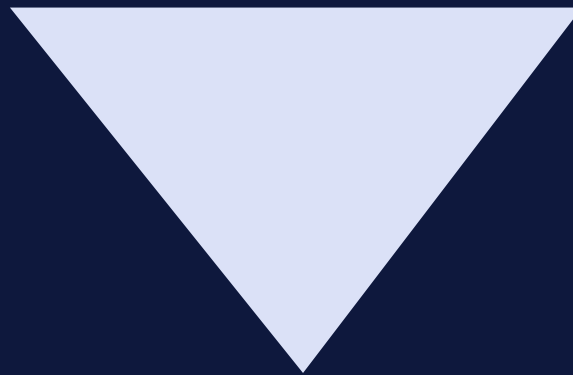


Williamsburg Tourism Council

Tuesday, March 12, 2024



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association
York County

Greater Williamsburg CoC
Virginia Tourism Corporation

Ruth Larson, Chair
Cliff Fleet, Vice Chair
Doug Pons, Treasurer

Kevin Lembke
Ron Kirkland
Jim Horn
Christy Coleman
Mickey Chohany
Sheila Noll

Ben Ellington, Ex Officio
Rita McClenny, Ex Officio

Public Comment

- Limit to three minutes
- State name and address
- No Q & A



Tourism Ambassador Institute®

Mickey Schaefer, President, FASAE, CAE, CTA



Strengthening Tourism Through an Aligned Community

CTA is not a
class...

It's a Culture.

Using CTA to Achieve Your Strategic Objectives

- Internationally-Recognized Certification
- Strengthened Brand Awareness
- Awareness of Visit Williamsburg
- Cooperation and Buy-In of Tourism Partners
- Community Engagement
- Workforce Development
- Enhancing the Visitor Experience





A Strategic Road Map for the NEXT Generation of Destination Organizations



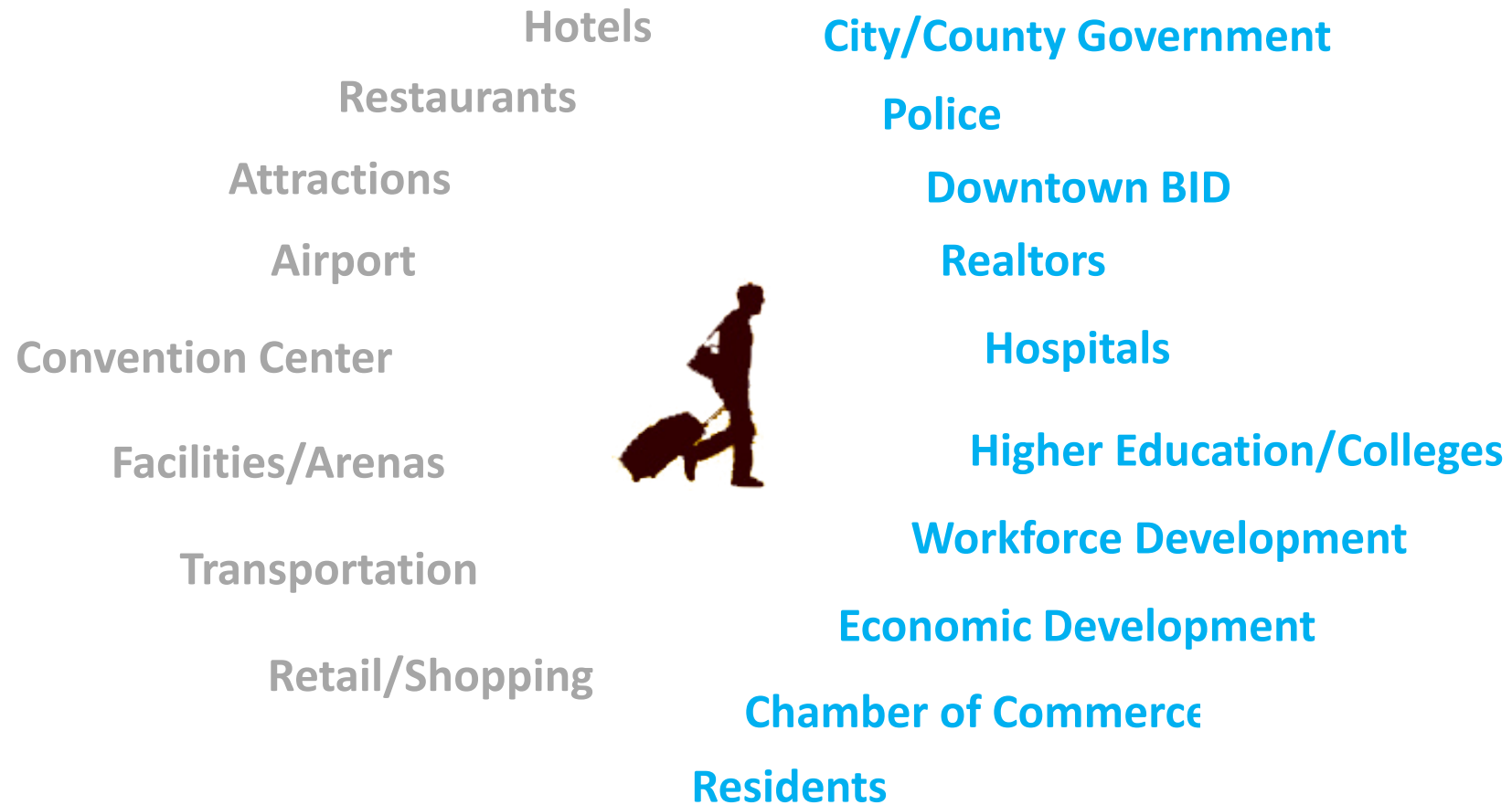
DESTINATION
NEXT

“Priority should be on engaging the community first.

Without the community on board, it will be difficult to build the destination product to create a stronger brand.”



Destination Stakeholders: Working together to Impact *The Visitor Experience!*





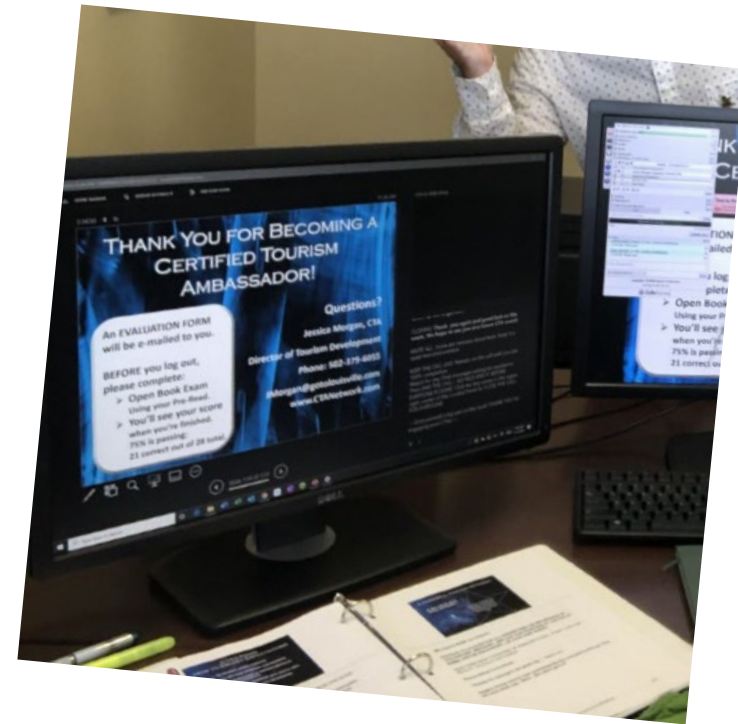
INDUSTRY-RECOGNIZED CERTIFICATION

Over 60,000 CTAs Since 2006

See the Destinations on CTANetwork.com



In-Person or Web-Based Classes



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All Rights Reserved.



CTA CERTIFICATION: Customized Curriculum

Module 1 – Power of Travel & Tourism

Module 2 – **Discovering the Region**

Module 3 – **Knowing, Finding & Using Resources**

Module 4 – Exceeding Customer Expectations





Recap: Top-Line Benefits

- Destination 'Product' Knowledge
- Consistent Messaging
- Building Pride & Confidence!
- Stakeholder Alignment to Drive Your Tourism Economy
- Workforce Development
- Competitive Advantage:
We Care About the Visitor Experience!





