

Williamsburg Tourism Council

Tuesday, March 16, 2021

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Virtual Meeting

“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.”

Public Comment

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

U.S. Travel Association

Roger Dow, President and CEO

Virginia Tourism Corporation

Rita McClenny, President and CEO

Approve Minutes

January 19, 2021

Voting

James City County
Colonial Williamsburg
City of Williamsburg

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

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

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

Chair Report

UHY Audit

May Agenda

Treasurer's Report

Revenue/Expenses

Cash on Hand

Tax Revenue

January Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	974,143	824,925	149,218
\$1 Transient Tax	64,913	48,525	16,388
Maintenance of Effort Funds	427,767	121,000	306,767
Other	1,576	5,000	(3,424)
Total Revenue	1,468,398	999,450	468,948
EXPENSES			
Destination Marketing	1,759,742	917,833	(841,909)
Other Sales & Marketing	15,390	52,606	37,216
Labor & Benefits	83,580	104,090	20,510
Admin	7,808	20,100	12,292
Total Expenses	1,866,521	1,094,629	(771,892)
Net Revenue Expense by Month	(398,122)	(95,179)	(302,943)

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

FYTD Revenue/Expenses (through January 31)

	FY 2021		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	6,257,211	4,397,975	1,859,236
\$1 Transient Tax	458,242	630,050	(171,808)
Maintenance of Effort Funds	1,152,767	121,000	1,031,767
Other	39,301	29,500	9,801
Total Revenue	7,907,521	5,178,525	2,728,996
EXPENSES			
Destination Marketing	8,152,741	8,623,661	470,920
Other Sales & Marketing	136,538	299,214	162,676
Labor & Benefits	644,407	868,454	224,047
Admin	72,577	132,000	59,423
Total Expenses	9,006,263	9,923,329	917,066
Net Revenue Expense by Month	(1,098,742)	(4,744,804)	3,646,062

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

January Cash on Hand

Operating Cash

Cash Balances	Nov-20		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,780	\$ 512,594	\$ (2,814)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 9,709,971	\$ 2,997,577	\$ 6,712,394
Total Cash on Hand	\$ 10,470,753	\$ 3,760,171	\$ 6,710,582

Cash Balances	Dec-20		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,789	\$ 512,594	\$ (2,805)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 10,462,872	\$ 2,997,577	\$ 7,465,295
Total Cash on Hand	\$ 11,223,663	\$ 3,760,171	\$ 7,463,492

Cash Balances	Jan-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,795	\$ 512,594	\$ (2,799)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 9,050,561	\$ 2,997,577	\$ 6,052,984
Total Cash on Hand	\$ 9,811,359	\$ 3,760,171	\$ 6,051,187

Key Sources of Funds	Nov-20		
	Actual	Budget	Variance
State Disbursement	\$ 1,012,090	\$ 869,550	\$ 142,540
Total Gov't Sources	\$ 1,012,090	\$ 869,550	\$ 142,540

Key Sources of Funds	Dec-20		
	Actual	Budget	Variance
State Disbursement	\$ 909,233	\$ 869,550	\$ 39,683
Total Gov't Sources	\$ 909,233	\$ 869,550	\$ 39,683

Key Sources of Funds	Jan-21		
	Actual	Budget	Variance
State Disbursement	\$ 1,039,056	\$ 869,550	\$ 169,506
Total Gov't Sources	\$ 1,039,056	\$ 869,550	\$ 169,506

Interest Earned:	Nov-20		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 19	\$ -	\$ 19
Ches Bank Money Market	\$ 1,092	\$ -	\$ 1,092
Ches Bank Checking	\$ 3,865	\$ 4,000	\$ (135)
Total Interest Earned	\$ 4,978	\$ 4,000	\$ 978

Interest Earned:	Dec-20		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 7	\$ -	\$ 7
Ches Bank Money Market	\$ 593	\$ -	\$ 593
Ches Bank Checking	\$ 2,142	\$ 4,000	\$ (1,858)
Total Interest Earned	\$ 2,744	\$ 4,000	\$ (1,256)

Interest Earned:	Jan-21		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 553	\$ -	\$ 553
Ches Bank Checking	\$ 997	\$ 4,000	\$ (3,003)
Total Interest Earned	\$ 1,557	\$ 4,000	\$ (2,443)

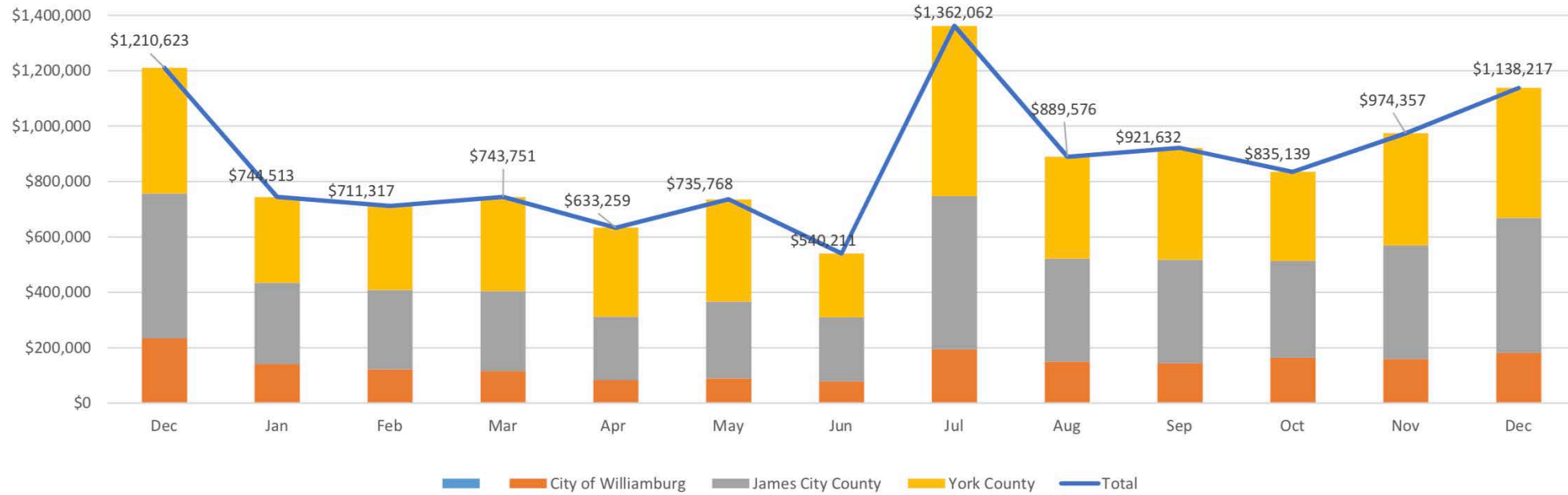
Product Development Reserves

Cash Balances	Nov-20		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 2,790,585	\$ 2,042,000	\$ 748,585
Total Cash on Hand	\$ 2,790,585	\$ 2,042,000	\$ 748,585

Cash Balances	Dec-20		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 2,791,178	\$ 2,042,000	\$ 749,178
Total Cash on Hand	\$ 2,791,178	\$ 2,042,000	\$ 749,178

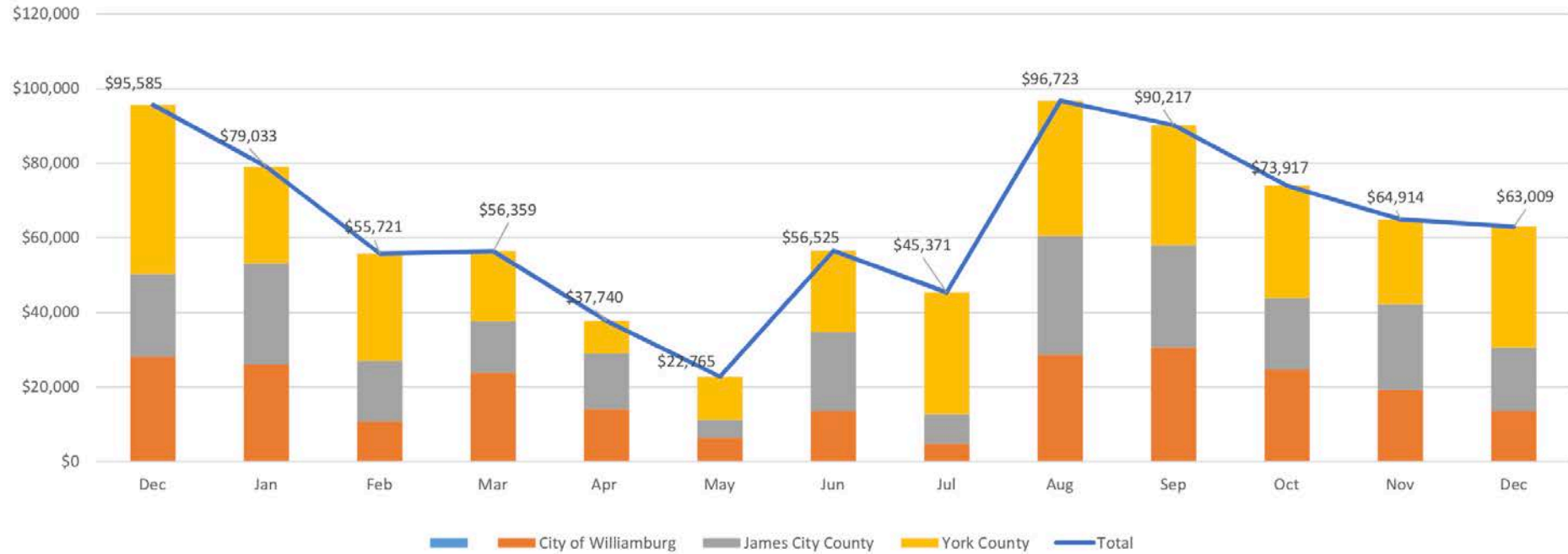
Cash Balances	Jan-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 3,219,516	\$ 2,042,000	\$ 1,177,516
Total Cash on Hand	\$ 3,219,516	\$ 2,042,000	\$ 1,177,516

Sales Tax



§§ 58.1-603.2 1/2 of 1%													
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
Total	\$744,513	\$711,317	\$743,751	\$633,259	\$735,768	\$540,211	\$1,362,062	\$889,576	\$921,632	\$835,139	\$974,357	\$1,138,217	\$10,229,802
Calendar YTD Total													\$10,229,802
FY2019 / 2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$138,630	\$116,084	\$145,405	\$197,571	\$185,578	\$120,983	\$197,252	\$216,633	\$199,081	\$273,674	\$202,364	\$233,575	\$2,226,830
James City County	\$275,144	\$270,843	\$383,647	\$429,350	\$403,258	\$431,841	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$4,844,620
York County	\$309,296	\$278,496	\$353,895	\$366,127	\$386,567	\$178,524	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$4,499,050
Total	\$723,070	\$665,423	\$882,947	\$993,048	\$975,403	\$731,348	\$1,054,706	\$1,095,432	\$1,054,706	\$1,282,194	\$1,022,700	\$1,210,623	\$11,691,600
Calendar YTD Total													\$11,691,600

Transient Tax



Transient Tax \$1 of the \$2													
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
Total	\$79,033	\$55,721	\$56,359	\$37,740	\$22,765	\$56,525	\$45,371	\$96,723	\$90,217	\$73,917	\$64,914	\$63,009	\$742,294
Calendar YTD Total													\$742,294
FY2019 / 2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
City of Williamsburg	\$17,479	\$32,769	\$40,068	\$53,492	\$27,307	\$71,566	\$39,210	\$56,591	\$56,484	\$41,412	\$51,945	\$28,155	\$516,478
James City County	\$19,588	\$13,060	\$28,355	\$33,387	\$21,923	\$63,149	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$394,834
York County	\$28,784	\$28,946	\$46,806	\$57,331	\$53,537	\$60,611	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$604,473
Total	\$65,851	\$74,775	\$115,229	\$144,210	\$102,767	\$195,326	\$164,626	\$153,884	\$152,301	\$124,303	\$126,928	\$95,585	\$1,515,785
Calendar YTD Total													\$1,515,785

Smith Travel Research Report: December 2020

	Current Month - December 2020 vs December 2019											
	Occ %		ADR		RevPAR		Percent Change from December 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
York Co+	43.6	53.2	71.79	77.08	31.28	40.97	-18.0	-6.9	-23.7	-23.7	0.0	-18.0
Historic Triangle+	25.7	45.3	109.28	131.35	28.09	59.54	-43.3	-16.8	-52.8	-55.2	-5.0	-46.1
Williamsburg/James City Co+	24.7	44.9	113.17	134.92	27.90	60.57	-45.1	-16.1	-53.9	-56.4	-5.3	-48.0
Eastern US+	37.5	55.9	96.63	137.08	36.25	76.62	-32.9	-29.5	-52.7	-53.9	-2.6	-34.6
Total U.S.	36.7	54.2	91.96	126.99	33.76	68.87	-32.3	-27.6	-51.0	-51.9	-1.8	-33.6
Virginia	36.2	48.6	77.13	97.90	27.94	47.57	-25.4	-21.2	-41.3	-41.8	-0.8	-26.1

	Year to Date - December 2020 vs December 2019											
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	49.5	69.9	77.17	86.49	38.16	60.49	-29.3	-10.8	-36.9	-36.9	0.0	-29.3
	26.7	51.4	95.35	123.62	25.49	63.57	-48.0	-22.9	-59.9	-63.1	-8.1	-52.2
	25.4	50.4	97.51	126.49	24.72	63.74	-49.7	-22.9	-61.2	-64.5	-8.5	-54.0
	43.6	66.8	107.38	137.07	46.79	91.57	-34.8	-21.7	-48.9	-51.1	-4.2	-37.5
	44.0	66.0	103.25	131.23	45.48	86.64	-33.3	-21.3	-47.5	-49.4	-3.6	-35.7
	43.2	64.2	89.28	112.80	38.59	72.37	-32.6	-20.9	-46.7	-47.9	-2.3	-34.2

Smith Travel Research Report: January 2021

	Current Month - January 2021 vs January 2020											
	Occ %		ADR		RevPAR		Percent Change from January 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
York Co+	49.9	42.6	66.12	75.43	33.02	32.15	17.2	-12.3	2.7	2.7	0.0	17.2
Historic Triangle+	21.5	26.1	96.01	107.81	20.66	28.19	-17.7	-11.0	-26.7	-31.9	-7.0	-23.5
Williamsburg/James City Co+	19.8	25.2	100.52	110.85	19.92	27.97	-21.5	-9.3	-28.8	-34.1	-7.4	-27.3
Eastern US+	40.0	54.9	96.26	126.15	38.51	69.30	-27.2	-23.7	-44.4	-45.9	-2.7	-29.1
Total U.S.	39.3	54.9	90.79	125.74	35.72	68.99	-28.3	-27.8	-48.2	-49.2	-2.0	-29.7
Virginia	42.2	48.8	82.56	97.62	34.84	47.59	-13.4	-15.4	-26.8	-27.2	-0.5	-13.9

Executive Director and CEO Report

Brand Health Study

Zartico (formerly Entrada Solutions) Overview

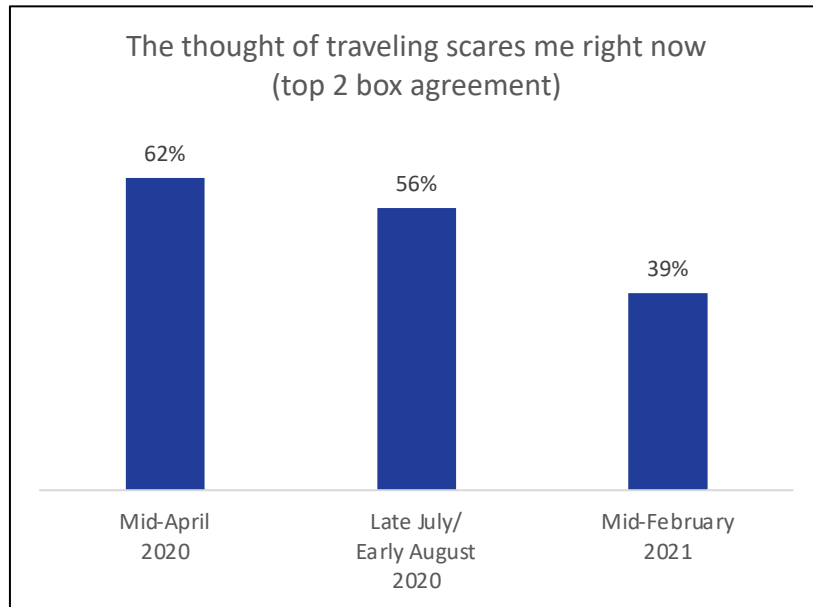
Public Body Compliance

Visit Williamsburg Program Updates

Brand Health Study

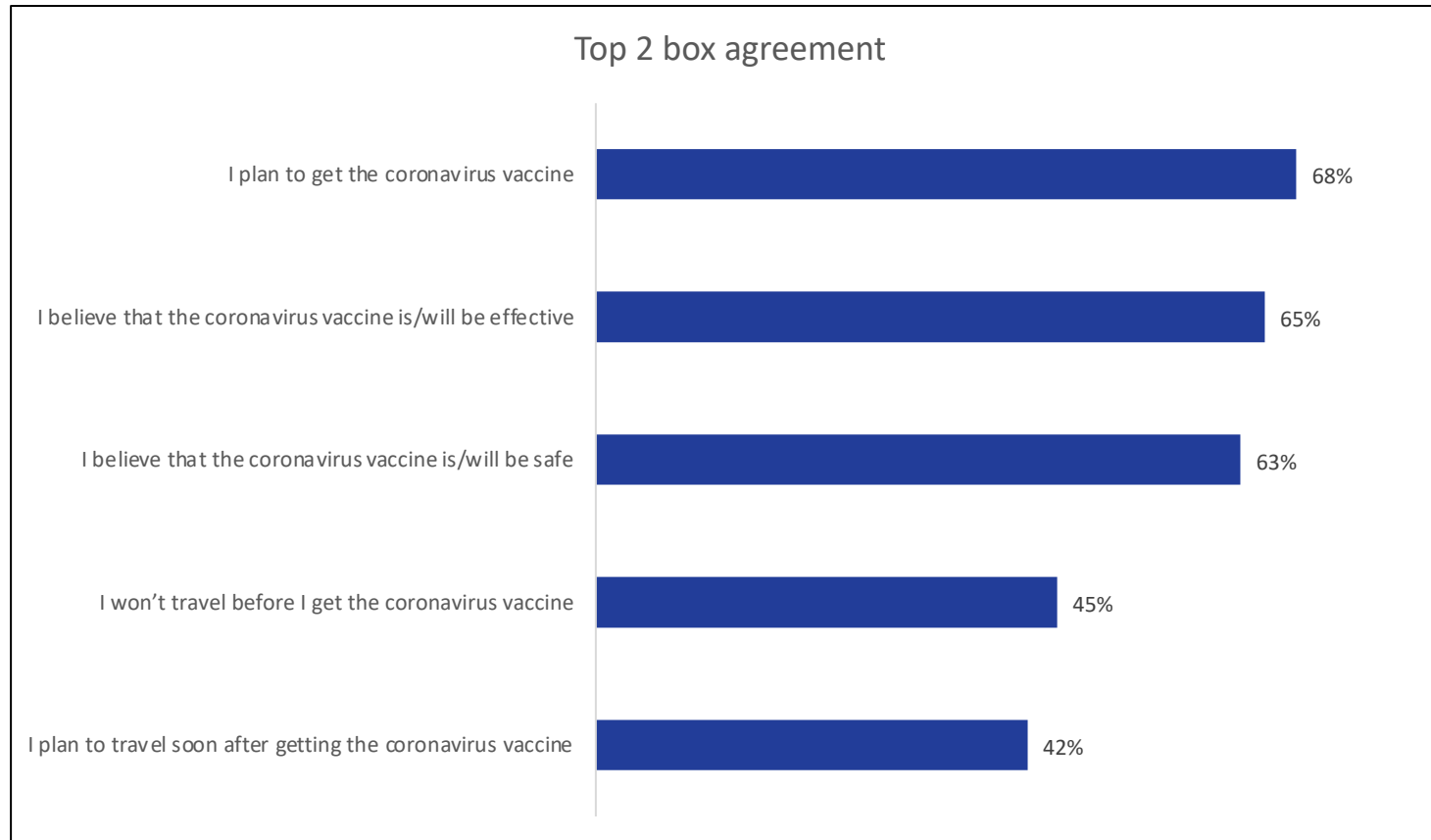
David Seiferth, President, SMARInsights

COVID-19 Perceptions



Consumers are growing more comfortable with travel as the COVID-19 vaccine is being widely distributed and proving effective – and new cases are declining.

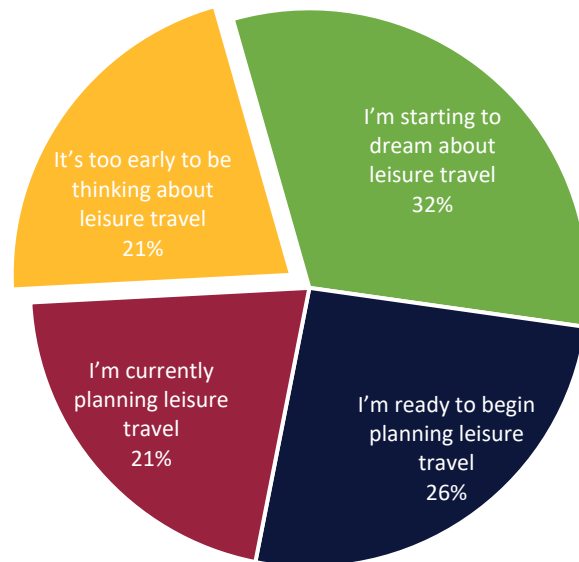
Vaccine Perceptions



- Around two-thirds of consumers plan to get the vaccine and feel it will be safe and effective
- And travel plans are tied to the vaccine for more than 4 in 10 consumers

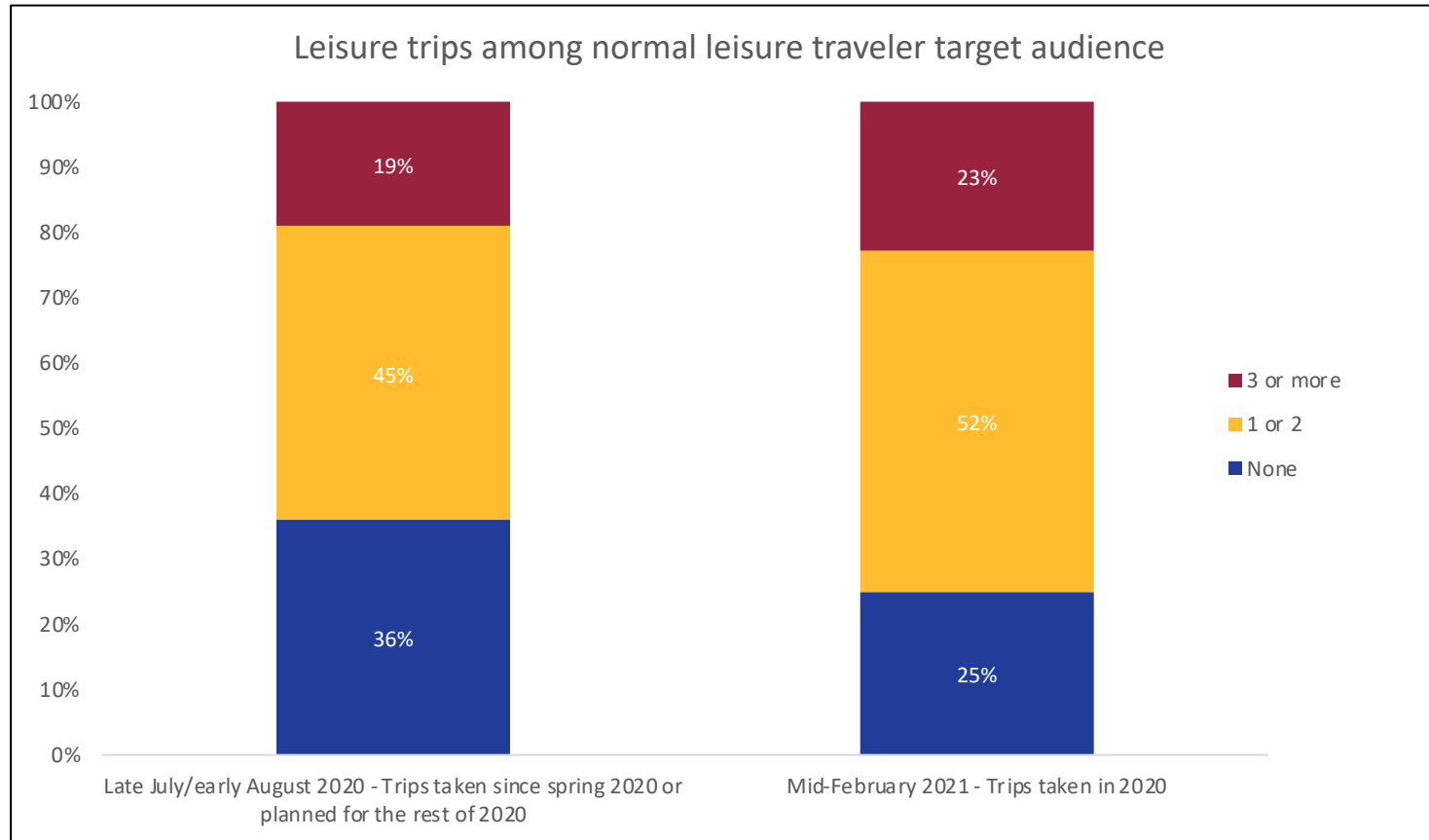
Leisure Travel Readiness

Considering the COVID-19 pandemic, which of the following best describes how you feel about traveling for leisure soon?



- Travel readiness and pent-up demand is evidenced by the fact that only 1 in 5 consumers think it's too early to be thinking about leisure travel
- About half are still dreaming/ready to plan, **but 1 in 5 are currently planning**

COVID-19 Impact on Leisure Travel



- In late July/early August, 36% of consumers indicated that they had not taken a trip nor had plans to travel for the rest of the year
- As of mid-February, only 25% indicated taking no trips in 2020
- So, more ultimately took trips in 2020 than had taken/planned in the middle of the year

Methodology

Proven Markets (Short Drive, Established Success, Heaviest Volume)	Surveys
DC	322
Charlottesville + Harrisonburg, VA	54
Roanoke-Lynchburg	102
Charlotte	209
Philadelphia	322
Baltimore	208
Raleigh-Durham	107
Salisbury, MD	65
Greenville-New Bern-Washington, NC	101
Expansion Markets (Flight Markets & Large Scale)	Surveys
Cleveland	258
Columbus, OH	155

- Data were collected via an online survey so that consumers could review the actual advertising
- A total of 1,903 online surveys were completed between February 11 and 23, 2021
- The research was conducted among leisure travelers in proven and expansion markets; leisure travelers are those who normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home
- The overall results are weighted to be representative of market population
- It should be noted that year-over-year changes are reviewed using comparable proven markets to allow for a direct comparison (Cleveland and Columbus were not target markets in 2019, so no comparison is available)

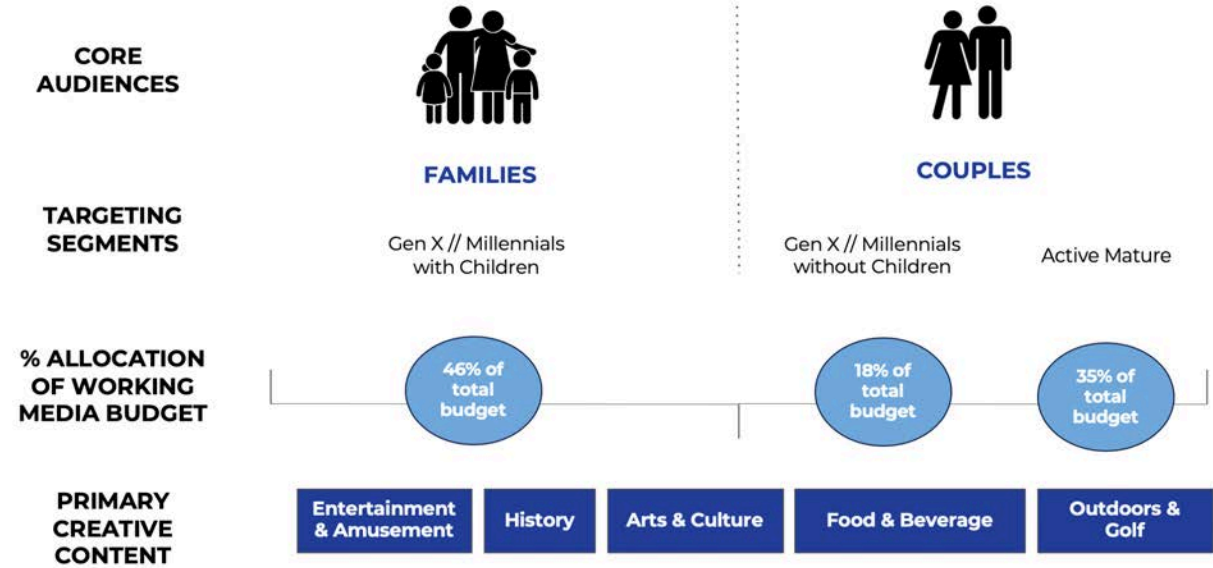
2020 Campaign Overview

Medium	2019 Campaign	2020 Campaign
Linear TV/CTV	\$2,020,000	\$3,259,855
Digital Banner	\$2,375,960	\$3,361,370
Social	\$0 (none tested)	\$285,257
Influencer Content	\$0 (none tested)	\$354,851
Print	\$349,605	\$0
Total	\$4,745,565	\$7,261,333

- The “Life. At Your Pace.” campaign was selected through qualitative and quantitative testing
- The campaign included linear TV/CTV, digital banner, social, and influencer content advertising; the digital banner and social ads included summer, fall, and holiday executions
- WTC invested \$7.3 million – a significantly larger investment than the \$4.7 million spent in 2019

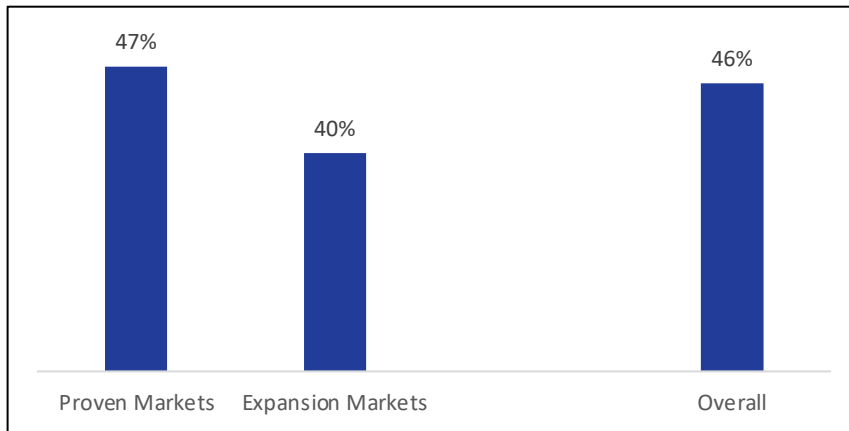
Demographic Targets

TARGET AUDIENCE SEGMENTATION & ALLOCATION



- WTC has defined demographic targets for the 2020 advertising
- These targets are defined in the graphic
- The research results are reviewed by demographic target where applicable

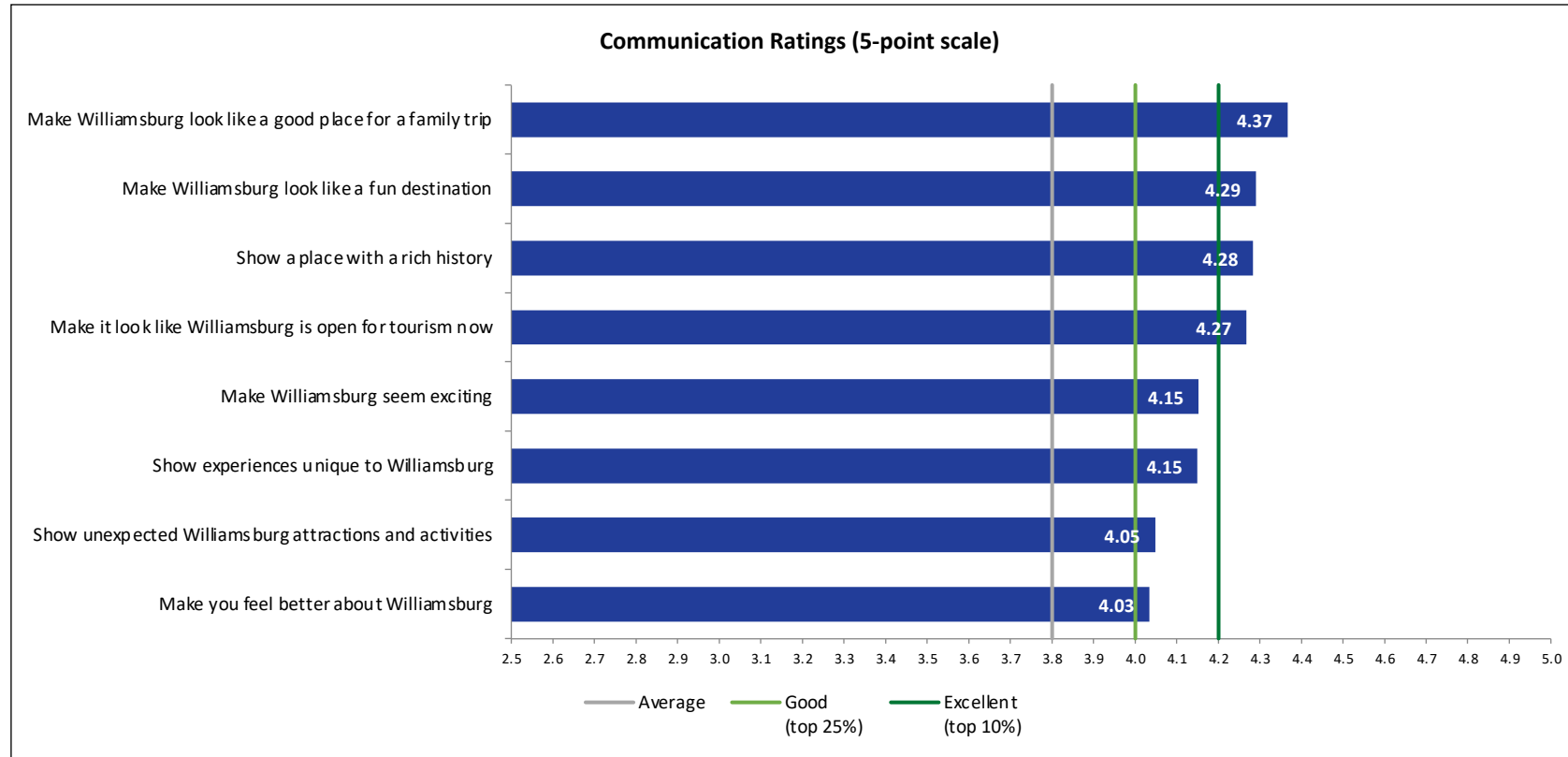
2020 Campaign Awareness



	Proven Markets	Expansion Markets	Overall
Target HHs	7,761,679	1,887,366	9,649,045
Awareness	47%	40%	46%
Aware HHs	3,668,474	745,587	4,414,060

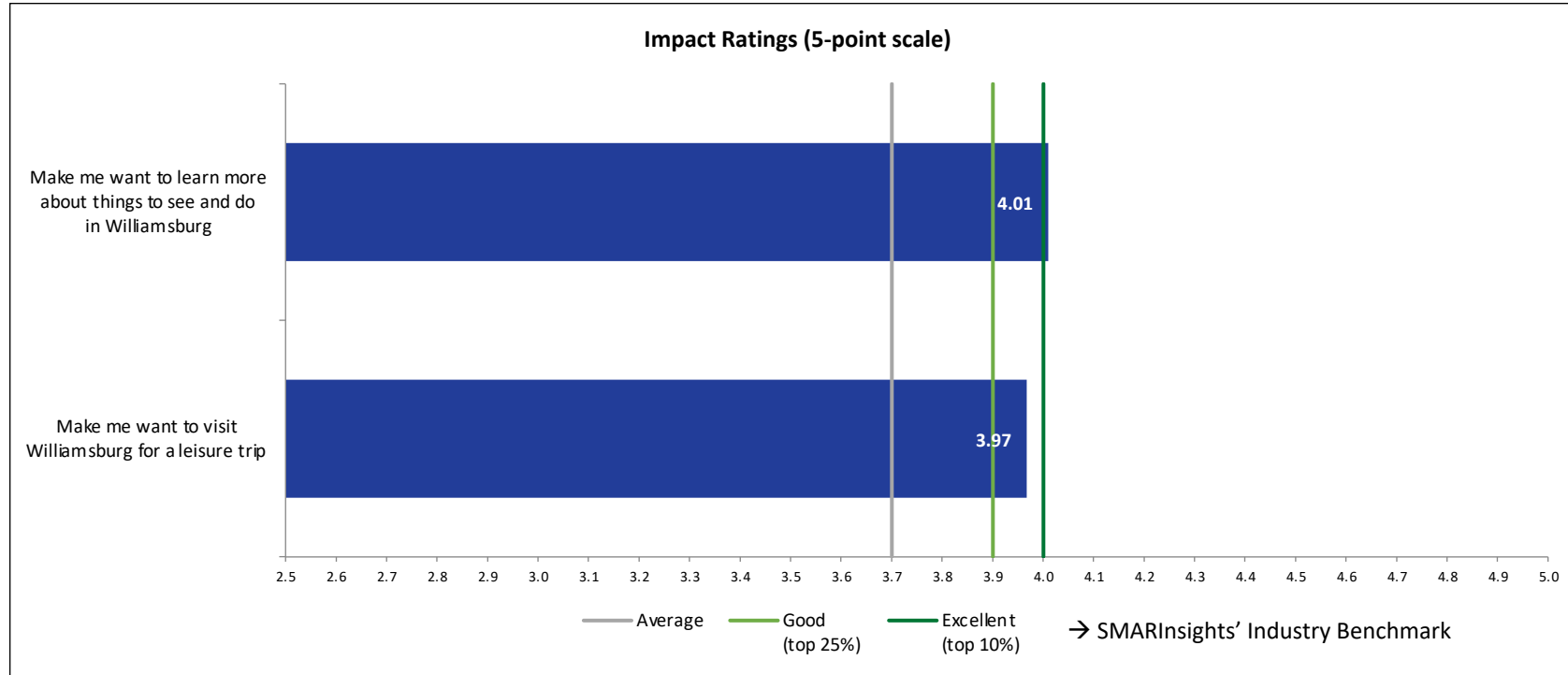
- Overall, the 2020 advertising reached 46% of target households, or 4.4 million
 - Slight increase over 2019 (45%)
- Awareness is higher in the more populous proven markets; these markets account for 80% of target households and 83% of ad-aware households

2020 Advertising Communication Ratings



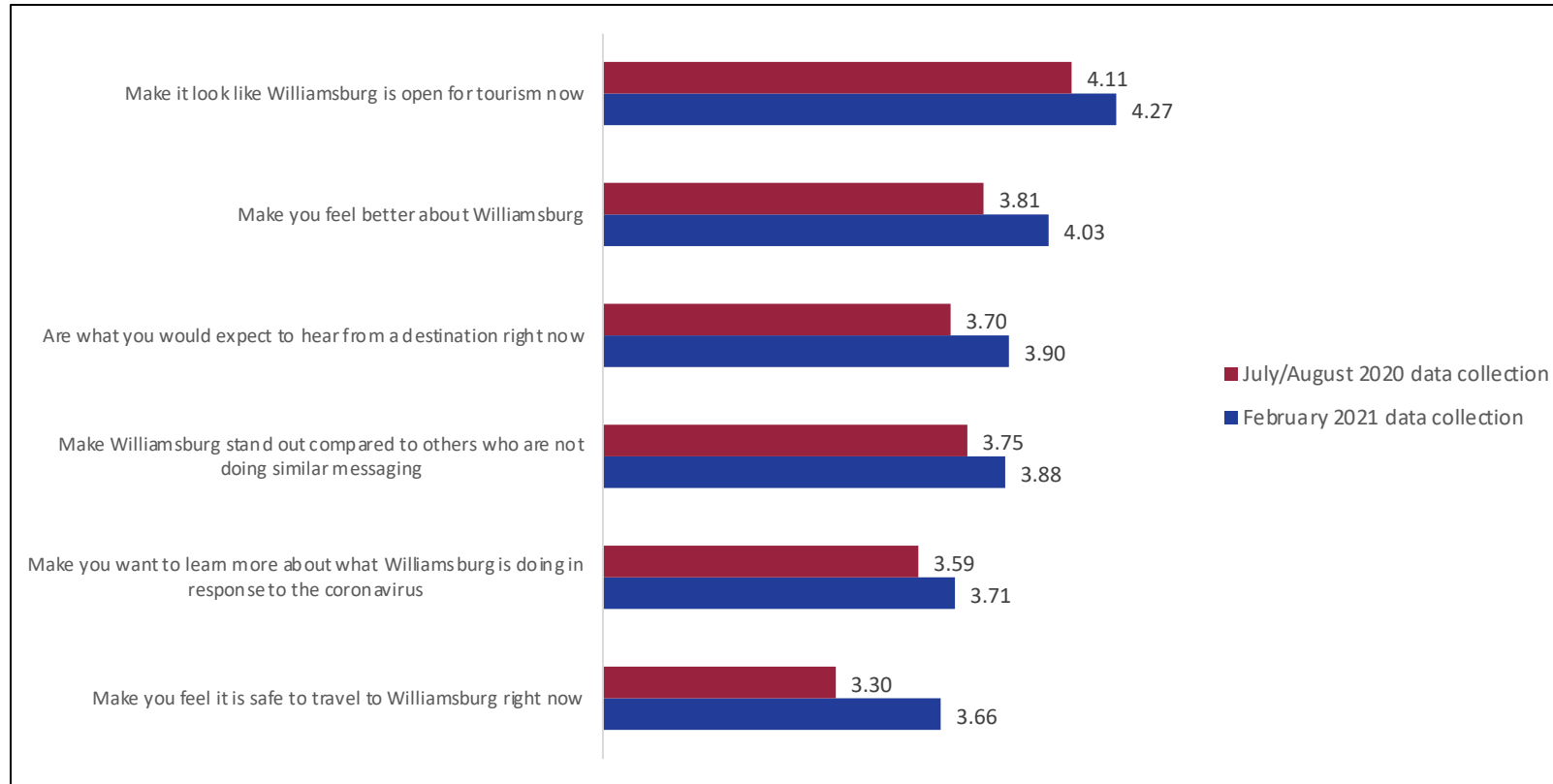
The 2020 advertising excels at communicating that Williamsburg is a good place for a family trip, a fun destination, a place with rich history, and a place that is open for tourism now.

2020 Advertising Impact Ratings



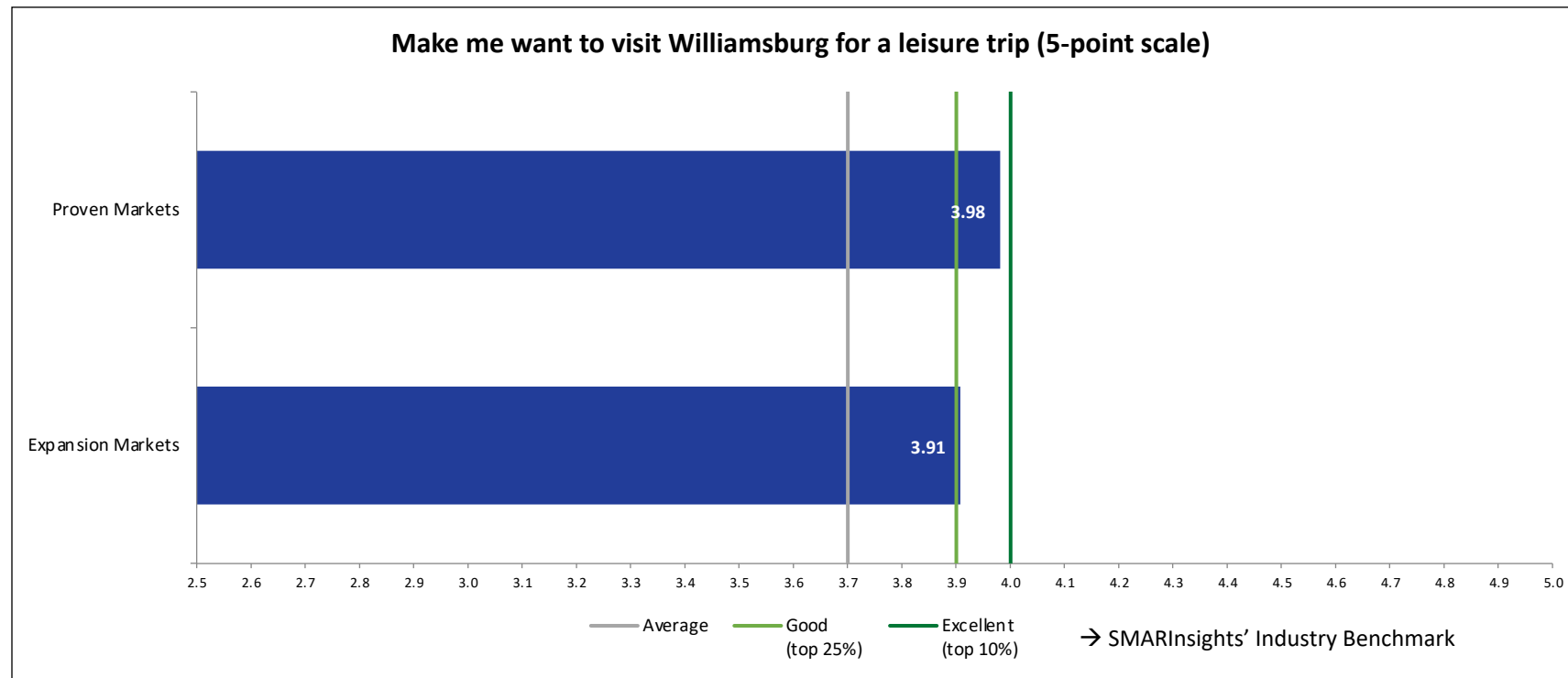
From an industry ad ratings benchmark standpoint, the 2020 advertising effectively generates interest in Williamsburg travel.

Ad Ratings Change (COVID Attributes)



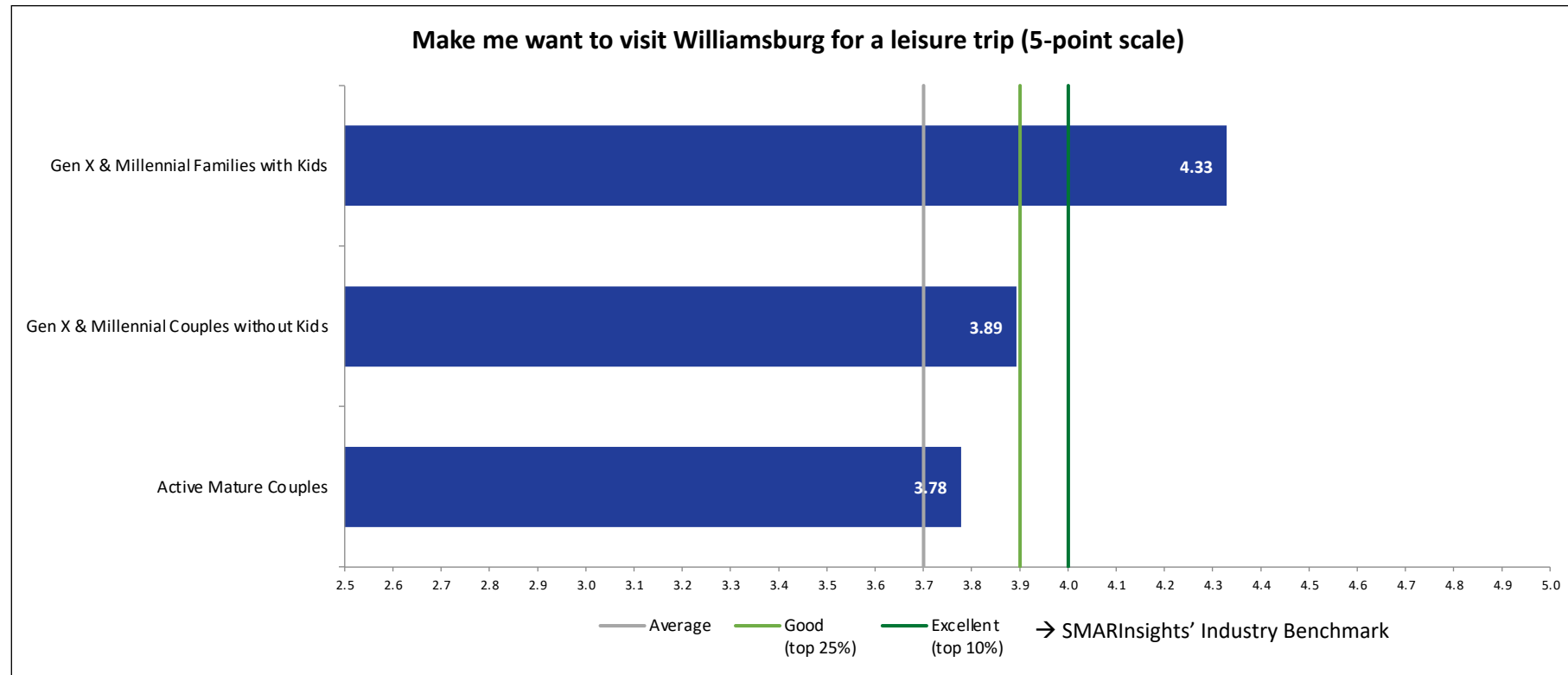
The ad ratings for attributes relating directly to COVID-19 improved compared to summer likely due to more positive consumer sentiment.

“Ads Make Me Want to Visit” – Market Type



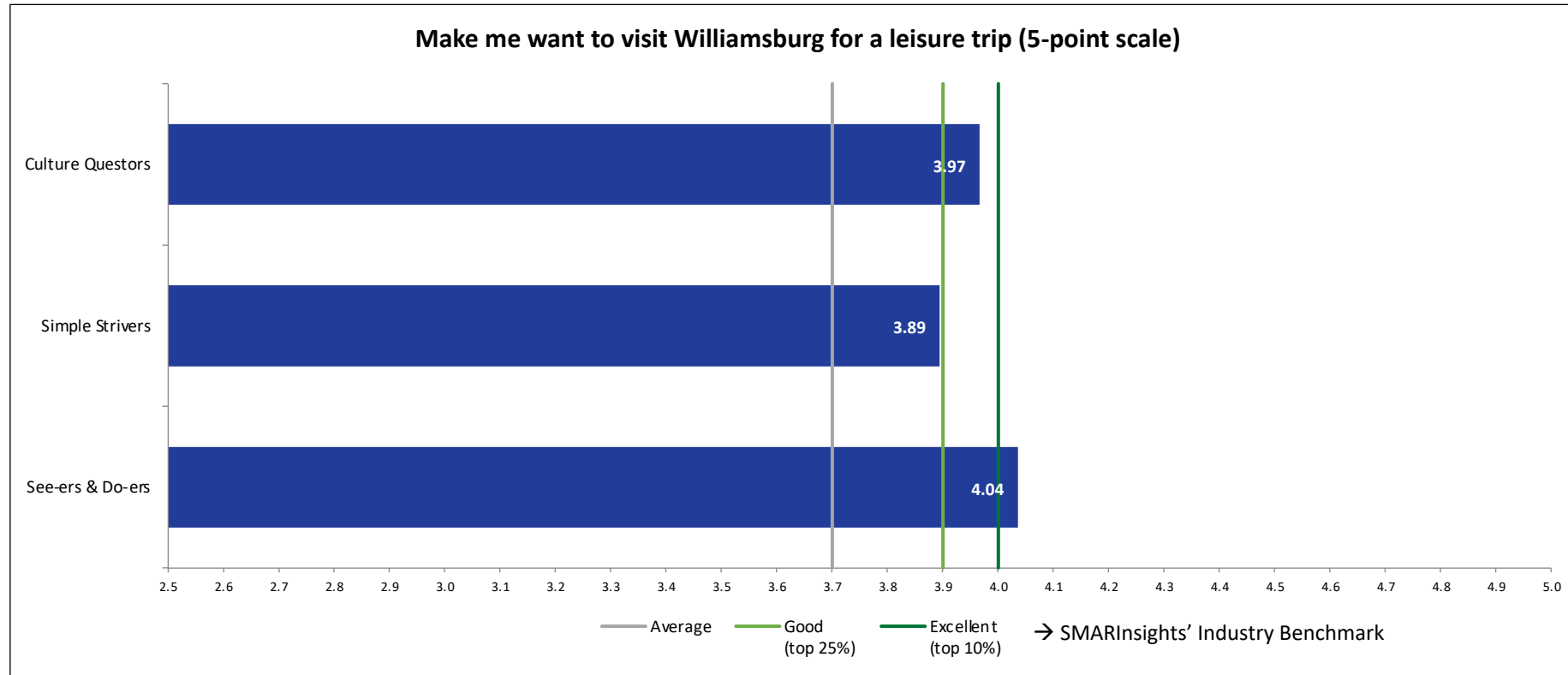
The advertising is working to generate interest in visiting in both market groups. The rating in the proven markets is just shy of the “excellent” threshold.

“Ads Make Me Want to Visit” – Target Audience



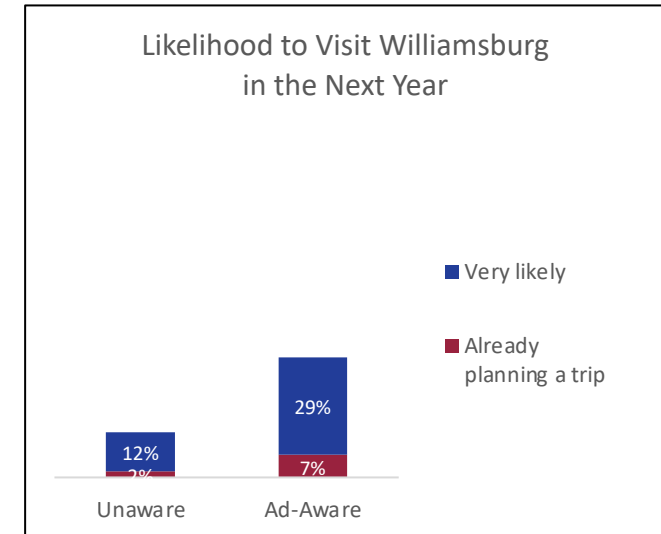
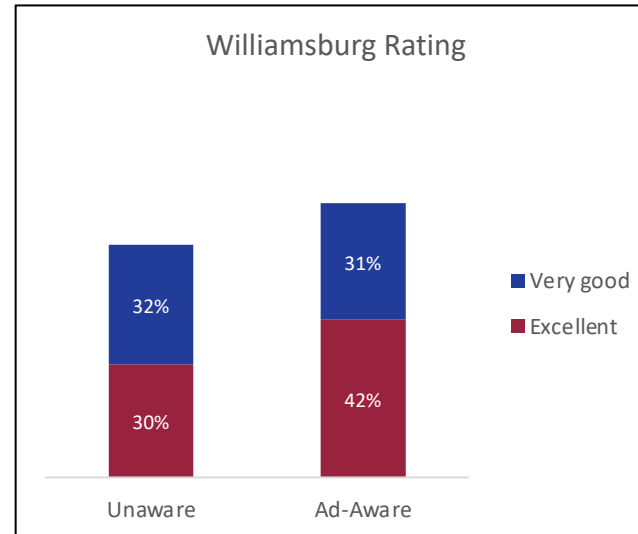
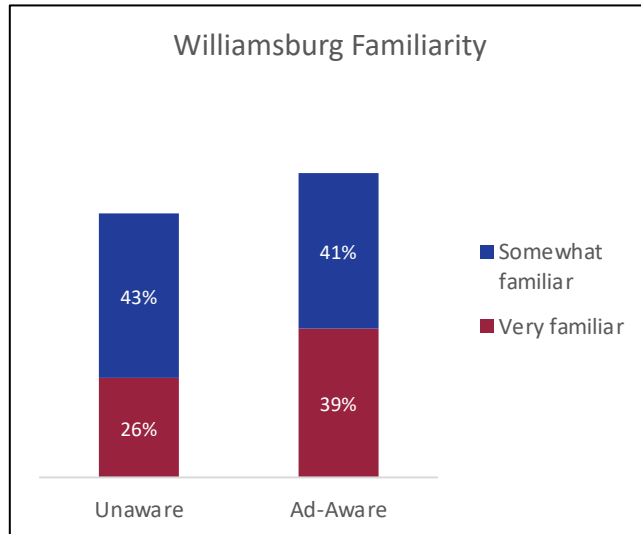
The young families demographic group had relatively high ad awareness. Here we see that they are also relatively receptive to the advertising from this evaluative ratings perspective. Reaching the most receptive audience foreshadows strong advertising impact on travel.

“Ads Make Me Want to Visit” – Personas



Of the personas, the See-ers & Do-ers give the ads the strongest rating in terms of generating interest in visiting. This persona also had relatively high ad awareness – again suggesting that the ads are reaching the most receptive consumers and will influence travel.

Ad Impact on Familiarity, Rating, and Intent



The 2020 advertising works to familiarize consumers with the Williamsburg leisure travel product, build overall perceptions of the destination, and generate intent to visit in the next year. The ads will continue to have an influence outside the scope of this research.

Zartico Overview

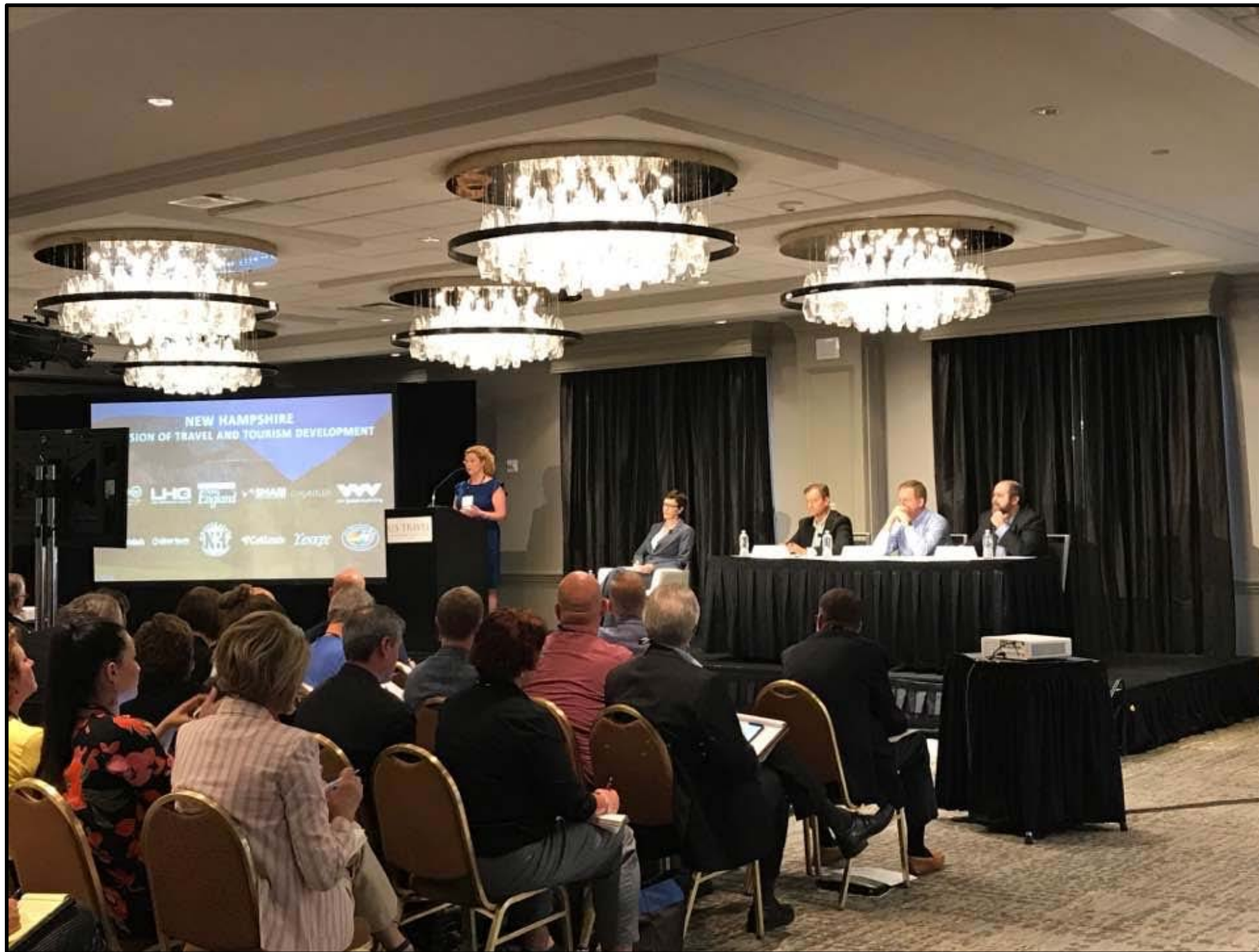
Ted Sullivan, CMO

Kelsey Blevins, Senior Data Advisor



ZARTICO

**From Art & Science
Comes Wonder**







Enhancing the Experience of the Visitors

Bettering the lives of the Residents

Transforming DMOs





PARTNER STORIES



"I'm now getting more buy in for campaigns from our regional hotels, restaurants and attractions. Entrada gives me the insights for movement and spend throughout our City. I can now make a better case for increased investment."



"We had three new high end hotels open in our city. I now have the ability to show how guests to those hotels differ in their movements around town from other accommodations and day visitors."



"Entrada has put together an impressive team of experts in digital marketing, CRM data and tourism insights. Our staff has a counterpart in each department who understands the industry, speaks the language and can work with us to enhance our understanding of both the volume and variety of City data we have."



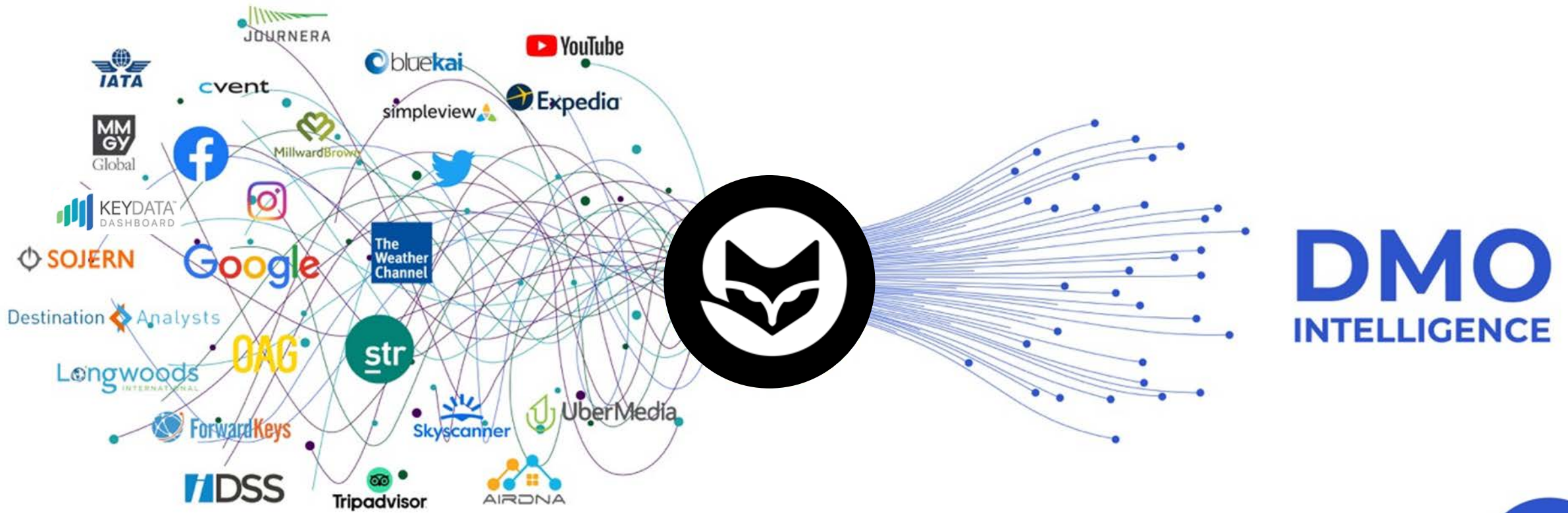
"I needed the ability to show the effect of events on my city. Good or bad we need to know which ones we should invest more in and which ones may not be a good fit for our community."

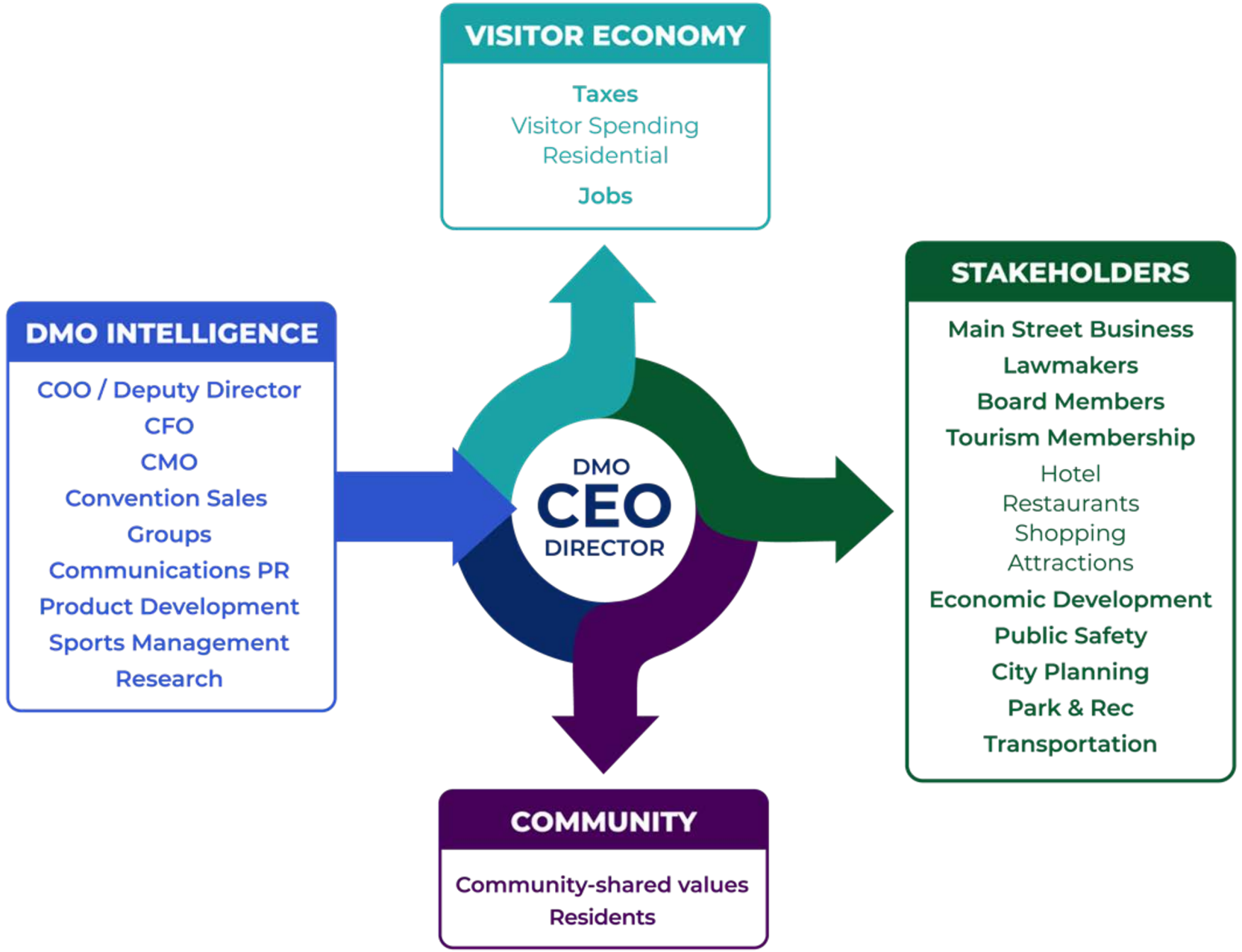


New World, New KPIs



Chaos to Intelligence







new balance

★★★★★

THE FUTURE STARS SERIES

★★★★★

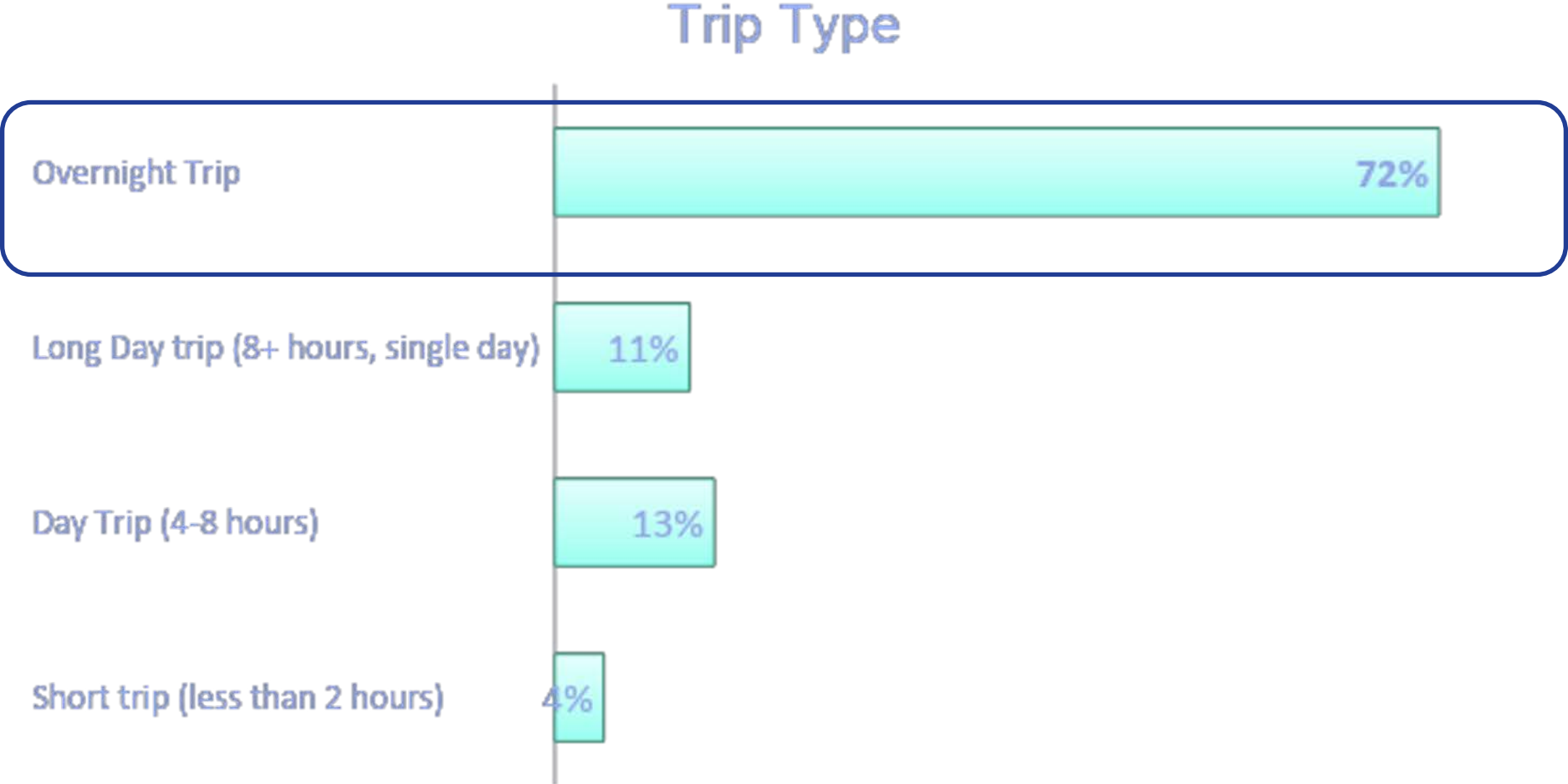
POWERED BY
PROGRAM 15
DEVELOPING THE STARS OF TOMORROW



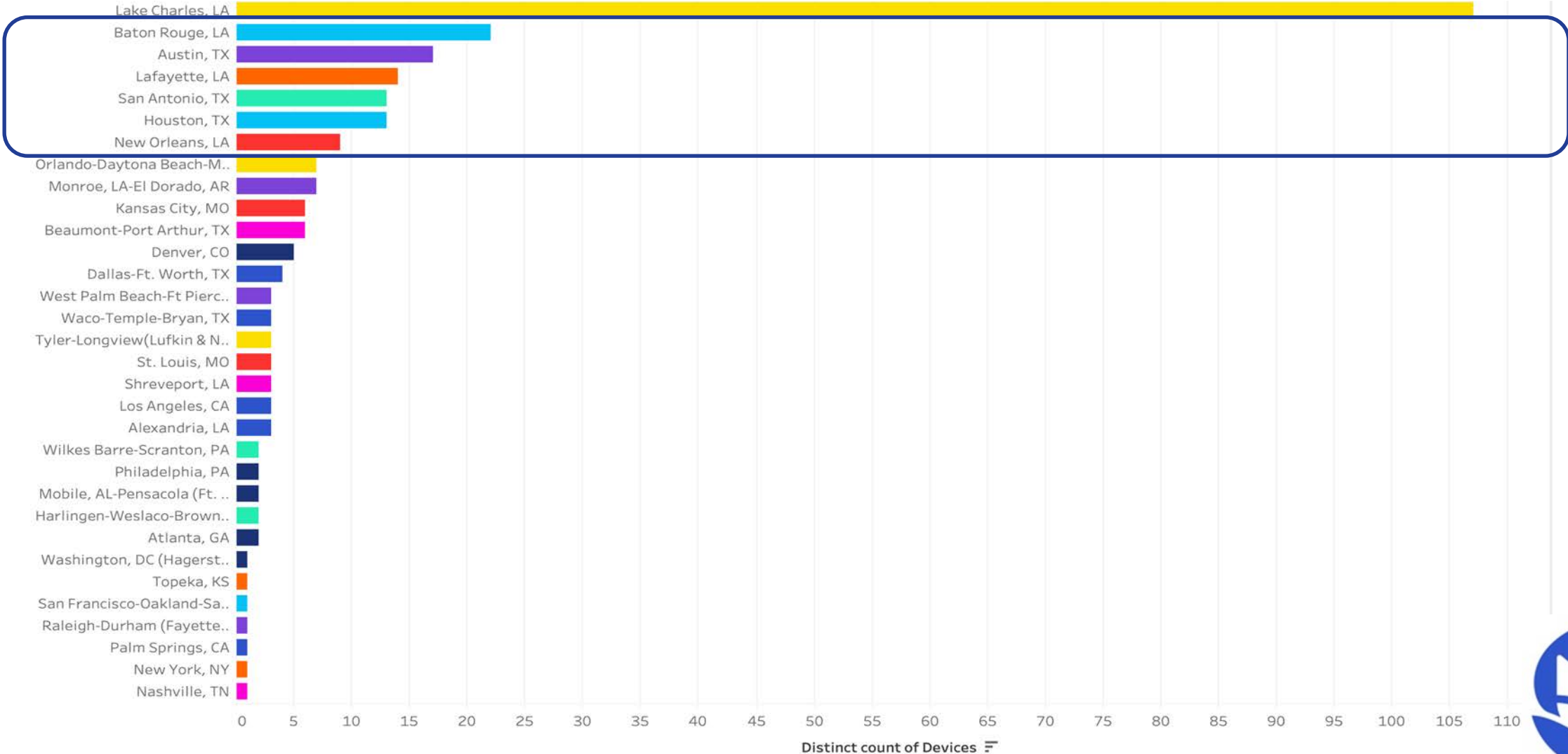
VISIT **LAKE CHARLES**
LOUISIANA'S PLAYGROUND



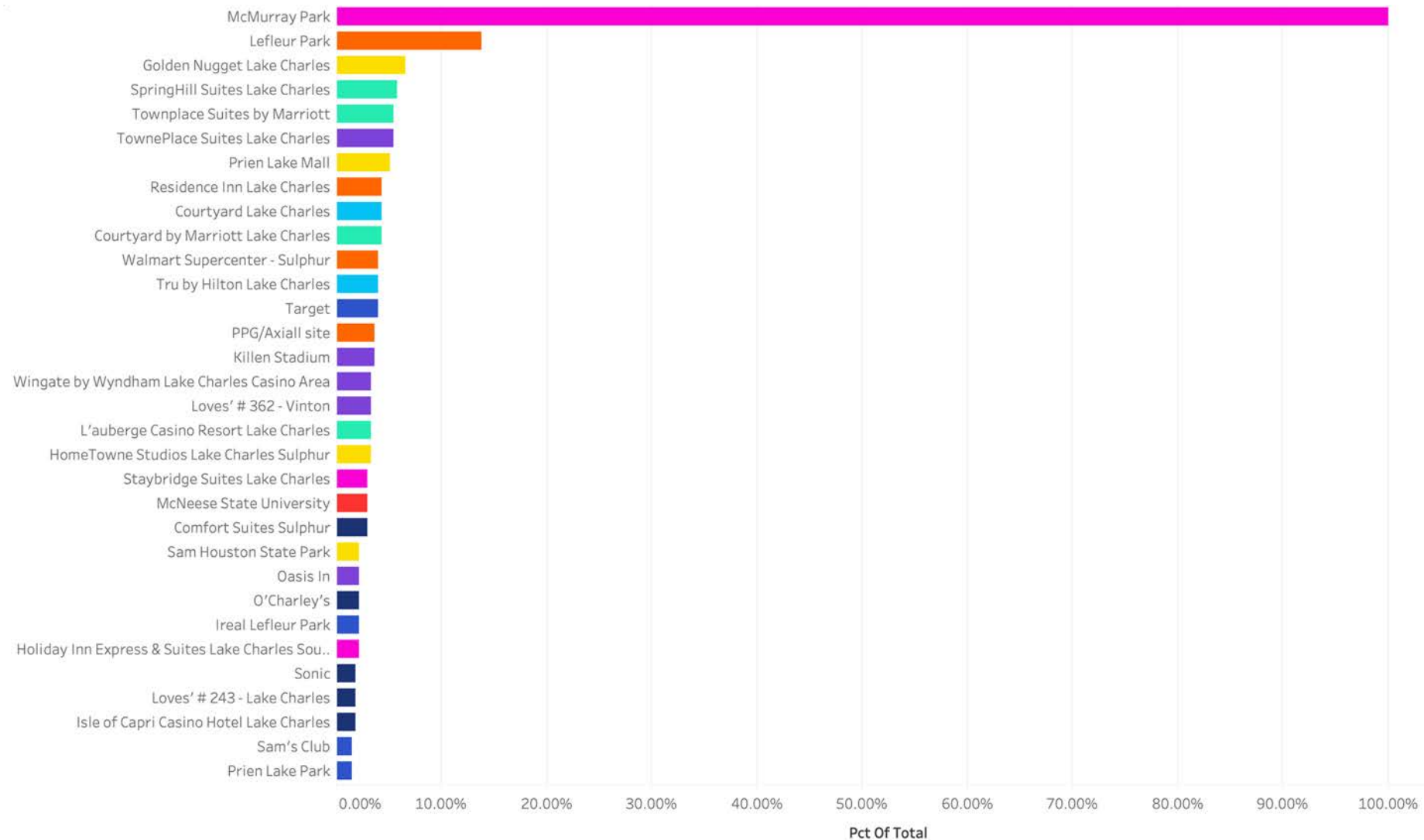
The Majority of Trips by Non-residents were Overnight (72%)



The non-resident visitors traveled mostly from Baton Rouge, Austin, Lafayette, San Antonio, Houston, and New Orleans.



The typical travel itinerary of visitors included hotels, outdoors, retail, and restaurants. LeFleur Park was the most visited point of interest.





Cross-visitation



The New Balance Futures Stars Series (NBFSS) National Championships at McMurry Park, Sulphur from July 22 through 26, 2020:





How Lake Charles Turned the Insights Into Currency

Made the case for expansion- More teams next year

Had ½ the total teams but were 75% of the economic impact

Per Player Per Diem- Much higher than expected

Players did not take advantage of the free incentives

Proved the ability to diversify consumer behavior

Demonstrate Lake Charles was up 17% over National Average

Increased the Event from 4 to 6 weeks in 2021 (50%!!)



Visitor Volume YOY Comparison

Visitors YOY - 14-day rolling Avg

● Location - Visitor Count 14-day rolling - SP year ago ● Location - Visitor Count 14-day rolling

2000

July 2019-
March 2020

July 2020-
March 2021



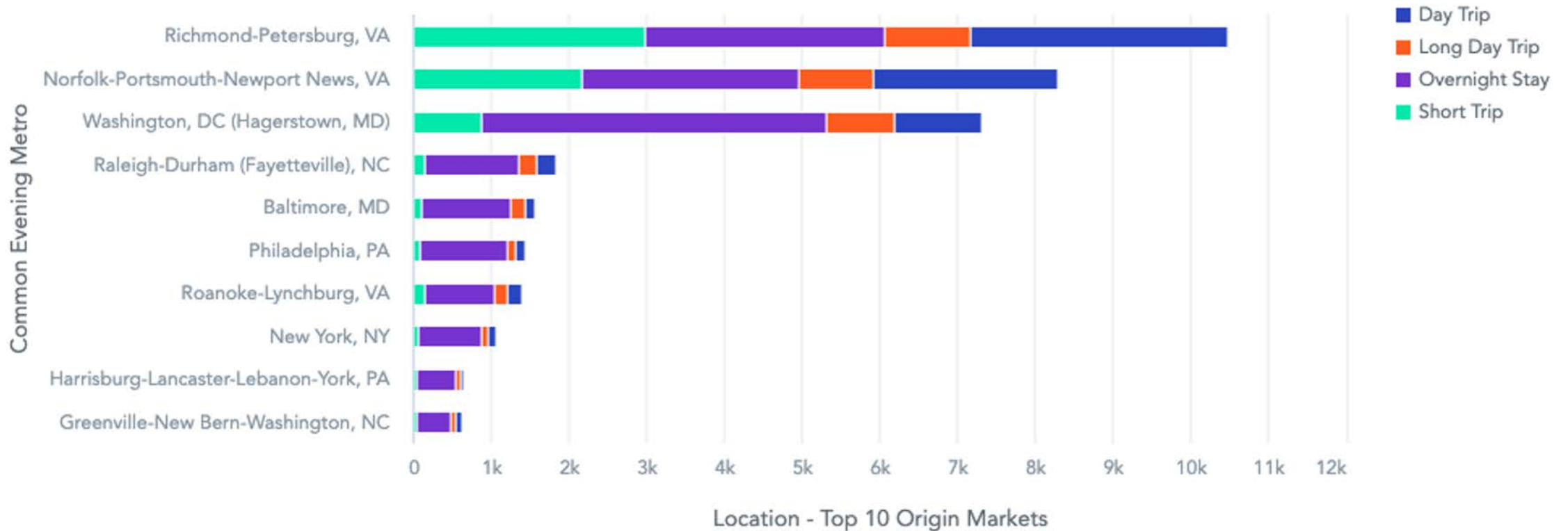
07/01/2020 07/05/2020 07/09/2020 07/13/2020 07/17/2020 07/21/2020 07/25/2020 07/29/2020 08/02/2020 08/06/2020 08/10/2020 08/14/2020 08/18/2020 08/22/2020 08/26/2020 08/30/2020 09/03/2020 09/07/2020 09/11/2020 09/15/2020 09/19/2020 09/23/2020 09/27/2020 10/01/2020 10/05/2020 10/09/2020 10/13/2020 10/17/2020 10/21/2020 10/25/2020 10/29/2020 11/02/2020 11/06/2020 11/10/2020 11/14/2020 11/18/2020 11/22/2020 11/26/2020 11/30/2020 12/04/2020 12/08/2020 12/12/2020 12/16/2020 12/20/2020 12/24/2020 12/28/2020 01/01/2021 01/05/2021 01/09/2021 01/13/2021 01/17/2021 01/21/2021 01/25/2021 01/29/2021 02/02/2021 02/06/2021 02/10/2021 02/14/2021 02/18/2021 02/22/2021 02/26/2021 03/02/2021 03/06/2021 03/10/2021 03/14/2021 03/18/2021 03/22/2021 03/26/2021 03/30/2021

Date (date)

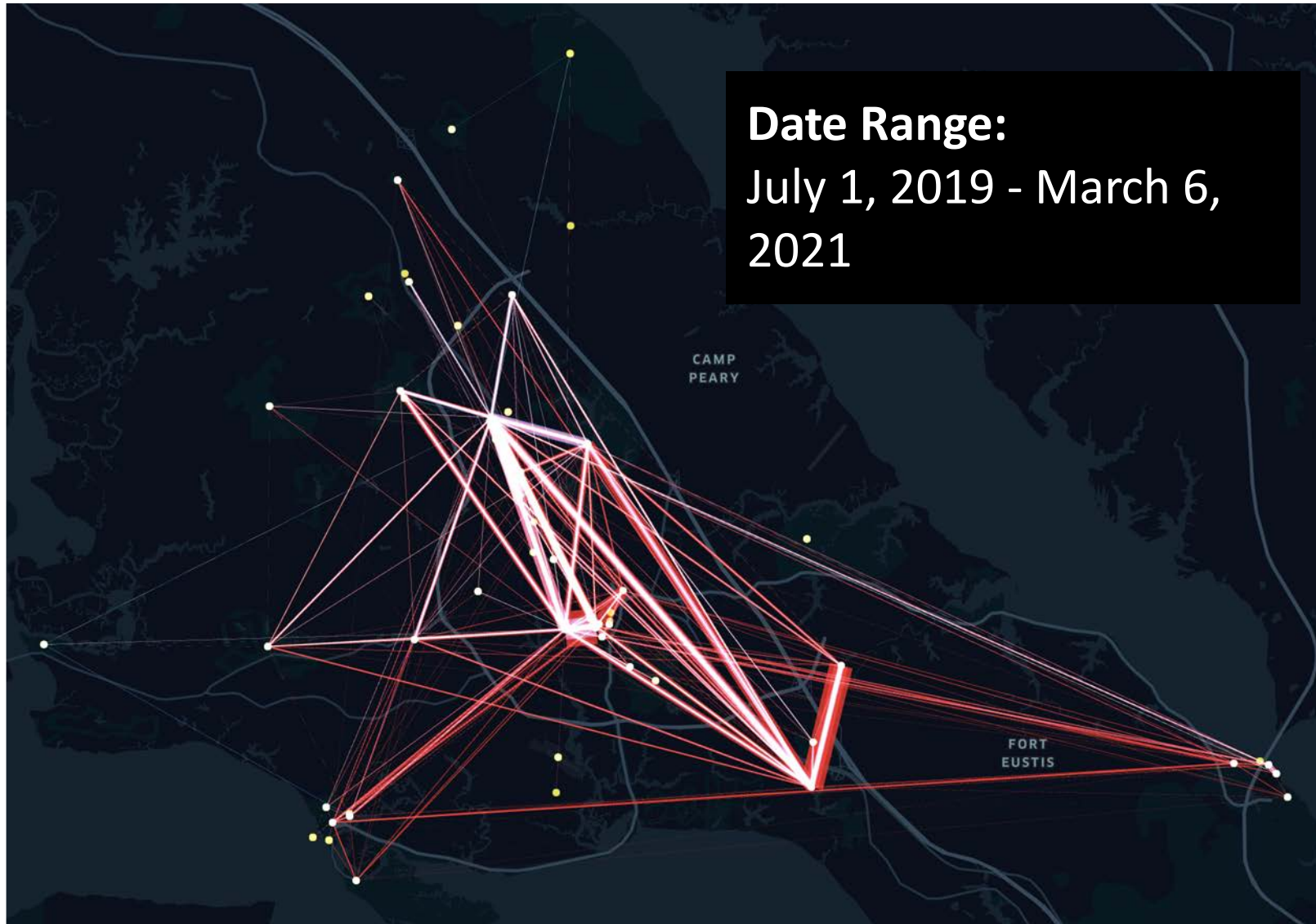
Top Origin Markets

July 1, 2020- March 10, 2021

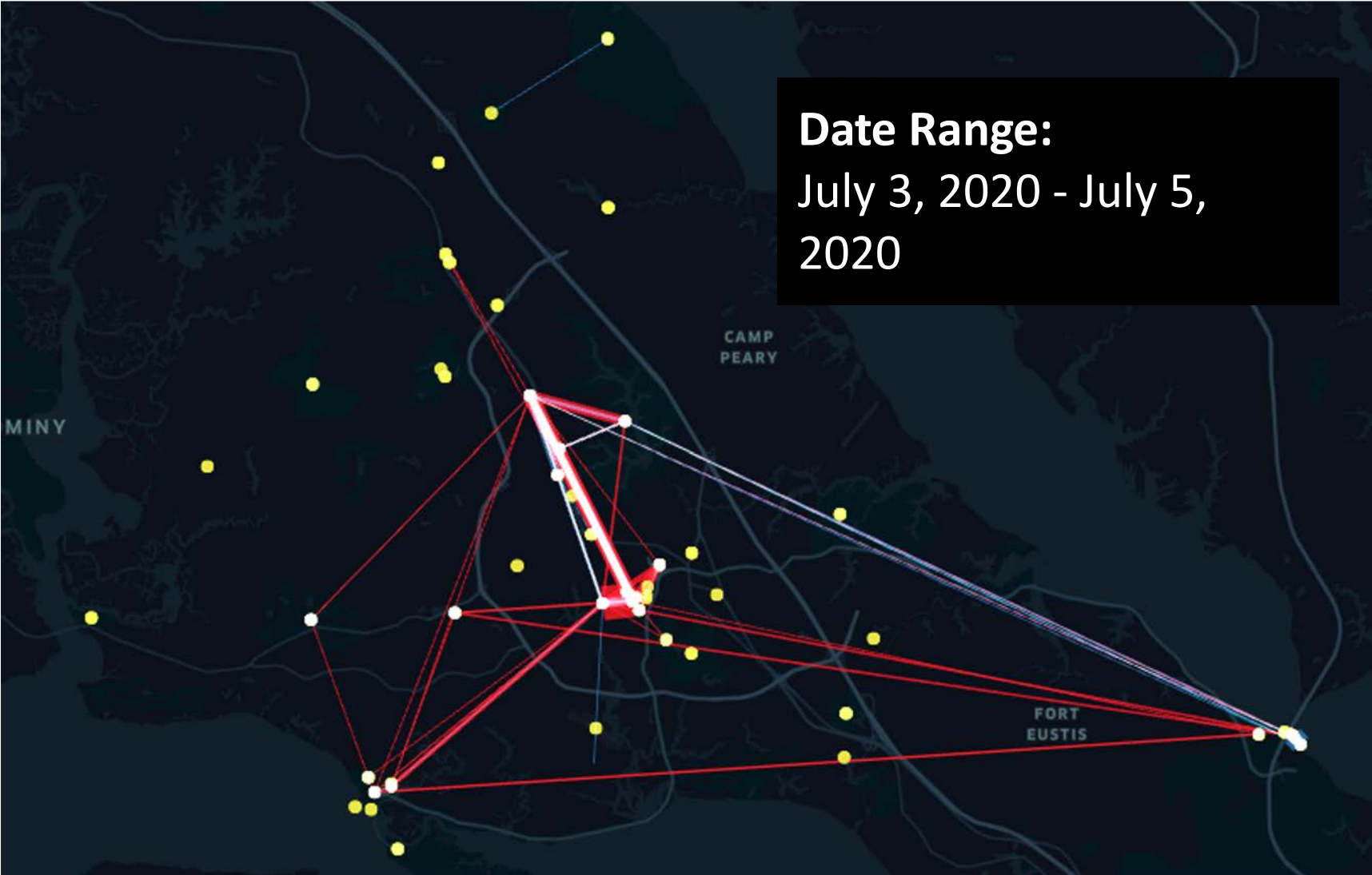
Location - Top 10 Metro Areas



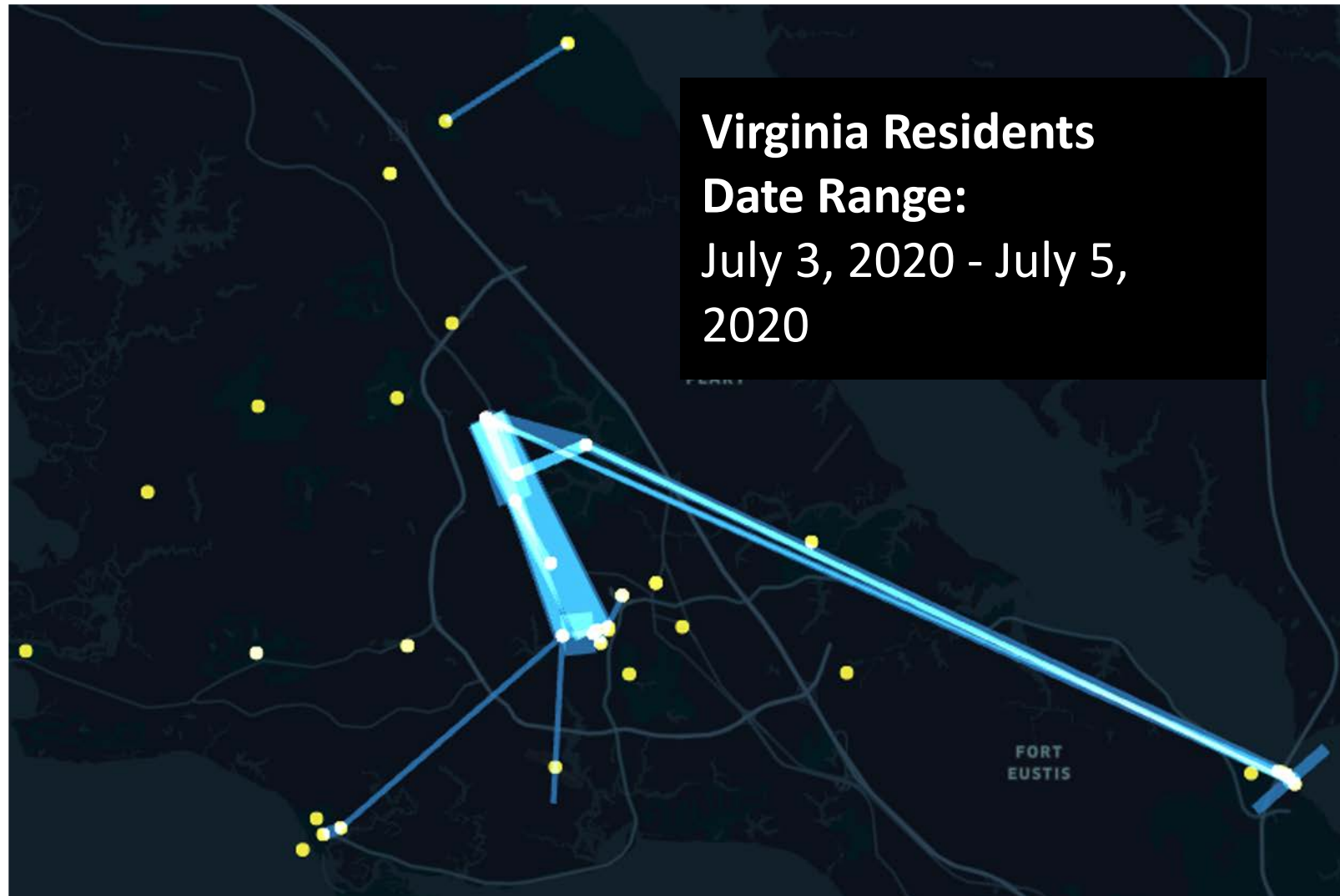
Visitor Flow Throughout Destination



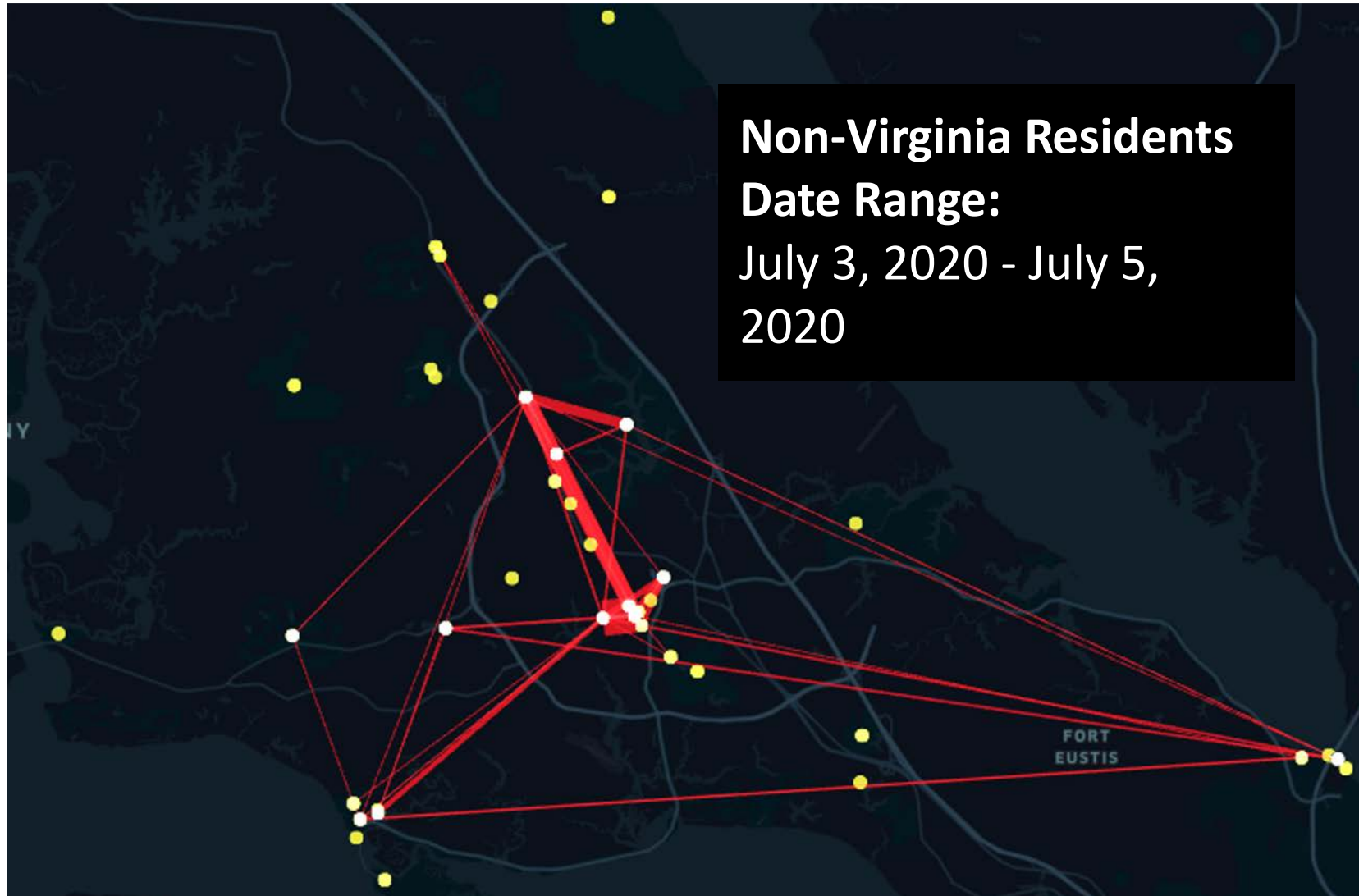
Visitor Flow Throughout Destination: July 4th Weekend 2020



Visitor Flow Throughout Destination: July 4th Weekend 2020



Visitor Flow Throughout Destination: July 4th Weekend 2020





ZARTICO

Thank You

zartico.com

Program Updates

Public Body Compliance

Marketing/PR

Sales

Public Body Compliance

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

Public Body Compliance

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
- Obtained risk management insurance
- Requested AG Opinion, re: Powers and Duties
- Procured health/dental/vision benefits
- Procured retirement plan

Public Body Compliance

To be completed:

- QuickBooks separation (*pending audit completion)
- Lease/Updated MOUs with external organizations
- Compliance training for board and staff

Marketing/PR

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

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>Increased reach in 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

Campaign Overview

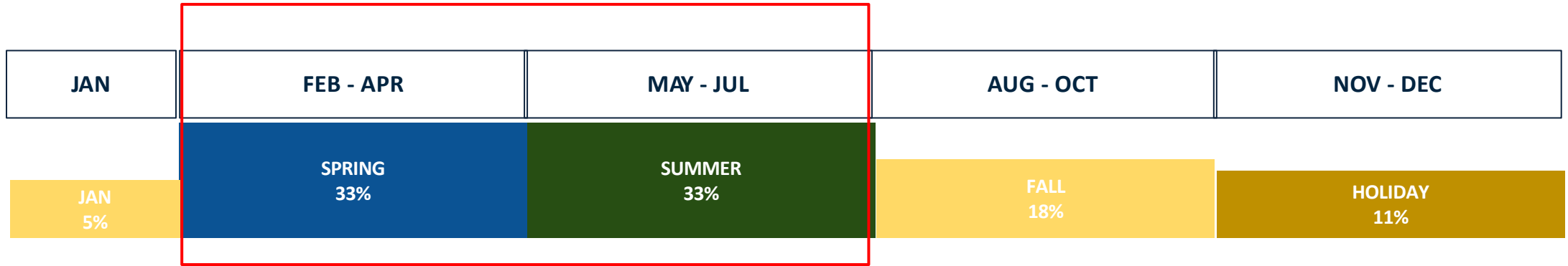
Overall Strategy

Always-on Approach

Increased Spend to Capture Peak Demand Periods

Assumes Travel Rebound Q3/Q4 2020

Constantly Monitor and Adjust as Needed



Spring/Summer Media Mix

A row of seven icons representing different media channels, each with a label below it. The icons are: a television set, a video player, a computer monitor with an 'AD' icon, a social media network, a magnifying glass, a person with signal waves, and two hands shaking.

- Linear TV
- Connected TV
- Display
- Paid Social
- Paid Search
- Influencer
- Golf, Nat Geo Partnerships


Sample Creative




Sample Creative

Visit Williamsburg
Sponsored


What if life moved precisely at your pace? In Williamsburg, it does. No matter what vacation looks like to you, come live it to the fullest.




Golf
life. at your pace. [Learn More](#)



Dine
life. at your pace. [Learn More](#)



Explore
life. at your pace. [Learn More](#)




Fly
life. at your pace. [Learn More](#)

20 Likes 562 Comments 311 Shares

Like Comment Share

Visit Williamsburg
Sponsored

From southern comfort food, to craft breweries and everything in between. Williamsburg satisfies any appetite.



VISITWILLIAMSBURG.COM
Dine
Life. At your pace. [Book now](#)

150 Likes 28 Comments

Like Comment Share

The WilliamsBLOG: January/February Performance



A grid of six blog post thumbnails arranged in two rows and three columns. Each thumbnail includes a small image, a title, and an orange "READ MORE" button.

- Why My Family Loves Williamsburg**
- Experience Black History at Williamsburg Museums**
- Uncovering Untold Stories of African American History in Williamsburg**
- A Cajun Man's First Mardi Gras in Virginia**
- 7 Homeschool Activities in Williamsburg that Focus on Black History**
- 7 Charming Date Ideas in Williamsburg**

- Twelve blog posts published and promoted via paid media and social media
- Content combines WTC content plus 3rd party influencer-written content
- Sessions **up 900+%** YOY vs. Trip Ideas
- Nearly **four times the number of users** (vs. Trip Ideas 2019)
- Percentage of **new user sessions up +13%**
- Users spending an average of **two minutes** on-page
- Top-performing content:
 - Learn. At Your Pace.
 - 7 Things To Do for 1st Time Visitors

Education Campaign: January/February Performance



Launched January 4 with a \$125,000 digital media strategy; has driven 70,000+ web site sessions.



Facebook/Instagram

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

9M+ impressions
.79% CTR



Programmatic

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

Used to target specific digital audiences such as:
Scary Mommy
Meredith Publishing
Education App Users



School Based Media

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

1.34% CTR
(benchmark of .53%-.80%)

January/February Influencer Marketing



Ashley Buchanan
33K followers

7.6M+ Impressions
328K Engagements
38 Industry Partners Featured



Ashley Washington
16K followers



Ashley TerKeurst Hodges
117K followers

January/February Influencer Marketing



Anna Hartman
12K followers

Including four 10-minute Youtube Videos by The Busbys with over 714,000 Views



The Busbys
1.7M+ followers



Leah Bandoni
8K followers



January/February Social Media - Facebook

Visit Williamsburg
Published by Sprout Social · February 9 at 1:02 PM · 🌐

With six daughters, the Busby family has had to learn a thing or two about trip planning! We were thrilled to welcome it's [A Buzz World](#) to Williamsburg where they explored history, had action-packed adventures, ate great food and more. Check out their top recommendations for when you [#VisitWilliamsburg!](#) <https://bit.ly/36Zjk51>

5,452 People Reached 603 Engagements [Boost Post](#)

👍👎👉 105 6 Comments 7 Shares

Engagement Rate : 8.14%

Visit Williamsburg is at Merchants Square- Williamsburg, VA.
Published by Sprout Social · January 5 · 🌐

Have you tried outdoor dining at one of our fabulous local restaurants? (It may be chilly outside, but the heat lamps will keep you toasty! 🔥) [#VisitWilliamsburg](#)

8,797 People Reached 560 Engagements [Boost Post](#)

👍👎👉 222 21 Comments 16 Shares

Engagement Rate : 7.82%

January/February Social Media - Instagram



Engagement Rate : 7.0%



Engagement Rate : 6.91%

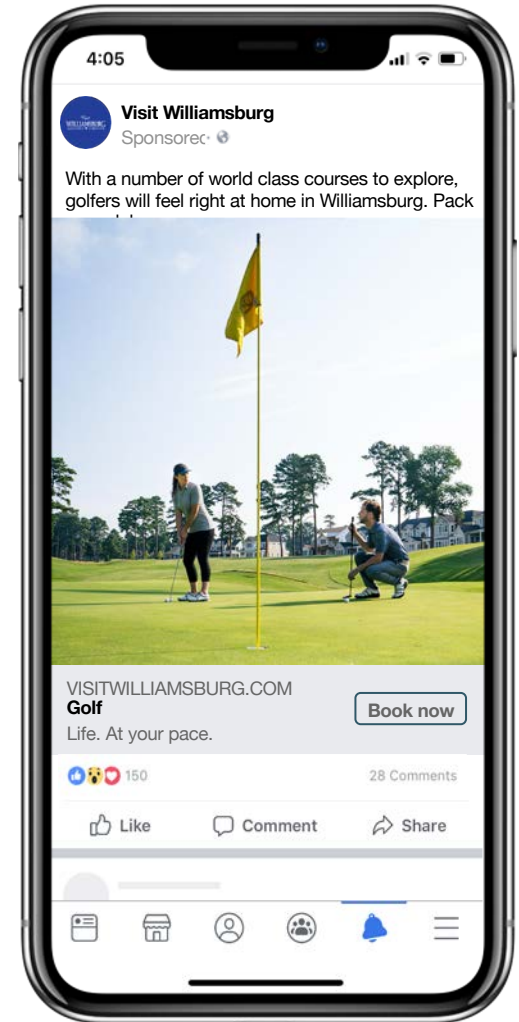


Engagement Rate : 6.2%

Industry Average Engagement Rate: 1.48%

January/February Advertising Performance

41,600,000	Digital Impressions Served
.17%	CTR across display advertising partners held steady and above .10% benchmark
83%	Increase in Paid Social engagement rate Feb. 15-28 compared to Jan. 1 - Feb. 14
7%	Increase in Paid Search click-thru rates from Jan. 1 through Feb. 28
914	Hotel bookings* among people exposed to digital advertising
194%	Increase in hotel bookings* YOY for the month of February (Jan. data unavailable)
86%	Increase in flight bookings* YOY for the month of February (Jan. data unavailable)



*Source: Adara Impact Jan. 1-Feb. 28, 2021

January/February Web Performance

Life. At Your Pace., The WilliamsBLOG, and Education Campaigns
are working together to drive traffic.



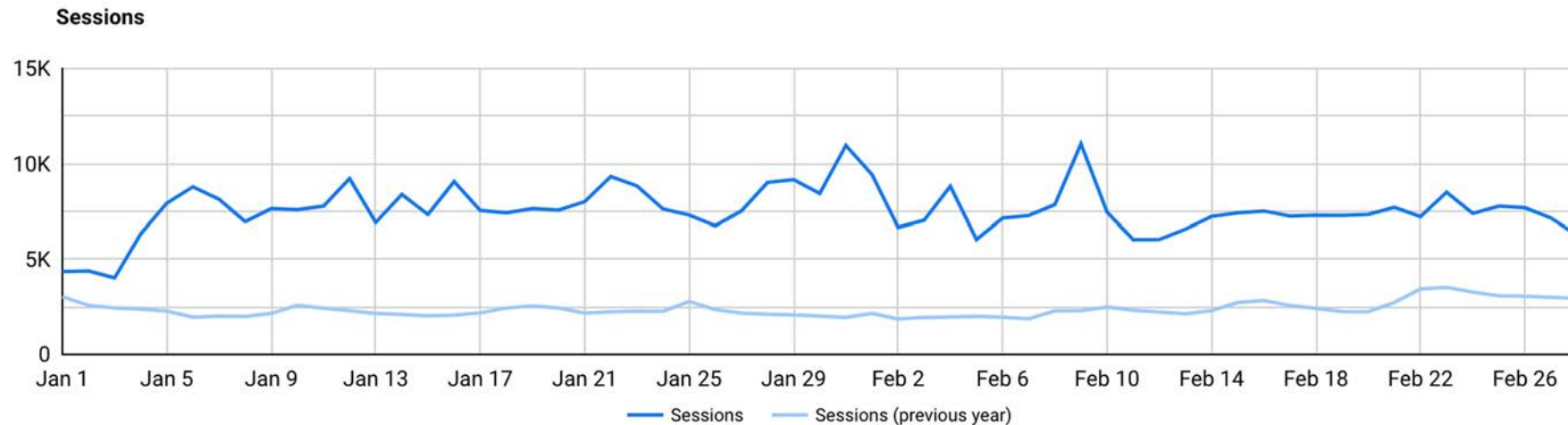
Sessions up 218% YOY
(446,300)



Users up 221% YOY
(373,600)



Advertising is driving 63%
of traffic



Top DMAs (by site session):

Washington, DC (13.4%)
Philadelphia (11%)
Norfolk/Portsmouth/Newport News (9.1%)

Visitor Guide Downloads **up 9%**

E-newsletter Signups **up 62%**

January 1 – February 28, 2021

Global Impressions

513.5 Million

27

Placements

*YoY 2020 – 204.1 Million Impressions & 37 Placements

Key Media Placements | January 1 – February 28, 2021

“The Best Staycation in Every State”



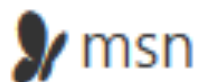
“These Exhibits Are Coming To U.S. Museums In 2021”



“25 Best College Towns”



“Taking the kids: On a (safe) spring break”



“Taking the kids: On an adventure this winter”



Sales

Virtual Sales Calls | January 19 – March 15, 2021

DATE	VRTUAL SALES CALLS	TYPE
01/21/21	Dominion Conference Services	Virtual
01/21/21	IPMI International Parking and Mobility Institute	Virtual
01/21/21	Conference Direct	Virtual
01/25/21	Hotel Lobbyists	Virtual
01/29/21	Legends Lacrosse	Virtual
02/05/21	Firecracker Sports	Virtual
02/10/21	Grand Fondo Cycling	Virtual
02/11/21	Society of Architectural Historians	Virtual
02/17/21	Site Solutions	Virtual
DATE	VIRTUAL SHOWS / CONFERENCES	TYPE
1/21/21	Smart Meetings	Virtual
2/25/21	Smart Meetings	Virtual
3/2-3/4/21	Connect Cyber	Virtual

Sales Leads | January 19 – March 15, 2021

ISSUE DATE	LEAD	ROOM NIGHTS
01/23/21	ACA Fall Partner Meeting	106
01/28/21	Legends Lacrosse	2,700
02/02/21	Immerse Artists Experience	18
02/05/21	American Message Therapy Association	2,585
02/10/21	International Lyme & Associated Diseases Society	270
02/12/21	Sweet Family Reunion	12
02/12/21	Marino Thanksgiving Reunion	25
02/18/21	Virginia Association of Orthodontists	110
02/19/21	Antique Automobile Club of America	220
02/25/21	R & DA 2021 Spring Meeting & Exhibition	682
03/03/21	Society of Gov't Meeting Professionals – Old Dominion Chapter	25

Upcoming Conferences

DATE	CONFERENCE / SHOWS /FAM	TYPE
3/11/21	VTC FAM	Virtual
3/16/21	**ABA Marketplace Appointments**	Virtual
3/29-4/1/21	**African American Travel Conference**	Louisville, KY
3/29-4/1/21	Boomers in Groups	Louisville, KY
4/29/21	Smart Meetings	Leesburg, VA
	** Denotes Sponsorship **	
DATE	SITE VISITS	
3/5-6/21	Oaks Christian School	
Upcoming Site 4/21/21	SEDC	

Old & New Business

Adjourn

Next Meeting: May 18, 2021

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN