VIRGINIA IS FOR LOVERS

Statewide Strategic Tourism Plan 2026-2029

WHY THE PLAN MATTERS

Tourism is increasingly competitive and traveler expectations continue to evolve. The STP provides an objective roadmap to identify tourism development opportunities, align partners around shared priorities, and grow visitation, spending and length of stay.

GROW
Visitor spending and longer stays

COMPETE
Better tourism products and experiences

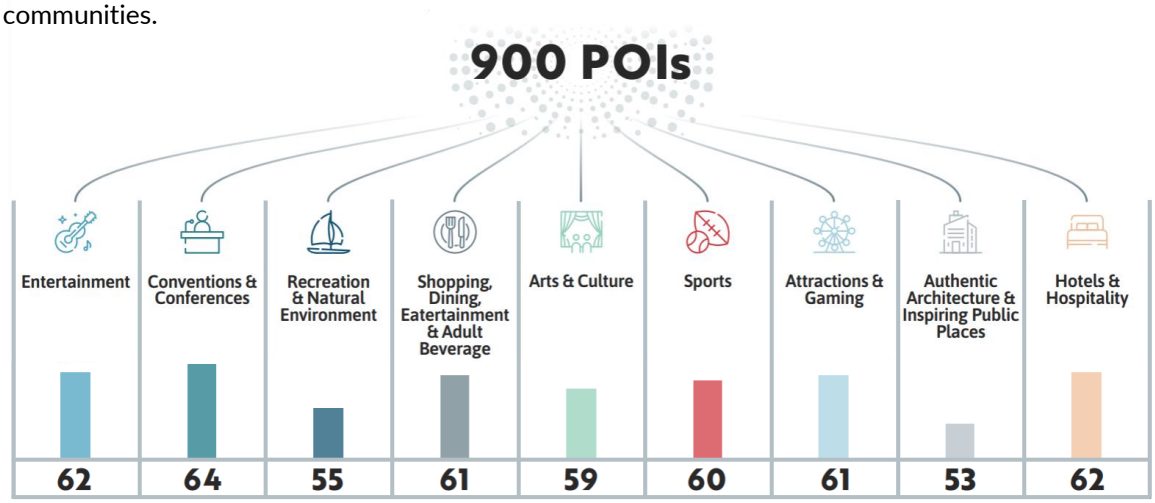
ALIGN
Statewide direction and 10 regional plans

BUILT BY DATA & LOCAL INPUT

More than 2,000 stakeholder touchpoints through surveys, workshops, focus groups and site visits were combined with Hunden Partners' independent research. Local expertise and consistent analysis shaped the statewide findings and ten regional plans.

PILLARS OF PLACE

About 900 tourism assets were evaluated across nine pillars to identify strengths and gaps. Scores are a planning tool, not a ranking of communities.



State Average Pillar Scores. All POI Scores roll up to a regional pillar score, which creates a scoring matrix.
This matrix helps identify supply, demand and product gaps as well as which regional need certain product.

SELECTED INDUSTRY TRENDS

Additional trends available in the full Statewide Strategic Tourism Plan.

ADVENTURE TOURISM
Outdoor experiences and recreation demand

TOWN-SIZING & VALUE
Smaller destinations and value-seeking travel

AUTHENTIC LOCAL CULTURE
Heritage, food and distinctive communities

EXPERIENCES DRIVE CHOICE
Memorable activities influence destination choice

EXPERIAN MOSAIC: WHO VISITS VIRGINIA

A, C and J represent 45% of statewide visitor appearances.

A Affluent, established households

C Successful, active households

J Mature, long-settled couples

Scan for more audience research.

VIRGINIA IS FOR LOVERS

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Virginia's competitive position and statewide recommendations

SCAN HERE TO ACCESS THE STP

vatc.org/STP

COMPETITION: PRODUCT + INVESTMENT

Virginia offers a broad mix of natural, cultural and historic attractions. Neighboring states are also investing in new products and events to compete for visitors and overnight spending.

KENTUCKY

Tourism Development Act

Tax incentives for qualifying tourism development projects.

WEST VIRGINIA

Tourism product investment

State-backed support for tourism facilities and visitor infrastructure.

NORTH CAROLINA

Major events fund

Funding to attract major events, games and attractions.

TENNESSEE

Tourism enhancement grants

Grants and incentives for tourism infrastructure and events.

STATEWIDE RECOMMENDATIONS

The plan identifies three ways to strengthen Virginia's tourism product. These are recommendations for consideration, not funding commitments.

FUNDING

Explore new and enhanced investment mechanisms that could help public, private and nonprofit partners move catalytic tourism projects forward.

PRODUCT DEVELOPMENT

Address product gaps that limit overnight stays and visitor spending. Specific projects will vary by region, based on local strengths and readiness.

LODGING

Full-service, boutique and unique stays where overnight capacity is limited.

FAMILY-FRIENDLY ATTRACTIONS

Hands-on experiences that give families more reasons to visit and stay longer.

OUTDOOR RECREATION

Improve trail and water access, visitor amenities and connected experiences.

SPORTS TOURISM

Tournament-capable facilities supported by lodging and local services.

CONNECTIVITY

Improve coordination among regions, localities, state partners and VTC programs. Connect communities to resources and support collaborative implementation.