



Gloucester Department of Community Engagement and Public Information

6382 Main Street

Gloucester, Va. 23061

804.693.5730 • www.gloucesterva.info

August 3, 2020

FOR IMMEDIATE RELEASE

Contact: Quinton Sheppard

qsheppard@gloucesterva.info

Gloucester County Receives Virginia Tourism Corporation DMO WanderLove Recovery Grant for Tourism Marketing

Gloucester Parks, Recreation & Tourism has received \$10,000 from the Virginia Tourism Corporation (VTC) DMO WanderLove Recovery Grant Program, a new grant made available to Virginia's Destination Marketing Organizations (DMOs) across the Commonwealth that have been heavily impacted by the novel coronavirus pandemic to fund recovery marketing initiatives. \$866,504 in marketing grant funds were awarded to 90 Destination Marketing Organizations as part of the DMO WanderLove Recovery Grant program.

Gloucester will use the VTC WanderLove grant funds to promote its attractions of history and outdoor recreation, create a LOVEworks, and showcase why Gloucester is the place "For History, For Beauty, For Fun!"

"Gloucester Parks, Recreation & Tourism is so pleased to have been awarded this grant from VTC," Katey Legg, Director of Gloucester Parks, Recreation & Tourism says. "The tourism industry plays a vital role in Gloucester's economy, and it's important for visitors to know that Gloucester County is open. Travel and tourism look different now, and the WanderLove campaign encourages visitors to take a road less traveled, enjoy the scenic route, and get out and explore. We are excited for this opportunity to design a LOVEworks that is uniquely Gloucester and showcase all this County has to offer."

As Virginia begins reopening, there is a lot of pent-up demand for leisure travel and people are seeking safe, close-to-home destinations that allow for social distancing and access to open spaces. With this in mind, the WanderLove campaign provides travel inspiration for road trips, outdoor recreation, hidden gems, small towns, and Virginia's signature [LOVEworks program](#).

"Virginia tourism is a critical sector of our economy and has been heavily impacted by the coronavirus pandemic," said Governor Ralph Northam. "Getting travelers back on the road and spending money in our cities and towns is one of the fastest ways to inject dollars back into our economy and our communities. The Virginia Tourism Corporation's DMO WanderLove Recovery Grants gives localities the ability to market their destination as safe and welcoming when visitors are ready to resume travel."

Tourism is one of the Commonwealth's largest economic engines, with visitors to Gloucester spending more than \$51 million in 2018, supporting 492 work opportunities and contributing almost \$4 million in

local and state tax revenue. The tourism and hospitality industries have also been among the hardest-hit by the pandemic, experiencing decreased revenue and job loss, along with the temporary closure of many tourism-related businesses. A revived tourism economy can help spur new economic activity and inject critical funds back into Virginia communities.

About Virginia Tourism Corporation

Virginia Tourism Corporation is the state agency charged with marketing the Commonwealth as a premier travel and film destination. In 2018, visitors to Virginia spent \$26 billion, which supported 234,000 work opportunities and contributed \$1.8 billion in state and local taxes. In 2019, Virginia is for Lovers celebrates its 50th anniversary. To learn more, visit virginia.org

###