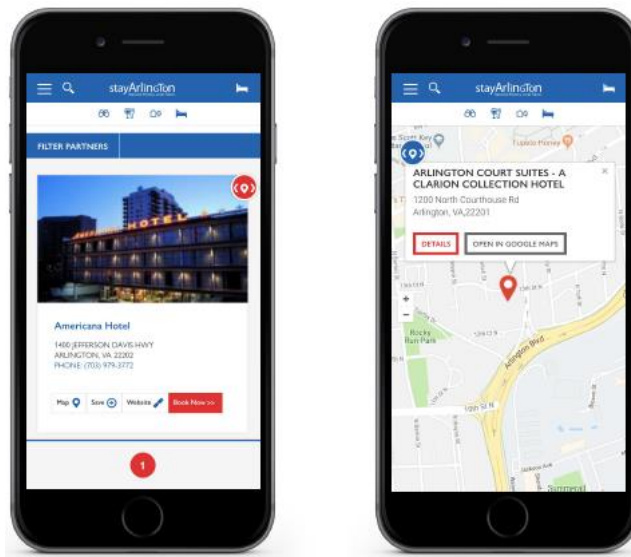




## How to Leverage StayArlington Resources for Your Hotel Arlington Convention and Visitors Service



### Marketing

- **Create/Update Your StayArlington Website Partner Listing:** Visit [www.stayarlington.com](http://www.stayarlington.com) and click on the magnifying glass in the upper left corner to search for your property's listing. To create or update your listing, simply complete the Partner Sign Up form at <https://www.stayarlington.com/partner-sign-up/> and attach any images you'd like to feature (JPG or PNG photos, logos, etc.). (You can disregard any fields in the form that don't apply.)
- **aRes Travel Hotel Listing on the StayArlington Website:** Please review your hotel's photos, marketing copy and amenities within the aRes Travel reservation system at <https://reservations.stayarlington.com/hotel/list/5025/m1400>. If you have questions or changes regarding your listing, please contact Devian Starr, aRes Travel Director of Account Services, at [devian.starr@arestravelinc.com](mailto:devian.starr@arestravelinc.com) or (619) 501-7058.
- **Virginia.org Website Hotel Listing:** To create or update your hotel listing on the Virginia Tourism Corporation website ([www.virginia.org](http://www.virginia.org)), and to designate your hotel as LGBT-friendly and/or Virginia Green, go to <http://admin.virginia.org/>. You can use the same account to promote any hotel events that are of likely interest to area visitors. The Arlington Convention and Visitors Service pulls event listings from this tool to publish them on the StayArlington website, which had more than 196,000 unique visitors in 2018. They'll also appear on the main Virginia tourism website, which had more than 16 million unique visitors last year.

- **Share News Updates:** Send us your news and events **every 2<sup>nd</sup> Thursday of the month** (or as you distribute it) to be included in our *StayArlington Capital Vacations Connection* (30,000+ distribution) and/or *StayArlington Capital Meetings Connection* (2,500+ distribution) e-newsletters. Email your news releases, copy and/or images to ACVS Marketing Manager Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us).
- **Engage with StayArlington Social Media:** Use **#stayarlington** and engage with us on social media through shares, likes, retweets, comments and posts, and we'll do the same with you!
  - Facebook: [www.facebook.com/stayarlington](http://www.facebook.com/stayarlington)
    - Preferred Content: Photos or videos that are subtly, or not at all, promotional; text that's 80 characters or fewer. Best subjects are events, news and/or other content of interest to leisure audience.
  - Twitter: [www.twitter.com/stayarlington](http://www.twitter.com/stayarlington)
    - Preferred Content: URL, photos or videos; 240 characters or less. Best subjects are events, news and/or other content of interest to leisure or meetings audiences.
  - Instagram: [www.instagram.com/stayarlington](http://www.instagram.com/stayarlington)
    - Preferred Content: Photos or videos that are subtly, or not at all, promotional; text that's 80 characters or fewer. Best subjects are events, news and/or other content of interest to leisure audience.
  - YouTube: [www.youtube.com/stayarlington](http://www.youtube.com/stayarlington)
- **Advertise in the StayArlington Guides & Map or on the StayArlington website:**
  - Advertise in the official 2019-2020 *Arlington Visitors Guide* (50K distribution), *Arlington Pad Map* (150K distribution) and *Arlington Meeting Planner Guide* (2K distribution), which are provided to Arlington hotel guests, as well as potential visitors and meeting professionals nationwide. New this year, advertise directly on the *StayArlington website* (196K+ annual website visitors) with native ads to get in front of visitors before they get here! For ad sizes, rates and other details, see our [Media Kit](#) here or contact ACVS Marketing Manager Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us)

## Public Relations

- Forward all news releases or other announcements (renovations, events, awards, etc.) featuring your business to AED PR Manager Cara O'Donnell, [codonnell@arlingtonva.us](mailto:codonnell@arlingtonva.us); and ACVS Director Emily Cassell, [ecassell@arlingtonva.us](mailto:ecassell@arlingtonva.us).
- If you're interested in hosting visiting journalists or bloggers, please let Cara know.

## Meetings & Conventions

- If you have meeting or group clients who would like photos, videos or logos showcasing Arlington, please contact Marketing Manager, Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us).
- When responding to an RFP that Portia Conerly, Senior Destination Sales Manager, has sent to your hotel, please copy Portia on related email correspondence at [pconerly@arlingtonva.us](mailto:pconerly@arlingtonva.us).
- Please email Portia when a lead she has sent has actually booked at your hotel.
- Please notify Portia of changes in your staff – GMs, DOSs, sales team members, etc. – so she can update contact information in our distribution system.
- Portia has a variety of service-provider contacts if your meeting planners need additional assistance, such as recommendations for photographers, motor coach companies, tour guides and additional meeting venues.

## Visitor & Convention Services

- Request Arlington Visitors Guides, Meeting Planner Guides and Pad Maps for visitors, groups and planners by contacting Visitor & Convention Sales Manager Monica Cannon at [mcannon@arlingtonva.us](mailto:mcannon@arlingtonva.us) or Visitor Services Counselor Robert “Mo” Rouse at [rrouse@arlingtonva.us](mailto:rrouse@arlingtonva.us).
- Be sure to point visitors to Arlington’s Mobile Visitors Center on the day it’s in your neighborhood each week (March through November):



- **Crystal City:**
  - Mondays from 9 a.m. to 3 p.m., 18th St. S. at S. Bell St.
  - Fridays from 9 p.m. to 1 p.m., 18th St. S. at S. Bell St.
- **Ballston:** Tuesdays from 8 a.m. to 1 p.m., N. Stuart St. at Fairfax Dr.
- **Pentagon City:** Wednesdays from 9 a.m. to 1 p.m., S. Hayes St. at 12th St. S.
- **Rosslyn:** Thursdays from 8 a.m. to 1 p.m., N. Lynn St. at Wilson Blvd.