

Williamsburg Tourism Council

BOARD MEETING

May 20, 2025



Today's Agenda

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

- I. Roll Call**
- II. Public Comment**
- III. Roundtable Discussion**
- IV. Approve Minutes**
- V. Chair Report**
- VI. Treasurer's Report**
 - I. Budget Presentation / Approval**
- VII. CEO Report**
- VIII. Guest Presenter**
 - I. Miles Partnership**
- IX. New Business**
- X. Old Business**
- XI. Adjournment**



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

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

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

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

Chair Report

Board Retreat Agenda

- I. Welcome**
- II. Long Term Goal Setting**
- III. Guest Speaker**
- IV. Discussion Topics**
 - I. New Product Development**
 - II. Leveraging the 250th Commemoration in the Historic Triangle**



Treasurer's Report

Treasurer's Report

Revenue / Expenses March 2025

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	977,839	975,335	2,504
\$1 Transient Tax	102,184	119,685	(17,501)
Maintenance of Effort Funds	0	0	0
Other	13,610	10,303	3,307
Total Revenue	1,093,632	1,105,323	(11,691)
EXPENSES			
Destination Marketing	1,108,814	1,544,700	435,886
Other Sales & Marketing	189,450	207,726	18,276
Labor & Benefits	140,025	177,147	37,122
Admin	29,181	32,814	3,633
Total Expenses	1,467,470	1,962,387	494,917
Net Revenue Expense by Month	(373,837)	(857,064)	483,227

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

Treasurer's Report

Revenue / Expenses
Fiscal YTD as of March 31, 2025

	FY 2024		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	11,656,318	11,673,253	(16,935)
\$1 Transient Tax	1,260,364	1,267,058	(6,694)
Maintenance of Effort Funds	101,966	101,966	(0)
Other	177,754	92,727	85,027
Total Revenue	13,196,402	13,135,004	61,398
EXPENSES			
Destination Marketing	6,871,285	7,893,300	1,022,015
Other Sales & Marketing	1,152,197	1,415,682	263,485
Labor & Benefits	1,370,206	1,470,241	100,035
Admin	258,119	522,047	263,928
Total Expenses	9,651,807	11,301,270	1,649,463
Net Revenue Expense by Month	3,544,595	1,833,734	1,710,861

Net Position - Beginning of Year	2,679,401	2,679,401	0
Net Position - Current YTD	6,223,996	4,513,135	1,710,861

Budget Remaining	Percent Remaining
3,668,400	23.9%
329,901	20.7%
24,634	19.5%
(61,618)	-53.1%
3,961,317	23.1%

5,287,415	43.5%
997,802	46.4%
834,778	37.9%
385,916	59.9%
7,505,912	43.7%

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

Treasurer's Report

Cash on Hand
March 2025

Operating Cash

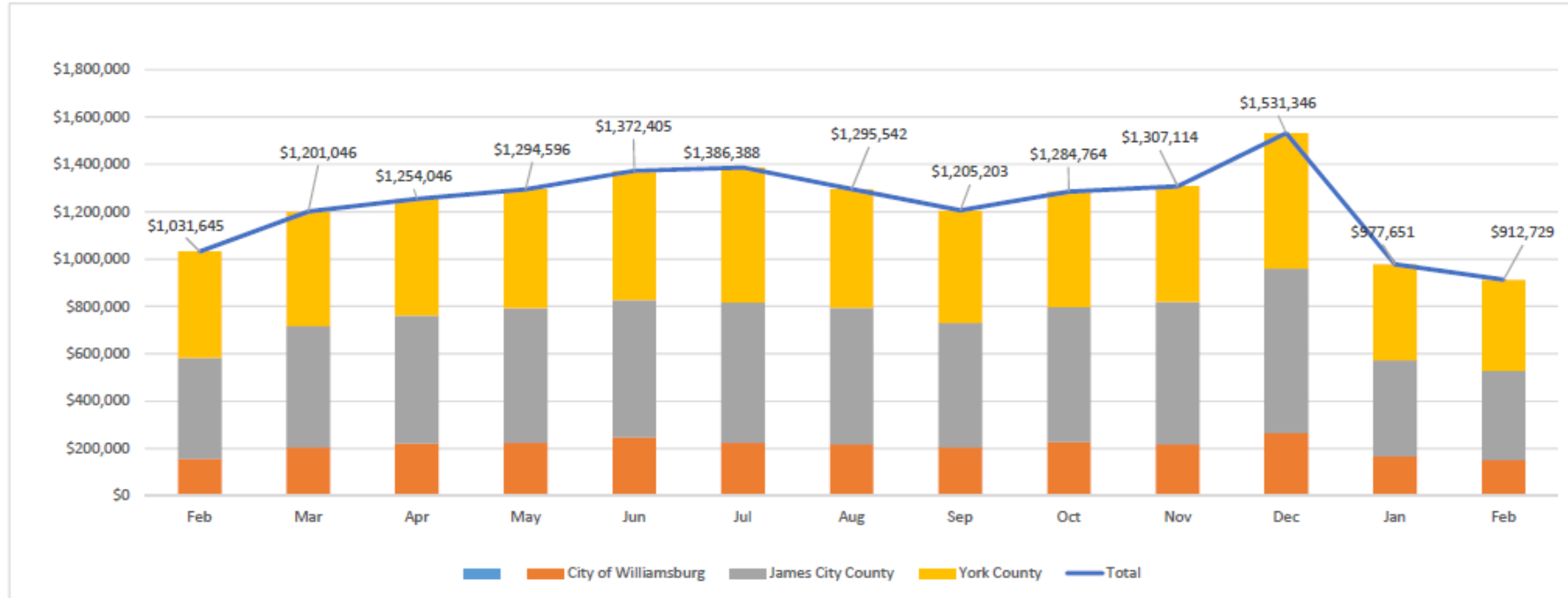
Cash Balances	Jan-25			Feb-25			Mar-25		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 6,387,640	\$ 6,558,003	\$ (170,363)	\$ 7,005,111	\$ 6,549,080	\$ 456,031	\$ 7,680,187	\$ 5,955,355	\$ 1,724,832
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 775,837	\$ -	\$ 775,837	\$ 777,912	\$ -	\$ 777,912	\$ 779,792	\$ -	\$ 779,792
Total Cash on Hand	\$ 7,164,477	\$ 6,558,003	\$ 606,474	\$ 7,784,024	\$ 6,549,080	\$ 1,234,944	\$ 8,460,979	\$ 5,955,355	\$ 2,505,624

Key Sources of Funds	Jan-25			Feb-25			Mar-25		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,437,406	\$ 1,387,839	\$ 49,567	\$ 1,646,111	\$ 1,615,208	\$ 30,903	\$ 1,080,023	\$ 1,094,762	\$ (14,739)
Total Gov't Sources	\$ 1,437,406	\$ 1,387,839	\$ 49,567	\$ 1,646,111	\$ 1,615,208	\$ 30,903	\$ 1,080,023	\$ 1,094,762	\$ (14,739)

Interest Earned:									
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -	\$ 22,129	\$ -	\$ 22,129	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 12,093	\$ 12,178	\$ (85)	\$ 10,725	\$ 10,303	\$ 422	\$ 11,730	\$ 10,303	\$ 1,427
Ches Bank CD	\$ 1,998	\$ -	\$ 1,998	\$ 2,076	\$ -	\$ 2,076	\$ 1,880	\$ -	\$ 1,880
Total Interest Earned	\$ 14,091	\$ 12,178	\$ 1,913	\$ 34,929	\$ 10,303	\$ 24,626	\$ 13,610	\$ 10,303	\$ 3,307

Accounts payable balance as of March 31, 2025: \$ 1,089,672
 Uncleared checks & payments balance: 481,087
Total Open Payables transactions: \$ 1,570,758

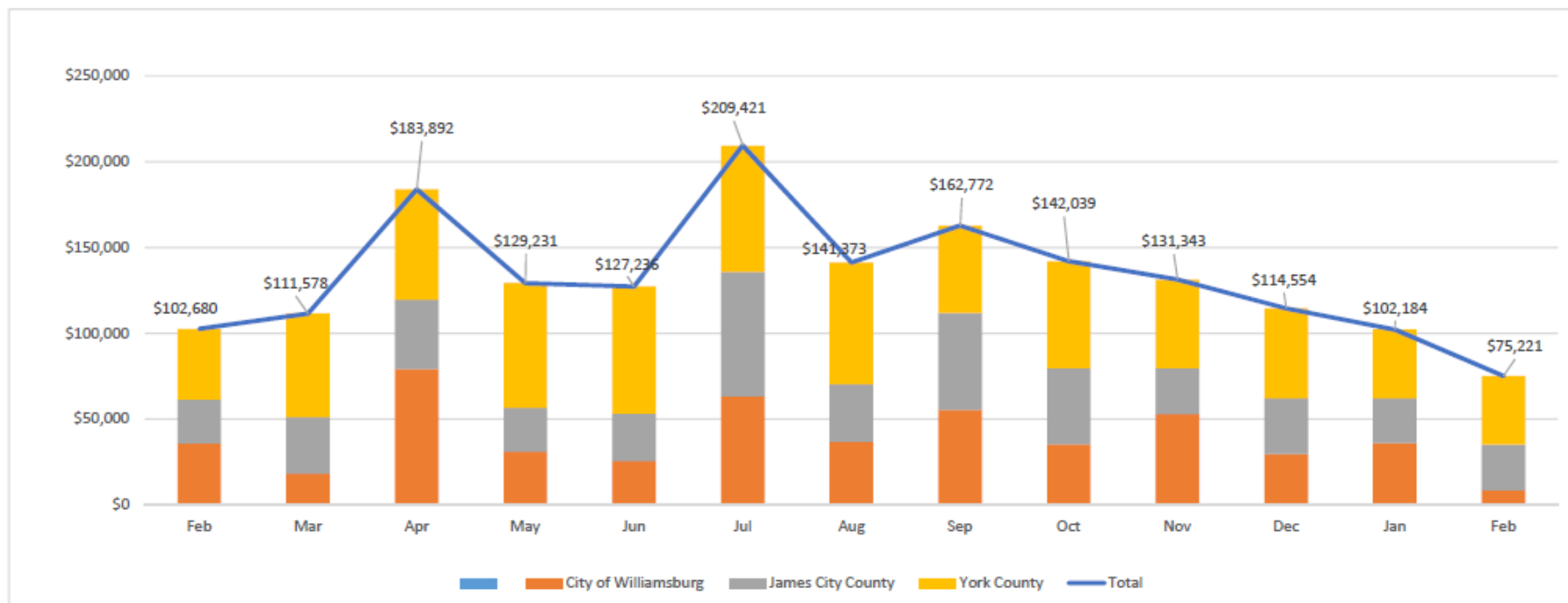
SOURCE: York County, Office of the Commissioner of Revenue

[illegible]

Treasurer's Report

Transient Tax

SOURCE: York County, Office of the Commissioner of Revenue



Transient Tax \$1 of the \$2

[illegible]

FY2026 Budget

Williamsburg Tourism Council

FY 2026 Budget Comparison

July 1, 2025 to June 30, 2026

	FY 2025 Budget	FY 2025 Forecast	FY 2025 Variance	FY 2026 Budget	Net Change	% Chg
Revenue						
Sales Tax	15,324,718	15,156,157	(168,561)	15,584,924	428,767	2.8%
Transient Tax	1,590,265	1,580,754	(9,511)	1,612,355	31,601	2.0%
Localities (MOE)	126,600	126,600	-	126,600	-	0.0%
Other Income (Interest)	116,136	204,840	88,704	129,047	(75,793)	-37.0%
Unrestricted Reserves		0	-	1,150,000	1,150,000	
Total Revenue	17,157,719	17,068,351	(89,368)	18,602,926	1,534,575	9.0%
Destination Marketing						
Advertising: Leisure / General	11,673,700	11,523,591	150,109	11,539,082	15,491	0.1%
Advertising: Sports/Events	485,000	450,000	35,000	400,000	(50,000)	-11.1%
Advertising: 250 Commemoration	0	0	-	1,000,000	1,000,000	
Employee Expenses (Marketing)	661,580	548,056	113,524	683,899	135,843	24.8%
Total Destination Marketing	12,820,280	12,521,647	298,633	13,622,981	1,101,334	8.8%
Sales & Other Marketing						
Group / MICE / International	727,000	719,313	7,687	883,879	164,566	22.9%
Group Incentives	200,000	111,500	88,500	200,000	88,500	79.4%
Sports	223,000	220,204	2,796	196,180	(24,024)	-10.9%
Sports Incentives	1,000,000	991,585	8,415	800,000	(191,585)	-19.3%
Events	0	0	-	250,000	250,000	
Employee Expenses (Sales)	692,151	620,467	71,684	1,119,139	498,672	80.4%
Total Sales & Other Marketing	2,842,151	2,663,069	179,082	3,449,198	786,129	29.5%
Administration						
Employee Expenses (Operations)	851,253	936,426	(85,173)	929,683	(6,743)	-0.7%
Administrative Services	644,035	386,783	257,252	601,064	214,282	55.4%
Total Administration	1,495,288	1,323,208	172,080	1,530,747	207,539	15.7%
Total Expenses	17,157,719	16,507,924	649,795	18,602,926	2,095,002	12.7%
Net Position	-	560,427	560,427	-	(560,427)	-100.0%

FY2026 Budget

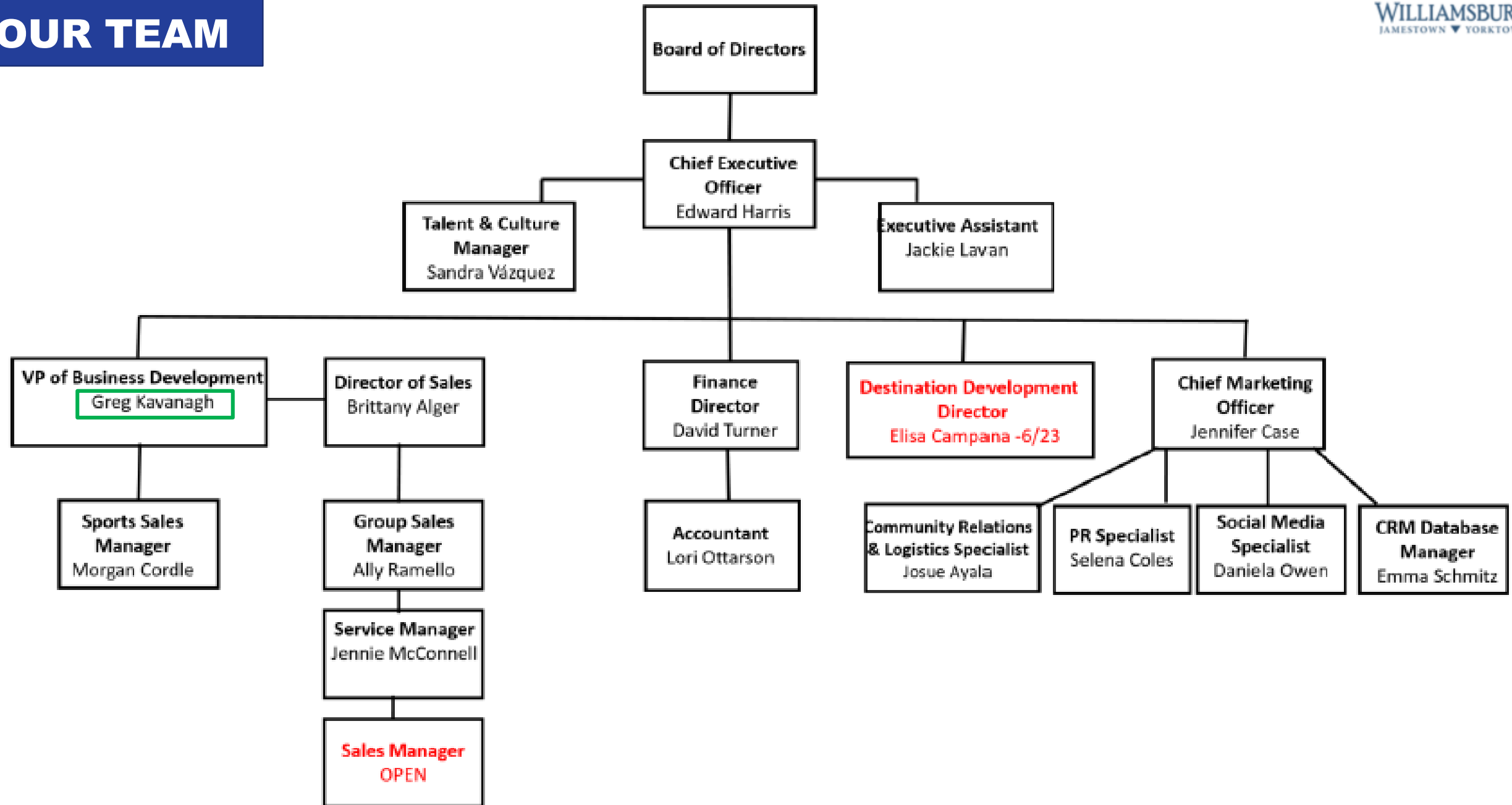
Williamsburg Tourism Council
Cash Position Forecast (Unrestricted)
July 1, 2025 to June 30, 2026

Bank Balance Forecast		July 1 2025
Chesapeake Bank	WTC Operating Acct	3,823,001
Chesapeake Bank	WTC CD	750,000
Total Cash On Hand		4,573,001
Forecast Balance: July 1, 2025		4,573,001

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jul-25	4,573,001	346,084	4,919,085
Aug-25		443,069	5,362,154
Sep-25		(25,282)	5,336,872
Oct-25		273,655	5,610,526
Nov-25		99,931	5,710,457
Dec-25		23,509	5,733,967
Jan-26		538,046	6,272,013
Feb-26		153,665	6,425,678
Mar-26		(622,389)	5,803,289
Apr-26		(223,363)	5,579,926
May-26		(240,132)	5,339,794
Jun-26		(766,793)	4,573,001
Change in Restricted Funds		(750,000)	3,823,001
Balance June 30, 2026	4,573,001	(750,000)	3,823,001

CEO Report

OUR TEAM



2025 vs. 2024

Performance: Demand (rooms sold)

str

Historic Triangle Demand vs. LY

Week Ending	2025	2024
1/4/2025	18,818	14,312
1/11/2025	11,998	14,080
1/18/2025	13,306	13,497
1/25/2025	14,022	14,471
2/1/2025	14,282	13,585
2/8/2025	14,727	14,048
2/22/2025	14,870	19,843
3/1/2025	18,132	19,682
3/8/2025	20,002	21,037
3/15/2025	22,442	23,512
3/22/2025	23,774	21,998
3/29/2025	23,984	26,920
4/5/2025	23,514	27,539
4/12/2025	23,055	22,646
4/19/2025	29,613	25,869
4/26/2025	26,606	24,554
5/3/2025	23,750	22,432

2024 Easter Holiday: March 31st

2025 Easter Holiday: April 20th

SUMMARY: Historic Triangle Demand vs. LY

Month	2025	2024	Change	% Change
January	58,144	56,360	1,784	3.2%
February	59,505	64,283	(4,778)	-7.4%
March	108,334	113,149	(4,815)	-4.3%
April	102,788	100,608	2,180	2.2%
May	23,750	22,432	1,318	5.9%

* March + April combined vs LY is -1.2%



	2025	2024	Change	% Change
Easter/Spring Break	56,219	54,459	1,760	3.2%
YTD	352,521	356,832	4,311	-1.2%

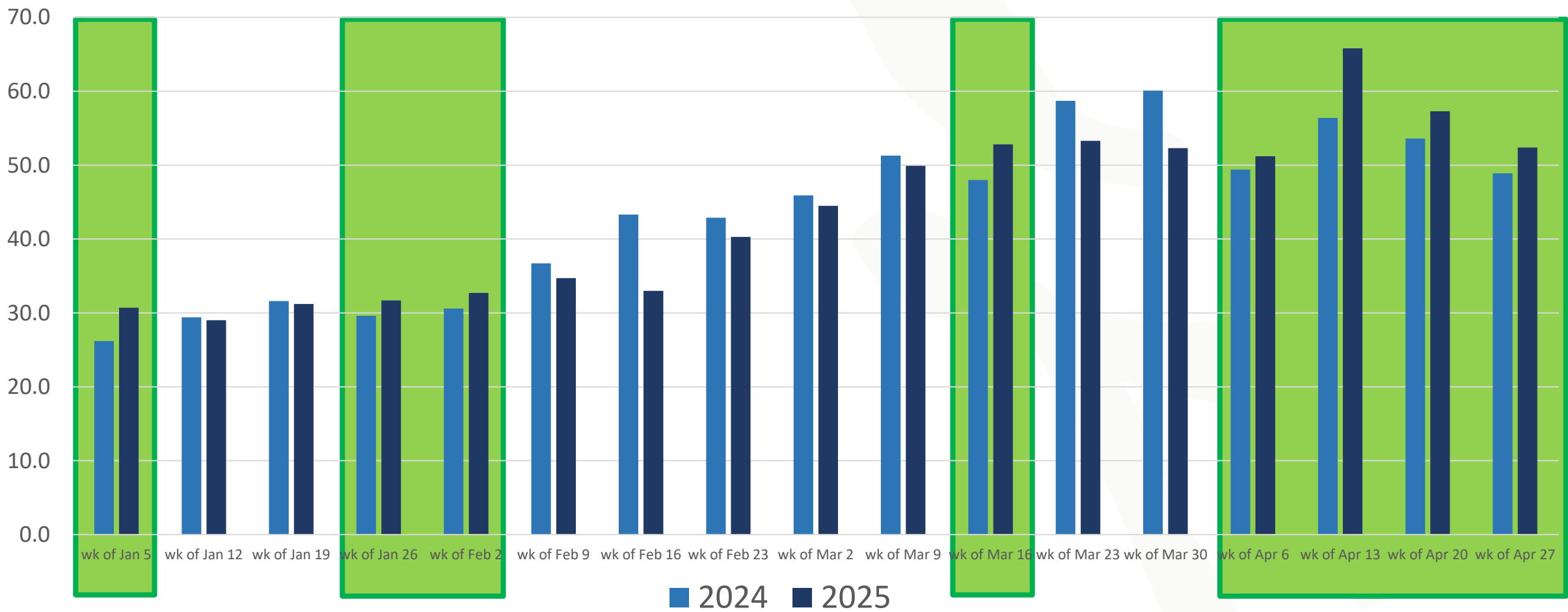


2025 vs. 2024

Performance: Hotel Occupancy

str

Historic Triangle Occupancy vs. LY



[illegible]

STATE OF THE AMERICAN TRAVELER

Future Partners



The State of the American Traveler May 2025

More than one-in-ten have already made travel plan changes due to tariff concerns and over one-third are considering it

Question:

Have concerns about tariffs (or trade disputes/tensions) made you reconsider your travel plans in the next 6 months?

I'm thinking about adjusting my travel, 35.9%

Yes, I've already made changes, 11.6%

No, my plans haven't changed, 52.5%



(Base: All respondents; 2,067 completed surveys. Data collected April 16-22, 2025.)

Future Partners

Future Partners

How Americans will prioritize cost-savings behaviors while traveling this summer

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)



Recent Travel Volume and What's Ahead

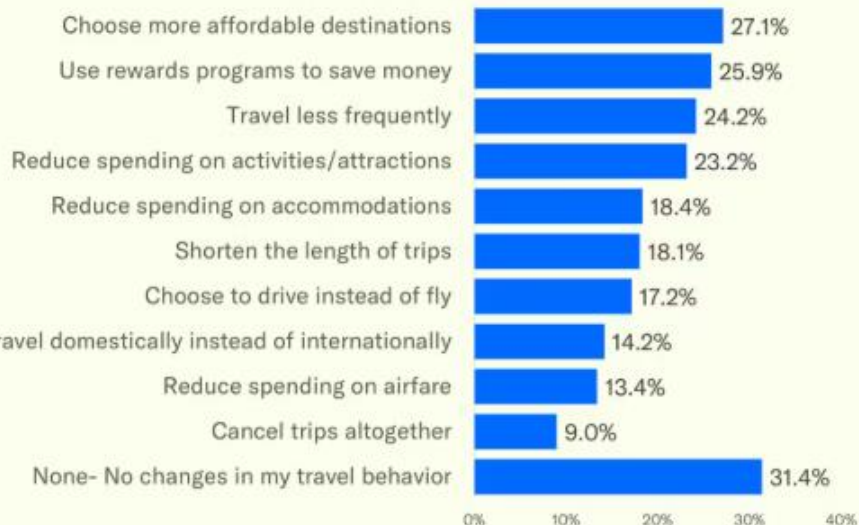
- Looking at recent travel volume among American travelers, leisure travel remains relatively steady thus far with 44.5 percent reporting taking an overnight leisure trip in the past month, actually slightly ahead of the same time last year (43.0%). Similarly, the share those who took an overnight trip to visit friends or family this past month (41.5%) is relatively on par with April 2024 (42.7%). Past month day trip volume is also flat year-over-year, with just under half of American travelers (48.7%) saying they took a leisure day trip, down slightly compared to April 2024 (50.1%), while day trips to visit friends or family declined year-over-year more substantially at 42.3 percent, down -3.8p points from the 46.1 percent recorded the same time last year.

How Economic Concerns Are Impacting Travel Plans

Question:

Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Due specifically to concerns about the economy, I expect to _____.



Marketing Travel Right Now will be Particularly Reliant on Price Sensitivity—Food, Authenticity, Reputation also Remain Important

This month, Future Partners employed the “red flag/green flag” concept to a series of questions to understand positive and negative triggers about travel right now. Here’s what we found:

Price Sensitivity and Travel Decisions

Travelers are highly sensitive to price changes, particularly in hotel rates. A nightly rate \$50 higher than expected is a red flag for 50.6% of travelers, while a nightly rate \$100 more than expected increases the red flag rate to 65.0% and doubles the “major red flag” sentiment. Similarly, a \$50 higher than anticipated flight cost is a red flag for 38.2% of travelers. The inability to use hotel rewards is a red flag to about 1-in-3 travelers.

Recent Travel Headlines

TRAVEL WEEKLY
BY NORTHSTAR

GOVERNMENT AFFAIRS ■ INBOUND U.S. ARRIVALS FALL

After tariff turmoil, there's concern that Trump policies will hurt travel

By Johanna Jainchill | By Jamie Biesiada |
Apr 11, 2025




Photo Credit: EamesBot/Shutterstock

f

t

p

in

e

Travel stocks seesawed this week with the rest of the market, as the changing state of President Trump's tariff war created the kind of uncertainty travel

April 11, 2025
Connect with U.S. Travel Association

in f X i

U.S. Travel SmartBrief

U.S. TRAVEL ASSOCIATION

SIGN UP · SHARE

TOP STORY

International travel to US down 11.6% in March

The National Travel & Tourism Office reported that overseas travel to the US fell 11.6% in March compared with 2024 and is down 3.3% for the year to date. Visitors from Western Europe fell 17.2% in March, from the Middle East by 17.7%, South America 10.4%, Central America 23.9% and Mexico 23.2%; the statistics do not include Canadian visitors. "We'd like to see that clear message right now, that Canadians, Europeans, all travelers, are encouraged to come to the United States," U.S. Travel CEO Geoff Freeman told a congressional committee April 8, adding: "That message could be sent more loudly right now." **Full**

WSJ

SUBSCRIBE SIGN IN


AIRLINES

Canadian Airlines Adapt With New Flights, Schedule Changes After Travel to U.S. Drops

The number of trips by Canadians flying back from the U.S. dropped 13.5% in March

By Robb M. Stewart Follow
April 10, 2025 at 5:01 pm ET

AA



The pull back comes as tensions between Canada and its southern

SALES

Sales Update

RECENT HIGHLIGHTS

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

2nd Quarter Tradeshow Plan



Society of Government Meeting Professionals



Sales Update

Trade Shows Attended/Attending in Q2:

- **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 Update

RECENT HIGHLIGHTS

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



SPORTS Upcoming Events

- Summer Celebration May 14- 15th
- Williamsburg Invitational May 23rd-25th
- VA State Championship June 6- 8th
- Mid Atlantic Championship June 12- 15th
- All-American Soccer Series June 26- 29th
- All-American Flag Series June 26- 29th
- VA State Little League July 5- 9th
- War at Williamsburg July 10- 13th
- Virginia Cup August 30- 31st

Total Projected Room Nights: 7,000



Economic Impact: Outdoors



Event Name	Event Year	Organization	Total Business Sales
Virginia State Cup 2025	2025	Triple Crown	\$ 1,585,696.32
Colonial Cup 2025	2025	Triple Crown	\$ 711,195.36
Colonial Cup 2026	2026	Triple Crown	\$ 723,378.19
Colonial Cup 2027	2027	Triple Crown	\$ 735,818.93
Virginia State Cup 2026	2026	Triple Crown	\$ 1,612,949.74
Virginia State Cup 2027	2027	Triple Crown	\$ 1,640,777.69
Virginia State Championships: Little League	2025	Virginia Little League	\$ 1,283,269.28
All-American Series- Soccer Youth 2025	2025	Unrivaled Sports	\$ 971,148.72
All-American Series- Flag Football 2025	2025	Unrivaled Sports	\$ 971,148.72
Mid-Atlantic Championship 2025	2025	DC Fastpitch	\$ 2,323,399.97
VISSA State Golf Tournament	2025	VISSA	\$ 106,349.54
USCAA National Golf Championship 2026	2026	USCAA	\$ 375,988.55
USCAA National Golf Championship 2028	2028	USCAA	\$ 387,202.78
Colonial Challenge 2025	2024	Capital Lacrosse	\$ 2,758,673.94
Summer Celebration 2025	2025	Capital Lacrosse	\$ 2,406,780.17
ISCA Open Water Festival at Jamestown Beach	2025	ISCA	\$ 157,265.92
Historic Triangle Showdown 2026	2026	USA Tournament Series	\$ 1,599,026.93
Paddle Tap Tournament 2025	2025	Paddle Tap	\$ 366,084.23
Spring Bloom Adventure Race 2025	2025	Broad Run Off Road	\$ 664,285.50
Memorial Day Tournament 2025	2025	Tidewater Sharks	\$ 3,694,124.34
Virginia Cup 2025	2025	Legacy Soccer Club	\$ 2,793,399.45
			\$27,867,964.26



Economic Impact: Indoors

Event Name	Event Year	Organization	Total Business Sales
Southern Volleyball 2027	2027	Southern Volleyball 2	\$1,462,389.82
Hype Volleyball 2027	2027	Hype Volleyball 2027	\$1,455,334.15
Phenom Hoops William sburg Serie	2027	Phenom	\$5,033,727.27
Phenom Hoops William sburg Serie	2028	Phenom	\$5,033,727.27
Phenom Hoops William sburg Serie	2029	Phenom	\$5,121,335.88
Adidas Girls Circuit 2027	2027	3SSB	\$1,750,259.62
Adidas Girls Circuit 2028	2028	3SSB	\$1,779,902.69
3SSB Junior Open Gym	2027	3SSB	\$1,475,231.40
NTBA 2027	2027	NTBA	\$1,058,529.00
NTBA 2028	2028	NTBA	\$1,273,038.77
We Build You Play: January	2027	We Build You Play	\$1,164,266.76
Blue Silver Sports: Tournam ent 1	2027	Blue Silver Sports	\$2,395,423.00
Blue Silver Sports: Tournam ent 2	2027	Blue Silver Sports	\$1,446,747.00
Blue Silver Sports: Tournam ent 1	2028	Blue Silver Sports	\$2,454,233.00
Blue Silver Sports: Tournam ent 2	2028	Blue Silver Sports	\$2,438,409.00
Blue Silver Sports: Tournam ent 3	2028	Blue Silver Sports	\$2,454,233.00
Big Shots: Tournam ent 1	2027	Big Shots	\$1,242,940.00
Big Shots: Tournam ent 2	2027	Big Shots	\$1,221,446.00
Big Shots: Tournam ent 3	2027	Big Shots	\$1,229,359.00
			\$41,490,532.65



PUBLIC RELATIONS

Public Relations

RECENT HIGHLIGHTS

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Condé Nast
Traveler

Where to Go for Memorial Day Weekend



Williamsburg, Virginia

One of our favorite [weekend getaways from D.C.](#), Williamsburg is a great place to spend Memorial Day. The city stands in the middle of what's dubbed the historic triangle (along with Jamestown and Yorktown), in a Virginia peninsula bookended by the James and York rivers. Aside from spending time outdoors in Colonial Williamsburg and Jamestown's open-air museums, there are plenty of fun activities that signal the start of summer: kayaking, golfing, farmer's markets in Yorktown, and, of course, a full day spent at [Busch Gardens](#).

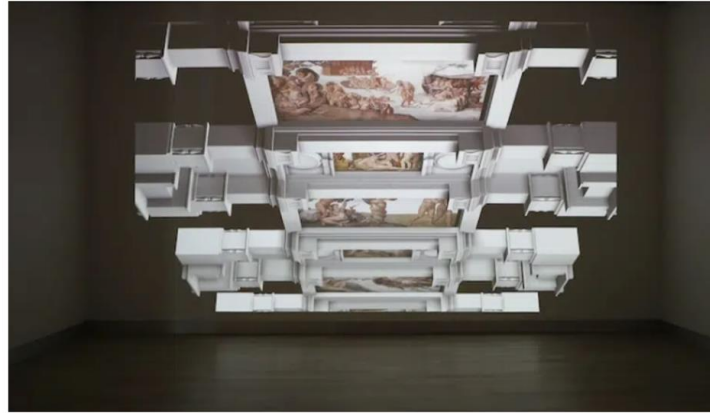
Stay here: Staying at one of the [Colonial Williamsburg Resorts](#) allows you to soak up all that history and culture even after the attractions close. The resorts are offering a [Summer Getaway Package](#) beginning in mid-May that comes with nightly accommodations, Busch Gardens tickets, passes to Colonial Williamsburg, and more.

April 3, 2025
Reach: **3,721,579**

MY MODERN MET
SHARE | INSPIRE | CONNECT

Previously Unseen Sketches of the Sistine Chapel by Michelangelo Make Their U.S. Debut

The famed [Sistine Chapel](#) and its artist, [Michelangelo](#), gains a new perspective with an ongoing exhibition at the Muscarelle Museum of Art in Williamsburg, Virginia. Titled *Michelangelo: The Genesis of the Sistine*, the exhibition features 38 objects related to the ideation and planning of the storied chapel located in the heart of the Vatican. Of this number, seven drawings are being shown in the United States for the first time, making this a historic exhibition.



April 3, 2025
Reach: **855,989**

en forme

Williamsburg Springs to Life



As a living history museum, [Colonial Williamsburg's Historic Area](#) enchants with the grandeur of the [Governor's Palace](#) and hands-on trades like weaving or furniture making. Although history might be the first thought that comes to mind when you hear Williamsburg, rest assured there's much more to this charming destination than its storied past.

The city of Williamsburg is a cultured escape blending timeless elegance with modern indulgence. Spring is an especially vibrant time to visit, as lush landscapes come alive with colorful blooms. Stroll through carefully maintained gardens, enjoy world-class dining, or explore art collections and boutique shops. While Williamsburg is ideal for multi-generational family visits, it also caters to those seeking a more sophisticated experience. If you're looking for relaxation and elevated exploration for an adults-only getaway, a Williamsburg weekend will more than satisfy.

April 3, 2025
Reach: **11,195**

Public Relations

RECENT HIGHLIGHTS

FINE ART CONNOISSEUR

Michelangelo: The Genesis of the Sistine



Michelangelo drawings on view > Located on the campus of the College of William & Mary, the Muscarelle Museum of Art is the only U.S. venue for "Michelangelo: The Genesis of the Sistine," an exhibition marking 550 years since the Italian Renaissance master was born. On view will be 38 objects offering a glimpse into the thoughts, ideas, struggles, and breakthroughs that shaped one of history's greatest masterpieces — the frescoes of the Sistine Chapel ceiling inside the Pope's Vatican palace in Rome.

At a Glance:

MICHELANGELO: THE GENESIS OF THE SISTINE
Muscarelle Museum of Art
Williamsburg, Virginia
muscarelle.wm.edu
Through May 28, 2025

April 4, 2025
Reach: **5,551**

Southern Living

How To Plan A Charming Getaway To The Friendliest Town In Virginia



Williamsburg is often thought of as the territory of elementary school field trips, tricorn hats, and fifes and drums. But this Tidewater [Virginia](#) city is so much more than its colonial history.

From modern shopping to gourmet dining, Williamsburg is a bustling getaway destination where you can pack an entire weekend—or a week—with a mix of history, culture, and relaxation. Whether your travel style revolves around golf, spas, [wineries](#), or restaurants, here's what to do, what to eat, and how to explore Williamsburg, one of the [Friendliest Towns in the South](#).

April 5, 2025
Reach: **10,424,795**

TRAVEL+ LEISURE

An ER Nurse Convinced Me to Buy the Comfy Shoes He Wears for 12-hour Shifts—and They're Perfect for Travel

By [Brandon Schultz](#)

My partner is a seasoned [ER nurse who spends 12-hour shifts on his feet](#), three nights in a row, every week. He told me I needed the [Oofos Oomy Zen Recovery Shoe](#) for my constant travels, and he was right.

I had a travel lineup ahead of me that started with a few days walking the historic streets and museums of Williamsburg, Va., followed by a multi-leg journey to Victoria, British Columbia, for some light exploring. He insisted my feet needed serious consideration, so I got the shoes.

Even after the 20-minute trek to the last gate at JFK's epic Terminal 4, hurrying through the airport with my carry-on felt considerably easier than usual. Standing for long stretches during tours of Williamsburg's secret histories didn't leave my arches aching, and after back-to-back walk-heavy days on uneven pavement, my feet weren't barking. On the trip to Victoria, after two cross-country flights, three airports, and a slick trip on the [FRS Clipper](#), I appreciated them even more. The [Oomy Zens](#) helped me power through it all with zero foot fatigue. Best of all? I was able to throw them straight in the washer when I got home.

April 26, 2025
Reach: **9,982,385**

Public Relations

RECENT HIGHLIGHTS

yahoo!life

How To Plan A Charming Getaway To The Friendliest Town In Virginia



Williamsburg is often thought of as the territory of elementary school field trips, tricorn hats, and fifes and drums. But this Tidewater [Virginia](#) city is so much more than its colonial history.

From modern shopping to gourmet dining, Williamsburg is a bustling getaway destination where you can pack an entire weekend—or a week—with a mix of history, culture, and relaxation. Whether your travel style revolves around golf, spas, [wineries](#), or restaurants, here's what to do, what to eat, and how to explore Williamsburg, one of the [Friendliest Towns in the South](#).

April 5, 2025

Reach: **407,552,631**

Southern Living

25 Affordable Family Vacations You Haven't Thought Of Before

Williamsburg, Virginia



Travel back in time to [Colonial Williamsburg](#), where soldiers march with fifes and drums and period actors describe life in their bustling colonial town. The world's largest living history museum frequently offers deals on tickets when you stay at one of the property's hotels. Then journey back to modern-day Williamsburg to check out [Merchants Square](#), where 100-year-old general stores share sidewalks with contemporary boutiques and trendy taprooms.

Not far from town, the winding, 52-mile paved [Virginia Capital Trail](#) follows Scenic Route 5 from Jamestown to Richmond, with views of rolling hillsides, historic sites, and the James River along the way. Rent bikes from [Spoke & Art Provisions Co.](#) to explore a section, then enjoy their snacks and sammies when you've finished your ride.

April 29, 2025

Reach: **10,424,795**

WASHINGTONIAN

5 Great Golf Destinations an Easy Drive From DC

Tee off at these golf courses, then unwind at nearby hotels and resorts.

Kingsmill Resort

📍 Williamsburg

🌐 Website

Distance from DC: 156 miles

This resort offers guests two 18-hole courses flowing past water and leafy landscapes. The River Course is the most sought-after, designed by Pete Dye. Moving along the James River, the par-71 layout has hosted PGA and LPGA tours. Arnold Palmer and Ed Seay are the designers behind the Plantation Course, a par-72 circuit with water hazards and multi-tiered greens. Looking to improve your swing? Golf Academy offers private and group lessons as well as three-day summer golf camps for kids.

Beyond the green: Relax by one of three pools—including a lazy river—or in the spa. In addition to golf, there's a robust tennis program and water sports such as jet skiing and kayaking. A variety of accommodations are available, from rooms along the golf course to multi-bedroom condos and riverfront cottages.

Golden Horseshoe Golf Club

📍 Williamsburg

🌐 Website

Distance from DC: 152 miles

Stay at the Williamsburg Inn for access to the Golden Horseshoe Golf Club, a seven-minute walk away. The 18-hole Gold Course, one of two layouts, is a more challenging tree-lined path with elevation changes and water hazards, while the Green Course is designed to accommodate different skill levels. A shorter nine-hole course, constructed with families in mind, is on the way later this year. There's also a driving range.

Beyond the green: Rooms at the stately Williamsburg Inn are designed with Regency-era flair, including suites that have hosted VIPs such as Queen Elizabeth and John D. Rockefeller. In addition to the golf club, you can make use of the Spa at Colonial Williamsburg, the Williamsburg Inn Tennis Club, and two outdoor pools.

April 10, 2025

Reach: **893,572**

Public Relations

RECENT HIGHLIGHTS

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Samantha Brown's "Places To Love" Show Filming

Public Relations

RECENT HIGHLIGHTS

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

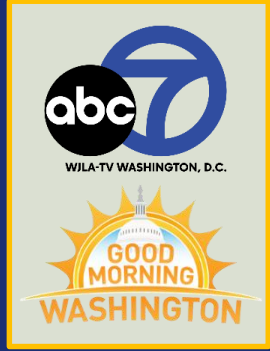


Public Relations EVENT: **“Williamsburg meets Williamsburg (NY)”**

Public Relations

RECENT HIGHLIGHTS

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Christy Coleman



Kevin Lembke



Kidd O'Shea, Host

Highlighting things to do during Spring Break in the Historic Triangle



Selena Coles



Virgo Award for Best Comprehensive Advertising Campaign Over \$1M

- *This award celebrates our partnership with the Greater Williamsburg Chamber of Commerce on the Historic Holiday Pass campaign.*

INFLUENCERS

January – April Influencers

Overview

Diverse Creator Engagement: 4 influencer visits

- Representing family travel, food, regional exploration, and lifestyle:

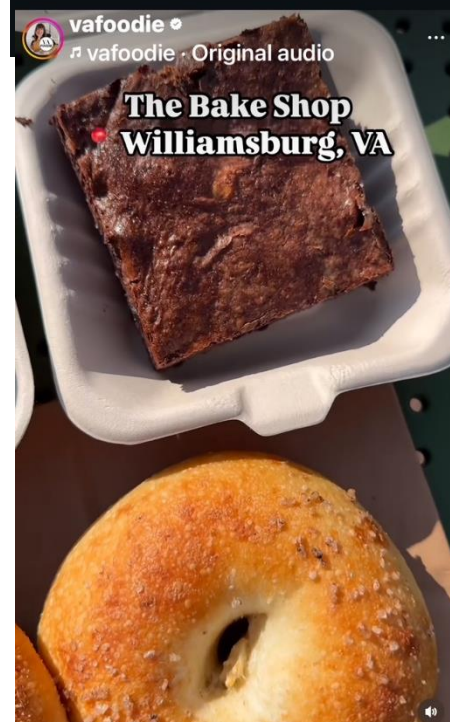
< vafoodie

Liz Thomson & The
VAFoodie® Team

3,414 posts 54.9K followers 5,357 following

Follow along to find local food events, farmer's markets, & foodie travel tips. Tag @vafoodie to be featured!

vafoodie.com/instagram-li...



< mommiesjade

Shanisse Palmer |
Virginia Family Life & Getaways

1,033 posts 55.9K followers 1,610 following

Digital creator
Mom to Ella & Royce 🇺🇸 🇯🇲
Family Travel + Foodie + Lifestyle
Exploring DMV & Beyond ✈️
shanisse@imftalent.com more

kestonemeats.com/pages/b...



< beyondbmore

Brian K. Oliver

634 posts 20.1K followers 7,502 following

Digital creator
Travel | Lifestyle | Food & Drinks
Baltimore
brian@beyondbmore.com
beyondbmore.com

beyondbmore Travel Deals...



< virginia.adventure...

Zoë | Virginia Adventure Family | Northern VA kid-friendly fun

532 posts 89.2K followers 2,489 following

Family-friendly things to do & places to visit
Exploring Virginia, the DMV & beyond 🗺️ more







hubs.ly/Q039yyvI0 and 1 more



January – April Influencers

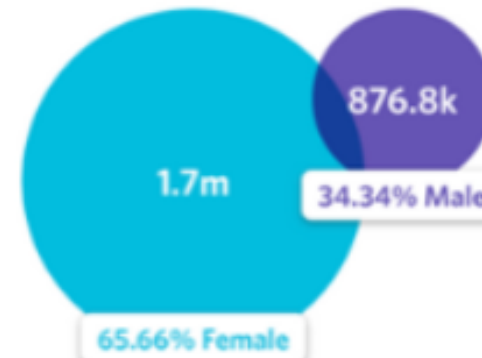
Influencer Performance

Overall Following
2,553,424

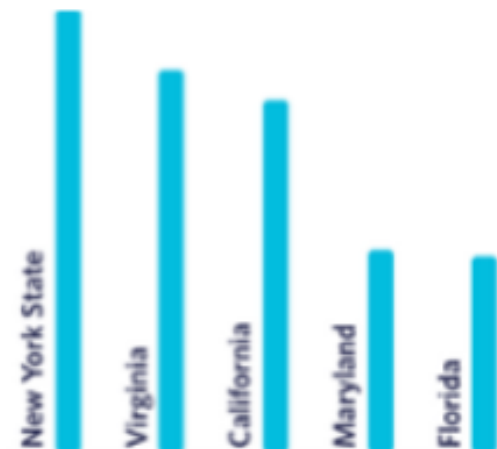
	TikTok	1.9m
	Instagram	641.9k
	Facebook	16.2k
	YouTube	6.2k
	Pinterest	5.7k
	X	454

- 198,100 Impressions
- 189,940 Reach
- 7,840 Engagements

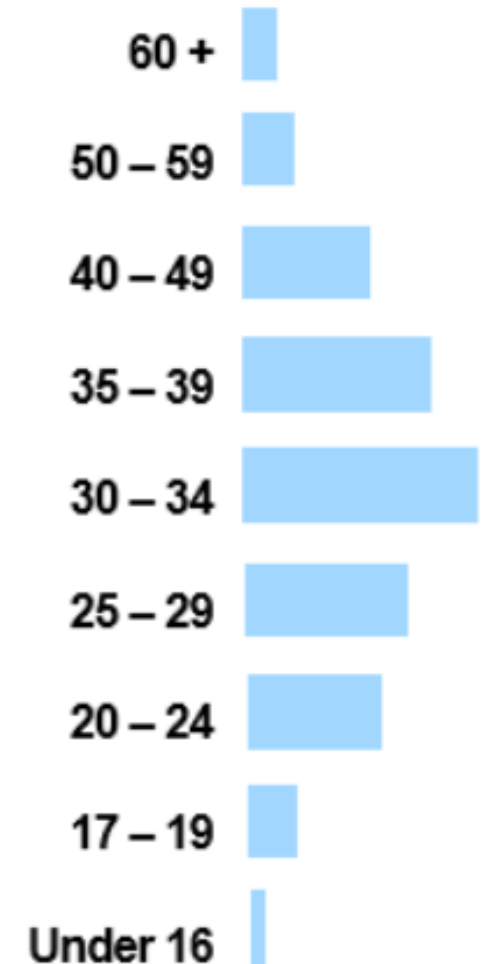
Audience Gender Split



Audience Locations



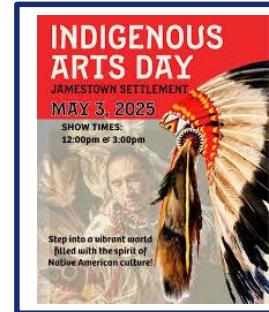
Audience Ages



EVENTS

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)
- Jamestown Beach - Acoustic Waves Festival (7/26)



VISITOR EXPERIENCE

ripe Integration



← → ↻ 📄 lodging.visitwilliamsburg.com/williamsburg-live ☆ 📄 📄 New Chrome available

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

THINGS TO DO FOOD & DRINK PLAN EVENTS

BOOK YOUR WILLIAMSBURG LIVE STAY NOW!

Stay Close to the Music

📅 Check-in → Check-out 👤 Guests 1 🔍 SEARCH

Stay Close to the Music – Book Your Weekend Getaway

Make the most of your music-filled weekend in Williamsburg by booking your hotel stay right here—just steps away from all the action. From lively outdoor concerts and summer music festivals to intimate performances in charming venues, Williamsburg offers a diverse and vibrant live music scene. Enjoy the sounds of the city without the hassle—stay local, explore more, and let the rhythm guide your getaway.

A Star-Studded Lineup:

WILLIAMSBURG LIVE

WILLIAMSBURG LIVE

lodging.visitwilliamsburg.com/2025-virginia-state-tournament

☆ | 📄 | 👤 | New Chrome available

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

THINGS TO DO FOOD & DRINK PLAN EVENTS

BOOK YOUR STAY FOR THE STATE TOURNAMENT

Plan ahead for July 4–9 in Yorktown, VA

Jul 04 → Jul 09

Guests 1

SEARCH



Play Hard. Rest Easy. Stay Local.

Make the most of your State Tournament experience by booking your lodging here in Yorktown. Convenient, family-friendly hotels are just minutes from the fields, giving you more time to focus on the game and enjoy everything the area has to offer—from historic landmarks to local attractions. Rooms will go fast, so book early and stay close to the action!

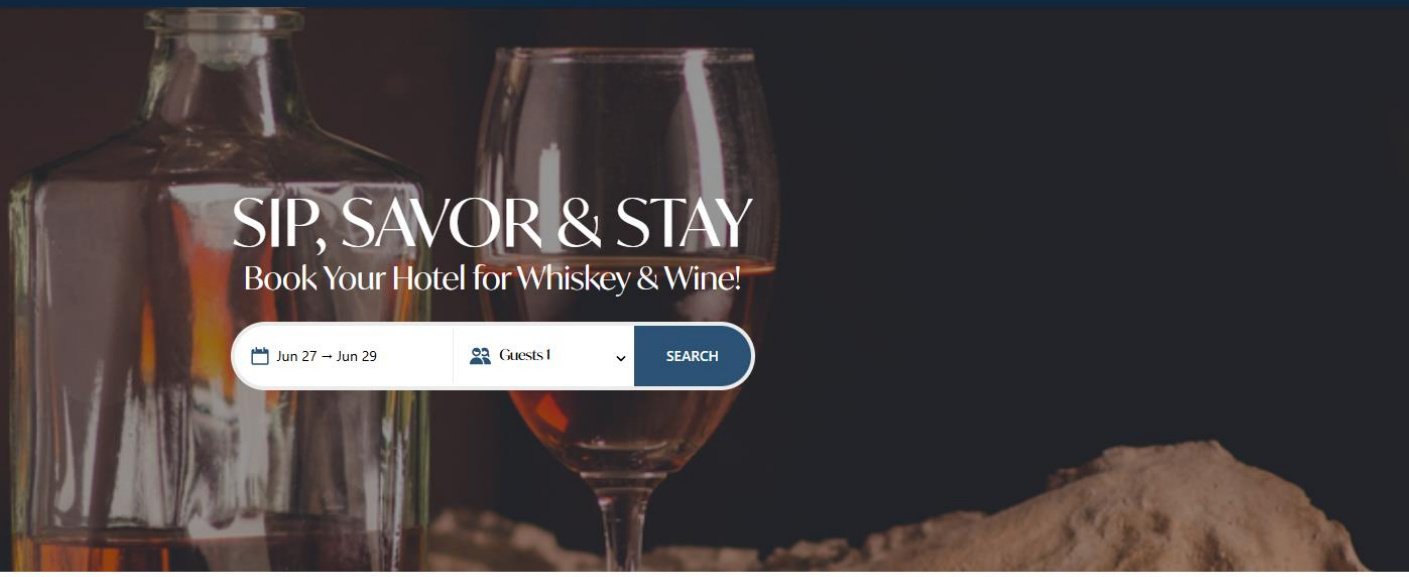
Details:



← → ↻ 📄 lodging.visitwilliamsburg.com/whiskey-and-wine ☆ 📄 🧑🏿👤 New Chrome available

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

THINGS TO DO FOOD & DRINK PLAN EVENTS




SIP, SAVOR & STAY

Book Your Hotel for Whiskey & Wine!

📅 Jun 27 → Jun 29

👤 Guests 1 ▾

SEARCH




Unwind in Williamsburg for Whiskey & Wine Weekend

Make the most of Williamsburg's Whiskey & Wine Weekend by booking a nearby stay.

Enjoy convenient access to tastings, live music, and local flavors—all while relaxing in top-rated hotels.

Stay close to the action and turn your weekend into a full getaway experience.



June 27-29



Check-in and earn prizes.

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Attendees can earn glasses after checking into 3 of the locations.



Check-in and earn prizes.

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



YORKTOWN
BEACH HOTEL



Colonial
Williamsburg

Miles Partnership

Neal Alfano

Danelle Amos

Lauren Bourgoing

Board Presentation

MILES PARTNERSHIP

May 20, 2025



With You Today



Lauren Bourgoing
Vice President



Danelle Amos
Vice President, Media



Neal Alfano
Vice President, Creative Services

Today's Agenda

1. Miles Partnership Overview
2. 2025 Travel Trends
3. Media Overview
4. Bridge Campaign
 - Performance Highlights & Creative
5. New Campaign
 - Creative Direction



Miles Partnership Overview

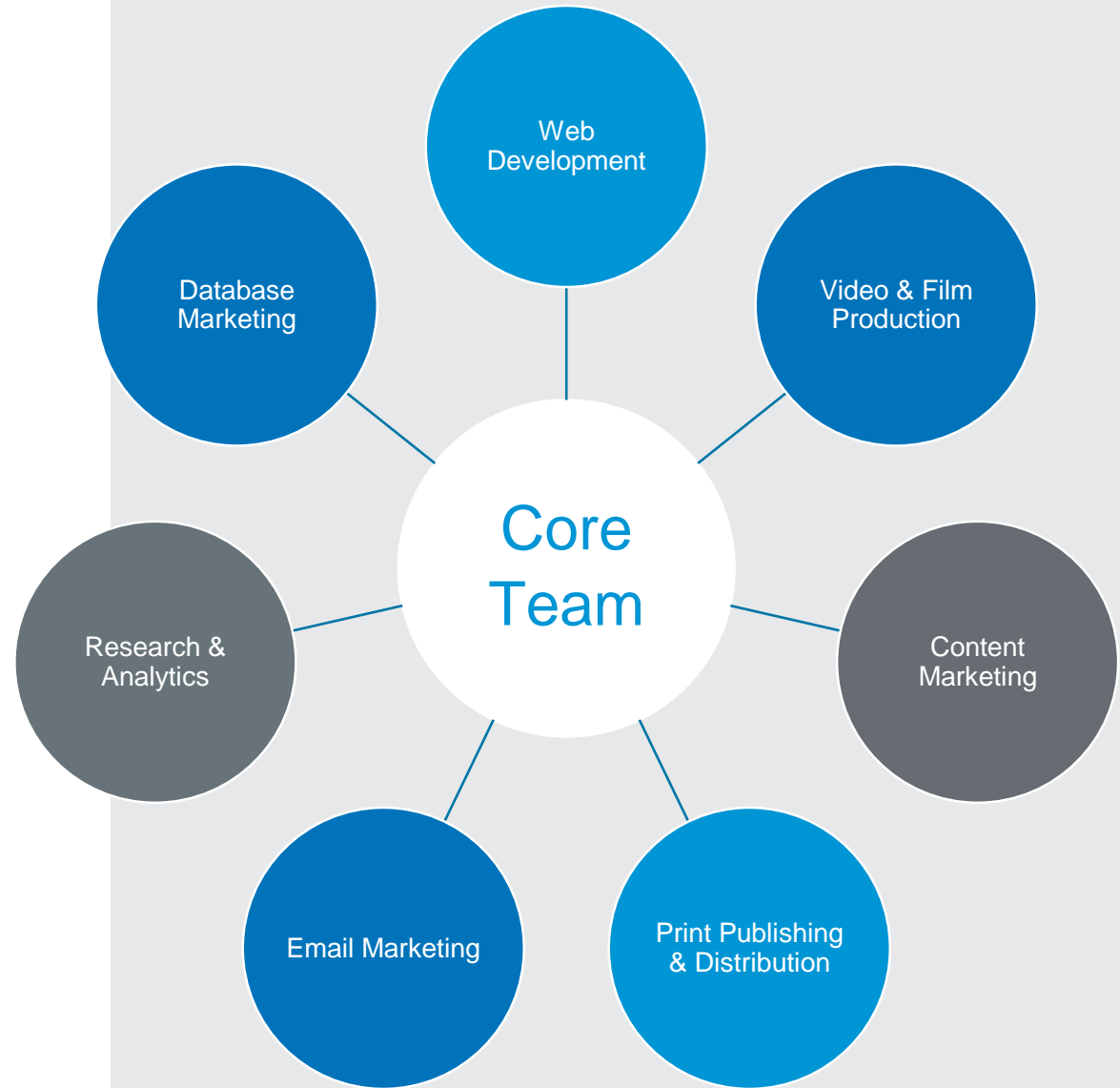
OUR MISSION

We enrich lives through travel by positively impacting communities and travelers with audience-focused, results-driven solutions.



ACCOUNT SERVICES APPROACH

**375+ tourism
marketing
Specialists.**



Miles Partnership Companies



Leading Business Consulting Firm



Destination Management Tool



Premiere Content Studio



Independent Trading Desk



Global Hospitality Marketing

Dedicated Division at Miles

BLACK DIAMOND

TRAVEL MARKETING DATA

London-Based Integrated Communications &
PR Agency



Miles by the
numbers



100%
Travel



375+ Marketing Experts
with an average tenure of
6.5 years



8-year Average Client
Relationship



150+ Tourism &
Hospitality Brands



\$35+ Million in Industry
Participation



\$200+ Million
in Media Annually

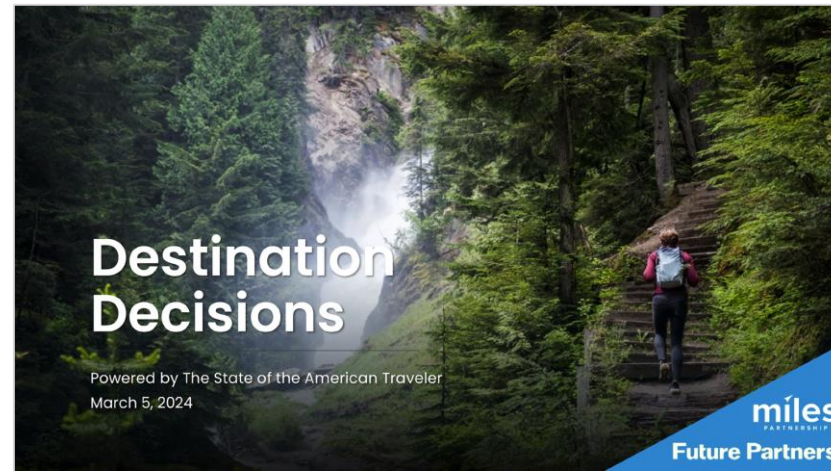


EXPERTISE



research

Each year, Miles invests over \$500,000 in research to understand the motivations of travelers, meeting planners, and sports event organizers



Future Partners

Longwoods
INTERNATIONAL

CIVITAS

Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

Phocuswright?

DS
downs & st. germain
RESEARCH

TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

CIMARRON
GLOBAL SOLUTIONS



EXPERTISE



innovation

We're driven to explore what's next across strategy, technology, and media, helping destinations stay ahead of evolving traveler behavior and expectations

AI Opener for Destinations

U.S. Cohort

An Explorative Project on Artificial Intelligence in Destination Management and Marketing

» Email AIOpener@MilesPartnership.com to reserve your spot

INITIATED BY



FACILITATED BY



Ad+genuity

Our Approach to Programmatic Media



Miles AI Travel Lens Smarter Destination Intelligence

Using Language Models to Monitor and Match Travel Trends



2025 Travel Trends

2025 Travel Trends

- Spontaneous staycations are on the rise with US Travelers.
- This summer, US guests are prioritizing “staycations”, with more searches for trips within 300 miles of their homes (road trips).
- 95% of travelers are planning at least as much travel this summer, if not more, compared to last summer.
- Sporting event and big-name concerts are at the top of people’s “reasons to travel list”, but they are also seeking out more low-key, immersive experiences such as off-the-beaten-path culinary adventures.
- Travelers continue to prioritize meaningful experiences - investing in moments.

83% of travelers are planning travel for specific seasonal reasons this summer

Will some of your overnight leisure travel this summer be for any of the following seasonal reasons? Top 5 answers

- 39% summer festivals
- 26% school breaks
- 33% summer sports and activities
- 20% a national or regional holiday
- 16% a cultural/religious holiday

2025 Travel Trends

- International travel is on track to lose \$12.5B in spending in 2025.
- In March, UK arrivals to the US were down nearly 15% year over year, while Canada summer bookings are down by more than 20%.
- 90% of US travelers are actively looking for ways to cut back on their summer travel spending.
- Although International Travel is slowing, 69% of travelers are planning on traveling domestically.
- According to Tripadvisor, US travelers are planning on changing their summer travel plans due to macro-economic factors citing higher inflation as the top reason.

Overseas Arrivals to the US Dropped in March

Overseas Visitor Arrivals to the US | YoY Change



Source: National Travel and Tourism Office

Media Overview

Paid Media Objectives and Goals

- Increase brand awareness of Williamsburg among new and repeat visitors.
 - Including extending stays and overnight visitation.
- Position Williamsburg as a year-round destination for all travel intenders.
- Drive traffic to VisitWilliamsburg.com.
- Promote awareness and excitement for Williamsburg's role in the America 250 happening between 2025 - 2026.

Paid Media Funnel



AWARENESS

- The beginning of the consumer journey in which the audience is introduced to your brand.
- Tactics/messaging are meant to inspire.

CONSIDERATION

- From Awareness, audiences move into the Consideration phase of their planning journey. This is where they begin to narrow down their choices.
- Tactics/messaging are meant to inform.

ACTION

- The final step of the consumer journey in which the audience makes their decision on where to travel.
- Tactics/messaging are meant to drive some form of action, which can include booking a hotel, downloading a guide or signing up to receive an email.

Targeting

OVERALL APPROACH

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

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
- Family Travelers

Secondary (Where Applicable)

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

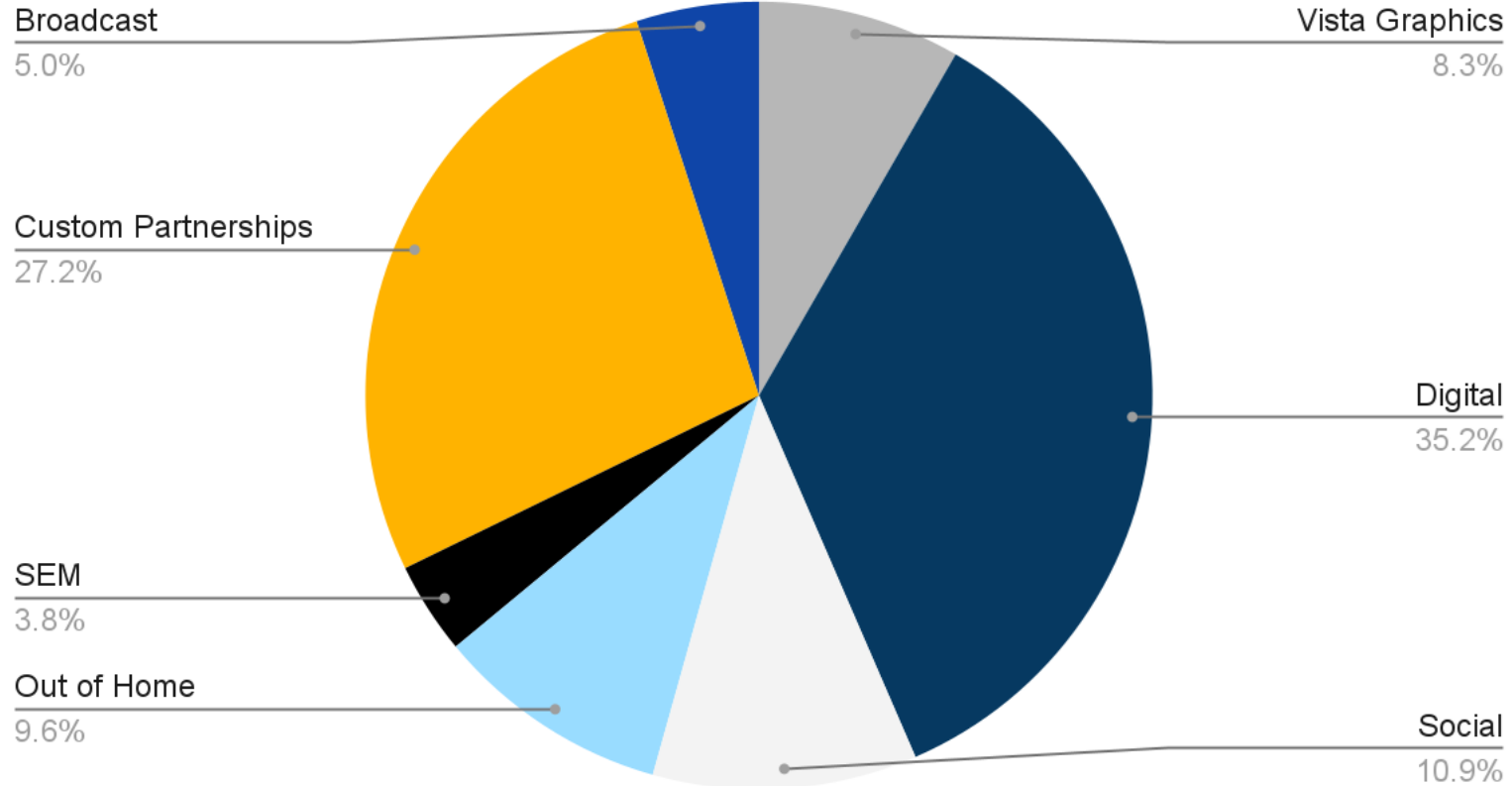
Geographic Targeting

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

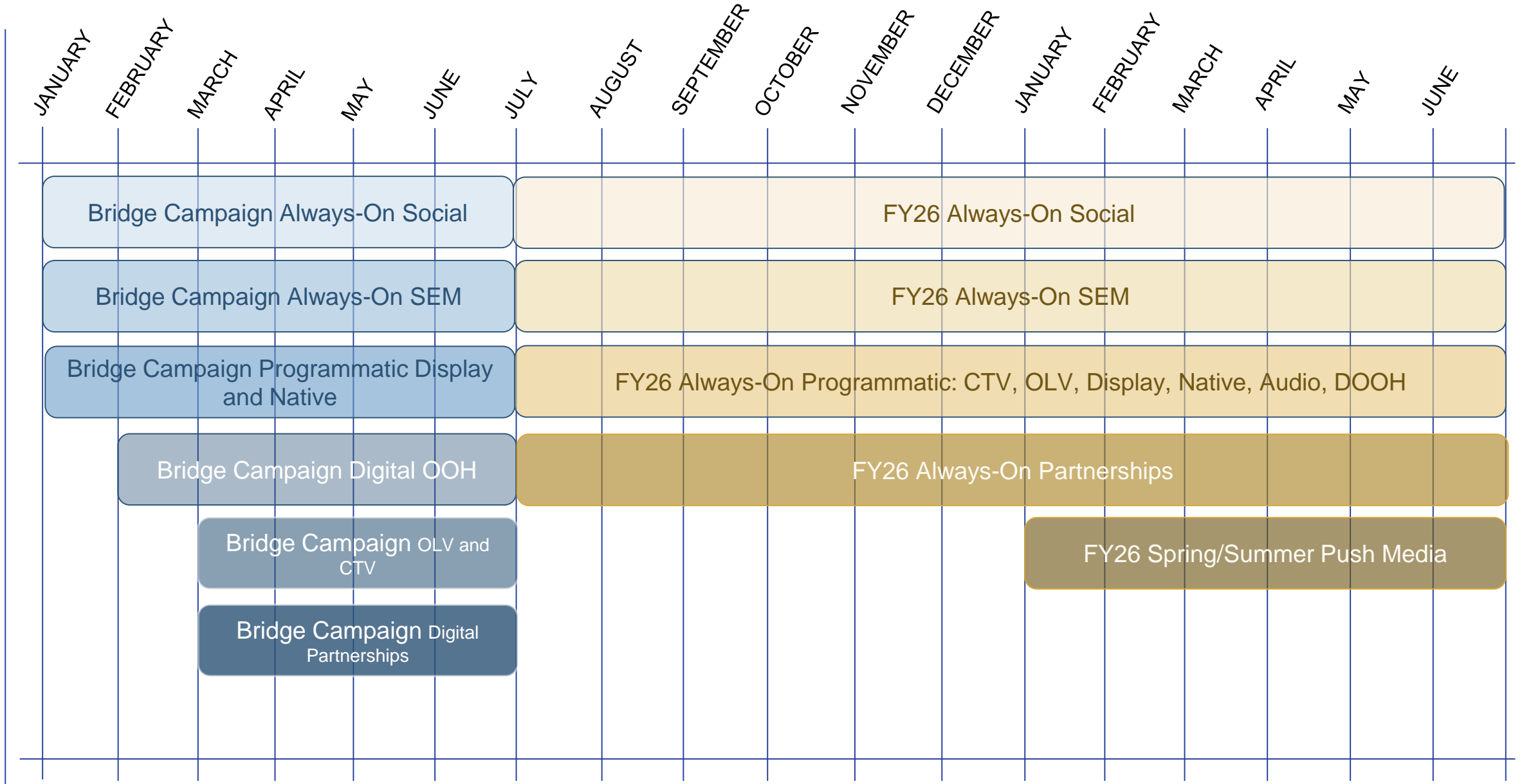


2026 Paid Media Spend

Media Spend



CAMPAIGN FLIGHTING



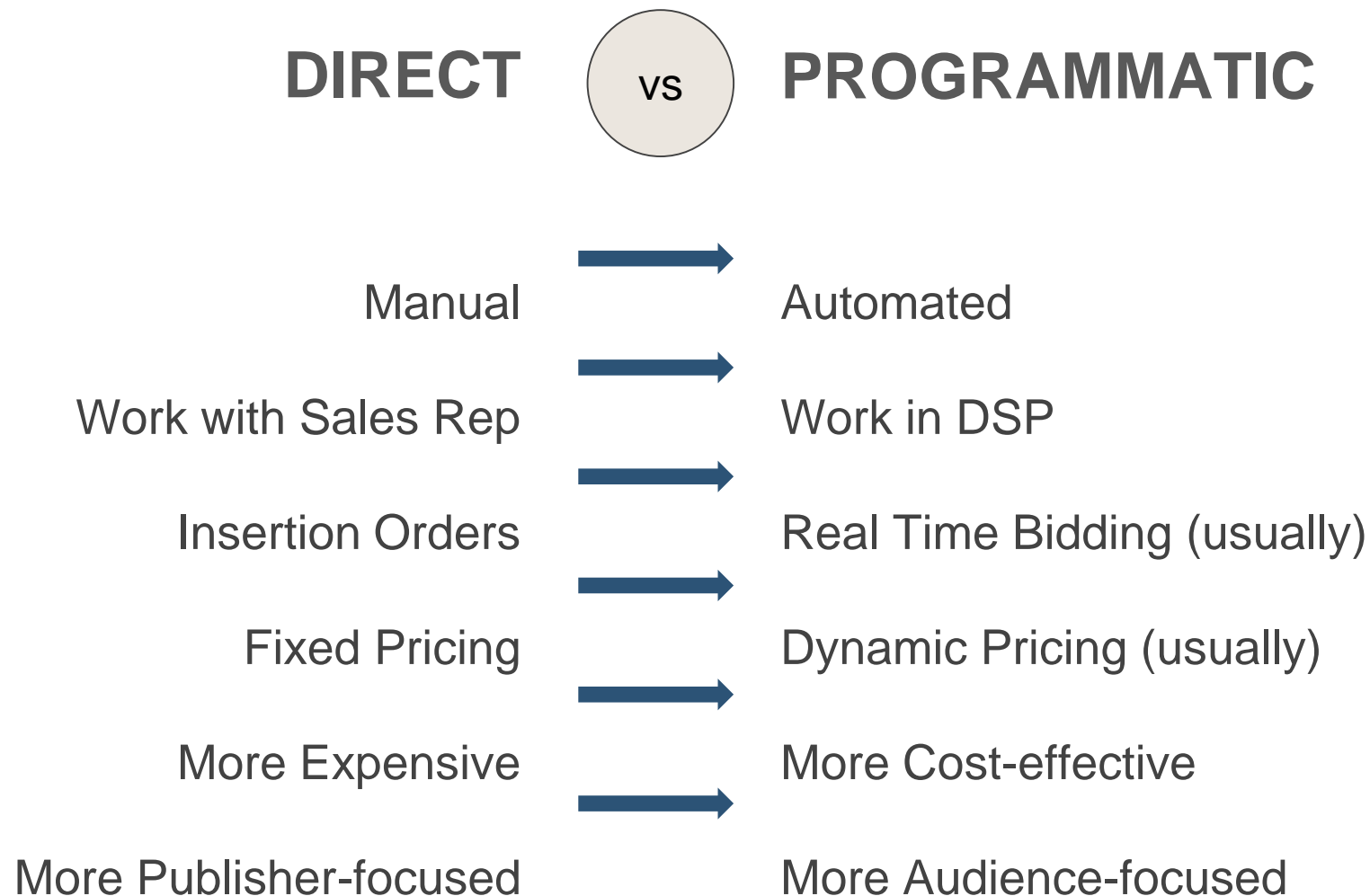
2026 Vendor Overview

2026 Paid Media Vendors	
Digital – Display, Native, Online, Connected TV	Social – Meta/Instagram, Pinterest, TikTok
Rich Media	AARP
Audio – Podcasts & Streaming Radio	New York Times
Broadcast TV	Hopper
Digital Out of Home	This Week Junior
Search Engine Marketing (SEM)	Atlas Obscura
Hulu/Disney+	PBS
History Channel	Vista Graphics
Smithsonian	Destination DC

What is Programmatic?

A way to buy advertising using
an automated technology
infrastructure

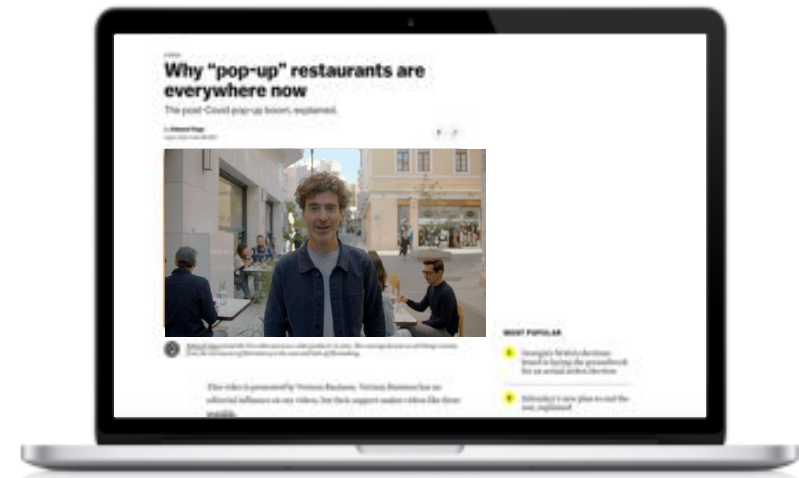
How to Buy Digital Advertising



What does Programmatic Advertising look like?

Formats

- Display
- Native
- Video
- Interactive



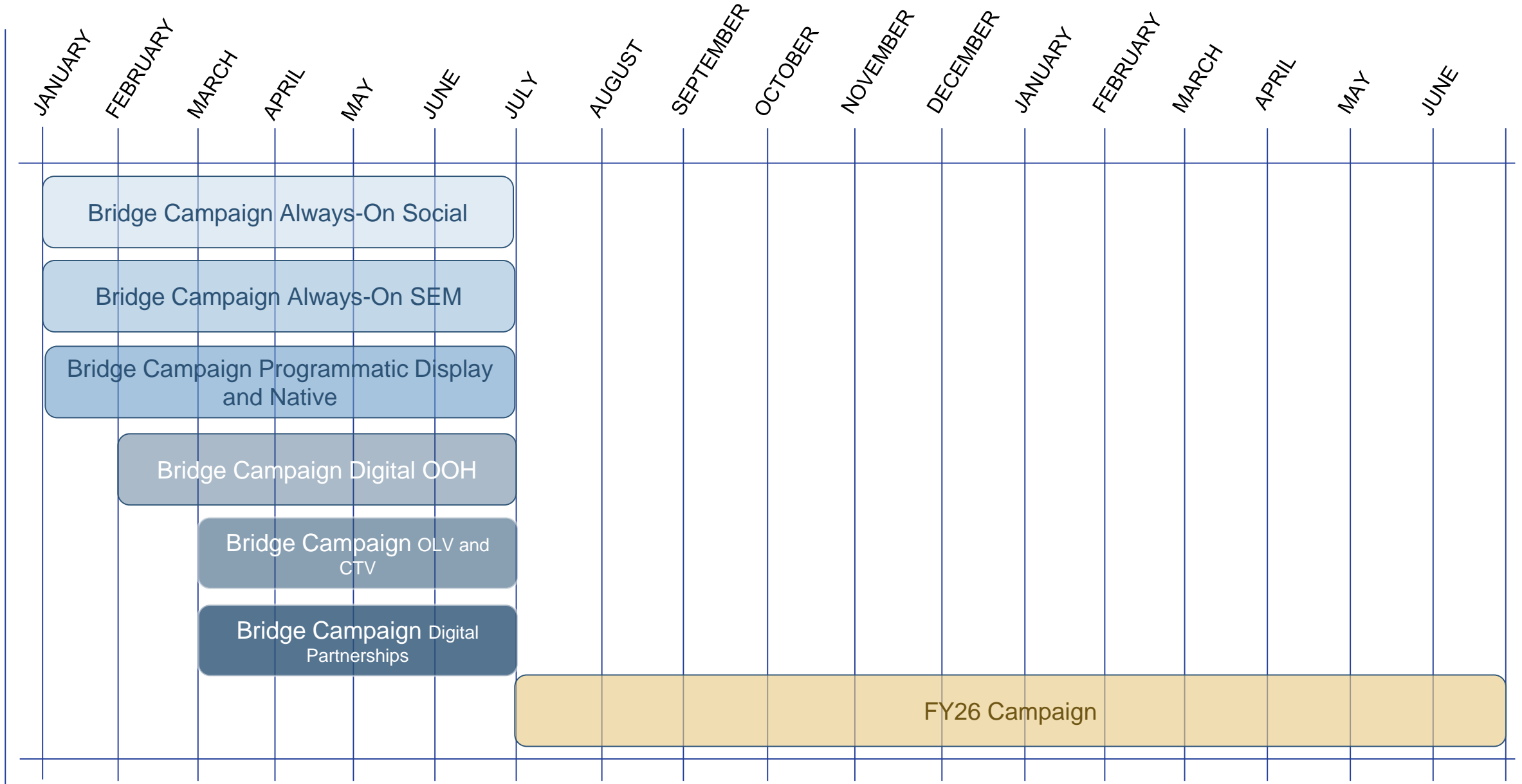
Devices

- Mobile
- Desktop
- Tablet
- CTV
- DOOH



Bridge Campaign Performance & Creative

CAMPAIGN FLIGHTING



Performance Overview

- January 6th, we launched our FY25 Bridge Campaign with more creative added beyond Evergreen:
 - Spring Push (Mar-Apr)
 - Book Now Widget (late-Apr launch)
 - Juneteenth & Williamsburg Live/Summer Music (mid-May launch)
 - Cool Summer Savings Pass (June launch)
- In April and May we launched content partnership efforts with Atlas Obscura, Smithsonian and National Geographic.
- As a whole, our Bridge Campaign KPIs are performing above industry benchmarks and making notable increases MoM while decreasing costs.

100,000,000+
Impressions

290,000+
Clicks

480,000+
Conversions

including website engagement, visitor guide requests and time on site

Performance Overview

Some notable standouts include:

Paid Media

2:02

**Average time
on content**

Undertone

2.17%

Interaction Rate

Industry Benchmark: 1.5-2.5%

14.88%

Engagement Rate

Industry Benchmark: 10-12%

Kargo

1.26%

Click-Through Rate

Industry Benchmark: 0.75%

Spring Hopper & Capital One placement

50% Increase

in Williamsburg's market share of hotel bookings YoY
after the first few weeks of the campaign.

Tourism Economics Attribution

- Attribution tool tied to Digital Media
- Dates: 1/2/2025 - 4/13/2025
- Observed Visits: 14,136
 - Takes at least 90 days for visitation to show up
- Top Performance by DMA:
 - Baltimore
 - Charlotte
 - Greensboro
 - Greenville
 - Harrisburg

Media Attribution Summary

From 1/2/2025 to 4/13/2025



Exposure Date (From)	Exposure Date (To)	Country Group	DMA/Market Name	Local/Non-Local	Campaign	Exposure to Visit Day Filter (minimum)
1/2/2025	4/13/2025	USA	(All)	Non-Local	(All)	3

21,670,538
Measurable Impressions

14,136
Observed Visits

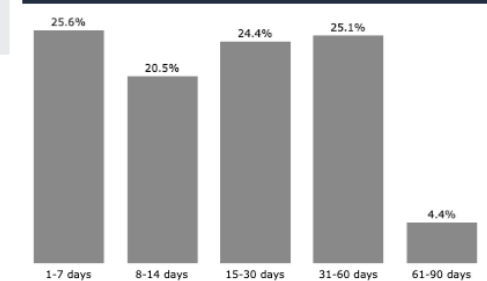
0.07%
Visit Rate
(based on Measurable Impressions)

0.7
Visits
per 1,000
Impressions

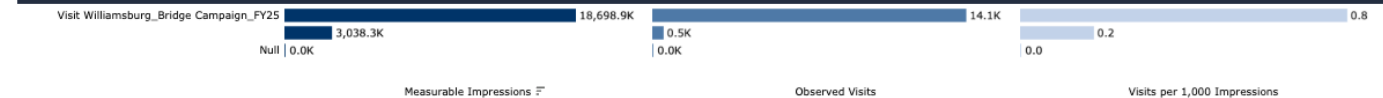
28.0 days
Avg. Exposure
to Visit

Exposure to Visit

only first visit is counted after exposure

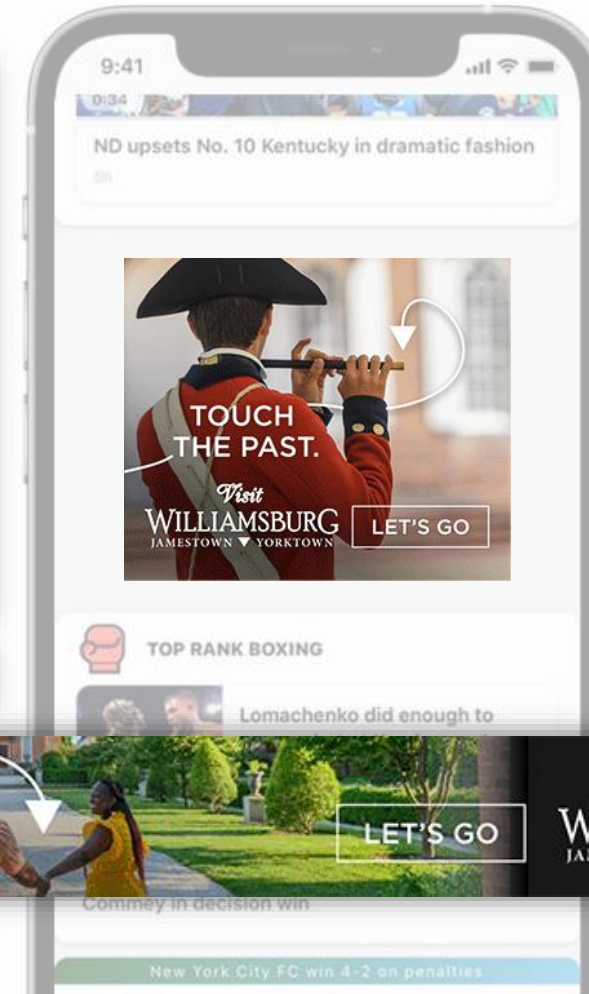
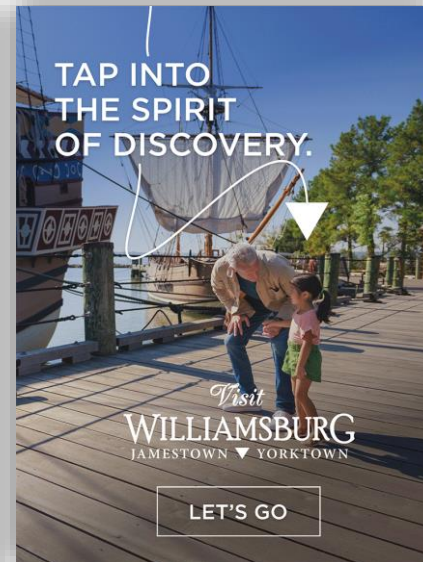
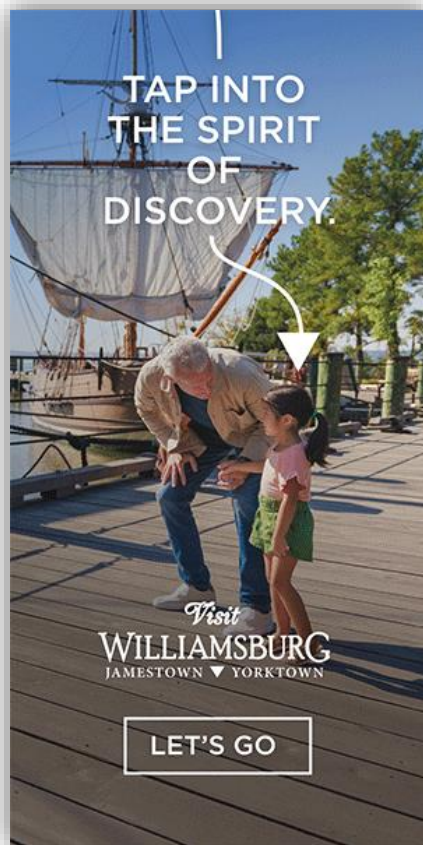


Performance by Campaign



Creative

Display



Creative

Digital Out Of Home (DOOH)



Undertone – Rich Media

Page Grabber Demo



torp nec coram lecto. Maecenas eleifend eleifend placerat. Suspendisse varius euismod quis varius suspendisse potenti. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent suscipit tortor sit amet cursus, sit amet rutrum elit semper.

Performance and engagement

Comprehensive campaign metrics dashboard

Phasellus feugiat varius mauris ut viverra. Sed tempus hendrerit enim et tempus. Aliquam nec magna vel felis interdum consectetur quis sollicitudin arcu. Cras ultricies ligula at sem lobortis, eget porttitor enim pretium. Sed in est luctus, pretium ante ut, elementum nibh. Sed non augue enim. Nullam sodales ligula sed dapibus tempor. Vestibulum non urna justo.

Rich media demos

Easily create demos for testing

Phasellus feugiat varius mauris ut viverra. Sed tempus hendrerit enim et tempus. Aliquam nec magna vel felis interdum consectetur quis sollicitudin arcu. Cras ultricies ligula at sem lobortis, eget porttitor enim pretium. Sed in est luctus, pretium ante ut, elementum nibh. Sed non augue enim. Nullam sodales ligula sed dapibus tempor. Vestibulum non urna justo.

Studio

A cloud based tool to create engaging rich media ads



Enhanced Standard Demo

ante ut, elementum nibh. Sed non augue enim. Nullam sodales ligula sed dapibus tempor.

Studio

A cloud based tool to create engaging rich media ads

Sed vel imperdiet urna. Maecenas viverra ultrices vehicula. Etiam lectus ligula, bib libero convallis, viverra diam ut, posuere leo. Praesent adipiscing venenatis sapien v pulvinar libero. Phasellus commodo tempus felis. Vestibulum ante ipsum primis in faucib

Optimized to every device

Formats that works on web and in-app environments

Praesent luctus arcu ut consequat dictum. Nunc quis justo interdum, luctus dui in, t turpis nec, euismod lectus. Maecenas eleifend eleifend placerat. Suspendisse cu Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent suscipit tortor sit amet

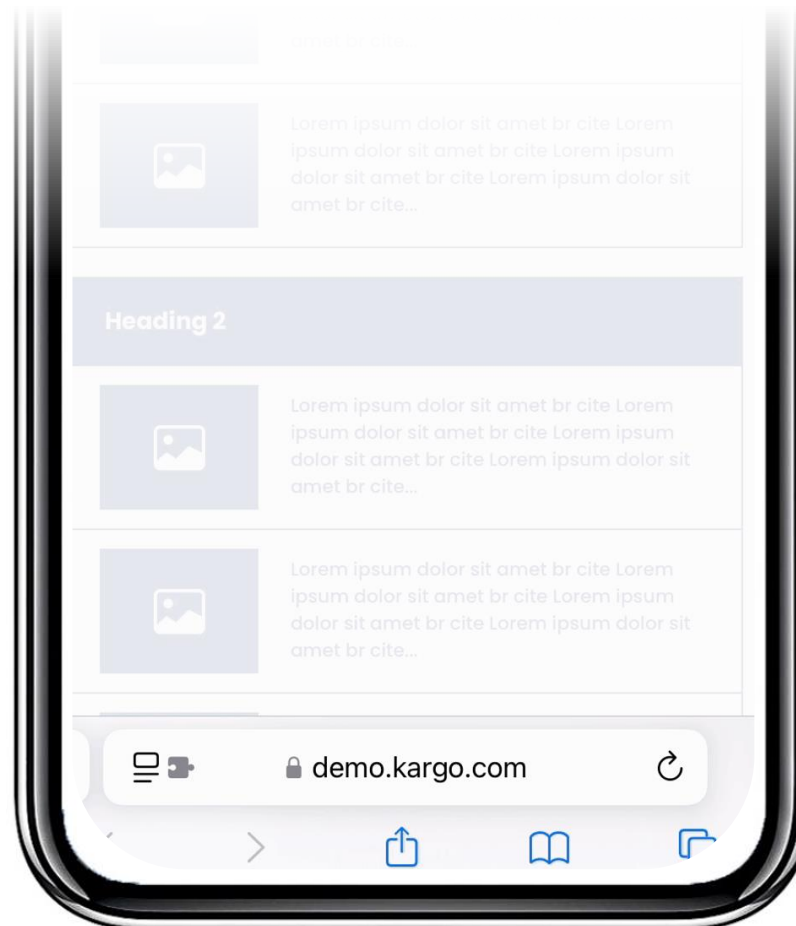
Performance and engagement

Comprehensive campaign metrics dashboard

Phasellus feugiat varius mauris ut viverra. Sed tempus hendrerit enim et te consectetur quis sollicitudin arcu. Cras ultricies ligula at sem lobortis, eget po ante ut, elementum nibh. Sed non augue enim. Nullam sodales ligula sed dapibus temp

Bottom Adhesion Demo

Kargo – Rich Media



Scan for Demo



Creative

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN


Hulu/Disney+ Premium Slate



Print – Leisure



Print – Groups & Meetings



MOMENTS THAT MOVE YOU.

Let your group discover the many wonders of Williamsburg, Jamestown, and Yorktown. The Historic Triangle offers the perfect blend of storied attractions, exhilarating outdoor adventures, and enriching entertainment for groups of all sizes and interests. Beyond the country's largest living history museum, find delightful surprises including culinary gems, eclectic boutiques, and gravity-defying roller coasters.

Tap into the spirit of discovery and set epic memories in motion.
Plan your group's incredible getaway today.

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN
VisitWilliamsburg.com



MEETINGS THAT MOVE YOU.

Great meetings move teams forward – toward deeper connections, richer collaboration, and higher levels of success. The Historic Triangle's iconic, enriching attractions create the ideal backdrop for inspiring ideas and fostering growth. Find distinctive venues for meetings of all sizes plus elevated cuisine, award-winning golf, and refreshing outdoor adventures.

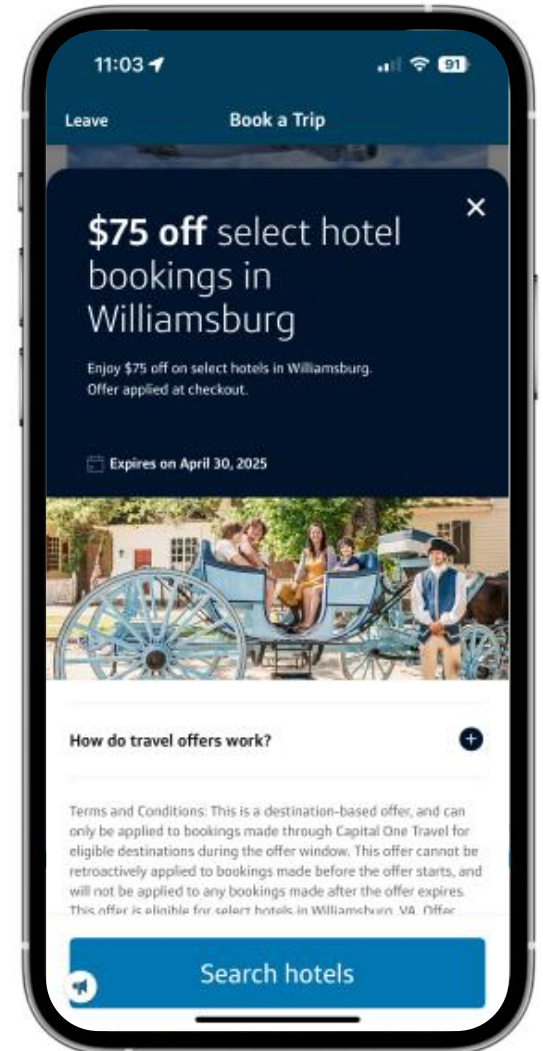
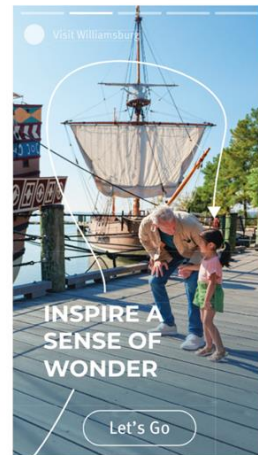
Reach out to Visit Williamsburg for a full range of meeting services and resources, and save big with our Meeting Incentive Plan.

Start planning your epic event today.

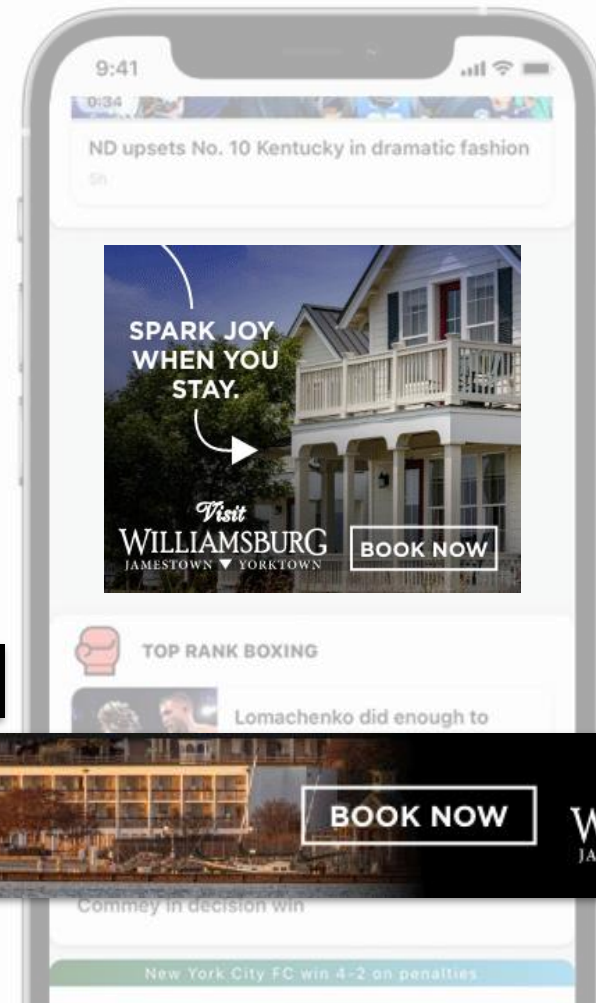
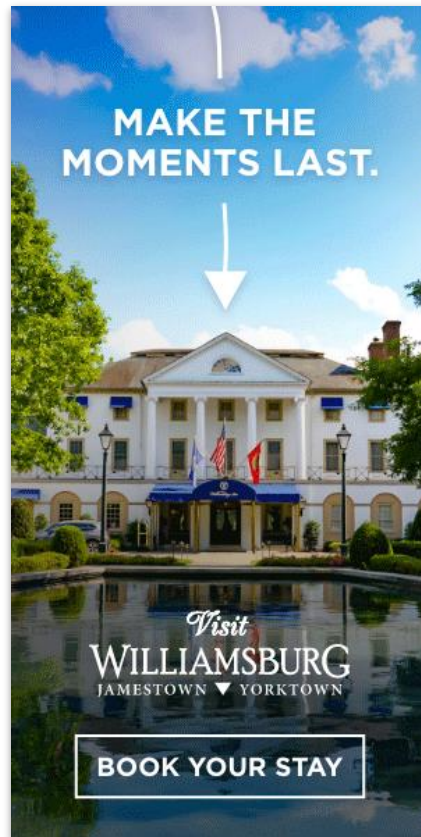
Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN
757-253-2313 | sales@visitwilliamsburg.com | VisitWilliamsburg.com

Creative

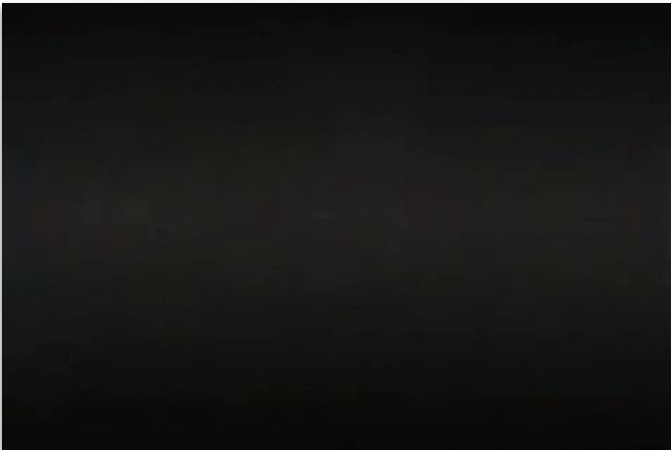
Spring Push



Book Now - Promote New Widget



Juneteenth & Williamsburg Live



Creative

Cool Summer Savings Pass



VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

America's Journey Begins *Here*

New Campaign Creative Direction



America's
most *historic*
triangle.



From Revolution
to *Rollercoasters*



Timeless
America



New Campaign

Colors & Logos

Navy #063961
6-57-97

Red #DD1F2D
221-31-45

Green #27593D
39-89-61

Mustard #FF9000
255-144-0

Sky #99DCFF
153-220-255



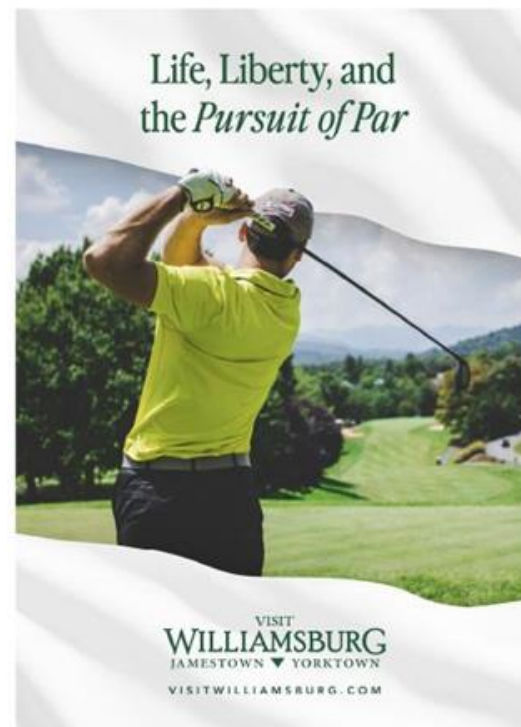
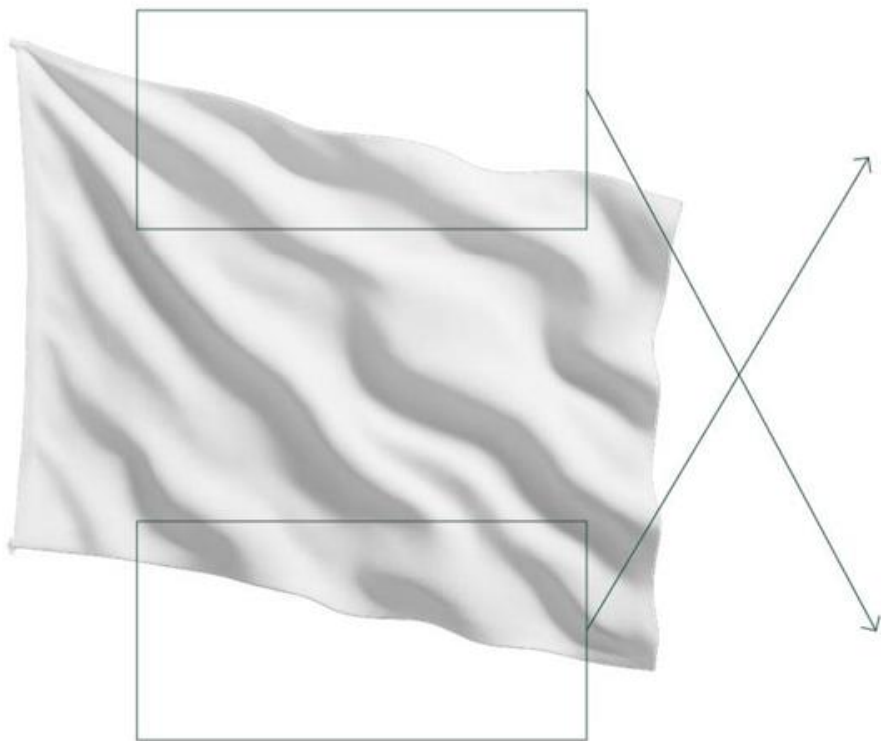
Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Old Logo

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

New Logo

Flag Compositions



New Campaign

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

FPO Creative (DOOH)



thank you!



Old & New Business

Next Meeting: July 15

