Virginia General Assembly’s

Tourism Caucus

* Tourism Caucus Chairmen:
  + Delegate Mark Keam, 21st District (D)
  + Delegate Ron Villanueva, 35th District (R)
  + Senator Bill Stanley, 20th District (R)
  + Senator Lynwood Lewis, 6th District (D)
* Tourism Industry Topics:
  + Jan 10: Film Industry
  + Jan 24: Wine & Agritourism
  + Feb 7: Historic Resources
  + Feb 21: Restaurant & Food Services
  + March 7: Hotel Industry & Tourism Promotion
  + April 22: Veto Session; Sports Tourism Marketing
* Presentations from Partner Organizations:
  + American Hotel & Lodging Association, Vanessa Sinders
  + National Restaurant Association, Angelo Amador & Liz Garner
  + Virginia Sesquicentennial Commission, Sheryl Jackson
  + Richmond 2015, Inc., Lee Kallman
  + VTC Film Office, Andy Edmunds
  + Capital Region USA, Matt Gaffney
* Attending Industry Partners including:
  + Rita McClenny, Virginia Tourism Corporation
  + Owen Matthews, Kings Dominion
  + Diana Burke, Virginia Beach Hotel & Motel Association
  + Anne Marie Maher, Governmental Affairs Liaison VACVB
* Bill tracking review:
  + Weekly updates of pending legislation is reviewed at each meeting

TOURISM CAUCUS & VHTA SUMMITS

VHTA will host seven regional Tourism Summits across the Commonwealth in 2014. These Summits are designed as educational events that will focus on data driven regional forecasts as well as create opportunities for communities to learn more about marketing resources available through the Virginia Tourism Corporation. The purpose is to foster, develop and build a stronger statewide advocacy network for the hospitality and tourism industry among local leaders and community stakeholders.

Tourism Summits will run from approximately 3-5 PM in the afternoon with an option to host a Tourism Caucus networking reception with regional hospitality & tourism professionals from 2-3 PM. Tourism Summits will begin in early summer and run through late fall 2014. If you are interested in hosting an event in your district please contact VHTA Director of Governmental Affairs, Kristian Havard, at [Kristian@vhta.org](mailto:Kristian@vhta.org).

VHTA will work with regional Destination Marketing Organizations (DMOs) to help source a meeting location and identify regional industry partners.

Targeted Tourism Regions & Potential Partners:

* Central Virginia
  + Richmond Region Tourism
* Coastal Virginia
  + Virginia Beach Convention and Visitors Bureau
  + Norfolk Convention & Visitors Bureau
* Historic Triangle
  + Williamsburg Tourism Alliance
* Northern Virginia
  + Arlington Convention and Visitors Service
* Shenandoah Valley
  + Staunton Convention and Visitors Bureau
* Southside
  + Mecklenburg County
* Southwest
  + Wytheville Convention and Visitors Bureau