VTC | Top 14

VIRGINIA IS FOR LOVERS
www.VATC.org

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 Content Marketing

- 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

Sarah Austen Holzgrefe sholzgrefe@virginia.org | 804-545-5552

10 Community & Business Assistance

- Find business development workshops & assistance
- Request product development facilitation
- Request community planning & program assistance

Katie Conner kconner@virginia.org | 540-676-4953

11 Grant and Funding Sources

- Utilize VTC's **Marketing Leverage Program** and/or **Virginia Regional Tourism Marketing Funds**
- 3 financial partners min. + performance measures

Kalen Hunter khunter@virginia.org | 276-285-4762

12 State Tourism Plan

- 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

☐ Katie Conner – Director, Destination Development
540.676.4953 | kconner@virginia.org

Destination Development Managers

- Michelle Workman 276.722.0238 | mworkman@virginia.org
- John Matthews 276.967.9020 | jmatthews@virginia.org
- Vacant
- 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

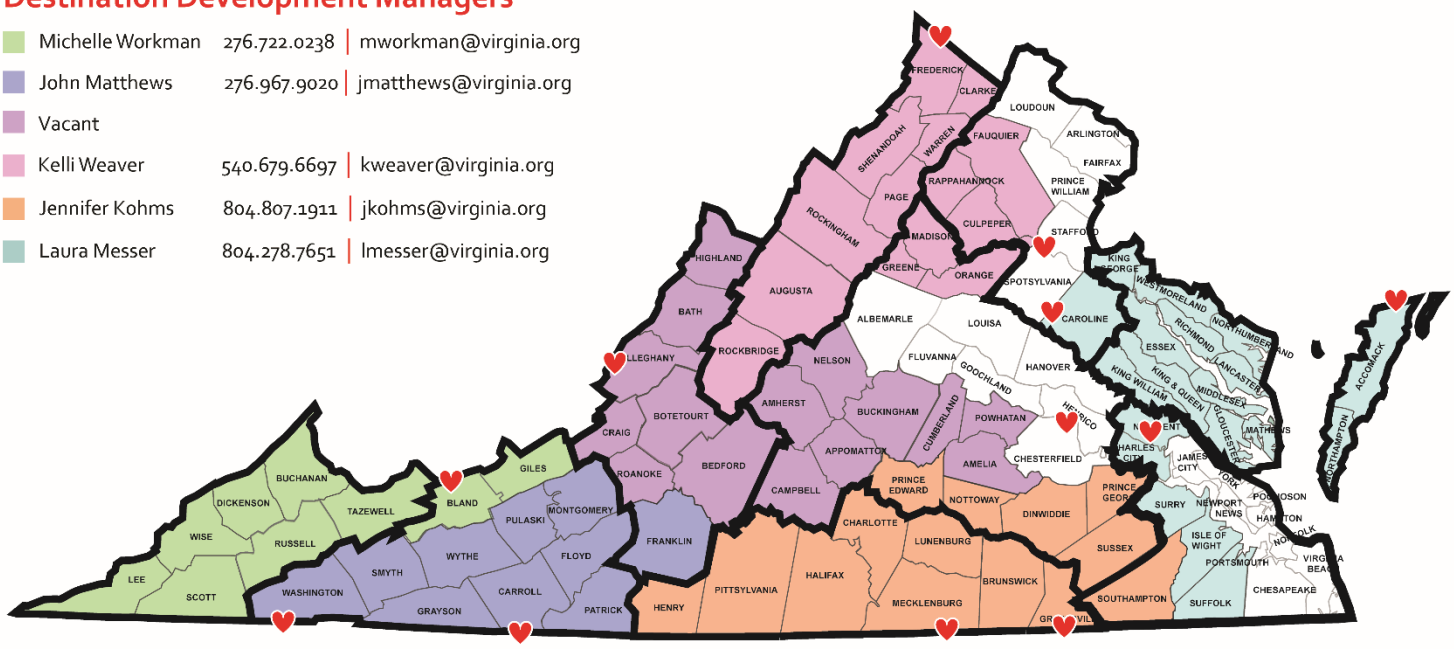
Virginia Tourism Corporation

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

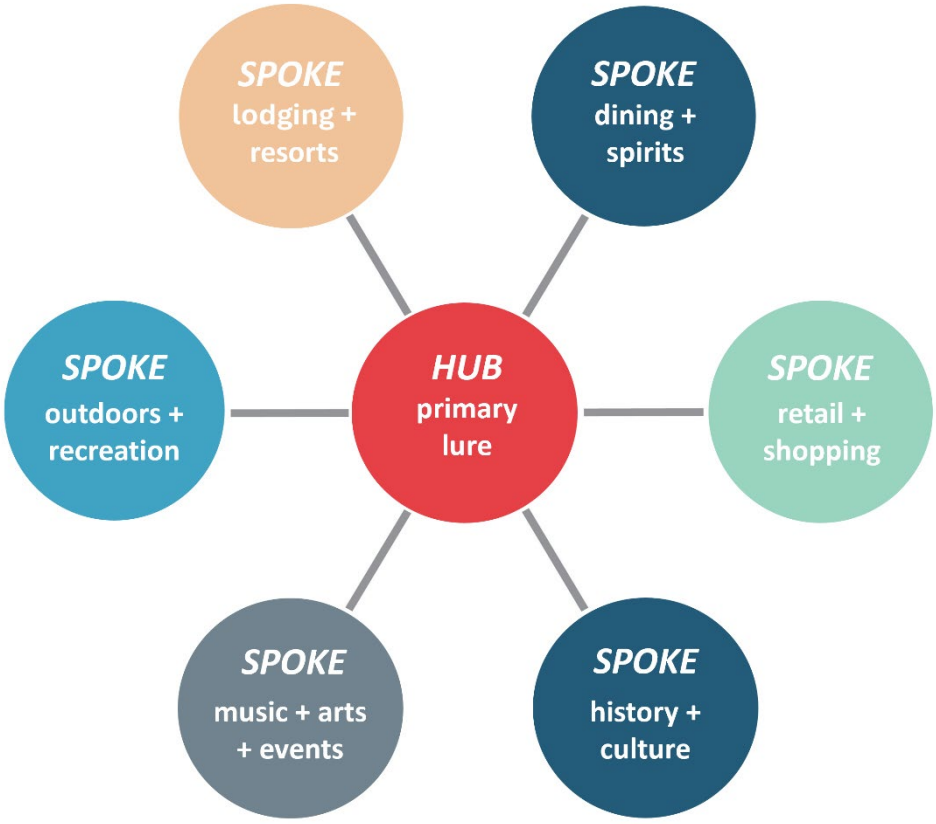
Website VATC.org/partnershipmarketing/tdmanagers

Border = Tourism Regions

Virginia.org/welcomecenters



* Click map above to visit the > Destination Development webpage on VATC.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 for development and marketing www.vatc.org/stp
- Make sure you post your individual business and itineraries on Virginia.org by visiting our User Extranet