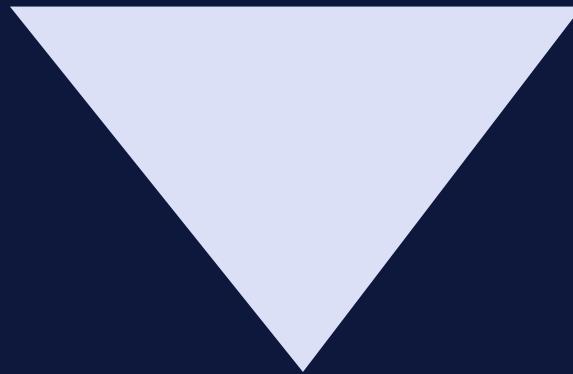


# Williamsburg Tourism Council

Tuesday, July 9, 2024



*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Roll Call

---

James City County  
Colonial Williamsburg Foundation  
City of Williamsburg

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

Greater Williamsburg CoC

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

Kevin Lembke  
Denise Kellogg  
Michael Claar  
Neal Chalkley  
Sheila Noll

Ben Ellington, Ex Officio

# Public Comment

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- Limit to three minutes
- State name and address



# Roundtable Discussion

# Approve Minutes

May 21, 2024

# Vote

---

James City County  
Colonial Williamsburg Foundation  
City of Williamsburg

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

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

Kevin Lembke  
Denise Kellogg  
Michael Claar  
Neal Chalkley  
Sheila Noll



# Chair Report



# Treasurer's Report

---

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



# Treasurer's Report

# Revenue / Expenses

May 2024

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,201,062	1,116,877	84,185
\$1 Transient Tax	111,578	76,488	35,090
Maintenance of Effort Funds	0	0	0
Other	31,043	3,323	27,720
<b>Total Revenue</b>	<b>1,343,683</b>	<b>1,196,688</b>	<b>146,995</b>
<b>EXPENSES</b>			
Destination Marketing	1,430,417	1,248,166	(182,251)
Other Sales & Marketing	139,429	66,000	(73,429)
Labor & Benefits	114,965	186,538	71,573
Admin	32,406	34,863	2,457
<b>Total Expenses</b>	<b>1,717,217</b>	<b>1,535,566</b>	<b>(181,650)</b>
<b>Net Revenue Expense by Month</b>	<b>(373,534)</b>	<b>(338,878)</b>	<b>(34,656)</b>

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

# Treasurer's Report

## Revenue / Expenses Fiscal YTD as of May 31, 2024

	FY 2024		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	13,545,666	13,040,063	505,603
\$1 Transient Tax	1,456,481	1,396,529	59,952
Maintenance of Effort Funds	126,600	126,600	0
Other	161,871	36,557	125,314
<b>Total Revenue</b>	<b>15,290,618</b>	<b>14,599,749</b>	<b>690,869</b>
<b>EXPENSES</b>			
Destination Marketing	12,838,792	13,668,231	829,439
Other Sales & Marketing	539,979	591,510	51,531
Labor & Benefits	1,255,525	1,568,195	312,670
Admin	340,732	429,863	89,132
<b>Total Expenses</b>	<b>14,975,028</b>	<b>16,257,800</b>	<b>1,282,771</b>
<b>Net Revenue Expense by Month</b>	<b>315,590</b>	<b>(1,658,051)</b>	<b>1,973,640</b>

<b>Net Position - Beginning of Year</b>	<b>3,343,746</b>	<b>3,343,746</b>	<b>0</b>
<b>Net Position - Current YTD</b>	<b>3,659,336</b>	<b>1,685,695</b>	<b>1,973,640</b>

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

654,620	4.6%
37,752	2.5%
(0)	0.0%
(121,990)	-305.9%
<b>570,382</b>	<b>3.6%</b>

2,181,208	14.5%
110,022	16.9%
443,524	26.1%
120,981	26.2%
<b>2,855,734</b>	<b>16.0%</b>

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

# Treasurer's Report

Cash on Hand

May 2024

## Operating Cash

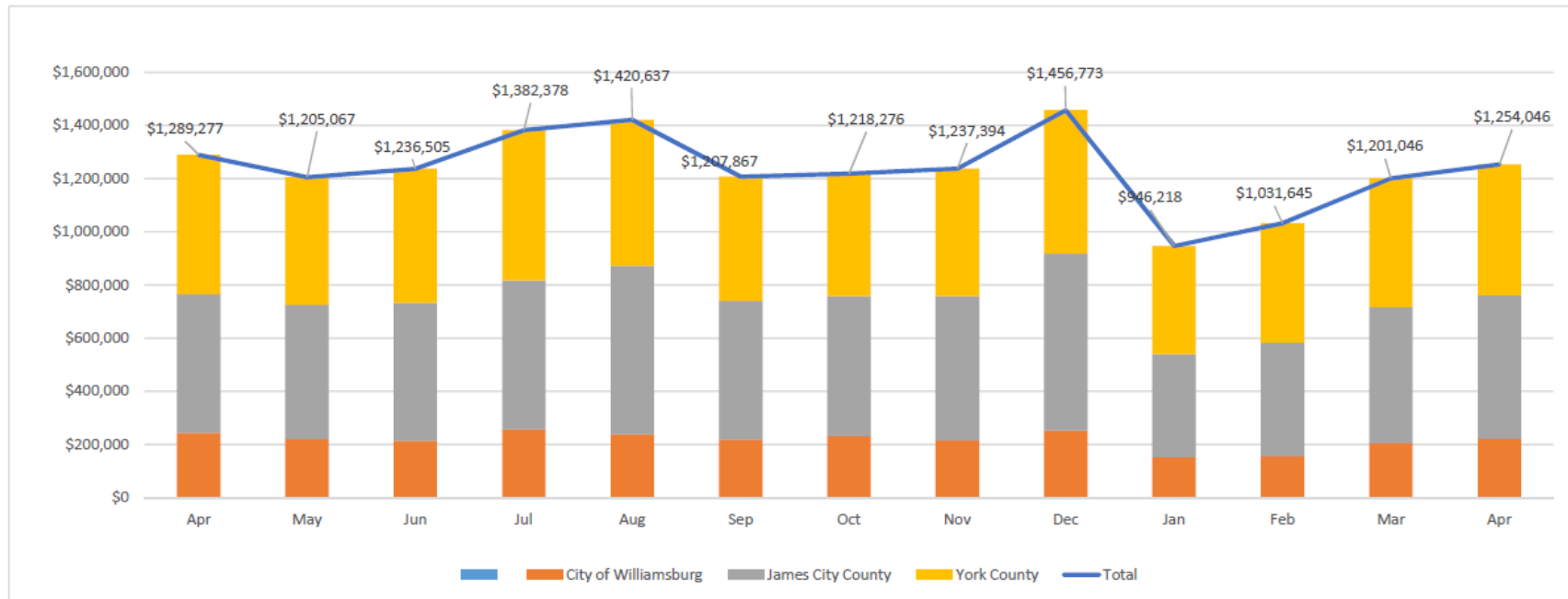
Cash Balances	Mar-24			Apr-24			May-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2	\$ -	\$ 250,000	\$ (250,000)	\$ -	\$ 250,000	\$ (250,000)
BB&T ICS Investment Fund	\$ 510,048	\$ 510,000	\$ 48	\$ -	\$ 510,000	\$ (510,000)	\$ -	\$ 510,000	\$ (510,000)
Ches Bank Checking	\$ 6,645,163	\$ 2,196,213	\$ 4,448,950	\$ 6,685,520	\$ 1,379,366	\$ 5,306,154	\$ 5,548,801	\$ 1,025,485	\$ 4,523,316
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ -	\$ -	\$ -	\$ 753,014	\$ -	\$ 753,014	\$ 753,014	\$ -	\$ 753,014
<b>Total Cash on Hand</b>	<b>\$ 7,406,214</b>	<b>\$ 2,956,213</b>	<b>\$ 4,450,001</b>	<b>\$ 7,439,534</b>	<b>\$ 2,139,366</b>	<b>\$ 5,300,168</b>	<b>\$ 6,302,815</b>	<b>\$ 1,785,485</b>	<b>\$ 4,517,330</b>

Key Sources of Funds	Mar-24			Apr-24			May-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,063,557	\$ 1,051,336	\$ 12,221	\$ 1,063,557	\$ 1,051,336	\$ 12,221	\$ 1,330,511	\$ 1,051,336	\$ 279,175
<b>Total Gov't Sources</b>	<b>\$ 1,063,557</b>	<b>\$ 1,051,336</b>	<b>\$ 12,221</b>	<b>\$ 1,063,557</b>	<b>\$ 1,051,336</b>	<b>\$ 12,221</b>	<b>\$ 1,330,511</b>	<b>\$ 1,051,336</b>	<b>\$ 279,175</b>

Interest Earned:	Mar-24			Apr-24			May-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 11,493	\$ 3,323	\$ 8,170	\$ 10,731	\$ 3,323	\$ 7,408	\$ 10,044	\$ 3,323	\$ 6,721
Ches Bank CD	\$ -	\$ -	\$ -	\$ 3,014	\$ -	\$ 3,014	\$ -	\$ -	\$ -
<b>Total Interest Earned</b>	<b>\$ 11,500</b>	<b>\$ 3,323</b>	<b>\$ 8,177</b>	<b>\$ 13,745</b>	<b>\$ 3,323</b>	<b>\$ 10,422</b>	<b>\$ 10,044</b>	<b>\$ 3,323</b>	<b>\$ 6,721</b>

Accounts payable balance as of April 30, 2024:	\$ 1,072,927
Uncleared checks & payments balance:	1,573,831
<b>Total Open Payables transactions:</b>	<b>\$ 2,646,758</b>

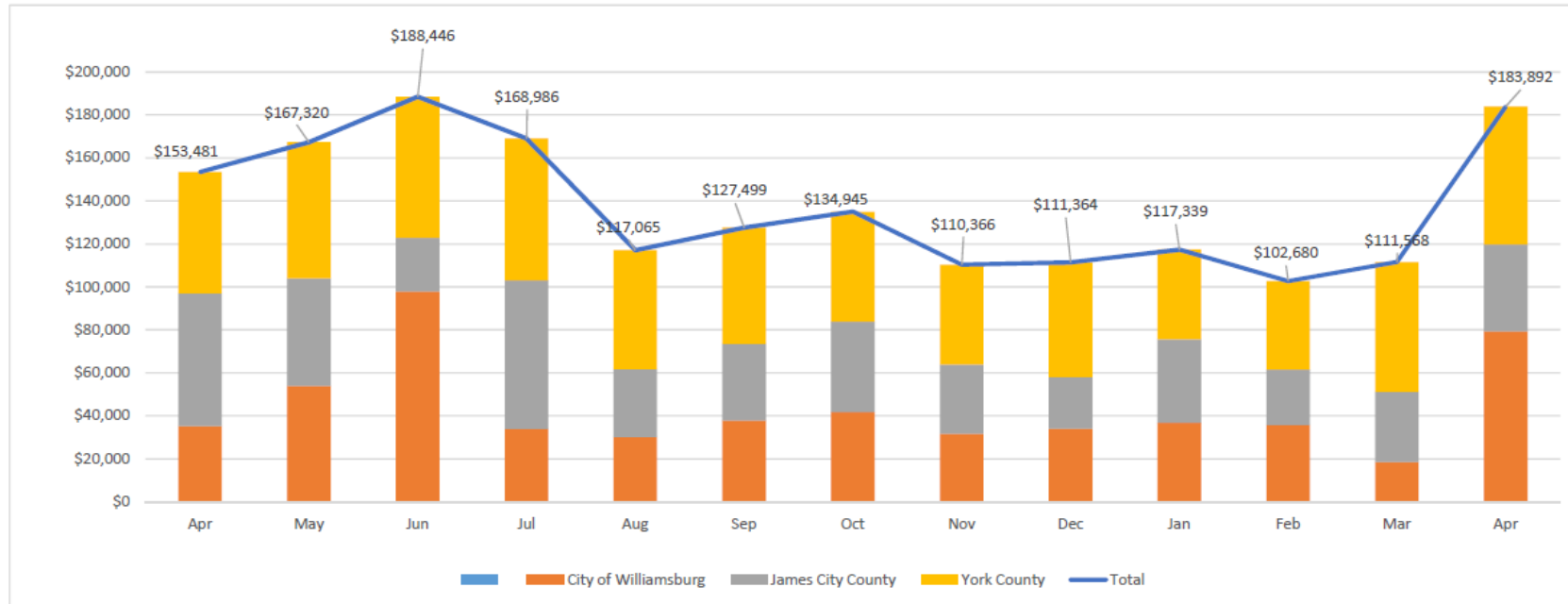
SOURCE: York County, Office of the Commissioner of Revenue



## §§ 58.1-603.2 1/2 of 1%

CY2023 / 2024	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$220,208	\$213,243	\$256,700	\$238,658	\$219,434	\$231,252	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$2,580,578
James City County	\$504,459	\$518,835	\$560,191	\$633,248	\$519,452	\$526,194	\$541,964	\$666,053	\$387,783	\$426,600	\$511,176	\$540,740	\$6,336,695
York County	\$480,400	\$504,427	\$565,487	\$548,731	\$468,981	\$460,830	\$480,182	\$538,830	\$406,530	\$449,044	\$484,614	\$492,522	\$5,880,578
<b>Total</b>	<b>\$1,205,067</b>	<b>\$1,236,505</b>	<b>\$1,382,378</b>	<b>\$1,420,637</b>	<b>\$1,207,867</b>	<b>\$1,218,276</b>	<b>\$1,237,394</b>	<b>\$1,456,773</b>	<b>\$946,218</b>	<b>\$1,031,645</b>	<b>\$1,201,046</b>	<b>\$1,254,046</b>	<b>\$14,797,851</b>
<b>Calendar YTD Total</b>												<b>\$4,432,955</b>	
CY2022 / 2023	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$90,027	\$207,491	\$220,587	\$193,545	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$2,329,208
James City County	\$629,207	\$537,213	\$592,409	\$554,137	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$6,345,267
York County	\$475,929	\$505,060	\$554,153	\$492,921	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$5,842,711
<b>Total</b>	<b>\$1,195,162</b>	<b>\$1,249,764</b>	<b>\$1,367,149</b>	<b>\$1,240,604</b>	<b>\$1,174,172</b>	<b>\$1,180,544</b>	<b>\$1,165,567</b>	<b>\$1,521,091</b>	<b>\$1,054,706</b>	<b>\$1,017,788</b>	<b>\$1,177,895</b>	<b>\$1,289,277</b>	<b>\$14,633,718</b>
<b>Calendar YTD Total</b>												<b>\$4,539,666</b>	

SOURCE: York County, Office of the Commissioner of Revenue



Transient Tax \$1 of the \$2													
CY2023 / 2024	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$54,023	\$97,914	\$33,812	\$30,119	\$37,836	\$41,814	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$531,798
James City County	\$49,960	\$24,973	\$69,058	\$31,594	\$35,602	\$41,928	\$32,135	\$24,009	\$38,773	\$25,548	\$32,557	\$40,469	\$446,606
York County	\$63,337	\$65,559	\$66,116	\$55,352	\$54,061	\$51,203	\$46,505	\$53,418	\$41,665	\$41,277	\$60,426	\$64,157	\$663,076
<b>Total</b>	<b>\$167,320</b>	<b>\$188,446</b>	<b>\$168,986</b>	<b>\$117,065</b>	<b>\$127,499</b>	<b>\$134,945</b>	<b>\$110,366</b>	<b>\$111,364</b>	<b>\$117,339</b>	<b>\$102,680</b>	<b>\$111,578</b>	<b>\$183,892</b>	<b>\$1,641,480</b>
<b>Calendar YTD Total</b>													<b>\$515,489</b>
CY2022 / 2023	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$58,379	\$36,281	\$51,383	\$47,851	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$442,749
James City County	\$63,164	\$24,694	\$70,889	\$47,765	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$473,320
York County	\$55,238	\$57,967	\$70,632	\$70,953	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$650,829
<b>Total</b>	<b>\$176,781</b>	<b>\$118,942</b>	<b>\$192,904</b>	<b>\$166,569</b>	<b>\$93,344</b>	<b>\$145,183</b>	<b>\$132,088</b>	<b>\$98,367</b>	<b>\$105,540</b>	<b>\$88,055</b>	<b>\$95,644</b>	<b>\$153,481</b>	<b>\$1,566,898</b>
<b>Calendar YTD Total</b>													<b>\$442,720</b>

# CEO Report



## YTD Compared to 2023

Source: Monthly STR, Historic Triangle.

YTD Occupancy

**44.60%**

YTD ADR

**\$131.30**

YTD RevPAR

**\$60.00**

YTD 2023 Occupancy

**46.70%**

YTD 2023 ADR

**\$136.38**

YTD 2023 RevPAR

**\$65.26**

Occ % Change YTD from 2023

**-4.5%**

ADR % Change YTD from 2023

**-3.7%**

RevPAR % Change YTD from 2023

**-8.1%**

# Hotel Performance

Occupancy

**54.0%**

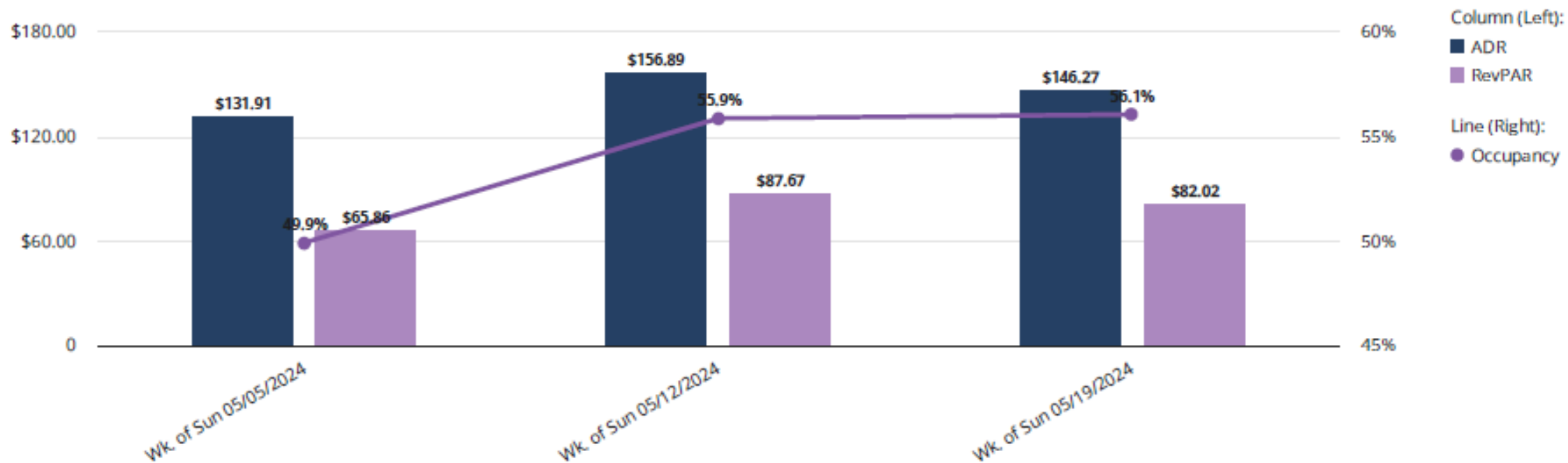
ADR

**\$145.51**

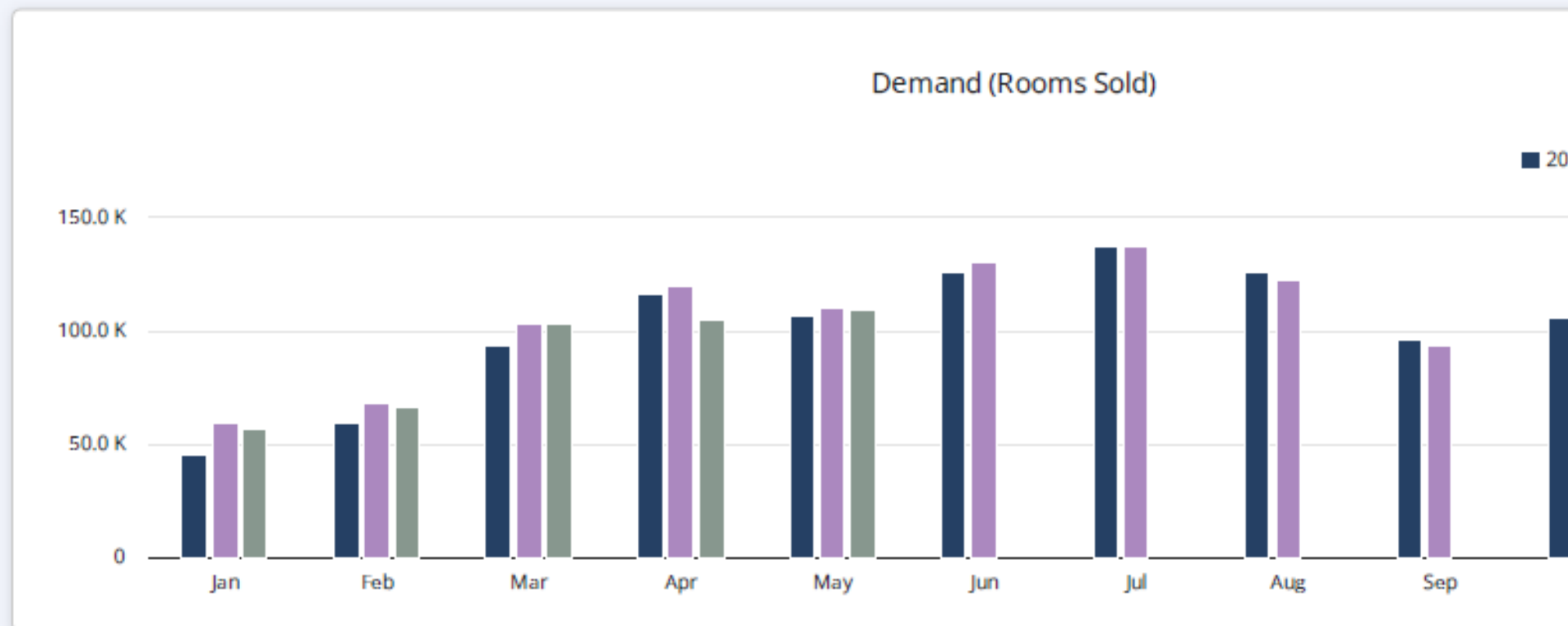
RevPAR

**\$78.52**

Last Month's Performance by Week





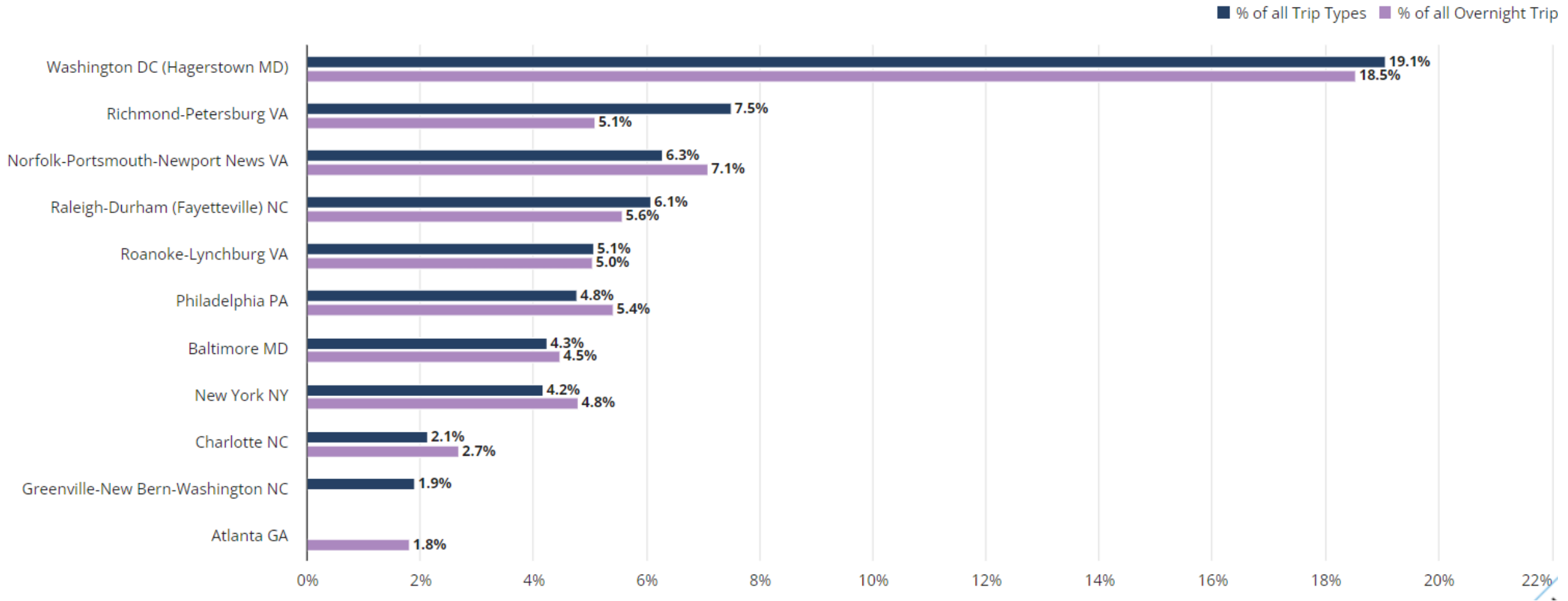


### STR Monthly - Data Check

Displays the most recent data loaded into ZDOS. Monthly data is typically delivered on the 18th of the month for with data for the trailing month. May would be delivered on June 18th. STR data is loaded into the platform within 48 hours of delivery to [data@zartico.com](mailto:data@zartico.com).

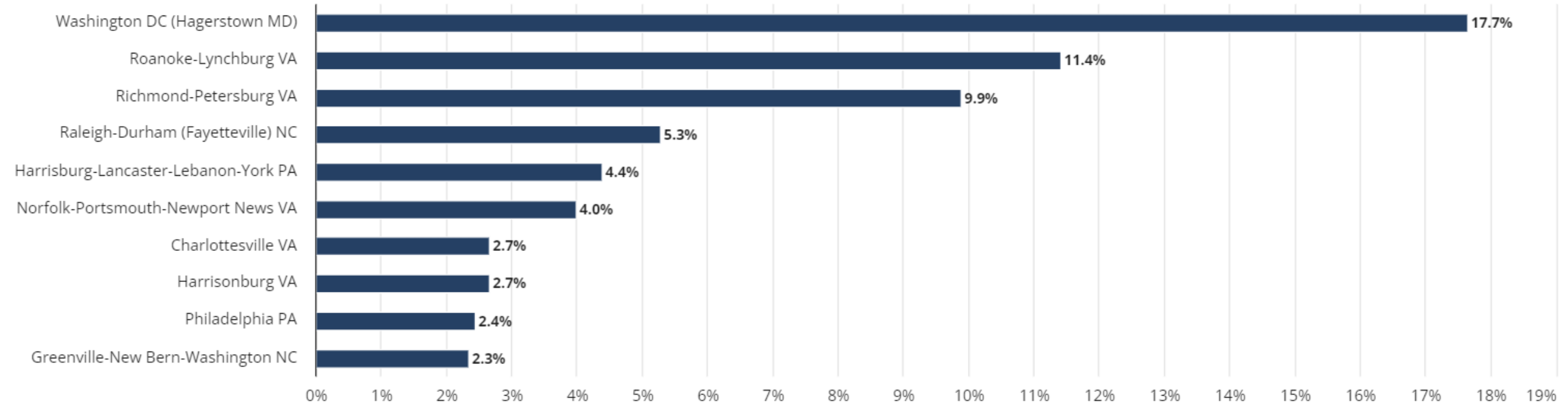
# Top 10 Origin Markets

Top 10 Origin Markets



# Spend by DMA

## Spend by DMA - Tourism Only



# First 2 Weeks

- Getting to know the team
- Learning internal processes, systems, policies
- Financial review
- Meet with key stakeholders
- Agency Partners / Vendors



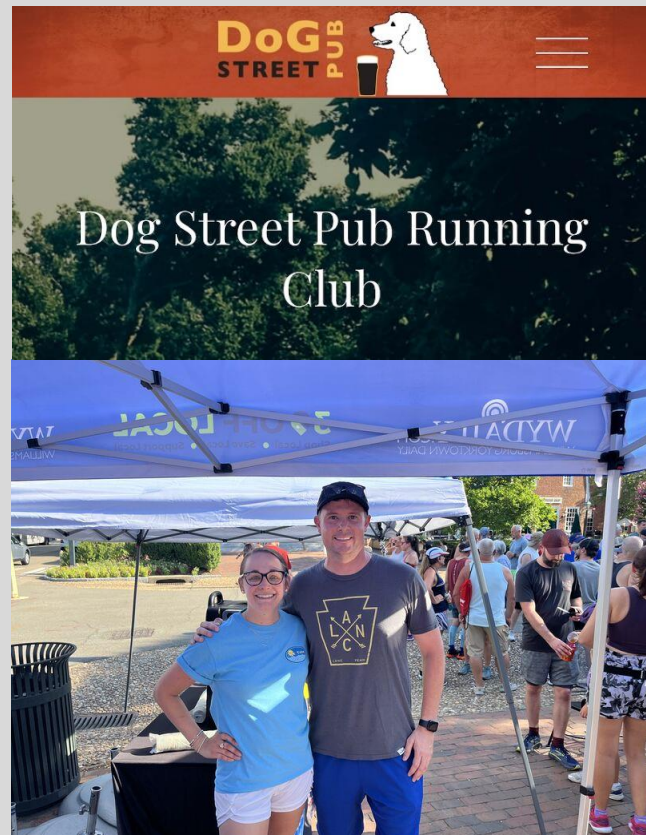
# First 2 Weeks - Meetings

- **Ruth Larson** *James City County*
- **Robyn Hansen** *Attorney, Sands Anderson PC*
- **Cliff Fleet** *Colonial Williamsburg Foundation*
- **Doug Pons** *City of Williamsburg*
- **Terry Banez** *Greater Williamsburg Chamber of Commerce*
- **Kristi Olsen-Hayes** *York County Economic/Tourism Dev.*
- **Sheila Noll** *York County Board of Supervisors*
- **Neal Chalkley** *Harmony Hospitality*
- **Ron Kirkland** *Williamsburg Hotel & Motel Association*
- **Jim Horn** *Jamestown Rediscovery Foundation*
- **Eric Terry** *VA Restaurant, Lodging, and Tourism Association*
- **Mickey Chohany** *Second Street Restaurant*
- **Kevin Lembke** *Busch Gardens*
- **Connelly Partners** *Agency*
- **Percepture** *Agency*





# First 2 Weeks



# What's Next?

- Review Agency RFP's / make selections
  - *Agency of record*
  - *Public Relations*
  - *Sports*
- Review/Refine Department Goals
- Finalize Fiscal Q1 & Q2 plans
  - *Messaging / Media placement*
- Continue to meet with key stakeholders



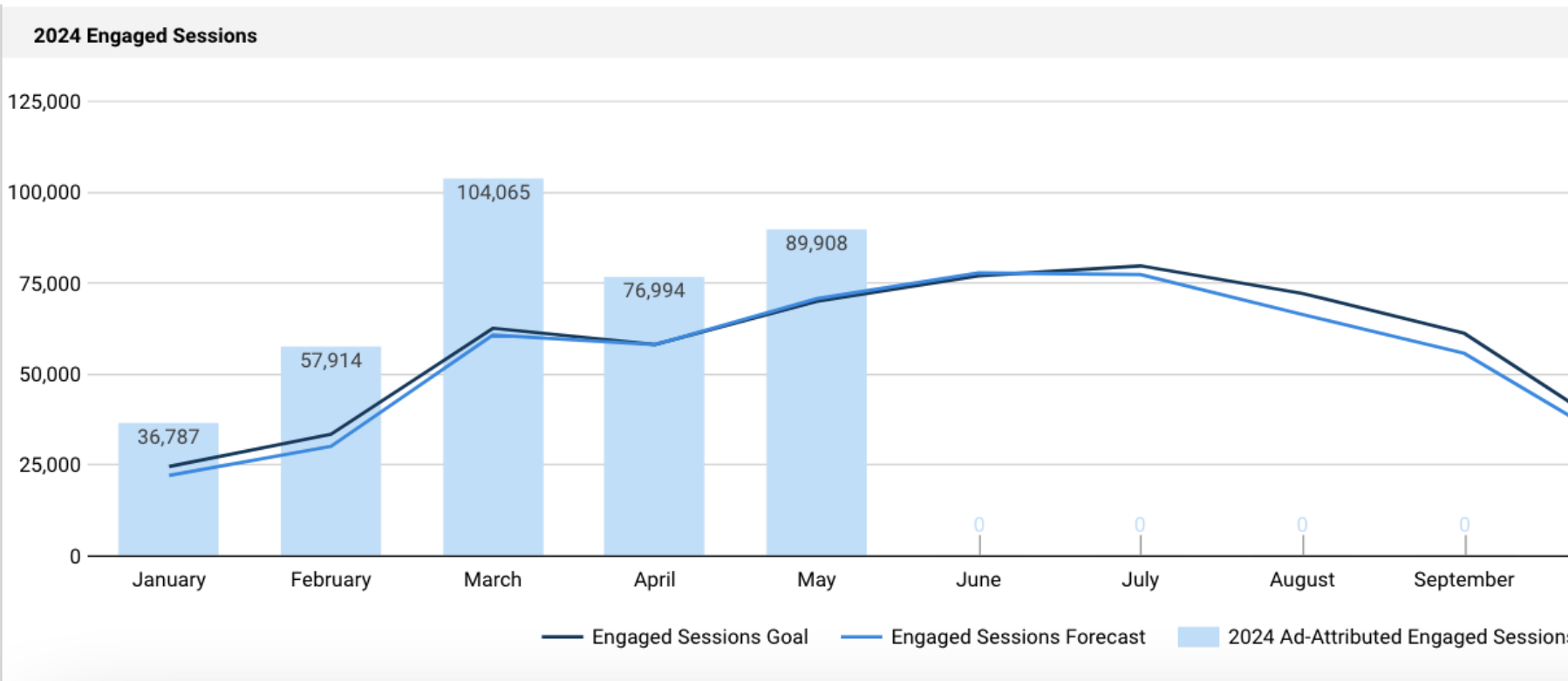


# Marketing



# Website

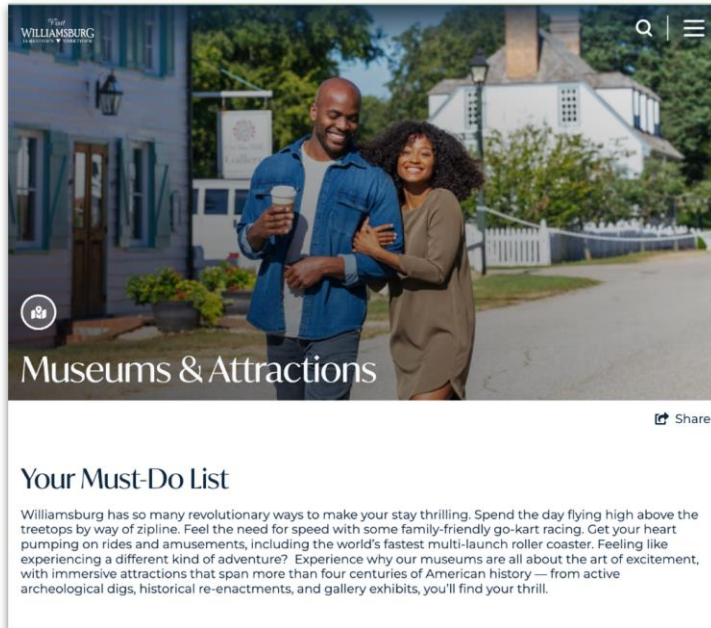
2024 Media and the New Website are both driving more engaged site traffic compared to 2023



Q1 Engaged Site Sessions are significantly surpassing both forecast and goal, at **47% over goal**.

# Website: Top Pages By Site Sessions May-June

## Strong summer trip planning indicators across the web site



**89,000+ sessions**  
**83% engagement rate**

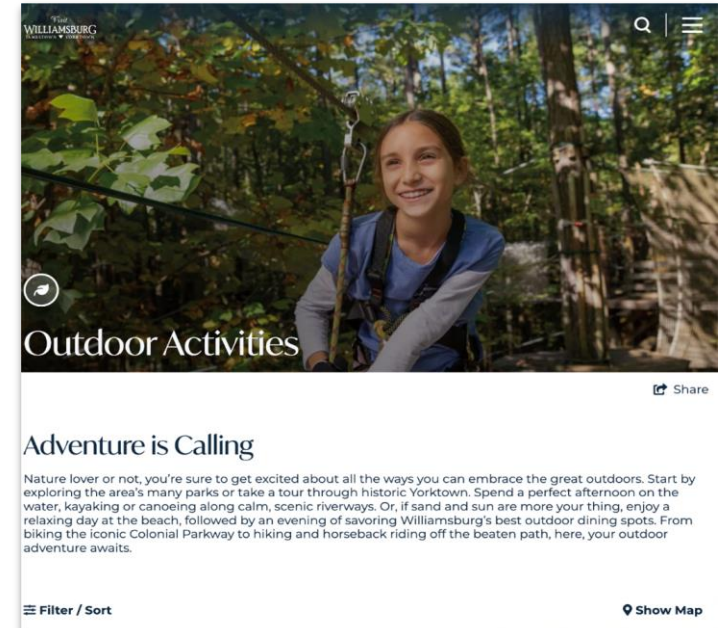
**+22%**  
YoY

**Visitor Guide Downloads**



**48,000+ sessions**  
**77% engagement rate**

**+264%**  
YoY



**39,000 sessions**  
**70% engagement rate**

**Newsletter Sign-ups**

# Spotlight: Juneteenth

**As a direct result of marketing efforts, Juneteenth Events Page saw the greatest number of engaged sessions across entire website June 1-19**

- Dedicated Web Page
- Paid digital media support through native advertising partner
- Paid email marketing support through VistaGraphics
- Email marketing to our own consumer database
- Organic social media messaging
- Influencer marketing support

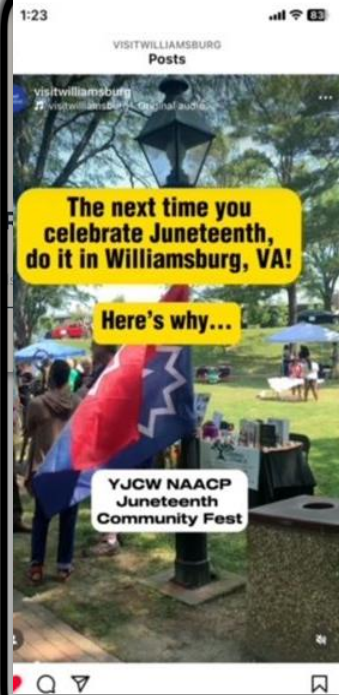
## Juneteenth in Williamsburg, Virginia

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. It's a time to educate, commemorate, celebrate, and reflect on the Black experience in America. Williamsburg strives to tell the full, honest, and inclusive story of the African American experience. As a destination, you can expect plenty of happenings to honor the historic nature of this city.

From exhibits and special events to parades, picnics, and free museum admissions, hundreds of events are taking place in the region throughout the month of June.

KEYWORD

Search keywords



View: **Grid** **List** Sort **Random** Near Me



Ruth E. Carter: Afrofuturism Exhibition

Recurring daily until December

Jamestown Settlement

Quick View

summer getaway. From hands-on historical attractions to family-friendly adventure parks, Williamsburg is the perfect addition to your summer travel plans. Join mother-daughter duo Laurita and Lauren Portee, as they explore Williamsburg in the latest segment of the PBS original series, *Get Out of Town*. It's just the inspiration you need to plan your next visit.

Watch the Full Segment



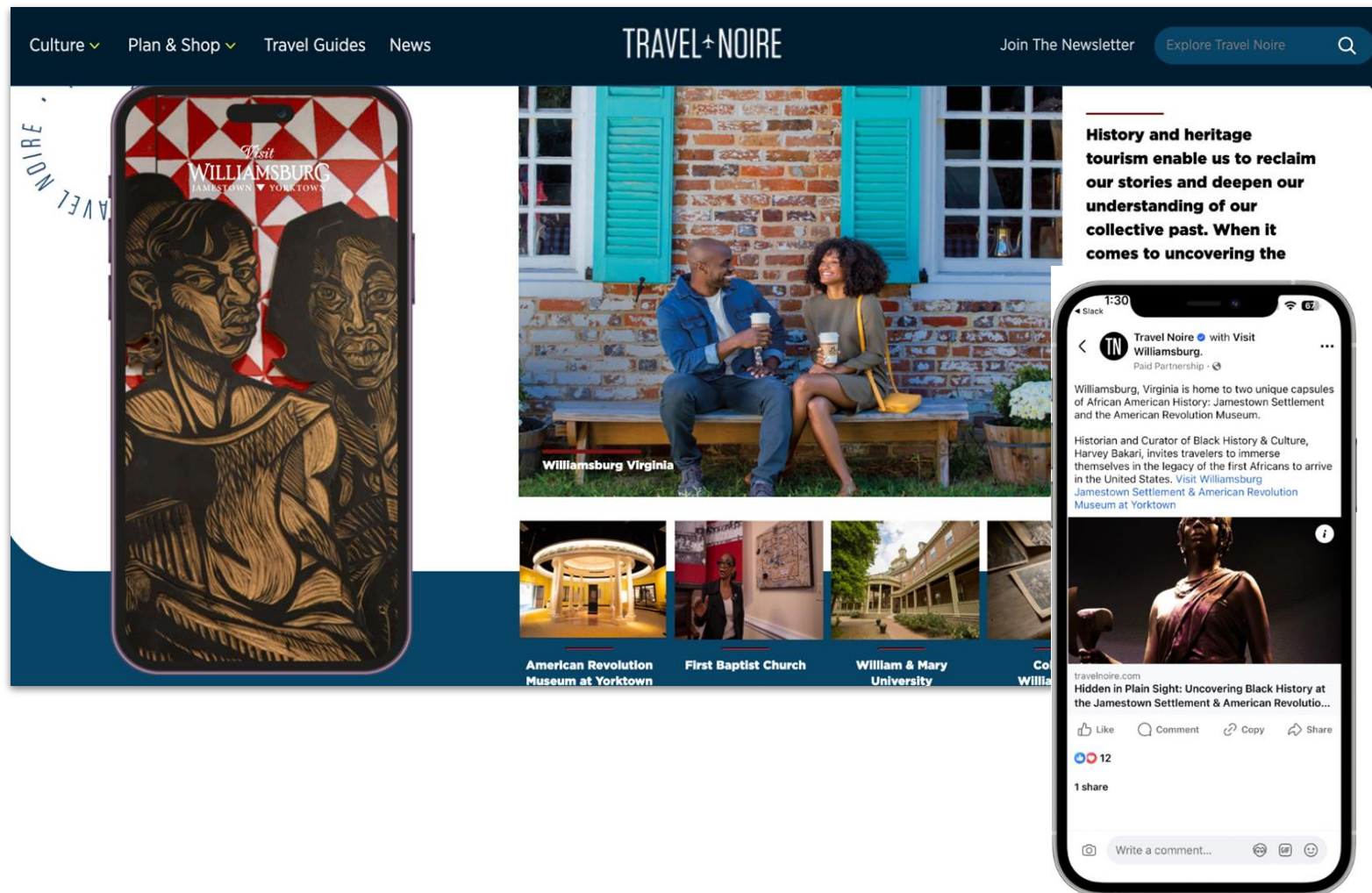
**Juneteenth Commemoration**

Juneteenth is a time to celebrate and reflect on the Black experience in America. From exhibits and special events to parades, picnics, and free museum admissions, view the list of events taking place across the region.

[Start Planning](#)

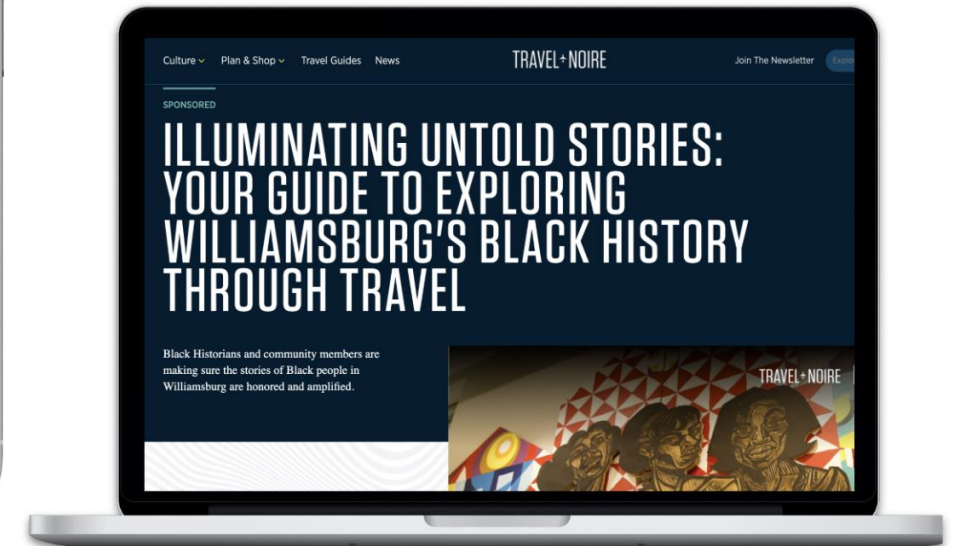


# Content Partnership Launch: Travel Noire



**Content Hub runs  
June - August on  
Travel Noire site**

Display and social (organic and paid) will be promoting the content and driving users to the site, delivering an estimated 2.8M impressions.



# Content Partnership Launch: Essence



**21-minute docu-style video highlighting local community members working to tell the larger narrative around Black History and the impact on the founding of the nation.**

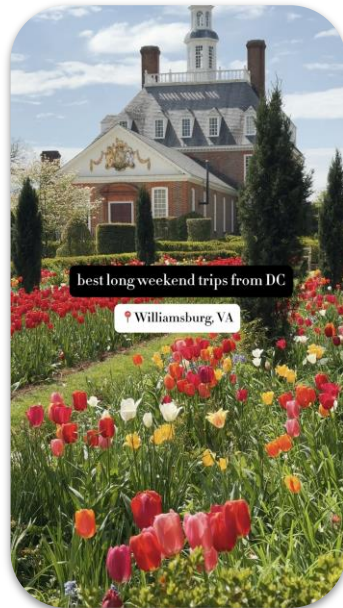
Display ads, email and social content across Essence/VW channels will drive traffic to content for two months with projected number of 6,815,359 impressions.

# May/June Influencer Program Highlights

## May/June Live Content:

9 IG Reels and TikTok videos garnered ...

**176.5K+**  
impressions



**9.5K+**  
engagements



**5.42%**  
average ER



### *What their followers are saying...*

Hoping to make it there this summer and saving this itinerary 😊☐

Haven't been here since i was a kid! feel like i'd appreciate it so much more now.

Thank you for reminding me to head over!!!! The tulips 😊

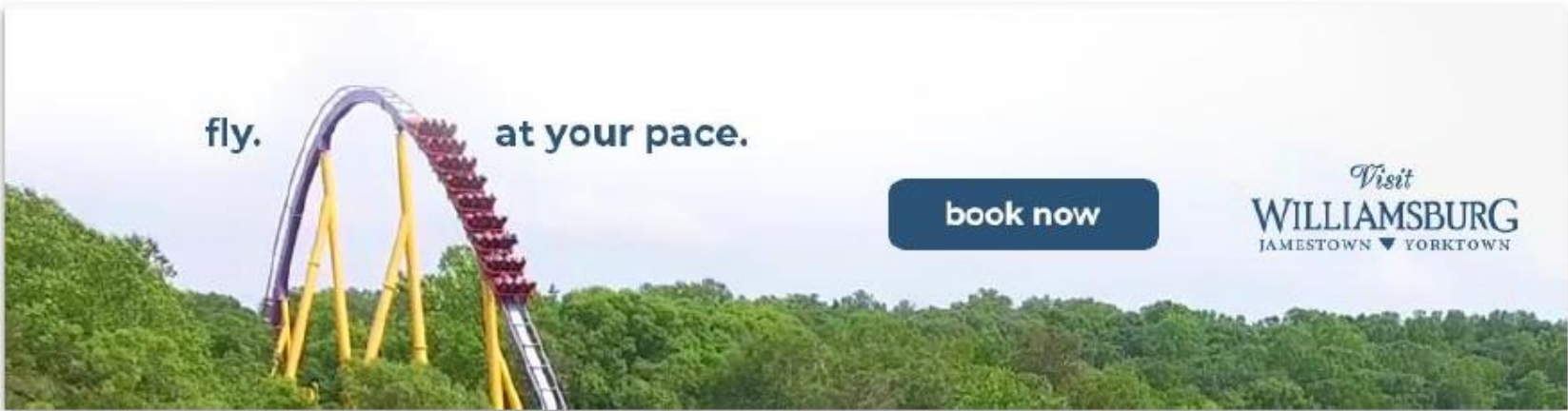
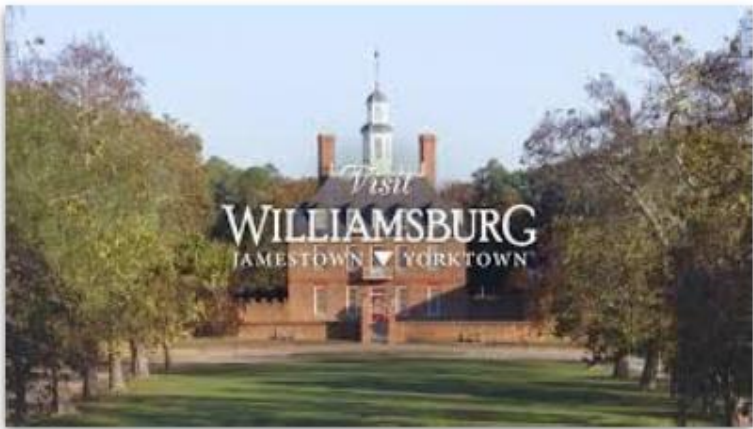
The food looks amazing and love that it's walkable 😊

What a great recommendation!

Such a beautiful town. Definitely have to visit here.



# Life At Your Pace



# Public Relations



# Washington, D.C. Media Event – June 18, 2024

- **24 Journalists attended** including: Washington Post, Washingtonian, DC News Now, NBC News, National Geographic Traveler, PBS, Arlington Magazine, Fox 5 DC, Forbes
- **10 Partners displayed**



May 1– June 30, 2024

Global Impressions

616.6 Million

44

Placements

\*YoY 2023 – 390.7 Million Impressions & 10 Placements

## Key Media Placements | May 1 – June 30, 2024

“9 Unique Things to Do in Williamsburg, Virginia for an Unforgettable Vacay”

- Yasmin Coleman

**yahoo!life**

“Williamsburg with Tweens- A Perfect Family Day”

- Jennifer

**Aol.**

“35 Great Getaways for Summer Weekends and Day Trips”

- Washingtonian Staff

**WASHINGTONIAN**

“35 Must-Visit Destinations to Experience the Ultimate 4<sup>th</sup> of July Weekend Getaway”

- Jill Schildhouse

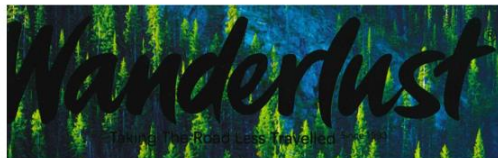
“Memorial Weekend Facts You Must Know, Plus Great American Travel and More Hot Reads”

- Nicole Pelletiere



**Reader's Digest**





## Aol.

### 9 Unique Things to Do in Williamsburg, Virginia for an Unforgettable Vacay

Parade

YASMINE COLEMAN  
May 2, 2024 at 7:10 AM



The Governor's Palace,



### The many many ways to celebrate July 4

Jun 27, 2024 | 0 comments

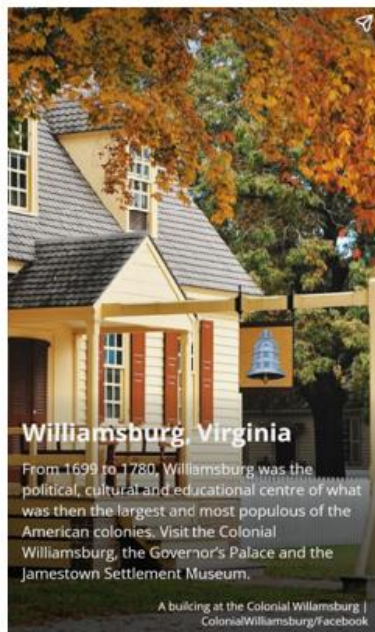


In Williamsburg, Jamestown and Yorktown, Virginia, you can time travel back to Revolutionary times, whether attending a ball, visiting a battlefield or chatting with ordinary citizens, including those who were enslaved. In Yorktown, head to the American Revolution Museum for their Liberty Celebration where you can visit a Continental Army encampment and Revolution-era farm.



### 10 Cities History Buffs Must Visit In The USA

OT Staff



### 3 great American cities for history buffs and patriotic travelers this summer

These American cities offer a blend of historic sites, museums and national treasures

By Erica Lumborg - Fox News

Published May 23, 2024 6:00am EDT

#### 1. Williamsburg, Virginia



The historic Governor's Palace is shown at Colonial Williamsburg, Virginia. (iStock)


## LODGING

### This Week's Comings & Goings

By LODGING Staff - May 23, 2024

The Williamsburg Tourism Council announced Edward Harris as CEO. Harris most recently served as president and CEO of Discover Lancaster in Pennsylvania and brings more than 20 years of marketing and tourism experience to the role.






EXPLORE

TRAVEL GUIDES > ROAD TRIPS

## This Short, Sweet, And Scenic 'Triangle' Road Trip Highlights Virginia's Historic Charm




Steve Heap/Shutterstock

Coastal  
VIRGINIA  
Magazine


## Riverwalk Restaurant Is Back In Yorktown

By: Leona Baker | July 1, 2024

July / August 2024




Take Me to The Riverwalk:  
Destination for seafood lovers  
on the Yorktown Waterfront  
reopens in celebratory style  
under new ownership



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STORIES FROM **Hilton**



Leisure | June 28, 2024

## 7 Patriotic Cities to Visit for the Fourth of July This Year

### Williamsburg, Virginia



ONLY IN YOUR STATE



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Virginia > History

# I Watched American History Come Alive At Virginia's Colonial Williamsburg





TRAVELPULSE




Destinations


## 8 Fun Fourth of July Festivals Around the United States

### Williamsburg, Virginia





7 Patriotic Towns to Visit in the South

 Cheryl Wray

July 02 | 2024

Williamsburg, Virginia

We've saved the best for last! Williamsburg provides you with plenty of opportunities to celebrate early America, and on July Fourth [its celebrations](#) include a reading of The Declaration of Independence by costumed actors and a 13-gun salute to honor the United States' original colonies. Patriotic sites in the area include Colonial Williamsburg, Historic Jamestown, Yorktown Battlefield and the American Revolution Museum.

While those seven towns are perfect for an all-American visit, there are plenty of other patriotic locales across the South. Just look for the history, the nostalgic feeling, the fireworks—and the red, white and blue.

Read more travel stories:





# Sales

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## Sales Leads | May 11, 2024 – June 28, 2024

ISSUE DATE	LEADS	ROOM NIGHTS
05/17/2024	Maximum Tours	900
05/17/2024	Creative Planners	25
05/17/2024	Raker Family Vacation	20
05/17/2024	Grand Classroom	22
05/17/2024	Grand Classroom	40
05/17/2024	Grand Classroom	22
05/17/2024	Grand Classroom	30
05/17/2024	Grand Classroom	31
05/24/2024	Pentecostal Assemblies of the World	160
05/31/2024	Virginia Motorcoach Association	30
06/07/2024	World Champion Taekwondo	500
06/07/2024	Chesapeake DockDogs	2000
06/07/2024	S365inc	180
06/07/2024	Grand Classroom	22
06/07/2024	Cypress Planning Group	440
06/14/2024	Global Travel Alliance	19
06/14/2024	Global Travel Alliance	74

## Sales Leads | May 11, 2024 – June 28, 2024

ISSUE DATE	LEADS	ROOM NIGHTS
06/14/2024	Global Travel Alliance	38
06/14/2024	Global Travel Alliance	21
06/14/2024	Global Travel Alliance	42
06/14/2024	Tower Federal Credit Union	82
06/14/2024	Creative Planning	25
06/28/2024	3 <sup>rd</sup> 8inch Howitzer Battery Sp Reunion	65
06/28/2024	USS FDR CV – 42 Reunion, Inc.	210
06/28/2024	USS Joseph Strauss DDG – 16	252
06/28/2024	USS Boston 2026 Reunion	465
06/28/2024	USS Boston 2027 Reunion	465

## Definite Bookings | May 11, 2024 – June 28, 2024

Date	Definite Booking	Property	Room Nights
06/01 – 06/03/2024	Education First	Wyndham Garden	25
06/02 – 06/04/2024	Education First	Springhill Suites	101
06/02 – 06/04/2024	Education First	Comfort Inn	36
06/02 – 06/04/2024	Education First	Holiday Inn & Suites Gateway	40
06/03 – 06/05/2024	Education First	Wyndham Garden	27
06/05 – 06/09/2024	Education First	Wingate	48
06/05 – 06/07/2024	Education First	Holiday Inn Express Busch Gardens	17
06/05 – 06/06/2024	Grand Classroom	The Woodlands	55
06/08/2024	Global Travel Alliance	Embassy Suites	36
06/06 – 06/08/2024	Education First	Springhill Suites	26
06/07/2024	Education First	Residence Inn	123
06/08/2024	Education First	Springhill Suites	14
06/09/2024	Education First	Springhill Suites	51
06/10/2024	Education First	Holiday Inn Express Busch Gardens	31
06/10/2024	WorldStrides	DoubleTree	51
06/12/2024	Education First	Residence Inn	29
06/12/2024	Education First	Holiday Inn & Suites Gateway	50
06/12/2024	Education First	Best Western Historic Area Inn	46
06/13/2024	Education First	Residence Inn	53
06/13/2024	Education First	Residence Inn	44
06/14/2024	Grand Classroom	Springhill Suites	50
06/17/2024	Education First	Holiday Inn & Suites Gateway	32

## Definite Bookings | May 11, 2024 – June 28, 2024

Date	Definite Booking	Property	Room Nights
06/17/2024	VCTM Conference 2024	DoubleTree	500
06/19/2024	Education First	Holiday Inn & Suites	35
06/22/2024	Education First	Residence Inn	41
06/23/2024	Education First	Springhill Suites	36
06/24/2024	Education First	Springhill Suites	22
06/27/2024	Payton-Mack Family Reunion	Kingsmill	60
06/27/2024	Education First	Residence Inn	13
06/28/2024	Education First	Springhill Suites	29
11/09 – 11/11/2024	VCU Technology	The Griffin Hotel	20
02/13/2025	Grand Classroom	Embassy Suites	22
03/03/2025	Grand Classroom	Springhill Suites	31
03/27/2025	Grand Classroom	Embassy Suites	22
03/30 – 03/31/2025	Global Travel Alliance	Fairfield Inn & Suites	74
04/30 – 05/02/2025	Grand Classroom	Embassy Suites	30
05/04 – 05/08/2025	AFC Vacations	Embassy Suites	120
05/17/2025	Global Travel Alliance	Embassy Suites	21
06/13 – 06/15/2025	Grand Classroom	Embassy Suites	40
09/22 – 09/25/2025	AFC Vacations	Embassy Suites	90
09/29 – 10/02/2025	AFC Vacations	Embassy Suites	90
10/06 – 10/09/2025	AFC Vacations	Embassy Suites	90
10/13 – 10/16/2025	AFC Vacations	Embassy Suites	90



Definite Bookings | May 11, 2024 – June 28, 2024

Date	Definite Booking	Property	Room Nights
10/20 – 10/24/2025	AFC Vacations	Embassy Suites	90
12/06 – 12/09/2025	AFC Vacations	Embassy Suites	120

## Shows and Events

- *Small Market Summit – May 21 – 24, 2024, DuPage, Illinois (DEI/MICE)*
- *Military Reunion Network Summit – June 21 – 24, 2024, Washington, DC (DEI/MICE)*

## Client Events and Site Visits

- *Grand Classroom – May 29, 2024, Charlottesville, Virginia*
- *WorldStrides – May 30, 2024, Charlottesville, Virginia*
- *Mann Travels – June 12, 2024, Charlotte, NC*
- *Burke Christian Tour – June 13, 2024, Maiden, NC*



Upcoming Shows/Client Events

DATE	UPCOMING SHOWS	LOCATION
August 9 – 13, 2024	SYTA Annual	New York, New York (Group)
August 18 – 20, 2024	Destination Southeast	Point Clear, AL (MICE)
August 27 – 29, 2024	Connect Sports	Milwaukee, WI (Sports)
August 27 – 30, 2024	Virginia Motorcoach Association	Williamsburg, VA (Group)
September 16 – 18, 2024	CRUSA GTE	Charlottesville, VA (International)



### Present Highlights:

- Visit Williamsburg met with John Di Meglio and Steven Ryan from KemperSports on June 27<sup>th</sup>
- The Sports Complex is at 85% design competition.
- The KemperSports Marketing Department is working on a one-page overview of the Sports Complex for Visit Williamsburg to take to market, starting in August:  
(I.E. Connect Aug 27-29<sup>th</sup>, TEAMS Sept 23-26, Sports Congress Dec 8-11<sup>th</sup>, Sports ETA April 14-17<sup>th</sup> )

### Looking Forward:

- "KemperSports is thrilled to collaborate with Visit Williamsburg to bring exciting and entertaining experiences to the new sports complex in the Historic Triangle. This partnership underscores our commitment to providing top-notch facilities and memorable events in a region rich with history and culture." – Steven Ryan
- KemperSports and Visit Williamsburg have established a monthly meeting schedule that follows the HTRFA board meeting. The next meeting with KemperSports is on Wednesday, July 10<sup>th</sup>





# Old & New Business



# Adjourn

Next Meeting - TBD

TBD



*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN