

**TOURISM:  
instant revenue  
generator**



For **every \$1** VTC spent on advertising,  
**\$75** is spent by travelers and **generates**  
**\$5** in state and local taxes in the same year

**5:1** R.O.I.



# Top 10 Expenditure states

- 1 - California
- 2 - Florida
- 3 - Texas
- 4 - New York
- 5 - Nevada
- 6 - Illinois
- 7 - Pennsylvania
- 8 - Virginia
- 9 - Georgia
- 10 – New Jersey



# Tourism is Big Business

\$19.2 billion economic impact

Employs 210,620 Virginians

\$1.28 billion in state and local taxes



# Martinsville-Henry County

Expenditures	\$61,266,739
Payroll	\$12,929,331
Employment	779
State Tax Receipts	\$2,693,986
Local Tax Receipts	\$1,374,033



# Tourism is Small Business



# State of the Industry

Domestic – \$19.2 billion

Canada – \$122.7 million

Overseas – \$1.3 billion

**WASHINGTON, DC**  
**MARYLAND**  
**VIRGINIA**  

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**CAPITAL REGION USA**



## STATE OF THE INDUSTRY 2008 – VIRGINIA:

**Travel spending**  **2.8%**  
(largely due to high fuel costs)

**Travel costs**  **5.6%**  
outpacing Virginia's expenditure growth  
reflecting 3% decline for inflation adjusted  
traveler spending



**STATE OF THE INDUSTRY 2009 –  
NATIONAL:**

**Lodging Demand**                      ↓ **7.4%**

**Domestic Passengers**              ↓  
**6.6%**

**Intn'l Passengers**                      ↓ **2.9%**

**Amtrak**                      **7.4%**



## STATE OF THE INDUSTRY 2009:

**VA Lodging Demand ↓ 3.3%**  
(through August)

**US Lodging Demand ↓ 7.4%**



**STATE OF THE INDUSTRY 2009:**

**VA Room Revenues ↓ 7.8%**

**US Room Revenues ↓ 15.7%**



## **STATE OF THE INDUSTRY 2009:**

# **Virginia.org visits**

record month for May 09

# **Travel Guide requests**

well above previous years



***Virginia will weather  
the storm better  
than most states.***



# Why? Proximity

within 1 days drive of 60% of US population



# Incremental Revenue Opportunities

## Capital Region/D.C.

- Population
- Higher disposable income
- #1 Market for Virginia
- More trips per capita than any other out-of-state market

## Virginia Markets

- Encourage Virginians to see Virginia first



# Recession Proof Message:

Virginia   
*is for Lovers*®



# Promotions

40 Trips in 40 Weeks



*Goal:* 40,000 sweepstakes entries

**Actual YTD: 152,000**

*Goal:* \$1 million in earned media

**Actual YTD: \$2.6 million**

*Goal:* 400 industry deals &  
packages

**Actual YTD: 446**



**\$2.5 million  
leveraged to  
\$12.5 million**



# VTC Strategy: Fall

**Who to Target:** Baby Boomer and Gen X couples in Virginia, DC, Baltimore.

**What to Say:** Virginia is a close to home affordable getaway for friends. Our outdoor fall beauty from the beaches to the mountains offer the perfect long weekend to relax and have fun.

**When to Say It:** August-October



# Breakdown

**\$500k Electronic Marketing**

**300k Public Relations**

**500k Grants**

**400k VAB**

**600k Advertising**

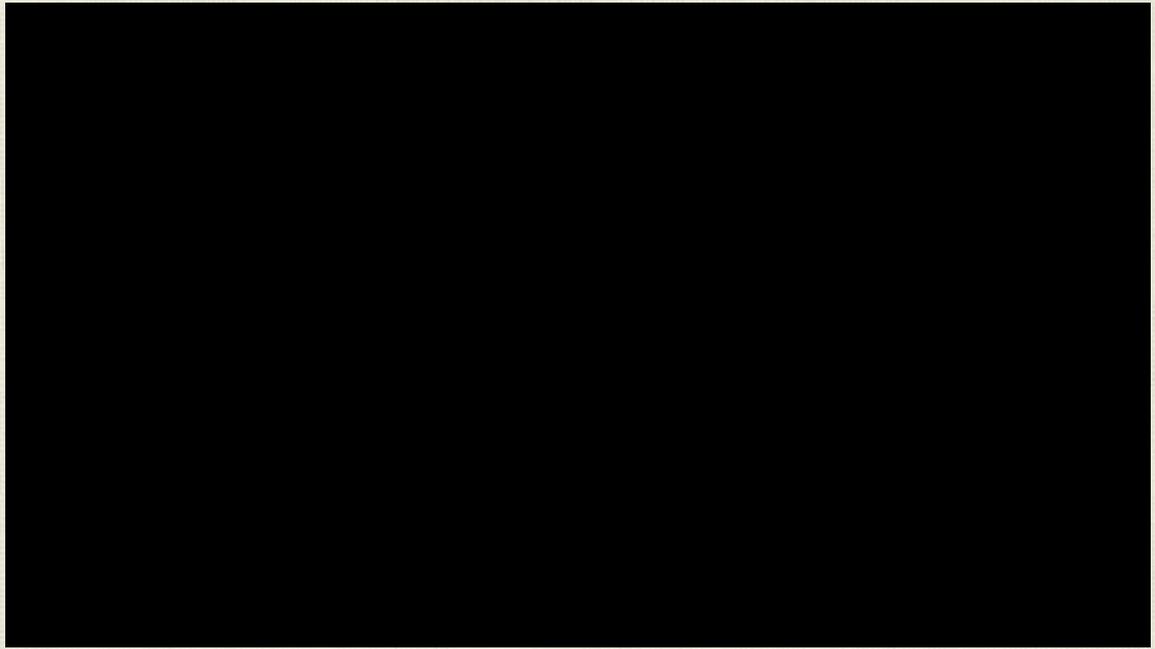
**200k Film**



# VTC Strategy: Spring & Summer

- **Who to Target:** Gen X parents traveling with their kids (7 – 18 years of age) that live in DC, Baltimore, North Carolina (and Virginia)
- **What to Say:** Virginia is the best place to take a relaxing trip with your family. Our beautiful outdoors, beaches, amusement parks, and historic sites offer a variety of activities to keep the whole family entertained year after year.
- **When to Say It:** Start promoting spring and summer trips at the beginning of the year. Continue promoting until the end of summer.





# Placement Schedule

**Fall – 30%**

**Spring – 70%**

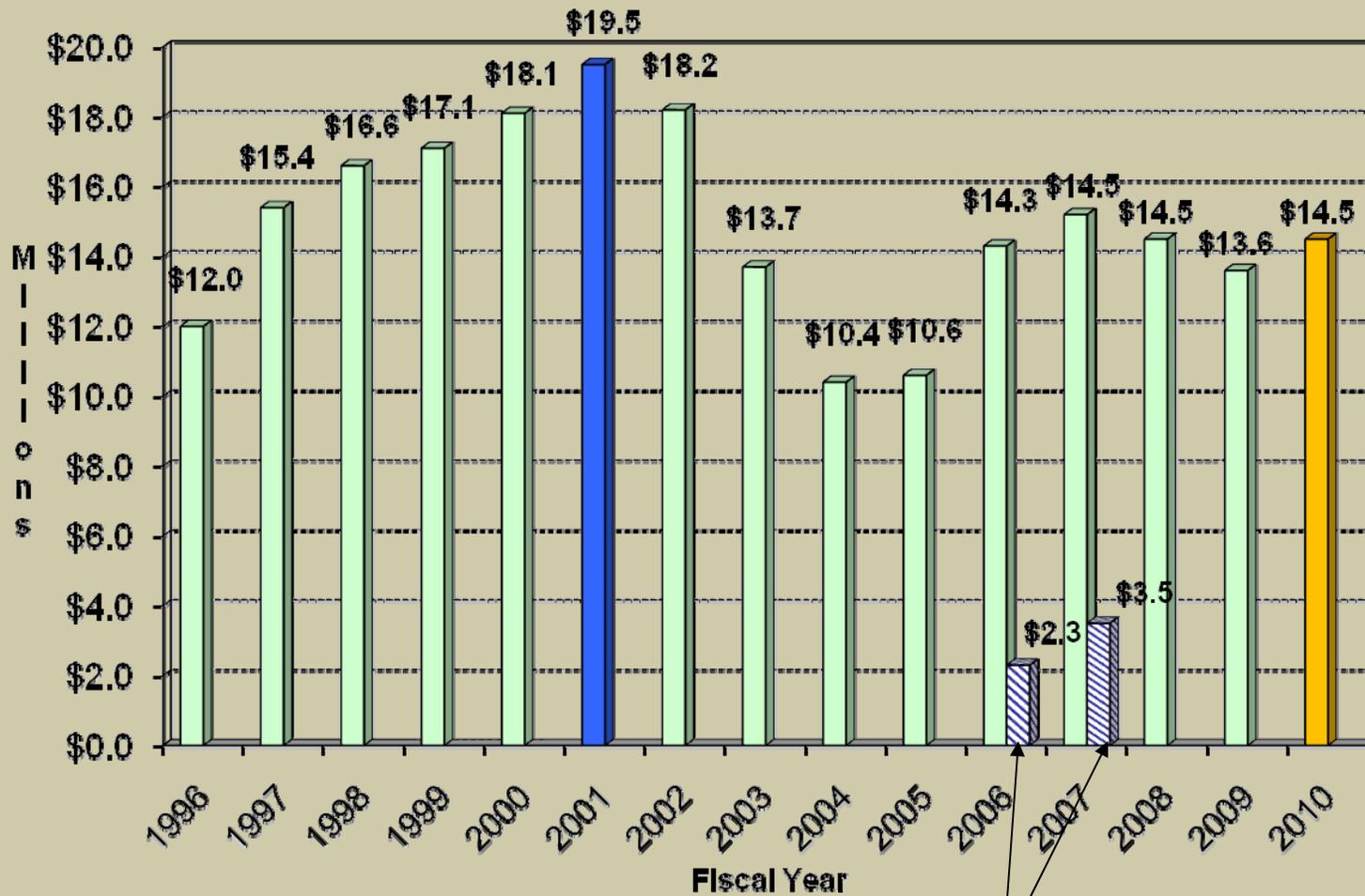


# VTC Budget

Cut \$1.6 million in August '09



# General Fund History



Jamestown 2007 &  
Film Incentive Funds

**More Partners Needed!!!**



# Tourism Development

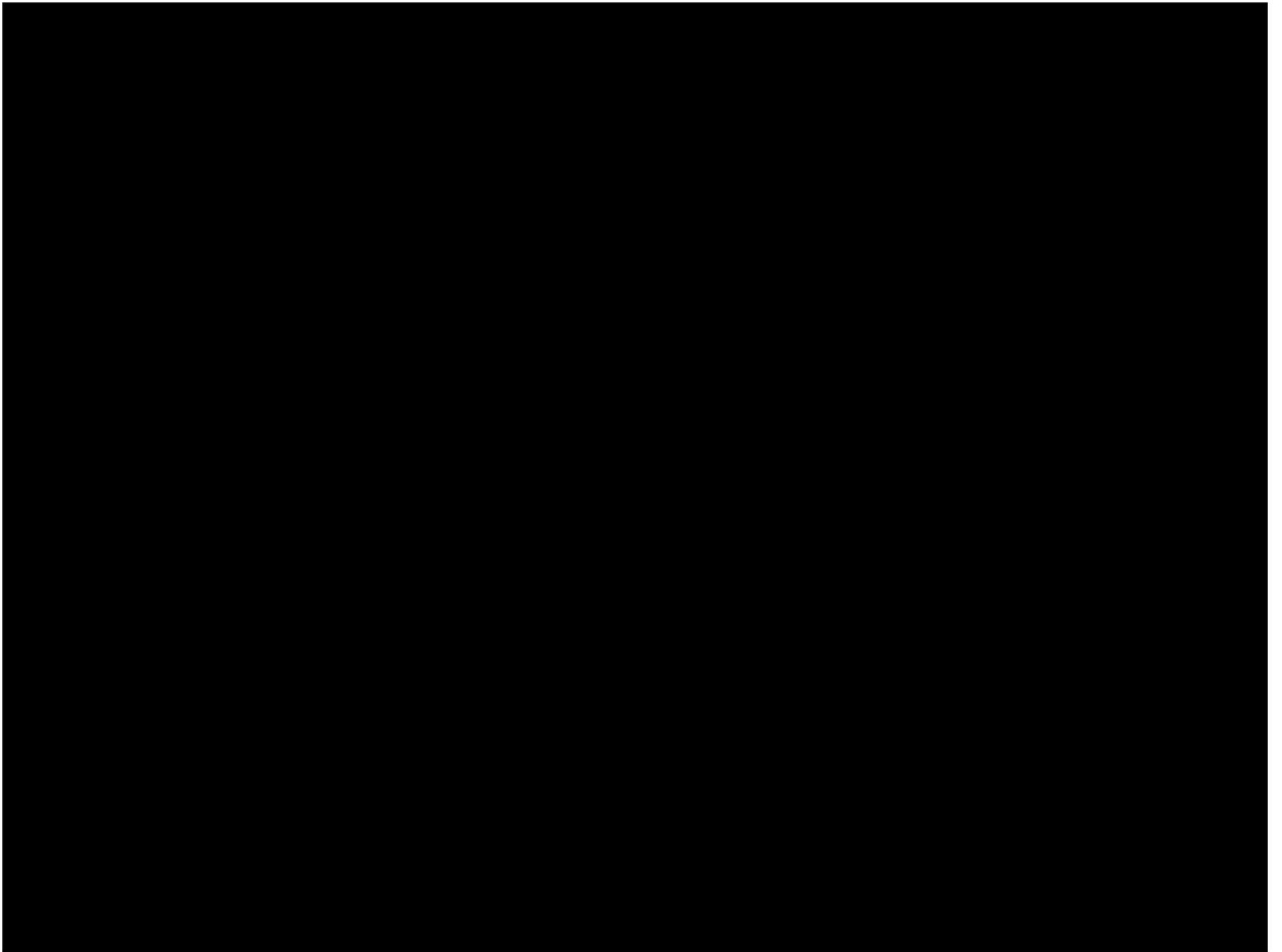


# Customer Service



# Partnership Marketing





**Tourists  
generate  
instant revenue**

