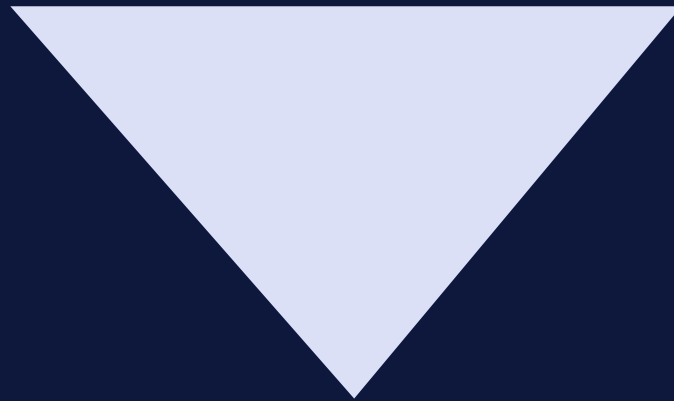


Williamsburg Tourism Council

Tuesday, September 17, 2024



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

Colonial Williamsburg Foundation
City of Williamsburg

Cliff Fleet, Vice Chair
Doug Pons, Treasurer

Busch Gardens
Greater Williamsburg Chamber of Commerce
Jamestown Rediscovery Foundation
Jamestown-Yorktown Foundation
Williamsburg Hotel & Motel Association
Williamsburg Area Restaurant Association
York County

Kevin Lembke
Dr. Porter Brannon
Angel Johnston
Christy Coleman
Neal Chalkley
Mickey Chohany
Sheila Noll

Public Comment

- Limit to three minutes
- State name and address



Roundtable Discussion

Approve Minutes

July 9, 2024

Vote

Colonial Williamsburg Foundation
City of Williamsburg

Cliff Fleet, Vice Chair
Doug Pons, Treasurer

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

Kevin Lembke
Angel Johnston
Christy Coleman
Neal Chalkley
Mickey Chohany
Sheila Noll



Chair Report

Bylaws Amendment - Discussion

- Adjusting the number of consecutive terms that an officer can serve from 2 to 3 in Article III(B).
 - Vote at November “annual meeting.”



Treasurer's Report

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

Treasurer's Report

Revenue / Expenses July 2024

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,294,852	1,244,328	50,524
\$1 Transient Tax	129,231	170,665	(41,434)
Maintenance of Effort Funds	38,666	38,666	(0)
Other	10,776	6,553	4,223
Total Revenue	1,473,525	1,460,212	13,313
EXPENSES			
Destination Marketing	677,936	857,417	179,481
Other Sales & Marketing	30,733	53,859	23,126
Labor & Benefits	145,495	145,218	(277)
Admin	20,765	59,129	38,364
Total Expenses	874,928	1,115,623	240,695
Net Revenue Expense by Month	598,597	344,589	254,008

Source: York County, Office of the Commissioner of Revenue - AND -
Virginia Department of Taxation

Treasurer's Report

Revenue / Expenses
Fiscal YTD as of July 31, 2024

	FY 2024		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,294,852	1,244,328	50,524
\$1 Transient Tax	129,231	170,665	(41,434)
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Total Expenses	874,928	1,115,623	240,695
Net Revenue Expense by Month	598,597	344,589	254,008
Net Position - Beginning of Year	2,679,401	2,679,401	0
Net Position - Current YTD	3,277,998	3,023,990	254,008

Source: York County, Office of the Commissioner of Revenue - AND -
Virginia Department of Taxation

Operating Cash

Cash Balances	May-24		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ -	\$ 250,000	\$ (250,000)
BB&T ICS Investment Fund	\$ -	\$ 510,000	\$ (510,000)
Ches Bank Checking	\$ 5,548,801	\$ 1,025,485	\$ 4,523,316
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 753,014	\$ -	\$ 753,014
Total Cash on Hand	\$ 6,302,815	\$ 1,785,485	\$ 4,517,330

Jun-24		
Actual	Budget	Variance
\$ -	\$ 250,000	\$ (250,000)
\$ -	\$ 510,000	\$ (510,000)
\$ 3,901,882	\$ 1,831,128	\$ 2,070,754
\$ 1,000	\$ -	\$ 1,000
\$ 756,142	\$ -	\$ 756,142
\$ 4,659,023	\$ 2,591,128	\$ 2,067,895

Jul-24		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 5,092,140	\$ 4,991,169	\$ 100,971
\$ 1,000	\$ -	\$ 1,000
\$ 759,181	\$ -	\$ 759,181
\$ 5,852,321	\$ 4,991,169	\$ 861,152

Key Sources of Funds	May-24		
	Actual	Budget	Variance
State Disbursement	\$ 1,312,639	\$ 1,193,365	\$ 119,274
Total Gov't Sources	\$ 1,312,639	\$ 1,193,365	\$ 119,274

Jun-24		
Actual	Budget	Variance
\$ 1,438,154	\$ 1,257,927	\$ 180,227
\$ 1,438,154	\$ 1,257,927	\$ 180,227

Jul-24		
Actual	Budget	Variance
\$ 1,424,083	\$ 1,414,993	\$ 9,090
\$ 1,424,083	\$ 1,414,993	\$ 9,090

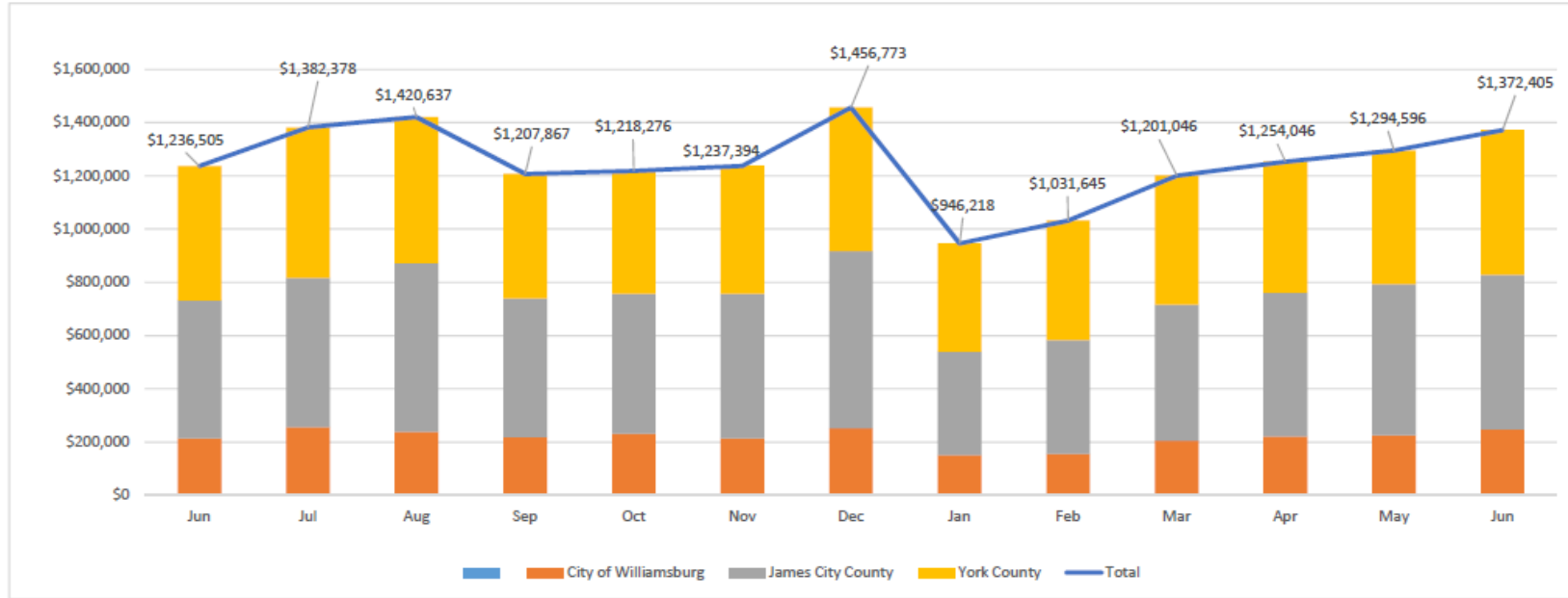
Interest Earned:	May-24		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 10,044	\$ 3,323	\$ 6,721
Ches Bank CD	\$ -	\$ -	\$ -
Total Interest Earned	\$ 10,044	\$ 3,323	\$ 6,721

Jun-24		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 10,044	\$ 3,324	\$ 6,720
\$ -	\$ -	\$ -
\$ 10,044	\$ 3,324	\$ 6,720

Jul-24		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 10,776	\$ 6,553	\$ 4,223
\$ -	\$ -	\$ -
\$ 10,776	\$ 6,553	\$ 4,223