Strengthening Tourism Through an Aligned Community



Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

January 16, 2024

Vote

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association
York County

Ruth Larson, Chair
Cliff Fleet, Vice Chair
Doug Pons, Treasurer

Kevin Lembke
Ron Kirkland
Jim Horn
Christy Coleman
Mickey Chohany
Sheila Noll

Chair Report

Treasurer's Report

- Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue

Treasurer's Report

Revenue / Expenses January 2024

| | Month | | |
|-------------------------------------|------------------|------------------|----------------|
| | Actual | Budget | Variance |
| REVENUE | | | |
| Sales Tax (58.1-603.2) | 1,237,523 | 1,174,911 | 62,612 |
| \$1 Transient Tax | 110,366 | 132,088 | (21,722) |
| Maintenance of Effort Funds | 38,666 | 38,666 | (0) |
| Other | 10,278 | 3,323 | 6,955 |
| Total Revenue | 1,396,833 | 1,348,988 | 47,845 |
| | | | |
| EXPENSES | | | |
| Destination Marketing | 1,057,489 | 1,319,366 | 261,877 |
| Other Sales & Marketing | 34,121 | 76,230 | 42,109 |
| Labor & Benefits | 111,416 | 146,990 | 35,574 |
| Admin | 64,611 | 33,224 | (31,387) |
| Total Expenses | 1,267,637 | 1,575,810 | 308,173 |
| | | | |
| Net Revenue Expense by Month | 129,197 | (226,822) | 356,018 |

Treasurer's Report

**Revenue / Expenses
Fiscal YTD as of January 31, 2024**

| | FY 2024 | | |
|-------------------------------------|-------------------|------------------|------------------|
| | Actual | Budget | Variance |
| REVENUE | | | |
| Sales Tax (58.1-603.2) | 8,909,876 | 8,582,295 | 327,581 |
| \$1 Transient Tax | 1,013,520 | 1,026,208 | (12,688) |
| Maintenance of Effort Funds | 101,966 | 101,966 | (0) |
| Other | 72,956 | 23,264 | 49,692 |
| Total Revenue | 10,098,318 | 9,733,733 | 364,585 |
| | | | |
| EXPENSES | | | |
| Destination Marketing | 6,822,120 | 7,662,565 | 840,445 |
| Other Sales & Marketing | 291,520 | 418,520 | 127,000 |
| Labor & Benefits | 847,874 | 968,319 | 120,445 |
| Admin | 224,511 | 207,018 | (17,493) |
| Total Expenses | 8,186,025 | 9,256,422 | 1,070,397 |
| | | | |
| Net Revenue Expense by Month | 1,912,294 | 477,311 | 1,434,982 |

| Budget Remaining | Percent Remaining |
|------------------|-------------------|
| 5,290,410 | 37.3% |
| 480,713 | 32.2% |
| 24,634 | 19.5% |
| (33,075) | -82.9% |
| 5,762,682 | 36.3% |

| | |
|------------------|--------------|
| 8,197,880 | 54.6% |
| 358,480 | 55.2% |
| 851,175 | 50.1% |
| 237,202 | 51.4% |
| 9,644,737 | 54.1% |

| | | | |
|---|------------------|------------------|------------------|
| Net Position - Beginning of Year | 3,400,916 | 3,400,916 | 0 |
| Net Position - Current YTD | 5,313,210 | 3,878,227 | 1,434,982 |

Treasurer's Report

Cash on Hand
January 2024

Operating Cash

| Cash Balances | Nov-23 | | |
|-----------------------------------|---------------------|---------------------|---------------------|
| | Actual | Budget | Variance |
| Bank Account Balances: operations | | | |
| BB&T Reserve Checking | \$ 250,002 | \$ 250,000 | \$ 2 |
| BB&T ICS Investment Fund | \$ 510,023 | \$ 510,000 | \$ 23 |
| Ches Bank Payroll | \$ 1,000 | \$ - | \$ 1,000 |
| Ches Bank Checking | \$ 5,398,401 | \$ 3,271,276 | \$ 2,127,125 |
| Total Cash on Hand | \$ 6,159,427 | \$ 4,031,276 | \$ 2,128,151 |

| Dec-23 | | |
|---------------------|---------------------|---------------------|
| Actual | Budget | Variance |
| | | |
| \$ 250,002 | \$ 250,000 | \$ 2 |
| \$ 510,030 | \$ 510,000 | \$ 30 |
| \$ 1,000 | \$ - | \$ 1,000 |
| \$ 6,551,726 | \$ 3,405,021 | \$ 3,146,705 |
| \$ 7,312,758 | \$ 4,165,021 | \$ 3,147,737 |

| Jan-24 | | |
|---------------------|---------------------|---------------------|
| Actual | Budget | Variance |
| | | |
| \$ 250,002 | \$ 250,000 | \$ 2 |
| \$ 510,036 | \$ 510,000 | \$ 36 |
| \$ 1,000 | \$ - | \$ 1,000 |
| \$ 6,266,991 | \$ 3,149,532 | \$ 3,117,459 |
| \$ 7,028,029 | \$ 3,909,532 | \$ 3,118,497 |

| Key Sources of Funds | Nov-23 | | |
|----------------------------|---------------------|---------------------|------------------|
| | Actual | Budget | Variance |
| State Disbursement | \$ 1,357,940 | \$ 1,270,079 | \$ 87,861 |
| Total Gov't Sources | \$ 1,357,940 | \$ 1,270,079 | \$ 87,861 |

| Dec-23 | | |
|---------------------|---------------------|------------------|
| Actual | Budget | Variance |
| \$ 1,353,955 | \$ 1,328,128 | \$ 25,827 |
| \$ 1,353,955 | \$ 1,328,128 | \$ 25,827 |

| Jan-24 | | |
|---------------------|---------------------|------------------|
| Actual | Budget | Variance |
| \$ 1,347,889 | \$ 1,306,999 | \$ 40,890 |
| \$ 1,347,889 | \$ 1,306,999 | \$ 40,890 |

| Interest Earned: | Nov-23 | | |
|------------------------------|------------------|-----------------|------------------|
| | Actual | Budget | Variance |
| State Interest Paid | \$ 22,574 | \$ - | \$ 22,574 |
| BB&T Reserve Checking | \$ 2 | \$ - | \$ 2 |
| BB&T ICS Investment Fund | \$ 4 | \$ - | \$ 4 |
| Ches Bank Checking | \$ 4,304 | \$ 3,323 | \$ 981 |
| Total Interest Earned | \$ 26,884 | \$ 3,323 | \$ 23,561 |

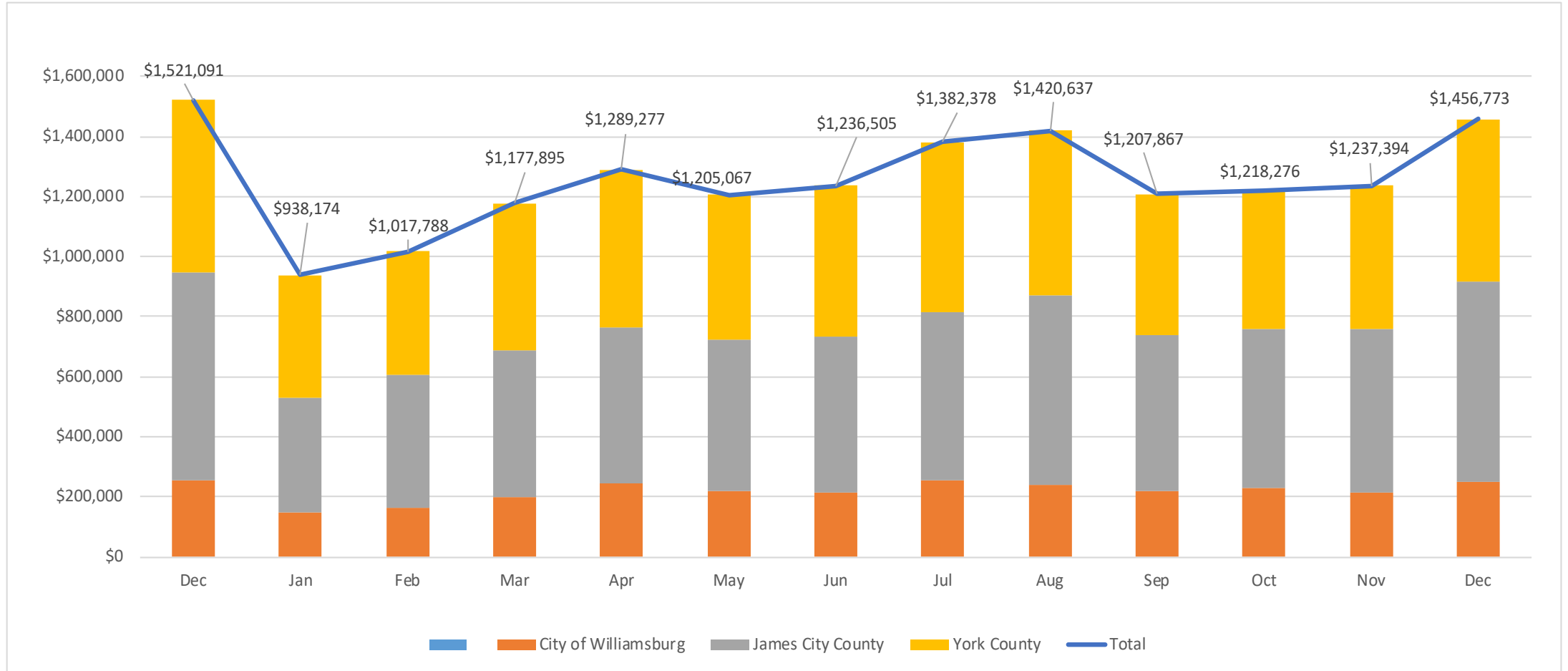
| Dec-23 | | |
|-----------------|-----------------|-----------------|
| Actual | Budget | Variance |
| \$ - | \$ - | \$ - |
| \$ 2 | \$ - | \$ 2 |
| \$ 4 | \$ - | \$ 4 |
| \$ 5,216 | \$ 3,324 | \$ 1,892 |
| \$ 5,222 | \$ 3,324 | \$ 1,898 |

| Jan-24 | | |
|------------------|-----------------|-----------------|
| Actual | Budget | Variance |
| \$ - | \$ - | \$ - |
| \$ 2 | \$ - | \$ 2 |
| \$ 4 | \$ - | \$ 4 |
| \$ 10,272 | \$ 3,323 | \$ 6,949 |
| \$ 10,278 | \$ 3,323 | \$ 6,955 |

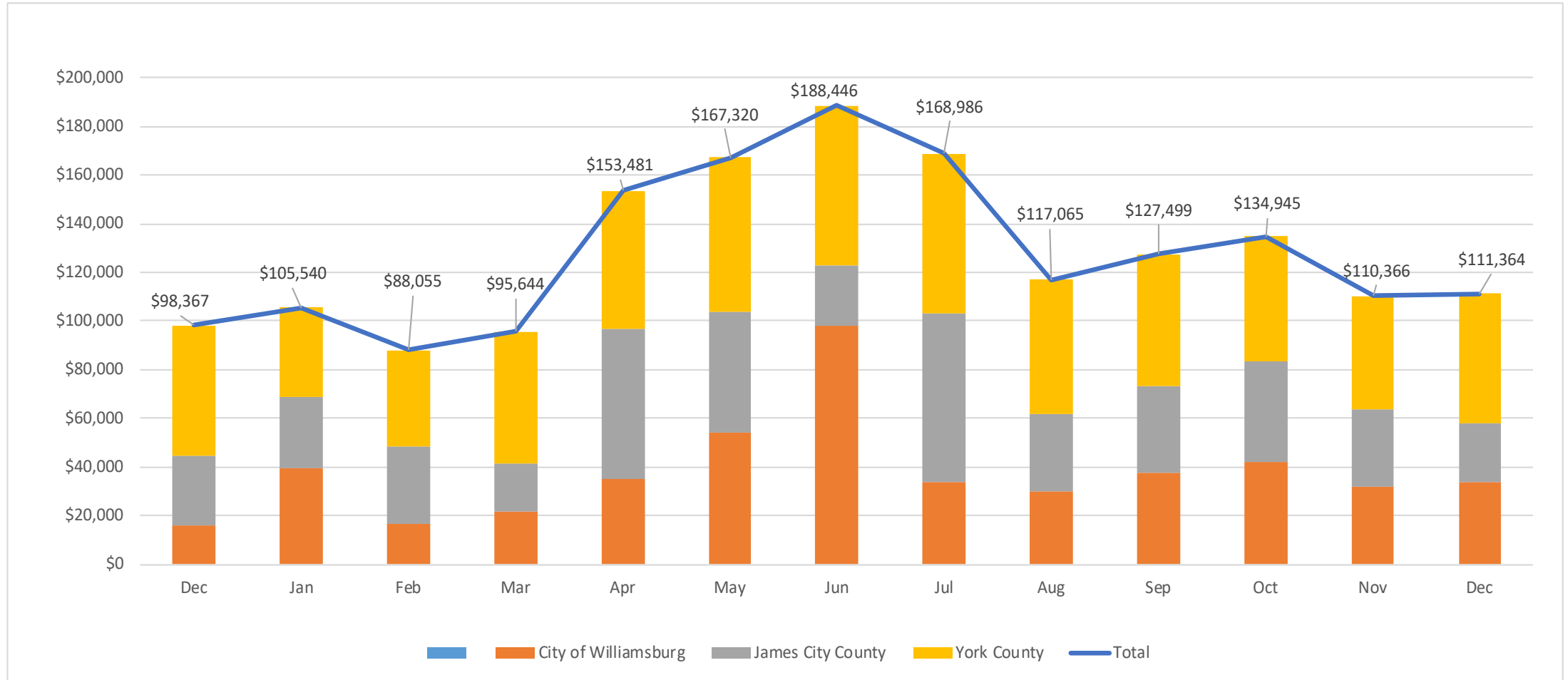
Treasurer's Report

Sales Tax

SOURCE: York County, Office of the Commissioner of Revenue



SOURCE: York County, Office of the Commissioner of Revenue



Interim CEO Report

STR: Comparison to 2023

YTD Occupancy

28.3%

YTD ADR

\$111.29

YTD Rev PAR

\$31.44

YTD 2023 Occupancy

29.3%

YTD 2023 ADR

\$120

YTD 2023 Rev PAR

\$35

Occ % Point Change YTD from 2023

-3.7%

ADR % Change YTD from 2023

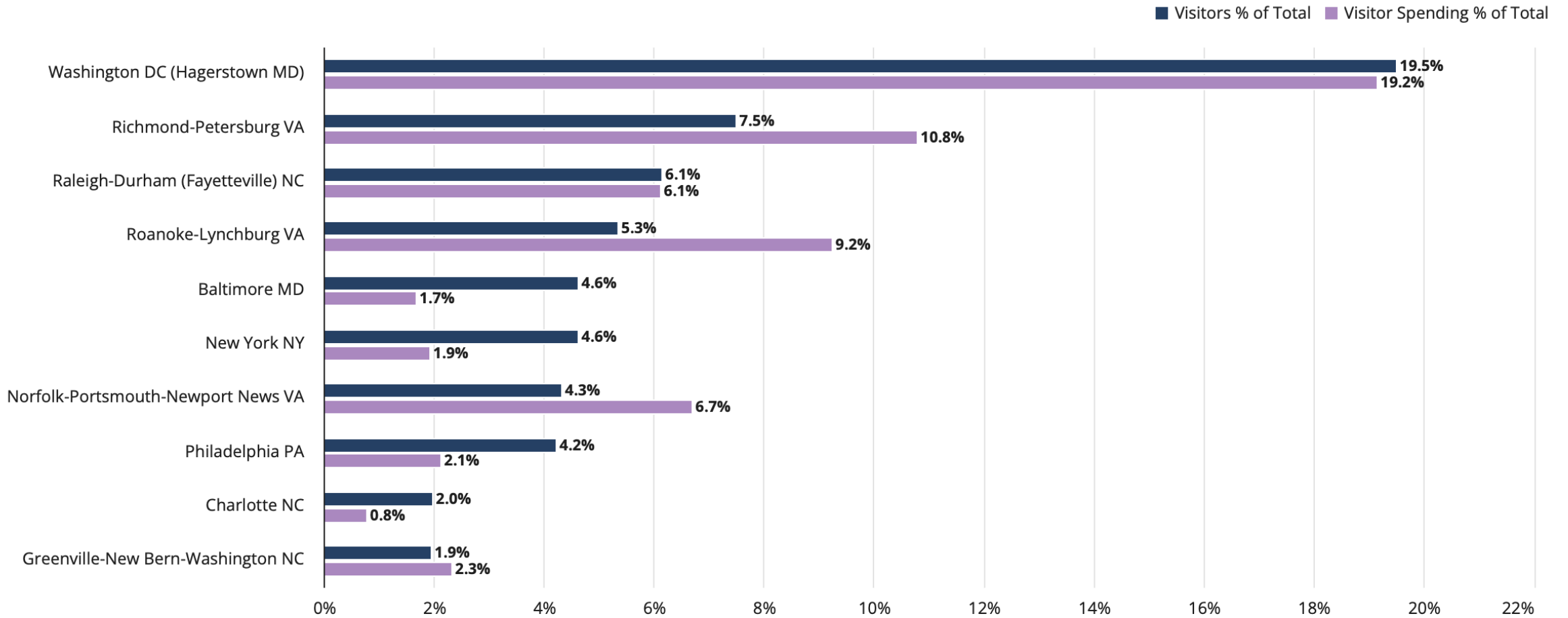
-7.6%

RevPAR% Change YTD from 2023

-11.1%

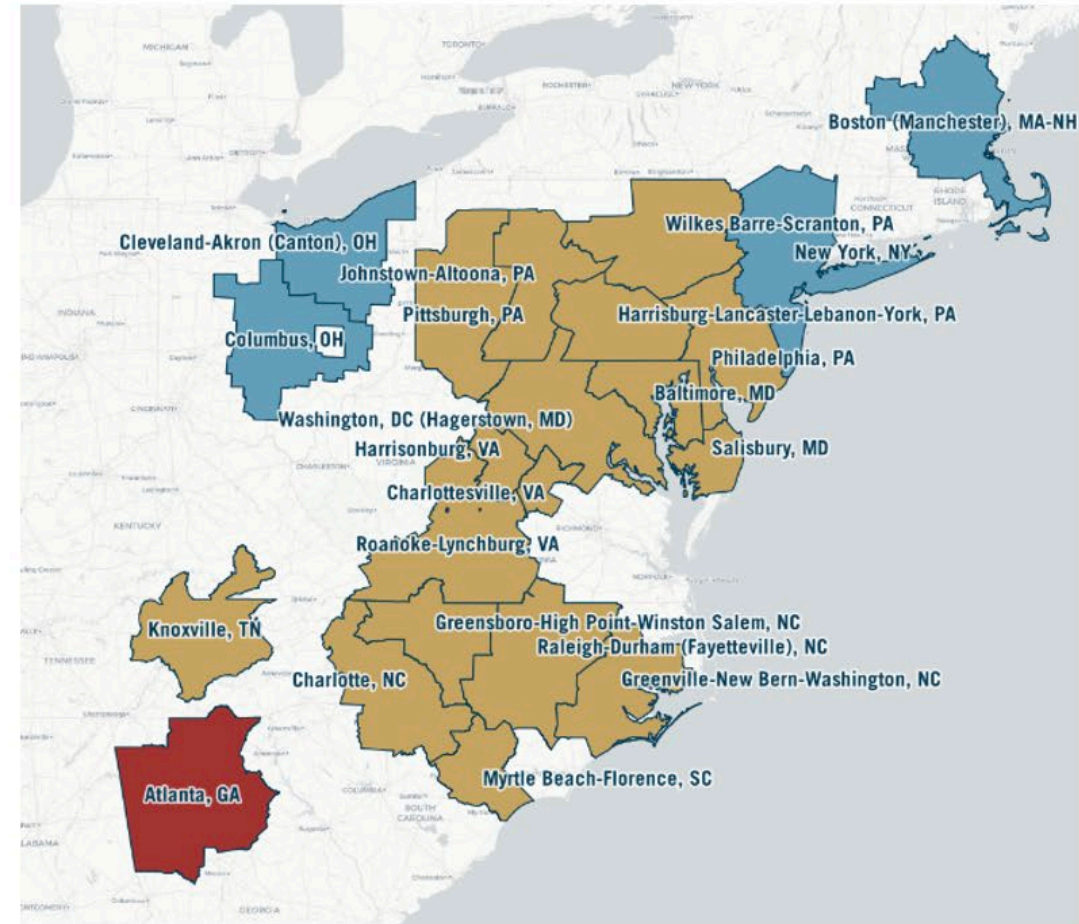
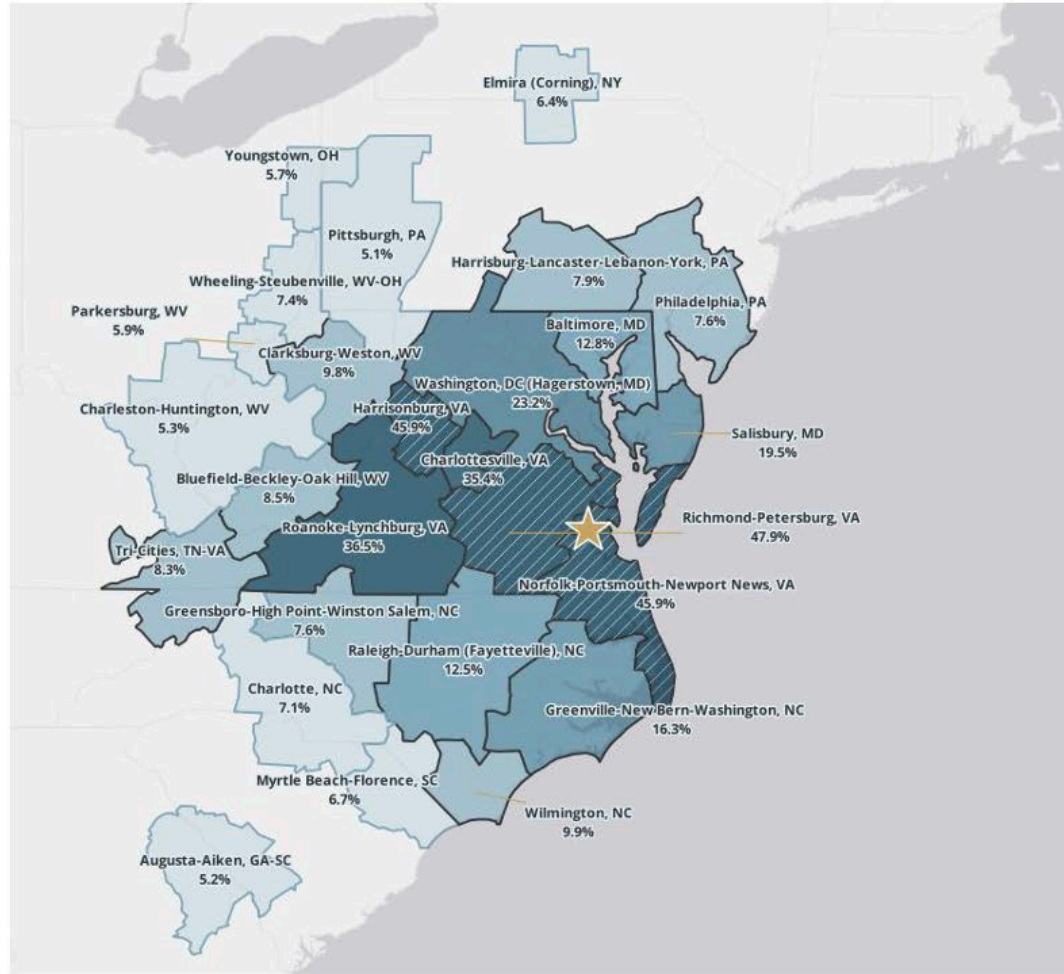
Top Origin Markets (First Quarter)

Top 10 Origin Markets - % Visitation & % Visitor Spend



*Source: Near and Affinity

Visitor Reach vs. Advertising Spend





Visit Williamsburg Strategic Plan 2024 -2026

Williamsburg is where America began and where the world must return to explore and create new memories.

GOALS

- 2024 53.5% Occupancy
1,825,000 Visitors
- 2025 55.6% Occupancy
1,900,000 Visitors
- 2026 58% Occupancy
2,000,000 Visitors

VISION

To be the most welcoming iconic U.S. destination for visitors and residents.

MISSION

To drive economic impact and inspire overnight visitation through innovative marketing and sales initiatives honoring our culture and heritage and elevating quality of life for residents.

2024 - 2026 KEY INITIATIVES

Grow the Williamsburg Visitor Economy

- Increase occupancy to achieve multi-year goals
- Increase transient tax revenue collection to \$1,640,400 by the end of 2025
- Increase group sales by 10% annually
- Complete market penetration and brand health study

Continue to expand the Williamsburg Brand

- Increase earned media value metrics and quality of engagement
- Expand industry accolades and awards annually
- Increase website sessions and users by 10% YoY
- Increase social media engagement by 15% and followers by 25% by 2025

Showcase the Value of Tourism

- Expand advertising reach and audience via local earned media by 25%
- Commit to 12 industry speaking engagements annually
- Create 10 cooperative partnerships annually
- Monthly newsletter
- Champion new events

Ensure Operational Excellence

- Increase staffing by 30%
- Improve employee engagement and maintain staffing levels
- Improve employee performance with focus on 100% meets or exceeds expectations, and create employee ownership
- Annual employee goals

CORE VALUES

- AUTHENTICITY
- INSPIRE
- SERVE
- INCLUSION
- INNOVATION

REPUTATION

Our community and stakeholders experience Visit Williamsburg as:

- Valuable
- Passionate
- Reliable
- Strategic
- Collaborative



TARGETS

- Continue to grow DMA's
- Host quarterly DOS/GM meetings
- Coordinate with new sports facility to garner new business
- Develop opportunity/programs for shoulder & off-peak seasons
- Publish 30 new blogs/itineraries annually
- Expand storytelling and content for destination

- Continue to expand our market reach
- Create sports/events marketing specific
- 250th commemoration event champion
- DEI Pledge
- Increase self-nominations for awards and accolades - local, regional, and industry

- Create a local PR campaign emphasizing tourism value
- Introduce Ambassador Program
- Host quarterly updates
- Conduct three local media events annually
- Tourism Forum
- Marketing webinar series
- Podcast

- Develop and implement a culture management plan
- Initiate a plan for ongoing evaluation and communication
- Complete office infrastructure development - reorg chart
- Clearly defined goals and action plans
- Create career progression planning paths & development

Goals for 2024 - 2026

| | 2023-Actual | 2024 | 2025 | 2026 |
|---|-------------|-------------|-------------|---------------|
| GOALS | | | | |
| Occupancy | 52.10% | 53.50% | 55.60% | 58.00% |
| # of Visitors | 1,786,000 | 1,825,000 | 1,900,000 | 2,000,000 |
| Digital Marketing (Owned & Paid Media Channels) | | | | |
| Web Visits | 2,788,513 | 2,955,823 | 3,133,172 | 3,321,162 |
| Advertising (Paid Media Channels) | | | | |
| Total Ad Impressions | 773,201,109 | 865,985,242 | 969,903,471 | 1,086,291,887 |
| Online Ad Clicks to Site | 2,346,847 | 2,628,468 | 2,943,884 | 3,297,150 |
| Media Relations, Content Marketing & Social Media (Earned & Owned) | | | | |
| Media Placements | 86 | 96 | 108 | 121 |
| Social Media Followers | 124,022 | 138,904 | 155,572 | 174,240 |

New Action Steps

Strategic Plan
Employee Goals

Certified Tourism Ambassador (CTA) Program

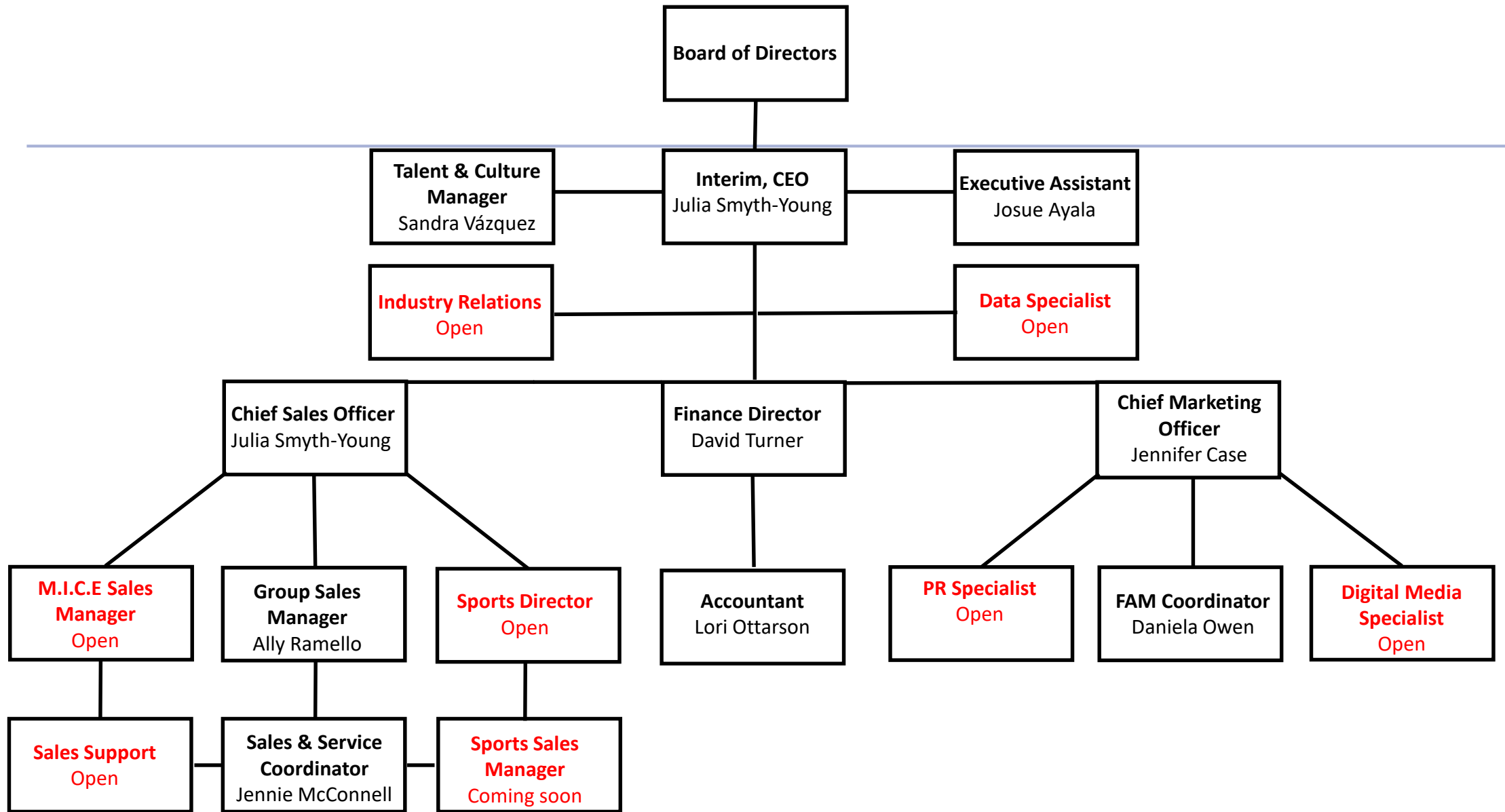
Requests for Proposal (RFP)
Advertising Agency
Sports/Events Agency
Public Relations Agency

**Brand Health, Market Penetration Studies,
and Resident Sentiment**

Quarterly Sales Director Meetings

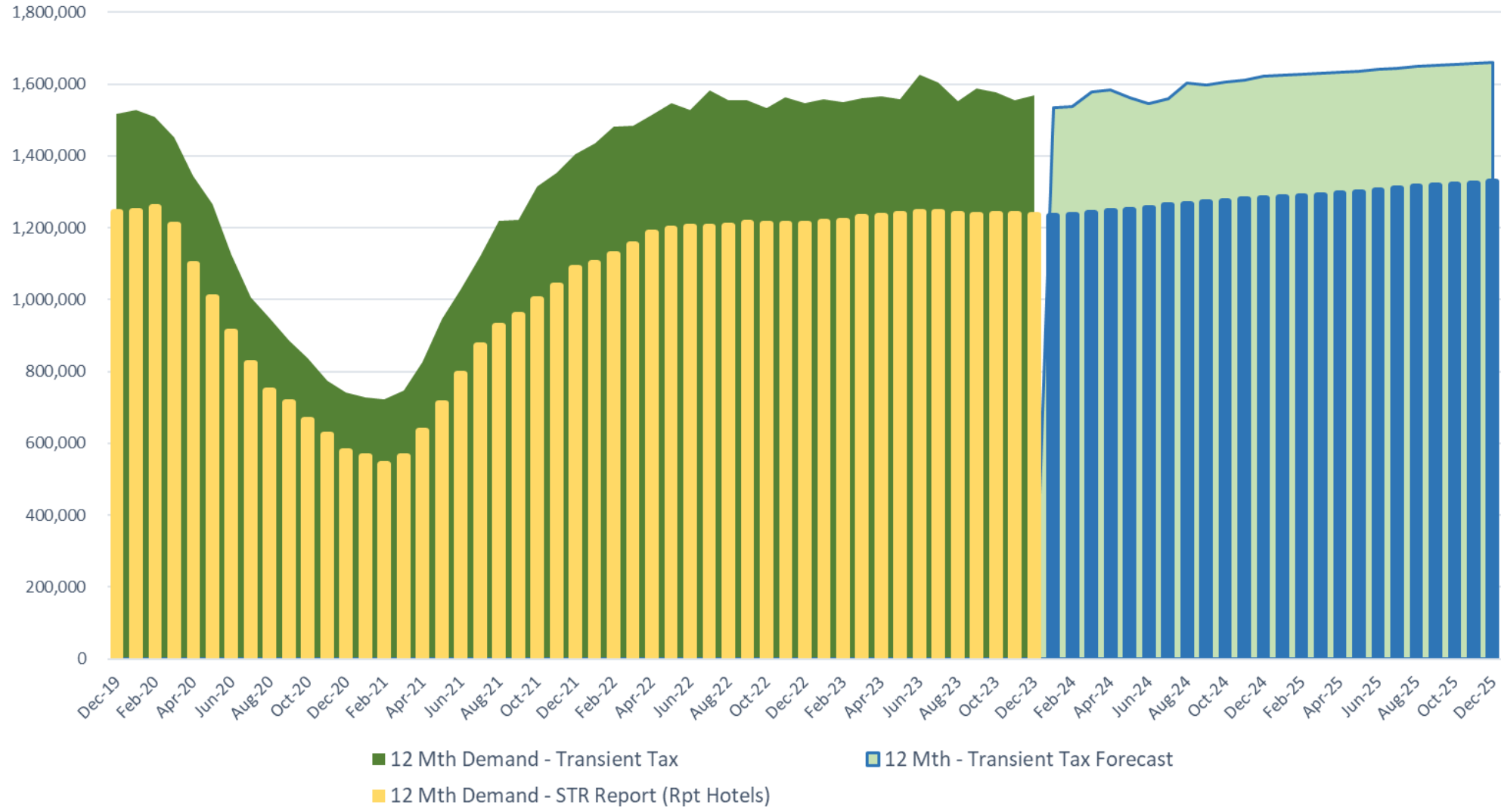
Tourism Forum
May 10, 2024

Organization Chart: March 1, 2024





12-Month Trend Comparison with 2024/2025 Targets



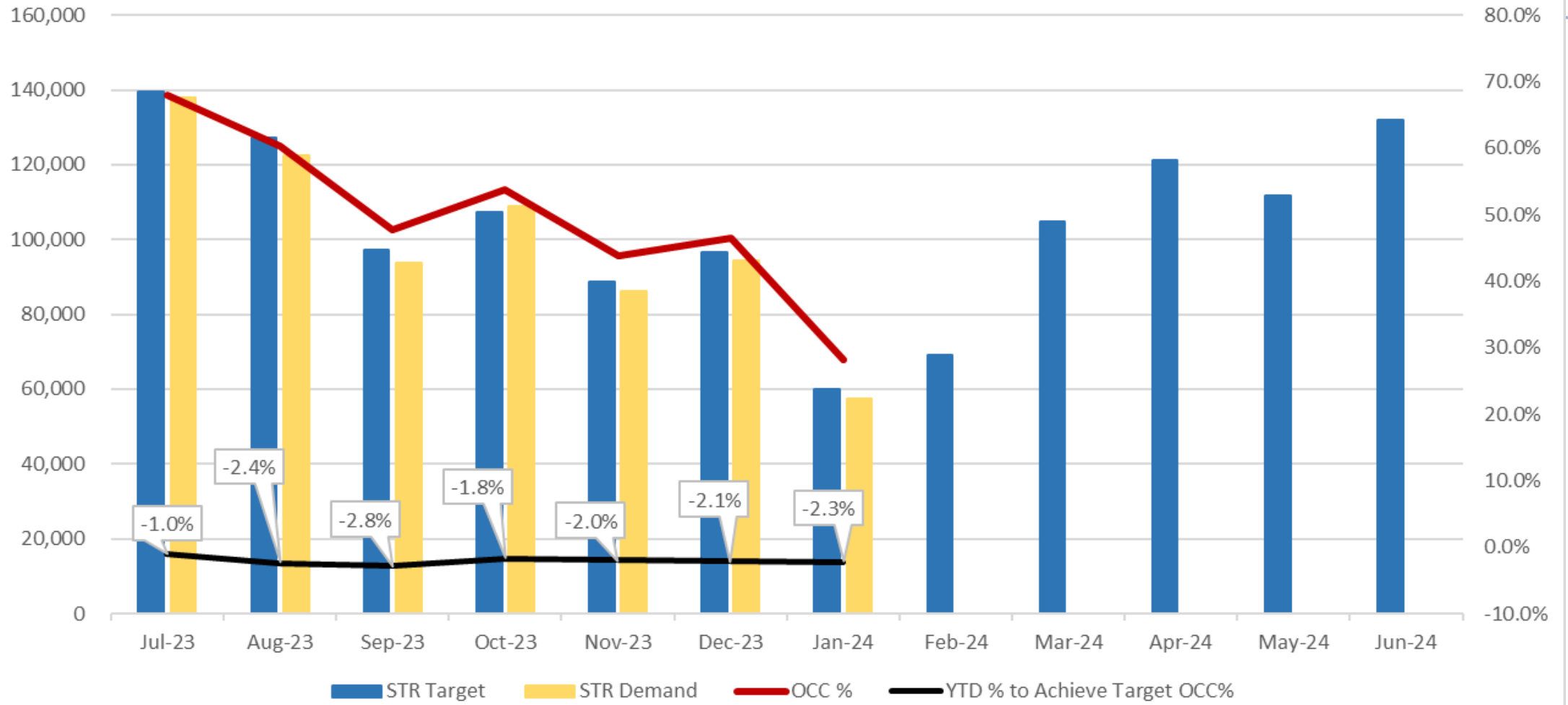
| Historic Occupancy: | |
|----------------------------|-------|
| 2019 | 50.4% |
| 2020 | 25.5% |
| 2021 | 45.6% |
| 2022 | 50.9% |
| 2023 | 51.8% |
| Target Occupancy: | |
| 2024 | 53.5% |
| 2025 | 55.6% |



Pace Comparison: STR Hotel Occupancy

Room Nights

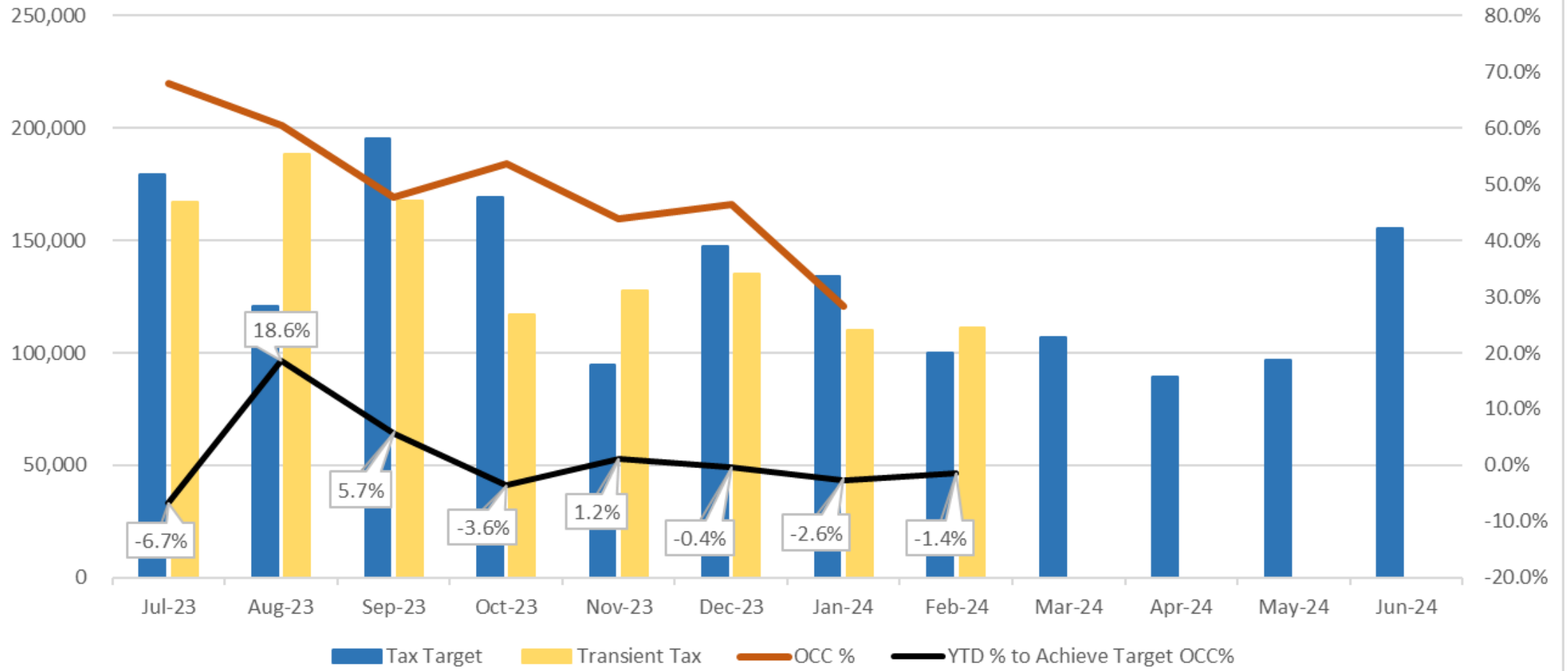
% OCC





Pace Comparison: Transient Tax

% OCC



Marketing

Marketing/PR Action Steps

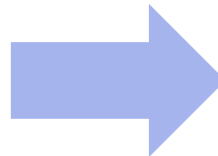
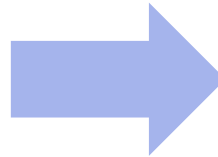
PREVIOUS PLAN

Social Media

- 2 times a week posting
- Influencer program- mega, micro, niche
- Influencer-created content

Markets

- Boston, Columbus, Cleveland, Washington, D.C., New York, Philadelphia, Pittsburgh, Charlotte, Raleigh-Durham, Atlanta



REVISED PLAN

Social Media

- 3-4 times a week posting to create relevance
(Jamestown, Yorktown, Williamsburg days)
- More real-time posts
- More niche influencers - less mega

Markets

- Hyper focus on drive markets
- Increase exposure in performing markets like Roanoke and Raleigh-Durham
- Pulled Ohio broadcast (April – June)

Marketing/PR Action Steps

PREVIOUS PLAN

Out of Home

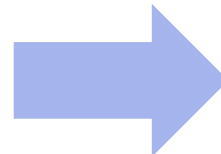
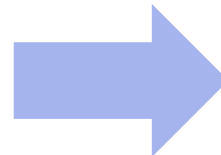
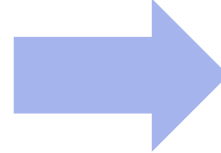
- 4-week run of OOH - budget choices for Atlanta

Digital Advertising

- Brand-focused approach
- Occasional newsletters

Public Relations

- New York event
- Limited news coverage



REVISED PLAN

Out of Home

- Revised Atlanta locations to focus on high-traffic highways and areas

Digital Advertising

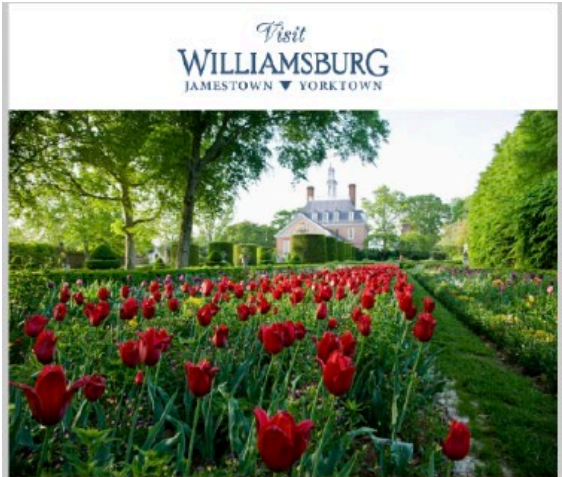
- Add timely promotions to create short-term travel
- Monthly newsletters
- Additional newsletters - Valentine's Day and Spring Break

Public Relations

- Washington, D.C. event- June 17th
- Increase PR coverage
- Desk side and media drop-offs

E-Newsletter


Love. At Your Pace.



Love. at your pace.


Fall for Williamsburg this Valentine's Day with a wallet-friendly getaway! Explore historic streets, savor farm-to-table freshness, and discover world-class attractions. Experiences become cherished memories in Williamsburg, Virginia.

[learn more](#)



Discover Black History Month

Start making history today! Discover stories of the past while creating unforgettable memories in Williamsburg, Virginia. Book your adventure now and



Williamsburg = Spring Break Headquarters

Whether it's history, thrills, or nature your family craves, Williamsburg promises a Spring Break brimming with culture.

| | | | |
|------------------|---------|-----------------|---------|
| Audience: | 400,000 | ID: | 1987522 |
| Views: | 79,716 | Clicks: | 7,556 |
| View %: | 19.93% | Click %: | 1.89% |

CAMPAIGN STATS

Views | 19.93 % Total Views 79,716





Clicks | 1.89 % Total Clicks 7,556



CTVR | 9.48 %



Clicks by Device

| | | | |
|---|----------------|---------------|--------------|
|  | Desktop | 69.02% | 5,215 |
|  | Mobile | 30.98% | 2,341 |

Black History Content Partnership and PR Strategy

PAID



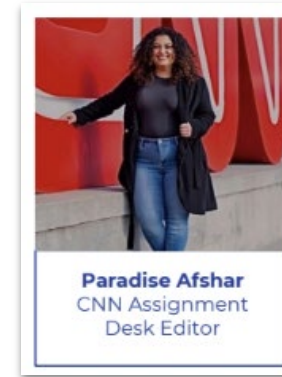
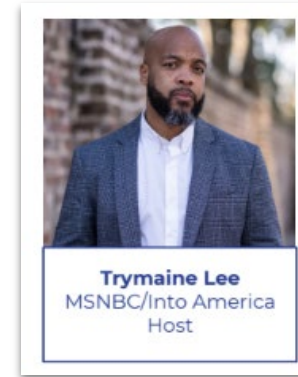
Editorial Focus:

How Community Members are Preserving Black History across Williamsburg

Publisher teams visit in April

Content launches in June across websites and social media

ORGANIC



Conducted 10+ interviews with local SMEs

Pitch process in progress

20+ national journalists
(quality vs. quantity)

Scorecard to analyze resulting coverage

Influencer Program Highlights

January/February: Travis Levius

Travel writer for publications including *Travel + Leisure*, *Condé Nast Traveler*, *Departures*, *CNN Travel* and *Forbes*, and is a guidebook author.

15.3K+
impressions

1.3K+
engagements

Audience Sentiment:

Wowwww, never knew about this place and I lived in VA for years 😭, I gotta go back and visit now this looks like a vibe!!

Who knew? Looks like a fun weekend getaway 🏡

Definitely never knew Virginia had all this 😍

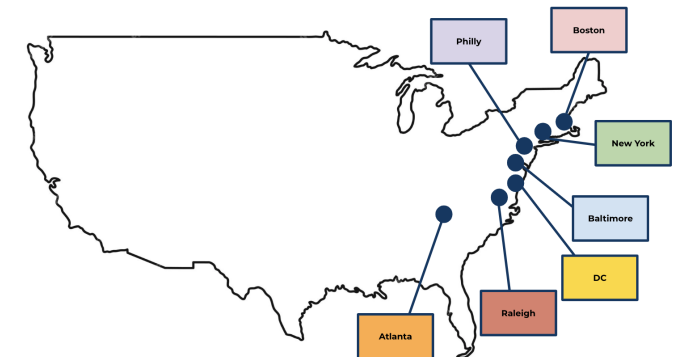
I'm looking for somewhere I can decompress. Whether it's a wellness resort or just a relaxing spot. That looks nice.

Making me want to book a flight there 😍

Looking Ahead...



9 upcoming influencers with strong audiences in our our target markets who will cover a variety of key topics such as history, family, outdoor activities, golf, adventure, etc.



Organic Social Channels

Content Spotlight: January/February



Top five posts—all focused on history—combined to generate nearly a **half-million organic impressions** and **over 12,300 engagements**.

TikTok (paid and organic) has become the 4th leading driver of site traffic (behind google, meta and native)

Looking Ahead: March/April



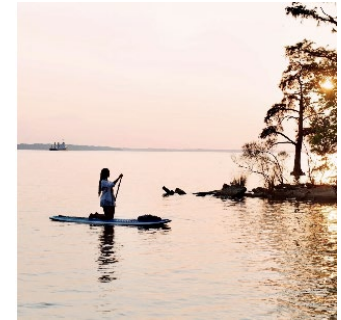
Spring Flowers



Video Guides



History



Summer Visitation

- Coming off our best year of social media performance to-date, we're optimizing our strategy and leaning further into top-performing post themes and formats.
- In March/April, we will be prioritizing seasonal content and history, showcasing content to inspire summer visitation.
- Based on strongest performing content, we're continuing to source social creator content to utilize across channels.

Public Relations

Key Media Placements | January 1 – February 29, 2024

Global Impressions

162.2 Million

17

Placements

Key Media Placements | January 1 – February 29, 2024

“Cheap family vacations in the U.S. for 2024”

- Clara Hogan, Scott Snowden & Sarah Medina

TimeOut

“15 best places for a cheap spring break getaway”

- Jordi Lippe-McGraw

THE POINTS GUY ↗

“The 13 Best Presidents Day Weekend Getaways”

- Rachael Hood

U.S. News & WORLD REPORT

“The 12 Best Spring Break Destinations For Families”

- Melissa Klurman

Forbes

“East Coast Road Trip: 10 States To Stop In (& Which Coastal Cities To Visit In Them)”

- Cheyenne Galloway

THE TRAVEL

“15 Best Places to Visit in Virginia, According to Locals”

- Lydia Mansel

TRAVEL+ LEISURE

Key Media Placements | January 1 – February 29, 2024

WHEREVERFAMILY



Add the **Greater Williamsburg** area to your family travel list for 2024. The region is full of family-friendly historical, cultural and outdoor activities year-round.

