

WASHINGTON, D.C. MEDIA EVENT

- WHAT:** Visit Williamsburg is bringing the region to Washington, D.C. In attendance will be top-tier print, online, and broadcast journalists who cover travel, lifestyle, golf, outdoors, family, arts, and food/beverage. Expected attendance is 25+ media from local and regional publications, as well as national outlets based in Washington, D.C.
- WHEN:** Tuesday, June 18, 2024
- WHERE:** Salamander D.C.
- THEME:** **From Revolution to Revolutionary**
As we commemorate the 250th anniversary of the American Revolution, the Revolutionary War, and the independence of the United States, there is no better time to acknowledge the history impact Williamsburg, Jamestown, and Yorktown had on our nation's founding, and spotlight the revolutionary modernization of the Historic Triangle.
- OBJECTIVE/
MESSAGE:** The objective is to raise awareness of the multi-dimensional destination in an effort to increase overnight visitation. To accomplish this goal, the media event will spotlight the destination's history and showcase what's new; highlight noteworthy events (VA250); and provide an overview of the modern breadth that Williamsburg, Jamestown, and Yorktown have to offer that travelers seek – arts and culture; entertainment and amusement; food and beverage; and outdoors and golf.
- PARTICIPATION:** Visit Williamsburg welcomes representation from:
- Hotels and resorts
 - Attractions and events
 - Food and beverage
 - Retail stores and products

All associated costs of participation are to be provided by the partner.