

Virginia is for Lovers 



Virginia is for Lovers 



More people, staying longer, spending more money

# Private Sector Leveraging



## MEET VIRGINIA

Her heritage is a sight to behold.

Virginia is for Lovers

Heritage Getaways  
Virginia.org

**VIRGINIA BEACH**  
Virginia Beach. Land of carafes, independent spirit. Where sand and surf solve all problems. Rollerblading the Boardwalk builds character. Long, leisurely meals and sunsets are priority. And the only serious business, might involve finding a girl swig or new kayak route. Ready to find your thing and be outstanding? Ready to live the life?  
Call 1-800-VA BEACH or visit [vbfun.com](http://vbfun.com).

**HEADLINE FOR RICHMOND CVB GOES HERE.**  
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**MAKE ROOM FOR MEMORIES.**  
An adventure of historic proportion is waiting for you—at two thing history museums that explore America's beginnings. Board replicas of colonial ships. Gird yourselves in a Powhatan Indian village. Try on English armor inside a palisaded fort. Then, join Continental Army soldiers at their encampment for a firsthand look at the Revolution's end. Don't forget your camera. Because the history here is life size. And your memories will be even bigger!

**YOU WANT HISTORY, THEY WANT BEACH, SO MEET HALFWAY.**  
Why have to choose between a Virginia Beach vacation and the history of Williamsburg and Jamestown when you can stay in Hampton, Virginia and do it all? We're in the geographic heart of Hampton Roads so everything's close, and the Hampton City Pass, with historic tours and attractions like the Virginia Air & Space Center, may make it hard to leave.  
For your free Hampton Visitor Guide, call 1-800-800-2202 or visit [www.hamptoncvb.com](http://www.hamptoncvb.com).

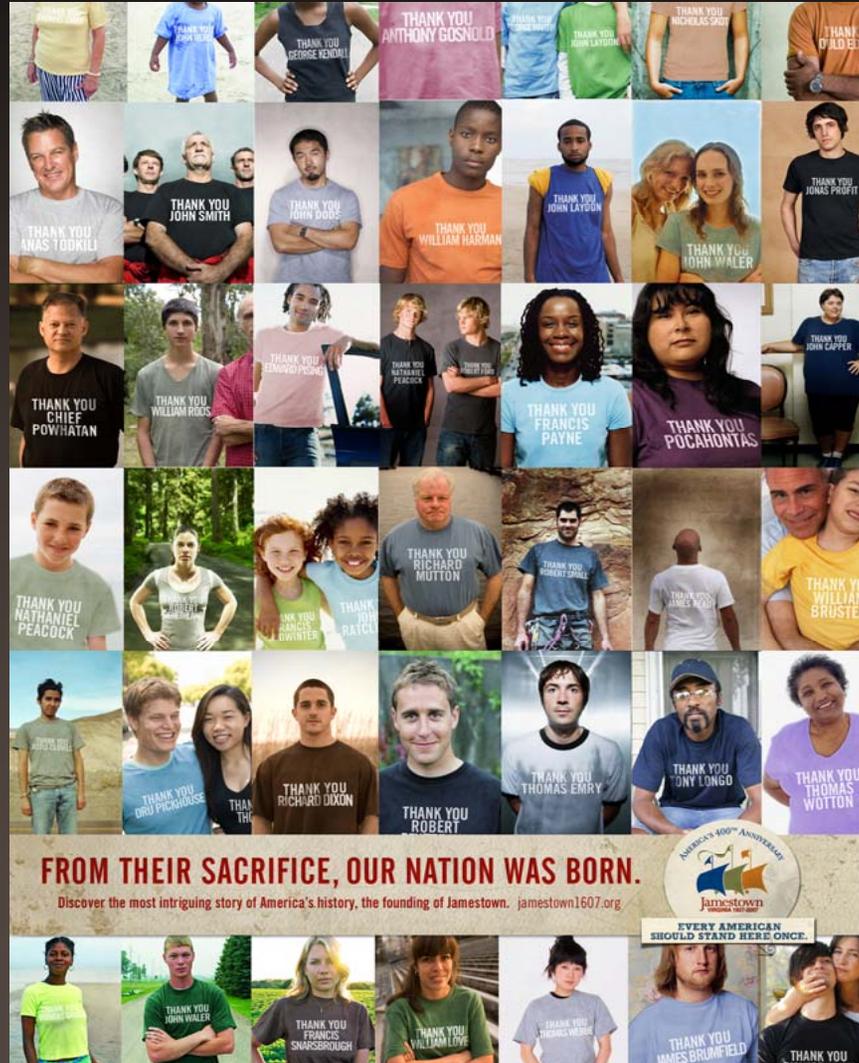
\$1.2 Million into \$6 Million

# 2006 Results

## Jamestown Marketing Strategy

- Phase I: Could you have survived?
- Phase II: The New World
- Phase III: Godspeed Promotional Sail
- Phase IV: *Thank You* Campaign

# Phase IV: Thank you Campaign - print



## Phase IV: Thank you Campaign - billboard





## Phase IV: Thank you Campaign - broadcast



## Phase IV: Thank you Campaign – results

February 23, 2007 – present

- Jamestown Related Page Views – 503,156  
– (78% Increase in visitation over Phase I)
- Unique Visitors – 102,828

## Virginia's Royal Welcome

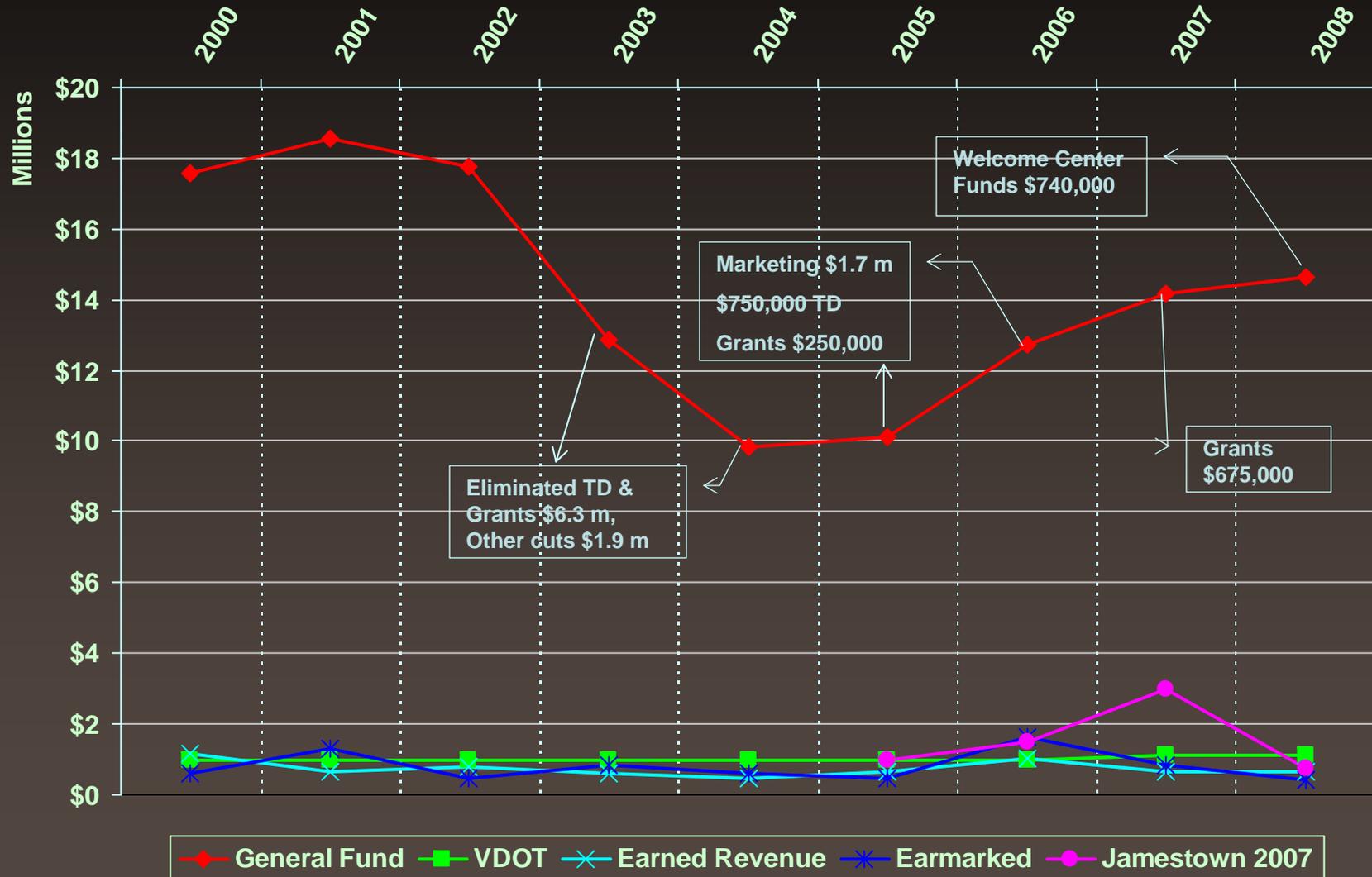


VIRGINIA'S ROYAL WELCOME

490,000 page views (over 13 days)  
130,000 visits  
30,000 visits to the webcast page  
30,000 entries to "Royal Walkabout" lottery

— COMMEMORATING 400 YEARS —

## Summary of Fund Sources By Fiscal Year



# Competition

home about us contact us news privacy policy site map

**michigan.org** Michigan's Official Economic Development and Travel Site



Two skiers at Crystal Mountain, Thompsonville

Deals Attractions Events Outdoors Shopping Lodging Dining Golf Driving Tours  
In Michigan Select a City

**Welcome Travelers**

Welcome to Pure Michigan. The temperatures cool down but the excitement and hospitality heat up. Experience the snow-covered landscape of a Michigan winter. A fresh blanket of snow can make everything seem new again. This winter, find out what pure feels like, visit soon.

