



Tourism Facts & Figures

Citizen's University

Presented by Visit Staunton



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 2026: \$687,199 (additional \$64,602 for Downtown Visitor Center.) Total budget: **\$751,801**
 - Lodging Tax
 - General Fund

Tourism Staff

Samantha Johnson, Director of
Tourism

- Manages overall operation of the Tourism department.

Sales & Marketing Manager

- Responsible for soliciting and booking group business for Staunton & all digital marketing.

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 Bergmann, 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.



Tourism is an Instant Revenue Generator

IN 2024, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

GENERATED

\$77,460,731

DIRECT TRAVELER
SPENDING

SUPPORTED

1077

JOBS

4TH

LARGEST EMPLOYER IN
STAUNTON

PROVIDED

\$8,200,000

IN STATE AND LOCAL
TAXES

GENERATED

\$25.9 M

LABOR INCOME

SAVED STAUNTON
HOUSEHOLDS

\$581.19



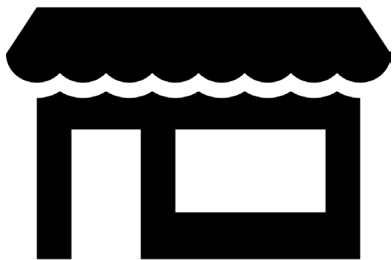
1611 Staunton Hotel Rooms
785 City-Limits



87 Restaurants



7 Bed & Breakfasts



**80+ Independent
Retailers**



3 Craft Breweries
5 Wine Tasting Rooms



**133 Short-term
Rentals**

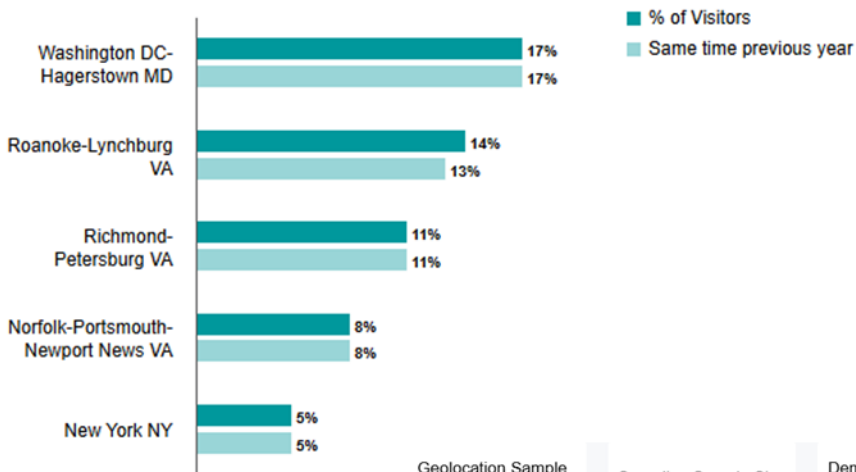
How do we define a “visitor”?

Groups/Individuals



Visitor Market & Visitor Spend

Top Visitor Markets ▾



Geolocation Sample Size

598,385

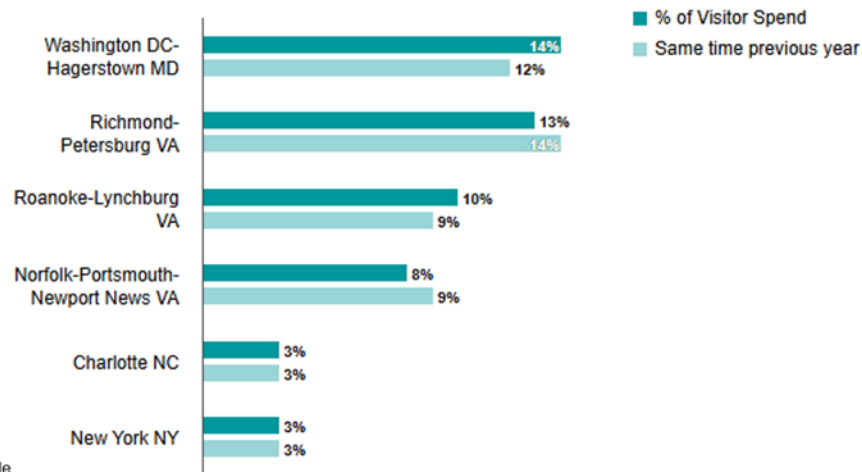
Spending Sample Size

226,462

Demographics Sample Size

296,624

Top Spend Markets ▾



Who are Staunton visitors?



52%
are **25 - 54** years old



41%
have an average
household income **\$100k+**



37%
have children in
the household



Key Insights

30% <i>% of Devices that are Visitors</i>	17% <i>% of Spend from Visitors</i>	24% <i>Share of Visitor Spend at Local Businesses*</i>
6% Increase from previous year	10% Increase from previous year	Equal to previous year

Visitors make a **larger share of observations** and **visitors account for a larger share of in-market spend** than they did the previous year, indicating **positive growth** in the Staunton tourism economy.



What makes Staunton a successful tourism destination?





Architectural Showstopper & Celebrated Downtown



Vibrant Arts and Culture Scene





Amazing Local Food, Farmers, and Chefs



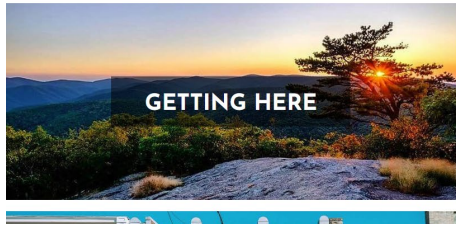
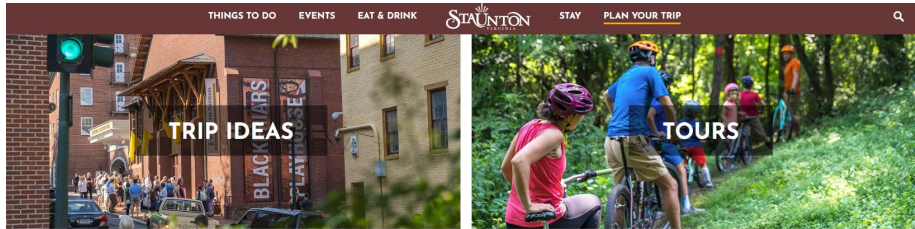
Proximity to Outdoors & SNP





Website Stats

VisitStaunton.com



EVENTS IN STAUNTON

There's always something fun and exciting happening in Staunton. From annual festivals and nightly live entertainment to cultural exhibits and culinary tastings, we've got something in store for you. Experience the friendly, low-key vibe that sets Staunton apart.

Check out our entire lineup of events or search for specific dates. We can't wait to see you!

Category: Search: Filter:





Website Stats

January 1-December 31, 2024

Paid traffic delivers 37% of sessions to the website

- Organic Search delivers 31% of sessions. Google Organic drives 88% of organic search traffic
- Direct Traffic delivers 13% of sessions
- The engagement rate of the SEM campaign is 85% outperforming the engagement rate for all other sources of traffic
- Top Sites for referral traffic are Virginia Scenic Railway, Blackburn Inn, Hotel 24 South and Virginia.org
- Top states for traffic are Virginia (40% of sessions), Maryland (7% of sessions), North Carolina (6.6% of sessions), Pennsylvania (6.3% of sessions), and New York (5% of sessions)
- 5,460 Travel Guide Online View, 1,898 Travel Guide Mailed Request, 2,721 Enewsletter Sign Up

- ◆ 411,542 Total Users
- ◆ 517,505 Sessions
- ◆ 320,554 Engaged Sessions
- ◆ 02:53 Average Session Duration
- ◆ 62% Engagement Rate
- ◆ 193,139 Outbound Link Clicks
- ◆ 34,246 (18%) Stay Outbound Clicks
- ◆ Top 3 Visited Pages are Homepage, Plan Your Trip, Things To Do



TOP DMA's

	DMA's	Sessions ▾	% Δ
1.	Washington, DC (Hagerstown, MD)	50,608	-5.6% ↓
2.	Harrisonburg, VA	45,662	15.4% ↑
3.	Roanoke-Lynchburg, VA	35,666	6.8% ↑
4.	Norfolk-Portsmouth-Newport News, VA	28,396	0.5% ↑
5.	New York, NY	26,133	39.4% ↑
6.	Baltimore, MD	22,256	-26.2% ↓
7.	Philadelphia, PA	22,161	-18.7% ↓
8.	Richmond-Petersburg, VA	20,013	11% ↑
9.	Atlanta, GA	12,988	3.3% ↑
10.	Raleigh-Durham (Fayetteville), NC	11,184	-37.3% ↓

	DMA's	Sessions ▾	% Δ
11.	Charlottesville, VA	7,943	7.5% ↑
12.	Charlotte, NC	7,593	-11.4% ↓
13.	Boston, MA (Manchester, NH)	5,849	-2.0% ↓
14.	Greenville-Spartanburg, SC-Asheville, NC-And...	4,669	-45.8% ↓
15.	Chicago, IL	4,400	-16.1% ↓
16.	Columbus, OH	3,663	-52.2% ↓
17.	Orlando-Daytona Beach-Melbourne, FL	2,899	-25.2% ↓
18.	Miami-Fort Lauderdale, FL	2,540	8.4% ↑
19.	Dallas-Ft. Worth, TX	2,485	-23.1% ↓
20.	Greensboro-High Point-Winston Salem, NC	2,406	-42.3% ↓

Building Out The Brand

- 
- A horizontal decorative bar consisting of ten rectangular segments of varying colors: dark purple, olive green, blue-grey, grey, yellow, dark red, dark blue, tan, teal, and dark green.
- Public Relations
 - Advertising (digital and print)
 - Content Marketing
 - Blogs
 - Video
 - Digital Marketing
 - E-newsletters
 - Social Media Promotion

Awards & Accolades

A horizontal decorative bar composed of eleven rectangular segments in various colors: dark purple, olive green, slate blue, grey, yellow, dark red, dark navy, tan, teal, and dark green.

“The 15 Most Beautiful Main Streets Across America” *Architectural Digest*

“America’s Favorite Mountain Towns” *Travel + Leisure*

“Top 10 Idyllic and Historic Main Streets” *USA Today*

“America's Best Main Streets” *Fodors / Huffington Post*

“America’s Greatest Main Streets” *Travel + Leisure*

“Best Small Towns in America” *Smithsonian*

“Small Towns We Love” *Southern Living*

GARDEN & GUN

SUBSCRIBE NOW



FOOD & DRINK Dinner at Virginia's Maude & the Bear Is a Culinary Journey

Eight delicious courses—and eight interesting things to know about Ian Boden's new dining destination in Staunton

By STEVE RUSSELL
May 14, 2024



PHOTO: IAN BODEN

Months with scallop and ramp sauce.

The New York Times



Arlington
MAGAZINE

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Have Yourself a Wizarding Weekend

Find potions, spells, Quidditch and cosplay at the Queen City Mischief & Magic festival in Staunton, Virginia.

By: Christine Koubek Flynn

September 2, 2024



The median age of first-time home buyers started approaching 40 last year, according to the National Association of Realtors. Kirsten Luce for The New York Times

They Couldn't Afford Homes in the Big City. So They Left.

Some first-time home buyers, facing high interest rates, are trading their metropolitan lifestyles for lower-cost living.

Home prices across the country have hit record highs in recent years, adding dread to a housing market that's bound tight. For some prospective buyers, the dream of building equity with a picket-fenced yard around a three-bedroom, two-bath home with a [Nancy Meyers kitchen](#) requires giving up the conveniences of city living and the proximity to friends, family and long-held community.





On-Message Collaterals



- [illegible]



Digital Marketing

META PROSPECTING - Haunted Staunton

Oct 1, 2024 - Oct 31, 2024

MONTHLY PERFORMANCE

Link Clicks	Impressions	CTR
6,095	312,578	1.95%
Engagement rate	Average session duration	
31.35%	00:00:39	

Ad Set Name	Link clicks	Impressions	CTR
1. Haunted Staunton CTR	6,095	312,578	1.95%

1 - 1 / 1

DMA region	Link clicks	Impressions	CTR
1. Washington, DC (Megatrim)	1,429	71,083	1.99%
2. New York	753	37,964	1.98%
3. Roanoke-Lynchburg	738	35,491	2.08%
4. Philadelphia	623	32,179	1.94%
5. Norfolk-Portsmouth-Newport News	600	30,191	1.99%

1 - 5 / 11

FY PERFORMANCE

Link Clicks	Impressions	CTR
12,757	664,625	1.92%
Engagement rate	Average session duration	
35.74%	00:00:43	



INSIGHTS
- The CTR saw over a 30% increase from September to the end of the campaign through creative and placement optimizations.

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

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

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

META PROSPECTING

Oct 1, 2024 - Oct 31, 2024

MONTHLY PERFORMANCE

Link Clicks	Impressions	CTR
3,751	172,138	2.18%
Engagement rate	Average session duration	
37.89%	00:00:55	

Ad Set Name	Link clicks	Impressions	CTR
1. Culinary	1,919	133,788	1.43%
2. 10 Must Sees	1,832	38,350	4.78%

1 - 2 / 2

DMA region	Link clicks	Impressions	CTR
1. Roanoke-Lynchburg	1,128	42,816	2.63%
2. Washington, DC (Megatrim)	829	36,387	2.28%
3. Norfolk-Portsmouth-Newport News	563	23,455	2.40%
4. Richmond-Petersburg	441	18,326	2.41%
5. Philadelphia	169	9,994	1.69%

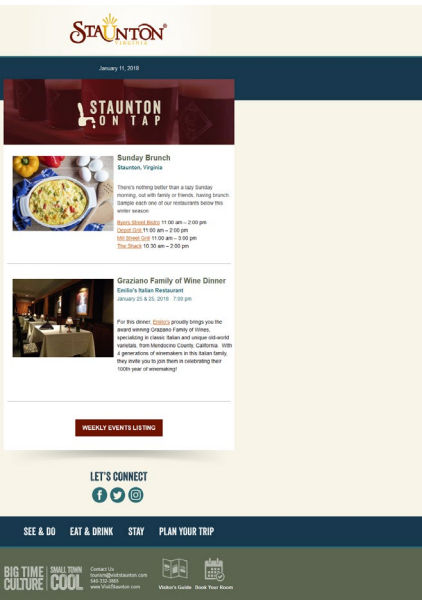
1 - 5 / 11

FY PERFORMANCE

Link Clicks	Impressions	CTR
7,508	483,083	1.55%
Engagement rate	Average session duration	
41.10%	00:00:56	



INSIGHTS
- The Waifries ad was performing ad in October. The Culinary ad group was shut off now that the 10 Must Sees ad group was introduced.
- The Meta campaign delivers 95% of traffic to the 10 Must Sees page.



Make this yours

See how it works

Get the book

Get the book

Get the book

Get the book

Get the book

Get the book

Get the book





Content Marketing + Creators

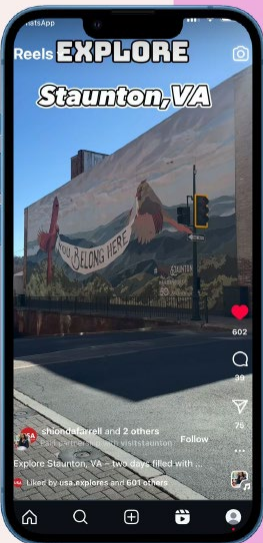
13 TOTAL POSTS

Creator • Amplification • Bonus Reels

1.3M
VIEWS

3.6K
ENGAGEMENTS

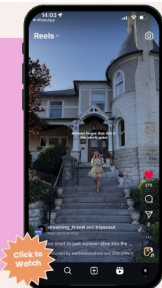
262
SAVES + SHARES



Trendy Text

175K
VIEWS

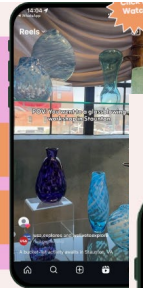
90K
IMPRESSIONS



Bucket list Activity

175K
VIEWS

116K
IMPRESSIONS



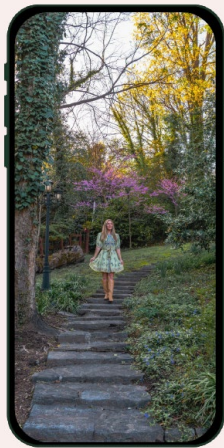
12 TOTAL POSTS

Creator • Amplification • Bonus Reels

2M
VIEWS

8.4K
ENGAGEMENTS

280+
SAVES + SHARES





mdfunfam 29w

Went there last month! Such a charming town.



twinspirationalparties 3w

Looks like a fabulous getaway



acharmingscape 3w

Love the spring blossoms and looks like a great place to visit!



where_is_she_now 3w

It looks like a dream! So peaceful. I would love to visit 🥰



thegreenworkspace 3w

Absolutely stunning spot to unwind and reconnect with nature 🌿🍷

DEFINING SUCCESS

Watch Time

Watch time on campaign Reels has also become important new metric to track success. Using a industry metric standard that calculates the ROI based on watch time at \$1.96/minute, we can see this campaign had a great ROI – **Almost 4.6X the initial investment!**

58,138

MINUTES WATCHED

X

\$1.96

EMV FOR SOCIAL

=

\$113,950

ESTIMATED ROI

Follower Growth

Thanks to strategic collaboration posts and consistent tagging by both creators and the Tripscout Network throughout the campaign, Visit Staunton has experienced a notable increase of over **24.2%** in followers during the campaign period.

DEFINING SUCCESS

Intent to Travel

Comments expressing a desire to visit Staunton indicate a direct impact on travel intent. These sentiments showcase the campaign's success in piquing interest and driving potential tourists to consider Staunton as their next destination.



where_is_she_now 3w
Saving this list!!!! Putting this location on my list 📌



theblacktravelliance 29w
We can't wait to visit! It wasn't on our radar but we love it!



therealchicjen 29w
Omg, this is a beautiful town, will be visiting soon.



thepacktravelclub 29w
Putting it on our list of places to visit!

60%

Of travelers choose a destination after seeing it on social media.

82.5%

Of social media users say they use platforms for collection information about brands & products.



Creative Storytelling

THINGS TO DO EVENTS EAT & DRINK  STAY PLAN YOUR TRIP

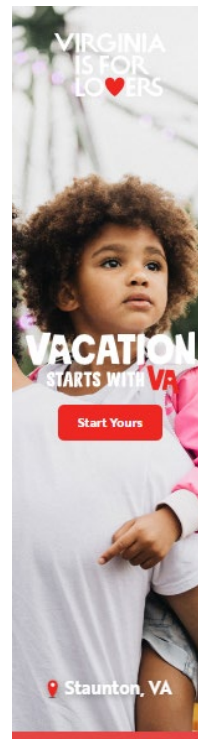
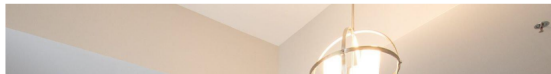
4-DAY WEEKEND ITINERARY IN STAUNTON

Are you looking to get away for Labor Day or another long weekend? Why not head to Staunton for a mix of fun, food, shopping, scenery, culture, and entertainment. Here's a guide to your four-day weekend in Staunton.

FRIDAY:

FIND YOUR LODGING

Staunton offers a range of lodging experiences. Book an elegant room in a luxurious, historic hotel like **Blackburn Inn** or **Hotel 24 South**. The **Historic Berkeley Place** also offers stylish and modern rooms and suites in a freshly renovated Queen Ann Victorian. The **Frederick House's** 20 rooms are spread throughout five historic homes, all within Staunton's downtown footprint. Travelers with families might prefer budget lodgings like **Howard Johnson** or **Days Inn**.





FAM Tours





Explore the Shenandoah Valley

The Shenandoah Valley is alive with history, culture, farm tours, wineries, and dozens of authentic cities and towns to explore.

PLAN MY TRIP

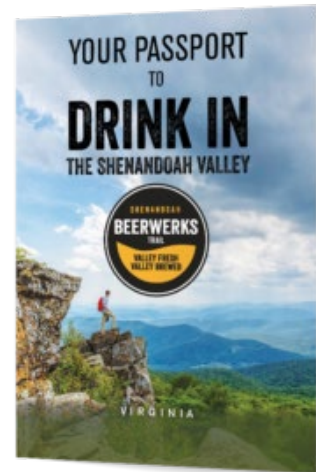
GUIDES AND BLOGS

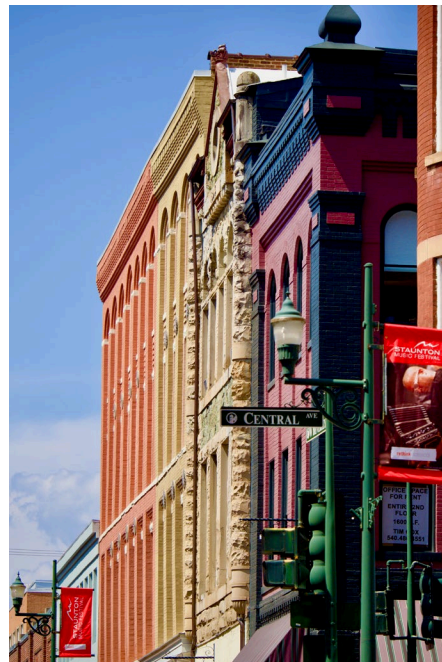
Summer Festivals
in the Shenandoah
Valley

VIEW >

Saved to this PC
Fields of Gold
Farm Trail
Highlights

MULTIPLE
Pet-Frie
Travel in
Shenan
Valley







Contact Us

Tourism Office



540-332-3865



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



116 West Beverley Street



tourism@visitstaunton.com

Thank You