



2024 Tourism Update

Samantha Johnson, Director of Tourism

Presented by Visit Staunton, 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 2025: \$665,454 (additional \$62,254 for Downtown Visitor Center.) Total budget: **\$727,708**
 - Lodging Tax
 - General Fund

Tourism Staff

Samantha Johnson, Director of Tourism

- Manages overall operation of the Tourism department.

Jessica Williams, 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 2023, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

GENERATED
\$79,200,000
IN TRAVELER
SPENDING

SUPPORTED
1078
JOBS

4TH
LARGEST EMPLOYER IN
STAUNTON

PROVIDED
\$8,500,000
IN STATE AND LOCAL
TAXES

INCREASED STATE &
LOCAL TAX REVENUES
2%
FROM 2022

SAVED STAUNTON
HOUSEHOLDS
\$614.61



885 Hotel Rooms



74 Restaurants



7 Bed & Breakfasts



**80 Independent
Retailers**



**3 Craft Breweries
5 Wine Tasting Rooms**



75 Airbnb's



Smith Travel Research Report

Occupancy (%)	2024									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	35.2	42.6	48.6	55.7	61.6	58.5	57.5	58.4	56.7	66.0
Last Year	40.5	45.7	54.0	60.8	65.7	65.5	60.9	60.8	60.7	67.3
Percent Change	-13.3	-6.8	-9.9	-8.5	-6.3	-10.7	-5.6	-4.0	-6.5	-1.9

Year To Date		
2022	2023	2024
59.5	58.3	54.0
49.9	59.5	58.3
19.3	-2.1	-7.4

ADR	2024									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	87.48	90.94	95.63	103.86	112.84	104.88	101.66	103.85	115.85	123.30
Last Year	84.96	88.39	95.10	101.25	111.45	103.39	101.33	102.54	112.65	118.44
Percent Change	3.0	2.9	0.6	2.6	1.3	1.4	0.3	1.3	2.8	4.1

Year To Date		
2022	2023	2024
101.30	103.37	105.51
91.92	101.30	103.37
10.2	2.0	2.1

RevPAR	2024									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	30.75	38.73	46.46	57.81	69.47	61.36	58.47	60.68	65.68	81.35
Last Year	34.43	40.39	51.31	61.57	73.20	67.75	61.71	62.39	68.34	79.66
Percent Change	-10.7	-4.1	-9.4	-6.1	-5.1	-9.4	-5.3	-2.7	-3.9	2.1

Year To Date		
2022	2023	2024
60.30	60.26	56.98
45.85	60.30	60.26
31.5	-0.1	-5.4

Supply	2024									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	52,142	47,096	52,142	50,460	52,142	47,820	49,414	49,414	47,700	49,290
Last Year	51,522	46,704	51,708	50,040	52,080	50,400	52,080	52,142	50,460	52,142
Percent Change	1.2	0.8	0.8	0.8	0.1	-5.1	-5.1	-5.2	-5.5	-5.5

Year To Date		
2022	2023	2024
508,524	509,278	497,620
508,684	508,524	509,278
0.0	0.1	-2.3

Revenue	2024									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
This Year	1,603,422	1,824,186	2,422,765	2,917,185	3,622,366	2,934,403	2,889,265	2,998,297	3,133,134	4,009,739
Last Year	1,773,980	1,886,160	2,653,175	3,080,737	3,812,175	3,414,671	3,214,084	3,253,022	3,448,548	4,153,446
Percent Change	-9.6	-3.3	-8.7	-5.3	-5.0	-14.1	-10.1	-7.8	-9.1	-3.5

Year To Date		
2022	2023	2024
30,664,692	30,689,998	28,354,762
23,323,949	30,664,692	30,689,998
31.5	0.1	-7.6

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.

Visitor impact on the local economy

17% <i>Share of Overall Spend from Visitors</i>	12% <i>Share of Restaurant Spend from Visitors</i>	16% <i>Share of Retail Spend from Visitors</i>	53% <i>Share of Attraction Spend from Visitors</i>
	\$69 <i>Restaurant Average Spend of Visitors</i>	\$97 <i>Retail Average Spend of Visitors</i>	\$140 <i>Attraction Average Spend of Visitors</i>

Who are Staunton visitors?



52%
are 25 - 54 years old



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

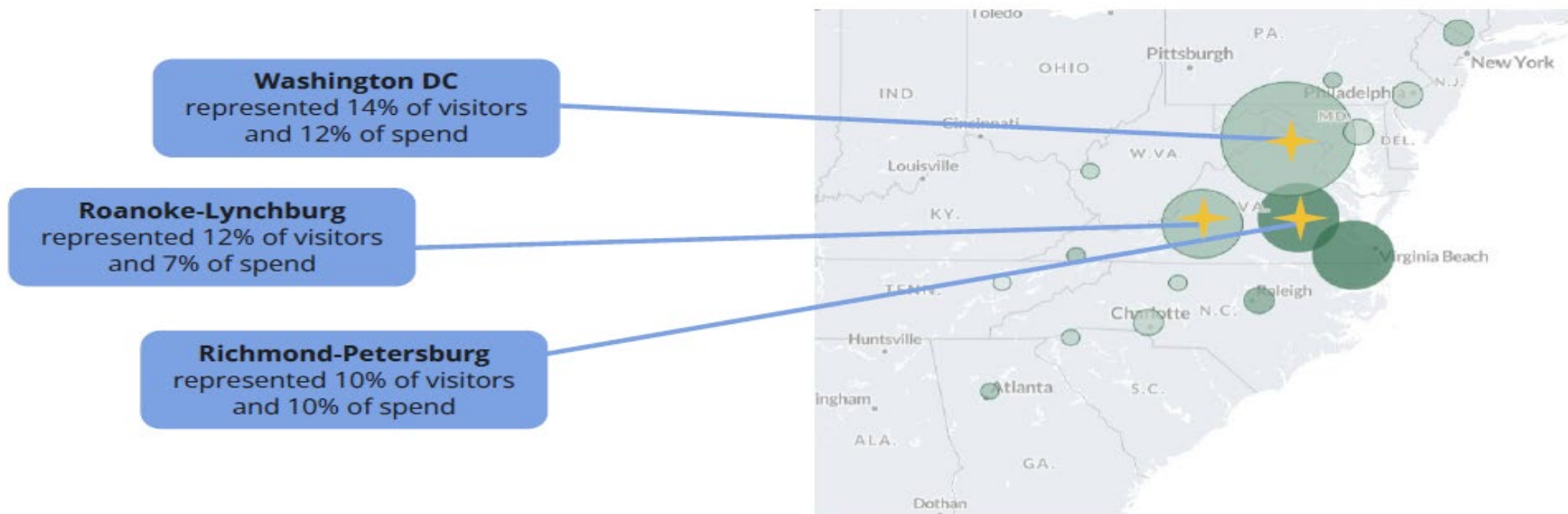


37%
have children in
the household



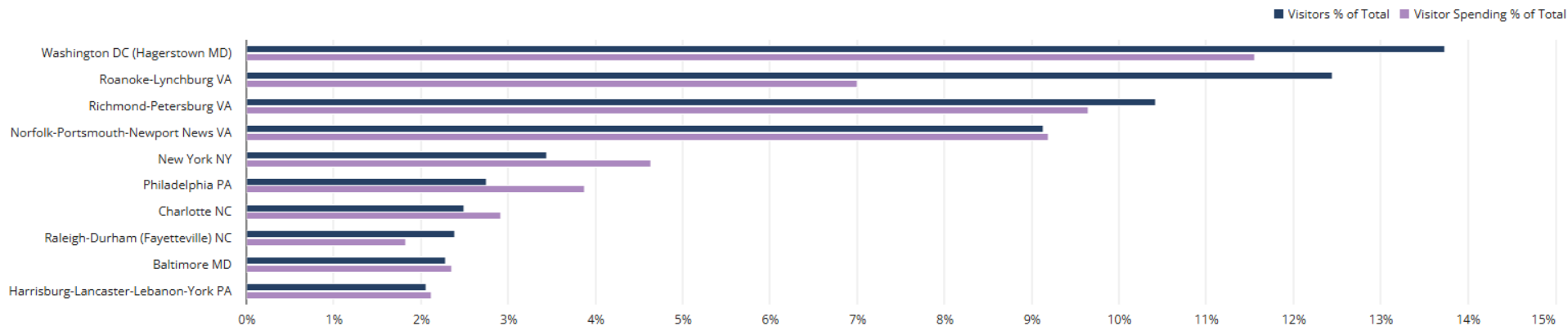
Where are visitors from?

58% of visitors to **Staunton** are from **out of state**



Visitor Market & Visitor Spend

Top 10 Origin Markets by Visitation with their Spend



Visitor Device Count Sample Size

47,750

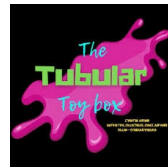
Visitor Cardholder Count Sample Size

40,469



studio
broad

maude
& the
bear





Group Tours/Meetings

- 
- A horizontal decorative bar consisting of ten colored segments: purple, olive green, blue-grey, grey, yellow, dark red, dark blue, tan, teal, and olive green.
- American Bus Association Marketplace January 12-17
 - Virginia Society of Association Executives, May 4-7
 - Zarticon, May 12-16
 - AAA Sales Blitz, June 9-14
 - ESTO, August 11-13
 - MATPRA Media Marketplace, August 27-29
 - Capital Region USA's Global Travel Exchange, Sept. 16-18
 - National Tour Association Travel Exchange November 17-21



On-Message Collaterals





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 make 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 never far from the Blackfriars Playhouse, the world's only re-creation 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, seeing original farmstead with costumed interpreters.



Sunspots Studios

Feel the heat of the furnaces 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 birthplace, historic gardens, and interactive exhibits.

Located in the heart of the Shenandoah Valley at the intersection of Interstates 61 & 64

Washington D.C.: 150 miles
Richmond: 100 miles
Columbia, Maryland: 120 miles
Virginia Beach: 175 miles
Roanoke: 80 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

Bring 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 for 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



CHOOSE YOUR ADVENTURE 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 food 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 foot with the award-winning wines of Oak Eye Vineyards alongside master vintner and owner of Oak Eye Vineyards, John Kline. 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
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www.VisitStaunton.com/groups

10.14.2022

UNIQUE VENUES & INTIMATE RETREATS

Letting Green

Letting Green's Manor House is perfect for your private entertaining needs. This historic 19th century property is great for luncheons, corporate meetings and more.

Frontier Culture Museum

Frontier Culture Museum is home to original farmsteads from England, Germany, and Ireland and have been reconstructed here in the Shenandoah Valley and offer a popular destination for a unique setting for annual meetings, social events, and weddings.

R.R. Smith for History and Art

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 auditorium, urban garden.

Staunton Innovation Hub

Staunton Innovation Hub is home to Staunton's historic District office conference rooms, rooftop deck space, classrooms and a large meeting room.

Woodrow Wilson Library and Museum

Woodrow Wilson Library and Museum is a historic site located in downtown Staunton, Virginia. The historic property offers a unique setting and is ideal for an annual meeting or a unique setting for a business retreat or family reunion.



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

Washington D.C.	150 miles
Richmond	120 miles
Colonial Williamsburg	150 miles
Virginia Beach	214 miles
Roanoke	80 miles

Ready to Start Planning?

CONTACT:
Staunton Convention and Visitors Bureau
Kathleen Williams
Sales & Marketing Manager
111 Washington Street, Suite 200
Staunton, VA 22601
(540) 527-7000

VisitStaunton.com

"America's Favorite Mountain Towns"
—TRAVEL ALEKSE

STAUNTON VIRGINIA

For those looking for a unique meeting experience, Staunton delivers with its affordable accommodations, down home southern hospitality and vibrant downtown. Each unique boutique 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 lodging 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..."
—ARCHITECTURAL DIGEST

FULL SERVICE MEETING HOTELS



Designed by master builder Thomas Blackburn, this historic property is Staunton's newest full-service hotel and conference center blending Jeffersonian architecture with innovative design on a sprawling 60-acre retreat.

Meeting Rooms:

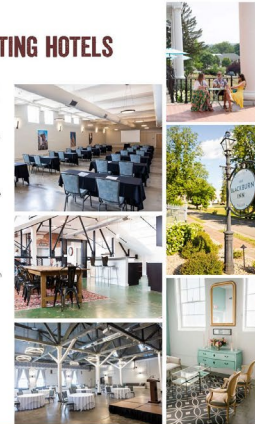
Offering four distinct meeting rooms for groups of 20 to 400, along with numerous outdoor function areas including a rooftop deck with views of downtown and the surrounding Blue Ridge Mountains.

GREAT HALL, GALLERY 100B and UPPER GALLERY: With a combined 6,000 square feet of space, these rooms can be used together or separately. All offer natural light, catering by our award-winning Chef in-house A16 services, dimmable lighting and vast ceilings.

PENTHOUSE AT THE LOFTS: Ideal for board retreats and special events, the venue accommodates up to 55 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 grab-and-go prepared foods
- Beer, wine, and coffee
- 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



A VIRGINIA DESTINATION
AND CONFERENCE CENTER



Formerly the Shenandoah Hotel and originally opened in 1904, this historic property has the distinct pleasure of being the only full-service hotel located in downtown Staunton. Guests have the luxury of walking out the front doors of this exquisite property to experience art galleries, boutique shopping, dining and cultural attractions that only a downtown location can offer.

Meeting Rooms:

Offering a variety of flexible meeting space, the historic property is home to 8,500 square feet of flexible meeting space, 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 needs ranging from breakfast sessions to cocktail space and everything in between.

SHENANDOAH BALLROOM: Connected to the hotel's historic South Restaurant and outdoor patio, this 2,700 square foot ballroom is perfect for meal functions, receptions, and special events. This space is beautifully appointed with vaulted ceilings, high ceilings, expansive windows, and access to our outdoor patio which overlooks downtown.

Amenities:

- Walking distance to shopping, dining and local attractions
- 8,500 square feet of newly renovated flexible meeting space
- 134 recently updated guest rooms
- On-site restaurant and lounge as well as a full-service catering staff
- Professional Conference Service and A16 team to assist in planning and execution of your event
- Complimentary High-Speed Internet
- Indoor Pool/Fitness Center
- Meeting Planners earn 31A/31B award points

"Best Main Streets
in the USA"
—USA TODAY



We hear it's uncommon for a small Virginia town nestled beside the Blue Ridge Mountains to...



→ provide thought with architecture tours, ghost tours, and the immersive retelling of America's Frontier



→ have a downtown praised by *Travel + Leisure*, *Architectural Digest*, *Southern Living*, and *Oprah*



→ offer the world's only recreation of Shakespeare's Blackfriars Playhouse



→ be a destination for world-renowned classical musicians every summer



→ be the birthplace of one US President, and thousands of wizards



→ launch year-round train rides aboard the Virginia Scenic Railway



→ be home to James Beard nominated chef Ian Bowen

But we are all of those things — and so much more.

We're uncommon.
And that's by design.

STAUNTONTM
VIRGINIA

VisitStaunton.com



SCAN TO
DISCOVER
MORE ABOUT
STAUNTON



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VIRGINIA
SILVER
DOGS

"America's Favorite
Mountain Towns"

— *Travel Leisure*

"Most Beautiful Main
Streets Across America"

— *Architectural Digest*

"One of the Best Small
Towns in America"

— *Smithsonian*



Step Back Through Time

The living-history, open-air **Frontier Culture Museum** offers a look through the first settlers who migrated, both willingly and unwillingly to Colonial America from England, Germany, Ireland, and West Africa. Staunton is also birthplace to 28th US President, **Woodrow Wilson**. Dive into not only the man himself but those that molded his leadership and ideologies.

Creative Green: Art, Nature and Wellness

Sometimes known as the "green prescription" or "arts on prescription," this is the idea that a combination of art, culture, and natural experiences all contribute to health and well-being of the body, mind, and spirit. Sure, Staunton has space and natural food options. We also have hot-glass blowing studios, adventure outfitters, improv and art classes, live music and a Shakespearean company that delivers wellness therapy through the stage. In Staunton, **wellness** is well rounded.



© 2019 Staunton, VA. All rights reserved. Photo by John K. Edwards



Music Makers: Staunton's Summer Glow-Up

For the last four years, USA Today ranked Staunton among America's "10 Best Small Towns for Arts & Culture." Every summer, **The Heifetz International Music Institute** hosts the world's top classical students for innovative study and performance. **The Staunton Music Festival** welcomes over 80 acclaimed professionals from around the world to perform in 30 events featuring chamber, vocal, and symphonic music. Discover for yourself why some of the world's finest musicians started sharing the phrase, "It only happens in Staunton." And that's just the beginning. Ask us about Taylor & Boody, Huss & Dalton, Red Wing Roots Music Festival, and more.



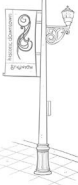
Savor It A Little Slower: Dining Out in Staunton

It's the Bear isn't the only culinary name on everyone's lips. Staunton's newest fine-dining experience, **Maude and the Bear**, takes diners through progressive multi-course meals. Many Staunton establishments offer tours for the taste-bud connoisseurs looking to indulge in hometown favorites, farm-to-table freshness, or innovative delicacies. **The Virginia Scenic Railway** encourages riders to enjoy the top-tier hospitality and service as they travel through the Shenandoah Valley. During weekends in the summer, Staunton's Main Street closes to vehicles and becomes a pedestrian only dining and relaxing zone, through a special program called Shop & Dine Out.



Staunton Really is Magic

Every September, **Queen City Mischief & Magic** spellbounds Staunton. This home-grown fan festival transforms downtown Staunton into an enchanted wizardly village. Visitors can explore hands-on activities, demonstrations, themed dining and shopping, and meet their favorite characters. Don't miss the **Howards Express** when it delivers the entire cast of characters to the Festival. Ask us about the wide-ranging, year-round calendar of events in Staunton to engage with.



Asset Development





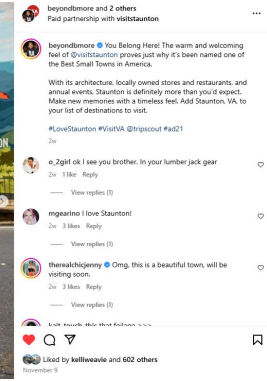
Virginia Living



Mary Moore Mason- Mary Go Round America



@BeyondBmore



travelmammal
travel | food | culture | experiences



Radioreise
Die Welt mit den Ohren entdecken.

START · ÜBER UNS · SENDETERMINE · KONTAKT · IMPRESSUM · DATENSCHUTZ · ALLE PODCAST-FOLGEN

SUCHEN

Labels
Radioreise

27. Juli

VIRGINIA - AUF DER CROOKED ROAD DURCH DEN
SÜDWESTEN DES US-BUNDESTAATES

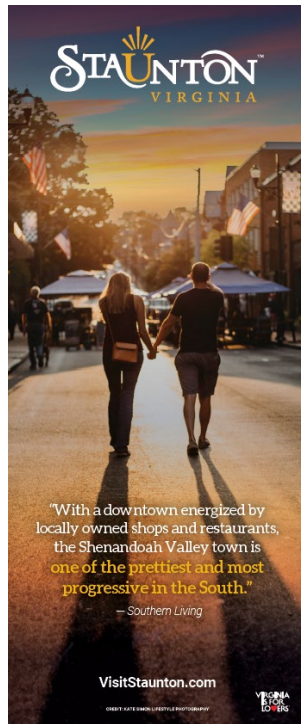


Current Print/Radio Campaign

Travel
TASTE + TOUR



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LIVING



Richmond
magazine

BLUE RIDGE
outdoors
MAGAZINE

NorthernVirginia
MAGAZINE

GARDEN  GUN

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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



PHOTO: IAN BODEN

Morels with scallop and ramp sauce.

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



Wright's Dairy-Rite Staunton, Virginia



PHOTO: KYLE VATES

Wright's drive-in captivates with its mom-and-pop ambience and curbside service, proudly serving mouthwatering burgers, fries, and macaroni salad since 1952. Just pull up, speak your order into a metal box, and wait for your food to come to you. Save room for Wright's Wheelie, a hot glazed donut topped with a jumbo scoop of creamy vanilla ice cream.

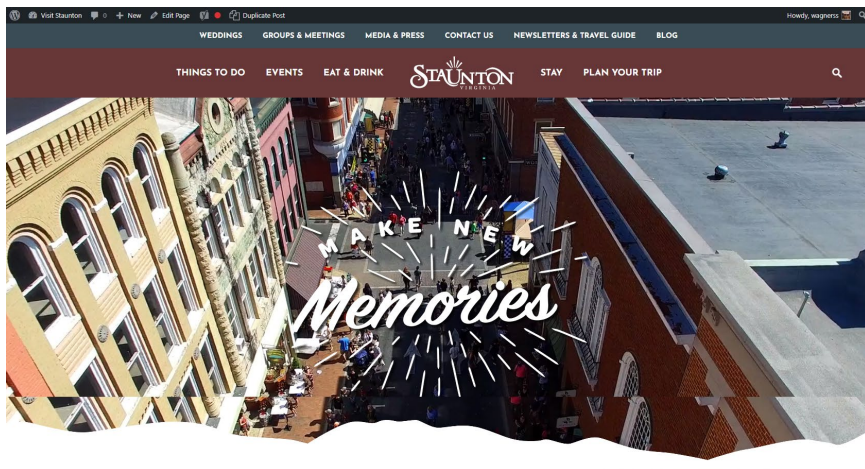


GARDEN  GUN

FOOD & DRINK Seven Old-School Diners That Serve All the Nostalgia

For milkshakes, o-rings, and juicy burgers, these Southern diners live up to the hype.

By: [ERIN GIFFORD](#)
July 29, 2024

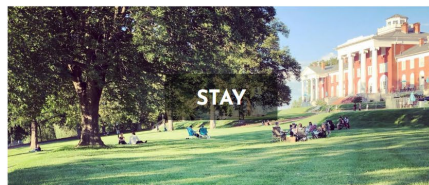


WELCOME TO STAUNTON, VIRGINIA

Staunton is more than you might expect. It's a friendly combination of small town USA and a vibrant cultural scene. It's the place you go to stroll brick sidewalks, admire stunning architecture and shop locally-owned downtown boutiques. It's also the place you go to experience world-class music festivals and intimate theatre performances. It's where you can unwind at trendy breweries, dig into a fresh culinary creations and take-in-a dose of nature in the nearby Shenandoah National Park.

It's where you can have a packed agenda, or no agenda at all.

We invite you to discover the variety of things to do, districts to explore, hotels to relax in and delicious restaurants to feed your soul. Welcome to Staunton.



VisitStaunton.com

- ❖ 346,989 Sessions
- ❖ 995,033 Pageviews
- ❖ 01:27 Session Duration
- ❖ 166,866 Outbound Link Clicks
- ❖ 33,373 (20%) Stay Outbound Clicks
- ❖ Top 3 Visited Pages are Homepage, Plan Your Trip, Things To Do

OVERVIEW (continued)

Jan 1, 2024 - Oct 31, 2024

TOP PAGES

	Page path	Views
1.	/the-top-10-must-sees-every-visit...	5,784
2.	/heres-why-you-need-that-winter-...	5,753
3.	/things-to-do/	5,519
4.	/	5,223
5.	/events/	3,365
6.	/eat-drink/restaurants/	3,351
7.	/eat-drink/	2,524
8.	/events/daily-weekly-events/	2,122
9.	/stay/	1,588
10.	/plan-your-trip/trip-ideas/	1,540
11.	/things-to-do/historic-sites-muse...	1,413
12.	/things-to-do/haunted-staunton/	1,326
13.	/things-to-do/shopping/	1,232
14.	/stay/hotels-motels/	1,153
15.	/stay/bed-breakfasts-inns/	1,052
16.	/things-to-do/family-fun/	1,009
17.	/plan-your-trip/	927
18.	/things-to-do/arts-culture/	859
19.	/eat-drink/breweries-tap-rooms/	829
20.	/unwrapping-the-magic-of-the-hel...	827

TOP CITIES

	City	Total users
1.	Ashburn	4,913
2.	(not set)	3,102
3.	New York	1,521
4.	Philadelphia	1,477
5.	Virginia Beach	1,380
6.	Staunton	1,324
7.	Baltimore	1,160
8.	Roanoke	1,001
9.	Atlanta	585
10.	Washington	545
11.	Harrisonburg	455
12.	Richmond	443
13.	Charlottesville	440
14.	Waynesboro	409
15.	Norfolk	389
16.	Lynchburg	281
17.	Raleigh	271
18.	Reston	253
19.	Charlotte	250
20.	Reston	227

EXIT CLICKS TO PARTNERS OVERVIEW

Jan 1, 2024 - Oct 31, 2024

TOTAL

Total users

73,083

TOP EXIT CLICK PAGES

	Page path	Total users
1.	/events/daily-weekly-events/	3,623
2.	/listing/virginia-scenic-railway/	2,542
3.	/listing/bricks-restaurant-and-pub/	2,484
4.	/ride-the-virginia-scenic-railway-from-staunton/	2,360
5.	/listing/american-shakespeare-centers-blackfriars-play...	2,335
6.	/check-off-these-items-on-the-staunton-spring-bucket-li...	2,278
7.	/listing/berkeley-place/	2,091
8.	/listing/frederick-house/	1,862
9.	/listing/byers-street-bistro/	1,765
10.	/listing/blu-point-seafood-co/	1,661
11.	/listing/gypsy-express-mini-train/	1,633
12.	/listing/montclair-bed-and-breakfast/	1,589
13.	/listing/frontier-culture-museum/	1,516
14.	/24-hours-in-staunton-activities-you-cant-miss/	1,506
15.	/listing/accordia-2/	1,502
16.	/listing/the-blackburn-inn-and-conference-center/	1,501
17.	/listing/batten-green/	1,459
18.	/listing/pizza-luca/	1,450
19.	/things-to-do/haunted-staunton/	1,410
20.	/listing/maude-and-the-bear/	1,384

EXIT CLICKS TO PARTNERS

	Event name	Link URL	Total users...
1.	outbound_link_clicks		7,337
2.	outbound_link_clicks	https://www.virginiascenicrailway.com/	2,976
3.	outbound_link_clicks	https://maddendigitalbooks.com/vavs23/	2,367
4.	outbound_link_clicks	https://www.facebook.com/BricksRestaurant...	2,231
5.	outbound_link_clicks	http://www.ascstaunton.com/	2,084
6.	outbound_link_clicks	https://fareharbor.com/embeds/book/buckin...	1,889
7.	outbound_link_clicks	https://www.historicberkeleyplace.com/	1,858
8.	outbound_link_clicks	http://www.frontiermuseum.org/	1,710
9.	outbound_link_clicks	https://www.ci.staunton.va.us/departments/p...	1,668
10.	outbound_link_clicks	http://www.byersstreetbistro.com/	1,650
11.	outbound_link_clicks	http://www.frederickhouse.com/	1,630
12.	outbound_link_clicks	https://blupointseafoodco.com/?fbclid=IwAR...	1,486
13.	outbound_link_clicks	https://www.facebook.com/profile.php?id=10...	1,473
14.	outbound_link_clicks	https://www.pizza-luca.com/?fbclid=IwZXh0b...	1,446
15.	outbound_link_clicks	http://www.montclairbnb.com/	1,395
16.	outbound_link_clicks	https://maudeandthebear.com/?fbclid=IwARQ...	1,394
17.	outbound_link_clicks	https://www.blackburn-inn.com/event-venues...	1,306
18.	outbound_link_clicks	https://www.battengreen.com/	1,274
19.	outbound_link_clicks	http://www.woodrowwilson.org/	1,186
20.	outbound_link_clicks	https://www.facebook.com/InglisideGolf/	1,184

GOOGLE ADS - SEM

MONTHLY PERFORMANCE

Jan 1, 2024 - Oct 31, 2024

Clicks
50,418

Impressions
268,165

CTR
18.80%

Engagement rate
84.25%

Average session duration
00:05:29

	Metro area	Clicks ▾
1.	Harrisonburg VA	9,180
2.	Washington DC (Hagerstown MD)	8,693
3.	Roanoke-Lynchburg VA	4,806
4.	Richmond-Petersburg VA	3,999
5.	Norfolk-Portsmouth-Newport News VA	3,955
6.	Charlottesville VA	2,344
7.	Philadelphia PA	1,406
8.	Baltimore MD	1,378
9.	New York NY	1,241
10.	Raleigh-Durham (Fayetteville) NC	1,187

	Search keyword	Clicks ▾
1.	staunton va things to do	10,282
2.	staunton	9,527
3.	things to do in staunton va	8,516
4.	motels near staunton va	2,757
5.	staunton virginia	2,662
6.	visit staunton va	2,402
7.	restaurants in staunton va	2,326
8.	what to do in staunton va	1,922
9.	things to do staunton va	1,811
10.	staunton va restaurants	1,218

1 - 100 / 209



1 - 86 / 86



FY PERFORMANCE

Clicks
22,367

Impressions
140,226

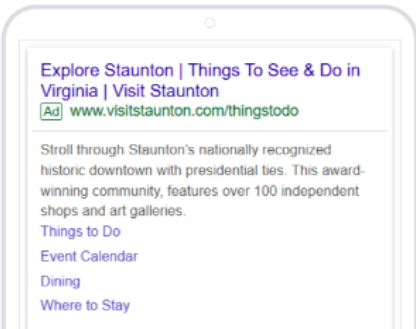
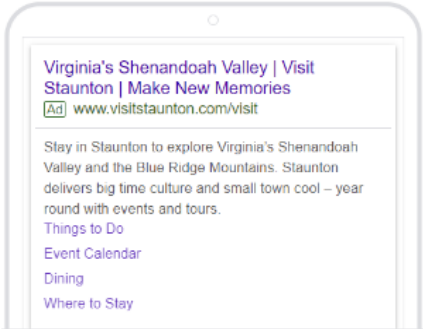
CTR
15.95%

Engagement rate
82.35%

Average session duration
00:05:30

	Ad group	Clicks ▾
1.	Things to Do	23,550
2.	Visit	16,654
3.	Eat & Drink	5,427
4.	Stay	4,643
5.	Weddings	144
6.	Meetings & Groups	0

1 - 7 / 7



META PROSPECTING

Jan 1, 2024 - Oct 31, 2024

MONTHLY PERFORMANCE

Link Clicks	Impressions	CTR
40,773	3,217,091	1.27%
Engagement rate	Average session duration	
36.39%	00:00:50	

	Ad Set Name	Link clicks	Impressions	CTR
1.	Culinary	5,676	444,733	1.28%
2.	10 Must Sees	1,832	38,350	4.78%

1 - 2 / 2

	DMA region	Link clicks	Impressions	CTR
1.	Roanoke-Lynchburg	2,231	125,642	1.78%
2.	Washington, DC (Hagrstwn)	1,794	115,513	1.55%
3.	Norfolk-Portsmouth-Newport News	1,073	63,059	1.70%
4.	Richmond-Petersburg	911	55,273	1.65%
5.	Philadelphia	387	30,932	1.25%

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 Waffles ad was the top 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 99% of traffic to the 10 Must Sees page.

META REMARKETING

Jan 1, 2024 - Oct 31, 2024

MONTHLY PERFORMANCE

Link Clicks	Impressions	CTR
13,436	749,223	1.79%
Engagement rate	Average session duration	
26.47%	00:00:53	

Ad Set Name	Link clicks	Impressions	CTR
1. FB Remarketing - Evergreen	3,897	200,026	1.95%

1 - 1 / 1 < >

DMA region	Link clicks	Impressions	CTR
1. Washington, DC (Hagrstwn)	553	32,297	1.71%
2. Norfolk-Portsmth-Newpt Nws	404	20,964	1.93%
3. Roanoke-Lynchburg	338	21,421	1.58%
4. Richmond-Petersburg	279	15,839	1.76%
5. Raleigh-Durham (Fayetvile)	169	7,668	2.20%

1 - 5 / 204 < >

FY PERFORMANCE

Link Clicks	Impressions	CTR
3,896	200,026	1.95%
Engagement rate	Average session duration	
59.33%	00:01:54	

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Virginia is for Lovers #LoveVA

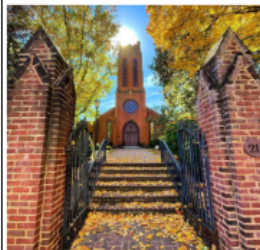


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Take a Peek at What Makes Us Unique [Book now](#)

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Virginia is for Lovers #LoveVA



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Take a Peek at What Makes Us Unique [Book now](#)

INSIGHTS

- The Downtown RM ad continues to be the top performing ad and contributes 47% of all clicks to the campaign
- Out of the top 3 ads, the Evergreen Historic Building ad has the highest CTR with 1.70%. We have now paused this creative due to the fall focus.

META PROSPECTING - Haunted Staunton

Jan 1, 2024 - Oct 31, 2024

MONTHLY PERFORMANCE

Link Clicks	Impressions	CTR
12,757	664,625	1.92%
Engagement rate	Average session duration	
35.63%	00:00:43	

Ad Set Name	Link clicks	Impressions	CTR
1. Haunted Staunton CTS	12,757	664,625	1.92%

1 - 1 / 1

DMA region	Link clicks	Impressions	CTR
1. Washington, DC (Hagrstwn)	3,218	165,117	1.95%
2. Roanoke-Lynchburg	1,671	78,176	2.14%
3. Norfolk-Portsmth-Newpt Nws	1,343	65,583	2.05%
4. New York	1,271	71,624	1.77%
5. Philadelphia	1,183	66,411	1.78%

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	

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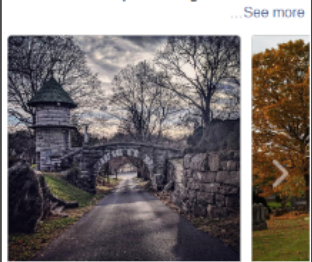
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INSIGHTS

- The CTR saw over a 30% increase from September to the end of the campaign through creative and placement optimizations.
- The carousel ad performed very well with the highest CTR of all creatives at 2.24%. The Thornrose image also continued to perform well, delivering 60% of clicks



Upcoming Campaign









Contact Us

City of Staunton Tourism Department



540-332-3865



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



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