



WANDERLOVE

INDUSTRY PARTNER ENGAGEMENT

VIRGINIA
IS FOR
LOVERS

VTC RESOURCES



WanderLove Partner Requirements:

VTC is offering a grant of \$10,000 that can be used on anything related to the WanderLove campaign, but there are a few requirements.

Check out the [Partner Requirements](#).

[Read the FAQs about the WanderLove Grant and Campaign.](#)

[Read the VTC DMO WanderLove Grant Terms & Conditions.](#) The Terms & Conditions contain information on allowable expenses under the VTC DMO WanderLove Grant.

[Download the VTC DMO WanderLove Grant Word Document](#) so that you can see the questions to answer in the application. (You may want to complete the narrative sections, and then cut and paste into the online application).

NOTE: ONLY ONLINE APPLICATIONS WILL BE ACCEPTED.

On the form below, please complete:

- Contact Information
- Completion Date
- Road Trip Hub & Spoke
- Feeder Markets
- In- Kind Match
- Marketing Plan
- Virginia is for Lovers "WanderLove" campaign tie-in

Campaign: WanderLove



As restrictions are lifted in Virginia and across the country, travelers will be seeking safe, close-to-home destinations that allow for social distancing and access to open spaces – specifically beach, outdoor and rural experiences. In-state and drive-market road trips stand to lead the way for travel. In fact:

40 percent of Americans intend to take a road trip this year.

Virginia has an advantage as a drive destination and will highlight safe and responsible road trips as a major theme this year. These road trips will also highlight outdoor recreation, hidden gems, small towns and Virginia's unique "roadside attraction" – LOVEworks.

Brand Management

- › [Brand Marketing Initiatives](#)
- › [Campaign: WanderLove](#)
- › [Campaign: Share What You Love](#)
- › [Campaign: Eat. Drink. Love.](#)
- › [Industry Advertising Co-Op Program](#)
- › [Virginia Travel Guide](#)
- › [Order Bulk Guides](#)
- › [LOVEwork Reimbursement Program](#)
- › [Submit Application](#)
- › [Creative Services](#)
- › [Virginia Is For Lovers Logo Request](#)
- › [Additional Opportunities](#)

Contact Staff

CREATIVE & PARTNER ASSETS



VTC is capturing point-of-view visuals to help our audiences envision themselves as road trip adventurers. Associated messaging will be joyful and inspirational – a celebration of all the ways we can reconnect with the people and places we love most in Virginia.

Campaign Samples

- [WanderLove Creative Guidelines](#)
- [Partner Creative Samples](#)

Creative Files

- [Virginia Road Map Graphics](#)
- [Logo Lockups](#)
- [Campaign Fonts](#)
- [Sample Messaging](#)
- Contact [Ali Zaman](#) with questions.

Customizable Templates

- [Social Story Posts](#)
- [Instagram Carousel Posts](#)
- [Digital Banner Ads](#)
- [Blog Outline](#)
- [Partner News Release](#)

Engage with VTC*

- [Share your WanderLove blog](#) with us via Matcha.
- [Leverage VTC's WanderLove images](#) in your marketing.
 - Or, log in to [VTC's Image Catalog](#) to search for images specific to your product/destination.
- [Share your images](#) with us.
- Submit your video for the [WanderLove Playlist](#).
 - Upload your video to YouTube, selecting "No" when the upload process asks if the video was made for children.
 - Email your YouTube link to [Ryan Trapp](#).
- Share VTC's WanderLove videos from [Facebook](#), [Twitter](#) or [YouTube](#).

*Submitting content does not guarantee inclusion on VTC's marketing channels.

Editing Tutorials & Resources

- Video – [How To Edit The Logo](#)
- Video – [How To Create An Instagram Story](#)
- Video – [How To Create An Instagram Carousel Post](#)
- [Photopea](#)
 - Free web-based editing tool for those without Adobe Creative programs

WANDERLOVE

Campaign Guidelines

VIRGINIA IS FOR LOVERS

Campaign Overview

WanderLove is our campaign focusing on road trips that feature low-risk travel experiences within Virginia. This campaign was launched in response to travel safety concerns and restrictions brought on by COVID-19.

VTC Consumer Messaging

WanderLove is defined as a strong desire to travel, but here in Virginia, we call that feeling WanderLove. As we begin to travel again, planning an epic road trip is a safe way to explore Virginia's endless beauty from its pristine beaches to the scenic curves of its storied mountains. So crank up the music, hit the road less traveled, and feel free to get a little wild. Beyond the loop part of a road trip isn't the destination, but the adventures you have along the way.


Adventure is the destination. WanderLove is about reconnecting with what you love: the crisp mountain air, the breathtaking views, and the winding roads in between. Plan your next road trip at virginia.org/wanderlove.

Partner Messaging Recommendation


Adventure is the destination. WanderLove is about reconnecting with what you love: (local asset), (local asset), and the winding roads in between. Plan your next road trip at web site.com.

Find your WanderLove in [destination].

Campaign Logos

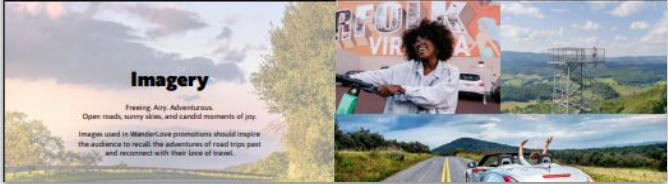


Partner Logo Integration



Imagery

Feeling Any Adventure? Open roads, sunny skies, and candid moments of joy. Images used in WanderLove promotions should inspire the audience to recall the adventures of road trips past and reconnect with their love of travel.



Creative Examples

Digital Banners



Creative Examples

Instagram Itinerary Carousel & Icons






Blog Ideas Outline

Content Tips:

- Mention the direct routes (HW 64, 95, etc.), then give alternate routes (“road less traveled”).
- If possible, create a google map showing the route to travel.
- Include any COVID-specific info/tips – amended hours, safety stipulations, etc. You can easily remove post-COVID to keep content evergreen.
- Break the route into smaller sections if necessary. Example: From Roanoke to Christiansburg; from Christiansburg to Blacksburg. In each paragraph, talk about where to stop along the way.

Blog Outline:

Intro

- Give a brief overview of WanderLove as it relates to your destination and road trip. See [WanderLove Messaging](#) for inspiration.

Route section #1: From ____ to ____.

- Best restaurants along this route – one sentence to describe the type of food/atmosphere/any COVID-related tips/specifications (can easily be removed post-COVID for evergreen content).
- Must-see sights/attractions with a short description and COVID info. These can include shopping, natural and manmade landmarks, LOVEworks, hidden gems, quirky roadside attractions, etc.
- Outdoor options like hiking, cycling, kayaking, boating, etc. May also mention state parks, as they all offer outdoor elements for guests. Be sure to mention any COVID-related restrictions, such as closed facilities, decreased staff, alternate hours.
- A few (1-2) lodging options along this route – don’t forget about cabins or campsites as alternatives to hotels or resorts.

Route section #2: From ____ to ____.

- Repeat format of info from section #1 for every section of the road trip until you’ve reached the final destination.

Close

- Wrap up with links to other road trips in your region and/or a link to virginia.org/WanderLove.

[Grant recipient] Receives Virginia Tourism Corporation WanderLove Recovery Grant for Tourism Marketing

Governor Ralph Northam announced today that [grant recipient] received [\$\$\$\$\$] from the Virginia Tourism Corporation (VTC) WanderLove Recovery Grant Program, a new grant made available to Virginia’s Destination Marketing Organizations (DMOs) across the Commonwealth that have been heavily impacted by the novel coronavirus pandemic to fund recovery marketing initiatives.

\$866,504 in marketing grant funds were awarded to 90 Destination Marketing Organizations as part of the DMO WanderLove Recovery Grant program. One of the 90 grants submitted, [Recipient] received [\$\$\$\$] for its [name of project]. [Recipient] partnered with [names of partners] to [description of project, importance to the community, etc.].

[Insert quote from local tourism official]

As Virginia begins phase three of the [Forward Virginia](#) plan, there is a lot of pent-up demand for leisure travel and people are seeking safe, close-to-home destinations that allow for social distancing and access to open spaces. With this in mind, the WanderLove campaign provides travel inspiration for road trips, outdoor recreation, hidden gems, small towns, and Virginia’s signature [LOVEworks program](#).

“Virginia tourism is a critical sector of our economy and has been heavily impacted by the coronavirus pandemic,” said Governor Ralph Northam. “Getting travelers back on the road and spending money in our cities and towns is one of the fastest ways to inject dollars back into our economy and our communities. The Virginia Tourism Corporation’s DMO WanderLove Recovery Grants gives localities the ability to market their destination as safe and welcoming when visitors are ready to resume travel.”

