

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

VISIT
Yorktown
VIRGINIA

Tourism Strategy Update

November 18, 2025

WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN

VISIT
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VISIT
Yorktown
VIRGINIA

AGENDA

- ❖ Our Role
- ❖ Performance
- ❖ Marketing & PR
- ❖ Sales
- ❖ Events

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

***THE WORK OF A
DESTINATION ORGANIZATION***

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

If you build a place where people want to visit, then you have built a place where people want to live....

If you build a place where people want to visit, then you have built a place where people want to live....

And if you build a place where people want to live, then you built a place where people want to work.

If you build a place where people want to visit, then you have built a place where people want to live....

And if you build a place where people want to live, then you built a place where people want to work.

And if you build a place where people want to work, then you have built a place where business and residents will invest.

If you build a place where people want to visit, then you have built a place where people want to live....

And if you build a place where people want to live, then you built a place where people want to work.

And if you build a place where people want to work, then you have built a place where business and residents will invest.

And if you build a place where business and residents will invest, then you've built a place people want to visit.

*If you build a place where **people want to visit**, then you have built a place where people want to live....*

And if you build a place where people want to live, then you built a place where people want to work.

And if you build a place where people want to work, then you have built a place where business and residents will invest.

*And if you build a place where business and residents will invest, then you've built a place **people want to visit**.*

THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

DESTINATION STRENGTH VARIABLES



Attractions & Experiences



Arts, Culture & Heritage



Dining, Shopping & Entertainment



Outdoor Recreation



Conventions & Meetings



Events & Festivals



Sporting Events



Accommodation



Local Mobility & Access



Destination Access



Communication Infrastructure



Health & Safety

Grow Visitation

Continue to Strengthen Brand Identity and Storytelling

Drive Digital Transformation and Data-Driven Decision-Making

Expand Visitor Experience Development

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HEADS IN BEDS.

Historic Triangle: FY2025 Performance

Hotel Rooms Sold vs. Transient Tax Collected

Hotel Demand (Rooms Sold)

STR - Hotel Demand

2025 Fiscal Year

Month of Activity	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
Month	-5.4%	8.0%	-0.8%	1.7%	12.8%	3.7%	2.3%	-8.7%	-5.7%	2.8%	-0.7%	-6.1%	0.2%
YTD	-5.4%	0.9%	0.5%	0.8%	2.7%	2.8%	2.8%	1.8%	0.9%	1.1%	0.9%	0.2%	

Transient Tax

Transient Tax Growth

2025 Fiscal Year

Month of Activity	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Total
Month	24.7%	20.8%	27.7%	5.3%	19.0%	3.1%	-12.9%	-26.7%	17.4%	-20.4%	6.5%	61.3%	10.3%
YTD	24.7%	23.1%	24.5%	19.8%	19.6%	17.2%	13.2%	9.1%	9.9%	5.6%	5.7%	10.3%	

overnight visitation

Marketing



WILLIAMSBURG
250

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WHERE AMERICA'S JOURNEY BEGINS

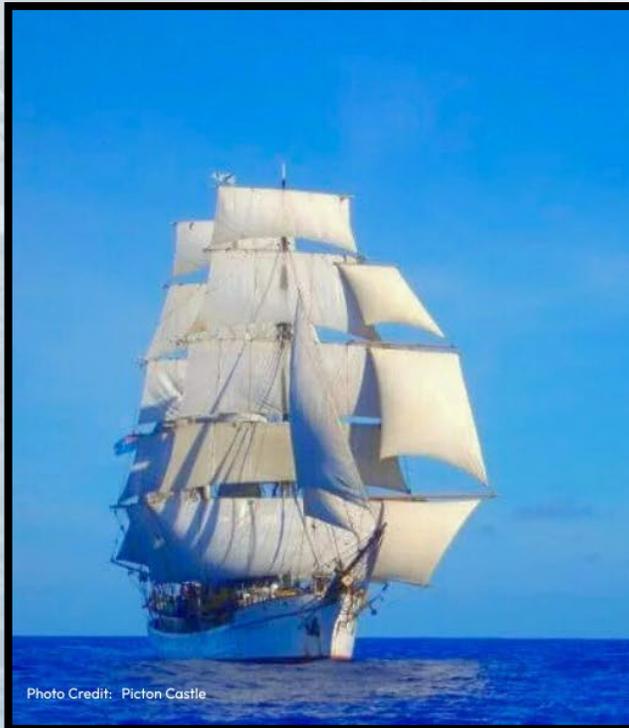


S  **IL**
YORKTOWN
FESTIVAL

Sail Yorktown Festival

A Sail250® Virginia Affiliate Event

June 12-14, 2026



Sail Yorktown Festival

Ships, Events, & Partnerships



Sail Yorktown Festival

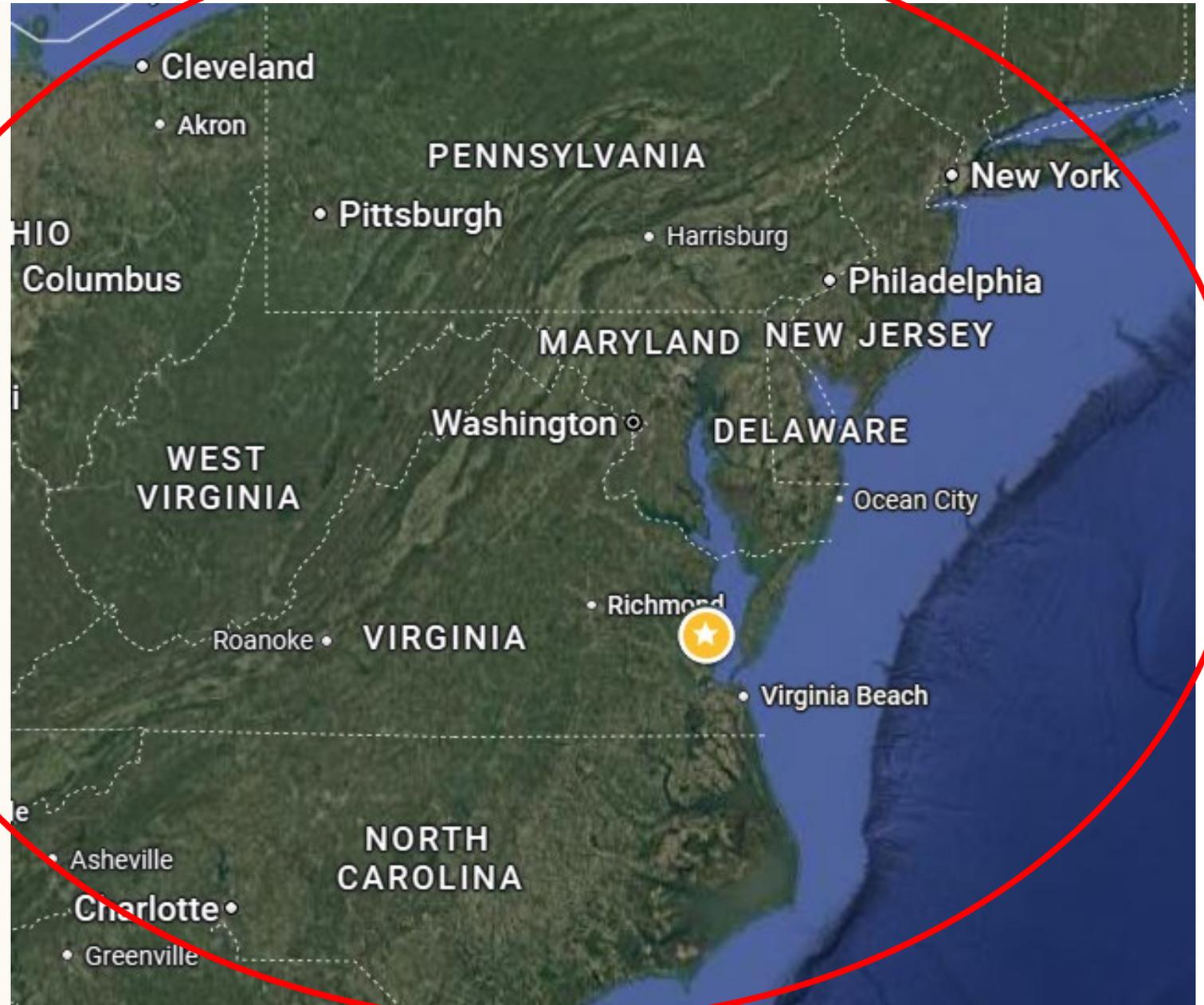
www.VisitYorktown.org/SailYorktownFestival



The screenshot shows the Visit Yorktown Virginia website. The header includes the logo "VISIT Yorktown VIRGINIA" and navigation links for "Events", "Stay", "See & Do", "Eat & Drink", and "Plan Your Visit". A search bar with "Explore..." and a magnifying glass icon is on the right. The main content area features a large image of an American flag archway overlooking a river. A left sidebar lists various events: "Events Calendar", "Yorktown Market Days", "Concerts", "Fourth of July", "Sail Yorktown Festival", and "VA250 Celebration". The main content area displays the breadcrumb "Home > Events > Sail Yorktown Festival", the title "Sail Yorktown Festival, an official SailVirginiaSM 2026 Affiliate Harbor", and the dates "Friday, June 12–Sunday, June 14, 2026". A descriptive paragraph follows, and a "Sail" logo with a ship icon is visible at the bottom right of the content area.

Geographic Targeting

- Washington DC
- Baltimore
- North Carolina
- Virginia
- West Virginia
- New Jersey
- Pennsylvania
- New York
- Delaware



Media Overview

July 2025 - June 2026 Media Vendors	
Digital – Display, Native, Online, Connected TV	  
Rich Media	
Audio – Podcasts & Streaming Radio	
Broadcast TV	
Digital Out of Home	
Search Engine Marketing (SEM)	
	
	
	

PHOTOGRAPHY / TREATMENTS

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



VISIT
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Where America's
Journey Begins

WILLIAMSBURG
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VISIT
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Incredible moments

LET'S GO

VISIT
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JAMESTOWN ▼ YORKTOWN



250 years

LET'S GO

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JAMESTOWN ▼ YORKTOWN



in the making

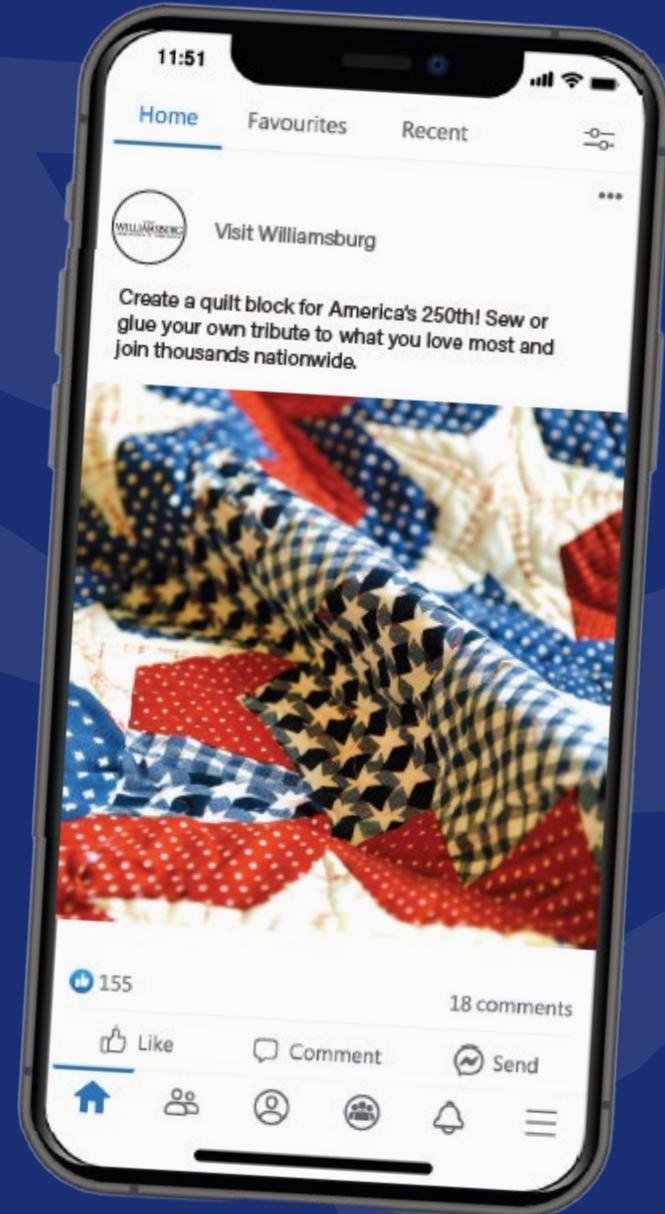
LET'S GO

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Experience
Where America's
Journey *Begins*

LET'S GO

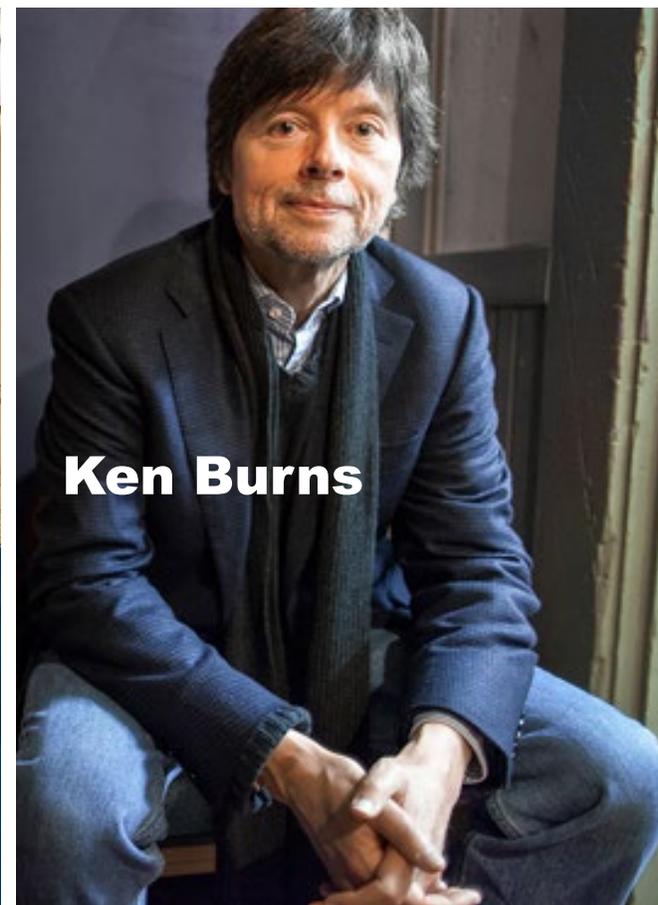
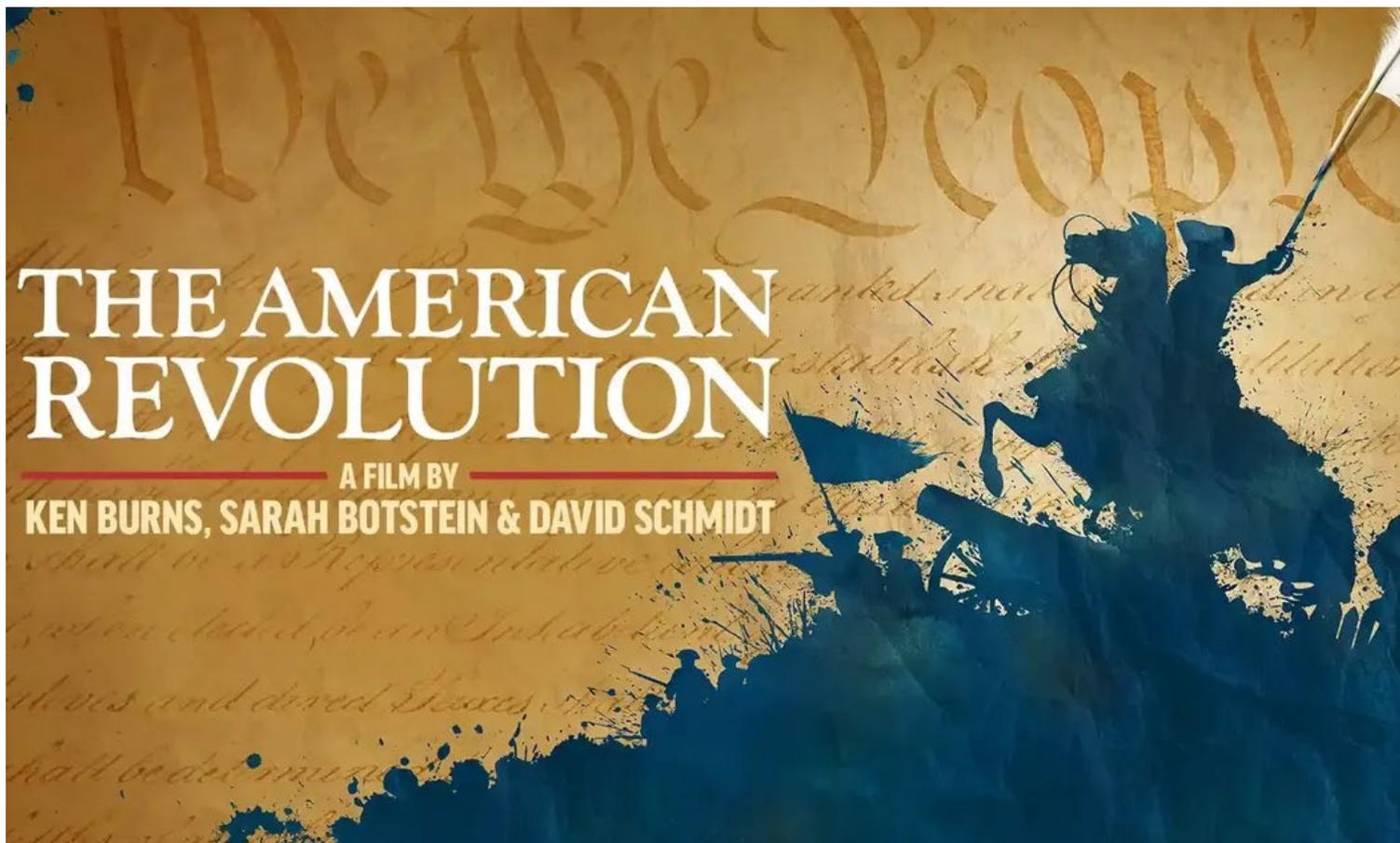


**SAMANTHA
BROWN'S**

**PLACES
TO LOVE** 



Samantha Brown





MIM
GY



Public Relations

Condé Nast Traveler

INSPIRATION

The Best Affordable Family Vacations in the US

These trips are budget-friendly and kid-approved.

