

*Virginia is for Lovers* ®

November 6, 2012  
Richmond, Virginia

# **Section I: Introduction**

# Our Vision and Mission

**VISION:** To foster a spirit of partnership within Virginia's tourism and motion picture industries to develop and implement innovative and effective programs and initiatives that will grow the industries and increase economic impact and jobs, resulting in a greater tax base for localities and the state.

**MISSION:** The Virginia Tourism Authority (VTA) is a creative and dynamic organization blazing new paths in marketing for the tourism and film industries in Virginia to bring more visitors and film producers to the Commonwealth; to get them staying longer; and to spend more money.

# A Brief History

**1967** – The Virginia State Travel Service is established to promote the state’s tourism assets.

**1969** – The “Virginia is for Lovers” campaign is launched.

**1980** – The Virginia Film Office was created within the VSTS.

**1983** – The VSTS becomes the Virginia Division of Tourism.

**1984** – The Division of Tourism (and VFO) is reorganized under the new Virginia Department of Economic Development.

**1996** – The Division of Tourism (and VFO) is reorganized under the new Virginia Economic Development Partnership.

**1999** – The Virginia Tourism Authority is created, operating under the name Virginia Tourism Corporation.

# Section II: Board Overview

# Board Structure: Part I

**Classification:** Advisory Board, § 2.2-2100A

- Purpose is to provide advice and comment to an executive agency or office.
- Serves as a formal liaison between the agency and the public to ensure that the agency understands public concerns and that the activities of the agency are communicated to the public.
- Does not serve a regulatory or rule-making purpose. It may participate in the development of public policy by providing comment and advice.

# Board Structure: Part II

## **Composition:** 16 members

- Members: 12 appointees, 4 *ex-officio*
- Terms: 6 years, staggered, no term limits
- Qualifications: Virginia residency
- Composition to reflect geographic diversity

## **Meetings:** Typically 3 per year

- Annual Meeting: October
  - Currently held during the VA-1 Tourism Summit

## **Officers:** 3

- Chairman – Designated by Governor, no term limit
- Vice-Chair – Elected by Board, 1 year term, 2-years max.
- Secretary – VTC President & CEO (non-voting)
  - Board Administrator – Designated by VTC President

# Board Protocols, Part I

**Communication Policy:** All official communications to the Board of Directors shall be channeled through the office of the President. All official communications from the Board shall be similarly channeled to the President.

**Gifts:** Members are not permitted to use their position on the Board to request free or discounted services.

# Board Protocols, Part II

## **Travel Policy:** § 2.2-2316B

No per diems, though members are “entitled to be reimbursed for any reasonable travel expense” they incur as a result of their attendance at official agency events organized by VTC staff.

- **Documentation:** We must have a W-9 form on file and all reimbursement requests must be accompanied by receipts.
- **Lodging and Meals:** Members are responsible for all travel costs and incidentals incurred by their guests.
- **Mileage:** Personal vehicle mileage is reimbursed directly from your home (or office) to the event location roundtrip. Side trips will not be reimbursed. Currently: \$0.56 / mile.

# **Section III: Agency Overview**

# Agency Structure

**Status:** Authority, Political Subdivision

**Legal Name:** Virginia Tourism Authority

**Offices:**

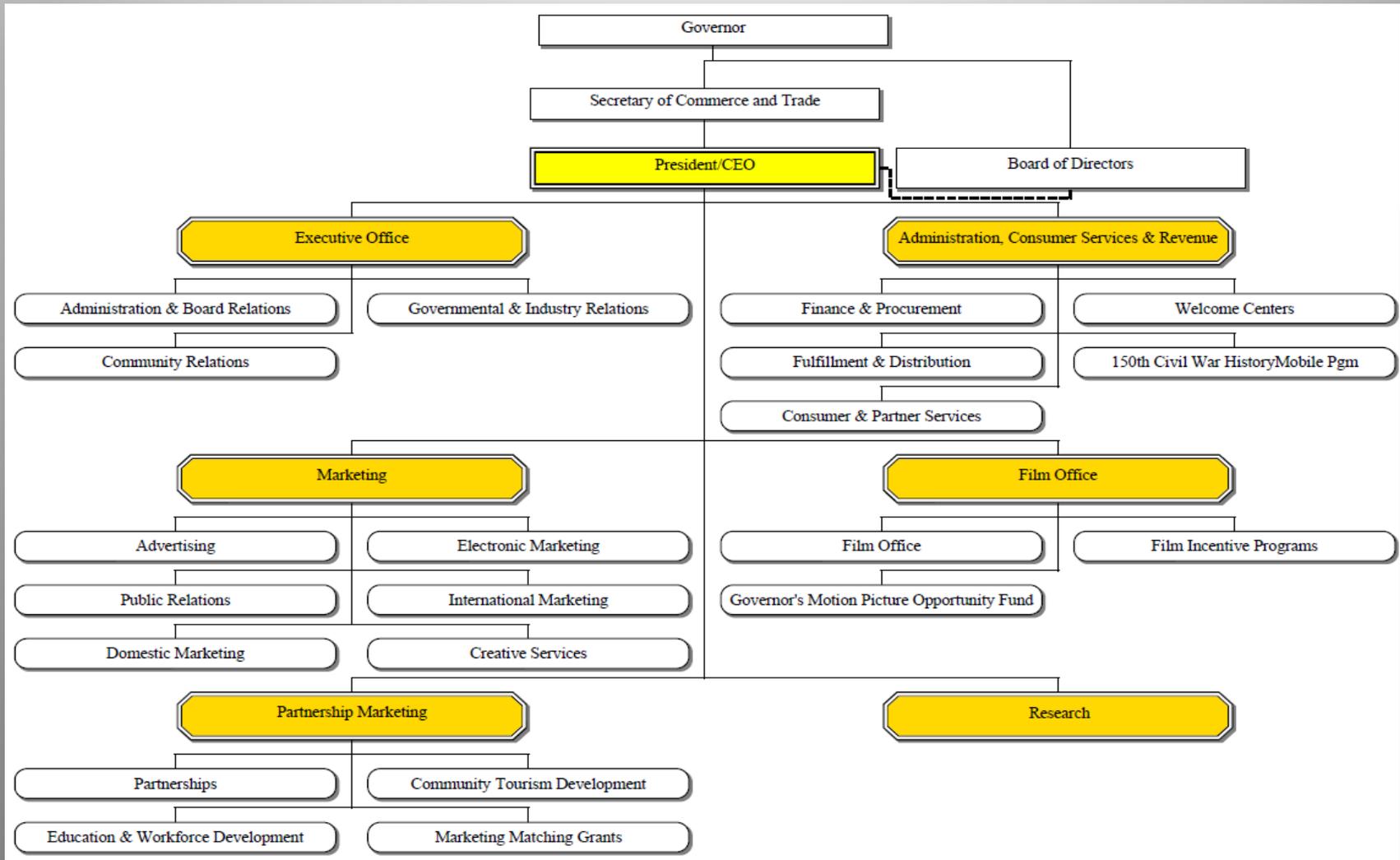
- Headquarters: Richmond
- Welcome Centers: 11 (and Capitol Square Bell Tower)

**Employees:** 117

- Full-time: 72
  - Richmond: 44
  - Welcome Centers: 22
  - Field Staff: 4
  - History Mobile: 2
- Part-time: 45

**Divisions:** 6

# VTC Organization Chart



# Executive Office

## Office of the President and CEO:

- Agency Head
  - Appointed by the Governor, serves at his pleasure
  - Confirmed by both houses of the General Assembly
  
- Provides oversight of agency operations
  
- Provides administrative support functions
  - Board relations
  - Governmental relations
  - Public affairs

# Virginia Film Office

## Virginia Film Office:

- Attracts film and video production to Virginia and supporting the indigenous production industry, with an ultimate goal of bringing economic and employment benefits to the Commonwealth.
- Film, video and multi-media production is a growth industry worldwide and in Virginia, and the economic benefits to the state have grown significantly.
- The Virginia Film Office pursues its goals through the creation and implementation of aggressive marketing and development programs.

# Marketing: Part I

## Electronic Marketing:

- Consumer website: Virginia.org – 6.5 million unique users
- Industry website: VATC.org
- It manages VTC's internet communication technologies and develops web-based business initiatives and partnerships.
- Promotes the use of internet technology and the benefits of full participation within VTC's consumer website.

## Advertising and Promotions:

- Develops and promotes the Virginia brand through media including print, broadcast, outdoor, and web-based venues.
- Media plan targets frequent travelers within markets that provide the highest potential number of visitors to Virginia.
- BCF, advertising agency of record

# Marketing: Part II

## Public Relations:

- Creates earned media and generates publicity for Virginia.
- Offers promotional communications tools and editorial coverage designed to motivate travelers to visit, stay longer and see more of Virginia.
- Provides the VTC with visibility in niche publications to promote special and unique product to Virginia.

## Creative Services:

- Provides graphic development and production services for VTC and VEDP.
- Manages VTC's library of photography, film, video, and electronic graphic files.
- Produces the *Virginia Travel Guide*, the *Group Tour Guide*, and the *Meeting Planners Directory*.

# Marketing: Part III

## **Domestic Sales:**

- Direct sales efforts, including trade shows, sales missions and site inspection tours, are designed to increase visitation and economic impact from domestic markets.
- Key buyer segments targeted through the sales effort include tour operators, travel agents and meeting planners.

## **International Marketing:**

- Direct sales efforts, including trade shows, sales missions and site inspection tours, are designed to increase visitation and economic impact from selected international markets.
- Key buyer segments targeted through the sales effort include tour operators, travel agents and meeting planners.
- Capital Region USA (CRUSA)

# Partnership Marketing

## **Tourism Development:**

- Community strategic planning
- Tourism Development Financing Program
- State Tourism Plan

## **Tourism Marketing:**

- VTC grants program

## **Tourism Education & Outreach:**

- Workforce Training: Customer service, manager
- Help Desks
- Brain Exchange

# Administration & Revenue

## **Administrative Support:**

- Provides financial reporting, budget development, accounting, procurement, and human resources services.

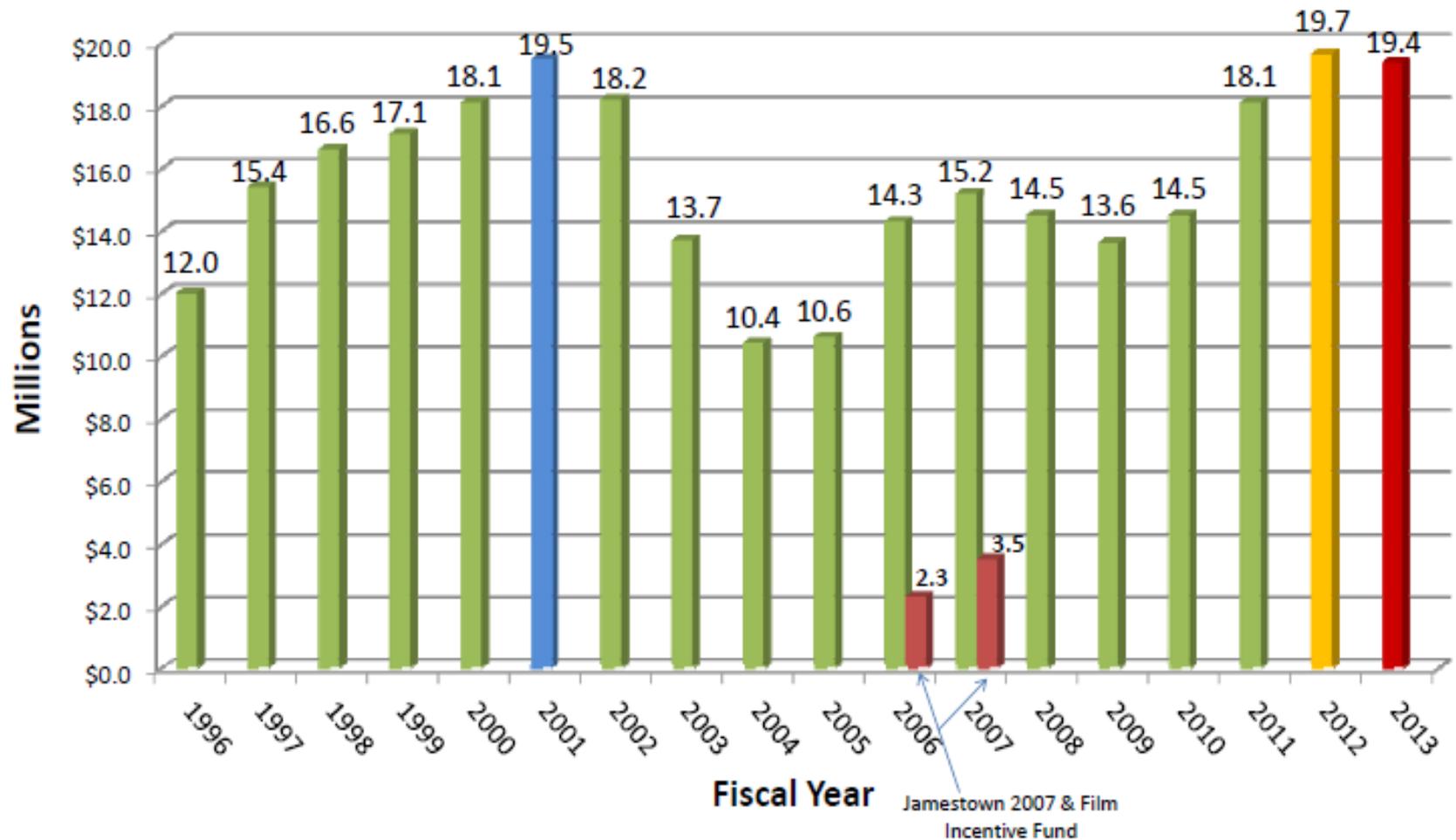
## **Revenue:**

- Provides oversight for revenue generating activities in support of the limited resources of the VTC.

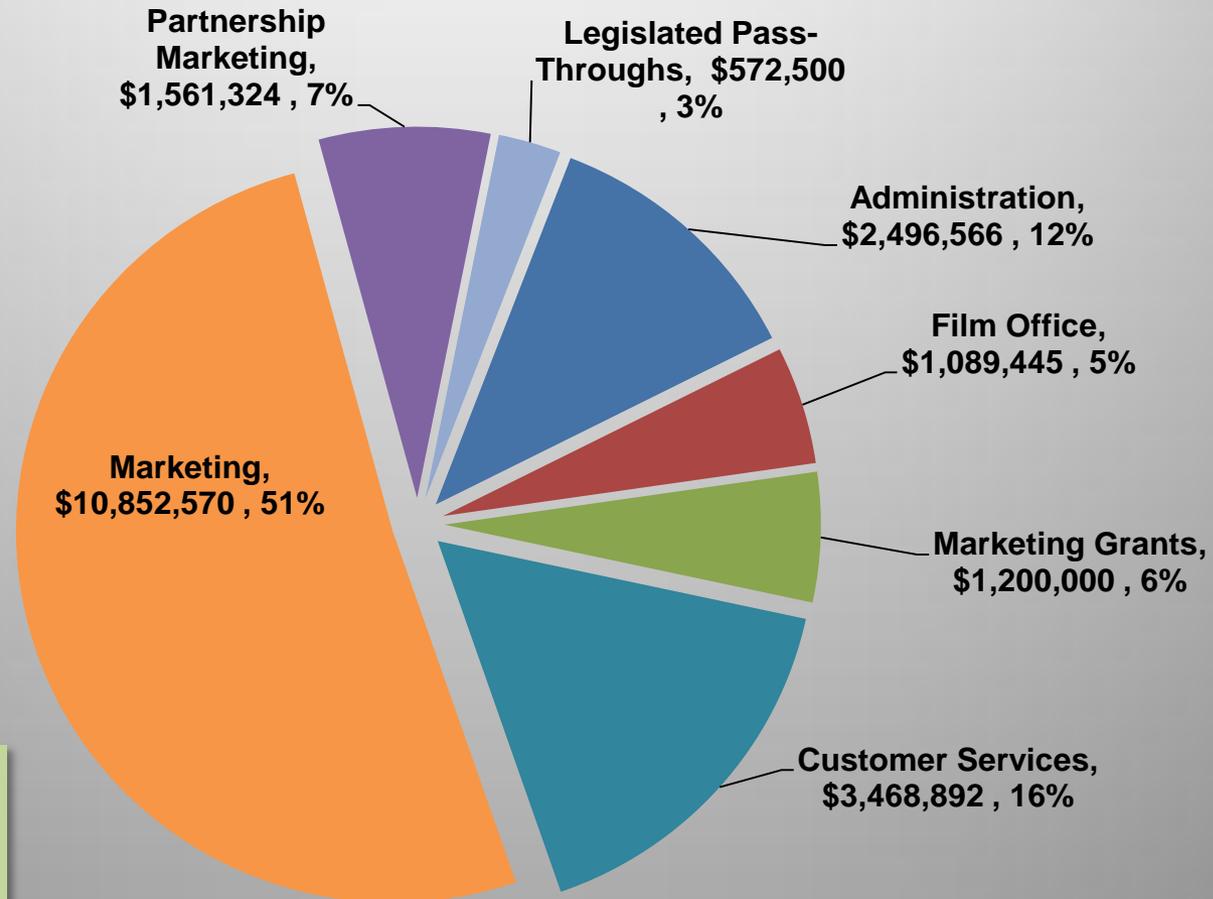
## **Customer Service:**

- Establishes overall strategies for sound customer and visitor relations and information distribution systems.
- Manages consumer fulfillment and merchandising programs
- Works cooperatively with VDOT in the operations of the state's Welcome Centers

# VTC Budget History



# VTC Budget: FY 2013



**General Fund:**  
\$19,385,930

**Non-General Fund**  
\$1,855,367

# Research: Part I

## Consumer Research + Economic Research

- Economic Impact & Contribution
- Advertising & Marketing Testing
- Product & Inventory
- Performance Tracking
- Travel Data & Profiles
- Traveler Attitudes
- Consumer & Industry Trends
- Lodging Reports

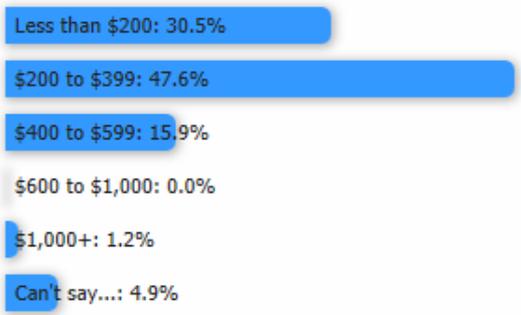


**Elizabeth McLaughlin**

### How much are you willing to spend on a one night weekend or two day getaway vacation?

How much are you willing to spend on a one night weekend or two day getaway vacation? Also—and we don't want to get into sensitive personal finances issues, but if you can speak generally - what factors into your decision process for this?

(One more thing/reminder regarding privacy, no-one can see your individual responses for the poll, we only show the percentages per answer.)



Like · Comment · about 13 days ago · Pin · Lock ·

mama8901 likes this.

 **lisagrimm** For us, that would likely be a last-minute thing, so I would expect a good deal on lodging. X

 **Deb** Really can't answer, it would depend on location, whether all-inclusive or not, etc. X

 **Char** This is a hard question because it would depend on where and why. For example we are going to Virginia Beach for the Neptune Festival and expect to pay more because of it X

 **StephB** If it is last minute it would need to be inexpensive and a great deal. I also imagine it would have to be some what local if it is only for a night or two. X

# Research: Part II

## What We Know

- Gen X and younger Boomers with kids
- Summer is key for families; Spring / Fall for couples
- Two-thirds visiting Friends & Family
- Weekend trips
- Hub & spoke (now 2-3 locations)
- Drive here
- Online planning is key – mobile usage is growing
- Shorter planning window, still

# **Section IV: Industry Overview**

# Virginia's Tourism Industry

## **DMOs – Destination Marketing Organizations**

- Convention and visitors bureaus
- Tourism offices, boards

## **Private sector tourism businesses**

- Lodging
- Dining
- Wineries
- Attractions

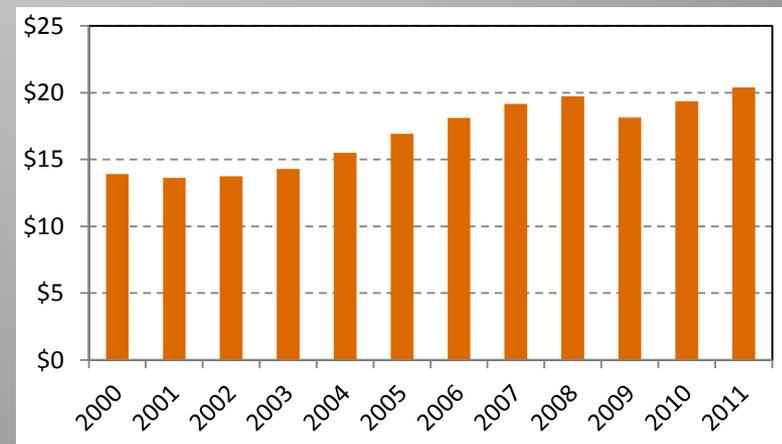
## **Other stakeholders**

- Government officials
- Civic / community associations
- Business interests, trade associations

# Tourism Is Big Business – 2011

- **\$20 billion** in domestic revenues – *record high!*
  - **8%** increase over 2010 – Every locality was up
- Supports **207,000** jobs
- **\$1.3 billion** in state and local taxes
- Increase in Overseas Spending
  - Up **21%** to **\$390 million**
- Increase in Canadian Spending
  - Up **11%** to nearly **\$150 million**

Domestic Spending



# 2012 Outlook

## Lodging as Key Indicator

- Lodging room demand was up **3%**
- Average room rates up to **\$98.25**
- Room revenues up **4%**
- Occupancy rates up to **60%**

# Number of Trips Expected in the Next Year

Travelers are Planning Now for Next Month

# Vacation Planning in the Next Six Months

Number Planning a Vacation in the Next  
Six Months Looks Promising

# Trip Expenditures

Travelers Remain Cautious About Spending



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