VIRGINIA IS FOR LOVERS®
Since 1969, our famous state slogan has inspired travelers from all over the world to visit the Commonwealth. Today, Virginia is for All Lovers, and is a great destination for lesbian, gay, bisexual and transgender travelers. Visitors to Virginia can experience our beautiful mountains and beaches, fantastic dining scene, 280+ wineries, 160+ craft breweries, historic sites, outdoor recreation, and much, much more.

Our LOVE story is bigger, better, and more inclusive than ever before.

Here are a few visual examples:
MAKE SURE YOUR INCLUSIVE & LGBT-FRIENDLY BUSINESSES AND DESTINATIONS ARE LISTED AND UPDATED ON VIRGINIA.ORG

Encourage local lodging, dining, outfitters, retailers, parks, etc. to list themselves FREE on Virginia.org so we can link to them in our content.

**Be sure and check the LGBT-friendly box when adding or updating your listing.**

All listings appear the same on Virginia.org and Virginia.org/LGBT.

Take time to include great imagery!

For more information on getting listed on Virginia.org go to VATC.org/marketing/digital-marketing/webmarketing

Already have an account login? Make updates or add new content at http://admin.virginia.org

Contact: Robin Mamunes at rmamunes@virginia.org

SHARE THE LOVE ON SOCIAL MEDIA

Share Virginia is for Lovers content on your pages
- Amplify your message by advertising your Facebook posts and targeting your primary markets
- Tag @VisitVirginia when posting on Instagram or Twitter
- Use hashtags #VApride and #LoveVA
- Direct consumers to content on Virginia.org/LGBT

ALIGN YOUR CONTENT STRATEGY WITH OURS

Check out the upcoming Virginia is for Lovers content topics at VATC.org/marketing/digital-marketing/contentmarketing

In addition, consider submitting an LGBT-friendly getaway idea for inclusion on the Virginia.org/lgbt website. Information and link to the online getaway submission form can be found at VATC.org/marketing/digital-marketing/getaways

Would you like to submit an idea for our travel blog or fun social media promotion?

Contact: Dave Neudeck at dneudeck@virginia.org
SHARE COMPELLING IMAGERY AND VIDEO WITH US

Images and video drive social media engagement. It is vital for VTC to be equipped with the best resources available in order to drive maximum traffic and consumer engagement. Images and video should be inspiring and tell a visual story. They can be adrenaline pumping or dramatic sweeping landscapes; communicate a sense of oneness or togetherness in an experience; moments of beauty or excitement. Think about creating content featuring LGBT couples, families and friends that would make people think (and feel), “I see myself there,” and “I want to go there and do that.”

Contact: Sarah Hauser at shauser@virginia.org
USING OUR LOGOS

Be part of the Virginia is for Lovers campaign by using these VIFL Pride logos on your website, social media platforms, and blogs. Share these resources with your local businesses.

If you would like to request the Virginia is for Lovers VA Pride logo suite and usage rights, please fill out the graphics request form available at VATC.org/marketing/advertising/vifl-logo-request

Contact: Ali Zaman at azaman@virginia.org
BRING THE VIFL PRIDE LOVEWORK TO YOUR NEXT EVENT OR WEDDING

Go to VATC.org/loveartworkapplication to check for pricing and availability.

Contact: Marie Henderson at mhenderson@virginia.org

PAID PARTNERSHIP RESOURCES

Go to VATC.org/marketing/advertising and check the co-op plan for LGBT-specific opportunities.

Contact: Thad Smith at tsmith@virginia.org
MEDIA RESOURCES

Share the message that Virginia is for All Lovers, including lesbian, gay, bisexual and transgender visitors. Share LGBT-friendly travel story ideas and local trip itineraries with the VTC Public Relations and Communications team for pitching media visits. Distribute your own Virginia is for All Lovers news to local media.

**Domestic:**  
Contact: Caroline Logan at clogan@virginia.org

**International:**  
Contact: Christi Braginton at cbraginton@virginia.org
REACHING THE UNTAPPED LGBT MARKET

Who does the LGBT market represent?
- Individuals who identify themselves as lesbian, gay, bisexual or transgender
- People wanting travel with other LGBT people when traveling
- LGBT travel can also include family and friends who do not identify as LGBT
- The LGBT tourism industry is represented by destinations (tourism offices and CVBs), travel agents, accommodations and hotel groups, tour companies, cruise lines and travel advertising and promotions companies who market these destinations to the gay community
- This includes lodging, dining, retail, attractions, theme parks, events, outdoor and adventure destinations, and travel services wishing to attract LGBT tourists
- LGBT travelers have a high concern with cultural and safety issues
LGBT MARKETING IS A LUCRATIVE MARKET FOR VIRGINIA COMMUNITIES

A growth market which can increase visitor spending with your business and in your community are LGBT travelers. This includes travel for leisure, business, sports, military, educational, religious and fraternal group travel.

- LGBT travelers travel more, stay longer and spend more money
- LGBT travelers spend an estimated $57 billion in the U.S., annually
- LGBT travelers have the largest disposable income of any niche market
- LGBT consumers make up 5-10% of the U.S. market
- Virginia’s top travel feeder markets compliment the LGBT travel market, including DC/NOVA, Baltimore, Charlotte with direct flights from Boston, Atlanta and Chicago
- A destination’s reputation as LGBT-friendly is the primary motivator for selection
- There is little awareness of Virginia as an LGBT-friendly place
ENGAGING THE LGBT TRAVELER
Visit - Virginia.org/LGBT

- Virginia’s LOVE story is bigger, better and more inclusive than ever
- Many Virginia tourism businesses are LGBT- and Ally-owned, having welcomed LGBT traveling families, couples and friends for years
- Virginia.org/LGBT connects the Virginia LGBT visitor with the “host that wants us the most” via self-designated, LGBT-friendly experiences
- The majority of Virginia’s urban cities, Main Street towns and rural outdoors have warm and welcoming residents and experiences
- Virginia hosts 8+ Pride festivals every year, June - October: Floyd Pride, Roanoke Pride, Shenandoah Valley Pride, Charlottesville Pride, VA Pride/Richmond, City of Hampton Pride, Coastal/Hampton Roads Pridefest and Northern VA Pride
- You’ll find culinary (diners to 5-star dining, craft beer, wine and spirits), soft and hard outdoor adventure, award-winning state parks, music, attractions and theme parks, a variety of lodging including cabins to resorts, traditional and LGBT history
PROMOTE INCLUSIVE & LGBT-FRIENDLY SPECIAL EVENTS AT VIRGINIA WELCOME CENTERS

Advertise your LGBT-friendly businesses, localities and events at Virginia Welcome Centers & Safety Rest Areas.

Contact: Val Guffy at vgufty@virginia.org
MERCHANDISE OPPORTUNITIES

Enhance your participation in the Virginia is for Lovers brand and campaigns by offering official Virginia is for Lovers “VIFL Pride” merchandise. Whether you want to create an additional revenue resource or use as promotional items for your events, branded merchandise is a great awareness builder.

- Partner with VTC and our authorized, licensed provider to sell VIFL Pride merchandise
- From hats to t-shirts, and other favorite gear and gadgets, VTC can provide a variety of items to fit any marketing budget
- Sponsoring a keystone event? Custom, co-branded merchandising opportunities are also available

Contact: Val Guffy at vguffy@virginia.org
LGBT INDUSTRY PARTNERS

Virginia has a strong network of organizations and businesses focused on inclusive and LGBT-friendly travel. Their combined efforts create an ideal network to explore when developing LGBT-friendly and inclusive travel marketing. Learn more about Virginia’s LGBT tourism network and resources.

Visit VATC.org/lgbtresourceguide to access our prime resources

Contact: Wirt Confroy at wconfroy@virginia.org

Consider the partners below when developing your LGBT tourism research and marketing:

National LGBT Chamber
National Gay & Lesbian Chamber of Commerce » www.nglcc.org

State LGBT Chamber
Virginia Gay & Lesbian Chamber of Commerce » www.vglcc.org

Statewide LGBT Organizations
*event + marketing partners
Arlington Gay & Lesbian Alliance » AGLA.org
Charlottesville Pride Community Network » Cvillepride.org
Diversity Richmond » Diversityrichmond.org
Equality Virginia » EqualityVirginia.org
Floyd PRIDE » Floydpride.org
GayCVille » GayCVille.org
Hampton Roads Business Outreach » HRBOR.org
Hampton Roads PRIDE » Hamptonroadspride.org
HRC–Virginia » HRC.org/local-issues/virginia
LGBT Life Center/Hampton LGBTLifeCenter.org
Lynchburg Diversity Center » Lynchburgdiversity.org
NOVA PRIDE » NOVApride.org
Richmond Business Alliance » RichmondBusinessAlliance.com
Roanoke PRIDE » Roanokepride.org
Shenandoah Valley PRIDE » Shenandoahvalleypride.org
Virginia PRIDE » VApride.org

LGBT Research + Marketing Organizations
Community Marketing, Inc. » Communitymarketinginc.com
Witeck Communications, Inc » Witeck.com

LGBT VA Media + Marketing Organizations
GayRVA » GayRVA.com
Unite Virginia & Q Pages » UNITEVAmag.com
**BENEFITS OF WORKING WITH VTC**

Inclusive, diverse and LGBT-friendly visitor experiences continually drive some of the highest web traffic to Virginia.org and generate high engagement with our social following. Our social media platforms reach millions of people each year.

- Millions of travelers visit Virginia.org annually looking for camping, cabins, hiking and biking, music festivals and events, authentic, local dining experiences and unique and affordable lodging
- Virginia.org, Virginia.org/lgbt and the Virginia Travel blog had more than 13 Million visits in 2015
- On social media, the Virginia is for Lovers brand boasts a following of more than 750,000 people including 650k on Facebook

**TOP 3 WAYS TO WORK WITH VTC’S LGBT MARKETING EFFORTS**

1. **Post your listing** on Virginia.org » http://admin.virginia.org
2. **Share images and video** of LGBT travelers » wconfroy@virginia.org
3. **Create and Share Itineraries** » http://admin.virginia.org

Use the ‘Hub & Spoke’ method to write down the main reason an LGBT visitor would come to your area - that’s the ‘Hub’. Then fill out the remaining ‘Spokes’ of where they’ll stay, eat, shop, explore and enjoy your locality.
Get your **VIRGINIA IS FOR LOVERS** Pride Gear at [theVASTore.com](http://theVASTore.com)