



Marketing New Castle County & the Brandywine Valley

About Us

- Membership-based non-profit
- Promoting Wilmington (and the entirety of New Castle County) as a visitor destination
- Mission: to generate economic prosperity for Greater Wilmington through tourism, meetings & conventions sales

What We Promote

Attractions, restaurants, hotels, retail, parks and recreation, meeting facilities, sports facilities, our history, our culture, our unique neighborhoods – anything of interest to travelers

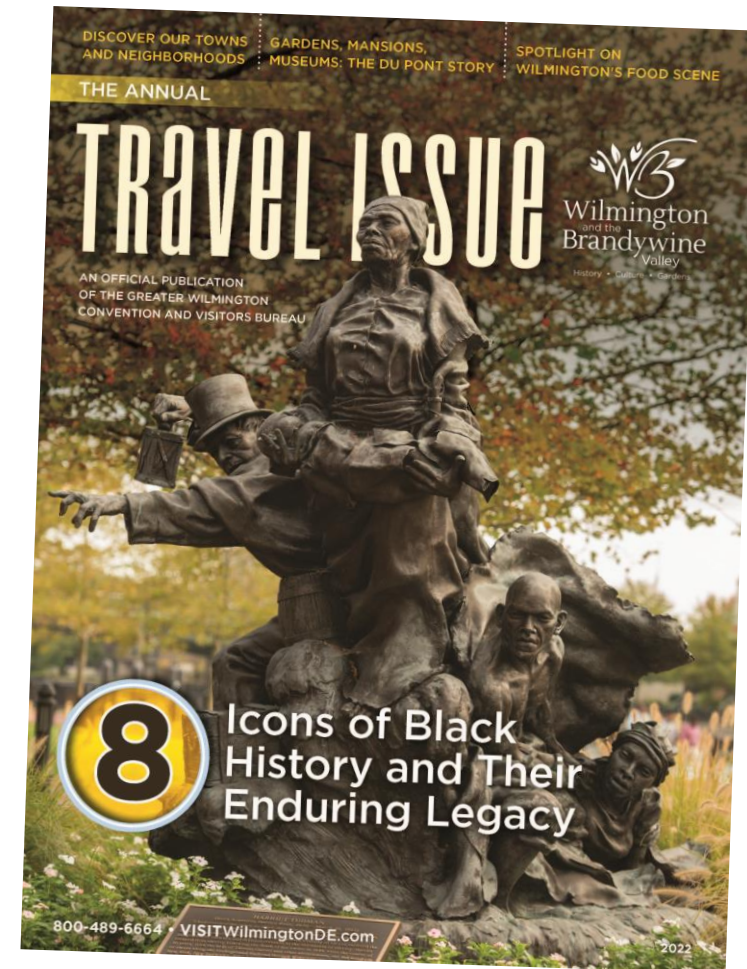
Who We Promote To

- Leisure travelers, specifically the drive-to market (within 250 miles)
- Meetings and convention planners
- Group tour planners



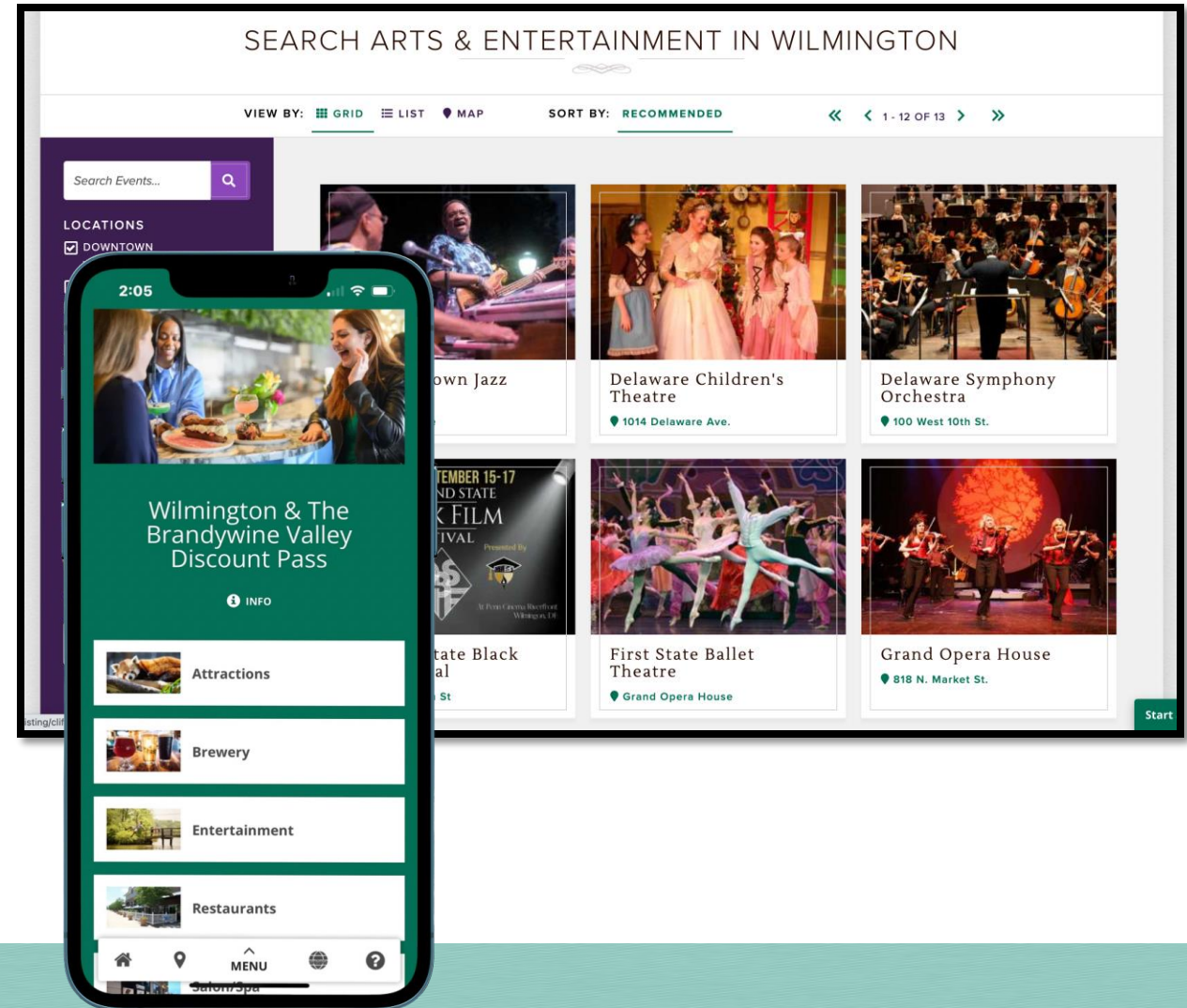
Primary Promotional Tools

- VisitWilmingtonDE.com
- Annual Travel Guide
- Digital Advertising
- Brandywine Treasure Trail Passport
- Trade Show Attendance
- Visitor Center
- Media Relations
- Social Media
- Serving as a Catalyst for Collaboration
- Assists Partners with Marketing Strategies



Initiatives that Support Wilmington

- Downtown Presence
- Corporate Sponsorship Program
- Welcome All Campaign
- Mobile Discount Pass
- Promotion of Small and Minority-Owned Businesses
- Designated Arts Blog and Ad Campaign
- New Food Blog Coming
- #WILMDE Girl



Contact Us



Jen Boes
Executive Director

jenboes@visitwilmingtonde.com
Office: 302-295-2212
Cell: 302-245-6644



Diane Angeline
Director of Community &
Member Relations

dangeline@visitwilmingtonde.com
Office: 302-295-2215
Cell: 302-588-6052



Scott Ciancio
Director of Marketing

sciancio@visitwilmingtonde.com
Office: 302-295-2217
Cell: 302-547-6632



Jessica Horstmann
Social Media Manager

jhorstmann@visitwilmingtonde.com
Office: 302-295-2211
Cell: 302-545-8833



Jessica Bittmann
Director of Sales

jbittmann@visitwilmingtonde.com
Office: 302-295-2213
Cell: 610-864-4321



Ella McDougal
Administrator

evw@visitwilmingtonde.com
Office: 302-295-2223
Cell: 302-723-8680