

Newport News Tourism (NNT)

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2019

MARKETING

CALENDAR

Training programs, industry events, community awareness programs, electronic and direct mail campaigns, marketplaces, trade shows, sales missions, familiarization/media tours currently planned through December 2019 include:

1–5

5, 12, 19, 26

10

11–12

18

19

19

23

25

28–30

30

Hi-Lite Hampton Roads Sales Mission: PA

Weekly event calendar to consumers & industry

E-mail blast: National Travel & Tourism Week invitations

Mid-Atlantic Tourism Public Relations Alliance: Woodstock, VA

Visitor Center Sales Mission: Central Virginia

Virginia Welcome Center Demo: New Kent

Tour and Travel Newsletter

Visitor Center Sales Mission: Smithfield and Surry

Visitor Center Sales Mission: Gloucester and Mathews

VADMO Tourism Symposium: Lynchburg

Newport News Hospitality Association’s Hospitality Day

1

3, 10, 17, 24, 31

4

5–7

5–11

7

8

10

23

23

24

24

31

31

Virginia Welcome Center Demo & Blitz set-up: New Kent

Weekly event calendar to consumers & industry

Information booth: Children’s Festival of Friends

VSAE Annual Conference: Hot Springs, VA

National Travel & Tourism Week

National Travel & Tourism Week FAM tour

National Travel & Tourism Week luncheon

Thank the Visitor Day: Norfolk Airport & New Kent Welcome Center

Local Sales Calls (meeting planners and corporations)

Customer Service Training: Hampton

E-mail blast: military reunion planners (Memorial Day)

Virginia Welcome Center Demo: New Kent

Virginia Welcome Center Demo & Blitz set-up: Fredericksburg

E-mail blast: visitor guide reminder for summer

1

4

7, 14, 21, 28

8

11–13

22–25

Information booth: King-Lincoln Park Day

Visitor Center Sales Mission: South Hampton Roads

Weekly event calendar to consumers & industry

Information booth: Summer Celebration Wine Festival

Sales Mission: Southwest Virginia

MRN Summit: Nashville, TN

1

3

3

5, 12, 19, 26

10

11

18–19

30

TBD

Virginia Welcome Center Demo & Blitz set-up: New Church

E-mail blast: Military Reunion Planners

Local Sales Calls (meeting planners and corporations)

Weekly event calendar to consumers & industry

E-mail blast: ZOOM IN on Newport News Photo Contest

Sales Mission: Central Virginia

Mid-Atlantic Tourism Public Relations Alliance meeting

E-mail blast: tour operators

VADMO Summer Quarterly Meeting

APR

MAY

JUN

JUL

2, 9, 16, 23, 30

16

22

23

23

24

9–13

30

Weekly event calendar to consumers & industry

What’s New newsletter (meeting planners)

CNU orientation: hospitality table

W&M orientation: hospitality table

Fall newsletter to AAAs, visitor & welcome centers

World Arts Celebration: information table

Student Youth Travel Association Conference: Birmingham, AL

Virginia Welcome Center Demo: New Kent

6, 13, 20, 27

14

24–26

27

TBD

Weekly event calendar to consumers & industry

5K on the Runway at PHF: information table

MATPRA Media Marketplace: Richmond, VA

2020 coupon flyer participation mailer

VSAE Fall Expo: mailer out

4

4, 11, 18, 25

5–6

TBD

TBD

TBD

TBD

Virginia Welcome Center Demo: New Kent

Weekly event calendar to consumers & industry

Newport News Fall Festival: information table

Customer Service Training: Newport News

Fall Industry FAM Tour

Group Tour Sales Mission

VSAE Fall Expo

1, 8, 15, 22, 29

10

12

16

17–19

20

25

27

Weekly event calendar to consumers & industry

E-mail blast: military reunion planners (Veterans Day)

Holiday newsletter to AAAs, visitor & welcome centers

Reunion-planning seminar

VA-1 Tourism Summit: Arlington

Sales Calls (meeting planners & corporations)

