



Shenandoah Valley Tourism Partnership | viriniasshenandoahvalley.com

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Shenandoah Valley Tourism Partnership Unveils New Marketing Partnership and Message

Partnership among 13 Shenandoah Valley Tourism Offices

Shenandoah Valley, VA – The **Shenandoah Valley Tourism Partnership (SVTP)** has unveiled its new marketing partnership and message during an event held at the Shenandoah Valley Regional Airport in partnership with the Virginia Tourism Corporation's "What's New?" program. The SVTP is a professional collaboration between 13 tourism-forward communities stretching from Winchester to Lexington, whose mission is to promote the Shenandoah Valley as an outstanding year-round destination for visitors from around the world. With the Blue Ridge to the east and the Alleghenies to the west, **Today's Shenandoah Valley** is one of the most popular getaway destinations in Virginia. "By working together to market their region's common strengths and forming a regional brand, the Shenandoah Valley is helping the growth of tourism in Virginia with efforts like its craft beer and spirits trails or its outdoor recreation assets," said Rita McClenny, President and CEO of Virginia Tourism Corporation. "By working together, the Shenandoah Valley partners all benefit from the increased economic impact."

The Shenandoah Valley already has tremendous name recognition, both nationally and internationally. Through research conducted by Mikula|Harris, an award winning branding and advertising agency, the creative work that has been developed is all about portraying a truthful and authentic glimpse at **Today's Shenandoah Valley**. "The Shenandoah Valley has so much to offer visitors, including scenic beauty, outdoor adventure, cool towns and more. I believe that our creative team has developed a campaign and website that really captures the personality of the region," said David Mikula, President, Mikula|Harris. This research

consisted of visitor online surveys, stakeholders (community leaders, tourism businesses) and local tourism professionals, a review of the most recent Virginia Tourism Corporation Profile of Shenandoah Valley Visitors, inclusion of any recent visitor surveys conducted by local destination marketing organizations (DMOs) and a review of other regional initiatives around the United States for differentiation. The Mikula|Harris team also spent an extensive time immersing themselves in the Shenandoah Valley by visiting attractions and towns and talking with partners.

In an effort to connect the travel and trade media with product found in the Shenandoah Valley and throughout the Commonwealth, each year the Marketing and Media Relations departments at Virginia Tourism assemble “What's New?”, a compilation of new, renovated or expanded attractions, accommodations, meetings spaces, sports venues and travel services opening throughout Virginia. The Virginia Tourism Corporation is the state agency charged with marketing the state of Virginia. Tourism is an instant revenue generator in Virginia and in 2016, visitors spent \$24 billion, supporting nearly 230,000 jobs and contributing \$1.7 billion in state and local taxes.

Speakers at Wednesday’s event included Greg Campbell, Director of the Shenandoah Valley Regional Airport; Brandon Davis, Director of the Northern Shenandoah Valley Regional Commission; Jean Clark, Director of Tourism for Lexington-Rockbridge Area Tourism and leadership team for the SVTP; Jenna French, Director of Tourism & Marketing for Shenandoah County Tourism and leadership team for the SVTP; David Mikula, President at Mikula|Harris; Chris Canfield, Vice President of Partnership Marketing and Jenna Eckel, Communications Coordinator, both with the Virginia Tourism Corporation.

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