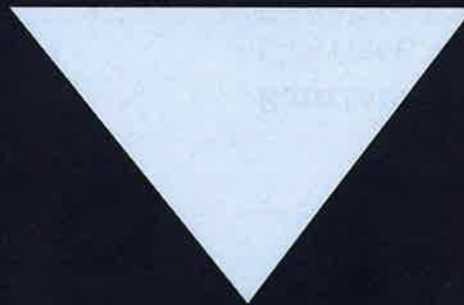


Williamsburg Tourism Council

Tuesday, May 21, 2024



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Jamestown Rediscovery
Williamsburg Area Restaurant Association
Williamsburg Hotel & Motel Association
York County

Greater Williamsburg CoC

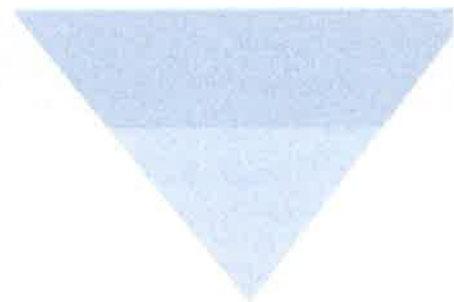
Ruth Larson, Chair
Cliff Fleet, Vice Chair
Doug Pons, Treasurer

Kevin Lembke
Denise Kellogg
Michael Claar
Neal Chalkley
Sheila Noll

Ben Ellington, Ex Officio

Public Comment

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



Regional Indoor Sports Complex Update

Andrew O. Trivette, Williamsburg City Manager



BOX OFFICE

Regional Indoor Sports Complex Update

May 21, 2024

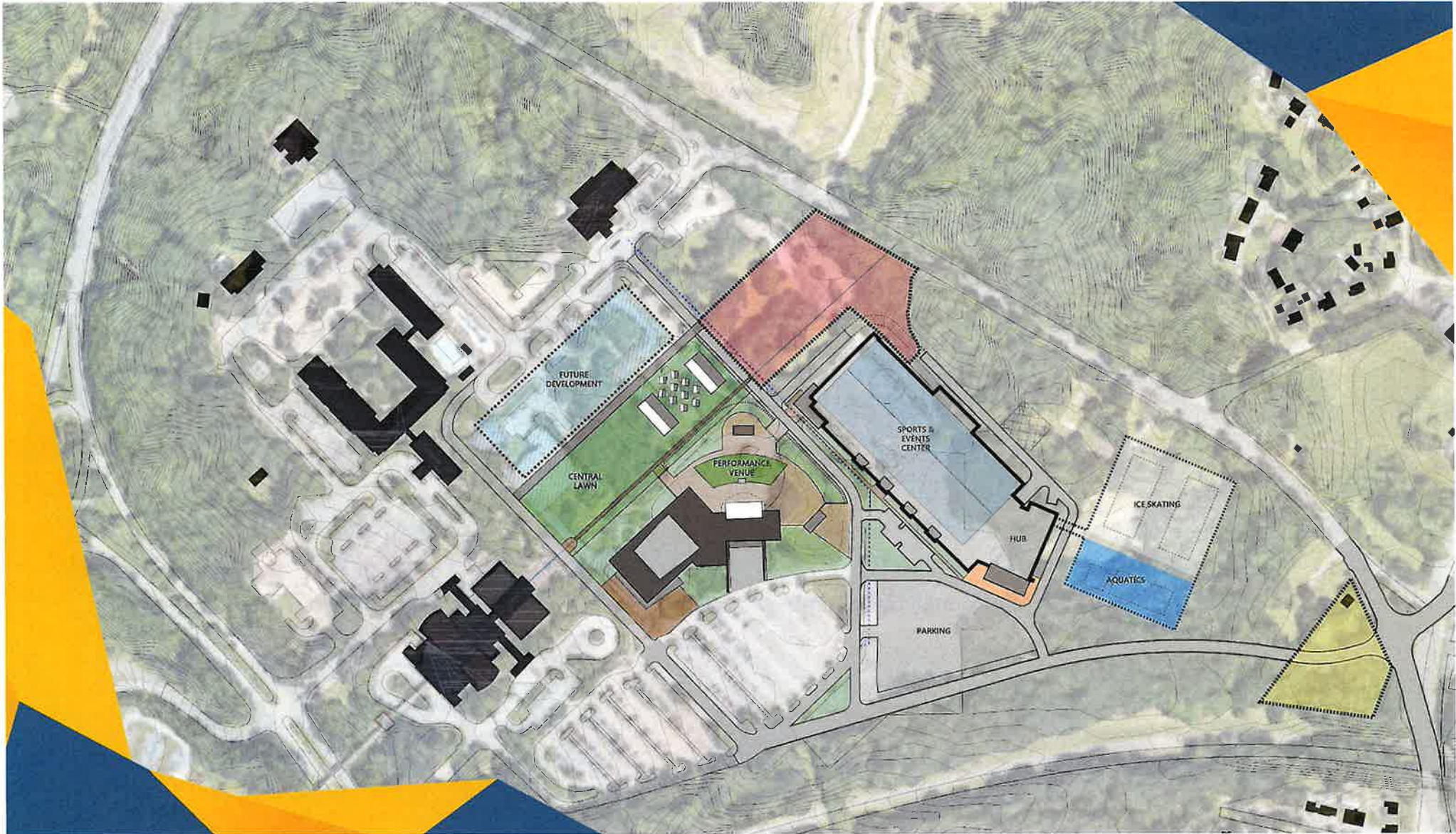




WILLIAMSBURG
SPORTS AND
EVENTS CENTER

SPORTS CENTER

Cost: \$80 Million
Completion Date: 2026





INCLUDING

- Approximately 200,000-square-feet
- 12 basketball courts that convert to 24 volleyball courts and 36 pickleball courts
- Ceiling-mounted basketball goals, volleyball systems and scoreboards
- Conversion turf system the length of one regulation football field that fits three indoor soccer fields
- Climbing equipment
- Climbing wall
- Additional gym equipment
- Tip & roll bleachers
- Curtain dividers
- Meeting rooms
- Food & beverage area

WHY?

The Coastal Region, which includes Greater Williamsburg, represented a 27% share of sports spending in Virginia in 2022, generating a total economic impact of \$1.2 billion.

- \$364.3 million in total labor income.
- supported 11,136 part-time and full-time jobs.
- generated \$94.7 million in state and local tax revenues.

In the Historic Triangle, the localities can not only capture more of the market share but also increase the economic impact for the Coastal Region.*



PROJECTED ANNUAL

LOCAL ECONOMIC & FISCAL IMPACTS**

245+ SUSTAINABLE ANNUAL JOBS

\$10M IN ASSOCIATED ANNUAL WAGES

\$1.3M IN SALES, RENTAL, AND TRANSIENT OCCUPANCY TAXES

42,000+ ANNUAL ROOM NIGHTS AT HOTELS/MOTELS

\$21M IN NET ANNUAL ECONOMIC OUTPUT

560,000 ANNUAL VISITORS

**VTC's 2022 Sports Tourism in Virginia Study*

***HVS economic & fiscal impacts: March 2021*

CASE STUDY

Virginia Beach Sports Center

OPENED WITH A FLAWED, NONSTANDARD OPERATING STRUCTURE:

- More than \$650K in annual management and incentive fees
- More than \$650K in annual depreciation expenses for furniture, fixtures and sports equipment
- Resulted in annual operating losses of approximately \$1.3 million in 2021 and 2022

DESPITE THE STRUCTURE, VA. BEACH EXCEEDED ECONOMIC IMPACT PROJECTIONS:

- Room nights projected (VBSC, Convention Center, Fieldhouse): 66,946
- FY22 Room nights actual (VBSC, CC, FH): 73,474
- VBSC only, room nights actual (FY23): 60,759
- Total VBSC events per year projected: 50
- Total VBSC events per year actual (FY22): 58
- Total VBSC events per year actual (FY23): 59

WILLIAMSBURG WILL ENJOY SIMILAR SUCCESS WITHOUT THE OPERATING ISSUES:

- Market-rate management fees
- HTRFA will own the furniture, fixtures, and sports equipment
- These two factors alone would have lessened VBSC's operating losses by more than \$1 million.



CASE STUDY

Henrico Sports & Events Center

- Opened in December 2023
- 185,000 square feet
- Booked 226 event days and 46 weekends in 2024, including the Atlantic 10 women's basketball tournament
- Estimated 500,000 people will flow through the venue annually



CASE STUDY

Grand Park Sports Campus *Westfield, Indiana*

In 2023:

- Revenues totaled \$6.7 million, with expenses of \$4.9 million
- 211,578 athletes
- 1,155,517 visitors
- 3,839,749 visits





HOW?

