



Tourism Facts & Figures

A Year in Review

Presented by the Staunton Convention & Visitors Bureau



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 2018: \$430,699 (additional \$53,586 for Downtown Visitor Center.) Total budget: **\$484,285**
 - 2.7% of lodging tax (approx. \$150,000)
 - General Fund

Tourism Staff

Sheryl Wagner, Director of Tourism

- Manages overall operation of the Tourism department.

Katie Campbell, 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 Romig, Travel Counselor

- Provides information and assistance to visitors.

Lacy King, Travel Counselor

- Provides information and assistance to visitors.

Gottfried Pikel, Travel Counselor

- Provides information and assistance to visitors.



Tourism is an Instant Revenue Generator

IN 2016, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

GENERATED
\$54,625,196
IN TRAVELER
SPENDING

SUPPORTED
573
JOBS

WAS THE
4TH
LARGEST EMPLOYER IN
STAUNTON

PROVIDED
\$4,299,721
IN STATE AND LOCAL
TAXES

INCREASED STATE &
LOCAL TAX REVENUES
6.25%
FROM 2015



1,437 Hotel Rooms



57 Restaurants



6 Bed & Breakfasts



**58 Independent
Retailers**



4 Craft Breweries



48 Airbnb's

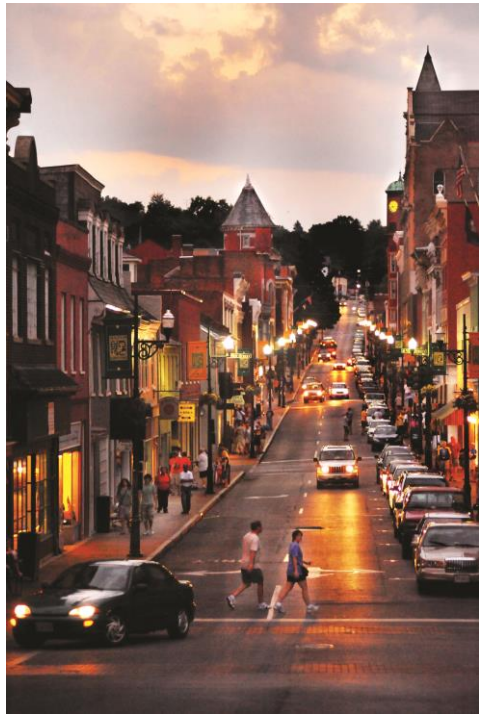


What makes Staunton a successful tourism destination?





Architectural Showstopper & Celebrated Downtown





Vibrant Arts and Culture Scene



Amazing Local Food, Farmers, and Chefs



Proximity to Outdoors & SNP





Visitor Stats – Visitor Center



■ 14,935 TOTAL VISITOR COUNT

■ BUSIEST TIME: 9:00 AM - NOON

■ 41.4 AVERAGE DAILY VISITOR COUNT

■ 2.29 AVERAGE PARTY SIZE

■ 2.10 AVERAGE NUMBER OF NIGHTS



DMA BREAKDOWN

Groups/Individuals

■ 1147-2468 WASHINGTON, D.C.

■ 326-724 ROANOKE, LYNCHBURG

■ 606-1006 HARRISONBURG

■ 271-609 NEW YORK

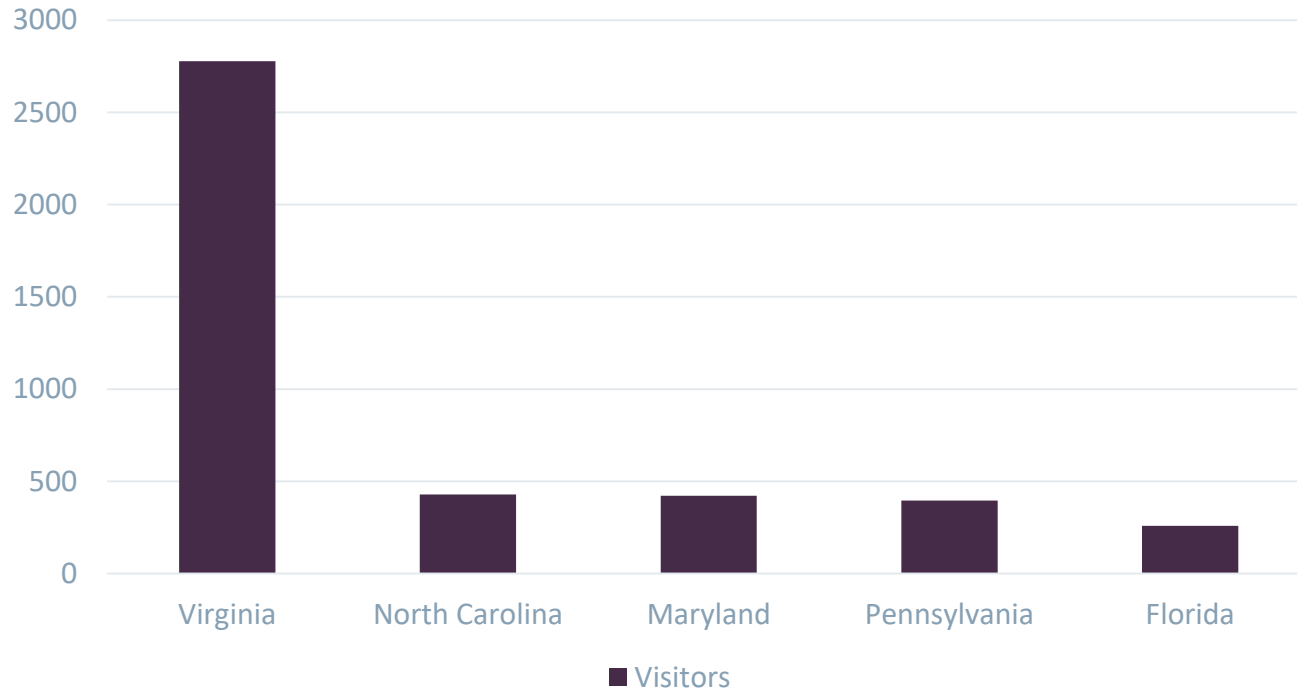
■ 386-883 RICHMOND, PETERSBURG

■ 227-491 CHARLOTTESVILLE

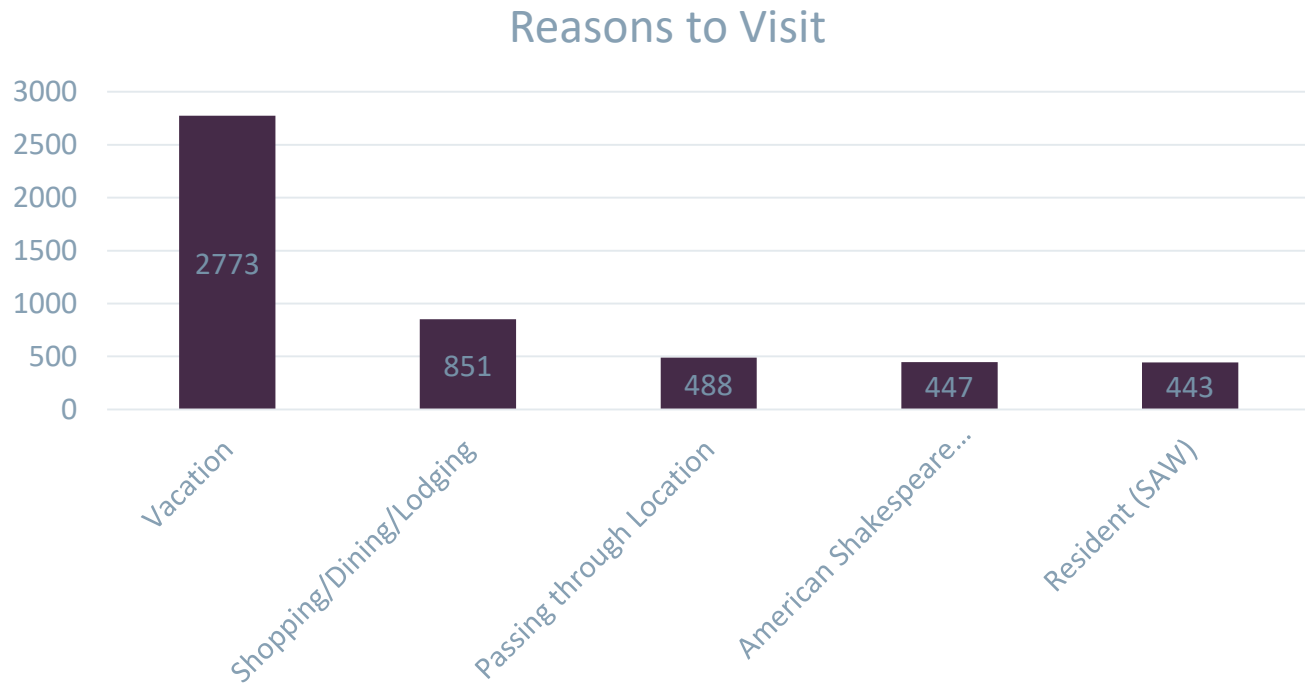
■ 335-760 NORFOLK, PORTSMOUTH, NEWPORT NEWS

■ 218-503 PHILADELPHIA

TOP 5 STATES



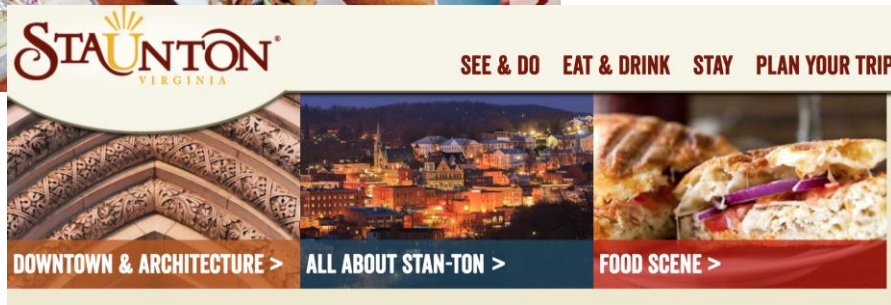
TOP REASONS FOR VISIT





Website Stats

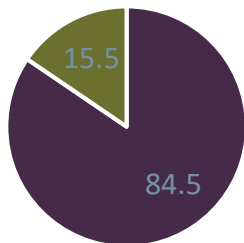
VisitStaunton.com Launched 2016



Call to Action:



128,519 USERS

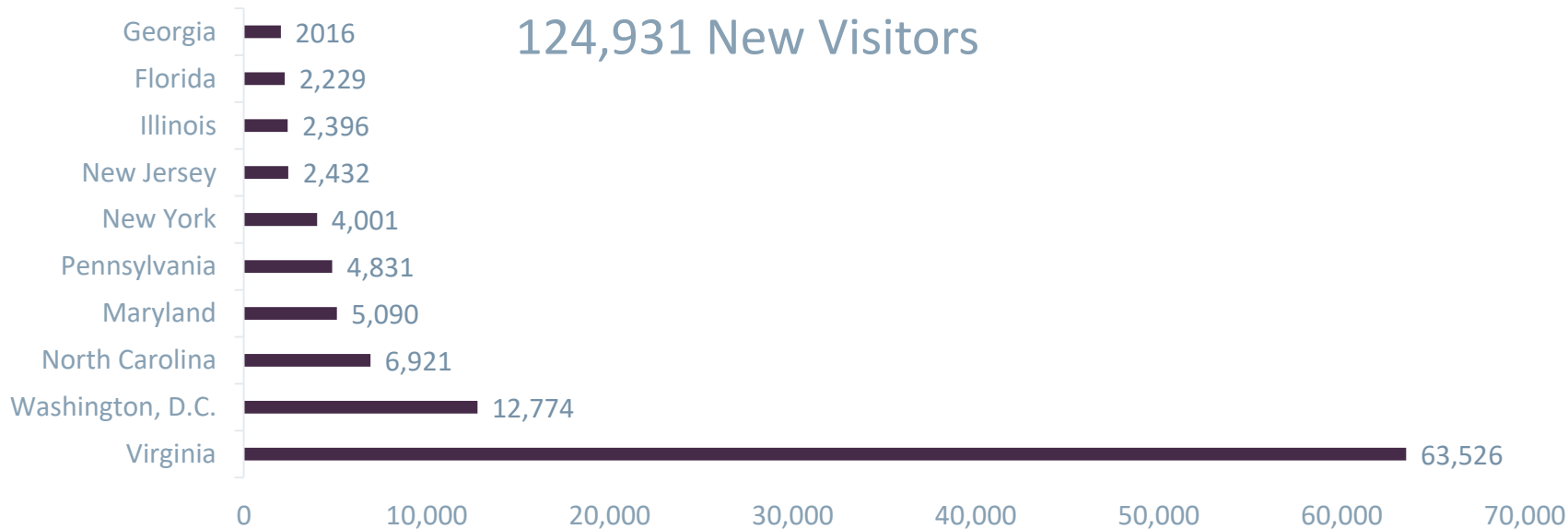


■ New Visitors ■ Returning Visitors

- ◆ 168,874 Sessions
- ◆ 424,248 Pageviews/2.51 Pages per Session
- ◆ 1.31 Sessions per User
- ◆ 02:10 Average Session Duration
- ◆ 56.07% Bounce Rate



Website Stats



Building Out The Brand

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

Awards & Accolades

A horizontal decorative bar composed of ten rectangular segments in various colors: purple, olive green, blue-grey, grey, yellow, dark red, dark blue, tan, teal, and light 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*

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

“The American Shakespeare Center, located on a hilly side street of this college town...takes on the Bard and his classical contemporaries in a manner as charming and adaptive as Staunton itself.” –

Washington Post

“Staunton has reinvented itself as an arts and culture destination...” –

Philadelphia Inquirer

“Virginia’s Shenandoah Valley is for lovers of great food, live music and historic Americana. And its unofficial cultural capital, Staunton, may be the region’s best kept secret.” – ***Arrive magazine***





On-Message Collaterals



- Southern Living
- Virginia Living
- Preservation
- Richmond Magazine
- Northern Virginia
- Edible Blue Ridge



- Virginia.org
- Washingtonpost.com
- Facebook.com
- Tripadvisor.com
- Blueridgeparkway.org
- Online retargeting



Local News » Business » Economy and Jobs » Front Royal » Henry Culvyhouse » In The Spotlight » Warren County

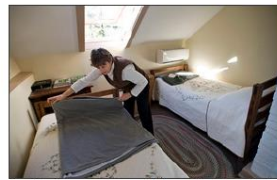
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Posted at 6:30 PM Nov. 13, 2014 | Updated: 8:00 PM Nov. 13, 2014 | 2 comment(s)

The business of hiking



Lisa Jenkins, an owner of Mountain Home Bed and Breakfast, makes a bed in this cabin that she and her husband Scott own near the trailhead south of Front Royal. The town and county are looking for ways to become more hiker friendly for those on the Appalachian Trail. Rick Carlaw/Staff

Warren County, Front Royal looking at ways to attract hikers

By Henry Culvyhouse

While Warren County and Front Royal are drawing up plans for extensions of the Appalachian Trail to bring hikers into town, there has been little discussion on the effect hikers have on the economy.

The Appalachian Trail Conservancy states more than 2 million people visit some part of the trail every year, spending between \$125-158 million annually, with \$27 million

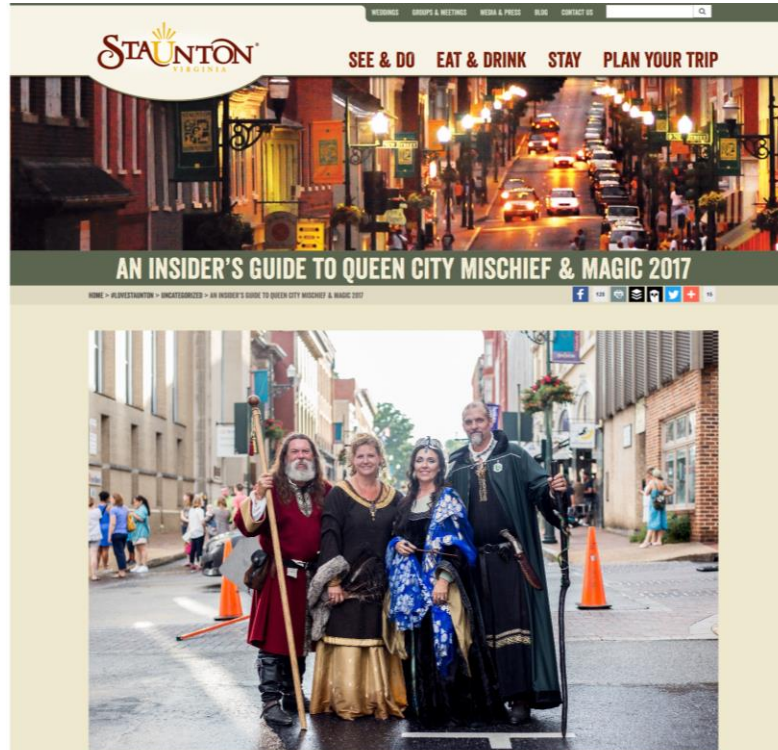


ValleyHealth Winchester Medical Center
Healthier, together.

WWW.VALLEYHEALTHLINK.COM/BT



[illegible]



Post Details

Reported stats may be delayed from what appears on posts 



Visit Staunton, Virginia

July 20, 2016 · 

Dear Wizards and Muggles,
You are cordially invited to the Queen City Potter Party at noon, 30 July 2016.
Sincerely,
Hogsmeade Merchants



An Insider's Guide to the Queen City Potter Party - Staunton

Staunton transforms into Hogsmeade Saturday, July 30 from midday to midnight in honor of Harry Potter's birthday and the release of The Cursed Child.

VISITSTAUNTON.COM

 **112,214** people reached

[Boost Post](#)

Recent Activity

Boosted on Jul 20

Audience: Audience 4

By Sheri Stanley Wagner · Finished 565 days ago

Performance for Your Post

112,214 People Reached

3,116 Reactions, Comments & Shares 

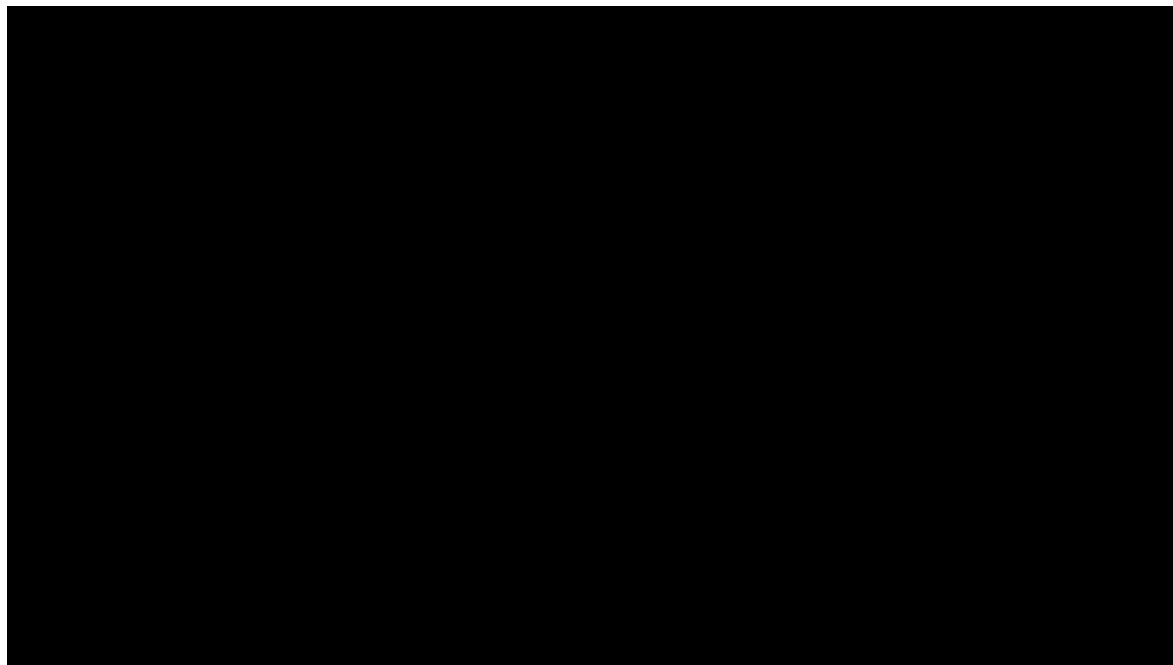
1,506  Like	643 On Post	863 On Shares
160  Love	51 On Post	109 On Shares
2  Haha	1 On Post	1 On Shares
66  Wow	32 On Post	34 On Shares
1  Sad	0 On Post	1 On Shares
1  Angry	0 On Post	1 On Shares
685 Comments	187 On Post	498 On Shares
698 Shares	689 On Post	9 On Shares

6,338 Post Clicks

4 Photo Views	3,122 Link Clicks	3,212 Other Clicks 
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NEGATIVE FEEDBACK

34 Hide Post  **8** Hide All Posts



Post Details

Video
Post
Shares BETA
See metrics for all videos

Visit Staunton, Virginia
⋮

Published by Katie Smith Campbell · February 23 · 🌐

Staunton is the perfect base from which to explore Virginia's Shenandoah Valley and the Blue Ridge Mountains.

Visit Staunton: Big Time Culture, Small Town Cool
01:04

53,897 people reached

Boost Again

Recent Activity

Boosted on Feb 26
Audience: United States, 18 - 65+
By Katie Smith Campbell · Completed

[View Results](#)

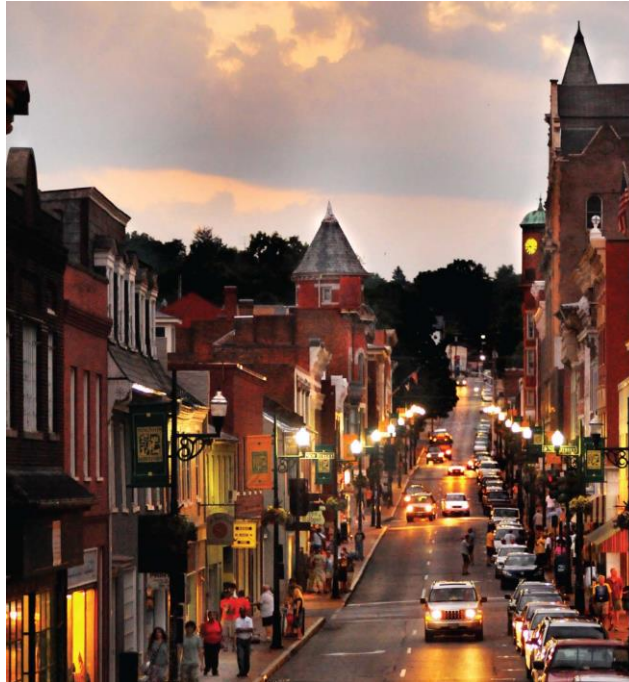
297
26 Comments 440 Shares

Performance for Your Post

53,897 People Reached		
27,980 Video Views		
2,917 Reactions, Comments & Shares ⓘ		
1,886 Like	249 On Post	1,637 On Shares
279 Love	50 On Post	229 On Shares
7 Haha	1 On Post	6 On Shares
6 Wow	1 On Post	5 On Shares
291 Comments	39 On Post	252 On Shares
451 Shares	440 On Post	11 On Shares
3,986 Post Clicks		
662 Clicks to Play ⓘ	4 Link Clicks	3,320 Other Clicks ⓘ

NEGATIVE FEEDBACK

19 Hide Post
3 Hide All Posts



**“One of the Best Small
Towns in America”**

– Smithsonian

**BIG TIME
CULTURE
SMALL TOWN
COOL**

STAUNTON
VIRGINIA

VISITSTAUNTON.COM

Virginia 
is for Lovers®



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, grey, yellow, and dark red.

Thank You