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Virginia Restaurant Lodging & Travel Association Hires Ryan Trapp as Director of Marketing and Communications

Richmond, Va. – The Virginia Restaurant Lodging & Travel Association (VRLTA) announced this week that Ryan Trapp has joined the organization as its new Director of Marketing and Communications. In his role, Trapp will be responsible for managing the organization’s digital presence across all web and social channels, oversee public relations efforts, assist in the promotion of VRLTA events, and work to expand the creative capabilities the Association can offer members.

“This position is integral to the growth of the Association and what we can offer our members.” says Eric Terry, VRLTA President, “We’re excited about the background Ryan brings to the position, and his familiarity with our industry means we can really hit the ground running on several of our initiatives. I am confident he will contribute to the success of our organization and play a key role in our future efforts.”

Trapp brings over a decade of experience working in the events and travel industries, most recently serving as Art Director for Virginia Tourism Corporation. During his time with the state tourism office, he helped execute several award-winning campaigns, including *Wanderlove*, *Share What You Love*, and *Crush Friday*. Trapp has also held roles with Richmond Raceway and The Orange Bowl, where he managed team communications for the 2013 Discover Orange Bowl and 2013 BCS National Championship Game. Trapp received Bachelor’s Degrees in Communications and English from Virginia Polytechnic Institute and State University in Blacksburg, Virginia.

“I’m beyond thrilled to be joining the talented and passionate team here at VRLTA,” says Trapp. “The tourism and hospitality industry in Virginia is such an incredible community. I look forward to contributing to the amazing work already being done at the Association and finding opportunities where my experience and skillset can add value to our members and help the organization grow.”

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 and 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, visit www.vrlta.org or call 800-552-2225.

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