



2025 Tourism Marketing 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



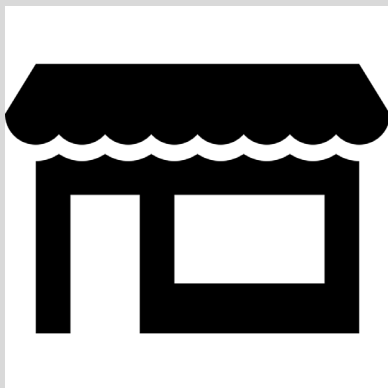
885 Hotel Rooms



74 Restaurants



7 Bed & Breakfasts



**80 Independent
Retailers**



**3 Craft Breweries
5 Wine Tasting Rooms**



75 Airbnb's

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.



2024 STR Data

Occupancy (%)	2023						2024												Year To Date		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022	2023	2024
This Year	60.9	60.8	60.7	67.2	53.4	40.0	35.1	42.6	48.6	55.6	61.6	58.5	57.5	58.4	56.7	66.0	50.2	43.3	58.3	56.3	52.8
Last Year	64.9	64.1	67.2	71.6	58.0	47.1	40.5	45.7	54.0	60.8	65.7	65.5	60.9	60.8	60.7	67.2	53.4	40.0	49.4	58.3	56.3
Percent Change	-6.1	-5.0	-9.8	-6.1	-7.9	-15.0	-13.3	-6.8	-10.0	-8.5	-6.3	-10.7	-5.6	-4.0	-6.5	-1.9	-6.0	8.3	18.1	-3.4	-6.3
ADR	2023						2024												Year To Date		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022	2023	2024
This Year	101.30	102.50	112.62	118.43	106.34	89.44	87.45	90.91	95.60	103.84	112.82	104.85	101.63	103.81	115.53	123.01	103.47	91.73	100.02	102.74	104.34
Last Year	100.78	100.10	107.16	117.94	97.40	87.33	84.96	88.39	95.10	101.25	111.43	103.36	101.30	102.50	112.62	118.43	106.34	89.44	91.93	100.02	102.74
Percent Change	0.5	2.4	5.1	0.4	9.2	2.4	2.9	2.9	0.5	2.6	1.3	1.4	0.3	1.3	2.6	3.9	-2.7	2.6	8.8	2.7	1.6
RevPAR	2023						2024												Year To Date		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022	2023	2024
This Year	61.68	62.35	68.31	79.64	56.78	35.81	30.73	38.70	46.43	57.78	69.45	61.33	58.44	60.64	65.50	81.16	51.91	39.77	58.35	57.87	55.10
Last Year	65.37	64.12	72.02	84.46	56.46	41.14	34.43	40.39	51.31	61.57	73.18	67.72	61.68	62.35	68.31	79.64	56.78	35.81	45.40	58.35	57.87
Percent Change	-5.6	-2.8	-5.1	-5.7	0.6	-13.0	-10.8	-4.2	-9.5	-6.1	-5.1	-9.4	-5.3	-2.7	-4.1	1.9	-8.6	11.1	28.5	-0.8	-4.8
Supply	2023						2024												Year To Date		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022	2023	2024
This Year	52,018	52,080	50,400	52,080	50,400	52,080	52,080	47,040	52,080	50,400	52,080	47,760	49,352	49,352	47,640	49,228	47,640	49,228	603,360	611,390	593,880
Last Year	51,832	51,832	50,160	51,522	49,860	51,522	51,522	46,704	51,708	50,040	52,018	50,340	52,018	52,080	50,400	52,080	50,400	52,080	610,068	609,360	611,390
Percent Change	0.4	0.5	0.5	1.1	1.1	1.1	1.1	0.7	0.7	0.7	0.1	-5.1	-5.1	-5.2	-5.5	-5.5	-5.5	-5.5	-0.1	0.3	-2.9
Demand	2023						2024												Year To Date		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2022	2023	2024
This Year	31,674	31,679	30,571	35,022	26,910	20,851	18,298	20,027	25,295	28,046	32,058	27,937	28,379	28,828	27,011	32,481	23,902	21,340	355,513	344,397	313,602
Last Year	33,620	33,201	33,713	36,897	28,904	24,268	20,880	21,340	27,899	30,426	34,162	32,983	31,674	31,679	30,571	35,022	26,910	20,851	301,279	355,513	344,397
Percent Change	-5.8	-4.6	-9.3	-5.1	-6.9	-14.1	-12.4	-6.2	-9.3	-7.8	-6.2	-15.3	-10.4	-9.0	-11.6	-7.3	-11.2	2.3	18.0	-3.1	-8.9

Who are Staunton visitors?



52%
are 25 - 54 years old



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

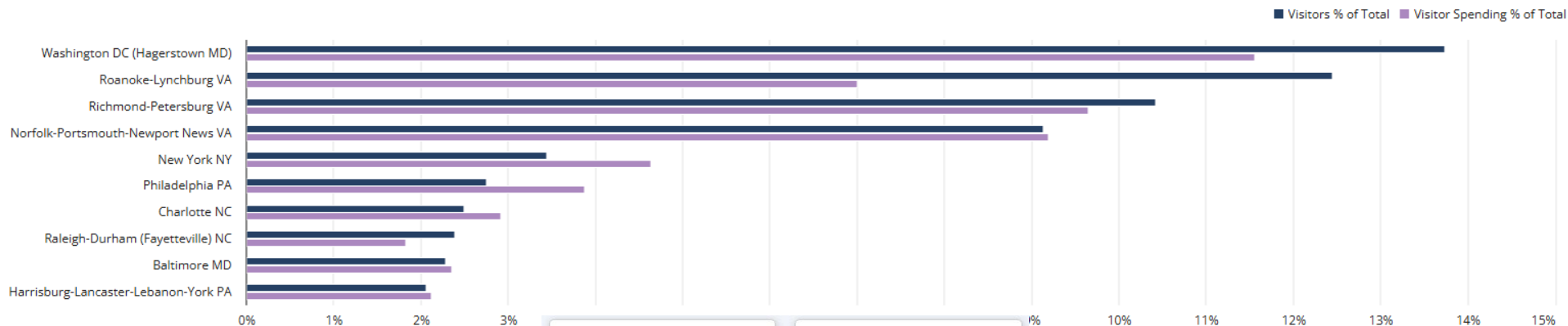


37%
have children in
the household



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

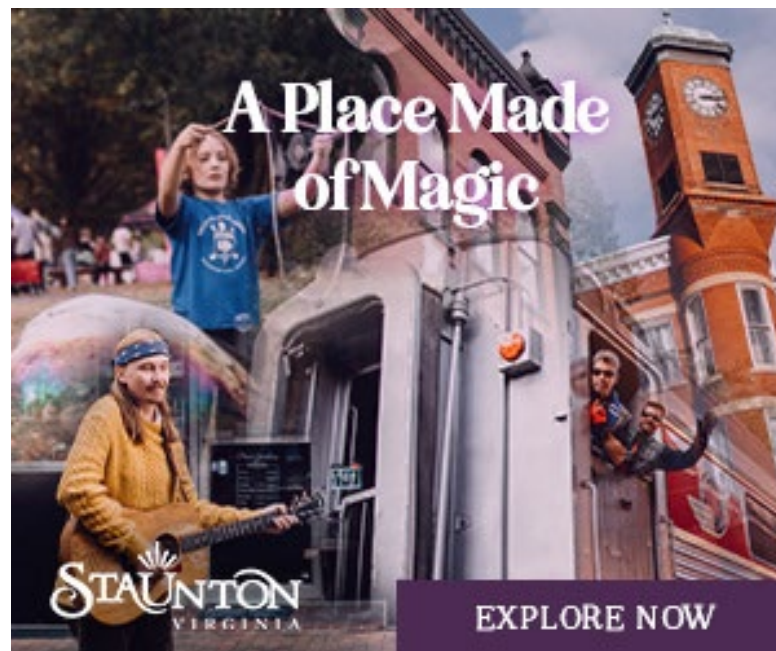






In-Market Messaging

Charlotte Today/WCNC



Visit Staunton, Virginia
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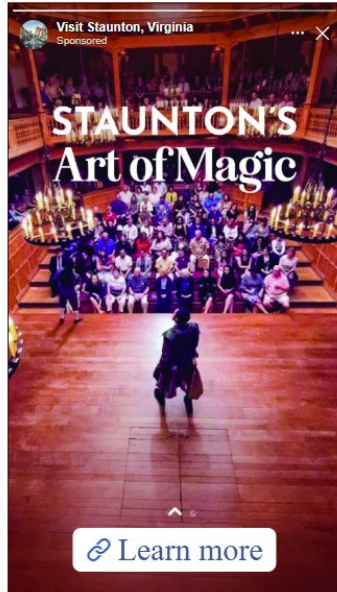
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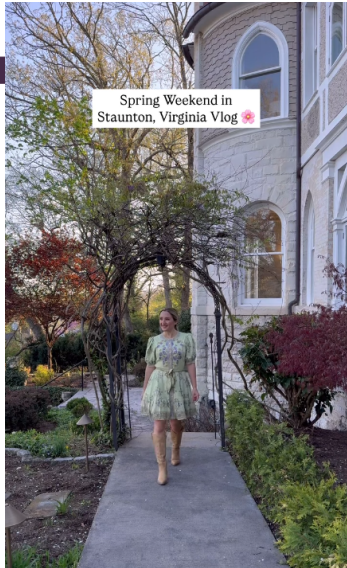
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Spring Weekend in Staunton, Virginia Vlog

brown.eyed.flower.child and 2 others
Paid partnership
Original audio

brown.eyed.flower.child Spend a nostalgic spring weekend with me in [@visitstaunton](#). It's located in Virginia's Shenandoah Valley, where I went to college, so it felt amazing being back in the area and reliving some old memories. #Sponsored

During my weekend escape to Staunton, I stayed at [@oakdeneinn](#), a luxurious boutique historic inn with beautiful gardens.

From there, journey with me through the city's Gospel Hill District, admire the captivating mansions, and check out the stunning blooms.

As you enter Downtown Staunton, stop [@heirloomhomestaunton](#) and Design b witness a public performer!

A must-visit in the downtown area is [@thebyandby](#) Wharf District. You can watch a glass b even create your own souvenir, such as

Folly Mills Falls is a hidden gem to check includes a short, easy hike along a creek

A special place I always have to visit wh Mountains is [@klinesdairybar](#). Their Sta new flavor of the week!

A visit to Staunton, Virginia is incomple



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This & Vibes in Staunton, VA

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shiondafarrell [#virginia](#) [#visitstaunton](#) [#staunton](#)
1w Reply

ericachristina Love Staunton, Virginia is a beautiful city. I called and the Mexican spot. I want to visit next time I'm there!

1w 1 like Reply
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bando_britt I love the design space

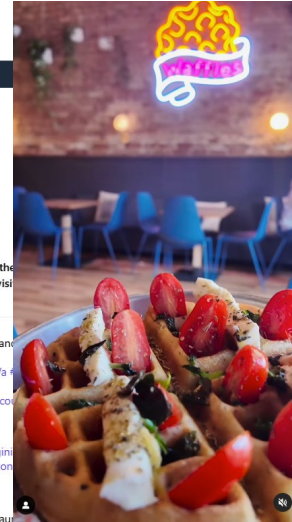
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charlottemama So much character

1w 1 like Reply
Misses another FY



Liked by [noelianunezart](#) and others
April 29



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Original audio

shiondafarrell Explore Staunton, VA – two days filled with charm, flavor, and history!

Day 1 a sweet start at [@sweetaddies](#), to creativity at [@visitspotstudios](#), bold bites at Latin Soul, and a step back in time at the [@willsonhouse](#). Then it was wine & dine vibes at [@accordiastan](#), and an unforgettable dinner at [@zynodos](#).

Day 2 started the day at [@thebyandby](#) for coffee + chill vibes, then wandered through Staunton's charming downtown for boutique & vintage finds.

Sipped cocktails & grabbed some lunch sandwiches at [@thegreengrass](#), dined in a historic train station at [@thedeptgrille](#), and wrapped up the night with drinks and music at [@thejunctionbarlounge](#)

Will you be adding Staunton, VA, as a place to visit soon?

[#LoveStaunton](#) [#VisitVa](#) #ad

[@visitstaunton](#) [@tripsout](#)
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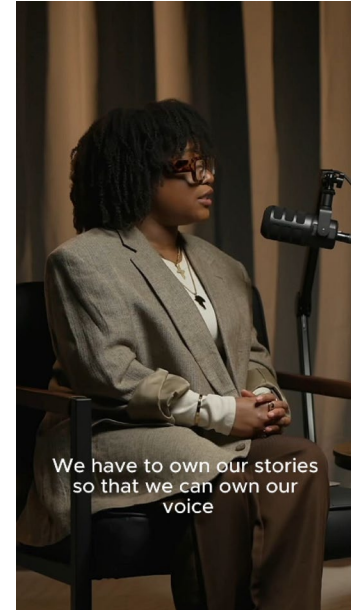
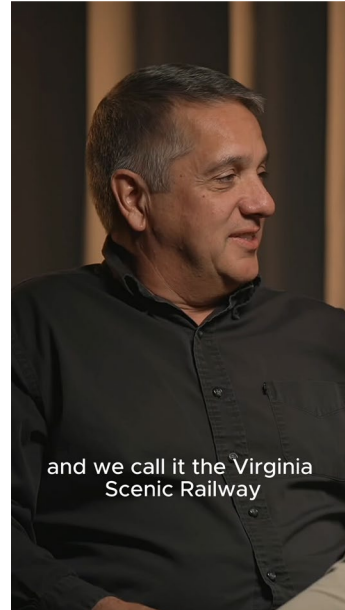
visitstaunton Those nails are amazing! ❤️
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April 28

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Destination Storytelling





[THINGS TO DO](#)
[EVENTS](#)
[EAT & DRINK](#)

[STAY](#)
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STAUNTON'S WHARF: TOP THINGS TO SEE AND DO

5/9/2025

Developed in the 1850s when the railroad came to Staunton, the Wharf Historic District shines as one of Staunton's busiest and most vibrant neighborhoods, home to a wealth of independently owned businesses and restaurants.

[LEARN MORE](#)



WELCOME BACK, WARM WEATHER!

5/9/2025

It seems as if Old Man Winter has finally gone into hibernation, making way for the warm gaze of spring and summer. Staunton is a great place to enjoy the sun and mild weather, and we have lots of ways to do it. Here's a roundup of all our favorite ways to enjoy the warm weather in Staunton.

[LEARN MORE](#)



STAUNTON AFTER DARK

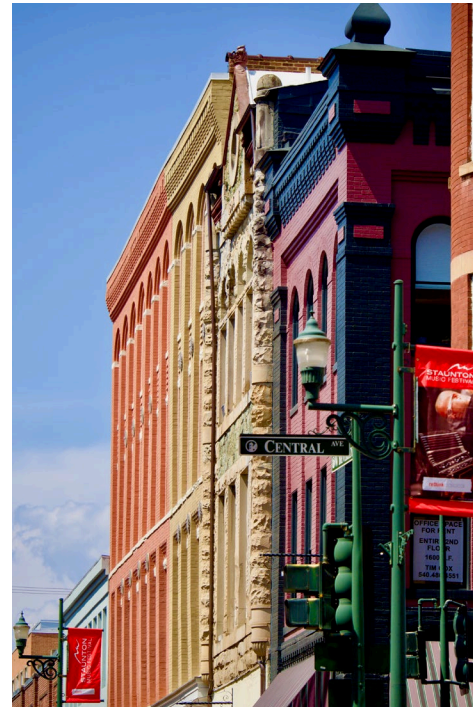
4/25/2025

Whether you're looking for a snack, a craft cocktail, or the sounds of a local band, Staunton has your ideal late-night eatery, watering hole, or place to gather after dark.

[LEARN MORE](#)









Contact Us

City of Staunton Tourism Department



540-332-3865



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



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