

2022 Ad Effectiveness Research Spring/Summer ROI Wave

November 2022

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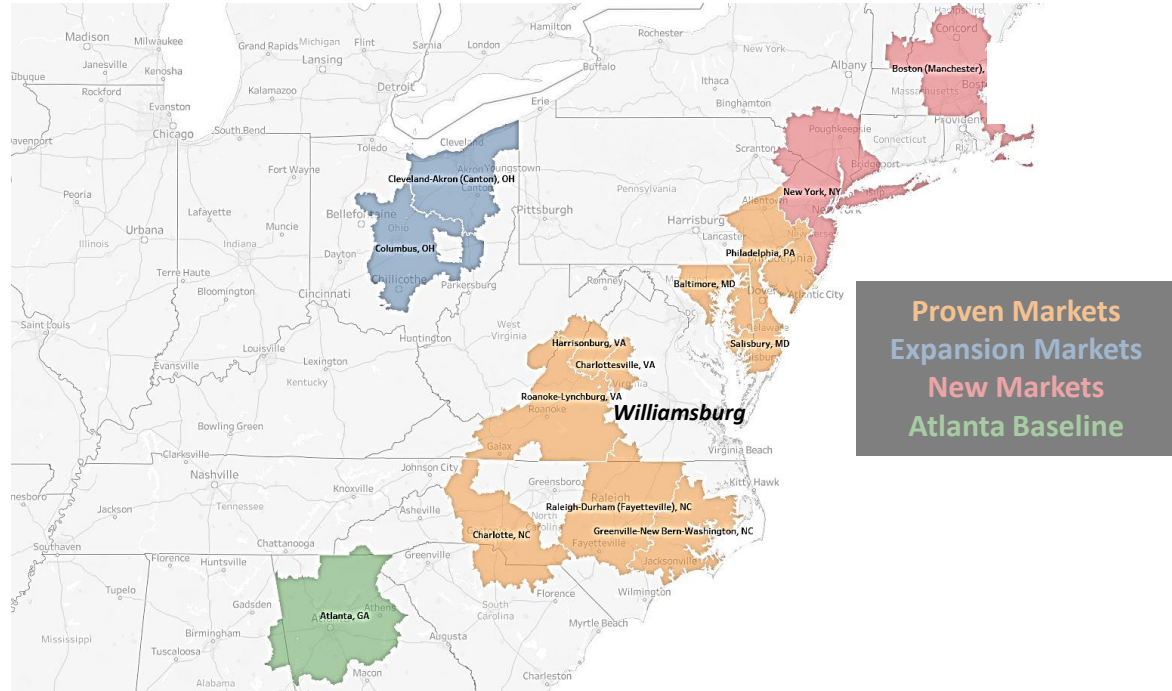
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Background & Objectives

- 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 influence and ROI of the advertising that ran from January through October 2022.
- The specific objectives of this research are to:
 - Track advertising awareness
 - Assess advertising impact on Williamsburg travel
 - Gauge the advertising influence on trip specifics
 - Explore baseline perceptions of Williamsburg in the Atlanta market

Methodology

- Data collection was 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 1,701 surveys were completed between October 18th and 26th, 2022.
- The research was conducted among leisure travelers in the markets shown on the map. Atlanta is included to gather baseline perceptions. This market is not included in the advertising influence calculations.
- 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.



Media Investment on the Ads Tested

- WTC ran ads in several media from January through October 2022. In total, WTC has invested \$11.5 million on these ad placements – \$5.6 million from January through April, \$2.3 million from May through June, \$3.0 million from July through September, and \$510,000 in October.
- 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
Digital Display Ad



Sample
Social Ad



Medium	Jan – Apr 2022	May – Jun 2022	Jul – Sep 2022	Oct 2022	Total
Linear TV/CTV	\$2,178,158	\$1,222,515	\$1,938,118	\$158,217	\$5,497,008
Digital Display/Video	\$1,778,632	\$595,983	\$924,445	\$263,568	\$3,562,628
Social/Influencer Content	\$302,583	\$198,823	\$76,354	\$57,038	\$634,799
Digital Articles (Content Partnerships)	\$203,063	\$16,438	\$0	\$0	\$219,500
Out of Home	\$1,157,896	\$251,004	\$0	\$0	\$1,408,900
Pandora	\$0	\$0	\$109,450	\$31,667	\$141,117
Total	\$5,620,332	\$2,284,763	\$3,048,367	\$510,490	\$11,463,951

Insights: Ad Awareness and ROI

- The addition of Boston and New York as target markets, along with generating a higher ad awareness percentage, resulted in the quantity of ad-aware households more than doubling year-over-year. The 2021 advertising reached 4.4 million households; the 2022 advertising reached 10 million households.
- The January through October 2022 advertising ultimately influenced travel to the Williamsburg, VA, area from all target markets. The advertising generated the strongest travel increment in New York.
- The 2022 advertising ultimately influenced about 432,000 trips to the Williamsburg area, resulting in \$832 million in visitor spending and a return of \$73 in visitor spending for each \$1 invested in the media buy.
- Ad-influenced trips grew by 39% year-over-year. And with higher average visitor spending, ad-influenced visitor spending more than doubled. The growth in average visitor spending is driven to some degree by inflation (the 2022 inflation rate is around 8%) but is driven to a greater degree by attracting visitors from New York who spent more on their trips.
- New York produced half of the ad-influenced trip spending, while Boston produced only 1%. New York was clearly a boon in its initial year, while Boston comes with some challenges like less positive perceptions of Williamsburg and distance from the destination.
- Generating media overlap drove the strong 2022 results and should continue to be a strategic goal when developing the media plan.
- The 2022 advertising not only influenced the decision to visit the Williamsburg area, but it also gave visitors ideas of things to do – leading to longer, more active and better trips with higher spending.

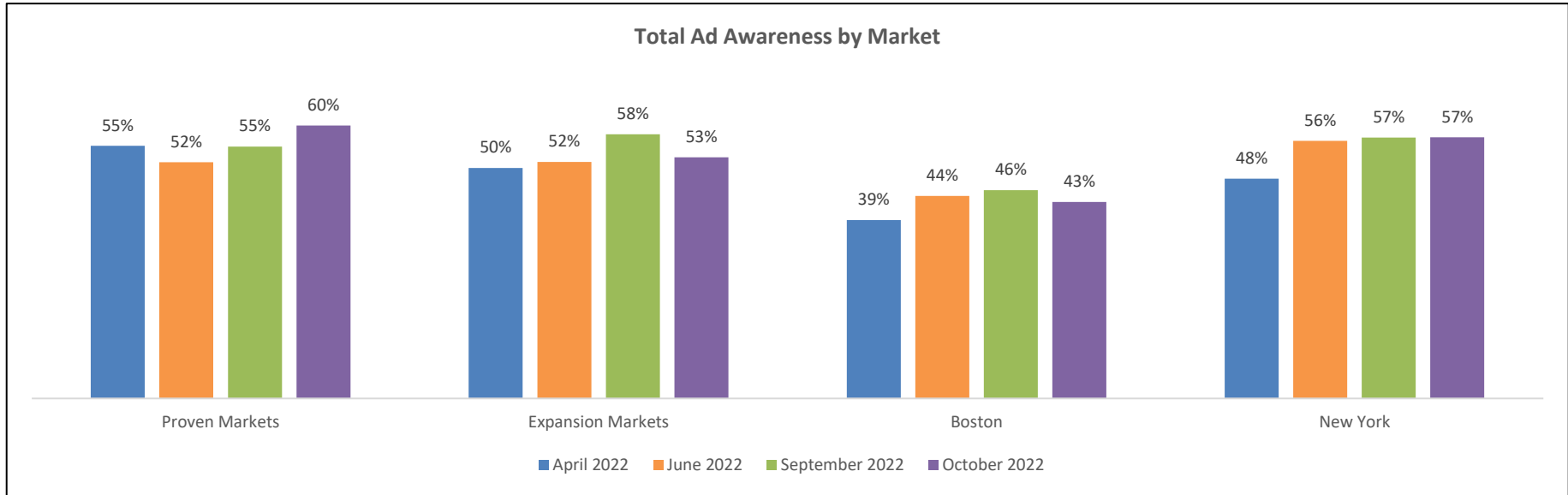
Insights: Atlanta Baseline

- As expected, Atlantans have comparatively low familiarity with Williamsburg as a place to visit for a leisure trip.
- Atlantans also have a less positive overall perception of Williamsburg than do consumers in the Proven markets, Expansion markets, and New York – but they rate the destination on par with Bostonians.
- Atlantans are familiar with and have a positive perception of nearby Charleston and Asheville.
- Atlantans know that Williamsburg is excellent for history and is family-friendly and safe. Otherwise, they give the destination average or below average ratings on the destination attributes.
- Atlantans' likelihood to visit is also low compared to all markets except Boston.

ADVERTISING AWARENESS

This first section is a review of advertising awareness with comparisons to the prior 2022 waves.

Tracking Ad Awareness by Market Group



- Despite the modest October media investment, awareness held steady in New York and grew in the Proven markets.
- New York shows the greatest ad awareness growth since the April wave (48% to 57%).

Peak Ad Awareness & Ad-Aware Households

	Proven Markets	Expansion Markets	Boston	New York	Total
Traveling HHs	7,962,378	1,933,678	1,917,007	5,738,517	17,551,580
Peak Ad Awareness	60%	58%	46%	57%	57%
Ad-Aware HHs	4,754,956	1,115,769	873,429	3,277,576	10,021,731

- The advertising impact/ROI calculation utilizes peak awareness levels achieved in each market.
- These awareness figures and the associated quantity of ad-aware households are provided in the table.
- Later, the level of ad-influenced (incremental) travel is applied to this base of ad-aware households.

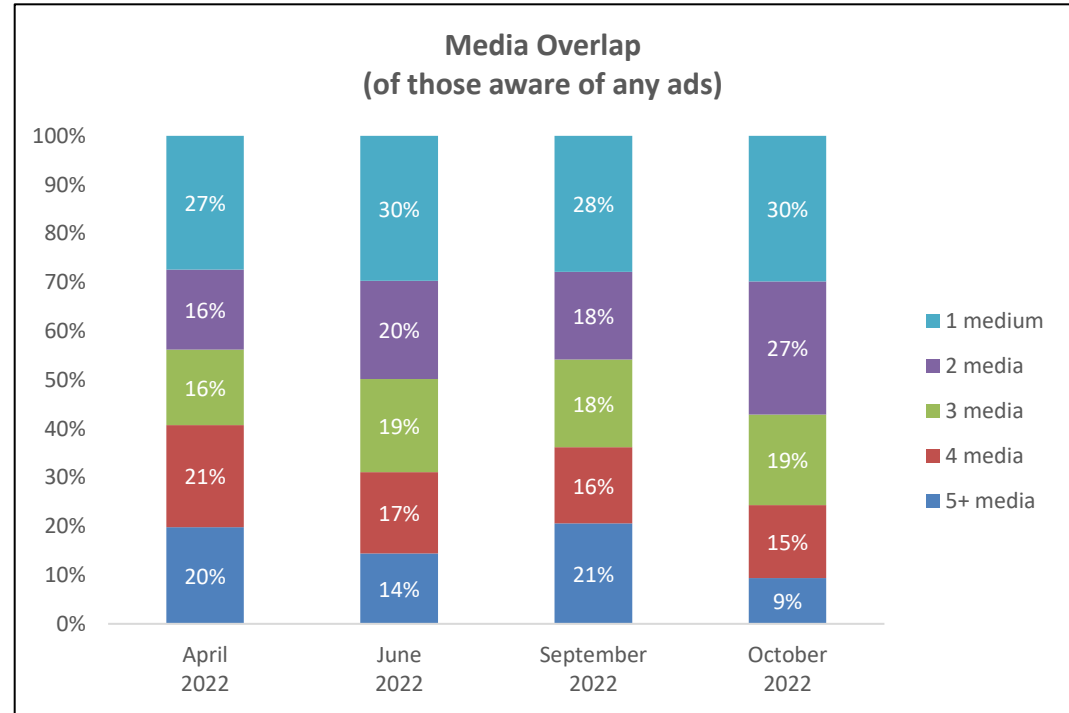
Peak Ad Awareness & Ad-Aware Households

- The addition of Boston and New York as target markets, along with generating a higher ad awareness percentage, resulted in the quantity of ad-aware households more than doubling year-over-year.

	2021 (Proven and Expansion Markets)	2022 (Proven and Expansion markets plus Boston and New York)	% Change
Traveling HHs	9,639,015	17,551,580	82%
Ad Awareness	46%	57%	24%
Ad-Aware HHs	4,435,601	10,021,731	126%

Media Overlap

- Generating media overlap is important, as exposing consumers to multiple messages generally results in greater impact. This impact is reviewed later.
- Overlap waned a bit in October, correlating with the decline in the media investment.

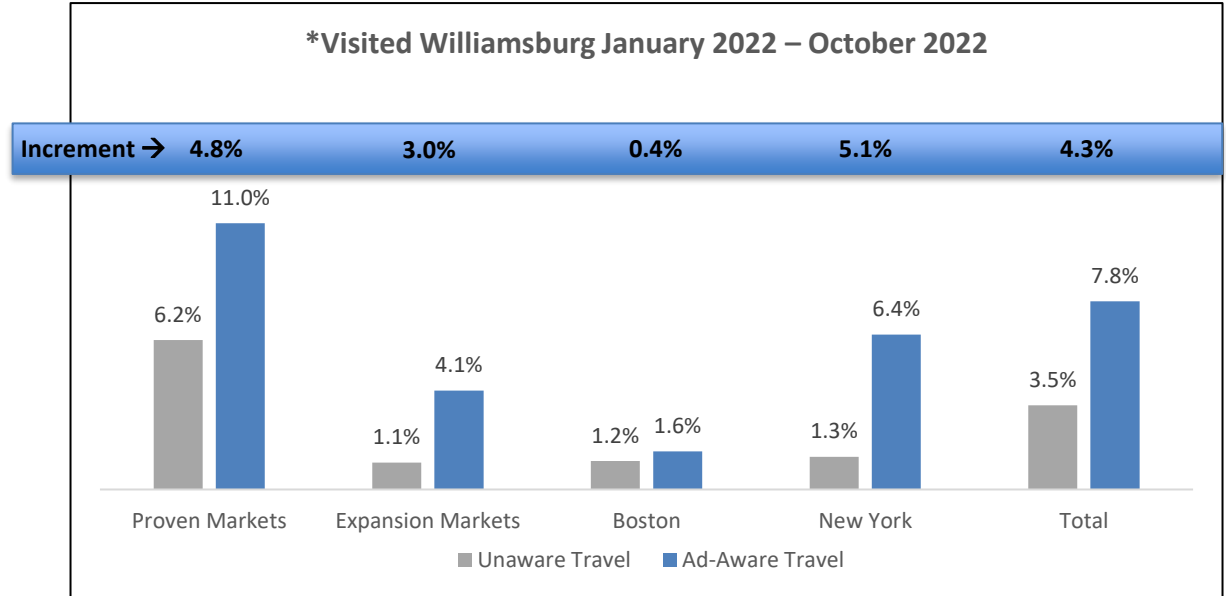


ADVERTISING IMPACT & ROI

This section compares the rates of Williamsburg travel among the ad-aware and unaware consumers. The lift or “increment” observed among those aware of the ads is considered influenced by the advertising.

2022 Ad Impact on Travel

- The January through October 2022 advertising ultimately influenced travel to the Williamsburg, VA, area from all target markets.
- The advertising generated the strongest travel increment in New York. The impact is also strong in the Proven markets.



*Not counting trips to visit family or friends.

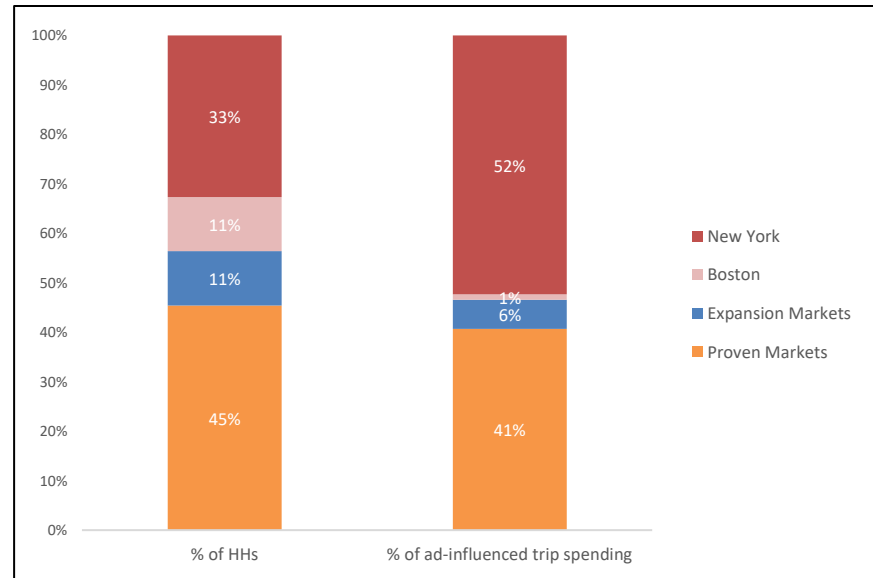
2022 Advertising Impact Calculation

- The January through October 2022 advertising ultimately influenced about 432,000 trips to the Williamsburg area, resulting in \$832 million in visitor spending and a return of \$73 in visitor spending for each \$1 invested in the media buy.
- New York produced the most ad-influenced trip spending. Market performance is evaluated in more detail on the following slide.

	Proven Markets	Expansion Markets	Boston	New York	Total
Traveling HHs	7,962,378	1,933,678	1,917,007	5,738,517	17,551,580
Ad Awareness	60%	58%	46%	57%	57%
Ad-Aware HHs	4,754,956	1,115,769	873,429	3,277,576	10,021,731
Incremental Travel %	4.8%	3.0%	0.4%	5.1%	4.3%
Ad-Influenced Trips	229,386	33,223	3,372	165,584	431,564
Avg. Trip Spending	\$1,476	\$1,476	\$2,631	\$2,631	\$1,928
Ad-Influenced Trip Spending	\$338,488,296	\$49,024,272	\$8,870,120	\$435,611,090	\$831,993,778
Media Investment					\$11,463,951
ROI					\$73

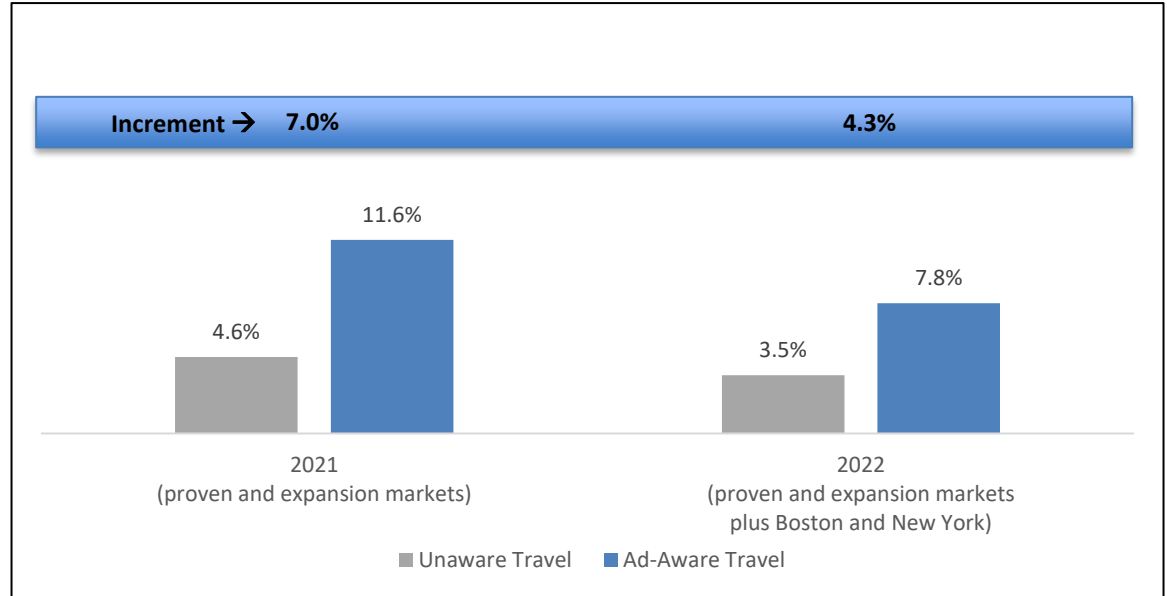
2022 Market Performance

- Comparing each market's proportion of households to its proportion of ad-influenced trip spending is a way to identify which markets over- and under-performed.
- New York stands out for over-performance in this regard as it accounts for 33% of households and 52% of ad-influenced visitor spending.
- In contrast, Boston under-performs by accounting for 11% of households and 1% of ad-influenced visitor spending.



Ad Impact on Travel Change

- The level of ad-influenced Williamsburg travel declined from 7.0% in 2021 to 4.3% in 2022.
- Some degree of decline was expected given the addition of two new target markets, as it takes time for advertising to wear in and influence travel.
- That said, adding these markets resulted in a dramatic gain in ad-aware households. The following slide shows that the impact of reaching more households outweighs the decline in the level of advertising influence.



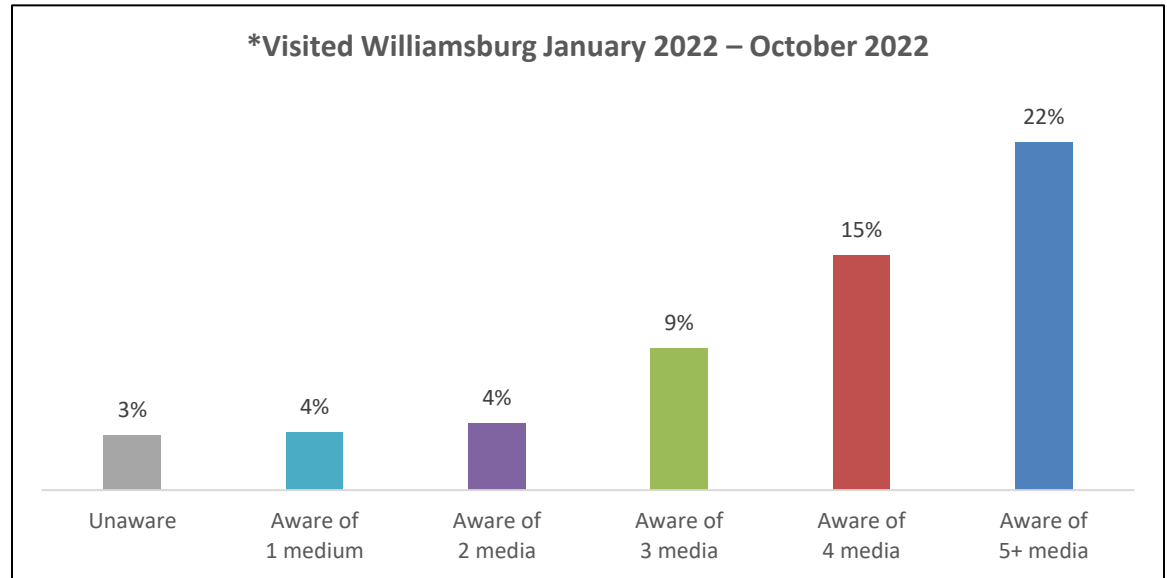
Economic Impact and ROI Change

- Ad-influenced trips grew by 39% year-over-year. And with higher average visitor spending, ad-influenced visitor spending more than doubled. The growth in average visitor spending is driven to some degree by inflation (the 2022 inflation rate is around 8%) but is driven to a greater degree by attracting visitors from New York who spent more on their trips.
- So, despite doubling the media investment the 2022 ROI is greater than the 2021 ROI.

	2021	2022	% Change
Traveling HHs	9,639,015	17,551,580	82%
Ad Awareness	46%	57%	24%
Ad-Aware HHs	4,435,601	10,021,731	126%
Incremental Travel %	7.0%	4.31%	-38%
Ad-Influenced Trips	310,718	431,564	39%
Avg. Trip Spending	\$1,307	\$1,928	48%
Ad-Influenced Trip Spending	\$406,199,872	\$831,993,778	105%
Media Investment	\$5,713,341	\$11,463,951	101%
ROI	\$71	\$73	2%

2022 Media Overlap Impact

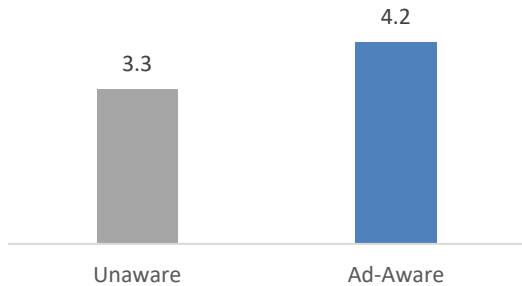
- We previously reviewed the level of advertising media overlap. Here we see that the combination of three or more ad media is what drove the strong overall level of ad-influenced travel.
- Generating overlap continues to be critical and should be a strategic goal when developing the media plan.



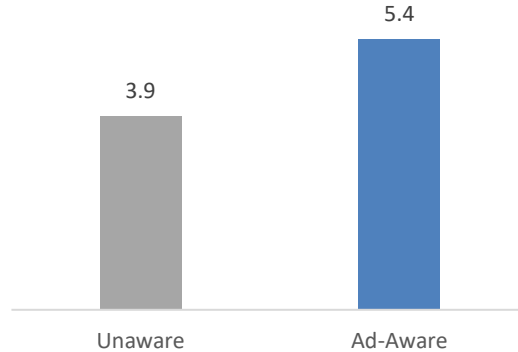
*Not counting trips to visit family or friends.

2022 Ad Impact on the Trip

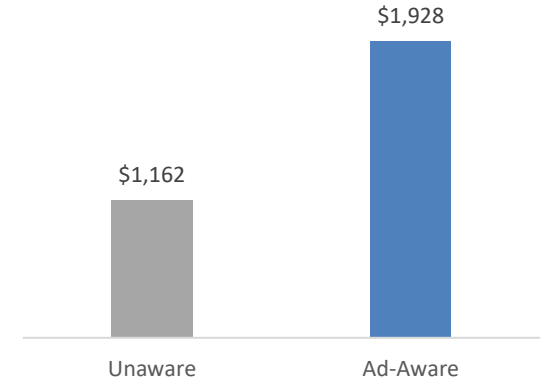
Avg. number of nights in Williamsburg



Avg. number of activities in Williamsburg



Avg. trip spending



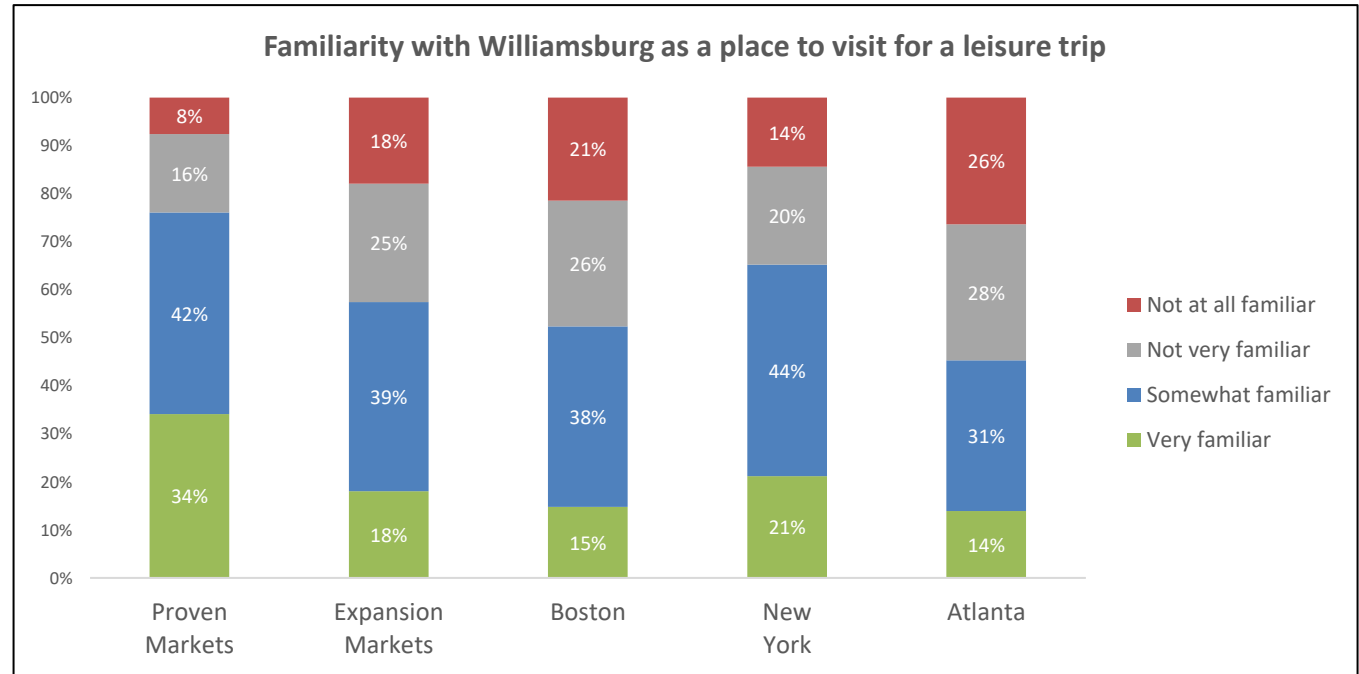
- The 2022 advertising not only influenced the decision to visit the Williamsburg area, but it also gave visitors ideas of things to do – leading to longer, more active and better trips with higher spending.

ATLANTA BASELINE

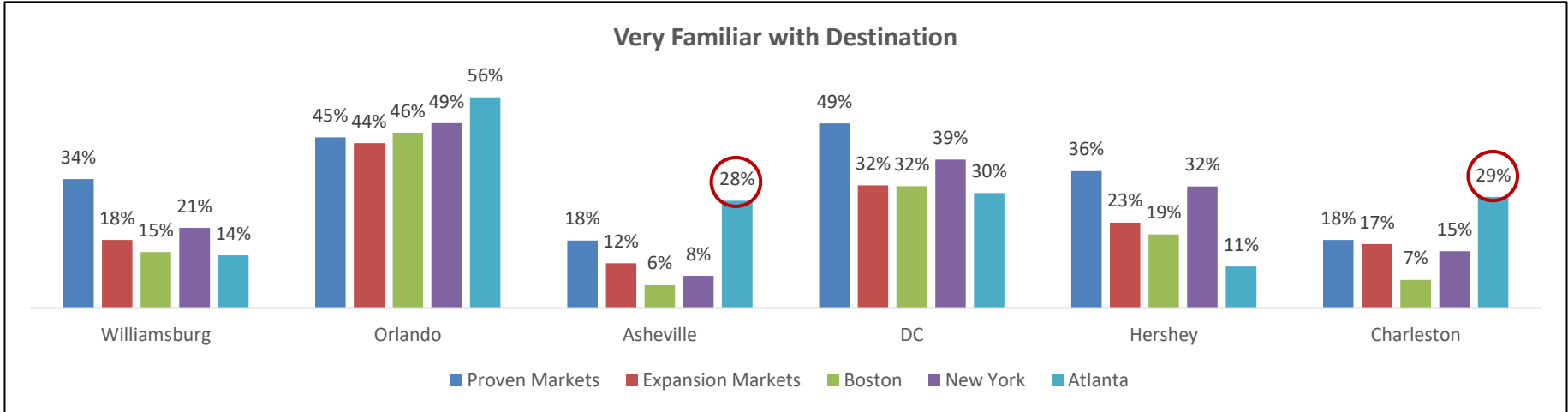
WTC is considering running advertising in Atlanta and desired to collect baseline consumer perceptions in this market. The following slides include key brand metrics in Atlanta as well as the existing target markets for comparison.

