



FIND YOUR SHORELINE

VirginiasRiverRealm.com

Surrounded by the inspiring beauty of the
Chesapeake Bay,
Virginia's River Realm invites you
to catch your breath,
calm your mind & live your dreams.

WHY VIRGINIA'S RIVER REALM?

- ▶ A tourism driver to increase economic development with current assets and minimal investment.
- ▶ *"Destination Marketing"* to attract consumers from Northern Virginia, Southern Maryland, Richmond and Hampton Roads area.

"More People, Staying Longer, Spending More Money"

- ▶ Visitors do not plan travel to "counties" but do relate to "the river."
- ▶ Visitors often become second homeowners, permanent residents or boat owners. To increase sales, meals and lodging tax revenues.
- ▶ To extend our traditional Memorial Day to Labor Day tourist season.
- ▶ Keeping the visitors returning again and again with rewarding experiences.

Oyster Trail, Artisan Trail, Waterman's Heritage Tours,

Events and Cultural Itineraries.



What is it?



- ▶ Brand to market our “micro-region” as a travel destination
 - Outdoor Recreation: boating, fishing, kayaking, camping
 - Culinary: Fresh Local Seafood (oysters, fish, crabs)
 - Small Towns
 - Relaxing getaway from the busy urban life
 - A way to reconnect or unplug with family and friends
- ▶ Website – launched in March 2016
 - Lodging, Shopping, Dining, Events and Attractions
- ▶ Social Media - Facebook, Twitter, & Instagram
- ▶ 10-15 Videos – 30 second clips of our restaurants, events

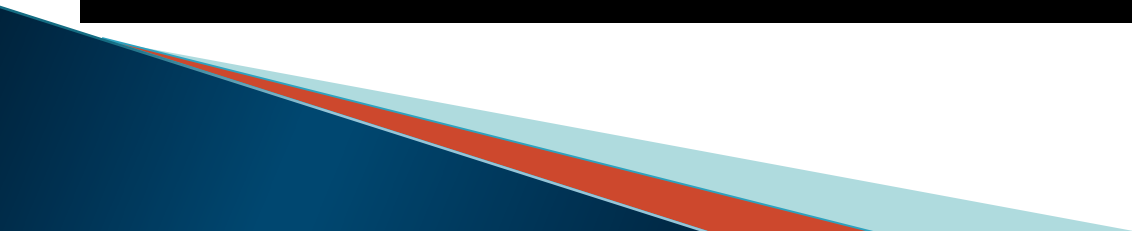
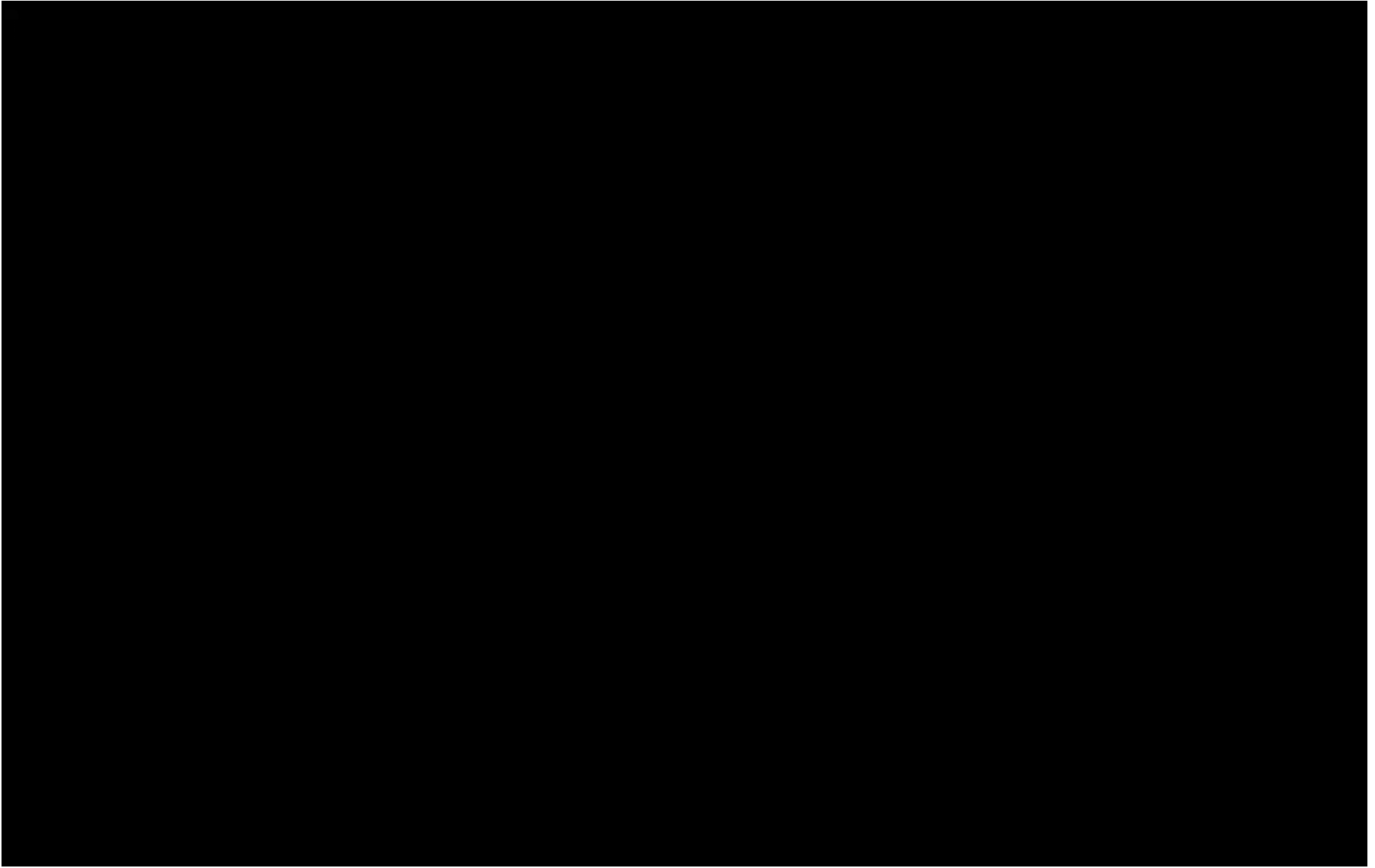
and small towns



Virginia's
**RIVER
REALM**
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-  Lancaster County
-  Middlesex County



Our Brand's "Story"

Told within Every Message

Once you let the river set the pace, life here seems **deliciously simple**, its mysteries suddenly revealed.

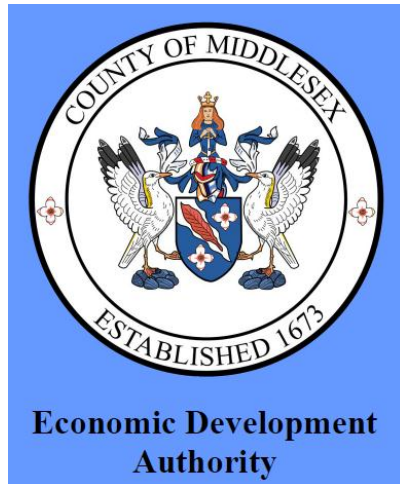
The wonder of a perfect oyster. The promise of a back road or secret cove. The pleasure of sharing a table with friends. The peace of whispering pines at sunset.

While you're here on these shores, away from life's urgent demands and time's hold on you, your choice is clear.

Beginning in 2014: Innovative Partnerships Formed



Town of Kilmarnock



**Middlesex County Economic
Development Authority**



**Lancaster County
Chamber**



Lancaster County

Middlesex County and Lancaster County

- »» A first-time collaboration between counties with complementary assets and similar demographics to revive the previously thriving tourism communities.

The “Ambassador” Program

- ▶ Encourages the tourism industry businesses to be partners to promote the brand to their customers and in return they receive free marketing of their establishments
- ▶ Boosts the whole community’s involvement in being a part of the program
- ▶ Co-Branding with Events
- ▶ Provides a consistent marketing message throughout the region

Moving Forward

ACCOMPLISHMENTS:

- ▶ Featured in Food Network Magazine
- ▶ NBC -12 on-air recognition
- ▶ First Lady McAuliffe & Virginia Tourism Speak at the Kick-Off Event
- ▶ 5 Co-Branding Events

NEW IN 2017:

- ▶ Waterman's Way – White Boots Art Sculpture fundraiser
- ▶ VA Welcome Centers Video Promotions
- ▶ E-Newsletters
- ▶ "Signature Dishes of the River Realm" social media promotion



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