Tourism is one of the Commonwealth’s largest economic engines, with visitors to [locality] spending more than [\$\$\$\$] in 2018, supporting [number] work opportunities and contributing [\$\$\$\$] in local and state tax revenue. The tourism and hospitality industries have also been among the hardest-hit by the pandemic, experiencing decreased revenue and job loss, along with the temporary closure of many tourism-related businesses. A revived tourism economy can help spur new economic activity and inject critical funds back into Virginia communities.

[About Grant Recipient]

About Virginia Tourism Corporation

Virginia Tourism Corporation is the state agency charged with marketing the Commonwealth as a premier travel and film destination. In 2018, visitors to Virginia spent \$26 billion, which supported 234,000 work opportunities and contributed \$1.8 billion in state and local taxes. In 2019, Virginia is for Lovers celebrates its 50th anniversary. To learn more, visit virginia.org

PARTNER RESULTS



Local tourism funds boosted with Wanderlove Grant

Jami Snead Enterprise Staff Writer Jul 29, 2020

Most Popular

Articles

Local radio host

CAPE CHARLES MAIN STREET RECEIVES VA. TOURISM GRANT

Jul 31, 2020

Newsletters

News Alerts
We'll send breaking news and news alerts to you as they happen!

News Updates
Would you like to receive our daily news? Signup



Listen Live WESR

Listen Live Country

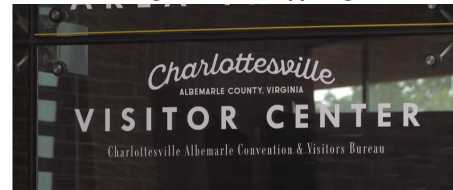
LOCAL CONDITIONS

Onley, VA
July 1, 2021, 5:25 pm
Cloudy
87°F
11 mph
real feel: 91°F
current pressure: 30 in
humidity: 60%
wind speed: 11 mph SSW
wind gusts: 18 mph
UV index: 2
sunrise: 5:45 am
sunset: 8:28 pm
© 2021 AccuWeather, Inc.

NOW HIRING!
JOIN OUR TEAM

PRESS COVERAGE

Charlottesville - Albemarle Convention and Visitors Bureau gets tourism support grant



ADVERTISEMENT
Ad by CITEO
Support this ad
Ad choices

Bedford County receives \$10,000 tourism grant through Wanderlove Recovery Grant Program

by Taylor Coleman | Thursday, August 6th 2020



Bedford County sign

Facebook
Twitter
Email

BEDFORD CO., Va. (WSET) -- The tourism industry in Bedford County took a hit during the pandemic, but a new grant is going to help turn that around.

Governor Northam awarded \$10,000 to the county through the Virginia Tourism Corporation's new WanderLove Recovery Grant Program.



5 Days. 7 Iconic Sites.

Immerse yourself in our nation's history as you travel across Virginia.



On this Virginia road trip, experience the sites that witnessed our nation's founding. See what life was like for early settlers and visit the estates that our founding fathers called home.

[View Itinerary](#)

[EVENTS](#)

[VISITORS](#)

[ABOUT](#)

[WHAT'S NEW](#)



[CALENDAR](#)

[MEMBERS](#)

[BLOG](#)

[DIRECTORY](#)

WANDERLOVE

Experience WanderLove at Smith Mountain Lake

Wanderlust is defined as a strong desire to travel, but here in Virginia, we call that feeling **WanderLove**.

With more than 20,000 acres of pristine waters and 500 miles of picturesque shoreline, Smith Mountain Lake is an outdoor lover's paradise located at the foot of the magnificent Blue Ridge Mountains.

Whether you seek days full of activities or more serene time spent relaxing, our region's amazing beauty and natural resources make Smith Mountain Lake the ideal road trip destination.





MICROSITES & LANDING PAGES

[BLOG HOME](#)
[FAMILY FUN](#)
[FOOD & DRINK](#)
[NATURE & OUTDOORS](#)
[SEASONAL & EVENTS](#)
[ALL CATEGORIES](#)

Like 0 Share

[SUBSCRIBE](#)

[BACK](#)

WANDERLOVE: UNIQUE WAYS TO ENJOY THE OUTDOORS IN FAIRFAX COUNTY

By Patrick Lennon on Oct. 29, 2020

Ahhhhhh, the great American road trip. It's a rite of passage for every family to pack the bags, get in the car, and go see that special something that you can't find at home. And

[REQUEST a free VISITORS GUIDE](#)
[RECEIVE E-NEWS](#)
[DOWNLOAD OUR APP](#)

[Twitter](#)
[Facebook](#)
[Instagram](#)
[YouTube](#)

[EAT](#)
[SHOP](#)
[STAY](#)
[PLAY](#)
[EVENTS](#)
[VISITOR INFO](#)
[WANDERLOVE](#)
[BLOG](#)

[You'll Love our Nature](#)
EASTERN SHORE, VA

[f](#)
[i](#)
[p](#)
[v](#)
[e](#)

[FAVORITES](#)
[SEARCH](#)

WANDERLOVE

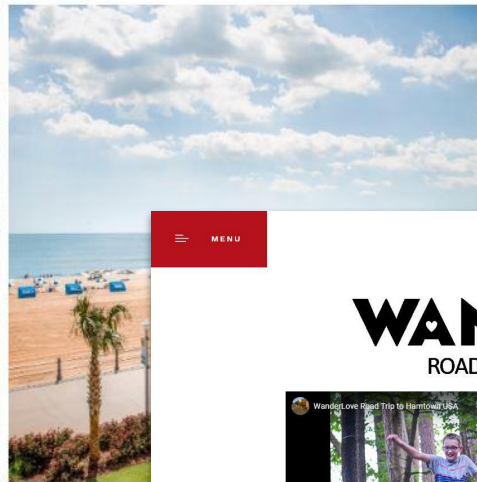
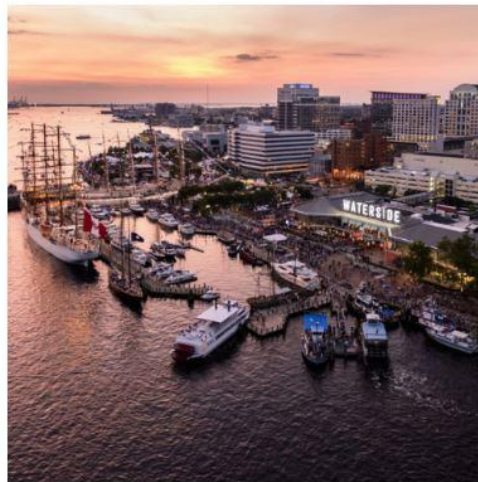


Make memories to last a lifetime on your trip to the Eastern Shore of Virginia with these exciting guided trails appropriate for all age groups. Experience scenic hikes, watersports, educational destinations, and more. Find your WanderLOVE for the Eastern Shore of Virginia today and for years to come.

VisitNorfolk Blog

36 Hours in Norfolk and Virginia Beach

Wednesday, September 2, 2020 2:00 PM



Wanderlust is defined as a strong desire to travel, but in Virginia Beach, it's called **WanderLove**. To fill this desire, set out on an epic road trip to the city of Virginia Beach! With its 182 miles of beaches, 270 miles of breweries and numerous independently-owned eateries, the city is a magnet for beachgoers, adventure seekers and foodie connoisseurs. The combination of all our attractions and museums bring you the widest range of entertainment and appreciation

GENUINE Smithfield
Savor Our Small-Town Southern Charm

WANDERLOVE

ROAD TRIP TO HAMTOWN USA

WanderLove is about doing what you love with the people you love. Follow your WanderLove impulse and enjoy a laid-back day trip to Smithfield and Isle of Wight County? Charming Main Street offers quirky attractions, specialty shops, galleries and restaurants. There are plenty of ways to get outside and enjoy the outdoors - including a river beach, and a riverside park. Your trip to Hamtown USA will be a great way to reconnect as you explore this hidden gem of a small town.

BLOGS

Plan Trip About Events Virginia RIVER REALM Experiences Blog Oysters

Virginia: A Road Trip Guide to

WanderLove is about doing what you love with the people you love. Follow your WanderLove impulse and enjoy a laid-back day trip to Smithfield and Isle of Wight County? Charming Main Street offers quirky attractions, specialty shops, galleries and restaurants. There are plenty of ways to get outside and enjoy the outdoors - including a river beach, and a riverside park. Your trip to Hamtown USA will be a great way to reconnect as you explore this hidden gem of a small town.



Photo of Montross LOVEwork by Virginia Tourism Corporation

Our Virginia LOVEworks WanderLOVE itinerary takes travelers on a trip around the commonwealth, sharing favorite, photo opp-worthy LOVEworks from every corner of the state. Exploring each unique LOVE sign in person is an adventurous endeavor, given that Virginia is 42,775 square miles. Travelers can set about visiting the every single one of the street art sculptures—by breaking up the drive into geographical segments. Virginia Tourism makes it easy to plan a road trip, with an updated **map of Virginia LOVEworks**.



