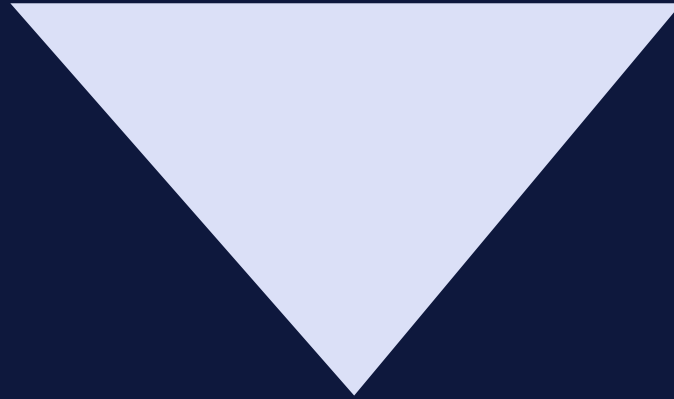


# Williamsburg Tourism Council

## ANNUAL MEETING

Tuesday, November 19, 2024



*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Roll Call

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

**Busch Gardens**  
**Greater Williamsburg Chamber of Commerce**  
**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  
Dr. Porter Brannon  
James Horn  
Christy Coleman  
Ron Kirkland  
Michael Claar  
Sheila Noll

Adria Vanhoozier

# Public Comment

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- Limit to three minutes
- State name and address



# Roundtable Discussion



# Approve Minutes

September 17, 2024

# Vote

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**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**

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

Kevin Lembke  
James Horn  
Christy Coleman  
Ron Kirkland  
Michael Claar  
Sheila Noll



# Chair Report

# Vote

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- Adjusting the number of consecutive terms that an officer can serve from 2 to 3 in Article III(B).
- Election of Officers
- Consideration / Action on Proposed Updated Policy on Electronic Participation in Meetings From Remote Locations



# Treasurer's Report

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- Financials
  - Revenue/Expenses
  - Cash on Hand
  - Tax Revenue

# Treasurer's Report

# Revenue / Expenses September 2024

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,386,534	1,427,533	(40,999)
\$1 Transient Tax	209,421	171,237	38,184
Maintenance of Effort Funds	0	0	0
Other	34,595	10,303	24,292
<b>Total Revenue</b>	<b>1,630,550</b>	<b>1,609,073</b>	<b>21,477</b>
<b>EXPENSES</b>			
Destination Marketing	768,952	696,717	(72,235)
Other Sales & Marketing	76,952	96,759	19,807
Labor & Benefits	134,405	135,964	1,559
Admin	16,742	43,702	26,960
<b>Total Expenses</b>	<b>997,051</b>	<b>973,142</b>	<b>(23,909)</b>
<b>Net Revenue Expense by Month</b>	<b>633,499</b>	<b>635,931</b>	<b>(2,432)</b>

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

# Treasurer's Report

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

	FY 2024		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	4,054,155	3,948,563	105,592
\$1 Transient Tax	465,888	534,116	(68,228)
Maintenance of Effort Funds	38,666	38,666	(0)
Other	57,675	25,284	32,391
<b>Total Revenue</b>	<b>4,616,384</b>	<b>4,546,629</b>	<b>69,755</b>
<b>EXPENSES</b>			
Destination Marketing	2,437,328	2,552,951	115,623
Other Sales & Marketing	156,700	199,460	42,760
Labor & Benefits	423,756	422,443	(1,313)
Admin	72,436	143,445	71,009
<b>Total Expenses</b>	<b>3,090,220</b>	<b>3,318,299</b>	<b>228,079</b>
<b>Net Revenue Expense by Month</b>	<b>1,526,164</b>	<b>1,228,330</b>	<b>297,834</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>4,205,565</b>	<b>3,907,731</b>	<b>297,834</b>

Budget Remaining	Percent Remaining
11,270,563	73.5%
1,124,377	70.7%
87,934	69.5%
58,461	50.3%
<b>12,541,335</b>	<b>73.1%</b>
9,721,372	80.0%
1,993,300	92.7%
1,781,228	80.8%
571,599	88.8%
<b>14,067,499</b>	<b>82.0%</b>

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

## Treasurer's Report

Cash on Hand  
September 2024

### Operating Cash

Cash Balances	Jul-24		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 5,092,140	\$ 4,991,169	\$ 100,971
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank CD	\$ 759,181	\$ -	\$ 759,181
<b>Total Cash on Hand</b>	<b>\$ 5,852,321</b>	<b>\$ 4,991,169</b>	<b>\$ 861,152</b>

Aug-24		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 4,382,607	\$ 5,483,002	\$ (1,100,395)
\$ 1,000	\$ -	\$ 1,000
\$ 759,181	\$ -	\$ 759,181
<b>\$ 5,142,787</b>	<b>\$ 5,483,002</b>	<b>\$ (340,215)</b>

Sep-24		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 5,102,819	\$ 6,151,813	\$ (1,048,994)
\$ 1,000	\$ -	\$ 1,000
\$ 765,500	\$ -	\$ 765,500
<b>\$ 5,869,319</b>	<b>\$ 6,151,813</b>	<b>\$ (282,494)</b>

Key Sources of Funds	Jul-24		
	Actual	Budget	Variance
State Disbursement	\$ 1,424,083	\$ 1,414,993	\$ 9,090
<b>Total Gov't Sources</b>	<b>\$ 1,424,083</b>	<b>\$ 1,414,993</b>	<b>\$ 9,090</b>

Aug-24		
Actual	Budget	Variance
\$ 1,500,006	\$ 1,468,916	\$ 31,090
<b>\$ 1,500,006</b>	<b>\$ 1,468,916</b>	<b>\$ 31,090</b>

Sep-24		
Actual	Budget	Variance
\$ 1,620,001	\$ 1,598,770	\$ 21,231
<b>\$ 1,620,001</b>	<b>\$ 1,598,770</b>	<b>\$ 21,231</b>

Interest Earned:			
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ -	\$ -	\$ -
BB&T ICS Investment Fund	\$ -	\$ -	\$ -
Ches Bank Checking	\$ 10,776	\$ 6,553	\$ 4,223
Ches Bank CD	\$ -	\$ -	\$ -
<b>Total Interest Earned</b>	<b>\$ 10,776</b>	<b>\$ 6,553</b>	<b>\$ 4,223</b>

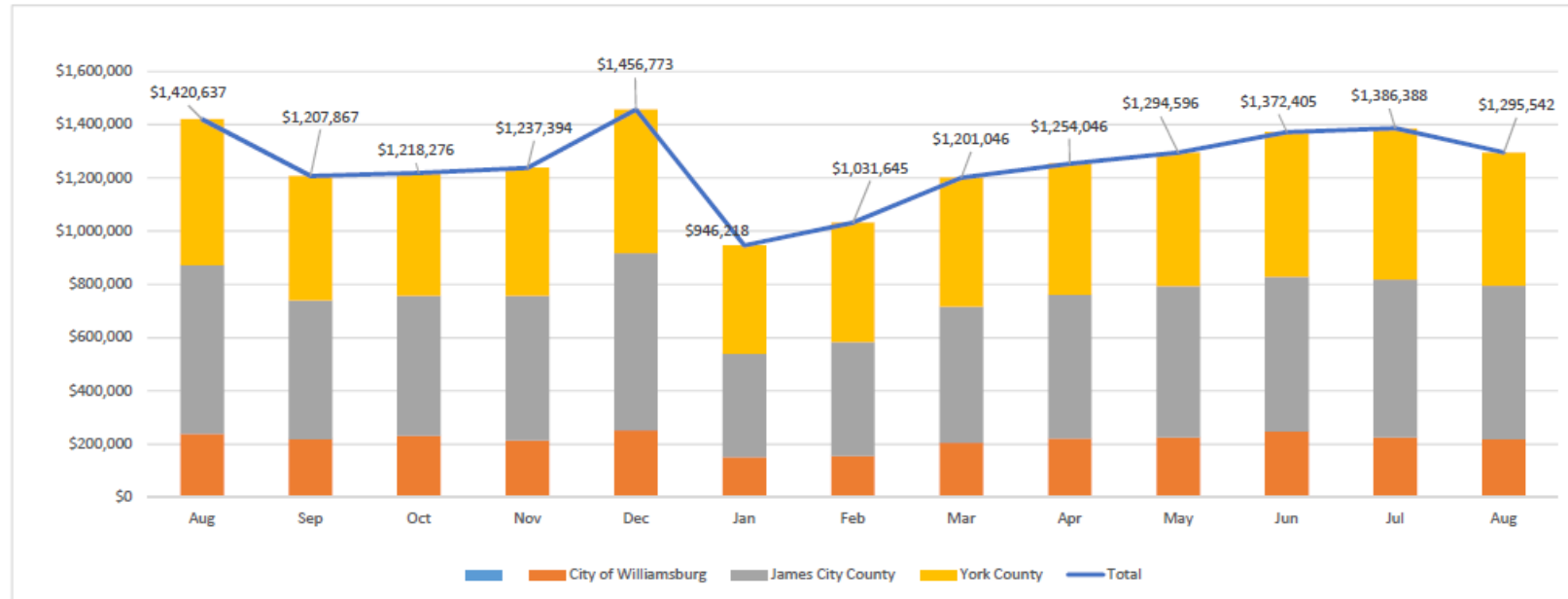
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 12,303	\$ 8,428	\$ 3,875
\$ -	\$ -	\$ -
<b>\$ 12,303</b>	<b>\$ 8,428</b>	<b>\$ 3,875</b>

\$ 24,046	\$ -	\$ 24,046
\$ -	\$ -	\$ -
\$ -	\$ -	\$ -
\$ 10,549	\$ 10,303	\$ 246
\$ -	\$ -	\$ -
<b>\$ 34,595</b>	<b>\$ 10,303</b>	<b>\$ 24,292</b>

Accounts payable balance as of August 31, 2024:	\$ 705,129
Uncleared checks & payments balance:	988,630
<b>Total Open Payables transactions:</b>	<b>\$ 1,693,759</b>



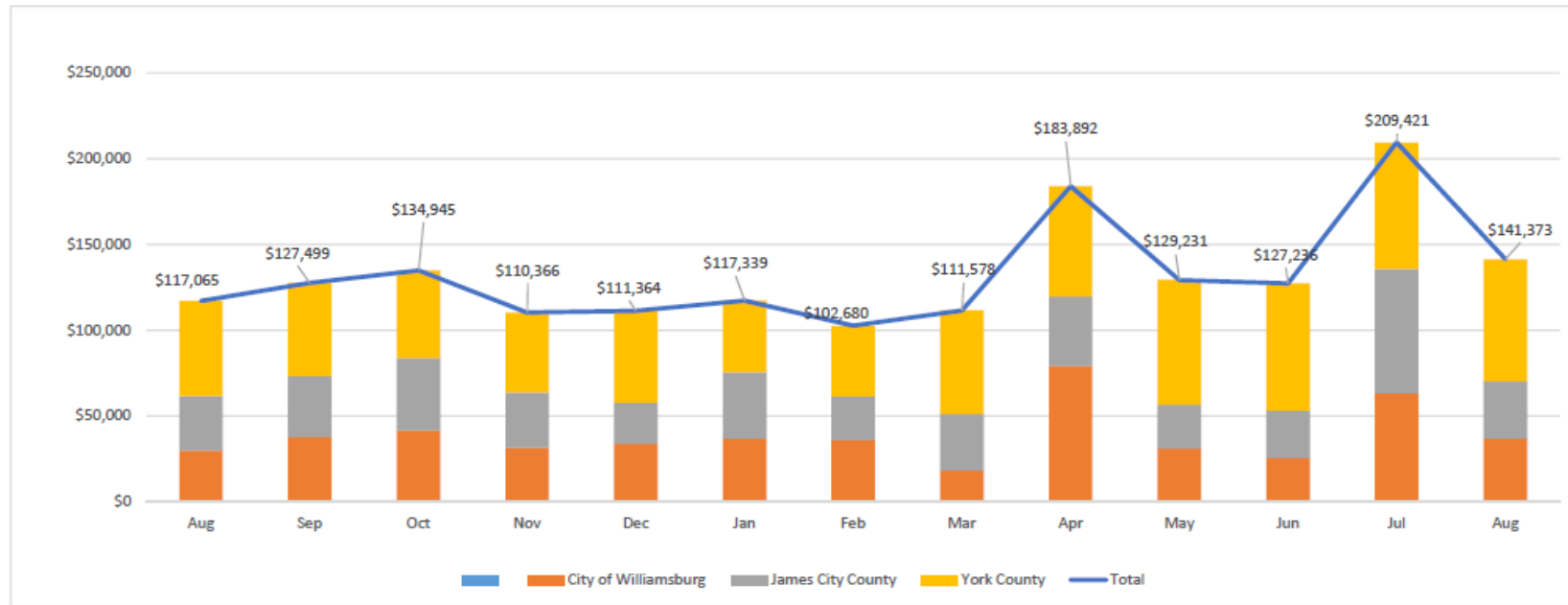
SOURCE: York County, Office of the Commissioner of Revenue



## §§ 58.1-603.2 1/2 of 1%

CY2023 / 2024	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$219,434	\$231,252	\$215,248	\$251,890	\$151,905	\$156,001	\$205,256	\$220,784	\$225,388	\$247,564	\$224,996	\$217,995	\$2,567,712
James City County	\$519,452	\$526,194	\$541,964	\$666,053	\$387,783	\$426,600	\$511,176	\$540,740	\$567,007	\$580,550	\$592,979	\$577,012	\$6,437,512
York County	\$468,981	\$460,830	\$480,182	\$538,830	\$406,530	\$449,044	\$484,614	\$492,522	\$502,201	\$544,291	\$568,412	\$500,534	\$5,896,971
<b>Total</b>	<b>\$1,207,867</b>	<b>\$1,218,276</b>	<b>\$1,237,394</b>	<b>\$1,456,773</b>	<b>\$946,218</b>	<b>\$1,031,645</b>	<b>\$1,201,046</b>	<b>\$1,254,046</b>	<b>\$1,294,596</b>	<b>\$1,372,405</b>	<b>\$1,386,388</b>	<b>\$1,295,542</b>	<b>\$14,902,195</b>
Calendar YTD Total												\$9,781,886	
CY2022 / 2023	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$220,208	\$213,243	\$256,700	\$238,658	\$2,546,366
James City County	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$504,459	\$518,835	\$560,191	\$633,248	\$6,249,034
York County	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$480,400	\$504,427	\$565,487	\$548,731	\$5,913,693
<b>Total</b>	<b>\$1,174,172</b>	<b>\$1,180,544</b>	<b>\$1,165,567</b>	<b>\$1,521,091</b>	<b>\$938,174</b>	<b>\$1,017,788</b>	<b>\$1,177,895</b>	<b>\$1,289,277</b>	<b>\$1,054,706</b>	<b>\$1,236,505</b>	<b>\$1,382,378</b>	<b>\$1,420,637</b>	<b>\$14,558,732</b>
Calendar YTD Total												\$9,517,359	

SOURCE: York County, Office of the Commissioner of Revenue



## Transient Tax \$1 of the \$2

CY2023 / 2024	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$37,836	\$41,814	\$31,726	\$33,937	\$36,901	\$35,855	\$18,595	\$79,266	\$31,299	\$25,601	\$63,258	\$36,943	\$473,031
James City County	\$35,602	\$41,928	\$32,135	\$24,009	\$38,773	\$25,548	\$32,557	\$40,469	\$25,431	\$27,535	\$72,671	\$33,323	\$429,981
York County	\$54,061	\$51,203	\$46,505	\$53,418	\$41,665	\$41,277	\$60,426	\$64,157	\$72,501	\$74,100	\$73,492	\$71,107	\$703,912
Total	\$127,499	\$134,945	\$110,366	\$111,364	\$117,339	\$102,680	\$111,578	\$183,892	\$129,231	\$127,236	\$209,421	\$141,373	\$1,606,924
Calendar YTD Total												\$1,122,750	
CY2022 / 2023	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$54,023	\$97,914	\$33,812	\$30,119	\$464,723
James City County	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$49,960	\$24,973	\$69,058	\$31,594	\$442,393
York County	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$63,337	\$65,559	\$66,116	\$55,352	\$646,403
Total	\$93,344	\$145,183	\$132,088	\$98,367	\$105,540	\$88,055	\$95,644	\$153,481	\$167,320	\$188,446	\$168,986	\$117,065	\$1,553,519
Calendar YTD Total												\$1,084,537	

# CEO Report

# INDUSTRY INSIGHTS



# Future Partners

*The State of the American Traveler* study is a monthly tracking survey that captures the sentiments of a representative sample of adult American travelers across the country. With over 4,000 fully completed surveys collected each wave, the data provides a robust understanding of domestic travel trends.

# The State of the American Traveler: November 2024

## American Travelers' Anticipated Annual Travel Budgets Reach New Record



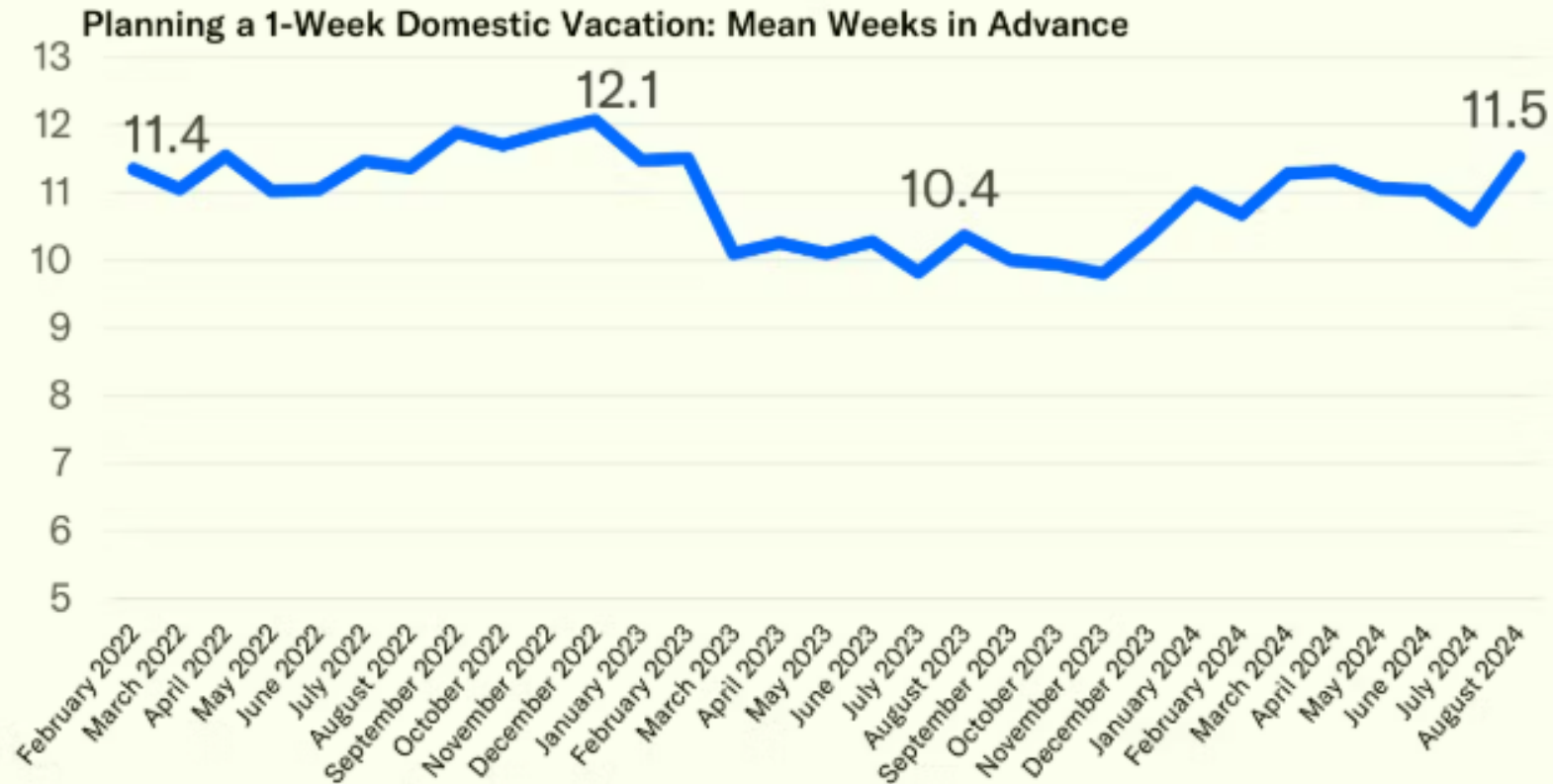
### QUESTION

Maximum I would spend on leisure travel (next 12 months): \_\_\_\_\_

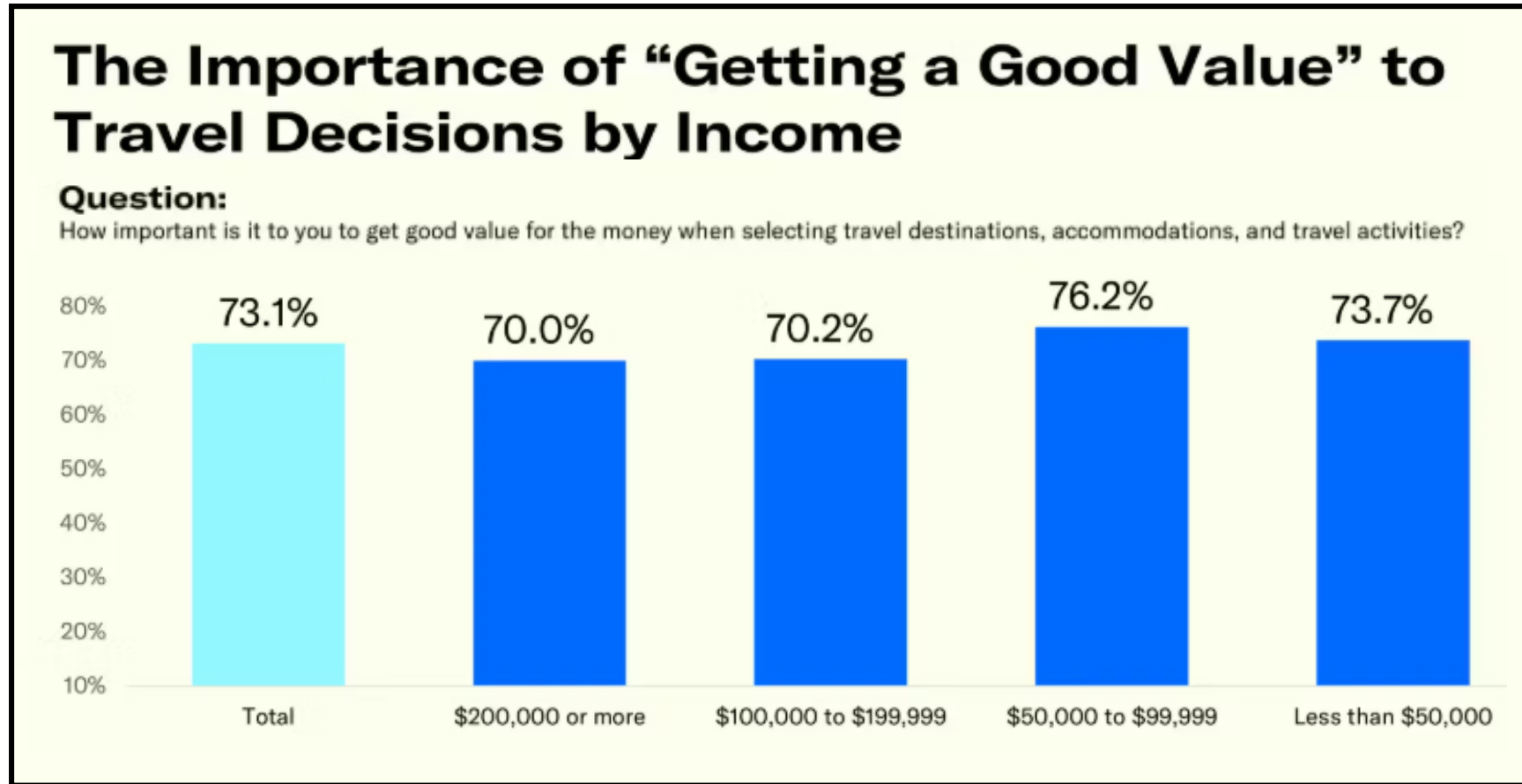
# The State of the American Traveler: November 2024

## Trip-planning windows have lengthened in 2024

**Question:** How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?



# The State of the American Traveler: November 2024



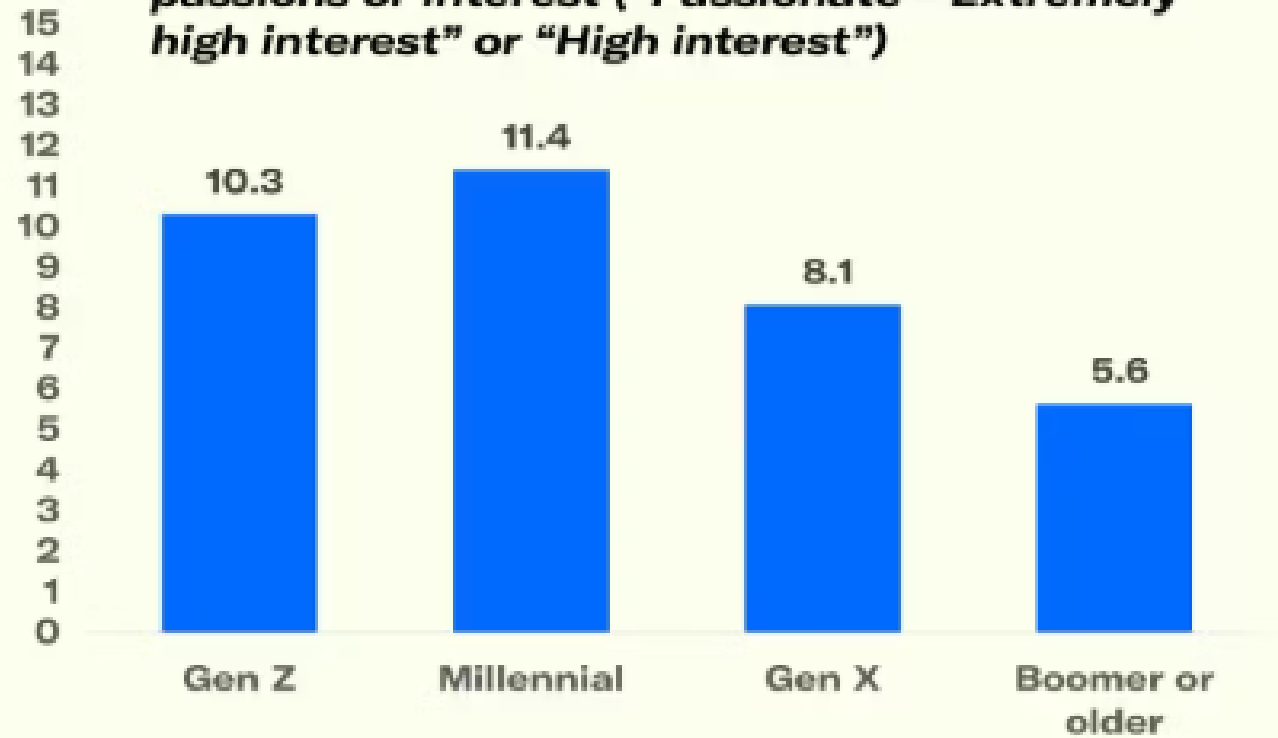
- 73.1% of respondents emphasized the importance of getting good value for their money when selecting travel destinations, accommodations, and activities.



