

## 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](#)

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\* DEI > Black Travel + LGBTQ+ Travel

Jane Lammay jlammay@virginia.org | 804-545-5552

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 group tour & sports business + visitor spending
- Partner with VTC at conferences and client events
- [Market your business](#) on (3) trade websites

Joni Johnson jjohnson@virginia.org | 804-545-5544

### 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
- [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 + DRIVE Outdoors

- Strategic blueprint for tourism development
- Grow Virginia's outdoor economy
- Spur job creation and private investment

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

### 12 Tourism Development Financing Program Tourism Zones + 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](mailto:sgalyean@virginia.org)

## Destination Development Managers

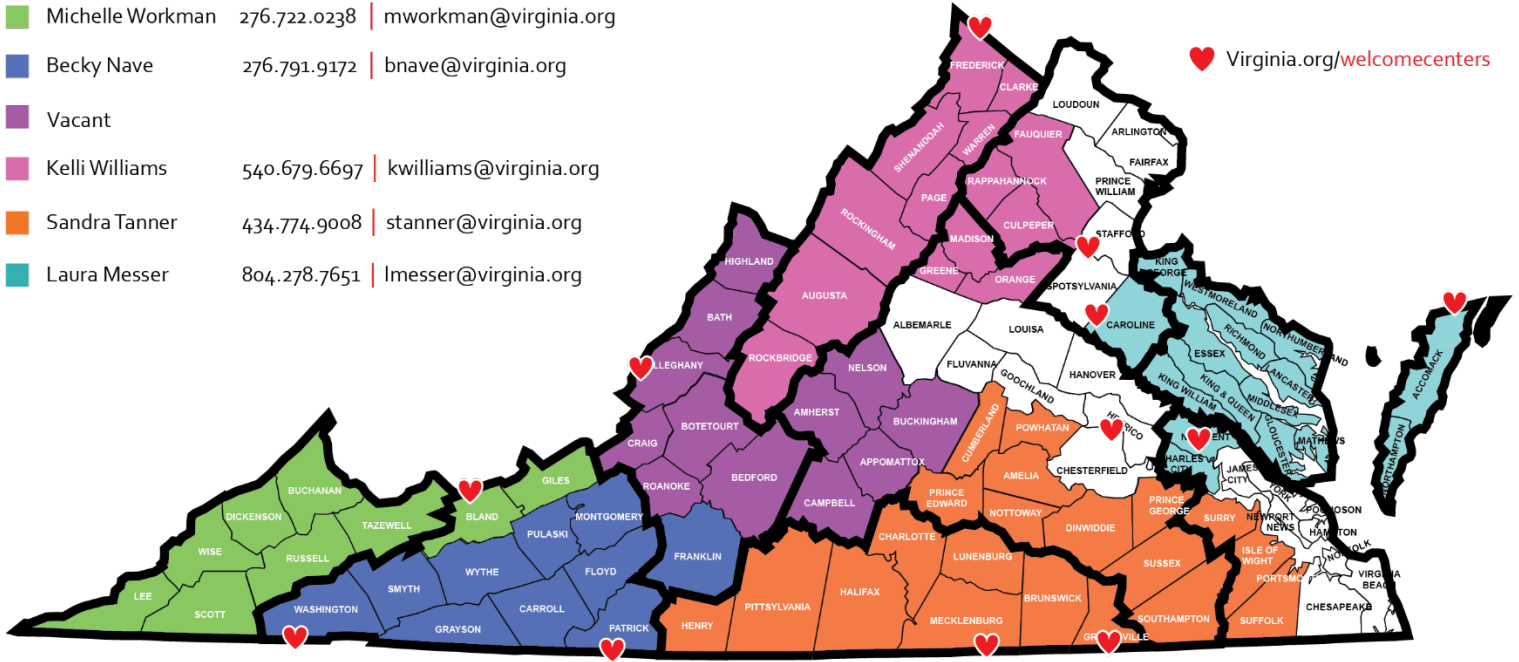
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- Vacant
- Kelli Williams 540.679.6697 | [kwilliams@virginia.org](mailto:kwilliams@virginia.org)
- Sandra Tanner 434.774.9008 | [stanner@virginia.org](mailto:stanner@virginia.org)
- Laura Messer 804.278.7651 | [lmesser@virginia.org](mailto:lmesser@virginia.org)

# VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

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

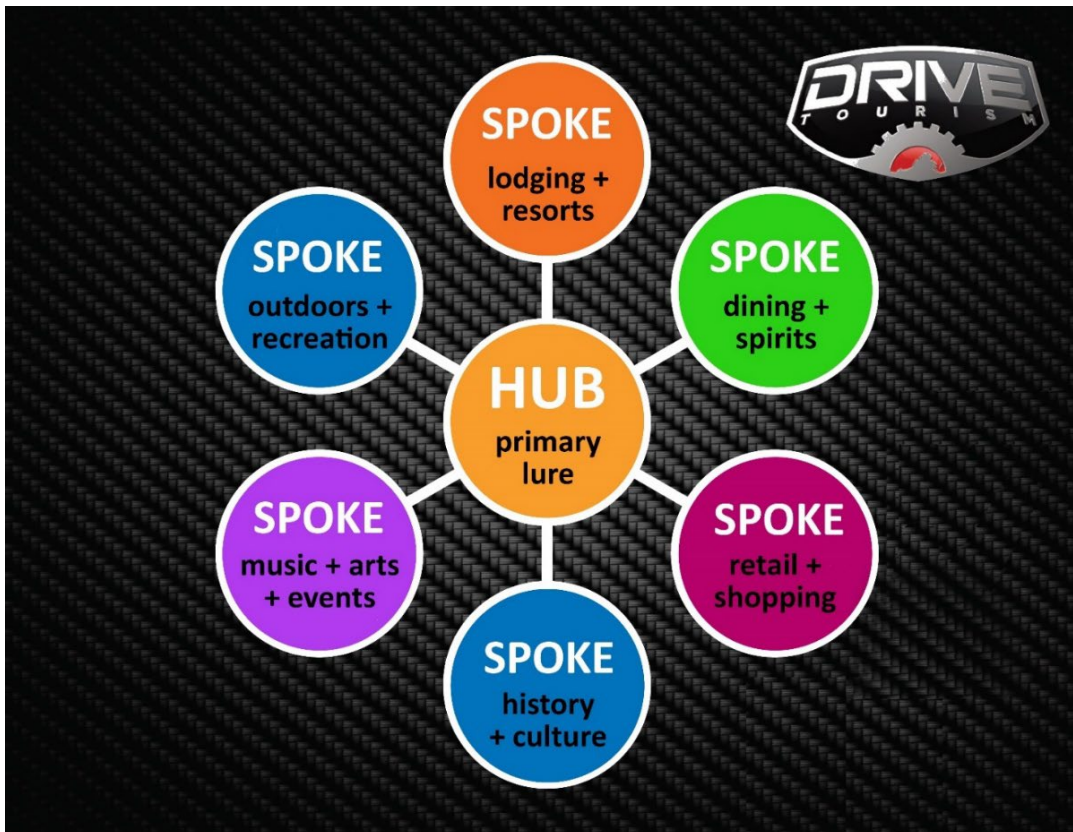
Website [VATC.org/partnershipmarketing/tdmanagers](http://VATC.org/partnershipmarketing/tdmanagers)



## Funding Program Team

Website [VATC.org/grants](http://VATC.org/grants)

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- Angela Wiggins 804.545.5553 | [awiggins@virginia.org](mailto:awiggins@virginia.org)
- Noah Salaah ad-Deen 804.545.5518 | [nsaddeen@virginia.org](mailto: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](http://www.vatc.org/drive2)
- Make sure you post your individual business and itineraries on Virginia.org by visiting our [User Extranet](#)