ITINERARIES

HIGHLIGHTS

EVENTS



LANDMARKS

PLAN YOUR TRIP

SHARE



ITINERARIES

WanderLove: Find what you love in Abingdon, VA

Wanderlust is defined as a strong desire to travel, but here in Virginia, we call that feeling WanderLove. And while travel doesn't look quite the same this year, you can still indulge your love of travel with an epic road trip to Abingdon, VA.

Abingdon is ideally situated for road trips, with its combination of amenities, outdoor assets, and quirky Appalachian charm. Abingdon is Mile Marker Zero for [The Virginia Creeper Trail](#), and the gateway to the spectacular, unspoiled beauty of Southwest Virginia.

Virginia's RIVER REALM

Today's Fresh Catch

[Things To Do](#) [Ways To Stay](#) [Dining](#) [Itineraries](#) [Events](#) [About](#)

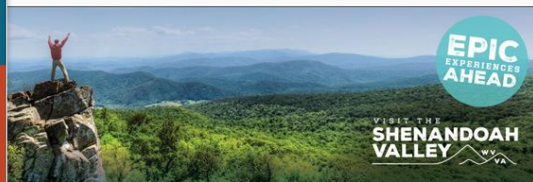
WANDERLOVE: A ROAD TRIP TO MIDDLESEX COUNTY



Wanderlust: wānder ləst / noun:
a strong desire to travel.

Why do you wander?

Seeing new landscapes, breathing in new scents, savoring new flavors, and getting closer to nature top our list. A break from work and the busy city streets doesn't hurt, either. There is a place that will cure your case of wanderlust closer to home.



WANDERLOVE

Wide Open Spaces, Historic Towns, Scenic Highways and Rivers.
Plan your Epic Experience Road Trip to the Shenandoah Valley.
Click [HERE](#) for great road trip ideas!

Winding Through Winchester

[Winchester](#) gets a lot of honors.

It's already been named, by various authorities, "the Best place to Retire in Virginia," one of the country's "Best Small Places for Business and Career," and one of the "25 Best Places to Visit in Virginia." Last month, it was nominated as a "top adventure town" by *Blue Ridge Outdoors*.

[Click here](#) to view this message in a browser window.



VIRGINIA'S BLUE RIDGE

[GIVING](#) [THINGS TO DO](#) [DINING](#) [OUTDOORS](#) [BLOG](#)



WanderLOVE Road Trip to Virginia's Blue Ridge

Feed your wanderlust craving with a wanderlove road trip to Virginia's Blue Ridge! You'll love views from the scenic mountain drives & overlooks, exploring the local small towns, and discovering the hidden gems throughout the region. Be a #Trailsetter for your next road trip.

[Plan a Road Trip](#)



visitvbr • Follow
Roanoke, Virginia

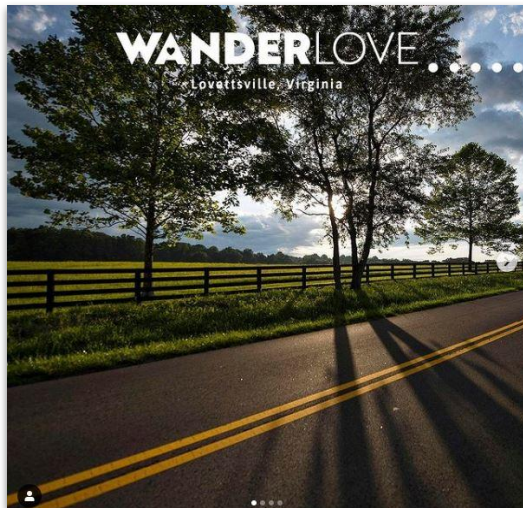
visitvbr With wide open spaces to explore, small town charm, and unique hidden gems, we invite you to plan your next WanderLOVE road trip to Virginia's Blue Ridge! Check our linkinbio for resources and ideas on fun things to do in the region. 📷: @sdeanphotos

#trailsetter #blueridgeday #visitvbr #vbr #roanoke #roanokeva #virginia #loveva #vamountains #virginiamountains #blueridgemountains

Liked by rtrapp25 and 432 others

AUGUST 1

Add a comment... Post



visitloudoun • Follow
Loudoun County, Virginia

visitloudoun WanderLOVE Series

This week, make Lovettsville your hub to find your #WANDERLove in Loudoun! 💜

Lovettsville is a small country town surrounded by farms and rural roads that connect you to hidden hamlets barely changed in centuries. 🌿🌿

The best part? The beautiful backroads! 🍷💜

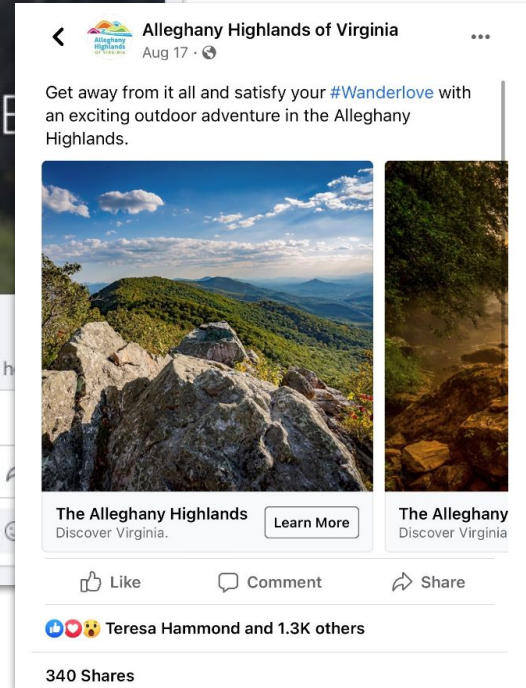
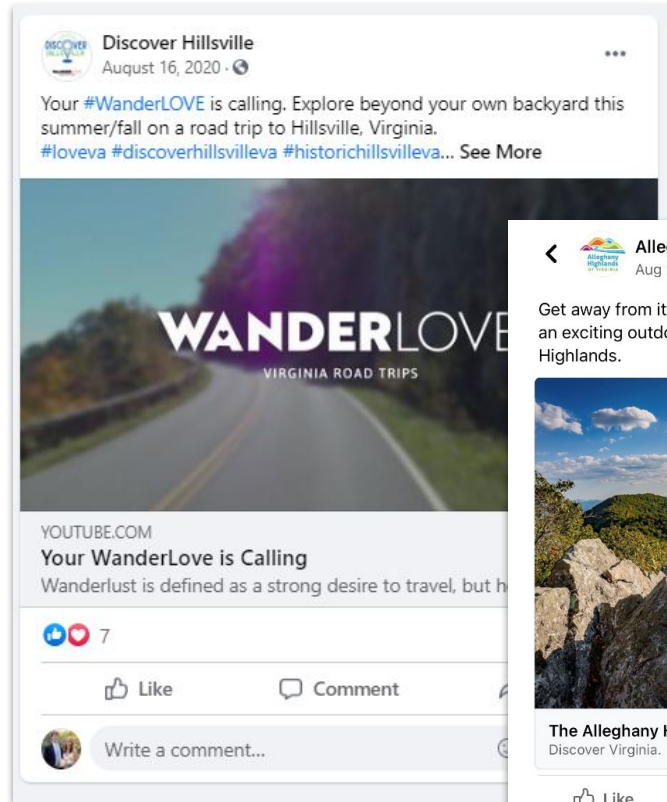
Get ready to find your #WanderLOVE in and around Lovettsville! 🌟

LINK IN BIO 📌

133 likes

OCTOBER 25, 2020

Add a comment... Post



9:21   

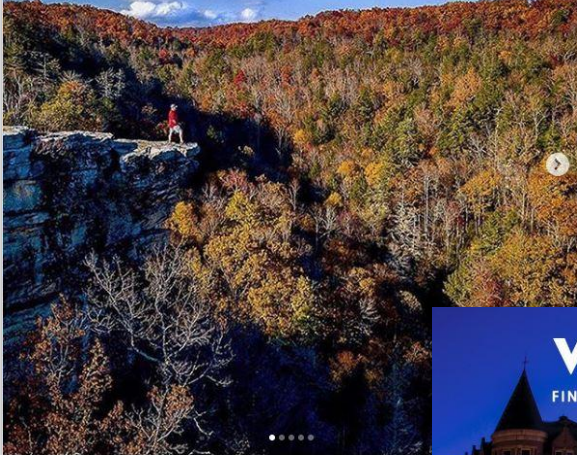
 **visitharrisonburgva**
Sponsored ✕



Begin your WanderLove journey in #Harrisonburg, home to @jamesmadisonuniversity and located in the #virginiasshenandoahvalley Harrisonburg is well known for an abundance of #outdoor... [more](#)

 [Learn More](#) ⋮

WANDERLOVE
Hiking in Scott Count offers Scenic Vistas, Cool Mountain Streams



 **scottcountyva** • Follow ⋮

 **scottcountyva** From sweeping scenic vistas to cool mountain streams, find your hiking WanderLove in Scott County, Virginia and its surrounding mountains. Hikers Trek in WanderLove @explorescottcountyva.org . #scottcountyva #loveva #wanderlove #bearrock #fallsofittlestone #devilsbathtub #sandcave #ewingvirginia

4w

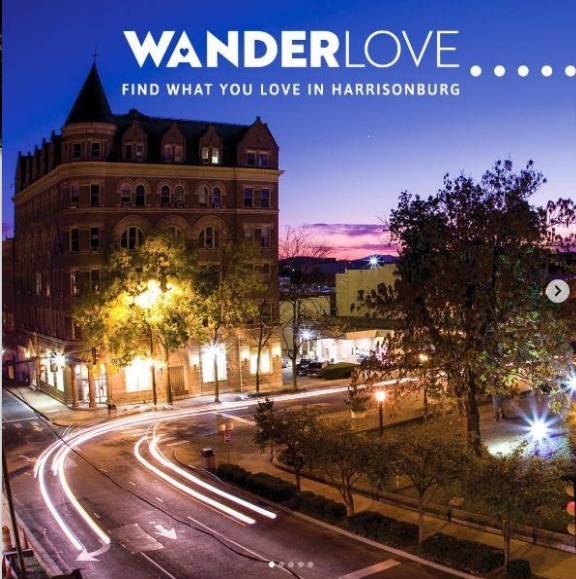
 **kpcbutcher** (423) 246-6197 ♡


4w Reply


 **rebeccapippinart** Where is picture #4 located? ♡

SOCIAL




WANDERLOVE
FIND WHAT YOU LOVE IN HARRISONBURG




 **visitharrisonburgva** • Follow ⋮
Visit Harrisonburg Virginia


 **visitharrisonburgva** Love hiking, biking or just exploring unique places...make #harrisonburgva your next #roadtrip destinations! #hburgrocks #loveva

28w

   🔖

 Liked by **alizaman** and 49 others

AUGUST 3, 2020

 Add a comment... Post

WANDERLOVE

From cool mountain streams to sweeping scenic vistas, find your WanderLove in Scott County.

www.explorescottcountyva.org
423-943-1667

EXPLORE
SCOTT COUNTY
#SCOTTCOUNTYVA

PHOTO BY WENDY DEW

Shop, Dine, Stay & Explore All the Seasons in Clarksville

Fall in Clarksville, VA

WANDERLOVE

CLARKSVILLEONTHELAKE.COM • CLARKSVILLEVA.COM

WANDERLOVE

coolesthikeinvirginia.com

REGISTER FOR A WEEKEND GETAWAY
800-282-8223
Nelson County, Waynesboro

Find your WanderLove in Waynesboro

Adventure is the destination. WanderLove is about reconnecting with what you love: the scenic South River, the glorious mountain views, and the winding roads in between.

WANDERLOVE

Plan your next road trip at visitwaynesboro.net

Waynesboro



Search



WanderLove









52 videos • 2,374 views • Updated yesterday



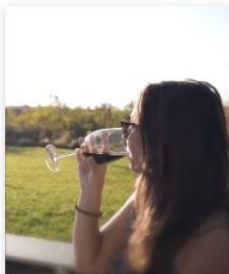
Virginia is
for Lovers

SUBSCRIBED



- 25  **WanderLove in Destination Bedford**
Destination Bedford Virginia
- 26  **WanderLove #MadisonVA #WanderLove #LoveVA**
Madison County Virginia
- 27  **Staunton, VA WanderLOVE**
Visit Staunton
- 28  **WanderLOVE: Where Urban Newport News Meets Rural Smithfield**
Newport News VA
- 29  **Your WanderLove is Calling**
Virginia is for Lovers
- 30  **WanderLove Road Trip to Hamtown USA**
Lois Tokarz
- 31  **Roanoke Lynchburg to Portsmouth Wanderlove Tourism Spot Weekend Trip Portsmouth Tourism Virginia**
Portsmouth, Virginia
- 32  **Richmond to Portsmouth Wanderlove Tourism Spot Weekend Trip Portsmouth Tourism Virginia**
Portsmouth, Virginia





WANDERLOVE

Find Your WanderLove Along the Shenandoah Spirits Trail

[READ MORE](#)



SPONSORED CONTENT

Take a WanderLove Road Trip Along the Skyline Drive to Waynesboro

[READ MORE](#)



SPONSORED CONTENT

LOVEworks, Mountain Views, and the Shenandoah Spirits Trail

[READ MORE](#)



WANDERLOVE

Wander Historic Downtowns Along the Shenandoah Spirits Trail

[READ MORE](#)



SPONSORED CONTENT

WanderLOVE: Harrisonburg Is Adventurous by Nature

[READ MORE](#)



WANDERLOVE

WanderLove: A Virginia Road Trip from Richmond to Danville

[READ MORE](#)

SPONSORED CONTENT

Take a WanderLove Road Trip Along the Skyline Drive to Waynesboro



Be here for the Bay
VISITMATHEWS.COM

WANDERLOVE



Are you eager to leave the bustle of NOVA and spend a romantic weekend exploring scenic roads, trails and a cozy downtown with your sweetie? If you love to wander with your love, we have just the road trip for you. Plan a drive through Shenandoah National Park along the Skyline Drive and make your grand finale weekend in Waynesboro before you head home.







Visit Yorktown

October 3, 2020 · 🌐



It's ❤️ WanderLOVE Market Day! ❤️ Come on down to shop all your fall favorites, and discover something new to LOVE! Today's market is extended until 3pm! 🍂🍁🍂



👍❤️ 71

3 Comments 6 Shares



Visit Loudoun

Sponsored · 🌐



Pack your bags and hit the open road to Loudoun County, Virginia! 🚗🚚

We have collected prizes from some of the most iconic Loudoun spots to create the Ultimate WanderLOVE Loudoun Road Trip Giveaway!

Check out the details below 📌

📺: @lakyle_



VISITLOUDOUN.ORG
WanderLOVE Road Trip

LEARN MORE

👍❤️👤 1.1K

58 Comments 295 Shares



EVENTS & CONTESTS

TESTIMONIALS



This is the first time that VisitNorfolk and the Virginia Beach CVB have partnered together for a campaign. **The grant helped encourage regionalism and has shown that together we are a more attractive drive market destination** to both out of market visitors and to locals looking for a staycation. It has unified our area in having everyone come together during a difficult time. - *Visit Norfolk*

Because of this grant, **I received increased notice from our City Manager and elected City Council. They understand Salem marketing now more than ever**, and due in part to this grant I was able to receive \$20,000 in Cares Act funding for tourism development that was spent in November and December. - *Visit Salem*

The availability of these funds to DMO's in a devastating time for the tourism industry was essential in keeping a brand awareness presence of our destination. **Without these funds, we would not have been able to keep advertising in the marketplace** during this difficult time and it was extremely helpful and timely. - *York County*

It was helpful having a polished campaign already put together so we could respond so quickly and keep people visiting and spending tourism dollars in our communities when most of us could not have begun to even develop a campaign so quickly and without using most of our marketing funds. Having a video component which included Harrisonburg was icing on the cake! - *Harrisonburg Tourism*

As my first campaign with tourism, I found the VTC staff especially helpful and willing to answer all my questions. I felt like **I had all the resources at my fingertips to manage a successful marketing campaign.** Your staff provided me with encouragement and gave me the best platform for success. I am very grateful. - *Bland County*

The Instagram technical assistance (& Photopea help) was instrumental in making that piece of the Wanderlove campaign happen. **Putting those tools in the hands of the social media/tourism folks will help raise the bar and garner more quality posts.** VTC's templates, and videos were much appreciated! - *Northern Neck Tourism Commission*

“For 15 consecutive weeks, **the campaign helped our market achieve #1 hotel occupancy** out of all the top 25 markets in the US, according to STR.” - *Norfolk & Virginia Beach*

The fact that so many Virginia communities were using the WanderLove brand magnified the impact of our ads. - *Harrisonburg*

The COVID-19 pandemic forced many tourism organizations to halt or eliminate advertising dollars. This VTC grant, however, **allowed Visit Kilmarnock to promote the Town of Kilmarnock and the region directly to consumers and increase interest to potential visitors.** - *Kilmarnock*

According to my accommodations, this has been their best year EVER... [outfitters are expanding their businesses] ... Natural Tunnel State Park also reported the largest visitation to date. **I can say this spark in visitation is due to the WanderLove campaign.** - *Scott County Tourism*

THANK YOU!

