



# Marketing Support Checklist

## *Newport News* VIRGINIA

### **Newport News Tourism Development Office**

700 Town Center Drive, Suite 320  
Newport News, Virginia 23606  
757.926.1400

### **Newport News Visitor Center**

13560 Jefferson Avenue  
Newport News, Virginia 23603  
757.886.7777



# Newport News Tourism Development Office's Marketing Support Checklist

The Newport News Tourism Development Office (NNTDO) is a division of Parks, Recreation and Tourism. Our mission is to enthusiastically promote the City of Newport News and its hospitality industry through creative marketing initiatives and cooperative programs that will increase awareness, visitation and tax revenue.

Here are some of the many ways that the NNTDO can provide support:

## AAA & Group Marketing

**Convention Services Program** – The Convention Services Program offered by the NNTDO includes complimentary welcome bags, name badges, promotional materials and a coupon book for those group attendees who are staying in Newport News accommodations (certain limitations/restrictions apply). Hospitality industry members are encouraged to partner with us to provide additional materials for welcome bags and/or NNTDO-staffed registration/welcome tables.

Contact: Cheryl Morales, [cmorales@nngov.com](mailto:cmorales@nngov.com), 757.926.1428

**Familiarization Tours** – The NNTDO conducts FAM tours throughout the year for the AAA & group markets. Your involvement in these FAM tours is encouraged as a way of increasing the awareness of your product or service within the AAA & group markets.

Contacts: Trista Attoh, [tattoh@nngov.com](mailto:tattoh@nngov.com), 757.926.1442

James Dean, [jdean@nngov.com](mailto:jdean@nngov.com), 757.886.7919 or

Cheryl Morales, [cmorales@nngov.com](mailto:cmorales@nngov.com), 757.926.1428

**Trade Shows & Sales Calls** – The NNTDO promotes Newport News as a destination to the group market, including AAA offices, tour and travel (students, seniors, group leaders, tour operators, receptive operators, etc.), sports events and meetings and conventions, as well as weddings and reunions. Members of the Newport News hospitality industry are encouraged to partner with the NNTDO at various trade shows, including ABA, NTA, VSAE and RFN, as well as sales calls to AAA offices, meeting planners, tour operators and other hospitality industry groups.

Contacts:

**AAA Offices & Virginia Welcome Centers:**

James Dean, [jdean@nngov.com](mailto:jdean@nngov.com), 757.886.7919

**Reunions & Conventions:**

Cheryl Morales, [cmorales@nngov.com](mailto:cmorales@nngov.com), 757.926.1428

**Tour & Travel Groups:**

Trista Attoh, [tattoh@nngov.com](mailto:tattoh@nngov.com), 757.926.1442





## Advertising

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**Advertorials** – The NNTDO can include your attraction and events in some advertorial placements. Send us your media releases and newsletters, seasonal and event-related information at least six months prior to the program or event date.

Contact: Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

**Collateral** – The NNTDO publishes a variety of brochures and guides promoting Newport News, including our semi-annual Calendars of Events, annual Visitor Guide and biennial Group Planner. Visit our Visitor Center off I-64, Exit 250B for a copy of all our brochures. You can also learn where we distribute our collateral and who requests our brochures and guides.

Contact: Janie Tross, [jtross@nngov.com](mailto:jtross@nngov.com), 757.886.7919

**Cooperative Advertising** – The NNTDO encourages the Newport News hospitality industry to participate with us in cooperative advertising opportunities when available. Cooperative advertising allows our partners to align their message with the NNTDO's to increase awareness. Cooperative advertising can also result in savings that will help you stretch your dollars further. We regularly publish our Media Plan on our industry website at [www.newportnewstourism.org](http://www.newportnewstourism.org).

Contact: Cindy Brouillard, [cbrouillard@nngov.com](mailto:cbrouillard@nngov.com), 757.926.1425

**Promotions** – The NNTDO offers several promotional opportunities throughout the year, including during National Travel & Tourism Week. Industry partners who participate in these various promotions can gain community and media exposure while fulfilling their prize commitment. Learn how we can work together!

Contact: Janie Tross, [jtross@nngov.com](mailto:jtross@nngov.com), 757.886.7919





## Communications

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**Calendar of Events** – The NNTDO distributes a media release and annual calendar of events each fall to potential visitors. To qualify, events must be held at a Newport News attraction, be at least two days in duration and be submitted to the NNTDO no later than August 31 of each year. Events that are more than a year out will be included, if the event dates are confirmed.

Contacts: Lisa Kaloustian, [lkaloustian@nngov.com](mailto:lkaloustian@nngov.com), 757.926.1466 or Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

**Media Releases and Media Tours** – The NNTDO writes media releases about Newport News for distribution to both consumer and industry publications. We are always on the lookout for quirky stories and characters that we can theme together with other attractions. Send us your media releases and newsletters, seasonal and event-related information at least six months prior to the program or event date. We also host journalists from both consumer and industry media throughout the year.

Contact: Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

**Online Media Center** – The NNTDO maintains an online media center/press room at [www.newport-news.org](http://www.newport-news.org) with current media releases, a media kit request form, sample itineraries and other information of interest. The Newport News hospitality industry is welcome to submit their media releases in pdf form for posting in the online media center.

Contact: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440

**Photography** – The NNTDO has a photo gallery with a variety of downloadable high-resolution images of Newport News, including attractions, special events, shopping, dining, meeting venues and accommodations. Access to the photo gallery is available upon request to qualified media and industry partners at [www.newport-news.org](http://www.newport-news.org).

Contacts: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440 or Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

**What's New in Newport News?** – The NNTDO, in partnership with Newport News TV, produces monthly 30-minute television programs that highlight special events, new attraction exhibitions and other Newport News hospitality industry news. All members of the hospitality industry are encouraged to contact us with information about "What's New" in Newport News.

Contact: Cheryl Morales, [cmorales@nngov.com](mailto:cmorales@nngov.com), 757.926.1428



## Database Sharing

The NNTDO has a variety of databases that can be shared with your business. From media and groups, to industry and city contacts, we are here to assist you in marketing your business.

### Contacts:

#### AAA, Welcome & Visitor Centers:

James Dean, [jdean@nngov.com](mailto:jdean@nngov.com), 757.886.7919

#### Industry – Hotels, attractions, restaurants, city contacts, etc.

Lisa Kaloustian, [lkaloustian@nngov.com](mailto:lkaloustian@nngov.com), 757.926.1466

#### Media:

Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

#### Meeting & Convention:

Cheryl Morales, [cmorales@nngov.com](mailto:cmorales@nngov.com), 757.926.1428

#### Tour & Travel Groups:

Trista Attoh, [tattoh@nngov.com](mailto:tattoh@nngov.com), 757.926.1442



## Interactive

**Calendars of Events** – The NNTDO maintains an online events calendar at [www.newport-news.org](http://www.newport-news.org). To have your event considered for an online listing, submit a media release and a one-line description of the event at least one month prior to the event. Events must occur at a Newport News attraction.  
Contacts: Lisa Kaloustian, [lkaloustian@nngov.com](mailto:lkaloustian@nngov.com), 757.926.1466 or Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

**Consumer E-mail Blasts** – Every quarter, opt-in e-mail subscribers receive e-mail messages from the NNTDO highlighting a special event, new publication or promotional opportunity. Newport News hospitality industry members are encouraged to provide information for possible inclusion in these consumer-oriented e-mails. Send us your media releases and newsletters, seasonal and event-related information at least two months prior to the program or event date.  
Contacts: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440 or Janie Tross, [jtross@nngov.com](mailto:jtross@nngov.com), 757.886.7919

**Industry Website** – The NNTDO maintains an industry website at [www.newportnewstourism.org](http://www.newportnewstourism.org). Information on the site includes downloadable forms, the current Marketing Calendar, consumer and group market segmentation information, helpful links to other tourism websites, research and statistical data and a PowerPoint presentation about the Newport News Tourism Development Office.  
Contact: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440

**Social Media** – The NNTDO maintains Facebook ([www.facebook.com/newportnewsvirginia](http://www.facebook.com/newportnewsvirginia)), MySpace (<http://groups.myspace.com/explorenewportnews>), Twitter ([www.twitter.com/newportnewstour](http://www.twitter.com/newportnewstour)) and YouTube ([www.youtube.com/nntourism](http://www.youtube.com/nntourism)) pages. We welcome photographs, special deals and information from our industry partners to post on these sites.  
Contacts: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440 or James Dean, [jdean@nngov.com](mailto:jdean@nngov.com), 757.886.7919





## Research

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**End of Month Reports** – Each month, the NNTDO compiles copies of current media releases, articles about Newport News, marketing leads, statistics and industry information that is sent via e-mail, upon request.

Contact: Lisa Kaloustian, [lkaloustian@nngov.com](mailto:lkaloustian@nngov.com), 757.926.1466

**Research Resource** – The NNTDO issues a monthly report from Smith Travel Research which details tourism trends, statistics and responses to travel in Newport News, Virginia. In addition, our industry website, [www.newportnewstourism.org](http://www.newportnewstourism.org) includes year-end reports and tourism facts. The site also lists helpful links to the U.S. Travel Association and the Virginia Tourism Corporation, as well as other research and informational websites.

Contacts: Cindy Brouillard, [cbrouillard@nngov.com](mailto:cbrouillard@nngov.com), 757.926.1425 or  
Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440

## Help Us Help You

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We'd like your assistance in promoting Newport News to all who live, work, play or visit here. Below are a few suggestions on how you can "help us help you."

- Add a link to our website, [www.newport-news.org](http://www.newport-news.org), on your website. We will provide you with a logo and brief copy for inclusion on your site.

Contact: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440

- Tell us about your special events, festivals and more so we can add them to our website and social media pages.

Contact: Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

- Help our online visitors find accommodations in Newport News by adding our hotel link ([www.newport-news.org/places-to-stay/accommodations](http://www.newport-news.org/places-to-stay/accommodations)) to your website.

Contact: Jared Midkiff, [jmidkiff@nngov.com](mailto:jmidkiff@nngov.com), 757.926.1440

- Include a Newport News fact sheet in your media and sales kits and add "For more information on all there is to see and do in Newport News, go online at [www.newport-news.org](http://www.newport-news.org)" to your brochures, rack cards and other written materials.

Contact: Suzanne Pearson, [spearson@nngov.com](mailto:spearson@nngov.com), 757.926.1429

- Feature NNTDO ad campaigns on your website. We can provide you with our advertisements in several compatible formats.

Contact: Cindy Brouillard, [cbrouillard@nngov.com](mailto:cbrouillard@nngov.com), 757.926.1425

## New to the hospitality industry or new to Newport News?

Let us help you with NNTDO materials that will give you a headstart on your marketing. Call us to schedule a time to meet our staff and learn about how our City has grown and about all there is to see and do in Newport News. Call Lisa Kaloustian at 757.926.1466 or lkaloustain@nngov.com.



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[www.newport-news.org](http://www.newport-news.org)