



Williamsburg Tourism Council

BOARD MEETING

March 18, 2025





- Roll Call
- **II.** Public Comment
- III. Roundtable Discussion
- **IV.** Approve Minutes
- V. Chair Report
- VI. 2024 Audit
 - I. Sean Walker, CLA
- VII. Treasurer's Report
- VIII. CEO Report
- IX. Guest Presenter
 - I. Jennifer Case, Chief Marketing Officer,Visit Williamsburg



Roll Call



James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

Ex-Officio **Greater Williamsburg Chamber of Commerce**Virginia Tourism Corporation

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

Kevin Lembke
Denise Kellogg
Christy Coleman
Ron Kirkland
Michael Claar
Sheila Noll

Dr. Porter Brannon Rita McClenny



Public Comment



Roundtable Discussion



Approve Minutes

Vote



James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

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

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Chair Report



Audit



Financial Audit Results of the Williamsburg Tourism Council

March 18, 2025

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

AGENDA

- CLA's Audit Process
- Summary of Audit Results
- Required Communications with Those Charged with Governance
- FY2024 Financial Highlights





AUDIT RESULTS

- Auditors' Opinion on Financial Statements
 - Unmodified "clean" opinion

- Report on Internal Control Over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with Government Auditing Standards
 - Identified no material weaknesses or significant deficiencies over financial reporting noted





REQUIRED COMMUNICATIONS

- Financial statement disclosures
- No difficulties encountered during the audit
- No material corrected misstatements
- No uncorrected misstatements
- No disagreements with management
- Management provided representation for the financial statements





REQUIRED COMMUNICATIONS

- Management did not consult with other independent accountants
- No significant issues were discussed with management prior to engagement
- No other audit findings or issues
- Other information in documents containing audited financial statements
 - Required supplementary information
 - Management Discussion and Analysis and Budget to Actual Schedule





FY 2024 - FINANCIAL HIGHLIGHTS

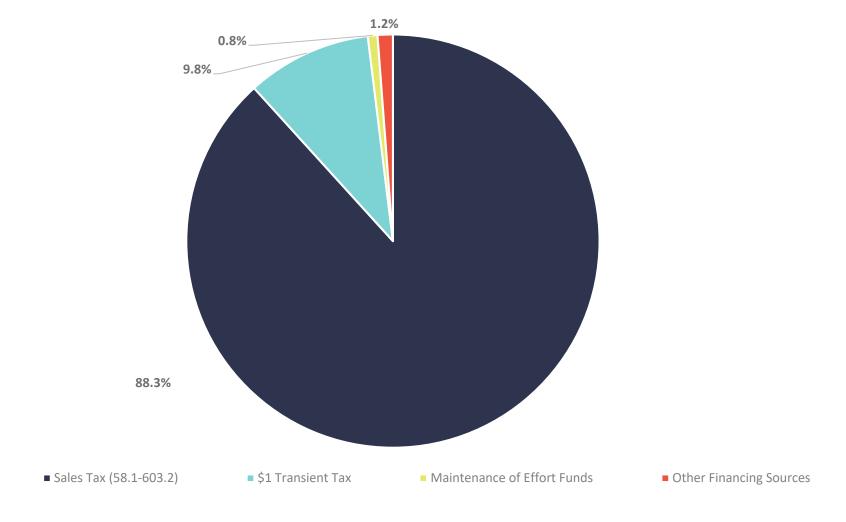
- Total general revenues totaled \$16,566,901, an increase of \$99,169, or 0.6% over the prior year. The slight change in funding was due to a 2% increase in sales and transient tax receipts offset by a reduction in maintenance of effort funds received as a result of an amendment to the authorizing legislation.
- Destination marketing expenses were \$14,922,314, 85.6% of the total 2024 operating expenses and a 10% or \$1.6M decrease from the prior year.
- Other sales and marketing expenses were \$622,537, 3.6% of the total 2024 operating expenses and a 6% or \$37K increase over the prior year.
- General and administrative expenses were \$1,887,245, 10.8% of the total 2024 operating expenses and a 22%, or \$344K, increase over the prior year. The increase was driven by additional headcounts for sales (sports and group sales) and marketing.
- As of June 30, 2024, WTC's total net position was \$2,679,401, a decrease of \$664,344 from the prior year.
- WTC's financial statements are prepared in accordance with General Accepted Accounting Principles (GAAP) promulgated by the Government Accounting Standards Board (GASB).





Revenue

2024 Sources of Revenue

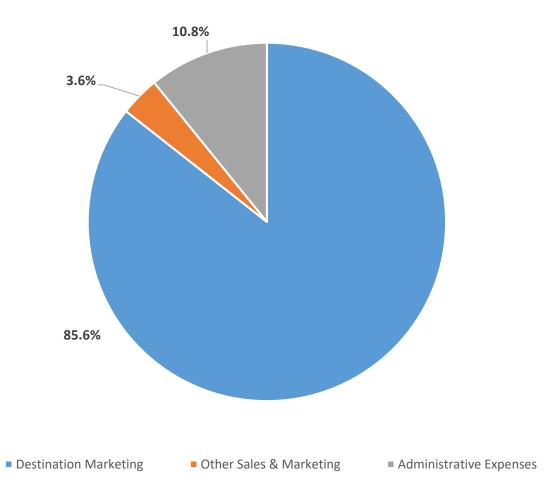






Expenditures

2024 Expenditures







Sean M. Walker, CPA, CFE, CGFM, CGMS Principal

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Aires Coleman, CPA
Director
aries.coleman@claconnect.com



CLAconnect.com













Revenue / Expenses January 2025

	Month				
	Actual	Budget	Variance		
REVENUE	8				
Sales Tax (58.1-603.2)	1,306,064	1,275,267	30,797		
\$1 Transient Tax	131,343	112,572	18,771		
Maintenance of Effort Funds	38,666	38,666	(0)		
Other	13,041	12,178	863		
Total Revenue	1,489,113	1,438,683	50,430		
EXPENSES					
Destination Marketing	409,188	1,005,100	595,912		
Other Sales & Marketing	149,809	231,026	81,217		
Labor & Benefits	141,847	192,301	50,454		
Admin	39,294	34,443	(4,851)		
Total Expenses	740,139	1,462,870	722,731		
Net Revenue Expense by Month	748,975	(24,187)	773,162		

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



Revenue / Expenses Fiscal YTD as of January 31, 2025

	FY 2024				
	Actual	Budget	Variance		
REVENUE					
Sales Tax (58.1-603.2)	9,147,134	9,196,300	(49,166)		
\$1 Transient Tax	1,043,415	1,033,783	9,632		
Maintenance of Effort Funds	101,966	101,966	(0)		
Other	129,215	72,121	57,094		
Total Revenue	10,421,730	10,404,170	17,560		
EXPENSES					
Destination Marketing	5,092,564	5,620,700	528,136		
Other Sales & Marketing	790,387	1,012,230	221,843		
Labor & Benefits	1,082,809	1,123,678	40,869		
Admin	195,007	432,304	237,297		
Total Expenses	7,160,767	8,188,912	1,028,145		
Net Revenue Expense by Month	3,260,962	2,215,258	1,045,704		

Budget Remaining	Percent Remaining
6,177,584	40.3%
546,850	34.4%
24,634	19.5%
(13,079)	-11.3%
6,735,989	39.3%
7,066,136	58.1%
7,066,136 1,359,614	
	58.1% 63.2% 50.9%
1,359,614	63.2%

Net Position - Beginning of Year	2,679,401	2,679,401	0
Net Position - Current YTD	5,940,363	4,894,659	1,045,704

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





Cash on Hand January 2025

Operating Cash

Cash Balances	Nov-24					
	Actual Budget			Variance		
Bank Account Balances: operations						
BB&T Reserve Checking	\$ -	\$	-	\$	-	
BB&T ICS Investment Fund	\$ -	\$	-	\$	-	
Ches Bank Checking	\$ 5,628,510	\$	6,730,339	\$	(1,101,829)	
Ches Bank Payroll	\$ 1,000	\$	-	\$	1,000	
Ches Bank CD	\$ 771,769	\$	-	\$	771,769	
Total Cash on Hand	\$ 6,401,278	\$	6,730,339	\$	(329,061)	

Dec-24									
Actual		Budget	Variance						
\$ -	\$	-	\$	-					
\$ -	\$	-	\$	-					
\$ 7,903,497	\$	6,581,177	\$	1,322,320					
\$ 1,000	\$	-	\$	1,000					
\$ 773,767	\$	-	\$	773,767					
\$ 8,678,264	\$	6,581,177	\$	2,097,087					

Jan-25								
Actual	Budget			Variance				
\$ -	\$	-	\$	-				
\$ -	\$	-	\$	-				
\$ 6,387,640	\$	6,558,003	\$	(170,363)				
\$ 1,000	\$	-	\$	1,000				
\$ 775,837	\$	-	\$	775,837				
\$ 7,164,477	\$	6,558,003	\$	606,474				

Key Sources of Funds	Nov-24					
		Actual		Budget	Variance	
State Disbursement	\$	1,390,725	\$	1,377,248	\$	13,477
Total Gov't Sources	\$	1,390,725	\$	1,377,248	\$	13,477

Dec-24									
	Actual		Budget	Variance					
\$	1,427,865	\$	1,395,857	\$	32,008				
\$	1,427,865	\$	1,395,857	\$	32,008				

Jan-25									
Actual Budget				Variance					
\$	1,437,406	\$	1,387,839	\$	49,567				
\$	1,437,406	\$	1,387,839	\$	49,567				

Interest Earned:			
State Interest Paid	\$ 22,665	\$ -	\$ 22,665
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 12,675	\$ 12,178	\$ 497
Ches Bank CD	\$ 3,192	\$ -	\$ 3,192
Total Interest Earned	\$ 38,532	\$ 12,178	\$ 26,354

\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 12,093	\$ 12,178	\$ (85)
\$ 1,998	\$ -	\$ 1,998
\$ 14,091	\$ 12,178	\$ 1,913

\$	-	\$ -	\$ -
\$	-	\$ -	\$ -
\$	-	\$ -	\$ -
\$	12,093	\$ 12,178	\$ (85)
\$	1,998	\$ -	\$ 1,998
\$	14,091	\$ 12,178	\$ 1,913

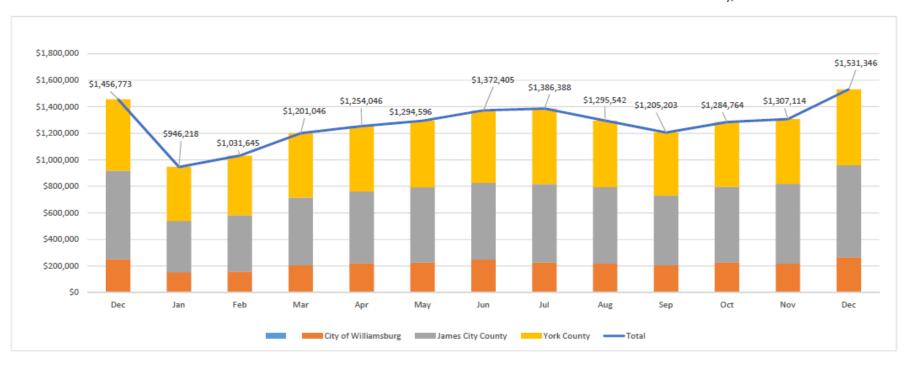
Accounts payable balance as of January 31, 2025: \$ 674,423
Uncleared checks & payments balance: 153,558

Total Open Payables transactions: \$ 827,980

Treasurer's Report

Source: York County, Office of the Commissioner of Revenue





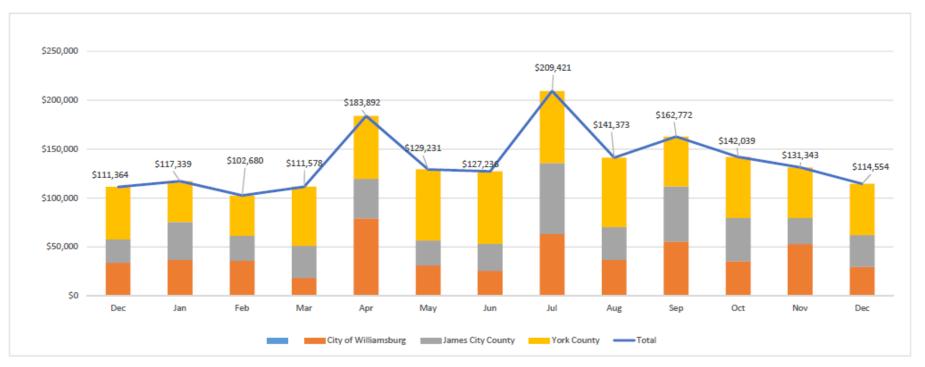
§§ 58.1-603.2 1/2 of 1%													
CY 2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$247,564	\$224,996	\$217,995	\$205,427	\$228,284	\$217,692	\$266,141	\$2,567,433
James City County	\$387,783	\$426,600	\$511,176	\$540,740	\$567,007	\$580,550	\$592,979	\$577,012	\$525,458	\$568,215	\$601,388	\$692,950	\$6,571,859
York County	\$406,530	\$449,044	\$484,614	\$492,522	\$502,201	\$544,291	\$568,412	\$500,534	\$474,318	\$488,266	\$488,034	\$572,255	\$5,971,020
Total	\$946,218	\$1,031,645	\$1,201,046	\$1,254,046	\$1,294,596	\$1,372,405	\$1,386,388	\$1,295,542	\$1,205,203	\$1,284,764	\$1,307,114	\$1,531,346	\$15,110,312
Calendar YTD Total												\$15,110,312	
CY 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
CY 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
CY 2023 City of Williamsburg	Jan \$148,068	Feb \$165,892	Mar \$196,748	Apr \$244,871	May \$220,208	Jun \$213,243		Aug \$238,658	Sep \$219,434	Oct \$231,252	Nov \$215,248		Total \$2,602,210
							\$256,700					\$251,890	
City of Williamsburg	\$148,068	\$165,892	\$196,748	\$244,871	\$220,208	\$213,243	\$256,700	\$238,658	\$219,434	\$231,252	\$215,248	\$251,890	\$2,602,210
City of Williamsburg James City County	\$148,068 \$380,432	\$165,892 \$440,402 \$411,494	\$196,748 \$490,853 \$490,295	\$244,871 \$519,871 \$524,536	\$220,208 \$504,459	\$213,243 \$518,835	\$256,700 \$560,191 \$565,487	\$238,658 \$633,248	\$219,434 \$519,452 \$468,981	\$231,252 \$526,194 \$460,830	\$215,248 \$541,964 \$480,182	\$251,890 \$666,053 \$538,830	\$2,602,210 \$6,301,952

Treasurer's Report

Transient Tax

SOURCE: York County, Office of the Commissioner of Revenue





Transient Tax \$1 of the	\$2												
CY2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$25,601	\$63,258	\$36,943	\$55,555	\$35,630	\$53,107	\$29,801	\$501,8
James City County	\$38,773	\$25,548	\$32,557	\$40,469	\$25,431	\$27,535	\$72,671	\$33,323	\$56,196	\$43,992	\$26,600	\$32,345	\$455,4
York County	\$41,665	\$41,277	\$60,426	\$64,157	\$72,501	\$74,100	\$73,492	\$71,107	\$51,021	\$62,417	\$51,636	\$52,408	\$716,20
Total	\$117,339	\$102,680	\$111,578	\$183,892	\$129,231	\$127,236	\$209,421	\$141,373	\$162,772	\$142,039	\$131,343	\$114,554	\$1,673,45
Calendar YTD Total												\$1,673,458	
CY2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$39,621	\$16,525	\$21,985	\$35,178	\$54,023	\$97,914	\$33,812	\$30,119	\$37,836	\$41,814	\$31,726	\$33,937	\$474,49
James City County	\$29,026	\$31,700	\$19,309	\$61,820	\$49,960	\$24,973	\$69,058	\$31,594	\$35,602	\$41,928	\$32,135	\$24,009	\$451,1
York County	\$36,893	\$39,830	\$54,350	\$56,483	\$63,337	\$65,559	\$66,116	\$55,352	\$54,061	\$51,203	\$46,505	\$53,418	\$643,10
Total	\$105,540	\$88,055	\$95,644	\$153,481	\$167,320	\$188,446	\$168,986	\$117,065	\$127,499	\$134,945	\$110,366	\$111,364	\$1,568,71
Calendar YTD Total												\$1,568,711	



CEO Report



Performance





Dec-2024	Category	Dec-2023	24/23 % Chg	Dec-2022	24/22 % Chg
1,673,458	Transient Tax	1,567,576	6.8%	1,546,035	8.2%
1,311,354	STR Demand	1,311,793	0.0%	1,307,191	0.3%
2,490,395	STR Supply	2,488,557	0.1%	2,490,634	0.0%
362,104	Non-STR Demand	256,918	40.9%	238,844	51.6%
52.7%	STR OCC %	52.7%	-0.1%	52.5%	0.3%
21.6%	% Non-STR Demand	16.4%	32.0%	15.4%	40.1%

<u>lote:</u> The data is 12-month total activity as of the reporting month

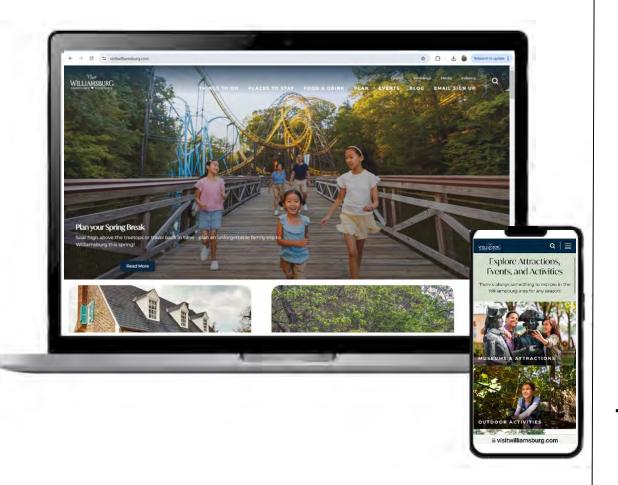
*Visit*WILLIAMSBURG

Performance



WEBSITE PERFORMANCE

VisitWilliamsburg.com



TOTAL WEB SESSIONS

	2023	2024	
January	295,219	159,075	- 46.1%
February	270,392	221,959	- 17.9%
March	361,195	342,526	- 5.1%
April	324,070	304,606	- 5.9%
-		,	
May	222,043	351,117	+ 58.1%
June	103,071	378,592	+ 267%
July	266,114	290,488	+ 9.1%
August	251,761	337,562	+ 34.1%
September	199,277	264,828	+ 32.8%
October	197,130	289,275	+ 46.7%
November	243,587	327,765	+ 34.5%
December	226,607	311,468	+ 37.4%
TOTAL	2,960,466	3,579,301	+ 20.9%



Performance

January

	Year to Date - January 2025 vs January 2024									
		Percen	t Change	from YT	D 2024					
	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold				
James City County+	20.5	-0.5	19.9	19.9	0.0	20.5				
York Co+	-2.1	8.5	6.2	1.1	-4.8	-6.8				
City of Williamsburg+	7.3	-0.6	6.6	6.6	0.0	7.3				
Historic Triangle+	4.5	2.5	7.2	5.2	-1.8	2.6				
Southern York County+	-14.8	1.6	-13.4	-13.4	0.0	-14.8				
Total +	2.8	2.6	5.5	3.7	-1.8	1.0				

February

Running 28 Days - TY vs. LY											
Percent Change											
Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold						
-13.7	-9.5	-21.9	-21.9	0.0	-13.7						
-8.9	9.2	-0.5	-5.2	-4.8	-13.2						
-5.9	-8.9	-14.2	-14.2	0.0	-5.9						
-9.1	-0.7	-9.7	-11.3	-1.8	-10.7						
-12.8	6.3	-7.3	-7.3	0.0	-12.8						
-9.3	-0.2	-9.4	-11.0	-1.8	-10.9						





Annual Visitor Impact Report Visit Williamsburg

Dates Analyzed: January 1, 2024 - December 31, 2024





Who are Williamsburg's visitors?



55%

are **25 - 54** years

45-54

highest age group at **21%** with 65+ second ranked age group



51%

have an average household income \$100k+

\$151k+

Highest spending by household income at 28%



38%

have children in the household



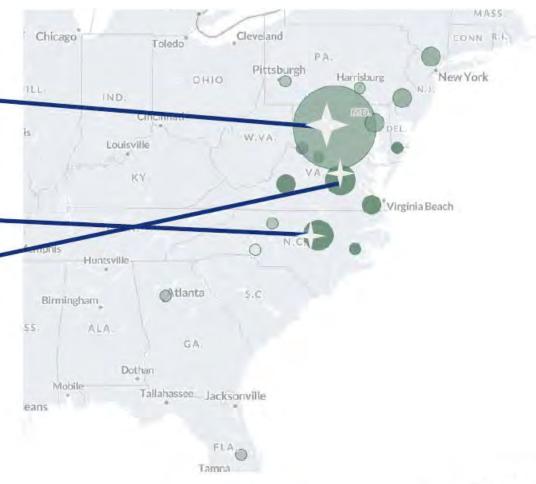
Where are visits originating from?

69% of visitors were from out-of-state markets.

Washington D.C. represented your largest out-of-state market with 19% of visitors and 20% of visitor spend

Raleigh-Durham represented the highest average visitor spend at \$208

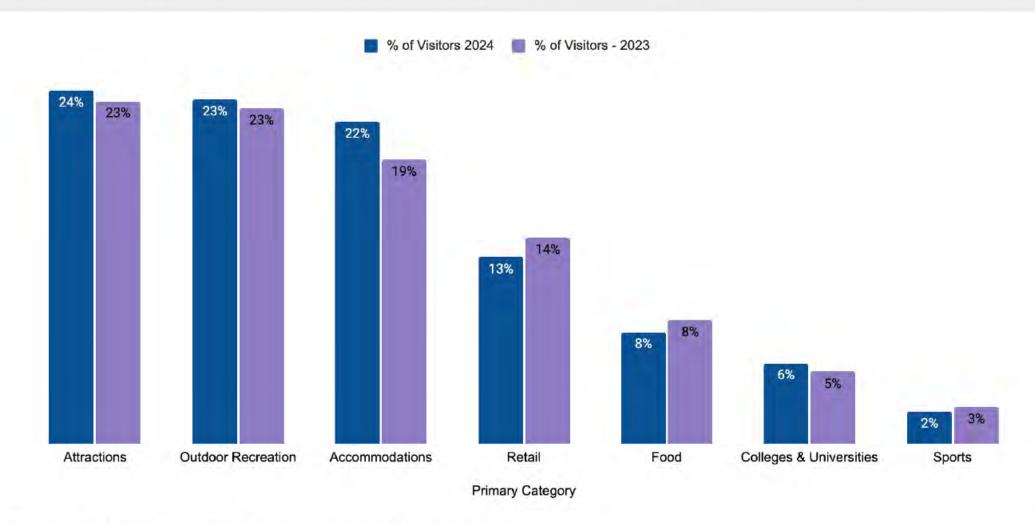
Richmond-Petersburg represented the largest in-state visitor market with 7% of visitors and 3.6% visitor spend

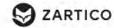




Where are visitors going by POI Category?

There was an increase in 2024 visitation to Attractions, Outdoor Recreation, Accommodations and Universities compared to 2023.





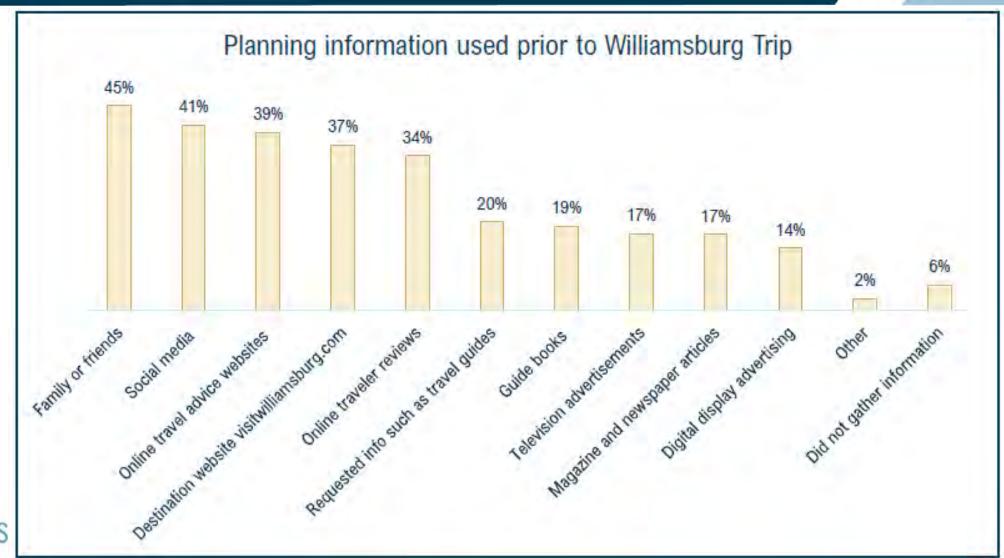


Insights

- Visit Williamsburg ran three campaigns over the course of 2024. The Spring/Summer campaign represented the largest investment and was a continuation of efforts from years prior. The Fall and Winter campaigns occurred during a transitional period, with spending significantly reduced and more targeted strategies employed.
- Overall, the 2024 advertising efforts performed well, generating 59% awareness and a total of 360,000 influenced trips. The paid media influenced \$457 million in visitor spending with a \$10.5 million media buy, resulting in a \$44 ROI for each media dollar invested.
- The growth in awareness of the Spring/Summer campaign was predominantly a function of wear-in over time. It is reasonable to expect new creative efforts in the coming year to have less robust results until campaign awareness builds.
- Performance and strategies need to be reviewed in light of prevailing travel behaviors. Overall, 2024 travel patterns largely returned to pre-pandemic levels. However, it is anticipated that travel spending will slow with potential economic and political headwinds.

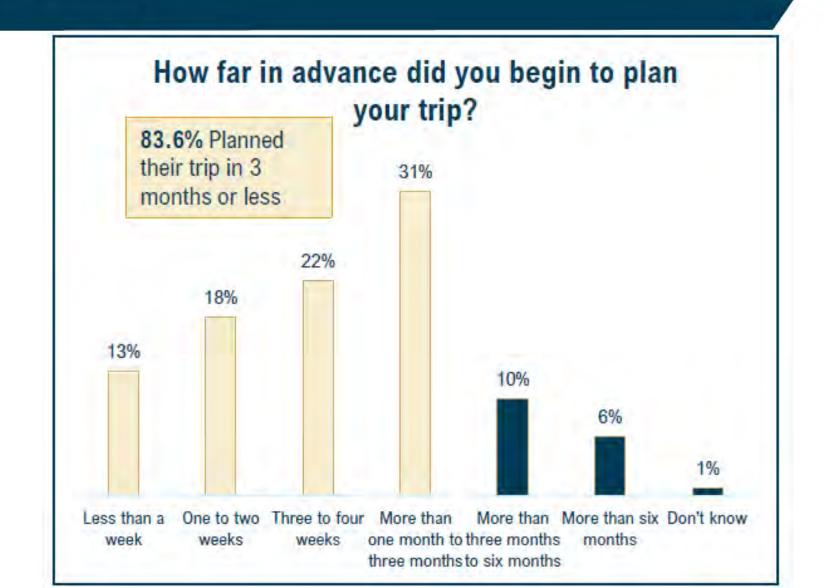


Trip Planning





Trip Planning







Current Environment



American Travel Sentiment Methodology

The American National Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: February 4, 2025
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: ±3%
- Representative of U.S. population demographics (age, gender, region)

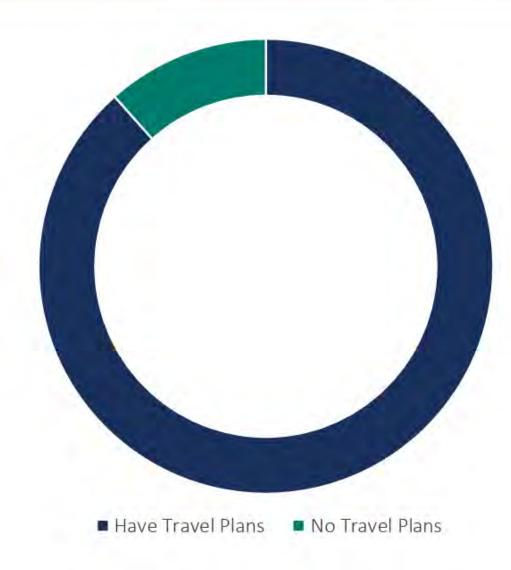
Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.





Travel Plans Within Next 6 Months

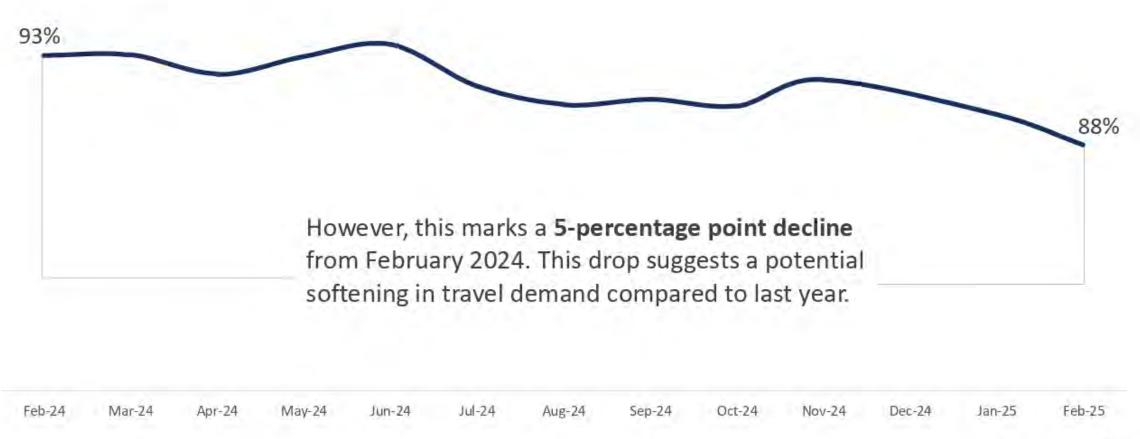


88% of American Travelers have travel plans within the next six months.



Year-Over-Year Decline in Travel Plans

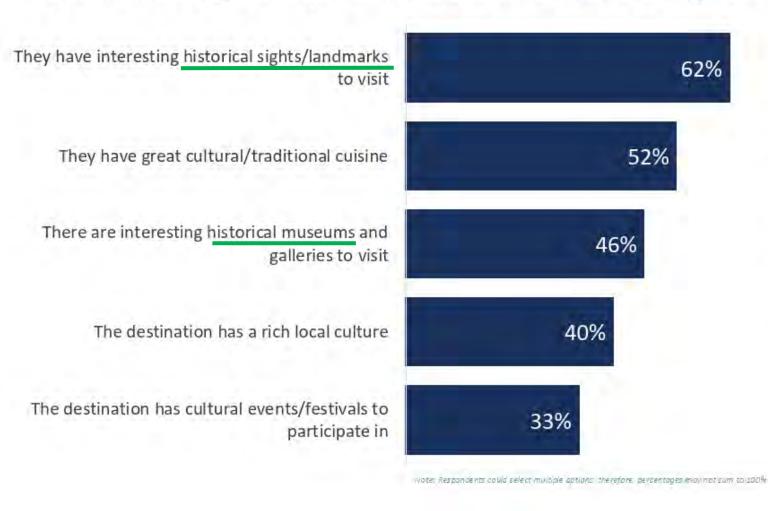
American travelers with confirmed travel plans in the next 6 months





Interest in Cultural Travel Experiences

Please select your top 3 motivators for cultural experience trips

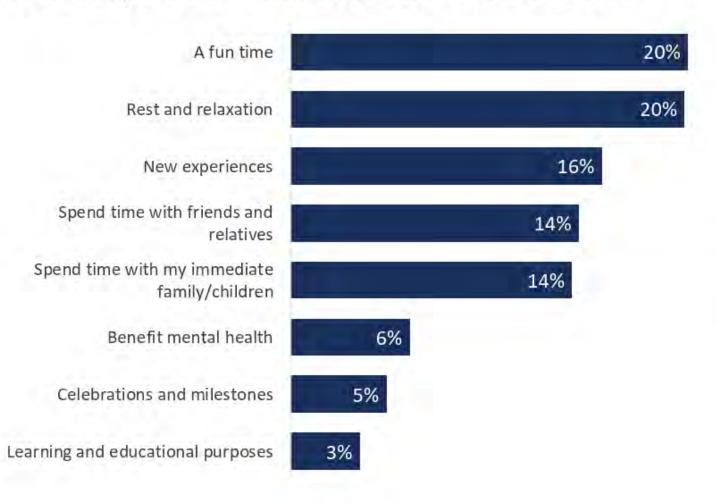


When choosing a cultural travel destination, American travelers prioritize historical landmarks (62%) and traditional cuisine (52%) the most. Museums and galleries (46%) and rich local culture (40%) also play a significant role.



Self-Care and Relaxation Remain Priority for Leisure Travel

What is your main motivator for leisure travel?

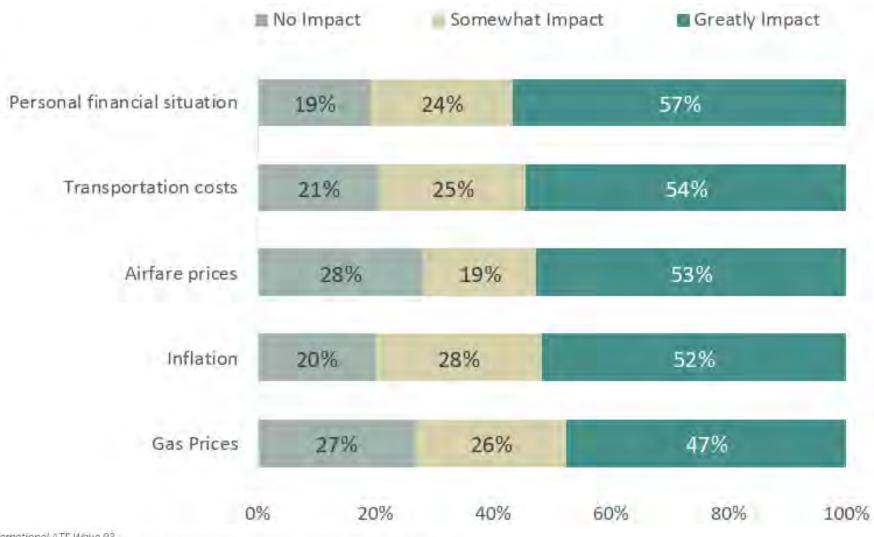


Having a fun time (20%) and rest & relaxation (20%) were the top motivators for leisure travel, indicating that travelers prioritize enjoyment and unwinding. New experiences (16%) and spending time with friends and relatives (14%) also ranked high, showing a strong interest in both exploration and social connections.



Increased Concern for Respondent's Personal Financial Situations

Concerns Impacting Your Travel Decisions in the Next Six Months





Future Partners State Of The American Traveler: February 2025

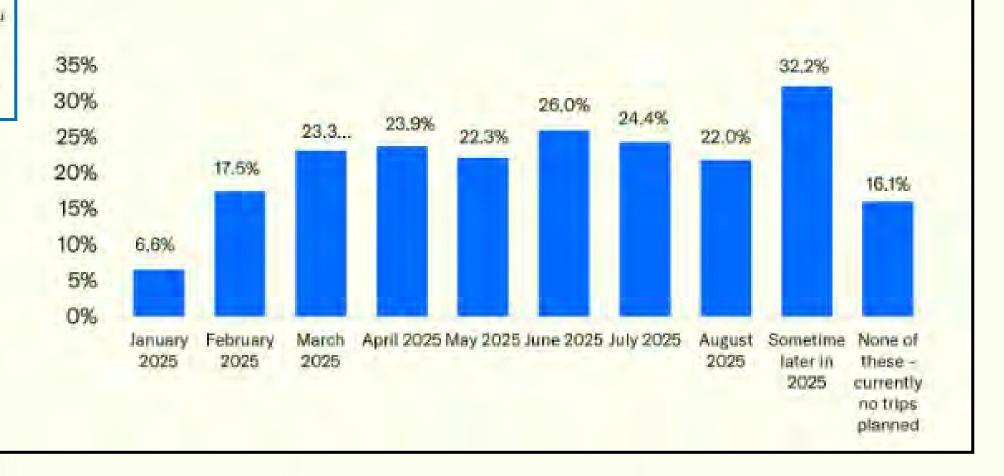
About The State of the American Traveler

The State of the American Traveler study surveys a new, representative sample of 4,000 adult American Travelers each month. In addition to key tracking questions, the questionnaire is regularly adapted to include the most pressing questions travel marketers face. It is one of the longest running studies of its kind, with historical data going back as far as 2006.

Months Americans Expect to Take Leisure Trips in 2025

Question:

In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)



Summer travelers will be looking to redeem rewards and find budget-friendly hotels and destinations

Question: How much of a priority will each of the following factors be in your travel for Summer 2025? (Please rate each one using the scale below)



"A growing sense of caution among American travelers."

- 32.5% of American travelers feel that the present is a good time to spend on travel, a **-4.4 point decrease** from last month.
- The percentage of American travelers who said travel will be a high budget priority for them in the next three months saw a -3.9 point dip from last month (to 54.3% from 58.2%).
- After steadily trending upward over the past 6 months, the average expected annual leisure travel budget **dropped over 15 percent** from \$5,898 to \$4,973 since last month.
- Americans' excitement for travel levels fell to an average 8.1 on a 0-10 scale, a 7-month low.



WILLIAMSBURG



JAMESTOWN VYORKTOWN
WHERE AMERICA'S JOURNEY BEGINS

Phase-by Phase Strategies



PHASE 1: BUILD AWARENESS OF THE PROPOSITION

Develop communications focused on the Williamsburg region as integral to the founding of the nation.

Invite travelers to start their Virginia journey to celebrate the 250th here.

Tease the calendar of events to come.

PHASE 2: BUILD EXCITEMENT ABOUT THE PLANS

Shift the messaging emphasis to focus on the calendar of events across the region.

Promote the entirety of the experience throughout 2026 in the Williamsburg Region

PHASE 3: PROMOTE THE INDIVIDUAL EVENTS

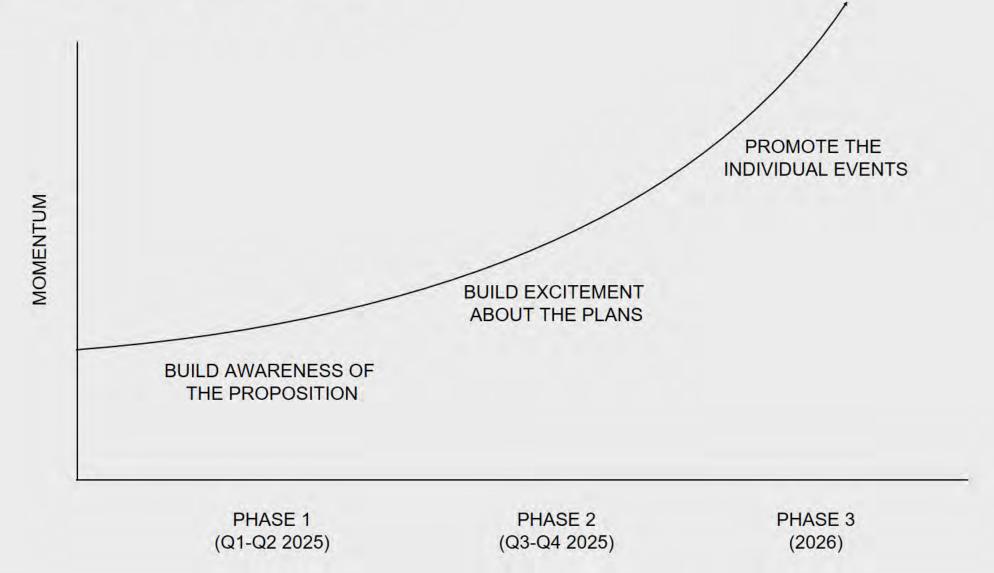
Shift the messaging emphasis to promote each event and drive attendance.





A Phased Approach







Historic Triangle Events



Williamsburg:

- Williamsburg Live, June 25-28 (4 dates instead of 3) "Festival of American Music"
- Independence Day

Colonial Williamsburg

Jamestown:

Jamestown Beach Concert weekend, April 17-18



Yorktown:

- Sail 250, June 12-14
- Yorktown Day, October 19



2026 Planning Meetings

- VA250: Cheryl Wilson & Bill Schermerhorn
- Colonial Williamsburg
- Historic Triangle Economic Development Leaders
- 2026 Williamsburg Live

Marketing & Communications

- Brand Federation
 - "Where America's Journey Begins."
- Miles (advertising agency):
 - New campaign
 - May photoshoot
- MMGY (PR firm):
 - New York Press Event: April 29



Had wonderful planning sessions today with partners in Williamsburg, all of whom are committed to excellence ...see more





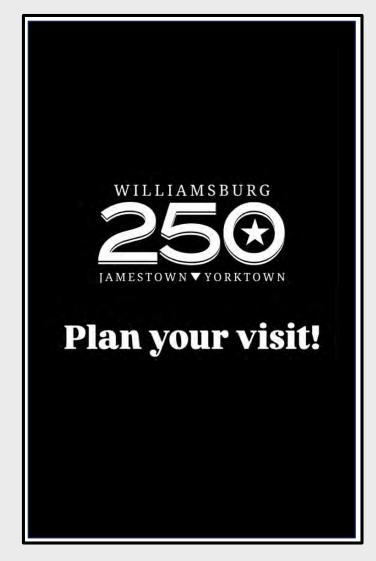
Social Media Marketing Campaign













Philadelphia, PA

February 1-4, 2025







Philadelphia, PA

February 1-4, 2025







Owensboro, KY

March 9-11, 2025







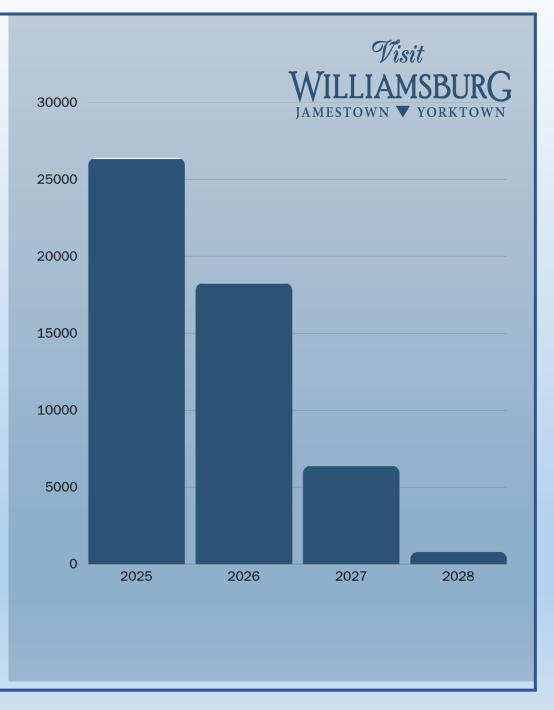


Group Business

Visit Williamsburg has successfully converted 122 leads into definite bookings, generating a total of 44,912 requested room nights and 30,514 attendees.

- **2025**: 80 leads | 26,330 room nights | 20,835 attendees
- 2026: 29 leads | 18, 239 room nights | 8,437 attendees
- **2027**: 10 leads | 6,374 room nights | 5,007 attendees
 - 2028: 3 leads | 793 room nights | 575 attendees

This data highlights Visit Williamsburg's strong performance in securing business and group travel, reinforcing the destination's appeal for conferences, associations, and tour and travel.



SPORTS WILLIAMSBURG JAMESTOWN VORKTOWN

2025 Outdoor Sports Events



APRIL

Battle of the Burg

(Softball) 4/5 - 4/6

Colonial Cup

(Baseball) 4/5 - 4/6

Diamonds Classic

(Softball) 4/12 - 4/13

Coastal Crush

(Lacrosse) 4/26

Battle of York

(Baseball) 4/26 - 4/27

Spring Bloom Adv. Race

(Race) 4/26 - 4/27

MAY

Battle for the Rings

(Softball) 5/3 - 5/4

Coastal Crush

(Lacrosse) 5/4

Coastal Crush

(Lacrosse) 5/10

Top Gun Tournament

(Baseball) 5/17-5/18

Debbie Cale Play Day

(Field Hockey) 5/17

Williamsburg Invitational

(Soccer) 5/17

Memorial Day Mayhem

(Softball)

JUNE

VA State Championship

(Baseball) 6/6-6/8

Jamestown Triathlon

6/8

Eastern State Tournament

(Softball) 6/7-6/8

Mid-Atlantic Championship

(Softball) 6/12 - 6/15

Summer Celebration

(Lacrosse) 6/14 - 6/15

Summer Breeze

(Softball) 6/21 - 6/22

Firecracker Blast

(Softball) 6/28 - 6/29

All-American Soccer/Flag

JULY

VA State Little League

Softball (Softball) 7/5 - 7/9

War at Williamsburg

(Baseball) 7/10 - 7/13

Diamond Classic Colonial Clash

(Softball) 7/11-7/13

AUGUST

Top Gun Tournament

(Baseball) 8/23 - 8/24

Back To School Challenge at the Burg

(Softball) 8/23 - 8/24

Labor Day Bash

(Softball) 8/30 - 8/31

Virginia Cup

(Soccer) 8/30 - 8/31





	Secured Room Nights
Softball (Little League, DC Fast Pitch)	1,200
Golf (USCAA, VISSA)	650
Lacrosse (Capital)	3,000
Baseball (Triple Crown, USA Tournament Series)	5,100
Pickleball (<i>Paddle Tap</i>)	500
Volleyball (Hype, Southern Tournaments, We Build You Play)	4,300
Gymnastics (<i>LG Productions</i>)	1,500
Open Water (ISCA)	500
All-American Series	1,200
Basketball (Adidas, Phenom, NTBA)	32,100
TOTAL:	50,050
	(44,950 "new" rooms)



EVENT	DATE/S	LOCATION	ROOM NIGHTS
Phenom Hoops (7 weekends)	Dec-July 2027	Greater Williamsburg Sports & Events Center	4,900
Phenom Hoops (7 weekends)	Dec-July 2028	Greater Williamsburg Sports & Events Center	4,900
Phenom Hoops (7 weekends)	Dec-July 2029	Greater Williamsburg Sports & Events Center	4,900
Adidas Girls Basketball	May 2027	Greater Williamsburg Sports & Events Center	7,500
Adidas Girls Basketball	May 2028	Greater Williamsburg Sports & Events Center	7,500
PH	ENOM HOOPS	adidas	





TONY LEKO, Director 3STEP Sports



PATRICK CANSFIELD,
Director of Business Development

AJGA



KARL REMICK, Vice President

American Darters Association



BEN WEBB, President NHPA



CRAIG KARUS, Director of Sport Experiences Prep Network



CARISSA SAWYERS, President RISE Productions



ALISON REINHOLT, Independent Contractor adidas 3SSB

FRANK GEERS, President & CEO



American Cornhole Association



SETH MUNSEY,
Director of Safety & Sport Performance
Disc Golf Pro Tour



CHRISTINA NGUYEN, COO Open Gym Premier (OGP)



BRAD BOHAT, Event Promoter, Race Director & Administrative Director Pro Watercross



PAUL MIDKIFF, Co-Founder Southern Pickleball





KELSEA THOMPSON, Event Director Triple Crown Sports



ALEX NAGY, Special Projects Manager Twisted Cat Outdoors



VERED LOPEZ, President USA Catchball



MADELINE RASCON, Director of Events USA Field Hockey



CHRISTINA HARGROVE, National Events Manager USA Wrestling



CHRIS FOLK, Event Director Triple Crown Sports



NORM MCLEAN, Director



NOA GUTTMAN BETTELHEIM, Secretary USA Catchball



MICHAEL CAIN, CEO USA Karate

WE ARE

VIRGINIA IS FOR LOVERS®

VIRGINIA'S INTERNATIONAL MARKETS



2023 INTERNATIONAL TRAVELER RESEARCH

International Traveler Snapshot

- **851,300** international visitors
- \$1.1 billion traveler spending
- Average spend for domestic visitors per person, per visit = \$270
- Average spend for international visitors per person, per visit = \$1,784

Top Overseas Markets By The Numbers

- United Kingdom 53,704
- o **India** 53,037
- Germany 38,170
- France 19,543
- Australia 8,653
- Japan 8,374

Overseas Travelers

Total Visitation: 453,000

Travel Spending: \$897 million

Canadian Travelers

Total Visitation: 381,084

Travel Spending: \$203 million



^{**}Based on <u>data</u> provided by Tourism Economics for Virginia Tourism Corporation



OVERSEAS MARKETS TRENDS

Significant Spend:

- 10.5 nights average length of stay
- 97% visit for vacation or friends/family
- \$75,719 average household income
- **39** media age
- \$1,784 spend per visitor trip
- 31% stay in hotels

Top Activities:

- **87%** Shopping
- 85% Sightseeing
- 60% National Parks / Monuments
- **50%** Small Towns / Countryside
- **52%** Historical Locations

VIRGINIA IS FOR LOVERS



Community Awareness

Recent presentations

- February 14: York County Administrators
- February 25: James City County Board of Supervisors Meeting
- February 28: Meeting with new Williamsburg City Council Member Ayanna Williams
- March 5: Tourism Kickoff meeting with hotel leaders and local attractions
- March 13: Greater Williamsburg Chamber of Commerce
- March 17: Collette Vacations at Williamsburg Lodge

Upcoming presentations

- March 19: Sports Advisory Committee Meeting
- March 19: Virginia Restaurant, Lodging & Travel Association
- March 20: Williamsburg Live Press Conference
- March 21: Virginia Green Travel Conference
- March 26: CLS (Community Leadership Service) Board Meeting
- April 5: Williamsburg Neighborhood Council
- April 8: Merchants Square Association
- May 1: Jamestown-Yorktown Foundation Marketing Committee



















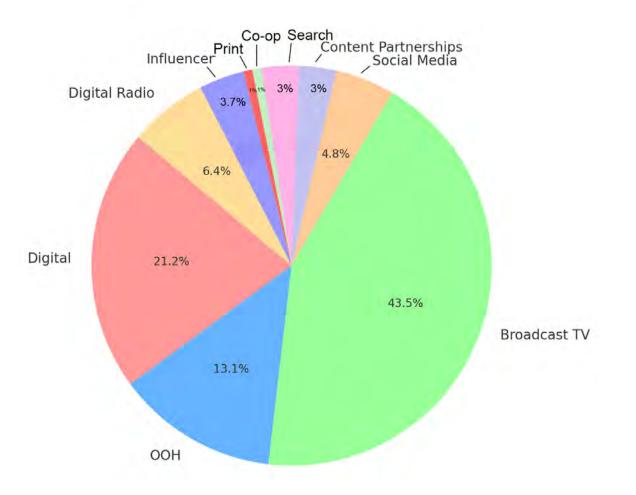
Marketing & Communications

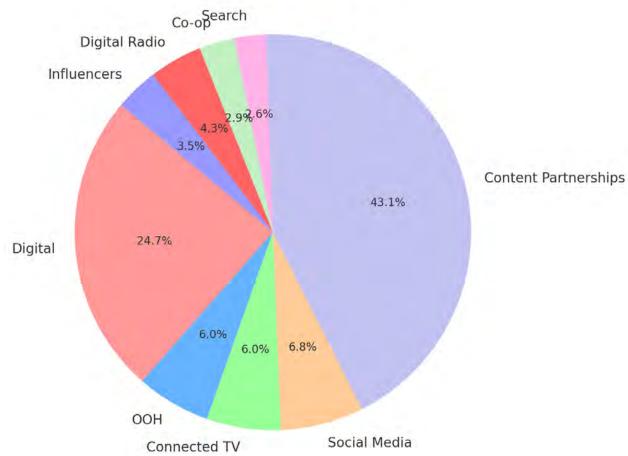
Jennifer Case, CMO



Q1 & Q2 - 2024 vs 2025

2024 2025







Media Objectives



Awareness

 Increase brand awareness of Williamsburg as a destination through precise audience targeting/reach and relevant content

Consideration

 Engage with our audience through content on visitwilliamsburg.com

Response

 Visitation of Williamsburg through measurable platforms

OVERALL APPROACH



- Prioritize travel intenders overall
- Layer on geographic targeting
- 3. Layer on behavioral attributes
 - a. When necessary, layer in additional audience segments (campaign specific)

Targeting

OVERLAYS

Primary

- Interested in US History
- Seeking an Educational getaway
- Arts and Culture Enthusiasts
- Foodies
- Sightseeing/Touring
- Small Town Shopping
- Adventure Travelers
- Interested in the Outdoors

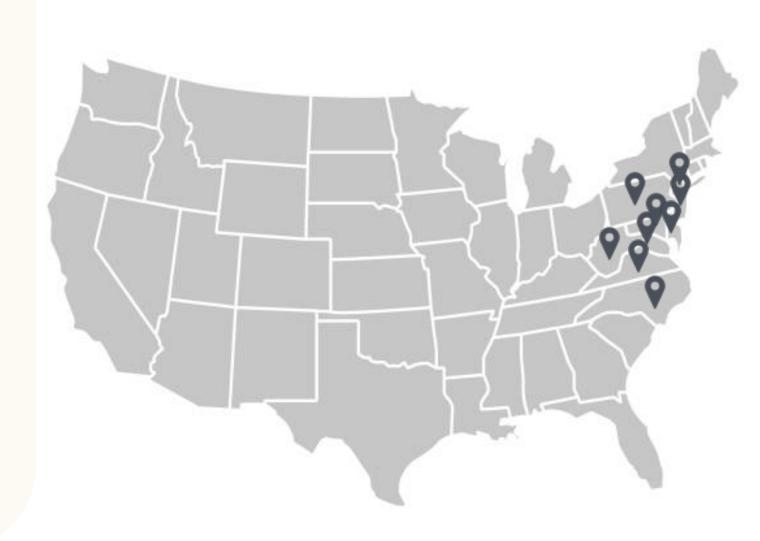
Secondary (Where Applicable)

- Family Travelers
- Multigenerational Travelers
- Mature Adult Travelers 55+
- Road Trippers



Geographic Targeting

- Washington DC
- Baltimore
- North Carolina
- Virginia
- West Virginia
- New Jersey
- Pennsylvania
- New York
- Delaware







Display

Launched at the beginning of January

Drive site traffic and increase travel intent

TripAdvisor

- Launched display in February, Native to launch in March, Video to launch in April
- Focus on lower funnel tactics to drive site traffic and increase travel intent

Programmatic

Native

- Launched at the beginning of January
- Drive site traffic and increase travel intent

Digital OOH

- Launched in February
- Increase brand awareness

Tactics



Tactics

Programmatic

Connected TV

- To launch in **April** upon creative completion
- Increase brand awareness

Online Video

- To launch in **April** upon creative completion
- Increase brand awareness



Content Partnerships

Undertone

- Launched at the end of February
- Increase brand awareness and drive inunit engagement with Visit
 Williamsburg's content

VistaGraphics

- Continuation of Visit Williamsburg's ongoing campaign with monthly deployments
- Drive site traffic and increase travel intent

Kargo

- Launched early March
- Increase brand awareness and drive site traffic

Destination DC

- Digital to launch in April. Print Visitor
 Guides in Spring/Summer and Fall/Winter
- Increase brand awareness and drive site traffic

Tactics



Tactics

Partnerships

Atlas Obscura

- To launch in March/April
- Increase brand awareness, drive content engagement and site traffic, ultimately increasing travel intent

Hulu/ Disney +

- To launch in April
- Increase brand awareness and drive inunit engagement

Nativo

- To launch in March
- Increase brand awareness, drive content engagement and site traffic, ultimately increasing travel intent

Sirius XM/ Pandora

- To launch in April
- Increase brand awareness





Atlas Obscura

Content

- Re-run of the Williamsburg President's Heads Podcast Episode
- (1) New Custom Podcast Episode
- Host Read Audio Ads
- (1) Custom Itinerary
- (6) New Place Pages
- Super Destination Page

Distribution

- Social amplification
- Dedicated Email / Email Inclusions
- Onsite Media
 - In-Line Video
 - ROS Media





Wisit WILLIAMSBURG JAMESTOWN ▼ YORKTOWN

Nativo

- Content
 - (3) Native Article
 - (2) Native Stories
- Onsite Media
 - Display
- Brand Rank Study



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

By Yatzuri Thomas on Aug. 21, 2024



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

This summer, we dove headfirst into the heart of American history without breaking the bank. From strolls down historic streets to lazy afternoons soaking up the sun in gorgeous green spaces, we found many free or wallet-

So, if you're looking for a lower-cost adventure with fun and memories, you're in the right place! I'm excited to share our top picks for free things to do in Williamsburg this summer.

Trust me, you won't want to miss these spots.

1. Sail Away on the Jamestown-Scotland Ferry



Robb Report

Ο,



SPONSORED CONTENT

With so much to see and experience, where to start can be overwhelming

Here's just a snapshot to get you inspired.

By VISIT WILLIAMSBURG



DESTINATIONS

Ask Robb: Help! I've Seen It All on Safari-Including the Big 5.

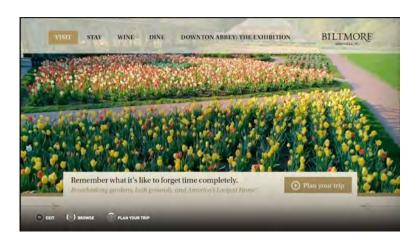






- Content
 - Interactive Living Room Unit on Hulu
 - <u>Example 1:</u> QR + Image Carousel
 - Premium Slate on Hulu
 - :30 Second Video Commercial on Hulu and Disney+









Tactics

Partnerships and Always-On

Smithsonian

- To launch in April
- Increase brand awareness, drive content engagement and site traffic, ultimately increasing travel intent

SEM

- Launched in January
- Drive Site traffic and increase travel intent

National Geographic

- To launch in March/April
- Increase brand awareness, drive content engagement and site traffic, ultimately increasing travel intent

Social

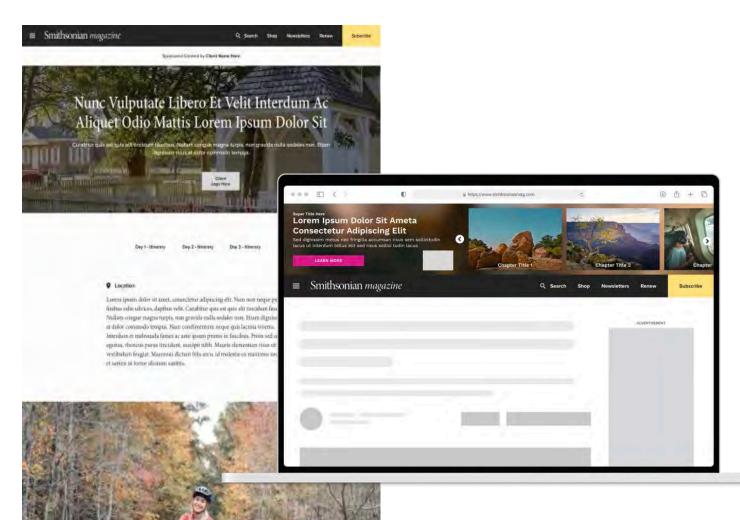
- Facebook and Instagram launched in January. Pinterest launched in February. TikTok to launch in April.
- Increase brand awareness, drive content engagement and site traffic, ultimately increasing travel intent







- Content
 - Native Article Series
 - (3) Native Articles
- Distribution
 - Social Media Amplification
 - (4) E-Newsletter Takeovers
- Onsite Media
 - Custom Multi-Story Package
 - Full Screen Video Pushdown
 - Standard and Billboard Display
 - Pre-Roll Video









- Content
 - Photoshoot with National Geographic Photographer
 - Senses of Williamsburg Photo Article
 - Editorial article and Advertiser Spotlight on the Virginia Travel Guide on NatGeo.com
 - Vertical Video
- Distribution
 - Social Media Amplification
 - Newsletter Promotion



KPI Overview

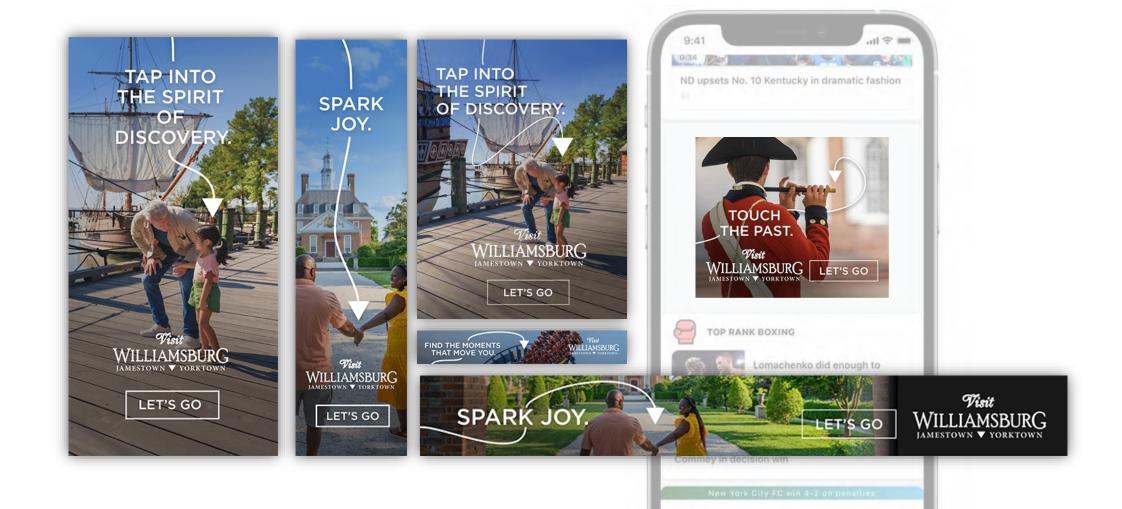


Tactic	Тор КРІ	Secondary Measures of Success
Display	СРА	Conversion Rate, CTR, CPC
Native	СРА	Conversion Rate, CTR, CPC
CTV	VCR	Conversion Rate, CTR, CPC, CPA
Video	VCR	Conversion Rate, CTR, CPC, CPA
Rich Media	CTR	Engagement Rate, Time on Content, Conversions, Conversion Rate, CPC
Custom Content	Time on Content	Conversion Rate, CPA, Engagement Rate
Email	Open Rate	CTR, CPC
Audio	CTR	Reach, Frequency, Audio Completion Rate
Podcast	Average Listen Time	Reach





Display





Native



Ad by Visit Williamsburg



Moments that Move You.

Discover the joy, wonder, and unexpected delights of the Historic Triangle. Your journey begins here.



Ad by Visit Williamsburg



Moments that Move You.

Discover the joy, wonder, and unexpected delights of the Historic Triangle. Your journey begins here.



Ad by Visit Williamsburg



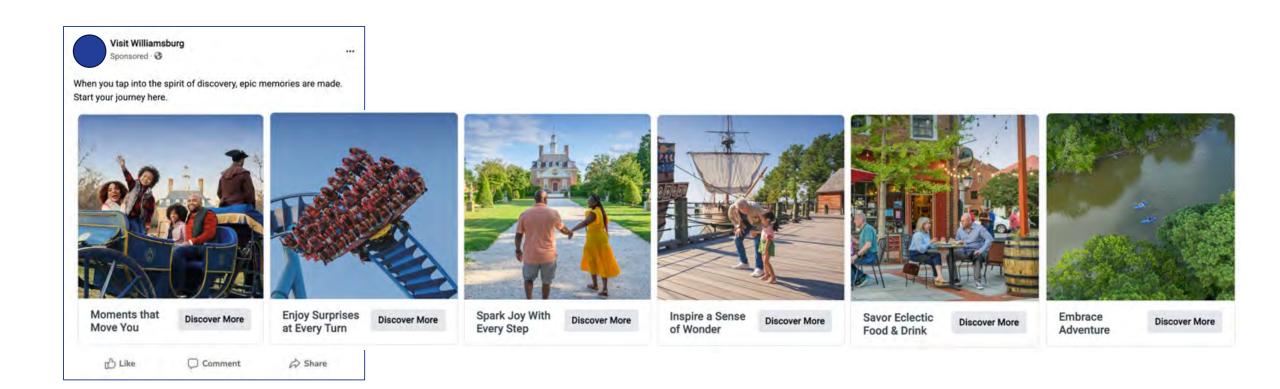
Moments that Move You.

Discover the joy, wonder, and unexpected delights of the Historic Triangle. Your journey begins here.

Creative



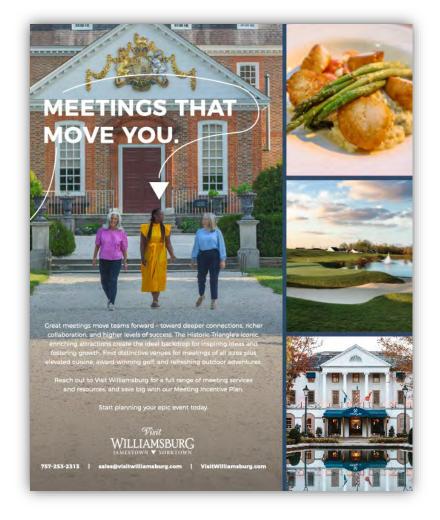
Social - Meta





Print – Groups & Meetings







Print – Leisure









Digital Out Of Home (DOOH)





Social - Pinterest

















Board V

Save

Discover Timeless Wonders & Unexpected Delights in Williamsburg

Williamsburg, Jamestown, and Yorktown are at the heart of the American story. Here, history comes to life with fascinating tours, exhibits, and interactive experiences that stir the senses, adding a deeper dimension to your vacation. But the thrill of discovery goes beyond history – find exhilarating roller coasters, outdoor adventures on land and water, championship golf, and eclectic shopping and dining. Joy and wonder await at every turn when you visit Williamsburg and the Historic Triangle.



Visit Williamsburg 1.1m followers



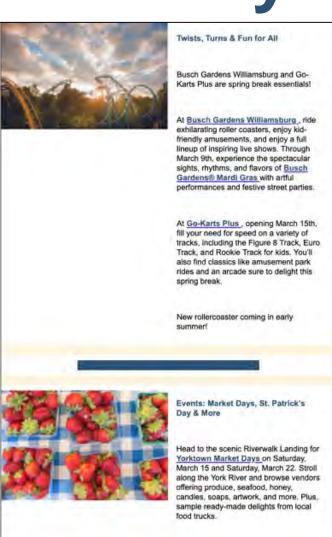
Comments

No comments yet!Add one to start the conversation.



VistaGraphics – February Email





Celebrate St. Patrick's Day on March 15



Print – 16 page insert to Guide





Creative



Undertone - Rich Media

Page Grabber Demo



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Performance and engagement

Comprehensive campaign metrics dashboard

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Rich media demos

Easily create demos for testing

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Studio

A cloud based tool to create engaging rich media ads







Bottom Adhesion Demo

Enhanced Standard Demo

Studio

A cloud based tool to create engaging rich media ads

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Optimized to every device

Formats that works on web and in-app environments

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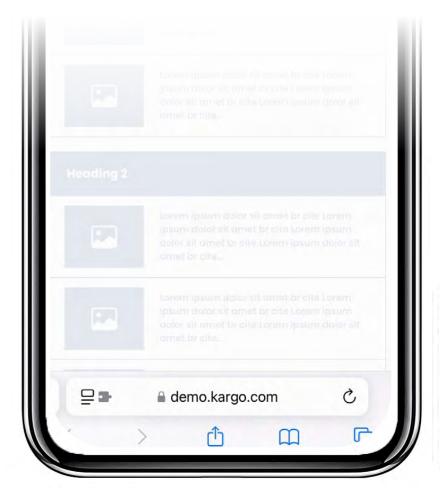
Performance and engagement

Comprehensive campaign metrics dashboard

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Kargo – Rich Media

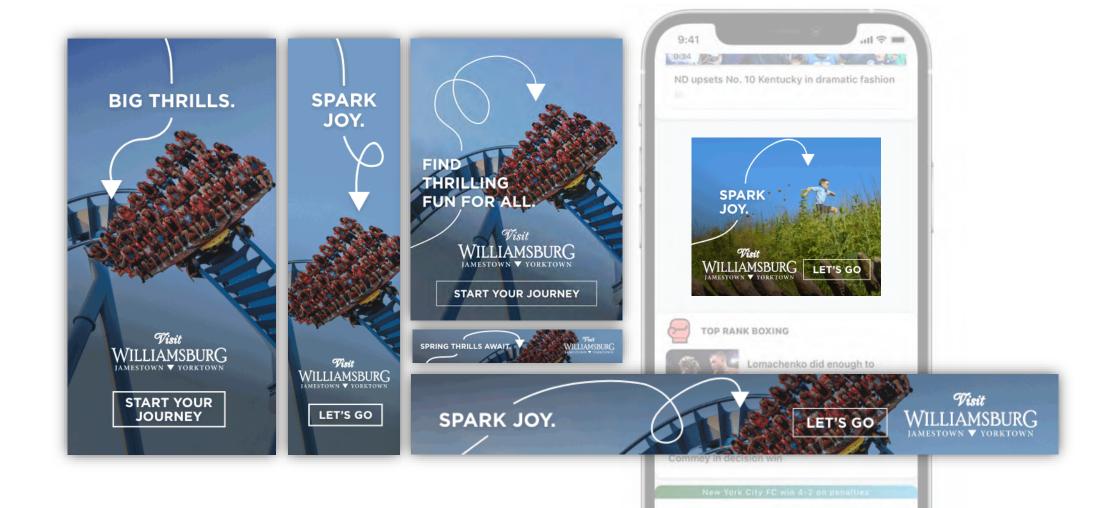


Scan for Demo





SPRING Display

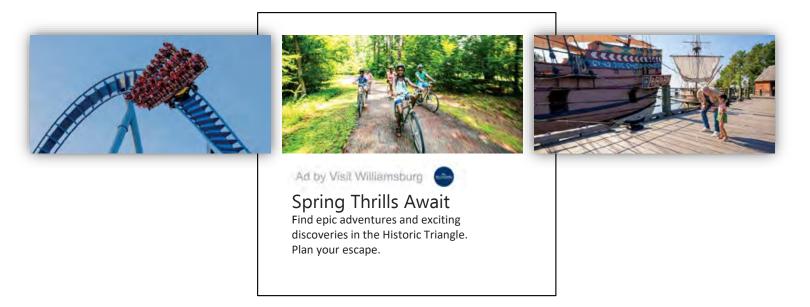


Creative



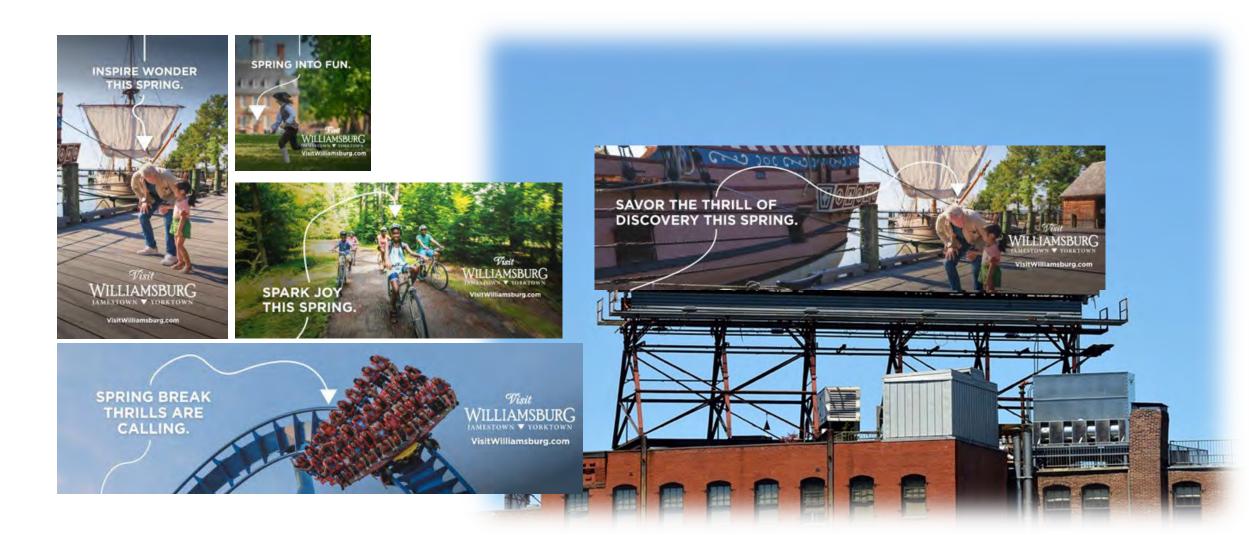
SPRING Native







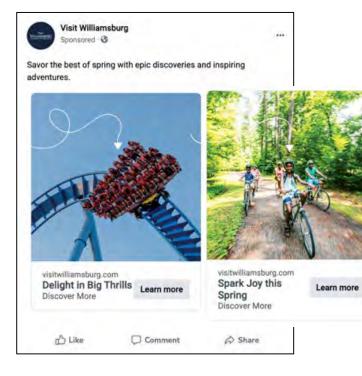
SPRING DOOH



Creative



SPRING Social - Meta









visitwilliamsburg.com
Enjoy Delicious
Food & Drinks
Discover More



Shop for Fresh
Finds
Discover More



visitwilliamsburg.com
See Nature in Full
Bloom
Discover More
Learn more



visitwilliamsburg.com Soak Up Outdoor Adventure Discover More



SPRING Social - Pinterest







Di scover Springtime Delights in Williams bur g Visit Williamsburg









Williamsburg, Jamestown, and Yorktown offer a perfect blend of inspiring attractions and thrilling adventures. Spring is the time to admire iconic landmarks in full bloom and renew your connection to American history with fascinating tours, exhibits, and experiences. Beyond history, discover exhilarating roller coasters, outdoor adventures, award-winning golf, and eclectic shopping and dining. Joy and wonder await at every turn when you visit Williamsburg and the Historic Triangle in spring.



Visit Williamsburg 1.1m followers



Comments

No comments yet!Add one to start the conversation.





Partner eNews Updated Template



Partner Opportunities

New York Media Event

Tuesday, April 29

Visit Williamsburg will host a media event in Williamsburg, Brooklyn, on Tuesday, April 29, at the Ainslie Brooklyn Restaurant. The immersive, colonial-inspired experience will showcase the destination's unique appeal to 15-20 travel and lifestyle journalists writing for national and regional publications and a handful of influencers for a hands-on preview of what they can expect on a visit to the region. Partners are invited to participate in person or through samplings/giveaways. Those who would like to be considered, please email Science Coles by Tuesday, March 18th.

Student & Youth Travel Association Conference

We're thrilled to share that Visit Williamsburg will be attending the Student & Youth Travel Association Conference, August 22-26 in Savannah, CAI Hospitality partners (hotels, restaurants, and attractions) that cater to student groups and would like to provide brochures or profile sheets to display at the booth, please reach out to Ally Ramelle by no later than July 11, 2025.

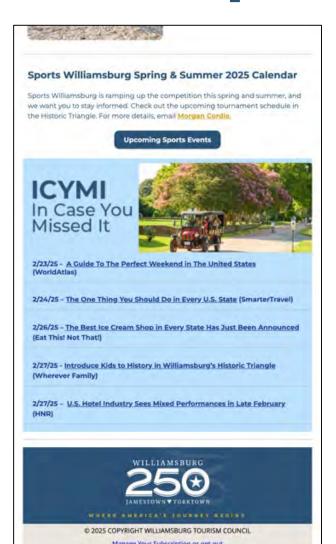


Cool Summer Pass

Visit Williamsburg is seeking discounts and packages for our upcoming Cool Summer Pass marketing (nitiative, Local restaurants, businesses, and hotels are welcome to participate. We are looking for affordable hotel packages, discounts, and special deals. Please send a description(s) and your images to Emma Schmitz by April 5.

Sports Williamsburg Spring & Summer 2025 Calendar

Sports Williamsburg is ramping up the competition this spring and summer, and we want you to stay informed. Check out the upcoming tournament schedule in the Historic Triangle. For more details, email Morgan Cordle.





Pancake Trail / Festival Logo

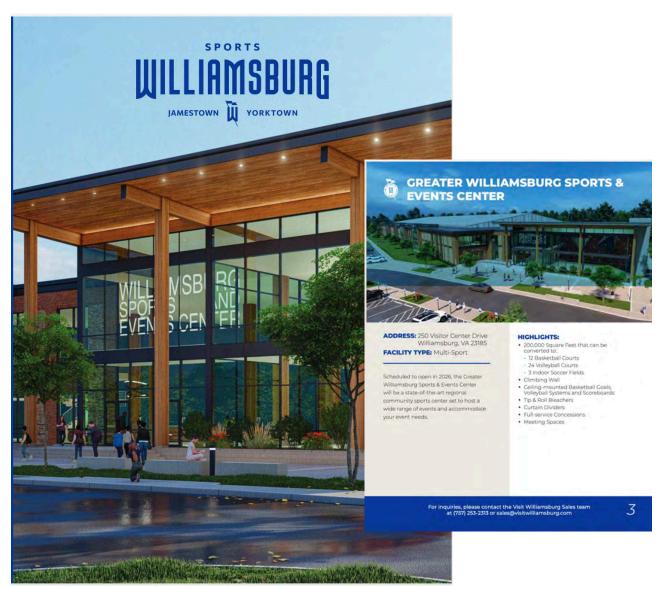








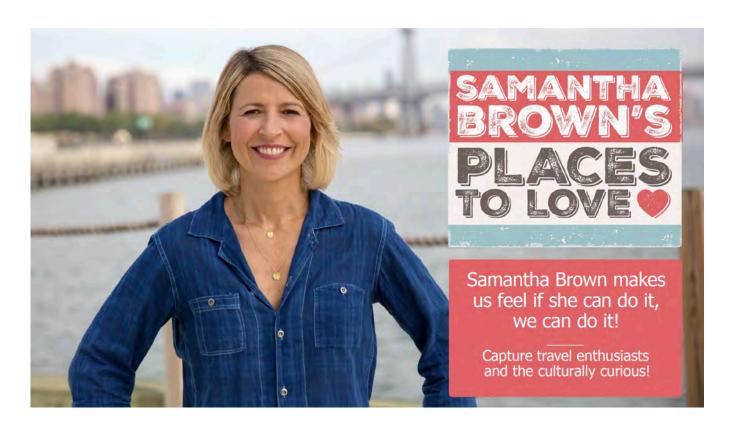
SPORTS WILLIAMSBURG JAMESTOWN YORKTOWN







Samantha Brown's Places to Love



- 30 minutes long Episode (10 Episodes per season)
- Film in 2025 and premiering Q1, 2026 and runs for at least 2 years until end of 2027
- In 2023 & 24 was highest rated travel show on PBS
- Season 1 average views per episode was over 5MM over
 7 year period
- Places to Love airs in over 97% of US Households and had over 67k airings across USA in 2024



Fox5 & Good Morning Washington



- On-air segments live and recorded
- Website activations
- Facebook & Instagram posts
- Homepage takeovers on WJLA.com
- Coming Soon: Raleigh & Roanoke









Hoffman Media - Southern Lady & Victoria





- Full-page print ads
- Content partnerships
- E-Newsletter inclusion
- Social media ads
- Gracious Living Celebration
 Partnership



Sales Collateral











Experience, Explore, and Have Fun

- · Experience immersive museums that span more than four centuries of American history - from active archeological digs to historical re-enactments and gallery exhibits
- Explore charming, old-world boutiques and vintage vendors to upscale designer stores and outlets, Williamsburg welcomes shoppers and shopping sprees of all kinds
- Williamsburg features endless cultural, educational, entertainment and recreational opportunities
- Bite into the eclectic and exciting food scene. enjoy a variety of craft beer and small-batch distilleries, tour a sprawling vineyard and winery, or savor colonial faire at an historic tavern
- · For additional planning resources, travel tips, and customer testimontials, go to visitwilliamsburg.com

Wisit

Convenient, Accessible, Affordable

- · Conveniently located within a 2.5 hour drive from Washington, D.C.
- · Accessible via three international airports including Richmond, Norfolk and Newport News-Williamsburg
- · Ample bus parking options are offered at the region's popular attractions, ensuring a hassle-free
- Motorcoach drivers will also enjoy specially designed rest areas to take a break while waiting for their
- A group-friendly destination with a variety of accommodation choices to suit every budget, Williamsburg boasts approximately 7,000 sleeping rooms and 200,000 square feet of meeting space





757-345-2565 | alejandra.ramello@visitwilliamsburg.com | visitwilliamsburg.com



Historic Triangle Sample Itineraries

History Buffs Tour

· Colonial Williamsburg - Explore our city on the verge of revolution and meet the men and women who helped make America.

- · Travel back in time at Jamestown Settlement and the American Revolution Museum at Yorktown, where you can explore America's beginnings and immerse yourself in the 17th and 18th centuries, interactive exhibits include 180-degree theaters, life-size re-creations, outdoor experiences and more.
- Historic Jamestowne Walk in the footsteps of Poca-hontas and John Smith at the original site of the first permanent English settlement in America. Witness the moment of discovery with **Jamestown Rediscovery** archaeologists as they excavate James Fort. Take a walking tour with an archaeologist, park ranger, or costumed living history character. At the **Glasshouse**, costumed glass-blowers demonstrate Jamestown's first industry, and the Island Loop Drive explores the natural environment. Jointly administered by the National Park Service and Jamestown Rediscovery, don't miss their stunning 1619 exhibit within the Memorial Church.

Other Tours:

- African American History Tour
- · Historic Jamestowne Tour
- Native American Tour

Other Marketing



Hotel Images/Video

- Capturing images and video of all the hotel properties
- Assets for use in media requests and social posts
- Hotels will have usage rights

Direct Mail

- Mini booklet
- Jumbo postcard

Newsletters

- Consumer newsletter monthly
- Sales



Cool Summer Savings

Pancake Trail





July - August



September



October





Spring Travel Report



Summary	
Total Impressions:	3,422,134,735
Breakdown By Category	
Television	
Total segment broadcasts:	2,296
Total interviews conducted:	16
Total TV Audience:	23,593,355
Online	
Total Online Placements:	15
Total Unique Monthly Visitors:	3,398,541,380









Spring Travel Report



- Segments ran from 5–9:30am
- 114 Markets including Greenville,
 Charlottesville, Roanoke,
 Washington, Harrisonburg



213 Markets including New York,
 Chicago, Philadelphia, Atlanta,
 Washington, Boston, Charlotte,
 Raleigh, Pittsburgh, Baltimore

Media Mentions



Forbes

Michelangelo's Earliest Sketch For Sistine Chapel Makes World Debut In Virginia

The Muscarelle Museum of Art at William & Mary college in Williamsburg, VA premieres "Michelangelo: The Genesis of the Sistine," March 6, 2025

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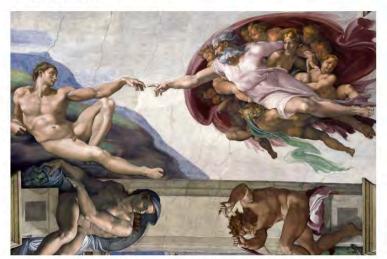
Michelangelo Buonarroti (Caprese, 1475 – Rome, 1564), "Study for a male face for the Flood" c. 1508 – 9. Red chalk, 125 × 142 mm, Florence, Casa Buonarroti, inv. 47

AFAR

Michelangelo's Rarely Seen Sistine Chapel Sketches Are Now on View at This Small East Coast Art Museum

A new Michelangelo: The Genesis of the Sistine exhibit, running through May 28, 2025, includes some works that have never been seen in the United States. Here's how to access the Renaissance master's pieces.

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Michelangelo's Creation of Adam is one of the most famous frescoes in the Sistine Chapel. Courtesy of the Muscarelle Museum of Art

A rare collection of sketches by Michelangelo, made in preparation for painting the Vatican's Sistine Chapel ceiling, is on display in the United States.

Arlington



lave a thrilling time, and go back in time when you was Williamsburg, Virginia. (Photos courtesy of Instagram and BüschGardens.com)

Williamsburg and Busch Gardens

Enter this 18th century city, referred to as the world's largest living history museum, where costumed interpreters portray everyday life as it was in Colonial America via an immersive experience. For more history, drive to nearby Jamestown and visit two museums that explore life in the 17th and 18th centuries. Climb aboard replicas of ships that sailed from England to Virginia in 1607 and take a peek inside a re-creation of the colonists' fort. Both museums can be visited in one day. Then shoot back into reality as you blast upside down at nearby Busch Gardens theme park. Littles will enjoy attractions in the Sesame Street Forest of Fun area. Kids ages 3-5 get in free with a Preschool Pass, but you must register and visit before June 1. **Drive time from Arlington: about 2 hours.**

Media Mentions

MOMMY POPPINS

Ultimate Virginia Bucket List: 100 Things To Do With Kids in VA

Things To Do in Virginia with Kids: Museums and Historic Sites



1. Jamestown Settlement

Experience living history at the Jamestown Settlement, where costumed historical interpreters demonstrate life in early Jamestown. Learn about the Native Americans the English settlers encountered when they landed, board replicas of the ships that sailed from England to Virginia, and visit replicas of a colonists' fort and a Powhatan village.

MOMMY POPPINS

Yorktown with Kids: 18 Best Things To Do in Yorktown, Virginia

History buffs and Hamilton fans will love visiting Yorktown Battlefield, the site of the last major battle of the Revolutionary War. In the fall of 1781, General George Washington and his allied forces besieged General Charles Lord Cornwallis's British army. Cornwallis surrendered, effectively ending the war and ensuring independence.



This fantastic museum tells the story of the nation's founding, from the twilight of the colonial period to the dawn of the Constitution and beyond. The indoor galleries feature period artifacts and some hands-on opportunities for kids. My daughter enjoyed doing a slide puzzle and spelling her name on the old-school typeset table, and all three kids got a kick put of seeing their messages about liberty light up on the 17-foot Liberty Tree.

EatThis, NotThat!

The Best Ice Cream Shop in Every State Has Just Been Announced

46. Virginia: Bubba's Ice Cream Shack



Does it get any more Americana than an ice cream shack located inside an oldtimey general store in Colonial Williamsburg? Such is the timeless joy of Bubba's Ice Cream Shack, a fourth generation family-owned company nestled inside the Williamsburg General Store, where the wafting aroma of fresh waffle cones draws customers to the counter. Naturally, the vibe here is classic, and the flavors follow suit. Look for timeworn flavors, with toppings like hot fudge, whipped cream, candy, and a cherry on top.

February 21, 2025

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Media Mentions







Williamsburg (Two and a half-hour drive from Alexandria.)

The Rochambeau Roadside Inn is a newly renovated, 22-room boutique hotel that opened in Williamsburg in December 2024. The property maintains the nostalgic charm and character of the original 1954 classic roadside motel, but designer details and modern amenities perfectly blend the past and present. We're thinking this spot has great "Mad Men" vibes and the location is near Colonial Williamsburg and William & Mary. Learn more about Williamsburg here.



These are the most romantic hotels in the U.S.

Every day is Valentine's Day at these swoon-worthy historic hotels

25 most romantic hotels in the U.S.

Williamsburg Inn (1937) Williamsburg, Virginia



The 2025 Top 25 Historic Hotels of America® Most Romantic Hotels List Is Announced

Williamsburg Inn (1937) Williamsburg, Virginia

Williamsburg Inn is the crown jewel of the Colonial Williamsburg Resorts, located adjacent to the Colonial Williamsburg Historic Area, which is recognized as one of the most complete community restorations in the work. Built in 1937 by John D. Rocketeller, Jr., the Colonial Rewart-style inn features beautiful arches and columns that highlight the best of Neoclassical-style design elements, and renovations brought a refreshed vibrancy to the elegant, English Regency-style interiors. The Inn immerses couples in its timeless, elegant atmosphere—perfect for unforgettable romantic getaways, engagements, honeymoons, and wedding anniversaries. Whether planning a surprise engagement on the inn's picturesque grounds, or celebrating a landmark anniversary, the Williamsburg fun can provide a storybook setting that captures the essence of a historic romance. Favorite locations for proposals and engagement photos include the Social Terrace, reflecting pool, the gardens in the Historic Area and the Queen's Terrace, with its wedding pergola. For a romantic meal, couples can dine in the inn's refined Rockefeller Room or include in the inn's Afternoom Tea experience, or venture out to take advantage of the Historic Area's traditional dining experiences. Williamsburg Inn was inducted into Historic Hotels of America in 1994 and dates to 1997.



National Trust for Historic Preservation

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Old & New Business



Next Meeting: May 20

