

# Williamsburg Tourism Council

Tuesday, March 15, 2022

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Roll Call

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James City County  
Colonial Williamsburg Foundation  
City of Williamsburg

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

GWTCA-Business Council  
Virginia Tourism Corporation

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

Kevin Lembke  
Ron Kirkland  
James Horn  
Christy Coleman  
Mickey Chohany  
Chad Green

Chris Smith, Ex Officio  
Rita McClenny, Ex Officio

# Public Comment

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

# Virginia Tourism Corporation (VTC) Briefing

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Rita McClenny, President and CEO

# Roundtable Discussion

# Approve Minutes

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January 18, 2022

# Voting

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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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Ron Kirkland  
James Horn  
Christy Coleman  
Mickey Chohany  
Chad Green

# Treasurer's Report

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FY21 Audit Report

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue





# Financial Audit Results of the Tourism Council of the Greater Williamsburg Chamber and Tourism Alliance (WTC)

March 15, 2022

WEALTH ADVISORY | OUTSOURCING | AUDIT, TAX, AND CONSULTING

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

# AGENDA

- 2021 Financial Highlights
- CLA's Audit Process
- Summary of Audit Results
- Required Communications with Those Charged with Governance

# FINANCIAL HIGHLIGHTS

- For Fiscal Year 2021, WTC is reporting separate financial statements instead of presenting consolidated financial statements with the Williamsburg Area Chamber of Commerce
  - The effect of the change in reporting entity was material to WTC's financial statements
  - WTC's financial statements are prepared in accordance with General Accepted Accounting Principles (GAAP) promulgated by the Government Accounting Standards Board (GASB)
- The Williamsburg Tourism Council's total net position was \$9,398,731 as of June 30, 2021, a decrease of \$2,227,733 from the prior year
  - Decrease is mainly due to:
    - Destination marketing expenses were \$14,152,205, 90% of total 2021 expenses and a 118% increase over prior year
    - Administrative expenses were \$1,237,085, 8% of total 2021 expenses and an 11% decrease from the prior year
- WTC early implemented *GASB 87 Leases* and recorded a capital asset in the amount of \$16,699 related to a 5-year lease of a photocopier; early implementation of the standard did not have a material effect on financial statements



# AUDIT PROCESS

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



# AUDIT RESULTS

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



# REQUIRED COMMUNICATIONS

- Financial statement disclosures
  - Early implementation of GASB 87, *Leases*
  - Change in financial reporting entity, GASB 14, *Financial Reporting Entity*
- No difficulties encountered during the audit
- No material corrected misstatements
- No uncorrected misstatements
- No disagreements with management
- Management provided representation for the financial statements



# REQUIRED COMMUNICATIONS

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



**THANK YOU!**

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





# Financials

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Revenue/Expenses

Cash on Hand

Tax Revenue

# January Revenue/Expenses

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,195,743	1,051,555	144,188
\$1 Transient Tax	103,571	115,504	(11,933)
Maintenance of Effort Funds	0	0	0
Other	2,787	4,000	(1,213)
<b>Total Revenue</b>	<b>1,302,102</b>	<b>1,171,059</b>	<b>131,043</b>
<b>EXPENSES</b>			
Destination Marketing	1,136,149	1,189,549	53,400
Other Sales & Marketing	57,907	46,463	(11,444)
Labor & Benefits	96,579	107,477	10,898
Admin	32,023	23,030	(8,993)
<b>Total Expenses</b>	<b>1,322,659</b>	<b>1,366,519</b>	<b>43,860</b>
<b>Net Revenue Expense by Month</b>	<b>(20,557)</b>	<b>(195,460)</b>	<b>174,903</b>

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

# FYTD Revenue/Expenses

	FY 2022		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	8,206,769	7,305,180	901,589
\$1 Transient Tax	1,029,604	971,899	57,705
Maintenance of Effort Funds	788,300	788,300	0
Other	17,540	29,000	(11,460)
<b>Total Revenue</b>	<b>10,042,213</b>	<b>9,094,379</b>	<b>947,834</b>
<b>EXPENSES</b>			
Destination Marketing	5,471,515	7,888,243	2,416,728
Other Sales & Marketing	151,635	240,373	88,738
Labor & Benefits	650,268	729,734	79,466
Admin	170,376	192,930	22,554
<b>Total Expenses</b>	<b>6,443,794</b>	<b>9,051,280</b>	<b>2,607,486</b>
<b>Net Revenue Expense by Month</b>	<b>3,598,419</b>	<b>43,099</b>	<b>3,555,320</b>

<i>Net Position - Beginning of Year</i>	9,398,730	9,398,730	0
<i>Net Position - Current YTD</i>	12,997,149	9,441,829	3,555,320

# January Cash on Hand

## Operating Cash

Cash Balances	Nov-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,858	\$ 510,000	\$ (142)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 7,977,937	\$ 6,117,641	\$ 1,860,296
<b>Total Cash on Hand</b>	<b>\$ 8,738,797</b>	<b>\$ 6,877,641</b>	<b>\$ 1,861,156</b>

Cash Balances	Dec-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,865	\$ 510,000	\$ (135)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 9,052,105	\$ 6,683,350	\$ 2,368,755
<b>Total Cash on Hand</b>	<b>\$ 9,812,971</b>	<b>\$ 7,443,350</b>	<b>\$ 2,369,621</b>

Cash Balances	Jan-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,865	\$ 510,000	\$ (135)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 8,925,580	\$ 6,487,890	\$ 2,437,690
<b>Total Cash on Hand</b>	<b>\$ 9,686,447</b>	<b>\$ 7,247,890</b>	<b>\$ 2,438,557</b>

Key Sources of Funds	Nov-21		
	Actual	Budget	Variance
State Disbursement	\$ 1,268,067	\$ 1,142,872	\$ 125,195
<b>Total Gov't Sources</b>	<b>\$ 1,268,067</b>	<b>\$ 1,142,872</b>	<b>\$ 125,195</b>

Key Sources of Funds	Dec-21		
	Actual	Budget	Variance
State Disbursement	\$ 1,303,642	\$ 1,686,856	\$ (383,214)
<b>Total Gov't Sources</b>	<b>\$ 1,303,642</b>	<b>\$ 1,686,856</b>	<b>\$ (383,214)</b>

Key Sources of Funds	Jan-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,299,315	\$ 1,167,059	\$ 132,256
<b>Total Gov't Sources</b>	<b>\$ 1,299,315</b>	<b>\$ 1,167,059</b>	<b>\$ 132,256</b>

Interest Earned:	Nov-21		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 857	\$ -	\$ 857
Ches Bank Checking	\$ 1,522	\$ 4,000	\$ (2,478)
<b>Total Interest Earned</b>	<b>\$ 2,386</b>	<b>\$ 4,000</b>	<b>\$ (1,614)</b>

Interest Earned:	Dec-21		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 1,020	\$ -	\$ 1,020
Ches Bank Checking	\$ 1,829	\$ 4,000	\$ (2,171)
<b>Total Interest Earned</b>	<b>\$ 2,856</b>	<b>\$ 4,000</b>	<b>\$ (1,144)</b>

Interest Earned:	Jan-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 897	\$ -	\$ 897
Ches Bank Checking	\$ 1,884	\$ 4,000	\$ (2,116)
<b>Total Interest Earned</b>	<b>\$ 2,787</b>	<b>\$ 4,000</b>	<b>\$ (1,213)</b>

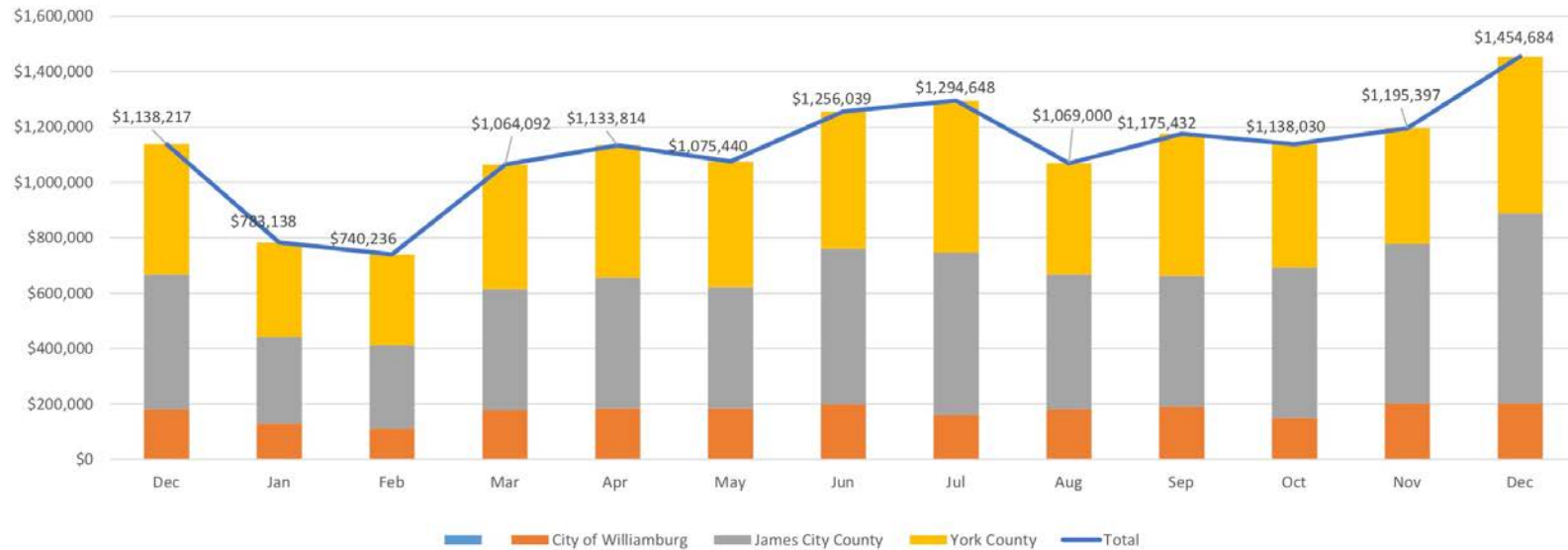
## Product Development Reserves

Cash Balances	Nov-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 4,512,610	\$ 4,445,000	\$ 67,610
<b>Total Cash on Hand</b>	<b>\$ 4,512,610</b>	<b>\$ 4,445,000</b>	<b>\$ 67,610</b>

Cash Balances	Dec-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 4,513,630	\$ 4,508,300	\$ 5,330
<b>Total Cash on Hand</b>	<b>\$ 4,513,630</b>	<b>\$ 4,508,300</b>	<b>\$ 5,330</b>

Cash Balances	Jan-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 4,514,527	\$ 4,509,025	\$ 5,502
<b>Total Cash on Hand</b>	<b>\$ 4,514,527</b>	<b>\$ 4,509,025</b>	<b>\$ 5,502</b>

