

VISIT LAFAYETTE-WEST LAFAYETTE



Thank you for being our Tourism Partner!

Visit Lafayette-West Lafayette is the Destination Marketing Organization for Tippecanoe County.

Visit Lafayette-West Lafayette (VLWL) is a vital driver of the visitor economy. Providing support and promotion of the tourism sector in our destination creates a ripple effect that makes our community more vibrant, dynamic, diverse, and a great place to visit, work, play or belong. Our role is to market and promote the community and what it has to offer visitors and residents so they will explore our area, spend money in our businesses and stay in our hotels. Visit Lafayette-West Lafayette is a non-profit organization and most everything we do is FREE to you!

Here are some ways to get involved with our community promotion efforts...

Participate in a monthly Visitor Industry Partner (VIP) tour to explore different attractions and build connections with fellow industry partners.

Participate in our social media contests. VLWL has 13,000+ Facebook followers and 9,500+ Instagram followers. In 2023 alone, 18,000+ people entered the social media giveaways hosted on the VLWL website.

Make sure your current listing on HomeOfPurdue.com is up to date, has the appropriate contact information, photos, and description. The HomeOfPurdue website is visited by close to 1 million visitors a year. We want to make sure they can find you easily. Log on to our Partner Extranet to make changes. Need help logging in? Contact Ashley. Also, you can add coupons, packages and job listings through the extranet.

Let us know if your business can host large groups, meetings, weddings or if you cater.



We pitch local businesses to media and travel bloggers; be sure to share photos and video with us and tell us your story. These may be used on our social media accounts as well. Share anything unique about your business such as awards won, if you are pet friendly, host live music or entertainment, interesting staff or owner stories or anything else that makes your business story interesting and fun.

Advertise in our yearly visitor guide! Contact Lisa Morrow for additional information (contact info on back).

Want VLWL brochures for your business? We can provide! Have a brochure you'd like added to our visitor center racks? Let us know!

Keep us informed of what is going on with your business! An easy way to do that is to tag us on social media! #HomeOfPurdue

Have ideas for new ways to partner? Reach out to Ashley! (contact below)

Contact Ashley Gregory for more information • agregory@HomeOfPurdue.com • 765-447-9999



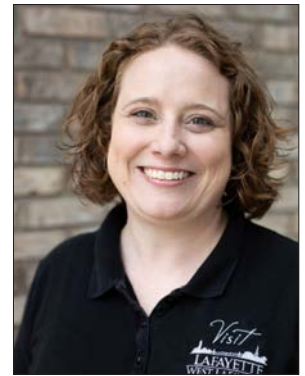
Meet the Visit Lafayette-West Lafayette Team



JO WADE
President & CEO
jwade@HomeOfPurdue.com



LISA MORROW
Vice President/COO
lmorrow@HomeOfPurdue.com



ASHLEY GREGORY
Director of Partnerships and CRM
agregory@HomeOfPurdue.com



SARA ERICKSON
Director of Communication
serickson@HomeOfPurdue.com



GABBI ESPINOZA
Group & Sports Marketing Strategist
gespinoza@HomeOfPurdue.com

