

**REPORT OF THE  
VIRGINIA TOURISM AUTHORITY**

# **Performance Goals and Strategies Progress Report**

**TO THE GOVERNOR AND  
THE GENERAL ASSEMBLY OF VIRGINIA**



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Virginia Tourism Authority  
dba Virginia Tourism Corporation

Report to the General Assembly

**Performance Goals and Strategies  
Progress Report**

January 11, 2006

In the 2005 Appropriation Act, the General Assembly required the Virginia Tourism Authority dba the Virginia Tourism Corporation (VTC) to “submit a progress report on its efforts to achieve the performance goals and objectives set out in its report to the Governor and the General Assembly in 2004 (House Document No. 41, 2004). The Authority shall submit the report by the first day of the 2006 Session of the General Assembly.”

In House Document No. 41 the Authority reported on the eight (8) Performance Measures it had developed to measure the effectiveness of its primary “purpose,” which is to attract more visitors to Virginia, to stimulate them to stay longer and to spend more money. This “purpose” applies to both tourism marketing and film production, both of which have a marked economic impact on Virginia’s economy, employment and tax base. These measures were developed with the direction of the Secretary of Commerce and Trade and have been posted on the Virginia Results Web site ([www.dpb.state.va.us/VAResults](http://www.dpb.state.va.us/VAResults)). This report contains the strategies used in FY 2005 to reach those performance measures and the results generated by those strategies. The Authority will report on the results annually in conjunction with the Virginia Results reporting requirements.

<b>Measure #</b>	<b>Measure Description</b>	<b>Strategies</b>
1	Increase consumer inquiries by 5% each year for FY 2005 through FY 2008 to bring more visitors, get them to stay longer and spend more money.	Fiscal year 2005 has exceeded expectations for travel information fulfillment. By integrating its advertising, marketing and promotion efforts to reach its target audiences, VTC generated a 49.9 % increase in consumer inquiries in FY 2005. Requests for Virginia Travel Guides exceeded expectations. VTC exhausted 600,000 guides in August, had to reprint and distribute an additional 100,000 to meet the requests for the remainder of 2005.
2	Leverage advertising funds 2 to 1 through private-sector partnership marketing programs to increase market penetration with limited resources.	With limited resources available for marketing and advertising, the VTC encourages its partners to match certain advertising funds \$2 for every \$1 the agency provides, thus increasing its penetration in its target markets. The 2.2 result for FY 05 reflects the dollar

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		value match by public/private partners to each dollar provided by VTC for the program. (For example, \$2 means partners provided \$2 for every dollar invested by VTC in partnership matching advertising programs.)
3	Increase the economic impact of convention and meeting bookings in Virginia by 5% annually bringing more business travelers to the Commonwealth.	The VTC works with hotel, motel and convention businesses to bring conventions and meetings to Virginia. In FY 2005, the economic impact of convention and meeting bookings in Virginia increased 72.2%. This percentage reflects the increase in the estimated economic impact of commitments made for convention and business meetings held in Virginia since FY 2004.
4	Increase reservation assistance provided at state Welcome Centers by 3% annually, thus closing the sale for the lodging sector.	VTC staff at the state's welcome centers provides assistance to travelers in booking hotel reservations. The program is a "hit" with visitors, as demonstrated by the 33.6% increase in reservation assistance provided by the welcome centers in FY 2005.
5	Increase the economic benefit of film production in Virginia by 3% annually.	The 10.3% increase in the economic benefit of film production in Virginia in FY 2005 is the result of the Virginia Film Office's successful attraction of major film and television productions, such as <i>War of the Worlds</i> , <i>The New World</i> and <i>Commander in Chief</i> .
6	Increase the number of contacts with producers, script writers, production companies, studios, etc. by 5% annually to encourage film production in Virginia.	Although the number of contacts with the film industry declined by 12.6%, the quality of the contacts made by the Virginia Film Office resulted in significant film production in Virginia, as demonstrated in the 10.3% increase in the economic benefit of film production in FY 2005.
7	<p>Increase visitation of unique users* of the tourism Web site by 10% annually.</p> <p>*A unique user is someone who may come back to the site more than once. The user is counted as a unique user even though he or she may have visited the site multiple times.</p>	VTC staff has made every effort to assure that Virginia appears first in the most popular Internet search engines. In addition, the tourism Web site has been enhanced to provide Web site visitors with complete information about travel to Virginia. These efforts have been effective in reaching the public, as evidenced by the 84.5% increase in

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		visits to the site in FY 05 by unique users.
8	Meet or exceed the marketing conversion benchmark.	The VTC has developed a conversion benchmark to measure the effectiveness of its marketing programs. The benchmark, 36.5% of tourism information inquiries, was determined through research studies conducted by an independent firm hired by the VTC. Inquiries in June, VTC's best month, converted at a rate of 53%. This benchmark will be used to determine the effectiveness of future marketing and promotion programs.