



# Williamsburg Tourism Council

BOARD MEETING

January 21, 2025

# Today's Agenda

- I. Roll Call**
- II. Public Comment**
- III. Roundtable Discussion**
- IV. Public Comment**
- V. Approve Minutes**
- VI. Chair Report**
- VII. Treasurer's Report**
- VIII. CEO Report**
- IX. Guest Speaker**
  - I. Dan Roberts, VP of Research & Strategy  
Virginia Tourism Corporation**



# Roll Call

**James City County**  
**Colonial Williamsburg Foundation**  
**City of Williamsburg**

**Busch Gardens**  
**Jamestown Rediscovery Foundation**  
**Jamestown-Yorktown Foundation**  
**Williamsburg Hotel & Motel Association**  
**Williamsburg Area Restaurant Association**  
**York County**

**Ex-Officio**  
**Greater Williamsburg Chamber of Commerce**

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

**Kevin Lembke**  
**Denise Kellogg**  
**Christy Coleman**  
**Ron Kirkland**  
**Michael Claar**  
**Sheila Noll**

**Terry Banez**

# Public Comment

# Roundtable Discussion

# Approve Minutes

# Vote

**James City County**  
**Colonial Williamsburg Foundation**  
**City of Williamsburg**

**Busch Gardens**  
**Jamestown Rediscovery Foundation**  
**Jamestown-Yorktown Foundation**  
**Williamsburg Hotel & Motel Association**  
**Williamsburg Area Restaurant Association**  
**York County**

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**Sheila Noll**

# Chair Report

# Treasurer's Report

# Treasurer's Report

# Revenue / Expenses November 2024

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,205,289	1,247,200	(41,911)
\$1 Transient Tax	162,772	130,048	32,724
Maintenance of Effort Funds	0	0	0
Other	35,340	12,178	23,162
<b>Total Revenue</b>	<b>1,403,400</b>	<b>1,389,426</b>	<b>13,974</b>
<b>EXPENSES</b>			
Destination Marketing	975,998	759,817	(216,181)
Other Sales & Marketing	79,014	196,659	117,645
Labor & Benefits	144,633	171,488	26,855
Admin	27,920	92,773	64,853
<b>Total Expenses</b>	<b>1,227,565</b>	<b>1,220,737</b>	<b>(6,828)</b>
<b>Net Revenue Expense by Month</b>	<b>175,835</b>	<b>168,689</b>	<b>7,146</b>

Source: York County, Office of the Commissioner of Revenue - AND -  
Virginia Department of Taxation

# Treasurer's Report

## Revenue / Expenses Fiscal YTD as of November 30, 2024

	FY 2024		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	6,555,244	6,662,818	(107,574)
\$1 Transient Tax	770,033	783,569	(13,536)
Maintenance of Effort Funds	63,300	63,300	0
Other	104,081	47,765	56,316
<b>Total Revenue</b>	<b>7,492,658</b>	<b>7,557,452</b>	<b>(64,794)</b>
<b>EXPENSES</b>			
Destination Marketing	3,997,795	3,928,485	(69,310)
Other Sales & Marketing	324,865	582,178	257,313
Labor & Benefits	723,142	748,611	25,469
Admin	128,717	330,805	202,088
<b>Total Expenses</b>	<b>5,174,519</b>	<b>5,590,079</b>	<b>415,560</b>
<b>Net Revenue Expense by Month</b>	<b>2,318,140</b>	<b>1,967,373</b>	<b>350,767</b>

<b>Net Position - Beginning of Year</b>	<b>2,679,401</b>	<b>2,679,401</b>	<b>0</b>
<b>Net Position - Current YTD</b>	<b>4,997,541</b>	<b>4,646,774</b>	<b>350,767</b>

Budget Remaining	Percent Remaining
8,769,474	57.2%
820,232	51.6%
63,300	50.0%
12,055	10.4%
<b>9,665,061</b>	<b>56.3%</b>

8,160,905	67.1%
1,825,134	84.9%
1,481,842	67.2%
515,318	80.0%
<b>11,983,200</b>	<b>69.8%</b>

Source: York County, Office of the Commissioner of Revenue - AND -  
Virginia Department of Taxation

## Treasurer's Report

**Cash on Hand  
November 2024**

### Operating Cash

Cash Balances	Sep-24			Oct-24			Nov-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 5,102,819	\$ 6,151,813	\$ (1,048,994)	\$ 5,171,276	\$ 6,575,581	\$ (1,404,305)	\$ 5,628,510	\$ 6,730,339	\$ (1,101,829)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 765,500	\$ -	\$ 765,500	\$ 768,577	\$ -	\$ 768,577	\$ 771,769	\$ -	\$ 771,769
<b>Total Cash on Hand</b>	<b>\$ 5,869,319</b>	<b>\$ 6,151,813</b>	<b>\$ (282,494)</b>	<b>\$ 5,940,852</b>	<b>\$ 6,575,581</b>	<b>\$ (634,728)</b>	<b>\$ 6,401,278</b>	<b>\$ 6,730,339</b>	<b>\$ (329,061)</b>

Key Sources of Funds	Sep-24			Oct-24			Nov-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,620,001	\$ 1,598,770	\$ 21,231	\$ 1,437,173	\$ 1,586,460	\$ (149,287)	\$ 1,390,725	\$ 1,377,248	\$ 13,477
<b>Total Gov't Sources</b>	<b>\$ 1,620,001</b>	<b>\$ 1,598,770</b>	<b>\$ 21,231</b>	<b>\$ 1,437,173</b>	<b>\$ 1,586,460</b>	<b>\$ (149,287)</b>	<b>\$ 1,390,725</b>	<b>\$ 1,377,248</b>	<b>\$ 13,477</b>

Interest Earned:	Sep-24			Oct-24			Nov-24		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ 24,046	\$ -	\$ 24,046	\$ -	\$ -	\$ -	\$ 22,665	\$ -	\$ 22,665
BB&T Reserve Checking	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 10,549	\$ 10,303	\$ 246	\$ 11,067	\$ 10,303	\$ 764	\$ 12,675	\$ 12,178	\$ 497
Ches Bank CD	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Interest Earned</b>	<b>\$ 34,595</b>	<b>\$ 10,303</b>	<b>\$ 24,292</b>	<b>\$ 11,067</b>	<b>\$ 10,303</b>	<b>\$ 764</b>	<b>\$ 35,340</b>	<b>\$ 12,178</b>	<b>\$ 23,162</b>

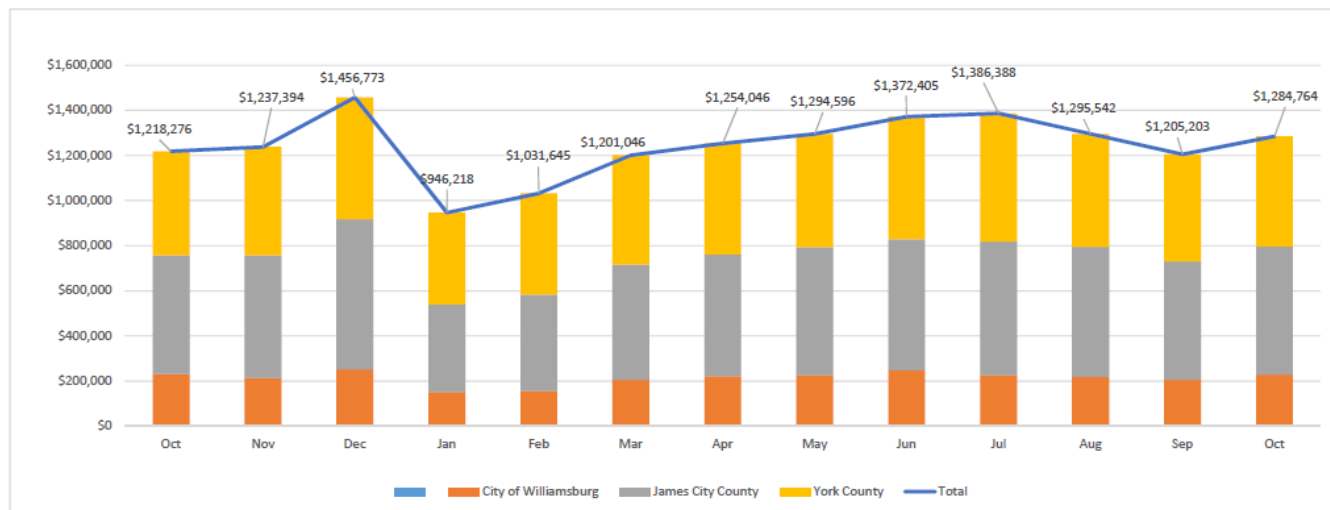
Accounts payable balance as of November 30, 2024: \$ 1,331,977

Uncleared checks & payments balance: 17,141

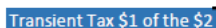
Total Open Payables transactions: \$ 1,349,118

**Sales Tax**

SOURCE: York County, Office of the Commissioner of Revenue

[illegible]

## Transient Tax

[illegible]

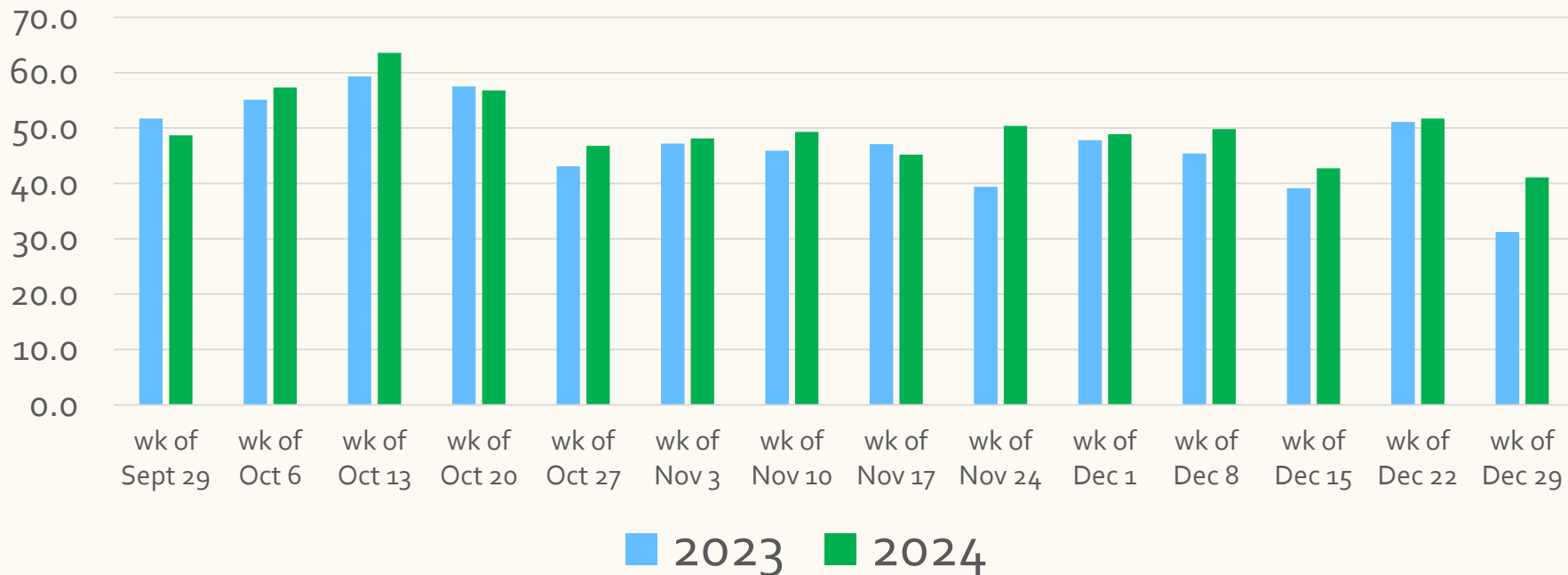
# CEO Report

# Recent Performance

Q4 2024 RECAP

## Q4 2024 RECAP

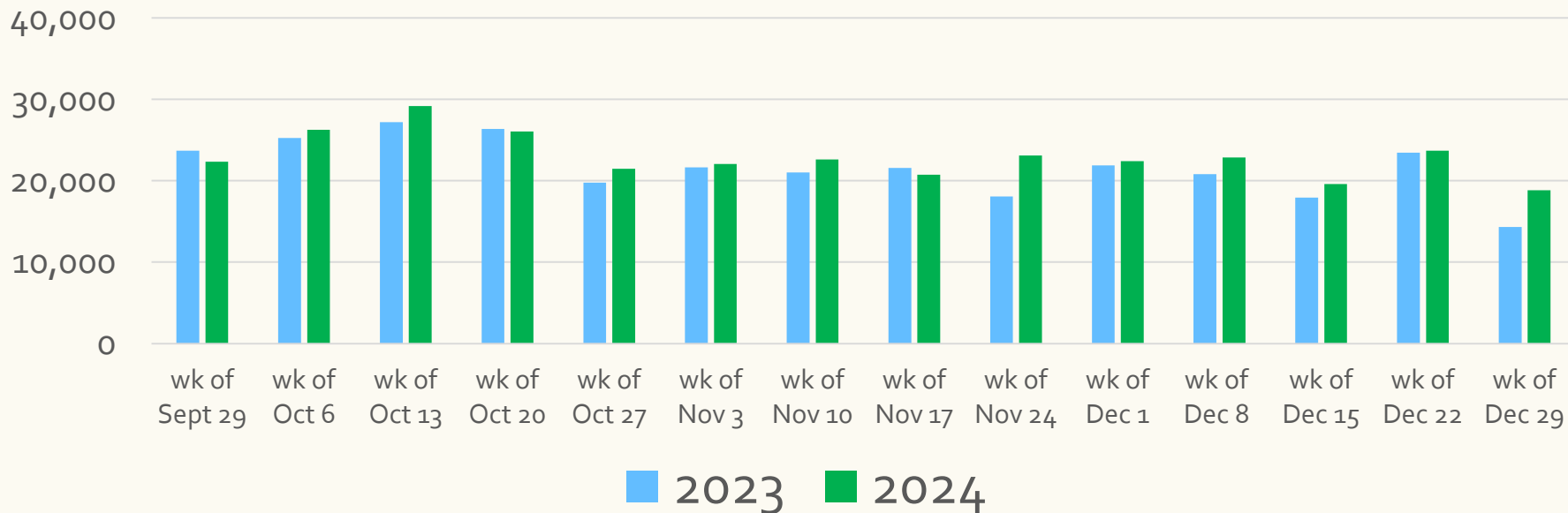
# Occupancy



Occupancy increased 11 out of the last 14 weeks of the year vs. the same period last year.

## Q4 2024 RECAP

### Demand (rooms sold)



Rooms sold (Demand) increased by 18,094 rooms vs. the same period in 2023.

# Virginia Tourism Corporation

## Weekend Comparison 28 day report

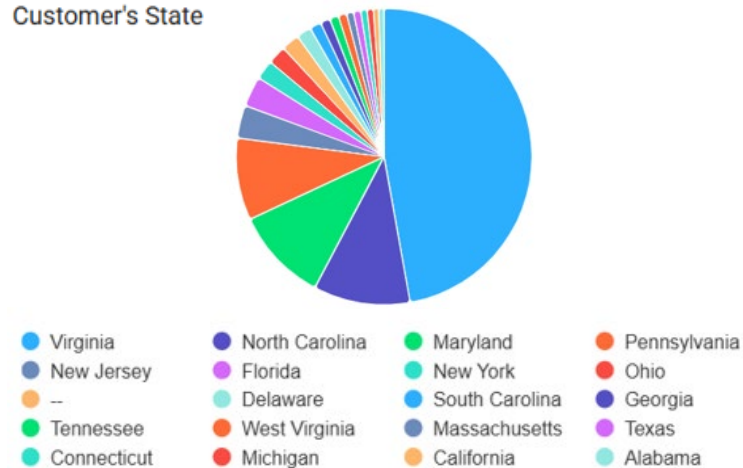
December 08, 2024 - January 04, 2025 Rolling-28 Day Period		Occupancy		
		FRI	SAT	WE Total
<b>Washington, DC</b>		54.3%	56.2%	<b>55.3%</b>
	Arlington, VA	55.0%	53.5%	<b>54.3%</b>
	Alexandria, VA	53.2%	53.6%	<b>53.4%</b>
	Fairfax/Tysons Corner, VA	51.1%	52.1%	<b>51.6%</b>
	Suburban Virginia Area	45.7%	48.0%	<b>46.8%</b>
	I-95 Fredericksburg, VA	54.4%	54.8%	<b>54.6%</b>
	Dulles Airport Area, VA	51.2%	54.3%	<b>52.7%</b>
<b>Norfolk/Virginia Beach, VA</b>		49.3%	51.6%	<b>50.5%</b>
	Chesapeake/Suffolk, VA	50.9%	52.2%	<b>51.5%</b>
	Newport News/Hampton, VA	49.0%	50.4%	<b>49.7%</b>
	Norfolk/Portsmouth, VA	47.7%	48.0%	<b>47.9%</b>
	Virginia Beach, VA	46.3%	49.2%	<b>47.8%</b>
	Williamsburg, VA	54.6%	58.8%	<b>56.7%</b>
<b>Richmond - Petersburg, VA</b>		50.9%	53.7%	<b>52.3%</b>
	Petersburg/Chester, VA	48.1%	48.6%	<b>48.4%</b>
	Richmond CBD, VA	46.8%	53.1%	<b>50.0%</b>
	Richmond North/Glen Allen, VA	52.2%	56.3%	<b>54.2%</b>
	Richmond West/Midlothian, VA	55.5%	58.3%	<b>56.9%</b>
<b>VTC Tourism Regions</b>				
	Central Virginia	49.6%	51.1%	<b>50.3%</b>
	Chesapeake Bay	41.1%	41.0%	<b>41.0%</b>
	Coastal Virginia - Eastern Shore	39.5%	36.4%	<b>37.9%</b>
	Coastal Virginia - Hampton Roads	49.3%	51.5%	<b>50.4%</b>
	Northern Virginia	52.1%	53.1%	<b>52.6%</b>
	Shenandoah Valley	50.3%	47.9%	<b>49.1%</b>
	Southern Virginia	51.3%	48.8%	<b>50.0%</b>
	Southwest Virginia - Blue Ridge Highlands	56.4%	51.6%	<b>54.0%</b>
	Southwest Virginia - Heart of Appalachia	41.0%	34.8%	<b>37.9%</b>
	Virginia Mountains	51.1%	49.8%	<b>50.5%</b>

Occupancy		
FRI	SAT	WE Total
<b>4th</b>	<b>1st</b>	<b>2nd</b>

# Historic Holiday Pass



Customer's State

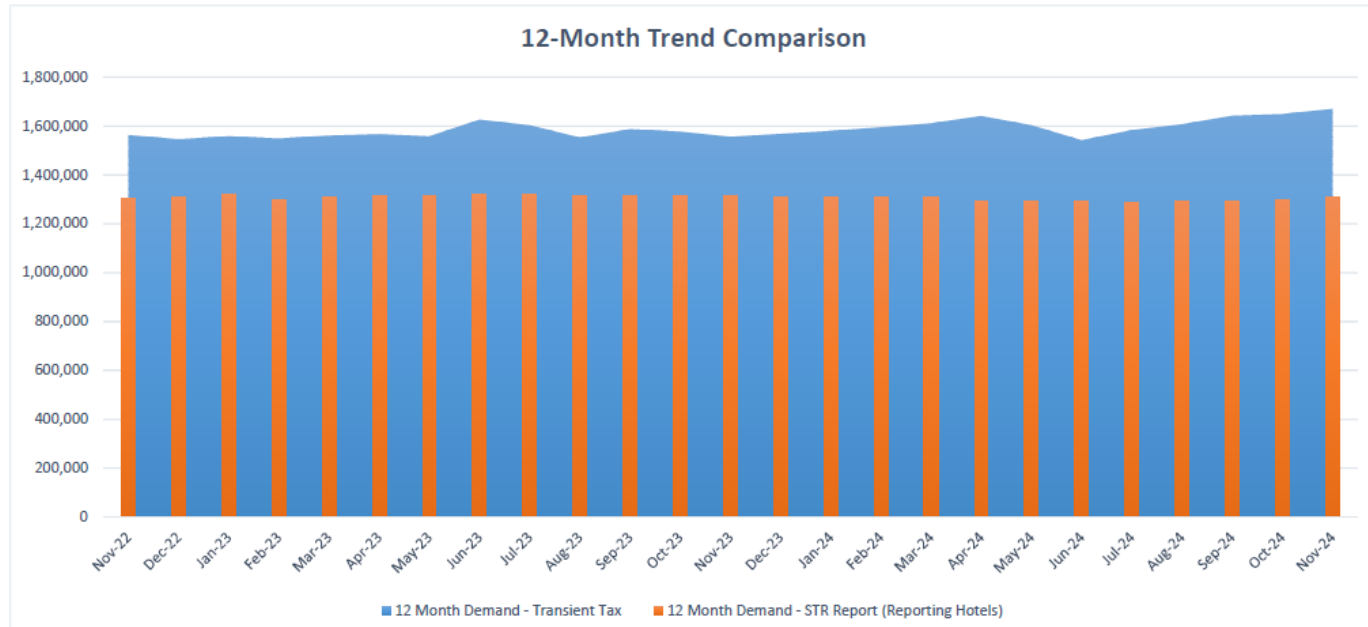


Venue Check-Ins



★ 1,474 people downloaded the Historic Holiday Pass in 2024

# Transient Tax



Nov-2024	Category	Nov-2023	24/23 % Chg	Nov-2022	24/22 % Chg
1,670,268	Transient Tax	1,555,714	7.4%	1,563,036	6.9%
1,307,417	STR Demand	1,313,642	-0.5%	1,304,071	0.3%
2,490,395	STR Supply	2,488,309	0.1%	2,493,486	-0.1%
362,851	Non-STR Demand	242,072	49.9%	258,965	40.1%
52.5%	STR OCC %	52.8%	-0.6%	52.3%	0.4%
21.7%	% Non-STR Demand	15.6%	39.6%	16.6%	31.1%

# 2025 Vision



## Building momentum and preparing for the next big wave of tourism across the Historic Triangle

- The Semiquincentennial (250th Commemoration of the United States of America) is rapidly approaching.
- The way we attract visitors is evolving. At Visit Williamsburg, we are implementing a new approach to connect and re-connect with audiences.
- As we enter 2025, we see tremendous opportunities to reach new visitors and draw back past visitors to experience our new attractions and untold stories of our history.

# 2025 Vision

Our focus this year is centered around **three key areas**:

1. Refreshing our advertising, media placement, and public relations efforts in key markets with a new group of agency partners.
2. Making adjustments to our organizational structure to increase group business, service our clients more efficiently, and strengthen community relationships.
3. Improving the visitor experience through new mobile-based tours and technology upgrades to make our website more user-friendly and accessible.

# 2025 Vision

From new attractions and arts & cultural events, to existing and upcoming new hotels, along with the new Greater Williamsburg Sports & Events Center, there are many exciting projects in development for our team to help influence and promote.

At this pivotal moment, we are more committed than ever to attracting visitors to stay overnight, while continuing to work with community stakeholders to help the Historic Triangle realize its full potential as a world-class tourist destination.

# Timeline: Next 24 months

**2025**

**2026**



# **2025** Timeline

## JANUARY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events

- “New” ad campaign: existing photos + new messaging
- Initial Planning: 2026 Events (4 new events).
- Colonial Williamsburg – 2nd game created with iCivics

**Social Media – Seasonal Events, Festivals, and Holidays:**

Restaurant Week, Comedy Fest, Cabin Fever Concert Series, Liberty Ice Pavilion (Ice Skating), Winter Blues Jazz Festival, Busch Gardens Mardi Gras and the Park's 50<sup>th</sup> Anniversary

**Website/Blog:** Winter travel and events

**Public Relations (*pre-promotion*):** Valentine's Day, Presidents Day, Muscarelle Museum Michelangelo Exhibit, Black History Month, plan Q2 NYC PR Event

**Add'l projects:** White64 sports marketing agency immersion

### SALES

**Tradeshows & Events:** SYTA Summit, ALIS, New York Travel & Adventure Show, AAA Travel Show – Pittsburgh

**Group Sales** Group business incentive plan deployment

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## FEBRUARY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- “Great American Birthday Quilt” project planning
- Continue Planning 2026 Events (4 new events)
- William & Mary founded on February 8, 1693

**Social Media – Seasonal Events, Festivals, and Holidays:**

Black History Month, Groundhog Day, Valentine's Day, Presidents Day: (Heads & happenings), Liberty Ice Pavilion

**Website/Blog:** Winter travel, begin promoting Spring Break

**Public Relations (*pre-promotion*):** Golf, Spring Break, Women's History Month (March), Muscarelle Michelangelo Exhibit, Busch Gardens -The Wolf's Revenge roller coaster

### SALES

**Tradeshows & Events:** RCMA, Convention South, ABA-Philly, CRUSA Sales Mission, AAA Travel Shows, HSMIA.

**Group Sales** Group business incentive plan deployment

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## MARCH

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events

- “Great American Birthday Quilt” project announcement
- Continue Planning: 2026 Events (4 new events)
- Final Convening of “A Common Cause to All”

**Social Media – Seasonal Events, Festivals, and Holidays:**

St Patrick's Day, National Take A Walk In The Park Day, Summer Planning meetings with Miles Partnership & MMGY

**Website/Blog:** Spring Break, Summer.

**Public Relations (*pre-promotion*):** Golf, Garden month, CW baby animals, Busch Gardens Wine Festival + The Wolf's Revenge, Easter Brunch, America's Bday quilt, Fox5 appearance ahead of DC Travel & Adventure Show

### SALES

**Tradeshows & Events:** Destinations International CEO Summit, India Sales & PR Mission with VTC

**Group Sales** Group business incentive plan deployment

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## APRIL

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Powder Magazine restoration completed, 250th Anniversary of the Gunpowder Incident
- Continue planning: 2026 Events (4 new events)

**Social Media – Seasonal Events, Festivals, and Holidays:**

Spring Break - Spring Break Pass, Golf, Garden Month, CW baby animals, Busch Gardens Wine Festival, Easter Brunch, New Busch Gardens rollercoaster - Wolf's Revenge

**Website/Blog:** Summer, new Cool Summer Pass, Golf

**Public Relations (pre-promotion):** Jamestown Colony established (May 14), W&M Graduation, Mother's Day, Memorial Day Weekend, Juneteenth, Colonial Williamsburg opens The Bob and Marion Wilson Teacher Institute Center (May)

### SALES

**Tradeshows & Events:** Connect Spring Marketplace, E-Tourism Summit

**Group Sales** Group business incentive plan deployment

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## MAY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Founding of Jamestown (1607).
- CW opens The Bob and Marion Wilson Teacher Institute Center
- Continue planning: 2026 Events (4 new events)

**Social Media – Seasonal Events, Festivals, and Holidays:**

Jamestown Colony, Golf, W&M Graduation, Memorial Day Wknd, Mothers Day, New Busch Gardens coaster – Wolf's Revenge, CW Teacher Institute Center opens

**Website/Blog:** Summer, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** Summer, Juneteenth, Flag Day, Fathers Day, Cool Summer Pass, Williamsburg Live, Concert Week (Blog). In-market PR FAM. TV appearances in DC, Raleigh and Roanoke to promote Cool Summer Pass, James City County – Longest Day (June)

### SALES

**Tradeshows & Events:** African American Travel Conference, V.S.A.E, SGMP NEC, Q2 NYC Press Event

**Group Sales** Group business incentive plan deployment

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## JUNE

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Virginia General Assembly named Williamsburg capital of Virginia on June 7, 1699.
- Virginia Declaration of Rights adopted June 12, 1776, model for the Bill of Rights
- Continue planning: 2026 Events (4 new events)
- Updated campaign with new photography assets

**Social Media – Seasonal Events, Festivals, and Holidays:**

Summer, Flag Day, Juneteenth, JCC-Longest Day, Fathers Day, Cool Summer Pass, Williamsburg Live, Concert Week (Blog), "The Shoe" Golf course opening at CW

**Website/Blog:** "New" photography, Summer, Cool Summer Pass, Golf, Fox5 in market for 3 segments including 250<sup>th</sup>

**Public Relations (pre-promotion):** 4<sup>th</sup> of July, August events

### SALES

**Tradeshows & Events:** IPW International Conference, World Pickleball Convention

**Group Sales** Group business incentive plan deployment

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

# 2025

## JULY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- House of Burgesses founded – Jamestown (1619)
- Continue planning: 2026 Events (4 new events)

**Social Media – Seasonal Events, Festivals, and Holidays:**  
Summer events, 4th of July, Cool Summer Pass, Concerts, Golf

**Website/Blog:** Campaign update – new photos, Summer, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, William & Mary Parents Weekend, Late Summer Travel, Golf Month, Honey Bee Day, Pancake Pass Tour

### SALES

**Tradeshows & Events:** Destinations International Annual Convention – Chicago, Georgia/South Carolina Motorcoach

**Group Sales Group business incentive plan deployment**  
▪ Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## AUGUST

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events

- Continue planning: 2026 Events (4 new events)

**Social Media – Seasonal Events, Festivals, and Holidays:**  
Late Summer events, Golf Month, W & M First Day of School & Parents Weekend, Honey Bee Day, Cool Summer Pass

**Website/Blog:** Updated campaign, Fall, Late Summer Travel, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, TV appearances in DC, Raleigh, and Roanoke to promote Fall travel, Labor Day, Yorktown Day, Fall, BurgQuest, Halloween

### SALES

**Tradeshows & Events:** U.S. Travel ESTO Conference, SYTA Annual Conference, Connect Marketplace – Sports, PR Carriage Tour starts in mid-size markets (Charlotte, Raleigh)

**Group Sales Group business incentive plan deployment**  
▪ Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## SEPTEMBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Battle of Yorktown (1781)
- Continue planning: 2026 Events (4 new events)

**Social Media – Seasonal Events, Festivals, and Holidays:**  
Pancakepalooza Event, Pancake tour, Labor Day, Fall festivals, BurgQuest, Fall Golf

**Website/Blog:** Updated campaign, Fall travel, Fall Golf, Spooky Travel, Pancake Tour, Fox 5 in market appearance (Three segments: Halloween, 250<sup>TH</sup>, Holidays)

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Halloween, Ghost/Spooky Season, Yorktown Day, ChristmasTown 8K Dash, Occasion for the Arts, Beer Fest

### SALES

**Tradeshows & Events:** Small Market Meetings Conference, SPORTS Relationship Conference, PR Carriage Tour continues in mid-size markets

**Group Sales Group business incentive plan deployment**  
▪ Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## OCTOBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Surrender of General Cornwallis at Siege of Yorktown to end the war
- Colonial Williamsburg, the Omohundro Institute, and W&M host the “For 2026” conference
- Continue planning: 2026 Events (4 new events)

**Social Media – Seasonal Events, Festivals, and Holidays:**

Fall events, Halloween, Ghost/Spooky Season, Christmas Town 8K Dash, Occasion for the Arts, Wine & Oyster Fest, Yorktown Day, Beer Fest, Mocktail trail – “Sober October”

**Website/Blog:** Fall, Spooky Travel + switch to holiday promo

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Holiday Pass, VA Cat Festival

### SALES

**Tradeshows & Events:** TEAMS Sports Conference, VSAE Fall Expo, Destination East Conference, Colonial Carriage Tour continues in mid-size markets. New photoshoot for fall images. Large scale PR (Today Show?) to push 2026

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## NOVEMBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Yorktown Tea Party: November 7, 1774
- CW publishes *100 Years of Colonial Williamsburg*
- Lord Dunmore's Proclamation

**Social Media – Seasonal Events, Festivals, and Holidays:**

Lord Dunmore's Proclamation, Holiday events, Historic Holiday Pass, VA Cat Festival, Freedom Ring Foundation Gala, Veterans Day, Museum Store Sunday, Small Business Saturday, Late Fall Travel

**Website/Blog:** Updated campaign with new Holiday video continues, Holiday promotion, 2<sup>nd</sup> annual Historic Holiday Pass

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, New CW Archaeology Center Winter

### SALES

**Tradeshows & Events:** NSA-BPA National Convention, Connect Medical Meetings-DC, NTA Travel Exchange, Travelability Conf, VA1 Conference, Large scale PR (Today Show?) to push 2026

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## DECEMBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events

- Continue planning: 2026 Events (4 new events)
- Chamber of Commerce Christmas Parade

**Social Media – Seasonal Events, Festivals, and Holidays:**

Grand Illumination weekends, Holiday events, Historic Holiday Pass, Ice Skating, “Indoor Fun” activities, Tree lighting events, Holiday Pops, Yorktown Lighted Boat Parade

**Website/Blog:** Updated campaign - new Holiday video, Holiday events and New Year's Eve, Historic Holiday Pass

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, “Colonial Williamsburg:100 years” (opens Winter 2026 at the Art Museums of Colonial Williamsburg), January Restaurant Week, New Year's events, Blues/Jazz Fest

### SALES

**Tradeshows & Events:** AVCA Annual Convention, Travel South International

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

# **2026** Timeline

## JANUARY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events (250<sup>th</sup>)

- "Colonial Williamsburg:100 years" opens "Winter 2026" at the Art Museums of Colonial Williamsburg

**Social Media – Seasonal Events, Holidays, and Festivals:**

Restaurant Week, Comedy Fest, Cabin Fever, Liberty Ice Pavilion (Ice Skating), Winter Blues Jazz Festival, Busch Gardens Mardi Gras

**Website/Blog:** 250<sup>th</sup> messaging, Winter travel and events

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Valentine's Day, Presidents Day, Black History Month

### SALES

**Tradeshows & Events:** RCMA, SYTA Summit, ALIS, New York Travel & Adventure Show

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## FEBRUARY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events (250<sup>th</sup>)

- The College of William & Mary founded on February 8, 1693
- President's Day Weekend Event (TBD)

**Social Media – Seasonal Events, Holidays, and Festivals:**

Groundhog Day, Valentine's Day, Presidents Day, Black History Month, Liberty Ice Pavilion

**Website/Blog:** 250<sup>th</sup> messaging, Winter travel, begin promoting Spring Break

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Golf, Spring Break, Women's History Month (March)

### SALES

**Tradeshows & Events:** Convention South Tradeshows, American Bus Association Conference Summit, AAA Shows, HSMIA Awards

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## MARCH

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events (250<sup>th</sup>):

- New Colonial Williamsburg Colin G. and Nancy N. Campbell Archaeology Center to open in "Spring"
- Leaders gather in Colonial Williamsburg for a convening of democracy

**Social Media – Seasonal Events, Holidays, and Festivals:**

St Patrick's Day, National Take A Walk In The Park Day

**Website/Blog:** 250<sup>th</sup> messaging, Spring Break, Summer

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Golf, Garden month, CW baby animals, Busch Gardens Wine Festival, Easter Brunch (Web)

### SALES

**Tradeshows & Events:** Destinations International CEO Summit

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## APRIL

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events (250<sup>th</sup>):

- Planning for new event (Jamestown, TBD)

**Social Media – Seasonal Events, Holidays, and Festivals:**

Spring Break, Golf, Garden Month, CW baby animals, Busch Gardens Wine Festival, Web: Easter Brunch

**Website/Blog:** 250<sup>th</sup> messaging, Summer, new Cool Summer Pass, Golf

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Yorktown Tall Ships Festival, a Sail250 Virginia affiliate event, Jamestown Colony, Juneteenth, Memorial Day Weekend, Mothers Day, James City County - Longest Day

### SALES

**Tradeshows & Events:** Connect Spring Marketplace, E-Tourism Summit

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## MAY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Founding of Jamestown (1607)
- Fifth Virginia Revolutionary Convention's Call for Independence
- New event to be planned (Jamestown, TBD)

**Social Media – Seasonal Events, Holidays, and Festivals:**

Jamestown Colony, Golf, Memorial Day Weekend, Mothers Day, W&M Graduation

**Website/Blog:** 250<sup>th</sup> messaging Summer, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** Yorktown Tall Ships Festival, a Sail250 Virginia affiliate event, Summer, Juneteenth, Flag Day, Fathers Day, Williamsburg Live, Concert Week (Blog), James City County - Longest Day

### SALES

**Tradeshows & Events:** African American Travel Conference, V.S.A.E. Conference, SGMP NEC

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## JUNE

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Virginia General Assembly named Williamsburg capital of Virginia on June 7, 1699
- Virginia Declaration of Rights adopted June 12, 1776, model for the Bill of Rights, Yorktown
- Tall Ships Festival, a Sail250 Virginia affiliate event (6/12-6/14), CW publishes garden-to-table cookbook
- Debate Competitors to Visit Williamsburg

**Social Media – Seasonal Events, Holidays, and Festivals:**

Summer, Juneteenth, Flag Day, Fathers Day, Williamsburg Live, Concert Week (Blog), James City County - Longest Day

**Website/Blog:** 250<sup>th</sup> messaging, Summer, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** 4<sup>th</sup> of July festivals/ events/activities

### SALES

**Tradeshows & Events:** IPW International Conference, World Pickleball Convention

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## JULY

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- House of Burgesses founded – Jamestown (1619)
- An expanded event for the Commemoration of the 250th anniversary of the nation (TBD)
- "Great American Birthday Quilt" unveiling

**Social Media – Seasonal Events, Holidays, and Festivals:**  
Summer events, 4th of July, Concerts, Golf

**Website/Blog:** 250<sup>th</sup> messaging, Summer, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, William & Mary Parents Weekend - blog, website, welcome. Late Summer Travel, Golf Month, Honey Bee Day

### SALES

**Tradeshows & Events:** Destinations International Annual Convention

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## AUGUST

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events

- Great American Birthday Quilt" tour begins (locations TBD)

**Social Media - Events, Holidays, Festivals:** Late Summer events, Golf Month, W&M First Day of School & Parents Weekend, Honey Bee Day

**Website/Blog:** 250<sup>th</sup> messaging, Fall, Late Summer Travel, Cool Summer Pass, Golf

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Labor Day, Yorktown Day, Fall, BurgQuest, Halloween

### SALES

**Tradeshows & Events:** U.S. Travel ESTO, SYTA Annual Conference, Connect – Sports

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## SEPTEMBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Battle of Yorktown (1781)
- New event to be planned (Yorktown, TBD)

**Social Media - Seasonal Events, Holidays, and Festivals:**  
2<sup>ND</sup> annual Pancakepalooza Event, Pancake tour, Labor Day, Fall festivals, BurgQuest, Fall Golf

**Website/Blog:** 250<sup>th</sup> messaging, Fall Travel, Fall Golf, Spooky Travel

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, Halloween, Ghost/Spooky Season, Yorktown Day, ChristmasTown 8K Dash, Occasion for the Arts, Beer Fest

### SALES

**Tradeshows & Events:** Small Market Meetings Conference, SPORTS Relationship Conference

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## OCTOBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Surrender of General Cornwallis at Siege of Yorktown to end the war.
- 250<sup>th</sup> Anniversary of The First Convening of the General Assembly - The Virginia General Assembly will meet in Colonial Williamsburg. "For 2026" conference.

**Social Media – Seasonal Events, Holidays, and Festivals:**

Fall events, Halloween, Ghost/Spooky Season, Christmas Town 8K Dash, Occasion for the Arts, Wine & Oyster Fest, Yorktown Day, Beer Fest, Fall Golf, Mocktail trail – "Sober October"

**Website/Blog:** Fall, Spooky Travel + switch to holiday promo

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, 3<sup>rd</sup> annual Historic Holiday Pass, Cat Festival

### SALES

**Tradeshows & Events:** TEAMS Conference, VSAE Fall Expo, Destination East Conference

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## NOVEMBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events / historic moments

- Colonial Williamsburg publishes "100 Years of Colonial Williamsburg"
- Reconstructed First Baptist Church dedicated at original Nassau Street location. Curtis Square Garden restored
- New event to be planned (Williamsburg, TBD)

**Social Media – Seasonal Events:, Holidays, and Festivals:**

Lord Dunmore's Proclamation, Holiday events, 3<sup>rd</sup> annual Historic Holiday Pass, VA Cat Festival, Veterans Day, Small Business Saturday, Late Fall Travel

**Website/Blog:** Holiday promotion, 2<sup>nd</sup> annual Holiday Pass

**Public Relations (pre-promotion):** 250<sup>th</sup> messaging / Revolutionary moments, 3<sup>rd</sup> annual Historic Holiday Pass, Holiday events across the Historic Triangle

### SALES

**Tradeshows & Events:** NSA-BPA National Convention, Connect Medical Meetings-DC, NTA Travel Exchange, Travelability Conf, VA1 Conference

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

## DECEMBER

### MARKETING & PUBLIC RELATIONS

**Marketing Platform:** *Where America's Journey Began*

Historic Triangle – new initiatives / events (250<sup>th</sup>):

- 100<sup>th</sup> Anniversary of Colonial Williamsburg
- 250<sup>th</sup> Anniversary of Phi Beta Kappa

**Social Media – Seasonal Events, Holidays, and Festivals:**

Grand Illumination weekends, Holiday events, 3<sup>rd</sup> annual Historic Holiday Pass, Ice Skating, "Indoor Fun" activities, Tree lighting events, Holiday Pops, Yorktown Lighted Boat Parade

**Website/Blog:** Holiday events and New Year's Eve, Historic Holiday Pass

**Public Relations (pre-promotion):** Revolutionary moments, January Restaurant Week, New Year's events, Blues/Jazz Fest , Q12027 Events

### SALES

**Tradeshows & Events:** AVCA Annual Convention, Travel South International, Chamber of Commerce Christmas Parade

**Group Sales Group business incentive plan deployment**

- Segments: Corporate Meetings, Association groups, Sports tournaments/events, Religious/Faith groups, Student & Youth travel, Government/Military, International

**Prospecting:** Familiarization (FAM) Tour planning, and appointment scheduling (trade shows)

# FY 2024 – 2025 BUDGET UPDATE

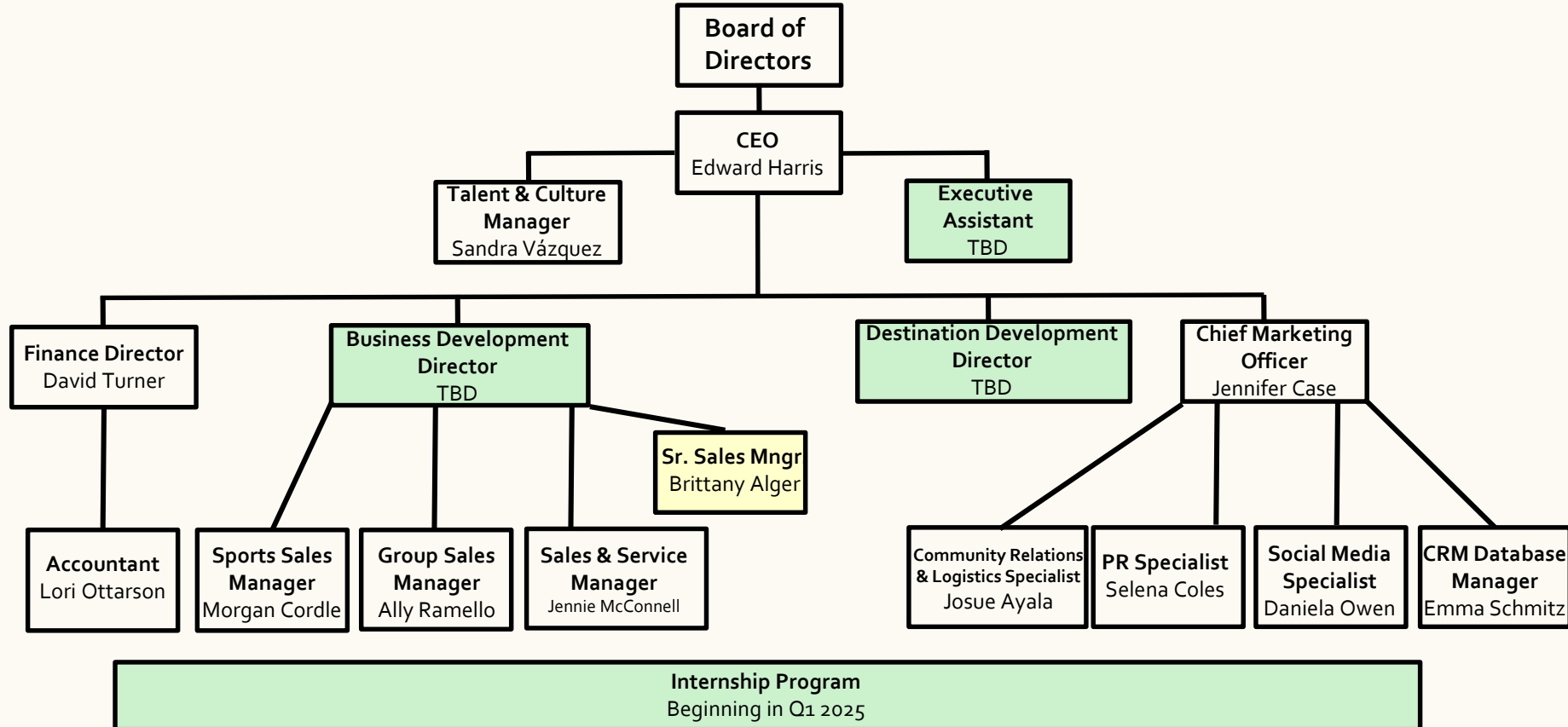
## Williamsburg Tourism Council FY 2025 Forecast Comparison

