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Virginia Restaurant, Lodging & Travel Association Hires Carla Murray as Director of Marketing and Communications

FOR IMMEDIATE RELEASE – Richmond, Va. – June 21, 2021 – The Virginia Restaurant, Lodging & Travel Association (VRLTA) has hired Carla Murray as their Director of Marketing and Communications, effective June 14. She is responsible for the overall strategy, management and execution of marketing and communications efforts for the Association.

“We are excited to have Carla join VRLTA as we continue our efforts to assist the tourism and hospitality industry recovery,” said Eric Terry, VRLTA President. “Her past experience in Virginia is a huge plus for our members.”

Carla joined the VRLTA staff after a 23-year career at the Maymont Foundation where she most recently served as their Director of Marketing & Communications. During her tenure at Maymont, a top-rated Richmond tourist attraction, she led campaigns for events and other initiatives, developed communications content, and created and cultivated the organization’s social media accounts. Some of her most recent accomplishments at Maymont included the awareness campaign for the re-opening of The Robins Nature Center, the launch of a new website, and promotion for the popular Garden Glow event.

“I’m honored and thrilled to join the talented, motivated team at VRLTA,” Carla said. “They have done excellent work to advocate for restaurants and the whole tourism industry, especially during the unprecedented challenges of 2020 that continue to this day. I look forward to working with our members, partners and staff to promote and support Virginia’s wonderful hospitality and tourism industry.”

VRLTA’s focus remains advocating for hospitality and tourism, connecting with and supporting members, and offering education and networking opportunities for the industry.

The Virginia Restaurant, Lodging & Travel Association is the unified voice of the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. For more information on the VRLTA, visit www.vrlta.org or call 800-552-2225.

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