

Colonial Williamsburg posts new ticket prices October 1

New ticket prices at Colonial Williamsburg become effective October 1. The Basic Admission ticket and the Royal Governor's Pass will increase while the Patriot's Pass, our most popular ticket, stays the same. Current prices have been in effect since July 1990.

"We would prefer not to raise ticket prices but recognize that periodically we must do so," said Richard A. Schreiber, vice president and chief business officer. "Admissions income is vital to supporting our educational mission, and is important to every employee. Half the cost of preservation and our interpretive programs in the Historic Area is met by ticket sales.

"We have chosen not to increase the price of the Patriot's Pass, because it gives the fullest educational experience and we want to affect the least number of visitors possible. Our ongoing surveys show that in every income bracket, substantially more guests purchase the Patriot's Pass than either of the lower-priced tickets."

Colonial Williamsburg Ticket Prices

| | Adults | Children 6-12 |
|-------------------------------------|----------|---------------|
| Patriot's Pass (<i>NO CHANGE</i>) | \$ 28.00 | \$ 17.00 |
| New Royal Governor's Pass | 25.50 | 15.25 |
| Old Royal Governor's Pass | 24.50 | 14.75 |
| New Basic Admission Ticket | 23.00 | 13.75 |
| Old Basic Admission Ticket | 21.00 | 12.50 |

Single-site admissions will increase \$1. Group and hotel ticket prices stay the same.