

Fact Sheet

Department Head:

Samantha Johnson

Full Time Employees: 3**Part Time Employees: 4**

The City of Staunton Tourism Department was created in 1989. The mission of the Tourism Department is to improve the quality of life for all Stauntonians through the economic and community benefits of tourism. We represent over 300 tourism-related businesses in the city including attractions, restaurants, retail, events, and lodging partners. The objective of the Tourism Department is to increase awareness of Staunton as a leisure, business, and group tour destination through an integrated sales, marketing, and public relations approach that stimulates overnight stays and enhances visitor spending, ultimately producing a substantial economic impact for the City of Staunton. The department is funded by a portion of the transient occupancy tax (hotels and short-term rentals) and the general fund. There are three full-time employees in the Tourism Department – the Director of Tourism, the Sales & Marketing Manager, and the Administrative Assistant. The Administrative Assistant provides office management and support for the Tourism Department as well as the Economic Development Department. The Sales & Marketing Manager is responsible for the sales and marketing activities and the Director of Tourism manages the overall operation of the department.

The **Downtown Staunton Visitor Center** is located at **35 South New Street** in the lower level of the New Street parking garage. The Visitor Center is open seven days a week excluding Thanksgiving Day, Christmas Day, and New Year's Day. There are four part-time employees at the Visitor Center that report to the Director of Tourism – the Visitor Center Supervisor and three Travel Counselors. The Visitor Center staff provides information and assistance to visitors to encourage longer stays and repeat visitation.

Initiatives

The City of Staunton Tourism Department inspires visitors to choose Staunton as a travel destination and provides visitors with the resources to discover everything they need to know about what to do and see in the city.

- Print, Digital, and Social Media Advertising Campaigns
- www.VisitStaunton.com
- Staunton Visitors Guide, Restaurant Map, Architectural Walking Tour Map, Attraction Map, African-American History Brochure
- Public Relations Efforts
- Social Media Brand Management – Facebook, Instagram, YouTube, TikTok
- Tradeshow Representation – Group Tours and Meetings