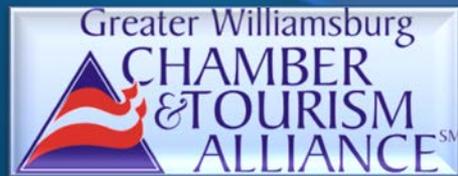


YORK COUNTY TOURISM UPDATE

SEPTEMBER 5, 2017



MARKETING OUR DESTINATION

THE FREEDOM
☆☆☆ *to have* ☆☆☆
FUN

FREEDOM
TO
RELAX

THE FREEDOM
»» TO BE ««
CURIOUS



Funding from York County supports Key Marketing and Sales Pieces:

- Williamsburg Area Visitor Guide
- Williamsburg Area Rack Brochure
- Williamsburg Area Arts Brochure
- Williamsburg Area Outdoors Brochure
- Williamsburg Area Weddings Brochure

A collage of various wedding photographs, including couples in formal attire, brides in white dresses, and couples embracing. The photos are arranged in a grid-like fashion, some overlapping, against a light background with floral motifs.

Weddings in WILLIAMSBURG

Williamsburg area has always been a special place for weddings starting with the wedding of Pocahontas and John Rolfe on Jamestown Island on April 5, 1608. The tradition of being the perfect location for weddings continues today with a variety of locations to make your wedding day one to remember.

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.

Williamsburg.com
8511 | 800-368-6511

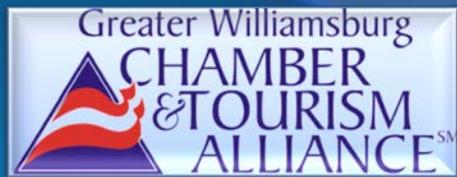
Visit
WILLIAMSBURG
JAMESTOWN YORKTOWN
WilliamsburgOutdoors.com



Funding from York County supports Consumer Sales and Marketing Programs

- 6 major consumer trade shows
- 20 special days at statewide welcome centers
- East Coast Gateway Visitor Center displays and digital panel displays
- William & Mary student orientation events & Family Weekend value card promotions





Funding from York County supports :

- Group Tour FAM Tours
- VA, PA, MD, NC, SC and national motorcoach trade shows
- Student-Youth trade shows





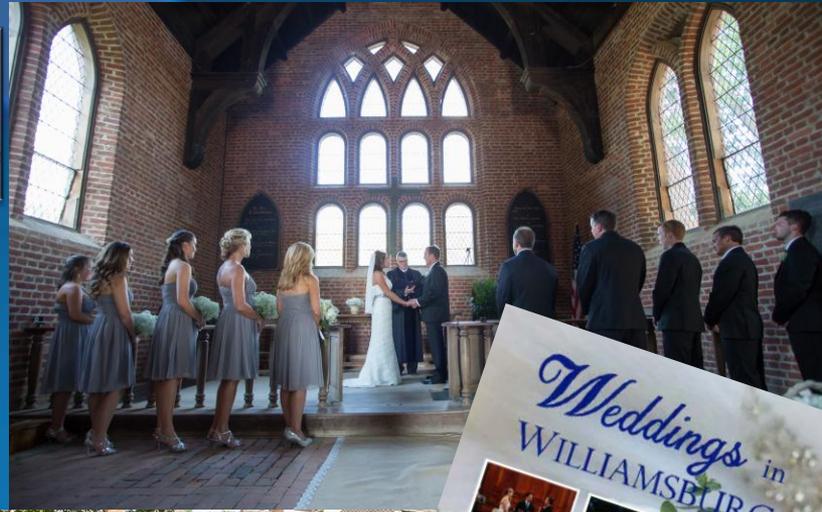
Funding from York County supports conference sales:

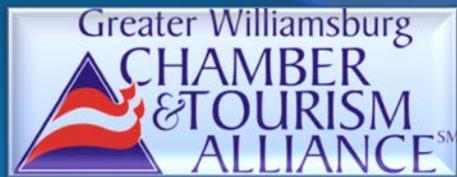
- 7 major conference trade shows
- 2 client events in Washington, DC and Raleigh, NC
- Sales missions and sales calls to key target markets on East Coast





Funding from York County supports Reunion and Wedding Marketing

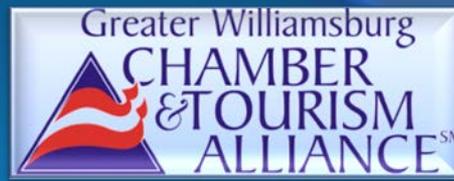




Funding from York County supports Sports Williamsburg:

- National Sports events trade shows
- Focused sports event conferences to generate leads
- Some 2017 Sports Groups:
 - National Softball Association
 - Triple Crown Baseball
 - Lacrosse Tournaments
 - Legacy Soccer Tournaments
 - Rev3 Triathlon
 - College Prep Golf
 - LGPA at Kingsmill
 - Patriot's Half Triathlon
 - FLW Fishing





Funding from York County supports International Marketing efforts:

- IPW Tradeshow in Washington, DC
- Multiple pre and post IPW familiarization tours
- New VisitWilliamsburgUSA.com landing pages for international visitors
- New international brochure





Funding from York County supports major seasonal advertising campaigns:

- Williamsburg Spring Arts
- Williamsburg Fall Arts
- Christmas in Williamsburg

With over 50 events from March through May

What will you discover?



ArtsInWilliamsburg.com

What will you discover?



williamsburg spring arts

JAMESTOWN • YORKTOWN

ArtsInWilliamsburg.com

15 Best Summer Weekend Getaways You'll Want to Book This Second

Why hello, Summer Fridays! Here's how to make the most of all 1

BY ERIN GIFFORD



Niagara Falls, New York



Williamsburg, Virginia



STEPHEN B. GOODWIN/SHUTTERSTOCK

Head to Williamsburg in Virginia's Historic Triangle where you can rent period costumes in Colonial Williamsburg and spend time learning a trade, like wooden barrel making. You can even sit on a jury as part of a mock witch trial or go on an evening ghost walk. Beyond historical attractions, plan to walk in the treetops at [Go Ape](#), hunt for fossils at [York River State Park](#), and ride all the rides at [Busch Gardens](#), including the new wooden roller coaster, [InvadR](#). Book a stay at [Kingsmill Resort](#) where kids will love the pool with its water slide and lazy river.

4 Family-Friendly Mini Vacations

Extend the fun! These four day-trip destinations are perfect for turning into a long weekend.

By Karen Cicero from [Parents Magazine](#)



4
of 4

1
of 4



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iStockphoto

Yorktown Battlefield

Yorktown, Virginia

Show your *Hamilton* fan where “the world turned upside down.” Families can take a 45-minute tour to see fortifications, tents, and canyons in the fields where the British surrendered. Nearby, the American Revolution Museum at Yorktown has a bust of the Marquis de Lafayette, aka “America’s favorite fighting Frenchman!”

Add A Few More Days: Continue your trip with stops at the Jamestown Settlement (kids can climb aboard recreations of three ships that sailed from England to Virginia) and Colonial Williamsburg (tour the Governor’s Palace and nearby gardens). Buy an America’s Historic Triangle ticket, which covers admission to all of these attractions. Balance the history-focused stops with a trip to Busch Gardens (there’s a new wooden coaster for kids 46 inches and up), guided horseback riding tour at Lakewood Trails (age 7 and up), and round of mini golf at Pirates Cove Adventure Golf. Stay in one of the condos at Kingsmill Resort, which offers a playground, spa with treatments for the whole family, and pool complex with a lazy



HOLIDAYS & OCCASIONS
This Is Our Most Popular Christmas Cake Ever



HOLIDAYS & OCCASIONS
Our Favorite Thanksgiving Serving Platters



SOUTHERN CULTURE
Here's How To Get a Great Photo of Your Dog This Christmas...



HOLIDAYS & OCCASIONS
11 Last of July

HOME • HOLIDAYS & OCCASIONS • CHRISTMAS

The Best Small Towns for Christmas in the South



Holiday magic for all.

Caroline Rogers

Skip the crowded cities, and spend your Christmas in one of the South's charming small towns. You won't regret it. Take a drive to these sweet small towns, and you'll be in for a holiday filled with some of the season's best—as well as the most festive the South has to offer. Also, these Southern small towns have some of the mildest weather in the country during the Christmas season, which is such a bonus. When you're in small towns, you're in for the holiday season, the best...

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by



19 of 20 BDphoto/Getty Images

Williamsburg, Virginia

Experience Colonial flavor in **Williamsburg** at Christmastime. The yearly **A Colonial Christmas** celebration lets visitors explore the Jamestown Settlement and meander the American Revolution Museum at Yorktown—so you can celebrate Christmas and learn about American history at the same time.

FAMILY

Explore Alexander Hamilton's America

5/23/2017 — By Liza Weisstuch



Williamsburg, Virginia, is arguably the most well-known Revolutionary War locale (what with its veritable theme park and all!), and you better believe Hamilton had some skin in the game there. In 1781, he had just been granted command of a small regiment and his was among the forces stationed in Dobbs Ferry, New York. With the plan to attack British defenses in Yorktown, Virginia, Hamilton's troops joined the rest to trek 300 miles south for that battle. After they encamped close to the water for four days, Hamilton headed to the heart of Williamsburg on September 24 for final battle prep, including a thorough inventory of the swords, muskets, bayonets and plenty of other artillery. On September 28 his battalion was one of the combined American and French forces to march to Yorktown. He successfully led the storming of a major British brigade, which we look back on now as the Battle of Yorktown's critical turning point, a victory that ultimately resulted in French and American peace talks with Britain.



Greater Williamsburg, VA

You've probably visited the area on a grade school trip, but there's more to Greater Williamsburg than the Busch Gardens or the Jamestown Settlement. In recent years, the region has undergone a remarkable transformation into a hub for fine dining, shopping, and the arts. Don't miss a tour of the [Williamsburg Winery](#) and [Alewerks Brewing Company](#) to sample some of the best wines and microbrews the country has to offer.

Splurge: [Williamsburg Inn](#)

This majestic hotel is fit for a royalty — literally. Queen Elizabeth II has stayed twice at this charming Colonial Revival-style property, acclaimed for its fine dining and impeccable service.

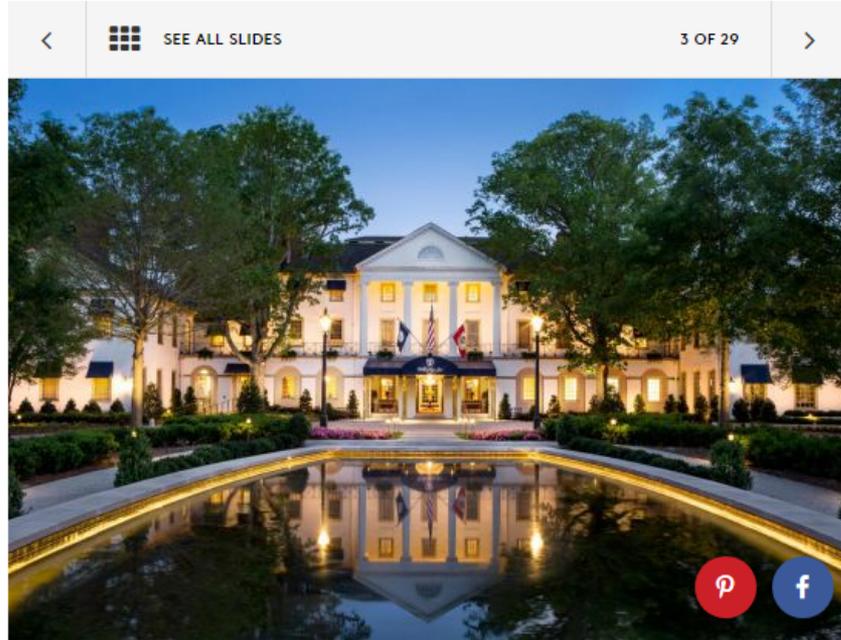


PHOTO: COURTESY OF WILLIAMSBURG INN



From award-winning wine and micro-brewed beer to distilled spirits and mead made from historic recipes with a modern twist, experience the best of handcrafted alcoholic beverages in Greater Williamsburg.

WilliamsburgTastingTrail.com

PALATE TRIP

A TASTE OF WILLIAMSBURG



Le Yaca

You probably know what sights to see in the Williamsburg area. About an hour from Richmond, you can explore history in Colonial Williamsburg, Jamestown or Yorktown; shop at the outlets or along Merchants Square; and play at Busch Gardens or Water Country.

The top dining spots may not be as apparent. Besides the legendary Plaza's far-pit-cooked barbecue, the town boasts many newer dining destinations, including a name familiar to Richmonders, Peter Chang Cafe; casual seafood at Ocean & Ale (don't miss the seafood mac and cheese); upscale atmosphere at Fat Canary; and many others.

DOG STREET PUB

Think gastropub surrounded by Colonial history. Ponder a menu sprinkled with British influences in fish and chips, multi-gateway and Welsh rabbit, plus burgers, hearty entrees and delightful desserts. Feature a beer list with carefully chosen beers from near and far. Eat, drink, be merry; then visit Hair of the Dog bottle shop for beer to go. 401 W. Duke of Gloucester St., DogStreetPub.com.

LE YACA

The Le Yaca concept began during the 1960s in the French Alps. Though the location and ownership have morphed, the

idea remains: fine French cuisine served in a dignified setting and masterful dining that confirms why Thomas Jefferson took James Hemings with him to Paris — to enable Hemings to import French culinary skills to the new United States. 1430 High St., LeYacaWilliamsburg.com.

CRAFT 31

Steve Lewis of Richmond's Bottoms Up Pizzeria has partnered with other restaurants to offer casual dining to gourmet palates in Williamsburg. Besides gourmet burgers and similar fare, Craft 31 features the thin-crust version of Bottoms Up's signature pizza, 31 well-curated craft beers on tap and "beozie shakatails" cocktails. 3701 Strawberry Plains Road, Craft-31.com.

FOOD FOR THOUGHT

"Eat, drink, think." Feast on the words of Robert Frost, Mahatma Gandhi, Joan of Arc, Martin Luther King Jr. and other great minds. Then satisfy your palate and belly with diverse food reflecting American favorites, cosmopolitan tastes and vegetarian preferences. 1647 Richmond Road, FoodForThoughtRestaurants.com.

COLONIAL WILLIAMSBURG HISTORIC TAVERNS

Flash back into Colonial times in the four re-created taverns, each distinctly different, yet all with 18th-century touches: custom-made servers, strolling balladners and period flavors. Dine at Christiansa Campbell's for seafood selections; The King's Arms for gourmet service and multiple menus; Chowning's Tavern for alcoholic fare and historic brews; or Shields Tavern for approachable American lunch classics. ColonialWilliamsburg.com/dor/restaurants.

THE CHEESE SHOP

Who doesn't love cheese? Hand-crafted fresh, semi-soft, soft-ripened, surface-ripened, semi-hard and hard cheeses, blue



Williamsburg Winery

and wash-rind cheeses — plus meats and specialty food products, more than 120 craft beers and quality wines. Grab to-go or as made-to-order deli sandwiches for a picnic or to enjoy in the shop. 410 W. Duke of Gloucester St., CheeseShopWilliamsburg.com.

WILLIAMSBURG TASTING TRAIL

For wine-spirited fun, hop along the trail of fermented and distilled beverages. All stops offer tastings (for a fee) and packaged products for purchase. The winery and breweries can still fill pours, while the meadery and distilleries by law can pour only a limited amount (but enough to enjoy and help you decide which product to purchase). VisitWilliamsburg/williamsburg-tasting-trail.

Founded in 1985, Williamsburg Winery has been on the forefront of Virginia grape-growing and winemaking, producing reds, whites and specialty wines. Take a tour and/or enjoy a tasting at the winery or pair the wine with a culinary adventure at Gali Perrempal, the on-site restaurant. A new outdoor tasting room and wine bar is in the works near Colonial Williamsburg. 5800 Winesap Hamlet, WilliamsburgWinery.com.

AleWorks has been brewing award-winning beers since 2006, including seasonal releases such as Little Valentine double IPA,

Ursto Effect chocolate stout and Twenty Knots Belgian-style trippel. AleWorks also brews the historic ale served in Colonial Williamsburg, including Dear Old Man spiced ale and Old Stitch brown ale. 100 Ewell Road, AleWorks.com.

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THE BEBEDERO IN CHARLOTTEVILLE

Creative, hybrid Mexican cuisine, bursting with fresh flavors, served in a colorful, artistic atmosphere. The Bebedero grow from Veracruz roots, reflecting indigenous, Spanish and Afro-Cuban influences and a coastal location (can you say "seafood"?). The cocktail menu is equally creative, including Tequila aged with scorpions, a mind-blowing Tequila y Maizal list and a wonderfully fitting beer list. Lunch, dinner and weekend brunch.

313 Second St. SE, Charlottesville
TheBebedero.com ■

added herbs, spices and fruits. Try and buy mead at Silver Hand Meadery, 226C Monticello Ave., SilverHandMeadery.com.

Born in 2005 in Sperryville, Virginia, Copper Fox Distillery opened its Williamsburg location in 2016. The business not only distills spirits, it also malts locally grown barley using cherrywood and applewood, for richer spirit flavors. At the tasting room, you can tour the distillery and sample Wamond's single malt and rye whiskeys and Copper Fox Vodka, made using Virginia botanicals and the requisite juniper (also in its cocktails). 901 Capital Landing Road, CopperFox.biz/williamsburg/.

Williamsburg Distillery offers distillery tours plus tastings of its liquor or tastings of cocktails made with the liquors. Currently offering Jameson Gin in the ginnyer style or Yorktown Silver Rum, with bourbon aging for future releases. 7218 Merrimac Trail, WilliamsburgDistillery.com. ■

We take the Tasting Trail to get ready for National Drink Wine Day on Coast Live

POSTED 1:24 PM, FEBRUARY 17, 2017, BY COAST LIVE, UPDATED AT 03:40PM, FEBRUARY 17, 2017



WILLIAMSBURG, Va. - Williamsburg is where America learned to drink and make drink. Our country's first settlers planted vines for wine and brewed beer almost as fast as they built forts, houses and churches.

So who better to get us ready for National Drink Wine Day (February 18th) than our guests from [Williamsburg Winery](#) and [Silver Hand Meadery](#).

To find out more, check out [WilliamsburgTastingTrail.com](#).



Fine local craft brews at Williamsburg Virginia Beer Co.

TASTING TIME

THERE'S MORE TO WILLIAMSBURG, Virginia, than history and theme parks. The city's Tasting Trail (www.visitwilliamsburg.com/trip-idea/williamsburg-tasting-trail) of award-winning wine, microbrewed beer, ancient mead and distilled spirits, has three new stops worth a sip, all opened in 2016. Copper Fox Distillery Williamsburg (www.copperfox.biz) is home to craft whiskies and gin made from locally grown barley. The Virginia Beer Co. (www.virginiabeerco.com) offers a seasonal rotation of craft beers served in a family-friendly taproom and pet-friendly beer garden. Or, explore the ancient beverage of mead, which is created by fermenting the sugars found in honey, at Silver Hand Meadery (silverhandmeadery.com).

After a day of tasting, stay at the Williamsburg Inn (www.colonialwilliamsburg.com/stay/williamsburg-inn), which reopens in late April after renovations. Since 1937, the inn in Colonial Williamsburg has been a place of respite for royalty, politicians and celebrities. In 2016, the inn completed the opening round of its most extensive renovation in 15 years, maintaining Colonial Williamsburg founding benefactor John D. Rockefeller Jr.'s standards of classic elegance (a doorman in top hat and tails greets you) while adding 21st century amenities to guest rooms: Bose radios, flat-screen TVs and custom-designed armoires with LED lighting. Additional renovations include a new terraced pool area.

Williamsburg Inn rates begin at \$399 per night, and rooms offer views of the historic area, gardens and the Golden Horseshoe Golf Club, named one of *Golf Digest's* "2016 Best Golf Resorts in the Mid-Atlantic." A \$2.5 million renovation of the club's Gold Course is scheduled to be completed this spring.



The new Harriet Tubman Underground Railroad Visitor Center (above) is part of the 120-mile scenic drive in Maryland and Delaware.

TRAVEL THE UNDERGROUND RAILROAD

FOLLOW IN THE FOOTSTEPS of American heroine Harriet Tubman and learn how she led people from slavery to freedom at the new Harriet Tubman Underground Railroad Visitor Center, opening March 11 in Maryland's Dorchester County. A joint venture of the Maryland Park Service and the National Park Service, the visitor center will serve as a key stop on the 36-site Harriet Tubman Underground Railroad Byway, a 125-mile scenic drive that runs through Dorchester and Caroline counties and extends into Delaware.

The new visitor center is filled with interactive and multimedia exhibits that reveal how the Choptank River region shaped Tubman's early years, her missions as an Underground Railroad conductor, and her later years as a suffragist and civil rights worker.

Admission to the visitor center is free. Visit dnr2.maryland.gov/publiclands/Pages/eastern/tubman_visitorcenter.aspx for more information and scheduled events on opening weekend. A free byway audio guide, with commentary from Tubman's relatives, is available for download at harriettubmanbyway.org or as a CD set at the visitor center. Nearby Blackwater Paddle & Pedal (www.blackwaterpaddleandpedal.com) offers kayak and bike tours of the Underground Railroad landscape. ■

FIT FOR FUN

Got a passion for action? These five family spots deliver fresh-air thrills!

Sticks crunching under your boots as a

explore AMAZING PLACES

BIKING Williamsburg, VA

Williamsburg is known for history, but it also has a rep for stellar biking. The Virginia Capital Trail is a designated scenic 52-mile-long byway that connects the past and present capitals of Jamestown and Richmond. It meanders along Civil War battlefields, farms, wetlands, and wildlife sanctuaries, all of it paved and much of it shaded. You can get on and off as you like, so you ride only the distance your gang wants to tackle. The trail begins at the historic Jamestown settlement—the first English settlement in America and the original capital of Virginia—in Williamsburg. The trail ends in Great Shiplock Park in the state's current capital of Richmond. Volunteers, known as trail ambassadors, carry phones and first-aid kits. They can point you to the bathrooms, bike fix-it stations, bike rental stands, and convenience stores.

Book It The recently remodeled Kingsmill Resort (kingsmill.com) is about 20 minutes away from the Williamsburg end and can serve as your home base. The rate for a room with two double beds ranges from about \$139 in winter to \$225 in summer. Bring your own bikes, or rent them along the trail for \$25 for a half day or \$35 for a full day for any bike (except tandem), including a helmet and a lock.





NEWS ▾

WEATHER ▾

INVESTIGATIONS ▾

HEALTH

SPORTS ▾

CONTESTS ▾

COMMUNITY ▾

Visit Williamsburg

Ad

WRIC Newsroom

Published: May 31, 2017, 12:26 pm



TEST: VISITWILLIAMSBURG

NEWS WHERE YOU LIVE

abc 8 WRIC.COM 9:25 70°

8

T+L | WORLDS BEST | U.S.

The Top 15 Cities in the United States

Staying close to home has its rewards — as you'll discover in these top



Posted July 11, 2017

by Jacqueline Gifford

From New York to Santa Fe, Honolulu to Nashville, American cities represent some of the world's most thriving hubs for art, culture, music, and incredible regional cuisine.

When we asked T+L readers what urban centers stood out from the pack, they had one clear answer: Southern crowd-pleasers. Eight out of the top 15 cities this year hailed from that region, and the list included iconic weekend getaway destinations like Nashville, San Antonio, and Asheville, North Carolina. "Asheville is a booming city with much to see and do," said reader Sandra Billings. Other readers noted that the food and drink scene was booming. "The expanding craft beer scene is amazing," noted Chloe Todd. "The breweries are fun to experience, and the downtown strip has cool, local shops."

Every year for our World's Best Awards survey, T+L asks readers to weigh in on travel experiences around the globe — to share their opinions on the top cities, islands, cruise ships, spas, airlines, and more.



13. Williamsburg, Virginia

Score: 83.75

MARKETING METRICS

- VisitWilliamsburg.com
 - Website Traffic up 11%
 - VA +22%
 - NY +13%
 - PA +11%
 - DC +27%
 - NC +23%
 - 3.6 million page views this year
 - Organic Search traffic up 22%

Funding from York County supports the Williamsburg Taste Festival:

- New Culinary Village
- Dine-outs in Yorktown

The Williamsburg Taste Festival is a celebration of centuries-old food traditions reimaged in a thoroughly modern and sophisticated way. Join local and national culinary trendsetters, brew masters and vintners for an epicurean adventure set in one of the most historic and picturesque cities in America. You'll get a mouthwatering taste of what's making one of America's oldest foodie destinations one of the newest.



SCORE CARDS THROUGH MAY 2017

York County

Calendar Year thru May 2017 Report

<u>Business Metric</u>	<u>Results</u>	<u>Change YOY</u>	<u>Source</u>
# of Hotel rooms	2,819	-252	Destination Research
# of timeshare rooms	2,724	0	Destination Research
# of B&Bs	16	0	Destination Research
Total Lodging Rooms	5,559	-252	Destination Research
# of occupied hotels/B&Bs	189,087	-0.6%	Municipal Tax Data thru May 2017
# of occupied timeshare rentals	17,618	0.8%	Not Categorized
Room night demand growth	-1,089	-0.5%	Municipal Tax Data thru May 2017
Rooms Sales	\$28,044,505	0.8%	Municipal Tax Data thru May 2017
Room Sales Tax	\$1,402,225	0.8%	Municipal Tax Data thru May 2017
Average Daily Rate	135.44	1.2%	Municipal Tax Data thru May 2017
Meals Tax	\$2,444,889	5.7%	Municipal Tax Data thru May 2017
Retail sales tax	\$3,042,794	4.6%	Municipal Tax Data thru April 2017
\$2 Lodging Tax Collections	\$417,460	0.4%	Municipal Tax Data thru May 2017

Greater Williamsburg Region

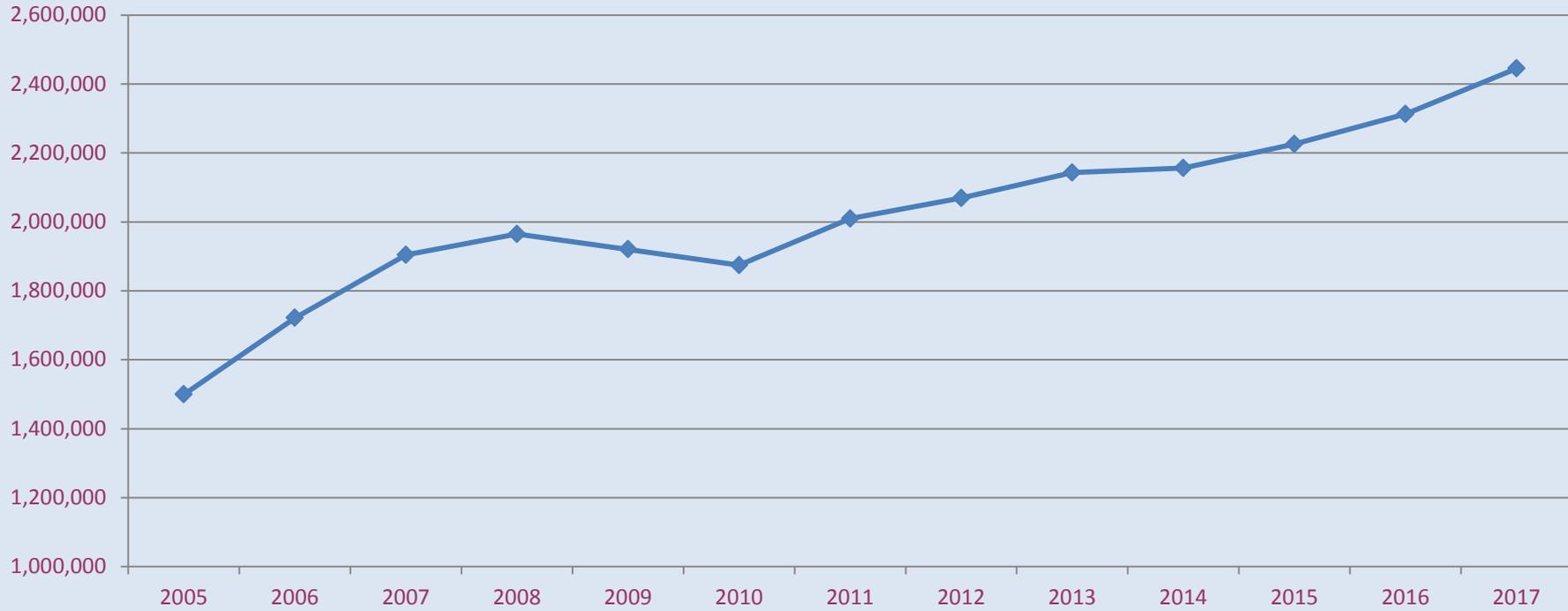
Calendar Year thru May 2017 Report

Business Metric	<u>City of Wmbg thru</u> 5/17	<u>James Cty Cnty thru</u> 5/17	<u>York County thru</u> 5/17	<u>Wmbg Region thru</u> 5/17	<u>Change</u>
# of Hotel rooms	3,189	2,262	2,819	8,270	-512
# of timeshare rooms	370	3,654	2,724	6,748	72
# of B&Bs	79	7	16	102	-4
Total Lodging Rooms	3,638	5,923	5,559	15,120	-444
# of occupied hotels/B&Bs/(includes Timeshares in City)	185,858	112,864	189,087	487,809	-1.0%
# of occupied timeshare rentals in JCC and YC	N/A	44,775	17,618	62,393	2.0%
Room night demand growth	-8,886	6,086	-1,089	-3,889	-0.6%
Rooms Sales	\$20,559,660	\$16,745,105	\$28,044,505	65,349,270	-0.7%
Room sales tax	\$1,027,983	\$837,255	\$1,402,225	3,267,464	-0.7%
Average Daily Rate	\$110.62	\$106.22	\$135.44	\$118.70	-0.1%
Meals tax	\$2,534,901	\$2,521,623	\$2,444,889	7,501,414	2.4%
Retail sales tax	\$1,125,398	\$3,176,526	\$3,042,794	\$7,344,718	0.7%
\$2 Lodging Tax Collections	\$371,716	\$269,012	\$417,460	\$550,562	-0.6%

York County YTD Sales Tax Revenues



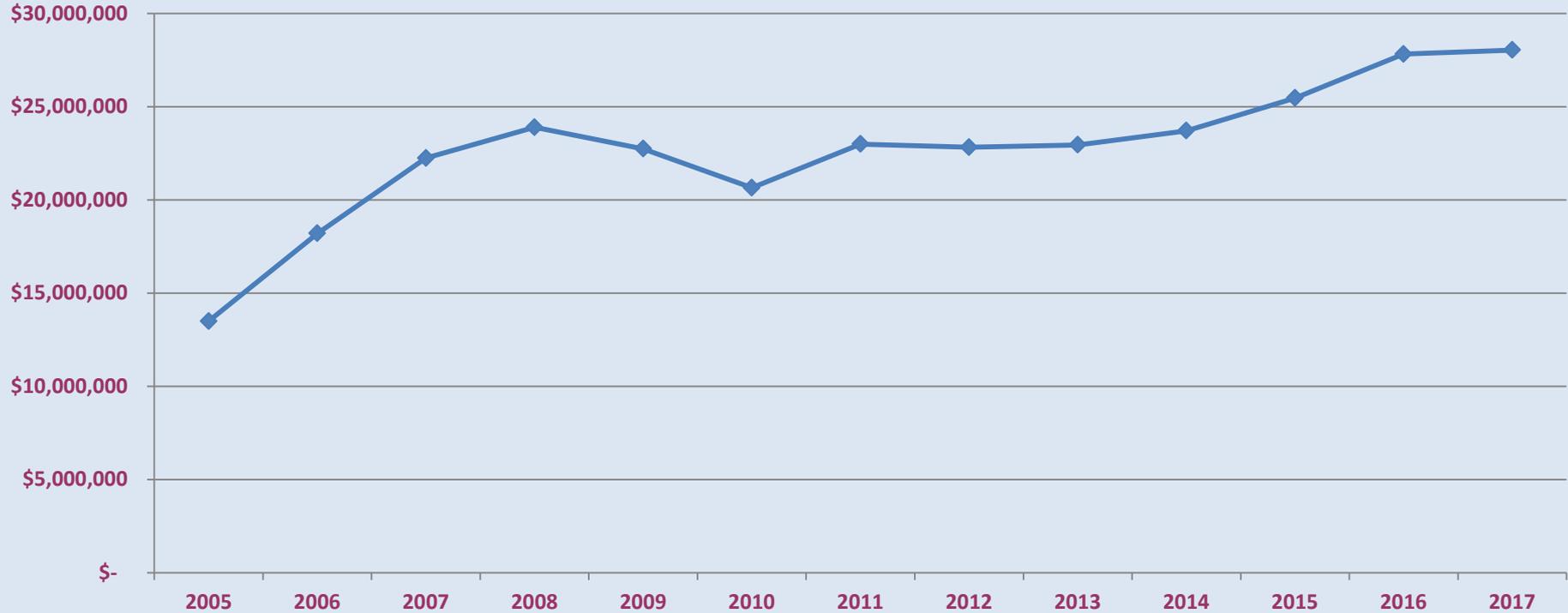
York County YTD Meals Tax Revenues



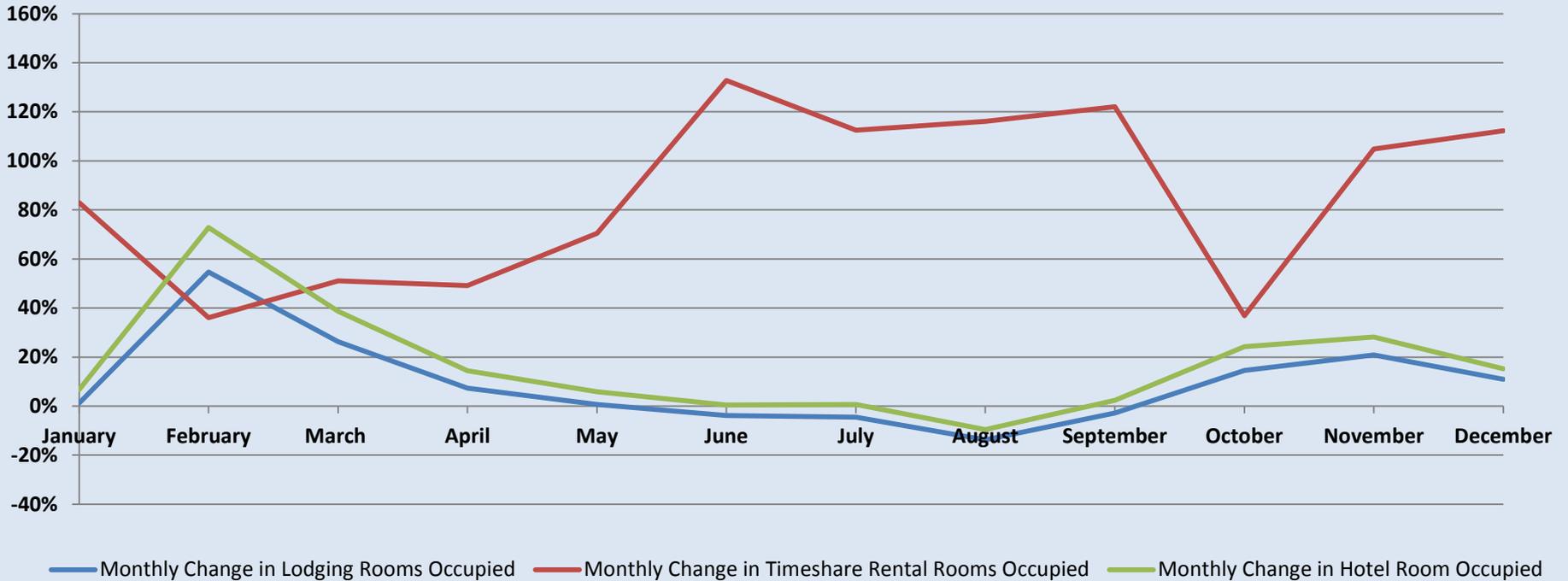
York County YTD thru May Occupied Rooms



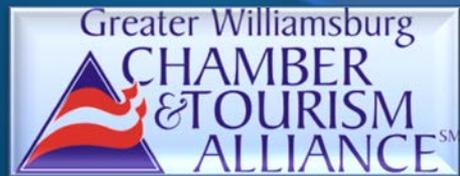
York County YTD thru May Room Sales Revenues



York County Occupied Rooms Changes by Month 2005 vs. 2016



THANK YOU



	ALLIANCE	WADMC
Group Tour Sales & Marketing	✓	
Conference Sales & Marketing	✓	
Sports Sales & Marketing	✓	
Military & Family Reunion Sales & Marketing	✓	
Wedding Marketing	✓	
Spring Arts Marketing	✓	
Fall Arts Marketing	✓	
Christmas Marketing	✓	
State Welcome Center Outreach and Marketing	✓	
Maps for State Welcome Centers	✓	
East Coast Gateway Digital Panels and Information	✓	
International Tourism Sales & Marketing	✓	
Summer Tourism Campaign		✓
Year Round Public Relations		✓

CIVITAS RESEARCH

- Step One: Research and Outreach Preparation
- Step Two: Report with summary of findings and recommendations

FUNHOUSE FEST 2017

- June 23-25, 2017
- Bruce Hornsby, Sheryl Crow, Rhiannon Giddens
- Additional regional food trucks
- Alewerks and Devils' Back Bone beer

