

Williamsburg Tourism Council

Tuesday, November 17, 2020

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Virtual Meeting

“Due to the Governor’s Declared State of Emergency due to COVID-19, it is impractical and unsafe for the Tourism Council to assemble in a single location; this meeting is being held electronically pursuant to 2020 Amendments to the 2019 Appropriations Act. The purpose of the meeting is to discuss or transact the business statutorily required or necessary to continue operations of the Tourism Council and the discharge of its lawful purposes, duties, and responsibilities. The public is welcome to use the Zoom link to attend electronically. The Tourism Council will make available a recording or transcript of the meeting on its website in accordance with the timeframes established in Sections 2.2-3707 and 2.2-3701.1 of the Code of Virginia.”

Roll Call

Voting

Colonial Williamsburg
James City County

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

Cliff Fleet, Vice Chair/Interim Chair
Ruth Larson, Treasurer

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

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

September 15, 2020

Interim Chair Report

Election of Officers

By-Laws Revisions

Election of Officers

Neal Chalkley, Chair - Nominations Committee

Voting

Colonial Williamsburg
James City County

Busch Gardens
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Mickey Chohany
Chad Green

By-Laws Revisions

Cynthia Hudson, Legal Counsel

Treasurer's Report

Revenue/Expenses

Cash on Hand

Tax Revenue

January 1 – June 30 Budget

September Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,362,225	766,100	596,125
\$1 Transient Tax	51,088	84,450	(33,362)
Maintenance of Effort Funds	0	0	0
Other	4,646	4,000	646
Total Revenue	1,417,958	854,550	563,408
EXPENSES			
Destination Marketing	1,773,804	910,708	(863,096)
Other Sales & Marketing	65,052	55,661	(9,391)
Labor & Benefits	100,425	124,491	24,066
Admin	18,438	18,650	212
Total Expenses	1,957,718	1,109,510	(848,208)
Net Revenue Expense by Month	(539,760)	(254,960)	(284,800)

September Cash on Hand

Operating Cash

Cash Balances	Jul-20		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,687	\$ 512,594	\$ (2,907)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 10,298,496	\$ 2,997,577	\$ 7,300,919
Total Cash on Hand	\$ 11,059,185	\$ 3,760,171	\$ 7,299,014

Cash Balances	Aug-20		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,715	\$ 512,594	\$ (2,879)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 10,042,044	\$ 2,997,577	\$ 7,044,467
Total Cash on Hand	\$ 10,802,761	\$ 3,760,171	\$ 7,042,589

Cash Balances	Sep-20		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,738	\$ 512,594	\$ (2,856)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 8,773,415	\$ 2,997,577	\$ 5,775,838
Total Cash on Hand	\$ 9,534,154	\$ 3,760,171	\$ 5,773,983

Key Sources of Funds	Jul-20		
	Actual	Budget	Variance
State Disbursement	\$ 760,646	\$ 255,925	\$ 504,721
Total Gov't Sources	\$ 760,646	\$ 255,925	\$ 504,721

Key Sources of Funds	Aug-20		
	Actual	Budget	Variance
State Disbursement	\$ 594,843	\$ 405,600	\$ 189,243
Total Gov't Sources	\$ 594,843	\$ 405,600	\$ 189,243

Key Sources of Funds	Aug-20		
	Actual	Budget	Variance
State Disbursement	\$ 594,843	\$ 405,600	\$ 189,243
Total Gov't Sources	\$ 594,843	\$ 405,600	\$ 189,243

Interest Earned:	Jul-20		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 43	\$ -	\$ 43
Ches Bank Money Market	\$ 932	\$ -	\$ 932
Ches Bank Checking	\$ 4,373	\$ -	\$ 4,373
Total Interest Earned	\$ 5,349	\$ -	\$ 5,349

Interest Earned:	Aug-20		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 26	\$ -	\$ 26
Ches Bank Money Market	\$ 819	\$ -	\$ 819
Ches Bank Checking	\$ 3,896	\$ -	\$ 3,896
Total Interest Earned	\$ 4,743	\$ -	\$ 4,743

Interest Earned:	Aug-20		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 21	\$ -	\$ 21
Ches Bank Money Market	\$ 889	\$ -	\$ 889
Ches Bank Checking	\$ 3,735	\$ -	\$ 3,735
Total Interest Earned	\$ 4,646	\$ -	\$ 4,646

