

virginia BUSINESS

Va. tourism pitch hits Saks Fifth Ave. windows

Cavalier, Keswick, Salamander resorts featured in displays

New Yorkers and Manhattan visitors will spot an intriguing sight at the Saks Fifth Avenue flagship department store — two windows featuring a Virginia tourism campaign.

Virginia Tourism Corp., United Airlines and Saks partnered to highlight three high-end resorts in Virginia — the Historic Cavalier Hotel and Beach Club in Virginia Beach, Keswick Hall in Albemarle County, and Middleburg's Salamander Resort & Spa — in two windows at the luxury department store at the corner of 50th Street and Fifth Avenue in midtown Manhattan. The windows, which include the state's famous slogan "Virginia Is for Lovers," were unveiled Friday and will remain in place for two weeks, according to the VTC.



Virginia Tourism Corp., in partnership with United Airlines and Saks Fifth Avenue, unveiled two windows at Saks' flagship store in Manhattan on April 21, 2023. Photo courtesy Luis Guillén for Saks Fifth Avenue.