The Jamestown-Yorktown Foundation hosts its **Military Through the Ages** weekend March 16–17. The annual event celebrates its 40th anniversary in 2024. The two-day event highlights centuries of military history through a variety of reenactments and displays.

The **Williamsburg Farmers Market's** 2024 season runs March 16–Oct. 16. Farmers market fans get a sneak peek at the market's offerings with a special Winter Market on Feb. 10. Later in the year, check out the Holiday Markets Nov. 2–Dec. 21. Don't miss **Yorktown Market Days'** winter market series on Feb. 10, Feb. 24, March 2 and March 16. The market returns for the 2024 season on April 13.

THE EVERYMOM

20 of Our Favorite Family Road Trip Destinations in the U.S.

FEBRUARY 22, 2024
written by BRETT NICOLE HAYDEN & LINDSAY COHN

East Coast

12. Williamsburg, VA



THE LOCAL palate

FOOD CULTURE OF THE SOUTH



ON THE ROAD

Tidewater Trails

BY: HANNAH LEE LEIDY



Celebrating Black artists during Black History Month

Feb 1, 2024 | 0 comments



You will find exhibits, performances, special tours and more across the country

By Eileen Ogintz
Tribune Content Agency

January/February: Media Drops/International Media FAM



“Williamsburg would be good for a future educational themed segment on the Today Show, we often are on there and are asked for domestic getaways.”

- Jacqui Gifford, Editor-in-Chief, Travel + Leisure

Visit Williamsburg partnered with Virginia Travel Corporation (VTC) to host international travel writer: **Jacqui Agate**, travel editor for the UK Wanderlust Magazine.

- Wanderlust Magazine, UK – Britain’s top travel magazine
 - Circulation is 76,864
 - Readership is 228,000
- The website generates 1.2 million page views a month

Sales

Sales Leads | January 13, 2024 – March 1, 2024

| ISSUE DATE | LEADS | ROOM NIGHTS |
|------------|--|-------------|
| 01/11/2024 | Grand Classroom | 20 |
| 01/11/2024 | National Association of Motorcoach Operators | 100 |
| 01/26/2024 | Groups to Go | 1500 |
| 01/26/2024 | Southeastern Electric Exchange. Inc | 55 |
| 01/29/2024 | Southeastern Electric Exchange. Inc | 20 |
| 02/02/2024 | JEMS Hospitality Group | 510 |
| 02/02/2024 | New York City Dance Alliance | 2800 |
| 02/02/2024 | International Brotherhood of Magicians | 1042 |
| 02/02/2024 | National Council for Private School Accreditation | 100 |
| 02/08/2024 | Kinzie Family Reunion | 40 |
| 02/09/2024 | CL Entertainment | 125 |
| 02/16/2024 | Southeastern Transportation Geotechnical Engineering | 449 |
| 02/23/2024 | Campus Crusade for Christ | 136 |
| 02/29/2024 | Site Selections Strategist, LLC | 404 |
| 02/29/2024 | Site Selections Strategist, LLC | 170 |
| 03/01/2024 | Confidential Client in care of Visit Williamsburg | 450 |
| 03/01/2024 | Confidential Client in care of Visit Williamsburg | 600 |

Definite Bookings | January 13, 2024 – March 1, 2024

| Date | Definite Booking | Property | Room Nights |
|-------------------------|--------------------------------|--|-------------|
| 01/24 – 01/26/2024 | VA ESL Supervisors Association | DoubleTree | 306 |
| 02/06 – 02/08/2024 | Viajes | Comfort Inn | 24 |
| 02/22 – 02/24/2024 | Southeast Region ADTSEA | Woodlands | 202 |
| 02/23/2024 – 02/25/2024 | MDCVASR | Holiday Inn Express Williamsburg North | 12 |
| 02/29 – 03/02/2024 | Education First | Comfort Inn | 24 |
| 03/11 – 03/13/2024 | Education First | Holiday Inn Express Busch Gardens | 25 |
| 03/11 – 03/13/2024 | Education First | Comfort Inn | 30 |
| 03/13 – 03/15/2024 | Education First | Holiday Inn & Suites Gateway | 50 |
| 03/17 – 03/19/2024 | Education First | Springhill Suites Williamsburg | 45 |
| 03/19 – 03/21/2024 | Education First | Wyndham Garden Williamsburg | 55 |
| 03/20 – 03/22/2024 | Education First | Wyndham Garden Williamsburg | 34 |
| 03/21 – 03/23/2024 | Education First | Wyndham Garden Williamsburg | 28 |
| 03/23 – 03/25/2024 | Education First | Springhill Suites Williamsburg | 23 |
| 03/23 – 03/25/2024 | Education First | DoubleTree Williamsburg | 39 |
| 03/24 – 03/25/2024 | Education First | Springhill Suites Williamsburg | 47 |
| 03/27 – 03/29/2024 | Education First | Holiday Inn Express Busch Gardens | 52 |
| 03/28 – 03/30/2024 | Education First | DoubleTree Williamsburg | 82 |
| 03/28 – 03/30/2024 | Education First | Fairfield Inn & Suites Williamsburg | 29 |
| 03/28 – 03/30/2024 | Education First | Springhill Suites Williamsburg | 40 |
| 03/29 – 03/30/2024 | Education First | Springhill Suites Williamsburg | 20 |
| 04/01 – 04/04/2024 | Education First | Springhill Suites | 120 |

Definite Bookings | January 13, 2024 – March 1, 2024

| Date | Definite Booking | Property | Room Nights |
|--------------------|---|-------------------------------------|-------------|
| 04/01 – 04/03/2024 | Education First | Springhill Suites Williamsburg | 30 |
| 04/02 – 04/04/2024 | Education First | Fairfield Inn & Suites Williamsburg | 72 |
| 04/03 – 04/05/2024 | Education First | Springhill Suites Williamsburg | 37 |
| 04/05 – 04/07/2024 | Education First | Wyndham Garden Williamsburg | 45 |
| 04/09 – 04/11/2024 | Education First | Springhill Suites Williamsburg | 50 |
| 04/10 – 04/12/2024 | Education First | Wyndham Garden Williamsburg | 64 |
| 04/28 – 04/30/2024 | Education First | Holiday Inn & Suites Gateway | 69 |
| 04/25/2024 | Providence Academy | Homewood Suites | 20 |
| 06/8 – 06/14/2024 | 21 st International Planetary Probe Workshop | Williamsburg Lodge | 580 |
| 06/13 – 06/16/2024 | Capital Lacrosse – Summer Celebration | Embassy Suites | 130 |
| 06/13 – 06/16/2024 | Capital Lacrosse – Summer Celebration | DoubleTree | 80 |
| 06/13 – 06/16/2024 | Capital Lacrosse – Summer Celebration | Club Wyndham Kingsgate | 140 |
| 07/05 – 07/10/2024 | 2024 War at Williamsburg | Embassy Suites | 245 |

Shows and Events

- ***S.Y.T.A. Summit – February 2 – 5, 2024, Orlando/Cape Canaveral, Florida (Group)***
- ***MMA 2024 Winter Operators Meeting – February 18 – 20, 2024, Hampton, Virginia***
- ***HSMAI – February 13 – 14, 2024, New York City, New York***



Client Events and Site Visits

- **Travel2America/CRUSA FAM – February 3, 2024**
- **Eisenman & Associates Familiarization and Site Tour – February 4 – 5, 2024**
- **NAMO/Mary Presley Site Visit – February 20, 2024**

Upcoming Shows

| DATE | UPCOMING SHOWS | LOCATION |
|---------------------|---|---------------------------------|
| April 14 – 16, 2024 | African American Travel Conference pre-conference Familiarization Tour | Williamsburg, VA (DEI) |
| April 16 – 18, 2024 | African American Travel Conference | Chesapeake, VA (DEI) |
| May 3 – 7, 2024 | IPW | Los Angeles, CA (International) |
| May 5 -7, 2024 | V.S.A.E. Annual | Norfolk, VA (MICE) |
| May 7 – 9, 2024 | SGMP NEC | Omaha, NE (MICE) |

Old & New Business

Adjourn

Next Meeting - Tuesday, May 21, 2024

Williamsburg Community
Building

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN