

2022 Fall & Holiday and Year-End Ad Effectiveness ROI Research

February 2023

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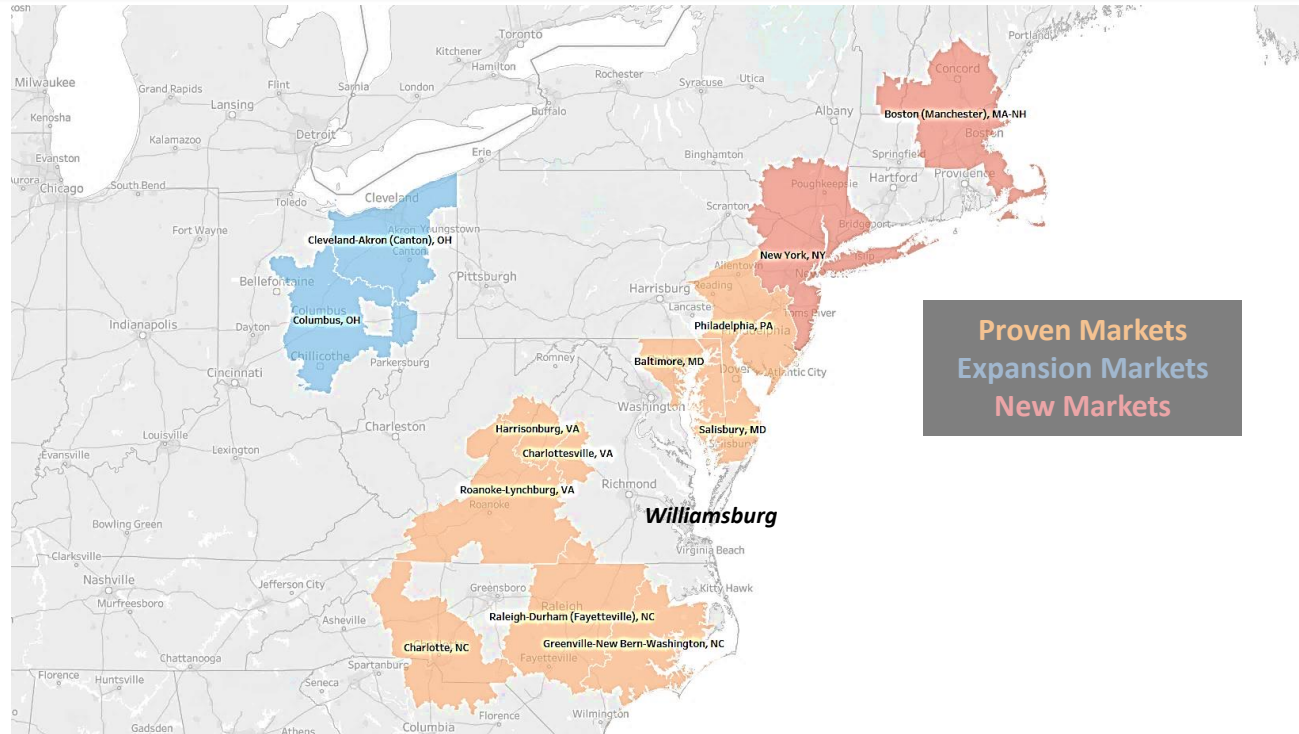
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Background & Objectives

- 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 in November and December 2022, as well as the same measures for all ads that ran throughout calendar year 2022.
- The specific objectives of this research are to:
 - Evaluate fall/holiday advertising awareness
 - Assess advertising impact and calculate the return on the fall and holiday media investment
 - Calculate a total 2022 ROI
 - Review Williamsburg trip specifics

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 1,501 surveys were completed between January 12th and 20th, 2023.
- 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

- During November and December 2022, WTC ran fall & holiday themed ads as well as other general ads that had run earlier in the year.
- The 2022 fall and holiday themed assets tested include digital display and social media advertising. Samples of the ads are shown below. The entire collection of ads tested can be found in the questionnaire in the Appendix.
- WTC invested \$877,000 in the November and December advertising. WTC previously invested \$11.4 million in the 2022 advertising, for a total 2022 investment of \$12.2 million on the ads tested.

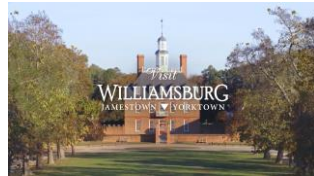
Sample Fall/Holiday
 Digital Display Ad



Sample Fall/Holiday
 Social Ad



Sample Other
 Video Ad



Medium	Jan – Apr 2022	May – Jun 2022	Jul – Sep 2022	Oct 2022	Nov – Dec 2022	Total 2022
Linear TV/CTV	\$2,178,158	\$1,222,515	\$1,938,118	\$158,296	\$130,250	\$5,627,337
Digital Display/Video	\$1,778,632	\$595,983	\$924,445	\$154,949	\$475,793	\$3,929,801
Social/Influencer Content	\$302,583	\$198,823	\$76,354	\$55,618	\$162,764	\$796,143
Digital Articles (Content Partnerships)	\$203,063	\$16,438	\$0	\$0	\$0	\$219,500
Out of Home	\$1,157,896	\$251,004	\$0	\$0	\$0	\$1,408,900
Pandora	\$0	\$0	\$109,450	\$31,110	\$107,971	\$248,531
Total	\$5,620,332	\$2,284,763	\$3,048,367	\$399,973	\$876,778	\$12,230,212

Insights: Fall & Holiday

- The fall and holiday themed ads generated 37% awareness, reaching about 6.6 million leisure traveling households in the target markets.
- Fall and holiday themed ad awareness is highest in the proven markets. The proven markets account for about half of the ad-aware households. New York accounts for nearly a third of ad-aware households. Combined, the expansion markets and Boston only account for about 20% of ad-aware households.
- Fall and holiday themed ad awareness is generally higher among younger consumers. The Gen X & Millennial Families and the See-ers & Do-ers have higher awareness than the other target groups.
- The fall and holiday advertising influenced Williamsburg travel from the proven and expansion markets and New York. There was no ad-influenced travel during this short time period from Boston.
- The fall and holiday advertising influenced about 54,000 Williamsburg trips and about \$75 million in visitor spending during November and December. The return on the fall and holiday ads is \$86 in visitor spending for each \$1 invested in the media.
- Ad-influenced trips, visitor spending, and ROI are all up compared to the 2021 fall and holiday results.

