

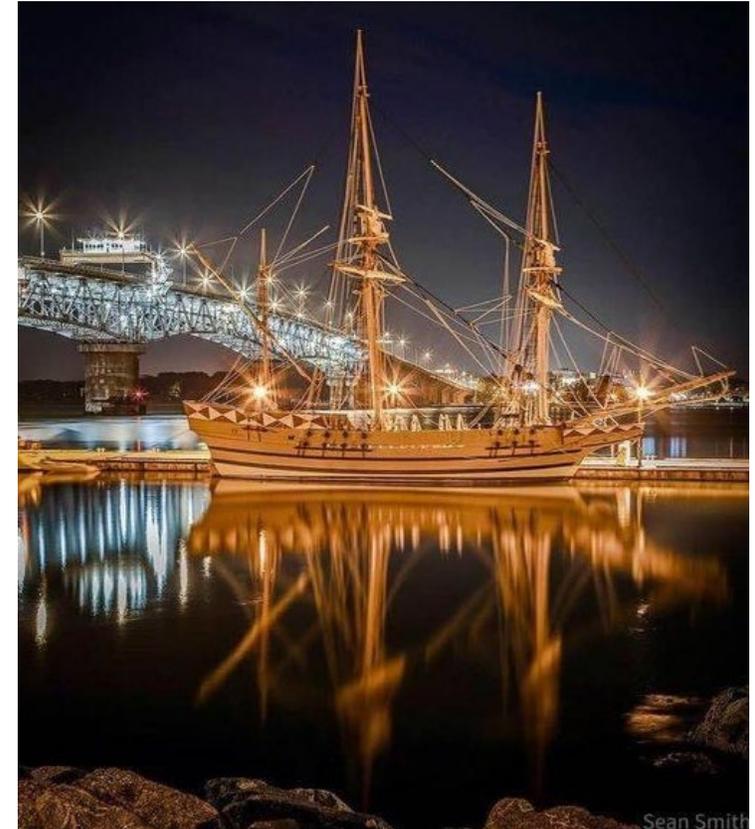
# Board of Supervisors Meeting

December 17, 2024

# **OVERVIEW**

# Historic Triangle: Tourism Economy

- **VISITATION:** We see over **5 Million** visitors annually.
- **SPENDING:** Visitors spend over **\$1.3 Billion** throughout the historic triangle
- **TAX REVENUE:** Spending drives **\$65 Million** in travel-related tax revenue. (includes taxes related to lodging, F&B, retail, recreation, transport)
- **JOBS:** There are **over 10,000** jobs in the tourism and hospitality sector in the historic triangle.



# Visit Williamsburg Overview

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- **12** Full-time Staff Members
- **11** Members serve on our Board of Directors
- **Our Funding**
  - *There is a 1% sales tax in the City of Williamsburg, York County, and James City County.*
  - *Half of the one percent goes to the Williamsburg Tourism Council (Visit Williamsburg).*
  - *The other half goes to the three municipalities (City of Williamsburg, York County, and James City County)*



# **MARKETING & PUBLIC RELATIONS**

# VisitWilliamsburg.com



# Social Media

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# Social Media

 **Visit Williamsburg** Oct 19 · 🌐

It's [#YorktownDay!](#) 🇺🇸 On this day, exactly 243 years ago, America claimed its decisive Revolutionary War victory that led t... See more



👍❤️ 27 3 shares

👍 Like    💬 Comment    📧 Send    ➦ Share

Reels

**Explore Yorktown**



454

21

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134    3    4    📌

visitwilliamsburg Any [#Bridgerton](#) fans out there?! 🤩 During a recent visit, [@therealchiclife](#) channeled her love of... more

# TV



# Public Relations

## 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*



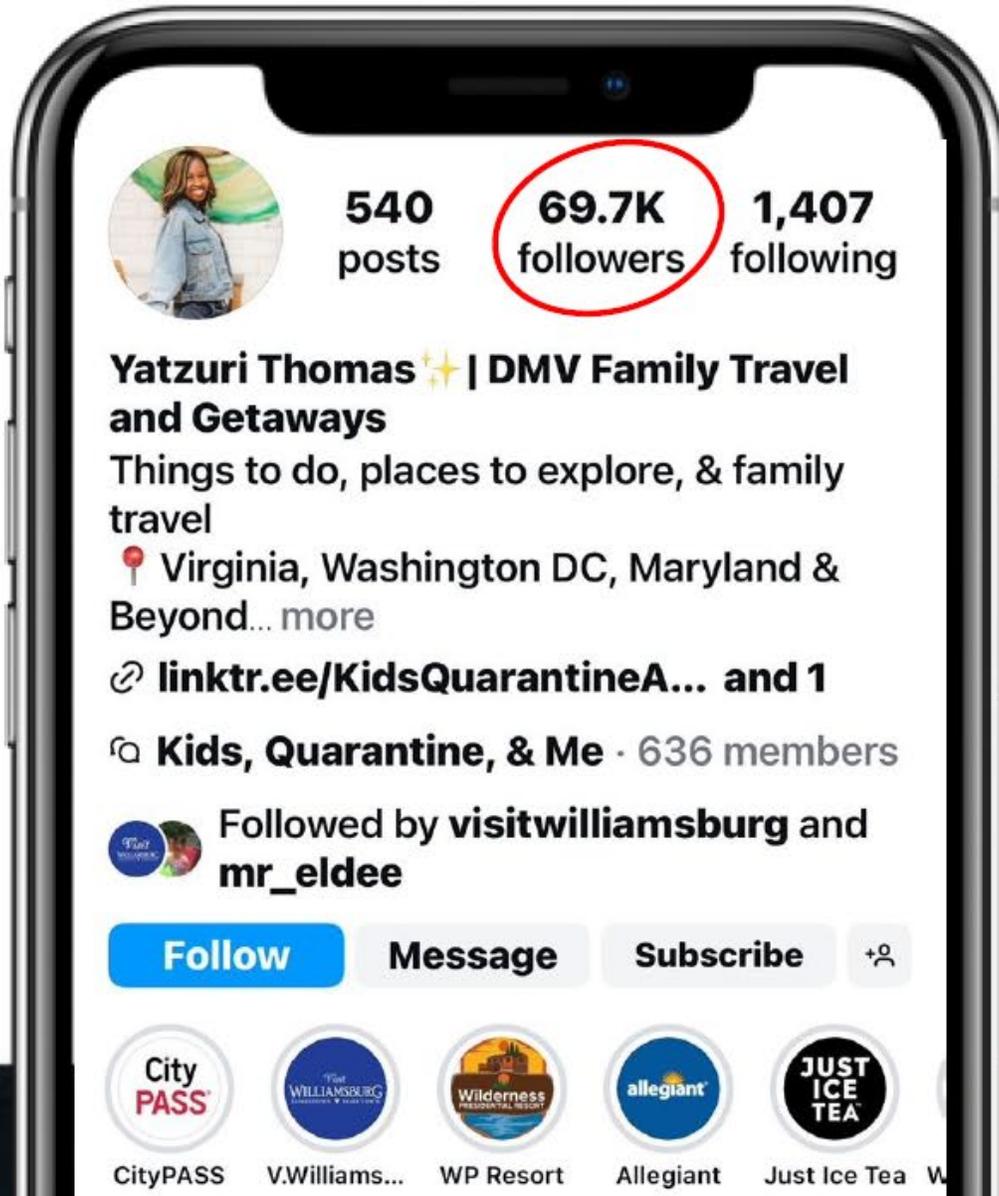
For first-time visitors to the United States, Virginia is an ideal starting point to get an overview of American history.

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

# Podcasts



# Value Messaging: Influencer – Yatzuri Thomas – The “WilliamsBLOG”



Author

## Yatzuri Thomas

Yatzuri Thomas is a Family Travel Writer and Content Creator based in Washington, DC. Alongside her family, she shares their adventures, unique travel experiences, and insider tips on their hyper-local travel blog, [Kids, Quarantine, & Me]. Follow her on social media at @kidsquarantineandme and @dmvfamilytravel for more travel inspiration. By sharing their journey, Yatzuri aims to show that travel is accessible to all, regardless of budget, and that having kids is not a limitation, but a reason to explore and create lifelong memories together.



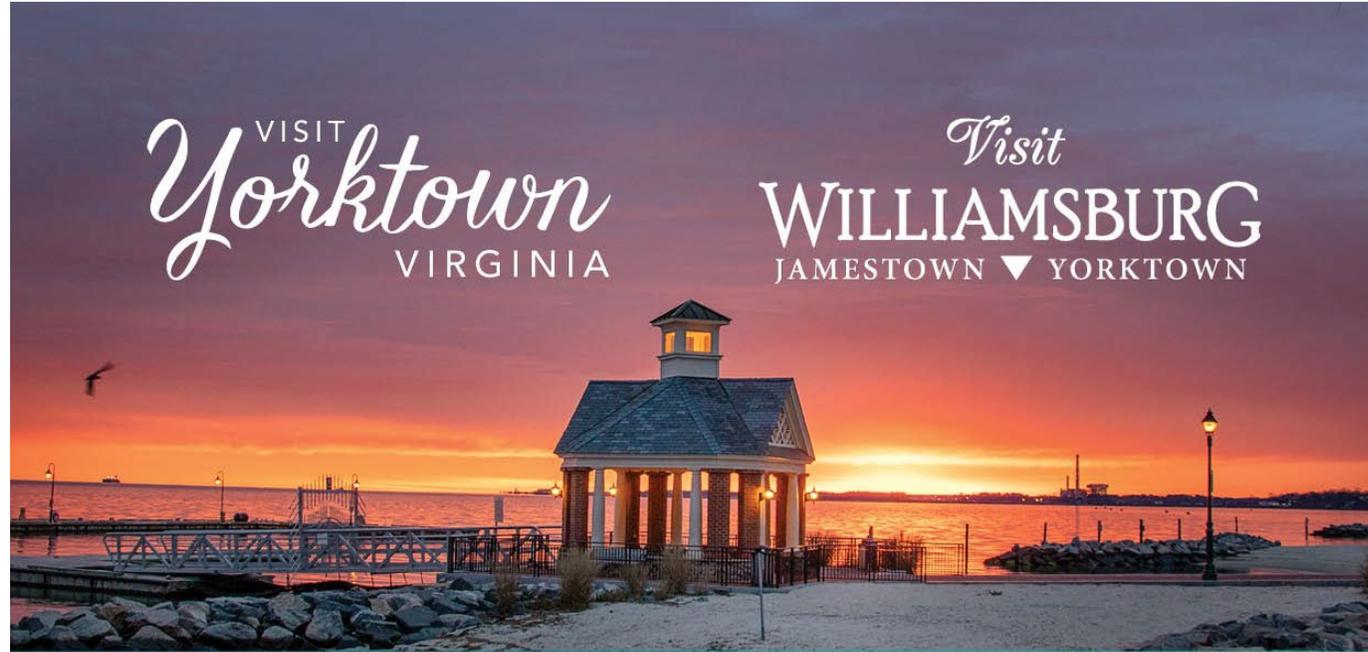
## Discover the Best Budget-Friendly Things to Do in the Williamsburg Area

By Yatzuri Thomas on Aug. 21, 2024

As a mom of three, I'm always looking for fun and affordable adventures that my crew will love. And let me tell you, Williamsburg, Virginia, is a total gem! This charming town bursts with history, southern charm, and natural beauty—you don't need to spend a fortune to experience it all. This...

**COLLABORATION**





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VIRGINIA

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Riverfront Dining - American History - Outdoor Fun**



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### Santa's Yorktown Wish List

Everyone says the North Pole is the most magical place on earth, but I'd say Yorktown gives it a run for its money! With its Southern hospitality and small-town charm, it's no wonder so many items on my Christmas list come straight from this historic gem. Here's a sneak peek of the Yorktown treasures that make even Santa smile with every visit!

[Learn More](#)

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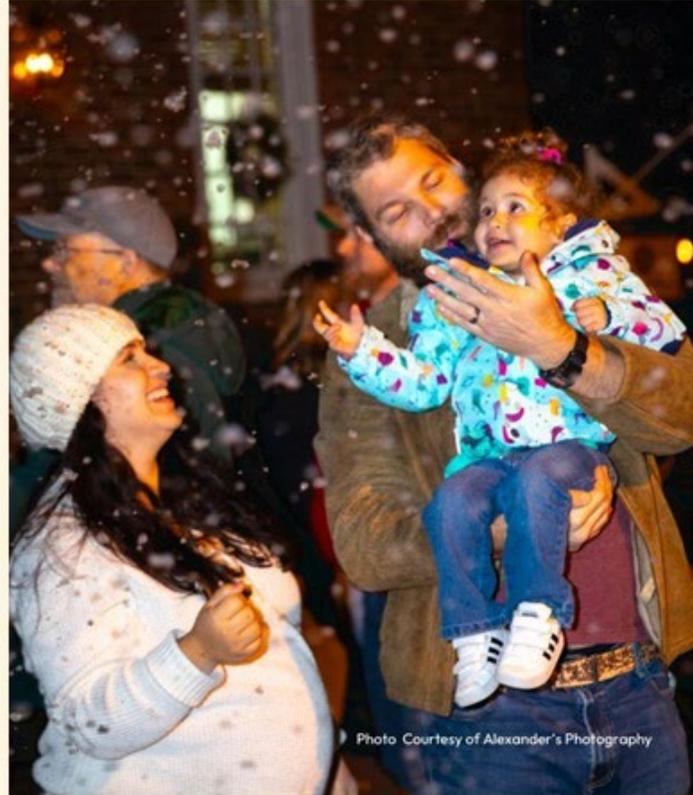


Photo Courtesy of Alexander's Photography

## Have Yourself a Merry 🎄 Holiday Season in Yorktown

It's the most wonderful time of the year, and we have a series of holiday events that are sure to make you have yourself a merry little Christmas! From a winter wonderland on Main Street to cookies with jolly Old Saint Nicholas, there is something for every age that will guarantee you are simply having a wonderful Christmas time!

[Learn More](#)

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**SALES**

# Sales team

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- Charged with securing **GROUP** business.
- Our team works with:
  - Meeting and convention planners
  - School groups
  - Religious groups
  - Military reunion planners
  - Association leaders
  - Sports tournament directors
  - AND many other groups to secure room nights at our hotels and motels.



# Recent Trade Shows

| DATE                    | TRADE SHOWS                        | LOCATION                            |
|-------------------------|------------------------------------|-------------------------------------|
| September 16 – 18, 2024 | CRUSA GTE                          | Charlottesville, VA (International) |
| September 22 – 24, 2024 | Maryland Motorcoach Association    | Hagerstown, Maryland                |
| September 23 – 26, 2024 | TEAMS                              | Anaheim, CA (Sports)                |
| September 25 – 27, 2024 | Small Market Meetings Conference   | St. George, UT (Mice)               |
| September 25 – 26, 2024 | VSAE Fall Expo                     | Richmond, VA (Mice)                 |
| September 16 – 18, 2024 | CRUSA GTE                          | Charlottesville, VA (International) |
| October 14 – 17, 2024   | SPORTS The Relationship Conference | Wichita, KS (Sports)                |
| October 21 – 25, 2024   | Brand USA Travel Week              | London, UK (International)          |
| November 17 – 20, 2024  | NTA Travel Exchange                | Huntsville, AL (Group)              |
| November 19 – 21, 2024  | Connect Medical Meetings DC        | Washington, DC (Mice)               |
| December 2 -5, 2024     | Travel South International         | Atlanta, Georgia (International)    |

**PARTNERS**

# 2025 Partners

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# 2025 Partners



**miles**  
PARTNERSHIP  
IMMERSION

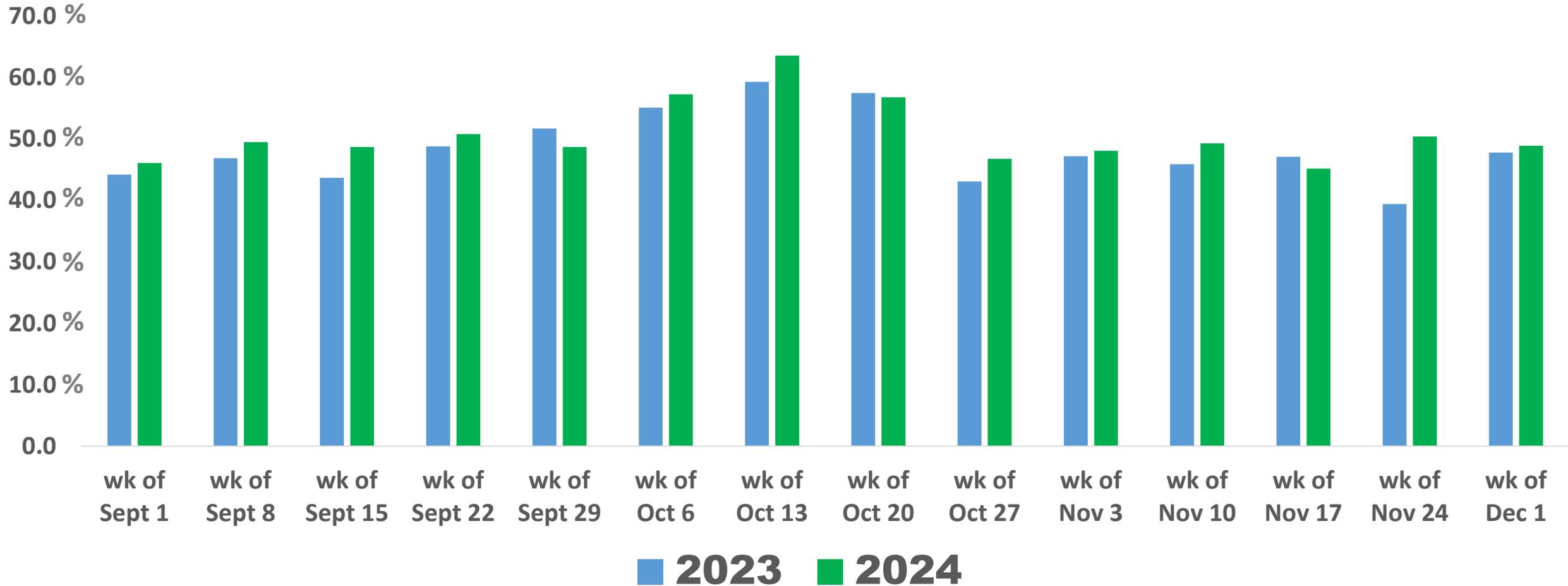
Steamer Wagon Tour

Visit  
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# **RECENT PERFORMANCE**



# Historic Triangle Hotel Occupancy

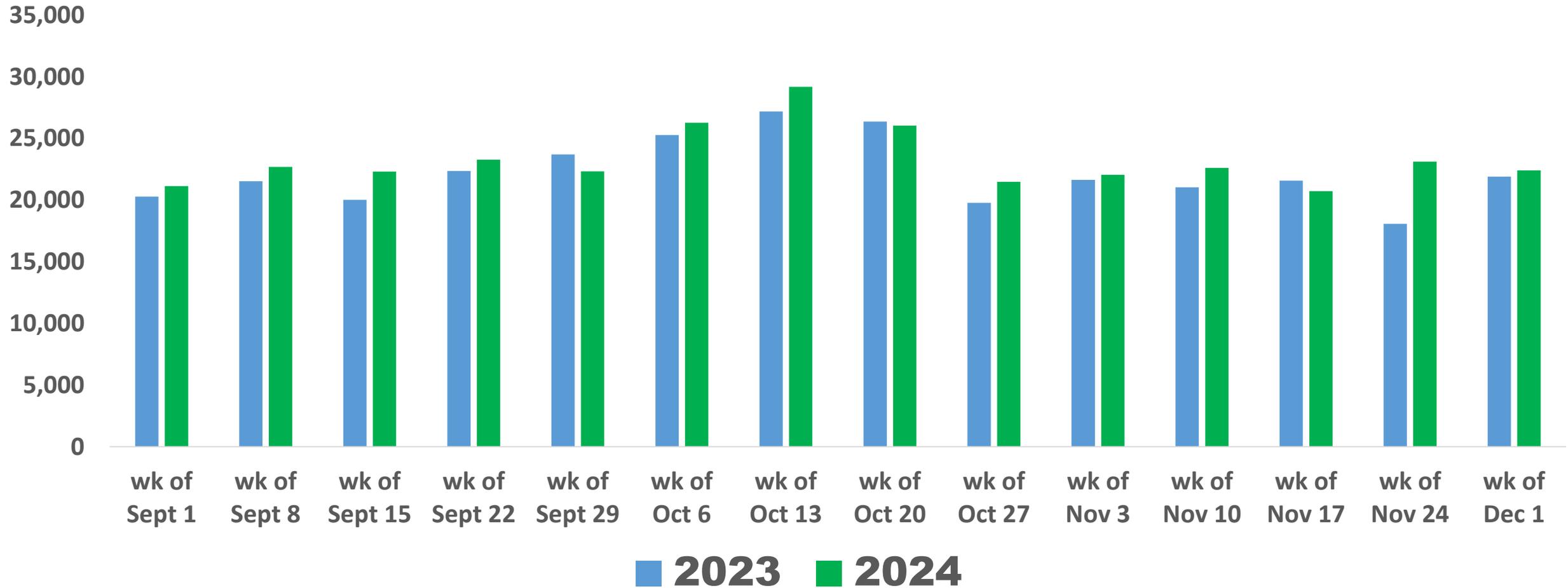


**Occupancy increased vs LY in 11 out of the last 14 weeks.**



# Historic Triangle Demand

(rooms sold)



**There were 14,888 more rooms sold over the past 14 weeks vs same period LY.**

# Fall Events

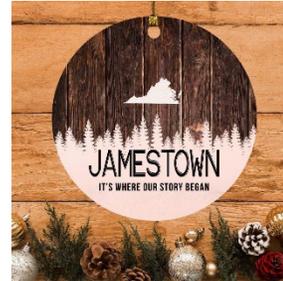
- Ruth E. Carter Exhibit Now –Jan 5
- Howl-O-Scream Sept 6 – Nov 3
- Burg Quest Sept 20-22
- Yorktown Folk Festival Sept 21-22
- Yorktown Art Stroll Sept 29
- Yorktown Wine Festival Oct 5
- Yorktown Day Oct 19
- Yorktoberfest Oct 27
- Williamsburg Fall Festival Nov 2
- 250<sup>th</sup> Yorktown Tea Party 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



# Holiday 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



# **SPORTS UPDATE**

**The “sports tourism” sector's direct spending last year was \$91.8 BILLION in total economic impact and supported 635,000 full-time and part-time jobs.**





## **The approximately 200,000 square-foot sports center includes:**

- ***12 basketball courts that convert to 24 volleyball courts and 36 pickleball courts***
- ***Ceiling-mounted basketball goals, volleyball systems and scoreboards***
- ***Conversion turf system that fits three indoor soccer fields***
- ***Climbing wall***
- ***Tip & roll bleachers, curtain dividers***
- ***Meeting rooms***
- ***Food & beverage area***

### **Sports Tourism in Virginia**

*Data from VTC*

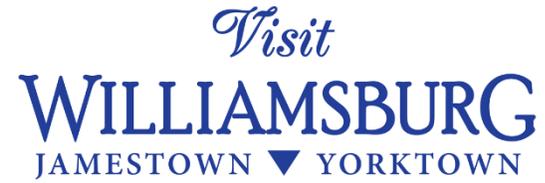
- 12.1M sports visitors
- \$2.7B across VA, up 12%
- \$7.3M per day, up \$1M per day
- \$344M in state & local taxes
- More than 28K jobs

## 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)

**NEXT MEETING:** January 6, 2025



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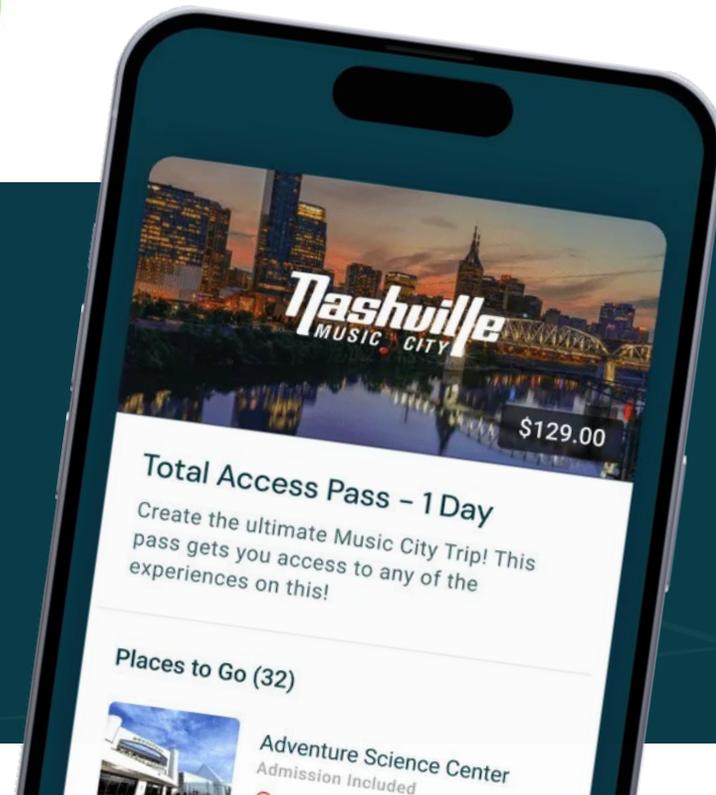
## Deliverables

- 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

# **VISITOR EXPERIENCE**



The mobile pass that  
drives visitors and revenue  
into your community



# Historic Holiday Pass



# HISTORIC HOLIDAY



**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 deals
- 5 check-ins to receive prize
- Prizes to include stickers, a t-shirt, or a custom glass ornament
- Pass valid from **11/29/24 – 1/2/25**





**John Shelton** – *Local Glassblower*

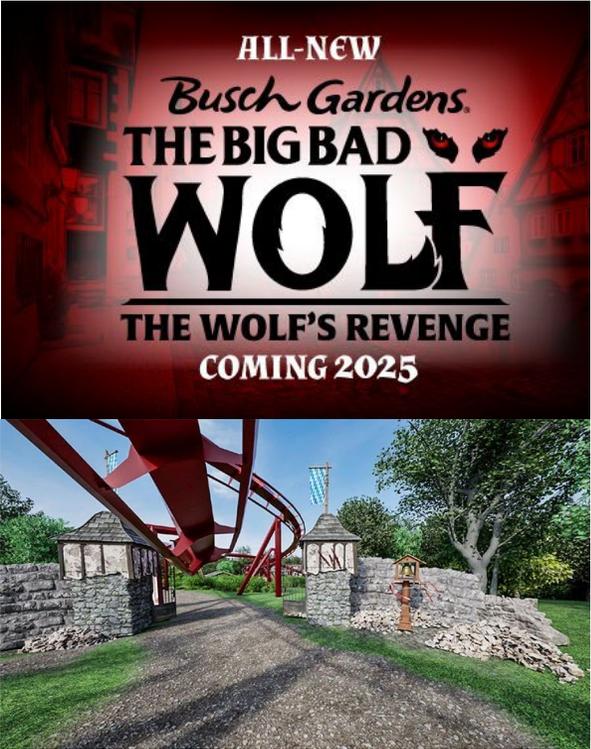


**ON THE HORIZON**

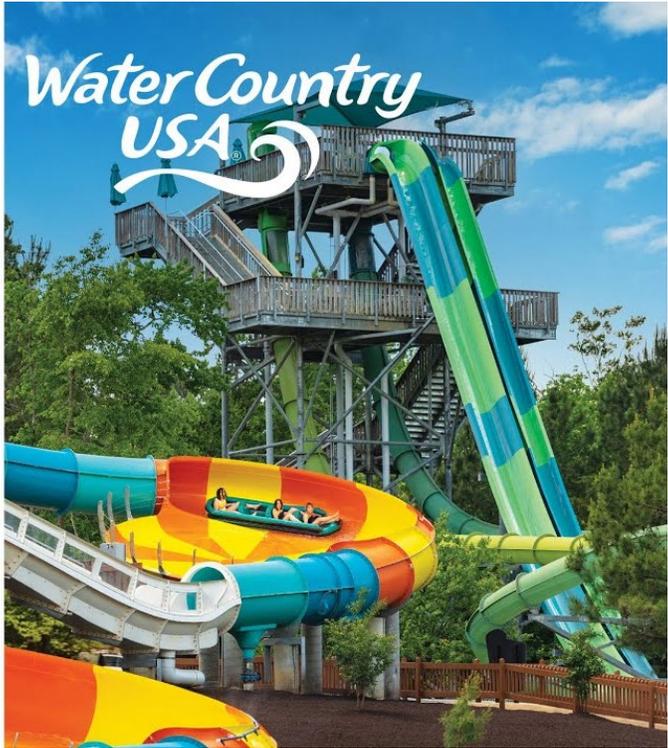
2025



# 2025



50<sup>th</sup> Anniversary



**2026**

**VA 250**



**sail 250<sup>®</sup>**

1776 – 2026

**VIRGINIA**

# Team Offsite: Yorktown





**Thank You**