



2025 Tourism Update

Presented by Visit Staunton

Tourism Staff

Samantha Johnson, Director of Tourism

- Manages overall operation of the Tourism department.

Sheena Logan, 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 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

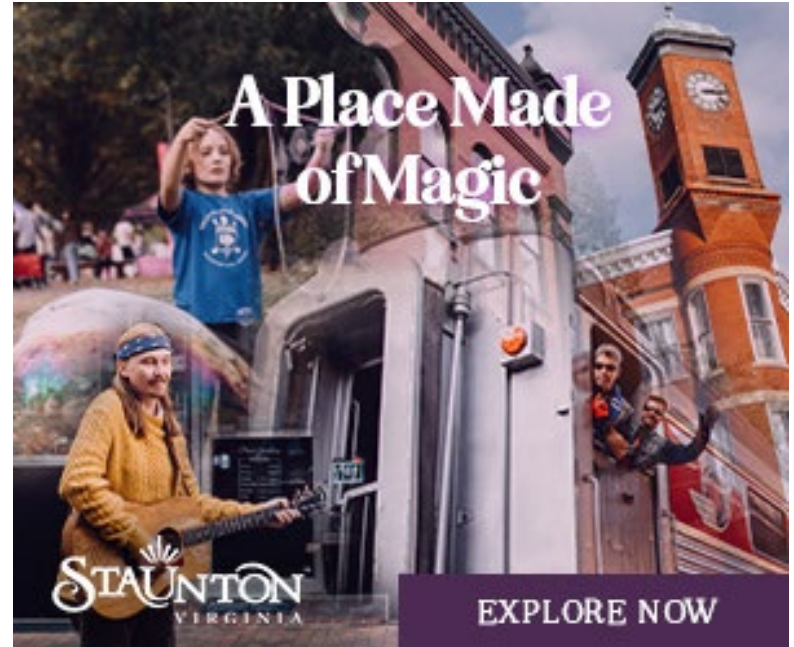






In-Market Messaging

Charlotte Today/WCNC



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Go beyond the ordinary with memorable dining experiences — and even better food. ...See more

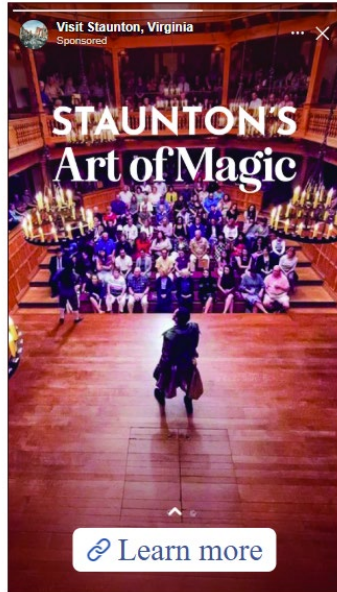


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Museums, archival collections and Civil War sites abound. Experience life in one of early America's most influential cities. ...See more



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Discover Historic Staunton

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👍❤️ 118 3 comments 8 shares

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STAUNTON'S History of Magic



[Learn more](#)

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Witness the magic of live music and stage performers, and discover pictures that speak a thousand words. ...See more



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Staunton is Enchanting
Art and Theatre in Staun...

[Learn more](#)

👍❤️ 55 2 comments 3 shares

[Like](#) [Comment](#) [Share](#)



Creative Storytelling

THINGS TO DO EVENTS EAT & DRINK  STAY PLAN YOUR TRIP

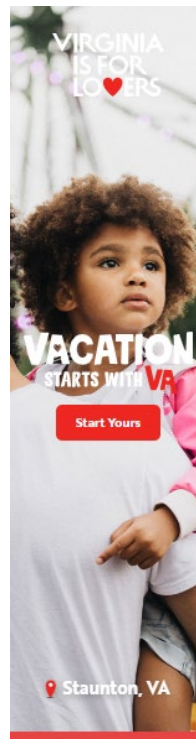
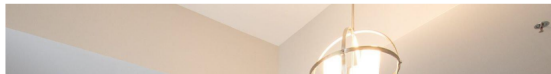
4-DAY WEEKEND ITINERARY IN STAUNTON

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**.



- Blue Ridge Outdoors
- Virginia Living
- Travel, Taste, + Tour
- Richmond Magazine
- Group Tour Magazine
- SVTA Guide
- VA Group Tour Guide





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%

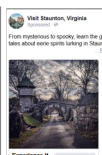
1 - 1 / 1

DMA region	Link clicks	Impressions	CTR
1. Washington, DC (Megastem)	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.

- The carousel ad performed very well with the highest CTR of creatives at 2.24%. Thorncroft image continued to perform delivering 60% of

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 (Megastem)	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

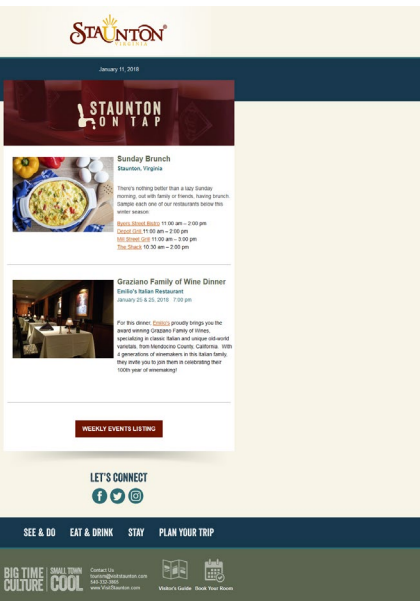
FY PERFORMANCE

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



INSIGHTS
- The Waifad ad was performing well 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

See how it works

See how it works

See how it works

See how it works

See how it works





Content Marketing + Creators

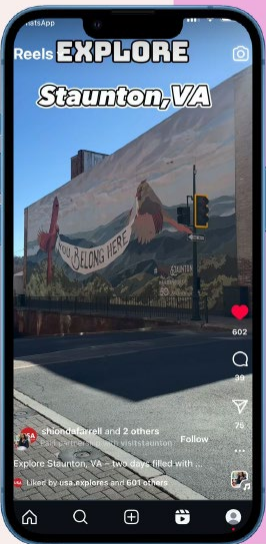
13 TOTAL POSTS

Creator • Amplification • Bonus Reels

1.3M
VIEWS

3.6K
ENGAGEMENTS

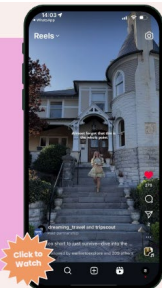
262
SAVES + SHARES



Trendy Text

175K
VIEWS

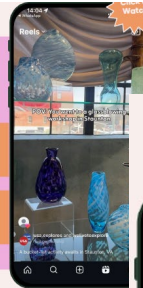
90K
IMPRESSIONS



Bucket list Activity

175K
VIEWS

116K
IMPRESSIONS



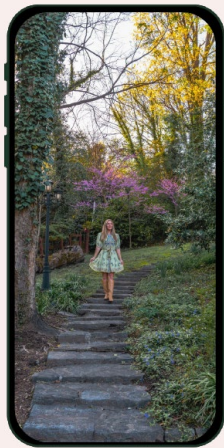
12 TOTAL POSTS

Creator • Amplification • Bonus Reels

2M
VIEWS

8.4K
ENGAGEMENTS

280+
SAVES + SHARES





DATA INSIGHTS

Occupancy (%)	2024												2025												Year To Date			Running 12 Months					
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2023	2024	2025	2023	2024	2025	2023	2024	2025						
This Year	616	585	575	584	567	66.0	50.2	43.3	38.8	42.2	49.8	59.8	62.0	64.0	62.4	61.5	59.5	70.4	58.3	54.0	57.1	57.3	52.7	55.4	58.3	58.3	54.0	57.1	57.4	57.3	52.7		
Last Year	65.7	65.5	60.9	60.8	60.7	67.2	53.4	40.0	35.1	42.5	48.6	55.6	61.6	58.5	57.5	58.4	56.7	66.0	59.5	58.3	54.0	57.4	57.3	52.7	58.3	58.3	54.0	57.1	57.4	57.3	52.7		
Percent Change	-6.3	-10.7	-5.6	-4.0	-6.5	-1.9	-6.0	8.3	10.6	-0.6	2.4	7.5	0.7	9.5	8.5	5.3	4.9	6.7	-2.1	-7.4	5.9	-0.2	-8.0	5.1	-0.2	-8.0	5.9	-0.2	-8.0	5.1	-0.2	-8.0	5.1

ADR	2024												2025												Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2023	2024	2025	2023	2024	2025	2023	2024	2025			
This Year	112.82	104.85	101.63	103.81	115.53	123.01	103.47	91.73	88.43	91.96	96.72	103.39	117.30	108.29	104.44	108.94	121.43	132.39	103.35	105.42	109.28	101.74	104.45	107.68	103.35	105.42	109.28	101.74	104.45	107.68
Last Year	111.43	103.36	101.30	102.50	112.62	118.43	106.34	89.44	87.45	90.94	95.60	103.84	112.82	104.85	101.63	103.81	115.53	123.01	101.29	103.35	105.42	100.03	101.74	104.45	101.29	103.35	105.42	100.03	101.74	104.45
Percent Change	1.3	1.4	0.3	1.3	2.6	3.9	-2.7	2.6	1.1	1.1	1.2	-0.4	4.0	3.3	2.8	4.9	5.1	7.6	2.0	2.0	3.7	1.7	2.7	3.1	2.0	2.0	3.7	1.7	2.7	3.1

RevPAR	2024												2025												Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2023	2024	2025	2023	2024	2025	2023	2024	2025			
This Year	69.45	61.33	58.44	60.64	65.50	81.16	51.91	39.77	34.35	38.84	48.12	61.82	72.69	69.35	65.16	67.01	72.19	93.23	60.24	56.92	62.45	58.32	55.07	59.66	60.24	56.92	62.45	58.32	55.07	59.66
Last Year	73.18	67.72	61.68	62.35	68.31	79.64	56.78	35.81	30.73	38.66	46.43	57.78	69.45	61.33	58.44	60.64	65.50	81.16	60.29	60.24	56.92	57.44	58.32	55.07	60.29	60.24	56.92	57.44	58.32	55.07
Percent Change	-5.1	-9.4	-5.3	-2.7	-4.1	1.9	-8.6	11.1	11.8	0.5	3.6	7.0	4.7	13.1	11.5	10.5	10.2	14.9	-0.1	-5.5	9.7	1.5	-5.6	8.3	-0.1	-5.5	9.7	1.5	-5.6	8.3

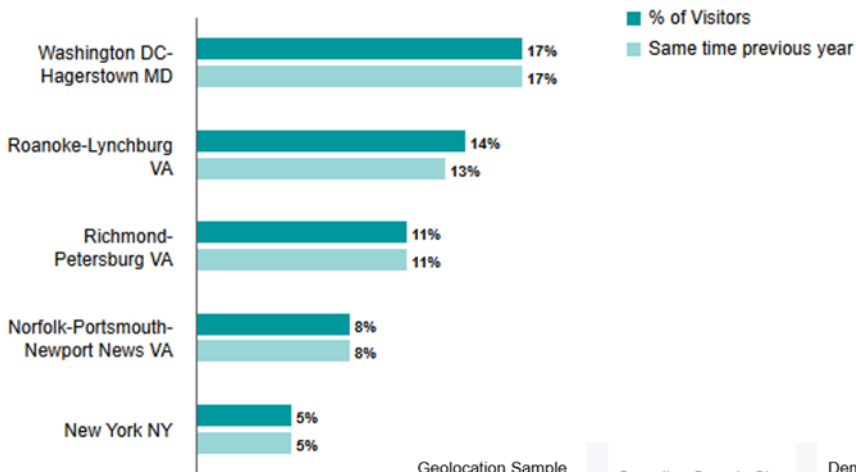
Supply	2024												2025												Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2023	2024	2025	2023	2024	2025	2023	2024	2025			
This Year	52,080	47,760	49,352	49,352	47,640	49,228	47,640	49,228	49,228	44,464	49,228	47,640	49,228	47,640	49,228	49,228	47,640	49,228	508,910	497,012	482,752	610,292	599,492	579,620	508,910	497,012	482,752	610,292	599,492	579,620
Last Year	52,018	50,340	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	507,978	508,910	497,012	609,970	610,292	599,492	507,978	508,910	497,012	609,970	610,292	599,492
Percent Change	0.1	-5.1	-5.1	-0.2	-5.5	-5.5	-5.5	-5.5	-5.5	-5.5	-5.5	-5.5	-5.5	-0.3	-0.3	-0.3	0.0	0.0	0.2	-2.3	-2.9	0.1	-1.8	-3.3	0.2	-2.3	-2.9	0.1	-1.8	-3.3

Demand	2024												2025												Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2023	2024	2025	2023	2024	2025	2023	2024	2025			
This Year	32,058	27,937	28,379	28,828	27,011	32,481	23,902	21,340	19,124	18,783	24,492	28,487	30,507	30,512	30,712	30,283	28,324	34,667	296,636	268,328	275,891	349,808	316,089	321,133	296,636	268,328	275,891	349,808	316,089	321,133
Last Year	34,162	32,983	31,674	31,679	30,571	35,022	26,910	20,951	18,298	19,995	25,295	28,046	32,058	27,937	28,379	28,828	27,011	32,481	302,341	296,636	268,328	350,264	349,808	316,089	302,341	296,636	268,328	350,264	349,808	316,089
Percent Change	-6.2	-15.3	-10.4	-9.0	-11.6	-7.3	-11.2	2.3	4.5	-6.1	-3.2	1.6	-4.8	9.2	8.2	5.0	4.9	6.7	-1.9	-5.5	2.8	-0.1	-5.6	1.6	-1.9	-5.5	2.8	-0.1	-5.6	1.6

Revenue	2024												2025												Year To Date			Running 12 Months		
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2023	2024	2025	2023	2024	2025	2023	2024	2025			
This Year	3,616,930	2,929,134	2,884,029	2,992,737	3,120,479	3,995,580	2,473,100	1,957,616	1,691,190	1,727,202	2,368,854	2,945,155	3,578,370	3,304,002	3,207,566	3,298,905	3,439,297	4,589,634	30,656,217	28,287,965	30,150,173	35,590,820	33,014,482	34,580,889	30,656,217	28,287,965	30,150,173	35,590,820	33,014,482	34,580,889
Last Year	3,806,673	3,409,244	3,208,424	3,247,236	3,443,049	4,147,539	2,861,672	1,864,845	1,600,184	1,818,409	2,418,281	2,912,202	3,616,930	2,929,134	2,884,029	2,992,737	3,120,479	3,995,580	30,623,502	30,656,217	28,287,965	35,036,320	35,590,820	33,014,482	30,623,502	30,656,217	28,287,965	35,036,320	35,590,820	33,014,482
Percent Change	-5.0	-14.1	-10.1	-7.8	-9.4	-3.7	-13.6	5.0	5.7	-5.0	-2.0	1.1	-1.1	12.8	11.2	10.2	14.9	0.1	-7.7	6.6	1.6	-7.2	4.7	0.1	-7.7	6.6	1.6	-7.2	4.7	

Visitor Market & Visitor Spend

Top Visitor Markets ▾



Geolocation Sample Size

598,385

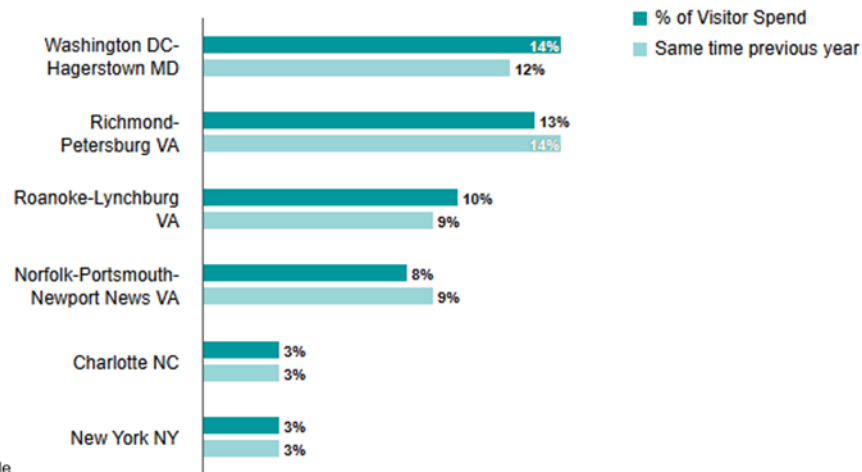
Spending Sample Size

226,462

Demographics Sample Size

296,624

Top Spend Markets ▾



GARDEN & GUN

SUBSCRIBE NOW



PHOTO: IAN BODEN

Months with scallop and ramp sauce.

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



The New York Times



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.

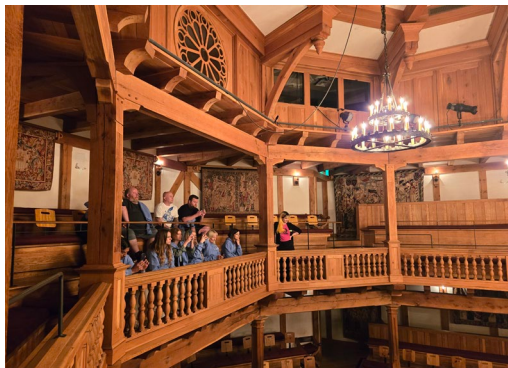
Some first-time home buyers, facing high interest rates, are trading their metropolitan lifestyles for lower-cost living.

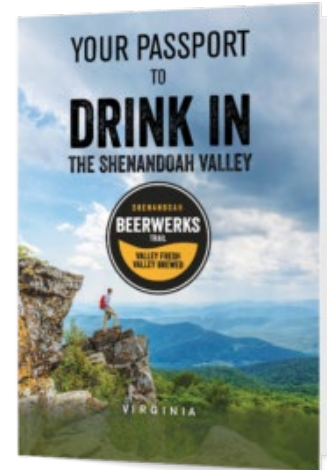
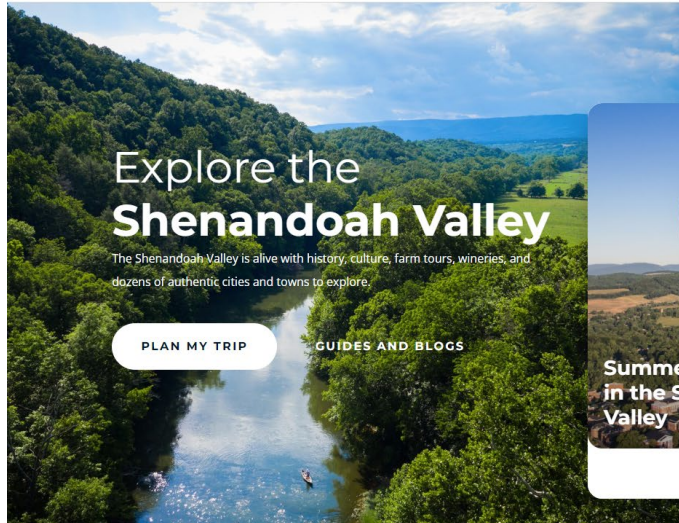


By Christine Madigan-Piper September 2, 2024



Product Development





Come to Your Senses: Sample Campaign Ads



SVTP Q4 Media Flowchart

	Nov 2025	Dec 2025
ALWAYS ON		
Social Advertising / Social Conquesting		
OTT+		
YouTube TrueViews		
Advanced Targeted / Cross Device Display		
OTA / VTC Partnership		
FLIGHTED MEDIA		
Targeted Print		
OOH		
Podcast Network		
Digital Audio / Streaming + Banner Ads		

MEDIA MARKETS

North

Boston, MA
Pittsburgh, PA
New York, NY / New Jersey
Hartford / New Haven, CT

Clarke County
Winchester-Frederick County
Front Royal
Warren County
Shenandoah County
Page Valley

South

Charleston, SC
Charlotte, NC
Atlanta, GA
Knoxville, TN

Rockingham County
Harrisonburg
Augusta County
Staunton
Waynesboro
Lexington, Buena Vista
Rochester

CRAFT YOUR PERFECT GETAWAY

SMALL BATCHES OF BIG BEERS
REDBEARD CO. BREWING
STAUNTON, VA

STAUNTON, VA
REDBEARD
STAUNTON, VA
FREE

SHENANDOAH BEERWERKS TRAIL
VALLEY FRESH VALLEY BREWED

TAKE THE QUIZ FOR A **FREE** CUSTOM ITINERARY

SITE WIDE METRICS

Total users
5,199

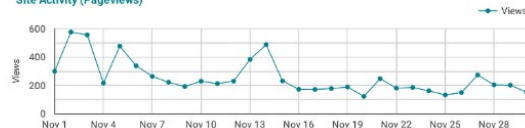
New users
5.0K

Sessions
5,782

Views
7,645

Engagement rate
44.8%

Site Activity (Pageviews)



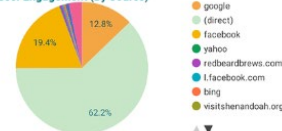
Most Popular Pages

Page title	Views	Total users	Engagement rate
1. Beerwerks Quiz Campaign - Shenandoah Beerwerks Trail	1,564	1,341	53.39%
2. Breweries and Trail - Shenandoah Beerwerks Trail	783	458	75.41%
3. Home - Shenandoah Beerwerks Trail	757	587	49.78%
4. Holiday Lights and Fun Along the Beerwerks Trail - Shena...	342	236	50.16%
5. Passport - Shenandoah Beerwerks Trail	209	149	84.48%
6. Upcoming Events - Shenandoah Beerwerks Trail	186	186	2.69%
7. Events from January 1, 1970 - May 21, 2022 - Shenandoa...	111	97	65.69%
8. Outdoor Adventures About 2 Day Itinerary - Shenandoah B...	100	88	89.25%
9. Places to Stay - Shenandoah Beerwerks Trail	77	60	82.54%
10. Laid Back Brews 2-Day Itinerary - Shenandoah Beerwerks ...	67	59	87.3%

Devices (By Session)



User Engagement (By Source)



The number of users visiting the site this month was 5,199 users.

Of the more than 5,100 users, 5k were new. That's roughly 96% of users, a slight decrease of 2% from last month.

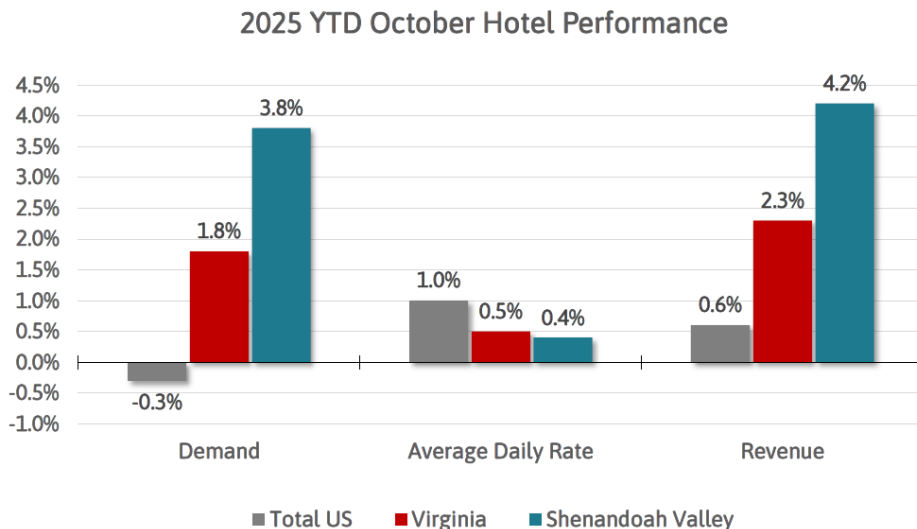
The site received 7,645 views in November. There was 5,782 sessions.

The site had an engagement rate of 44.8% in November. This is a 5.8% decrease compared to last month. An increase in users typically results in a decreased engagement rate.

60% of sessions came from desktop devices. The second most used device were mobile devices (37%). Tablets made up the remaining 3% of sessions.

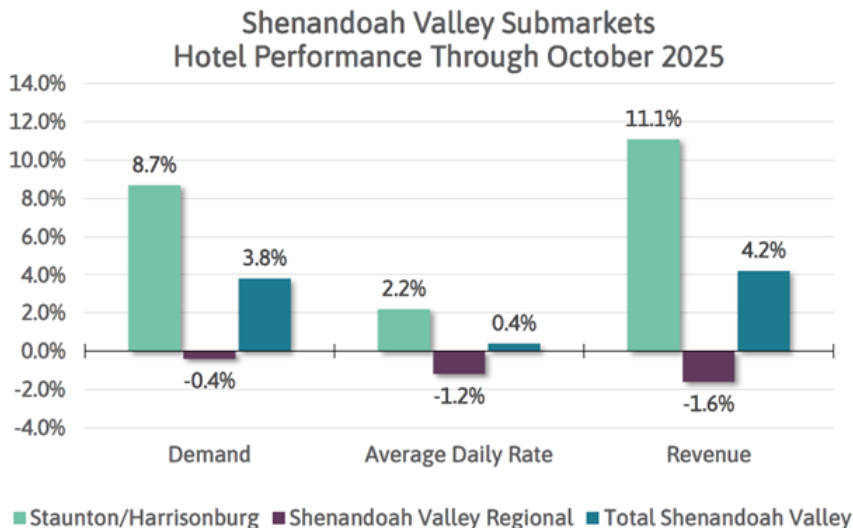
The Beerwerks Quiz Campaign page was the most popular page in November. This has been a pattern for the previous four months. The Breweries and Trail was the second most popular page. The Homepage rounded out the Top 3. The page with the highest engagement rate was the Outdoor Adventures Itinerary page.

THE SHENANDOAH VALLEY IS OUTPERFORMING VIRGINIA AND THE UNITED STATES IN HOTEL PERFORMANCE



- Virginia continued to outperform the US in 2024 with growth across all key indicators.
- The Shenandoah Valley grew faster than statewide averages, after soft performance last year.
- Increased hotel performance in the Valley is primarily driven by higher demand as rate is essentially flat.
- Travelers are looking for value.

STAUNTON/HARRISONBURG'S SOLID PERFORMANCE IS DRIVING OVERALL GROWTH IN THE VALLEY



- Shenandoah Valley's growth is strongly contributed by Staunton/Harrisonburg hotel market where increased demand has been the primary driver of growth.
- About 46% of all inventory rooms in Shenandoah Valley are in Staunton/Harrisonburg.
- The Shenandoah Valley Regional submarket continues to underperform, with modest declines in rate pointing to continued price sensitivity among budget-oriented travelers.



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





Contact Us

Tourism Office



540-332-3865



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



116 West Beverley Street



tourism@visitstaunton.com

A horizontal bar composed of several colored rectangular segments in shades of purple, olive green, grey, yellow, and dark red.

Thank You