



2023 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: \$650,083 (additional \$60,459 for Downtown Visitor Center.) Total budget: **\$710,542**
 - 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.



1,677 Hotel Rooms



89 Restaurants



5 Bed & Breakfasts



**65 Independent
Retailers**



**2 Breweries, Cidery
& Winery**



171 Airbnb's



Tourism is an Instant Revenue Generator

IN 2022, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

	2018	2019	2020	2021	2022	Percent Change
Travel Economic Impacts						
Employment	876	905	684	698	841	20.4%
Expenditures	\$ 57,504,446	\$ 66,395,920	\$ 45,217,398	\$ 63,102,801	\$ 77,605,443	23.0%
Labor Income	\$ 19,823,780	\$ 21,728,767	\$ 17,337,166	\$ 18,762,791	\$ 23,214,611	23.7%
Local Tax Receipts	\$ 3,244,256	\$ 3,677,215	\$ 2,627,357	\$ 3,331,905	\$ 4,160,680	24.9%
State Tax Receipts	\$ 1,910,671	\$ 2,153,882	\$ 1,443,691	\$ 1,865,218	\$ 2,335,499	25.2%

VIRGINIA
IS FOR
LOVERS



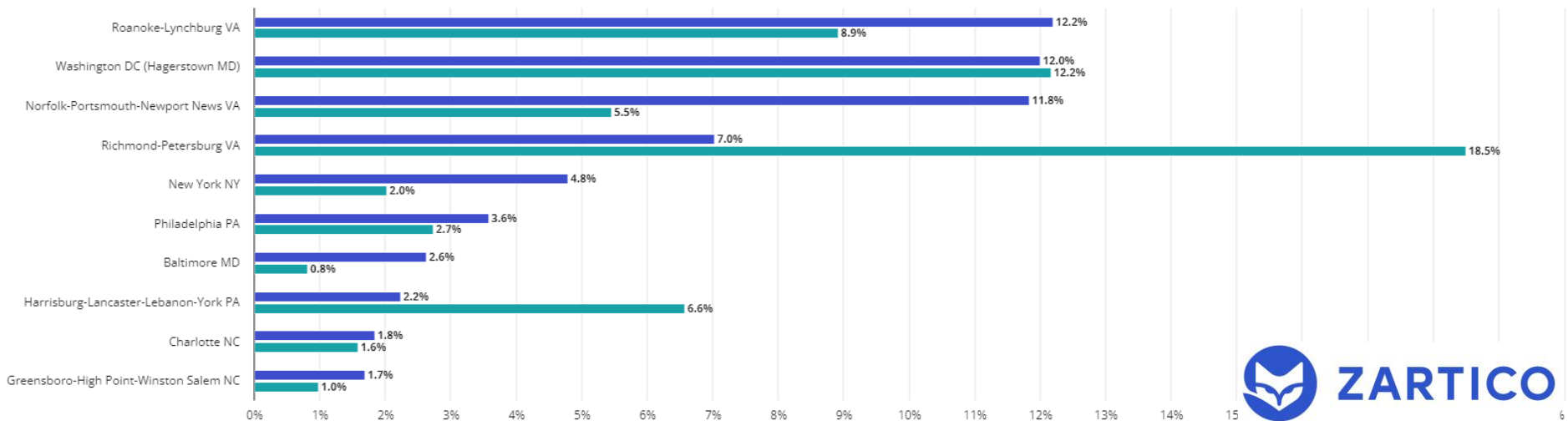
Smith Travel Research Report

Occupancy (%)	2023									Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2021	2022	2023
This Year	40.6	45.8	54.1	60.9	65.8	65.6	61.0	60.9	60.8	48.4	58.3	57.4
Last Year	39.7	42.9	51.3	63.8	64.4	65.0	65.0	64.2	67.3	33.8	48.4	58.3
Percent Change	2.4	6.8	5.3	-4.5	2.2	1.0	-6.1	-5.0	-9.7	43.2	20.4	-1.5
ADR	2023									Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2021	2022	2023
This Year	84.96	88.39	95.10	101.25	111.43	103.36	101.29	102.50	112.63	88.63	98.97	101.33
Last Year	86.50	85.87	90.03	100.15	107.33	101.00	100.78	100.10	107.16	77.37	88.63	98.97
Percent Change	-1.8	2.9	5.6	1.1	3.8	2.3	0.5	2.4	5.1	14.5	11.7	2.4
RevPAR	2023									Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2021	2022	2023
This Year	34.49	40.46	51.40	61.68	73.31	67.85	61.79	62.46	68.44	42.89	57.66	58.13
Last Year	34.31	36.82	46.20	63.91	69.08	65.66	65.49	64.23	72.15	26.14	42.89	57.66
Percent Change	0.5	9.9	11.3	-3.5	6.1	3.3	-5.6	-2.8	-5.1	64.0	34.4	0.8
Revenue	2023									Year To Date		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2021	2022	2023
This Year	1,773,980	1,886,160	2,653,174	3,080,737	3,806,549	3,409,462	3,208,550	3,247,235	3,443,176	19,531,332	26,271,720	26,509,022
Last Year	1,774,948	1,720,615	2,390,550	3,199,889	3,573,923	3,287,725	3,388,275	3,323,240	3,612,556	10,666,122	19,531,332	26,271,720
Percent Change	-0.1	9.6	11.0	-3.7	6.5	3.7	-5.3	-2.3	-4.7	83.1	34.5	0.9

