

Williamsburg Tourism Council

Tuesday, March 21, 2023

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
York County

Greater Williamsburg CoC
Virginia Tourism Corporation

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

Kevin Lembke
Neal Chalkley
James Horn
Christy Coleman
Mickey Chohany
Chad Green

Mike Rock, Ex Officio
Rita McClenny, Ex Officio

Public Comment

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

U.S. Travel Association (USTA) Policy Briefing

Tori Emerson Barnes, Executive Vice President, Public Affairs and Policy

Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

January 17, 2023

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

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James Horn
Christy Coleman
Mickey Chohany

Chair Report

Treasurer's Report

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

January Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,165,849	1,253,949	(88,100)
\$1 Transient Tax	132,088	104,845	27,243
Maintenance of Effort Funds	0	0	0
ARPA Grants	0	0	0
Other	6,747	2,500	4,247
Total Revenue	1,304,685	1,361,294	(56,609)
EXPENSES			
Destination Marketing	892,004	755,683	(136,321)
Other Sales & Marketing	51,539	87,595	36,056
Product Development	0	0	0
Labor & Benefits	90,382	135,818	45,436
Admin	40,481	29,726	(10,755)
Total Expenses	1,074,406	1,008,822	(65,584)
Net Revenue Expense by Month	230,279	352,472	(122,193)

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

FYTD Revenue/Expenses

	FY 2023		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	8,573,595	8,604,111	(30,516)
\$1 Transient Tax	1,026,209	1,042,265	(16,056)
Maintenance of Effort Funds	77,332	63,300	14,032
ARPA Grants	249,091	0	249,091
Other	52,102	18,500	33,602
Total Revenue	9,978,328	9,728,176	250,152
EXPENSES			
Destination Marketing	6,433,306	6,610,431	177,125
Other Sales & Marketing	313,623	335,677	22,054
Product Development	5,195,710	0	(5,195,710)
Labor & Benefits	554,654	900,306	345,652
Admin	219,664	267,980	48,316
Total Expenses	12,716,957	8,114,394	(4,602,563)
Net Revenue Expense by Month	(2,738,628)	1,613,782	(4,352,410)
Net Position - Beginning of Year	10,677,798	10,677,798	0
Net Position - Current YTD	7,939,170	12,291,580	(4,352,410)

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

January Cash on Hand

Operating Cash

Cash Balances	Nov-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,948	\$ 510,000	\$ (52)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 7,064,631	\$ 7,139,715	\$ (75,084)
Total Cash on Hand	\$ 7,825,581	\$ 7,899,715	\$ (74,134)

Dec-22		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,954	\$ 510,000	\$ (46)
\$ 1,000	\$ -	\$ 1,000
\$ 8,501,280	\$ 7,355,172	\$ 1,146,108
\$ 9,262,236	\$ 8,115,172	\$ 1,147,064

Jan-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,960	\$ 510,000	\$ (40)
\$ 1,000	\$ -	\$ 1,000
\$ 8,118,240	\$ 7,707,644	\$ 410,596
\$ 8,879,203	\$ 8,467,644	\$ 411,559

Key Sources of Funds	Nov-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,267,631	\$ 1,326,308	\$ (58,677)
Total Gov't Sources	\$ 1,267,631	\$ 1,326,308	\$ (58,677)

Dec-22		
Actual	Budget	Variance
\$ 1,325,839	\$ 1,361,560	\$ (35,721)
\$ 1,325,839	\$ 1,361,560	\$ (35,721)

Jan-23		
Actual	Budget	Variance
\$ 1,297,937	\$ 1,358,794	\$ (60,857)
\$ 1,297,937	\$ 1,358,794	\$ (60,857)

Interest Earned:			
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 4,267	\$ -	\$ 4,267
Ches Bank Checking	\$ 5,383	\$ 3,500	\$ 1,883
Total Interest Earned	\$ 9,656	\$ 3,500	\$ 6,156

Dec-22		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 1,566	\$ -	\$ 1,566
\$ 6,567	\$ 3,500	\$ 3,067
\$ 8,139	\$ 3,500	\$ 4,639

Jan-23		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 1	\$ -	\$ 1
\$ 6,740	\$ 3,500	\$ 3,240
\$ 6,747	\$ 3,500	\$ 3,247

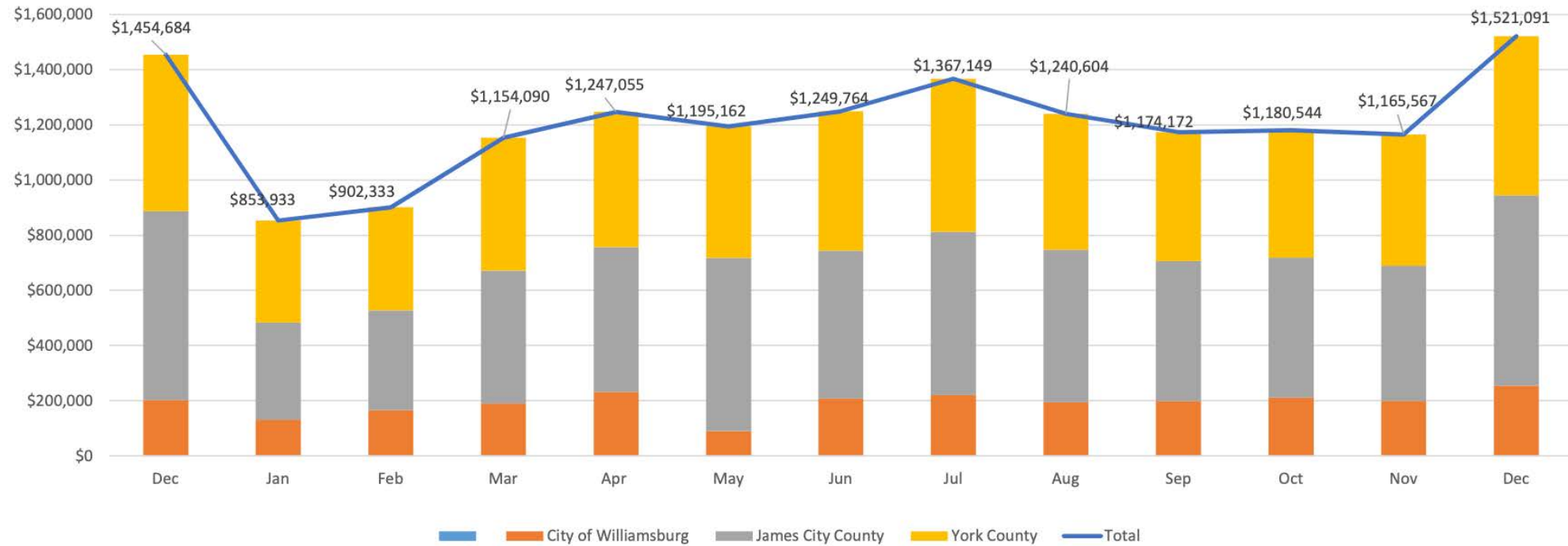
Product Development Reserves

Cash Balances	Nov-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 5,195,710	\$ 5,163,180	\$ 32,530
Total Cash on Hand	\$ 5,195,710	\$ 5,163,180	\$ 32,530

Dec-22		
Actual	Budget	Variance
\$ -	\$ 5,162,080	\$ (5,162,080)
\$ -	\$ 5,162,080	\$ (5,162,080)

Jan-23		
Actual	Budget	Variance
\$ -	\$ 5,164,280	\$ (5,164,280)
\$ -	\$ 5,164,280	\$ (5,164,280)

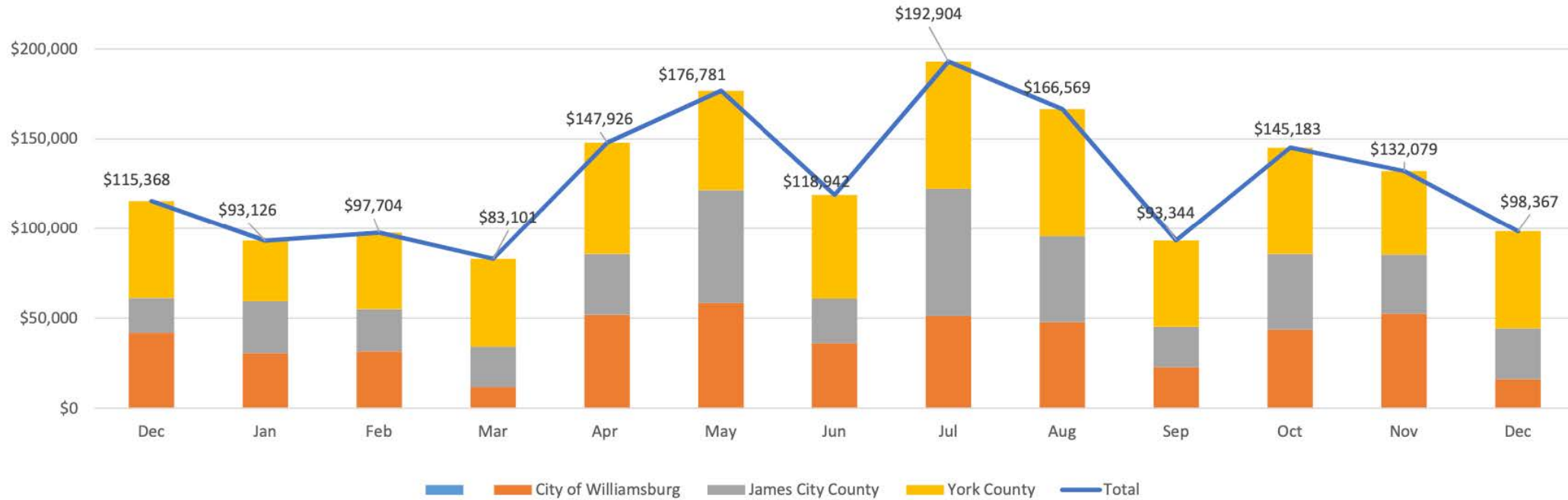
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$131,465	\$165,912	\$189,651	\$231,784	\$90,027	\$207,491	\$220,587	\$193,545	\$198,351	\$210,454	\$199,225	\$253,949	\$2,292,442
James City County	\$350,997	\$360,658	\$481,969	\$525,667	\$629,207	\$537,213	\$592,409	\$554,137	\$508,735	\$509,470	\$490,752	\$691,788	\$6,233,001
York County	\$371,471	\$375,763	\$482,470	\$489,605	\$475,929	\$505,060	\$554,153	\$492,921	\$467,086	\$460,621	\$475,590	\$575,353	\$5,726,022
Total	\$853,933	\$902,333	\$1,154,090	\$1,247,055	\$1,195,162	\$1,249,764	\$1,367,149	\$1,240,604	\$1,174,172	\$1,180,544	\$1,165,567	\$1,521,091	\$14,251,464
Calendar YTD Total													\$14,251,464
FY2021 / 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$129,427	\$111,620	\$178,712	\$184,092	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$2,072,882
James City County	\$313,509	\$300,542	\$435,892	\$470,743	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$5,870,062
York County	\$340,202	\$328,074	\$449,488	\$478,979	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$5,437,005
Total	\$783,138	\$740,236	\$1,064,092	\$1,133,814	\$1,075,440	\$1,256,039	\$1,294,648	\$1,069,000	\$1,054,706	\$1,138,030	\$1,195,397	\$1,454,684	\$13,259,223
Calendar YTD Total													\$13,259,223

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$30,655	\$31,478	\$11,790	\$52,009	\$58,379	\$36,281	\$51,383	\$47,851	\$22,852	\$43,719	\$52,725	\$16,250	\$455,372
James City County	\$28,881	\$23,543	\$22,353	\$33,659	\$63,164	\$24,694	\$70,889	\$47,765	\$22,287	\$41,935	\$32,628	\$28,103	\$439,901
York County	\$33,590	\$42,683	\$48,958	\$62,258	\$55,238	\$57,967	\$70,632	\$70,953	\$48,205	\$59,529	\$46,735	\$54,014	\$650,762
Total	\$93,126	\$97,704	\$83,101	\$147,926	\$176,781	\$118,942	\$192,904	\$166,569	\$93,344	\$145,183	\$132,088	\$98,367	\$1,546,035
Calendar YTD Total													\$1,546,035
FY2021 / 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$18,982	\$16,116	\$9,439	\$22,923	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$413,847
James City County	\$16,914	\$9,478	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$416,228
York County	\$27,983	\$25,888	\$37,132	\$52,932	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$574,598
Total	\$63,879	\$51,482	\$79,344	\$117,877	\$143,049	\$139,071	\$137,149	\$196,053	\$92,229	\$165,601	\$103,571	\$115,368	\$1,404,673
Calendar YTD Total													\$1,404,673

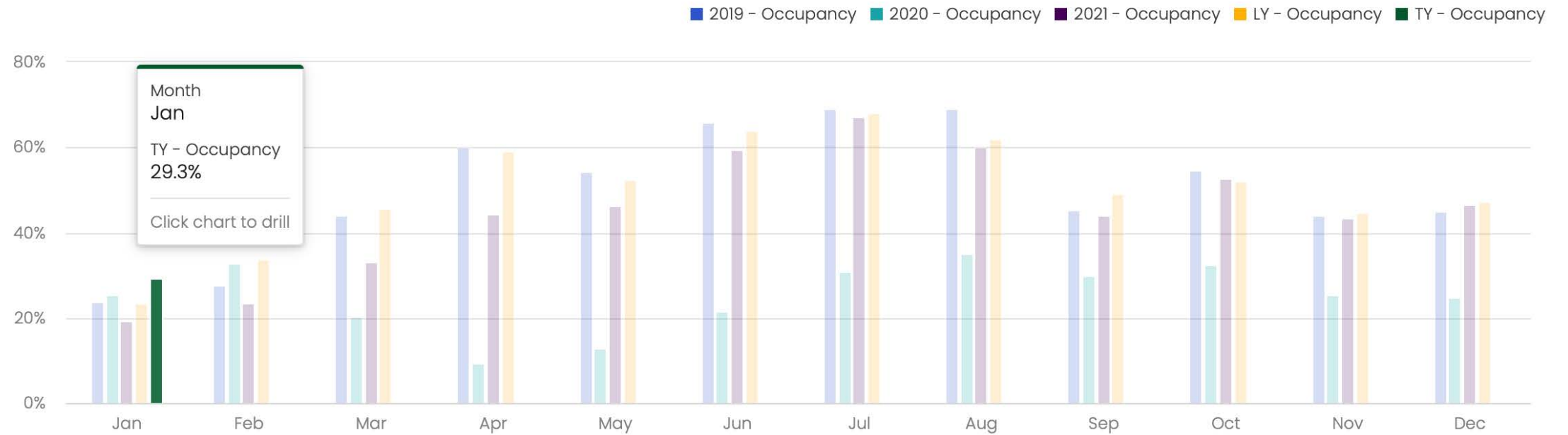
*Source: York County, Office of the Commissioner of Revenue

Executive Director and CEO Report

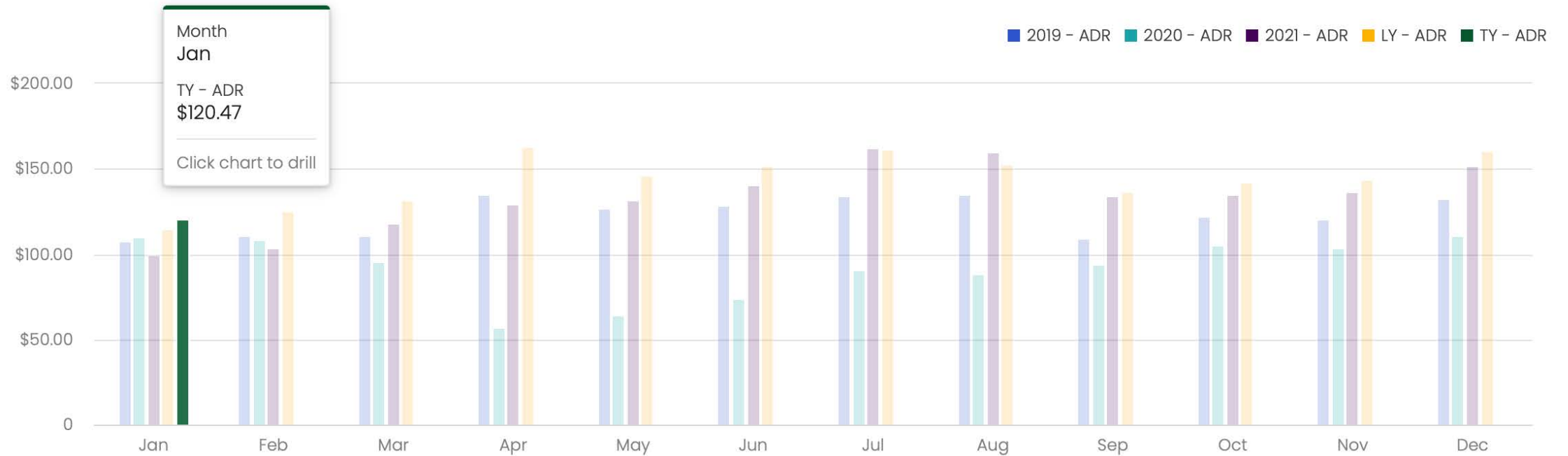
Key Performance Indicators

Marketing/Public Relations/Sales

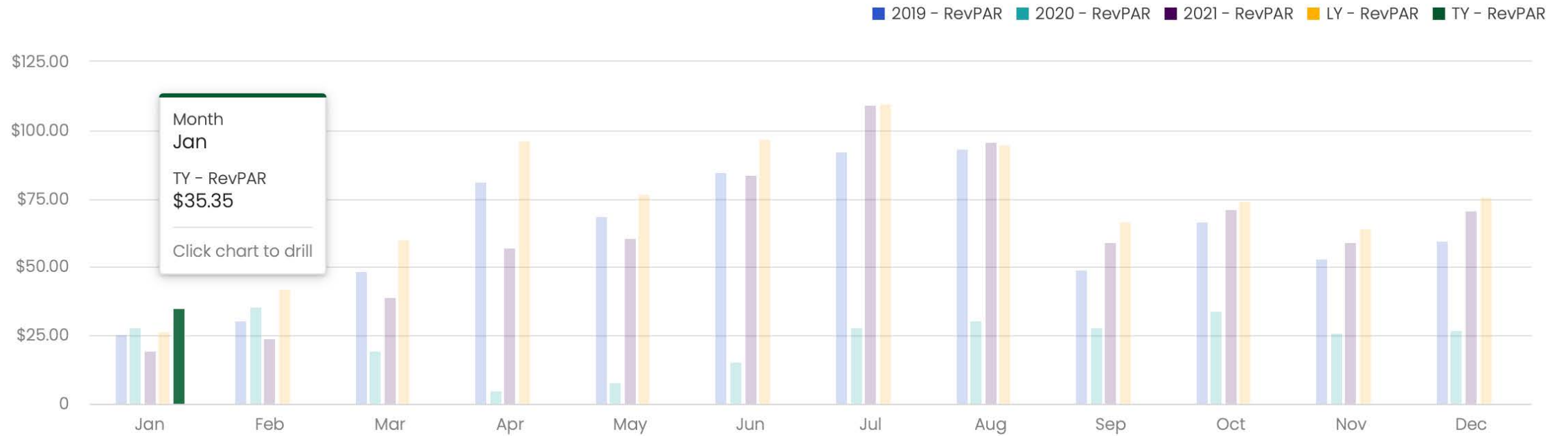
STR: Occupancy



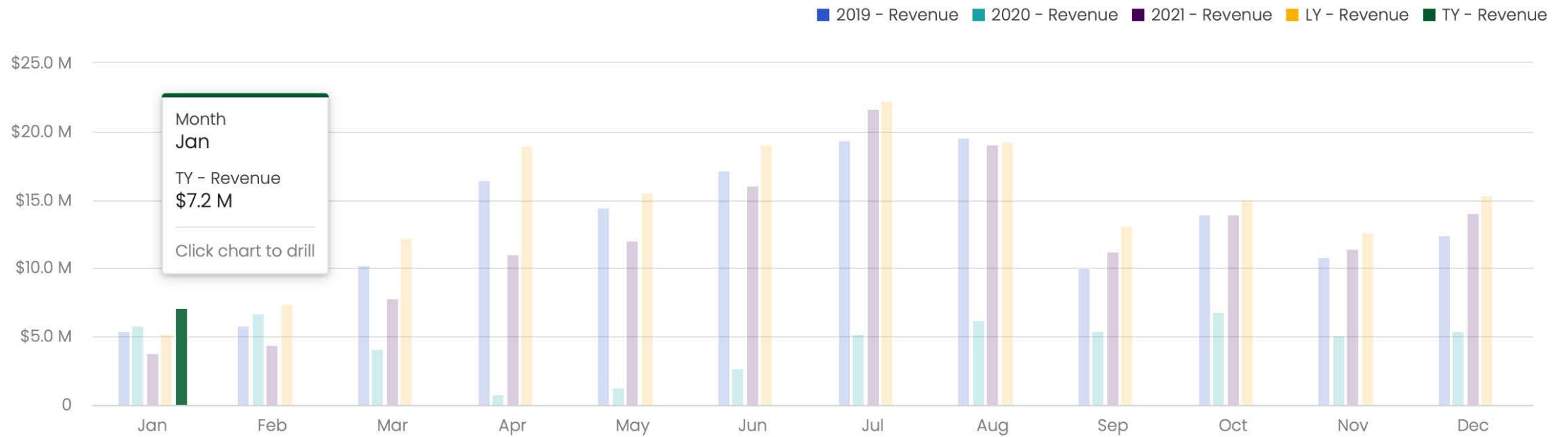
STR: Average Daily Rate



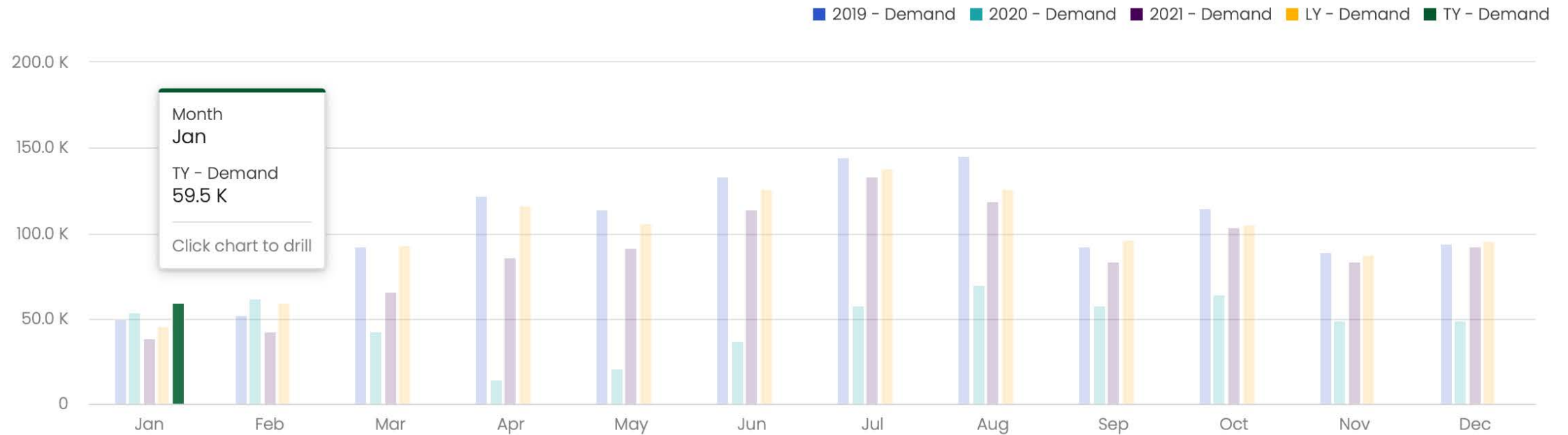
STR: RevPAR



STR: Revenue



STR: Demand (Rooms Sold)



STR: CYTD Comparison to 2022

Occupancy

29.3%

ADR

\$120

Demand

59.5 K

Revenue

\$7.2 M

YTD % Change

25.9%

YTD % Change

5.2%

YTD % Change

30.9%

YTD % Change

37.6%

STR: CYTD Comparison to 2019

YTD Occupancy

29.3%

YTD ADR

\$120.47

YTD RevPAR

\$35.35

YTD 2019 Occupancy

23.9%

YTD 2019 ADR

\$107.90

YTD 2019 RevPAR

\$25.75

Occ % Point Change YTD from 2019

+5.5%

ADR % Change YTD from 2019

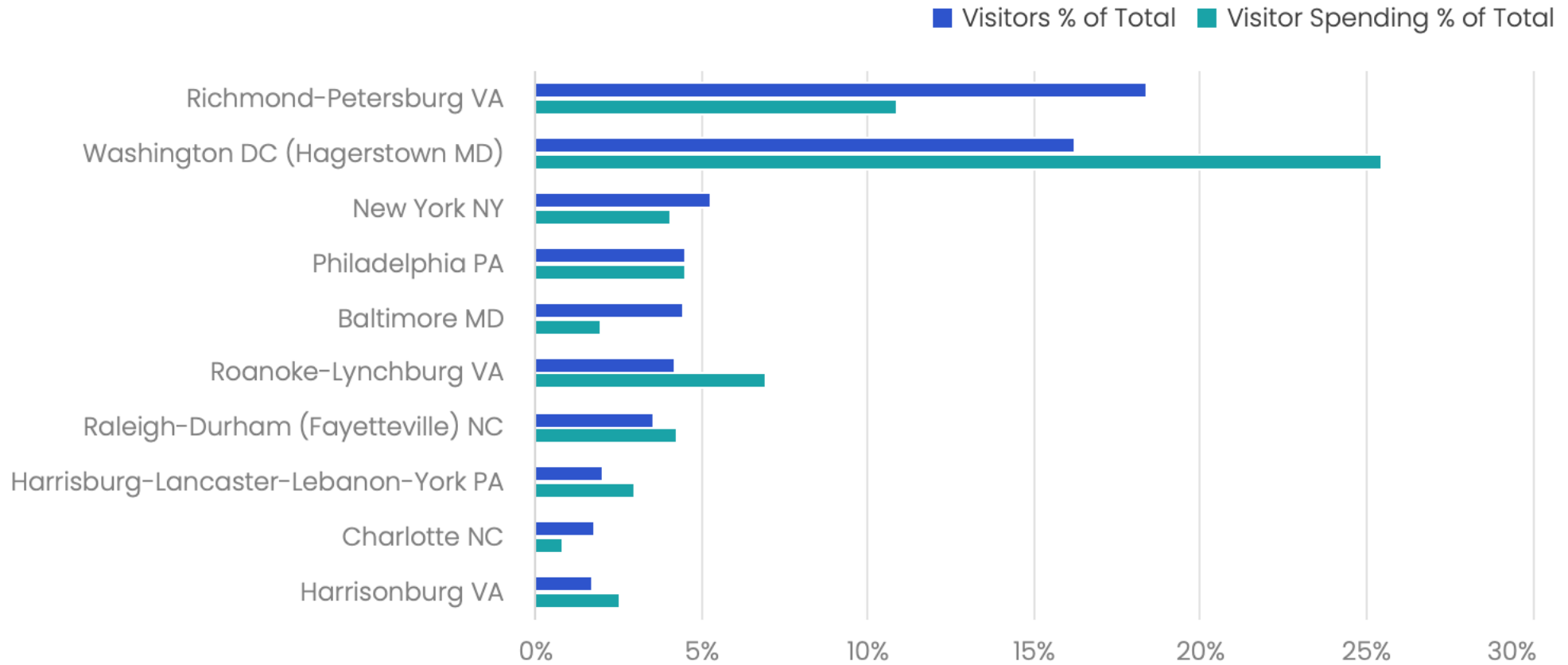
+11.7%

RevPAR % Change YTD from 2019

+37.3%

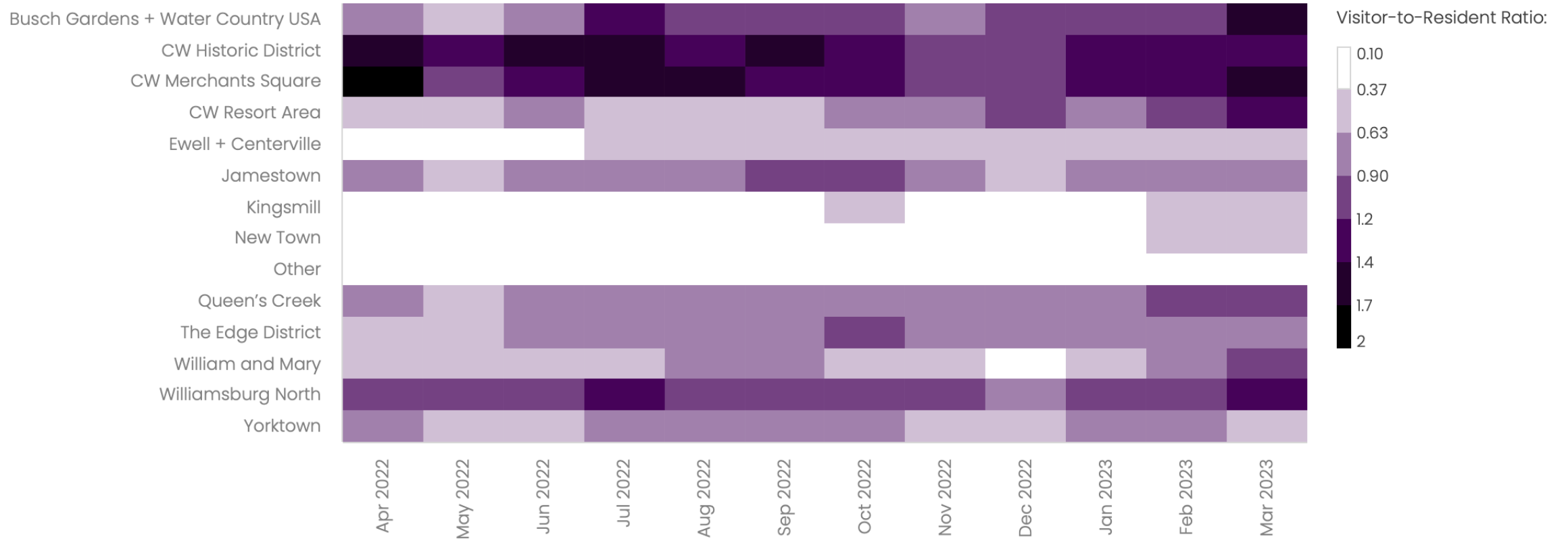
Top Origin Markets

Top 10 Origin Markets by Visitation with their Spend



*Source: Near and Affinity

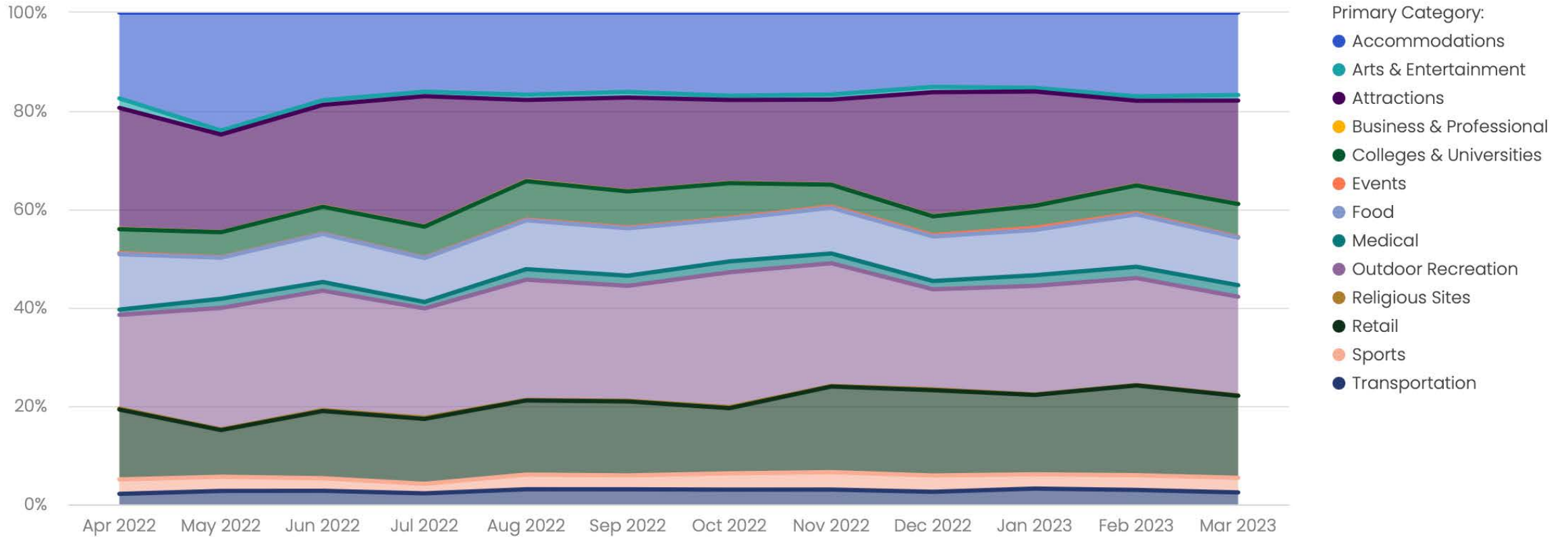
Visitor-to-Resident Ratio



*Source: Near

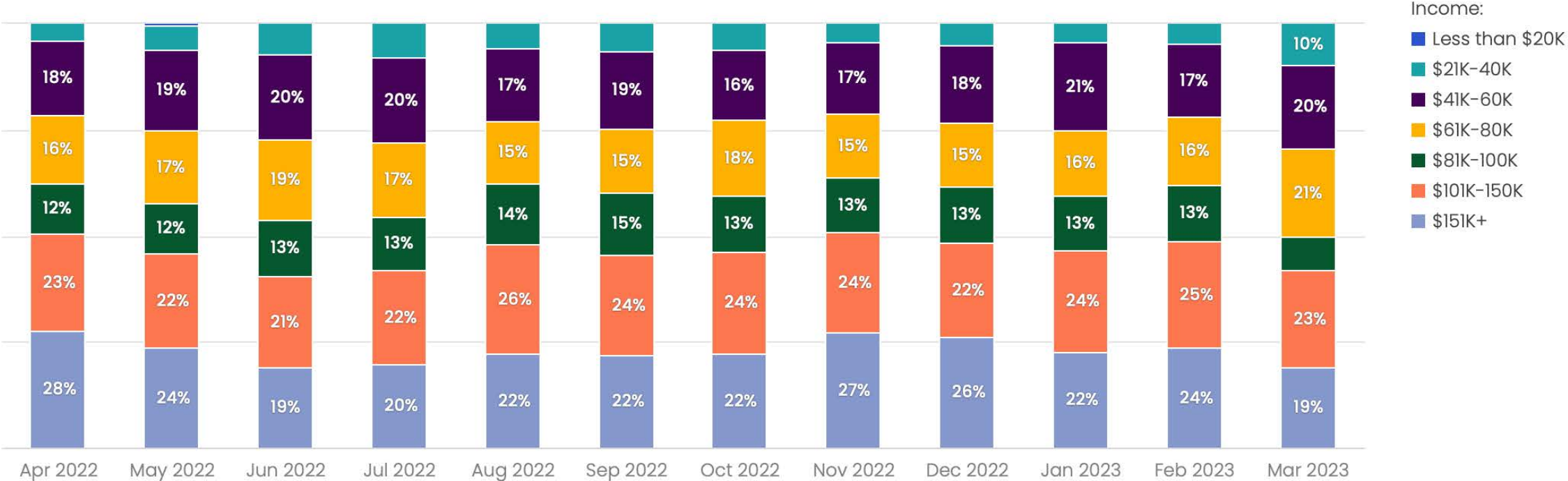
Visitor Spend by Commodity

<p>Month/Year Mar 2023</p> <p>Primary Category Attractions</p> <p>Visitors % of Total 21%</p>	<p>Month/Year Mar 2023</p> <p>Primary Category Outdoor Recreation</p> <p>Visitors % of Total 20.1%</p>	<p>Month/Year Mar 2023</p> <p>Primary Category Retail</p> <p>Visitors % of Total 16.7%</p>	<p>Month/Year Mar 2023</p> <p>Primary Category Accommodations</p> <p>Visitors % of Total 16.7%</p>	<p>Month/Year Mar 2023</p> <p>Primary Category Food</p> <p>Visitors % of Total 9.7%</p>
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*Source: Near

Visitor Demographic: Household Income



*Source: Affinity

Marketing

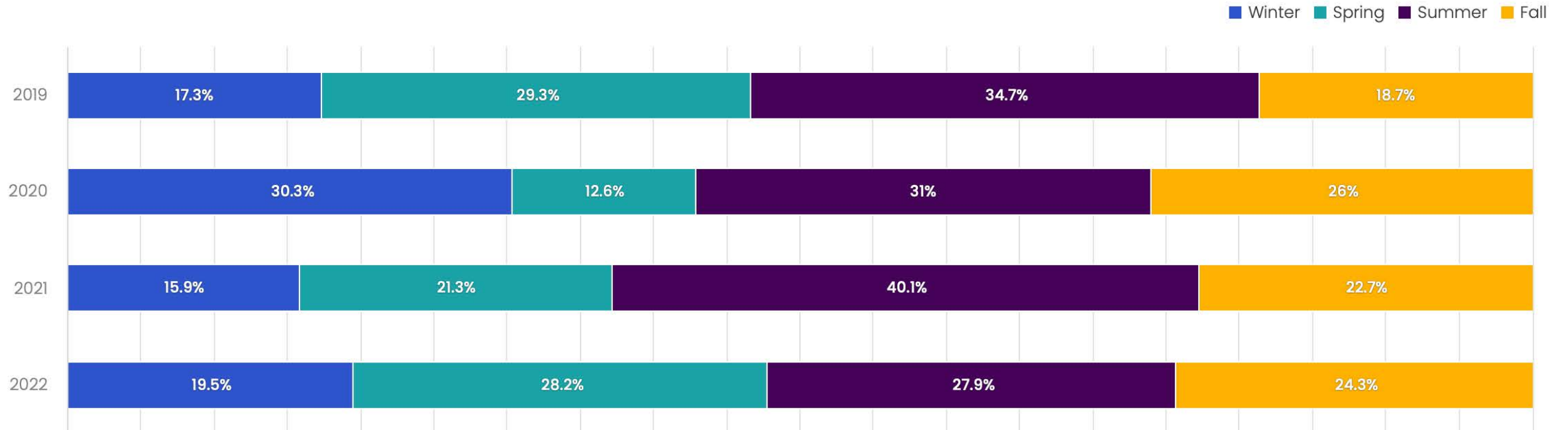
January/February 2023 Performance

MEDIA STRATEGY

2023 optimization will provide greater emphasis on key KPIs of bookings and site traffic.

- **Market Evolution:** Lean into core historic markets with greater visibility in broadcast, strengthen recent expansion markets, and integrate digitally into new test market
- **Endemic Lean In:** Increase lower-funnel booking support by bringing in new travel endemics partners for increased visibility among our audiences
- **KPI Refinement:** Continue to test opportunities to own more site traffic by directing greater volume of traffic to Visit Williamsburg versus partner sites
- **Cookieless Expansion:** Integrate more platforms and partners to continue to evolve programs away from cookie reliance

Seasonal Visitation Trends



*Source: Near

Flighting Strategy

	JAN - APR	MAY - JUL	AUG - OCT	NOV - DEC
BUDGET	55%	20%	15%	10%
	SPRING/SUMMER	SUMMER	FALL	HOLIDAY
CHANNELS/ TACTICS	<i>Broadcast</i> <i>OOH</i> <i>CTV</i> <i>Podcast</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>Broadcast</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>Publisher Partnership</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>	<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>

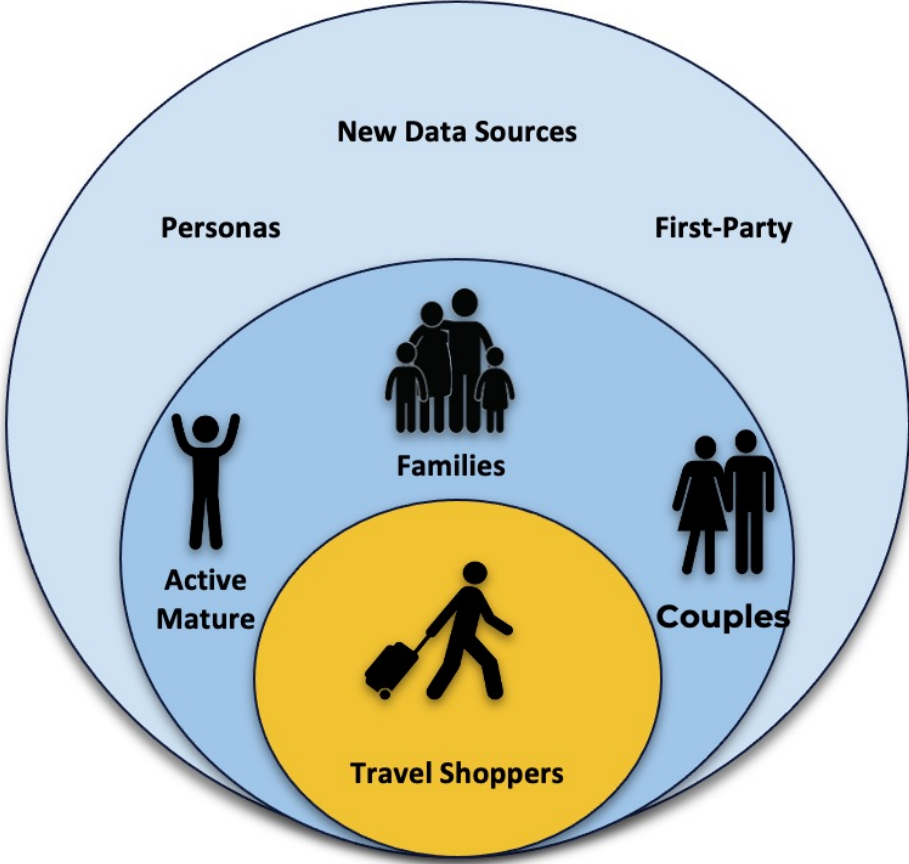
MARKET STRATEGY

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>

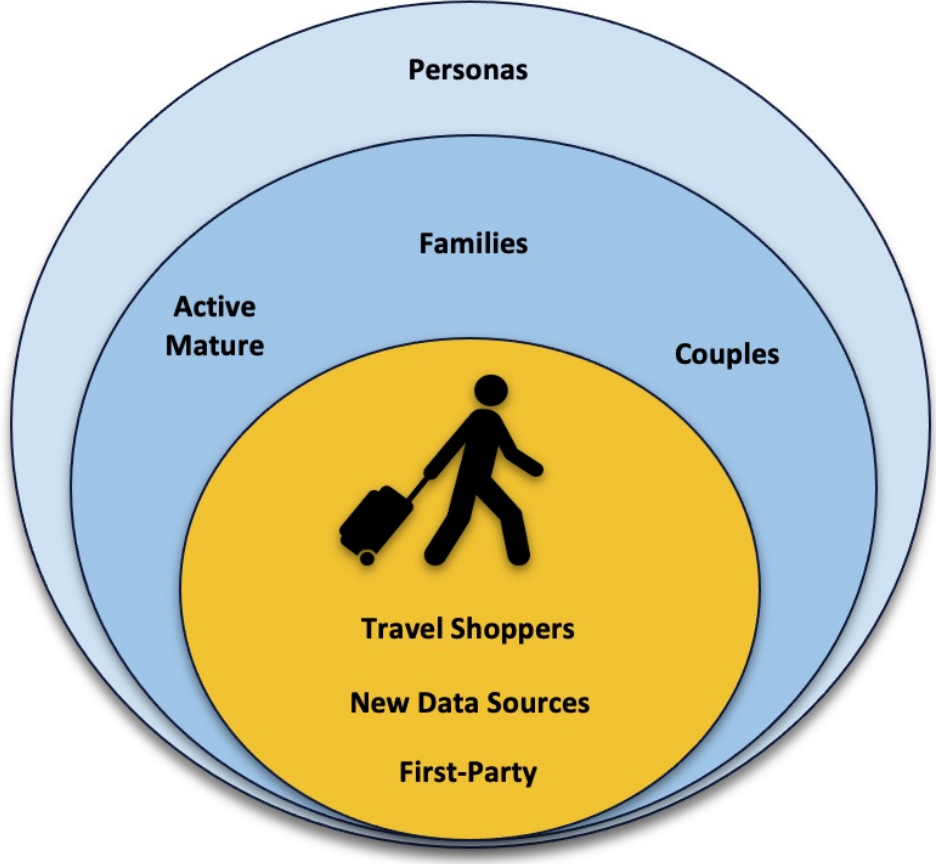
AUDIENCE

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



January/February: Sample Digital Creative

 **Visit Williamsburg**
Sponsored · 🌐

From southern comfort food, to craft breweries and everything in between, Williamsburg satisfies any appetite.

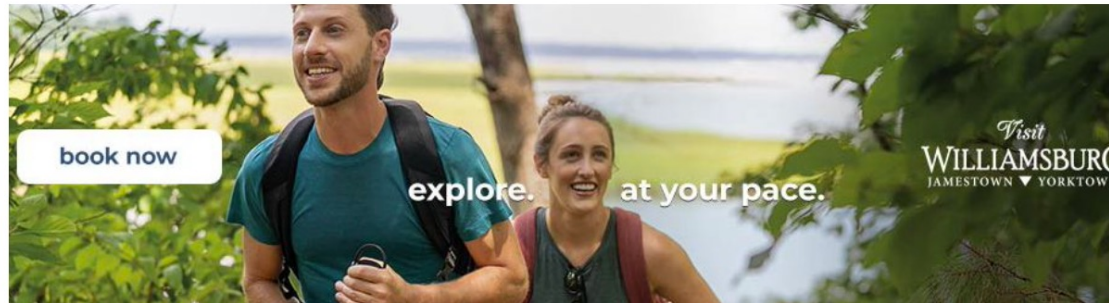


visitwilliamsburg.com
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Visit Williamsburg

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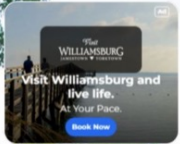
Great deals on hotels, resorts and private homes

Where to? Check-in - Check-out: 02/03/2023 - 02/04/2023 2 Adults, 1 Room [Find Your Hotel](#)

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January/February: Digital Advertising Performance

Digital advertising performance showed continued indications of growing traveler demand.

96MM+

impressions served across display, search and social

↑ 106%

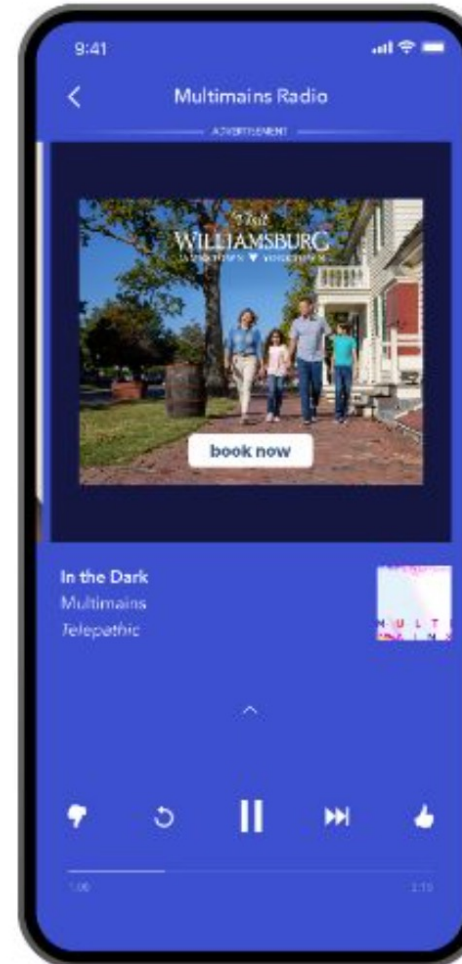
Website session increase YOY from paid digital advertising audiences

2.7X

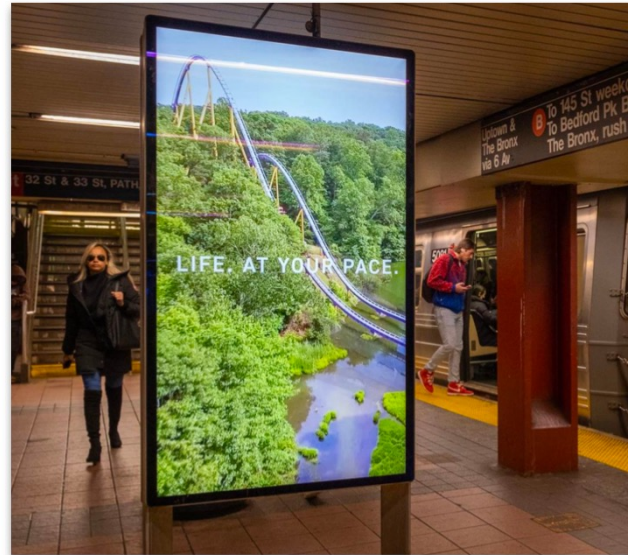
January hotel bookings from digital audiences vs. 2022 due to earlier and larger media 2023 launch

↑ 10%

Paid Search CTR increase vs. 2022 averages



January/February: Out-of-Home



- Street-level, transit, and wallscape placements

- NYC
- Boston
- Washington, D.C.
- Baltimore
- Philadelphia
- Cleveland

- Digital retargeting of consumers exposed to units has driven 2.5M+ additional ad impressions

January/February: Experiential Activation

- NYC, Boston, and Washington, D.C.
- 1,500+ interactions with units (avg 50/day)
- Average time engaging was more than one minute
- Site traffic increased 42% YOY
- Influencer marketing and social media integrations



January/February: Podcasts



SMARTLESS

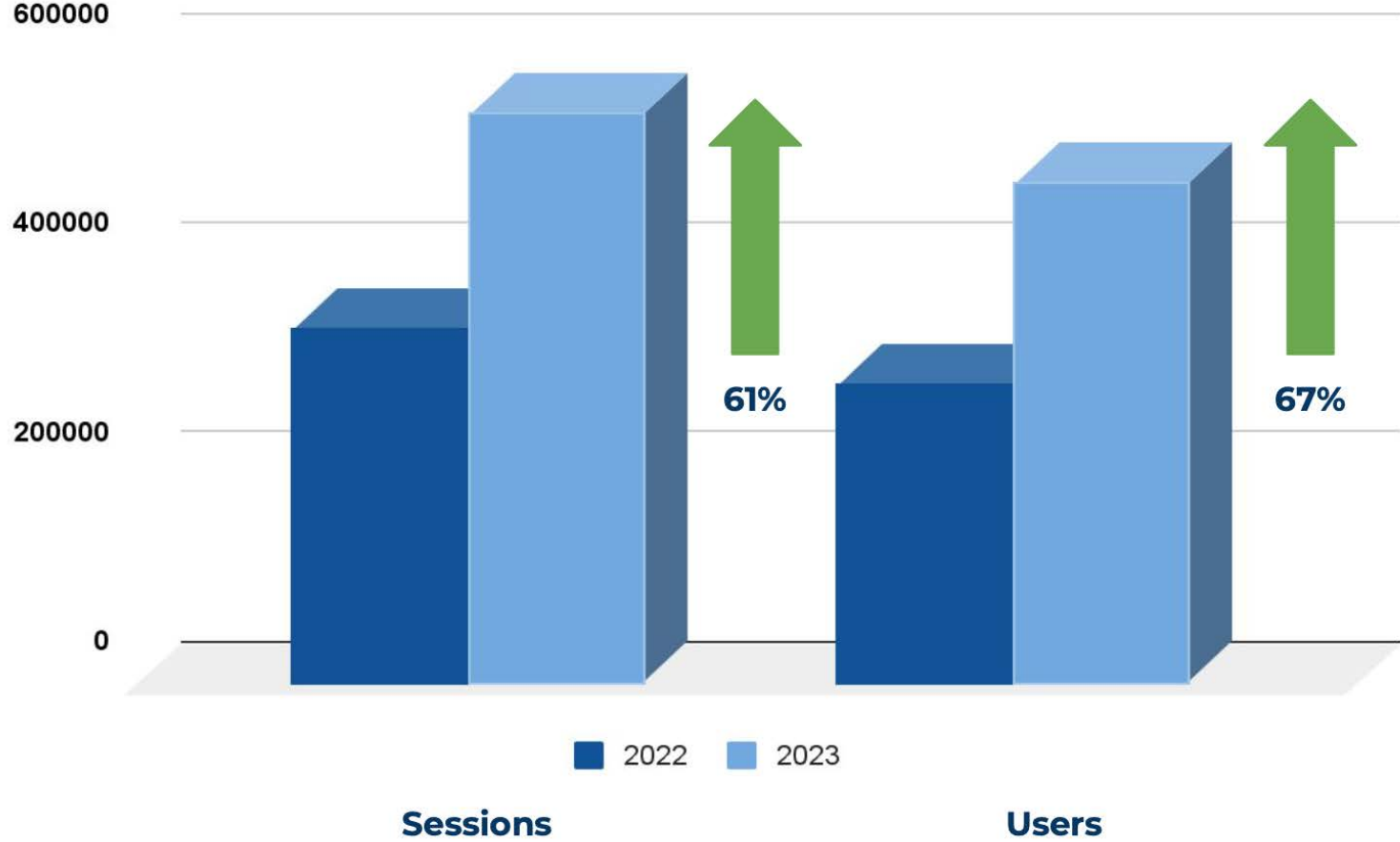
- Hosted by A-list actors Jason Bateman, Will Arnett, and Sean Hayes
- Reaches 1.5M+ listeners/episode



PANDORA PODCASTS

- Dynamic audio units and host-read spots airing across multiple series
 - Conan O'Brien Needs a Friend (7M+ downloads/month)
 - 99% Invisible (2M+ downloads/month)
 - Hidden Brain (5M+ downloads/month)

January/February: Website Performance



Site Sessions Increased
61% YOY

Site Users Increased
67% YOY

New Users Increased
6% YOY

January/February: Website Performance

Top 3 Sections (after home page)

Packages	+13% YOY
Attractions	+21% YOY
Things To-Do	+61% YOY

Top 5 Markets (DMA) for Site Traffic

New York, NY
Washington DC
Philadelphia
Atlanta (digital test market)
Boston/Manchester NH

Top 3 Site Traffic Channels

Organic Search	35% of site traffic
Display Advertising	25% of site traffic
Paid Search	20% of site traffic

January/February: *The WilliamsBLOG*

Strong interest across family, couples, attractions,
and history content.

600K
Sessions

↑ 16%
YOY

86%
New Users



**A Look into Williamsburg's
Current Excavations and
Recent Findings**

[READ MORE](#)



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

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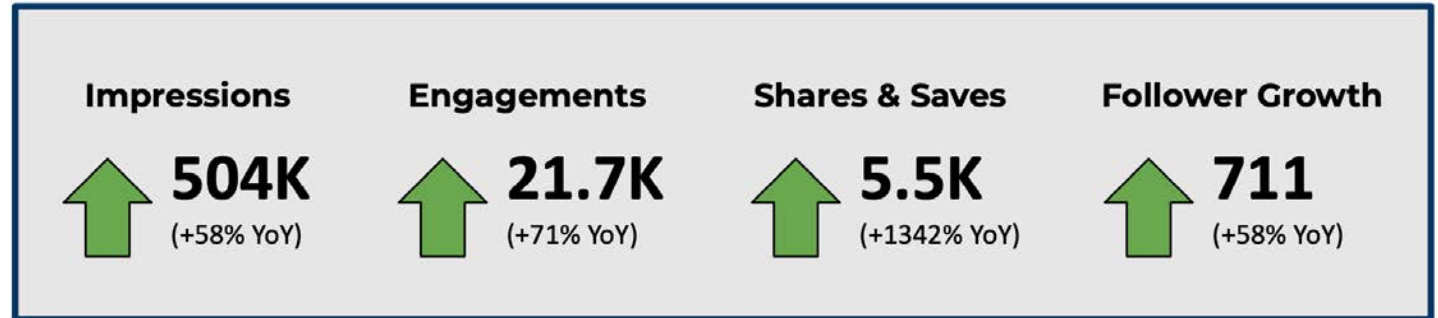
Page	Pageviews ▾
1. /blog/7-reasons-why-williamsburg-great-families	21,226
2. /blog/fall-love-bed-and-breakfasts-williamsburg-va	12,456
3. /blog/7-things-to-do-for-first-time-visitors-to-williamsburg	11,268
4. /blog/look-williamsburgs-current-excavations-and-recent-findings?yhd...	9,452
5. /blog/7-charming-date-ideas-williamsburg	9,086
6. /blog/15-ideas-long-weekend-getaway-your-kids	8,686
7. /blog/10-great-free-things-to-do-in-greater-williamsburg	8,422
8. /blog/must-see-places-williamsburg-local's-point-view	8,367
9. /blog/8-cozy-things-do-williamsburg	6,853
10. /blog/traveling-kids-family-friendly-getaway-williamsburg	4,036

January/February: Organic Social Media Performance



Feb. 8 video was the top-performing social post to-date.

157K Impressions
8.1K Engagements
5.3K Shares/Saves



Short-form video continues to dominate.

Generates tens of thousands of impressions that would not be realized with a static post.

Significant increase in shares and saves.

January/February: Influencer Marketing

803K+
Impressions

47K+
Engagements

86%
New Site Visitors



Anela Malik:
Black history,
foodie finds, water
activities, biking

[TikTok #1 / IG Reel](#)
[TikTok #2 / IG Reel](#)
[TikTok #3](#)
[TikTok #4](#)
[Blog Post](#)
[Instagram Stories](#)

Diana Blinkhorn:
Family-friendly
travel

[TikTok #1](#)
[TikTok #2](#)
[TikTok #3](#)

Emily Hoang:
Activates under
\$50,
brunch/coffee
shops, date night
ideas

[TikTok #1](#)
[TikTok #2](#)
[TikTok #3](#)

In addition, seven influencers were engaged to showcase the experiential OOH activations in Boston, NYC, and Washington, D.C. across Instagram and TikTok.



Public Relations

January/February 2023 Performance

January/February: Earned Media

Global Impressions

579.6 Million

22

Placements

*YoY 2022 – 95.2 Million Impressions & 8 Placements

Key Media Placements | January 1 – February 28, 2023

“10 Iconic Landmarks You Need to See When Visiting Virginia”

-Hannah Nathanson



“The Best Winter Destinations in the South”

-Paige Minds



“Old-World Charm, Carriage Rides, and Seafood: Why Williamsburg, Virginia Is the Perfect Winter

Getaway”

-Hayley Hutson



“Marketing efforts resulted in \$832 million in visitor spending in Williamsburg area last year”

-Sian Wilkerson



“21 Spring Break Travel Ideas for 2023”

-Holly Johnson





The Best Places To Travel With Kids When You're On A Budget

Date
2/22/2023 8:25:45 PM

(MENAFN- iCrowdNewsWire) Vacations can give you the opportunity to make beautiful memories with your kids while introducing them to new people and cultures. But vacations don't come cheap. Whether you have the cash to cover the cost of a vacation or plan to take out a personal loan, rest assured there are budget-friendly places your entire family will enjoy. Here is a roundup of some of the best places to travel with kids on a budget.

4. Williamsburg, Virginia

A visit to Williamsburg proves that history doesn't have to be boring. Even if you don't consider your kids history buffs, they'll have a blast learning about life in the 18th century and chatting with historical interpreters and actors clad in Revolutionary War-era costumes. You may also want to visit nearby Jamestown Settlement, the site of John Smith's Virginia colony, and travel to the Yorktown Battlefield and the American Revolution Museum at Yorktown to learn about the pivotal battle that resulted in the British surrender to the American colonists. Or spend a few days at Water County USA and Busch Gardens and save some money with combo admission tickets.



10 Best Places to Bike Through History

By Sharon Nolan
February 24, 2023

Colonial Parkway, Virginia



The Colonial Parkway is a 23-mile passage that links historic Yorktown, Williamsburg and Jamestown. You can visit Yorktown Battlefield, site of the last major battle of the Revolutionary War, exit to meander through Colonial Williamsburg's living history museums, and then finish up visiting Jamestown, the nation's first permanent settlement. The road is shared by vehicles, so this route is best for older teens and adults, and caution is advised at all times.



2 Virginia cities make Travel + Leisure's Best Cities in the US list

The state for lovers is sure to love that Travel + Leisure published its list of the "15 Best Cities in the United States," and Virginia had two cities on the list.

WASHINGTON — Two cities in Virginia made yet another best-of list, and we're sure residents are very proud.

In December, WUSA9 told you about three cities in the state where "Americans are happiest."

Now, the travel magazine Travel + Leisure has put two Virginia cities on another list for Virginians to brag about.

The other city on the list, Williamsburg, came in at No. 12.

History buffs see tremendous value in visiting this Southern destination. "Colonial Williamsburg is a wonderful attraction," wrote one voter. "Also very close to Jamestown Settlement and several sites from the Civil War. You can spend a lot of time in this area," according to the magazine.



The Most Romantic Weekend Getaway in Every State



Cotton candy-colored sunsets? Check. | [Visit Williamsburg](#)

Williamsburg
If cuddling up on a horse-drawn carriage ride through the cobblestone streets of a fairytale village that hasn't changed one iota since 1780 doesn't sound romantic to you, you obviously didn't obsess over American Girl dolls as a child. But even those numb to Felicity's whimsical charms would have a hard time resisting Williamsburg's undeniably idyllic landscape. Aside from wandering Colonial Williamsburg's open-air living history museum, there's nearby pastoral patches of wine country to explore, boutique hotels with wood-burning fireplaces to hole up by, nature trails and city squares to peruse, gourmet candlelit meals to devour, and world-class spas for that romantic couples massage. There's no better place to find out if Virginia is, in fact, for lovers. -MB



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Save the Date

Visit Williamsburg is coming to the Big Apple! Join us at The Golf Club at Chelsea Piers.

▼

Pier 59, New York City
Wednesday, April 19, 2023 | 12:00 p.m. to 2:00 p.m.
Formal invitation to follow

Welcome to Williamsburg's golf scene. With 12 courses, the region offers world-class golf designed by top architects. Williamsburg's offerings are decidedly different from any other golf destination.



Sales

January/February 2023 Performance

January/February: Shows and Events

American Bus Association
Feb 2 · 🌐

#ABADetroit Sponsor Post: Come by Booth #731 at #ABAMarketplace. Groups can immerse themselves in the diverse range of activities at **Visit Williamsburg's** celebrated attractions like Jamestown Settlement, Historic Jamestowne, the American Revolution Museum at Yorktown, Colonial Williamsburg, US Ghost Tours, and Great Wolf Lodge. visitwilliamsburg.com



Write a comment... 📷 GIF @ 😊

Student and Youth Travel Association Summit
January 15 – 20, 2023 -- Los Angeles, California

Religious Conference Management Association – Emerge
January 24 – 26, 2023 -- Chattanooga, Tennessee

American Bus Association
February 3 – 8, 2023 -- Detroit, Michigan



January/February: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
01/12/2023	Virginia Department of Health	825
01/12/2023	Mothers Who Have Lost Children	84
01/12/2023	IMN Solutions – Master Account	230
01/18/2023	McGrath Marketing	620
01/18/2023	USA Triathlon	1450
01/19/2023	Circus Magic Convention	90
01/21/2023	Virginia Housing Development Authority	34
01/26/2023	Commonwealth of Virginia Department of Health	625
02/02/2023	United Flag Football League – Summer Nationals	1510
02/09/2023	Model T Ford Club of America	725
02/09/2023	New England Coach, Inc.	150
02/09/2023	Jefferson Tours and Charters	40
02/09/2023	Worldstrides – Charlottesville, Education #1	22
02/09/2023	Worldstrides – Charlottesville, Education #2	13

January/February: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
02/09/2023	Worldstrides – Charlottesville, Performance Group	110
02/16/2023	Kennedy Family Reunion	24
2/24/2023	Rill's Bus Service	90
2/24/2023	East Carteret High School Marching Band	35
3/2/2023	Boone and Crockett Club Annual Meeting	365

January/February: Client Events/Site Visits

Collette Tours Site Visit

January 23, 2023

Client Dinner (@ABA)

February 6, 2023

January/February: Definite Bookings

DATE	DEFINITE BOOKING	PROPERTY	ROOM NIGHTS
2/16 – 2/18/23	King Kat Tournament	Clarion Hotel	75
2/17 – 2/19/23	Virginia Association of Emergency Room Physicians	Williamsburg Lodge	155
3/17 – 3/21/23	Saint John's School	Woodlands Hotel	35
3/24 – 3/28/23	La Merced School	Comfort Inn Gateway	39
4/28 – 5/1/23	Mid Atlantic Receptive Services	Holiday Inn	25
5/12/23	Fullington Trailways	Fairfield by Marriott	16
6/2 – 6/4/23	Triple Crown	Hilton Garden Inn, Doubletree, Holiday Inn, Fairfield	112
7/6 – 7/9/23	Firecracker Sports	Homewood Suites	45
7/6 – 7/9/23	Firecracker Sports	Comfort Inn Gateway	60
7/6 – 7/9/23	Firecracker Sports	Holiday Inn Express	60
7/6 – 7/9/23	Firecracker Sports	Embassy Suites	180
7/6 – 7/9/23	Firecracker Sports	Hilton Garden Inn	95

January/February: Definite Bookings

DATE	DEFINITE BOOKING	PROPERTY	ROOM NIGHTS
7/6 – 7/9/23	Firecracker Sports	Woodlands Hotel	225
7/15 – 7/20/23	IMN Solutions	Kingsmill Resort	230
11/9 – 11/12/23	Zeta Phi Beta Sorority, Inc.	Double Tree Hilton	250

Upcoming Shows/Events

DATE	UPCOMING SHOWS	LOCATION
4/3 – 4/5/2023	African American Travel Conference (D. E. I.)	Cleveland, Ohio
4/11 – 4/13/2023	Connect Spring Market Place (D. E. I.)	Las Vegas, Nevada
4/17 – 4/20/2023	S. T. S. Domestic Showcase (Group Tour)	Huntsville, Alabama
4/23 – 4/25/2023	Smart Meetings National (MICE/Association/Corporate)	Virginia Beach, Virginia
5/7 – 5/9/2023	V. S. A. E. (Association)	Hampton, Virginia
5/10 – 5/12/2023	Small Market Meetings Summit (MICE/Corporate/S. M. E. R. F.)	Fort Worth, Texas
5/20 – 5/24/2023	I. P. W. (International)	San Antonio, Texas

Coraggio Group

Strategic Planning, Vision/Mission/Values, Team Building

Old & New Business

Adjourn

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