

Williamsburg Tourism Council

Tuesday, January 16, 2024

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association

Greater Williamsburg CoC
Virginia Tourism Corporation

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

Kevin Lembke
Neal Chalkley
Jim Horn
Christy Coleman
Michael Claar

Ben Ellington, Ex Officio
Rita McClenny, Ex Officio

Public Comment

- Limit to three minutes
- State name and address
- No Q & A

Capital Region USA (CRUSA) Briefing

Scott Balyo, Executive Director

CAPITAL REGION USA

WASHINGTON, DC · MARYLAND · VIRGINIA



www.capitalregionusa.org

Value of International Visitor



INTERNATIONAL
TRADE
ADMINISTRATION

“International travel plays a critical role in the US economy. Prior to the COVID-19 pandemic, in 2019, **international visitors spent \$233.5 billion** experiencing the United States; **injecting nearly \$640 million a day into the U.S. economy.**”

At 14.5% of international travel spending globally, international travelers spend more in the United States than any other country.”

“The international segment of the travel economy is especially high-value because visitors from abroad on average **spend more time and money** and visit more destinations than domestic travelers.”

While an international traveler may represent less than 10% of your total visitation, they can be over 20% of your visitor revenue.



VisitTheUSA.com

Brand USA



Who we are

Our Organization and Mission



WHO WE ARE:

Capital Region USA (CRUSA) is the official regional destination marketing organization promoting Washington, DC, Maryland, and Virginia internationally, in partnership with Destination DC, the Maryland Office of Tourism Development, the Virginia Tourism Corporation, and the Metropolitan Washington Airports Authority.

OUR MISSION:

More Overseas Visitors
Staying Longer
Spending More Money



Our Partners



The rest of our US Team



Kimberly Petersen, Marketing and Administrative Director
kimberly@capitalregionusa.org



Stacey Sheetz, Marketing and Membership Director
stacey@capitalregionusa.org

Our Board of Directors



Virginia Tourism Corporation

- Heidi Johannesen, Secretary/Treasurer
- Rita McClenny
- Diane Bechamps

Maryland Office of Tourism Development

- Liz Fitzsimmons, Chair
- Rich Gilbert
- Marci Ross

Destination DC

- Theresa Belpulsi, Vice-Chair
- Elliott Ferguson
- Robin McClain



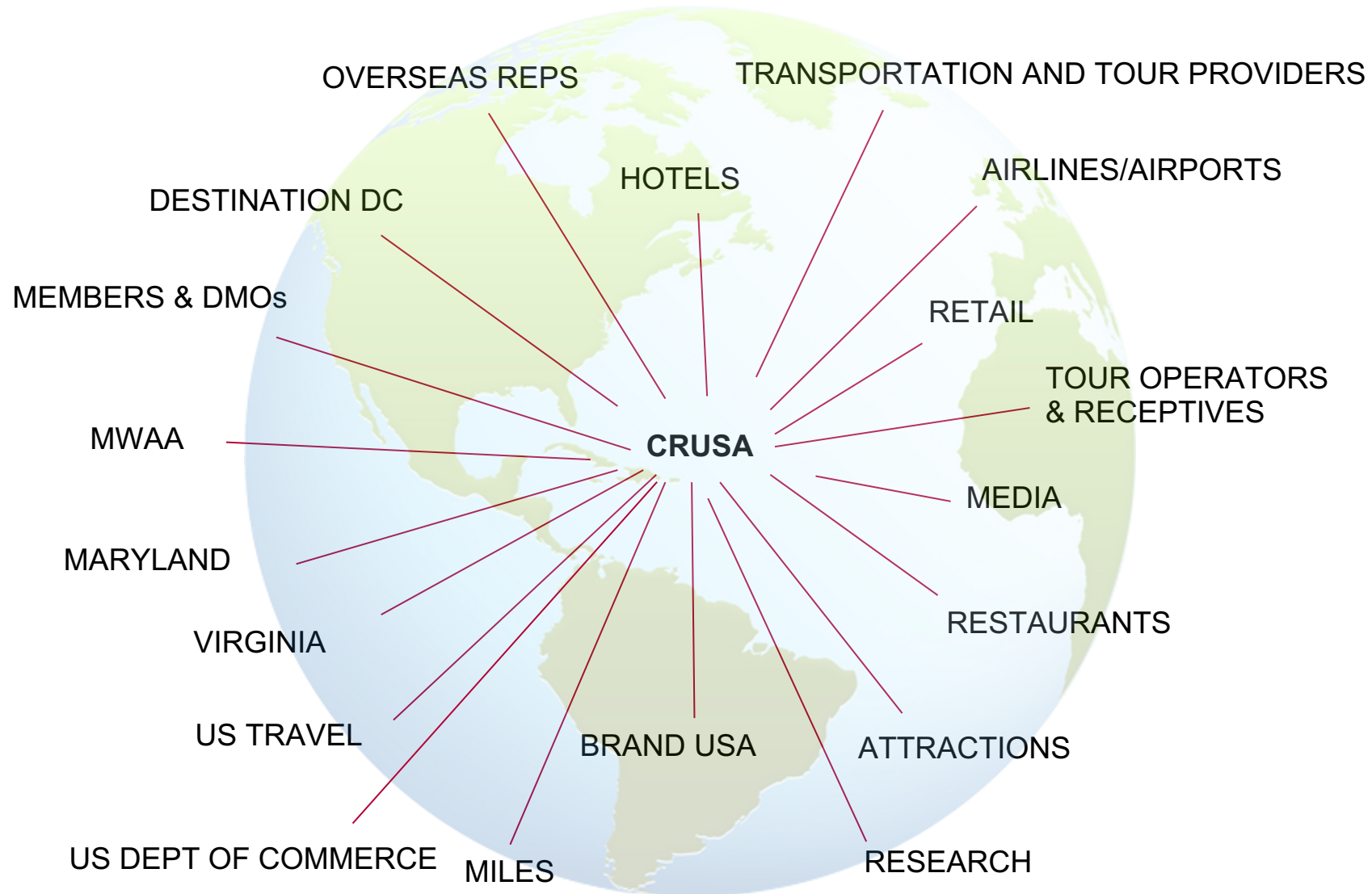
Our Allied Members



Our Affiliate Members



Our Network



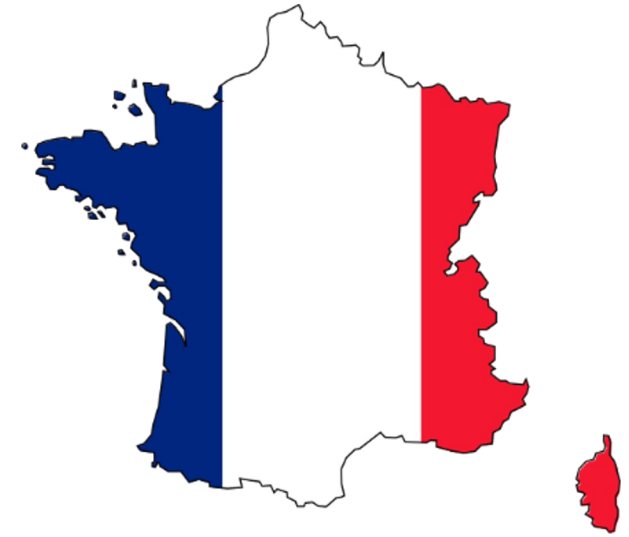
Our Primary Markets



#1 UK
includes Ireland



#2 Germany
includes Austria and Switzerland



#4 France
includes Belgium and Netherlands

India = #3

Our Overseas Team



Lisa Chamberlain
LC Marketing Plus
United Kingdom - Sales



Della Tully
LC Marketing Plus
United Kingdom - Sales



Olivier Barthez
Rep & Co.
France



Emmanuelle Massieu
Rep & Co.
France



Anna Beketov
FINN
United Kingdom - PR



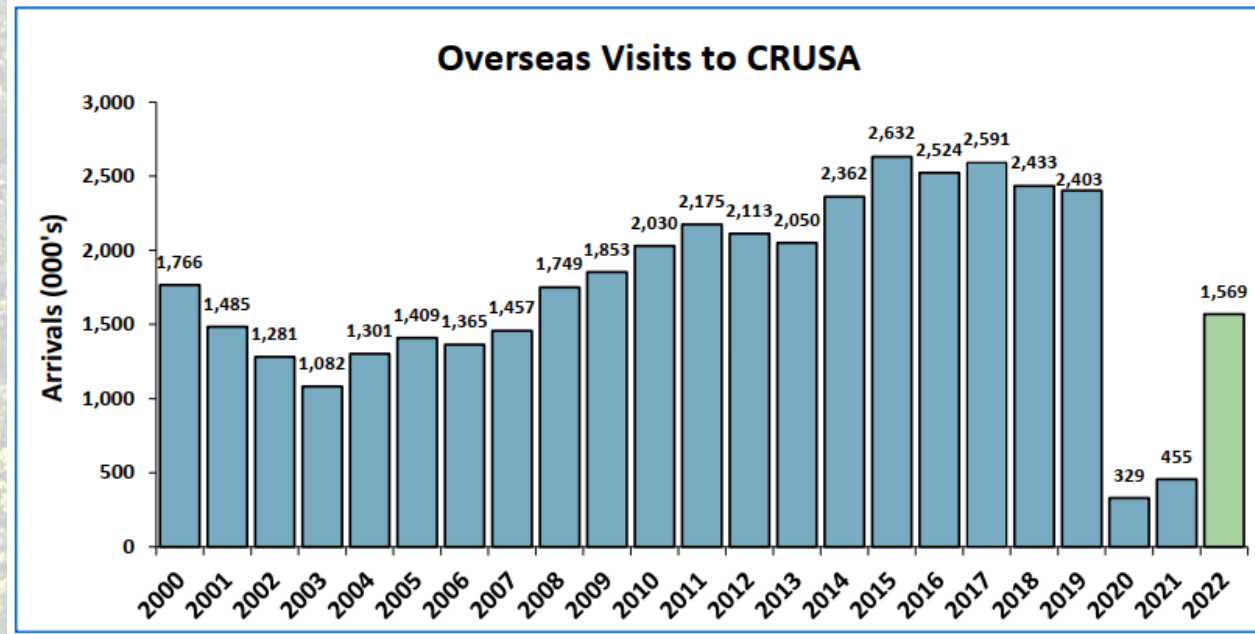
Maria Greiner
Claasen Communication
Germany



Research

Overseas to CRUSA - 2022

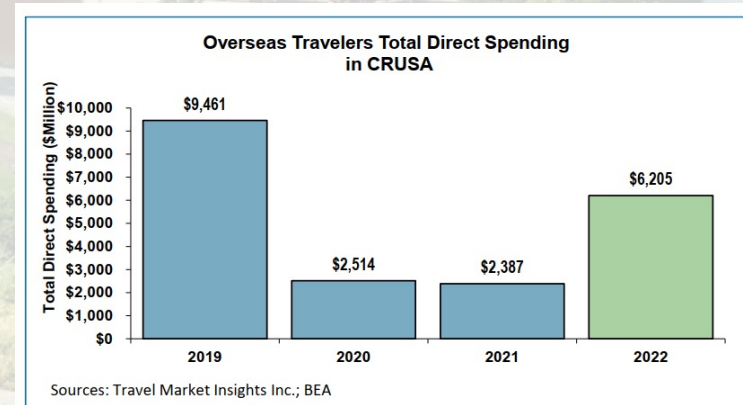
	2019		2022		Percent of 2019
	Market Share	Arrivals in (000)	Market Share	Arrivals in (000)	
Total Overseas	5.95%	2,403	6.55%	1,569	65.3%



Overseas to CRUSA - 2022



Capital Region USA Visitor Arrivals and Market Share						U.S. Arrivals		
Country of Residence	2019 CRUSA Arrivals (IN 000s)	2022 CRUSA Arrivals (IN 000s)	2022/2019 Percent of 2019	2019 Market Share	2022 Market Share	2019 U.S. Arrivals (IN 000s)	2022 U.S. Arrivals (IN 000s)	2022/2019 Percent of 2019
1 United Kingdom	259	213	82.1%	5.42%	6.14%	4,780	3,466	-27.5%
2 Germany	176	155	88.3%	8.51%	10.47%	2,064	1,481	-28.2%
3 India	176	155	87.9%	11.94%	12.31%	1,474	1,257	-14.7%
4 France	115	90	78.1%	6.22%	6.80%	1,844	1,318	-28.5%
5 Spain	59	51	85.3%	6.29%	6.54%	943	773	-18.0%
6 Italy	74	47	63.4%	6.82%	6.54%	1,086	718	-33.9%
7 El Salvador	28	46	165.9%	11.95%	20.77%	231	220	-4.5%
8 Brazil	77	42	54.5%	3.64%	3.41%	2,105	1,225	-41.8%
9 Colombia	44	41	94.2%	4.66%	4.39%	944	944	0.0%
10 Netherlands	59	40	68.3%	8.08%	8.49%	727	473	-35.0%
11 Korea, South	139	36	25.8%	6.06%	3.90%	2,298	920	-60.0%
12 People's Republic of China	241	36	14.9%	8.51%	9.74%	2,830	368	-87.0%
13 Israel	28	29	100.9%	6.32%	8.09%	451	355	-21.2%
14 Turkey	11	27	245.1%	6.42%	22.21%	171	121	-29.2%
15 Switzerland	21	27	130.0%	4.34%	8.52%	475	314	-33.8%



2023 and beyond



Volume Projection Scenarios

Capital Region USA

Volume Trend with Projections

		Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Forecast	Forecast	Forecast	Forecast
Volume		2015	2016	2017	2018	2019	2020	2021	2022	2023 (F)	2024 (F)	2025 (F)	2026 (F)
France	Actual Historical w/2023 Projection	117,705	125,056	99,884	90,847	114,683	13,073	12,456	89,616				
	Competitive Growth								89,616	118,017	133,471	141,901	153,141
	Modest Growth								89,616	74,869	85,293	90,980	98,561
Germany	Actual Historical w/2023 Projection	180,280	184,780	147,710	149,941	175,627	10,436	15,522	155,062				
	Competitive Growth								155,062	160,268	186,358	191,949	203,130
	Modest Growth								155,062	118,687	139,201	143,597	152,389
UK	Actual Historical w/2023 Projection	276,244	266,510	256,411	258,584	259,076	34,239	33,358	212,819				
	Competitive Growth								212,819	230,506	272,163	286,049	302,712
	Modest Growth								212,819	202,079	240,941	253,894	269,439

Our Key Services

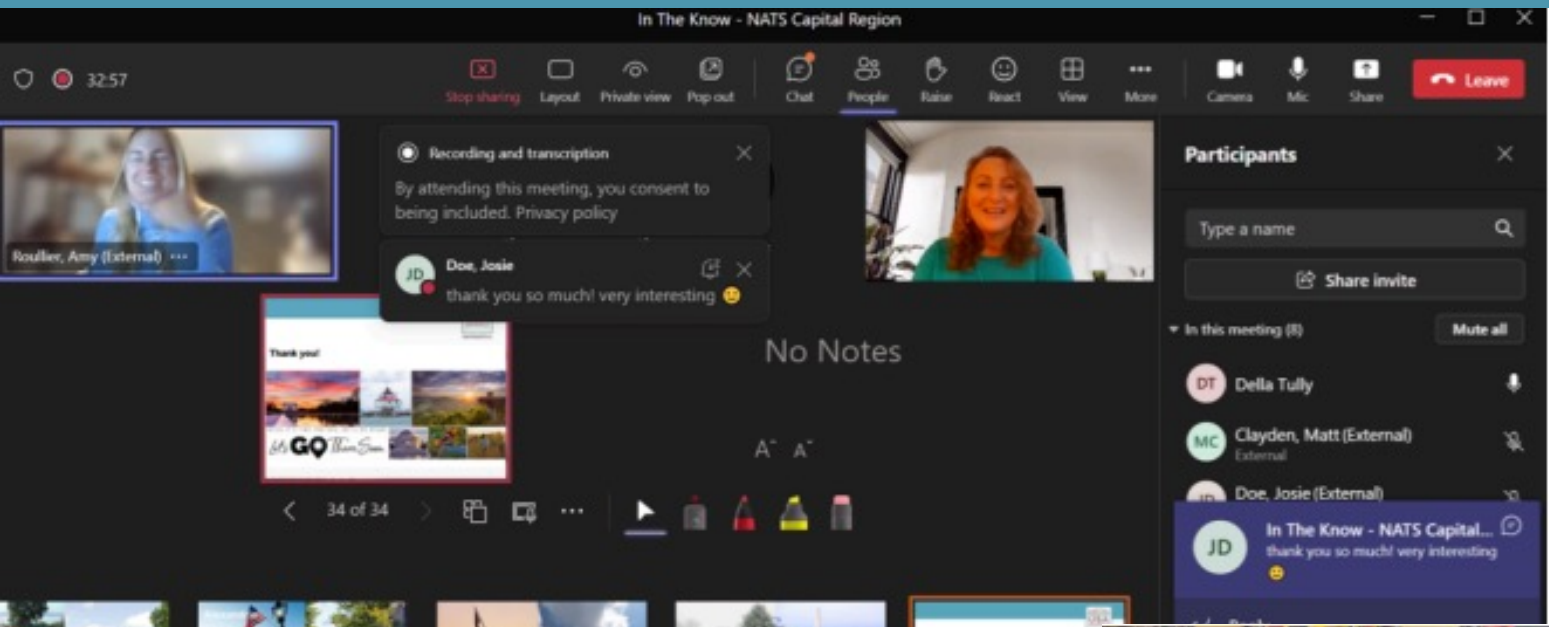


- **Work with Travel Trade and Press through our overseas representatives:**
 - Tour operator marketing co-ops
 - Sales calls and staff trainings
 - Sales and media missions
 - Public relations/Media outreach
 - Consumer travel shows
 - Media and trade familiarization tours
- **Brand USA and Miles Partnership**
 - Miles: Digital and print marketing – Completely updated website in seven languages; Holiday Guide in three languages; consumer e-newsletter 7x/year
 - Brand USA: Travel Week; Marketing Programs
- **Market research**
- **Allied and Affiliate membership programs**
- **Global Travel Exchange and IPW**



Sales and PR

Sales Calls & Trainings



AS TRAVEL Market Insights predict the Stateside Capital Region to exceed 2019's visitor numbers by 2024, the region is hosting a number of new additions to entice visitors back in 2023.

Virginia
George Washington's home state will

welcome a number of new attractions this year. Cirque du Soleil will hold the US premiere of its new tour, ECHO, in Virginia this September 6. Embassy Suites by Hilton opened in the state earlier this year, with 157 suites offered.

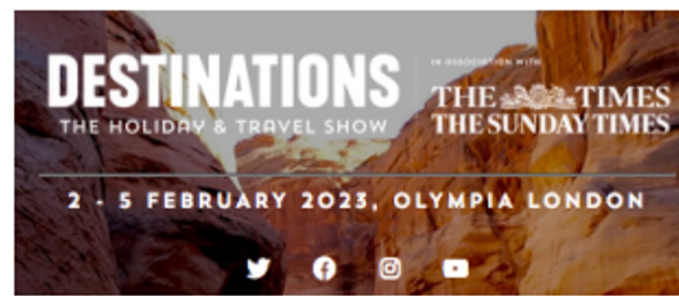
Maryland
The bayside state is set to host the largest Great Wolf Lodge, the indoor water park resort, on the western edge of Cecil County. Baltimore's boutique hotel scene will see the addition of Ulysses, an ultra-chic nod to the city's literary history. Artscape, America's largest free arts festival, will rock the cultural heart of Baltimore this

September, with works of over 140 artists, and immersive art experiences.

Washington, DC
November 2022 saw a 203-room addition in the form of The Morrow Hotel Washington, DC Curio Collection by Hilton, with Paris-based M&B adding 144 keys later this year. The National Air and Space Museum recently opened following a multi-year renovation, with the National Museum of Women in the Arts reopening post-renovation this Autumn. A LEGO Discovery Center, akin to the popular Manchester attraction, will be the first-of-its-kind in America when it opens this summer.

MoMA tour heads up new GetYourGuide collection
ONLINE BOOKING platform has launched Originals by GetYourGuide, a curated collection of exclusive experiences. "This year, we are gearing up to unlock even more unforgettable

Consumer & Trade Shows



Destinations: The Holiday & Travel Show in association with The Times & The Sunday Times, is the UK's largest and longest-running travel event, taking place at Kensington Olympia. Over 600 leading and best independent travel brands, including tour operators and over 70 tourist boards from around the world.

- The average age of the Destinations visitor is **55-64 years**
- The average spend on holidays per person for 2023 will be **£6,448**
- **78%** state their main reason for attending will be to 'research future trips'

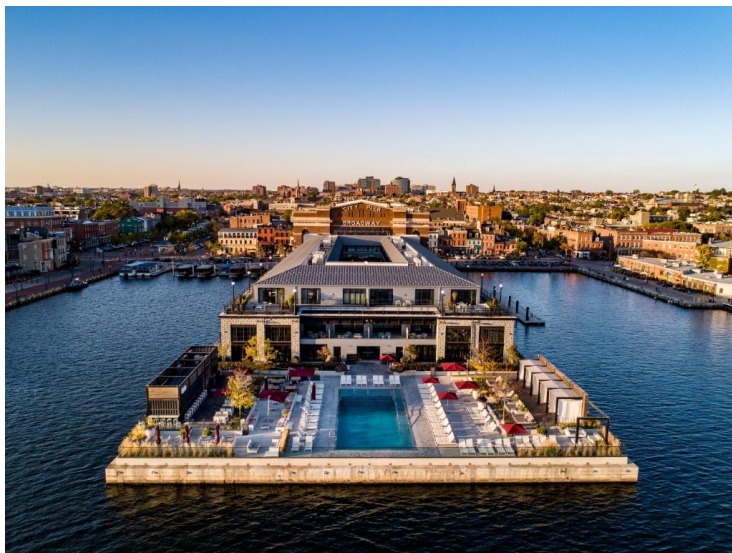


Media Clippings - \$10.8 million AVE in FY23



THE
LUXURY
EDITOR

BEST LUXURY HOTELS IN BALTIMORE



ENVOLS

Washington, D.C. :
8 musées incontournables à visiter
dans la capitale américaine



Wanderlust®
Taking The Road Less Travelled Since 1999

Hidden USA: The Capital Region



Global Travel Exchange – Sept. 16-18, 2024 in Charlottesville, Virginia



The 2nd Annual Global Travel Exchange was held in Annapolis in September, and we hosted **35 qualified buyers** and **45 Suppliers** as well as representatives from CRUSA's overseas offices and US Commercial Service.

The marketplace generated more than **1,300 appointments**.

All buyers were also required to participate in a pre- or post-fam tour to DC and/or Virginia.

Registration for the 2024 event in Charlottesville opens in January.



Sales or Media Missions



- **France**
 - ~~Sales: Dec. 11-15, 2023~~
 - Media: June 3-7, 2024
- **UK**
 - Media: Feb. 19-23, 2024
 - Sales: March 11-15, 2024
- **Germany**
 - Media: Jan. 29-Feb. 2, 2024
 - Sales: April 15-19, 2024





Marketing & Advertising

CRUSA Marketing Program



Holiday Guide



Reasons to Visit Williamsburg, Virginia

From living history and theme-park fun to shopping and stunning waterfronts, there's plenty to explore in Williamsburg, Virginia.

Share This:

Just a short drive from Washington, D.C., the spirit of America is alive and well in [Williamsburg](#) — where colonial meets cool. Come discover why readers of *Southern Living* magazine call this vibrant area "The South's Best Small Towns 2023."

Explore the grounds of America's first settlement in Jamestown, or shop along the quaint streets of historic Williamsburg. Discover the sights, sounds and tastes of America's earliest days, or lace up your trainers to enjoy new-world amenities and top-rated [outdoor activities](#). Though Williamsburg has long been revered for its [historic charm and landmarks](#), it's the pastoral beauty, leisure activities and gracious hospitality

Website



GET BEACH HOLIDAY IDEAS

The Atlantic coastlines of Maryland and Virginia are perfect for a beach holiday. From posh resorts to family-friendly beaches and loads of activities both on and off the water, you'll find plenty of ways to make summer memories.

SPOTLIGHTS

- Annapolis, Maryland
- Williamsburg, Virginia
- Frederick, Maryland

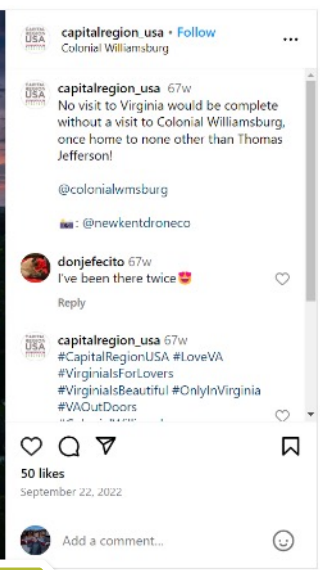
FEATURED

Here, History Is Just the Beginning

Visit Williamsburg, Virginia

Just a short drive from the capital of the US, enjoy fine dining, shopping, world-class golf, high-flying amusement and so much more.

Consumer Mailings



Social Media

Brand USA Programs



Plan your great American holiday to Capital Region USA



Washington Dulles International Airport

[Learn more](#)



Washington, DC

The Nation's Capital

[See hotels](#)



Williamsburg, Virginia

Experience history in the making

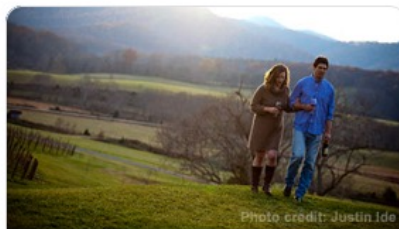
[See hotels](#)



Baltimore, Maryland

Discover Charm City

[See hotels](#)



Charlottesville, Virginia

History and culture in the Blue Ridge Mountains

[See hotels](#)



Annapolis, Maryland

Sailing Capital USA

[See hotels](#)

More hotels



Graduate Annapolis

Annapolis
4.7/5 (1,100 reviews)

Member Price available

£703

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Historic Inns of Annapolis

Annapolis
4.4/5 (1,614 reviews)

Member Price available

£712

Thu, 8 Feb - Mon, 12 Feb
for 4 nights

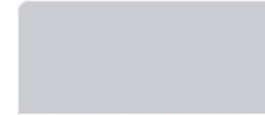


Annapolis Waterfront Hotel...

Annapolis
4.4/5 (685 reviews)

£996

Thu, 8 Feb - Mon, 12 Feb
for 4 nights

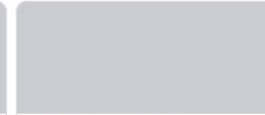


Best Western Historic Frederick

Frederick
3.8/5 (1,002 reviews)

£316

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Hampton Inn - Frederick

Frederick
4.0/5 (1,008 reviews)

£378

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Courtyard by Marriott Frederick

Frederick
4.4/5 (254 reviews)

£470

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Quirk Charlottesville

Charlottesville
4.4/5 (367 reviews)

Save 27% now

£622

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Boar's Head Resort

Charlottesville
4.4/5 (900 reviews)

£791

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Great Wolf Lodge Williamsburg

Williamsburg
4.2/5 (1,000 reviews)

£780

Mon, 12 Feb - Fri, 16 Feb
for 4 nights



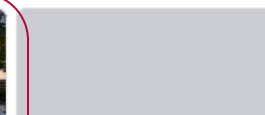
Williamsburg Inn - A Colonial...

Williamsburg
4.9/5 (162 reviews)

Member Price available

£1,950

Thu, 8 Feb - Mon, 12 Feb
for 4 nights

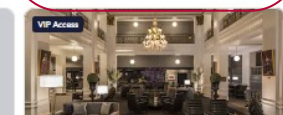


Days Inn by Wyndham Baltimore...

Baltimore
3.6/5 (1,020 reviews)

£470

Thu, 8 Feb - Mon, 12 Feb
for 4 nights



Lord Baltimore Hotel

Baltimore
3.9/5 (1,020 reviews)

Member Price available

£569

Thu, 8 Feb - Mon, 12 Feb
for 4 nights

Brand USA Programs



UK NEWS WEBSITE OF THE YEAR

The Telegraph

News Israel Ukraine Royals Sports Opinion Travel Life Entertainment Business Puzzles



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Destinations City guides Hotels Road trips Cruises

Capital pleasures: Historic cities and neighbourhoods to explore in the Capital Region USA

If you're looking for an enriching escape, set your sights on this historic part of the USA

Ella Buchan

18 December 2023 · 3:50pm

Advertiser content for



CAPITAL REGION USA
WASHINGTON, DC · MARYLAND · VIRGINIA

Consumer website available in 7 languages



Annapolis, Maryland
Shutterstock

American Holidays in Washington, DC and Capital Region USA



City Dock



Erleben Sie die Chesapeake Bay

Share This: [f](#) [t](#) [@](#) [r](#)

Die Chesapeake Bay in vollen Zügen zu entdecken, bedeutet vor allem, baden zu gehen, den Duft des Meeres einzusatmen und etwas über die Geschichte der Bucht zu lernen. Hier in Annapolis zeigt sie sich in ihrer ganzen Schönheit.

Machen Sie mit diesem dreitägigen Reiseplan das Beste aus ihrer Erlebnistour an der Chesapeake Bay:

Tag 1

Amerikas Segelhauptstadt heißt Sie mit offenen Armen und einem großen Angebot willkommen. Falls Sie mit dem Auto anreisen, nutzen Sie eines unserer [öffentlichen Parkhäuser](#). Machen Sie einen ersten Halt beim Besucherzentrum (26 West Street) oder beim Informationsstand an der Anlegestelle [City Dock](#), um sich eine Karte sowie Insider Tipps für die zahlreichen Möglichkeiten in Marylands Hauptstadt zu besorgen.



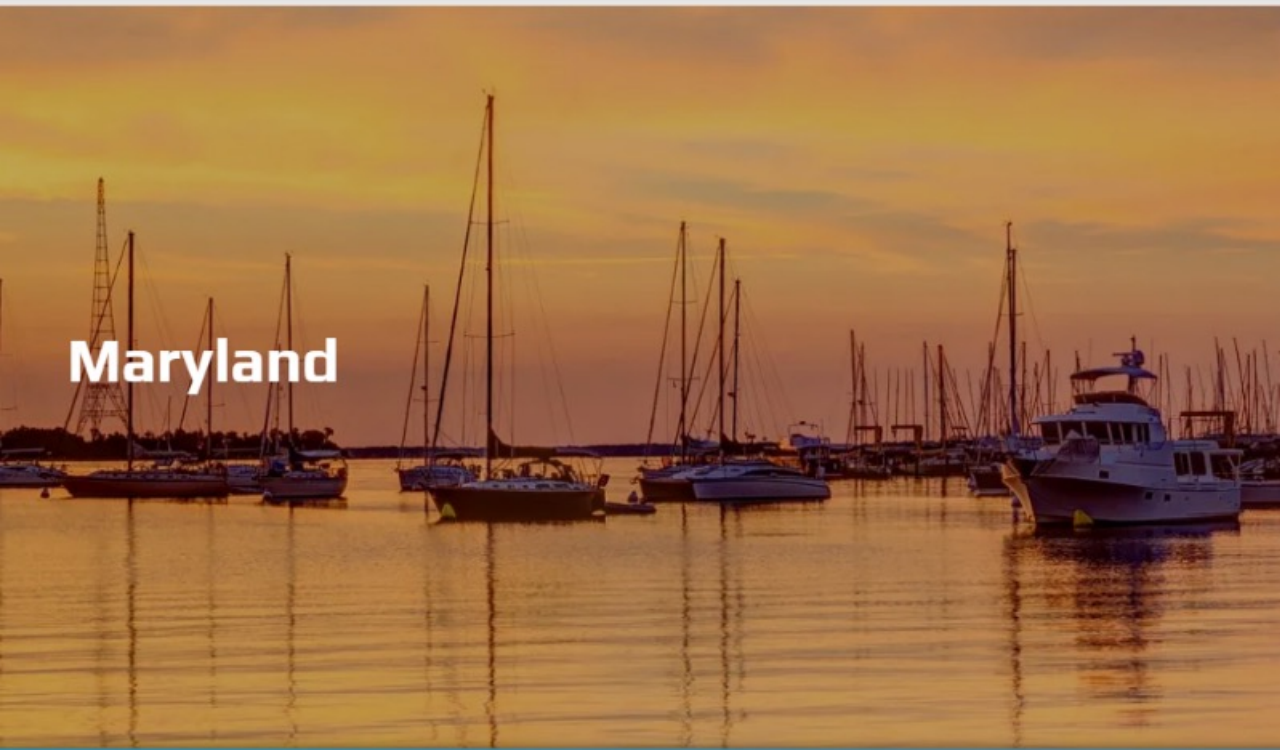
Reasons to Visit Williamsburg, Virginia

Tour Operator Co-Op Campaigns



Home ▾ USA ▾ Canada Bermuda

0844 80 444 8



Maryland

Maryland

Maryland boasts a wealth of historical, cultural and tourist attractions and offers visitors host of year-round outdoor activities. Feel the pull of history looking out over the Civil War the storied docks of Annapolis. Sail the waters of the Chesapeake Bay; try your hand surfing more than 4,000 miles of Maryland coastline and experience breathtaking views in the Al

Maryland

From mountains, to the Chesapeake Bay and the Atlantic Ocean, Maryland boasts a vast assortment of outdoor activities, unique attractions, and historical landmarks. It has been described as 'America in Miniature' since it encapsulates so much within about a three-hour drive of Baltimore and Washington, DC. Western Maryland is the perfect place for adventure.

There are picturesque mountains for hiking and white-water rapids for rafters; Deep Creek Lake for boating and water skiing when its warm or Wisp Resort for winter ski. If you prefer to step back in time, explore the C&O Canal and Antietam National Battlefield

Central Maryland is home to both the capital, Annapolis, and its most populated city, Baltimore. This region boasts an unbeatable combination of fun and culture from a ball game to a classical concert, shops to historic sites, plus great meals at the region's famous restaurants.

Highlights



Annapolis

[Learn more](#)



Baltimore

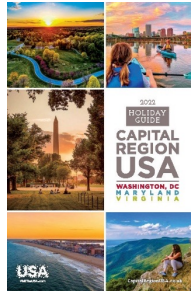
[Learn more](#)



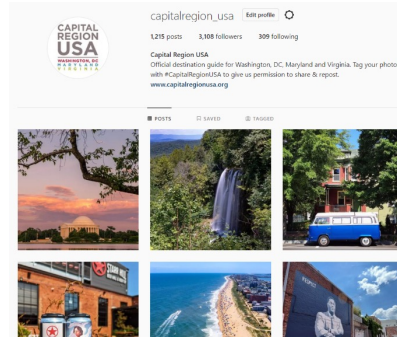
Frederick

[Learn more](#)

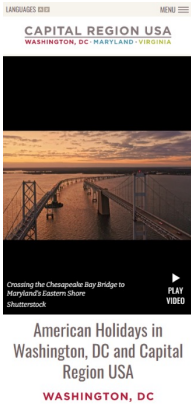
Some FY23 Results



45,000 print guides distributed



1,200 social media posts;
145,000 followers



260,000 unique web visitors



339 travel agents trained
227 tour operator sales calls



70,200 e-newsletters delivered



Hosted **25 media members** from the UK, Germany and France on fam tours of the region
\$10.8 million: Total PR value of all media coverage



Thank you!

scott@capitalregionusa.org or 540-450-7593

Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

November 20, 2023

Vote

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association

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

Kevin Lembke
Neal Chalkley
Jim Horn
Christy Coleman
Michael Claar

Chair Report

Treasurer's Report

- FY23 Audit Report
 - Aires Coleman, Director, CliftonLarsonAllen LLP (CLA)
- Financials
 - Revenue/Expenses
 - Cash on Hand
 - Tax Revenue

FY23 Audit Report

Presented by:

Sean Walker, Principal, CliftonLarsonAllen LLP (CLA)

Aires Coleman, Director, CLA



Financial Audit Results of the Williamsburg Tourism Council

January 16, 2024

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor

AGENDA

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



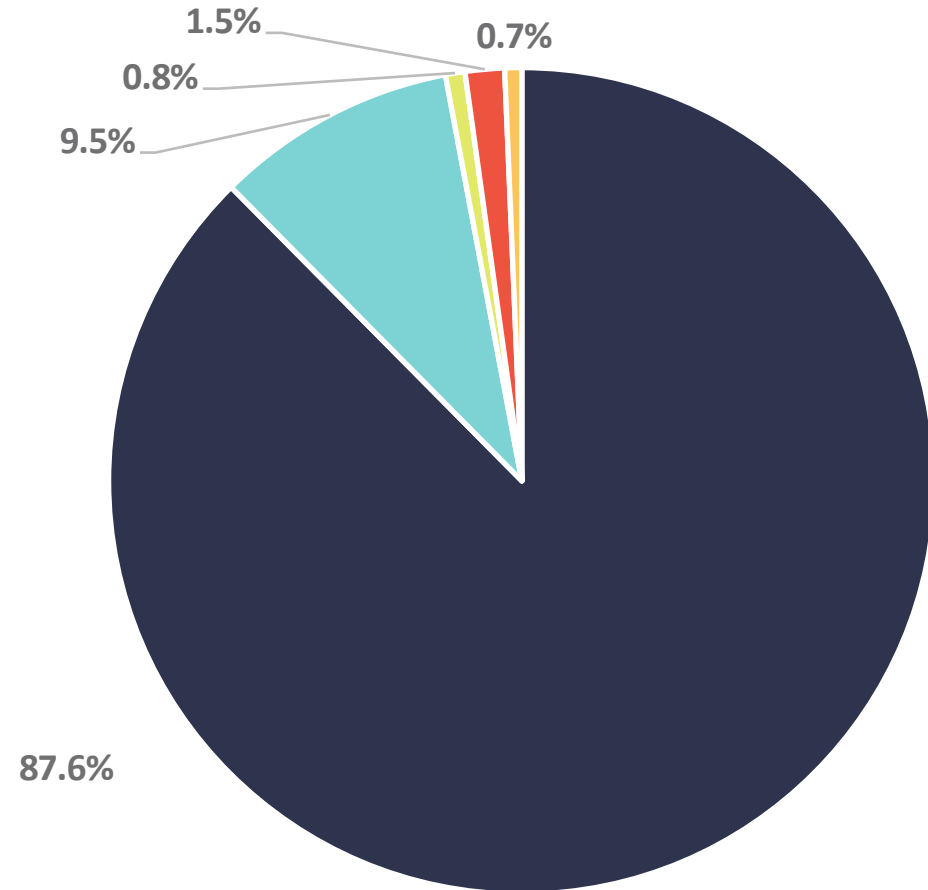
FINANCIAL HIGHLIGHTS

- WTC's financial statements are prepared in accordance with General Accepted Accounting Principles (GAAP) promulgated by the Government Accounting Standards Board (GASB).
- WTC's total net position was \$3,343,745 as of June 30, 2023, a decrease of \$7,307,266 from the prior year. The decrease was due to funding \$5,195,710 to the Historic Triangle Recreational Facilities Authority for the development of a new sports complex and increased spending of \$2,227,730 for marketing and sales activities.
- Total general revenues totaled \$16,467,732, a decrease of \$1,227,405, or 7% below the prior year. The decrease was due to a reduction in maintenance of effort funds received as a result of an amendment to the authorizing legislation.
- Destination marketing expenses were \$16,552,029, 88% of the total 2023 operating expenses and a 13% increase over the prior year.
- Other sales and marketing expenses were \$585,715, 3% of the total 2023 operating expenses and an 83% increase over the prior year.
- General and administrative expenses were \$1,543,343, 8% of the total 2023 operating expenses.



Revenue

2023 Sources of Revenue

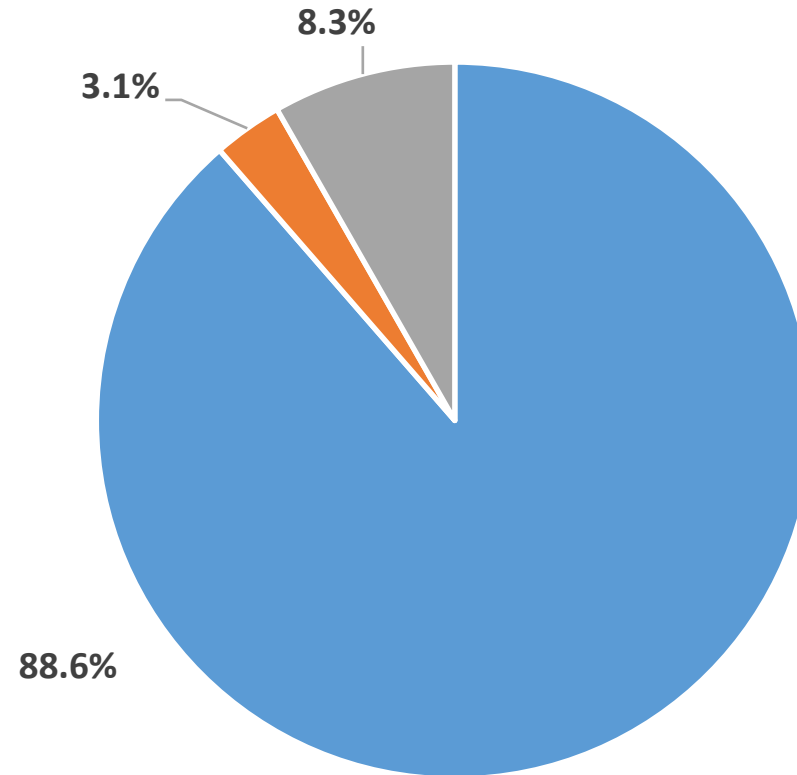


■ Sales Tax (58.1-603.2) ■ \$1 Transient Tax ■ Maintenance of Effort Funds ■ ARPA Grant ■ Other Financing Sources



Expenditures

2023 Expenditures (Operations)



■ Destination Marketing ■ Other Sales & Marketing ■ Administrative Expenses



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



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

sean.walker@claconnect.com

Aires Coleman, CPA
Director

aries.coleman@claconnect.com



CLAAconnect.com



WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

November Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,207,942	1,176,735	31,207
\$1 Transient Tax	127,499	93,344	34,155
Maintenance of Effort Funds	0	0	0
Other	26,884	3,323	23,561
Total Revenue	1,362,324	1,273,402	88,922
EXPENSES			
Destination Marketing	620,601	949,666	329,065
Other Sales & Marketing	22,214	39,380	17,166
Labor & Benefits	112,132	139,052	26,920
Admin	26,027	28,187	2,160
Total Expenses	780,974	1,156,285	375,311
Net Revenue Expense by Month	581,350	117,117	464,233

Source: York County, Office of the Commissioner and Revenue and VA Department of Taxation

FYTD Revenue/Expenses

	FY 2024		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	6,453,343	6,224,431	228,912
\$1 Transient Tax	768,210	674,983	93,227
Maintenance of Effort Funds	63,300	63,300	0
Other	57,455	16,617	40,838
Total Revenue	7,342,308	6,979,331	362,977
EXPENSES			
Destination Marketing	4,912,329	5,392,932	480,603
Other Sales & Marketing	177,027	237,890	60,863
Labor & Benefits	584,068	687,511	103,443
Admin	129,737	147,222	17,485
Total Expenses	5,803,160	6,465,555	662,395
Net Revenue Expense by Month	1,539,148	513,776	1,025,372

Net Position - Beginning of Year	3,400,916	3,400,916	0
Net Position - Current YTD	4,940,064	3,914,692	1,025,372

Source: York County, Office of the Commissioner and Revenue and VA Department of Taxation

November Cash on Hand

Operating Cash

Cash Balances	Sep-23		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 510,011	\$ 510,000	\$ 11
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 4,954,260	\$ 2,915,416	\$ 2,038,844
Total Cash on Hand	\$ 5,715,272	\$ 3,675,416	\$ 2,039,856

Oct-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 510,017	\$ 510,000	\$ 17
\$ 1,000	\$ -	\$ 1,000
\$ 5,652,258	\$ 3,144,161	\$ 2,508,097
\$ 6,413,277	\$ 3,904,161	\$ 2,509,116

Nov-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 510,023	\$ 510,000	\$ 23
\$ 1,000	\$ -	\$ 1,000
\$ 5,398,401	\$ 3,271,276	\$ 2,127,125
\$ 6,159,427	\$ 4,031,276	\$ 2,128,151

Key Sources of Funds	Sep-23		
	Actual	Budget	Variance
State Disbursement	\$ 1,550,729	\$ 1,483,448	\$ 67,281
Total Gov't Sources	\$ 1,550,729	\$ 1,483,448	\$ 67,281

Oct-23		
Actual	Budget	Variance
\$ 1,537,942	\$ 1,410,160	\$ 127,782
\$ 1,537,942	\$ 1,410,160	\$ 127,782

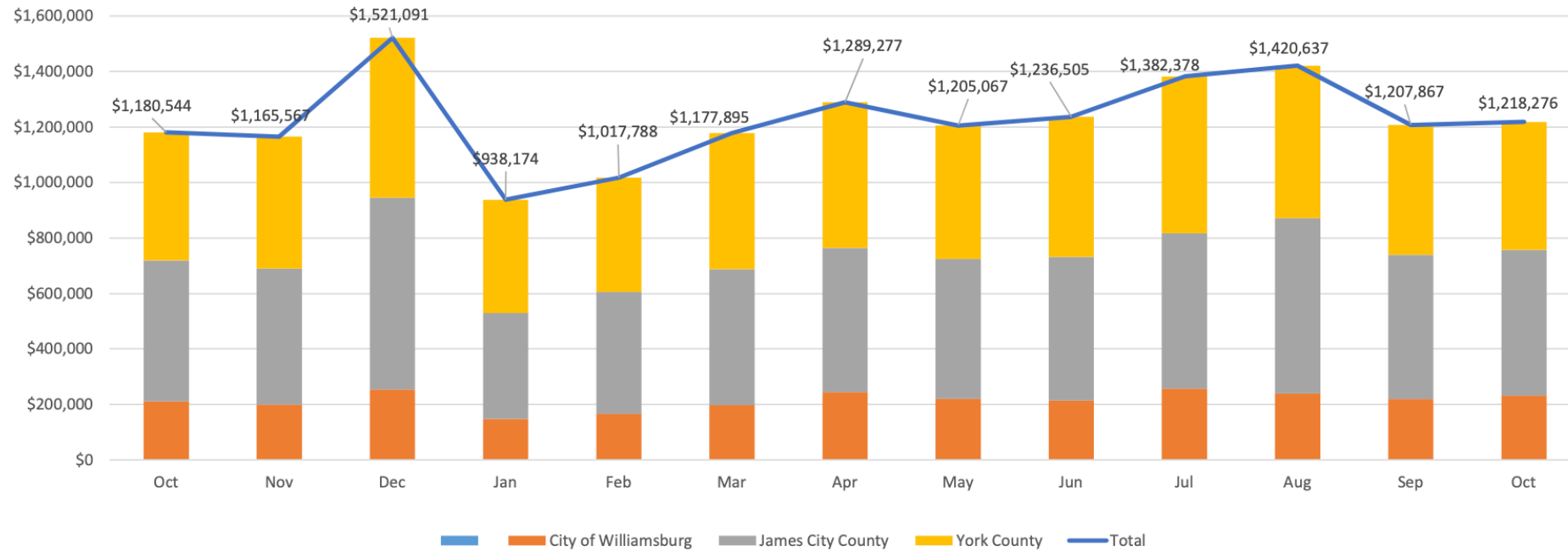
Nov-23		
Actual	Budget	Variance
\$ 1,357,940	\$ 1,270,079	\$ 87,861
\$ 1,357,940	\$ 1,270,079	\$ 87,861

Interest Earned:	Sep-23		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Checking	\$ 4,291	\$ 3,323	\$ 968
Total Interest Earned	\$ 4,297	\$ 3,323	\$ 974

Oct-23		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 4,550	\$ 3,323	\$ 1,227
\$ 4,557	\$ 3,323	\$ 1,234

Nov-23		
Actual	Budget	Variance
\$ 22,574	\$ -	\$ 22,574
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 4,304	\$ 3,323	\$ 981
\$ 26,884	\$ 3,323	\$ 23,561

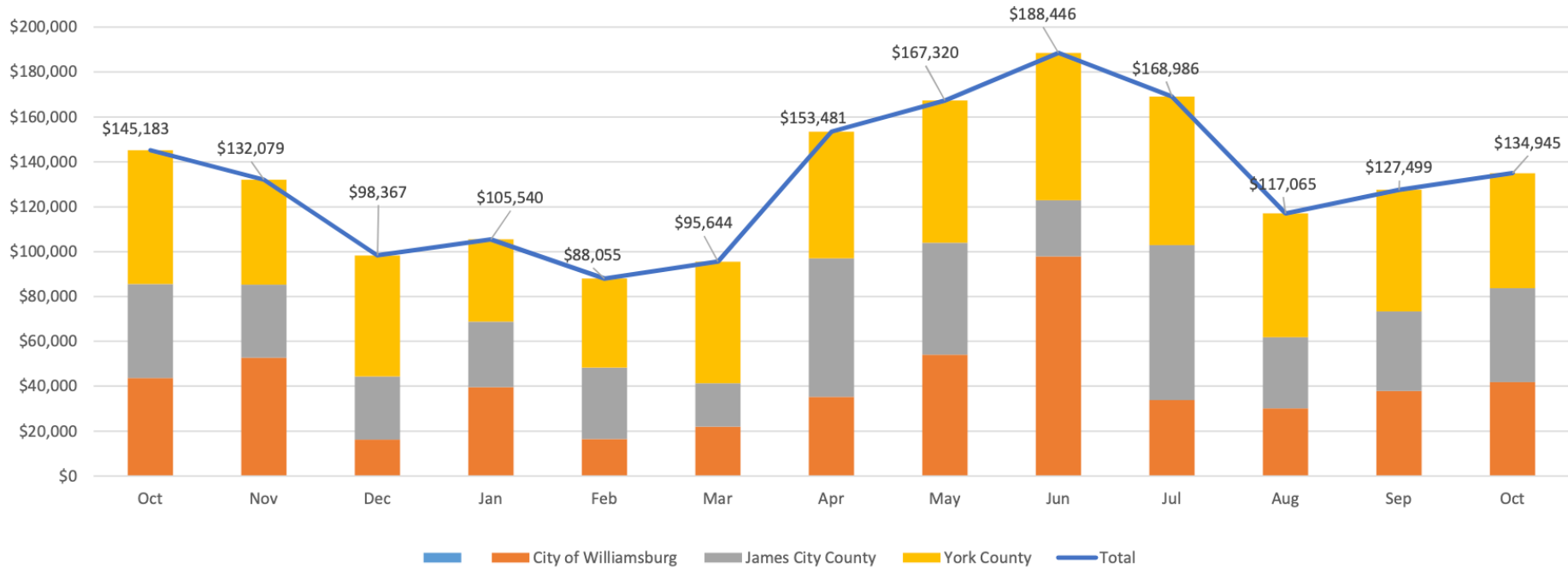
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$220,208	\$213,243	\$256,700	\$238,658	\$219,434	\$231,252	\$2,588,247
James City County	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$504,459	\$518,835	\$560,191	\$633,248	\$519,452	\$526,194	\$6,276,475
York County	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$480,400	\$504,427	\$565,487	\$548,731	\$468,981	\$460,830	\$5,915,798
Total	\$1,165,567	\$1,521,091	\$938,174	\$1,017,788	\$1,177,895	\$1,289,277	\$1,205,067	\$1,236,505	\$1,382,378	\$1,420,637	\$1,207,867	\$1,218,276	\$14,780,520
Calendar YTD Total													\$12,093,863
FY2021 / 2022	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$202,317	\$202,613	\$131,465	\$165,912	\$189,651	\$231,784	\$90,027	\$207,491	\$220,587	\$193,545	\$198,351	\$210,454	\$2,244,197
James City County	\$575,357	\$684,676	\$350,997	\$360,658	\$481,969	\$525,667	\$629,207	\$537,213	\$592,409	\$554,137	\$508,735	\$509,470	\$6,310,495
York County	\$417,723	\$567,395	\$371,471	\$375,763	\$482,470	\$489,605	\$475,929	\$505,060	\$554,153	\$492,921	\$467,086	\$460,621	\$5,660,196
Total	\$1,195,397	\$1,454,684	\$853,933	\$902,333	\$1,154,090	\$1,247,055	\$1,195,162	\$1,249,764	\$1,054,706	\$1,240,604	\$1,174,172	\$1,180,544	\$13,902,444
Calendar YTD Total													\$11,252,364

*Source: York County, Office of the Commissioner of Revenue

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$54,023	\$97,914	\$33,812	\$30,119	\$37,836	\$41,814	\$477,802
James City County	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$49,960	\$24,973	\$69,058	\$31,594	\$35,602	\$41,928	\$455,701
York County	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$63,337	\$65,559	\$66,116	\$55,352	\$54,061	\$51,203	\$643,933
Total	\$132,088	\$98,367	\$105,540	\$88,055	\$95,644	\$153,481	\$167,320	\$188,446	\$168,986	\$117,065	\$127,499	\$134,945	\$1,577,436
Calendar YTD Total													\$1,346,981
FY2021 / 2022	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$14,661	\$41,856	\$30,655	\$31,478	\$11,790	\$52,009	\$58,379	\$36,281	\$51,383	\$47,851	\$22,852	\$43,719	\$442,914
James City County	\$44,154	\$19,433	\$28,881	\$23,543	\$22,353	\$33,659	\$63,164	\$24,694	\$70,889	\$47,765	\$22,287	\$41,935	\$442,757
York County	\$44,756	\$54,079	\$33,590	\$42,683	\$48,958	\$62,258	\$55,238	\$57,967	\$70,632	\$70,953	\$48,205	\$59,529	\$648,848
Total	\$103,571	\$115,368	\$93,126	\$97,704	\$83,101	\$147,926	\$176,781	\$118,942	\$192,904	\$166,569	\$93,344	\$145,183	\$1,534,519
Calendar YTD Total													\$1,315,580

*Source: York County, Office of the Commissioner of Revenue

Interim CEO Report

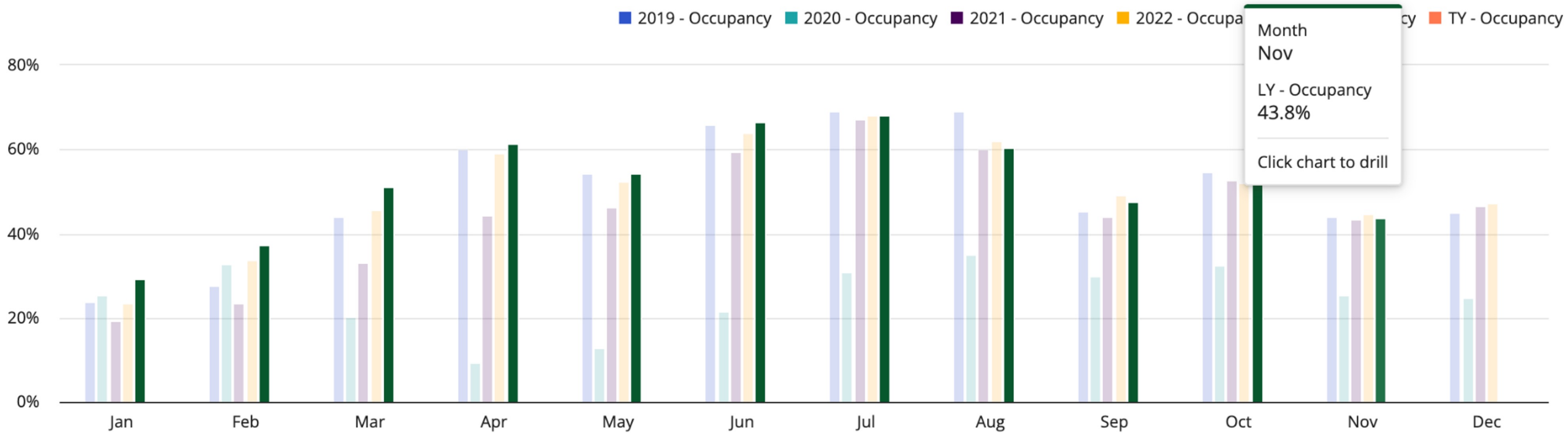
Key Performance Indicators

Marketing/Public Relations Program

Sales Program

STR: Occupancy

Occupancy

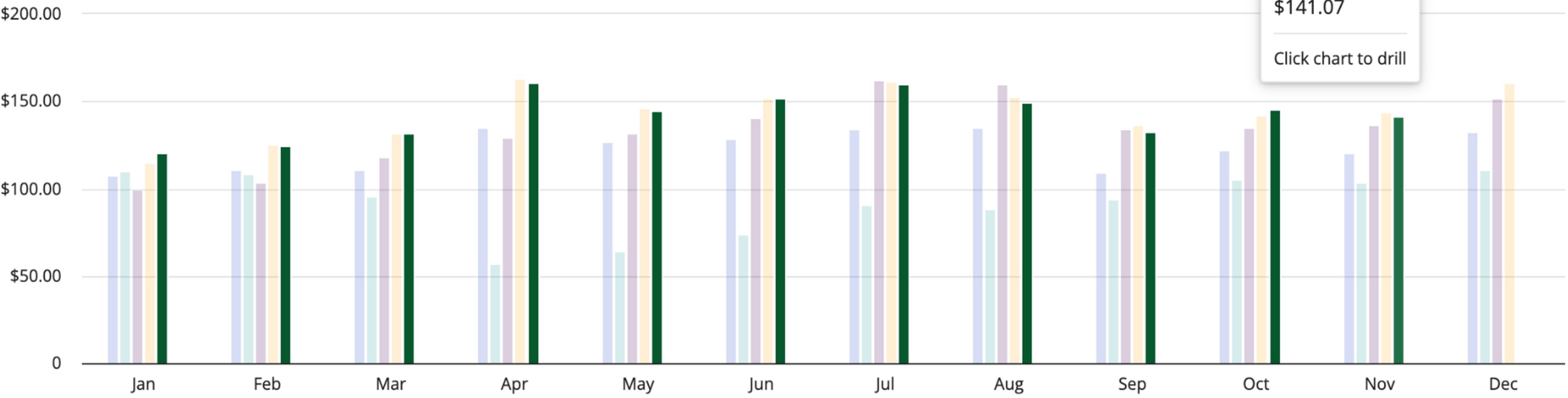


STR: Average Daily Rate

ADR

2019 - ADR 2020 - ADR 2021 - ADR LY - ADR TY - ADR

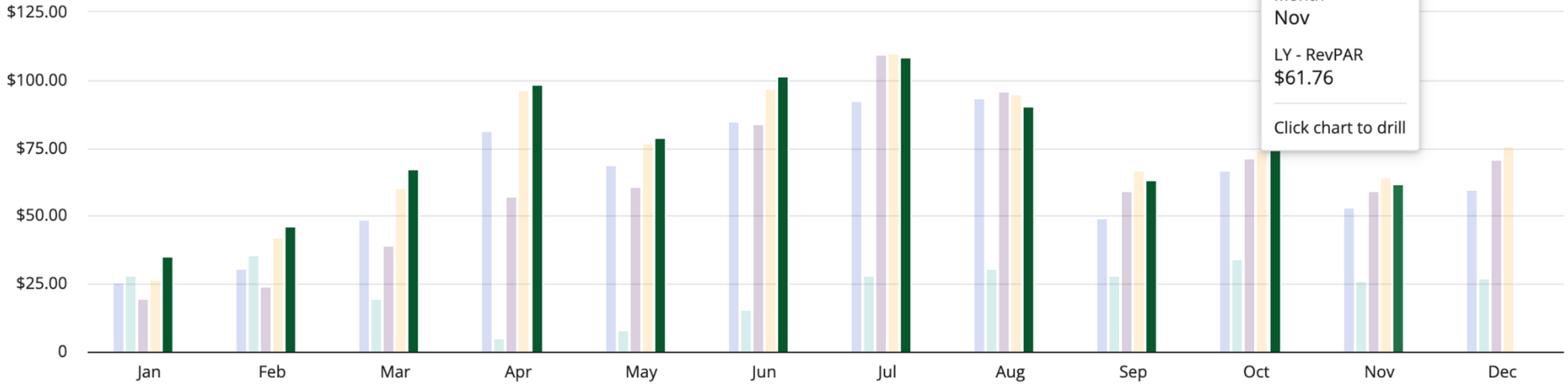
Month
Nov
LY - ADR
\$141.07
Click chart to drill



STR: RevPAR

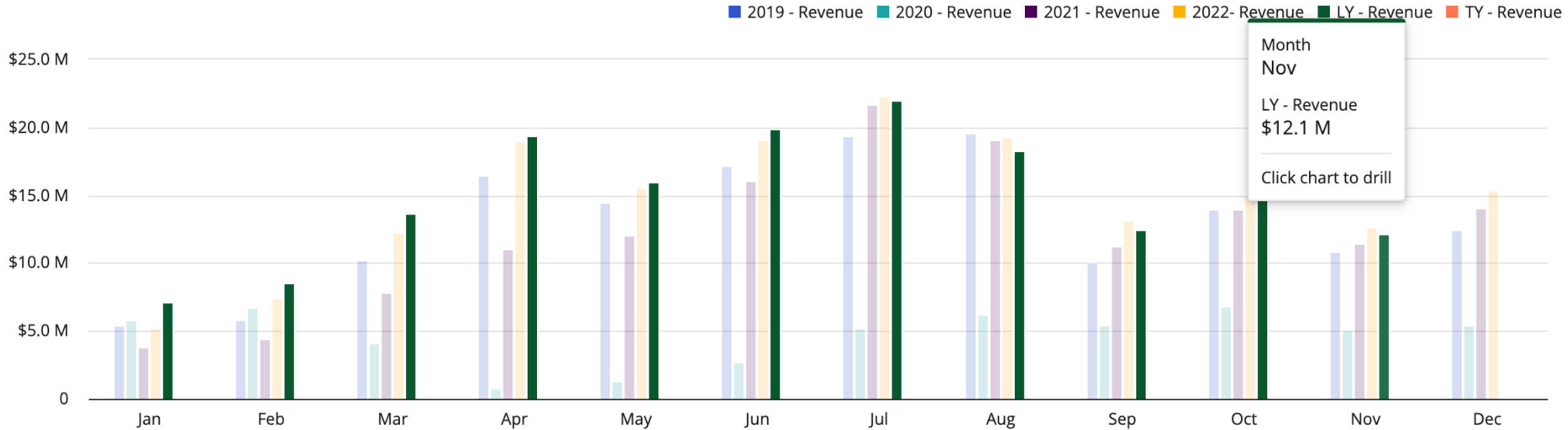
RevPAR

2019 - RevPAR 2020 - RevPAR 2021 - RevPAR 2022 - RevPAR LY - RevPAR TY - RevPAR



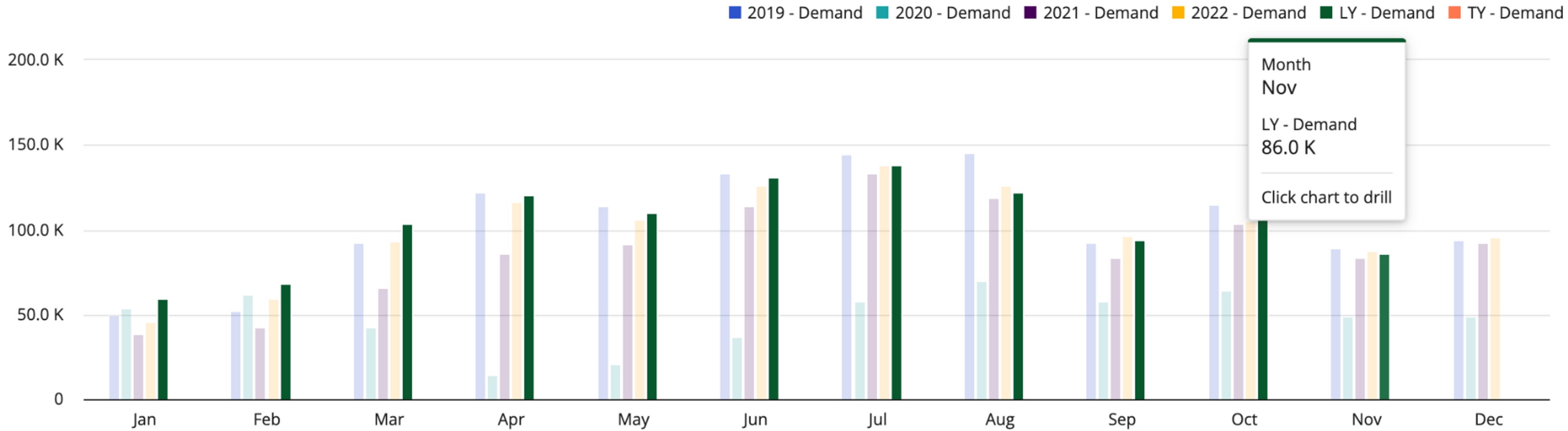
STR: Revenue

Revenue



STR: Demand

Demand (Rooms Sold)



STR: Comparison to 2022

Occupancy

52.1%

ADR

\$142

Demand

1.14M

Revenue

\$165.1M

YTD % Change

3.5%

YTD % Change

- 0.4%

YTD % Change

3.8%

YTD % Change

2.7%

STR: Comparison to 2019

YTD Occupancy
52.1%

YTD ADR
\$142

YTD RevPAR
\$75

YTD 2019 Occupancy
50.7%

YTD 2019 ADR
\$122

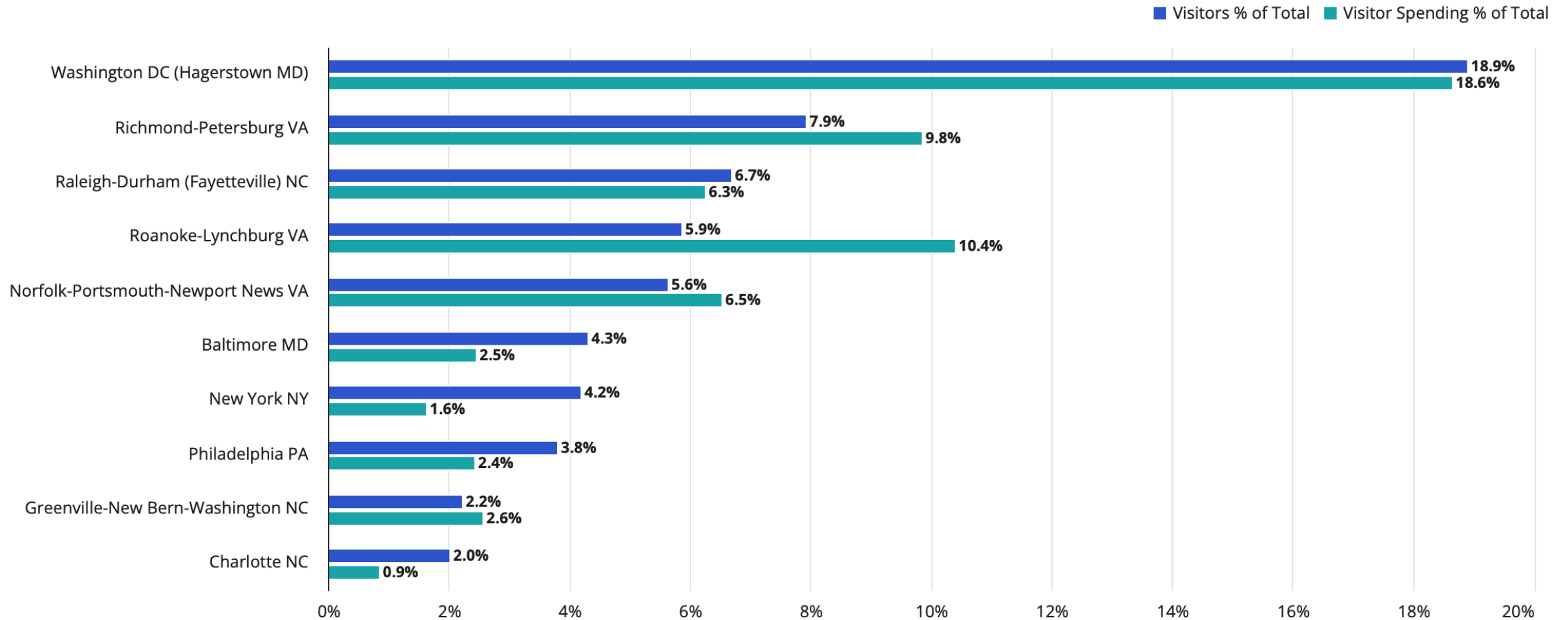
YTD 2019 RevPAR
\$63

Occ Point Change YTD
from 2019
1.4%

ADR % Change YTD from
2019
16.5%

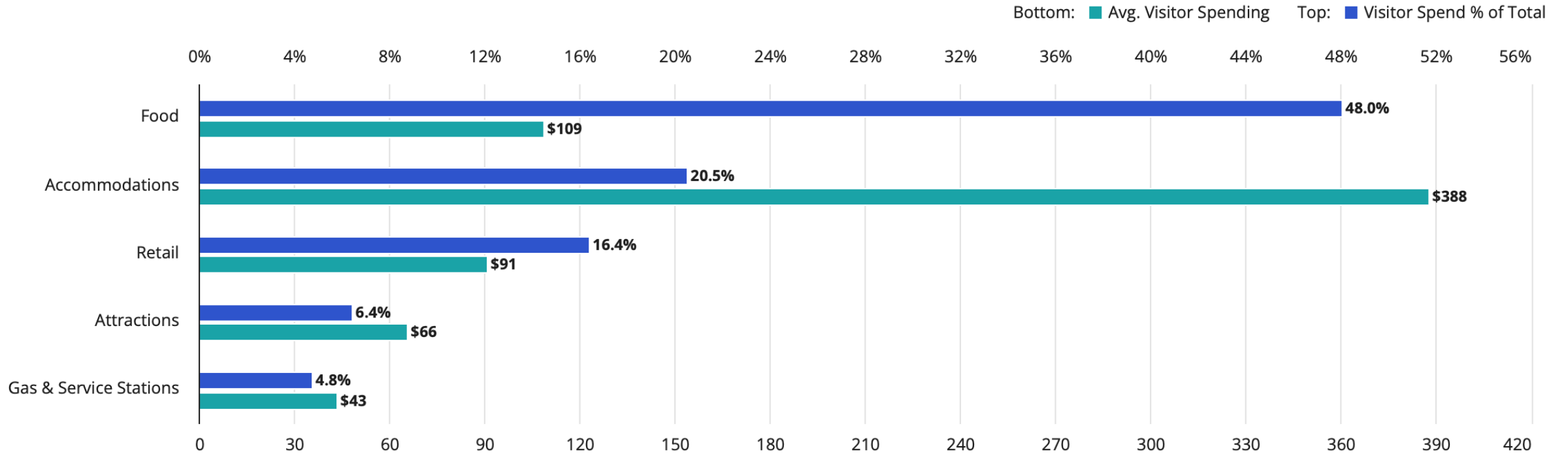
RevPAR % Change YTD
from 2019
19.3%

Top Origin Markets (December)



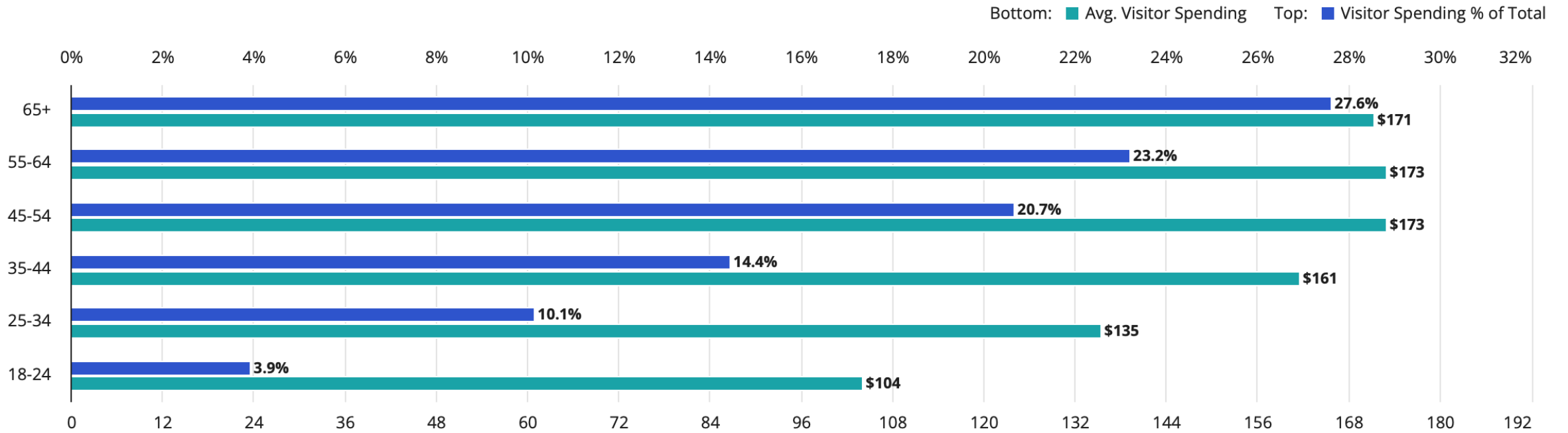
*Source: Near and Affinity

Average Visitor Spend By Category (December)



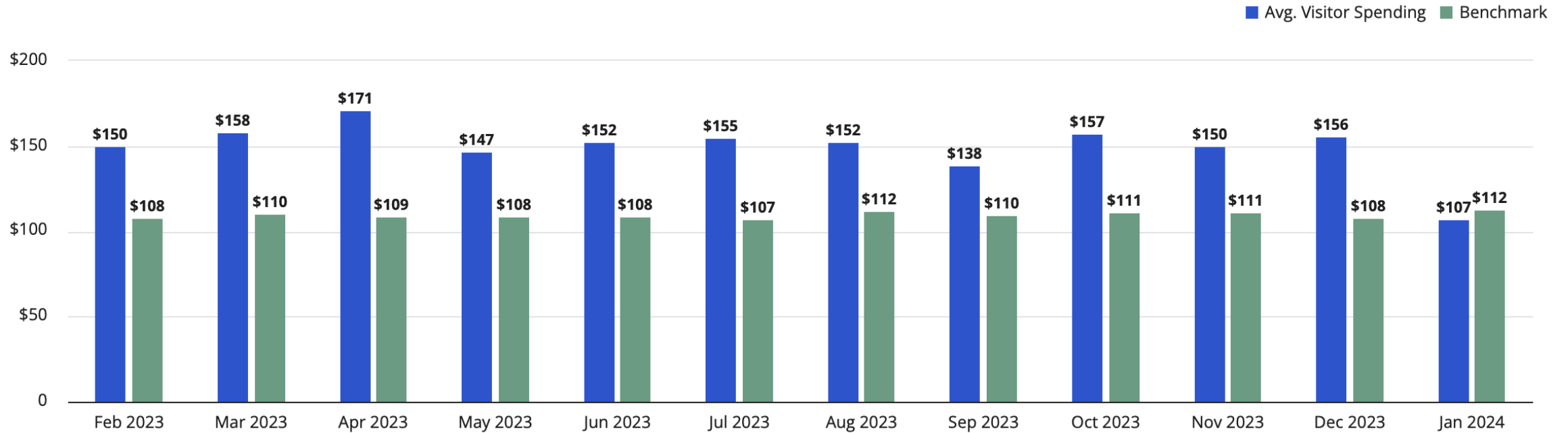
*Source: Affinity

Visitor Spend By Age Group (December)



*Source: Affinity

Benchmark Comparison: Average Visitor Spend Per Month



*Source: Affinity

Marketing

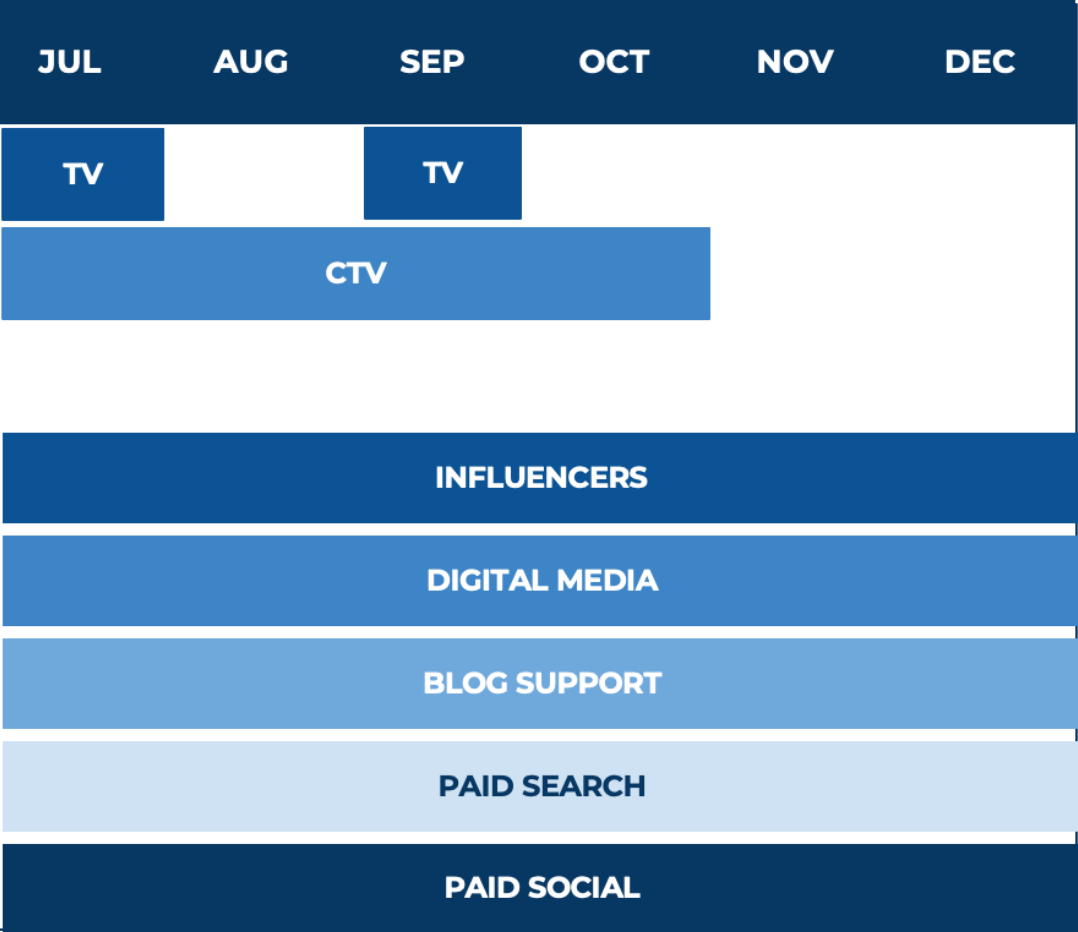
November/December Performance

2023 Performance

Flighting Strategy

AUG - OCT	NOV - DEC
15%	10%

FALL	HOLIDAY
<i>CTV</i> <i>Display</i> <i>Streaming Audio</i> <i>Paid Social</i> <i>Paid Search</i> <i>Paid Blog Support</i> <i>Influencer</i> <i>Email Marketing</i> <i>Co-op Marketing</i>	<i>CTV</i> <i>Display</i> <i>Streaming Audio</i> <i>Paid Social</i> <i>Paid Search</i> <i>Paid Blog Support</i> <i>Influencer</i> <i>Email Marketing</i> <i>Co-op Marketing</i>



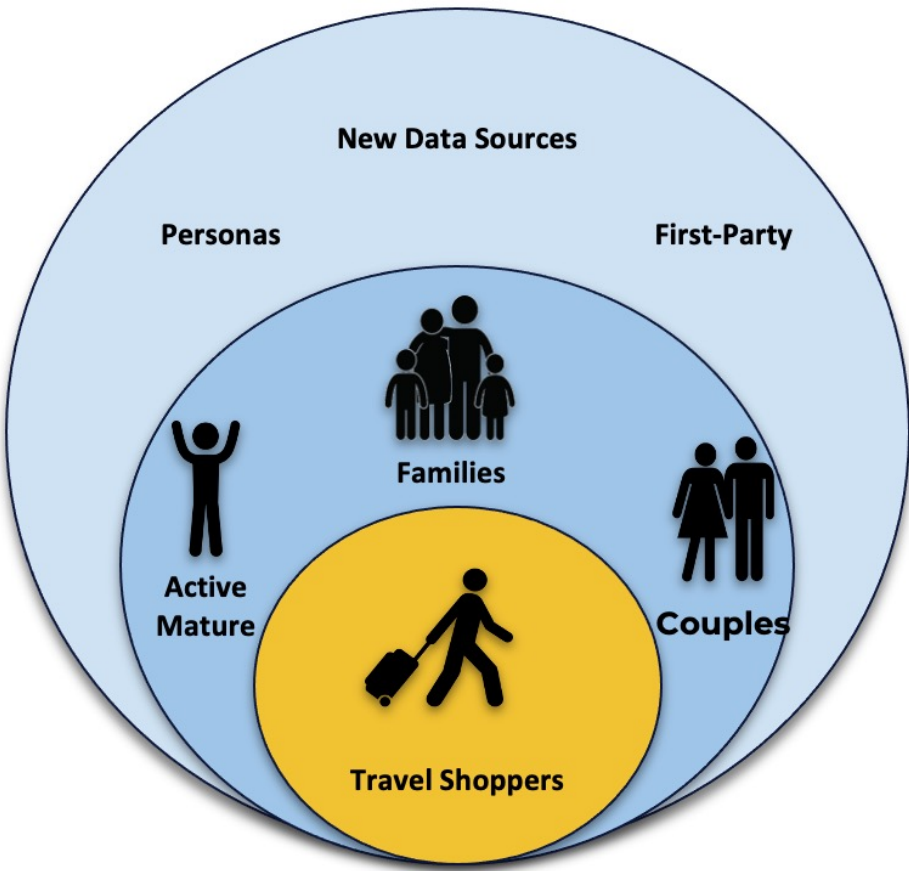
MARKET STRATEGY

SATURATE	INFLUENCE	ELEVATE	ESTABLISH	MAINTAIN
<p>Maximize potential of strongest organic markets</p> <p>Top 10 organic</p>	<p>Continue to impact markets influenced by paid support</p> <p>Pushed to top 10 via paid efforts</p>	<p>Raise profile in smaller heritage markets</p>	<p>Allow more development time for new 2022 markets</p> <p>Begin testing one new market digitally</p>	<p>Heritage coverage in local feeder markets via digital</p>
<p>Washington DC</p> <p>New York</p> <p>Baltimore</p> <p>Raleigh-Durham</p>	<p>Philadelphia</p> <p>Harrisburg, PA</p> <p>Pittsburgh</p> <p>Charlotte</p> <p>Boston</p>	<p>Charlottesville</p> <p>Salisbury</p> <p>Roanoke</p> <p>Greenville-New Bern</p>	<p>Cleveland</p> <p>Columbus</p> <p>Atlanta (digital-only)</p>	<p>Harrisonburg, VA</p> <p>Greensboro-High Point - Winston Salem, NC</p> <p>Florence-Myrtle Beach, SC</p> <p>Johnstown-Altoona-State College, PA</p> <p>Wilkes-Barre, PA</p> <p>Knoxville, TN</p>

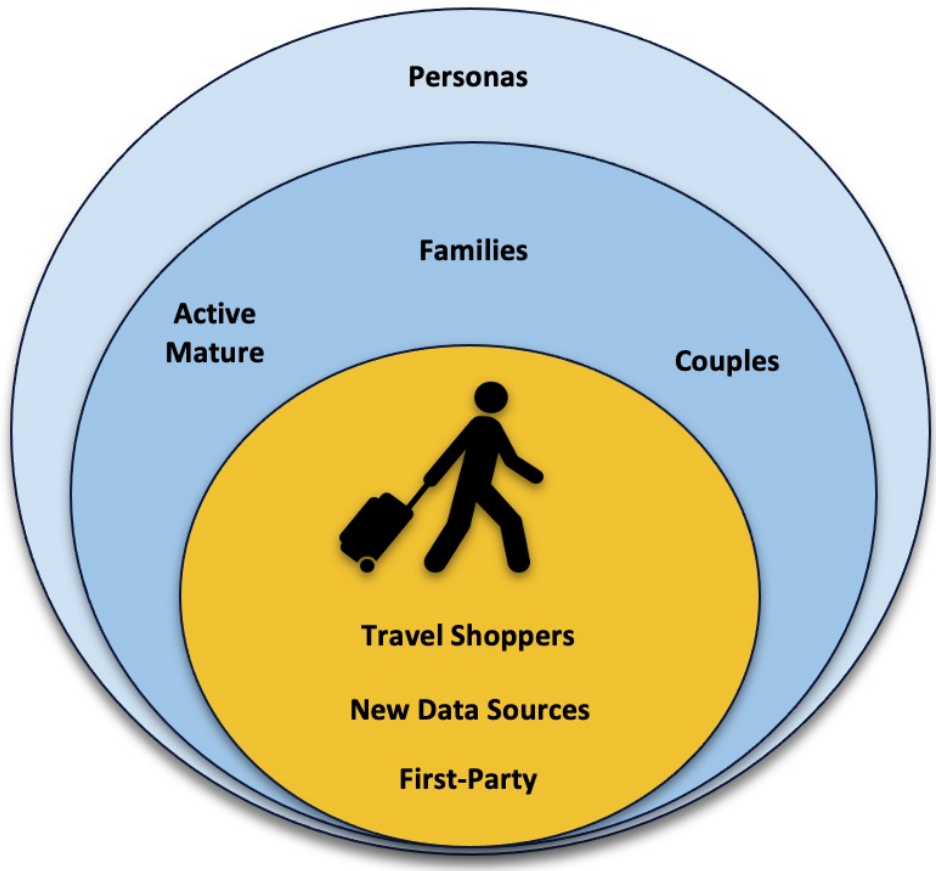
AUDIENCE

To continue to maximize bookings, active travel shoppers will be an increased focus, while maintaining overall audience targeting across mature, families, and couples.

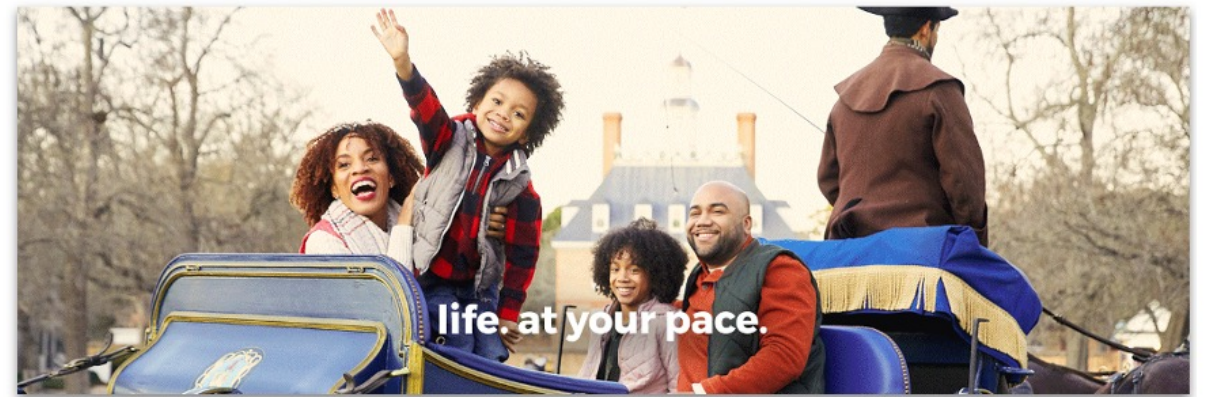
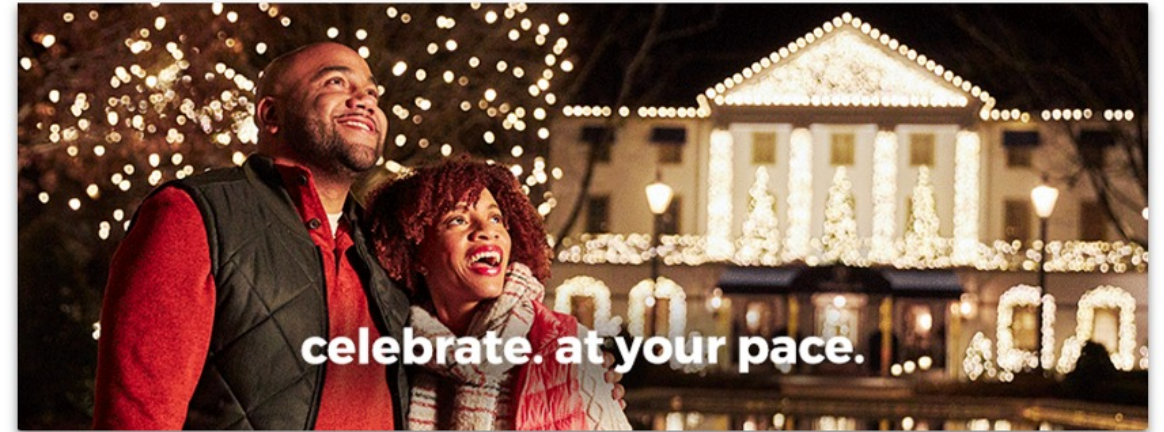
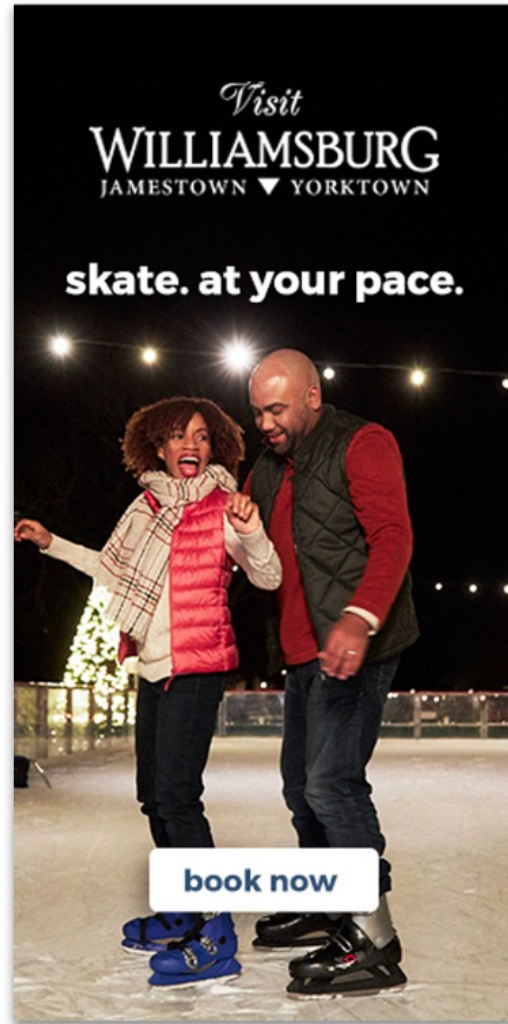
2022



2023




Sample Digital Creative



November/December: Media Performance

 **29%**
conversion rate

November saw a decline in search demand YoY, however ad conversion rate increased, proving success in gaining market share

 **30%**
booking pace

Hotel bookings among ad audience is pacing 30% stronger YoY for December (attribution window closes Jan 30)

**Tripadvisor
Paid Search
Sojern**

Top three vendors for hotel bookings, proving advertising is driving lower-funnel conversion

72%
engagement rate

Site engagement among Vistagraphics audience, which was 2nd largest driver of site traffic

7.2K
clicks to
TravelZoo deals

53% of TZ landing page audience clicked to view hotel deals. On VW.com, they visited "Plan Your Stay," visitors guide, and blog –showing strong intent

November/December: Influencer FAMs



Influencer:
Taryn Newton



Influencer:
Travis Levius



Influencer:
Britny McKibben



Influencer:
Charlotte Simpson

November/December: Influencer Program Highlights

753K+
impressions

25.5K+
engagements

includes content from Jennifer Allen (accessibility), Tee George (outdoor activities), Christine Tran Ferguson (multi-gen travel), Annie Jiang (charming scenery), the Hamiltons (couples getaway), Hunter Hulbert (adventure and discovery), Britny McKibben (girls' holiday trip), Charlotte Simpson (active mature, multi-gen travel), Mallory Ervin and Taryn Newton (family holiday travel)



What their followers are saying...

This is now on my list of places to go on a road trip!!!
The pictures were beautiful! Looks like an amazing place to visit! 🥰🥰

Now I want to go to Williamsburg!!!

I love this content: I'm inspired to go to Williamsburg real soon.

What a great place to visit near Christmas!! ❤️

Such a great trip! So nice to see one of the places on my bucket list
@visitwilliamsburg through your family's eyes! Can't wait to visit
sometime!

Looked like a great trip! Now I want to visit!

Trips With Upcoming Content



Travis Levius, November 2023

- WilliamsBLOG & Instagram
- Luxury & upscale Williamsburg

November/December: Organic Social Highlights



The holiday season brought us **two record-setting organic social posts**:

- The [“Wreaths of Colonial Williamsburg” Reel](#) was our top-performing Instagram post to date, netting over 94K views and 7.7K engagements.
- The [“Hallmark Christmas Towns” Reel](#) was our top-performing Facebook post to date, totaling over 265K impressions and 2.5K engagements.

The 26 holiday-themed posts drove **425K+ impressions and 16.5K engagements**, far surpassing previous years.

What our followers are saying...

brown.eyed.flower.child You definitely sold me 🥰

twiniepie One of my very favorite places in the world!

dreamtravelries Magical! Williamsburg is lovely any time of year ❤️

apostolovadventures It looks amazing, would love to visit 🥰

kpmarie_08 What a fun trip 🙌 thanks for sharing the itinerary

kairos09 Love to experience Williamsburg!!!!

princetonandphotographer @anastasiavkorol ROAD TRIP 🙌

angieknowsthe truth 🌟 Definitely adding this to my Christmas places to visit list!!

alwaysonthegofamily Looks like such a festive town. Will certainly have to check it out!

shann.rashel There's so much more to Williamsburg than I first thought! How beautiful and historic!! I need to go again. 🥰

2023 Advertising Highlights



Digital media drove 5,100+ ad-attributed hotel bookings and 150,523 hotel searches



Negotiated \$796K in added-value spots in Broadcast and \$1.2MM added-value exposure in OOH



Launched dedicated social campaign to drive more website referrals to local business websites from VW.com. Saw a 57% increase in clicks bringing more qualified leads to partners



Launched first promotion with TravelZoo, garnering 18k pageviews, 7k+ clicks to hotel deals and 2.4k clicks to VW.com



Won National Gold Award from OAAA for the OOH and Experiential Activation that drove 230MM impressions across 430+ units. 10.42% of visitors to the area in 2023 were exposed to OOH (up from 4.5% in 2022)

2023 Website Performance

2023 vs. 2022

+8.79%
Site Sessions

+16.69%
Engaged Sessions

+6.81%
Site Users

+26.2%
Paid Search
Sessions

+8%
Display Sessions

Top Pages

Page	Engaged Sessions
things-do	91,707
attractions	76,689
things-to-do-for-first-time-visitors-to-williamsburg/	36,984
events	24,966
williamsburg-vacation-packages	24,367
7-reasons-why-williamsburg-great-families	20,062
get-star-treatment-williamsburg	18,584
colonial-williamsburg	18,518
7-charming-date-ideas-williamsburg	17,777

2023 Blog Performance

Top Posts of 2023

Post	Page Views
Traveling With Kids on a Family Friendly Getaway	34,207
How Black History is Being Preserved	29,687
Must See Places From a Local's POV	26,465
Unlimited Holiday Fun	14,898
Fall Happenings	13,631
7 Reasons Why Williamsburg is Great For Families	12,528
10 Great Free Things to Do in Williamsburg	12,057
7 Places to Stay in Williamsburg This Summer	9,831
Spring It	9,638
Animal Attractions Are Best in Breed	9,108

Drives 55% of overall site traffic

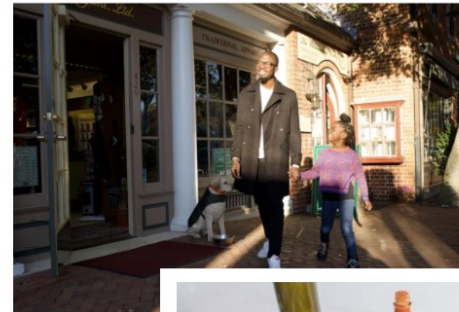
667,000+

Site sessions in 2023

Increases overall search strength of site

31%

Page views driven from search channels



Traveling with Kids: A Family-Friendly Getaway in Williamsburg

By Monet Hambrick on Feb. 15, 2023

If you're looking for a must-visit for you and your family, Williamsburg is your spot. Even if you are short on time and can only spare a weekend getaway, you can have a fun-filled adventure. My family spent three nights in Williamsburg and are now sharing our weekend itinerary to help you plan your...



Must-See Places in Williamsburg from a Local's Point of View

By Anna Hartman on Jan. 05, 2023

When you think of Williamsburg, the first things that pop into your mind are likely Colonial-era tours filled with rich history and cobblestone streets lined with perfectly preserved homes from the 18th century. While you can certainly travel back in time when visiting this iconic city, there's so...

[Read More](#)

2023 Influencer Performance

20

influencers
hosted

145+

partners featured

32MM+

impressions
generated

1.1MM+

engagements
generated

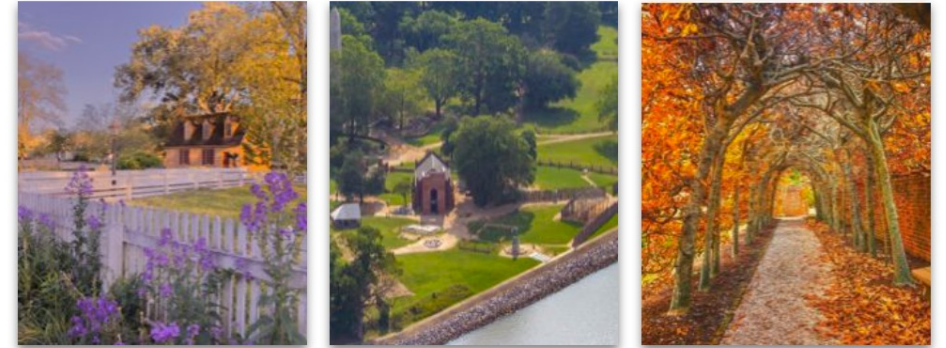
- Celebrity and mega/macro-influencer partnerships: Lauren Speed-Hamilton & Cameron Hamilton, Mallory Ervin, Taryn Newton
- Influencers created content across Black history, food & beverage, outdoor activities, LGBTIQ+ travel, active mature, multi-gen travel, and featured content via short-form videos, images, podcasts and blog posts
- Implemented additional paid support on TikTok influencer content for broader reach
- Launched a content creator program to capture more seasonal images and short-form video for use on social media and paid campaigns



2023 Organic Social Performance

Cross-Channel Performance (Instagram, Facebook, and Twitter)

KEY METRICS	2023	YoY +/-
New Followers	6,110	+29%
Impressions	2,385,417	+17%
Engagements	115,572	+14%
Engagement Rate	4.8%	-0.2%
Shares & Saves	14,708	+141%
Video Views	750,765	+266%
Link Clicks	4,290	+89%



- With a forward-thinking organic social strategy built around short-form video and authentic content from influencers and creators, **we drove YoY gains in nearly every performance category.**
- Significant gains in audience growth, shares, saves, and link clicks proves that **content is resonating on a much deeper level** with social users.

2024 Media Strategy

2024 MEDIA STRATEGY

In anticipation of changing travel habits and economic uncertainty in 2024, find more ways to increase reach, generate demand and influence travel intenders at scale

- **Market Evolution:** Continue to establish emerging market of Atlanta by increasing channel mix and investments. Pull back in smaller heritage markets that have seen less impact from media efforts over the past 1-2 years.
- **Finding Intenders in More Places:** Increase Travel Shopper investment and partner with platforms where more travelers are going to research & book travel, prioritizing placement and targeting abilities over attribution abilities in some instances.
- **Prioritize High Impact:** Increase destination demand through channels that inspire & influence travel decisions like video, social/influencer and streaming audio.
- **Measurement Refinement:** Look toward holistic measurement—including search demand, STR reports and Zartico—to better assess less attributable, but more impactful, media. Test cookieless platforms as well, to prepare for Chrome update.

2024 EVOLUTION

	LINEAR/TV	OOH	TRAVEL ENDEMIC
Prioritize	<p>GRP weights, flight length & Atlanta expansion</p> <p>Remove smaller markets Harrisburg, Charlottesville, Salisbury to accommodate</p> <p>Cable will be used as needed throughout the campaign given the political season</p>	<p>4-week “short & loud” OOH campaign</p>	<p>Prioritize Travel Shopper channels over OTAs to capitalize on growing trends of consumers booking direct</p> <p>Prioritize OTAs with the most scale over attribution capabilities</p>
Integrate	<p>Add in Atlanta in TV market list given digital success</p> <p>Include rotation of :30 units in linear TV in Atlanta for more real estate in a new expansion market</p> <p>Introduce new daypart distribution (late fringe) to expand reach</p>	<p>Add Atlanta to OOH market mix to create substantial baseline awareness and build upon success within digital channels</p>	<p>Increase placements on Booking.com as the top OTA</p> <p>Introduce Youtube to capture “hand raisers” given search-engine backed targeting</p>
Continue	<p>All markets at :15s except for newest expansion market of Atlanta</p>	<p>Leverage a mix of reach & frequency and high impact formats given 2023 success</p>	<p>Lean on top performing units and tactics based on 2023 campaign performance: Priceline sponsorships, Tripadvisor and Sojern video units, Adara targeting</p>

2024 EVOLUTION

	AUDIO	NON-ENDEMIC DIGITAL	PAID SEARCH
<i>Prioritize</i>	Podcast placements considering the rapid growth of podcast consumption	Traffic driving strategies, including high impact units, email deployments and blog promotion	Branded terms, given the majority of bookings in 2023 were driven by brand campaign
<i>Integrate</i>	Higher number of host-read podcasts given influence	New rich media partner that provides proprietary cookieless solution Retargeting tactic with Vistagraphics Display & OTT/CTV ads via Amazon products	New ad copy and refined flighting with seasonal learnings
<i>Continue</i>	Run on top performing podcasts, including Conan O'Brien and 99% Invisible Utilize mobile interstitial unit and streaming audio for greatest site traffic impact	Focus on site traffic support	Monitor top performing keywords and ad groups Continue blog dynamic campaign

2024 EVOLUTION

	INFLUENCER	ORGANIC SOCIAL	PAID SOCIAL
<i>Prioritize</i>	Longer-term partnerships and micro/macro-influencer partnerships	New TikTok and YouTube Shorts channels to inspire younger travelers and reach net-new audiences	Full funnel campaigns to reach audiences during each stage of their customer journey
<i>Integrate</i>	Ambassador program for repeated exposure and reaching priority markets Tap into newer-to-us platforms	Fresh, engaging content from our new ambassadors and content creators to attract visitation	Seasonal consideration campaigns in Meta and TikTok to boost audiences interests during seasonal travel trends Introduce Action campaign in TikTok
<i>Continue</i>	Driving traveler awareness through authentic content by honing in on partnerships with micro- and macro-influencers who are skilled at a particular content format or are subject matter experts	Carefully curating owned social feeds to integrate industry partners and showcase the breadth of the destination	Allocate majority of budget towards Meta, considering it's the most cost efficient platform Double-down on opportunities for integration between organic content and paid support through influencers and boosted ads

FLIGHTING STRATEGY: 2024



Total 2024 budget:
\$11,001,862

**Budgets/timelines provided are rough estimates and subject to fluctuations based on inventory availability and final buy details*

Public Relations

November/December 2023 Performance

Nov 1– Dec 31, 2023

Global Impressions

294.6 Million

16

Placements

*YoY 2022 – 528.4 Million Impressions & 21 Placements

Key Media Placements | Nov 1 – Dec 31, 2023

“This Virginia City Is One of T+L Readers' Favorites in the U.S. —

How to Visit”

- Lydia Mansel

**TRAVEL+
LEISURE**

“25 best Christmas getaways to celebrate the season”

- Sarah Lemire

yahoo!news

“20 Best Christmas Markets and Winter Festivals In the US”

- Holly Johnson

TRAVELPULSE

“Capital pleasures: Historic cities and neighbourhoods to explore in the Capital Region USA”

- Ella Buchan

The Telegraph

November/December: Key Media Placements

FAR & WIDE

UNITED STATES
Most Magical Christmas Markets in the U.S.
 By Mariana Zapata on November 13, 2023

Yorktown's Christmas Market On Main — Williamsburg, Virginia



Courtesy of York County Economic & Tourism Development

ConventionSouth

2023 Readers' Choice Award Winners Announced
 November 7, 2023



VIRGINIA
 Visit Williamsburg


THE EPOCH TIMES

The 6 Finest Christmas Wonderlands in America
 Embrace the holiday spirit and cozy vibes at these six destinations.

By Tim Johnson
 12/5/2023 Updated: 12/5/2023

It's the time of year that twinkles, all across the United States. But some places go above and beyond when it comes to Christmas. Here are six of the very best spots to see the lights, enjoy wintry fun, and feel all the warm and fuzzies this holiday season.

Colonial Celebrations



George®
 not just politics as usual™

Oh The Places You'll Go
 By Michele Marin

COLONIAL WILLIAMSBURG, VIRGINIA

BEST FOR A FLICK INTO THE 18th CENTURY

When it comes to the 18th century, there is no better place than Colonial Williamsburg. The historic city offers a unique glimpse into the past, with its well-preserved buildings, streets, and traditions. From the grand stately homes to the bustling marketplace, every corner of this city is a step back in time. Experience the charm of an 18th-century town, enjoy the festive holiday season, and see the lights of the 18th century.

STAY: Williamsburg Inn


The 18th-century Colonial House Inn is a charming and historic hotel in Williamsburg. The inn features original architecture, including a grand staircase and a large fireplace. The inn is a perfect place to stay during your visit to Williamsburg. The inn is a perfect place to stay during your visit to Williamsburg.

Search Monday

19 Small Towns That Feel Like They're From A Christmas Movie

From holiday parades to dazzling lights, these little towns go big when it comes to Christmas celebrations.

11. Colonial Williamsburg, Virginia



recommend
 helping travel advisors sell travel

'Tis Almost the Season—Holiday Happenings Pt. 2
 By Lyllia Gregory - November 6, 2023

And the list goes on! If gathering around the home hearth isn't on your client's "must" list for this year, keep reading for **holiday happenings** here and around the world...

A Historical Holiday in Virginia

Visit Williamsburg has rounded up a whole heap of "holiday happenings" in Williamsburg, Jamestown and Yorktown, where your clients and their families can peep the past and learn about the traditions that kept our forefathers warm back in the day (with a nice serving of Santa to go alongside it all, of course).

THE EVERYMOM

22 of the Best Christmas Towns for a Holiday Getaway

By JANE DUBOIS



5. Williamsburg, Virginia


buschgardensva
 1.6K followers



WAZZLE TRAVEL

HOW TO CELEBRATE CHRISTMAS WITH A TRIP TO WILLIAMSBURG, VIRGINIA

Traveling to or near **Williamsburg, Virginia**, this holiday season? The destination offers plenty of events and festivities blending early American history with holiday cheer.



Budget Travel

Step Back Into Time at These Historic Holiday Destinations
 By BT Editor
 November 13, 2023

Enjoy festive Colonial merriment (Williamsburg, Virginia)



Aerial view of the Governor's Palace in Colonial Williamsburg by Eric Foster - Unsplash



International Journalists

Amit Dixit, Sonia Nazareth, and Prachi Joshi

Sales

November/December 2023 Performance

November/December: Shows/Events

Connect Corporate

November 27 – 29 – Washington, D.C.

Travel South International Showcase

December 3 – 7 – Memphis, Tennessee

Emerge 2024

January 9 – 11 – San Antonio, Texas

American Bus Association (ABA) Marketplace

January 13 – 16 – Nashville, Tennessee

November/December: Site Visits

Viajes

December 2 – 3, 2023

Virginia Motorcoach Association

December 13 – 15, 2023

North Carolina Motorcoach Association

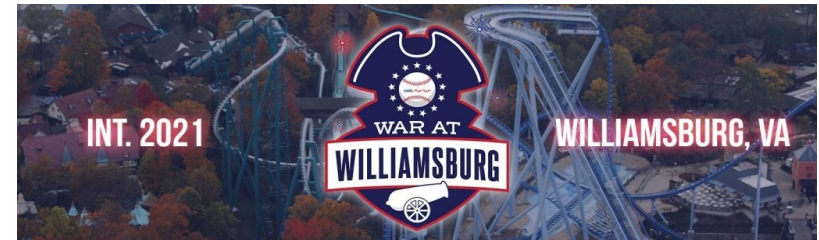
December 28 – 30, 2023

November/December: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
11/10/2023	Eisenman & Associates	55
11/10/2023	Continental Sales	639
11/10/2023	King Kat Tournament	175
11/17/2023	Conference Direct	1024
11/17/2023	American Express	24
11/17/2023	Virtual Service Operations	108
11/17/2023	Mid Atlantic Real Estate Marketing Association	90
11/24/2023	Alpha Epsilon Pi Foundation	59
11/24/2023	Alpha Epsilon Pi Foundation	160
12/08/2023	Bob Neff Tours, Inc	44
12/08/2023	Firecracker Sports	800
12/15/2023	The Association for the Study of African American Life and History Conference	717
12/15/2023	AV Adventure Productions	60
12/15/2023	AV Adventure Productions	120
01/03/2024	Conference Solutions International	63
01/03/2024	Capital Lacrosse	130

November/December: Definite Bookings

Date	Definite Booking	Property	Room Nights
02/04 – 02/05/2024	Eisenman & Associates	Williamsburg Lodge	10
02/13 – 02/14/2024	King Kat Tournament	Clarion Hotel Williamsburg	140
04/14 – 04/16/2024	African American Travel Conference Pre-Familiarization Tour	Great Wolf Lodge	40
05/15 – 05/17/2024	VTC Visitor Center Familiarization Tour	Great Wolf Lodge	40
07/03 – 07/06/2024	Moore Family Reunion/Riddick Family Reunion	Club Wyndham Kingsgate	60
07/05 – 07/08/2024	2024 War at Williamsburg	Great Wolf Lodge	150
07/05 – 07/10/2024	2024 War at Williamsburg	Embassy Suites Hotel	245
07/06 – 07/08/2024	2024 War at Williamsburg	The Woodlands	225
07/06 – 07/9/2024	2024 War at Williamsburg	Club Wyndham Kingsgate	80
09/11 09/15/2024	Wagyu Beef Association	Williamsburg Lodge	700



Upcoming Shows/Events

Student & Youth Travel Association Summit

February 2 – 5 – Orlando/Cape Canaveral, Florida



STS Domestic Showcase

March 20 – 23 – Little Rock, Arkansas



Old & New Business

Closed Session

Pursuant to Va. Code Section 2.2-3711(A)(1) to discuss personnel matters.

Vote

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association

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

Kevin Lembke
Neal Chalkley
Jim Horn
Christy Coleman
Michael Claar

Return from Closed Session

We hereby certify that to the best of our knowledge, (1) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act, and (2) only such public business matters as were identified in the motion by which closed the meeting was convened, were heard, discussed, or considered by this body in the closed meeting just concluded.

Vote

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Kevin Lembke
Neal Chalkley
Jim Horn
Christy Coleman
Michael Claar

Adjourn

Next Meeting

Tuesday, March 19, 2024

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN