

2019 SESSION

ENROLLED

HOUSE JOINT RESOLUTION NO. 739

Commending Virginia is for Lovers.

Agreed to by the House of Delegates, January 28, 2019

Agreed to by the Senate, February 7, 2019

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.

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