

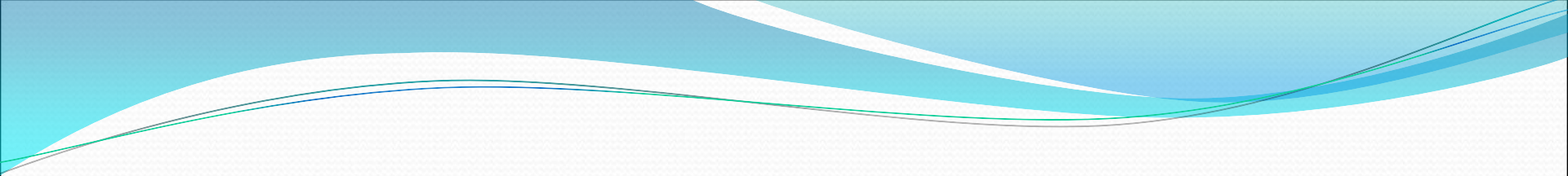


Newport News  **Virginia**
— — — **Where Great Things Are Happening**

Cheryl Morales
Marketing Manager

Newport News Tourism Development Office Mission Statement

- NNTDO's mission is to enthusiastically promote the City of Newport News and its hospitality industry through creative marketing initiatives and cooperative programs that will increase awareness, visitation and tax revenue.



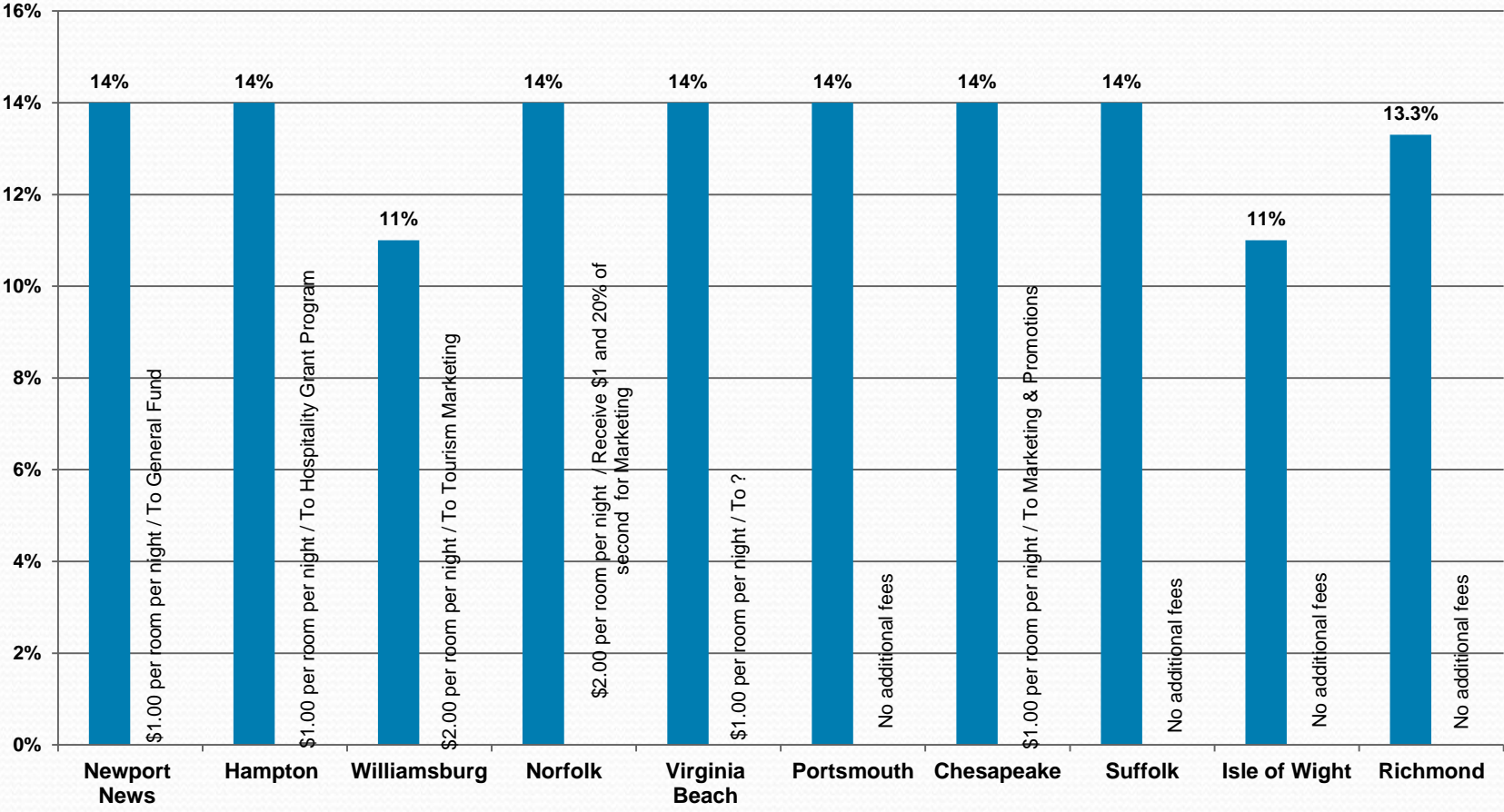
Facts
Figures
Fun

The Power of Travel

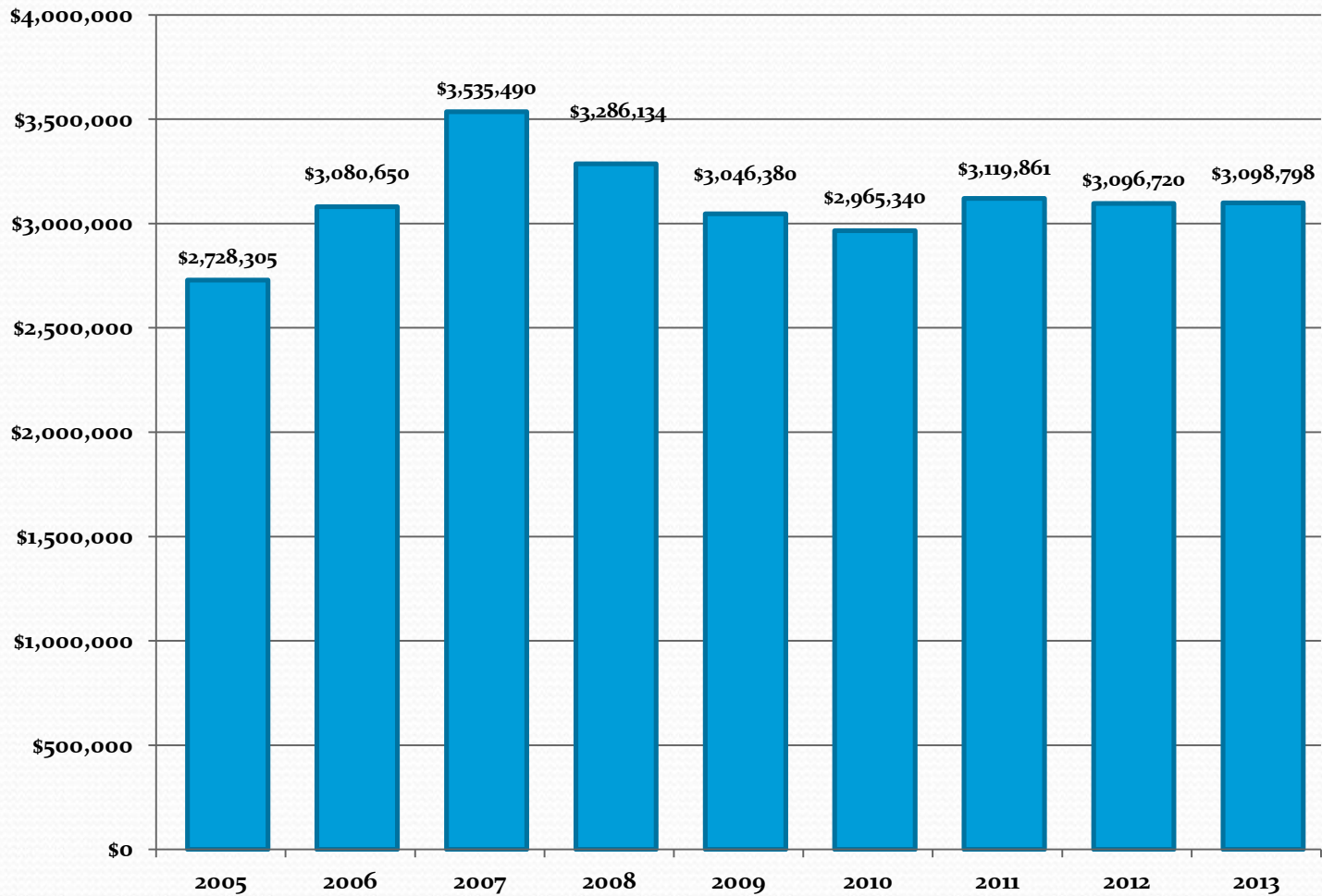
How Travel Dollars Support America



Coastal Virginia Lodging Tax Comparison

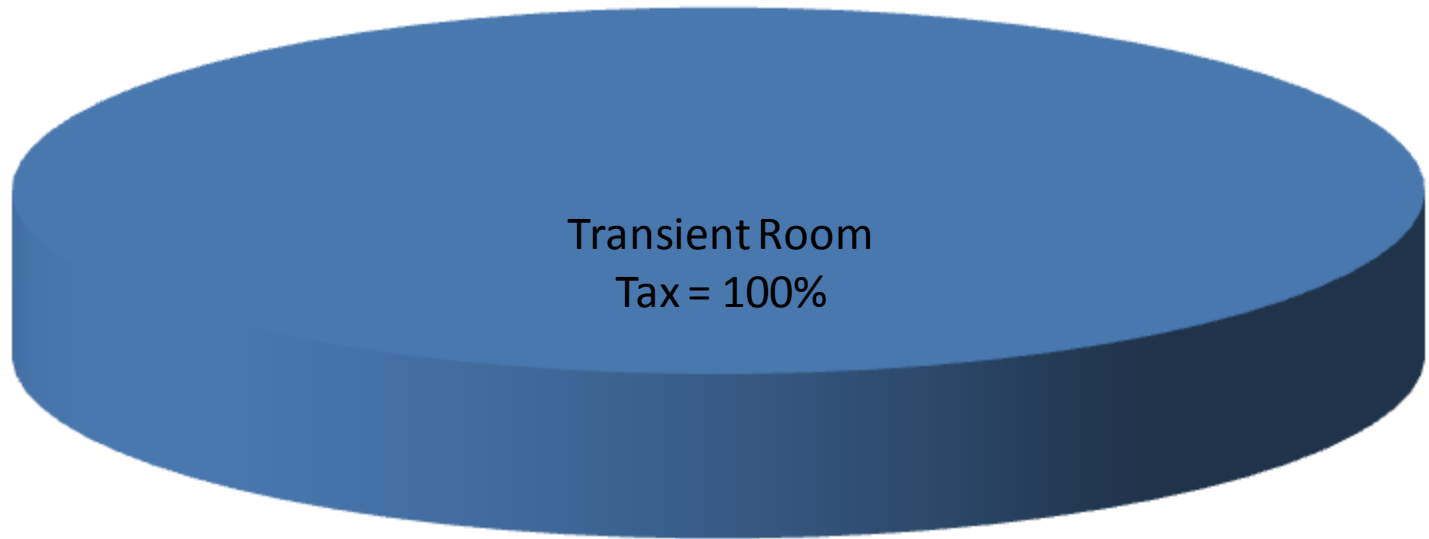


Newport News Lodging Tax Revenue



Where Does the Money Come From?

Tourism Budget

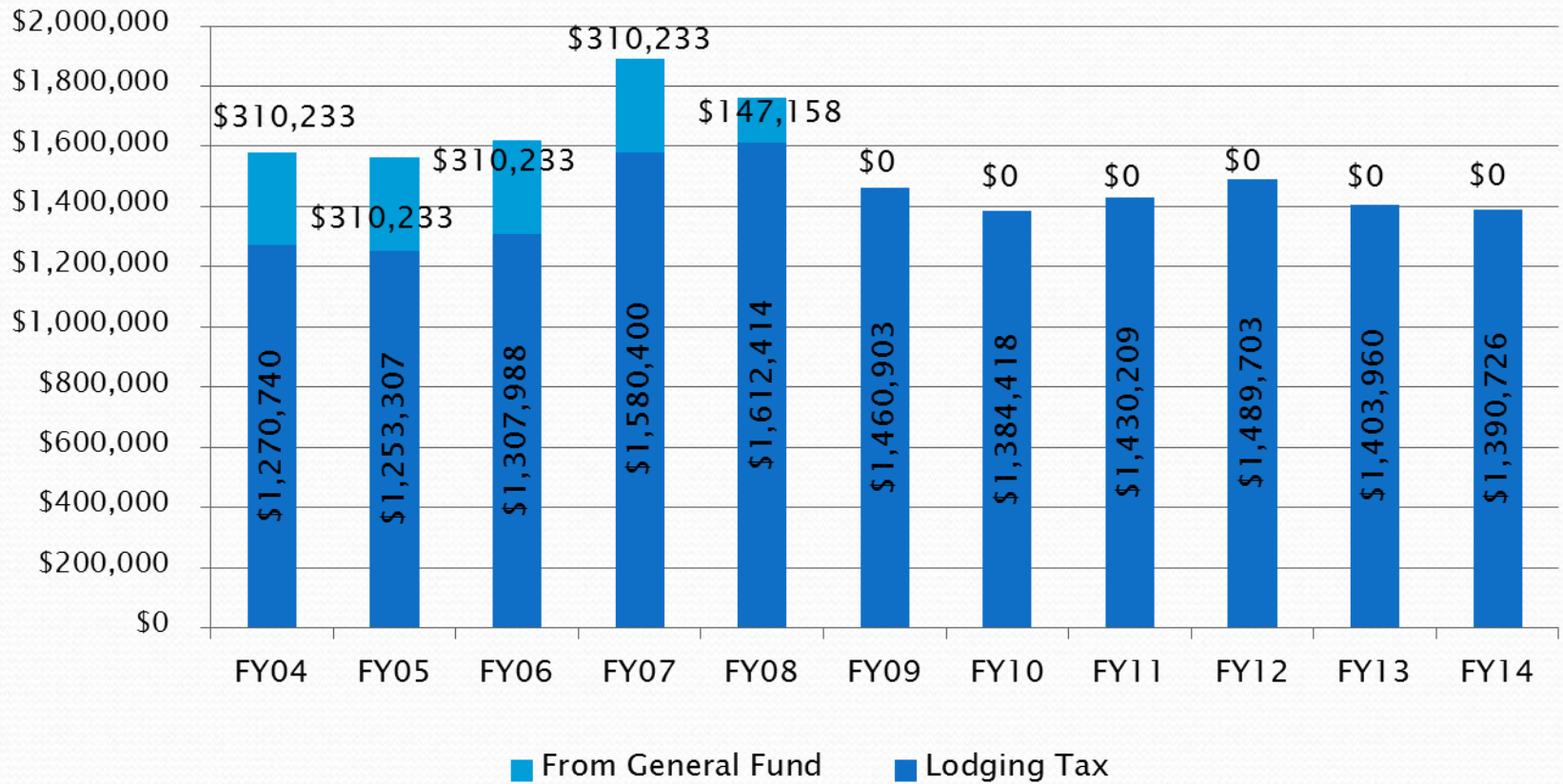


Currently the City of Newport News' transient room tax is 8% plus \$1.00 lodging tax fee per hotel/motel room, per night.

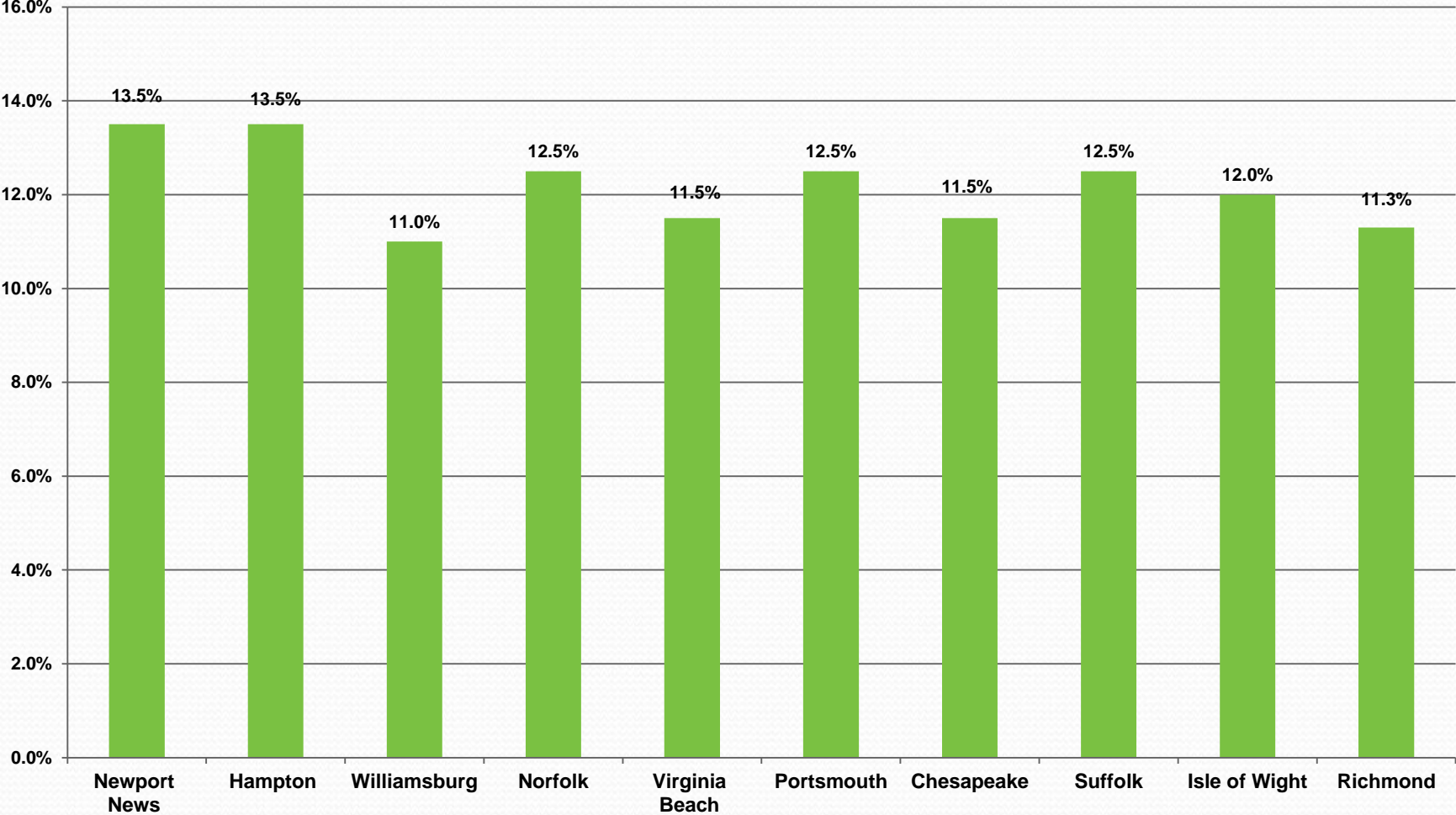
State transient room tax is 6% for a total of 14% tax.

Tourism receives 43.75% of the Newport News transient room tax

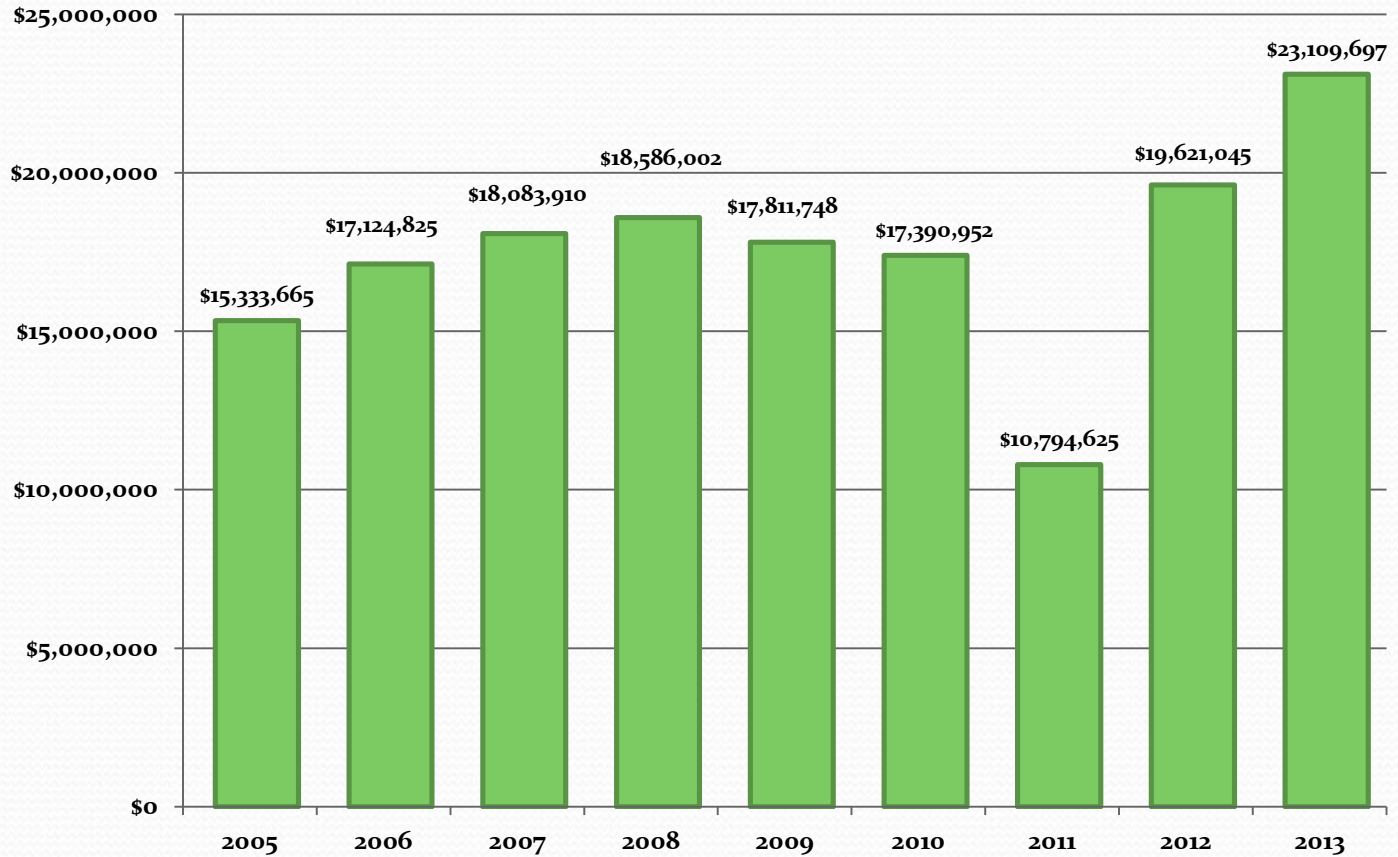
Tourism Budget Over the Years



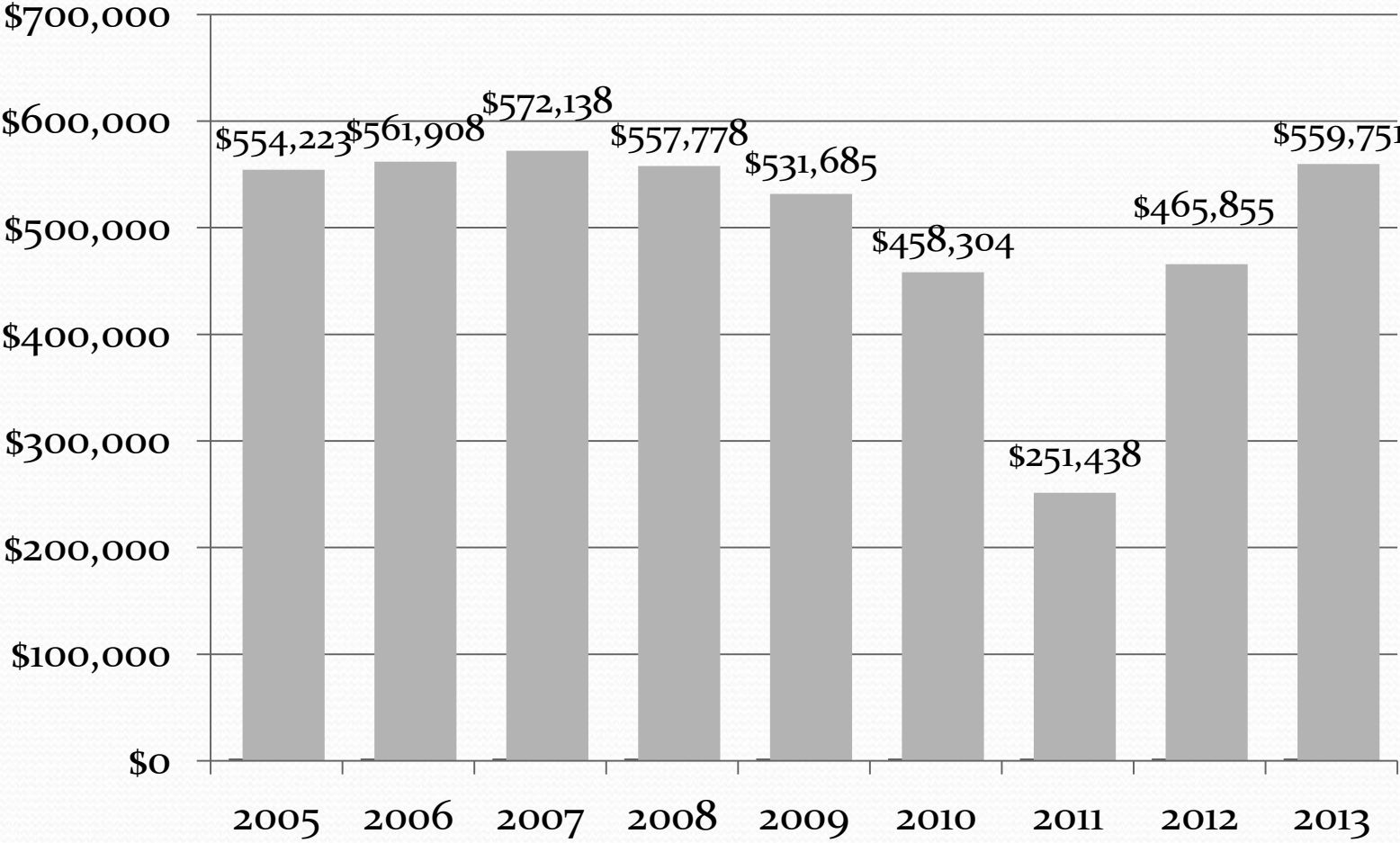
Coastal Virginia Meal Tax Comparison



Newport News Meal Tax Revenue



Newport News Admissions Tax Revenue



WHO'S VISITING NEWPORT NEWS



“And the Survey Says”

The following charts are the results of 67 surveys taken at the NN/Williamsburg Airport throughout heavy travel dates in 2014

2013	
Deplanements (Arriving in Newport News)	272,674
Enplanements (Departing Newport News)	271,357
Total Passengers	544,031

Airlines Used

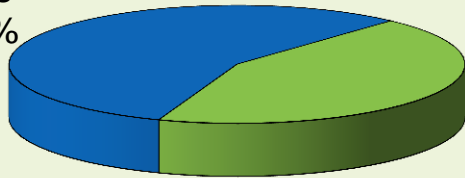
US Airways	40
Delta	18
American	3
Southwest	2

Why Airline Selected

Price	21
Flight Availability	8
Military/Work	6
Expedia	0
Rewards Program	4
Airport Location	3

First Time Flying into NN

Yes
56%

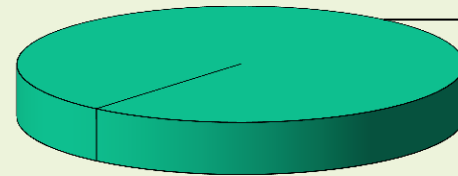


No
44%

■ Yes
■ No

Would Use NN/Wmbs Airport Again

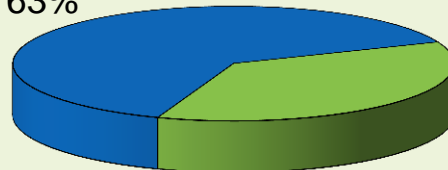
100%



■ Yes
■ No

Visited NN Before

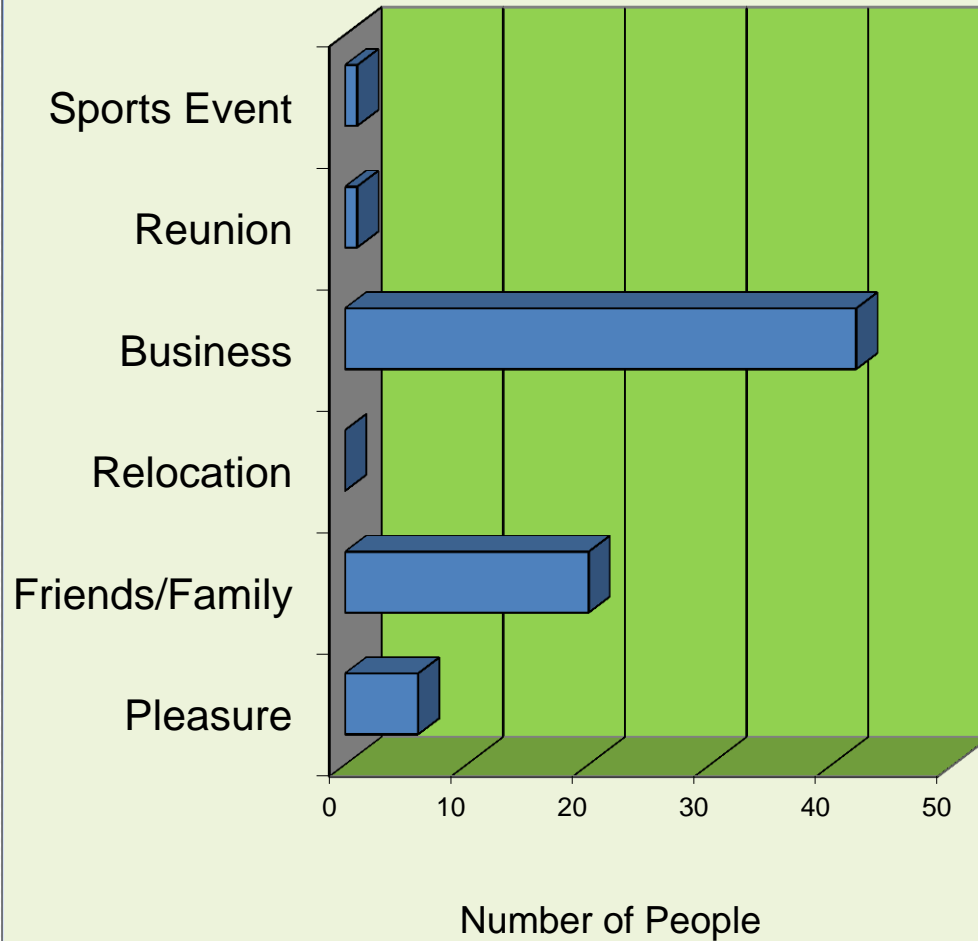
Yes
63%



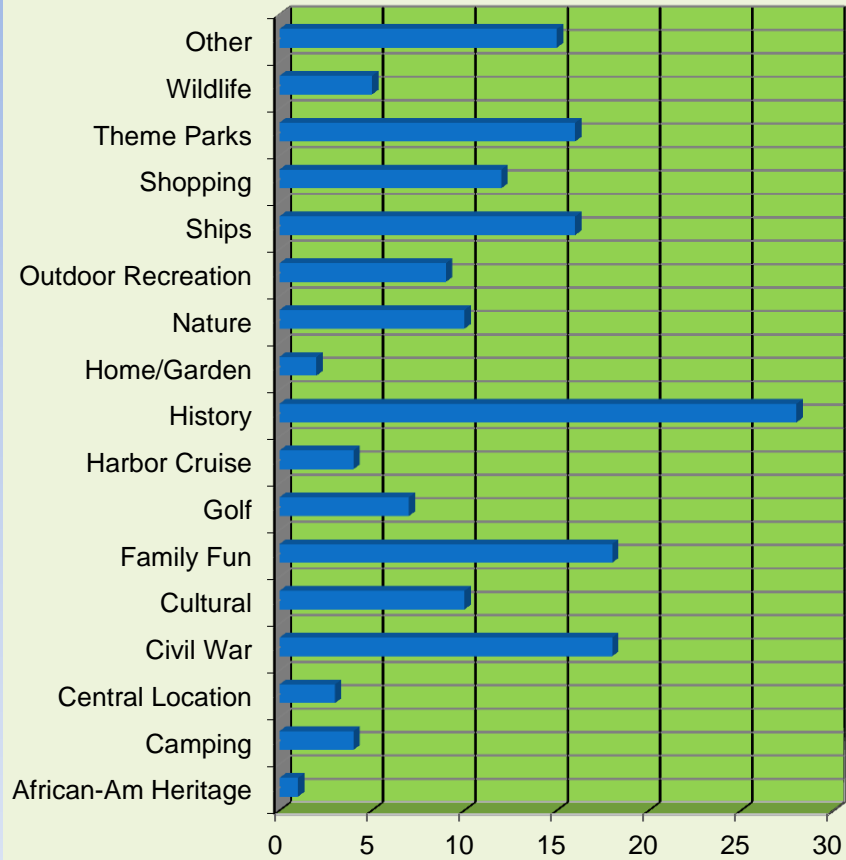
No
37%

■ Yes
■ No

Reason for Visiting Newport News

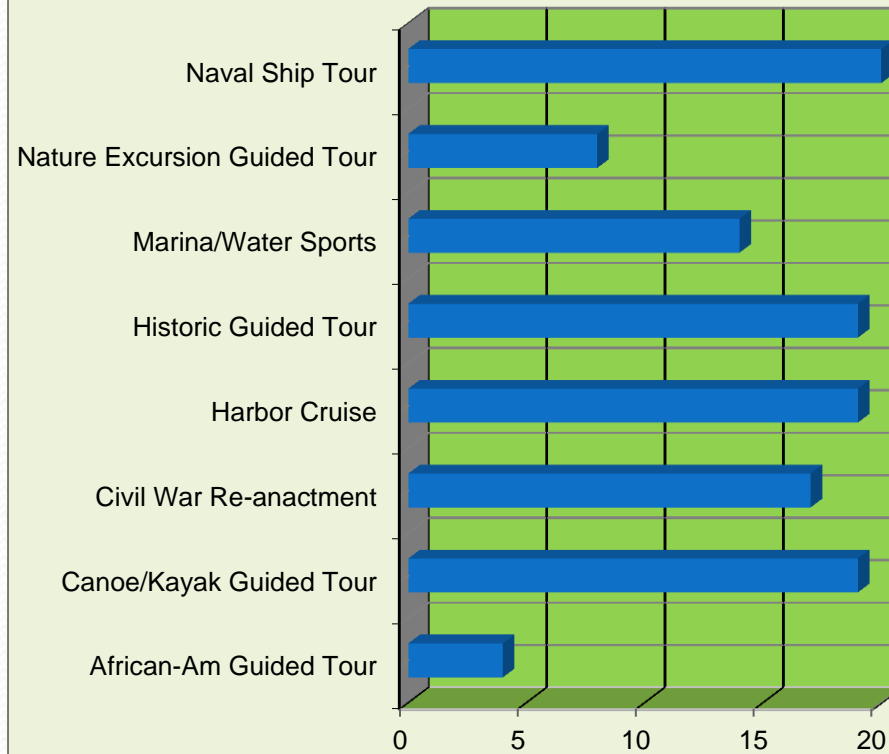


Interest When Visiting Newport News

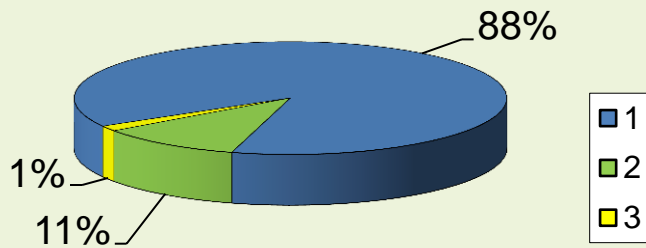


Number of People

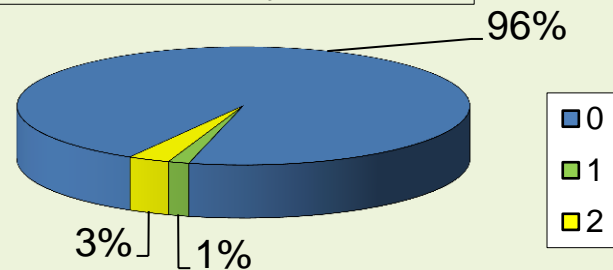
If offered in Newport News



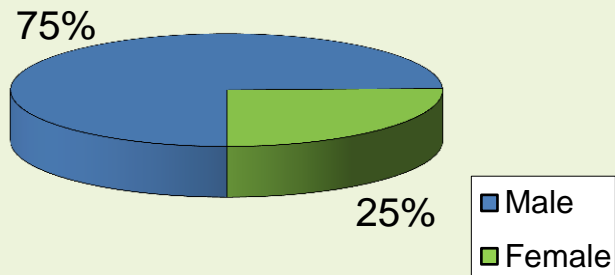
Number of Adults in Party



Number of Children in Party

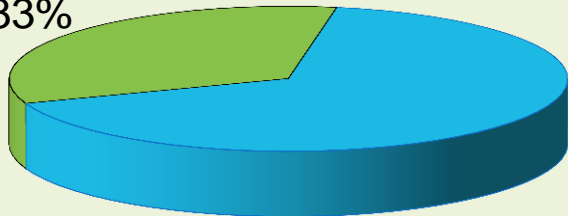


Gender of Traveler



Accommodations Used

Hotel/
Motel
33%

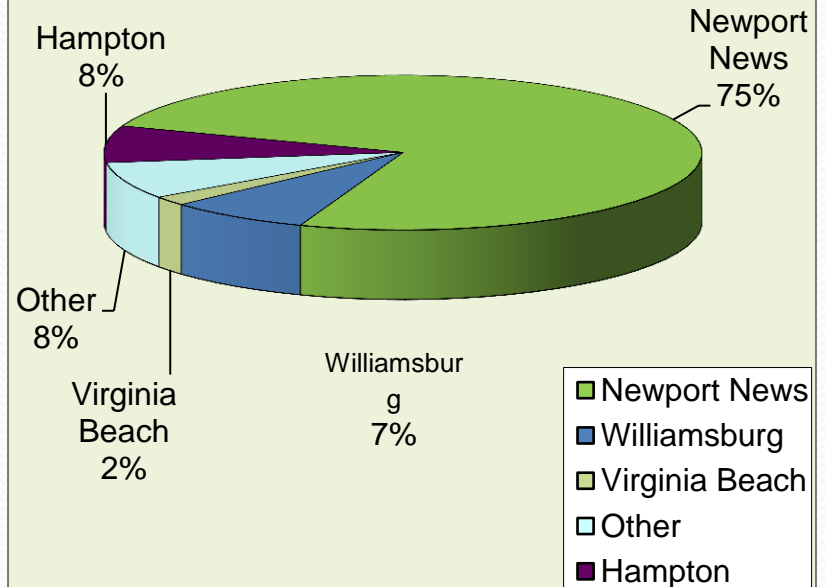


Friends
& Family
67%

■ Hotel/Motel

■ Friends & Family

City Staying



Hampton
8%

Newport
News
75%

Other
8%

Virginia
Beach
2%

Williamsbur
g
7%

■ Newport News

■ Williamsburg

■ Virginia Beach

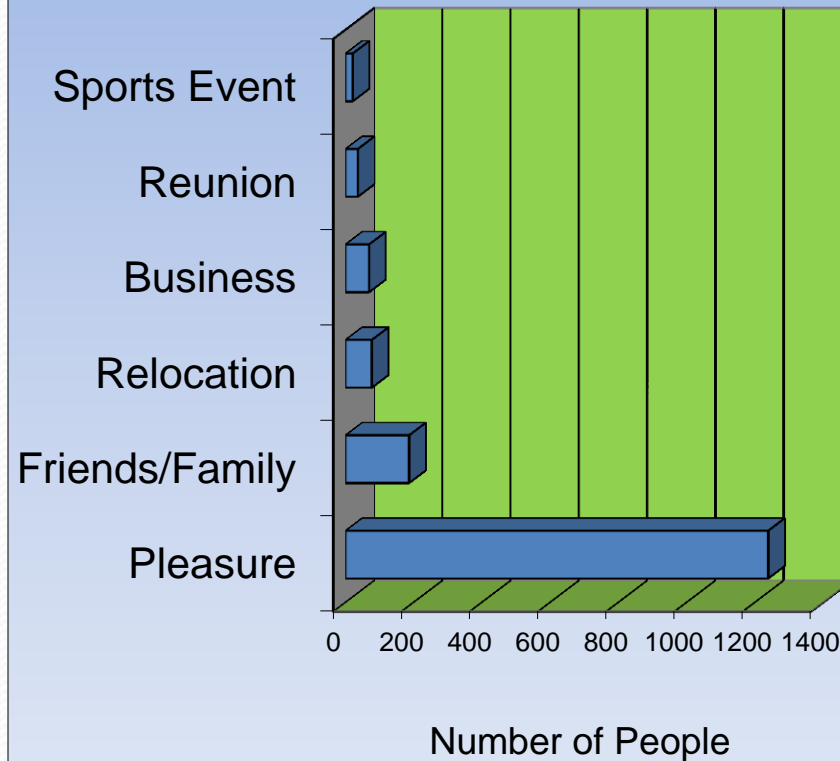
■ Other

■ Hampton

SURVEYS

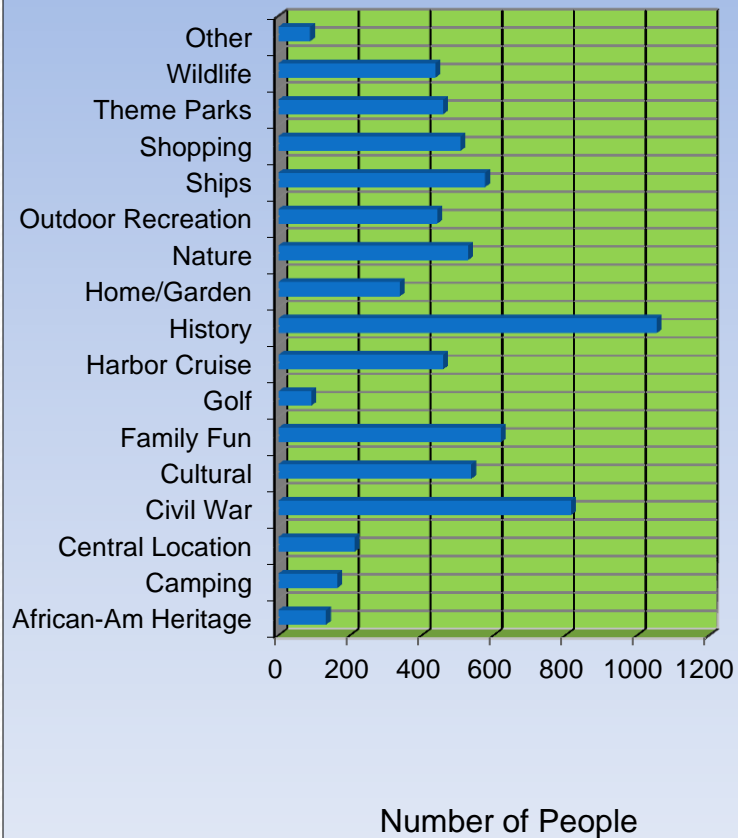
The following charts are the result of participants surveyed in 2014. Surveys were completed by inquires requesting information from the Newport News Tourism website, phone calls and Newport News Visitor Center walk-ins.

Reason for Visiting Newport News



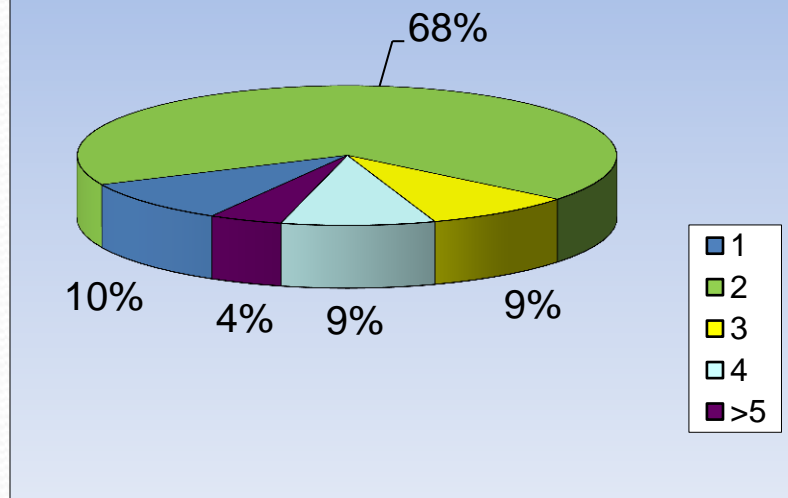
1,627 participants answered this survey question and selected what best describes the reason for visiting Newport News

Interest When Visiting Newport News

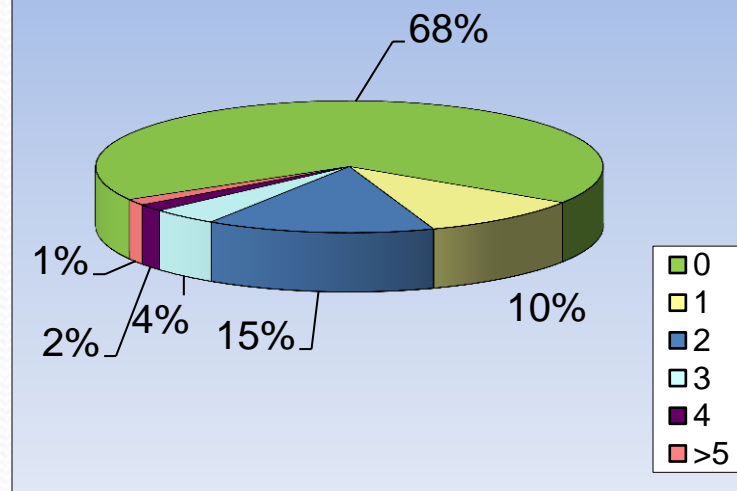


1,687 participants answered this survey question and selected all that applied

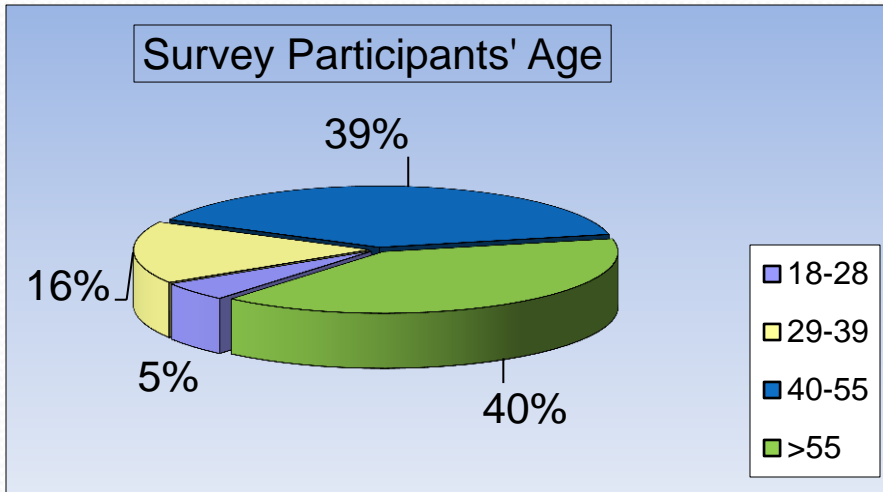
Adults in Party



Number of Children

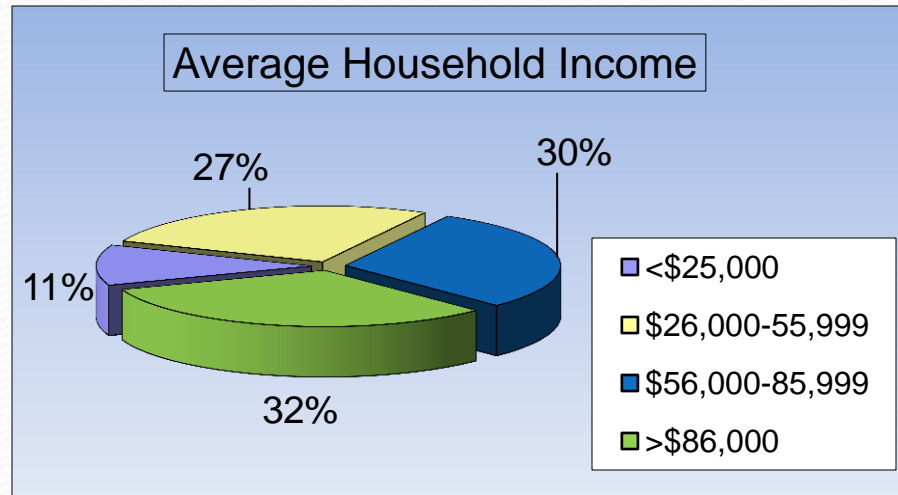


Sampling number for both adults and children in travel party is 1,598

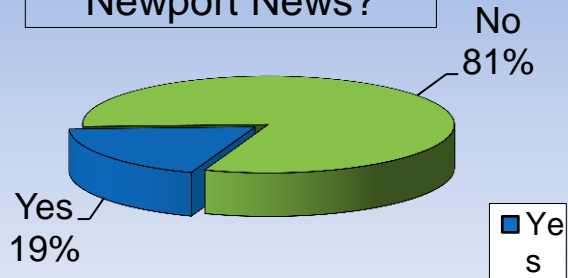


Sampling number for participants age is 805

Sampling number for participants income is 679

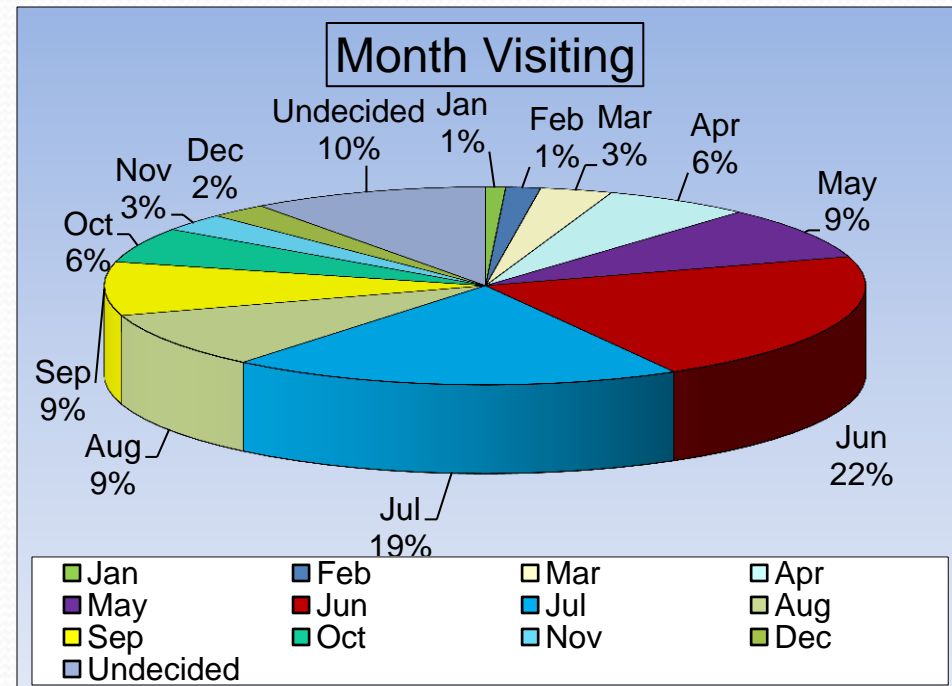


Have you ever visited Newport News?

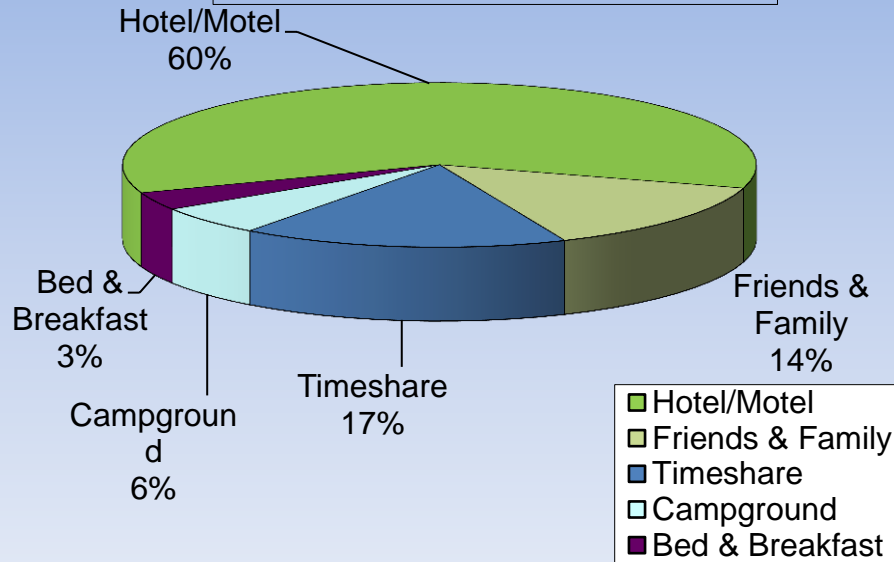


1,555 participants answered this survey question

1,633 participants answered this survey question



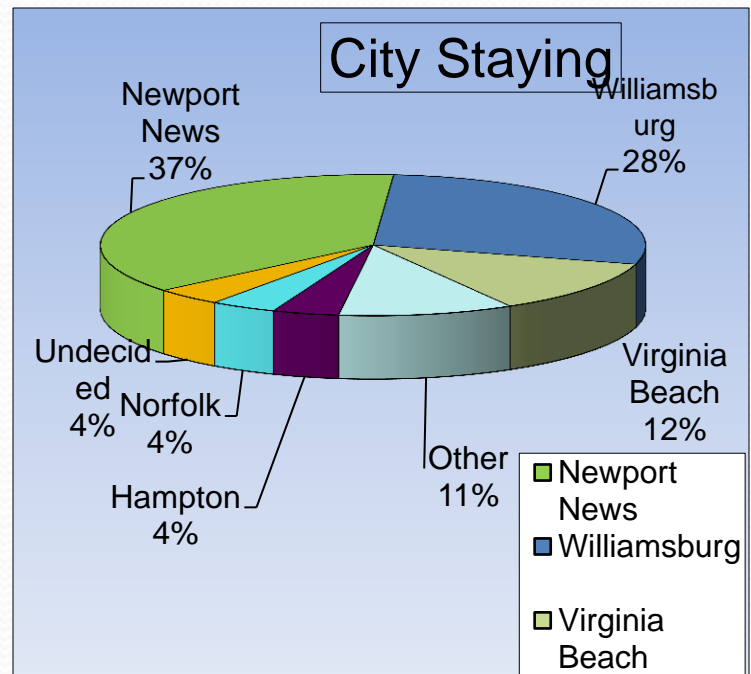
Accommodations Used



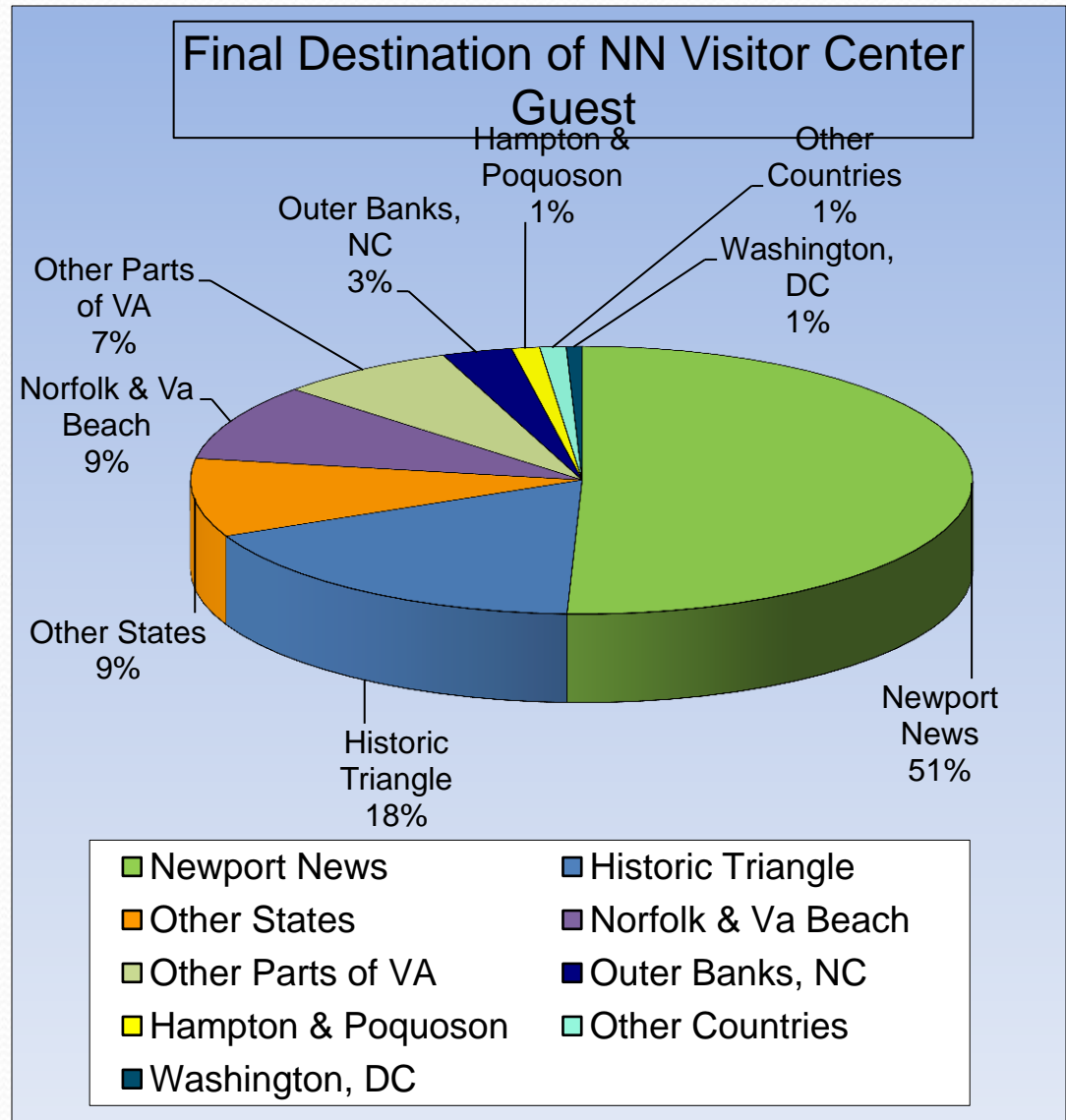
Sampling for accommodations being used is 1,558

Sampling for city staying is 1,561

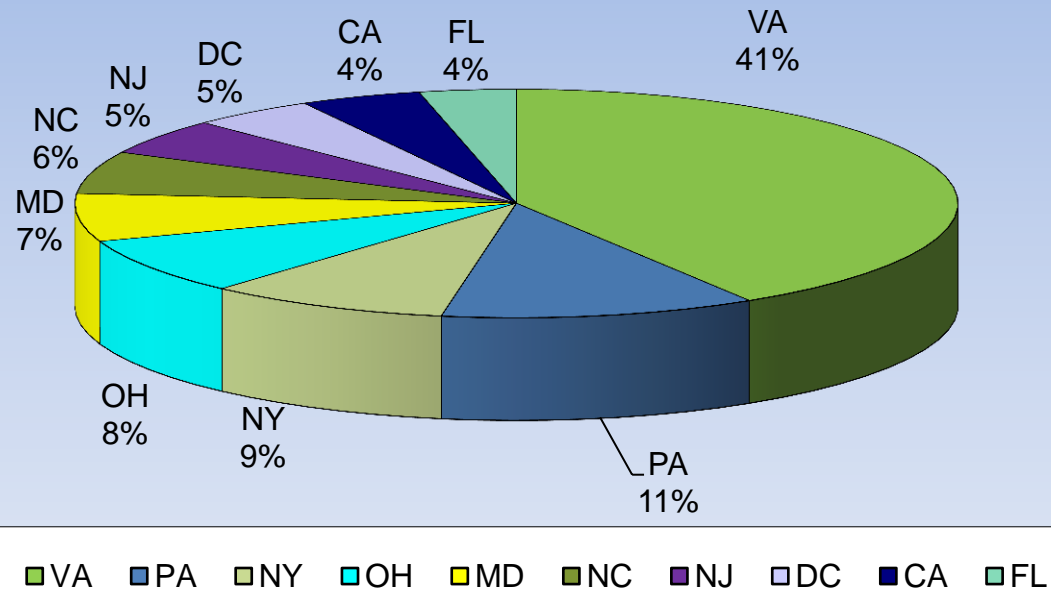
City Staying



Percentages taken from a total of 1,419 entries in the 2014 guest registry at the NN Visitor Center.



Top 10 States Stopping at the NN Visitor Center



Results from the 1,419 entries in the guest registry at the NN Visitor Center during 2014



Now The Fun Can Begin!

First we start with local awareness



2014 Ambassador Pass

Newport News  **Virginia**
Where Great Things Are Happening

Newport News Resident/City Employee

Valid for 2 Adults and 2 Children
Newport News Visitor Center
(757) 886-7777

Cindy Brouillard

Director of Tourism

**1315 Passes Distributed
in 2014**

2014 Newport News Ambassador Pass Dates & Locations

Newport News Ambassador Pass only redeemable at the following attractions on the following dates:

January 2-8, 2014

____ Peninsula Fine Arts Center
____ Virginia Living Museum

January 16-22, 2014

____ James A. Fields House
____ The Mariners' Museum

January 9-15, 2014

____ Endview Plantation
____ Virginia War Museum

January 23-29, 2014

____ Lee Hall Mansion
____ Peninsula SPCA & Petting Zoo

Don't Miss These Free Attractions

•The Newsome House Museum & Cultural Center
•U.S. Army Transportation Museum

Please remember to recommend
Newport News attractions
to family and friends!

Call the Newport News Visitor Center at 757-886-7777 for attraction hours and days of operation. For the purpose of this pass, adults are 16 years of age and up.
www.newport-news.org

Newport News Hospitality Ambassador Training



We offer all of our Familiarization attendees an opportunity to put their knowledge to the test and become a **Certified Newport News Hospitality Ambassador!**

Each Ambassador is honored during National Travel & Tourism Week each year.

**We offer a spring
and fall Customer
Service Training
to our staff and the
Newport News
Tourism Industry
to keep us
on top of our game!**



Consumer Awareness

Create Awareness at our Welcome Centers/Airport/AAA, etc.



Then There's Both Local and Consumer ...

Let's connect:



https://www.facebook.com/newportnewsvirginia

(13) Newport News, VA Visit

Google Search Safe Weather Facebook Microsoft Suggested Sites Web Slice Gallery

Newport News, VA Visit

Cheryl Home

Create Page

Recent

James Dean likes Charlene Gilbert's photo.

Donna Gernhart VanHoy commented on Lisa Robertson QVC's status.

Kandi Stone Shaw likes

Bri Allen Mobile

Jeremy Bratton Mobile

Mark Williams Mobile

Rebecca Cutchins Mobile

Jen Hernandez Mobile

Amy Kessler Mobile

Linda Shesko Mauzy Web

Newport News-va Web

Tracy Norcutt Mobile

Sarah Hiemstra Web

J Michael Moore Web

Jeanne McCall... Mobile

MORE FRIENDS (5)

Search

1:21 PM 9/22/2014

Write something on this Page...

Newport News, VA Visit September 19

Tomorrow, September 20, 2014 at 1 PM the first-ever Virginia Brazilian Festival will commence at City Center at Oyster Point! Stop by our booth for a chance to win some awesome prizes from Residence Inn by Marriott (airport location), Tucanos, Paragon City Center 12 & MORE!

Invite your friends to like this Page

https://www.facebook.com/newportnewsvirginia/photos/a.10150590064861555.385035.44946866554/10152030178251555/?type=1

www.newport-news.org

The screenshot shows a web browser window displaying the homepage of Newport News Virginia. The browser's address bar shows the URL <http://www.newport-news.org/>. The page features a blue header with the "Newport News Virginia" logo, a "Live Chat" button, and social media icons for Facebook, Twitter, YouTube, and LinkedIn. A navigation menu includes links for "THINGS TO DO", "ABOUT OUR CITY", "TRIP PLANNER", "GROUPS & MEETINGS", "MEDIA CENTER", "PLACES TO STAY", and "REQUEST BROCHURES". The main content area is a large banner with the text "Get Closer to Ships, History & the Great Outdoors" and a sub-headline "And we're minutes to Williamsburg and a short drive to the beach". Below the banner is a search bar and a "2014 Zoom In Photo Contest" section with a "SEARCH" button. The Windows taskbar at the bottom shows the system clock at 12:09 PM on 9/24/2014.

Call us today! (888) 493-7386

Live Chat

Print | Bookmark | Tell A Friend | Contact Us

THINGS TO DO | ABOUT OUR CITY | TRIP PLANNER | GROUPS & MEETINGS | MEDIA CENTER | PLACES TO STAY | REQUEST BROCHURES

Get Closer

to Ships, History & the Great Outdoors

And we're minutes to Williamsburg and a short drive to the beach

SEARCH

2014 Zoom In Photo Contest

Attractions

Zoom In Newport News Photo Contest

THE NEWPORT NEWS

[Featured Events]

12:09 PM
9/24/2014

And Of Course our Groups who Visit Newport News



Meetings & Conferences





Weddings



Military, Family and Class Reunions



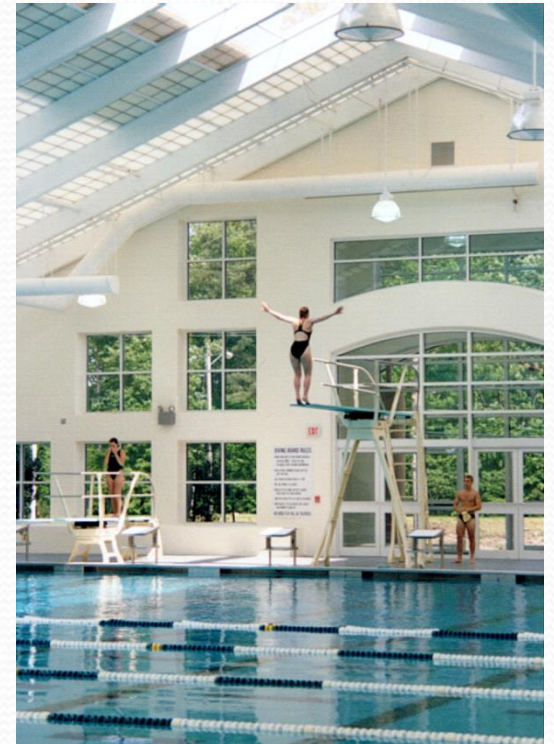


Tour & Travel

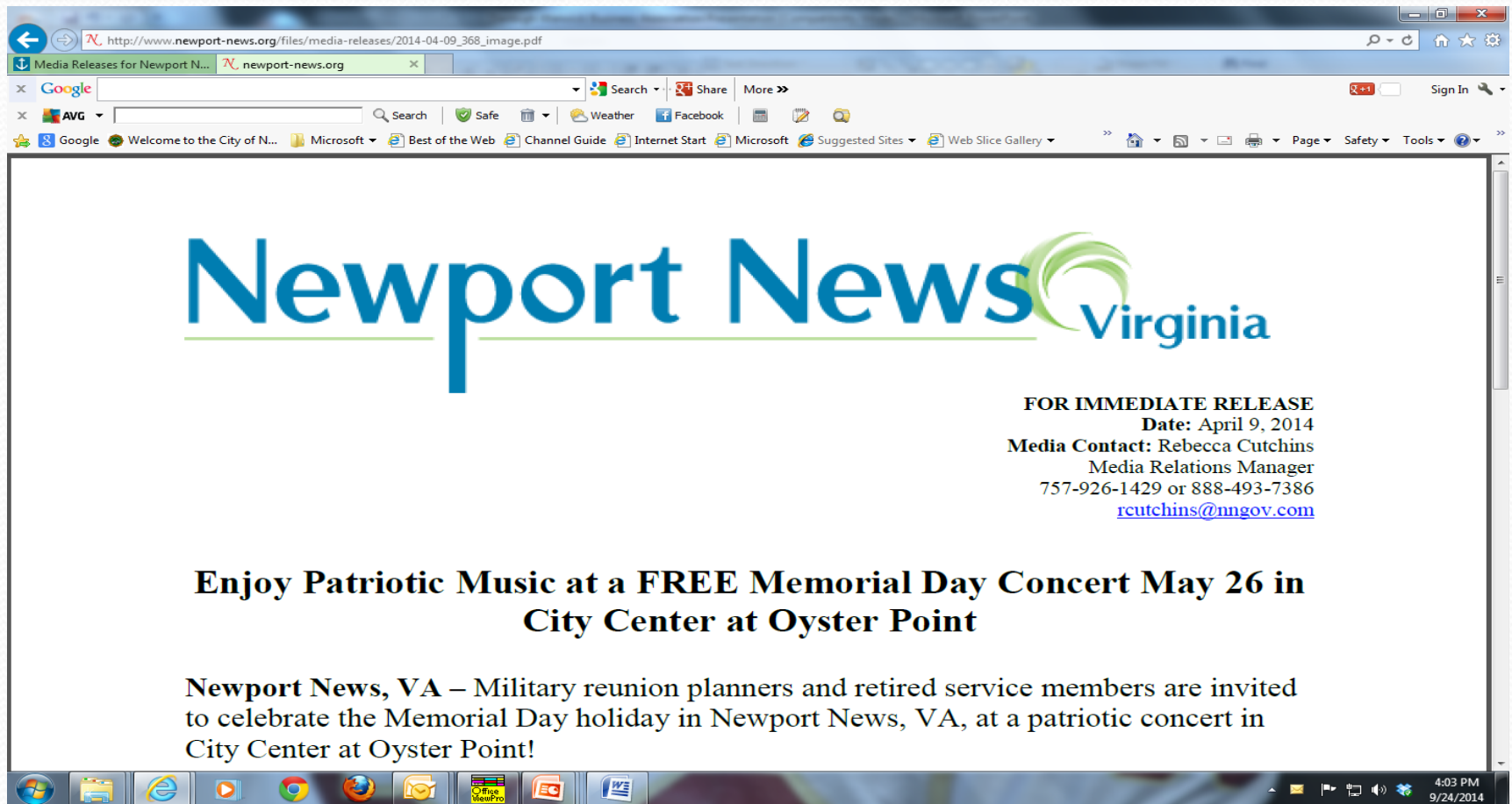




Sporting Events



Media



The image is a screenshot of a web browser window. The address bar shows the URL: http://www.newport-news.org/files/media-releases/2014-04-09_368_image.pdf. The browser's address bar also shows the domain www.newport-news.org. The browser's search bar contains the text "Google". The browser's toolbar includes icons for "Search", "Share", "More >>", "AVG", "Weather", "Facebook", "Microsoft", "Suggested Sites", "Web Slice Gallery", "Page", "Safety", and "Tools". The main content area of the browser displays the Newport News Virginia logo, which consists of the words "Newport News" in a large blue font, with "Virginia" in a smaller blue font to the right, and a green circular graphic element. Below the logo, the text reads: "FOR IMMEDIATE RELEASE", "Date: April 9, 2014", "Media Contact: Rebecca Cutchins", "Media Relations Manager", "757-926-1429 or 888-493-7386", and "rcutchins@nngov.com". Below this text, the headline reads: "Enjoy Patriotic Music at a FREE Memorial Day Concert May 26 in City Center at Oyster Point". Below the headline, the text reads: "Newport News, VA – Military reunion planners and retired service members are invited to celebrate the Memorial Day holiday in Newport News, VA, at a patriotic concert in City Center at Oyster Point!". The browser's taskbar at the bottom shows icons for Internet Explorer, Firefox, Chrome, and other applications. The system tray in the bottom right corner shows the time as 4:03 PM and the date as 9/24/2014.

Newport News Virginia

FOR IMMEDIATE RELEASE
Date: April 9, 2014
Media Contact: Rebecca Cutchins
Media Relations Manager
757-926-1429 or 888-493-7386
rcutchins@nngov.com

**Enjoy Patriotic Music at a FREE Memorial Day Concert May 26 in
City Center at Oyster Point**

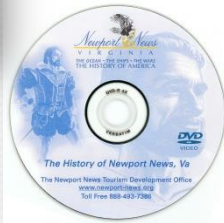
Newport News, VA – Military reunion planners and retired service members are invited to celebrate the Memorial Day holiday in Newport News, VA, at a patriotic concert in City Center at Oyster Point!



Advertising

Produce & Distribute Materials





Videos

Group Planner

Coupon Booklet

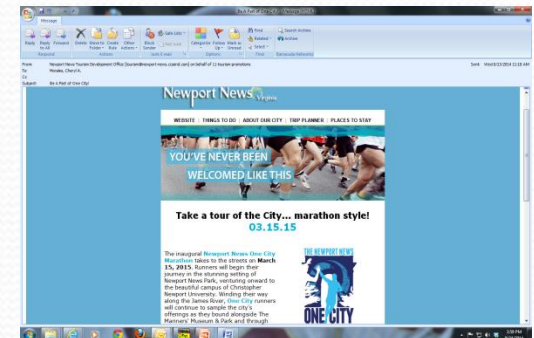
Consumer Flyers

Newsletters

Contests

Electronic Marketing Messages

And more!



**And then I could tell you
All there is to see and
Do in Newport News, but
That's a whole other
Presentation!**

Newport News Virginia

Where Great Things Are Happening

**Thank you for
Having Me Here
Today!**