



## Williamsburg Tourism Council Retreat Agenda

August 19, 2025 – 10 a.m. - Noon

Williamsburg Lodge – Tidewater Room

310 S England St, Williamsburg, VA 23185

Objective: Begin strategic planning for 2026-2031 to capitalize on the momentum created by the 250<sup>th</sup> anniversary celebration.

Agenda Items		Discussion Lead
I.	Call to Order / Roll Call	Ruth Larson
II.	Update on VA250 Efforts	Cheryl Wilson Ed Harris
III.	Reviewing the Environment <ul style="list-style-type: none"><li>a. Predictions/trends in travel and tourism</li><li>b. Expected challenges and opportunities</li></ul>	Ed Harris
IV.	Establishing the Criteria for New Product Development <ul style="list-style-type: none"><li>a. Setting strategic objectives</li><li>b. Gap analysis (where we are vs. where we need to go)</li><li>c. New Product = New Construction Projects</li></ul>	Matt Williams
V.	Product Development Brainstorming <ul style="list-style-type: none"><li>a. What might we do to close the gaps?</li><li>b. Prioritizing the ideas</li></ul>	Matt Williams
VI.	Next Steps <ul style="list-style-type: none"><li>a. Any quick wins we should pursue immediately?</li><li>b. Beginning the strategic planning process for 2026-2031</li></ul>	Ed Harris
VII.	Adjournment	Ruth Larson