



Luray – Page County Chamber of Commerce and Visitor Center



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Luray & Page County Chamber of Commerce and Visitor Center Receives Virginia Tourism Corporation DMO WanderLove Recovery Grant for Tourism Marketing

PAGE, VA (July 28, 2020) - Governor Ralph Northam announced last week that Luray & Page County Chamber of Commerce and Visitor Center received \$10,000 from the Virginia Tourism Corporation (VTC) 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. One of the 90 grants submitted, Luray & Page County Chamber of Commerce and Visitor Center received \$10,000 for its "Cabin Capital of Virginia" road trips campaign. "The WanderLove campaign will focus on promoting road trips to Page County." "Luray & Page County is the perfect place to leave the hustle and bustle of everyday life behind and it's right in the backyard of the greater Northern Virginia/Nation's Capital area" said Regina Hilliard, President for Luray & Page County Chamber of Commerce & Visitor Center.

Page County has established itself as a playground for outdoor enthusiasts, wide open spaces, small town charm and a diverse choice of activities attract families, couples, and single travelers alike. 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. 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 Page County spending more than \$73,351,374 in 2018, supporting 762 work opportunities and contributing \$6,299,771 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 Luray & Page County Chamber of Commerce & Visitor Center

Luray & Page County Chamber of Commerce & Visitor Center is a destination organization that is responsible for marketing and promoting Luray & Page County as an attractive travel destination and enhancing our public image as a dynamic place to live and work. To learn more, visit visituluraypage.com

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.

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