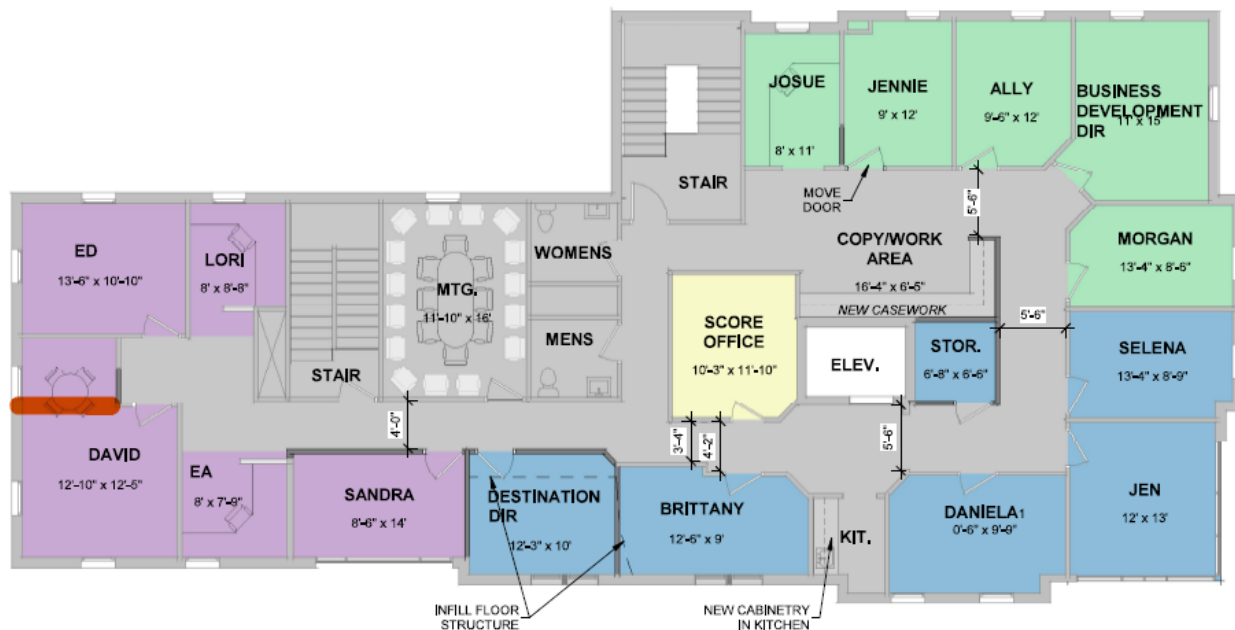
	FY 2024 Actual	FY 2025 Budget	FY 20205 Forecast			Variance to Budget
			Actual	Forecast	Total	
<b>Revenues</b>						
Sales Tax (58.1-603.2)	14,799,928	15,324,718	7,872,917	7,403,427	15,276,344	(48,374)
Transient Occupancy Tax	1,640,373	1,590,265	912,072	669,054	1,581,126	(9,139)
Net Localities	126,600	126,600	63,300	63,300	126,600	-
Other	170,329	116,136	116,174	57,475	173,649	57,513
<b>Total Revenue</b>	<b>16,737,230</b>	<b>17,157,719</b>	<b>8,964,463</b>	<b>8,193,256</b>	<b>17,157,719</b>	<b>-</b>
<b>Marketing Communications</b>						
Destination Marketing	14,446,783	11,423,700	4,366,246	7,081,600	11,447,846	(24,146)
Market Research	231,020	235,000	99,660	126,000	225,660	9,340
Public Relations Contract	246,020	500,000	230,089	245,500	475,589	24,411
	<b>14,923,823</b>	<b>12,158,700</b>	<b>4,695,995</b>	<b>7,453,100</b>	<b>12,149,095</b>	<b>9,605</b>
<b>Sales</b>						
Sales Activities	622,537	950,000	386,737	473,796	860,533	89,467
Incentive Programs	-	1,200,000	7,500	895,000	902,500	297,500
	<b>622,537</b>	<b>2,150,000</b>	<b>394,237</b>	<b>1,368,796</b>	<b>1,763,033</b>	<b>386,967</b>
<b>Administrative Overhead</b>						
Employee Expenses	1,370,925	2,204,984	940,962	1,273,607	2,214,569	(9,585)
General Administration	388,239	514,849	96,408	279,081	375,489	139,360
Rent/Organization Support	96,052	129,186	50,493	57,093	107,586	21,600
	<b>1,855,216</b>	<b>2,849,019</b>	<b>1,087,863</b>	<b>1,609,781</b>	<b>2,697,644</b>	<b>151,375</b>
<b>Total Expenses</b>	<b>17,401,575</b>	<b>17,157,719</b>	<b>6,178,096</b>	<b>10,431,677</b>	<b>16,609,773</b>	<b>547,946</b>
<b>Net Position</b>	<b>(664,345)</b>	<b>-</b>	<b>2,786,367</b>	<b>(2,238,421)</b>	<b>547,946</b>	<b>547,946</b>

- Revenue is currently trending very close to budget.
- Marketing will finish 2025 in line with budget.
- Group sales incentive program: Commitments for \$175K have been made, with more expected. Revised forecast reflects use of \$900K of the \$1.2M budgeted.
- In total, the Sales group is currently favorable to the revised budget by \$390K.

# ORGANIZATION CHART

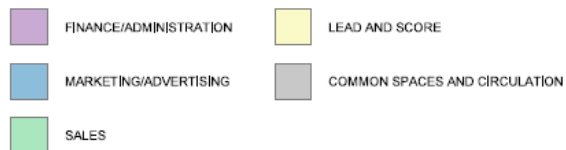
## 2025





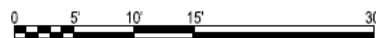
## NEW SECOND FLOOR PLAN

1/8" = 1'-0"



### GRAPHIC SCALE(S)

1/8" = 1' - 0"



## 2025 Agency Partners





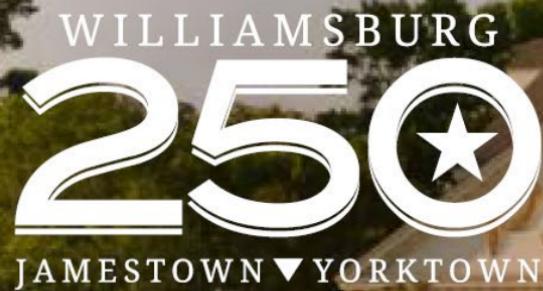
**miles**  
PARTNERSHIP

WILLIAMSBURG  
**250**  
JAMESTOWN ▼ YORKTOWN

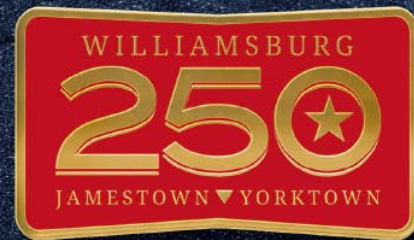
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01



WILLIAMSBURG  
250  
JAMESTOWN ▼ YORKTOWN





# Visit Williamsburg

2025-2026 Strategic Approach  
January 12, 2025



# The Opportunity

- Create a unifying strategic approach to the 2026 Anniversary that...
  - Elevates and connects the efforts of all Visit Williamsburg stakeholders.
  - Underscores the uniqueness of the role the Williamsburg region played in our nation's founding.
  - Creates a two-year experience with momentum and cumulative power.
  - Invites everyone interested in the 250th to visit the region.

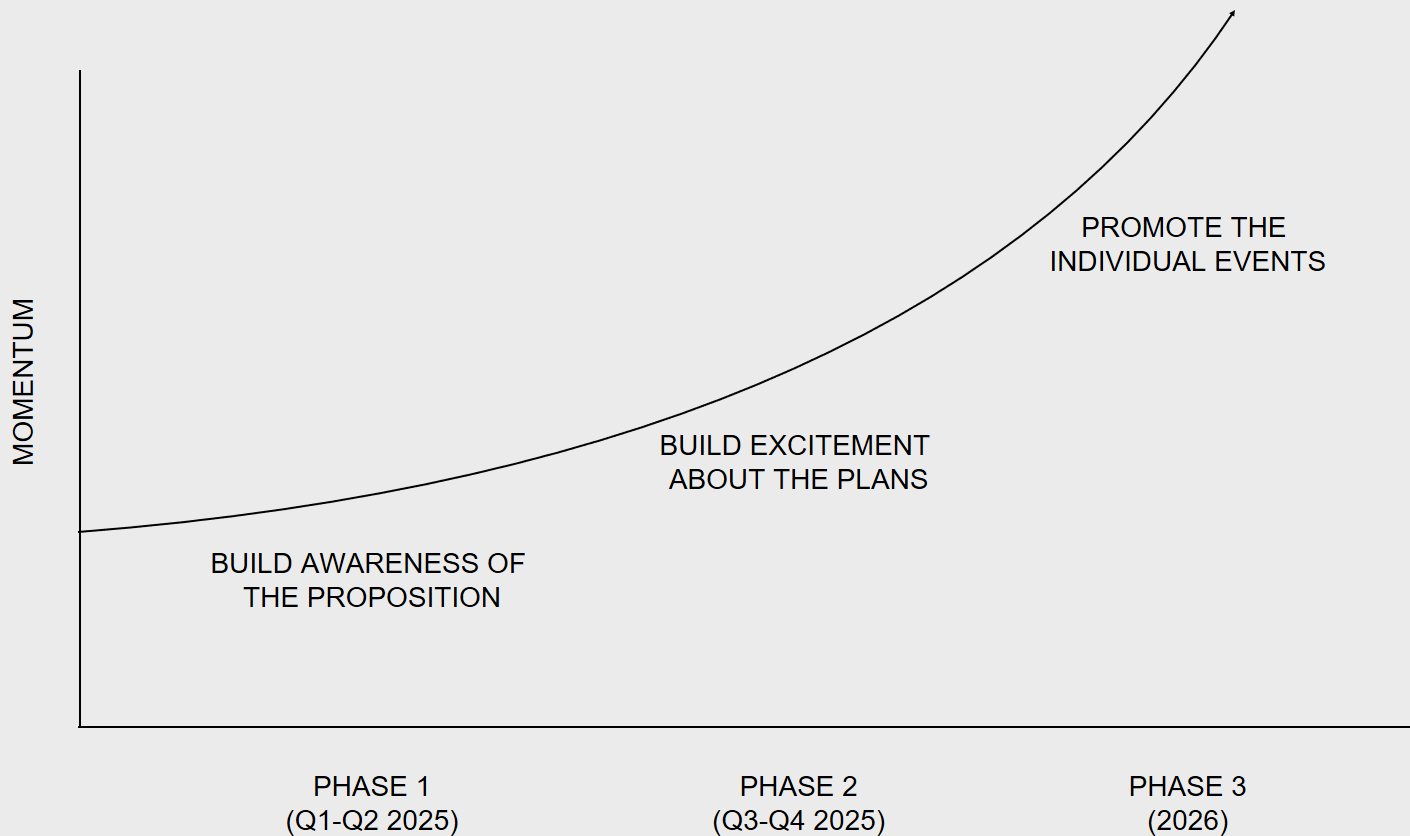


# The Strategy

- Create messaging synergy that builds on the direction being promoted by VA250
- VA250: Take America's Journey in Virginia (placeholder)
- Visit Williamsburg: Where America's Journey Began (placeholder)
- VW's Role:
  - Coordinate the efforts of stakeholders to create events that highlight the events each city/location played in America's founding.
  - Ensure the cohesiveness of the overall experience.



# A Phased Approach



# Phase-by Phase Strategies

## PHASE 1: BUILD AWARENESS OF THE PROPOSITION

Develop communications focused on the Williamsburg region as integral to the founding of the nation.

Invite travelers to start their Virginia journey to celebrate the 250th here.

Tease the calendar of events to come.

## PHASE 2: BUILD EXCITEMENT ABOUT THE PLANS

Shift the messaging emphasis to focus on the calendar of events across the region.

Promote the entirety of the experience throughout 2026 in the Williamsburg Region

## PHASE 3: PROMOTE THE INDIVIDUAL EVENTS

Shift the messaging emphasis to promote each event and drive attendance.



# Next Steps

- Confirm the final strategic approach for VA250.
- Convene Visit Williamsburg stakeholders for input/buy-in on the strategy, to establish the role of each locality, and brainstorm the calendar of events.





Global

NATIONAL CAMPAIGN

# THE GREAT AMERICAN BIRTHDAY QUILT

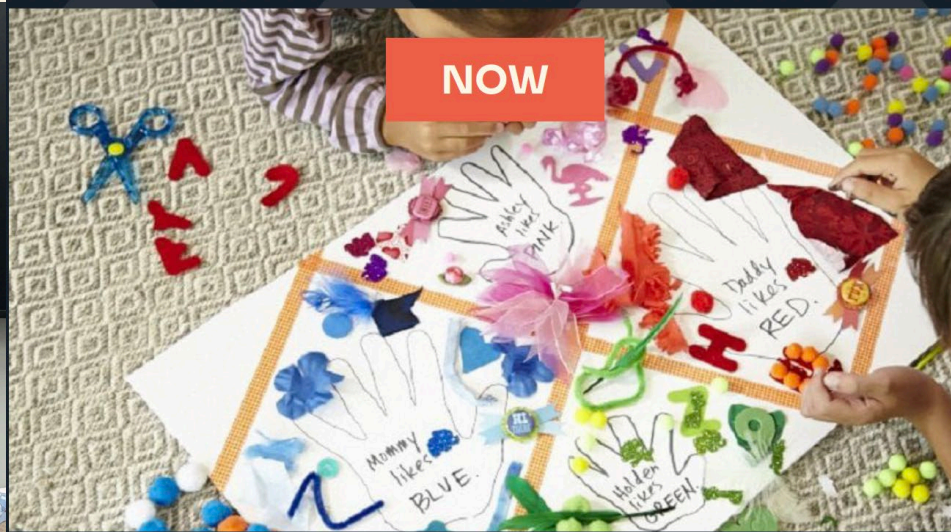
First  
WILLIAMSBURG  
FESTIVAL

MM  
GY

THEN



NOW



# THE IDEA

**Celebrate America's and Virginia's 250th birthday on a local and national scale by inviting Americans across the country to design panels that will be sewn together to create the Great American Birthday Quilt.**

## How It Works

- Students, communities, social groups, and individuals across the country are invited to wish America a happy birthday
- Participants design and mail in panels depicting what makes them happy to be an American
- All are encouraged to see the beautiful creation and find their personal contribution within the art installation

## Community Engagement

- Get variety of groups involved through outreach, traditional and social media
- Learning opportunities built in, i.e. how to quilt
- Boys and Girls Club of America
- Girls Scouts
- Daughters of the American Revolution
- AmeriCorps
- Virginia Department of Conservation and Recreation
- Virginia and National Public Schools
- William & Mary Alumni Association

# SAMPLE MEDIA COVERAGE

**CBS Sunday Morning:** Celebrating America Patch By Patch

**NBC Nightly News:** Inspiring America: The Team Behind the Great American Birthday Quilt

**The New York Times:** Sewing Communities Together With an Old Fashioned Quilt

# Sports Update

# Site Visits

## Site Visits for Key Sports Events :

- Performed site visits for Phenom Hoops, Triple Crown, and Adidas Basketball.

## Attended Conferences and Tradeshows to Solicit Tournaments for the Historical Triangle:

- CONNECT MARKETPLACE- Milwaukee, WI (All Sports)
- TEAMS- Anaheim, CA (All Sports)
- S.P.O.R.T.S- Wichita, KS (All Sports)
- NSA/BSA Conference- Reno, NV (Softball & Baseball)
- AVCA- Louisville, KY (Volleyball)



# Outdoor Events

## Secured Outdoor Events :

Event	Date(s)	Location	Details	Room Nights (projected)
Triple Crown: Colonial Cup	April (Starting 2025)	McReynolds	3-Year Deal. Historically in Richmond. Stay to play.	300
Triple Crown: Virginia State	June (Starting 2025)	McReynolds, City of Williamsburg, James City County	Previously in Newport News. Stay to play.	600
Little League World Series - VA State Championship	July 2025	McReynolds	Rotates around VA. Eligible every 4 years.	400
Soccer Youth: All-American Series	June 2025	Warhill Sports Complex	Prestigious youth soccer event featuring hundreds of players from across the nation.	600
Football Youth: All American Flag Series	June 2025	Warhill Sports Complex	One of four stops on the tour. Fast-growing sport. Individual players.	600
DC Fastpitch: Mid Atlantic Championship	June 2025	City of Williamsburg & York County	Historically held in VA Beach. Over 100 teams from 12 states.	700
VISSA State Golf Tournament	May 2025	Williamsburg National	Two-day tournament with a female division added.	150
USCAA National Golf Championships	October 2026 & 2028	City of Williamsburg or James City County	Over 70 small colleges represented. Sunday-Tuesday tournament play.	200

# Indoor Events

## Secured Indoor Events :

Event	Date(s)	Location	Details
LG Productions - Gymnastics Competition	January 2027	GWSEC	Over <b>1,200</b> athletes. US Gymnastics Olympian present to engage with participants.
Phenom Hoops - Basketball Tournaments	2027 (7 Events)	GWSEC	7 Tournaments, <b>1,200+</b> athletes per event.
Hype Volleyball	January 2027	GWSEC	Over <b>1,200</b> athletes.

# What's Next?

## Marketing:

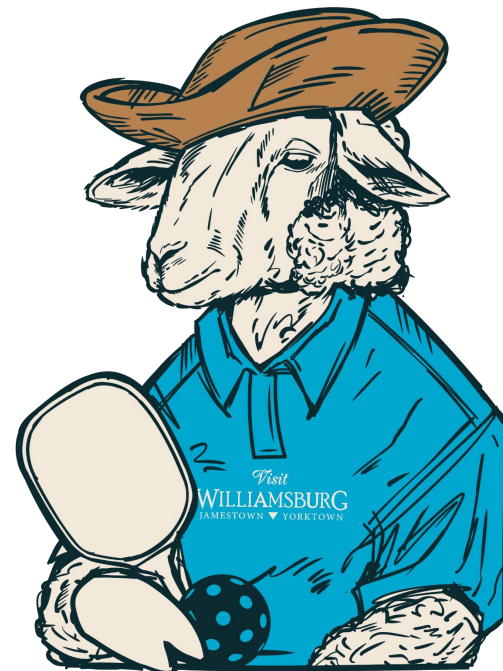
- Partnered with White64 for sports video, branding, and logo development.

## FAM Tour:

- Partnered with Huddle Up to organize a FAM tour in March of 2025 for 15-20 sports rights holders across various indoor and outdoor sports.

## Launching Pickleball Campaign:

- Launching a pickleball campaign to secure multiple tournaments, clinics, and long-term partnerships. Attending the **International Masters Tournament** (Jan 9-12) and the 2025 **World Pickleball Convention Indoor National Championships** (June 27-29)



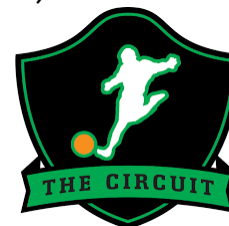
# What's Next?

## Ongoing Solicitation of Potential Clients:

- MUD GIRL RUN
- TWISTED CATFISH
- 365 KICKBALL
- ISCA Open Water East Coast Championship
- USA Basketball
- Adidas Basketball
- Sports Tournaments Ventures LLC (Baseball)
- We Build You Play (Volleyball)
- VISSA State Tournaments (Basketball, Volleyball, Lacrosse, Soccer, Football)

## Additional Resources:

- Hiring Intern(s)
- Integrating Playeasy with our CRM
- Sharing CRM with Kemper



# Construction Update

## Greater Williamsburg Sports and Events Center Construction Update :

- Building Progress- Total Complete: 23% Building footing-100% complete. Completed CMU foundation to FF in PEMB. Continue with PEMB structural steel to include End Wall, Roof, and Equipment Steel. Finished setting conventional steel in Hub space. Continuing Mezzanine conventional steel.

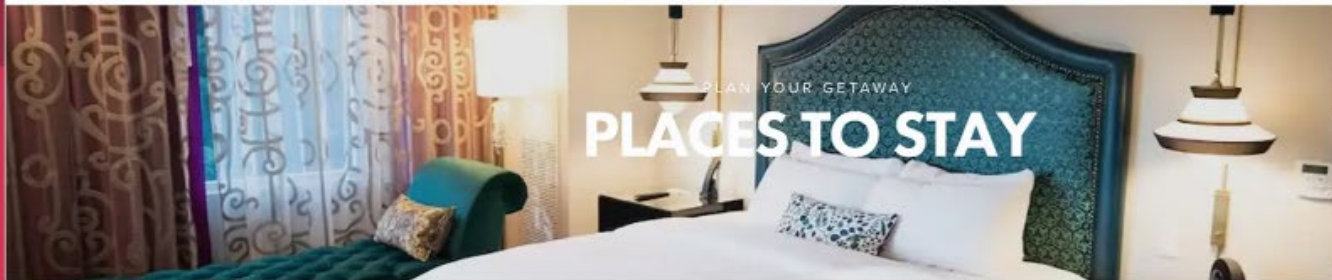


**Hanging Steel for Sports Equipment**



**Featured Gym Space**





## Book A Hotel

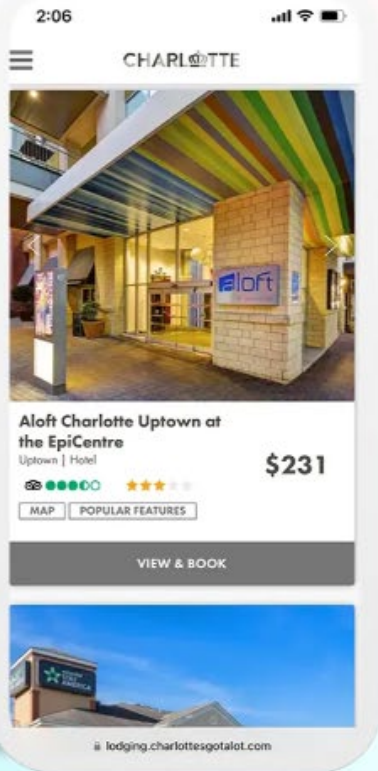
Check rates, search by neighborhood, view rooms and find availability for more than 130 Charlotte area hotels. It's time to check in to a change of scenery.

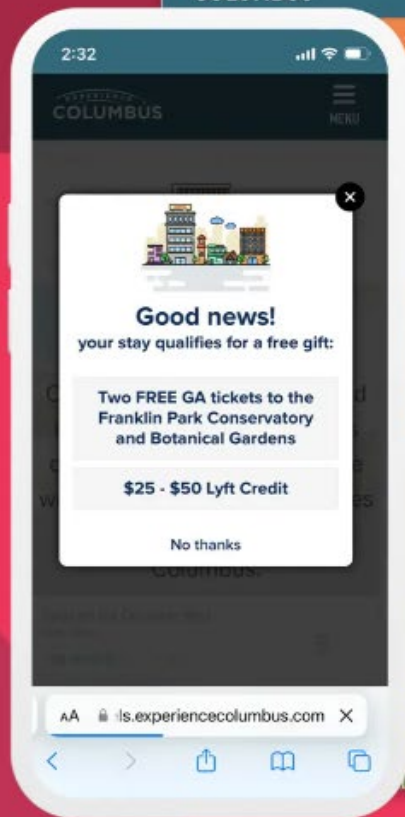


Check-in → Check-out






Guests 1

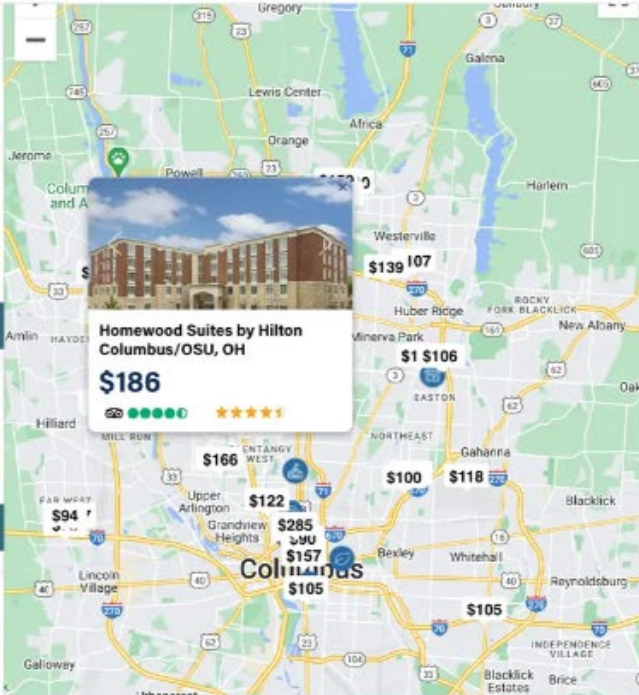




EVENTS THINGS TO DO RESTAURANTS HOTELS NEIGHBORHOODS PLAN YOUR VISIT

Book with Experience Columbus for Convenient Zoo Lodging and Get **TWO FREE** Admissions

		Adults 1	Children -	Units 1	<a href="#">UPDATE</a>
Types ▾	Areas ▾	Amenities ▾	Ratings ▾	<a href="#"></a>	
 <p><b>Hampton Inn &amp; Suites Columbus Downtown</b> Downtown Area   Hotel</p> <p> </p>		<p style="text-align: right;"><b>\$139</b></p> <p style="text-align: right; background-color: #f4a460; color: white; padding: 5px;">TWO FREE GA TICKETS TO THE COLUMBUS ZOO AND AQUARIUM</p>			
<a href="#">INSIDE SCOOP</a>		<a href="#">ROOM RATES</a>		<a href="#">VIEW &amp; BOOK</a>	
 <p><b>AC Hotel by Marriott Columbus Downtown</b> Downtown Area   Hotel</p> <p> </p>		<p style="text-align: right;"><b>\$153</b></p> <p style="text-align: right; background-color: #f4a460; color: white; padding: 5px;">TWO FREE GA TICKETS TO THE COLUMBUS ZOO AND AQUARIUM</p>			
<a href="#">INSIDE SCOOP</a>		<a href="#">ROOM RATES</a>		<a href="#">VIEW &amp; BOOK</a>	
 <p><b>Comfort Inn North/Polaris</b> Polaris   Hotel</p> <p> </p>		<p style="text-align: right;"><b>\$91</b></p> <p style="text-align: right; background-color: #f4a460; color: white; padding: 5px;">TWO FREE GA TICKETS TO THE COLUMBUS ZOO AND AQUARIUM</p>			



The map displays various hotels across Columbus, Ohio, with their names, star ratings, and prices overlaid. Key locations include:

- Hampton Inn & Suites Columbus Downtown**: \$139
- AC Hotel by Marriott Columbus Downtown**: \$153
- Comfort Inn North/Polaris**: \$91
- Homewood Suites by Hilton Columbus/OSU, OH**: \$186
- Westerville**: \$139
- Gahanna**: \$118
- Bexley**: \$105
- Upper Arlington**: \$122
- Lincoln Village**: \$94
- Blacklick**: \$105
- Reynoldsburg**: \$105
- Independence Village**: \$105
- Brice**: \$105
- New Albany**: \$106
- Oakland**: \$106
- Huber Ridge**: \$106
- Vinerva Park**: \$106
- Minerva Park**: \$106
- Easton**: \$106
- Northeast**: \$106
- Galloway**: \$106
- Lancaster**: \$106
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Franklin  
TENNESSEE



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📍 DOWNTOWN - TN, US 🏨 HOTEL



#### Why we like it

- This striking location will inspire you to fill up your phone's camera roll

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📅 Sep 22, 2023 → Sep 24, 2023

👤 Guests 1

SEARCH



★★★ SEPTEMBER 23 & 24 2023 ★★★

## Official Lodging Provider for the Pilgrimage Festival

Pilgrimage Music & Cultural Festival returns in 2023! We can't wait to welcome you back to The Park at Harpethdale Farm in Franklin, Tennessee, for two days of unforgettable





**WILLIAMSBURG TOURISM  
COUNCIL**

**STATEWIDE & LOCAL  
PERFORMANCE TRENDS**

**JANUARY 2025**

# SUMMARY & AGENDA

- **2023 Economic Impact Results in the Historic Triangle**
  - **Visitor Spending in the Historic Triangle Has Grown Beyond 2019 Levels by 9%**
  - **Lodging, Food & Beverage, Recreation captures largest share of visitor spending**
- **Hotel Performance Overview**
  - **Virginia grew faster than the rest of the US in 2024**
  - **Williamsburg saw first a tough first half of the year but performance improved markedly throughout 2024**
  - **Performance is not equal across segments – there are major differences in trajectory between price points and service classes**
- **The Contribution of Sports Tourism to Virginia's Travel Industry**
- **Overview of the proposed Virginia Sports Tourism Fund**

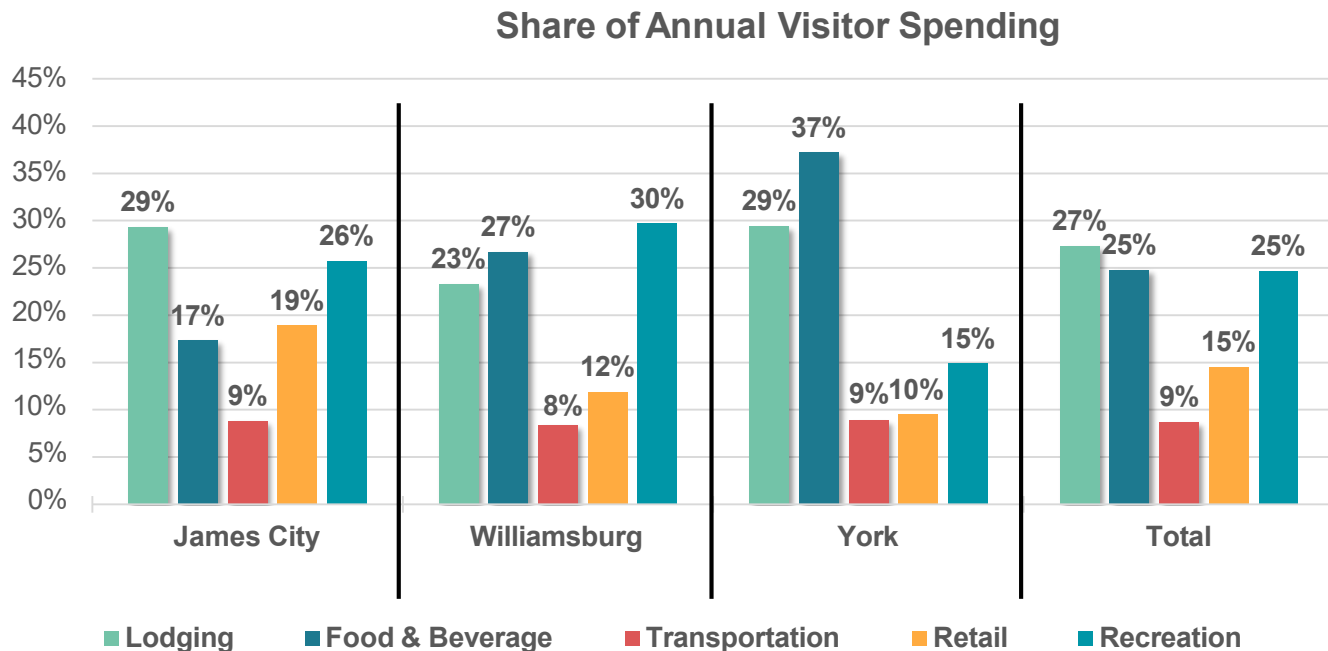
# VISITOR SPENDING ACROSS THE HISTORIC TRIANGLE IS NOW 9% ABOVE 2019 LEVELS

Annual Visitor Spending  
James City, Williamsburg, York Counties  
Billions of Dollars



Year	James City (\$Mil)	Williamsburg (\$Mil)	York (\$Mil)	Total (\$Bil)
2019	\$519	\$446	\$281	\$1.2
2020	\$335	\$228	\$166	\$0.7
2021	\$522	\$360	\$265	\$1.1
2022	\$562	\$443	\$292	\$1.3
2023	\$602	\$459	\$298	\$1.4
2023 vs 2022	7.0%	3.8%	1.8%	4.7%
2023 vs 2019	16.0%	3.0%	5.9%	9.1%

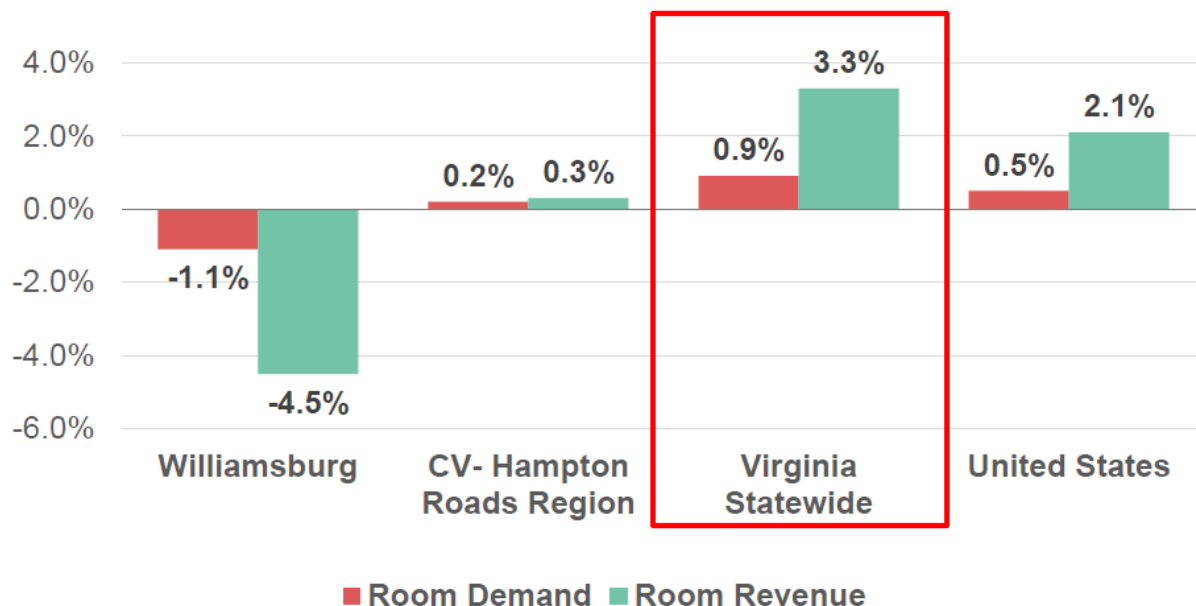
# LODGING, FOOD & BEVERAGE, AND RECREATION ARE THE LARGEST CONTRIBUTORS TO VISITOR SPENDING IN THE TRIANGLE



- In James City County, visitor spending is mostly concentrated in Lodging, Recreation, and Retail
- In Williamsburg, visitor spending is concentrated in Recreation, Food & Beverage, and Lodging
- In York County, visitor spending is concentrated in Food & Beverage and Lodging

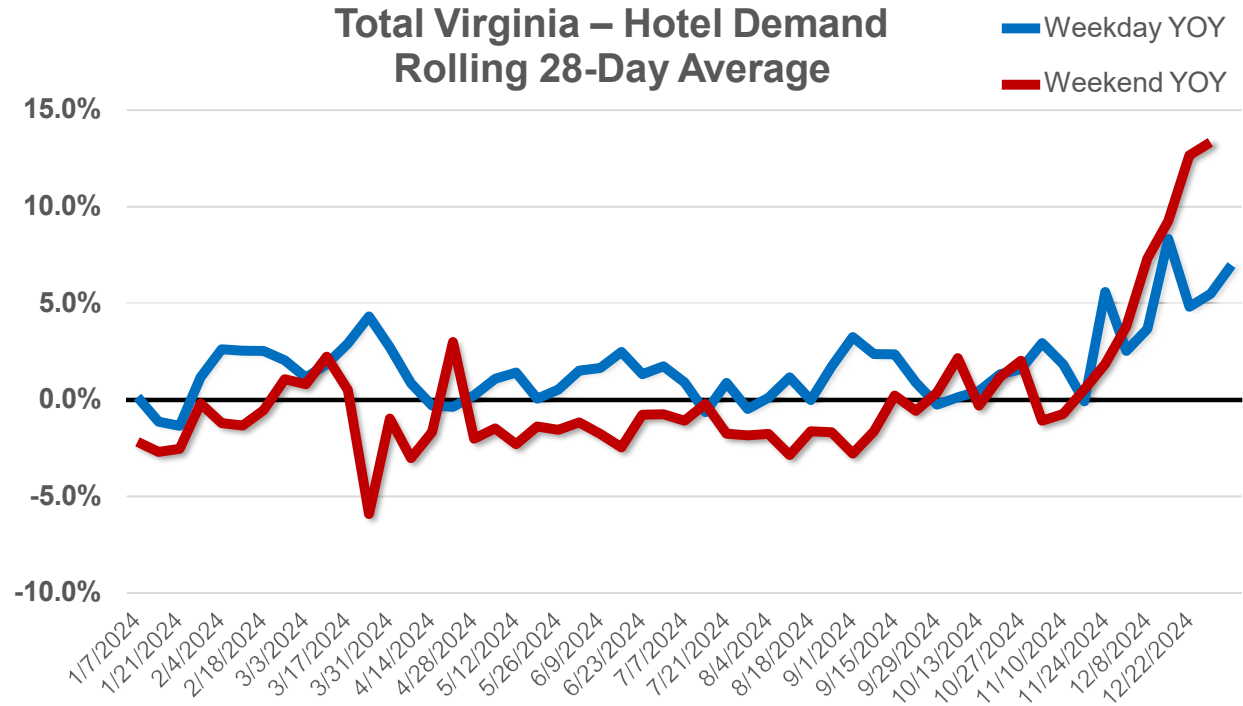
# FUELED BY WEEKDAY DEMAND, VIRGINIA GREW FASTER THAN TOTAL US ACROSS KEY METRICS

**Hotel Room Demand and Revenue**  
YTD November 2024 Growth Versus 2023



- Throughout 2024, statewide, business and group travel steadily grew on the recovery momentum gained in 2023. Leisure travel demand remained comparable to 2023 levels during the peak summer season but strengthened in the fall
- The Williamsburg hotel market experienced softness for the first half of 2024, with some recovery noted toward the year's end
- The definition of Williamsburg here Market includes the Historic Triangle's three localities.

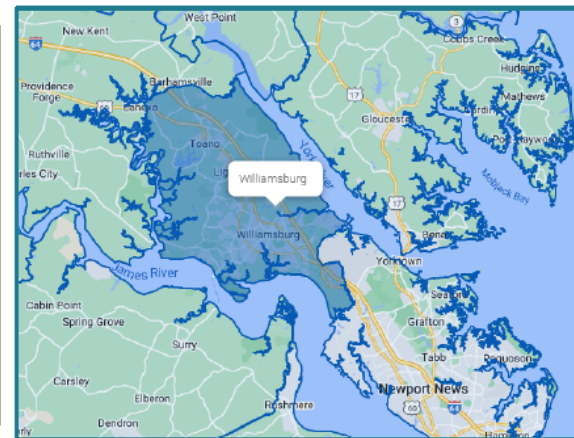
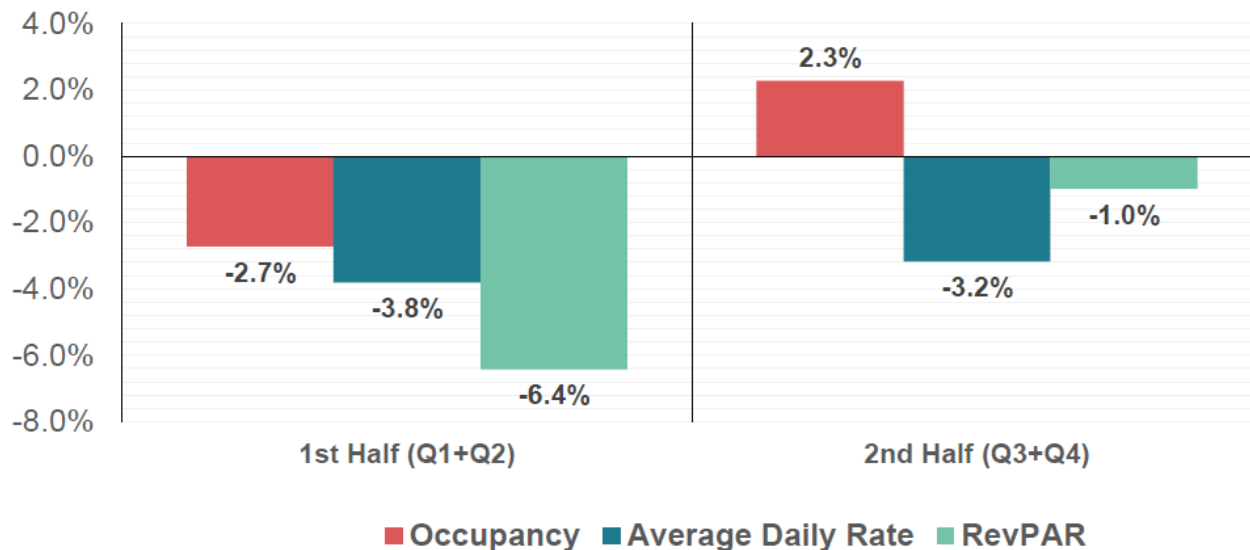
# STATEWIDE WEEKDAY DEMAND WAS SOLID ALL YEAR – WEEKEND DEMAND GAVE UP SOME GROUND UNTIL A STRONG HOLIDAY PERIOD



- Weekend travel patterns were largely soft early in the year, gaining momentum after summer and finishing strong at the end of the year.
- Weekday travel continued to be the source of strength for Virginia's hotel industry throughout 2024, pushing overall RevPAR with steady performance throughout the year.

# WILLIAMSBURG'S HOTEL PERFORMANCE LAGGED IN THE FIRST HALF BUT SAW OCCUPANCY GROWTH IN THE SECOND HALF OF THE YEAR

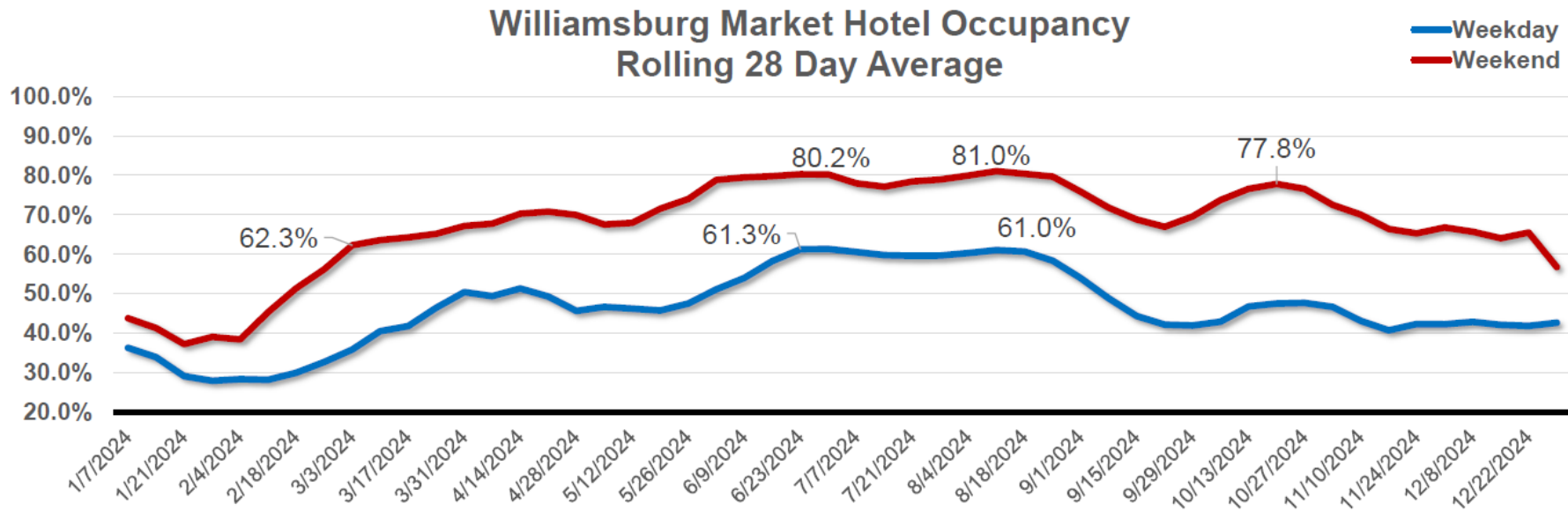
Williamsburg Market Hotel Performance  
YTD November 2024 Growth Versus 2023



STR's Williamsburg Market boundary

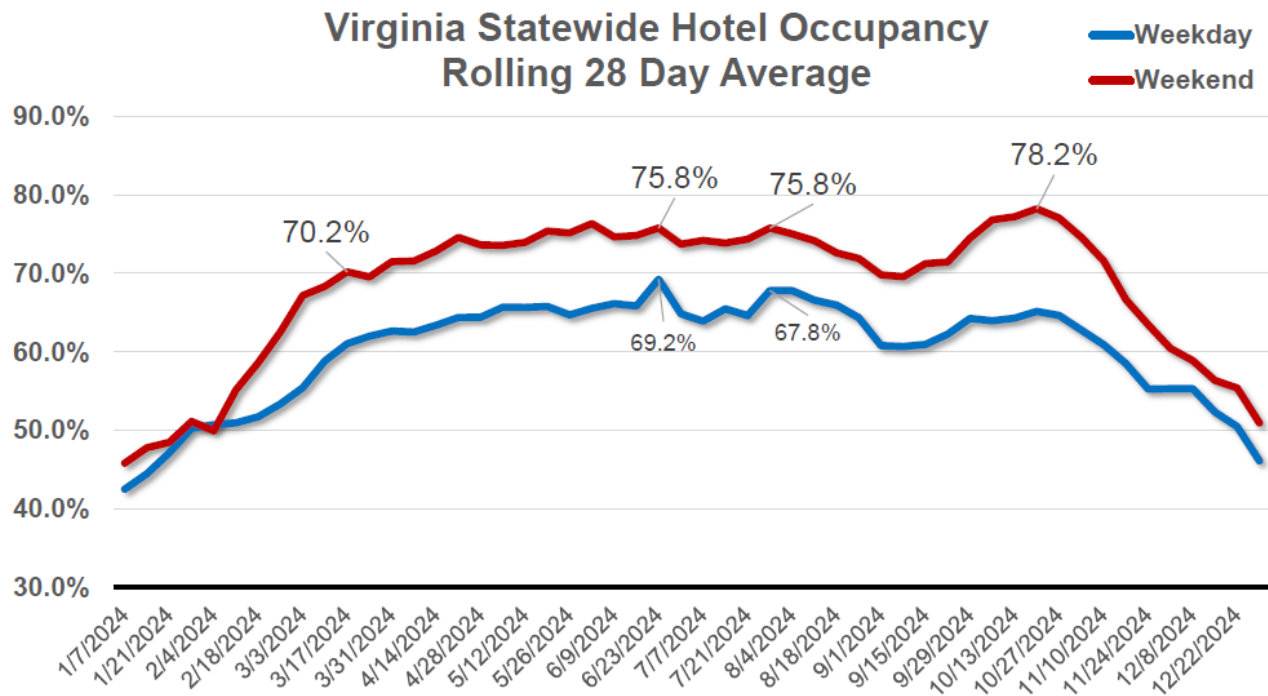
Note: Q4 includes data for October and November only

# WILLIAMSBURG'S WEEKEND OCCUPANCY WAS CONSISTENTLY HIGHER THAN WEEKDAY LEVELS



- Williamsburg's occupancy peaked in late June/early August reaching lower 80% range on weekends and lower 60% range on weekdays.

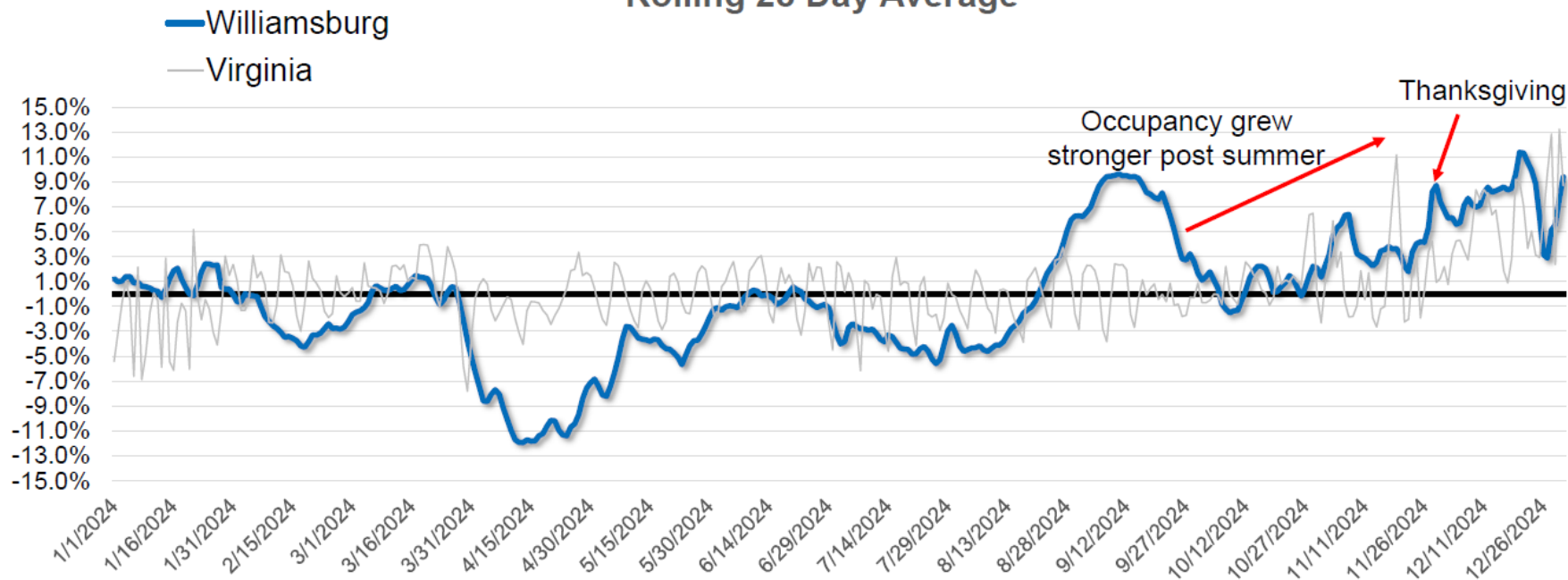
# STATEWIDE, WEEKDAY OCCUPANCY IS STRONGER YEAR-ROUND LEADING TO A NARROWER WEEKDAY VS. WEEKEND GAP COMPARED TO WILLIAMSBURG



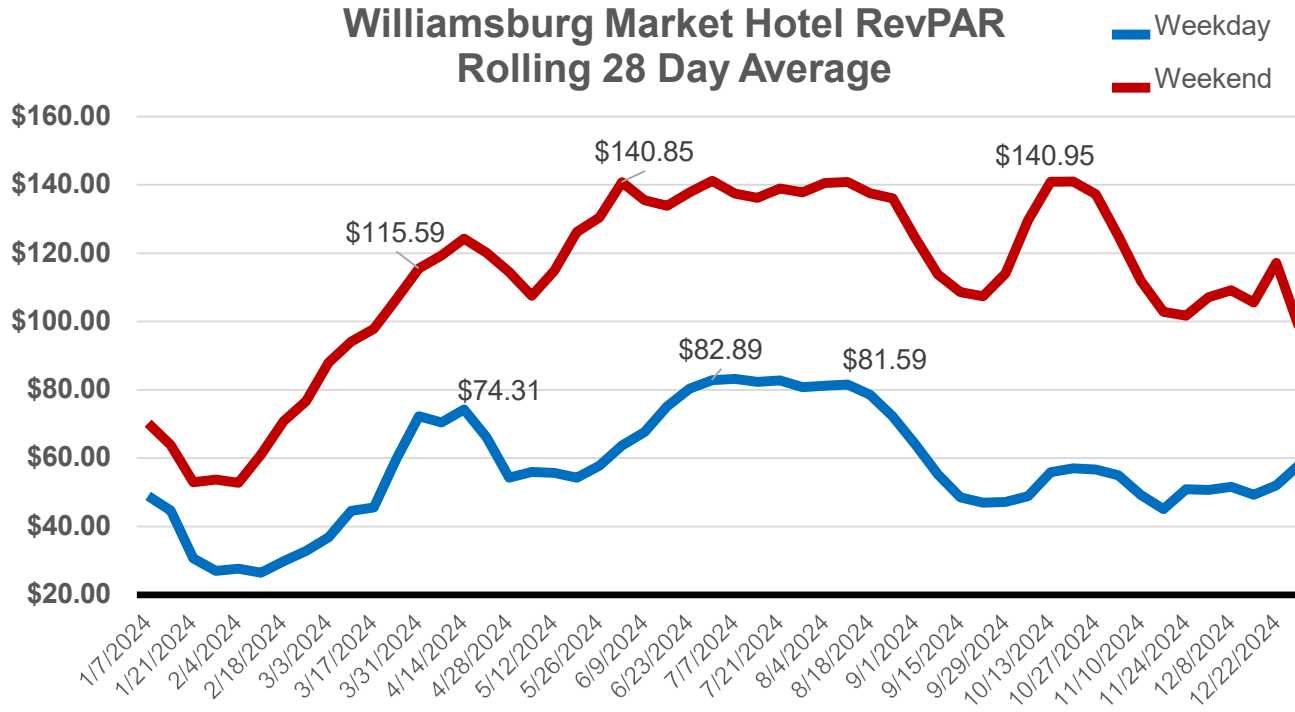
- Statewide, weekday occupancy ranged from the mid to upper 60% between March and October, reflecting strong business and group travel compared to the Williamsburg market.
- Virginia overall sees higher weekday Occupancy in the Spring and Fall.
- Williamsburg's weekend occupancy reached the 80% range, surpassing the statewide weekend occupancy, which stayed mostly in the mid 70% range.

# WILLIAMSBURG'S OCCUPANCY REBOUNDED POST SUMMER - WITH PARTICULAR STRENGTH DURING HOLIDAY PERIODS

Daily Occupancy Growth Versus 2023  
Rolling 28 Day Average

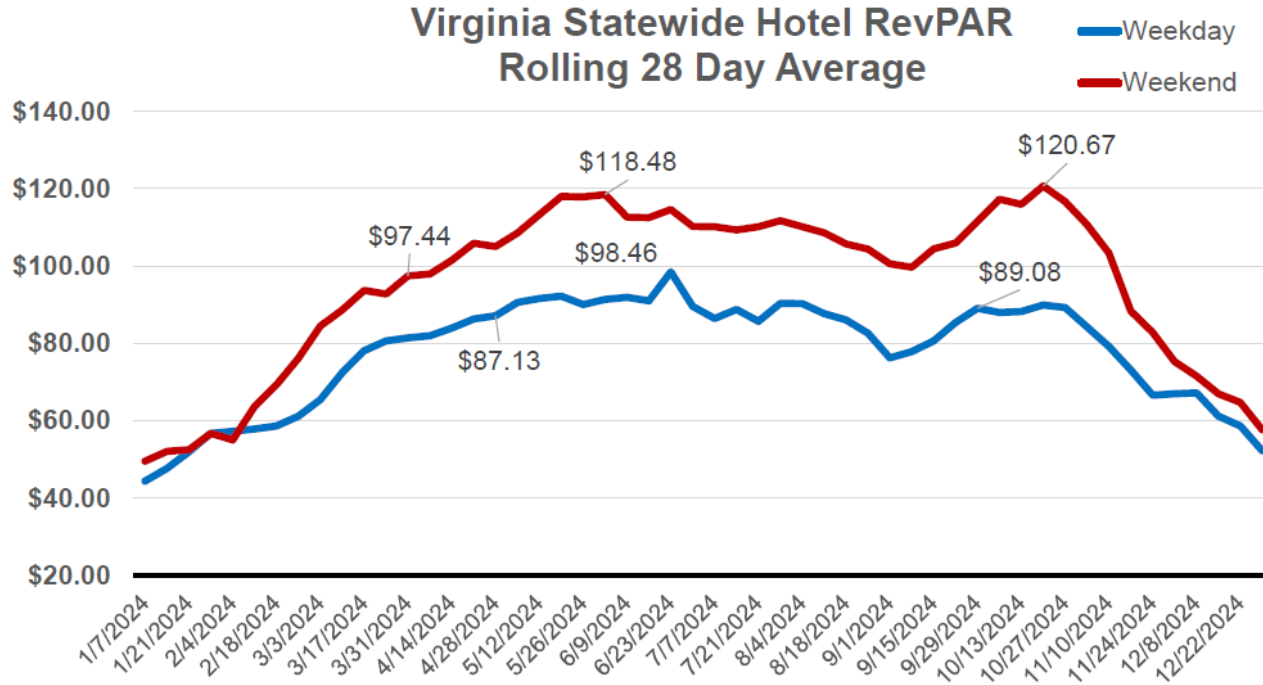


# WEEKEND REVPAR PEAKED IN OCTOBER – WEEKDAY REVPAR PEAKS DURING SCHOOL TRAVEL HOLIDAYS



- RevPAR peaking in summer months (June-August) indicates strong seasonal demand, particularly for leisure travelers.
- Fall weekends also saw a boost in RevPAR (October), suggesting a second demand peak during the holiday season.

# STATEWIDE, WEEKDAY REVPAR STRENGTH IS SEEN IN SPRING AND FALL, IN ADDITION TO SUMMER

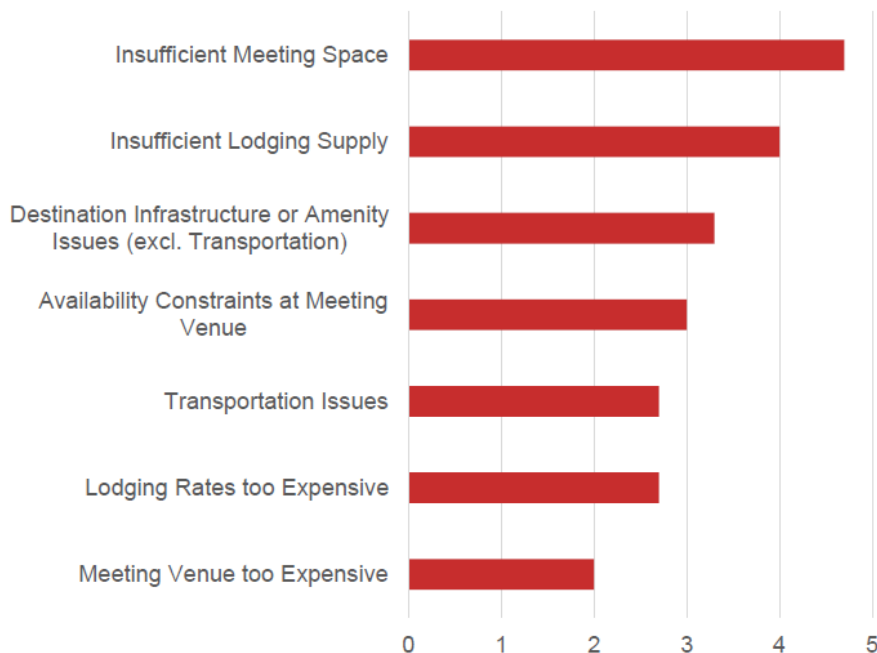


- Statewide, the weekday vs. weekend RevPAR gap narrowed during the late fall and winter, aligning with the typical business travel period.
- Weekend RevPAR in Williamsburg is generally higher than state averages – Weekday RevPAR is lower.

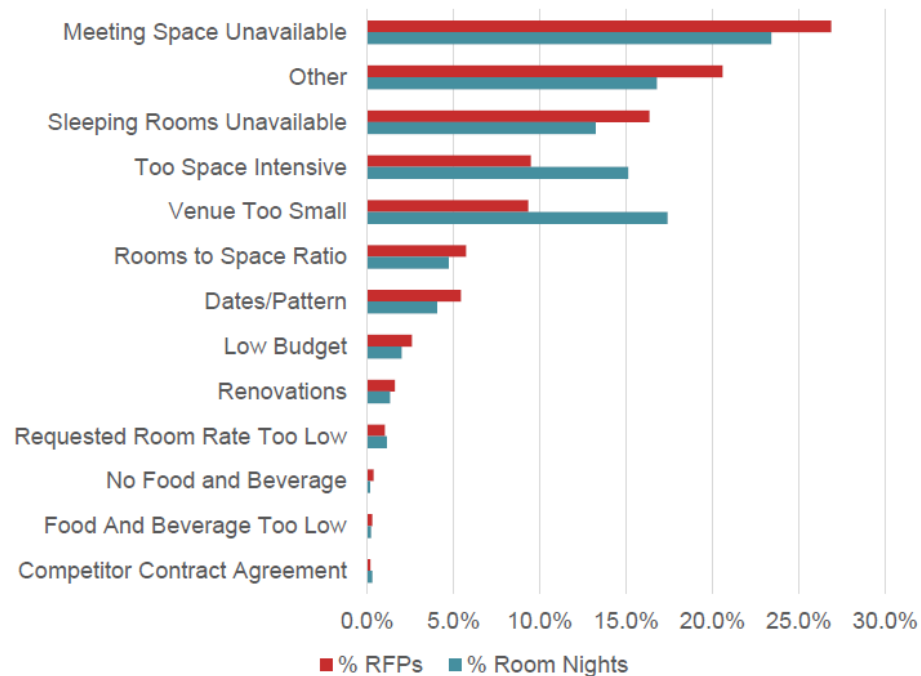
# INSUFFICIENT LODGING SUPPLY AND MEETING SPACE ARE A CONSTANT THEME FROM VTC'S MEETINGS STUDY

## Virginia Meeting Survey – Lost Business Reasons

5 is Most Common – 1 is Least Common



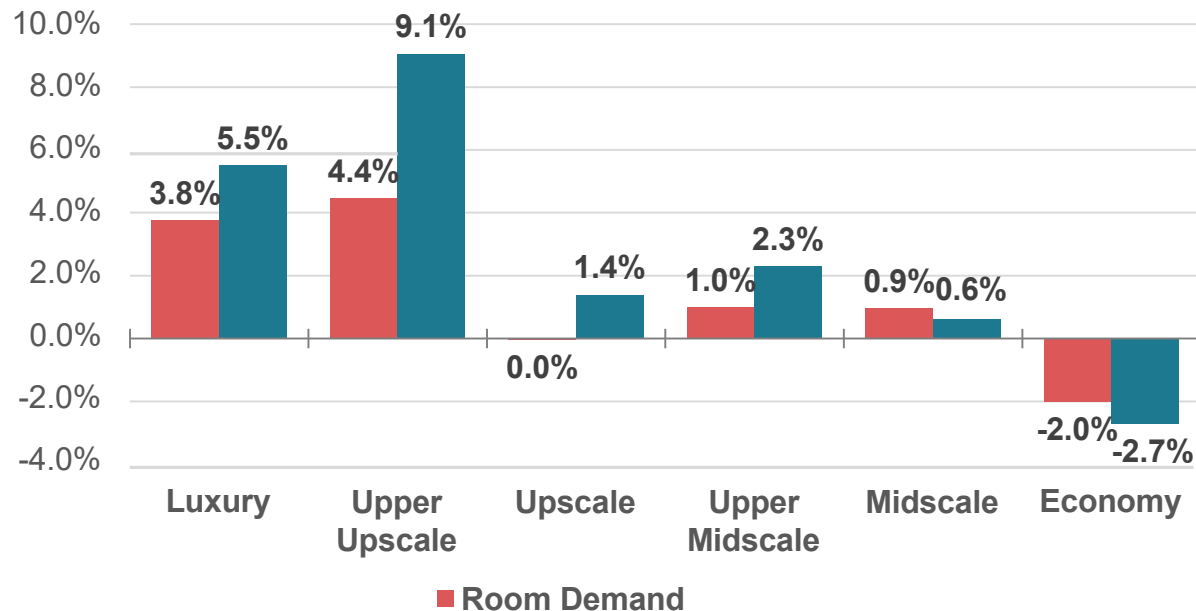
## Cvent RFP Analysis – Lost Business Reasons



# ONGOING INFLATION IS DRIVING SOFTNESS IN THE ECONOMY SECTOR – A TREND NOT UNIQUE TO VIRGINIA

## Virginia Performance by Class Scale

YTD November 2024 Versus 2023

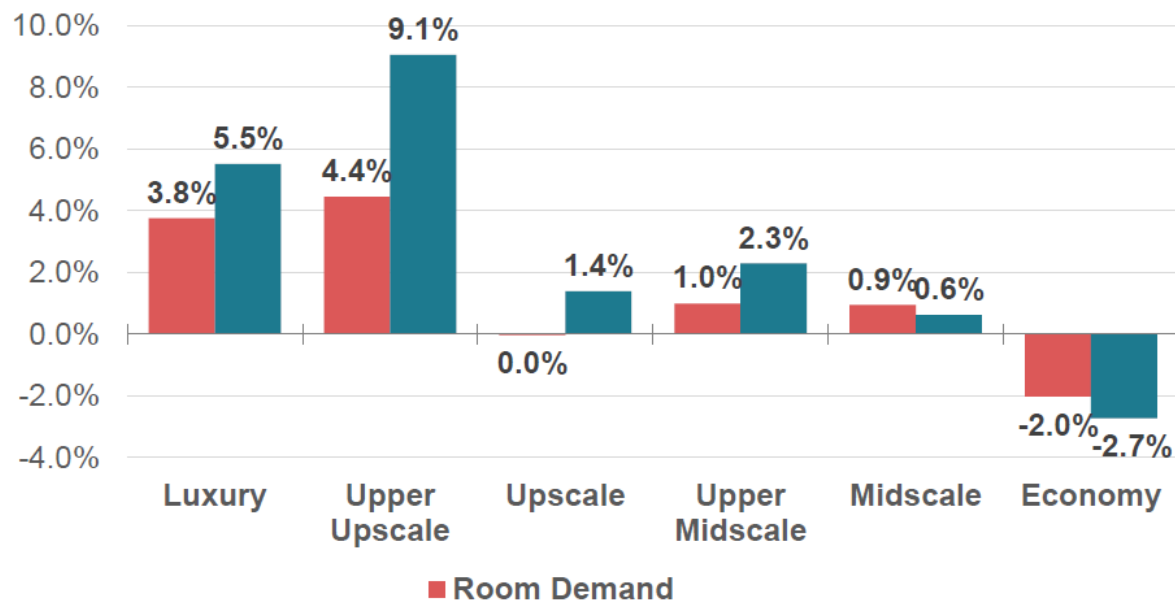


- The economy segment was the first segment to recover back in 2021-2022. This sector is now seeing softness due to budget constraints among lower-income consumers.
- Upper Upscale hotels are primarily large room count properties with meeting space that cater to business travelers and groups.
- Statewide Luxury demand is up higher than RevPAR is up, meaning that rates are down in this segment. Rates are down likely due to a shifting mix from higher priced leisure travel into business and group.

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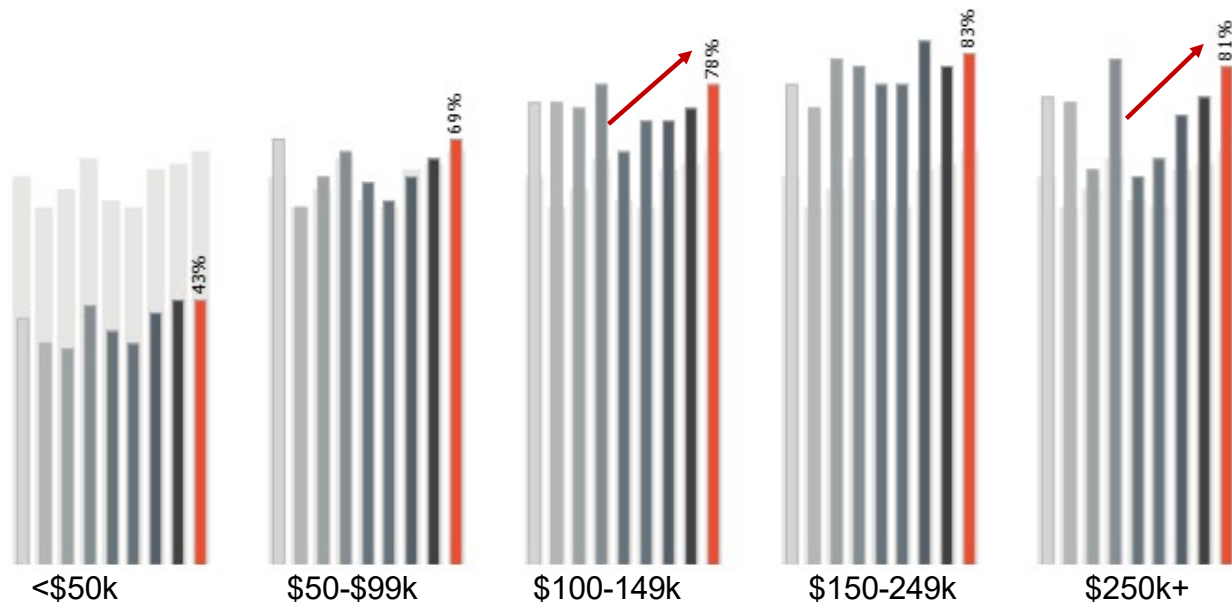
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# LEISURE TRAVEL INTENTIONS REMAIN STRONG AMONG HIGHER INCOME HOUSEHOLDS



- In 2023, travel intentions had dropped off for households making under \$50K – we should note this was the first income segment to start traveling after the downturn.
- We are seeing some signs of traveler responsiveness to discounting in 2024.
- Conversely, travel demand for households earning over \$100K has risen and remained high.

Quarter of Survey

■ 2022 Q3 ■ 2022 Q4 ■ 2023 Q1 ■ 2023 Q2 ■ 2023 Q3 ■ 2023 Q4 ■ 2024 Q1 ■ 2024 Q2 ■ 2024 Q3 Light gray bars represent the average survey respondents

# THE \$5M VIRGINIA SPORTS TOURISM FUND CEMENTS AND GROWS A COMPETITIVE ADVANTAGE FOR VIRGINIA

## VTC HAS ALREADY PILOTED AN ARPA SPORTS INCENTIVE PROGRAM

- VTC's \$1M ARPA sports pilot program helped fund 45 events across 21 different sports, with an incremental visitor spend of \$42.7 million from 2022 to 2024

## THE FUND IS PERFORMANCE BASED AND REVENUE POSITIVE

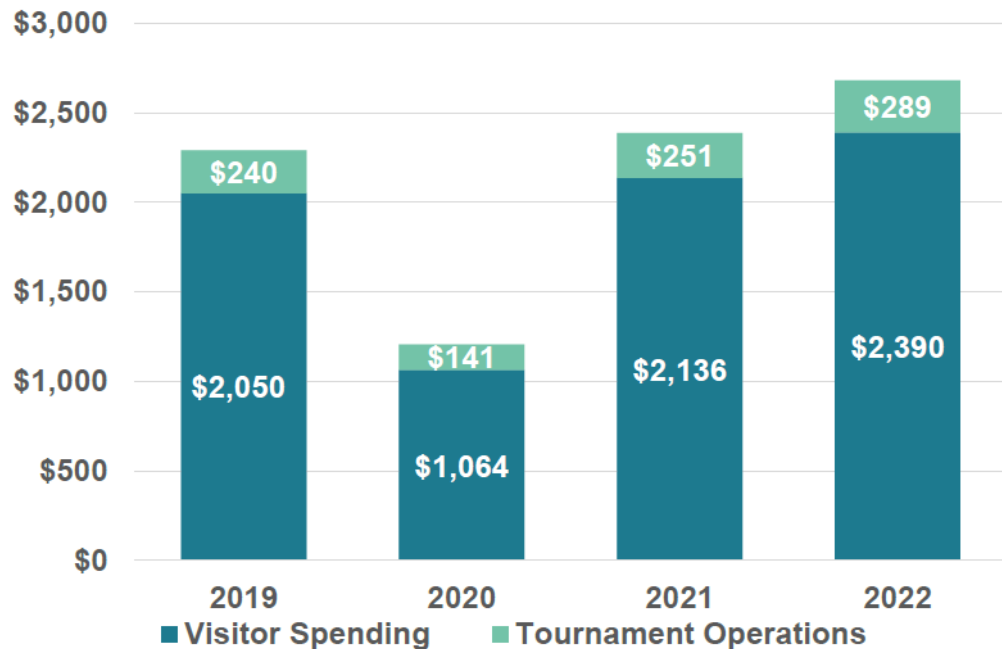
- The fund will provide grants to localities, tourism organizations, and sports authorities on a competitive basis based on rigorous evaluation criteria

## SPORTS TOURISM IS A GROWING COMPETITIVE ADVANTAGE FOR VIRGINIA

- Virginia is ranked 10<sup>th</sup> in the nation in sports tourism spending and we are punching above our weight in youth and amateur sports
- Sports tourism visitors spent \$2.4 billion in Virginia in 2022 – 17% above 2019 levels

# SPORTS TOURISM ACCELERATED VIRGINIA'S RECOVERY FROM THE PANDEMIC, AND IS 8% OF ALL VIRGINIA VISITOR SPENDING

Virginia - Direct Sports Tourism Impacts  
Millions of Dollars



Year	Annual Sports Visitor Spending (Billions)	Level vs 2019	Total Virginia Visitor Spending (Billions)	Level vs 2019
2019	\$2.1	-	\$29.1	-
2020	\$1.1	-48%	\$17.5	-40%
2021	\$2.1	+4%	\$25.2	-13%
2022	\$2.4	+17%	\$30.3	+4%

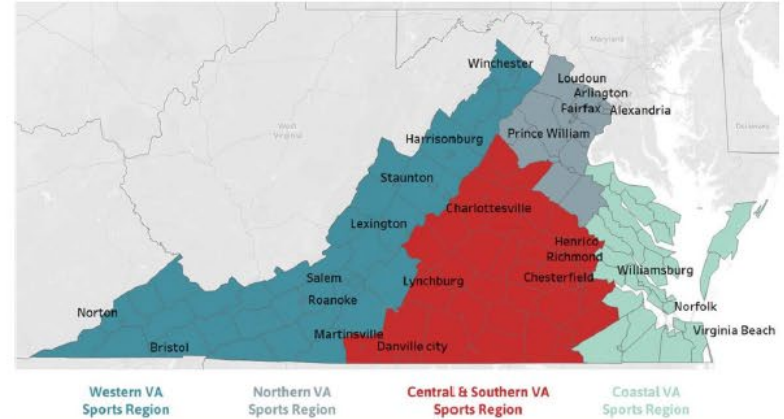
- Visitor spending from sports tourism in Virginia recovered to 2019 levels a year ahead of the rest of the state.

## By Visitor Count – Sports Relative to Other Segments:

- 12.4% - General Touring
- 11.2% - Sports Tourism
- 5.0% - Live Performances
- 3.6% - Theme Parks

# SPORTS TOURISM BENEFITS EVERY REGION OF THE COMMONWEALTH

Virginia Direct Sports Tourism Spending - by Region  
In Millions



Region	Total Sports Spending	Total Sports Spending Share	Total Visitor Spending Share
Central and Southern	\$849M	<u>31.7%</u>	19.4%
Coastal	\$718M	26.8%	23.4%
Northern	\$758M	28.3%	<u>44.8%</u>
Western	\$354M	13.2%	12.3%
<b>\$2.7B</b>			

# THE VIRGINIA SPORTS TOURISM FUND IS PERFORMANCE BASED AND ALWAYS REVENUE POSITIVE



## ELIGIBLE APPLICANTS

- Destination Marketing Organizations
- Sports Venues
- City or County Local Government
- Sports Authorities & Commissions



## QUALIFYING CRITERIA

- Competitively Bid Sports Tournament or Event
- Youth, Amateur, Collegiate or Professional Competitive Events or Tournaments
- Majority Athletes from Out of State
- Multi-Day Event with exceptions



## PERFORMANCE ANALYTICS

- Proposed Direct Economic Impact – verified by independent VTC calculations
- Total Attendees – Spectators and Participants
- Hotel Roomnights



## GRANT REQUIREMENTS

- Matching Funds Required
- Signed Agreement for Each Award
- Receipts & Analytics to Verify Performance Targets
- No Double-Dipping Across CVBs / Facilities



**THANK YOU!**

**E-Mail: [droberts@virginia.org](mailto:droberts@virginia.org)**

# Old & New Business

# Next Meeting: March 18

