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Virginia is for Lovers Named One of Top Tourism Campaigns of All-Time

Top Ten Ranking from Forbes.com coincides with slogan's 40th anniversary

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RICHMOND, Va. – Virginia is for Lovers, the official state tourism slogan for Virginia, was just named one of the top ten tourism marketing campaigns of all time by Forbes.com.

This honor comes as the state is celebrating the 40th anniversary of Virginia is for Lovers, with vacation giveaways, travel deals and special label wine as some of the many ways for travelers to join in the celebration.

The tourism campaigns were judged for Forbes by three well-known travel and tourism experts: Peter Greenberg, travel journalist; Rudy Maxa, contributing editor with National Geographic Traveler magazine, and Tom Parsons, publisher of BestFares.com.

Virginia is for Lovers, launched in 1969, is one of the most enduring and recognizable tourism slogans in the world. Virginia is for Lovers represents a love of life and a passion for travel, inviting visitors to live out their love of history, wine, music, nature and more on vacation in Virginia.

Forbes.com had this to say about Virginia is for Lovers:

“Forty years later, the "Virginia is for lovers" state tourism campaign is still going strong--and still ranking as one of the top travel campaigns in history. "Who, after all, is against love?" says travel journalist Rudy Maxa.”

“Virginia is for Lovers is one of the most recognizable tourism slogans in the world,” said Alisa Bailey, president and CEO of the Virginia Tourism Corporation. “Our position as one of the top ten campaigns of all time proves that our marketing is effective and extremely beneficial to tourism promotion for Virginia.”

Tourism is big business for Virginia, generating \$19 billion in revenue, supporting 210,000 jobs and providing \$1.2 billion in state and local taxes for Virginia's communities.

Virginia's 40th anniversary celebration will continue throughout 2009. On Virginia.org/40, people can enter to win one of 40 free vacations, save up to 40 percent at 200 destinations across the state, find select wineries offering limited edition anniversary wine, and create and send free, customized postcards.

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NEWS

To take advantage of special savings and events celebrating the 40th anniversary of Virginia is for Lovers, visit www.Virginia.org/40 or call 1-800-VISITVA to request a free Virginia travel guide.

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Note to media:

Click the link below to access complete Forbes.com story

<http://www.forbes.com/2009/06/29/las-vegas-australia-paul-hogan-leadership-cmo-network-marketing.html>

Visit our pressroom at www.vatravelstories.com for more on Virginia is for Lovers, images, video and other resources.

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