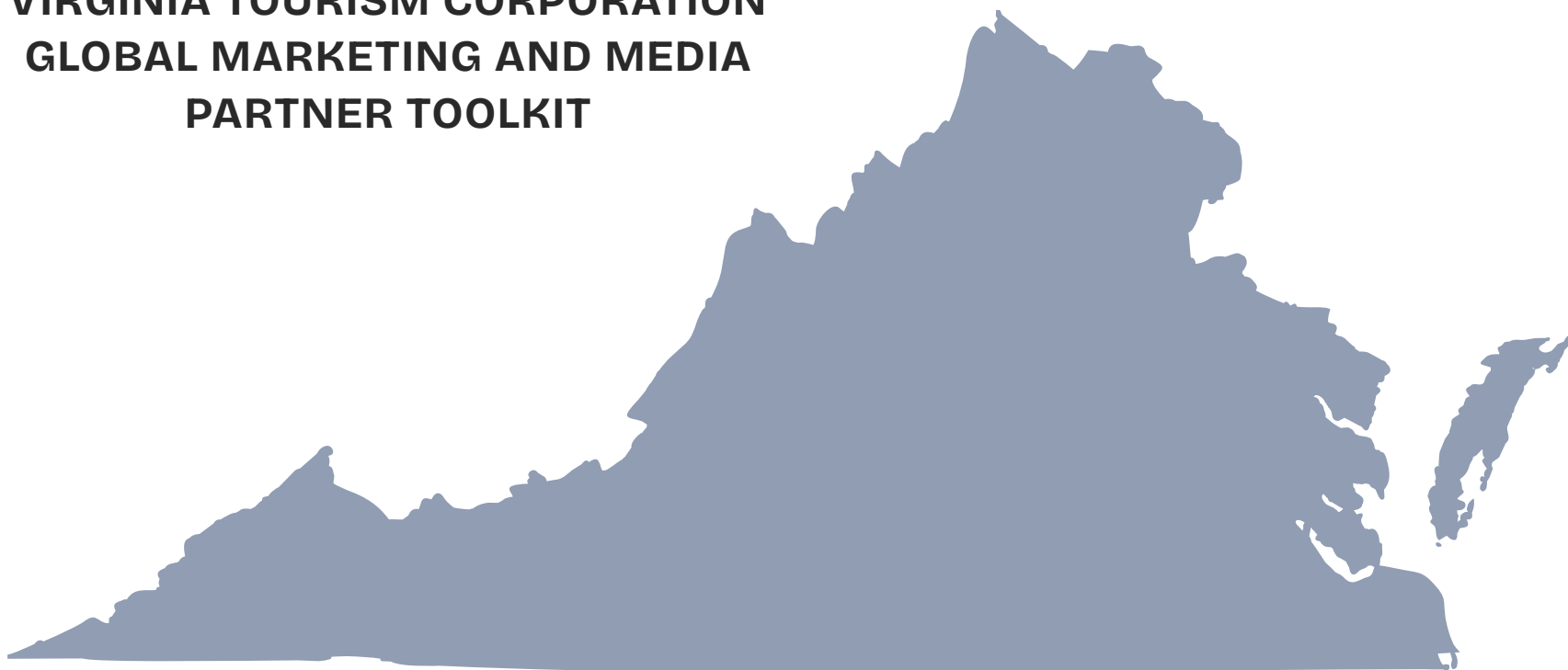


VIRGINIA IS FOR LO[♥]ERS[®]

VIRGINIA TOURISM CORPORATION
GLOBAL MARKETING AND MEDIA
PARTNER TOOLKIT



INTERNATIONAL TARGET MARKETS

Tier 1 Markets: UK, Germany, India and Canada

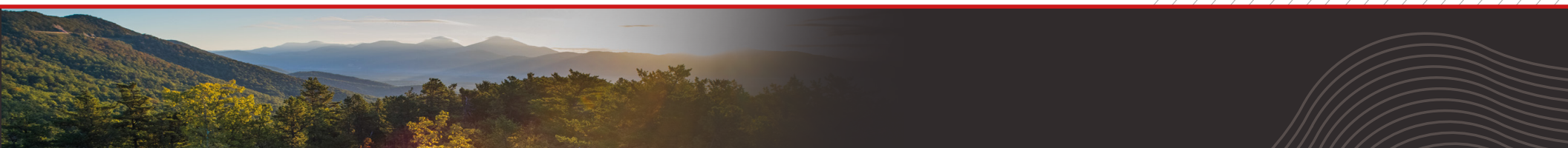
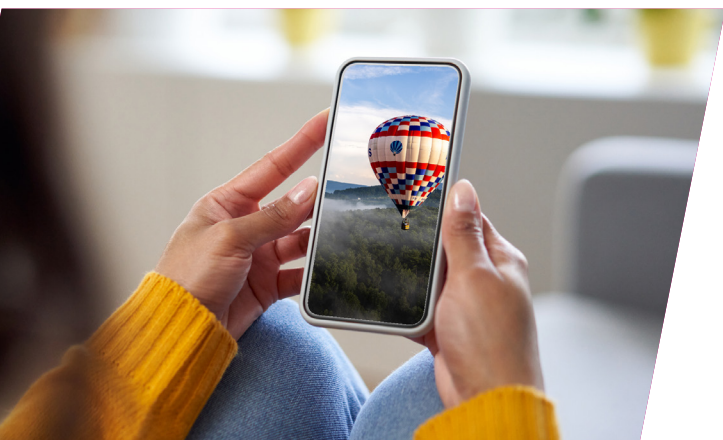
Tier 2 Markets: France and Australia



