

**VIRGINIA
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**TOURISM ON
CHINCOTEAGUE ISLAND**

Feb. 16, 2023

PARTNERSHIP MARKETING

Goal: Help Virginia communities maximize their tourism potential.

With a dedicated staff comprised of seasoned tourism professionals, Partnership Marketing focuses its efforts on developing and marketing vibrant communities.

We strive to accomplish this by providing three key resources that contribute to the livelihood of the communities we serve:

1. Strategic Tourism Planning
2. Tourism Business Development
3. Cooperative Partnership Marketing Opportunities

VTC Partnership Marketing

Destination Development Team

■ Becky Nave – Director of Destination Development
276.791.9172 | bnave@virginia.org

Destination Development Managers

■ Michelle Workman 276.722.0238 | mworkman@virginia.org

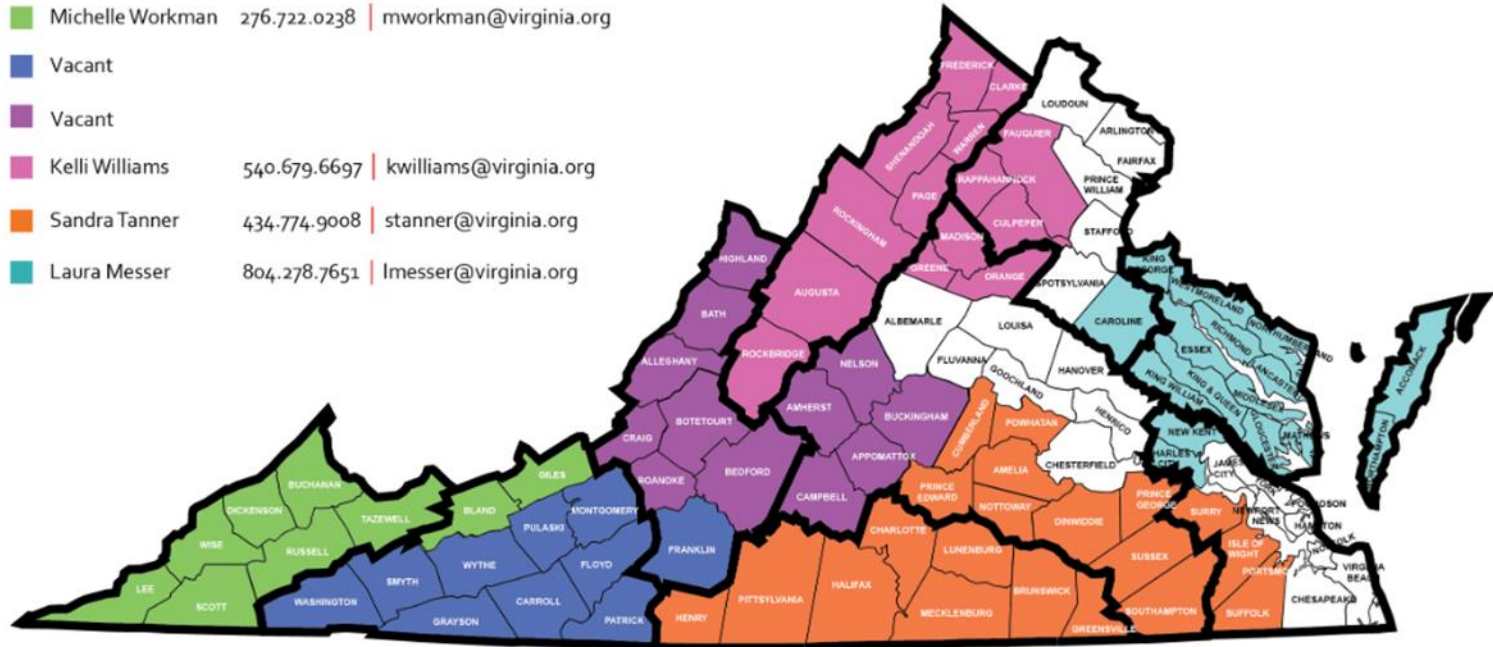
■ Vacant

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■ Kelli Williams 540.679.6697 | kwilliams@virginia.org

