

Colonial Williamsburg

The Colonial Williamsburg Foundation
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www.history.org

Mobile Ticketing, Admission Now Available with the Colonial Williamsburg Explorer App

Simple same-day ticket purchases with mobile site and event admission now available along with wayfinding, dining reservations and other tools



WILLIAMSBURG, Va. (June 19, 2016) – For the first time, Colonial Williamsburg guests can purchase and redeem tickets on mobile devices using the award-winning Colonial Williamsburg Explorer app, which is free to download and update via the Apple App Store and Google Play.

The mobile admission functions for same-day tickets complement existing Colonial Williamsburg Explorer tools including schedules, wayfinding, dining reservations, image filters and the popular “Meet” tool, which allows users to locate Nation Builders like Thomas Jefferson and George Washington in the Historic Area, as well as Colonial Williamsburg’s official mascot Liberty the Briard.

“Colonial Williamsburg offers guests a trip back in time to a fully functioning 18th-century city,” said Andrea Sardone, Colonial Williamsburg executive director of marketing. “With the expanded Colonial Williamsburg Explorer app’s mobile ticketing, they can have the best of both worlds: an immersive historic experience with the convenience of today’s technology.”

The new ticketing function is available in the latest version of the existing Colonial Williamsburg Explorer mobile app. After downloading or updating the app, guests previously registered on colonialwilliamsburg.com can sign in using their existing credentials to have their information sync to the app. Users can enter and save payment information before or during purchases. Events and experiences can be viewed in a list or interactive map, and details and ticket purchase options accessed with the tap of a finger.

“A guest standing outside a site or event can purchase a ticket and be inside in under a minute,” said Chad Corman, Colonial Williamsburg business relationship manager. “Our goal is to ensure that the app enhances and does not distract from the unique experience Colonial Williamsburg provides our guests.”

Developed in partnership with SapientRazorfish and Second Story, Colonial Williamsburg Explorer won MediaPost’s 2017 Appy Award for Best Mapping/Location Based Mobile App. The Appy Awards recognize creativity and excellence in mobile app design and include entries from all over the world.

Additional information is available at Colonial Williamsburg ticketing locations, online at colonialwilliamsburg.com by calling 855-296-6627 and by following Colonial Williamsburg on [Facebook](https://www.facebook.com/colonialwilliamsburg) and @colonialwmsburg on [Twitter](https://twitter.com/colonialwilliamsburg) and [Instagram](https://www.instagram.com/colonialwilliamsburg).

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The Colonial Williamsburg Foundation preserves, restores and operates Virginia’s 18th-century capital of Williamsburg. Innovative and interactive experiences, highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 400 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg’s educational programs and preservation initiatives.

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