

Williamsburg Tourism Council

Tuesday, January 18, 2022

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

GWTC-Business Council
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

Chris Smith, Ex Officio
Rita McClenny, Ex Officio

Public Comment

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

Student & Youth Travel Association (SYTA) Briefing

Carylann Assante, CEO

Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

November 16, 2021

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

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Chad Green

Treasurer's Report

Revenue/Expenses

Cash on Hand

Tax Revenue

November Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,175,838	961,644	214,194
\$1 Transient Tax	92,229	181,228	(88,999)
Maintenance of Effort Funds	455,300	360,533	94,767
Other	4,484	4,000	484
Total Revenue	1,727,851	1,507,405	220,446
EXPENSES			
Destination Marketing	762,194	1,109,349	347,155
Other Sales & Marketing	8,733	10,303	1,570
Labor & Benefits	99,237	106,583	7,346
Admin	27,787	20,330	(7,457)
Total Expenses	897,952	1,246,565	348,613
Net Revenue Expense by Month	829,900	260,840	569,060

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

FYTD Revenue/Expenses

	FY 2022		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	5,872,982	4,679,917	1,193,065
\$1 Transient Tax	760,433	743,247	17,186
Maintenance of Effort Funds	788,300	788,300	0
Other	11,898	21,000	(9,102)
Total Revenue	7,433,613	6,232,464	1,201,149
EXPENSES			
Destination Marketing	3,803,373	5,746,245	1,942,872
Other Sales & Marketing	67,117	153,144	86,027
Labor & Benefits	435,043	511,065	76,022
Admin	114,465	149,160	34,695
Total Expenses	4,419,998	6,559,614	2,139,616
Net Revenue Expense by Month	3,013,615	(327,150)	3,340,765

<i>Net Position - Beginning of Year</i>	9,398,730	9,398,730	0
<i>Net Position - Current YTD</i>	12,412,345	9,071,580	3,340,765

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

November Cash on Hand

Operating Cash

Cash Balances	Sep-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,846	\$ 510,000	\$ (154)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,751,414	\$ 6,237,333	\$ 514,081
Total Cash on Hand	\$ 7,512,262	\$ 6,997,333	\$ 514,929

Oct-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,852	\$ 510,000	\$ (148)
\$ 1,000	\$ -	\$ 1,000
\$ 6,827,281	\$ 6,217,334	\$ 609,947
\$ 7,588,135	\$ 6,977,334	\$ 610,801

Nov-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,856	\$ 510,000	\$ (144)
\$ 1,000	\$ -	\$ 1,000
\$ 7,977,937	\$ 6,117,641	\$ 1,860,296
\$ 8,738,795	\$ 6,877,641	\$ 1,861,154

Key Sources of Funds	Sep-21		
	Actual	Budget	Variance
State Disbursement	\$ 1,432,565	\$ 1,234,489	\$ 198,076
Total Gov't Sources	\$ 1,432,565	\$ 1,234,489	\$ 198,076

Oct-21		
Actual	Budget	Variance
\$ 1,265,213	\$ 1,268,403	\$ (3,190)
\$ 1,265,213	\$ 1,268,403	\$ (3,190)

Nov-21		
Actual	Budget	Variance
\$ 1,268,067	\$ 1,142,872	\$ 125,195
\$ 1,268,067	\$ 1,142,872	\$ 125,195

Interest Earned:			
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 816	\$ -	\$ 816
Ches Bank Checking	\$ 702	\$ 4,000	\$ (3,298)
Total Interest Earned	\$ 1,524	\$ 4,000	\$ (2,476)

\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 751	\$ -	\$ 751
\$ 1,567	\$ 4,000	\$ (2,433)
\$ 2,324	\$ 4,000	\$ (1,676)

\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 857	\$ -	\$ 857
\$ 1,522	\$ 4,000	\$ (2,478)
\$ 2,386	\$ 4,000	\$ (1,614)

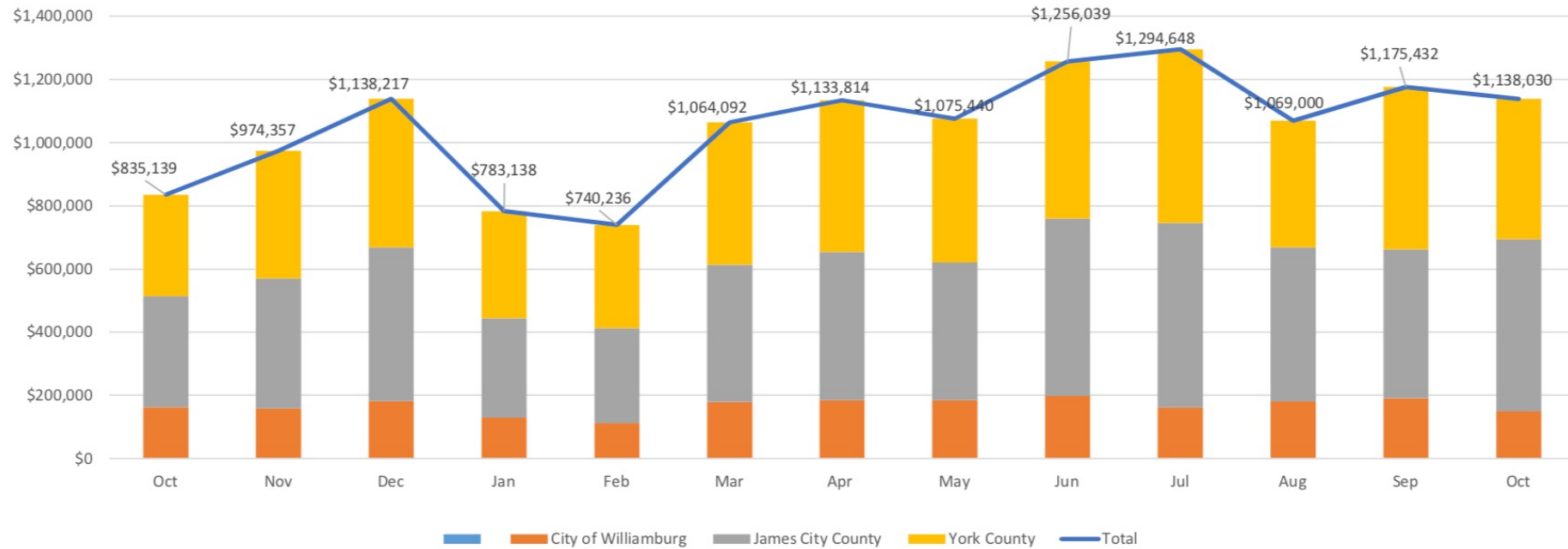
Product Development Reserves

Cash Balances	Sep-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 3,722,702	\$ 4,147,767	\$ (425,065)
Total Cash on Hand	\$ 3,722,702	\$ 4,147,767	\$ (425,065)

Oct-21		
Actual	Budget	Variance
\$ 4,056,453	\$ 4,147,767	\$ (91,314)
\$ 4,056,453	\$ 4,147,767	\$ (91,314)

Nov-21		
Actual	Budget	Variance
\$ 4,511,753	\$ 4,445,000	\$ 66,753
\$ 4,511,753	\$ 4,445,000	\$ 66,753

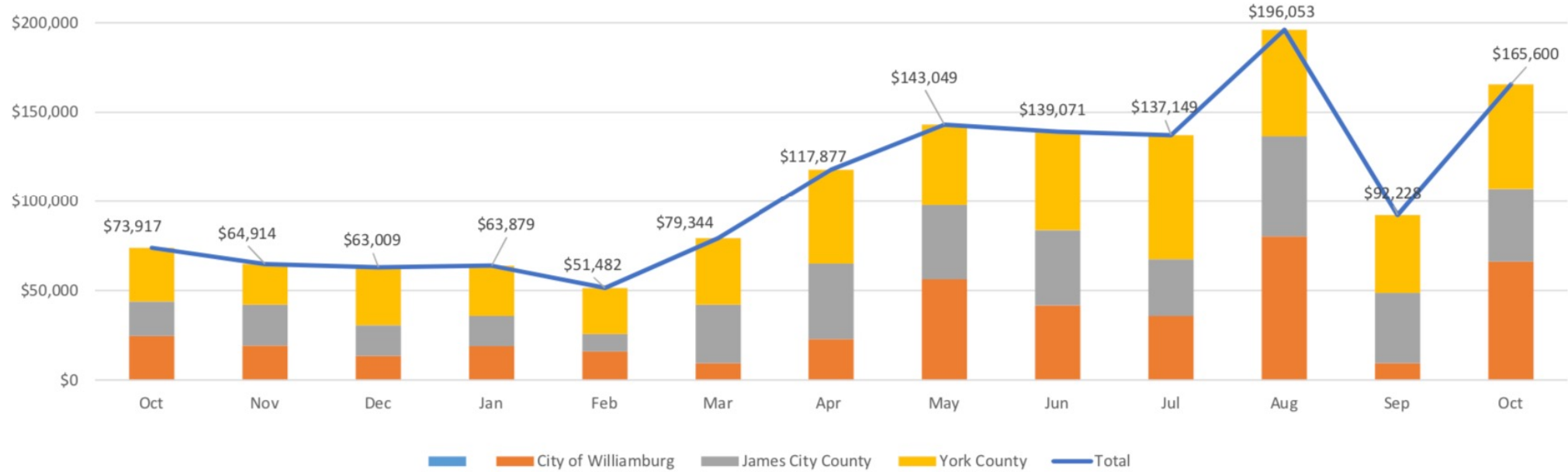
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2020 / 2021	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	\$1,294,648	\$1,069,000	\$1,175,432	\$1,138,030	\$12,842,443
Calendar YTD Total												\$10,729,869	
FY2019 / 2020	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$162,942	\$1,711,589
James City County	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$371,324	\$373,849	\$350,286	\$4,213,995
York County	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$368,354	\$404,705	\$321,911	\$4,424,967
Total	\$1,022,700	\$1,210,623	\$744,513	\$711,317	\$743,751	\$633,259	\$735,768	\$540,211	\$1,054,706	\$889,576	\$921,632	\$835,139	\$10,043,195
Calendar YTD Total												\$7,809,872	

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2020 / 2021	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	\$66,182	\$390,242
James City County	\$22,875	\$16,989	\$16,914	\$9,478	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$39,181	\$40,829	\$392,504
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	\$92,228	\$165,600	\$1,313,655
Calendar YTD Total													\$1,185,732
FY2019 / 2020	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
City of Williamsburg	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$28,608	\$30,678	\$24,695	\$263,516
James City County	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$31,805	\$27,300	\$19,161	\$239,315
York County	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$36,310	\$32,239	\$30,061	\$334,053
Total	\$126,928	\$95,585	\$79,033	\$55,721	\$56,359	\$37,740	\$22,765	\$56,525	\$45,371	\$96,723	\$90,217	\$73,917	\$836,884
Calendar YTD Total													\$614,371

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

Executive Director/CEO Report

STR Report Data

Marketing/Public Relations Program

2022 Sales Plan

Smith Travel Research Report: November 2021

Current Month - November 2021 vs November 2020												
	Occ %		ADR		RevPAR		Percent Change from November 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	32.1	16.4	130.13	103.12	41.71	16.90	95.6	26.2	146.8	144.1	-1.1	93.4
York Co+	46.9	29.0	131.83	105.04	61.82	30.49	61.6	25.5	102.8	102.8	0.0	61.6
City of Williamsburg+	48.9	28.5	146.62	103.19	71.65	29.37	71.7	42.1	144.0	144.1	0.0	71.8
Historic Triangle+	43.4	25.3	136.87	104.02	59.43	26.33	71.5	31.6	125.7	125.0	-0.3	71.0
Southern York County+	74.4	54.5	94.42	74.74	70.26	40.70	36.6	26.3	72.6	72.6	0.0	36.6
Total+	44.7	26.5	133.96	101.55	59.88	26.92	68.6	31.9	122.4	121.8	-0.3	68.1

Current Month - November 2020 vs November 2019												
	Occ %		ADR		RevPAR		Percent Change from November 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	16.4	32.8	103.13	108.50	16.90	35.61	-50.1	-5.0	-52.5	-53.9	-2.9	-51.5
York Co+	29.1	47.9	104.88	120.28	30.53	57.58	-39.2	-12.8	-47.0	-47.0	0.0	-39.2
City of Williamsburg+	28.5	48.7	103.17	127.70	29.37	62.24	-41.6	-19.2	-52.8	-58.6	-12.2	-48.7
Historic Triangle+	25.3	44.1	103.94	120.75	26.35	53.21	-42.5	-13.9	-50.5	-53.0	-5.1	-45.4
Southern York County+	54.5	63.9	74.74	82.06	40.70	52.43	-14.8	-8.9	-22.4	-22.4	0.0	-14.8
Total+	26.5	44.8	101.48	118.59	26.94	53.18	-40.8	-14.4	-49.3	-51.8	-4.9	-43.7

Smith Travel Research Report: YTD


Year to Date - November 2021 vs November 2020												
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	35.1	18.1	140.94	98.22	49.48	17.78	94.0	43.5	178.3	191.6	4.8	103.2
York Co+	48.6	29.4	139.71	95.84	67.90	28.15	65.4	45.8	141.2	157.5	6.8	76.7
City of Williamsburg+	49.1	27.2	133.83	91.98	65.65	25.01	80.4	45.5	162.5	157.7	-1.8	77.1
Historic Triangle+	45.0	25.5	137.91	94.90	62.06	24.24	76.2	45.3	156.0	164.4	3.3	82.0
Southern York County+	71.3	51.4	96.65	76.53	68.91	39.32	38.8	26.3	75.3	75.3	0.0	38.8
Total+	46.1	26.6	135.28	93.40	62.34	24.88	73.0	44.8	150.5	158.4	3.2	78.4

Year to Date - November 2020 vs November 2019												
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	18.1	42.6	98.24	122.07	17.77	52.04	-57.6	-19.5	-65.8	-68.7	-8.2	-61.1
York Co+	29.4	53.9	95.90	126.82	28.22	68.32	-45.4	-24.4	-58.7	-61.3	-6.4	-48.8
City of Williamsburg+	27.2	54.1	92.08	123.66	25.01	66.88	-49.8	-25.5	-62.6	-66.6	-10.6	-55.1
Historic Triangle+	25.6	50.9	94.97	124.56	24.27	63.37	-49.8	-23.8	-61.7	-64.9	-8.3	-54.0
Southern York County+	51.4	72.3	76.53	87.21	39.32	63.07	-29.0	-12.2	-37.7	-37.7	0.0	-29.0
Total+	26.6	51.7	93.47	122.52	24.91	63.36	-48.5	-23.7	-60.7	-63.8	-8.0	-52.6

2021 Campaign Performance

2021 Digital Advertising Performance

13% increase
vs. 2020


440MM+ digital
impressions

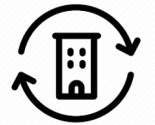

9.6% Paid Search
CTR

28% increase YOY
in paid search conversion

Ad Attribution
10K Bookings*
\$4MM+ Revenue*

2.8+MM
Site Sessions

140% increase vs. 2020 bookings
180% increase vs. 2020 revenue

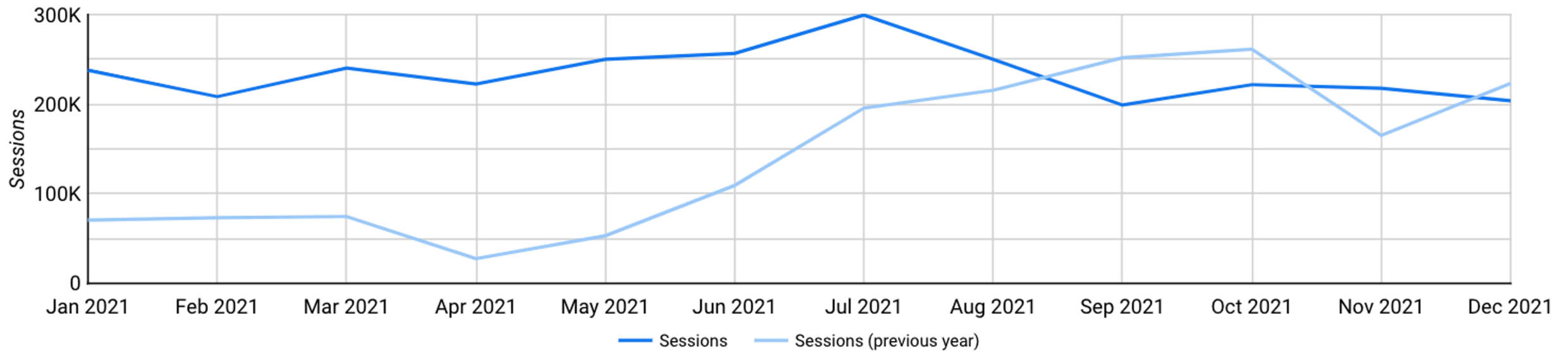


69.7% increase vs. 2020

*Among consumers exposed to digital advertising. Source: Adara impact

2021 Web Performance

Site traffic up 69% overall, top markets remain steady



The WilliamsBLOG: 2021 vs. 2020 Performance



Sessions up
453%



of users up
194%



New user sessions up
15%



Avg. time on page up
9%

Top 2021 Blog Posts:

Page	Pageviews
/blog/7-things-to-do-for-first-time-visitors-to-williamsburg	168,970
/blog/learn-your-own-pace-williamsburg-cradle-us-history	77,135
/blog/10-great-free-things-to-do-in-greater-williamsburg	63,400
/blog/7-charming-date-ideas-williamsburg	46,579
/blog/8-cozy-things-to-do-williamsburg	39,518
/blog/dogs-day-out-williamsburg	27,627
/blog/romantic-weekend-getaway-williamsburg	24,693
/blog/7-reasons-why-williamsburg-great-families	19,318
/blog/why-you-should-celebrate-holidays-williamsburg	17,766
/blog/how-eat-and-drink-your-way-through-williamsburg	17,464



15 Ideas for a Long Weekend Getaway With Your Kids

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The Most Instagrammable Dishes and Drinks in Williamsburg

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Williamsburg's Holiday Gift Guide

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Williamsburg's Vegetarian Roundup

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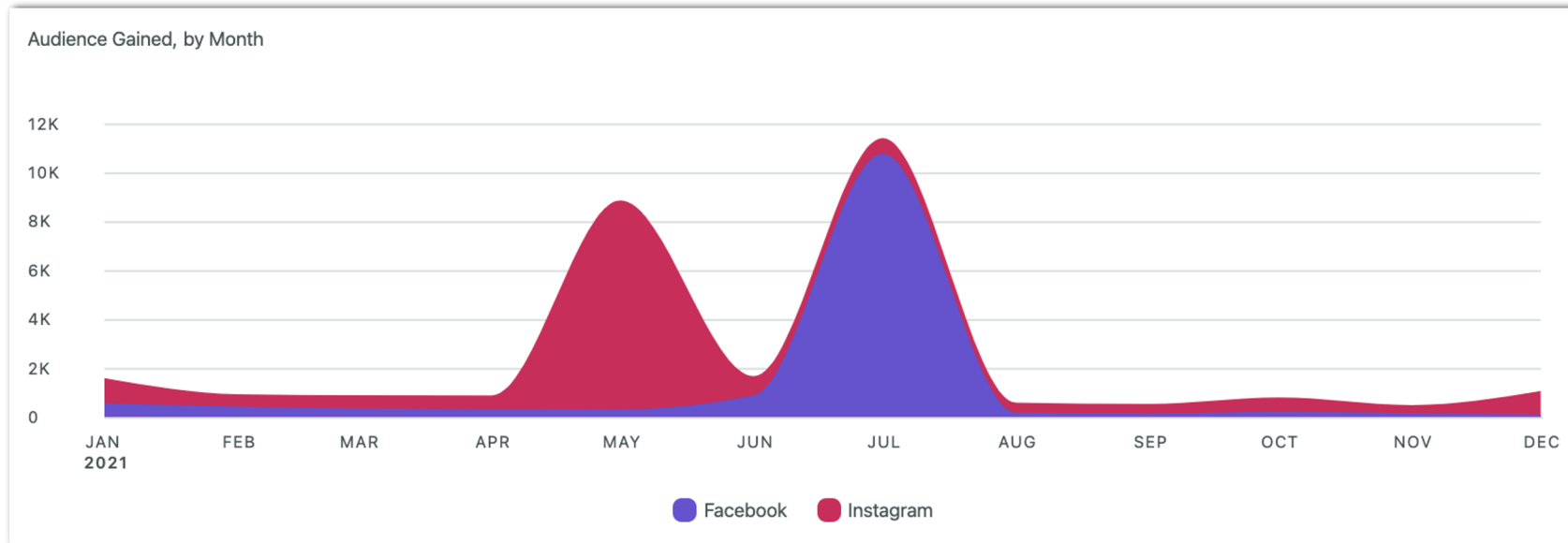
Influencer Marketing Program Overview

- In 2021, **21 influencers hosted**; created content across their social channels and for *The WilliamsBLOG*
- **More than 100 businesses and attractions featured** in influencer content
- Influencer partners have garnered **more than 47.3M impressions and more than 3M engagements** on their social posts tied to the destination (since the introduction of our program in July 2020)
- Visit Williamsburg has **gained a total of 18.2K followers on Instagram** since July 2020, which represents a 77.2% increase (compared 1/14/19 to 6/30/20)
- **17.8K website sessions** (to VisitWilliamsburg.com) driven by influencer marketing efforts since July 2020
 - **89.7% of those are first-time visitors to the site**, expanding awareness beyond those who may already frequent the area



2021 Social Media Audience Growth

Visit Williamsburg's overall social media audience increased to 114,695 in 2021



Notable year-over-year increases

22,908

New social media
followers



317%

Increase compared
to 2020 growth rate

15,344

New Instagram
followers



220%

Increase compared
to 2020 growth rate

14,279

New Facebook
followers



333%

Increase compared
to 2020 growth rate

Welcome Email Performance

Launched in July 2021, the new welcome email campaign deploys within one week of sign-up, effectively engaging new subscribers early and driving them back to the website for trip inspiration.

Over 2.4k

New subscribers since July

 **23.6%**

Welcome Email Open Rate (55.6%)
vs. 2021 Averages (45.0%)

 **40.3%**

Welcome Email Click Rate (22.3%)
vs. 2021 Averages (15.9%)

03:38

Avg. Session Duration on WTC site
vs. 2021 averages (01:29)

Consumer Welcome Email

	Date ▾	Audience	Subject line	Delivered	Delivered%	Open %	Click%	Unsub %
19.	Aug 10, 2021	Consumer (web opt ins (8/2/21 to 8/8/21))	Thank you for your interest!	131	93.6%	57.3%	22.1%	0.76%
20.	Aug 3, 2021	Consumer (web opt ins (7/26/21 to 8/1/21))	Thank you for your interest!	122	97.6%	63.1%	30.3%	0.00%
21.	Jul 27, 2021	Consumer (web opt ins (7/19/21 to 7/25/21))	Thank you for your interest!	134	100.0%	57.5%	22.4%	0.00%
22.	Jul 20, 2021	Consumer (web opt ins (7/12/21 to 7/18/21))	Thank you for your interest!	150	96.8%	61.3%	28.7%	0.00%
23.	Jul 13, 2021	Consumer (web opt ins (6/21/21 to 7/11/21))	Thank you for your interest!	439	97.8%	47.6%	17.8%	0.23%
			Grand total	2,451	97.4%	55.6%	22.3%	0.66%



**Travel Weekly - Magellan
Destination Marketing - Campaign - Advertising/Marketing
GOLD—"Life. At Your Pace."**

**Travel Weekly - Magellan
Destinations - Overall - Blog
SILVER—*The WilliamsBLOG***

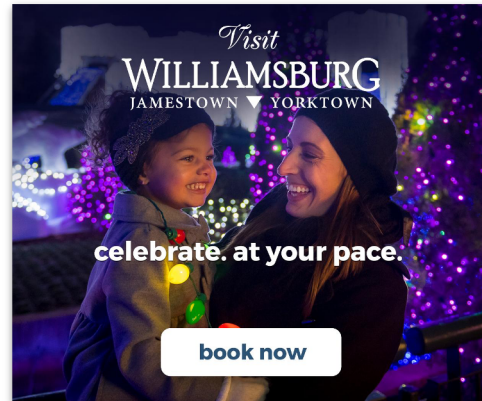
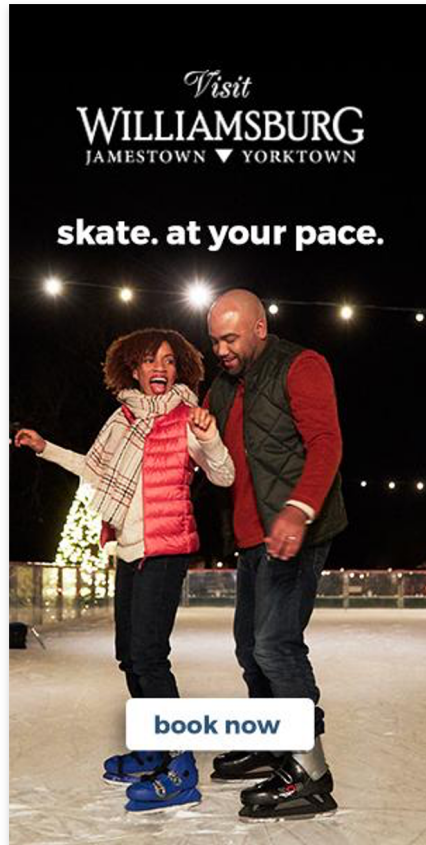
**Expedia – Etsy
*Best Content Marketing Program – Large Budget***

**Virginia PRSA – Commonwealth Award
Reputation and Brand Marketing – "Life. At Your Pace."**

**Virginia PRSA – Capital Awards
Blogs – *The WilliamsBLOG*
Sponsored Content – *National Geographic Partnership*
Influencer Marketing**

November-December Campaign Performance

2021 Holiday Creative (Live November/December)



November/December Digital Advertising Performance

December saw the highest ad-attributed conversion rates of 2021

74MM

impressions served across display
and paid social



60%

Visit Williamsburg display CTR (.16%)
vs. industry standard (.10%)



4.6%

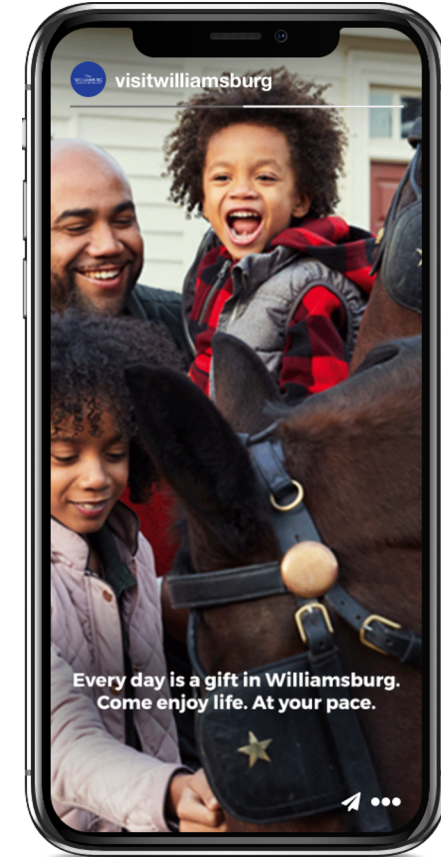
Booking conversion rate for December
was highest of the entire year



\$271K

Ad-Attributed Hotel Booking Revenue

Up 55% vs. Nov/Dec 2020



Influencer Partnership Spotlight: Tori Roloff

Tori Roloff, co-star of TLC's *Little People, Big World*

December 12-15, 2021

Joined by husband and two children to showcase the beauty of the area during the holidays, family-friendly activities and attractions

- 2.4 million social media impressions (two posts)
- 273,791 engagements
- Extensive “bonus” PR coverage
- ~600 new social media followers for @visitwilliamsburg
- Over 2,000 web site visits, of which 85% were first time visitors



Trip coverage
from over 15
media outlets,
including:

People

Us WEEKLY

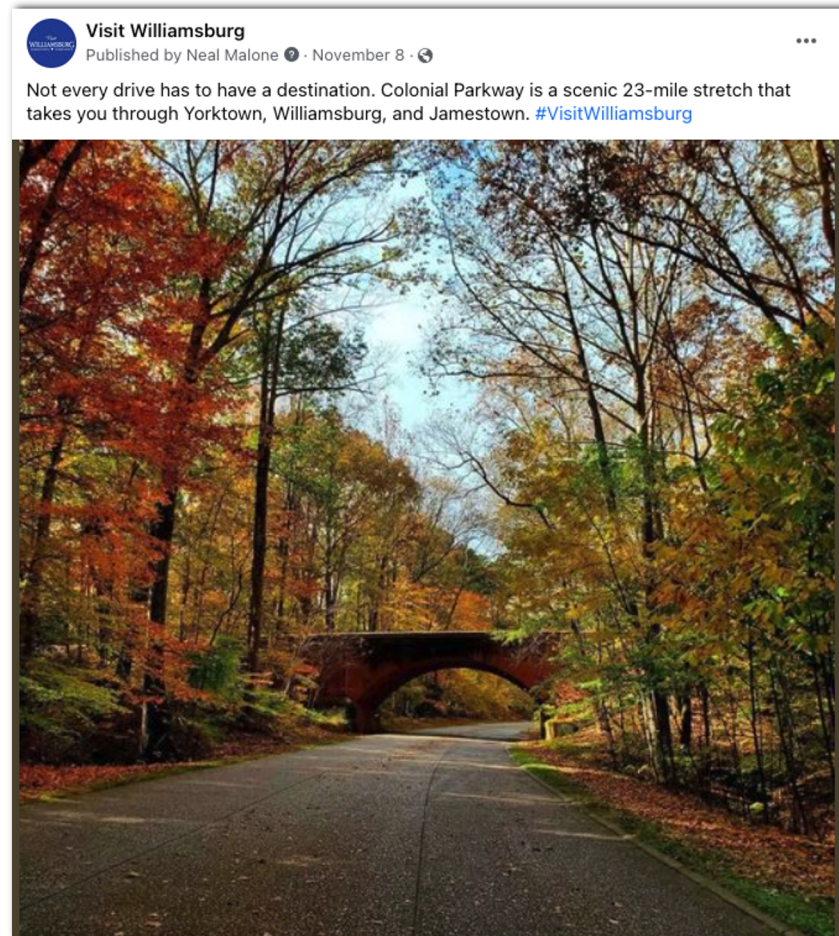
msn

inTouch

THE Sun

heavy.

November/December Social Media - Top Facebook Posts



Engagement Rate: 9.7%

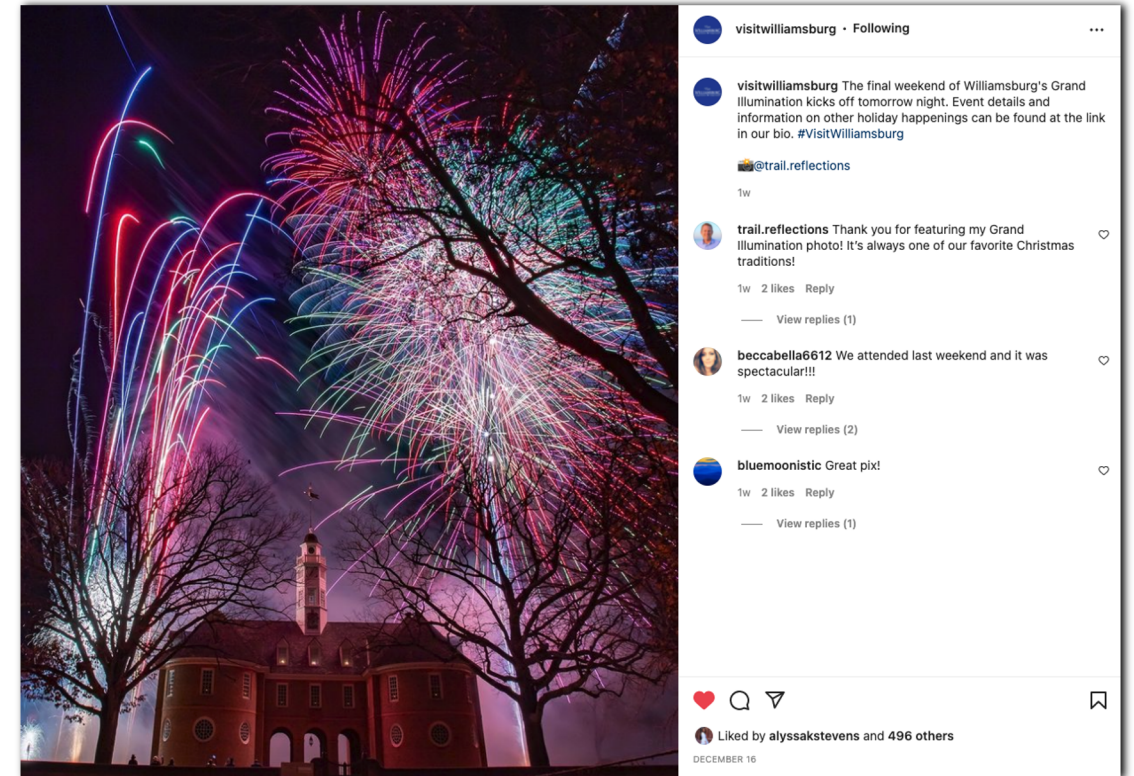


Engagement Rate: 6.7%

November/December Social Media - Top Instagram Posts



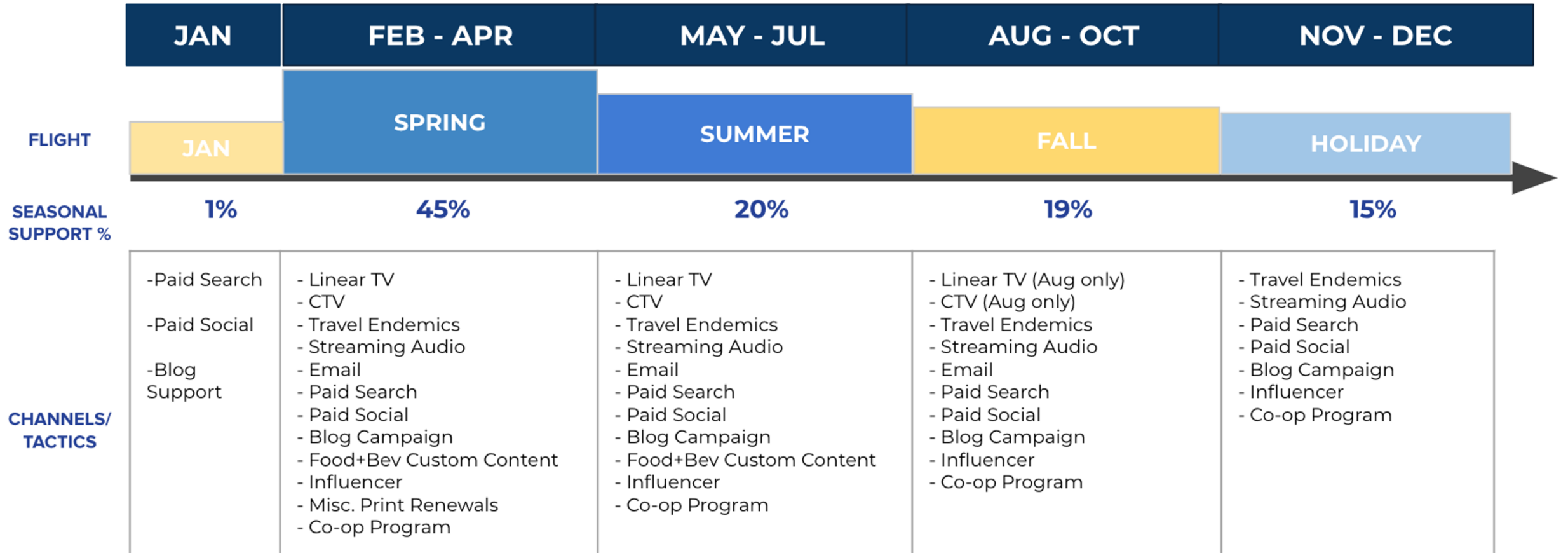
Engagement Rate: 9.6%



Engagement Rate: 8.5%

2022 Campaign

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

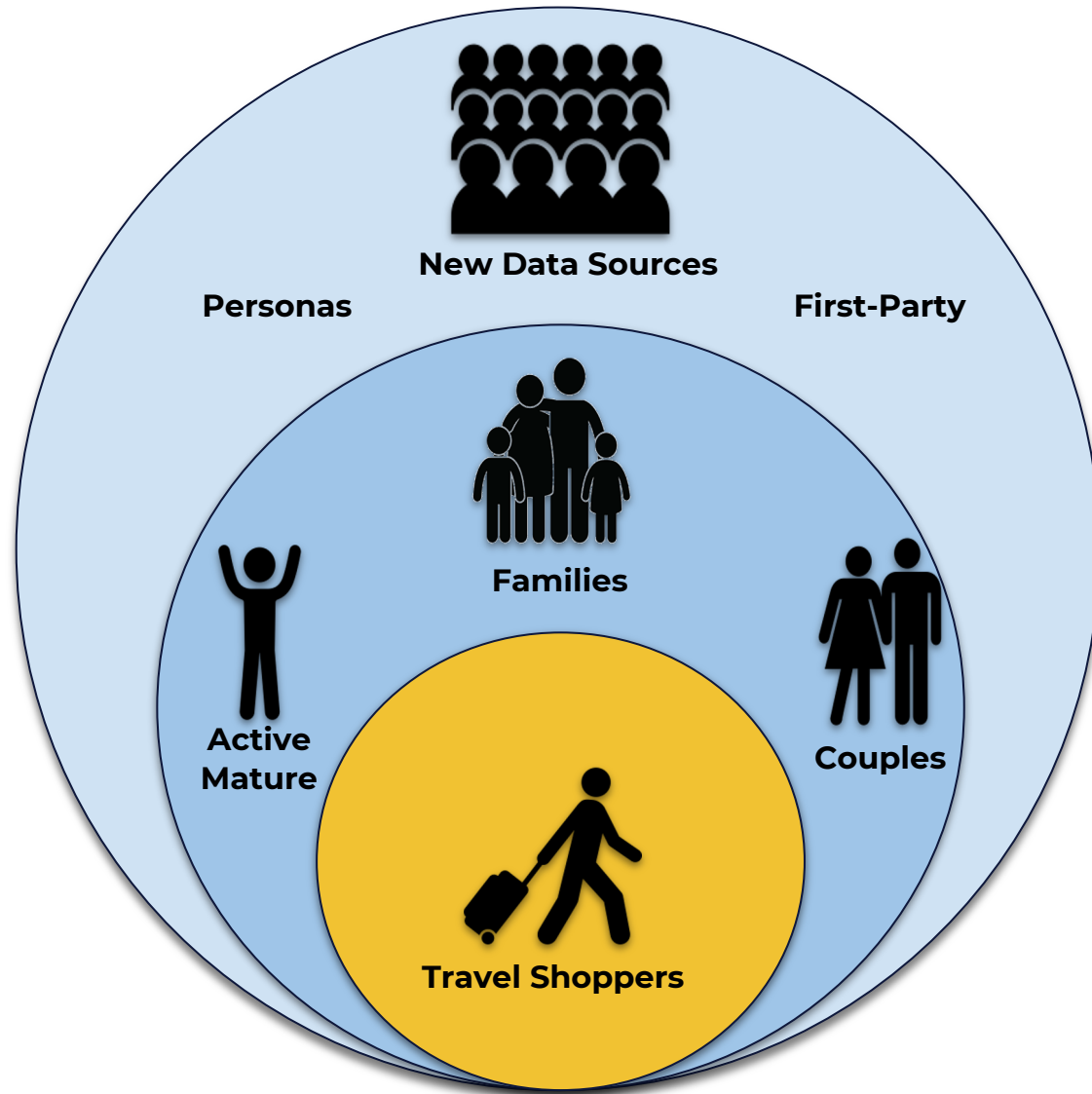
EXPANSION in 2020/21

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

LAUNCH in 2022

- Boston, MA

Audience Segmentation



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

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

Annual Budget

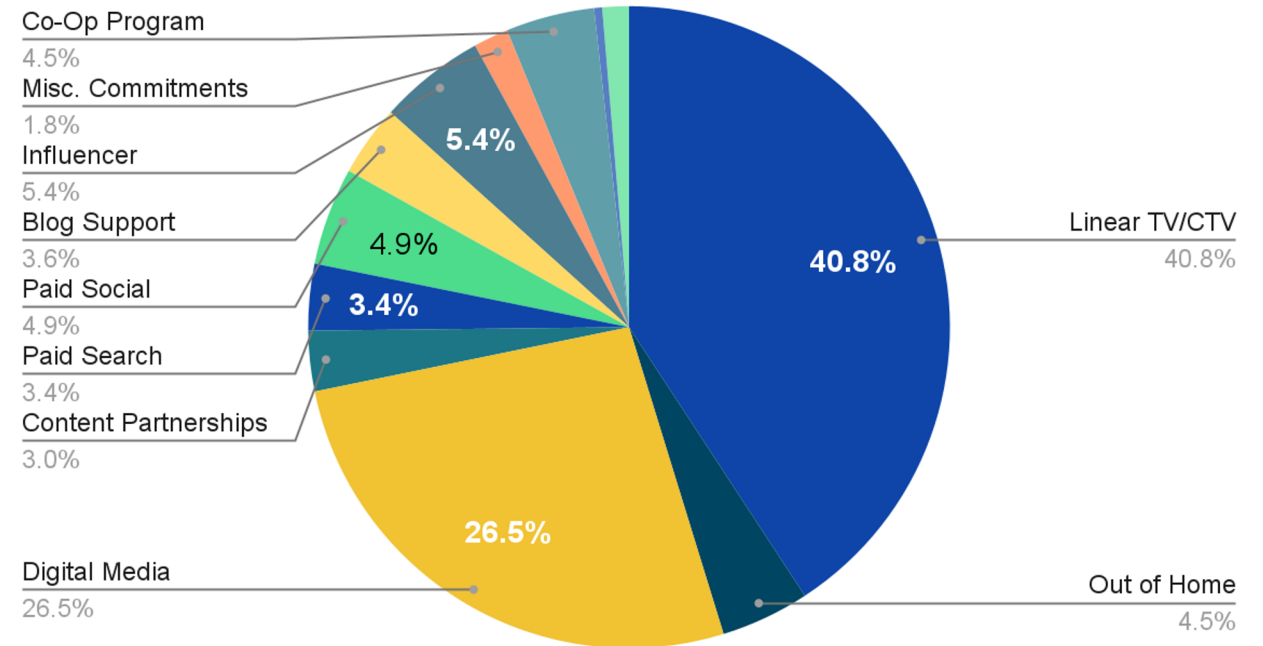
Approach:

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

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

Total Budget: \$11,200,000

2022 Reach Budget Breakout



Public Relations

November – December

Global Impressions

738.9 Million

19

Placements

*YoY 2020 – 2.9 Billion Impressions & 55 Placements

Key Media Placements | November 1 – December 28, 2021



“Here’s Why Williamsburg, Virginia Is One Of The Best Places to Be For Christmas”

-Gabriel Kirellos

“How to celebrate the holidays in Williamsburg, Virginia”

-Dave Stamboulis



“8 Quaint Virginia Towns That Could Star In A Hallmark Christmas Movie”

—Robin O’Neal-Smith



Key Media Placements | November – December

WASHINGTONIAN

THINGS TO DO | TRAVEL

6 Festive Holiday Destinations Within an Easy Drive of DC

Where to find holiday markets, parades, caroling, Santas, and more.

WRITTEN BY SHERRI DALPHONSE AND ANNA SPIEGEL PUBLISHED ON NOVEMBER 29, 2021



Williamsburg. Photograph Courtesy of Williamsburg, Virginia.

Williamsburg. Photograph Courtesy of Williamsburg, Virginia.

Williamsburg, Virginia

'Tis the season at Colonial Williamsburg to find Father Christmas strolling Merchants Square and carolers' voices in the air. The historic district's most celebrated annual holiday event, Grand Illumination, was canceled last year due to Covid but is back with a bang: The usual one-night event now stretches to six (the first three Friday and Saturday nights of December).

womans day

40 Best Christmas Towns That'll Instantly Transport You to the North Pole

Pictures of these stunning Christmas towns will instantly put you in the holiday spirit. BY CHRISTY PIÑA AND ALESANDRA DUBIN



COURTESY

29

WILLIAMSBURG, VIRGINIA

Williamsburg's numerous historical and Christmasy events make it another great place for history buffs to visit this holiday season. The Jamestown Settlement and the American Revolution Museum at Yorktown host Christmastide, an exhibit that recalls 17th- and 18th-century winter and holiday traditions through special programs. Consider taking a trip to Colonial Williamsburg for its Christmas traditions, like listening to Fife and Drum corps make their way down Duke of Gloucester Street. And you can always visit Busch Gardens, the Virginia-themed amusement park that turns into a Christmas town during the holidays.

MIDWESTERN TRAVELER

Home » Family Fun » A Step Back in Time

A Step Back in Time

Where to find holiday markets, parades, caroling, Santas, and more.



Williamsburg, Virginia, gives visitors a chance to enjoy history, recreation and pancakes

By Joseph Frye

Located on the Virginia Peninsula, in between the York and James rivers, Williamsburg, Virginia is a popular destination for many travelers looking to see this city that is an integral part of American History. Today, the city offers more than history, providing visitors with a variety of activities to enjoy on their trip to the former capital of the Colony of Virginia.

The mainstay of any trip to Williamsburg is the widely celebrated Colonial Williamsburg. Deemed a "living-history museum," the city's historical center underwent a reconstruction in the 20th century at the hands of The Rev. W.A.R. Goodwin, with help from the Rockefeller Family. Today, actors dressed in revolution-era clothing walk visitors through tasks such as apothecary and tin work along with others that were common in the 17th and 18th centuries. Visitors can tour the reconstructed Capitol, built after the original burned in 1747 and the second suffered

Sales

Trade Shows, Events, Sites

DATE	CONFERENCES, SITE VISITS, MEETINGS	LOCATION
November 8-11, 2021	National Tour Association (NTA)	Virtual
November 18, 2021	Site Visit with Bill Shea with Turner Tanker Association	Williamsburg, Virginia
November 20-22, 2021	Site Visit with Sara <u>Kilkenny</u> with School Nutrition Association	Williamsburg, Virginia
November 28-December 1, 2021	Connect DC (Medical and Association)	Washington, D.C
December 1-2, 2021	Capital Region USA (CRUSA) - Global Marketing Forum	Washington, D.C
December 27-29, 2021	Site visit with Brett Sterenson with Hotel Lobbyist	Williamsburg, Virginia
January 8-11, 2022	American Bus Association (ABA) Marketplace	Grapevine, Texas

Sales Leads: November-January

ISSUE DATE	LEAD	ROOM NIGHTS
November 9, 2021	Virginia Youth Soccer Association	1250
November 9, 2021	Educational Discovery Tours	62
November 10, 2021	Golf Course Builders Association of America	150
November 18, 2021	National Softball Association B & C World Series	2100
November 30, 2021	Controlled Environment Testing Association	912
December 1, 2021	Dress Rehearsal Events & Rentals	150
December 1, 2021	Parker Family Reunion	20
December 7, 2021	AZ Retirees	100
December 9, 2021	Capital District Kiwanis – 2023	175
December 9, 2021	Capital District Kiwanis – 2024	175
December 9, 2021	The ESOP Association	33
December 10, 2021	American Bar Association	28
December 14, 2021	Mark the Hotel Guy	86

Sales Leads: November-December

ISSUE DATE	LEAD	ROOM NIGHTS
December 15, 2021	Hansborough/Tripplert Family Reunion	200
December 16, 2021	Home Educators Association of Virginia	64
December 16, 2021	Institute of Makers Explosives	332
December 22, 2021	Army Strong Bonds	34
December 29, 2021	Virginia National Guard	813

Service Leads: November-December

ISSUE DATE	LEAD	SERVICE
November 30, 2021	Supreme Court of North Carolina	Transportation
December 1, 2021	Dress Rehearsal Events & Rentals	Meeting Space
December 22, 2021	Newport News Public Schools	Meeting Space

Confirmed Bookings

ARRIVAL DATE	BOOKING	PROPERTY
May 3-5, 2022	Mid-Atlantic Tours & Receptive Services - Student Group	Holiday Inn Express
July 26-28, 2022	American Bar Association	Williamsburg Inn
November 2-7, 2021	Williamsburg Symphony Orchestra	Days Inn
December 3-5, 2021	Williamsburg Symphony Orchestra	Days Inn
December 4, 2021	Bollman Charter	Golden Coral - Lunch
August 1, 2022	Supreme Court of North Carolina	Jamestown Settlement - Dinner
August 3, 2022	Supreme Court of North Carolina	American Revolution Museum in Yorktown - Dinner
February 26, 2022	Immanuel Baptist Church	Various Outlets - Day Trip
March 31-April 1, 2022	Mark the Hotel Guy	Wyndham Garden Williamsburg





Future Trade Shows and Events

DATE	UPCOMING SHOWS	LOCATION
February 1-3, 2022	Religious Conference Management Association (RCMA) EMERGE	Sacramento, California
February 13-15, 2022	Southeastern Tourism Society (STS) Domestic Showcase	Virginia Beach, Virginia
March 21-23, 2022	Pennsylvania Bus Association (PBA) Marketplace	Williamsport, Pennsylvania
April 12-14, 2022	African American Travel Conference	Topeka, Kansas



2022 Sales Plan

	sports	s.m.e.r.f.	group tour	international
what	<ul style="list-style-type: none"> Youth and amateur sports tournaments and events Niche, e-sport and non-traditional sporting venues Regional and national tournaments and championships 	<ul style="list-style-type: none"> Social (weddings, civic/professional, charity, holiday, small interest events/meetings) Military (meetings, reunions, training, education, overflow/transfer housing) Education (local/state/national knowledge sharing, problem solving, training, etc.) Religious (local/regional/national faith-focused gatherings) Fraternal (Rotary, Lions, Kiwanis, Greek Letter organizations) 	<ul style="list-style-type: none"> Broad category including both student and adult segments Group Tour selections typically lean towards moderate-to-midscale properties Tour groups often center around common interests (E.g., heritage & history, performance, education, culinary, adventure/recreation, etc.) Good fit for destination inventory 	<ul style="list-style-type: none"> International origin markets comprised of multiple market segments <ul style="list-style-type: none"> FIT (Foreign/Free Independent Traveler) M.I.C.E.
why	<ul style="list-style-type: none"> Fastest-growing industry segment; projected to quadruple by 2030 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 	<ul style="list-style-type: none"> Location and historical significance/symbolism makes Williamsburg an attractive selection Typically book far in advance (1-2 years) Aggregately covers all seasons 	<ul style="list-style-type: none"> Multigenerational opportunities Niche groups returning 15 million+ annual room nights globally \$19 billion+ annual economic impact (global) High turnover 	<ul style="list-style-type: none"> Growth opportunity Book further in advance, with longer stays and higher spending Anxious to return to travel
sales activities	<ul style="list-style-type: none"> Client events, marketing programs, sponsorships Tradeshows <ul style="list-style-type: none"> Sports ETA: 5/2-5/5 Connect Sports: 8/8-8/10 TEAMS: 10/10-10/13 Sports Congress: TBD National Softball Association (NSA): TBD 	<ul style="list-style-type: none"> Client events, fairshare/co-ops, sales calls, sponsorships Tradeshows <ul style="list-style-type: none"> Religious Conference Management Association (RCMA) Emerge: 2/1-2/3 Society of Government Meeting Professionals (SGMP) Chapter: 3/1-3/2 Connect Specialty: 5/22-5/24 	<ul style="list-style-type: none"> Client events, sales calls, fairshare/co-ops, sponsorships, educational seminars, and networking events Southeast Tourism Society (STS) FAM: 2/11-2/12 Student & Youth Travel Association (SYTA) FAM: August Tradeshows <ul style="list-style-type: none"> American Bus Association (ABA): 1/8-1/11 STS Domestic Showcase: 2/13-2/15 Virginia Motorcoach Association (VMA) Regional Meeting: 8/23-8/26 National Tour Association (NTA): 11/13-11/19 	<ul style="list-style-type: none"> Tradeshows <ul style="list-style-type: none"> IPW: 6/4-6/8 Capital Region USA (CRUSA) Marketplace: TBD CRUSA Global Forum: TBD Travel South Showcase: TBD
memberships	<ul style="list-style-type: none"> Sports ETA PlayEasy 	<ul style="list-style-type: none"> RCMA SGMP Military Reunion Network 	<ul style="list-style-type: none"> SYTA NTA ABA VA, NC, MD, and PA Motorcoach Associations 	<ul style="list-style-type: none"> CRUSA International Inbound Travel Association

	 m.i.c.e.	 diversity and inclusivity	 association	 corporate
what	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • Diversity acknowledges human differences • Inclusivity recognizes inherent worth and dignity of all people • Diversity & Inclusivity (D&I) adds value to communities, often incorporating service projects and events when meeting 	<ul style="list-style-type: none"> • Associations represent a significant portion of meetings and conventions industry • Comprised of professions, industries, causes, education, and professional development 	<ul style="list-style-type: none"> • Companies tasked with a multitude of reasons to convene • Employees of one organization (or field) meet for a common goal/purpose
why	<ul style="list-style-type: none"> • Planned far in advance (12+ months) • Planners routinely source events through DMOs and CVBs • Multiyear options • International programs • Firm budgets 	<ul style="list-style-type: none"> • 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 has been under solicited in destination (room for growth) 	<ul style="list-style-type: none"> • High concentration of regional associations in Richmond • High association presence in nearby Washington D.C. • U.S. associations employ over 1.8 million people <ul style="list-style-type: none"> • Accounting for more than \$250 billion in annual meeting attendee revenue 	<ul style="list-style-type: none"> • Amazon to invest \$2.5B to build their East Coast headquarters in Virginia • 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, shipping, metals, mills, and mining have strong presence in VA <ul style="list-style-type: none"> • 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 • Eleven Fortune 1000 companies located within 60 minutes of Williamsburg
sales activities	<ul style="list-style-type: none"> • Client events, sales calls, fairshare/co-ops • Tradeshows <ul style="list-style-type: none"> • Meeting Planners International (MPI) Virginia Annual Conference: 7/31 • Small Market Meetings Conference: 10/2-10/4 	<ul style="list-style-type: none"> • Client FAM(s) • Tradeshows <ul style="list-style-type: none"> • Connect Specialty: 8/8-8/10 • African American Travel Conference: 4/12-4/14 	<ul style="list-style-type: none"> • Client events for regional association management firms, sales calls, fairshare/co-ops • Tradeshows <ul style="list-style-type: none"> • Virginia Society of Association Executives (VSAE) Annual Conference: 5/1-5/3 • VSAE Fall Conference and Exhibit: 10/5-10/6 • Connect Association: TBD 	<ul style="list-style-type: none"> • Client events, sales calls, fairshare/co-ops • Tradeshows <ul style="list-style-type: none"> • MPI Annual Conference: 7/31 • Small Market Meetings Conference: 10/2-10/4
memberships	<ul style="list-style-type: none"> • MPI • HelmsBriscoe • ConventionPlanit 	<ul style="list-style-type: none"> • LGBT Meeting Professionals Association • National Coalition of Black Meeting Professionals 	<ul style="list-style-type: none"> • Independent Meeting Planners of Greater Washington • VSAE • Association Executives of North Carolina 	<ul style="list-style-type: none"> • MPI • HelmsBriscoe • ConventionPlanit

Old & New Business

Closed Session

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

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

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

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

Return from Closed Session

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

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

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

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

Adjourn

Next Meeting: March 15, 2022