



# Hampton

CONVENTION & VISITOR BUREAU

**Media Alert**

**FOR IMMEDIATE RELEASE**

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## **Hampton Convention & Visitor Bureau Receives Virginia Tourism Corporation DMO WanderLove Recovery Grant for Tourism Marketing**

**Hampton, Virginia-** The Hampton Convention & Visitor Bureau has received \$10,000 from the Virginia Tourism Corporation (VTC) DMO WanderLove Recovery Grant Program, a new grant made available to Virginia's Destination Marketing Organizations (DMOs) across the Commonwealth that have been heavily impacted by the novel coronavirus pandemic to fund recovery marketing initiatives. \$866,504 in marketing grant funds were awarded to 90 Destination Marketing Organizations as part of the DMO WanderLove Recovery Grant program.

The Hampton Convention & Visitor Bureau will use the VTC WanderLove grant funds to promote inspired travel to Hampton attractions, business and scenic and historic locations. The grant will also promote safe travel to Hampton's [Sea to Stars ticket](#) attractions including the Virginia Air & Space Center, Miss Hampton II Harbor Tour and the Hampton History Museum.

"Hampton's Travel, Inspired WanderLove campaign captures exciting, scenic and quirky aspects of Hampton," said Mary Fugere, Director of the Hampton Convention & Visitor Bureau. "We've started with fascinating Fort Monroe and created a getaway that combines the great outdoors, delicious dining and experiences that will become cherished memories."

As Virginia begins reopening, there is a lot of pent-up demand for leisure travel and people are seeking safe, close-to-home destinations that allow for social distancing and access to open spaces. With this in mind, the WanderLove campaign provides travel inspiration for road trips, outdoor recreation, hidden gems, small towns, and Virginia's signature [LOVEworks program](#).

"Virginia tourism is a critical sector of our economy and has been heavily impacted by the coronavirus pandemic," said Governor Ralph Northam. "Getting travelers back on the road and spending money in our cities and towns is one of the fastest ways to inject dollars back into our economy and our communities. The Virginia Tourism Corporation's DMO WanderLove Recovery Grants gives localities the ability to market their destination as safe and welcoming when visitors are ready to resume travel."

Tourism is one of the Commonwealth's largest economic engines, with visitors to Hampton spending more than \$262.5 million in 2018, supporting 2,433 work opportunities and contributing \$21.3 million in local and state tax revenue. The tourism and hospitality industries have also been among the hardest-hit by the pandemic, experiencing decreased revenue and job loss, along with the temporary closure of many tourism-related businesses. A revived tourism economy can help spur new economic activity and inject critical funds back into Virginia communities.

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**About Hampton, Virginia**

Partially bordered by the Hampton Roads harbor and Chesapeake Bay, Hampton, with the 344,000 sq. ft. Hampton Roads Convention Center and the award winning Hampton Coliseum, is located in the center of Coastal Virginia and the Hampton Roads metropolitan area. Hampton is the site of America's first continuous English-speaking settlement, the site of the first arrival of Africans in English North America, and is home to such visitor attractions as the Virginia Air & Space Center, Fort Monroe National Monument, Hampton History Museum, harbor tours and cruises, Hampton University Museum and The American Theatre.

**About Virginia Tourism Corporation**

Virginia Tourism Corporation is the state agency charged with marketing the Commonwealth as a premier travel and film destination. In 2018, visitors to Virginia spent \$26 billion, which supported 234,000 work opportunities and contributed \$1.8 billion in state and local taxes. In 2019, Virginia is for Lovers celebrates its 50th anniversary. To learn more, visit [virginia.org](http://virginia.org)

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