





the 5P's



- enabled through water accessibility and supported by outfitter businesses.
- Ensure works of regional artists are displayed, including those that showcase the colonial history, Civil War history, wine, and iconic representations of the region
- Encourage building the creative economy
- Evaluate the mix and balance of offerings in both urban and rural areas of the region, including unique dining, retail, and other visitor amenities in the town/city center area

- Explore visitor transportation options such as trolley services in strategic locations
- Support and grow local shopping/downtown shopping districts such as Green Front in Farmville, Carytown in Richmond and the Downtown Mall in Charlottesville.

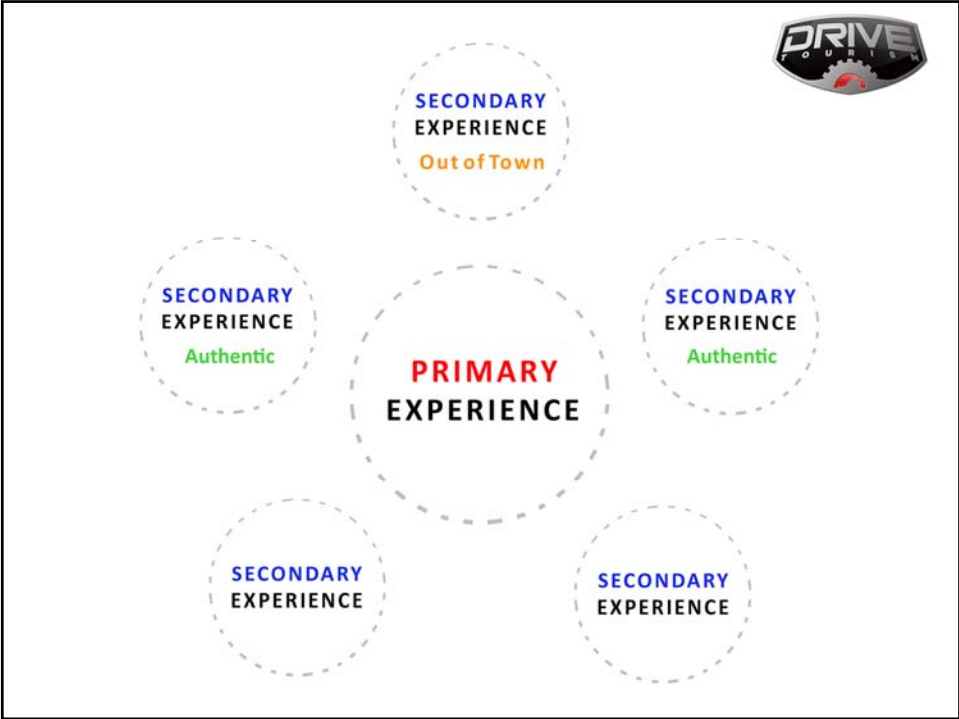
Products (continued)

Culinary

Culinary Objective: Culinary visitor experiences (wineries, agri-tourism, dining, etc.) are established and expanded			
Strategy	Priority/Timing	Strategy	Priority/Timing
Expand wine tourism experiences	●	Build reputation as a destination for dining and continue to develop unique restaurant experiences	●
Develop tourism related to Virginia's growing breweries and distilleries	●	Develop and expand trails to enhance culinary experiences	●
Develop and enhance visitor experiences related to Virginia's agriculture and aquaculture products	●		

Additional Regional Actions:

- Continue to develop winery experiences. With such a concentration of wineries in the region, distinctive experiences at wineries or a concentration of wineries will be critical. Leverage award winning wines from wineries such as Barboursville Vineyards, Keswick Vineyards, and Pollak Vineyards, as well as celebrity brands such as the Trump Winery. Winery differentiation may include items such as on-site accommodations, events, restaurants, tours, art, activities for families, etc.
- Tie history, arts, and agriculture in the region to winery experiences
- Continue to develop breweries for a critical mass of these experiences for visitors and develop on-site amenities and trails similar to those offered by wineries
- Explore opportunities to tie in Virginia's history and show the history of craft breweries
- Continue to develop agri-tourism experiences, leveraging key seasons and offering activities for visitors year-round. With a concentration of agri-tourism in Central Virginia, seek to develop distinctive experiences at farms or a group of farms, including various elements such as crafts, retail, tastings, events, educational elements, and kid-friendly activities.



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NOW IN VIRGINIA

August in Virginia
Make great new memories before **summer** ends. Check out upcoming events and the fun surrounding **August** [Virginia Craft Beer Month](#).

Virginia's Beaches
Virginia is a beach destination with **beaches** big and small. Families will easily find the beach that's perfect for them.

Festivities!
Get outside! Virginia has great **summer festivals** that you don't want to miss.

LOVE Around Virginia
LOVEworks are popping up **all over the state**. Find out where the LOVE is and go create some photo memories.

EVENTS

EVENT TYPE
Select...

START
08/21/2013

END
11/19/2013

REGION
Select...

CITY (OPTIONAL)

[welcome](#)
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VIRGINIA ENEWSLETTER

August, 2013

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On Virginia.org

- » [August Events](#)
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- » [Historic Sites](#)
- » [Dine & Drink in Virginia](#)
- » [Free Travel Guide](#)
- » [Shop Virginia is for Lovers](#)

August in Virginia

This month is loaded with fun for everyone.

- » [August Festivals and County Fairs](#)
- » [Duck Race Month](#)
- » [Washington Redskins Training Camp](#)
- » [Science Centers and Historic Sites](#)
- » [Cool Places for Kids](#)

Hot Topics

Here's some summer ideas to get you on your way to fun!

- » [5 Virginia "Obnoxious" Decline](#)
- » [If 2012 Joints you're Going to LOVE!](#)
- » [8 Dumb Little Hot Spots](#)
- » [8 Incredible Summer Music Festivals](#)
- » [Virginia Ice Cream Adventures](#)
- » [Washington and Potomac Virginia's Art Festivals](#)

Summer Beach Blast

Get in your summer beach flip with help from these packages.

- » [Dolphin Discovery Package - \\$160+](#)
- » [Virginia Aquarium & Hilton Package \\$360+](#)
- » [Ocean View Waterpark & Kamado Package - \\$100+](#)
- » [Pamper \\$250 Night at Coastal Market South](#)

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LOVE ON TAP
VIRGINIA is for Lovers

- » [Aug 2 Virginia River Fest Richmond](#)
- » [Aug 10 Microfestivals, 10 counties](#)
- » [Aug 24 Virginia Craft Brewers Festival, UVA's Peakview Brewing Company](#)
- » [Aug 25 Charlottesville, 7th & 8th Wild Wolf Brewing Company](#)

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VIRGINIA TOURISM CORPORATION

Information for Virginia's Travel Industry

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Marketing	Advertising/Brand Management
Digital Marketing	National Media Relations
International Marketing	Groups, Meetings, Sports
Consumer Services and Fulfillment	Marketing on Virginia.org
Co-op Advertising	Advertise in the Travel Guide
Welcome Center Advertising	Civil War 150 History Mobile
FY13 VTC Marketing Plan	Marketing Opportunities Calendar

Calendar

Southwest Virginia Creative Economy Conference 2013
 Sep 19, 2013, Sep 20, 2013
 Abingdon, Virginia
 U.S. Senator Mark R. Warner, State Senator Charles W. Carrico, and Delegate Terry Kilgore invite you to join them at the Southwest Virginia Creative Economy Conference. The conference will showcase Southwest Virginia's craft and traditional music's successful impact on tourism and the...
[See All Events](#)

VIRGINIA TOURISM INDUSTRY NEWS

Save the Date for VA-1!
 November 18-20, 2013
 Join Virginia's annual meeting of the world's best tourism professionals: VA-1. Virginia's statewide tourism conference will be held this year in historic Hampton at the Hampton Roads Convention Center November 18-20. The conference offers valuable professional development opportunities, networking and the experience of gathering together as a dynamic statewide team dedicated to advancing Virginia's rank among America's preferred travel destinations.
 What: VA-1, 2013
 When: November 18-20
 Where: Hampton Roads Convention Center
 Host Hotel: Embassy Suites Hotel
[Read More](#)

The VTC Marketing Leverage Program applications are now open!
 Application Deadline is October 22, 2013. The Virginia Tourism Corporation (VTC) Marketing Leverage Program is designed - based marketing program with strong measures of success, and to extend the "Virginia is for Lovers" campaign.
[Read More](#)
Keep Virginia Beautiful 60th Anniversary
 VTC and Keep Virginia Beautiful Partnership
 In honor of its 60th anniversary, the Virginia Tourism Corporation and its Virginia Green program have pledged to promote all of the activities associated with the year-long celebration of Keep Virginia Beautiful. Get involved!
[Read More](#)

Frequently Visited Links

[Virginia is for Lovers Website](#)
[Virginia Film Office](#)
[VTC Help Desk](#)
[Virginia Green](#)
[Request Logo](#)
[FY14 Co-Op Media Plans](#)
[Virginia is for Lovers Store](#)

Keep Up-To-Date

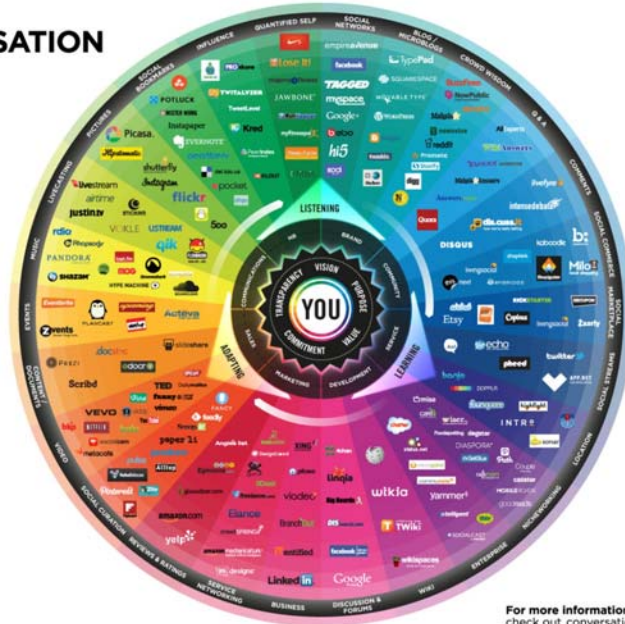
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[Virginia.org eNewsletter](#)

Marketing/Advertising Budget

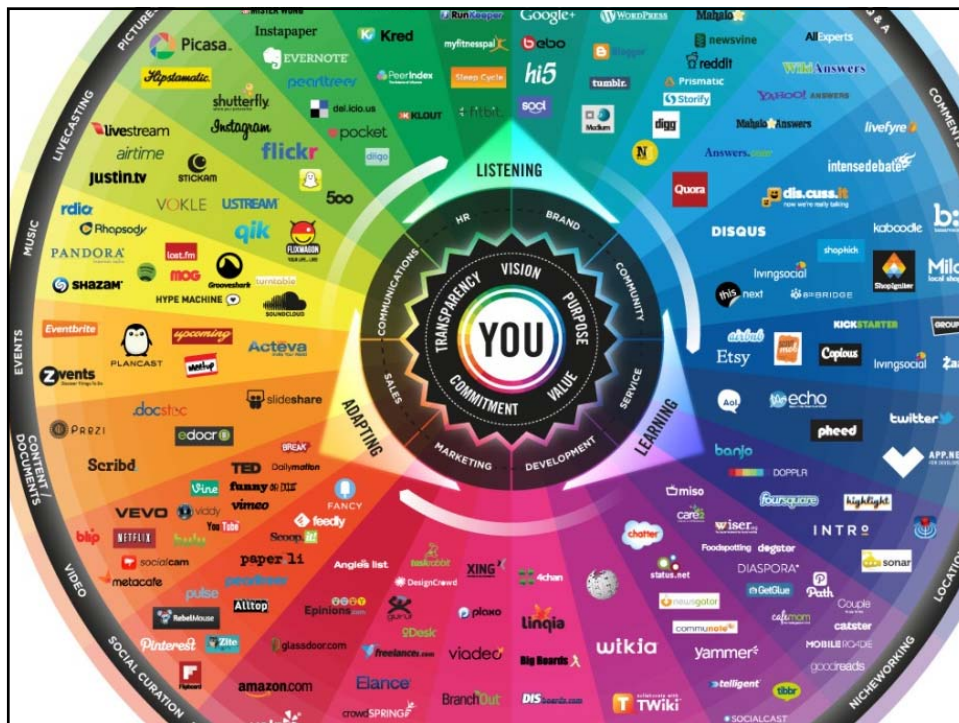
- Web site
- print direct mail (static)
- direct e-mail
- wallpaper, ringtones
- print direct mail (variable)
- mobile phone apps
- podcast(s)
- print magazine/newspaper advertising
- social networking sites (MySpace, Facebook, LinkedIn)
- outdoor graphics/large-format/vehicle wraps
- mobile media (cellphones, PDAs, etc.)
- viral/word of mouth
- electronic displays (ATMs, gas pumps, kiosks, etc.)
- search engine marketing
- blog(s)
- radio advertising
- video game (in-game) advertising
- widgets
- television advertising (broadcast, cable, satellite)
- Web advertising (banners, etc.)
- transactional/transpromotional

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DOWNTOWN SITKA

**MORE THAN YOU CAN IMAGINE...
CLOSER THAN YOU THINK**

Some very special places on earth seem to be forged for the curious and adventurous souls who demand diversity and grandeur in their travels. Those who venture for out-of-the-ordinary, majestic and lush places, Sitka proudly beckons. For the seekers of treasures, natural, cultural and historical, Sitka is that treasure island.

With views of island-studded waters and stately spruce forests reaching to the water's edge, Sitka is considered Alaska's most beautiful seaside town. Yet Sitka's hallmark is its tenure and devotion to a culturally diverse past. In a young state whose history is filled

**UPCOMING EVENTS
ALASKA DAY FESTIVAL**

The actual transfer ceremony occurred in Sitka when the United States purchased Alaska from Russia in 1867. Celebrations include ceremonies, a period costume ball, dances, dinners, contests ...[MORE](#)

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RETRO VIEW GALLERY
PHOTOS
ROAD TRIP IDEAS
VIRGINIA.ORG

EVERY PICTURE TELLS A STORY

Back in the day, a few clicks of a lever could spin you through a trip to scenic wonderlands. From deep caverns to towering lighthouses, across mountaintops and on presidential porches, a Virginia vacation has always been reel-worthy. Now you can upload images to create and share your Virginia vacation story. No eye-crossing 3-D simulation on this reel – just glorious, full-color 2-D images of your own travels.

VIRGINIA IS FOR LOVERS





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← BACK TO GALLERY

ORANGE COUNTY ADVENTURES

Name: Leigh

SLIDE 1 of 7

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