

Williamsburg Tourism Council

Tuesday, September 15, 2020

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

Voting

York County
Colonial Williamsburg
James City County

Busch Gardens
City of Williamsburg
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Found.
Restaurant Association

Jeff Wassmer, Chair
Cliff Fleet, Vice Chair
Ruth Larson, Treasurer

Kevin Lembke
Doug Pons
Neal Chalkley
James Horn
Christy Coleman
Mickey Chohany

Ex Officio

GWCTA
Virginia Tourism Corporation

Cheri Green
Rita McClenny

Public Comment

- Limit to Three minutes
- State Name and Address
- No Q & A

Virginia Tourism Corporation

Rita McClenny, President & CEO

Approve Minutes

July 21, 2020

Treasurer's Report: Revenue/Expenses

	Actual vs Budget		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	735,786	229,500	506,286
\$1 Transient Tax	24,860	26,425	(1,565)
Maintenance of Effort Funds	0	0	0
Other	5,349	4,500	849
Total Revenue	765,996	260,425	505,571
EXPENSES			
Destination Marketing	1,029,365	2,260,708	1,231,343
Other Sales & Marketing	871	48,942	48,071
Labor & Benefits	93,466	130,120	36,654
Admin	9,490	18,650	9,160
Total Expenses	1,133,192	2,458,420	1,325,228
Net Revenue Expense by Month	(367,196)	(2,197,995)	1,830,799

Treasurer's Report: Cash on Hand

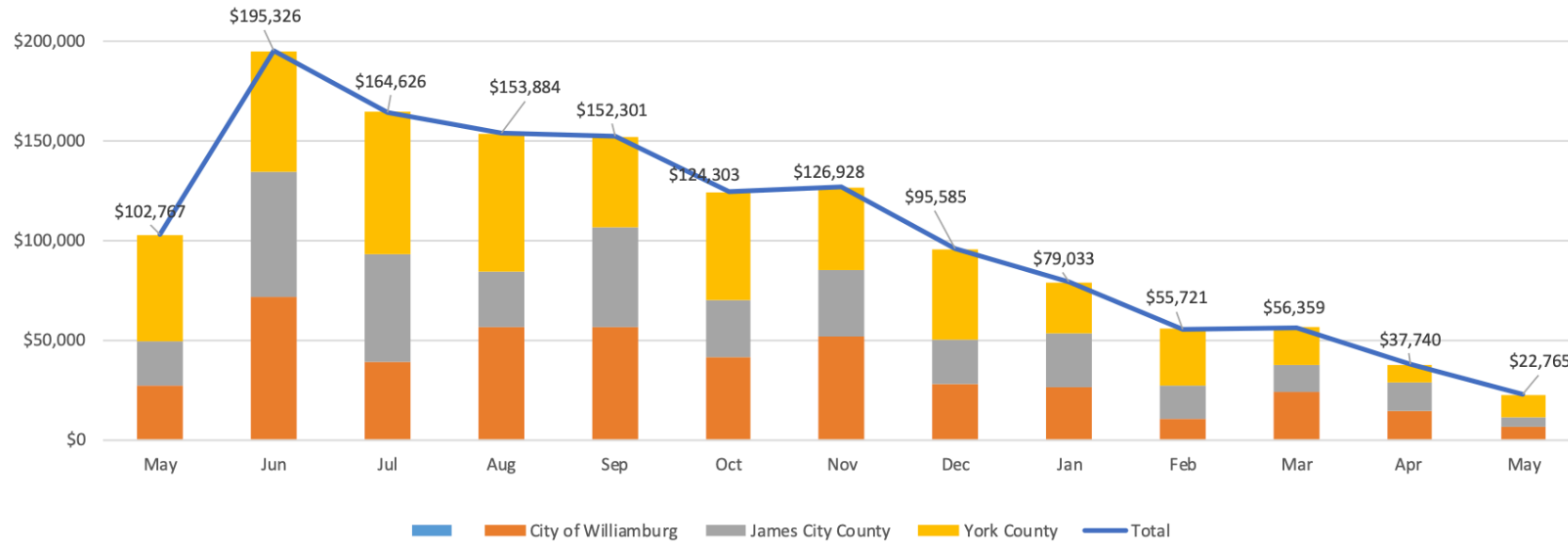
Cash Balances				May-20			Jun-20			Jul-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations												
BB&T Reserve Checking	\$ 250,036	\$ 250,000	\$ 36	\$ 250,002	\$ 250,000	\$ 2	\$ 250,002	\$ 250,000	\$ 2	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,564	\$ 512,594	\$ (3,030)	\$ 509,642	\$ 512,594	\$ (2,952)	\$ 509,687	\$ 512,594	\$ (2,907)	\$ 509,687	\$ 512,594	\$ (2,907)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ 1,000	\$ 1,000
Ches Bank Checking	\$ 9,220,548	\$ 2,997,577	\$ 6,222,971	\$ 9,112,111	\$ 2,997,577	\$ 6,114,534	\$ 9,516,311	\$ 2,997,577	\$ 6,518,734	\$ 9,516,311	\$ 2,997,577	\$ 6,518,734
Total Cash on Hand	\$ 9,981,148	\$ 3,760,171	\$ 6,220,977	\$ 9,872,754	\$ 3,760,171	\$ 6,112,583	\$ 10,277,000	\$ 3,760,171	\$ 6,516,829	\$ 10,277,000	\$ 3,760,171	\$ 6,516,829

Key Sources of Funds				May-20			Jun-20			Jun-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 800,579	\$ 976,200	\$ (175,621)	\$ 669,016	\$ 976,200	\$ (307,184)	\$ 669,016	\$ 976,200	\$ (307,184)	\$ 669,016	\$ 976,200	\$ (307,184)
Total Gov't Sources	\$ 800,579	\$ 976,200	\$ (175,621)	\$ 669,016	\$ 976,200	\$ (307,184)	\$ 669,016	\$ 976,200	\$ (307,184)	\$ 669,016	\$ 976,200	\$ (307,184)

Interest Earned:												
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ 6,468	\$ -	\$ 6,468	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 36	\$ -	\$ 36	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2	\$ -	\$ 2	\$ 2
BB&T ICS Investment Fund	\$ 102	\$ -	\$ 102	\$ 42	\$ -	\$ 42	\$ 43	\$ -	\$ 43	\$ -	\$ 43	\$ 43
Ches Bank Money Market	\$ 1,607	\$ -	\$ 1,607	\$ 847	\$ -	\$ 847	\$ 932	\$ -	\$ 932	\$ -	\$ 932	\$ 932
Ches Bank Checking	\$ 3,775	\$ -	\$ 3,775	\$ 3,792	\$ -	\$ 3,792	\$ 4,373	\$ -	\$ 4,373	\$ -	\$ 4,373	\$ 4,373
Total Interest Earned	\$ 11,988	\$ -	\$ 11,988	\$ 4,682	\$ -	\$ 4,682	\$ 5,349	\$ -	\$ 5,349	\$ -	\$ 5,349	\$ 5,349

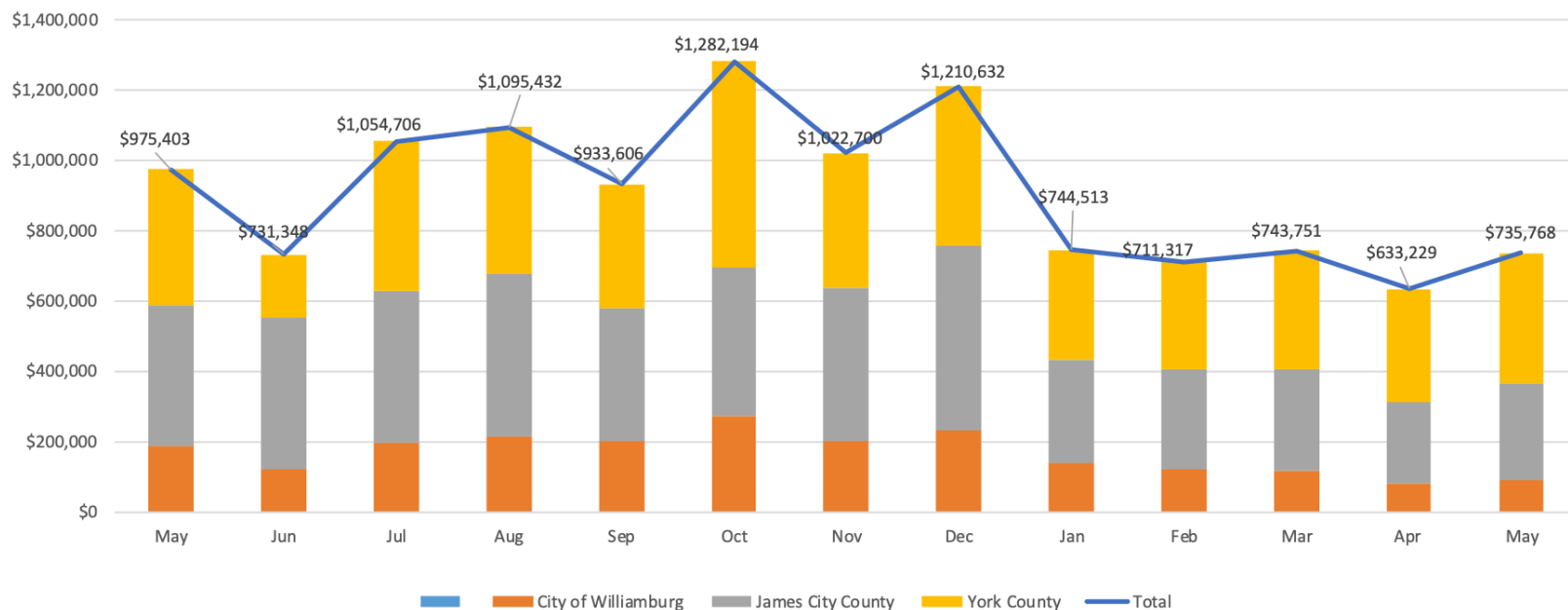
Product Development Reserves												
Cash Balances				May-20			Jun-20			Jun-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: Reserves												
Ches Bank Money Market	\$ 2,059,916	\$ 2,042,000	\$ 17,916	\$ 2,060,762	\$ 2,042,000	\$ 18,762	\$ 2,061,694	\$ 2,042,000	\$ 19,694	\$ 2,061,694	\$ 2,042,000	\$ 19,694
Total Cash on Hand	\$ 2,059,916	\$ 2,042,000	\$ 17,916	\$ 2,060,762	\$ 2,042,000	\$ 18,762	\$ 2,061,694	\$ 2,042,000	\$ 19,694	\$ 2,061,694	\$ 2,042,000	\$ 19,694

Treasurer's Report: Transient Tax



FY2020	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$39,210	\$56,591	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380		\$354,828
James City County	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776		\$292,069
York County	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609		\$422,348
Total	\$164,626	\$153,884	\$152,301	\$124,303	\$126,928	\$95,585	\$79,033	\$55,721	\$56,359	\$37,740	\$22,765	\$0	\$1,069,245
Calendar YTD Total											\$251,618		
FY2019	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$59,869	\$58,788	\$36,095	\$54,967	\$25,284	\$61,001	\$17,479	\$32,769	\$40,068	\$53,492	\$27,307	\$71,566	\$538,685
James City County	\$39,712	\$23,755	\$44,779	\$26,085	\$38,131	\$28,079	\$19,588	\$13,060	\$28,355	\$33,387	\$21,923	\$63,149	\$380,003
York County	\$66,598	\$66,181	\$41,914	\$47,656	\$45,768	\$52,214	\$28,784	\$28,946	\$46,806	\$57,331	\$53,537	\$60,611	\$596,346
Total	\$166,179	\$148,724	\$122,788	\$128,708	\$109,183	\$141,294	\$65,851	\$74,775	\$115,229	\$144,210	\$102,767	\$195,326	\$1,515,034
Calendar YTD Total											\$502,832		

Treasurer's Report: Sales Tax



FY2020	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$197,252	\$216,633	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655		\$1,870,904
James City County	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886		\$4,027,248
York County	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227		\$4,269,717
Total	\$1,054,706	\$1,095,432	\$933,606	\$1,282,194	\$1,022,700	\$1,210,623	\$744,513	\$711,317	\$743,751	\$633,259	\$735,768	\$0	\$10,167,869
Calendar YTD Total											\$3,568,608		
FY2019	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$83,427	\$291,808	\$166,484	\$193,208	\$174,634	\$199,174	\$138,630	\$116,084	\$145,405	\$197,571	\$185,578	\$120,983	\$2,012,986
James City County	\$212,948	\$636,898	\$356,619	\$390,212	\$400,715	\$470,804	\$275,144	\$270,843	\$383,647	\$429,350	\$403,258	\$431,841	\$4,662,279
York County	\$241,914	\$558,126	\$355,033	\$348,249	\$363,300	\$402,173	\$309,296	\$278,496	\$353,895	\$366,127	\$386,567	\$178,524	\$4,141,700
Total	\$538,289	\$1,486,832	\$878,136	\$931,669	\$938,649	\$1,072,151	\$723,070	\$665,423	\$882,947	\$993,048	\$975,403	\$731,348	\$10,816,965
Calendar YTD Total											\$4,239,891		

Smith Travel Research Report: July 2020

	Current Month - July 2020 vs July 2019											
	Occ %		ADR		RevPAR		Percent Change from July 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
York Co+	66.2	86.2	79.48	92.55	52.58	79.83	-23.3	-14.1	-34.1	-34.1	0.0	-23.3
Historic Triangle+	32.9	69.8	89.77	132.39	29.53	92.46	-52.9	-32.2	-68.1	-71.3	-10.2	-57.7
Williamsburg/James City Co+	30.8	68.9	91.14	135.16	28.10	93.16	-55.3	-32.6	-69.8	-73.1	-10.8	-60.1
Eastern US+	46.0	74.4	108.34	138.89	49.87	103.39	-38.2	-22.0	-51.8	-54.1	-4.9	-41.2
Total U.S.	47.0	73.6	101.76	135.27	47.84	99.58	-36.1	-24.8	-52.0	-53.9	-4.0	-38.7
Virginia	48.4	73.0	96.74	117.61	46.84	85.87	-33.7	-17.7	-45.5	-46.6	-2.2	-35.1

	Year to Date - July 2020 vs July 2019											
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	47.2	71.0	75.73	88.01	35.77	62.52	-33.5	-13.9	-42.8	-42.8	0.0	-33.5
	23.9	50.5	91.24	123.59	21.78	62.39	-52.7	-26.2	-65.1	-68.7	-10.4	-57.7
	22.4	49.3	93.28	126.43	20.90	62.38	-54.6	-26.2	-66.5	-70.2	-11.0	-59.6
	43.4	67.8	112.32	137.24	48.80	93.06	-35.9	-18.2	-47.6	-50.0	-4.7	-38.9
	43.7	67.0	107.91	131.77	47.17	88.27	-34.7	-18.1	-46.6	-48.8	-4.2	-37.5
	42.0	64.9	91.37	113.80	38.41	73.91	-35.3	-19.7	-48.0	-49.6	-3.0	-37.2

Director's Report



Marketing Communication Activities

Ad Awareness/Creative Evaluation

Co-op Marketing Program Update

6
PARTICIPANTS

\$72,500
MATCHING FUNDS

Value Proposition	Targeting	Packages
 <p>TripAdvisor is a leading travel site network, reaching customers at multiple points during their trip planning journey, both on and off tripadvisor.com.</p>	<ul style="list-style-type: none"> • Travelers researching Virginia on tripadvisor.com properties • Regional travelers from key drive markets on tripadvisor.com • At highest investment level, targeting key travelers after they leave tripadvisor.com 	<p>\$2,500-\$25,000 for 1-6 months, pending investment level</p> <p>Matching bonus inventory at each buy level</p>
 <p>Adara has the ability to target airline, hotel, and travel rewards databases across a wide variety of sites online-both travel and non-travel.</p>	<ul style="list-style-type: none"> • Local drive market travelers researching weekend getaways and extended vacations • Currently searching for Williamsburg and Virginia travel, yet haven't booked 	<p>\$2,500-\$10,000 for 1-4 months, pending investment level</p> <p>Matching bonus inventory at each buy level</p>

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Shop/Dine Local Campaign Recap



OBJECTIVE

Drive local retail and restaurant revenue



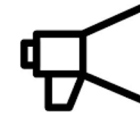
TARGET AUDIENCE

Local residents of Williamsburg, Jamestown, and Yorktown



TIMING

June 29, 2020 - July 18, 2020



IMPRESSIONS

1.3MM+



ENGAGEMENT

.10%

Industry Benchmarks: .04%-.10%



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Summer Campaign By-the-Numbers: Advertising Performance

Engagement with advertising is on-par with 2019, above industry benchmarks, and improving month over month.

154MM+
Impressions
June 10 - September 6, 2020

0.26%
Display CTR
On-par with 2019
Above industry benchmark .04-.10%

94.2%
Video Completion Rate
Benchmark 85%


1.74%
Video CTR
in Paid Social
(Strongest Performing Unit)



Summer Campaign By-the-Numbers: Adara Impact Data

Family audiences and drive markets continue to be key booking drivers.
August bookings exceeded 2019 benchmark.

1,377
Hotel Bookings
since June 10

 **56%**
August Hotel Bookings
619 (2020) vs. 397 (2019)

**Washington DC, Norfolk,
Philadelphia, and
Baltimore**
Top Performing Markets

41%
Family bookings
Followed by 33% couples bookings


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Summer Campaign By-the-Numbers: Website Traffic

While YOY site sessions since June 10 are down 4%, Aug/Sept began showing strong YOY increases. Media is driving a significant increase in first-time site visitors.

565,500
sessions June 10-Sept 6

 **70%**
increase in site sessions
Aug 23-Sept 6
vs same time period 2019

82%
new site visitors

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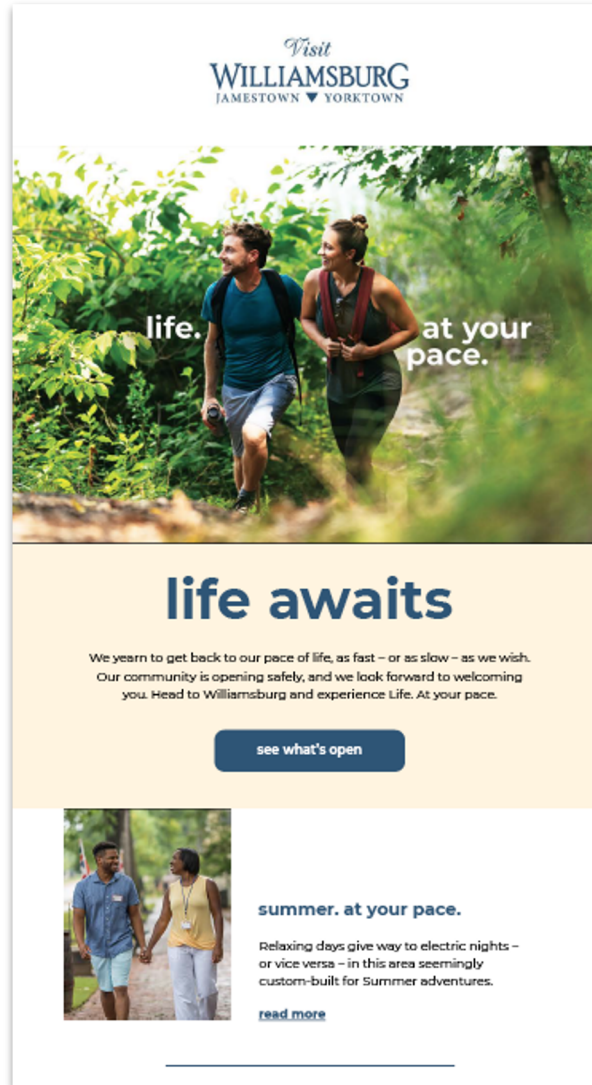
Summer Campaign By-the-Numbers: Email Marketing

7 deployments

via WTC subscriber and Vistagraphics partnership

1.8MM+

Total emails sent



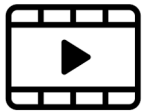
+24%

average increase in open rate among consumer subscribers vs. Oct 2019

+77%

average increase in click rate among consumer subscribers vs. Oct 2019

Four-day shoot in October with an integrated distribution plan across 2020/2021



- (1) Long-form video
- (4) Short-form videos
- (4) Social videos



- (4) Articles



Golf.com advertising



- (15) Social Media posts



- (2) dedicated emails

GOLF Talent to be Included:

- **Sean Zak:** GOLF senior writer, co-host of “The Drop Zone” podcast, native of Wisconsin – **6,300** Twitter followers
- **Dylan Dethier:** GOLF senior writer, author of “18 in America,” co-host of “The Drop Zone” podcast, former professional golfer and Massachusetts native – **9,500** Twitter followers
- **Christian Hafer:** GOLF’s chief visuals editor, world traveler, father of 2 and professional photographer – **25,000** Instagram followers

Each day of the trip will be roughly structured as follows:

- Breakfast / travel to course (show off accommodations and local hot spots)
- Set up match (location, format, stakes, players)
- Play out match (build drama, show action)
- Show off golf course and surrounding property (history, visuals)
- Dinner / show off local area (culinary highlights and local hot spots)



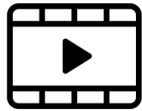
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Publisher Partnerships: National Geographic

National Geographic's Emmy-award winning photographer, Joshua Cogan, to visit and capture images and video focusing on hidden gems and off-the-beaten-path experiences throughout the area.



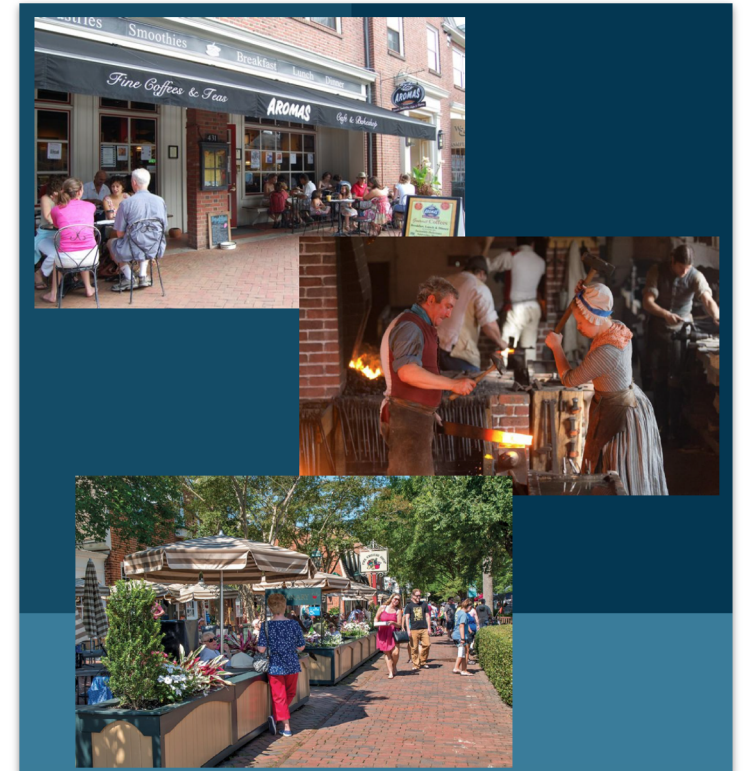
To be featured as a 48-hour "Passport Experience" on natgeo.com with social media promotional support



Digital exposure across Disney portfolio



One-day Instagram Takeover of natgeo travel's account



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Influencer Highlights



[Sazan Hendrix](#), 1.1m followers

- August 3-6, 2020
- Texas-based mother of one (and soon to be two!) with a passion for travel, parenting and more.
- Content:
 - Instagram stories
 - [Instagram Post 1](#)
 - [Instagram Post 2](#)
 - [Facebook Post](#)
 - Blog post coming soon



[Carmen Sognonvi](#), 238k followers

- July 27-30, 2020
- New York city-based blog with a multicultural family of four. Passion for traveling and exploring the world.
- Content:
 - [Instagram story series](#)
 - Instagram Posts [1](#), [2](#), and [3](#)
 - [Facebook Post](#)
 - [Youtube Video 1](#)
 - [Youtube Video 2](#)
 - [Blog post](#)



[Jehava Brown](#), 128k followers

- August 7-10, 2020
- Jehava Brown is a Pennsylvania-based mother of three, who has a passion for giving advice to mothers and parents.
- Content:
 - Instagram story series
 - [Instagram Post 1](#)
 - [Instagram Post 2](#)
 - [Instagram Post 3](#)
 - Facebook posts [1](#) and [2](#)
 - Blog post coming soon



[Amy Littleton](#), 121k followers

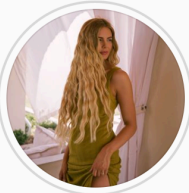
- August 11-14, 2020
- Amy Littleton is a Philadelphia-based lifestyle blogger who grew up frequently visiting Greater Williamsburg. She offers fashion, decor, travel, and lifestyle inspiration for students, post-graduates, and 20-somethings.
- Content:
 - [Instagram story series](#)
 - [Instagram Post 1](#)
 - [Instagram Post 2](#)
 - [Instagram Post 3](#)
 - [Blog post](#)







[Vanessa Scott](#), 88.9k followers


- March 6-9, 2020
- Vanessa Scott is a Maryland-based mother of four and the voice behind a lifestyle blog that covers everything from wellness and beauty tips to family vacations and motherhood.
- Content:
 - Instagram story series
 - [Instagram Post 1](#)
 - [Instagram Post 2](#)
 - [Facebook Post](#)
 - Blog post and final Instagram post coming soon

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amberfillerup  Message   

4,158 posts 1.3m followers 830 following

AMBER FILLERUP CLARK
 AZ
 Founder: @daehair @bfbhair
www.daehair.com

Followed by [visityorktown](#), [visitwilliamsburg](#), [sazan](#) +4 more



 **amberfillerup**  • Following Williamsburg Inn 

 **paige_reighann**
 @bouncehousesasertag is a MUST while in town with kids! They would love it!
 2d 1 like Reply

 **kkjbb** Wait The Cheese Shop is about the sandwiches, not the cheese! (Well, both.)
 2d 1 like Reply

 **thejerseykings** Did you go to The Peanut Shop of Williamsburg? That's a great place to shop (and sample) too!
 3d 1 like Reply

 Liked by [visityorktown](#) and 31,699 others

3 DAYS AGO

Add a comment... Post



 **amberfillerup**  • Following Yorktown, Virginia 

 **maddiecastellano** These pictures are stunning 😍 making me want to go to Williamsburg!
 1d 3 likes Reply

— Hide replies

 **amberfillerup**  @maddiecastellano    
   
 1d 1 like Reply

 **jen_lecount** It was so great chatting with you yesterday. Glad you loved Yorktown and hope you visit again ❤️
 1d 4 likes Reply

 Liked by [visitwilliamsburg](#) and 21,356 others

1 DAY AGO

Add a comment... Post

Social Media | July 1 – August 31, 2020

Total Social Following: **89,084**
Total Impressions: **10,467,807**

Total Reach*: **2,639,359**
Total Engagement: **404,069**



TWITTER

(6,920 FOLLOWERS)

Engagements: **825**

Impressions: **34,527**

YoY 2019: 83,600



FACEBOOK

(67,112 FOLLOWERS)

Paid and Organic

Engagements: **370,687**

YoY 2019: 10,586

Impressions: **5,775,637**

YoY 2019: 8,754,682

Reach: **1,616,842**



INSTAGRAM

(14,760 FOLLOWERS)

Paid and Organic

Engagements: **26,911**

Impressions: **4,550,778**

YoY 2019: 1,830,278

Reach: **1,022,517**



PINTEREST

(275 FOLLOWERS)

Engagements: **5,646**

YoY 2019: 9,000

Impressions: **106,865**

YoY 2019: 180,050



July 1 – August 31, 2020

Global Impressions

1.2 Billion

46

Placements

*YoY 2019 – 351.7 Million Impressions & 56 Placements

Key Media Placements

“It’s the summer of road trips. Here’s how to do it right.”

-National Geographic Staff



“Road Trippin': Greater Williamsburg, Virginia's Historic Triangle”

-Kidd O’Shea



“Road Trip Stops in Every State You Need to Add to Your List”

-James Barrett

“Best Weekend Escapes Within Driving Distance of New York City”

-Kimberly Wilson



With lockdowns coming atop financial constraints, this recession means pent-up demand across all income brackets.

Coronavirus Impact: Major Purchases US Adults Are Planning Once Things Return to Normal, by Income, Aug 2020

% of respondents in each group

	<\$50K	\$50K-\$99K	\$100K+	Total
Buying new clothes	27%	28%	36%	30%
Going on vacation/traveling	25%	37%	44%	35%
Personal electronics (e.g., phone, tablet, voice assistant)	17%	19%	29%	21%
Buying a car	17%	18%	27%	20%
Buying a house	9%	8%	17%	11%
Equipment and/or gear for outdoor activities/sports (e.g., bike, hunting or camping gear, sports equipment)	8%	10%	15%	11%
Not planning to purchase	39%	26%	13%	27%

Note: ages 18+

Source: The Harris Poll, "COVID-19 Wave 24," Aug 10, 2020

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www.eMarketer.com

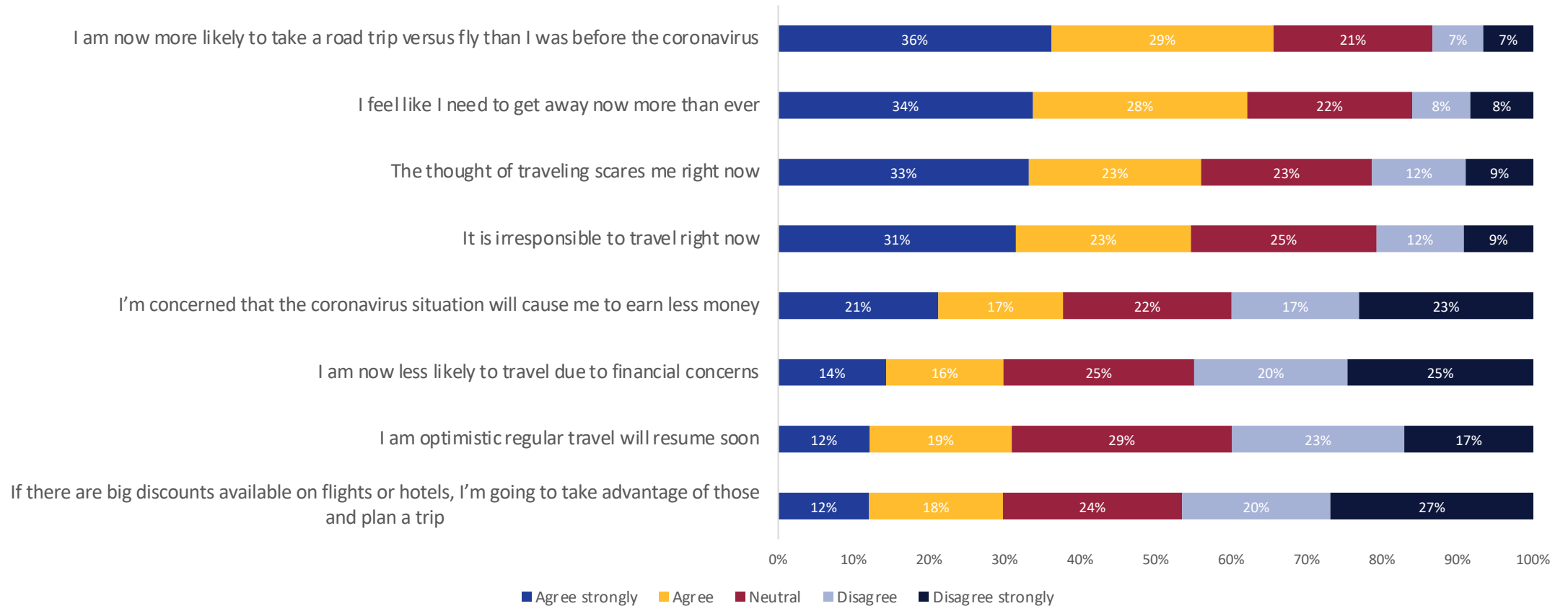
SMARInsights Ad Awareness Study

David Seiferth, President

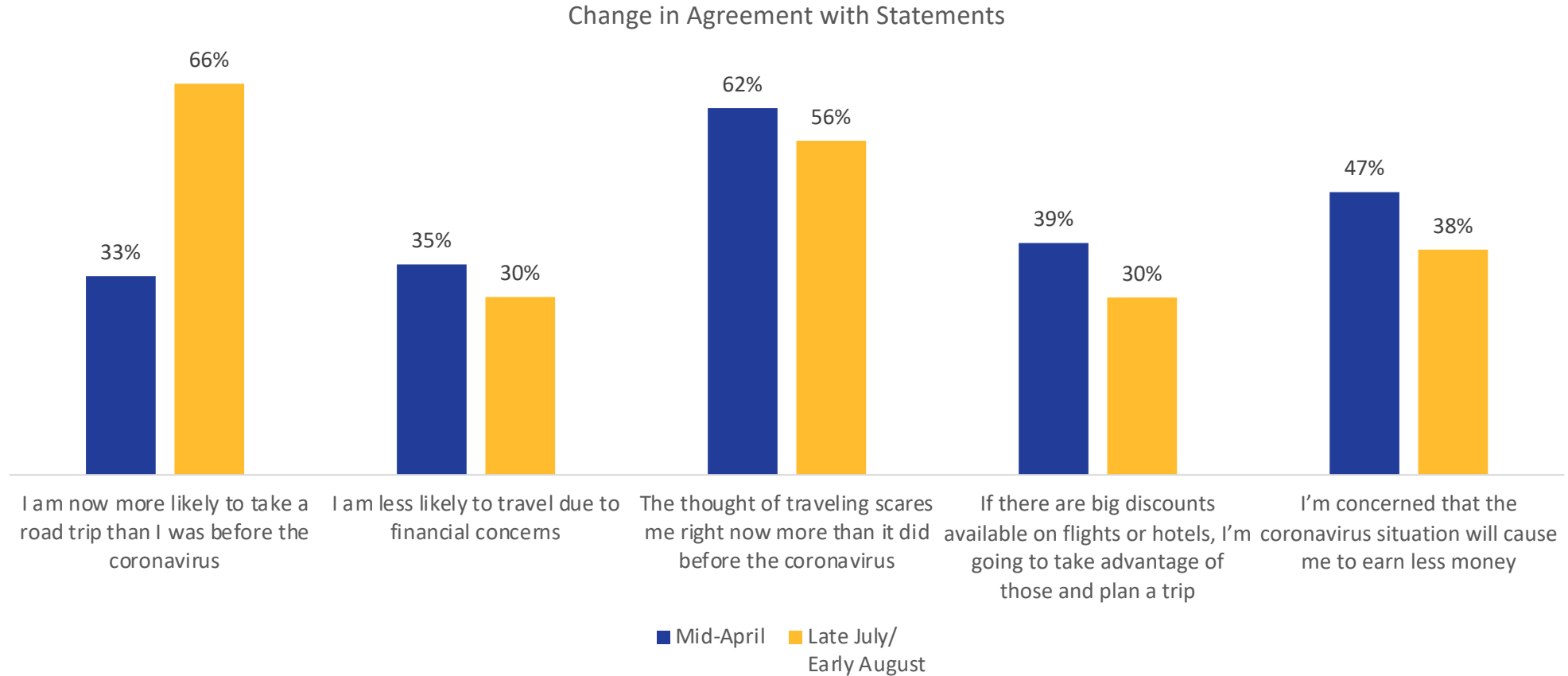
Research Objectives

- An interim wave of advertising effectiveness testing was conducted in August to help assess the performance of the marketing effort in maintaining image and awareness metrics and potential gain share of mind to help be poised for post pandemic success
- Among the key metrics
 - Ad awareness
 - Familiarity
 - Destination Rating
 - Likelihood to visit
- Trending comparisons are made to last year's end of year effectiveness results

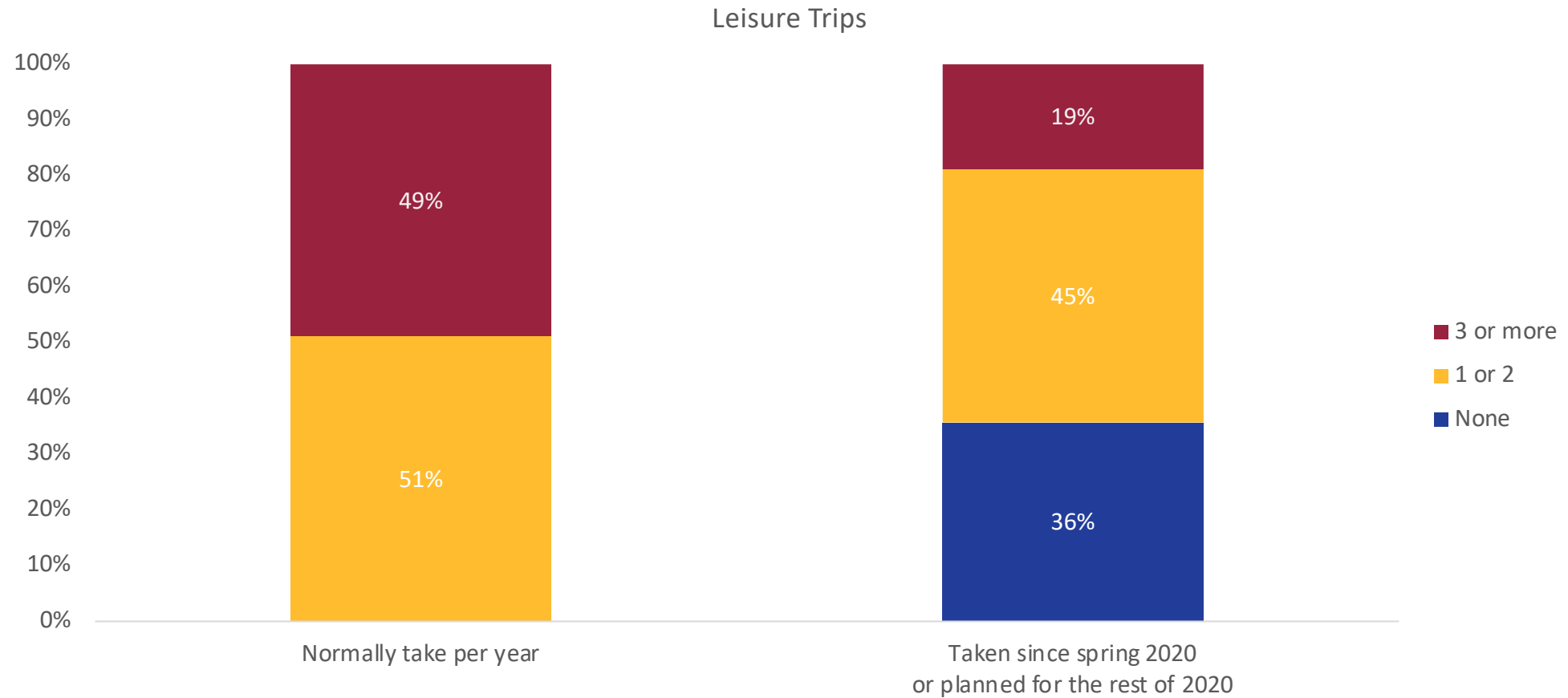
COVID-19 Context



Consumer Perception Changes



COVID-19 Impact on Leisure Travel



Campaign Overview: Life. At Your Pace.

- The “Life. At your pace.” campaign was selected through qualitative and quantitative testing
- The campaign includes digital banner, native, Facebook, and video (linear TV/CTV) advertising
- WTC invested \$2 million in this summer 2020 advertising in June and July, which was significantly less than planned

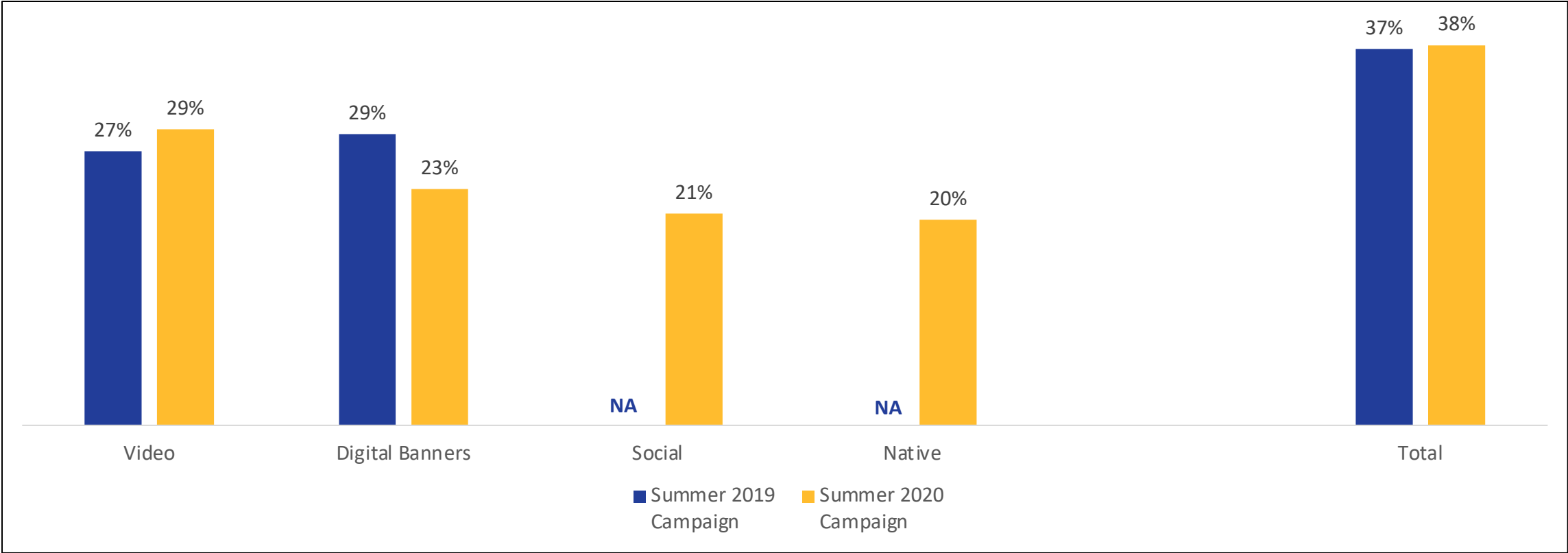


Cost per Aware Household

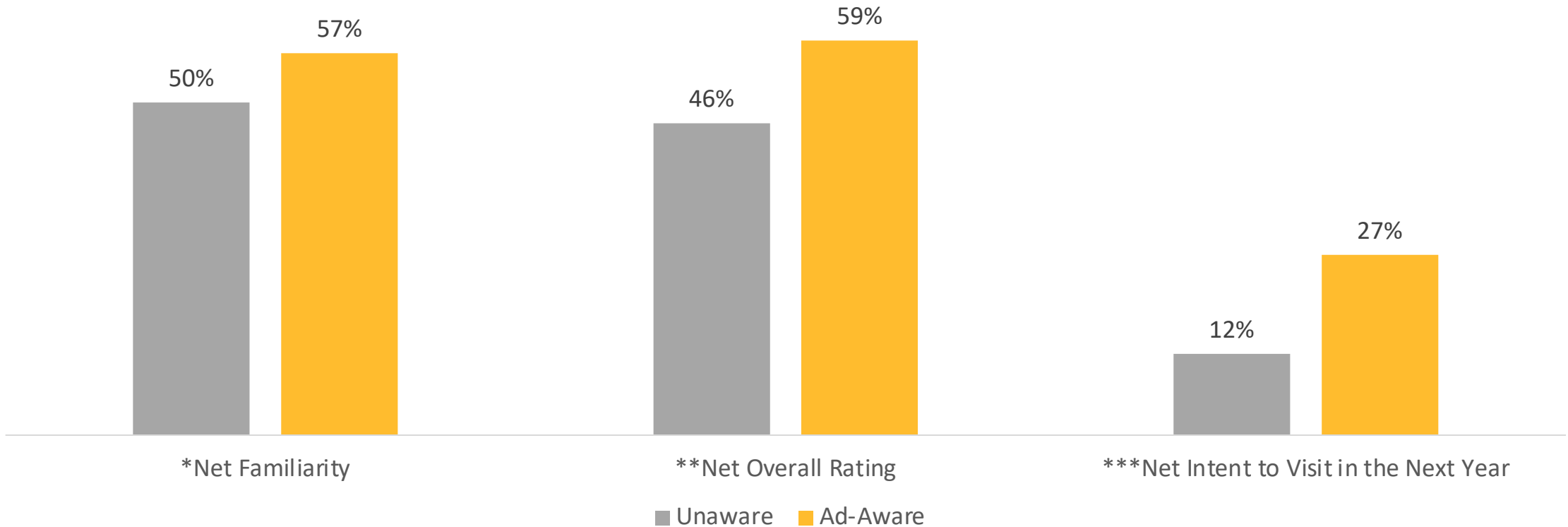
	June/July 2020
Target HHs	15,578,160
Awareness	31%
Aware HHs	4,791,069
Media Spend	\$1,968,613
Cost per Aware HH	\$0.41



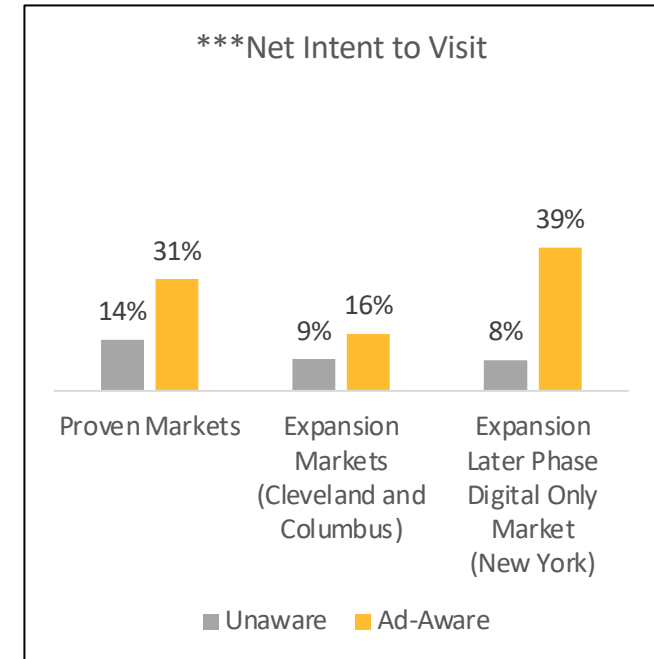
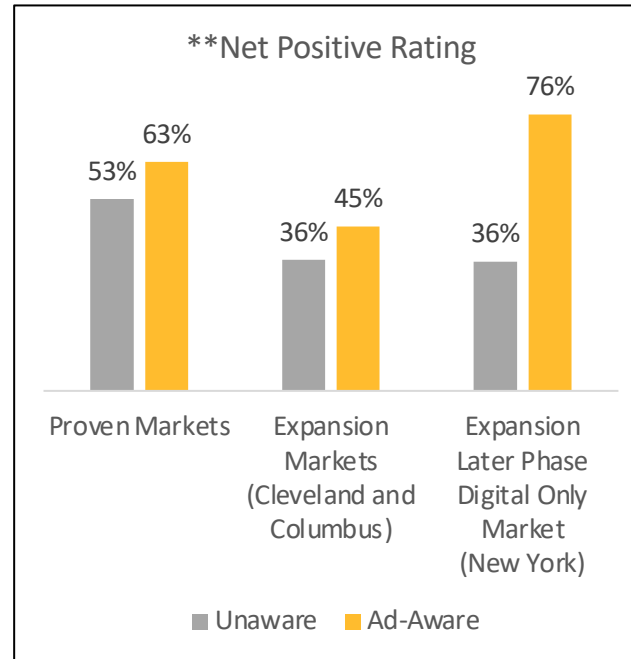
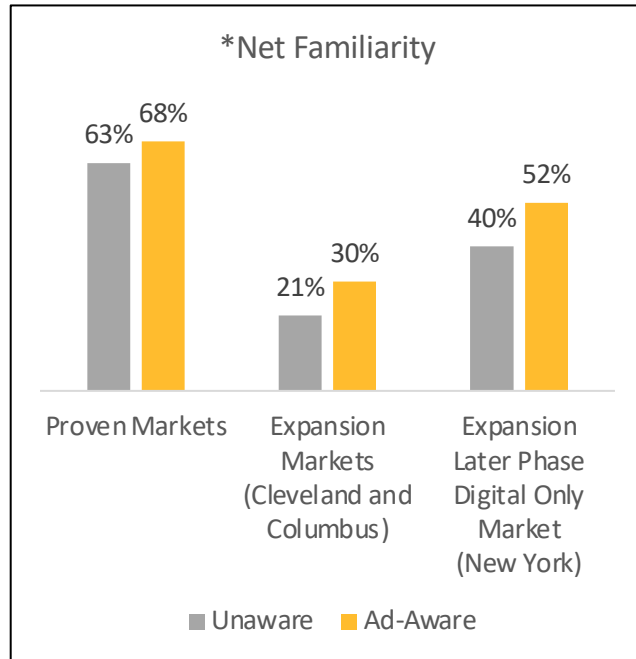
Awareness Change (Comparable Markets)



Ad Impact on Familiarity, Rating, and Intent



Ad Impact on Familiarity, Rating, and Intent (By Market)



Conclusions

By keeping a marketing presence through the pandemic summer with a campaign strategically designed to appeal to the target Visit Williamsburg succeeded in....

- Maintaining the level of campaign awareness with a new campaign
- Dramatically reducing the cost per aware household and performing better than average
- Building familiarity, destination appeal, and likelihood to visit with ad exposure

Fall 2020

Fall/Winter Media Strategy: Audience

CORE AUDIENCES



COUPLES

ACTIVE MATURE



FAMILIES

TARGETING SEGMENTS

Millenials with
Children

Gen-X with
Children

PRIMARY CREATIVE CONTENT

History

Food & Beverage

Arts & Culture

Entertainment &
Amusement

Outdoors & Golf

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Fall/Winter Media Strategy: Geography

Geographic targeting strategy is a tiered approach, based on data performance indicators from the summer campaign, while giving consideration to seasonal patterns.

PROVEN

*Short Drive + Established Success/
Heaviest Volume*

- Washington, DC (Hagerstown) MD
- Charlotte, NC
- Philadelphia, PA
- Baltimore, MD
- Raleigh-Durham, NC
- Charlottesville, VA
- Harrisonburg, VA
- Roanoke-Lynchburg, VA
- Salisbury, MD
- Greenville-New Bern-Washington NC

HERITAGE

*Short Drive + Established Success/
Lighter Volume*

- Harrisburg-Lancaster-Lebanon-York, PA
- Greensboro-High Point-Winston Salem, NC
- Florence-Myrtle Beach, SC

EXPANSION

Longer Drive + Past Success

- Johnstown-Altoona-State College, PA
- Pittsburgh, PA
- Wilkes Barre-Scranton, PA
- Knoxville, TN

- Cleveland, OH
- Columbus, OH



Fall/Winter Media Strategy: Channel Approach

Overall Objective: Utilize most effective strategies from existing media tactics to continue to drive overnight visitation to Williamsburg during fall & winter timeframe

DISCOVERY

CONSIDERATION

ACTION

INFLUENCER	LINEAR TV/CTV	DIGITAL	SOCIAL/PPC
<p>Deeper engagement</p> <p>In-depth messaging</p> <p>Content Creation</p> <p><i>*Any unspent budget will be shifted to 2021 dependent on Influencer participation in 2020</i></p>	<p>Extend prime cable TV in core drive markets (Washington DC, Charlottesville, Roanoke, Harrisonburg) at 50 GRPs per week</p> <p>Leverage CTV to compliment linear TV buy to build brand awareness and extend reach in key markets</p>	<p>Prioritize Travel Endemic partners that drive the highest volume of lower-funnel conversions</p> <p>Launch high-impact, upper-funnel partners such as Pandora, Blis, and Undertone to drive prospecting performance through the first half of the fall campaign</p> <p>Incorporate paid support for promotion of WTC blog</p>	<p>Leverage paid social and search through remainder of the year as top drivers of traffic to site</p>
\$150,000	\$728,524	\$1,587,084	\$90,000
5.87%	28.51%	62.10%	3.52%

Fall/Winter Media Strategy: Media Timeline

JUNE

JULY

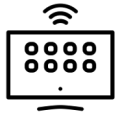
AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



Underzone. pandora



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Fall Educational Learning Campaign: September Launch

Learn. At your pace.

It's a different world we live in now. The very fabric of our day-to-day lives has unwound. From in-person learning to hybrid module to remote learning, "school" is taking on a very different meaning to parents and children alike.

No matter what the school year looks like where you live, it sounds like Williamsburg might be just your speed. Escape the world that is for a while, and immerse your family in the way it was – the cradle of US history. Join us in person, where we are opening safely. Join us remotely, through virtual learning experiences. Whether you want to supplement your kids' education, or simply get away while the family is all together – Williamsburg is the perfect place to live and learn.

At your pace.

Multi-channel integrated campaign launching in September and targeting parents in drive markets to drive destination awareness through promotion of virtual experiences and overnight stays through promotion of "family field trips."



Website



Influencers



Email



PR



Organic
Social



Digital
Media



Partnerships

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Sales Update

Sales Activities

Virtual Conference Attendance	<ul style="list-style-type: none">• Virginia Society of Association Executives (VSAE)• Student & Youth Travel Association (SYTA)• National Association of Motorcoach Operators (NAMO)• CVENT Connect• Capital Region USA (CRUSA) Virtual Meeting
Membership	<ul style="list-style-type: none">• CRUSA Renewal• Helms Briscoe Valued Partners
Sponsorships	<ul style="list-style-type: none">• Secured Breakfast for Small Market Meetings Conference <i>20-Minute destination presentation for 60 registered small meeting planners on October 4-6, 2020, in French Lick, Indiana</i>
Virtual Sales Calls	<ul style="list-style-type: none">• Sports Biz Xchange meetings with new clients• USA Cycling, Kayak Bass Fishing, Kings Hammer Soccer, National Senior Games Association, Sports Travel, American Cornhole League, Compete Sports Diversity
Client Meetings/Site Visits	<ul style="list-style-type: none">• King Kat – Tim Fortner: <i>Fishing Tournament booked 10/17/20; Pursuing 2021 tournaments</i>• Virginia Square and Round Dance Association May 2021 convention• American Junior Golf Association (AJGA) - <i>76 junior golfers participated in a successful golf tournament 8/28-30/20.</i>
Sales Calls	<ul style="list-style-type: none">• Fort Eustis
Partner Meetings	<ul style="list-style-type: none">• James City County Parks and Recreation
Virtual Project	<ul style="list-style-type: none">• Virtual Sales Mission(s) Vertical/Geographic market segments 4th Quarter

Chair Report

Old & New Business

Closed Session

Pursuant to Va. Code Section 2.2-3711A.8 for consultation with retained legal counsel for advice regarding legal compliance matters.

Adjourn

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