Visitor Market & Visitor Spend

Top 10 Origin Markets - % Visitation & % Visitor Spend

Visitors % of Total Visitor Spending % of Total

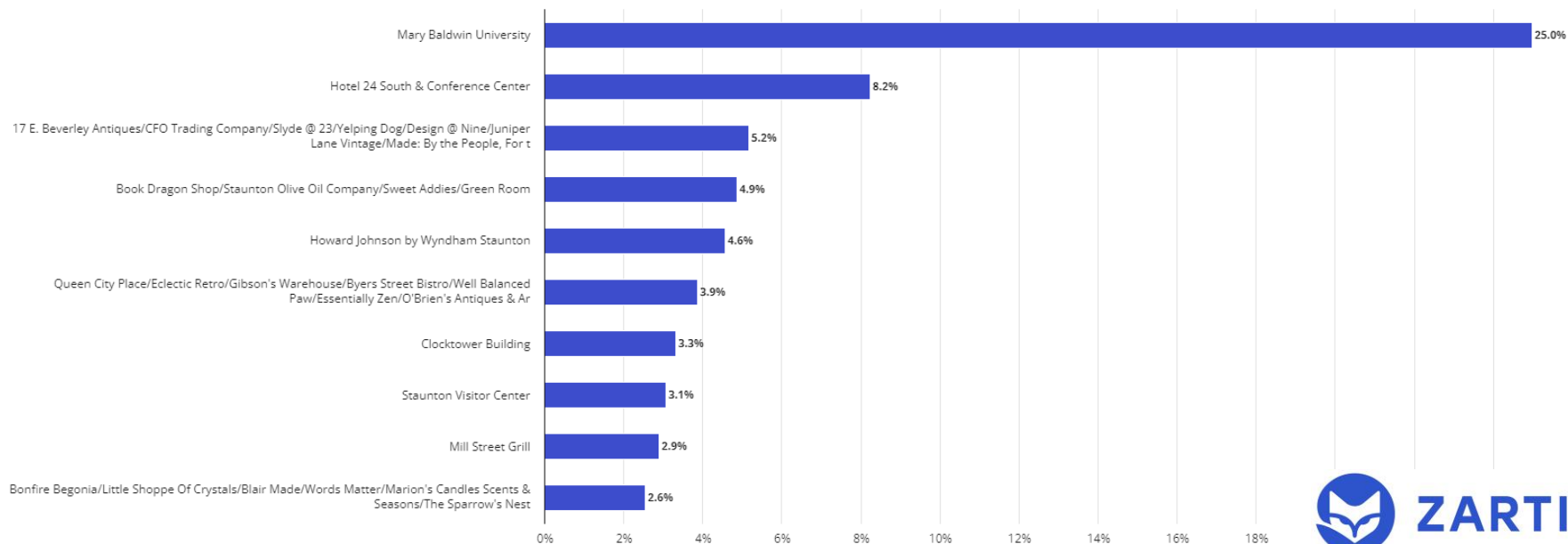


Top Visitor Origin Market within the Market Area

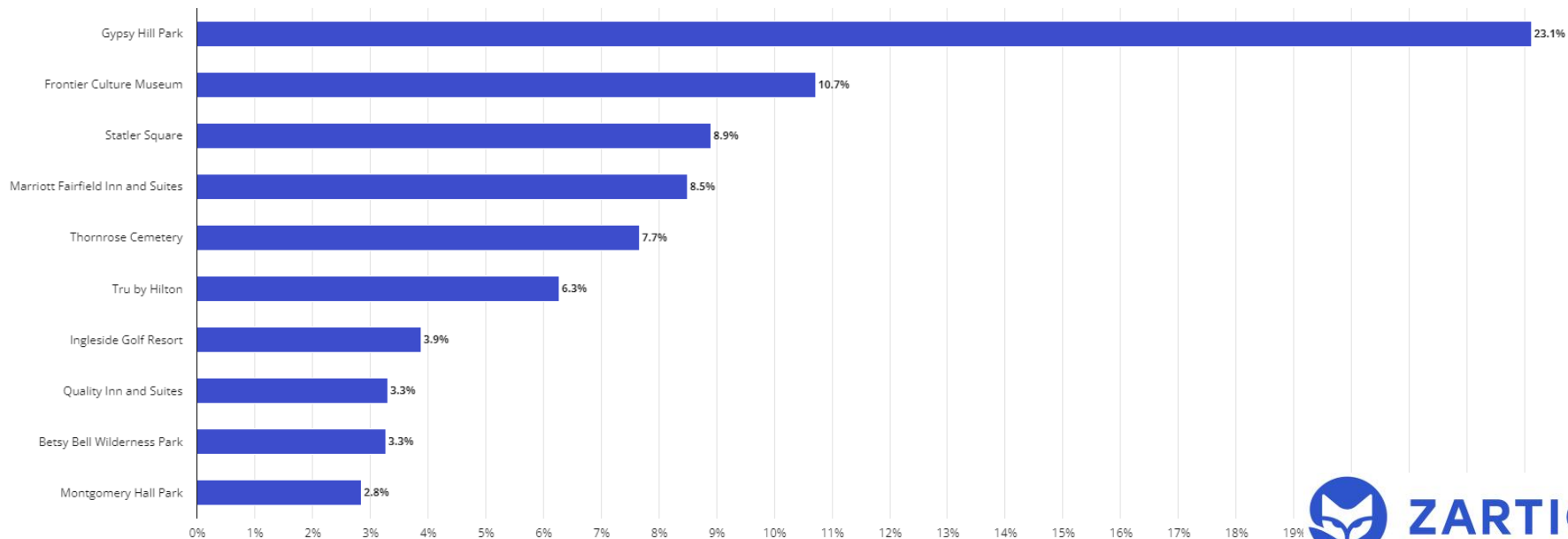
Origin - Top 10 Origin Markets - Table > Washington DC (Hagerstown MD)

Visitor City	% Visitors ▼	% Visitor Spend	Avg. Visitor Spend
Washington	7.2%	1.0%	\$57
Arlington	4.4%	1.3%	\$64
Winchester	2.8%	2.8%	\$92
Culpeper	2.8%	3.7%	\$167
Front Royal	2.3%	1.8%	\$77
Alexandria	2.3%	0.5%	\$56
Strasburg	2.3%	1.8%	\$120
Centreville	1.9%	1.0%	\$103
Leesburg	1.9%	0.9%	\$103
Reston	1.9%	0.5%	\$60

Top 10 Primary Places of Impact



Top 10 Primary Places of Impact



What is the visitor impact on restaurants?

Source: Affinity

Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total

11%

Avg. Visitor Spend

\$87

What is the visitor impact on retail?

Source: Affinity

Better understand visitor impact on retail in your destination

Visitor Spend % of Total

9%

Avg. Visitor Spend

\$123

What is the visitor impact on accommodations?

Source: Affinity

Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

75%

Avg. Visitor Spend

\$327

What is the visitor impact on attractions?

Source: Affinity

Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

26%

Avg. Visitor Spend

\$84

Sample Size Reference & Diagnostics

The Sample Size metrics provide a reference for the number of unique cardholders (Affinity) and the number of unique devices (iHeart) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (1/n) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data. The date metrics shows the dates visitor spend and location data is loaded through.

Visitor Cardholder Count Sample Size

78,288

Visitor Device Count Sample Size

37,990

Events

Date	Day of Week	Region	City	Event Title	Venue Name	Event Impact	Estimated Attendance	Rank	Travel Impact	Local Impact
09/02/2023	Saturday	Staunton City	Staunton	Labor Day Fair	(empty value)	Important	2,426	58	0	88
				Staunton Art in the Park	(empty value)	Significant	8,000	68	0	95
09/03/2023	Sunday	East Augusta	Unknown	Bryan Elijah Smith	Endless View Farms	Important	656	46	0	80
09/09/2023	Saturday	South Augusta	Unknown	Midnight Blue	Stoney Creek Resort and Campground	Moderate	125	32	0	68
		Staunton Downtown	Staunton	Studs of Steel Live Staunton VA	(empty value)	Moderate	179	35	0	61
		West Augusta	Unknown	Choppa Day 2023	(empty value)	Important	520	44	0	84
09/10/2023	Sunday	South Augusta	Unknown	Little Texas	Stoney Creek Resort and Campground	Moderate	190	36	0	71
09/15/2023	Friday	East Augusta	Waynesboro	Southerland and Charlie Collins	The Foundry	Important	830	48	0	76
		Staunton Downtown	Staunton	Ramona and the Holy Smokes and Rebecca Porter	Ciders From Mars	Important	731	47	0	74
09/16/2023	Saturday	East Augusta	Unknown	Love the Eighties To Death Murder Mystery Dinner Theatre	Stable Craft Brewing	Moderate	238	38	0	75
		Staunton City	Staunton	African-American Heritage & Multicultural Festival	(empty value)	Important	2,055	56	0	83
09/17/2023	Sunday	East Augusta	Unknown	Run the Runway - Weyers Cave	(empty value)	Moderate	60	26	0	59
09/19/2023	Tuesday	Staunton City	Jolivet	2023 Lecture Series, "Alexander Spotswood's Germanna"	Frontier Culture Museum	Moderate	52	24	0	55
09/22/2023	Friday	East Augusta	Unknown	BRSA Safety Conference	Blue Ridge Community College	Moderate	156	34	0	66
		West Augusta	Unknown	GrindStone 100	(empty value)	Moderate	249	38	0	73
09/23/2023	Saturday	Staunton Downtown	Staunton	Queen City Mischief & Magic Festival	(empty value)	Significant	10,000	70	73	96
09/24/2023	Sunday	Staunton Downtown	Staunton	Queen City Mischief & Magic Pancake Breakfast	(empty value)	Moderate	196	36	0	62
09/26/2023	Tuesday	Staunton Downtown	Staunton	Evensong	Trinity Episcopal Church	Moderate	217	37	0	63
09/29/2023	Friday	East Augusta	Waynesboro	Crawford & Power and Will Overman	The Foundry	Important	830	4		



Our Attractions/Events

International Music Institute
heifetz  **23%**
at Mary Baldwin University

THE
Woodrow Wilson  **14%**
PRESIDENTIAL LIBRARY & MUSEUM
AT HIS BIRTHPLACE, STAUNTON, VIRGINIA USA

AMERICAN
SHAKESPEARE
CENTER  **46%**

 **25,000**

  **14%**



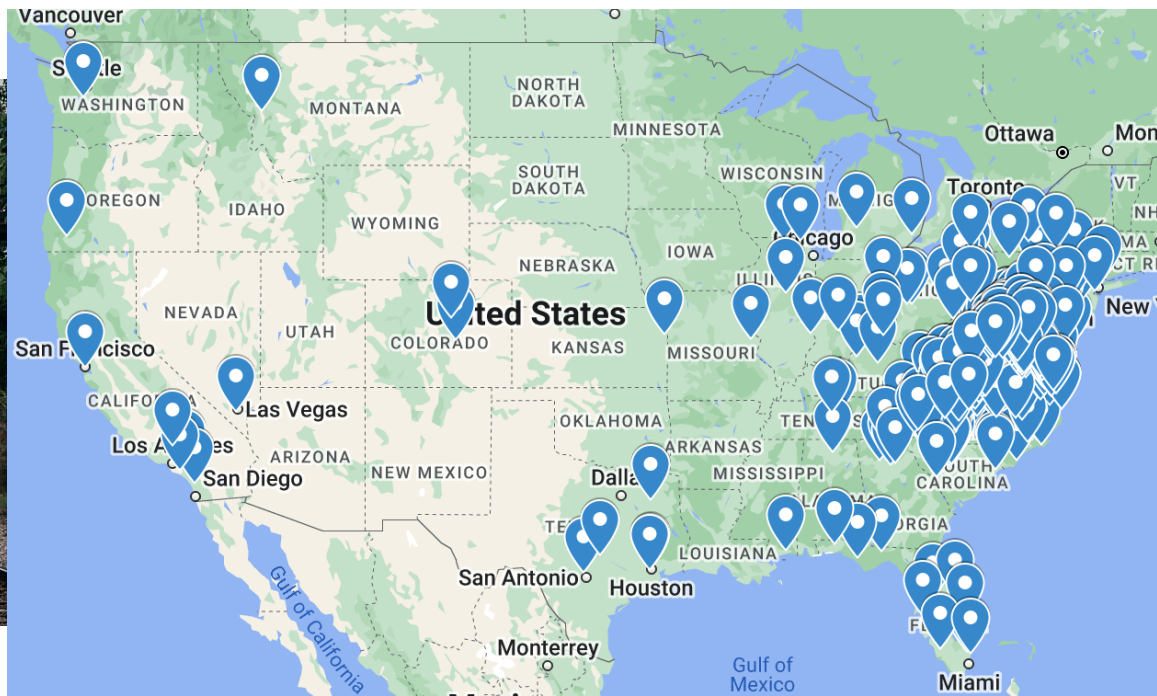
15,000

The 56th annual
Art in the Park
at Gypsy Hill
SEPTEMBER 2-3, 2023
Saturday, 10am-5pm | Sunday, 11am - 5pm
[Learn More About our Festival](#) **8,000**


STAUNTON  **12.5%**
MUSIC FESTIVAL



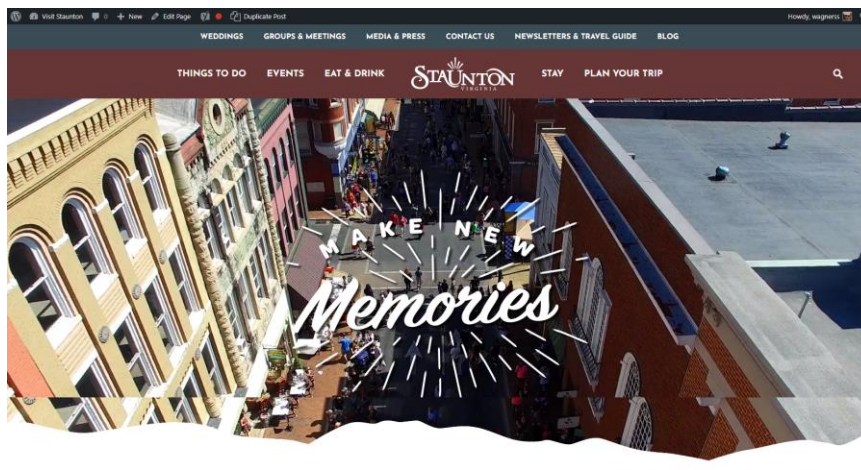
Virginia Scenic Railway





What's New?





VisitStaunton.com
546,214 Sessions
1,218,049 Pageviews
1:23 Session Duration





Group Tours/Meetings

- 
- A horizontal decorative bar consisting of ten segments of different colors: purple, olive green, blue-grey, grey, yellow, dark red, dark blue, tan, teal, and olive green.
- American Bus Association Marketplace February 3-7
 - Southeast Tourism Society Domestic Showcase April 6-20
 - AAA & tour operator sales mission to 97 operators in Cleveland, Columbus, Pittsburgh, and Michigan
 - Virginia Society of Association Executives March 22-24
 - National Tour Association Travel Exchange November 12-15



All About Stan-ton

With the scenic Blue Ridge Mountains as the backdrop, this mountain town is often named one of the most beautiful "Main Streets" in the United States. Its compact and walkable downtown makes it ideal for groups and features a vibrant arts and music scene, rich history and architecture, and outdoor recreation.

Group Attractions



American Shakespeare Center's Blackfriars Playhouse

Shakespeare is serious fun at the Blackfriars Playhouse, the world's only recreation of Shakespeare's indoor theatre. Performing Shakespeare, contemporary works, and new plays year-round.



Frontier Culture Museum

Be immersed in the daily life of the Shenandoah Valley's earliest settlers. Enjoy a personalized tour as you explore this living history museum, viewing original farmsteads with costumed interpreters.



Sunspots Studios

Feel the heat of the fanatics as you watch artists create original art glass during live glassblowing demonstrations.



Woodrow Wilson Presidential Library & Museum

Discover the life and legacy of the country's 28th President in the city where he was born. Led by an interpreter, get a behind-the-scenes look at Wilson's beliefs, historic gardens, and interactive exhibits.

Located in the heart of the Shenandoah Valley at the intersection of Interstates 81 & 64

Washington D.C. 130 miles
Richmond 100 miles
Columbia University 100 miles
Virginia Beach 114 miles
Roanoke 100 miles

Top Events

Queen City Mischief & Magic

Wizards and Muggles from near and far descend upon Staunton, Virginia for the annual Queen City Mischief & Magic. With a touch of wizardry, the historic downtown is transformed into the village of Hogsmeade. This entertaining and family-friendly festival is not to be missed!

Happy Birthday America

Bringing back a tradition that started with The Statler Brothers, Happy Birthday America is a free community July 4th celebration hosted by descendants of the legendary country group.

Staunton Music Festival

Each August, the Staunton Music Festival brings more than 90 world-class musicians from around the world to the Blue Ridge Mountains of Virginia to perform in the ten consecutive days and nights of eclectic chamber, vocal, and symphonic music. All performances are held entirely in historic downtown Staunton.

www.VisitStaunton.com/groups



Unique Group Activities and Itineraries:

ARCHITECTURAL ADVANTAGE:

A Tour of Queen City



By bus or foot, see Staunton's historic districts featuring an array of architectural styles, including Greek Revival, Second Empire Colonial Revival, Neo-Classical, Gothic Revival and more. Learn about the City's development from frontier settlement to booming 19th century commercial center, and its beautifully restored architecture to date.

ART & CULTURE DELIGHT:

Tour, Taste and Entertainment

Go behind the scenes and backstage of the American Shakespeare Center's Blackfriars Playhouse. See how the inner workings of each show happens. Then grab a craft beer or local wine while you wait to see an award-winning performance.



MOUNTAIN AND SCENIC VIEWS:

Virginia Scenic Railway

Step aboard Virginia's newest rail excursion, departing from the Queen City. On the Virginia Scenic Railway, sit back and enjoy the modernized ambience of a 1940s passenger car through some of Virginia's prettiest scenery of the legendary Shenandoah Valley and Blue Ridge Mountains.



SATISFY YOUR CULINARY CRAVINGS:

Cheese Making 101

Start with a 101 on the basics of home cheesemaking with cheesemaker Louella Hill. Taste your way from fresh to aged cheeses and learn why cheeses are so different from one another. Next, work on pairing a final cheese tasting feat with the award-winning wines of Oak Eye Vineyards alongside master vintner and owner of Oak Eye Vineyards, John Kates. This hands-on workshop includes lots of tasting, smelling and thinking about where your food comes from as well as discussion of the science behind food fermentation.



Let's Start Planning!

Jessica Williams
Sales & Marketing Manager
williamsj@ci.staunton.va.us
Office: 540-532-3885 ext. 1 | Cell: 540-607-0088

www.VisitStaunton.com/groups

10.14.2022



Meeting Profile Sheet

UNIQUE VENUES & INTIMATE RETREATS

Batten Green

battengreen.com
Batten Green Manor House is perfect for your private entertaining needs. This historic 18th-century property is great for luncheons, corporate meetings and more.

Frontier Culture Museum

frontierculture.org
This living history museum is home to original farmsteads from 17th, 18th, and 19th centuries and has been reconstructed from the "Yellowhammer Trail" and a popular destination for a unique setting for annual meetings, special events, and weddings.

R.R. Smith for History and Art

rrsmith.com
Originally a retail store in 1884, the restored R.R. Smith Center is home to art and history galleries, classrooms and conference spaces, as well as an outdoor, urban garden.

Staunton Innovation Hub

stauntonhub.com
This coworking space in the heart of Staunton's historic District offers conference rooms, rooftop deck space, classrooms and shared workspace.

Woodrow Wilson Library and Museum

woodrowwilson.org
The Woodrow Wilson Library and Museum is a tranquil garden oasis in downtown Staunton complete with a historic garden, art collection, and full kitchen. This historic property offers a private setting and is ideal for an executive or unique setting for a business retreat or family reunion.



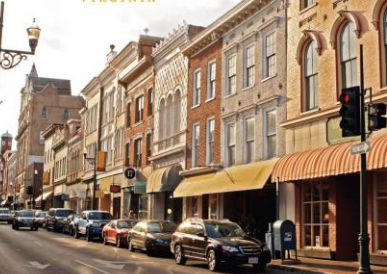
Ready to Start Planning?

CONTACT:
Staunton Convention and Visitors Bureau
Colleen Williams
Sales & Meeting Manager
Williams@stauntonva.com
(540) 322-1800



"America's Favorite Mountain Towns"

—TRAVEL & LEISURE



For those looking for a unique meeting experience, Staunton delivers with its affordable accommodations, down-home southern hospitality and vibrant downtown. Located in a historic meeting destination, Staunton offers everything from full-service meeting locations like the luxurious Hotel 24 South to unique settings such as the Frontier Culture Museum. With a range of meeting and housing options, Staunton makes a great choice with its close proximity to major metropolitan areas throughout Virginia and its access to the beautiful Shenandoah Valley.

"...An Architectural Gem in Virginia's Shenandoah Valley..."

—WASHINGTON MAGAZINE

FULL SERVICE MEETING HOTELS



Designed by master builder Thomas Blackburn, this historic property in Staunton's newest full-service hotel and conference center blends Jeffersonian architecture with innovative design on a sprawling 30-acre retreat.

Meeting Rooms:

Offering four distinct meeting rooms for groups of 20 to 400, along with numerous outdoor function areas including rooftop decks with views of downtown and the surrounding Blue Ridge Mountains.

GREAT HALL, GALLERY 1200 and UPPER GALLERY: With a combined 8,000 square feet of space, these rooms can be used together or separately. All offer natural light, catering by our award-winning Chef, in-house A/V services, dramatic lighting and rest ceilings.

POWHOUSE AT THE LOFTS: Ideal for loved networks and special events, this venue accommodates up to 25 guests with 2,400 square feet of space and features an open, full-service kitchen, 2 queen bedrooms with three bathrooms, and private rooftop deck.

Amenities:

- 11,000 square feet of flexible meeting space
- 90 beautifully designed guest rooms
- Boutique gift shop with handmade and locally sourced, beverages, and snacks
- On-site restaurant and bar with full-service catering
- Complimentary parking
- Art Gallery featuring local artists
- Best in-class hospitality
- Full-service spa
- Complimentary high-speed WiFi



Formerly the Shenandoah Jackson Hotel and originally opened in 1914, this historic property has the distinct pleasure of being the only full-service hotel located in downtown Staunton. Guests have the luxury of waking up in the front of the property to experience our gardens, boutique shopping, dining and local cultural attractions that only a downtown location can offer.

Meeting Rooms:

Offering a variety of flexible meeting spaces, serving groups of up to 400.

SHENANDOAH BALLROOM: This 4,400 square foot multi-functional space can be divided into three different meeting rooms to accommodate your group. Unique views ranging from breathtaking views to outdoor space and more. Dining is between.

SHENANDOAH BALLROOM: Connected to the hotel's Magnolia South Restaurant and outdoor patio, this 2,728 square foot ballroom is perfect for meet functions, receptions, and special events. This space is beautifully appointed with elegant columns, high ceilings, expansive windows, and access to our outdoor patio which overlooks downtown.

Amenities:

- Walking distance to shopping, dining, and cultural attractions
- 8,000 square feet of newly renovated ballroom meeting space
- 120 recently updated guest rooms
- On-site restaurant and lounge as well as a full-service catering staff
- Professional Conference Services and Airfare to assist in planning and execution of your event
- Complimentary High-Speed Internet
- Indoor Pool/Fitness Center
- Meeting Planners with STAUNTON award points

"Best Main Streets
in the USA"

—USA TODAY



Current Print/Radio Campaign



VIRGINIA LIVING

MAKE NEW
Memories

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.

Love,
STAUNTON
VIRGINIA

"IF THERE WAS A TEMPLATE FOR ADORABLE HISTORIC TOWNS, STAUNTON WOULD BE IT." - TRIPSAYVVY

VisitStaunton.com VIRGINIA IS FOR LOVERS

Richmond
magazine

BLUE RIDGE
outdoors
MAGAZINE



NorthernVirginia
MAGAZINE



MEDIA CAMPAIGN RECAP

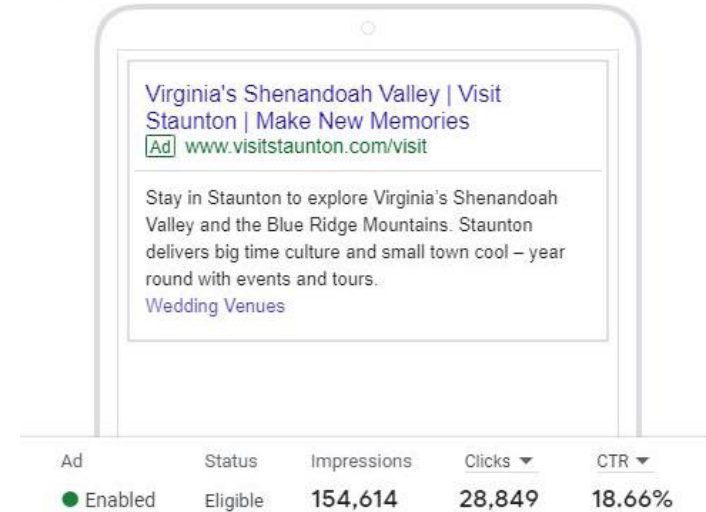
January 1 - October 31, 2023



MADDEN

Ad Performance: SEM

Month	Impressions	Clicks	CTR
January	30,275	6,014	19.86%
February	27,545	5,967	21.66%
March	33,515	6,480	19.33%
April	35,431	7,115	20.08%
May	34,530	6,581	19.06%
June	35,481	6,563	18.50%
July	36,152	7,361	20.36%
August	30,889	6,213	20.11%
September	28,473	5,627	19.67%
October	29,915	5,663	18.93%
Total	322,206	63,584	19.76%



Insights:

Avg Industry CTR: 4.68%

- Top Ad Group: Visit with 28,849 clicks. However Things to Do had the highest CTR at 26.85%.
- Top Keywords:
 - staunton virginia - 17,697 clicks
 - things to do in staunton va - 7,956 clicks
 - things to do in stanton va - 6,350 clicks
 - restaurants in staunton va - 3,986 clicks

Ad Performance: Google Prospecting Display

Month	Impressions	Clicks	CTR
January	1,285,064	6,817	0.53%
February	973,971	5,685	0.58%
March	832,845	5,702	0.68%
April	917,742	5,707	0.62%
May	764,218	4,538	0.59%
June	533,686	4,191	0.79%
July	626,654	5,139	0.82%
August	547,683	5,419	0.99%
September	743,346	11,011	1.48%
October	318,206	18,987	5.97%
Total	7,543,415	73,196	1.31%



Refuel At These 9 Restaurants

Tantalize your tastebuds with flavorful light bites from favorite Staunton restaurants.



9 Must-Try Restaurants

Fuel up for your adventures in Staunton at these authentic restaurants.



Insights:

Avg Industry CTR: 0.2%

- Top User Markets by City:
 - Philadelphia, PA - 5,966 clicks (1.02% CTR)
 - Ashburn, VA - 3,716 clicks (0.72% CTR)
 - Baltimore, MD - 3,629 clicks (1.03% CTR)
- Culinary was top performing ad group. As you can see above, engagement hit an all time high the month of October thanks to the Culinary creative swap. (18,987 clicks & a CTR of 5.97!)

Ad Performance: Google Remarketing Display

Month	Impressions	Clicks	CTR
January	637,173	4,660	0.73%
February	442,852	9,022	2.04%
March	276,478	7,327	2.65%
April	261,015	4,543	1.74%
May	257,651	4,309	1.67%
June	225,143	3,989	1.77%
July	200,836	3,162	1.57%
August	126,274	1,908	1.51%
September	283,382	5,231	1.85%
October	276,460	5,119	1.85%
Total	2,987,264	49,270	1.74%

Avg Industry CTR: 0.2%

Insights:

- 2022 Winter Ad Group was top performing for the FY, accounting for 18,709 clicks with a 1.53% CTR.
- July 20, we added in the Evergreen RM creative. It caught up quickly and accounted for 13,149 clicks with the highest CTR at 1.77%.
- The responsive ad delivered the most clicks. (8,618)



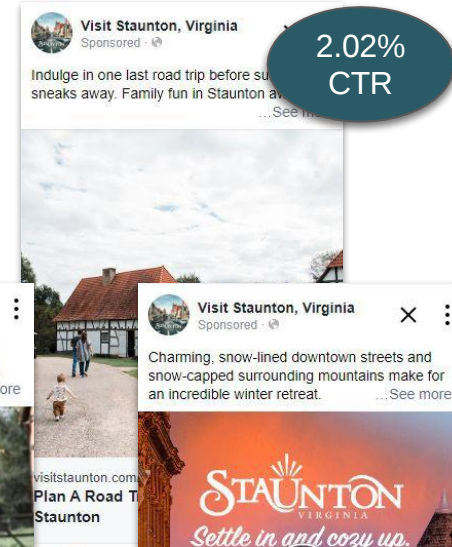
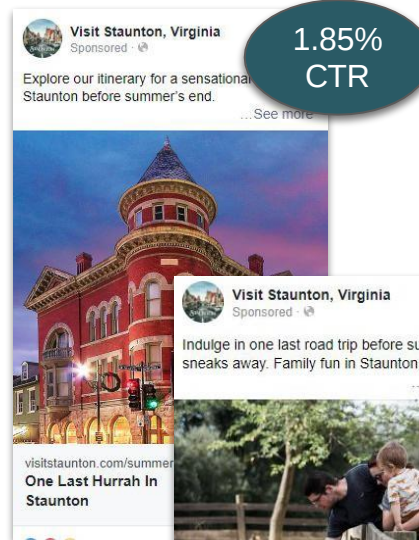
Ad Performance: Meta Click to Site

Month	Impressions	Clicks	CTR
January	660,819	7,466	1.13%
February	569,613	5,917	1.04%
March	507,909	5,235	1.03%
April	632,778	5,937	0.94%
May	592,037	4,966	0.84%
June	492,428	4,424	0.90%
July	327,844	8,106	2.47%
August	177,643	9,560	2.48%
September	475,038	11,393	2.40%
October (Haunted)	528,147	9,082	1.72%
Total	4,964,256	72,086	1.50%

Insights:

Avg Industry CTR: .90%

- Summer Road Trip was top performing ad group with 19,381 clicks and a CTR of 2.49%.
- The Pig was the top performing ad with a CTR of 3.56%! Despite only starting in July, it accounted for over 13% of total campaign clicks.
- 63% of clicks were from women.
- Majority of users were ages 35-64.



Ad Performance: Meta Remarketing

Month	Impressions	Clicks	CTR
January	266,525	9,482	3.56%
February	174,536	7,452	4.27%
March	113,032	6,344	5.61%
April	109,221	5,438	4.98%
May	102,102	5,785	5.67%
June	112,069	6,822	6.09%
July	109,112	6,545	6.00%
August	110,889	6,864	6.19%
September	170,613	5,395	3.16%
October	227,173	5,881	2.59%
Total	1,495,272	66,008	4.81%

Avg Industry CTR: .90%

Insights:

- The Woodrow Wilson Presidential Library ad accounted for 89% of total clicks with a CTR of 5.36%. This outperformed the next best ad by more than 55,000 clicks.
- 79% of engaged users were women.
- Majority of users were ages 45-65+.



Visit Staunton, Virginia
Sponsored · 🌐

Named one of the "Best Small Towns in America," Staunton offers a vibrant culture scene, great food, and friendly faces.

Virginia is for Lovers #LoveVA

visitstaunton.com
Take a Peek at What Makes Us Unique

Book now

1.4K 54 comments 127 shares



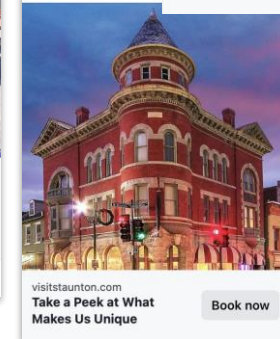
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Named one of the "Best Small Towns in America," Staunton offers a vibrant culture scene, great food, and friendly faces.

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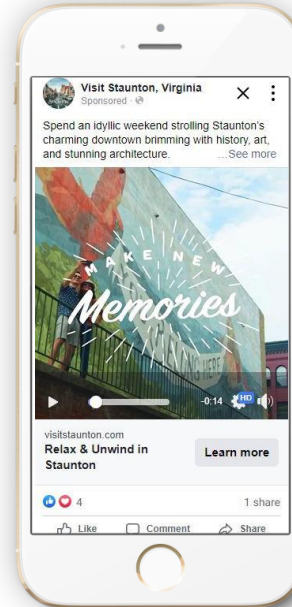
Ad Performance: Video

June	Views	Impressions	Avg. Watch Time
Meta	29,720	34,232	14 seconds
Google	39,849	57,256	12.8 seconds
Total	69,569	91,488	

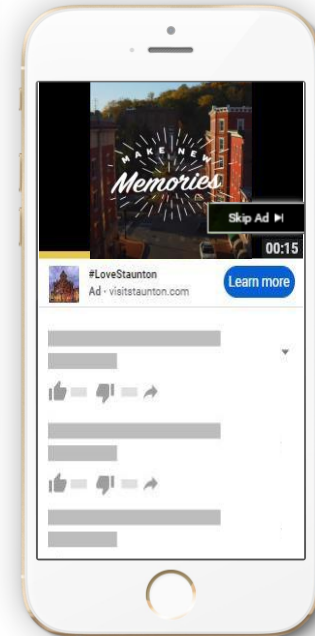
Insights:

- 28,210 users watched video until completion on Meta.
- 26,770 users watched video until completed on Google.
- Males ages 25-34 engaged the most across both platforms.

Meta

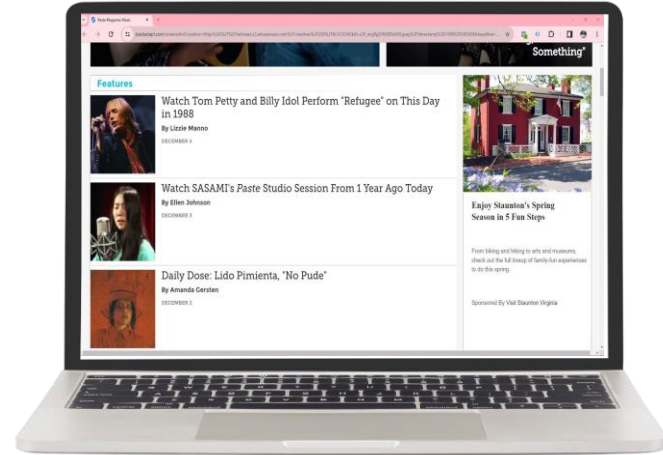


Google



Ad Performance: Native

Month	Impressions	Clicks	CTR
March	220,125	592	0.27%
April	560,301	1,377	0.25%
May	644,219	1,432	0.22%
June	478,173	966	0.20%
Total	1,902,818	4,367	0.24%



Insights:

- Over 1.9 million impressions!
- Engagement rate was 0.71%
- Average time spent on placement sites: 1m 21s





Recent Awards & Accolades

2023

7 Adorable Small Towns In The Mid-Atlantic – *World Atlas*

The Best Things To Do In Staunton, Virginia – *Southern Living*

40 of the Best Main Streets in America You Need to Visit ASAP – *Country Living*

These are America's Most Historic and Beautiful Streets – *MSN*

2022

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

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What's Next?





Contact Us

City of Staunton Tourism Department



540-332-3865



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



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