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 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

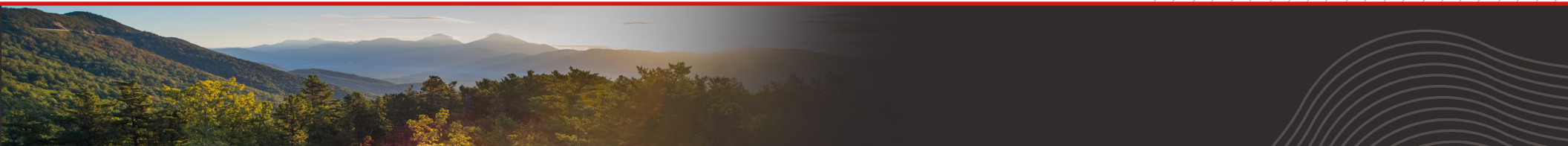
- One course with up to six lessons (one or two partner buy-in opportunity)
- Lessons hosted on the OTT UK website for 12 months

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

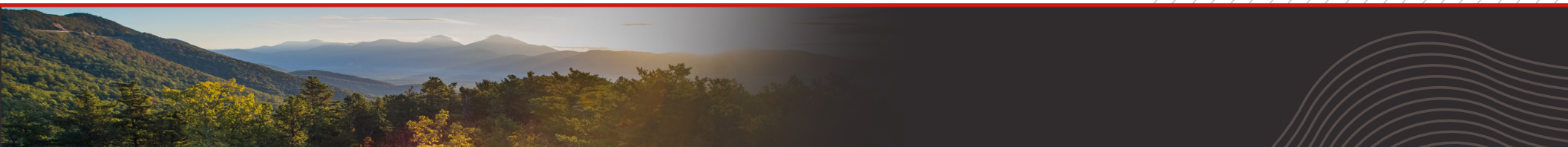
- 48 posts (static, carousel, Reel)
- "Story" posts (swipe-up CTAs)
- Caption copywriting + hashtag strategy
- Multi-partner buy-in reaching \$100k threshold unlocks TV segments shown at airport gates, lounges, hotels and cruises in the UK for each partner

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



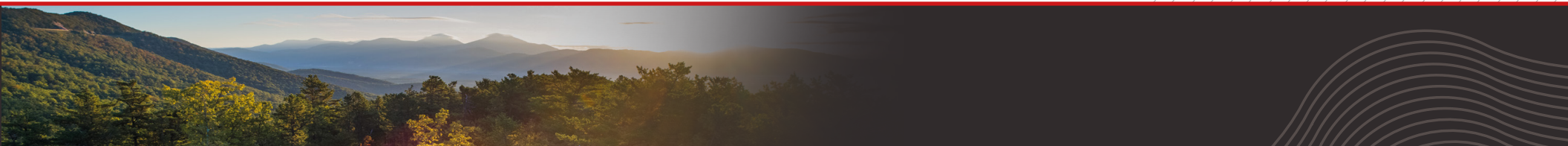
RECEPTIVE OPERATOR TRAINING

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. 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-day program will be composed of one 2-hour training session; an inbound operator panel question-and-answer session; international market updates; and a networking reception on Tuesday, October 20, 2026 at Archer Tysons in northern Virginia. After attending the program, partners will receive a certificate of completion. Registration is \$700 per person.

As added value, Global Travel Forum attendees will receive complimentary registration to the Receptive Operator Training as part of their registration.

FOR PARTNERS SECURING \$38,000 OR MORE IN OFFERINGS, ADDED VALUE INCLUDES:

- 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



CONTACT



Heidi Johannesen
Managing Director, Global Markets
hjohannesen@virginia.org
703.217.2263

Christi Braginton
Director, Global Markets
cbraginton@virginia.org
505.500.7396

Monica Mitchell
Manager, Global Markets
mmitchell@virginia.org
804.461.0155



Elias Manneh
Chief Marketing & Partnership Officer
Head of Tourism / Airline & Airport Co-Ops
Elias.Manneh@ink-global.com
312.237.1580

Nathan Alexanian
Campaign Manager
Nate.Alexanian@ink-global.com
760.623.5869