

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](#)

Tom Kirk tkirk@Virginia.org | 804-545-5578

**For listings contact:*

Robin Mamunes rmamunes@Virginia.org | 804-545-5545

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](#)

Caroline Logan clogan@virginia.org | 804-545-5572

**LGBT partnerships & marketing*

Wirt Confroy wconfroy@virginia.org | 804-545-5552

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

Lindsey Norment lnorment@virginia.org | 804-545-5567

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

Joni Johnson jjohnson@virginia.org | 804-545- 5578

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

Heidi Johannesen hjohannesen@virginia.org | 703-217-2263

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

Val Guffy vguffy@virginia.org | 804-545-5558

Gary Jeffrey gjeffrey@virginia.org | 276-730-4582

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](#)

Pratiksha Bhattarai pbhattarai@virginia.org | 804-545-5548

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

Judy Watkins jwatkins@virginia.org | 804-545-5563

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

Angela Wiggins awiggins@virginia.org | 804-545-5553

10 Community & Business Assistance

- Find business development workshops & assistance
- Request product development facilitation
- Request community planning & program assistance

Steve Galyean sgalyean@virginia.org | 804-545-5517

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

Caitlin Johnson ccjohnson@virginia.org | 804-545-5529

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](#)

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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

Margaret Finucane mfinucane@virginia.org | 804-545-5530

VTC Partnership Marketing

Destination Development Team

Steve Galyean – Director of Planning & Partnerships
804 545 5517 | sgalyean@virginia.org

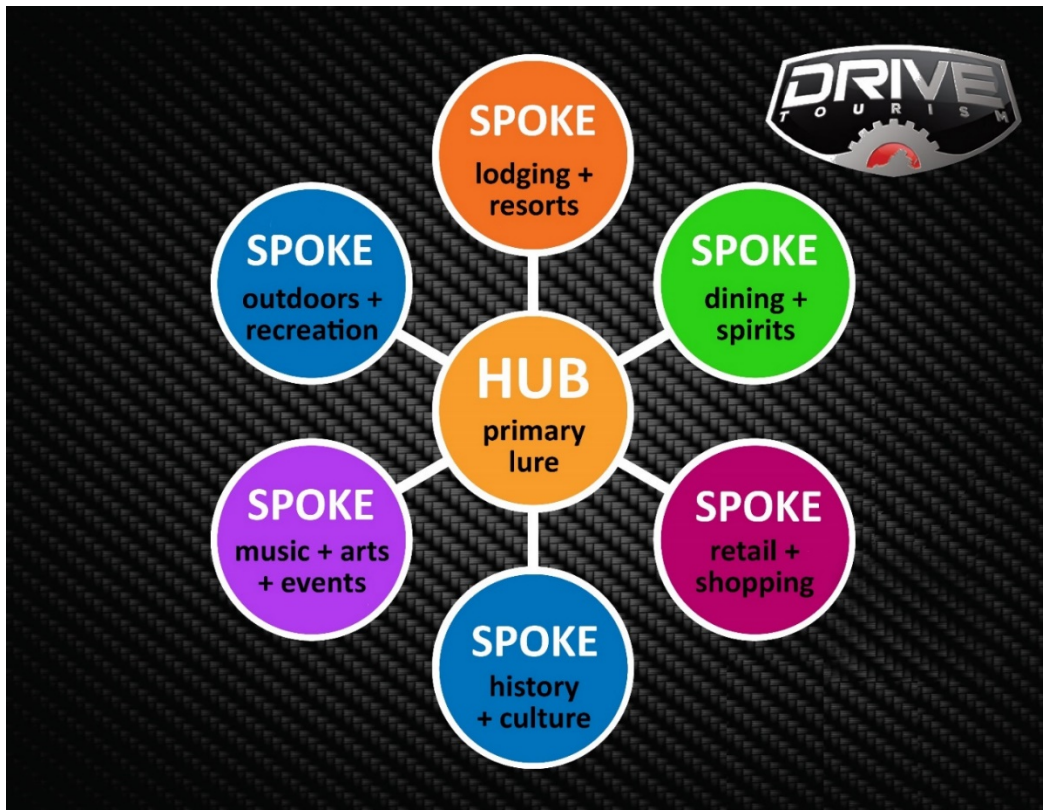
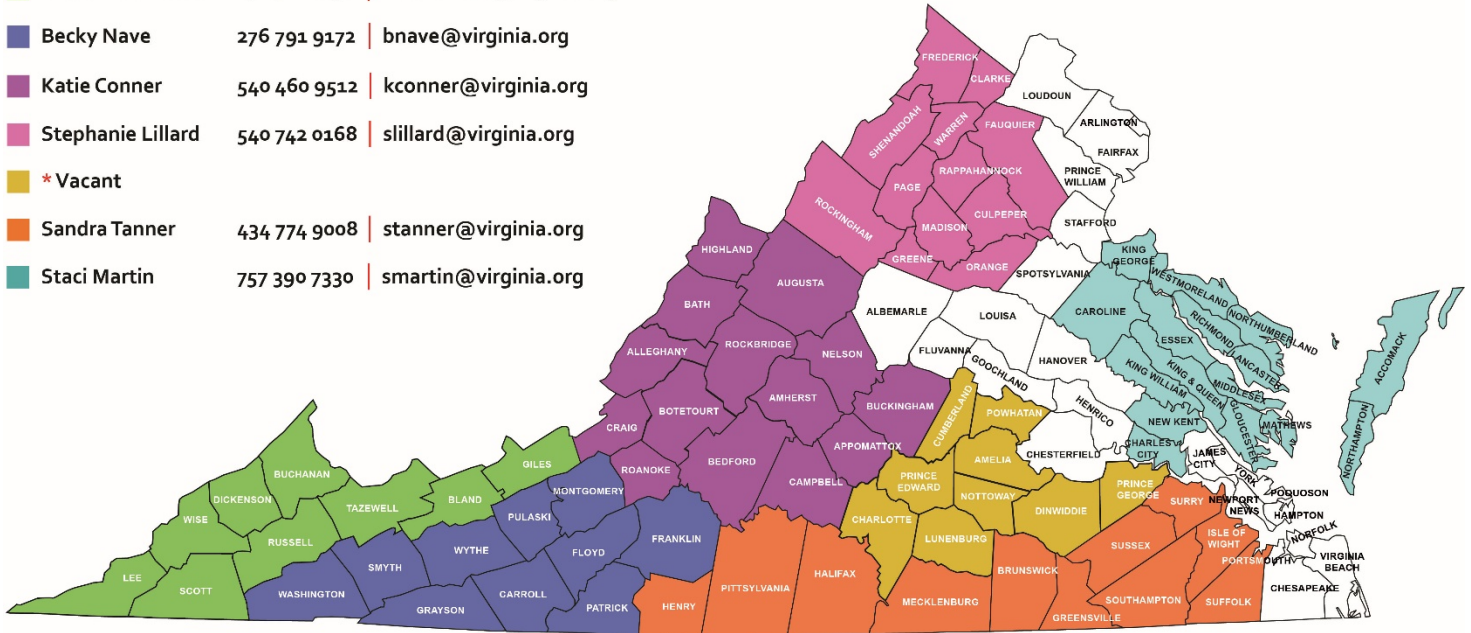
Destination Development Specialists

Michelle Workman	276 722 0238	mworkman@virginia.org
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Katie Conner	540 460 9512	kconner@virginia.org
Stephanie Lillard	540 742 0168	slillard@virginia.org
* Vacant		
Sandra Tanner	434 774 9008	stanner@virginia.org
Staci Martin	757 390 7330	smartin@virginia.org

VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

Contact VTC's Destination Development Specialists in your area for strategic planning, marketing leveraging and other community development assistance and resources



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:
Robin Mamunes –
rmamunes@virginia.org
804 545 5545