

**VIRGINIA
IS FOR
LOVE[®]ERS**

FY 2016-18 Budget Request

- \$2.0 million in each year to implement the Vision Strategy
 - Marketing
 - Expand in new markets based on targeting high-value travelers – especially in the Northeast corridor
 - Expand paid media by behavioral digital advertising
 - Expand broadcast and digital video
 - Invest in brand messaging to promote the Virginia is for Lovers brand to first time visitors
 - Enhance content in digital and social channels
 - Website and expand social media platforms
 - Investment partnerships
 - Research

FY 2016-18 Budget Request

- \$600,000 in each year for the Governor's Motion Picture Opportunity Fund
- \$50,000 in FY 2017 for Asian market tourism promotion

TOURISM WORKS FOR VIRGINIA

In **2014**, the Virginia domestic tourism industry:

- Generated **\$22.4B** in visitor spending
- Supported **216K** jobs and over **\$5B** in payroll
- Provided **\$1.5B** in state and local taxes
- Tourism is the **FIFTH LARGEST** employer