



## [www.VisitWilliamsburg.com](http://www.VisitWilliamsburg.com) Event Instructions

*You have the ability to log into the data engine for the new VisitWilliamsburg.com to add, change and improve your tourism events.*

1. *Log in to the data portal (see separate instructions)*
2. *Watch the photo "How To" video, found here: <https://vimeo.com/145637876>*
3. *Further details are below.*

**Please ensure all events meet the event guidelines. We reserve the right to reject events that do not meet the guidelines.**

If you have any questions, please contact Corrina Ferguson  
[Ferguson@VisitWilliamsburg.com](mailto:Ferguson@VisitWilliamsburg.com) 757-253-0196

**Overall Event Guidelines below. Each sub-category has detailed descriptions as well. The full Event Rules document can be found [here](#).**

- To be considered an Event for Visit Williamsburg.com-
  - Must be a significant happening or occurrence
  - Events should be of general interest to the traveling public / appeal to visitors
  - Events must be open to the public as participants or spectators, not just to organization members or pass holders, whether free or with admission charge.
  - Are limited to 2 subcategories.
  - Must take place for less than 15 days consecutively or seasonally occur weekly, bi-monthly or on select weekends.
  - This category is NOT for new museum exhibits. Museums should update their description to reflect new exhibits.
  - This category is NOT for daily reenactments or regularly scheduled tours. Locations with reenactments or that host tours can update business descriptions in the above categories to promote these.
  - Events must be submitted at least 7 days prior to the end of event. If the event end date is LESS than 7 days from the submission date, it may not be submitted.
- Events show in a variety of places on the website, the primary being on the destination event calendar: <http://www.visitwilliamsburg.com/events>
- Events are searchable by date, category, season, and venue if all information is provided.

When you log into your account on data.visitwilliamsburg.com it will look something like this. From here, you can ADD new events and EDIT current or expired events.

### CJ's Dashboard

Search Text

Product:  Category:

City:

**SEARCH**  Active Only  Exclude Events

[Click to ADD an Event](#)

**Tools**

Listings

[Add New Event](#)

[Add New Listing](#)

My Account

[Manage Profile](#)

Search results: Page 1 of 1

List ID	Property Name	Address	Phone	Listing Owner	Users
3494	<b>Awesome Osprey Hike</b> (2016-03-19 - 2016-03-19)	9801 York River Park Road Williamsburg, VA 23188	757-566-3036		u: corrinajferguson@gmail.com
3572	<b>Oyster Roast at Water Street Grille</b>	323 Water Street Yorktown, VA 23690	757-369-5644		u: corrinajferguson@gmail.com
3388	<b>Williamsburg Choral Guild presents The Spirit of Prophecy</b> (2015-11-15 - 2015-11-15)	at Warhill High School Auditorium Williamsburg, VA 23188	757-220-1808		u: corrinajferguson@gmail.com

3 results found.

Red text indicates listing is not active for any products, and/or event record is expired. Recently updated/added listings appear inactive until approved. Please allow 72 hours for approval.

[Click to Edit a CURRENT Event](#)

[Click to Edit an EXPIRED Event](#)

To enter a new event, click "Add New Event". You must fill out the basic information shown below, then click "SAVE".

### Add Event Listing

VisitWilliamsburg reserves the sole right to approve/edit/reject any listing submission and to consider them for use in our publications.

Event Name

Physical Address

Physical Address 2

City

State  Zip

Publish my listing under:

Describe your event here (250 minimum - 1000 characters maximum):  
Descriptions are required, your event will be rejected without one.

Enter the event date and times below. Events must end at least 7 days from today. Identify any recurrence options, as needed. Start and end dates are required; your event may not be published if this information is not supplied.

Pick a start date  Pick an end date

January 2016

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

January 2016

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Start Time  End Time

Is this event recurring?  Yes  No

You may select up to 3 categories. Changes will be reviewed to ensure your that your business fits the rules for the selected categories.

I think I should be listed under these categories:

**Events**

Arts & Culture Events	Food, Wine & Beer Events
Concerts & Live Performances	Garden Events
Educational Events	History Events
Festivals & Fairs	Sporting Events

[SAVE](#) [Cancel](#)

### Business Information

Click edit to update your core business information.

**Venue Name**

York River State Park

Latitude: 37.401948

Longitude: -76.717952

**Physical Address**

9801 York River Park Road  
Williamsburg, VA 23188

**Your listing is published under:**

Williamsburg (James City County)

**Mailing Address**

9801 York River Park Road  
Williamsburg, VA 23188

**Phones**

(757) 566-3036 (Local)

**Emails**

[yorkriver@dcr.virginia.gov](mailto:yorkriver@dcr.virginia.gov) (Business Email)

**Websites**

[http://www.dcr.virginia.gov/state-parks/york-river.shtml#general\\_information](http://www.dcr.virginia.gov/state-parks/york-river.shtml#general_information) (Business Website)



EDIT

Next, click EDIT to add detail including the event website, and venue name.

### Event Dates

Click the edit button next to an existing event date to modify its information or select Add Dates to submit additional dates. If your event spans multiple days and has different hours, please add each day separately.

Dates	Times	Recurrence	
05/19/2016	10:00 AM - 12:00 PM		EDIT DELETE

ADD DATES

If the same event happens on different days, and/or at different times, click "ADD DATES" and add as needed.

Start Time

7:00pm

End Time

8:30pm

Is this event recurring?  Yes  No

Repeats: Weekly

Repeat every: 1 week(s)

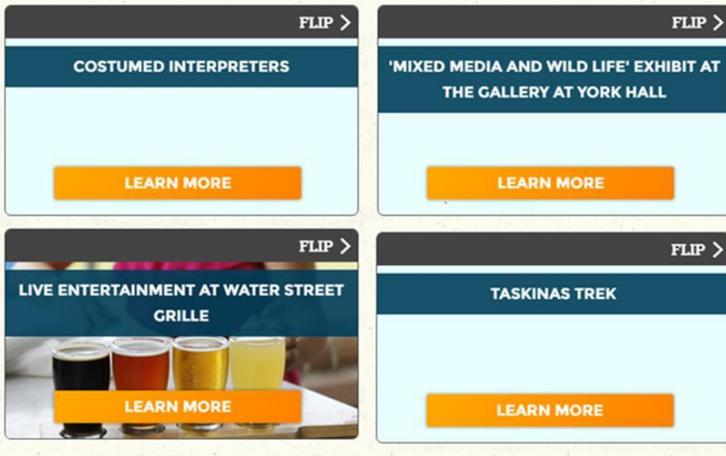
Repeat on:  Sun  Mon  Tue  Wed  Thu  Fri  Sat

SAVE Cancel

Alternatively, if your event occurs the same day every week or every month, click "YES" this event is recurring, and complete the information accordingly.

To add images to your event, please see separate photo instructions.

SATURDAY, FEBRUARY 6, 2016

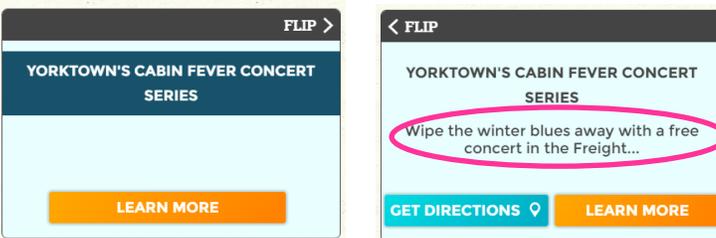


**TIP**

*Make the most of your Event Name.*

Consumers will more frequently click on Event Names that are somewhat descriptive and help them understand what the event is.

For example, "Costumed Interpreters" vs "Mixed Media and Wildlife Exhibit at the Gallery at York Hall" .



**TIP**

*Teaser Text coming soon (by 2-2016)*

If a user clicks the "flip" on an event, **teaser text** will show. The teaser text is the first 50-60 characters in the Event Description field.

Make sure that first sentence tells a potential visitor even more about the event than the title.

**Descriptions**

Click edit next to the product name to modify the descriptive text. The default description will appear when a category isn't specified, or is empty.

VisitWilliamsburg.com (Default) **EVENT**

Wipe the winter blues away with a free concert in the Freight Shed at Riverwalk Landing in historic Yorktown. Local musicians engage and interact with the audience during this unique experience. January 21 - Runaway String Band (Bluegrass) February 4 - Little Bit of Swing (Big Band, Oldies & Swing) March 3 - Jennifer Gammill Jazz Band (Jazz)

## Related Events

Related events are events that are associated with a business listing (ex: Howl-O-Scream event is related to Busch Gardens). To add an event, use the search field to find the event's title. To remove an event, click remove. All related listings will be approved by VisitWilliamsburg staff.

Awesome Osprey Hike   
9801 York River Park Road  
Williamsburg, VA 23188

You can ALSO have your events show on your business profile page.

First, submit the event.

Then, **go to your business page** and scroll down to the "Related Events" section.

Type all or part of the event name in the search box. Click "SEARCH"

## Related Events

	name	address
<input checked="" type="checkbox"/>	Three Rivers & Three Peoples Hike (01/18/2016)	9801 York River Park Road Williamsburg, VA 23188

[Select All](#)

Click the box next to any events you wish to add to your page.

Then click "ADD LISTINGS".



## YORK RIVER STATE PARK

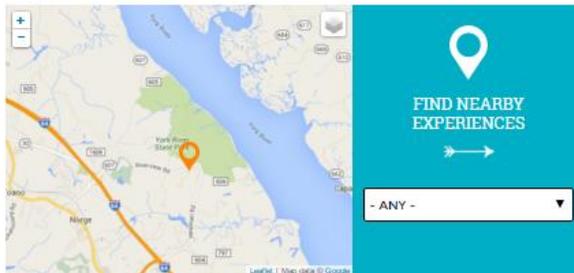
9801 York River Park Road Williamsburg, VA 23188  
757-566-3036



TripAdvisor Traveler Rating  
Based on 127 reviews

### OVERVIEW

Experience the environment of a coastal estuary. This park is known for its rare and delicate environment, where freshwater and saltwater meet to create a habitat rich in marine and plant life. Access to Taskinas Creek and the York River. Fishing, boating, hiking, bridge trails, biking and more.



### DETAILS

Facility amenities: Location:  
Equipment Rental Williamsburg  
Gift Shop  
Pet-friendly  
Picnic Areas  
Playground/Arcade  
Restrooms

EVENTS at THIS VENUE

Mar 19, 2016  
Awesome Osprey Hike

Jan 18, 2016  
Three Rivers & Three Peoples Hike

Feb 6, 2016  
Taskinas Trek