

## 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 Marketing Communications

- Work with VTC to ensure your visitor experience is represented on VTC's owned channels (web, blog, email)
- Share your local stories, itineraries and what's new so we can amplify in our marketing communications

Danielle Emerson            demerson@virginia.org | 804-972-1100

\* For Blog content contact:

Robin Schwartzkopf        rschwartzkopf@virginia.org | 804-545-5545

### 3 Public Relations + Communications

- Public and media relations: consumer and industry
- Reach in-state & national media

Juliana Thomas              jthomas@virginia.org | 804-545-5572

### 4 Brand, Creative + Social Media

- Leverage your dollars with Advertising Co-op Plan
- Coordinate with VTC's social media platforms

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 Global Markets

- Reach VA's largest international market Canada
- Engage in marketing & media relations in UK, France, Germany, India & Australia
- Participate in our overseas 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 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

### 11 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

### 12 State Tourism Plan & DRIVE Tourism+

- Strategic blueprint for tourism development
- Extend traveler length of stay
- Grow Virginia's competitiveness

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

\* Color blocks indicate staff serving those map areas

## Destination Development Administration

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

## Destination Development Managers

- Michelle Workman 276.722.0238 | mworkman@virginia.org
- Kalen Hunter 276.285.4762 | khunter@virginia.org
- Katie Conner 540.676.4953 | kconner@virginia.org
- Kelli Weaver 540.679.6697 | kweaver@virginia.org
- Jennifer Kohms 804.807.1911 | jkohms@virginia.org
- Laura Messer 804.278.7651 | lmesser@virginia.org

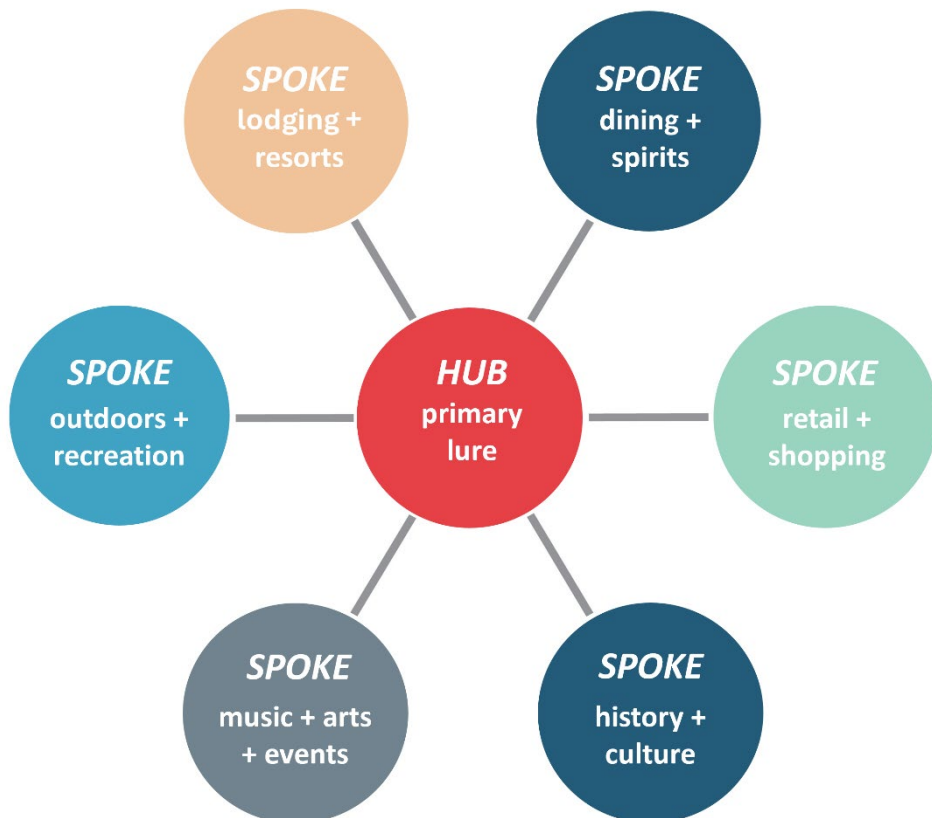
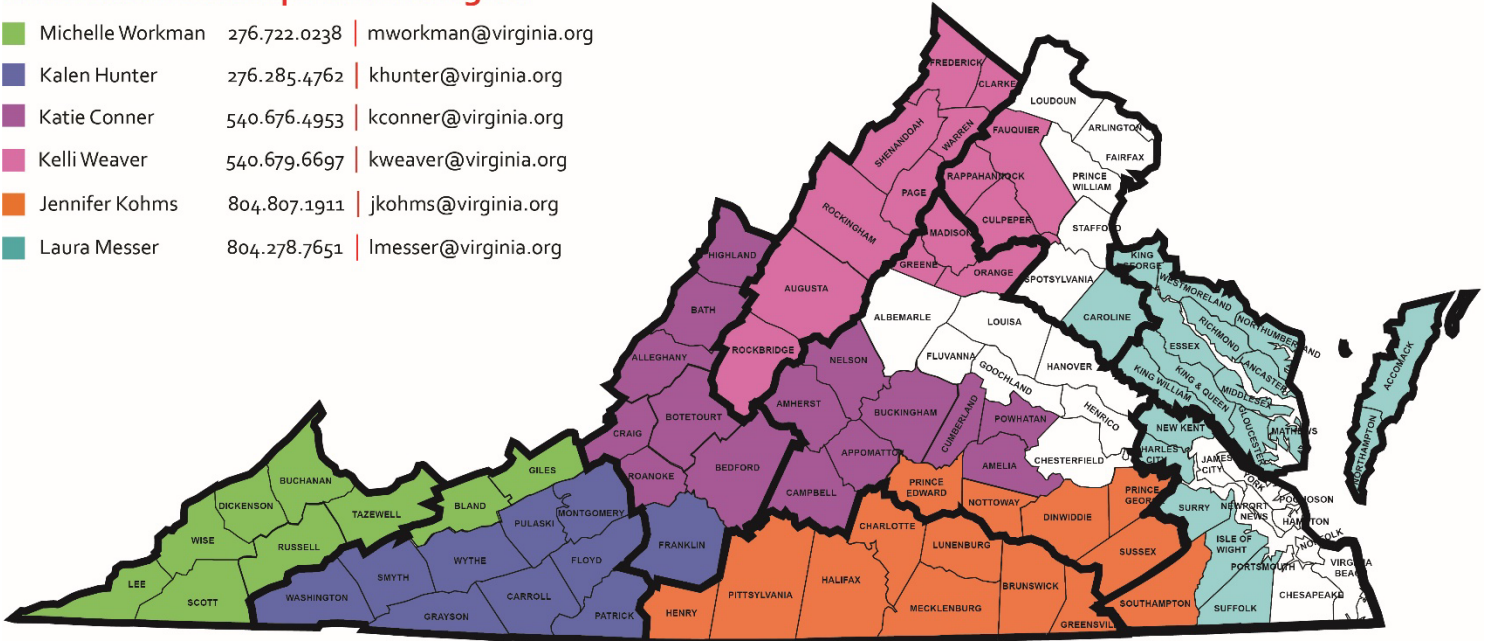
# VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation

Contact VTC's *Destination Development Staff* 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)

Border = Tourism Regions



## 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 for development and marketing [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](#)