Marketing & Consumer Services

1. **Digital Marketing**
   - List your lodging, dining, retail, attractions, deals, packages, events, tours & itineraries on admin.virginia.org
   - Sign up for the Travel Post for important industry updates
   - Share your blogs and content through Matcha Media

2. **Communications & Social Media**
   - Share your stories & new destination experiences
   - Reach in-state & national media + travelers on social media
   - Be included in our Virginia is for Lovers Travel Blog

3. **Brand**
   - Use the 50 Years of Love logo + follow the » Brand Style Guide
   - Leverage your dollars with Advertising Co-op Plan
   - Participate in the LOVEworks Program
   - Share images and photography from your destination

4. **Groups & Sports**
   - Increase your tour and travel business + visitor spending
   - Partner with VTC at conferences and client events
   - Market your business on (3) trade websites and blogs

5. **International Marketing**
   - Reach VA’s largest international market Canada
   - Engage in marketing & media relations in UK, France, Germany, China, Japan, India & Australia
   - Participate in Capital Region USA (CRUSA) Co-Op pgm.
   - Connect directly with travelers on social media

6. **Local Visitor Centers + Statewide Welcome Centers**
   - Showcase your product in a VA Welcome Center BLITZ
   - Co-brand your merchandise with Virginia is for Lovers
   - Advertise statewide in Welcome Centers & Safety Rest Areas

Research, Education & Development

7. **Research**
   - Receive Economic Impact of Tourism in your area
   - Review Visitor travel behavior & characteristics
   - Access new and powerful Visitor Travel Trends

8. **VTC Orientation**
   - Learn first-hand VTC’s resources, marketing and development efforts + partnership opportunities
   - Most beneficial for local tourism directors and managers/owners of Virginia tourism businesses
   - Held in Richmond quarterly

9. **Grant and Funding Sources**
   - Utilize VTC’s Marketing Leverage Program (MLP) to access funding for your marketing
   - 3 financial partners minimum + performance measures
   - 1:1 Match up to $10,000 –or– a 2:1 match up to $50,000

10. **Community & Business Assistance**
    - Find business development workshops & assistance
    - Request product development facilitation
    - Request community planning & program assistance

11. **State Tourism Plan “Drive 2.0”**
    - Strategic blueprint for tourism development
    - Join Statewide engagement to achieve consensus
    - Strategy for increasing visitor trips and spending

12. **Business Development & Tourism Zones**
    - Examine your Locality’s Comprehensive Plan for deficiencies
    - Explore potential Gap Financing projects filling deficiencies
    - Benefit from creating a local Tourism Zone

13. **Virginia Film Office**
    - Learn about filming in Virginia FilmVirginia.org
    - Submit film location photography for your community
    - Contact the Film Office to learn how to get connected

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**For listings contact:**
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Maximize Your Tourism Potential

- Work with VTC to have clear Hub & Spoke Itineraries ready to go!
- I.D. the main reason a visitor would visit your area (Hub) and match it with the other experiences visitors will want - and need - to stay, eat, shop and play (Spoke)
- Make sure you post your individual business and itineraries on Virginia.org

For assistance, contact:
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