

Williamsburg Tourism Council

Monday, November 20, 2023

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

Greater Williamsburg CoC
Virginia Tourism Corporation

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

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

Ben Ellington, Ex Officio
Rita McClenny, Ex Officio

Public Comment

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

Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

VTC Research Briefing

Dan Roberts, Vice President of Research and Strategy



**HISTORIC TRIANGLE
2022 ECONOMIC IMPACT**

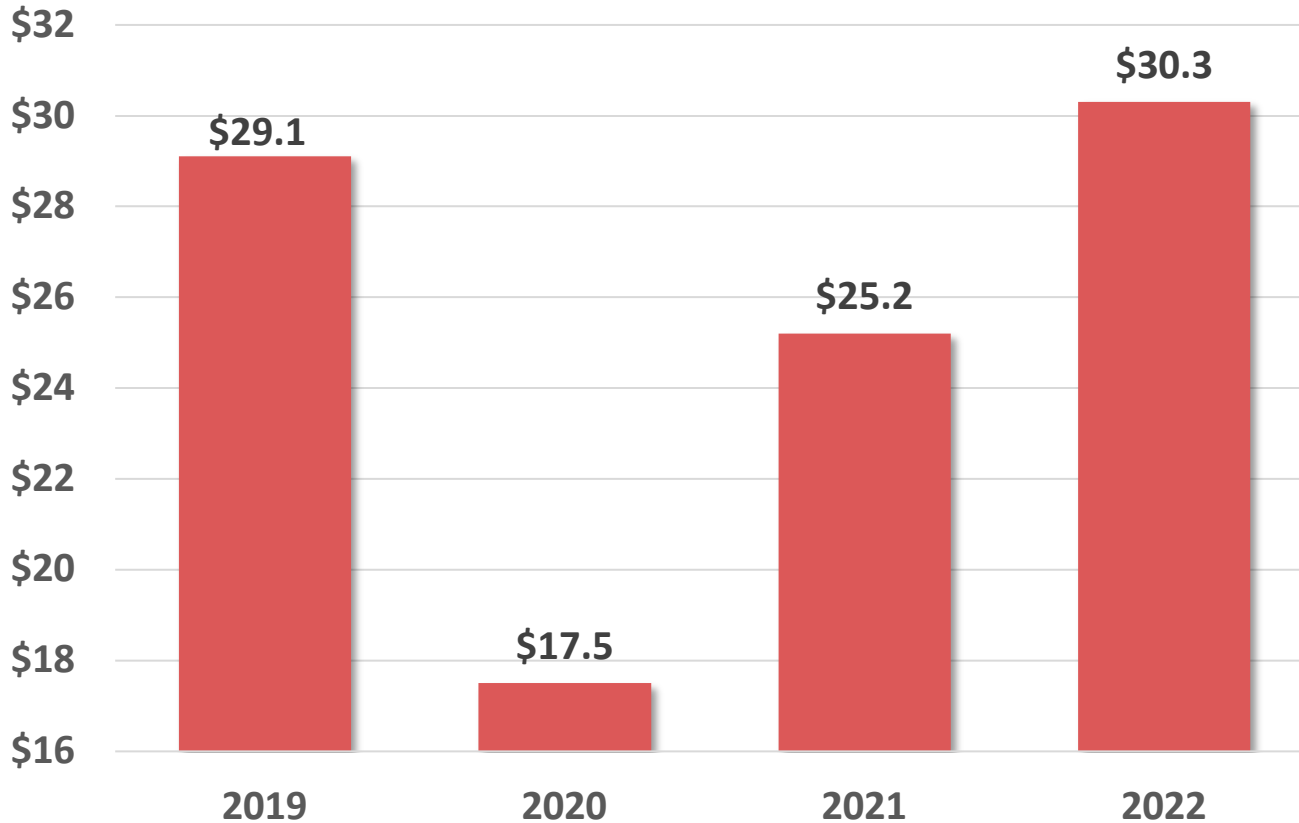
NOVEMBER 2023

SUMMARY & AGENDA

- **2022 Economic Impact Results**
 - **Virginia has Crossed \$30 Billion in Visitor Spending for the First Time**
 - **Visitor Spending in the Historic Triangle Has Grown Beyond 2019 Levels by 4%**
 - **We Are Still Recovering**
 - **Visitor's Contribution to Tax Revenue & Jobs**
 - **Quick Methodology Explainer**

VISITOR SPENDING REACHED \$30.3 BILLION IN VIRGINIA IN 2022 – ECLIPSING \$30 BILLION FOR THE FIRST TIME

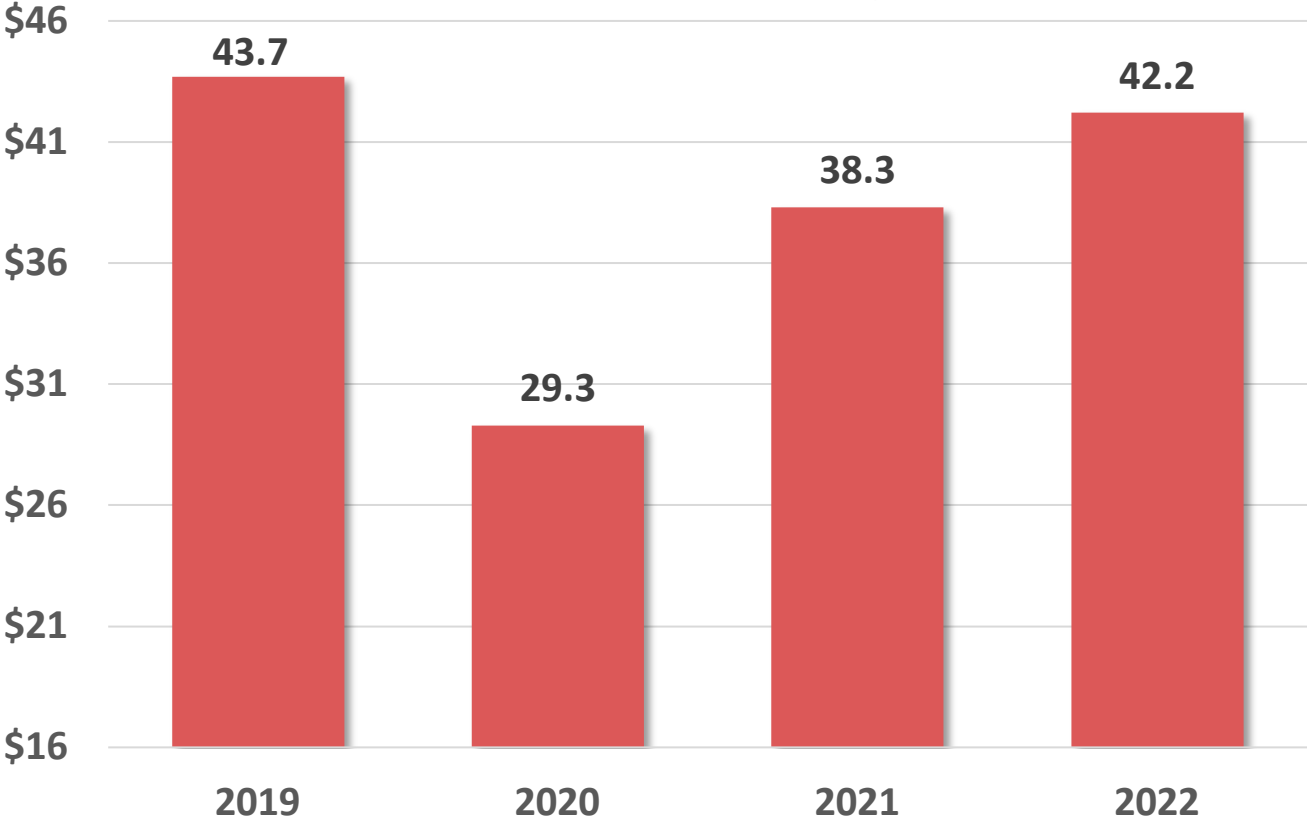
Annual Visitor Spending
Billions of Dollars



Year	Annual Visitor Spending (Billions)	Level vs 2019
2019	\$29.1	-
2020	\$17.5	-39.7%
2021	\$25.2	-13.2%
2022	\$30.3	+4%

STATEWIDE OVERNIGHT VISITOR VOLUME GREW NICELY IN 2022, BUT IS STILL SLIGHTLY OFF 2019 LEVELS

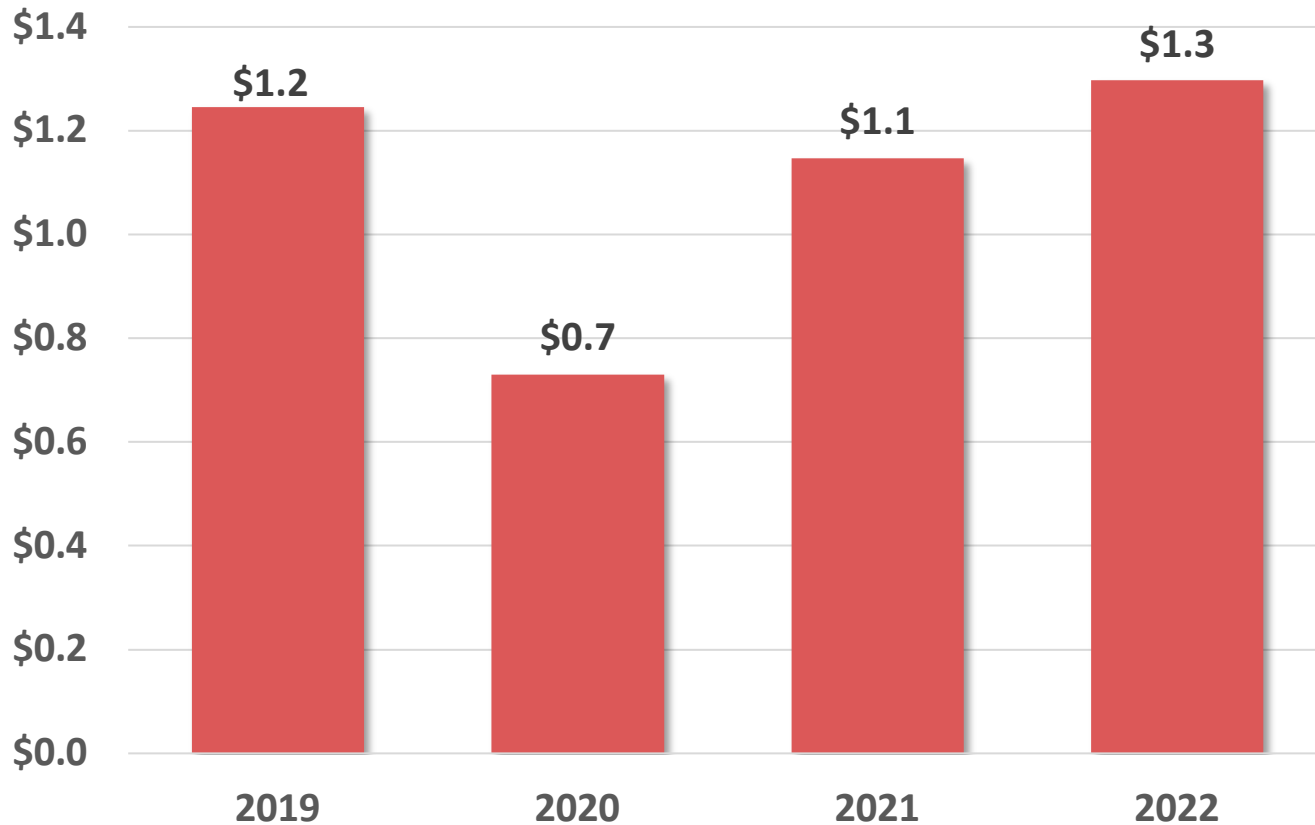
Annual Overnight Visitor Volume
Millions of People



Year	Annual Visitors (Millions)	Level vs 2019
2019	43.7	-
2020	29.3	-33.0%
2021	38.3	-12.4%
2022	42.2	-3.4%

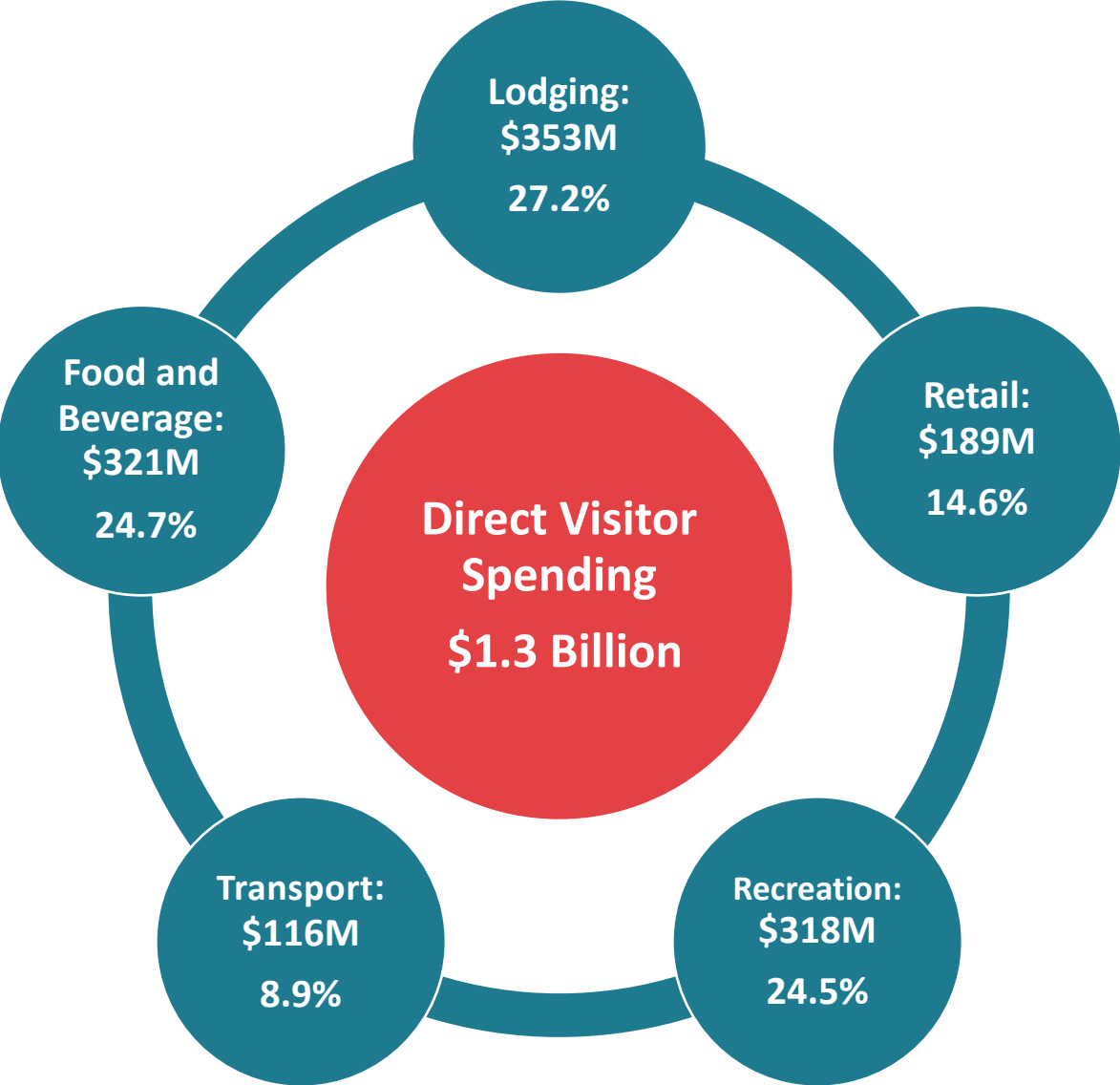
VISITOR SPENDING ACROSS THE HISTORIC TRIANGLE IS NOW 4.0% ABOVE 2019 LEVELS

Annual Visitor Spending
James City, Williamsburg, York Counties
Billions of Dollars



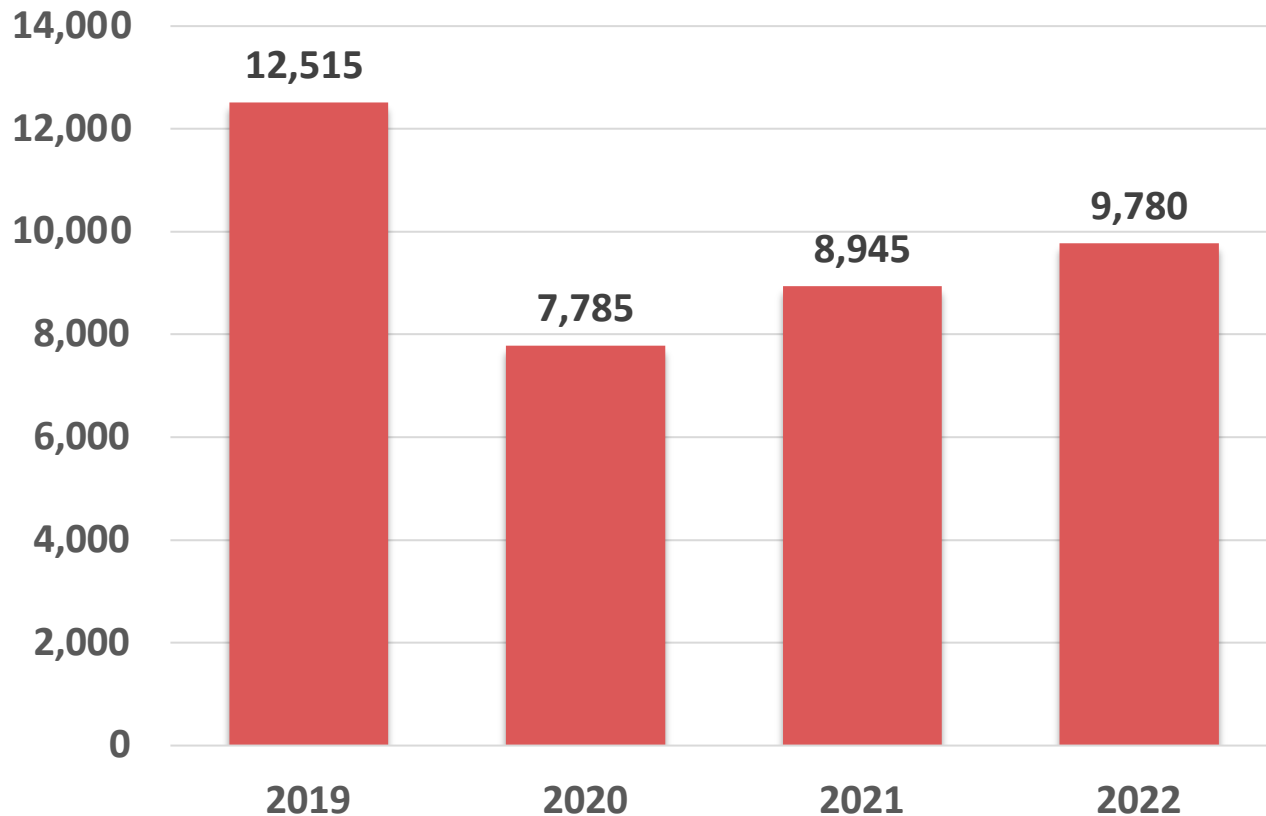
Year	James City (\$Mil)	Williamsburg (\$Mil)	York (\$Mil)	Total (\$Bil)
2019	\$519	\$446	\$281	\$1.2
2020	\$335	\$228	\$166	\$0.7
2021	\$522	\$360	\$265	\$1.1
2022	\$562	\$443	\$292	\$1.3
2022 vs 2021	7.7%	23.0%	10.3%	13.1%
2022 vs 2019	7.7%	-0.7%	3.9%	4.0%

LODGING, FOOD AND BEVERAGE, AND RECREATION ARE THE LARGEST CONTRIBUTORS TO VISITOR SPENDING IN THE TRIANGLE



THERE ARE STILL OVER 2,700 JOBS NEEDED TO GET BACK TO 2019 EMPLOYMENT LEVELS IN THE TRIANGLE – AS OF END OF 2022

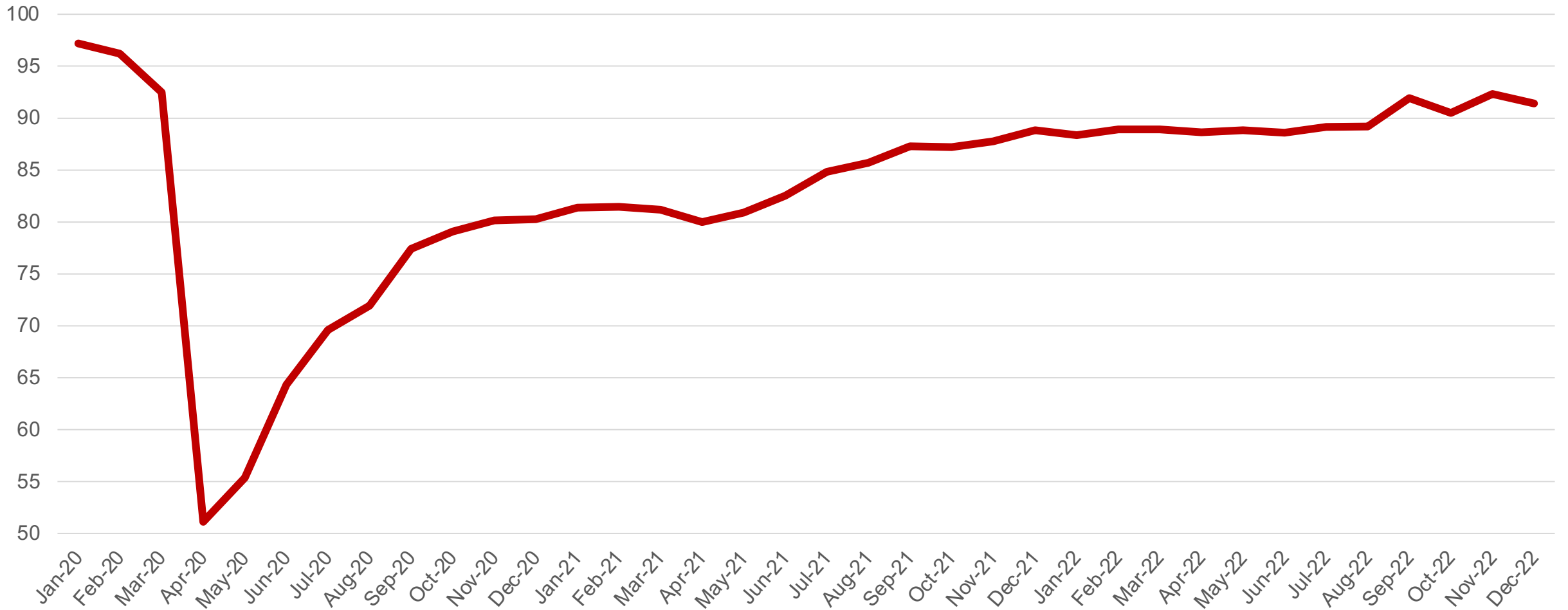
Historic Triangle
Direct Tourism Employment
Total Jobs



Year	James City	Williamsburg	York	Total
2019	6,101	4,231	2,183	12,515
2020	3,948	2,358	1,479	7,785
2021	4,619	2,667	1,659	8,945
2022	4,947	3,019	1,814	9,780
% Recovered	81%	71%	83%	78%
Actual Jobs Gap	-1,154	-1,212	-369	-2,735

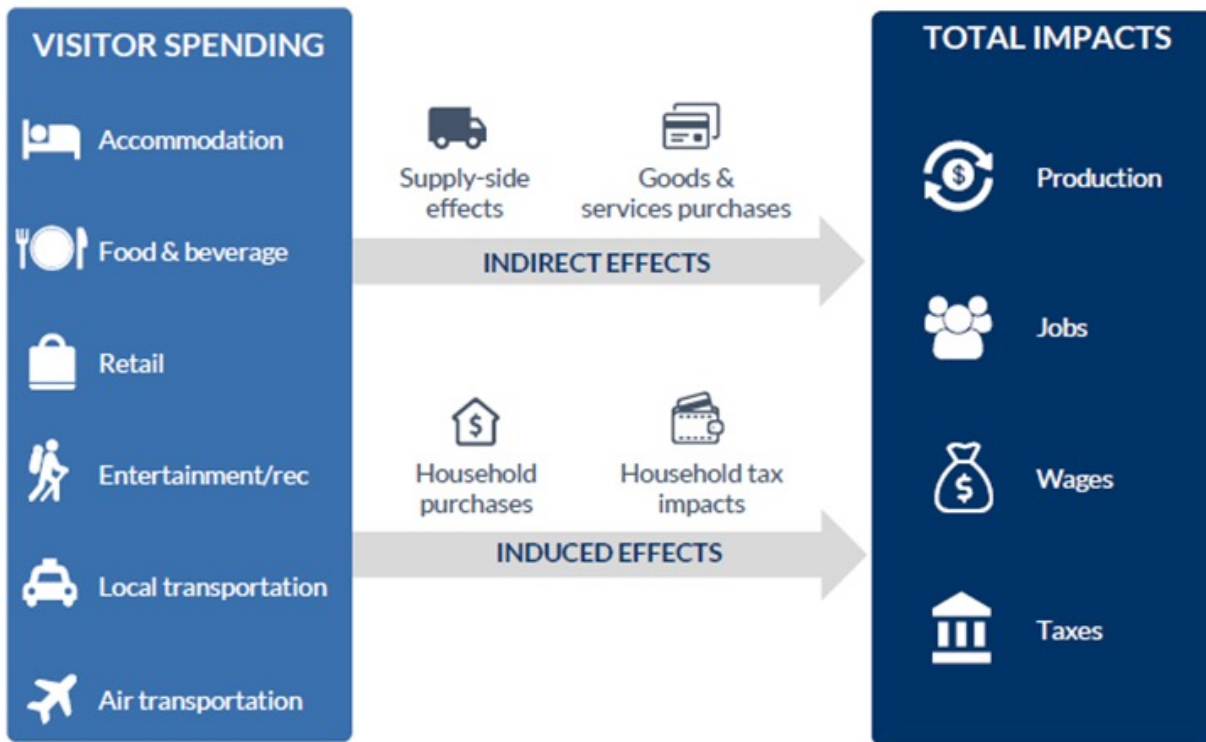
THE REGION IS STILL RECOVERING TOTAL LEISURE & HOSPITALITY JOBS THIS INCLUDES LOCAL DEMAND

Total Leisure & Hospitality Jobs - Hampton Roads MSA
Jobs in Thousands



CALCULATING EMPLOYMENT, TAXES, AND MULTIPLIER EFFECTS – GOING FROM DIRECT TO TOTAL IMPACTS

IMPLAN Economic Impact Model



- As part of our Annual Economic Impact Study, Tourism Economics runs our direct visitor spending values through an IMPLAN Input/Output Model.
- This allows us to calculate the total number of jobs and taxes supported by the injection of visitor spending.
- It also allows us to measure downstream economic value on other industries created by visitor spending.

EXAMPLES OF DIRECT, INDIRECT, AND INDUCED IMPACTS FOR THE HISTORIC TRIANGLE

DIRECT: VISITOR SPENDING

- I spent \$256 at Williamsburg Lodge last night
- I paid Bed Tax and Sales Taxes, and my rate paid some of the wages of the hotel staff

INDIRECT: SUPPLY CHAIN EFFECTS

- The Williamsburg Lodge purchases input goods and services
- Rent/Mortgage, utilities, food, linens

INDUCED: WAGE EFFECTS

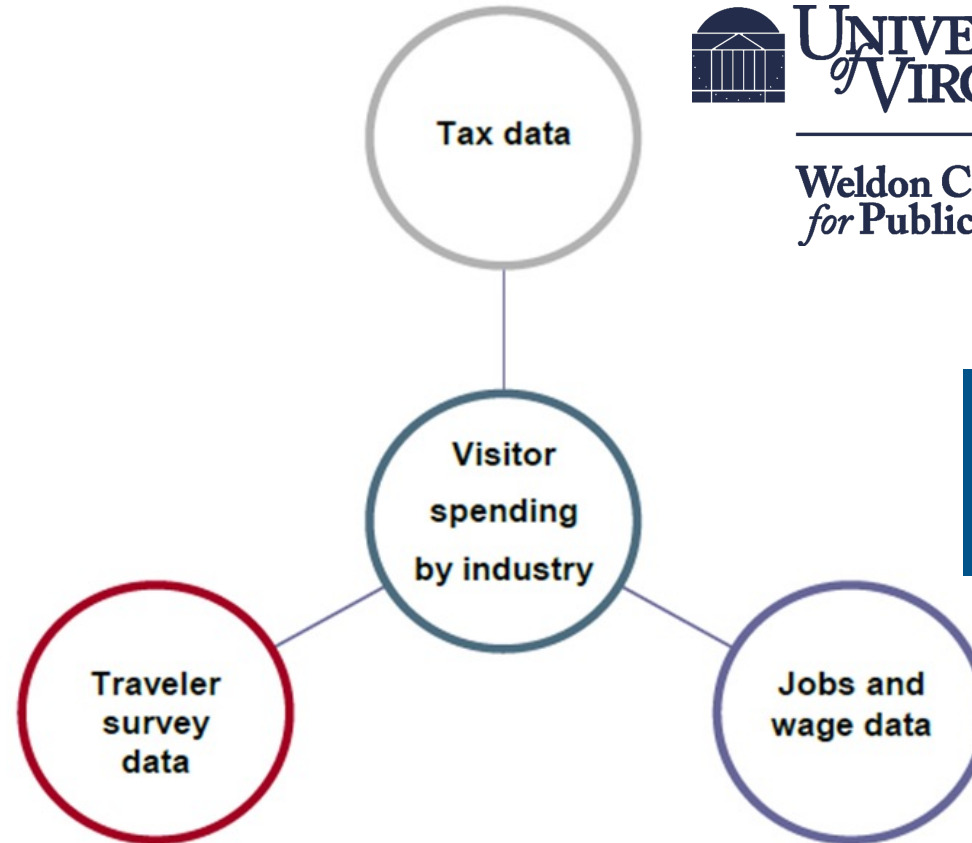
- Hotel staff spend their wages in the local economy
- Hotel staff pays their rent or mortgage, buy groceries, and pay taxes, employing others

TOURISM SUPPORTS 21% OF ALL JOBS ACROSS THE THREE COUNTIES, AND OFFSETS APPROXIMATELY \$2,200 PER HOUSEHOLD IN STATE & LOCAL TAXES INCLUDING INDIRECT & INDUCED IMPACTS



HOW TO WE GET TO THIS DATA – BOTH STATEWIDE AND BY COUNTY?

All data is constrained by known-values

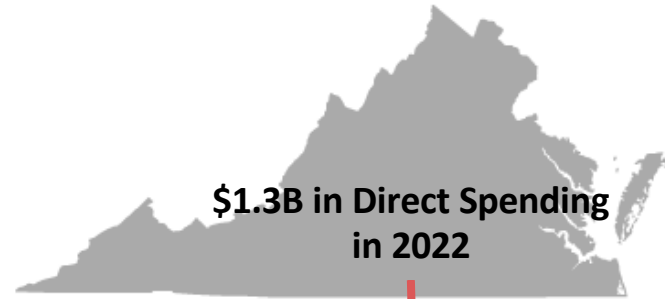


Weldon Cooper Center
for Public Service



DATA DRIVING THE COUNTY LEVEL ANALYSIS

Data is still constrained by known values – primarily based on local tax collections



Taxable Sales by County & Industry

- Based on all sales tax receipts received by the Virginia Department of Taxation
- Key industries factor heavily – Accommodation, Amusement, Food Services, Retail, Transportation

Excise Tax Collections: TOT, Meals & Admission

- VTC pulled from every locality report from the Virginia Auditor of Public Accounts
- For localities not available through APA – we surveyed localities directly with assistance of VTC Partnership Marketing

Government Census & Employment Data

- Tourism Economics sourced directly from the US Census and the BLS's QCEW
- Source for number of establishments, employees, and wages by industry

Data from each source is cross-checked against each bucket, reinforcing the overall modeling accuracy



THANK YOU!

E-Mail: droberts@virginia.org

Roundtable Discussion

Approve Minutes

September 19, 2023

Vote

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
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Mickey Chohany
Chad Green

Chair Report

Treasurer's Report

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

September Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,382,849	1,364,506	18,343
\$1 Transient Tax	167,881	118,942	48,939
Maintenance of Effort Funds	0	0	0
Other	4,297	3,324	973
Total Revenue	1,555,026	1,486,772	68,254
EXPENSES			
Destination Marketing	1,214,421	1,108,366	(106,055)
Other Sales & Marketing	33,224	44,180	10,956
Labor & Benefits	109,073	132,844	23,771
Admin	43,135	29,252	(13,883)
Total Expenses	1,399,853	1,314,641	(85,212)
Net Revenue Expense by Month	155,173	172,131	(16,958)

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

FYTD Revenue/Expenses

	FY 2024		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	3,824,524	3,804,511	20,013
\$1 Transient Tax	523,646	414,664	108,982
Maintenance of Effort Funds	38,666	25,950	12,716
Other	26,015	9,971	16,044
Total Revenue	4,412,851	4,255,096	157,755
EXPENSES			
Destination Marketing	3,272,174	3,488,798	216,624
Other Sales & Marketing	111,853	126,380	14,527
Labor & Benefits	359,660	409,920	50,260
Admin	62,940	89,431	26,491
Total Expenses	3,806,627	4,114,529	307,902
Net Revenue Expense by Month	606,224	140,567	465,657

Net Position - Beginning of Year	3,400,916	3,400,916	0
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Net Position - Current YTD	4,007,140	3,541,483	465,657
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Source: York County, Office of the Commissioner and Revenue and VA Department of Taxation

September Cash on Hand

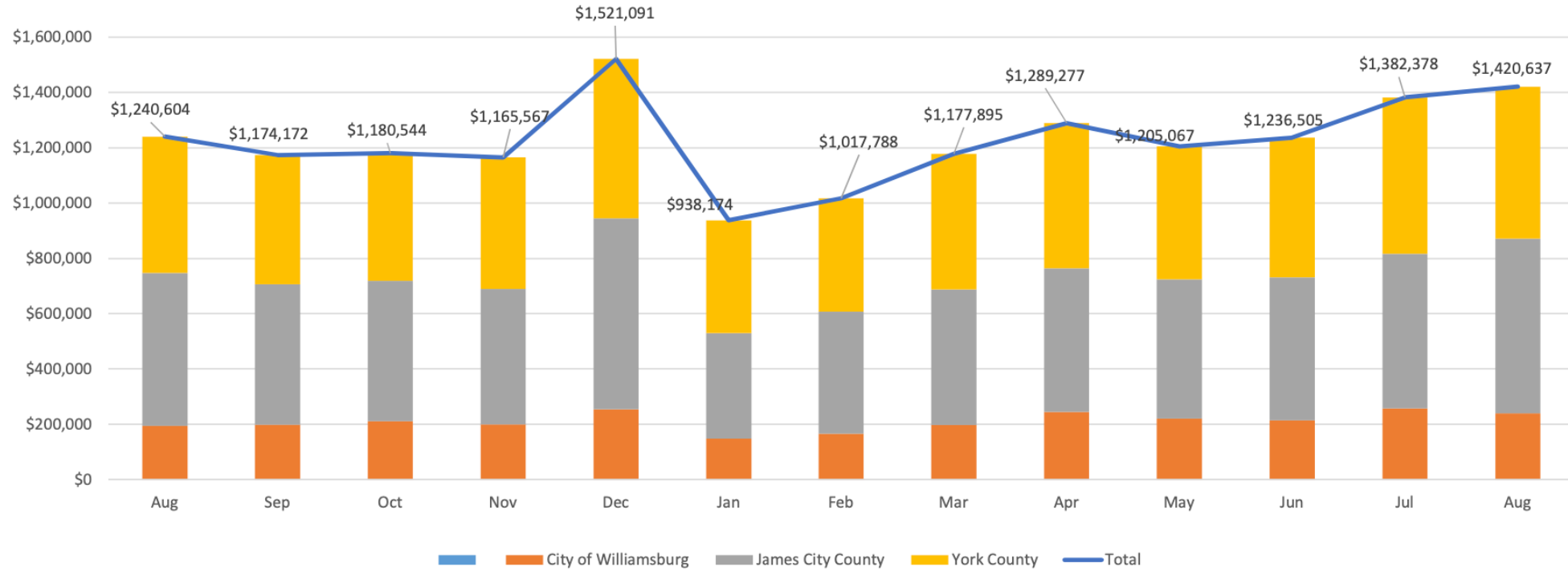
Operating Cash

Cash Balances	Jul-23			Aug-23			Sep-23		
	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	\$ 509,998	\$ 510,000	\$ (2)	\$ 510,004	\$ 510,000	\$ 4	\$ 510,011	\$ 510,000	\$ 11
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 4,024,725	\$ 2,648,016	\$ 1,376,709	\$ 4,992,913	\$ 2,680,374	\$ 2,312,539	\$ 4,954,260	\$ 2,915,416	\$ 2,038,844
Total Cash on Hand	\$ 4,785,725	\$ 3,408,016	\$ 1,377,709	\$ 5,753,920	\$ 3,440,374	\$ 2,313,546	\$ 5,715,272	\$ 3,675,416	\$ 2,039,856

Key Sources of Funds	Jul-23			Aug-23			Sep-23		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,372,480	\$ 1,369,507	\$ 2,973	\$ 1,424,961	\$ 1,366,220	\$ 58,741	\$ 1,550,729	\$ 1,483,448	\$ 67,281
Total Gov't Sources	\$ 1,372,480	\$ 1,369,507	\$ 2,973	\$ 1,424,961	\$ 1,366,220	\$ 58,741	\$ 1,550,729	\$ 1,483,448	\$ 67,281

Interest Earned:	Jul-23			Aug-23			Sep-23		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -	\$ 14,268	\$ -	\$ 14,268	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4	\$ 4	\$ -	\$ 4	\$ 4	\$ -	\$ 4
Ches Bank Checking	\$ 4,953	\$ 3,324	\$ 1,629	\$ 3,890	\$ 3,323	\$ 567	\$ 4,291	\$ 3,323	\$ 968
Total Interest Earned	\$ 4,959	\$ 3,324	\$ 1,635	\$ 18,164	\$ 3,323	\$ 14,841	\$ 4,297	\$ 3,323	\$ 974

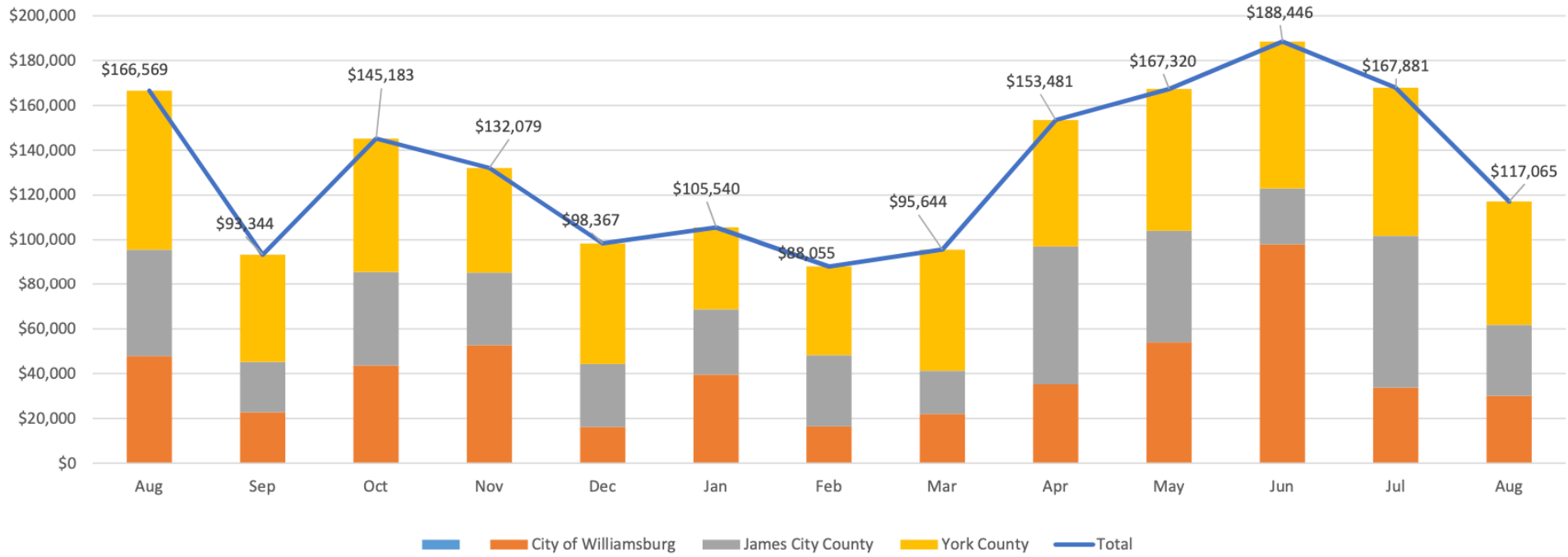
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$220,208	\$213,243	\$256,700	\$238,658	\$2,546,366
James City County	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$504,459	\$518,835	\$560,191	\$633,248	\$6,249,034
York County	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$480,400	\$504,427	\$565,487	\$548,731	\$5,913,693
Total	\$1,174,172	\$1,180,544	\$1,165,567	\$1,521,091	\$938,174	\$1,017,788	\$1,177,895	\$1,289,277	\$1,205,067	\$1,236,505	\$1,382,378	\$1,420,637	\$14,709,093
Calendar YTD Total													\$9,667,720
FY2021 / 2022	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$190,799	\$149,111	\$202,317	\$202,613	\$131,465	\$165,912	\$189,651	\$231,784	\$90,027	\$207,491	\$220,587	\$193,545	\$2,175,302
James City County	\$471,923	\$544,978	\$575,357	\$684,676	\$350,997	\$360,658	\$481,969	\$525,667	\$629,207	\$537,213	\$592,409	\$554,137	\$6,309,192
York County	\$512,710	\$443,940	\$417,723	\$567,395	\$371,471	\$375,763	\$482,470	\$489,605	\$475,929	\$505,060	\$554,153	\$492,921	\$5,689,140
Total	\$1,175,432	\$1,138,030	\$1,195,397	\$1,454,684	\$853,933	\$902,333	\$1,154,090	\$1,247,055	\$1,054,706	\$1,249,764	\$1,367,149	\$1,240,604	\$14,033,178
Calendar YTD Total													\$9,069,634

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$54,023	\$97,914	\$33,812	\$30,119	\$464,723
James City County	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$49,960	\$24,973	\$67,953	\$31,594	\$441,288
York County	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$63,337	\$65,559	\$66,116	\$55,352	\$646,403
Total	\$93,344	\$145,183	\$132,088	\$98,367	\$105,540	\$88,055	\$95,644	\$153,481	\$167,320	\$188,446	\$167,881	\$117,065	\$1,552,414
Calendar YTD Total													\$1,083,432
FY2021 / 2022	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total
City of Williamsburg	\$9,465	\$66,183	\$14,661	\$41,856	\$30,655	\$31,478	\$11,790	\$52,009	\$58,379	\$36,281	\$51,383	\$47,851	\$451,991
James City County	\$39,182	\$40,829	\$44,154	\$19,433	\$28,881	\$23,543	\$22,353	\$33,659	\$63,164	\$24,694	\$70,889	\$47,765	\$458,546
York County	\$43,582	\$58,589	\$44,756	\$54,079	\$33,590	\$42,683	\$48,958	\$62,258	\$55,238	\$57,967	\$70,632	\$70,953	\$643,285
Total	\$92,229	\$165,601	\$103,571	\$115,368	\$93,126	\$97,704	\$83,101	\$147,926	\$176,781	\$118,942	\$192,904	\$166,569	\$1,553,822
Calendar YTD Total													\$1,077,053

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

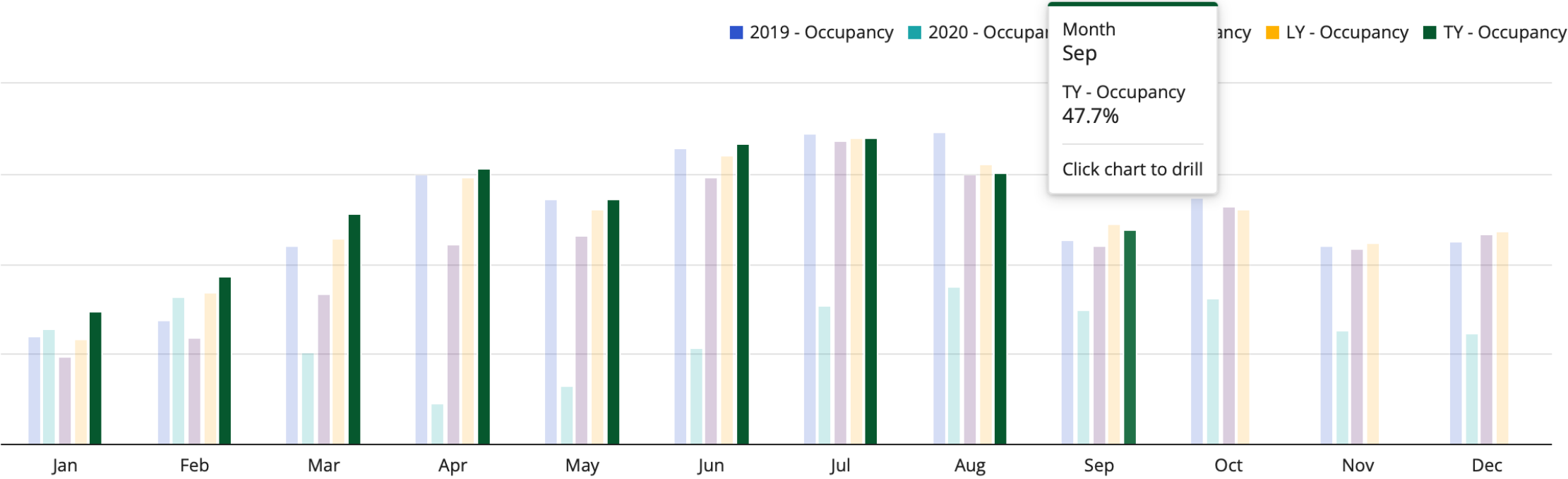
Executive Director and CEO Report

Key Performance Indicators

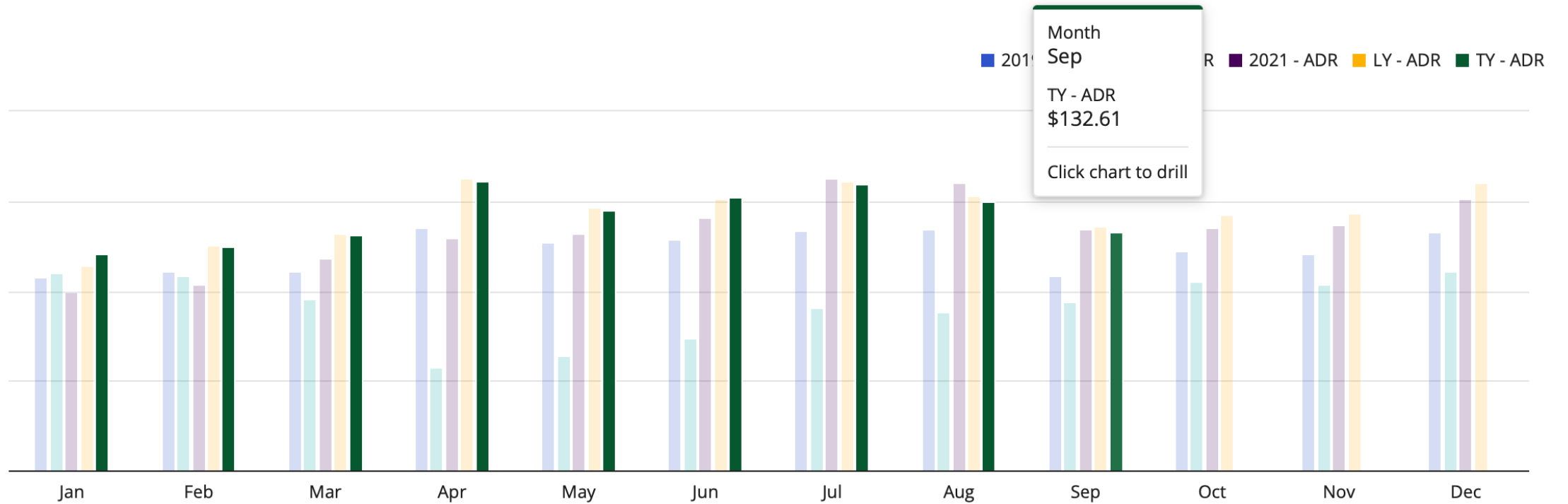
Marketing/Public Relations/Sales

Vision, Mission, and Values

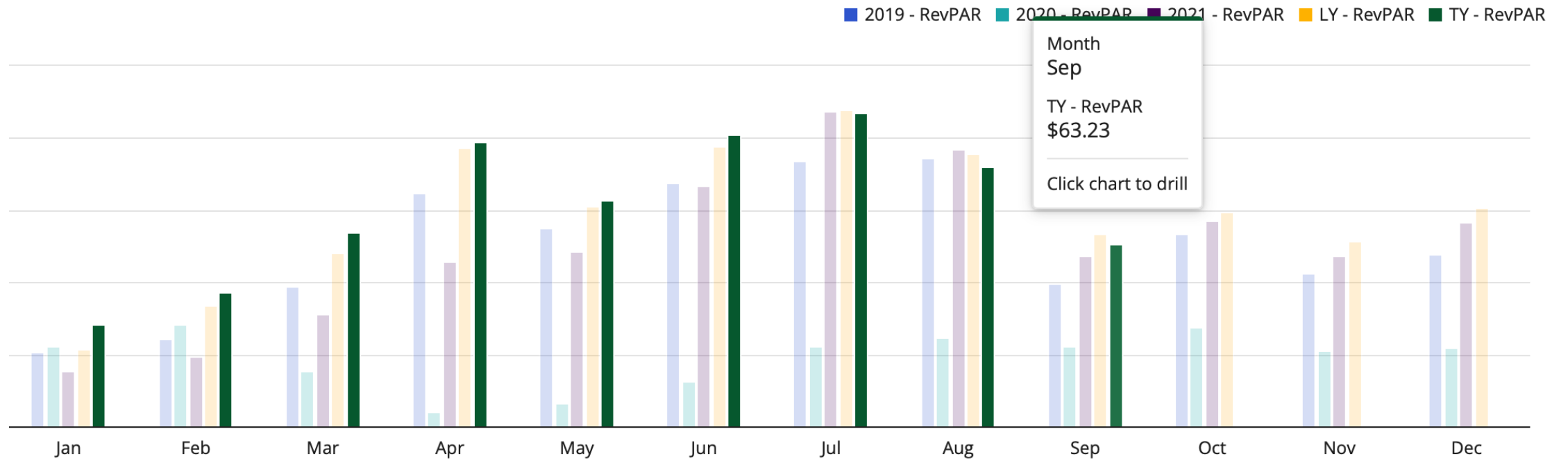
STR: Occupancy



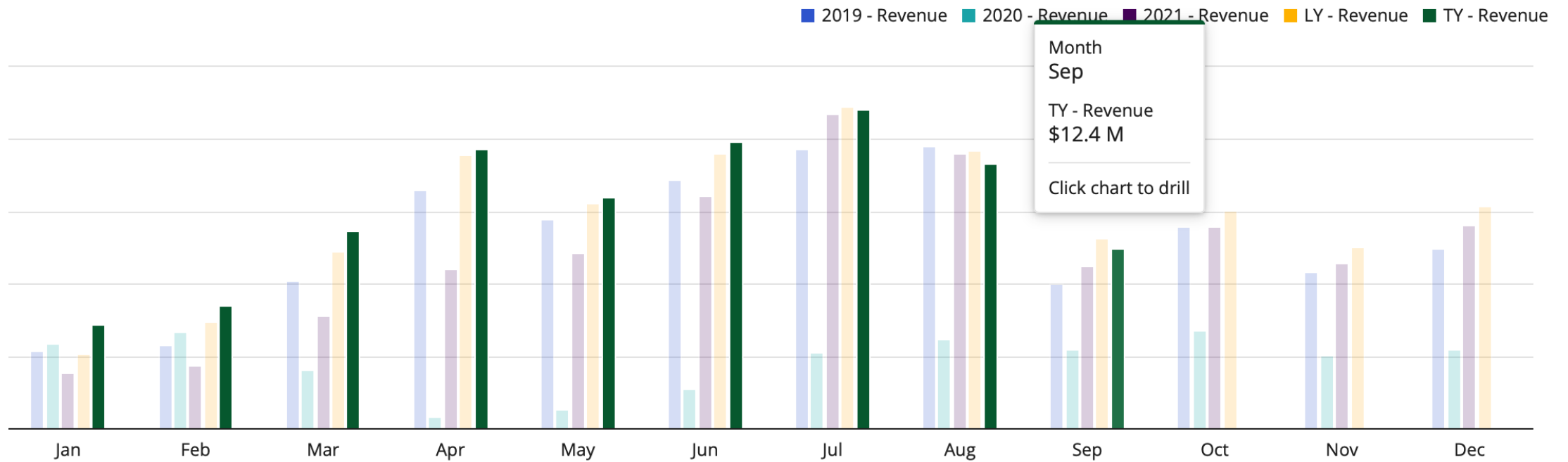
STR: Average Daily Rate



STR: RevPAR



STR: Revenue



STR: Comparison to 2022

Occupancy 52.9%	ADR \$142	Demand 946.5 K	Revenue \$137.2 M
YTD % Change 4.1%	YTD % Change -0.5%	YTD % Change 4.4%	YTD % Change 3.0%

STR: Comparison to 2019

YTD Occupancy

53.0%

YTD ADR

\$144.95

YTD RevPAR

\$76.84

YTD 2019 Occupancy

51.2%

YTD 2019 ADR

\$125.22

YTD 2019 RevPAR

\$64.11

Occ % Point Change YTD from 2019

+1.8%

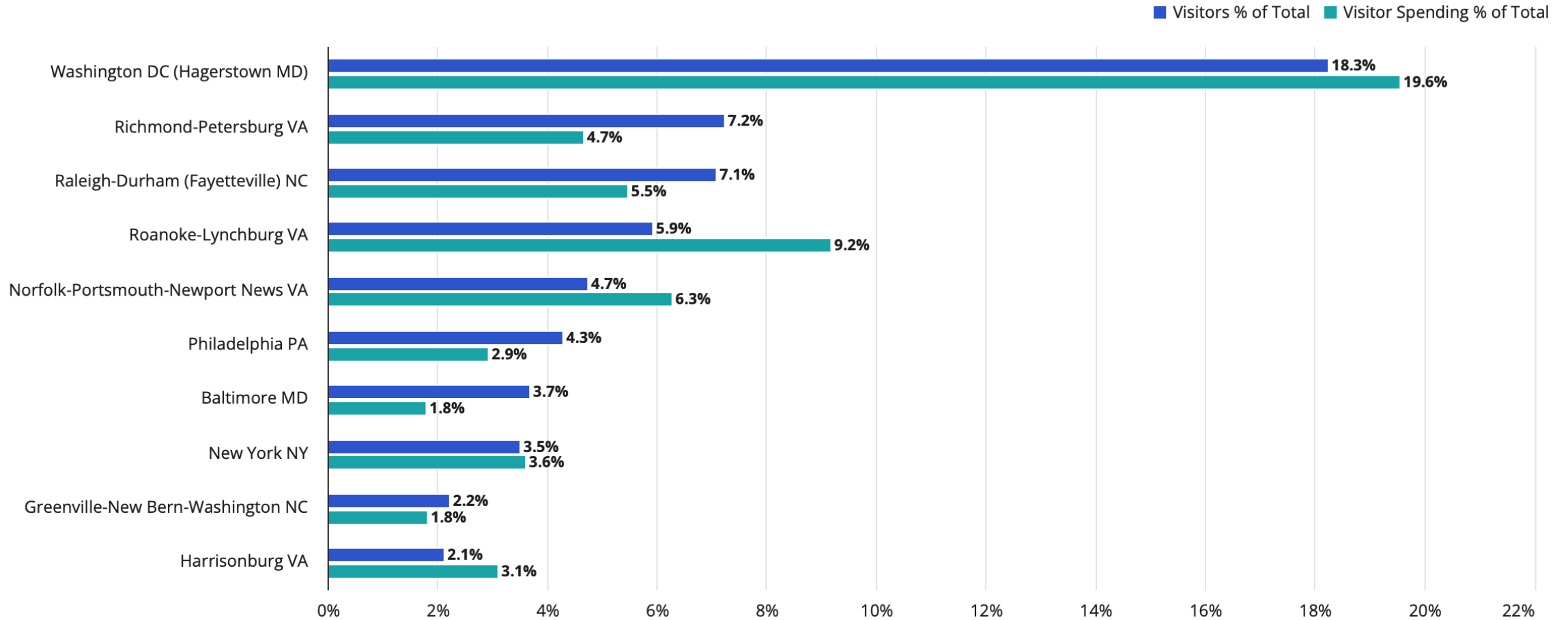
ADR % Change YTD from 2019

+15.8%

RevPAR % Change YTD from 2019

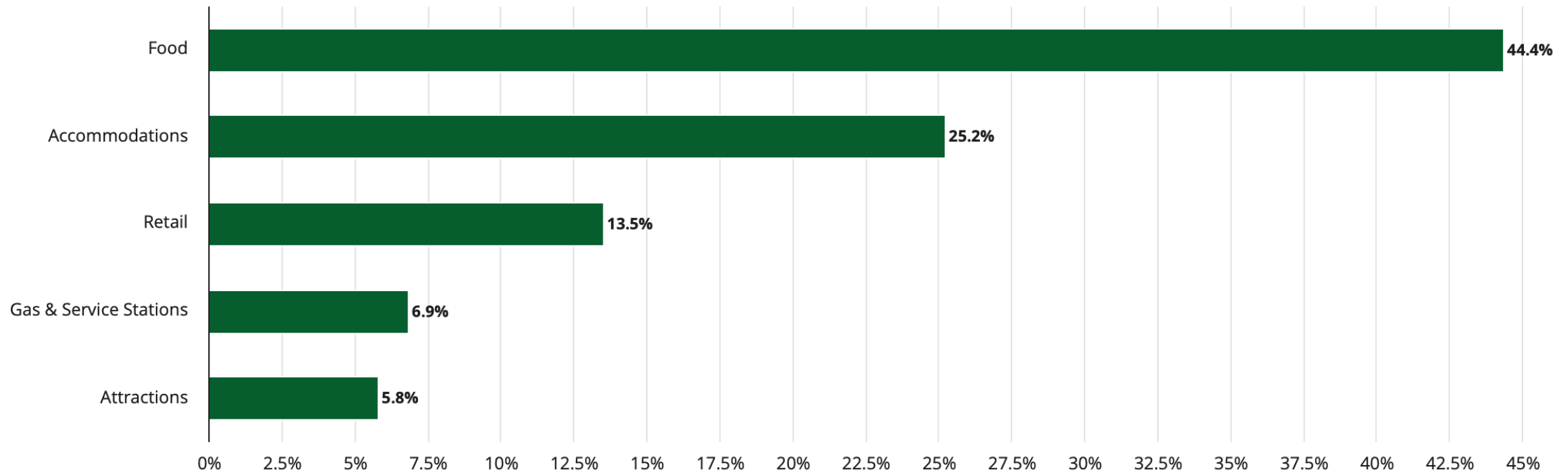
+19.9%

Top Origin Markets



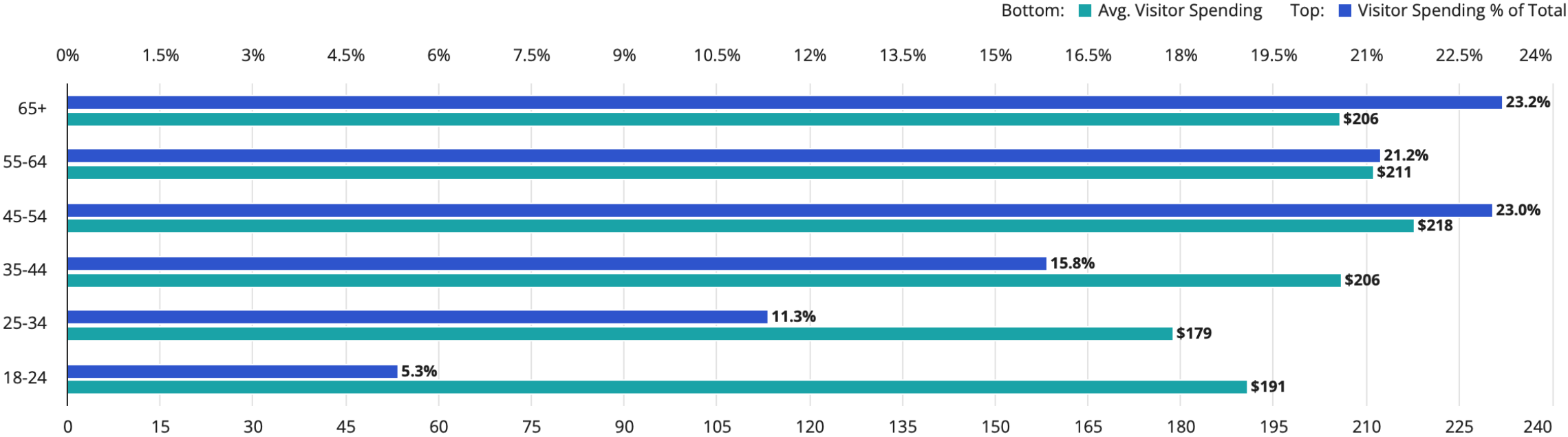
*Source: Near and Affinity

Average Visitor Spend By Category



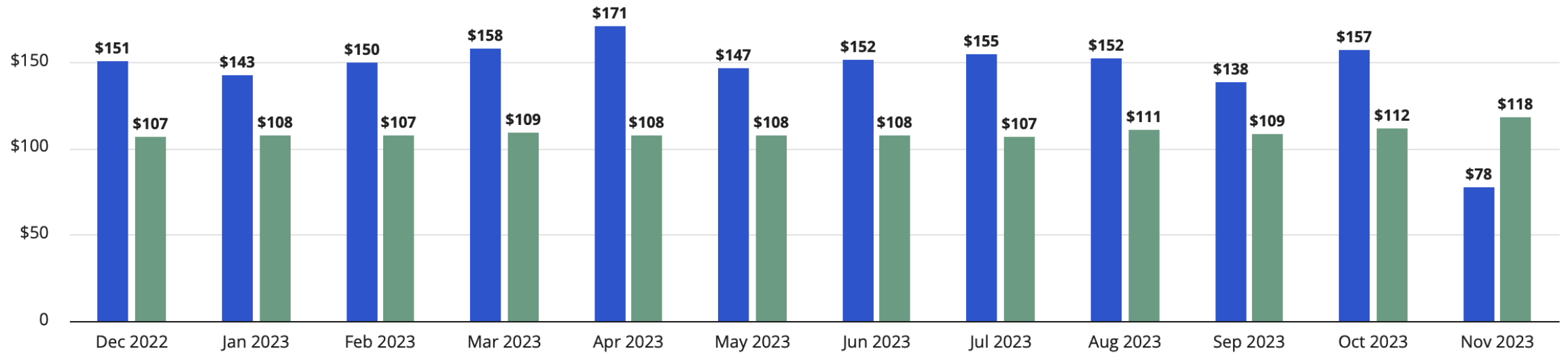
*Source: Affinity

Visitor Spend By Age Group



*Source: Affinity

Benchmark Comparison: Average Visitor Spend Per Month



*Source: Affinity

Marketing

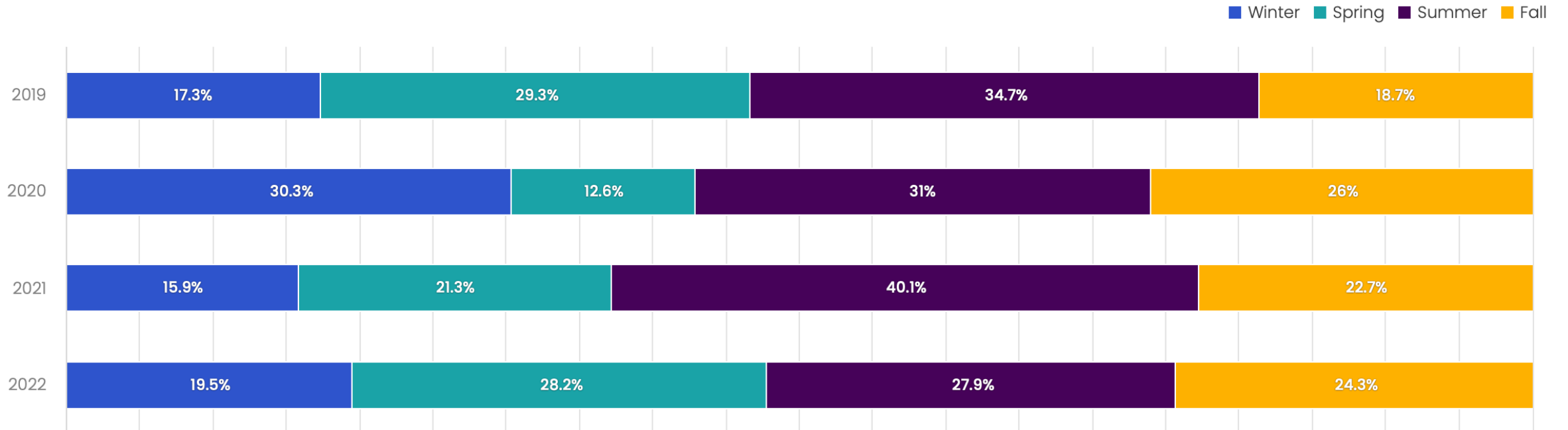
Creative, Performance

MEDIA STRATEGY

2023 optimization will provide greater emphasis on key KPIs of bookings and site traffic.

- **Market Evolution:** Lean into core historic markets with greater visibility in broadcast, strengthen recent expansion markets, and integrate digitally into new test market
- **Endemic Lean In:** Increase lower-funnel booking support by bringing in new travel endemics partners for increased visibility among our audiences
- **KPI Refinement:** Continue to test opportunities to own more site traffic by directing greater volume of traffic to Visit Williamsburg versus partner sites
- **Cookieless Expansion:** Integrate more platforms and partners to continue to evolve programs away from cookie reliance

Seasonal Visitation Trends

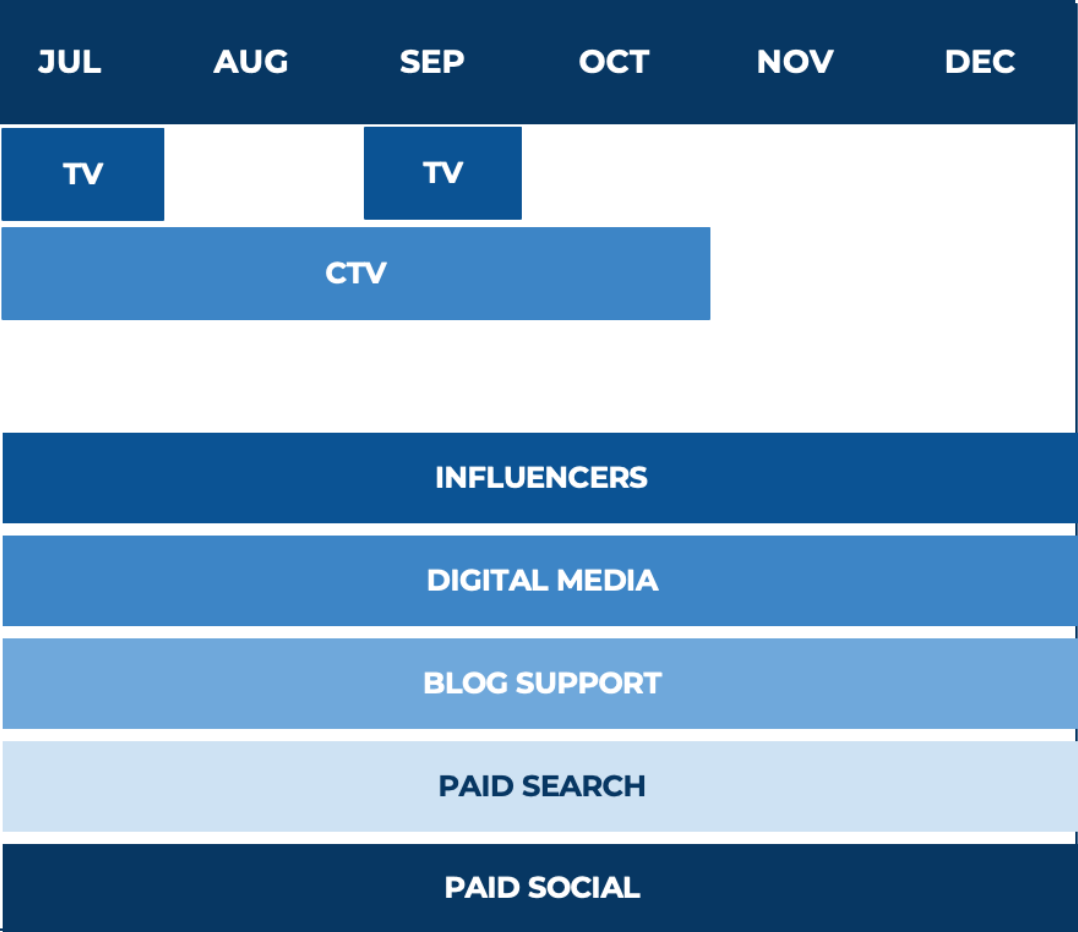


*Source: Near

Flighting Strategy

AUG - OCT	NOV - DEC
15%	10%

FALL	HOLIDAY
<i>CTV</i> <i>Display</i> <i>Streaming Audio</i> <i>Paid Social</i> <i>Paid Search</i> <i>Paid Blog Support</i> <i>Influencer</i> <i>Email Marketing</i> <i>Co-op Marketing</i>	<i>CTV</i> <i>Display</i> <i>Streaming Audio</i> <i>Paid Social</i> <i>Paid Search</i> <i>Paid Blog Support</i> <i>Influencer</i> <i>Email Marketing</i> <i>Co-op Marketing</i>



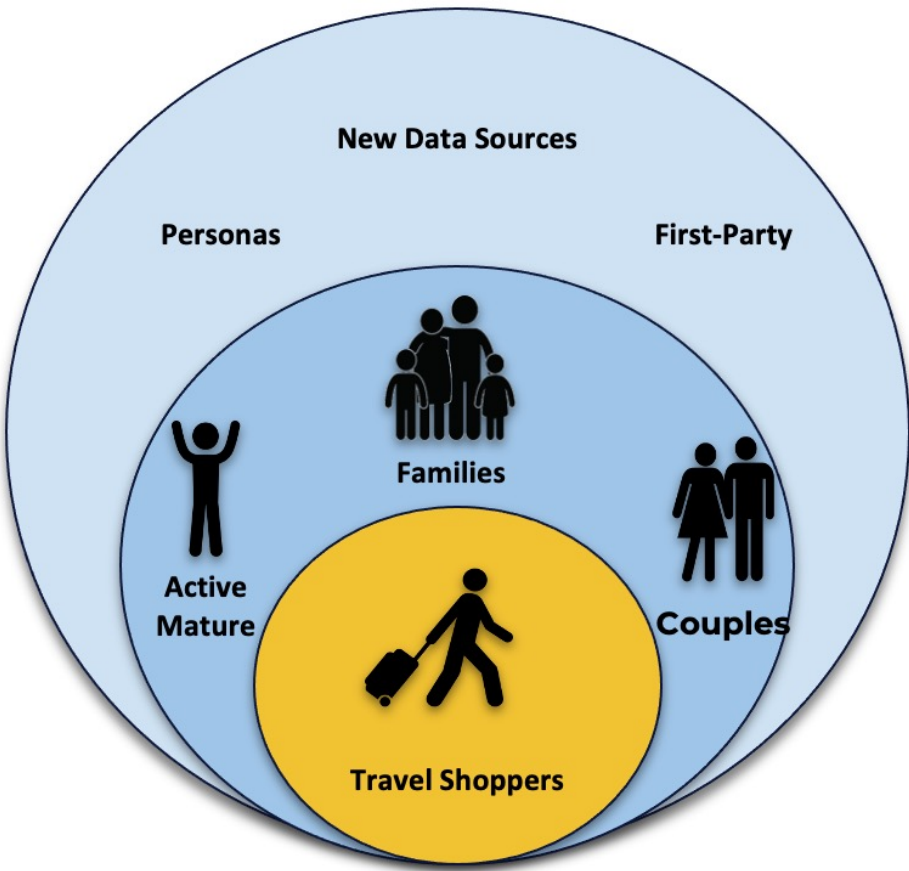
MARKET STRATEGY

SATURATE	INFLUENCE	ELEVATE	ESTABLISH	MAINTAIN
<p>Maximize potential of strongest organic markets</p> <p>Top 10 organic</p>	<p>Continue to impact markets influenced by paid support</p> <p>Pushed to top 10 via paid efforts</p>	<p>Raise profile in smaller heritage markets</p>	<p>Allow more development time for new 2022 markets</p> <p>Begin testing one new market digitally</p>	<p>Heritage coverage in local feeder markets via digital</p>
<p>Washington DC</p> <p>New York</p> <p>Baltimore</p> <p>Raleigh-Durham</p>	<p>Philadelphia</p> <p>Harrisburg, PA</p> <p>Pittsburgh</p> <p>Charlotte</p> <p>Boston</p>	<p>Charlottesville</p> <p>Salisbury</p> <p>Roanoke</p> <p>Greenville-New Bern</p>	<p>Cleveland</p> <p>Columbus</p> <p>Atlanta (digital-only)</p>	<p>Harrisonburg, VA</p> <p>Greensboro-High Point - Winston Salem, NC</p> <p>Florence-Myrtle Beach, SC</p> <p>Johnstown-Altoona-State College, PA</p> <p>Wilkes-Barre, PA</p> <p>Knoxville, TN</p>

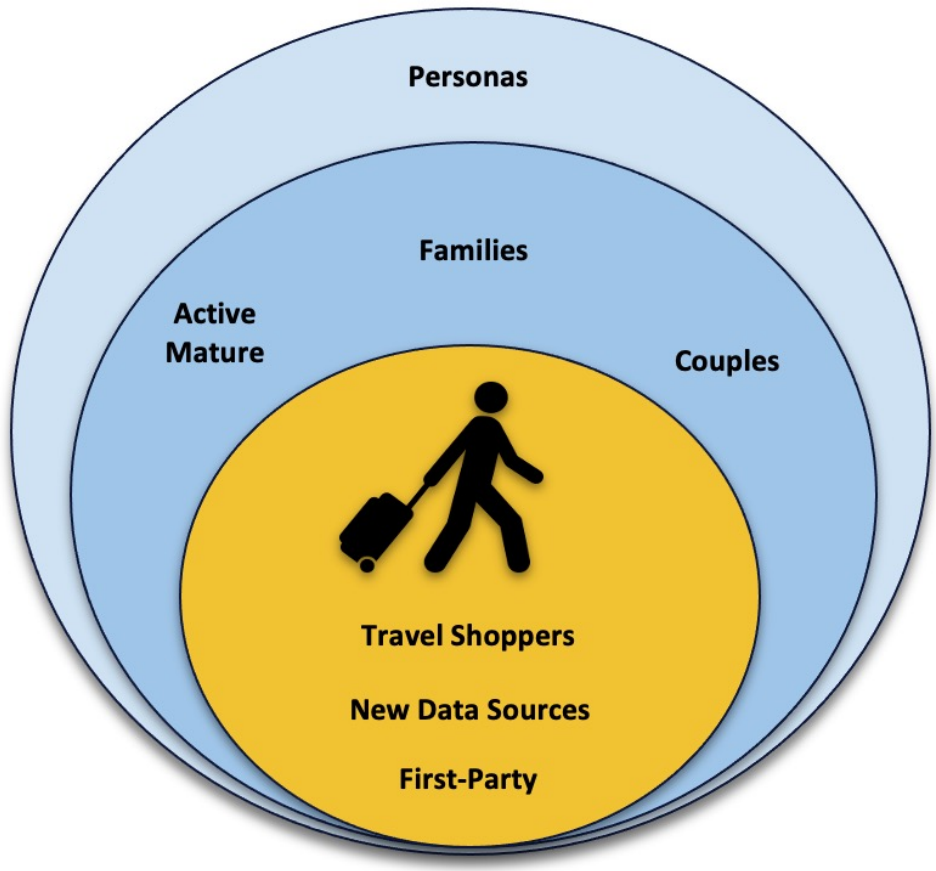
AUDIENCE

To continue to maximize bookings, active travel shoppers will be an increased focus, while maintaining overall audience targeting across mature, families, and couples.

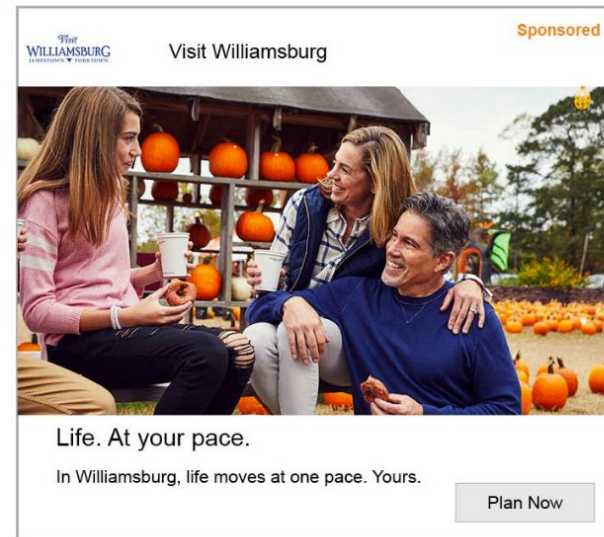
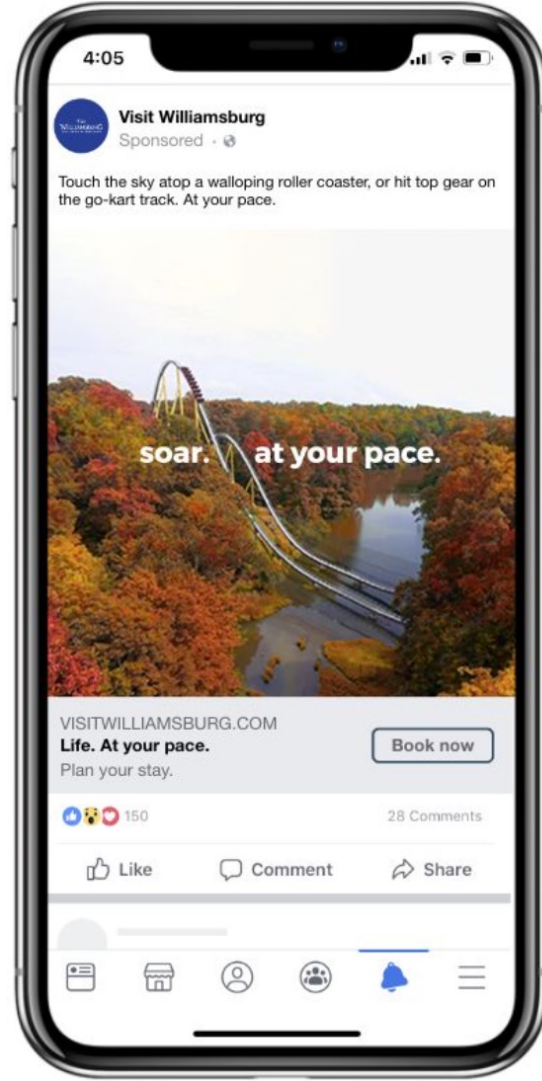
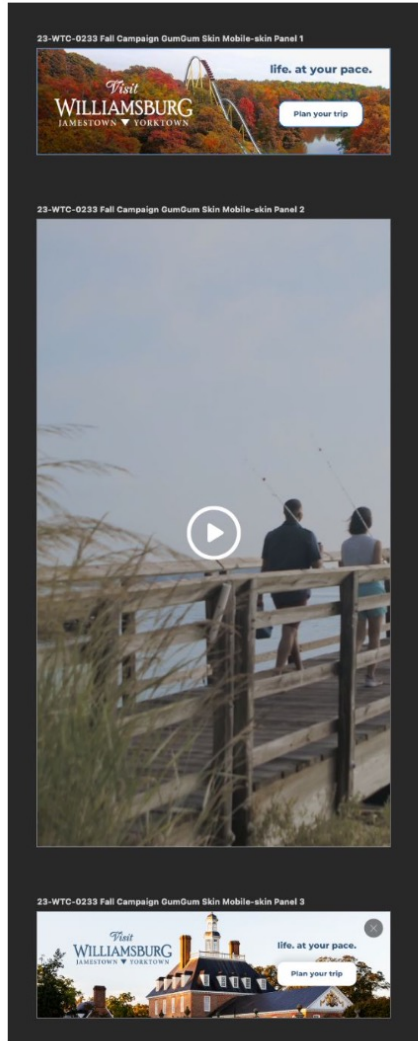
2022



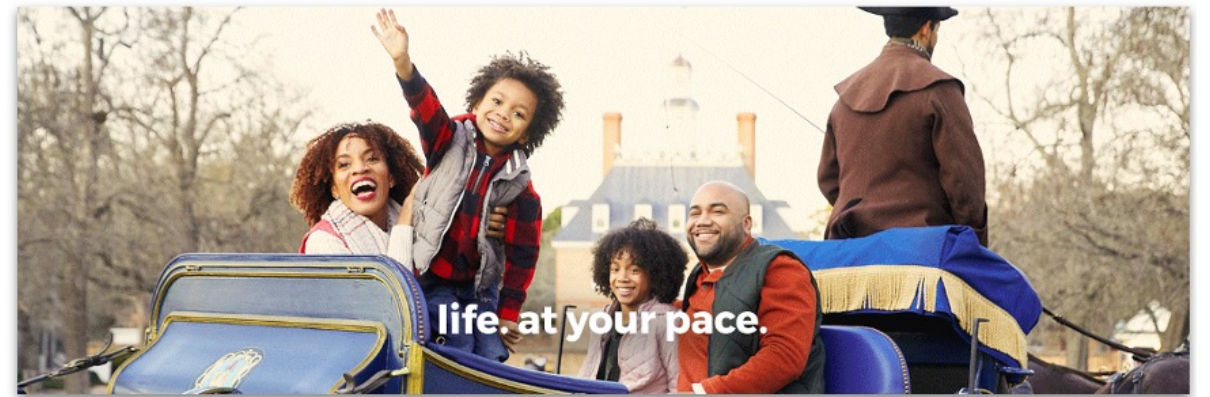
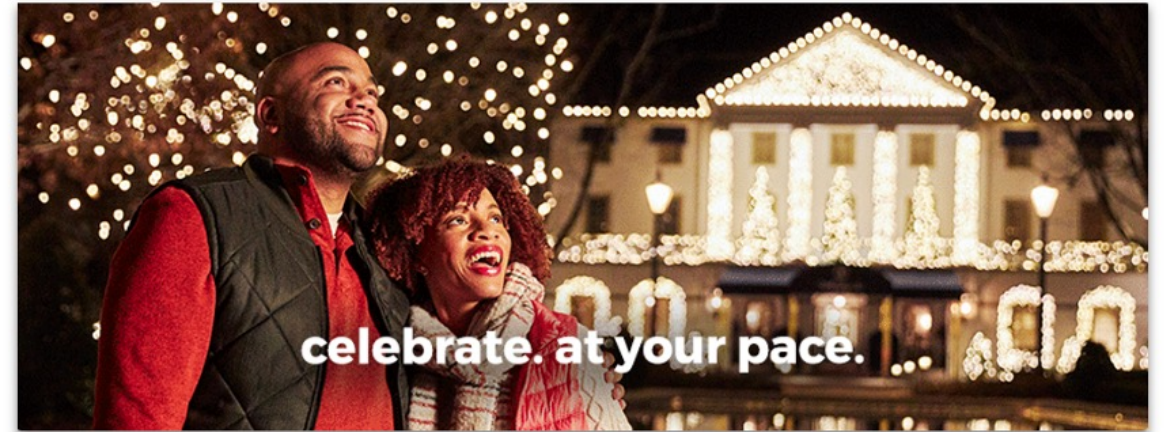
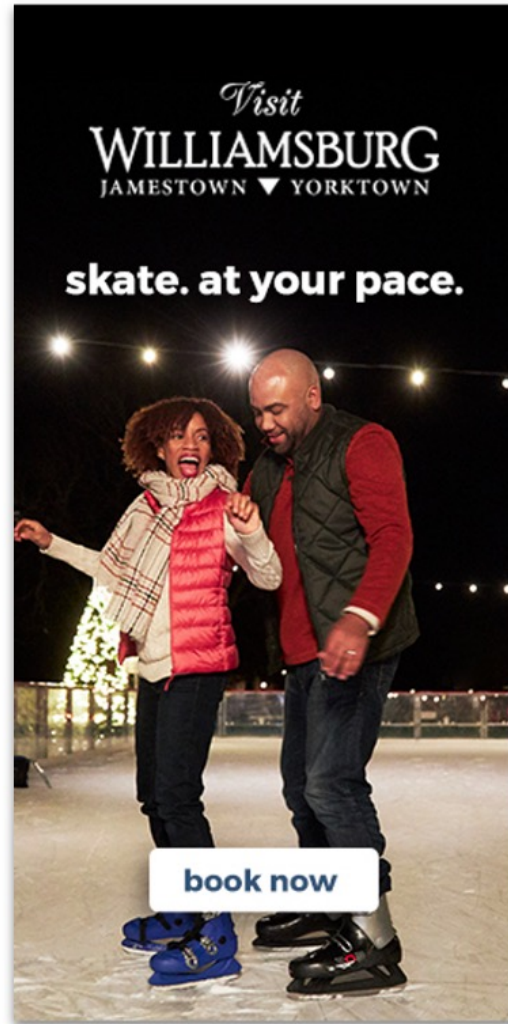
2023



Sample Digital Creative



Sample Digital Creative



Q4 Media Investments and Optimizations



Destination Spotlight Page

- 30M+ members
- Features destination overview and hotel offers
- Promoted via the site's media network this fall/winter
- \$75K value at no cost to area hotels



Home Page Takeovers

- 100% ad inventory on local websites for key drive markets
- Sample Sites include: nypost.com; thehill.com; washingtontimes.com; baltimoresun.com; phillyvoice.com; travelchannel.com



Amplification Across Drive Markets

- Increased media budget to saturate drive markets with golf, fall and holiday content



Vacation Home Page Sponsorship

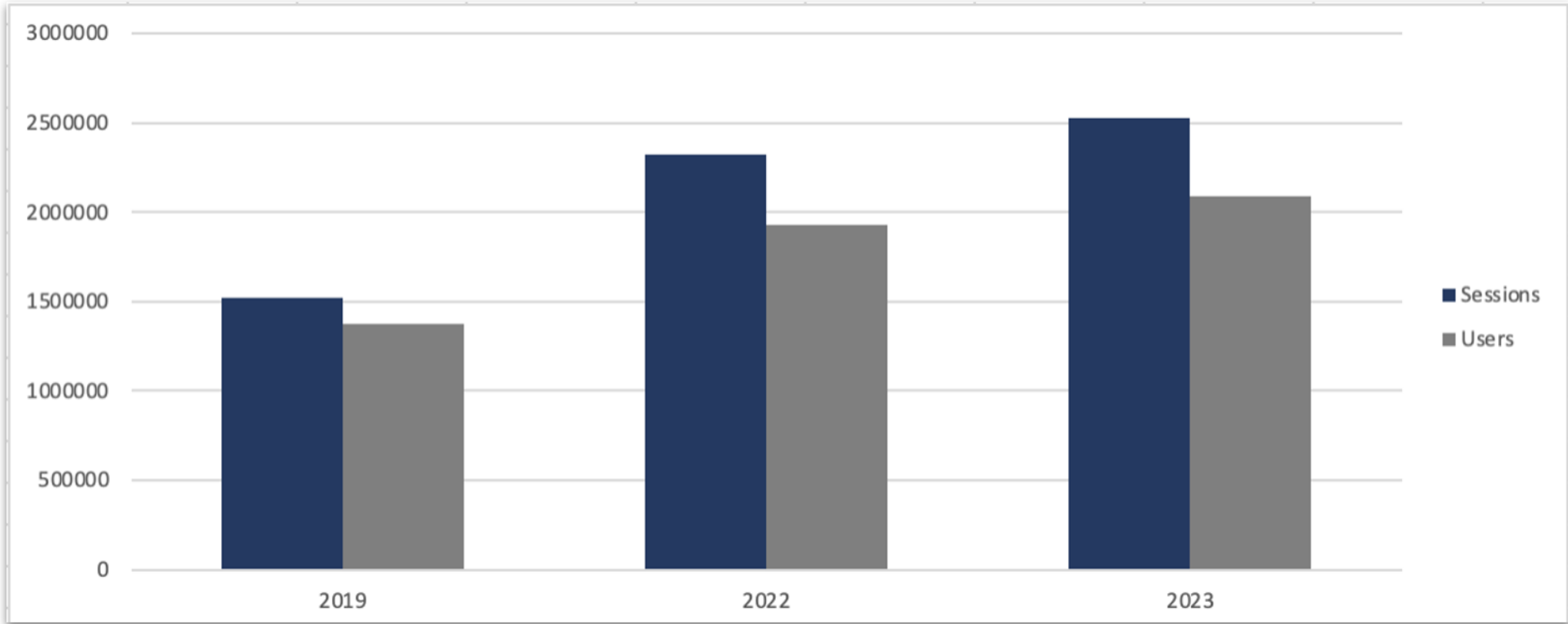
- Feature image, logo and link to hotel offers adjacent to home page search bar
- 45,000 impressions
- Shift 165,000 impressions from Priceline placements into Booking.com placements



Promotional Emails

- Increased audience size and added additional deployment (for four drops thru Dec)

YTD Website Performance



	Sessions	Users
Vs. 2019*	+66%	+52%
Vs. 2022	+8.8%	+8.2%

Top Pages/Blog Posts

Top 10 Pages Overall	
Attractions	27,543
Events	24,126
Shopping	11,144
Restaurants	10,930
Fall Happenings	10,742
Blog Home Page	10,684
Lodging	9,819
Lodging: Colonial Williamsburg	8,789
Attractions	7,520
Attractions: Jamestown Settlement	5,961

Top 10 Blog Posts	
Fall Happenings	10,742
Get the Star Treatment in Williamsburg	5,077
Must See Places from a Local's POV	3,713
Plan Your Golf Trip	3,555
Five Questions with Cyndi Rich	3,471
7 Charming Date Ideas	3,173
Romantic Weekend Getaway	2,569
10 Great Free Things to Do	2,488
Family Friendly Getaway	1,859
Professional Eater's Guide (Shay Spence)	1,633

September/October: Influencer Program

753K+
impressions

25.5K+
engagements

Includes Ernest Crim III (Black history), Cynthia Andrew (summer family travel), Shay Spence (food & drink), Jennifer Allen (accessible family travel), Annie Jiang (charming scenery), and Christine Tran Ferguson (multi-gen family travel).



PARTNERSHIP SPOTLIGHT:
Celebrities from the hit TV show, *Love Is Blind*, Lauren Speed-Hamilton & Cameron Hamilton, visited for a couples getaway in October. Instagram content will be shared with their combined 4.5M followers this fall.

Upcoming Content



Jennifer Allen, September 2023

- *WilliamsBLOG* & Instagram
- Accessible family travel



Tee George, October 2023

- *WilliamsBLOG*, Instagram & TikTok
- Outdoors activities



Hunter Hulbert, October 2023

- *WilliamsBLOG*, Instagram & TikTok
- Adventure and surprise

UPCOMING TRIPS:

- **NOVEMBER:** [Travis Levius](#) (upscale & luxury)
- **DECEMBER:** [Britny McKibben](#) (girls trip), Charlotte Simpson (active mature, multi-gen travel), and Mallory Ervin and Taryn Newton (holiday family trips)

September/October: Organic Social Performance



The Sept. 19 post featuring the Crim Dell Bridge was **one of the most successful organic posts to date:**

Total Impressions: 134K

Total Engagements: 2K

Saves & Shares: 275

Comments: 120

**Across all channels,
metrics outperformed July/August,
including total impressions and engagements.**

↑ 53%
engagements

↑ 42%
impressions

↑ +800
social follower growth

2X
comments/shares vs.
July/Aug

121K+
Total social followers

2024 Media Strategy

2024 MEDIA STRATEGY

In anticipation of changing travel habits and economic uncertainty in 2024, find more ways to increase reach, generate demand and influence travel intenders at scale

- **Market Evolution:** Continue to establish emerging market of Atlanta by increasing channel mix and investments. Pull back in smaller heritage markets that have seen less impact from media efforts over the past 1-2 years.
- **Finding Intenders in More Places:** Increase Travel Shopper investment and partner with platforms where more travelers are going to research & book travel, prioritizing placement and targeting abilities over attribution abilities in some instances.
- **Prioritize High Impact:** Increase destination demand through channels that inspire & influence travel decisions like video, social/influencer and streaming audio.
- **Measurement Refinement:** Look toward holistic measurement—including search demand, STR reports and Zartico—to better assess less attributable, but more impactful, media. Test cookieless platforms as well, to prepare for Chrome update.

2024 EVOLUTION

	LINEAR/TV	OOH	TRAVEL ENDEMIC
Prioritize	<p>GRP weights, flight length & Atlanta expansion</p> <p>Remove smaller markets Harrisburg, Charlottesville, Salisbury to accommodate</p> <p>Cable will be used as needed throughout the campaign given the political season</p>	<p>4-week “short & loud” OOH campaign</p>	<p>Prioritize Travel Shopper channels over OTAs to capitalize on growing trends of consumers booking direct</p> <p>Prioritize OTAs with the most scale over attribution capabilities</p>
Integrate	<p>Add in Atlanta in TV market list given digital success</p> <p>Include rotation of :30 units in linear TV in Atlanta for more real estate in a new expansion market</p> <p>Introduce new daypart distribution (late fringe) to expand reach</p>	<p>Add Atlanta to OOH market mix to create substantial baseline awareness and build upon success within digital channels</p>	<p>Increase placements on Booking.com as the top OTA</p> <p>Introduce Youtube to capture “hand raisers” given search-engine backed targeting</p>
Continue	<p>All markets at :15s except for newest expansion market of Atlanta</p>	<p>Leverage a mix of reach & frequency and high impact formats given 2023 success</p>	<p>Lean on top performing units and tactics based on 2023 campaign performance: Priceline sponsorships, Tripadvisor and Sojern video units, Adara targeting</p>

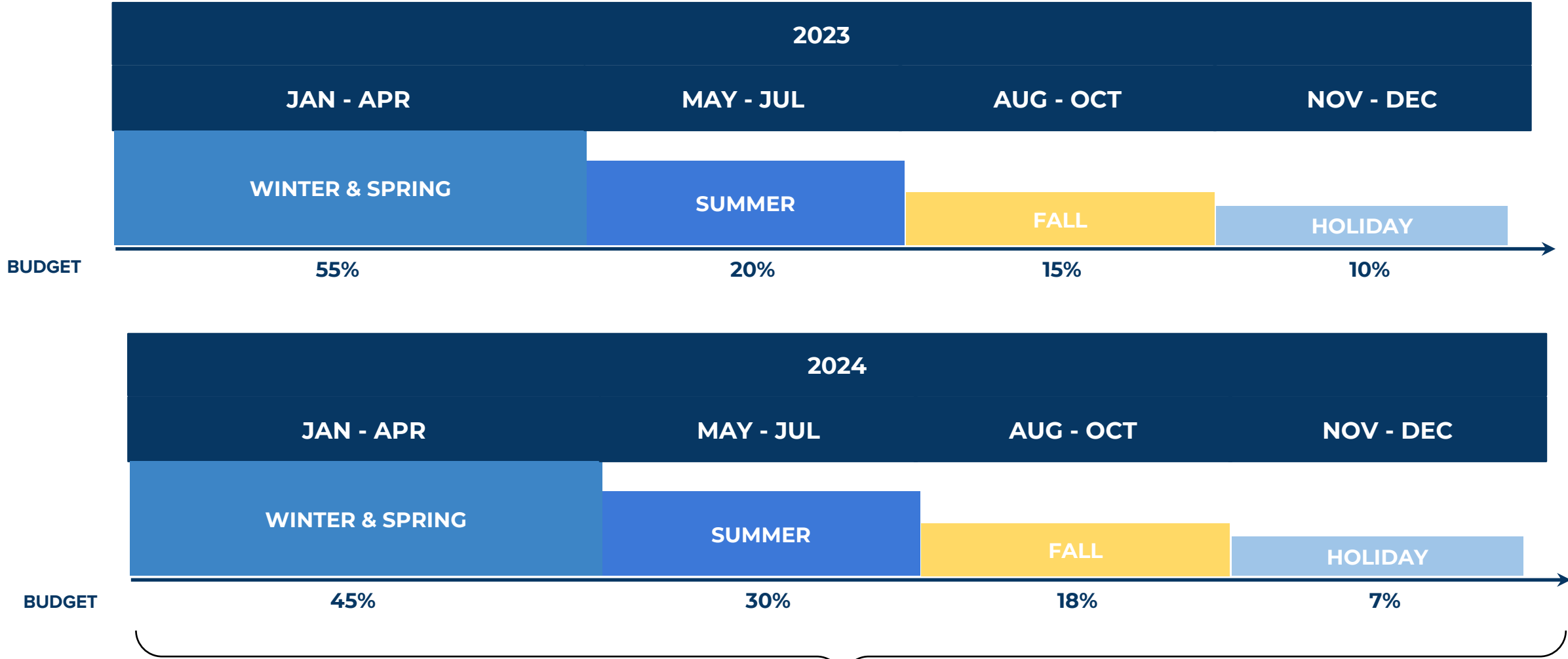
2024 EVOLUTION

	AUDIO	NON-ENDEMIC DIGITAL	PAID SEARCH
<i>Prioritize</i>	Podcast placements considering the rapid growth of podcast consumption	Traffic driving strategies, including high impact units, email deployments and blog promotion	Branded terms, given the majority of bookings in 2023 were driven by brand campaign
<i>Integrate</i>	Higher number of host-read podcasts given influence	New rich media partner that provides proprietary cookieless solution Retargeting tactic with Vistagraphics Display & OTT/CTV ads via Amazon products	New ad copy and refined flighting with seasonal learnings
<i>Continue</i>	Run on top performing podcasts, including Conan O'Brien and 99% Invisible Utilize mobile interstitial unit and streaming audio for greatest site traffic impact	Focus on site traffic support	Monitor top performing keywords and ad groups Continue blog dynamic campaign

2024 EVOLUTION

	INFLUENCER	ORGANIC SOCIAL	PAID SOCIAL
<i>Prioritize</i>	Longer-term partnerships and micro/macro-influencer partnerships	New TikTok and YouTube Shorts channels to inspire younger travelers and reach net-new audiences	Full funnel campaigns to reach audiences during each stage of their customer journey
<i>Integrate</i>	Ambassador program for repeated exposure and reaching priority markets Tap into newer-to-us platforms	Fresh, engaging content from our new ambassadors and content creators to attract visitation	Seasonal consideration campaigns in Meta and TikTok to boost audiences interests during seasonal travel trends Introduce Action campaign in TikTok
<i>Continue</i>	Driving traveler awareness through authentic content by honing in on partnerships with micro- and macro-influencers who are skilled at a particular content format or are subject matter experts	Carefully curating owned social feeds to integrate industry partners and showcase the breadth of the destination	Allocate majority of budget towards Meta, considering it's the most cost efficient platform Double-down on opportunities for integration between organic content and paid support through influencers and boosted ads

FLIGHTING STRATEGY: 2024



Total 2024 budget:
\$11,001,862

**Budgets/timelines provided are rough estimates and subject to fluctuations based on inventory availability and final buy details*

Behind the Scenes



Fresh new design
with strong visuals

Expanded industry
portal

Best practice
approach
throughout

New listing and event
functionality

All-new navigation
and expanded
content

Fully responsive
design for desktop
and mobile

Public Relations

September/October 2023 Performance

September 1 – October 31, 2023

Global Impressions

43.8 Million

13

Placements

Key Media Placements

“The destination is packed with wooded trails, parks, and tree-lined roads.”

- Adrienne Jordan

“Celebrate Spooky Season at These Theme Park Haunts”

- Sarah Hopkins



“We Found the 35 Absolute Spookiest Ghost Tours in the U.S.”

- Beth Gulino and Kate McGregor

House Beautiful

“Your Clients Will Love These 3 Halloween Attractions”

- Briana Bonfiglio

travelmarket
Voice of the Travel Advisor report

TRAVEL+
LEISURE

“Every State's Top Destination for Family Travel”

- Scott Hartbeck

TRAVELPULSE

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Key Media Placements

FAR & WIDE

America's Spookiest Small Towns Will Give You Chills

By Mariana Zapata on October 2, 2023

Williamsburg, Virginia



THEBALMER / Getty Images

50+ World

October 12, 2023
History & Headlines, Travel

A Visit to America's Birthplace: Jamestown, Virginia

Since this writer's name is John Smith, I've often considered visiting **Jamestown, Virginia, the birthplace of America**. A previous John Smith (no relation) was very important in the establishment of this first permanent English settlement in North America. That John had arrived here back in 1607, and James Fort was soon built on this site.



g
o
s

rowing in northeastern North Carolina, my version of wonderland looked a lot like eastern Virginia: Norfolk was where Broadway shows toured and where we

went to the mall; concerts and Trader Joe's if we were in Virginia Beach. Numerous school field trips took me to the colonial settlements in Williamsburg and Jamestown, and the Northern Neck was completely bypassed for its more urbane neighbor, Richmond. More than a decade of time now separates me from my childhood version of Virginia, but I recently returned with a newfound interest in its foodways, plus a hunger to understand how the convergence of history, art, culture, and food make Tidewater the most exciting little corner of the Commonwealth.

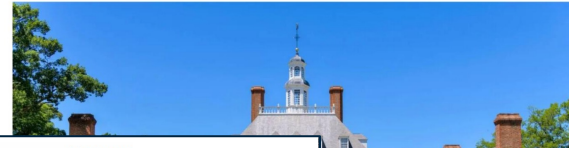


HONEYMOONS.com

15 Best Honeymoon Destinations in September

The change of the seasons provides a perfect time to celebrate your new marriage. With the September temperature neither too hot nor too chilly, there are so many destinations that embrace the fall with multi-colored foliage and provide classically beautiful scenery.

Williamsburg, Virginia



WHEREVERFAMILY

HEAD TO HISTORIC WILLIAMSBURG, VIRGINIA, FOR A HOLIDAY-FILLED GETAWAY

There's never a better time for family travelers to visit historic **Williamsburg, Virginia**, than winter. From holiday decorations to Christmas markets to winter entertainment, make Williamsburg part of your family's winter travels.



© Visit Williamsburg

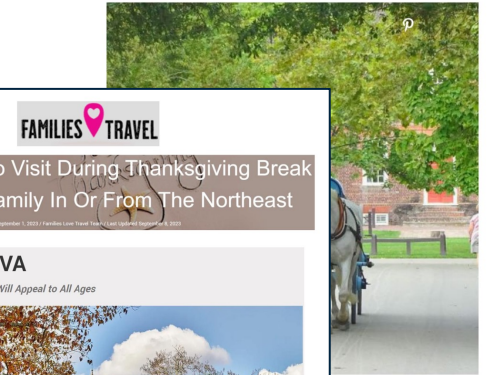
GO WORLD TRAVEL MAGAZINE



Home > Destinations > US & Canada > United States > Virginia > Writer John Smith Discovers Historic John Smith in Jamestown, Virginia

WRITER JOHN SMITH DISCOVERS HISTORIC JOHN SMITH IN JAMESTOWN, VIRGINIA

By John M. Smith // Leave a Comment



Williamsburg. Photo by John Smith

FAMILIES TRAVEL

Best Places To Visit During Thanksgiving Break With Your Family In Or From The Northeast

November 1, 2023 | Families Like Travel | 1 Comment | 100 Views

Williamsburg, VA

A Historical Thanksgiving that Will Appeal to All Ages



Transport your family to a bygone era by embracing Thanksgiving in **Williamsburg**! While not technically in the Northeast by some standards, it still deserves a spot on this list! With historical attractions, kid-friendly activities, and centuries of American history to explore, Williamsburg is certainly one of the best places to visit during Thanksgiving break with your family from the Northeast Coast!

September/October: Awards & Accolades



GOLD

"Choose Your Pace" – Virtual Experiences/Events for Destinations

GOLD

The WilliamsBLOG

SILVER

NYC Media Event



**2023 Readers'
Choice Award**



2023 Smart Meetings Platinum Choice Award



BRONZE

"Life. At Your Pace." – Digital/Social Media

BRONZE

"Choose Your Pace" – Experiential Marketing

BRONZE

NYC Media Event

Sales

September/October 2023 Performance

September/October: Shows/Events

Capital Region USA Global Tourism Exchange

September 18 – 20 – Annapolis, Maryland

Virginia Society of Association Executives

October 4 – 5 – Richmond, Virginia

Stewardship Summit

October 15 – 18 – Richmond, Virginia

National Tour Association (NTA) Travel Exchange

November 12 – 15 – Shreveport, Louisiana



September/October: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
09/21/2023	Koch Travel	105
09/27/2023	TerrorBytes Robotics	25
09/27/2023	Grand Classroom	97
09/27/2023	Association of Forensic Quality Assurance Managers	655
09/27/2023	LVI Global	30
09/28/2023	Triple Crown Sports	250
10/06/2023	Virginia Association of Science Teachers	455
10/10/2023	Peyton-Mack Family Reunion	10
10/11/2023	Virginia Occupational Therapy Association	100
10/12/2023	Novo Nordisk Inc.	794
10/12/2023	Moore Family Reunion	60
10/18/2023	Connecting Cousins Family Reunion	135
10/18/2023	School Nutrition Association of Virginia	129
10/25//2023	Maryland Motorcoach Association	50
10/25/2023	Eagle Rock Tours	104
10/26/2023	Providence Academy	40

September/October: Definite Bookings

ISSUE DATE	LEADS	ROOM NIGHTS
09/21/2023	Koch Travel	105
09/27/2023	TerrorBytes Robotics	25
09/27/2023	Grand Classroom	97
09/27/2023	Association of Forensic Quality Assurance Managers	655
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10/26/2023	Providence Academy	40



Upcoming Shows/Events

Connect Corporate

November 27 – 29 – Washington, D.C.

Travel South International Showcase

December 3 – 7 – Memphis, Tennessee

Emerge 2024

January 9 – 11 – San Antonio, Texas

American Bus Association (ABA) Marketplace

January 13 – 16 – Nashville, Tennessee

2024 Sales Plan

 sports

 s.m.e.r.f.

 group tour

 international

what

- Youth and amateur sports tournaments and events
- Niche, e-sport and non-traditional sporting venues
- Regional and National Tournaments and Championships

- **S**ocial (weddings, civic/professional, charity, holiday, small interest events/meetings)
- **M**ilitary (meetings, reunions, training, education, overflow/transfer housing)
- **E**ducation (local/state/national knowledge sharing, problem solving, training, etc.)
- **R**eligious (rate-conscious gatherings requiring ample meeting space)
- **F**raternal (Rotary, Lions, Kiwanis, Greek Letter organizations)

- Broad category including student and adult segments
- Group tour requirements sync well with destination inventory
- Tour groups often center around common interests (e.g., heritage & history, performance, education, culinary, adventure/recreation, etc.)
- Meaningful/customized travel experiences

- International travelers composed of several market segments
 - FIT (Foreign/Free Independent Traveler)
 - Group Tour
 - M.I.C.E.

why

- \$91.8 billion total economic impact
- Year-round events and booking opportunities for local, state, regional and national organizations
- Room blocks vary from 10 to 1,000+
- Potential for significant investment/upgrade to Williamsburg sporting facilities
- Proposed Field House
- 66.5 million room nights
- Supported 635k jobs in 2021
- \$12.9 billion total tax revenues

- Recession-resistant organizations
- Location and historical significance/symbolism makes Williamsburg an attractive selection
- Aggregately covers all seasons (shoulder seasons, summer, weekends, etc.)
- Advance booking window

- DMOs that understand the importance of flexibility, options, and service ensure tremendous group success
- 15 million+ annual room nights globally
- \$19 billion+ annual economic impact
- Authentic experiences, cultural opportunities, community engagement

- Growth Opportunity
- Book in advance, with longer stays and higher spending
- International travelers seeking authentic American experiences/destinations
- Proximity to major international hubs
- Fly/drive and proximity to international hubs/interstate/ and increased rail interest
- Abundant recreational and cultural options

sales activities

- Presentations
- Sales Calls
- Tradeshows
 - TEAMS (9/23-9/26)
 - SPORTS The Relationship Conference (10/14-10/17)
 - VBCA (Virginia Baseball Coaches Association) Conference (TBD)
- Attend HTRFA (Historic Triangle Recreational Facilities Authority) meetings

- Military Reunion FAM
- Tradeshows, Client Events, Fairshare/Co-op Opportunities, Sales Calls, Sponsorships
- RCMA (Religious Conference Management Association) Emerge (1/9-1/11)
- SCMP (Society of Governmental Meeting Professionals) NEC (5/7-5/9)

- ABA (American Bus Association) Marketplace (1/12-1/17)
- SYTA (Student & Youth Travel Association) Summit (2/2-2/5)
- STS (Southeast Tourism Society) Domestic Showcase (3/20-3/23)
- SYTA Annual (8/9-8/13)
- VMA (Virginia Motorcoach Association) held in Williamsburg, VA (8/27-8/30)
- NTA (National Tour Association) Travel Exchange (11/17-11/20)
- Worldstrides Client Event - December
- Grand Classroom Client Event - December
- Client Events, Sales Calls and Networking Events

- CRUSA - UK Sales Mission (3/11-3/16)
- IPW (5/3-5/7)
- Travel South International (12/2-12/5)
- CRUSA GTE (9/16-9/18)

memberships

- Sports ETA
- VTC Sports Virginia
- PlayEasy
- Sports Tourism Index
- VBCA (Virginia Baseball Coaches Association)

- RCMA (Religious Conference Management Association)
- SCMP (Society of Government Meeting Professionals)
- Military Reunion Network

- SYTA (Student and Youth Travel Association)
- NTA (National Tour Association)
- ABA (American Bus Association)
- Regional memberships - VA, NC, SC, NJ Motorcoach Operators Association

- CRUSA (Capital Region USA)
- IITA (International Inbound Travel Association)
- Travel South International

 **m.i.c.e.**

 **diversity and inclusivity**

 **association**

 **corporate**

what

- Meetings (connect business travelers in one place for a specific purpose)
- Incentives (travel awarded to employees as both past reward and future motivation)
- Conferences (information exchange within similar industries/fields)
- Exhibitions (centered around displays of specific products and services)

- Diversity acknowledges human differences
- Inclusivity recognizes inherent worth and dignity of all people
- D&I adds value to communities, often incorporating service projects and events

- Associations represent a significant portion of meetings and conventions industry
- Comprised of professions, industries, causes, education and professional development

- Companies tasked with a multitude of reasons to convene
- Employees of one organization (or field) meet for a common goal/purpose

why

- Pattern - midweek
- Planners routinely source events through DMOs and CVBs
- Multi-year options
- Regional, National, and International programs
- Robust budgets

- D&I destination events have grown in importance, ubiquity and size
- Williamsburg is an attractive option due to D&I meeting selection emphasis on accessibility, safety and affordability
- Segment with growth potential

- U.S. associations employ over 1.8 million people
 - Accounting for more than \$250 billion in annual meeting attendee revenue
- High association presence in nearby Washington, D.C.
- Regional association - rotate meetings/programs

- Proximity to Virginia and Washington, D.C. – the center for Federal contracting and procurement for all military branches, seven of the top 10 Federal contracting companies are headquartered in Virginia
- Defense contracting, aerospace, shipping, metals, mills and mining have strong presence in VA
 - Require training and education seminars, HR conferences, regular Board meetings, etc.
- Second-largest East Coast Port – largest rail distribution to get to the Midwest
- Largest navy base in the world
- Emerging unmanned systems industry
- The third-highest concentration of tech workers in the U.S.
- Low-cost manufacturing with skilled labor
- 36 Virginia companies made the 2023 Fortune 1000 list

sales activities

- Trade Shows, Regional Client Events, Sales Calls, Fairshare/Co-op Opportunities
- Connect Medical Meetings DC (11/19-11/21)
- Small Market Meetings Conference (9/25-9/27)
- Destination East (10/21-10/23)
- VADMO Events

- Connect Spring Marketplace (4/2-4/4)
- AATC (African American Travel Conference) pre-conference FAM (4/14-4/16)
- AATC (4/16-4/18)
- RCMA Emerge (1/9-1/11)

- Tradeshow, Client Events for Regional Association Management firms, Sales Calls, Fairshare/Co-ops for Virginia and smaller Washington, D.C - based associations
- VSAE (Virginia Society of Association Executives) Annual Conference (5/5-5/7)
- Destination Southeast (8/18-8/20)
- VSAE Fall Expo (TBD)
- AENC (Association Executives of North Carolina) December Expo

- Trade Shows, Client Events, Sales Calls, Fairshare/Co-op Opportunities
- MPI (Regional Tradeshow), Small Market Meetings Conference & Summit attendance
- 757 Corporate Events
- Connect Spring Marketplace (4/2-4/4)

memberships

- Meeting Professionals International
- Helms Briscoe
- AENC
- CVENT

- LGBT Meeting Professionals Association
- Travel Unity
- Black Travel Alliance
- NCBMP(National Coalition of Black Meeting Professionals)

- Association Management Destination FAM
- VSAE (Virginia Society of Association Executives)
- AENC (Association Executives of North Carolina)

- Meeting Professionals International
- Helms Briscoe

Vision, Mission, and Values



Williamsburg destination **VISION** - Sandra head committee
- June 1

TIME: top influential city in U.S.
MAG cultural delights - EAST COAST

Conde Nast: craftsmanship leisure
colonial city inclusivity efforts
authentic distinguished history

NY Times: topping nat'l avg
diverse audiences
New life in destination
top 10 list
mktg efforts

Conde Nast: Top culinary scene in U.S.
National attention
local food/foodie

Waterways
Outdoor rec
Shopping/retail
culinary | boutique
locally owned | outlets

Inspired Family + individual
Surprising Farmers Mktg
Archaeological
digs - ancestral

★ Authentic exp/destination - ancestral
top dest of choice
bucket list/must see destination → So much more
iconic/worldclass
culinary. underrated/experiential
unexpected delights
beyond history
outdoor rec (golf) wholestic history
16th colonial history

Vision

Drive economic development by inspiring future visitors.

Mission

We drive overnight visitation and economic impact through innovative sales and marketing efforts that honor the region's heritage, experiences, and natural beauty.



Values

Innovation: Visit Williamsburg fosters an environment that encourages creativity, experimentation, and the development of groundbreaking solutions.

Integrity: We lead by example while holding ourselves accountable.

Inclusion: We value the perspectives and experiences of our team and partners while providing a culture of respect and understanding.

Authenticity: We approach our work in a genuine and trustworthy manner. We strive to collaborate effectively with the region's hospitality industry.

Purpose: Visit Williamsburg's strategy, tactics, and efforts are intentional and deliberate in executing against business goals.

Workaversaries

Clifton Strengths

CULTURE!

Team Outings

Birthday Celebrations

Training Programs

Continuing Ed

Snack Bar

Holiday Fun

Flex Schedule



Hi Victoria,
"Happy Boss's Day! We appreciate you a latte."

The page is decorated with festive Christmas elements. At the top, there are green pine branches with red berries and gold and red ornaments. At the bottom, there are red and white striped lollipops and green holly leaves with red berries. The background is white with faint, light blue snowflake patterns.

CONTEST

DECK YOUR DOOR OR CUBICLE

*GET READY TO DECK THE HALLS AND SPREAD SOME HOLIDAY CHEER!
IT'S TIME TO DECK YOUR DOOR OR CUBICLE BY DECEMBER 15TH.
THE MOST CREATIVE DECORATION WILL SNAG A GIFT CARD PRIZE.*

LET THE FESTIVE COMPETITION BEGIN!

Old & New Business

Closed Session

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

Vote

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
Jim 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.

Vote

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

Adjourn

Next Meeting

Tuesday, January 16, 2024

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN