



Tourism Council Meeting

19 February 2019



WILLIAMSBURG
TOURISM COUNCIL



OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS
ATTRACTABILITY · AFFORDABILITY

MEASURING SUCCESS



OVERNIGHT
STAYS



ADMISSIONS



REVENUE
GENERATED

Roll Call

Tourism Council Members

- Voting

- Busch Gardens
- Colonial Ntl Hist. Park (NPS)
- Colonial Williamsburg
- Hotel/Motel Association
- Restaurant Association
- Yorktown/Jamestown Found.
- City of Williamsburg
- James City County
- York County

Kevin Lembke

Kym Hall

Mitchell Reiss

Neal Chalkley

Mickey Chohany

Phil Emerson

Doug Pons

Ruth Larson

Jeff Wassmer

Vice Chair

Treasurer

Chair

- Ex Officio

- GWCTA
- Virginia Tourism Council

Jeanne Zeidler

Rita McClenny

Found Around Town

- Things You'll Only See in Greater Williamsburg

Yorktown Monument



Seen this Week.....



Public Comment

- Limit to 3 Minutes
- State Name and Address
- No Q&A

Approve Minutes

- January 15, 2018 Meeting



Treasurer Report



Revenue/Expenses

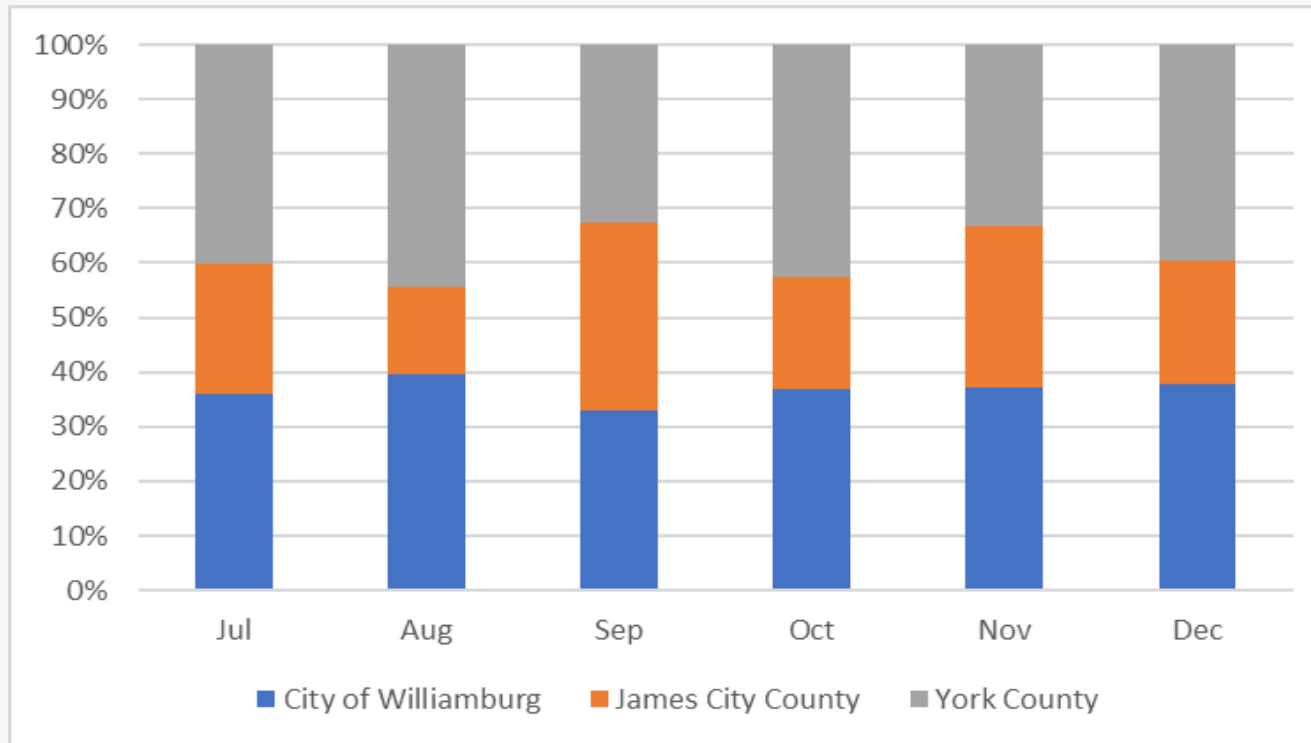
	Dec-18 Actual	Jan-19 Actual	Feb-19 Budget	Mar-19 Budget	Apr-19 Budget	May-19 Budget	Jun-19 Budget	Jul-19 Budget	Aug-19 Budget	Sep-19 Budget	Oct-19 Budget	Nov-19 Budget	Dec-19 Budget	TOTAL
REVENUE														
SB942	\$ 3,791,403	\$ 928,338	\$ 741,955	\$ 693,688	\$ 807,344	\$ 559,886	\$ 603,694	\$ 695,886	\$ 793,740	\$ 774,953	\$ 842,010	\$ 847,439	\$ 753,869	\$ 12,834,205
\$1	\$ 566,400	\$ 63,416	\$ 119,269	\$ 138,236	\$ 104,089	\$ 118,246	\$ 57,841	\$ 73,401	\$ 118,645	\$ 160,786	\$ 132,071	\$ 174,230	\$ 181,530	\$ 2,008,160
Maint of Effort	\$ -	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ 1,675,777
Other	\$ 2,854	\$ 3,490												\$ 6,344
Total Revenue	\$ 4,360,657	\$ 995,244	\$ 861,224	\$ 1,250,868	\$ 911,433	\$ 678,132	\$ 1,080,479	\$ 769,287	\$ 912,385	\$ 1,354,683	\$ 974,081	\$ 1,021,669	\$ 1,354,343	\$ 16,524,486
EXPENSES														
Dest Marketing	\$ -	\$ 60,321	\$ 532,328	\$ 807,806	\$ 1,119,858	\$ 1,016,010	\$ 669,331	\$ 366,121	\$ 519,693	\$ 463,169	\$ 445,382	\$ 351,836	\$ 278,842	\$ 6,630,695
Other Sales & Marketing	\$ -	\$ 10,027	\$ 46,350	\$ 78,650	\$ 84,750	\$ 117,328	\$ 28,250	\$ 26,225	\$ 26,250	\$ 30,600	\$ 36,850	\$ 25,725	\$ 22,700	\$ 533,710
Labor & Benefits	\$ -	\$ 4,133	\$ 94,698	\$ 94,698	\$ 104,698	\$ 104,698	\$ 104,698	\$ 104,698	\$ 104,698	\$ 104,698	\$ 104,698	\$ 104,698	\$ 105,263	\$ 1,136,375
Shared Admin	\$ -	\$ 3,720	\$ 17,118	\$ 17,017	\$ 18,618	\$ 18,618	\$ 18,618	\$ 18,618	\$ 18,618	\$ 18,618	\$ 18,618	\$ 18,618	\$ 18,618	\$ 205,421
Total Expenses	\$ -	\$ 78,201	\$ 690,494	\$ 998,172	\$ 1,327,925	\$ 1,256,654	\$ 820,897	\$ 515,663	\$ 669,260	\$ 617,085	\$ 605,548	\$ 500,877	\$ 425,424	\$ 8,506,200
2019 Rev over Expenditures by Month		\$ 917,043	\$ 170,730	\$ 252,697	\$ (416,492)	\$ (578,522)	\$ 259,582	\$ 253,624	\$ 243,125	\$ 737,598	\$ 368,533	\$ 520,792	\$ 928,920	\$ 3,657,629
YTD TOTAL CASH BALANCE	\$ 4,360,657	\$ 5,277,700	\$ 5,448,430	\$ 5,701,126	\$ 5,284,635	\$ 4,706,112	\$ 4,965,694	\$ 5,219,318	\$ 5,462,444	\$ 6,200,042	\$ 6,568,574	\$ 7,089,366	\$ 8,018,286	

Cash Projections

	Dec-18 Actual	Jan-19 Actual	Feb-19 Budget	Mar-19 Budget	Apr-19 Budget	May-19 Budget	Jun-19 Budget	Jul-19 Budget	Aug-19 Budget	Sep-19 Budget	Oct-19 Budget	Nov-19 Budget	Dec-19 Budget	Total
State Disbursement	\$4,360,657	\$991,754	\$861,224	\$831,924	\$911,433	\$678,132	\$661,535	\$769,287	\$912,385	\$935,739	\$974,081	\$1,021,669	\$935,399	\$ 10,484,562
Maint of Effort	\$0	\$0	\$0	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ -	\$ -	\$ 418,944	\$ 1,675,777

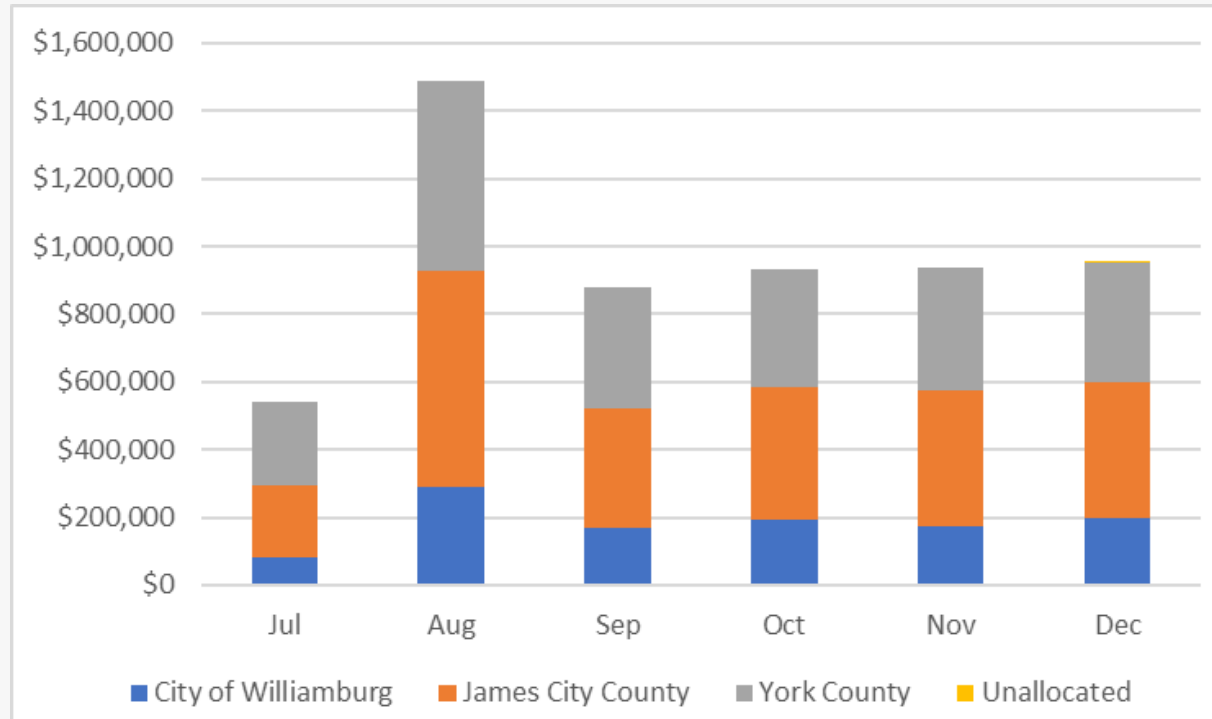
Reserves	0	\$0	\$ 750,000	\$ 751,250	\$ 752,502	\$ 753,756	\$ 755,013	\$ 756,271	\$ 757,531	\$ 758,794	\$ 760,059	\$ 761,325	\$ 762,594
Money Market	0	\$2,001,845	\$ 2,004,347	\$ 2,006,853	\$ 2,009,361	\$ 2,011,873	\$ 2,014,388	\$ 2,016,906	\$ 2,019,427	\$ 2,021,951	\$ 2,024,479	\$ 2,027,009	\$ 2,029,543
Checking	\$4,360,657	\$3,275,855	\$2,694,082	\$2,943,024	\$2,522,771	\$1,940,483	\$2,196,294	\$2,446,142	\$2,685,485	\$3,419,297	\$3,784,037	\$4,301,031	\$5,226,148
Total Cash on Hand	\$4,360,657	\$5,277,700	\$5,448,430	\$5,701,126	\$5,284,635	\$4,706,112	\$4,965,694	\$5,219,318	\$5,462,444	\$6,200,042	\$6,568,574	\$7,089,366	\$8,018,286

\$ 1 Transient Tax



	Jul	Aug	Sep	Oct	Nov	Dec
City of Williamsburg	\$59,869	\$58,788	\$42,833	\$46,433	\$47,696	\$44,949
James City County	\$39,712	\$23,755	\$44,779	\$26,086	\$38,131	\$26,682
York County	\$66,598	\$66,182	\$42,174	\$53,499	\$42,557	\$46,921
Total	\$166,179	\$148,725	\$129,786	\$126,018	\$128,384	\$118,552

SB 942 (½ of 1% sales tax)



	Jul	Aug	Sep	Oct	Nov	Dec
City of Williamsburg	\$83,427	\$291,808	\$166,484	\$193,208	\$174,634	\$199,174
James City County	\$212,948	\$636,898	\$356,619	\$390,212	\$400,715	\$397,152
York County	\$241,914	\$558,126	\$355,033	\$348,248	\$363,300	\$356,635
Total	\$538,289	\$1,486,832	\$878,136	\$931,668	\$938,649	\$952,962

Other

- WADMC Closeout – Near Even
- 2019 Financial Processes
- Reserve Accounts Established



Search Committee Report





By-Laws Committee Report



By-Laws

- Alliance Finalized By-Laws
 - Three Tourism Council Members
 - Business Council to Finalize Thiers in March
- WTC Updated Draft for Review
- Comments back NLT 4 March
- Committee Will Meet to Finalize
- Draft One Week Prior to March Meeting
- Approval at March Meeting



Marketing Director Report



Creative Update

January 24, 2019 Marketing Advisory Group met to work on the final treatment for the campaign identity resulted in supporting the evolved changes

FUNEXPECTED

VIDEO | THAT'S FUNEXPECTED :30 (DIGITAL & BROADCAST)

(Super and V.O. over great shot of DoG street)

V.O.: What's Funexpected?

(Re-enactors and Busch Gardens ride)

V.O.: A vacation with revolutionary experiences everywhere you turn.

(Splashing at Water Country USA and cannons)

V.O. Where the cannonballs keep coming,

(Family being surprised by throwing axes and maybe dressing up as soldiers or trying new food)

V.O.: And you have to be game for just about anything.

(Family on Busch Gardens ride and a couple sharing an adult beverage)

V.O.: It's a place that's equal parts frantic and romantic.

(Super and V.O. over shot of a family riding bikes together and laughing)

V.O.: You'll experience it all in

(Family on a boat deck and family playing on the beach)

V.O.: Greater Williamsburg - where what's next is anybody's guess. That's Funexpected.

(Super and V.O. That's Funexpected)

(Art card with Visit Williamsburg logo and url)

V.O.: Plan your Funexpected vacation today at VisitWilliamsburg.com/fun

EXISTING FOOTAGE



VIDEO | THAT'S FUNEXPECTED :30 (DIGITAL & BROADCAST)

(Super and V.O. over nice shot of family touring a tall ship)

V.O.: What's Funexpected?

(Family dressing up, watching drum and fife show, doing cartwheels on beach)

V.O.: A getaway where marching to the beat of a different drummer is encouraged.

(Family at archaeological dig and family enjoying a great meal at Chownings)

V.O.: Where you can dig into a settler's past or something delish from the past.

(Kid interacting with re-enactor, family with wolves at Busch Gardens)

V.O.: Hey, you never know who, or what, you'll bump into.

(Log ride at Water Country USA and paddleboarding)

V.O.: So it's best to just go with the flow.

(Super and V.O. over shot of kid looking wiped out by ride while parents laugh)

V.O.: You'll experience it all in

(Family holding hands while walking around Busch Gardens)

V.O.: Greater Williamsburg - where what's next is anybody's guess. That's Funexpected.

(Super and V.O. That's Funexpected)

(Art card with Visit Williamsburg logo and url)

V.O.: Plan your Funexpected vacation today at VisitWilliamsburg.com/fun

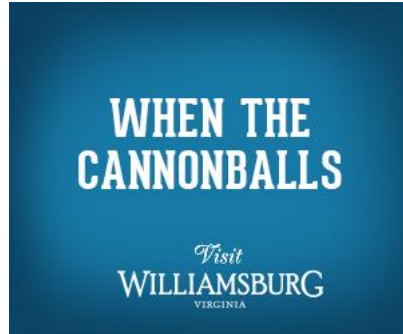
EXISTING FOOTAGE



















PRE-ROLL | THAT'S FUNEXPECTED :15

(Super and V.O. over nice shot of romantic couple strolling through garden)

V.O.: What's Funexpected?

(A couple beside and on a tall ship, and then couples at breweries, wineries or distillery)

V.O.: A couples escape to sails and tasting trails.

(A couple in nature, a couple riding bikes, a couple at spa)

V.O.: Where there's always something new to discover right in front of you.

(Couple walking hand in hand)

V.O.: That's Greater Williamsburg. That's Funexpected.

(Art card with Visit Williamsburg logo and url)

V.O.: Plan your getaway at [VisitWilliamsburg.com/fun](https://www.visitwilliamsburg.com/fun)

ROMANCE



PRE-ROLL | THAT'S FUNEXPECTED :15

(Super and V.O. over shot of a scenic vista – something outdoorsy but general)

V.O.: What's Funexpected?

(Adults kayaking or paddleboarding, and then doing something cool on the Go Ape ropes course)

V.O.: An active getaway where the fresh air takes your breath away.

(Couples riding bikes on a wooded trail, and then couples enjoying the tasting trail)

V.O.: Where a day of attacking the trails gives way to a night of sipping craft ales.

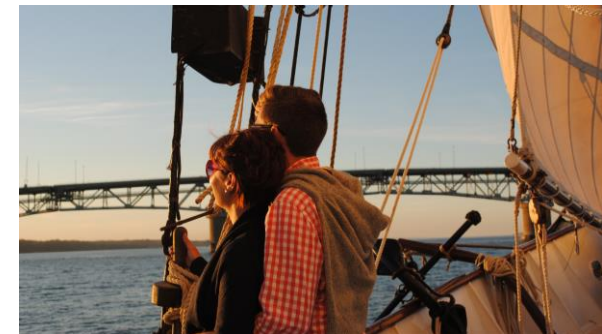
(A couple on a tall ship, or another outdoorsy shot)

V.O.: That's Greater Williamsburg. That's Funexpected.

(Art card with Visit Williamsburg logo and url)

V.O.: Plan your getaway at VisitWilliamsburg.com/fun

ACTIVE COUPLES



Visit WILLIAMSBURG VIRGINIA

Visit Williamsburg
Travel & Tourism • 2-10 employees • Williamsburg, VA • 678 followers

4 connections work here.
See all 10 employees

[Visit website](#)

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- Life
- Jobs
- People

About us

Greater Williamsburg is the leading vacation and meeting destination in the Mid-Atlantic.

We're the go-to resource for making your next meeting completely unconventional. With inspiring meeting venues, and a breadth of experiences to be had, your group will be able to say, "Great meeting," and actually mean it. That's Funexpected.


Specialties
Beautiful meeting spaces, historic backdrops, outdoor adventure, world-class amusement parks, vibrant arts and culinary scene

Headquarters Williamsburg, VA	Company Size 2-10 employees
Website visitwilliamsburg.com	Industry Travel & Tourism
Founded 2011	


Hide details ^

Locations

Primary
Williamsburg, VA




 **Visit Williamsburg**
Promoted

In Greater Williamsburg you can meet all day and mead well into the evening – that’s Funexpected. Or maybe we should say “funconventional?” Either way, make your next booking a real success here.



How to plan a more Funexpected meeting
visitwilliamsburg.com

1k Likes

 Like  Comment  Share

MENU MEETINGS, GROUPS & SPORTS | MEDIA CENTER SEARCH

THINGS TO DO • PLAN YOUR STAY • EXPLORE THE AREA • FIND FUN

Visit WILLIAMSBURG VIRGINIA

SHARE THIS

WHEN EACH EXPERIENCE YOU SHARE SURPRISES YOU – THAT'S **FUNEXPECTED**

PREPARE YOURSELF FOR MORE

Greater Williamsburg is heart-pounding thrills and mind-blowing discovery. Breathtaking outdoor adventure and a taste-tempting culinary and arts scene. And it's one of the top 15 places in the world to visit in 2019 according to *The New York Times*. How's that for Funexpected?

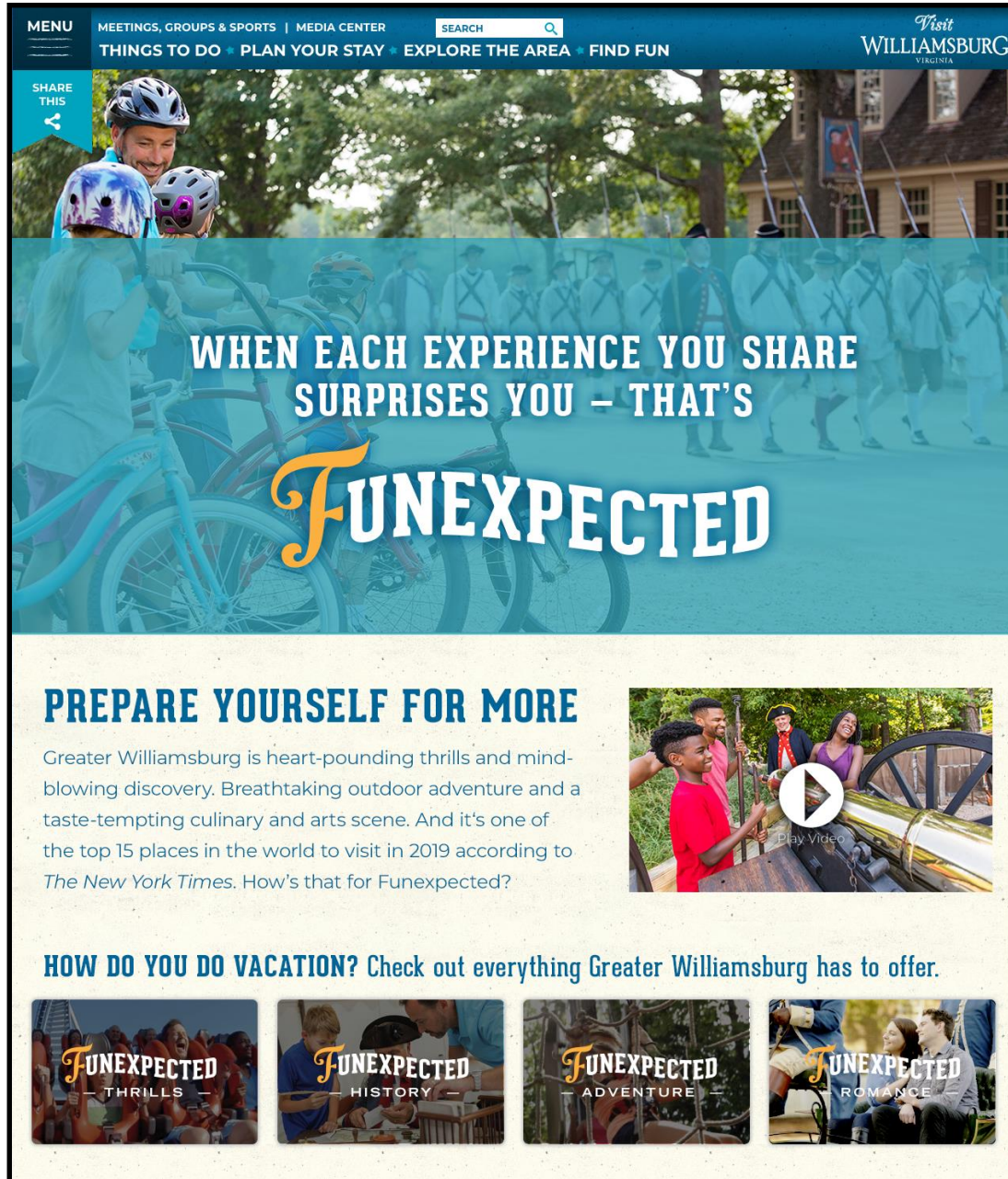
HOW DO YOU DO VACATION? Check out everything Greater Williamsburg has to offer.

FUNEXPECTED — THRILLS —

FUNEXPECTED — HISTORY —

FUNEXPECTED — ADVENTURE —

FUNEXPECTED — ROMANCE —



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In Greater Williamsburg, you can experience a blast from the past or the next big thing in thrills. That's Funexpected.



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In Greater Williamsburg, getaways can whisk you away to the past while helping you live in the moment. That's Funexpected.



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In Greater Williamsburg, the heart-pounding action is only rivaled by the breathtaking beauty. That's Funexpected.



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Funexpected Adventure
Embrace your wild side. [LEARN MORE](#)

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MEREDITH | PRINT

FAMILY CIRCLE

PARENTS

SOUTHERN LIVING



**WHEN YOU CAN SAIL AWAY,
THEN ALE AWAY -
THAT'S FUNEXPECTED**



In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of breathtaking romance, exciting new tastes and intriguing discovery. Experience a vibrant culinary and arts scene, thrilling theme and water parks and acres of outdoor activities. And there's sure to be more surprises along the way. Find your vacation inspiration and start planning your Funexpected getaway today at VisitWilliamsburg.com

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



**WHEN THERE'S MORE
REVOLUTIONARY EXPERIENCES
EVERYWHERE YOU TURN -
THAT'S FUNEXPECTED**



In Greater Williamsburg, you can expect one Funexpected experience after another. There's no place else like it for a unique combination of exciting exploration, heart-pounding thrills and mind-blowing discovery. Experience the world's most beautiful theme park, world-class living-history museums, and a vibrant culinary and arts scene. And there's sure to be more surprises along the way. Find your vacation inspiration and start planning your Funexpected getaway today at VisitWilliamsburg.com

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

MEREDITH | ENGAGEMENT VIDEO



MEREDITH | ENGAGEMENT VIDEO



Visit WILLIAMSBURG VIRGINIA — THAT'S — FUNEXPECTED

HOW DO YOU DO VACATION?

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FUNEXPECTED — ROMANCE —

FUNEXPECTED — ADVENTURE —

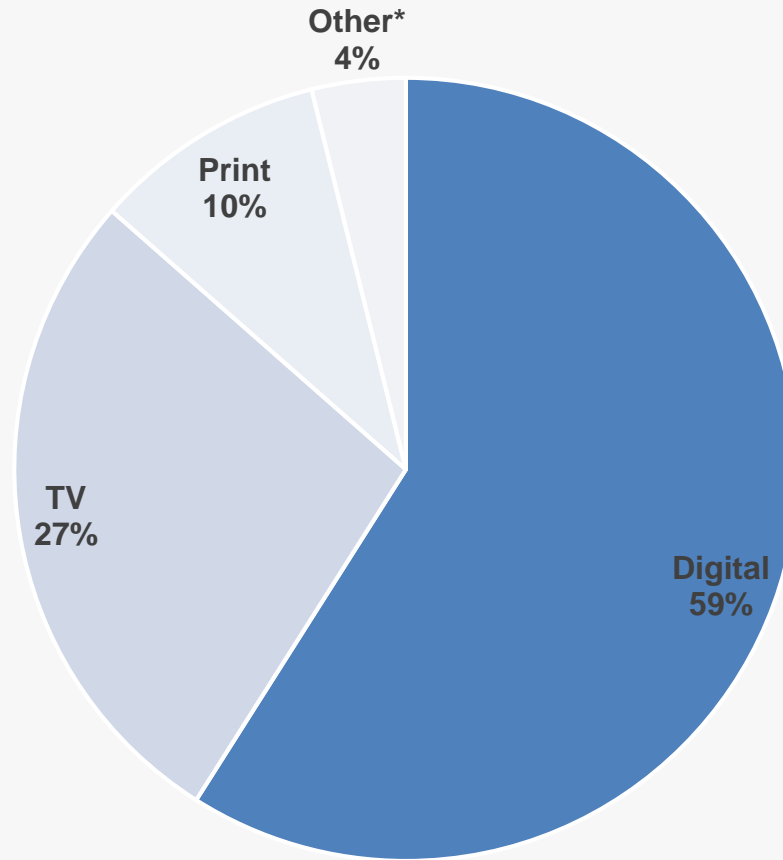
FUNEXPECTED — THRILLS —

FUNEXPECTED — HISTORY —

Media Update

- Digital to launch March 4, 2019
 - Washington D.C. (Hagerstown MD)
 - Baltimore MD
 - Raleigh-Durham (Fayetteville) NC
 - Charlottesville VA
 - Harrisonburg VA
 - Roanoke-Lynchburg VA
 - Salisbury MD
 - Greenville-New Bern-Washington NC
- TV & Streaming Video to launch March 18
 - Washington D.C. (Hagerstown MD)
 - Baltimore MD
 - Raleigh-Durham (Fayetteville) NC
 - Charlottesville VA
 - Harrisonburg VA
 - Roanoke-Lynchburg VA
 - Salisbury MD
 - Greenville-New Bern-Washington NC

Budget By Medium



PR Highlights

JANUARY 2019

7 Media Placement

6.7 MM Media Impressions

1 Travel Writer Visit



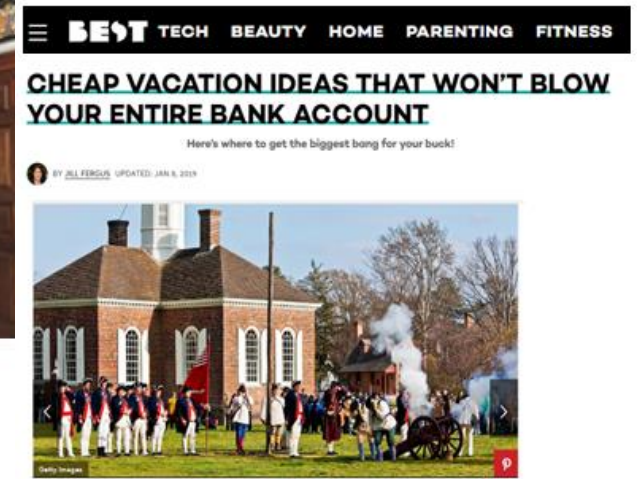
RICHMOND, Va - Executive Chef Travis Brust from Williamsburg Inn made a re to our kitchen to share his recipe for Caramel Rye Toddy. For more information visit <https://www.colonialwilliamsburghotels.com/accommodations/williamsbu>



RICHMOND, Va. - Things were "jumping" in the Virginia This Morning Kitchen! Williamsburg-based Executive Chef from The Hound's tale, Steven Sowell, showed us a recipe for a dish that is considered a delicacy around the world: his restaurant's signature Chicken Fried Frog Legs. For more information, you can visit www.houndstale.com.



Colonial Williamsburg is an 18th-century city complete with historic mansions and nearly 100 reconstructed buildings. Enter the homes. There's even a royal palace of independence, business owners and Native Builders and immerse yourself in the culture of the dawn of America.



Colonial Williamsburg — Williamsburg, Virginia

As an alternative to a Disney park or Universal Studios, head to Williamsburg, Virginia, which not only has a [Busch Gardens](#), but attractions like [Colonial Williamsburg](#), a living history museum with actors in period costume. Stop into the tavern or blacksmith shop

Social, Influencer & Syndication Highlights

JANUARY 2019

1.1MM impressions and
3.7K engagements via
social media content

Prepped for Pinterest and
Instagram Stories
launches– now live

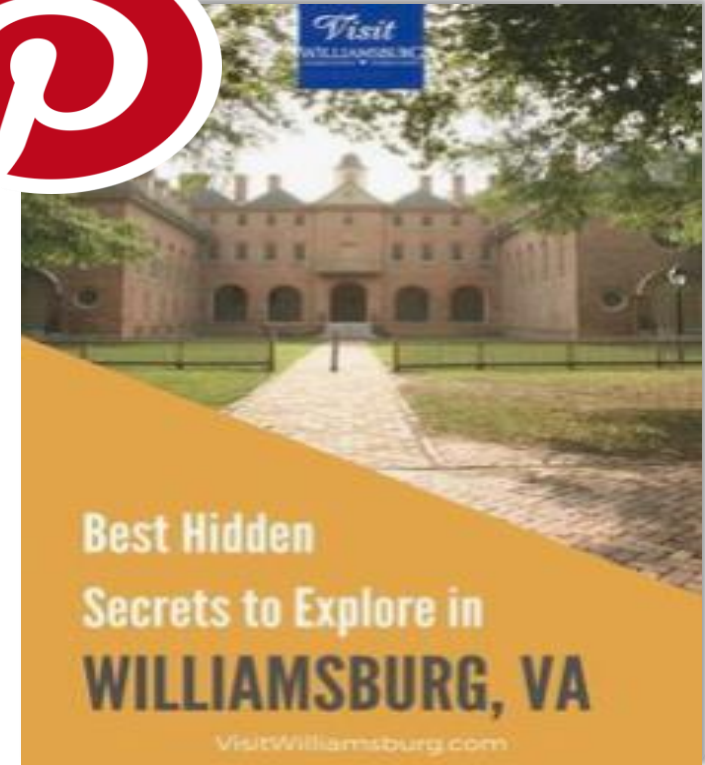
304 clicks to website from
2018 influencer partners

ytravel
TRAVEL MORE. CREATE BETTER MEMORIES

10 FUN THINGS TO DO IN GREATER
WILLIAMSBURG VA WITH KIDS



visitwilliamsburg Did you know The Social
Terrace at The Williamsburg Inn is dog-
friendly? Grab your pup, a cocktail and
some of their savory small plates and enjoy
the afternoon at this iconic spot.
#FindYourFunWMBG

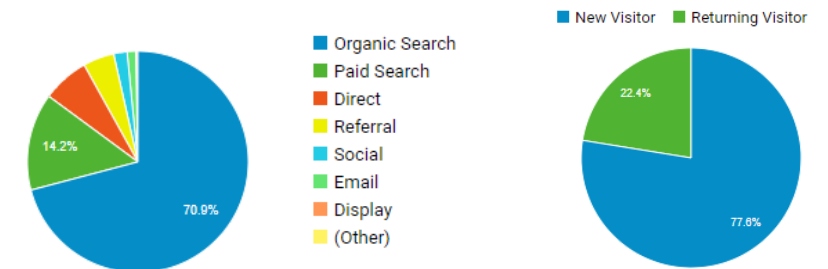


SEO Highlights

JANUARY 2019

- We have increased qualified SEO traffic to the site by 8% in January
- 70.9% of **all website traffic** is being driven by organic search in Google by SEO
- 38% of visitors have converted, being driven specifically to the partner pages
- 77.6% of traffic are new, first time visitors to visitwilliamsburg.com.
- All people visiting our site through SEO are very engaged, staying on the site for 2:53 and visiting at least 3.75 pages

Top Channels

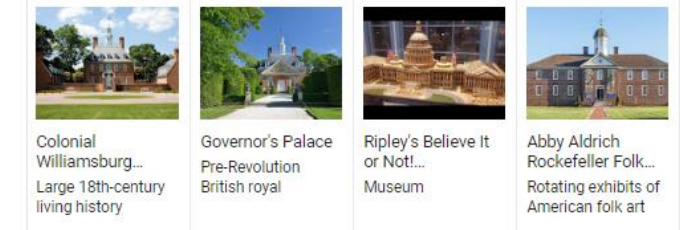


williamsburg virginia

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About 44,200,000 results (0.97 seconds)

Things to do in Williamsburg



[Williamsburg travel guide](#)

Visit Williamsburg, VA | Official Tourism & Visitors Guide to vacations ...

The Greater Williamsburg area of Virginia – Jamestown, Yorktown and Williamsburg – gives

Things to Do · Plan Your Stay · Meetings, Groups & Sports · Media Center

2019 Commemoration Initiatives

- PR is highlighting the 400th Commemoration in all communiques, releases, pitches (print, online, broadcast), as well as, within individual visiting journalist itineraries and organized media FAM trips.
- Our latest release "What's New in 2019" featured commemoration programming which has been widely distributed and currently lives online in the media center.
- Content creation on the Williamsburg commemoration events is being developed as a trip idea and will be published on visitwilliamsburg.com.
- The Social team is supporting all commemoration efforts in advance of community programming and events boosting all posts.
- Developing an itinerary themed Virginia's Customs, Cultures and Cuisines with Colonial vegetables and Williamsburg restaurants.

Destination Marketing Budget

Tourism Destination Marketing	2019 Budget	2018 Actual	% Change
Inquiry Fulfillment	\$ 95,266	\$44,096	54%
Public Relations - Percepture	\$ 325,474	\$209,600	36%
Online Services - Miles Media	\$ 406,170	\$136,730	66%
Social Media Content - Percepture	\$ 285,734	\$147,949	48%
Paid Media	\$ 3,529,551	\$2,331,715	34%
Ad Agency - Luckie	\$ 977,150	\$554,222	43%
Production - Luckie	\$ 792,850	\$217,150	73%
Research	\$ 218,500	\$15,960	93%
Sub-Total Tourism Dest Mktg	\$ 6,630,695	\$3,657,422	45%
Total WTC Budget	\$ 8,506,200	\$5,168,017	39%



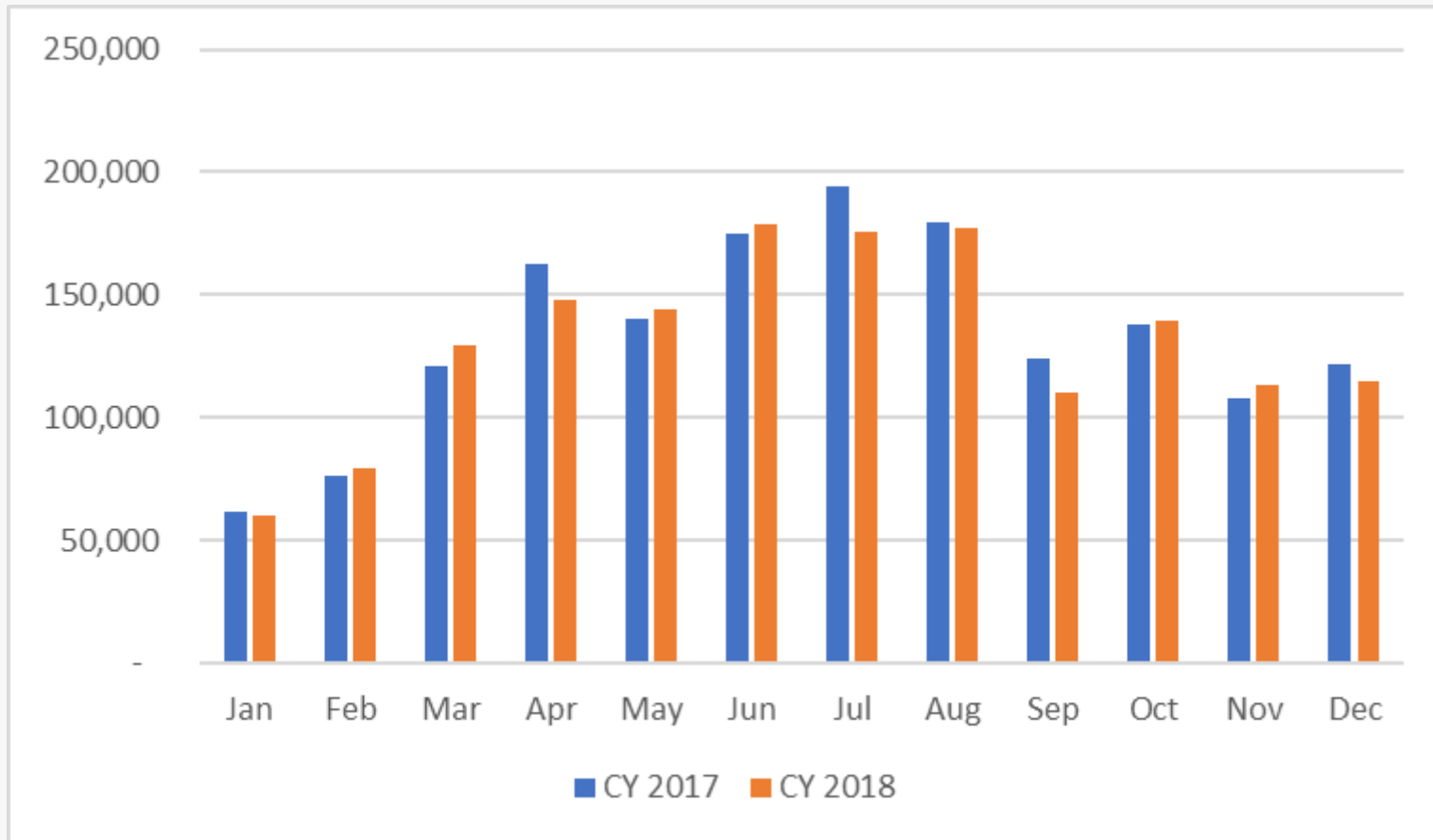
Administrator Report



DMO Comparisons

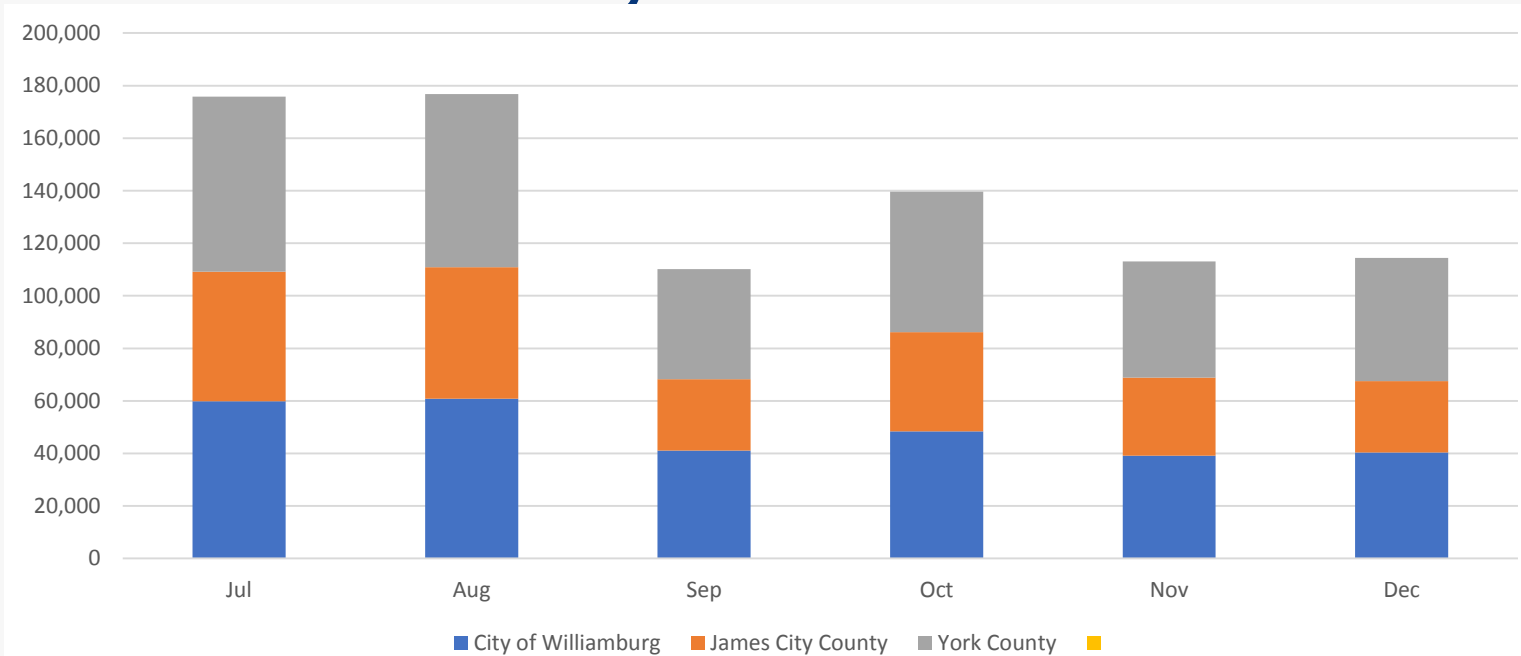


Room Nights – Calendar year 2018



2017 1,601,856
2018 1,569,322
Change (32,534)
% Change -2%

Room Nights: FY20 6-month



	Jul	Aug	Sep	Oct	Nov	Dec
City of Williamsburg	59,869	60,865	41,157	48,469	39,153	40,400
James City County	49,336	50,016	27,117	37,696	29,692	27,096
York County	66,598	65,960	41,875	53,512	44,186	46,921
Total	175,803	176,841	110,149	139,677	113,031	114,417

Economic Impact Study

- Vendor Chosen
 - Southeastern Institute of Research
 - Richmond VA
- Thank You Working Group
 - Dale Hall- Jamestown-Yorktown Foundation
 - Andrea Sardone, Colonial Williamsburg Foundation
 - Julie O'Neal, Busch Gardens
 - Esra Calvert, Virginia Tourism Corp.
 - Todd Wellbrock, Williamsburg Courtyard
 - Dave Potter, WTC
 - Jody Puckett, WTC
 - Jeff Wassmer, WTC

Econ Study Next Steps

- Feb. 22 – Kickoff Meeting
 - Scope of Work
 - Contract
 - Timeline
- Steering Committee Appointed



Strategy. Insights. Results.

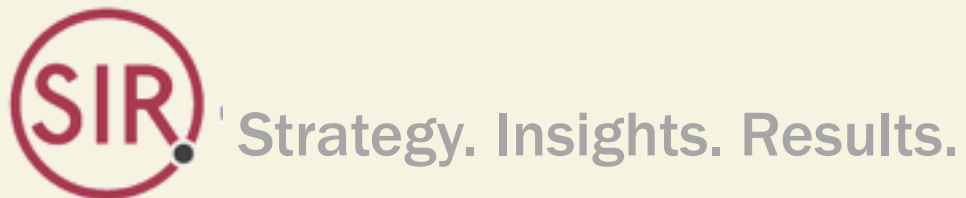


WHO WE ARE

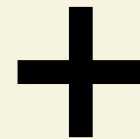


SIR is a 54-year-old **STRATEGIC CONSULTANCY.**

**We help organizations and jurisdictions
plan today how to win tomorrow.**



**Understanding TODAY
PRIMARY RESEARCH**



**Understanding
TOMORROW
TRENDS RESEARCH**



WHO WE ARE



We **MAKE A DIFFERENCE** for our clients,
our community, and our world.

We **MAKE A DIFFERENCE** for

CITIES



We **MAKE A DIFFERENCE** for

DMOs &

DESTINATIONS



VIRGINIA
50 IS FOR
LOVERS[®]

YEARS
OF LOVE





5
Focus
Areas

1.

**OVERVIEW OF RESEARCH AND
INCREMENTAL TOURISM
ECONOMIC IMPACT FOR THE
WILLIAMSBURG AREA.**

SIR's Insight

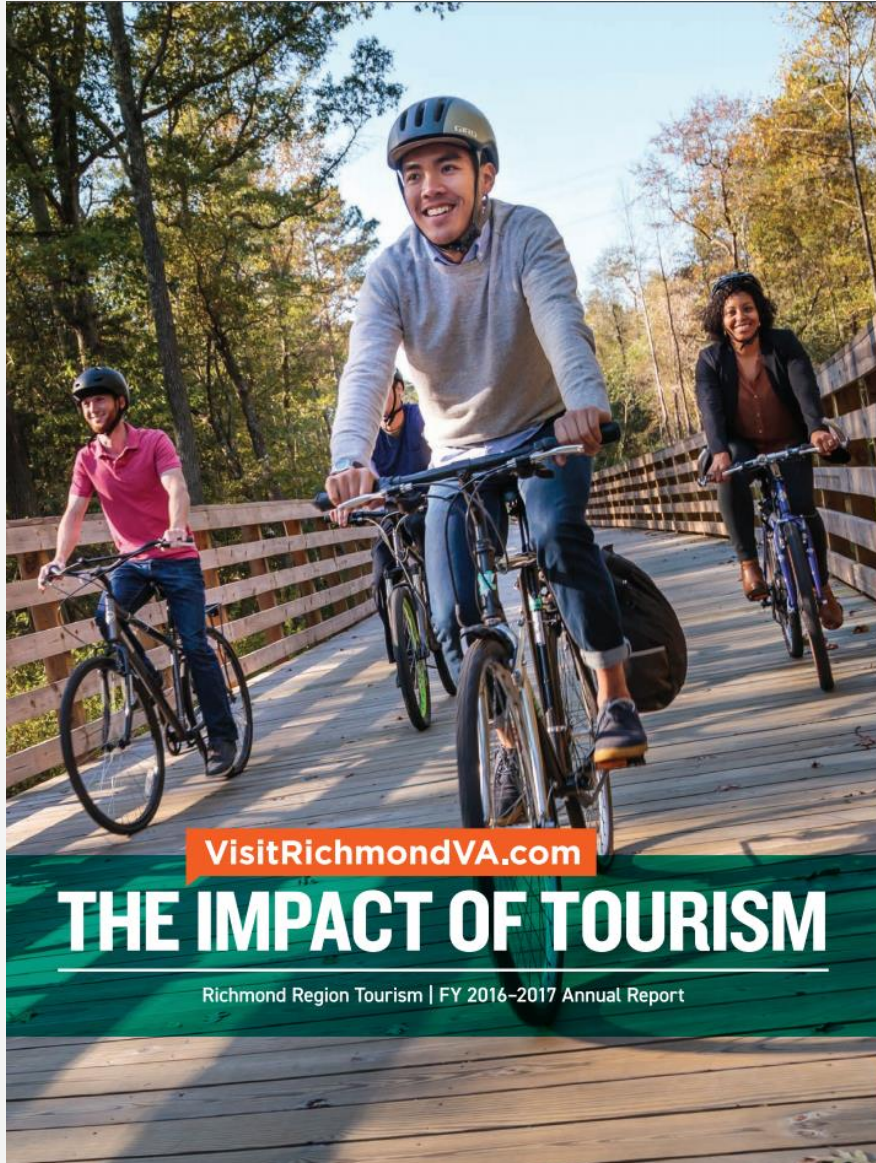
The key here is to measure **incremental impact**. A strong case must be made that the new tax is worth it – that the new funds are funding marketing efforts that are attracting visitors and repeat visitors who would not have come otherwise.

The strongest incremental impact reporting requires a **multi-prong approach** that generates **corroborating data** that when added together makes an **unassailable case** for positive ROI.

SIR's Multi-pronged Impact Assessment Approach

APPROACH

1. WTC's marketing activity
2. WTC Past Visitor study
3. WTC's visitor profile and trip characteristics
4. Regional travel data
5. Major regional economic drivers
6. **Optional** – Overall regional economic impact
7. **Optional** – Industry and Public Support



HOW TOURISM HELPS BUILD VIRGINIA BEACH



LOCAL IMPACT

Virginia Beach's billion-dollar tourism industry provides nearly 14,000 jobs and pays for major public projects like the convention center and sand replenishment.

While some projects are designed to attract tourists in support of this major business sector, these projects also provide an enhanced quality of life for residents; the amenities are available for their use without having to fund them (except through the discretionary restaurant and admissions taxes). They are paid for by dedicated taxes generated by tourism industry

partners (hoteliers, restaurateurs and entertainment venues) imposed specifically to help pay for tourism-related projects. These projects help keep Virginia Beach relevant in the very competitive travel segment.

Visitors to Virginia Beach also contribute about \$58 million (more than 10 cents on the property tax rate) to the City's General Fund. This helps pay for essential City services like police, fire and emergency medical services, schools, storm water and roads.

ABOUT RESORT AREA TOURISM

- 19 million visitors
- 7.4 million annual overnight visitors
- \$1.92 billion in visitor spending
- The oceanfront area represents 1.4% of the City's land area (excluding the actual beach) but equates to 8.6% or \$4.2 billion of the City's total assessments. This equates to \$42 million in real estate tax revenues
- Hotels, timeshares and hotel-condos in the Resort Area generate nearly \$10.2 million in real estate taxes.
- In FY 2016, resort area combined tax revenues from the hotel, restaurant, admissions, general sales and Business, Professional and Occupation Licenses (BPOL) generated more than \$38.4 million



HOW TOURISM HELPS BUILD VIRGINIA BEACH

Revenue Sources	Where the Revenue Is Allocated					
	Amount of Revenue Generated	General Government & Schools	Tourism Investment Program	Tourism Advertising Program	Open Space Program	Economic Development Investment Program
Hotel Tax (8% + \$2)	\$30.7 M	\$7.3 M	\$17.6 M	\$5.8 M		
Meal Tax (5.5%)	\$68.8 M	\$43.8 M	\$13.2 M	\$6.3 M	\$5.5 M	
Amusement Tax (10%/5%)	\$6.3 M		\$6.3 M			
Cigarette Tax (\$0.75/pack)	\$11.9 M	\$8.6 M	\$794 K			\$2.5 M
Other parking tickets, events, etc.	\$1.7 M		\$1.5 M	\$165 K		
Total	\$119.4 M	\$59.6 M	\$39.5 M	\$12.2 M	\$5.5 M	\$2.5 M

In 2018 dollars*

WHAT RESIDENTS THINK ABOUT TOURISM:

- 91.1% are satisfied with their quality of life in VB
- 86.4% believe tourism benefits residents of VB (jumps to 91.4% when provided with tourism data)
- 83.4% understand tourism revenue helps pay for police, fire, roads and other essential City services
- 83.2% believe elected officials in VB should support policies to promote tourism
- 75.5% believe it is important for VB to upgrade amenities to compete with other cities

(2016 Survey, Continental Research)

PROJECTS THAT TOURISM BUILT (\$366.7 M)

- Virginia Beach Convention Center - \$206.8 M
- Sandler Center - \$46.9 M
- Beach Erosion & Hurricane Protection - \$44.8 M
- Atlantic Ave. Improvements - \$42.5 M
- Rudee Walk Development - \$14.2 M
- Boardwalk Revitalization - \$3.5 M
- Virginia Aquarium Parking - \$3.0 M
- Atlantic Ave. Trolley Replacement - \$2.8 M
- City Gateway Projects \$2.2 M

- Currently Underway**
- Pacific Avenue (\$17.3 M)
 - 19th Street Infrastructure (\$14.9 M)

ADDITIONAL SOURCES OF REVENUE

REAL ESTATE TAX	\$566.3 M
PERSONAL PROPERTY TAX	\$156.0 M
GENERAL SALES TAX	\$65.1 M
BUSINESS LICENSE TAX	\$46.8 M
TOTAL	\$834.2 M

Approximately 50% of these revenues fund public schools and 50% funds general government services like police, fire and infrastructure projects like road construction and storm water systems. Portions of each of these revenues are directly attributable to tourism.

2.

**DEVELOPMENT OF
A VISITOR PROFILE THAT
CAN BE USED TO PLAN
FUTURE EFFORTS.**

Three sources of visitor profiling

WTC PAST VISITOR STUDY

- An online survey conducted by SIR.
- Understand trip motivation, trip satisfaction, perception of Williamsburg, likeliness to return, etc.
- Among travelers who have requested information from WTC and using lists of visitors from major hotels and attractions.

VTC REGIONAL DATA

- VTC tracks regional visitor data, spending and economic measures.
- Measures include expenditures, travel receipts, industry employment, etc.
- SIR will work closely with the VTC research team to assemble all available existing data.



- TravelTrak America (formerly known as TravelsAmerica) is one of the **largest travel profiling programs in the world**.
- TravelTrak America **surveys over 14,000 households every month** on travel attitudes and behaviors - destinations.
- TravelTrak America is the **official research vendor of record to the US Travel Association**.
- VisitNorfolk tapped into TravelTrak America's **2018 database**.

Americans come in all shapes and sizes, races and religions, education levels and income brackets. Each of those attributes has an influence on how people view the world. But the most profound indicators are generational.

Generational Mindsets:

	<u>BOOMERS</u>	<u>GEN X</u>	<u>MILLENNIALS</u>	<u>GENERATION "Z"</u>
Outlook	Optimistic	Skeptical	Confident	Protective
Work Ethic	Driven	Free Agent	Goals	Self-taught
View of Money	Spenders	Debtors	Savers	Frugal
View of Leadership	Pay your dues	Competence	Egalitarian	Pluralistic
Work/Life Balance	Work is Life	Work to Live	Integrated	TBD
Medium	TV	Computer	Mobile	VR?
Orientation	Self-centered	Self-reliant	Collective Self	Self-aware

Members of the same generation, by definition, have shared many of the same formative experiences that set them apart from other generations. Did they live through times of war, or times of peace? Did they come of age in an era of prosperity and rising expectations, or a period of economic turmoil and broken dreams? Were their families large or small? Were the heads of most households a mom and dad, or did most have some combination?

Did the dominant media in a generation's childhood consist of network television, Cable TV, or YouTube and Facebook? Did their cultural icons include the Rolling Stones, grunge, hip hop, or Grace Vanderwaal?

While coming-of-age experiences make each generation distinct, so does a generation's stage in its life cycle. Since the dawn of time, every generation has traveled the same path of youth, young adult, midlife and old age. Each stage is associated with predictable priorities. Youths are concerned about establishing themselves in the world. At midlife, they reach the peak of their earning power and status. Old age brings less interest in material items.

The interaction of generational and lifecycle influences is complex — and the story for a given generation won't be fully written until the last member leaves. This primer gives you a starting point for better understanding Boomers, Gen Xers, Millennials and the next generation on the horizon, the yet unnamed Generation "Z."



3.

**DATA COLLECTION THAT MIGHT
BE USED TO PLAN FUTURE
INFRASTRUCTURE AND
PRODUCT DEVELOPMENT.**

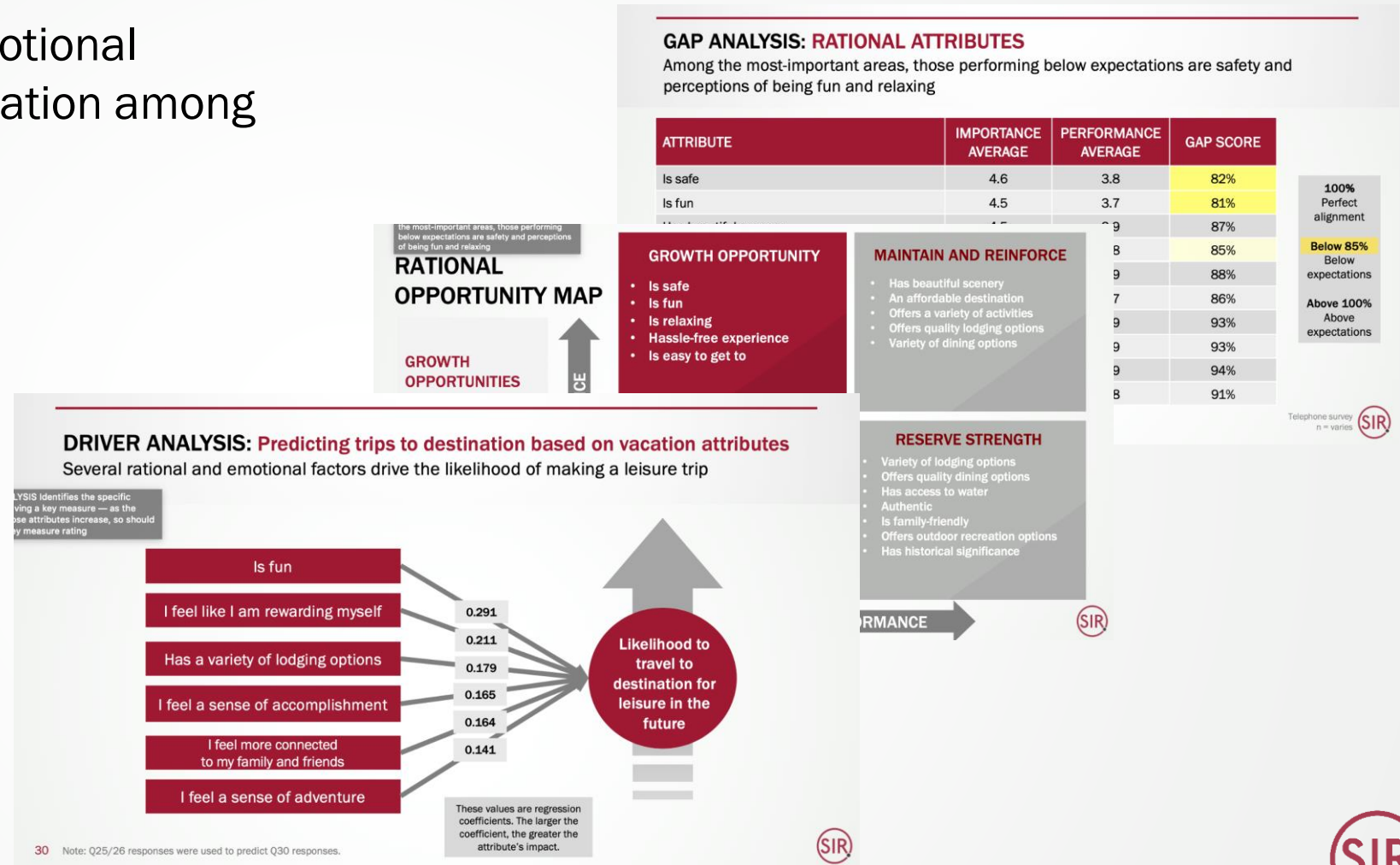
SIR proposed three primary data collection efforts

1. Williamsburg region travel industry stakeholder input
2. Past visitor survey
3. Prospective visitor survey

All surveys will include questions to assess perspectives on current and potential future infrastructure and product development

We will apply statistical modeling that leads to opportunities to improve both product and promotion.

- Assess the rational and emotional elements of an ideal destination among its visitors.
- Gap analysis
- Opportunity mapping
- Driver analysis



Statewide perspective

VIRGINIA
50 IS FOR
LOVERS[®]

YEARS
OF LOVE



4

**DEVELOPMENT OF KPIS
AND BENCHMARKS TO
USE IN 2020.**

Key Performance Indicators

Assessing Overall Measures

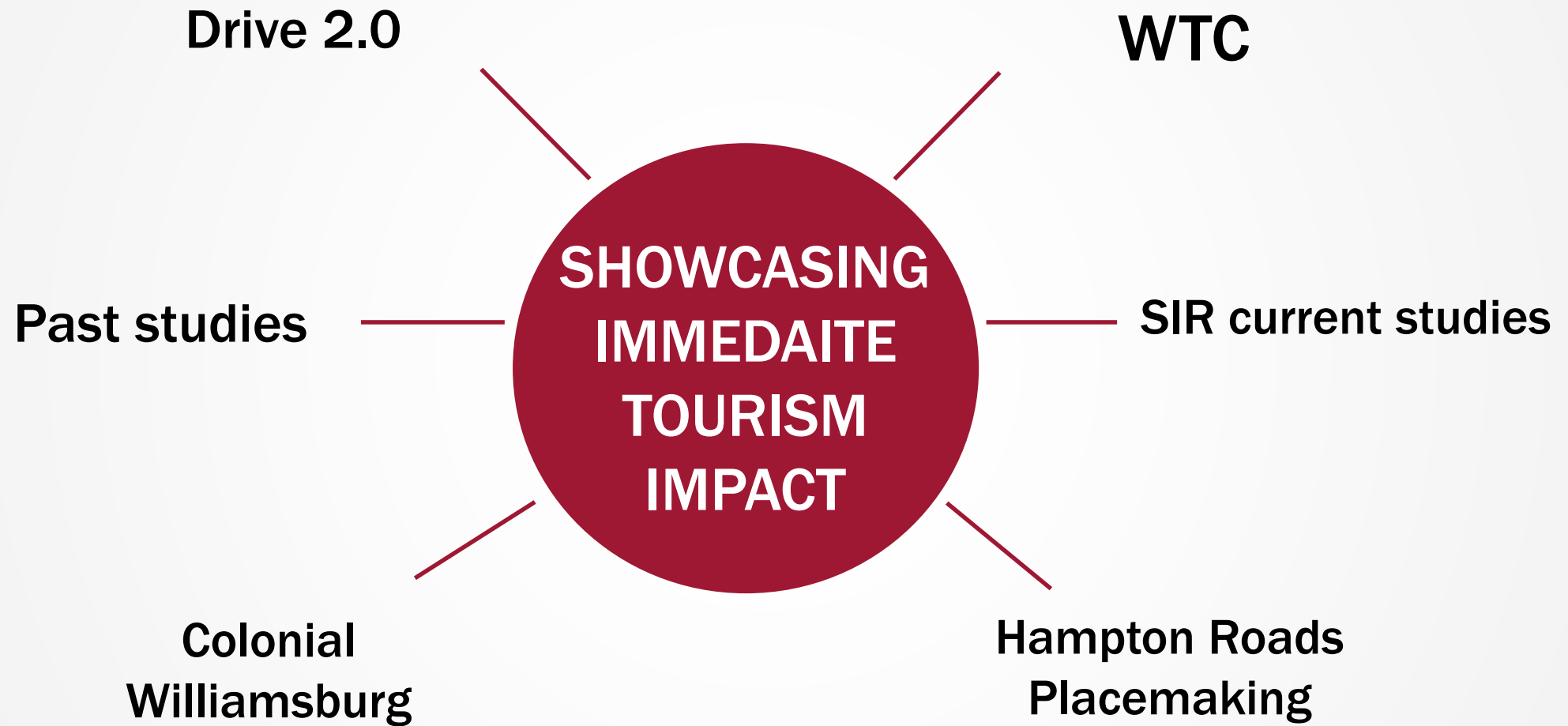
- Unaided and aided awareness
- Unaided and aided advertising awareness
- Familiarity
- Consideration/intent to visit
- Desired perceptions on key attributes
- If visited – satisfaction and Net Promoter Score™
- If visited – intent to revisit
- Inquiries/request for information
- E-newsletter signups

Establish Performance Benchmarks and Goals

KEY MEASURES	2018	2020 GOAL
Unaided and aided awareness	53%	63%
Familiarity	61%	70%
Satisfaction with Williamsburg	68%	75%
Likelihood to visit	63%	70%
Likelihood to return	59%	65%
Performance gaps in key attribute areas	Varies by attribute	Varies by attribute
Likelihood to recommend (NPS)	25	30

5.

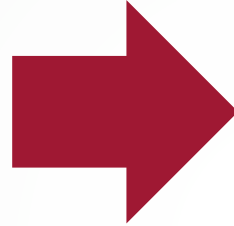
**SUGGESTIONS ON
BRAND DEVELOPMENT
FOR THE FUTURE.**



Branding the Williamsburg experience to align with greatest tourism impact

TONS OF STUFF

- World class theme parks
- Golf
- Spa
- History
- Outdoor activities
- Shopping



IMMEDIATE IMPACT

- Vacations for all generations (grandparents)
- Education with fun – history and theme parks
- Living history – one of the few in the world
- Convenient, rich experience

QUESTIONS?



Strategy. Insights. Results.

THANK YOU!

Chair Report

- Community Outreach
 - York County BOS
 - Williamsburg City Council
 - Alliance Annual Meeting
- Alliance Appointments
 - 3 Members

Wrap-Up

- Other New Business Items?
- Next Meeting Date: **March 19, 2019**
 - Stryker Building

THANK YOU



OUR MISSION

STRENGTHEN COMMUNITY THROUGH TOURISM

OUR STRATEGY

To accomplish our mission, we make investments in:

ACCESSIBILITY · AWARENESS
ATTRACTABILITY · AFFORDABILITY

MEASURING SUCCESS



OVERNIGHT
STAYS



ADMISSIONS



REVENUE
GENERATED