

VCTC

2020

Review

INTRODUCTION

We stepped into 2020 with a plan, a big plan. Events, marketing programs, groups and so much more ready to break records. Then, well you know, it all stopped. This is our 2020. A year in review.



1st Quarter
Jan
Mar



The kickoff to the year allowed for a couple events, a few groups and some much-needed time to plan. We canceled our first event of many but we used that time to get some work done.

Sales were down 25% in the first quarter of 2020

STEP 02



2nd Quarter
Apr
June



We remained closed from March 20 - May 8. We held our first revamped cruise and started to welcome visitors back to town.

Traffic counts from the state show about 20% down.

We were closed most of this time. Sales were down 73%.



3rd Quarter
July
Sept



Most of this quarter was the VCTC rolling with the punches. We had almost all our groups cancel at this point, events were left until the last minute and marketing was about being safe and open.

Traffic counts show some progress, only a 12% decrease.

Sales picked up for the year, but still down 51%.

STEP 04



4th Quarter
Oct
Dec



We have grown this year, we held our first social distance event in October and continued our cruises. We saw visitors continue to visit. We pivoted with the changes and altered our plans.

Huge progress in traffic counts with only 2% decrease.

We saw a decrease in CAP ticket sales by around 50% but SOG was only 37%.

Looking Forward

2021 is going to be a new year, we are looking forward to thinking outside of the box and working with our team to continue the growth.