

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 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

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 ccjohnson@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

VTC Partnership Marketing

Destination Development Team

Steve Galyean – Director of Planning & Partnerships
804.545.5517 | sgalyean@virginia.org

Destination Development Specialists

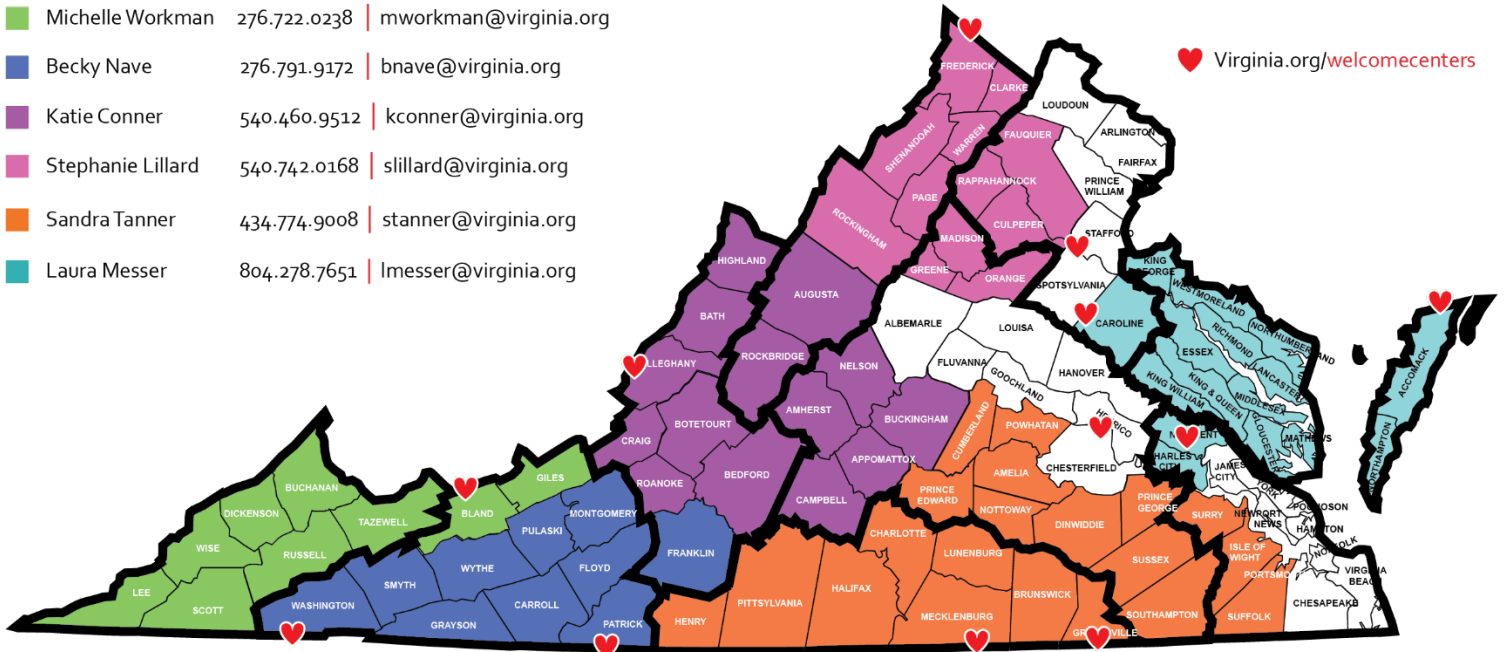
- Michelle Workman 276.722.0238 | mworkman@virginia.org
- Becky Nave 276.791.9172 | bnave@virginia.org
- Katie Conner 540.460.9512 | kconner@virginia.org
- Stephanie Lillard 540.742.0168 | slillard@virginia.org
- Sandra Tanner 434.774.9008 | stanner@virginia.org
- Laura Messer 804.278.7651 | lmesser@virginia.org

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

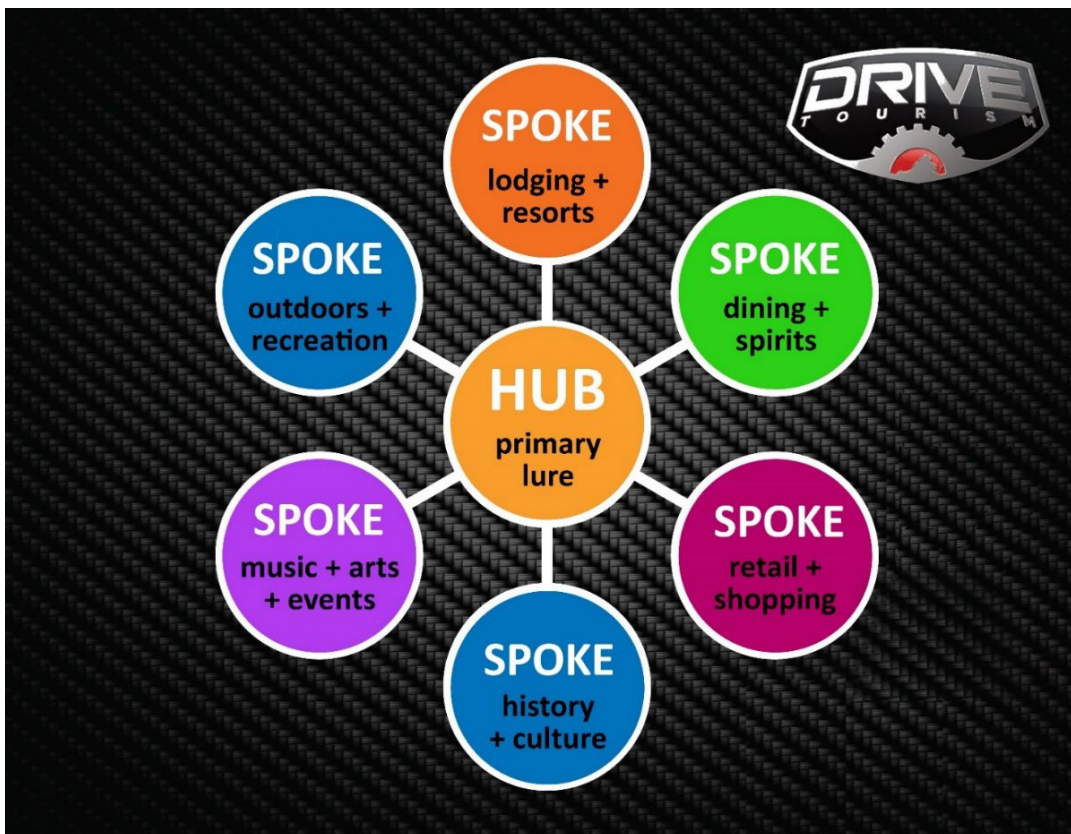
Website VATC.org/partnershipmarketing/tdspecialists



Funding Program Team

Website VATC.org/grants

- Staci Martin 757.390.7330 | smartin@virginia.org
- Angela Wiggins 804.545.5553 | awiggins@virginia.org
- Noah Salaah ad-Deen 804.545.5518 | nsaddeen@virginia.org



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
- Make sure you post your individual business and itineraries on Virginia.org by visiting our [User Extranet](#)