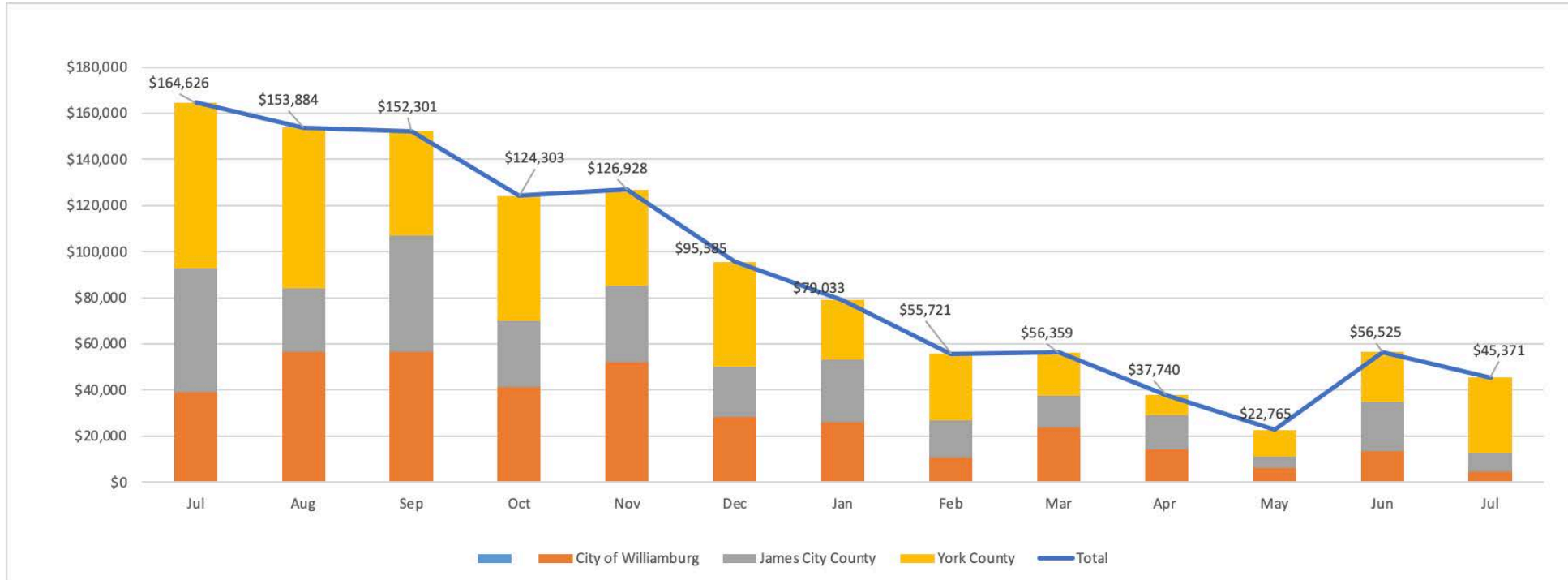
Product Development Reserves

Cash Balances	Jun-20		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 2,060,762	\$ 2,042,000	\$ 18,762
Total Cash on Hand	\$ 2,060,762	\$ 2,042,000	\$ 18,762

Cash Balances	Jul-20		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 2,061,694	\$ 2,042,000	\$ 19,694
Total Cash on Hand	\$ 2,061,694	\$ 2,042,000	\$ 19,694

Cash Balances	Aug-20		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 2,491,168	\$ 2,042,000	\$ 449,168
Total Cash on Hand	\$ 2,491,168	\$ 2,042,000	\$ 449,168

Transient Tax



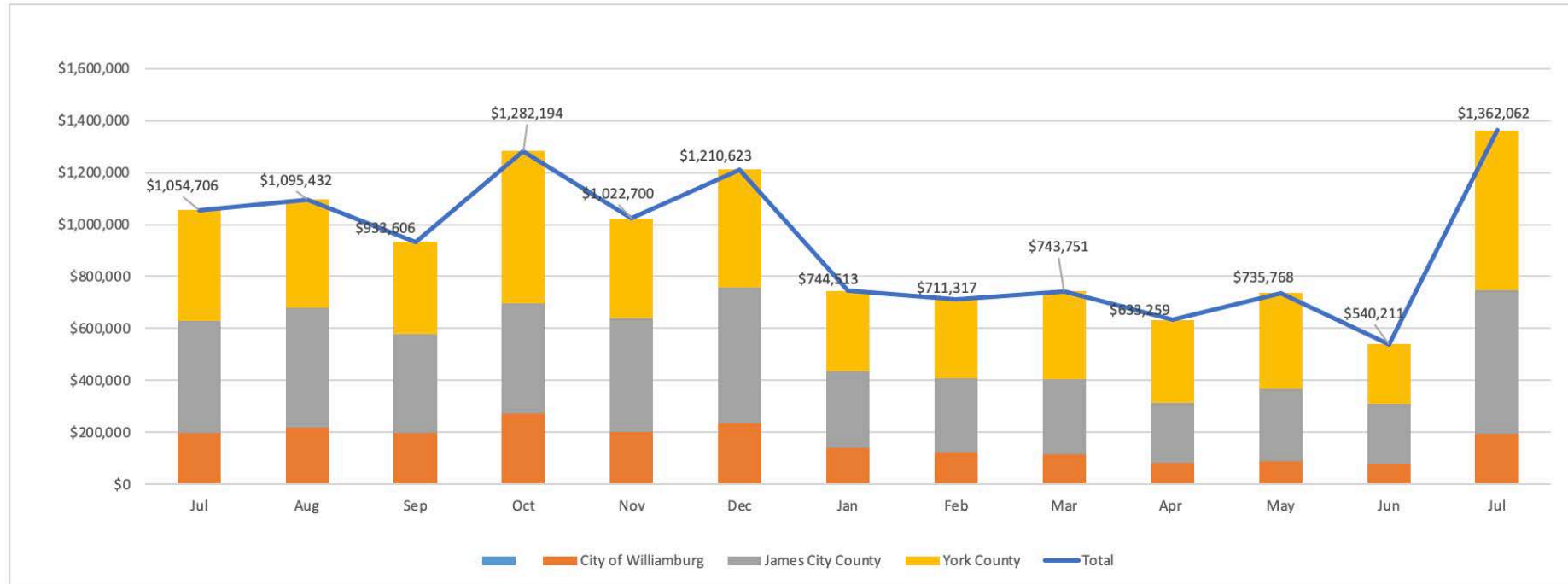
Transient Tax \$1 of the \$2													
FY20 - FY21	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total
City of Williamsburg	\$56,591	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$334,022
James City County	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$267,445
York County	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$405,048
Total	\$153,884	\$152,301	\$124,303	\$126,928	\$95,585	\$79,033	\$55,721	\$56,359	\$37,740	\$22,765	\$56,525	\$45,371	\$1,006,515
Calendar YTD Total													\$274,481
FY19 - FY20	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total
City of Williamsburg	\$58,788	\$36,095	\$54,967	\$25,284	\$61,001	\$17,479	\$32,769	\$40,068	\$53,492	\$27,307	\$71,566	\$39,210	\$518,026
James City County	\$23,755	\$44,779	\$26,085	\$38,131	\$28,079	\$19,588	\$13,060	\$28,355	\$33,387	\$21,923	\$63,149	\$53,578	\$393,869
York County	\$66,181	\$41,914	\$47,656	\$45,768	\$52,214	\$28,784	\$28,946	\$46,806	\$57,331	\$53,537	\$60,611	\$71,838	\$601,586
Total	\$148,724	\$122,788	\$128,708	\$109,183	\$141,294	\$65,851	\$74,775	\$115,229	\$144,210	\$102,767	\$195,326	\$164,626	\$1,513,481
Calendar YTD Total													\$796,933

Smith Travel Research Report: September 2020

	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
York Co+	58.1	68.3	81.73	83.60	47.48	57.08	-14.9	-2.2	-16.8	-16.8	0.0	-14.9
Historic Triangle+	31.3	46.9	94.62	107.76	29.64	50.50	-33.2	-12.2	-41.3	-41.3	-0.0	-33.2
Williamsburg/James City Co+	29.8	45.7	96.02	109.77	28.64	50.14	-34.7	-12.5	-42.9	-42.9	-0.0	-34.7
Eastern US+	45.7	66.3	101.84	137.80	46.59	91.41	-31.0	-26.1	-49.0	-50.7	-3.3	-33.3
Total U.S.	48.3	67.2	99.12	132.05	47.87	88.77	-28.2	-24.9	-46.1	-47.4	-2.5	-30.0
Virginia	47.7	65.5	89.60	115.39	42.72	75.61	-27.2	-22.3	-43.5	-44.1	-1.1	-28.1

	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
	50.5	72.1	77.47	88.10	39.09	63.52	-30.0	-12.1	-38.5	-38.5	0.0	-30.0
	26.3	52.3	91.26	123.52	23.97	64.58	-49.8	-26.1	-62.9	-66.1	-8.6	-54.1
	24.8	51.2	92.97	126.30	23.04	64.64	-51.6	-26.4	-64.4	-67.6	-9.1	-56.0
	44.2	68.1	110.65	137.09	48.86	93.32	-35.1	-19.3	-47.6	-50.1	-4.6	-38.1
	44.8	67.5	106.22	131.94	47.59	89.07	-33.6	-19.5	-46.6	-48.7	-4.0	-36.3
	43.5	65.8	91.68	114.12	39.87	75.05	-33.9	-19.7	-46.9	-48.3	-2.7	-35.7

Sales Tax



SB942 1/2 of 1%													
FY20-FY21	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total
City of Williamsburg	\$216,633	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$1,945,059
James City County	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$4,381,751
York County	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$4,688,626
Total	\$1,095,432	\$933,606	\$1,282,194	\$1,022,700	\$1,210,623	\$744,513	\$711,317	\$743,751	\$633,259	\$735,768	\$540,211	\$1,362,062	\$11,015,436
Calendar YTD Total													\$4,726,368
FY19-FY20	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Total
City of Williamsburg	\$291,808	\$166,484	\$193,208	\$174,634	\$199,174	\$138,630	\$116,084	\$145,405	\$197,571	\$185,578	\$120,983	\$197,252	\$2,012,986
James City County	\$636,898	\$356,619	\$390,212	\$400,715	\$470,804	\$275,144	\$270,843	\$383,647	\$429,350	\$403,258	\$431,841	\$429,912	\$4,662,279
York County	\$558,126	\$355,033	\$348,249	\$363,300	\$402,173	\$309,296	\$278,496	\$353,895	\$366,127	\$386,567	\$178,524	\$427,542	\$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	\$1,054,706	\$10,816,965
Calendar YTD Total													\$5,294,597

Budget

January 1 – June 30, 2021

FY21 Budget

	2020 Fiscal Year Actual			2021 Fiscal Budget		
	1st Half	2nd Half	Total	1st Half	2nd Half	Forecast
Revenues						
Sales Tax (58.1-603.2)	6,071,481	5,067,153	11,138,634	3,573,050	4,712,925	8,285,975
Localities	750,000		750,000	-	725,000	725,000
Transient Occupancy Tax	941,094	449,271	1,390,365	581,525	461,925	1,043,450
Other	68,760	61,524	130,284	20,500	40,000	60,500
Total Revenue	7,831,335	5,577,948	13,409,283	4,175,075	5,939,850	10,114,925
Marketing Communications						
Advertising Agency Contract	3,240,348	2,661,915	5,902,263	7,394,459	7,217,792	14,612,251
Mail House Contract	17,880	1,507	19,387	16,200	16,200	32,400
Public Relations Contract	136,234	112,943	249,177	171,916	105,000	276,916
	3,394,461	2,776,365	6,170,826	7,582,575	7,338,992	14,921,567
Market Research						
Research / SMARInsight	165,601	152,950	318,551	123,250	114,000	237,250
	165,601	152,950	318,551	123,250	114,000	237,250
Sales						
Business Development	80,066	52,353	132,419	123,350	143,350	266,700
Trade Shows / Outreach	120,792	23,947	144,739	123,262	137,965	261,227
	200,858	76,300	277,158	246,612	281,315	527,927
Administrative Overhead						
Employee Expenses	453,054	495,517	948,571	768,863	642,673	1,411,536
Administrative Services			-	-	9,000	9,000
Internal Strategic Development			-	-	20,000	20,000
Organization Support	76,256	94,718	170,974	107,400	112,850	220,250
	529,310	590,235	1,119,545	876,263	784,523	1,660,786
Total Expenses	4,290,230	3,595,850	7,886,080	8,828,700	8,518,830	17,347,530
Profit/Loss	3,541,105	1,982,098	5,523,203	(4,653,625)	(2,578,980)	(7,232,605)

Forecast: Cash Position

Williamsburg Tourism Council
Cash Position Forecast - Operating Funds
July 1, 2020 to June 30, 2021

Bank Accounts		30-Jun-20
Chesapeake Bank	WTC Operating Acct	8,559,019
Chesapeake Bank	WTC Payroll Acct	1,000
BB&T	WTC Reserve Checking	250,002
BB&T	WTC Investment Fund	509,642
Total Operating Cash On Hand		9,319,663

Williamsburg Tourism Council
Cash Position Forecast - Product Development Fund
July 1, 2020 to June 30, 2021

Bank Accounts		30-Jun-20
Chesapeake Bank	WTC Money Market	2,060,762
Cash Investments		2,060,762

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jul-20	9,319,663	(365,535)	8,954,128
Aug-20		180,677	9,134,805
Sep-20		149,654	9,284,459
Oct-20		(329,898)	8,954,561
Nov-20		(472,420)	8,482,141
Dec-20		(275,807)	8,206,334
Jan-21		(216,179)	7,990,155
Feb-21		(325,988)	7,664,167
Mar-21		(758,773)	6,905,394
Apr-21		(614,950)	6,290,444
May-21		(822,134)	5,468,310
Jun-21		(565,955)	4,902,355
Full Year	9,319,663	(4,417,307)	4,902,355

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jul-20	2,060,762	0	2,060,762
Aug-20		0	2,060,762
Sep-20		427,767	2,488,529
Oct-20		0	2,488,529
Nov-20		297,233	2,785,762
Dec-20		0	2,785,762
Jan-21		121,000	2,906,762
Feb-21		120,000	3,026,762
Mar-21		121,000	3,147,762
Apr-21		121,000	3,268,762
May-21		121,000	3,389,762
Jun-21		121,000	3,510,762
Full Year	2,060,762	1,450,000	3,510,762

Voting

Colonial Williamsburg
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Director's Report

Marketing & Communication Activities

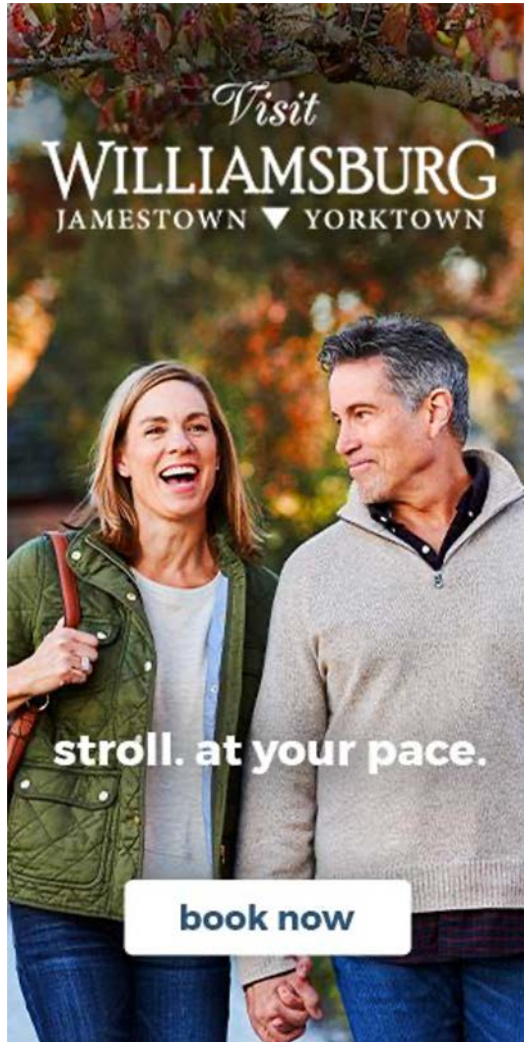
Fall Campaign Overview

BROADCAST TV/CTV	DIGITAL	SOCIAL/SEARCH	INFLUENCER
\$719,944	\$791,710	\$92,606	\$91,000
42%	47%	5%	6%

	June	July	Aug	Sept	Oct	Nov	Dec
Broadcast TV							
CTV							
Digital							
Social							
Search							
Influencer							



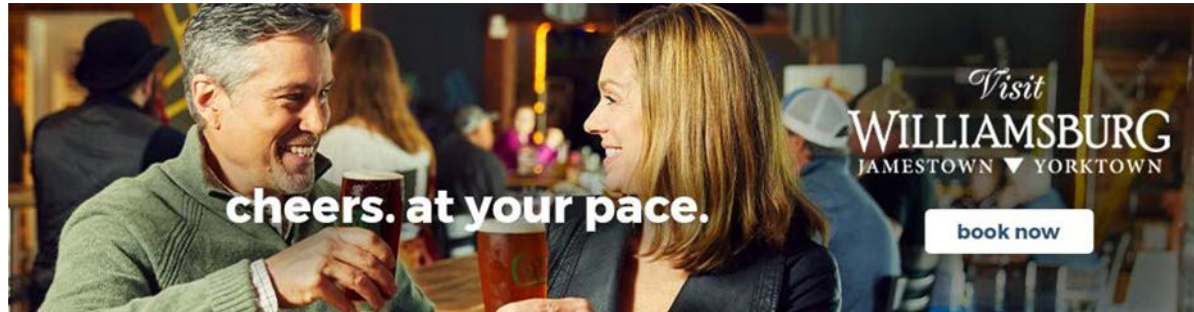
Fall Campaign Creative



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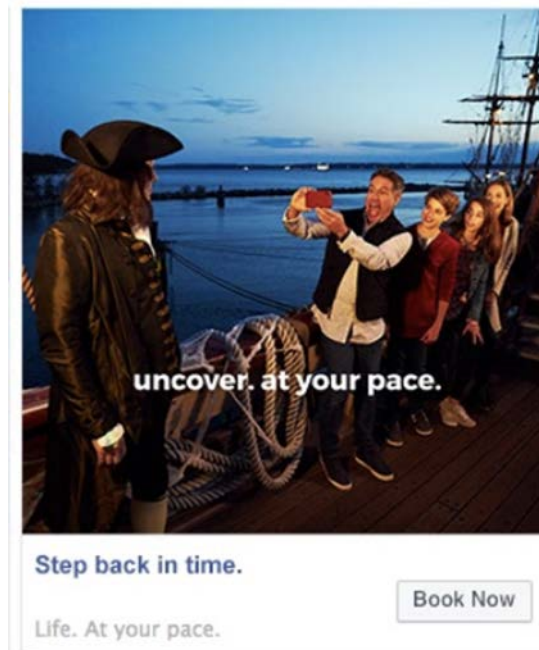
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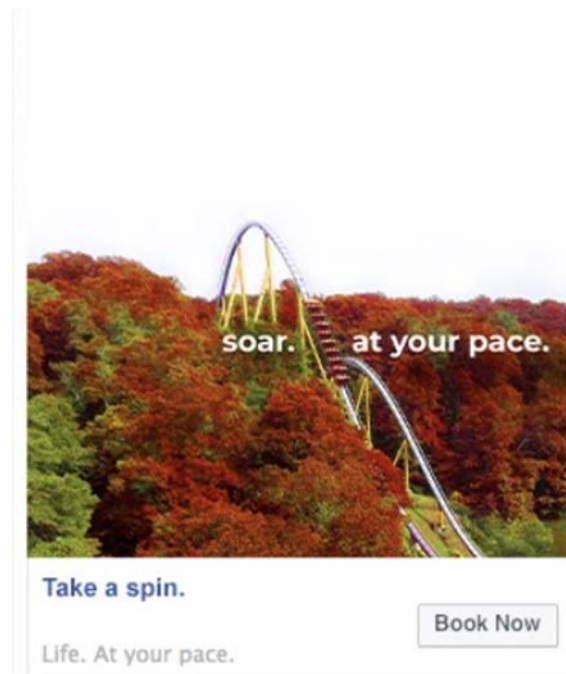


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Fall Advertising Performance

While hotel bookings are down YOY, advertising engagement has remained steady and above industry benchmarks despite market volatility.

	<p>Engagement is steady and video is driving site traffic</p>	<ul style="list-style-type: none"> • Display CTR is steady at .26% and above industry benchmark of .04%-.10% • Video CTR is high at 1.63% in Paid Social and .37% in display partners
	<p>Sept/Oct bookings down slightly, yet hotel booking revenue is up YOY</p>	<ul style="list-style-type: none"> • 1,349 hotel bookings* were driven by digital advertising audiences in Sept/Oct (down 9% YOY)
	<p>People are staying longer</p>	<ul style="list-style-type: none"> • Average LOS has increased from 3.25 nights (Sept/Oct 2019) to 5.35 nights (Sept/Oct 2020)
	<p>Advertising is driving site traffic</p>	<ul style="list-style-type: none"> • 560,000 site sessions since Sept 1 -- an increase of 48% YOY
	<p>Advertising is expanding awareness beyond previous visitors</p>	<ul style="list-style-type: none"> • 78% of site traffic is being driven by first-time site visitors

*Source: Adara Impact

Holiday Campaign Overview

BROADCAST TV/CTV	DIGITAL	SOCIAL/SEARCH	INFLUENCER
\$204,156	\$445,370	\$83,315	\$105,500
24%	53%	10%	13%

	June	July	Aug	Sept	Oct	Nov	Dec
Broadcast TV							
CTV							
Digital							
Social							
Search							
Influencer							



Holiday Campaign Creative

Visit Williamsburg
Sponsored Like Page

Cheers to a holiday filled with plenty of things to do and see, and more than a few ways to sit and unwind.



Raise your glass
life. at your pace.

VISITWILLIAMSBURG.COM Book Now

20 562 Comments 311 Shares

Like Comment Share



Making memories

life. at your pace.

[Learn More](#)



Family fun awaits

life. at your pace.

[Learn More](#)



Quality time

life. at your pace.

[Learn More](#)

Video/Photo Shoot October 3-6, 2020

4

Days

14

Site Locations



**Still
Photography
Video
360 Video
Drone Footage**



Video/Photo Shoot October 3-6, 2020



New Website Development

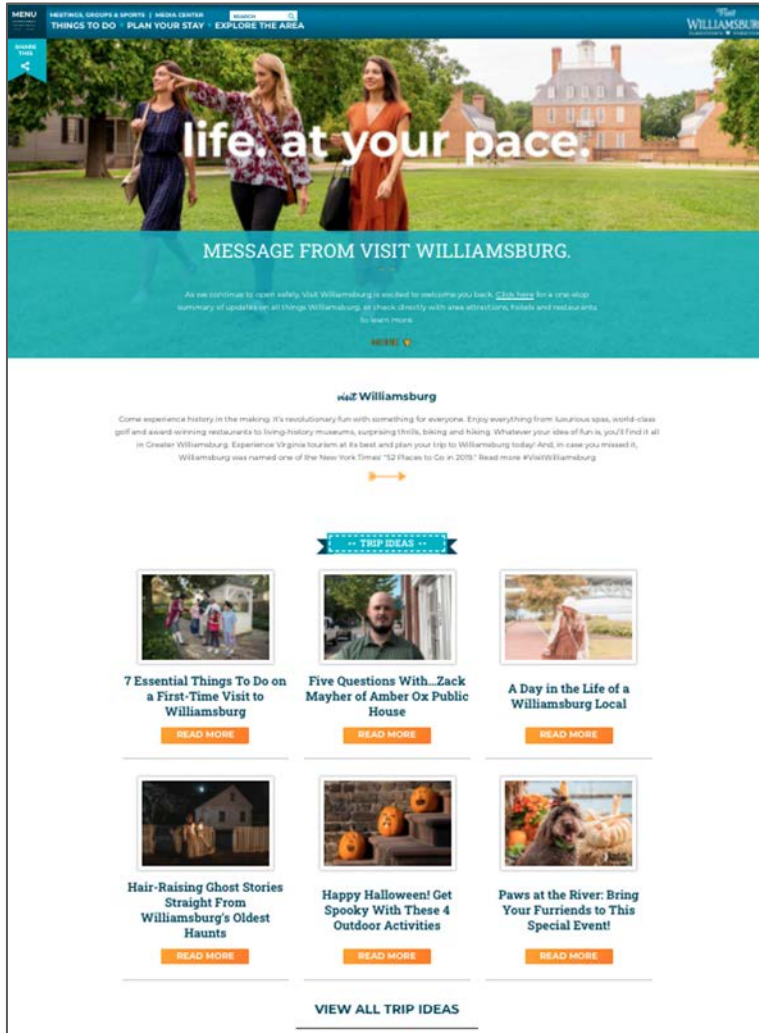
Complete Redesign In Progress

New CRM Platform

Mobile-friendly

Consumer, Trade, Media and Industry Content

Launch Goal Mid-2021



Cross-Functional Content Strategy



INFLUENCER PARTNERSHIPS

- Integrations with mega-, macro- and micro-influencers to drive awareness in select markets
- Variety of content angles and audiences
- Distributed via mix of social channels and blog



365-Content
Development and
Distribution



Cross-Functional Content Strategy



A Day in the Life of a Williamsburg Local

[READ MORE](#)



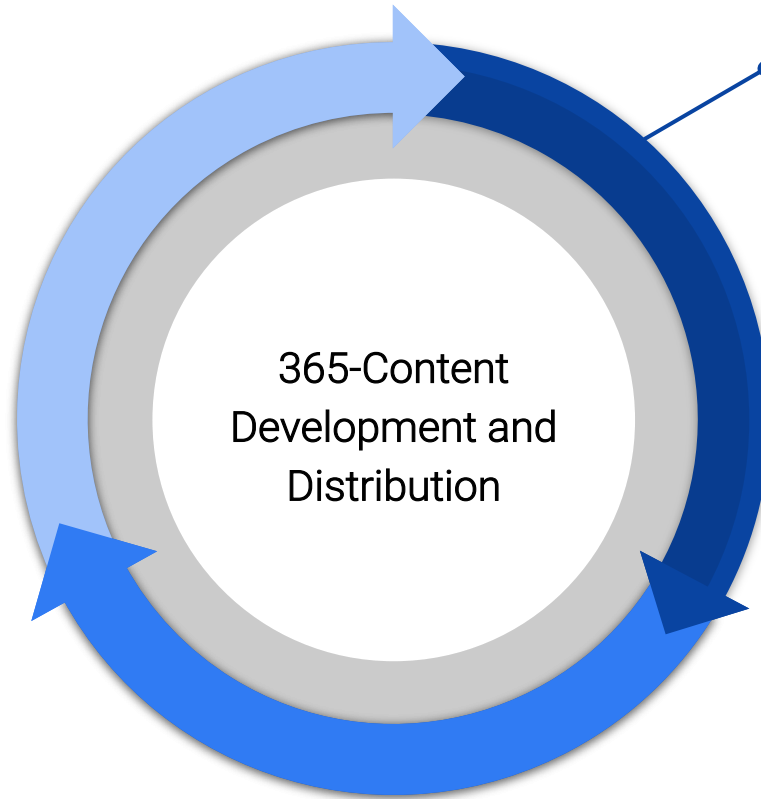
Five Questions With... Zack Mayher of Amber Ox Public House

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Hair-Raising Ghost Stories Straight From Williamsburg's Oldest Haunts

[READ MORE](#)



BLOG—CONTENT LAUNCHED OCTOBER

- Curated hub featured on website to drive awareness, engagement, and site traffic
- Wide-range of content published 2-3x/week
- Content developed by both Visit Williamsburg and third-party bloggers
- Distributed via organic social, paid media, and consumer emails

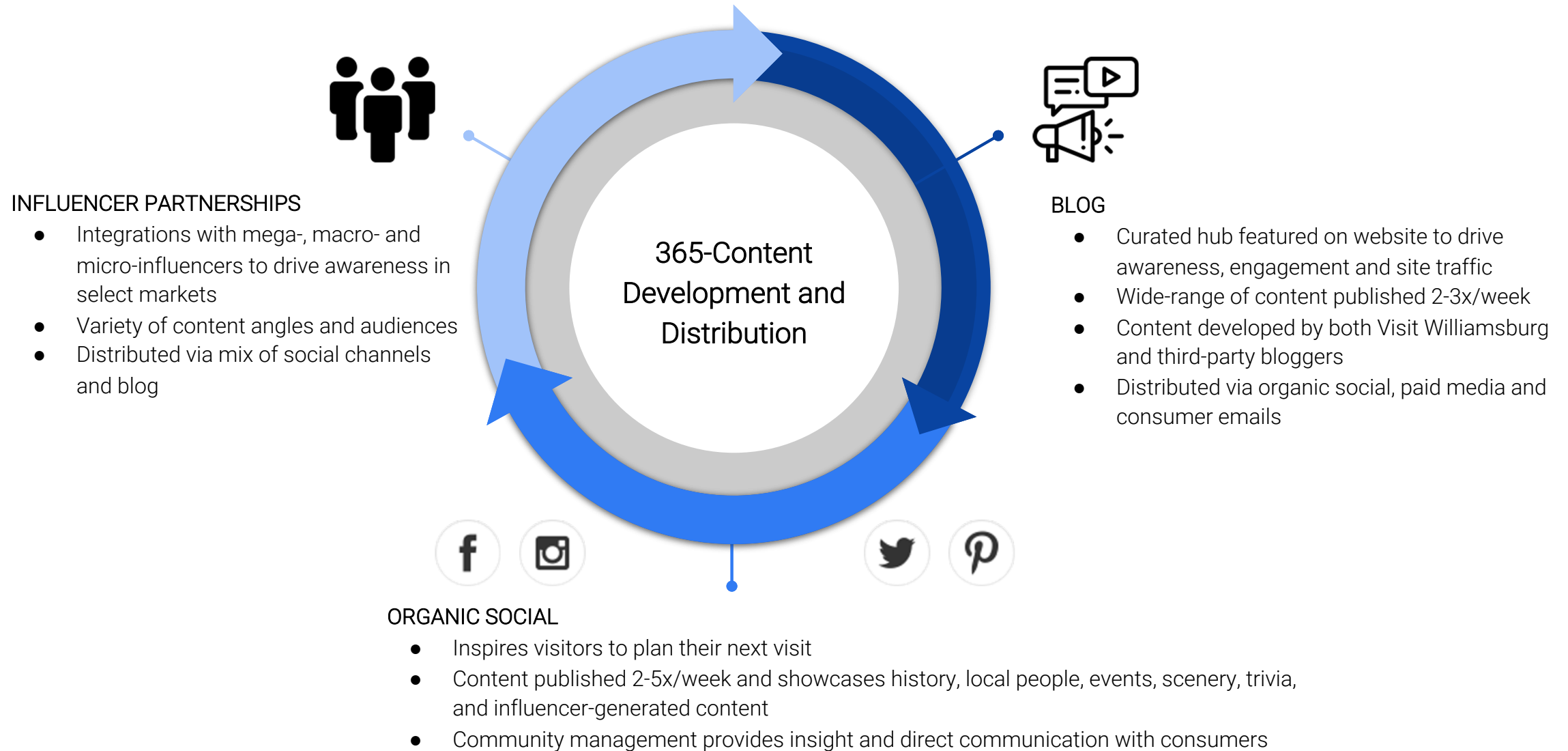
Cross-Functional Content Strategy



ORGANIC SOCIAL

- Inspires visitors to plan their next visit
- Content published 2-5x/week and showcases history, local people, events, scenery, trivia, and influencer-generated content
- Community management provides insight and direct communication with consumers

Cross-Functional Content Strategy



Influencer Highlights



[Amber Fillerup Clark](#)
1.3M followers

September 10-13, 2020

Arizona-based mother of three and blogger behind Barefoot Blonde. Documents all things from lifestyle and beauty to travel and fashion.

Content:

- Instagram stories
- [Instagram Post 1](#)
- [Instagram Post 2](#)
- [Instagram Posts 3, 4,](#) and [5](#)
- [Blog post](#)



[Julia Berolzheimer](#)
1.2M followers

October 27-30, 2020

Julia believes in curated discovery for those driven and inspired by aesthetics. She's been inspiring women to shop and travel the world for 10 years.

Content:

- Instagram stories
- [Instagram Post 1](#)
- [Instagram Post 2](#)



[Makayla Jividen](#)
225K followers

September 10-13, 2020

Makayla is an Ohio based fashion & lifestyle blogger dedicated to inspiring women through her social channels in all aspects of life.

Content:

- [Instagram story series](#)
- [Instagram Post 1](#)
- [Instagram Post 2](#)
- [Instagram Post 3](#) and [4](#)
- [Blog post](#)



[Renee Hahnel](#)
474K followers

October 25-29, 2020

The storyteller behind Renee Roaming, a blog that inspires travelers and adventure seekers to live intentionally, place value on experiences instead of possessions, and to find joy.

(Content coming soon)

Upcoming November and December Influencers:

- [Jane D'Angelo](#)
- [Ashley Houston](#)
- [Emily Rutt](#)
- [Ashley TerKeurst Hodges](#)
- [Whitney Rife Becker](#)
- [Dana Truitt](#)
- [The Busby Family](#)
- [Ashley Buchanan](#)

Influencer Metrics: At-a-Glance

Influencer	Followers	Total Social Media Engagements*	Average. Engagement Rate**	Story Impressions	Story Interactions
Amber Fillerup Clark	1,300,000	220,404	2.56%	3,065,900	53,778
Julia Berolzheimer	1,200,000	53,467 (in-feed posts only)	4.46% (in-feed posts only)	Coming soon	Coming soon
Makayla Jividen	222,000	10,883	1.17%	199,851	549
Total	3,199,000	284,704	2.73%	3,265,751	54,327

**Total Social Media Engagements include Instagram Story interactions*

***Average Engagement Rate is for static Instagram posts only*

Press Trips | September 1 – October 31, 2020

Media Hosted: 3

FAM Tour Visits: 30

Media Participants	Market	Article/Topic	Destinations
Wendy Altschuler Forbes & TripSavvy	NATIONAL	Greater Williamsburg Spotlight	Kingsmill Resort, Spoke + Art Provisions Co, James Landing Grille, Colonial Williamsburg, Blue Talon Bistro, Social Terrace, Eagles Restaurant, Colonial Parkway, Sail Yorktown, Mobjack Bay Coffee Roasters & Petite Cafe
Jeff Minick The Epoch Times & Intellectual Takeout	NATIONAL	History, Culture, Architecture	Jamestown Settlement, Historic Jamestowne Island, The Griffin Hotel, Paul's Deli & Neighborhood Restaurant, Old Chickahominy House, Colonial Williamsburg, The Cheese Shop, Culture Café, Colonial National Historic Park, Mobjack Bay Coffee Roasters & Petite Cafe
Teresa McLamb Wilmington Magazine	NORTH CAROLINA	Girls' Getaway, Outdoor Recreation	Waller Mill Park, The Williamsburg Winery, Historic Jamestowne Island, Sail Yorktown, Craft 31, Go Ape! Zipline Treetop Adventure, New York Deli & Pizza, York River State Park, Old Chickahominy House, Warhill Trail (at the Williamsburg Indoor Sports Complex)

September 1 – October 31, 2020

Global Impressions

1.8 Billion

63

Placements

*YoY 2019 – 457 Million Impressions & 41 Placements

Key Media Placements

“A Heart Restored:
My Visit to
Virginia’s Historic
Triangle”

-Jeff Minick

THE EPOCH TIMES

“Top 10 Things to
Do in Williamsburg,
Virginia”

-Wendy Altschuler

Forbes

“10 great places to
road-school your
kids, from the
California coast to
Cape Cod”

-Larry Bleiberg

USA
TODAY

“The Best Places to
Travel in
November”

-Pat Doherty

TRAVEL+
LEISURE

“15 Best
Thanksgiving
Getaways for
Families or Couples”

-Juliet Izon

THE OPRAH
MAGAZINE

Sales Activities

CONFERENCES/SHOWS

10/4 – 10/6	Small Market Meetings Conference	French Lick, Indiana
10/13 – 10/14	Virginia Society of Association Executives Fall	Virtual
10/17 – 10/19	National Tour Association Virtual Travel Exchange	Virtual
10/19 – 10/22	Travel, Events and Management in Sports (TEAMS)	Virtual
10/27 – 10/28	Student and Youth Travel Association	Virtual

VIRTUAL SALES CALLS

10/4 – 10/6	American Bar Association Planning Committee	Virtual
11/4	American Folklore Society	Virtual
11/10	Mid Atlantic Tours and Receptive Services	Virtual
11/12	Firecracker Sports	Virtual
11/9 – 11/13	VADMO Sales Blitz	Virtual

FUTURE EVENTS

12/15 – 12/16	Holiday Showcase	Virtual
March 2021	Going on Faith	TBA
May 2021	Rendezvous South	Lake Charles, Louisiana

Sales Leads | September 18 – November 17

Posted	Event/Business	Total Room Nights	Year
9/18	Major League Quidditch	175	2021 & 2022
9/23	Southeast Tourism Society Connections Conference	175	2022
9/28	Urban Superintendents Summer Academy – Transportation Lead	-	2021
10/16	American Pickleball Tour	262 & 254	2021 & 2022
10/22	USS Sea Devil Reunion – Service Lead	60	2021
10/28	World's Our Little Miss Scholarship Competition	1005	2021
10/28	World's Universal Beauty Scholarship Competition	685	2022
10/28	National Baptist Deacons Convention of America	910 & 960	2023 & 2024
10/29	Southern Economic Development Council	672	2023
11/4	Virginia Recycling Association Conference	125	2021
11/9	United States Coast Guard	1,107	2021
11/14	Annual Client Meeting	22	2021
11/16	Reasons Summer Camp 2021	160	2021

Old & New Business

Adjourn

Next Meeting: January 19, 2021