


Virginia Tourism Corporation Partner Services
What VTC Can Do For You!

Virginia is for Lovers 

Mission: Increase Business

The Virginia Tourism Corporation (VTC) serves the broader interests of the economy of Virginia by supporting, maintaining and expanding the Commonwealth's domestic and international inbound tourism and motion picture production industries in order to increase visitor expenditures, tax revenues and employment.

Goal: More People, Staying Longer, Spending More Money

The VTC and its Board of Directors work with Virginia's public and private tourism sectors and key strategic partners to develop and implement programs that support the agency's primary goal of getting *more people to stay longer and spend more money*. As part of the Virginia Tourism Corporation, the Virginia Film Office (VFO) shares VTC's mission and overall goal and promotes the Commonwealth to key domestic and international targets.

Structure: Four Key Divisions

The VTC employs 70 full-time and 39 part-time workers and is made up of four main divisions:

- 1. Administration**
 - *Executive Office*
 - *Finance and Accounting*

- 2. Marketing and Promotions**
 - *Promotions*
 - *Electronic Marketing*
 - *Sales, Domestic and International*
 - *Research*
 - *Tourism Development*

- 3. Corporate Communications**
 - *Advertising*
 - *Public Relations*
 - *Graphics*

- 4. Film and Industry Relations**
 - *Virginia Film Office*
 - *Customer Service and Industry Relations*

1. Administration Division

The Administration Division represents the office of the President and CEO, the Vice-President of Administration and Finance and their staffs. Administration is responsible for ensuring that VTC programs are managed efficiently and effectively and that they are adequately funded and staffed to support the agency's core mission.

The Virginia Tourism Corporation operates with a budget of just over \$18 million, including \$1.5 million dedicated to promoting Jamestown 2007. This budget funds VTC's domestic and international marketing programs, operations at ten state welcome centers, the Virginia Film Office and the new Tourism Development Division.

The VTC staff embodies a culture of excellence. The internal positioning statement is "to be the best tourism office in the United States (BTO)." To achieve that status, all VTC programs are results-oriented, creative, reflect superior customer service and build partnerships. The VTC ideology embodies unity, shared vision, empowerment, passion, appreciation, a happy work environment, superior customer service, results-oriented performance and drive.

Contacts:

Alisa Bailey – President & CEO
(804) 545-5510 ► abailey@virginia.org
www.vatc.org/administration/

Roy Knox – Vice President of Administration and Finance
(804) 545-5522 ► rknox@virginia.org
www.vatc.org/administration/

Merchandising

Virginia is for Lovers is the state's official tourism logo and slogan. In its 37th year, the logo/slogan is one of the most recognizable after *I Love New York*.

Virginia is for Lovers merchandise is available to consumers and Virginia tourism industry partners on www.Virginia.org/buystuff/ or by calling 1-888.WE.LUV.VA. Ext. 7

Retailers can order merchandise through the wholesale website. Before doing so, they must register with Design Lab, the *Virginia is for Lovers* merchandise provider.

Contact:

1-888.WE.LUV.VA

2. Marketing and Promotions Division

The Marketing and Promotions Division includes Promotions, Electronic Marketing, Domestic and International Sales and Research and Tourism Development. The Marketing and Promotions Division works as a unit to target potential travelers to Virginia by creating and implementing integrated programs that motivate travelers to visit, stay longer and spend more money while vacationing in Virginia.

An integrated approach to marketing also leverages resources for maximum impact. This results in a unified message in the marketplace. This approach also fosters partnerships. In FY 2005, VTC successfully leveraged marketing funds 3:1 through strategic partnerships. VTC recognizes that partnerships are critical to success and vital in times of scarce financial resources.

Strategic partnerships are another critical element in VTC's marketing approach. The Marketing and Promotions Division also works to leverage funds through strategic partnerships, including Capital Region USA and Travel South USA, regional coalitions that market Virginia's assets to international consumers.

Contact:

Diane Béchamps, Vice President of Strategy and Marketing
(804) 545-5542 ► dbechamps@virginia.org
www.vatc.org/marketing/

Promotions Department

The Promotions Department supports Advertising, Public Relations, Electronic Marketing and Domestic and International Sales with promotional opportunities that generate increased inquiries and leads and stimulate increased interest and visitation by supporting VTC's integrated marketing programs.

The department's objectives include extending brand messaging opportunities, generating additional leads, developing industry and corporate partnerships, providing prizes for promotions, maximizing national exposure and maximizing online exposure.

Contact:

Julia Scott, Promotions Manager
(804) 545.5575 ► jscott@virginia.org
www.vatc.org/promotions/promotions.asp

Electronic Marketing Department

Virginia Tourism Corporation's Electronic Marketing Department develops and promotes Virginia tourism through Web site, e-mail and search engine marketing. Electronic Marketing studies business and consumer technology and trends and partners with state, regional and local tourism entities to inventory and market Virginia's tourism assets to consumers online. Electronic Marketing also works with VTC's many departments to maximize their use of business- and Web-based technologies, including eCRM (Customer Relationship Management through e-mail, Web sites, and other electronic media).

Contact:

Wirt Confroy, Electronic Marketing Director
(804) 545-5552 ► wconfroy@virginia.org
www.vatc.org/emarketing/

Electronic Marketing Opportunities:

www.Virginia.org – The Commonwealth’s official travel and tourism Web site is www.virginia.org. All of VTC’s marketing drives travelers to [Virginia.org](http://www.virginia.org) to find and book the best Virginia has to offer. Visitation to [Virginia.org](http://www.virginia.org) has increased more than 209 percent since 2004. It continues to climb.

Virginia’s tourism industry is encouraged to advertise, for free, lodging, dining, attractions, events, packages and outdoor activities on www.Virginia.org. Once posted, the information is used by VTC’s call center, welcome centers and travel media. The information is also included in the Virginia Travel Guide. A quick and easy online tutorial is available on www.Virginia.org under Add/Update Listing at the bottom of the home page.

Contact:

Angela Wiggins, Electronic Marketing Coordinator
(804) 545-5533 ► awiggins@virginia.org

Getaways – One of the hottest, most successful ways to help visitors find and book their Virginia vacations is through suggested “Getaways.” Unlike itineraries, which are more ‘day one, day two’ tours, getaways are overviews of notable, popular, new and special, unexpected attractions, shopping, lodging and dining in a specific area. The [Virginia.org](http://www.Virginia.org) Web site and consumer eNewsletter both encourage visitors to come to Virginia and find their perfect 48-hour, unexpected getaway. Localities are encouraged to submit the getaways that best reflect their area.

Contact:

Sandy Westmoreland, Electronic Marketing Specialist
(804) 545-5557 ► swestmoreland@virginia.org

Packages – Like Getaways, packages are a popular and effective way to help visitors find and book their Virginia vacations. Localities that offer packages with elements including lodging, dining, attractions, events, shopping and outdoor experiences can also post them on [Virginia.org](http://www.Virginia.org) year-round, for free, and VTC will drive visitation to them. Visit www.Virginia.org/hotdeals for examples.

Contact:

Angela Wiggins, Electronic Marketing Coordinator
(804) 545-5553 ► awiggins@virginia.org

Tourism Web site Data Sharing – VTC’s data sharing program can save Virginia’s tourism localities and regions considerable Web site development time and costs. Let VTC and [Virginia.org](http://www.Virginia.org) collect, inventory and manage community events, accommodations, attractions and packages. VTC then sends this same local tourism information back to the community’s own local tourism Web site. This is a cost-effective and timely way to market local assets to consumers online.

Contact:

Dave Neudeck, Electronic Marketing Strategist and Programmer
(804) 545-5554 ► dneudeck@virginia.org

www.VATC.org – VATC.org is the Commonwealth’s official travel and tourism industry Web site, a powerful tool in uniting Virginia’s travel industry efforts. The industry is encouraged to visit often to find the latest advertising opportunities, trade show schedules, local and state travel research and more. VATC.org is a great way for the industry to stay in touch with VTC and get the information it needs.

Virginia eNewsletter – The VTC publishes a monthly consumer eNewsletter to provide information on how it markets Virginia and uses Web site ad listings and information.

Visit www.Virginia.org to sign up.

VTC Dashboard – The VTC publishes a monthly tourism industry e-mail to provide the latest information on tourism news, research, development and marketing opportunities.

Visit <http://www.vatc.org/newsletter/newslettersignup.asp> to sign up

Co-Op E-mail Opportunities – Using Web sites, e-mail and packages, Virginia Tourism and partner eBrains are reaching consumers on the Internet, where they are looking most.

Contact:

Mary Lewis, eBrains, for pricing and availability
(804) 231-7994 ► mlewis@ebrainsinc.com

Search Engines, Link Sharing – By linking from one’s homepage and Web site to Virginia.org, an attraction can potentially increase the free, natural ‘rise to the top’ of popular search engines, such as Google, MSN and AOL. The more reciprocal links shared with Virginia.org and vice versa, the greater chance an attraction’s Web site and Virginia.org will be featured at the top, where travelers are looking first.

Contact:

Dave Neudeck, Electronic Marketing Strategist and Programmer
(804) 545-5554 ► dneudeck@virginia.org

Sales Department, Domestic:

The Sales and Marketing Department is responsible for planning, implementing and evaluating direct sales and marketing activities to promote Virginia as a travel destination and to generate increased visitation and economic impact from selected domestic markets. It develops and implements marketing programs that target both the Virginia travel industry and domestic travelers through third party sellers, including tour operators, tour wholesalers, retail travel agents, AAA counselors, bank travel managers, group leaders, airline representatives, travel industry trade suppliers, travel trade media and meeting and convention planners. VTC reaches these segments through trade and consumer shows, sales calls, telemarketing, sales missions and site inspection tours of Virginia. Various opportunities exist for industry partners to participate in trade shows, domestic and international marketing, advertising and promotions.

Contact:

Carol Torricelli, Director of Sales
(804) 545-5543 ► ctorricelli@virginia.org
www.vatc.org/marketing/domestic.asp

Sales and Marketing Trade and Consumer Shows – Visit www.vatc.org/marketing/ for a complete list of sales and marketing trade and consumer shows staffed by VTC and industry partners.

Marketing Hit Squad – The industry is encouraged to invite VTC staff to tour its attractions.

Contact:

Robin Mamunes, Senior Marketing Coordinator
(804) 545-5545 ► rmamunes@virginia.org

Sales Department, International (Canada):

With the support of one dedicated sales person and two in-market representatives, one in Toronto and one in Montreal, Virginia markets itself to Canada. The marketing strategies for Canada are based on annual research provided by Statistics Canada. The provinces of Ontario (62 percent) and Quebec (30 percent) account for approximately 92 percent of Canadian visitors to Virginia. Top activities enjoyed by Canadians who vacation in Virginia include shopping, sightseeing, visiting friends or relatives and participating in sports/outdoor activities. In 2004, 436,800 Canadians came to Virginia (a 9.4 percent increase from 2003). The estimated spending by Canadian travelers in Virginia is \$68 million (a 17.5 percent increase from 2003). VTC also participates in Travel South USA (TSUSA), a marketing coalition made up of Virginia and 11 other southern states. TSUSA's primary USA market is domestic motor coach; its international target market is Canada.

Sales Department, International (Overseas):

To market its tourism assets to the international audience, VTC participates in the Capital Region USA, Inc. (CRUSA) tourism coalition. The coalition, comprised of the Virginia Tourism Corporation, the Washington D.C. Convention and Tourism Corporation and the Maryland Office of Tourism Development, markets the area's tourism assets overseas.

The CRUSA coalition employs three marketing representatives and two public relations representatives who manage in-country marketing initiatives in the United Kingdom, Germany, continental Europe and Scandinavia. CRUSA employs one full-time executive director.

Through shared resources and vision, CRUSA strives to increase inbound visitation from foreign countries. International markets are selected based on the non-stop daily flights from foreign countries to Dulles International Airport and passenger volume from each market. CRUSA targets each of these markets by implementing strategic marketing programs and developing public- and private-sector partnerships.

Contacts:

Diane Béchamps, Vice President of Strategy and Marketing
(804) 545-5542 ► dbechamps@virginia.org
www.vatc.org/marketing/international.asp

Matt Gaffney, Executive Director, CRUSA
(410) 647-4270 ► mgaffney@capitalregionusa.org

Research Department:

All marketing begins and ends with research. The VTC Research Department is a vital component of the Marketing and Promotions Division. The Research Department provides support through all phases of VTC's domestic and international marketing strategies. The main focus of the research program includes assessing visitor demographics, identifying target audiences, tracking visitation trends and evaluating the overall effectiveness of the marketing programs.

The VTC Research Department provides similar support to the tourism industry by providing customized visitor profiles, timely travel-related trends and estimates of traveler spending in Virginia and its localities.

Virginia Visitor Study – This study provides detailed trip characteristics and demographic information on all visitors to Virginia. Customized profiles can be generated to help target or segment an audience. Call for availability and pricing.

Travel Trends – Access to current travel trends, including economic impacts, lodging and restaurant taxable sales, occupancy rates and other travel-related data that are area-specific.

Economic Impact of Traveler Spending – The study provides 2003, 2004 and 2005 estimates of domestic traveler expenditures in Virginia and its 134 counties and independent cities, as well as the employment, payroll income and state and local tax revenue directly generated by these expenditures.

Contacts:

Will Simmons – Research Director
(804) 545-5548 ► wsimmons@virginia.org

Sean McCarthy – Research Manager
(804) 545-5549 ► smccarthy@virginia.org
www.vatc.org/research/

Tourism Development Department

The new Tourism Development Department was created to support the Virginia Works program, a new economic development initiative that seeks to change the way Virginia conducts economic development in rural and economically depressed areas of the state. The Tourism Development Department works to create and expand Virginia's tourism product base, as well as to support existing tourism businesses and tourism programs in Virginia. Tourism Development focuses on promoting new tourism businesses and the development of community-based tourism products throughout the Commonwealth, with special emphasis on economically challenged areas, such as Southwest, Southside and the Eastern Shore. The department accomplishes this through technical support, facilitation of resources, and integration with other state and federal agencies. Its mission incorporates the core components of the Virginia Works Program, which are:

Business Development – Assistance with entrepreneurial development, including business plans, financial planning, regulations and other business-related issues for both new and existing tourism businesses.

Tourism Program Development – Assistance with launching a tourism promotion program within a community or region.

Strategic Planning – Assistance with community and organization planning.

Funding – Assistance with identifying funding sources, including grants and loans, for tourism businesses and programs.

Industry Liaisons – Facilitating relations with existing tourism organizations and with other agencies helpful to the tourism industry, including the Virginia Departments of Housing and Community Development, Conservation and Recreation, Transportation and other state and federal agencies.

Contact:

Steve Galyean, Tourism Development Director
(804) 545-5517 ► sgalyean@virginia.org
www.vatc.org/development/

3- Corporate Communications Division

The Corporate Communications Division includes Advertising, Public Relations and Graphics. Marketing and Promotions and Corporate Communications work together daily on integrated programs that leverage funds, generate inquiries and sales leads and monitor and evaluate results.

Advertising Department

The Advertising Department develops and promotes Virginia tourism through print, broadcast and outdoor media as well as Web-based venues. The consumer media plan targets frequent travelers within markets that provide the highest potential number of visitors to Virginia. The program's objectives are to:

- Provide Virginia's tourism industry with affordable joint advertising opportunities
- Generate inquiries for the Virginia Travel Guide and other program publications
- Strengthen the Virginia brand
- Promote visitation to Virginia.org

Contact:

Jovandra Cox, Advertising Manager
(804) 545-5567 ► jcox@virginia.org
www.vatc.org/advertising/

Joint Advertising – Access to affordable multi-media advertising. Industry discounts are negotiated with the VTC media buys and offered to the industry as cooperative partnerships.

Visit www.vatc.org/advertising/coopadprog/partneradvertising.asp for details.

Travel Guide and Golf Guide – Call for ad and listing prices.

Contact:

Judy Watkins, Publications Specialist
(804) 545-5563 ► jwatkins@virginia.org

Photo/Video Library – Images and B-roll available to tourism industry partners.

Contact:

Judy Watkins, Publications Specialist
(804) 545-5563 ► jwatkins@virginia.org

VTC Media Plan – Review VTC's media placement calendar.

Visit www.vatc.org/advertising/

Custom Logo Use – Customized *Virginia is for Lovers* “trade” logos for Virginia tourism industry partners.

Contact:

Cheryl Exley, Graphic Design Manager
(804) 545-5564 ► cexley@virginia.org

Public Relations Department

The Public Relations Department promotes and markets Virginia as a premier travel destination. Public Relations works with all marketing divisions to generate positive publicity focused on Virginia's rich tourism product, including drivers and growth markets. Public Relations works with targeted media to increase inquiries and visitation as well as to raise awareness of Virginia as a tourism destination and of tourism as an economic generator for the Commonwealth. Public Relations' overall objective is to generate domestic publicity with an advertising-equivalency value of \$4.75 million through public relations strategies in conjunction with the VTC integration team in target domestic markets.

Public Relations disseminates tourism-related news and information to the media and the Virginia tourism industry. The Public Relations Department can assist the industry in promoting its destinations, events or businesses. The industry is encouraged to make sure the Public Relations Department is on its media mailing list.

Contact:

Martha Steger, Public Relations Director
(804) 545-5572 ► msteger@virginia.org
www.vatc.org/pr/
www.vatc.org/pr/mediacenter.asp

Tamra Talmadge Anderson, Director of National Media
(804) 545-5573 ► ttanderson@virginia.org

Media tours promotion – Assistance in arranging a media tour and Virginia Feature Stories

Contact:

Richard Lewis, Public Relations Manager
(804) 545-5574 ► rlewis@virginia.org

Graphics Department

Using state-of-the-art technology, the Graphics Department provides design and production support to the VTC, Virginia Film Office and the Virginia Economic Development Partnership.

The Graphics Department also monitors the standards/guidelines that govern how the *Virginia is for Lovers* logo and word mark can and cannot be used in order to maintain the integrity of the logo and the word mark and its primary purpose of representing Virginia tourism and Virginia tourism industries.

www.vatc.org/advertising/logopolicy/logopolicy.asp

4. Film and Industry Relations Division

The Film and Industry Relations Division includes the Virginia Film Office (VFO), Customer Service and Industry Relations, the fulfillment center and operations at ten state welcome centers.

Virginia Film Office

The Virginia Film Office (VFO) is primarily a marketing organization with a goal of promoting Virginia as an exceptional location for film and video production. Staff members work with producers to help find locations and crew members for their projects. The staff continues to work with producers throughout production to ensure that their experiences in Virginia are positive. A network of film liaisons exists throughout the state to assist in this process.

With the goal of bringing economic benefit to the Commonwealth, the VFO markets Virginia worldwide to film, video and multi-media organizations as an exceptional production location. Through an aggressive mix of advertising, public relations and sales initiatives, the VFO staff works to attract production to the state and to strengthen the state's resident industry. The film and television industry is expanding at a rate of approximately 20 percent each year. The demand for film, television and video programming, both in this country and throughout the world, has made entertainment-related goods and services this nation's number one export.

Contact:

Rita D. McClenny, Vice President of Industry Relations and Film
 (804) 545-5530 ► rmcclenny@virginia.org
www.vatc.org/film/

Film and Video Production

- Locations and Production: The Virginia Film Office promotes the Commonwealth as a location for film and video production and provides assistance to filmmakers who produce their projects in the state. Submit a location for possible film and video production
- Learn What a Film Office is and What it Does
- Find a Film Location In Virginia
- Promote a Location or Community to Film Makers and Producers
- Understand the Impact of the Film Industry on Virginia's Economy
- Find A List of Recent Movies Filmed In Virginia
- Submit A Property for Filming Consideration

Customer Service and Industry Relations Department

The VTC Customer Service and Industry Relations (CSIR) Department is the front line for serving Virginia's visitors, potential visitors and Virginia's destinations. Its mission is to:

- Ensure that consumers have a positive experience during every aspect of their Virginia vacation, from planning to touring.
- Integrate Virginia's tourism industry to present a unified Virginia to our visitors, a Virginia that is accommodating, knowledgeable and radiates Southern charm.

The Customer Service and Industry Relations Department includes welcome centers, tourism counselors, fulfillment and customer service training. It is responsible for ensuring that all interactions between the VTC and the public embody superior customer service.

Contact:

Bobbie Walker, CSIR Director
(804) 545-5582 ► bwalker@virginia.org
www.vatc.org/csir/

Customer Services

Virginia Welcome Centers – Official Virginia welcome centers are strategically placed at gateways to the state, and one is located on Capitol Square in Richmond. Responsible for assisting more than 2 million visitors annually, the centers are often the first stop for Virginia visitors. VTC's professional travel counselors generate additional travel revenue through their one-on-one visitor assistance, on-site reservation service and brochure distribution.

Consumer Services Center – VTC's fully-integrated center responds to consumer inquiries via 1-800-VisitVA, Live Assistance, www.virginia.org and e-mail. The center's travel counselors assist consumers via phone and electronic media 24 hours a day, seven days a week. These skilled and well-trained counselors provide travel assistance and general information by using www.virginia.org as their primary reference source. In addition, the center gathers, cleans and processes data for fulfillment of Virginia Travel Guides. The data are housed within VTC's consumer database, which is also maintained by the center.

Fulfillment and Distribution – CSIR oversees the fulfillment and distribution of more than 700,000 Virginia Travel Guides annually. In addition, it fulfills interest-specific requests with targeted guides, such as Virginia Civil War brochures, the Virginia Golf Guide and the Virginia Bed & Breakfast Directory.

Industry Relations

Virginia Welcome Center (VWC) Services – The industry can raise awareness for itself by using Virginia welcome center services. VTC’s travel counselors can help market an organization to more than 2 million visitors each year. From brochure placement to a customized exhibit, VWC services can help increase visibility to Virginia travelers, often with no additional marketing investment.

Brochures – Display brochures at Virginia welcome centers.

Translites – Spotlight organizations at Virginia welcome centers.

Visit www.vatc.org/csir/ for pricing and reservation form.

Contact:

Fran Grimm, CSIR Advertising Program Coordinator
(804) 545-5520 ► fgrimm@virginia.org

Plasma Screen Advertising – Increase exposure with big screen advertising at Virginia welcome centers.

Contact:

Laurence Sive (804) 564-3485 ► laurence@visitorchannel.com

Demonstrations/Exhibits – Showcase destinations, organizations or other tourism-related highlights and events through VTC’s free Demonstrations and Exhibits Program.

Visit www.vatc.org/csir/ for more information and scheduling.

Education – CSIR offers Customer Service and Hospitality Training seminars for all industry partners. These seminars, conducted by the VTC’s Director of CSIR, introduce new strategies for enhancing service skills as well as promoting traditional customer service principles.

Contact:

Bobbie Walker, CSIR Director
(804)545-5582 ► bwalker@virginia.org

VTC Orientation – Quarterly orientation sessions are available to all industry partners. These sessions give VTC’s partners an opportunity to meet all VTC division directors, learn about VTC’s marketing service, review opportunities for participation and better understand how VTC supports the industry.

Visit www.vatc.org/csir/orientation.asp for orientation schedule and reservation form.

Contact:

Polly Bozorth, CSIR Administrative Staff Assistant
(804) 545-5580 ► pbozorth@virginia.org

Visitor Center Seminar – VTC’s local/regional visitor center seminar is a once-a-year opportunity for managers and employees of visitor centers across Virginia to network with their colleagues, learn new tactics for visitor center operations, receive motivational messages from experts in the customer service field, and tour different regions of the state for a first-hand look at the tourism product. The Visitor Center Seminar is announced in VTC’s industry eNewsletter, the Dashboard.

Visit www.vatc.org/csir/

Certification – CSIR administers the State-Certified Visitor Center program. This program encourages local and regional visitor centers to meet requirements and operate under guidelines set by VTC. The program promotes standards that enhance and also simplify the travel experience for Virginia visitors. Certified centers qualify for a myriad of services from VTC.

Visit <http://www.vatc.org> for more information.

Contact:

Bobbie Walker, CSIR Director
(804)545-5582 ► bwalker@virginia.org

Bulk Distribution – CSIR manages the distribution of bulk brochure requests for various Virginia travel guides and brochures. Industry partners, such as localities, individual attractions and other tourism-related facilities are encouraged to stock these informative publications for their visitors.

E-mail publications@virginia.org to make your request.