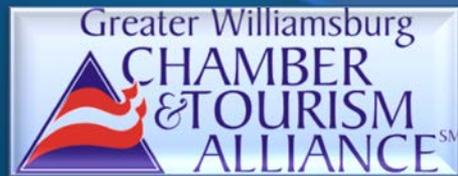


YORK COUNTY TOURISM UPDATE

FEBRUARY 6, 2018



MARKETING OUR DESTINATION



Funding from York County supports the Williamsburg Taste Festival:

- New Culinary Village
 - Chef Brian Hines and Riverwalk
- Dine-outs in Yorktown
 - The York River Crawl on Thursday 4/19
 - Riverwalk Dock to Dish on Saturday, 4/20
- Sunday Brunch in Culinary Village, 4/21
 - Chef Brian Hines
- Beer University in Culinary Village, 4/21
 - Alewerks
 - Virginia Beer
 - Brass Cannon



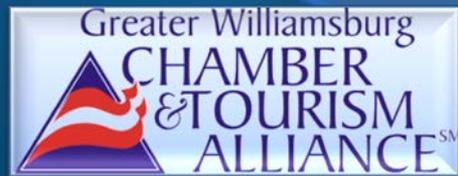
YORK COUNTY SCORE CARD THROUGH NOVEMBER 2017

York County

Calendar Year thru November 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	495,764	1.9%	Municipal Tax Data thru Nov 2017
# of occupied timeshare rentals	48,667	-1.1%	Municipal Tax Data thru Nov 2017
Room night demand growth	8,652	1.6%	Municipal Tax Data thru Nov 2017
Rooms Sales	\$72,910,508	2.4%	Municipal Tax Data thru Nov 2017
Room Sales Tax	\$3,645,525	2.4%	Municipal Tax Data thru Nov 2017
Average Daily Rate	133.92	0.8%	Municipal Tax Data thru Nov 2017
Meals Tax	\$5,888,240	4.0%	Municipal Tax Data thru Nov 2017
Retail sales tax	\$8,067,530	1.9%	Municipal Tax Data thru Oct 2017
\$2 Lodging Tax Collections	\$1,086,738	2.6%	Municipal Tax Data thru Nov 2017

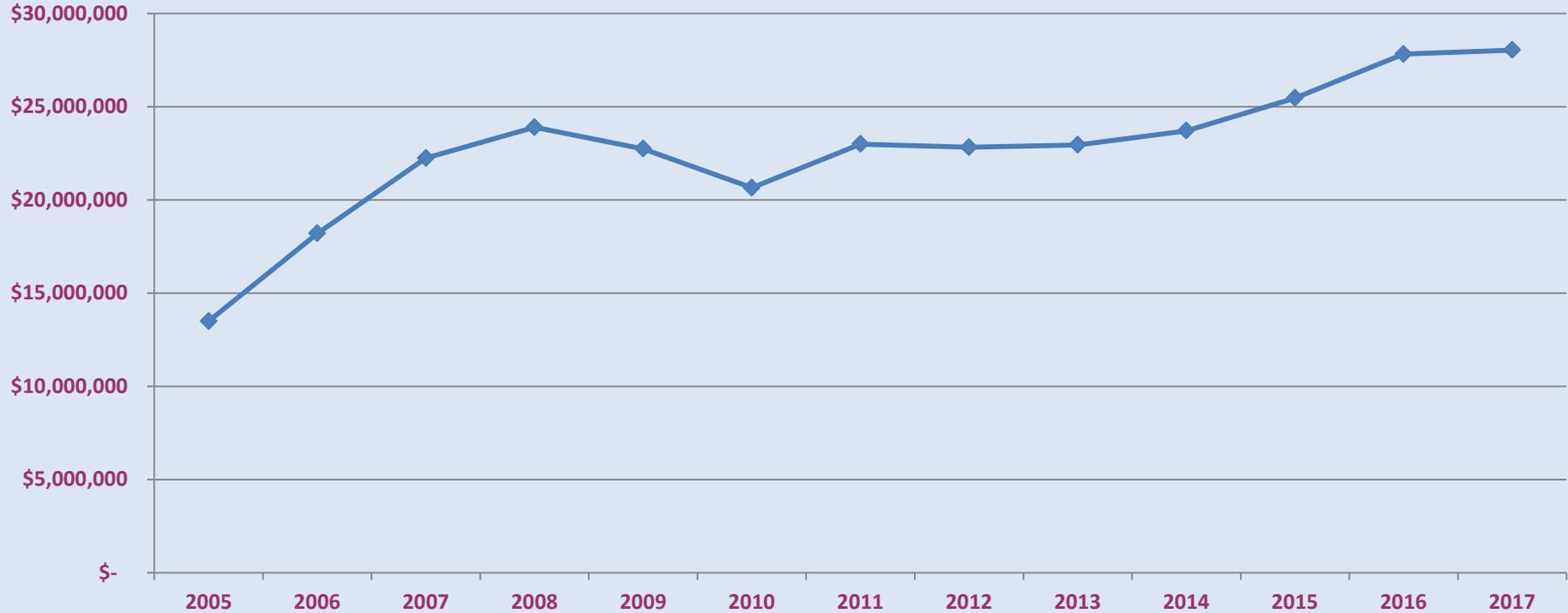
THANK YOU



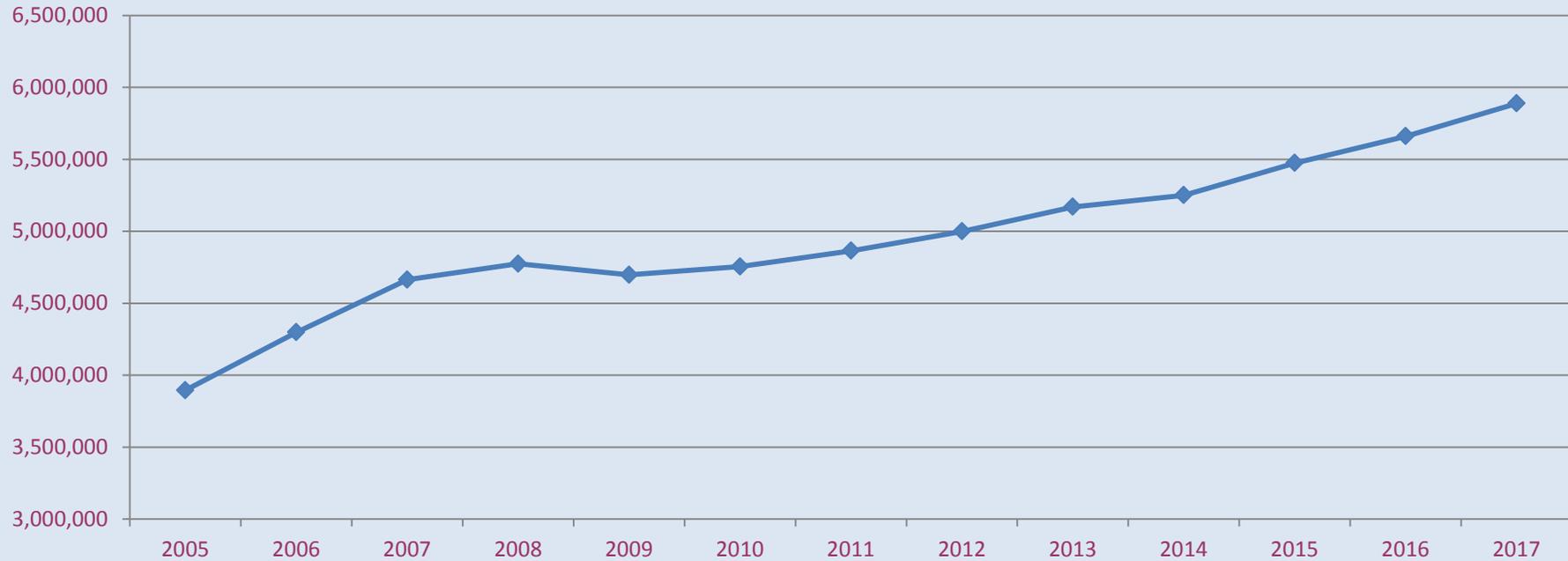
York County YTD Occupied Rooms Through November



York County YTD thru May Room Sales Revenues



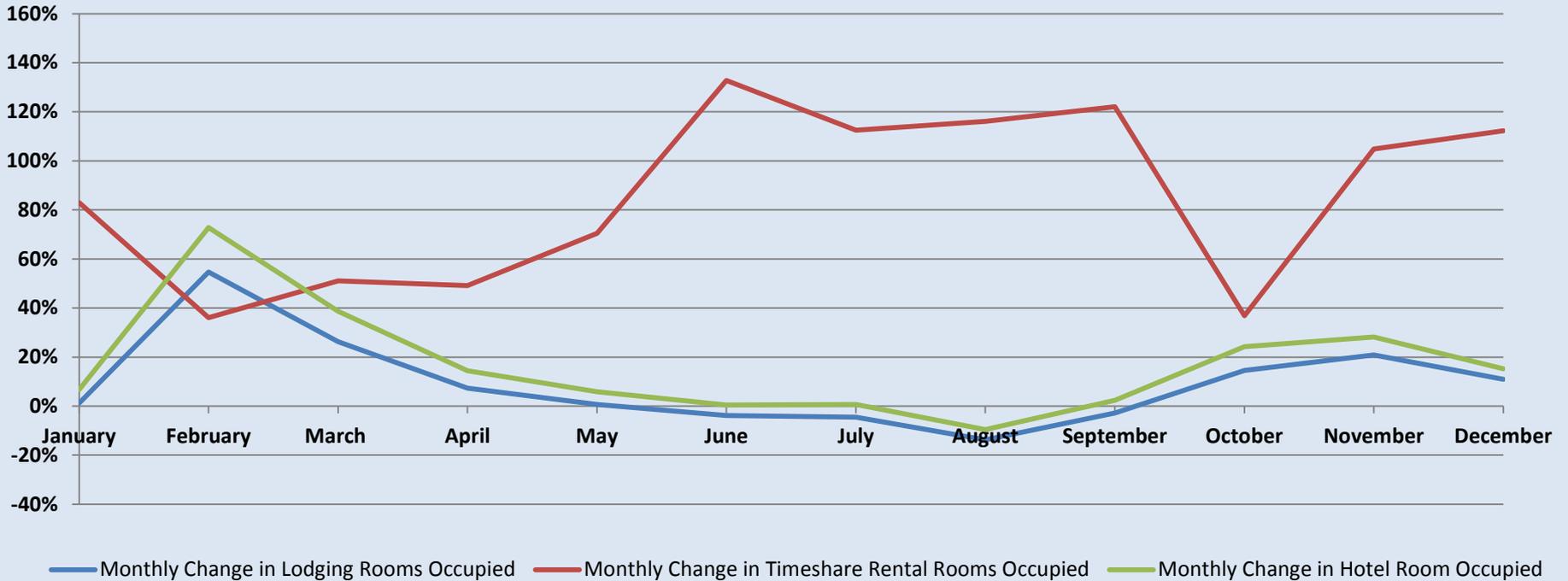
York County YTD Meals Tax Revenues through November



York County YTD Sales Tax Revenues



York County Occupied Rooms Changes by Month 2005 vs. 2016



	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		✓