Insights: Total 2022

- Overall, the 2022 advertising influenced about 485,000 Williamsburg trips that resulted in about \$900 million in visitor spending:
 - About 431,000 ad-influenced trips and \$832 million in 2022 ad-influenced visitor spending was from the January through October period.
 - About 54,000 ad-influenced trips and \$75 million in 2022 ad-influenced visitor spending was from the November through December period.
- The total 2022 ROI is \$74 in visitor spending for each \$1 invested in the media.
- Compared to 2021, the 2022 advertising generated more Williamsburg trips, more visitor spending, and a stronger ROI despite a 74% increase in the media investment (see table).

	Total 2021	Total 2022	% Change
Ad-Influenced Trips	355,611	485,082	36%
Avg. Trip Spending	\$1,318	\$1,870	42%
Ad-Influenced Trip Spending	\$468,615,713	\$907,337,478	94%
Media Investment	\$7,109,576	\$12,340,729	74%
ROI	\$66	\$74	11%

Insights: Trip Specifics by Generation

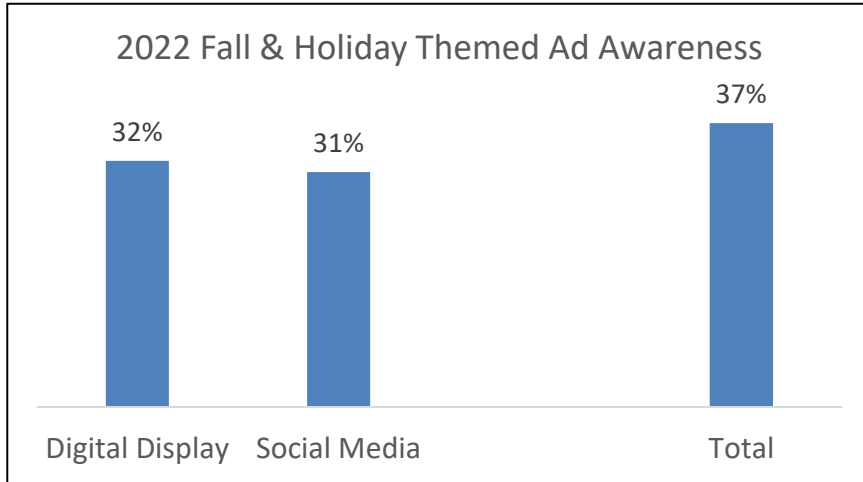
- Some notable differences are seen in Williamsburg trip specifics across age groups that provide opportunity for targeted marketing:

Williamsburg Trip Specifics	Gen Z	Millennials	Gen X	Boomers
Trip information sources	Travel advice websites Social media	Social media Online reviews Travel advice websites Guide books	Destination website	Destination website Travel advice websites Travel guides Articles
Lodging	Hotel VRBO/Airbnb	Hotel VRBO/Airbnb	Hotel	Hotel
Top trip activities	Busch Gardens Museums Local shops Outlet shops Local restaurants Mini-golf Outdoor recreation	Busch Gardens Jamestowne Settlement Outdoor recreation Local restaurants Botanical Gardens Williamsburg public areas Outlet shops	Busch Gardens Local restaurants Local shops Williamsburg public areas Museums Historic Jamestowne Williamsburg Pottery	Local restaurants Williamsburg public areas Local shops Outlet shops Museums Colonial Williamsburg Historic Jamestowne

FALL & HOLIDAY THEMED ADVERTISING AWARENESS

This section evaluates awareness of the 2022 fall and holiday themed digital banner and social media ads.

Fall & Holiday Themed Ad Awareness

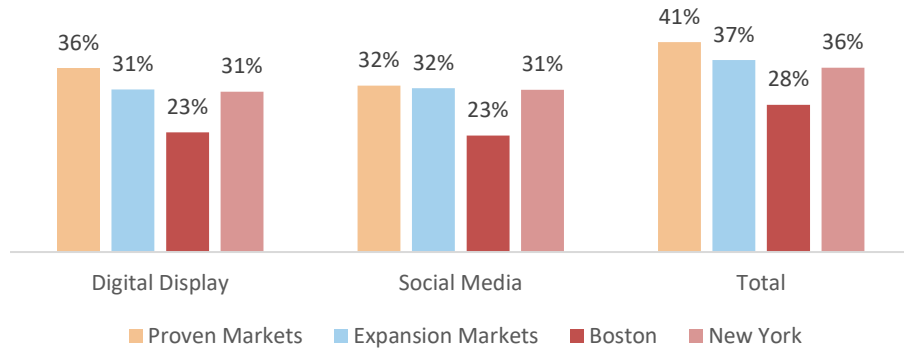


Traveling HHs	17,779,523
Fall & Holiday Themed Ad Awareness	37%
Ad-Aware HHs	6,630,358

- The 2022 fall and holiday themed digital display and social media ads each reached just under a third of target market consumers.
- Combined, these ads generated 37% awareness, which translates to about 6.6 million ad-aware households.

Fall & Holiday Themed Ad Awareness by Market

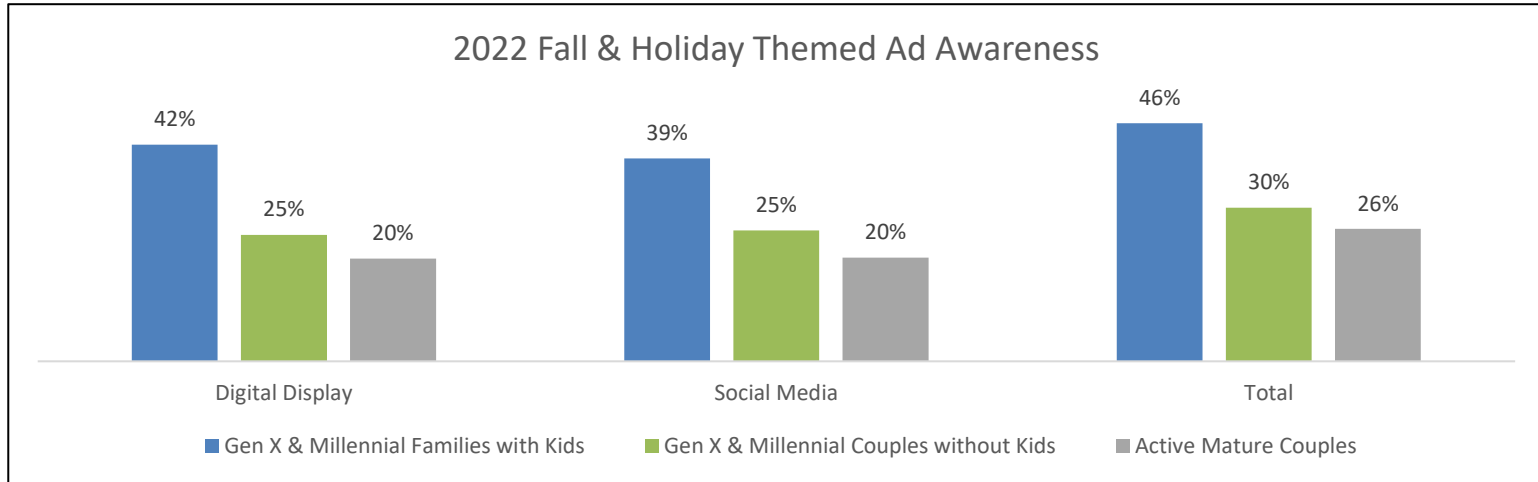
2022 Fall & Holiday Themed Ad Awareness



	Proven Markets	Expansion Markets	Boston	New York	Total
Traveling HHs	8,065,785	1,958,791	1,941,904	5,813,044	17,779,523
Ad Awareness	41%	37%	28%	36%	37%
Ad-Aware HHs	3,276,399	727,933	552,992	2,073,034	6,630,358
% of Total HHs	45%	11%	11%	33%	100%
% of Ad-Aware HHs	49%	11%	8%	31%	100%

- Fall and holiday ad awareness is highest in the proven markets (41% total). The proven markets account for about half of the ad-aware households.
- New York accounts for nearly a third of ad-aware households. Combined, the expansion markets and Boston only account for about 20% of ad-aware households.

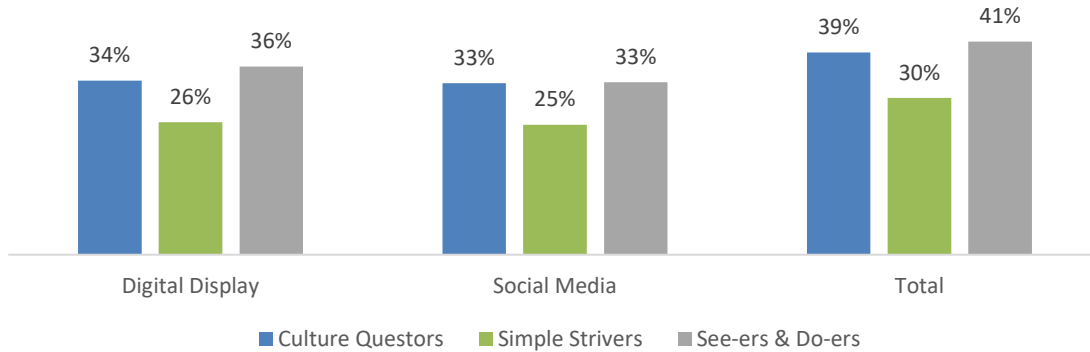
Fall & Holiday Themed Ad Awareness by Demo Targets



- Like in previous research waves, awareness of the 2022 fall and holiday themed ads is higher among young families than it is among older consumers and young consumers without kids.

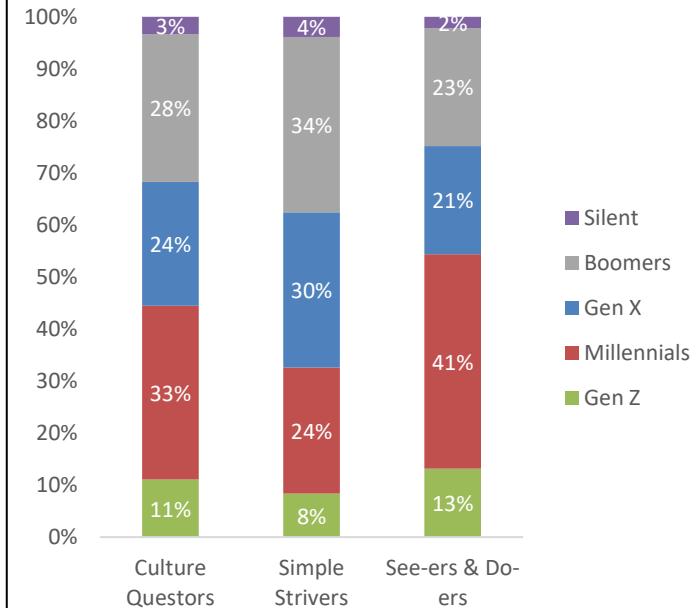
Fall & Holiday Themed Ad Awareness by Personas

2022 Fall & Holiday Themed Ad Awareness



- Of the target personas, the See-ers & Do-ers have the highest awareness, while the Simple Strivers have the lowest awareness.
- This result is age-driven, as the Simple Strivers tend to be older.

Generation by Persona

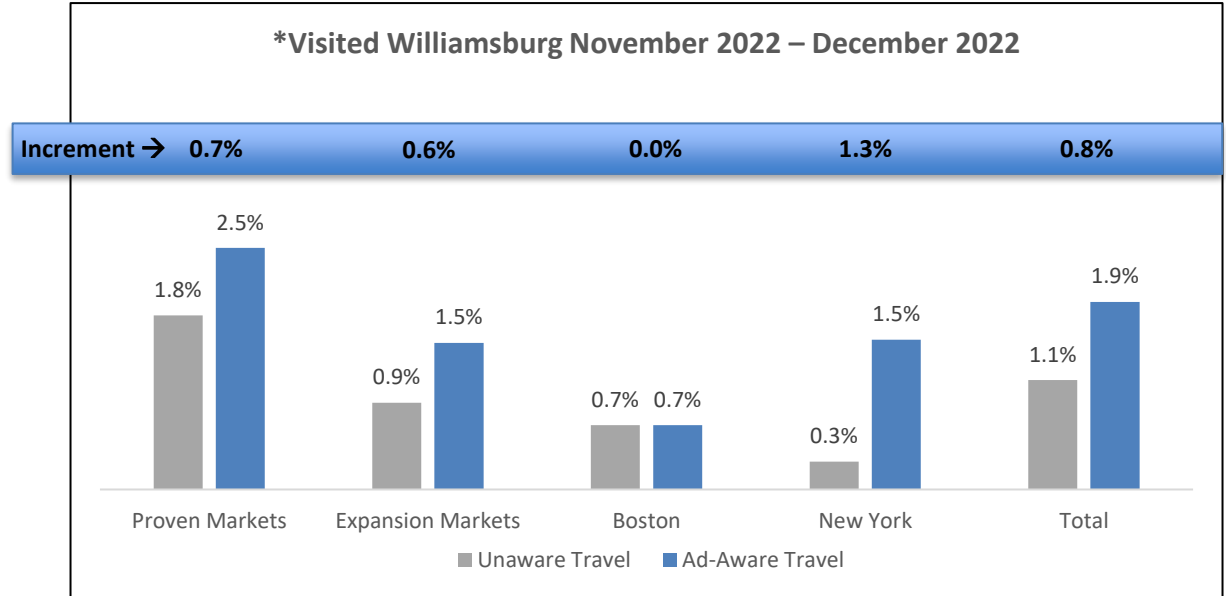


FALL & HOLIDAY THEMED ADVERTISING IMPACT & ROI

This section compares the rates of Williamsburg fall/holiday 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.

Ad Impact on 2022 Fall/Holiday Travel

- The 2022 fall and holiday advertising influenced Williamsburg travel from the proven and expansion markets and New York. There was no ad-influenced travel during this short time period from Boston.



*Not counting trips to visit family or friends.

2022 Fall/Holiday ROI

- The 2022 fall and holiday advertising influenced about 54,000 Williamsburg trips and about \$75 million in visitor spending during November and December.
- All the ad-influenced trips and visitor spending come primarily from the proven markets and New York.
- The return on the fall and holiday ads is \$86 in visitor spending for each \$1 invested in the media.

	Proven Markets	Expansion Markets	Boston	New York	Total
Traveling HHs	8,065,785	1,958,791	1,941,904	5,813,044	17,779,523
Ad Awareness	41%	37%	28%	36%	37%
Ad-Aware HHs	3,276,399	727,933	552,992	2,073,034	6,630,358
Incremental Travel %	0.7%	0.6%	0.0%	1.3%	0.8%
Ad-Influenced Trips	22,880	4,503	0	26,134	53,518
Avg. Trip Spending	\$1,310	\$1,304	\$1,050	\$1,511	\$1,408
Ad-Influenced Trip Spending	\$29,979,425	\$5,870,599	\$0	\$39,493,676	\$75,343,700
Media Investment					\$876,778
ROI					\$86

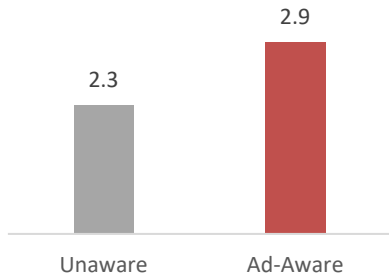
Fall ROI Change

- Adding New York and Boston as target markets led to over 2 million more ad-aware households this fall/holiday compared to last.
- The level of ad-influenced travel inched down, but with more ad-aware households the quantity of ad-influenced trips is up.
- Coupled with a smaller media investment, the fall/holiday ROI grew from \$45 to \$86.

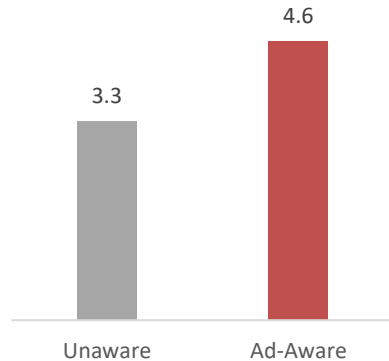
	Fall/Holiday 2021	Fall/Holiday 2022	% Change
Traveling HHs	9,639,015	17,779,523	84%
Ad Awareness	45%	37%	-17%
Ad-Aware HHs	4,376,928	6,630,358	51%
Incremental Travel %	1.0%	0.8%	-19%
Ad-Influenced Trips	44,893	53,518	19%
Avg. Trip Spending	\$1,390	\$1,408	1%
Ad-Influenced Trip Spending	\$62,415,841	\$75,343,700	21%
Media Investment	\$1,396,235	\$876,778	-37%
ROI	\$45	\$86	91%

2022 Ad Impact on Fall/Holiday Trips

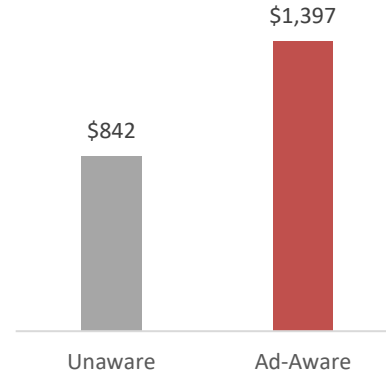
Avg. number of nights in
Williamsburg



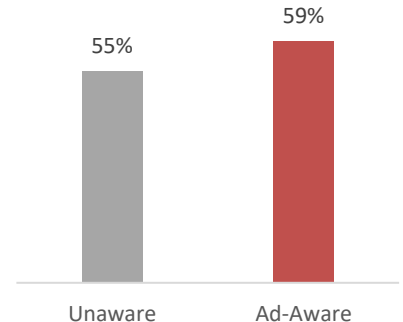
Avg. number of activities in
Williamsburg



Avg. trip spending



Extremely satisfied with trip

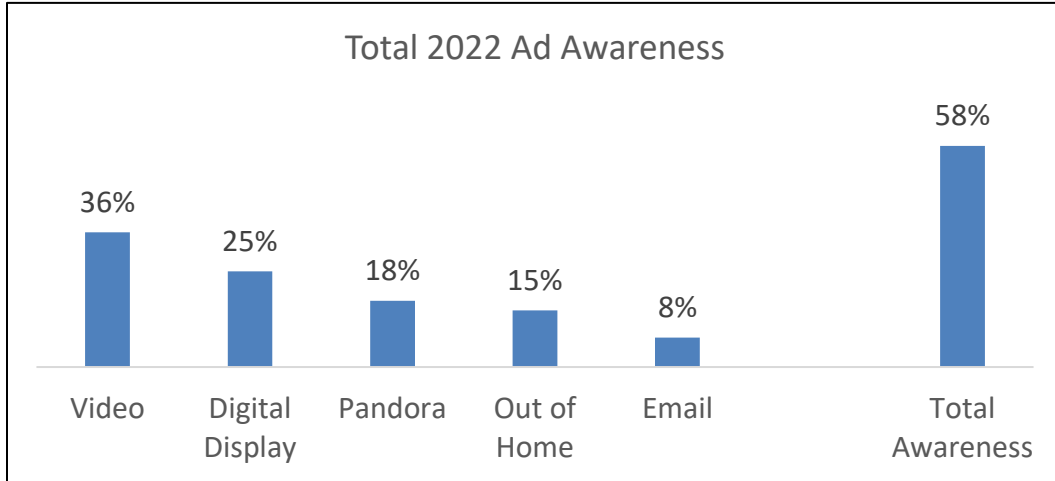


- The 2022 fall and holiday advertising also led to longer, more active trips with higher visitor spending and greater satisfaction. We consistently see this type of result with the WTC advertising – the ads not only influence the decision to visit, but they also showcase the destination and spur trip ideas, leading to more active and better trips.

TOTAL 2022 ADVERTISING IMPACT & ROI

This section reviews the total calendar year 2022 advertising impact and ROI.

Total 2022 Ad Awareness



	Prior 2022 Peak Awareness	2022 Awareness with Fall & Holiday Ads
Traveling HHs	17,551,580	17,779,523
Ad Awareness	57%	58%
Ad-Aware HHs	10,021,731	10,373,779

- In total, the 2022 advertising generated 58% awareness, reaching about 10.37 million households. The prior 2022 peak awareness was 57%, which translated into about 10.02 million households. So, the fall and holiday themed ads ultimately contributed an additional 350,000 ad-aware households.

Total 2022 ROI

- Overall, the 2022 advertising influenced about 485,000 Williamsburg trips that resulted in about \$900 million in visitor spending.
- The ROI is \$74 in visitor spending for each \$1 invested in the 2022 media.

	January 2022 - October 2022	November 2022 - December 2022	Total 2022
Ad-Influenced Trips	431,564	53,518	485,082
Avg. Trip Spending	\$1,928	\$1,408	\$1,870
Ad-Influenced Trip Spending	\$831,993,778	\$75,343,700	\$907,337,478
Media Investment	\$11,463,951	\$876,778	\$12,340,729
ROI	\$73	\$86	\$74

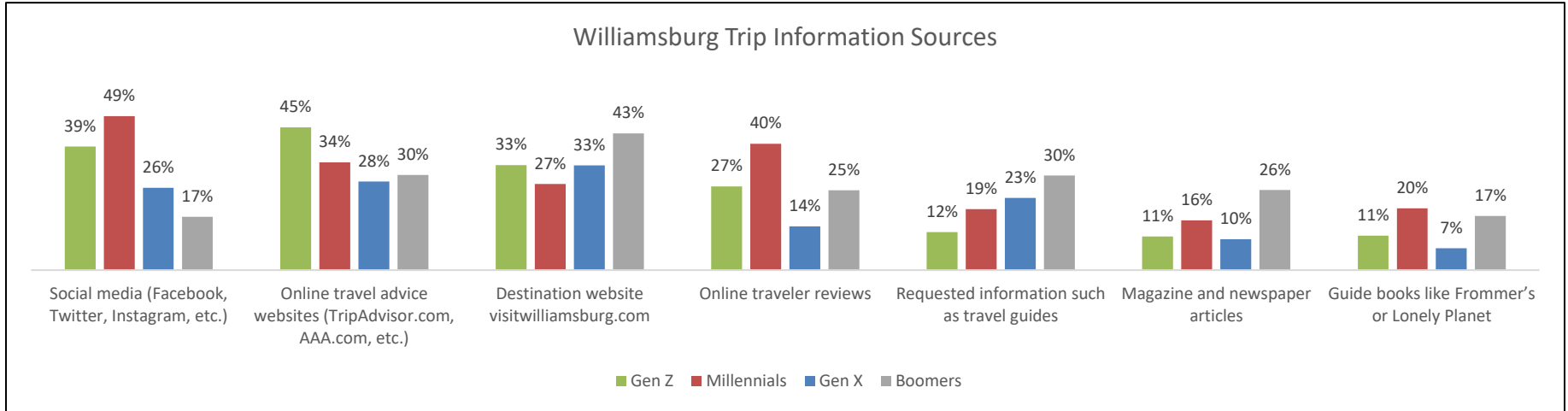
Total ROI Change

- Compared to 2021, the 2022 advertising generated more Williamsburg trips, more visitor spending, and a stronger ROI despite a 74% increase in the media investment.

	Total 2021	Total 2022	% Change
Ad-Influenced Trips	355,611	485,082	36%
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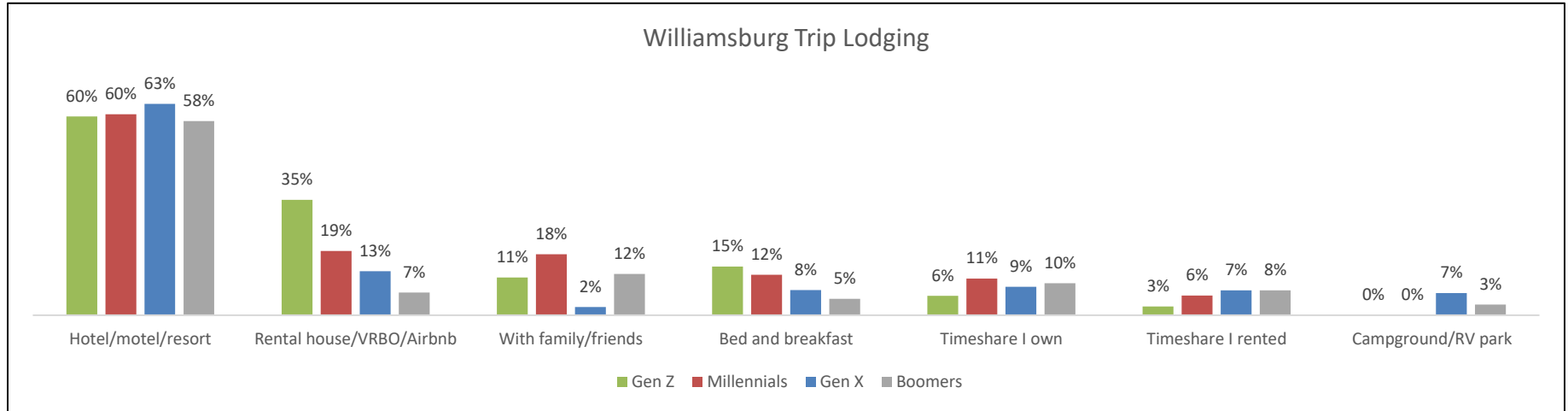
WILLIAMSBURG TRIP SPECIFICS

This section includes a review of Williamsburg trip specifics. The result are presented by generation, as there are meaningful differences with targeting implications across age groups.



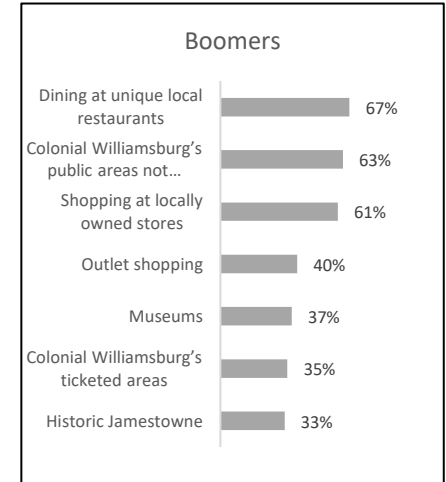
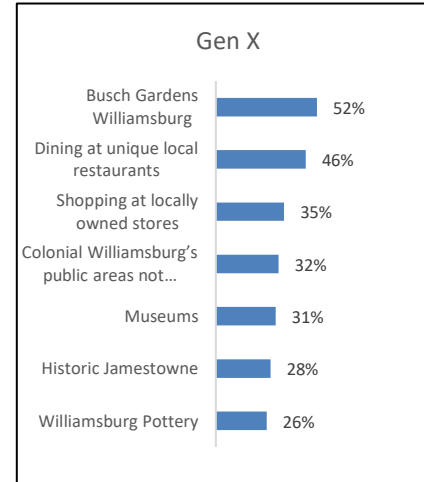
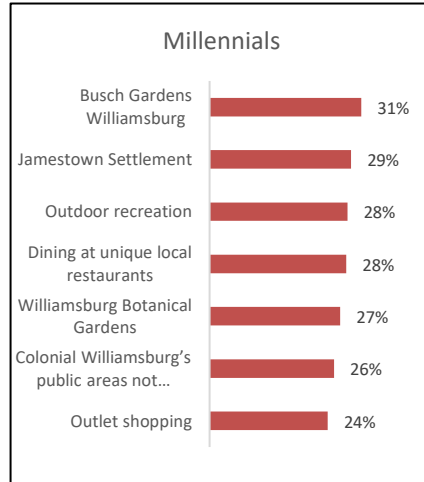
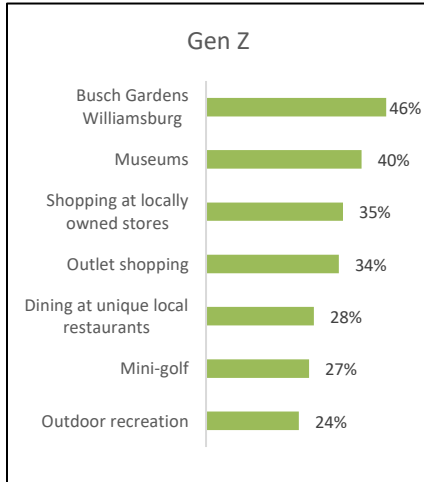
- Overall, social media, travel advice websites, and visitwilliamsburg.com are the top information sources for Williamsburg trips.
- There are some notable differences in information sources used by age, including:
 - Gen Z are more likely to use social media and OTAs
 - Millennials are more likely to rely on social media, online reviews, and guide books
 - Boomers are more likely to use the destination website, travel guides, and articles

Lodging



- Hotels are the top Williamsburg lodging choice overall, but a notable portion of younger visitors are using VRBO and Airbnb.

Top Trip Activities

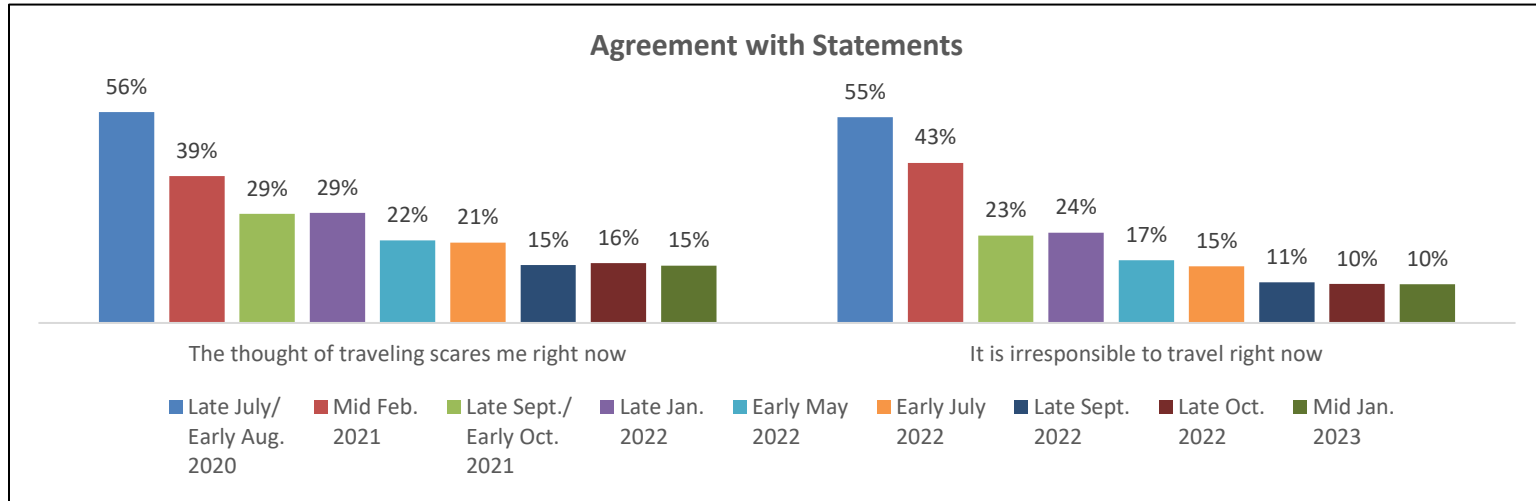


- Busch Gardens Williamsburg is the top trip activity for all groups except Boomers. Boomers' top activities are unique local dining, public areas, local stores, outlet shopping, museums, Colonial Williamsburg, Jamestowne, Williamsburg Winery, and Yorktown Battlefield.
- Gen Z are more likely than other generations to do BGW, museums, outlet shopping, mini-golf, and outdoor recreation.
- Millennials show skews for Jamestown Settlement, outdoor recreation, and the botanical gardens.
- Gen X are more likely than other groups to do BGW, unique local dining, Williamsburg Pottery, and the botanical gardens.

COVID-19 & PRICE OF TRAVEL PERCEPTIONS TRACKING

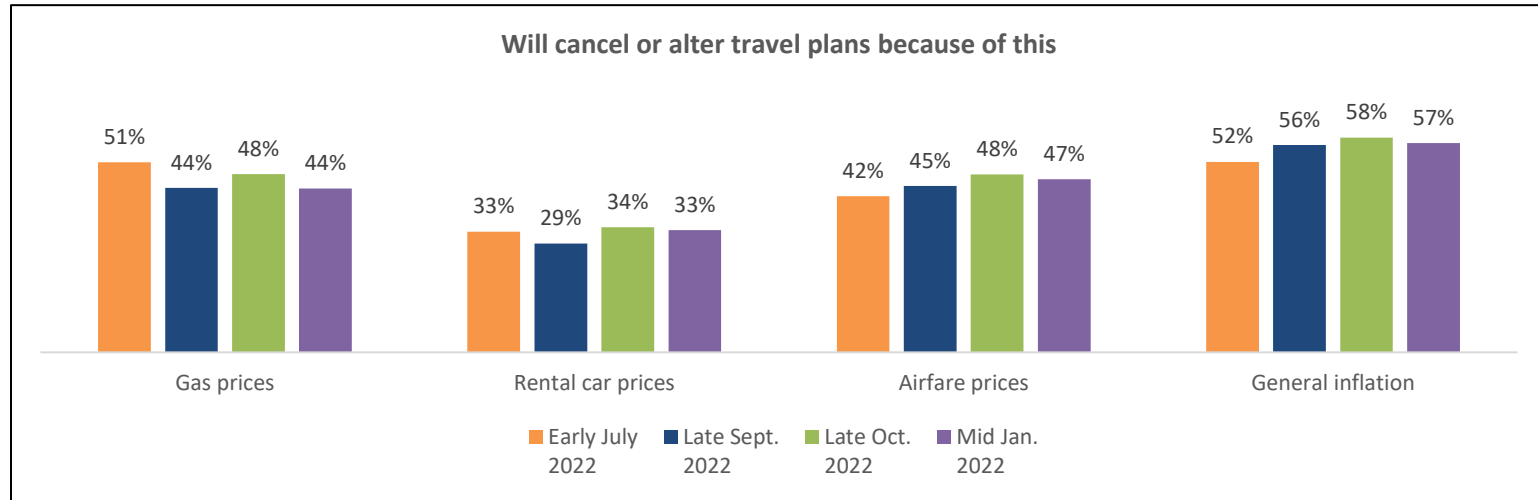
The last section of this report tracks the results of the COVID-19 and price-related questions in order to provide context regarding the leisure traveler mindset.

COVID-19 Travel Perceptions



- There is a clear overall trend of increased comfort with leisure travel as we emerge from the pandemic, although a small portion remains travel-weary.

Price of Travel Impact



- The potential negative impact of gas prices dipped in the most recent evaluation, but the potential negative impact of rental car prices, airfare prices, and general inflation were unchanged. Consumers clearly remain concerned about the price of travel, but it is important to note that these impacts are likely overstated based on SMARInsights' experience with these types of self-reported metrics.

APPENDIX: QUESTIONNAIRE

**Williamsburg Tourism Council
Pulse Study Questionnaire Fall and Holiday Wave**

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 which of the following describe 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				
I like to visit places that are easy to get to and to get around in				

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	Disagree completely	Disagree somewhat	Agree somewhat	Agree completely
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?

January 2023	
February 2023	
March 2023	
April 2023	
May 2023	
June 2023	
July 2023	
August 2023	
September 2023	
October 2023	
November 2023	
December 2023	
January 2024	

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.

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

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? _____

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4

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 Treotop 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

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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 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

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6

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 APPEIT



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>

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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

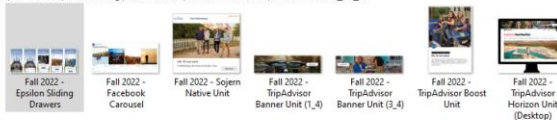
I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Winter ROI Wave Assets\Winter ROI Wave Assets



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

THEN, SKIP REMAINING DIGITAL BANNERS IF AWARE OF ANY

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



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8

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



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



wtc_0023_site-traffic_static-display-banner_food&bev-book-fall_300x250



wtc_0023_site-traffic_static-display-banner_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_general-1-plan_fall_320x50



wtc_0023_site-traffic_static-display-banner_general-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_history-book-fall_300x250

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



wtc_0023_site-traffic_static-display-banner_outdoor-plan-fall_300x250

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

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

Have you heard this ad before?

Yes
No

SOCIAL:

I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Winter ROI Wave Assets\Winter ROI Wave Assets\Social



I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Oct, Nov, Dec 2022 Content\Oct, Nov, Dec 2022 Content\Stills



I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Oct, Nov, Dec 2022 Content\Oct, Nov, Dec 2022 Content\Alina Video

RANDOMLY SHOW ONE OF THREE VIDEOS



Alina Zubanova - TikTok 1
<https://vimeo.com/786611095>

Alina Zubanova - TikTok 2
<https://vimeo.com/786611111>

Alina Zubanova - TikTok 3
<https://vimeo.com/786611132>

I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Oct, Nov, Dec 2022 Content\Oct, Nov, Dec 2022 Content\Diana Video

ONE VIDEO



Diana Blinkhorn - TikTok
<https://vimeo.com/786631409>

I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Oct, Nov, Dec 2022 Content\Oct, Nov, Dec 2022 Content\Marissa Video

SHOW ONE OF TWO VIDEOS



Marissa Strang - IG Reel 1
<https://vimeo.com/786632479>

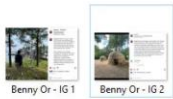
Marissa Strang - IG Reel 2
<https://vimeo.com/786632489>

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

THEN, SKIP REMAINING SOCIAL ADS IF AWARE OF ANY

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



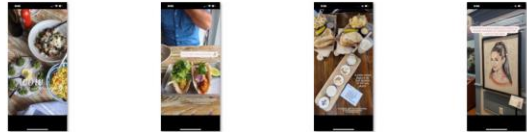
Jamie Chung - Instagram Reel
Rio Travelers - TikTok 1
Rio Travelers - TikTok 2
Rio Travelers - TikTok 3

Have you seen this social media ad before?

Yes
No

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

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_0572
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 11:35:58 AM
Screen Shot 2022-08-26 at 11:36:19 AM

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

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

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

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



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



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



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



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



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

pandora	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 Fall and Holiday Ads\Winter ROI Wave Assets\Winter ROI Wave Assets\Social



I:\Ads Master\Williamsburg\2022 Fall and Holiday Ads\Oct, Nov, Dec 2022 Content\Oct, Nov, Dec 2022 Content\Stills



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



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



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

00:27	00:23	00:21
Romantic Weekend	Spring Break	Unique Things To Do
Romantic Weekend.mp4 https://vimeo.com/724603537	Spring Break.mp4 https://vimeo.com/724603672	Unique Things To Do.mp4 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

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 Booth 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 ON TOP OF EACH OTHER.



EM1. 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