



**VIRGINIA
IS FOR
LOVERS**

**WILLIAMSBURG TOURISM
COUNCIL**

**STATEWIDE & LOCAL
PERFORMANCE TRENDS**

JANUARY 2025

Slate cards

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

VIRGINIA IS FOR LOVERS

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

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

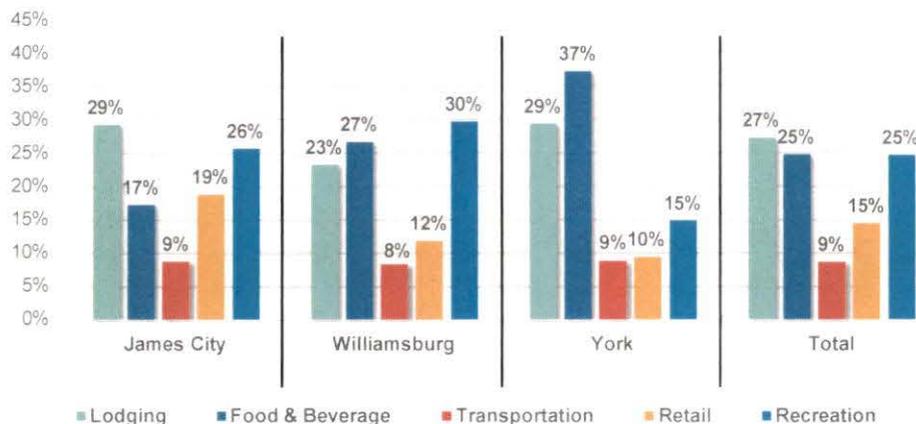


Year	James City (\$Mil)	Williamsburg (\$Mil)	York (\$Mil)	Total (\$Bil)
2019	\$519	\$446	\$281	\$1.2
2020	\$335	\$228	\$166	\$0.7
2021	\$522	\$360	\$265	\$1.1
2022	\$562	\$443	\$292	\$1.3
2023	\$602	\$459	\$298	\$1.4
2023 vs 2022	7.0%	3.8%	1.8%	4.7%
2023 vs 2019	16.0%	3.0%	5.9%	9.1%

VIRGINIA IS FOR LOVERS Source: Tourism Economics – Annual Impact of Visitors in Virginia Report, Prepared for VTC

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

Share of Annual Visitor Spending

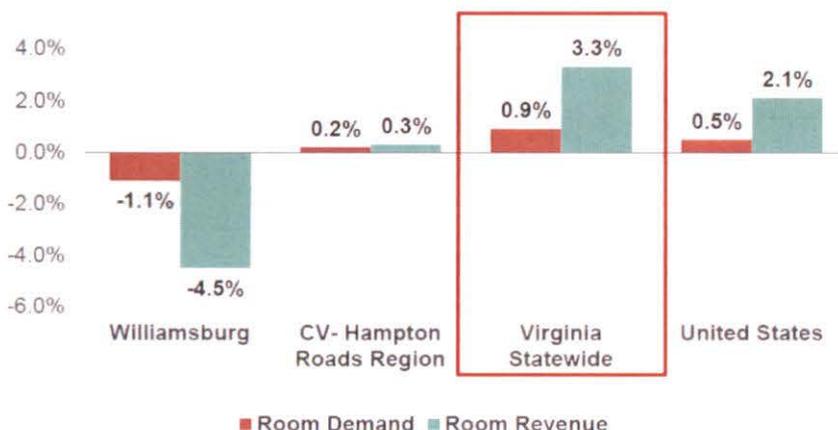


- In James City County, visitor spending is mostly concentrated in Lodging, Recreation, and Retail
- In Williamsburg, visitor spending is concentrated in Recreation, Food & Beverage, and Lodging
- In York County, visitor spending is concentrated in Food & Beverage and Lodging

VIRGINIA IS FOR LOVERS Source: Tourism Economics - 2023 Annual Impact of Visitors in Virginia Report, Prepared for VTC

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

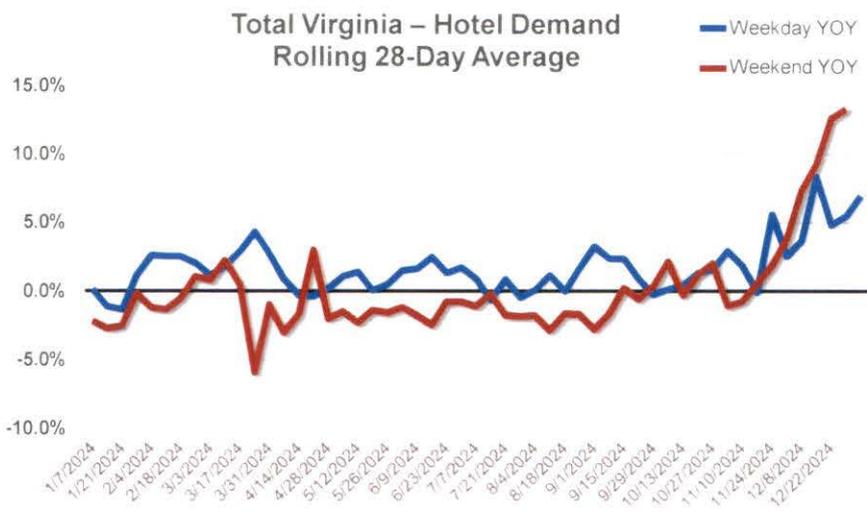
Hotel Room Demand and Revenue
YTD November 2024 Growth Versus 2023



- 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.

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

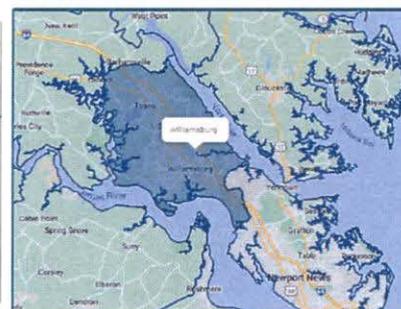
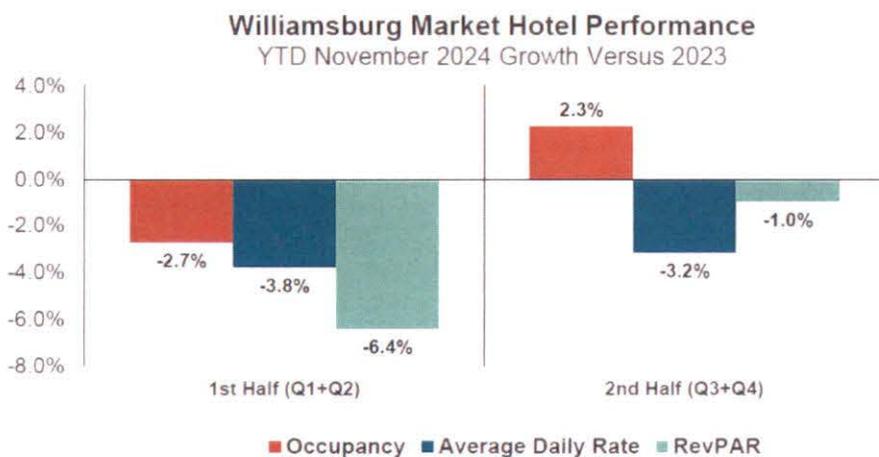
STATEWIDE WEEKDAY DEMAND WAS SOLID ALL YEAR – WEEKEND DEMAND GAVE UP SOME GROUND UNTIL A STRONG HOLIDAY PERIOD



- 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.

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

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



STR's Williamsburg Market boundary

Note: Q4 includes data for October and November only

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

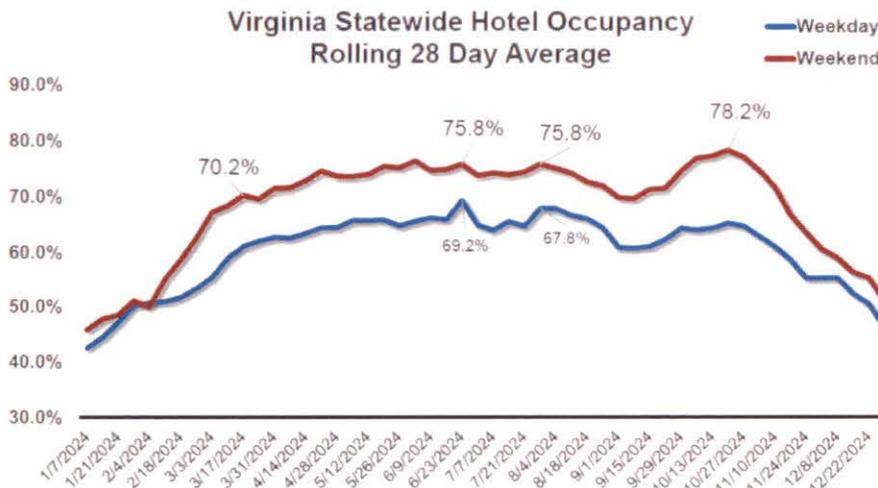
WILLIAMSBURG'S WEEKEND OCCUPANCY WAS CONSISTENTLY HIGHER THAN WEEKDAY LEVELS



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

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

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.

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

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



VIRGINIA IS FOR LOWERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

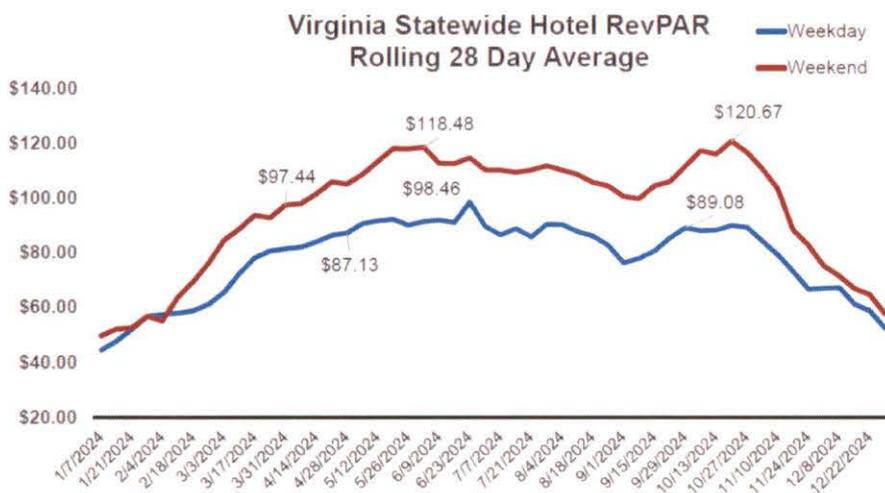
WEEKEND REVPAR PEAKED IN OCTOBER – WEEKDAY REVPAR PEAKS DURING SCHOOL TRAVEL HOLIDAYS



- 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.

VIRGINIA IS FOR LOWERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

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



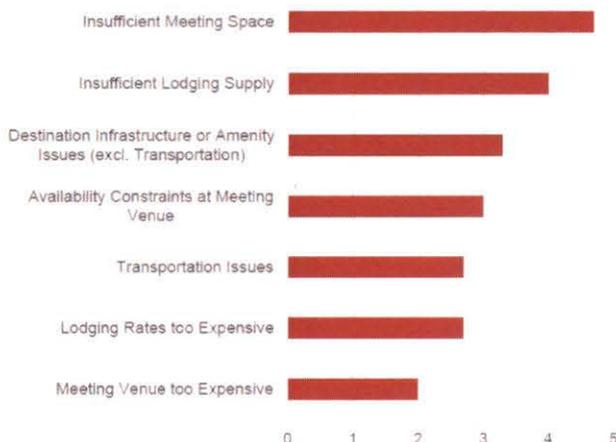
- Statewide, the weekday vs. weekend RevPAR gap narrowed during the late fall and winter, aligning with the typical business travel period.
- Weekend RevPAR in Williamsburg is generally higher than state averages – Weekday RevPAR is lower.

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

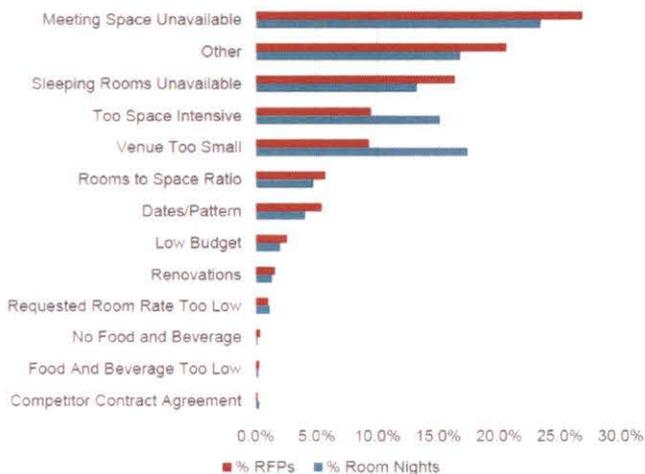
INSUFFICIENT LODGING SUPPLY AND MEETING SPACE ARE A CONSTANT THEME FROM VTC'S MEETINGS STUDY

Virginia Meeting Survey – Lost Business Reasons

5 is Most Common – 1 is Least Common



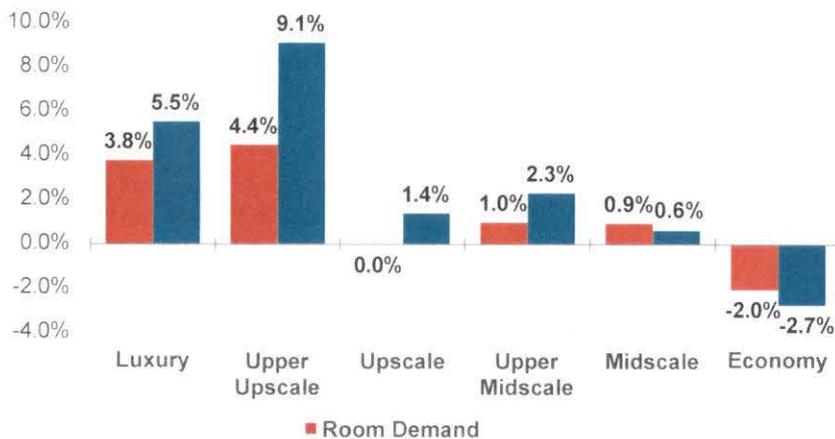
Cvent RFP Analysis – Lost Business Reasons



VIRGINIA IS FOR LOVERS Source: Tourism Economics – Economic Impact of Meetings & Conventions In Virginia, Prepared for VTC

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

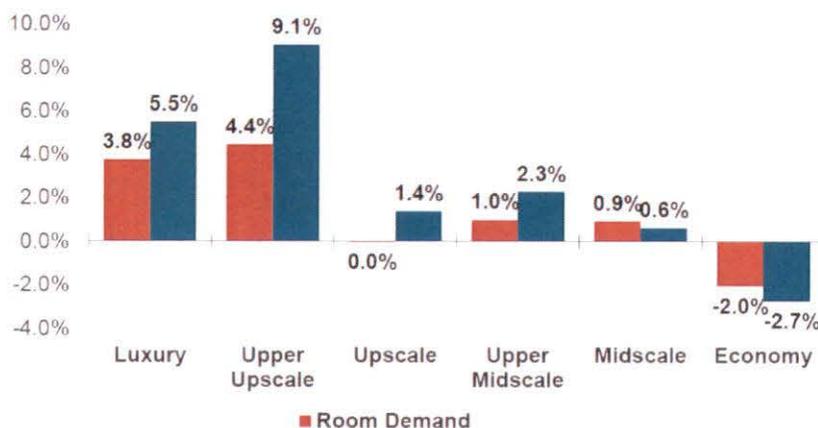


- The economy segment was the first segment to recover back in 2021-2022. This sector is now seeing softness due to budget constraints among lower-income consumers.
- Upper Upscale hotels are primarily large room count properties with meeting space that cater to business travelers and groups.
- Statewide 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.

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

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

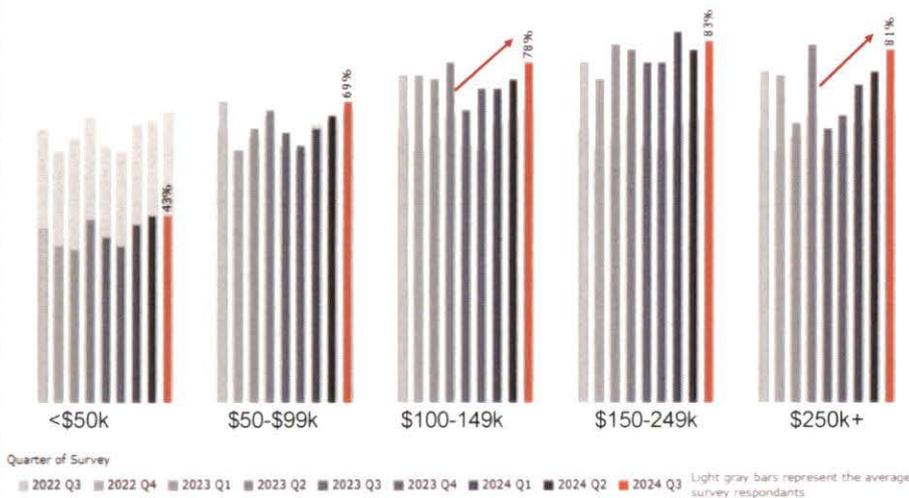
Virginia Performance by Class Scale
YTD November 2024 Versus 2023



- 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.

VIRGINIA IS FOR LOVERS Source: CoSTAR REALTY INFORMATION, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF COSTAR IS STRICTLY PROHIBITED

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.

VIRGINIA IS FOR LOVERS Source: MMCY Global's American Travelers Survey, assessed on January 2025 from US Travel & Tourism Economics Recovery Insights Dashboard

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

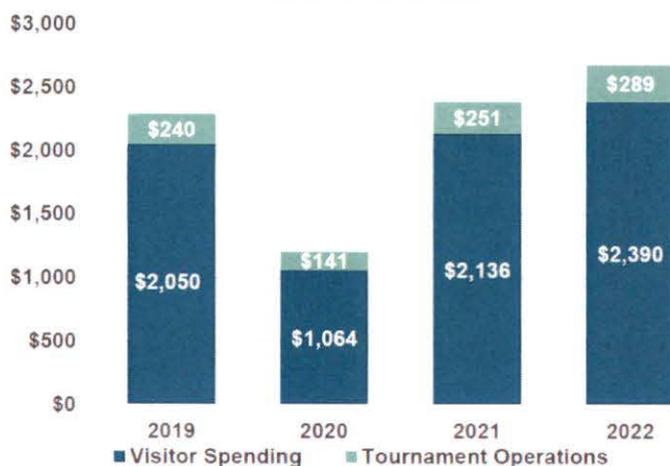
SPORTS TOURISM IS A GROWING COMPETITIVE ADVANTAGE FOR VIRGINIA

- Virginia is ranked 10th 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

VIRGINIA IS FOR LOVERS

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.

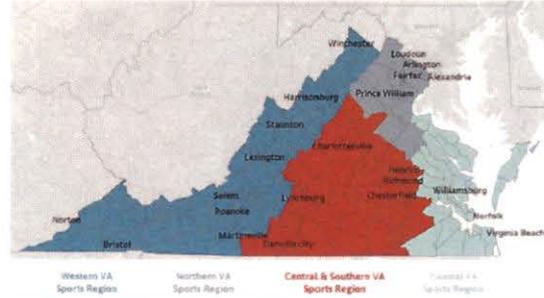
By Visitor Count – Sports Relative to Other Segments:

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

VIRGINIA IS FOR LOVERS Source: Tourism Economics – Economic Impact of Sports Tourism In Virginia, Prepared for VTC
Longwoods International – 2022 Virginia Visitor Profile

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	31.7%	19.4%
Coastal	\$718M	26.8%	23.4%
Northern	\$758M	28.3%	44.8%
Western	\$354M	13.2%	12.3%
\$2.7B			

VIRGINIA IS FOR LOVERS Source: Tourism Economics – Annual Impact of Visitors in Virginia Report, Prepared for VTC

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

VIRGINIA IS FOR LOVERS



THANK YOU!
E-Mail: droberts@virginia.org

VIRGINIA IS FOR LOVERS

22

Visit
WILLIAMSBURG
JAMESTOWN • YORKTOWN

Old & New Business