

# Williamsburg Tourism Council

Tuesday, January 19, 2021

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Virtual Meeting

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

# Roll Call

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## Voting

James City County  
Colonial Williamsburg

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

Ruth Larson, Chair/Treasurer  
Cliff Fleet, Vice Chair

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

## Ex Officio

GWCTA  
Virginia Tourism Corporation

Cheri Green  
Rita McClenny

# Public Comment

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

# U.S. Travel Association

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COVID-19 Briefing

Erik Hansen – Senior Vice President, Government Relations

# Virginia Tourism Corporation

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Rita McClenny, President & CEO

# Approve Minutes

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November 17, 2020

# Voting

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Colonial Williamsburg

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# Chair Report

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By-Laws Adoption

Election of Officers

# By-Laws Adoption

# Voting

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# Election of Officers

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Neal Chalkley, Chair - Nominations Committee

# Voting

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Christy Coleman  
Michael Claar  
Chad Green

# Treasurer's Report

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Revenue/Expenses

Cash on Hand

Tax Revenue

January 1 – June 30 Budget

# November Revenue/Expenses

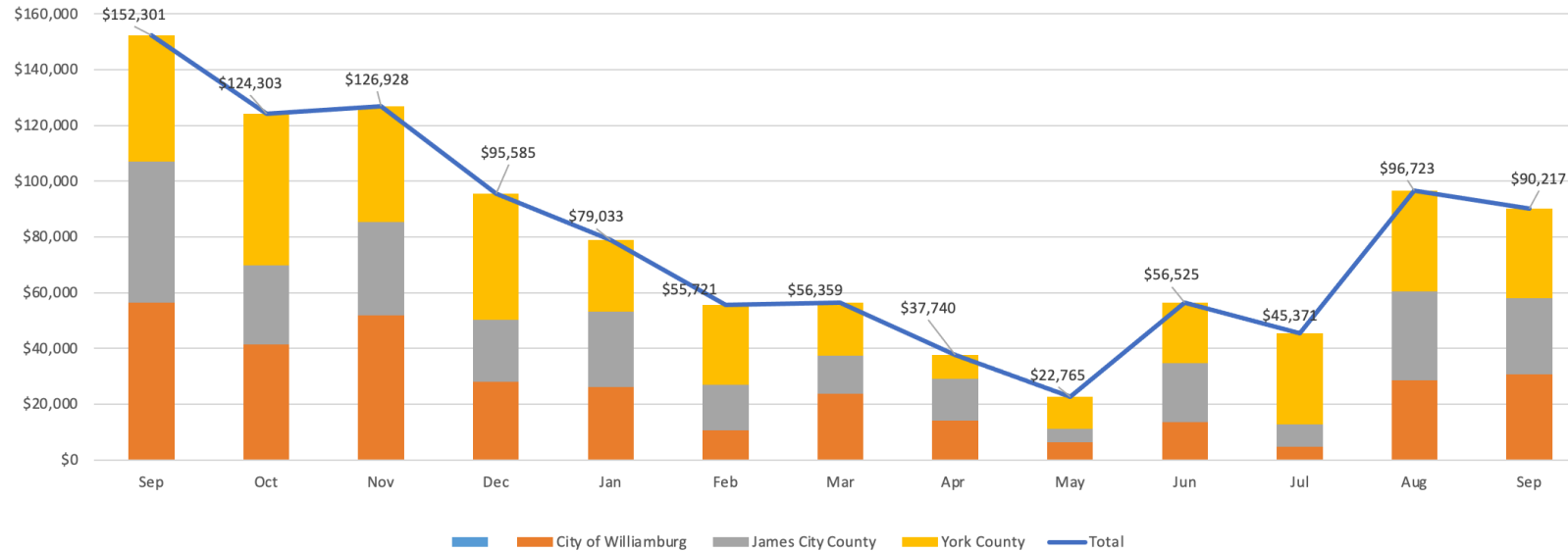
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	921,873	742,050	179,823
\$1 Transient Tax	90,217	127,500	(37,283)
Maintenance of Effort Funds	0	0	0
Other	10,222	4,000	6,222
<b>Total Revenue</b>	<b>1,022,312</b>	<b>873,550</b>	<b>148,762</b>
<b>EXPENSES</b>			
Destination Marketing	1,025,884	1,178,709	152,825
Other Sales & Marketing	5,325	23,851	18,526
Labor & Benefits	88,334	124,760	36,426
Admin	6,770	18,650	11,880
<b>Total Expenses</b>	<b>1,126,313</b>	<b>1,345,970</b>	<b>219,657</b>
<b>Net Revenue Expense by Month</b>	<b>(104,001)</b>	<b>(472,420)</b>	<b>368,419</b>

# November Cash on Hand

<b>Operating Cash</b>									
<b>Cash Balances</b>									
	Sep-20			Oct-20			Nov-20		
	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	\$ 509,738	\$ 512,594	\$ (2,856)	\$ 509,761	\$ 512,594	\$ (2,833)	\$ 509,780	\$ 512,594	\$ (2,814)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 8,773,415	\$ 2,997,577	\$ 5,775,838	\$ 9,454,565	\$ 2,997,577	\$ 6,456,988	\$ 9,709,971	\$ 2,997,577	\$ 6,712,394
<b>Total Cash on Hand</b>	<b>\$ 9,534,154</b>	<b>\$ 3,760,171</b>	<b>\$ 5,773,983</b>	<b>\$ 10,215,328</b>	<b>\$ 3,760,171</b>	<b>\$ 6,455,157</b>	<b>\$ 10,470,753</b>	<b>\$ 3,760,171</b>	<b>\$ 6,710,582</b>
<b>Key Sources of Funds</b>									
	Sep-20			Oct-20			Nov-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,413,312	\$ 850,550	\$ 562,762	\$ 986,272	\$ 931,450	\$ 54,822	\$ 1,012,090	\$ 869,550	\$ 142,540
<b>Total Gov't Sources</b>	<b>\$ 1,413,312</b>	<b>\$ 850,550</b>	<b>\$ 562,762</b>	<b>\$ 986,272</b>	<b>\$ 931,450</b>	<b>\$ 54,822</b>	<b>\$ 1,012,090</b>	<b>\$ 869,550</b>	<b>\$ 142,540</b>
<b>Interest Earned:</b>									
	Sep-20			Oct-20			Nov-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 21	\$ -	\$ 21	\$ 22	\$ -	\$ 22	\$ 19	\$ -	\$ 19
Ches Bank Money Market	\$ 889	\$ -	\$ 889	\$ 1,092	\$ -	\$ 1,092	\$ 1,092	\$ -	\$ 1,092
Ches Bank Checking	\$ 3,735	\$ 4,000	\$ (265)	\$ 4,003	\$ 4,000	\$ 3	\$ 3,865	\$ 4,000	\$ (135)
<b>Total Interest Earned</b>	<b>\$ 4,646</b>	<b>\$ 4,000</b>	<b>\$ 646</b>	<b>\$ 5,119</b>	<b>\$ 4,000</b>	<b>\$ 1,119</b>	<b>\$ 4,978</b>	<b>\$ 4,000</b>	<b>\$ 978</b>
<b>Product Development Reserves</b>									
<b>Cash Balances</b>									
	Sep-20			Oct-20			Nov-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: Reserves									
Ches Bank Money Market	\$ 2,491,168	\$ 2,042,000	\$ 449,168	\$ 2,492,260	\$ 2,042,000	\$ 450,260	\$ 2,790,585	\$ 2,042,000	\$ 748,585
<b>Total Cash on Hand</b>	<b>\$ 2,491,168</b>	<b>\$ 2,042,000</b>	<b>\$ 449,168</b>	<b>\$ 2,492,260</b>	<b>\$ 2,042,000</b>	<b>\$ 450,260</b>	<b>\$ 2,790,585</b>	<b>\$ 2,042,000</b>	<b>\$ 748,585</b>



# Transient Tax



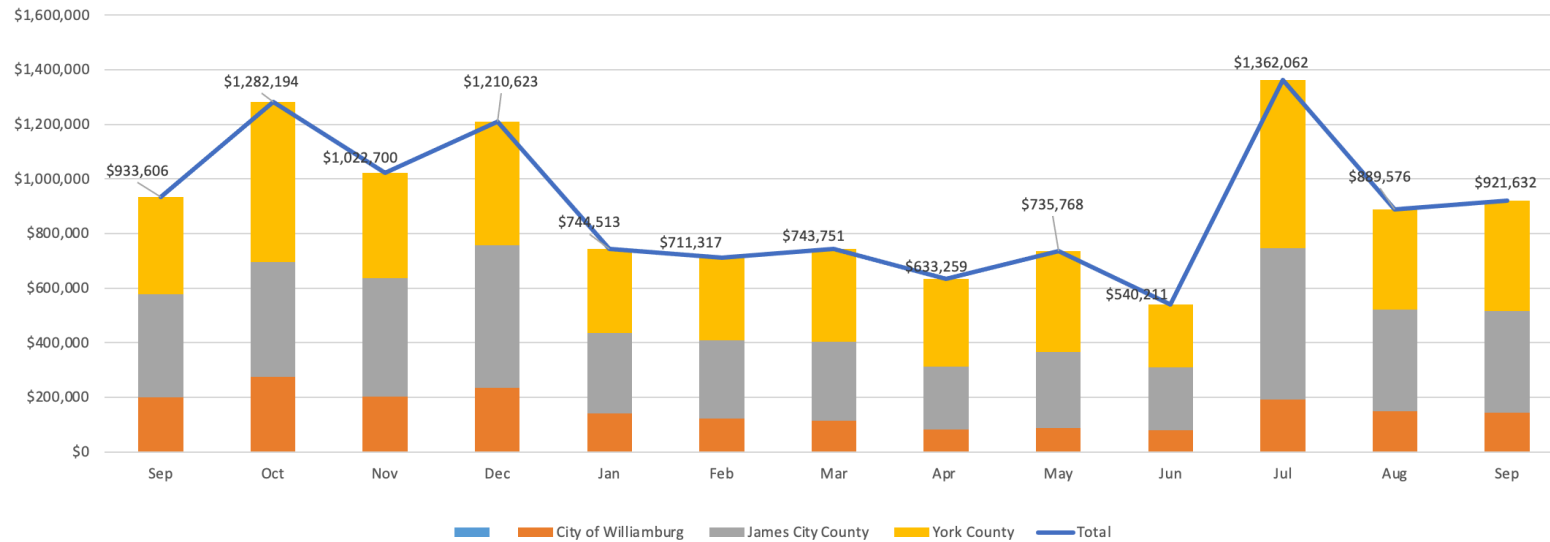
<b>FY2020 / 2021</b>	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
City of Williamsburg	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$28,608	\$30,678	\$280,233
James City County	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$31,805	\$27,300	\$248,568
York County	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$36,310	\$32,239	\$358,469
<b>Total</b>	<b>\$124,303</b>	<b>\$126,928</b>	<b>\$95,585</b>	<b>\$79,033</b>	<b>\$55,721</b>	<b>\$56,359</b>	<b>\$37,740</b>	<b>\$22,765</b>	<b>\$56,525</b>	<b>\$45,371</b>	<b>\$96,723</b>	<b>\$90,217</b>	<b>\$887,270</b>
<b>Calendar YTD Total</b>													<b>\$540,454</b>
<b>FY2019 / 2020</b>	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
City of Williamsburg	\$54,967	\$25,284	\$61,001	\$17,479	\$32,769	\$40,068	\$53,492	\$27,307	\$71,566	\$39,210	\$56,591	\$56,484	\$536,218
James City County	\$26,085	\$38,131	\$28,079	\$19,588	\$13,060	\$28,355	\$33,387	\$21,923	\$63,149	\$53,578	\$27,489	\$50,493	\$403,317
York County	\$47,656	\$45,768	\$52,214	\$28,784	\$28,946	\$46,806	\$57,331	\$53,537	\$60,611	\$71,838	\$69,804	\$45,324	\$608,619
<b>Total</b>	<b>\$128,708</b>	<b>\$109,183</b>	<b>\$141,294</b>	<b>\$65,851</b>	<b>\$74,775</b>	<b>\$115,229</b>	<b>\$144,210</b>	<b>\$102,767</b>	<b>\$195,326</b>	<b>\$164,626</b>	<b>\$153,884</b>	<b>\$152,301</b>	<b>\$1,548,154</b>
<b>Calendar YTD Total</b>													<b>\$1,168,969</b>

# Smith Travel Research Report: November 2020

	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
York Co+	42.5	63.2	74.52	83.04	31.70	52.47	-32.7	-10.3	-39.6	-39.6	0.0	-32.7
Historic Triangle+	26.3	45.1	102.56	119.55	27.01	53.94	-41.6	-14.2	-49.9	-52.5	-5.0	-44.6
Williamsburg/James City Co+	25.4	44.1	105.32	122.46	26.73	54.02	-42.5	-14.0	-50.5	-53.1	-5.3	-45.5
Eastern US+	40.3	63.4	93.27	131.78	37.63	83.61	-36.4	-29.2	-55.0	-56.2	-2.8	-38.2
Total U.S.	40.3	61.6	90.92	125.70	36.67	77.40	-34.5	-27.7	-52.6	-53.5	-1.9	-35.7
Virginia	41.1	60.0	80.50	106.37	33.08	63.84	-31.5	-24.3	-48.2	-48.5	-0.5	-31.9

	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
	50.0	71.5	77.60	87.14	38.80	62.30	-30.1	-10.9	-37.7	-37.7	0.0	-30.1
	26.8	52.0	94.07	123.00	25.24	63.94	-48.4	-23.5	-60.5	-63.8	-8.3	-52.7
	25.4	50.9	96.05	125.80	24.42	64.03	-50.1	-23.6	-61.9	-65.2	-8.8	-54.5
	44.1	67.8	108.21	137.07	47.77	92.98	-34.9	-21.1	-48.6	-50.9	-4.4	-37.8
	44.7	67.1	104.10	131.56	46.57	88.31	-33.3	-20.9	-47.3	-49.2	-3.8	-35.9
	43.9	65.6	90.23	113.84	39.58	74.69	-33.1	-20.7	-47.0	-48.3	-2.4	-34.7

# Sales Tax



<b>FY2020 / 2021</b>	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
City of Williamsburg	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$1,822,321
James City County	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$371,324	\$373,849	\$4,286,032
York County	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$368,354	\$404,705	\$4,689,253
<b>Total</b>	<b>\$1,282,194</b>	<b>\$1,022,700</b>	<b>\$1,210,623</b>	<b>\$744,513</b>	<b>\$711,317</b>	<b>\$743,751</b>	<b>\$633,259</b>	<b>\$735,768</b>	<b>\$540,211</b>	<b>\$1,362,062</b>	<b>\$889,576</b>	<b>\$921,632</b>	<b>\$10,797,606</b>
<b>Calendar YTD Total</b>													<b>\$7,282,089</b>

<b>FY2019 / 2020</b>	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
City of Williamsburg	\$193,208	\$174,634	\$199,174	\$138,630	\$116,084	\$145,405	\$197,571	\$185,578	\$120,983	\$197,252	\$216,633	\$199,081	\$2,012,986
James City County	\$390,212	\$400,715	\$470,804	\$275,144	\$270,843	\$383,647	\$429,350	\$403,258	\$431,841	\$429,912	\$462,044	\$378,848	\$4,662,279
York County	\$348,249	\$363,300	\$402,173	\$309,296	\$278,496	\$353,895	\$366,127	\$386,567	\$178,524	\$427,542	\$416,755	\$355,677	\$4,141,700
<b>Total</b>	<b>\$931,669</b>	<b>\$938,649</b>	<b>\$1,072,151</b>	<b>\$723,070</b>	<b>\$665,423</b>	<b>\$882,947</b>	<b>\$993,048</b>	<b>\$975,403</b>	<b>\$731,348</b>	<b>\$1,054,706</b>	<b>\$1,054,706</b>	<b>\$933,606</b>	<b>\$10,816,965</b>
<b>Calendar YTD Total</b>													<b>\$8,014,257</b>

# Closed Session

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*Pursuant to Va. Code Section 2.2-3711A.8 for consultation with retained legal counsel for advice regarding contractual rights and legal compliance matters.*

# Voting

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James City County  
Colonial Williamsburg

Busch Gardens  
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# Reconvene in Open Session

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

# Voting

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# Director's Report

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Public Body Compliance

Marketing & Communication Activities



# Public Body Compliance

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*“Staff has been directed to perform the necessary tasks to ensure compliance with the actions of a public body.”*

# Public Body Compliance

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Complete:

- Established separate financial entity/tax ID number
- Obtained directors and officers insurance
- Revised and adopted new by-laws
- Clarified financial auditing and oversight relationship with state government
- Opened new bank accounts
- Obtained separate payroll

# Public Body Compliance

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To be completed:

- Procure health/dental/vision benefits
- Procure retirement plan
- QuickBooks separation (\*pending 2020 starting balances)
- Obtain risk management insurance
- Lease
- Update MOU's with external organizations
- AG Opinion, re: Powers and Duties
- Compliance training for board and staff

# Marketing & Communication Activities

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*Personnel*

*Marketing/PR*

*Sales*

# Personnel

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*Thank You Mikey*

*Welcome Miranda*

*Administrative Assistant/Operations Manager*

*Sales/Service Coordinator*

# Marketing/PR

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*Holiday Campaign*

*The WilliamsBLOG*

*Shop/Dine Local*

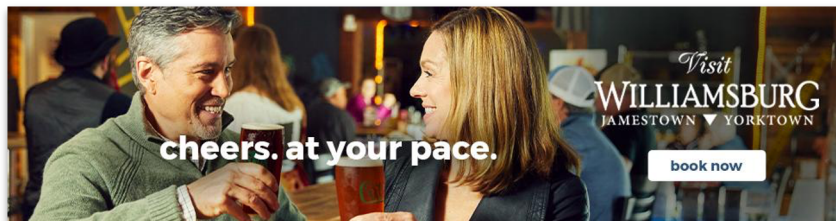
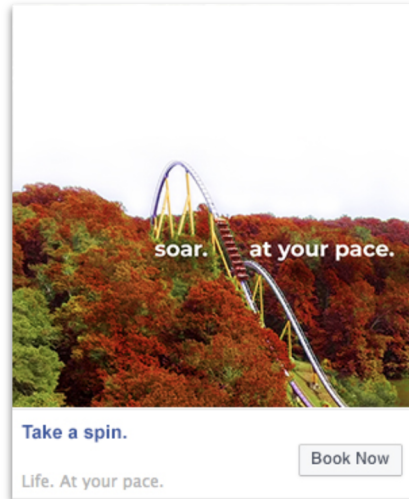
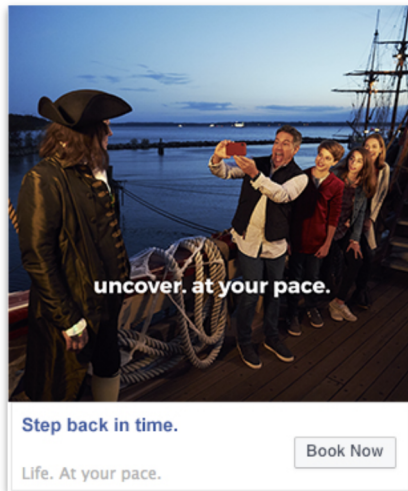
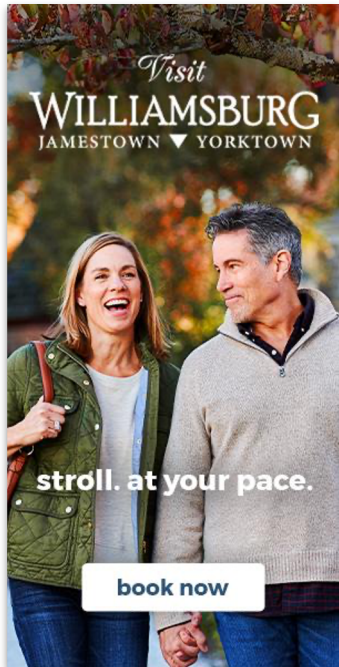
*Learn. At Your Pace.*

*2021 Media*

*Public Relations*

# November/December Overview

Over this period, fall and holiday advertising was active across broadcast and digital channels.



Visit Williamsburg  
Sponsored

The perfect holiday getaway is waiting in Williamsburg. Come eat, shop, play, and be merry – all at your pace.

Making memories

life. at your pace.

Learn More

Family fun awaits

life. at your pace.

Learn More

Quality time

life. at your pace.





Learn More

20 562 Comments 311 Shares

Like Comment Share

# November/December Advertising Performance

Despite market volatility and its negative impact on bookings, consumers were more engaged with the advertising than ever before and the media continued to drive site traffic increases YOY.

	<p>Message Engagement Peaked Across All Channels</p>	<ul style="list-style-type: none"> <li>• Display: .37% CTR (<b>up 37%</b> vs. 2020 average)</li> <li>• Social: .88% CTR (<b>up 11%</b> vs. 2020 average)</li> <li>• Search: 8.1% CTR (<b>an increase of 7%</b> vs. 2020 average)</li> </ul>
	<p>Hotel Bookings Remain Down YOY</p>	<ul style="list-style-type: none"> <li>• While bookings attributed to advertising had seen positive performance August-October, November hotel bookings were down 73%--aligning with spike in COVID and corresponding media coverage. Gap began to close again in December, which was down 46%.</li> </ul>
	<p>Advertising Drove Majority of Site Traffic</p>	<ul style="list-style-type: none"> <li>• Across November/December, web sessions were <b>up 4.7% YOY</b> — and <b>26% over second half of December</b></li> </ul>
	<p>Driving Awareness through New Site Visitors</p>	<ul style="list-style-type: none"> <li>• Visits from new users represented 81.5% of all sessions, a <b>10.0% YOY improvement</b>.</li> </ul>



# November/December Web Performance



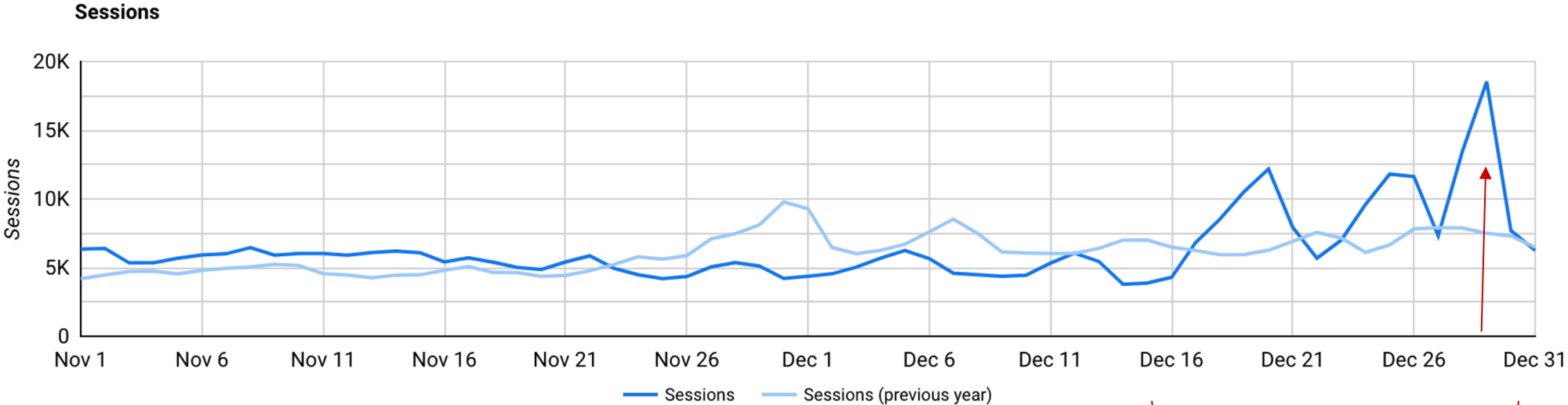
Sessions up 5% YOY



Users up 10% YOY



New users up 6% YOY



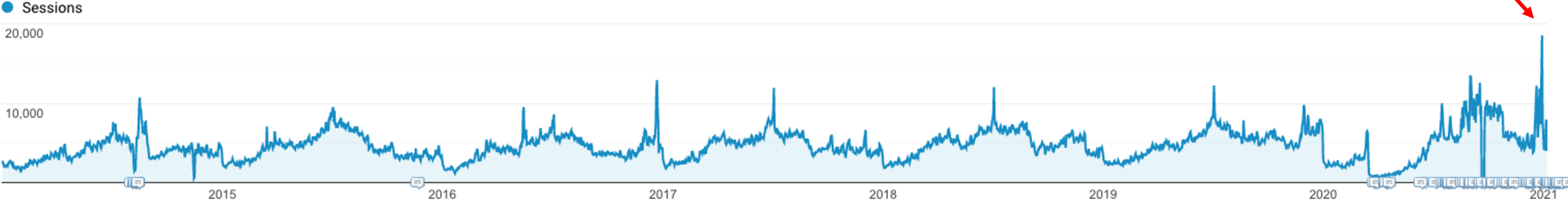
**Top DMAs (by site session):**

- Washington, DC (17.1%)
- Norfolk/Portsmouth/Newport News (16.4%)
- Philadelphia (8.7%)

Sessions decline in late November. Media budget increased in December, driving a YOY spike in sessions, including **all-time, single-day high** on Dec. 29

# November/December Web Performance

December 29 marked an all-time, single-day high for website sessions at 18,500



Traffic up 8% YOY since June 2020

# 2020 Web Performance



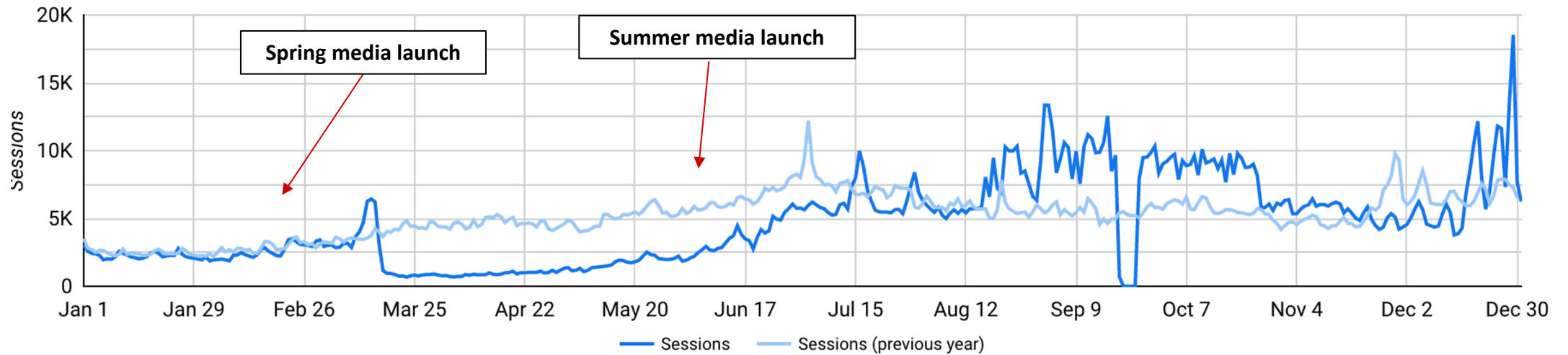
**Sessions down 9% YOY**  
Jan.-Dec.



**Time spent on site up 6% YOY**  
Jan.-Dec.



**New users up 5% YOY**  
Jan.-Dec.



## Top DMAs (by site session):

Washington, DC (15.3%)  
Norfolk/Portsmouth/Newport News (15.1%)  
Philadelphia (8.5%)

**Traffic up 8% YOY since June 2020**

# The WilliamsBLOG

[Click here](#) for a one-stop summary of COVID-19 safety precautions, business hours, and FAQs.



MENU

MEETINGS, GROUPS & SPORTS | MEDIA CENTER

SEARCH



THINGS TO DO ★ PLAN YOUR STAY ★ EXPLORE THE AREA ★ THE WILLIAMS BLOG

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JAMESTOWN ▼ YORKTOWN

SHARE  
THIS



★ THE WILLIAMS BLOG ★



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Williamsburg**

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**Outdoor Winter  
Experiences in  
Williamsburg – No Snow  
Required!**

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**Travel Safely in  
Williamsburg**

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Visit  
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JAMESTOWN ▼ YORKTOWN

# The WilliamsBLOG Paid Media Launch

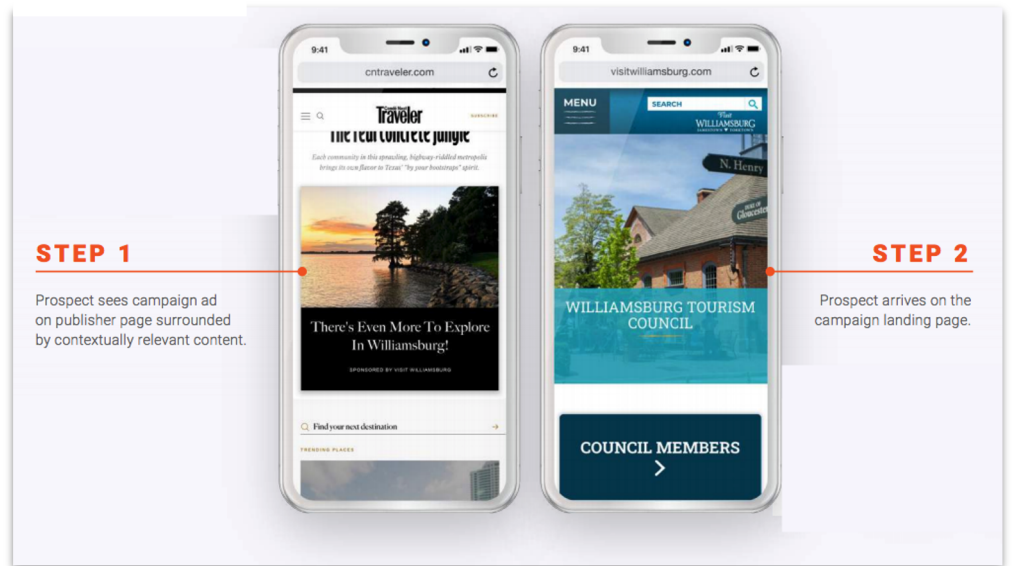
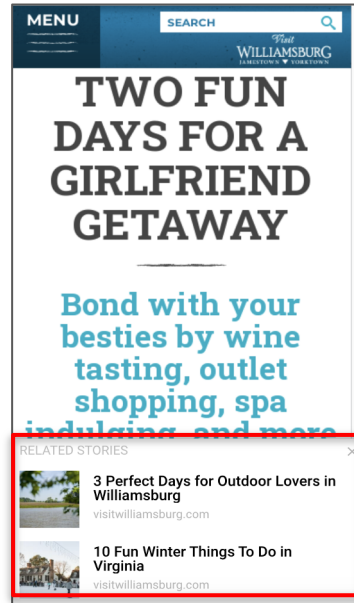
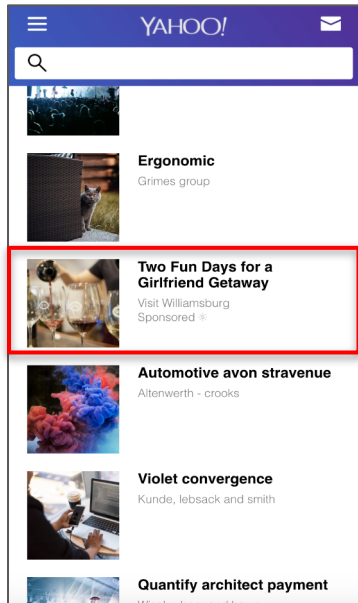
- Launched in mid-December with a \$150,000 media budget
- Integrates two digital media partners: InPowered and Storygize
- Sophisticated digital targeting strategy uses a mixture of interest-based, keyword and contextual targeting across the web and social media to target audience segments such as: in-market travelers, outdoor enthusiasts, foodies etc.



Content served in-feed/in-content.

User is driven to blog post on WTC website, and must engage for :15s.

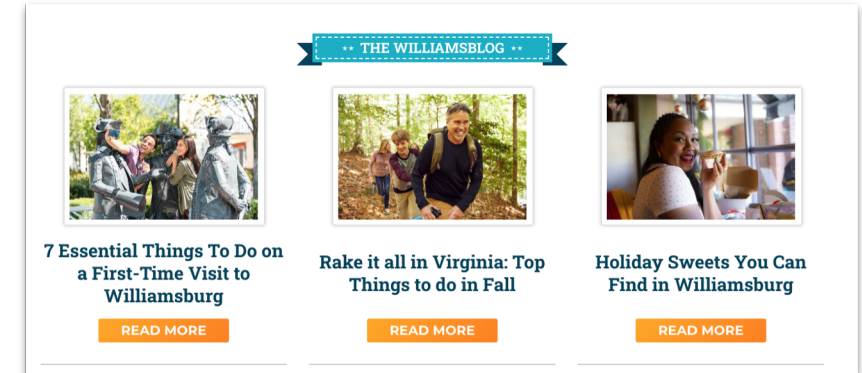
Next Action "pop up" drives user to other related content on WTC blog.



# The WilliamsBLOG: Early Performance

## Overall Blog Traffic

- Sessions **up 400%** vs. Trip Ideas section one year ago
- Nearly **3x the number of users** visiting the blog (vs. Trip Ideas 2019)
- Percentage of **new user sessions up +19%**
- Users spending an **additional ~16 seconds** on-page
- Top-performing content: Holiday 2020



- 9.6MM impressions, ad CTR .54%
- 87% of traffic driven by new site visitors
- Engagement rate at 63% (benchmark 54%)
- 2+ minutes average time spent on page
- Next Action CTR 8.4% (benchmark 5%)



- 2.1MM impressions, ad CTR 0.33% (benchmark 0.28% - 0.45%)
- 93% of traffic driven by new site visitors
- 1+ minute average time spent on page.

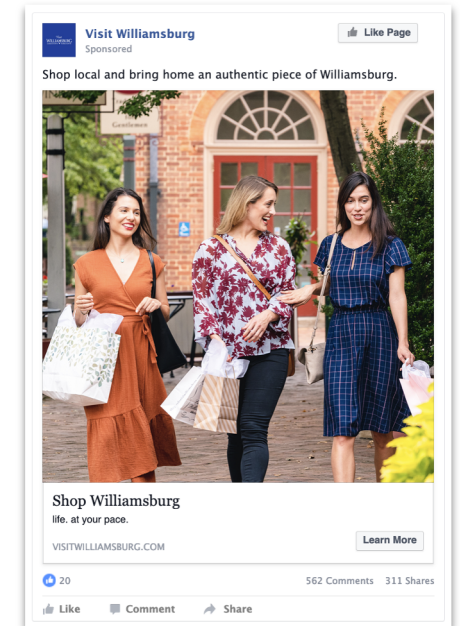
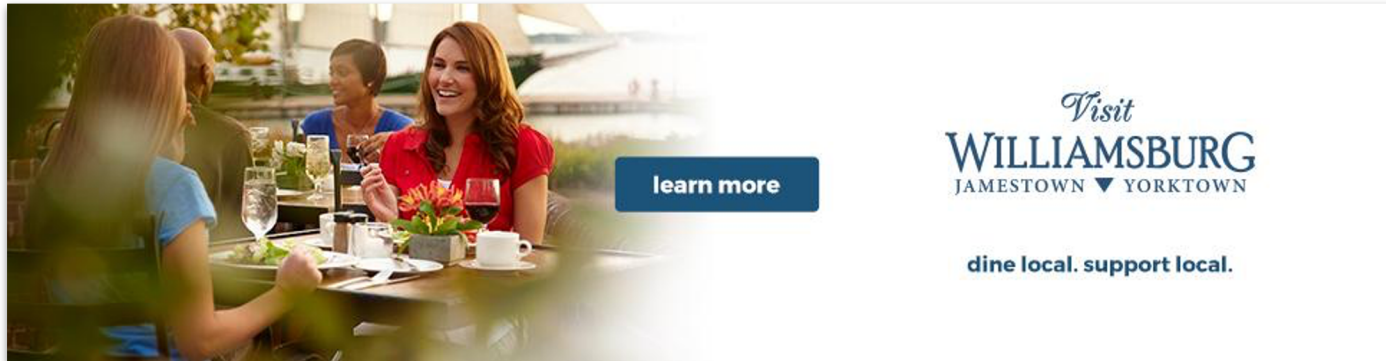
# Shop/Dine Local Campaign (December 14, 2020-January 31, 2021)

THE VIRGINIA GAZETTE

Daily Press

Launched mid-December (through Jan. 31) with Virginia Gazette/Daily Press and social channels to encourage residents to support local businesses.

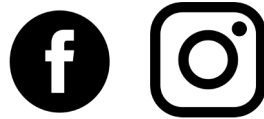
In first two weeks: 913K impressions, with 6,300 links clicks for a CTR of 0.70%



# Education Campaign: Learn. At Your Pace.



Launched January 4, 2020 with a \$125,000 initial digital media strategy to take advantage of current at-home and hybrid schooling to promote the rich, educational in-person and remote-learning opportunities throughout the region



## Facebook/Instagram

Utilizes existing paid social tactics targeting both families and teacher-based audiences



## Programmatic

Uses DV360 to test a variety of premium, education publishers aimed at reaching both parents and teachers.



## School Based Media

School Community-based media partner who specializes in reaching parents through exclusive partnerships with Teacher List and PTO Today.



# Influencer Strategy



[Julia Berolzheimer](#)  
1.2M Followers

Julia's brand stands for curated discovery for those driven and inspired by aesthetics. Julia has been inspiring women to shop and travel across the world for years through her carefully curated content and lifestyle expertise.

Instagram Stories  
Instagram Post [1](#) and [2](#)  
[Blog Post](#)



[Renee Hahnel](#)  
474K Followers

Renee Hahnel is the storyteller behind Renee Roaming, a blog dedicated to inspiring travelers and adventure seekers to find joy exploring this beautiful world.

[Instagram Stories](#)  
Instagram Post [1](#) and [2](#)  
[Blog Post](#)



[Jane D'Angelo](#)  
44.7K Followers

Jane D'Angelo is a photographer based in Washington, D.C., known for her stunning house portraits and captures striking scenes in historic neighborhoods.

[Instagram Stories](#)  
Instagram Post [1](#) and [2](#)  
[Blog Post](#)



[Emily Rutt](#)  
1.2M Followers

The Emily Edition is a visual expression of Emily Rutt's travels, personal style, and passion for food and culture in the D.C. area and beyond.

[Instagram Stories](#)  
Instagram Post [1](#), [2](#), and [3](#)  
[Blog Post](#)

# Influencer Strategy



[Ashley TerKeurst Hodges](#)  
122K Followers

Ashley Hodges, daughter of award winning author Lysa TerKeurst, is a lifestyle blogger with a passion for fashion, beauty, home décor, and travel.



[Whitney Rife Becker](#)  
352K Followers

Whitney Rife Becker is a fashion influencer, with additional focus on family, interior design, and travel.

[Blog](#)  
Instagram Post [1](#), [2](#), [3](#)



[Dana Truitt](#)  
384K Followers

Together with her miniature pinscher Piper, Dana Truitt is a colorful blogger from Baltimore who focuses on food, lifestyle, and travel.

[Blog](#)  
Instagram Post [1](#), [2](#)



[The Busby Family](#)  
1.8M Followers

Danielle and Adam Busby are the stars of TLC's *Out Daughtered* and parents of the only American all-girl quintuplets.



[Ashley Buchanan](#)  
1.2M Followers

Ashely has a PhD in history and a love for fashion and travel, which she combines in her blog, *History in High Heels*.

[Blog](#)  
Instagram Post [1](#), [2](#), [3](#)

# Social Content Highlights


 **visitwilliamsbu...**  
Fri 12/25/2020 6:32 am ...

Happy Holidays from all of us at Visit Williamsburg! ❤️ We hope everyone enjoys a safe




**Total Engagements** 1,079

Likes	1,054
Comments	9
Saves	16


 **visitwilliamsbu...**  
Fri 12/4/2020 6:30 am PST

The first annual Christmas Market in Merchants Square opens today; come enjoy the




**Total Engagements** 663

Likes	633
Comments	11
Saves	19


 **visitwilliamsbu...**  
Mon 11/2/2020 4:56 am ...

Opening the curtain to another beautiful fall week here in Williamsburg. What




**Total Engagements** 469

Likes	453
Comments	8
Saves	8


 **Visit Williamsb...**  
Wed 11/4/2020 10:11 a...

Taking in the sights and sounds of Williamsburg is truly something else when you do




**Total Engagements** 772

Reactions	516
Comments	20
Shares	38
Post Link Clicks	19
Other Post Clicks	179


 **Visit Williamsb...**  
Fri 12/25/2020 10:12 am...

Happy Holidays from all of us at Visit Williamsburg! ❤️ We hope everyone enjoys a safe




**Total Engagements** 711

Reactions	514
Comments	15
Shares	16
Post Link Clicks	-
Other Post Clicks	166

 **Visit Williamsb...**  
Tue 12/8/2020 8:06 am P...

**#DidYouKnow?** Each year, a team of talented designers adorn doors around



**Total Engagements** 275

Reactions	133
Comments	19
Shares	19
Post Link Clicks	-
Other Post Clicks	104

Public Relations: November 1 – December 31, 2020

Global Impressions

2.96 Billion

55

Placements

\*YoY 2019 – 329.8 Million Impressions & 47 Placements

Key Media Placements

“Good News Report: Stories That Moved Us in 2020”

-James Barrett



“Dreamy Baths, Hotel Soaks And Getting Away From Your Kids During The Pandemic”

-Pat Doherty



“You Can Still Go Wine Tasting During the COVID-19 Pandemic. Here’s How”

-Margot Bigg



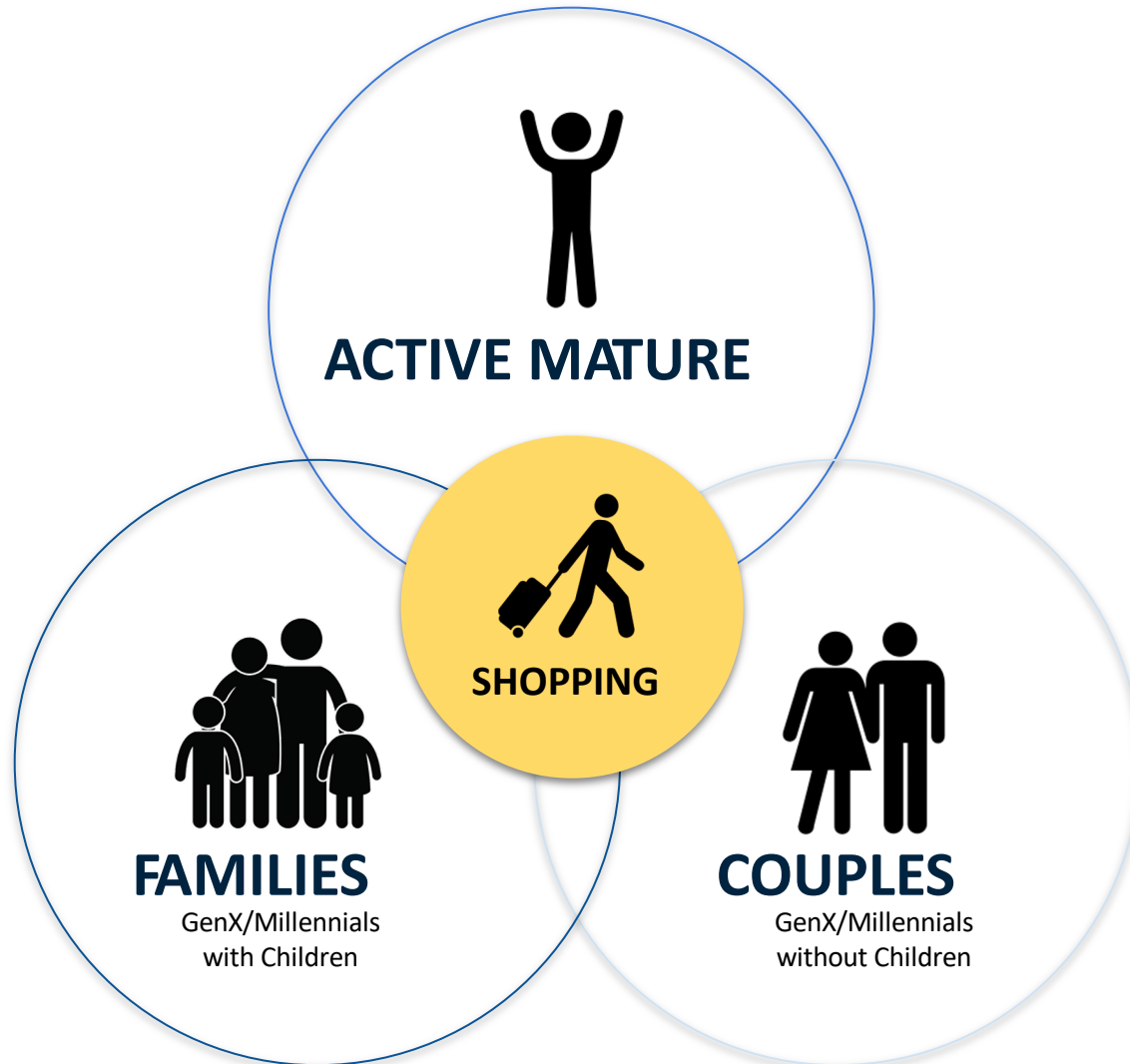
## Press Trips | November 1 – December 31, 2020

Media Hosted: 1

Partner Visits: 23

Media Participants	Market	Article/Topic	Destinations
<b>James Barrett</b> Redbook, Woman's Day, and Good Housekeeping	<b>NATIONAL</b>	<a href="#">Good News Report: Stories That Moved Us in 2020</a> (Redbook) <a href="#">"Field Trips" to Take Your Kids on During Virtual Learning Season</a> (Woman's Day)	Fife & Drum Inn, Liberty Ice Pavilion, The Virginia Beer Company, Aroma's Café, Jamestown Settlement, The Hungry Pug, Billsburg Brewery, La Piazza, Colonial Ghosts, Colonial Williamsburg, Merchants Square, The Cheese Shop, Taste Williamsburg, Aleworks Brewing Company, Revolution Golf & Grille, Colonial Parkway, Mobjack Bay Coffee Roasters, Patriot Tours, Water Street Grille, The Watermen's Museum, Riverwalk Landing, Fat Canary, Busch Gardens Williamsburg

# 2021 Media: Target Audience



- Maintain focus on GenX/Millennials/Active Mature age segments
- Saturate “shopping” traveler audience first as they are closest to conversion
- Broaden targeting to prospecting audiences to capture and intercept consumers while they’re in the travel planning mindset

# 2021 Media: Geographic Targeting

Proven markets showed improved performance over 2020, and will continue emphasis in 2021 in traditional media. Digital provides greater opportunity for coverage in all markets:

## PROVEN

*Short Drive + Established Success/  
Heaviest Volume*

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

## HERITAGE

*Short Drive + Established Success/  
Lighter Volume*

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

## EXPANSION

*Longer Drive + Past Success*








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

*Longer Drive Markets + Large Scale  
NEW INTRO in 2020*

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

\*Proven markets also cover strong local historicals: Fredericksburg, Arlington, Alexandria, Fairfax, Woodbridge, Blacksburg

# COVID Impact on Media Consumption Habits

Channel	Usage	Notes
Connected TV / Digital Video		<ul style="list-style-type: none"> <li>US CTV ad spend is projected to increase by 25% YoY for 2020. Viewership is expected to continue to rise at a steady rate moving into 2021.</li> </ul>
Linear TV		<ul style="list-style-type: none"> <li>US consumers have increased their time spent with TV YoY for 2020 by 9.3%.</li> <li>Pandemic results in increase in YoY viewership of top US cable news networks.</li> </ul>
Digital Display / Mobile		<ul style="list-style-type: none"> <li>US adults have increased time spent with digital, spending an average of 4 hours 18 minutes per day connected to the internet on their mobile devices.</li> </ul>
Paid Social		<ul style="list-style-type: none"> <li>Social usage increased YoY, in particular, studies suggest multi-platform social strategy focused on short videos will be most effective in 2021.</li> </ul>
Broadcast Radio		<ul style="list-style-type: none"> <li>During the onset of the pandemic, radio listenership significantly dropped - AM Drive was hit the hardest as significantly fewer people were commuting.</li> <li>While radio listenership has since picked back up, listenership is still down YoY. As a result radio ad spend is projected to decrease by 25% YoY.</li> </ul>
Streaming Radio		<ul style="list-style-type: none"> <li>42% of Pandora's listeners report spending more time on streaming audio as a result of the pandemic.</li> </ul>
OOH		<ul style="list-style-type: none"> <li>Since the pandemic hit in March, we've begun to see traffic trends increase to about 90% of where they were pre-COVID. As a result, the demand for roadside billboards and street level OOH units haven't been affected as much as other other formats types.</li> <li>Subway ridership was down 92% at the peak of the pandemic, public transit ridership is expected to remain below pre-pandemic usage well into 2021 and potentially beyond.</li> </ul>

Sources: eMarketer, Pandora, Statista, Time



Sources: e-Marketer, Kantar, ADVENDIO, Inc.



# 2021 Media: Channel Approach

DISCOVERY

CONSIDERATION

ACTION

LINEAR TV	CONNECTED TV	INFLUENCER	DIGITAL	SOCIAL	PPC
<p>Focus on proven markets to impact highest potential travel markets</p> <p>Expand reach to Philly + Baltimore due to consistent booking performance</p>	<p>Increased spend YoY to further extend reach past Linear</p> <p>Prolong life of video creative in premium TV environments</p>	<p>Refine quality of influencer partnerships based on desired content-piece</p> <p>Focus on diversification</p> <p>Increase Influencer content on organic social channels</p>	<p>Majority of conversion-driving tactics</p> <p>Heavy content partnerships presence in 1H 2021 (Golf, Nat Geo, Education)</p>	<p>Top driver in overall front-end engagement metrics + total traffic to site</p> <p>Significant role in trip planning</p>	<p>Protect coverage on branded terms to capture hand raisers already in-market</p> <p>Increase coverage against non-brand to intercept competitive shoppers</p>
31% of budget	4% of budget	7% of budget	42% of budget	4% of budget	4% of budget

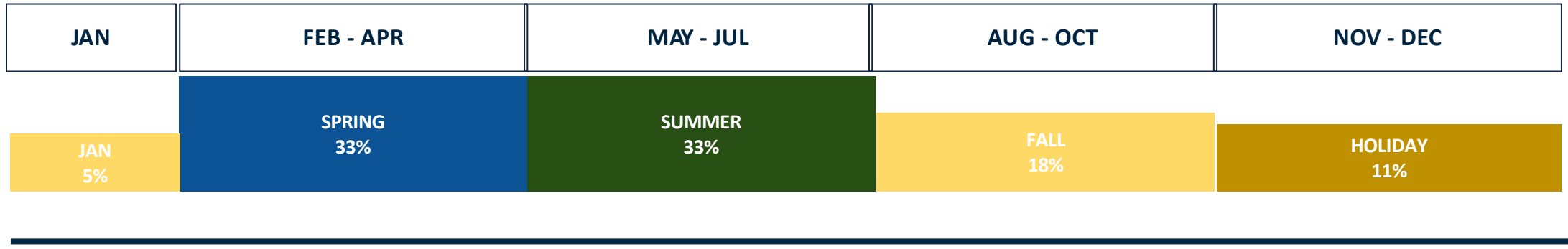
# 2021 Media: Flying Strategy

Always-on Approach

Increased Spend to Capture Peak Demand Periods

Assumes Travel Rebound Q3/Q4 2021

Constantly Monitor and Adjust as Needed



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

# Sales

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## Sales Leads | November 16 – January 18

### CONFERENCES/SHOWS SITE VISITS CERTIFICATIONS

11/16/20	NTA DMO Presentation	Virtual
11/17-19/20	National Tour Association vTREX	Virtual
12/15/20	Connect Cyber	Virtual
11/23-24/20	Virginia Recycling Association	Site Visit
12/11/20	Virginia Square and Round Dance Association	Site Visit
12/9/20	Pandemic Compliance Advisor Course for Meeting Industry Professionals Course and Exam	Virtual Certificate Awarded

### VIRTUAL SALES CALLS

11/19/20	Discovery Destinations	Virtual
11/20/20	ConventionPlanIt	Virtual
12/14/20	Face2FaceMeetings Group Call	Virtual
1/5/21	ABA Leverage	Virtual
1/6/21	National Association for Home Care & Hospice	Virtual

## Sales Leads | November 16 – January 18

### FUTURE EVENTS

3/1/21	Connect Cyber	Virtual
3/28-4/1/21	African American Travel Conference collocated with Boomers in Groups	Louisville, Kentucky

Posted	LEADS	Room Nights	Year
11/16/2020	Reason Summer Camp 2021	160	2021
12/3/2020	World Vision Retreat	150	2021
12/8/2020	NSA DaNang Reunion	590	2024
12/8/2020	50 <sup>th</sup> Anniversary Luncheon SE Chapter of AARP	2	2022
12/16/2020	National Conference on Weights and Measures	983	2023
12/18/2020	African American Travel Conference	400	2023
12/18/2020	Small Market Meetings Summit	177	2023
1/8/2021	Oaks Christian School	332	2021 and 2022

# Old & New Business

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# Adjourn

*Next Meeting: March 16, 2021*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN