

April 28, 2009

Take Back the Right to Travel with “Virginia’s 40 Off” Travel Deals

-Hundreds of attractions, lodging properties and destinations offer savings of up to 40 percent off-

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MOUNT VERNON, Va. – The 40th anniversary of *Virginia is for Lovers* just got more exciting with the launch of **Virginia’s 40 Off Travel Deals**, a statewide program with more than 200 special offers that make travel in Virginia up to 40 percent off through 2009.

Virginia’s 40 Off Travel Deals program was created to remind people that travel is a basic right - a personal freedom that is essential to overall well-being. These deals are designed to give people the freedom to travel, live out their passion for life and reconnect with the experiences that make life meaningful on vacation in Virginia.

Passionate travelers looking for great deals will find major savings with more than 200 special offers listed at www.Virginia.org/40Off. Resorts, hotels, inns, museums, outfitters and others are offering one of four ways to save big in honor of 40 years of Virginia is for Lovers:

- \$40 off
- 40 % off
- Spend three nights, get a fourth night free, or
- Buy three, get a fourth free

Examples of the deals discerning travelers will find at Virginia.org/40Off include: spend three nights get a fourth night free at [The Hotel Floyd](#), along Virginia’s Crooked Road in Southwest Virginia. Mention “*Virginia is for Lovers*” and get \$40 each night stay at the [Inn & Garden Café](#) in Onancock on Virginia’s Eastern Shore. Visit the sites in Norfolk and enjoy 40 percent off at the [Sheraton Waterside](#) along the Elizabeth River. Travelers can live out their passion for history with savings at [Mount Vernon](#), offering buy three admissions get a fourth free for tickets purchased online starting June 1.

Dates, rates and restrictions will vary between offers, with many deals featured through the end of 2009. Details, trip ideas and travel resources are available at www.Virginia.org/40Off.

Virginia’s 40 Off launched in dramatic fashion with a special event on April 28 at Mount Vernon. Forty lucky people (20 winners plus guests) arrived at Mount Vernon, suitcase in hand, prepared to be whisked away on a free overnight vacation in Virginia. The catch? The destinations were top secret. Only after arriving and touring Mount Vernon did the 40 learn from “George Washington”, America’s first president and avid traveler, where in Virginia they were to visit. A fife and drum corps led the winners to four **Carey** mini-motor coaches destined for the following vacation experiences:

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NEWS

- 10 winners departed for historic charm, elegance and adventure in [Luray/Page County](#), with a stay at the luxurious Mimslyn Inn, touring Luray Caverns*, a visit to the beauty of Shenandoah National Park and more.
- 10 winners visited [Richmond](#) and [Charlottesville](#) for history, excitement and wineries, with a stay at the historic Berkeley Inn*, a Segway tour through downtown Richmond, followed by a winery visit, a tour of Monticello and other historic Charlottesville sites.
- 10 winners toured [Loudoun County](#) for wine, history and shopping, tours of Oatlands Plantation, the National Air and Space Museum and area wineries, topped off with deals at Leesburg Outlets.
- 10 winners headed for [Virginia Beach](#) for fun in the sun, with a stay at the Holiday Inn Oceanside, pampering at Founders Inn and Spa* and sea kayaking.

(* indicate businesses participating in Virginia's 40 Off Travel Deals program)

2009 marks the 40th anniversary of *Virginia is for Lovers*, one of the most recognizable and enduring tourism slogans in the country. At its core, Virginia is for Lovers represents a love of life and a passion for travel.

Visit www.Virginia.org/40Off to live out passions for wine, history, music, outdoor adventure and more with great savings throughout 2009. Call 1-800-VISITVA to request a free Virginia is for Lovers – Live Passionately travel guide.

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Note to media: Follow the 40 Off winners as we **Twitter** from the road:

- [Twitter.com/40OffGreen](https://twitter.com/40OffGreen) for the Luray/Page County trip
- [Twitter.com/40OffBlue](https://twitter.com/40OffBlue) for the Virginia Beach trip
- [Twitter.com/40OffYellow](https://twitter.com/40OffYellow) for the Richmond/Charlottesville trip
- [Twitter.com/40OffPurple](https://twitter.com/40OffPurple) for the Loudoun County trip
- [Twitter.com/Vatourismpr](https://twitter.com/Vatourismpr) for our media page

Visit our pressroom at www.vatravelstories.com for images, news releases and additional information about the 40th anniversary of Virginia is for Lovers.

Tourism is one of Virginia's most powerful industries, generating \$18.7 billion in revenue, supporting 210,000 jobs and generating \$1.2 billion in state and local taxes.