



SOUTHWEST VIRGINIA

REGIONAL MARKETING & BRANDING

Let Us Tell Your Story

Friends of Southwest Virginia's goal in marketing is to enhance and create a sense of pride in the Southwest Virginia brand while showcasing Southwest Virginia's authentic outdoor, music, and artisan experiences and promoting the region to the world as a tourism destination. Your participation allows you to access our programs and work in collaboration with a variety of partners all over the region. We provide access to content databases and inclusion in public relations initiatives.

The Area We Represent



Quick Facts About #SWVA

- 19 counties
- 4 independent cities
- 53 towns
- Located on the southern and western border of Virginia
- 8,600 square miles
- 2 national parks
- 11 state parks
- Over a thousand square miles of national and state forests
- 100+ music venues
- 190+ artisans

Marketing Access Program (MAP)

Friends of Southwest Virginia also offers the Marketing Access Program (MAP) to provide customizable packages for a variety of promotional needs. Small businesses and localities can put our assets to work for you – magnifying your reach into a diverse audience through turn-key solutions and experience in advertising, marketing, and digital solutions to achieve successful business goals.

Our staff works with individual clients to provide valuable tools, including branding development and logo design, content creation for blogs and publications, and website maintenance. Clients can also build from existing assets to prepare digital advertising campaigns.

Your Point of Contact

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SWVA Marketing Goals

Promote your destination through the following:

- Region-wide marketing collateral
- Consumer website: VisitSWVA.org
- Partner website: FriendsOfSWVA.org
- Press releases and travel media familiarization tours
- Direct marketing campaigns
- Regional itineraries
- Region-wide advertising campaigns
- Electronic consumer and group email newsletters
- Social media promotion

OUR GOAL: MARKET SWVA AS A WORLD-CLASS TOURISM DESTINATION



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Southwest Virginia Brand

Southwest Virginia is a vibrant culture of music and craft. It's a region of spectacular views, opportunities for outdoor recreation, and rich natural resources. We invite everyone to explore an undiscovered region of Virginia, a place that encapsulates the words Authentic. Distinctive. Alive. Southwest Virginia is truly "A Different Side of Virginia." Our goals are to increase the visibility of the Southwest Virginia brand and thus increase visitation, residency, and investment in Southwest Virginia in a sustainable and culturally authentic way.

We can provide regional partners with assets, such as distinctive branding colors, fonts, and imagery, to create a cohesive approach to bringing visitors to Southwest Virginia and promoting valuable attractions across the 19-county, 4-city footprint.



Southwest Virginia Tourism Awards 2022

Digital Asset Management Program (Canto)

Regional partners have access to this digital system to download and utilize resources for marketing needs.

Resources include:

- Photo and video database
- Branding materials

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