



2022 Tourism Update

Sheryl Wagner, Director of Tourism

Presented by the City of Staunton Tourism Department



Tourism Department

- **Mission** –to promote the City of Staunton as a tourism destination through integrated marketing, advertising & public relations. (Staunton tourism department was created in 1989.)
- **Money** – FY 23: \$560,651 (additional \$55,758 for Downtown Visitor Center.) Total budget: **\$616,409**
 - Lodging Tax
 - General Fund

Tourism Staff

Sheryl Wagner, Director of Tourism

- Manages overall operation of the Tourism department.

Jessica Williams, Marketing Manager

- Responsible for marketing Staunton as a tourism destination to leisure and group travelers.

Kim Cormier, Administrative Assistant

- Provides office management and support to the Tourism & Economic Development departments.

Gloria Brandt, Visitor Center
Supervisor

- Oversees Visitor Center operation and provides information and assistance to visitors.

Karen Romig, Travel Counselor

- Provides information and assistance to visitors.

Nancy Artley, Travel Counselor

- Provides information and assistance to visitors.

Selah Sprinkel, Travel Counselor

- Provides information and assistance to visitors.



1,437 Hotel Rooms



103 Restaurants



5 Bed & Breakfasts



**65 Independent
Retailers**



**2 Breweries, Cidery
& Winery**



119 Airbnb's



Tourism is an Instant Revenue Generator

IN 2021, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

Travel Economic Impacts	2017	2018	2019	2020	2021	Percent Change
Employment	865	876	905	684	698	2.1%
Expenditures	\$51,252,358	\$57,504,446	\$66,395,920	\$45,217,398	\$63,102,801	39.6%
Labor Income	\$19,210,860	\$19,823,780	\$21,728,767	\$17,337,166	\$18,762,791	8.2%
Local Tax Receipts	\$3,022,985	\$3,244,256	\$3,677,215	\$2,627,357	\$3,331,905	26.8%
State Tax Receipts	\$1,747,641	\$1,910,671	\$2,153,882	\$1,443,691	\$1,865,218	29.2%





Smith Travel Research Report

Occupancy (%)	2022										Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		2020	2021	2022
This Year	39.9	43.4	51.8	64.4	64.9	65.4	65.4	64.7	67.9		34.6	48.8	58.7
Last Year	26.5	29.8	39.9	49.3	53.4	58.6	62.2	60.9	57.0		54.8	34.6	48.8
Percent Change	50.6	45.8	29.7	30.5	21.5	11.6	5.1	6.2	19.1		-37.0	41.1	20.4
ADR	2022										Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		2020	2021	2022
This Year	86.03	85.27	89.33	99.22	106.39	100.27	99.92	99.12	106.18		77.28	87.94	98.14
Last Year	70.62	75.03	74.54	80.25	92.70	90.53	93.49	94.67	97.94		91.28	77.28	87.94
Percent Change	21.8	13.6	19.8	23.6	14.8	10.8	6.9	4.7	8.4		-15.3	13.8	11.6
Revenue	2022										Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		2020	2021	2022
This Year	1,765,799	1,720,932	2,378,606	3,178,076	3,549,743	3,262,544	3,361,281	3,298,180	3,588,918		10,823,514	19,416,033	26,104,080
Last Year	961,816	1,038,278	1,529,699	1,968,617	2,543,692	2,637,944	2,989,179	2,966,762	2,780,045		19,641,992	10,823,514	19,416,033
Percent Change	83.6	65.7	55.5	61.4	39.6	23.7	12.4	11.2	29.1		-44.9	79.4	34.4



We're Back!

International Music Institute
heifetz
at Mary Baldwin University

↑ 6%

THE
Woodrow Wilson
PRESIDENTIAL LIBRARY & MUSEUM
AT HIS BIRTHPLACE, STAUNTON, VIRGINIA USA

↑ 15.5%

AMERICAN
SHAKESPEARE
CENTER

↑ 43%



25,000



↑ 170%



30,000

Staunton
STAUNTON
MUSIC FESTIVAL

↑ 110%

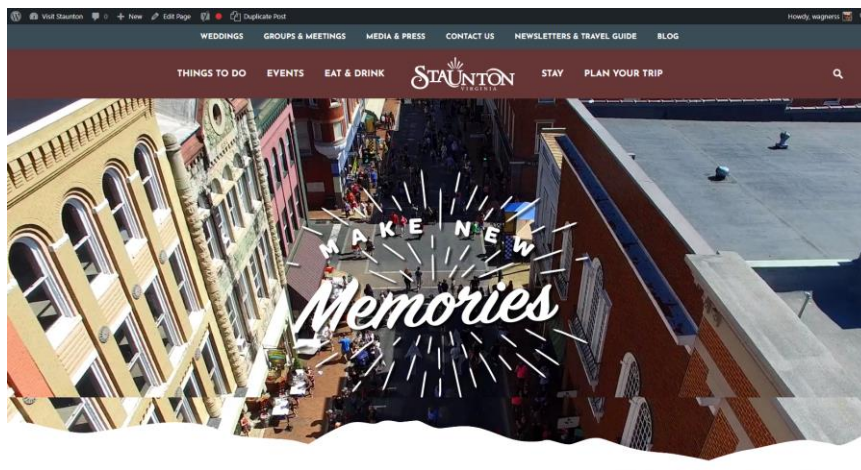
What's New?



What's New?

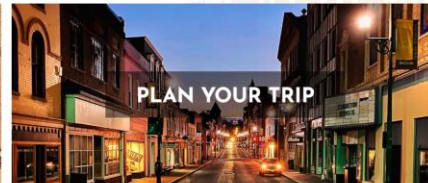






VisitStaunton.com

Launched 10-19-22





E-news Sign-ups Visitor Guide Requests



	<u>2021</u>	<u>2022</u>	<u>% Change</u>
E-news Sign-ups	8,223	9,181	10.4%
VG Requests	2,227	3,346	50.3%



Current Campaign



VIRGINIA LIVING

A large graphic featuring a historic red brick building in Staunton, Virginia, at dusk. The sky is a mix of purple and blue. Overlaid on the top left is the text "MAKE NEW Memories" in a white, stylized font, with "MAKE NEW" in all caps and "Memories" in a script font. To the right of the building, there is a block of text: "There's plenty to discover in Staunton. From the first bite at your new favorite restaurant to the last sip among beautiful, rolling vineyards—get ready to make new memories with us. We can't wait to see you." Below this text is the "Love, STAUNTON VIRGINIA" logo, which includes a small sunburst icon. At the bottom of the graphic, there is a quote: "IF THERE WAS A TEMPLATE FOR ADORABLE HISTORIC TOWNS, STAUNTON WOULD BE IT." - TRIPSAYVY. Below the quote are the website "VisitStaunton.com" and the slogan "VIRGINIA IS FOR LOVERS" with a red heart icon.

Richmond
magazine

BLUE RIDGE
outdoors
MAGAZINE

PEOPLE SAVING PLACES
preservation
The magazine of the National Trust for Historic Preservation

NorthernVirginia
MAGAZINE



CAMPAIGN RECAP

April 20 - September 30, 2022



MADDEN

Google Analytics Insights

INSIGHTS

- Compared to last year, from April 20 - September 30, 2022 site metrics have improved. Notably, a **102% increase in users** and **92% increase in pageviews**.
- The large increase in July is attributed to an organic social post on the Virginia Scenic Railway that went viral on Facebook / Instagram.
- From April 20 - September 30, 2022, Madden Media has driven over 39% of users to the website and contributed to over **55,000 website conversions**. This includes over **13,000 partner referrals**, over **1,000 Visitor Guide requests**, **83 e-newsletter sign-ups**, and over **28,000 engaged sessions** (measured by 2+ minutes on site or viewed 3+ pages).



Media Insights

WEBSITE TRAFFIC IS UP

Sessions to the Visit Staunton website continue to increase through the implementation of a variety of media tactics. Paid media efforts drove over 39% of users to the website with over 57% of website visitors converting on the website measured by engaged sessions, partner referrals, email sign-up and travel guide requests.

NEW CREATIVE

To increase brand awareness, a variety of creative has been implemented. Creative has been geared towards the target audiences of history and music/outdoors, in addition to seasonal branding creative to highlight Staunton's bright colors and charming downtown.

TOP AUDIENCE SEGMENTS

The top audience segments align with people in the market for travel, tourist attractions, affordable vacations, vacation packages and people with an affinity for travel blogs, music lovers, book lovers and history shows. We layer on these audience interests and behavioral attributes across digital platforms to reach users across platforms where they are at the time they are browsing.

REACHING AN ENGAGED AUDIENCE

From April - September '22 compared to the previous year, website conversions have increased from 49,031 to 158,203 - over a **222% increase**. Partner Referrals have increased by over **67%**. Partner referrals are indicators of an engaged audience with a higher intent to travel since they are deeper in the funnel, visiting partner pages to gather more information.



Ad Performance: SEM & RLSA

SEM

Impressions	329,542
Clicks	35,701
CTR	10.83%

CTR Industry Average 4.68%

RLSA

Impressions	577,706
Clicks	14,079
CTR	2.44%

The SEM campaign has a conversation rate over 100% with pages per session and bounce rate performing higher than the site benchmark.

Top Ad Groups: Visit, See & Do, Eat & Drink

Top Geos: Harrisonburg VA, Charlottesville VA, Washington DC, Norfolk/Portsmouth, Roanoke-Lynchburg, Richmond-Petersburg

Ad · <https://www.visitstaunton.com/see/do>

Visit Staunton Virginia - Things To See & Do in Virginia

Stroll through Staunton's nationally recognized historic downtown with presidential ties. Staunton's historic downtown is made for exploring, shopping, dining and family adventure. Shakespeare Center. Blackfriars Theater. Woodrow...



Where to Stay
A wide range of accommodations to fit your style and budget

Dining
Explore farm to table or innovative classic dishes at local restaurants

Plan Your Trip
Request a travel guide and explore the city's beautiful downtown

Accommodation Details
Staunton Has Various Accommodations To Fit Your Style And Budget.

Ad · www.visitstaunton.com/visit

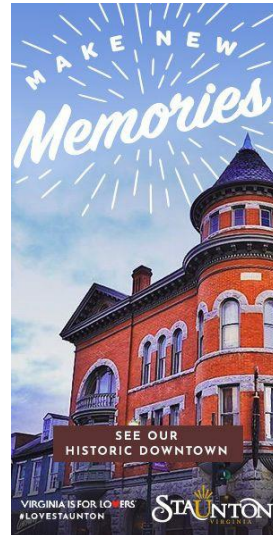
Visit Staunton Virginia | Things to Do in Staunton

Staunton delivers big time culture and small town cool – year round with events and tours. Stay in Staunton to explore Virginia's Shenandoah Valley and the Blue Ridge Mountains.

Ad Performance: Google Display & Discovery

Impressions	5,832,399
Clicks	56,909
CTR	.97%

Benchmark Standard Display: .1%



Ad Examples:



Step Back Into History

Staunton's historic downtown has over 100 shops, restaurants & art galleries to explore.

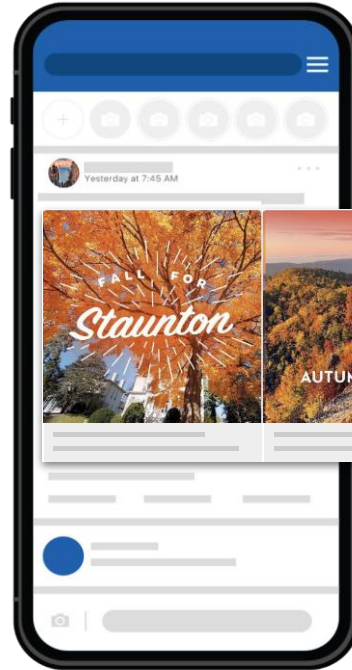


Ad Performance: Facebook & Instagram

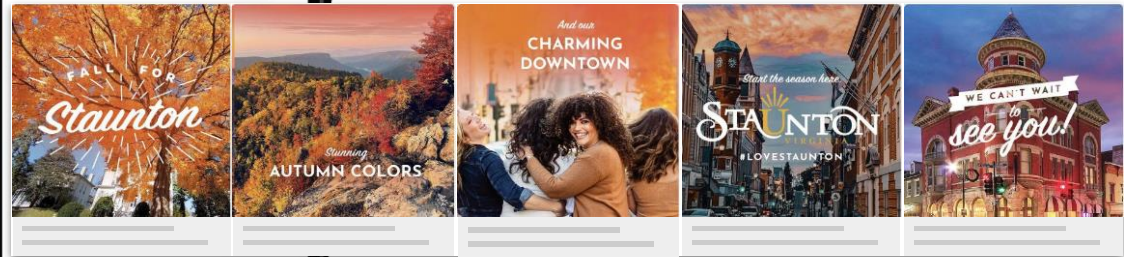
Prospecting + Remarketing

Impressions	2,725,579
Clicks	32,738
CTR	1.20%

CTR Industry Average 1.0%



New Fall Creative



Creative: Facebook & Instagram

History Audience



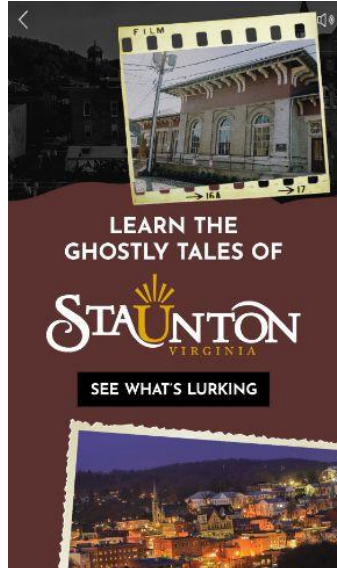
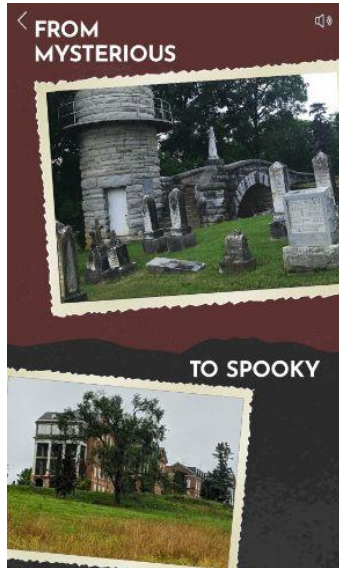
Creative: Facebook & Instagram

Outdoor / Music Audience



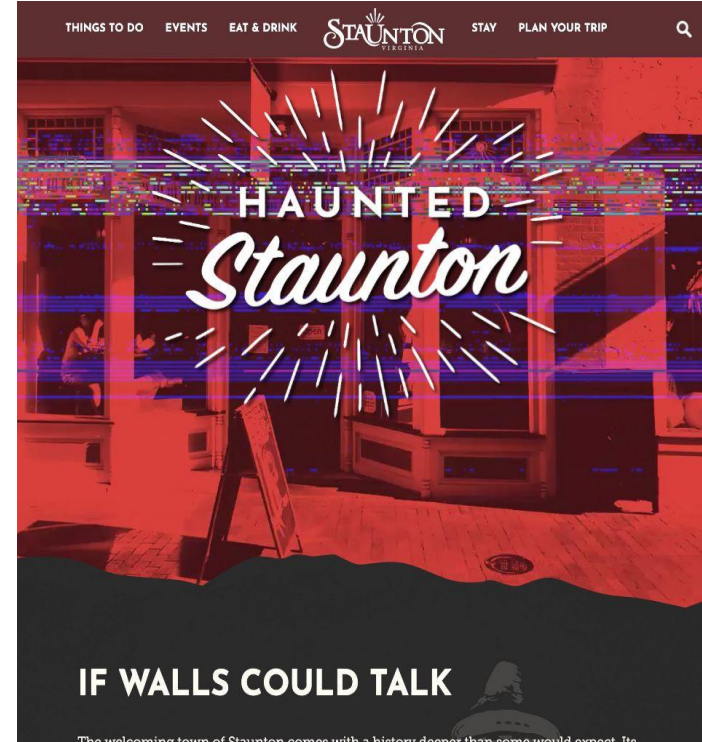
New Creative: Haunted Staunton

Meta, Google, Standard Content
Distribution, Video Distribution



visitstaunton.com
Experience It For Yourself

Learn more



Detailed Targeting: Haunted Staunton

Meta, Google, Standard Content
Distribution, Video Distribution

Phrases

This Browsing Audience uses natural language processing with the following phrases to derive user interest from the pages they read:

Halloween	horror movie	thriller movie	ghost tour	Stephen King	paranormal	spooky
supernatural	Witch	A Nightmare on Elm Street	paranormal activity	The Blair Witch Project		
haunted	haunted places	haunted tourist destinations	haunted places in America	American Horror Story		
Nights of Halloween	haunted tourist	Salem Witch Trials				



Sponsored by Visit Staunton Virginia

**Experience the eerie spirits that remain
in Staunton, VA.**

Hear about bone-chilling, ghostly encounters visitors have experienced in Staunton,
"one of Virginia's most haunted towns."

Topic Phrases People Are Reading

Here is a sample of phrases related to the topic the audience is reading about:



Out of Home Billboards

Philadelphia & Washington DC

27 Screens

Digital Billboards and Urban Panels

September - November

Estimated over 940,000 impressions





Viral Facebook Post

 **Visit Staunton, Virginia**
Published by Jessica Williams · 171 · July 22 · 🌐

Step aboard Virginia's newest tourist rail excursion experience, departing from Virginia's very own Queen City. Opening in August, sit back and enjoy the modernized ambience of a 1940s passenger car through some of Virginia's prettiest scenery, including the legendary #VirginiasShenandoahValley and the Blue Ridge Mountains. #LoveStaunton #LoveVA #railroad #travel

<https://visitstaunton.com/ride-the-virginia-scenic-railway.../> or <https://www.virginiascenicrailway.com/>

Virginia ... See more



✅ **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

949,586 People reached
175,412 Engagements

Boost post

👍❤️ 3.5K 2K Comments 6.7K Shares

👍 Like 💬 Comment ➦ Share 🌐

949,586 People Reached

50,431 Reactions, Comments & Shares

25,150 Like **2,800** On Post **22,350** On Shares

6,426 Love **822** On Post **5,604** On Shares

27 Haha **2** On Post **25** On Shares

686 Wow **34** On Post **652** On Shares

4 Sad **0** On Post **4** On Shares

2 Angry **0** On Post **2** On Shares

11,437 Comments **2,000** On Post **9,437** On Shares

6,781 Shares **6,781** On Post **0** On Shares

124,981 Post Clicks

30,692 Photo views **36,173** Link clicks **58,116** Other clicks

NEGATIVE FEEDBACK

127 Hide post **30** Hide all posts

0 Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

facebook



From mysterious to spooky, learn the ghostly tales about eerie spirits lurking in #stauntonva. #ghosttours...

76.2K Views 219 Likes 4 Comments 6 Shares

Post time: 10/7/2022 1:31 PM ⓘ

Video performance

Total time watched

24h:31m:35s

+6.1h (+33.13%) ↑

Average time watched

1.3s

-0.1s (-1.5%) ↓

Watched full video

1.5%

-0.1% (-3.33%) ↓

Reached Audience

53.3K

+14.0K (+35.71%) ↑



Localhood x VTC

Visit Staunton

- 19 Stories
- 236K Google Impressions, 3.4% Google CTR
- 18K Story Views, 5.4% Story CTR
- Read about how [Localhood helps Staunton](#) to save time, money and reach new audiences!





Recent Awards & Accolades



2022

10 Unforgettable Fall Festivals Worth Traveling For: Queen City Mischief & Magic – *USA Today*

10 Design-Oriented American Small Towns – *HGTV*

The South's Best Mountain Towns – *Southern Living*

32 Charming Mountain Towns to Visit this Fall – *Southern Living*

2021

Best Small Town Cultural Scene – *USA Today*

20 Most Beautiful Main Streets in America – *Reader's Digest*

The 25 Best Small-Town Main Streets in America You Need to Visit ASAP – *Oprah Daily*

America's Most Beautiful Streets – *MSN*

ARPA Funds

- Tourism Market Research
- New Visitor Center Design & Exhibits



ZARTICO



Influencers

- Stays & Getaways
- With Sunshine Sol
- Nomarama





Contact Us

City of Staunton Tourism Department



540-332-3865



[VisitStaunton.com](https://www.visitstaunton.com)



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