**About Michigan**

**Michigan Winter Is A Blast**  
Michigan is a four-season state, which makes for diverse winter recreational opportunities. No place puts out the winter white carpet like Michigan.  
[>About Michigan](#)

**Weekly Feature**

**Snurfing is Pure Michigan**  
Snurfers can thank a Michigan man for creating one of the hottest winter sports on the snow scene today.  
[>Michigan Snowboarding](#)

INFORMATION  
Travelers  
Site Consult  
Equity Invest  
Communities  
Businesses  
Media  
More

TRAVELER  
FEATURED DESTINATION  
Big Snow Country  
WINTER ACTIVITIES  
Skiing  
Kids' Fun  
Shopping  
Snowmobiling  
Winter Events  
Snow Conditions  
SPECIAL OFFERS  
eSpecials  
Packages  
Free eNewsletters

THE OFFICIAL TOURISM SITE OF SOUTH CAROLINA SITE SEARCH GO



**South Carolina**  
*Smiling Faces. Beautiful Places.*

SEE & DO LODGING SHOP, EAT, DRINK OUTDOOR ACTIVITIES PARKS PLAN YOUR TRIP

**DISCOVER SOUTH CAROLINA**

«SELECT AN AREA»

Waterfalls & Whitewater  
Lakes & Blackwater Rivers  
Islands & Coast

View Maps / Regions

Hot Deals

If you're thinking that a **South Carolina Vacation** would do you a world of good, you'd be absolutely right. Here's why. South Carolina is not just one of the original American Colonies with a rich history and culture shaped by European, African and Caribbean influences. It's not just sunny beaches, crystal lakes, historic towns, and scenic mountains. It's not just a "place." It's an adventure.

**Visit North Myrtle Beach!**  
Your #1 information source for events, accommodations, dining, shopping, and vacation ideas.

**SC "Owns" Conde Nast Readers Choice Awards**  
SC Receives "Best Of" Awards from Conde Nast

CALENDAR

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

« JANUARY 2007 »

TRAVEL TRADE MEDIA

**Holiday time in South Carolina**  
There are so many great things to do and see during our holiday

**TENNESSEE**  
THE STAGE IS SET FOR YOU

PLACES TO STAY ABOUT TN  
ROAD TOOLS PRESS ROOM  
myTNVACATION SEASON SITES

CRISTIANO HOO-CHOO SEARCH ENGINE  
type query

CLICK ON THE REGION YOU WOULD LIKE TO EXPLORE.

WEST MIDDLE EAST

WEST MIDDLE EAST

**WELCOME**

In Tennessee, the stage is set for you. Artistic types can dabble in music and arts. Have a fun-loving time at our attractions. Show off your athleticism in sports and recreation. History and heritage buffs can reflect on our past. Explore Tennessee's countryside in agritourism. Take the road less traveled through our nature and outdoors. Go shopping and take Tennessee home with you.

JANUARY '07

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**TENN THINGS TO DO**

With a wealth of things to do and places to see in Tennessee, choose from these lists to get started.

**ABOUT**

Tennessee is the perfect stage for your vacation. Learn more about this state.

Let your interests be your guide to vacationing in Tennessee. Finalize your

**UPCOMING EVENTS**

Jan 20, 2007 - Jan 22, 2007  
Volunteer Riding Assn. Show

## Welcome Centers

- Lamsburg – renovation
- Clear Brook – reconstruction
- Fredericksburg - reconstruction



## Welcome Center Budget

- \$1.1 million from VDOT
- Operating budget of \$2 million
- Costs offset by translight and brochures = \$400,000
- Deficit = \$600,000



## New Welcome Centers

- Potomac Gateway (King George)
- Danville
- FY '08 Appropriation \$740,000



## Welcome Centers

Privatization?

## Other VDOT Improvements

- \$20 million appropriation
- New Kent (westbound rest area) – reconstruction
- Nine other rest areas now open
- Two scheduled to open by May 31, 2007
- P



## Summer Projections

- Bad News – Weaker economic growth, gas prices
- Good News – Doesn't appear to impact travel
- Expected overall U.S. growth of 1.4%

Virginia *is for Lovers* 

Virginia.org