

# 2023 YEAR in Review

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

## Occupancy Demand Revenue

53% 1.1M \$153M  
4%↑ 4.3%↑ 3.2%↑

STR hotel data YTD October

## TOP ORIGIN MARKETS

Washington, DC  
Richmond, VA  
Raleigh-Durham, NC  
Roanoke-Lynchburg, VA  
New York, NY

86 MEDIA PLACEMENTS WITH 1,857,344,813 MEDIA IMPRESSIONS

# 10

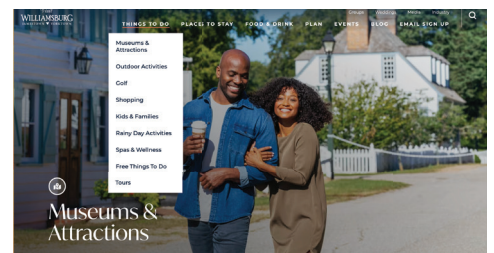
Tourism Marketing Awards Won



4 Richmond Chapter PRSA | 3 HSMAI | 3 Travel Weekly

## NEW Website Launched

# 1



Hosted **14** Travel Writers  
& **20** Influencers

500 social media posts | 5360 net follower growth  
over 2 million impressions | 104K engagements



## TOP National Publication Accolades

15 Favorite Cities in the United States  
*Travel + Leisure*

Best Small Towns to Visit in the USA  
*U.S. News & World Report*

The 50 Best Small Towns in the South 2023  
*Southern Living*

Best Historic Small Town  
*USA Today 10Best*



Attended **18** Sales Shows & Events  
Conducted **11** Client Familiarization Tours

Provided **29,260** room night leads



Smart Meetings Platinum Choice Award & Convention South 2023 Readers Choice Award