



Visit Loudoun Partner Toolkit

Website		
Advertising on Website	Visit Loudoun works with Destination Travel Network (DTN) to provide advertising opportunities on www.VisitLoudoun.org for tourism-based businesses. For more information, click here .	Jennifer Christie christie@visitloudoun.org 703-669-2006
Events	Submit your event to the Visit Loudoun Calendar of Events here .	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Extranet	The extranet allows you to update your business listing information and images, post special offers, submit events, access tourism information, and (for members) receive tourism/meeting leads & service requests. An email and password are necessary to access the extranet. Contact Jennifer Bodamer for extranet access.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Listings	Update your listing on visitloudoun.org directly through the Extranet. If you do not have Extranet access, submit modifications directly to Jennifer Bodamer.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Images	Images that represent the unique characteristics of our county are one of the main tools we use to promote Loudoun. If you would like Visit Loudoun to use your images on its website or in other promotional opportunities (magazine ads, social media posts, media requests, etc.), use the link below to share your images directly with us. Include your business' name in the file name and provide all applicable photo credits. https://www.dropbox.com/request/bN6QJFhmGpUm7uOtJ2OU	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Social Media/Media		
Facebook Public	https://www.facebook.com/VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Facebook Industry	Follow Loudoun Tourism to stay up-to-date on industry specific information. https://www.facebook.com/LoudounTourism	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Instagram	@VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Twitter	@VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Pinterest	www.Pinterest.com/VisitLoudoun	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Youtube	www.youtube.com/VisitLoudounHD	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Media	To submit a story to Visit Loudoun's Public Relations team, contact Jennifer Sigal.	Jennifer Sigal sigal@visitloudoun.org 703-669-2002
Social Media Hashtags	When posting to social media sites, use the following hashtags so Visit Loudoun can help amplify your post: #LoveLoudoun #DCsWineCountry #LoCoAleTrail #TakeLoudounHome	Katie Rhoads rhoads@visitloudoun.org 703-669-2004
Programs		
COVID-19 Partner Toolkit	Click here for up-to-date resources supporting our industry.	Diana Kelterborn kelterborn@visitloudoun.org 703-669-2003
Visit Loudoun Membership	Visit Loudoun dues-paying members support Visit Loudoun's programs, have a vote on Visit Loudoun's Board governance, and can potentially receive leads for group business.	Jennifer Christie christie@visitloudoun.org 703-669-2006
Industry Newsletter	Sign up here to receive the Visit Loudoun Industry Newsletter.	Jennifer Christie christie@visitloudoun.org 703-669-2006

Loudoun Deals	This program allows businesses to offer discounts on products or services specifically to meetings or sports groups visiting the county, allowing you to showcase your business and increase traffic during these events.	Dana Henry henry@visitloudoun.org 703-669-2007
Google DMO	Visit Loudoun has a variety of resources including webinar recordings and handouts about navigating Google's ecosystem of products including Google My Business, Search, Maps, and Youtube. The first step is for a business to claim its listing on Google. Visit Loudoun is a My Business Provider, which allows us special access to help troubleshoot verification issues. Don't hesitate to reach out with any questions.	Diana Kelterborn kelterborn@visitloudoun.org 703-669-2003
Threshold 360	Visit Loudoun has partnered with Threshold 360 to capture 360° virtual tours of tourism businesses in the county. Virtual tours appear on Visit Loudoun's website, Google My Business listings, and are used in various sales activities. Participating partners are also able to use the virtual tours in their own marketing efforts. Captures will resume in Spring 2021. If you would like to participate in this complimentary program, please contact Diana Kelterborn	Diana Kelterborn kelterborn@visitloudoun.org 703-669-2003
Love Loudoun Wedding Showcase	The Love Loudoun Wedding Showcase puts a spotlight on Loudoun County's extraordinary community of wedding professionals and venues. The showcase brings together all that makes Loudoun County the "Go-To" destination for weddings. Join us for this high-touch event featuring a VIP Hour, Fashion Show, The Lounge and more.	Dana Henry henry@visitloudoun.org 703-669-2007
Loudoun County Certified Tourism Ambassador Program CERTIFICATION	The Loudoun CTA program is a certification program designed to increase the positive impact of tourism in the county and build a positive brand and destination image. Through this program, frontline employees, ambassadors, and volunteers will improve their knowledge of Loudoun County, share best practices, and develop a better understanding of their role in increasing tourism. Click here for more information, class schedules and to register.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617
Loudoun County Certified Tourism Ambassador Program SPONSORSHIP	Graduates of the Loudoun County Certified Tourism Ambassador Program will be exploring tourism businesses in Loudoun to familiarize themselves with our destination. Businesses are encouraged to offer CTA discounts and will be promoted through this program to the CTAs as an opportunity to get to know your establishment, as well as earn points for their annual certification renewal. Click here for more information.	Jennifer Bodamer bodamer@visitloudoun.org 703-771-2617

Visit Loudoun Contacts

Mission	Visit Loudoun Leadership, Community Contact, Government Liaison	Beth Erickson erickson@visitloudoun.org 703-771-4964
Sports	Sports Market	Torye Hurst hurst@visitloudoun.org , 703-669-2005
Meetings	Groups and Meetings	Ann Hayes hayes@visitloudou.org , 703-669-4432
Marketing	Visit Loudoun Marketing Plan	Jennifer Christie christie@visitloudoun.org 703-669-2006
Communications	Public Relations and Content Development	Jennifer Sigal sigal@visitloudoun.org 703-669-2002
Weddings	Weddings and Social Events	Dana Henry henry@visitloudoun.org 703-669-2007
Tour and Travel	Domestic and International Tour and Travel	Hannah Oliver oliver@visitloudoun.org , 703-669-4434

Visitor Services

Tourism Information	The Visit Loudoun Visitor Center is located at: 112 South St. SE Leesburg, VA 20175. Visit Loudoun produces a Visitor Guide, LoCo Ale Trail Guide, Wine Trail Guide, Lure Brochure, Loudoun County Map and Bed & Breakfast Guide. If you would like to display any of these guides in your business, please contact Hannah Oliver.	Hannah Oliver oliver@visitloudoun.org , 703-669-4434
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