

VIRGINIA IS FOR LOVERS[®]

VTC STRATEGY



VTC MISSION



Oyster Experiences & Tourism as Economic Engines

VIRGINIA TOURISM INDUSTRY by the Numbers

Generate
\$24 BILLION
IN DOMESTIC VISITOR
SPENDING

SUPPORT
230,000
JOBS

PROVIDE
\$1.7 BILLION
IN STATE AND LOCAL TAXES

SPENDING BY DOMESTIC
TRAVELERS
\$65 MILLION
PER DAY

↑ **3.3%** FROM 2015

Additional Highlights:

DOMESTIC TRAVEL
SUPPORTED
\$5.6 BILLION
IN PAYROLL

↑ **5.4%** FROM 2015

STATE & LOCAL TAX
REVENUES

↑ **5.3%**

FROM 2015

THE TRAVEL INDUSTRY IS
THE
5TH

LARGEST PRIVATE
EMPLOYER IN VIRGINIA

INCREASE OF
6,163
JOBS

↑ **2.8%** FROM 2015

VIRGINIA RANKS

9TH

IN DOMESTIC TRAVELER
SPENDING AMONG 50
STATES & WASHINGTON D.C.

Statewide to Coastal

Drive tourism statewide with oysters in restaurants across the commonwealth

Drive tourists to coastal Virginia communities for oyster experiences



SCIENCE

CAN TELL YOU HOW TO CLONE
A TYRANNOSAURUS REX



HUMANITIES

CAN TELL YOU WHY
THIS MIGHT BE A BAD IDEA

What Travelers Want...

- To Learn
- To See
- To Do
- To Experience
- To Document
- To Understand

Oyster Experiences can be Tourism Drivers...

- Workshops (TOGA: HOW-TO)
- Tours (On Water)
- Tours (On Land)
- Boutique Branding
- Restaurant Demos
- Meet-n-Greets/Story events
- Authentic Hooks
- Memorabilia/Antiquing

**We need more oyster experiences
developed & marketed...**

Three-Fold Purpose Monetize It!

1. Farmers/Fishers/Industry Reps
2. Tourism Driver
3. Educators

Universals--Connections

1. Love/Family
2. Enmity/Struggle
3. Hunger/Food
4. Homes/Shelter
5. Sleep/Fatigue
6. Mortality/Legacy
7. Creativity/Expression

Tour Operating & Tour Guiding

1. Add-on to your existing operation
2. Set aside a “public dock” space (safety/access)
3. Hire a college students (we can help!)
4. Send a staff member through Eco-Tour Guide Certification
5. Partner with an outfitter
6. Partner with a museum

Programs

1. 2019 American Evolution
2. 2026-2031 American Revolution
3. Indigenous Cultures
4. African Influence & African American history
5. Self-sufficiency & Homesteading Arts
6. Themed Months (i.e. Oyster Month, Wine Month)
7. Beer, Wine & Spirits



In wine there is wisdom, in beer
there is Freedom, in water there
is bacteria.

~ Benjamin Franklin

AZ QUOTES

VIRGINIA IS FOR LOVERS

Scheduling Experiences

1. Fridays to Mondays (Long Weekend Travel)
2. Create adult version & family version
3. Off-season tourism driver
4. School field trips

Promotions (prospective visitors)

1. Social Media (FB, Adwords program)
2. Virginia.org (Attractions, Events, Itineraries)
3. Welcome Centers (Brochures, Blitzes)
4. Editorial (PR Lead Program)
5. Paid Advertising (Marketing grants)

Tease the Story on Social Media...

Pics of boats, tools, white
boots, sunrises, sunsets,
waterfront, working dock,
shucking, shell piles

VIRGINIA IS FOR LOVERS[®]

VIRGINIA IS FOR
BEACH LOVERS[®]

VIRGINIA IS FOR
CRAFT BEER LOVERS[®]

VIRGINIA IS FOR
WINE LOVERS[®]

VIRGINIA IS FOR
OYSTER LOVERS[®]

VIRGINIA IS FOR
FILM LOVERS[®]

VIRGINIA IS FOR
MOUNTAIN LOVERS[®]

VIRGINIA IS FOR
HISTORY LOVERS[®]

VIRGINIA IS FOR
MUSIC LOVERS[®]

VIRGINIA IS FOR
OUTDOOR LOVERS[®]

VIRGINIA IS FOR
FOOD LOVERS[®]

Not a writer; use six words

Drop out.

College grad.

Working mom.

Six words

On the tump,
water, wind,
sun.

Six-Word Memoirs: The Video Story
<https://www.youtube.com/watch?v=0ZOxhHXZW6o>

More Info

www.vatc.org

Staci Martin

smartin@Virginia.org

VIRGINIA IS FOR LOVERS™

VIRGINIA IS FOR LOVERS™