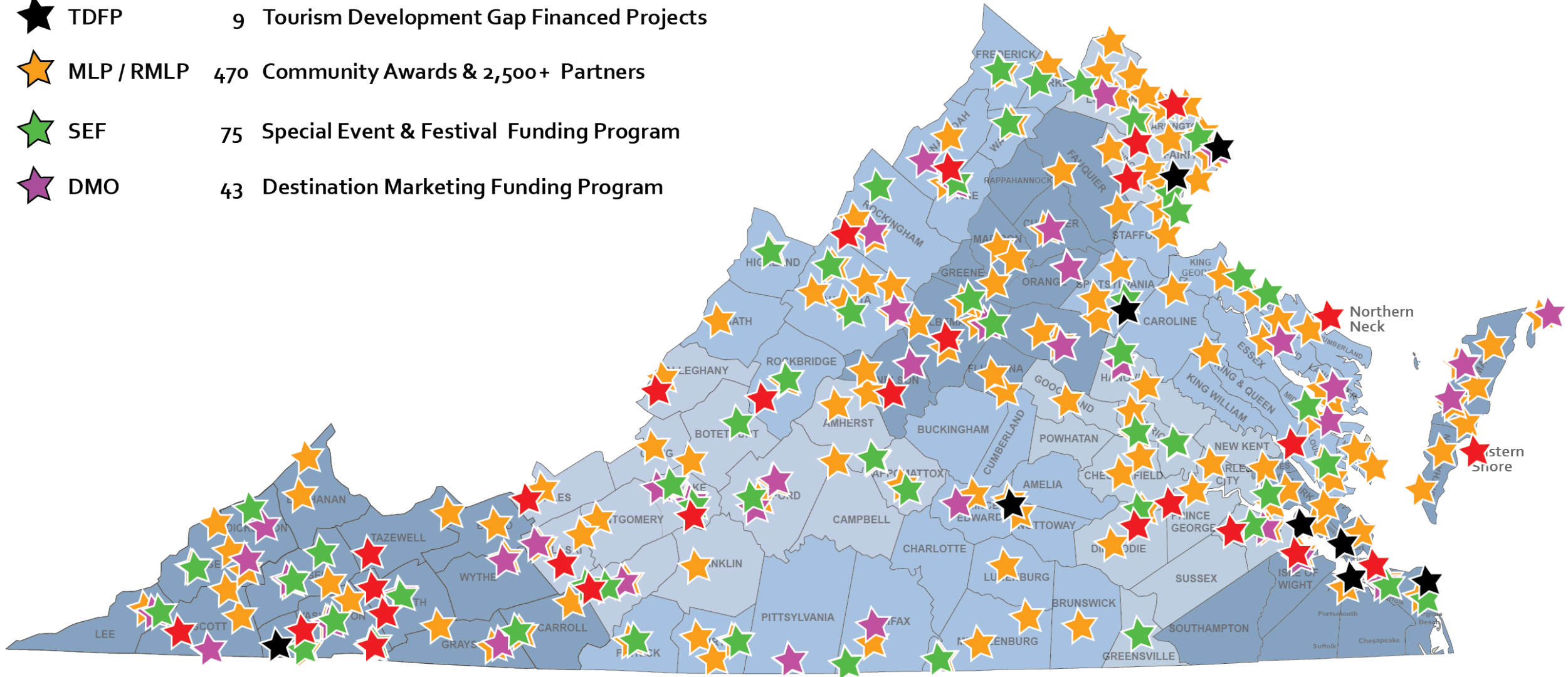




# VTC | Partnership Marketing Efforts \* as of 5/10/22

VIRGINIA IS FOR LOVERS®

- ★ DRIVE 2.0 27 Community Tourism Development Plans
- ★ TDFP 9 Tourism Development Gap Financed Projects
- ★ MLP / RMLP 470 Community Awards & 2,500+ Partners
- ★ SEF 75 Special Event & Festival Funding Program
- ★ DMO 43 Destination Marketing Funding Program



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LO♥ERS®**

**Partnership  
Marketing**

**Help Desks & Fam Tours**







# **Partnership Marketing - Grants**

**Microbusiness Marketing Leverage Program**

**Virginia American Revolution 250 Program**

**Special Events and Festivals Program**

**DMO Marketing Program**

**Marketing Leverage Program**

**THANK YOU!**



**[www.VATC.org](http://www.VATC.org)**