Marketing & Consumer Services

1. **Digital Marketing**
   - List your lodging, dining, retail, attractions, deals, packages, events, tours & itineraries on the User Extranet
   - Sign up for Pulse of Virginia for important industry updates

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

   *For listings contact:*
   **Robin Mamunes**
   rmamunes@Virginia.org | 804-545-5545

2. **Communications**
   - Public and media relations: consumer and industry
   - Reach in-state & national media

   **Andrew Cothern**
   acothern@virginia.org | 804-545-5570

3. **Content & Social Media**
   - Share your stories & new destination experiences for a chance to be featured on VTC's social media platforms and in our Virginia is for Lovers Travel Blog

   **Danielle Emerson**
   demerson@virginia.org | 804-545-5576

   *DEI – Black Travel + LGBTQ+ Travel*
   **Jane Lammay**
   jlammay@virginia.org | 804-545-5546
   **Wirt Confroy**
   wconfroy@virginia.org | 804-545-5552

4. **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 | 804-545-5578

5. **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

6. **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 program
   - Connect directly with travelers on social media

   **Heidi Johannesen**
   hjohnnesen@virginia.org | 703-217-2263

7. **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

8. **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

9. **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

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

10. **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

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

    **Becky Nave**
    bnave@virginia.org | 276-791-9172

12. **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

13. **Tourism Development Financing Program**
    - Explore filling tourism product deficiencies via Gap Financing
    - Utilize the funding benefits of Tourism Zones and Tourism Development Districts (TID)

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

14. **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 | 804-545-5539
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.

**VTC Partnership Marketing**

**Destination Development Team**

- Becky Nave – Director of Destination Development  
  276.791.9172 | bnave@virginia.org

**Destination Development Managers**

- Michelle Workman 276.772.0238 | mworkman@virginia.org
- Vacant
- Vacant
- Kelli Williams 540.679.6697 | kwilliams@virginia.org
- Sandra Tanner 434.774.9008 | stanner@virginia.org
- Laura Messer 804.278.7531 | lmesser@virginia.org

**Funding Program Team**

- Staci Martin 757.399.2330 | smartin@virginia.org
- Angela Wiggins 804.545.5553 | awiggins@virginia.org
- Noah Salah-ad Deen 804.545.5518 | nsaaddeen@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)

[User Extranet](http://User Extranet)