



New Persona-Based Tourism Marketing Campaign Selected for Silver Magellan Award

Virginia Beach, Va. – October 28, 2021 – Virginia Beach Convention & Visitors Bureau was named a silver winner at *Travel Weekly's* 2021 Magellan Awards announced last week. The destination's "Persona-based Family Vacation Campaign" was recognized in the Destination Marketing-Campaign-Advertising/Marketing category. The Magellan Awards are an annual recognition program of *Travel Weekly*, the travel industry's most prestigious trade publication.

Designed for leisure travelers in Virginia and other key drive markets, Virginia Beach developed an innovative approach to consumer travel marketing by crafting engaging storytelling from the perspective of two different family travel planners, "Samantha" and "Alex." The campaign highlighted the city's seven tourism districts for visitors at different stages of the planning process. Campaign messaging also focused on the destination's distinctive brand travel pillars (outdoors, beaches, history, arts & entertainment, culinary) to generate awareness and affinity for Virginia Beach travel options.

"We're thrilled to have been honored at the 2021 Magellan Awards," said Nancy Helman, Virginia Beach CVB interim director. "Being recognized for this new campaign while also making an unprecedented recovery underscores both the creative talent of our team and the value and desirability of our destination for the traveling public."

The Magellan Awards honor outstanding design, marketing and services in a broad range of industry segments including hospitality, travel destinations, cruise lines, online travel services, airlines and airports, travel agents and agencies, tour operators and ground transportation. A panel of top travel professionals representing the best names and most accomplished leaders from the industry oversee and judge the awards process.

To plan your Virginia Beach family vacation, visit www.visitvirginiabeach.com for information on events, accommodations, attractions and more.

About Virginia Beach

Virginia Beach, one of Virginia's most populous cities, resides where the Chesapeake Bay meets the Atlantic Ocean. The city is home to 35 miles of sandy beaches, a flourishing culinary and craft beer scene, rich history, a variety of arts and entertainment and family-friendly attractions that keep visitors entertained year-round. For more Virginia Beach information, including new attractions and experiences, or to plan your next trip, visit www.visitvirginiabeach.com.

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