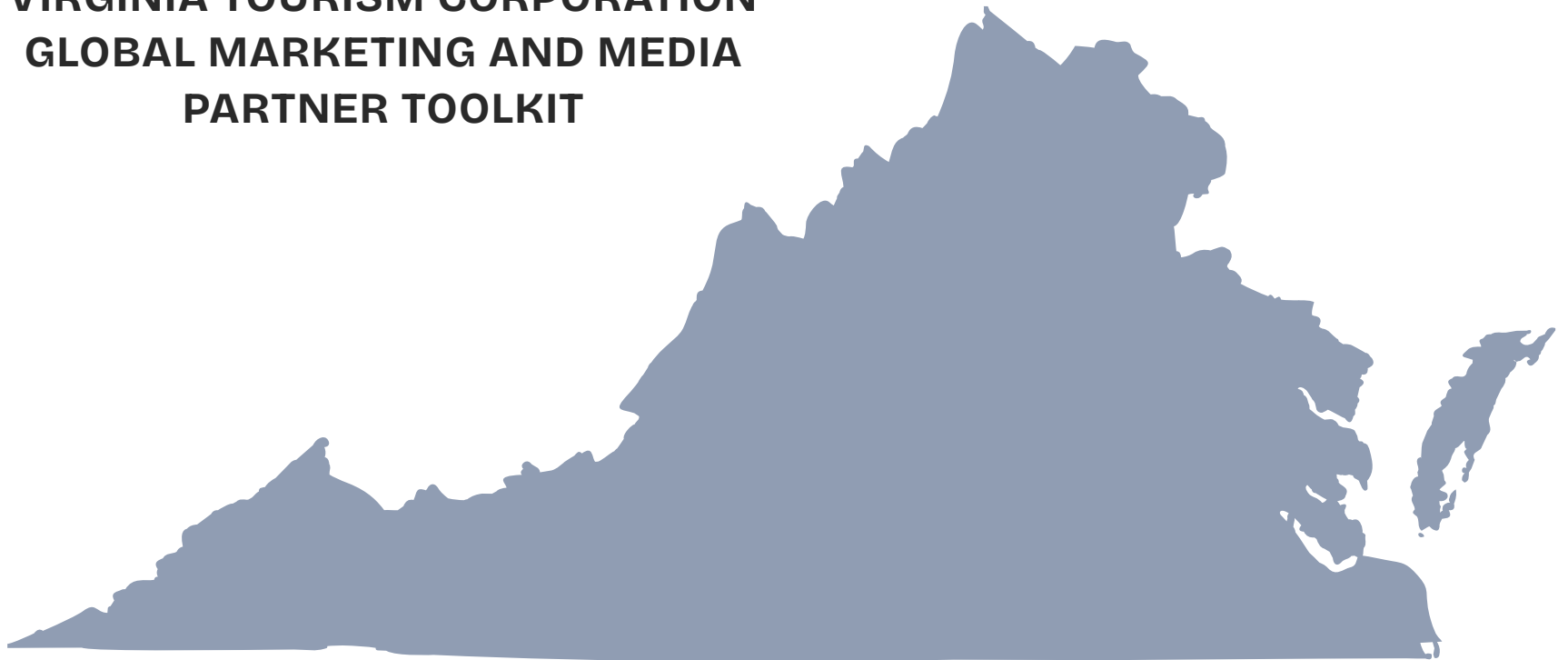


VIRGINIA IS FOR LOVERS[®]

VIRGINIA TOURISM CORPORATION
GLOBAL MARKETING AND MEDIA
PARTNER TOOLKIT



INTERNATIONAL TARGET MARKETS

Tier 1 Markets: UK, Germany, India and Canada

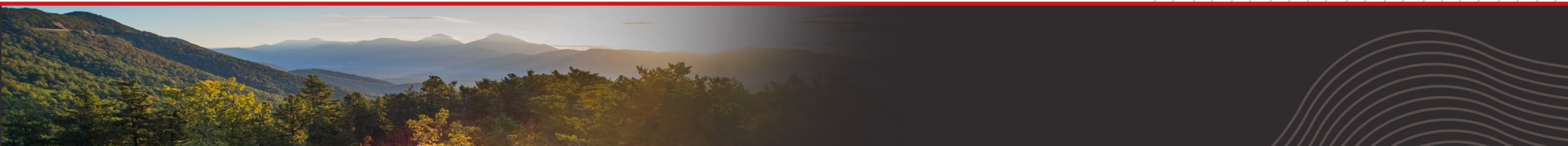
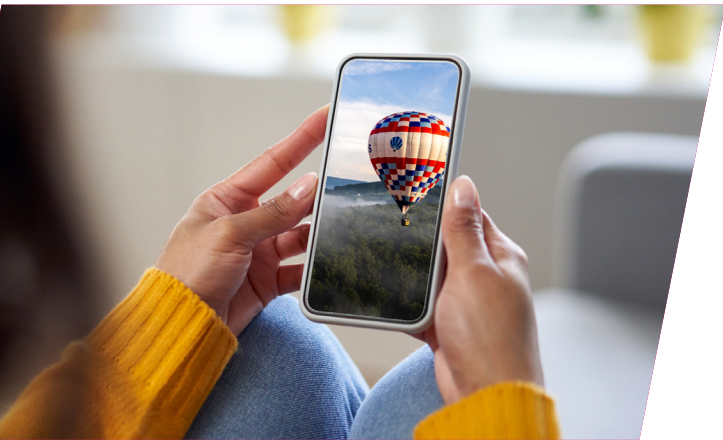
Tier 2 Markets: France and Australia



PROGRAM AT A GLANCE

Virginia Tourism Corporation has developed a comprehensive marketing toolkit to support partners in promoting Virginia offerings to international audiences in the UK, Germany, France, India, Australia and Canada. Designed for flexibility and ease of use, it allows partners to select their programs and/or initiatives and align with VTC's international brand strategy.

The Global Division of VTC works to reach international through print, digital and social media platforms. Our initiatives focus on marketing a bespoke traveler experience; selling Virginia as North meets South; cultivating opportunities between our suppliers and prominent international travel trade and media; and capitalizing on Virginia's strategic mid-Atlantic location and flight accessibility.



GLOBAL MARKETING AND MEDIA OFFERINGS

- ♥ Attendance at the Come Find Your Virginia Global Travel Forum —tour operators and travel trade media from UK, Germany, France, India, Australia, and Canada (two days of one-on-one meetings, networking session, pre and post group fams)

\$3,000: One partner registration (meetings and networking session only)

\$5,000: Two partner registrations with a shared meeting table (meetings and networking session only)

\$7,000: One partner registration (meetings, networking session plus inclusion in pre or post group fam*)

\$10,000: Two partner registrations with a shared meeting table (meetings, networking session plus inclusion in pre or post group fam*)

* All in-destination fam tour expenses are the responsibility of the partner

- ♥ BYRDLI Campaign ([find more information on page 6](#))

Single Creator Activation: \$25,000

Dual Creator Activation: \$35,000 (two DMO buy-in)

Triple Creator Activation: \$50,000 (three DMO buy-in)

Quad Creator Activation: \$65,000 (four DMO buy-in)

- ♥ Tour Operator Co-Op Campaign in market of choice (UK, Germany, France or India)

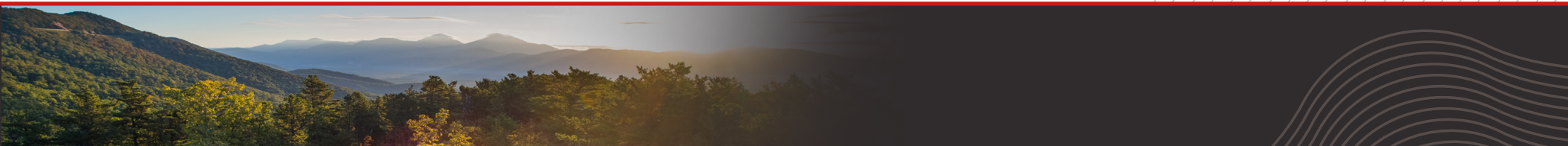
\$3,000 per co-op

- ♥ Attendance on a VTC Sales Mission

\$4,000 – (Market of choice – UK, France, Germany, or India – must be chosen prior to contract finalization - Minimum 2 partner participation required per market to proceed, maximum of 5 partners per mission)

- ♥ Attendance on VTC Media Mission

\$4,000 – (Market of choice – UK, France, Germany, or India – must be chosen prior to contract finalization - Minimum 2 partner participation required per market to proceed, maximum of 5 partners per mission)



GLOBAL MARKETING AND MEDIA OFFERINGS

♥ IPW Badge

\$5,000

♥ Online Travel Agent Training Platform

(find more information on page 7)

Option One: \$5,600

Option Two: \$7,000

Option Three: \$10,850

♥ Targeted Social Media Campaign
Using First-Party Airline Data

(find more information on page 9)

