



Tourism Council Meeting

16 April 2019



WILLIAMSBURG
TOURISM COUNCIL



OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS
ATTRACTABILITY · AFFORDABILITY

MEASURING SUCCESS



OVERNIGHT
STAYS



ADMISSIONS



REVENUE
GENERATED

Roll Call

Tourism Council Members

- Voting

- Busch Gardens
- Colonial Ntl Hist. Park (NPS)
- Colonial Williamsburg
- Hotel/Motel Association
- Restaurant Association
- Yorktown/Jamestown Found.
- City of Williamsburg
- James City County
- York County

Kevin Lembke

Kym Hall

Mitchell Reiss

Neal Chalkley

Vice Chair

Mickey Chohany

Phil Emerson

Doug Pons

Ruth Larson

Treasurer

Jeff Wassmer

Chair

- Ex Officio

- GWCTA
- Virginia Tourism Council

Jeanne Zeidler

Rita McClenny

Executive Director/CEO

Welcome

Vicki Cimino

Found Around Town

-- Things You'll Only See in
Greater Williamsburg

Seen this Week.....



Public Comment

- Limit to 3 Minutes
- State Name and Address
- No Q&A

Approve Minutes

- March 19, 2019 Meeting

Treasurer's Report

Revenue/Expenses

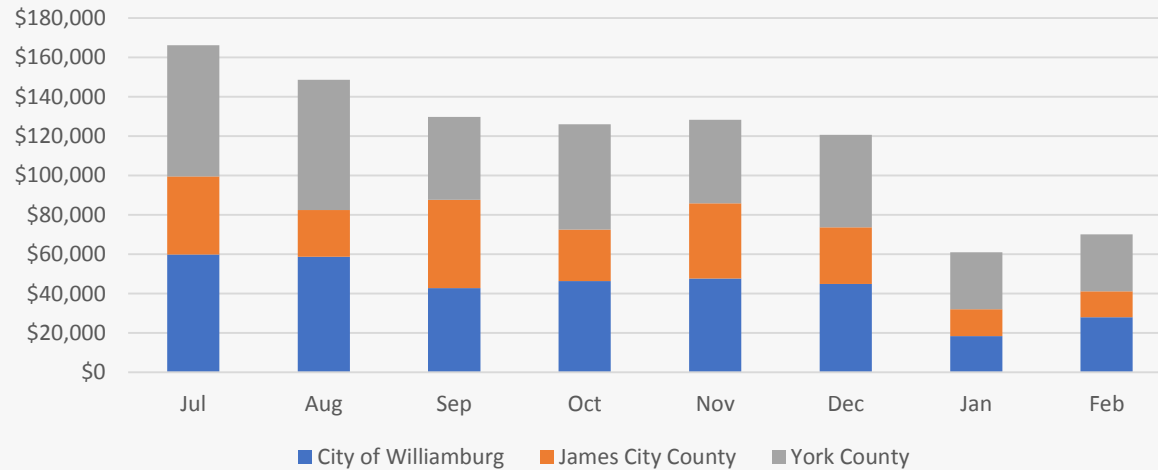
		Year to Date 3/31/2019		2019
	Actual	Budget	Variance	Projected
REVENUE				
SB942	\$ 2,774,646	\$ 2,155,418	\$ 619,228	\$ 9,453,467
\$1	\$ 317,153	\$ 427,762	\$ (110,609)	\$ 1,437,992
Maint of Effort	\$ -	\$ 418,944	\$ (418,944)	\$ 1,256,833
Other	\$ 29,263	\$ 8,572	\$ 20,691	\$ 29,263
Total Revenue	\$ 3,121,062	\$ 3,010,696	\$ 110,366	\$ 12,177,555
EXPENSES				
Dest Marketing	\$ 2,088,125	\$ 1,568,228	\$ 519,897	\$ 8,855,048
Other Sales & Marketing	\$ 121,178	\$ 197,661	\$ (76,483)	\$ 626,484
Labor & Benefits	\$ 178,128	\$ 284,094	\$ (105,966)	\$ 1,096,768
Shared Admin	\$ 15,189	\$ 51,254	\$ (36,065)	\$ 68,808
Total Expenses	\$ 2,402,620	\$ 2,101,237	\$ 301,383	\$ 10,647,108
2019 Rev over Expenditures by Month	\$ 718,442	\$ 909,459	\$ (191,017)	\$ 1,530,447
YTD TOTAL CASH BALANCE	\$ 6,010,108	\$ 5,709,698	\$ 300,410	

Cash Projections

	Dec-18	Jan-19			Feb-19				Mar-19		Total
	Actual	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance	
State Disbursement	\$4,357,803	\$991,754	\$890,032	\$101,722	\$1,313,427	\$861,224	\$452,203	\$785,794	\$831,924	(\$46,130)	\$ 14,842,365
Maint of Effort	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$418,944	(\$418,944)	\$ 1,675,777
Bank Account Balances: operations											
BB&T Reserve Checking	\$0	\$0	\$250,000	(\$250,000)	\$0	\$250,000	(\$250,000)	\$250,444	\$250,000	\$444	
BB&T ICS Investment Fund	\$0	\$0	\$500,000	(\$500,000)	\$0	\$500,000	(\$500,000)	\$500,288	\$500,000	\$288	
Ches Bank Money Market	\$0	\$2,001,845	\$2,000,000	\$1,845	\$2,004,888	\$2,004,347	\$541	\$2,008,262	\$2,006,853	\$1,409	
Ches Bank Checking	\$4,357,803	\$3,275,855	\$2,087,340	\$1,188,515	\$4,514,799	\$2,694,082	\$1,820,717	\$3,251,114	\$2,943,024	\$308,090	
Total Cash on Hand	\$4,357,803	\$5,277,700	\$4,837,340	\$440,360	\$6,519,687	\$5,448,429	\$1,071,258	\$6,010,108	\$5,709,698	\$300,410	
Interest Earned:											
State Interest Paid	\$2,078	\$0	\$0	\$0	\$15,659	\$0	\$15,659	\$0	\$0	\$0	
BB&T Reserve Checking	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$444	\$333	\$111	
BB&T ICS Investment Fund	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$288	\$417	-\$129	
Ches Bank Money Market	\$0	\$1,845	\$0	\$1,845	\$3,043	\$2,500	\$543	\$3,374	\$2,503	\$871	
Ches Bank Checking	\$776	\$1,573	\$0	\$1,573	\$1,410	\$1,347	\$63	\$1,555	\$1,472	\$83	
Total Interest Earned	\$2,854	\$3,418	\$0	\$3,418	\$20,112	\$3,847	\$16,265	\$5,661	\$4,725	\$936	

\$1 Transient Tax

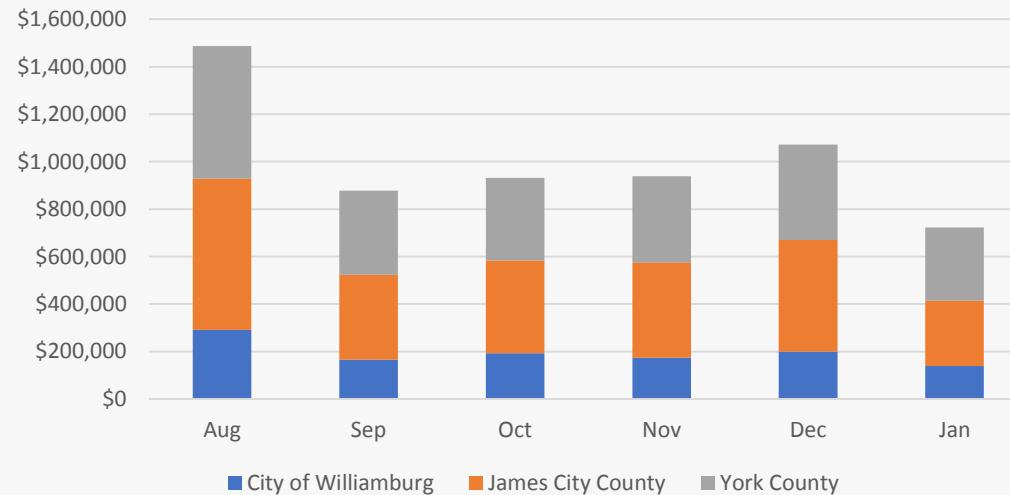
\$1 Collections



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
City of Williamsburg	\$59,869	\$58,788	\$42,833	\$46,433	\$47,696	\$44,949	\$18,491	\$27,995
James City County	\$39,712	\$23,755	\$44,779	\$26,086	\$38,131	\$28,791	\$13,520	\$13,253
York County	\$66,598	\$66,182	\$42,174	\$53,499	\$42,557	\$46,921	\$28,963	\$28,947
Total	\$166,179	\$148,725	\$129,786	\$126,018	\$128,384	\$120,661	\$60,974	\$70,195

SB 942 (½ of 1% sales tax)

Half 1% Sales Tax



	Jul	Aug	Sep	Oct	Nov	Dec	Jan
City of Williamsburg	\$83,427	\$291,808	\$166,484	\$193,208	\$174,634	\$199,174	\$138,630
James City County	\$212,948	\$636,898	\$356,619	\$390,212	\$400,715	\$470,804	\$275,144
York County	\$241,914	\$558,126	\$355,033	\$348,248	\$363,300	\$402,173	\$309,296
Unallocated						\$279	
Total	\$538,289	\$1,486,832	\$878,136	\$931,668	\$938,649	\$1,072,430	\$723,070

Marketing Director's Report

Enhanced Marketing RECAP

MEDIUM	ORIGINAL	INCREMENTAL	TOTAL
Media	\$3,217,251	\$1,900,000	\$5,117,251
Research/ Marketing Mix Model	\$218,500	\$375,000	\$593,500
Public Relations/Social	\$611,208	\$125,000	\$736,208
Other	\$4,609,241	\$0	\$4,609,241
Total	\$8,656,200	\$2,400,000	\$11,056,000

Digital Media



	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TIER 1 MARKETS										
Social Media	█	█	█	█	█	█	█	█	█	█
Display	█	█	█	█	█	█	█	█	█	█
Travel	█	█	█	█	█	█	█	█	█	█
Retargeting	█	█	█	█	█	█	█	█	█	█
Content Marketing										
TIER 2 MARKETS										
Social Media		█	█	█	█	█	█	█	█	█
Display		█	█	█	█	█	█	█	█	█
Travel		█	█	█	█	█	█	█	█	█
Retargeting	█	█	█	█	█	█	█	█	█	█
Content Marketing										
TIER 3 MARKETS										
Social Media		█	█	█	█	█	█	█	█	█
Display		█	█	█	█	█	█	█	█	█
Travel		█	█	█	█	█	█	█	█	█
Retargeting	█	█	█	█	█	█	█	█	█	█
Content Marketing										
TIER 4 MARKETS										
Retargeting	█	█	█	█	█	█	█	█	█	█
TRAVEL TRADE										
LinkedIn	█	█	█	█	█	█	█	█	█	█



Television

	MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER																																										
	2/25	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23																																			
TIER 1 MARKETS																																																																															
Baltimore MD					100	100					25	25	75	75					100	100	100	100	100					100	100	100	100	100					100	100	100	100					15	15	15	15	15	15	15	15	15	15	15	15	15	15																					
Charlottesville VA					100	100					25	25	75	75					100	100	100	100	100					100	100	100	100	100					100	100	100	100					15	15	15	15	15	15	15	15	15	15	15	15	15	15																					
Greenville-New Bern-Washington NC					100	100			100	100					100	100	100	100	100	100	100	100					100	100	100	100	100					100	100	100	100					15	15	15	15	15	15	15	15	15	15	15	15	15	15																						
Harrisonburg VA					100	25			100	100	75					100	100	100	100	100	100	100					60	60	60	60	60					60	60	60	60					15	15	75	75	75	75	75	15	15	15	15	15	15	15																						
Raleigh-Durham (Fayetteville) NC					100	100			100	100					100	100	100	100	100	100	100	100					60	60	60	60	60					60	60	60	60					15	15	75	75	75	75	15	15	15	15	15	15	15	15																						
Roanoke-Lynchburg VA					100	100			100	100					100	100	100	100	100	100	100	100																						15	15	15	15	15	15	15	15	15	15	15	15	15	15																						
Salisbury MD					100	100			100	100					100	100	100	100	100	100	100	100																						15	15	15	15	15	15	15	15	15	15	15	15	15	15	15																					
Washington D.C.					100	100			100	100					100	100	100	100	100	100	100	100																						15	15	15	15	15	15	15	15	15	15	15	15	15	15	15																					
TIER 2 MARKETS																																																																															
Charlotte NC					25	25			25	25					100	100	100	100	100	100	100	100																																																									
Florence-Myrtle Beach SC					25	25			25	25					100	100	100	100	100	100	100	100	100					100	100	100	100	100																																															
Greensboro-High Point-Winston Salem NC					25	25			25	25					100	100	100	100	100	100	100	100	100																																																								
Harrisburg-Lancaster-Lebanon-York PA					25	25			25	25					100	100	100	100	100	100	100	100	100																																																								
Johnstown-Altoona-State College PA					25	25			25	25					100	100	100	100	100	100	100	100	100																																																								
Philadelphia PA					25	25			25	25					100	100	100	100	100	100	100	100	100																																																								

Sample Networks:



Enhanced Public Relations Update

- Satellite Media Tour – May 10 hosted by Busch Gardens
- Influencer program expansion
- TripAdvisor (to support hotels, attractions, restaurants)
- Photo assets (for all marketing use)

Enhanced Research Update

- **Market Mix Study**

- Modeling of Data to Start – May 1st
- Marketing Mix Model Complete – May 31st

- **DestinationNEXT** provides the strategic framework and brand positioning which will define our priorities and strategies for the next 3-5 years

- Process Includes
 1. An online diagnostic tool which engages critical stakeholders to measure destination strength and community support for tourism development
 2. The output will be brand positioning, framework and architecture to deliver a brand identity
- Collectively this data is used to develop strategies to grow a destination's visitor economy and the economic impact tourism makes in the area.

- **2020 Planning for WTC** Starts – June 19th

2020 Planning Calendar

Williamsburg Tourism Council	2019																																				
	Q1				Q2								Q3								Q4																
	MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				OCTOBER								
	W10	W11	W12	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31	W32	W33	W34	W35	W36	W37	W38	W39	W40	W41	W42	W43	W44		
2020 Planning																																					
6/19 Begin Planning																																					
8/19 Strategy Presentation to Tourism Council																																					
10/15 Marketing Plan & Budget presentation for approval																																					
Research & Studies																																					
Brand Health																																					
3/4 Design Questionnaire																																					
4/11 Launch Online Panel																																					
4/22 Launch Surveys (Leisure & B2B)																																					
5/15 Results sent to DestinationNext																																					
DestinationNext																																					
4/5 Design Questionnaire																																					
6/7 Results and Assessment																																					
6/19-6/20 Board Retreat																																					
Marketing mix																																					
4/12 Confirmation of Participation																																					
4/22 Begin Data Collection																																					
5/1 Modelling and Build Warehouse																																					
5/31 Marketing Mix Model Complete																																					
SIR																																					

- June 19, 2019 – 2020 Planning Process Begins (**One Day Board/Key Stakeholders Retreat**)
- August 20, 2019 – WTC 2020 Strategy & Initial Budget Approval
- October 15, 2019 – WTC 2020 Plan & Final Budget Approval

PR Highlights

MARCH 2019

9
MEDIA
PLACEMENTS

10MM
IMPRESSIONS
FROM PR

WHEREVERFAMILY
The Trusted Source for the Modern Family

Tips | Age Specific | Cruising | Budget | Luxury | Destinations | Listicles

FX Excursions



Williamsburg: History, Food, & More

March 13, 2019 / in Destination Magazines

HOME · SOUTHS BEST

There's a lot of heritage in the site of the first English where the last battle of the it's also where you can dis played and worked. But th Virginia city. Here is what y

Stay

The Virginia location of farr a convenient 20 minutes fi

17 of 19

Virginia: Williamsburg

Besides 80 preserved original structures in Colonial Williamsburg, this Virginia town also offers Merchants Square, one of America's first planned shopping districts; designer bargains at Williamsburg Premium Outlets (from L'Occitane to Michael Kors); ghost tours; and plenty to eat and drink. Explore Colonial Parkway, which connects



PHOTO: DENNIS JOHNSON/GETTY IMAGES



What's Old is New Again in Williamsburg

Where to dine, stay and play for a modern vacation in one of Virginia's oldest towns.

BY CHRIS MILITZER
MAR. 17, 2019 MIDNIGHT

1 of 4



THE OPRAH
MAGAZINE

24 Budget-Friendly Family Road Trips the Whole Gang Will Love

Why fly when you can drive.

By Nadine Jule Courtney Mar 29, 2019



23 of 33

Williamsburg, Virginia

What to see/do: Known for its American history brought to life, Colonial Williamsburg is the rare historical attraction that will enthrall both parents and kids. This year's 400th anniversary of key historical events means special activations at Jamestown Settlement, including a June music festival. Visit the American Revolution Museum at Yorktown, then



15 Educational and Fun Destinations for Families

DESTINATION & TOURISM | EMILY KRAUSE | MARCH 03, 2019

f t in +



Williamsburg. (photo via iStockphoto/istock)

Williamsburg, Virginia. Most people amsburg, the living museum where actors the epicenter of the American Colonies. You rurs to a few days exploring the museums, rting tradespeople and watching Williamsburg, you'll be able to see glish settlement in the United States, the

Social Media & Influencer Highlights

MARCH 2019

3.4MM impressions and 5K engagements via social media content

Hit 10K Instagram followers & can now use swipe ups in Stories

Lady & the Blog visited to promote spring/summer travel

Getting Stamped visited to capture content for their video series this year



Tourism Forum

PLEASE JOIN US FOR

**THE
2019 WILLIAMSBURG
TOURISM FORUM**

May 2, 2019 | 4:00 - 6:00 p.m.
Busch Gardens Williamsburg
Abbey Stone Theatre

FUNEXPECTED

*Learn about the Williamsburg Tourism Council,
see the new Visit Williamsburg marketing
campaign, unveil new experiences for
tourists, meet the staff, and network.*

 WILLIAMSBURG
TOURISM COUNCIL

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



Administrator's Report



Economic Impact Study

- Phase One completed, Project Team April 17

- Julie O'Neal – Busch Gardens
- Kristi Olsen – York County
- Chris Johnson – James City County
- Michele DeWitt – City of Williamsburg
- Dale Hall – JYF
- Terry Banez – GWCTA, Business Council
- Vicki Cimino – GWCTA, Tourism Council

- Robyn Gentry – WTC
- Dave Potter - WTC
- Mande Harvey/Mary Winslow – Luckie
- Mickey Chohany – WARA
- Jeff Phillips, Alewerks
- Brian Partlow, Colonial Williamsburg
- Neal Chalkley. WHMA

Staff Presentation

Group Sales

- Jodie Lumley, Coordinator, Sales & Publications
- Vivian Bunting, Associate Director, Group Tour & Consumer Sales

Conference Sales



- ❖ \$565 billion is the estimated worth of the meetings and conference sales market (including hotel, AV, ancillary costs, spend in destination)
- ❖ Although we do not have a convention center, meetings/conferences & events create a base. If there is a meeting/conference booked at the area conference hotels, this creates compression in the destination and helps all of the remaining area hotels drive rate for overnight stays
- ❖ Continue with business development strategy but targeting corporate, incentive and association meeting planners



WILLIAMSBURG
TOURISM COUNCIL

Accomplishments

- ❖ Created a new Meeting Planner guide and a quarterly “Meet in Williamsburg” newsletter for over 2,000 contacts.
- ❖ Worked with Director of Digital Marketing to create 1st meeting planner video of the destination, and updated imagery & design for the meetings webpage.
- ❖ Increased conference sales leads from 30,000 room nights to 45,000 with telephone solicitation, sales calls, social media & email marketing.
- ❖ Launched regional client luncheons on behalf of the destination targeting meeting planners within a 3-5 hr. drive



Proposed 2019

❖ Visit Williamsburg Ambassador Program

Provides incentive to local professionals from local businesses, associations, and universities who can help attract meetings & conferences to the city

❖ Exposure in media - Giveaway (monetary, gift to favorite charity, etc)

❖ Meet In Williamsburg Grant Program

Assist in driving business to Greater Williamsburg over shoulder months/off-peak/ need patterns - Target Sunday-Thursday pattern

❖ Helps clients offset expenses including transportation and other costs associated with meeting - Up to \$5,000 per meeting

Publications

- **Vacation Guide**
25,000 Vacation Guide for vacation request via Visitwilliamsburg.com, toll-free line Travel agents and AAA Office
- **Williamsburg Rack Brochure**
100,000 Rack Brochures distributed to all 11 State Welcome Centers. Used also for Reunions, Weddings, Groups, Conferences and Sports Williamsburg events.
- **Williamsburg Area Niche Brochures:**
 - Arts
 - Outdoor
 - Wedding



Consumer Sales & Marketing – VA Welcome Centers

- Consumer Sales and Marketing Programs – VA Welcome Centers
- 20 Demo days at statewide Welcome Centers – Participating with Regional CVB staff at “Thank the Visitor Day” on May 10 2019 at East Coast Gateway
- East Coast Gateway Visitor Center displays and digital panel displays
- Blitz for 2019 – East Coast Gateway – September, November, December – Fredericksburg – December – NEW for 2019 - Bracey – November, December



Tradeshow & Weddings

➤ Bridal Show

ShowBride – 2nd Year – June 30, 2019

Wedding Marketing & Support Wedding Leads

Wedding website for 2019 Updates – Create a Facebook Page dedicated to weddings and reunions (Robyn)

Wedding Paid search and magazine advertising – 2020 Marketing Consumer Shows -

➤ W & M First Experience Show

First Experience Student Orientation event – 3rd Year - August 2019 (Date TBD)

W & M Family Weekend Value card promotions



Consumer Sales & Marketing

- Mission: Increase overnight visitation by talking with and getting “Visit Williamsburg” information in the hands of the decision makers. Direct sales calls are made to AAA offices and Virginia Welcome Centers around scheduled trips, we exhibit at several shows throughout the year.

AAA Lehigh Valley Vacation Expo	February 10, 2019	Lehigh Valley, PA
AAA Reading Berks Travel Expo	February 17, 2019	Wyomissing, PA
Southern Women’s Show	April 12 – 14, 2019	Raleigh, NC
AAA Cleveland Vacation Expo	October 20, 2019	Cleveland, OH
AAA Carolinas (AAA staff)	November 22 – 24, 2019	Charlotte, NC



Group Tour/Motorcoach Sales & Marketing

- Mission: Target tour companies with focus on drive locations, DC < MD, OH, PA, NC, SC, & VA
- **Familiarization Tours**: We offer an annual Familiarization Tour so tour planners can “experience” the destination. Dates for this year are September 8 – 11, 2019.
- **Major Trade Shows**: These are opportunities to meet and network with tour companies.

American Bus Association (ABA)
Louisville, KY

January 26 – 29, 2019

Student Youth Travel Association (SYTA)
Birmingham, AL

August 10 – 12, 2019

National Tour Association (NTA)
Fort Worth, TX

December 8 – 10, 2019

Group Tour/Motorcoach Sales & Marketing

- **State Association Meetings:** Offer some of the same opportunities as the major trade shows but on a smaller intimate scale.

Pennsylvania Bus Association Annual Meeting (PBA)	June 17 – 20, 2019	Atlantic City, NJ
VA, NC, SC Regional Meeting (VMA-NCMA-MCASC)	September 18 – 21, 2019	Winston-Salem, NC

- **Profile Sheets Suggested Itineraries Group Website:** Profile sheets are updated prior to each show. Appointments are 5 – 7 minutes so it is a great tool to highlight venues, suggested itineraries and the group website www.grouptourswilliamsburg.com.

- **Group Leader Tradeshows:** Tour companies bring their top qualified group leaders to the show. We have the opportunity to meet and talk with them and share information for tours to our destination.

Pennsylvania Bus Association Marketplace (PBA)	March 27, 2019	York, PA
Maryland Motorcoach Association Showcase (MMA)	March 28, 2019	Dover, DE

Our social media team has been enhancing the Facebook page for Williamsburg Group Tour with a new logo and imagery.

Chair Report

- Airport marketing
- Public/private legal opinion

Wrap-Up

- Old Business
- New Business
- Next Meeting Date: **May 11, 2019 1:00 p.m.**
 - Stryker Building

THANK YOU



OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS
ATTRACTABILITY · AFFORDABILITY

MEASURING SUCCESS



OVERNIGHT
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ADMISSIONS



REVENUE
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