



VADMO
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For Immediate Release (Warrenton, VA) – The Virginia Association of Destination Marketing Organizations (VADMO), an association supporting destination marketing organizations (DMOs) and the development of tourism and travel professionals in Virginia, announced the winners of the 2016 VIRGO Awards at their 2017 Tourism Symposium held at The Omni Homestead Resort in Hot Springs, Virginia on April 3rd, 2017.

The 2016 competition used the new categories debuted in 2015, which were designed to more accurately reflect the type of cutting edge promotional campaigns being waged state-wide. All entries were to occur or to have been completed between January 1, 2015 to July 2016. These awards pay tribute to individuals, groups, businesses and destination marketing organizations that have significantly contributed to the Commonwealth of Virginia's economy through tourism promotion and development.

Once again, Tubby Kubick of Chocklett Press helped us find outstanding judges who turned in results reflecting the high quality of submissions and a very close competition. The awards are determined based on the quality of the submission, economic efficiency, and the economic or community impact. The winners of the 2016 VIRGO Awards for their respective categories are listed below.

- **Advertising & Promotions - DMO Budget UNDER \$1 million: Combination**
Smithfield & Isle of Wight, "Smithfield Rocks"
- **Advertising & Promotions – DMO Budget OVER \$1million: Combination**
Visit Norfolk, "Dynamic. Distinct. Diverse. Campaign"
- **Advertising & Promotions - DMO Budget OVER \$1 million: Interactive**
Visit Fairfax, "Storytellers Video Series"
- **Advertising & Promotions – DMO Budget OVER \$1 million: Online and eMarketing:**
Visit Fairfax, "Visit Fairfax Online Marketing Campaign"
- **Destination Event of the Year:** Visit Fairfax, "2015 World Police & Fire Games"



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- **Niche Tourism - Eco/Adventure:** Alleghany Highlands, "Over the Water"
- **Niche Tourism - Culture/Heritage:** Alleghany Highlands, "Downtowns of Alleghany Highlands"
- **Niche Tourism - Arts and Music:** Newport News, "Art & Sculpture Tour: Expressions of Creativity"
- **Niche Tourism - Special Interest/Other:** Spotsylvania County, "2016 Courthouse Village Food Truck Rodeo"
- **Regional Marketing Initiative:** "Shenandoah Beerwerks Trail"
 - Staunton Tourism
 - Augusta County Economic Development & Tourism
 - Waynesboro Economic Development & Tourism
 - Harrisonburg Tourism
 - Lexington & the Rockbridge Area Tourism
- **Visitor Center Manager of the Year:** Barbara Gullickson - Norfolk
- **Sales Manager of the Year:** Mike Stoupa, Discover Prince William & Manassas
- **Peer Selected "Best in Show":** "Shenandoah Beerwerks Trail"
 - Staunton Tourism
 - Augusta County Economic Development & Tourism
 - Waynesboro Economic Development & Tourism
 - Harrisonburg Tourism
 - Lexington & the Rockbridge Area Tourism

"The strategy used in delivering these programs for member communities continues to impress." said VADMO Operations Manager, Brian Gorg.

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The Virginia Association of Destination Marketing Organizations is a not-for profit 501(c)(6) membership organization made up of destination marketing organizations, visitor bureaus, and the companies that support them. Since it started in 1978, the organization has been promoting professionalism within the Virginia tourism industry and has worked on behalf of its members to make sure that tourism and travel continue to be strong economic drivers in the



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Commonwealth's economy. For more information about VADMO please visit www.vacvb.com or contact the organization at +1 540-904-4710.