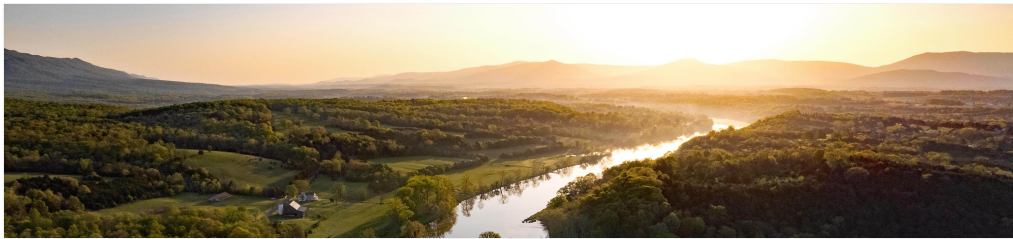


[View this email in your browser](#)



## INDUSTRY PARTNER NEWSLETTER

Spring 2023

*So much is changing — and what can we expect?*

We all know change is hard, and when change occurs that does not align with a sentiment that seems positive, naturally we fight against those changes. The tourism industry is changing, we are changing, and it is important for the Economic Development and Tourism Department to measure these changes as a whole. And to remember our goal as the DMO for Page Valley is to “rise the tide” for everyone in the tourism industry.

First and foremost, we hear you. We hear from our lodging partners that are not doing as well as they did last year; we hear from our restaurants that are struggling to find help; we hear from our attraction businesses that want more publicity; we hear from our tourists that want more unique experiences. Our goal is to find ways to help and support each of you in a way that boosts the overall industry. Our office is always open to help businesses one on one or in a group setting, and there are many resources available to help locally, regionally, and statewide. Please reach out directly to our office if you need any assistance. Outlined in this newsletter you will find many programs we have set in place to help promote the Page Valley brand and the lodging options in our area.

As we close the chapter on the second quarter of 2023 and prepare for our busy summer season, I wanted to share with you some of the data that has been gathered and my thoughts for another wonderful tourism season. I am optimistic that our area will continue to experience growth. We are currently on the track to surpass last year's overall Transient Occupancy Tax revenue, marking the third consecutive year of record-breaking revenues.

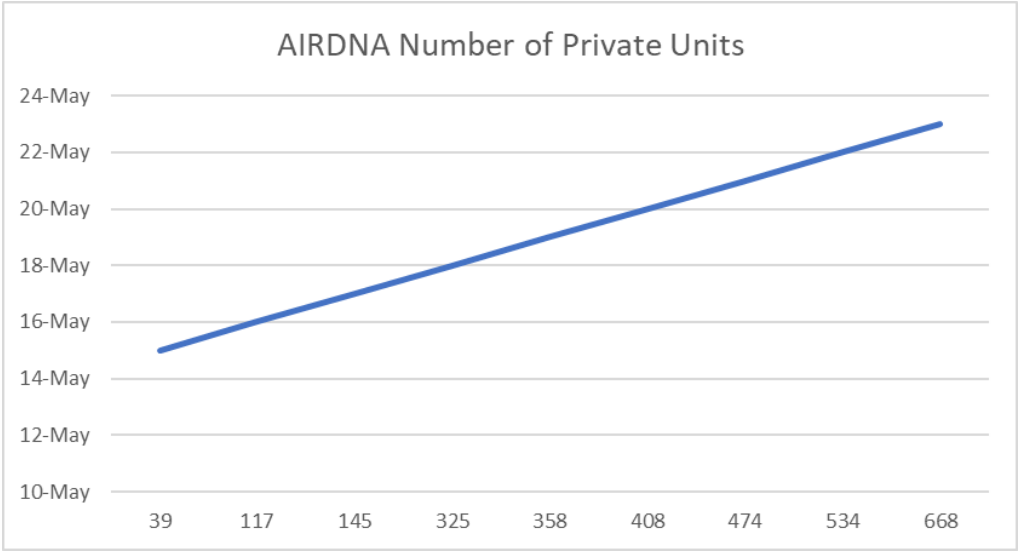
### **Short-Term Rental Growth**

In May of 2014 when Airbnb first hit the market, Page County had 39 short-term rental listings on the site (depicted in the chart below). Today we are at 668 private property locations listed in Page.

In addition to short-term rentals growing in our area, they are growing globally. The short-term rental industry is becoming increasingly competitive. For example, AirDNA states that “54% of Airbnb's short-term rental listings came onto the market since the start of 2020.” Research indicated that growth is stabilizing nationally and statewide, however, locally we have more building permits and businesses application submitted than ever before.

Some real estate professionals speculate that with a pending recession we will see a drop in short-term rental investments, however, Oxford Economics predicts that accommodations will be one of the least-affected industries. Short-term rentals just make sense. In a time where costs are soaring, travelers are always looking for budget-

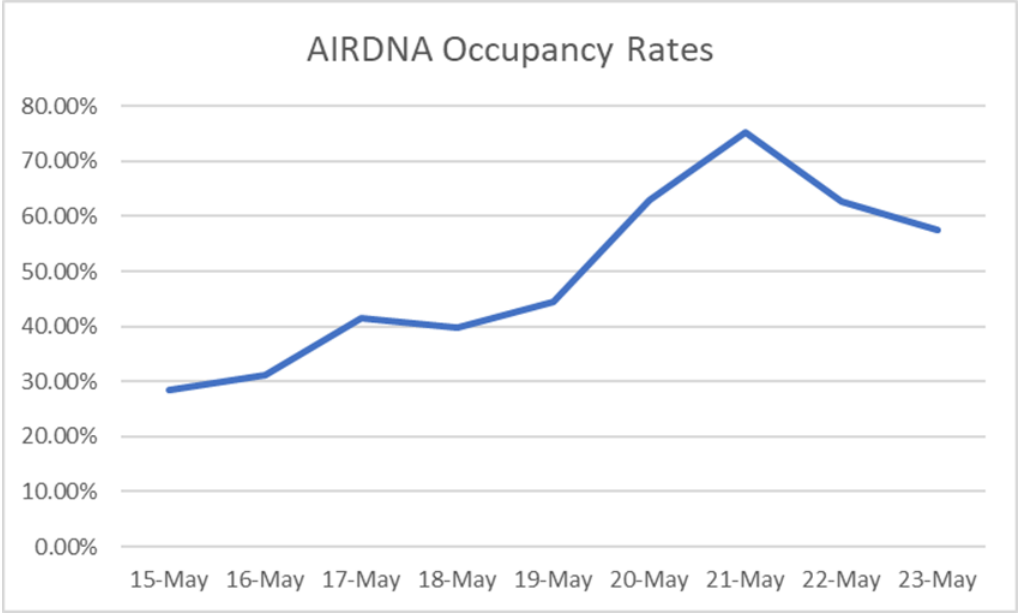
friendly options, and short getaways are ideal for the working professionals in the D.C. Metro area. Don't let this scare you; with nearly 5.6 million people living in the DMV, we don't come close to saturating the market.



**Greater Competition**

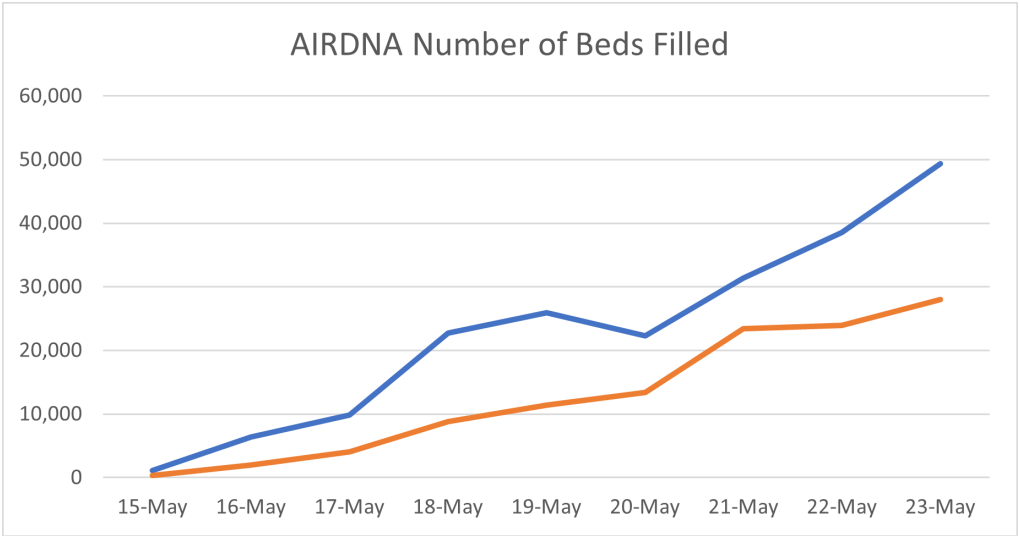
With the growing number of short-term rentals in our area, it is important to consider the impacts of competition. There are many million-dollar properties that have been sold and built in the last few years. In addition to the investment in new buildings, investors purchasing older properties are spending hundreds of thousands of dollars to make their property pop. I am not saying you must spend a ton of money to stay competitive, but I am saying it is important to look at what is out there and see if your place is in an ideal range for what is being offered. Take some time and look at the properties in our area — and find ways to differentiate yourselves with unique, compelling rental experiences, and most importantly, exceptional customer service.

The following chart is based on the information gathered on occupancy rates in Page County for each May from 2015 to 2023. Yes, the occupancy rate is not as great as it was in 2021 or 2022, however these were unprecedented times. Post-Covid leisure travel experienced a trend called “revenge travel.” The term refers to the time directly following a period of being unable to travel. When international travel and even state travel was limited, people flocked to areas like ours. Traditional travel is back open, destinations have more options, and hotels are fully operational. It is important to recognize that we are up from where we were in 2019 and overall heading in the right direction.

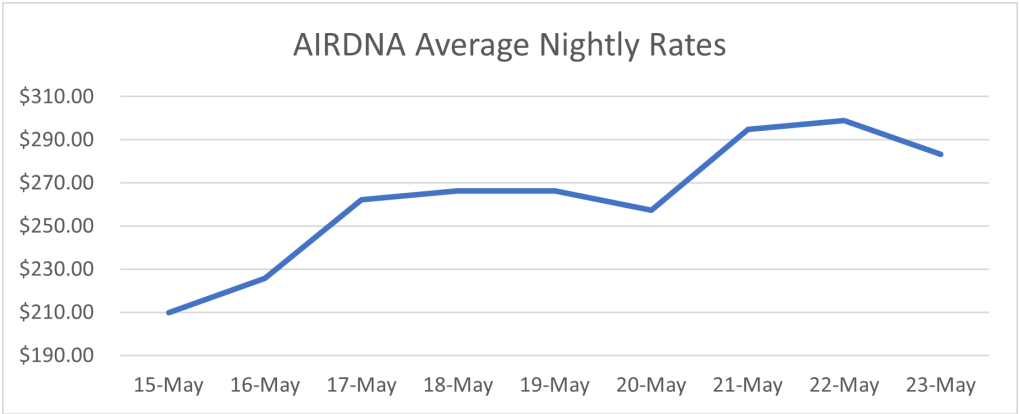


2023 Booking Trends

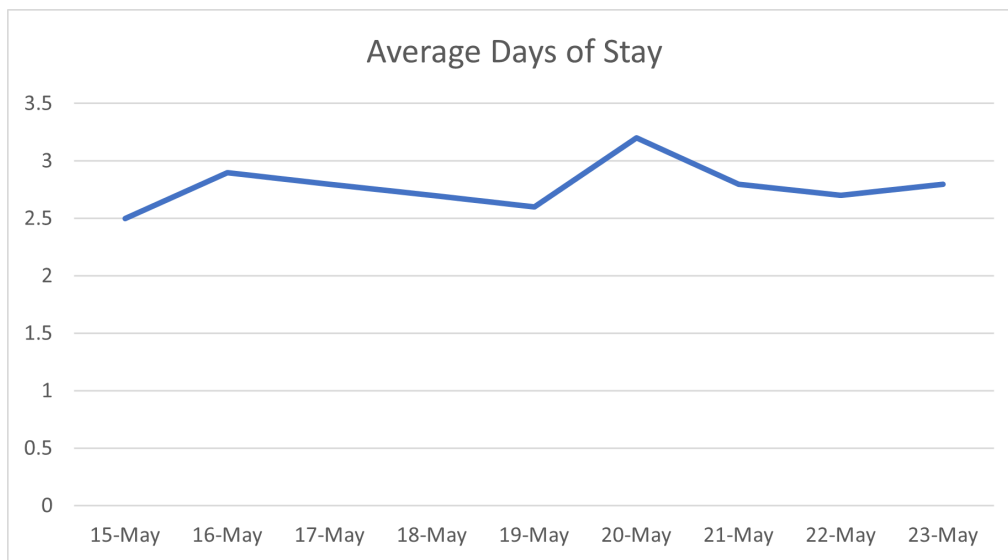
The chart below depicts the number of bedrooms a property has versus the number of rooms utilized during a stay in Page County. This information indicates and reinforces the steady growth in our area and that more and more rooms are being filled.



The nightly rate chart illustrates the increase of the nightly rate for short-term rentals in our county. Compared with May 2019, rates in May 2023 reflected a 6% increase. Increased rates support sustainable growth.



The chart below depicts the average length of stay in Page. Here is our opportunity to grow with little investment. The more we can offer visitors to do when they are here, the longer they stay and the more revenue they generate. Please consider meeting with our attraction businesses to create longer itineraries, provide discounts on longer stays, and show your guests all Page Valley has to offer with the utilization of [pagevalley.org](http://pagevalley.org) and the upcoming visitor guide.



All of this said, overall, it's still good news, and I remain optimistic that Page Valley will see continued growth and expansion this summer season, this year, and in the years to come.

Our office will continue to grow our outreach efforts to help support overnight visitation, and we are always willing to work directly with our industry partners and local leaders to think of new and innovative ways to support this rewarding industry.

Sincerely,

**Nina A. Long Fox**  
*Director of Economic Development & Tourism*

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*Cabin Call*

## FREE PHOTO SHOOTS

High-quality photography and videography encourage engagement and enhance a product's or service's appeal. With this in mind the Page Valley team is launching a campaign for high-quality professional lodging photography. Funded by the ARPA Tourism Recovery grant through the Virginia Tourism Corp., the Page County Office of Economic Development and Tourism is offering free professional photography to all cabin and short-term rental owners.

Page Valley will cover the cost of exterior photos for the first 400 cabins/short-term rentals. This is first come, first served.

Our professional photographers and videographers have offered the following add-on packages. Lodging owners wishing to receive these services will still receive their exterior photos covered by the Page Valley team.

Aerial photos: \$65  
Full set of interior + additional exterior photos: \$130  
Interior/exterior photos + aerial photos: \$180  
Video information upon request

We will begin shooting in June. Anyone interested should please click the button below.

**[WWW.PAGEVALLEY.ORG](http://WWW.PAGEVALLEY.ORG)**

**Sign Me Up**

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### ADVERTISING

#### 2023

(as of May 31, 2023)

- **2023 Virginia Travel Guide:** two-page ad in Virginia's official travel guide, the Virginia Tourism Corporation's primary consumer fulfillment piece (thousands distributed each week, beginning January 2023). \*
- **2023 Shenandoah Valley Travel Guide:** inside cover and half-page ad in the regional guide (150,000 copies to be distributed at regional welcome centers and attractions, AAA offices, Virginia Welcome Centers and more, beginning April 2023). \*
- **2023 Virginia Restaurant, Lodging & Travel Association's Travel Guide:** half-page ad
- **virginia.org Banner Ads:** mobile footers and hero header placements will run monthly from July 1 to Dec. 31, 2023 and promote [pagevalley.org](http://pagevalley.org) through this campaign, which will prominently feature Page Valley on the Shenandoah Valley home page of the state's visitor website. \*
- **Connected TV:** targeting the DMV area, this branding campaign will focus on streaming audiences. The two-month video campaign is set to launch in late summer and includes value-added Transunion research and retargeting pixels. \*
- **VTC Online Advertising Coop:** set to follow the Connected TV campaign, these targeted video ads will focus on higher-income adults

(200,000 copies to be distributed statewide, including a dominant presence in all 12 Virginia Welcome Centers, plus all 33 Safety Rest Areas, beginning spring 2023).

- **Shenandoah Valley Travel Association's Email Marketing Cooperative:** quarterly ads throughout 2023 and 2024 featured in seasonal deployments are set to collectively reach 1 million travelers interested in traveling to the Shenandoah Valley.
- **VisitShenandoah.org:** banner ads targeting overnight travelers.
- **VisitSkylineDrive.org:** banner ads targeting Shenandoah National Park travelers.
- **Blue Ridge Parkway 2023 Travel Planner:** photo listing in the annual publication (300,000 copies printed and fully distributed beginning January/February 2023).
- **Google Ads:** ads placed in the results of Google's search engine.

in the DMV area interested in weekend getaways through 30-second advertisements featuring Page Valley experiences. Value-added Transunion data research will continue throughout this campaign. \*

- **Northern Virginia Magazine:** two sponsored content ads are set to run in two upcoming issues of *Northern Virginia Magazine* — a travel native ad in the September 2023 issue, when Shenandoah National Park / Shenandoah Valley will appear as a cover feature, and a things to do native ad in the November 2023 issue. Each ad will feature four to five images and a headlined story.

## 2024

(as of May 31, 2023)

- **2024 Virginia Travel Guide:** two-page ad in Virginia's official travel guide, set to featured a full page of sponsored content and a full-page ad appearing first in the Shenandoah Valley region's section. \*

\* Grant-funded



Shenandoah Valley E-Mail Marketing Cooperative, Summer 2023

- **Canadian Media FAM Tour:** The Page County Office of Economic Development and Tourism recently participated in a Canadian Fam Tour, sponsored by the Virginia Tourism Corp. and coordinated by the Shenandoah Valley Travel Partnership. Between May 14 and May 19, five Canadian journalists toured Shenandoah Valley locations including Winchester, Harrisonburg, Woodstock, Edinburg, Massanutten, Waynesboro, Staunton, Raphine, Lexington, Natural Bridge and Luray. Read the first story published, on pathstotravel.com, [here](#).
- **Washingtonian:** A story featuring Page Valley titled “The Best Things to Do in Shenandoah Valley, Virginia” appeared in the May issue of *Washingtonian*. Read it [here](#).
- **The Blue Ridge Digest:** two stories featuring Page Valley appeared in the in the [Spring/Summer 2023 issue](#), followed by a Cabin Capital story in the [Summer 2023 issue](#).



The season finale of ***Get Out of Town***, filmed last October in Page and the Shenandoah Valley, is now live!

The Page County Economic Development and Tourism Department loved meeting mother-and-daughter hosts Lauren and Laurita and working with the WETA team. Tune in to see the pair visit Skyland at Shenandoah National Park and Luray Caverns, stay at the Mimslyn Inn and hit ATV trails with Appalachian Adventures. The hosts also visit Massanutten Resort and Hank's Grille and Catering.

[Watch the episode](#)

## MARKETING RESEARCH

- **AirDNA:** the Page County tourism team utilized [AirDNA](#) throughout fiscal year 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. These reports are available to our industry partners. Email Rebecca Armstrong at [rarmstrong@pagecounty.virginia.gov](mailto:rarmstrong@pagecounty.virginia.gov) for more information.
- **Website SEO:** Page Valley is working 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.

- **Public relations consultancy:** in a six-month partnership with [Moore PR](#), Page Valley is working to boost website visitation through the utilization of digital campaigns and build brand recognition through public relations initiatives. In addition to these services, the consultant has agreed to help train our office staff to help better serve our industry partners.



## TOT ALLOCATIONS

- [Luray-Page County Visitor Center](#): **\$138,692**; the Page County Tourism Council in May voted to continue funding annual operations at the visitor center in Downtown Luray, overseen by the [Luray-Page County Chamber of Commerce](#).
- [Town of Luray](#): **\$25,000**
- [Town of Stanley](#): **\$25,000**
- [Town of Shenandoah](#): **\$25,000**
- [Luray Triathlon](#) / [Swim Fest Luray](#) / [Luray Half-Marathon & 5K](#): the events were collectively awarded **\$17,000** in TOT funds to help market the two-day Luray Triathlon (**\$10,000**) at Luray's Lake Arrowhead in August; June's Swim Fest (**\$2,000**) at the lake; and September's Half Marathon and 5K (**\$5,000**) 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 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](#).

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## VTC GRANT AWARDS

The Page County Office of Economic Development and Tourism / Page Valley DMO in May was selected to receive a total of **\$40,000** from the [Virginia Tourism Corp.](#) (VTC). The department received **\$20,000 through VTC's Marketing Leverage Program (MLP)** and **\$20,000 through VTC's Regional Marketing Program (RMP)**.

The economic development and tourism office received a **\$20,000 MLP grant 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**. 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](#). The project serves as a **companion to the upcoming Page Valley Visitor Guides**, set to be distributed this summer. Like the ARPA-supported visitor guides, the magazine-style inspiration guides will showcase anchor attractions, but also call on and spur visitors to return to experience anchor attractions again, as well as lesser-known but equally compelling attractions, activities and experiences.

**“So Much More in Page Valley” campaign partners** include [cabincapital.com](#) — a visitor website overseen by the [Luray-Page County Chamber of Commerce and Visitor Center](#) — and the [Page Valley Fair Association](#).

The Page County Office of Economic Development and Tourism received a **\$20,000 RMP grant 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](#). Similar to [pagevalley.org](#)'s hero videos — captured in part with grant funding from VTC's 2022 Recovery MLP — the 30-second video ads will spotlight places to stay and things to do in Page Valley and target key feeder markets in the Washington metropolitan area. The campaign also includes plans to run a **two-page ad in the 2024 Virginia Travel Guide** that will appear first in the guide's Shenandoah Valley Region section.

**“Calling All to Page Valley” campaign partners** include Shenandoah National Park's concessioner [Delaware North](#) and the [Luray-Page County Chamber of Commerce and Visitor Center](#). The Page County Office of Economic Development and Tourism each year funds operations at the visitor center in Downtown Luray.

In addition to Page Valley's campaigns, **three local campaigns received \$20,000 each in MLP dollars** 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 Family” campaign and offered letters of support for Shadow Mountain Escape and SVTA's respective campaigns.



**Request images or Page Valley logos, submit your event or rental listing, sign up to participate in Page Valley's ARPA-funded visual branding campaign and more.**

**Learn More**

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## **CAMPAIGNS**

### **#WHYPageCounty**

Video series showcasing the stories of local business owners, professionals, community organizations and residents aimed at inspiring community pride and underscoring Page as an ideal place to live and work.

### **Visit Page Valley**

Video series showcasing Page Valley lodging, attractions, events and visitors' stories in an ongoing effort to encourage overnight and repeat visitation.

**Learn more about the campaigns [here](#).**

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*Casting Call*

## **LOCAL MODELS**

Love living in Page Valley?  
Want to be featured in our  
spotlight?

Page Valley is calling all families – big or small, multigenerational, growing families with young kids or those with teens, couples with fur babies or those without, and friend groups who have carved out their own family units.

**[WWW.PAGEVALLEY.ORG](http://WWW.PAGEVALLEY.ORG)**

Email English Henry at [ehenry@pagecounty.virginia.gov](mailto:ehenry@pagecounty.virginia.gov) for more information.

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### **PARTNERSHIPS**

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

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### **LOOKING AHEAD**

As we enter the summer season, the Page Valley tourism team is excited to launch new campaigns and projects, beginning with the distribution of **Page Valley Visitor Guides**. The non-dated guide is set to go to press in the next month, with distribution to follow. The guides will 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. QR codes will link readers to real-time, online information about Page Valley attractions, experiences and events, providing visitors with a more comprehensive overview of offerings to plan their stays.

Other efforts include **digital campaigns, native ads, continued updates and additions on [pagevalley.org](https://pagevalley.org), social media campaigns and grant-funded projects**. In addition to campaigns recently awarded state funding, the Page Valley tourism team is moving ahead with several ARPA Tourism Recovery Projects, set to continue through next June. The Page County Office of Economic Development and Tourism last year received \$90,000 toward the projects, which include **a visual branding campaign, the creative design of the upcoming visitor guide, the creative design of visitor maps and several ad campaigns**.

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## MARK YOUR CALENDAR

### Taste of the Valley Wine, Beer and Spirits Festival

4-9 p.m., Saturday, June 17

Page Valley Fairgrounds, Luray

[Website](#)

[Tickets](#)





**PAGE COUNTY TOURISM COUNCIL  
FY2024**

**Chair:** Helen Morton (Industry Representative)

**Vice Chair:** Karen Riddle (District 2)

**Members**

Brittany Montgomery (District 1)

Randy Howan (District 3)

Bart Price (District 4)

Charlie Jenkins (District 5)

J.D. Cave (At-Large)

***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.***

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.



**PAGE COUNTY OFFICE OF ECONOMIC DEVELOPMENT & TOURISM**

**Director of Economic Development and Tourism:**

Nina Long Fox

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**Communications and Marketing Coordinator:**

Rebecca Armstrong

[ramstrong@pagecounty.virginia.gov](mailto:ramstrong@pagecounty.virginia.gov)

**Economic Development and Tourism Specialist:**

English Henry

[ehenry@pagecounty.virginia.gov](mailto: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.*

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## 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.

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**VIRGINIA IS FOR LO♥ERS™**

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### **Page County Office of Economic Development & Tourism**

103 South Court St. | Suite F, Room 221 | Luray, VA 22835

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

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