



2026 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. Activate, maintain, and utilize social media opportunities.

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 the culture and quality of life in Virginia Beach with residents and guests. VBHA is an advocate and the voice of the tourism industry.

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.

Business Networking

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

Workforce Initiatives

Development of awareness campaigns for employee opportunities, retention, and advancement in the hospitality industry which provide lifelong opportunities and employment.