Sales Mission: South Hampton Roads

Virginia Welcome Center Demo: New Kent

4–8

6

6, 13, 20, 27

12

13

16

18

27

27

Hi-Lite Hampton Roads AAA Holiday FAM

Virginia Welcome Center Demo: New Kent

Weekly event calendar to consumers & industry

Holiday cards or E-mail blast

Local Sales Calls (group tour)

E-mail blast: Ambassador Pass

Local Sales Calls (meeting planners)

Winter newsletter to AAAs, visitor & welcome centers

2020 coupon flyer: ready for release

AUG

SEPT

OCT

NOV

DEC





Newport News

Virginia

TOURISM CURRENTS

Annual Report 2018 – 2019

From the Director of Tourism:

Did you know that travelers visiting Newport News spend a whopping \$308 million annually in our city? They stay in our hotels, eat in our restaurants, buy gas for their cars and campers, visit our attractions, and shop for souvenirs—and then return home. We don’t have to pay for their education or worry about their need for public services after they leave. But we do use the revenue generated from their visit—nearly \$10.5 million collected in local taxes—to help fund a variety of essential services, such as police, fire, schools, and road projects, to name just a few.

Tourism not only generates tax revenue, but it’s also responsible for thousands of jobs in Newport News—3,047 at last count. And, of course, these jobs generate payroll dollars that are spent locally.

Tourism also has a powerful social impact on a community. Our museums, historic homes, fairs, festivals, special events and outdoor activities not only attract visitors to Newport News, but they offer memorable experiences for all of us who live here, too.

Reflecting back, 2018 was an exciting year for the city. It brought us the opening of the *Holiday Inn Newport News—Hampton*; a year-long commemoration of the *100th Anniversary of Hilton Village*; the ground-breaking for a new *Peninsula Fine Arts Center* on the grounds of Christopher Newport University; and a new holiday event, *BayPort Credit Union 25 Nights of Northern Lights!* We also had the privilege of hosting the *2018 Virginia Tourism Corporation Visitor Centers Seminar*. For three days, close to 100 employees of Welcome Centers and Visitor Information Centers throughout the state were shown everything there is to LOVE in Newport News!

Looking ahead to the spring, we plan to introduce a new online resource for cyclists to find a variety of bike trails in the city. Trails will be separated into three categories: leisure, mountain, and road biking and will include interactive maps and downloadable PDFs.

We’ll also be launching *3 Barrels 3 Cities*, fashioned after the hugely popular *4 Taps 4 Cities* challenge (part of our *Toast the Coast* beer, wine, and shine trail). The cities of Newport News, Hampton, and Smithfield received a marketing grant from the Virginia Tourism Corporation to help spread the word about *3 Barrels 3 Cities*, which will encourage visitors and locals to experience distilleries in each locality.

Join us May 1 for *May Day on the James Tour*, part of Historic Garden Week. The tour will be held in the mid-century neighborhoods along the city’s stretch of the James River, where visitors will be invited to tour four private homes from distinct neighborhoods, as well as the courtyard garden at The Mariners’ Museum.

Later in the month, on May 17, the Virginia Arts Festival will present Shakespeare’s *Antony and Cleopatra* with the Virginia Symphony Orchestra at the Ferguson Center for the Arts. This must-see version of the Shakespeare classic has only been performed twice before—once in London and once at the Hollywood Bowl.

Whether measured through spending, tax revenues, jobs, or quality of life, travel and tourism is one of our greatest assets. It broadens our knowledge, brings people closer together, and creates unforgettable memories—all while adding to the economic well-being of our city.

As always, I thank you for your ongoing efforts in helping us maintain a thriving tourism industry here in Newport News!

Very truly yours,

Cindy Brouillard

Cindy Brouillard  
Director of Tourism  
Newport News Tourism



NEWPORT NEWS

TOURISM’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.

MISSION  
STATEMENT



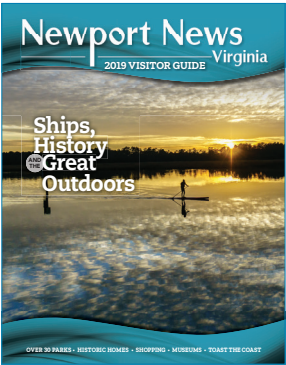
Newport News Hospitality Association

Elizabeth “Liz” Parker, General Manager of the Holiday Inn Newport News – Hampton, is the president of the Newport News Hospitality Association. If your organization or company would like to join the Newport News Hospitality Association, please contact Parker at 757-272-5000 or by e-mail at [liz.parker@ltdhospitality.com](mailto:liz.parker@ltdhospitality.com).

Showcasing Newport News to Our Partners in the Tourism Industry

- Site inspections, sales missions, blitzes, demos, marketing initiatives, and familiarization (FAM) tours conducted in 2018 included:
- 255 Tour Operator and Group Leader connections made
  - 134 Event and Meeting Planner connections made
  - 98 Virginia Welcome Center and Visitor Center managers and travel counselors visited Newport News
  - 56 Office Visits to out-of-state AAA offices
  - 39 AAA Travel Counselors visited Newport News
  - 34 Media releases distributed
  - 25 Blog Posts written
  - 10 Demos and 3 Blitzes at Virginia Welcome Centers
  - 11 Meeting/Social Planners on site inspections
  - 8 Sales Missions to in-state Welcome Centers, Visitor Centers, and AAA Offices
  - 5 Videos produced
  - 5 Sales Missions conducted locally and to D.C./Maryland

New Publications



With the publication of the 2019 *Newport News Visitor Guide*, travelers have the most up-to-date information to explore the city’s attractions and enjoy its events, restaurants and accommodations.

We are also resuming the printing of our quarterly *calendar of events* flyer, which lists festivals, art shows, lectures, exhibits, fairs and other special events for a three-month period throughout the calendar year.

For those who need bulk copies of any of our guides or brochures for meetings, conferences, family reunions, etc., please contact the Newport News Visitor Center at 757-886-7777 or toll-free at 888-493-7386.



VTC’s 2018 Visitor Centers Seminar Held in Newport News

In March 2018, the Virginia Tourism Corporation held its Visitor Centers Seminar at the Newport News Marriott. The 98 attendees were made up of Virginia Welcome Center professionals and travel counselors from visitor information centers throughout the Commonwealth who provide valuable travel information to visitors. Tours of Newport News were built into their three-day itinerary and included lunch at The Mariners’ Museum; a stop in Newport News Park to see the Discovery Center, the Battle of Dam #1, and the Newport News Visitor Center; a tour of the Virginia Living Museum; and A Taste of Newport News at Tradition Brewing Co. They also created a Virginia-themed painting with artists from Wine & Design and participated in a Scavenger Hunt in City Center. Additionally, attendees had the opportunity to visit a 36-foot long museum on wheels, called the Virginia WWI and WWII Profiles of Honor Tour, which featured stories and artifacts from dozens of Virginians who served in World War I and II.

5th Year Anniversary for Newport News Restaurant Week

The year 2018 marked the fifth annual Restaurant Week in Newport News. Since its inception, the goals of Restaurant Week have been to increase awareness and excitement for the myriad of dining options found in Newport News and to boost patronage for Newport News Hospitality Association restaurant members during a month known for its slow sales. In turn, this increases revenue earned for the city through its meal tax. Reports from the Commissioner of the Revenue showed the meal tax collected in January 2018 was \$2,604,065.04—a 10.5 percent increase over the figure for January 2017. The 2018 Newport News Restaurant Week proved so popular that three restaurants decided to extend the promotion for an additional week: Fin Seafood Restaurant, Second Street Bistro, and Crab Shack on the James.



New Video Shows All There Is To See and Do in Huntington Park

The Tourism Office released a new promotional video in July 2018. Called *Discover Huntington Park*, the fast-paced video is set to lively music while showing all there is to see and do in this 60-acre park at the base of the James River Bridge. In a mere 1 minute and 3 seconds, the video features people of all ages—from children and young adults to parents and grandparents—enjoying the park’s sandy beach, playground, tennis courts, and rose garden, along with the Virginia War Museum, the James River Fishing Pier, and more. The video ends with a gorgeous sunset dropping below the horizon of the mighty James River—taken from the nearby Crab Shack Restaurant, which specializes in fresh seafood and offers waterfront dining with a sweeping panoramic view of the James River. To view *Discover Huntington Park*, visit our website at [www.newport-news.org](http://www.newport-news.org) and click on our Video Gallery.

National Travel & Tourism Week: May 5 – 11

In celebration of National Travel & Tourism Week, Newport News Tourism has planned or will participate in the following events specifically for the hospitality industry:



**Tuesday, April 30 – Hospitality Day:** The week prior to the kickoff of National Travel & Tourism Week, the Newport News Hospitality Association will show its appreciation for their hardworking staffs (the front-line employees of our attractions, hotels and restaurants) by inviting them to participate in friendly competitions, games, and contests for awards and prizes at the Holiday Inn Newport News – Hampton.

**Tuesday, May 7 – Familiarization Tour:** A fast-paced, comprehensive overview of all Newport News attractions for front-line personnel, as well as visitor center staff members and other hospitality industry professionals in the region.

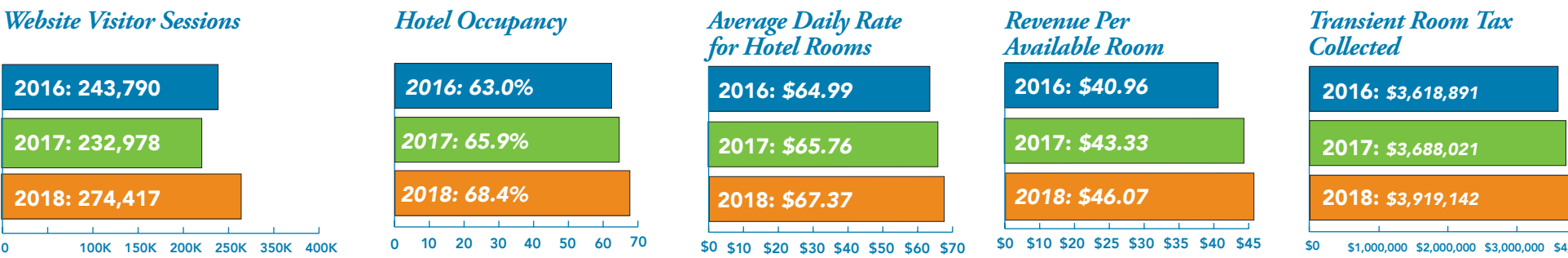
**Wednesday, May 8 – Awards Luncheon:** The recipient of the 2018–2019 Gregory Cherry Tourism Professional of the Year award will be announced, as will tourism scholarship recipients selected by the Newport News Hospitality Association. The event will be held at the Virginia War Museum and invited guests will enjoy samplings from some of the finest restaurants in the city.

**Friday, May 10 – Thank the Visitor Day:** Newport News Tourism will participate in a regional *Thank the Visitor Day* at Norfolk International Airport and at the East Coast Gateway Welcome Center. A re-enactor who portrays *Captain Christopher Newport* (the city’s namesake) will greet visitors at the airport, while a tourism staff member will go to the Welcome Center to thank motorists traveling east on I-64.

For additional information about National Travel & Tourism Week in Newport News, contact Janie Tross, Consumer Marketing/Visitor Center Manager, at 757-886-7777 or by e-mail at [jtross@nnva.gov](mailto:jtross@nnva.gov).

2018 Newport News Tourism Statistics—An Overview

Newport News Tourism collects a variety of statistics to help target our marketing and better serve our visitors.\* Summarized below are key tourism indicators for 2018—and for the two years prior to 2018 for comparison purposes.



\*Sources: Total Inquiries – Newport News Visitor Center; Hotel Occupancy and Average Daily Rate – Smith Travel Research (Smith Travel Research surveys a random sample of hotel properties in Newport News each month.); Transient Room Tax - Newport News Commissioner of the Revenue.



ZOOM IN on Newport News Photo Contest Winners

Congratulations to the winners of the **2018 ZOOM IN on Newport News Photo Contest**: Some of these great pictures have already been used in our publications and online. Look for the 2019 competition to resume June 1 through Oct. 31. Visit [www.newport-news.org](http://www.newport-news.org) after May 31 for this year’s theme and other details.



GRAND PRIZE, professional:  
Jerry Gammon of Hampton,  
Family Enjoying Lions Bridge Sunset

GRAND PRIZE, non-professional:  
James Hardison of Newport News,  
Hampton Roads Harbor at King-Lincoln Park



HONORABLE MENTION, professional:  
Justin Olthoff of Newport News,  
Cedar Waxwings at Jefferson Commons



HONORABLE MENTION, non-professional:  
Sandra Deans of Hampton,  
Fire in the Sky at Hilton Pier in Hilton Village

Kudos

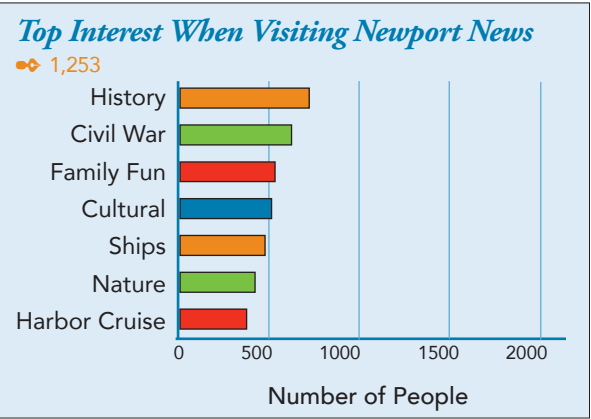
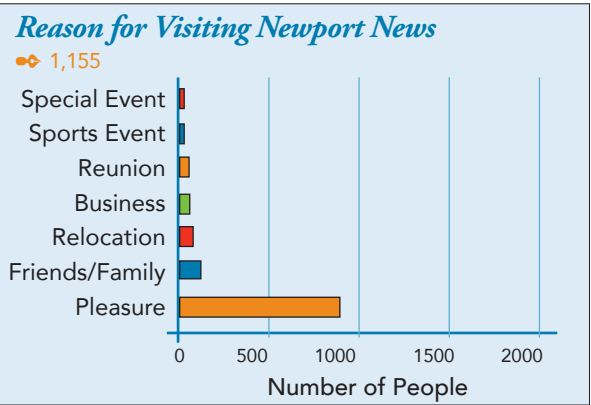
- **Antoinette Williamson** (restaurant supervisor) and **Cherelle Artis** (sales manager) were recently named Associates of the Month at the Newport News Marriott at City Center.
- **Chris Crippen** was named Senior Director of Animal Welfare & Conservation at the Virginia Living Museum. Previously, Crippen was Director of Aquariums.
- **Dee Garland** was promoted from Director of Sales to General Manager at the Hampton Inn & Suites.
- **Megan Steele** was promoted from Marketing & Special Events Manager to Executive Director of the Peninsula SPCA.
- The **Virginia Living Museum’s** Mastodon Fossil Collection was voted one of the *Top 10 Endangered Artifacts* by the *Virginia Association of Museums*. It won 2nd place, receiving a \$3,000 grant to provide conservation funding for the collection.

Welcome

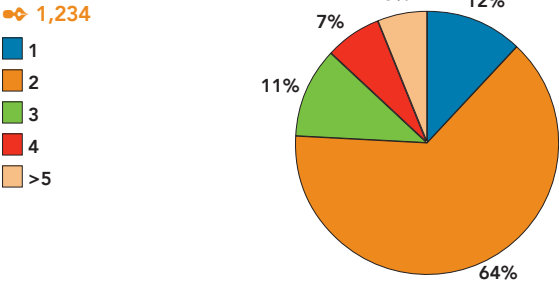
- **Aimee Halpin** joined the Virginia Living Museum as its new Media & Communications Manager.
- **Candice Sneddon** is the new Director of Sales at the Hampton Inn & Suites.
- **Jackie Shapiro** was named the new Executive Director of the Port Warwick Foundation.
- **Jodi Dean** was hired as the Marketing & Community Relations Manager of the Peninsula SPCA.
- **Kristie Le-Vest** joined The Mariners’ Museum & Park as its new Marketing and Communications Assistant.
- **Kyra Duffley** was hired as the new Sales and Events Assistant with The Mariners’ Museum & Park.
- The Newport News Marriott at City Center recently hired **Aaron Jones**, **L. Anthony Crudup** and **Shaka A. Hale** in Banquet Setup; **Rifat Karim** as Engineer; **Ruth Lewis** and **Tiara Smith** in Housekeeping; **Tyrone Wilson** as Banquet Supervisor; and **Maryam Miran** as Bartender.

Who Are Our Visitors?

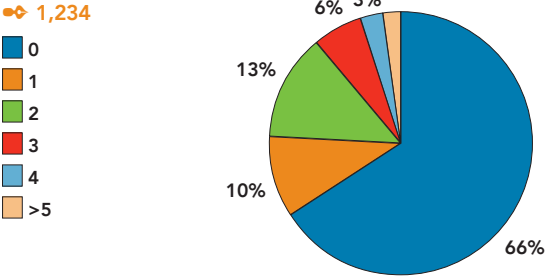
Each year, we survey visitors to create the **Newport News Visitor Demographic Profile**. Some of the results from the 2018 survey are detailed below. The majority of surveys were completed by women (63%). The ages of survey participants ranged from 18 to over 55, with most of the surveys completed by those in the over 55 age group (46%) and those 40 to 55 (34%). The average household income ranged from less than \$25K to more than \$86K, with most of the surveys completed by those in the \$56K to \$86K (32%) and the over \$86K (31%) categories. (♦ = Sample Size)



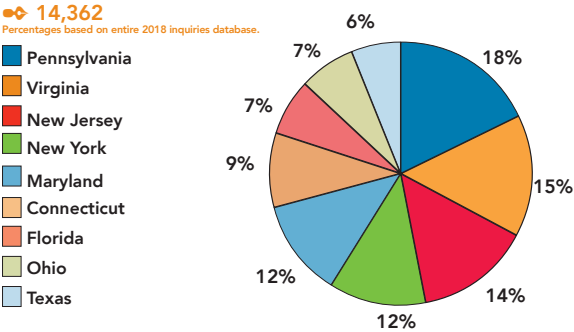
Adults in Travel Party



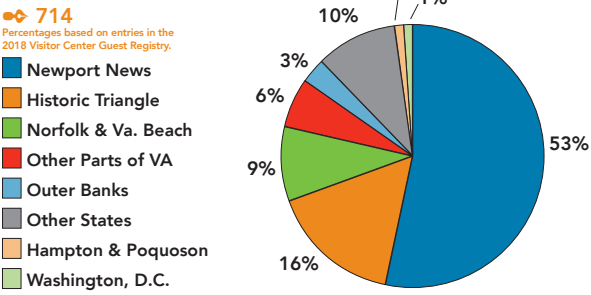
Children in Travel Party



Top States Inquiring About Newport News



Final Destination



All surveys, except Final Destination, were completed by potential visitors requesting information from the Newport News website at [www.newport-news.org](http://www.newport-news.org). The sample size varied from question to question, as not all respondents completed all questions. The sample size for each question is shown for each chart or graph. Some percentage totals are less than 100% because of rounding.