



Virginia Tourism Corporation

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Representative at the International Tourism and Travel Show 2016:

Barbara Simon, Quebec Representative

About the Organization:

The Virginia Tourism Authority, doing business as the Virginia Tourism Corporation (VTC) is an organization of more than 70 professionals working in the Richmond office and at 11 Welcome Centers throughout the Commonwealth of Virginia.

The overriding goal of the Virginia Tourism Authority, doing business as the Virginia Tourism Corporation (VTC), is to “serve the broader interests of the economy of Virginia by supporting, maintaining and expanding the Commonwealth’s domestic and international inbound tourism and motion picture production industries in order to increase visitor expenditures, tax revenues and employment.”

Or, stated another way, our goal is “more people, staying longer, spending more money.”

Virginia is for Lovers of . . .

No one knows exactly why "Virginia is for Lovers" has been so durable, but part of the mystique of the slogan is that it has meant many things to different people. Today, a new generation is discovering love for Virginia's mountains, beaches, history, theme parks, vibrant cities, outdoor activities, sports and hospitality.

And the love story continues.

For complete Virginia Tourism information, visit [Virginia.org](http://www.virginia.org).

Also follow us on Facebook at <http://www.facebook.com/virginiaisforlovers>

French Canadian Facebook page: <http://www.facebook.com/tourismevirginie>

Objective(s) at the International Tourism and Travel Show 2016:

- To increase awareness of the Virginia tourism product
- To foster new relationships with the travel industry
- To increase Virginia's Canadian market share