

## 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

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### 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](#)

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\* 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              hjohannesen@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                      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 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

# VTC Partnership Marketing

Destination Development Team

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

Sarah Austen Holzgrefe – Destination Development Specialist  
804.545.5554 | sholzgrefe@virginia.org

# VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

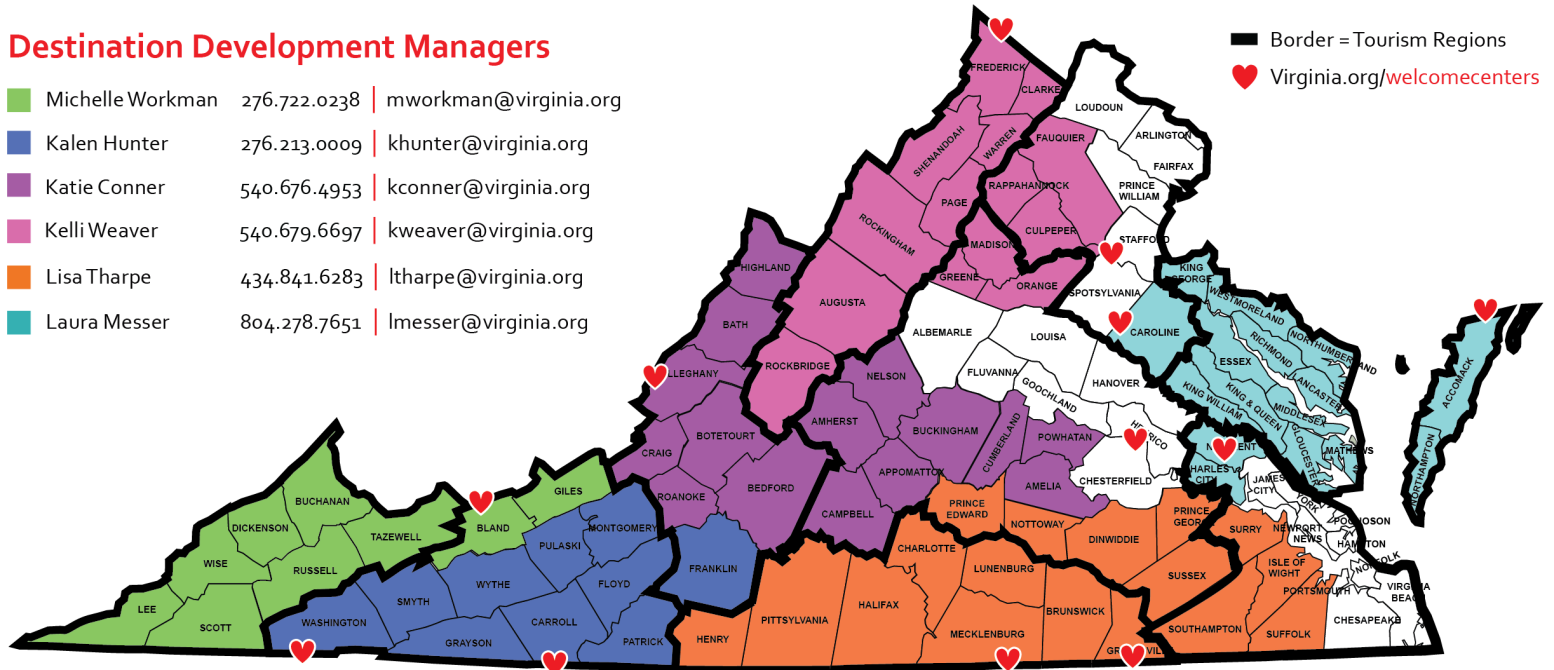
Contact VTC's *Destination Development Managers* in your area for strategic planning, marketing leveraging and other community development assistance and resources

\* Contact Becky Nave for white map areas not assigned to a DDM

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

## Destination Development Managers

- Michelle Workman 276.722.0238 | mworkman@virginia.org
- Kalen Hunter 276.213.0009 | khunter@virginia.org
- Katie Conner 540.676.4953 | kconner@virginia.org
- Kelli Weaver 540.679.6697 | kweaver@virginia.org
- Lisa Tharpe 434.841.6283 | ltharpe@virginia.org
- Laura Messer 804.278.7651 | lmesser@virginia.org

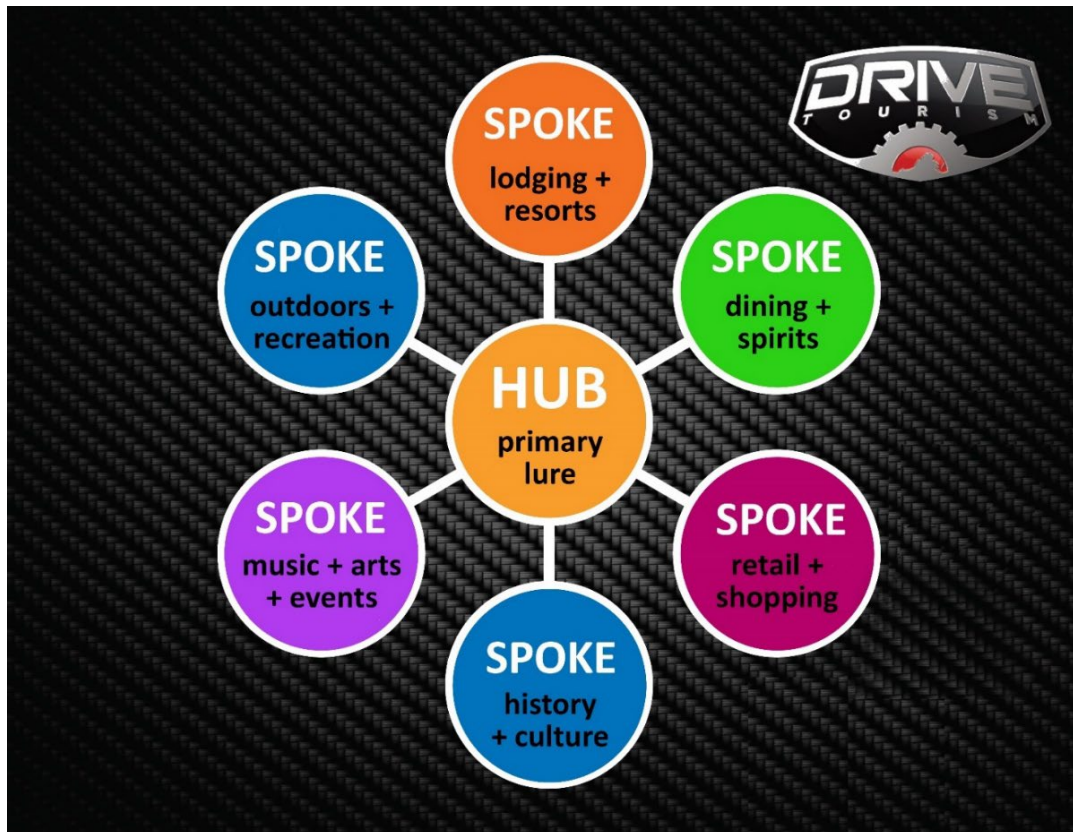


## Funding Program Team Website [VATC.org/grants](http://VATC.org/grants)

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\* Director

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Caleb Leech 804.656.5552 | cleech@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](#)