



Staunton Tourism

Jessica Williams
Sales & Marketing Manager

Presented by Visit Staunton



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 2023: \$560,651 (additional \$55,758 for Downtown Visitor Center.) Total budget: **\$616,409**
 - Lodging Tax
 - General Fund

Tourism Staff

Sheryl Wagner, Director of Tourism

- Manages overall operation of the Tourism Department.

Jessica Williams, Sales & Marketing Manager

- Responsible for marketing Staunton as a tourism destination to leisure, conferences, & 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 Bergmann, Travel Counselor

- Provides information and assistance to visitors.

Selah Sprinkle, Travel Counselor

- Provides information and assistance to visitors.

Nancy Artley, Travel Counselor

- Provides information and assistance to visitors.



Tourism is an Instant Revenue Generator

IN 2020, THE STAUNTON DOMESTIC TOURISM INDUSTRY:

GENERATED
\$45,217,398
IN TRAVELER
SPENDING

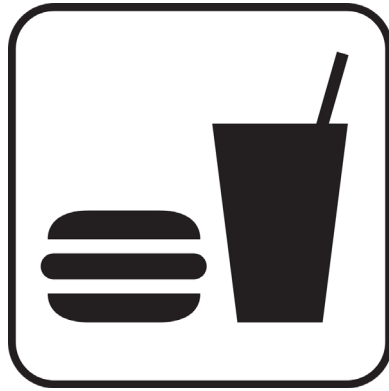
SUPPORTED
684
JOBS

PROVIDED
\$4,071,047
IN STATE AND LOCAL
TAXES

DECREASE IN TRAVELER
SPENDING
FROM 2019



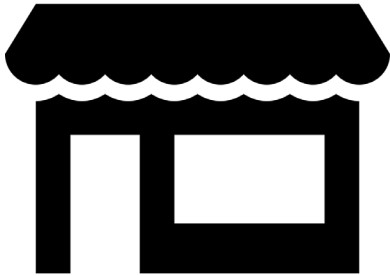
1,285 Hotel Rooms



90 Restaurants



5 Bed & Breakfasts



**77 Independent
Retailers**



**3 Craft Breweries, 1
Cidery, & 1 Winery**



112 Airbnb's

Innovative Way Staunton is Driving Tourism

Localhood Stories

An ecosystem of compelling, **mobile-first** travel content, created by local partners and shared across a **decentralized** audience reaching travelers around the world.



A decorative horizontal bar consisting of several overlapping, slanted rectangular segments in various colors: purple, olive green, blue, grey, yellow, dark red, dark blue, tan, teal, and light green.

Why Stories?

The unique format of Stories provides a lot of inherent value to our destination marketing efforts.

Compelling

Combining still imagery, video, and sound into a mobile-friendly, familiar format that isn't tied to a social network

Discoverable

Each Story is a web page, so it is crawled and indexed by search engines, meaning your future visitors can find it organically.

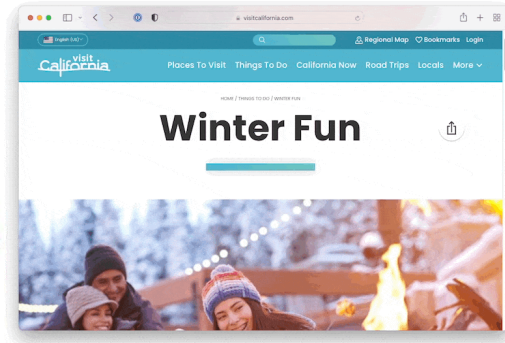
Insightful

Get real-time insights into your visitors, the content they're consuming and how they're interacting with your Stories.

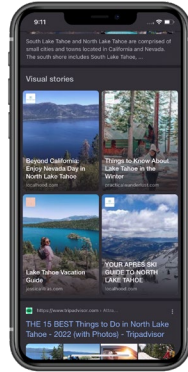
Multi-Purpose

Create your Story once, and easily export it to be repurposed across your social media channels.

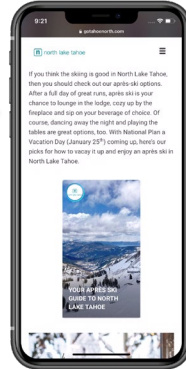
Create
once, use
everywhere



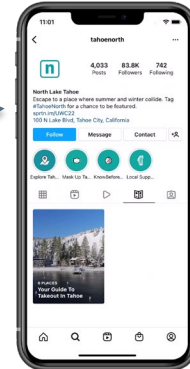
Landing Page Galleries



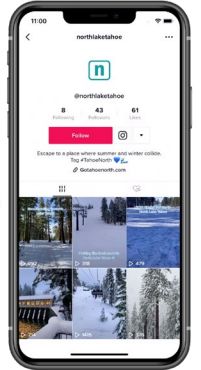
Google Search



Blogs



Instagram



TikTok



VTC LOCALHOOD STORIES STATS

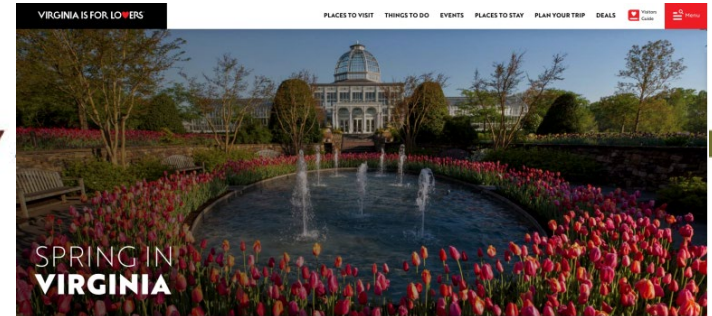
Stories: Gallery Impressions: Google Impressions:

159 **649K+** **4.99M+**

VISIT STAUNTON STORIES STATS

Stories: Gallery Impressions: Google Impressions:

16 **63,196** **125,164**



WELCOME TO VIRGINIA

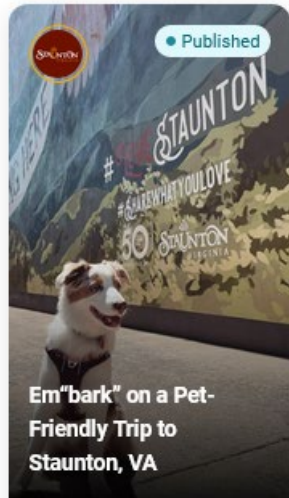
A Virginia vacation is about doing the things you love with the people you love most – and making memories that will last a lifetime.

Spring in Virginia offers a wide variety of things to do. Families will love spring break in Virginia, with countless kid-friendly vacation spots to explore. Virginia cities and small towns offer fun weekend getaway destinations for friends and couples, while those looking for a quick day trip can relax at a Virginia winery, take in the sights along our hiking trails, or explore Virginia's byways and backroads on a scenic drive.

Take in the beauty of the season at scenic spring destinations where colorful blooms blanket Virginia's landscape and show off the best of Virginia in the spring.



Sample Localhood Stories



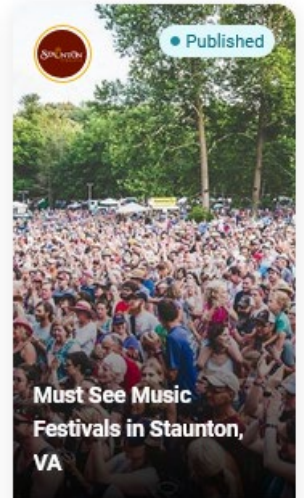
visitstaunton ...
👍 26.77% 🔍 10.65% 👁 310



visitstaunton ...
👍 33.60% 🔍 8.67% 👁 369



visitstaunton ...
👍 51.93% 🔍 2.15% 👁 233



visitstaunton ...
👍 50.00% 🔍 -- 👁 30

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



116 West Beverley Street



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Thank You!