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News Release

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2023 Supernova International Ska Festival Receives Virginia Tourism Corporation Grant for Tourism Marketing

Governor Glenn Youngkin announced that the 2023 Supernova International Ska Festival has received a grant for \$9930 from the Virginia Tourism Corporation (VTC) Regional Marketing Program (RMP). In total, VTC awarded more than \$3.2 million for 236 local and regional tourism marketing programs across the state to help increase visitation and revenue for Virginia's localities through tourism.

The Supernova International Ska Festival is the largest ska event in the United States with the next festival taking place at historic Fort Monroe, in Hampton on September 15-17, 2023. The festival is currently partnering with the City of Hampton and Fort Monroe Authority and will feature 36 bands from 9 countries. The Grammy Awards recently named the festival as one of its [Top 10 indie festivals for 2023](#), adding that Supernova is "a masterclass in multigenerational heroes in ska and far, far beyond, with performances by acts such as Fishbone, Sister Nancy, the Toasters, Tokyo Ska Paradise Orchestra and the Untouchables."

"We're looking forward to our continued collaboration with the Supernova Ska Festival and Virginia Tourism Corporation to host a weekend filled with LOVE," said Director of Hampton Convention & Visitor Bureau, Mary Fugere.

"We're excited to be the location for the Supernova International Ska Festival this September and to welcome this international audience to the rich history and culture here in Hampton at Fort Monroe," said Glenn Oder, Executive Director of the Fort Monroe Authority. "As part of this festival, we will encourage concert guests to visit our new Visitor Center and to walk the halls of history in our historic Casemate Museum."

"VTC's tourism marketing and sponsorship programs are designed to increase visitor spending by leveraging limited marketing dollars, to stimulate new tourism marketing through partnerships, and to extend the "Virginia is for Lovers" brand to drive visitation," said Rita McClenny, VTC President and CEO. More information on VTC's Marketing Leverage and Regional Marketing Programs can be found at vatc.org/grants.

"Driving inbound out-of-state overnight visitation is a key economic strategy and the VTC grant, and sponsorship programs help create unique partnerships that have tangible

economic impacts across Virginia,” said Secretary of Commerce and Trade Caren Merrick. “Many of these programs also support regional marketing initiatives designed to encourage Virginians to explore their own state.”

For more information on Supernova International Ska Festival, visit Supernovaska.com.

About Virginia Tourism Corporation

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and vacation. Learn more at virginia.org.

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Partially bordered by the Hampton Roads harbor and Chesapeake Bay, Hampton, with the 344,000 sq. ft. Hampton Roads Convention Center and the award-winning Hampton Coliseum, is located in the center of Coastal Virginia and the Hampton Roads metropolitan area. Hampton is the site of America's first continuous English-speaking settlement, the site of the first arrival of Africans in English North America, and is home to such visitor attractions as the Virginia Air & Space Science Center, Fort Monroe National Monument, Hampton History Museum, Hampton University Museum, The American Theatre, among others.