

# Promoting Tourism has Many Benefits



Destination promotion can drive broader economic development by:

1. Raising a destination's profile.
2. Increasing tourism and kicking off a virtuous cycle of economic development.
3. Generating local tax revenue.
4. Enabling public investment to improve the quality of life for residents, businesses and visitors.

Visit Virginia's Blue Ridge (formerly the Roanoke Valley Convention & Visitors Bureau) focuses on promoting the region by building brand awareness and showcasing stories/experiences, images and video through content marketing. Four videos have been produced highlighting the beauty of the Blue Ridge Mountains, Outdoor Recreation, Family Fun and Arts & Culture plus Entertainment in Virginia's Blue Ridge. The goal is to entice potential businesses and visitors to the region's official destination website [www.visitvbr.com](http://www.visitvbr.com) ultimately driving increased economic impact. These videos can be viewed at this link <https://www.visitroanokeva.com/region/videos/>

