

Deals & Packages Module Instructions

www.VisitWilliamsburg.com

Both travelers and travel writers are always seeking unique and different lodging packages or other destination special offers. These packages do not necessarily need to be a deal, but deals are good, too. They do need to have something added-value, length of stay discount, or other unique component to attract media attention.

Deal Examples

1. Attractions – Williamsburg Flex Ticket, Historic Triangle Ticket, Bounce Ticket
2. Restaurants – Kids eat free
3. Shopping – Major holidays that could drive overnight visitation, example would be black Friday as a Christmas Deal or Presidents Weekend
4. Lodging – Stay 3 nights and get the 4th night free

Package Examples

1. 4 nights and 5 days for a family for four including lodging, 4 Williamsburg Flex Tickets, dinner and shopping discount booklet
2. 3 nights and 4 days for a couple including lodging, couples spa package and lunch
3. 2 nights and 3 days per person including lodging and unlimited golf

Content on the Deals & Packages Module will be promoted to both consumers and to travel writers via our public relations efforts, consumer emails and social media program.

Deals & Packages Guidelines

Deals and packages must offer a value to the consumer. The Deals & Packages Module is part of your existing listing. To update your listing or add a deal from the deal module, log into the data engine <http://data.visitwilliamsburg.com/user/login/>.

- Go to your business listing
- Scroll down and click on **ADD A DEAL**
- Enter the Deal or Package Title and valid dates to and from. These dates may not be more than 12 months.
- Next begin filling in the details, phone, Deal or Package e-mail and/or website. Include a promotion code if necessary and a description of your offer to highlight any additional features, perks of the special or how to redeem the offer.
- Be sure to include any disclaimers you may have and the dates to display. Note: Dates to display is when you would like your offer to appear on Visit Williamsburg.

- Click to select or unselect the following tags/categories (Maximum of Two) provided the Deal or Package matches the description. Please note, if a tag is not selected, the Deal or Package will not show up.
 1. Arts in Williamsburg Deals & Packages – *Offers focused during the Spring & Fall Arts Festivals.*
 2. Christmas in Williamsburg Deals & Packages – *These offers are themed during the Christmas Holiday Season.*
 3. Family Fun Deals & Packages – *Offers that are focused around families, fun things to do for families, include activities specifically for kids.*
 4. Foodie Deals & Packages – *Unique, themed seasonally, not just that you get breakfast with your lodging as is standard for most chains. The primary focus of a Foodie package must be around food and beverage.*
 5. Freedom to be Curious Deals & Packages – *Offers that fit within the brand pillar of “curious” – can include something where a traveler can learn something, experience something new, etc.*
 6. Freedom to Have Fun Deals & Packages – *Offers that fit within the brand pillar of “fun” – these should be clearly FUN for the traveler, including ideas such as soft adventure, higher energy things do to.*
 7. Freedom to Relax Deals & Packages – *Offers that fit within the brand pillar of “relax” – can include ideas such as spa or golf deals/packages, slower-paced activities.*
 8. Romantic Deals & Packages – *Offers that appeal to a couple looking for a romantic getaway.*
 9. Special Events Deals & Packages – *Offers that are themed either seasonally such as Halloween or Fourth of July or that tie into other destination event promotions such as Spring Arts, Funhouse Fest or the Harvest Celebration.*
 10. Restaurants or Shopping Deals – *kids eat free, discount shopping booklet.*

- Add an existing photo already loaded on your listing or one that better illustrates your special. **A photo must be submitted** for your Deal or Package to be approved. Photos must meet [Photo Instruction rules](#).

- Click save and within 48 hours we will review and approve or advise what changes need to be made to push your offer live.

We reserve the right to limit the number of Deals or Packages as well as reject any Deals or Packages that do not meet the guidelines.

The tags/categories are based on the three pillars that support the Williamsburg brand that describe the full range of freedoms that travelers to Williamsburg have in planning in their vacation experience.

1. **Freedom to Have Fun** - From the world's most beautiful theme park to two ancient rivers that bound acres of wetlands, forests and trails, no matter how you want to get moving on foot, on a bike, in a boat, down a zip line, in a golf cart or in a roller coaster, Williamsburg provides a beautiful backdrop for an active vacation.
2. **Freedom to be Curious** - The home of America's second- oldest college, Williamsburg has always celebrated learning and curiosity. From new wines to cooking classes to arts events to multiple world-class living history museums, everyday there is something that will spark your curiosity in Williamsburg.
3. **Freedom to Relax** - The laid-back pace, the natural beauty, the good food, a dozen golf courses and the short drive make Williamsburg the perfect place to escape the bustle of your day to-day life and spend time just relaxing and recharging.

If you have any questions, please contact:

Corrina Ferguson - Ferguson@VisitWilliamsburg.com 757-253-0196

Joanna Skrabala – Skrabala@VisitWilliamsburg.com 757-253-0792

Dave Potter – Dave@VisitWilliamsburg.com 757-253-2967