VIRGINIA IS FOR LOVERS®

Free Listings on Virginia.org

Virginia.org is used by more than 13,000,000 visitors per year all with an expressed interest in Virginia travel. These visitors log on from all over Virginia, the US and the world. The system is backed by VTC's multi-million dollar advertising campaign promoting the Virginia.org address and drawing users to the site. There is a lot of information on the web. Make it easier for travelers, travel agents and meeting planners to find you by listing on Virginia.org. https://www.vatc.org/marketing/digital-marketing/webmarketing/

Orientation

2026 Dates TBD

Register: https://www.vatc.org/partnershipmarketing/orientations/

Grants

Information on each type of grant:

Marketing Leverage Program: https://www.vatc.org/grants/leverageprogram/

Special Events and Festivals: https://www.vatc.org/grants/virginia-special-events-festivals-program/

Sign up for VTC grant updates: https://www.vatc.org/about/sign-up-for-vtc-grant-updates/

Connect with VTC

VTC Pulse of Virginia

There is a monthly industry partner email newsletter for partners that has great information. https://www.vatc.org/about/newsletter-signup/

Sign up for PR Leads

VTC regularly sends out story ideas media are working on. Sign up to get those leads delivered to your inbox. Sign up

VTC Research

https://www.vatc.org/research/

Welcome Center Advertising

https://www.vatc.org/virginiawelcomecenters/advertising/

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 Communications

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

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

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 & Social Media

- 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

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
- Jennifer Kohms 804.807.1911 | jkohms@virginia.org
- Laura Messer 804.278.7651 | lmesser@virginia.org

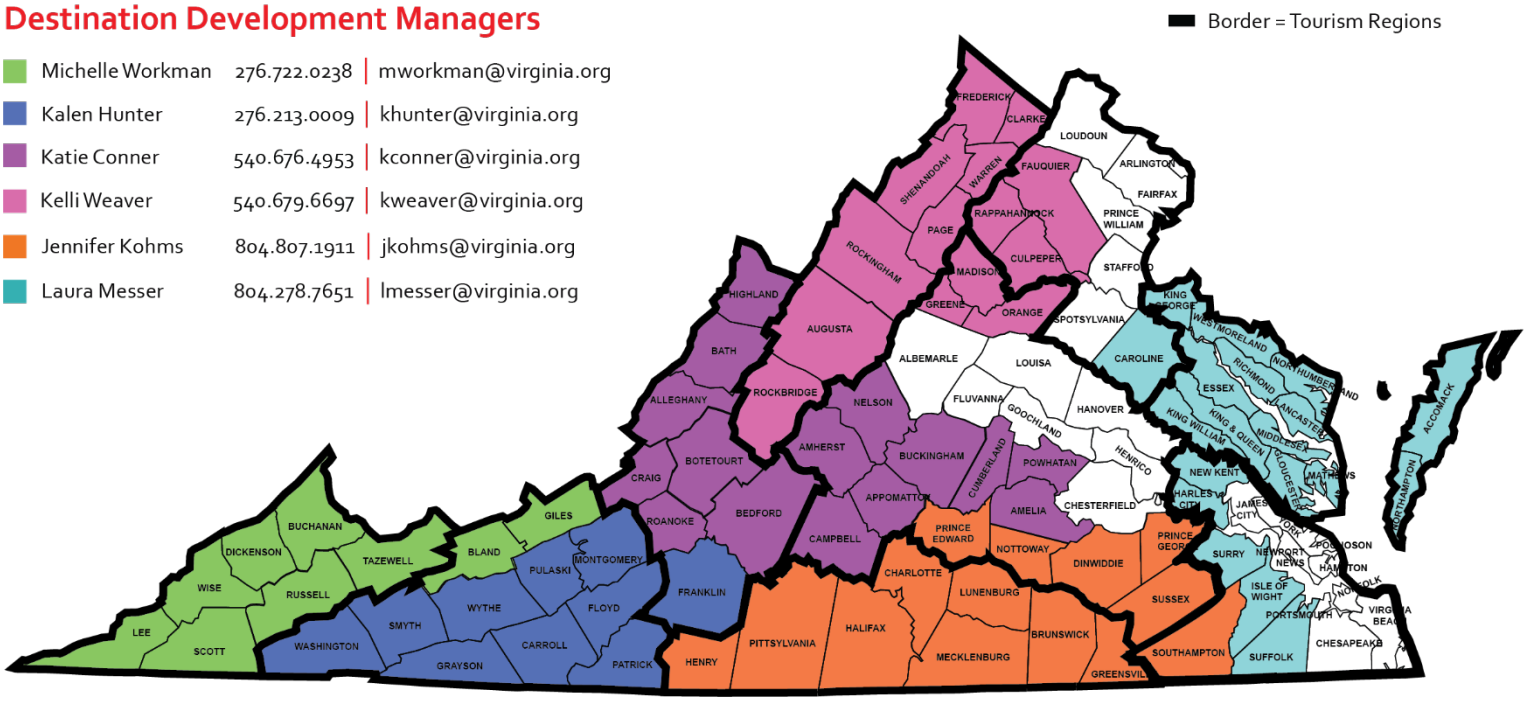
VIRGINIA IS FOR LOVERS

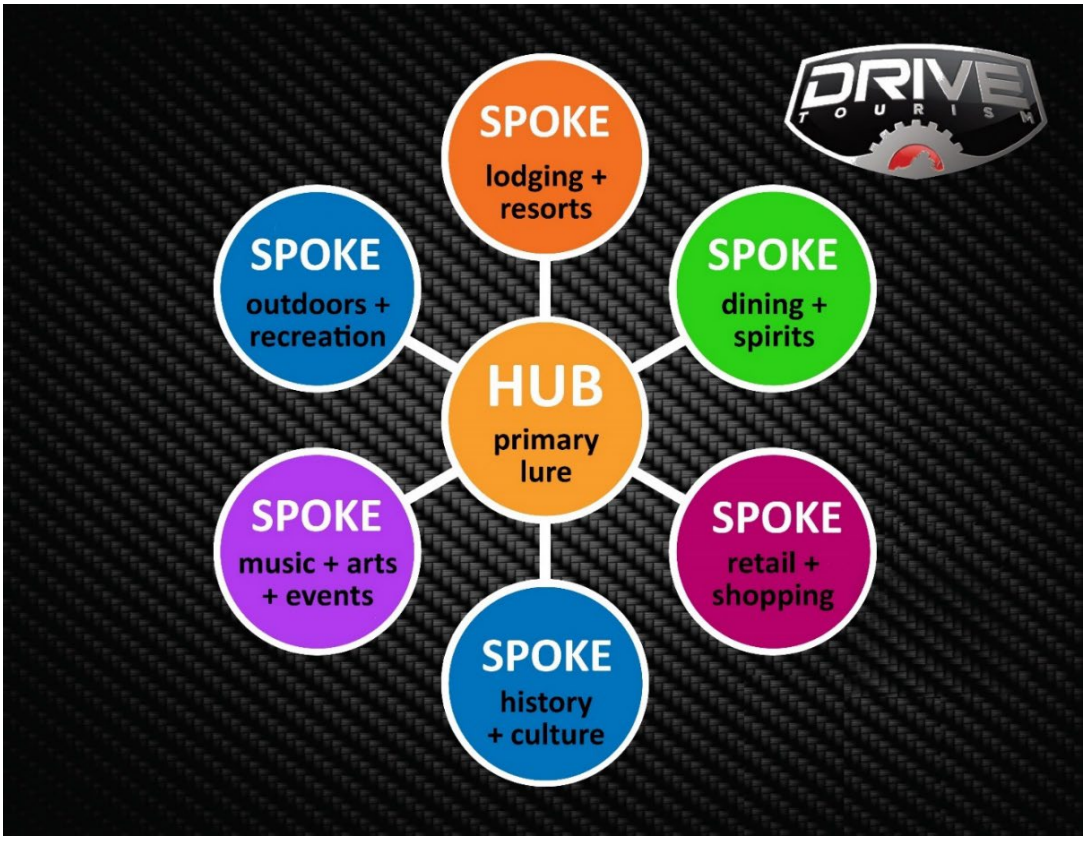
Virginia Tourism Corporation

Contact VTC's ***Destination Development 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





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