



## Visit Loudoun Partner Toolkit

Website		
<b>Advertising on Website</b>	Visit Loudoun works with Destination Travel Network (DTN) to provide advertising opportunities on <a href="http://www.VisitLoudoun.org">www.VisitLoudoun.org</a> for tourism-based businesses. For more information, click <a href="#">here</a> .	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>Events</b>	Submit your event to the Visit Loudoun Calendar of Events <a href="#">here</a> .	Jennifer Bodamer <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Extranet</b>	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 <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Listings</b>	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 <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Images</b>	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.  <a href="https://www.visitloudoun.org/media/photo-submission-form/">https://www.visitloudoun.org/media/photo-submission-form/</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
Social Media/Media		
<b>Facebook Public</b>	<a href="https://www.facebook.com/VisitLoudoun">https://www.facebook.com/VisitLoudoun</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Facebook Industry</b>	Follow Loudoun Tourism to stay up-to-date on industry specific information. <a href="https://www.facebook.com/LoudounTourism">https://www.facebook.com/LoudounTourism</a>	
<b>Instagram</b>	@VisitLoudoun	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Twitter</b>	@VisitLoudoun	
<b>Pinterest</b>	<a href="http://www.Pinterest.com/VisitLoudoun">www.Pinterest.com/VisitLoudoun</a>	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
<b>Youtube</b>	<a href="http://www.youtube.com/VisitLoudounHD">www.youtube.com/VisitLoudounHD</a>	
<b>Media</b>	To submit a story to Visit Loudoun's Public Relations team, contact Jennifer Sigal.	Jennifer Sigal <a href="mailto:sigal@visitloudoun.org">sigal@visitloudoun.org</a> 703-669-2002
<b>Social Media Hashtags</b>	When posting to social media sites, use the following hashtags so Visit Loudoun can help amplify your post: #LoveLoudoun #DCsWineCountry #LoCoAleTrail #TakeLoudounHome	Katie Rhoads <a href="mailto:rhoads@visitloudoun.org">rhoads@visitloudoun.org</a> 703-669-2004
Programs		
<b>COVID-19 Partner Toolkit</b>	Click <a href="#">here</a> for up-to-date resources supporting our industry.	Diana Kelterborn <a href="mailto:kelterborn@visitloudoun.org">kelterborn@visitloudoun.org</a> 703-669-2003
<b>Visit Loudoun Membership</b>	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 <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006
<b>Industry Newsletter</b>	Sign up <a href="#">here</a> to receive the Visit Loudoun Industry Newsletter.	Jennifer Christie <a href="mailto:christie@visitloudoun.org">christie@visitloudoun.org</a> 703-669-2006

<b>Loudoun Deals</b>	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 <a href="mailto:henry@visitloudoun.org">henry@visitloudoun.org</a> 703-669-2007
<b>Google DMO</b>	Visit Loudoun has a variety of resources including <a href="#">webinar recordings</a> and <a href="#">handouts</a> 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 <a href="mailto:kelterborn@visitloudoun.org">kelterborn@visitloudoun.org</a> 703-669-2003
<b>Threshold 360</b>	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 <a href="mailto:kelterborn@visitloudoun.org">kelterborn@visitloudoun.org</a> 703-669-2003
<b>Love Loudoun Wedding Showcase</b>	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 <a href="mailto:henry@visitloudoun.org">henry@visitloudoun.org</a> 703-669-2007
<b>Loudoun County Certified Tourism Ambassador Program CERTIFICATION</b>	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 <a href="#">here</a> for more information, class schedules and to register.	Jennifer Bodamer <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617
<b>Loudoun County Certified Tourism Ambassador Program SPONSORSHIP</b>	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 <a href="#">here</a> for more information.	Jennifer Bodamer <a href="mailto:bodamer@visitloudoun.org">bodamer@visitloudoun.org</a> 703-771-2617

### Visit Loudoun Contacts

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

### Visitor Services

<b>Tourism Information</b>	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 <a href="mailto:oliver@visitloudoun.org">oliver@visitloudoun.org</a> , 703-669-4434
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