



Tourism Facts & Figures

Citizens' University

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 20: \$485,422 (additional \$56,296 for Downtown Visitor Center.) Total budget: **\$541,718**
 - Lodging Tax
 - General Fund

Tourism Staff

Sheryl Wagner, Director of Tourism

- Manages overall operation of the Tourism department.

Katie Campbell, Marketing Manager

- Responsible for marketing Staunton as a tourism destination to leisure and group travelers.

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.

Tommy Crawford, Travel Counselor

- Provides information and assistance to visitors.

Linda Chauvin, Travel Counselor

- Provides information and assistance to visitors.



Tourism is an Instant Revenue Generator

IN 2018, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

GENERATED
\$59,602,572
IN TRAVELER
SPENDING

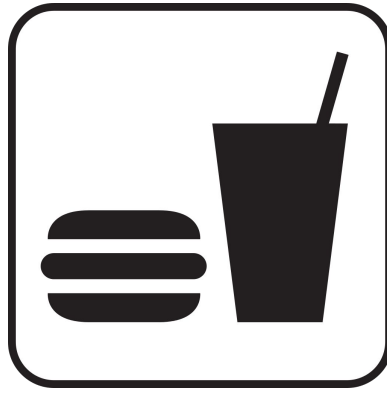
SUPPORTED
590
JOBS

PROVIDED
\$4,546,029
IN STATE AND LOCAL
TAXES

INCREASED TRAVELER
SPENDING
4%
FROM 2017



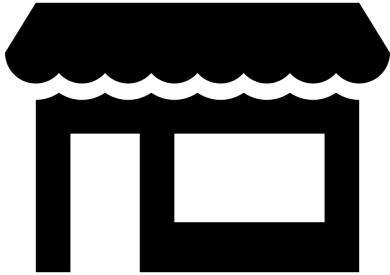
1,437 Hotel Rooms



84 Restaurants



5 Bed & Breakfasts



**62 Independent
Retailers**



4 Craft Breweries



71 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 & Shenandoah National Park



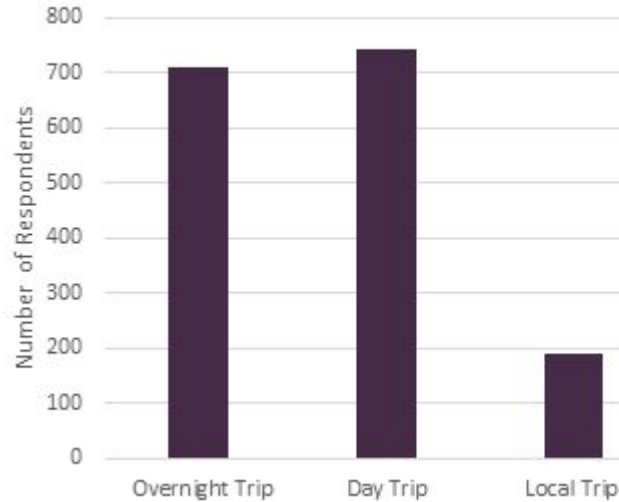


Visitor Center – Kiosk

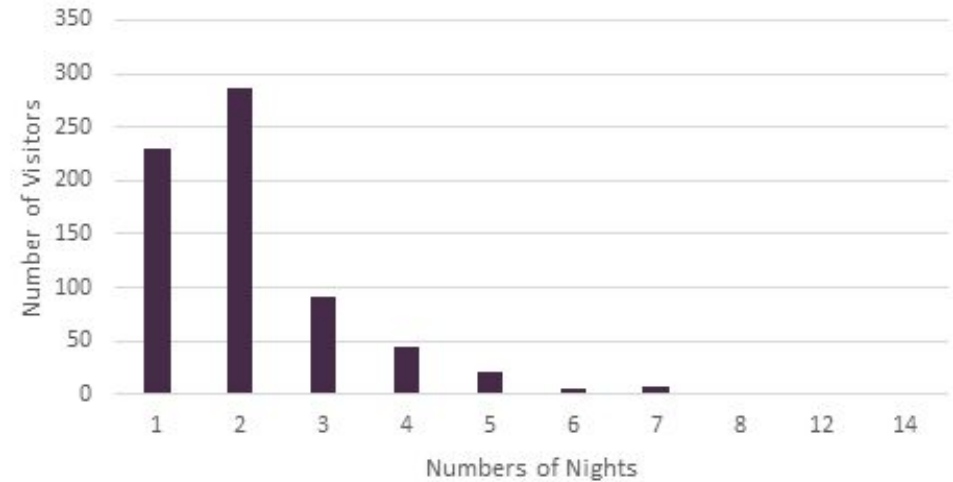


Visitor Stats: Visitor Center 2019

Length of Stay



Number of Nights Stayed

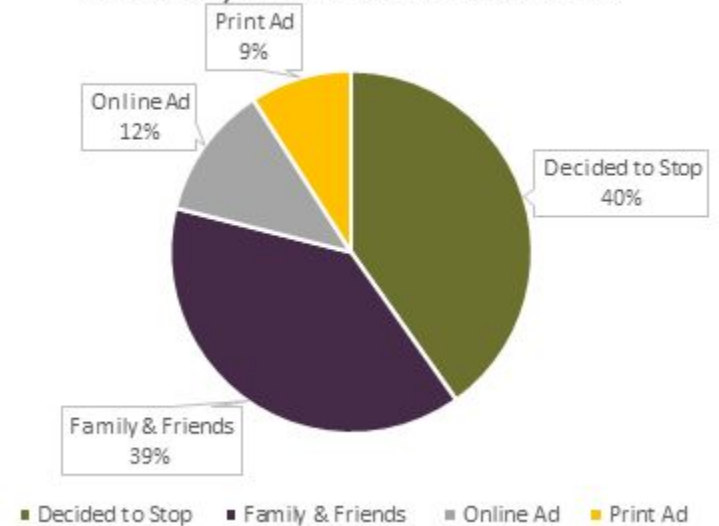


Visitor Stats: Visitor Center 2019

Reasons for picking Staunton



How did you hear about Staunton?



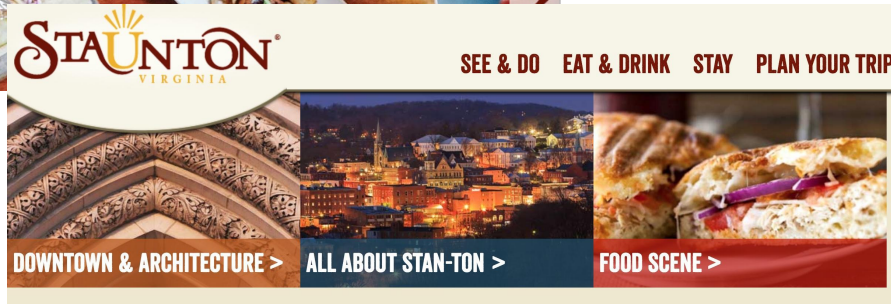
Visitor Stats: Visitor Center 2019



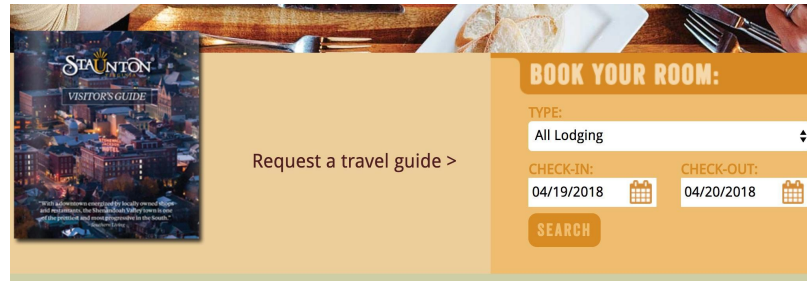


Website Stats

VisitStaunton.com Launched 2016



Call to Action:





Website Stats

2018 vs. 2019

2018

- ◆ 133,844 Users
- ◆ 175,496 Sessions
- ◆ 401,476 Pageviews/2.29 Pages per Session
- ◆ 02:04 Average Time on Page
- ◆ 58.58% Bounce Rate

2019

- ◆ 166,077 Users
- ◆ 209,879 Sessions
- ◆ 438,394 Pageviews/2.09 Pages per Session
- ◆ 02:09 Average Time on Page
- ◆ 57.69% Bounce Rate

+24% Users

+19.6 Sessions

+9.2% Pageviews

- 
- 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 dark green.
- Public Relations
 - Content Marketing
 - Blogs
 - Videos
 - E-newsletters
 - Digital Marketing
 - Social Media Promotion
 - Google Adwords
 - Trip Advisor (new for FY 2020)

Awards & Accolades -2018

- 
- A horizontal decorative bar consisting of ten segments of different colors: purple, olive green, blue-grey, grey, yellow, dark red, dark blue, tan, teal, and dark green.
- “Why This Regions of Virginia Could Be the South’s New Foodie Hotspot” – *Vogue*
 - Best Places to Propose in the U.S. – *Expedia*
 - American Shakespeare Center – Virginia’s Not-To-Be-Missed Vacation Destination – *O Magazine*
 - Best Small Town Cultural Scene – *USA Today*
 - The South’s Best Restaurants in Every State: The Shack Staunton, VA – *Southern Living*



Marketing through Storytelling: 48-Hour Getaway

We want potential visitors to envision themselves in our destination and we do this by:

Creating Customized Itineraries for Target Markets: NOVA, Hampton Roads, and Richmond

NORTHERN VIRGINIA GUIDE TO A 48 HOUR STAUNTON GETAWAY

WE LOVE OUR VISITORS FROM NOVA!

And our visitors from NOVA love US! They tell us that they LOVE our vibrant arts and music scene, sizzling local food and dining, and the cool array of independent shops and galleries. We've compiled a list of all the things you must do, see, eat and drink from fellow travelers and made the perfect weekend itinerary just for YOU!





Marketing through Storytelling: 48-Hour Getaway Video





Marketing through Storytelling: 48-Hour Getaway

September 3 - October 31, 2019

Overall:

Link Clicks: 12,705

Impressions: 593,999

Cost-Per-Link-Click: \$0.30

Cost: \$3,836.77

Engagement:

Saves: 581

Shares: 461

Comments: 172

Reactions: 2,122

On Page:

Internal Link Clicks: 2,215

Partner Referrals: 927





Marketing through Storytelling: 48-Hour Getaway



Cameron Waters Nathan Waters we need this

Like · Reply · Message · 6w



1



Nicole Bethmann Kyra Forest

Like · Reply · Message · 6w



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Ahisha M. Rivera Brito Rawin Berrocales-Rivera babyyyyy

Like · Reply · Message · 6w



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Lauren Staples Deanna Loeffen Staples..lol

Like · Reply · Message · 6w



1



Kimberli Iris Olivia can we road trip

Like · Reply · Message · 6w



1



Rebekah A. Burney Christopher Walker we should find time this fall to go in between work, school, and November hospital visits...

Like · Reply · Message · 5w



1



Amanda Albritton Sam Stevens

Like · Reply · Message · 5w



Teresa Moore Maria Binns Cannady Scott F. Cannady May have some ideas for y'all ideas 💡

Like · Reply · Message · 5w



2



Lydia Orr Abigail Anne Courtney receiving these ads in fb. Looks like fb wants me to come visit you! ❤️

Like · Reply · Message · 5w



2



Abigail Anne Courtney Lydia Orr you should!

Like · Reply · Message · 5w



2



Write a reply...





Marketing through Storytelling: Experiences

Sharing Experiences through Social Influencers:



Social Influencer and
Photographer:
Zak Suhar



AN ADVENTURER'S GUIDE TO STAUNTON >



Marketing through Storytelling: Experiences

September 26 - October 31st

Overall:

Link Clicks: 7,459

Impressions: 328,252

Cost-Per-Link-Click: \$0.24

Cost: \$1,778.18

Engagement:

Saves: 342

Shares: 332

Comments: 73

Reactions: 1,624

On Page:

Internal Link Clicks: 1,614

Partner Referrals: 422

Clicks by Metro Areas:

DC - 3,531

Hampton Roads - 2,107

Richmond - 855

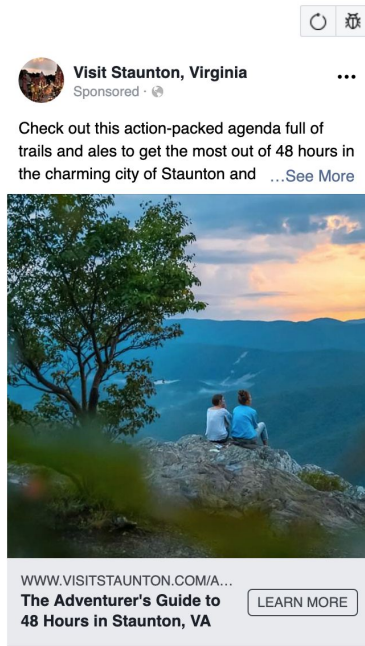
Harrisonburg - 229



Marketing through Storytelling: Experiences



Link Clicks - 2,999
Link CTR - 2.08%
Post Shares - 98
Post Saves - 99



Link Clicks -1,768
Link CTR - 2.09%
Post Shares - 81
Post Saves - 149

Marketing through Storytelling: Experiences



Margarita Gemma Paldo-Velez Maria Teresa Ramos-Paldo Oloso
lets go my dear sissy...3 hours and a minuet fro here.

Like · Reply · Message · 1w



1

↪ 1 Reply



Anne Campbell Aw Astrid, your favorite place!

Like · Reply · Message · 3w



1



Steve Powell Just left there today, been there for 10 days

Like · Reply · Message · 3w



Lisa Hemby Beautiful



1

Like · Reply · Message · 16h



Pilar Vasquez-Lunt Shakespeare theater fantastic !

Like · Reply · Message · 2w



3



Marketing through Storytelling: User Generated Content



With the weather getting warm, Staunton is the perfect place to watch spring unfold and take advantage of everything the Queen City has to offer. Here is a list of Staunton must-do's to check off your springtime bucket list.



JOIN THE CONVERSATION

We want to see your photos as you complete the Spring Bucket List challenge! Tag your photos with [#stauntonbucketlist](#) for a chance to be featured on our Instagram and Facebook page.



- Blueridgeparkway.org
- VisitShenandoah.org
- VisitSkylineDrive.org
- Google Adwords - competitors and attractions





Stauton Tap logo featuring a stylized tap handle and the text "STAUTON TAP". Below the logo are social media icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn.

HOME > STOUTS ON TAP

LISTS & GUIDE

STOUTS & BEER DRINKING TIPS

STOUTS & BEER DRINKING TIPS

STOUTS

STOUTS & BEER DRINKING TIPS

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STOUTS & BEER DRINKING TIPS

Click on the primary menu item to see our featured list of items for the week. Check back each week to add items you changed.

Featured Primary Menus

THURS, FEBRUARY 1

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ONGOING EVENTS

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MON, FEBRUARY 5

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Content Marketing Blog Posts

3-5 Blog Posts a Month

STAUNTON'S FALL FOLIAGE REPORT: WEEKEND

HOME > #LOVESTAUNTON > UNCATEGORIZED > STAUNTON'S FALL FOLIAGE REPORT: WEEKEND OF NOVEMBER 1-3, 2019



REDBEARD BREWING COMPANY

[Redbeard Brewing Company](#) creates "small batches of big beers" in its location in Staunton's historic wharf district. One of their autumnal classics is their Sweet Potato Pie Porter, which is "brewed w/ the filling from close to 40 sweet potato pies per batch." If this sweet and yammy dark brown porter reminds you too much of *pumpkin* pie, try the Whipple Creek Harvest Ale.



Redbeard Brewing Company





Content Marketing Blog Posts





On-Message Collateral





Regional Projects

Beerwerks Trail

Collaboration between Staunton, Augusta County, Waynesboro, Lexington/Rockbridge, and Harrisonburg

Objective: to promote craft breweries in the region along with unique visitor experiences found only in the Shenandoah Valley

Marketing: pairing experiences with craft beer



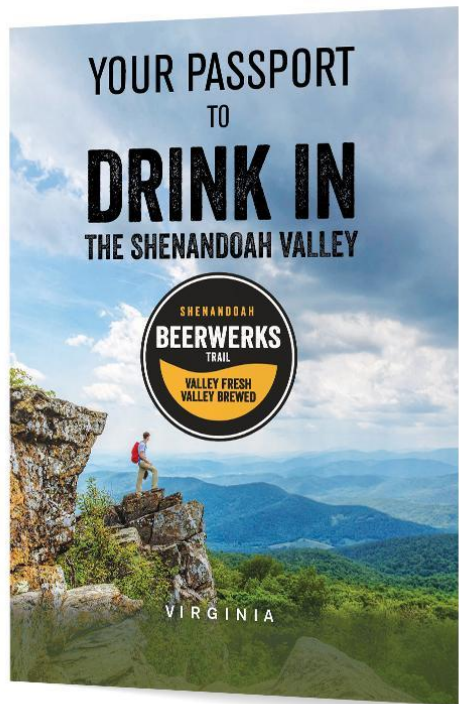
Regional Projects

Beerwerks Trail

Beerwerks Passport Program Launched in December 2017

Objective: to keep visitors here longer and/or have them return to complete their passport

- Over 4,100 Passports Completed/25,000 Brewery Visits
- 1,400 Passports in 2019
- 47 States and Washington D.C.
- 5 Countries



Regional Projects

Beerwerks Trail



Regional Projects

Beerwerks Trail



ABOUT THE SHENANDOAH BEERWERKS TRAIL

Welcome to the Shenandoah Beerwerks Trail, a stretch of 15 unique breweries in Virginia's Shenandoah Valley. This fall we've gathered up limited time packages offered by some of our favorite accommodations along the route. Scroll below to plan your perfect fall Beercation getaway!





What's New

BLU POINT
SEAFOOD
CO. 



t h e
g r e e n
r o o m





How can I help?

- Sign-up for our Newsletter and Stay Informed
- Volunteer at Visitor Center or Community Event
- Be a Brand Ambassador



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

– Smithsonian

**BIG TIME
CULTURE
SMALL TOWN
COOL**

STAUNTONTM
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



Thank You