Tier 1: \$5,000

Tier 2: \$10,000

Tier 3: \$15,000

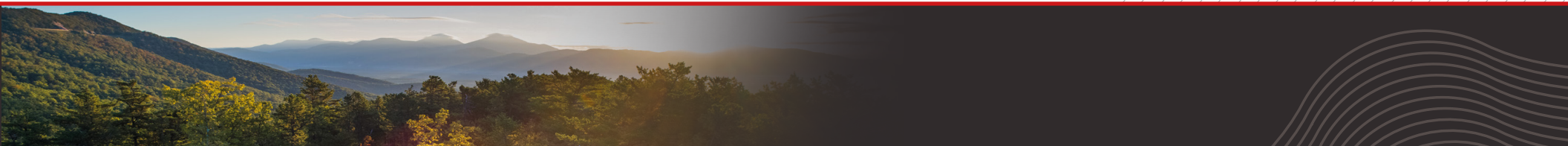
Tier 4: \$25,000

♥ Receptive Operator Training

(find more information on page 10)

Fall Training and Spring Reception in Virginia

\$700



BYRDLI X VIRGINIA TOURISM CORPORATION

Participation & Investment Overview

BYRDLI delivers creator-led campaigns that turn destination storytelling into bookable travel experiences. Through curated Travel Clubs, creators build storefronts where content converts directly into bookings, itineraries, and measurable visitation.

ACTIVATION OPTIONS

Single Creator Activation \$25,000

- 1 BYRDLI creator travels to Virginia
- Real-time social storytelling
 - Min. 6 stories per day
 - Min. 4 grid posts
- 2 x bookable “Top Stay” accommodation products
- 1 x multi-day itinerary built inside Travel Club
- 2 x EDMs to BYRDLI network
- Performance reporting
- \$50K media value

Dual Creator Activation \$35,000

- 2 BYRDLI creators travel to Virginia
- Real-time social storytelling
 - Min. 12 stories per day
 - Min. 8 grid posts
- 4 x bookable “Top Stay” accommodation products
- 2 x multi-day itineraries
- 4 x EDMs to BYRDLI network
- Performance reporting
- \$100K media value

Triple Creator Activation \$50,000

- 3 BYRDLI creators travel to Virginia
- Real-time social storytelling
 - Min. 18 stories per day
 - Min. 12 grid posts
- 6 x bookable “Top Stay” accommodation products
- 3 x multi-day itineraries
- 8 x EDMs to BYRDLI network
- Performance reporting
- \$200K media value

Quad Creator Activation (Recommended) \$65,000

- 4 BYRDLI creators travel to Virginia
- Real-time social storytelling
 - Min. 24 stories per day
 - Min. 16 grid posts
- 8+ bookable “Top Stay” accommodation products
- 4 x multi-day itineraries
- 2 x EDMs to BYRDLI network
- Performance reporting
- \$350K media value

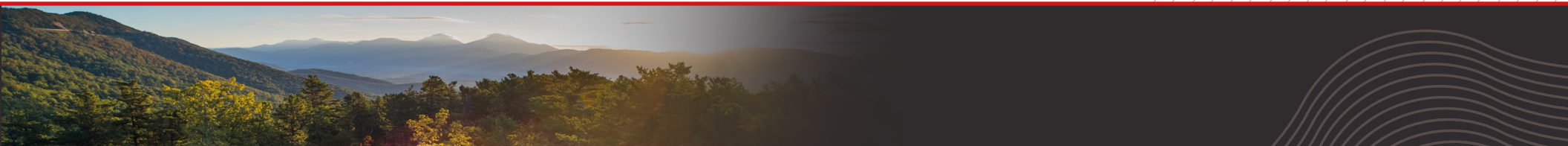
PARTICIPATION REQUIREMENTS

- Accommodation during creator stay
- Ground transport within destination
- Hosted experiences and dining
- Local itinerary coordination (aligned to creator style)
- The model follows a press/FAM-style hosting approach, optimized for both content and conversion
- Duration determined between partner and BYRDLI

Flights are covered within the BYRDLI campaign structure.

OUTCOME

A fully integrated campaign where Virginia’s destinations are not only showcased, but converted into bookable travel experiences—driving measurable demand, room nights, and visitation.



ONLINE TRAVEL AGENT TRAINING (OTT) PLATFORM – UK MARKET ONLY

Option 1

\$5,600

- One course with up to two lessons (one or two partner buy-in opportunity)
- Lessons hosted on the OTT UK website for 12 months

Option A: One partner with a two-lesson course. The course would take approx. 8-10 minutes to complete, with content focused on one partner.