# The State of the American Traveler: November 2024

## Younger travelers have a significantly more diverse set of interests than older travelers

*Generational comparison: Average number of passions or interest ("Passionate – Extremely high interest" or "High interest")*

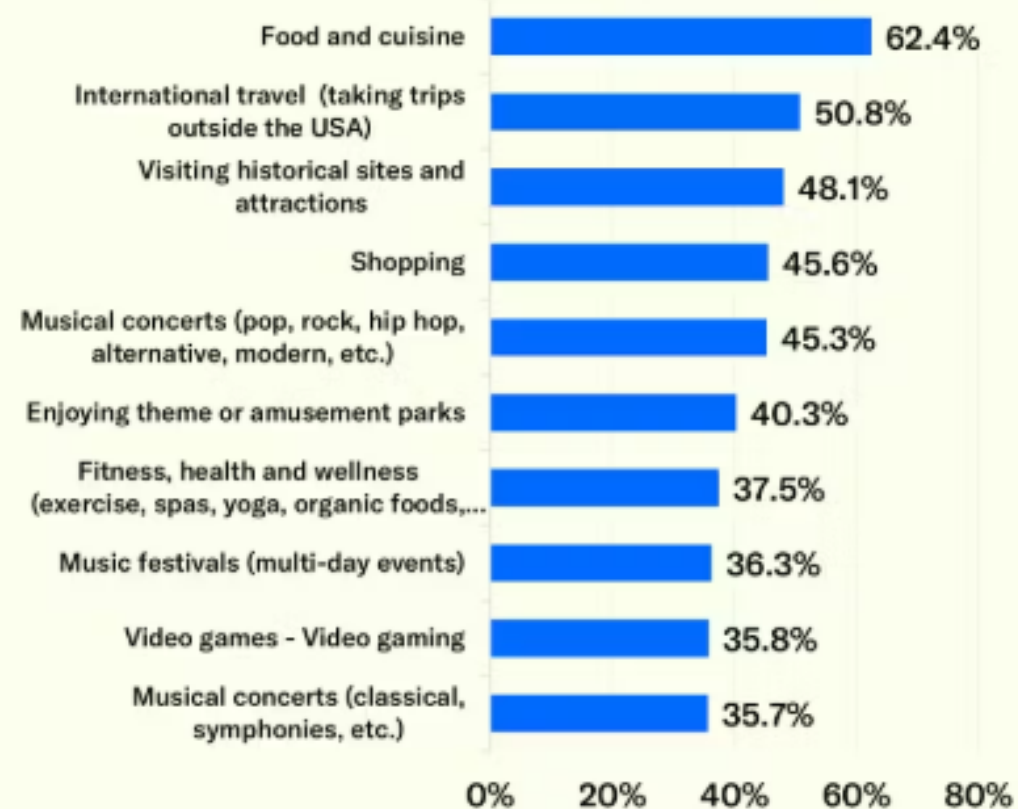


The largest generation in the United States is Millennials, with an estimated population of 72.7 million.

# The State of the American Traveler: November 2024

## Younger travelers have a significantly more diverse set of interests than older travelers

### *Millennial Travelers' Top Passions*



The largest generation in the United States is Millennials, with an estimated population of 72.7 million.

# The State of the American Traveler: November 2024

- **28.5%** of American travelers said they anticipate traveling more for leisure in the coming year compared to last year.
- More than three-in-ten American travelers (**31.4%**) expect to spend more on travel in the next **12** months.
- On average, American travelers have a maximum leisure travel budget of \$5,697 for the next year, a **50.5% increase** compared to the same time last year (\$3,785).

# **INTERNATIONAL INSIGHTS**

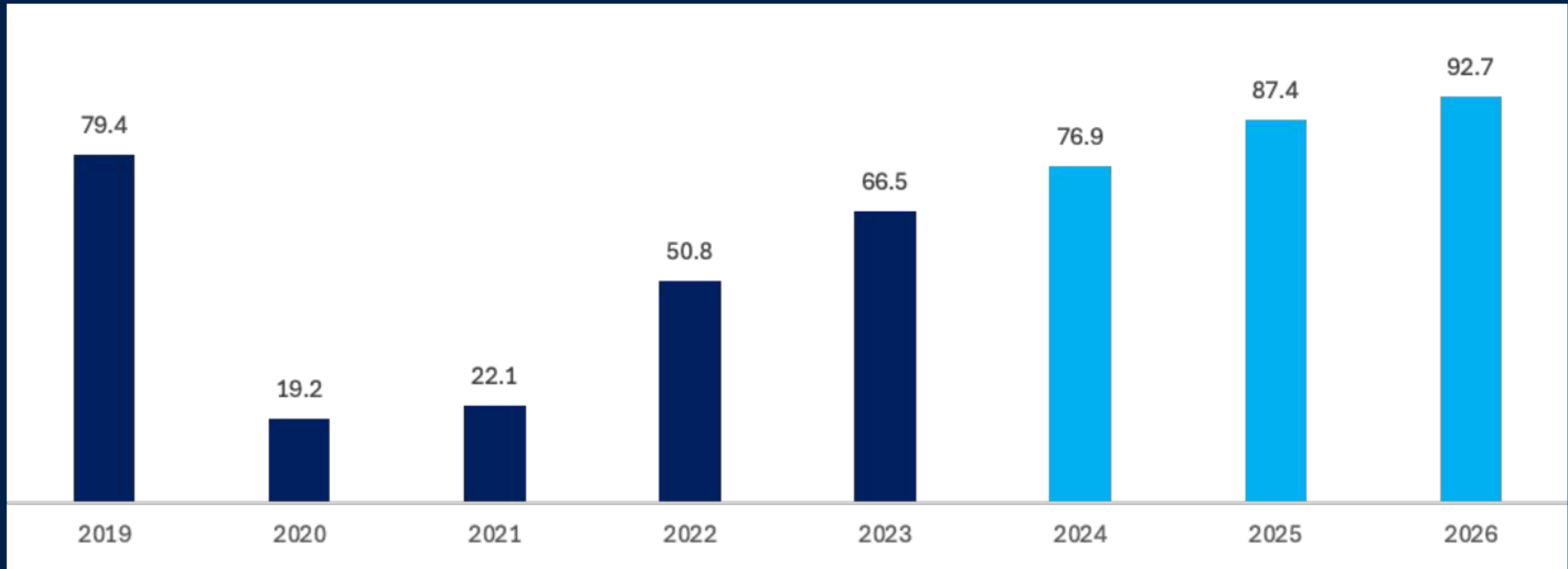


CEO SUMMIT  
OCTOBER 21-22 2024  
London, U.K.



# U.S. Inbound Forecast

Visitation in millions

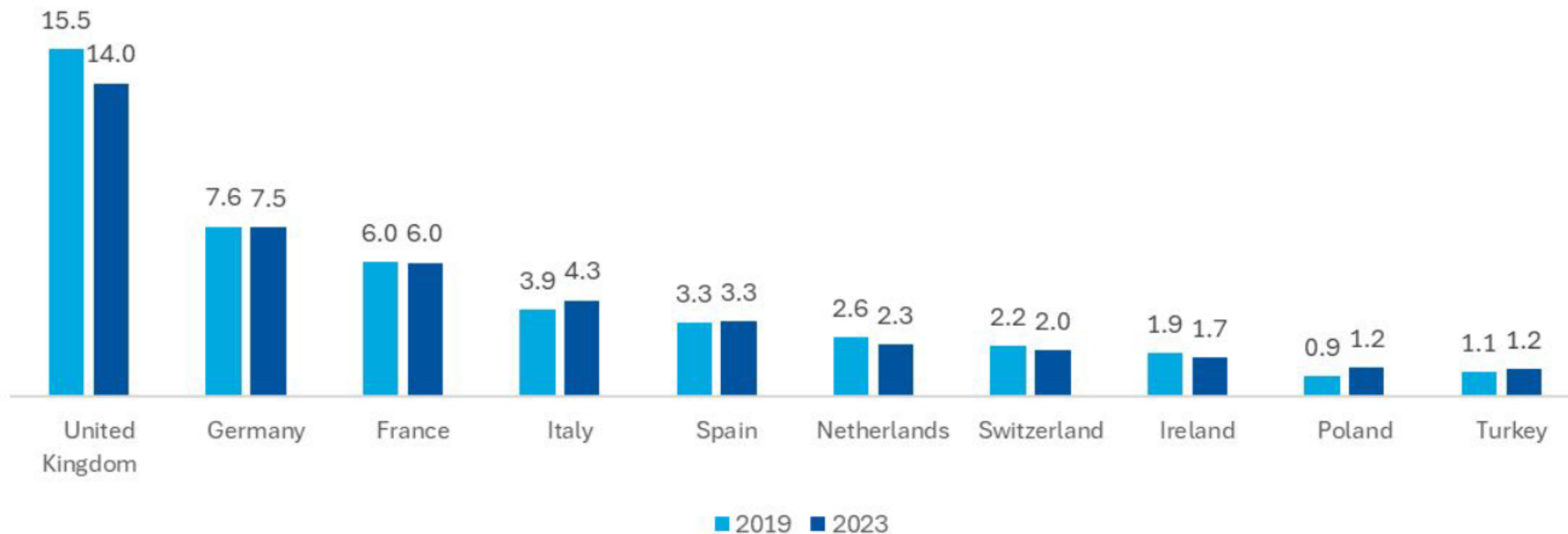


Source: Tourism Economics, July 2024



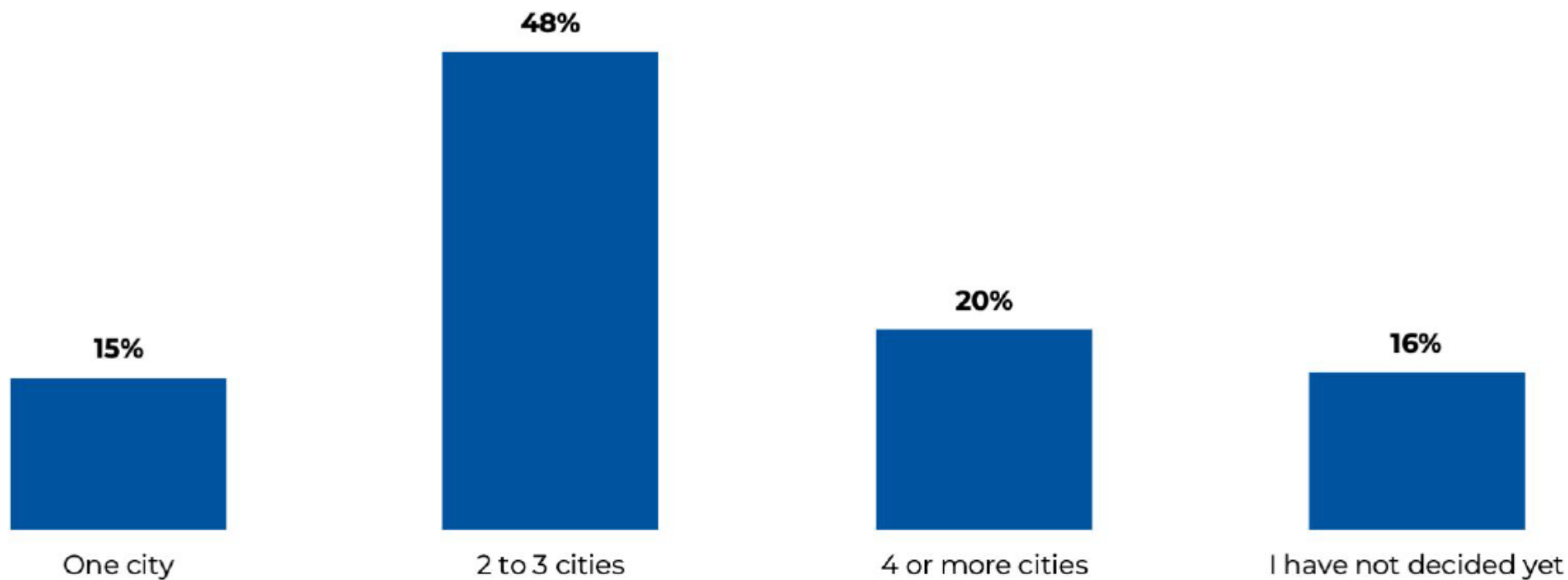
# 2023 Total Spend: Europe

Spending in \$billions





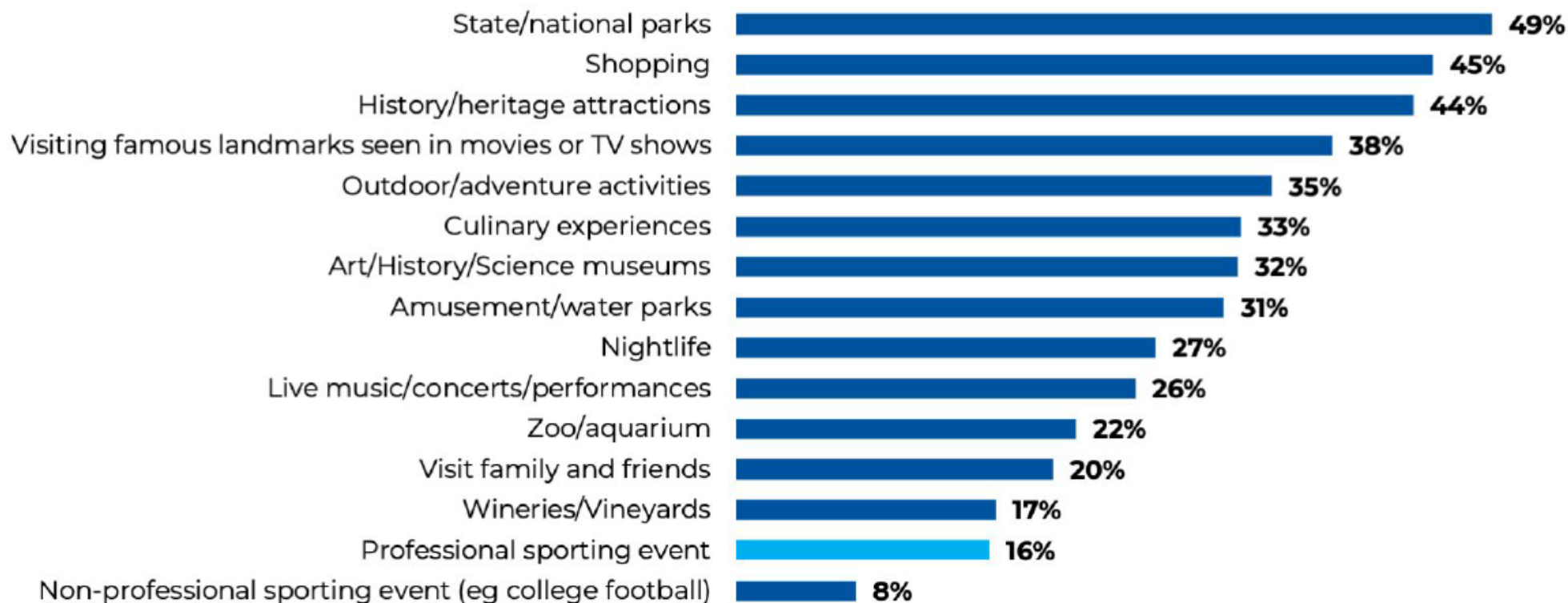
## European Travelers Want To Visit Multiple U.S. Cities



Source: Brand USA 2024 Market Intelligence Survey



## Top Activities of Interest

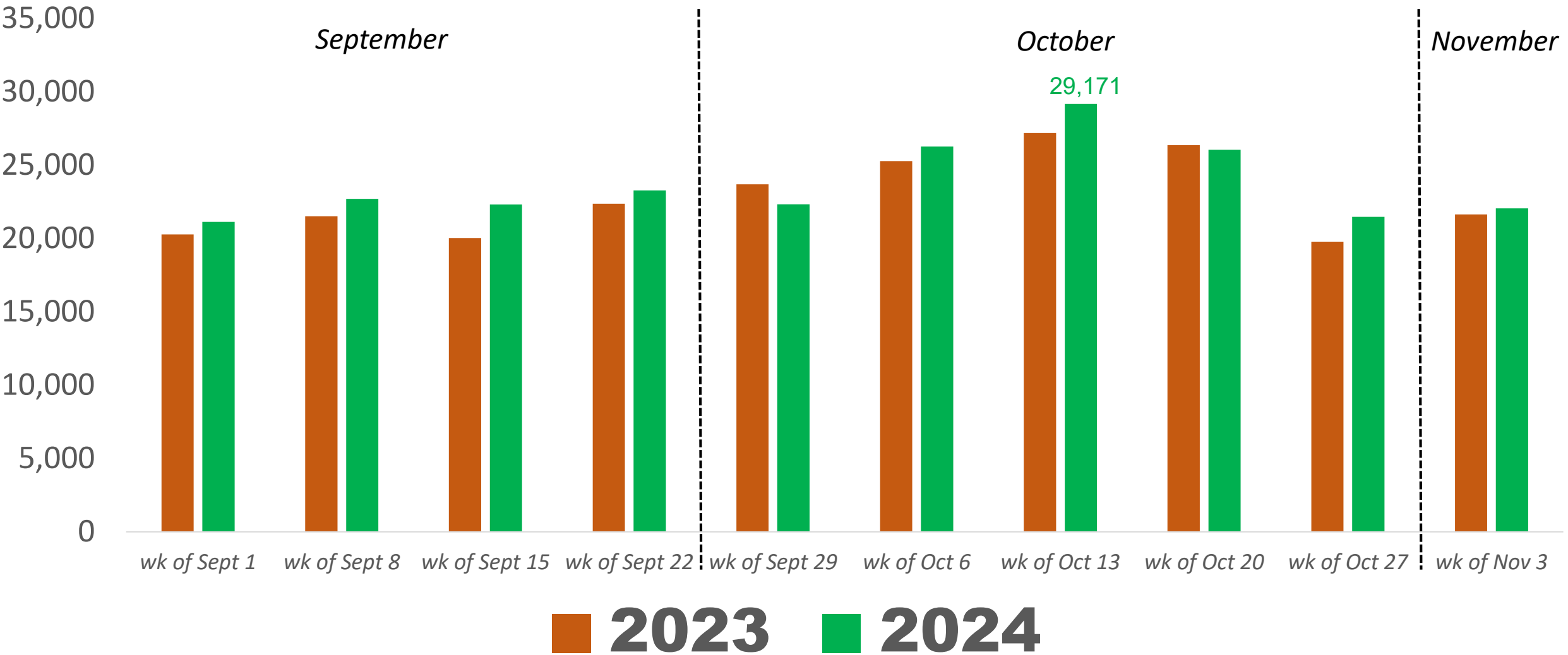


# RECENT PERFORMANCE





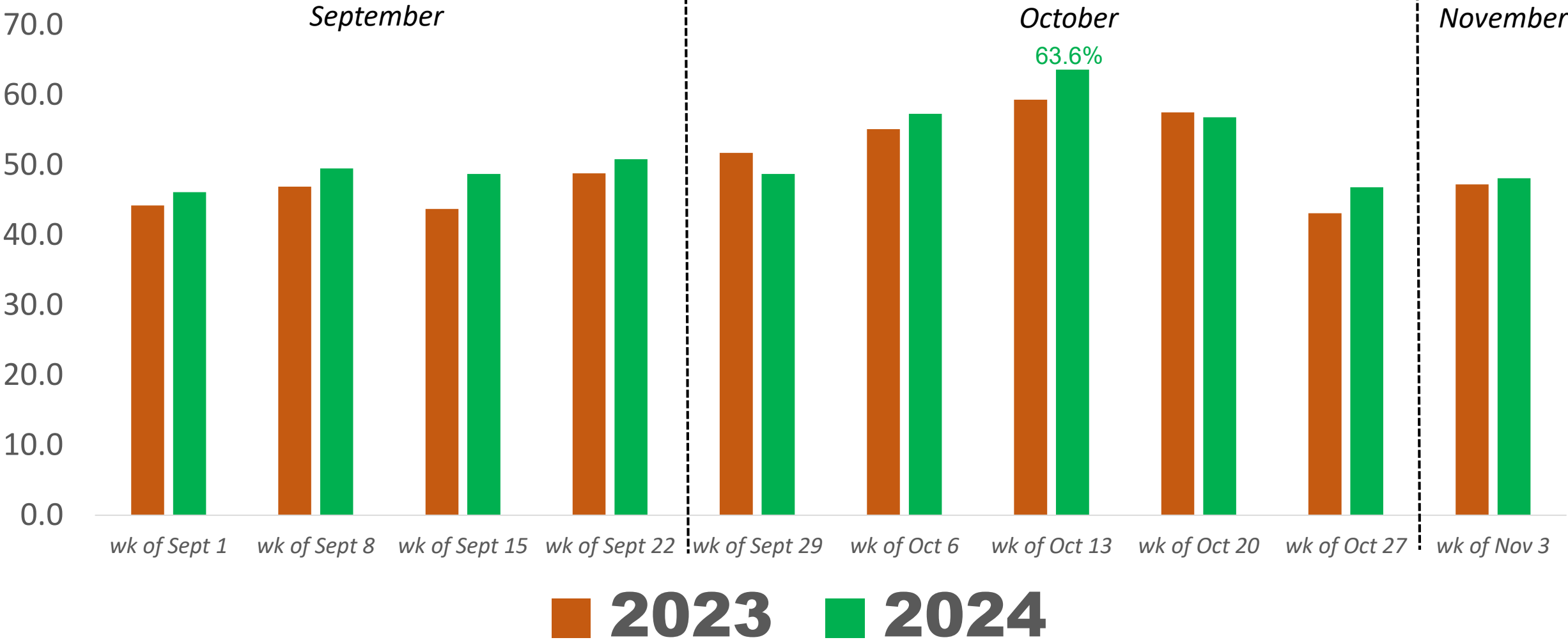
# DEMAND (rooms sold)



★ **8,620** more rooms sold over the past **10** weeks vs same period LY.



# OCCUPANCY



★ **Occupancy has increased vs LY in 8 out of the last 10 weeks.**



# VIRGINIA HOTEL PERFORMANCE PULSE CHECK

**NOVEMBER 2024  
VA-1 GOVERNOR'S TOURISM SUMMIT**

# **VIRGINIA'S HOTEL INDUSTRY AS A TRAFFIC LIGHT**



***PRICING IS A HEADWIND TO FURTHER LEISURE TRAVEL GROWTH AMONG BUDGET-CONSCIOUS CONSUMERS***

***VIRGINIA IS STILL OUTPERFORMING THE BROADER UNITED STATES EVEN WITH NORMALIZING GROWTH***

***WEEKDAY DEMAND AND GROUP TRAVEL ARE SOURCES OF STRENGTH FOR VIRGINIA***

October 13, 2024 - November 09, 2024 Rolling-28 Day Period		Occupancy								
		SUN	MON	TUE	WED	THU	WD Total	FRI	SAT	WE Total
Upper Upscale		56.7%	69.9%	79.1%	77.7%	71.3%	70.9%	76.5%	79.7%	78.1%
Upscale		55.2%	65.9%	73.4%	73.6%	68.5%	67.3%	77.5%	81.7%	79.6%
Upper Midscale		54.0%	63.5%	69.3%	70.3%	68.0%	65.0%	78.2%	81.9%	80.0%
Midscale		53.0%	58.3%	61.7%	63.1%	62.3%	59.7%	69.2%	72.0%	70.6%
Economy		48.2%	49.4%	50.7%	52.3%	53.9%	50.9%	61.6%	63.8%	62.7%
Washington, DC		62.0%	70.2%	77.6%	74.7%	68.8%	70.6%	72.7%	77.4%	75.0%
Arlington, VA		67.5%	78.1%	85.8%	81.5%	74.4%	77.4%	76.1%	80.9%	78.5%
Alexandria, VA		58.9%	68.2%	76.7%	73.4%	67.5%	68.9%	71.0%	77.0%	74.0%
Fairfax/Tysons Corner, VA		57.7%	71.2%	82.5%	80.6%	66.3%	71.7%	66.5%	72.1%	69.3%
Suburban Virginia Area		54.5%	62.9%	69.2%	69.1%	64.6%	64.1%	72.4%	77.7%	75.1%
I-95 Fredericksburg, VA		54.9%	57.5%	63.0%	64.3%	62.1%	60.3%	66.7%	72.7%	69.7%
Dulles Airport Area, VA		59.5%	73.9%	85.7%	84.9%	75.8%	76.0%	72.4%	73.7%	73.0%
Norfolk/Virginia Beach, VA		48.6%	54.4%	57.8%	59.0%	59.9%	55.9%	71.1%	73.5%	72.3%
Chesapeake/Suffolk, VA		54.5%	66.4%	70.7%	71.0%	68.2%	66.2%	71.7%	72.5%	72.1%
Newport News/Hampton, VA		50.5%	58.8%	62.8%	62.4%	65.2%	59.9%	75.7%	76.7%	76.2%
Norfolk/Portsmouth, VA		54.0%	61.3%	68.1%	69.4%	68.2%	64.2%	73.9%	72.5%	73.2%
Virginia Beach, VA		44.5%	49.1%	52.9%	54.0%	54.2%	51.0%	67.7%	71.6%	69.7%
Williamsburg, VA		45.0%	44.7%	44.0%	47.6%	52.0%	46.6%	69.7%	75.3%	72.5%



October 13, 2024 - November 09, 2024 Rolling-28 Day Period		RevPAR								
		SUN	MON	TUE	WED	THU	WD Total	FRI	SAT	WE Total
Upper Upscale		\$108.47	\$146.10	\$175.70	\$168.84	\$142.89	\$148.40	\$156.89	\$167.26	\$162.07
Upscale		\$78.56	\$99.85	\$117.27	\$115.32	\$102.34	\$102.67	\$124.50	\$132.36	\$128.43
Upper Midscale		\$60.83	\$74.15	\$84.34	\$85.28	\$82.22	\$77.36	\$113.94	\$120.45	\$117.20
Midscale		\$43.87	\$49.17	\$53.70	\$55.10	\$54.69	\$51.31	\$72.43	\$77.01	\$74.72
Economy		\$30.22	\$30.83	\$31.85	\$32.85	\$34.88	\$32.13	\$46.66	\$49.61	\$48.13
Washington, DC		\$121.09	\$153.25	\$182.98	\$169.00	\$140.21	\$153.30	\$135.97	\$144.79	\$140.38
Arlington, VA		\$145.56	\$189.73	\$220.07	\$201.00	\$158.67	\$183.01	\$134.21	\$147.57	\$140.89
Alexandria, VA		\$90.92	\$122.02	\$148.01	\$135.38	\$112.80	\$121.82	\$107.48	\$118.05	\$112.76
Fairfax/Tysons Corner, VA		\$86.09	\$131.34	\$170.12	\$161.06	\$106.09	\$130.94	\$91.44	\$99.60	\$95.52
Suburban Virginia Area		\$78.05	\$94.60	\$108.49	\$104.21	\$96.62	\$96.39	\$121.09	\$130.39	\$125.74
I-95 Fredericksburg, VA		\$52.28	\$54.72	\$62.15	\$63.44	\$60.98	\$58.71	\$71.41	\$78.40	\$74.91
Dulles Airport Area, VA		\$72.60	\$106.00	\$139.26	\$134.75	\$103.94	\$111.31	\$87.85	\$87.10	\$87.47
Norfolk/Virginia Beach, VA		\$51.00	\$57.40	\$62.62	\$63.93	\$66.79	\$60.35	\$95.42	\$102.00	\$98.71
Chesapeake/Suffolk, VA		\$50.43	\$64.63	\$70.01	\$69.58	\$65.93	\$64.12	\$76.85	\$78.47	\$77.66
Newport News/Hampton, VA		\$40.87	\$50.31	\$55.76	\$54.58	\$63.66	\$53.04	\$93.64	\$94.38	\$94.01
Norfolk/Portsmouth, VA		\$56.53	\$69.11	\$81.30	\$84.45	\$81.14	\$74.51	\$96.40	\$94.99	\$95.69
Virginia Beach, VA		\$51.46	\$56.90	\$62.27	\$62.99	\$64.36	\$59.59	\$92.53	\$100.44	\$96.48
Williamsburg, VA		\$55.97	\$50.63	\$50.16	\$54.71	\$63.82	\$55.06	\$115.38	\$134.85	\$125.12

# Virginia Tourism Corporation

Information for Virginia's Travel Industry

## Meetings and Conventions in Virginia Generated \$5.8 Billion in Direct Spending in 2023

*Despite significant pandemic impacts, meetings and conventions visitation fully recovered to pre-pandemic levels in 2023*

**RICHMOND** - Virginia Tourism Corporation announced today that meetings and conventions in Virginia generated \$5.8 billion in direct spending in 2023, with \$2.1 billion contributed solely by visitors. Meetings and conventions visitors spent nearly \$6 million per day in Virginia last year. In 2023, 4.9 million people attended a meeting or convention in Virginia, with 2.5 million staying overnight, representing 6% of Virginia's total overnight visitors.

Operational spending drove about \$3.7 billion, or 64%, of direct impact from meetings and conventions, a comparatively larger share of the \$5.8 billion relative to traditional visitor spending. Meetings operational spending includes hotel and venue financing and rental arrangements, staffing services, AV and production services, event management and marketing, technical support and IT services, and insurance policies sold for event coverage. The remaining 36% of impacts were from traditional tourism spending by meetings and convention visitors.

Meetings-related visitor spending grew by 14% from 2022, outpacing the total statewide visitor spending growth of 10%. Of the \$2.1 billion in meetings and conventions visitor spending, lodging captured the largest share of visitor dollars at 42%, followed by food and beverage (30%), transportation (13%), retail (10%), and recreation (5%). Lodging and food and beverage spending saw the most year-over-year growth, each increasing by 15%, followed by recreation (14%), retail (12%), and transportation (9%).

In 2023, Virginia's meetings and conventions sector directly employed 56,703 Virginians, generating \$2.2 billion in income and driving \$335 million in state and local tax revenues. The direct impact of lodging and property taxes alone at \$157 million total in 2023

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**SALES**

# Sales Leads | September 7, 2024 – November 12, 2024

ISSUE DATE	LEADS	ROOM NIGHTS
09/25/2024	Virginia State Literacy Association's 2026 Annual Conference	940
09/26/2024	50 <sup>th</sup> Charter Day/Alpha Phi Alpha/HelmsBriscoe	55
09/26/2024	The Military Reunion Network Education Summit 2026	328
09/26/2024	2026 Travel and Tourism Research Association	484
10/02/2024	Butler Cousins Family Reunion	320
10/02/2024	Fairfax High School (Choir/Band Trip)	90
10/02/2024	Balalaika and Domra Association 2026 Annual Convention	182
10/03/2024	TodLow Coach, LLC	75
10/11/2024	Liberty Receptive Tours, Grand Illumination Trip 2025	75
10/11/2024	Grand Classroom, St. Francis Episcopal	27
10/14/2024	Burke Educational Travel/Christian Tours, CC Griffin Middle School Choir	88
10/18/2024	Black Tie Bus Charters, East Forsyth Middle School	70
10/18/2024	Roane Family Reunion 2025	100
10/21/2024	Classical Christian Tutorial Services 6 <sup>th</sup> Grade Trip	20
10/21/2024	Grand Classroom, Fox Lane	57
10/21/2024	Firecracker Sports, Mid Atlantic Spring Championships 2025	450
10/21/2024	Firecracker Sports, Mid Atlantic Spring Championships 2026	450
10/28/2024	Maritz Global Events, 2025 ACE Spring Conference	200



ISSUE DATE	LEADS	ROOM NIGHTS
10/28/2024	Strategic Thinking Workshop	148
10/30/2024	Stein Collectors International	285
11/01/2024	Grand Classroom, Know Doss MS at Drakes Creek	22
11/01/2024	Grand Classroom, Evergreen Country Day	28
11/01/2024	Grand Classroom, Pegasus School	28
11/01/2024	Grand Classroom, Holy Spirit Parish School	20
11/01/2024	Grand Classroom, Liberty Creek MS	32

AWARDS



## Definite Bookings | September 7, 2024 – November 12, 2024

Date	Definite Booking	Property	Room Nights
10/11 - 10/13/2024	NAACP	DoubleTree	170
11/17 - 11/19/2024	VAFCC	DoubleTree	450
03/03 - 03/04/2025	Grand Classroom	Residence Inn	22
03/04 - 03/05/2025	Grand Classroom	Residence Inn	32
04/01 - 04/02/2025	Black Tie Bus Charter	Wingate by Windham	35
04/09 - 04/11/2025	Grand Classroom	Woodlands	28
04/16 - 04/18/2025	Grand Classroom	SpringHill Suites	28
04/24 - 04/25/2025	Grand Classroom	SpringHill Suites	10
05/02 - 05/04/2025	Grand Classroom	SpringHill Suites	42
05/02 - 05/04/2025	Burke/Christian Tours	Comfort Inn Williamsburg	88
06/04 - 06/05/2025	Grand Classroom	Woodlands	27
09/07 - 09/15/2025	USS Independence CV-62 Association	DoubleTree	424
06/06 - 09/07/2025	Grand Classroom	Residence Inn	15
09/08 - 09/11/2025	TodLow Coaches	Embassy Suites	75
09/22 - 09/23/2025	Grand Classroom	Residence Inn	20
12/05 - 12/08/2025	Liberty Receptive	Hilton Garden Inn	75



**grand**  
classroom



**NAACP**



**VAFCC**  
VIRGINIA ASSOCIATION OF FREE AND CHARITABLE CLINICS



**Christian**  
**TOURS**  
[www.BurkeChristianTours.com](http://www.BurkeChristianTours.com)



**Liberty Receptive**  
Tours



**BLACK TIE**  
TRANSPORTATION, INC

**USS Independence (CV 62)**  
**Association**



**TODLOW**

# Shows and Events

- **CRUSA GTE** – September 16 - 18, 2024, Charlottesville, VA (International)
- **Maryland Motorcoach Association** – September 23 – 24, 2024, Hagerstown, MD (Group)
- **TEAMS** – September 23 – 26, 2024, Anaheim, CA (Sports)
- **Small Market Meetings Conference** - September 25 – 27, 2024, St. George, UT (MICE)
- **VSAE Fall Expo** – September 25 – 26, 2024, Richmond, VA (MICE)
- **The Relationship Conference** – October 14 – 17, 2024, Wichita, KS (Sports)
- **Brand USA Travel Week** – October 21 – 25, 2024, London, UK (International)
- **NSA – BPA National Convention** – November 3 – 8, 2024, Reno, NV (Sports)



- **Triple Crown Baseball** – October 7 – 9, 2024, Williamsburg, Virginia
- **Education First** – October 15, 2024, Boston, Massachusetts
- **Northeast Unlimited Tours** – October 16, 2024, Sandwich, Massachusetts
- **GLR Tours** – October 16, 2024, Boston, Massachusetts
- **USS Albemarle/USNS Corpus Christi Bay** – October 20 - 23, 2024, Williamsburg, Virginia
- **HelmsBriscoe FAM and Expo** – October 27 – 29, 2024, Williamsburg, Virginia
- **Addidas** – November 12 – 13, 2024, Williamsburg, Virginia





## Upcoming Shows/Client Events

DATE	UPCOMING Shows/Site Visits	LOCATION
November 15 – 17, 2024	Powerhouse Meetings & Events	Williamsburg, VA (MICE, Site Visit)
December 2 – 5, 2024	Travel South International	Atlanta, GA (International)
December 2 – 4, 2024	SGMP	Williamsburg, VA (MICE, Site Visit)
December 15 – 17, 2024	Professional Service Association	Williamsburg, VA (MICE, Site Visit)
December 17 – 19, 2024	NAMO	Williamsburg, VA (Group, Site Visit)
December 18 – 21, 2024	2024 AVCA Convention	Louisville, KY (Sports)
January 6 – 8, 2025	RCMA Emerge	Phoenix, AZ (MICE, DEI)
January 9 – 13, 2025	International Masters Pickleball Tournament	Boca Raton, FL (Sports)
January 16 – 19, 2025	SYTA Summit	Scottsdale, AZ (Group)



# 2025 Sales FAMS and Partnerships

---

- Huddle Up Group Q1 FAM with Rights Holders and Event Organizers
- Smart Meetings Q2 Meeting Planner FAM and EXPO
- 25<sup>th</sup> Anniversary Sponsor with VISAA for all state championships
- District of Columbia State Athletic Association Premier Sponsor



# Meetings Marketing



Dedicated email sent to the meeting planner data base for group travel.

## Destination *of the Month*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN



### Discover. Explore. Enjoy.

Just 150 miles south of Washington, D.C., Williamsburg, Jamestown, and Yorktown offer the perfect blend of historic sites, outdoor adventure, and entertainment for groups of all sizes and interests. Williamsburg, VA offers a unique blend of rich history, safety, and affordability, making it the perfect destination for immersive, memorable experiences. Williamsburg is the ultimate destination for groups of all ages.

[Book Today](#)

Let Visit Williamsburg assist with all your group planning needs.  
Book now to receive our group incentive.

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

	.

**SPORTS**

# New Sports Business

- 7 Phenom Basketball Tournaments in 2026-2027 (2-3 Day Events: **1,200** players)
- 2 LR Productions Gymnastics Events in Q1 of 2027-2028 (3-day event: **1,000** participants)
- Unrivaed Sports Youth All-American Series 7v7 Soccer Tournament, June 2025 (4-day event: **200** players)



## Pending Letters of Intent

- Little League Softball State Tournament, July 2025: Finalizing Letter of Intent (over **300** athletes)
- 2-Year Small College Golf National Championship (2025 & 2026) will be notified if we're selected by December 12<sup>th</sup> : Current Bid-Out (**130** golfers)



## ***Active Leads***

- Adidas Basketball (**300** teams)
- USA Basketball (**200** teams)
- MUDGIRL Run (**5,000** runners)
- TWISTED CATFISH (**40** boats, 4 days)
- Hype Volleyball (**1,200** participants)





## Deliverables

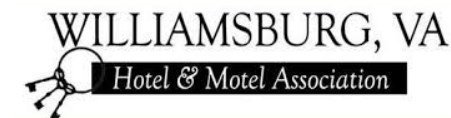
- Email and newsletter templates  
*(including pre-and post- show emails)*
- Pop-up banners
- Trade show booth design
- Branded swag and giveaways
- Website design updates for the sports RFP page and listings



# Sports Advisory Committee

- Ed Harris (*Visit Williamsburg*)
- Julia Smyth-Young (*Visit Williamsburg*)
- Morgan Cordle (*Visit Williamsburg*)
- Brian Fuller (*York County*)
- Tyler Cobb (*James City County*)
- Robbi Hutton (*City Of Williamsburg*)
- Kristi Olsen (*York County Economic & Tourism Development*)
- Adam Andrusyszyn (*William & Mary Athletic Facilities*)
- Ron Kirkland (*Hotel/Motel Association*)
- Rhonda Khabir (*Colonial Williamsburg*)
- Mickey Chohany (*Restaurant Association*)
- Yuri Matsumoto (*City of Williamsburg Econ Dev & Tourism*)
- Laura Flint (*Busch Gardens*)
- Terry Banez (*Greater Williamsburg Chamber*)

(Kemper to provide periodic updates)



**MARKETING**

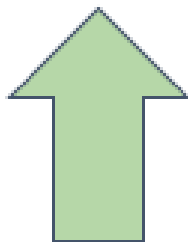


# VisitWilliamsburg.com



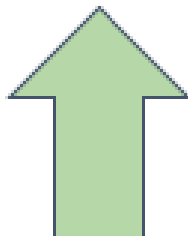
# VisitWilliamsburg.com

How is overall  
site traffic?



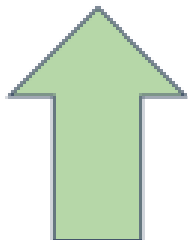
Site sessions  
Up 18% YoY

How is content  
performing?



Engagement Rate  
Up 5% YoY

Are visitors showing  
travel intent ?



Visitor Guides Up 13%  
E-Newsletter Sign-ups Up 199%

How are they finding the  
site?

32% Organic Search  
22% Display Advertising  
17% Paid Search  
13% Paid Social  
9% Direct Access

What are they interested in?

1.773M Home Page  
410K Museums/ Attract.  
240K Things to Do  
202K Events  
164K Kids and Families  
130K Places to Stay

Where are they from?

479K VA  
416K NY  
306K PA  
246K NC  
A

January 1- October 31, 2024

Sessions

288,998

47%

change

197,026

prev. year

Avg. Session Duration

02:04

0%

change

02:04

prev. year

Engagement Rate

52.6%

13%

change

46.7%

prev. year

New Users

229,136

42%

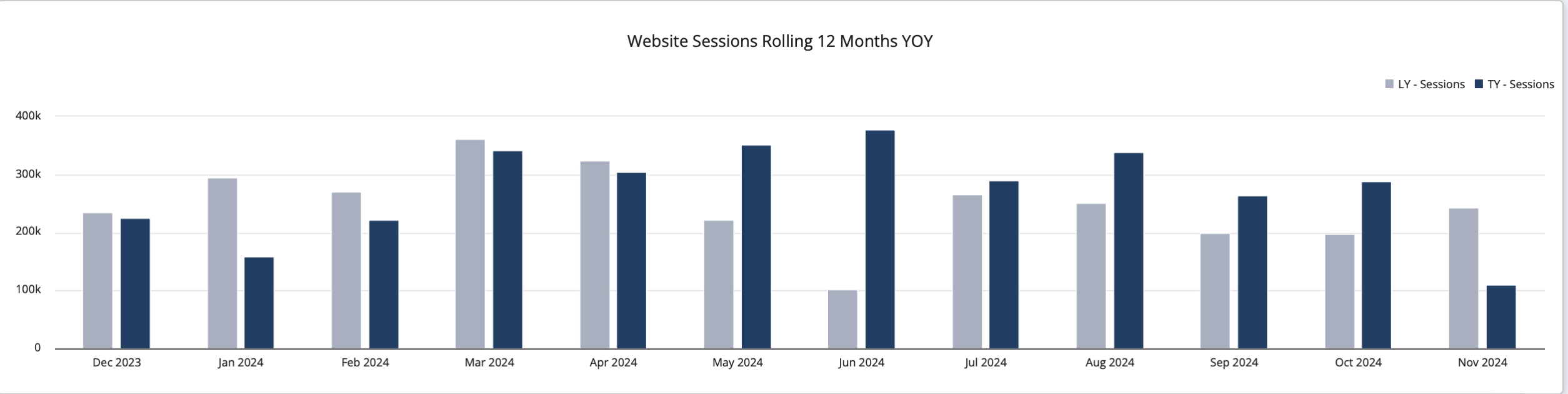
change

160,989

prev. year

## How does your website traffic compare to the same time last year?

Source: Google Analytics 4. LY = Last year, TY = This year. This insight is not tied to the date filter and will always show the last 12 months compared to the same time period last year.



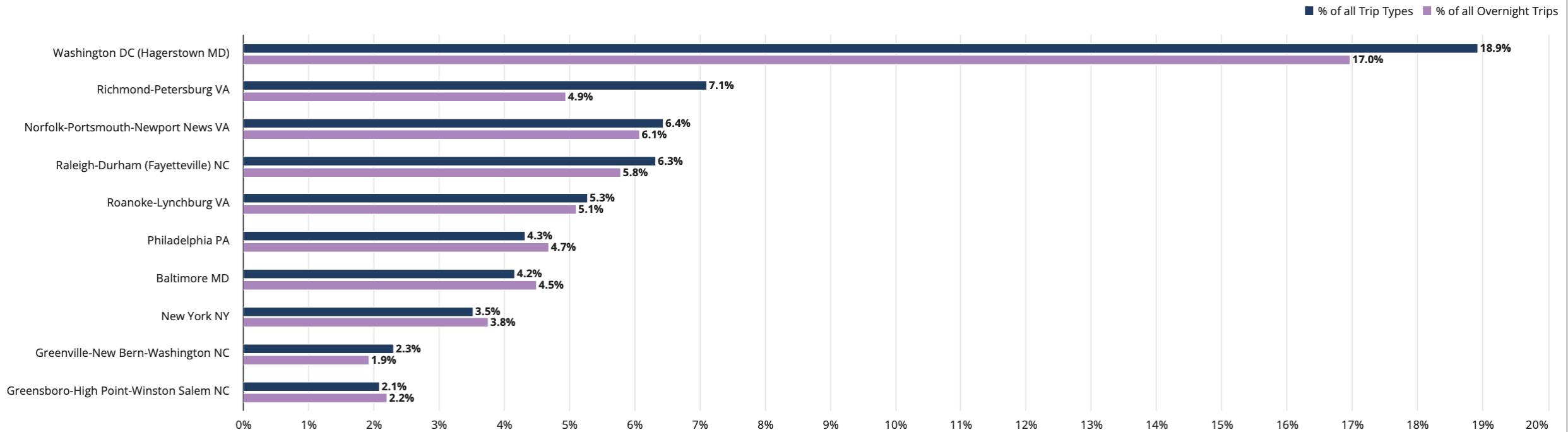


# VisitWilliamsburg.com: Value messaging



# Key markets

Top 10 Origin Markets

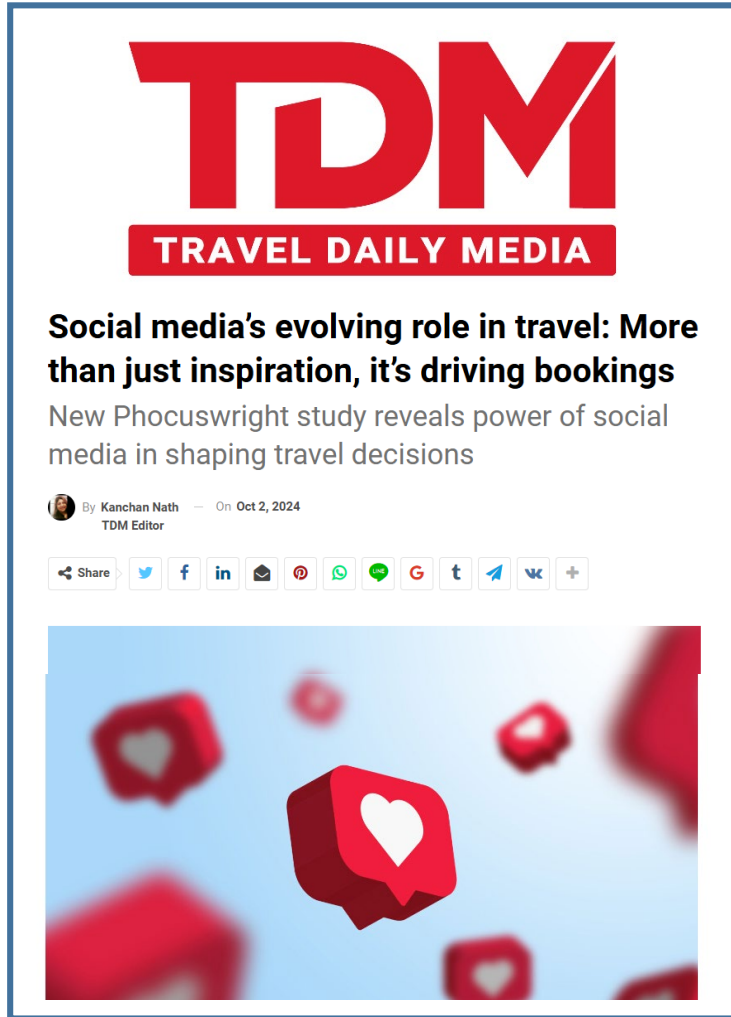


# Social Media

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# Social Media Insights



- **65%** of travelers who use social media for trip planning make a purchase or visitation decision based on content they encounter.



# Social Media: September – October Performance

## Cross-Channel Organic Social Performance

New Followers	Impressions	Engagements	Engagement Rate
2,647	502,208	27,781	5.5%



- Fall, Halloween, and Holiday-themed posts performed extremely well, leading to a super strong average engagement rate of 8.63%



- Follower growth continued at a fast pace, with our account gaining nearly 1,100 new followers in just two months



- History-themed content led the way once again, and the high performance was highlighted by an archaeology post that generated over 3K organic clicks



- Higher view counts are happening more often, with one golf post generating 3.7K views and five straight October posts netting 500+ views each

## Top-Performing Organic Posts





# Social Media: Fall Value Messaging



**Caption:** Enjoy a relaxing fall hike in Williamsburg, where scenic views and historic charm come together in a budget-friendly escape. 🌿

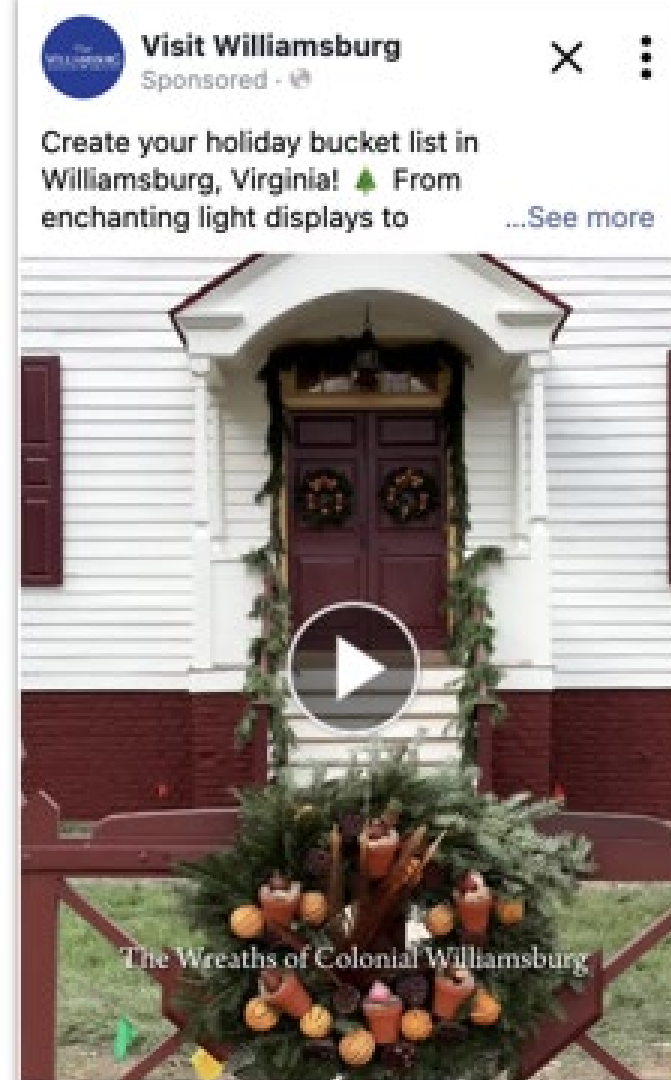


[Click to view](#)



**Caption:** With walkable streets filled with historic charm and budget-friendly experiences, fall fun awaits around every corner in Williamsburg.

# Social Media: Holiday Value Messaging



# Social Media: Holiday Value Messaging



Visit Williamsburg

Sponsored · 🌐



Turn your next mother-daughter trip into a holiday dream by planning a festive getaway to Williamsburg! 🌲



Visit Williamsburg

Sponsored · 🌐



Williamsburg is the ultimate destination for a festive girls' trip! 🎁 From cozy restaurants and wine tasting to ...See more



Visit Christmas Town at Busch Gardens, shop at Christmas markets, go wine tasting, eat at cozy restaurants, and attend a Christmas show!



# Social Media: Recent Events

- Ruth E. Carter Exhibit Now –Jan 5
- Howl-O-Scream Sept 6 – Nov 3
- Burg Quest Sept 20-22
- Yorktown Folk Festival Sept 21-22
- Yorktown Art Stroll Sept 29
- Yorktown Wine Festival Oct 5
- Yorktown Day Oct 19
- Yorktoberfest Oct 27
- Williamsburg Fall Festival Nov 2
- 250<sup>th</sup> Yorktown Tea Party Anniversary Nov 7-10
- Let Freedom Ring Gala Nov 9
- Yorktown Maritime Heritage & Sea Shanty Festival Nov 9-10
- Virginia Cat Festival Nov 9-10
- Veteran's Day Commem. at American Rev Museum Nov 11



# Social Media: Upcoming Events

- |  |                 |
|--|-----------------|
| • Busch Gardens Christmas Town                     | Nov 15 - Jan 5  |
| • Williamsburg Symphony: Magic of John Williams    | Nov 22          |
| • Foods & Feasts of Colonial Virginia (Yorktown)   | Nov 29 -30      |
| • Williamsburg Christmas Market beginning          | Nov 29 – Dec 22 |
| • Friendsgiving at Alewerks                        | Nov 30          |
| • Grand Illumination Weekends                      | Dec 6-20        |
| • Greater Williamsburg Chamber of Christmas Parade | Dec 8           |
| • Yorktown Christmas Tree Lighting                 | Dec 6           |
| • Yorktown Lighted Boat Parade                     | Dec 7           |
| • Christmas Market On Main in Yorktown             | Dec 7-8         |
| • Yorktown Viking Yuletide Celebration             | Dec 7-8         |
| • Williamsburg Symphony: Holiday Pops              | Dec 7-8         |
| • An Audience With King Henry VIII (Jamestown)     | Dec 12          |
| • Williamsburg Players Present: A Christmas Carol  | Dec 12-22       |
| • Wreaths Across America –Wreath Laying Ceremony   | Dec 14          |
| • A Candlelight Christmas                          | Dec 14          |
| • Christmastide in Virginia                        | Dec 20-31       |
| • Master Storyteller: Perry Ground (Jamestown)     | Dec 28-29       |

*Busch Gardens*  
CHRISTMAS TOWN™



**THE WILLIAMSBURG**  
SYMPHONY ORCHESTRA



Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN



# Media Highlights

**Holiday Value messaging is live across all channels:**

- Trip Advisor
- Sojern
- Storygize/InPowered
- Booking.com
- Youtube
- CTV & Digital Video
- Paid Social Advertising
- Paid Search Advertising
- Email Marketing
- Organic Social
- The WilliamsBLOG/Influencer Marketing



 Tripadvisor

 SOJERN

 YouTube

 storygize

 Booking.com

 inPowered

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Media Highlights: Display advertising

← FRAME FLIPS TO LEFT



MORE FESTIVE

← FRAME FLIPS TO LEFT



MORE HISTORY

← FRAME FLIPS TO LEFT



MORE HOLIDAY GLOW

← FRAME FLIPS TO LEFT



MORE "US TIME"

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

MORE HOLIDAY  
FOR LESS

book now

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN



# Media Highlights: Display Advertising and Email

FRAME FLIPS UP



MORE FAMILY TIME

FRAME FLIPS UP



MORE MEMORIES

FRAME FLIPS UP



MORE CELEBRATION

FRAME FLIPS UP



MORE CHEER

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

FOR A MORE  
AFFORDABLE PRICE

[book now](#)



Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN



# Influencer Marketing: September-October Performance

**11**  
Influencers\*

**45K+**  
Engagements

**495K+**  
Impressions

**100+**  
Social Posts

## Audience Sentiment:

*What a fun adventure! Absolutely loved watching all of the fun things you girls did together! And thank you so much for sharing your journey and your story with all of us!*

*I love Williamsburg! I want to go back and visit some of these places I missed!*



# Marketing Partnerships

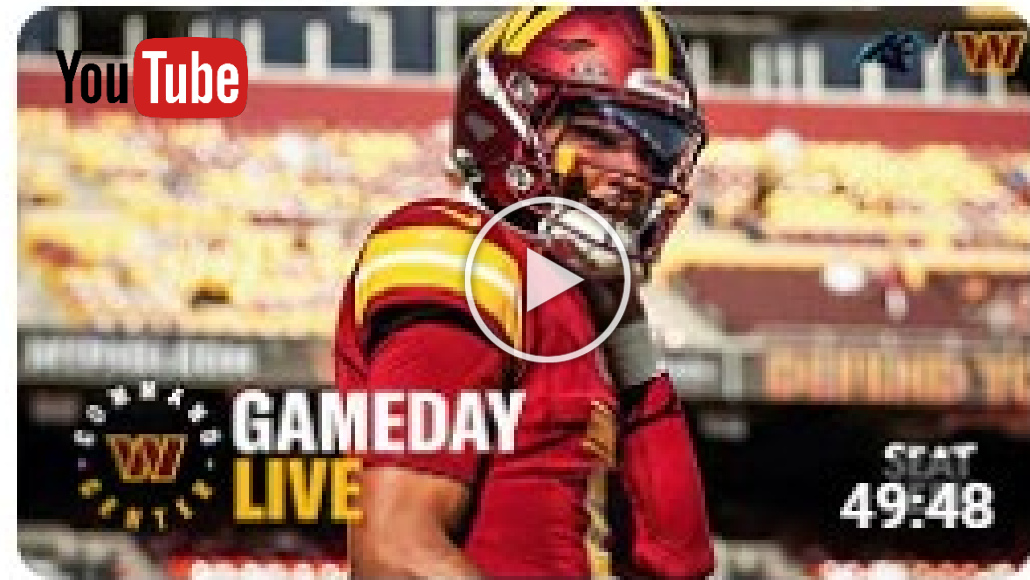
- 5 on-site segments in the Historic Triangle aired on FOX 5 Local TV News
- Segments are included on the FOX Local app
- Segments on FOX5DC.com
- Posted on FOX 5 Facebook page
- :30-second commercials to run 300 times on FOX 5 DC
- :05-second billboards
- 2 in-studio interviews with Visit Williamsburg



# Marketing Partnerships



- Stadium Signage
- Gameday LIVE Programming: YouTube
- Radio
  - *One (1) pre-game thirty-second (:30) commercial spot*
  - *One (1) in-game thirty-second (:30) commercial spot*
  - *One (1) post-game thirty-second (:30) commercial spot*
- Banner Advertsing (web)
- Email inclusion





# Marketing Partnerships

## PRINT

- 2 x Full-Page Advertisements in next 2 editions of Kingdom Winter 24/25 & Spring 2025
- Guaranteed editorial coverage in Spring 2025 at editor's discretion

## DIGITAL

- Dedicated Newsletter - Q1 2025
- Sponsored Newsletter - Q4 2024 - Banners
- Sponsored Newsletter - Q4 2024 - Native feature
- Sponsored Newsletter - 2 x Featured Links - Scheduling TBD
- Sweepstakes - 1 month campaign, 5000 emails minimum, scheduling TBC

## KINGDOM AUDIENCE EXTENSION

- Display ads running to custom targeting segments (outlined on page 11); 666,000 impressions



# Marketing Partnerships



The mobile pass that  
drives visitors and revenue  
into your community



# Historic Holiday Pass



Williamsburg • Yorktown • Jamestown





# Historic Holiday Pass



## HISTORIC HOLIDAY

- Highlighting Historic Museums in the Historic Triangle
- Iconic Holiday Events: *Grand Illumination, Holiday Markets, Tree-lighting ceremonies*
- Special lodging, shopping, attractions, dining deals
- 5 check-ins to receive prize (double points for lodging)
- Prizes to include a t-shirt or a custom glass ornament
- Pass valid from **11/29/24 – 1/2/25**



# Historic Holiday Pass



<b><i>Everbowl</i></b>	<b><i>Campus Shop</i></b>
<b><i>Monkees of Williamsburg</i></b>	<b><i>Christmas Shop</i></b>
<b><i>Whitley's Peanuts</i></b>	<b><i>Williamsburg General Store</i></b>
<b><i>Hilton Garden Inn Williamsburg</i></b>	<b><i>Wallace's Trading Post</i></b>
<b><i>Double Tree by Hilton Williamsburg</i></b>	<b><i>Bubba's Ice Cream Shack</i></b>
<b><i>Food for Thought Restaurant</i></b>	<b><i>Christmas Town at Busch Gardens</i></b>
<b><i>Habitat for Humanity Williamsburg ReStore</i></b>	<b><i>Williamsburg Jewelers</i></b>
<b><i>Williamsburg Salt Spa</i></b>	<b><i>Colonial Ghosts Williamsburg Ghost Tours</i></b>
<b><i>Holiday Inn Express &amp; Suites Williamsburg</i></b>	<b><i>Historic Jamestowne</i></b>
<b><i>Baskin-Robbins Ice Cream.</i></b>	<b><i>Waypoint Seafood &amp; Grill</i></b>
<b><i>Brick and Vine</i></b>	<b><i>Riverwalk Restaurant</i></b>
<b><i>Everything Williamsburg</i></b>	<b><i>Water Street Grille</i></b>
<b><i>Colonial Williamsburg Bookstore</i></b>	<b><i>Parkway Printshop</i></b>
<b><i>Danforth Pewter</i></b>	<b><i>Jamestown Settlement</i></b>
<b><i>Colonial Williamsburg</i></b>	<b><i>American Revolution Museum</i></b>
<b><i>RP Wallace &amp; Sons General Store</i></b>	<b><i>Virginia Beer Company</i></b>
<b><i>Gold Course Clubhouse Grill</i></b>	<b><i>Remix Market Williamsburg</i></b>



# Historic Holiday Pass



FRONT



BACK



# Historic Holiday Pass



John Shelton  
*Local Glassblower*



ORNAMENT

# 2025 Partners

---





# 2025 Partners



Steamer Wagon Tour

**miles**  
PARTNERSHIP  
**IMMERSION**  
Week of 11/4

# **PUBLIC RELATIONS**

September 1– October 31, 2024

Global Impressions

1.7 Billion

29

Placements

\*YoY 2023 – 43.8 Million Impressions & 13 Placements

## Key Media Placements | September 1– October 31, 2024

“12 Best Girlfriend Getaways  
In Virginia To Take This Fall”

- Lydia Mansel

**Southern Living**

“The 39 Best Christmas  
Towns in the United States”

- Lindsay Cohn

**yahoo!life**

“10 Weekend Getaways In  
Virginia For Every Type Of  
Traveler”

- Madeline Weinfield

**Aol.**

“Looking for a spooky time?  
Here are the 5 best haunted  
towns in the US”

- Becca Wood

 **TODAY**

“The 18 best ghost tours in  
the U.S. for a really good  
scare”

- Mark Williams

**TimeOut**





# 8 Best & Amazing Places to Visit in Williamsburg in October 2024



By MATTHEW JOSEPH | Updated: October 8, 2024 | No Comments | 7 Mins Read



Williamsburg

INSIDEHOOK

## The Best Boozy Beverage Trails (That You Don't Know About)

Discover these under-the-radar beer, wine and spirits trails that offer recreation, history and culture

BY KATHLEEN WILLCOX | September 25, 2024 2:59 pm



### Beer and More: Get Hopped Up in Williamsburg, Virginia

Williamsburg was founded as Virginia's capital in 1699, and has had, for its size, an outsize influence on the history of the country ever since. The best place to start the exploration is Colonial Williamsburg, the country's largest outdoor living museum in America. It tells the story of the beauty, horror, simplicity and violence of life in Williamsburg in the early 1700s, from the lives of the people who were brought there by force, to the newcomers who came there of their own free will to learn a craft and build a life. There are several itineraries to explore from The American Indian Experience to Foodies to Military History Buffs.



# Southern Living

## 10 Weekend Getaways In Virginia For Every Type Of Traveler

By [Madeline Weinfield](#) | Published on October 20, 2024

### Williamsburg



Colonial Williamsburg, Virginia. PHOTO: BDPHOTO/GETTY IMAGES



## The 18 best ghost tours in the U.S. for a really good scare

Would it be Halloween season without a spooky ghost tour? Nope, and here's where to start your search.

Friday September 27 2024

[Share](#)



Written by Mark Williams

Contributors: Lauren Dana, Tolly Wright, Shoshi Parks & Clara Hogan

### 2. The Original Ghosts of Williamsburg | Williamsburg, VA



Photograph: Shutterstock





# 10 best family vacation ideas for fall 2024, according to travelers and experts

Beth Luberecki FamilyVacationist.com

Published 3:00 a.m. ET Sept. 10, 2024 | Updated 3:00 a.m. ET Sept. 10, 2024

## 2. Williamsburg, Virginia



Find thrills amid the trees at Busch Gardens Williamsburg. [Visit Williamsburg](#)

As a proud graduate of William & Mary, I'm admittedly biased in my affection for Williamsburg, Virginia. But it's one of the most beloved [family vacation spots in the U.S.](#) for a reason, and fall is an ideal time of year to wander around Colonial Williamsburg. The autumn leaves make everything extra pretty, and the temperatures are much more pleasant for chatting with interpreters and learning about 18th-century American life than during the steamy summer months.



# Halloween Countdown: Spookiest Towns in the US



TAY BELGERI

OCT. 10, 2024



COLONIAL WILLIAMSBURG. COURTESY OF GETTY.





## 33 Halloween Towns Every Halloween Lover Should Put On Their Bucket List

From iconic locales like Salem to small towns you've never heard of.

by JULIE SPRANKLES

17 hours ago

### Williamsburg, Virginia



L. Toshio Kishiyama/Getty Images



## Radio Show

Take flight with America's #1 Travel Radio Show, *RMWorldTravel*, hosted by Robert & Mary Carey and co-host Rudy Maxa, and experience the results that this winning program and brand delivers! Informative, Entertaining, Fast-paced, Contemporary and Interactive — the show combines timely travel news, topical talk, high-profile guests, industry decision makers, audience engagement, tips/trends, honest commentary, straight-forward advice, inside scoop, fun and entertainment, and so much more!



## Listen Live!



*RMWorldTravel* with Robert & Mary Carey and Rudy Maxa reaches over 570+ weekly radio stations each week across the USA. We also offer a global digital 24/7 TuneIn (click on the logo below), so you can listen live — or if preferred anytime, anywhere around the globe. Our live broadcast time is Saturdays 10:00 am – 12:00 pm ET.



26 October 2024 - *RMWorldTravel*

RMWT2443

Hour 1

-- Topics & Guests on this hour of *RMWorldTravel* with Robert & Mary Carey and Rudy Maxa include:

Seg 1 - Robert & Mary Show Open, Team Banter, Travel News Roundtable, "Let's Go America! Tour" - Mediterranean Cruise 2024 talk, etc.

Seg 2 - Chief Travel Leader - Breeze Airways CEO David Neeleman returns with an update on their operations, Aviation Sector realities and more

Seg 3 - *Discover America* - Grace Hassler with the National Parks Service details some of the 130+ National Monuments to go experience

Seg 4 - "Bucket List" travel talk is the focus for today's "D-Block" as Choice Mutual's Anthony Martin joins the conversation

Seg 5 - *Destination Spotlight* - We check-in on Williamsburg, VA 2625 days after our initial showcase as their Tourism CEO Ed Harris discusses his area

# Aol.

## The 5 best haunted towns in the US if you're looking for a spooky time



BECCA WOOD

Updated October 22, 2024 at 5:10 PM



yahoo!life

Southern Living

## 12 Best Girlfriend Getaways In Virginia To Take This Fall

Lydia Mansel

Fri, September 6, 2024 at 2:24 PM PDT · 7 min read



### Williamsburg



Peter Frank Edwards

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN



# WASHINGTONIAN

## 8 “Haunted” Hotels for a Spooky Getaway Near DC

Have a spirited stay at one of the Mid-Atlantic’s most “haunted” hotels and inns—if you dare

WRITTEN BY [ANDREA POE](#) | PUBLISHED ON [SEPTEMBER 30, 2024](#)

### BED DOWN WITH COLONIAL TRAVELERS

## The Brick House Tavern, Colonial Williamsburg Resorts

📍 Williamsburg

🌐 [Website](#)

This circa-1770 inn in the heart of Colonial Williamsburg was unusual for its time—it welcomed women downstairs, while male travelers were directed to the second story. Visitors have told of female ghosts climbing into bed with them on the lower floor and sinks turning on by themselves—perhaps curious 18th-century ghosts who can’t fathom running water indoors.

**Amenity for the living:** Immerse yourself in the past at King’s Arms Tavern a few steps away, where you can order Virginia peanut “soupe” and Cornish hen, inspired by 18th-century recipes. The cocktail menu features a Champagne-and-sugar-cube drink that was apparently a favorite of Thomas Jefferson’s.

# ConventionSouth

## 101 Things to do in the South

September 4, 2024

By Karon Warren

The South offers a wide variety of entertaining attractions and activities to enhance the meeting experience for attendees. Whether as a group outing, with the family before or after the event, or on their own, there are countless opportunities for attendees to explore the South’s unique offerings. This compilation of 101 attractions and activities—including scenic gardens, trails, canyons, overlooks, and waters; interactive exhibits and games; museums and memorabilia; one-of-a-kind destinations; fast sports action and daring adventures; and even quirky, off-beat attractions—offers something for everyone and all interests. These sites will educate, inspire, entertain, and perhaps even rejuvenate attendees, creating an unforgettable experience.





## DMV Destinations: Williamsburg

Learn more about the history, adventure, entertainment and cuisine of Williamsburg, Jamestown & Yorktown! Sponsored by Visit Williamsburg.

By Erin Como | Posted September 2, 2024 9:00am EDT | [↗](#)

**meetings**  
PEOPLE + PLACES TODAY<sup>®</sup>



## As Virginia Surges, Three New CVB Leaders Seize the Moment

CNBC named the Commonwealth "America's Top State for Business in 2024" for the third time in five years. Scoring high in categories that included broadband connectivity, education and infrastructure, that's six wins overall for Virginia since CNBC launched the study in 2007—more than any other state.

As Katherine O'Donnell, Todd O'Leary, and Edward Harris step into leadership positions at Virginia DMOs, they arrive at an opportune time for the Commonwealth.

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN



# Aol.

## 12 Best Girlfriend Getaways In Virginia To Take This Fall

Southern Living

LYDIA MANSEL

September 6, 2024 at 2:24 PM

### Williamsburg



Peter Frank Edwards

# Aol.

## 10 Weekend Getaways In Virginia For Every Type Of Traveler

Southern Living

MADELINE WEINFELD

October 20, 2024 at 9:47 AM

### Williamsburg



Dphoto/Getty Images Colonial Williamsburg, Virginia








THINGS TO DO

## 6 Christmas Towns a Short Drive From DC With Festive Holiday Shops

Deck your halls with artisanal ornaments, locally made stocking stuffers, and one-of-a-kind decor.

WRITTEN BY NEVIN MARTELL    | PUBLISHED ON  
NOVEMBER 6, 2024



PureWow

## The 39 Best Christmas Towns in the United States

Lindsay Cohn

Tue, October 22, 2024 at 7:00 AM EDT



### 13. Williamsburg, Virginia



L. Toshio Kishiyama/Getty Images



# VIRGINIA



'Tis the season to explore

## Yorktown

### CHRISTMAS MARKET ON MAIN

**Dec. 7–8:** It's a weekend of winter wonderland festivities and shopping finds on Yorktown's Main Street. Close to 100 vendors fill the historic town from 10 a.m.–3 p.m. with cheer and handmade, local products. Fifes, drums, and fire trucks add to the charm. [VisitWilliamsburg.com](http://VisitWilliamsburg.com)



# AO50 ActiveOver50®

**"Visiting America's Historic Triangle of  
Williamsburg, Jamestown And Yorktown In Virginia"**

*By Melody Wren, travel writer*



For first-time visitors to the United States, Virginia is an ideal starting point to get an overview of American history.

Recently I took my 10 year old granddaughter as she has never been to the United States. The trip was a blend of history, coastal culture, a visit to an enormous amusement park and outdoor



TRAVEL

# Looking for a spooky time? Here are the 5 best haunted towns in the US

These destinations span across the country, and the nearest haunted city could be just a drive away.





VISIT WILLIAMSBURG



2-3M viewers  
each morning

**WILLIAMSBURG, VA** | **WILLIAMSBURG LODGE**  
**FROM \$177/NIGHT**



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# New PR Partner Immersion

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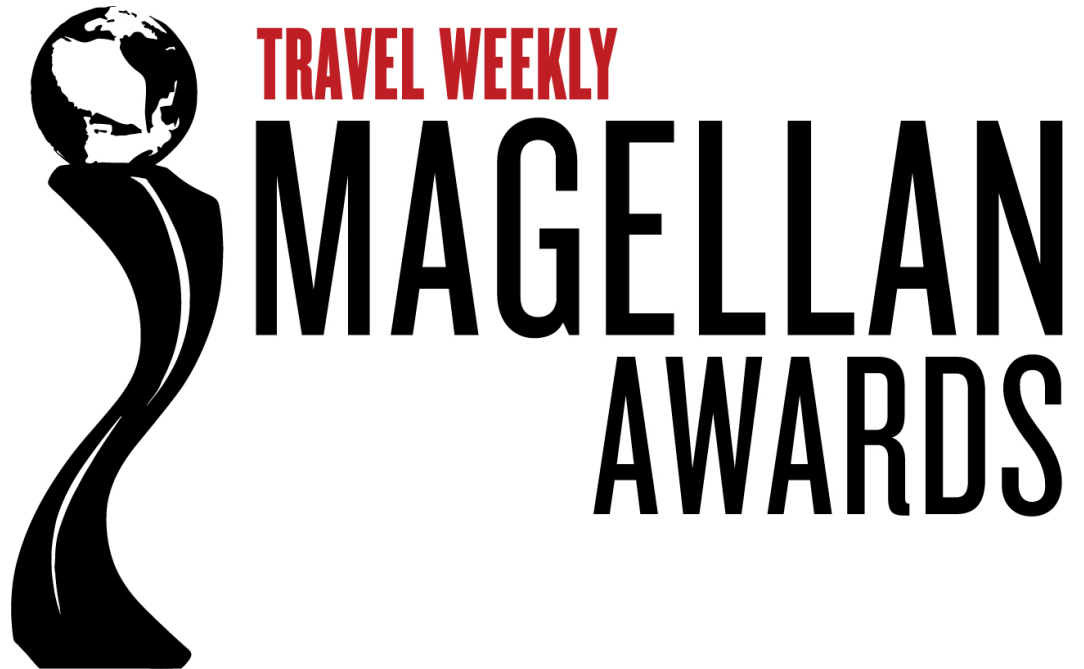


Global

Week of 12/16

# Recognition

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Visit Williamsburg was announced as a winner of the 2024 Magellan Awards by Travel Weekly.

Visit Williamsburg won Gold this year for its entries:

- Destination Marketing-Live Events for Destinations (Revolutionary Ideas Media Event, Washington, D.C.)
- Destination Marketing-Website for Destinations (Discover Visit Williamsburg's New Digital Gateway)



# EVENTS



## Strictly Business Event



Let Freedom Ring Gala with  
Connie Matthews Harshaw



Chamber Commonwealth Connections:  
General John Jumper & Cliff Fleet



Ruth E. Carter Afrofuturism in  
Costume Design Director's Series



Capital Region Global Travel Exchange



Roc Solid Foundation





Team service project with the United Way (H4TG)



Team Scavenger Hunt at Colonial Williamsburg



Halloween at Visit Williamsburg



Maryland Motorcoach Association Group Leader Travel Showcase

Visit  
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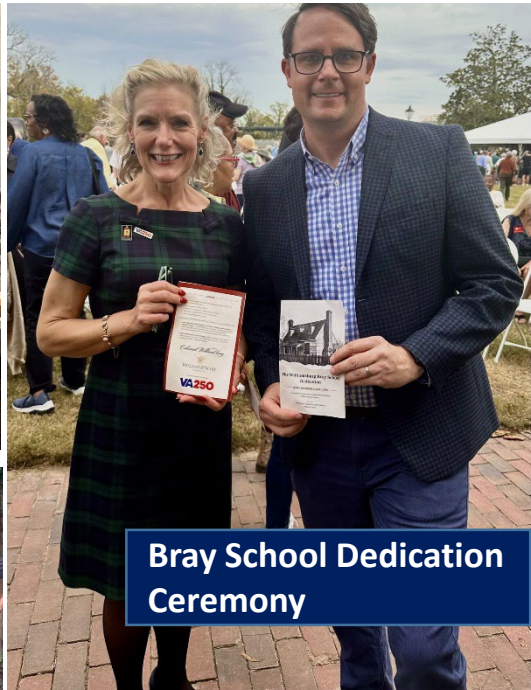


National Softball Association Conference





Historic Triangle Group hosted by Campana Waltz Commercial Group, Guest Speaker



Bray School Dedication Ceremony



VA1 Conference:  
New Faces of Virginia Tourism Panel



Ceremony for descendants of the Historic First Baptist Church



Philadelphia Media Event



York County Economic Development Authority meeting, Guest Speaker



**ON THE HORIZON**



# 2025



**Q & A**