# Sales Tax

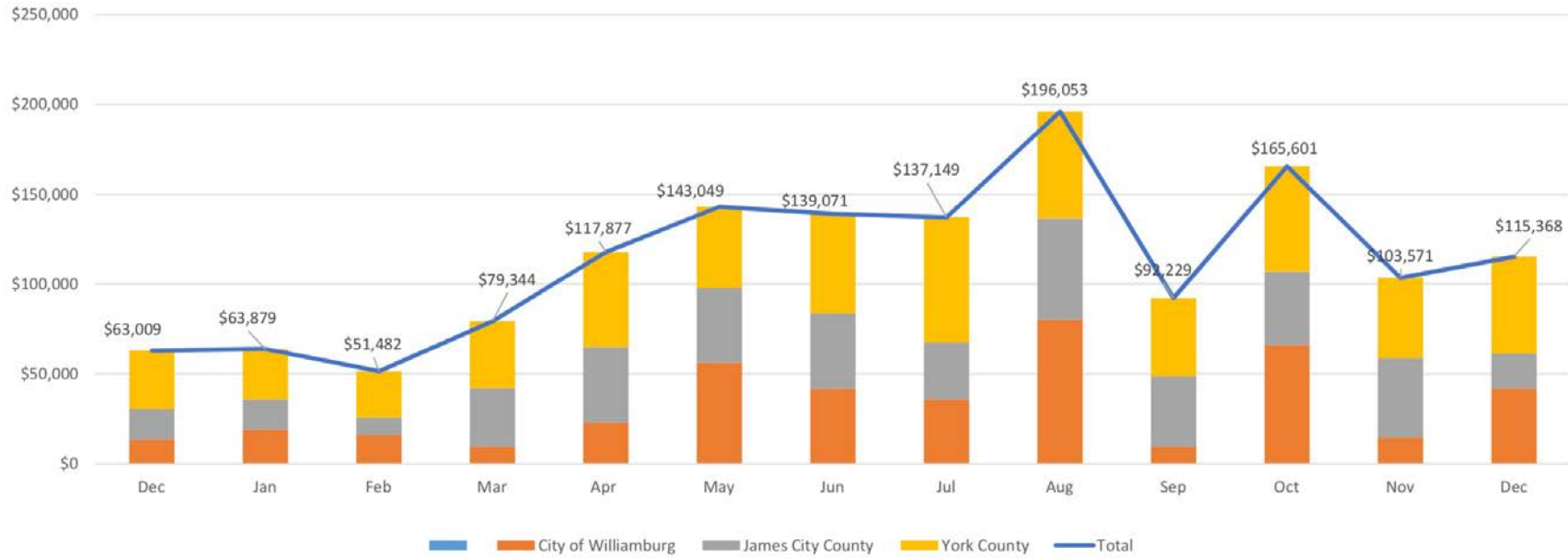


§§ 58.1-603.2 1/2 of 1%													
FY2021 / 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$129,427	\$111,620	\$178,712	\$184,092	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$2,072,882
James City County	\$313,509	\$300,542	\$435,892	\$470,743	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$5,870,062
York County	\$340,202	\$328,074	\$449,488	\$478,979	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$5,437,005
<b>Total</b>	<b>\$783,138</b>	<b>\$740,236</b>	<b>\$1,064,092</b>	<b>\$1,133,814</b>	<b>\$1,075,440</b>	<b>\$1,256,039</b>	<b>\$1,294,648</b>	<b>\$1,069,000</b>	<b>\$1,175,432</b>	<b>\$1,138,030</b>	<b>\$1,195,397</b>	<b>\$1,454,684</b>	<b>\$13,379,950</b>
<b>Calendar YTD Total</b>													<b>\$13,379,950</b>
FY2020 / 2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$162,942	\$159,187	\$181,890	\$1,616,727
James City County	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$371,324	\$373,849	\$350,286	\$409,548	\$486,887	\$4,153,020
York County	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$368,354	\$404,705	\$321,911	\$405,622	\$469,441	\$4,460,056
<b>Total</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>\$1,054,706</b>	<b>\$835,139</b>	<b>\$974,357</b>	<b>\$1,138,217</b>	<b>\$10,362,876</b>
<b>Calendar YTD Total</b>													<b>\$10,362,876</b>

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



# Transient Tax



Transient Tax \$1 of the \$2													
FY2021 / 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$18,982	\$16,116	\$9,439	\$22,923	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$413,847
James City County	\$16,914	\$9,478	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$416,228
York County	\$27,983	\$25,888	\$37,132	\$52,932	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$574,598
<b>Total</b>	<b>\$63,879</b>	<b>\$51,482</b>	<b>\$79,344</b>	<b>\$117,877</b>	<b>\$143,049</b>	<b>\$139,071</b>	<b>\$137,149</b>	<b>\$196,053</b>	<b>\$92,229</b>	<b>\$165,601</b>	<b>\$103,571</b>	<b>\$115,368</b>	<b>\$1,404,673</b>
<b>Calendar YTD Total</b>													<b>\$1,404,673</b>
FY2020 / 2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$28,608	\$30,678	\$24,695	\$19,294	\$13,619	\$216,329
James City County	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$31,805	\$27,300	\$19,161	\$22,875	\$16,989	\$223,781
York County	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$36,310	\$32,239	\$30,061	\$22,745	\$32,401	\$302,184
<b>Total</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>\$73,917</b>	<b>\$64,914</b>	<b>\$63,009</b>	<b>\$742,294</b>
<b>Calendar YTD Total</b>													<b>\$742,294</b>

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

# Executive Director and CEO Report

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STR Report Data/Key Performance Indicators

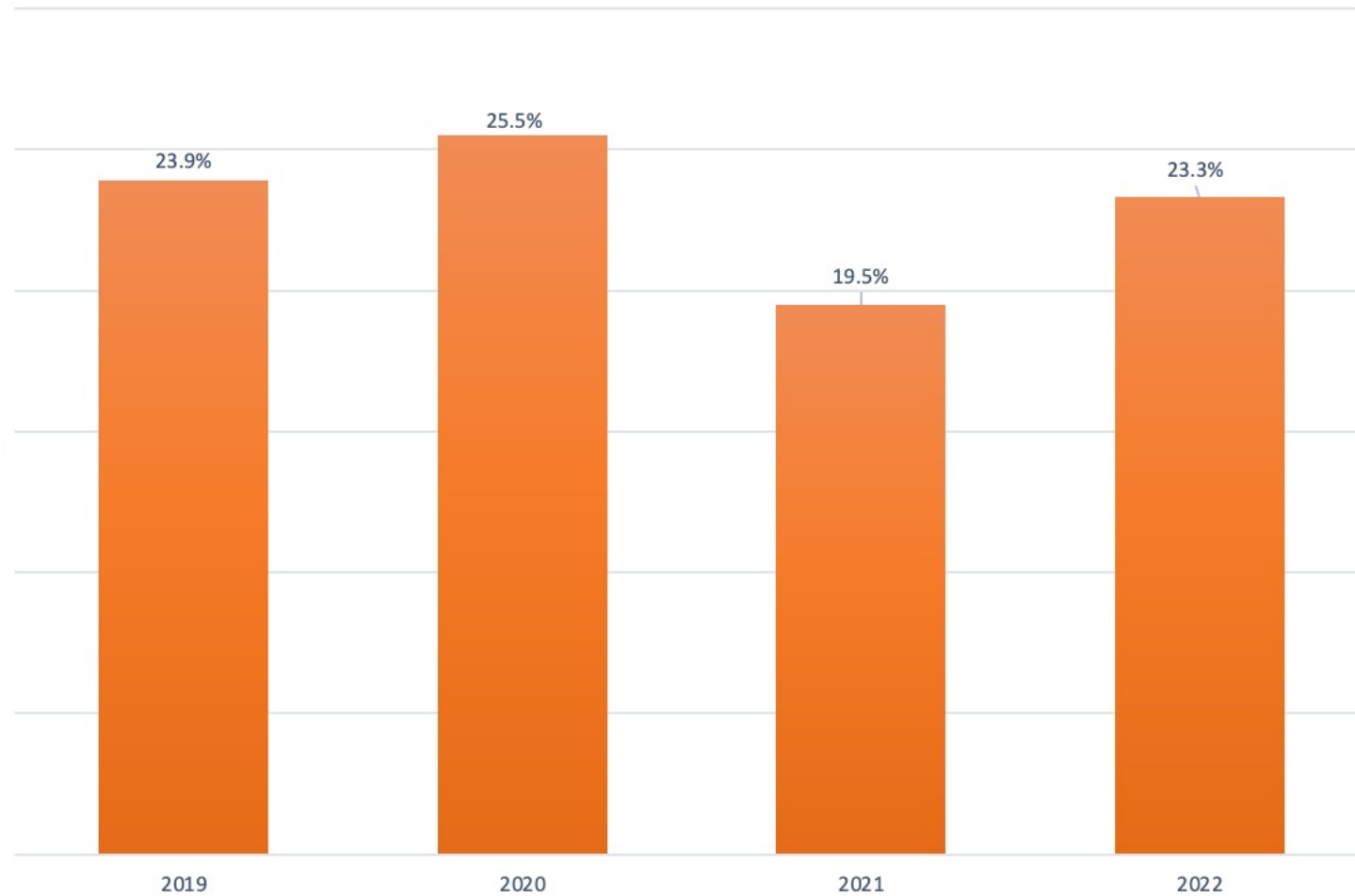
Marketing/Public Relations Program/Sales

Fall/Winter Ad Effectiveness

# Smith Travel Research Report - January 2022 Occupancy

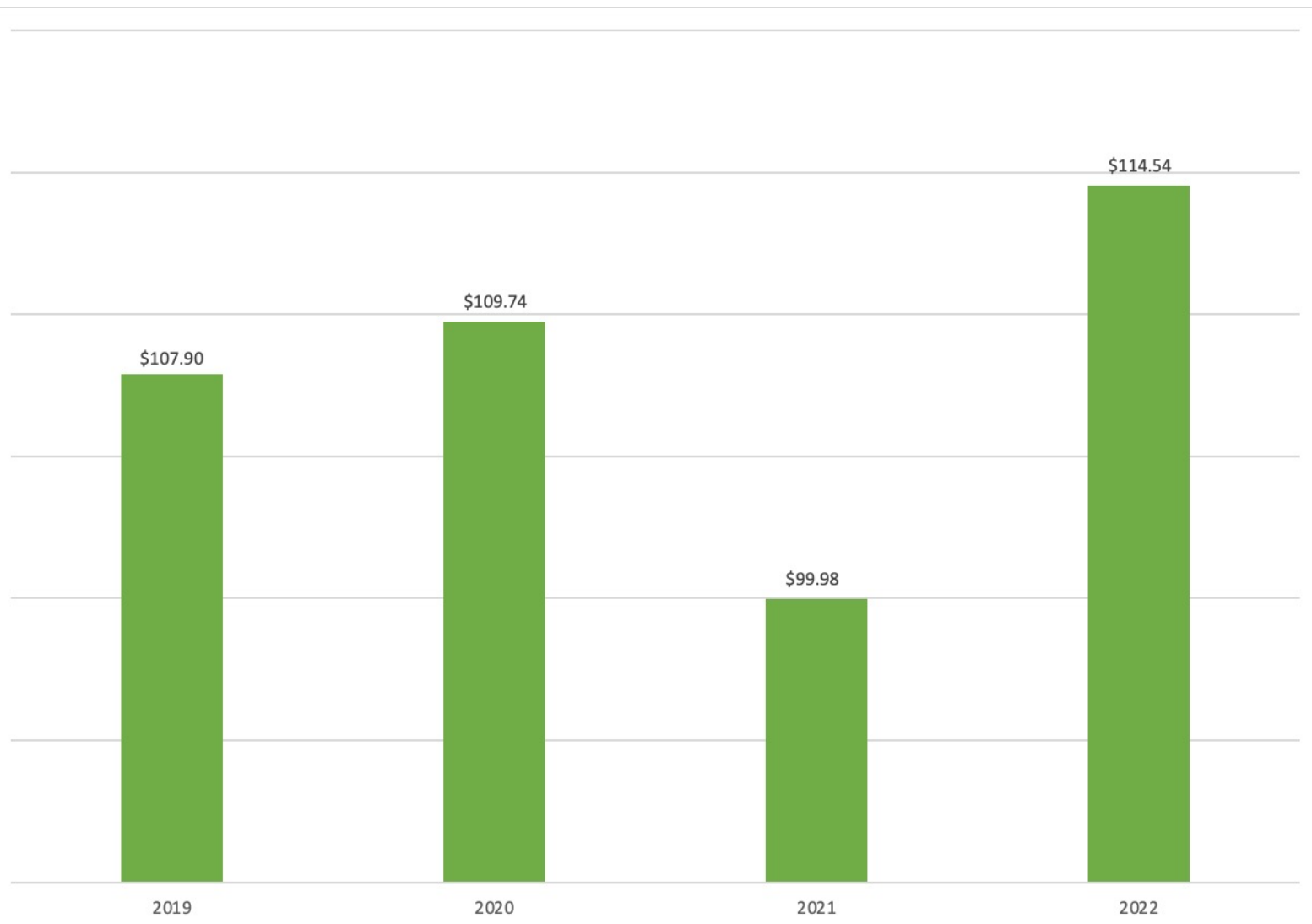
↓  
Occupancy  
**-2%**  
Compared to 2020

↑  
Occupancy  
**4%**  
Compared to 2021





# Smith Travel Research Report - January 2022 ADR

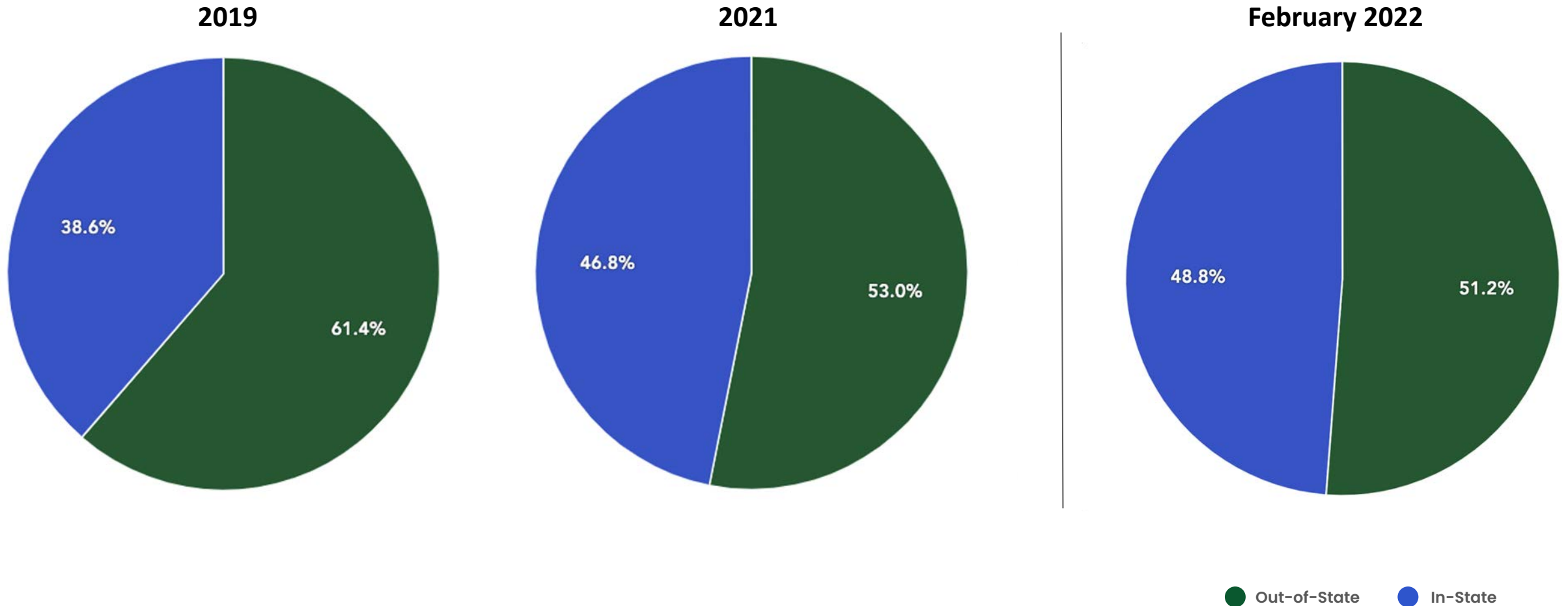


ADR  
**5%**  
Compared to 2020

ADR  
**13%**  
Compared to 2021

## In-State vs. Out-of-State Visitation

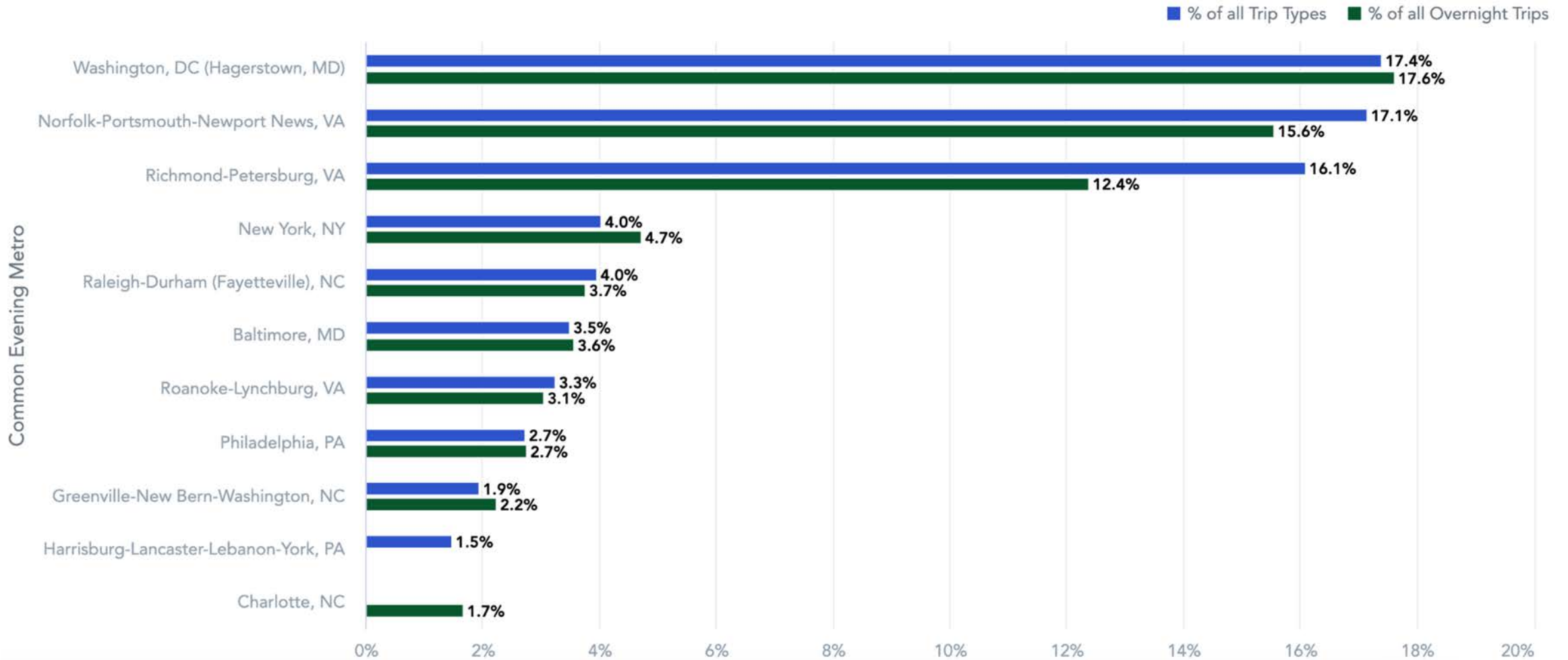
Out-of-State visitor share in February remains consistent with January 2022, 2021 and 2019 averages.



\*Source: Near (geolocation) 2/1/2022-2/28/2022, percent of total visitor devices observed in Williamsburg

## February 2022 Top Origin Markets Overall vs. Overnight

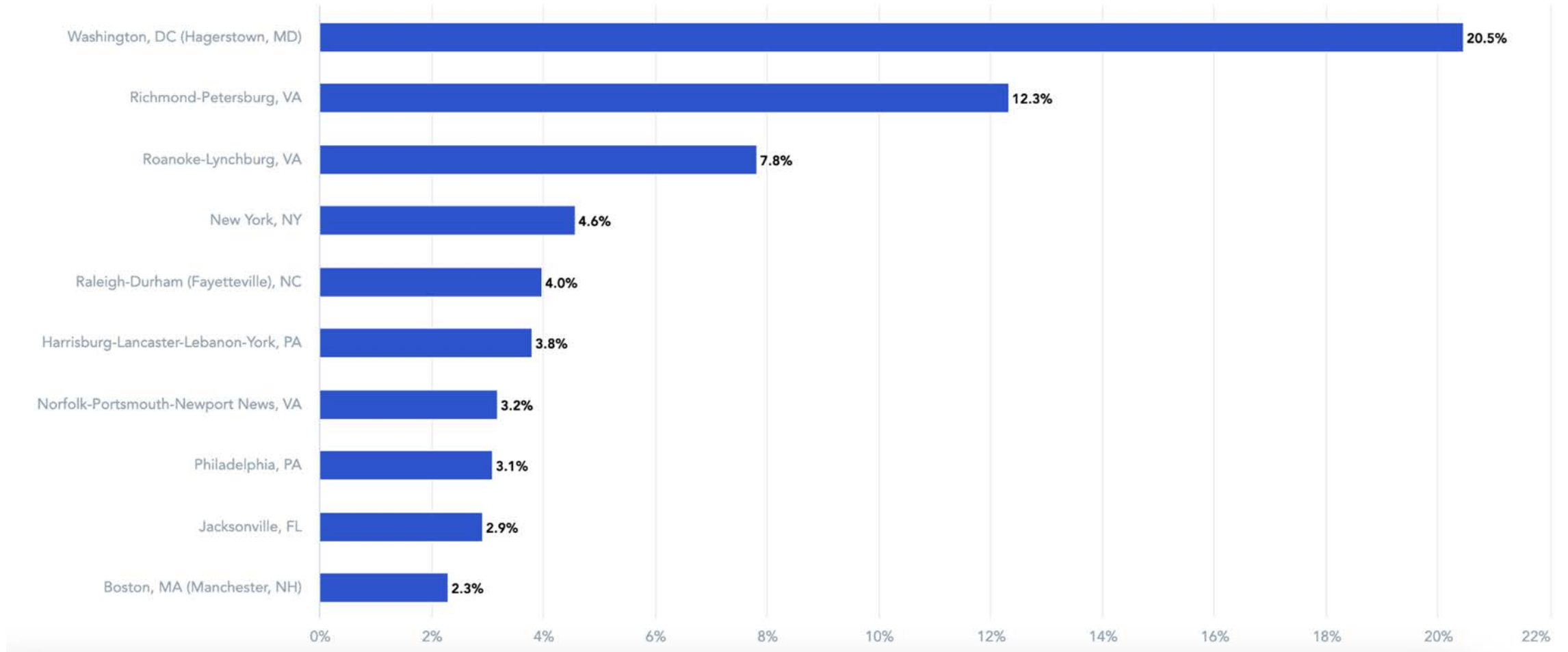
Top markets remain steady. New York continues to gain share of overall and overnight visitation.



\*Source: Near (geolocation) 2/1/2022-2/28/2022

## Visitor Spend by Market

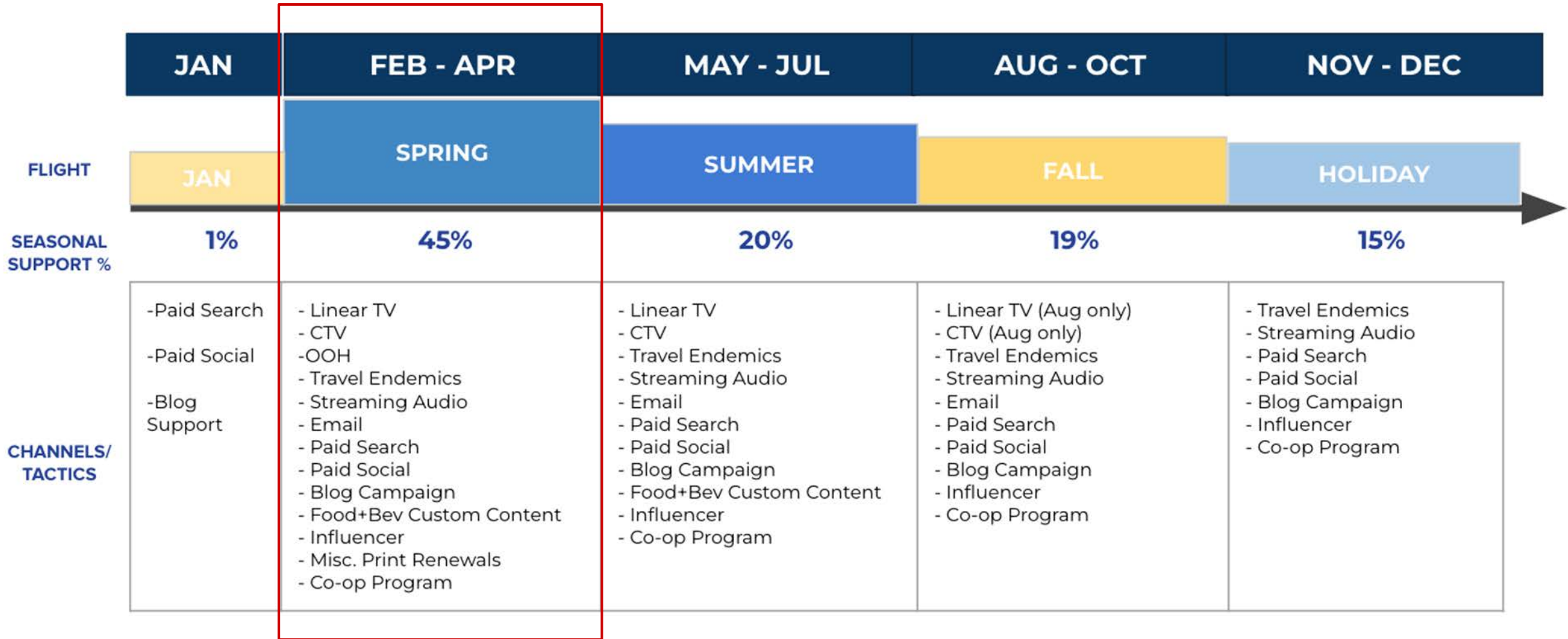
Top spending markets mostly aligns with top visitation markets, with Roanoke-Lynchburg, VA the exception with higher relative spend to visitors (7.8% of spend vs. 3.3% of visitors). To watch: Boston emerges into top 10 spend.



\*Source: Affinity. Tourism Categories: Hotels, Attractions, Food, Retail, Specialty Retail, Nightlife and Transportation. Note: Spend data represents approximately 25% of domestic transaction volume. 2/1/2022-2/28/2022.

# Marketing/Public Relations Program

# 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

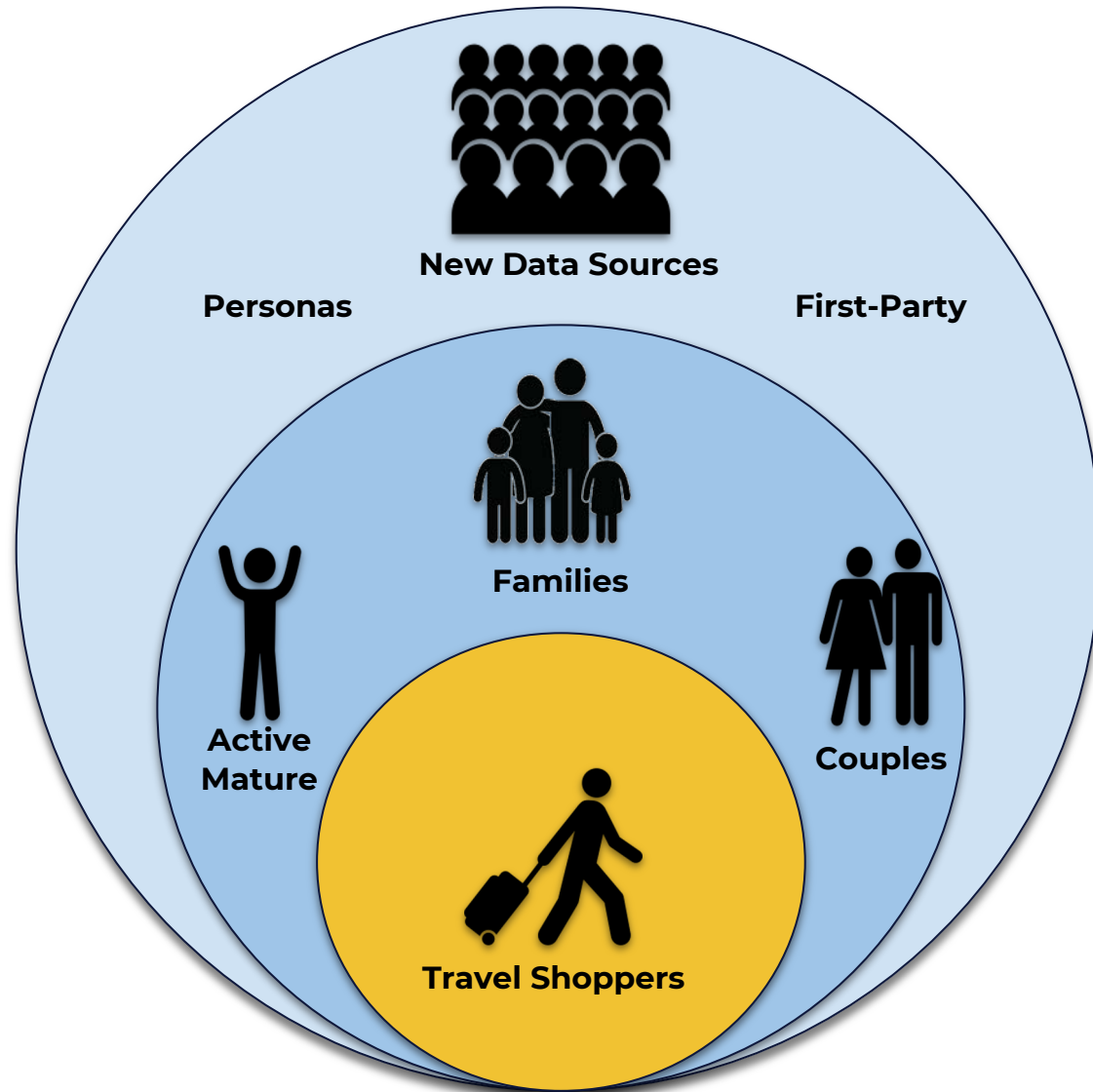
## **EXPANSION in 2020/21**

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

## **LAUNCH in 2022**

- Boston, MA

# Audience Segmentation

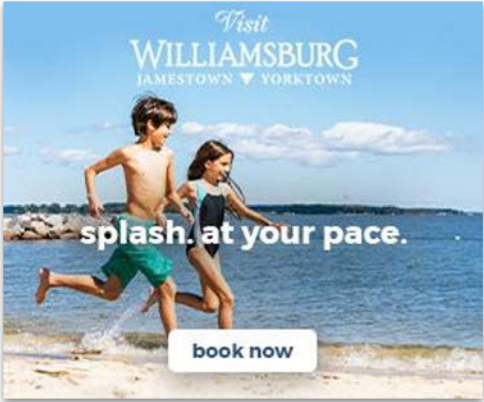


With the expected increase in demand moving into 2022, it is important to grow new audiences, while preparing for dramatic shifts in audiences with cookie depreciation.

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



January/February Advertising: Sample Digital Creative



# January/February Advertising: Sample Digital Creative



**Visit Williamsburg**  
Sponsored · 🌐

See history as it's unearthed at America's first permanent English settlement, or get the story firsthand.



VISITWILLIAMSBURG.COM  
**Discover**  
life. at your pace. [LEARN MORE](#)

**Visit Williamsburg**  
Sponsored · 🌐

With a number of world class courses to explore, golfers will feel right at home in Williamsburg. Pack your clubs.



VISITWILLIAMSBURG.COM  
**Golf**  
life. at your pace. [LEARN MORE](#)





# February Advertising: Television Summary

## Broadcast Markets:

- Boston
- New York
- Philadelphia
- Baltimore
- Cleveland
- Columbus

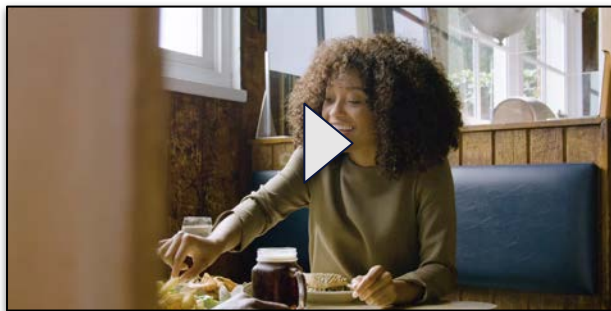
## Cable Markets:

- Charlotte, NC
- Charlottesville, VA
- Greenville-New Bern
- Harrisonburg, VA
- Raleigh-Durham, NC
- Roanoke-Lynchburg, VA
- Salisbury, MD

Note: CTV and digital media target above plus all remaining markets

## Sample Programming

	Across all Markets: Today Show, CBS This Morning, Good Morning America					
<b>Early Morning (5a-9a)</b>	<b>WBAL:</b> - Olympic Today Show  <b>Cable:</b> - Headline News (HLN)	<b>Cable:</b> - CNN - Fox News - MSNBC	<b>WKYC:</b> - Olympics Opening Ceremony - Olympic Today Show	<b>WCMH:</b> - Olympic Today Show	<b>Cable:</b> - News 12 Traffic Sponsorship - New York 1 Rail and Road Sponsorship	<b>WCAU:</b> - Olympic News  <b>Cable:</b> - CNN - MSNBC
<b>Early News (5p-6:30p)</b>	<b>Cable:</b> - CNBC - CNN	<b>Cable:</b> - CNN - CNBC - Fox News	<b>WKYC:</b> - Olympics News		<b>Cable:</b> - News 12 Traffic Sponsorship - New York 1 Rail and Road Sponsorship	<b>WCAU:</b> - Olympic News
	Across all Markets: Big Bang Theory, Jeopardy, Wheel of Fortune, Access Hollywood, Entertainment Tonight, Family Feud, Young Sheldon					
<b>Prime Access (7-8p)</b>	<b>Cable:</b> - Comedy - Oxygen	<b>Cable:</b> - MTV - NESN - Bruins/Red Sox Pregame Show	<b>Cable:</b> - MTV - Comedy - TBS	<b>WCMH:</b> - Olympic Zone  <b>Cable:</b> - Comedy - FXX	<b>Cable:</b> - News 12 Traffic Sponsorship - New York 1 Rail and Road Sponsorship	<b>WCAU:</b> - Olympic Zone



# Out-of-Home Launch







## 11+ Million Impressions

<b>Boston</b>	Station Domination Interior Subway Digital Liveboards
<b>New York</b>	Station Domination Interior Subway Digital Liveboards
<b>Philadelphia</b>	Station Domination Urban Panels
<b>Baltimore</b>	Station Domination Digital Spectacular Kiosks
<b>Washington DC</b>	Digital Liveboards Bike Share
<b>Cleveland</b>	Wallscape Kiosks Static Pillars



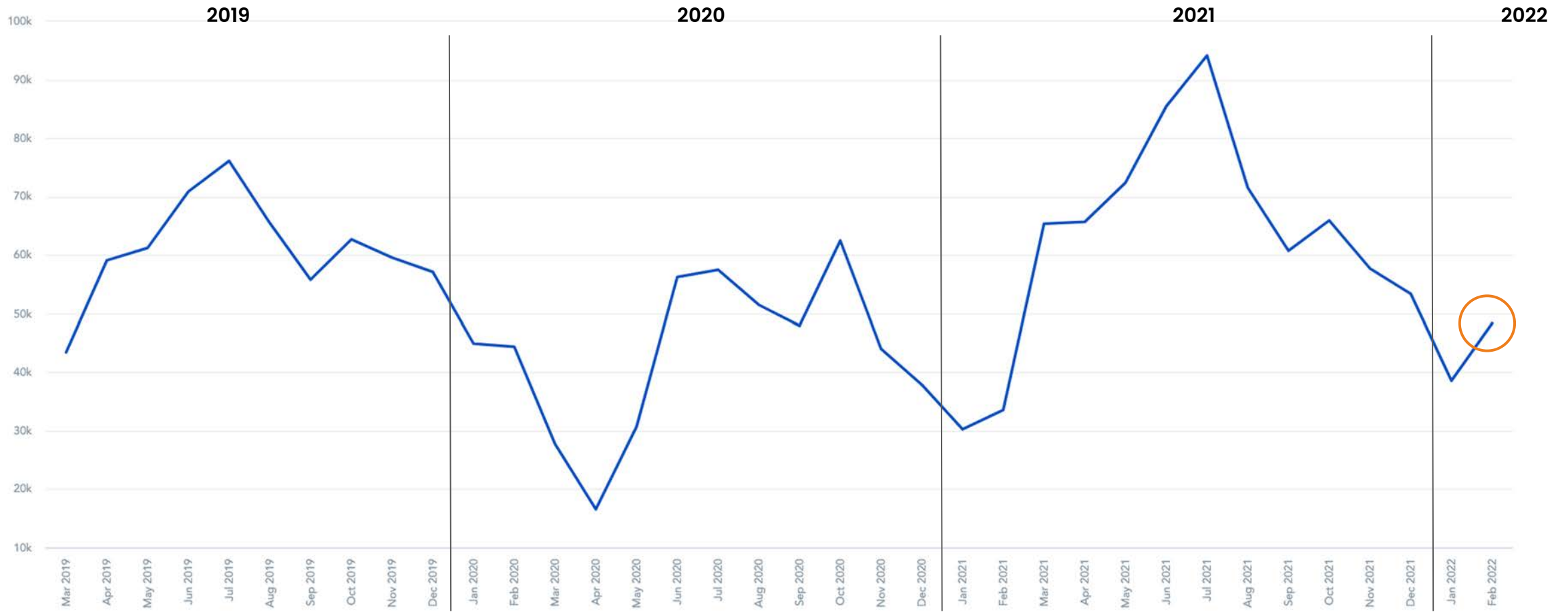
## January/February Advertising: Digital Advertising Performance

February (vs. January) KPIs demonstrating **strong demand** in place for the spring and summer travel periods.

	<b>262%</b>	Destination Air/Hotel Searches	Number of online searches completed by people exposed to the digital advertising
	<b>123%</b>	Hotel Bookings	Hotel bookings among people exposed to digital advertising
	<b>896%</b>	Flight Bookings	Flight bookings to airports in the region among those exposed to the digital advertising
	<b>3%</b>	Hotel Booking Conversion Rate	Percentage of those who are exposed to digital ads, conduct a hotel search and make an online hotel booking
	<b>7%</b>	Flight Booking Conversion Rate	Percentage of those who are exposed to digital ads, conduct a flight search and make an online flight booking
	<b>218%</b>	Paid Search Volume	Total consumers searching for Williamsburg and related search terms, and being exposed to paid search ads

# Organic Search from Outside Home Market

Organic search, which is a leading indicator of traveler planning and future intent to travel, is 9% above February 2020 search volume.

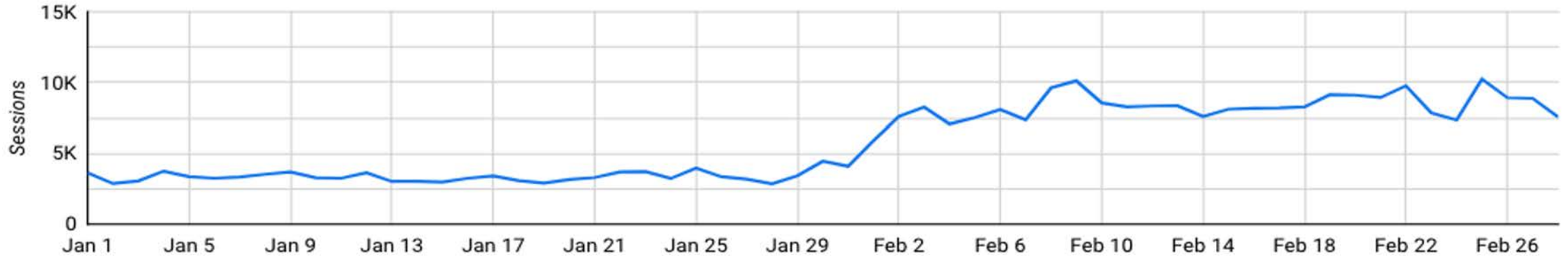


\*Source: Google Analytics

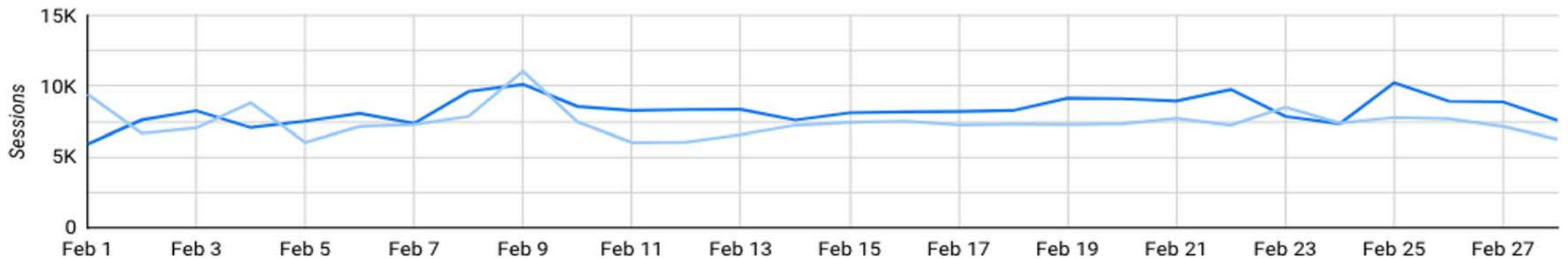


# January/February: Website Performance

Fueled by launch of Spring Break media on Feb. 1, site sessions and users more than doubled (+123%) in February (vs. January)



February site sessions +12% YOY



# January/February: The WilliamsBLOG Performance



**Plan Your Golf Trip to Williamsburg**

[READ MORE](#)

**6.1%**  
Pages  
per Session

**17.8%**  
Average Time  
on Page

**1.5%**  
New  
Site Sessions

**58%**  
Average Session  
Duration

Jan/Feb 2022 vs. Jan/Feb 2021



**Top 7 Heated Outdoor Dining Spots in Williamsburg This Winter**

[READ MORE](#)

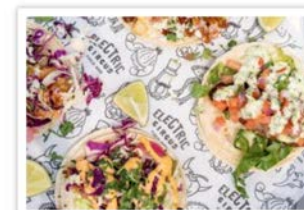


**Sip, sip, hooray: The Williamsburg coffee scene is hot – and haute**

[READ MORE](#)

## Top 10 Blog Posts:

Blog Post	Pageviews
7 Reasons Why Williamsburg is Good for Families	24,102
15 Ideas for Long Weekend Getaways with Your Kids	23,525
Williamsburg's Current Excavations and Recent Findings	16,387
Get Into the Swing of Golf in Williamsburg	12,685
7 Things to Do for First-time Visitors	12,452
A Romantic Weekend Getaway in Williamsburg	6,636
Most Instagrammable Places in Williamsburg	3,599
How to Eat and Drink Your Way Through Williamsburg	2,654
Find Your Chill in Williamsburg	2,473



**How to Eat and Drink Your Way Through Williamsburg**

[READ MORE](#)



# Influencer Program: Recent Trips

Visit Williamsburg hosted several subject matter experts for *The WilliamsBLOG* and our first TikTok content creators. Content will roll out in March and April.

Recent Visits	Content Angle
Frederick Murphy, founder of <a href="#">History Before Us</a>	His genealogy ties to the area and how Williamsburg is uncovering and preserving African American history
TikTok creator, <a href="#">@dmvfoodie</a>	Multi-day series about delicious eats and dog-friendly spots
Upcoming Trips	Content Angle
<a href="#">Justin Chapple</a> , a chef, food writer, and Culinary Director-at-large of <i>FOOD &amp; WINE</i>	Blog content around inspiring food and drink across the area
TikTok creator, <a href="#">@staysandgetaways</a>	Video content around romance, spring break activities and unique things to do
Williamsburg local, <a href="#">Anna Hartman</a> (multiple trips)	Family-friendly activities and Father's Day blog content



## January/February: Organic Social Media Performance



### Top-Performing Post Across All Channels

This snowy scene on Duke of Gloucester Street was the most popular post on each WTC social channel.

**Date:** January 29, 2022

**Total Impressions:** 27,936

**Total Engagements:** 2,617

**Avg. Engagement Rate:** 9.3%

**Post Clicks:** 403

**Comments:** 78

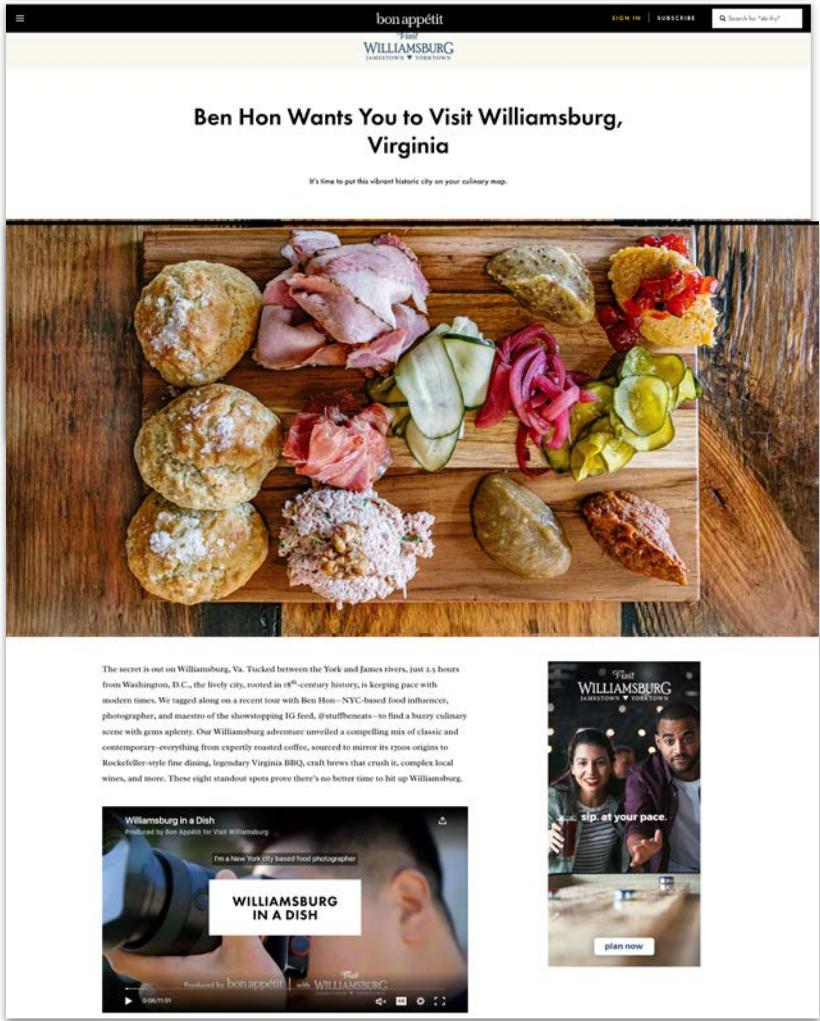
**Shares:** 42

**Saves:** 42

- January/February are often considered to be “slow months” for performance across organic social media, however YoY metrics (average reach per post and engagement rate) were strong across all social channels
- Deeper interactions (shares and saves) were also strong, indicating a high level of interest in content
- Engagement rate across social channels was 4.7%  
**(34% increase YOY and more than 3X industry benchmark)**
- Across all channels, posts that feature beautiful scenery, waterfront views, and charming architecture continue to garner the most interest from our audience

# Content Partnerships: Bon Appetit

<b>7.9MM+ impressions March-May</b>
Onsite <a href="#">Article</a>
Onsite Display Advertising with added-value across Conde Nast network* sites
Onsite <a href="#">Video</a>
Pre-roll video across Conde Nast O&O, Youtube
Social Media Amplification (FB, IG, Twitter)



CN Network includes: *Architectural Digest, Allure, Ars Technica, Bon Appétit, Condé Nast Johansens, Condé Nast Traveler, Epicurious, Glamour, Gq, Gq Style, House & Garden, La Cucina Italiana Love, Pitchfork, Self, Tatler, Teen Vogue, The New Yorker, The World Of Interiors, Them, Vanity Fair, Vogue, Vogue Business, Vogue Global Network, Wired*



# Content Partnerships: Golf.com

4.4MM+ impressions Feb-April

Onsite Videos (2)

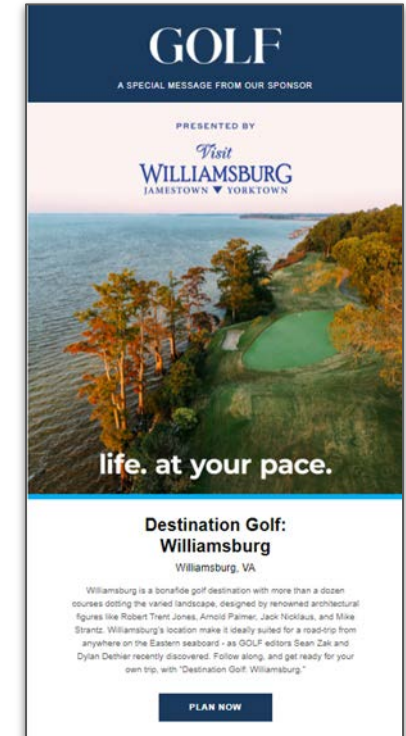
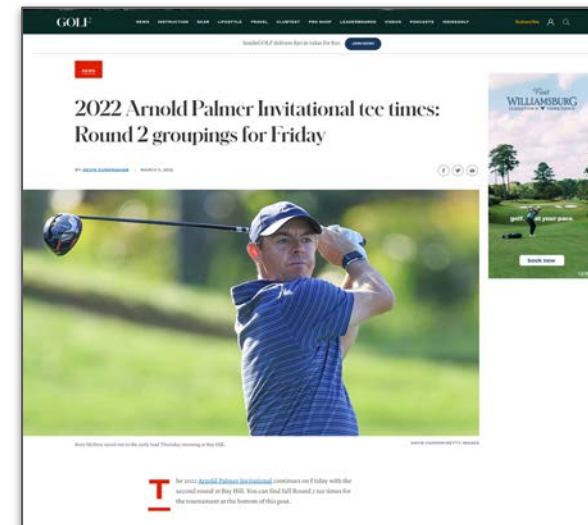
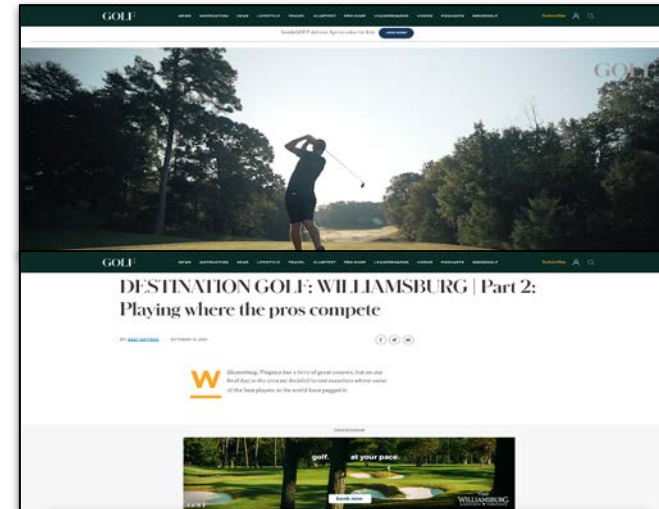
Onsite Articles (3)

Subscriber Email (239K)

Onsite Display Advertising

Pre-roll video

Social Media (FB, IG, Twitter)



## Awards and Accolades



**2021 Silver Adrian Award  
“Advertising – Television – Consumer”**

*“Life. At Your Pace.”*

# Public Relations

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January 1 – February 28, 2022

Global Impressions

95.2 Million

9

Placements

Key Media Placements | January 1 – February 28, 2022

“Believe It or Not, Business Is Booming”

-Heather Larson

“Taking a field trip from Richmond to Williamsburg, VA”

-Kathryn Potter

“Female Disruptors: Victoria Cimino Of The Williamsburg Tourism Council On The Three Things You Need To Shake Up Your Industry”

-Candice Georgiadis



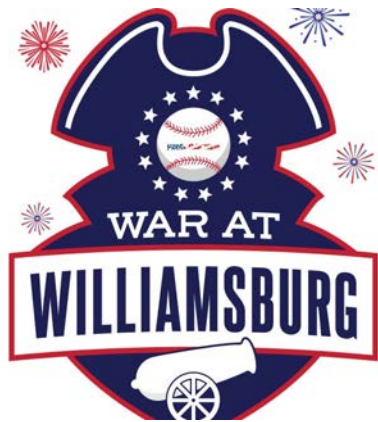
# Sales

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## Trade Shows, Events, Sites

DATE	CONFERENCES, SITE VISITS, MEETINGS	LOCATION
January 8-11, 2022	American Bus Association Marketplace	Grapevine, TX
February 1-3, 2022	Religious Conference Management Association	Sacramento, CA
February 9-10, 2022	Firecracker Sports Site Visit	Williamsburg and Hampton, VA
February 10-15, 2022	Southeast Tourism Society Pre FAM and Conference	Williamsburg and VA Beach, VA
February 25-27, 2022	National Softball Association Hall of Fame	Myrtle Beach, SC
March 1-2, 2022	Old Dominion Chapter SGMP 2022 Education Conference	Virginia Beach, VA





## Sales Leads: January - March

ISSUE DATE	LEADS	ROOM NIGHTS
January 5, 2022	Jamie for Congress 2022 Retreat	36
January 6, 2022	Teva Pharmaceutical	26
January 7, 2022	Perform International	200
January 7, 2022	Kappa Delta-Gamma Alpha Chapter	56
January 11, 2022	JEMS Hospitality	261
January 19, 2022	National Conference Services, Inc.	200
January 19, 2022	Young Marines	670
January 20, 2022	Williamsburg Volleyball Club	900
January 20, 2022	National Center for State Courts	100
January 27, 2022	Lanxess Sybron Chemicals Inc.	104
February 3, 2022	North American Division of Seventh-Day Adventists	183
February 3, 2022	Parrott Family Reunion	30
February 8, 2022	Proshow, Inc.	775

## Sales Leads: January - March

	LEADS	ROOM NIGHTS
February 18, 2022	Parking Associations of the Virginias	110
February 18, 2022	TEAMS Solutions	1,000
February 25, 2022	Virginia State Literacy Association	1,135
February 25, 2022	National EMS Memorial Bike Ride	30

## Service Leads: January - March

	SERVICES LEADS	
January 6, 2022	Virginia Wheels	Dinner
January 11, 2022	Old Dominion Chapter SGMP	Awards Dinner
January 25, 2022	KC Hart and Company	Meeting Space and Lunch
January 26, 2022	Amazon	Parking Lot
January 27, 2022	Turner Tanker Association	Brewery Tour and Lunch



## Confirmed Bookings

ARRIVAL DATE	DEFINITE BOOKINGS	PROPERTY
February 24 -27, 2022	Virginia Youth Soccer Association	Multiple Properties
May 14, 2022	Virginia Wheels	Golden Corral
April 25, 2022	Lake Lundgren Bible Camp Bust Tour	Darci Tucker, Sal's, and Golden Corral
April 27-30, 2022	Legion of Valor	Fort Magruder Hotel
June 15 -16, 2022	Parrott Family Reunion	Great Wolf Lodge
September 15, 2022	Turner Tanker Association	Billsburg Brewery
November 29 - 30, 2022	Workman Transportation	Woodlands Hotel & Suites
November 29 – December 2, 2022	Cheektowaga Seniors	Woodlands Hotel & Suites

## Future Trade Shows and Events

DATE	UPCOMING SHOWS	LOCATION
March 21-23, 2022	Pennsylvania Bus Association Marketplace	Williamsport, PA
April 12-14, 2022	African American Travel Conference	Topeka, Kansas
May 1-3, 2022	VSAE Annual Conference	Loudon County, VA
May 22-24, 2022	Connect Marketplace	San Juan, Puerto Rico



# Fall/Winter Ad Effectiveness

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David Seiferth, President, SMARInsights

# Research Objectives

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- Track COVID-19 impact on consumer perceptions and travel behaviors
- Gauge advertising awareness
- Calculate ROI
- Review competitive environment
- Provide Boston baseline

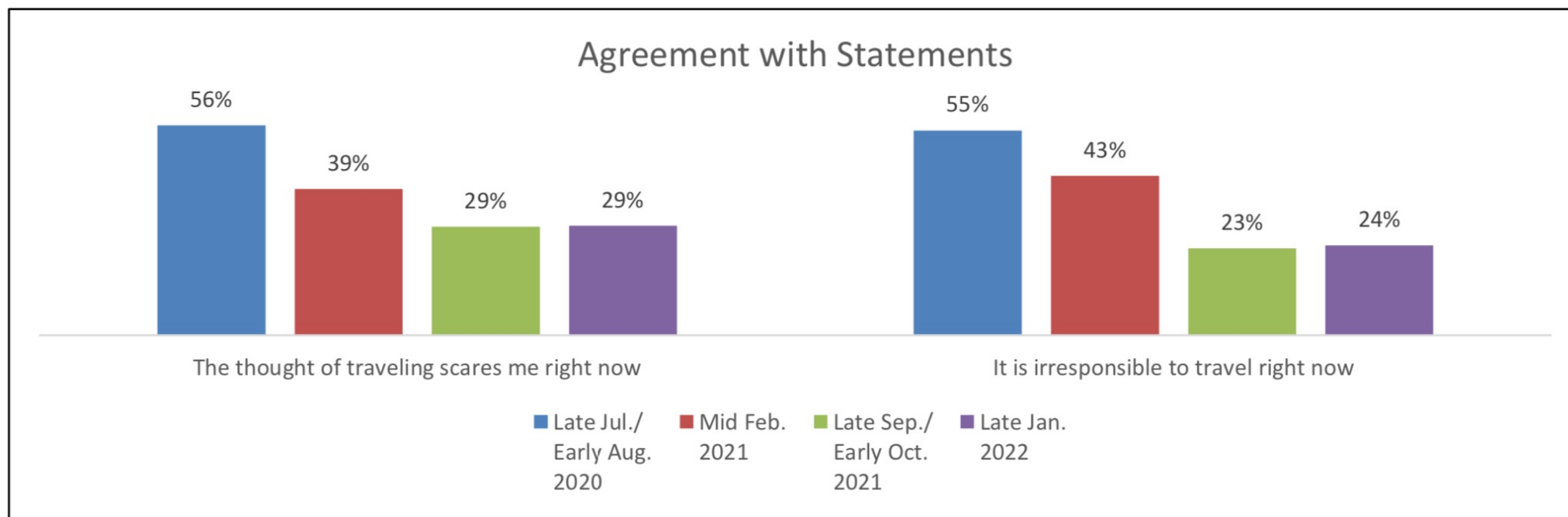


# Methodology

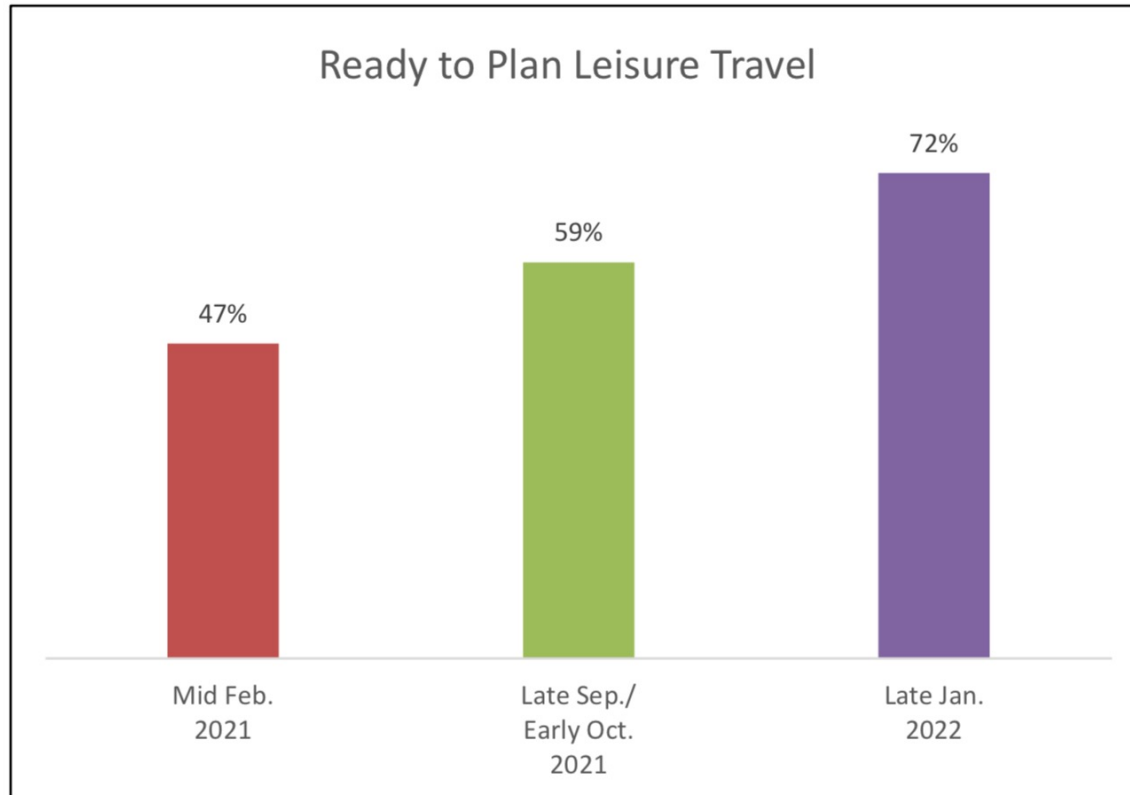
<b>Proven Markets (short drive, established success, heaviest volume)</b>	<b>Surveys</b>
Baltimore, Charlotte, Charlottesville, Greenville NC, Harrisonburg, Philadelphia, Raleigh, Roanoke, Salisbury, DC	1,642
<b>Expansion Markets (flight markets &amp; large scale)</b>	<b>Surveys</b>
Cleveland, Columbus OH	212
Boston (future advertising target market)	151

- Data collected via online survey
  - Provides a representative measure of ad recall
  - Total of 2,005 surveys completed (Boston excluded from ad analysis)
- Research conducted in proven and expansion markets among leisure travelers who normally take at least one trip a year that involves an overnight stay or is at least 50 miles from home

# COVID-19 Impact on Perception

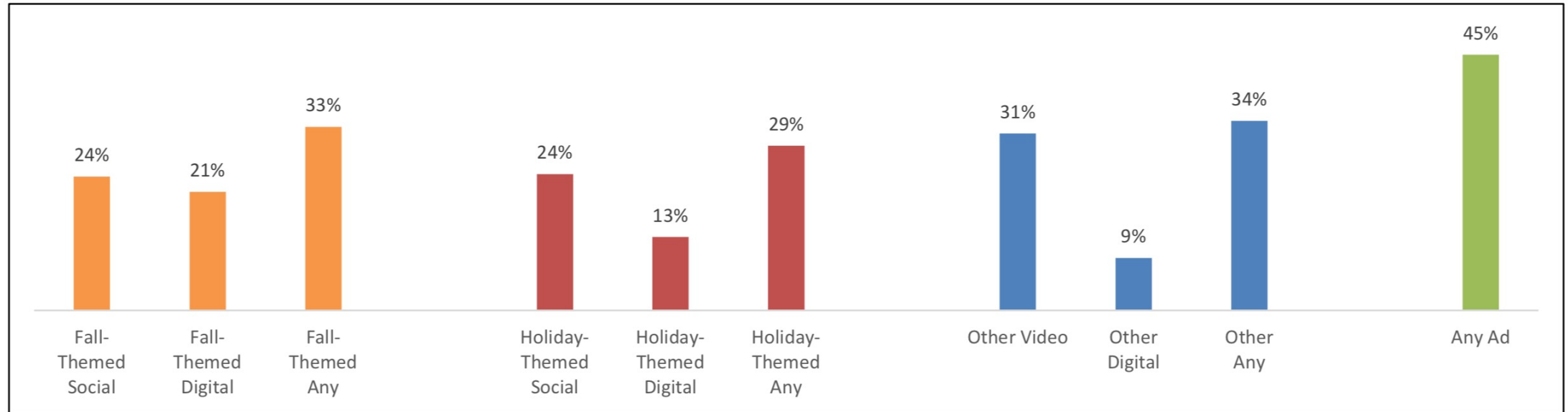


# Leisure Travel Planning



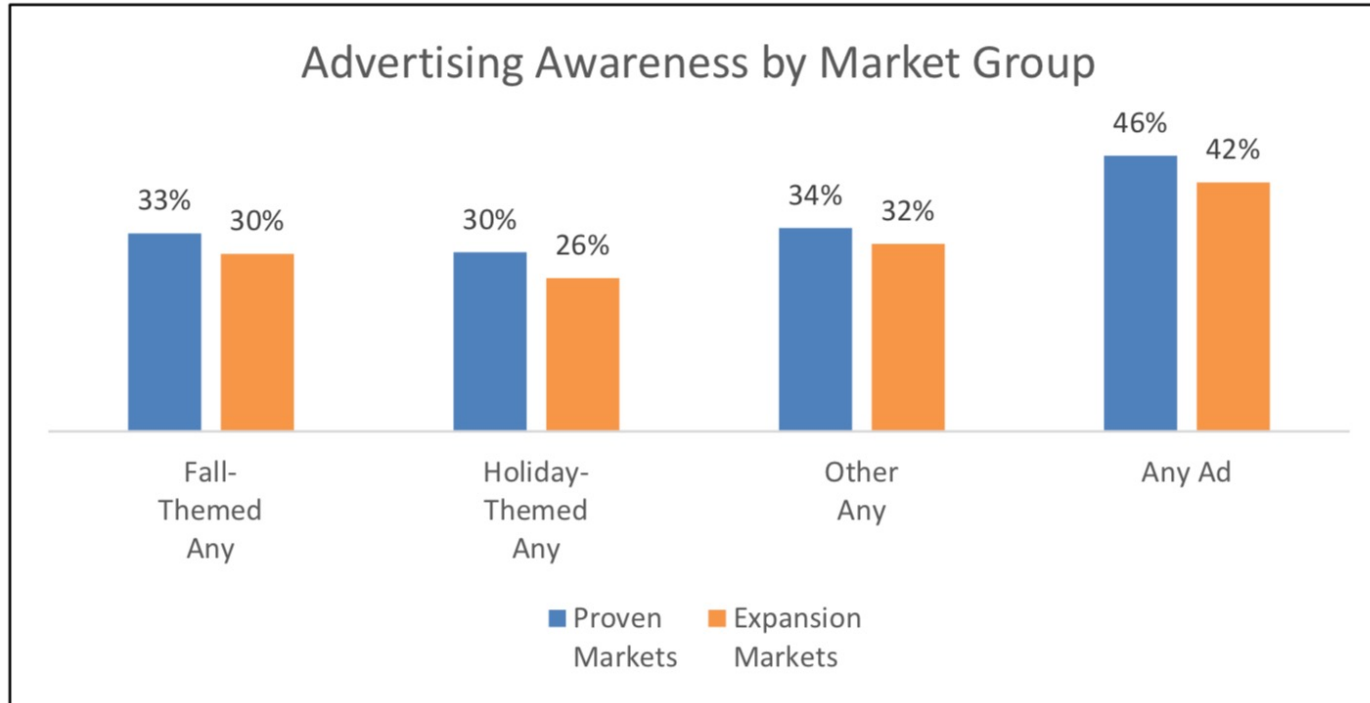
- Despite the Omicron variant, the percentage of consumers ready to plan leisure travel has grown since September/October
- Partially driven by seasonality with spring break travel approaching

# Fall/Holiday Ad Awareness



*Fall/Holiday advertising each reached approximately a third of target households. Combined, 45% of target households recall seeing the advertising.*

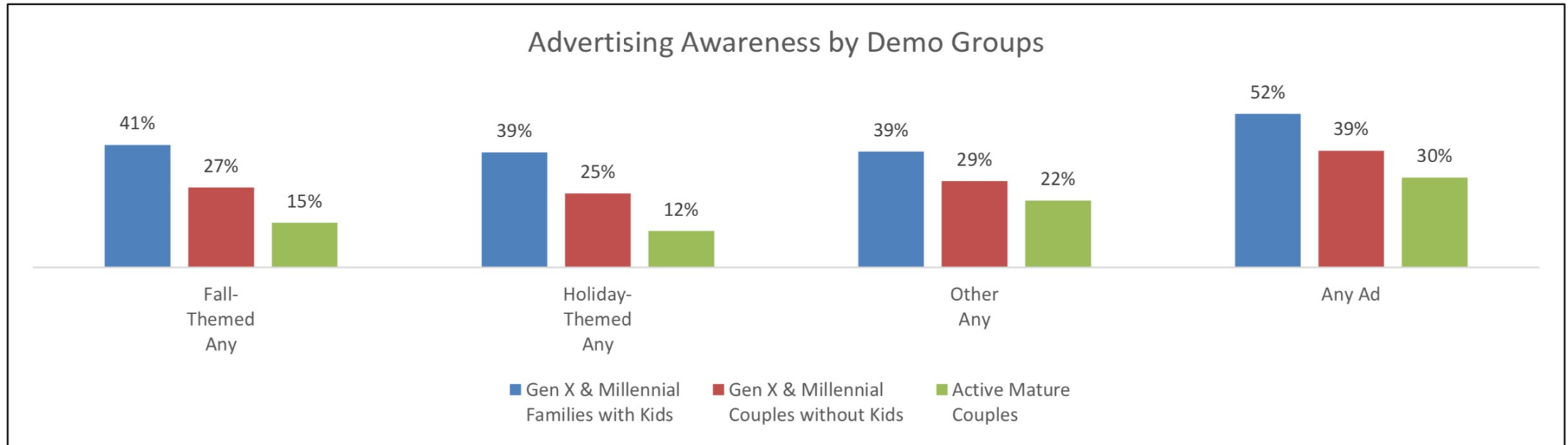
## Ad Awareness by Market Group



	Proven Markets	Expansion Markets	Total
Target HHs	7,755,563	1,883,453	9,639,015
Ad Awareness	46%	42%	45%
Ad-Aware HHs	3,589,763	787,165	4,376,928

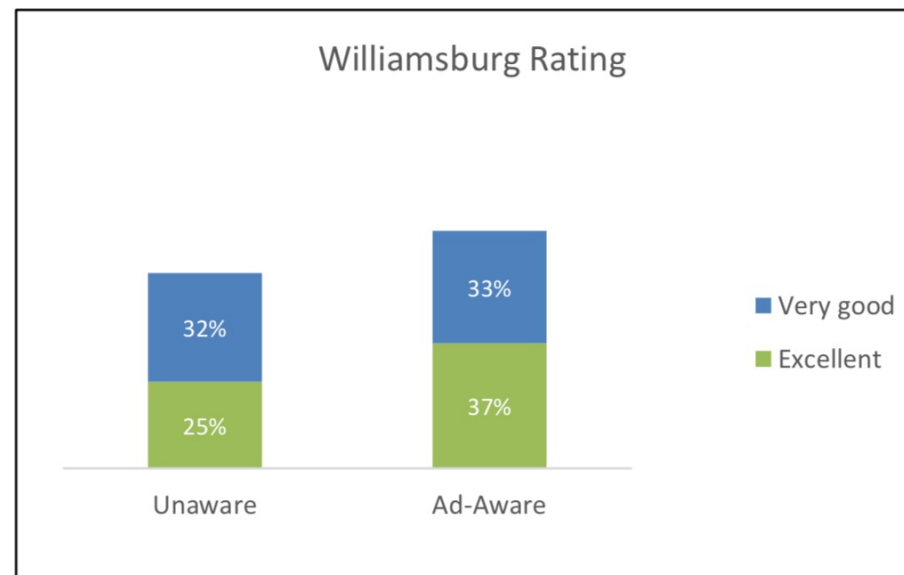
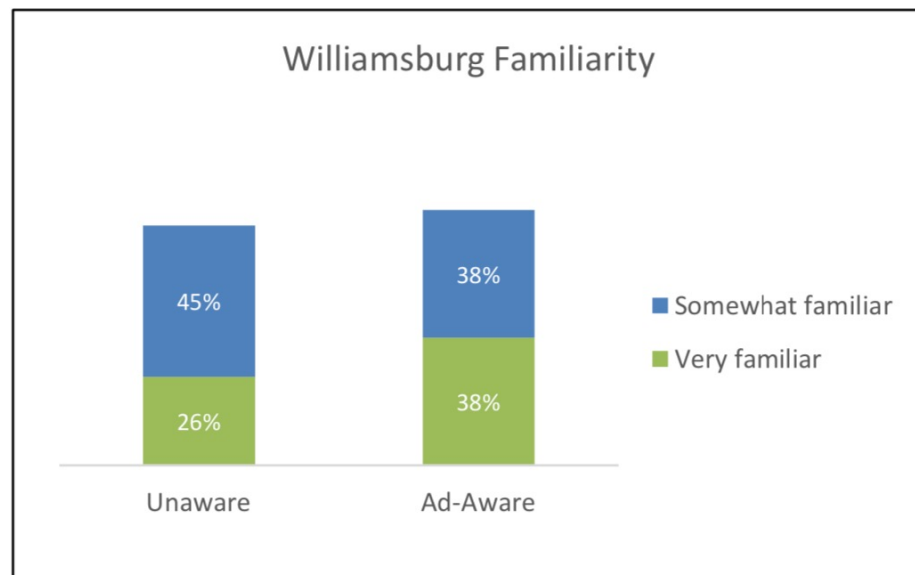
*Ad awareness is higher in proven markets than in expansion markets.*

# Ad Awareness by Demographic



*Ad awareness is highest among GenX and Millennial families with kids and lowest among Active Mature couples. The industry, as a whole, is finding it difficult to reach older consumers.*

# Familiarity and Overall Rating



*Those aware of advertising are more likely to “very familiar” and are more likely to rate the destination an “excellent” place to visit, indicating the advertising is educating consumers and building more positive perceptions.*

## Ad Impact on Image

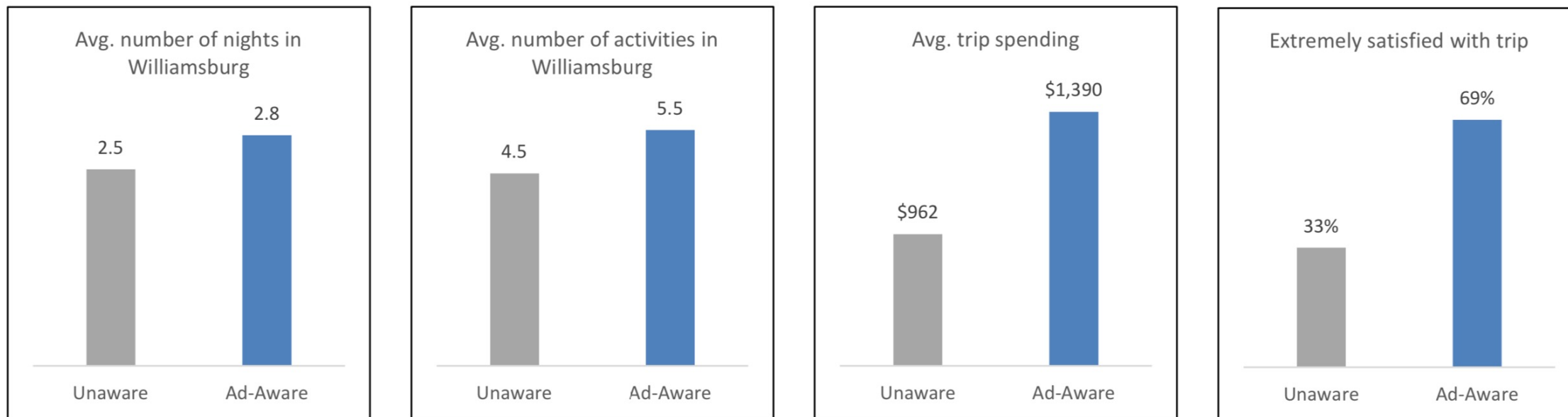
Williamsburg mean rating on a 5-point scale for...	Unaware	Ad-Aware	Difference
An exciting destination	3.50	3.83	0.33
Has unexpected attractions and activities	3.49	3.78	0.29
A place with a forward thinking, innovative culture	3.33	3.61	0.27
Black history sites and landmarks	3.27	3.53	0.26
A place that celebrates diversity	3.38	3.62	0.24
An open-minded place	3.53	3.76	0.23
Unique local dining	3.61	3.82	0.21
A fun destination	3.72	3.93	0.20
A place with a welcoming culture	3.78	3.98	0.20
Shopping	3.56	3.73	0.17
Unique experiences	3.83	3.98	0.15
Cultural attractions	3.87	3.99	0.12
Family friendly	4.15	4.24	0.08
A safe place to visit	4.00	4.05	0.06
Historic sites and landmarks	4.25	4.26	0.01

- Fall/Holiday advertising has boosted specific perceptions of the destination
- Greatest impacts realized for attributes that are not strengths

Industry Benchmark:
4.0+ Excellent
3.75-3.99 Good
3.50 – 3.74 Average
< 3.5 Below Average



# Ad Impact on Visit



*Fall/Holiday advertising influenced length of stay, number of activities, spending, and trip satisfaction, which suggests the advertising is effectively showcasing travel product and inspiring longer, more active trips.*

# Economic Impact and ROI

	March 2021 – September 2021	October 2021 – December 2021	Total
Incremental Trips	310,718	44,893	355,611
Avg. Trip Spending	\$1,307	\$1,390	\$1,318
Ad-Influenced Trip Spending	\$406,199,872	\$62,415,841	\$468,615,713
Media Investment	\$5,713,341	\$1,396,235	\$7,109,576
<b>ROI</b>	<b>\$71</b>	<b>\$45</b>	<b>\$66</b>

- Fall/Holiday advertising influenced nearly 45,000 trips, \$62.4M in spending, and a return of \$45 in visitor spending for each \$1 invested in media
- 2021 advertising influenced close to 356,000 trips, \$469M in spending, and a return of \$66 for each \$1 investment in media

# Old & New Business

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# Adjourn

*Next Meeting: May 17, 2022*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN