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Lauran Peoples

Director of Sales Marketing & Business Development

Markets: Government, Multicultural & Diversity | All Single Property*

"I believe meetings can do more than fill rooms. They can build belonging, elevate voices and create momentum for the people and ideas that move us forward. When planners bring that kind of purpose to the table, they deserve a destination and a partner who gets it."

- LAURAN PEOPLES

Meet Lauran

Lauran is where strategy and storytelling meet. Her work bridges sales and marketing, blending data, insight and intuition to help planners move with purpose and clarity. She oversees single-property and small meetings in the multicultural & diversity and government markets, with a focus on building long-term partnerships that are both high-touch and high-trust.

Her work is built around clarity, alignment and curiosity. Not the passive kind, but the kind that asks thoughtful questions, goes deeper, and sees planning as a creative process with impact. She also leads the destination marketing strategy for the sales team. She thinks deeply, speaks candidly and listens closely. That is what makes her a partner, not just a point of contact.

Locals Only: Lauran's Picks

PRE-MEETING RECHARGE:

Common House Richmond — good vibes, good people and space to think

GO-TO RESTAURANT

Bookbinder's — classic service, standout seafood and always a win

PUBLIC SPACE FOR A QUICK RESET:

Capital Trail — Riverside clarity and just a quick walk away

SEASONAL TRADITION:

Juneteenth fireworks from my balcony for reflection and joy

HIDDEN GEM:

Cameo Cakery & Cafe — because cake really does solve a lot

Reach Out

804.783.7429

lpeoples@visitrichmondva.com

Let's Connect!

How I Show Up

- I move with purpose, lead with clarity and build trust through thoughtful, strategic partnership.
- I help planners cut through complexity and find clarity.
- I bring fresh perspective and meaningful context to every conversation.
- I listen closely and ask smart questions that move planning forward.
- I show up with intention, not a pitch.

What I Love Doing When I'm Not Working

I love solo travel. It has become a pathway to self-possession and sovereignty.

Industry Affiliations

- PCMA
- NCBMP
- ASAE
- Co-chair, Richmond Region Tourism DEI Task Force

* Single property indicates under 450 rooms on peak