



Williamsburg Tourism Council

Strategic Plan Workshop

Visit Williamsburg Office

421 N. Boundary Street, Williamsburg, VA 23185

Conference Room / Virtual (Zoom)

April 7, 2026, 9 – 11 a.m.

Meeting Agenda

The Meeting will be facilitated by **Tina Valdecanas**, *Clarity of Place*

And **Matt Williams**, *Brand Federation*

Agenda Items		
I.	Welcome and Meeting Objectives	Ed Harris
II.	External Environment: Travel Trends and Visitor Behavior	Tina Valdecanas
III.	Internal Destination Situation: Portfolio and Gaps	Tina Valdecanas, Matt Williams
IV.	Synthesis and Next Steps in Strategic Planning	Tina Valdecanas

Upcoming Meeting:

WTC Board Meeting May 19, 2026