### Marketing & Consumer Services

1. **Digital Marketing**
   - List your lodging, dining, retail, attractions, deals, packages, events, tours & itineraries on the [User Extranet](#).
   - 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**
   - 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 pgrm.
   - 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](#).

   **Dan Roberts**
   * droberts@virginia.org | 804-545-5549

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.
   - [Review calendar & sign up](#) for Orientation, held quarterly.

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

9. **Grant and Funding Sources**
   - Utilize VTC’s [Marketing Leverage Program](#) and/or [Virginia Regional Tourism Marketing Funds](#).
   - 3 financial partners min. + performance measures.

   **Staci Martin**
   * smartin@virginia.org | 757-390-7330

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**
   * cjohnson@virginia.org | 804-545-5529

12. **Tourism Development Financing Program + Tourism Zones and Improvement Districts**
   - Explore tourism deficiencies for development [Gap Financing](#).
   - Utilize the funding benefits of [Tourism Zones](#) and [Tourism Development Districts (TID)](#).

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

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
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)
- Review VTC Statewide and Regional Strategic Tourism Plans and implement strategies using the How-To Guides. [www.vatc.org/drive2](http://www.vatc.org/drive2)
- Make sure you post your individual business and itineraries on Virginia.org by visiting our User Extranet