

FOR IMMEDIATE RELEASE

2101 Parks Avenue, Suite 500	Virginia Beach, VA 23451	www.vbfun.com
	ph (757) 385-4700	fx (757) 437-4747

FOR MORE INFORMATION:

Ron Kuhlman Virginia Beach Convention & Visitors Bureau | 757.385.4700

Jessica Kraft BCF | 757.497.4811 | jkraft@boomyourbrand.com

2010 Virginia Beach Fact Sheet

Destination Overview



In Virginia Beach, visitors are invited to “Live the Beach Life” year-round. Offering the classic beach vacation, Virginia Beach maintains a long-standing reputation as a family-friendly oceanfront resort. With a mild climate year-round, Virginia Beach offers the ideal vacation for every season. Visitors are greeted by a 300-foot wide beach lined by Virginia Beach’s three-mile concrete oceanfront Boardwalk. After spending lazy days on the beach, the state parks and Back Bay National Wildlife Refuge beckon, enticing visitors to embark on hiking, kayaking, and biking adventures. Fishing, golfing, whale and dolphin watching, historic landmarks, the Virginia Aquarium and exciting events complete the Beach experience. Virginia Beach offers seaside lodging with spectacular views and delectable seafood dining experiences.

Virginia Beach Convention & Visitors Bureau and Virginia Beach Convention Center and the

The resort city is one of the nation’s premier year-round meeting destinations. The Virginia Beach Convention Center boasts more than 500,000 sq. ft. of flexible space. The Convention Center, certified by *Virginia Green*, is currently in pursuit of the Leadership in Energy and Environmental Design (LEED) certification. As a destination marketing organization, the Virginia Beach Convention & Visitors Bureau (CVB) manages the Convention Center which hosts regional and national trade shows, conventions, sports tournaments and special events, and sponsors some of the city's major festivals and special events. The CVB is a city department that plans and implements marketing strategies to attract consumer travelers, convention and meeting groups, a group tours.



Climate

The seaside resort’s year-round mild climate adds to Virginia Beach’s appeal as the perfect vacation destination for every season. Of Virginia Beach’s nearly 3 million visitors, 61% percent visit in the shoulder season (after Labor Day and before Memorial Day). For travelers in search of a more relaxed pace, fall, winter and spring are ideal for un-crowded beaches and back-to-nature activities. Winter whale watching, delectable Coastal Cuisine and Holiday Lights at the Beach add to the “cool season” vacation experience.

Location

Centrally located on the East Coast, Virginia Beach is situated in the southeastern corner of the state where the Atlantic Ocean meets the Chesapeake Bay. The resort city is within easy fly-drive access of two-thirds of the U.S. population. Norfolk International Airport – which hosts most major airline carriers and offers 200 flights daily – is just 20 minutes from the Virginia Beach oceanfront. Virginia Beach is also situated 45 minutes from Newport News/Williamsburg International Airport. For visitors driving to Virginia Beach, the resort city is just four hours away from Washington, D.C. and two hours from Richmond, Va.

DISTANCE FROM SELECTED CITIES (IN MILES):

Atlanta, Ga. 585	Chicago, Ill. 900	Philadelphia, Pa. 260	Washington, D.C. 200
Baltimore, Md. 250	Cleveland, Ohio 550	Pittsburgh, Pa. 445	Montreal, Quebec 705
Boston, Mass. 550	Detroit, Mich. 725	Richmond, Va. 105	Quebec City, Quebec 860
Charlotte, N.C. 345	New York, N.Y. 340	St. Louis, Mo. 920	Toronto, Ontario 760

AVERAGE TEMPERATURES

	Air High	Air Low	Water
January	50°F / 09°C	32°F / 01°C	47°F / 08°C
February	53°F / 10°C	33°F / 01°C	48°F / 09°C
March	59°F / 14°C	39°F / 05°C	48°F / 09°C
April	68°F / 19°C	47°F / 10°C	48°F / 09°C
May	75°F / 24°C	56°F / 15°C	58°F / 14°C
June	83°F / 28°C	65°F / 19°C	67°F / 19°C
July	87°F / 30°C	70°F / 22°C	73°F / 23°C
August	86°F / 29°C	69°F / 22°C	76°F / 24°C
September	81°F / 26°C	65°F / 19°C	72°F / 22°C
October	72°F / 21°C	54°F / 11°C	67°F / 19°C
November	63°F / 16°C	44°F / 07°C	60°F / 16°C
December	55°F / 11°C	37°F / 02°C	53°F / 12°C

Ocean and Bay Beaches



Virginia Beach boasts 35 miles of waterfront property, with a total of 14 miles of beach that is free and open to the public. In the Virginia Beach resort area, beautifully-landscaped pedestrian beach entrances are easy to find, and parking is ample. If you seek a more relaxed day at the beach, visit Chesapeake Beach (known to the locals as “Chick’s Beach”) for a more tranquil spot along the scenic Chesapeake Bay. Swimmers will enjoy the bay's protected shallow waters. For a more secluded environment, the Sandbridge area on Virginia Beach's southern shore is quiet and just 20 minutes from the main resort area. No hotels. Just breathtaking ocean-view rental homes, condominiums and peacefulness fill the

pristine Sandbridge shoreline. Sandbridge is partially surrounded by Back Bay National Wildlife Refuge. Sand sweeps from the shore to the streets where traffic is less and seagulls leave long-lasting footprints.

Accessibility



More than 95% of Virginia Beach’s visitors arrive by auto. When approaching from the west, the easiest routes are Interstate 64, U.S. 460 or U.S. 58. From the north and south, convenient routes are Interstates 85 or 95, U.S. 17 and U.S. 13 (crossing the world-famous 17-mile Chesapeake Bay-Bridge Tunnel, connecting the Eastern Shore with Virginia Beach). These routes intersect with Interstate 64, which connects with Interstate 264, leading directly to the Virginia Beach oceanfront. An Amtrak train connection is available in Newport News. Greyhound and Trailways Bus Lines operate in the area. Beginning at mile-marker zero, recreational boaters can follow the Intracoastal Waterway into the area.

From Virginia Beach, they can travel as far north as Boston and south to Brownsville, Texas.

Oceanfront Boardwalk

The Virginia Beach boardwalk dates back to 1888, and has been ranked among the “best American boardwalks” by *Discovery Channel*, “Dr. Beach,” *Southern Living* and *Coastal Living*. The concrete thoroughfare is an impressive 28 feet wide and three miles long with a separate bike path, making it ideal for strolling, rollerblading and biking. Entertainment is offered nightly during the summer months and four oceanfront stages at 7th, 17th, 24th and 31st Streets provide live musical acts. For handicapped accessibility, ramps from the boardwalk to the beach are available at every block. Located at 8th, 17th, 24th and 30th Streets are 8-foot wooden walkways that reach the water’s edge. Accessible restrooms are located at 17th, 24th and 30th Streets. Handicapped parking is found along the main thoroughfare.



Tourism and Visitor Profile

Tourism is one of the largest economic industries for Virginia Beach. Approximately 2.75 million people visit Virginia Beach annually, spending \$890 million and providing approximately 15,100 jobs within the city. More than 80% of visitors spend over \$500 during their visit to Virginia Beach. Typically, the Virginia Beach visitor is between 35-54 years old, married with children and has an average household income of more than \$87,000. A large majority of visitors arrive from the mid-Atlantic region. The city’s top states of visitor origin in descending order are: Virginia, Pennsylvania, Ohio, Maryland, New York, West Virginia, North Carolina, Connecticut, New Jersey, Kentucky, Illinois, Indiana, Massachusetts, Michigan, and Tennessee. The Northern Virginia, Maryland, West Virginia and D.C. DMA is the top DMA for total visitation, with 14.9% of visitors arriving from that DMA. Summer travelers from Canada make up 11.7% of overall visitation. The average distance traveled by visitors to Virginia Beach was 428 miles and 77% were repeat visitors – more than 93% of visitors said that Virginia Beach is a very good or a great place to visit. (*Statistics based on the 2009 Virginia Beach Summer Visitor Survey and the 2009 Virginia Beach Tourism Impact Study.*)

Lodging

Virginia Beach is an accommodating destination, with more than 12,000 hotel rooms, more than 1,800 campsites and several hundred rental cottages – and most offer ocean or bay-front vistas.

Dining

Enjoy the taste of coastal cuisine as you savor succulent seafood dishes, from steamed shrimp to oysters on the half shell. Agriculture is one of the top three industries in Virginia Beach, with miles of green space in the southern end of the city harvesting produce from fresh strawberries to yellow corn and squash. Therefore, the chefs are enticing visitors with the freshest seafood *and* the freshest produce. Nearly 300 restaurants serve up succulent seafood dishes, from fresh Chesapeake Bay crab cakes and steamed shrimp to stuffed flounder and the local favorite, striped bass (also known as “rockfish”). The restaurants celebrate a diverse range of cultures, offering a choices from Italian, Japanese and BB-Q to Mexican and Indian.



Shopping and Dining

Virginia Beach’s new downtown area, Town Center, spans 17 city blocks and features outdoor cafes, restaurants, upscale retail and nightlife, along with business-class and deluxe hotels. Virginia Beach also is home to Lynnhaven Mall and Hilltop Shopping Center. Approximately five minutes from the oceanfront, the Hilltop area features several shopping centers with stores such as Williams-Sonoma, Borders, Talbots, and Blue Ridge Mountain Sports. Along Atlantic Avenue, visitors will find quaint boutiques and souvenir shops.

Entertainment

Throughout the year, Virginia Beach pulsates with cultural celebrations, live music performances and diverse festivals, bringing the sights, sounds and flavors of the world to the oceanfront. New to Virginia Beach is the Sandler Center for the Performing Arts, a 1,300 seat performance venue featuring an exquisite grand lobby and outdoor performance plaza. The new venue provides a cultural centerpiece to the city, hosting regional and national artists in dance, music and theater including Tony Bennett, Bonnie Raitt, Itzhak Perlman and the Vienna Boys Choir. During the summer months, *Beach Street USA* provides free nightly family entertainment from the boardwalk to Atlantic Avenue. Roaming jugglers, musical acts, clowns and dramatic acts add a festival flavor. The Verizon Wireless Virginia Beach Amphitheater, with a 20,000 seating capacity, showcases such national recording artists as Dave Matthews, Elton John, Sheryl Crow and Aerosmith. Nightclubs in Virginia Beach offer everything from live local bands, Top 40 and jazz to country, comedy and beach music.



The Arts

Each year, more than 400 artists travel to Virginia Beach for one of the nation's most prestigious events, the Boardwalk Art Show and Festival, ranked as one of the Top 15 fine art shows in the U.S. by *Sunshine Artist Magazine*. The Contemporary Art Center of Virginia’s changing exhibits feature painting, sculpture, photography, glass, video and other visual media from internationally-acclaimed artists as well as artists of national and regional renown. Additionally, visitors can experience opera, dance and musical performances at venues throughout the region, including the new Sandler Center for the Performing Arts. Each spring, Virginia Beach also participates as a regional venue in the annual *Virginia Arts Festival*, which brings some of the world’s finest performers of classical music, dance, world beat and more to the Hampton Roads area.

Military Installations

At the jet observation park in Virginia Beach, visitors can watch the Navy's most sophisticated aircraft taking off and landing at Oceana Naval Air Station. It is one of only two master jet bases in the U.S. Navy and is host to the F/A-18 Hornet aircraft. Fort Story was established in 1917 as a coastal artillery post. Its history, however, dates to 1607 when America's first English settlers touched shore there before continuing on to Jamestown. Today, the installation is a training and test site for the Army's Joint Logistics-Over-the-Shore (J-LOTS). Its oceanfront location, two historic lighthouses, First Landing Cross and Battle Off the Capes Monument make it a popular stop for visitors. Other military bases in Virginia Beach include: the Naval Amphibious Base Little Creek, the major operating base for the amphibious forces of the United States Atlantic Fleet and the largest base of its kind in the world; Fleet Combat Training Center, Atlantic, Dam Neck which provides training in the operation and employment of combat direction and control systems; and the State Military Reservation, also called Camp Pendleton, which the state has traditionally allocated primarily for the use of the Virginia National Guard. *Note: Access to military bases may be restricted for public tours and a valid picture ID as well as a vehicle search is required.*



Awards

Throughout the years, Virginia Beach continues to receive numerous accolades. In 2009: Virginia Beach was listed as #9 for Best Beach Destinations in *Southern Living's* Readers' Choice Awards. Trip Advisor ranked Virginia Beach #12 for Best Family-Friendly Vacations. Virginia Beach ranked #10 in *Men's Health* 2009 Top 25 Fittest Cities. Virginia Beach ranked #6 in *Forbes Magazine's* 2009 Best Cities for the Outdoors. ForbesTraveler.com listed Virginia Beach in the 10 "Top American Boardwalks." *Marie Claire* featured Virginia Beach in the "20 Best Cities for Snagging a Seriously Great Guy." Virginia Beach also received top honors as a convention destination.

For Information

The official Web site for the Virginia Beach CVB, www.vbfun.com, provides help with online trip planning. Visitors also can call 1-800-VA-BEACH (800/822-3224) for more information. Please visit www.vbmeetings.com for more information about the new Virginia Beach Convention Center. For media information and digital images, click on www.vbpressroom.com.

Social Media

Virginia Beach is embracing social media as an exciting way to reach out to our visitors and media. Please follow us to find more info on events, packages and deals, weather and what's happening in Virginia Beach!

Twitter: <http://twitter.com/vabeachcvb>

Facebook: www.facebook.com/pages/Virginia-Beach-Live-The-Life

YouTube: www.youtube.com/user/vblivethelife

Flickr: www.flickr.com/people/virginiabeachcvb

Virginia Beach entices visitors to "Live the Life" year-round! Located in the southeastern corner of the state, Virginia Beach is four hours southeast of D.C. by car and within a day's drive or less from two-thirds of the U.S. population. For visitor information, call 1-800-VA-BEACH (800/822-3224) or visit www.vbfun.com for online trip planning. For media information and digital images, click on www.vbpressroom.com. Please follow us on Twitter at <http://twitter.com/vabeachcvb> and on Facebook at <http://www.facebook.com/pages/Virginia-Beach-Live-The-Life>.