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Virginia Tourism Corporation

Contact VTC's **Destination Development Managers** in your area for strategic planning, marketing leveraging and other community development assistance and resources

Website VATC.org/partnershipmarketing/tdmanagers

TOURISM ON CHINCOTEAGUE ISLAND



FAST FACTS ABOUT TOURISM

2021

29.5 million overnight visitors (+31%)

\$25.2 billion in visitor spending across Virginia (+40%)

\$1.8 billion in state & local tax revenue (+28%)

Virginia's visitor economy activity added \$20.6 billion to the commonwealth's total GDP (gross domestic product) (+22%)

Source: Virginia Tourism Corporation

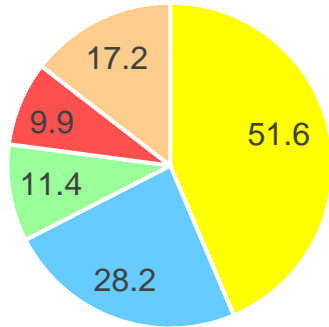
ECONOMIC IMPACT IN ACCOMACK COUNTY

	2017	2018	2019	2020	2021	Percent Change
Travel Economic Impacts						
Employment	1,242	1,224	1,247	1,133	1,291	13.9%
Expenditures	\$ 123,033,947	\$ 126,327,818	\$ 134,724,240	\$ 118,198,249	\$ 168,525,308	42.6%
Labor Income	\$ 27,130,603	\$ 27,303,862	\$ 29,765,200	\$ 28,350,038	\$ 36,190,615	27.7%
Local Tax Receipts	\$ 5,463,775	\$ 5,427,701	\$ 5,783,784	\$ 5,056,006	\$ 6,365,680	25.9%
State Tax Receipts	\$ 3,021,393	\$ 3,097,266	\$ 3,313,844	\$ 2,732,660	\$ 3,695,277	35.2%

Source: Virginia Tourism Corporation

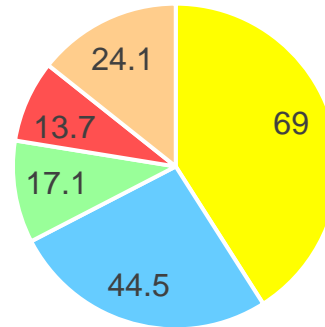
SECTOR EXPENDITURES IN ACCOMACK COUNTY

2020 (in millions)



- Lodging
- Food & Beverage
- Recreation
- Retail
- Transportation

2021 (in millions)



- Lodging
- Food & Beverage
- Recreation
- Retail
- Transportation

Source: Virginia Tourism Corporation

KEY TOURISM ASSETS

Attractions – Museum of Chincoteague Island, NASA Wallops Visitor Center, Maui Jack's, walking tours

Food and Beverage – Seafood restaurants, specialty food (ice cream and more)

Outdoor Recreation – Chincoteague National Wildlife Refuge, Assateague Island National Seashore, boating, ecotours, kayaking, Iron Pony Adventure Park, fishing

Additional assets – Events (pony swim, seafood festival, farmer's market), camping

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VTC RESOURCES





FREE Virginia.org **LISTINGS**

Virginia.org is used by more than 13,000,000 visitors per year all with an expressed interest in Virginia travel. These visitors log on from all over Virginia, the US and the world. The system is backed by VTC's multi-million dollar advertising campaign promoting the Virginia.org address and drawing users to the site. There is a lot of information on the web. Make it easier for travelers, travel agents and meeting planners to find you by listing on Virginia.org.

<https://www.vatc.org/marketing/digital-marketing/webmarketing/>

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VTC ORIENTATION

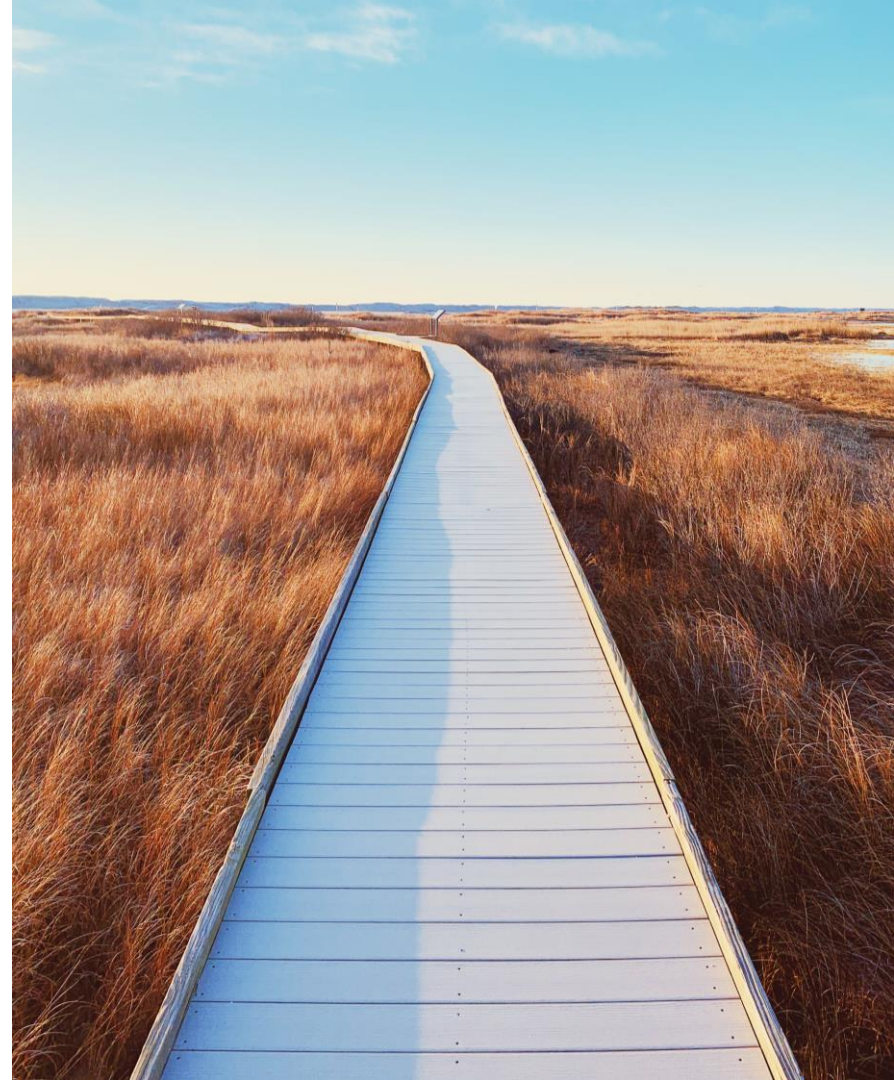
VTC Orientation is held multiple times a year. Over the course of three days, VTC provides an overview of each department and shares information about how to connect with VTC to support your business.

Dates – March 7-9, 2023 from 9 a.m. until noon

Online and no cost to attend.

<https://www.vatc.org/partnershipmarketing/orientations/>

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VTC RESEARCH

VTC's Research Team assists with a wide range of tourism-related data analysis and gathering, including the economic impact of tourism on the state and localities, visitor profiles, market share, consumer trends, and the VTC's advertising and marketing campaigns. The goal of the Research team is to provide detailed and timely information for those in the Commonwealth who are interested in the travel and tourism industry.

<https://www.vatc.org/research/>

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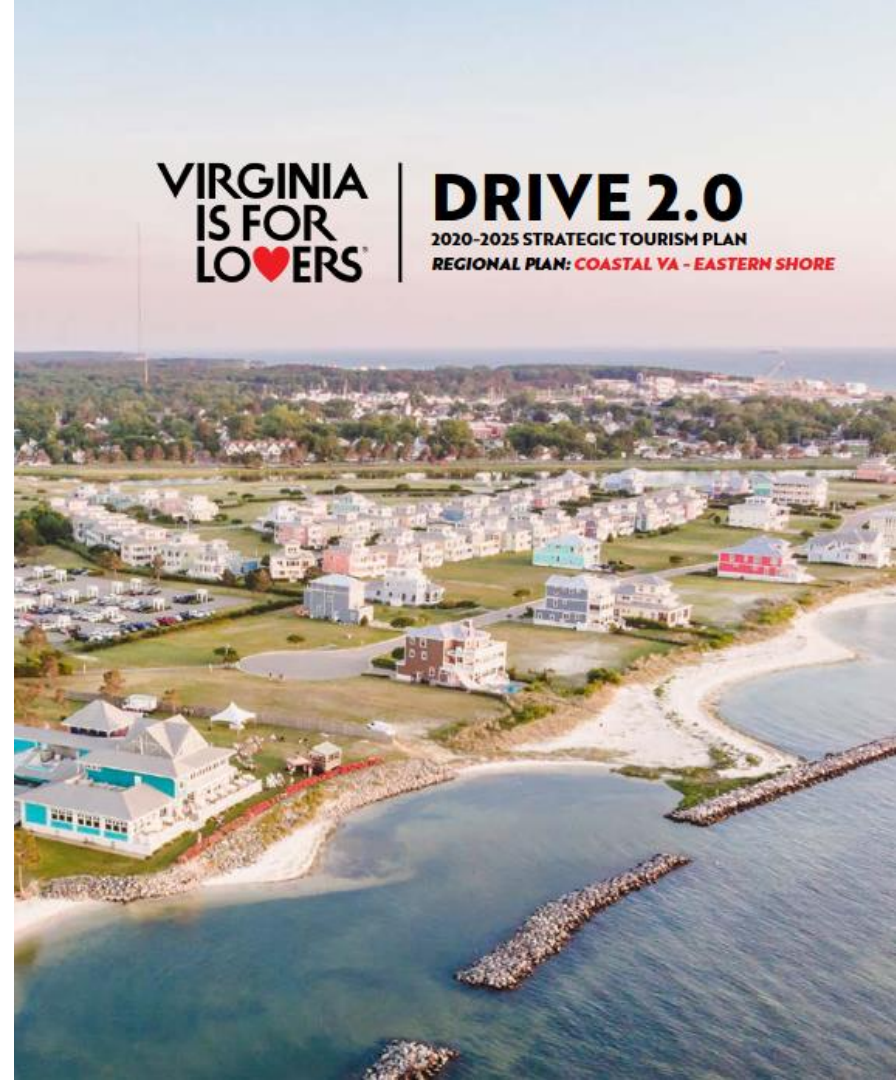
DRIVE 2.0 MATERIALS

In 2019, VTC completed a long-term strategic plan to help increase tourism visitation and spending across the Commonwealth. This plan, titled “Drive 2.0,” builds on the existing findings and conclusions from the 2013 Statewide Tourism Plan.

- Statewide plan
- Ten regional plans
- Six how-to guides

<https://www.vatc.org/drive-2-0-strategic-tourism-plan/>

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DRIVE 2.0
2020-2025 STRATEGIC TOURISM PLAN
REGIONAL PLAN: COASTAL VA - EASTERN SHORE

ADDITIONAL **RESOURCES**

- Destination Development Manager assistance
- Sign up for VTC newsletters and PR leads
- Share your photography with VTC for the potential to be included in VTC advertising
- Use the VTC photo library
- Co-op advertising opportunities
- Governor's Tourism Summit

VTC GRANTS





2023 MARKETING LEVERAGE PROGRAM

VTC offers the Marketing Leverage Program annually, which is a reimbursable grant program to leverage existing marketing funds. All Virginia travel industry partners are eligible to apply including small businesses, private sector attractions, accommodations and events.

The next grant round will be in early 2023.

<https://www.vatc.org/grants/>

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MICROBUSINESS MARKETING LEVERAGE PROGRAM

Returning for FY2024, VTC will offer a reimbursable grant program geared towards microbusinesses. Applicants can include small tourism-related businesses with 20 or fewer full-time equivalent employees including boutique retail, restaurants, food trucks, small attractions, craft breweries, distilleries, wineries, boutique lodging and B&Bs, and events focused on shoulder season visitation.

- This grant cycle will open in Aug. 2023.
- The maximum grant award is \$5,000.

<https://www.vatc.org/mmlp/>

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ART PROGRAM

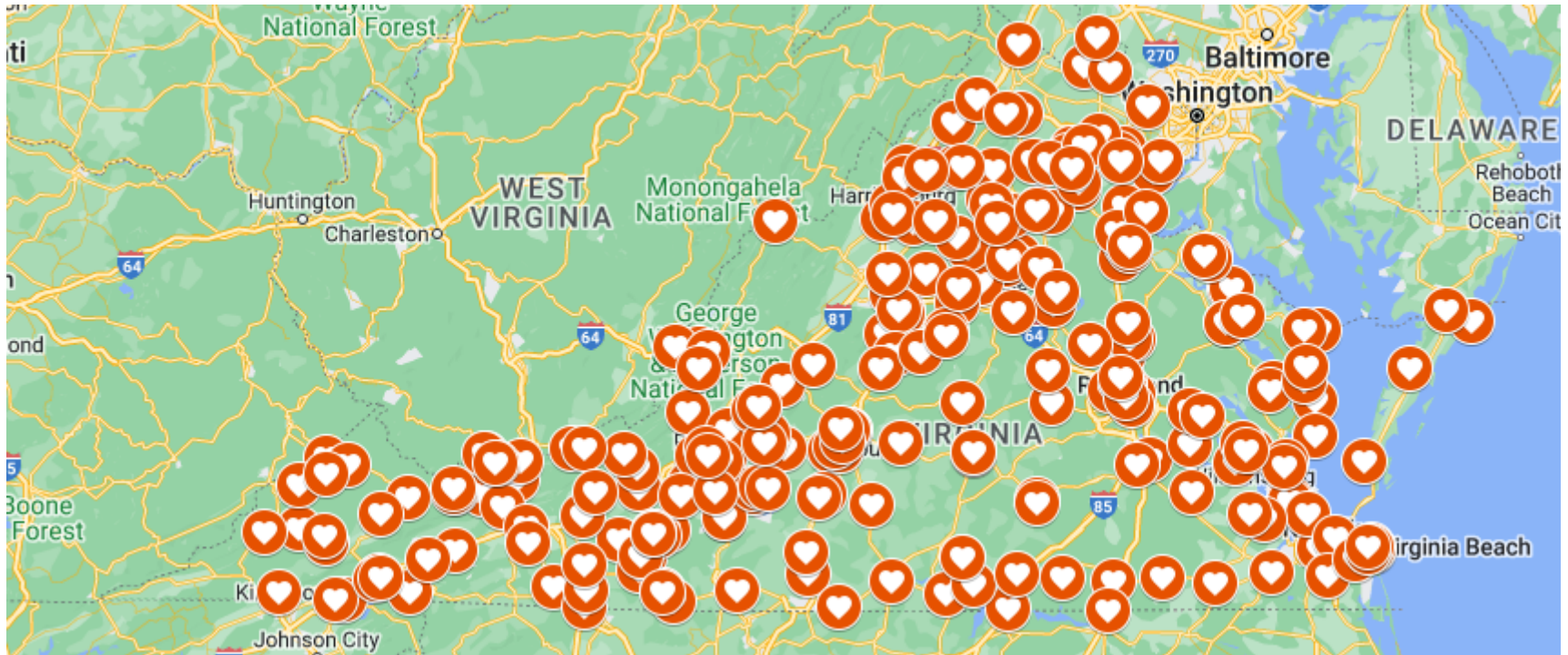
VTC offers a reimbursement grant for the construction of any new LOVEwork that meet specific size and height minimums. This is a rolling application and there is no match requirement. A LOVEwork is a great tourism asset. This program can be used by private businesses and localities.

A LOVEwork must be free to photograph, and each is added to VTC's map that includes more than 300 LOVEworks across the state.

<https://www.vatc.org/loveworkreimbursement/>



LOVEworks **ACROSS VIRGINIA**



COLLABORATE WITH VTC



LET'S WORK TOGETHER

The Destination Development Manager can provide assistance with:

- Tourism strategic planning
- Technical assistance including grant assistance and research
- Product development guidance
- Cooperative marketing advice
- Consulting services
- Partnership ideas

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THANK YOU!



Contact Laura at lmesser@virginia.org