

Williamsburg Tourism Council

Tuesday, January 17, 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
James Horn
Christy Coleman
Michael Claar
Chad Green

Mike Rock, 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

Roundtable Discussion

Approve Minutes

November 15, 2022

Voting

James City County
City of Williamsburg

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

Ruth Larson, Chair
Doug Pons, Treasurer

Kevin Lembke
Neal Chalkley
James Horn
Christy Coleman
Michael Claar
Chad Green

Chair Report

Treasurer's Report

FY22 Audit Report

Presented by Aires Coleman, Director, CliftonLarsonAllen LLP (CLA)

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue



Financial Audit Results of the Tourism Council of the Greater Williamsburg Chamber and Tourism Alliance

January 10, 2023

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor

AGENDA

- 2022 Financial Highlights
- CLA's Audit Process
- Summary of Audit Results
- Required Communications with Those Charged with Governance



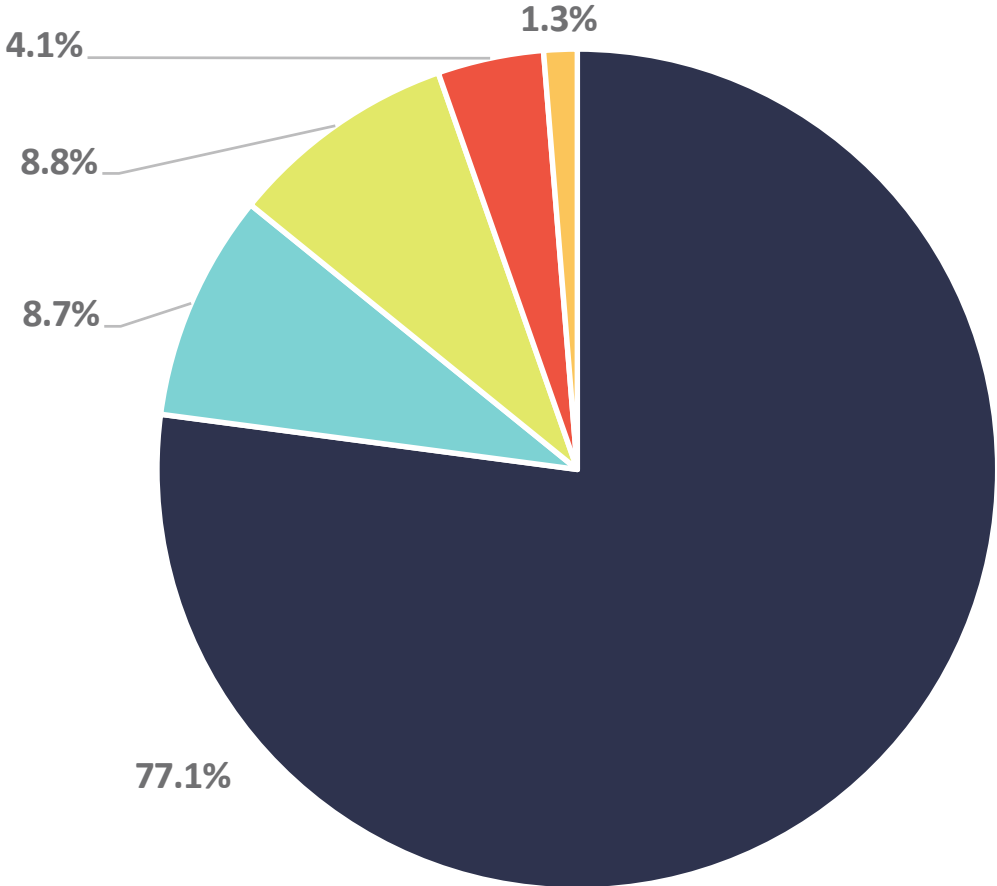
FINANCIAL HIGHLIGHTS

- WTC's financial statements are prepared in accordance with General Accepted Accounting Principles (GAAP) promulgated by the Government Accounting Standards Board (GASB).
- WTC's total net position was \$10,672,256 as of June 30, 2022, an increase of \$1,273,525 from the prior year. The increase was due to funding that outpaced the increase in marketing and sales activities promoting the Historic Triangle Area, which comprised 90% of the total expenditures.
- WTC was awarded American Rescue Plan Act of 2021 (ARPA) grants totaling \$732,012. The grants were used to expand WTC's marketing initiatives into the Boston, Massachusetts area.
- Total general revenues totaled \$16,995,968, an increase of \$3,591,506, or 21% over prior year. The increase was mainly due to an increase in sales and transient taxes of \$3,482,000 or 23%.
- Total expenses increased \$822,262, or 5% over prior year mainly due to an increase in lease liability for the new office lease.



Revenue

2022 Sources of Revenue

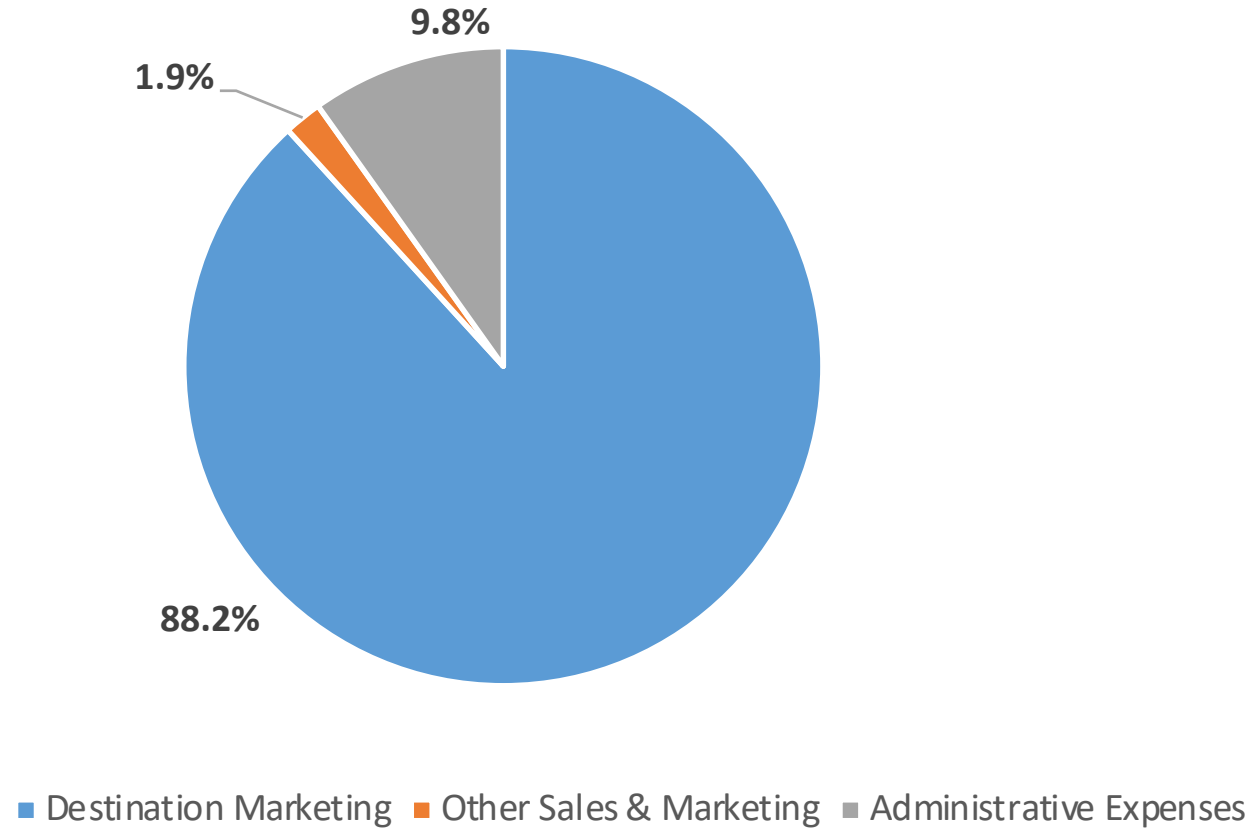


■ Sales Tax (58.1-603.2) ■ \$1 Transient Tax ■ Maintenance of Effort Funds ■ ARPA Grant ■ Other Financing Sources



Expenditures

2022 Expenditures



AUDIT PROCESS

- Risk based approach
- Understand procedures and test internal controls
- Conducted Interviews of Management and Treasurer of the Board



AUDIT RESULTS

- **Auditors' Opinion on Financial Statements**
 - New format
 - Unmodified “clean” opinion

- **Report on Internal Control Over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance with Government Auditing Standards**
 - Identified no material weaknesses or significant deficiencies over financial reporting noted



REQUIRED COMMUNICATIONS

- Financial statement disclosures
- No difficulties encountered during the audit
- No material corrected misstatements
- No uncorrected misstatements
- No disagreements with management
- Management provided representation for the financial statements



REQUIRED COMMUNICATIONS

- Management did not consult with other independent accountants
- No significant issues were discussed with management prior to engagement
- No other audit findings or issues
- Other information in documents containing audited financial statements
 - Required supplementary information
 - Management Discussion and Analysis and Budget to Actual Schedule



THANK YOU!

Aires Coleman, CPA, Director
Aires.Coleman@CLAconnect.com



Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

November Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,174,287	1,232,945	(58,658)
\$1 Transient Tax	93,344	93,363	(19)
Maintenance of Effort Funds	0	25,950	(25,950)
ARPA Grants	49,853	0	49,853
Other	13,089	2,500	10,589
Total Revenue	1,330,573	1,354,758	(24,185)
EXPENSES			
Destination Marketing	769,669	905,908	136,239
Other Sales & Marketing	17,441	35,132	17,691
Labor & Benefits	73,752	134,779	61,027
Admin	23,358	32,254	8,896
Total Expenses	884,220	1,108,073	223,853
Net Revenue Expense by Month	446,353	246,685	199,668

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

FYTD Revenue/Expenses

	FY 2023		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	6,227,081	6,156,239	70,842
\$1 Transient Tax	748,946	769,783	(20,837)
Maintenance of Effort Funds	38,696	63,300	(24,604)
ARPA Grants	49,853	0	49,853
Other	37,216	13,500	23,716
Total Revenue	7,101,792	7,002,822	98,970
EXPENSES			
Destination Marketing	4,221,425	4,895,365	673,940
Other Sales & Marketing	197,621	219,382	21,761
Labor & Benefits	391,894	629,309	237,415
Admin	111,507	212,915	101,408
Total Expenses	4,922,447	5,956,971	1,034,524
Net Revenue Expense by Month	2,179,344	1,045,851	1,133,493

Net Position - Beginning of Year	10,677,798	10,677,798	0
Net Position - Current YTD	12,857,143	11,723,649	1,133,493

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

November Cash on Hand

Operating Cash

Cash Balances	Sep-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,935	\$ 510,000	\$ (65)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,634,543	\$ 6,658,208	\$ (23,665)
Total Cash on Hand	\$ 7,395,480	\$ 7,418,208	\$ (22,728)

Cash Balances	Oct-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,941	\$ 510,000	\$ (59)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 7,925,086	\$ 6,893,029	\$ 1,032,057
Total Cash on Hand	\$ 8,686,030	\$ 7,653,029	\$ 1,033,001

Cash Balances	Nov-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,948	\$ 510,000	\$ (52)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 7,064,631	\$ 7,139,715	\$ (75,084)
Total Cash on Hand	\$ 7,825,581	\$ 7,899,715	\$ (74,134)

Key Sources of Funds	Sep-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,560,053	\$ 1,495,386	\$ 64,667
Total Gov't Sources	\$ 1,560,053	\$ 1,495,386	\$ 64,667

Key Sources of Funds	Oct-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,407,579	\$ 1,319,573	\$ 88,006
Total Gov't Sources	\$ 1,407,579	\$ 1,319,573	\$ 88,006

Key Sources of Funds	Nov-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,267,631	\$ 1,319,573	\$ (51,942)
Total Gov't Sources	\$ 1,267,631	\$ 1,319,573	\$ (51,942)

Interest Earned:	Sep-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 3,657	\$ -	\$ 3,657
Ches Bank Checking	\$ 4,676	\$ 2,500	\$ 2,176
Total Interest Earned	\$ 8,339	\$ 2,500	\$ 5,839

Interest Earned:	Oct-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 4,263	\$ -	\$ 4,263
Ches Bank Checking	\$ 5,905	\$ 3,500	\$ 2,405
Total Interest Earned	\$ 10,175	\$ 3,500	\$ 6,675

Interest Earned:	Nov-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 4,267	\$ -	\$ 4,267
Ches Bank Checking	\$ 5,383	\$ 3,500	\$ 1,883
Total Interest Earned	\$ 9,656	\$ 3,500	\$ 6,156

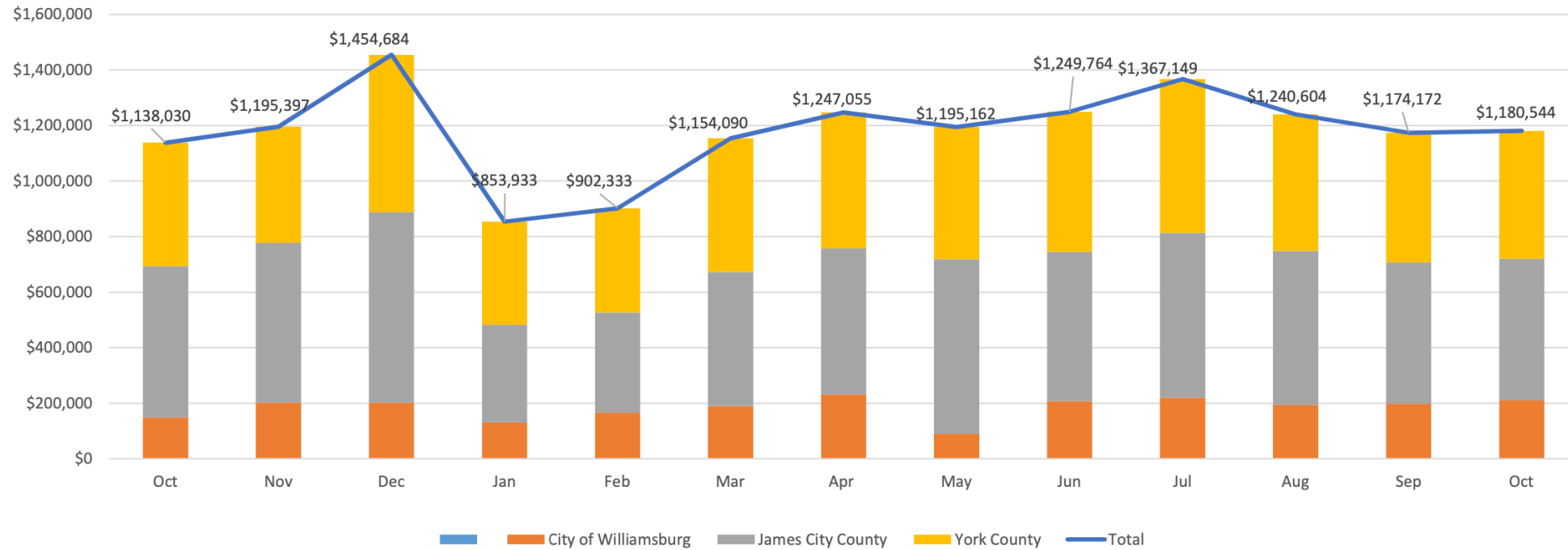
Product Development Reserves

Cash Balances	Sep-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 5,187,180	\$ 5,159,880	\$ 27,300
Total Cash on Hand	\$ 5,187,180	\$ 5,159,880	\$ 27,300

Cash Balances	Oct-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 5,191,443	\$ 5,160,980	\$ 30,463
Total Cash on Hand	\$ 5,191,443	\$ 5,160,980	\$ 30,463

Cash Balances	Nov-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 5,195,710	\$ 5,162,080	\$ 33,630
Total Cash on Hand	\$ 5,195,710	\$ 5,162,080	\$ 33,630

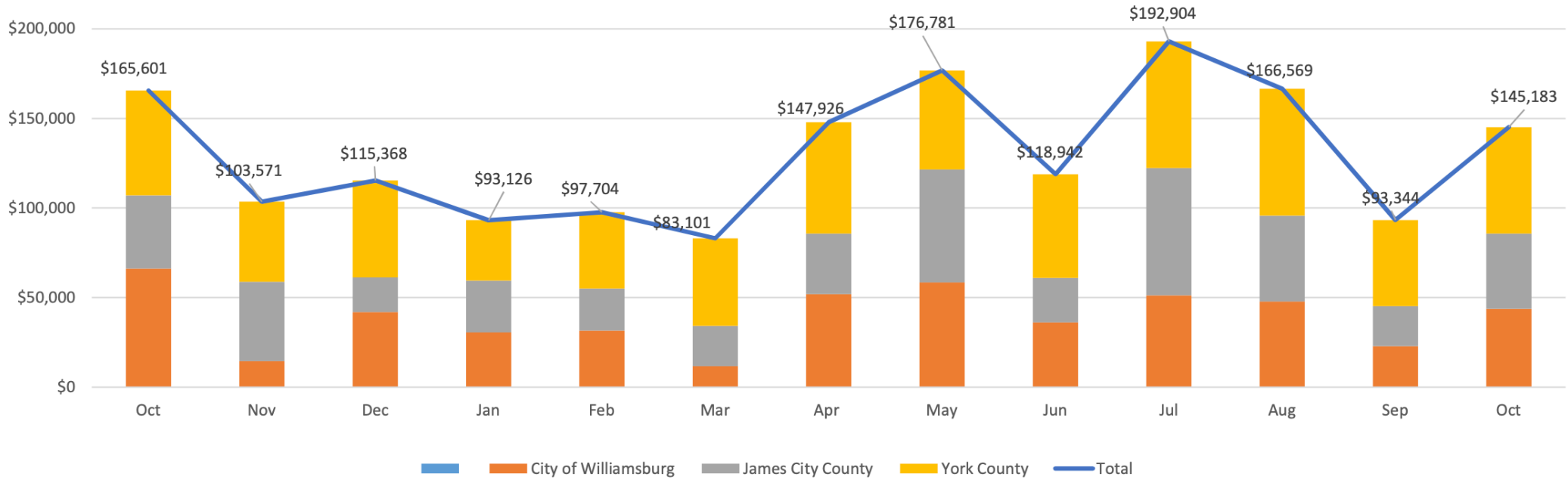
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$202,317	\$202,613	\$131,465	\$165,912	\$189,651	\$231,784	\$90,027	\$207,491	\$220,587	\$193,545	\$198,351	\$210,454	\$2,244,197
James City County	\$575,357	\$684,676	\$350,997	\$360,658	\$481,969	\$525,667	\$629,207	\$537,213	\$592,409	\$554,137	\$508,735	\$509,470	\$6,310,495
York County	\$417,723	\$567,395	\$371,471	\$375,763	\$482,470	\$489,605	\$475,929	\$505,060	\$554,153	\$492,921	\$467,086	\$460,621	\$5,660,196
Total	\$1,195,397	\$1,454,684	\$853,933	\$902,333	\$1,154,090	\$1,247,055	\$1,195,162	\$1,249,764	\$1,367,149	\$1,240,604	\$1,174,172	\$1,180,544	\$14,214,887
Calendar YTD Total													\$11,564,807
FY2021 / 2022	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$159,187	\$181,890	\$129,427	\$111,620	\$178,712	\$184,092	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$2,009,029
James City County	\$409,548	\$486,887	\$313,509	\$300,542	\$435,892	\$470,743	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$5,506,463
York County	\$405,622	\$469,441	\$340,202	\$328,074	\$449,488	\$478,979	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$5,326,951
Total	\$974,357	\$1,138,217	\$783,138	\$740,236	\$1,064,092	\$1,133,814	\$1,075,440	\$1,256,039	\$1,054,706	\$1,069,000	\$1,175,432	\$1,138,030	\$12,602,501
Calendar YTD Total													\$10,489,927

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$14,661	\$41,856	\$30,655	\$31,478	\$11,790	\$52,009	\$58,379	\$36,281	\$51,383	\$47,851	\$22,852	\$43,719	\$442,914
James City County	\$44,154	\$19,433	\$28,881	\$23,543	\$22,353	\$33,659	\$63,164	\$24,694	\$70,889	\$47,765	\$22,287	\$41,935	\$442,757
York County	\$44,756	\$54,079	\$33,590	\$42,683	\$48,958	\$62,258	\$55,238	\$57,967	\$70,632	\$70,953	\$48,205	\$59,529	\$648,848
Total	\$103,571	\$115,368	\$93,126	\$97,704	\$83,101	\$147,926	\$176,781	\$118,942	\$192,904	\$166,569	\$93,344	\$145,183	\$1,534,519
Calendar YTD Total													\$1,315,580
FY2021 / 2022	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$19,294	\$13,619	\$18,982	\$16,116	\$9,439	\$22,923	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$390,243
James City County	\$22,875	\$16,989	\$16,914	\$9,478	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$392,505
York County	\$22,745	\$32,401	\$27,983	\$25,888	\$37,132	\$52,932	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$530,909
Total	\$64,914	\$63,009	\$63,879	\$51,482	\$79,344	\$117,877	\$143,049	\$139,071	\$137,149	\$196,053	\$92,229	\$165,601	\$1,313,657
Calendar YTD Total													\$1,185,734

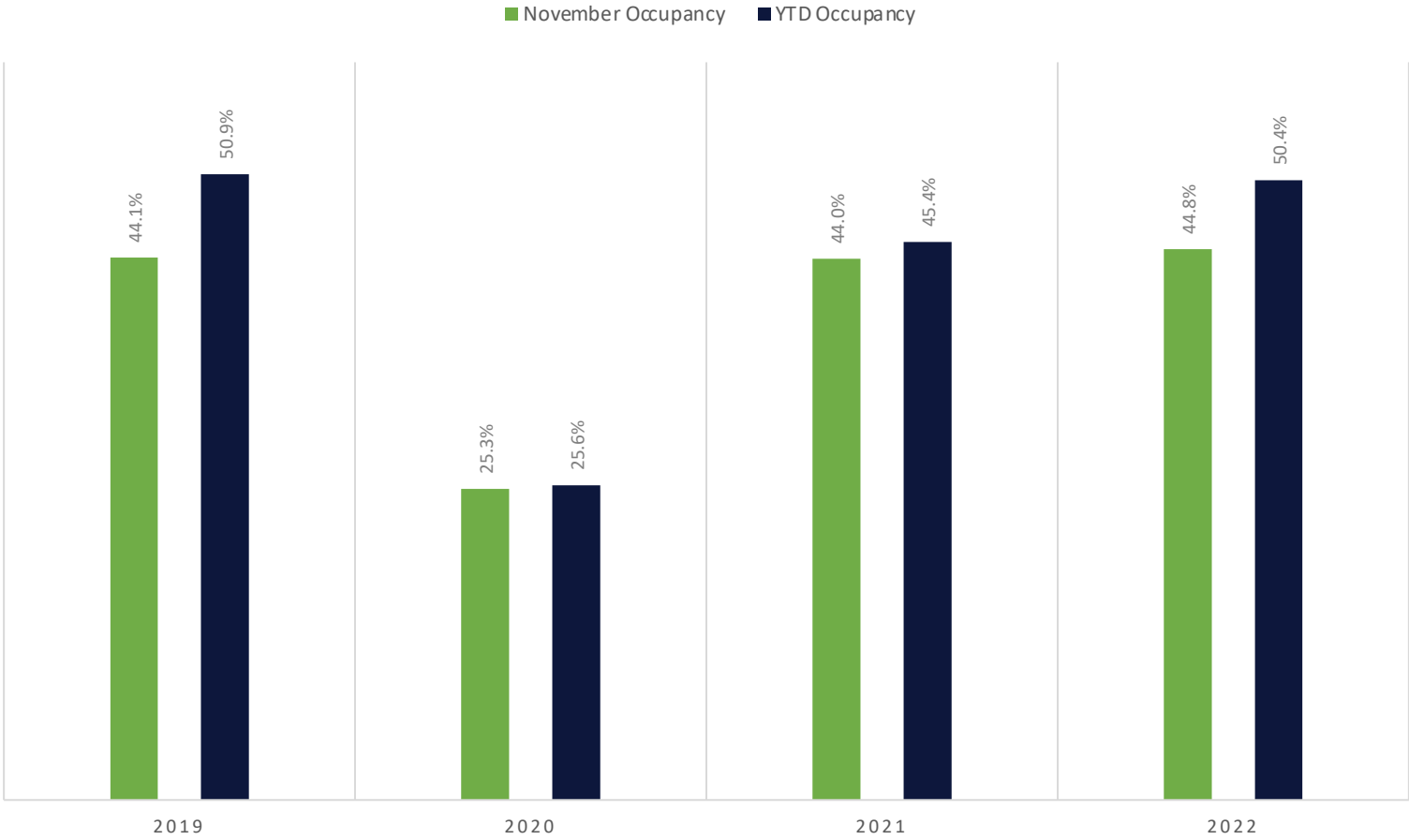
*Source: York County, Office of the Commissioner of Revenue

Executive Director and CEO Report

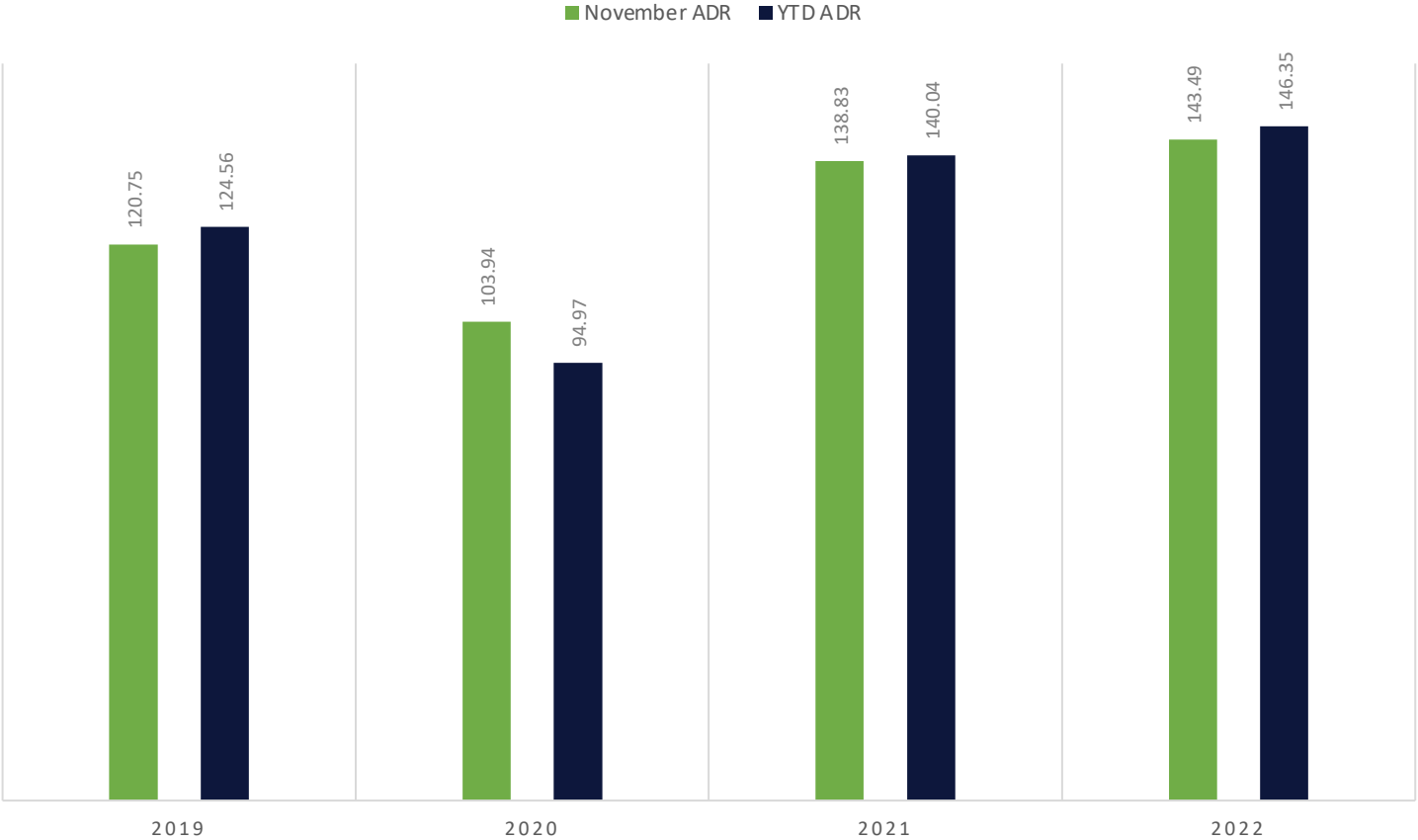
Key Performance Indicators

Marketing/Public Relations/Sales

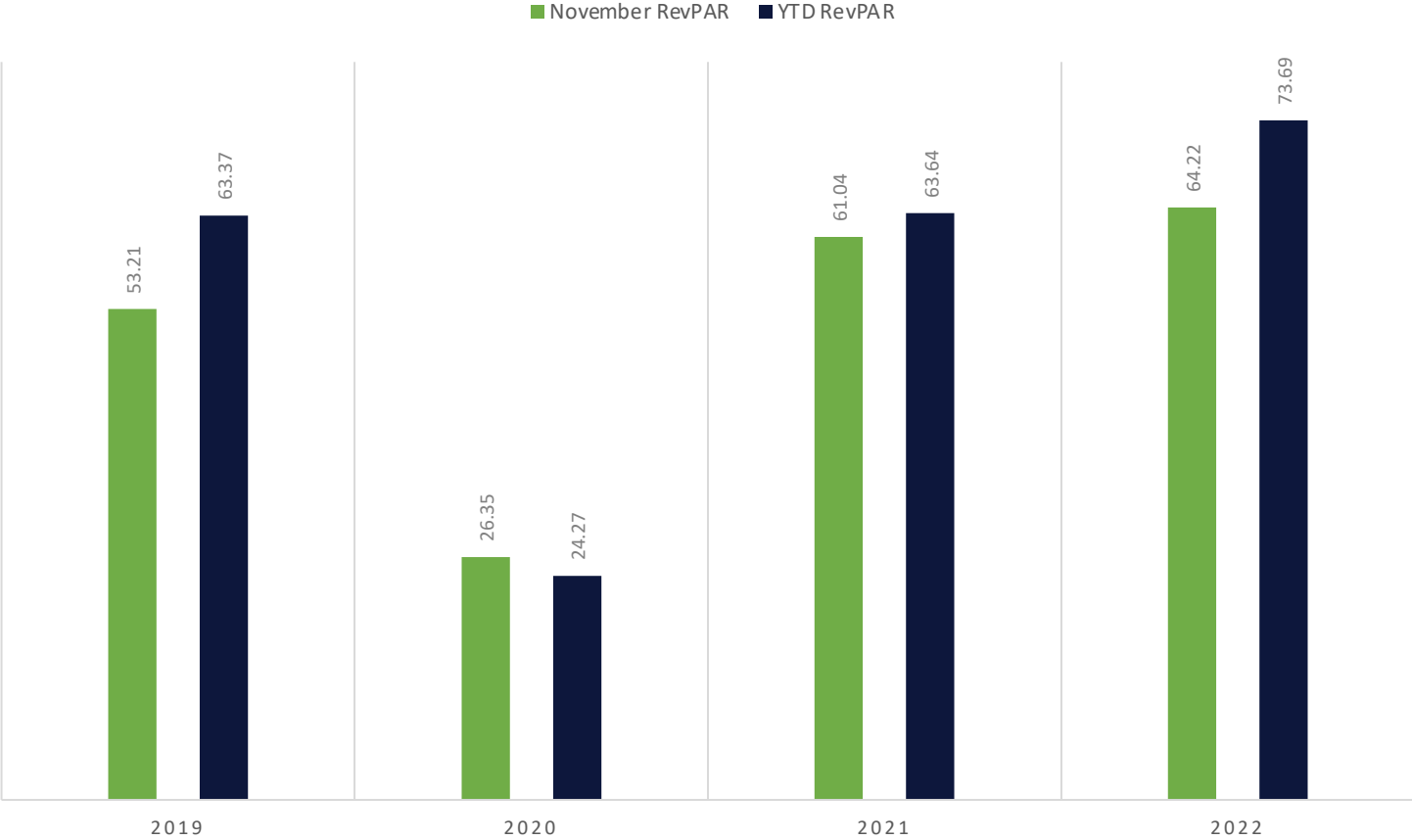
STR: Occupancy



STR: Average Daily Rate



STR: RevPAR



STR: CYTD Comparison to 2019

YTD Occupancy

50.4%

YTD ADR

\$146.35

YTD RevPAR

\$73.69

YTD 2019 Occupancy

50.9%

YTD 2019 ADR

\$124.56

YTD 2019 RevPAR

\$63.37

Occ % Point Change YTD from 2019

-0.5%

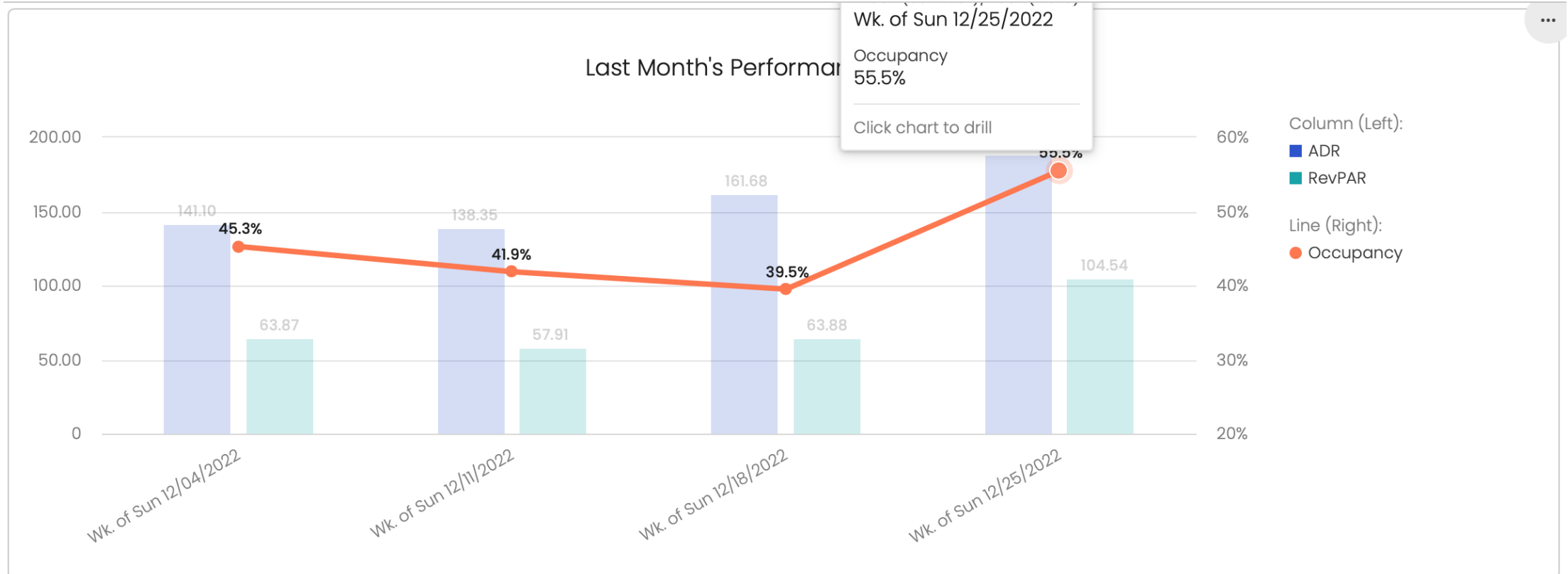
ADR % Change YTD from 2019

+17.5%

RevPAR % Change YTD from 2019

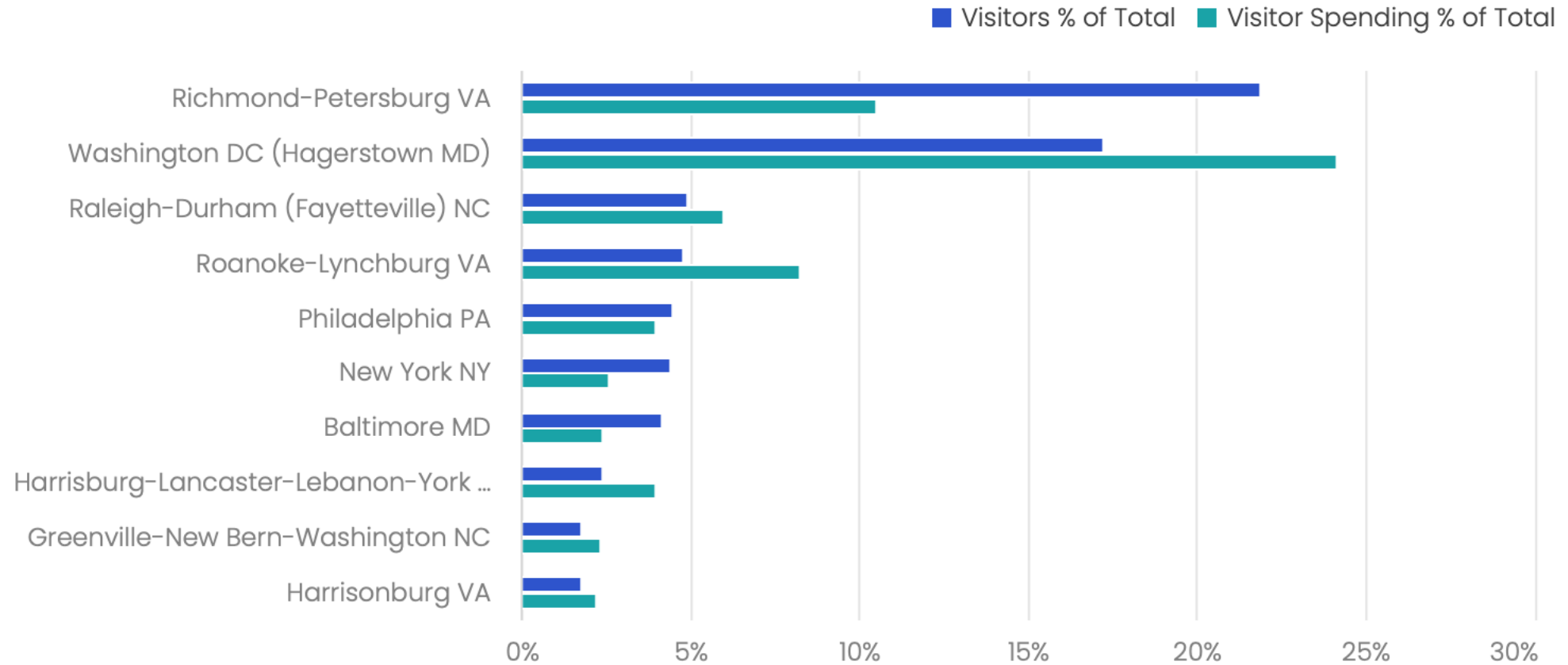
+16.3%

STR: December Weekly Reports



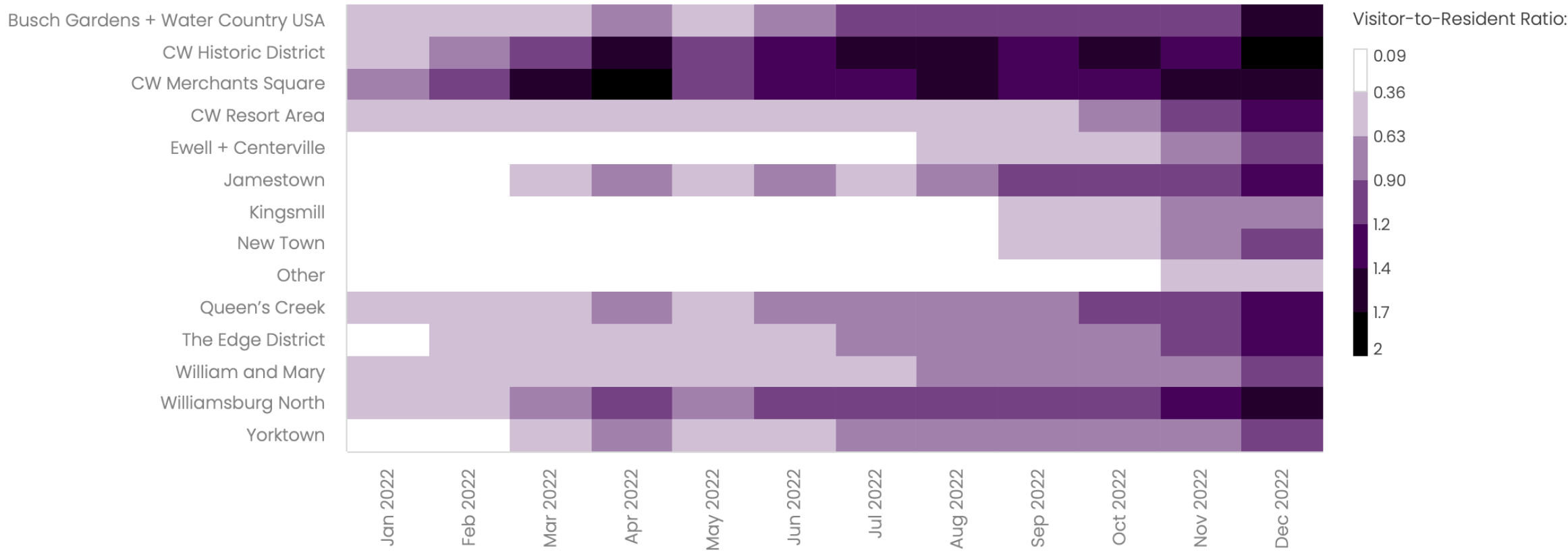
Top Origin Markets

Top 10 Origin Markets by Visitation with their Spend



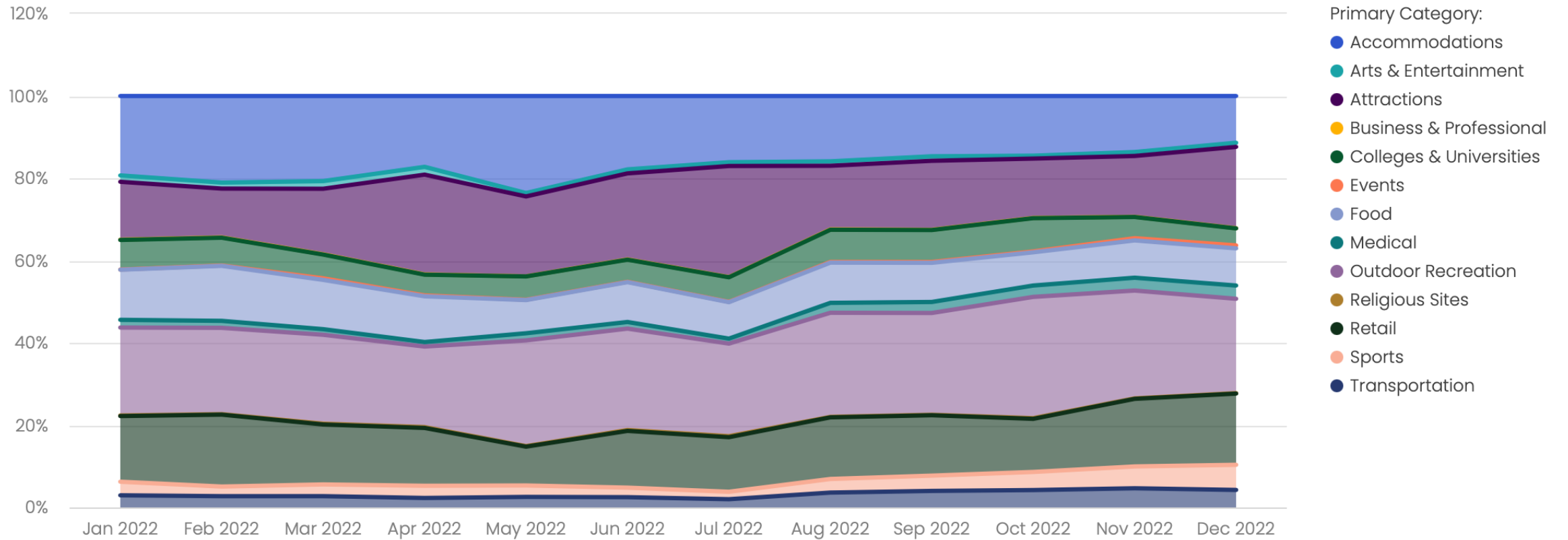
*Source: Near (geolocation)

Visitor-to-Resident Ratio



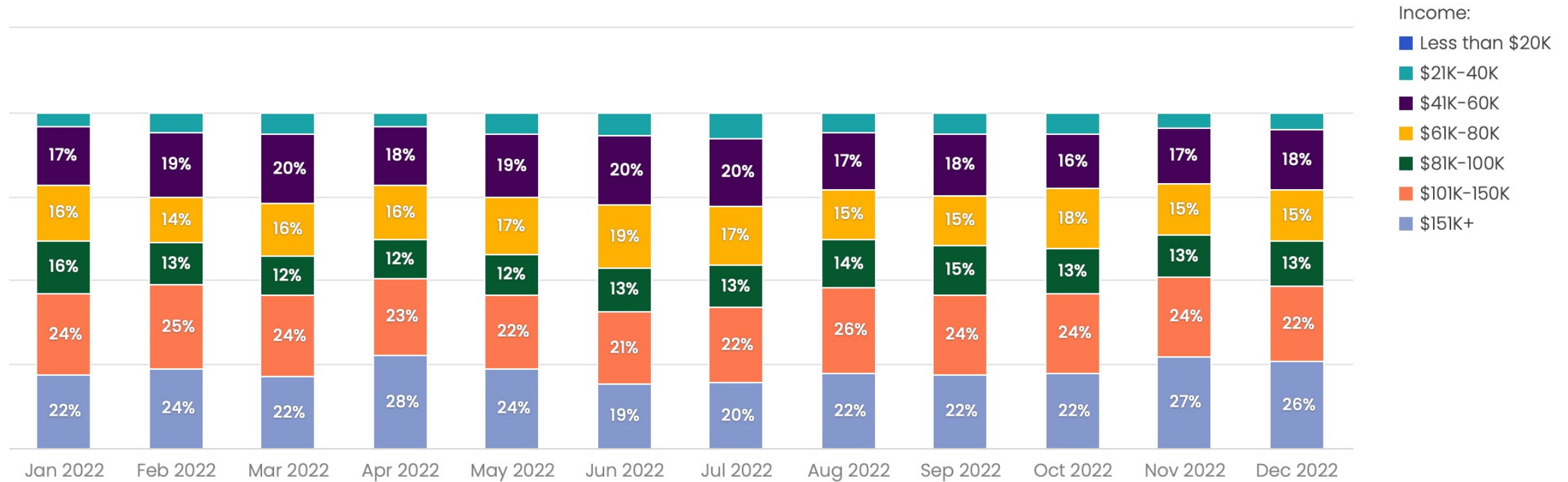
*Source: Near

Visitor Spend by Commodity



*Source: Near

Visitor Demographic: Household Income



*Source: Affinity

Marketing

2022 Performance

2022 Advertising Highlights

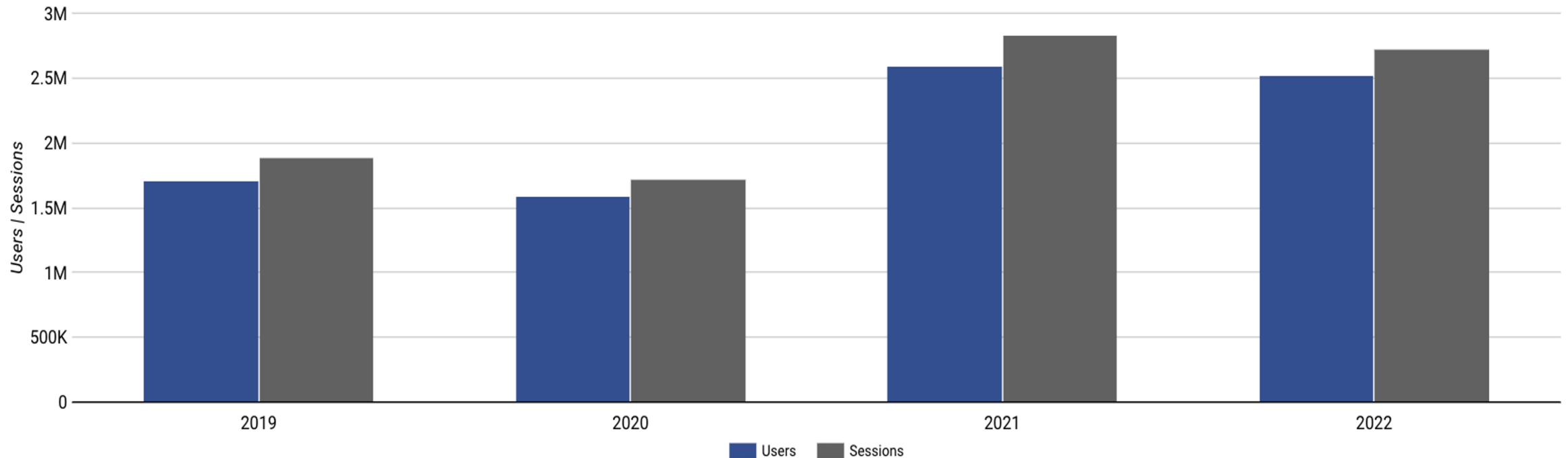
With a 24% media budget increase (including ARPA funding), audience reach and effectiveness significantly increased:

- **104% increase** in broadcast impressions across all markets, **doubling the impact** of broadcast YoY
- Addition of two major markets, **Boston and New York**, generating 100MM impressions in those markets alone
- Introduction of **mainstream broadcast networks in six priority markets** (up from two markets in 2021)
- Achieved a **21% increase** in site sessions driven by digital advertising
- **75% increase** in blog sessions driven by digital advertising



2022 Website Performance

Overall, 2022 site traffic (including paid and organic) was on par with 2021 and up 83% vs. 2019
82% of visitors are new to site, an increase of 6% over 2019.



2022 Expansion Market Website Performance

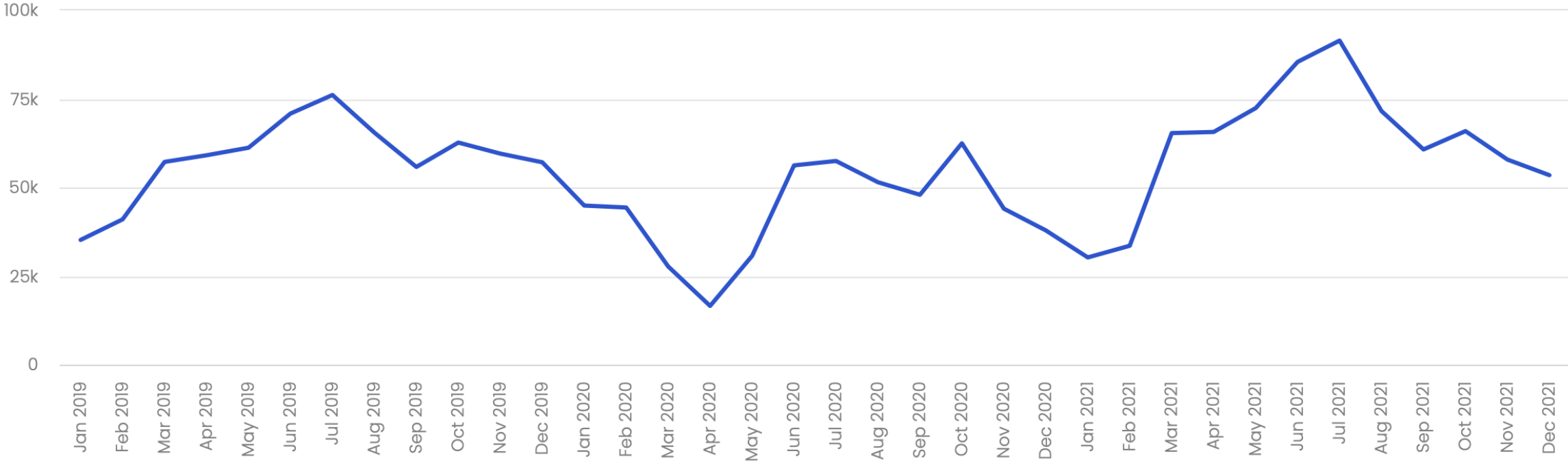
	vs. 2019
New York	↑ 449%
Philadelphia	↑ 39%
Baltimore	↑ 91%
Boston/Manchester	↑ 333%
Cleveland-Akron	↑ 493%

Advertising halo effect captured more qualified traffic:

Organic search sessions
+35% vs. 2019

Paid search sessions
+90% vs. 2019


Organic Search from Outside of Home Market



The WilliamsBLOG: 2022 Performance

Top content reflects increasingly diversified interests, indicating progress toward the goal of broadening the appeal of the destination.

598K
Sessions

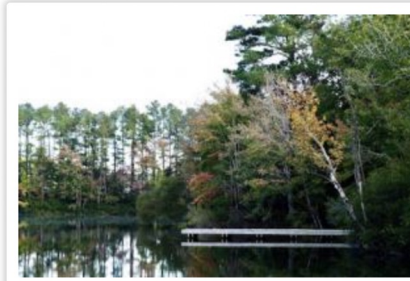
 **4%**
YOY

86%
New Visitors



8 Bites, Sips, and Places in Williamsburg that are Inspiring Me

[READ MORE](#)



Best Outdoor Escapes in Williamsburg

[READ MORE](#)

/blog/15-ideas-long-weekend-getaway-your-kids	112,378
/blog/7-reasons-why-williamsburg-great-families	111,458
/blog/7-things-to-do-for-first-time-visitors-to-williamsburg	55,308
/blog	39,346
/blog/7-charming-date-ideas-williamsburg	33,881
/blog/fall-happenings	33,317
/blog/10-great-free-things-to-do-in-greater-williamsburg	31,300
/blog/fall-love-bed-and-breakfasts-williamsburg-va	30,758
/blog/winter-williamsburg-offers-unlimited-holiday-fun	24,192
/blog/romantic-weekend-getaway-williamsburg	22,969
/blog/look-williamsburgs-current-excavations-and-recent-findings	22,381
/blog/8-cozy-things-to-do-williamsburg	19,613
/blog/best-outdoor-escapes-williamsburg	16,460
/blog/8-bites-sips-and-places-williamsburg-are-inspiring-me	15,654
/blog/get-swing-golf-williamsburg	14,723

2022 Influencer Program

20

Influencers
hosted

100+

industry partners
featured

20.5MM+

impressions
across all
content

688K+

engagements
across all content

- Launched **TikTok content creator partnerships** to create dynamic video content in this growing channel; **impressions and engagements from TikTok represented more than 50% of 2022's total impressions**
- Celebrity partnerships: Tamera Mowry-Housley, Jamie Chung, and Witney Carson McAllister
- Influencers created content across Black history, food & beverage, outdoor activities, art, and more via videos, photos, and blog posts













Organic Social Media: Cross Channel Performance

<i>Key Metrics</i>	<i>2022</i>	<i>YoY +/-</i>
Average Engagement Rate	5%	+28%
Average Impressions Per Post	5,412	+7%
Average Engagements Per Post	192	+25%
Average Likes + Comments Per Post	140	+14%
Average Shares + Saves Per Post	11	+175%
Average Clicks Per Post	40	+54%
Total Video Views	194,892	+400%






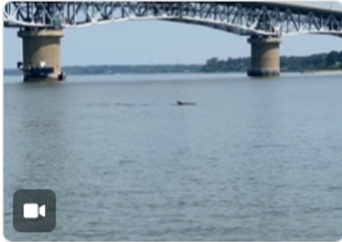




- Visit Williamsburg ended 2022 with just over **114,000 social media followers**
- 500+ organic social media posts drove **nearly 2 million impressions and 100,000 engagements**
- The 2022 focus on short-form video resulted in a **400% YoY increase in video views**

Top Organic Social Posts



<p> Visit Williamsburg Sun 12/11/2022 5:03 pm EST</p> <p>The magic of the holidays on full display. ✨ #VisitWilliamsburg 📸 Sean Smith Photography</p> 	<p> Visit Williamsburg Sun 7/10/2022 11:16 am EDT</p> <p>It doesn't get much more family-friendly than a summer vacation to Williamsburg. Just ask Witney Carson of Dancing with...</p> 	<p> Visit Williamsburg Sat 1/29/2022 3:51 pm EST</p> <p>There's always something magical about a snow day in Williamsburg, especially when the sunset looks like this. ❄️ ...</p> 	<p> Visit Williamsburg Fri 12/9/2022 1:55 pm EST</p> <p>The weekend has arrived and the holidays are in full swing. Time to treat yourself! On a recent visit to Williamsburg, Feed...</p> 	<p> Visit Williamsburg Thu 12/22/2022 9:51 am EST</p> <p>Looking for an extra special holiday stroll this weekend? Tomorrow and Saturday, Duke of Gloucester Street will be...</p> 
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<p> visitwilliamsburg Thu 11/3/2022 9:15 am EDT</p> <p>It doesn't get any more unique than the Presidential Heads in Williamsburg. Sitting in a field just outside town are the...</p> 	<p> visitwilliamsburg Wed 10/12/2022 9:21 am EDT</p> <p>Dates are better when they last the whole day! From sailing and ziplining to waterfront dining, the @riotravelers are...</p> 	<p> visitwilliamsburg Mon 8/22/2022 3:22 pm EDT</p> <p>The waterfront views at Riverwalk Landing are always 🍷, but they get even better when a pod of dolphins comes to say...</p> 	<p> visitwilliamsburg Thu 6/30/2022 12:18 pm EDT</p> <p>What do you get when you combine a waterfront resort, a relaxing salt spa, a beautiful winery, and a few quaint...</p> 	<p> visitwilliamsburg Wed 7/20/2022 8:45 am EDT</p> <p>Did you know that you can tour Williamsburg by land, air, and sea? Ride along with @staysandgetaways as she...</p> 
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Ad Effectiveness/Return on Investment

David Seiferth, President, SMARInsights

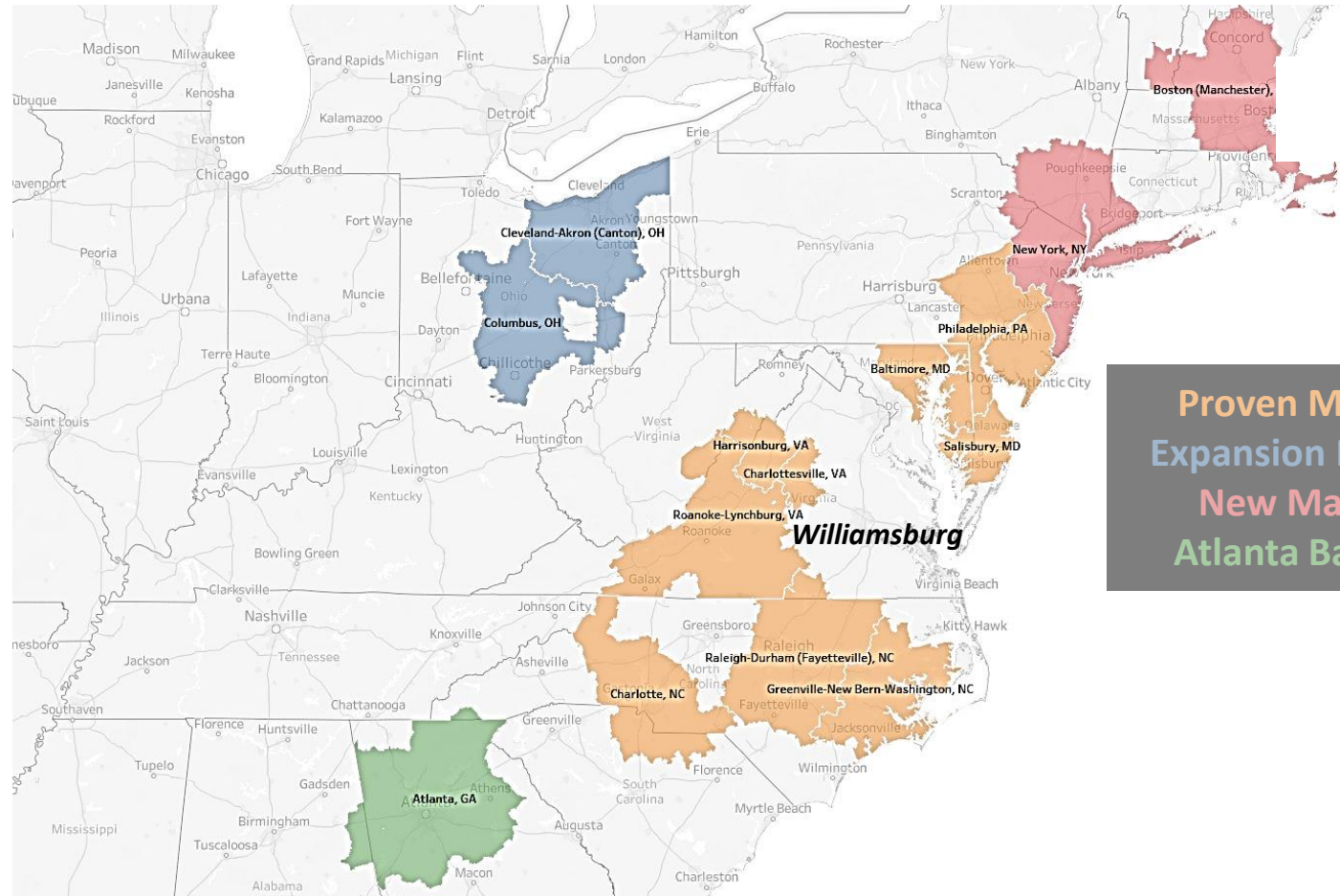
2022 Ad Effectiveness Research Spring/Summer ROI Wave

Background & Objectives

- The Williamsburg Tourism Council (WTC) uses paid promotional efforts to encourage travel to the area.
- To help be accountable for the resources invested in these efforts, WTC has retained Strategic Marketing & Research Insights (SMARInsights) to measure the reach and impact of this marketing.
- This research wave evaluates the influence and ROI of the advertising that ran from January through October 2022.
- The specific objectives of this research are to:
 - Track advertising awareness
 - Assess advertising impact on Williamsburg travel
 - Gauge the advertising influence on trip specifics
 - Explore baseline perceptions of Williamsburg in the Atlanta market

Methodology

- Data collection was via an online survey so that consumers could view the actual advertising. This provides a representative measure of aided ad recall and allows respondents to react to the creative immediately after viewing.
- A total of 1,701 surveys were completed between October 18th and 26th, 2022.
- The research was conducted among leisure travelers in the markets shown on the map. Atlanta is included to gather baseline perceptions. This market is not included in the advertising influence calculations.
- Leisure travelers are those who normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home.
- The overall results are weighted to be representative of market population distribution.



Proven Markets
Expansion Markets
New Markets
Atlanta Baseline

Media Investment on the Ads Tested

- WTC ran ads in several media from January through October 2022. In total, WTC has invested \$11.5 million on these ad placements – \$5.6 million from January through April, \$2.3 million from May through June, \$3.0 million from July through September, and \$510,000 in October.
- Samples of the ads are shown below. The entire collection of ads tested can be found in the questionnaire in the Appendix.

**Sample
 Video Ad**



**Sample
 Digital Display Ad**

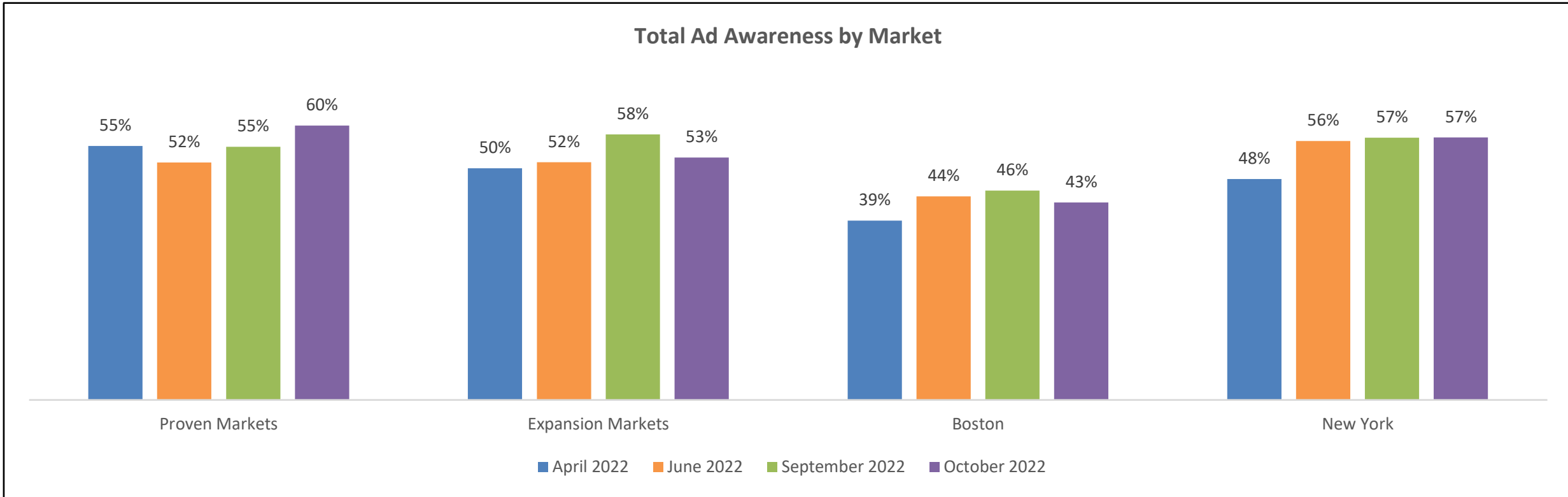


**Sample
 Social Ad**



Medium	Jan – Apr 2022	May – Jun 2022	Jul – Sep 2022	Oct 2022	Total
Linear TV/CTV	\$2,178,158	\$1,222,515	\$1,938,118	\$158,217	\$5,497,008
Digital Display/Video	\$1,778,632	\$595,983	\$924,445	\$263,568	\$3,562,628
Social/Influencer Content	\$302,583	\$198,823	\$76,354	\$57,038	\$634,799
Digital Articles (Content Partnerships)	\$203,063	\$16,438	\$0	\$0	\$219,500
Out of Home	\$1,157,896	\$251,004	\$0	\$0	\$1,408,900
Pandora	\$0	\$0	\$109,450	\$31,667	\$141,117
Total	\$5,620,332	\$2,284,763	\$3,048,367	\$510,490	\$11,463,951

Tracking Ad Awareness by Market Group



- Despite the modest October media investment, awareness held steady in New York and grew in the Proven markets.
- New York shows the greatest ad awareness growth since the April wave (48% to 57%).

Peak Ad Awareness & Ad-Aware Households

	Proven Markets	Expansion Markets	Boston	New York	Total
Traveling HHs	7,962,378	1,933,678	1,917,007	5,738,517	17,551,580
Peak Ad Awareness	60%	58%	46%	57%	57%
Ad-Aware HHs	4,754,956	1,115,769	873,429	3,277,576	10,021,731

- The advertising impact/ROI calculation utilizes peak awareness levels achieved in each market.
- These awareness figures and the associated quantity of ad-aware households are provided in the table.
- Later, the level of ad-influenced (incremental) travel is applied to this base of ad-aware households.

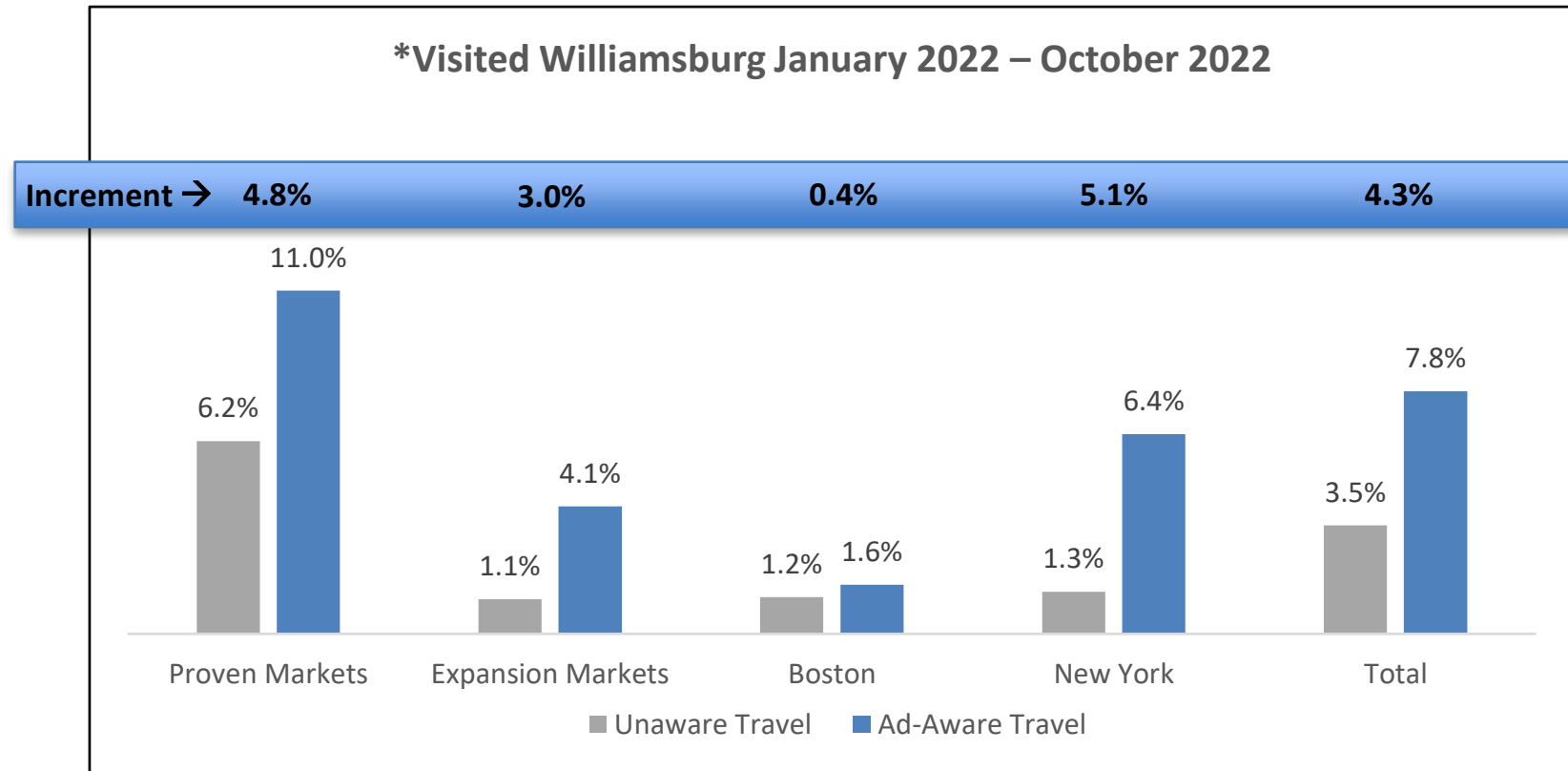
Peak Ad Awareness & Ad-Aware Households

- The addition of Boston and New York as target markets, along with generating a higher ad awareness percentage, resulted in the quantity of ad-aware households more than doubling year-over-year.

	2021 (Proven and Expansion Markets)	2022 (Proven and Expansion markets plus Boston and New York)	% Change
Traveling HHs	9,639,015	17,551,580	82%
Ad Awareness	46%	57%	24%
Ad-Aware HHs	4,435,601	10,021,731	126%

2022 Ad Impact on Travel

- The January through October 2022 advertising ultimately influenced travel to the Williamsburg, VA, area from all target markets.
- The advertising generated the strongest travel increment in New York. The impact is also strong in the Proven markets.



*Not counting trips to visit family or friends.

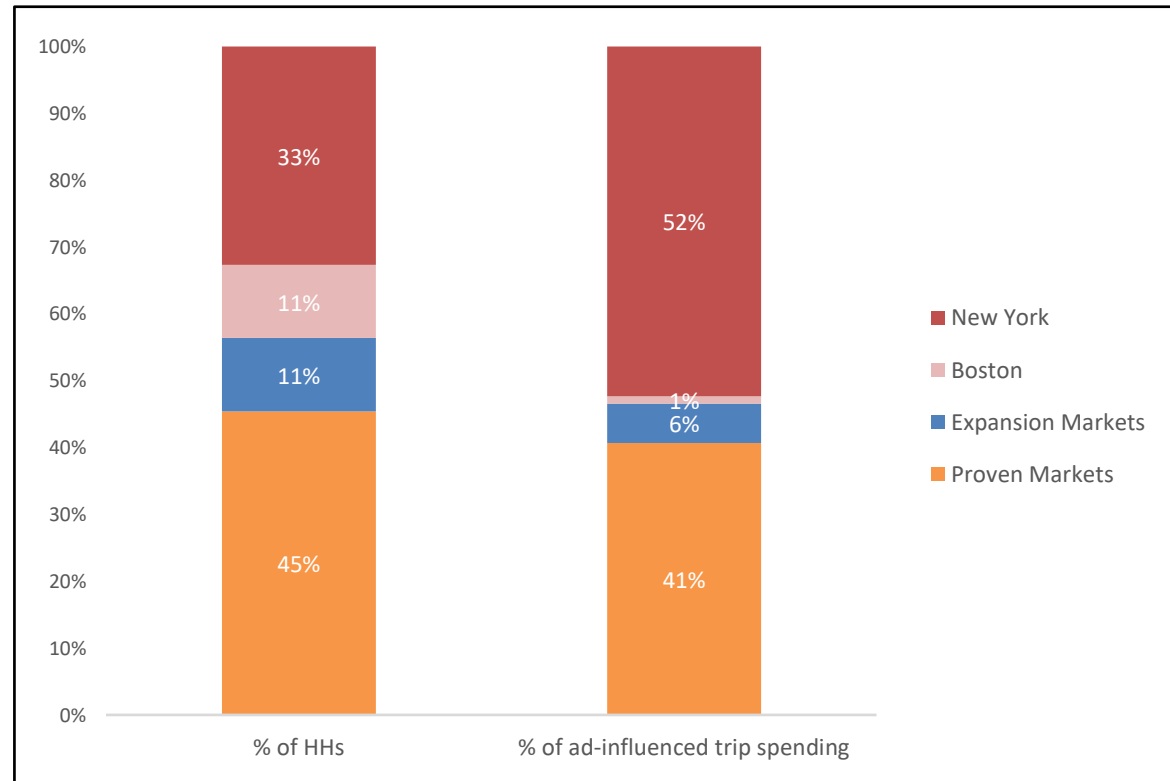
2022 Advertising Impact Calculation

- The January through October 2022 advertising ultimately influenced about 432,000 trips to the Williamsburg area, resulting in \$832 million in visitor spending and a return of \$73 in visitor spending for each \$1 invested in the media buy.
- New York produced the most ad-influenced trip spending. Market performance is evaluated in more detail on the following slide.

	Proven Markets	Expansion Markets	Boston	New York	Total
Traveling HHs	7,962,378	1,933,678	1,917,007	5,738,517	17,551,580
Ad Awareness	60%	58%	46%	57%	57%
Ad-Aware HHs	4,754,956	1,115,769	873,429	3,277,576	10,021,731
Incremental Travel %	4.8%	3.0%	0.4%	5.1%	4.3%
Ad-Influenced Trips	229,386	33,223	3,372	165,584	431,564
Avg. Trip Spending	\$1,476	\$1,476	\$2,631	\$2,631	\$1,928
Ad-Influenced Trip Spending	\$338,488,296	\$49,024,272	\$8,870,120	\$435,611,090	\$831,993,778
Media Investment					\$11,463,951
ROI					\$73

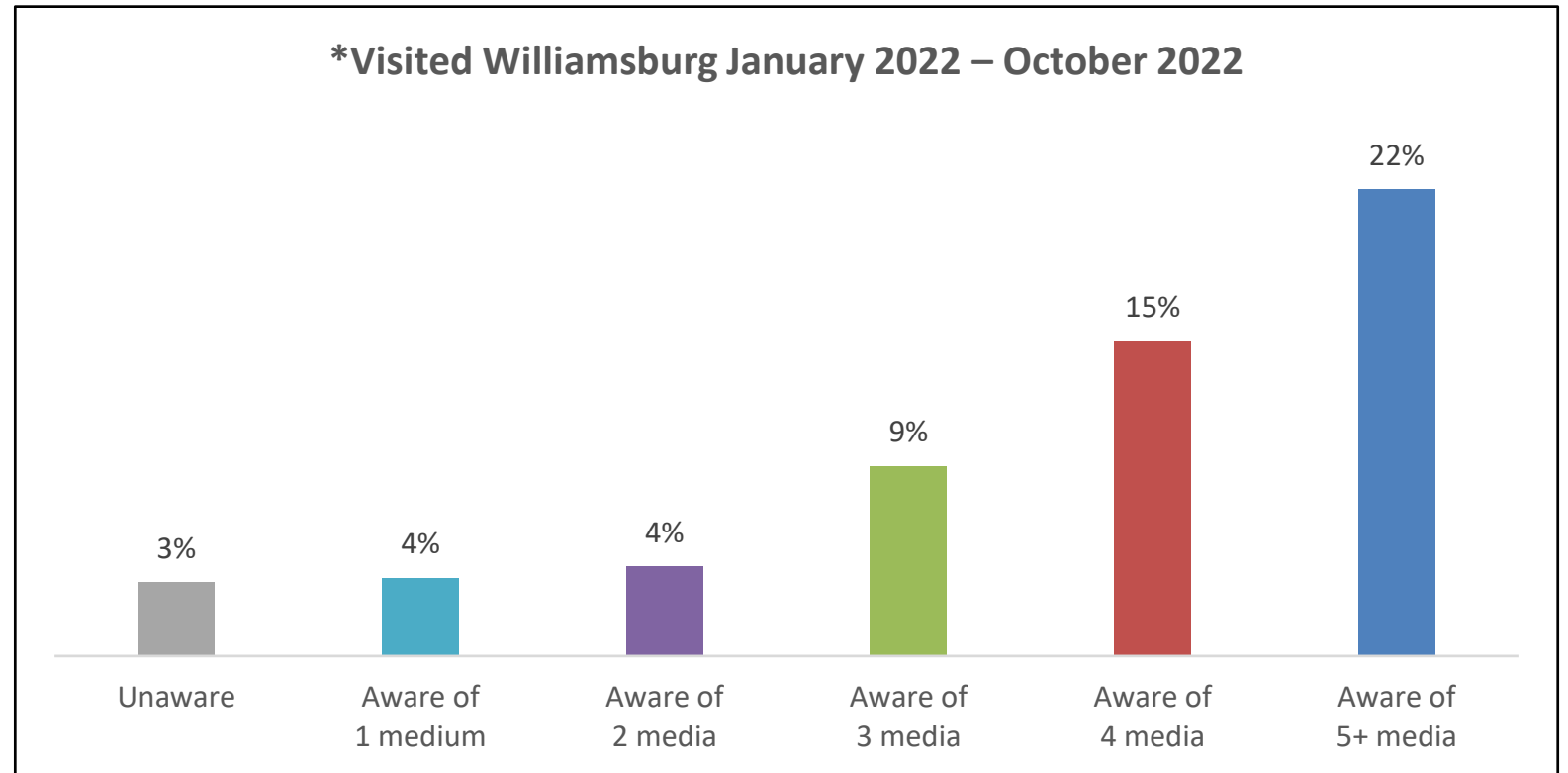
2022 Market Performance

- Comparing each market's proportion of households to its proportion of ad-influenced trip spending is a way to identify which markets over- and under-performed.
- New York stands out for over-performance in this regard as it accounts for 33% of households and 52% of ad-influenced visitor spending.



2022 Media Overlap Impact

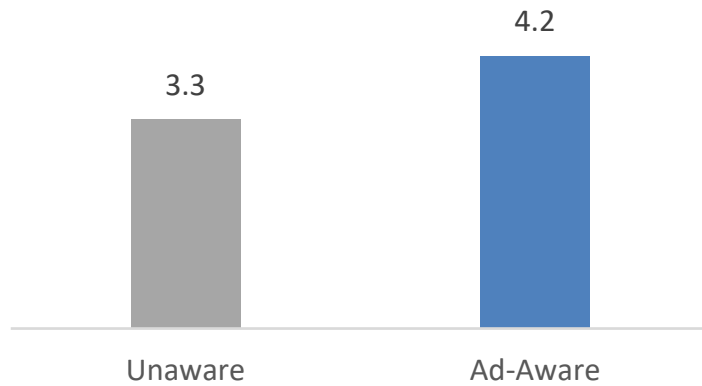
- We previously reviewed the level of advertising media overlap. Here we see that the combination of three or more ad media is what drove the strong overall level of ad-influenced travel.
- Generating overlap continues to be critical and should be a strategic goal when developing the media plan.



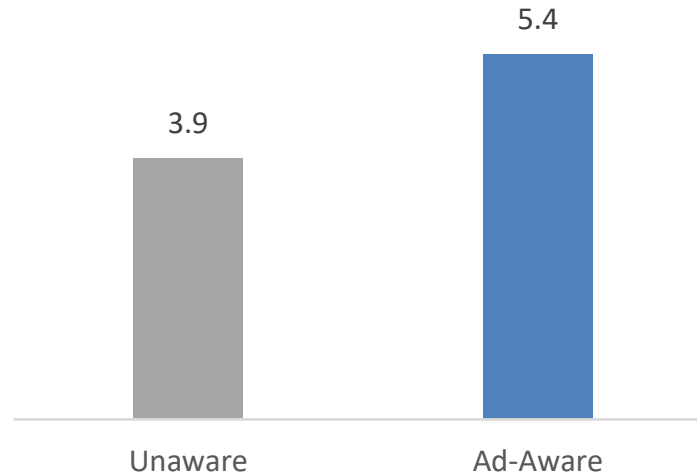
*Not counting trips to visit family or friends.

2022 Ad Impact on the Trip

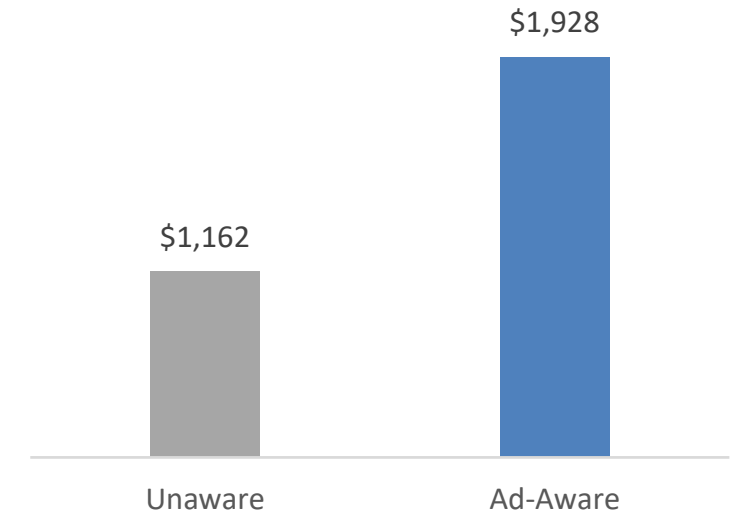
Avg. number of nights in Williamsburg



Avg. number of activities in Williamsburg



Avg. trip spending



- The 2022 advertising not only influenced the decision to visit the Williamsburg area, but it also gave visitors ideas of things to do – leading to longer, more active and better trips with higher spending.

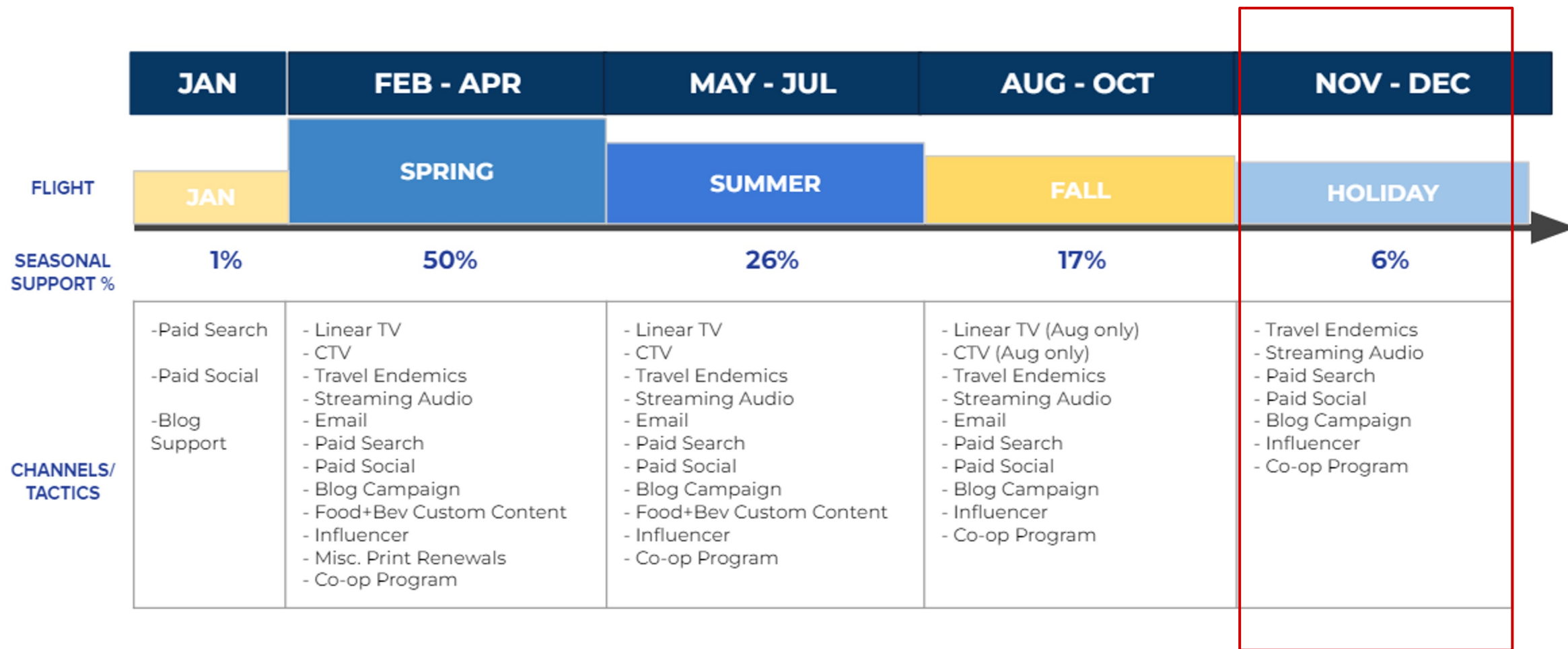
Insights: Ad Awareness and ROI

- The addition of Boston and New York as target markets, along with generating a higher ad awareness percentage, resulted in the quantity of ad-aware households more than doubling year-over-year. The 2021 advertising reached 4.4 million households; the 2022 advertising reached 10 million households.
- The January through October 2022 advertising ultimately influenced travel to the Williamsburg, VA, area from all target markets. The advertising generated the strongest travel increment in New York.
- The 2022 advertising ultimately influenced about 432,000 trips to the Williamsburg area, resulting in \$832 million in visitor spending and a return of \$73 in visitor spending for each \$1 invested in the media buy.
- Ad-influenced trips grew by 39% year-over-year. And with higher average visitor spending, ad-influenced visitor spending more than doubled. The growth in average visitor spending is driven to some degree by inflation (the 2022 inflation rate is around 8%) but is driven to a greater degree by attracting visitors from New York who spent more on their trips.
- New York produced half of the ad-influenced trip spending, while Boston produced only 1%. New York was clearly a boon in its initial year, while Boston comes with some challenges like less positive perceptions of Williamsburg and distance from the destination.
- Generating media overlap drove the strong 2022 results and should continue to be a strategic goal when developing the media plan.
- The 2022 advertising not only influenced the decision to visit the Williamsburg area, but it also gave visitors ideas of things to do – leading to longer, more active and better trips with higher spending.

Marketing/PR

November/December 2022 Performance

2022 Campaign Overview



Geographic Targeting

Short Drive + Established Success/ Heaviest Volume

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

Short Drive + Established Success/ Lighter Volume

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

Longer Drive + Past Success

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

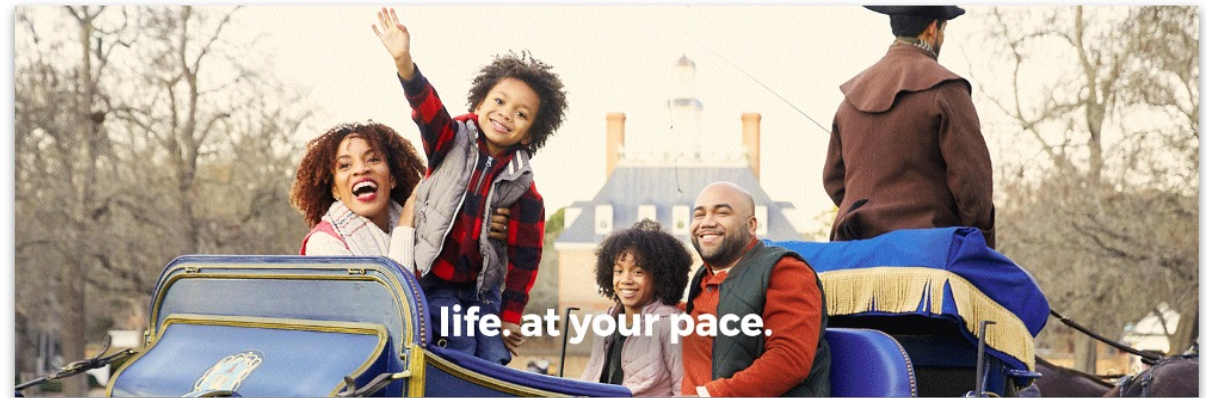
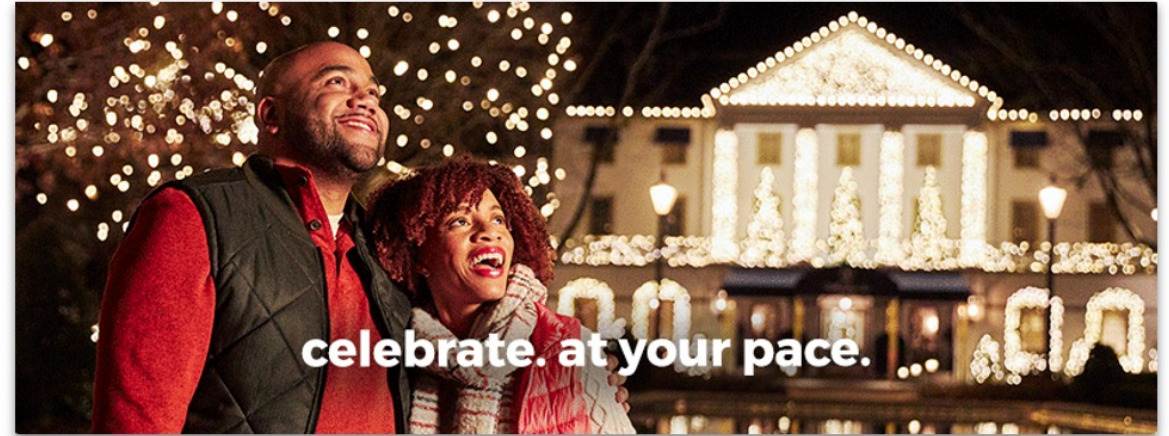
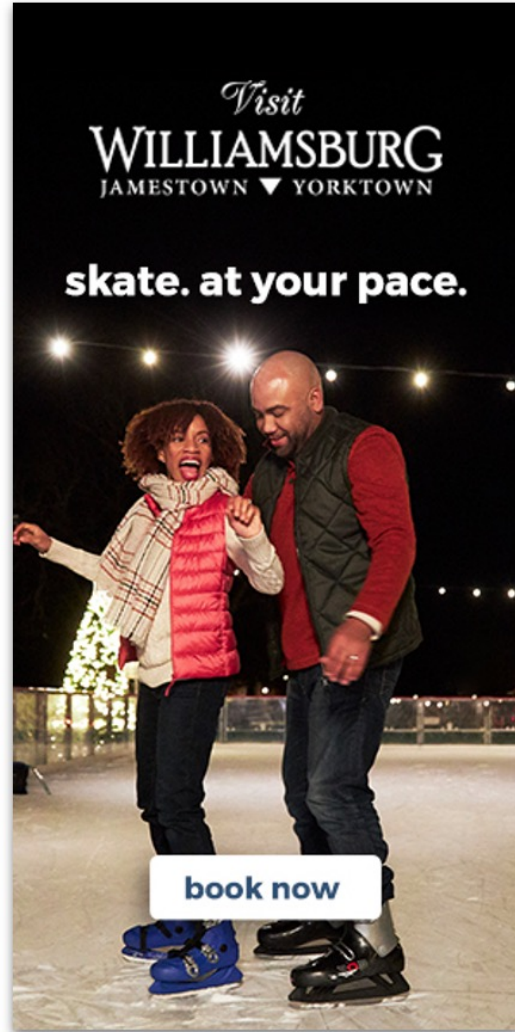
EXPANSION in 2020/21

- Cleveland, OH
- Columbus, OH
- New York, NY

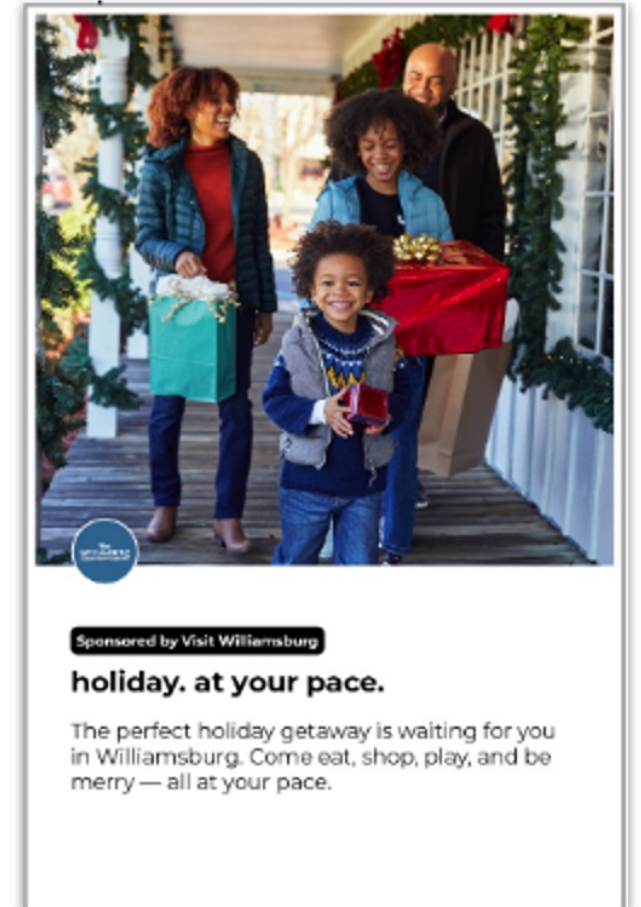
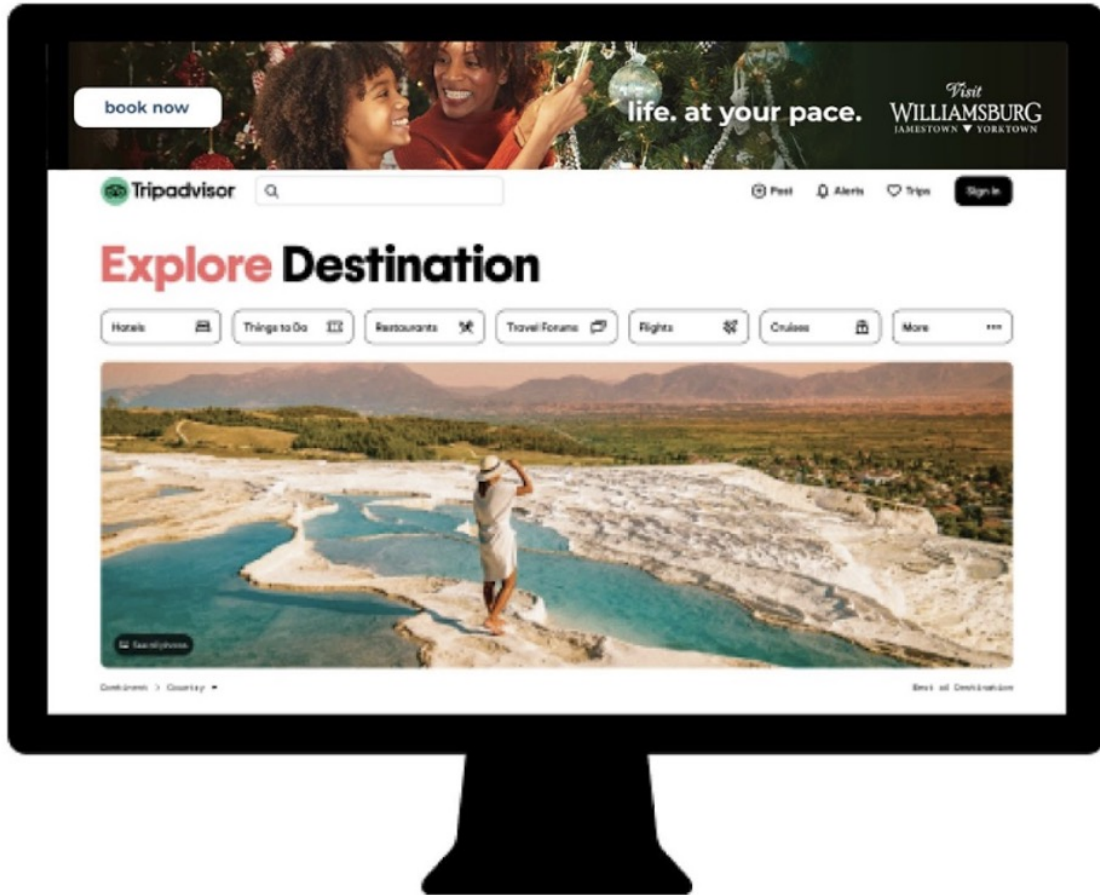
LAUNCHED in 2022

- Boston, MA

Holiday Advertising: Sample Digital Creative



Holiday Advertising: Sample Digital Creative



September/October: Digital Advertising Performance

Digital advertising performance during holiday season showed strong indications of growing traveler intent.

45MM+

impressions served across display, search and social

↑88%

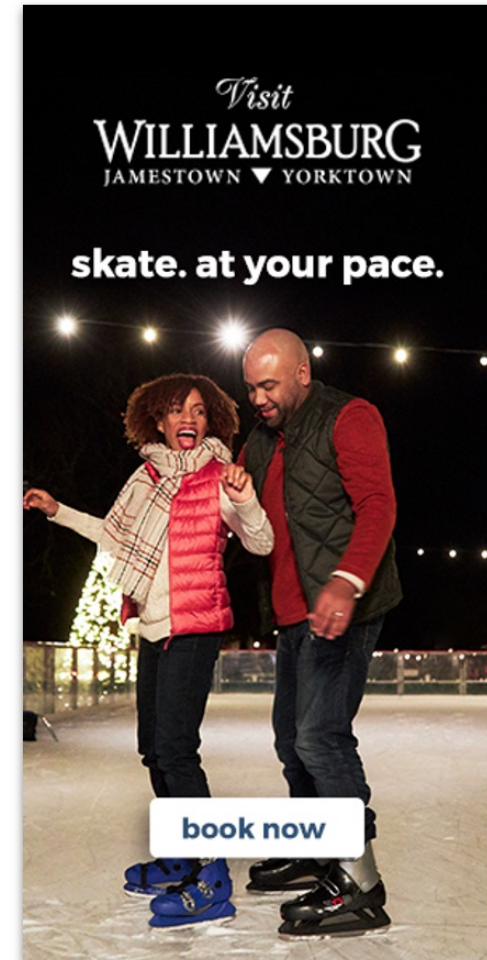
Website session increase YOY from paid digital advertising audiences

↑89%

Paid Social CTR Increase vs. 2021 averages

↑32%

Paid Search CTR increase vs. 2021 averages



November/December: Social Media Performance




HOLIDAY POST SPOTLIGHT

December 11 post was the highest-performing post to-date:

- **59,000 impressions**
- **4,000 engagements**
- **6.8% engagement rate**

In November/December, social media channels posted strong YoY gains.


Engagement Rate

 **6.2%**
(+24% YoY)


Impressions

 **419K**
(+13% YoY)

Engagements

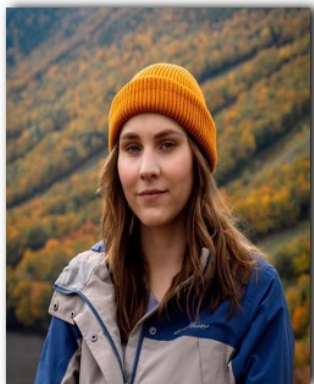
 **26K**
(+41% YoY)

Shares + Saves

 **1.6K**
(+213% YoY)

- After a strong holiday performance across all channels last year, every social media metric in 2022 realized growth
- In 2021, three November/December posts netted 1,000+ engagements—in 2022, seven posts alone drove over 1,000, demonstrating growing interest in the destination

November/December: Familiarization Tours



TikTok Influencer:
Alina Zubanova



Travel Writer:
Claire Volkman



TikTok Influencer:
Diana Blinkhorn



TikTok Influencer:
Alyssa Fluellen



Travel Writer:
Hayley Hutson



TikTok Influencer:
Emily Hoang

November/December: Influencer Program

5MM+

impressions

107K+

engagements



[Alina Zubanova:](#)
Outdoor activities,
fairy tale places,
restaurants

[TikTok #1](#)
[TikTok #2](#)
[TikTok #3](#)



[Diana Blinkhorn:](#)
Family-friendly
travel

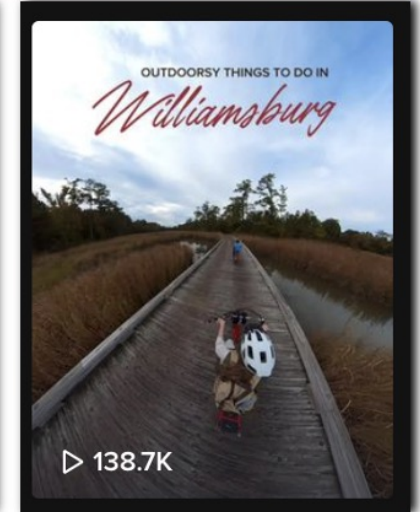
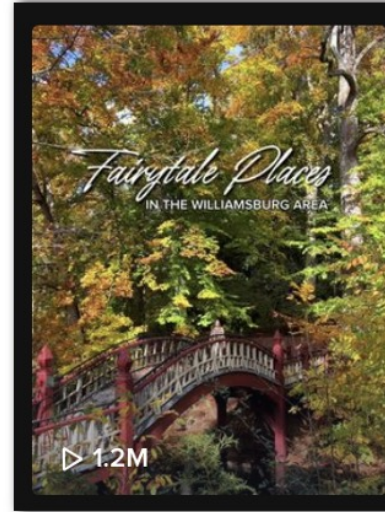
[TikTok #1](#)
(additional [TikToks](#)
coming soon)



[Alyssa Fluellen:](#)
Relatable
family/mom TikTok
creator and
Instagram
influencer

[TikTok Post](#)
[IG Reel](#)
[IG Stories](#)

Recent top-performing TikTok campaign



Three videos boosted with paid support in mid-late December.

3MM+
impressions

4.2K+
website sessions

97%
new site visitors

November 1 – December 31, 2022

Global Impressions

528.4 Million

21

Placements

*YoY 2021 – 738.8 Million Impressions & 19 Placements

Key Media Placements

“10 towns with gorgeous holiday light displays”

-Emily Handy

MarketWatch

“29 Gorgeous Outdoor Yoga Destinations from Around the Globe”

-Teresa Bergen



“The Best Holiday Market in Every State”

-Food and Wine Editors

FOOD & WINE

“22 Best Family Vacations in the U.S. That Are Perfect for Everyone — From Toddlers to Teens”

-Lindsay Cohn

yahoo!life

Key Media Placements

WYDAILY
WILLIAMSBURG YORKTOWN DAILY

City of Williamsburg Chosen as One of the Top Digital Cities in the US

By WYDaily Staff November 18, 2022



Visit Williamsburg Wins Multiple Awards For Its "Life. At Your Pace." Campaign

By Brandy Centolanza December 16, 2022



celebrate. at your pace.

Photo courtesy of Visit Williamsburg Facebook page.

WILLIAMSBURG—The local tourism organization Visit Williamsburg recently earned several awards for its "Life. At Your Pace." marketing campaign.


"While we are thrilled that our marketing efforts have been acknowledged, the real reward comes from seeing our campaigns translate into increased overnight visitation," Visit Williamsburg CEO Victoria Cimino said in a release issued Thursday, December 15. "It is an honor that Visit Williamsburg has received such high recognition, not only from travel industry professionals, but from visitors to the destination as well."

yahoo!sports

22 Best Family Vacations in the U.S. That Are Perfect for Everyone — From Toddlers to Teens

Lindsay Cohn
Fri, November 11, 2022 at 9:00 AM · 9 min read

Williamsburg, Virginia



FOOD & WINE

The Best Holiday Market in Every State

Get into the holiday spirit at these winter wonderlands, from Bavarian-style Christmas markets to festive artisan gift fairs.

By Food & Wine Editors | Published on December 2, 2022

Virginia: Williamsburg Christmas Market, Williamsburg

Colonial Williamsburg decked to the nines in tasteful, period holiday finery is about as close to the fantasy classic American Christmas as one will find in actual America these days, all wreath-making demonstrations and handmade straw stars for the tree. Weekends until the big day, downtown actual Williamsburg – immediately adjacent to the rather legendary historical park – gets into the spirit with this outdoor shindig, featuring dozens of makers occupying a little village of wooden chalets, plus lots of food, drink, street performers, and a visit from Santa. *Thurs to Sun through Dec. 18, plus Dec. 19 to 21, 320 W. Court St.*

Taking the kids

Holiday Lights: Our guide to the best and brightest

Nov 17, 2022 | 0 comments



WYDAILY
WILLIAMSBURG YORKTOWN DAILY

Visit Williamsburg Secures 10 Awards in 2022

By WYDaily Staff December 24, 2022

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

WILLIAMSBURG – Visit Williamsburg, the official destination marketing organization for Williamsburg, Yorktown, and Jamestown, is celebrating after receiving multiple awards honoring the best in destination marketing for its "Life. At Your Pace." campaign, along with recognition from readers of two prestigious travel publications.

"While we are thrilled that our marketing efforts have been acknowledged, the real reward comes from seeing our campaigns translate into increased overnight visitation," said Victoria Cimino, CEO of Visit Williamsburg. "It is an honor that Visit Williamsburg has received such high recognition, not only from travel industry professionals, but from visitors to the destination as well."



Three Bronze Awards:

- Advertising- Television
- Integrated Campaign- Content Marketing
- Digital- Social Media Campaign

Looking Ahead...

2023 Media Overview

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

Flighting Strategy

	JAN - APR	MAY - JUL	AUG - OCT	NOV - DEC
BUDGET	55%	20%	15%	10%
	SPRING/SUMMER	SUMMER	FALL	HOLIDAY
CHANNELS/ TACTICS	<i>Broadcast</i> <i>OOH</i> <i>CTV</i> <i>Podcast</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>Broadcast</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>Publisher Partnership</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>	<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>

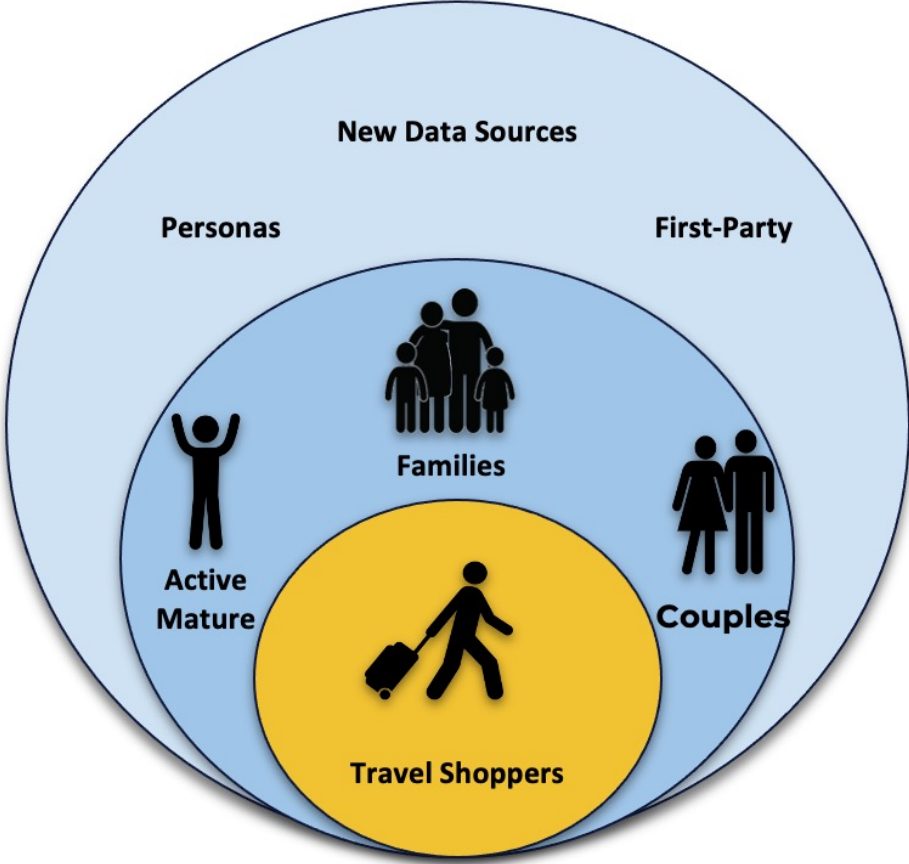
MARKET STRATEGY

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 New York Baltimore Raleigh-Durham</p>	<p>Philadelphia Harrisburg, PA Pittsburgh Charlotte Boston</p>	<p>Charlottesville Salisbury Roanoke Greenville-New Bern</p>	<p>Cleveland Columbus</p> <p>Atlanta (digital-only)</p>	<p>Harrisonburg, VA Greensboro-High Point - Winston Salem, NC Florence-Myrtle Beach, SC Johnstown-Altoona- State College, PA Wilkes-Barre, PA Knoxville, TN</p>

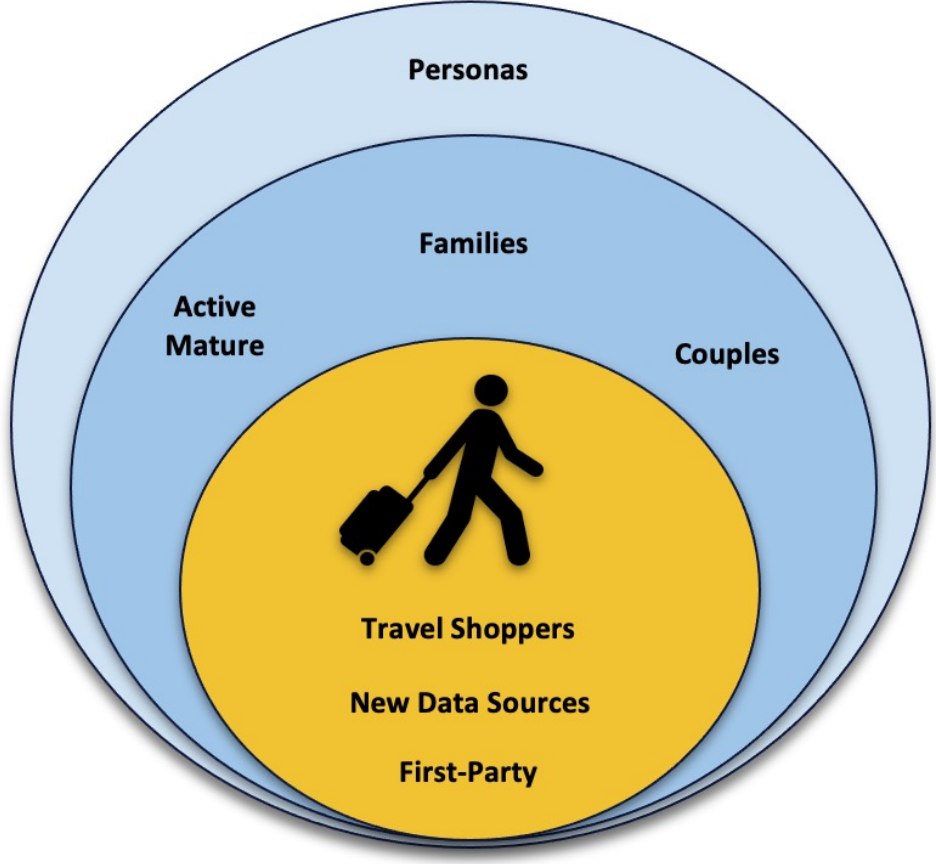
AUDIENCE

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

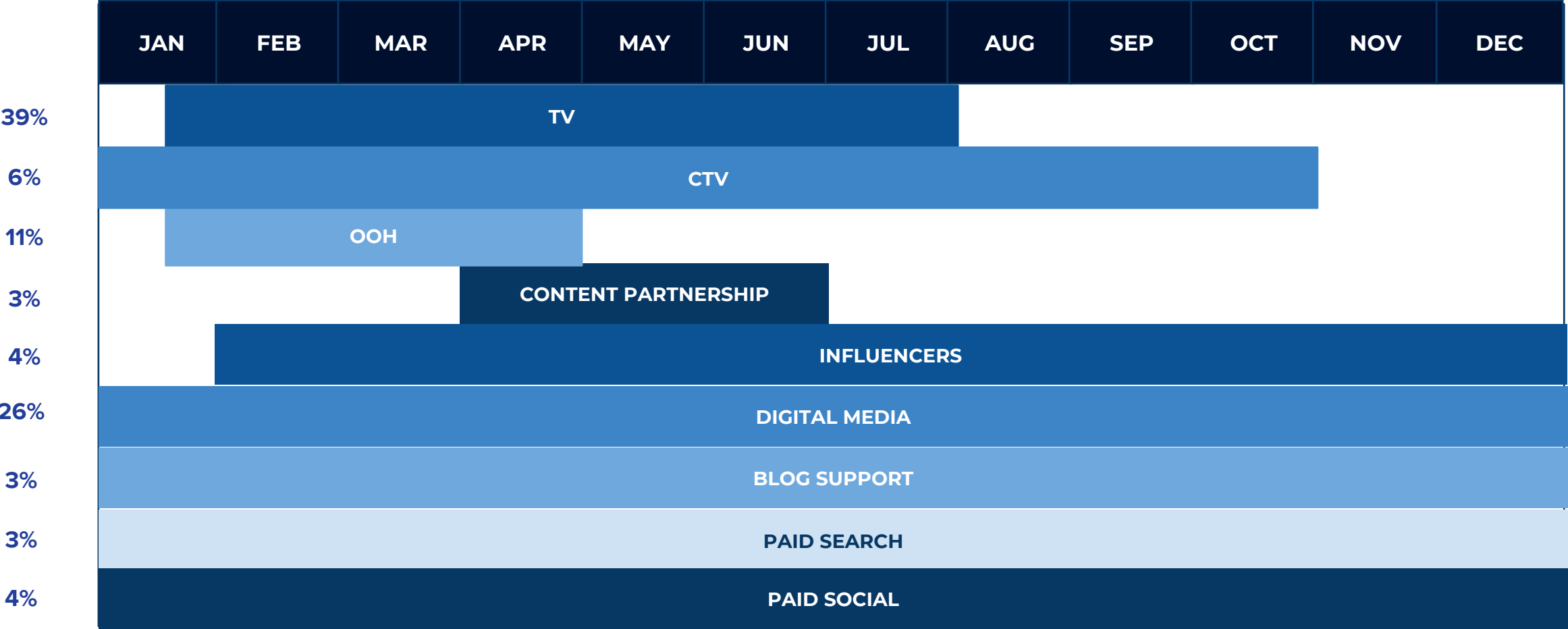
2022



2023

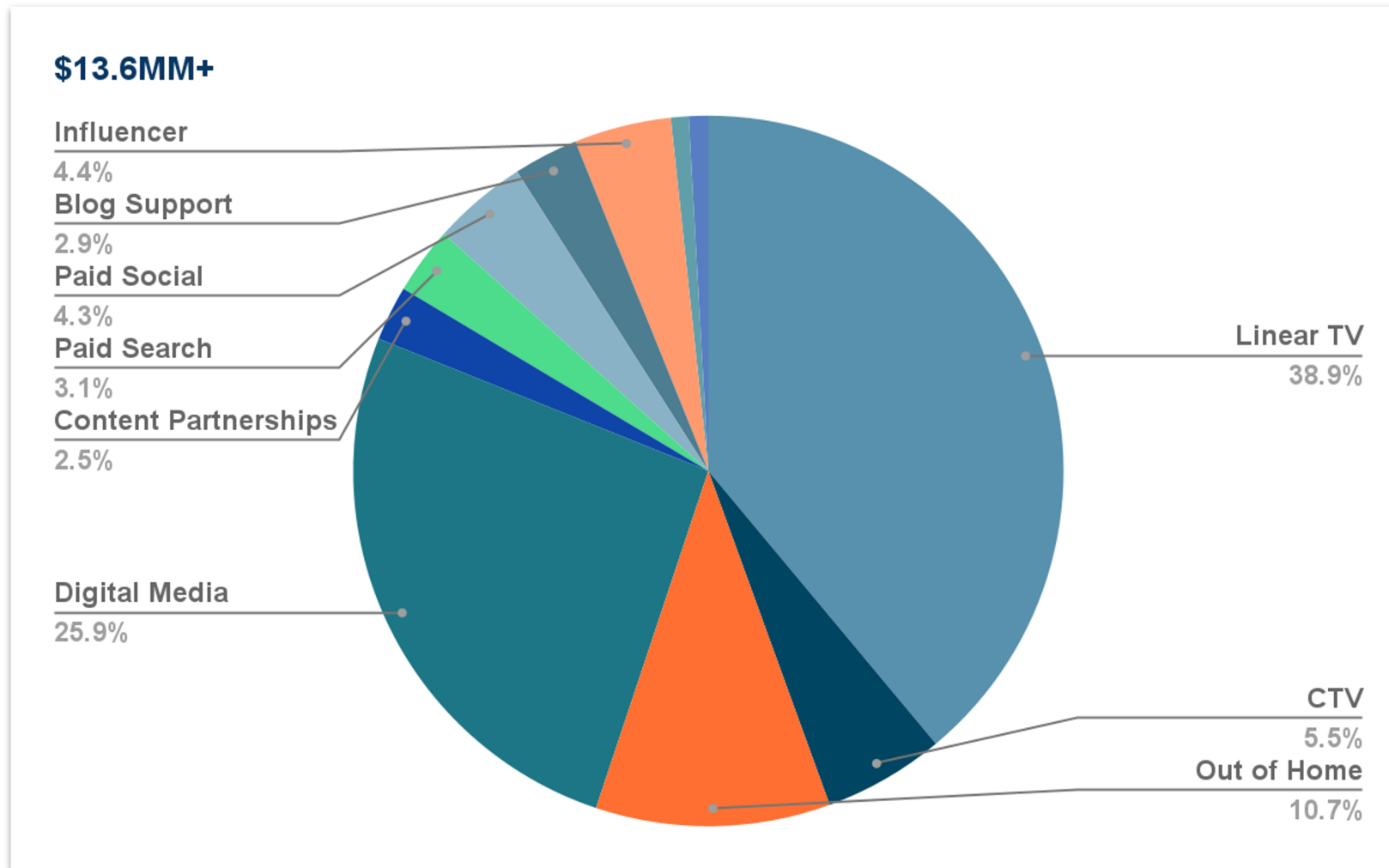


CHANNEL STRATEGY: 2023

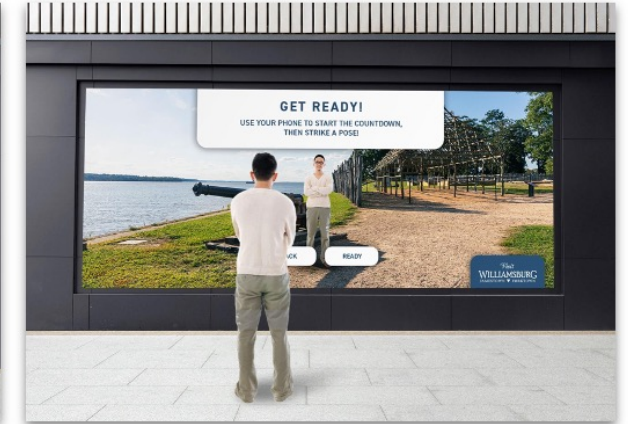


**Budgets/timelines provided are rough estimates and subject to fluctuations based on inventory availability and final buy details*

BUDGET



OUT OF HOME LAUNCH



Traditional

- Street-level, transit, and wallscape placements
- NYC, Boston, Washington DC, Baltimore, Philadelphia, and Cleveland
- Late January - March

Experiential

- Engaging, interactive units allowing consumers to select an experience and literally put themselves into the picture
- Influencer marketing and social media integrations
- NYC, Boston and Washington DC
- February-March

FRAME 1

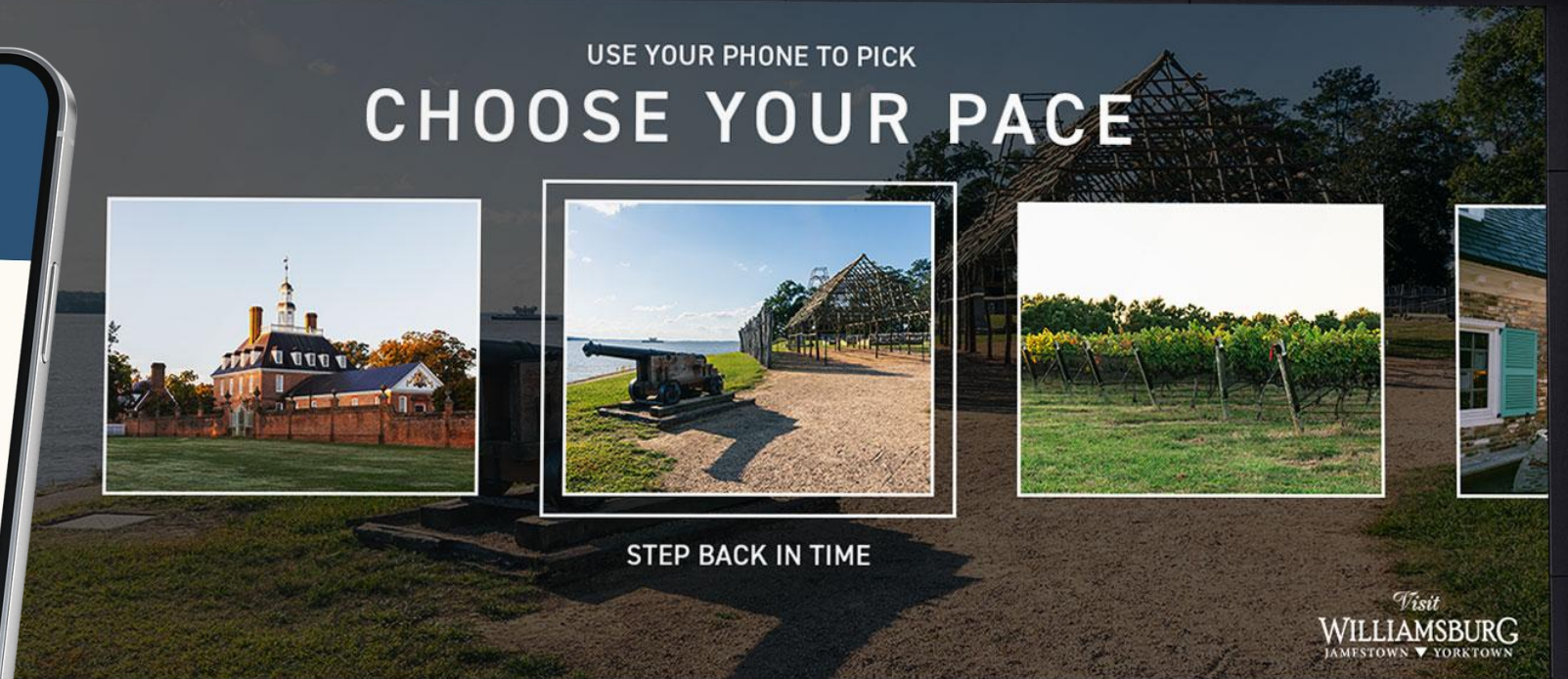
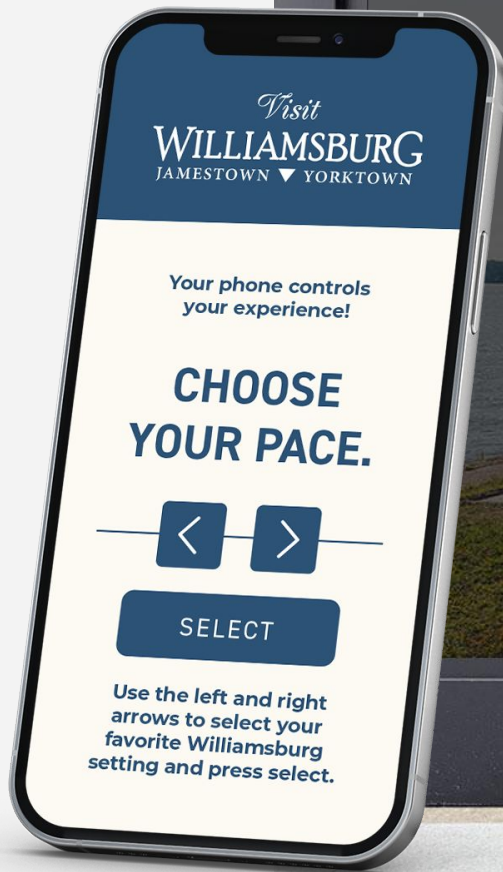
During idle. The storefront will feature a digital attract loop with Williamsburg Photos/Imagery/Video content and an overlaid CTA encouraging pedestrians to stop and engage with the interactive storefront.

The engagement will begin with the scan of a QR code. The QR code will be dynamic and will initiate a personalized session connecting the consumers mobile device to the storefront experience. From this point forward, their mobile device will act as a remote control for the experience.



FRAME 2

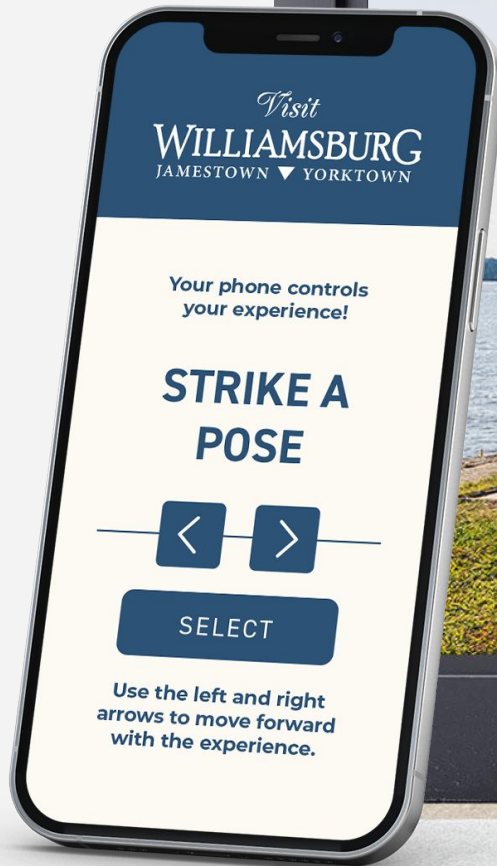
Once activated, the consumer will have the option to select from a series of predetermined Williamsburg activities/attractions each will represent another type of pace. The options will be featured on the storefront screen and the consumer will use their phone to control the selector and lock in their selection.



FRAME 3

Once the consumer has selected their scene, it will take over the full storefront screen. They will also see themselves appear within the scene through a system integrated camera featuring background replacement.

An onscreen prompt will ask the consumer if they're ready to have their photo taken. Once they select, the system will advance to the capture stage.



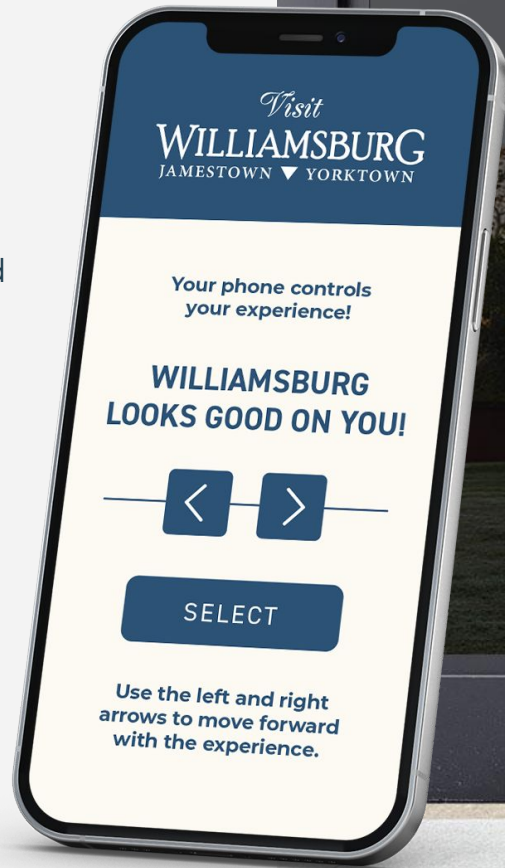
FRAME 4

Once the consumer has selected to move forward with the photo capture, a brief countdown will appear on screen. This countdown will be located near the camera to encourage the consumer to look up and get a good photo capture.



FRAME 5

A preview of the captured photo will appear on screen. This photo can be composited with branding and may be reformatted / optimized for social media.



CAN YOU SEE YOURSELF HERE?
USE YOUR PHONE TO DOWNLOAD AND SHARE
#VISITWILLIAMSBURG



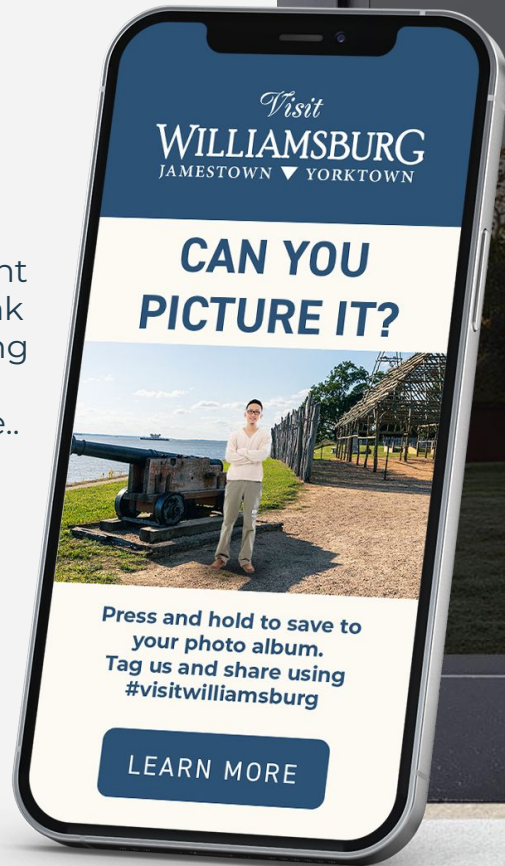
BACK

LET'S GO

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

FRAME 6

At this stage, the storefront screen will display a "thank you" message encouraging the consumer to take the experience to their phone.. After a moment, it will reset to its original state.



SMARTLESS PODCAST

About Smartless Podcast:

- Hosted by A-list actors Jason Bateman, Will Arnett, and Sean Hayes
- Connects people from all walks of life to learn about shared experiences through a combination of thoughtful dialogue and organic hilarity
- Reaches ~1.5MM listeners/episode
- All episodes are served across all listening platforms (Wondery, Apple, Amazon, Spotify), with Apple driving the majority of listens

Audience Profile:

- Gender: 74% F; 26% M
- Median Age: 46yo
- Median HHI: \$115k
- HH with Children: 64%
- Monthly Downloads: 15.2MM

Air Dates: January 9 and February 6



Sales

November/December Shows and Events

Accent East

November 3 – 5, 2022 -- Fairfax County, Virginia

National Tour Association Travel Exchange

November 13 – 17, 2022 -- Reno, Nevada

Travel South International

November 27 – 30, 2022 -- Louisville, Kentucky

US Sports Congress

December 5 – 7, 2022 -- Richmond, Virginia



November/December: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
11/10/22	Aroma Joe's Annual Meeting	578
11/10/2022	Association of African American Clergy Women	40
11/10/2022	Mitchell Humphrey- Users Conference	165
11/17/2022	Firecracker Sports- War at Williamsburg	800
11/17/2022	Mid-Atlantic Tours- Campbell Tours Band & Choir	150
11/17/2022	NSA DaNang Association Reunion	490
11/30/2022	Big Time Hoops- Spring '23 Basketball Tournament	170
12/8/2022	King Kat- Catfishing Tournament	60
12/15/2022	Goombay Raleigh-Durham Sports League- Kickball Tournament	300
12/15/2022	Colonial Pipeline- Project Manager Meeting	205
12/28/2022	Grand Classroom- Alexander Montessori School	52

November/December: Definite Bookings

	Definite Booking	Property	Room Nights
12/2/2022	Star Destinations	The Woodlands	52
5/12/2023	Fullington Trailways	Fairfield by Marriott	16
4/28 – 5/1/2023	Mid Atlantic Receptive Services	Holiday Inn	25
June 2023	Triple Crown	Hilton Garden Inn, Doubletree, Holiday Inn, Fairfield	112

Upcoming Shows and Events

DATE	UPCOMING SHOWS	LOCATION
1/15-20/2023	Student and Youth Travel Association Summit	Los Angeles, California
1/24-26/2023	Religious Conference Management Association-- Emerge	Chattanooga, Tennessee
2/3-8/2023	American Bus Association Marketplace	Detroit, Michigan



Old & New Business

Adjourn

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