

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Building Strong Business & Event Listings**

# Leveraging Your DMO

Visit Williamsburg launched an \$11 million advertising campaign in January 2024; its primary call to action is [visitwilliamsburg.com](https://www.visitwilliamsburg.com)

By having an event or business listing on the Visit Williamsburg website, your event or business will be accessible to travelers who are deciding what to do on their trip to the region.

**538.9k** Users who visited the listings sections of the website in 2023

**157.2k** Users who visited the events section of the website in 2023

**360k** Clicks were driven to industry partner websites in 2023

# Website Enhancements

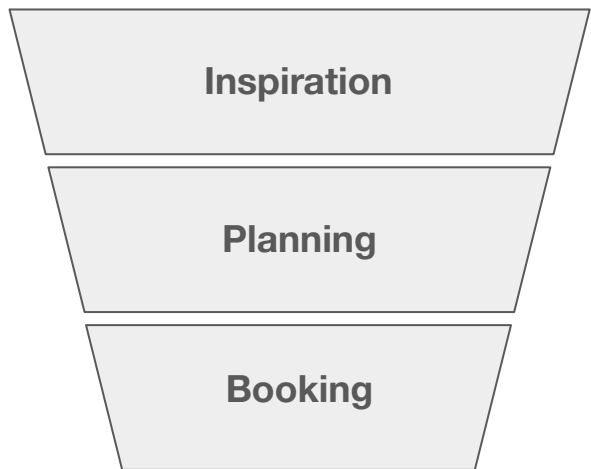
In September 2023, Visit Williamsburg launched a new website to modernize the online experience for would-be travelers, and provide partners with access to industry-leading technology to better promote their businesses.

The new website features:

- An all new design to reflect current branding style and refreshed approach to content strategy based on best practices
- A new, mobile-friendly experience with tools and features for both visitors and industry partners
- A new industry partner portal built on integrated CMS/CRM platform



# Completing the Trip-planning Journey



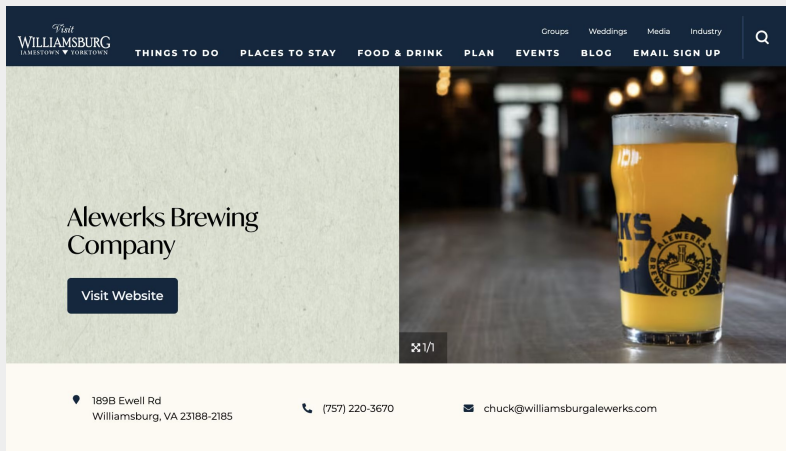
2.5 million total users visited [visitwilliamsburg.com](https://www.visitwilliamsburg.com) in 2023 to learn more about the destination and begin planning their trip, viewing a total of 6.4 million pages.

However, bookings and purchases must take place on an industry partner's website.

To avail of this qualified audience, a listing is required to give users a clear path to purchase.

# What Makes a Strong Listing?

- **Images** - capture the attention of website visitors with an image of your attraction or event. Avoid images with text, and instead showcase the experience they should expect from visiting or attending.
- **Website Link** - The primary objective of a listing is to drive referral traffic to industry partners in order for users to complete the booking journey. Including a link to where they can book, reserve, or buy tickets on your website will make that journey as easy as possible for users.
- **Description** - Provide a description of your attraction, business, or event. Use language that excites potential visitors about the adventure ahead of them, while providing pertinent information for their trip planning process. For example, hours of operation, cost, booking requirements and seasonal considerations.
- **Location** - Input your address to avail of the map integration within your business listing. This can help users plan their itinerary, and see how accessible your attraction or event is.
- **Events** - For owners of business listings, ensure events are linked so that they appear on both the events page, as well as your business listing.



# What's a Good Example?

—● Appealing image with a link to the website

—● Address with contact information

## Overview

Alewerks was at the forefront of the craft beer movement in Virginia when it opened its doors in 2006. Fifteen years later, Alewerks Brewing Company is one of the preeminent breweries in Virginia with an evolving portfolio that includes classics like Superb IPA and new seasonal favorites like the refreshing Tangerine Wheat Ale. Credit Brewmaster Geoff Logan for his boundary-setting brews that keep patrons excited about what's next. If you're close to the Williamsburg Premium Outlets, drop in the L.A.B. Taproom. That's the Little Auxiliary Brewery, where Alewerks brews a number of small-batch beers, allowing the brewers to experiment with new flavors, styles, and ingredients. Find a new favorite and shop in the expanded retail section. Alewerks.com is always open, with information about tours, guided tastings, current tap selections, and a full selection of Alewerks gear.

MAP



EVENTS



### Live Music: Women's History Month Edition

Presented By: Alewerks Brewing Company

Location: Alewerks Brewing Company

Dates vary between March 2, 2024 - March 30, 2024

—● Overview that communicates what visitors should look forward to, seasonal considerations, and requirements

—● Leveraging the map functionality and with event listings linked to the business listing



## And What Isn't?

Incorrectly sized image/logo - this gives no context to the viewer and can detract from the perception of the attraction.



In addition to a improperly sized image, this listing does not include a link to the attraction's website despite them having one, or use the website's map integration.

## Why Does it Matter?

**85%** of referral traffic from [visitwilliamsburg.com](https://visitwilliamsburg.com) go to partner websites that follow the guidelines above

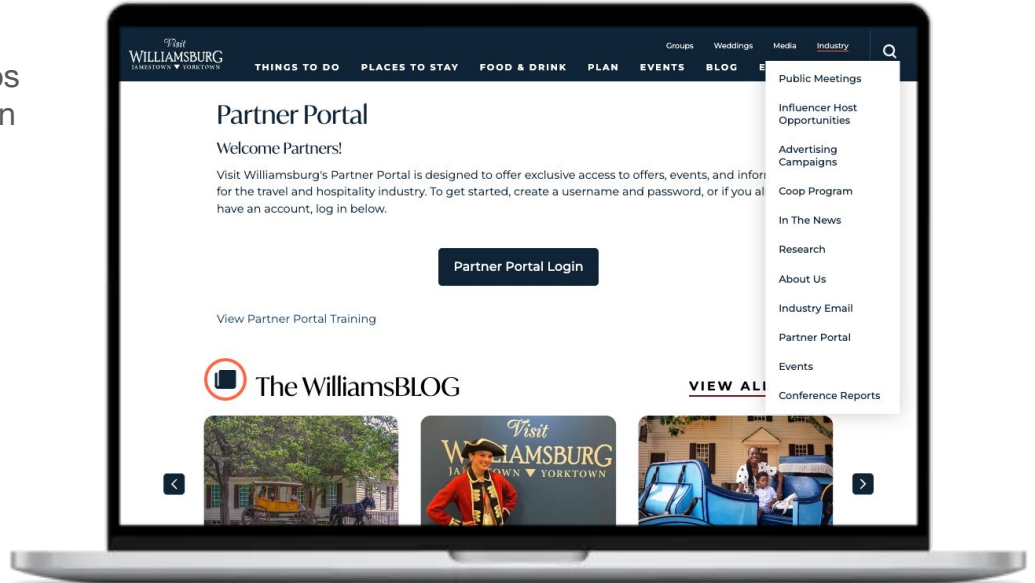
**30%** more clicks go to listings pages with images than those who do not



# Where to Start

To sign up for or access the Partner Portal, submit one-off events, or view training videos for the new website, visit the Industry section of [visitwilliamsburg.com](http://visitwilliamsburg.com)

OR scan the QR code below.



# Ways to Further Promote Your Business

Respond to calls for participation via the industry email – this will allow your business or event to be featured in blog posts, influencer marketing that may be featured on [visitwilliamsburg.com](http://visitwilliamsburg.com) and press opportunities.

Participation in DMO influencer marketing campaigns may yield images that can be used by your organization, either on the website or your own marketing materials.

Cross-post organic social content your business or event are featured in to raise awareness without the need to create net-new content.

Submit event listings as soon as details are confirmed to maximize exposure via the website.

Attend trainings and webinars organized by Visit Williamsburg to learn more about industry trends, opportunities, and tips to boost your visibility.

**Thank you.**

Please contact Jennifer Case ([jennifer.case@visitwilliamsburg.com](mailto:jennifer.case@visitwilliamsburg.com))  
with any questions.