



Newport News Tourism
702 Town Center Drive
Newport News, VA 23606
757-886-7777 | newport-news.org

Newport News Tourism Hires Group Sales Coordinator

Danielle Goodman will promote Newport News as a destination for groups

Newport News, VA, Nov. 8, 2024 – Danielle Goodman recently joined Newport News Tourism as its Group Sales Coordinator. In her new role, Danielle will be responsible for promoting Newport News to organizers of meetings and group tours. She will advance tourism by crafting targeted sales and marketing strategies to position Newport News as a premier destination for meeting planners, group tour operators, group leaders, event coordinators, travel consultants, and conference organizers.

Some of Danielle's duties will include making sales calls, attending trade shows, conducting site visits and familiarization tours, and delivering impactful follow-ups – all with the goal of increasing travel-related revenue and showcasing the city's unique attractions and experiences.

She will also work closely with the city's hotels, attractions, restaurants, and retail shops to encourage strategic partnerships and collaboration. Additionally, she will develop close relationships with regional destination marketing organizations (DMOs) to promote Newport News and the Coastal Virginia area to prospective clients.

Danielle earned her associate degree in social science from Thomas Nelson Community College in 2015. Before joining Newport News Tourism, she served as Director of Admissions and Marketing at Regency Health & Rehabilitation Center in Yorktown and spent two years as Lead Community Manager at Gather Workspaces in Newport News' Tech Center. Additionally, she has held catering and event management roles at several prominent Hampton Roads venues and hotels.

Danielle brings with her a wealth of hospitality and event management experience. In her previous roles, she has held memberships in local networking organizations, such as Virginia Peninsula Chamber, York County Chamber of Commerce, and Two Twelve Referral Network. Through this, she has fostered many connections with influential stakeholders in the Hampton Roads area, which will assist in her success as Visit Newport News' Group Sales Coordinator. Danielle started with Newport News Tourism on Oct. 21, 2024.

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