Familiarity

- As expected, Atlantans have comparatively low familiarity with Williamsburg as a place to visit for a leisure trip.



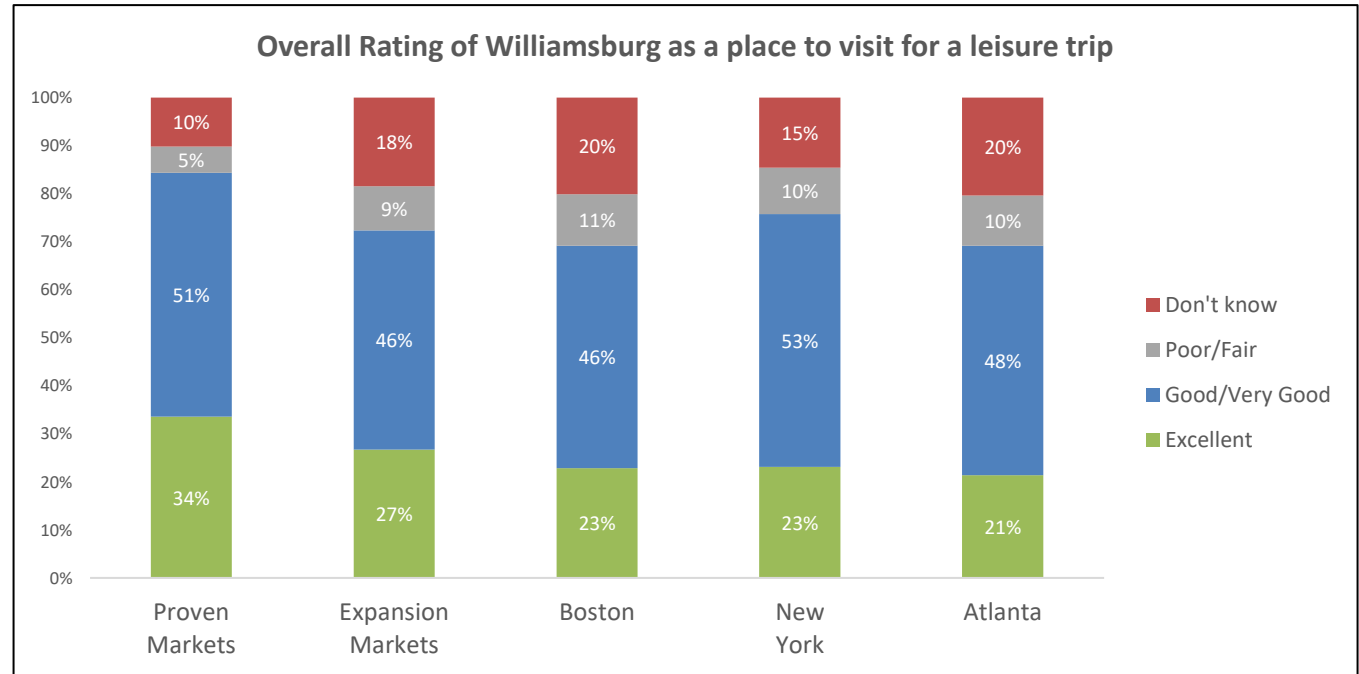
Familiarity with the Competitive Set



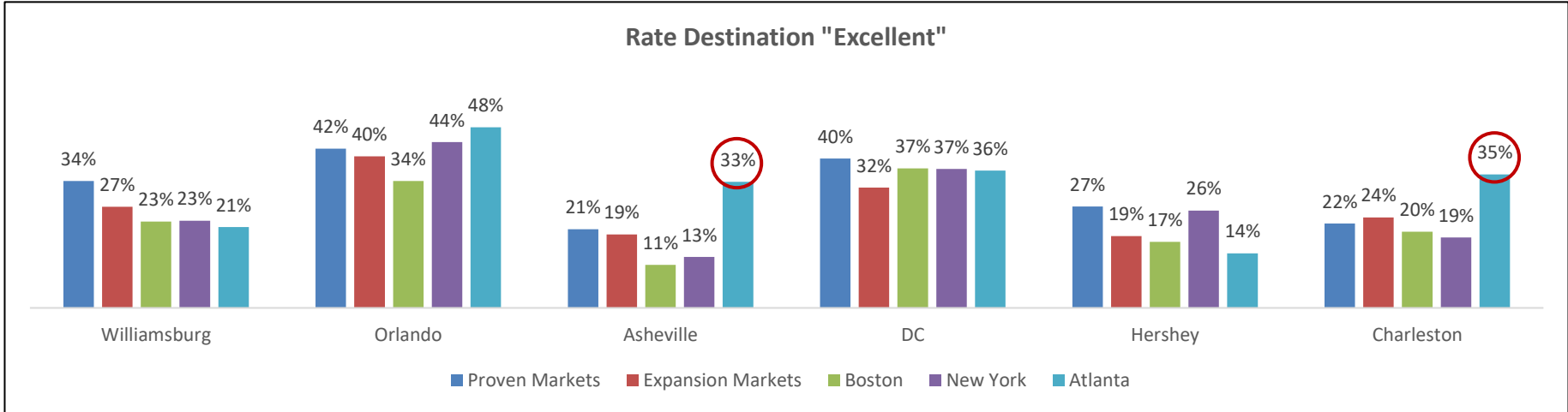
- Atlantans, like those from other markets, are most familiar with Orlando.
- In contrast to others, Atlantans have strong familiarity with Asheville and Charleston, which are both closer to Atlanta.

Overall Rating

- Atlantans also have a less positive overall perception of Williamsburg than do consumers in the Proven markets, Expansion markets, and New York.
- But they rate the destination on par with Bostonians.



Overall Rating of the Competitive Set



- The overall ratings results align with the familiarity results. That is, Orlando gets strong ratings across target markets. And Atlantans are more positive than those from other markets about the nearby destinations of Asheville and Charleston.

Detailed Image

Rating compared to SMARInsights' destination ratings benchmarks:

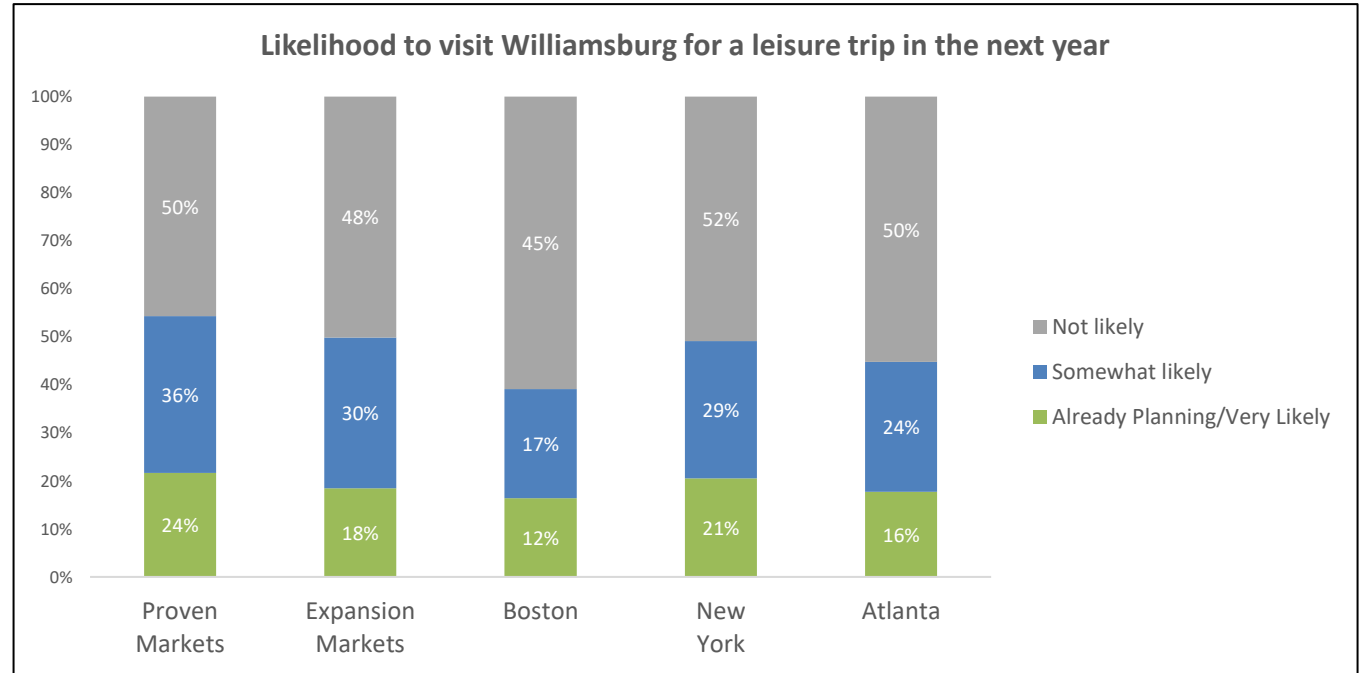
Excellent (top 10%)
Good (top 25%)
Average
Below Average

Williamsburg mean rating on a 5-point scale for...	Proven Markets	Expansion Markets	Boston	New York	Atlanta
Historic sites and landmarks	4.23	4.08	3.87	4.06	4.10
Family friendly	4.18	3.91	3.77	3.99	3.85
A safe place to visit	4.00	3.72	3.68	3.91	3.78
Cultural attractions	3.92	3.80	3.59	3.79	3.71
A place with a welcoming culture	3.90	3.62	3.49	3.73	3.62
A fun destination	3.90	3.58	3.37	3.74	3.51
Unique experiences	3.90	3.74	3.54	3.76	3.66
Unique local dining	3.73	3.61	3.40	3.61	3.51
An exciting destination	3.72	3.52	3.35	3.58	3.45
Shopping	3.71	3.44	3.29	3.55	3.49
Has unexpected attractions and activities	3.62	3.44	3.40	3.56	3.50
An open-minded place	3.61	3.46	3.28	3.58	3.50
A place that celebrates diversity	3.52	3.39	3.21	3.48	3.40
A place with a forward thinking, innovative culture	3.51	3.30	3.21	3.51	3.42
Black history sites and landmarks	3.39	3.31	3.26	3.43	3.28
Golf courses	3.07	3.06	3.00	3.16	3.07

- Atlantans know that Williamsburg is excellent for history and is family-friendly and safe.
- Overall, they give Williamsburg better ratings than do Bostonians.

Likelihood to Visit

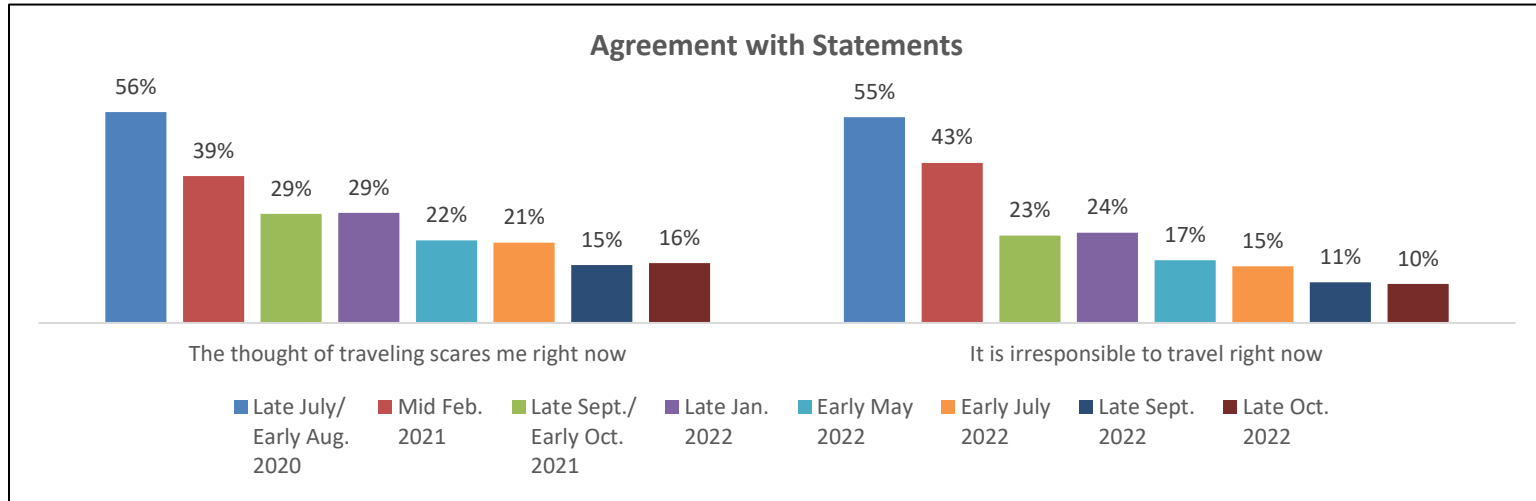
- Atlantans' likelihood to visit is also low compared to all markets except Boston.
- This baseline review of Atlanta shows that there is opportunity to move the needle and that despite a lack of advertising in this market it is not too far behind the existing markets.
- Interestingly, this exercise also highlights the challenges WTC faces with Bostonians given their perception of the destination and the comparatively weak advertising influence results.



COVID-19 & PRICE OF TRAVEL PERCEPTIONS TRACKING

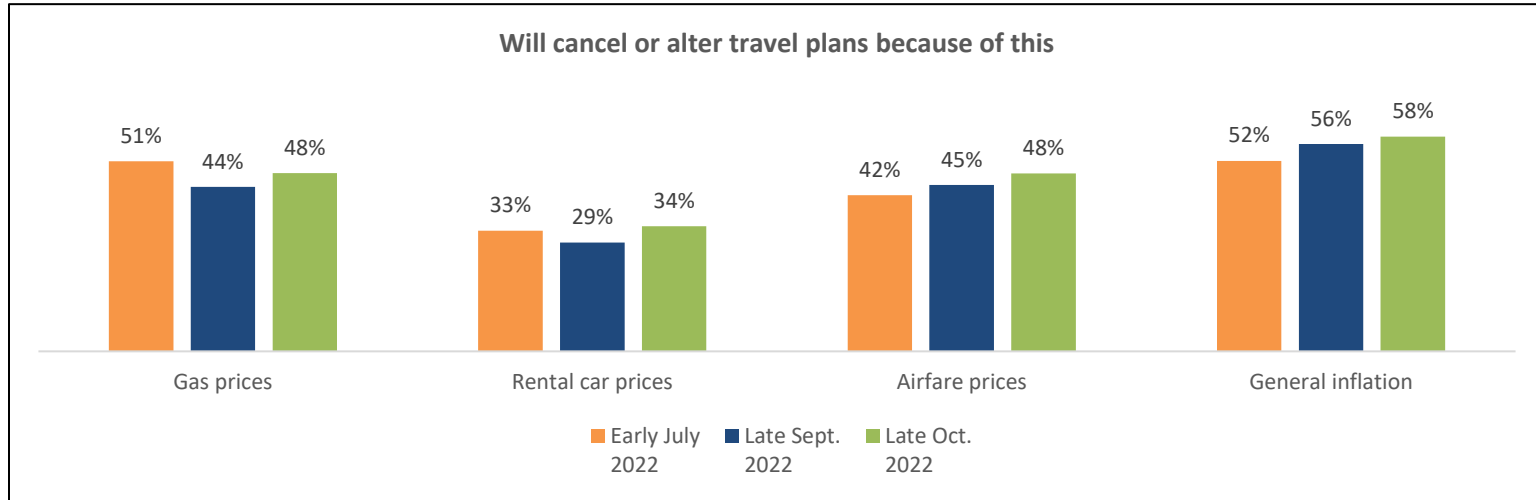
The last section of this report tracks the results of the COVID-19 and price-related questions in order to provide context regarding the leisure traveler mindset.

COVID-19 Travel Perceptions



- There is a clear overall trend of increased comfort with leisure travel as we emerge from the pandemic.

Price of Travel Impact



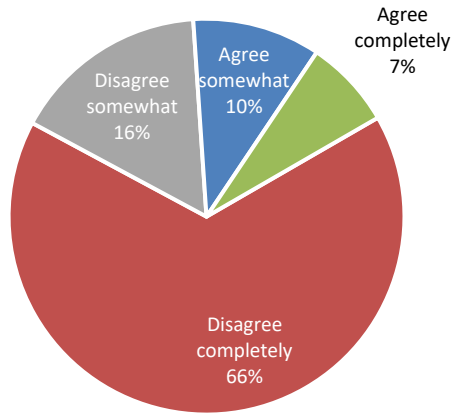
- The potential negative impact of the price of travel strengthened in October. Consumers are concerned about the price of travel, although these impacts are likely overstated based on prior evaluation of self-reported impacts compared to actual impacts.

APPENDIX: GOLF IMAGE

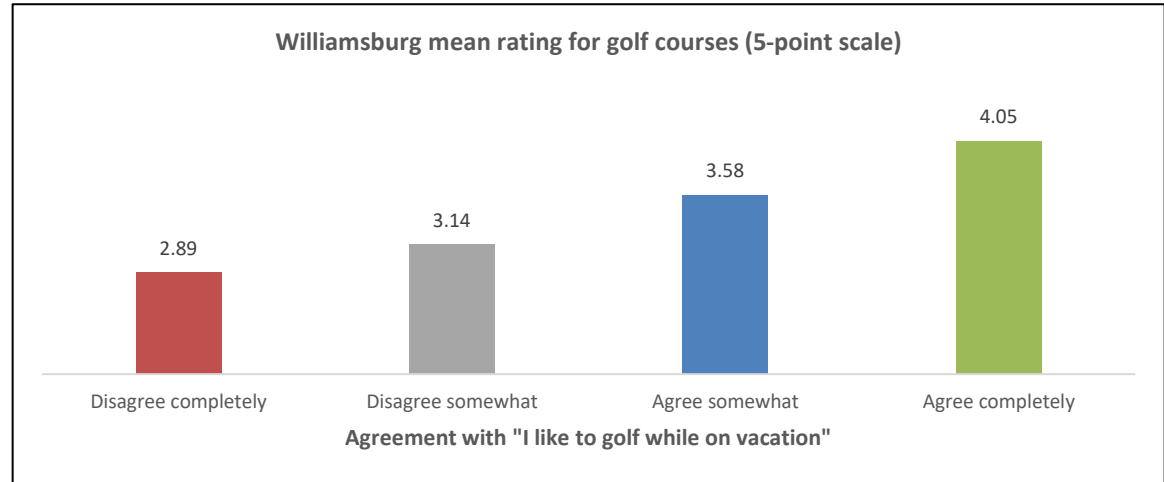
Prior research has shown that Williamsburg has a weak perception as a golf destination among all consumers. The following slides explore this perception among golf travelers (those who like to golf while on vacation and those who did golf while on their Williamsburg trip).

Williamsburg Golf Image Among Golf Travelers

I like to golf while on vacation

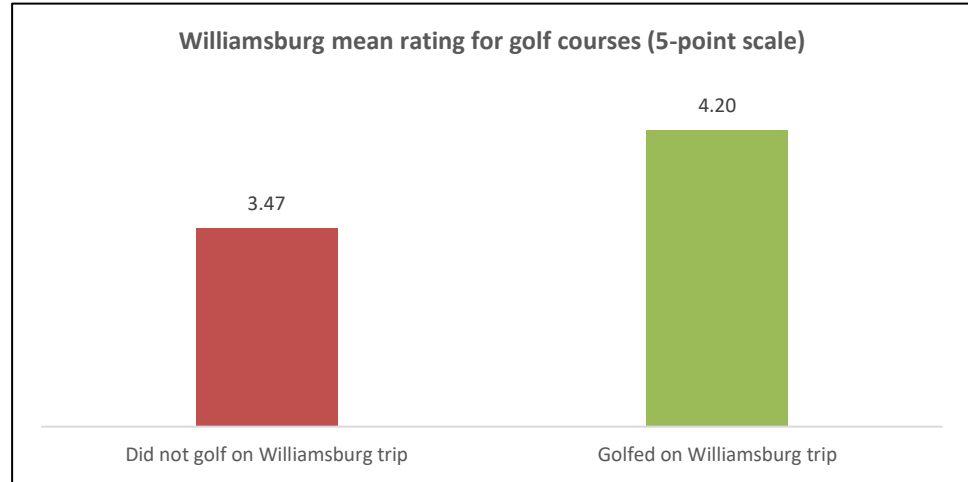
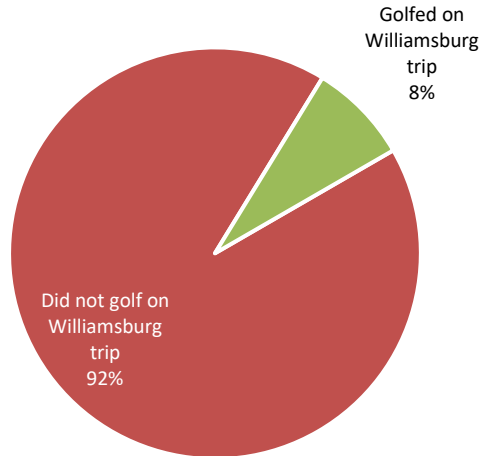


Williamsburg mean rating for golf courses (5-point scale)



- Avid golf travelers are only 7% of the population.
- These avid golfers rate Williamsburg in the excellent benchmark range (4.0 or higher) for golf courses.

Williamsburg Golf Image Among Golf Visitors



- Of Williamsburg visitors, 8% indicate that they golfed while on their trip – aligning with the incidence of avid golf travelers.
- These golf visitors are even more positive about Williamsburg as a golf destination, giving it a rating of 4.2 on a 5-point scale.

APPENDIX: QUESTIONNAIRE

Williamsburg Tourism Council
Pulse Study Questionnaire September 2022 Wave
C. Williamsburg 2022 Oct Pulse - CWIL118
October 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 and my spouse/partner
3. My spouse/partner **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				

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1

	Disagree completely	Disagree somewhat	Agree somewhat	Agree completely
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				
I like to golf while on vacation				

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 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					
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?

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

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.

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

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:

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

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:

IF AWARE OF ANY VIDEO ADS, SKIP REMAINING VIDEO ADS.

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

		
Spring-Break---Culture-Questers---15.mp4	Spring-Break---Seers-Doers---15.mp4	Spring-Break---SIMPLE-STRIVERS---15.mp4
https://vimeo.com/698335882	https://vimeo.com/698336520	https://vimeo.com/698337359

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



ASK A1 FOR EACH VIDEO AD

A1. Have you seen this ad before?

Yes

No

DIGITAL ARTICLES:

IF AWARE OF ANY DIGITAL ARTICLES, SKIP REMAINING 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?

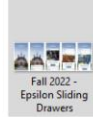
Yes

No

DIGITAL BANNER:

SHOW THESE ADS ON THE SAME SCREEN AND ASK AWARENESS OF EACH

I:\Ads Master\Williamsburg\2022 Tracker\October ROI Wave\ROI AdWave 10_12_22



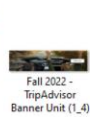
Fall 2022 - Epsilon Sliding Drawers



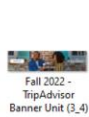
Fall 2022 - Facebook Carousel



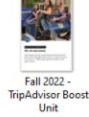
Fall 2022 - Sojern Native Unit



Fall 2022 - TripAdvisor Banner Unit (1,4)



Fall 2022 - TripAdvisor Banner Unit (3,4)



Fall 2022 - TripAdvisor Boost Unit



Fall 2022 - TripAdvisor Horizon Unit (Desktop)

IF AWARE TO ANY OF THE PREVIOUS DIGITAL BANNER ADS, PLEASE SKIP THE REMAINING DIGITAL BANNER ADS.

THEN, IF SKIP REMAINING DIGITAL BANNERS IF AWARE OF ANY

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

SHOW ADS ON SAME PAGE AND ASK AWARENESS OF EACH.



21-WTC-0662_fy22jan_f88_devour_book_30x25-0



21-WTC-0662_fy22jan_experience_book_728x90



21-WTC-0662_fy22jan_hatter_small_book_300x60-0



21-WTC-0662_fy22jan_waddlers_online_book_300x250

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



I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\STATIC BANNERS\STATIC BANNERS\F&B\BOOK NOW



wtc_0023_site-traffic_static-display-ba
nner_food&bev-book_fall_300x250



wtc_0023_site-traffic_static-display-ba
nner_food&bev-book_fall_300x600

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\STATIC BANNERS\STATIC BANNERS\GENERAL MOBILE\PLAN NOW



wtc_0023_site-traffic_static-display-banner_gene
ral-1-plan_fall_320x50



wtc_0023_site-traffic_static-display-banner_gene
ral-2-plan_fall_320x50

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\STATIC BANNERS\STATIC BANNERS\HISTORY\BOOK NOW



wtc_0023_site-traffic_static-display-banner_hist
ory-book_fall_300x250

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\STATIC BANNERS\STATIC BANNERS\OUTDOOR\PLAN NOW



Digital1. Have you seen this ad before?

Yes
No

PANDORA:

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\Pandora

RANDOMLY SHOW 1 OF THE 3 PANDORA ADS

All are 30-sec		
		
V3_CultureQuesters.mp3 https://vimeo.com/744293955	V3_See-ersDo-ers.mp3 https://vimeo.com/744293987	V3_SimplicityStrivers.mp3 https://vimeo.com/744294023

Have you heard this ad before?

Yes
No

SOCIAL:

I:\Ads Master\Williamsburg\2022 Tracker\October ROI Wave\September + October WTC Influencer Content

SHOW THESE TWO ON THE SAME SCREEN AND ASK AWARENESS OF EACH



Benny Or - IG 1

Benny Or - IG 2

ASK AWARENESS OF JAMIE CHUNG AND ONE RANDOM TIKTOK VIDEO



Jamie Chung - Instagram Reel



Rio Travelers - TikTok 1



Rio Travelers - TikTok 2



Rio Travelers - TikTok 3

Jamie Chung Reel:
<https://vimeo.com/759637514>
 33sec
 Rio Travelers Tik Tok 1:
<https://vimeo.com/759637555>
 46sec
 Rio Travelers Tik Tok 2:
<https://vimeo.com/759637637>
 25sec
 Rio Travelers Tik Tok 3:
<https://vimeo.com/759637685>
 17sec

Have you seen this social media ad before?

Yes
No

IF AWARE TO ANY OF THE PREVIOUS SOCIAL MEDIA ADS, PLEASE SKIP THE REMAINING SOCIAL MEDIA ADS.

THEN, IF SKIP REMAINING SOCIAL ADS AWARE OF ANY

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\July and August - WTC Influencer Content Screenshots\Anna Hartman - July 2022 (IG Stories)



Casa Pearl (1)



Casa Pearl



Column 15 Coffee (2)



Ripley's Believe It or Not (2)

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\July and August - WTC Influencer Content Screenshots\Josh Bernstein - July 2022 (IG Post + Stories)



Photo Jul 26, 3 06 25 PM



Photo Jul 26, 7 45 46 PM



Photo Jul 27, 2 21 56 PM



Screen Shot 2022-08-03 at 6:58:42 PM

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\July and August - WTC Influencer Content Screenshots\Marissa Strang - August 2022 (IG Stories)



IMG_0571



IMG_0573



Photo Aug 13, 12 11 11 PM



Photo Aug 14, 4 01 09 PM



Photo Aug 14, 8 48 49 PM



Photo Aug 14, 9 14 55 AM



Photo Aug 14, 12 54 48 PM



Photo Aug 15, 5 22 05 AM

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\July and August - WTC Influencer Content Screenshots\Nicole Sunderland - July 2022 (TikTok)



Screen Shot 2022-08-26 at 11:15:58 AM



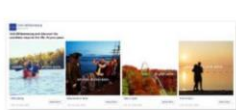
Screen Shot 2022-08-26 at 11:16:19 AM

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\Nicole Sunderland

Show one of two randomly. Next button to appear after 30 secs

<p>Video 1</p>	<p>Video 2</p>
<p>Video 1.mov https://vimeo.com/744287024</p>	<p>Video 2.mov https://vimeo.com/744287318</p>

I:\Ads Master\Williamsburg\2022 Tracker\September Pulse\Social



FB



Social1

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

- Yes
- No

IF AWARE TO ANY OF THE PREVIOUS SOCIAL ADS, PLEASE SKIP THE REMAINING SOCIAL ADS... SKIP ANY REMAINING SOCIAL ADS ONCE RESPONDENT IS AWARE OF ANY SOCIAL AD

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

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



BON_APPETIT

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



Social In Feed Video 2 Spring 2022



Social In Feed Video 1 Spring 2022



FB Post 1 Spring 2022



FB Post 2 Spring 2022



Social In Feed Video 1 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



Anna Hartman (1)



Anna Hartman (2)



Anna Hartman (3)



Anna Hartman (4)



Anna Hartman (5)



Anna Hartman (6)



Anna Hartman (7)

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



Frederick Murphy (1)



Frederick Murphy (2)



Frederick Murphy (3)



Frederick Murphy (4)



Frederick Murphy (5)



Frederick Murphy (6)

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



Justin Chapple (1)



Justin Chapple (2)



Justin Chapple (3)



Justin Chapple (4)



Justin Chapple (5)



Justin Chapple (6)



Justin Chapple (7)

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



Ciara Johnson (1)



Ciara Johnson (2)



Ciara Johnson (3)



Ciara Johnson (4)

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



Witney Carson (1)



Witney Carson (2)



Witney Carson (3)



Witney Carson (4)

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



Archive 20220621 1935 (1)



Archive 20220621 1935 (2)



Archive 20220621 1935 (3)



Archive 20220621 1935 (4)

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/698334581>



Part 4 Williamsburg VA

<https://vimeo.com/699529723>

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

		
Romantic Weekend	Spring Break	Unique Things To Do
Romantic Weekend.mp4	Spring Break.mp4	Unique Things To Do.mp4
https://vimeo.com/724603537	https://vimeo.com/724603672	https://vimeo.com/724603805

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

New York Only:

I:\Ads Master\Williamsburg\2022 Tracker\April Pulse\Out of Home\New York



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.



EML1. Have you received an email like this before?

Yes

No

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 LGBTQ+?

- Yes
- No
- Prefer not to answer