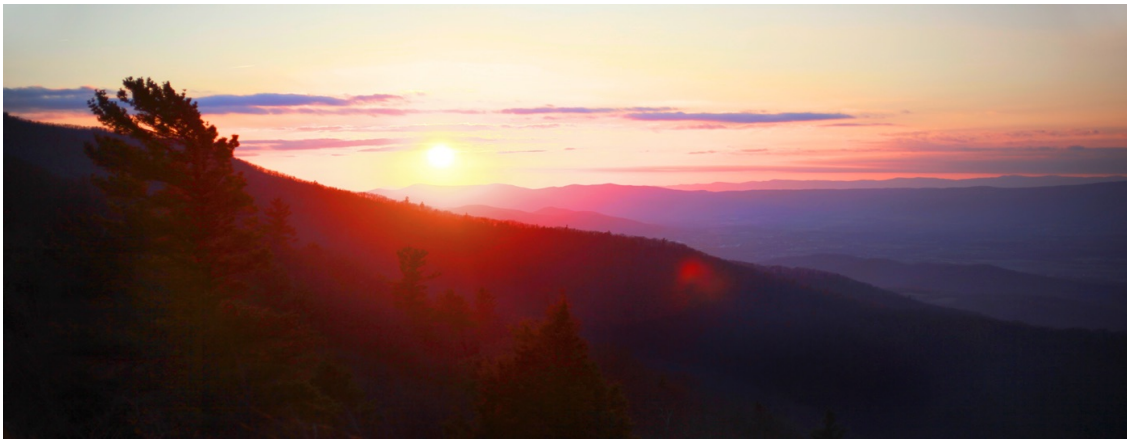


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Industry Partner Newsletter | Winter 2024

2023 Year In Review / 2024 Forecast



Dear Page County Tourism Partners,

As we embark on another exciting chapter in the vibrant story of Page Valley, I am thrilled to extend my sincere gratitude to all those who have played a pivotal role in making our community flourish. The pages of our annual newsletter come alive with stories of achievements, growth, and shared success, and it is with immense pleasure that I acknowledge the unwavering support we have received from our valued partners.

First and foremost, I want to express our deepest appreciation to the Tourism Council. Your steadfast support has been the cornerstone of our endeavors, shaping Page Valley into a destination that captures the hearts of visitors and locals alike. Together, we have woven a tapestry of experiences that showcase the beauty and charm of our community.

A special commendation is due to our dedicated department staff. Your tireless efforts and infectious enthusiasm have been instrumental in driving our initiatives forward. It is your passion and commitment that breathe life into the projects we undertake, creating a positive impact on the community we proudly serve.

To our cherished vendors, your collaborative spirit and commitment to excellence have been vital in helping us achieve our goals. Your unwavering partnership has not only facilitated our success but has also elevated the quality of the experiences we offer to our community.

Last but certainly not least, a heartfelt thank you goes out to our industry partners — the backbone of Page County's thriving tourism sector. Without your initial support and ongoing investment, none of our accomplishments would have been possible. Your belief in our community, coupled with your dedication to its growth, has laid the foundation for a prosperous future. As we reflect on the years of service, investment, and plans for future growth, we are reminded of the extraordinary assets that define Page

County. We are truly blessed to live and work in a community that is enriched by its people, its culture, and its potential. Your collective contributions have been invaluable, and we look forward to many more years of shared success.

As we celebrate the achievements and partnerships that have shaped our community, I am thrilled to share a remarkable milestone from the close of fiscal year 2023: a noteworthy 26% increase in our Transient Occupancy Tax. This clear indicator of progress serves as a testament to the collective efforts invested in elevating Page County to new heights. Your support has been instrumental in moving the needle, and together, we continue to write the success story of our community.

Thank you all for being an integral part of our journey.

In the spirit of fostering collaboration and ensuring that every voice is heard, I extend a heartfelt invitation for you to actively participate in our community gatherings and meetings. Your insights and perspectives are invaluable, and we believe that a thriving community is built upon the active engagement of its members.

I am particularly excited to announce our upcoming Tourism Summit — a forum where ideas will converge, innovations will be discussed, and the future of Page County's tourism will be shaped. I sincerely hope to see many of you there, contributing to the vibrant dialogue that propels us forward.

For those unable to attend the summit, I encourage you to join us at any of our monthly tourism council meetings, which are open to the public. Your presence and input are crucial to the continued success and growth of our community.

Thank you once again for your unwavering support and commitment to Page Valley. Together, let us embrace the opportunities that lie ahead and continue to make a positive impact on our shared journey.

Warm regards,

A handwritten signature in black ink, reading "Nina A. Long Fox". The signature is fluid and cursive, with the first name "Nina" being the most prominent.

Nina A. Long Fox

Director of Economic Development & Tourism

2023

By the Numbers

277,456

Pageviews on pagevalley.org

\$252,192

TOT grant funding awarded by Page County to
Page Valley industry partners, organizations and events

85,370

Website sessions on pagevalley.org

\$50,000

Grant funding awarded to the Page County Economic Development
and Tourism Department by the Virginia Tourism Corporation
to promote Page Valley through projects and initiatives
totaling more than \$100,000 (including matching funds)

40,000

Page Valley Visitor Guides printed and distributed

7,211

Subscribers to Page Valley's visitor newsletter

491

Page County partner listings featured on pagevalley.org

466

Page County events promoted on pagevalley.org

200+

Page County businesses and properties
photographed through a visual branding initiative

40+

Days spent capturing video and photography of Page Valley
attractions, businesses, activities and scenic views in four seasons,
resulting in thousands of professional images and dozens
of hours of professional videography

26

Email campaigns targeting travelers
and relaying information to industry partners

16

Advertising initiatives with placements ranging from
annual state and regional travel guides to website banners

annual state and regional travel guides to website banners,
mobile footers, print publications, e-newsletters,
sponsored native content, Google and social media



2023 ADVERTISING

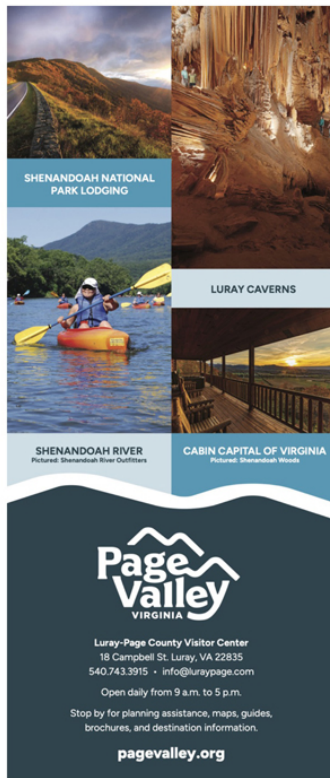
- **2023 Virginia Travel Guide:** two-page spread in Virginia's official travel guide, the Virginia Tourism Corporation's primary consumer fulfillment piece (thousands distributed each week throughout 2023).
- **2023 Shenandoah Valley Travel Guide:** inside cover and half-page ad in the Shenandoah Valley Travel Association's annual guide (150,000 copies distributed at regional welcome centers and attractions, AAA offices, Virginia Welcome Centers and more).
- **2023 Virginia Restaurant, Lodging & Travel Association's Travel Guide:** half-page ad in the state association's annual guide (200,000 copies distributed statewide, with a dominant presence in all 12 Virginia Welcome Centers, plus all 33 Safety Rest Areas).
- **Shenandoah Valley Travel Association's Email Marketing Cooperative:** quarterly ads included in the Shenandoah Valley Travel Association's e-newsletters deployed seasonally to 1 million travelers interested in
- **Social Media:** boosted ads targeting zip codes and demographics identified through analytics, monthly SEO reports and other marketing research.
- **Blue Ridge Parkway 2023 Travel Planner:** photo listing in the annual publication (300,000 copies printed and fully distributed in 2023).
- **Google Ads:** working with Page Valley's SEO team and PR consultants, ads are placed each month in the results of Google's search engine.
- **Virginia Living Magazine:** full-page ad in the July/August 2023 issue and half-page ad in the September/October 2023 issue in the bimonthly, regional magazine with a readership of more than 600,000; dedicated e-newsletter ads in seasonal deployments.
- **virginia.org Banner Ads:** mobile footers and hero header placements appeared monthly from July 1 to Dec. 31, 2023 and promoted pagevalley.org, prominently featuring Page Valley's designation as Virginia's Cabin

visiting the Shenandoah Valley.

- **Visit Shenandoah:** banner ads featured on visitshenandoah.org targeting overnight travelers to the Shenandoah Valley.
- **Visit Skyline Drive:** banner ads featured on visitskylinedrive.org targeting Shenandoah National Park travelers.

Capital on the [Shenandoah Valley home page](#) of the state's visitor website, as well as in targeted mobile footer ads.

- **Northern Virginia Magazine:** two sponsored digital ads — a [travel native ad](#) in September, when the Shenandoah Valley appeared as a cover feature, and a [things to do native ad](#) in November.



2023 Ads — **AT LEFT:** Shenandoah Valley 2023 Travel Guide, half-page ad; **CENTER:** Northern Virginia Magazine native "things to do" ad, November; **AT RIGHT, FROM TOP:** Virginia Living Magazine ad, September/October and Shenandoah Valley Travel Association's Email Marketing Cooperative ad, first of two fall deployments.

2023 EARNED MEDIA

- **Washingtonian:** A story featuring Page Valley titled "The Best Things to Do in Shenandoah Valley, Virginia" appeared in the May issue of *Washingtonian*, a monthly publication with a circulation of more than 118,000. Read it [here](#).
- **Virginia Living Magazine:** An article titled "Chasing Art on the Shenandoah" in the August issue of *Virginia Living* features a firsthand account by artist George Tisdale, who found inspiration on the South Fork of the Shenandoah during a fishing trip he embarked on in Page County that he arranged through Shenandoah River Adventures.
- **PBS' Get Out of Town series:** Page County staff coordinated with a WETA PBS team to film the season finale of the travel series "Get Out of Town" in Page Valley in October 2022, which debuted in May 2023. The 30-minute episode features Skyland at Shenandoah National Park, Luray Caverns, the Mimslyn Inn and Appalachian

Adventures.

- ***The Blue Ridge Digest***: Three stories featuring Page Valley appeared in the seasonal publication, beginning in the [Spring/Summer 2023 issue](#), when the Mimslyn Inn and agritourism experiences in Page were spotlighted. The issue additionally included stories about Shenandoah National Park and Luray Caverns. A story spotlighting Page Valley's designation as Virginia's Cabin Capital appeared in the Summer 2023 issue.



Preview: Shenandoah Valley | Get Out of Town, WETA PBS

[Watch the Full Episode](#)

2023 CAMPAIGNS AND INITIATIVES

PRINT AND OTHER ITEMS

Page Valley Visitor Guides: the inaugural Page Valley guide headed to press in July with a first run of 40,000. Copies were distributed through a contract with CTM Media Group's Amtrak: Northeast Corridor program and Capitol Hill, Embassies and Local Businesses local and recreation program, as well as placed at Virginia rest stops and welcome centers through the state's in-bound program. Copies are also available at the Page County Visitor Center in Downtown Luray and the Shenandoah Welcome Center and Museum, featured on pagevalley.org and mailed to interested travelers who submit an [online form](#).

The 44-page, all-color guide is non-dated, extending its shelf life, and features two covers. With a focus on anchor attractions, activities and adventures, the guides utilize QR codes to link visitors to information on the website updated in real time.

What's Happening This Week? Magnets and Stickers: Custom magnets and stickers with QR codes that link to events, dining and shopping listings, activities, attractions and more on pagevalley.org were created to promote things to do in Page Valley to visitors while they stay with us and distributed at no cost to industry partners.

Lodging partners were asked to display the magnets on the refrigerator of their rental, while other industry partners were asked to display magnets or stickers on a surface area that is easily seen by visitors.

Page Valley Promotional Items: A series of promotional stickers featuring QR codes and the Page Valley logo and vintage-inspired key chains featuring the logo were created and produced as part of branding campaign.



DIGITAL

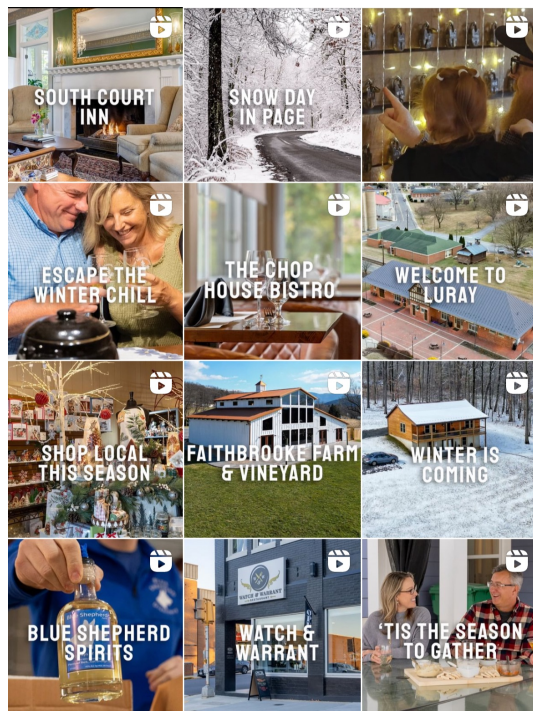
Visual Branding Photography: A visual branding project, funded by an American Rescue Plan Act Tourism Recovery grant, captured high-resolution, professional photos of Page County vacation rental properties at no charge to lodging partners. The project was open to all cabin and short-term lodging owners in the county on a first come, first served basis, with add-on photography and videography services available to owners at a discounted rate negotiated by the Page County Economic Development and Tourism Department. Staff reached out to lodging partners through multiple social media, mail, email and newsletter campaigns. About 100 properties were photographed through the project. In November, the project opened to retail and restaurant partners throughout Page County, and about 100 additional properties were captured. The images were provided to partners and will be utilized on pagevalley.org and in advertising and marketing campaigns.

#WHYPageCounty: Page County's economic development video series continued in 2023, capturing the stories of local business owners, professionals, community organizations and residents aimed at inspiring community pride and underscoring Page County as an ideal place to live and work. Videos and photography captured through the campaign were published to the county's Facebook page, utilized as an economic development tool and showcased to investors and visitors in digital ads and on pagevalley.org. Learn more about the campaign [here](#). View installments from the #WHYPageCounty series [here](#).



#WHYPageCounty | Jordan Hollow Stables

Calling All Families: This digital and social media campaign was open to families and influencers interested in traveling to Page Valley who were willing to have parts of their stay photographed and filmed for advertising and promotional use. More than 70 responses were received. In July, a mother and father with four young children from Vienna were selected to stay at Red Gate Cabin and visit the Garden Maze and Rope Adventure Park at Luray Caverns and Storybook Trail, with additional families scheduled to visit Page Valley in 2024. A similar “Calling All Models” campaign also helped secure subjects who were filmed and photographed, including a couple and a mother and son who helped Page Valley capture fall content.



Visit Page Valley: This visitor-focused campaign grew from the #WHYPageCounty series. The experience-driven stories promote and feature activities, attractions, events, agritourism, lodging, food and drink options, seasonal splendor and outdoor recreation and relaxation. Subjects featured in these video stories showcase Page as a premier overnight destination for families, couples, professionals and friend groups from a wide range of demographics.

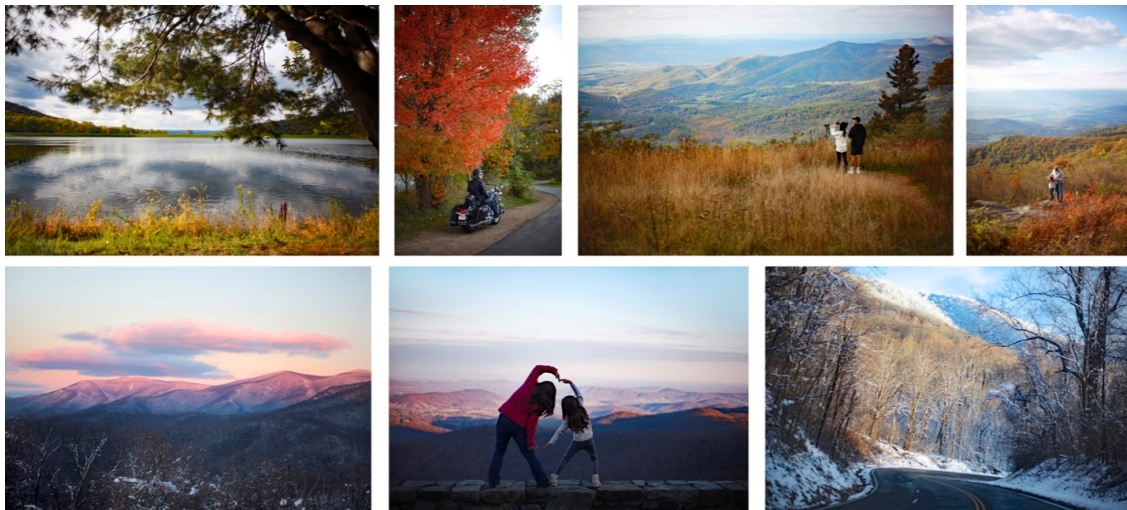
Content captured for the campaign is used to create both long- and short-form stories, including reels featured on social media. Additionally, content captured for #WHYPageCounty is often doubly purposed and utilized in the Visit Page Valley stories, including photography and videography. View some of the reels created in the past year on [Instagram](#) and [Facebook](#).

Annual Events Website Pages and Partnerships: Several projects in cooperation with local organizations and event organizers aimed to bolster annual events and festivals in Page Valley. For a second year, the economic development and tourism department partnered with the Page Valley Fair Association to host and promote the Taste of the Valley Wine, Beer and Spirits Festival, held on June 17 at the Page Valley Fairgrounds in Luray. The event featured live music, food and more than two dozen vendors, and drew more than 200 attendees. In September, the economic development and tourism department partnered with the Page Alliance for Community Action to promote the Sept. 2 Page Vally Sunflower Festival at Luray’s Ralph H. Dean Recreation Park, funding the production of table tents. Featuring information about the event, the table tents were distributed to local restaurants and merchants in an effort to drive both local and visitor traffic to the festival. And throughout 2023, staff reached out to event organizers about designing and hosting event landing pages on [pagevalley.org](#) at no cost to the community. Featured pages include the [Taste of the Valley](#) festival and the [Page County Heritage Festival](#).

Visitor Newsletters: The Page Valley team worked throughout the year to create a visitor contact list, building an e-newsletter audience of more than 7,000 subscribers. An inaugural newsletter was sent out in the final quarter of 2023, when on Sept. 26 an email marketing campaign in cooperation with Vista Graphics was sent to 340,000 high-income households in Northern Virginia, Raleigh, Richmond and Virginia Beach. The e-newsletters were opened by 53,780 people (15.82%), resulting in 5,704 people (1.68%) directly visiting pagevalley.org. A second deployment on Oct. 3 was sent to 53,355 openers from Sept. 26. Of those, 7,734 (14.5%) opened the email and 1,350 (2.53%) went directly to pagevalley.org.

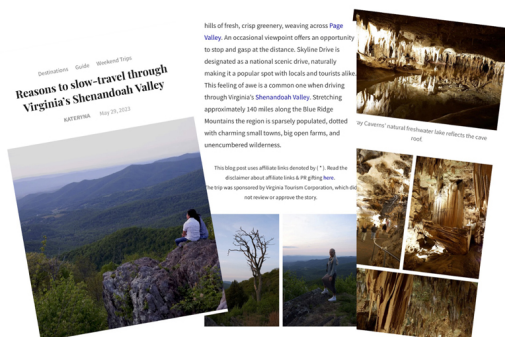


In-House Initiatives: The Page Valley team believes in a hands-on approach to tourism marketing, with staff members creating and leading many of the economic development and tourism department's initiatives, including all writing and website pages and listings while working closely with vendors on other creative campaigns, including ads, photography and videography. Page Valley in 2023 continued to prioritize strong imagery and the importance of compelling photography in effective marketing campaigns. In addition to the Page Valley team's coordination with The Downtown Creative to capture professional photos and video, Director of Economic Development and Tourism Nina Fox and Communications and Marketing Coordinator Rebecca Armstrong teamed up to capture the natural beauty of the fall and winter seasons in Page County, gathering snow and foliage photos with Fox behind the wheel and Armstrong behind the lens.



REGIONAL PARTNERSHIPS

Farm2Fork Affair: Page Valley partnered with localities throughout the Shenandoah Valley in March to host the Farm2Fork Affair at the Rockingham County Fairgrounds. Aimed at fostering cooperation, increasing awareness about locally produced goods and inspiring new partnerships, the event featured buyers ranging from universities and hospitals to fine dining and retail and producers including farmers, makers, wineries and distilleries.



Canadian Media FAM Tour: The Page County Office of Economic Development and Tourism in May participated in a Canadian Fam Tour, sponsored by the Virginia Tourism Corp. and coordinated by the Shenandoah Valley Tourism Partnership. Between May 14 and May 19, five Canadian journalists toured locations throughout the Shenandoah Valley, including Shenandoah National Park and Luray Caverns. The partnership resulted in online and print articles (including the *Paths to Travel* [story](#) pictured), blogs and social media posts promoting the Shenandoah Valley as a premier destination for Canadian travelers.

2023 GRANT AWARDS AND PROJECTS

\$20,000

VTC's Marketing Leverage Program Spring 2023

The economic development and tourism office received a \$20,000 MLP grant from the Virginia Tourism Corp. for its "So Much More in Page Valley" campaign, and will contribute \$20,000 in matching funds. The campaign aims to inspire return trips and longer stays by targeting visitors while they are in Page Valley through the creation and distribution of inspiration guides in 2024. The guides — to be distributed to Page Valley lodging partners — are set to include engaging feature stories, themed itineraries, compelling images and QR codes leading visitors to up-to-date and seasonal information on pagevalley.org.

\$20,000

VTC's Regional Marketing Program Spring 2023

The Page County Office of Economic Development and Tourism received a \$20,000 RMP grant from the Virginia Tourism Corp. for its "Calling All to Page Valley" campaign, also matched by \$20,000. The campaign will focus on strategic advertising, appealing to a variety of first-time and returning visitors by "calling all" to find what they seek in Page Valley. Included in the campaign are plans for targeted video advertising through VTC's Digital Co-op, as well as header and mobile footer advertisements on the state's visitor website virginia.org. The campaign also includes Page Valley's two-page ad in the 2024 Virginia Travel Guide that will appear first in the upcoming guide's Shenandoah Valley Region section.

Partner Grant Support Spring 2023

In addition to Page Valley's campaigns, three local campaigns received \$20,000 each in MLP dollars from the Virginia Tourism Corp. to market the area: Stanley's Wisteria Farm and Vineyard, Luray's Shadow Mountain Escape and the Shenandoah Valley Travel Association (SVTA). Page Valley partnered with Wisteria in its [Stanley Loves Families](#) campaign and provided letters of support for Shadow Mountain Escape and SVTA's respective campaigns.

\$10,000

VTC's Microbusiness Marketing Leverage Program Fall 2023

The economic development and tourism department received a \$10,000 grant through the Virginia Tourism Corp.'s Microbusiness Marketing Leverage Program to promote visitation and bolster business during Page County's 2023-24 shoulder season. Matched by \$10,000, staff will use the funding to create a special Cabin Capital section in the upcoming Page Valley Inspiration Guide, which also received grant funding from VTC through its Spring 2023 Marketing Leverage Program. The special section will feature content focused around lodging in Page Valley, including itineraries, feature stories, compelling images and seasonal information, and will also be published to a new Cabin Capital section planned for pagevalley.org in 2024.

\$90,000

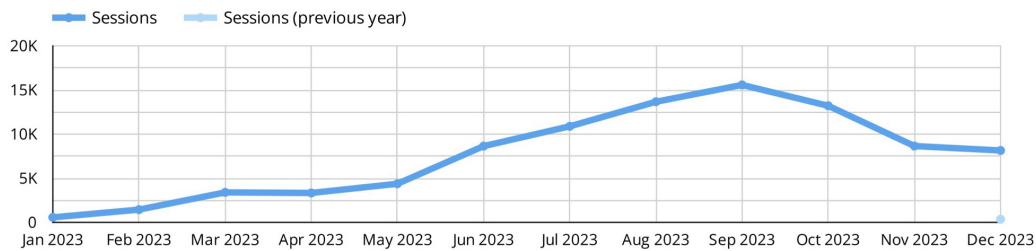
ARPA Tourism Recovery

2022-2024

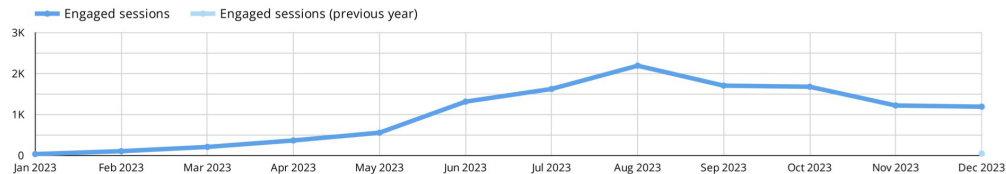
Awarded in October 2022 by the Virginia Tourism Corp. for post-pandemic tourism projects, a total of \$90,000 in ARPA funds enabled initiatives in 2023 that are set to continue through the end of fiscal 2024. Page County's tourism recovery projects include a visual branding photography campaign, the creative design and production of the Page Valley Visitor Guide and a visitor map and advertising in the Virginia Travel Guide.

WEBSITE SEO

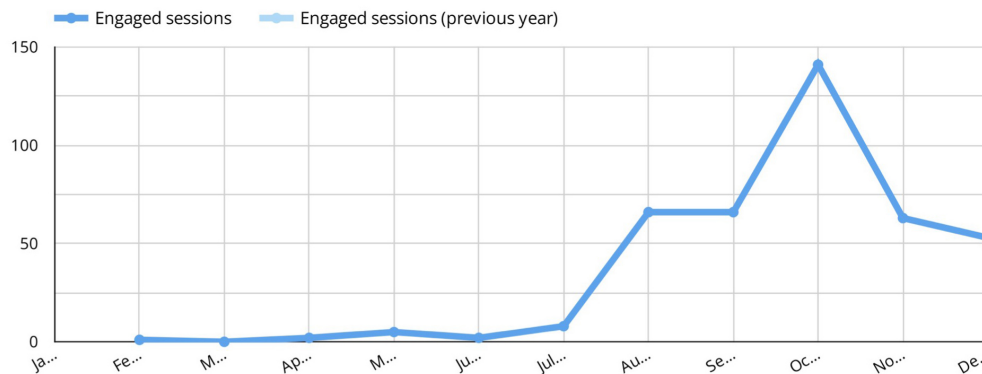
Engaged Sessions over time (Last 12 months YoY)



Organic Engaged Sessions over time (Last 12 months YoY)



Organic Engaged Sessions to the Blog over time (Last 12 months YoY)



The above graphs reflect monthly sessions on pagevalley.org from January through December 2023.

Page Valley celebrated its first website anniversary in December, though the site was not fully launched until February 2023. The website represents a two-year endeavor to develop and implement branding, create all original content, showcase compelling images and videos, spotlight industry partners and promote Page Valley and all it has to offer as a premier overnight destination in the Shenandoah Valley and Virginia.

Page Valley partnered with Simpleview to design the new website, which features custom branding and widgets and all-original content created and compiled by Page County staff. Staff work each month with a Simpleview team to analyze and improve Search Engine Optimization, content, engagement and traffic. New content is regularly added and updated and will continue through 2024.

SEO Report Highlights By Month, 2023

MARCH

SEPTEMBER

Page Valley received its first SEO report in March 2023, after officially launching pagevalley.org in February. Because the website was created from scratch (meaning no content or analytics existed from a previous website), year-over-year data to compare session growth would not be available until December 2023 (pagevalley.org soft-launched in December 2022). SEO reports through November for this reason compare month to month. March's overall sessions topped off at just 1,885, however, the number represented an increase of 1,297 sessions compared to April. The majority of traffic was generated by social and direct channels.

APRIL

Organic traffic continued to double for Page Valley with traffic increasing from 334 sessions to 612 sessions. Overall traffic increased to 3,529 sessions. More than 30 pages were updated in April with new meta data that focuses on keywords to optimize click opportunities. Top performing pages in April were the homepage and Things to Do/Sports/Shenandoah Speedway, with organic traffic representing a mixture of searches for Page Valley and Page County.

MAY

Overall traffic increased by 28% (4,531 vs. 3,529 sessions) and users increased by 37% (3,618 vs. 2,647 users), compared to the previous month. Organic traffic increased by 66%. Top pages included Places to Stay and event listings, including content for Memorial Day.

JUNE

Organic traffic increased by 74% as paid campaigns bolstered and encouraged users to visit the website on their own after ad exposure. Overall sessions reached an all-time high of 8,594 (up from 4,531 in May). Users and page views also reached record numbers, with June ending with 7,070 users (up from 3,618 the previous month) and 18,846 (up from 10,375).

Overall traffic sessions were up by 14% compared to the previous month (15,576 vs. 13,665 sessions). The month's overall engagement rate was 69.54%, slightly more than 9% above the site's best-known averages.

The month's average engagement time was above the one-minute mark, up from an overall average of 48 seconds. Event listings continued to serve as the site's top landing pages. Top events were the 340 Yard Sale and the Page Valley Sunflower Festival.

This included the majority of top Google search queries looking for more information on these events.

OCTOBER

Overall sessions were down by 15.2% compared to the previous month (13,210 vs. 15,576 sessions); however, this was a return to similar numbers in August. The month's average engagement time of one minute and seven seconds represented a slight increase compared to September. Additionally, October saw conversions increase by more than 200 compared to September.

Events continued to serve as the month's top landing pages, as well as Things to Do listing pages. Top landing pages were the Page County Heritage Festival, Things to Do Near Shenandoah National Park and Our Area/Towns and Places/Luray. Google search queries that generated more clicks to the website were Page County Heritage Festival, Heritage Festival Luray VA, Shenandoah Historic District, Shenandoah Speedway, Darkwood Manor and Things to Do Near Shenandoah National Park.

NOVEMBER

The site saw 8,651 sessions, reflecting a 34.5% decrease compared to the previous month, attributed largely to a drop-off in event offerings during the winter months. Event listings throughout 2023 served as a top traffic driver for the site. November's engagement rate remained similar to October's rate at just under 64%.

The month's pages leading in views included Places to Stay/Cabins, the homepage, Places to

Top landing pages were event listings for Shenandoah National Park's Nigh Sky Festival and Stanley's annual Homecoming Celebration, as well as Things to Do, Things to Do/Water Activities, Plan Your Visit, Places to Stay, Places to Stay/Cabins and Things to Do/Attractions/Luray Caverns.

JULY

Monthly SEO reports paused in July as Google Analytics 4 replaced Universal Analytics. The reports resumed in August.

AUGUST

Organic sessions increased by 41.4% compared to July (3,041 vs. 2,151 sessions), with 2,132 of those being engaged sessions. The month saw an organic engagement rate of 70.11%. Almost all KPIs saw an increase when comparing month over month, with the average engagement time also increasing (from 42 seconds to 46 seconds). August's report lauded GA4 as "a powerful tool that is event-based, focusing more on engagement than sessions (like Universal Analytics originally did)," meaning that all subsequent SEO reports will "be focusing more on engagement and using information to make informed decisions to benefit Page Valley's website."

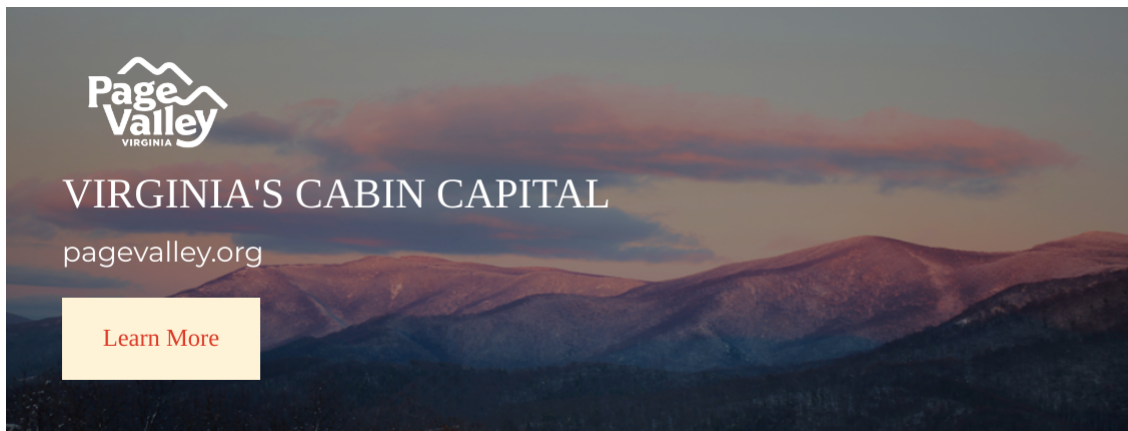
Event listings continued to drive organic traffic to the website, led by Shenandoah National Park's Night Sky Festival and followed by the Route 340 Yard Sale, the Page Valley Sunflower Festival, the Page Valley Agricultural and Industrial Fair and the 10th annual Pickin' at the Post Bluegrass Festival. Other top performing landing pages were Places to Stay/Cabins and Things to Do/Sports/Shenandoah Speedway.

Stay/Lodging Listings, Places to Stay and the listing for Cooter's Place in Luray. Top Google search queries that generated more clicks to the website were the Luray Christmas Parade 2023, Shenandoah Speedway, Luray's annual Turkey Trot and the Luray-Page County Chamber of Commerce's annual Holiday Festival.

DECEMBER

GA4 data became available for Page Valley in December 2023, a year after the website soft-launched in December 2022. It is important to note that the next few months will reflect extremely high year-over-year returns before results are expected to streamline in the second quarter of 2024. This is due to longer-than-normal session times as the website was reviewed by industry partners during a soft-launch period (staff members' computers are not included in monthly analytics). Overall sessions in December 2023 increased by 2,182.63% compared to December 2022 (8,149 vs. 357 sessions). Compared to November, all key metrics saw a slight decline, due in large part to Page County's shoulder season when less visitors travel to the area during the holiday and winter season.

The month's leading pages in terms of views were Places to Stay/Cabins, the homepage, Places to Stay/Lodging Listings, Places to Stay and the event listing for the Luray Christmas Parade. Google search queries that generated more clicks to website in December were Luray Christmas Parade, Luray VA Christmas Parade 2023, Things to Do Near Shenandoah National Park and Shenandoah Historic District.



2023 TOT GRANT ALLOCATIONS

Luray-Page County Visitor Center: \$138,692 was earmarked in the current fiscal year for annual operations at the visitor center in Downtown Luray, overseen by the Luray-Page County Chamber of Commerce.

Towns of Luray, Stanley and Shenandoah: A total of \$75,000 (\$25,000 for each town) was earmarked in the current fiscal year for the towns of Luray, Stanley and Shenandoah in the current fiscal year for tourism-related initiatives and projects.

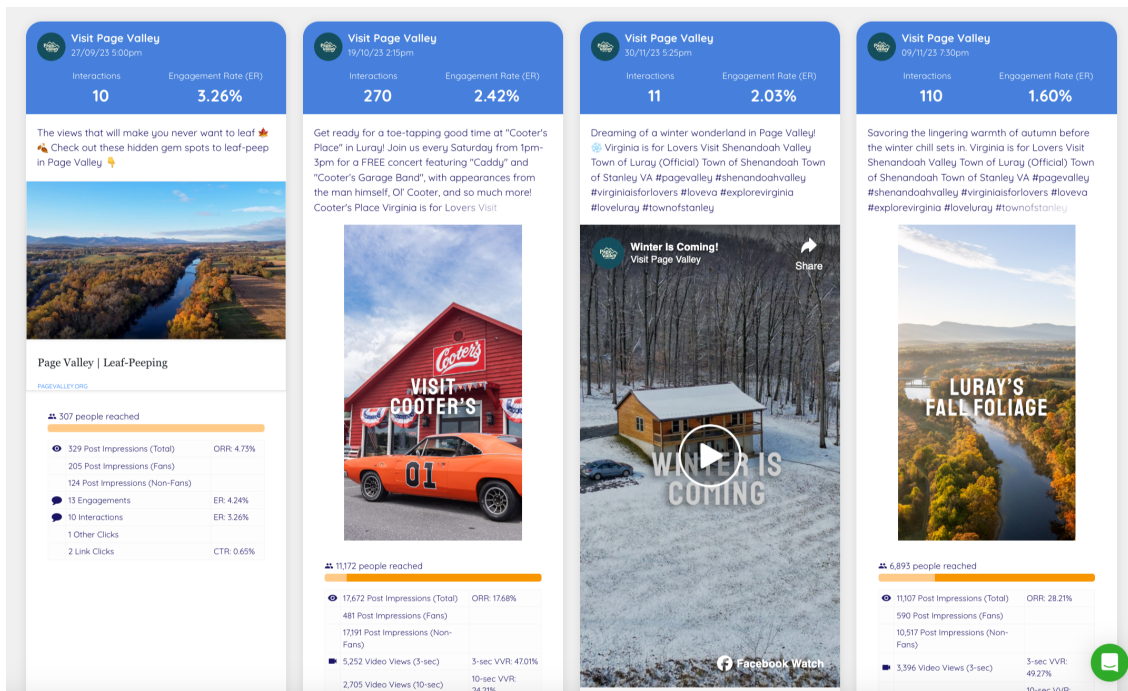
Luray Triathlon / Swim Fest Luray / Luray Half-Marathon & 5K: The 2023 events were collectively awarded \$17,000 in TOT funds to help market the annual Swim Fest event (\$2,000) held in June at Lake Arrowhead; the two-day Luray Triathlon (\$10,000) held in August at Lake Arrowhead; and the annual Half Marathon and 5K event (\$5,000) held in October in Downtown Luray.

Page Valley Fair Association: The local association was awarded \$12,000 to launch the new fair website pagevalleyfair.org; the new site additionally features video and image content captured by the Page County Office of Economic Development and Tourism during the 2022 fair in Luray.

Shenandoah Valley Racket Tars: \$5,000 was awarded in 2023 to market the group's 10th annual Mid-Atlantic Pre- War Swap Meet, scheduled for May 2024 at the Luray VFW. More than 400 people are expected over a two-day period at the event, resulting in a projection of 260 hotel room nights in Page County, according to the application. The addition of an Model T Tour in Page and the Shenandoah Valley during the days immediately following the swap meet is projected to further increase the number of overnight stays and visitor spending in Page.

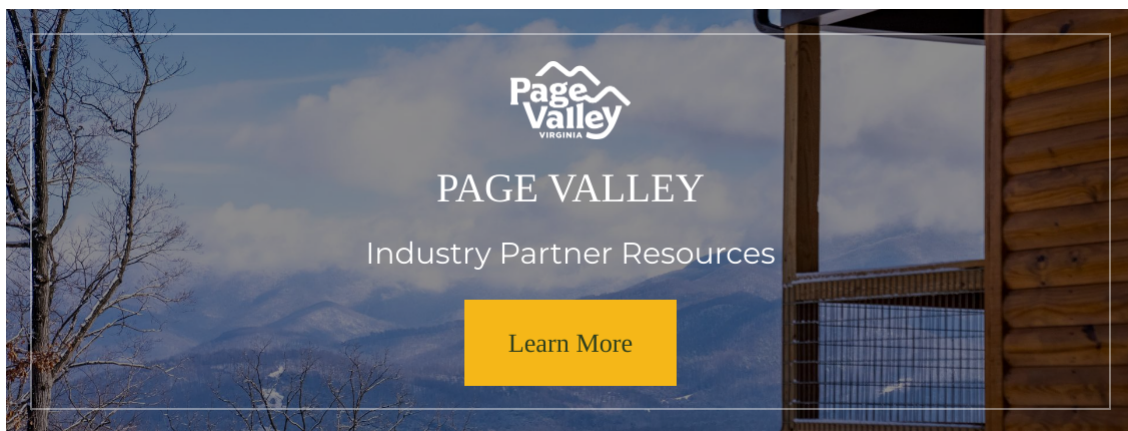
Creative Community Partnership Grant: The Virginia Commission for the Arts each year matches up to \$4,500, subject to funds available, the tax monies given by independent town, city, county and tribal governments to independent arts organizations. The county in fiscal 2023 matched the \$4,500 requirement using TOT revenue, awarding \$4,500 to Center for the Performing Arts Luray (PAL) and \$4,500 to the Page Valley Arts Council.

2023 SOCIAL MEDIA REVIEW



2023 MARKETING RESEARCH

- AirDNA:** The Page County tourism team utilized [AirDNA](#) throughout 2023 to track short-term rental data and offer unique insights in property-level data, helping our team understand local market trends and use the information to inform marketing strategies.
- Website SEO:** Page Valley worked monthly with [Simpleview](#) in Search Engine Optimization efforts. Organic optimization activities are customized for Page Valley, including website reporting, constant monitoring, competitive analysis, keyword research and analysis, content review and consultation, meta tag creation and implementation and on-page optimization.
- Marketing Consultancy:** Page Valley worked quarterly with [The Downtown Creative](#) to analyze the effectiveness of our social media campaigns and story-driven video content, strategize seasonal campaigns and set goals for upcoming quarters. The Page Valley team additionally worked in cooperation with Kathy Moore of [Moore PR](#) to identify marketing gaps and traveler demographics, prioritize Google Ads and coordinate with travel publications.
- VTC Data Analysis:** Page Valley utilized industry insights provided by the Virginia Tourism Corporation's Research Team. The state team assists with a wide range of tourism-related data analysis and gathering, including the economic impact of tourism on the state and localities, visitor profiles, market share, consumer trends and VTC's advertising and marketing campaigns.



2023 INDUSTRY PARTNER SERVICES

Online Resource Hub: An [online resource hub](#) for industry partners was rolled out on [pagevalley.org](#) in 2023, where partners can request logos and images, sign up for newsletters, review past newsletters, find information about campaigns and upcoming industry partner events and submit rental property and event listings.

Website Launch Party: A community launch party on Feb. 23 at the Mimslyn Inn in Luray celebrated the new visitor website [pagevalley.org](#). The event was open to all tourism and hospitality partners in Page County and attended by about 50 community members. The open-house-style event showcased website content and design, marketing campaigns and videography and photography captured over the previous two years.

Newsletter, Mail and Email Campaigns: Industry partner newsletters kicked off in 2023 and will continue quarterly through 2024. The e-newsletters spotlight seasonal happenings, industry insights, local statistics, campaign recaps, ad reviews and more. Additional email and mail campaigns were utilized in 2023 to relay information to industry partners, including information about Page Valley's Visual Branding Project, partner resources, news releases, industry partner events and promotional items.

Photo Archiving and Sharing: The Page Valley team in 2023 with Simpleview DAM, a digital asset management solution that enables the creation of a centralized hub for creative media. Through DAM, Page Valley's 10,000+ professional photos can be instantly found, previewed and organized by tags, dates, locations and categories — and made available to industry partners to search and request instant downloads to utilize on their websites and in marketing efforts. The images are stored on the most reliable cloud server available and triple backed up, and storage space is unlimited. The Page Valley team is working to launch the DAM platform to industry partners in 2024.

2023 PARTNERSHIP HIGHLIGHTS



Virginia Tourism Corporation: The Page County Economic Development and Tourism Department counts the Virginia Tourism Corp. (VTC) as a top partner for support, professional development and resources including grants, data, advertising, co-op programs and so much more. Staff continued to work closely with VTC throughout 2023, meeting about monthly and communicating regularly with Destination Development Manager Kelli Weaver. In August, Page Valley hosted VTC's Director of Destination Development Becky Nave, beginning with a visit to Shenandoah National Park. Page County staff members Nina Fox, Rebecca Armstrong and English Henry then met with Nave to discuss Page Valley tourism at the Pavilion at Shenandoah Woods in Stanley before Nave headed to Shadow Mountain Escape for the night. And from Nov. 12 through Nov. 14, Fox, Armstrong and Henry traveled to Richmond for the annual VA1 Governor's Tourism Summit, presented by VTC, the Virginia Restaurant, Lodging and Travel Association and the Virginia Association of Destination Marketing Organizations. The event included educational sessions, presentations, panel discussions and opportunities to network with colleagues and industry experts, and featured special speakers including Gov. Glenn Youngkin (pictured).

Shenandoah Valley Tourism Partnership: Page County throughout 2023 continued its partnership with SVTP, a regional group made up of 11 localities in the Shenandoah Valley dedicated to cooperatively promoting regional tourism initiatives that attract visitors and increase revenues while supporting the efforts of VTC and regional and state organizations that directly impact the travel industry. Director of Page County Economic Development and Tourism Nina Fox and Communications and Marketing Coordinator Rebecca Armstrong represented Page County on SVTP throughout the year during monthly meetings and through group initiatives. During the group's Aug. 3 session, Fox was unanimously voted as SVTP's chairman, a role she accepted on an interim basis as the group works in 2024 to bolster strategic marketing and branding.

Virginia Association of Destination Marketing

Organizations: Representing the Page Valley DMO, the Page County Economic Development and Tourism Department officially joined VADMO in 2023. The association of DMOs throughout Virginia works each year to strengthen Virginia's tourism industry and its economic impact through professional development advocacy and networking, contributing to individual member destination success. In September, Page County Director of Economic Development and Tourism Nina Fox and Communications and Marketing Coordinator Rebecca Armstrong attended VADMO's Fall Meet Up in Winchester, a two-day experiential event focused on how agritourism and agriculture have changed post pandemic and their impact on Virginia's economy. The event included site visits to five farms, including Fox Urban Farms (pictured), the first container farm located within the City of Winchester.



Shenandoah Valley Travel Association: Celebrating its centennial in 2024, SVTA for nearly 100 years has been dedicated to its mission to promote the tourism assets of the Shenandoah Valley and represents members located within a compact 200-mile region stretching from Harpers Ferry, W. Va., to Lexington. Page Valley continued to count SVTA as valued partnership and opportunity for collaboration in 2023, with staff members attending the group's fall meeting in November at Skyland's Historic Conference Building in Shenandoah National Park and annual meeting in June at CrossKeys Vineyards in Mt. Crawford. During the June 2 meeting, Page County Economic Development and Tourism Specialist English Henry was elected to SVTA's Board of Directors for 2023-2024. Through the role, Henry meets monthly with the SVTA board, planning member events and meetings, marketing strategies and other SVTA campaigns and initiatives.



TOURISM SUMMIT SAVE THE DATE

JANUARY 25TH 2024. 6PM-8PM.
STANLEY FIRE HALL
190 E MAIN ST, STANLEY, VA 22851

light refreshments provided

*please RSVP to chenry@pagecounty.virginia.gov
by January 18th, 2024.*

YOU'RE INVITED

The Page Valley Tourism Team invites tourism and hospitality industry partners to join us at the tourism summit.

Hear from representatives of leading Page County organizations about the role they play in tourism, including the Page County Economic Development and Tourism Office, the Page County Tourism Council, the Virginia Tourism Corp., the Page County Economic Development Authority, the Luray-Page County Chamber of Commerce and the Luray Downtown Initiative. The Page Valley Tourism Summit will offer a platform for networking, branding and showcasing current efforts and services. In addition to tourism marketing the event will underscore the economic impact tourism has on the community.

RSVP TO THE EVENT

LOOKING AHEAD: 2024 FORECAST

The Page Valley team is looking forward to a new year filled with new campaigns and initiatives. At the forefront of our efforts, our commitment to our industry partners and the community remains.

Later this month, the Page County Economic Development and Tourism Department will host its first event of the year, the Page Valley Tourism Summit, featuring representatives from a slate of Page County groups and organizations.

We look to increase our social media presence and performance in the coming year, bolstering engagement and effective posts that will roll out on a new seasonal calendar. Work to capture the beauty of Page Valley in four seasons and the attractions, activities and businesses that solidify the area as a premier overnight destination will continue with vendor partnerships and in-house initiatives.

In the new year we will debut new ad campaigns, beginning with the upcoming 2024 Virginia Travel Guide, set to include a full-page advertorial about Page Valley accompanied by a full-page ad promoting the area's official designation as the Cabin Capital of Virginia. Page Valley will delve into new digital and commercial advertising opportunities and explore new platforms.

Work to update Page County's two-year marketing plan is already underway. And Marketing research and data analysis based on vendor partnerships and services, state and regional numbers and website campaigns will help us further glean traveler demographics and guide marketing strategies.

In 2024 we will continue newsletter campaigns for industry partners and visitors, the promotion of Page Valley events, updates and additions to pagevalley.org and monthly reviews of website SEO and Google Analytics. Other efforts include work by a new Page County VA250 Committee to plan commemorative

initiatives as the 250th anniversary of the nation's independence approaches, the formation of a new events committee and work by a new community steering committee to assess the feasibility of a proposed Page Valley Cultural Center and Business Hub.

The economic development and tourism department will continue to apply for grant funding to launch new campaigns and enhance ongoing marketing efforts while completing projects that were awarded funding in 2023. Projects include the creation and production of an all-color inspiration guide and visitor map, the debut of a new Cabin Capital microsite and plans to organize a county event.

Website Initiative

The Page Valley team is excited to share with you new promotional items spotlighting local businesses and happenings that are aimed at enhancing our visitors' stays in Page Valley.

The Page County Economic Development and Tourism team has created custom magnets and stickers with QR codes that link to events, dining and shopping listings, activities, attractions and more on pagevalley.org. We ask that our lodging partners display the magnets on the refrigerator of their rental (or a well-seen magnetic space). We ask that our other industry partners display the magnets or stickers on a surface area that will be easily seen by visitors.

These items have been mailed to the business owners who are registered with us. The items are also available at no charge to industry partners who need extras at our office in the Government Center on South Court Street in Luray or at the Luray-Page County Chamber of Commerce & Visitor Center in Downtown Luray.



PAGE VALLEY PARTNERSHIPS

- [Virginia Tourism Corporation](#)
- [Virginia Restaurant, Lodging, and Travel Association](#)
- [Virginia Association of Destination Marketing Organizations](#)
 - [Shenandoah Valley Travel Association](#)
 - [Shenandoah Valley Tourism Partnership](#)
 - [Shenandoah Valley Fields of Gold](#)
 - [Shenandoah Valley Farm2Fork Affair](#)



Visitor Guides

Page Valley Visitor Guides, featuring two covers, are now available locally at the Page County Visitor Center in Downtown Luray and the Shenandoah Welcome Center and Museum, as well as at shops, restaurants and eateries in the towns of Luray, Stanley and Shenandoah. The 44-page, non-dated guides showcase key attractions, highlight opportunities for outdoor recreation and fresh-air relaxation, and showcase experiences that inspire overnight visitation for first-time Page Valley travelers as well as returning guests.



PAGE COUNTY TOURISM COUNCIL FY2024

Chair: Karen Riddle (District 2)

Vice Chair: Randy Howan (District 3)

Members

Brittany Montgomery (District 1)

Bart Price (District 4)

Charlie Jenkins (District 5)

J.D. Cave (At-Large)

Helen Morton (Industry Representative)

The Page Valley Tourism Council meets at 4 p.m. on the second Wednesday of each month, unless otherwise noted, in the Page County Board of Supervisors' Room, located on the second floor of the Page County Government Center in Luray. See the 2024 meeting schedule, minutes from past meetings and agendas for upcoming meetings on the [county's website](#).

The mission of the Page Valley tourism team, made up of staff members of the Page County Office of Economic Development & Tourism and the Page County Tourism Council, is to promote Page Valley as a premier destination of choice for leisure travel, fresh-air excursions, weddings and domestic/international tour and travel. We are dedicated to our community commitment to maintain a positive quality of life for residents, respect for sustaining a rich heritage and support for Page Valley tourism and hospitality partners, who deliver economic value, vitality and growth to Page County and its three towns.



Director of Economic Development and Tourism:

Nina Long Fox

nfox@pagecounty.virginia.gov

Communications and Marketing Coordinator:

Rebecca Armstrong

ramstrong@pagecounty.virginia.gov

Economic Development and Tourism Specialist:

English Henry

ehenry@pagecounty.virginia.gov

The Page County Office of Economic Development and Tourism is open from 8 a.m. to 5 p.m. Mondays through Fridays and is located on the second floor of the Page County Government Center in Luray. Reach the office at 540.743.1216 to make an appointment.

ABOUT OUR TEAM

Page Valley is the lead marketing and promotional Destination Marketing Organization (DMO) for Page County, Virginia and is funded by Transient Occupancy Tax in Page County. The Page County Office of Economic Development & Tourism oversees the Page Valley DMO with assistance from the Page County Tourism Council, a seven-member advisory group made up of lodging owners in the county's five districts — appointed by the Page

County Board of Supervisors — as well as industry partners. Together, Page County staff and council members work to serve our partners in Page Valley, as well as the thousands of visitors who stay with us each year.



VIRGINIA IS FOR LO♥ERS™

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Page County Office of Economic Development & Tourism

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Office: (540) 743-1216 | Fax: (540) 743-4533



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