

For Immediate Release

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Chincoteague Completes Trailblazing Tourism Marketing Workshop

CHINCOTEAGUE, VA-July 1, 2015– Chincoteague Chamber of Commerce announces the completion of an intensive tourism product development workshop to provide community leaders with ideas for a two-year and five-year product development plan. The DRIVE Tourism Express Workshop, facilitated by Virginia Tourism Corporation, equips communities across the state with tools they need to succeed in an overly competitive travel and tourism market. Chincoteague is one of only 20 communities who will complete the DRIVE Tourism Workshop program in 2015.

“Chincoteague has invested time and talent into getting it right—which will play a crucial role in attracting visitors to their region,” said Governor Terry McAuliffe. “When I introduced my plan for a New Virginia Economy, I challenged Virginia businesses and communities to be bold. Chincoteague has done just that by sharpening its competitive edge to increase visitation and visitor spending. Chincoteague Chamber of Commerce recognizes the power of a diversified economy, and is a true leader in the Virginia tourism industry.”

“Travelers spend \$61 million a day, but we must compete against nearby competitors for every cent. What will set Virginia apart from its competitors will be its ability to focus and prioritize its development on key lures in a deliberate, consumer-oriented approach. Getting it right means doing the fundamentals exceptionally well,” said Rita McClenny, President & CEO of Virginia Tourism Corporation. “VTC applauds Chincoteague Chamber of Commerce for investing in the health, success, and future of the community.” Community leaders will re-convene in the fall to begin implementation of plans that were formulated during the workshop.

The DRIVE Tourism Workshops are designed around the State Tourism Plan (STP) and is built on three core components: authenticity, connectivity and the visitor experience. The STP was developed after VTC reached out to 4,000 industry partners and comprises recommendations on building a tourism industry that is economically and culturally sustainable for Virginia’s visitors and residents. VTC works with each community to build the framework for actionable two- and five-year product development plans, as well as a plan for enhancing existing products in order to entice more visitors to stay longer and spend more money while encouraging imagination, vision, innovation, and creativity.

Tourism is an instant revenue generator in Virginia. In 2014, visitors in Virginia spent \$22.4 billion, supporting 216,000 jobs and contributing more than \$1.5 billion in state and local taxes. Every \$1 Virginia invests in tourism marketing generates \$5 in tax revenue for the Commonwealth—a 5:1 return on investment. Visit www.chincoteaguechamber.com for vacation planning or to learn more about the Chincoteague Chamber of Commerce.

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