BY PARIS WILSON
July 1, 2025

Planning a family vacation that checks all the boxes—fun, memorable, and affordable—can feel like a tall order. Between different interests, varying age ranges, and budgeting for meals, lodging, and entertainment, it's easy to feel overwhelmed before you've even packed a bag. But good news: creating lasting family memories doesn't have to come with a hefty price tag. Across the US, there are plenty of wallet-friendly destinations that offer big fun without draining your savings.

Whether you're dreaming of exploring the great outdoors at a national park, digging your toes in the sand at a budget-friendly beach town, or enjoying small-town charm with big attractions, we've rounded up some of the best affordable family vacation spots across the country. From hiking through the scenic red rocks in Sedona, Arizona, to riding coasters in Pigeon Forge, Tennessee, these destinations promise fun for kids and parents alike, without blowing your travel budget.

Ready to start planning your next family adventure? Here are 11 of the best affordable family-friendly vacation spots in the US that offer great experiences at just as great a value.

- The Ozarks
- Asheville, North Carolina
- Branson, Missouri
- Williamsburg, Virginia
- Myrtle Beach, South Carolina
- Sedona, Arizona
- Gulf Shores, Alabama
- Yellowstone National Park
- Lake Tahoe, California
- San Diego, California
- Smoky Mountains



American hidden gems: Travelers are sleeping on these 10 domestic destinations

Nothing can ruin a trip faster than running into too many crowds and being stifled at tourist traps.

When planning a vacation, many travelers consider the most trending or perennial destinations, only to find out everyone else had the same idea. As a result, their trip involves waiting in long lines or searching for a restaurant that caters to locals with affordable menu items.

There are a slew of slept-on domestic destinations, however, that provide the same level of activities, food, history, and arts and culture to enjoy—just without the crowds or high price tags.

9. Williamsburg, Virginia

Williamsburg offers more than just its place in history as the capital of colonial Virginia and the epicenter of the American Revolutionary War. There are plenty of museums and historic attractions to visit, but the city also offers theme parks like Busch Gardens, ghost tours and several art museums.

Forbes

TRAVEL GUIDE

5 New U.S. Golf Courses To Play Today

As golf's popularity soars, a wave of new courses is teeing up from Florida's Emerald Coast to the middle of Missouri.

Created by renowned architects and world-class golfers, complete with ocean views, environmentally-friendly greens and flower-filled roughs that promote local ecosystems, these lovely layouts are redesigning the game for a new generation of players.

Whether you've been hitting the links for years or just getting the hang of your clubs, these are some of the new courses to try to get on next, just in time for National Golf Month.

THE SHOE

In July, the Golden Horse Golf Club in Williamsburg, Virginia, unveiled The Shoe, a nine-hole beauty designed by Rees Jones. Known for his thoughtful and innovative approach to course architecture, Jones threaded the holes through subtle undulations that present a challenge even for seasoned golfers. With no bunkers in front of the greens, it's also ideal for beginners who haven't mastered their chip shots yet.

The Shoe is also perfect for those with tight schedules, seeing as how every hole is a par three. Another perk of The Shoe is its Colonial Williamsburg location, meaning it's but a stone's throw from Four-Star Williamsburg Inn, a historic property with 62 guest rooms, world-class dining and other lavish amenities.



Daily Press

THINGS TO DO

Visit Williamsburg to launch nationwide quilt project



Daniel Linhart / Daily Press

Josephine Williams and Brenda West adjust quilting squares in June 2019 to honor the 400th anniversary of the first Africans' arrival in Hampton. The Great American Birthday Quilt project, which is accepting submissions through Nov. 30, invites participants to "stitch their story" into a quilt that will celebrate the country's past, present and future. (Daily Press file)

WAVY Norfolk

Williamsburg unveils quilt project for America's 250th birthday celebration

Story by Madie MacDonald • 1 mo



Williamsburg unveils quilt project for America's 250th birthday celebration

WILLIAMSBURG, Va. (WAVY) — Visit Williamsburg recently announced The Great American Birthday Quilt Project in order to celebrate the country's 250th birthday.

WHEREVERFAMILY^{VA NC}

Select Destination

BECOME PART OF AMERICA'S 250TH CELEBRATION WITH THE QUILT PROJECT IN WILLIAMSBURG

by Eugenia Lazaris
JUL 2, 2025

© Khairil Azhar Junos | Dreamstime.com

DESTINATIONS / NORTH AMERICA



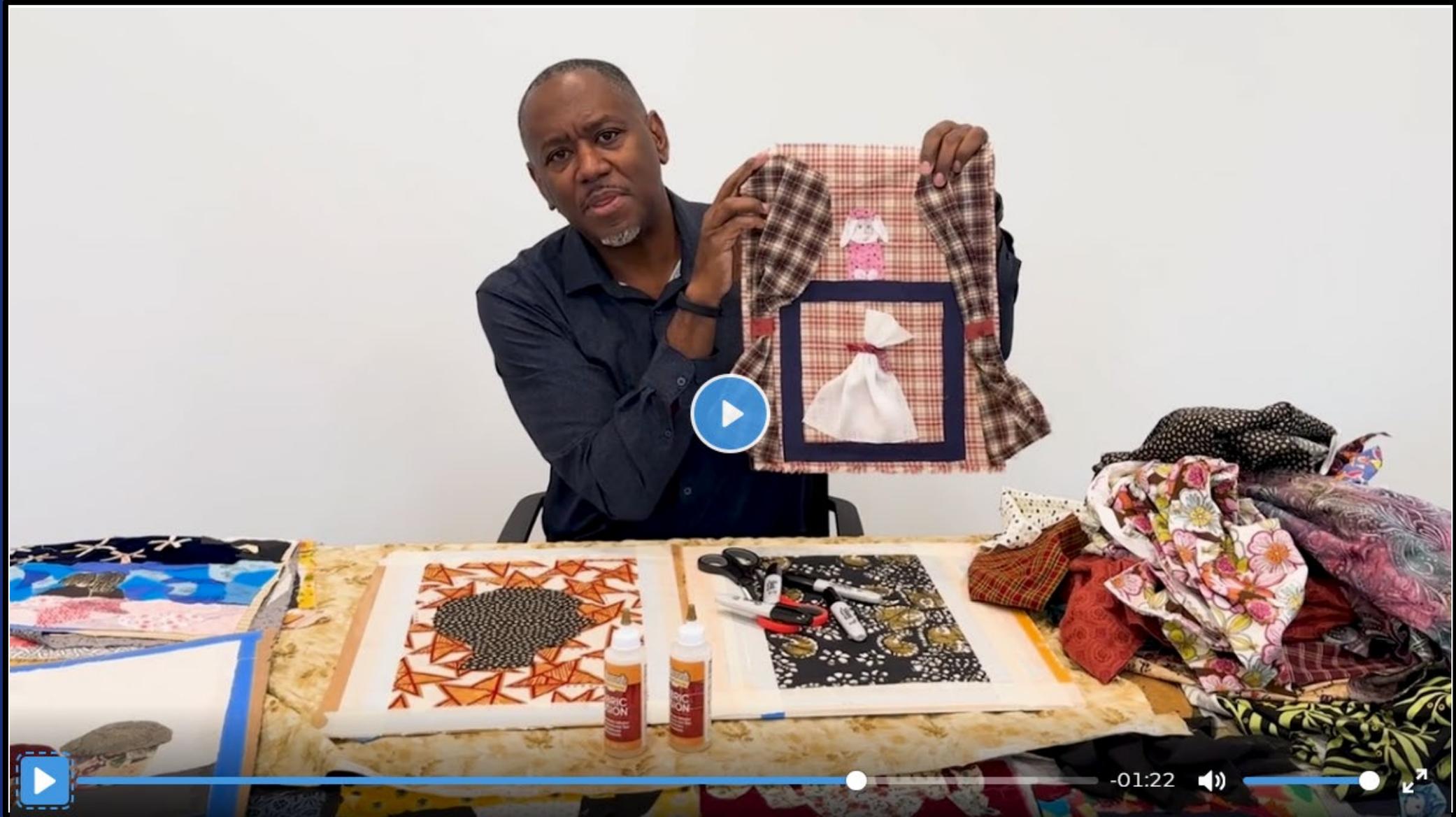
NATIONAL CAMPAIGN

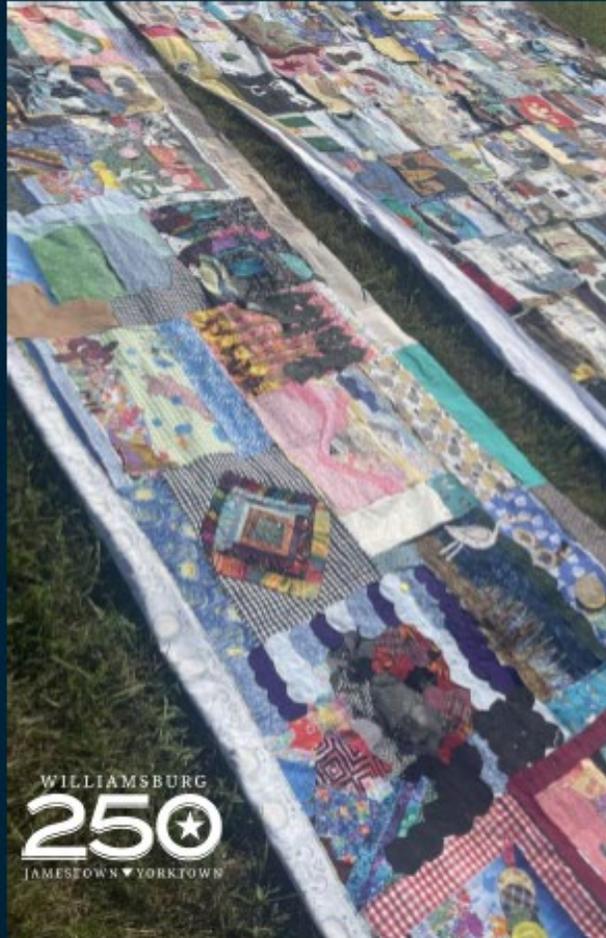
THE GREAT AMERICAN BIRTHDAY QUILT

Visit
WILLIAMSBURG
AMERICA'S FIRST COLLEGE

MM
GY

The screenshot shows a web browser window displaying the website for the Great American Birthday Quilt. The browser's address bar shows the URL: visitwilliamsburg.com/williamsburg-250/american-birthday-quilt/. The website header includes the Williamsburg 250 logo and a navigation menu with links for Things To Do, Places To Stay, Food & Drink, Plan, Events, Blog, Email Sign Up, and a Book Now button. Below the navigation, there are tabs for EVENTS and BIRTHDAY QUILT. The main content area features a large, vibrant quilt with various patterns and colors. A man in a dark jacket stands to the right of the quilt. The text 'The Great American Birthday Quilt' is overlaid on the quilt. Below the quilt, the text reads 'Bringing The Nation Together One Stitch At A Time With The Great American Birthday Quilt'. A 'Have a Question?' button is located in the bottom right corner of the quilt image. The browser's taskbar at the bottom shows various application icons and the system clock indicating 10:58 PM on 7/14/2025.





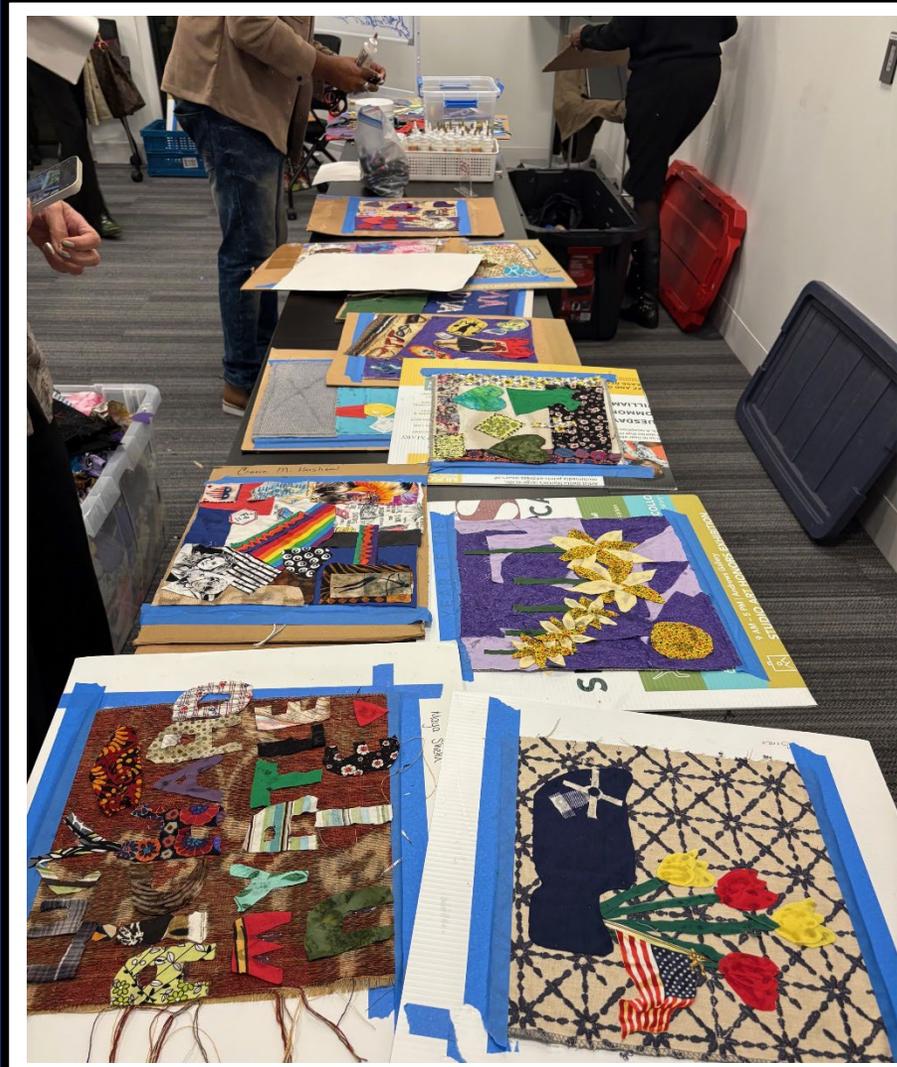
AMERICA
MADE IN
VIRGINIA

VA250

Fourth
AT THE FORT



WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN





Quilt Square submissions





Quilt Square submissions





Quilt Square submissions



Quilt Square submissions





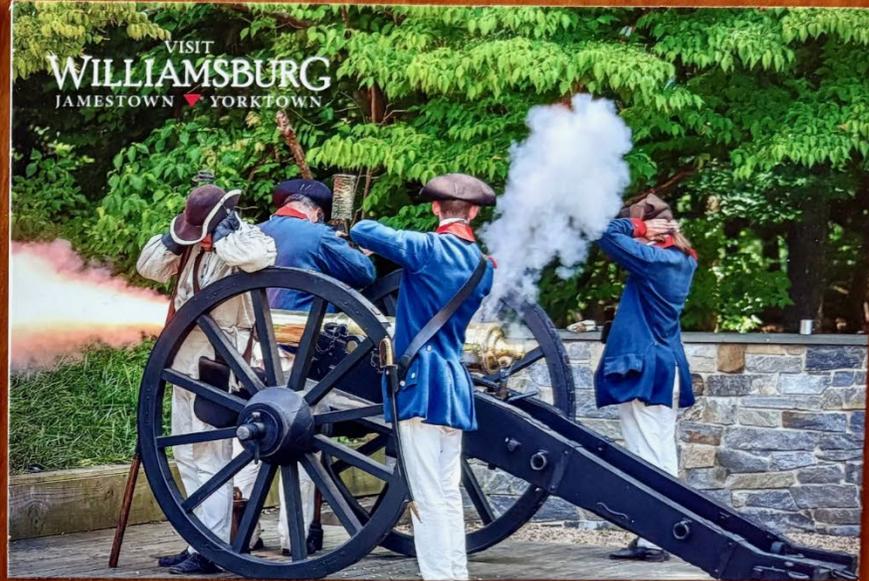
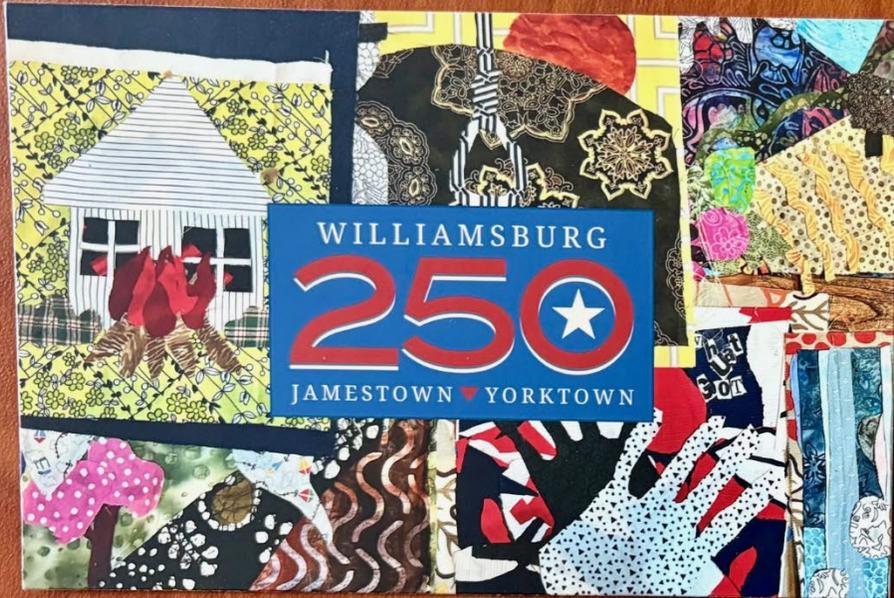




WILLIAMSBURG
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JAMESTOWN ▼ YORKTOWN



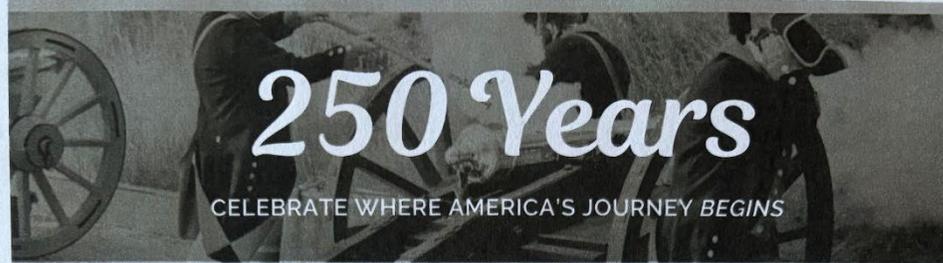
WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN



WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN

Invite a friend to celebrate America's Birthday in the Historic Triangle. Send this postcard to an out-of-state friend and invite them to be part of the excitement. With special events, immersive attractions, and centuries of history coming to life, this is the place to be in 2026. Don't let them miss out, let's make history together!

-Visit Williamsburg



★ **2026** ★

Next year we celebrate the
 Semiquincentennial



250 EVENTS

We want to spotlight your events! Share your 250-themed happenings with us so we can help amplify them through our marketing and visitor outreach.



250 LISTING UPDATES

Update your website listings to reflect the excitement of 2026! Update your description with 250 messaging & promotions so visitors can easily discover and engage with your business. It will also benefit your (and our) SEO.

TAG 250 ON SOCIAL

- #WILLIAMSBURG250
- #VA250
- #AMERICA250



250 PROMOTIONS

Add your special offers and promotions to the Williamsburg 250 site. Whether it's a commemorative deal, themed package, or exclusive discount, let's make it easy for visitors to discover and enjoy your 250-inspired experiences.



Visit Williamsburg is excited to launch our Williamsburg 250 Pass marketing initiative for 2026!

We're looking for attractions, restaurants, shops, businesses, events, and 250 activities to be part of it! Add your 250 special offers, packages, discounts, or events.

*Williamsburg
 250 Pass*

JAN 1 - DEC 31, 2026

HOW TO PARTICIPATE

- Update your listings, events, & offers through the extranet portal.
- Email emma.schmitz@visitwilliamsburg.com



Weekly 250 Blog

Check out the WilliamsBLOG weekly for a new Williamsburg 250 article. Reach out to Selena.Coles@visitwilliamsburg.com if you would like to feature your business.

WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN

Be Part of History in the Making

Celebrate & Save Throughout 2026

- ▶ Epic events & festivals
- ▶ Special exhibits & commemorations
- ▶ The Great American Birthday Quilt on display
- ▶ Exclusive deals & packages



Where America's Journey Begins.

VISIT
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JAMESTOWN ▼ YORKTOWN



VA250

VISITWILLIAMSBURG.COM

WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN



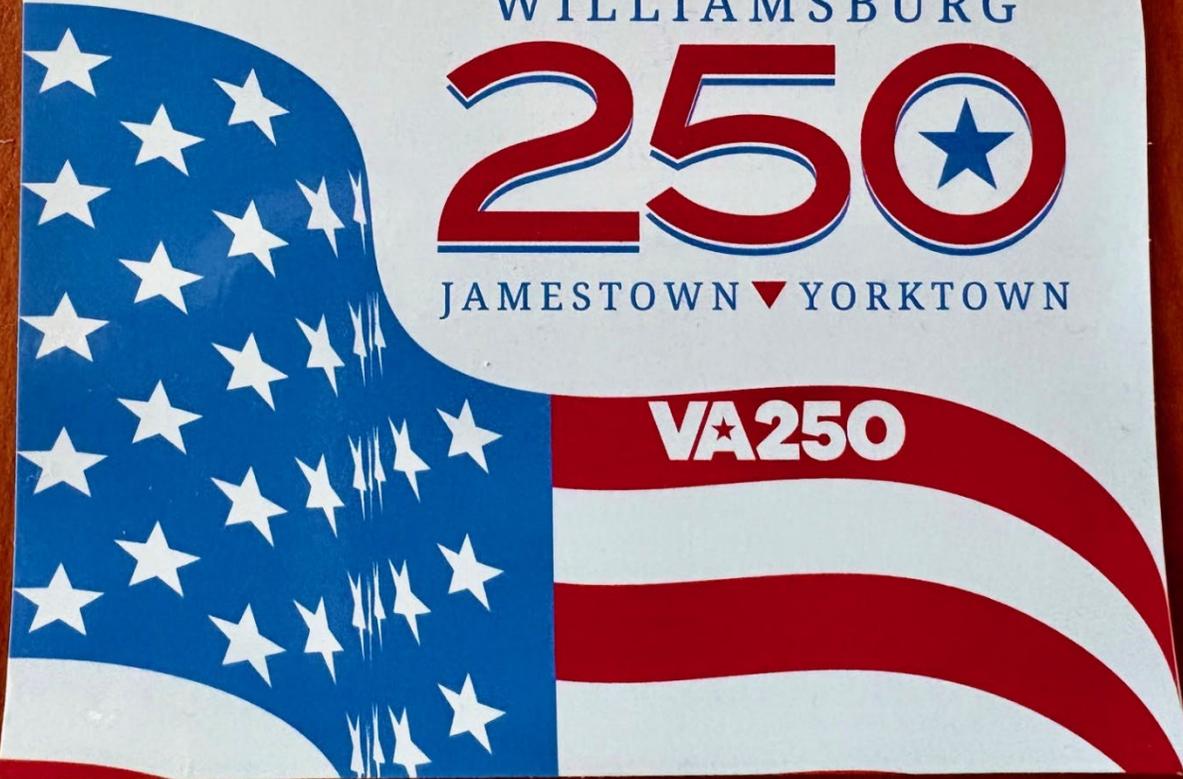
CELEBRATING



WILLIAMSBURG

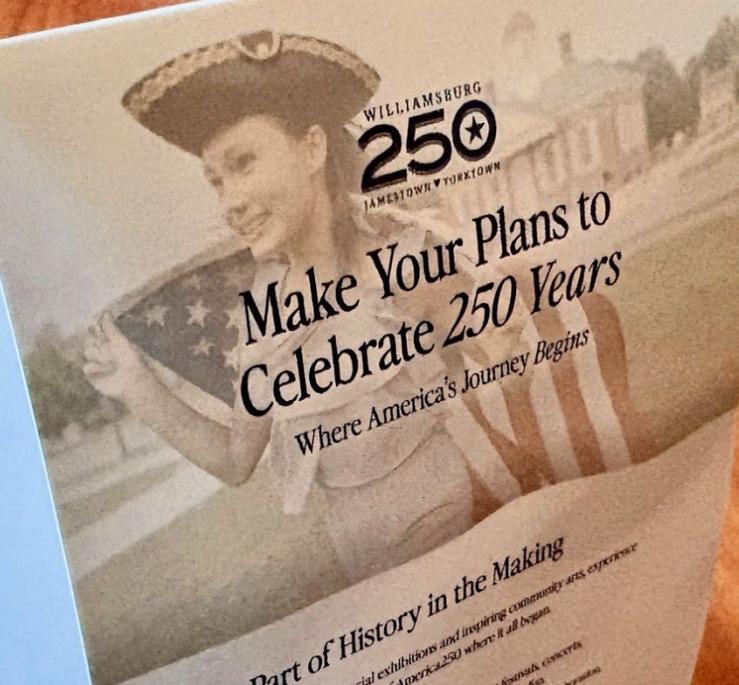
250

JAMESTOWN ▼ YORKTOWN



WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN





WILLIAMSBURG
250
JAMESTOWN ▼ YORKTOWN

Make Your Plans to Celebrate 250 Years

Where America's Journey Begins

Be Part of History in the Making

From epic events to special exhibitions and inspiring community arts experiences, the unparalleled excitement of America 250 where it all began.

What's Happening in 2026

- Discover a full Calendar of Events with waterfront festivals, concerts, commemorations, museum exhibits, and family-friendly fun.
- Witness the Great American Birthday Quilt, a nationwide art collaboration joined together as a symbol of creativity and unity.
- Take advantage of exclusive the-kings & docks.

Scan the code and start planning your trip back today.

WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

VA250



WILLIAMSBURG
250 ★
JAMESTOWN ▼ YORKTOWN

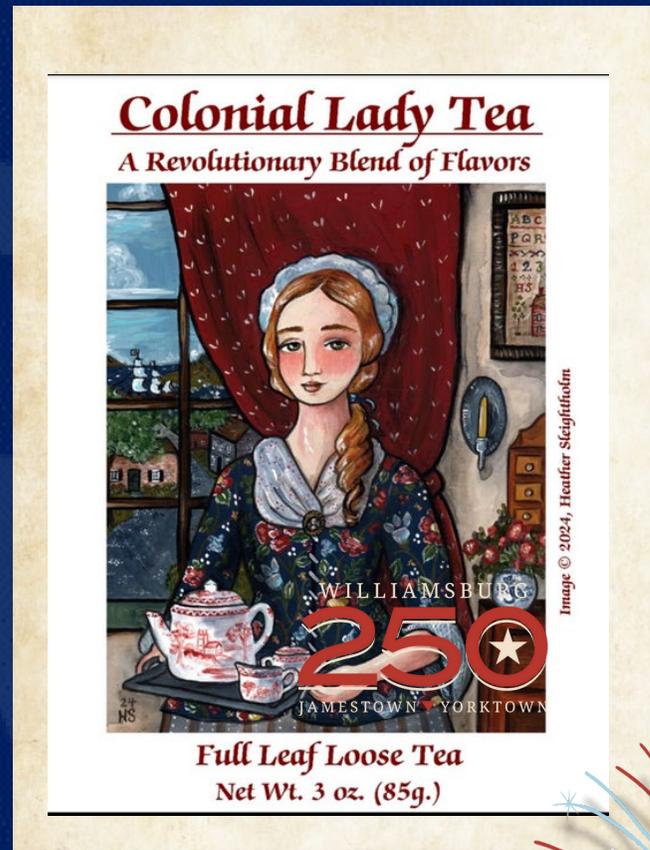
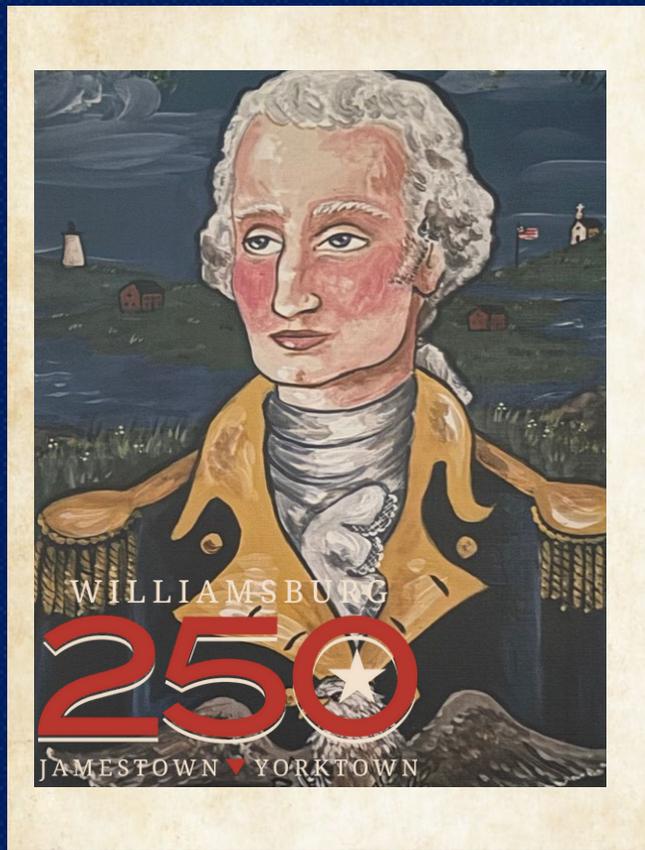




WILLIAMSBURG
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 JAMESTOWN ▼ YORKTOWN

WTW
 19 85
 THE WILLIAMSBURG WINERY





EVENTS



VISIT
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JAMESTOWN ▼ YORKTOWN

- Howl-O-Scream
- Burg Quest
- Pancake Festival
- Yorktown Folk Festival
- Yorktown Art Stroll
- Yorktown Wine Festival
- Yorktown Day
- Yorktoberfest
- Williamsburg Fall Festival
- 250th Yorktown Tea Party Anniversary
- Let Freedom Ring Gala
- Yorktown Maritime Heritage & Sea Shanty Festival
- Virginia Cat Festival
- Veteran's Day Commem. at American Rev Museum
- Foods & Feasts of Colonial Virginia
- Williamsburg Christmas Market
- Busch Gardens Christmas Town
- Williamsburg Symphony
- Grand Illumination Weekends
- Greater Williamsburg Chamber of Christmas Parade
- Yorktown Christmas Tree Lighting
- Yorktown Lighted Boat Parade
- Christmas Market On Main in Yorktown
- Yorktown Viking Yuletide Celebration
- An Audience With King Henry VIII (Jamestown)
- Williamsburg Players
- Wreaths Across America
- A Candlelight Christmas
- Christmastide in Virginia



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JAMESTOWN ▼ YORKTOWN

APRIL



Revolutionary Rhythms
4/17-4/19

MAY



Flame of Revolution
5/15-5/16

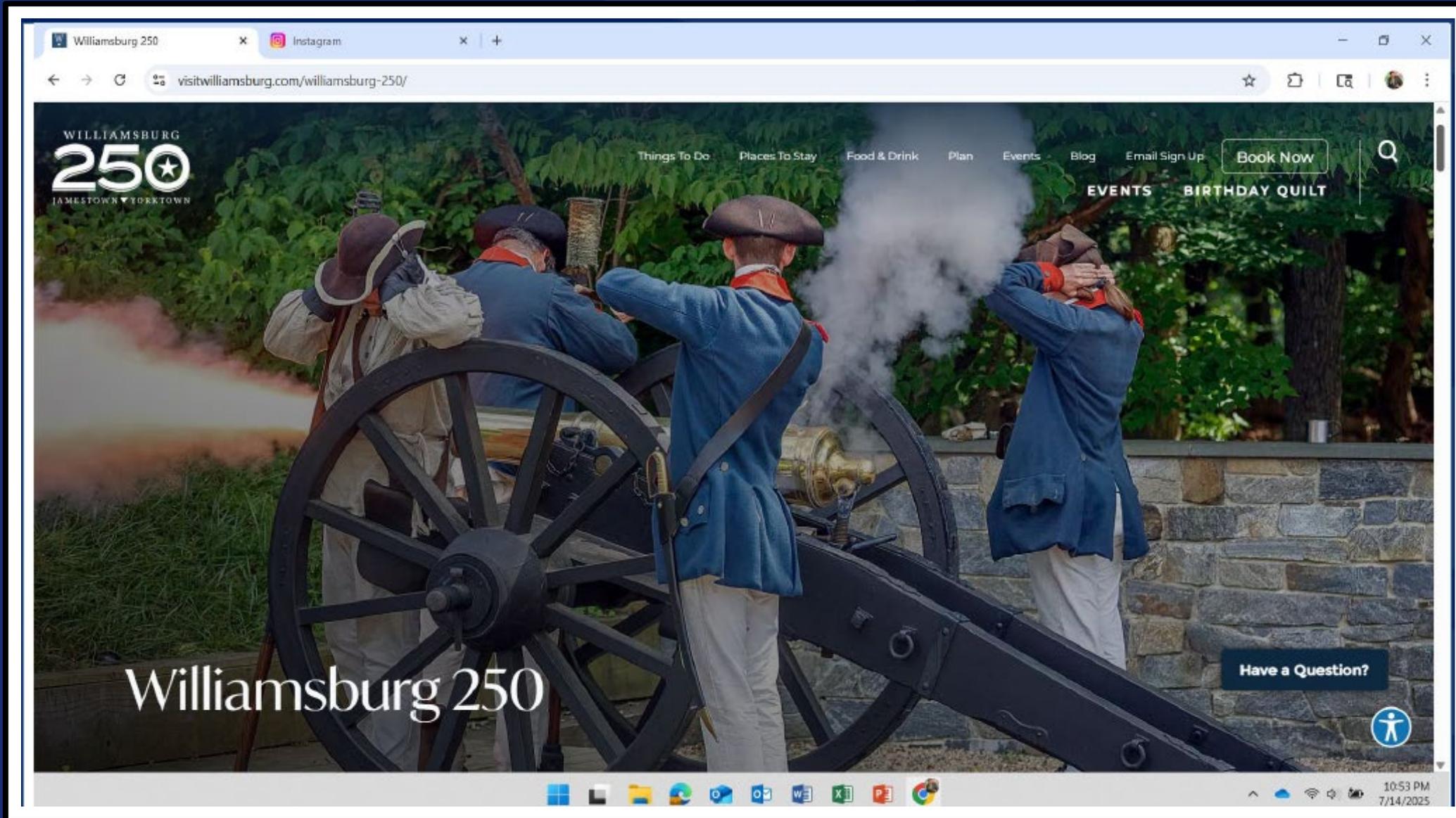
JUNE



Sail Yorktown Festival
6/12-6/14

VISIT
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VISITOR EXPERIENCE





VISIT
WILLIAMSBURG
JAMESTOWN YORKTOWN

WILLIAMSBURG 250

THINGS TO DO

PLACES TO STAY

FOOD & DRINK

PLAN

EVENTS

BLOG

EMAIL SIGN UP

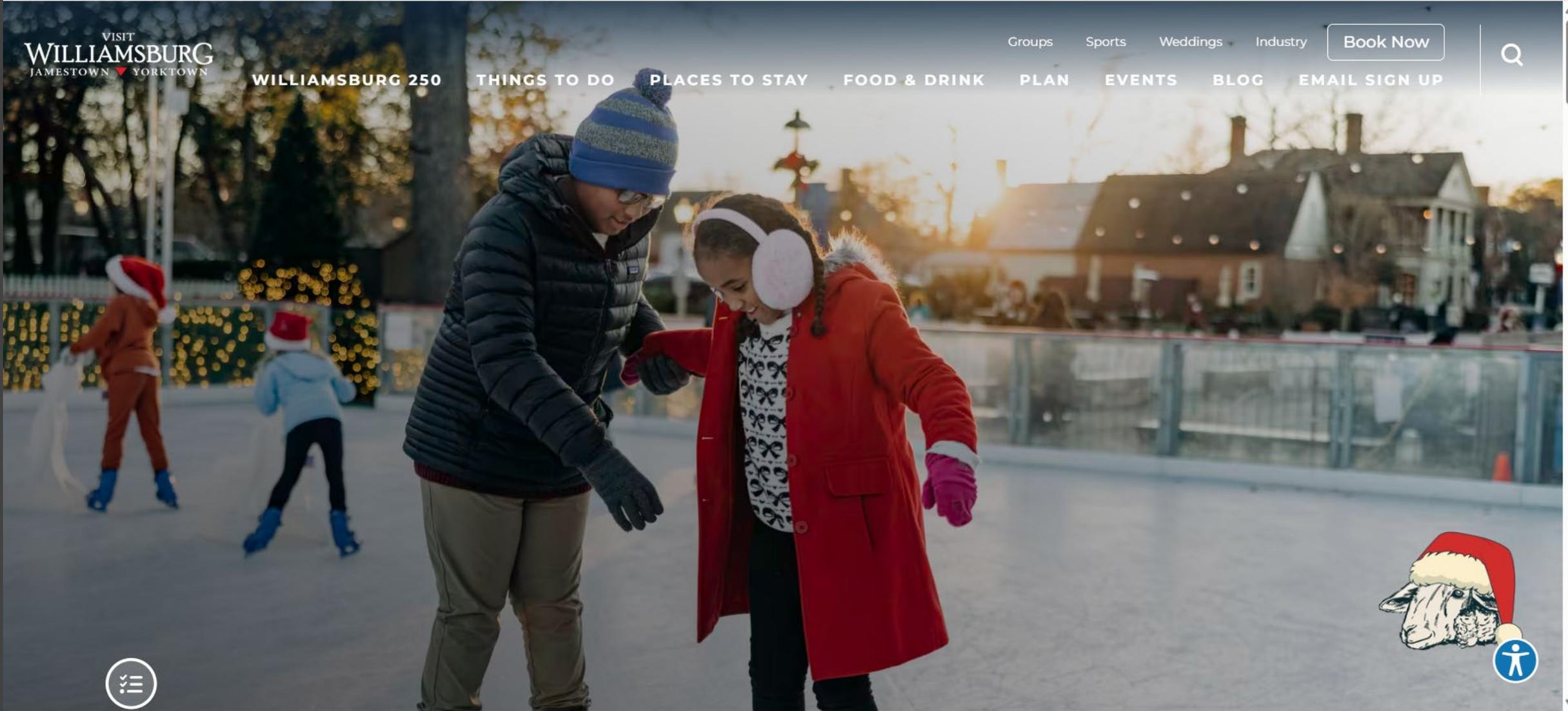
Groups

Sports

Weddings

Industry

Book Now





VISIT
WILLIAMSBURG
JAMESTOWN YORKTOWN

WILLIAMSBURG 250

THINGS TO DO

PLACES TO STAY

FOOD & DRINK

PLAN

EVENTS

BLOG

EMAIL SIGN UP

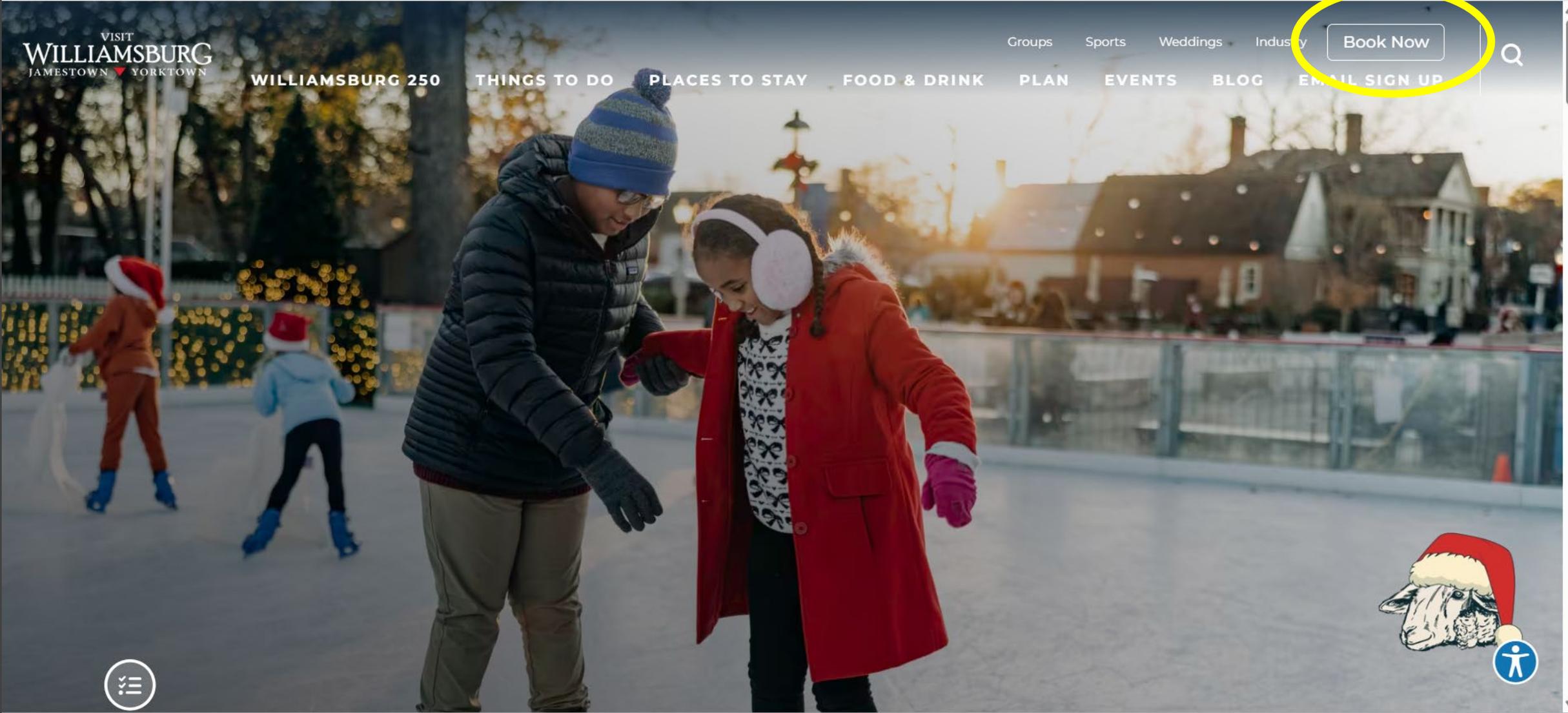
Groups

Sports

Weddings

Industry

Book Now





WEBSITE

Choose Dates 2 adults, 0 children

- Close to Colonial Williamsburg
- Near Historic Jamestowne
- Close to Yorktown Waterfront
- Walking Distance to Dining
- Close to Busch Gardens
- Close to Williamsburg Winery
- Close to Shopping
- Close to Williamsburg Outlets
- Search
- Sort By
- Filters



Hornsby House Inn B&B

YORKTOWN

Bed & Breakfast

4.9 257 reviews

Select dates to see rates



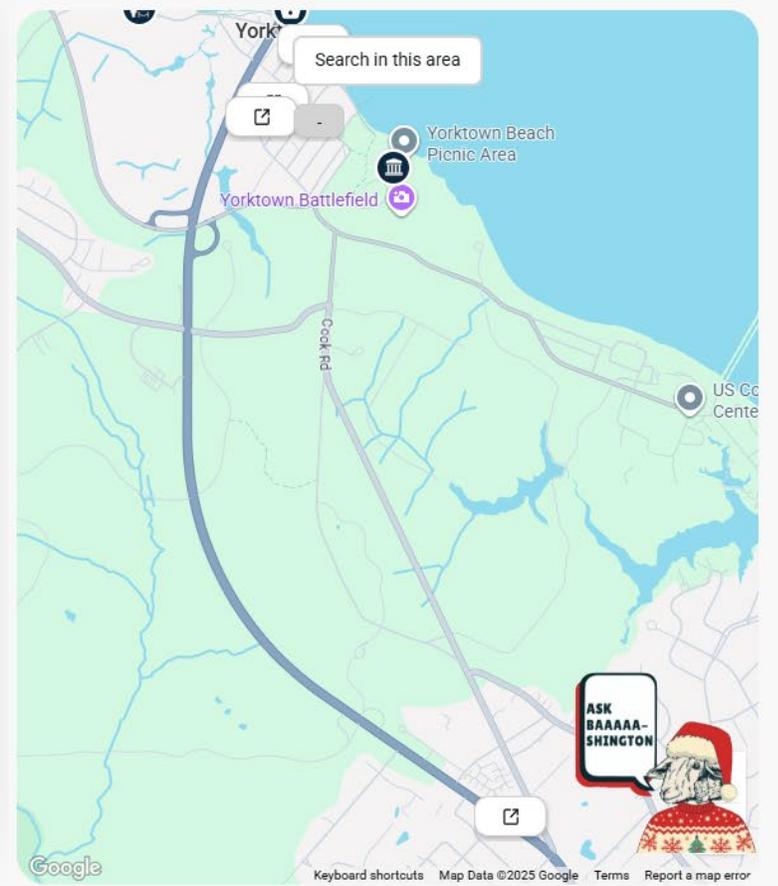
Yorktown Beach Hotel

YORKTOWN

Hotel

4 149 reviews

Check Availability





WEBSITE

visitwilliamsburg.com/results?lang=en&Checkin=&Checkout=&Rooms=a2-c0&Pets=&PromoCode=&affiliate=&Code=&GuestsAdult=&GuestsChildren=&features=1889&stars=&amenities=&propertyTypes=&priceRange=0%2C1000&...

VISIT
WILLIAMSBURG
JAMESTOWN ♥ YORKTOWN

Choose Dates

2 adults, 0 children



Close to Colonial
Williamsburg

Near Historic
Jamestowne

Close to Yorktown
Waterfront

Walking Distance to
Dining

Close to Busch
Gardens

Close to Williamsburg
Winery

Close to Shopping

Close to Williamsburg
Outlets

Search

Sort By

Filters



Hornsby House Inn B&B

YORKTOWN

Bed & Breakfast

4.9 257 reviews



Select dates to see rates



Yorktown Beach Hotel

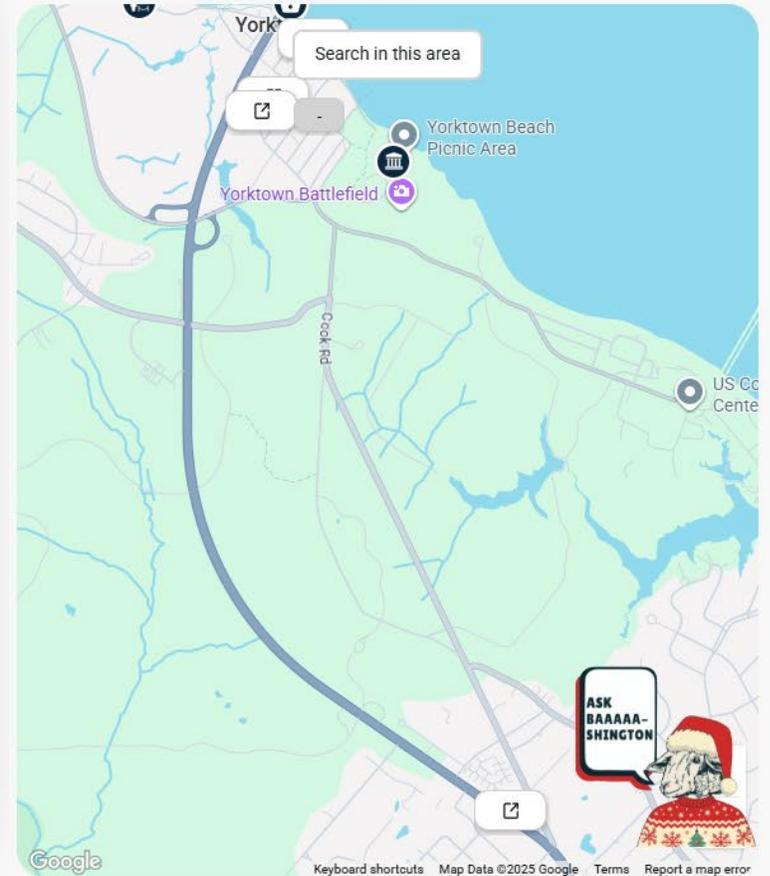
YORKTOWN

Hotel

4 149 reviews



Check Availability



Google

Keyboard shortcuts Map Data ©2025 Google Terms Report a map error

📅 Dec 13 - Dec 15

👤 2 adults, 0 children



← Search

ROOMS (5) OVERVIEW AMENITIES REVIEWS MAP



Hornsby House Inn B&B

YORKTOWN
Bed & Breakfast

4.9 ★★★★★ | 257 reviews



Starting at
\$279 per night

[Reserve](#)

[visit property site](#)

Rooms



Dec 13 - Dec 15

2 adults, 0 children

ROOMS OVERVIEW AMENITIES REVIEWS MAP

← Search



Hornsby House Inn B&B

YORKTOWN
Bed & Breakfast

4.9 ★★★★★ 257 reviews



Starting at
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Reserve

visit property site

Rooms



Dec 13 - Dec 15

2 adults, 0 children

ROOMS OVERVIEW AMENITIES REVIEWS MAP

← Search



Hornsby House Inn B&B

YORKTOWN
Bed & Breakfast

4.9 ★★★★★ | 257 reviews



Starting at
\$279 per night

Reserve

visit property site

Rooms



📅 Dec 13 - Dec 15

👤 2 adults, 0 children

← Search

ROOMS (5)

OVERVIEW

AMENITIES

REVIEWS

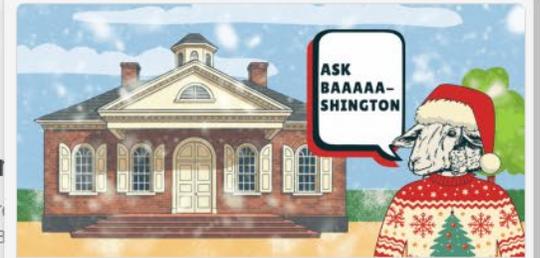
MAP



+10



Rooms



Hornsby House Inn

YORKTOWN
Bed & Breakfast

4.9 ★



Starting at
\$279

Hello! I'm Visit Williamsburg's virtual assistant (not a real person). Ask me about the top attractions, hidden gems, and local favorites in the Historic Triangle - Williamsburg, Jamestown, and Yorktown, VA.

What can I help you discover today?

[Visit Williamsburg Newsletter](#)

[Book your Stay](#)

[Fall Activities](#)

[Must Do Activities in Williamsburg](#)

[Concerts & Performances](#)

[Restaurants](#)

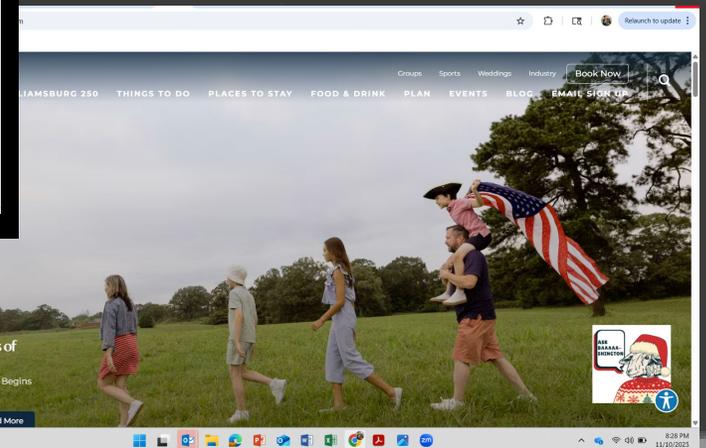
How can I help you?



WEBSITE

Most Viewed Pages YTD

1. Museums and Attractions
2. Events
3. Places to Stay
4. Restaurants
5. Cool Summer Savings
6. Things to Do
7. Kids and Families
8. Juneteenth
9. Live Music
10. Food and Drink



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FRONT



BACK







THANK YOU