

Williamsburg Tourism Council

Tuesday, May 16, 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

American Bus Association (ABA) Briefing

Peter Pantuso, President and CEO

American Bus Association

Based in Washington, D.C.

3,000+ members

Motorcoach, Tour, Travel, Associate Suppliers

Government Affairs, Communications, Meetings,
Education, Training, Compliance, Publishing and
Newsletters, Member Services, Specialty Councils

Motorcoach Industry 2020 to TODAY

2020 – Down 85%

2021 – Down 60%

2022 – Down 30%

2023 – Down 20%

Today feels “Normal” for many

Full Recovery – **The “New Normal” - 2024**

Industry Outlook

Recovery continues to be mixed

2023 Spring **Demand** VERY Strong – Much more demand than 2020 and 2021, 2022 but less than 2019

Supply is down – 30 percent of motorcoach companies are gone, and maybe as many tour companies

Costs are up (fuel, insurance, parts, vehicles, drivers, etc.)

Rates are up.....impacting travel choices

Economy and Travel

People are traveling in record numbers in 2023

- The highest rate of travel since 2019, domestic and inbound.
- U.S. travel is strong, driven by changed vaccine policies, uncertain economy and uncertainty around the world.

Trends

- Niche' Markets
- Shorter trips leading to longer ones
- A La Carte

*Value proposition of group/coach travel
MUST be obvious*

New Industry

Customer Expectations - **HIGH**

Safety First – Safe Transportation AND Clean

Instilling customer confidence is key!

Popular Destination Shifts – away from Tier 1 to Tier 2 and 3 including beaches, mountains, national parks, historical sites

Events

**ABA's 2024 Marketplace
January 13-16**



**The industry's the most comprehensive
motorcoach, tour and travel show!
Registration opens June 7**

American Bus Association

Thank you

Pete Pantuso

202-218-7229

ppantuso@buses.org

Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

March 21, 2023

Vote

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Colonial Williamsburg Foundation
City of Williamsburg

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Chair Report

Treasurer's Report

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

FY23 Budget Amendment

FY24 Budget Recommendation

March Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	938,299	895,845	42,454
\$1 Transient Tax	105,540	94,271	11,269
Maintenance of Effort Funds	24,634	37,350	(12,716)
ARPA Grants	5,750	0	5,750
Other	7,683	2,500	5,183
Total Revenue	1,081,906	1,029,966	51,940
EXPENSES			
Destination Marketing	1,913,707	1,742,183	(171,524)
Other Sales & Marketing	26,424	46,437	20,013
Product Development	0	0	0
Labor & Benefits	106,469	141,490	35,021
Admin	45,416	25,297	(20,119)
Total Expenses	2,092,017	1,955,407	(136,610)
Net Revenue Expense by Month	(1,010,110)	(925,441)	(84,669)

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)	11,033,186	11,026,059	7,127
\$1 Transient Tax	1,230,116	1,253,324	(23,208)
Maintenance of Effort Funds	101,966	100,650	1,316
ARPA Grants	254,841	0	254,841
Other	72,676	24,500	48,176
Total Revenue	12,692,785	12,404,533	288,252
EXPENSES			
Destination Marketing	10,308,726	9,468,272	(840,454)
Other Sales & Marketing	358,950	460,169	101,220
Product Development	5,195,710	0	(5,195,710)
Labor & Benefits	761,944	1,166,264	404,320
Admin	294,807	317,389	22,582
Total Expenses	16,920,137	11,412,094	(5,508,043)
Net Revenue Expense by Month	(4,227,351)	992,439	(5,219,790)
Net Position - Beginning of Year	10,677,798	10,677,798	0
Net Position - Current YTD	6,450,447	11,670,237	(5,219,790)

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

March Cash on Hand

Operating Cash

Cash Balances	Jan-23		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,960	\$ 510,000	\$ (40)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 8,118,240	\$ 7,707,644	\$ 410,596
Total Cash on Hand	\$ 8,879,203	\$ 8,467,644	\$ 411,559

Feb-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,966	\$ 510,000	\$ (34)
\$ 1,000	\$ -	\$ 1,000
\$ 8,517,708	\$ 8,049,093	\$ 468,615
\$ 9,278,677	\$ 8,809,093	\$ 469,584

Mar-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,973	\$ 510,000	\$ (27)
\$ 1,000	\$ -	\$ 1,000
\$ 7,701,234	\$ 7,086,302	\$ 614,932
\$ 8,462,209	\$ 7,846,302	\$ 615,907

Key Sources of Funds	Jan-23		
	Actual	Budget	Variance
State Disbursement	\$ 1,297,937	\$ 1,358,794	\$ (60,857)
Total Gov't Sources	\$ 1,297,937	\$ 1,358,794	\$ (60,857)

Feb-23		
Actual	Budget	Variance
\$ 1,619,659	\$ 1,642,891	\$ (23,232)
\$ 1,619,659	\$ 1,642,891	\$ (23,232)

Mar-23		
Actual	Budget	Variance
\$ 1,043,839	\$ 990,116	\$ 53,723
\$ 1,043,839	\$ 990,116	\$ 53,723

Interest Earned:			
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 1	\$ -	\$ 1
Ches Bank Checking	\$ 6,740	\$ 3,500	\$ 3,240
Total Interest Earned	\$ 6,747	\$ 3,500	\$ 3,247

\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ -	\$ -	\$ -
\$ 6,259	\$ 3,500	\$ 2,759
\$ 6,265	\$ 3,500	\$ 2,765

\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ -	\$ -	\$ -
\$ 7,676	\$ 2,500	\$ 5,176
\$ 7,683	\$ 2,500	\$ 5,183

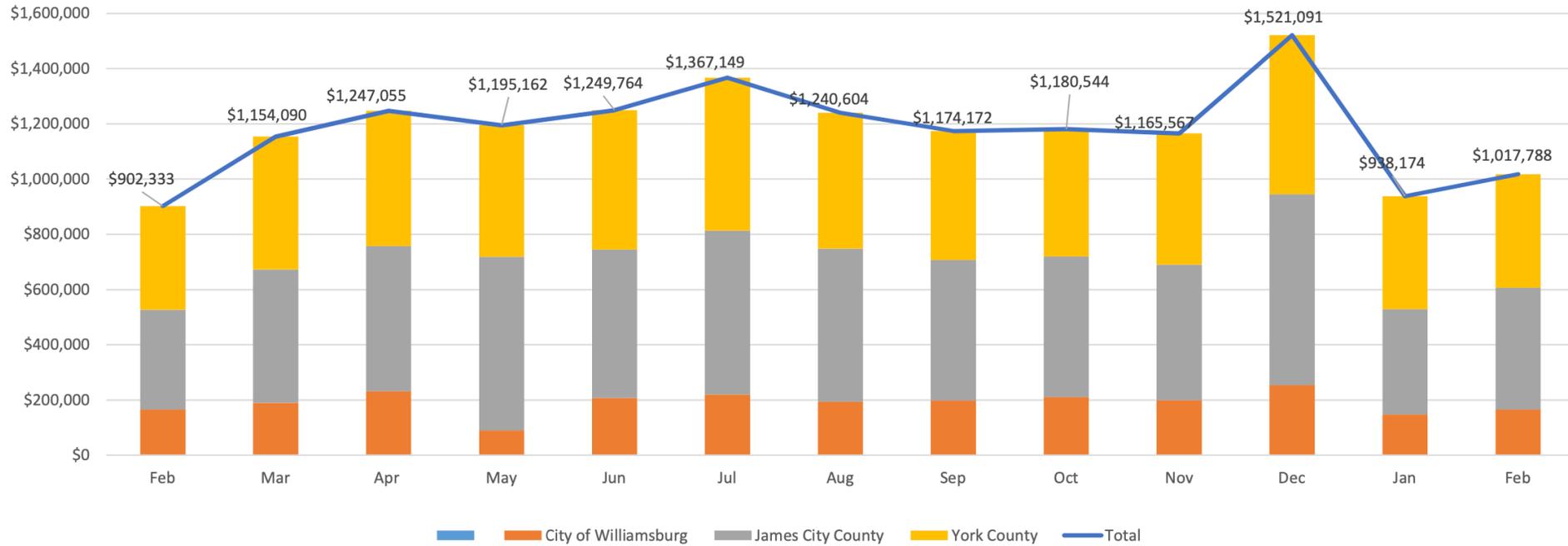
Product Development Reserves

Cash Balances	Jan-23		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ -	\$ 5,164,280	\$ (5,164,280)
Total Cash on Hand	\$ -	\$ 5,164,280	\$ (5,164,280)

Feb-23		
Actual	Budget	Variance
\$ -	\$ 5,165,380	\$ (5,165,380)
\$ -	\$ 5,165,380	\$ (5,165,380)

Mar-23		
Actual	Budget	Variance
\$ -	\$ 5,166,480	\$ (5,166,480)
\$ -	\$ 5,166,480	\$ (5,166,480)

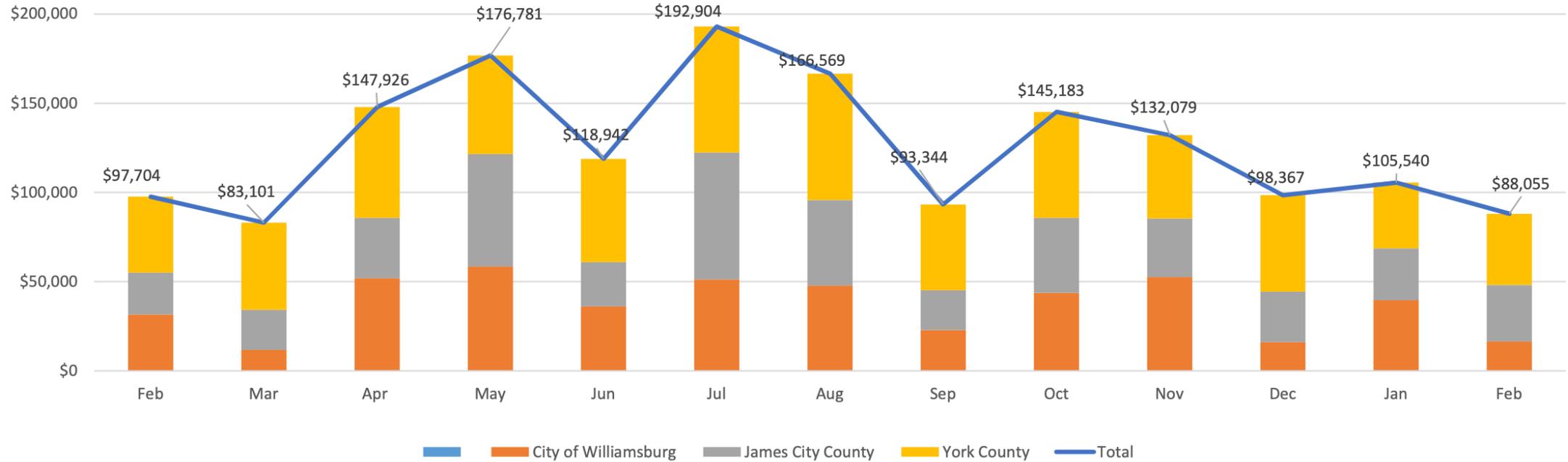
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$189,651	\$231,784	\$90,027	\$207,491	\$220,587	\$193,545	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$2,309,024
James City County	\$481,969	\$525,667	\$629,207	\$537,213	\$592,409	\$554,137	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$6,342,180
York County	\$482,470	\$489,605	\$475,929	\$505,060	\$554,153	\$492,921	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$5,799,956
Total	\$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	\$938,174	\$1,017,788	\$14,451,160
Calendar YTD Total													\$1,955,962
FY2021 / 2022	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$178,712	\$184,092	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$131,465	\$165,912	\$2,129,212
James City County	\$435,892	\$470,743	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$350,997	\$360,658	\$5,967,666
York County	\$449,488	\$478,979	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$371,471	\$375,763	\$5,515,964
Total	\$1,064,092	\$1,133,814	\$1,075,440	\$1,256,039	\$1,294,648	\$1,069,000	\$1,175,432	\$1,138,030	\$1,054,706	\$1,454,684	\$853,933	\$902,333	\$13,472,151
Calendar YTD Total													\$1,756,266

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$11,790	\$52,009	\$58,379	\$36,281	\$51,383	\$47,851	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$449,385
James City County	\$22,353	\$33,659	\$63,164	\$24,694	\$70,889	\$47,765	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$448,203
York County	\$48,958	\$62,258	\$55,238	\$57,967	\$70,632	\$70,953	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$651,212
Total	\$83,101	\$147,926	\$176,781	\$118,942	\$192,904	\$166,569	\$93,344	\$145,183	\$132,088	\$98,367	\$105,540	\$88,055	\$1,548,800
Calendar YTD Total													\$193,595
FY2021 / 2022	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$9,439	\$22,923	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$30,655	\$31,478	\$440,882
James City County	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$28,881	\$23,543	\$442,260
York County	\$37,132	\$52,932	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$33,590	\$42,683	\$597,000
Total	\$79,344	\$117,877	\$143,049	\$139,071	\$137,149	\$196,053	\$92,229	\$165,601	\$103,571	\$115,368	\$93,126	\$97,704	\$1,480,142
Calendar YTD Total													\$190,830

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

Budget

FY23 Budget Amendment

FY24 Budget Recommendation

Cash Position Forecast
Feb 1, 2023 to June 30, 2023

Bank Accounts	Jan 31 2023
Chesapeake Bank WTC Operating Acct	8,119,240
Chesapeake Bank WTC Money Market	0
BB&T WTC Reserve Checking	250,000
BB&T WTC Investment Fund	509,960
Total Cash On Hand	8,879,200
Open Checks (Issued not Cashed)	(1,460,585)
Forecast Balance: February 1, 2023	7,418,615

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Feb-23	7,418,615	(479,488)	6,939,127
Mar-23		(991,450)	5,947,677
Apr-23		(1,371,387)	4,576,291
May-23		(662,787)	3,913,504
Jun-23		(414,397)	3,499,107
Open Checks - June 30		1,475,000	
Balance June 30, 2023	7,418,615	(2,444,508)	4,974,107

NOTE: Actual cash balances as of Jan 31, 2023 used in analysis

	FY 2023 Budget	FY23 Budget Amendments	FY 2023 Adj Budget	FY 2023 Forecast	FY 2024 Budget	Net Change
Revenues						
Sales Tax (58.1-603.2)	13,696,116		13,696,116	14,136,039	14,200,286	64,247
Net Localities	126,600		126,600	126,600	126,600	(0)
ARPA		250,000	250,000	249,091	-	(249,091)
Transient Occupancy Tax	1,442,100		1,442,100	1,494,233	1,494,233	0
Other	33,000		33,000	80,241	39,881	(40,360)
Total Revenue	15,297,816	250,000	15,547,816	16,086,204	15,861,000	(225,204)
Marketing Communications						
Advertising Agency Contract	14,052,796	205,000	14,257,796	14,952,120	14,500,000	452,120
Mail House Contract	57,000		57,000	14,268	50,000	35,732
Public Relations Contract	250,200		250,200	250,200	250,000	(200)
	14,359,996	205,000	14,564,996	15,216,588	14,800,000	487,652
Market Research						
Research / SMARInsight	220,000		220,000	202,950	220,000	17,050
	220,000	-	220,000	202,950	220,000	17,050
Sales						
Bus Development / Coop Mrkt	338,002	45,000	383,002	335,135	334,580	(555)
Trade Shows / Sales Events	212,533		212,533	215,400	315,420	100,020
	550,535	45,000	595,535	550,535	650,000	99,465
Product Development						
Product Development	-	5,200,000	5,200,000	5,195,710	-	(5,195,710)
	-	5,200,000	5,200,000	5,195,710	-	(5,195,710)
Administrative Overhead						
Employee Expenses	1,617,272		1,617,272	1,219,175	1,699,050	479,875
Administrative Services	249,431		249,431	245,686	333,949	88,262
Strategic Development	30,000		30,000	13,559	6,900	(6,659)
Rent/Organization Support	100,763		100,763	100,763	120,863	20,100
	1,997,466	-	1,997,466	1,579,183	2,160,761	581,578
Total Expenses	17,127,997	5,450,000	22,577,997	22,744,966	17,830,761	(4,009,965)
Net Position	(1,830,181)	(5,200,000)	(7,030,181)	(6,658,761)	(1,969,761)	3,784,760

Bank Balance Forecast		July 1 2023
Chesapeake Bank	WTC Operating Acct	4,226,098
Chesapeake Bank	WTC Money Market	0
BB&T	WTC Reserve Checking	250,000
BB&T	WTC Investment Fund	510,000
Total Cash On Hand		4,986,098
Forecast Balance: July 1, 2024		4,986,098

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jul-23	4,986,098	(52,874)	4,933,224
Aug-23		32,358	4,965,582
Sep-23		235,042	5,200,624
Oct-23		228,744	5,429,369
Nov-23		127,116	5,556,484
Dec-23		133,745	5,690,229
Jan-24		(255,489)	5,434,740
Feb-24		(92,287)	5,342,453
Mar-24		(861,032)	4,481,421
Apr-24		(816,847)	3,664,574
May-24		(353,880)	3,310,694
Jun-24		(294,358)	3,016,336
Full Year	4,986,098	(1,969,761)	3,016,336

FY23 Budget Amendment

Vote

James City County
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City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
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FY24 Budget Recommendation

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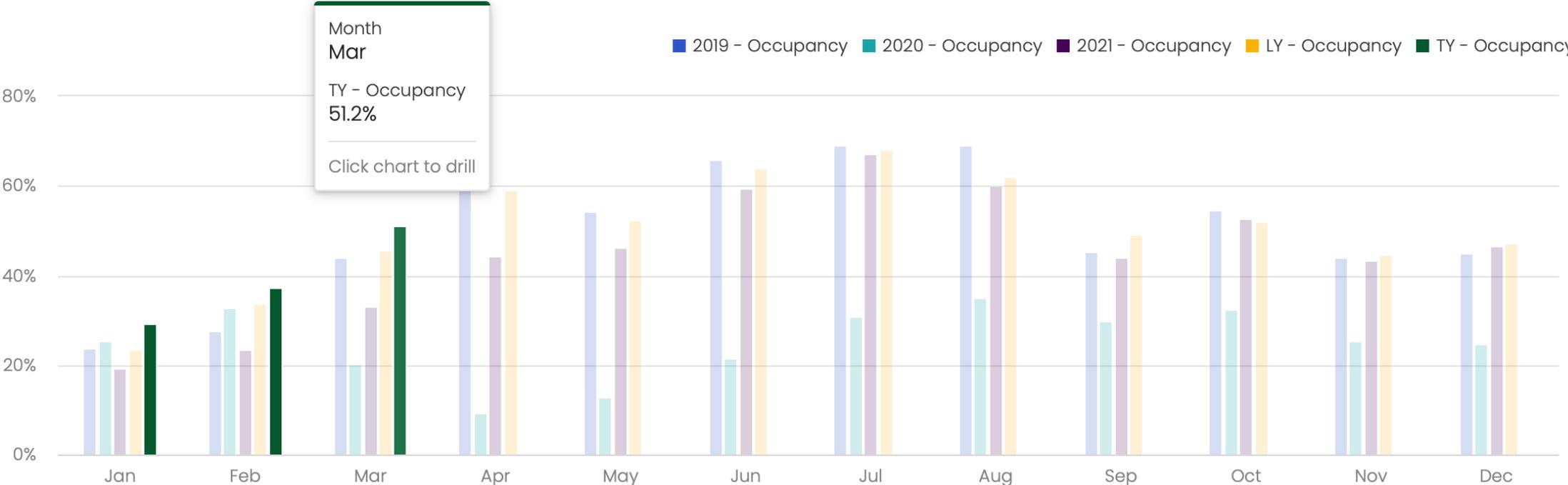
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Executive Director and CEO Report

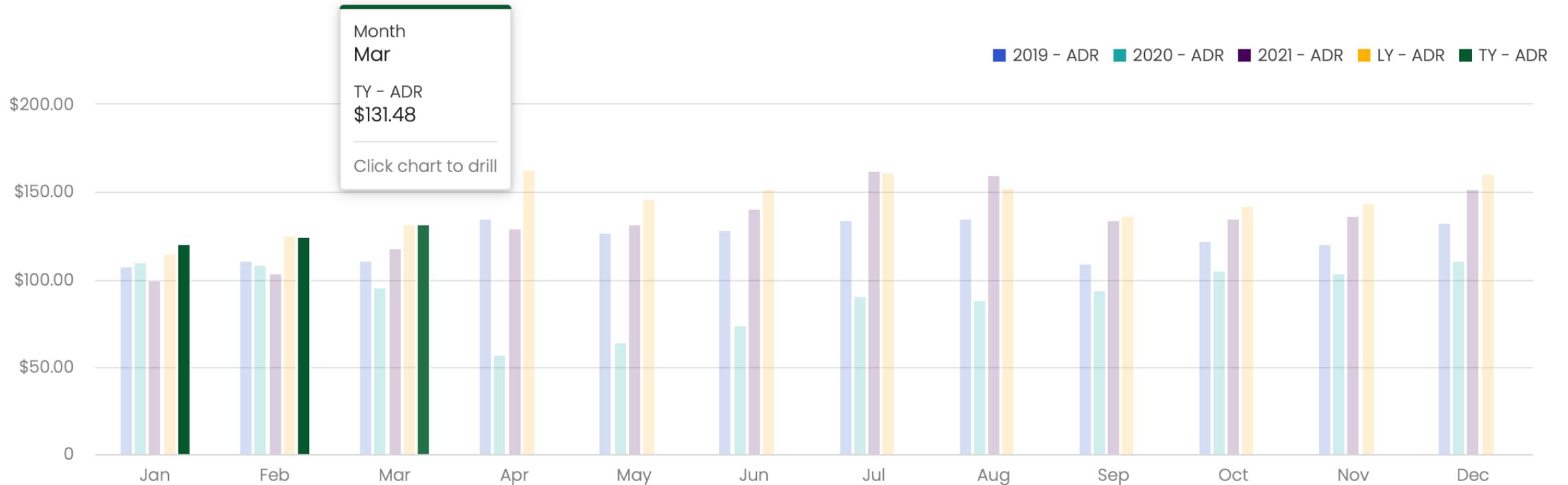
Key Performance Indicators

Marketing/Public Relations/Sales

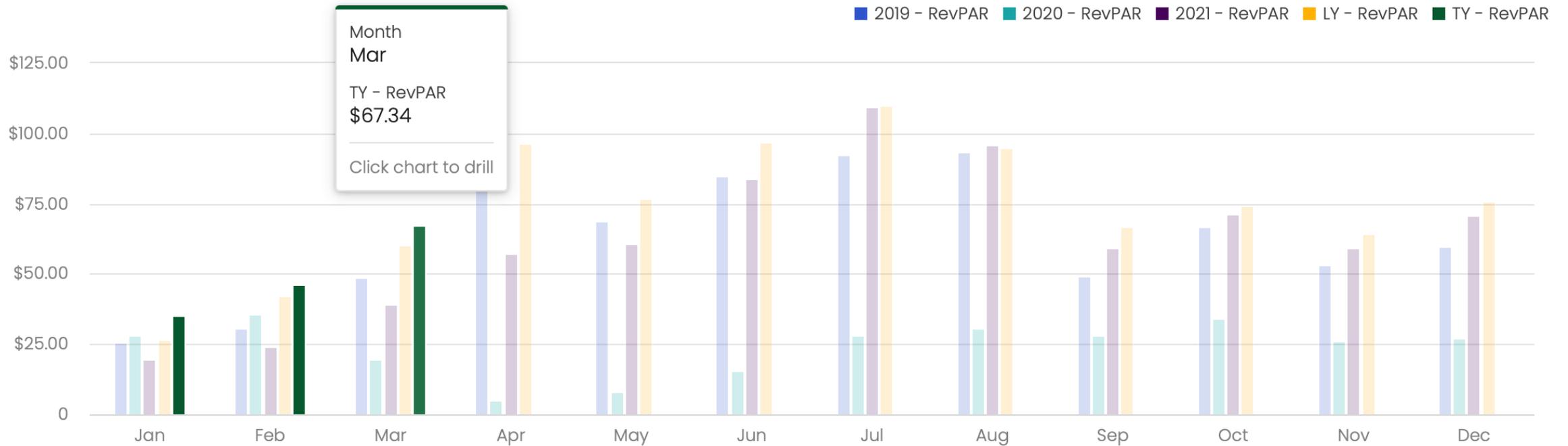
STR: Occupancy



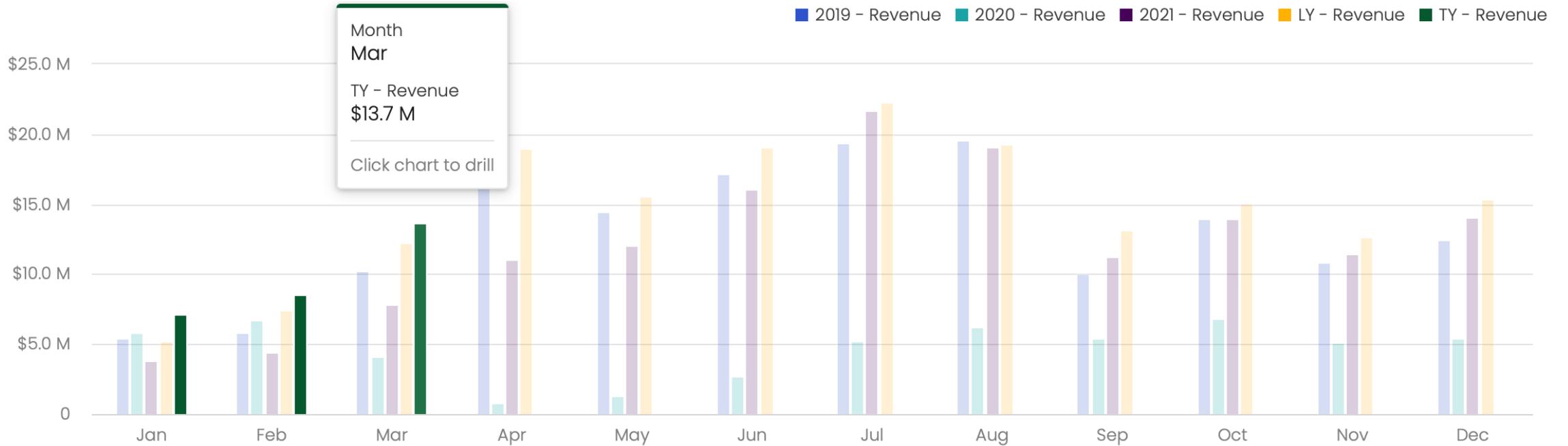
STR: Average Daily Rate



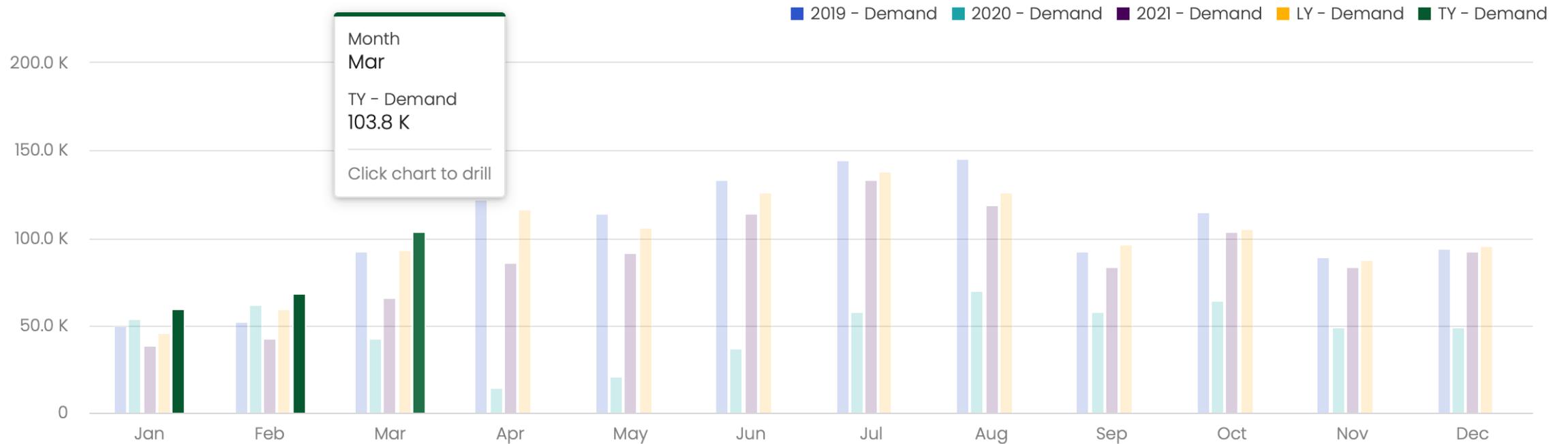
STR: RevPAR



STR: Revenue



STR: Demand (Rooms Sold)



STR: Q1 Comparison to 2019

YTD Occupancy

39.4%

YTD ADR

\$126.55

YTD RevPAR

\$49.81

YTD 2019 Occupancy

31.9%

YTD 2019 ADR

\$109.98

YTD 2019 RevPAR

\$35.13

Occ % Point Change YTD from 2019

+7.4%

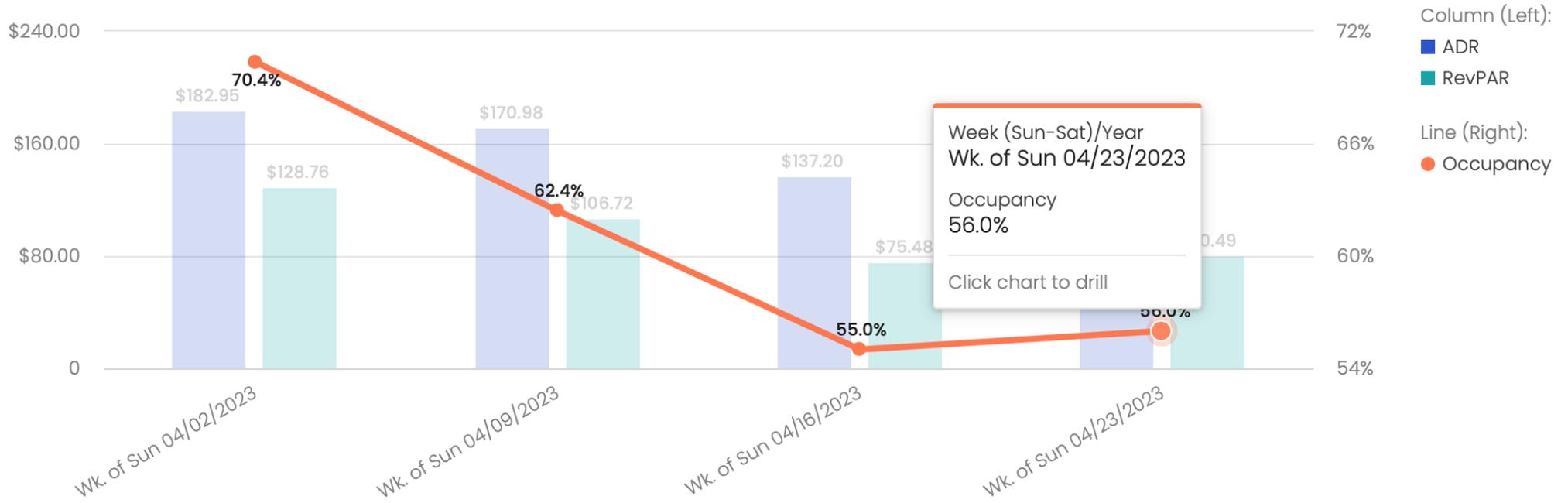
ADR % Change YTD from 2019

+15.1%

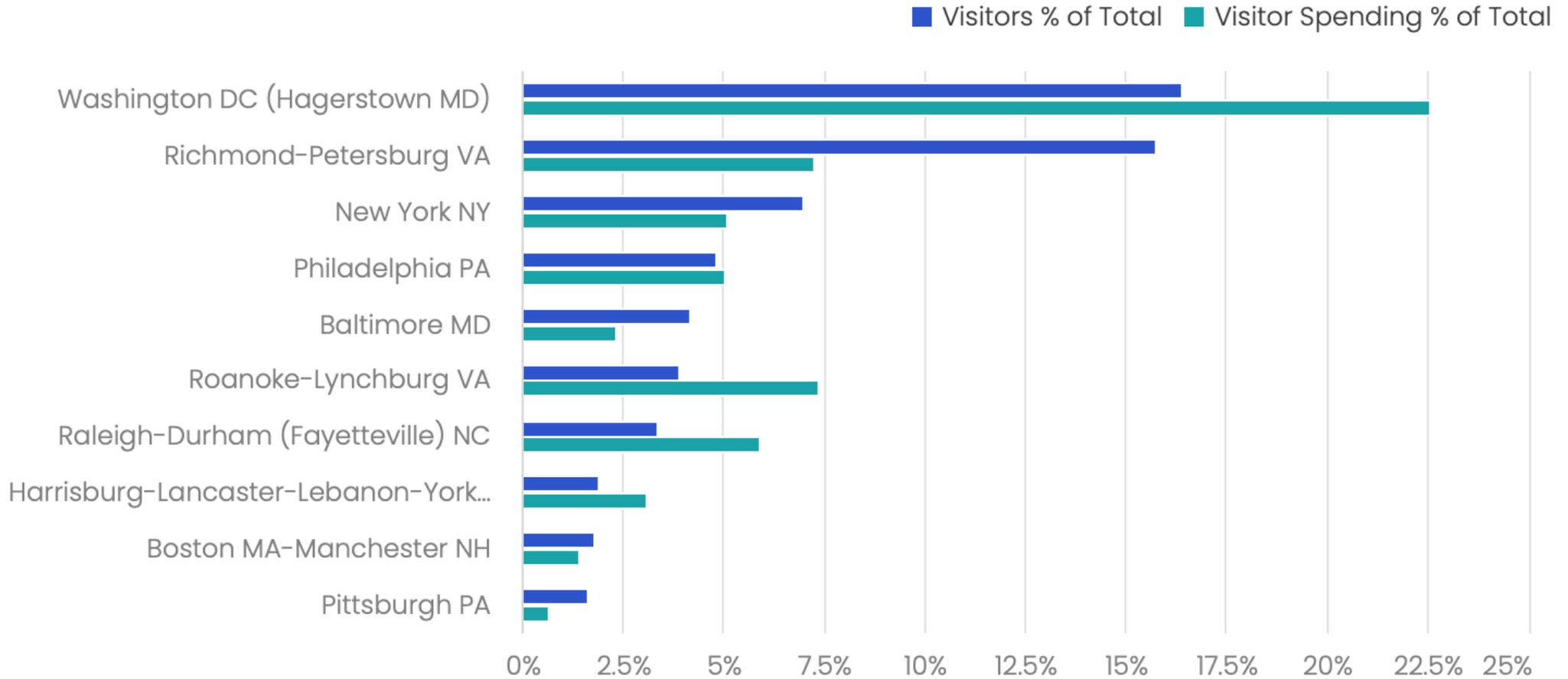
RevPAR % Change YTD from 2019

+41.8%

April's Estimated Hotel Performance

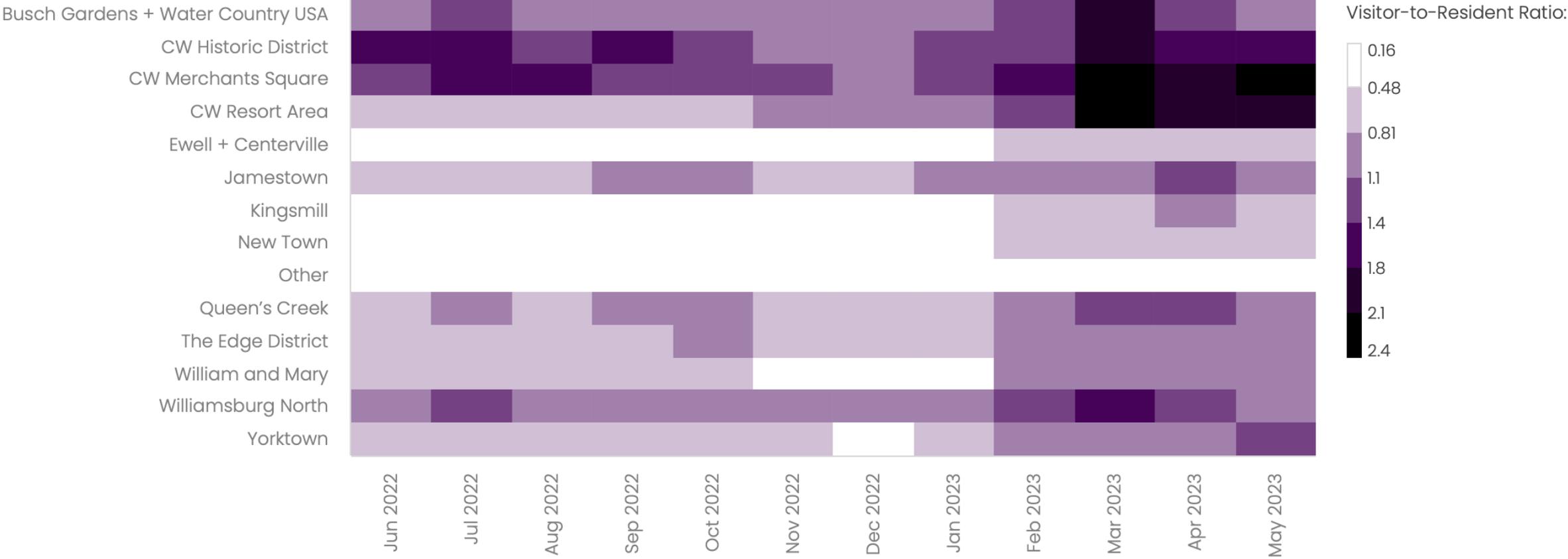


Top Origin Markets



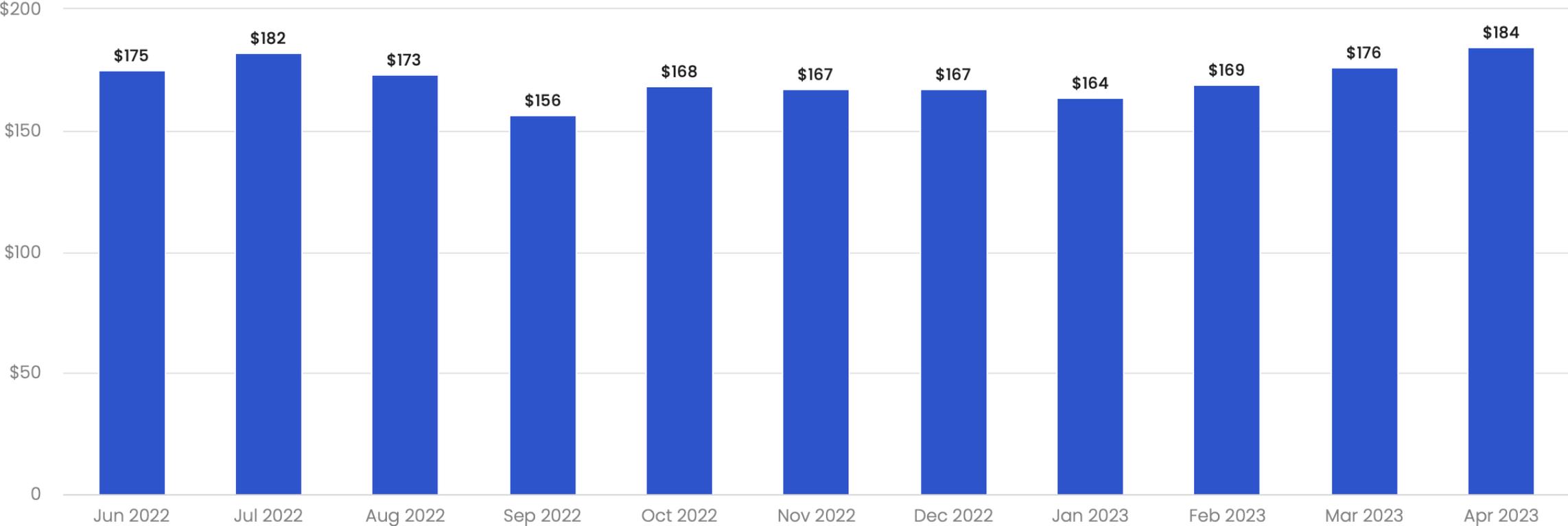
*Source: Near and Affinity

Visitor-to-Resident Ratio



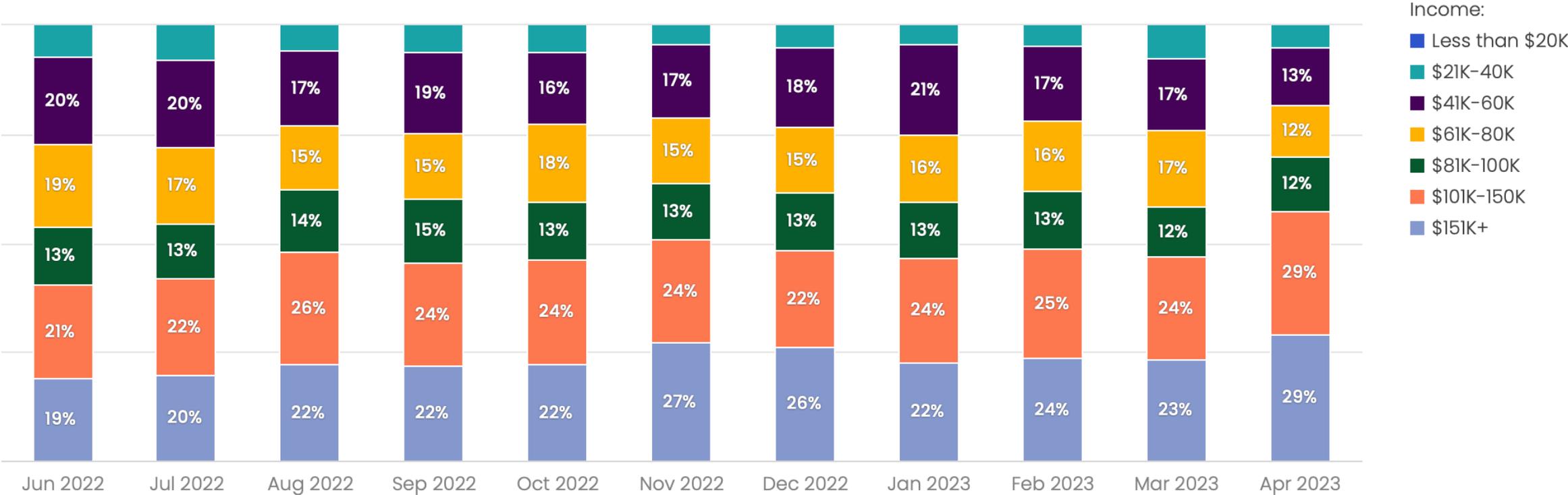
*Source: Near

Average Visitor Spend Per Month



*Source: Affinity

Visitor Demographic: Household Income



*Source: Affinity

Marketing

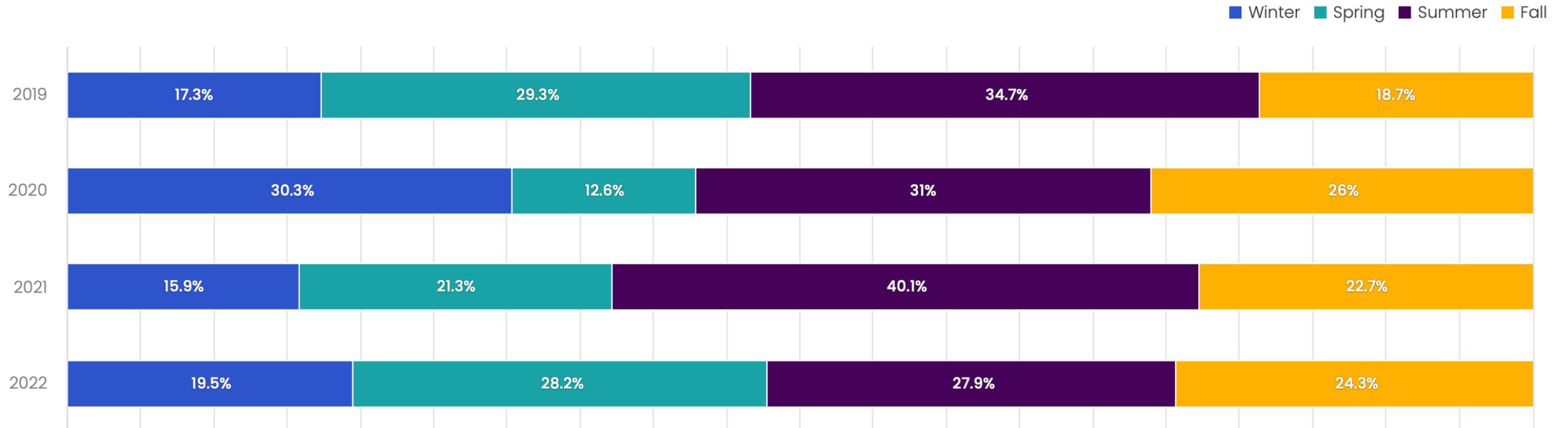
January/February 2023 Performance

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>

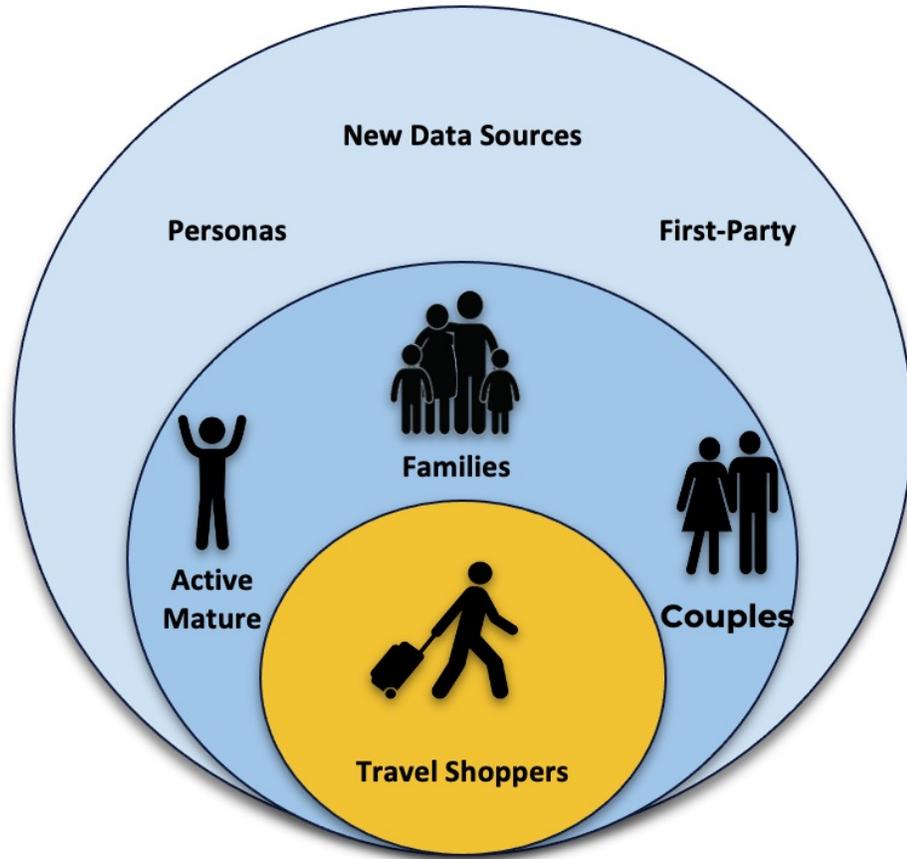
MARKET STRATEGY

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>

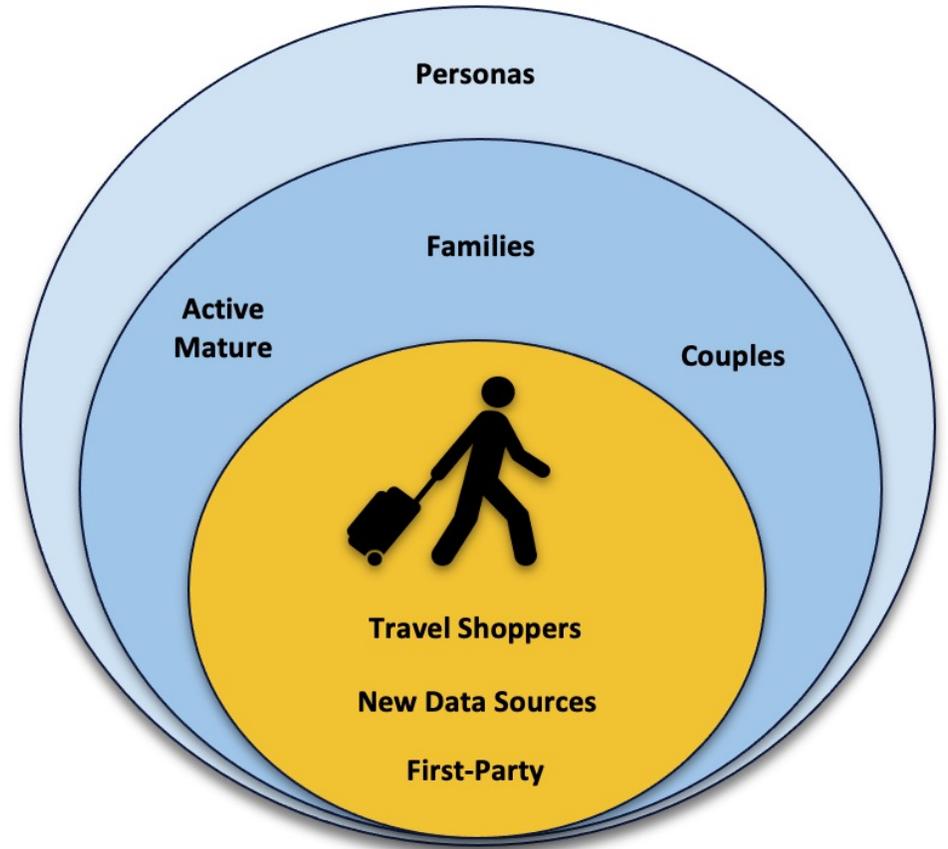
AUDIENCE

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

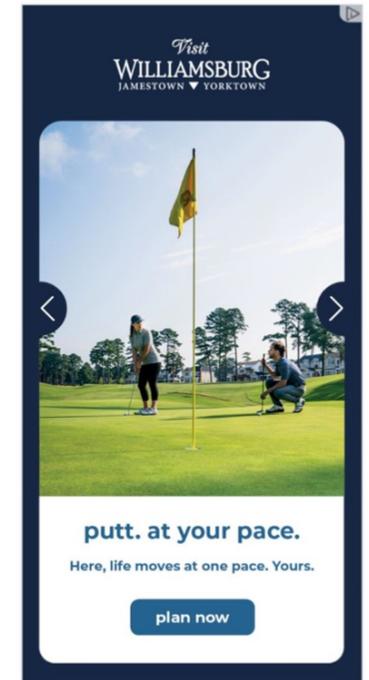
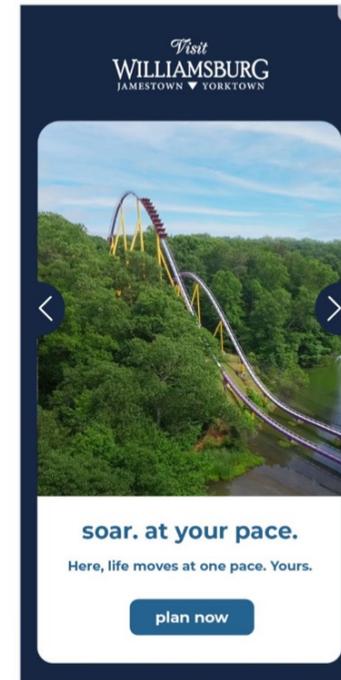
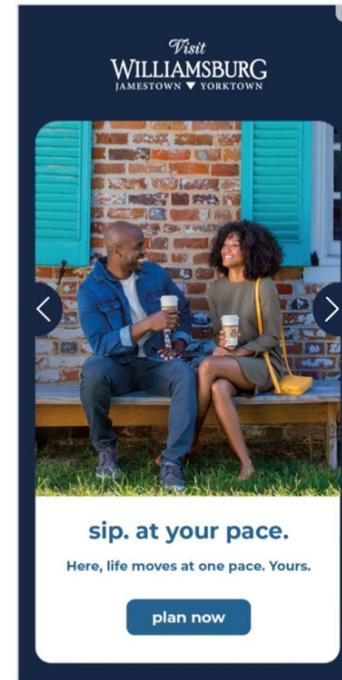
2022



2023



March/April: Sample Digital Creative



March/April: Out-of-Home Creative



Street-level, transit, and wallscape placements

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

YTD (Q1): Digital Advertising Performance

2023 digital media is driving more site traffic and overnight bookings YOY

50,000+

hotel searches by audience

39,700+

flight searches by audience

↑ 45%

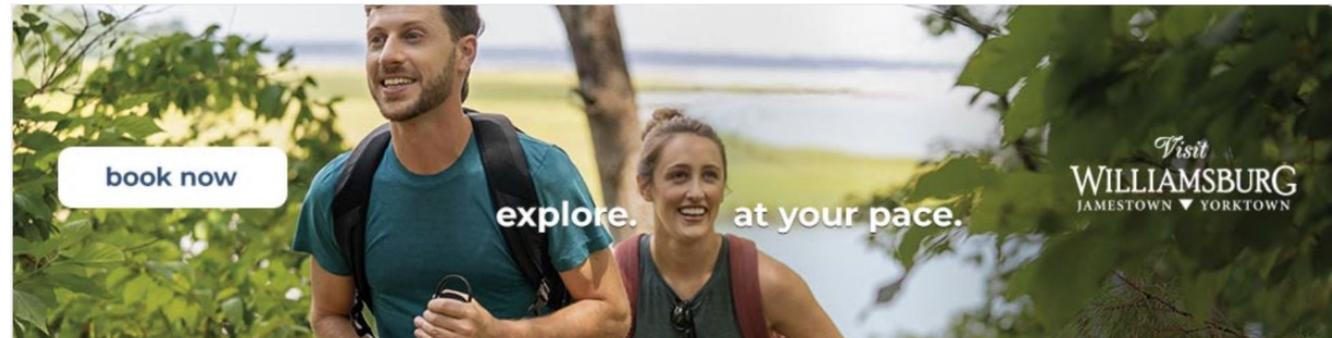
Site sessions from paid digital channels

↑ 10%

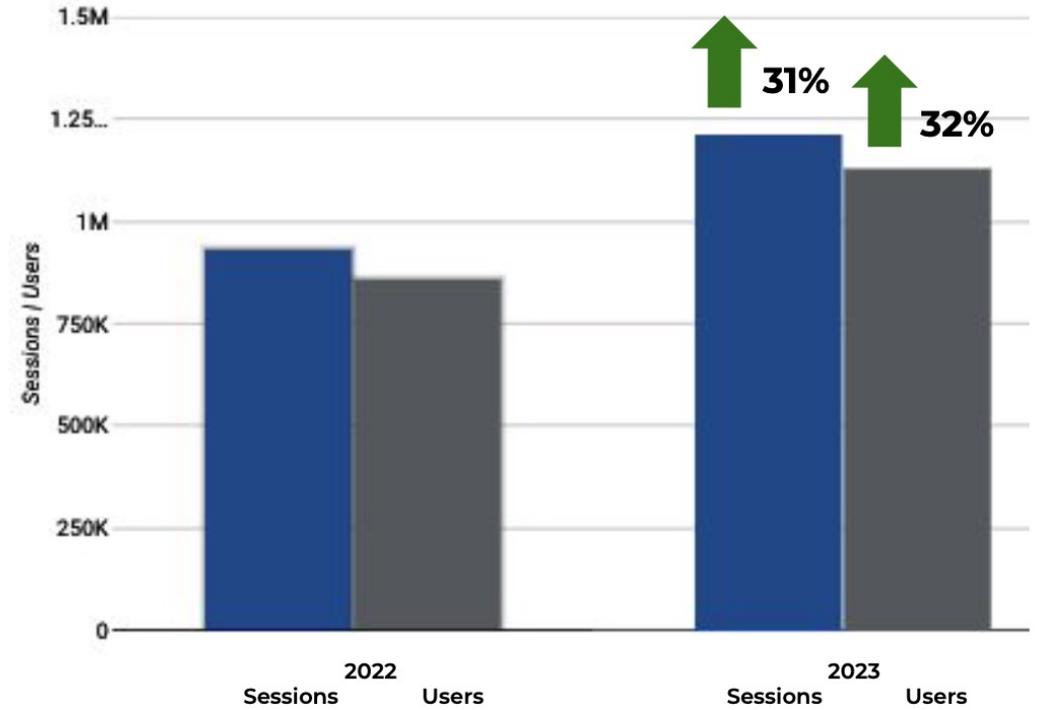
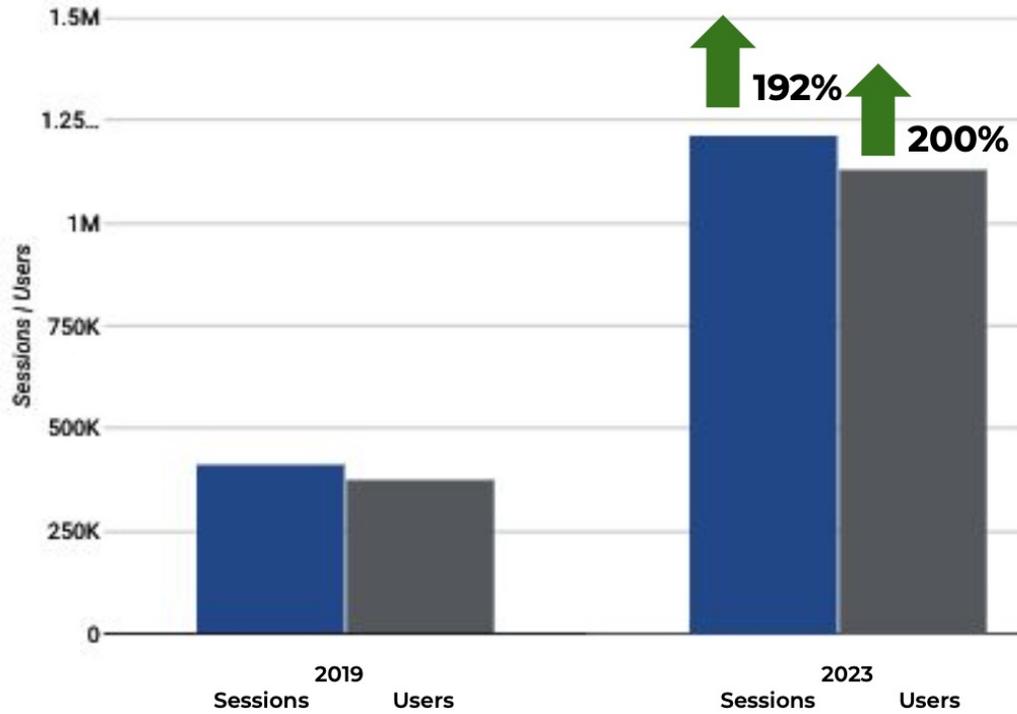
Online hotel bookings through March*

↑ 17%

Site users from The WilliamsBLOG

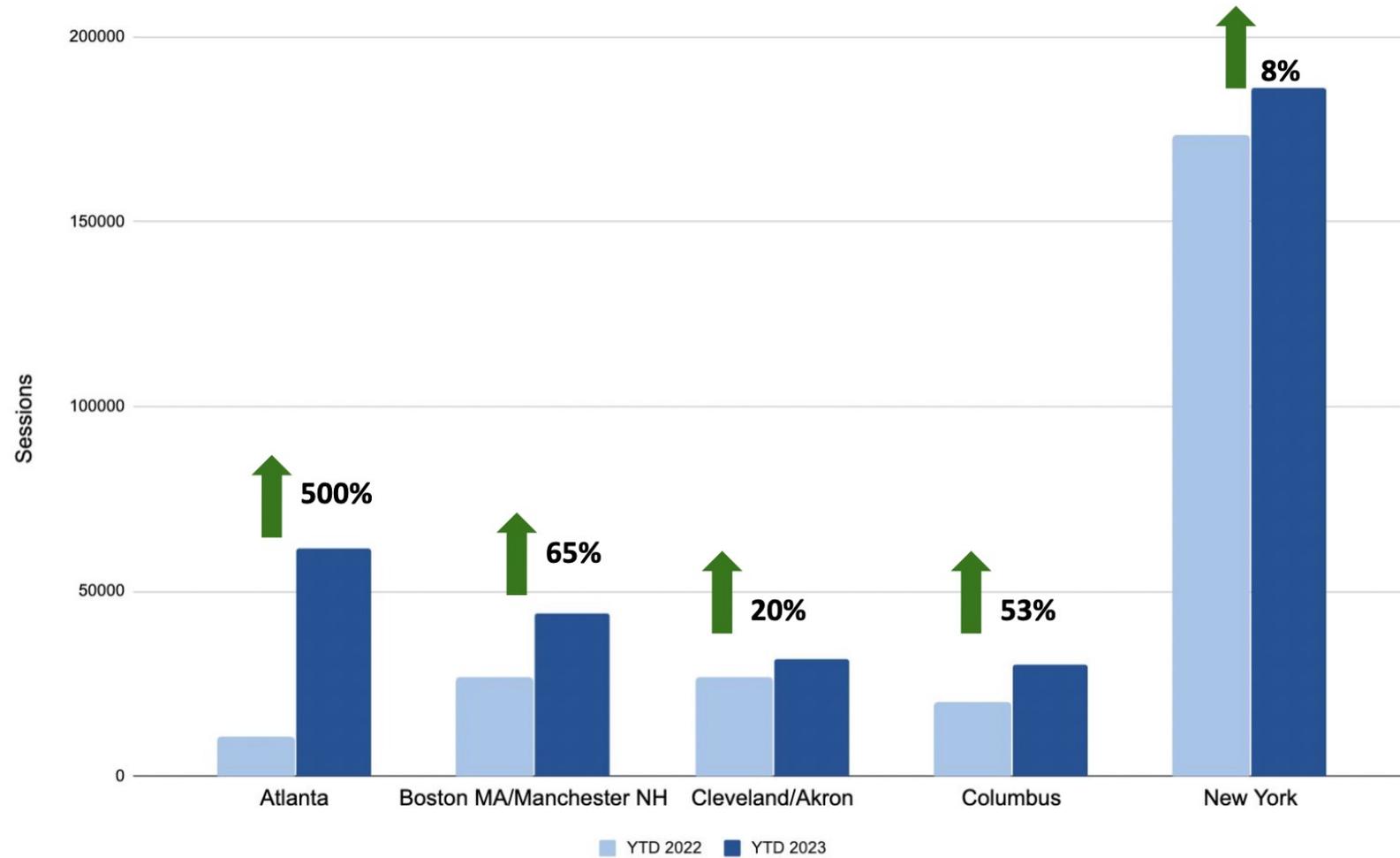


January – April: Website Performance

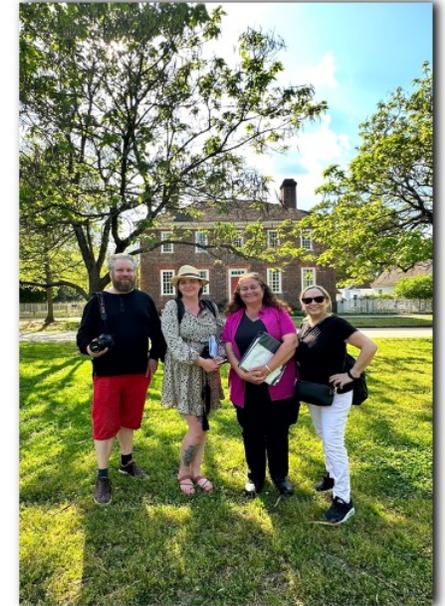


	Hotel Listings	Attractions	Shopping	Outdoor Activities
vs. 2022	+13%	+2%	+15%	+19%

January – April: Emerging Markets – Site Traffic Growth



March/April: Familiarization Tours



International Journalists

Yvonne Asel, Mikkel Baekgaard, and Ilaria Santi

In partnership with Travel South in conjunction with Virginia Travel Corporation.

March/April: Familiarization Tours



Amtrak Partnership:
Victoria Leandra



Writer:
Jim Byers



Travel Influencer:
Kay Akpan



Author/Podcaster:
Jermaine Fowler



Influencer:
Renee Jordan



Travel Influencer:
Helene Sula

Upcoming Familiarization Tours

Emily Moore: First Time Visitor Must Sees

Chris Ryall: Food, Beverage, Spa, History, and Quirky Tours

Christine Ferguson: Multi-Generational Travel

Timothy Gavrich: Golf

Meghan O'Dell: New and Notable

Ernest Crim III: Juneteenth Activities/Events

Courtney Vondran: LGBTQ+ Getaway

CRUSA German Group: Past -> Present

Mosaka Williamson: Dog-Friendly Williamsburg

Shay Spence: Food and Beverage

Public Relations

March/April 2023 Performance

March/April: Earned Media

Global Impressions

522.8 Million

14

Placements

*YoY 2022 – 222.9 Million Impressions & 16 Placements

March/April: Key Media Placements

“The 50 Best Small Towns In The South 2023”

Southern Living

“Best Historical Places to Visit in the USA | 10 States for History Buffs”



“Best Small Towns to Visit in the USA”



“Best Historic Small Town (2023)”



March/April: Earned Media

FAMILIES TRAVEL

20+ Best Places For Families To Visit During Memorial Day Weekend From NYC

April 7, 2023 / Families Love Travel Team / Last Updated April 7, 2023

Williamsburg, VA



Photo Courtesy: Visit Williamsburg

Memorial Day Weekend is the perfect time to take a break from the hustle and bustle of New York City and enjoy some quality family time. And what better place to do that than Williamsburg, VA? Around a six-hour drive from NYC, Williamsburg is teeming with historical sites, charming shops and restaurants, and plenty of activities for kids of all ages. And the weather in May is around 75-80 degrees!

TRIPS TO DISCOVER

14 Affordable Vacation Destinations for Summer

BY K.C. DERMODY



Credit: © Khairi Junos | Dreamstime.com
Williamsburg, Virginia

Williamsburg, Virginia

[BEST PLACES TO STAY →](#)

Williamsburg offers plenty of options for budget-friendly hotels along with the opportunity to [step back in time at Colonial Williamsburg](#), a historic district in the heart of the city that played a key role in the American Revolution as the capital of the Virginia colony from 1699 to 1789. You'll have easy access to the site of the first settlement of Jamestown and the Yorktown Battlefield too. When it comes to natural attractions, there's plenty, including the over 30 miles of hiking, mountain biking, and horse riding trails at York River State Park. There are some pricier attractions if you want to splurge on one during your trip, like Busch Gardens and Water Country USA.

GOOD HOUSEKEEPING

16 Summer Vacation Ideas for an Unforgettable Family Experience

Travel experts come through with the best vacation spots for every type of family and budget.

BY KAREN CICERO PUBLISHED: 1448 PM 2023



Colonial Williamsburg
COLONIAL WILLIAMSBURG

Williamsburg, Virginia



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.



March/April: Awards & Accolades



Williamsburg ranked #13 in Best Small Towns to Visit in the USA



Southern Living ranked Williamsburg #42 in 50 Best Small Towns



Williamsburg ranked #7 and Yorktown ranked #8 in Best Historic Small Town



Ad Campaign: \$1 Million+



Four Capital Awards

Sales

March/April 2023 Performance

March/April/Early-May: Shows and Events

African American Travel Conference

April 3-5 -- Cleveland, Ohio

Connect Spring Marketplace (DEI/Sports)

April 11-13 -- Las Vegas, Nevada

Southeast Travel Society (STS) Domestic Showcase

April 17-20 -- Huntsville, Alabama

Smart Meetings National

April 23-25 -- Virginia Beach, Virginia

Virginia Society of Association Executives (VSAE) Annual

May 7-9 -- Hampton, Virginia

March/April/Early-May: Site Visits & Sales Calls

Viajes A Plus

March 28 – Williamsburg, VA

Education First

March 30 – Cambridge, MA

Firecracker

March 30 – Boston, MA

Triple Crown

April 13 – Myrtle Beach, SC

North Carolina Healthcare Association

May 8 – 9 – Williamsburg, VA

March/April: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
03/08/2023	Love Family Reunion	40
03/10/2023	Phenom Global Sports	2410
03/15/2023	Green/Washington Wedding	22
03/17/2023	Getaway Adventure Tours – Fright and Excite	102
03/17/2023	Grand Classroom – The Miller School	44
03/17/2023	Phenom Global Sports – Phenom Touchdown Championship Series Bowl Week	2410
03/29/2023	Epsilon Sigma Alpha Conference (ESA)	850
03/29/2023	National Association for Catering and Events	268
03/29/2023	Southeastern Association of Housing Officers (SEAHO)	1280
04/01/2023	Virginia Commonwealth University – VA Tiered Systems of Supports	40
04/01/2023	Virginia Commonwealth University – VA Tiered Systems of Supports	40
04/07/2023	Star Destinations – Christmas 2024	75
04/13/2023	Maximum Tours	51

March/April: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
04/19/2023	Mid-Atlantic Receptive Service and the Knight Tours	23
04/19/2023	Tales of the South and the Cherokee Bluff Middle School	144
04/19/2023	Tales of the South and the Tallulah School College Tour	120
04/19/2023	Olympus Car & Coach	78
04/28/2023	Our Little Miss, Inc.	890
04/28/2023	Our Little Miss, Inc.	1250
04/28/2023	Tours for You, LLC	65
04/28/2023	Helping Hands for GAND	150

March/April: Definite Bookings

Date	Definite Booking	Property	Room Nights
3/27 – 3/30/23	Virginia Trucking Association	The Woodlands Hotel	75
4/1/23	Catawba Ridge HS	Holiday Inn Express Williamsburg North	35
4/17 – 4/19/23	Education First	Springhill Suites Williamsburg	21
4/17 – 4/19/23	Jeans Bus Service	Hampton Inn & Suites	40
4/19 – 4/21/23	Virginia Housing Development Authority Southeastern CFO Conference	Williamsburg Lodge	40
4/21 – 4/23/23	Corbon Family Reunion	Marriott Fairfield	60
4/22 – 4/24/23	Education First	Best Western Williamsburg	32
5/4 – 5/7/23	Education First	Springhill Suites Williamsburg	23
5/22 – 5/24/23	Education First	Springhill Suites Williamsburg	32
5/22 – 5/26/23	2023 Road Glide National Rally	Embassy Suites – Williamsburg	568
5/28 – 5/30/23	Education First	Springhill Suites Williamsburg	33
5/28 – 5/30/23	Education First	Springhill Suites Williamsburg	47
5/31 – 6/2/23	Education First	Holiday Inn Express Busch Gardens	51

March/April: Definite Bookings

Date	Definite Booking	Property	Room Nights
6/01 – 6/03/23	Education First	Comfort Inn Williamsburg	31
6/01 – 6/04/23	Education First	Comfort Inn Williamsburg	33
6/05 – 6/07/23	Education First	Holiday Inn Express Busch Gardens	68
6/05/23	Kelly Mill HS	Holiday Inn Express North	35
6/06 – 6/08/23	Education First	Best Western Williamsburg	100
6/06 – 6/08/23	Education First	Holiday Inn Express Busch Gardens	43
6/08 – 6/10/23	Education First	Comfort Inn Williamsburg	38
6/08 – 6/10/23	Education First	Springhill Suites Williamsburg	37
6/08 – 6/09/23	Education First	Springhill Suites Williamsburg	130
6/08 – 6/10/23	Education First	Holiday Inn & Suites Gateway	54
6/09 – 6/11/23	Education First	Springhill Suites Williamsburg	125
6/09 – 6/11/23	Education First	Holiday Inn Express Busch Gardens	48
6/11 – 6/13/23	Education First	Springhill Suites Williamsburg	61
6/13 – 6/15/23	Education First	Springhill Suites Williamsburg	24
6/15 – 6/17/23	Education First	Springhill Suites Williamsburg	31

March/April: Definite Bookings

Date	Definite Booking	Property	Room Nights
6/15 – 6/17/23	Education First	Wyndham Garden Williamsburg	15
6/15 – 6/17/23	Education First	Best Western Williamsburg	31
6/16 – 6/18/23	Education First	Best Western Williamsburg	33
6/16 – 6/18/23	Education First	Wyndham Garden Williamsburg	44
6/17 – 6/19/23	Education First	Best Western Williamsburg	40
6/17 – 6/19/23	Education First	Wyndham Garden Williamsburg	14
6/19 – 6/21/23	Education First	Springhill Suites Williamsburg	40
6/20 – 6/22/23	Education First	Holiday Inn Express Busch Gardens	26
6/22 – 6/24/23	Education First	Best Western Williamsburg	43
6/23 – 6/25/23	Education First	Holiday Inn & Suites Gateway	86
6/23 – 6/25/23	Education First	Springhill Suites Williamsburg	33
6/23 – 6/25/23	Education First	Comfort Inn Williamsburg	44
6/24 – 6/26/23	Education First	Springhill Suites Williamsburg	44
6/26 – 6/28/23	Education First	Springhill Suites Williamsburg	36
6/26 – 6/28/23	Education First	Comfort Inn Williamsburg	18

March/April: Definite Bookings

Date	Definite Booking	Property	Room Nights
6/26 – 6/28/23	Education First	Holiday Inn Express Busch Gardens	28
6/28 – 6/30/23	Education First	Holiday Inn Express Busch Gardens	13
7/06 – 7/08/23	Education First	Springhill Suites Williamsburg	18
7/17 – 7/22/23	North Carolina Healthcare Association	Williamsburg Lodge	723



Upcoming Shows/Events

IPW

May 20 -24 – San Antonio, Texas

Society of Government Meeting Professionals

June 6 -8 – Bloomington, Minnesota

Pennsylvania Bus Association Annual Conference

June 18 - 21 – Chautauqua, NY



Coraggio Group

Strategic Planning, Vision/Mission/Values, Team Building



Old & New Business

Adjourn

Next Meeting

Tuesday, July 18, 2023

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN