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 tdkirk@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 hjohnesens@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 * PMAP gjeffrey@virginia.org | 276-730-4582

Research, Funding, Development & Education

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 bnvave@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
    - Tourism Zones + Improvement Districts
      - 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
- Make sure you post your individual business and itineraries on Virginia.org by visiting our User Extranet