

March 19, 2020 SVTA Annual Meeting Guest Speaker

Lindsey Norment



Brand Director
(804) 545-5578
lnorment@virginia.org

Virginia Tourism Corporation
901 E. Cary Street
Richmond, VA 23219

Lindsey Norment serves as the Brand Director for the Virginia Tourism Corporation. In this capacity, she leads the Brand department to strategically execute the vision of the iconic Virginia is for Lovers brand. Ms. Norment was raised in Richmond, Virginia. She is a graduate of James Madison University, where she studied Media Arts and Design. She currently resides in Richmond with her husband, Jeff, and their dog, Libbie.

Lindsey will cover the following in her presentation:

- The state of tourism - we have some recent travel sentiment and coronavirus research – travel sentiment is still positive. Travelers are still positive about their trips and trip spending. It has been surprisingly robust. Regarding Coronavirus, 80% indicated the virus did not impact their travel. Regarding cancellations, some 32% said a trip they are going to take in the next few months got canceled and another 19% said a trip they were going to take in the past month got cancelled. At corporate level – as you are aware - there is caution and it is being implemented in travel policy. In the near term, we are cautiously optimistic as some economic softness is anticipated. There is uncertainty in the market but the industry will continue to be resilient in the long run.
- Trends – with a big focus on disconnect to connect
- Opportunity markets – Virginia’s efforts in reaching to travelers from in and out-of-state markets. Some highlights from Chicago, NY/NJ and Philly markets. There is a lot of potential here especially with the outdoors and Virginia’s authentic culture.