

## 2014 SESSION

ENROLLED

### SENATE JOINT RESOLUTION NO. 168

*Commemorating the 45th anniversary of Virginia is for Lovers.*

Agreed to by the Senate, March 5, 2014  
Agreed to by the House of Delegates, March 6, 2014

WHEREAS, 2014 marks the 45th 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, *Virginia is for Lovers* was developed in 1969 by the Martin & Woltz advertising agency of Richmond for the Virginia State Travel Service, a division of the Virginia Department of Conservation and Development; and

WHEREAS, the firm of Martin & Woltz was headed by its founders, David N. Martin, president, and George R. Woltz, vice-president and creative director, whose vision and artistic collaboration in producing the *Virginia is for Lovers* campaign changed the face of destination branding and helped to project an image of Virginia as a bold, progressive, and modern state; and

WHEREAS, since its inception, the iconic *Virginia is for Lovers* slogan has been embraced by the state's tourism, travel, and hospitality industries to market the cultural, historic, natural, educational, and recreational assets of Virginia; and

WHEREAS, *Virginia is for Lovers* represents a love of life and a passion for travel and remains one of the most recognizable, enduring, and imitated tourism slogans in the nation; and

WHEREAS, in recognition of its superior brand equity, in 2009, *Virginia is for Lovers* was selected by Forbes.com as one of the top ten tourism marketing campaigns of all time and was inducted into the National Advertising Hall of Fame on Madison Avenue in New York; and

WHEREAS, tourism is a vital component of Virginia's diverse economy, a cornerstone of the Commonwealth's vibrant quality of life, and a catalyst for economic growth, opportunity, entrepreneurship, job creation, and community revitalization; and

WHEREAS, in 2012, the travel industry ranked as the fifth-largest private employer in the Commonwealth, generating \$21.2 billion in visitor spending, supporting 210,000 jobs, and contributing \$1.36 billion in state and local taxes; and

WHEREAS, the Virginia Tourism Authority, owner of the *Virginia is for Lovers* slogan, was established by the General Assembly on July 1, 1999, to stimulate the tourism industry in the Commonwealth, support the development of local tourism marketing programs, and increase the prosperity and welfare of the people of Virginia; and

WHEREAS, the Virginia Tourism Authority works tirelessly to extend the appeal, reach, and impact of the *Virginia is for Lovers* brand around the world to market the Commonwealth as a premier travel destination; now, therefore, be it

RESOLVED by the Senate, the House of Delegates concurring, That the 45th anniversary of *Virginia is for Lovers* hereby be commemorated and that all citizens be encouraged to observe this important occasion in the history of the Commonwealth; and, be it

RESOLVED FURTHER, That the Clerk of the Senate transmit copies of this resolution to Rita D. McClenny, president and chief executive officer of the Virginia Tourism Authority, the family of David N. Martin, and George R. Woltz as an expression of the General Assembly's appreciation for their exemplary work, requesting that they further disseminate copies of this resolution to their respective constituents so that they may be apprised of the sense of the General Assembly of Virginia in this matter.

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