

2022 Ad Effectiveness Tracking Research

June Wave

Contents

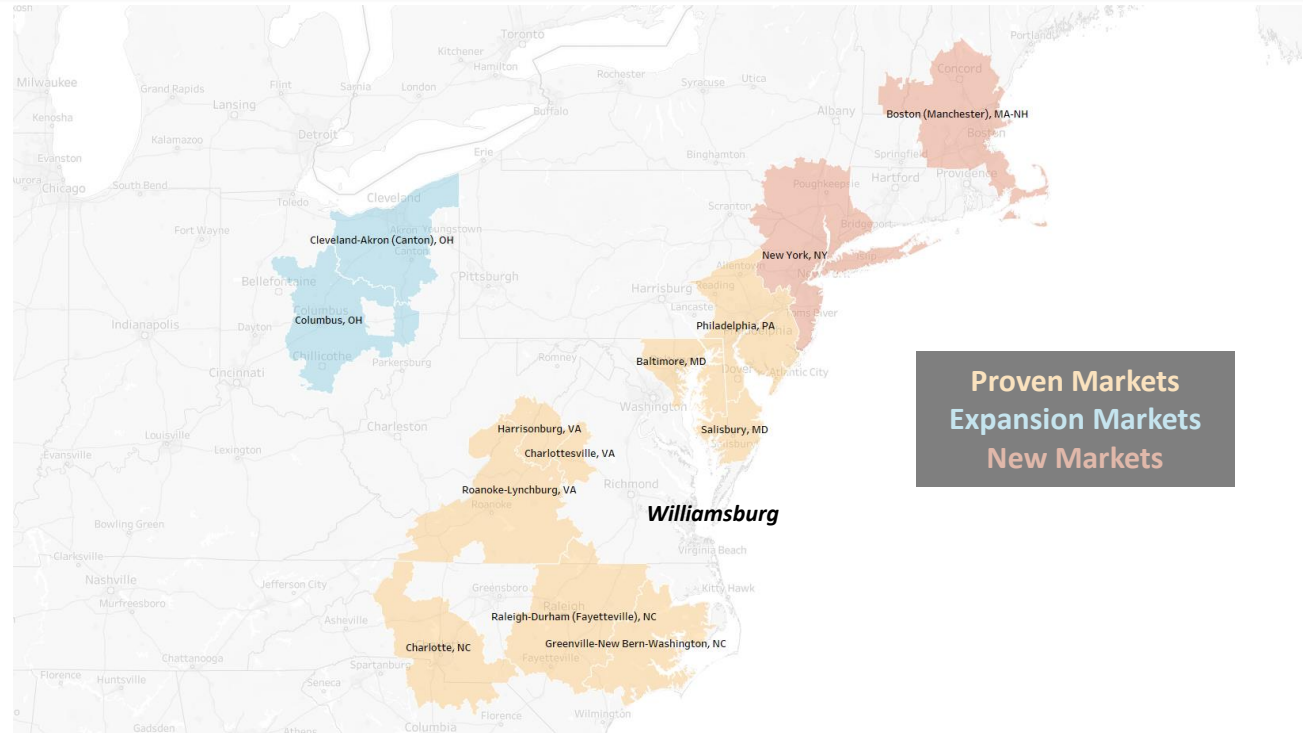
	Slide
Background & Objectives	3
Methodology	4
Media Investment on the Ads Tested	5
Insights	6
Advertising Awareness	8
Creative Evaluation	17
Advertising Impact	20
Competitive Environment: Top-of-Mind U.S. History and Theme Park Destinations	25
COVID-19 & Price of Travel Perceptions Tracking	30
Appendix: Target Groups	34
Appendix: Questionnaire	37

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 June 2022. A prior wave evaluated the January through April advertising.
- The specific objectives of this research are to:
 - Evaluate the competitive environment
 - Track advertising awareness
 - Review reaction to the creative
 - Assess advertising influence
 - Monitor 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 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 1,505 surveys were completed between June 29th and July 8th, 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

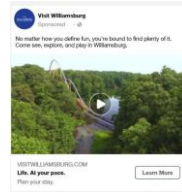
Media Investment on the Ads Tested

- WTC ran ads in several media during January through June 2022. In total, WTC has invested \$7.9 million on these ad placements - \$5.6 million from January through April and \$2.3 million from May through June.
- 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	Jan – Apr 2022	May – Jun 2022	Total
Linear TV/CTV	\$2,178,158	\$1,222,515	\$3,400,673
Digital Display/Video	\$1,778,632	\$595,983	\$2,374,615
Social/Influencer Content	\$302,583	\$198,823	\$501,407
Digital Articles (Content Partnerships)	\$203,063	\$16,438	\$219,500
Out of Home	\$1,157,896	\$251,004	\$1,408,900
Total	\$5,620,332	\$2,284,763	\$7,905,094

Insights: Ad Awareness, Ratings, and Influence

- The additional media investment from May to June led ad awareness to grow from 51% to 52%, equating to about 300,000 additional ad-aware households. SMARInsights' ad awareness model predicts 51% total awareness given the media investment and leisure traveling household base. So, the media investment is performing as expected from this standpoint.
- The awareness growth realized since April has occurred primarily in the new markets of Boston and New York.
- As seen in the April wave, young families have comparatively high ad awareness. But awareness has grown among the Gen X & Millennial Couples without kids and the Active Mature Couples.
- Within generations, those who fall in the target groups have higher awareness than non-targets – indicating effective targeting. It is also noteworthy that the ads are generally reaching older consumers at a much lower rate than younger consumers and thus a media targeting strategy review could be warranted.
- The advertising is excellent (top 10% ratings) for communicating rich history, family destination, fun, and unique local dining.
- From an evaluative ratings standpoint, the advertising is good (top 25% ratings) at generating interest in learning more about and visiting Williamsburg for a leisure trip.
- The advertising is working to familiarize consumers with the Williamsburg leisure travel product and build perceptions of the destination. Exposing consumers to ads in multiple media is key to generating this positive influence.

Insights: Competitive Situation & Travel Environment

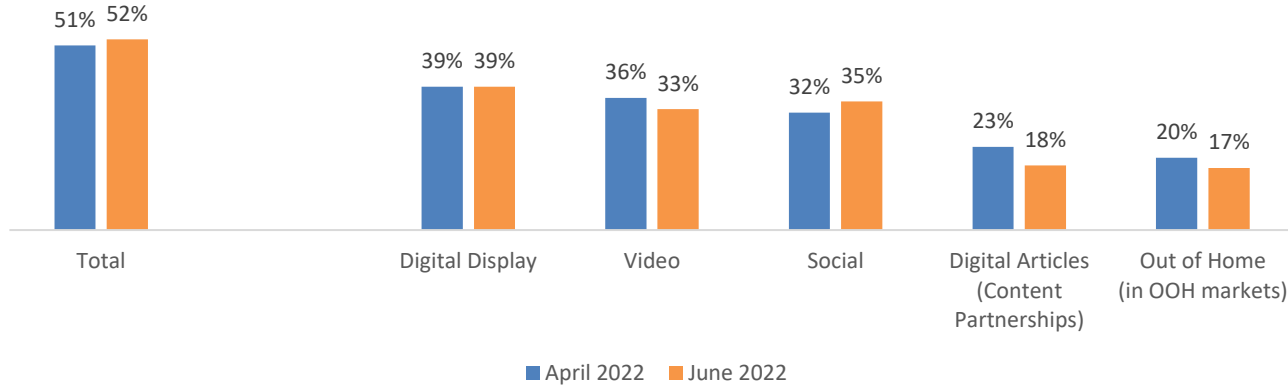
- Williamsburg's top-of-mind mentions as a history destination rebounded to January levels, but the destination resides in the same position competitively – behind only DC, New York, and Philadelphia. Most destinations saw slight bumps in the current measure, likely related to improving comfort with leisure travel and greater rates of travel planning.
- Orlando, Florida, and Disney World continue to dominate the top-of-mind theme park space. Williamsburg bumped from 6% in early May to 8% in the current measurement, and is on par with Disney Land, Cedar Point, Disney, and Busch Gardens.
- The level of comfort with leisure travel has continued to improve, and more consumers are planning leisure travel, although these trend curves have flattened as a result of lingering virus variants.
- About half of leisure travelers indicate that gas prices and inflation will alter leisure travel plans or cause them to cancel a trip. Rental car and airfare prices will also affect a sizeable portion of consumers' plans. In aggregate, 18% indicate that they will cancel a trip for any of these reasons. So, as the downward pressure of the pandemic has softened, the industry faces a new set of challenges. That said, it is important to note that gas prices and inflation have historically not had a significant negative impact on leisure travel – so these results are likely overstating potential impacts.

ADVERTISING AWARENESS

This first section is a review of advertising awareness with comparisons between the April and June waves. 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

Ad Awareness by Wave

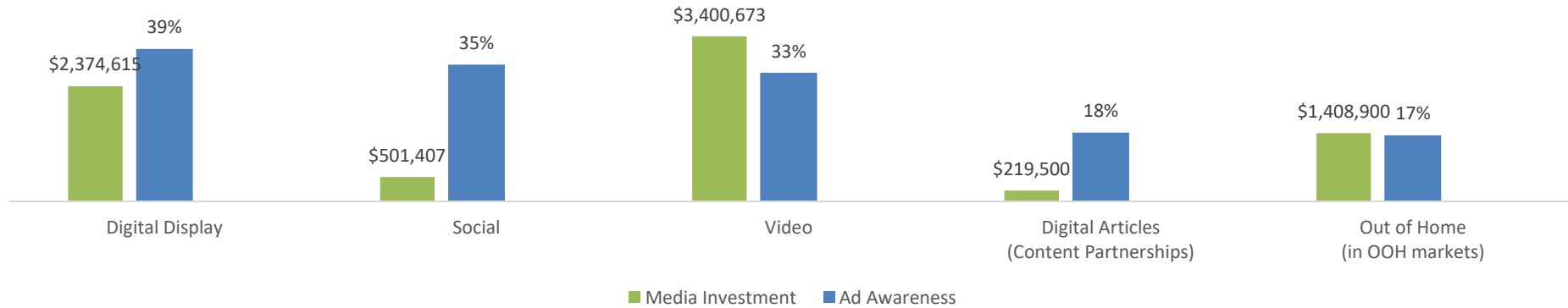


	April 2022	June 2022
Traveling HHs	17,095,695	17,095,695
Ad Awareness	51%	52%
Ad-Aware HHs	8,648,373	8,942,283

- The additional media investment from May to June led to about 300,000 additional ad-aware households.
- Social media advertising drove the awareness growth.
- Based on SMARInsights' ad awareness model, which predicts expected awareness given media spending per household, we would expect 51% total awareness through June. So, the media investment performing as expected from this standpoint.

Investment & Awareness by Advertising Medium

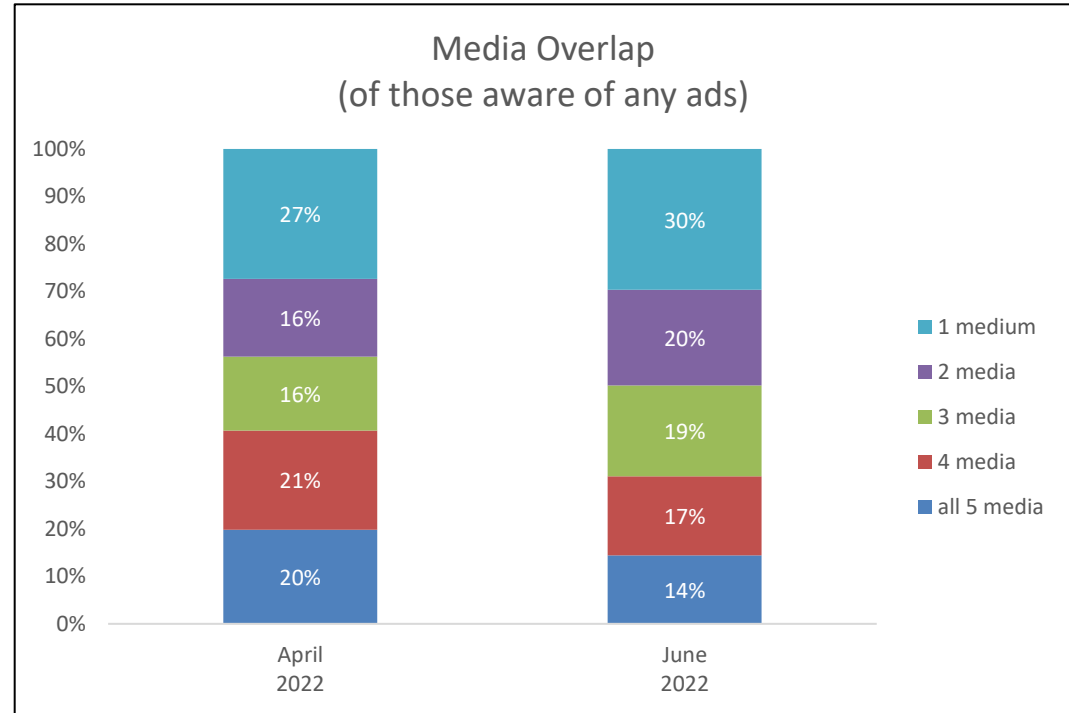
Investment & Awareness by Medium



- Digital display, social media, and video advertising have generated higher awareness than the digital articles and out-of-home advertising.
- Given awareness and investment levels, social media advertising is an efficient awareness builder. Video advertising is less efficient but is a critical brand-building medium.

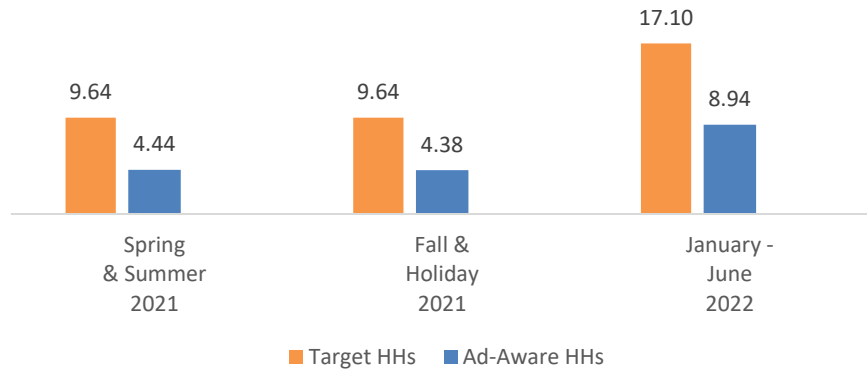
Media Overlap

- Generating media overlap is important, as exposing consumers to multiple messages generally results in greater impact. This impact is reviewed later in this report.
- Overall ad awareness grew since April, but overlap did not. Still, most of those aware of the ads are aware of ads in multiple media – which foreshadows strong impact on travel.

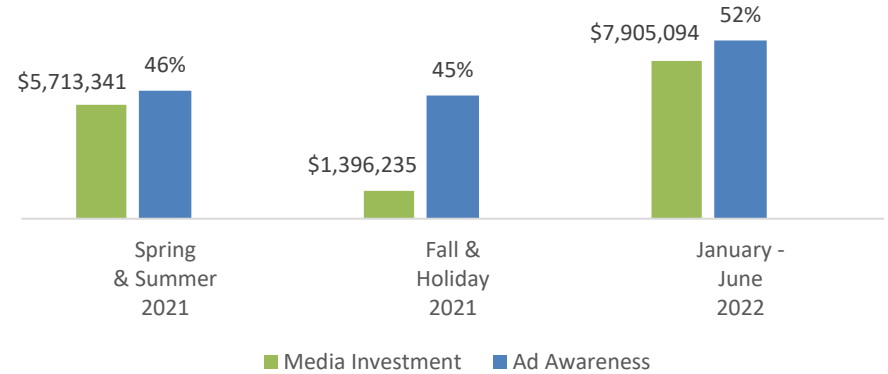


Ad Awareness Tracking

Target HHs & Ad-Aware HHs (millions)

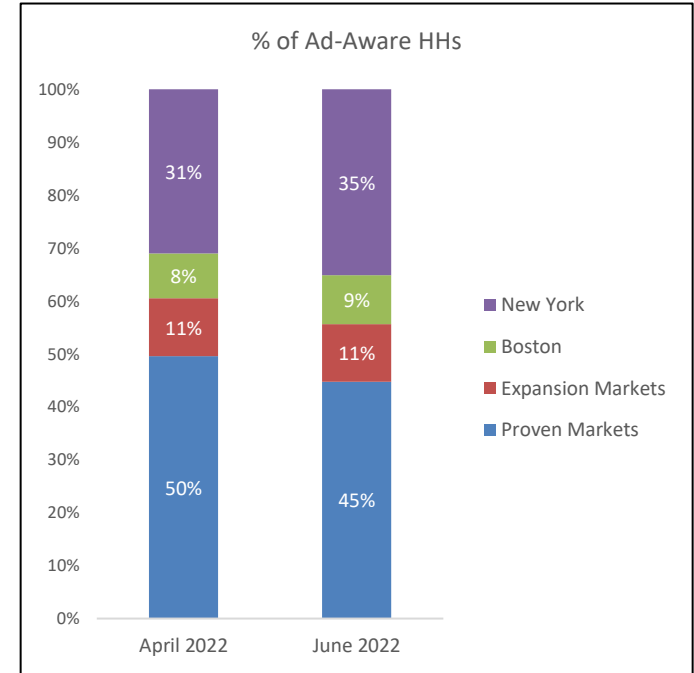
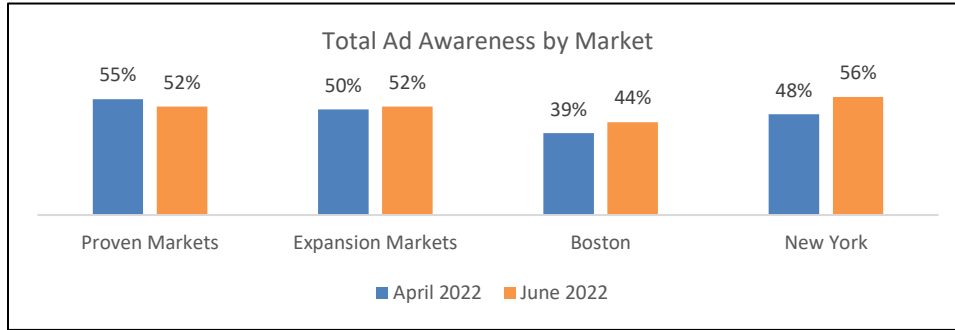


Media Investment & Ad Awareness



- As reviewed in the prior wave, adding New York and Boston as target markets has led to notable growth in ad-aware households.
- Higher media spending has led to more ad awareness in 2022.

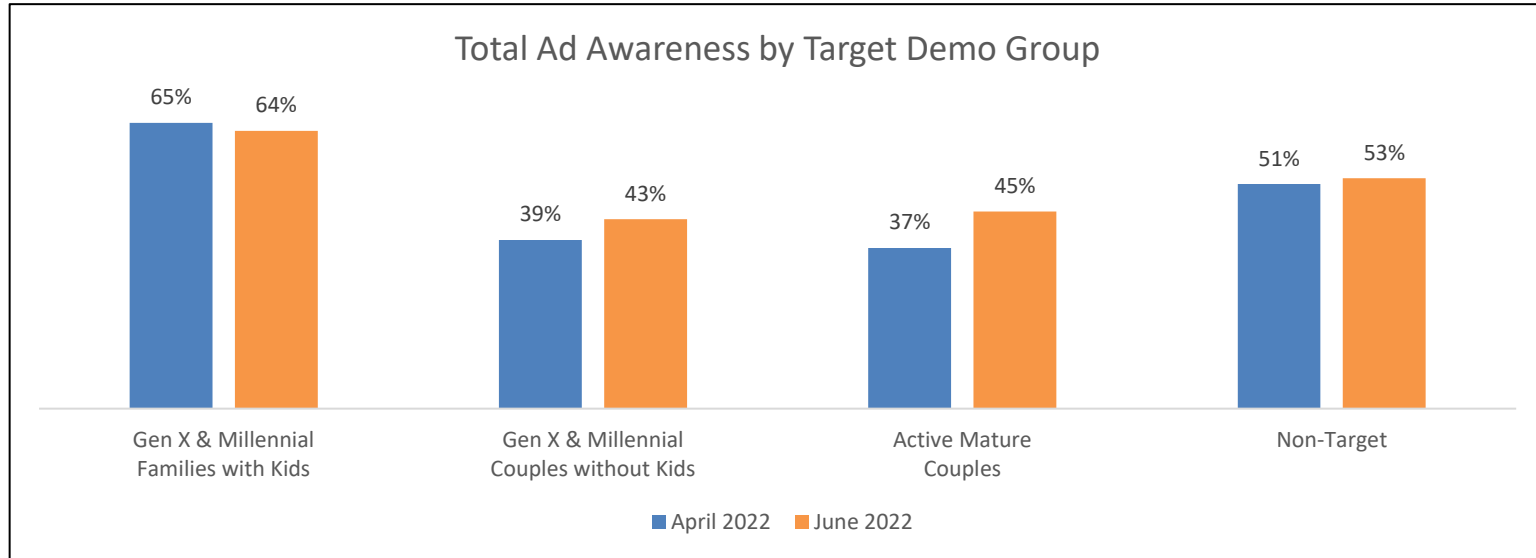
Ad Awareness by Market Group



	Proven Markets	Expansion Markets	Boston	New York
Traveling HHs	7,755,563	1,883,453	1,867,215	5,589,465
June Ad Awareness	52%	52%	44%	56%
June Ad-Aware HHs	4,008,113	974,274	826,890	3,149,193

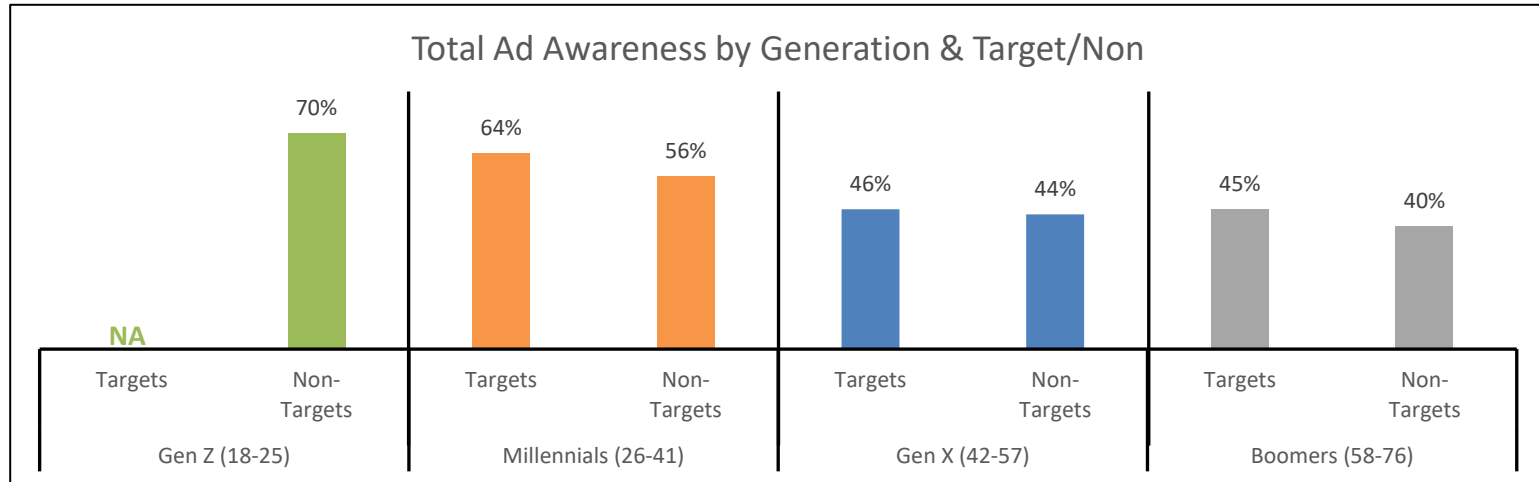
- The awareness growth realized since April has occurred primarily in the new markets of Boston and New York.
- New York now accounts for over a third of ad-aware households.

Ad Awareness by Demo Groups & Generation



- As seen in the April wave, young families have comparatively high ad awareness.
- But awareness grew among the Gen X & Millennial Couples without Kids and the Active Mature Couples.

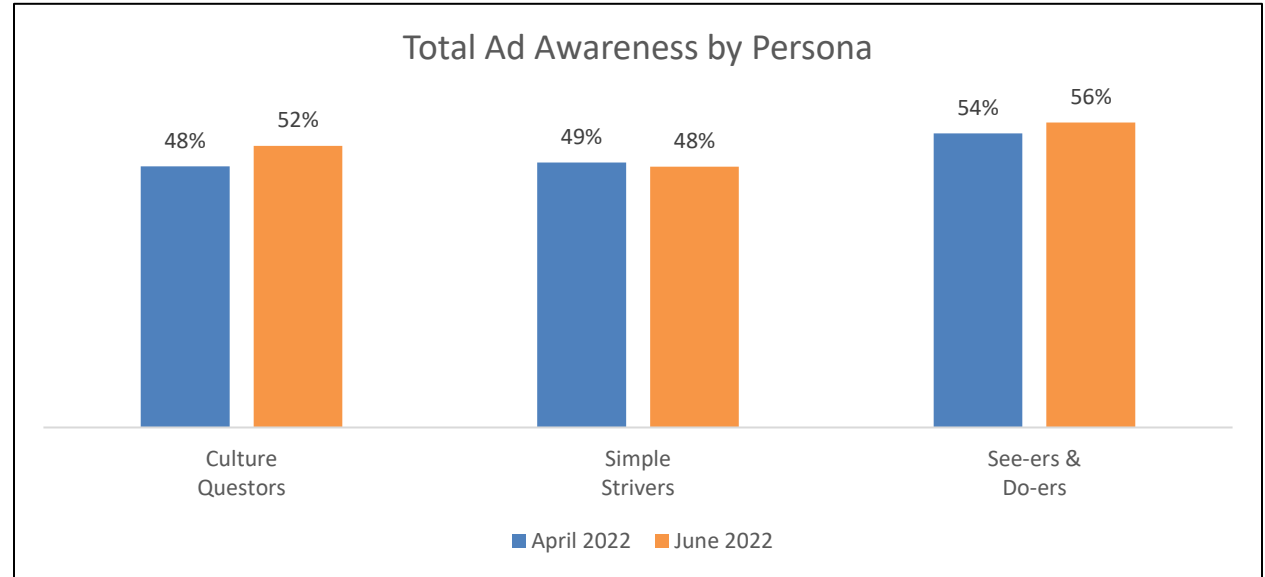
Ad Awareness by Demo Groups & Generation



- Within generations, those who fall in the target groups have higher awareness than non-targets – indicating effective targeting.
- It is also noteworthy that the ads are generally reaching older consumers at a much lower rate than younger consumers and thus a media targeting strategy review could be warranted.

Ad Awareness by Persona

- Ad awareness has grown since April among Culture Questors and See-ers & Do-ers.

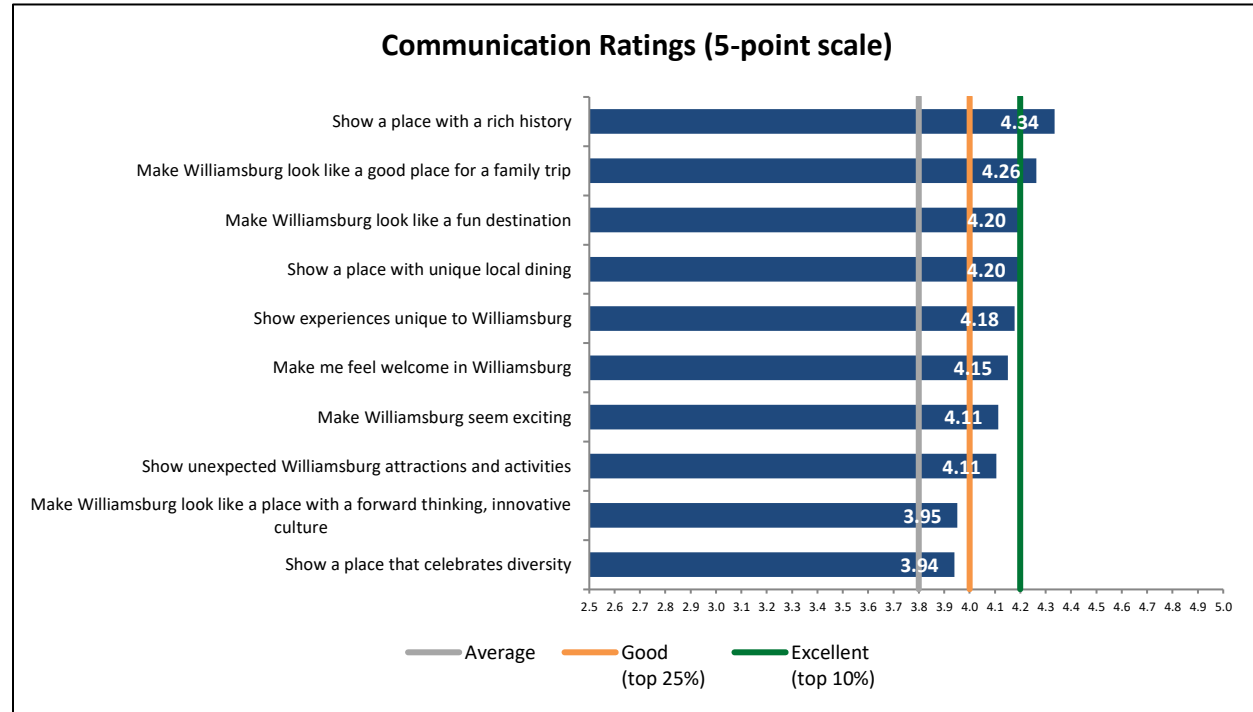


CREATIVE EVALUATION

This section reviews leisure travelers' reaction to the creative with comparisons to SMARInsights' industry benchmarks for context.

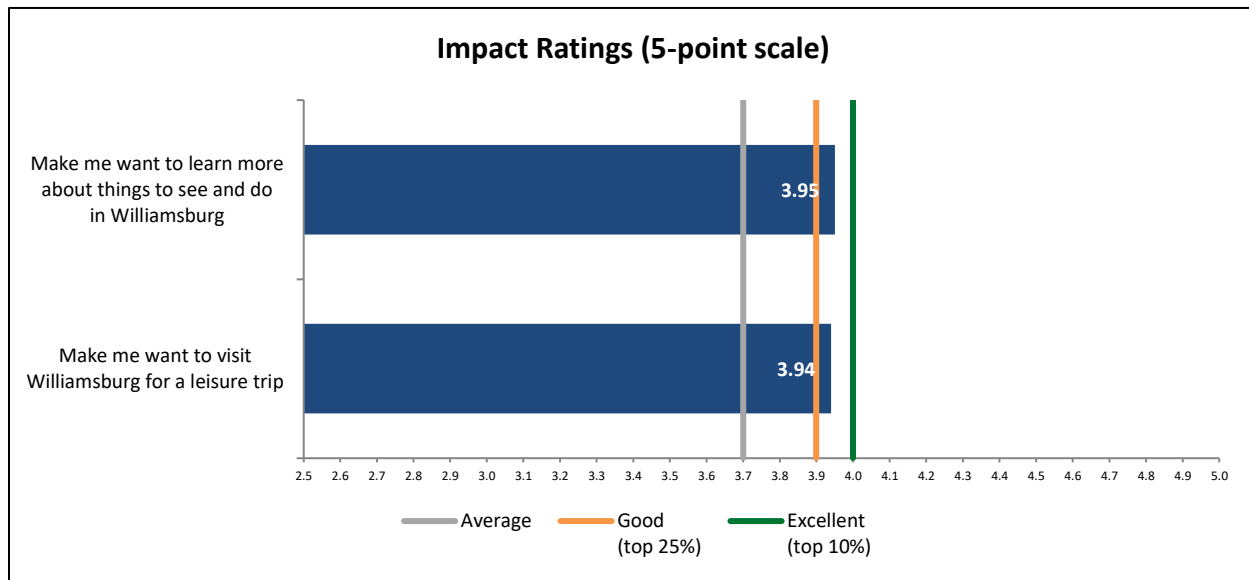
Communication Ratings

- The advertising is excellent (top 10% ratings) for communicating rich history, family destination, fun, and unique local dining.
- It is no surprise that the weakest ratings are for forward thinking and diversity, but these are still above average compared to the industry benchmarks. In this regard, the advertising is helping to mitigate some undesirable destination perceptions.



Impact Ratings

- In terms of evaluative impact ratings, the advertising is good (top 25% ratings) at generating interest in learning more about and visiting Williamsburg for a leisure trip. Coupled with strong awareness and media overlap, these results are suggestive of a campaign that will ultimately influence Williamsburg trips.

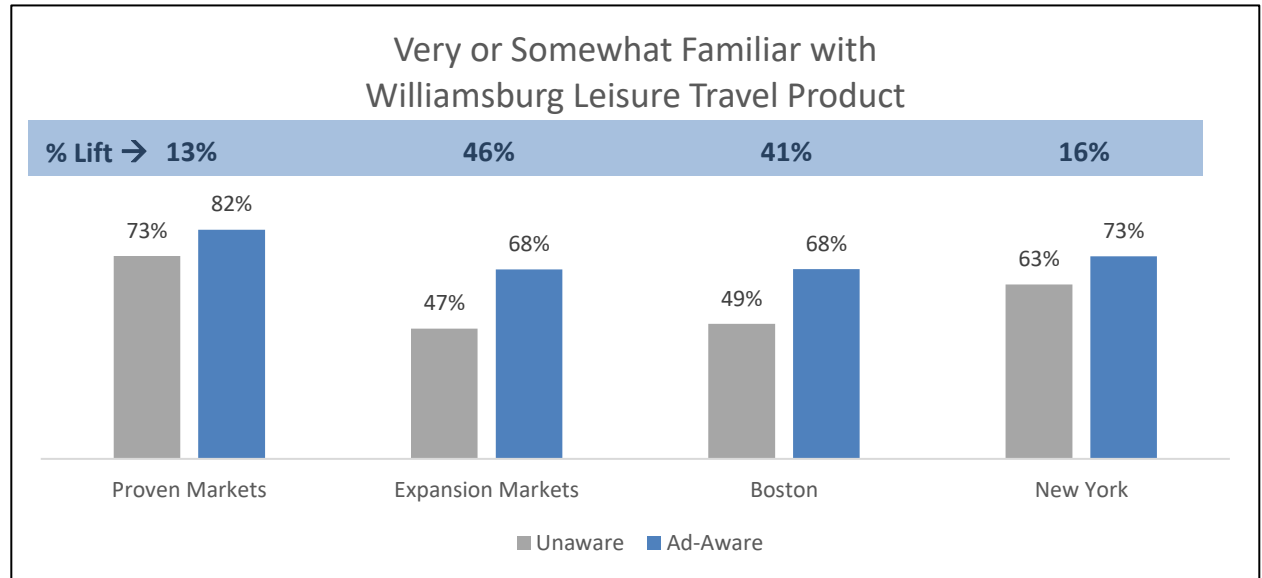


ADVERTISING IMPACT

This section compares the perceptions of those aware of the advertising to the perceptions of those not aware. 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).

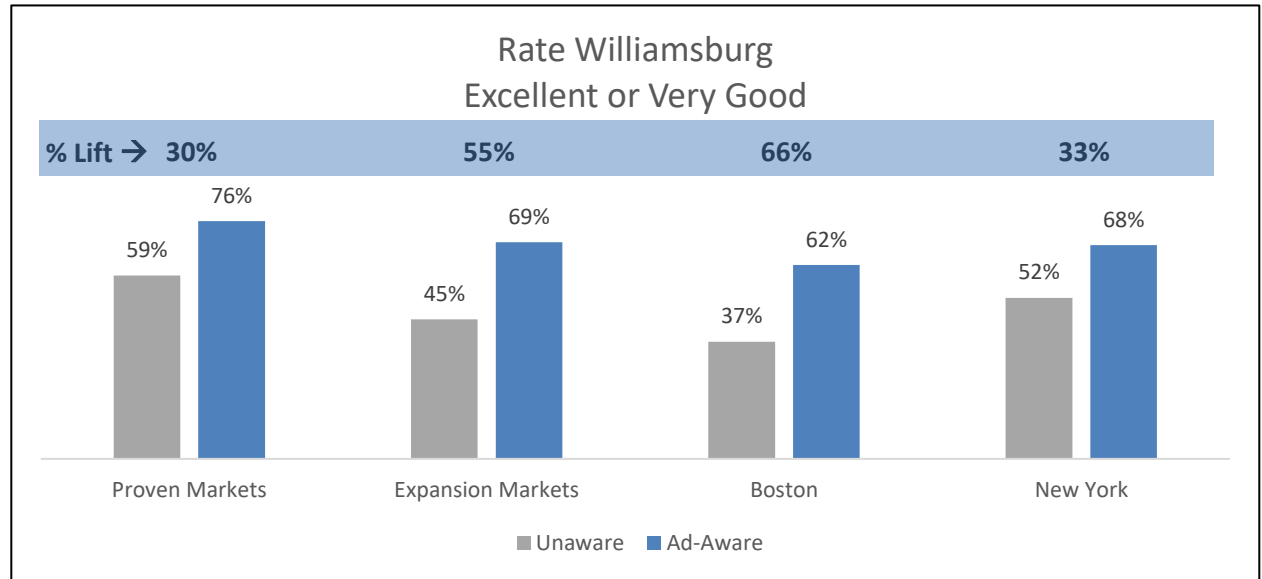
Ad Impact on Familiarity

- The 2022 advertising is working to familiarize consumers with the Williamsburg leisure travel product in all target markets.



Ad Impact on Overall Rating

- The advertising is also building overall perceptions of Williamsburg as a place for a leisure trip across markets.



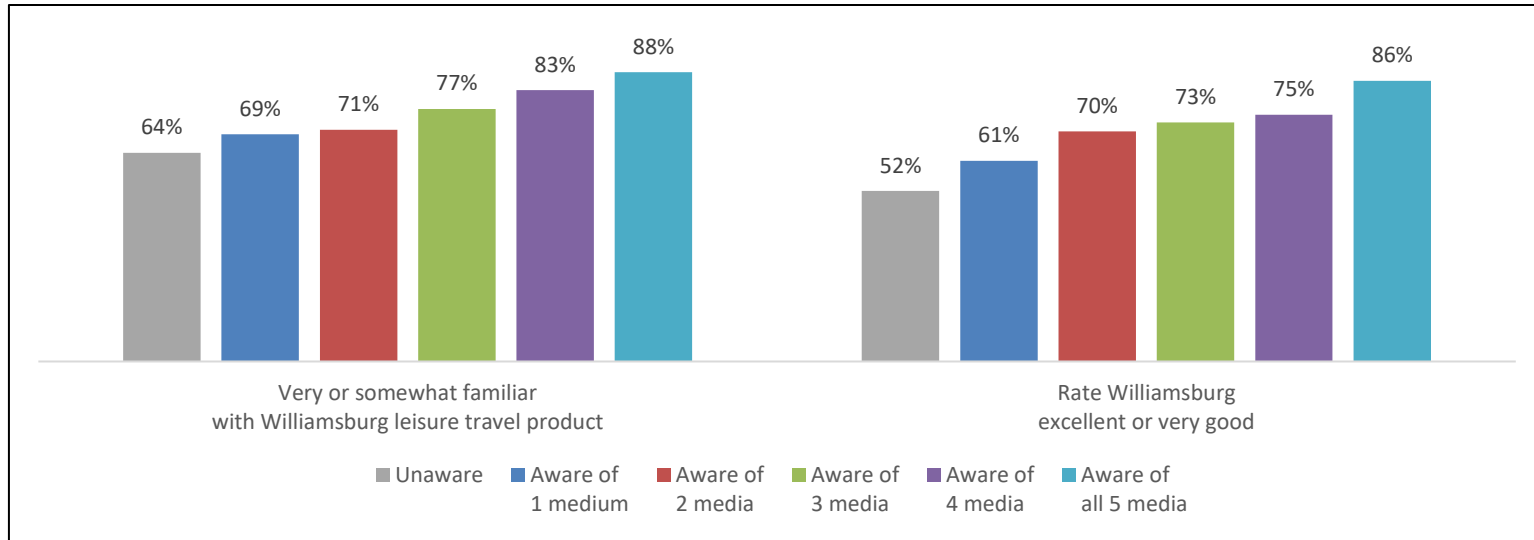
Ad Impact on Image

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	4.19	4.37	3.95	4.30	3.87	4.10	4.09	4.12
Shopping	3.51	3.87	3.41	3.84	3.23	3.58	3.34	3.77
Family friendly	4.12	4.31	3.88	4.24	3.80	4.07	3.95	4.13
Unique local dining	3.56	3.92	3.45	3.91	3.31	3.77	3.43	3.81
Cultural attractions	3.87	4.06	3.59	4.10	3.74	4.10	3.72	3.95
Black history sites and landmarks	3.29	3.57	3.14	3.64	3.33	3.56	3.24	3.54
A place with a welcoming culture	3.70	4.03	3.50	4.04	3.53	3.85	3.62	3.95
A place that celebrates diversity	3.30	3.70	3.28	3.81	3.23	3.55	3.23	3.67
An open-minded place	3.49	3.81	3.35	4.03	3.31	3.63	3.38	3.78
A place with a forward thinking, innovative culture	3.38	3.73	3.22	3.78	3.34	3.49	3.22	3.70
A safe place to visit	3.97	4.18	3.77	4.08	3.61	4.09	3.78	4.02
Unique experiences	3.75	4.03	3.60	4.06	3.56	3.96	3.66	3.94
A fun destination	3.70	4.05	3.44	3.95	3.47	3.83	3.53	3.90
Has unexpected attractions and activities	3.50	3.84	3.29	3.77	3.28	3.70	3.35	3.73
An exciting destination	3.49	3.91	3.24	3.92	3.29	3.72	3.39	3.80
Golf courses	3.22	3.41	3.03	3.42	3.11	3.36	3.00	3.43

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

- Those aware of the ads rate Williamsburg higher than those not aware of the ads on the selected destination image attributes.
- In fact, with the exception of golf courses, Williamsburg does not receive any below average ratings among the ad-aware consumers. Golf is a niche activity (<=5% participation), which drives ratings down. In the ROI research wave, when we can identify those who golfed on their trip, we can review how golfers feel about the Williamsburg golf product.

Media Overlap Impact



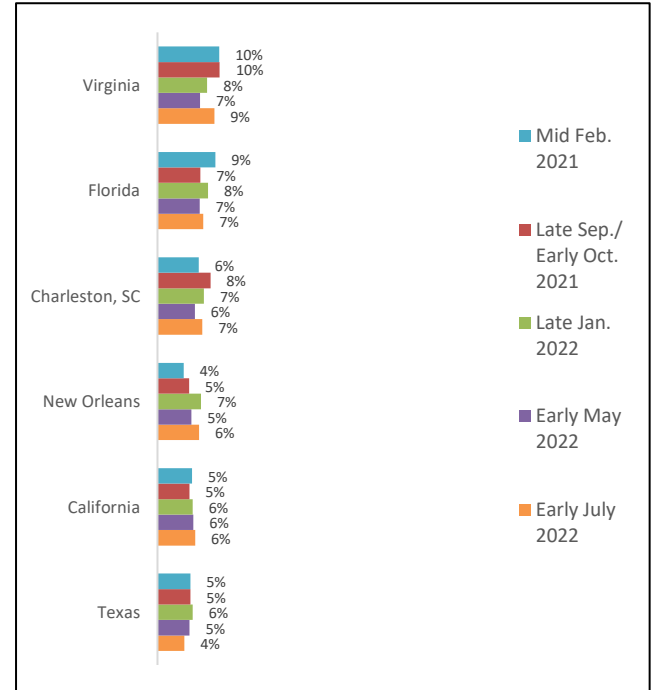
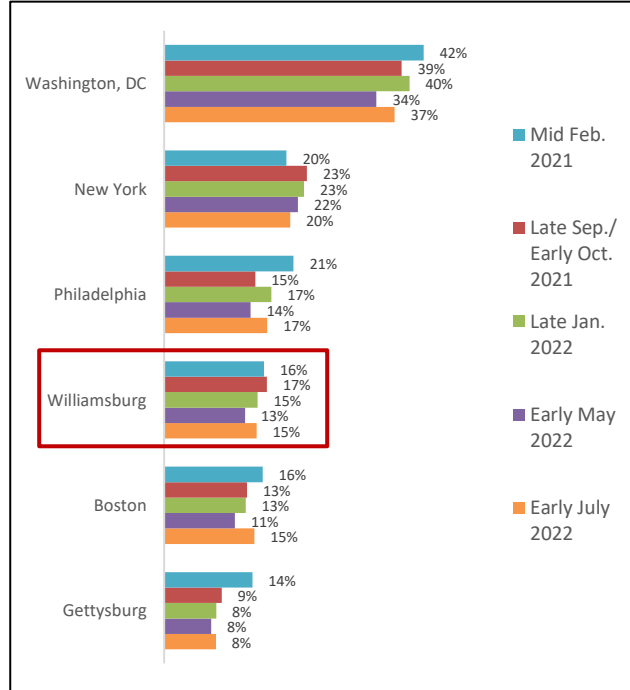
- Finally, consider the impact of exposing consumers to advertising in multiple media. Advertising impact clearly increases with additional media exposures. The various ad media play different roles, and synergies are realized when these different messages and imagery overlap.

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.

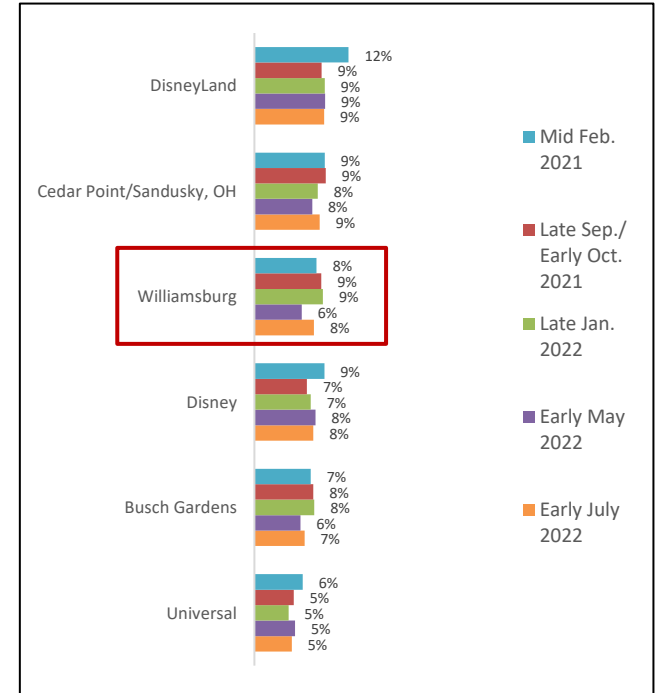
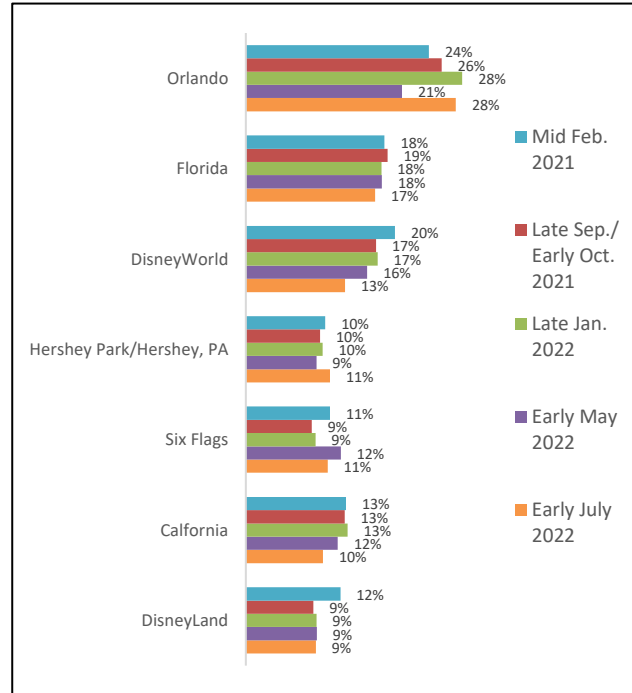
Top-of-Mind U.S. History Destinations Proven and Expansion Markets

- Williamsburg's top-of-mind mentions as a history destination rebounded to January levels, but the destination resides in the same position competitively – behind only DC, New York, and Philadelphia.
- Most destinations saw slight bumps in the current measure, likely related to improving comfort with leisure travel and greater rates of travel planning.



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 bumped from 6% in early May to 8% in the current measurement, and is on par with Disney Land, Cedar Point, Disney, and Busch Gardens.



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

- Williamsburg continues to have lower top-of-mind awareness as a history destination in the new Boston and New York markets than in the proven and expansion markets.
- Bostonians and New Yorkers are most likely to think of DC, Boston, New York, and Philadelphia.

Boston	Late Jan. 2022	Early May 2022	Early July 2022
Washington, DC	46%	40%	44%
Boston	32%	28%	32%
New York	32%	20%	29%
Philadelphia	23%	9%	13%
Virginia	5%	10%	9%
Florida	6%	6%	8%
Gettysburg	6%	5%	7%
California	6%	6%	7%
Texas	1%	8%	5%
San Francisco	4%	2%	5%
Chicago	1%	2%	5%
New Orleans	3%	5%	5%
Hawaii/Pearl Harbor	5%	5%	5%
National parks	3%	3%	4%
Williamsburg	3%	4%	4%
Grand Canyon	3%	3%	4%
Pennsylvania	2%	3%	3%
Savannah, GA	1%	4%	3%
San Antonio, TX/the Alamo	3%	2%	3%
Mount Rushmore	1%	1%	3%
Alaska	2%	4%	3%
Charleston, SC	2%	4%	2%
Las Vegas	4%	1%	2%
North Carolina	1%	1%	2%
Jamestown, VA	0%	1%	1%
South Carolina	1%	1%	1%
St. Augustine	0%	3%	1%

New York	Early May 2022	Early July 2022
Washington, DC	32%	36%
New York	27%	28%
Boston	14%	14%
Philadelphia	13%	13%
Virginia	7%	11%
Florida	9%	11%
California	9%	10%
Texas	6%	9%
Pennsylvania	4%	7%
Williamsburg	6%	7%
Hawaii/Pearl Harbor	7%	6%
Gettysburg	3%	6%
New Orleans	6%	5%
National parks	4%	4%
San Francisco	4%	3%
Alaska	3%	3%
Chicago	3%	3%
Charleston, SC	3%	3%
Las Vegas	3%	3%
Grand Canyon	3%	3%
Nashville	1%	2%
Mount Rushmore	1%	2%
North Carolina	1%	2%
San Antonio, TX/the Alamo	2%	2%
South Carolina	1%	1%
Savannah, GA	2%	1%
St. Augustine	0%	1%
Myrtle Beach, SC	0%	1%
Jamestown, VA	0%	0%

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.

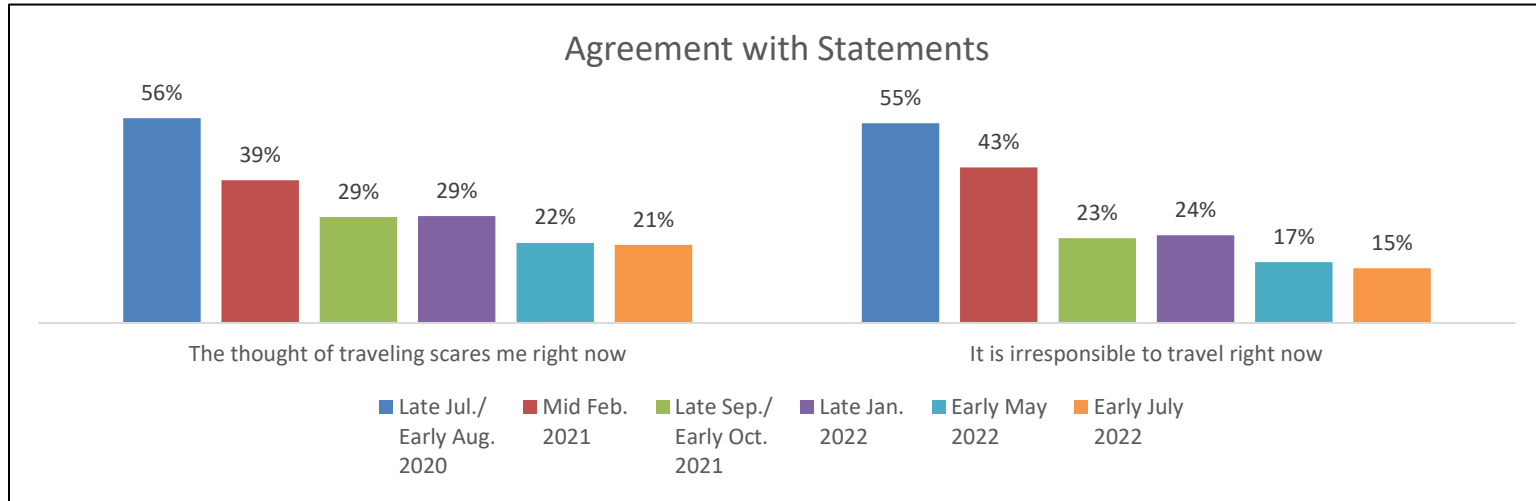
Boston	Late Jan. 2022	Early May 2022	Early July 2022
Florida	27%	23%	26%
California	18%	16%	19%
Disney World	18%	18%	13%
Disney Land	10%	13%	11%
Hershey Park/Hershey, PA	5%	8%	9%
Six Flags	16%	4%	8%
Anaheim, CA	5%	7%	8%
Disney	10%	7%	7%
Sea World	1%	1%	5%
Universal	9%	6%	3%
Los Angeles	2%	3%	3%
Ohio	1%	1%	2%
Virginia	2%	1%	2%
Williamsburg	1%	1%	1%
Cedar Point/Sandusky, OH	2%	4%	1%
Busch Gardens	4%	3%	0%
Carowinds	0%	0%	0%
Kings Dominion	1%	0%	0%
Kings Island/Cincinnati	0%	0%	0%

New York	Early May 2022	Early July 2022
Florida	20%	26%
Orlando	23%	25%
California	15%	20%
Disney World	14%	11%
Six Flags	11%	10%
Disney	10%	10%
Hershey Park/Hershey, PA	5%	9%
Disney Land	9%	8%
Universal	7%	6%
Virginia	2%	4%
Anaheim, CA	5%	4%
Busch Gardens	2%	4%
Los Angeles	5%	4%
Sea World	2%	3%
Williamsburg	3%	2%
Ohio	1%	1%
Cedar Point/Sandusky, OH	1%	1%

COVID-19 & PRICE OF TRAVEL PERCEPTIONS TRACKING

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

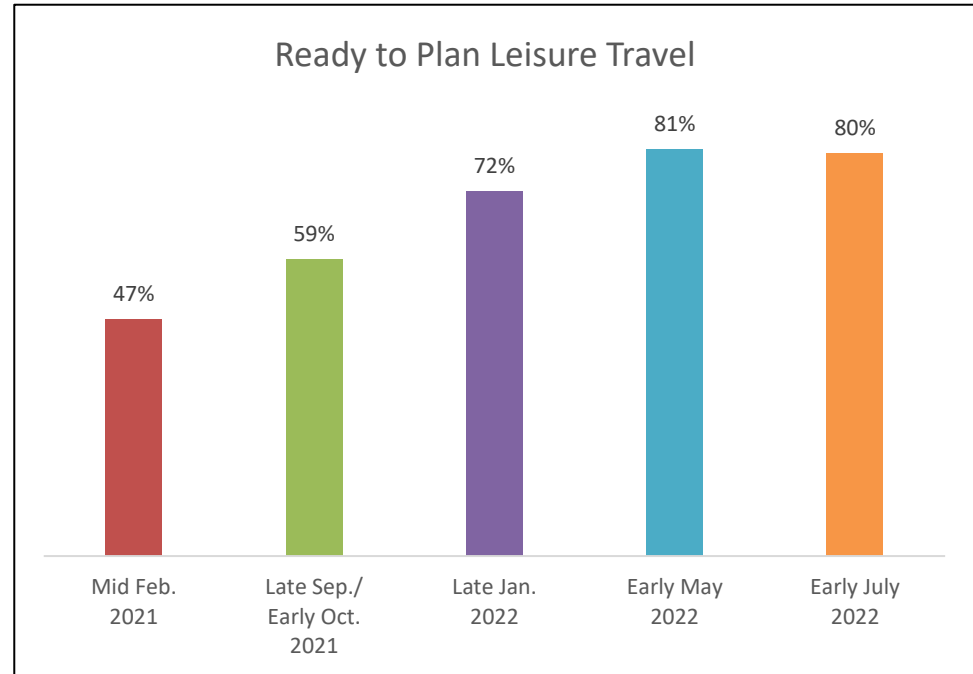
COVID-19 Travel Perceptions



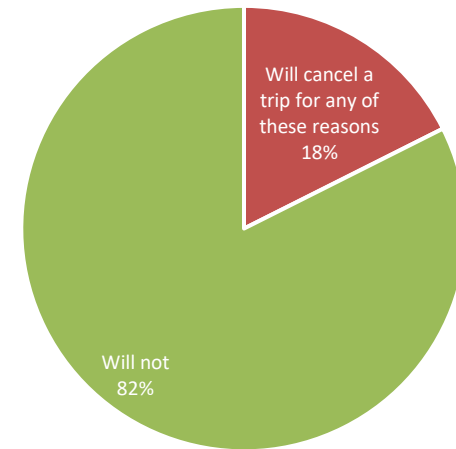
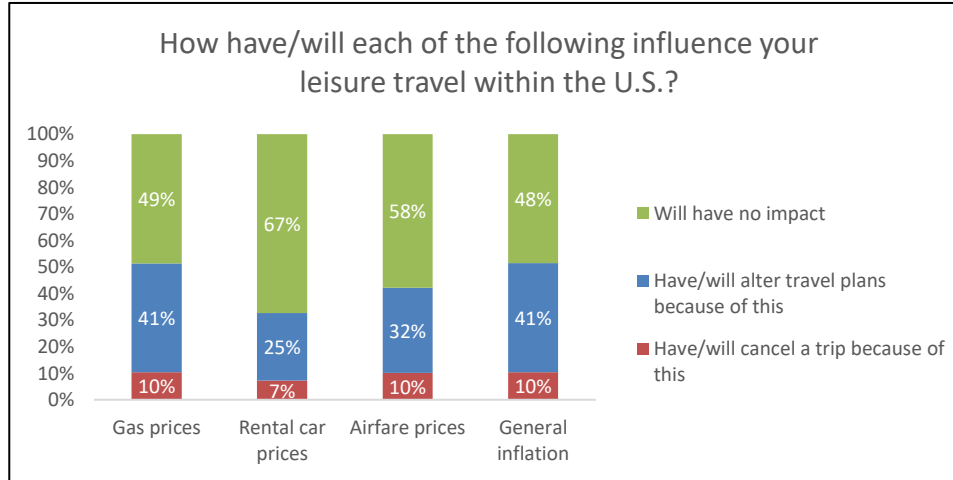
- The level of comfort with leisure travel has continued to improve, although the curve has flattened. New virus variants are preventing universal ease.

Leisure Travel Planning

- The percentage of consumers ready to plan leisure travel has not grown since the May survey. Again, lack of positive movement here is suppressed by lingering virus variants.



Price of Travel Impact



- About half of leisure travelers indicate that gas prices and inflation will alter or cancel leisure travel plans. Rental car and airfare prices will also affect a sizeable portion of consumers' plans. In aggregate, 18% indicate that they will cancel a trip for any of these reasons. So, as the downward pressure of the pandemic has softened, the industry faces a new set of challenges. That said, it is important to note that gas prices and inflation have historically not had a significant negative impact on leisure travel— so these results are likely overstating potential impacts.

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 July 2022 Wave
July 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				
We do so much on our trips that I need to rest when I return				

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1

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

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2

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

ROTATE	1	2	3	4	5
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					
Golf courses					

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?

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

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

- Yes
- No

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3

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

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

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

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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
- 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:

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5

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 RUNYAN 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/698337359
-------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------

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



BA_BBO_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>



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.



I:\Ads Master\Williamsburg\2022 Tracker\July Pulse



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



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



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



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



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



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



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



I:\Ads Master\Williamsburg\2022 Tracker\July Pulse\Archive 20220621 1936\Clara Johnson



I:\Ads Master\Williamsburg\2022 Tracker\July Pulse\Archive 20220621 1936\Witney Carson



I:\Ads Master\Williamsburg\2022 Tracker\July Pulse\Archive 20220621 1935



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/698324581>



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

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13

I:\Ads Master\Williamsburg\2022 Tracker\July Pulse\Archive 20220621 1936



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



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



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14

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



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



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



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15

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

AR1. please think about ALL of the advertising that you just saw. Please indicate how much you agree that these ads...

ROTATE	1 Disagree Strongly	2	3	4	5 Agree Strongly
Make Williamsburg look like a good place for a family trip					
Show experiences unique to Williamsburg					
Make Williamsburg look like a fun destination					
Show unexpected Williamsburg attractions and activities					
Show a place with a rich history					
Make Williamsburg seem exciting					
Show a place with unique local dining					
Make me feel welcome in Williamsburg					
Show a place that celebrates diversity					
Make Williamsburg look like a place with a forward thinking, innovative culture					

AR2. Please indicate how much you agree that these ads...

ROTATE	1 Disagree Strongly	2	3	4	5 Agree Strongly
Make me want to learn more about things to see and do in Williamsburg					
Make me want to visit Williamsburg for a leisure trip					

COVID-19 PERCEPTIONS MODULE

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

CV1a. How have/will each of the following influence your leisure travel within the U.S.?

	Have/will cancel a trip because of this	Have/will alter travel plans because of this	Will have no impact
Gas prices			
Rental car prices			
Airfare prices			
General inflation			

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					
It is irresponsible to travel right now					

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 LGBT+?
Yes
No
Prefer not to answer