



## 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.)
- **Create/Update Your 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 the Virginia Tourism Corporation extranet at <https://www.vatc.org/marketing/digital-marketing/webmarketing/>. **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 has more than 250,000 users annually. They'll also appear on the main Virginia tourism website, which has more than 16 million unique visitors annually.
- **Promote Your Deals & Packages:** Take advantage of this FREE opportunity to regularly share your latest hospitality [Deals & Packages](#) with visitors through the StayArlington website, as well as with thousands of Arlington and Washington, D.C.-area residents. Arlington travel and tourism generates more than \$3.5 billion in spending annually at local businesses just like yours, so submit your Deals & Packages today using [this form](#).
- **Schedule Your FREE 360-Degree Video Shoot:** ACVS has partnered with [Threshold 360](#) for Arlington hotels, meeting venues, restaurants and attractions to get 360-degree virtual tours you can easily share with clients. See all Arlington [videos](#) to-date, then contact ACVS Marketing Manager Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us) to learn more and [schedule](#) your socially distanced shoot.
- **Share News Updates:** Send us your news and events to be included in our monthly *StayArlington Capital Vacations Connection* and/or *StayArlington Capital Meetings Connection* e-newsletters. Email

any news releases/announcements and images highlighting renovations, events, awards, etc. to ACVS Marketing Manager Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us). Also, if you're interested in hosting visiting journalists or bloggers, please let Scott know.

- **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](https://www.facebook.com/stayarlington)
    - Preferred Content: Photos or videos that are subtly, or not at all, promotional. Best subjects are events, news and/or other content of interest to leisure audience.
  - Twitter: [www.twitter.com/stayarlington](https://www.twitter.com/stayarlington)
    - Preferred Content: URL, photos or videos. Best subjects are events, news and/or other content of interest to leisure or meetings audiences.
  - Instagram: [www.instagram.com/stayarlington](https://www.instagram.com/stayarlington)
    - Preferred Content: Photos or videos that are subtly, or not at all, promotional. Best subjects are events, news and/or other content of interest to leisure audience.
  - YouTube: [www.youtube.com/stayarlington](https://www.youtube.com/stayarlington)
- **Advertise in the StayArlington Guides & Map (Annually) or on the StayArlington Website (Year-Round):**
  - Advertise in the StayArlington *Official Visitors Guide* (50K distribution), *Meeting Planners Guide* (2K distribution), and Arlington Map (150K distribution), which are provided to Arlington hotel guests, as well as potential visitors and meeting professionals nationwide. You can also advertise directly on the *StayArlington website* (250K+ annual users) year-round with native ads to get in front of visitors before they get here! For details on StayArlington print and website advertising, visit the [Marketing Opportunities](#) page to view the current Media Kit, or contact ACVS Marketing Manager Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us).

## **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, Director of Sales, 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 Official Visitors Guides and Arlington Maps for visitors/groups by contacting Monica Cannon at [mcannon@arlingtonva.us](mailto:mcannon@arlingtonva.us).
- Request Arlington Meeting Planners Guides for your sales team or meeting/event clients by contacting Monica Cannon at [mcannon@arlingtonva.us](mailto:mcannon@arlingtonva.us).