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HOUSE JOINT RESOLUTION NO. 739

Offered January 23, 2019

Commending Virginia is for Lovers.

Patrons—Convirs-Fowler, Turpin, Adams, D.M., Aird, Delaney, Hope, Keam, Kory, Landes, Price and Sullivan; Senators: Boysko and Wagner

WHEREAS, 2019 marks the 50th anniversary of *Virginia is for Lovers*, the official tourism slogan of the Commonwealth of Virginia and the longest-running state tourism campaign in the United States; and

WHEREAS, the Virginia Tourism Corporation, an agency of the Secretary of Commerce and Trade that promotes travel to Virginia, oversees the *Virginia is for Lovers* campaign; and

WHEREAS, *Virginia is for Lovers* is one of the most recognized and well-known tourism slogans in the world, representing a love for life and a passion for travel, and highlighting the Commonwealth's diverse cultural, historic, natural, educational, and recreational assets; and

WHEREAS, *Virginia is for Lovers* was first used in 1969 and has become an integral part of Virginia's tourism industry marketing; the campaign has earned national acclaim and has been included in the Advertising Icon Museum and the Madison Avenue Advertising Walk of Fame; and

WHEREAS, over the past five decades, *Virginia is for Lovers* has encouraged visitors from around the world to experience and enjoy Virginia for vacations, business travel, reunions, festivals, weddings, and much more; and

WHEREAS, Virginia's travel industry is one of the largest private employers in the Commonwealth, accounting for thousands of jobs and generating billions of dollars in revenue; and

WHEREAS, the Virginia Tourism Corporation and the Virginia travel and hospitality industry will commemorate the 50th anniversary of *Virginia is for Lovers* through a one-year campaign in 2019, entitled *50 Years of Love*, that will include promotions, advertising, branding, social media, special events, and other programs throughout the Commonwealth; and

WHEREAS, this marketing campaign will bring worldwide attention to *Virginia is for Lovers* and to Virginia as a travel destination, resulting in increased visitation and greater economic benefits to the Commonwealth; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the General Assembly hereby commend *Virginia is for Lovers* on the occasion of the campaign's 50th anniversary; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare a copy of this resolution for presentation to the Virginia Tourism Corporation as an expression of the General Assembly's admiration for the *Virginia is for Lovers* campaign's contributions to the economic vitality and quality of life in the Commonwealth.

INTRODUCED

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