Option B: Two partners with one lesson each within the course. The course would take approx. 8-10 minutes to complete, with the content split between two partners. Each partner would have approx. 4-5 minutes of content.

Option 2

\$7,000

- One course with up to three lessons (one or three partner buy-in opportunity)
- Lessons hosted on the OTT UK website for 12 months

Option A: One partner with a three-lesson course. The course would take approx. 12-15 minutes to complete, with content focused on one partner.

Option B: Three partners with one lesson each within the course. The course would take approx. 12-15 minutes to complete, with the content split between three partners. Each partner would have approx. 4-5 minutes of content.

Option 3

\$10,850

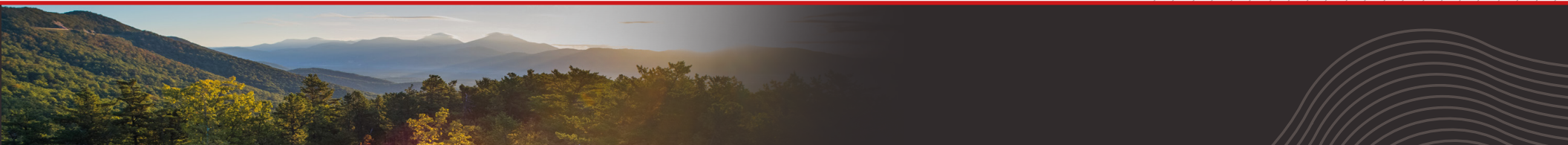
- One course with up to six lessons (one or two partner buy-in opportunity)
- Lessons hosted on the OTT UK website for 12 months

Option A: One partner with a five- or six-lesson course. The course would take approx. 18-22 minutes to complete, with content focused on one partner.

Option B: Two partners with three lessons each within the course. The course would take approx. 18-22 minutes to complete, with the content split between two partners. Each partner would have approx. 9-11 minutes of content.

Option A works well for partners who want a full course focused on their region within the state and have a larger budget to invest in learning.

Option B is ideal for partners with a more limited budget who would like to collaborate while promoting their regions together.



ONLINE TRAVEL AGENT TRAINING PLATFORM CONT...

MARKETING ACTIVITY

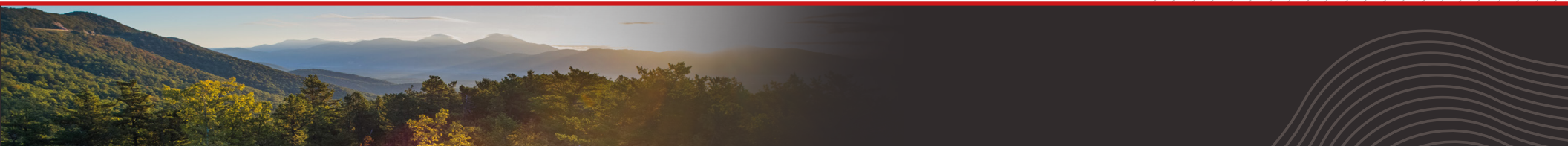
- 1 × Inclusion in an OTT agent newsletter
- 2 × Dedicated Visit Virginia e-shots to the OTT database
- Enhanced platform visibility, including:
 - Homepage banner placement
 - Social media coverage
 - Agent notifications
 - OTTOMail
 - Course hosted within the Visit Virginia Training Hub on OTT

ACCOUNT MANAGEMENT

All packages include a comprehensive marketing and account management program, designed to drive agent awareness, engagement, and course completions across the OTT UK agent community.



CLICK HERE TO VIEW THE
OTT ONLINE TRAVEL
TRAINING PROGRAM



TARGETED SOCIAL MEDIA CAMPAIGN USING FIRST-PARTY AIRLINE DATA

Tier 1

\$5,000
Duration: 30 days
Impressions: ~250K

CONTENT & POSTING

- 12 posts (static, carousel, Reel)
- Caption copywriting + hashtag strategy

STRATEGY & REACH

- 1 platform (IG, Facebook, Tiktok) with boosting
- 1 market segment (geo and interest)
- CTA routing to website/destination

MANAGEMENT & REPORTING

- In-language creative translation
- End-of-campaign wrap-up report

Tier 2

\$10,000
Duration: 60 days
Impressions: ~1M

CONTENT & POSTING

- 24 posts (static, carousel, Reel)
- “Story” posts (swipe-up CTAs)
- Caption copywriting + hashtag strategy

STRATEGY & REACH

- 2 platforms (IG, Facebook, Tiktok) with boosting
- 2 market segments (geo and interest)
- CTA routing to website/destination

MANAGEMENT & REPORTING

- In-language creative translation
- End-of-campaign wrap-up report

Tier 3

\$15,000
Duration: 90 days
Impressions: 3M

CONTENT & POSTING

- 36 posts (static, carousel, Reel)
- “Story” posts (swipe-up CTAs)
- Caption copywriting + hashtag strategy

STRATEGY & REACH

- 3 platforms (IG, Facebook, Tiktok) with boosting
- 3 market segments (geo and interest)
- CTA routing to website/destination

MANAGEMENT & REPORTING

- In-language creative translation
- End-of-campaign wrap-up report

Tier 4

\$25,000
Duration: 120 days
Impressions: 54M (TV Networks + Social)

CONTENT & POSTING

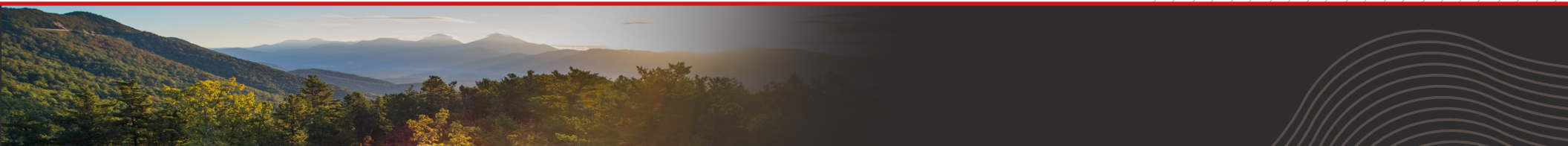
- 48 posts (static, carousel, Reel)
- “Story” posts (swipe-up CTAs)
- Caption copywriting + hashtag strategy
- Multi-partner buy-in reaching \$100k threshold unlocks TV segments shown at airport gates, lounges, hotels and cruises in the UK for each partner

STRATEGY & REACH

- 4 platforms (IG, Facebook, Tiktok, Youtube) with boosting
- 4 market segments (geo and interest)
- CTA routing to website/destination
- Mobile retargeting from TV Network Coverage

MANAGEMENT & REPORTING

- In-language creative translation
- End-of-campaign wrap-up report



RECEPTIVE OPERATOR TRAINING

This program is designed to align Virginia stakeholders across multiple communities around a unified international strategy, clarify trade-readiness standards, and outline clear, practical next steps to expand global engagement.

Part 1: The International Inbound Travel Association (IITA), in collaboration with Alon Tourism Solutions, will deliver a customized Inbound Insider Steps to Success™ (STS) program for the Virginia Tourism Corporation (VTC) and its partners. The full course will be composed of two 1.5-hour training sessions in the fall of 2026. Upon completion of both, partners will receive a certificate of completion.

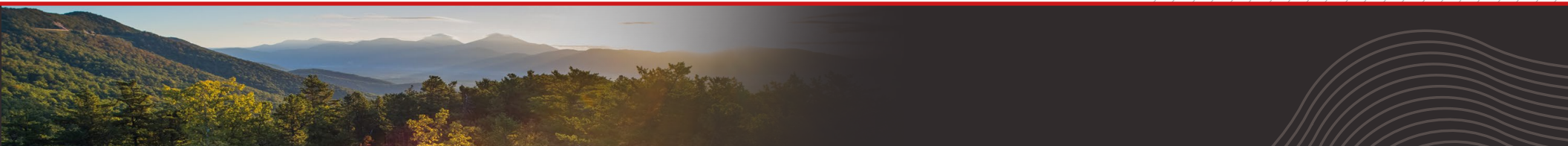
Part 2: A targeted group of inbound receptive operators will receive first-hand exposure to Virginia's tourism products across several regions of the Commonwealth, concluding with a spring networking reception in Virginia.

FOR PARTNERS SECURING \$50,000 OR MORE IN OFFERINGS, ADDED VALUE INCLUDES:

(Added value offerings are available only within the current contract period and do not carry over or convert to a refund if unused.)

- Monthly reports
- Press release distribution
- Social media posts (6 additional posts to be finalized)
- Recognition, link and logo as a sponsor on every VTC-generated fam tour itinerary
- Exposure in Virginia's Brand USA optimized audience campaign
- IPW badge

NOTE: All deliverables, partner requirements, and the process for changes or refunds will be outlined in the VTC/partner agreement prior to final commitment.



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