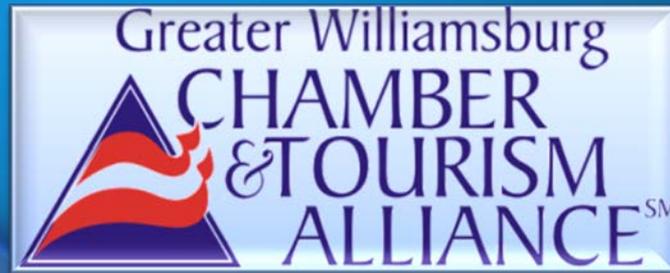


FY18 FUNDING REQUEST

YORK COUNTY BOARD OF SUPERVISORS



Mission and Goals

- The Tourism Alliance's mission is to serve as the region's destination marketing organization (DMO) to promote our region as a premier year-round travel destination.
- Our objectives for fiscal 2017-18 are:
 - to grow visitation year-round
 - to grow tourism revenues and local tax revenues
 - to continue tracking results on the tourism metrics score card

Past Year Funding Results

- Business and brand metrics:
 - Promoted 2nd annual **Winter Blues Jazz Festival**
 - **Spring Arts** growing with >40 events for March – May
 - Created new rack brochures for **Arts** and **Outdoor Recreation**
 - Developed and launched marketing for new **Williamsburg Tasting Trail**
 - Promoted **Williamsburg Fall Arts** with 100+ events from September – October
 - **VisitWilliamsburg.com** website traffic up x %
 - Generated over 46,000 room nights via **Sports Williamsburg**
 - Developed and implemented successful **Williamsburg Harvest Celebration**
 - Marketed effective advertising campaign for **Christmas in Williamsburg**, resulting in strong holiday visitation.

York County Tourism Stats

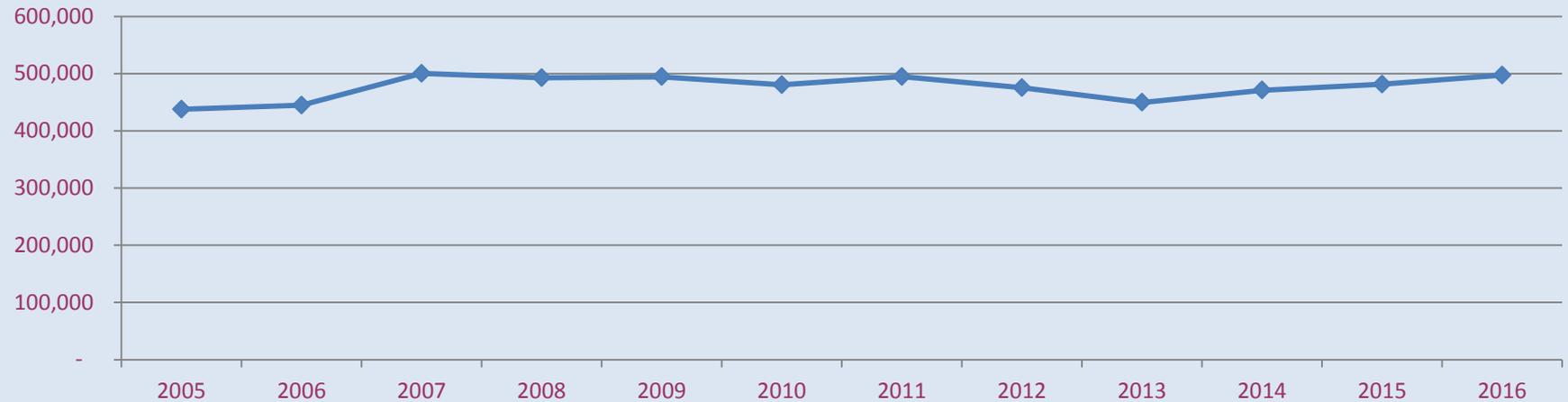
October 2005 through October 2016 YTD

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|-----------------------------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Room Nights | 437,500 | 444,792 | 500,182 | 492,510 | 494,501 | 480,374 | 494,769 | 475,194 | 449,463 | 470,847 | 481,391 | 497,163 |
| % Change from Previous Year | | 1.7% | 12.5% | -1.5% | 0.4% | -2.9% | 3.0% | -4.0% | -5.4% | 4.8% | 0.4% | 3.3% |
| Average Daily Rate | \$ 94.79 | \$ 114.65 | \$ 120.04 | \$ 117.67 | \$ 111.86 | \$ 110.09 | \$ 111.28 | \$ 116.72 | \$ 124.36 | \$ 125.30 | \$ 131.17 | \$ 133.63 |
| Room Sales | \$ 41,469,319 | \$ 50,995,839 | \$ 60,039,895 | \$ 57,955,233 | \$ 55,316,927 | \$ 52,883,025 | \$ 55,056,087 | \$ 55,464,373 | \$ 55,896,955 | \$ 58,998,939 | \$ 63,146,262 | \$ 66,438,121 |
| % Change from Previous Year | | 23.0% | 17.7% | -3.5% | -4.6% | -4.4% | 4.1% | 0.7% | 0.8% | 5.5% | 7.0% | 5.2% |
| Meal Sales | \$ 89,520,007 | \$ 98,987,393 | \$ 108,938,055 | \$ 110,015,356 | \$ 108,247,057 | \$ 109,598,955 | \$ 112,170,256 | \$ 115,102,528 | \$ 119,095,271 | \$ 120,861,031 | \$ 125,967,387 | \$ 129,776,098 |
| % Change from Previous Year | | 10.6% | 10.1% | 1.0% | -1.6% | 1.2% | 2.3% | 2.6% | 3.5% | 1.5% | 4.2% | 3.0% |
| Sales Taxes thru September | \$ 5,705,241 | \$ 6,410,754 | \$ 7,093,420 | \$ 6,786,127 | \$ 6,876,277 | \$ 6,458,497 | \$ 6,376,292 | \$ 6,613,228 | \$ 6,608,577 | \$ 6,781,608 | 7,200,091 | 7,126,772 |
| % Change from Previous Year | | 12.4% | 10.6% | -4.3% | 1.3% | -6.1% | -1.3% | 3.7% | -0.1% | 2.6% | 6.2% | -1.0% |
| Lodging Room Sales Taxes | 2,073,466 | 2,549,792 | 3,001,995 | 2,897,762 | 2,765,846 | 2,644,151 | 2,752,804 | 2,773,219 | 2,794,848 | 2,949,947 | 3,157,313 | 3,321,906 |
| % Change from Previous Year | | 23.0% | 17.7% | -3.5% | -4.6% | -4.4% | 4.1% | 0.7% | 0.8% | 5.5% | 7.0% | 5.2% |
| Meal Sales Taxes | 3,580,800 | 3,959,496 | 4,357,522 | 4,400,614 | 4,329,882 | 4,383,958 | 4,486,810 | 4,604,101 | 4,763,811 | 4,834,441 | 5,038,695 | 5,191,044 |
| % Change from Previous Year | | 10.6% | 10.1% | 1.0% | -1.6% | 1.2% | 2.3% | 2.6% | 3.5% | 1.5% | 4.2% | 3.0% |

York County Tourism Stats

October 2005 through October 2016 YTD

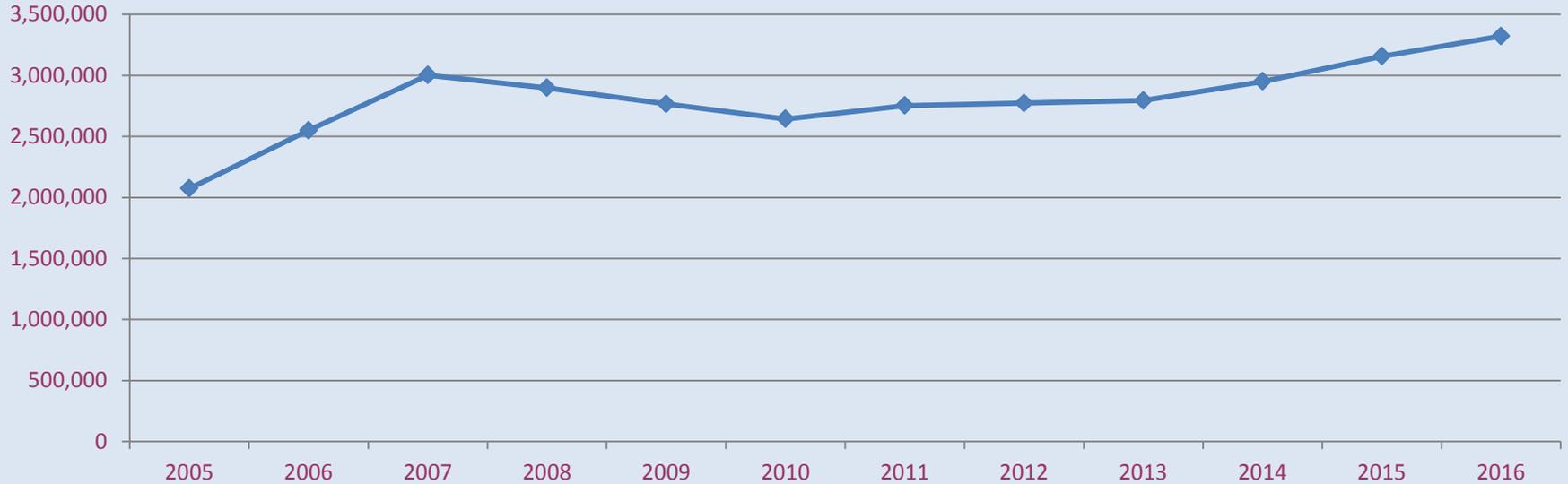
York County YTD Occupied Rooms



York Tourism Stats

October 2005 through October 2016 YTD

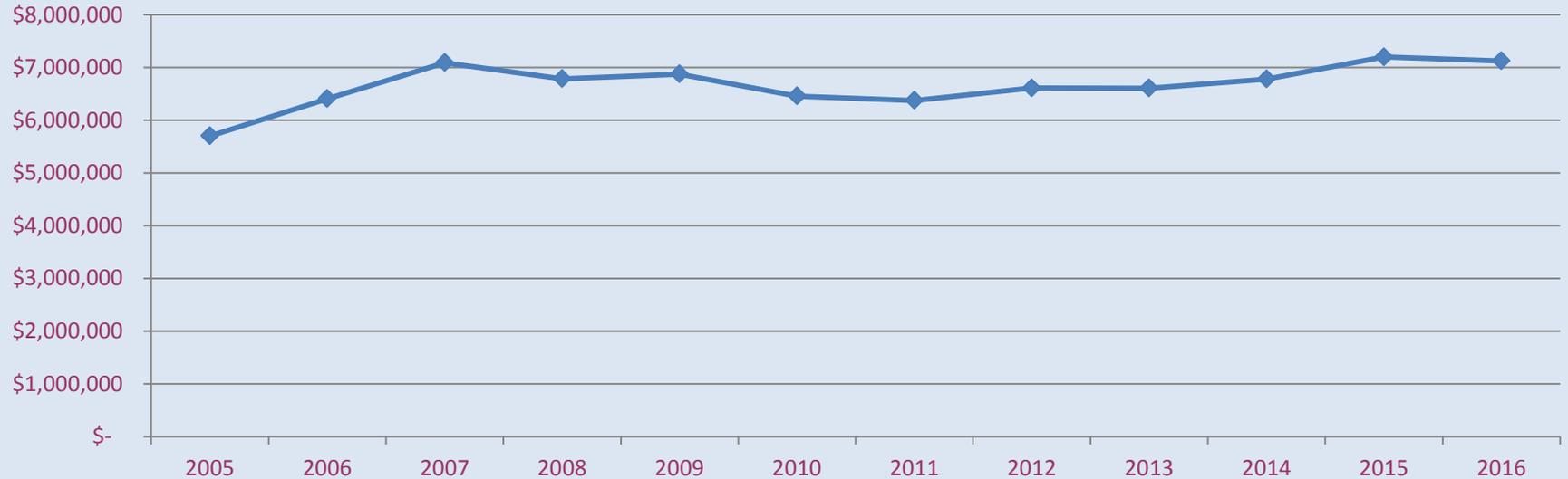
York County Lodging Tax Revenues



York County Tourism Stats

September 2005 YTD through September 2016 YTD

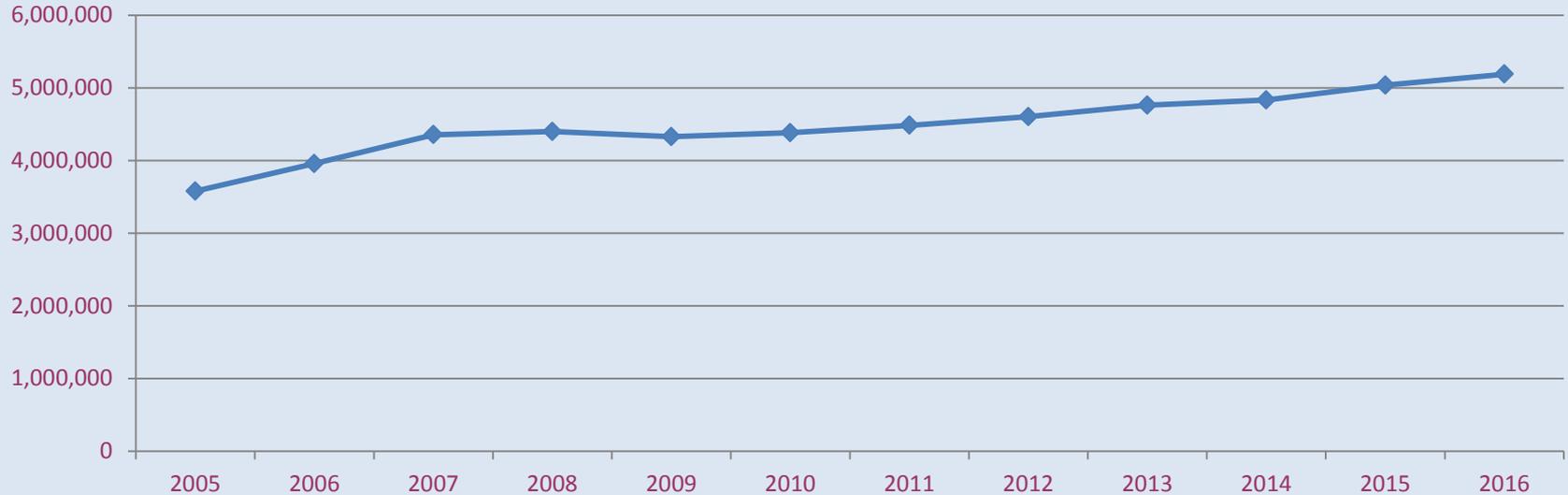
York County YTD Sales Tax Revenues



York County Tourism Stats

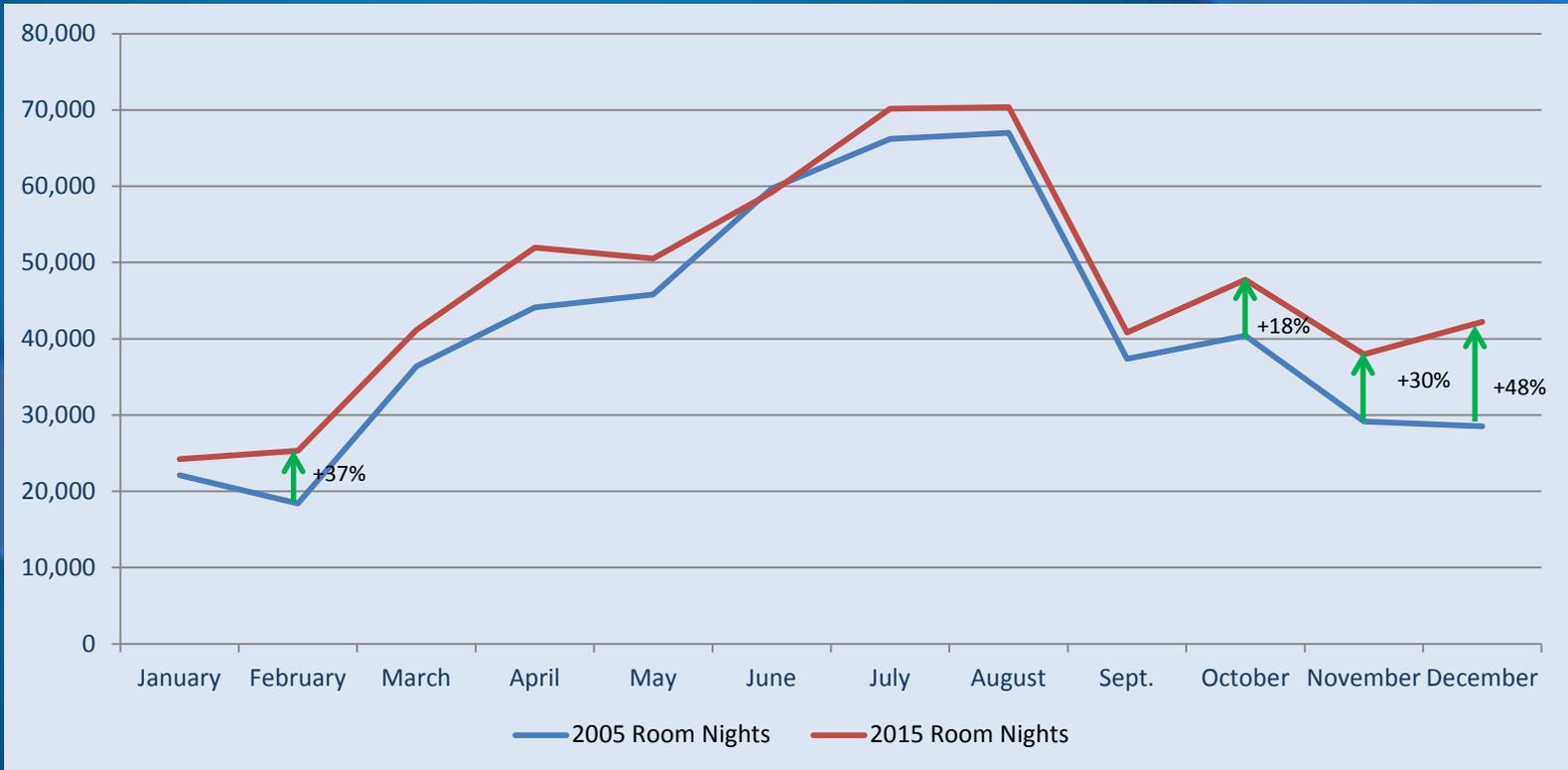
October 2005 through October 2016 YTD

York County YTD Meals Tax Revenues



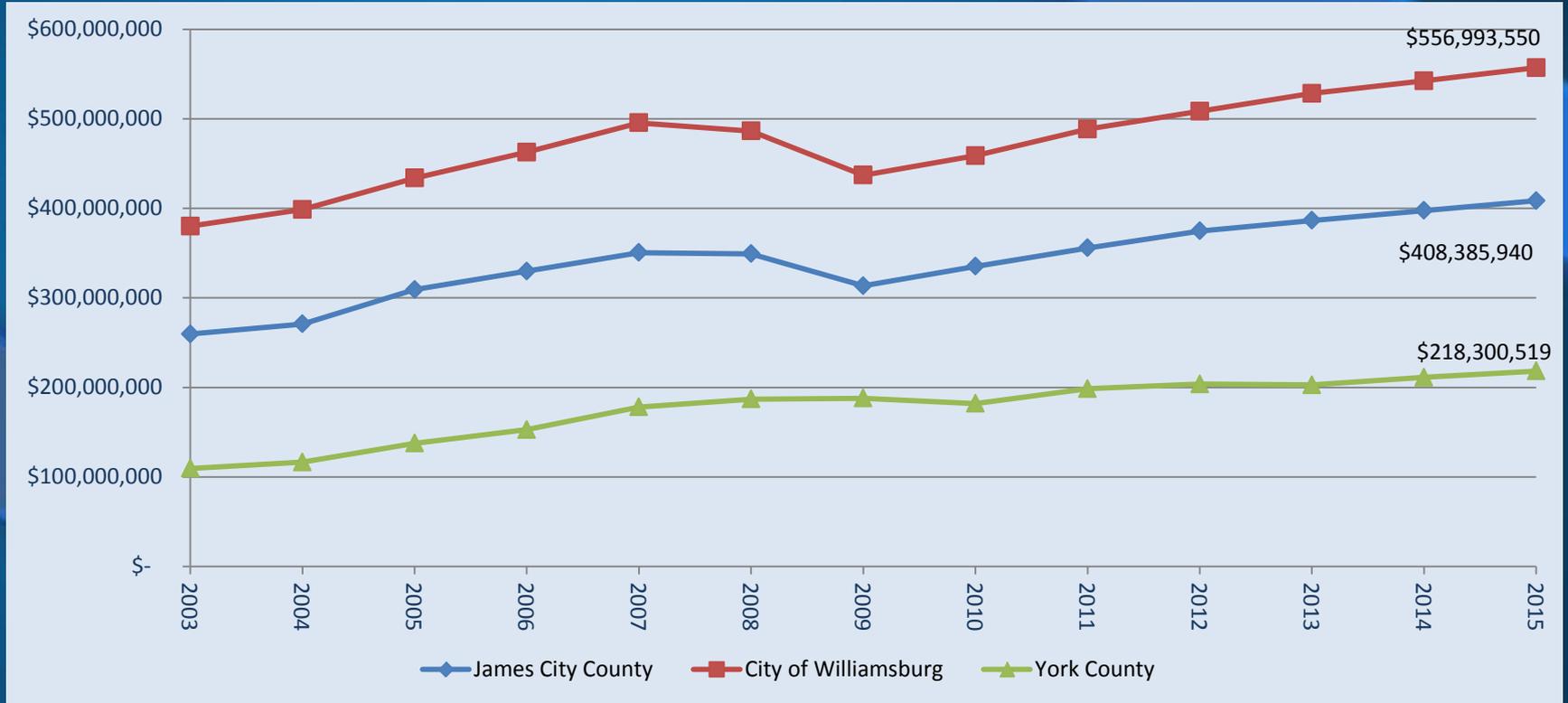
York County

Room Night Generation Comparison 2005 to 2015



Regional Tourism Expenditures

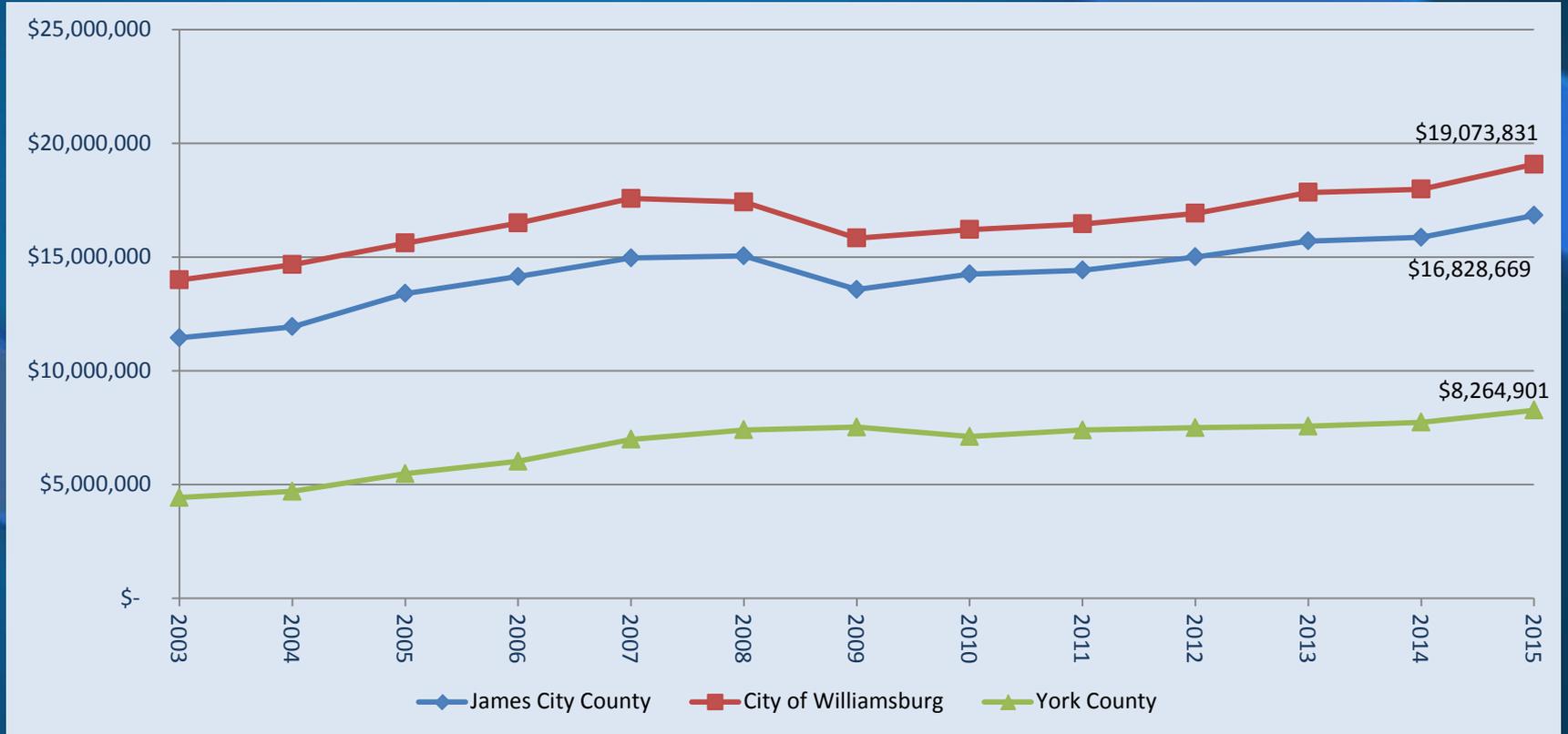
2003 thru 2015



Total Regional Tourism Expenditures are \$1,183,680,009

Regional Local Tourism Tax Revenues

2003 thru 2015



Total Regional Tourism Tax Revenues are \$44,167,401

Tourism Event Schedule 2017



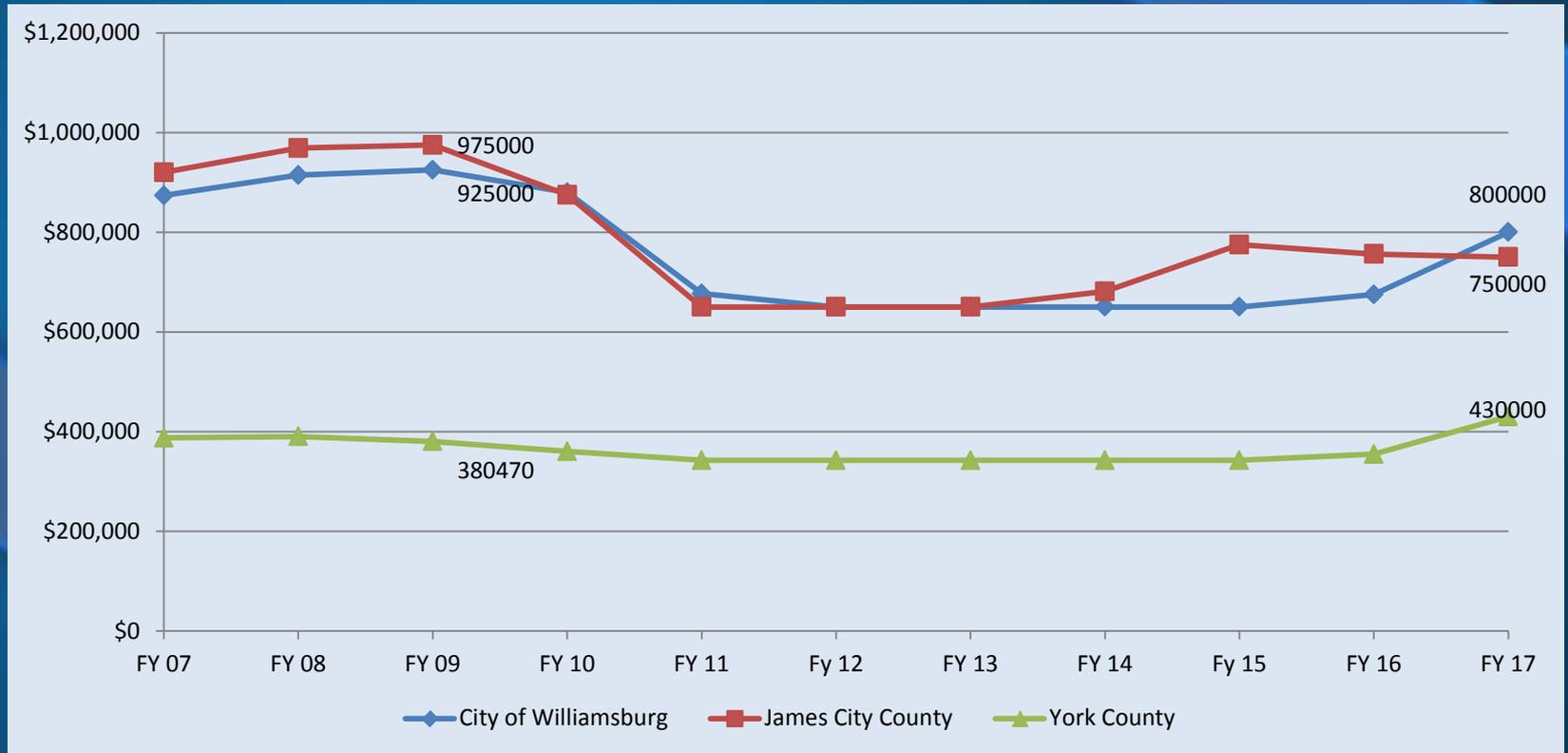
- Jan - March Cabin Fever Concert Series
- March American Revolution Museum at Yorktown grand opening
- April Garden Week
- March-May Williamsburg Spring Arts
- May Blues, Brews & BBQ Festival
- May Art at the River Juried Art Show
- May – Sept Yorktown Market Days
- June Shagging on the Riverwalk
- July Liberty Weekend – Independence Day
- August Military Band Concert Series
- Sept-October Williamsburg Fall Arts
- November Williamsburg Harvest Celebration
- Nov-Dec Christmas in Williamsburg

Funding Request Details



- Last year: \$430,000
 - This year: \$451,500
 - Variance: \$21,500 (5% increase)
-
- Leisure travel marketing \$105,000
 - Spring/Summer marketing \$ 80,000
 - Fall/Winter marketing \$ 81,500
 - Christmas holiday marketing \$ 80,000
 - Sports marketing \$ 50,000
 - Visitor guides/brochures \$ 20,000
 - Conference marketing & sales \$ 20,000
 - Group tour marketing & sales \$ 10,000
 - International marketing \$ 5,000
 - **TOTAL** \$451,500

Tourism Alliance Funding



In 2015, The Greater Williamsburg Domestic Tourism Industry:

Generated **\$1.18 Billion** in Visitor Spending



Supported Over **11,000** Jobs



Provided **\$44.1 Million** in State and Local Taxes



\$16.8 M

Amount of
James City County
Local Tax Receipts

\$19 M

Amount of Williamsburg
City Local Tax
Receipts

\$8.2 M

Amount of York
County Local
Tax Receipts

Tourism is the Fifth Largest Private Employer in Virginia

Our \$1.18 Billion in Tourism Expenditures results in tax revenues that are capable of supporting enough regional tax relief to pay for:
Employment of 904 firefighters, or Employment of 801 police officers,
or Employment of 795 Teachers, or Education of 3,794 students

Sports Williamsburg

VIRGINIA CLASSIC Overview



PRO CYCLING RETURNS TO VIRGINIA

- August 23-27, 2017
- Four-Day Stage Race
- World's Best Men's & Women's Teams
- International and National Broadcast
- Integrated App for Tracking the Tour
- Mass Participation Events

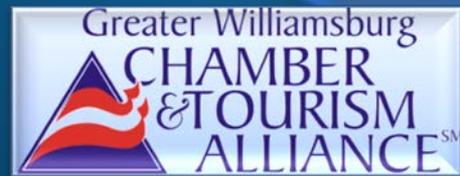
RPM Cycling Details

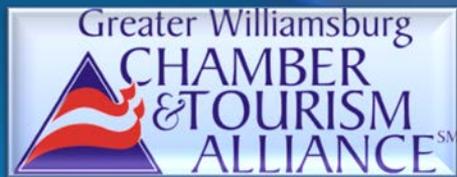
August, 2017

- Pre-event community event could be staged in Yorktown for active military, veterans or Wounded Warriors on 8/22
- Opening ceremony and music/beer festival on 8/23
- Start day for circuit race 8/24
 - Men's
 - Women's
- Considerable press coverage plus live filming of the event to showcase our destination
- Over 1,600 room nights for staff & teams
- Estimated economic impact: \$3.5 million
- Our sponsorship requires cash, plus police and security in-kind support



THANK YOU!





- Tourism Alliance Markets York County
- Leisure Marketing Efforts
 - Christmas/Holiday
 - Spring Arts Campaign
 - Fall Arts Campaign
 - Partner with VA Arts Festival – Funhouse
 - Williamsburg Harvest Celebration Campaign
 - Produce Williamsburg Area Visitor Guide
 - Produce Williamsburg Area Rack Brochure
 - Produce Williamsburg Area Arts Brochure
 - Produce Williamsburg Area Outdoors Brochures



Outdoor Adventures

Williamsburg, Jamestown, Yorktown



Outside – it's the perfect way to experience Williamsburg, Jamestown and Yorktown. Ride your bike on the scenic Capital Trail, see York River State Park via horseback and hike miles of fabulous trails. Kayak around Historic Jamestowne; take a boat tour or sailing excursion at Yorktown or simply go fishing or swimming.



Visit
WILLIAMSBURG
JAMESTOWN • YORKTOWN
WilliamsburgOutdoors.com



Tourism Alliance Markets York County

Consumer Sales

- Consumer Trade Shows
 - Southern Women's Show in Raleigh
 - Washington DC Travel Show
 - 5 AAA Consumer Travel Shows
 - AAA of the Carolinas Annual Staff Training Show
 - Sales Calls on more than 45 AAA offices in US each year
 - AAA FAM Tours
- Consumer Outreach
 - 20 Special Days at State Welcome Centers
 - East Coast Gateway Display and Digital Displays
 - College of William & Mary Student Orientation Shows and Family Weekend Value Card Promotions





Tourism Alliance Markets York County

Group Sales

- Group Tour
 - Student & Youth Travel Show, NTA & ABA Tradeshows
 - VA, PA, MD, NC/SC Motorcoach Associations Tradeshows
 - Group Tour FAM Tours
- Conference Sales
 - 7 Conference Sales Shows
 - 2 Client Events in key markets of DC and Raleigh
- Sports Williamsburg
 - Attend two national sports event rights holder shows
 - Participate in sports event conferences to generate leads for region
- Reunions and Weddings
 - Participate in William & Mary Weddings Show
 - Distribute Wedding and Reunion Leads