

2022 Ad Effectiveness Tracking Research

April Wave

Contents

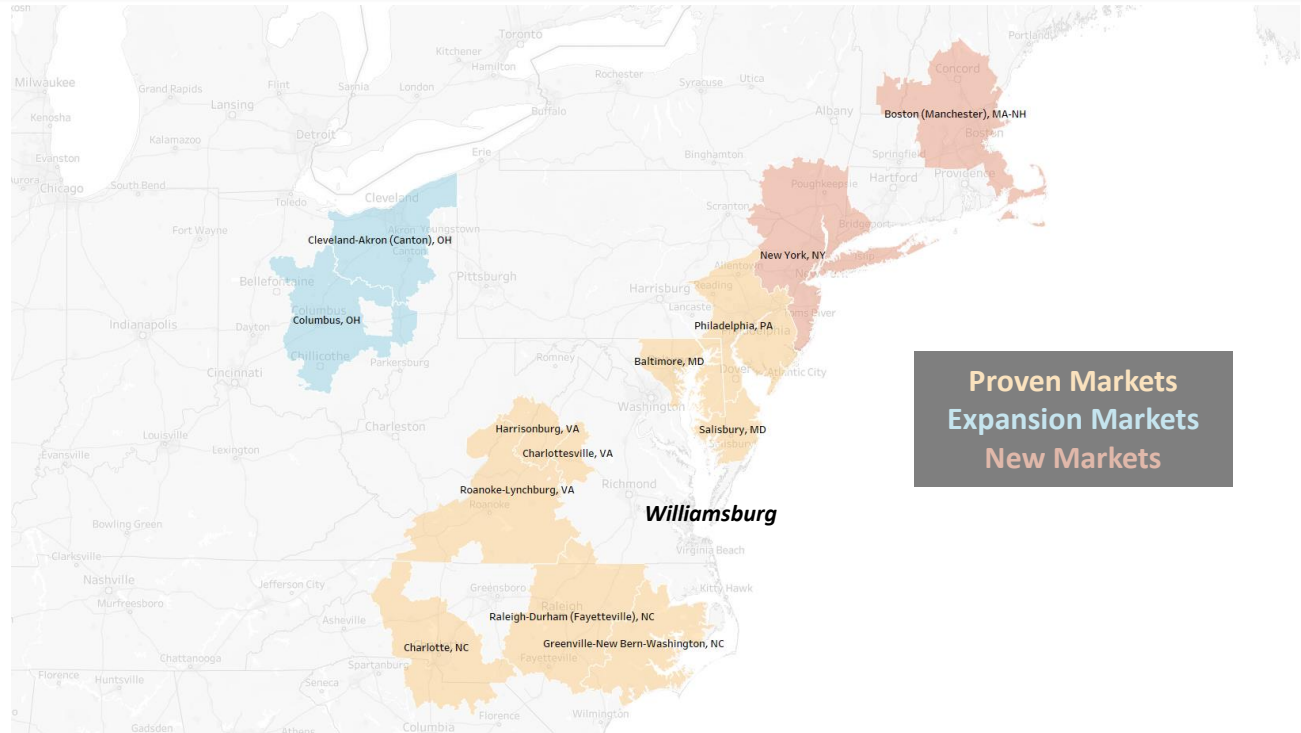
	Slide
Background & Objectives	3
Methodology	4
Media Investment on the Ads Tested	5
Insights	6
Advertising Awareness	8
Advertising Impact	17
Competitive Environment: Top-of-Mind U.S. History and Theme Park Destinations	22
COVID-19 Perceptions Tracking	27
Appendix: Target Groups	30
Appendix: Questionnaire	33

Background & Objectives

- The Williamsburg Tourism Council (WTC) uses paid promotional efforts to encourage travel to the area.
- To help be accountable for the resources invested in these efforts, WTC has retained Strategic Marketing & Research Insights (SMARInsights) to measure the reach and impact of this marketing.
- This research wave evaluates the advertising that ran from January through April 2022.
- The specific objectives of this research are to:
 - Evaluate the competitive environment
 - Gauge advertising awareness
 - Assess advertising influence
 - Track the impact of the COVID-19 pandemic on consumer perceptions and travel behaviors

Methodology

- Data was collected via an online survey so that consumers could view and evaluate the actual advertising. This provides a representative measure of aided ad recall and allows respondents to react to the creative immediately after viewing.
- A total of 1,502 surveys were completed between April 29th and May 15th, 2022.
- The research was conducted among leisure travelers in the markets shown on the map. Leisure travelers are those who normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home.
- The overall results are weighted to be representative of market population distribution.



Proven Markets
Expansion Markets
New Markets

Media Investment on the Ads Tested

- WTC ran ads in several media during January through April 2022. In total, WTC invested \$5.4 million on these ad placements.
- Samples of the ads are shown below. The entire collection of ads tested can be found in the questionnaire in the Appendix.

Sample
 Video Ad



Sample
 Social Ad



Sample
 Out-of-Home
 Ad



Sample
 Digital Display Ad



Sample
 Content
 Partnership



Medium	January – April 2022
Linear TV/CTV	\$1,986,475
Digital Display/Video	\$1,749,298
Social/Influencer Content	\$302,583
Digital Articles (Content Partnerships)	\$203,063
Out of Home	\$1,157,896
Total	\$5,399,315

Insights: Advertising Awareness & Influence

- In total, the January through April 2022 advertising generated 51% awareness, reaching 8.6 million target households. This level of ad awareness is higher than that predicted by SMARInsights' model which estimates 49% awareness given the media investment and quantity of target households.
- Adding New York and Boston as target markets led to notable growth in the quantity of ad-aware households. In fact, the large New York market accounts for nearly a third of ad-aware households. Even with new target markets, in which it takes time to build awareness, the overall level of ad awareness in the January through April 2022 period is the highest of past three measures.
- The digital display and video advertising received the largest investments and in turn generated the highest awareness.
- Almost three-quarters of those aware of the January – April 2022 advertising recall seeing ads in multiple media. Generating advertising overlap is important, as exposing consumers to multiple messages results in greater impact on familiarity with and overall rating of Williamsburg.
- As seen in previous research waves, young families have relatively high ad awareness.
- Indicative of effective targeting, those in the target groups have comparatively high ad awareness.
- Of the target personas, the See-ers & Do-ers have had higher ad awareness in each of the past three waves.
- The advertising has a positive influence on familiarity with, overall rating of, and specific perceptions of Williamsburg as a leisure travel destination. Generally, the level of influence is greater in the new and less familiar markets.

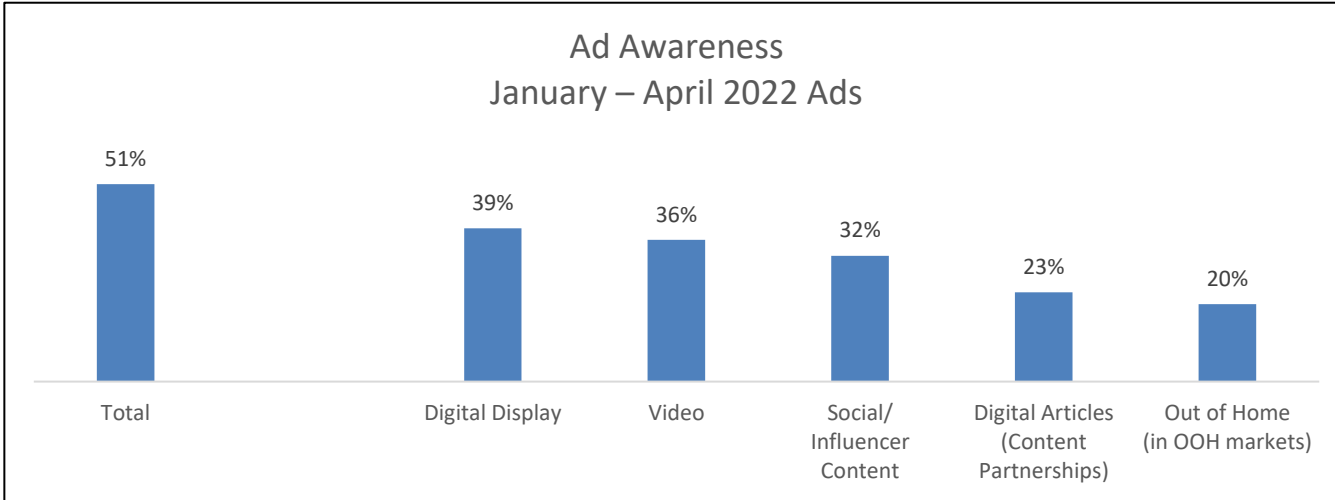
Insights: Competitive Environment & Travel Situation

- In the proven and expansion markets, Williamsburg and Philadelphia continue to battle for the third position in terms of top-of-mind U.S. history destinations – behind only Washington, DC, and New York.
- Orlando, Florida, and Disney World continue to dominate the top-of-mind theme park space in the proven and expansion markets. Williamsburg is in a “second tier” with places like Cedar Point and Universal.
- Williamsburg has much lower top-of-mind awareness as a history destination in the new Boston and New York markets. Bostonians and New Yorkers are much more likely to think of DC, Boston, New York, and Philadelphia. There is opportunity to move the needle in these markets.
- Williamsburg also has relatively low top-of-mind awareness as a theme park destination in Boston and New York. Orlando, Florida, Disney, and California are the top theme park destinations in this regard.
- Consumers are increasingly comfortable with leisure travel as the outcome of COVID-19 infections lessen in severity. We currently see the lowest level of agreement since tracking began with the statements “The thought of traveling scares me right now” and “It is irresponsible to travel right now.” Also, 81% are currently ready to plan leisure travel, up from 47% just over a year ago.

ADVERTISING AWARENESS

Here we review awareness of the January through April 2022 advertising. The awareness results are first presented among all consumers and then are reviewed across groups, including markets, demographic targets, age, and personas.

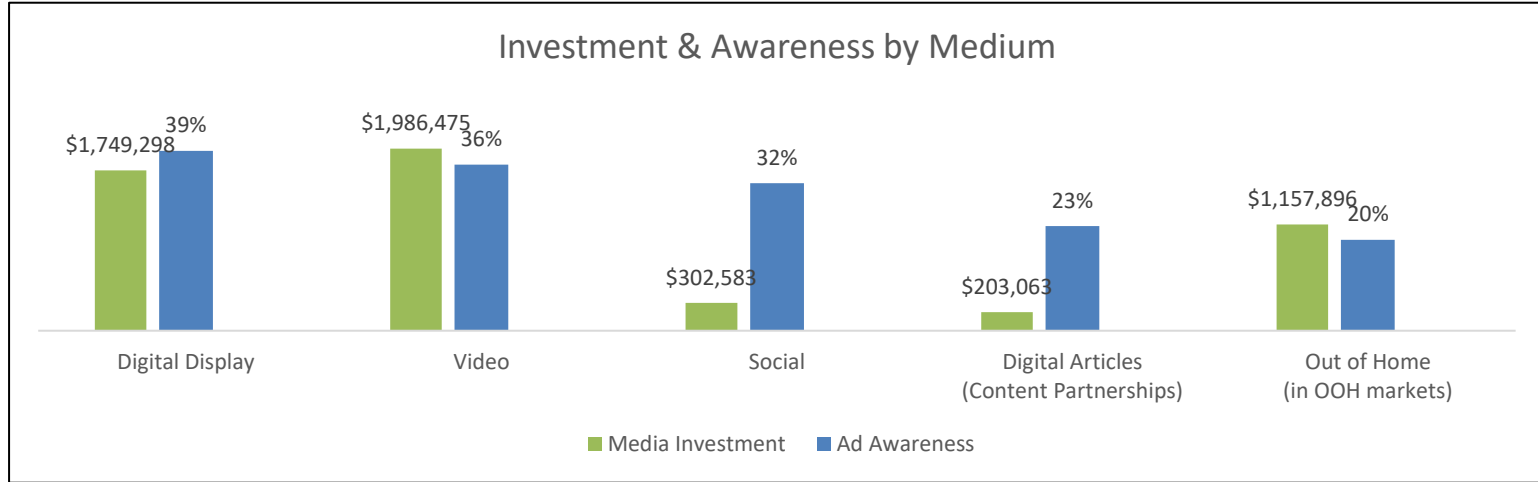
Ad Awareness Overall & by Medium



Traveling HHs	17,095,695
Ad Awareness	51%
Ad-Aware HHs	8,648,373

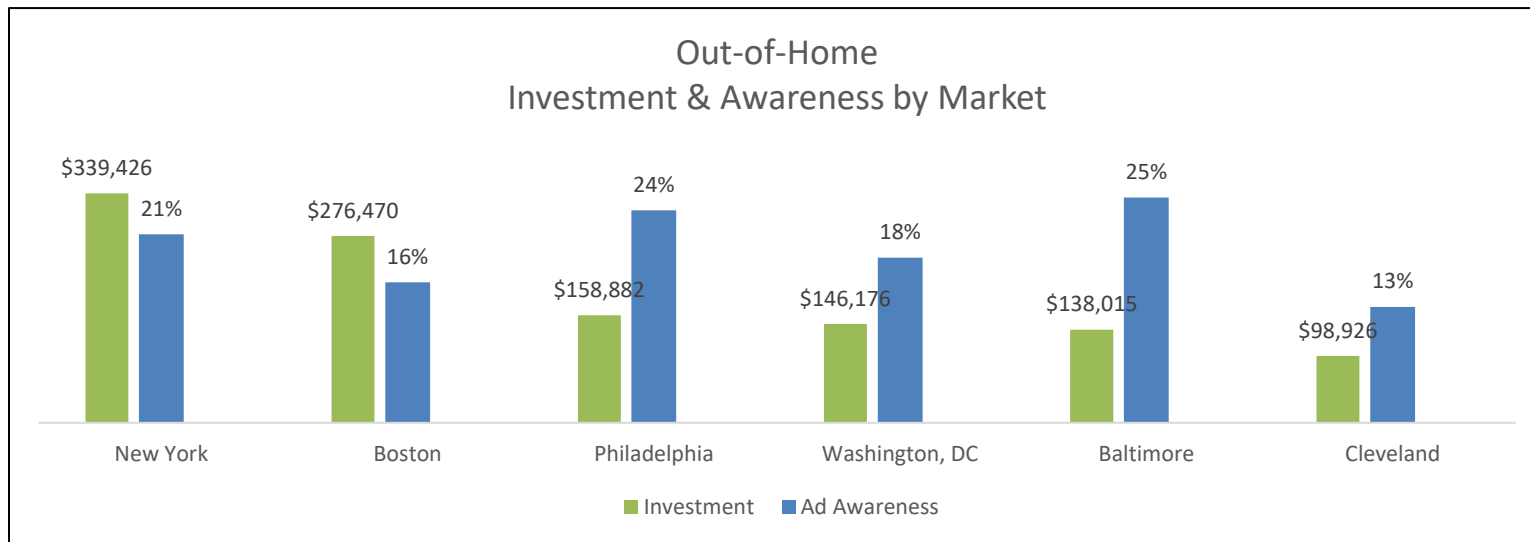
- Overall, the January through April 2022 advertising generated 51% awareness, reaching 8.6 million target households.
- Based on SMARInsights' ad awareness model, which predicts expected awareness given media spending per household, we would expect 49% total awareness. So, the media investment overperformed from this standpoint.
- The digital display and video ads generated the highest awareness of the media employed. The following slide shows awareness and investment by medium.

Investment & Awareness by Medium



- Digital display and video advertising received the largest investments and in turn generated the highest awareness.
- The social and content partnership advertising were efficient awareness builders.
- Out of home was the least efficient media but is still an important part of the media mix that contributes to media overlap.

Out-of-Home Ad Awareness by Market

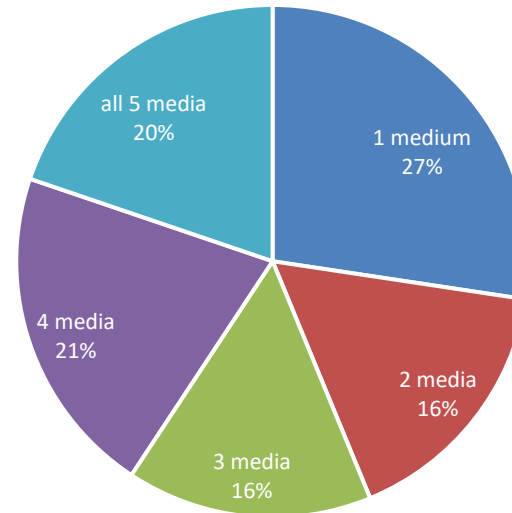


- Out-of-home ad awareness levels do not correlate perfectly with investment levels, which makes sense given that media costs vary by market. That said, Cleveland received the smallest investment and had the lowest awareness. The Philadelphia and Baltimore investments were the most efficient awareness generators.

Media Overlap

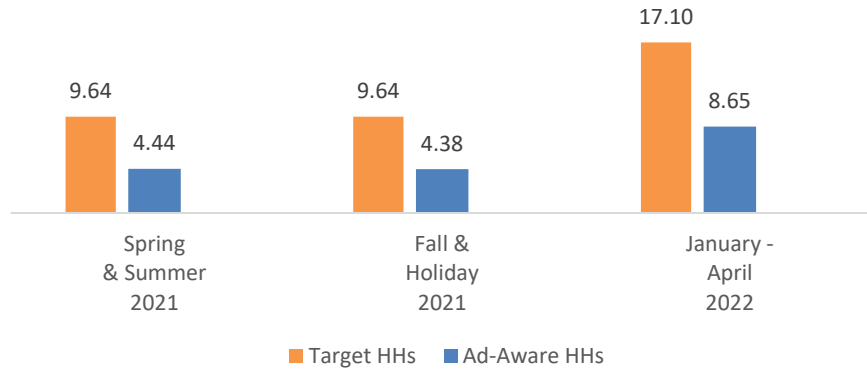
- Almost three-quarters of those aware of the January – April 2022 advertising recall seeing ads in multiple media.
- Generating advertising overlap is important, as exposing consumers to multiple messages generally results in greater impact. This impact is reviewed later in this report.

Media Overlap
(of those aware of any ads)

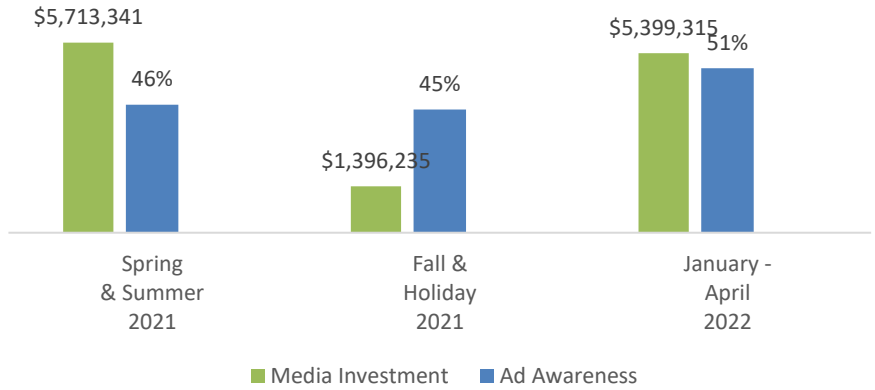


Ad Awareness Tracking

Target HHs & Ad-Aware HHs (millions)

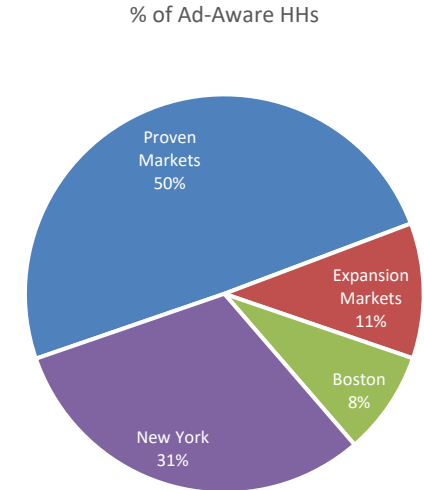
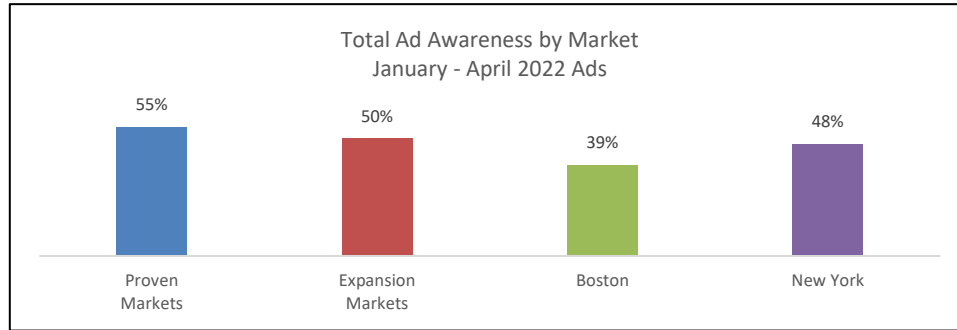


Media Investment & Ad Awareness



- Adding New York and Boston as target markets led to notably more ad-aware households in the current wave.
- Even with new markets, in which it takes time to build awareness, the level of ad awareness in the January through April 2022 period is the highest of past three measures.

Ad Awareness by Market Group

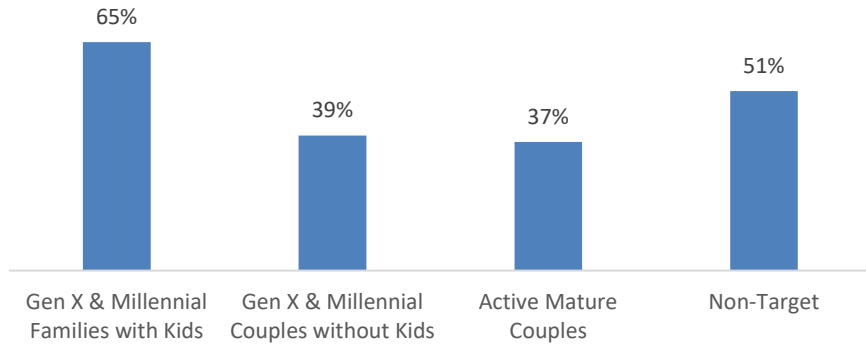


	Proven Markets	Expansion Markets	Boston	New York
Traveling HHs	7,755,563	1,883,453	1,867,215	5,589,465
Ad Awareness	55%	50%	39%	48%
Ad-Aware HHs	4,284,521	949,772	728,346	2,685,734

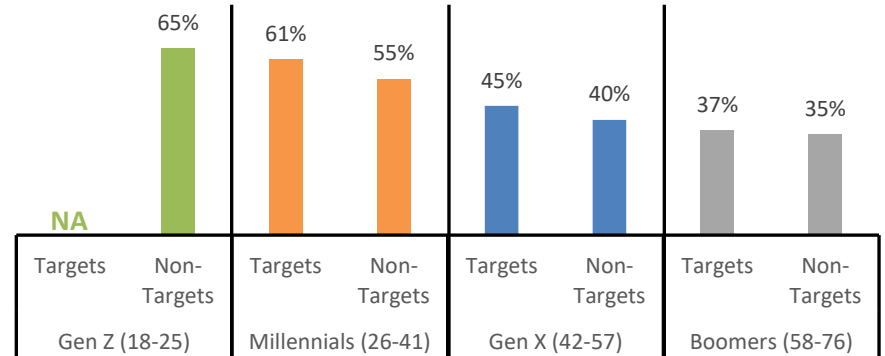
- Ad awareness is highest in the proven markets, which represent half of the ad-aware households.
- The large (and new) New York market accounts for nearly a third of ad-aware households.
- As noted, it typically takes time to build awareness in new markets, so in this regard the New York result is notably strong.

Ad Awareness by Demo Groups & Generation

Total Ad Awareness by Target Demo Group
 January - April 2022 Ads



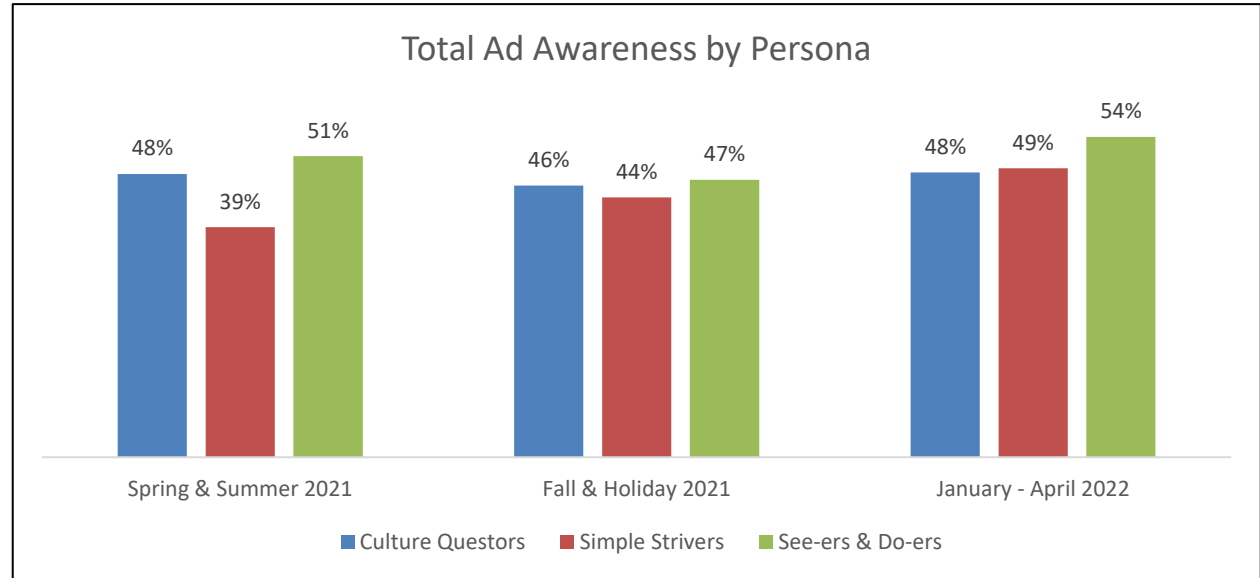
Total Ad Awareness by Generation/Target
 January - April 2022 Ads



- As seen in previous research waves, young families have relatively high ad awareness.
- Gen Z drives relatively high ad awareness among the non-targets.
- Within generations, those who fall in the target groups have higher awareness than non-targets – indicating effective targeting.
- Also, ad awareness is generally higher among younger consumers. It will continue to be a challenge to reach older consumers.

Ad Awareness by Personas

- Awareness is more similar across personas than it is across demographic targets.
- That said, the See-ers & Do-ers have had higher ad awareness in each of the past three waves.

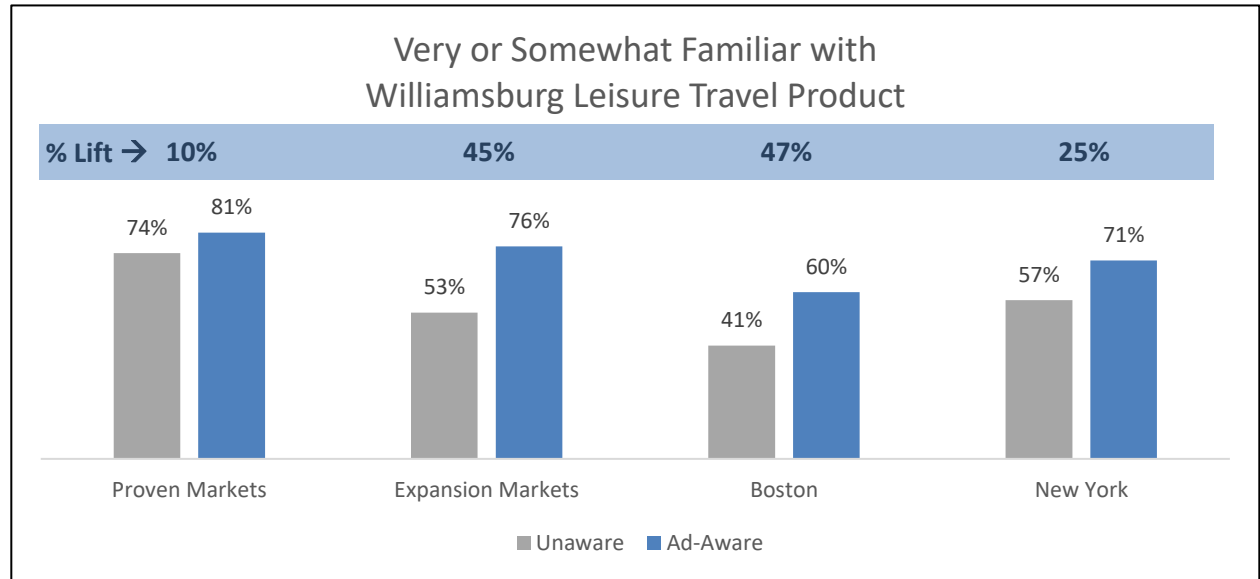


ADVERTISING IMPACT

This section compares the perceptions of those aware of the advertising to the same measures among those not aware of the advertising. The lift or “increment” observed among those aware of the ads is considered influenced by the advertising. Advertising impact on travel and the associated ROI will be evaluated in the last tracking wave of the year (December 2022 data collection).

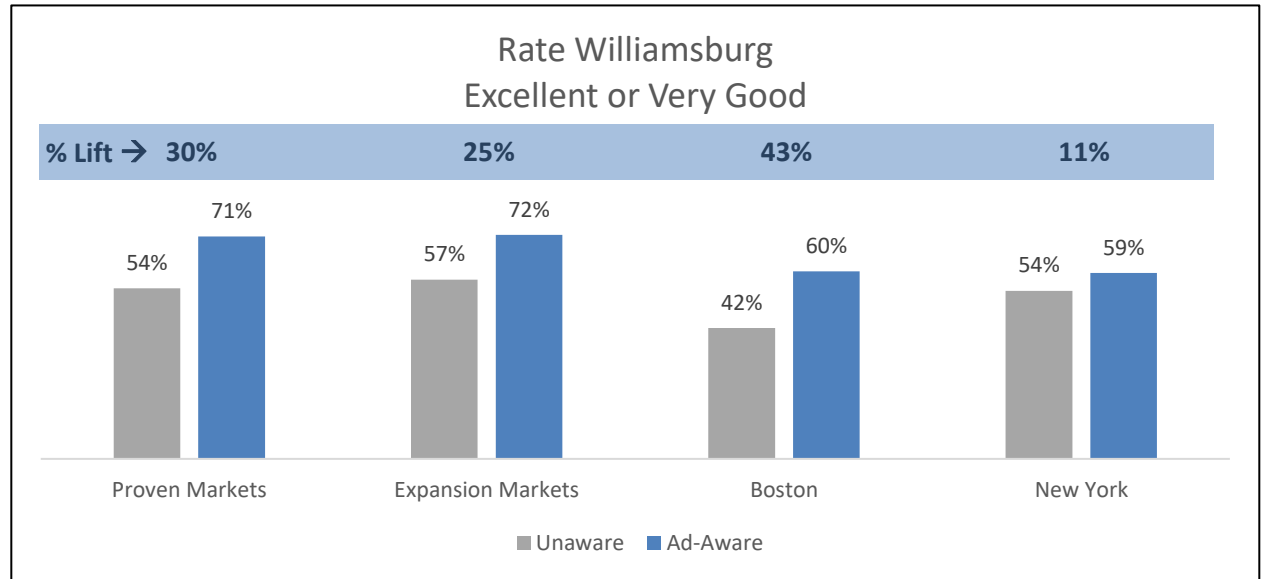
Ad Impact on Familiarity

- The January through April 2022 advertising helps to familiarize consumers with the Williamsburg leisure travel product in all target markets.
- The impact is greater in the less familiar markets, as most consumers in the proven markets already know about the destination.



Ad Impact on Overall Rating

- The advertising also helps to build the overall perception of Williamsburg as a place for a leisure trip.
- Here the impact is greatest in Boston, where consumers are the least familiar with and feel the least positive about Williamsburg.



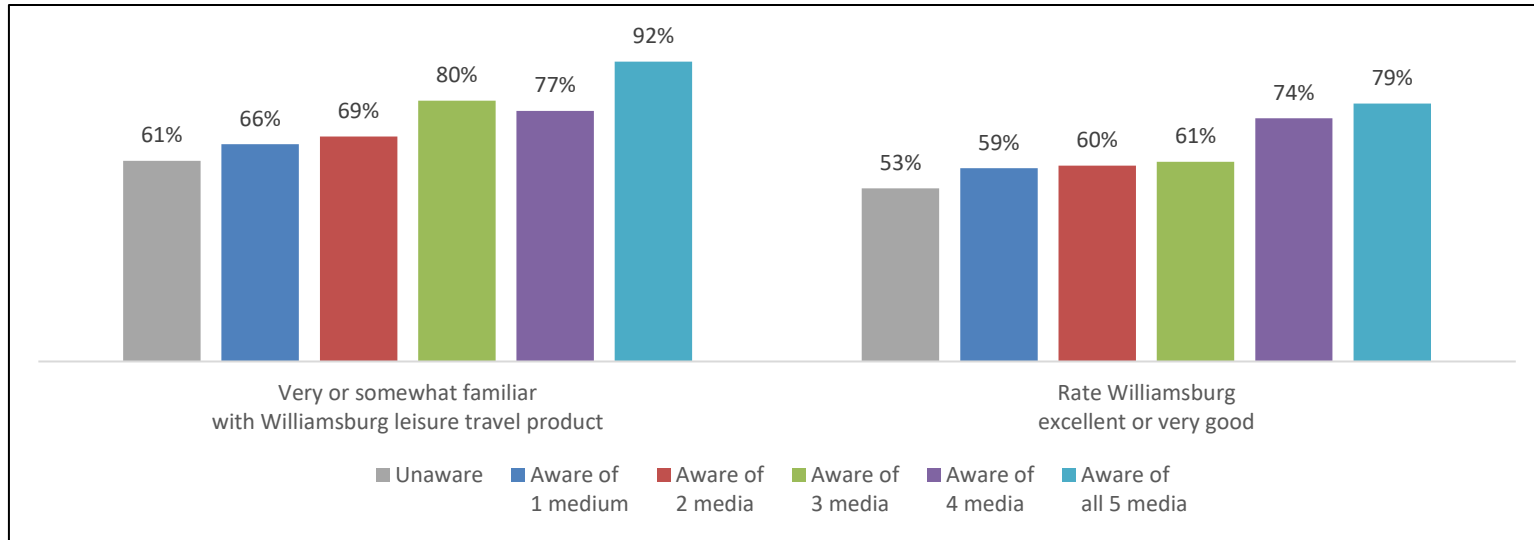
Ad Impact on Image

Williamsburg mean rating on a 5-point scale for...	Proven Markets		Expansion Markets		Boston		New York	
	Unaware	Ad-Aware	Unaware	Ad-Aware	Unaware	Ad-Aware	Unaware	Ad-Aware
Historic sites and landmarks	4.24	4.27	4.26	4.48	3.93	4.18	4.04	4.14
Shopping	3.53	3.86	3.46	4.05	3.43	3.60	3.32	3.79
Family friendly	4.16	4.15	3.95	4.41	3.83	4.09	3.90	4.14
Unique local dining	3.62	3.80	3.57	4.01	3.52	3.75	3.43	3.84
Cultural attractions	3.94	4.00	3.78	4.11	3.65	4.00	3.71	4.05
Black history sites and landmarks	3.38	3.64	3.28	3.86	3.30	3.53	3.31	3.66
A place with a welcoming culture	3.77	4.02	3.68	4.15	3.60	3.87	3.63	4.05
A place that celebrates diversity	3.45	3.70	3.38	4.03	3.37	3.69	3.30	3.79
An open-minded place	3.58	3.82	3.57	3.98	3.37	3.85	3.38	3.89
A place with a forward thinking, innovative culture	3.46	3.73	3.35	4.06	3.40	3.62	3.29	3.77
A safe place to visit	4.05	4.05	3.85	4.33	3.78	4.02	3.82	4.04
Unique experiences	3.84	4.04	3.78	4.25	3.69	3.87	3.69	3.98
A fun destination	3.78	4.00	3.74	4.17	3.44	3.80	3.52	3.94
Has unexpected attractions and activities	3.59	3.90	3.57	3.94	3.40	3.71	3.38	3.86
An exciting destination	3.59	3.88	3.62	4.07	3.37	3.80	3.37	3.82

Industry Benchmark:
4.0+ Excellent
3.75-3.99 Good
3.50 – 3.74 Average
< 3.5 Below Average

- Those aware of the ads give Williamsburg higher ratings than those not aware of the ads on the specific destination image attributes.
- In fact, Williamsburg does not receive any below average ratings among the ad-aware consumers across markets.

Media Overlap Impact



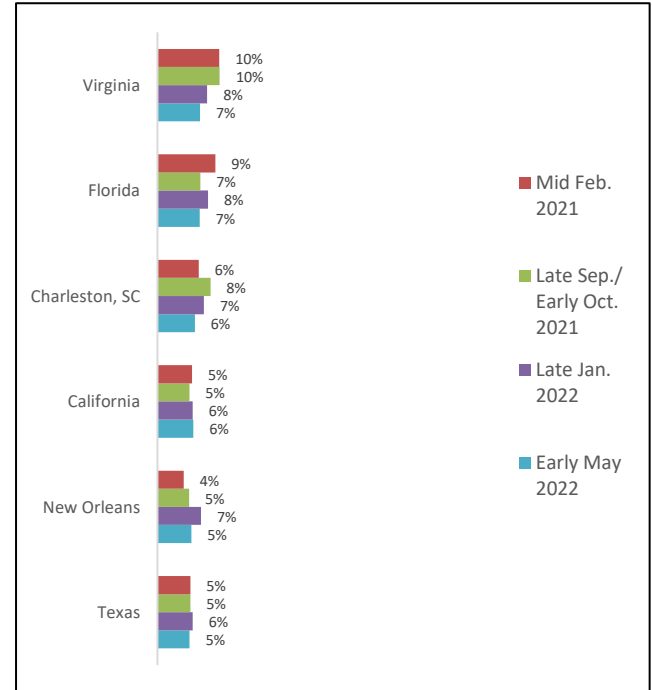
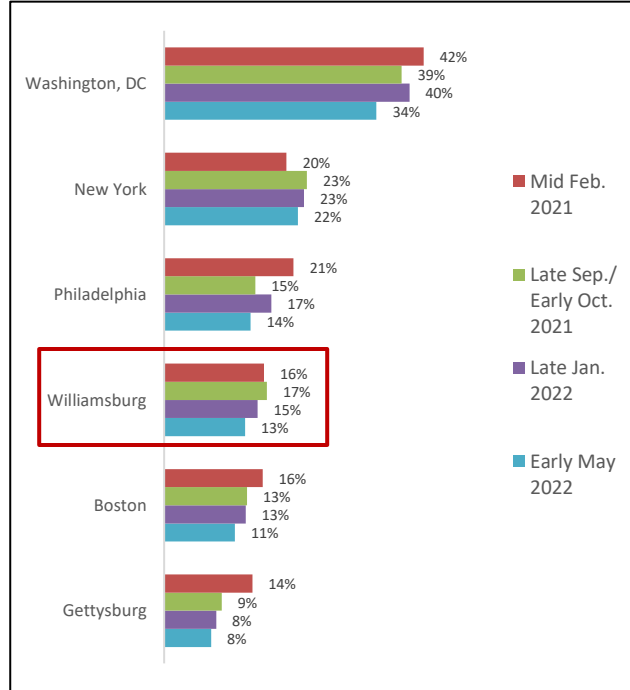
- Finally, consider the impact of exposing consumers to advertising in multiple media.
- Advertising impact clearly increases with additional media exposures. The various ad media play different roles, and synergies are realized when these different messages and imagery overlap.

COMPETITIVE ENVIRONMENT: TOP-OF-MIND U.S. HISTORY AND THEME PARK DESTINATIONS

The section provides competitive context by tracking the measures of top-of-mind U.S. history and theme park destinations. Results are tracked among Proven and Expansion market consumers. An initial review of results among New Yorkers and Bostonians is also provided.

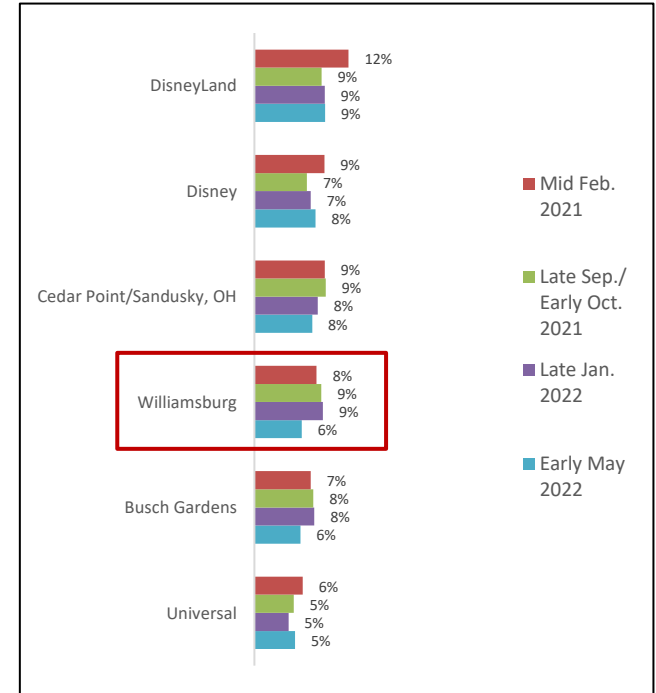
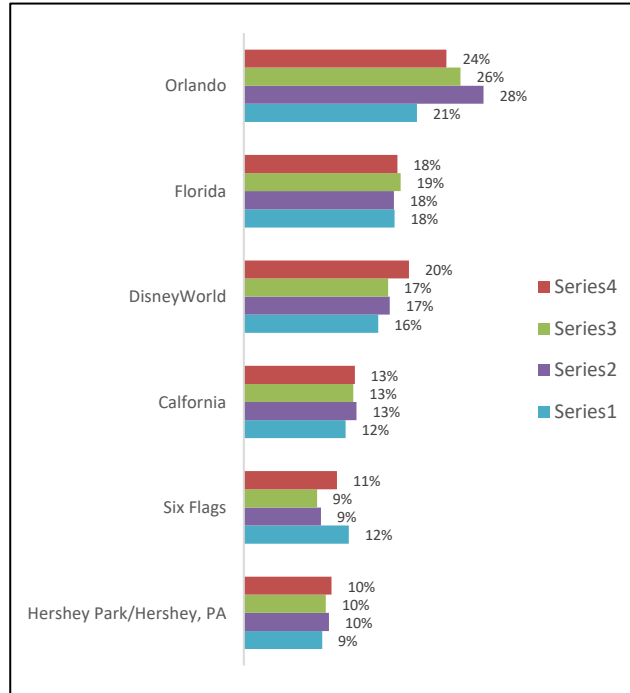
Top-of-Mind U.S. History Destinations Proven and Expansion Markets

- Williamsburg and Philadelphia continue to battle for the third position in terms of top-of-mind U.S. history destinations – behind only DC and New York.
- Top-of-mind for many destinations is down as travel returns to normal and the competitive environment is more active with more media spending. In other words, more competition for attention is diluting top-of-mind awareness.



Top-of-Mind Theme Park Destinations Proven and Expansion Markets

- Orlando, Florida, and Disney World continue to dominate the top-of-mind theme park space.
- Williamsburg is in a “second tier” with places like Cedar Point and Universal.



Top-of-Mind U.S. History Destinations Boston and New York

- Williamsburg has lower top-of-mind awareness as a history destination in the new Boston and New York markets.
- Bostonians and New Yorkers are much more likely to think of DC, Boston, New York, and Philadelphia.

Boston	Late Jan. 2022	Early May 2022
Washington, DC	46%	40%
Boston	32%	28%
New York	32%	20%
Virginia	5%	10%
Philadelphia	23%	9%
Texas	1%	8%
California	6%	6%
Florida	6%	6%
Gettysburg	6%	5%
Hawaii/Pearl Harbor	5%	5%
New Orleans	3%	5%
Williamsburg	3%	4%
Savannah, GA	1%	4%
Alaska	2%	4%
Charleston, SC	2%	4%
National parks	3%	3%
Grand Canyon	3%	3%
St. Augustine	0%	3%
Pennsylvania	2%	3%
Chicago	1%	2%
San Antonio, TX/the Alamo	3%	2%
San Francisco	4%	2%
South Carolina	1%	1%
Las Vegas	4%	1%
Jamestown, VA	0%	1%
North Carolina	1%	1%
Mount Rushmore	1%	1%

New York	Early May 2022
Washington, DC	32%
New York	27%
Boston	14%
Philadelphia	13%
California	9%
Florida	9%
Virginia	7%
Hawaii/Pearl Harbor	7%
Texas	6%
New Orleans	6%
Williamsburg	6%
Pennsylvania	4%
National parks	4%
San Francisco	4%
Chicago	3%
Las Vegas	3%
Charleston, SC	3%
Gettysburg	3%
Grand Canyon	3%
Alaska	3%
San Antonio, TX/the Alamo	2%
Savannah, GA	2%
Mount Rushmore	1%
Nashville	1%
North Carolina	1%
South Carolina	1%

Top-of-Mind Theme Park Destinations Boston and New York

- Williamsburg also has relatively low top-of-mind awareness as a theme park destination in Boston and New York.
- Orlando, Florida, Disney, and California are the top theme park destinations in this regard.

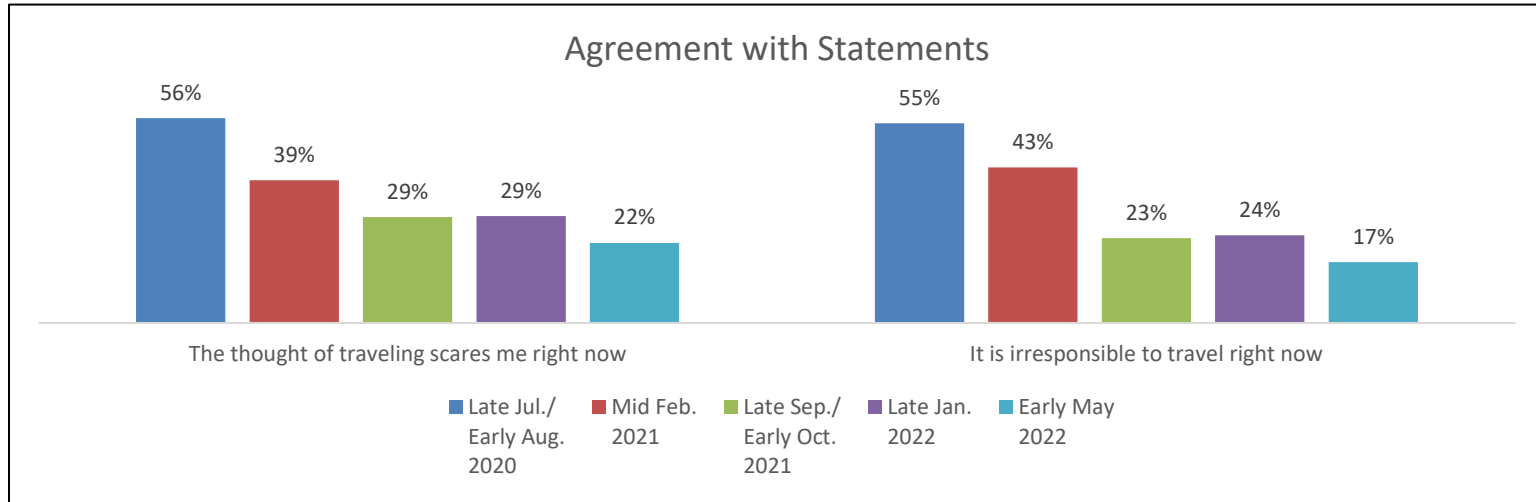
Boston	Late Jan. 2022	Early May 2022
Orlando	28%	27%
Florida	27%	23%
DisneyWorld	18%	18%
California	18%	16%
DisneyLand	10%	13%
Hershey Park/Hershey, PA	5%	8%
Anaheim, CA	5%	7%
Disney	10%	7%
Universal	9%	6%
Six Flags	16%	4%
Cedar Point/Sandusky, OH	2%	4%
Los Angeles	2%	3%
Busch Gardens	4%	3%
Virginia	2%	1%
SeaWorld	1%	1%
Ohio	1%	1%
Williamsburg	1%	1%
Carowinds	0%	0%
Kings Dominion	1%	0%
Kings Island/Cincinnati	0%	0%

New York	Early May 2022
Orlando	23%
Florida	20%
California	15%
DisneyWorld	14%
Six Flags	11%
Disney	10%
DisneyLand	9%
Universal	7%
Anaheim, CA	5%
Hershey Park/Hershey, PA	5%
Los Angeles	5%
Williamsburg	3%
Busch Gardens	2%
Virginia	2%
SeaWorld	2%
Cedar Point/Sandusky, OH	1%
Ohio	1%

COVID-19 PERCEPTIONS TRACKING

The last section of this report tracks the results of the COVID-19-related questions in order to provide context regarding the leisure traveler mindset.

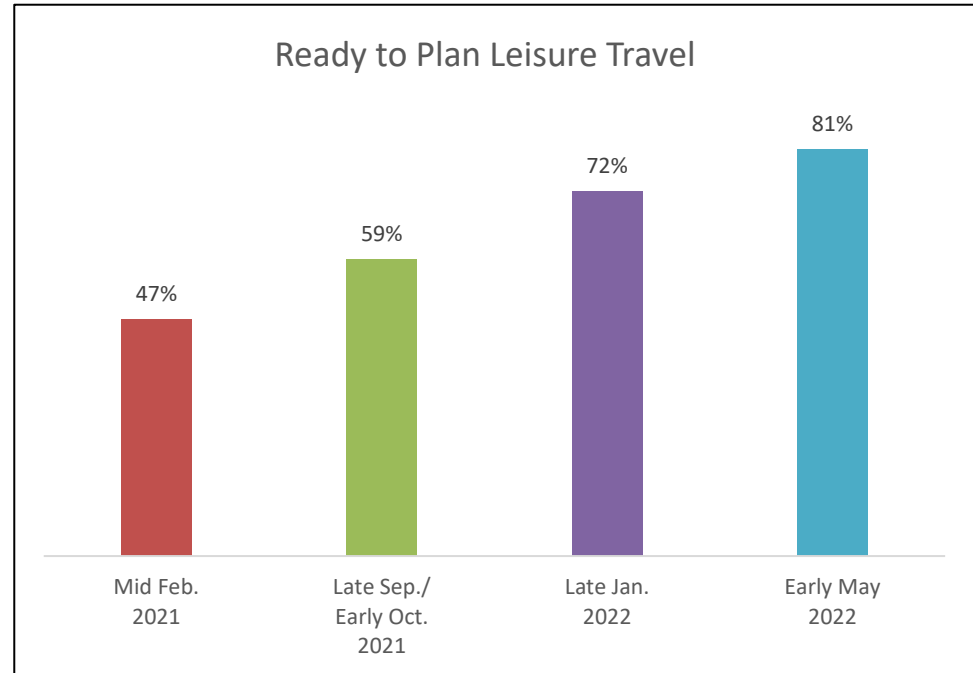
Consumer Perceptions Change



- Vaccine rollout in December 2020 resulted in greater comfort with travel as evidenced by the change in perceptions from July 2020 to February 2021. Travel sentiment continued to improve in late September/early October 2021 despite the Delta variant wave. But the explosion of Omicron variant cases prevented further progress in the late January 2022 assessment.
- Now, in early May 2022 we see a shift toward less caution despite high case counts as outcome of infection is less severe.

Leisure Travel Planning

- Greater comfort with leisure travel is evident in the percentage of consumers ready to plan leisure travel growing over the past year.



APPENDIX: TARGET GROUPS

Demographic Targets

- WTC has defined demographic targets shown in the graphic.
- The research results are reviewed by demographic target where applicable.



FAMILIES

Gen X // Millennials
with Children
Age 26-57



COUPLES

Gen X // Millennials
without Children
Age 26-57

Active Mature
Age 58+

Personas

- WTC has also defined target personas. Rooted in motivational attitudes and mindsets rather than demographic measures, personas allow for a customized narrative.
- WTC has identified and targeted Culture Questors, Simple Strivers, and See-ers & Do-ers personas. The color-coded table shows their attitudinal skews.
- The research results are reviewed by persona where applicable.

Above average agreement
Average agreement
Below average agreement

Persona Statements	Culture Questors	Simple Strivers	See-ers & Do-ers
On my vacations, I like to visit places I'm familiar with	Below average agreement	Above average agreement	Average agreement
My trips usually include visits to museums and historic sites	Above average agreement	Below average agreement	Average agreement
Vacations should maximize the amount of things you see and do	Average agreement	Below average agreement	Above average agreement
Leisure travel should be relaxing and easy to both plan and enjoy	Average agreement	Above average agreement	Below average agreement
I like to experience the arts and culture of the places I visit	Above average agreement	Below average agreement	Average agreement
We do so much on our trips that I need to rest when I return	Average agreement	Below average agreement	Above average agreement
I like to visit places that are easy to get to and to get around in	Average agreement	Above average agreement	Below average agreement
I think that travel is an opportunity to learn	Above average agreement	Below average agreement	Average agreement
I value experiences over getting the best price	Above average agreement	Average agreement	Below average agreement
I seek out unique local dining options on my trips	Above average agreement	Below average agreement	Average agreement
I shop at locally owned stores on my trips	Above average agreement	Average agreement	Below average agreement

APPENDIX: QUESTIONNAIRE

**Williamsburg Tourism Council
Pulse Study Questionnaire April 2022 Wave
April 2022**

SCREENER MODULE

ZIP: What is your ZIP code? _____

S1. Who in your household is responsible for making decisions concerning travel destinations?

1. Me
2. Me & my spouse/other
3. Spouse/other **TERMINATE AT END OF SCREENERS**

S2. Please indicate if each of the following applies to you...

[ROTATE]	Yes	No
I regularly use social media like Facebook, Twitter or Instagram.		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home.		TERMINATE AFTER SCREENING QUESTIONS
I engage in skiing, snowmobiling, and/or other outdoor winter activities		
I use video streaming services like Hulu or Netflix.		
I am currently planning or have already planned an upcoming leisure trip		

S3. What is your age? ___ **TERMINATE AFTER SCREENING QUESTIONS IF < 18**

D7. What is your race/ethnicity?

- White
- Black/African American Q=150 MINIMUM
- Asian
- Native Hawaiian/Pacific Islander
- American Indian/Native Alaskan
- Two or more

SET QUOTA OF 10% BLACK/AFRICAN AMERICAN EACH WAVE

S4. Here are some statements about your attitudes toward vacation travel – please indicate how much you agree or disagree with each statement.

	Disagree completely	Disagree somewhat	Agree somewhat	Agree completely
On my vacations, I like to visit places I'm familiar with				
My trips usually include visits to museums and historic sites				
Vacations should maximize the amount of things you see and do				
Leisure travel should be relaxing and easy to both plan and enjoy				
I like to experience the arts and culture of the places I visit				

Strategic Marketing & Research Insights.

1

We do so much on our trips that I need to rest when I return					
I like to visit places that are easy to get to and to get around in					
I think that travel is an opportunity to learn					
I value experiences over getting the best price.					
I seek out unique local dining options on my trips					
I shop at locally owned stores on my trips					

IMAGE MODULE

I1. What places come to mind when thinking about leisure destinations where you can experience U.S. history and culture?

FIVE TEXT BOXES

I2. What places come to mind when thinking about leisure travel destinations with theme parks?

FIVE TEXT BOXES

I3. Please indicate how familiar you are with each of the following destinations in terms of what they have to offer as a place to visit on a leisure or non-business trip.

ROTATE	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
Williamsburg, VA, area – including Colonial Williamsburg, Busch Gardens, Williamsburg shopping centers/outlets, Jamestown, Yorktown				
Orlando, FL, area – including Disney, Universal Studios, and other theme parks, as well as Kissimmee				
Asheville, NC, area – including the Biltmore Estate and Grove Park Inn				
Washington, DC, area – including the Smithsonian museums, National Zoo, Capitol Hill, Georgetown University				
Hershey, PA – including The Boardwalk at Hersheypark				
Charleston, SC				

I4. How would you rate each of these destinations as a place to visit for a leisure trip?

ROTATE	Poor	Fair	Good	Very good	Excellent	Don't know
Williamsburg, VA, area – including Colonial Williamsburg, Busch Gardens, Williamsburg shopping centers/outlets, Jamestown, Yorktown						
Orlando, FL, area – including Disney, Universal Studios, and other theme parks, as well as Kissimmee						
Asheville, NC, area – including the Biltmore Estate and Grove Park Inn						

Strategic Marketing & Research Insights.

2

Washington, DC, area – including the Smithsonian museums, National Zoo, Capitol Hill, Georgetown University					
Hershey, PA – including The Boardwalk at Hersheypark					
Charleston, SC					

I5. Please rate the Williamsburg, VA, area for each of the following:

ROTATE	1 Poor	2	3	4	5 Excellent
Historic sites and landmarks					
Shopping					
Family friendly					
Unique local dining					
Cultural attractions					
Black history sites and landmarks					
A place with a welcoming culture					
A place that celebrates diversity					
An open-minded place					
A place with a forward thinking, innovative culture					
A safe place to visit					
Unique experiences					
A fun destination					
Has unexpected attractions and activities					
An exciting destination					

TRAVEL MODULE

T1. How likely are you to visit the Williamsburg, VA, area in the next year? The Williamsburg, VA, area includes Colonial Williamsburg, Busch Gardens, Williamsburg shopping centers/outlets, Jamestown, and Yorktown.

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Already planning a trip

ASK T1A IF VERY LIKELY OR ALREADY PLANNING A TRIP
T1a. When do you plan to visit the Williamsburg, VA, area?

April 2022	
May 2022	
June 2022	
July 2022	
August 2022	
September 2022	
October 2022	
November 2022	
December 2022	
January 2023	
February 2023	
March 2023	
April 2023	

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3

T2. Have you visited the Williamsburg, VA area in the past year?

- Yes
- No

T3b. When did you visit the Williamsburg, VA area? Select all that apply.

April 2021	
May 2021	
June 2021	
July 2021	
August 2021	
September 2021	
October 2021	
November 2021	
December 2021	
January 2022	
February 2022	
March 2022	
April 2022	

IF VISITED WILLIAMSBURG IN THE PAST YEAR FROM T2, ASK T3-T10 ABOUT THEIR TRIP. OTHERWISE, SKIP TO AD AWARENESS MODULE.

This next group of questions will be about your **most recent** trip to the Williamsburg, VA, area.

T3. How far in advance did you **begin to plan** this trip?

- Less than a week
- One to two weeks
- Three to four weeks
- More than one month to three months
- More than three months to six months
- More than six months
- Don't know

T3a. In the course of planning your trip to the Williamsburg, VA, area, did you gather information from any of the following? Select all that apply.

ROTATE	
Destination website visit/Williamsburg.com	
Family or friends	
Online travel advice websites (TripAdvisor.com, AAA.com, etc.)	
Guide books like Frommer's or Lonely Planet	
Magazine and newspaper articles	
Television advertisements	
Social media (Facebook, Twitter, Instagram, etc.)	
Online traveler reviews	
Requested information such as travel guides	
Digital display advertising	
Other, please specify _____	
Did not gather information	

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4

T3c. How satisfied were you overall with your experience in the Williamsburg, VA, area?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

T4. How many nights did you spend in the Williamsburg, VA, area? _____

ASK T5 IF T4 >= 1

T5. What type of lodging did you use?

- Rental house/VRBO/Airbnb
- Hotel/motel/resort
- Bed and breakfast
- Timeshare I own
- Timeshare I rented
- With family/friends
- Campground/RV park
- Other, please specify _____

T6. Including yourself, how many people were on this trip? _____

ASK T7 IF T6 > 1

T7. How many children under the age of 18 years old were in your travel party? _____

T8. Which of the following attractions and activities did you visit or do as part of your most recent trip? Select all that apply.

[ROTATE]

- Colonial Williamsburg's public areas not requiring a pass, such as Merchant Square, Duke of Gloucester Street, etc.
- Colonial Williamsburg's ticketed areas such as the entrance to the Governor's Palace, the Capitol building and craft shops
- Jamestown Settlement (Museum and recreation areas: fort, three ships, and Indian village)
- Yorktown Battlefield (part of Colonial National Historical Park)
- Yorktown Victory Center (Museum and recreation areas: Continental Army encampment and 1780's farm)
- Busch Gardens Williamsburg
- College of William & Mary
- Water Country USA
- Historic Jamestowne (original National Park and Preservation Virginia site on island with archaeological dig, glassblowing, visitor center, and Archaearium)
- Great Wolf Lodge
- Williamsburg Winery
- Local breweries
- Yorktown Riverwalk (including Schooner Alliance, Patriot Segway Tours, Waterman's Museum)
- Williamsburg Pottery
- Eco Discovery Park
- Go Ape Zip Line and Treetop Adventure
- Williamsburg Botanical Gardens
- Go Karts Plus
- Ripley's Believe It or Not!
- Art galleries
- Dining at unique local restaurants
- Outlet shopping
- Shopping at locally owned stores
- Museums
- Golf

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5

- Mini-golf
- Outdoor recreation (parks, trails, waterways)
- American Revolution Museum at Yorktown
- Colonial Williamsburg paid/ticketed activities

ONLY SHOW THE ACTIVITIES THEY CHOSE IN T8 AND ASK:

T9. Of these activities/attractions, please indicate if there were any that were a major influence when you selected the destination for this trip. You may choose up to 3.

T10. To better understand the economic impact of tourism, we are interested in finding out the approximate amount of money you and other members of your travel party spent on your trip to the Williamsburg, VA, area. Please estimate how much your travel party spent in total on...

NOTE – SPENDING CATEGORIES WERE CHANGED TO ALIGN WITH DEAN RUYHAN DATA.

Accommodations (includes campground fees)	_____
Food and beverage service	_____
Food stores	_____
Local transportation & gasoline	_____
Arts, entertainment & recreation	_____
Retail sales	_____
Visitor air (airfare)	_____
Other	_____
Total	SHOW TOTAL

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6

AD AWARENESS MODULE

Now we are going to show you some various forms of advertising and social media influencer posts. We would like you to take a few moments to review the ads and answer the corresponding questions.

ROTATE APPEARANCE OF MEDIA.

VIDEO:

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\2022 TV and Paid Social Video



Spring-Break---Culture-Questers---15 mp4 <https://vimeo.com/698335882> Spring-Break---Seers-Doers---15 mp4 <https://vimeo.com/698336520> Spring-Break---SIMPLE-STRIVERS---15 mp4 <https://vimeo.com/698337350>

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\BON APPETIT



BA_BB0_04_051_BV_BA_x... <https://vimeo.com/699529846>

ASK A1 FOR EACH VIDEO AD

A1. Have you seen this ad before?

Yes
No

DIGITAL ARTICLES:

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\BON APPETIT



Bon Appetit <https://vimeo.com/691502432>

DigitalArticle1. Have you seen this online article before?

Yes
No

SHOW 2 OF THESE 5 GOLF DIGITAL ARTICLES

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Golf



Destination Golf Williamsburg Part 1 <https://vimeo.com/699537732>



Destination Golf Williamsburg Part 2 <https://vimeo.com/699537823>



Article Part 1 <https://vimeo.com/699541167>



Article Part 2 <https://vimeo.com/699553158>



Article Part 3 <https://vimeo.com/699553267>

NOTE ON TOP OF SCREEN: This ad does not have sound. DigitalArticle2. Have you seen this online article before?

Yes
No

DIGITAL BANNER:

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\January 2022 Digital SHOW ADS ON SAME PAGE AND ASK AWARENESS OF EACH.



I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Spring 2022 Digital\Use SHOW ADS ON SAME PAGE AND ASK AWARENESS OF EACH.



Digital1. Have you seen this ad before?

Yes
No

SOCIAL:
GROUP ON PAGE OF EACH SECTION AND ASK AWARENESS FOR ALL NOT INDIVIDUAL

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\BON APPETIT



MIC 3612 (2)

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Golf\Social



FB Golf



Instagram Golf



Twitter Golf

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Spring 2022 Digital\Social



Search in Post Video 2 Spring 2022



Search in Post Video 2 Spring 2022



FB Post Spring 2022



FB Post Spring 2022



Search in Post Video 2 Spring 2022

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\January 2022 Digital\Social



FB Carousel Jan 2022



FB Post 1 Jan 2022



FB Post 2 Jan 2022



FB Post 3 Jan 2022

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\WTC Influencer Samples\Anna Hartman\Use



Instagram Postcard (Marissa) (2)



Instagram Postcard (Marissa)



Story 1 (2)



Link 1 (2)



Instagram (Marissa)



Instagram (2)



Instagram

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\WTC Influencer Samples\Frederick Murphy\Use



Search (Jan 2022) (1) Jan 12, 2022 (1)



Search (Jan 2022) (1) Jan 12, 2022 (1)



Search (Jan 2022) (1) Jan 12, 2022 (1)



Search (Jan 2022) (1) Jan 12, 2022 (1)



Search (Jan 2022) (1) Jan 12, 2022 (1)



Search (Jan 2022) (1) Jan 12, 2022 (1)

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\WTC Influencer Samples\Justin Chapple\Use



Williamsburg (2)



Williamsburg (2)

Social1. Have you seen any of these social media ads before?

- Yes
- No

SHOW THESE TWO SOCIAL VIDEOS SEPARATELY:

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\WTC Influencer Samples



Pierce's Pitt Bar-B-Que.mp4
<https://vimeo.com/698234581>



Part 4 Williamsburg VA
<https://vimeo.com/699529723>

Social2. Have you seen this social media video before?

- Yes
- No

OOH:
GROUP ON PAGE OF EACH SECTION AND ASK AWARENESS FOR ALL NOT INDIVIDUAL

Baltimore Only:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\Baltimore



OOH Baltimore Digital Kiosks use



OOH Baltimore Digital Spectacular



OOH Baltimore Penn Station Domination use

Boston Only:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\Boston



OOH Boston South Domination use



OOH Boston Subway Interior Car Use

Cleveland Only:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\Cleveland



OOH Cleveland Digital Kiosks



OOH Cleveland Static Pillars Use



OOH Cleveland Wall Scope

NewYork Only:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\NewYork



OOH New York Subway 59th and Lex. use



OOH New York Subway Interior Car use



OOH New York Subway Live Boards Use

Philadelphia Only:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\Philadelphia



OOH Philadelphia 30th Street Two Sheet use



OOH Philadelphia Digital Urban Panels use



OOH Philadelphia Walnut-Locust Domination use

Washington DC Only:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\Washington DC



OOH Washington DC Bike Share



OOH Washington DC Live Boards use

OOH1. Have you seen any of these ads before?
Yes
No

EMAIL:
I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Golf\Email
STACK IMAGES ONTOP OF EACH OTHER.



EM1. Have you received an email like this before?
Yes
No

COVID-19 PERCEPTIONS MODULE

CV1a. Which of the following have you done in response to the COVID-19 pandemic?

Select all that apply.

- Spent less on leisure travel than usual
- Traveled closer to home
- Cancelled a leisure trip
- Chose a domestic destination rather than an international one
- Chose to drive to a destination rather than fly
- Chose outdoor over indoor activities
- Took day trips instead of overnight trips
- Took advantage of a discount on a flight, hotel, or attraction
- Shortened a leisure trip
- Took fewer leisure trips than usual
- Postponed a leisure trip
- Visited friends or relatives rather than take a "regular" vacation
- Visited a rural destination instead of an urban destination
- I did not alter my travel behavior in response to COVID-19

CV1. Are you currently planning any leisure travel?
Yes
No

CV2. How much do you agree with the following statements given the COVID-19 pandemic?

[ROTATE]	1 Disagree strongly	2	3	4	5 Agree strongly
The thought of traveling scares me right now					
I am now more likely to take a road trip versus fly than I was before the coronavirus					
It is irresponsible to travel right now					
I feel like I need to get away now more than ever					
I am more comfortable visiting a place with a mask mandate					
I am more comfortable visiting a place with a high vaccination rate					

I am comfortable visiting indoor attractions if there is a mask mandate								
I am comfortable visiting indoor attractions in a place with a high vaccination rate								
I am more comfortable visiting places where proof of vaccination is required								

CV3. Which of the following describes your plans for the COVID-19 vaccine?

- I have received the vaccine
- I plan to get the vaccine
- I do not plan to get the vaccine
- Prefer not to answer

ASK IT CV3 = 1

CV4. Which of the following describes your plans for the COVID-19 vaccine booster?

- I have received the booster
- I plan to get the booster
- I do not plan to get the booster
- Prefer not to answer

DEMOGRAPHICS MODULE

The following questions are for classification purposes only so that your responses may be grouped with those of others.

DO NOT FORCE DEMOS

- D1. Are you currently...?
- Married/With partner
 - Single (never married)
 - Divorced
 - Widowed

D2. Including yourself, how many people are currently living in your household? ____

ASK D3 IF D2 > 1

D3. How many children under the age of 18 live in your household? ____

D4. Which of the following categories represents the last grade of school you completed?

- Some high school
- High school graduate
- Some college or 2-year college degree
- 4-year college degree
- Graduate studies or graduate degree

D5. Which of the following categories best represents the total annual income for your household before taxes?

- Less than \$50,000
- \$50,000 - \$59,999
- \$60,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 or more

D6. What is your preferred gender identity...?

- Male
- Female
- Other
- Prefer not to answer

D7. Do you identify as LGBTQ+?

- Yes
- No
- Prefer not to answer