



2021 VBHA TOP PRIORITIES

- Education and Engagement

Internally-provide a valuable source of educational data to all members vital to the health and prosperity of the industry

Externally-represent the hotel industry priorities with city and state legislators and community stakeholders

- Advocacy

In collaboration with industry stakeholders, share the positive attributes of tourism, to include, but not limited to, workforce initiatives and culture/quality of life in Virginia Beach with residents and guests.

- Tourism Development

Engage in activities and strategic planning to benefit the hospitality industry and residents with venue development opportunities, yielding additional visitation to the area.

- Community Engagement

Support campaigns in our community and industry that benefit and protect the residents and natural resources. Examples include: Adopt-A-Muster, Hospitality for the Holidays, FoodBank BackPack campaign, Beachy Clean/Clean the Bay Day initiatives and other community-minded activities.

- Business Networking

Provide networking opportunities for our members to build relationships and support the expansion of business.