

Nature & Outdoor Recreation Product Strategies for the Virginia Tourism Industry



Summarized by the Virginia Tourism Corporation from the [Virginia State Tourism Plan](#)

March 2013,

Virginia Tourism Corporation,

PricewaterhouseCoopers

<https://www.vatc.org/wp-content/uploads/2017/06/VirginiaStateTourismPlanVTC3292013.pdf>

**VIRGINIA
IS FOR
LOVERS**
Virginia Tourism Corporation

Nature & Outdoor Recreation segment of the Tourism Industry

Summarized by the Virginia Tourism Corporation from the [Virginia State Tourism Plan](#) – March 2013, Virginia Tourism Corporation, PricewaterhouseCoopers
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Preface

Virginia Tourism Corporation (“VTC”) engaged PricewaterhouseCoopers LLP (“PwC”) to develop a statewide tourism plan that will guide the development of Virginia's tourism industry and serve as a blueprint for communities to develop products that will provide a competitive edge while also preserving the authenticity of its regions and the Commonwealth. The plan enables communities to build upon Virginia's diverse tourism assets and success as a destination while preparing it to compete in the global economy. Ultimately, the plan is designed to increase economic development through tourism.

This plan identifies a vision for the Commonwealth's tourism industry and establishes a set of desired outcomes, objectives, and strategies for both the public and private sectors to achieve this vision. This direction for tourism identifies the key lures or areas of focus for tourism products on statewide and regional bases to increase competitiveness. It also sets a framework for the tourism infrastructure, partnerships, promotions, and policies needed to support tourism growth.

This Appendix highlights the Nature & Outdoor Recreation product objective driving the future of tourism from the industry's perspective. Review this as a blueprint on what the Nature & Outdoor Recreation segment of the tourism industry Virginia should focus on to succeed in an over-competitive market.

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1. Statewide Section:

This section may be referenced in the March 2013 [Virginia State Tourism Plan](#) completed for the

Virginia Tourism Corporation by Price WaterhouseCoopers.

Nature & Outdoor Recreation Objective: Visitor experiences are further developed which highlight Virginia's natural beauty and natural assets

Strategies

1. Develop, maintain, and expand outdoor trails and water trails
2. Continue to develop and enhance outdoor experiences at parks, forests, recreation areas, nature areas, and preserves
3. Leverage Virginia's waterfronts
4. Seek and maintain designations for National Scenic Byways and the Virginia Scenic Byways and Scenic Drives
5. Develop enhance accommodations related to outdoor experiences

Strategy 1: Develop, maintain, and expand outdoor trails and water trails

Trails have the opportunity to create and define visitor experiences, connect destinations and attractions, and promote visitor themes. Virginia not only contains the longest section of the world-renowned Appalachian Trail, but also has numerous trails and water trails providing a variety of outdoor activities. Notable trails include the Virginia Birding and Wildlife Trails, Bike 76 Trail, Virginia Creeper Trail, and others as well as water trails such as the Captain John Smith Trail, Upper James Water Trail, and Mathews Maritime Heritage Trail.

Actions:

- Continue to develop trails related to hiking, biking, equestrian, birding, ATV, and watercraft (e.g. sailboats, kayaks, motorized boats, and rafts) to enhance outdoor experiences and connect attractions and destinations
- Complete trails under development such as the Virginia Capital Trail and Spearhead Trails
- Ensure accessibility to water and access to navigation information through mobile devices (apps, websites), signage, and maps
- Explore visitor amenities such as outfitters and guides, guides on call, trail "rest areas" and shade areas, as well as accommodations and other attractions near trails
- Explore distinctive trails that connect regions and areas outside the state, have specific themes, tie in other visitor themes (history, music, culinary, etc.), and seek designations such as National Recreation Trails

- Utilize events and festivals to enhance trail recognition and points of interest along trails
- Incorporate motorized access (cars, smart cars, golf carts, handicapped access or group access, etc.) with the recreation trails in a minimally invasive manner, as appropriate
- Include geo-caching activities along trails
- Explore the development of shuttle services to allow for one-way trail activity

Potential Success Factors:

- Collaboration between numerous local, state, and national entities
- Promotion of trails under development to residents to garner support and inform potential visitors of coming attractions
- Public investment for trail development and incentive programs to encourage private sector investment in visitor amenities to support trail visitors
- Leveraging programs such as the Virginia Recreation Trails Program and the Land and Water Conservation Fund

Strategy 2: Continue to develop and enhance outdoor experiences at parks, forests, recreation areas, nature areas, and preserves

With 35 state parks, 48 nationally designated parks, forests, recreation areas, and hundreds of local and regional parks, Virginia has a broad range of options for visitors to experience nature and engage in outdoor activities. Activities may include walking/hiking, biking, swimming, equestrian, camping, picnicking, boating, rafting, paddling, fishing, hunting and others. Ensuring accessible, distinctive, and enjoyable outdoor offerings increases the visitor experience.

Actions:

- Continue to develop distinctive experiences for visitors and residents to enjoy nature, observe wildlife, and engage in recreational and educational activities for various types of visitors from outdoor enthusiasts to “soft” recreation suitable for families and more relaxing outdoor activities and fully leverage the diverse landscapes from the mountains to beaches for these experiences
- Explore the development/expansion of new amenities on site or nearby such as additional park activities, accommodations (camping, lodges, cabins, etc.), outfitter and guide services, food/concessions, group facilities, and education facilities. These amenities should accommodate group business and larger travel parties, including the parking infrastructure for tour buses, RVs, large vehicles, etc.
- Consider designating certain parks/areas as "Adventure" parks, in addition to activities offered for families and for relaxing nature experiences. Adventure park

elements should be enhanced and developed to include elements such as rafting, zip lines, mountain biking, ATVing, high ropes courses, mountain climbing, hang gliding/paragliding, canyoning, etc., and other adventure activities that are typical for more extreme outdoor activities. In addition, other parks/areas could be positioned as "city breaks", relaxing getaways, or family adventures which offer nature, educational, and recreational experiences that are geared towards all types of visitors and experience levels and have a greater focus of walking trails, wildlife, canoeing, boating, camping, star-gazing, and other similar activities.

- Continue preservation, maintenance, and cleanliness of natural resources
- Ensure accessibility to recreational experiences, including infrastructure (informational and directional signage) maintenance for trails, and water access points
- Leverage the recognition of national parks, forests, and recreational areas, which are often most familiar and visible to out-of-state and international visitors. Park/area information should also be easily accessed through mobile devices for navigation and information about the park/area and destination offerings.
- Include park and recreation area elements that are kid-friendly, including distinctive play areas and smaller-scale adventures, as well as pet-friendly and horse-friendly elements
- Incorporate seasonal activities in park and recreation areas, which may include winter activities such as tubing, tobogganing, etc.
- Continue to utilize park areas for events and festivals

Potential Success Factors:

- Outdoor recreation opportunities should be enhanced and developed in a collaborative manner among government, businesses, community organizations, and residents, which may occur at a local, state, and national level
- Improvements or developments related to recreational attractions should be promoted to residents as well as visitors
- Policies should be maintained and developed which protect and preserve natural areas, yet allow for recreational use in a sustainable manner
- Direct investment will be required by the public sector for improvements and developments, and incentives for private sector investment in visitor amenities to support recreational assets should be explored

Strategy 3: Leverage Virginia's waterfronts

Virginia has vast miles of waterfront along its rivers, lakes, beaches, and coastlines where visitor opportunities for recreation and enjoyment in both natural and developed settings can be maximized. Virginia utilizes much of its waterfront areas in strategic locations for visitors and residents to enjoy nature and outdoor recreation from Tides Inn resort in Irvington to Buggs Island Lake in Southern Virginia to the James River Park in Richmond.

However, access to waterfront areas has been recognized as a challenge in certain areas, such as the Chesapeake Bay region or limited beach access in the Eastern Shore. Further sustainability and balance of these natural attractions with development will be critical elements for tourism growth.

Actions:

- Enhance and expand elements which enable and support water accessibility and recreation activities such as fishing, boating (including sailing and yachting), rafting, paddle sports (kayaking, canoeing, paddle boarding, etc.), tubing, hiking/biking activities along the shorelines, and others. Experiences are encouraged to be positioned as both eco-friendly and family-friendly. Accessibility features include boat ramps/slips, marinas, rentals/charters, guides/ tours, and parking. Outfitter businesses near water access points should also be encouraged and expanded in strategic locations to support waterfront activities. Infrastructure, including roads and signage directing visitors to water access points should also be improved.
- Create and enhance waterfront attractions for visitors and residents that are minimally invasive for the environment. Accommodations, dining/concessions, retail, and entertainment, such as event facilities, waterfront music, arts, and wine opportunities should be developed in strategic locations in proximity to coastline areas. New development or redevelopment should leverage the current aesthetic and character of the destination. For accommodations, coastlines present a key opportunity for resort development with on-site access to natural resources and recreation opportunities. Distinctive resort options should be explored, including luxury spa resorts, vacation rentals, cabins or cottages, outdoor retreats, floating accommodations, and other options.
- Maintain and develop parks, trails (water and land), piers, and boardwalk areas along coastal destinations equipped with points of interest, activity points, and educational information (nature, history, etc.). Themed trails that further enhance the visitor experience and connectivity should also be explored.
- Explore developing or expanding designated areas and preserves for fishing and hunting (both public and private), creating concentrated attraction areas and lending potential to further support amenity development. The licensing process for out-of-state visitors should continue to be convenient and efficient with licenses available from commercial locations and online.
- Further develop and promote rivers with rapids as white water rafting and kayaking locations. Outfitters, guides, river access points, parking, and other infrastructure (concessions, first aid, restrooms, etc.) should be developed in strategic locations to improve the rafting or kayaking experience. Outfitters and/or guides should offer transportation services for individuals or groups. Other visitor activities and supporting elements should also be available around access points.
- Continue preservation, maintenance, and cleanliness of natural resources to ensure ongoing use and appeal

Potential Success Factors:

- Approach waterfront development opportunities in a holistic manner for development that leverages the natural area, complements other destination attractions, and is respectful of the environment
- Cooperation among government entities, private businesses, and environmental organizations
- Maintain and develop policies which protect and preserve natural areas, yet allow for recreational use in a sustainable manner
- Investment may be led by the private or public sector, yet exploration of incentives for private sector investment in waterfront developments and businesses which serve as visitor amenities near the waterfront should be explored
- Leveraging potential resources for development assistance such as the Land and Water Conservation Fund and the Community Development Block Grants

Strategy 4: Seek and maintain designations for National Scenic Byways and the Virginia Scenic Byways and Scenic Drives

Through byways and scenic drives, Virginia is able to showcase its natural beauty throughout the year, including areas for prime foliage viewing and areas near coastlines as well as roads serving as connections among destinations and attractions. They are visitor experiences themselves and help to connect destinations and attractions. Virginia is nationally recognized for the Blue Ridge Parkway and other byways such as Skyline Drive and Colonial Parkway that leverage natural beauty and historic environment. Virginia's Back of the Dragon Trails is also an example of a scenic driving experience positioned for motorcycles.

Actions:

- Engage in planning process for byway and scenic drive designations with stakeholders on a collaborative basis and on a strategic basis to complement other tourism attractions
- Ensure signage, including directional signage and informational signage promoting nearby attractions/destinations and key milestones, is clear and easily visible
- Evaluate driving experiences to ensure accessibility, availability of picturesque stop-off points, and proximity to lodging and visitor amenities
- Ensure information on the drives and the opportunity to see Virginia's natural beauty is readily available, including mobile devices

Potential Success Factors:

- Collaboration of government, DMOs, and transportation authorities
- Leverage assistance from the VDOT, DCR, and the America's Byways program related to designations

- Marketing support for newly designated roads and byways, where additional promotion is needed beyond the state or national listing
- Ongoing maintenance and investment to maintain cleanliness, landscaping, and road upkeep to deliver on visitor expectations

Strategy 5: Develop enhance accommodations related to outdoor experiences

With the vast outdoors, Virginia offers a number of accommodations geared toward outdoor experiences, including cabins, camping, lodges, and nature-oriented resorts, including those such as Primland, the Homestead, Massanutten, and Mountain Lake Hotel to name a few. Additional accommodations to enhance nature-oriented experiences for visitors should be explored.

Actions:

- Evaluate the development of additional accommodations in a concentrated manner such as cabins, lodges, and cottages designed for outdoor experiences in strategic locations. Explore lodge options and suite accommodations which may be attractive for group business and larger travel groups such as multi-generational travelers.
- Explore the development of eco-oriented resorts and accommodations intended to embrace and highlight Virginia's beauty and natural assets and offer visitors distinctive experiences
- Study the expansion or development of winter-oriented resorts. The Homestead, Massanutten, Wintergreen, and Bryce also offer year-round outdoor experiences with skiing, snowboarding, snowshoeing, snowmobiling, and tubing. Virginia's climate and geography allow for winter activities, but in a much more limited fashion than more northern locations on the east coast. This, along with inherent weather volatility, call for the need to study these types of offerings.
- Consider the development of higher-end as well as rustic accommodations
- Incorporate lodging and outfitter partnerships with outfitter access from accommodations

Potential Success Factors:

- Investment for the development or enhancement of accommodations related to outdoor experiences may be led by the public or private sector and exploration of incentives for business developments or expansions
- Consideration of public/private partnerships to ensure development
- Evaluation and potential amendment for ordinances/ policies which may limit accommodation

1. Heart of Appalachia: Region 1 – Lenowisco & Region 2 – Cumberland Plateau

http://www.vatc.org/uploadedFiles/Partnership_Alliance_Marketing/HeartofAppalachiaRegionalSectionVTC3292013.pdf

Nature & Outdoor Recreation Objective: Visitor experiences are further developed which highlight Virginia's natural beauty and natural assets

Strategies:

- Develop, maintain, and expand outdoor trails and water trails
- Continue to develop and enhance outdoor experiences at parks, forests, recreation areas, nature areas, and preserves
- Leverage Virginia's waterfronts
- Seek and maintain designations for National Scenic Byways and the Virginia Scenic Byways and Scenic Drives
- Develop and enhance accommodations related to outdoor experiences

Additional Regional Actions:

- Complete the development of the Spearhead Trails and ensure distinctive outdoor trail experiences
- Explore the development or designation of adventure parks with rigorous activities attractive for outdoor enthusiasts and families, which may include mountain biking, rope courses, zip lines, ATVs, and other activities
- Continue promotion of the Birding and Wildlife Trails in the region, which includes the only Elk viewing visitor opportunity in Virginia further enhancing the outdoor brand of the region
- Leverage the Cumberland Gap National Historic Park as a cross-border asset with name recognition
- Continue support of Fish Virginia First initiative and develop/enhance fishing trails for the "mountain stream" fishing experience
- Pursue the development of Appalachian Spring Trail for connectivity among outdoor recreation experiences
- Develop a water trail for the Clinch River and ensure accessibility and amenities near the Clinch river and other water trails are developed
- Explore the development of additional driving trails, similar to Back of the Dragon Trails, which have the potential for scenic designations
- Explore the development of additional outdoor accommodations such as cabins, camping, and lodges near key recreation areas in strategic locations. Utilize history of the area to explore additional historic accommodations such as rustic lodges and mountain B&B.
- Explore the development and expansion of the equestrian businesses

- Explore opportunities to further develop and promote hunting experiences and supporting amenities for this market in strategic locations in the region

2. Blue Ridge Highlands: Region 3 – Mount Rogers, Region 4 – New River Valley, Region 12 – West Piedmont (Patrick & Franklin Counties)

http://www.vatc.org/uploadedFiles/Partnership_Alliance_Marketing/BlueRidgeHighlandsRegionalSectionVTC3292013.pdf

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Additional Regional Actions:

- Pursue the development of the Appalachian Spring Trail themed trail to connect various outdoor recreation opportunities
- Explore additional opportunities to enhance recreational trails with supporting activities or additional trail use activities
- Seek designations for Appalachian Trail Communities to help ensure more "soft" recreation and ensure accessibility and amenities near the Trail
- Continue to position Damascus as "Trail Town USA"
- Leverage the Blue Ridge Parkway to connect outdoor experiences
- Explore the development or designation of adventure parks with rigorous activities attractive for outdoor enthusiasts and families, which may include mountain biking, rope courses, zip lines, ATVs, and other activities, while continuing opportunities for relaxing or "soft" recreation
- Explore opportunities to further develop and promote hunting experiences and supporting amenities for this market in strategic locations in the region
- Continue support of the Fish Virginia First initiative and continue to develop fishing trails such as the Blue Ridge Fishing Trail for the "mountain stream" fishing experience
- Explore lakeside development at Smith Mountain Lake

- Develop and ensure accessibility and amenities near water trails and continue to maximize and promote the Blue Ridge Parkway designation as a National Byway
- Evaluate the need for additional cabins, camping, and lodges in strategic locations given the generally adequate availability of outdoor accommodations in the area
- Explore development of upscale-oriented lodging for the outdoors such as mountain lodges or resorts, which incorporate the character and nature of the region
- Explore connection of B&B's through B&B hikes or bike trails.

3. Shenandoah Valley: Region 5 – Roanoke Valley/Alleghany, Region 6 – Central Shenandoah & Region 7 – Northern Shenandoah Valley

http://www.vatc.org/uploadedFiles/Partnership_Alliance_Marketing/ShenandoahValleyRegionalSectionVTC3292013.pdf

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- Leverage Virginia's waterfronts
- Seek and maintain designations for National Scenic Byways and the Virginia Scenic Byways and Scenic Drives
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Additional Regional Actions:

- Seek designations for Appalachian Trail Communities
- Leverage the Blue Ridge Parkway to connect outdoor experiences
- Explore the development or designation of adventure parks, which may include mountain biking, rope courses, climbing, zip lines, winter sports, and other activities. Balance adventure elements with relaxing or "soft" recreation experiences offered throughout the region's mountains, forests, and parks.
- Continue to leverage the prominence of the Shenandoah National Park
- Continue to leverage the Blue Ridge and Allegheny mountains for outdoor experiences for climbing, hiking, winter sports, etc. and fully utilize their vistas and backdrop for scenic outdoor experiences that allow for year-round (four-season) opportunities in the region.
- Explore opportunities to further leverage and promote the natural springs in the Allegheny Highlands area, including Warm Springs, Hot Springs, and Healing Springs and the historic Jefferson Pools

- Continue to promote and leverage Upper James River Trail
- Explore water trail development for the Jackson, Maury, and Shenandoah Rivers and ensure accessibility and amenities near the trail
- Ensure maintenance of the Blue Ridge Parkway and Skyline Drive designations
- Evaluate the need for additional cabins, camping, and lodges in strategic locations given the generally adequate availability of outdoor accommodations in the area
- Explore development of additional upscale-oriented lodging for the outdoors such as mountain

4. Northern Virginia: Region 8 – Northern VA, Region 9 – Rappahannock/Rapidan (Fauquier, Rappahannock, Culpepper), & Region 16 – George Washington Regional Commission (Stafford, Spotsylvania, Caroline, Frederick)

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Strategies:

- Develop, maintain, and expand outdoor trails and water trails
- Continue to develop and enhance outdoor experiences at parks, forests, recreation areas, nature areas, and preserves
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Additional Regional Actions:

- Develop new trails and leverage current trails in the region, including the Captain John Smith Trail, the Virginia Birding and Wildlife Trail, and others
- Develop urban outdoor trails and those which help to connect destinations within the region
- Seek development of distinctive outdoor experiences and include the incorporation of history/heritage within parks
- Continue to leverage the prominence of national parks such as Great Falls, Manassas Battlefield National Park, and others
- Leverage waterfront areas along the Potomac River, Lake Anna, and others. This region is fortunate to have both developed and undeveloped coastlines. Maximize developed area coastlines for visitor uses such as accommodation offerings, restaurants, retail, and entertainment. Plans to redevelop Alexandria's waterfront, for example, should continue to be pursued.

- Tie other visitor themes, including arts, music, history, and wine to waterfront activities and features
- Maintain George Washington Memorial Parkway and Journey Through Hallowed Ground Byway designations
- Continue to leverage the scenic beauty of the region and explore accommodations which incorporate the outdoors, including resorts and rural B&Bs, as well as camping and cottages in strategic locations that incorporate waterfront, rural locations, and equestrian themes
- Lodges or resorts, which incorporate the character and nature of the region

5. Central Virginia: Region 9 – Rappahannock/Rapidan (Madison, Orange), Region 10 – Thomas Jefferson, Region 11 – Region 2000, Region 14 – Commonwealth Regional Council (Buckingham, Cumberland, Prince Edward, Amelia, Nottoway), Region 15 – Richmond Regional (Hanover, Goochland, Powhatan, Richmond, Chesterfield, Henrico), Region 19 – Crater (Dinwiddie, Sussex, Prince George, Colonial Heights, Petersburg), Region 23 – Hampton Roads (Southampton)

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Strategies:

- Develop, maintain, and expand outdoor trails and water trails
- Continue to develop and enhance outdoor experiences at parks, forests, recreation areas, nature areas, and preserves
- Leverage Virginia's waterfronts
- Seek and maintain designations for National Scenic Byways and the Virginia Scenic Byways and Scenic Drives
- Develop and enhance accommodations related to outdoor experiences

Additional Regional Actions:

- Complete the Virginia Capital Trail
- Continue to leverage other trails in the region such as the Captain John Smith Water Trail and Virginia Birding and Wildlife Trail
- Explore the development of additional trails and water trails which can be distinctive outdoor assets for the region
- Continue to develop outdoor getaway experiences for wine visitors
- Continue to develop James River recreation

- Continue to explore winter activity development in strategic locations, such as expansion of the Snowflex Centre in Lynchburg and leveraging activities at the Wintergreen Resort
- Leverage waterfront areas along the James River, Lake Anna, Smith Mountain Lake, and others. This region is fortunate to have both developed and undeveloped coastlines to attract visitors.
- Explore the development/enhancement of accommodations (resort, B&B, lodge/cabins/cottages, etc.), restaurants, and entertainment along waterfront in a minimally invasive manner
- Tie other visitor themes, including arts, music, history, and wine to waterfront activities and features
- Continue to leverage scenic beauty of the region and explore accommodations which incorporate the outdoors, including resorts and rural B&Bs, as well as camping and cottages in strategic locations that incorporate waterfront

6. Chesapeake Bay: Region 16 – George Washington Regional Commission (King George), Region 17 – Northern Neck, Region 18 – Middle Peninsula

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Additional Regional Actions:

- Develop and enhance trails and water trails for distinctive outdoor experiences
- Ensure water accessibility at park areas and along coastlines for boats, canoes, kayaks, fishing piers, etc.
- Continue educational and experiential features for coastal wildlife and aquaculture
- Leverage waterfront areas in the region along the Potomac River, Rappahannock River, Chesapeake Bay, and other water areas for nature and recreation, including boardwalks, piers, and lighthouses along coastal areas as well as commercial opportunities, which may include restaurants and accommodations

- Ensure water accessibility for recreation as well as information visibility regarding coastlines. Tie in other visitors themes, including wine and arts with coastal experiences.
- Explore the development of additional outdoor related accommodations near the water, which may include eco-oriented resorts as well as cottages and camping opportunities

7. Coastal Virginia – Eastern Shore: Region 22 – Accomac-Northampton

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- Develop and enhance accommodations related to outdoor experiences

Additional Regional Actions:

- Ensure water accessibility for the destination, including boat ramps, kayak access, fishing piers, and outfitters and guides which allow for water and coastline navigation
- Work with federal agencies such as the National Park Service and the U.S. Fish and Wildlife Service to ensure sustainability and access to beach at Assateague Island
- Develop and enhance trails and water trails for distinctive outdoor experiences. Water trails should ensure ease of access for boats, canoes, kayaks, etc. Bike trails should ensure water visibility.
- Continue to enhance park and recreation areas for visitors, including kid-friendly activities related to water recreation
- Continue educational and experiential features for coastal wildlife and aquaculture
- Leverage waterfront areas that surround the peninsula, including visibility and awareness of waterfront areas from U.S. 13, access to coastal areas, including boardwalks, piers, and lighthouses, and commercial opportunities such as restaurants and eco-oriented resorts
- Explore the development of additional outdoor-oriented accommodations near the water, which may include eco-oriented resorts as well as cottages and camping opportunities

8. Coastal Virginia – Hampton Roads: Region 15 – Richmond Regional (New Kent, Charles City), Region 19 – Crater (Surry), Region 23 – Hampton Roads (James City, York, Isle of Wight, Surry, Williamsburg, Newport News, Hampton, Poquoson, Norfolk, Virginia Beach, Chesapeake, Portsmouth, Suffolk, Smithfield

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Additional Regional Actions:

- Develop new trails and leverage current trails in the region, including the Captain John Smith Water Trail, Capital Trail, U.S. Bicycle Route 76, and the Washington Rochambeau Revolutionary Route National Historic Trail. Develop urban trails and those which help to connect destinations within the region. Trails related to National Refuge Areas should be minimally invasive, yet allow for select motorized access.
- Continue to enhance park and recreation areas for visitors, including kid-friendly activities at state and historical parks
- Continue educational and experiential features for coastal and other wildlife experiences, including coastal wildlife tours and whale watching opportunities
- Continue to leverage waterfront areas along the James River, York River, Elizabeth River, Chesapeake Bay, and Atlantic Ocean for both nature-oriented and commercial activities. This region is fortunate to have developed and undeveloped coastlines. Beach areas and commercial waterfront areas should continue to be improved, including those beyond Virginia Beach, with enhancements of waterfront accommodation offerings, restaurants, retail, entertainment, and family-friendly activities. Plans to redevelop Norfolk's Waterside Festival Marketplace, for example, should continue to be pursued to enhance the attractiveness of this urban waterfront area. Coastline areas should continue to be accessed for trails, boardwalks, piers, lighthouses, etc. and be used to tie in other visitor themes, such as arts and music.
- Maintain water accessibility through marinas and boat slip areas and with visibility and accessibility to guides, outfitters, etc.

- Ensure improvements are clustered and concentrated in strategic areas that complement existing offerings
- Continue to maintain Colonial Parkway national byway designation and other state recognized scenic roads
- Explore outdoor-related accommodations in strategic locations. While the region is fortunate to have a relatively strong level and wide variety of accommodations, including those which leverage beach and coastal areas, additional outdoor-related accommodations such as campgrounds and cabins may be explored in strategic locations.

9. Southern Virginia: Region 12 – West Piedmont (Henry, Pittsylvania, Danville, Martinsville), Region 13 – Southside (Brunswick, Halifax, Mecklenburg, South Boston, South Hill), Region 14 – Commonwealth Regional Council (Charlotte, Lunenburg), Region 19 – Crater (Greenville)

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Additional Regional Actions:

- Continue to develop portions of the Tobacco Heritage Trail areas, boardwalks, and trails. Leverage the waterfront for more
- Explore the development of the previously proposed Beaches to Bluegrass Trail
- Increase number of outfitters near trail access points
- Continue to enhance park and recreation areas for visitors, including water accessibility for fishing and water recreation
- Develop distinctive outdoor experiences from competitive states
- Increase the number of outfitters near park/recreation areas
- Leverage waterfront areas for recreation, such as those around Buggs Island Lake. Ensure water accessibility for fishing and water recreation as well as shore level access through lake side commercial developments, such as Clarksville, including accommodations (resort, B&B, cabins/cottages), restaurants, and entertainment such as arts and music venues (permanent or temporary).

- Continue support of Fish Virginia First initiative and explore the development of fishing trails around Buggs Island Lake
- Increase number of outfitters near waterfront areas
- Explore the development of additional outdoor-related accommodations, including cottages, cabins, and camping opportunities along waterfront areas and other locations in a concentrated manner