



Williamsburg Tourism Council

BOARD MEETING

August 19, 2025



Today's Agenda



- I. Roll Call
- **II.** Public Comment
- **III.** Roundtable Discussion
- **IV.** Approve Minutes
- V. Chair Report
- VI. Treasurer's Report
- VII. CEO Report
- VIII.New Business
- X. Old Business
- X. Adjournment



Revenue / Expenses June 2025

		Month					
	Actual	Budget	Variance				
REVENUE							
Sales Tax (58.1-603.2)	1,315,195	1,317,713	(2,518)				
\$1 Transient Tax	146,401	120,057	26,344				
Maintenance of Effort Funds	0	0	0				
Other	19,564	6,553	13,011				
Total Revenue	1,481,159	1,444,323	36,836				
EXPENSES							
Destination Marketing	2,034,558	1,551,500	(483,058)				
Other Sales & Marketing	274,223	283,516	9,293				
Labor & Benefits	391,611	363,556	(28,055)				
Admin	53,667	59,605	5,938				
Total Expenses	2,754,059	2,258,177	(495,882)				
Net Revenue Expense by Month	(1,272,900)	(813,854)	(459,046)				

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



Revenue / Expenses Fiscal YTD as of June 30, 2025

	FY 2025						
	Actual	Budget	Variance				
REVENUE							
Sales Tax (58.1-603.2)	15,156,458	15,324,718	(168,260)				
\$1 Transient Tax	1,612,955	1,590,265	22,690				
Maintenance of Effort Funds	126,600	126,600	0				
Other	248,971	116,136	132,835				
Total Revenue	17,144,983	17,157,719	(12,736)				
EXPENSES							
Destination Marketing	11,118,215	12,158,700	1,040,485				
Other Sales & Marketing	1,885,680	2,150,000	264,320				
Labor & Benefits	2,080,626	2,204,984	124,358				
Admin	362,850	644,035	281,185				
Total Expenses	15,447,371	17,157,719	1,710,348				
Net Revenue Expense by Month	1,697,612	0	1,697,612				

Budget	Percent			
Remaining	Remaining			
168,260	1.1%			
(22,690)	-1.4%			
(0)	0.0%			
(132,835)	-114.4%			
12,736	0.1%			
1,040,485	8.6%			
264,318	12.3%			
	5.6%			
124,358	5.6%			
124,358 281,185	5.6% 43.7%			

Net Position - Beginning of Year	2,679,401	2,679,401	0
Net Position - Current YTD	4,377,013	2,679,401	1,697,612

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





Cash on Hand June 2025

Operating Cash

Cash Balances	Apr-25					
	Actual Budget			Variance		
Bank Account Balances: operations						
BB&T Reserve Checking	\$ -	\$	-	\$	-	
BB&T ICS Investment Fund	\$ -	\$	-	\$	-	
Ches Bank Checking	\$ 7,540,117	\$	5,439,933	\$	2,100,184	
Ches Bank Payroll	\$ 1,000	\$	-	\$	1,000	
Ches Bank CD	\$ 781,878	\$	-	\$	781,878	
Total Cash on Hand	\$ 8,322,996	\$	5,439,933	\$	2,883,063	

May-25								
Actual			Budget	Variance				
\$	-	\$	-	\$	-			
\$	-	\$	-	\$	-			
\$	7,744,946	\$	5,096,678	\$	2,648,268			
\$	1,000	\$	-	\$	1,000			
\$	783,970	\$	-	\$	783,970			
\$	8,529,916	\$	5,096,678	\$	3,433,238			

Jun-25								
Actual			Budget	Variance				
\$	-	\$	-	\$	-			
\$	-	\$	-	\$	-			
\$	7,696,095	\$	4,671,457	\$	3,024,638			
\$	1,000	\$	-	\$	1,000			
\$	788,476	\$	-	\$	788,476			
Ş	8,485,571	\$	4,671,457	\$	3,814,114			

Key Sources of Funds	Apr-25					
	Actual Budget			Variance		
State Disbursement	\$	988,862	\$	1,170,002	\$	(181,140)
Total Gov't Sources	\$	988,862	\$	1,170,002	\$	(181,140)

May-25								
	Actual		Budget		Variance			
\$	1,402,273	\$	1,366,900	\$	35,373			
\$	1,402,273	\$	1,366,900	\$	35,373			

Jun-25							
	Actual	Budget			Variance		
\$	1,461,596	\$	1,437,770	\$	23,826		
\$	1,461,596	\$	1,437,770	\$	23,826		

Interest Earned:			
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 12,133	\$ 8,428	\$ 3,705
Ches Bank CD	\$ 2,086	\$ -	\$ 2,086
Total Interest Earned	\$ 14,219	\$ 8,428	\$ 5,791

\$	18,166	\$ -	\$ 18,166
\$	-	\$ -	\$ -
Ş	-	\$ -	\$ -
Ş	17,176	\$ 8,428	\$ 8,748
Ş	2,092	\$ -	\$ 2,092
Ş	37,434	\$ 8,428	\$ 29,006

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 17,287	\$ 6,553	\$ 10,734
\$ 2,276	\$ -	\$ 2,276
\$ 19,564	\$ 6,553	\$ 13,011

Accounts payable balance as of June 30, 2025: \$ 1,701,414
Uncleared checks & payments balance: 1,366,394
Total Open Payables transactions: \$ 3,067,808

Treasurer's Report

Sales Tax

SOURCE: York County, Office of the Commissioner of Revenue



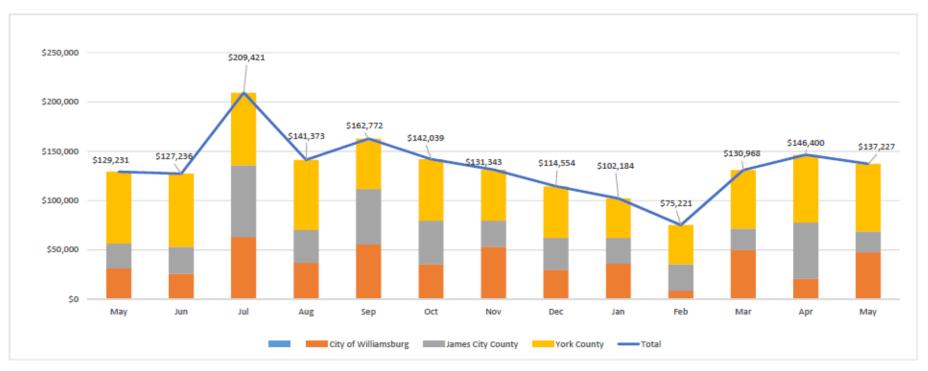


§§ 58.1-603.2 1/2 of 1%													
CY 2024/2025	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
City of Williamsburg	\$247,564	\$224,996	\$217,995	\$205,427	\$228,284	\$217,692	\$266,141	\$167,800	\$152,131	\$212,669	\$239,626	\$230,344	\$2,610,670
James City County	\$580,550	\$592,979	\$577,012	\$525,458	\$568,215	\$601,388	\$692,950	\$405,348	\$376,020	\$556,313	\$573,465	\$589,691	\$6,639,389
York County	\$544,291	\$568,412	\$500,534	\$474,318	\$488,266	\$488,034	\$572,255	\$404,503	\$384,578	\$502,108	\$501,981	\$524,491	\$5,953,770
Total	\$1,372,405	\$1,386,388	\$1,295,542	\$1,205,203	\$1,284,764	\$1,307,114	\$1,531,346	\$977,651	\$912,729	\$1,271,090	\$1,315,073	\$1,344,526	\$15,203,829
Calendar YTD Total												\$5,821,068	
CY 2023/2024	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
City of Williamsburg	\$213,243	\$256,700	\$238,658	\$219,434	\$231,252	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$2,585,758
James City County	\$518,835	\$560,191	\$633,248	\$519,452	\$526,194	\$541,964	\$666,053	\$387,783	\$426,600	\$511,176	\$540,740	\$567,007	\$6,399,243
York County	\$504,427	\$565,487	\$548,731	\$468,981	\$460,830	\$480,182	\$538,830	\$406,530	\$449,044	\$484,614	\$492,522	\$502,201	\$5,902,379
Total	\$1,236,505	\$1,382,378	\$1,420,637	\$1,207,867	\$1,218,276	\$1,237,394	\$1,456,773	\$946,218	\$1,054,706	\$1,201,046	\$1,254,046	\$1,294,596	\$14,910,440

Transient Tax

SOURCE: York County, Office of the Commissioner of Revenue





Transient Tax \$1 of the \$2	2												
CY2024/2025	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
City of Williamsburg	\$25,601	\$63,258	\$36,943	\$55,555	\$35,630	\$53,107	\$29,801	\$36,219	\$8,660	\$50,132	\$20,733	\$47,483	\$463,122
James City County	\$27,535	\$72,671	\$33,323	\$56,196	\$43,992	\$26,600	\$32,345	\$25,924	\$26,698	\$21,595	\$56,932	\$21,651	\$445,462
York County	\$74,100	\$73,492	\$71,107	\$51,021	\$62,417	\$51,636	\$52,408	\$40,041	\$39,863	\$59,242	\$68,735	\$68,454	\$712,516
Total	\$127,236	\$209,421	\$141,373	\$162,772	\$142,039	\$131,343	\$114,554	\$102,184	\$75,221	\$130,969	\$146,400	\$137,588	\$1,621,100
Calendar YTD Total												\$592,362	
CY2023/2024	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Total
City of Williamsburg	607.044	£00.040	4	4		4				4	4	4	
city of williamsburg	\$97,914	\$33,812	\$30,119	\$37,836	\$41,814	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$509,074
James City County	\$97,914	\$69,058	\$30,119 \$31,594	\$37,836 \$35,602	\$41,814 \$41,928	\$31,726 \$32,135	\$33,937 \$24,009	\$36,901 \$38,773	\$35,855 \$25,548	\$18,595 \$32,557	\$79,266 \$40,469	\$31,299 \$25,431	\$509,074 \$422,077
<u> </u>													
James City County	\$24,973	\$69,058	\$31,594	\$35,602	\$41,928	\$32,135	\$24,009	\$38,773	\$25,548	\$32,557	\$40,469	\$25,431	\$422,077





Industry Update: Current Landscape





My News







Marriott scales back 2025 forecast as US travel demand remains dour

By Aishwarya Jain

August 5, 2025 10:26 AM EDT · Updated August 5, 2025















Hotel CEOs weigh in on widespread US RevPAR declines

Decreased government spending, a lack of international inbound travel and broader economic uncertainty had a noticeable impact on Q2 earnings results.

Published Aug. 13, 2025



Newark Liberty International Airport. Multiple hotel companies posted U.S. RevPAR declines for the second

FINANCIAL TIMES

Home > Consumer Discretionary

American travel demand declines as US consumers cut costs

Consumer Discretionary





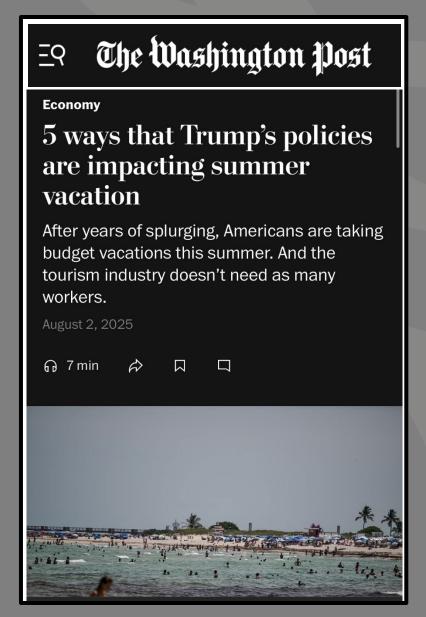


Travel experts sounding the alarm about a significant drop in US tourism



Travel experts sounding the alarm about a significant drop in US tourism

Travel experts are sounding the alarm about a significant drop in international visitors to the U.S.







The New York Times

Summer Travel Slump? Amid Uncertainty, the U.S. Brand 'Has Taken a Beating.'

Many airlines, hotels and analysts are forecasting a downbeat tourism season in America, as threats of tariffs and unpopular policy decisions take their toll.



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Newsletters

'We really need visitors': Los Angeles tourism has fallen off a cliff

Ripple effects from the pandemic and wildfires continue to hurt the industry



People walk by statues outside of Crypto.com Arena on May 14, 2025, in Los Angeles.



WATCH NOW

Outer Banks prepares for uncertain 2025 tourism season: 'People are concerned'

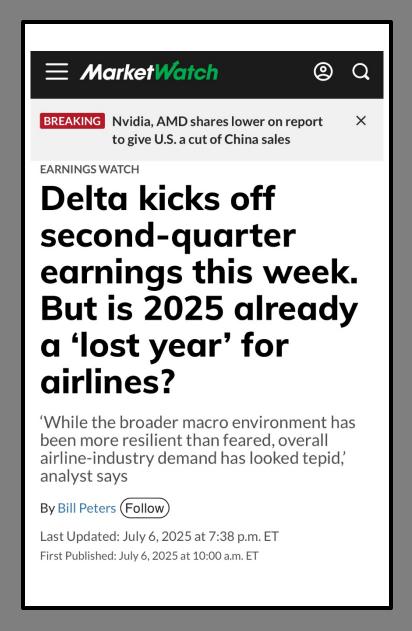


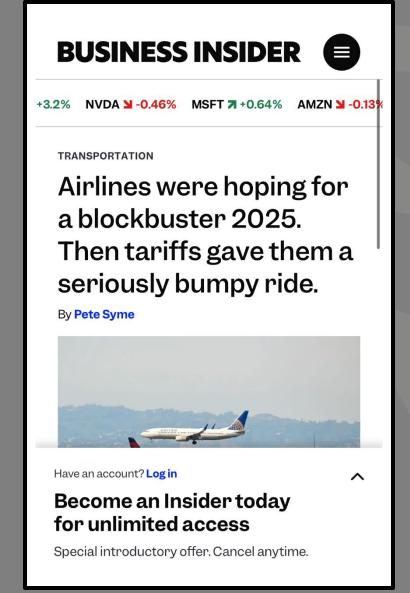


By: Will Thomas

Posted 7:54 AM, May 13, 2025













My News Q







By Doyinsola Oladipo and Aishwarya Jain

June 3, 2025 8:26 AM EDT · Updated June 3, 2025





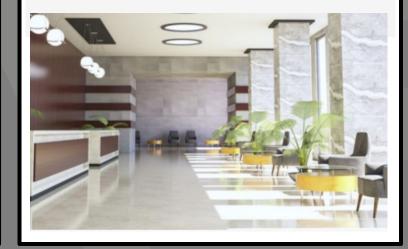








Luxury Hotels Thrive While Budget Accommodations Struggle in U.S. **Market**





Current Landscape Summary: 5 Takeaways

- 1. Projected loss of \$8.5B—\$18B in traveler spending nationwide.
- 2. Marriott trims U.S. & Canada revenue forecast to 1.5%–2.5% growth (down from 3%–3.5%), citing soft travel demand.
- 3. Cost pressures mounting higher prices for food, lodging, and attractions creating affordability concerns for domestic travelers.
- 4. Luxury segment (+4.1%) outperforming, but midscale/budget hotels down ~1.5% YoY.
- 5. Resilience in drive-market leisure weekend getaways and regional road trips partially offsetting air travel softness.

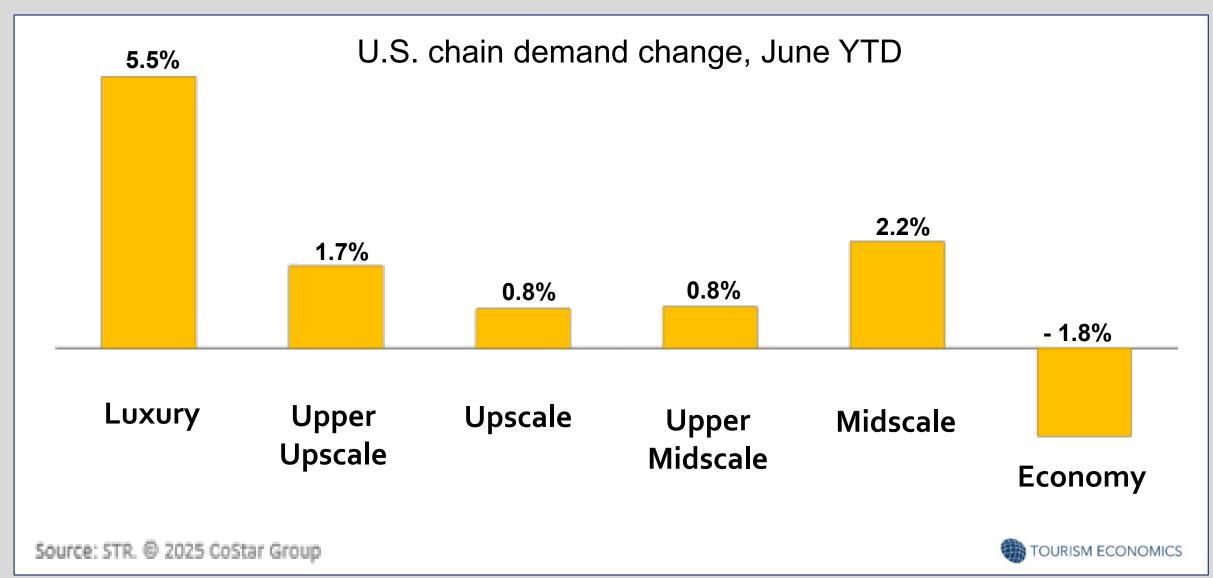


Industry Update: Revised Forecast



US Hotel Demand Remains Bifurcated

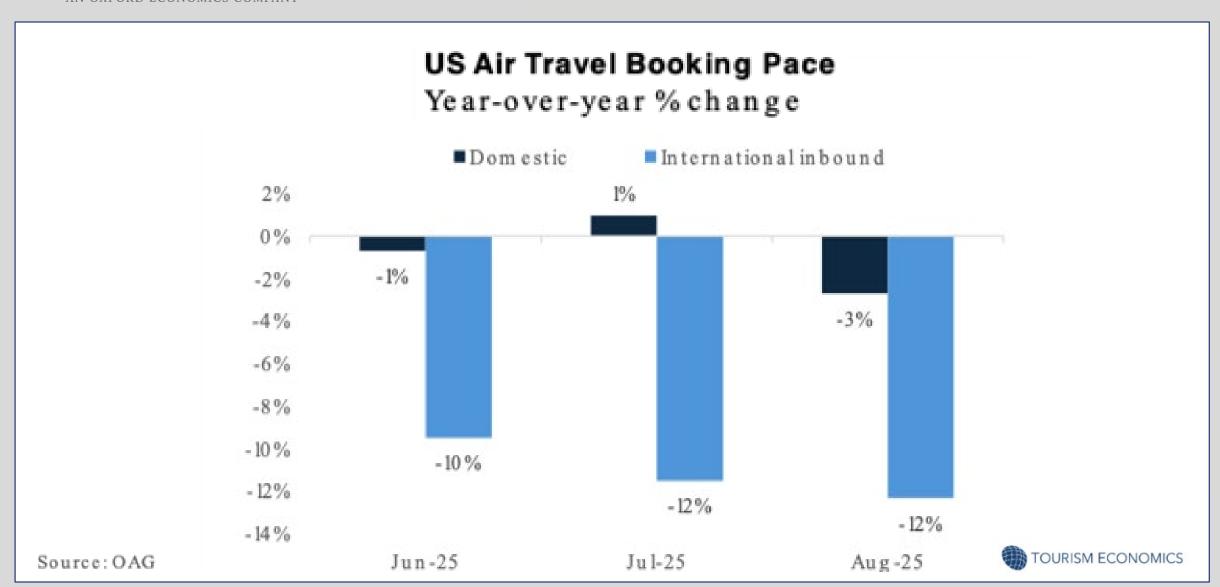






Forward bookings point toward declines in 2H









US Hotel Sector Forecast Downgrade: Late 2025 - 2026

- Occupancy and broader operational impacts:
 - 2025 occupancy expected to linger near 62.8%, down from earlier projections (~63.1%)
 - Gross Operating Profit per Available Room (GOPPAR) lowered by \$3 for 2025; profit margins further reduced (down 0.3 ppts in 2025, 2.3 ppts in 2026), reflecting rising costs in food & beverage and other departments
- Underlying contributors to the softened outlook:
 - Q1 and Q2 underperformance and persistent macroeconomic uncertainty
 - Consumer confidence low—especially in midscale and economy tiers
 - Leisure demand fragmented; business and group travel remain key drivers
 - Shortened booking windows heighten operational volatility



Historic Triangle: Performance Update
Rolling 28-Day Period: July 13-August 9



July 13 - August 09, 2025						Occu	pancy				
Rolling-28 Day Period							WD			WE	Total
Kolling-28 Day Feriou		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		58.3%	67.3%	71.3%	71.3%	69.9%	67.6%	75.4%	77.3%	76.4%	70.1%
	% Change Vs. 2024	-1.8%	-1.3%	-1.2%	-1.5%	-1.1%	-1.4%	-0.5%	-0.7%	-0.6%	-1.2%
Virginia		57.4%	68.8%	72.8%	72.8%	70.7%	68.5%	76.3%	76.8%	76.5%	70.8%
	% Change Vs. 2024	0.1%	-0.1%	0.1%	1.4%	3.5%	1.0%	2.6%	1.5%	2.0%	1.3%
Washington, DC		57.4%	69.2%	74.4%	72.3%	67.8%	68.2%	71.6%	73.9%	72.8%	69.5%
	% Change Vs. 2024	-7.2%	-7.6%	-7.8%	-7.2%	-4.5%	-6.9%	-3.5%	-4.1%	-3.8%	-6.0%
	Arlington, VA	61.0%	74.0%	76.4%	75.2%	72.3%	71.8%	75.3%	73.8%	74.6%	72.6%
	% Change Vs. 2024	-10.4%	-13.6%	-16.9%	-17.0%	-10.6%	-14.0%	-7.8%	-7.7%	-7.8%	-12.2%
	Alexandria, VA	51.5%	60.7%	67.5%	66.6%	61.8%	61.6%	66.5%	69.3%	67.9%	63.4%
	% Change Vs. 2024	-8.8%	-10.7%	-10.1%	-10.3%	-7.4%	-9.5%	-3.0%	-2.1%	-2.6%	-7.5%
Nor	folk/Portsmouth, VA	65.9%	74.7%	78.5%	80.0%	78.7%	75.6%	84.2%	86.4%	85.3%	78.4%
	% Change Vs. 2024	-4.8%	-1.8%	0.6%	2.0%	3.0%	-0.1%	0.9%	1.2%	1.1%	0.3%
	Virginia Beach, VA		77.0%	80.4%	79.7%	81.0%	77.8%	90.7%	93.6%	92.2%	81.9%
	% Change Vs. 2024	0.9%	0.0%	1.0%	4.0%	4.5%	2.1%	4.3%	2.5%	3.4%	2.5%
		F7 70/	20.00/	00.00/	20.40/	00.00/		04.00/	0.4.50/		
	Williamsburg, VA	57.7%	62.0%	62.0%	63.4%	66.0%	62.2%	81.3%	84.5%	82.9%	68.1%
	% Change Vs. 2024		0.2%	0.9%	8.0%	6.4%	3.1%	4.1%	3.9%	4.0%	3.4%
Richmond - Petersburg, \		55.1%	69.6%	75.6%	75.5%	70.6%	69.3%	75.4%	75.8%	75.6%	71.1%
	% Change Vs. 2024	6.8%	8.4%	9.5%	11.2%	10.7%	9.4%	7.5%	3.3%	5.3%	8.2%

July 13 - August 09, 202	25					Occu	pancy				
Rolling-28 Day Period	20						WD			WE	Total
Noming-20 Day 1 eriou		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		58.3%	67.3%	71.3%	71.3%	69.9%	67.6%	75.4%	77.3%	76.4%	70.1%
	% Change Vs. 2024	-1.8%	-1.3%	-1.2%	-1.5%	-1.1%	-1.4%	-0.5%	-0.7%	-0.6%	-1.2%
Virginia		57.4%	68.8%	72.8%	72.8%	70.7%	68.5%	76.3%	76.8%	76.5%	70.8%
	% Change Vs. 2024		-0.1%	0.1%	1.4%	3.5%	1.0%	2.6%	1.5%	2.0%	1.3%
Washington, DC		57.4%	69.2%	74.4%	72.3%	67.8%	68.2%	71.6%	73.9%	72.8%	69.5%
	% Change Vs. 2024	-7.2%	-7.6%	-7.8%	-7.2%	-4.5%	-6.9%	-3.5%	-4.1%	-3.8%	-6.0%
		24.00/	74.00/	70.40/	75.00/	70.00/		75.00/	70.00/		
	Arlington, VA		74.0%	76.4%	75.2%	72.3%	71.8%	75.3%	73.8%	74.6%	72.6%
	% Change Vs. 2024	-10.4%	-13.6%	-16.9%	-17.0%	-10.6%	-14.0%	-7.8%	-7.7%	-7.8%	-12.2%
+	Alexandria, VA	51.5%	60.7%	67.5%	66.6%	61.8%	61.6%	66.5%	69.3%	67.9%	63.4%
	% Change Vs. 2024		-10.7%	-10.1%	-10.3%	-7.4%	-9.5%	-3.0%	-2.1%	-2.6%	-7.5%
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+	Virginia Beach, VA	71.0%	77.0%	80.4%	79.7%	81.0%	77.8%	90.7%	93.6%	92.2%	81.9%
	% Change Vs. 2024	0.9%	0.0%	1.0%	4.0%	4.5%	2.1%	4.3%	2.5%	3.4%	2.5%
	Marie NA	F7 70/	00.00/	00.00/	00.40/	00.00/	00.00/	04.00/	04.50/	00.007	60.40/
	Williamsburg, VA		62.0%	62.0%	63.4%	66.0%	62.2%	81.3%	84.5%	82.9%	68.1%
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Richmond - Petersburg		55.1%	69.6%	75.6%	75.5%	70.6%	69.3%	75.4%	75.8%	75.6%	71.1%
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% Change Vs. 202	4 -1.8%	-1.3%	-1.2%	-1.5%	-1.1%	-1.4%	-0.5%	-0.7%	-0.6%	-1.2%
Virginia	57.4%	68.8%	72.8%	72.8%	70.7%	68.5%	76.3%	76.8%	76.5%	70.8%
% Change Vs. 202	4 0.1%	-0.1%	0.1%	1.4%	3.5%	1.0%	2.6%	1.5%	2.0%	1.3%
Washington, DC	57.4%	69.2%	74.4%	72.3%	67.8%	68.2%	71.6%	73.9%	72.8%	69.5%
% Change Vs. 202	4 -7.2%	-7.6%	-7.8%	-7.2%	-4.5%	-6.9%	-3.5%	-4.1%	-3.8%	-6.0%
Arlington, V	A 61.0%	74.0%	76.4%	75.2%	72.3%	71.8%	75.3%	73.8%	74.6%	72.6%
% Change Vs. 202	4 -10.4%	-13.6%	-16.9%	-17.0%	-10.6%	-14.0%	-7.8%	-7.7%	-7.8%	-12.2%
Alexandria, V	A 51.5%	60.7%	67.5%	66.6%	61.8%	61.6%	66.5%	69.3%	67.9%	63.4%
% Change Vs. 202	4 -8.8%	-10.7%	-10.1%	-10.3%	-7.4%	-9.5%	-3.0%	-2.1%	-2.6%	-7.5%
Norfolk/Portsmouth, V	A 65.9%	74.7%	78.5%	80.0%	78.7%	75.6%	84.2%	86.4%	85.3%	78.4%
% Change Vs. 202	4 -4.8%	-1.8%	0.6%	2.0%	3.0%	-0.1%	0.9%	1.2%	1.1%	0.3%
Virginia Beach, V		77.0%	80.4%	79.7%	81.0%	77.8%	90.7%	93.6%	92.2%	81.9%
% Change Vs. 202	4 0.9%	0.0%	1.0%	4.0%	4.5%	2.1%	4.3%	2.5%	3.4%	2.5%
[]			:							
Williamsburg, V		62.0%	62.0%	63.4%	66.0%	62.2%	81.3%	84.5%	82.9%	68.1%
% Change Vs. 202		0.2%	0.9%	8.0%	6.4%	3.1%	4.1%	3.9%	4.0%	3.4%
Richmond - Petersburg, VA	55.1%	69.6%	75.6%	75.5%	70.6%	69.3%	75.4%	75.8%	75.6%	71.1%
% Change Vs. 202	4 6.8%	8.4%	9.5%	11.2%	10.7%	9.4%	7.5%	3.3%	5.3%	8.2%

July 13 August 00, 2025					Occu	pancy				
July 13 - August 09, 2025 Rolling-28 Day Period						WD			WE	Total
Rolling-28 Day Feriod	SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States	58.3%	67.3%	71.3%	71.3%	69.9%	67.6%	75.4%	77.3%	76.4%	70.1%
% Chang	ge Vs. 2024 -1.8%	-1.3%	-1.2%	-1.5%	-1.1%	-1.4%	-0.5%	-0.7%	-0.6%	-1.2%
Virginia	57.4%	68.8%	72.8%	72.8%	70.7%	68.5%	76.3%	76.8%	76.5%	70.8%
% Chang	ge Vs. 2024 0.1%	-0.1%	0.1%	1.4%	3.5%	1.0%	2.6%	1.5%	2.0%	1.3%
Washington, DC	57.4%	69.2%	74.4%	72.3%	67.8%	68.2%	71.6%	73.9%	72.8%	69.5%
% Chang	ge Vs. 2024 -7.2%	-7.6%	-7.8%	-7.2%	-4.5%	-6.9%	-3.5%	-4.1%	-3.8%	-6.0%
Ari	lington, VA 61.0%	74.0%	76.4%	75.2%	72.3%	71.8%	75.3%	73.8%	74.6%	72.6%
% Chang	ge Vs. 2024 -10.49	6 -13.6%	-16.9%	-17.0%	-10.6%	-14.0%	-7.8%	-7.7%	-7.8%	-12.2%
	kandria, VA 51.5%	60.7%	67.5%	66.6%	61.8%	61.6%	66.5%	69.3%	67.9%	63.4%
% Chang	ge Vs. 2024 -8.8%	-10.7%	-10.1%	-10.3%	-7.4%	-9.5%	-3.0%	-2.1%	-2.6%	-7.5%
Norfolk/Ports	,		78.5%	80.0%	78.7%	75.6%	84.2%	86.4%	85.3%	78.4%
% Chang	ge Vs. 2024 -4.8%	-1.8%	0.6%	2.0%	3.0%	-0.1%	0.9%	1.2%	1.1%	0.3%
T -	Beach, VA 71.0%		80.4%	79.7%	81.0%	77.8%	90.7%	93.6%	92.2%	81.9%
% Chang	ge Vs. 2024 0.9%	0.0%	1.0%	4.0%	4.5%	2.1%	4.3%	2.5%	3.4%	2.5%
1200	VA 57.70	00.00/	00.00/	00.40/	00.007	60.00/	04.00/	04.50	00.00/	60.40/
I 4	nsburg, VA 57.7%		62.0%	63.4%	66.0%	62.2%	81.3%	84.5%	82.9%	68.1%
1	ge Vs. 2024 0.2%	0.2%	0.9%	8.0%	6.4%	3.1%	4.1%	3.9%	4.0%	3.4%
Richmond - Petersburg, VA	55.1%		75.6%	75.5%	70.6%	69.3%	75.4%	75.8%	75.6%	71.1%
% Chang	ge Vs. 2024 6.8%	8.4%	9.5%	11.2%	10.7%	9.4%	7.5%	3.3%	5.3%	8.2%

July 13 - August 09, 2025						Αľ)R				
Rolling-28 Day Period							WD			WE	Total
Moning-20 Day 1 eriod		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		\$150.01	\$155.00	\$160.37	\$159.25	\$156.82	\$156.54	\$175.48	\$178.41	\$176.97	\$162.90
	% Change Vs. 2024	-0.8%	-0.3%	0.4%	-0.2%	-1.1%	-0.4%	0.1%	0.2%	0.1%	-0.2%
Virginia								\$147.75		\$148.51	
	% Change Vs. 2024	-0.5%	-0.5%	-0.2%	-0.1%	0.2%	-0.2%	1.1%	1.0%	1.1%	0.2%
Washington, DC		\$147.70	\$164.43	\$173.09	\$166.78	\$153.39	\$161.81	\$149.03	\$150.37	\$149.71	\$158.19
	% Change Vs. 2024	-2.9%	-3.3%	-4.1%	-4.3%	-4.6%	-3.9%	-2.7%	-2.9%	-2.8%	-3.7%
	Arlington, VA	\$150.75	\$176.35	\$180.40	\$175.01	\$156.44	\$168.57	\$135.35	\$132.63	\$134.00	\$158.42
	% Change Vs. 2024	-1.3%	-0.9%	-3.0%	-4.1%	-5.3%	-3.2%	-4.8%	-5.0%	-4.9%	-3.9%
	Alexandria, VA		\$136.02	\$144.21	\$141.14	\$132.96	\$136.10	\$126.66	\$125.16	\$125.89	\$132.98
	% Change Vs. 2024	-6.7%	-5.8%	-5.3%	-6.1%	-3.9%	-5.6%	-5.1%	-6.5%	-5.9%	-5.8%
Nor	rfolk/Portsmouth, VA	-									
	% Change Vs. 2024	-2.3%	-0.8%	-0.5%	-2.3%	-3.3%	-1.8%	1.9%	2.1%	2.0%	-0.4%
	Virginia Beach, VA		-	-	-	-	-	-	-	_	-
	% Change Vs. 2024	0.5%	-0.8%	2.4%	3.1%	2.1%	1.5%	3.8%	4.0%	3.9%	2.5%
	14000	6404.40	MADA 60	#400.40	A405.40	# 400.04	0404.60	0470.40	#400.43	0.470.00	0450 55
	Williamsburg, VA										
Bishmand Batansham	% Change Vs. 2024	•	-0.3%	0.3%	0.5%	0.7%	0.2%	1.4%	3.1%	2.3%	1.1%
Richmond - Petersburg,		\$102.05		\$117.90	\$116.69	\$109.66			•	\$117.49	\$113.70
	% Change Vs. 2024	1.6%	1.9%	4.5%	4.5%	2.1%	3.1%	-1.9%	-3.4%	-2.7%	1.1%

July 13 - August 09, 2025						Αľ)R		_		
Rolling-28 Day Period							WD			WE	Total
Rolling-20 Day I eriod		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		\$150.01	\$155.00	\$160.37	\$159.25	\$156.82	\$156.54	\$175.48	\$178.41	\$176.97	\$162.90
	% Change Vs. 2024	-0.8%	-0.3%	0.4%	-0.2%	-1.1%	-0.4%	0.1%	0.2%	0.1%	-0.2%
Virginia										\$148.51	
	% Change Vs. 2024	-0.5%	-0.5%	-0.2%	-0.1%	0.2%	-0.2%	1.1%	1.0%	1.1%	0.2%
Washington, DC		\$147.70	\$164.43	\$173.09	\$166.78	\$153.39	\$161.81	\$149.03	\$150.37	\$149.71	\$158.19
	% Change Vs. 2024	-2.9%	-3.3%	-4.1%	-4.3%	-4.6%	-3.9%	-2.7%	-2.9%	-2.8%	-3.7%
	Arlington, VA	\$150.75	\$176.35	\$180.40	\$175.01	\$156.44	\$168.57	\$135.35	\$132.63	\$134.00	\$158.42
	% Change Vs. 2024	-1.3%	-0.9%	-3.0%	-4.1%	-5.3%	-3.2%	-4.8%	-5.0%	-4.9%	-3.9%
	Alexandria, VA									\$125.89	
	% Change Vs. 2024	-6.7%	-5.8%	-5.3%	-6.1%	-3.9%	-5.6%	-5.1%	-6.5%	-5.9%	-5.8%
Nor	folk/Portsmouth, VA	-									
	% Change Vs. 2024	-2.3%	-0.8%	-0.5%	-2.3%	-3.3%	-1.8%	1.9%	2.1%	2.0%	-0.4%
		****	4005.00	****	****	****		4075 40	4000 05		
	Virginia Beach, VA		-	-	-	-	-	-	-	_	
	% Change Vs. 2024	0.5%	-0.8%	2.4%	3.1%	2.1%	1.5%	3.8%	4.0%	3.9%	2.5%
	Milliamahung MA	¢424.40	¢424.02	¢426.46	¢42E 42	¢426.04	¢424.00	¢476.46	¢402.4	6470.00	¢450.55
	Williamsburg, VA										\$150.55
Dishmond Batarshurg	% Change Vs. 2024	•	-0.3%	0.3%	0.5%	0.7%	0.2%	1.4%	3.1%	2.3%	1.1%
Richmond - Petersburg,		\$102.05		\$117.90	\$116.69	\$109.66				\$117.49 -2.7%	\$113.70
	% Change Vs. 2024	1.6%	1.9%	4.5%	4.5%	2.1%	3.1%	-1.9%	-3.4%	-2.1%	1.1%

July 13 - August 09, 2025						Αľ)R		_		
Rolling-28 Day Period							WD			WE	Total
Rolling-20 Day 1 eriod		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		\$150.01	\$155.00	\$160.37	\$159.25	\$156.82	\$156.54	\$175.48	\$178.41	\$176.97	\$162.90
	% Change Vs. 2024	-0.8%	-0.3%	0.4%	-0.2%	-1.1%	-0.4%	0.1%	0.2%	0.1%	-0.2%
Virginia										\$148.51	
	% Change Vs. 2024	-0.5%	-0.5%	-0.2%	-0.1%	0.2%	-0.2%	1.1%	1.0%	1.1%	0.2%
Washington, DC		\$147.70	\$164.43	\$173.09	\$166.78	\$153.39	\$161.81	\$149.03	\$150.37	\$149.71	\$158.19
	% Change Vs. 2024	-2.9%	-3.3%	-4.1%	-4.3%	-4.6%	-3.9%	-2.7%	-2.9%	-2.8%	-3.7%
	Arlington, VA	\$150.75	\$176.35	\$180.40	\$175.01	\$156.44	\$168.57	\$135.35	\$132.63	\$134.00	\$158.42
	% Change Vs. 2024	-1.3%	-0.9%	-3.0%	-4.1%	-5.3%	-3.2%	-4.8%	-5.0%	-4.9%	-3.9%
	Alexandria, VA		\$136.02	\$144.21	\$141.14	\$132.96	\$136.10	\$126.66	\$125.16	\$125.89	\$132.98
	% Change Vs. 2024	-6.7%	-5.8%	-5.3%	-6.1%	-3.9%	-5.6%	-5.1%	-6.5%	-5.9%	-5.8%
Nor	rfolk/Portsmouth, VA	-									
	% Change Vs. 2024	-2.3%	-0.8%	-0.5%	-2.3%	-3.3%	-1.8%	1.9%	2.1%	2.0%	-0.4%
	Virginia Beach, VA		-	-	-	-	_	-	-	-	
	% Change Vs. 2024	0.5%	-0.8%	2.4%	3.1%	2.1%	1.5%	3.8%	4.0%	3.9%	2.5%
	Marie	0404.40	#404.00	#400.40	#405.40	#400.0	£424.00	¢470.40	6400.4	6470.00	£450.55
	Williamsburg, VA		-	-	-	_		\$176.46			\$150.55
Dishmand Datambum	% Change Vs. 2024	•	-0.3%	0.3%	0.5%	0.7%	0.2%	1.4%	3.1%	2.3%	1.1%
Richmond - Petersburg,		\$102.05		\$117.90	\$116.69	\$109.66	\$112.04	-		\$117.49	\$113.70
	% Change Vs. 2024	1.6%	1.9%	4.5%	4.5%	2.1%	3.1%	-1.9%	-3.4%	-2.7%	1.1%

July 43 August 00 2025			-	_		Rev	PAR				
July 13 - August 09, 2025 Rolling-28 Day Period							WD			WE	Total
Rolling-28 Day Period		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		\$87.47	\$104.37	\$114.42	\$113.51	\$109.67	\$105.89	\$132.28	\$137.97	\$135.13	\$114.24
	% Change Vs. 2024	-2.6%	-1.6%	-0.9%	-1.7%	-2.2%	-1.8%	-0.4%	-0.6%	-0.5%	-1.3%
Virginia		\$71.38	\$91.30	\$100.39	\$99.11	\$92.96	\$91.03		\$114.58	\$113.63	
	% Change Vs. 2024	-0.4%	-0.6%	-0.1%	1.2%	3.6%	0.8%	3.8%	2.5%	3.1%	1.6%
Washington, DC		\$84.73	\$113.78	\$128.75	\$120.60	\$103.96	\$110.36	\$106.68	\$111.19	\$108.94	\$109.96
	% Change Vs. 2024	-9.9%	-10.6%	-11.6%	-11.2%	-8.9%	-10.5%	-6.1%	-6.9%	-6.5%	-9.4%
	Arlington, VA	\$91.99	\$130.52	\$137.80	\$131.60	\$113.17	\$121.02	\$101.96	\$97.92	\$99.94	\$114.99
	% Change Vs. 2024	-11.5%	-14.4%	-19.4%	-20.5%	-15.3%	-16.7%	-12.2%	-12.3%	-12.3%	-15.6%
	Alexandria, VA	\$63.19	\$82.55	\$97.32	\$93.94	\$82.21	\$83.84	\$84.19	\$86.76	\$85.48	\$84.31
	% Change Vs. 2024	-14.9%	-15.8%	-14.9%	-15.8%	-11.1%	-14.6%	-8.0%	-8.5%	-8.3%	-12.8%
Norfe	olk/Portsmouth, VA		\$95.09	•	-	\$100.32	-		\$140.00		
	% Change Vs. 2024	-7.0%	-2.6%	0.1%	-0.3%	-0.5%	-1.9%	2.9%	3.3%	3.1%	-0.1%
	Virginia Beach, VA		-		-	-	-	-	•	-	-
	% Change Vs. 2024	1.4%	-0.8%	3.5%	7.2%	6.7%	3.7%	8.2%	6.6%	7.4%	5.1%
	14000	A75.75	400.04	40407	405.00	400.40	***	* 440.50	4.54.74	****	****
	Williamsburg, VA	-	\$83.64	\$84.37	\$85.66	\$90.43	\$83.97		\$154.74	•	
Bishmand Batambana V	% Change Vs. 2024		-0.1%	1.1%	8.6%	7.2%	3.3%	5.6%	7.1%	6.3%	4.6%
Richmond - Petersburg, V		\$56.22	\$77.18	\$89.19	\$88.04	\$77.45	\$77.62	\$88.32	\$89.41	\$88.87	\$80.83
	% Change Vs. 2024	8.4%	10.4%	14.5%	16.2%	13.1%	12.8%	5.5%	-0.2%	2.5%	9.4%

July 13 August 00, 2025				_		Rev	PAR				7.12
July 13 - August 09, 2025 Rolling-28 Day Period							WD			WE	Total
Rolling-28 Day Feriod		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		\$87.47	\$104.37	\$114.42	\$113.51	\$109.67	\$105.89	\$132.28	\$137.97	\$135.13	\$114.24
	% Change Vs. 2024	-2.6%	-1.6%	-0.9%	-1.7%	-2.2%	-1.8%	-0.4%	-0.6%	-0.5%	-1.3%
Virginia		\$71.38	\$91.30	\$100.39	\$99.11	\$92.96	\$91.03	•	\$114.58		
	% Change Vs. 2024	-0.4%	-0.6%	-0.1%	1.2%	3.6%	0.8%	3.8%	2.5%	3.1%	1.6%
Washington, DC		\$84.73	\$113.78	\$128.75	\$120.60	\$103.96	\$110.36	\$106.68	\$111.19	\$108.94	\$109.96
	% Change Vs. 2024	-9.9%	-10.6%	-11.6%	-11.2%	-8.9%	-10.5%	-6.1%	-6.9%	-6.5%	-9.4%
	Arlington, VA	\$91.99	\$130.52	\$137.80	\$131.60	\$113.17	\$121.02	\$101.96	\$97.92	\$99.94	\$114.99
	% Change Vs. 2024	-11.5%	-14.4%	-19.4%	-20.5%	-15.3%	-16.7%	-12.2%	-12.3%	-12.3%	-15.6%
	Alexandria, VA		\$82.55	\$97.32	\$93.94	\$82.21	\$83.84	\$84.19	\$86.76	\$85.48	\$84.31
	% Change Vs. 2024	-14.9%	-15.8%	-14.9%	-15.8%	-11.1%	-14.6%	-8.0%	-8.5%	-8.3%	-12.8%
Noi	rfolk/Portsmouth, VA		\$95.09	•	•	\$100.32			\$140.00	•	-
	% Change Vs. 2024	-7.0%	-2.6%	0.1%	-0.3%	-0.5%	-1.9%	2.9%	3.3%	3.1%	-0.1%
											
	Virginia Beach, VA		•		-	-	-	-	-	-	-
	% Change Vs. 2024	1.4%	-0.8%	3.5%	7.2%	6.7%	3.7%	8.2%	6.6%	7.4%	5.1%
	Milliamahung MA	Φ7 Γ 7Γ	# 00 04	404.07	ቀ ወር <u>ዕ</u> ር	# 00 40	A02.07	#440.50	MATA 74	644040	£400 F0
	Williamsburg, VA		\$83.64	\$84.37	\$85.66	\$90.43	\$83.97	•	\$154.74		
Bishmand Batarshure	% Change Vs. 2024		-0.1%	1.1%	8.6%	7.2%	3.3%	5.6%	7.1%	6.3%	4.6%
Richmond - Petersburg,		\$56.22	\$77.18	\$89.19	\$88.04	\$77.45	\$77.62	\$88.32	\$89.41	\$88.87	\$80.83
	% Change Vs. 2024	8.4%	10.4%	14.5%	16.2%	13.1%	12.8%	5.5%	-0.2%	2.5%	9.4%

July 13 August 00 2025		RevPAR									
July 13 - August 09, 2025 Rolling-28 Day Period	')						WD			WE	Total
Trolling-28 Day I eriod		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week
United States		\$87.47	\$104.37	\$114.42	\$113.51	\$109.67	\$105.89	\$132.28	\$137.97	\$135.13	\$114.24
	% Change Vs. 2024	-2.6%	-1.6%	-0.9%	-1.7%	-2.2%	-1.8%	-0.4%	-0.6%	-0.5%	-1.3%
Virginia		\$71.38	\$91.30	\$100.39	\$99.11	\$92.96	\$91.03	•		\$113.63	
	% Change Vs. 2024	-0.4%	-0.6%	-0.1%	1.2%	3.6%	0.8%	3.8%	2.5%	3.1%	1.6%
Washington, DC		\$84.73	\$113.78	\$128.75	\$120.60	\$103.96	\$110.36	\$106.68	\$111.19	\$108.94	\$109.96
	% Change Vs. 2024	-9.9%	-10.6%	-11.6%	-11.2%	-8.9%	-10.5%	-6.1%	-6.9%	-6.5%	-9.4%
	Arlington, VA	\$91.99	\$130.52	\$137.80	\$131.60	\$113.17	\$121.02	\$101.96	\$97.92	\$99.94	\$114.99
	% Change Vs. 2024	-11.5%	-14.4%	-19.4%	-20.5%	-15.3%	-16.7%	-12.2%	-12.3%	-12.3%	-15.6%
	Alexandria, VA		\$82.55	\$97.32	\$93.94	\$82.21	\$83.84	\$84.19	\$86.76	\$85.48	\$84.31
	% Change Vs. 2024	-14.9%	-15.8%	-14.9%	-15.8%	-11.1%	-14.6%	-8.0%	-8.5%	-8.3%	-12.8%
Norfolk/Portsmouth, VA			\$95.09	•	•	\$100.32				\$136.62	-
	% Change Vs. 2024	-7.0%	-2.6%	0.1%	-0.3%	-0.5%	-1.9%	2.9%	3.3%	3.1%	-0.1%
			* 450.55	4.70.00	* 400.40	* 475.45	****	4040.00	4005 77		
	Virginia Beach, VA		•		-	-	-	-		-	-
	% Change Vs. 2024	1.4%	-0.8%	3.5%	7.2%	6.7%	3.7%	8.2%	6.6%	7.4%	5.1%
	Williamshura VA	Ф7 Е 7Е	¢02.64	¢04.27	¢oe ee	¢00.42	¢02.07	¢142 E0	¢154.7	¢440.40	¢400 F0
	Williamsburg, VA % Change Vs. 2024		\$83.64	\$84.37	\$85.66	\$90.43	\$83.97		\$154.74	-	\$102.58
Richmond - Petersburg,		-0.2% \$56.22	-0.1% \$77.18	1.1% \$89.19	8.6% \$88.04	7.2% \$77.45	3.3% \$77.62	5.6% \$88.32	7.1% \$89.41	6.3%	4.6% \$80.83
% Change Vs. 2024			10.4%	14.5%	16.2%	13.1%	12.8%	5.5%	-0.2%	\$88.87 2.5%	
	70 Change vs. 2024	0.4%	10.4%	14.5%	10.2%	13.1%	12.0%	5.5%	-0.2%	2.5%	9.4%

July 13 August 00 2025			RevPAR									
July 13 - August 09, 2025 Rolling-28 Day Period	')						WD			WE	Total	
Rolling-28 Day Feriou		SUN	MON	TUE	WED	THU	Total	FRI	SAT	Total	Week	
United States		\$87.47	\$104.37	\$114.42	\$113.51	\$109.67	\$105.89	\$132.28	\$137.97	\$135.13	\$114.24	
	% Change Vs. 2024	-2.6%	-1.6%	-0.9%	-1.7%	-2.2%	-1.8%	-0.4%	-0.6%	-0.5%	-1.3%	
Virginia		\$71.38	\$91.30	\$100.39	\$99.11	\$92.96	\$91.03			\$113.63		
	% Change Vs. 2024	-0.4%	-0.6%	-0.1%	1.2%	3.6%	0.8%	3.8%	2.5%	3.1%	1.6%	
Washington, DC		\$84.73	\$113.78	\$128.75	\$120.60	\$103.96	\$110.36	\$106.68	\$111.19	\$108.94	\$109.96	
	% Change Vs. 2024	-9.9%	-10.6%	-11.6%	-11.2%	-8.9%	-10.5%	-6.1%	-6.9%	-6.5%	-9.4%	
	Arlington, VA	\$91.99	\$130.52	\$137.80	\$131.60	\$113.17	\$121.02	\$101.96	\$97.92	\$99.94	\$114.99	
	% Change Vs. 2024	-11.5%	-14.4%	-19.4%	-20.5%	-15.3%	-16.7%	-12.2%	-12.3%	-12.3%	-15.6%	
	Alexandria, VA	\$63.19	\$82.55	\$97.32	\$93.94	\$82.21	\$83.84	\$84.19	\$86.76	\$85.48	\$84.31	
	% Change Vs. 2024	-14.9%	-15.8%	-14.9%	-15.8%	-11.1%	-14.6%	-8.0%	-8.5%	-8.3%	-12.8%	
Norfolk/Portsmouth, VA			\$95.09	•	\$106.23	•	•			\$136.62	-	
	% Change Vs. 2024	-7.0%	-2.6%	0.1%	-0.3%	-0.5%	-1.9%	2.9%	3.3%	3.1%	-0.1%	
						.						
	Virginia Beach, VA	-	•		-	-	•	-		-	-	
	% Change Vs. 2024	1.4%	-0.8%	3.5%	7.2%	6.7%	3.7%	8.2%	6.6%	7.4%	5.1%	
	Millians above 174	Φ7Ε 7 Ε	#00.04	#04.07	ቀ ባር ዕዕ	000 40	¢02.07	64.40.50	04547	6440.40	6400.50	
	Williamsburg, VA		\$83.64	\$84.37	\$85.66	\$90.43		\$143.50		-	\$102.58	
Bishmand Batarshura	% Change Vs. 2024	•	-0.1%	1.1%	8.6%	7.2%	3.3%	5.6%	7.1%	6.3%	4.6%	
Richmond - Petersburg, VA		\$56.22	\$77.18	\$89.19	\$88.04	\$77.45	\$77.62	\$88.32	\$89.41	\$88.87	\$80.83	
	% Change Vs. 2024	8.4%	10.4%	14.5%	16.2%	13.1%	12.8%	5.5%	-0.2%	2.5%	9.4%	



Historic Triangle: FY2025 Performance

Hotel Rooms Sold vs. Transient Tax Collected



Historic Triangle: Mid-Week Hotel Package

d (Roon	ns Sold)											
Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
137,057	139,042	99,038	116,957	103,465	103,614	64,766	66,338	104,688	115,333	115,321	128,525	1,294,144
												'
Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
144,816	128,770	99,829	114,960	91,715	99,877	63,281	72,655	111,025	112,214	116,127	136,879	1,292,148
-5.4%	8.0%	-0.8%	1.7%	12.8%	3.7%	2.3%	-8.7%	-5.7%	2.8%	-0.7%	-6.1%	0.2%
-5.4%	0.9%	0.5%	0.8%	2.7%	2.8%	2.8%	1.8%	0.9%	1.1%	0.9%	0.2%	
	Jul-24 137,057 Jul-23 144,816	137,057 139,042 Jul-23 Aug-23 144,816 128,770 -5.4% 8.0%	Jul-24 Aug-24 Sep-24 137,057 139,042 99,038 Jul-23 Aug-23 Sep-23 144,816 128,770 99,829 -5.4% 8.0% -0.8%	Jul-24 Aug-24 Sep-24 Oct-24 137,057 139,042 99,038 116,957 Jul-23 Aug-23 Sep-23 Oct-23 144,816 128,770 99,829 114,960 -5.4% 8.0% -0.8% 1.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 137,057 139,042 99,038 116,957 103,465 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 144,816 128,770 99,829 114,960 91,715 -5.4% 8.0% -0.8% 1.7% 12.8%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 137,057 139,042 99,038 116,957 103,465 103,614 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 144,816 128,770 99,829 114,960 91,715 99,877 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 115,333 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 112,214 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7% 2.8%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 115,333 115,321 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 112,214 116,127 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7% 2.8% -0.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 Jun-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 115,333 115,321 128,525 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24 Jun-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 112,214 116,127 136,879 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7% 2.8% -0.7% -6.1%

d (Roon	ns Sold)											
Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
137,057	139,042	99,038	116,957	103,465	103,614	64,766	66,338	104,688	115,333	115,321	128,525	1,294,144
												'
Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
144,816	128,770	99,829	114,960	91,715	99,877	63,281	72,655	111,025	112,214	116,127	136,879	1,292,148
-5.4%	8.0%	-0.8%	1.7%	12.8%	3.7%	2.3%	-8.7%	-5.7%	2.8%	-0.7%	-6.1%	0.2%
-5.4%	0.9%	0.5%	0.8%	2.7%	2.8%	2.8%	1.8%	0.9%	1.1%	0.9%	0.2%	
	Jul-24 137,057 Jul-23 144,816	137,057 139,042 Jul-23 Aug-23 144,816 128,770 -5.4% 8.0%	Jul-24 Aug-24 Sep-24 137,057 139,042 99,038 Jul-23 Aug-23 Sep-23 144,816 128,770 99,829 -5.4% 8.0% -0.8%	Jul-24 Aug-24 Sep-24 Oct-24 137,057 139,042 99,038 116,957 Jul-23 Aug-23 Sep-23 Oct-23 144,816 128,770 99,829 114,960 -5.4% 8.0% -0.8% 1.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 137,057 139,042 99,038 116,957 103,465 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 144,816 128,770 99,829 114,960 91,715 -5.4% 8.0% -0.8% 1.7% 12.8%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 137,057 139,042 99,038 116,957 103,465 103,614 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 144,816 128,770 99,829 114,960 91,715 99,877 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 115,333 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 112,214 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7% 2.8%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 115,333 115,321 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 112,214 116,127 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7% 2.8% -0.7%	Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 Jun-25 137,057 139,042 99,038 116,957 103,465 103,614 64,766 66,338 104,688 115,333 115,321 128,525 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24 Jun-24 144,816 128,770 99,829 114,960 91,715 99,877 63,281 72,655 111,025 112,214 116,127 136,879 -5.4% 8.0% -0.8% 1.7% 12.8% 3.7% 2.3% -8.7% -5.7% 2.8% -0.7% -6.1%

Hotel Deman	d (Roon	ns Sold)											
2025 Fiscal Year													
Month of Activity	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
Occupancy	137,057	139,042	99,038	116,957	103,465	103,614	64,766	66,338	104,688	115,333	115,321	128,525	1,294,144
2024 Fiscal Year													
Month of Activity	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
Occupancy	144,816	128,770	99,829	114,960	91,715	99,877	63,281	72,655	111,025	112,214	116,127	136,879	1,292,148
FY2025 Growth													
Month	-5.4%	8.0%	-0.8%	1.7%	12.8%	3.7%	2.3%	-8.7%	-5.7%	2.8%	-0.7%	-6.1%	0.2%
YTD	-5.4%	0.9%	0.5%	0.8%	2.7%	2.8%	2.8%	1.8%	0.9%	1.1%	0.9%	0.2%	
Transient Ta	x												
2025 Fiscal Year													
Month of Activity	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
Rec'd Tax & Month	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	
Tax Collected	209,421	141,374	162,772	142,039	131,343	114,765	102,184	75,221	130,969	146,401	137,588	205,214	1,699,288
2024 Fiscal Year													
Month of Activity	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
Rec'd Tax & Month	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	
Tax Collected	167,881	117,065	127,499	134,945	110,366	111,364	117,339	102,680	111,578	183,892	129,231	127,236	1,541,076
FY2025 Growth													
Month	24.7%	20.8%	27.7%	5.3%	19.0%	3.1%	-12.9%	-26.7%	17.4%	-20.4%	6.5%	61.3%	10.3%
YTD	24.7%	23.1%	24.5%	19.8%	19.6%	17.2%	13.2%	9.1%	9.9%	5.6%	5.7%	10.3%	



Sales: Q2 Tradeshows attended



- SportsETA Annual Symposium April 14–17, 2025
- Destinations International Sales & Service Summit April 9–10, 2025
- African American Travel Conference May 21–23, 2025
- VSAE Annual Conference (Virginia Society of Association Executives)
 May 4–6, 2025
- SGMP NEC (Society of Government Meeting Professionals National Education Conference)

 May 6–8, 2025

- IPW (U.S. Travel Association's International Pow Wow)
 June 14–18, 2025
- Military Reunion Network Summit June 20–23, 2025
- Pennsylvania Bus Association Annual Meeting
 June 16–19, 2025
- World Pickleball Convention June 27–29, 2025

















Sales: Secured Group Business Highlights

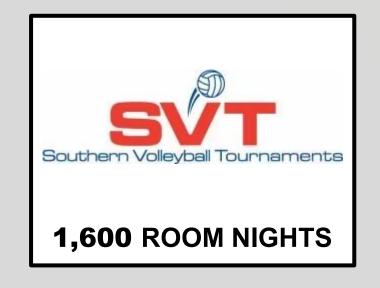














HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®







HISTORIC HOTELS of AMERICA National Trust for Historic Preservation

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580 ROOM NIGHTS



SPORTS IN WILLIAMSBURG, VA: PREMIER EVENTS, VENUES & **OUTDOOR ADVENTURES**





GREATER WILLIAMSBURG SPORTS AND **EVENT CENTER**



REQUEST FOR PROPOSAL

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PLANNING TOOLS

Whether you're planning a regional tournament for club lacrosse, a half marathon fundraiser, or anything in between Williamsburg is proud to host hundreds of different types of sporting events and tournaments every year.



FIELDS & FACILITIES

From national club lacrosse and soccer tournaments to semipro golf championships, and everything in between, Williamsburg is renowned for its exceptional selection of sports complexes, facilities, fields and golf courses, attracting sporting events of all types and sizes.



SPORTING EVENT SERVICES

Williamsburg is definitely a home run for sporting events of all types and sizes. Here, not only can you find an outstanding selection of sports facilities, venues and fields, but in between events, athletes and families alike will enjoy all of the activities



MEET MORGAN

top sports destination, connecting event organizers with local venues and services to ensure successful tournaments and

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Getting your group to Williamsburg is simple! Easily accessible via I-64, it's just 150 miles south of D.C. and conveniently located between Richmond and Virginia Beach. For those flying, three international airports are nearby, and ground transportation options like train, bus, and car service are readily available. Plus, Williamsburg is within a quick 2.5-hour drive from Washington, D.C. airports, making group









Three Day Toodie Tear contractly for a feed rifed adventure in

TESTIMONIALS

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EPSILON°

Epsilon Digital Advertising – July, 2025 – October, 2025

- Cross Device Display Advertising- US National Audience (block 50mile radius of Williamsburg, VA)
- Audience Targeting: Sports Enthusiasts AND Event Planners

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8/19/2025 50

Sports: Signed agreements



Event	Date(s)	Location	Room Nights
Triple Crown: Colonial Cup	April-25	McReynolds	500
Triple Crown: Colonial Cup	Apr-26	McReynolds	550
Triple Crown: Colonial Cup	Apr-27	McReynolds	600
Triple Crown: Virginia State	June-25	McReynolds, City of Williamsburg, James City County	600
Triple Crown: Virginia State	Jun-26	McReynolds, City of Williamsburg, James City County	650
Triple Crown: Virginia State	Jun-27	McReynolds, City of Williamsburg, James City County	700
Little League World Series - VA State Championship	Jul-25	McReynolds	500
Soccer Youth: All-American Series	Jun-25	Warhill Sports Complex	600
Football Youth: All American Flag Series	Jun-25	Warhill Sports Complex	600
DC Fastpitch: Mid Atlantic Championship	Jun-25	City of Williamsburg & York County	700
VISSA State Golf Tournament	May-25	Williamsburg National	150
USCAA National Golf Championships	Oct-26	City of Williamsburg or James City County	250
USCAA National Golf Championships	Oct-28	City of Williamsburg or James City County	250
Capital Lacrosse - Colonial Challenge	24-Nov	Warhill Sports Complex	500
Capital Lacrosse- Summer Celebration	25-Jun	Warhill Sports Complex	1500
ISCA Open Water Festival	1-Sep	Jamestown Beach and Event Center	500
USA Tournament Series	Aug-26	York County, James City County, City of Williamsburg	1500

Sports: Signed agreements



Paddle Tap Pickleball	Aug-25	Back Creek Park (York County)	500	
Hype Volleyball	Jan-27	GWSEC	1,000	
Southern Volleyball	Jan-27	GWSEC	1,250	
Southern Volleyball	Jan-28	GWSEC	1,250	
Flag Football Olympics	June-26	Warhill	2,200	
United Football	July-26	Warhill	1,500	
Phenom- 7 Events (2026-2027)	Dec-July 27	GWSEC	4,900	
Phenom- 7 Events (2027-2028)	Dec-July 28	GWSEC	4,900	
Phenom- 7 Events (2028-2029)	Dec- July 29	GWSEC	4,900	
Adidas Girls Circuit	May-27	GWSEC	7,500	
Adidas Girls Circuit	May-28	GWSEC	7,500	
NTBA	June-27	GWSEC	1,100	
NTBA	June-28	GWSEC	1,300	
We Build You Play	Jan-27	GWSEC	1,000	
Cheers: Flag Football	Nov-26	GWSEC	1,000	
Great Lakes Water Festival	Sept-26	Jamestown Beach and Marina	2,000	
Great Lakes Water Festival Sept-27		Jamestown Beach and Marina	2,000	
Great Lakes Water Festival	Sept-28	Jamestown Beach and Marina	2,000	

Sports: Signed agreements



AC Sports Group	May-26	McReynolds & Kiwanis	600
Paddle Tap- Pickleball	Aug-25	Bear Creek Park	450
AJGA	Aug-26	TDB- But Won Bid	700
AJGA	Aug-27	TDB- But Won Bid	700
AJGA	Aug-28	TDB- But Won Bid	700
Memorial Day- Soccer	May-25	Warhill Sports Complex	1600
Labor Day-Soccer Tidewater Sharks	Sept-25	Warhill Sports Complex	600
Spring Bloom Race	April-25	Waller Mill	300
Southern Pickleball	Sept-26	GWSEC	500
Capital Lacrosse- Colonial Challenge	Nov-25	Warhill Sports Complex	2,000
American Darts Association	Feb-26	Ale Works Lab	300
American Darts Association	Feb-27	TBD	500
American Darts Association	Feb-27	TBD	750
Spring Bloom Race (Broad Run Off Road)	April-26	TBD	500
Spring Bloom Race (Broad Run Off Road)	April-27	TBD	550
Spring Bloom Race (Broad Run Off Road)	April-28	TBD	650
Firecracker	July-25	James, York, City	600
Blue Silver Volleyball	Feb-27	GWSEC	1,000
Blue Silver Volleyball	March-27	GWSEC	1,200
Blue Silver Volleyball	Jan-28	GWSEC	1,000
Blue Silver Volleyball	Feb-28	GWSEC	1,200
Blue Silver Volleyball	March-29	GWSEC	1,200
Top Gun Football	June-26	Warhill	3,425
Girls BBall Showcase	Oct-26	GWSEC	6,520

Investment: **\$794,000 85,995** room nights

Sales: Upcoming Tradeshows





Greg Kavanagh



Brittany Alger



Morgan Cordle



Ally Ramello



McConnell















Current Projects



- Mid-week leisure package: Busch Gardens offer
- 250th Email Campaign Strategy Vista Graphics
- 2026 Visitor's Guide





Digital Media: Quarterly Performance

The digital media campaign saw significant improvements to our top KPIs quarter over quarter as the campaign continued to gain moment and surpass benchmarks.

Digital ads:

- 117.5M Impressions
- 383.9K Clicks a 275% increase QoQ delivering a 0.33% CTR
- 611.8K Conversions on the website, **212% increase QoQ** delivering a 0.52% Conversion Rate

SEM: Core Campaigns

Clicks: 97,894

Conversion Rate: 44%

Guide Orders: 1,419

Partner Referrals: 39.5K





Digital Media: Key Highlights

- Nativo Articles and Stories: Drove a CTA rate of 9.89%- 4x their benchmark
- The Kargo Runway unit delivered a CTR over 2x their benchmark
- The Hulu interactive unit had a time earned of 116.21 seconds
- The mobile audio spot CTR with Sirius XM performed 170% higher than their benchmark
- The Undertone Page Grabber unit delivered an engagement rate of 17.85%- their benchmark is 10-12%





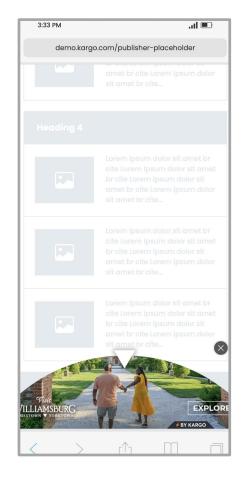






Top Performing Digital Creative









The Kargo Runway unit creative with 171K conversions

The Undertone Page Grabber with 58.8K conversions

реsтination **DC**

The Destination DC Web

Banner with 20.2K conversions

KARGO

Undertane.



SEM: Quarterly Performance

• The core search campaigns and performance max campaigns performed above industry benchmarks. We also had a 76% GA4 site engagement rate and average engagement time of 1m 26s. The campaigns had a great overall event conversion rate of 44%.

Core Campaigns

Clicks: 97,894

Search CTR: 14.26% (Benchmark 10.16%)

Conversion Rate: 44%

Guide Orders: 1,419

Partner Referrals: 39.5K





SEO: Quarterly Insights

- Organic traffic showed strong quarter-over-quarter (QoQ) growth:
 - Sessions reaching a 40% increase QoQ, Users a 38% increase QoQ, Events also rose 21% QoQ.

- The site's keyword performance continues to improve.
 - Page 1 (top 10) keyword rankings rose +9.57% YoY.
 - Keywords generating AI Overviews also increased from 178 in April to 317 in May then to 719 in June, indicating greater exposure in AI-generated content.





Paid Social: Quarterly Performance

Outperformed all of our KPI benchmarks with an especially efficient cost, a landing rate more than double our benchmark, and an above benchmark engagement rate.

Meta:

- 307K landing page views to website and 500K post engagements
- Landing Rate: 1.90% (0.80% benchmark)
- Engagement Rate: 3.12% (benchmark 2%)

Pinterest:

- 22.8K link clicks
- Engagement rate 6.28% (benchmark 1.3%)

TikTok:

Over 92.6K focused video views and 26.6K clicks to the website.



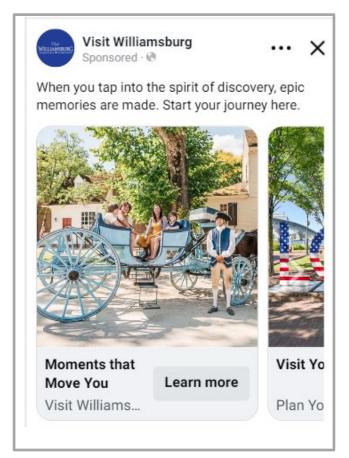




Top Performing Meta Creative



facebook



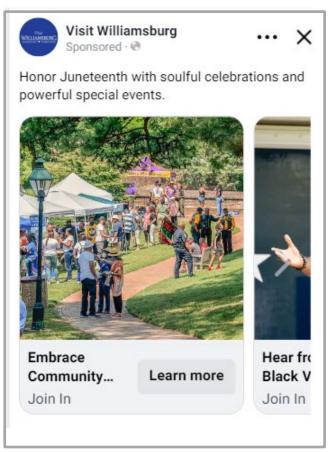
"Influencer Image" Carousel
Top Facebook Performer
driving traffic with high landing rate





Brand 30s Video
Top Instagram Performer

facebook

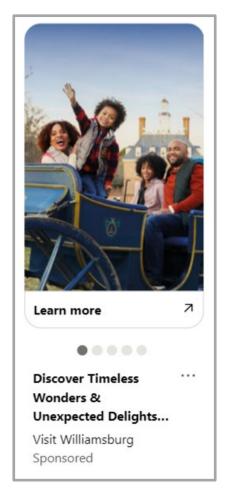


Juneteenth Carousel
Top Performer (special events)
with a high landing rate of 5%

Top Performing Pinterest Creative

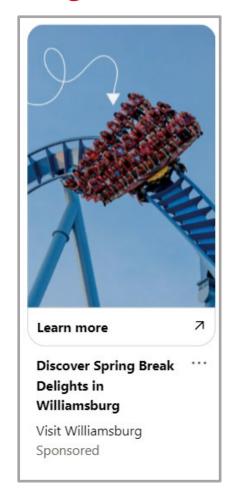






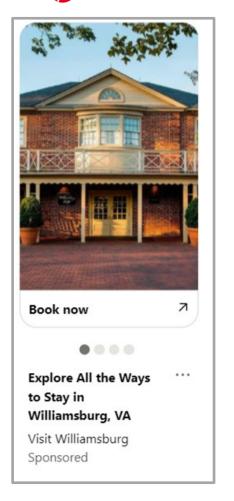
Brand Carousel





Spring Image

Pinterest



Booking/Places to Stay
Carousel

Additional Campaigns











End of Summer Push





FY 25-26 Paid Media Vendors Overview

July 2025 - June 2026 Paid Media Vendors					
Digital – Display, Native, Online, Connected TV	Meta Pinterest TikTok				
Rich Media	AARP °				
Audio – Podcasts & Streaming Radio	The New York Times				
Broadcast TV	hopper				
Digital Out of Home	THEWEEK				
Search Engine Marketing (SEM)	(Atlas Obscura				
hulu on Disnep+	○ PBS				
THE HISTORY CHANNEL	VISTA MEDIA				
Smithsonian	Destination DC				

Partnership Details

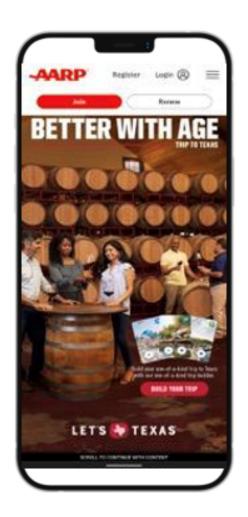




- 1 x Full Page Print Ad + Custom Advertorial written by the AARP team to run in the Capital Region (DC, DE, MD, VA)
 Edition for Ages 50-59
- ROS Display, Dynamic Billboard, Mobile Interscroller on the Travel Section
- Facebook Feed Ad







Partnership Details



THE WEEK

- 1 x Full Page Print Ad + Custom Advertorial Quiz created by the This Week Team
- 1 x Full Page Print Ad + Custom Advertorial Who's Who
 Game created by the This Week Team
- 1 x Dark Facebook Post
- Reaching children aged 8-14





? Who's Who in? History?

Can you identify these famous figures from the American Revolution? Use the clues to guess who ea is.



I drafted an important document in 1776, but before that I spent time in Williamsburg debating with fellow Virginians...

Who am?



During the war, I hosted important guests and soldiers at my home in Virginia.

Who am?



I wasn't a president, but I helped win freedom. I rode more than 40 miles in one night! Who am?

Who am?



I was an enslaved person who served as a spy and gave important information to General Lafayette. Who am?



Jefferson's Williamburg home was called the .musici hause' because he loved playing the violin.



I was an enslaved person who served as a spy and gave important information to General Lafayette.

Who am?

Viint Williamsburg

A Thomas Jefferson B James Armistead Lafayette

C Martha Washington D Paul Revere



Atlas Obscura

- Interactive Custom Content and Social Series
- Re-Run of Spring Podcast Episode
- Leverage America Obscura- AOs 2026 book and online hub for America's 250
 - Custom Content List
 - Destination spotlight
- Promotion across Social, Email, ROS Display, and Onsite Video





Partnership Details





THE HISTORY CHANNEL

- History Honors 250 Custom Content Linear and Digital Media
 - Choose from Save our History, Trivia on the Street, or More to History
 - Amplified across linear, CTV, History.com, and social
- Digital Hub
- History.com Partnership including Custom content and additional onsite amplification







View Sizzle Reel Here



Smithsonian

- Re-Promote the Spring "Three Remarkable Reasons Why it's the Perfect Time to Visit Williamsburg" Native Storytelling Article
- Additional amplification and onsite presence including email, promotion banners, social, and video
- Pin on Smithsonian's 250 Places to Celebrate America Interactive Travel Map
 - Pin includes Pop up with one slide
 - Slide Includes: Logo, Image, Copy and drives to Native Storytelling Article





Creative Examples











The New York Times

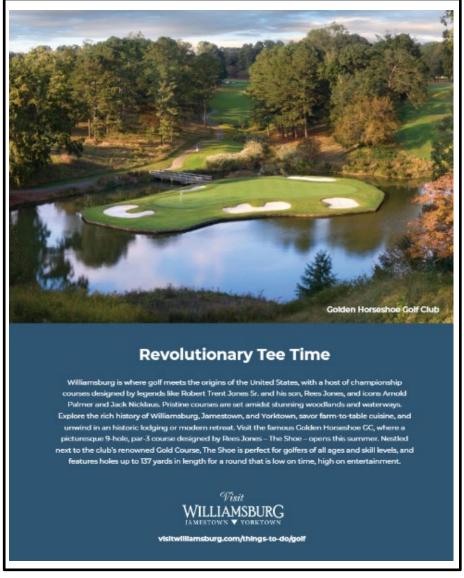
- Flex Frame Custom Wordle targeted and run on the NYT Travel Section
- Travel Collection Section Front Display
- Travel dispatch newsletter
- Run of Wordle Mobile Web
- 2x7 Print Ad







GOLF









The Shoe

from Virginia to California.

In July, the Golden Horse Golf Club in
Williamsburg, Virginia, unveiled The Shoe, a
nine-hole beauty designed by Rees Jones.
Known for his thoughtful and innovative
approach to course architecture, Jones
threaded the holes through subtle
undulations that present a challenge even for
seasoned golfers. With no bunkers in front of

Advertising Influencers Public Relations

Meetings marketing



This message is brought to you by Visit Williamsburg

PHILADELPHIA BUSINESS JOURNAL



East Coast Meetings with Impact & Value

Let our expert team assist with venue selection, accommodations, and customized activities to ensure a seamless and memorable event.

