

Williamsburg Tourism Council

Tuesday, July 18, 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

Ben Ellington, Ex Officio
Rita McClenny, Ex Officio

Public Comment

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

Group Collect Briefing

Bud Geissler, Jr., President

Bud Geissler



20+ years as student tour operator

Former President of SYTA

4+ years at Travel Insured International

President at GroupCollect

Father & hubby

Why Am I Here?



Group Travel Trends

- The growing solo traveler group market
- Revenge travel
- Numbers beginning to approach 2019 numbers
- Cashless, why the buzz...
- Technology
 - Connecting people to new group opportunities
 - Connecting travel planners with destinations
 - Connecting travelers with options upon arrival
 - Travel trade shows providing education tracks for tech





Growth Areas

- More travelers per group maximizing capacity
- Desire for immersive, experiential travel
- Concerns: new staff across multiple industries
- High interest in sustainable and cultural travel



Thank you!



Roundtable Discussion

Approve Minutes

May 18, 2023

Vote

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Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
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Jamestown Rediscovery
Restaurant Association
York County

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Approve Minutes

June 26, 2023

Vote

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Neal Chalkley
James Horn
Mickey Chohany
Chad Green

Chair Report

Treasurer's Report

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

May Revenue/Expenses – Prior to Amendment

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,178,209	870,753	307,456
\$1 Transient Tax	95,644	60,738	34,906
Maintenance of Effort Funds	0	0	0
ARPA Grants	0	0	0
Other	15,285	2,500	12,785
Total Revenue	1,289,138	933,991	355,147
EXPENSES			
Destination Marketing	1,706,311	1,356,683	(349,628)
Other Sales & Marketing	98,859	38,661	(60,198)
Product Development	0	0	0
Labor & Benefits	113,491	177,722	64,231
Admin	42,809	27,368	(15,441)
Total Expenses	1,961,470	1,600,434	(361,036)
Net Revenue Expense by Month	(672,331)	(666,443)	(5,888)

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

May Revenue/Expenses – Post-Amendment

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,178,209	1,424,753	(246,544)
\$1 Transient Tax	95,644	110,738	(15,094)
Maintenance of Effort Funds	0	0	0
ARPA Grants	0	0	0
Other	15,285	63,500	(48,215)
Total Revenue	1,289,138	1,598,991	(309,853)
EXPENSES			
Destination Marketing	1,706,311	3,140,183	1,433,872
Other Sales & Marketing	98,859	38,661	(60,198)
Product Development	0	0	0
Labor & Benefits	113,491	(322,278)	(435,769)
Admin	42,809	62,968	20,159
Total Expenses	1,961,470	2,919,534	958,064
Net Revenue Expense by Month	(672,331)	(1,320,543)	648,212

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)	13,229,386	13,227,243	2,143
\$1 Transient Tax	1,413,815	1,416,177	(2,362)
Maintenance of Effort Funds	101,966	100,650	1,316
ARPA Grants	254,841	250,000	4,841
Other	93,398	90,500	2,898
Total Revenue	15,093,406	15,084,570	8,836
EXPENSES			
Destination Marketing	15,095,507	15,255,538	160,031
Other Sales & Marketing	501,145	592,535	91,390
Product Development	5,195,710	5,200,000	4,290
Labor & Benefits	963,012	968,454	5,442
Admin	388,845	404,740	15,895
Total Expenses	22,144,219	22,421,267	277,048
Net Revenue Expense by Month	(7,050,813)	(7,336,697)	285,884

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

May Cash on Hand

Operating Cash

Cash Balances	Mar-23		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,973	\$ 510,000	\$ (27)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 7,701,234	\$ 7,086,302	\$ 614,932
Total Cash on Hand	\$ 8,462,209	\$ 7,846,302	\$ 615,907

Cash Balances	Apr-23		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,979	\$ 510,000	\$ (21)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,786,546	\$ 5,259,709	\$ 1,526,837
Total Cash on Hand	\$ 7,547,527	\$ 6,019,709	\$ 1,527,818

Cash Balances	May-23		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,979	\$ 510,000	\$ (21)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 5,238,633	\$ 5,230,627	\$ 8,006
Total Cash on Hand	\$ 5,999,614	\$ 5,990,627	\$ 8,987

Key Sources of Funds	Mar-23		
	Actual	Budget	Variance
State Disbursement	\$ 1,043,839	\$ 990,116	\$ 53,723
Total Gov't Sources	\$ 1,043,839	\$ 990,116	\$ 53,723

Key Sources of Funds	Apr-23		
	Actual	Budget	Variance
State Disbursement	\$ 1,106,045	\$ 828,546	\$ 277,499
Total Gov't Sources	\$ 1,106,045	\$ 828,546	\$ 277,499

Key Sources of Funds	May-23		
	Actual	Budget	Variance
State Disbursement	\$ 1,273,853	\$ 1,535,491	\$ (261,638)
Total Gov't Sources	\$ 1,273,853	\$ 1,535,491	\$ (261,638)

Interest Earned:	Mar-23		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 7,676	\$ 2,500	\$ 5,176
Total Interest Earned	\$ 7,683	\$ 2,500	\$ 5,183

Interest Earned:	Apr-23		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 5,431	\$ 2,500	\$ 2,931
Total Interest Earned	\$ 5,437	\$ 2,500	\$ 2,937

Interest Earned:	May-23		
	Actual	Budget	Variance
State Interest Paid	\$ 10,210	\$ -	\$ 10,210
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 5,069	\$ 63,500	\$ (58,431)
Total Interest Earned	\$ 15,285	\$ 63,500	\$ (48,215)

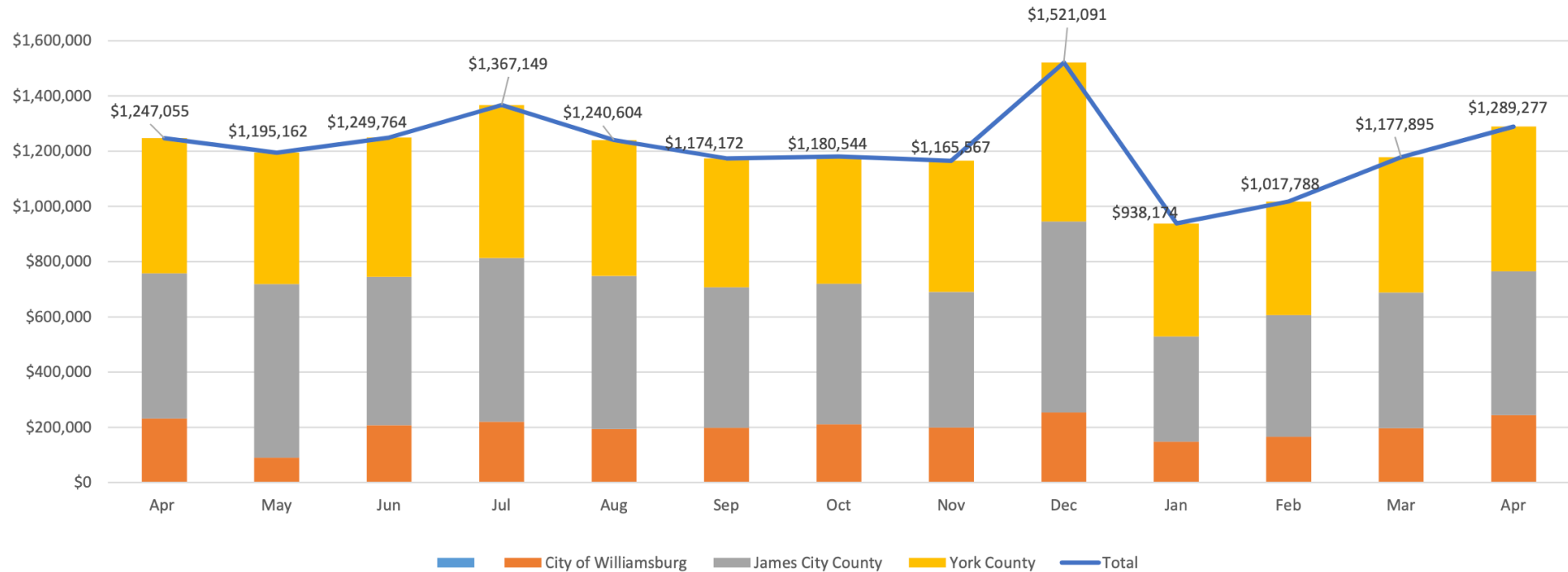
Product Development Reserves

Cash Balances	Mar-23		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ -	\$ -	\$ -
Total Cash on Hand	\$ -	\$ -	\$ -

Cash Balances	Apr-23		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ -	\$ -	\$ -
Total Cash on Hand	\$ -	\$ -	\$ -

Cash Balances	May-23		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ -	\$ -	\$ -
Total Cash on Hand	\$ -	\$ -	\$ -

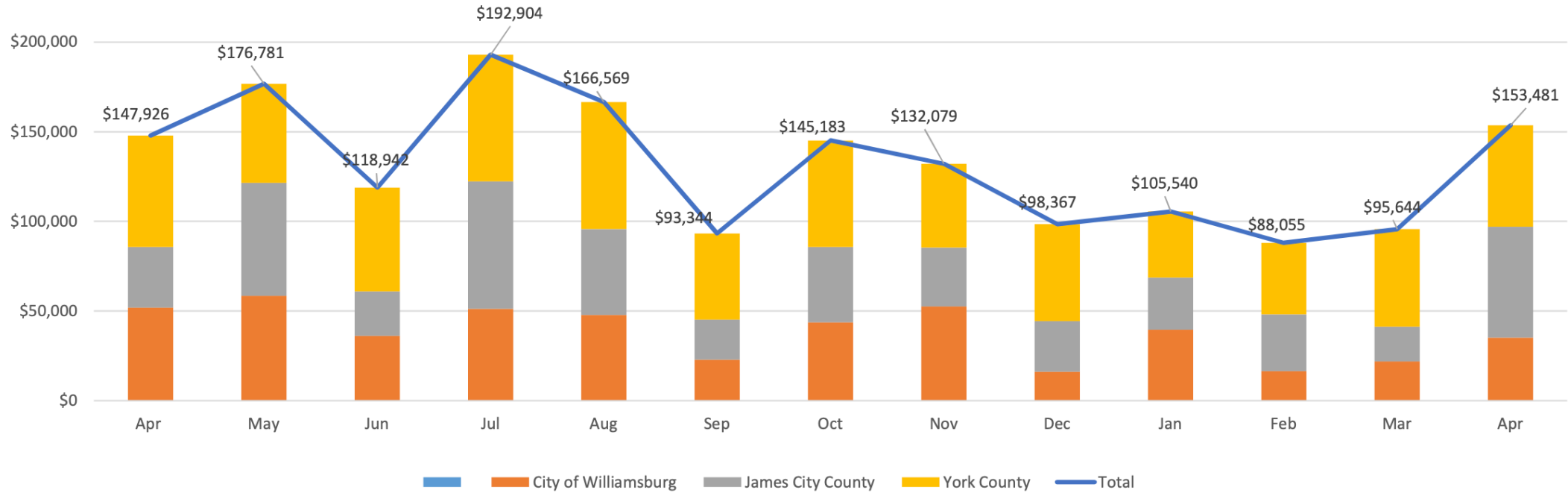
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$90,027	\$207,491	\$220,587	\$193,545	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$2,329,208
James City County	\$629,207	\$537,213	\$592,409	\$554,137	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$6,345,267
York County	\$475,929	\$505,060	\$554,153	\$492,921	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$5,842,711
Total	\$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	\$1,177,895	\$1,289,277	\$14,517,186
Calendar YTD Total													\$4,423,134
FY2021 / 2022	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$131,465	\$165,912	\$189,651	\$231,784	\$2,187,843
James City County	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$350,997	\$360,658	\$481,969	\$525,667	\$6,068,668
York County	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$371,471	\$375,763	\$482,470	\$489,605	\$5,559,572
Total	\$1,075,440	\$1,256,039	\$1,294,648	\$1,069,000	\$1,175,432	\$1,138,030	\$1,195,397	\$1,454,684	\$1,054,706	\$902,333	\$1,154,090	\$1,247,055	\$14,016,855
Calendar YTD Total													\$4,358,185

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$58,379	\$36,281	\$51,383	\$47,851	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$442,749
James City County	\$63,164	\$24,694	\$70,889	\$47,765	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$473,320
York County	\$55,238	\$57,967	\$70,632	\$70,953	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$650,829
Total	\$176,781	\$118,942	\$192,904	\$166,569	\$93,344	\$145,183	\$132,088	\$98,367	\$105,540	\$88,055	\$95,644	\$153,481	\$1,566,898
Calendar YTD Total													\$442,720
FY2021 / 2022	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$30,655	\$31,478	\$11,790	\$52,009	\$472,319
James City County	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$28,881	\$23,543	\$22,353	\$33,659	\$423,477
York County	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$33,590	\$42,683	\$48,958	\$62,258	\$618,152
Total	\$143,049	\$139,071	\$137,149	\$196,053	\$92,229	\$165,601	\$103,571	\$115,368	\$93,126	\$97,704	\$83,101	\$147,926	\$1,513,948
Calendar YTD Total													\$421,857

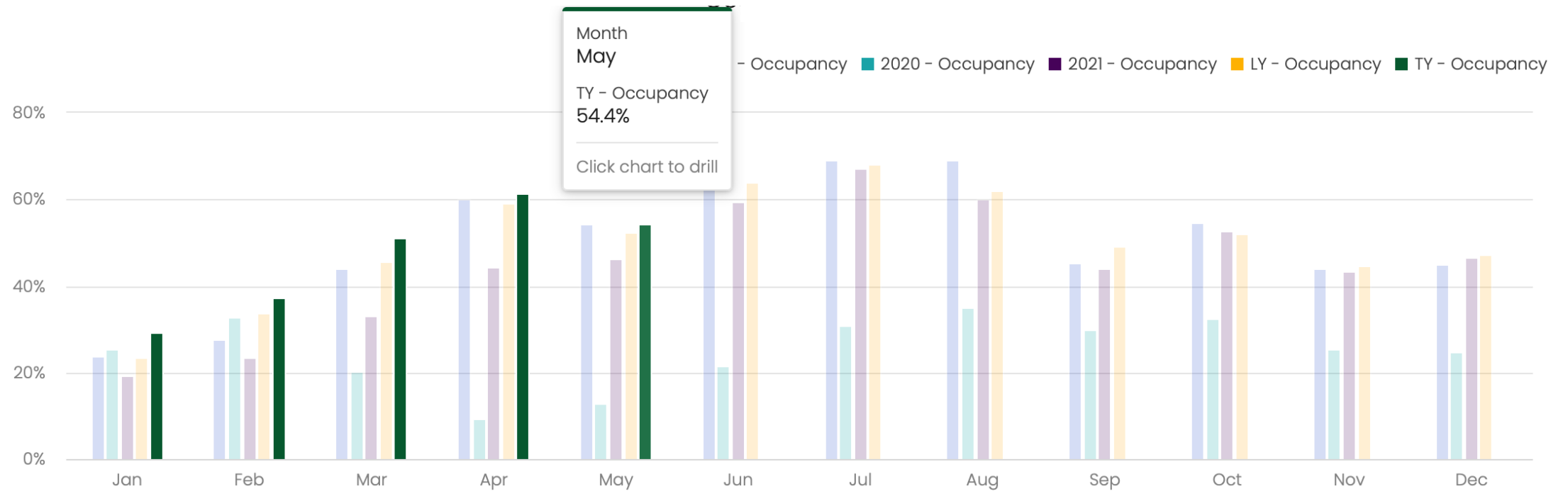
*Source: York County, Office of the Commissioner of Revenue

Executive Director and CEO Report

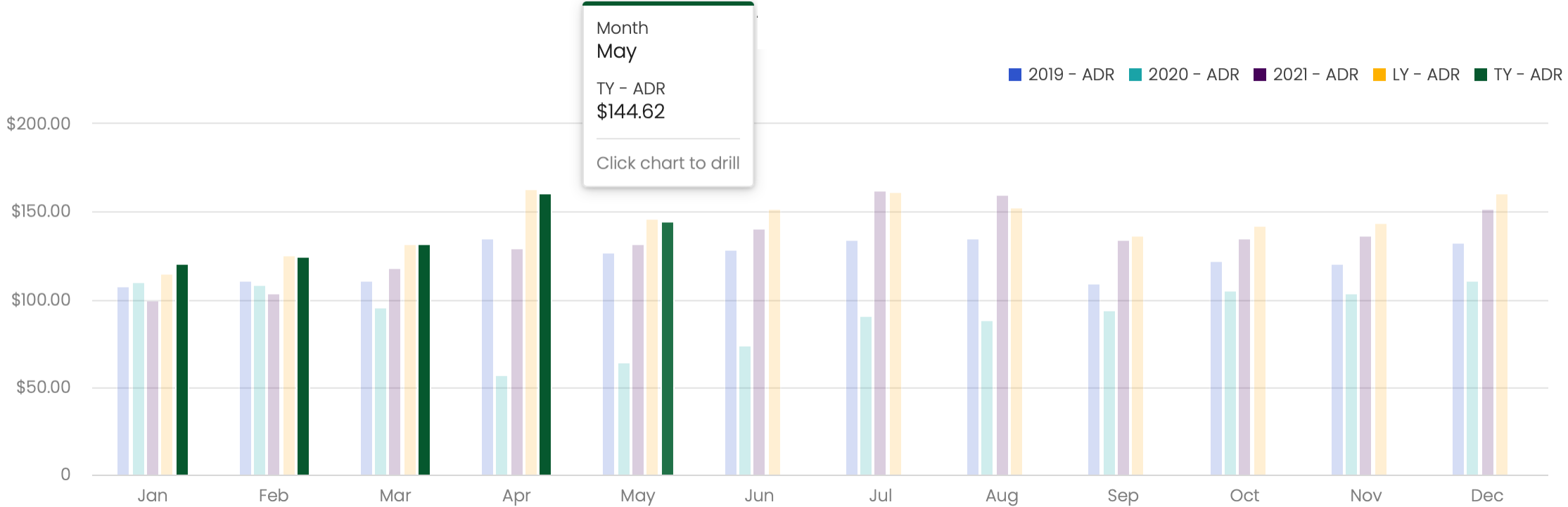
Key Performance Indicators

Marketing/Public Relations/Sales

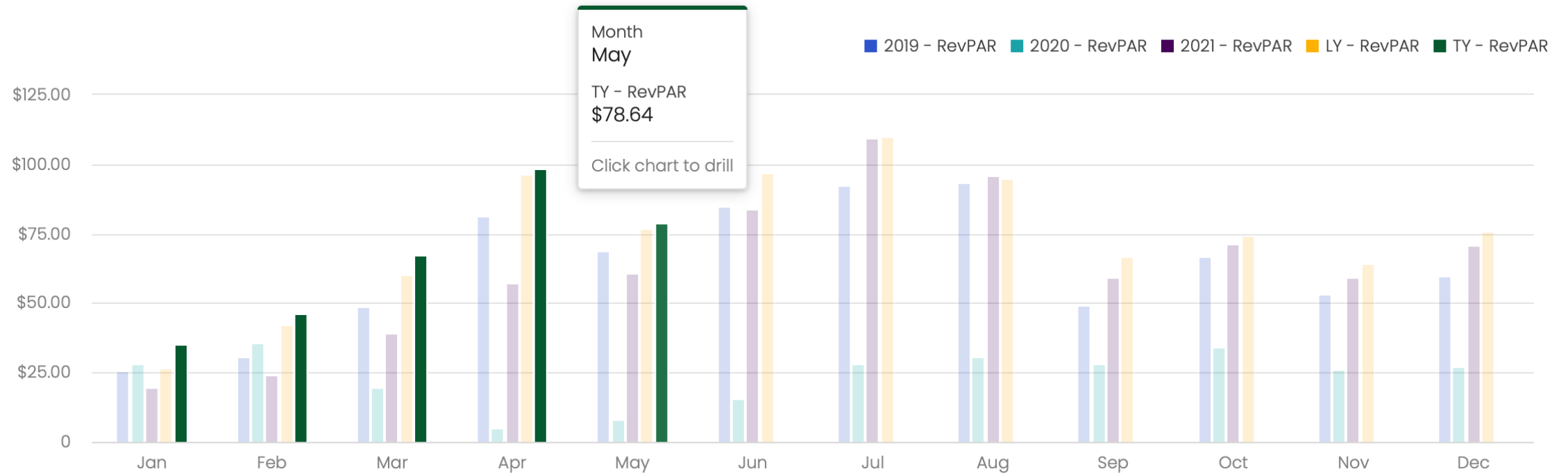
STR: Occupancy



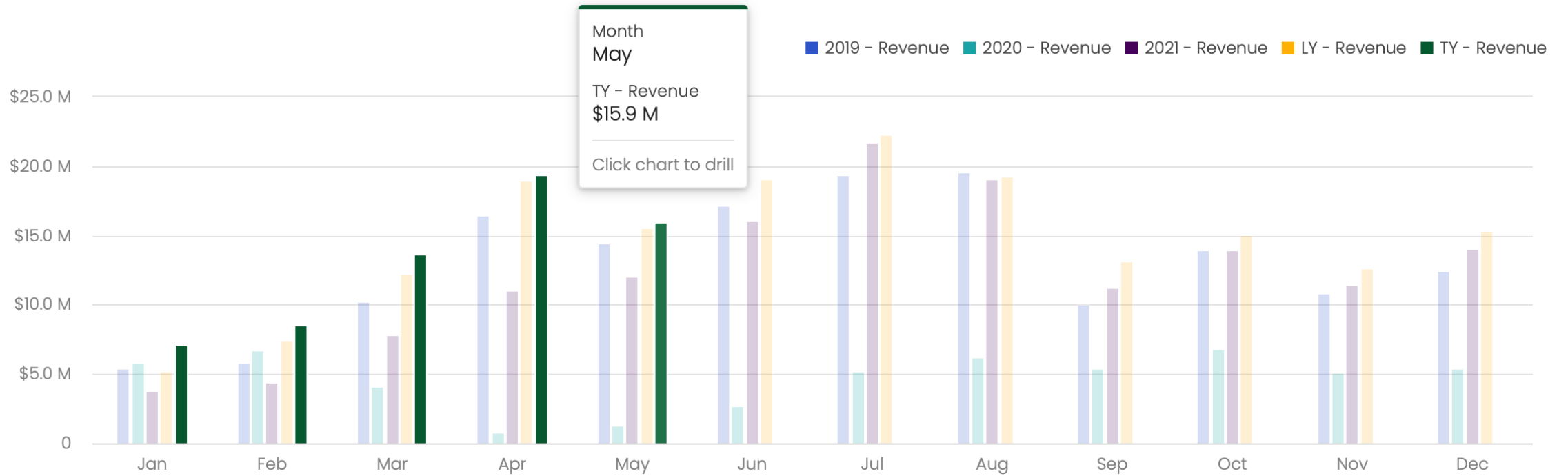
STR: Average Daily Rate



STR: RevPAR



STR: Revenue



STR: Comparison to 2022

Occupancy

46.7%

ADR

\$136

Demand

462.0 K

Revenue

\$64.6 M

YTD % Change

9.0%

YTD % Change

0.2%

YTD % Change

9.9%

YTD % Change

8.7%

STR: Comparison to 2019

YTD Occupancy

46.8%

YTD ADR

\$139.81

YTD RevPAR

\$65.41

YTD 2019 Occupancy

42.1%

YTD 2019 ADR

\$121.57

YTD 2019 RevPAR

\$51.19

Occ % Point Change YTD from 2019

+4.7%

ADR % Change YTD from 2019

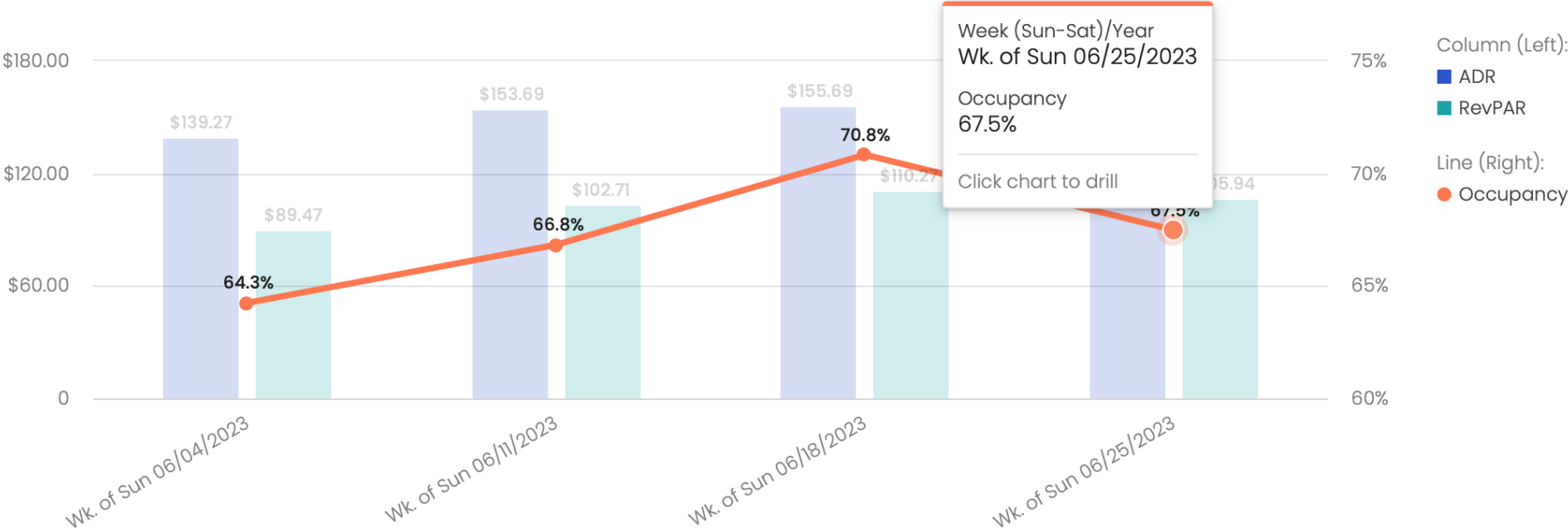
+15.0%

RevPAR % Change YTD from 2019

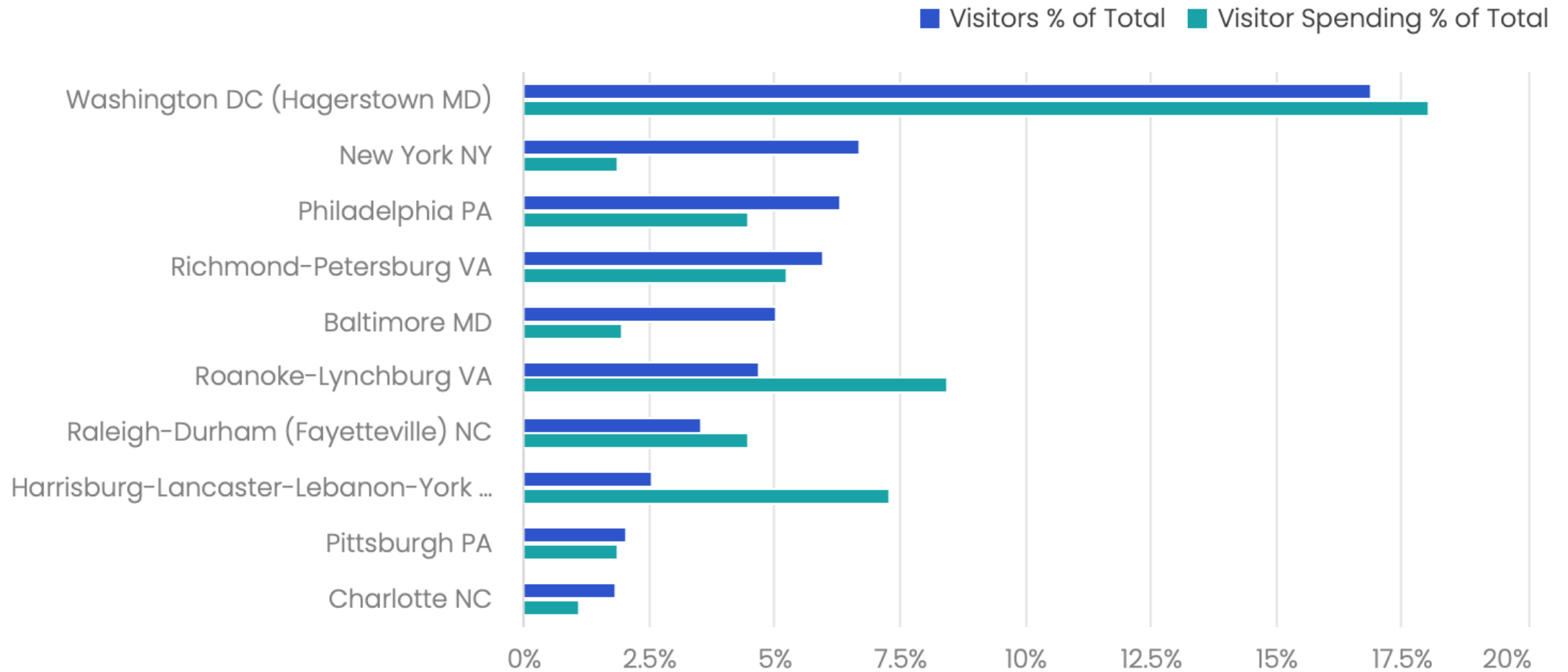
+27.8%

June's Estimated Hotel Performance

Occupancy 67.3%	ADR \$151.59	RevPAR \$102.10
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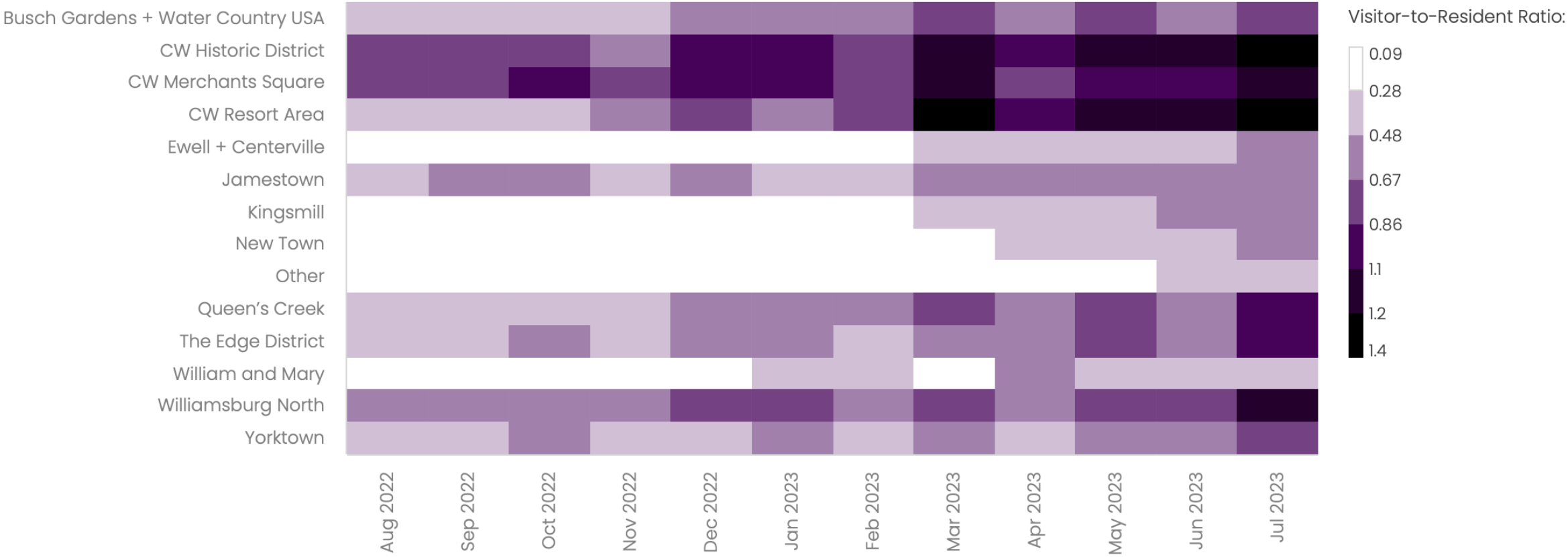


Top Origin Markets



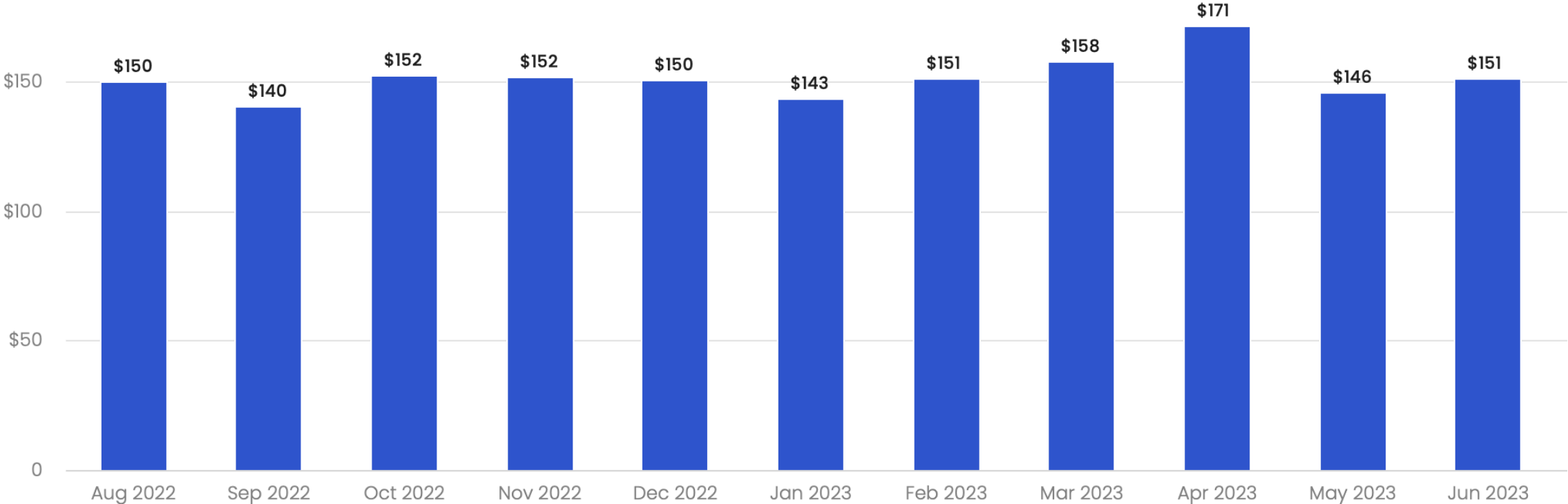
*Source: Near and Affinity

Visitor-to-Resident Ratio



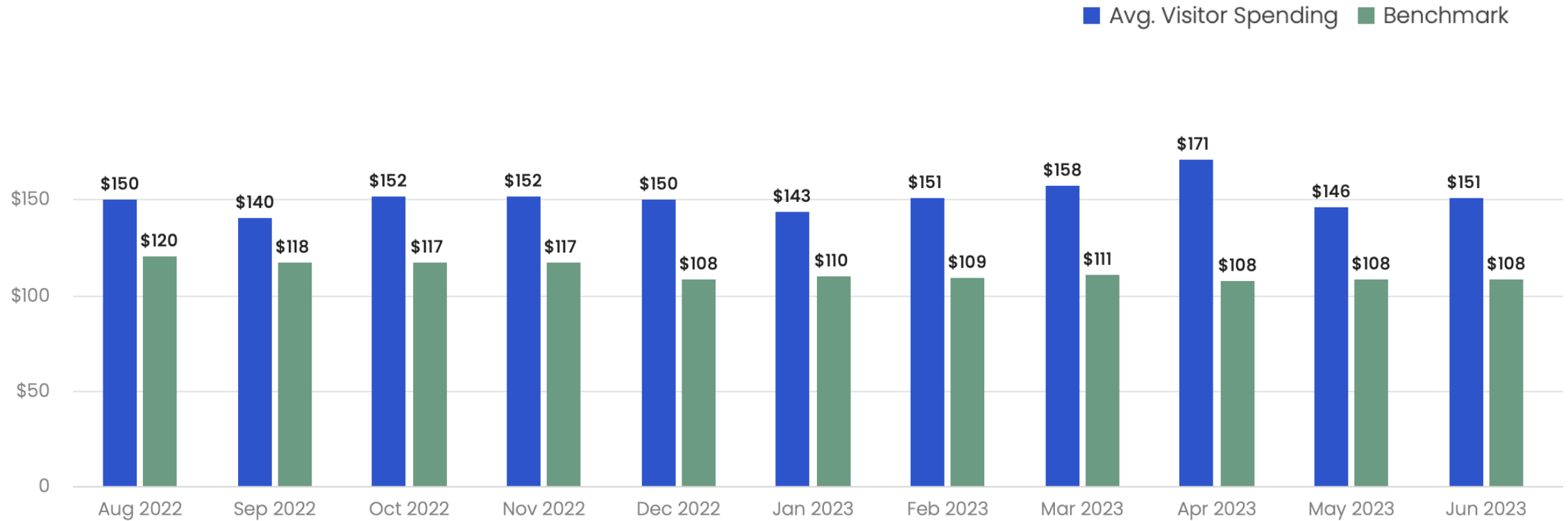
*Source: Near

Average Visitor Spend Per Month



*Source: Affinity

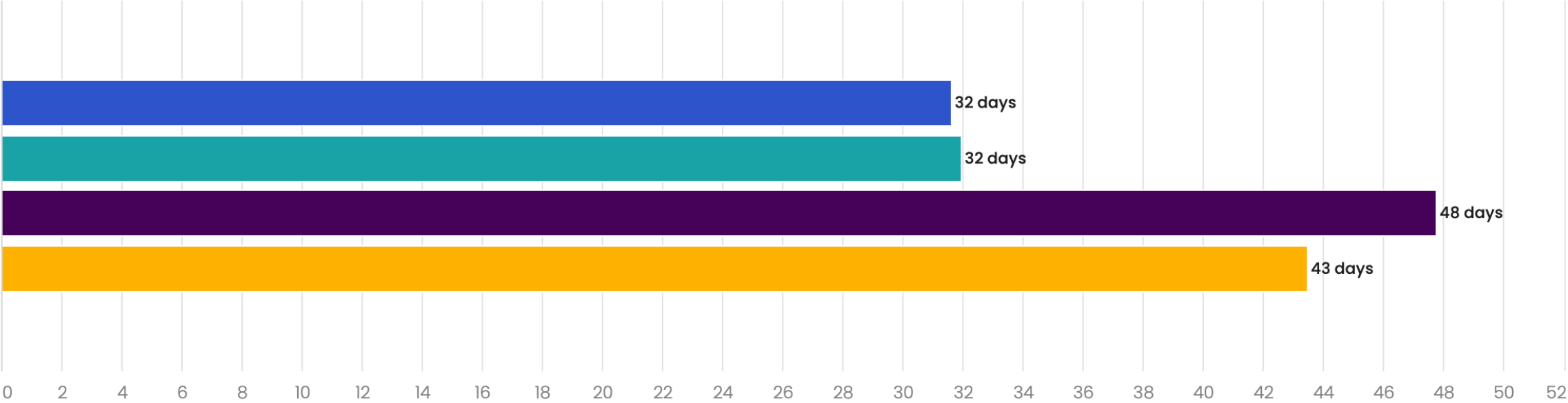
Benchmark Comparison: Average Visitor Spend Per Month



*Source: Affinity

View-to-Visit Window

■ Winter Avg. View to Visit Window ■ Spring Avg. View to Visit Window ■ Summer Avg. View to Visit Window ■ Fall Avg. View to Visit Window



*Source: Affinity

Marketing

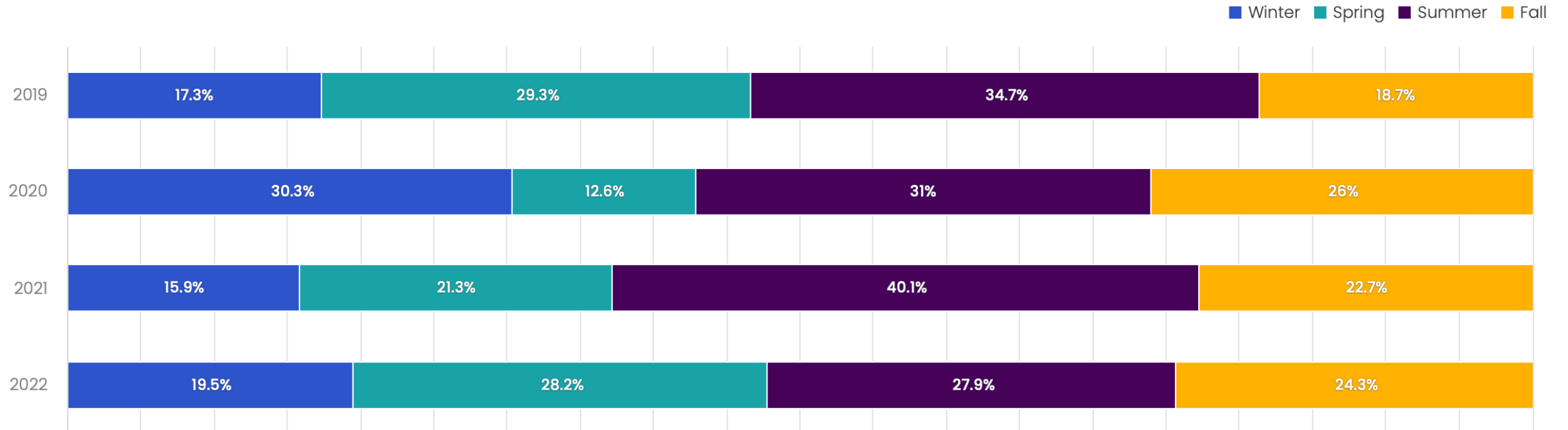
Creative, Performance

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

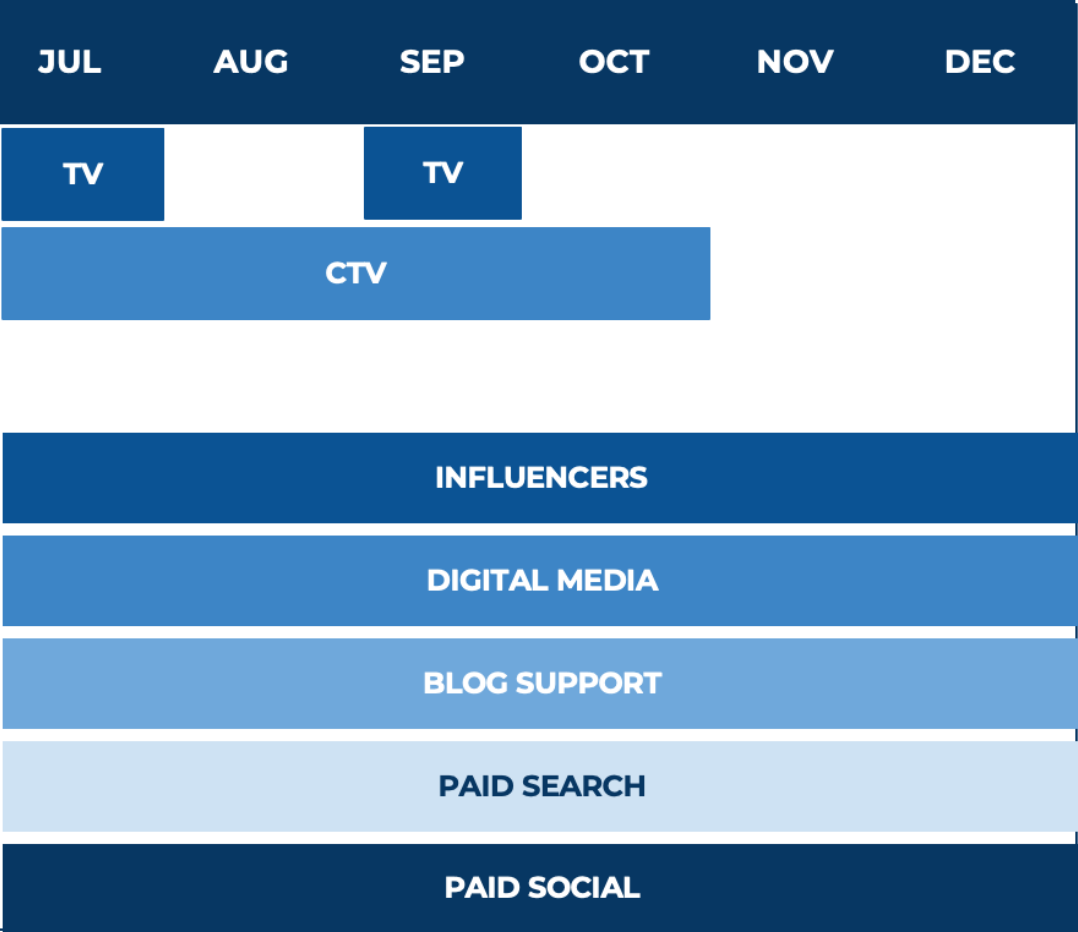


*Source: Near

Flighting Strategy

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>



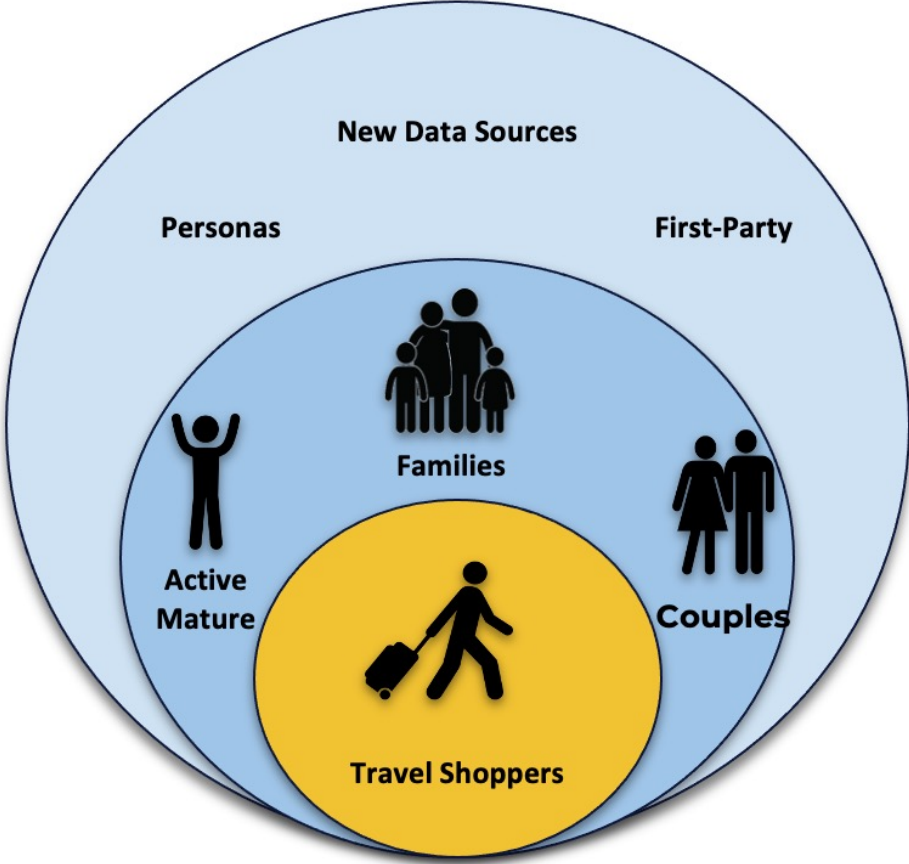
MARKET STRATEGY

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>

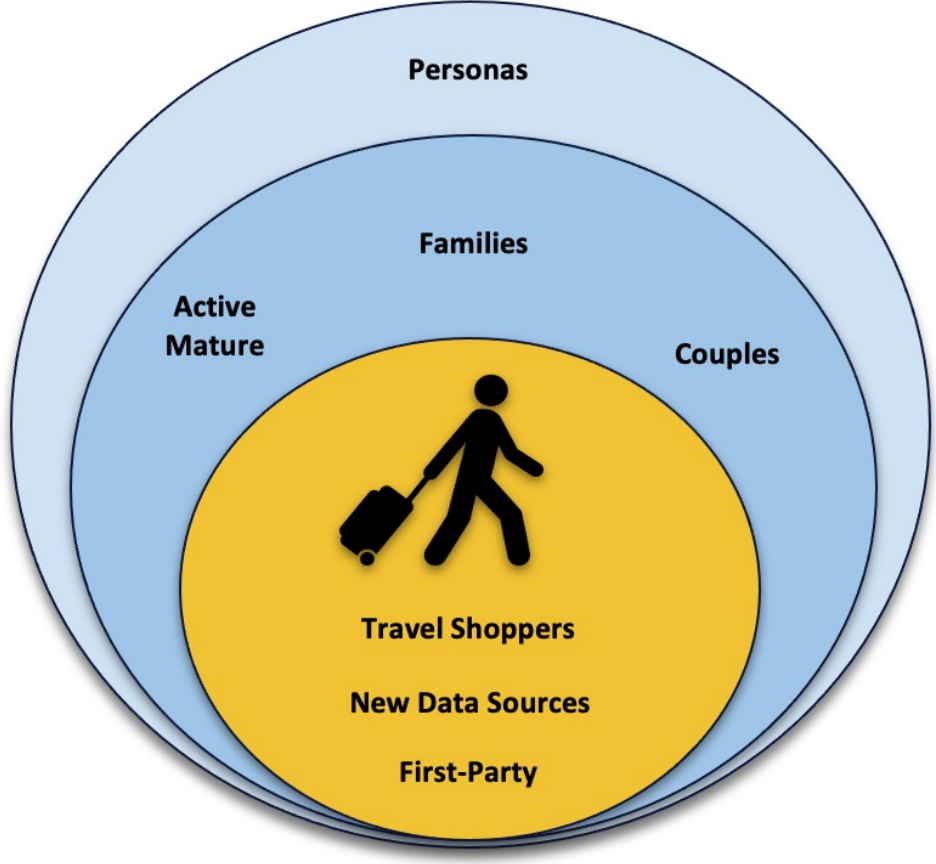
AUDIENCE

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

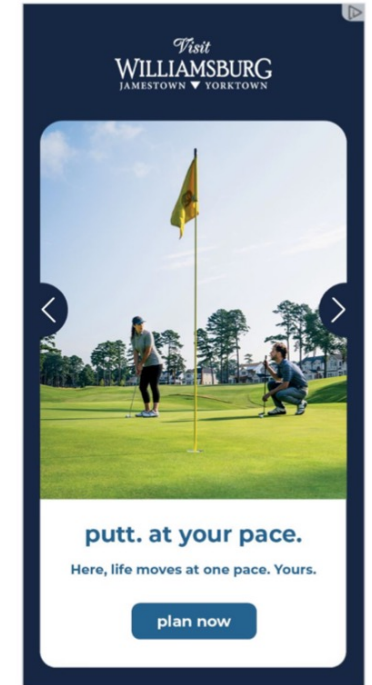
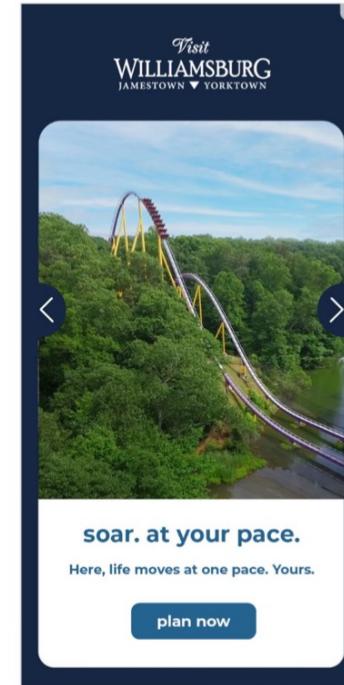
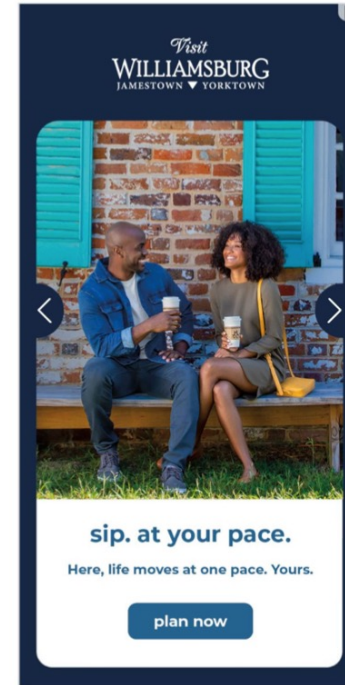
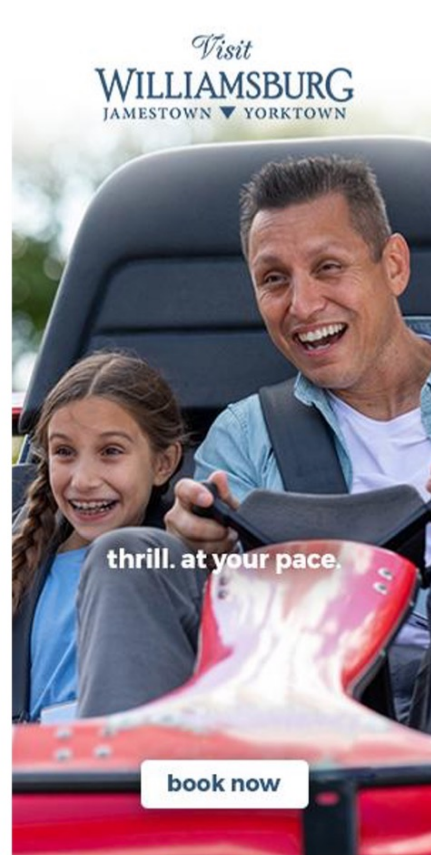
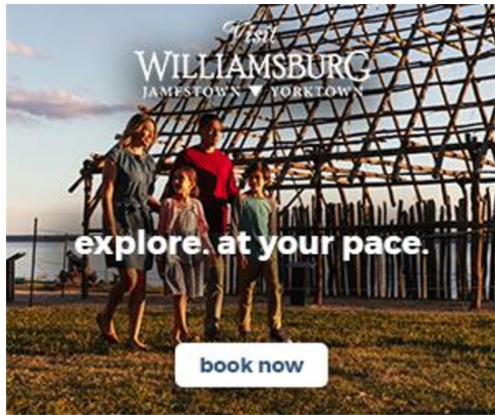
2022



2023



Sample Digital Creative



YTD Digital Advertising Performance

2023 digital media continues to drive more site traffic and overnight bookings YOY

100,000+
hotel searches by
ad audience*

64,000+
flight searches by
ad audience*

↑ 14%

Site sessions from
paid digital channels

↑ 26%

Site sessions from
paid search

↑ 27%

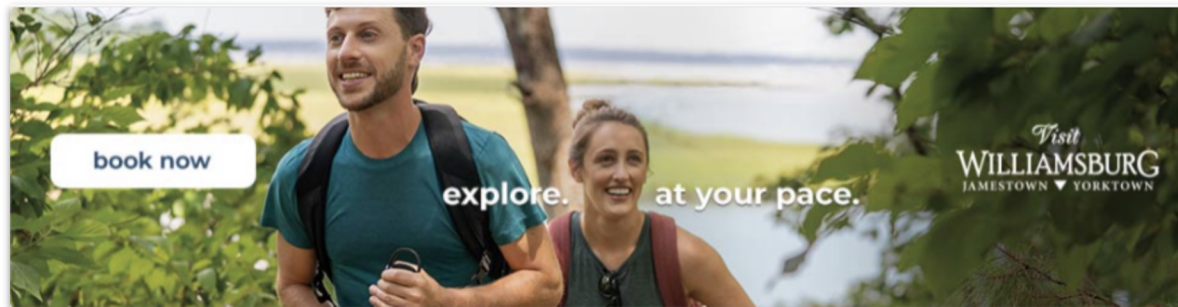
Site traffic to
The WilliamsBLOG
(organic and paid)

↑ 6%

Online hotel searches
among ad audience
through May*

↑ 7%

Online hotel bookings
among ad audience
through May*



*Source: Adara

Spotlight: Juneteenth

Objective: To develop and highlight messaging that is rooted in relevancy, representation, and authenticity.

Owned

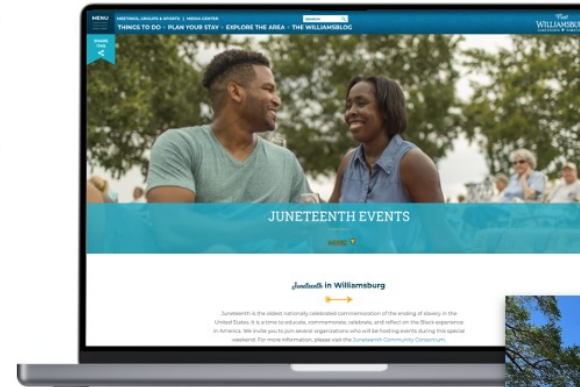
Blog post highlighting all Juneteenth events featured on Home Page, along with additional relevant content

Content featured in June email to 26K consumers in the WTC database

Shared

Leverage organic social to promote Juneteenth events

Hosted key influencer to participate in events and post live to their channel and VW's to showcase programming, maximize reach, and drive site traffic



Ernest Crimm III
Culture Quester

Content focuses strongly on African-American history and carries an educational element that resonates with children and adults. His focus on Black history content makes him an authentic voice to tie in and amplify Williamsburg's Juneteenth going ons.

Spotlight: Pride Month

Objective: To develop content that supports Pride Month and highlights the destination as a welcoming place for all throughout the year.

Shared

Hosted Courtney Vondran to showcase the best way to spend 4-days in the area

Owned

Blog post featured on *The WilliamsBLOG*

Organic social support on Visit Williamsburg channels to highlight blog post, plus additional social support through Courtney's channels



Gaycation to Williamsburg: A Four-Day Trip for LGBTQ+ Travelers

[READ MORE](#)

Four-Day Itinerary

At the Resort, start your trip off with a scenic e-bike tour around the area, and I recommend their Powhatan E-Bike Tour. You'll see beautiful views, fresh air and beautiful scenery. The route also connects to historic sites about Jamestown's history, as well as some other fun facts about the area. It's the perfect introduction to Williamsburg, Jamestown, and Yorktown to kick off your visit.



For dinner, head to Aticha, a family-owned Thai restaurant in Williamsburg. They have a fantastic selection of mocktails, as well as an extensive menu featuring made-to-order traditional Thai dishes. We ordered their pineapple fried rice (pictured below), pad thai, and Thai vegetable spring rolls, as well as delicious mojito mocktails.



10.7K IG followers + 3.85% ER
46.8K TT followers

Spotlight: Pride Month



wander.free.and.queer Never been, but would love to!

1w 2 likes Reply



alanainwanderland Always wanted to visit, so cute 🥰

1w 2 likes Reply



amandas.backpack Now I have more reasons to go back!
🥰

5d 1 like Reply



hatis.explores Im convinced to visit this town now 🥰

5d 1 like Reply



whereisangiee This itinerary sounds amazing! 🥰🥰

4d 1 like Reply



chicagoswirlcouple 🌐 Spend some of my time in VA but haven't been here. This place looks like it has everything we would need for a weekend getaway

1w 2 likes Reply



everywhereisqueer Ok on way my to Williamsburg!!

4d 3 likes Reply



singerjenna I live here and love it! I've felt very safe holding hands with my lady while walking around too (just in case anyone was concerned about that)

1w 4 likes Reply



readytostare 🌐 Saving this itinerary!

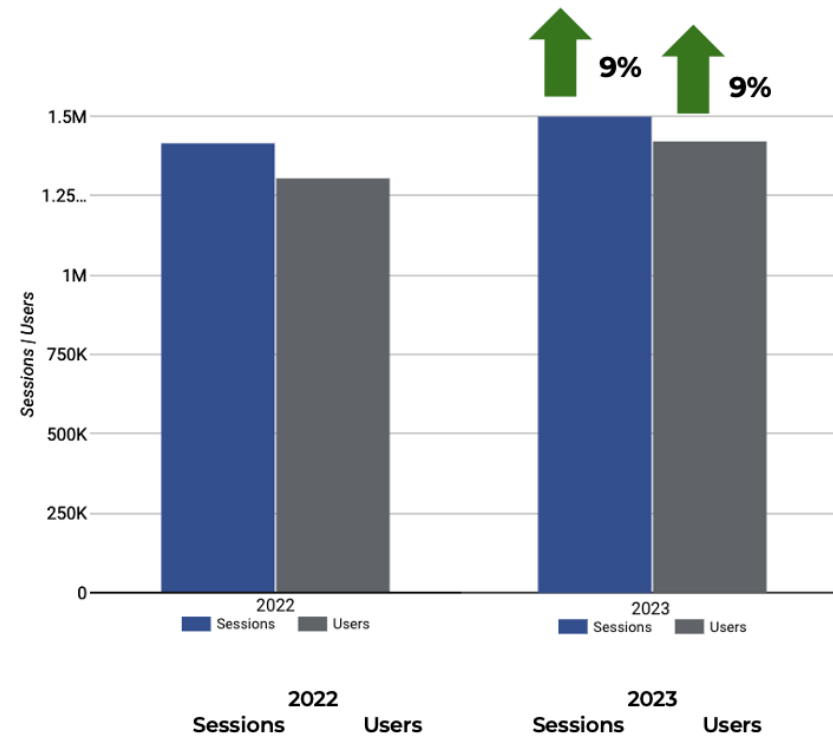
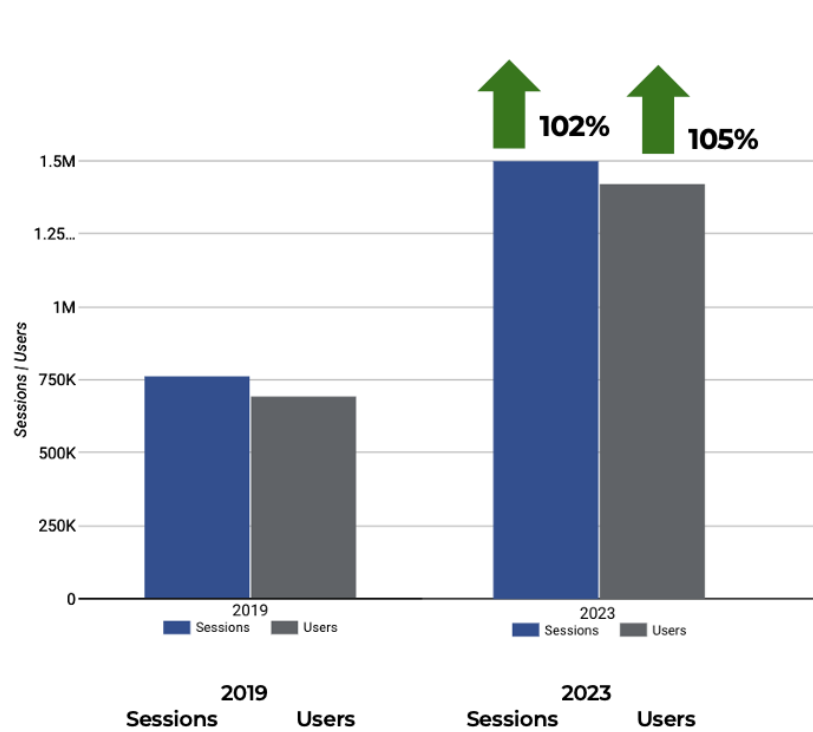
4d 2 likes Reply



zizotravel 🌐 Saved for later 🥰🥰🥰

4d 2 likes Reply

YTD Website Performance



Sections of Website with Largest Gains YTD

	Things-to-Do	Hotels-Lodging	Outdoor Activities
vs. 2022	+18%	+20%	+20%

May/June: Influencer Familiarization Tours

During May and June, we collaborated with a diverse group of influencers to help tell Williamsburg's story through the lens of Juneteenth programming, opting outside, LGBTQ+ travel, vegan & vegetarian dining options, multi-generational family travel, and more.

May/June: FAMs & Upcoming Content



Emily Moore, May 2023

- Instagram content
- [First time in Williamsburg](#), [hidden gems](#), [opting outside](#)



Courtney Vondran, May 2023

- [WilliamsBLOG](#), Instagram & TikTok content
- [Gaycation to Williamsburg](#), vegan/vegetarian options round-up, unique activities



Christine Tran Ferguson, May 2023

- TikTok content
- Multi-generational/kid-friendly travel



Ernest Crim III, June 2023

- Instagram & TikTok content
- Juneteenth programming, family-friendly activities

Recent Content

- **Karen Akpan** - [kid-friendly food](#), [family-friendly activities](#), [educational activities](#) (TikTok content)
- **Renee Jordan** - [Dog-friendly things to do](#), [sign to visit](#), [spring in Williamsburg](#) (Instagram content)

YTD Social Media Performance

- Positive increases in saves, shares, and comments—demonstrating intent and excitement among users
- Strong YoY growth across Instagram and Facebook, driven by increased focus on short-form video and authentic content
- Increased prioritization of Facebook Reels has produced strong YoY performance

	FACEBOOK	
	1H 2023	YoY (+/-)
New Followers	1025	31.60%
Posts	83	9.20%
Impressions	561,041	38.60%
Avg Impressions Per Post	6,760	25.90%
Engagements	15,780	27.80%
Engagement Rate	2.80%	-0.20%
Likes	8298	25.10%
Comments	356	-9%
Shares	790	87.70%
Saves	N/A***	N/A***
Video Views	130,228	7889%

	INSTAGRAM	
	1H 2023	YoY (1H 2022)
New Followers	1319	23.40%
Posts	80	3.90%
Impressions	526,836	47%
Avg Impressions Per Post	6,150	26.80%
Engagements	35,023	55%
Engagement Rate	6.60%	0.30%
Likes	25,887	19.20%
Comments	381	58.10%
Shares	4,175	N/A*
Saves	4,580	621.30%
Video Views	281,979	N/A**

Public Relations

May/June 2023 Performance

May 1– June 30, 2023

Global Impressions

390.7 Million

10

Placements


*YoY 2022 – 74.4 Million Impressions & 18 Placements

May/June: Key Media Placements

“40 of the Best Affordable Family Vacations in the U.S.”

Country Living

“51+ Best Family Weekend Getaway Ideas in the Southeast”

msn

“10 East Coast Road Trips That Will Have You Packing Your Car ASAP”

THE TRAVEL

“9 Oldest Founded Towns To Visit In Virginia”

WorldAtlas

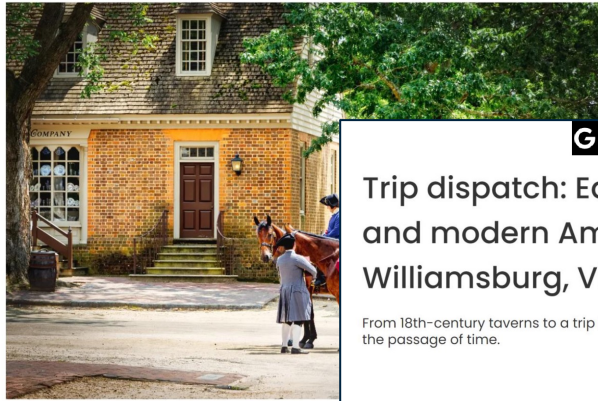
May/June: Key Media Placements

BESTLIFE

7 Charming Small Towns in the U.S. That Come Alive in the Summer

YOU'LL FIND FESTIVALS, FARMER'S MARKETS, HIKING, AND MORE AT THESE GLORIOUS SUMMER GETAWAYS.

7. Williamsburg, Virginia



GOLFPASS

Trip dispatch: Early American history and modern American golf collide in Williamsburg, Virginia

From 18th-century taverns to a trip through golf's modern era, there's a great deal to mark the passage of time.

 Tim Gavrich
June 21, 2023



The Gold Course at Golden Horseshoe Golf Club carries a sense of tradition for golfers who visit Williamsburg, Virginia.
Tim Gavrich/GolfPass



A Top Player Picks The 10 Best Golf Courses in Williamsburg Virginia

Story by Jeff Fang • 14h ago

When it comes to golf, there are many famous locations that everyone knows about. For example, Pebble Beach, CA, is home to many incredible courses, and San Diego, CA, is another notable golf destination. Williamsburg, VA, has beautiful courses to offer, and San Diego, CA, is another notable golf destination. However, these well-known areas are pretty pricey and you'll fight the crowds. Thankfully, all across the U.S. you'll find impressive golf courses and fantastic options to pick from.

What about the picturesque golfing paradise of Williamsburg, Virginia? Nestled in the historic region's rolling hills and verdant landscapes, Williamsburg boasts an abundance of golf courses that are sure to delight enthusiasts of all skill levels. From designed championship layouts to scenic fairways framed by lush foliage, this destination offers an authentic golfing experience.

"Williamsburg has 12 championship courses designed by some of the sport's greatest architects, including Arnold Palmer and Jack Nicklaus. Pairing pristine fairways, challenging natural landscapes with temperate weather and easily accessible greens, Williamsburg invites golfers of all levels to come and play at one of the mid-Atlantic's premier golf destinations," said Victoria Cimino, CEO of Visit Williamsburg.



10 East Coast Road Trips That Will Have You Packing Your Car ASAP

Want ideas for the perfect road trip vacation? Look no further and choose one of these top East Coast road trips that showcase the region's beauty.
BY OSCARAPONTE PUBLISHED 6 DAYS AGO

There's just something magical about cruising along the mountainous sceneries and coastal setting on the United States East Coast. It's no mystery why the area is known for having many famous US road trip routes, but even though there are endless options to choose from, a few of them manage to stand out above the rest while offering unique experiences and voyages for each one of the scenic states. Here are the best East Coast road trip routes worthy of travelers' itineraries.

1 The Virginia Historic Triangle Road Trip



Aerial view of Williamsburg, Virginia

May/June: Media Familiarization Tours



Chris Ryall
Freelance Writer



Timothy Gavrich
Golf Writer



Meghan O'Dell
AAA



Stefan Klug, Sabine Loeprick, Susanna Kippenberger, and Michael Juhran
International Journalists

Sales

May/June 2023 Performance

May/June: Shows/Events

Small Market Meetings Summit

May 10 – 12 – Fort Worth, Texas

IPW

May 20 - 24 – San Antonio, Texas



Society of Government Meeting Professionals

June 6 - 8 – Bloomington, Minnesota

Smart Meetings National Conference

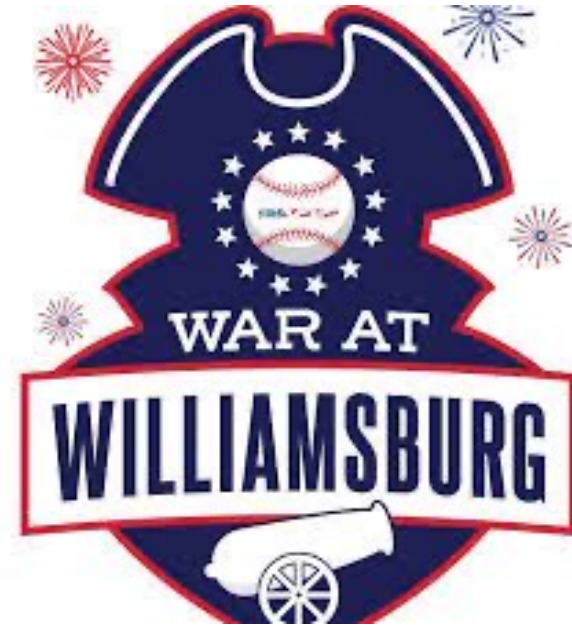
June 26 - 27 – Austin, Texas





WorldStrides®

Educational Travel & Experiences



May/June: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
5/05/2023	North Carolina A&T Football Team	55
5/12/2023	Virginia Motorcoach Association	327
5/12/2023	Virginia Society of Oral & Maxillofacial Surgeons Annual Meeting 2025	100
5/12/2023	Anderson Coach & Travel – Grand Illumination 2024	60
5/12/2023	Old Dominion Chapter – Society of Government Meeting Professionals	25
5/12/2023	Ferguson/Travers Family Reunion 2023	40
5/16/2023	The Rawlings Family Reunion 2024	225
5/17/2023	Commission on Accreditation of Allied Health Education Programs	435
5/17/2023	Association of Bookmobile & Outreach Services	829
5/17/2023	African Christian Fellowship	120
5/26/2023	Road Scholars Tours – Colonial Christmas #1	100
5/26/2023	Road Scholars Tours – Colonial Christmas #2	100
5/26/2023	Road Scholars Tours – Colonial Christmas #3	100
5/26/2023	Road Scholars Tours – Colonial Christmas #4	100

May/June/July: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
6/02/2023	RVA Lady Tomahawks	70
6/02/2023	2025 Vistar Managers Meeting	1180
6/02/2023	Emereau Bladen Charter School	130
6/08/2023	M.W. Consolidated Hiram Grand Lodge, AF & AM of Virginia	1100
6/09/2023	Road Scholar Tours – Tour #2011: From Colony to Revolution: Williamsburg, Jamestown, Yorktown	150
6/09/2023	Gunther Charters and Tours	60
6/09/2023	US Quadball – National Qualifier	200
6/16/2023	Tessema Family Reunion	21
6/21/2023	Coastal Women's Flag Football League – 2024 Civil War Tournament	300
6/30/2023	AFC Tours – December 2024 Tour – Sleeping Rooms	120
7/07/2023	FISA YMCA 2024	273
7/07/2023	International Inbound Travel Association	548
7/07/2023	757 Swim – Grand Illumination Swim Meet	600
7/07/2023	757 Swim – IMR/IMX Swim Meet	400

May/June: Definite Bookings

Date	Definite Booking	Property	Room Nights
5/15/2023	Hale Transportation	Embassy Suites Williamsburg	23
5/22 – 5/26/2023	Road Glide National Rally	Embassy Suites Williamsburg	142
5/24 – 5/25/2023	Our Group Tour	Williamsburg Woodlands	18
6/4 – 6/5/2023	GL Travel	Embassy Suites	71
6/18 – 6/23/2023	Southern District Bible Conference	DoubleTree by Hilton Williamsburg	400
7/11 – 7/16/2023	Urban Superintendent Association of America	Williamsburg Lodge	600
7/17/2023	Virginia Commonwealth University – VA Tiered Systems of Support	Fort Magruder Hotel and Conference Center	40
7/17 – 7/22/2023	North Carolina Healthcare Association	Williamsburg Lodge	433
7/19/2023	Virginia Commonwealth University – VA Tiered Systems of Support	Fort Magruder Hotel and Conference Center	40
8/4 – 8/6/2023	Sheppard Family & Friends Reunion	Embassy Suites	100
8/13 – 8/15/2023	Southern Economic Development Council	Williamsburg Lodge	785
8/13 – 8/16/2023	Getaway Adventures	Fort Magruder Hotel and Conference Center	87
9/11/2023	VSAE Leadership Meeting	Kingsmill Resort	30
11/30 – 12/3/2023	Starr Tours	Springhill Suites	75
12/1 – 12/3/2023	Wolf's Tours	Springhill Suites	48
12/2 – 12/4/2023	Perkiomen Tours	Best Western Williamsburg	60
12/8 – 12/11/2023	R&J Transportation	Springhill Suites	100
12/13 – 12/17/2023	AFC Tours & Cruises	Williamsburg Lodge	80

Upcoming Shows/Events

Student & Youth Travel Association (SYTA) Annual Conference

August 18 - 22 – Winnipeg, Manitoba, Canada

Connect Marketplace

August 22 - 24 – Detroit, Michigan

Virginia Motorcoach Association (VMA)

August 22 - 24 – Cherokee, North Carolina



Awards Season



Old & New Business

Closed Session

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

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Restaurant Association
York County

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

Kevin Lembke
Neal Chalkley
James Horn
Mickey Chohany
Chad Green

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.

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Restaurant Association
York County

Ruth Larson, Chair
Cliff Fleet, Vice Chair
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Kevin Lembke
Neal Chalkley
James Horn
Mickey Chohany
Chad Green

Adjourn

Next Meeting

Tuesday, September 19, 2023

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN