

VisitWilliamsburg.com Basic Information and Guidelines

These guidelines were approved by WADMC on April 18, 2016

Why VisitWilliamsburg.com?

The VisitWilliamsburg.com website is the official **travel website for the Greater Williamsburg region**, with the primary goal of helping to promote our area as an overnight vacation destination.

VisitWilliamsburg.com is funded by the WADMC marketing program.

WADMC stands for the Williamsburg Area Destination Marketing Committee, and represents every tourism business within the City of Williamsburg, James City County & York County. Funding for WADMC is through visitors to the area who pay a \$2 per room night transient occupancy tax. The 2016 overall WADMC campaign is approximately 3.5 million dollars. All outreach and marketing efforts through the Visit Williamsburg marketing campaign drive potential visitors to VisitWilliamsburg.com to learn more.

Annually, the website sees over 1.6 million visits from over 1.2 million potential visitors.

Primary Website Objectives:

- Support the destination brand in a way that will inspire and compel overnight visits
- Highlight breadth, depth and scope of the Greater Williamsburg destination

The above objectives will support the following Key Business Strategies

- Encourage, facilitate and increase access to vacation planning tools for Greater Williamsburg area
- Fulfill advertising campaigns and / or offers
- Capture visitor information for future marketing
- Provide seamless access to booking engine in order to deliver convenient means to purchase tickets, lodging and packages
- Promote and align with seasonal campaigns

Each Greater Williamsburg tourism business that qualifies for a page on VisitWilliamsburg.com has the opportunity to maximize their digital presence to drive revenue to their business. Businesses wishing to take advantage of this opportunity must follow the guidelines below.

Highlight of General Rules

Complete Business Rules are posted here: <http://www.wadmc.com/VisitWilliamsburgWebsiteInformation.cfm>

- Businesses that focus on promoting travel destinations other than locations in the City of Williamsburg, James City County and York County will not be listed**.
***There are a few grandfathered exceptions to this rule: Mariners' Museum & Park; Virginia Living Museum, Berkeley Plantation, Sherwood Forest Plantation, Shirley Plantation, US Army Transportation Museum.*
- The primary purpose of the business must be to offer a leisure- tourism-related attraction, activity, restaurant, shop, event or place to stay.
- Businesses that run special events can post their individual events in event listings.
Note: Businesses can have events; events are not businesses.

Every tourism business within Greater Williamsburg qualifies to receive a BASIC or a PHOTO listing. It is the businesses' choice as to which type of listing they receive.

- **All BASIC listings are required to show the following information:**
 - Business Name
 - Website (hyperlink to business website)
 - Phone Number
 - Physical Address
 - Hours of Operation (Businesses will be able provide seasonal hours or provide a URL offering this information)
- **All PHOTO listings are required to show everything include in a Basic listing, PLUS:**
 - A thumbnail photo* that will show on category pages (i.e. Attractions, Hotels & Lodging, etc)
 - A minimum of one photo* loaded to show on the business listing page.
 - Description (250-character minimum, 1,000-character maximum)

* Please refer to the photo and video specific guidelines for details on how to upload and what will be accepted.

http://wadmc.clubwizard.com/IMUpload/photo%20instructions_1.14.2016.pdf

Other Important Information

- ◆ All Photo listings will be prioritized over Basic listings.
- ◆ There is no cost to qualifying businesses for either type of listing on VisitWilliamsburg.com.
- ◆ There are additional opportunities on VisitWilliamsburg.com to maximize your exposure for members of the Greater Williamsburg Area Chamber and Tourism Alliance. Please contact us for details.
- ◆ To assist in participation, businesses may utilize training materials available online, 24-7, or may choose to attend quarterly workshops with hands-on training and in-person instructors.
- ◆ Detailed guidelines and website rules plus training materials are all available here:
<http://www.wadmc.com/VisitWilliamsburgWebsiteInformation.cfm>