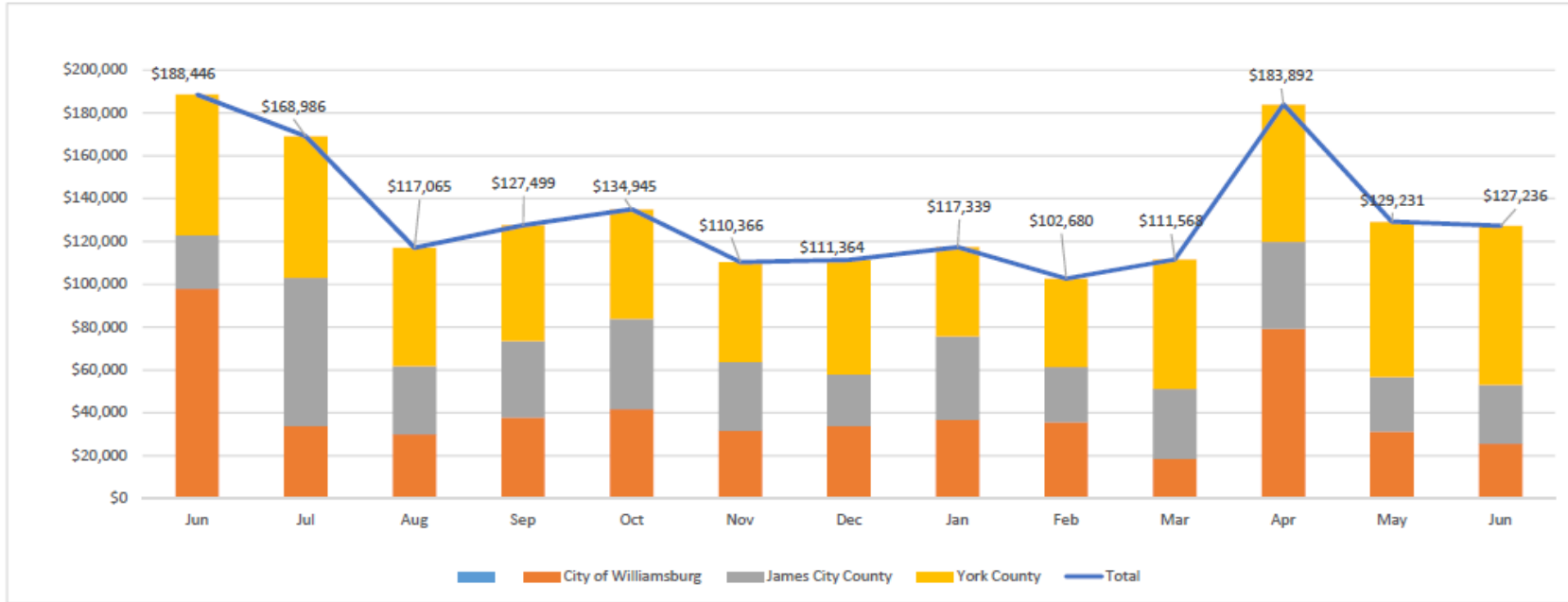
Accounts payable balance as of June 30, 2024: \$ 2,453,649
 Uncleared checks & payments balance: 68,291
Total Open Payables transactions: \$ 2,521,940

SOURCE: York County, Office of the Commissioner of Revenue



§§ 58.1-603.2 1/2 of 1%													
CY2023 / 2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$256,700	\$238,658	\$219,434	\$231,252	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$247,564	\$2,620,079
James City County	\$560,191	\$633,248	\$519,452	\$526,194	\$541,964	\$666,053	\$387,783	\$426,600	\$511,176	\$540,740	\$567,007	\$580,550	\$6,460,958
York County	\$565,487	\$548,731	\$468,981	\$460,830	\$480,182	\$538,830	\$406,530	\$449,044	\$484,614	\$492,522	\$502,201	\$544,291	\$5,942,242
Total	\$1,382,378	\$1,420,637	\$1,207,867	\$1,218,276	\$1,237,394	\$1,456,773	\$946,218	\$1,031,645	\$1,201,046	\$1,254,046	\$1,294,596	\$1,372,405	\$15,023,280
Calendar YTD Total													\$7,099,956
CY2022 / 2023	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$220,587	\$193,545	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$220,208	\$213,243	\$2,465,140
James City County	\$592,409	\$554,137	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$504,459	\$518,835	\$6,202,142
York County	\$554,153	\$492,921	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$480,400	\$504,427	\$5,846,550
Total	\$1,367,149	\$1,240,604	\$1,174,172	\$1,180,544	\$1,165,567	\$1,521,091	\$938,174	\$1,017,788	\$1,054,706	\$1,289,277	\$1,205,067	\$1,236,505	\$14,390,643
Calendar YTD Total													\$6,741,517

SOURCE: York County, Office of the Commissioner of Revenue



Transient Tax \$1 of the \$2													
CY2023 / 2024	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$33,812	\$30,119	\$37,836	\$41,814	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$25,601	\$436,761
James City County	\$69,058	\$31,594	\$35,602	\$41,928	\$32,135	\$24,009	\$38,773	\$25,548	\$32,557	\$40,469	\$25,431	\$27,535	\$424,639
York County	\$66,116	\$55,352	\$54,061	\$51,203	\$46,505	\$53,418	\$41,665	\$41,277	\$60,426	\$64,157	\$72,501	\$74,100	\$680,781
Total	\$168,986	\$117,065	\$127,499	\$134,945	\$110,366	\$111,364	\$117,339	\$102,680	\$111,578	\$183,892	\$129,231	\$127,236	\$1,542,181
Calendar YTD Total													\$771,956
CY2022 / 2023	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$51,383	\$47,851	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$54,023	\$97,914	\$500,026
James City County	\$70,889	\$47,765	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$49,960	\$24,973	\$460,395
York County	\$70,632	\$70,953	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$63,337	\$65,559	\$666,520
Total	\$192,904	\$166,569	\$93,344	\$145,183	\$132,088	\$98,367	\$105,540	\$88,055	\$95,644	\$153,481	\$167,320	\$188,446	\$1,626,941
Calendar YTD Total													\$798,486

CEO Report

Macro Travel Landscape - 2024

- Travel Industry normalizing after record spikes coming out of Covid
- Leisure markets have softened, business travel showing signs of growth
- US Consumer sentiment fell to an 8-month low
- Credit card debt is at record high levels
- Some travelers are pulling back on spending while more affluent travelers are opting for international trips

SOURCE:  MMGY
Global

Macro Travel Landscape - 2024



The screenshot shows the top portion of a web browser displaying a New York Times article. At the top, the New York Times logo is centered, flanked by a hamburger menu icon on the left and a user profile icon on the right. Below the logo, a navigation bar contains several links: "U.S. Economy" (highlighted), "Inflation Report", "Jobs Report", "A Divided Summer Economy" (underlined), and "State o". The main headline is in a large, bold, italicized serif font: "America's Divided Summer Economy Is Coming to an Airport or Hotel Near You". Below the headline is a sub-headline in a smaller, regular serif font: "The gulf between higher- and lower-income consumers has been widening for years, but it is expected to show up especially clearly in travel this season." At the bottom left of the article preview, there is a play button icon in a circle, followed by the text "Listen to this article · 7:48 min" and a "Learn more" link.

 **The New York Times** 

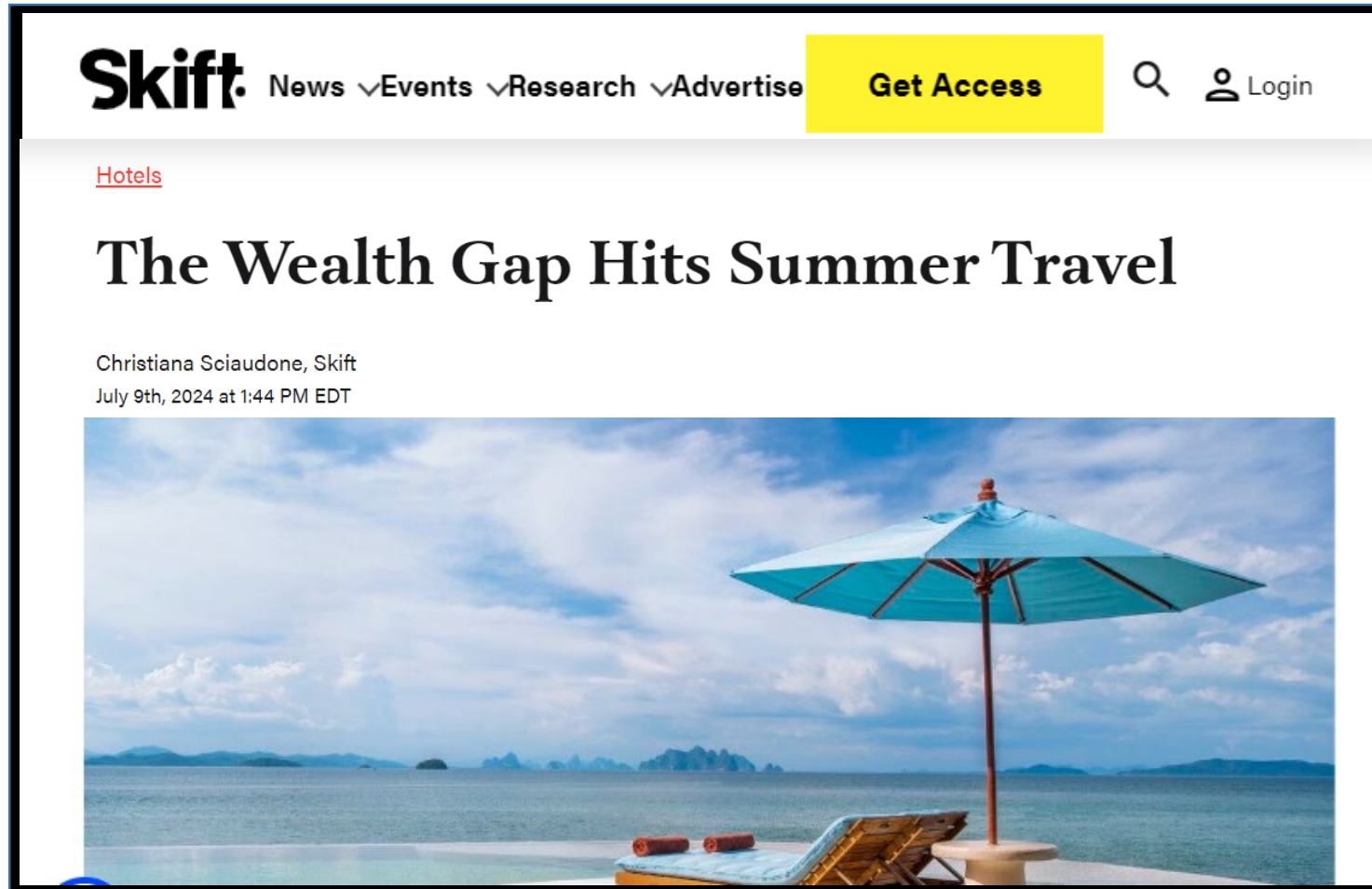
U.S. Economy | Inflation Report | Jobs Report | A Divided Summer Economy | State o

America's Divided Summer Economy Is Coming to an Airport or Hotel Near You

The gulf between higher- and lower-income consumers has been widening for years, but it is expected to show up especially clearly in travel this season.

 Listen to this article · 7:48 min [Learn more](#)

Macro Travel Landscape - 2024



The screenshot shows the Skift website interface. At the top left is the Skift logo, followed by navigation links for News, Events, Research, and Advertise. A yellow 'Get Access' button is positioned to the right of these links. Further right are search and login icons. Below the navigation is a 'Hotels' category link. The main headline is 'The Wealth Gap Hits Summer Travel' by Christiana Sciaudone, Skift, dated July 9th, 2024 at 1:44 PM EDT. The article's featured image depicts a serene beach scene with a blue lounge chair, a large blue umbrella, and a view of the ocean under a blue sky with scattered clouds.

- In the first 6 months of 2024 **Luxury** hotel occupancy was **up 1.8%**.
- **Economy** hotel occupancy was **down 3.4%**.

PERFORMANCE

YTD Compared to 2023

THROUGH JULY

Source: Monthly STR, Historic Triangle.

YTD Occupancy

50.44%

YTD ADR

\$136.02

YTD RevPAR

\$70.31

YTD 2023 Occupancy

52.59%

YTD 2023 ADR

\$141.94

YTD 2023 RevPAR

\$76.61

Occ % Change YTD from 2023

-4.1%

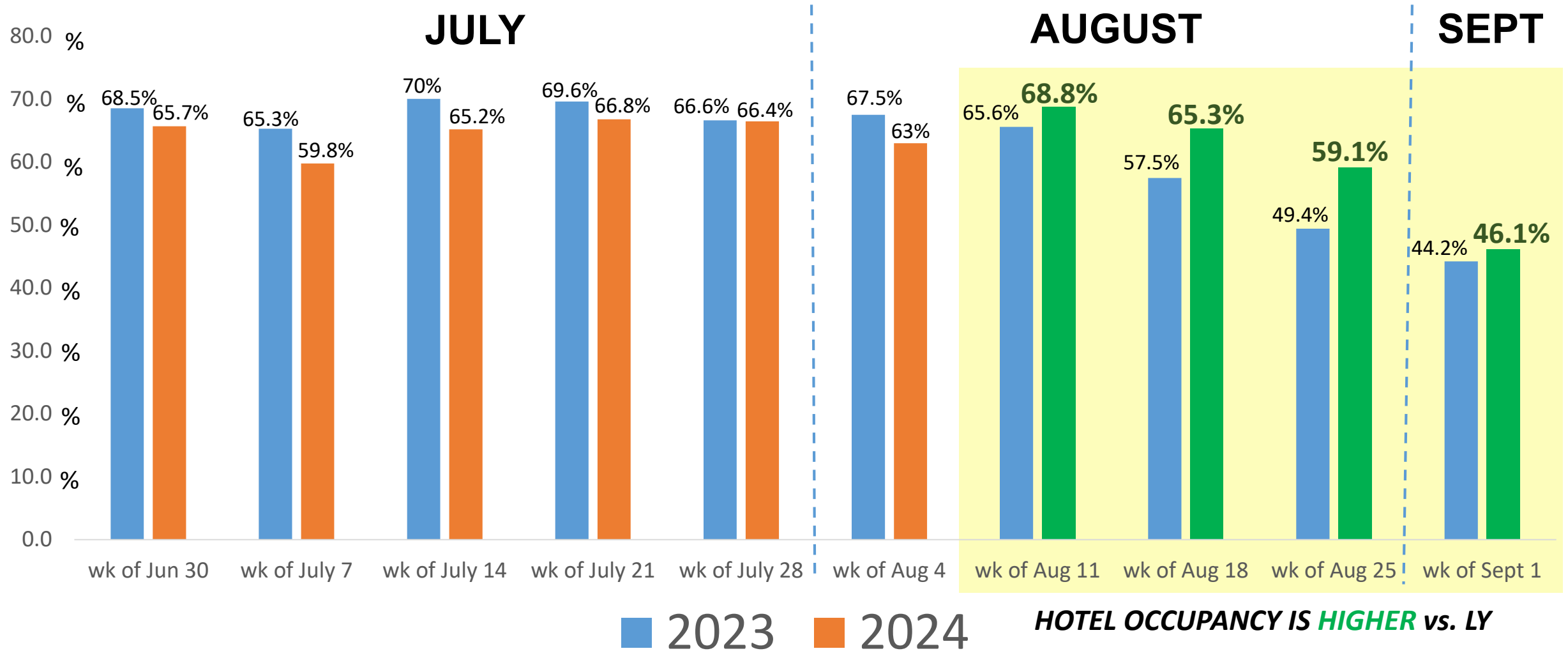
ADR % Change YTD from 2023

-4.2%

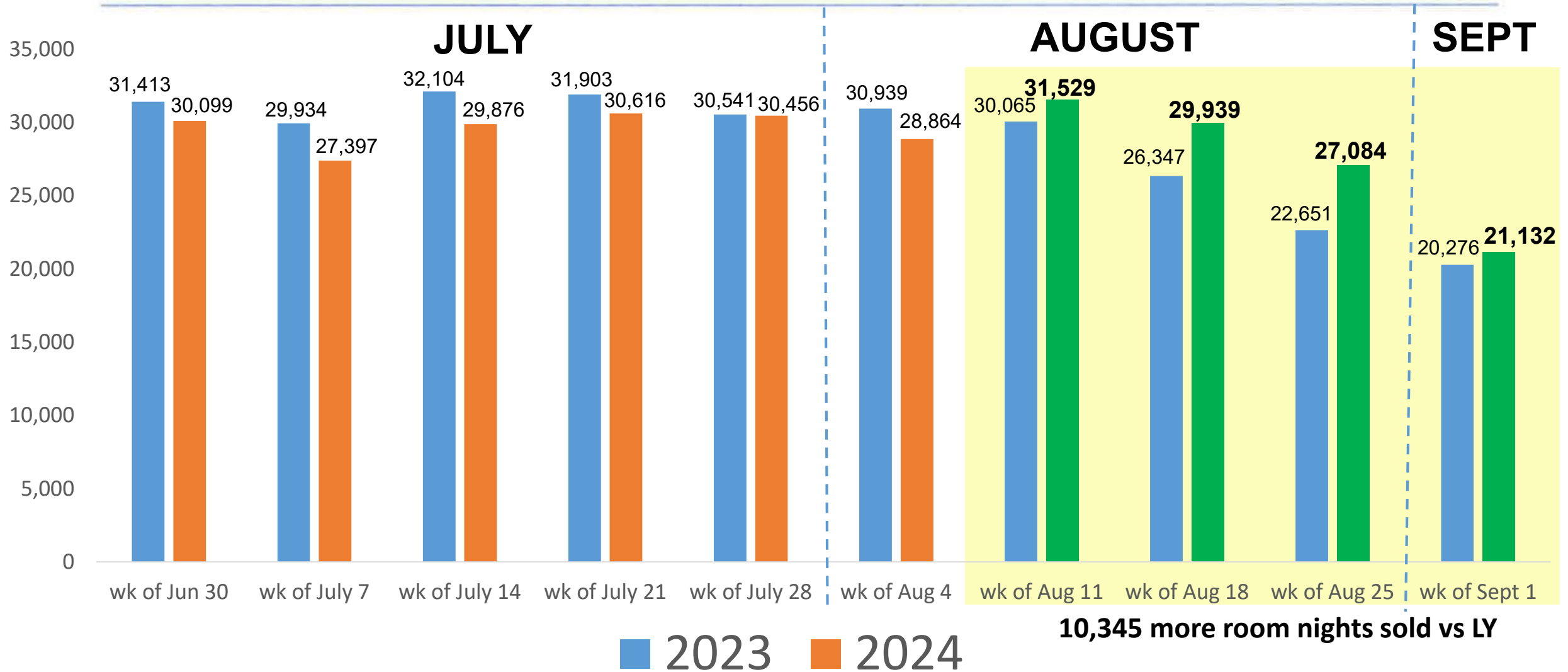
RevPAR % Change YTD from 2023

-8.2%

Historic Triangle Occupancy

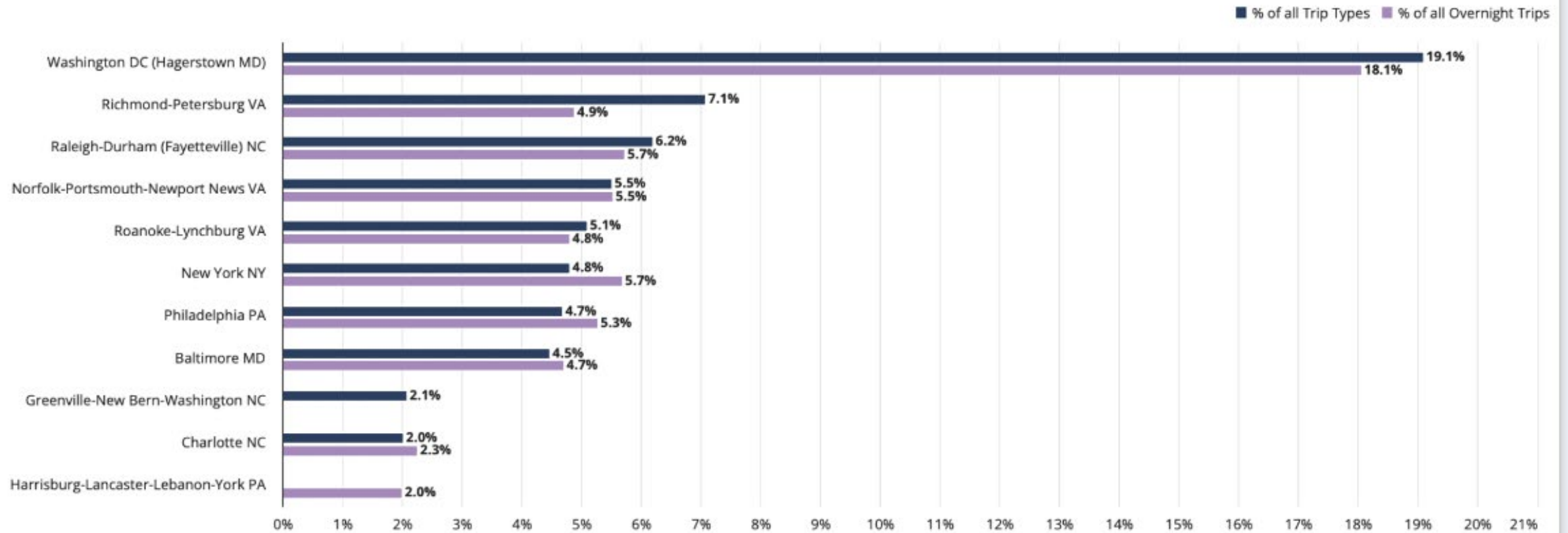


Historic Triangle Demand

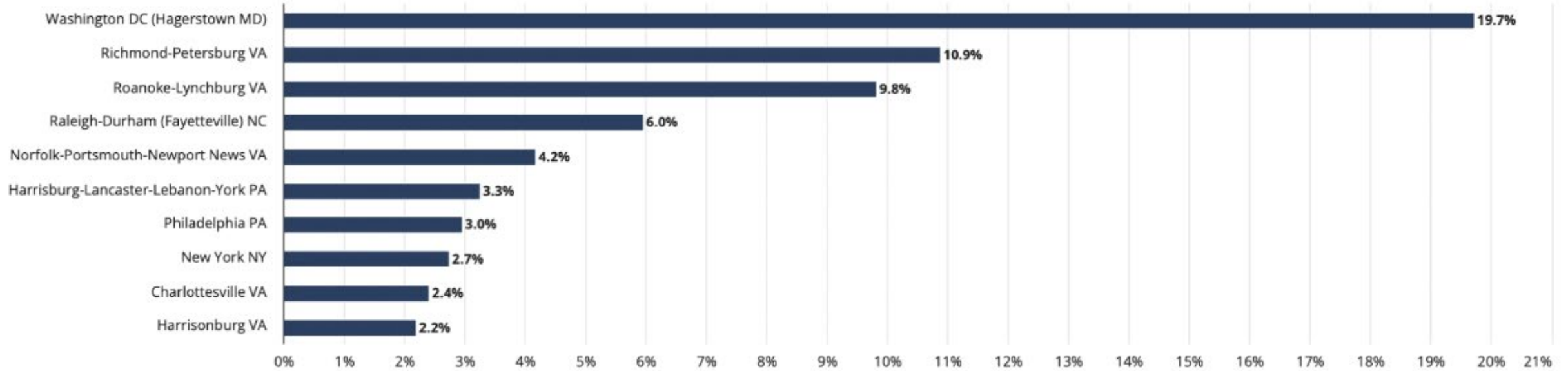


Top 10 Origin Markets

Board Deck - Top 10 Origin Markets



Spend by DMA - Tourism Only

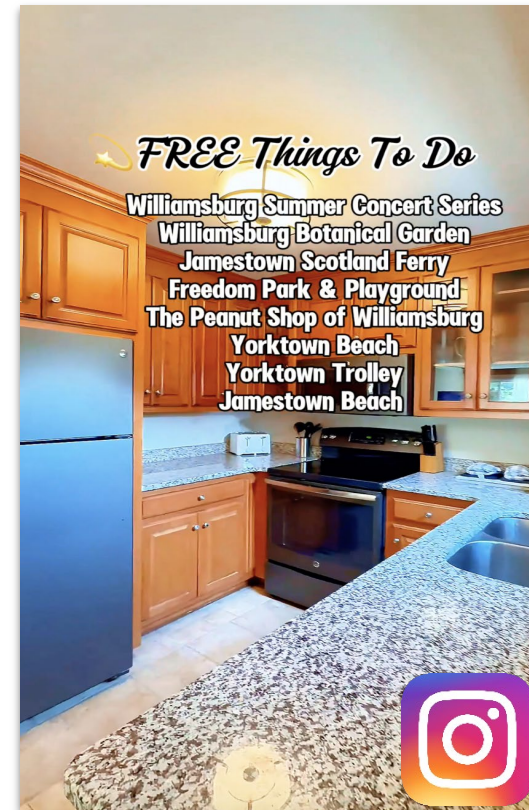


MARKETING

Value Messaging Integration

Value messaging has been dialed up across media channels including:

- Paid Social Advertising
- Priceline.com
- Email Marketing
- Organic Social
- WilliamsBLOG/Influencer Marketing
- Paid Search (SEM)
- Podcast scripts
- CTV video



Value Messaging: Paid Social



Caption: Enjoy a relaxing fall hike in Williamsburg, where scenic views and historic charm come together in a budget-friendly escape. 🍂

Caption: With walkable streets filled with historic charm and budget-friendly experiences, fall fun awaits around every corner in Williamsburg. 🍁

Value Messaging: Paid Social



visitwilliamsburg
Original audio

visitwilliamsburg Williamsburg and Yorktown are full of surprises, and we're not just talking about these interactive adventures from @hunterhulbert! 😊 Travelers continue to be blown away by the incredible value you can find across the destination. It turns out that vacations don't have to break the bank after all!

#VisitWilliamsburg #WilliamsburgVa #AdventureTravel #BudgetTravel

2w

travelingmainers Fun!!!!
2d Reply

kephi_greekkitchen 🍋
1w Reply

evmelo Love Williamsburg
2w Reply

kbkx3 Yall are catfishing people with those paddle boats! Those things actually drag about 2 tons of concrete behind them 😂
2w Reply

❤️ 💬 📌

Liked by courtney.marlow and 289 others
August 11

Add a comment... Post



visitwilliamsburg
Original audio

visitwilliamsburg Maximize these long summer days with a wallet-friendly adventure over Labor Day Weekend! 😊 This Williamsburg itinerary from @ncmomadventures is packed with affordable outdoor activities that the whole family will love. The real question: Which place are you heading to first?!

#VisitWilliamsburg #WilliamsburgVa #BudgetTravel #FamilyTravel

1w

adventureswithgabygaby 🌟 That sounds so fun
1w 1 like Reply

5redsox Could tell you a thousand other places that weren't Astronomical or Highway Pizza. But a solid day nine the less.
6d Reply ...

pustika_samaddar 🌟 Wow
1w 1 like Reply

❤️ 💬 📌

250 likes
7 days ago

Add a comment... Post

Value Messaging: Organic Social



visitwilliamsburg
Giulio Cercato · Seaside (Instrumental)

visitwilliamsburg You won't have to dip far into the travel budget with these quintessential Williamsburg activities! Here's our rundown of wallet-friendly things to do in town:

- 🌿 Stroll through gardens in @colonialwmsburg
- 🛍️ Pop into shops at Merchants Square
- 🌅 Relax along the waterfront at Riverwalk Landing
- 🍷 Have a sunset picnic at Waller Mill Park
- 🚊 Take a trolley tour through Yorktown
- 🍅 Walk through @williamsburgfarmersmarket
- 🏖️ Enjoy the beach at York River State Park

#VisitWilliamsburg #WilliamsburgVa #ValueTravel #BudgetTravel

1w

poopseebaby Love visiting Williamsburg!
1w 1 like Reply

lauren.coulter37 And do green springs trail!!! And if you need a small snack or soda, go to spoke and art cafe right at the head of the trail, you won't regret it! 🍷🍷
<https://www.jamescitycountyva.gov/Facilities/Facility/Details/Greensprings-Interpretive-Trail-48>
1w 1 like Reply

southernrhoda Such a lovely place to visit!
1w 2 likes Reply

mdfunfam Love this list !! 🍷🍷🍷
1w 1 like Reply

Liked by skyejflory and 456 others
August 17

Add a comment... Post

Value Messaging: VistaGraphics (August Email)

Active Mature Audience

Deployed on 8/6/24

'End of Summer Savings 🎉'

Drop #1 to **824,000**

147,854 read the e-mail (17.94%)

12,893 went directly to the website (1.56%)

Families

Deployed on 8/6/24

'End of Summer Savings 🎉'

Drop #1 to **649,000**

113,647 read the e-mail (17.51%)

12,594 went directly to the website (1.96%)

Couples

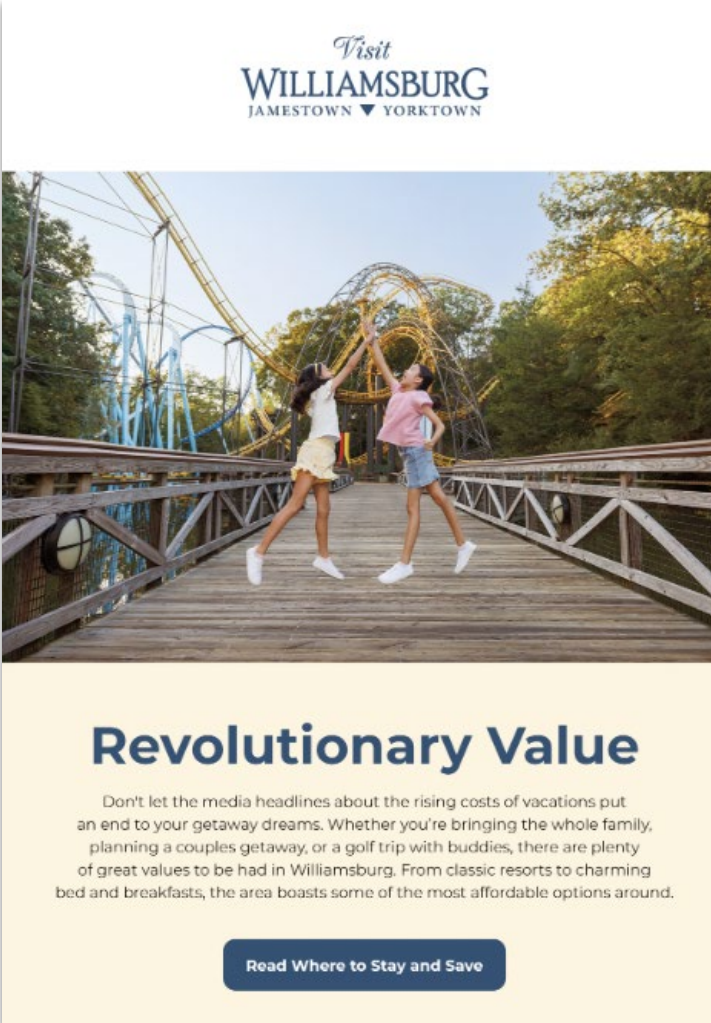
Deployed on 8/6/24

'End of Summer Savings 🎉'


Drop #1 to **280,000**

56,822 read the e-mail (20.29%)

6,372 went directly to the website (2.28%)



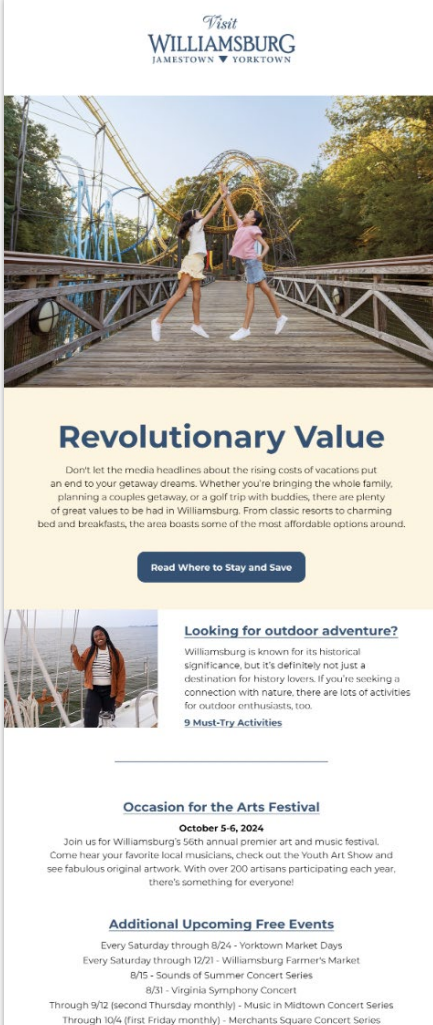
Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN




Revolutionary Value

Don't let the media headlines about the rising costs of vacations put an end to your getaway dreams. Whether you're bringing the whole family, planning a couples getaway, or a golf trip with buddies, there are plenty of great values to be had in Williamsburg. From classic resorts to charming bed and breakfasts, the area boasts some of the most affordable options around.

[Read Where to Stay and Save](#)




Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Revolutionary Value

Don't let the media headlines about the rising costs of vacations put an end to your getaway dreams. Whether you're bringing the whole family, planning a couples getaway, or a golf trip with buddies, there are plenty of great values to be had in Williamsburg. From classic resorts to charming bed and breakfasts, the area boasts some of the most affordable options around.

[Read Where to Stay and Save](#)



Looking for outdoor adventure?

Williamsburg is known for its historical significance, but it's definitely not just a destination for history lovers. If you're seeking a connection with nature, there are lots of activities for outdoor enthusiasts, too.

9 Must-Try Activities

Occasion for the Arts Festival

October 5-6, 2024

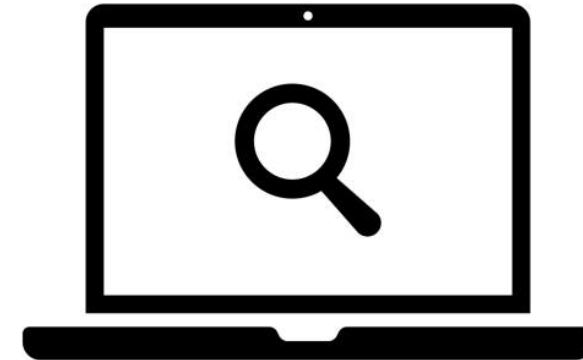
Join us for Williamsburg's 56th annual premier art and music festival. Come hear your favorite local musicians, check out the Youth Art Show and see fabulous original artwork. With over 200 artisans participating each year, there's something for everyone!

Additional Upcoming Free Events

Every Saturday through 8/24 - Yorktown Market Days
Every Saturday through 12/21 - Williamsburg Farmer's Market
8/25 - Sounds of Summer Concert Series
8/31 - Virginia Symphony Concert
Through 9/12 (second Thursday monthly) - Music in Midtown Concert Series
Through 10/4 (first Friday monthly) - Merchants Square Concert Series

Value Messaging: Paid Search Keywords

Campaign	Ad Group	Keyword	Match Type
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable place to travel	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable vacation packages	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable places to vacation	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable family vacations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable getaways	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable weekend trips	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable couples getaway	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable weekend getaways near me	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	best affordable family vacations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable getaways near me	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable vacation spots in the us	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable places to go on vacation	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable vacations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable vacations near me	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable family vacations near me	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable vacations on the east coast	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	fun and affordable family vacations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	most affordable family vacations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable family resorts	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	most affordable place to travel	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable road trips	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	affordable travel destinations usa	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	most affordable places to vacation	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	most affordable places to visit	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	cheap travel locations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	cheap vacations	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	cheap weekend getaways near me	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	inexpensive places to travel	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	inexpensive places to travel in the us	Phrase match
wtc_always-on_travel_trv_sitetraffic_key-markets_blended	Affordability Ad Group	inexpensive vacation packages	Phrase match



Value Messaging: Priceline (Dedicated Landing Page)

priceline® Hotels Cars Flights Bundle + Save Cruises Experiences

🇺🇸 Help Find My Trip VIP Sign In JOIN VIP

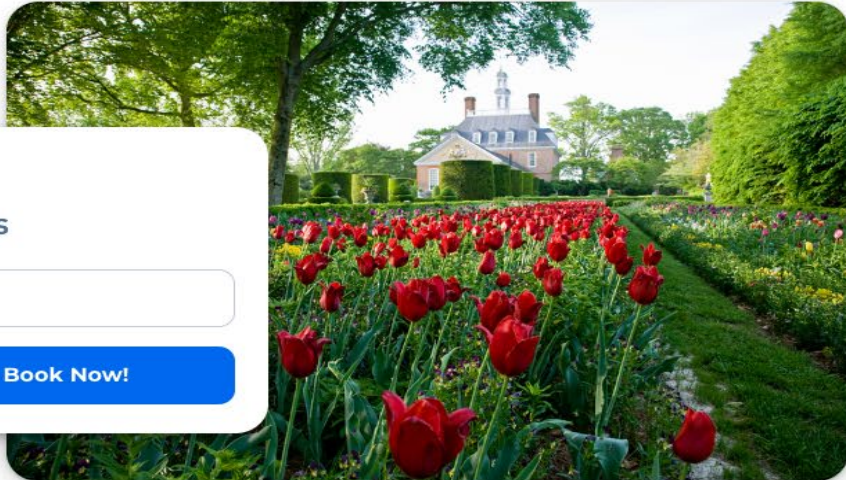
Visit Williamsburg

Save big on your next hotel

Great deals on hotels, resorts and private homes

Where to?
Williamsburg, ▼

Check-in - Check-out 2 Adults, 1 Room [Book Now!](#)



Visit Williamsburg

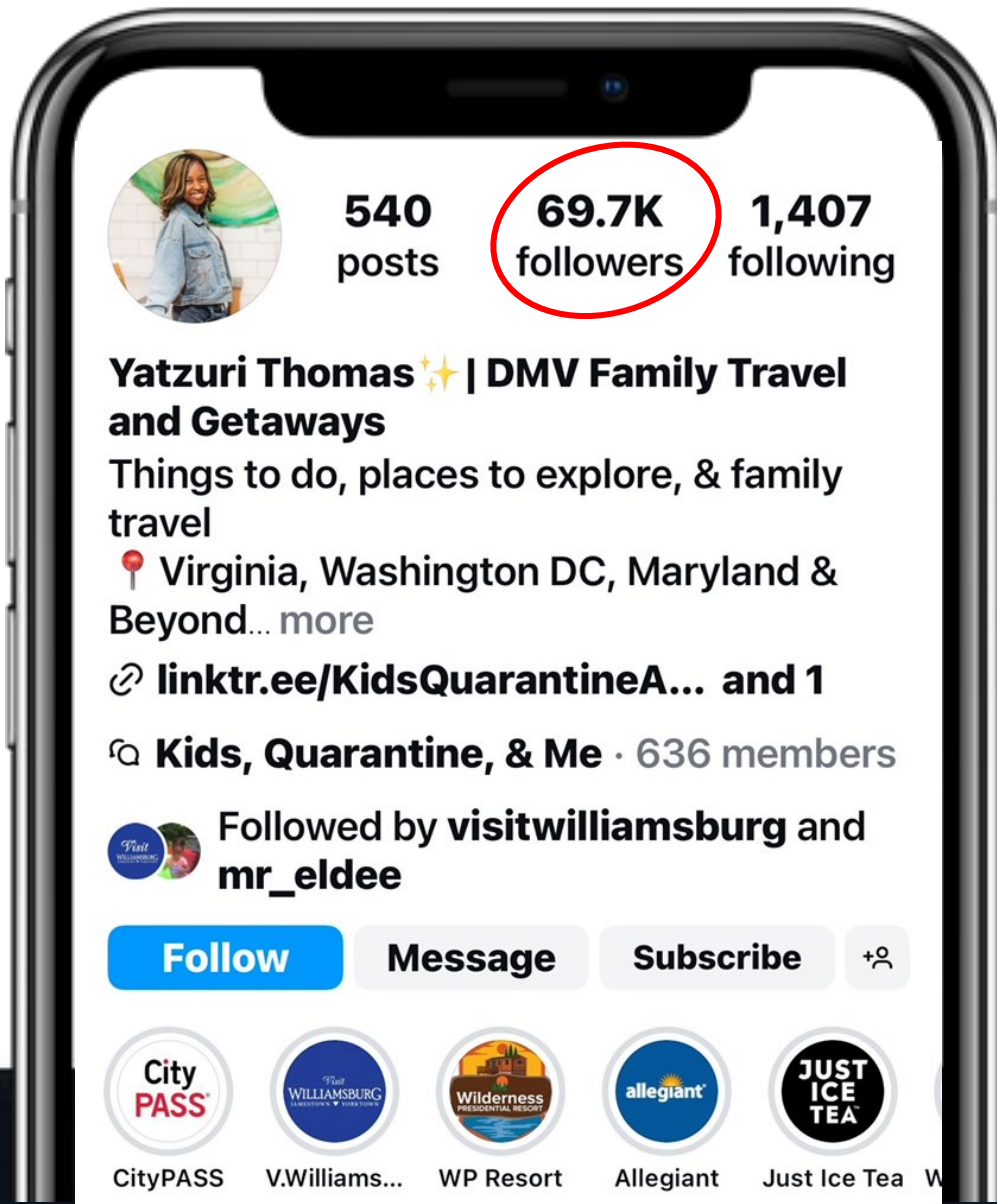
Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Dig into the forensics of our country's earliest settlers, or experience a day in the life of one. Visit theme parks with roller coasters that touch the sky and water slides with gravity-defying drops. Plan your next vacation to Williamsburg today.

Value Messaging: Podcasts



Value Messaging: Influencer – Yatzuri Thomas – The “WilliamsBLOG”



Author

Yatzuri Thomas

Yatzuri Thomas is a Family Travel Writer and Content Creator based in Washington, DC. Alongside her family, she shares their adventures, unique travel experiences, and insider tips on their hyper-local travel blog, [Kids, Quarantine, & Me]. Follow her on social media at @kidsquarantineandme and @dmvfamilytravel for more travel inspiration. By sharing their journey, Yatzuri aims to show that travel is accessible to all, regardless of budget, and that having kids is not a limitation, but a reason to explore and create lifelong memories together.



Discover the Best Budget-Friendly Things to Do in the Williamsburg Area

By Yatzuri Thomas on Aug. 21, 2024

As a mom of three, I'm always looking for fun and affordable adventures that my crew will love. And let me tell you, Williamsburg, Virginia, is a total gem! This charming town bursts with history, southern charm, and natural beauty—you don't need to spend a fortune to experience it all. This...

Influencer Recap

1.4M+
Impressions

87.4K+
Engagements

18
Influencers*

300+
Social Posts



“What an inspiring trip!! I’ve visited Williamsburg but didn’t see many of the sites you mentioned!! Now I want to go back!!”

Value Messaging: Media Outreach

Business Spotlight Interview with Edward Harris, CEO of Visit Williamsburg



30th ANNIVERSARY
ActionCOACH
BUSINESS COACHING



Edward Harris
Visit Williamsburg

0:25 / 23:13

Scroll for details



LATEST NEWS

Hometown Radio Interview: Visit Williamsburg's New CEO, Ed Harris [AUDIO]

Recent panel discussions: Message reinforcement



Recent interviews: Message reinforcement



FOX 5: Washington D.C.

- Five Segments Shot in Market
 - Little Confectionary & Yorktown
 - Historic Jamestowne
 - Shields Tavern
 - Merchant Square
 - Freedom Park & Go Ape
- Two In-Studio Appearances

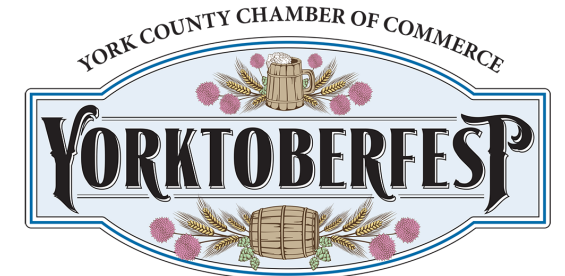


Summer Photo Shoot



Marketing: Upcoming Events

- Ruth E. Carter Exhibit Now –Jan 5
- Howl-O-Scream Sept 6 – Nov 3
- Burg Quest Sept 20-22
- Yorktown Folk Festival Sept 21-22
- Yorktown Art Stroll Sept 29
- Yorktown Wine Festival Oct 5
- Yorktown Day Oct 19
- Yorktoberfest Oct 27
- Williamsburg Fall Festival Nov 2
- Let Freedom Ring Gala Nov 9
- Virginia Cat Festival Nov 9-10



Marketing: Agency of Record Presentations



Global



CONNELLY
PARTNERS



PANEL: Ed Harris, Julia Smyth-Young, Jennifer Case, Mayor Doug Pons, Meredith Sprinkle

PUBLIC RELATIONS

July 1– August 31, 2024

Global Impressions
833.6 Million

Placements

*YoY 2023 – 54.1 Million Impressions & 13 Placements

Key Media Placements | July 1– August 31, 2024

“Little York Confectionary in Williamsburg, VA”

- Erin Como



“The 31 Best Fall Vacations in the U.S. to Avoid Big Crowds (and See Some Beautiful Foliage)”

- Carleigh Ferrante

Aol.

“20 Best Fall Vacations for Foliage Views, Fewer Crowds, and Stunning

- Elizabeth Rhodes

**TRAVEL+
LEISURE**

“Historic Jamestowne | DMV Destinations”

- Erin Como

yahoo!news

“Colonial Williamsburg shines a light on Black history”

- Tracey Teo

The Atlanta Journal-Constitution

Public Relations: Highlights

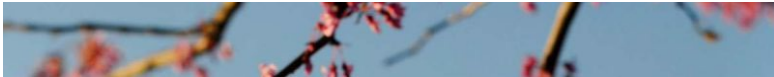


10 Budget & Family Friendly Vacations Across America

AWORLDTOTRAVEL on August 13, 2024 at 11:00 AM

Best Family-Friendly Ideas! – Travel on a Budget with these Affordable Family Vacations in the U.S.

My very first was one of the best family vacations I ever went on. It was April 93', I was in fourth grade, and my notoriously cheap dad booked a week-long house boating trip to Lake Powell in southern Utah. As a young 10-year old I had no idea what that meant or what to expect, but I was excited nonetheless! Living in a boat on a giant lake?!?! I couldn't



MOMMY POPPINS

12 Affordable Family Vacation Ideas for End-of-Summer Escapes on the East Coast



Williamsburg, VA

Williamsburg is a fantastic option for families. Mix it up by learning about the Revolutionary times in [Colonial Williamsburg](#) one day and then hitting [Busch Gardens](#) for thrilling rides. There's a Sesame Street area here for little ones. On steamy days, get wet and wild on the water attractions at [Water Country USA](#). You can buy multi-day bundled tickets to the parks and the historical area for extra

TimeOut

News Things to Do Food & Drink Culture Travel Hotels Tim

Cheap family vacations in the U.S. for 2024

Find the ideal family trip to create incredible memories without breaking the bank this year

Tuesday January 9 2024

10. Williamsburg, VA



Public Relations: Highlights



The Most Picturesque Small Towns In The Southern United States

The Southern United States is home to some of the country's most picturesque small towns. Towns like Williamsburg, St. Augustine, and Guthrie leave visitors in awe of their beauty and architecture.

These towns are a must-visit for anyone looking to experience the authentic charm of the South. From the rolling hills of [Tennessee](#) to the coastal plains of [Texas](#), these small towns are filled with warm hospitality, delicious cuisine, and a sense of community that adds to a lovely holiday experience. Whether you are looking for a relaxing getaway or an adventure-filled vacation, these picturesque small towns in the Southern United States are sure to leave a lasting impression.

Williamsburg, Virginia



Busch Gardens Williamsburg: Thrills and Beauty in One Theme Park

Story by Candi Hurst • 1mo • ⌚ 12 min read

Williamsburg, Virginia, offers family vacationers history galore, great accommodations, themed dining and, perched at the top of the list of my family's favorite things to do in Williamsburg: Busch Gardens, a beautiful European-themed amusement park.

We've been to Busch Gardens Williamsburg several times. There are enough rides and shows to keep us busy for a full day or more. But if you're short on time, even a half day at Busch Gardens is well worth



VIRGINIA GAZETTE > VIRGINIA GAZETTE NEWS

Yorktown among most affordable US cities for weddings



YORK — Yorktown ranks seventh in the nation among the most affordable cities for weddings with 150-200 guests, according to an online retail wedding dress company.

Public Relations: Highlights

≡ **BESTLIFE** Q ✉ SIGN ME UP

7 Best U.S. Road Trips for History Buffs

Take a drive through the past and check off bucket list visits with these route maps.



ORION PRODUCTION/Shutterstock

By [Zachary Mack](#)
Jul 30, 2024

Even if you spend a lot of time reading about history in books and watching documentaries, there's nothing that can replace visiting the

The Washington Informer ≡ MENU

LIFESTYLE

African American History Highlighted as Part of Williamsburg Tourism



HISTORY HALF TOLD

≡ **DIGITAL JOURNAL** Q

WORLD

Q&A: USA @250 & why historical tourism is expected to increase

By [Dr. Tim Sandle](#)
Published July 26, 2024



Public Relations: Highlights



The screenshot shows the top navigation of the 'shebuys travel' website. The main article title is 'Things To Do In And Around Williamsburg, Virginia' by Candi Hurst, updated on August 15, 2024. Below the text is a photograph of a yellow horse-drawn carriage in front of a white colonial-style building.



The screenshot shows a video player from FOX 5 Washington DC. The video title is 'Historic Jamestowne | DMV Destinations'. The video content shows two people in a historical setting with large sandbags. A caption identifies 'MARY ANNA HARTLEY / SENIOR STAFF ARCHAEOLOGIST'. Below the video, the title 'Historic Jamestowne | DMV Destinations' is repeated, along with a description: 'FOX 5's Erin Como gets a history lesson at Historic Jamestowne.' and the author 'By Erin Como | Posted August 30, 2024 4:16pm EDT'.



The blog post header features the logo 'this Splendid shambles' in a mix of script and bold fonts. The main title is 'Unlock the Secrets of America's Historic Triangle' with the subtitle 'A Must-Visit for Every History Buff!'. Below the title is a photograph of a large, multi-story brick building with a steeple. The text 'What is America's Historic Triangle?' is followed by a paragraph explaining the significance of the Historic Triangle (Jamestown, Williamsburg, and Yorktown) and the author's personal connection to the area. The text concludes with 'Let's take the three parts of the triangle one by one, exploring the secrets every history buff shouldn't miss.'

Public Relations: Highlights

PW TRAVEL

TRAVEL

The 31 Best Fall Vacations in the U.S. to Avoid Big Crowds (and See Some Beautiful Foliage)

YOU'LL GET THESE PRETTY DESTINATIONS (ALMOST) ALL TO YOURSELF

By Carleigh Ferrante • Published Aug 8, 2024
Additional reporting by Marissa Wu



RESIDENT
A LUXURY LIFESTYLE MAGAZINE

10 Best Cities in Virginia



Williamsburg

Step back in time in Williamsburg, where colonial history is vividly brought to life. Colonial Williamsburg, a living history museum, allows visitors to experience 18th-century America firsthand.

The city is part of the Historic Triangle, including Jamestown and

TRAVEL+ LEISURE

SUBSCRIBE

DESTINATIONS > USA

20 Best Fall Vacations for Foliage Views, Fewer Crowds, and Stunning Scenery

We've rounded up the top autumnal destinations for every type of traveler.

Williamsburg, Virginia



Public Relations: Highlights

WEALTH OF GEEKS



Home / [Trending Topics](#) /


12 Oldest Towns in the U.S. To Roadtrip to This Summer

Share icons: heart, share

FamilyVacationist > Theme Parks > Halloween is nearly here, and these regional theme parks have big plans...

Theme Parks

Halloween is nearly here, and these regional theme parks have big plans for frightful fun this fall



Macaroni KID®

Labor Day Getaways in Virginia and the East Coast for 2024

Let Lynchburg Macaroni Kid help you Find Your Family Fun® for Labor Day!

By Sandy Wallace
August 21, 2024

Enjoy a Historic Getaway

Explore [Colonial Williamsburg](#), the world's largest living history museum with your family. Enjoy hands-on activities, guided tours of historic buildings, carriage rides, guided or self-guided tours, special events, and more. As you walk through the history of Virginia, your kids will learn a lot about the past.

Gather the family and head to [Historic Jamestown](#). Although it's only a few hours from Lynchburg, you'll feel you've stepped back in time when you arrive. Explore the history of the Jamestown Settlement and learn about early America with your family. There are lots of hands-on learning activities for kids. Jamestown was founded in 1607. Your kids will love boarding replicas of the three ships that

Public Relations: Highlights

☰ NorthernVirginia

FAMILY FEATURES

These Day Trips from NoVA are Fit for the Whole Family

Explore these kid-friendly museums and other fun attractions within driving distance of Northern Virginia.

☰ By **Maggie Roth** | July 8, 2024

Williamsburg

Drive time from Dulles: About 2 hours, 40 minutes

Step back in time with a journey to [Colonial Williamsburg](#), the “world’s largest living history museum,” during this day trip. There are over 300 acres of the historic city to explore, and lots to learn about Virginia’s colonial history. Talk with historic reenactors as they practice age-old trades like woodworking, shoemaking, and blacksmithing.

EQ CENTRE DAILY TIMES

TRAVEL & TOURISM

Leaving central PA for the beach? Add these 6 unique road trip attractions to your route

BY MATT DISANTO




☰ FINANCE BUZZ

News & Trending > Travel News

The Best Waterpark to Cool Off in Every State

Water parks are a summertime staple for many Americans, and these are some of the best in the nation.



By **Laura Gesualdi-Gilmore** Edited by **Michael Kurko** Updated July 31, 2024
Fact checked

Virginia: Water Country USA (Williamsburg)

Public Relations: Highlights



House Beautiful

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DECORATE ROOMS GARDENING SHOPPING LIFESTYLE

30+ Best Low-Light Plants | 65 Bathroom Tile Designs | Yard Landscaping

LIFESTYLE

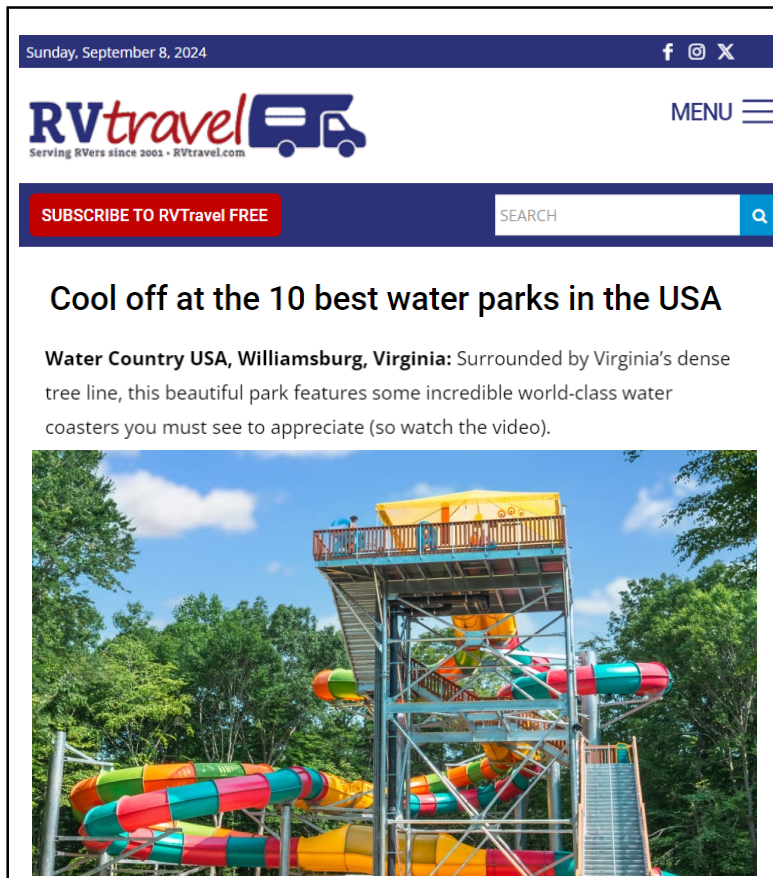
21 Incredible Historical Landmarks in the U.S. That Belong on Your Bucket List

Wherever you go, history is easy to find.

Colonial Williamsburg



ALEX POTEMKIN // GETTY IMAGES



Sunday, September 8, 2024

f @ X

RVtravel
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MENU

SUBSCRIBE TO RVTravel FREE

SEARCH

Cool off at the 10 best water parks in the USA

Water Country USA, Williamsburg, Virginia: Surrounded by Virginia's dense tree line, this beautiful park features some incredible world-class water coasters you must see to appreciate (so watch the video).



LINKS
THE BEST OF GOLF

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Courses

Making Golf History in Williamsburg, Va.

BY DAVID DESMITH

Gold Course at Golden Horseshoe Golf Club

Golden Horseshoe has 45 holes of golf awaiting its eager visitors, and every one of them is worth playing. The Gold Course dates to 1963, when Robert Trent Jones Sr. led the design chores. His son, Rees, made changes in 1991 when he was called upon to add the Green Course to Golden Horseshoe's lineup, and the Gold Course they produced is a stout test that has hosted a USGA championship. Its fairways are pinched by trees; the greens run fast and are well-defended by sand and water; and the course is routed around a deep valley that can make finding a level lie a tough chore. The par threes all require carries over water, starting at the 200-yard 3rd hole. It only gets more fun and challenging from there, with tight fairways and doglegs predominating right to the end. The 15th hole is a 634-yard par five. Hole 16 plays to 170 yards from an elevated tee, with a large but sloping green that makes wo-putting tricky. Water awaits on the par-four finishing hole, too—a dogleg-left

Public Relations: Highlights

TRAVELPULSE BY NORTHSTAR

8 Fun Fourth of July Festivals Around the United States

by Lacey Pfalz
Last updated: 7:00 AM ET, Sat June 29, 2024

Facebook, X, Pinterest, LinkedIn, Email

Trazee TRAVEL

Select Destination

HOW TO SPEND JULY 4 IN WILLIAMSBURG, VIRGINIA

by Holly Riddle
JUL 3, 2024

© Visit Williamsburg, Courtesy of York County Economic and Tourism Development

DESTINATIONS / NORTH AMERICA

NEWSLETTER

IT'S A Southern THING

Powered by RebelMouse

7 Patriotic Towns to Visit in the South

Cheryl Wray July 02 | 2024

Lawn chairs, glow sticks and patriotic music were in abundance as people gathered to watch fireworks at the American Village in Montevallo, Alabama. (Frank Couch)

Red white and blue

Public Relations: Agency Presentations



PANEL: Ed Harris, Julia Smyth-Young, Jennifer Case, Glenda Turner, Ellen Peltz

SALES

Sales: Recent Tradeshows

- **Student & Youth Travel Association**

New York, NY

August 9-13



- **Connect Sports**

Milwaukee, WI

August 27-29



- **Virginia Motorcoach Association**

Williamsburg, VA

August 27-30



- **New England Bus Association**

Niagara Falls, NY

September 8-10



Sales: Recent Tradeshows



Sales: Site Visits

- | | | |
|---|---------------|---|
| • Meritz Site Visit | August 23-24 |  |
| • American Tour Guide Assoc. Site Visit | August 24-27 |  |
| • Jane's Journey Site Visit | August 25-27 |  |
| • Uniglobe Red Carpet Travel Site Visit | August 28-29 |  |
| • Virginia Motorcoach Assoc. FAM Tour | August 27 |  |
| • Connect WorldWide / CRUSA / Japan Site Visit | September 6-7 |  |
| • Rotary District 7690 Site Visit | September 5-7 |  |

Sales: Definite Bookings

6/29/24 – 7/6/24

ISSUE DATE	LEADS	ROOM NIGHTS
07/01/2024	Virginia Forestry Association	225
07/11/2024	Jane's Journey	112
07/11/2024	Notch Above Tours	30
07/11/2024	USS Albemarle/USNS Corpus Christi Bay	55
07/17/2024	T&T Sports	255
07/17/2024	Calpulli Mexican Dance Company	20
07/24/2024	Society of Government Meeting Professionals	1130
07/30/2024	Outstanding Farmers of America	222
07/30/2024	Mid-Atlantic Region Wound, Ostomy & Continence Nurses Society	90
08/09/2024	American Tour Guide Association, Inc.	25
08/23/2024	Burke Educational Travel/Christian Tours	88
08/27/2024	VISSA Golf	185
08/27/2024	Grand Classroom	84
08/28/2024	Grand Classroom	30
08/28/2024	Grand Classroom	8
08/28/2024	Grand Classroom	42
08/28/2024	Apex Sports Travel	305
08/28/2024	International Inbound Travel Association	105
08/28/2024	International Inbound Travel Association	545
09/05/2024	Triple Crown Sports	350
09/06/2024	A & B Creative Events Center	40

Sales: Definite Bookings

6/29/24 – 7/6/24 (cont.)

Date	Definite Booking	Property	Room Nights
07/19 – 07/23/2024	American Planning Association	Williamsburg Lodge	720
08/11 – 08/14/2024	DUI Specialty Docket Conference	The Griffon Hotel, Williamsburg Lodge, Woodlands	795
08/16 – 08/18/2024	Tabb Parker Family Reunion	Fort Magruder	39
08/17 – 08/18/2024	T&T Basketball	Wyndham Kingsgate/Patriot's Place	255
08/25 – 08/29/2024	Virginia Motorcoach Association	Williamsburg Lodge	496
10/16 – 10/18/2024	Calpulli Mexican Dance Company	Comfort Inn	20
10/25/2024	Viajes A Plus	Comfort Inn	36
02/13-02/14/2025	Grand Classroom	Embassy Suites	22
03/10-03/13/2025	Grand Classroom	Woodlands	84
03/27-03/28/2025	Grand Classroom	Embassy Suites	22
04/24-04/25/2025	Notch Above Tours	Woodlands	30
04/24 – 04/25/2025	Grand Classroom	Springhill Suites	8
05/02 – 05/04/2025	Grand Classroom	Springhill Suites	42
10/23-10/25/2025	Jane's Journey	Williamsburg Lodge	112

Sales: Upcoming Shows & Client Events

DATE	UPCOMING SHOWS	LOCATION
September 16 – 18, 2024	CRUSA GTE	Charlottesville, VA (International)
September 22 – 24, 2024	Maryland Motorcoach Association	Hagerstown, Maryland
September 23 – 26, 2024	TEAMS	Anaheim, CA (Sports)
September 25 – 27, 2024	Small Market Meetings Conference	St. George, UT (Mice)
September 25 – 26, 2024	VSAE Fall Expo	Richmond, VA (Mice)
September 16 – 18, 2024	CRUSA GTE	Charlottesville, VA (International)
October 14 – 17, 2024	SPORTS The Relationship Conference	Wichita, KS (Sports)
October 21 – 25, 2024	Brand USA Travel Week	London, UK (International)
November 17 – 20, 2024	NTA Travel Exchange	Huntsville, AL (Group)
November 19 – 21, 2024	Connect Medical Meetings DC	Washington, DC (Mice)
December 2 -5, 2024	Travel South International	Atlanta, Georgia (International)

Sales: New Incentive Plan

- Allocation of funds to develop new incentive plan to secure groups
 - Meetings & Conventions
 - Sports groups



Meetings & Sports Marketing



E-Blast

- Delivered to 905 meeting planners
- 44% open rate



Revolutionize Your Meeting

Williamsburg, Jamestown, and Yorktown offer the perfect blend of historic sites, outdoor recreation, and entertainment for meetings of all sizes. Immerse yourself in America's rich heritage with unique living history museums, savor farm-to-table freshness, and explore year-round adventures and exhibits. Visit Williamsburg is your ultimate resource for all your meeting planning needs.



Ask about our meeting incentive plan!

Contact:

Julia Smyth-Young
Chief Sales Officer
757.920.3987
julia.smyth-young@visitwilliamsburg.com

Connect Sports

E-Blast

- Delivered to sports Event planners

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Revolutionary Competition

Planning any sporting event is a challenge but allow us to check one thing off your list: location. Williamsburg, Virginia, offers world-class fields and facilities but also all the amenities of a top-notch vacation destination. Put your game face on and meet us in Williamsburg.

[Learn more](#)

All New Sports Facility Coming Soon

Williamsburg is set to open an all-new, 200,000-square-foot sports facility. The facility will accommodate up to 12 basketball courts, 24 volleyball courts, or 36 pickleball courts alongside a climbing wall, ninja gym equipment, and a conversion turf system.

[Read more](#)



Morgan Cordle, our Sports Sales Manager, will work with you to create:

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

SPORTS

Sports: Tradeshows

- Key Tradeshows

**Connect
Sports**

August 27 29

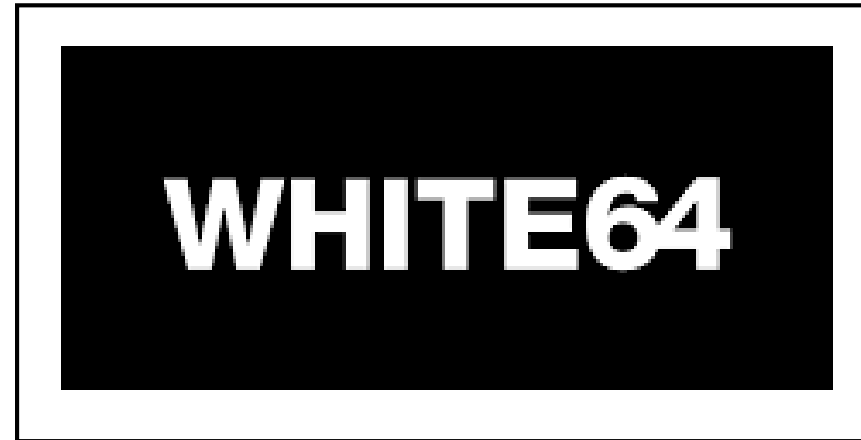
SportsTravel presents
TEAMS[®] '24
CONFERENCE + EXPO • SEPTEMBER 23-26 • ANAHEIM

September 23 - 26

S.P.O.R.T.S.
The Relationship Conference

October 14 - 17

Sports: Branding Agency Presentations



PANEL: Ed Harris, Julia Smyth-Young, Jennifer Case, Kristi Olsen-Hayes, Steve Ryan

Sports: Building the team

- Visit Williamsburg will be adding another new position to the team to strengthen our Sports group sales efforts.
 - The new position will be posted in the 4th quarter of this year.

**WE'RE
HIRING!**

Sports: Advisory Committee

Ed Harris *Visit Williamsburg*

Adam Andrusyszyn *W&M Athletic Facilities*

Julia Smyth-Young *Visit Williamsburg*

Ron Kirkland *Hotel/Motel Association*

Morgan Cordle *Visit Williamsburg*

Rhonda Khabir *Colonial Williamsburg*

Brian Fuller *York County Admin.*

Mickey Chohany *Restaurant Association*

Tyler Cobb *James City County*

Yuri Matsumoto *Williamsburg Economic Dev.*

Robbi Hutton *Williamsburg Parks & Rec*

Laura Flint **Busch Gardens**

Kristi Olsen *York County Economic Dev.*

Terry Banez **Greater Williamsburg Chamber**

★ **NEXT MEETING:** October 9



RECENT EVENTS



Sports Facility Groundbreaking



Team Outing at Bowlero



Team Offsite at Kingsmill



The Shoe: 9 Hole Par 3 Groundbreaking



U.S. Travel Association: ESTO Conference

Team Offsite: Yorktown



WHAT'S NEXT?

On the horizon...

- Capital Region Global Travel Exchange
- Agency partners selection
- Brand USA CEO International Summit (London)
- W&M Corporate Field Consulting Project
- VA-1 Governor's Tourism Summit
- Travelability Summit
- Holiday 2024 Marketing Push

September 17-18

By end of September

October 21-24

October 29 kickoff

November 13-15

November 13-15

November



Adjourn

Next Meeting: November 19