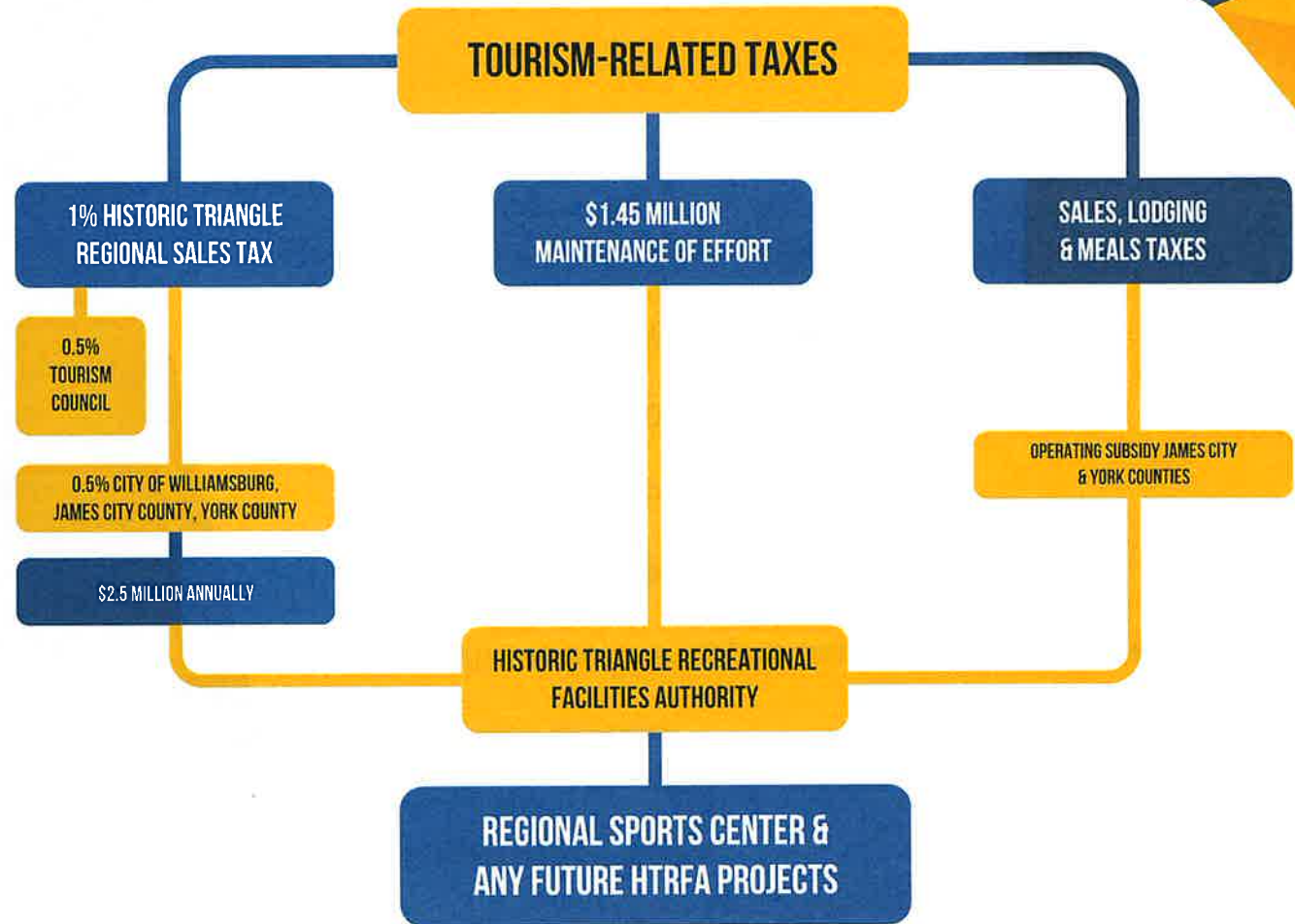
Construction Costs

- City of Williamsburg: 64%, or approximately \$2.5 million annually
- HTRFA: 36%, or approximately \$1.5 million annually

Operating Costs

- James City County & York County
- Year 1: \$400,000 each
- Years 2-5: \$800,000 each
- Years 6-30: Between \$300,000 and \$800,000 annually depending on the facility's need

Property tax revenue is not being used to pay for the project's construction or operating costs. Instead, all three localities are committing revenue from tourism-related taxes.





Formed to oversee the construction and management of regional recreational facilities alongside the Colonial Williamsburg Visitor Center.

Tasked with studying the feasibility of a facility, leasing the property, procuring the construction and financing for the project, and managing the operations once a facility is constructed.

Comprised of six members, including the chief administrator and one additional staff member of each participating locality.



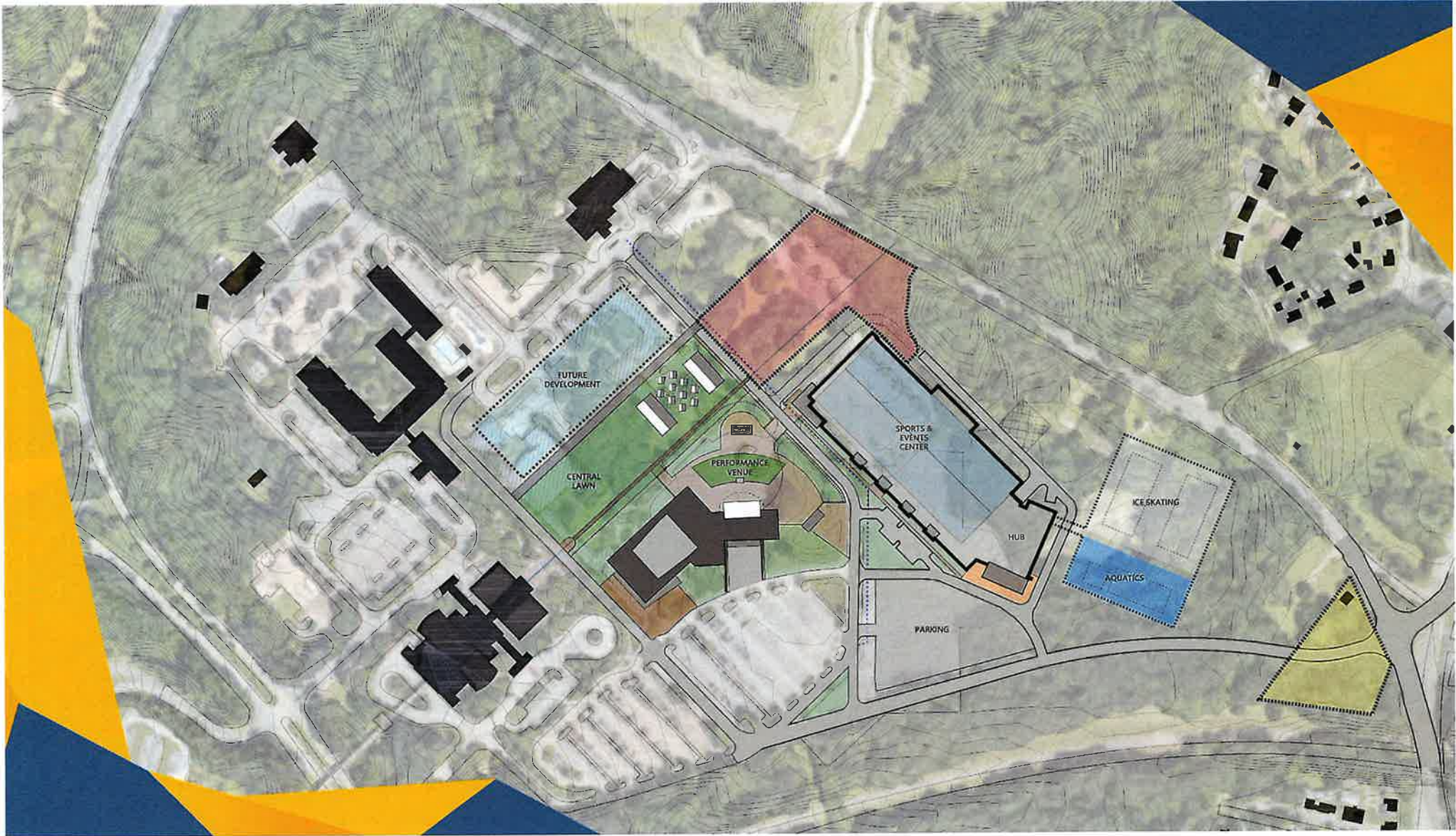
WHAT COMES NEXT?





LIVE PERFORMANCE VENUE

Estimated Cost: \$35 Million
Completion Date: 2026



FUTURE DEVELOPMENT

CENTRAL LAWN

PERFORMANCE VENUE

PARKING

SPORTS & EVENTS CENTER

HUB

AQUATICS

ICE SKATING



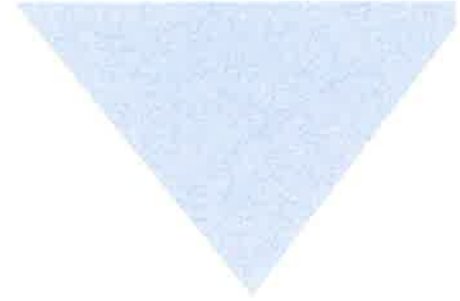
MORE INFO

williamsburgva.gov/sportscenter
and
htrfa.org

Andrew Omer Trivette

City Manager | Williamsburg, Virginia

(757) 220-6106 | atrivette@williamsburgva.gov



Roundtable Discussion

Approve Minutes

March 12, 2024

Vote

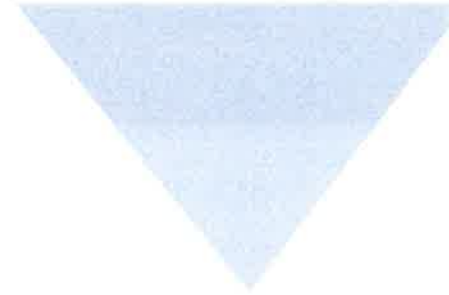
James City County
Colonial Williamsburg Foundation
City of Williamsburg

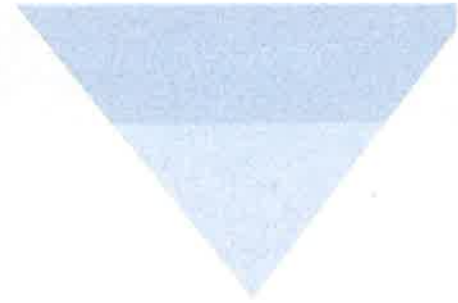
Busch Gardens
Jamestown Rediscovery
Williamsburg Area Restaurant Association
Williamsburg Hotel & Motel Association
York County

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

Kevin Lembke
Denise Kellogg
Michael Claar
Neal Chalkley
Sheila Noll

Chair Report





Treasurer's Report

- Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue
 - FY 2025 Budget

Treasurer's Report

**Revenue / Expenses
March 2024**

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	946,218	945,796	422
\$1 Transient Tax	117,339	105,540	11,799
Maintenance of Effort Funds	0	0	0
Other	11,500	3,324	8,176
Total Revenue	1,075,057	1,054,660	20,397
EXPENSES			
Destination Marketing	1,908,575	1,651,366	(257,209)
Other Sales & Marketing	8,472	56,320	47,848
Labor & Benefits	94,351	135,361	41,010
Admin	15,468	78,595	63,127
Total Expenses	2,026,866	1,921,641	(105,224)
Net Revenue Expense by Month	(951,809)	(866,981)	(84,827)

Treasurer's Report

Revenue / Expenses
Fiscal YTD as of March 31, 2024

	FY 2024		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	11,312,867	11,061,451	251,416
\$1 Transient Tax	1,242,223	1,230,115	12,108
Maintenance of Effort Funds	101,966	101,966	(0)
Other	117,082	29,911	87,171
Total Revenue	12,774,139	12,423,443	350,696
EXPENSES			
Destination Marketing	9,950,064	10,851,599	901,535
Other Sales & Marketing	320,852	511,640	190,788
Labor & Benefits	1,037,641	1,239,041	201,400
Admin	278,790	313,122	34,332
Total Expenses	11,587,346	12,915,402	1,328,056
Net Revenue Expense by Month	1,186,793	(491,959)	1,678,752
Net Position - Beginning of Year	3,343,746	3,343,746	0
Net Position - Current YTD	4,530,539	2,851,787	1,678,752

Budget Remaining	Percent Remaining
------------------	-------------------

2,887,419	20.3%
252,010	16.9%
24,634	19.5%
(77,201)	-193.6%
3,086,861	19.5%

5,069,936	33.8%
329,148	50.6%
661,408	38.9%
182,923	39.6%
6,243,415	35.0%

Treasurer's Report

**Cash on Hand
March 2024**

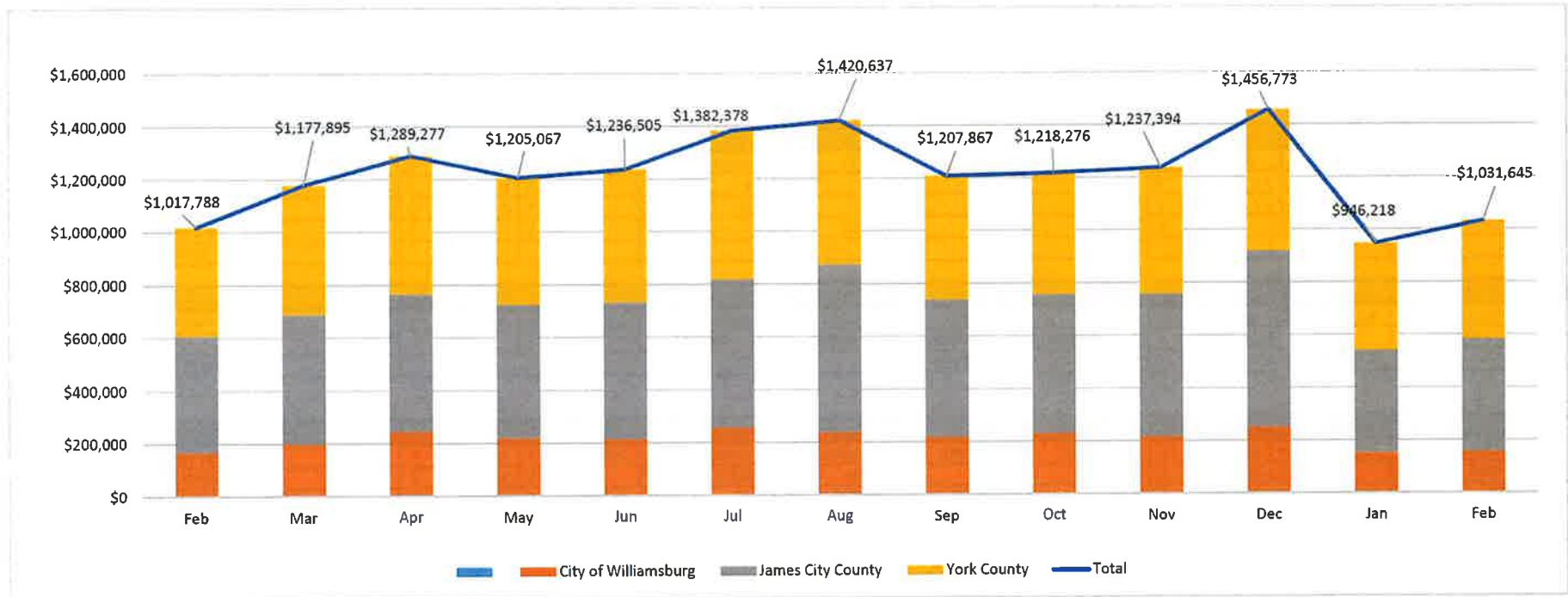
Operating Cash

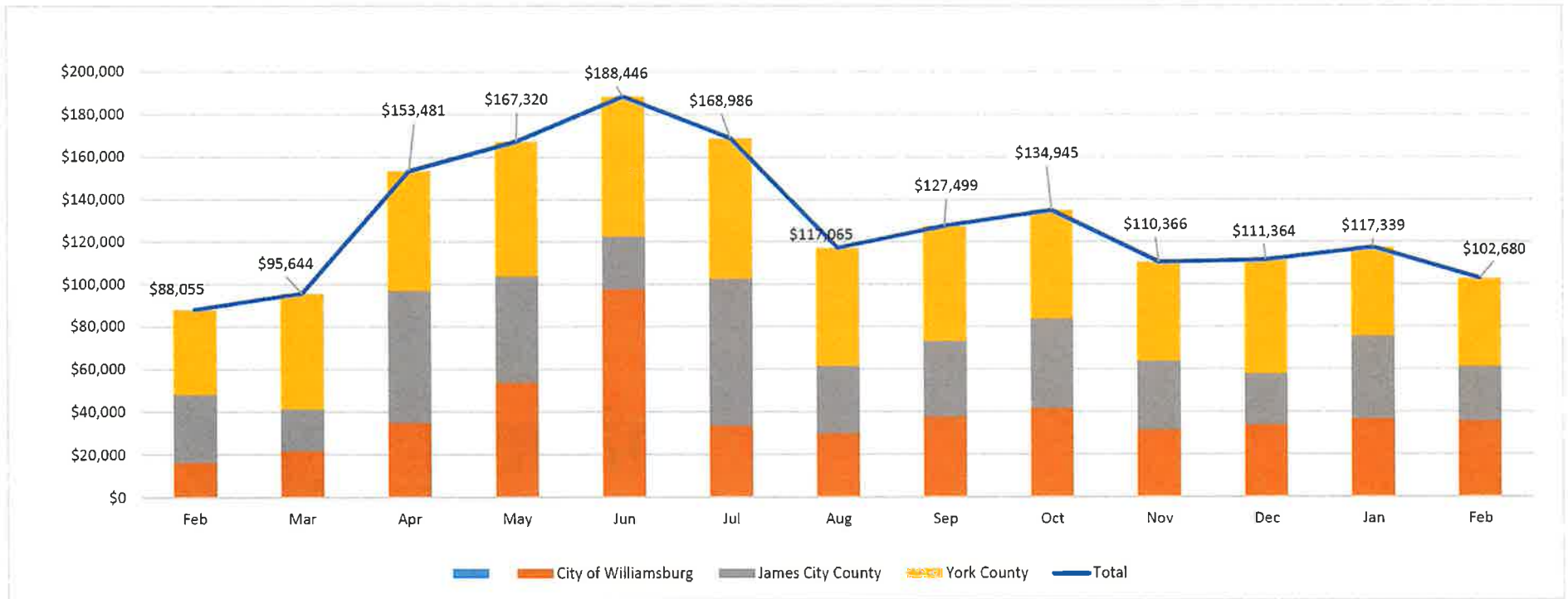
<i>Cash Balances</i>	Jan-24			Feb-24			Mar-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2	\$ 250,002	\$ 250,000	\$ 2	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 510,036	\$ 510,000	\$ 36	\$ 510,042	\$ 510,000	\$ 42	\$ 510,048	\$ 510,000	\$ 48
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,266,991	\$ 3,149,532	\$ 3,117,459	\$ 6,927,675	\$ 3,057,245	\$ 3,870,430	\$ 6,645,163	\$ 2,196,213	\$ 4,448,950
Total Cash on Hand	\$ 7,028,029	\$ 3,909,532	\$ 3,118,497	\$ 7,688,719	\$ 3,817,245	\$ 3,871,474	\$ 7,406,214	\$ 2,956,213	\$ 4,450,001

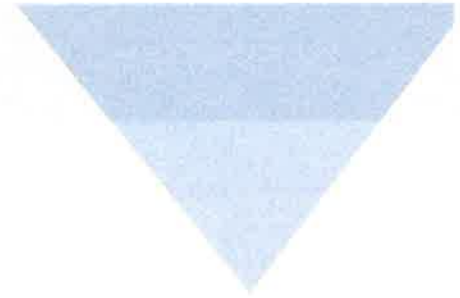
<i>Key Sources of Funds</i>	Jan-24			Feb-24			Mar-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,347,889	\$ 1,306,999	\$ 40,890	\$ 1,568,137	\$ 1,631,727	\$ (63,590)	\$ 1,063,557	\$ 1,051,336	\$ 12,221
Total Gov't Sources	\$ 1,347,889	\$ 1,306,999	\$ 40,890	\$ 1,568,137	\$ 1,631,727	\$ (63,590)	\$ 1,063,557	\$ 1,051,336	\$ 12,221

<i>Interest Earned:</i>	Jan-24			Feb-24			Mar-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -	\$ 21,468	\$ -	\$ 21,468	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4	\$ 4	\$ -	\$ 4	\$ 4	\$ -	\$ 4
Ches Bank Checking	\$ 10,272	\$ 3,323	\$ 6,949	\$ 11,153	\$ 3,323	\$ 7,830	\$ 11,493	\$ 3,323	\$ 8,170
Total Interest Earned	\$ 10,278	\$ 3,323	\$ 6,955	\$ 32,627	\$ 3,323	\$ 29,304	\$ 11,500	\$ 3,323	\$ 8,177

Accounts payable balance as of March 31, 2024: \$ 1,863,120
Uncleared checks & payments balance: 1,031,342
Total Open Payables transactions: \$ 2,894,462







FY 2025 Budget

Williamsburg Tourism Council
Cash Position Forecast
July 1, 2024 to June 30, 2025

Bank Balance Forecast		July 1 2024
Chesapeake Bank	WTC Operating Acct	3,921,457
Chesapeake Bank	WTC CD	750,000
		0
		0
Total Cash On Hand		4,671,457
Forecast Balance: July 1, 2024		4,671,457

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jul-24	4,671,457	319,712	4,991,169
Aug-24		491,833	5,483,002
Sep-24		668,811	6,151,813
Oct-24		423,767	6,575,581
Nov-24		154,758	6,730,339
Dec-24		(149,162)	6,581,177
Jan-25		(23,174)	6,558,003
Feb-25		(8,923)	6,549,080
Mar-25		(593,725)	5,955,355
Apr-25		(515,422)	5,439,933
May-25		(343,255)	5,096,678
Jun-25		(425,222)	4,671,457
Full Year	4,671,457	0	4,671,457

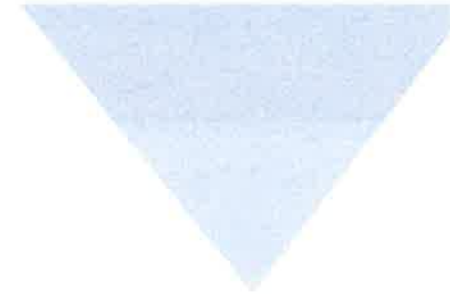
Williamsburg Tourism Council

FY 2025 Budget Comparison

July 1, 2024 to June 30, 2025

	FY 2024 July 1 2024	FY 2024 Forecast	FY 2024 Variance	FY 2025 Budget	Net Change
Revenues					
Sales Tax (58.1-603.2)	14,200,286	14,849,394	649,108	15,324,718	475,324
Net Localities	126,600	126,600	0	126,600	(0)
ARPA	-	-	-	-	-
Transient Occupancy Tax	1,494,233	1,559,095	64,862	1,590,265	31,170
Other	39,881	135,229	95,348	116,136	(19,093)
Total Revenue	15,861,000	16,670,319	809,319	17,157,719	487,400
Marketing Communications					
Marketing	14,500,000	14,463,644	36,356	13,173,700	(1,289,944)
Mail House Contract	50,000	31,411	18,589	50,000	18,589
Public Relations Contract	250,000	249,980	20	500,000	250,020
	14,800,000	14,745,035	54,965	13,723,700	(1,021,335)
Market Research					
Research / SMARInsight	220,000	234,320	(14,320)	235,000	680
	220,000	234,320	(14,320)	235,000	680
Sales					
Bus Development / Coop Mrkt	334,580	422,369	(87,789)	490,000	67,631
Trade Shows / Sales Events	315,420	226,004	89,416	260,000	33,996
	650,000	648,373	1,627	750,000	101,627
Administrative Overhead					
Employee Expenses	1,699,050	1,530,864	168,186	1,852,716	321,852
Administrative Services	333,949	348,808	(14,859)	437,117	88,310
Strategic Development	6,900	21,660	(14,760)	30,000	8,340
Rent/Organization Support	120,863	121,086	(223)	129,186	8,100
	2,160,761	2,022,417	138,344	2,449,019	426,602
Total Expenses	17,830,761	17,650,145	180,617	17,157,719	(492,426)
Net Position	(1,969,761)	(979,826)	989,936	0	979,826

Interim CEO Report



YTD Compared to 2023

YTD Occupancy

42.30%

YTD ADR

\$128.71

YTD RevPAR

\$55.94

YTD 2023 Occupancy

44.78%

YTD 2023 ADR

\$134.33

YTD 2023 RevPAR

\$61.92

Hotel Performance

Hotel Avg. Stay Value

\$276

5% Change | \$262 Previous Year

Occupancy

53.0%

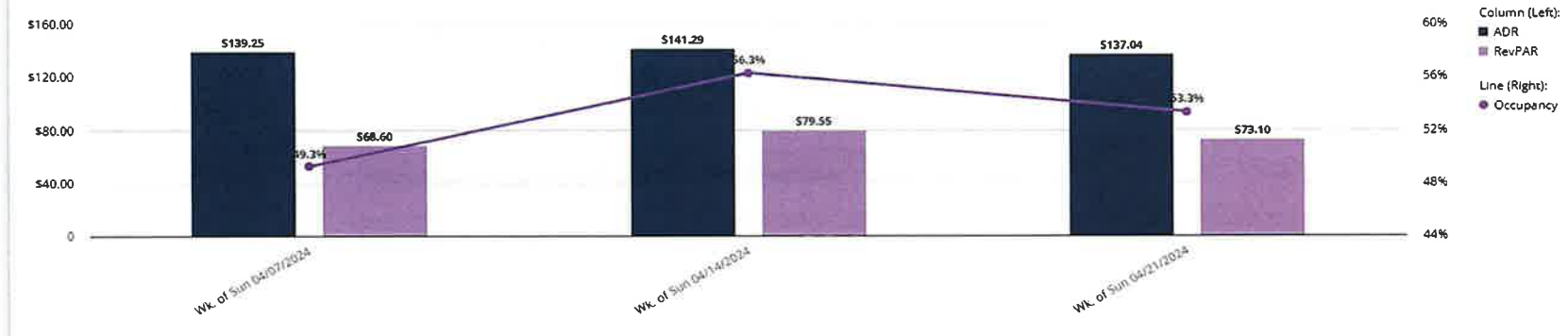
ADR

\$139.23

RevPAR

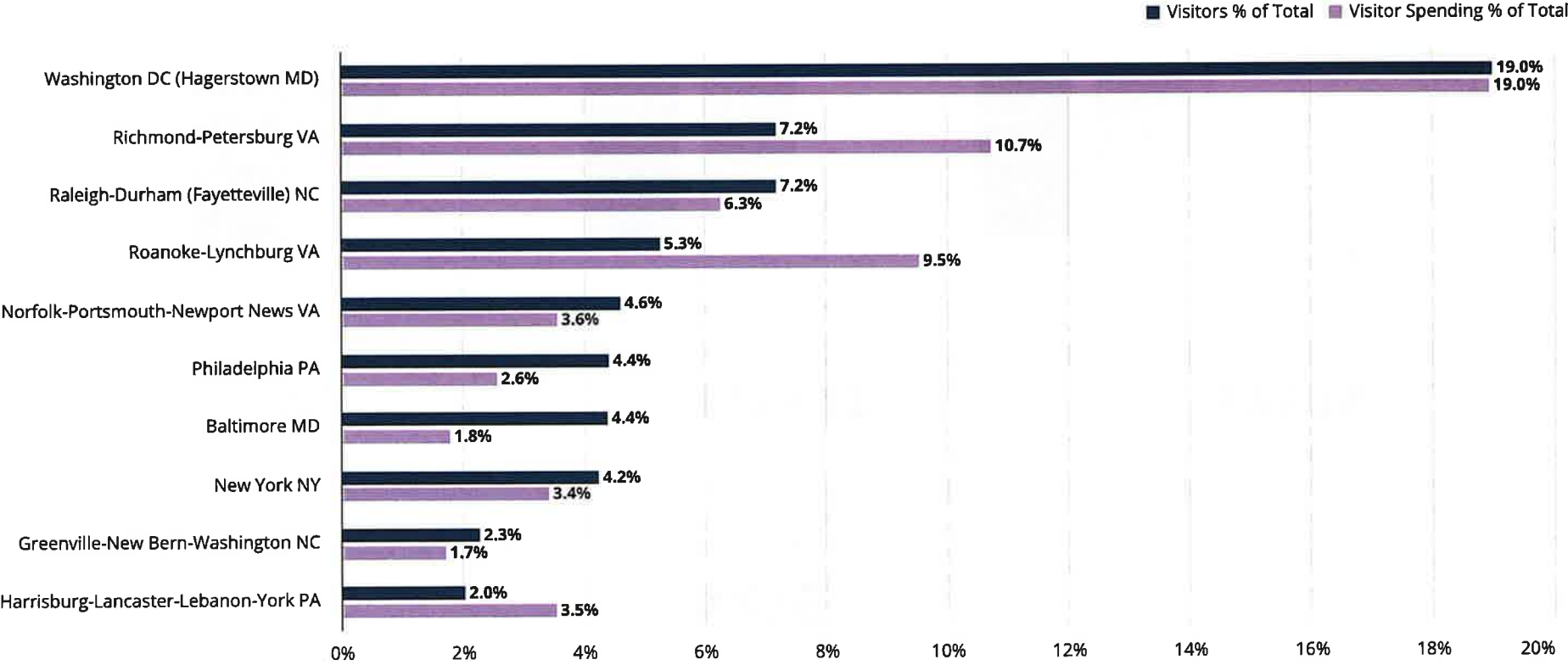
\$73.75

Last Month's Performance by Week



Top Origin Markets

Top 10 Origin Markets - % Visitation & % Visitor Spend



Hotel Pacing

How does current demand compare to last year's demand at this time?

This section reflects bookings for the next 6 months compared to last year's values.

Hotel Avg. Stay Value: Future vs. Historical

\$467

154% of \$304
Historical Hotel Avg. Stay Value

Hotel Avg. Daily Rate: Future vs. Historical

\$169

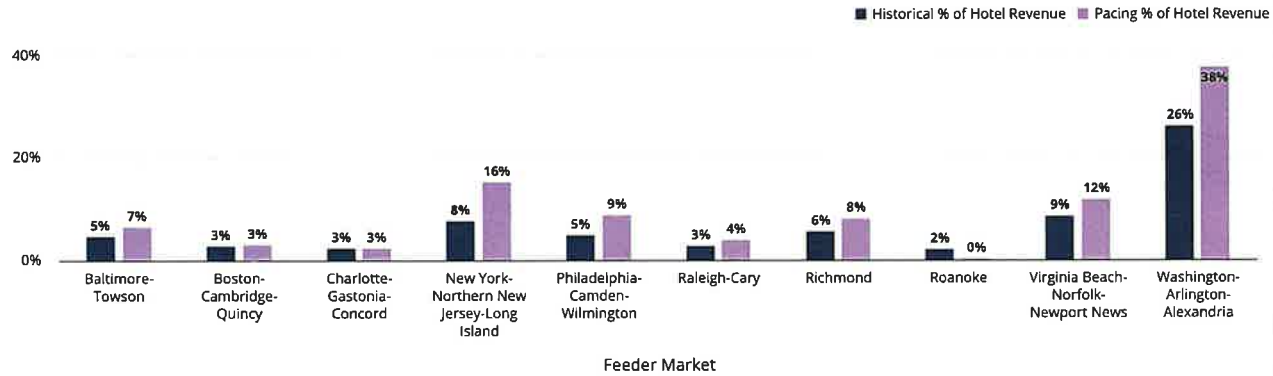
120% of \$141
Historical Hotel ADR

Hotel Avg. Length of Stay: Future vs. Historical

2.5 days

119% of 2.1 days
Historical Hotel Avg. LOS

% Hotel Revenue by Market - Pacing vs. Historical



New Visit Williamsburg Team Members



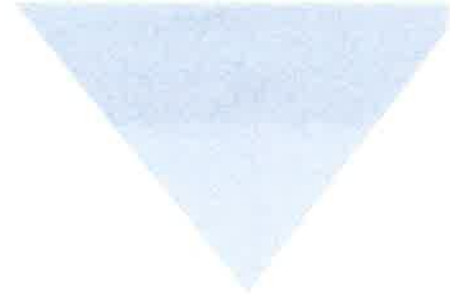
Public Relations Specialist
Selena Coles



Sports Sales Manager
Morgan Cordle



Group Sales Manager
Alejandra Ramello

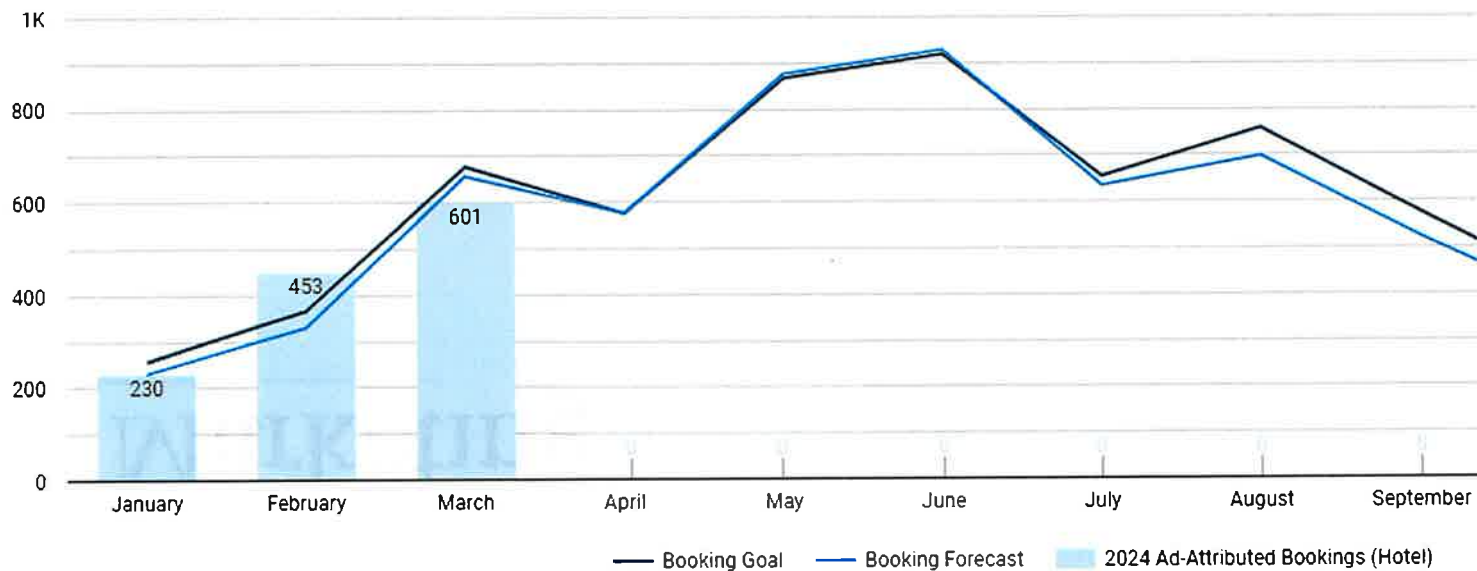


Marketing

Performance: Media

Every \$1 spent in 2024 Media, is garnering more Ad-attributed Hotel Bookings than in 2023

2024 Bookings

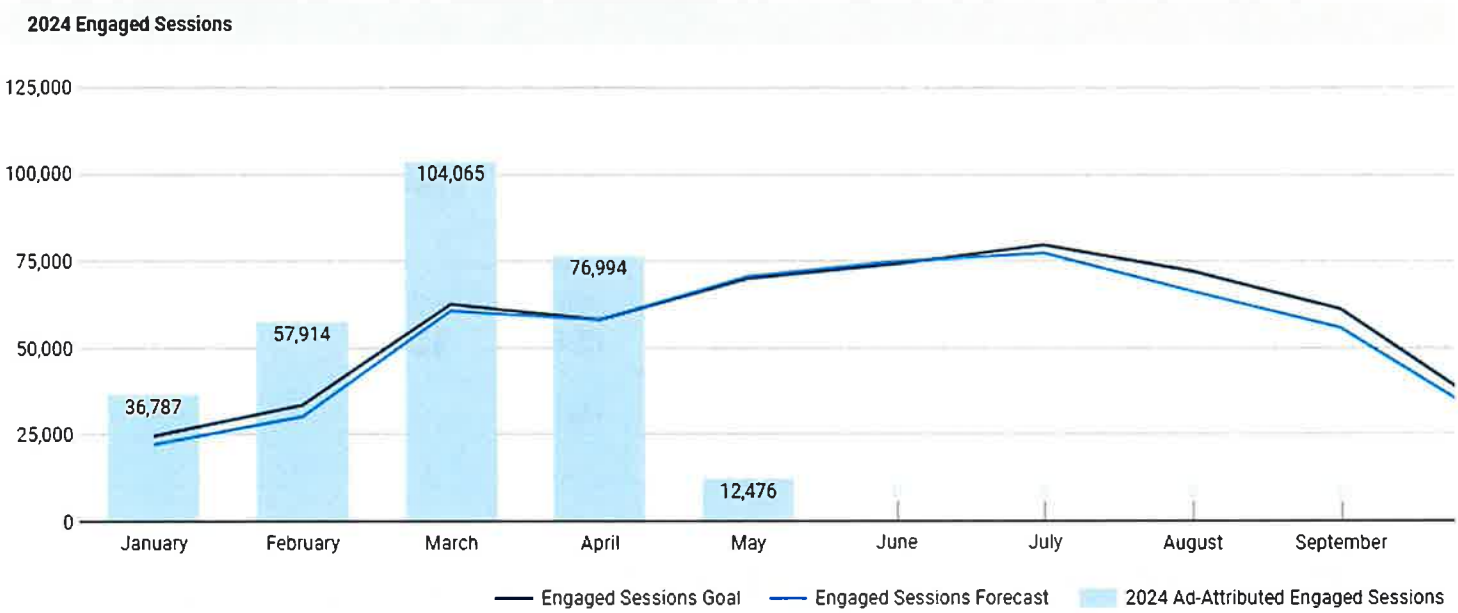


Q1 Media performance **surpassed Ad-Attributed Hotel Bookings forecast by 5%** and at 99% to-goal.

Conversion rate on hotel bookings rose 15% from 3.3% in Q1 2023 vs 3.8% in Q1 2024.

Performance: Site










2024 Media and the New Website are both driving more engaged site traffic compared to 2023



Q1 Engaged Site Sessions are significantly surpassing both forecast and goal, at **54% over goal**.

Note: May still in progress.

Performance Summary For Williamsburg VA CVB

								
\$6.5K	258.3K	852	0.33%	9	1.1K	1.3K	\$185.2K	28.5
Attr. Ad Spend	Impressions	Clicks	CTR	Tickets	Room Nights	PAX	Gross Bkg \$	ROAS

POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	Gross Bkg \$	ROAS	Tickets	Room Nights
ExpediaPlus US	\$4,824	194,162	765	0.39%	\$139K	28.9	9	858
Hotels.com US	\$1,673	64,131	87	0.14%	\$46K	27.5		269
Grand Total	\$6,497	258,293	852	0.33%	\$185K	28.5	9	1,127

Spotlight: Out-of-Home Media

Online Searches leading to the Website Increased by 15% in Out-of-Home Markets during flight.



Markets which we invested Out-of-Home Advertising in saw Organic Traffic Increases in nearly all metrics during the campaign flight (3/18 - 4/14)

- **Organic Sessions & Engaged Sessions** for these markets were up YoY by **15% & 14%**.
- Key Engagement metrics were also up with **Partner Referral Clicks up 22% YoY**.

Markets with Out-of-Home:

- Atlanta
- Baltimore
- Boston
- Cleveland
- New York City
- Philadelphia
- Washington DC

TikTok Channel Growth



LAUNCHED
January 1

FOLLOWERS
1,700

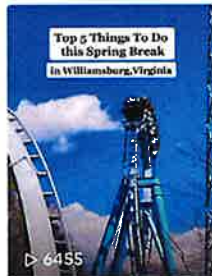
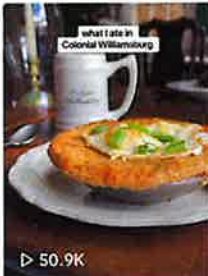
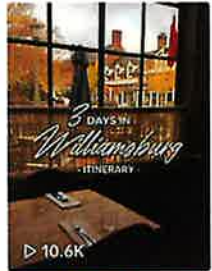
VIEWS
1.1 Million

ENGAGEMENTS
10K

SITE VISITS
78K

With more and more travelers turning to TikTok for inspiration and planning, we have rolled out a strategy designed to drive visitation and showcase our amazing community of industry partners. Below are some highlights since launching @visitwilliamsburg in 2024:

- Just a few months into our paid campaign, **TikTok has become the #6 driver of website traffic.**
- Site visitors are predominantly from drive markets:
 - NY 19.6%
 - PA 13%
 - NC 10%
 - VA 10%
 - MD 10%
- Running TikTok Ads from our new organic account led to **38% decrease in CPC, 687 new followers, 5k likes, and 500 shares**
- We've seen organic success too, with a recent post garnering over **55K impressions, 3K engagements, and bringing in 500+ new followers.**
- With a highly-engaged user base that craves the short-form video content we're already creating for other channels, **TikTok is a huge area of opportunity for WTC.**



Influencer Program Highlights

March/April Partnerships:



Hosted six influencers based in priority markets covering history, architecture, springtime, golf, spas/wellness activities, dining, outdoor activities and adventure

May/June Partnerships:



14 influencers based in priority markets covering family travel, summer travel, food & beverage, outdoor activities, active mature travel, free things to do, romantic getaways, educational travel, style and shopping, Juneteenth activities

Looking Ahead: Recent Optimizations

Implemented Multiple Media Optimizations to Drive Short-term Bookings.

The screenshot shows the Priceline website interface. At the top, there are navigation links for Hotels, Cars, Flights, Bundle + Save, Cruises, and Experiences. The main banner is titled "Everyday Explorer" with the text "Escape the crowds (& get a deal) with destination dupes. Hint: sign-in to save 10% or more on deals." Below the banner, there are two promotional cards. The first card is titled "Save an EXTRA \$15 on Hotel Express Deals®" and features a coupon code "EXPLORERS" and a "Search Express Deals" button. The second card is titled "Try Williamsburg instead of Richmond" and features an image of a historic building in Williamsburg, Virginia, with a description of the town's history and a "Explore Deals" button.

Increasing Reach and Exposure in Drive Markets

- Invested more into our Social Media Awareness campaigns to better penetrate drive markets, increasing top-of -mind recency and generating demand for short-term travel .

Gaining back Market Share from Richmond

- Competitive Research showed Richmond stealing share in shoulder season. Added competitive conquering of Richmond and increased investment in overall drive market competitor conquering.

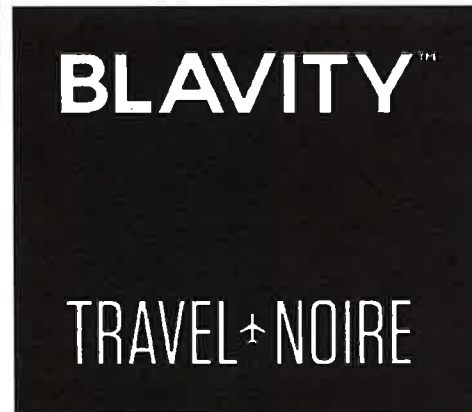
Updating Paid Social Ads with Timely Book Now Messaging & Events

- Boosted “May Events” social posts and refined ad copy to add a sense of urgency.

Priceline Sponsorship and Discount Messaging

- Sponsored the Everyday Explorer Deals Page with “Try Williamsburg instead of Richmond” messaging and highlighted discounted pricing on Priceline hotels.

Black History Content Partnerships



Travel Noire: April 17-20

Essence: April 23-26

Locations Featured:

Jamestown Settlement

American Revolution Museum

Powell Kitchen

First Baptist Church

Hearth Memorial

Tipsy Beans

Editorial Focus: How Community Members are Preserving Black History across Williamsburg

Launch: mid-June across websites and social media via multiple digital articles and dedicated video

Navy Regional Effort: Moral, Welfare and Recreation Advertising

Mid-May through Mid-July

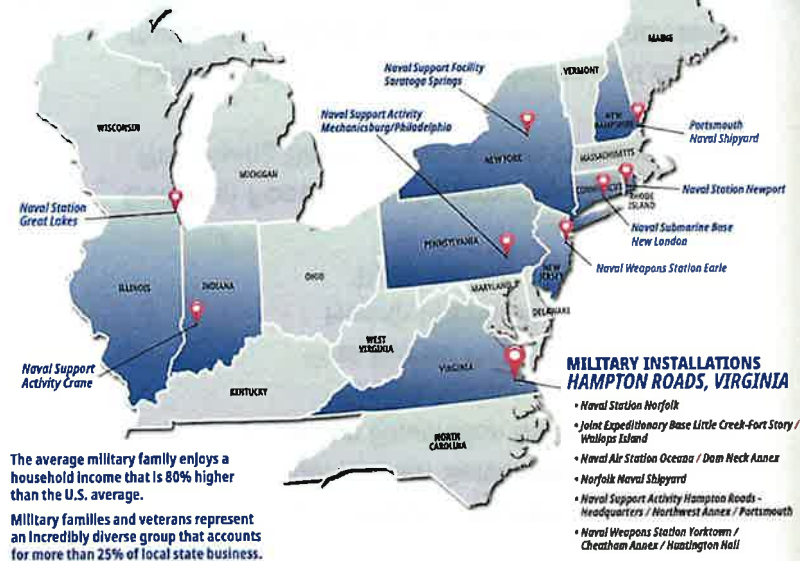
1.4MM Advertising Impressions:

- 60+ Digital Monitors across all Hampton Roads bases reaching 485,000 patrons
- Newsletter Drop targeting subscribers in the Hampton Roads area
- Website advertising on NavyLifeMA website reaching 175,800 monthly site visitors in the full Mid-Atlantic Region
- Social Posts across Hampton Road and Mid-Atlantic-based pages with a collective reach of 41,450 followers

NAVY REGION MID-ATLANTIC

The Navy is organized into 10 regions worldwide and a headquarters element that we call Commander, Naval Installations Command (CNIC). Navy Region Mid-Atlantic encompasses 14 installations across 20 states and serves over 127,000 active duty and Reserve military personnel and 293,000 retirees and family members. Our civilian workforce consists of approximately 95,000 Non-Appropriated Fund (NAF) and Civil Service (CS) personnel.

Visit www.cnic.navy.mil for installation information.



The average military family enjoys a household income that is 80% higher than the U.S. average.

Military families and veterans represent an incredibly diverse group that accounts for more than 25% of local state business.

Leisure Group Travel Magazine

Audience:

U.S.-based Tour & Receptive Operators,
Bus Companies, Travel Agents, Alumni,
Churches, Senior and Niche & Affinity
Travel Groups

Edition:

June's America 250 Themed Issue



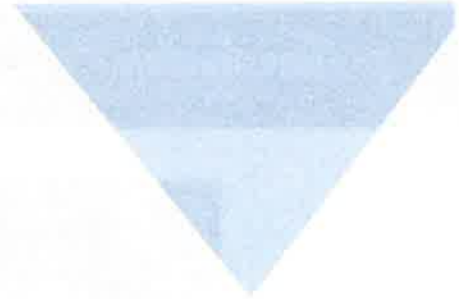
Make History

Take the opportunity to commemorate history in the place that started it all. Immerse yourself in America's rich heritage with one-of-a-kind living history museums, enjoy farm-to-table feasts, explore year-round adventures and many special events to commemorate the occasion. Visit Williamsburg is the ultimate resource for all of your group planning needs.

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

For Inquiries and updates on the upcoming events, please contact:
757-493-6294 | info@visitwilliamsburg.com | www.visitwilliamsburg.com/events

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Public Relations

March/April 2024 Media FAM Trips



Writer:
Ulrike Wirz
Lebensart-Reise.com
German online
magazine



Writer:
Michele Herrmann
AAA Magazine



Writer:
Sherra Meyers
Southern Bride
Magazine



Writer:
Madeline Weinfield
Thrillist



Writer:
Tracey Teo
Atlanta Journal-
Constitution
AAA Tidewater

March 1– April 30, 2024

Global Impressions

15.9 Million

9

Placements

Key Media Placements | March 1 – April 30, 2024

“Get Out of Town-
Williamsburg, VA”

- Laurita and Lauren



“Best Small Towns in Virginia”

- Lisa Cericola and Robert Moss

Southern Living

“Outdoor Adventures You Have
to Try in Williamsburg, Virginia”

- Holly Riddle



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Key Media Placements cont. | March 1 – April 30, 2024

Budget Travel

Celebrate the Earth With These Wonder-filled Escapes Into Nature

By **WALTER**
April 9, 2024

April is Earth Month, culminating with Earth Day on April 22nd. If you're looking for a way to celebrate our beautiful planet, book a trip to one of the awe-inspiring destinations below.

Hike, bike, and explore Williamsburg, Virginia



Source: gettyimages.com/stockphotoimages. Photo by Mike Wolfe / iStock

WYDAILY
WILLIAMSBURG YORKTOWN DAILY

Visit Williamsburg Wins Award for 'Life At Your Pace' Campaign

By **WYDaily Staff** April 2, 2024

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

WILLIAMSBURG – Visit Williamsburg was announced as a winner of the 2024 VIRGO Award by The Virginia Association of Destination Marketing Organizations at its Annual Meeting and Spring Symposium last week in Richmond.

NEW JERSEY Family

It's Not Too Late to Plan These Spring Break (or Summer) Getaways

These 8 spots (many drivable!) make great family getaways in the spring or summer

BY **DINA EL NABLI** | Published: March 1, 2024 | 



© 2024 Encanto LLC


Williamsburg, Virginia
A stay in the area is all about taking in American history. Start with a visit to **Colonial Williamsburg**, the world's largest living history museum depicting life in the 18th century). Other must-see include the **American Revolution Museum at Yorktown** and **Yorktown Battlefield** (where the American Revolution was won). **Yorktown** also has a charming beachfront area. While there, check out the **Riverwalk Landing** for shopping and cafe. The **Jamestown Settlement**, where America's first permanent English colony came to life, is another historic can't miss.

WHEREVERFAMILY

7 OF THE BEST PLACES TO GOLF IN WILLIAMSBURG, VIRGINIA

Williamsburg, Virginia, is the perfect destination for a sunny golf getaway for **adult family travelers**. With more than a dozen championship courses, the historic locale offers something for golfers of all skill levels.

Colonial Parkway Golf Club
This club is home to the only Arthur Hills designed course in Williamsburg. The thoughtfully designed course takes advantage of the natural terrain.



Awards & Accolades | March 1 – April 30, 2023



Williamsburg voted #8 in the Best Small Towns in Virginia by readers of Southern Living for 2024.



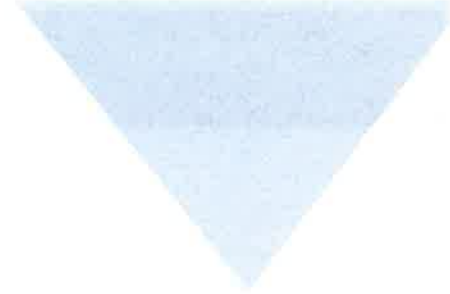
Visit Williamsburg won the 2024 VIRGO Award by The Virginia Association of Destination Marketing Organizations at its Annual Meeting and Spring Symposium.

Visit Williamsburg won this year for its entry, "Life At Your Pace," in the Advertising & Promotion with Budget of More Than \$1 million award category. The award recognized the DMO marketing efforts for its campaign completed between January and December 2023.



Williamsburg voted #8 for 2024's 10Best Readers' Choice travel awards in the category for Best Small College Town.

Sales



Sales Leads | March 2, 2024 – May 10, 2024

ISSUE DATE	LEADS	ROOM NIGHTS
03/08/2024	Pat Howard	75
03/08/2024	National Capital Chesapeake Bay Chapter of the National Academy of Television Arts & Science	30
03/07/2024	Suzanne Brown	30
03/18/2024	Grand Classroom	50
03/18/2024	Reissue: National Capital Chesapeake Bay Chapter of the National Academy of Television Arts & Science	30
03/25/2024	Bunn Family Reunion	75
03/25/2024	The 244 th Expeditionary Combat Brigade	60
03/25/2024	Williams' Meeting & Planning, LLC	160
03/25/2024	LCMS District Convention 2025	127
03/25/2024	HelmsBriscoe	90
04/05/2024	Group Travel Family	288
04/05/2024	Group Travel Family	403
04/05/2024	Group Travel Family	620
04/05/2024	Group Travel Family	248
04/05/2024	Group Travel Family	530
04/11/2024	Mindy Salgado	72
04/19/2024	Hotel Lobbyists	123

Sales Leads | March 2, 2024 – May 10, 2024

ISSUE DATE	LEADS	ROOM NIGHTS
04/19/2024	Conference Direct	401
04/26/2024	Youth Cheer and Dance Alliance	1500
04/26/2024	HelmsBriscoe	325
04/30/2024	AFC Vacation	60
04/30/2024	AFC Vacation	60
04/30/2024	AFC Vacation	60
04/30/2024	AFC Vacation	60
04/30/2024	AFC Vacation	120
05/01/2024	Independent Insurance Agents of VA Association	55
05/02/2024	International Mosaic Down Syndrome Association	115
05/02/2024	National Environment and Recreation Research Association	186
05/09/2024	Travel Fairy's Travelers Home Schoolers	30

Definite Bookings | March 2, 2024 – May 10, 2024

Date	Definite Booking	Property	Room Nights
03/04 – 03/07/2024	Grand Classroom	Woodlands	75
03/11 – 03/12/2024	Grand Classroom	Springhill Suites Williamsburg	91
03/19 – 03/23/2024	Viajes A Plus	Comfort Inn	41
03/22 – 03/23/2024	Global Travel Alliance	Holiday Inn Express	40
03/23 – 03/24/2024	Global Travel Alliance	Embassy Suites	53
03/28 – 03/29/2024	Grand Classroom	Springhill Suites Williamsburg	51
04/04 – 04/05/2024	Global Travel Alliance	Fairfield Inn & Suites	56
04/08 – 04/11/2024	Crescent Leadership Conference	Williamsburg Lodge	900
04/11 – 04/12/2024	Grand Classroom	Springhill Suites Williamsburg	22
04/18 – 04/22/2024	Viajes A Plus	Comfort Inn	26
04/21 – 04/25/2024	Virginia Sheriffs' Institute Spring Conference	Williamsburg Lodge	501
04/29 – 04/30/2024	Global Travel Alliance	Fairfield Inn & Suites	34
05/12 – 05/13/2024	Grand Classroom	Springhill Suites Williamsburg	44
05/13 – 05/14/2024	Beyond Collection Mid-Atlantic Regional Marketplace	Williamsburg Lodge	70
05/17 – 05/18/2024	Global Travel Alliance	Embassy Suites	36
05/18 – 05/22/2024	Metro Tours	Embassy Suites	77
05/22 – 05/25/2024	Metro Tours	Woodlands	130
05/23 – 05/24/2024	Education First	Springhill Suites Williamsburg	49
05/26 – 05/28/2024	Education First	Holiday Inn Express Busch Gardens	33
05/28 – 05/30/2024	Education First	Holiday Inn & Suites Gateway	33
05/28 – 05/29/2024	Global Travel Alliance	Holiday Inn Express	23
05/29 – 05/30/2024	Global Travel Alliance	Embassy Suites	42

Definite Bookings | March 2, 2024 – May 10, 2024

Date	Definite Booking	Property	Room Nights
05/30 – 06/1/2024	Education First	Springhill Suites	68
05/30 – 05/31/2024	Global Travel Alliance	Fairfield Inn & Suites	80
05/31 – 06/03/2024	Education First	Wyndham Garden Williamsburg	49
05/31 – 06/01/2024	Education First	Springhill Suites	84
05/31 – 06/01/2024	Global Travel Alliance	Embassy Suites	39
04/22 – 04/24/2025	Making Memories	Woodlands	56



Shows and Events

- ***African American Travel Conference pre-conference FAM – April 14 – 16, 2024, Williamsburg, Virginia (DEI/MICE)***
- ***African American Travel Conference – April 16 – 18, 2024, Chesapeake, Virginia (DEI/MICE)***
- ***IPW – May 3 – 7, 2024, Los Angeles, CA (International)***
- ***VTC Visitor Center FAM – May 15 – 17, 2024, Williamsburg, Virginia***

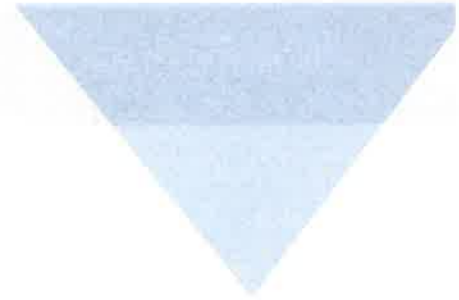
Client Events and Site Visits

- ***CRUSA UK Affair – May 16 – 17, 2024, Williamsburg, Virginia***



Upcoming Shows/Client Events

DATE	UPCOMING SHOWS	LOCATION
May 21 – 24, 2024	Small Market Summit	DuPage, Illinois (MICE)
May 29, 2024	Grand Classroom	Charlottesville, Virginia (Group, Client Event)
May 30, 2024	WorldStrides	Charlottesville, Virginia (Group, Client Event)
August 9 – 13, 2024	SYTA Annual	New York, New York (Group)
August 18 – 20, 2024	Destination Southeast	Point Clear, AL (MICE)



Old & New Business

Adjourn

Next Meeting - TBD



TBD

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN