

Williamsburg Tourism Council

Tuesday, November 16, 2021

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association
York County

GWTCA-Business Council
Virginia Tourism Corporation

Ruth Larson, Chair
Cliff Fleet, Vice Chair
Doug Pons, Treasurer

Kevin Lembke
Neal Chalkley
James Horn
Christy Coleman
Mickey Chohany
Chad Green

Chris Smith, Ex Officio
Rita McClenny, Ex Officio

Public Comment

- Limit to three minutes
- State name and address
- No Q & A

Sports Complex Briefing

Mayor Doug Pons, City of Williamsburg

Roundtable Discussion

Approve Minutes

September 21, 2021

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association
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Chad Green

Treasurer's Report

Revenue/Expenses

Cash on Hand

Tax Revenue

September Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,295,416	1,083,769	211,647
\$1 Transient Tax	137,149	150,720	(13,571)
Maintenance of Effort Funds	0	0	0
Other	1,524	4,000	(2,476)
Total Revenue	1,434,088	1,238,489	195,599
EXPENSES			
Destination Marketing	686,123	1,225,649	539,526
Other Sales & Marketing	26,736	67,772	41,036
Labor & Benefits	83,497	100,836	17,339
Admin	12,383	33,740	21,357
Total Expenses	808,740	1,427,997	619,257
Net Revenue Expense by Month	625,349	(189,508)	814,857

Source: York County, Office of the Commissioner and Revenue and VA Department of Taxation

FYTD Revenue/Expenses

	FY 2022		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	3,627,984	2,589,905	1,038,079
\$1 Transient Tax	472,152	421,984	50,168
Maintenance of Effort Funds	0	427,767	(427,767)
Other	5,090	12,000	(6,910)
Total Revenue	4,105,226	3,451,656	653,570
EXPENSES			
Destination Marketing	2,020,717	3,493,247	1,472,530
Other Sales & Marketing	40,489	126,692	86,203
Labor & Benefits	247,721	302,508	54,787
Admin	71,905	97,200	25,295
Total Expenses	2,380,832	4,019,647	1,638,815
Net Revenue Expense by Month	1,724,394	(567,991)	2,292,385

<i>Net Position - Beginning of Year</i>	9,398,730	9,398,730	0
Net Position - Current YTD	11,123,124	8,830,739	2,292,385

Source: York County, Office of the Commissioner and Revenue and VA Department of Taxation

September Cash on Hand

Operating Cash

Cash Balances	Jul-21			Aug-21			Sep-21		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2	\$ 250,002	\$ 250,000	\$ 2	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,833	\$ 510,000	\$ (167)	\$ 509,839	\$ 510,000	\$ (161)	\$ 509,846	\$ 510,000	\$ (154)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,922,318	\$ 7,068,916	\$ (146,598)	\$ 7,372,307	\$ 6,406,529	\$ 965,778	\$ 6,751,414	\$ 6,237,333	\$ 514,081
Total Cash on Hand	\$ 7,683,153	\$ 7,828,916	\$ (145,763)	\$ 8,133,148	\$ 7,166,529	\$ 966,619	\$ 7,512,262	\$ 6,997,333	\$ 514,929

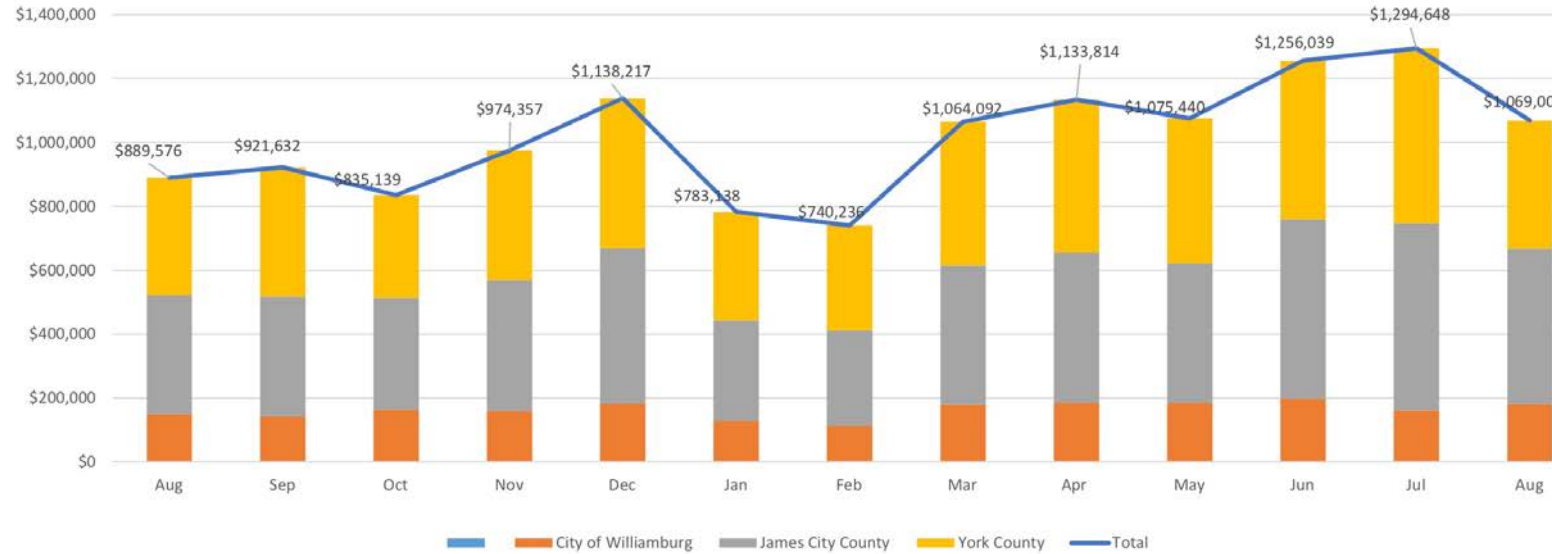
Key Sources of Funds	Jul-21			Aug-21			Sep-21		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,271,372	\$ 1,099,402	\$ 171,970	\$ 1,396,198	\$ 677,998	\$ 718,200	\$ 1,432,565	\$ 1,234,489	\$ 198,076
Total Gov't Sources	\$ 1,271,372	\$ 1,099,402	\$ 171,970	\$ 1,396,198	\$ 677,998	\$ 718,200	\$ 1,432,565	\$ 1,234,489	\$ 198,076

Interest Earned:	Jul-21			Aug-21			Sep-21		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4	\$ 4	\$ -	\$ 4	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 815	\$ -	\$ 815	\$ 765	\$ -	\$ 765	\$ 816	\$ -	\$ 816
Ches Bank Checking	\$ 484	\$ 4,000	\$ (3,516)	\$ 482	\$ 4,000	\$ (3,518)	\$ 702	\$ 4,000	\$ (3,298)
Total Interest Earned	\$ 1,306	\$ 4,000	\$ (2,694)	\$ 1,253	\$ 4,000	\$ (2,747)	\$ 1,524	\$ 4,000	\$ (2,476)

Product Development Reserves

Cash Balances	Jul-21			Aug-21			Sep-21		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: Reserves									
Ches Bank Money Market	\$ 3,721,122	\$ 3,720,000	\$ 1,122	\$ 3,721,886	\$ 4,147,767	\$ (425,881)	\$ 3,722,702	\$ 4,147,767	\$ (425,065)
Total Cash on Hand	\$ 3,721,122	\$ 3,720,000	\$ 1,122	\$ 3,721,886	\$ 4,147,767	\$ (425,881)	\$ 3,722,702	\$ 4,147,767	\$ (425,065)

Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2020 / 2021	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$143,078	\$162,942	\$159,187	\$181,890	\$129,427	\$111,620	\$178,712	\$184,092	\$184,364	\$198,233	\$161,127	\$180,467	\$1,975,139
James City County	\$373,849	\$350,286	\$409,548	\$486,887	\$313,509	\$300,542	\$435,892	\$470,743	\$437,697	\$561,486	\$585,238	\$488,021	\$5,213,697
York County	\$404,705	\$321,911	\$405,622	\$469,441	\$340,202	\$328,074	\$449,488	\$478,979	\$453,380	\$496,320	\$548,283	\$400,511	\$5,096,916
Total	\$921,632	\$835,139	\$974,357	\$1,138,217	\$783,138	\$740,236	\$1,064,092	\$1,133,814	\$1,075,440	\$1,256,039	\$1,294,648	\$1,069,000	\$12,285,752
Calendar YTD Total													\$8,416,407
FY2019 / 2020	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$149,898	\$1,878,324
James City County	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$371,324	\$4,291,031
York County	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$368,354	\$4,640,225
Total	\$933,606	\$1,282,194	\$1,022,700	\$1,210,623	\$744,513	\$711,317	\$743,751	\$633,259	\$1,054,706	\$540,211	\$1,362,062	\$889,576	\$11,128,518
Calendar YTD Total													\$6,679,395

*Source: York County, Office of the Commissioner of Revenue

Transient Tax



Transient Tax \$1 of the \$2													
FY2020 / 2021	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$30,678	\$24,695	\$19,294	\$13,619	\$18,982	\$16,116	\$9,439	\$22,923	\$56,282	\$41,821	\$35,851	\$80,268	\$369,968
James City County	\$27,300	\$19,161	\$22,875	\$16,989	\$16,914	\$9,478	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$358,955
York County	\$32,239	\$30,061	\$22,745	\$32,401	\$27,983	\$25,888	\$37,132	\$52,932	\$45,170	\$55,354	\$69,741	\$59,392	\$491,038
Total	\$90,217	\$73,917	\$64,914	\$63,009	\$63,879	\$51,482	\$79,344	\$117,877	\$143,049	\$139,071	\$137,149	\$196,053	\$1,219,961
Calendar YTD Total													\$927,904
FY2019 / 2020	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$28,608	\$306,039
James City County	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$31,805	\$271,761
York County	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$36,310	\$371,554
Total	\$152,301	\$124,303	\$126,928	\$95,585	\$79,033	\$55,721	\$56,359	\$37,740	\$22,765	\$56,525	\$45,371	\$96,723	\$949,354
Calendar YTD Total													\$450,237

*Source: York County, Office of the Commissioner of Revenue

Executive Director/CEO Report

Visit Williamsburg Program Updates

2022 Media Plan

Sales

Smith Travel Research Report: September 2021

Current Month - September 2021 vs September 2020												
	Occ %		ADR		RevPAR		Percent Change from September 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	36.1	20.2	144.12	103.18	52.10	20.80	79.3	39.7	150.4	140.2	-4.1	72.0
York Co+	45.5	32.4	123.94	93.81	56.37	30.40	40.3	32.1	85.4	85.4	0.0	40.3
City of Williamsburg+	48.8	36.0	139.51	88.52	68.13	31.83	35.8	57.6	114.1	114.2	0.0	35.9
Historic Triangle+	44.1	30.2	134.03	93.50	59.08	28.21	46.1	43.4	109.4	107.1	-1.1	44.5
Southern York County+	72.2	56.8	102.50	78.56	74.01	44.61	27.2	30.5	65.9	65.9	0.0	27.2
Total+	45.2	31.3	131.94	92.38	59.70	28.89	44.7	42.8	106.7	104.5	-1.1	43.2

Current Month - September 2020 vs September 2019												
	Occ %		ADR		RevPAR		Percent Change from September 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	19.5	37.5	103.02	112.73	20.08	42.26	-48.0	-8.6	-52.5	-52.5	-0.1	-48.1
York Co+	32.4	46.7	94.15	97.75	30.47	45.66	-30.7	-3.7	-33.3	-33.3	0.0	-30.7
City of Williamsburg+	35.8	50.0	88.85	117.87	31.84	58.93	-28.3	-24.6	-46.0	-52.6	-12.2	-37.1
Historic Triangle+	29.8	45.3	93.76	108.88	27.95	49.36	-34.3	-13.9	-43.4	-45.8	-4.3	-37.1
Southern York County+	56.8	70.1	78.56	82.40	44.61	57.75	-19.0	-4.7	-22.7	-22.7	0.0	-19.0
Total+	30.9	46.3	92.62	107.31	28.62	49.69	-33.3	-13.7	-42.4	-44.8	-4.1	-36.0

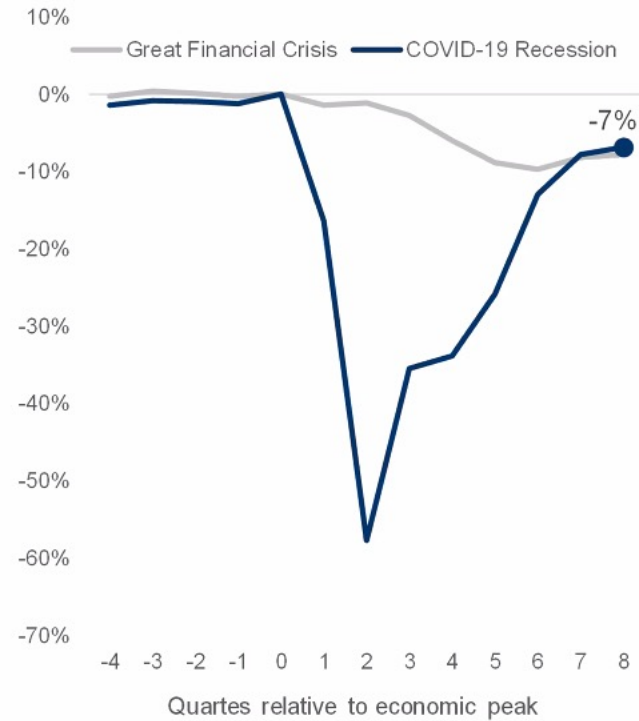
Smith Travel Research Report: YTD

Year to Date - September 2021 vs September 2020												
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	James City County+	35.7	18.4	143.99	96.85	51.43	17.80	94.4	48.7	189.0	207.6	6.4
York Co+	48.1	28.7	142.36	93.60	68.49	26.87	67.6	52.1	154.9	176.3	8.4	81.7
City of Williamsburg+	47.9	25.9	130.55	88.27	62.54	22.82	85.3	47.9	174.0	167.8	-2.3	81.1
Historic Triangle+	44.7	25.0	138.57	92.31	61.95	23.07	78.9	50.1	168.5	179.8	4.2	86.4
Southern York County+	70.5	50.9	96.36	76.50	67.97	38.90	38.7	26.0	74.7	74.7	0.0	38.7
Total+	45.8	26.1	135.86	90.98	62.20	23.75	75.3	49.3	161.8	172.3	4.0	82.3

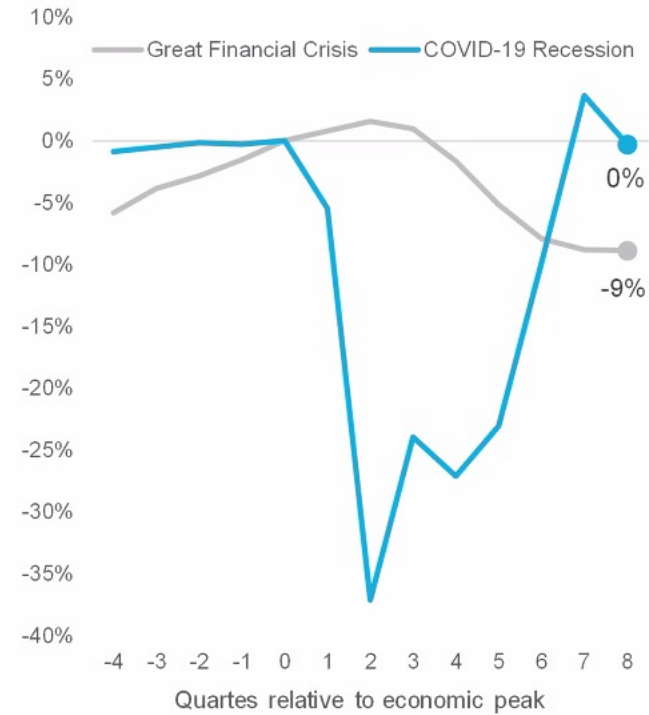
Year to Date - September 2020 vs September 2019												
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	James City County+	17.8	43.4	96.33	123.46	17.11	53.54	-59.0	-22.0	-68.0	-71.1	-9.4
York Co+	28.8	54.5	93.68	129.23	26.95	70.37	-47.2	-27.5	-61.7	-64.7	-7.8	-51.3
City of Williamsburg+	25.8	53.8	88.37	121.94	22.82	65.61	-52.0	-27.5	-65.2	-68.8	-10.2	-56.9
Historic Triangle+	24.8	51.2	92.29	125.22	22.85	64.11	-51.6	-26.3	-64.4	-67.6	-9.1	-56.0
Southern York County+	50.9	73.0	76.50	88.29	38.90	64.43	-30.3	-13.4	-39.6	-39.6	0.0	-30.3
Total+	25.9	52.0	90.96	123.20	23.53	64.12	-50.3	-26.2	-63.3	-66.5	-8.7	-54.6

This time is different for rates

Hotel demand



ADR



Note: Great Financial Crisis shown relative to economic peak in 2007 Q4, COVID-19 Recession shown relative to economic peak in 2019 Q4. Seasonally adjusted quarterly data. Historical data through 2021 Q3. Labeled points are 2021 Q4. Source: STR, Tourism Economics

Sharp downturn and fast recovery

RevPAR, US

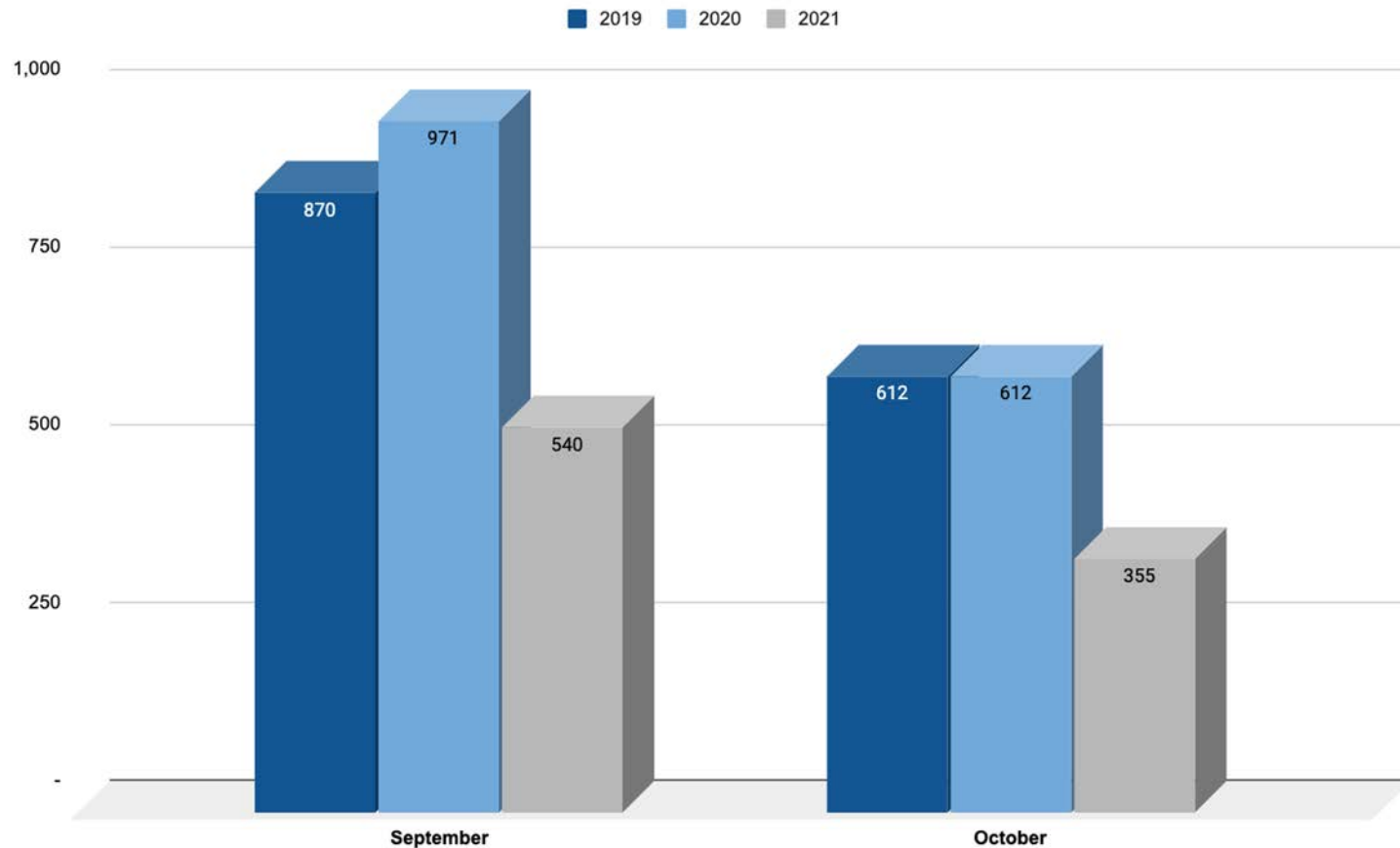
Real, seasonally adjusted



Note: Grey marker indicates fourth quarter of recent years. Labels show percent difference from historical average (2000 to 2019).
Source: STR, Tourism Economics

September/October Adara Impact Performance

September bookings driven by advertising audience was down YOY
October is on pace to exceed October '19 and '20 (attribution window ends November 30)



Top Hotel Origin Markets		
Markets	% of Booking ▾	
1. Washington, DC, US	28.7%	<div style="width: 28.7%;"></div>
2. New York, NY, US	8.9%	<div style="width: 8.9%;"></div>
3. Philadelphia, PA, US	7.3%	<div style="width: 7.3%;"></div>
4. Baltimore, MD, US	6.1%	<div style="width: 6.1%;"></div>
5. Norfolk, VA, US	4.1%	<div style="width: 4.1%;"></div>
6. Raleigh-durham, NC, US	3.8%	<div style="width: 3.8%;"></div>
7. Richmond, VA, US	2.8%	<div style="width: 2.8%;"></div>
8. Roanoke, VA, US	2.8%	<div style="width: 2.8%;"></div>
9. Harrisburg-york, PA, US	2.4%	<div style="width: 2.4%;"></div>
10. Pittsburgh, PA, US	2.1%	<div style="width: 2.1%;"></div>

*Source: Adara Impact as of October 25, 2021

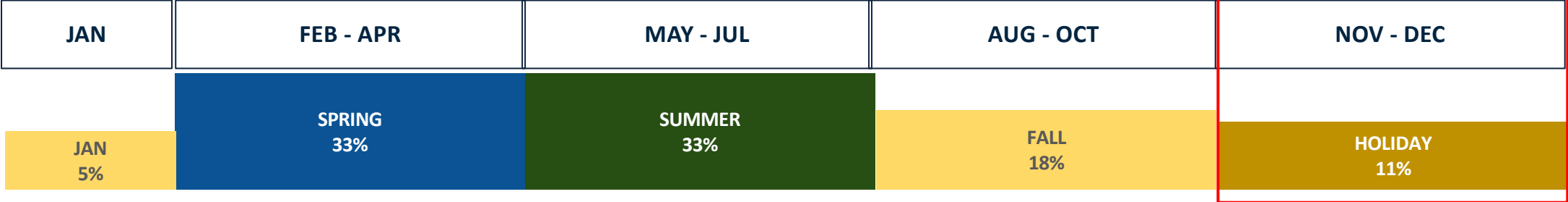
Campaign Overview

2021 Strategy

Always-on Approach

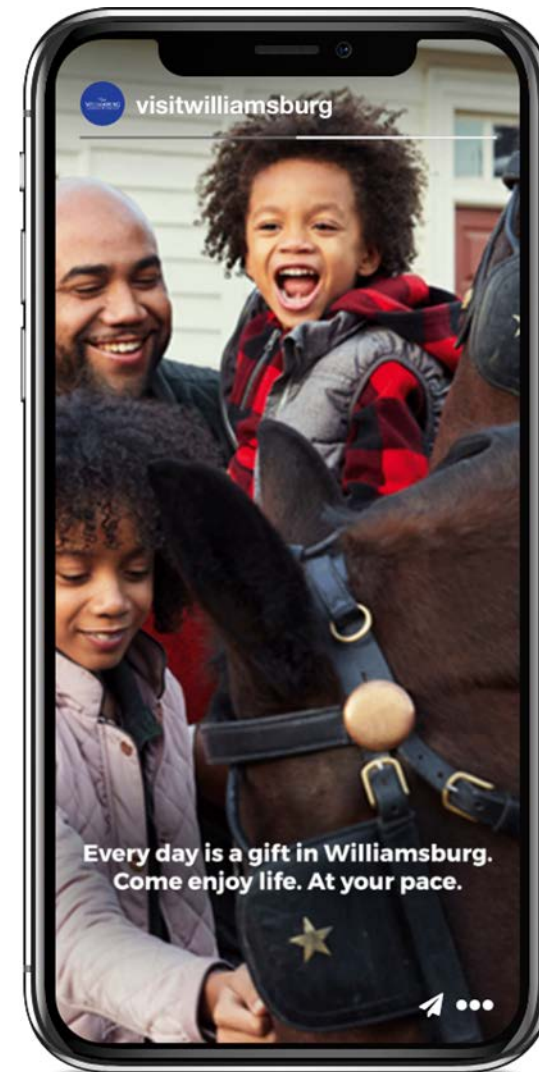
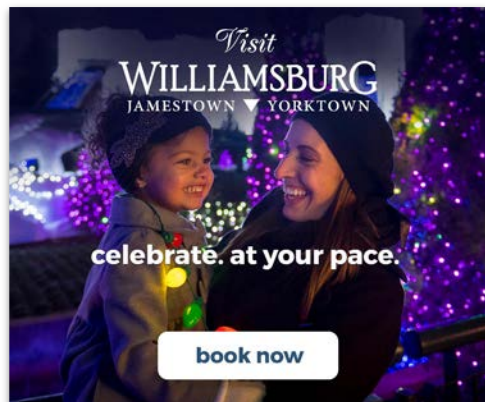
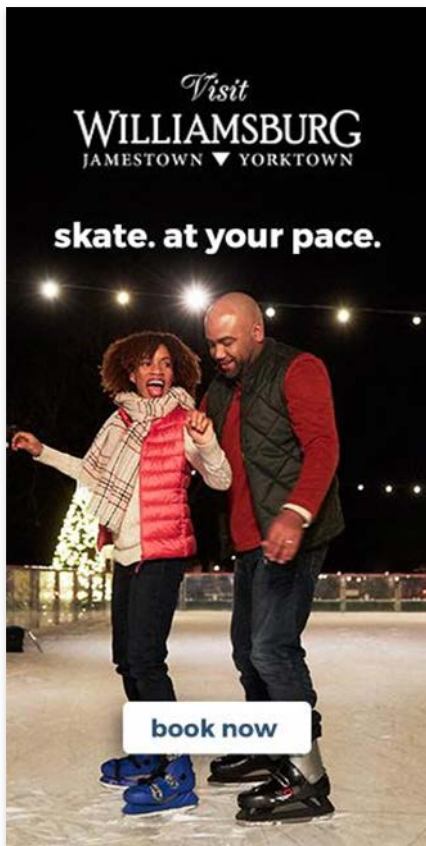
Increased Spend to Capture Peak Demand Periods

Constantly Monitor and Adjust as Needed



- Display
- Paid Social
- Paid Search
- Influencer
- Co-ops

Holiday Creative (Live November/December)



September/October Digital Advertising Performance

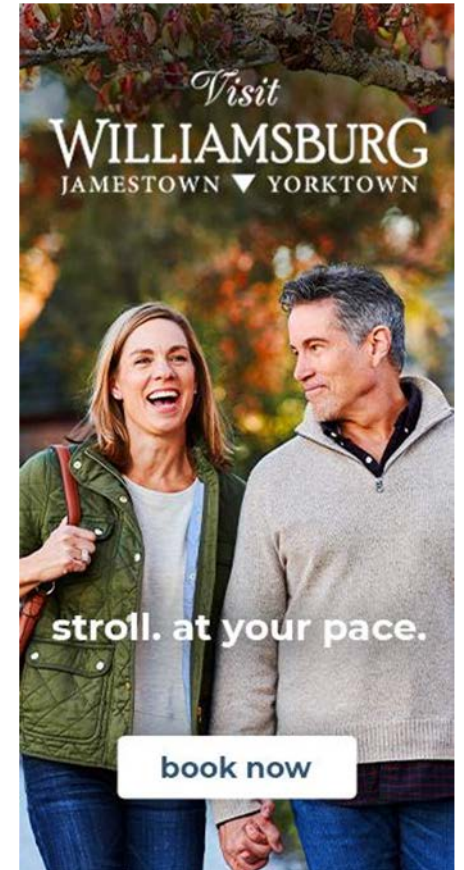
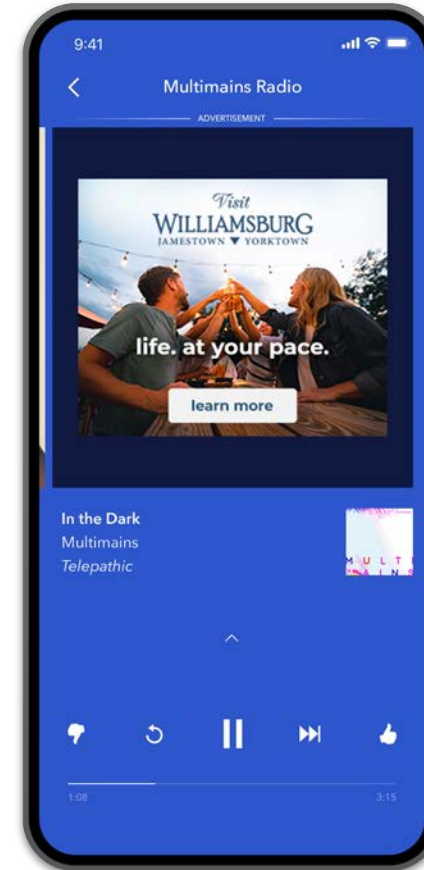
Decline in demand but engagement rates held steady and booking conversion rates were 2X 2019

257MM+

impressions served across display and paid social

↑ 3X

Visit Williamsburg display CTR (.26%) vs. industry standard (.10%)



↑ 3.6-3.8%

Booking conversion rate among those exposed to ads

2X 2019 rates

380,000+

Paid search impressions served

9.2% CTR vs. 2.4% industry benchmark

Publisher Partnership: Conde Nast's Bon Appétit

Highlighting the diverse food and beverage scene across the area through interviews and signature dish demonstrations.

Photo/video shoot was held October 18-19.

Launch scheduled for Q1 2022:

- Custom video and digital article on BonAppetit.com
- Social amplification across Conde Nast's network and Visit Williamsburg's channels



The WilliamsBLOG: September/October Performance

Compared to 2020:



Sessions up
170%



of users up
47%



New user sessions up
25%



Avg. time on page up
4.3%



Samples of Recently Published Content:

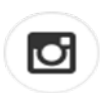
1. [Williamsburg's Seasonal Splendor](#)
2. [Halloween Thrills and Chills in Williamsburg](#)
3. [Plan Your Fall Golf Trip in Williamsburg](#)
4. [15 Ideas For a Long Weekend Getaway with Your Kids](#)
5. [The Most Instagrammable Dishes and Drinks in Williamsburg](#)
6. [Things to do this Fall](#)
7. [Koa and Lily Travel Back in Time](#)



Content promotion channels:



inPowered



FAM Trips | September 1 – October 31, 2021

Media Hosted: 1

Partners Visited: 13

Market	Article/Topic	Destinations	Media Participants
National	<p><i>Myscha Theriault: Virginia's Yorktown blends charm, history in a relaxed atmosphere</i></p> <ul style="list-style-type: none">• <u>Rome News-Tribune</u>• <u>Daily Item</u>• <u>Union-Bulletin</u>• <u>Daily Advent</u>	York River Inn, Umi Sushi, Carrot Tree Kitchens, Water Street Grille, Yorktown Pub, Yorktown Ghost Walks, Mobjack Bay Coffee Roasters, Schooner Alliance, American Revolution Museum at Yorktown, The Watermen's Museum, Copper Fox Distillery, 8 Shires Distillery, Casa Pearl	Myscha Theriault, Tribune News Service

Influencers Hosted: 2

Participating Suppliers: 43

Topics:

Exploring Black History as a Solo Traveler
Mommy/Daughter Getaway



The WilliamsBLOG Contributor
Ciara Johnson ~ Hey Ciara



Macro Influencer
Julia Dzafic ~ Lemon Stripes

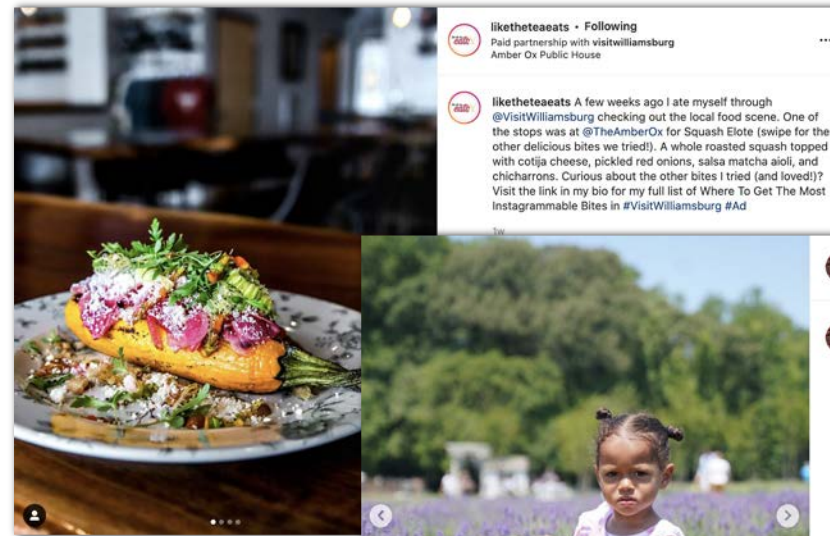
September/October Influencer Marketing

1M+ Impressions
75K+ Engagements
41+ Industry Partners Featured

- *The Buffaloes'* (family bloggers) [YouTube video](#) went live in October
- [Ciara Johnson](#) (solo travel blogger) visited in September, with content coming soon across Instagram and The WilliamsBLOG
- [Julia Dzafic](#)'s (mom blogger) blog post on [lemonstripes.com](#) will go live this month
- [The History Guy's](#) (history blogger) content is coming soon across YouTube and The WilliamsBLOG



[Julia Dzafic](#), 126K followers



[Rachel Lipton](#), 21.9K followers

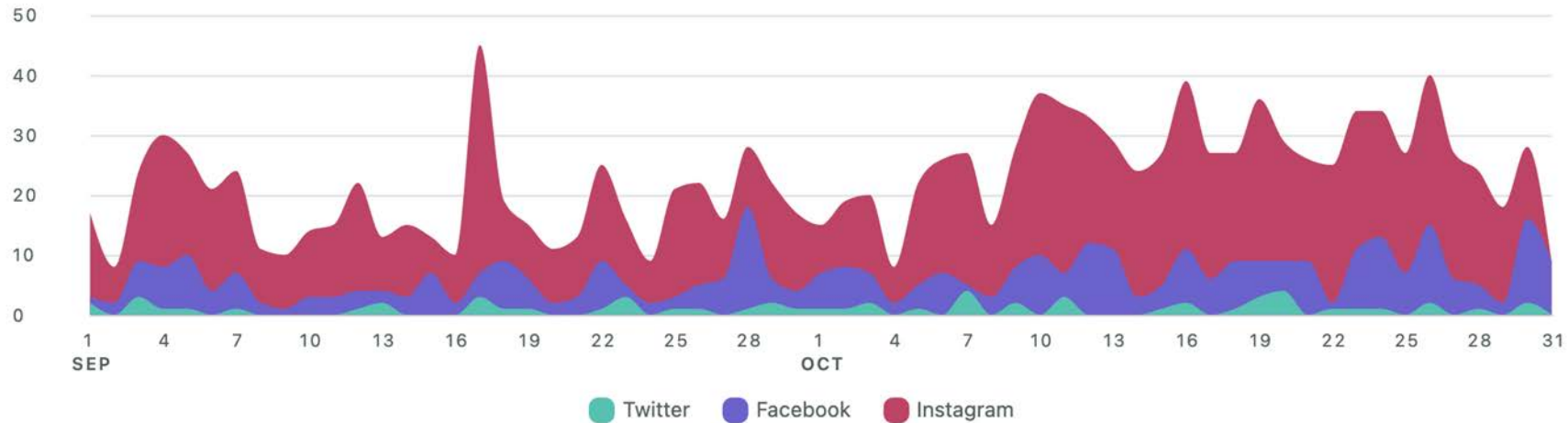


[Oneika Raymond](#), 121K followers

September/October Social Media Performance

Overall social media audience **increased to 113,262 followers** across all channels

Audience Gained, by Day



306

Instagram followers



3,382

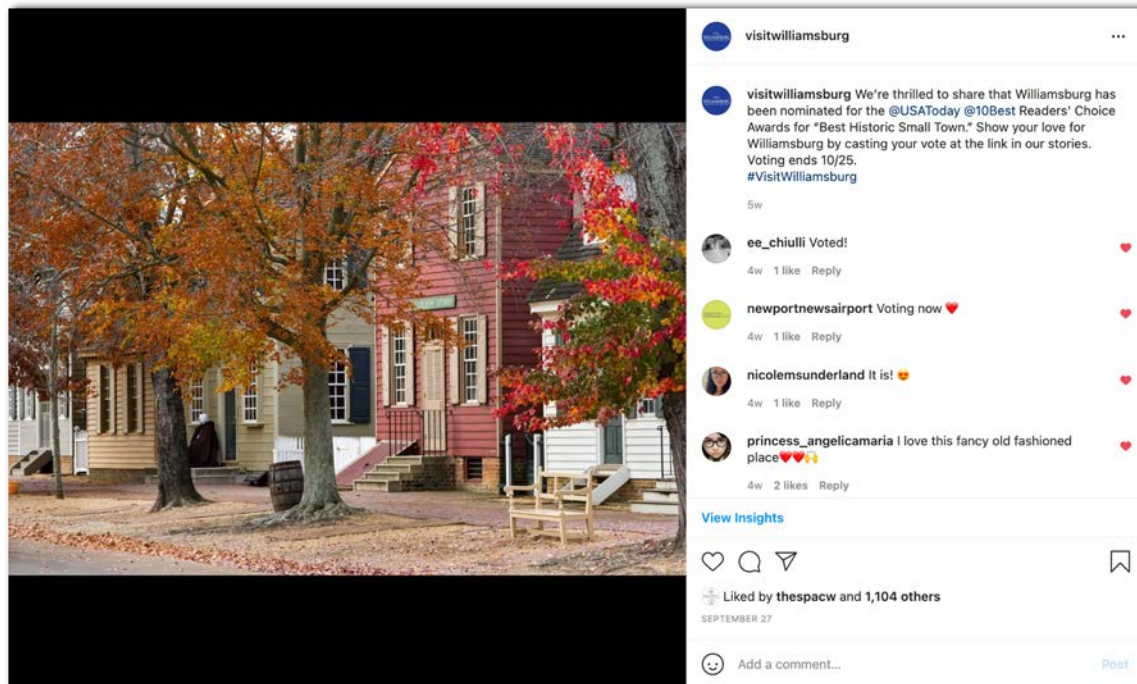
Facebook followers



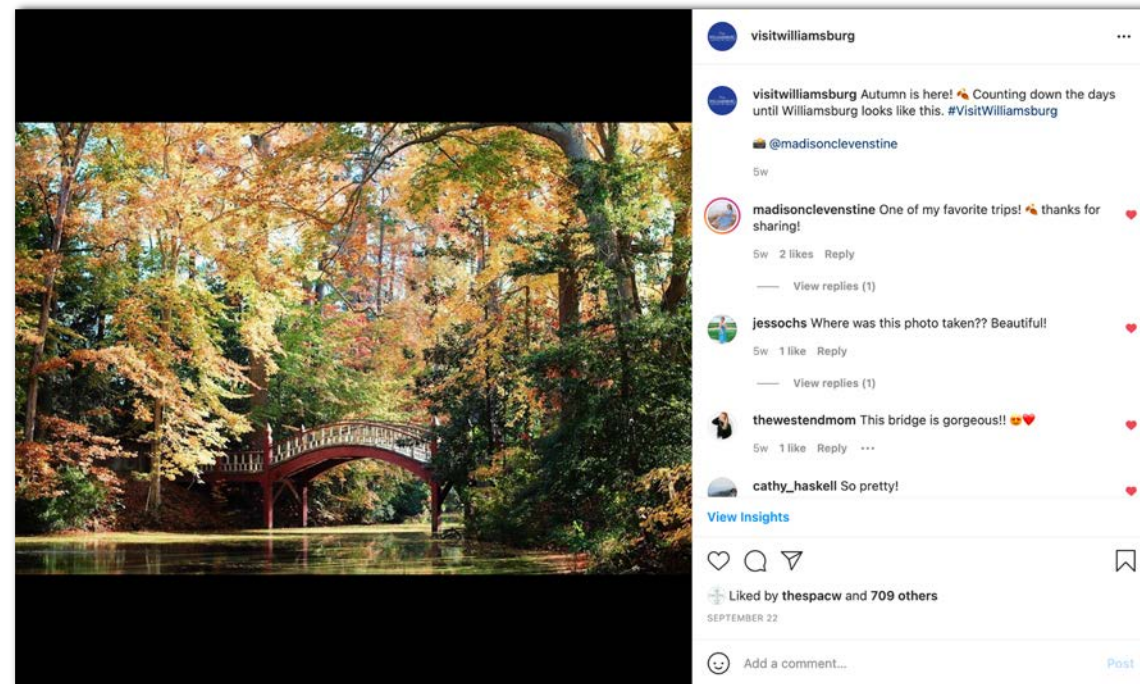
59

Twitter followers

September/October Social Media - Top Instagram Posts



Engagement Rate: 8.4%



Engagement Rate: 7.1%

September 1 – October 31, 2021

Global Impressions

721.5 Million

22

Placements

*YoY 2020 – 1.7 Billion Impressions & 63 Placements

Key Media Placements | September 1 – October 31, 2021

“The Top 15 Cities in the United States”

-Tanvi Chheda

TRAVEL+
LEISURE

“Have You Experienced the Magic of Williamsburg, Virginia at Christmas?”

-Marisa Spyker

Southern Living

“These Destinations Offer More Than History”

-Paula Aven-Galdych

SMALL MARKET
MEETINGS



THE EXTRA MILE

“Small Towns in the South for the Best Fall Color”


-Sucheta Rawal

Key Media Placements cont. | September 1 – October 31, 2021

msn | entertainment v

SL Southern Living

Have You Experienced the Magic of Williamsburg, Virginia at Christmas?



Torch-lined streets and wreaathed
build

Storied traditions plus
At any given time
town of Williams
America – and no
celebrating that p
stately brick build
But as enchanting
the magic of expe
main street to its
Christmas spirit
are five spectacu
capital.

10 USA TODAY 10Best

11 romantic small towns and resorts for fall across the United States

Small town getaways for striking autumn colors

Williamsburg, Virginia



Fabulous fall in Williamsburg, Virginia — Photo courtesy of Visit Williamsburg


Forget about those frigid autumn nights and head to historic colonial Williamsburg, Virginia, where you can combine mild temperatures and fiery foliage. There is also a ton to do here for the whole family besides just gazing at the leaves.

There is a Food & Feasts of Colonial Virginia over at the historic Jamestown settlement for Thanksgiving; you can join a Haunted Williamsburg tour where costumed storytellers will take you on a candlelit walking ghost tour; and for those colorful trees, head out to either Colonial Parkway, Waller Mill Park or Island Loop for some stunning views.

The Daily Item
More for You
Serving the Central Susquehanna Valley Since 1937

Mysha Theriault: Virginia's Yorktown blends charm, history in a relaxed atmosphere

Mysha Theriault - Tribune News Service (TNS) Oct 24, 2021



Tribune News Service
Schooner passengers join a crew member in raising sails off the coast of Yorktown, Virginia.
Mysha Theriault

For many visitors to Virginia's historic triangle, Yorktown gets relegated to a rushed afternoon of Revolutionary War stops and memorabilia.

That's a rookie mistake.

Not only is this slightly sleepy seaside getaway steeped in the history of America's very beginnings, it boasts spectacular seafood, some unexpected dining gems, live music and one of the most accessible waterfronts the area has to offer.

Minus the crowds.

Consider these tips for experiencing what Yorktown has to offer beyond the battlefield.

THE VIRGINIA GAZETTE

Williamsburg ranked as "Top U.S. Cities" by Travel + Leisure

Williamsburg was listed in the ninth spot in *Travel + Leisure* list of "Top U.S. Cities."

The ranking was determining during their annual World's Best Awards 2021 readers' survey, which was open to the public for voting Jan. 11 through May 10, 2021.

A recognition like this speaks to the world-class caliber of the region's activities, attractions, food, drink, shopping, and more," said Victoria Cimino, CEO of Visit Williamsburg, in a

city industry, the Travel +
hning and advice as leisure

THE TRAVEL VERTICAL

eTourism Summit Announces Winners in Fourth Annual eTSY Awards


LIVE FROM LAS VEGAS! — Sept. 21, 2021 — **Connect Travel**, owner and producer of **eTourism Summit**, is pleased to announce the winners of the 4th Annual Excellence "eTSY" Awards in partnership with **Expedia Group Media Solutions** and **Destination Marketing Podcast**.

The recognition goes to destination marketing organizations and their media partners to recognize and celebrate the best of 2020-2021 campaigns and programs with awards in a dozen original categories, including website content, video, email, augmented and virtual reality, influencer marketing and innovation.

The awards were presented live on Sept. 21 during the 22nd Annual eTourism Summit in Las Vegas, co-located with IPW and Connect THRIVE Summit.

- **Best Content Marketing Program (large budget)**

"Life. At Your Pace."
Visit Williamsburg



Courtesy of Visit Williamsburg

[https://www.visitwilliamsburg.com/worlds-](https://www.visitwilliamsburg.com/worlds-best)

Accolades | September 1 – October 31, 2021

TRAVEL+
LEISURE

World's Best Awards 2021 Readers' Survey
"Top 15 Cities in the United States" category (#9)

Awards | September 1 – October 31, 2021

TRAVEL WEEKLY
MAGELLAN AWARDS

Destination Marketing - Campaign - Advertising/Marketing

GOLD—“Life. At Your Pace.”

Destinations - Overall - Blog

SILVER—*The WilliamsBLOG*

Sales

Trade Shows, Events, Sites

DATE	CONFERENCES, SITE VISITS, MEETINGS	LOCATION
September 18 – 23, 2021	IPW	Las Vegas, Nevada
September 25 – 29, 2021	Small Market Meetings Conference	Cheyenne, Wyoming
October 1, 2021	Virginia Youth Soccer Association	Virtual Call
October 4, 2021	VTC – STS Domestic Showcase FAM Meeting	Zoom Meeting
October 5, 2021	American Bus Association (ABA)	Zoom Meeting
October 6-7, 2021	VSAE Fall Conference	Richmond, Virginia
October 8, 2021	Legion of Valor	Williamsburg, Virginia
October 8, 2021	National Softball Association	Williamsburg, Virginia
October 12, 2021	Society of Government Meeting Professionals	Williamsburg, Virginia
October 14, 2021	National Tour Association	Zoom Meeting
October 28, 2021	War Memorial	Hampton, Virginia
November 2 – 3, 2021	Site Visit with Eastern Diocese Holiness Convention	Williamsburg, Virginia

Sales Leads: September/October

ISSUE DATE	LEADS	ROOM NIGHTS
September 16, 2021	Eastern Diocese Church of Christ Holiness U.S.A	137
September 16,2021	Eastern Diocese Church of Christ Holiness U.S.A	183
September 18, 2021	Legends Lacrosse	3,000
October 1, 2021	Strong Bonds	44
October 7, 2021	Turner Tank Association	80
October 13, 2021	Spann Family Reunion	70
October 14, 2021	Virginia Assisted Living Association	190
October 14, 2021	Virginia Trucking Association	160
October 14, 2021	Virginia Trucking Association	34
October 15, 2021	The Williamsburg Symphony Orchestra	48
October 15, 2021	The Williamsburg Symphony Orchestra	64
October 15, 2021	The Williamsburg Symphony Orchestra	80
October 15, 2021	The Williamsburg Symphony Orchestra	32

Sales Leads: September/October

	LEADS	ROOM NIGHTS
October 21, 2021	Notable Student Tours	100
October 28, 2021	American Institute of Building Design	127
October 28, 2021	Washtenaw County Veterans Association Reunion	150
November 2, 2021	FamilyLife	50
November 2, 2021	Informatica	40

Service Leads: September/October

	SERVICES LEADS	
October 7, 2021	A Hometown Bank	Interactive Experience with costumed interpreters and lunch
October 25, 2021	Supreme Court of North Carolina	Dinner
October 25, 2021	Supreme Court of North Carolina	Dinner
October 25, 2021	Immanuel Baptist Church	Day Trip Options

Confirmed Bookings

Arrival Date	Definite Booking	Property
October 6 - 8, 2021	CE Tours	Embassy Suites
April 22 - 24, 2022	Notable Student Tours	Embassy Suites
April 25 - 27, 2022	Lake Lundgren Bible Camp	Hampton Inn
August 13 - 16, 2023	2023 SEDC Annual Conference	The Lodge



NATIONAL SOFTBALL ASSOCIATION

Williamsburg Named Host City for 2022 National Softball Association World Series (Class B and C)



Future Trade Shows and Events

DATE	UPCOMING SHOWS	LOCATION
November 8 – 11, 2021	Accent on the East Travel Network	Myrtle Beach, SC
November 14 – 18, 2021	National Tour Association Travel Exchange	Virtual Attendance
November 28 – December 1, 2021	Connect Association	Washington D.C.
December 2, 2021	Capital Region U.S.A. **DMO Sponsoring Four Registrations**	Washington D.C.
January 8 – 11, 2022	American Bus Association **DMO Sponsoring Registration and Booth**	Grapevine, Texas
February 11 – 14, 2022	Southeast Tourism Society **DMO Sponsoring pre-show FAM**	Virginia Beach, VA
March 12 – 14, 2022	African American Travel Conference **DMO Sponsoring Welcome Breakfast**	Topeka, Kansas

2022 Media Strategy

Digitization has accelerated as a result of the pandemic, with many gains here to stay, impacting media distribution.

Consumers spend a record high of **13+ hours a day with media, and over 60% in digital**

OTT, digital video, and audio, across mobile usage are holding pandemic gains, while desktop/tablet will continue to stall

Traditional TV will return to the pre-pandemic decline, but BBO will expand local options in local markets

Established social platforms are plateauing, while new formats are fueling overall social growth

OOH is seeing a shift in buying models

Digital audio overtook terrestrial radio finally, heavily driven by podcast growth

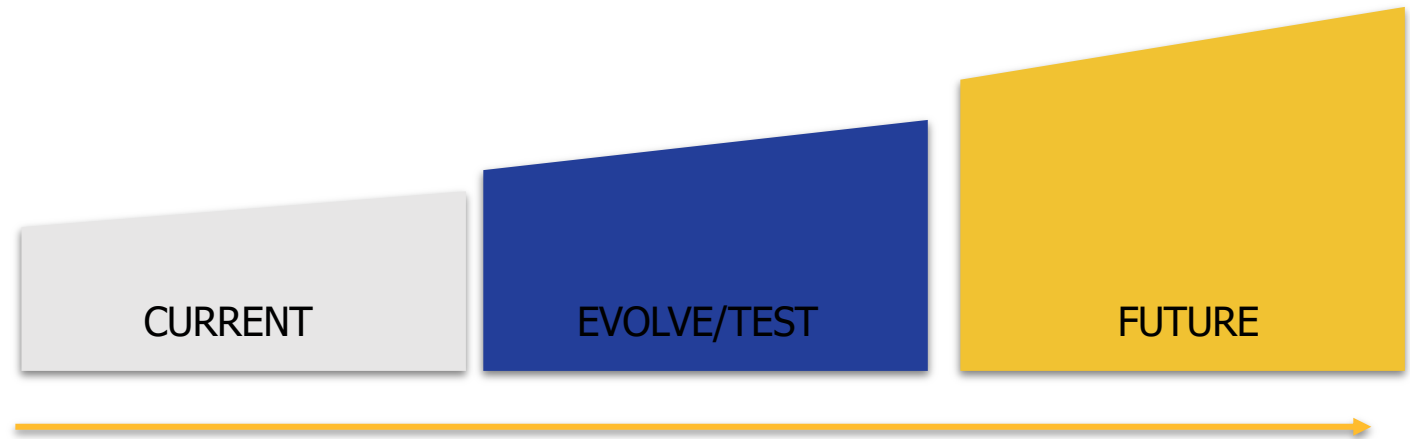
eComm platforms continue to expand and dominate

Source: eMarketer May 2021

Cookie Depreciation

Government pressure has extended Google's cookie depreciation until late 2023.

2022 will be a transition time, with evolving vendor and attribution strategies to prepare for full cookie loss.



IP Address (CTV)
Walled Gardens
Content Partners
Keyword
Platform Third-Party

- Behavioral
- Purchase Data
- Location
- App Data

Addressable
Rich Contextual
First-Party

- Publisher
- Retail
- Data Supplier

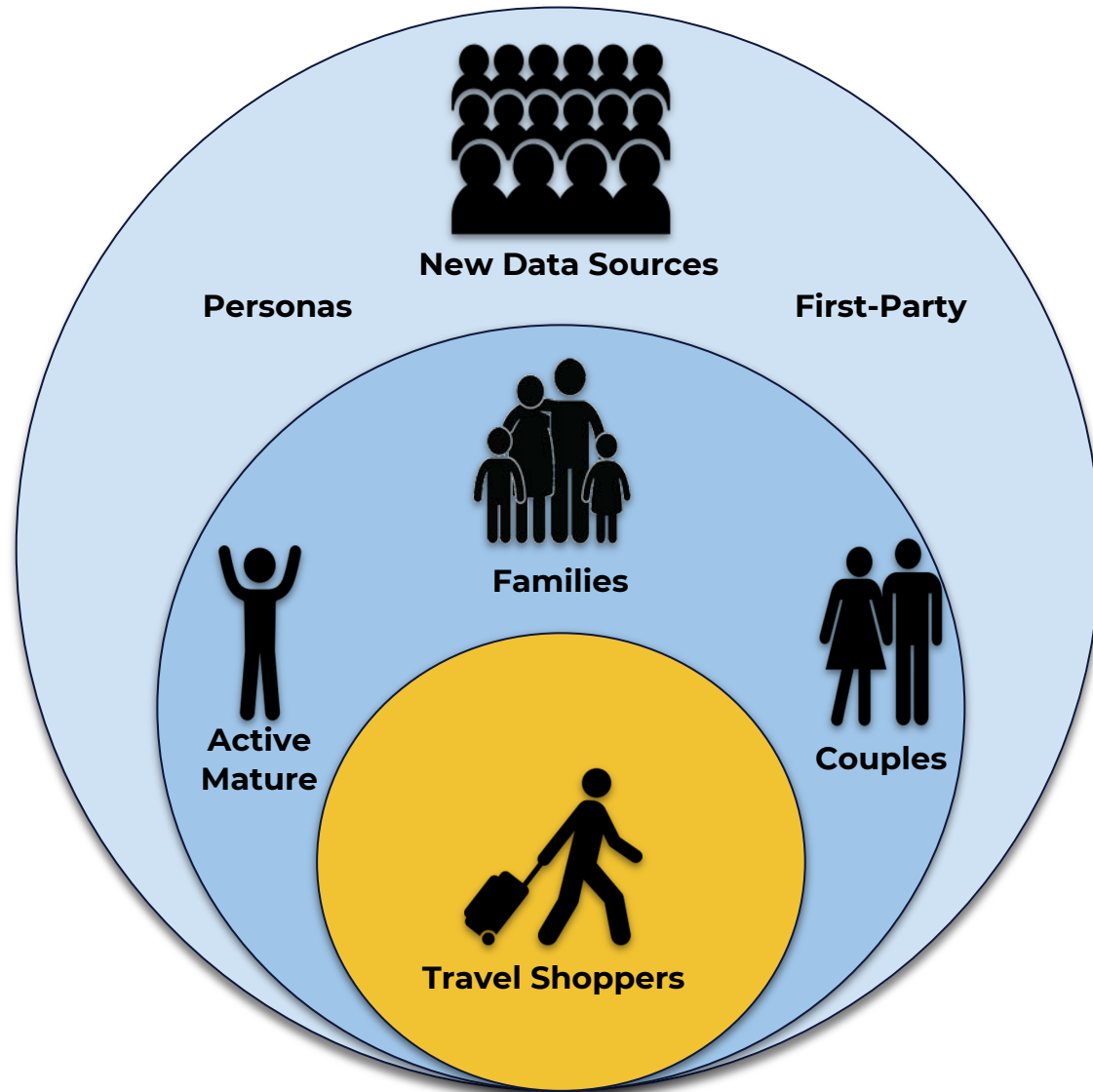
Identity Solutions
Clean Rooms
CRM
Custom Segments

Overarching Media Strategy

Continue emphasis on lower-funnel tactics to drive bookings goals, while expanding tactics to mid + upper-funnel to continue to bring in new audiences/keep brand top of mind as travel demand continues to grow

- **Market evolution:** With two years worth of campaign data, strategically flight markets in appropriate channels, using insights from all measurement partners.
- **Endemic refinement:** In 2021, our strategy relied heavily on our travel endemics, which allowed us to test performance and new partners. 2022 is opportunity to refine our partners, and focus on partners we know work well based on proven performance.
- **Expand audiences:** In 2022, we need to expand beyond travel shopper and our core audiences (Couples, Families, Active Matures) to drive additional results. Capturing new, upper-funnel audiences will require both new vendor and persona testing in order to engage new targets and nurture down the funnel to conversion.

Audience Segmentation



With the expected increase in demand moving into 2022, it is important to grow new audiences, while preparing for dramatic shifts in audiences with cookie depreciation.

2022 will continue to have emphasis on in-market audiences, while beginning to cultivate new audience sources and testing.

Media Channel Evolution

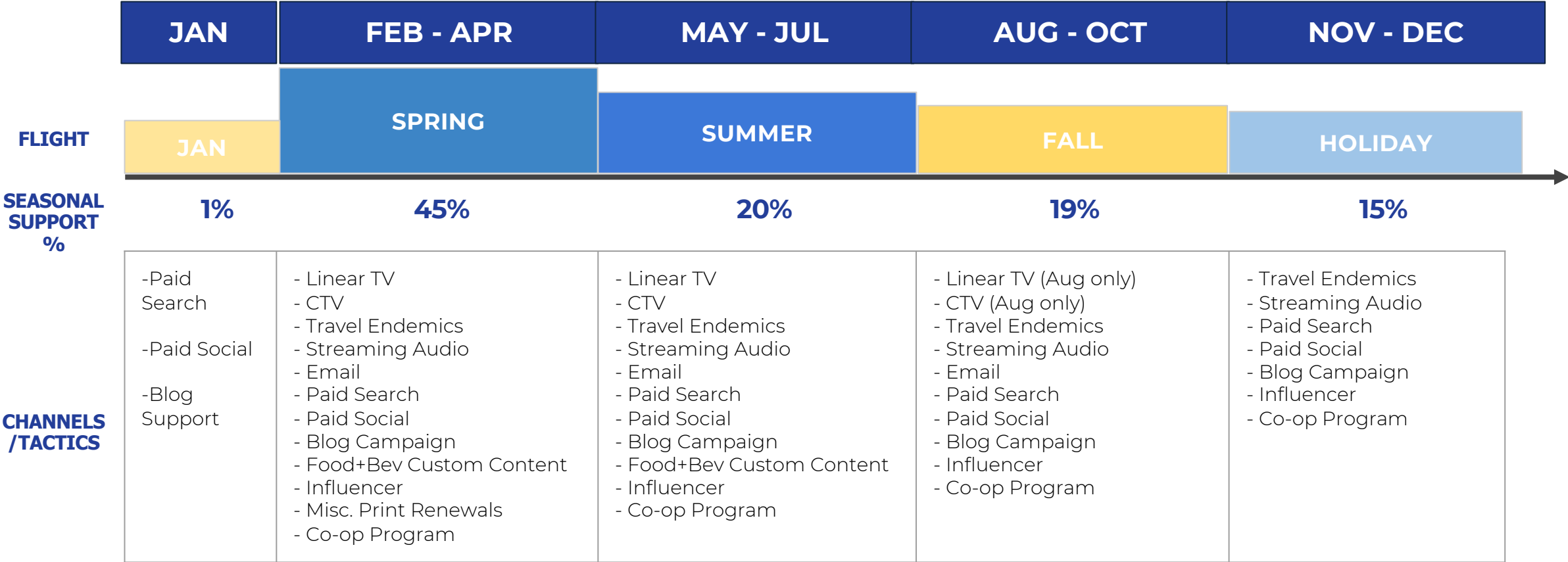
DISCOVERY

CONSIDERATION

ACTION

LINEAR TV	CONNECTED TV	OOH	INFLUENCER	DIGITAL	SOCIAL	PPC
<p>Focus on larger scale expansion markets by shifting into Spot TV for biggest opportunity to drive awareness</p> <p>Keep remainder of Proven markets within Cable Prime</p>	<p>Shift focus to Prime dayparting only to heavy-up efforts in key expansion markets for highest viewing opportunities against audiences</p>	<p>Select High Impact units in key priority markets to gain greater visibility and supplement Broadcast</p>	<p>Continued emphasis on micro, macro, mega approach to hone in on targeted audiences while casting broader awareness halo</p> <p>Explore new partnerships to reach new audiences</p>	<p>Expand reach to upper-funnel audiences to help fuel low-funnel booking initiatives</p> <p>Test new partners to tap into new audiences and new measurement methodologies</p>	<p>Incorporate additional targeting strategies to ensure reach of net new audiences (LALs, retargeting, etc)</p> <p>Top driver in overall front-end engagement metrics + total traffic to site</p>	<p>Protect the house on branded terms to convert low-hanging fruit</p> <p>Drastically evolve non-brand initiatives to have larger presence with competitive shoppers</p>
41%	7%	5%	6%	30%	6%	4%

Flighting Strategy



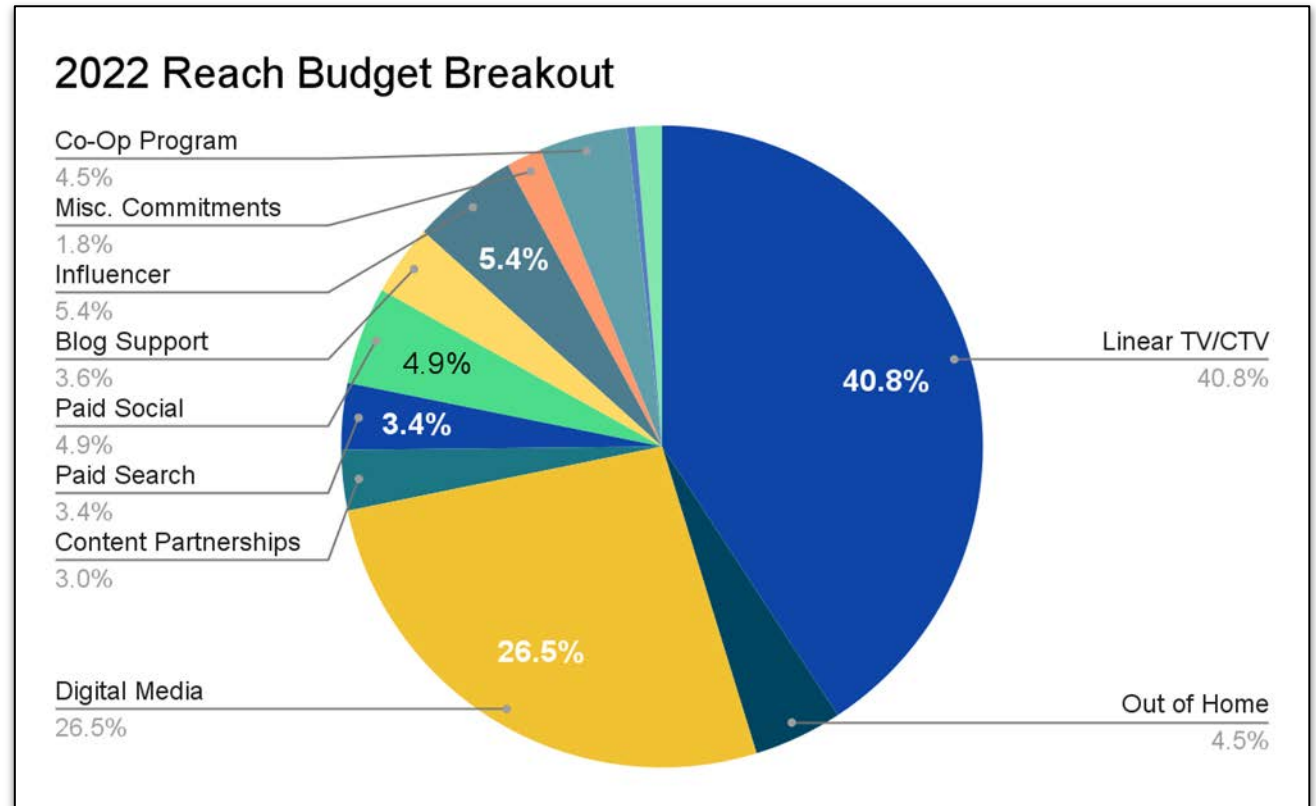
Annual Budget

Approach:

Allows Visit Williamsburg to keep the same digital coverage while expanding our broadcast buy into key expansion markets:

- Traditional TV in: Cleveland, Philly, Baltimore, New York, Boston for *16-weeks*
- Cable TV in remaining markets for *16-weeks*
- Includes OOH in key expansion markets to align with traditional TV
- Digital vendors remain the same with the addition of test partners

Total Budget: \$11,000,000



Budget Details

Approach:

TV:

- Traditional broadcast in: Cleveland, Columbus, Philly, Baltimore, NY, Boston
- Cable in: Charlotte, Raleigh-Durham, Charlottesville, Harrisonburg, Roanoke, Salisbury, Greenville-New Bern
- Removed Washington DC from TV markets

OOH:

- Includes OOH in: Cleveland, Washington DC, Philly, Baltimore, New York, Boston

Digital Media:

- Majority of display vendors remain the same.
- Adds in additional test partners: Epsilon, PushSpring/T-Mobile, etc.
- Lowers budget to help bring in increased paid social/CTV budget.

Paid Social:

- Budget increases to include Facebook/Instagram, TikTok, and YouTube

Misc. Commitments:

- Misc. Commitments does not include East Coast Gateway Center

Channel/Product	2022 Budget	2021 Budget	YoY % Change
Linear TV	\$3,862,226.00	\$2,873,552.00	+34%
CTV	\$700,000.00	\$350,000.00	+100%
Out of Home	\$500,000.00	\$0.00	-
Digital Media	\$2,970,857.00	\$3,168,540.00	-6%
Content Partnerships	\$340,000.00	\$340,000.00	0%
Paid Search	\$385,000.00	\$375,000.00	+3%
Paid Social	\$550,000.00	\$385,000.00	+43%
Blog Support	\$400,000.00	\$403,634.00	-1%
Influencer	\$600,000.00	\$600,000.00	0%
Misc. Commitments	\$196,917.00	\$208,453.00	-6%
Co-Op Program	\$500,000.00	\$331,353.00	+51%
Measurement Renewals	\$45,000.00	\$45,000.00	0%
Test & Learn Budget	\$150,000.00	\$0.00	-
	\$11,200,000.00	\$9,080,532.00	+23%

2022 Channel Evolution

Channel	2021 Learnings	2022 Evolution
Linear TV	<ul style="list-style-type: none"> - Strategy focused on Cable-only in select markets, but there's room to grow 	<ul style="list-style-type: none"> - Capitalize investment on key expansion markets with largest scale to create awareness halo during a highly competitive year
Out of Home	<ul style="list-style-type: none"> - n/a 	<ul style="list-style-type: none"> - Incorporate strategic OOH in key expansion markets to continue to drive awareness
CTV	<ul style="list-style-type: none"> - Drove incremental reach targeted to core TV markets 	<ul style="list-style-type: none"> - Tap into new data sources to reach net new audiences at scale - Refine targeting to only premium, Prime CTV inventory for highest viewing results against expansion markets
Travel Endemics	<ul style="list-style-type: none"> - Sojern outperformed Adara from a volume and efficiency standpoint - Tripadvisor has a place given historical volume of bookings/booking engine, with opportunity to reevaluate budget allocations 	<ul style="list-style-type: none"> - Replace support from Adara with Sojern - Pull back spend with Tripadvisor to introduce new test partners
Paid Social	<ul style="list-style-type: none"> - Video was our strongest performing creative - Used solely as a prospecting tool 	<ul style="list-style-type: none"> - Incorporate new audience targeting tactics to nurture a full-funnel approach within new video platforms



2022 Channel Evolution

Channel	2021 Learnings	2022 Evolution
Streaming Audio	<ul style="list-style-type: none"> - Mobile Interstitial units carried performance and also contributed the highest volume of arrivals. 	<ul style="list-style-type: none"> - Shift budget used against audio/video placements to test Podcasts & Sponsored Stations
Paid Search	<ul style="list-style-type: none"> - Brand campaigns continue to perform with CTR and volume of impressions - Competitive test campaigns generated significant traffic, but CTRs were lower than the brand campaign 	<ul style="list-style-type: none"> - Opportunities to incorporate new campaigns by specific events and activities to draw attraction from certain audience segments seasonally - Capitalize on areas that worked well for 2021 non-brand campaign, keeping targeting local to help with low-funnel decision making
Email	<ul style="list-style-type: none"> - Vistagraphics continued to outperform test partners in 2021 in terms of volume and open rate 	<ul style="list-style-type: none"> - Added support in NY + Boston to increase scale
Influencer	<ul style="list-style-type: none"> - Mega influencers are vital with broader appeal; but supplementing with subject matters/micro-influencers allows added benefit for content creation that can be repurposed 	<ul style="list-style-type: none"> - Continue to work with partners across the spectrum of influence - Explore new creator partnerships



Old & New Business

Closed Session

Pursuant to Va. Code Section 2.2-3711(A)(1) to discuss personnel matters.

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

Busch Gardens
Hotel/Motel Association
Jamestown Rediscovery
Jamestown/Yorktown Foundation
Restaurant Association
York County

Ruth Larson, Chair
Cliff Fleet, Vice Chair
Doug Pons, Treasurer

Kevin Lembke
Neal Chalkley
James Horn
Christy Coleman
Mickey Chohany
Chad Green

Return from Closed Session

We hereby certify that to the best of our knowledge, (1) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act, and (2) only such public business matters as were identified in the motion by which closed the meeting was convened, were heard, discussed, or considered by this body in the closed meeting just concluded.

Voting

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Colonial Williamsburg Foundation
City of Williamsburg

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Neal Chalkley
James Horn
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Mickey Chohany
Chad Green

Adjourn

Next Meeting: January 18, 2022

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN