

VIRGINIA  
IS FOR  
LOVERS<sup>®</sup>

VA-1 FINALE



# Agenda

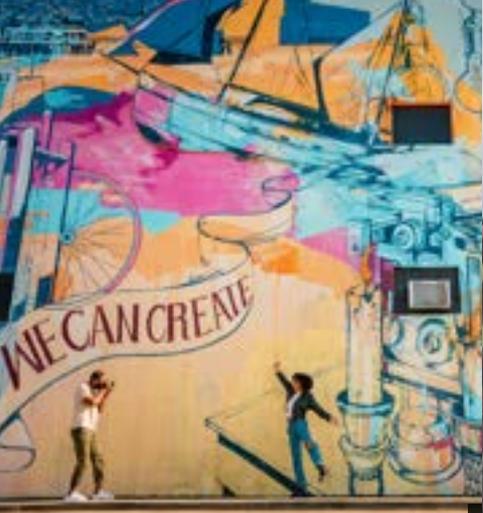
**Looking Back:** Campaign and Partner Program Review

**Looking Forward:** Where We're Going in 2026

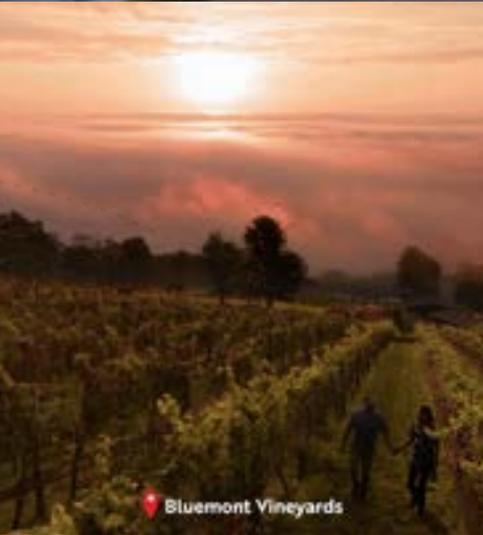


# VACATION STARTS WITH **VA**





Virginia Creeper Trail



Bluemont Vineyards



Virginia Safari Park



# What are we trying to accomplish?

Increase visitation to Virginia from **new markets**

Increase **Awareness**

Generate **Hotel Revenue** and **Hotel Bookings**

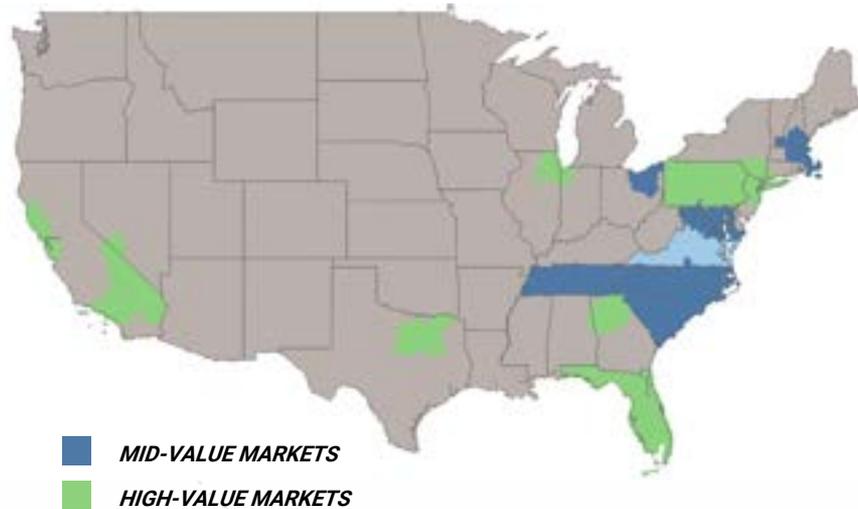
Provide ways for partners to **leverage the campaign**



# Campaign Recap

**Timing:** March – September 30<sup>th</sup>

**Paid Media Budget:** \$4.4M



## **URBAN EXPLORERS**

Love cities & towns with rich urban offerings

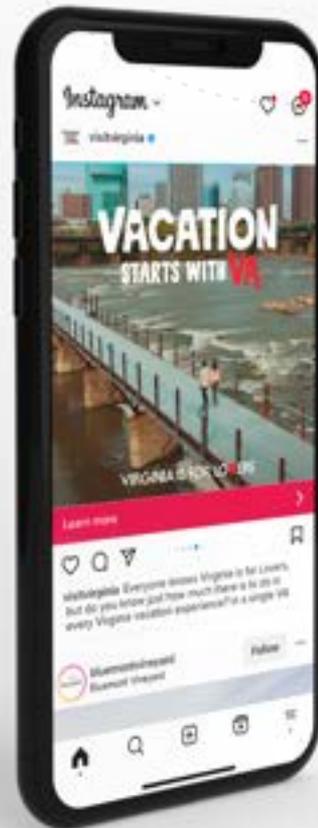
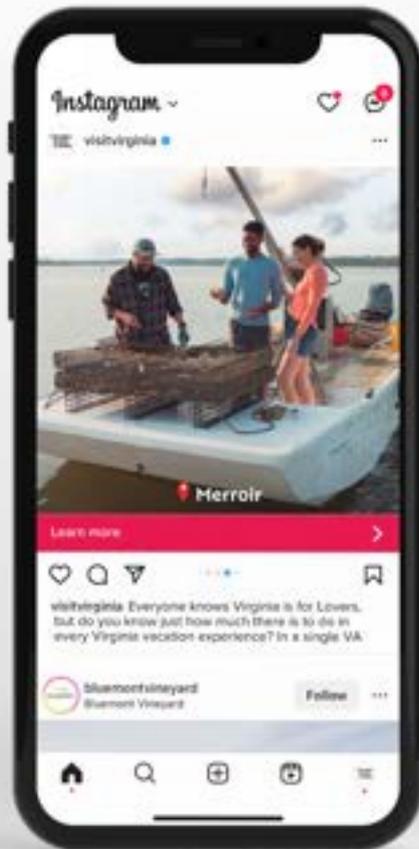
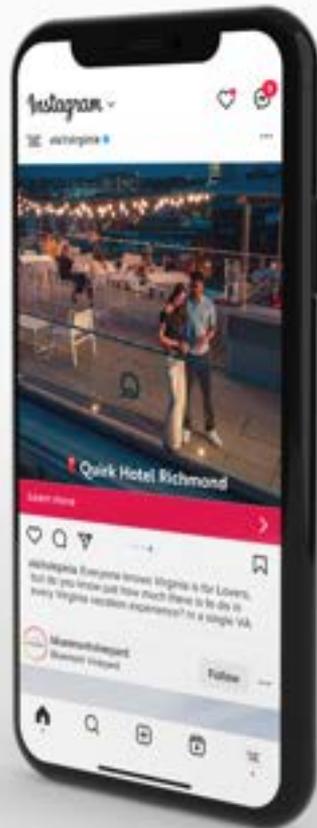
## **OUTDOOR EXCURSIONISTS**

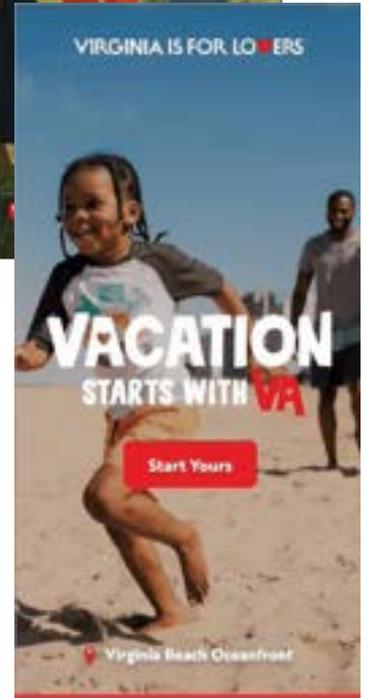
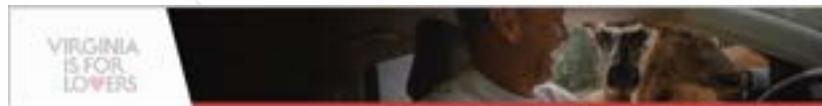
Love soft outdoor adventures on vacation

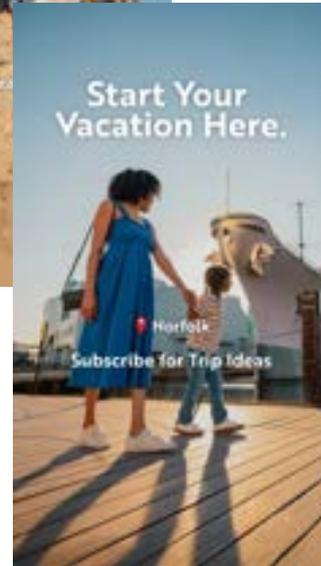
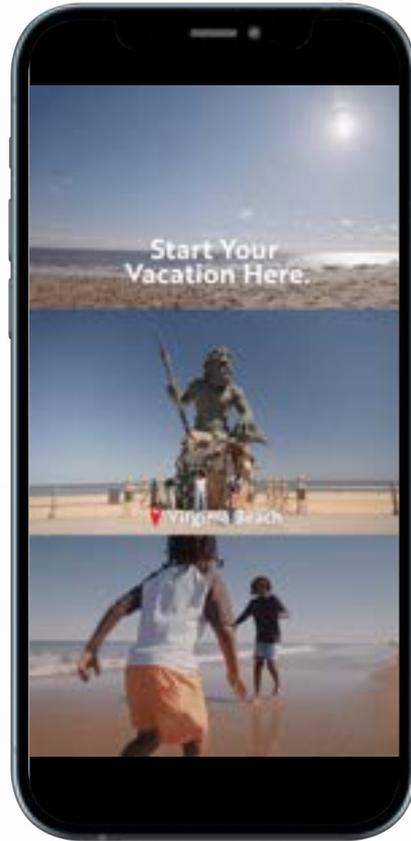
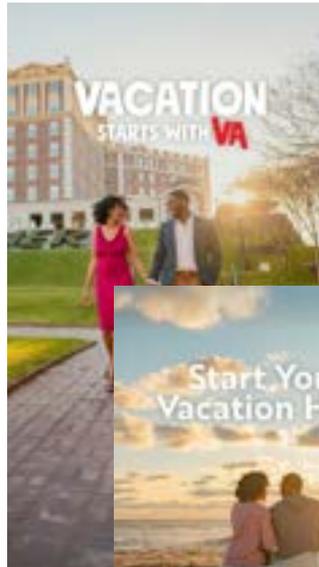
## **TRAVEL AND ACTIVITY ENTHUSIASTS**

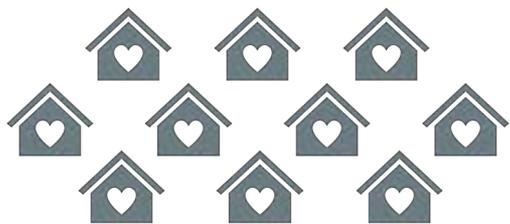
Love all things travel and adventure











## **23.5 Million Ad-Aware households**

*10 Million more than last year*



## **Ad Awareness climbed to 51%**

*a 16-point increase from last year*





**Hit our  
goal with  
efficiency**



**High-Value  
markets are  
delivering**



**Effective  
Targeting**





**1.5M Total  
Pageviews**

**\$12.5M in  
Hotel  
Revenue**

**44k Hotel  
Bookings**



# What are we trying to accomplish?

Increase visitation to Virginia from **new markets**

Increase **Awareness**

Generate **Hotel Revenue** and **Hotel Bookings**

Provide ways for partners to **leverage the campaign**



# Leveraging the Campaign





**TIER ONE:  
Social Media Ads**



**TIER TWO:  
Digital Advertising  
with Sojern**



**TIER THREE:  
Influencer  
Program**

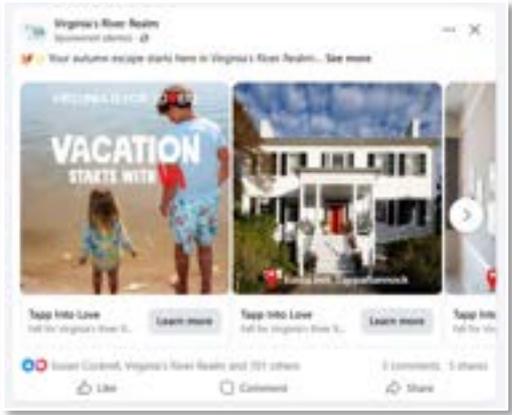


**TIER FOUR:  
Phillies Takeover**



# Tier 1: Social Media Ads

Ad units from 13 partners ran on the Meta Platforms and garnered over **4M impressions** and **90k clicks**



# Tier 2: Sojern Digital Ads

Across 9 total partners, strategic ad placements resulted in **8k hotel bookings** and **\$9M in estimated economic impact**



Northern Neck



Nelson County



# Tier 3: Influencer Program

VTC-selected travel influencers visited 12 partner destinations and produced **authentic, itinerary-based content** that aligned with *Vacation Starts with VA*.



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**Sunshine Soliman**  
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**Alina Zubanova**  
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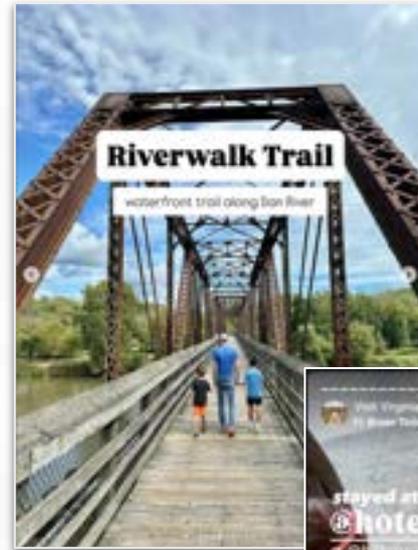
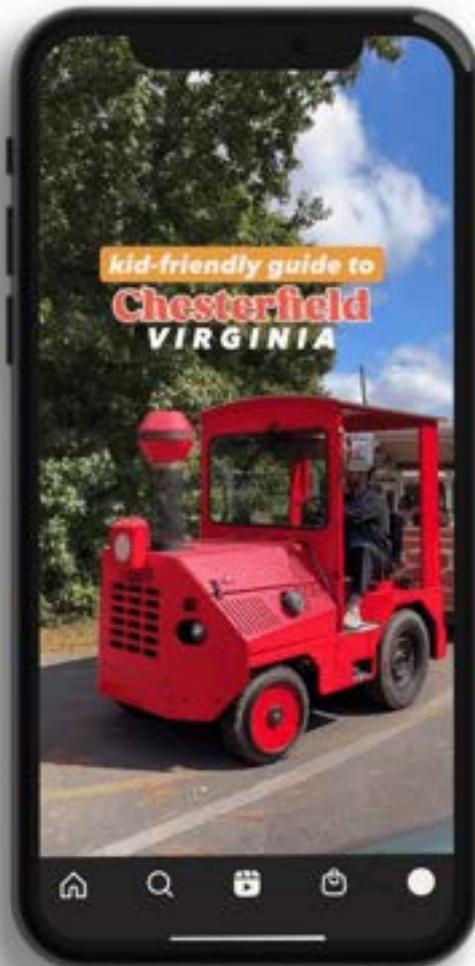
**Alina Zubanova**

@alinazbv



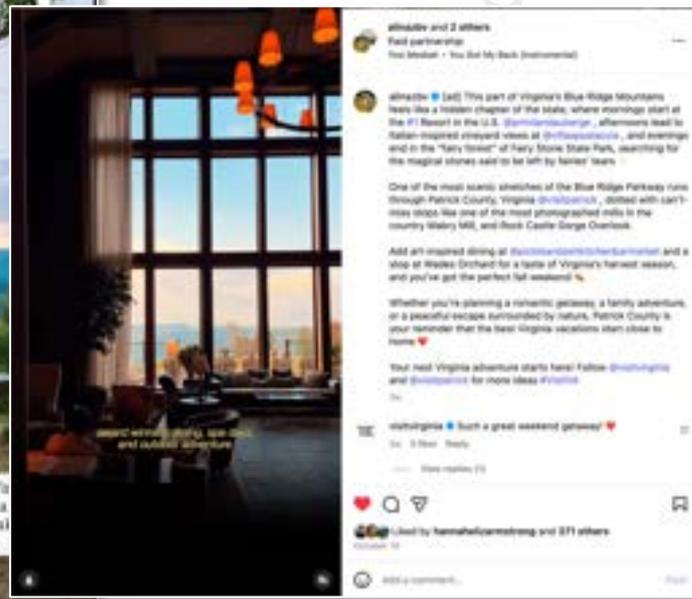
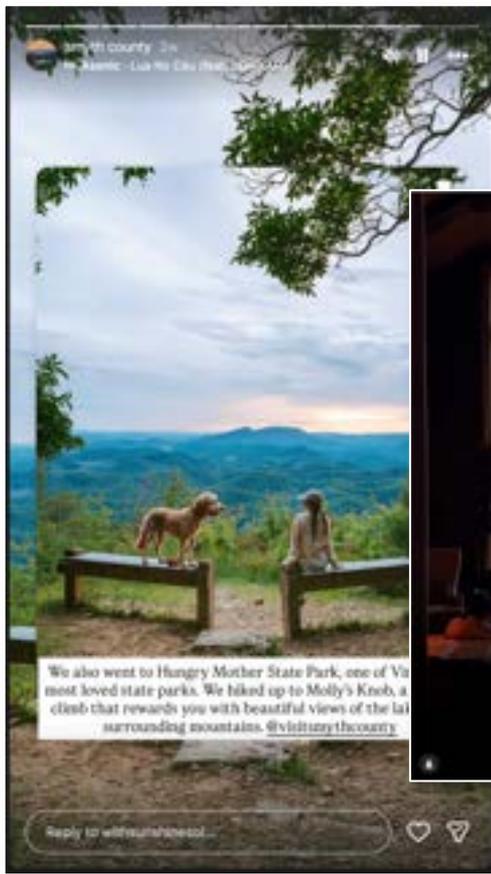
**Zoe Johnson**

@virginia.adventure.family



# Tier 3: Results

Collectively, the content garnered **1.6M views**, **45k engagements** and reached on average **20% of non-followers**



# Tier 4: Philly Takeover

We hit the heart of Philadelphia's legendary sports culture with a Virginia takeover at Citizens Bank Park, positioned to make a big impact during peak game-day energy.

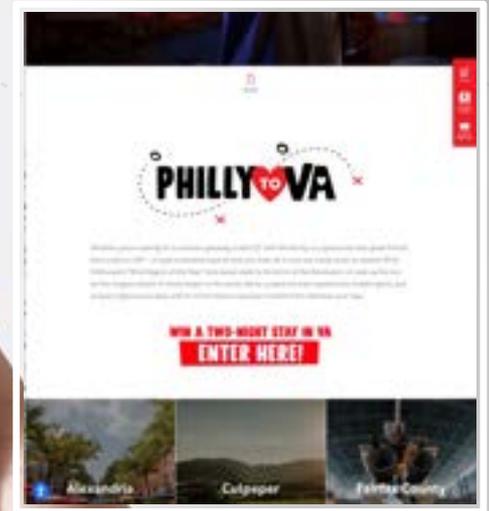




# Tier 4: Philly Takeover

The Takeover was a success, both in-stadium by reaching **160,000 Phillies total fans** in attendance as well as on screen with an estimated **1.3 million broadcast viewers** of the series.

Beyond the game exposure, the campaign received more than **15k sweepstakes entries**, and **52k views** to campaign landing pages





**\$280k in Grant Awards**



**\$280k in Partner Match**



**\$560k to extend the campaign**





# Where We're Going Next



# Affordable Abundance



1. Value remains the single most dominant concern for leisure travelers in 2026.

trillion) in 2025, surpassing the previous h

before. It's no longer just about getting away – it's about getting value, feeling confident in their choices, and building meaningful memories. Understanding what drives these decisions is critical for hotels and travel marketers trying to earn bookings in a crowded landscape. And as 2026 approaches, those decisions are being shaped by a unique mix of economic pressure, technological evolution, and a growing desire for meaningful, personalized travel.

### What Hotel Marketing Trends Matter Most in 2026

According to the [2026 TravelBoom Leisure Travel Study](#), three key priorities define today's traveler: value, trust, and experience. These aren't just buzzwords, they are measurable shifts in behavior that reveal how travelers think and book.



# Affordable Abundance

## Where to Eat in Richmond

\$ | Stir Crazy Cafe, Cochiloco, Susie's Delicatessen

\$\$ | Millie's Diner, Helen's, Pinky's

\$\$\$ | L'Opposum, Grisetto, Lemaire

*For more restaurant recs, see our full dining guide.*

## Where to Splurge in Staunton

**Value tip:** Admission to Winterfest is discounted on parade night (Nov. 22) and select value nights.



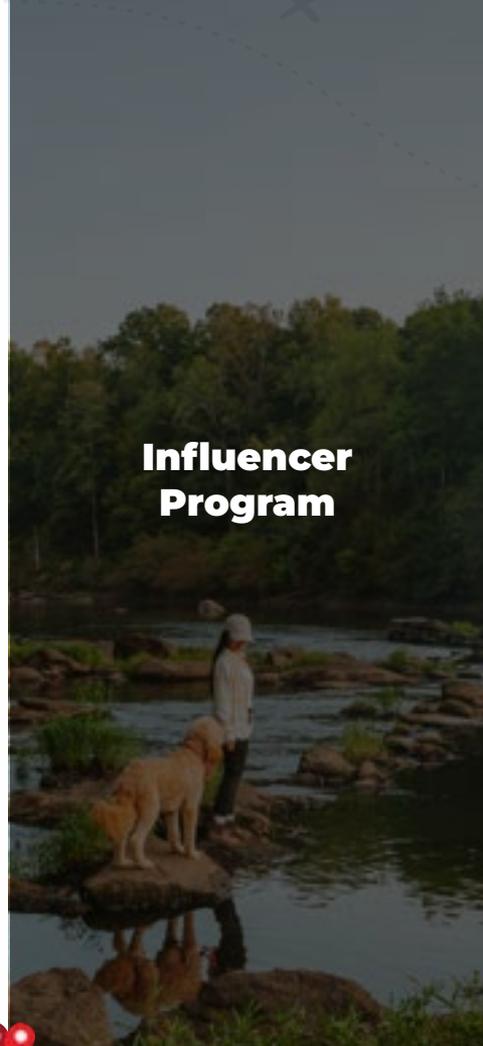
# Future Partner Programs

Co-op's related to VTC's campaign, around a focused goal, market or audience

**Influencer Programs and Market Takeovers** are being considered for future opportunities

**Influencer Program**

**Phillies Takeover**





# Historic Milestones in 2026

70 premier historic destinations in Virginia launch first-of-its-kind statewide tourism journey thru the VA250 Passport Program

VTC will be featuring many of the signature events and destinations throughout the year in our marketing efforts



# Historic Milestones in 2026

Virginia currently has 4 sites on the US Civil Rights trail, located in **Farmville, Richmond, Danville, and Fredericksburg.**

In January, Virginia will release 3-episodes as part of the US Civil Rights Trail podcast



# Historic Milestones in 2026

In 2026, Virginia's 4 sites will be featured US Civil Rights Trail group travel guide, similar to last year's ad

If you would like to apply to be included on the trail, applications open in January!



## UNITED STATES CIVIL RIGHTS TRAIL

### VIRGINIA ITINERARY

**DAY ONE**  
DANVILLE

Visit Danville, where several Civil Rights demonstrations garnered national attention. Trace how the Danville Christian Progressive Association and activist groups marched, argued, and fought for equal rights at the Danville Museum of Fine Arts and History's permanent exhibition, "The Movement: Danville's Civil Rights." The museum building itself used to be a segregated library, the site of a sit-in by Black high school students in 1968.

**DAY TWO**  
FARMVILLE

Your day in Farmville will immerse you in the fight for equality in education during the Civil Rights Movement. The former Mann High School's new home is the Robert Rouse Mann Museum, where in 1951 students organized a non-violent demonstration which led all the way to the Supreme Court case *Brown v. Board of Education*. In the afternoon, explore more stories of Virginians who made strides towards equality at the Heartland Regional Value Center.

**DAY THREE**  
RICHMOND

Explore the Virginia Civil Rights Memorial at the State Capital Building during your trip to Richmond. You'll recognize figures from your time in Farmville in the sculpture, including student protest leader Barbara Johns. From there, make your way to Jackson Ward, a historic neighborhood once known as the "Heart of the South" for its influence in Black culture and business. You'll also find the Black History Museum and Cultural Center of Virginia.

**DAY FOUR**  
FREDERICKSBURG

Your last day begins on the Fredericksburg Civil Rights Trail with a walk through the historic downtown district. Visit Shiloh Baptist Church, a center of Black community since 1815, and reflect at several sites of sit-ins protests during the Civil Rights Movement. Then, make your way to the University of Mary Washington, where the architect of the Freedom Riders, James L. Farmer Jr., served as a distinguished professor of history.

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## UNITED STATES CIVIL RIGHTS TRAIL

# New Campaign Launch in 2027





# Thank You!