Plan Your Event Now

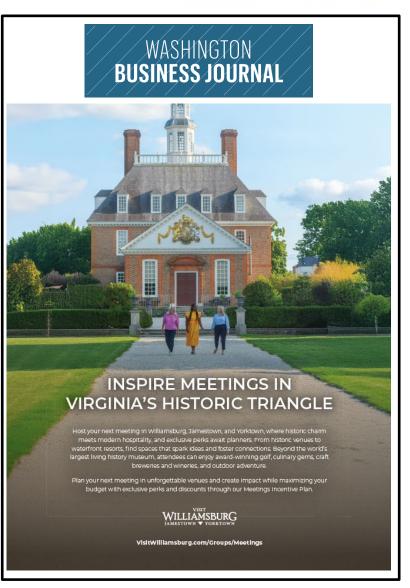
Williamsburg, VA blends immersive history with flexible, modern meeting space, and it's easy to access with nonstop flights from Philadelphia. With 200,000 sq. ft. of meeting space, 7,000+ rooms, and welcome gifts, planning support, and financial incentives, Williamsburg offers East Coast value with enduring impact. Discover iconic historic sites, chef-driven dining, thrilling attractions, craft beverage trails, and golf in a place where America's story – and your event – comes to life.

Meet in Williamsburg

Stay ahead in event planning with our Meetings Newsletter—your source for the latest venue updates, planning tools, insider tips, and exclusive group offers to elevate your next meeting or event.



Digital



E-Newsletter

Print

Campaign Overview



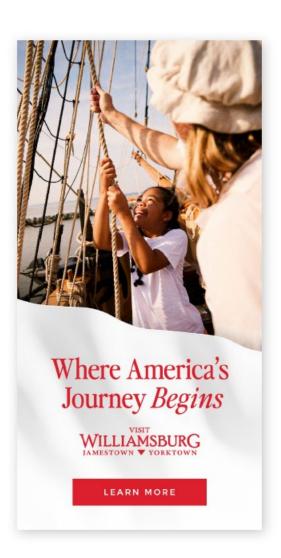




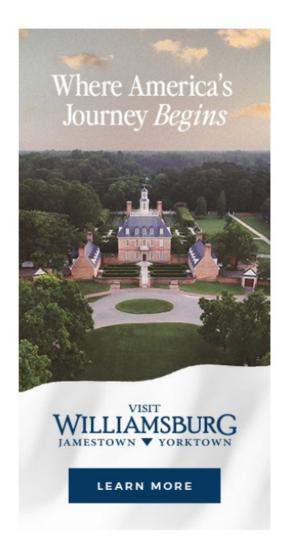




Digital Banners

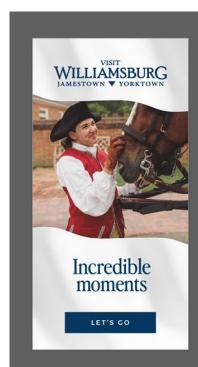


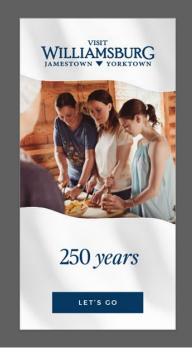




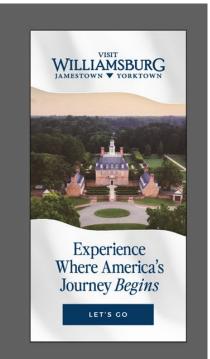


Digital Banners









Print Ad Example







Promotions





Cool Summer Savings Pass Discounts: Check In and Earn Prizes





Promotion ends August 31st

















Cool Summer Savings Pass Discounts: Check In and Earn Prizes

Webpage Views (May 1st - Aug 18th): 133,585

Audience Reach – States & Regions:

Virginia, Pennsylvania, Maryland, North Carolina, New York, New Jersey, Ohio, Texas, South Carolina, Delaware, Florida, Massachusetts, Kentucky, Illinois, Michigan, Wisconsin, Indiana, and Georgia.

Top 6 Deals Driving Engagement:

- Colonial Williamsburg 10% Off Single-Day Admission Tickets
- Busch Gardens Williamsburg Two-Day Ticket for \$74.99
- Bubba's Ice Cream Shack Buy One Get One Free (Any Size Cup or Cone)
- Colonial Ghosts: Williamsburg Ghost Tours 10% Off Spooky Summer Ghost Tours and Secret History Tours
- Jamestown Settlement 10% Off Museum Shop Purchases + Free
 16oz Fountain Beverage with Any Café Purchase
- Water Country USA Two-Day Ticket for \$74.99



Events

Q2 Events

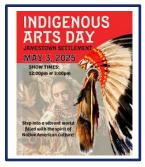


- Indigenous Arts Day (5/3)
- Jamestown Day Commemoration (5/10)
- Busch Gardens Food & Wine Festival (through 6/22)
- Patrons & Patriots: The Legacy of Nick and Mary Mathews
- Williamsburg Farmers Market: Saturdays
- Yorktown Blues, Brews & BBQ Festival, (5/3)
- Director's Series: Michael Paul Williams, Jamestown (5/21)
- Riverwalk Landing 20th Anniversary Celebration (5/22)
- World Bee Day Jamestown Settlement (5/24)
- Yorktown Market Days (5/24 and 5/31)
- New Town Tunes Concert Series: Wednesdays in June
- Yorktown Sounds of Summer Concert Series (June dates)
- Williamsburg Live (6/20-6/22)
- Williamsburg Whiskey & Wine Weekend (6/27-6/29)



























Upcoming Fall Events



	Virginia	Symphony	Orchestra ((Yorktown))
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Howl-O-Scream

Homeschool Family Days

Director's Series: James Pepper Henry

Yorktown Folk Festival

"We The People" Event (Ken Burns film)

Waltrip Williamsburg Airshow

1st Annual Pancake Festival

Yorktown Art Stroll

Yorktown Wine & Oyster Festival

Burg Quest

Muscarelle: Native American Art

Yorktown Day

Yorktown Market Days

Yorktoberfest

Virginia Cat Festival

Following the Dragon: Chinese Ming Porcelain

Aug 30

Sept 5 - Nov 2

Sept 6-14

Sept 17

Sept 20-21

Sept 20

Sept 20-21

Sept 26-27

Sept 28

Oct 5

Oct 10 - 12

Through Oct 13

Oct 19

Through Oct 25

Oct 26

Nov 1-2

Nov 15 – July 12

















NEW Events on the radar...





September 26-27



October (TBD)



December 31



February 5-8, 2026



October, 2026 (Yorktown)





Pancake Capital of the World

WILLIAMSBURG · JAMESTOWN · YORKTOWN

Pancake Festival









Pancake Festival









(new Beer label)

Pancake Festival





Friday, September 26, 2025

5:30 PM - 8:30 PM Pancake Festival Day /

- Location: Williamsburg Hellenic Center
- Ticketed event: \$20 for adults, free for kids and college students
- Live Music Tidewater Drive Band
- All you can eat pancakes from local Pancake Houses
- Kids Pancake Lab sponsored by Capitol Pancake House
- Photos with two professional eaters and our pancake mascot

Saturday, September 27, 2025

10:00 AM - 12:00 PM Pancake Festival Day 2

- Location: Merchants Square, Duke of Gloucester Street
- 10:00 AM Sausage Sprint presented by Zoom Room
- 10:30 AM Children's Book Reading (If You Give A Pig A Pancake and Curious George Makes Pancakes)
- 11:00 AM World Pancake Eating Championship
 - Brought to you by Major League Eating
 - Pancakes Sponsored by Colonial Williamsburg

Pancake Irail

Running September 1st - October 5th

Offering discounts and deals to the local pancake houses, breakfast serving restauratns and businesses with breakfast themed goods.

Get three check-ins and receive a t-shirt.





Pancake House Stout

Alewerks is rebranding their Pancake
House Stout for the month of
September with this special label; and
Pancake Trail QR code.





Scan for the Pancake Trail



Scan for the Pancake Festival







JULY

MARKETING

Marketing Platform: Where America's Journey Begins | Marketing Platform: Where America's Journey Begins

Historic Triangle – new initiatives / events / historic moments

- House of Burgesses founded Jamestown (1619)
- Continue planning: 2026 Events (4 new events)

Social Media - Seasonal Events, Festivals, and Holidays: Summer events, 4th of July, Cool Summer Pass, Concerts, Golf

Website/Blog: Campaign update - new photos, Summer, Cool Summer Pass, Golf

Public Relations (pre-promotion): 250th messaging / Revolutionary moments, William & Mary Parents Weekend, Late Summer Travel, Golf Month, Honey Bee Day, Pancake Pass Tour

SALES

Tradeshows & Events: Destinations International Annual Convention - Chicago, Georgia/South Carolina Motorcoach

Group Sales Group business incentive plan deployment

Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

Prospecting: Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

AUGUST

Historic Triangle – new initiatives / events

Continue planning: 2026 Events (4 new events)

Social Media – Seasonal Events, Festivals, and Holidays: Late Summer events, Golf Month, W & M First Day of School & Parents Weekend, Honey Bee Day, Cool Summer Pass

Website/Blog: Updated campaign, Fall, Late Summer Travel, Cool Summer Pass, Golf

Public Relations (pre-promotion): 250th messaging / Revolutionary moments, TV appearances in DC, Raleigh, and Roanoke to promote Fall travel, Labor Day, Yorktown Day, Fall, BurgQuest, Halloween

SALES

Tradeshows & Events: U.S. Travel ESTO Conference, SYTA Annual Conference, Connect Marketplace - Sports, PR Carriage Tour starts in mid-size markets (Charlotte, Raleigh)

Group Sales Group business incentive plan deployment

Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

Prospecting: Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

SEPTEMBER

Marketing Platform: Where America's Journey Begins

Historic Triangle – new initiatives / events / historic moments

- Battle of Yorktown (1781)
- Continue planning: 2026 Events (4 new events)

Social Media – Seasonal Events, Festivals, and Holidays: Pancakepalooza Event, Pancake tour, Labor Day, Fall festivals, BurgQuest, Fall Golf

Website/Blog: Updated campaign, Fall travel, Fall Golf, Spooky Travel, Pancake Tour, Fox 5 in market appearance (Three segments: Halloween, 250TH, Holidays)

Public Relations (pre-promotion): 250th messaging / Revolutionary moments, Halloween, Ghost/Spooky Season, Yorktown Day, ChristmasTown 8K Dash, Occasion for the Arts, Beer Fest

SALES

Tradeshows & Events: Small Market Meetings Conference, SPORTS Relationship Conference, PR Carriage Tour continues in mid-size markets

Group Sales Group business incentive plan deployment

Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

Prospecting: Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)



OCTOBER

MARKETING **PUBLIC RELATIONS**

Marketing Platform: Where America's Journey Begins | Marketing Platform: Where America's Journey Begins

Historic Triangle – new initiatives / events / historic moments

- Surrender of General Cornwallis at Siege of Yorktown to end the war
- Colonial Williamsburg, the Omohundro Institute, and W&M host the "For 2026" conference
- Continue planning: 2026 Events (4 new events)

Social Media – Seasonal Events, Festivals, and Holidays: Fall events, Halloween, Ghost/Spooky Season, Christmas Town 8K Dash, Occasion for the Arts, Wine & Oyster Fest, Yorktown Day, Beer Fest, Mocktail trail – "Sober October"

Website/Blog: Fall, Spooky Travel + switch to holiday promo

Public Relations (pre-promotion): 250th messaging / Revolutionary moments, Holiday Pass, VA Cat Festival

SALES

Tradeshows & Events: TEAMS Sports Conference, VSAE Fall Expo, Destination East Conference, Colonial Carriage Tour continues in mid-size markets. New photoshoot for fall images. Large scale PR (Today Show?) to push 2026

Group Sales Group business incentive plan deployment

Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

Prospecting: Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

NOVEMBER

MARKETING &

Historic Triangle – new initiatives / events / historic moments

- Yorktown Tea Party: November 7, 1774
- CW publishes 100 Years of Colonial Williamsburg
- Lord Dunmore's Proclamation

Social Media – Seasonal Events, Festivals, and Holidays: LordGrand Illumination weekends, Holiday events, Historic Holiday Dunmore's Proclamation, Holiday events, Historic Holiday Pass, VRass, Ice Skating, "Indoor Fun" activities, Tree lighting events, Cat Festival, Freedom Ring Foundation Gala, Veterans Day, Museum Store Sunday, Small Business Saturday, Late Fall Travel

Website/Blog: Updated campaign with new Holiday video continues, Holiday promotion, 2nd annual Historic Holiday Pass

Public Relations (pre-promotion): 250th messaging / Revolutionary moments, New CW Archaeology Center Winter

SALES

Tradeshows & Events: NSA-BPA National Convention, Connect Medical Meetings-DC, NTA Travel Exchange, Travelability Conf, VA1 Conference, Large scale PR (Today Show?) to push 2026

Group Sales Group business incentive plan deployment

Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

Prospecting: Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

DECEMBER

MARKETING **PUBLIC RELATIONS**

Marketing Platform: Where America's Journey Begins

Historic Triangle – new initiatives / events

- Continue planning: 2026 Events (4 new events)
- Chamber of Commerce Christmas Parade

Social Media – Seasonal Events, Festivals, and Holidays: Holiday Pops, Yorktown Lighted Boat Parade

Website/Blog: Updated campaign - new Holiday video, Holiday events and New Year's Eve, Historic Holiday Pass

Public Relations (pre-promotion): 250th messaging / Revolutionary moments, "Colonial Williamsburg: 100 years" (opens Winter 2026 at the Art Museums of Colonial Williamsburg), January Restaurant Week, New Year's events, Blues/Jazz Fest

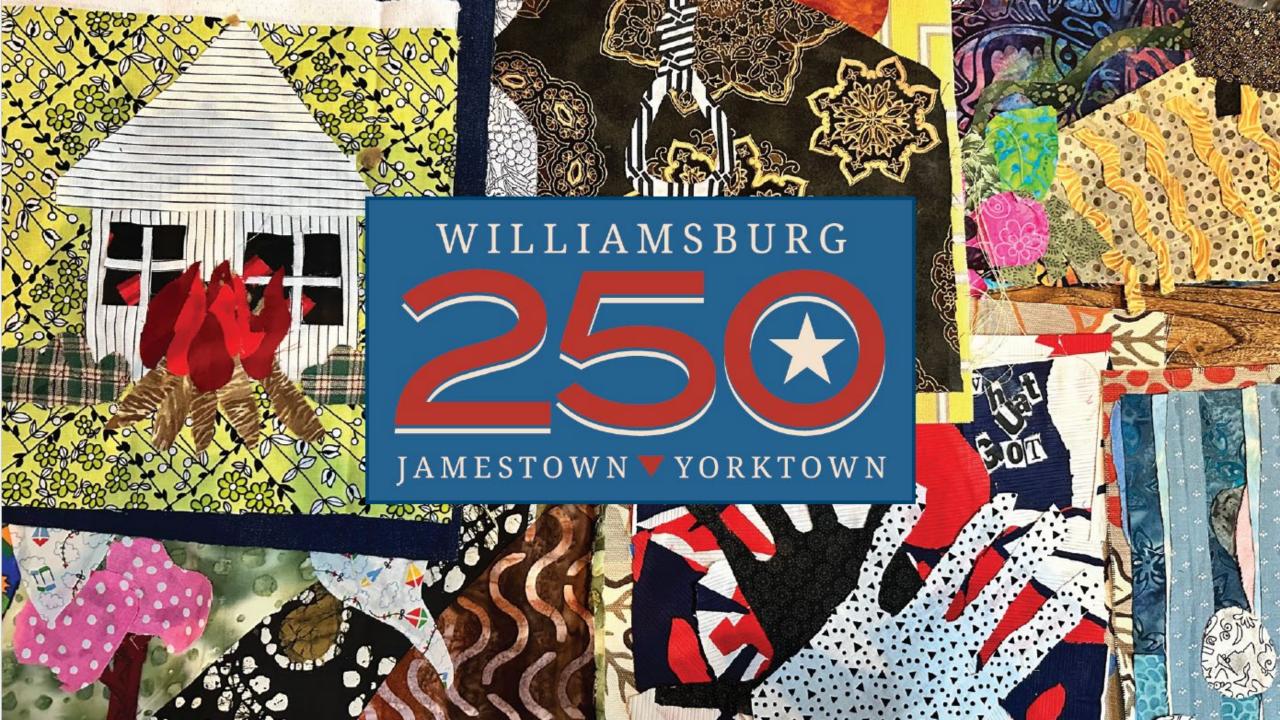
SALES

Tradeshows & Events: AVCA Annual Convention. Travel South International

Group Sales Group business incentive plan deployment

Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

Prospecting: Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)





The Great American Birthday Quilt





1 ~ Q

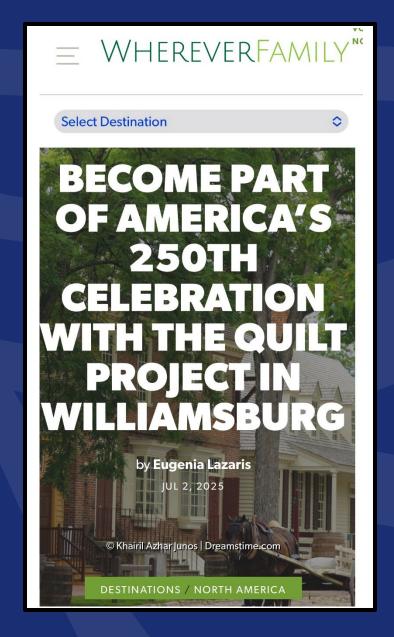
THINGS TO DO

Visit Williamsburg to launch nationwide quilt project



Daniel Linhart / Daily Press
Josephine Williams and Brenda West adjust quilting squares
in June 2019 to honor the 400th anniversary of the first
Africans' arrival in Hampton. The Great American Birthday
Quilt project, which is accepting submissions through Nov.
30, invites participants to "stitch their story" into a quilt that
will celebrate the country's past, present and future. (Daily
Press file)

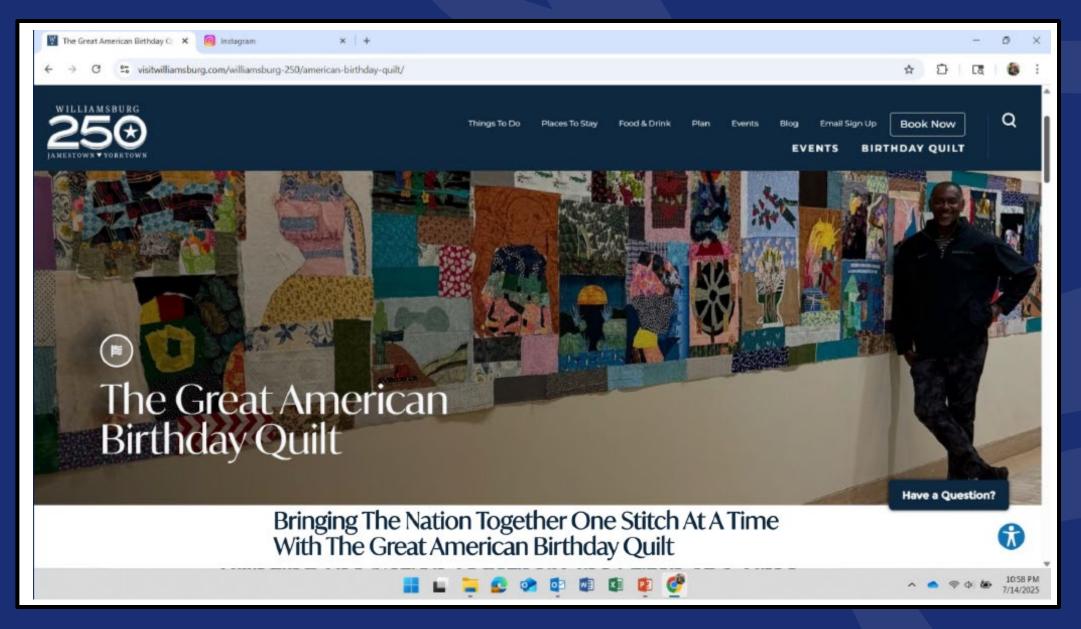






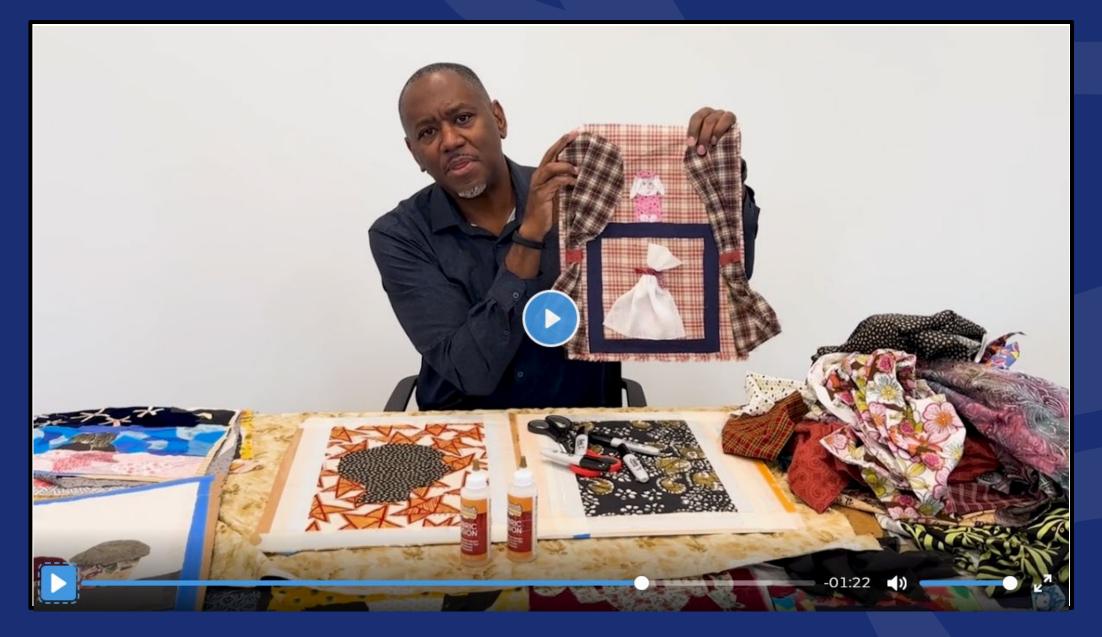
The Great American Birthday Quilt: Website







Visit WILLIAMSBURG JAMESTOWN ▼ YORKTOWN





Social Media

















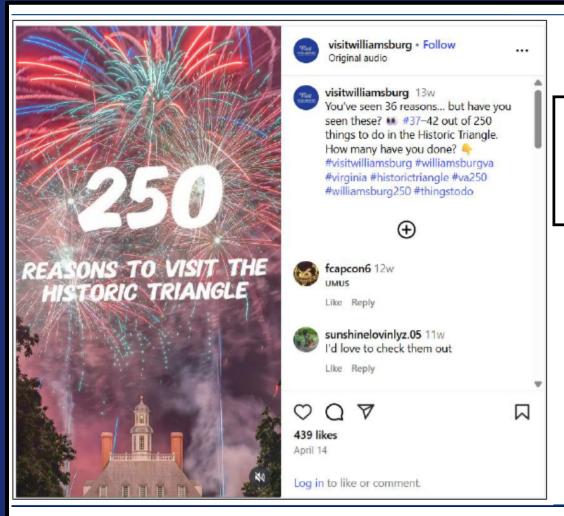






Social Media





WEEKLY SOCIAL MEDIA VIDEO POST:

250 Reasons To Visit The Historic Triangle

YTD Metrics:

- 53 "250th Posts"
- 147,010 Impressions
- 4,416 Engagements

facebook VouTube







Instagram

WHAT'S NEXT? Great American Birthday Quilt Promotion

Social media giveaway promotion to encourage people to make and send in quilt squares. Participants must post images of their quilt squares being made. They will be entered into a giveaway to win a two-night stay, along with tickets to local attractions.

TIMING: August 1, 2025





Quilt Kits







Executive Summary



Nationwide tourism has softened. Locally in the Historic Triangle, tourism performance has had some periods showing encouraging growth over FY2025 and others reflecting modest declines.

Consumer confidence has weakened, driven by:

- Ongoing job uncertainty tied to DOGE-related economic shifts.
- Persistent inflation, causing travelers to tighten their budgets and reduce summer travel plans.

Despite headwinds, the Historic Triangle has demonstrated resilience:

- o Ended FY2025 with small but meaningful STR report gains, and a 10% increase in Transient tax collections, demonstrating the relevance of our destination.
- Visitor interest has been sustained through timely promotions like the new Summer Savings Pass, fresh digital marketing tactics, strong public relations, event marketing, and fresh product to promote like the new Busch Gardens rollercoaster, "Big Bad Wolf: The Wolf's Revenge."
- Our Sales team continues to prospect for new business while leveraging our incentive program.
- We're developing and recruiting events in the future to attract new visitors to the Historic Triangle.

When we adapt to shifting consumer behavior, we can hold ground even in uncertain times.





Looking Ahead: FY2026

The remainder of FY2026 presents opportunities for measured optimism:

- Future group business on the books continues to grow, bolstered by the success of our group incentive program.
- 250th commemoration marketing campaigns and events coming up in 2026 promise to elevate national interest in the region.
- The opening of the Greater Williamsburg Sports & Events Center in 2026 positions us for expanded visitation and year-round impact.



Old & New Business

