

# Williamsburg Tourism Council

Tuesday, May 17, 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

# STR Briefing

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Vail Ross, Senior Vice President – Sales and Marketing

# Virginia Tourism Corporation (VTC) Briefing

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Rita McClenny, President and CEO

# Roundtable Discussion

# Approve Minutes

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March 15, 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  
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James Horn  
Christy Coleman  
Mickey Chohany  
Chad Green



# Chair Report

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Nominations Committee

By-Laws Committee

# Treasurer's Report

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## Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

FY23 Budget Presentation

# March Revenue/Expenses

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	854,378	741,541	112,837
\$1 Transient Tax	93,126	60,675	32,451
Maintenance of Effort Funds	0	0	0
Other	3,088	4,000	(912)
<b>Total Revenue</b>	<b>950,592</b>	<b>806,216</b>	<b>144,376</b>
<b>EXPENSES</b>			
Destination Marketing	1,519,765	1,125,249	(394,516)
Other Sales & Marketing	37,302	14,680	(22,622)
Labor & Benefits	96,275	117,182	20,907
Admin	36,467	19,840	(16,627)
<b>Total Expenses</b>	<b>1,689,808</b>	<b>1,276,951</b>	<b>(412,857)</b>
<b>Net Revenue Expense by Month</b>	<b>(739,216)</b>	<b>(470,735)</b>	<b>(268,481)</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)	10,516,015	9,295,517	1,220,498
\$1 Transient Tax	1,238,099	1,119,556	118,543
Maintenance of Effort Funds	1,258,600	1,258,600	0
Other	24,537	37,000	(12,463)
<b>Total Revenue</b>	<b>13,037,251</b>	<b>11,710,673</b>	<b>1,326,578</b>
<b>EXPENSES</b>			
Destination Marketing	8,586,955	10,146,641	1,559,686
Other Sales & Marketing	242,439	264,873	22,434
Labor & Benefits	842,849	949,546	106,697
Admin	222,641	234,900	12,259
<b>Total Expenses</b>	<b>9,894,884</b>	<b>11,595,960</b>	<b>1,701,076</b>
<b>Net Revenue Expense by Month</b>	<b>3,142,367</b>	<b>114,713</b>	<b>3,027,654</b>

<i>Net Position - Beginning of Year</i>	9,398,730	9,398,730	0
<b>Net Position - Current YTD</b>	<b>12,541,097</b>	<b>9,513,443</b>	<b>3,027,654</b>

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

# March Cash on Hand

## Operating Cash

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>

Cash Balances	Feb-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	\$ 9,037,691	\$ 6,559,939	\$ 2,477,752
<b>Total Cash on Hand</b>	<b>\$ 9,798,558</b>	<b>\$ 7,319,939</b>	<b>\$ 2,478,619</b>

Cash Balances	Mar-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,883	\$ 510,000	\$ (117)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 9,792,195	\$ 6,089,204	\$ 3,702,991
<b>Total Cash on Hand</b>	<b>\$ 10,553,081</b>	<b>\$ 6,849,204</b>	<b>\$ 3,703,877</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>

Key Sources of Funds	Feb-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,570,237	\$ 1,335,778	\$ 234,459
<b>Total Gov't Sources</b>	<b>\$ 1,570,237</b>	<b>\$ 1,335,778</b>	<b>\$ 234,459</b>

Key Sources of Funds	Mar-22		
	Actual	Budget	Variance
State Disbursement	\$ 947,504	\$ 802,216	\$ 145,288
<b>Total Gov't Sources</b>	<b>\$ 947,504</b>	<b>\$ 802,216</b>	<b>\$ 145,288</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>

Interest Earned:	Feb-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 882	\$ -	\$ 882
Ches Bank Checking	\$ 1,750	\$ 4,000	\$ (2,250)
<b>Total Interest Earned</b>	<b>\$ 2,639</b>	<b>\$ 4,000</b>	<b>\$ (1,361)</b>

Interest Earned:	Mar-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 1,070	\$ -	\$ 1,070
Ches Bank Checking	\$ 2,011	\$ 4,000	\$ (1,989)
<b>Total Interest Earned</b>	<b>\$ 3,088</b>	<b>\$ 4,000</b>	<b>\$ (912)</b>

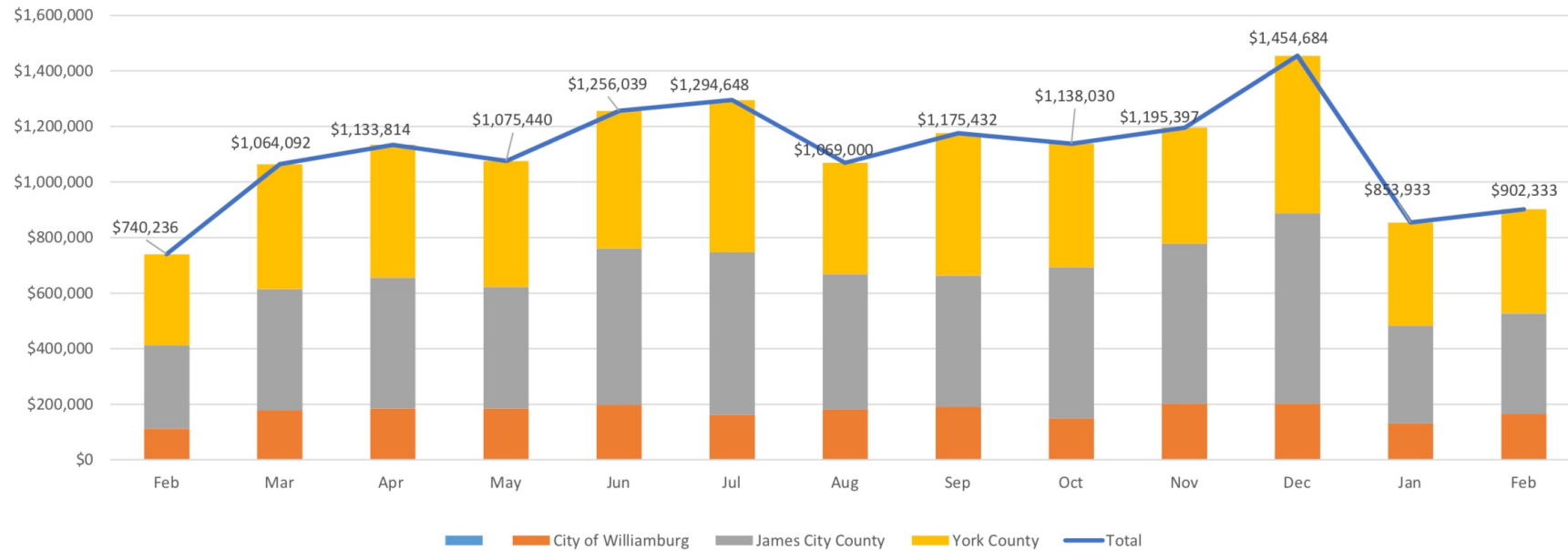
## Product Development Reserves

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>

Cash Balances	Feb-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 4,666,909	\$ 4,978,600	\$ (311,691)
<b>Total Cash on Hand</b>	<b>\$ 4,666,909</b>	<b>\$ 4,978,600</b>	<b>\$ (311,691)</b>

Cash Balances	Mar-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 4,986,780	\$ 4,978,600	\$ 8,180
<b>Total Cash on Hand</b>	<b>\$ 4,986,780</b>	<b>\$ 4,978,600</b>	<b>\$ 8,180</b>

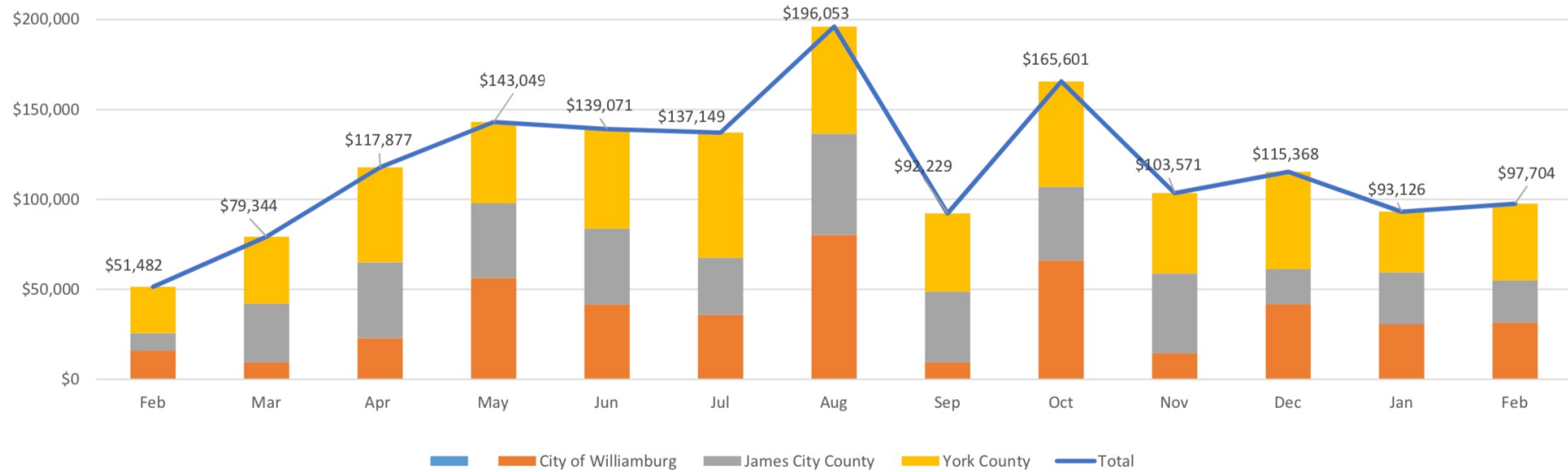
# Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2021 / 2022	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$178,712	\$184,092	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$131,465	\$165,912	\$2,129,212
James City County	\$435,892	\$470,743	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$350,997	\$360,658	\$5,967,666
York County	\$449,488	\$478,979	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$371,471	\$375,763	\$5,515,964
<b>Total</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>\$853,933</b>	<b>\$902,333</b>	<b>\$13,612,842</b>
<b>Calendar YTD Total</b>													<b>\$1,756,266</b>
FY2020 / 2021	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$115,268	\$82,326	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$162,942	\$159,187	\$181,890	\$129,427	\$111,620	\$1,595,698
James City County	\$288,704	\$229,364	\$277,886	\$230,731	\$553,684	\$371,324	\$373,849	\$350,286	\$409,548	\$486,887	\$313,509	\$300,542	\$4,186,313
York County	\$339,779	\$321,569	\$369,227	\$231,082	\$615,369	\$368,354	\$404,705	\$321,911	\$405,622	\$469,441	\$340,202	\$328,074	\$4,515,335
<b>Total</b>	<b>\$743,751</b>	<b>\$633,259</b>	<b>\$735,768</b>	<b>\$540,211</b>	<b>\$1,362,062</b>	<b>\$889,576</b>	<b>\$921,632</b>	<b>\$835,139</b>	<b>\$1,054,706</b>	<b>\$1,138,217</b>	<b>\$783,138</b>	<b>\$740,236</b>	<b>\$10,377,695</b>
<b>Calendar YTD Total</b>													<b>\$1,523,374</b>

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

# Transient Tax



Transient Tax \$1 of the \$2													
<b>FY2021 / 2022</b>	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$9,439	\$22,923	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$30,655	\$31,478	\$440,882
James City County	\$32,773	\$42,022	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$28,881	\$23,543	\$442,260
York County	\$37,132	\$52,932	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$33,590	\$42,683	\$597,000
<b>Total</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>\$93,126</b>	<b>\$97,704</b>	<b>\$1,480,142</b>
<b>Calendar YTD Total</b>													<b>\$190,830</b>
<b>FY2020 / 2021</b>	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
City of Williamsburg	\$23,800	\$14,086	\$6,380	\$13,576	\$4,828	\$28,608	\$30,678	\$24,695	\$19,294	\$13,619	\$18,982	\$16,116	\$214,662
James City County	\$13,701	\$14,918	\$4,776	\$21,061	\$7,893	\$31,805	\$27,300	\$19,161	\$22,875	\$16,989	\$16,914	\$9,478	\$206,871
York County	\$18,858	\$8,736	\$11,609	\$21,888	\$32,650	\$36,310	\$32,239	\$30,061	\$22,745	\$32,401	\$27,983	\$25,888	\$301,368
<b>Total</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>\$63,879</b>	<b>\$51,482</b>	<b>\$722,901</b>
<b>Calendar YTD Total</b>													<b>\$115,361</b>

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

# FY23 Budget Presentation



	FY 2022 Budget	FY 2022 Forecast	FY 2023 Budget	Net Change
<b>Revenues</b>				
Sales Tax (58.1-603.2)	11,912,200	13,061,378	13,696,116	634,738
Net Localities	-	1,576,600	126,600	(1,450,000)
Transient Occupancy Tax	1,380,762	1,424,580	1,442,100	17,520
Other	50,000	26,258	33,000	6,742
<b>Total Revenue</b>	<b>13,342,962</b>	<b>16,088,817</b>	<b>15,297,816</b>	<b>(791,001)</b>
<b>Marketing Communications</b>				
Advertising Agency Contract	13,000,000	11,436,605	14,052,796	2,616,191
Mail House Contract	20,000	51,783	57,000	5,217
Public Relations Contract	240,000	205,510	250,200	44,690
	13,260,000	11,693,899	14,359,996	2,666,097
<b>Market Research</b>				
Research / SMARInsight	220,000	209,350	220,000	10,650
	220,000	209,350	220,000	10,650
<b>Sales</b>				
Bus Development / Coop Mrkt	203,500	172,663	338,002	165,339
Trade Shows / Sales Events	103,500	81,573	212,533	130,960
	307,000	254,237	550,535	296,298
<b>Administrative Overhead</b>				
Employee Expenses	1,290,681	1,194,336	1,617,272	422,936
Administrative Services	174,900	163,183	249,431	86,248
Strategic Development	25,000	398	30,000	29,602
Rent/Organization Support	90,000	100,764	100,763	(1)
	1,580,581	1,458,681	1,997,466	538,785
<b>Total Expenses</b>	<b>15,367,581</b>	<b>13,616,166</b>	<b>17,127,997</b>	<b>3,511,831</b>
<b>Net Position</b>	<b>(2,024,619)</b>	<b>2,472,651</b>	<b>(1,830,181)</b>	<b>(4,302,832)</b>

<b>Bank Accounts</b>		<b>Apr 10 2022</b>
Chesapeake Bank	WTC Operating Acct	7,416,362
Chesapeake Bank	WTC Money Market	0
BB&T	WTC Reserve Checking	250,000
BB&T	WTC Investment Fund	509,900
<b>Total Cash On Hand</b>		<b>8,176,262</b>
<b>Forecast Net Change (Q4 2022)</b>		<b>(1,322,400)</b>
<b>Forecast Balance: July 1, 2022</b>		<b>6,853,862</b>

<b>Net Month Activity</b>	<b>Starting Cash Position</b>	<b>Month Forecast</b>	<b>Ending Cash Position</b>
Jul-22	6,853,862	89,749	6,943,611
Aug-22		179,431	7,123,043
Sep-22		295,165	7,418,208
Oct-22		234,822	7,653,030
Nov-22		246,685	7,899,715
Dec-22		215,457	8,115,172
Jan-23		352,472	8,467,644
Feb-23		341,448	8,809,093
Mar-23		(962,791)	7,846,302
Apr-23		(1,826,593)	6,019,709
May-23		(640,493)	5,379,216
Jun-23		(355,534)	5,023,681
<b>Full Year</b>	<b>6,853,862</b>	<b>(1,830,181)</b>	<b>5,023,681</b>

## Williamsburg Tourism Council

### Cash Position Forecast - Product Development July 1, 2022 to June 30, 2023

Bank Accounts	Apr 13 2022
Chesapeake Bank WTC Money Market	5,153,280
<b>Total Cash On Hand</b>	<b>5,153,280</b>
Forecast Net Change (Q4 2022)	3,300
<b>Forecast Balance: July 1, 2022</b>	<b>5,156,580</b>

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jul-22	5,156,580	1,100	5,157,680
Aug-22		1,100	5,158,780
Sep-22		1,100	5,159,880
Oct-22		1,100	5,160,980
Nov-22		1,100	5,162,080
Dec-22		1,100	5,163,180
Jan-23		1,100	5,164,280
Feb-23		1,100	5,165,380
Mar-23		1,100	5,166,480
Apr-23		1,100	5,167,580
May-23		1,100	5,168,680
Jun-23		1,100	5,169,780
<b>Full Year</b>	<b>5,156,580</b>	<b>13,200</b>	<b>5,169,780</b>

# Voting

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James City County  
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Chad Green

# Executive Director and CEO Report

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STR Report Data/Key Performance Indicators

Marketing/Public Relations/Sales

# STR Destination Report

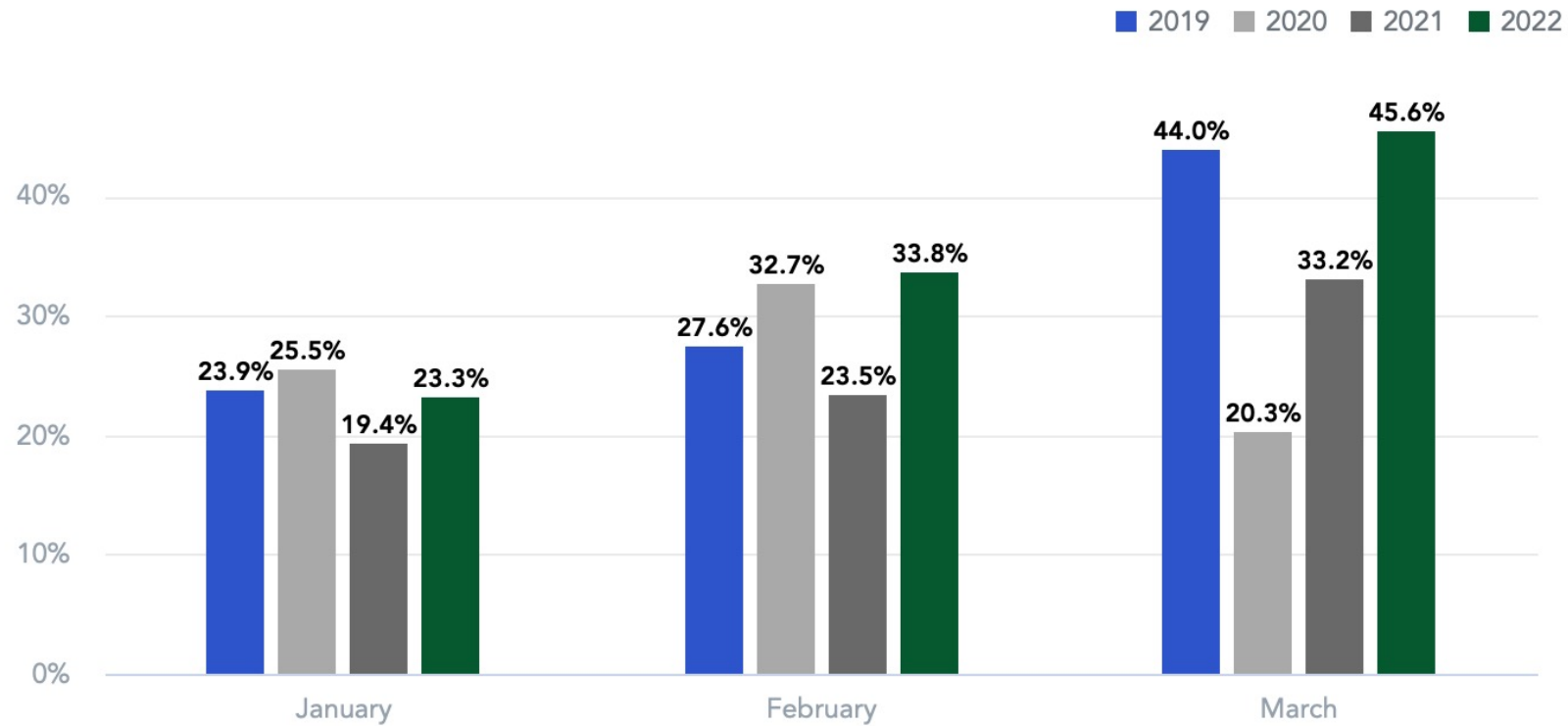
	Current Month - March 2022 vs March 2021											
	Occ %		ADR		RevPAR		Percent Change from March 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	32.6	23.7	111.95	107.31	36.46	25.43	37.4	4.3	43.4	37.7	-4.0	32.0
York Co+	50.7	38.3	140.48	131.20	71.28	50.19	32.6	7.1	42.0	42.0	0.0	32.6
City of Williamsburg+	49.8	33.3	131.89	110.91	65.63	36.67	49.3	19.9	79.0	105.7	14.9	71.5
Historic Triangle+	45.6	32.6	131.88	119.46	60.20	38.94	40.0	10.4	54.6	60.1	3.6	45.1
Southern York County+	77.9	63.6	98.59	72.24	76.77	45.93	22.5	36.5	67.1	67.1	0.0	22.5
Total+	46.9	33.9	129.66	115.79	60.86	39.23	38.5	12.0	55.1	60.5	3.4	43.3

	Year to Date - March 2022 vs March 2021											
	Occ %		ADR		RevPAR		Percent Change from YTD 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	22.8	16.5	104.66	94.54	23.87	15.64	37.9	10.7	52.6	46.6	-4.0	32.4
	39.9	31.2	139.73	122.30	55.76	38.17	27.9	14.2	46.1	46.1	0.0	27.9
	38.9	25.6	120.54	99.10	44.44	25.34	44.2	21.6	75.4	101.5	14.9	65.7
	34.4	25.3	126.44	109.78	43.46	27.77	35.9	15.2	56.5	62.1	3.6	40.8
	76.4	51.3	95.87	72.06	67.52	36.94	37.4	33.0	82.8	82.8	0.0	37.4
	35.8	26.4	124.02	106.74	44.42	28.15	35.8	16.2	57.8	63.2	3.4	40.5

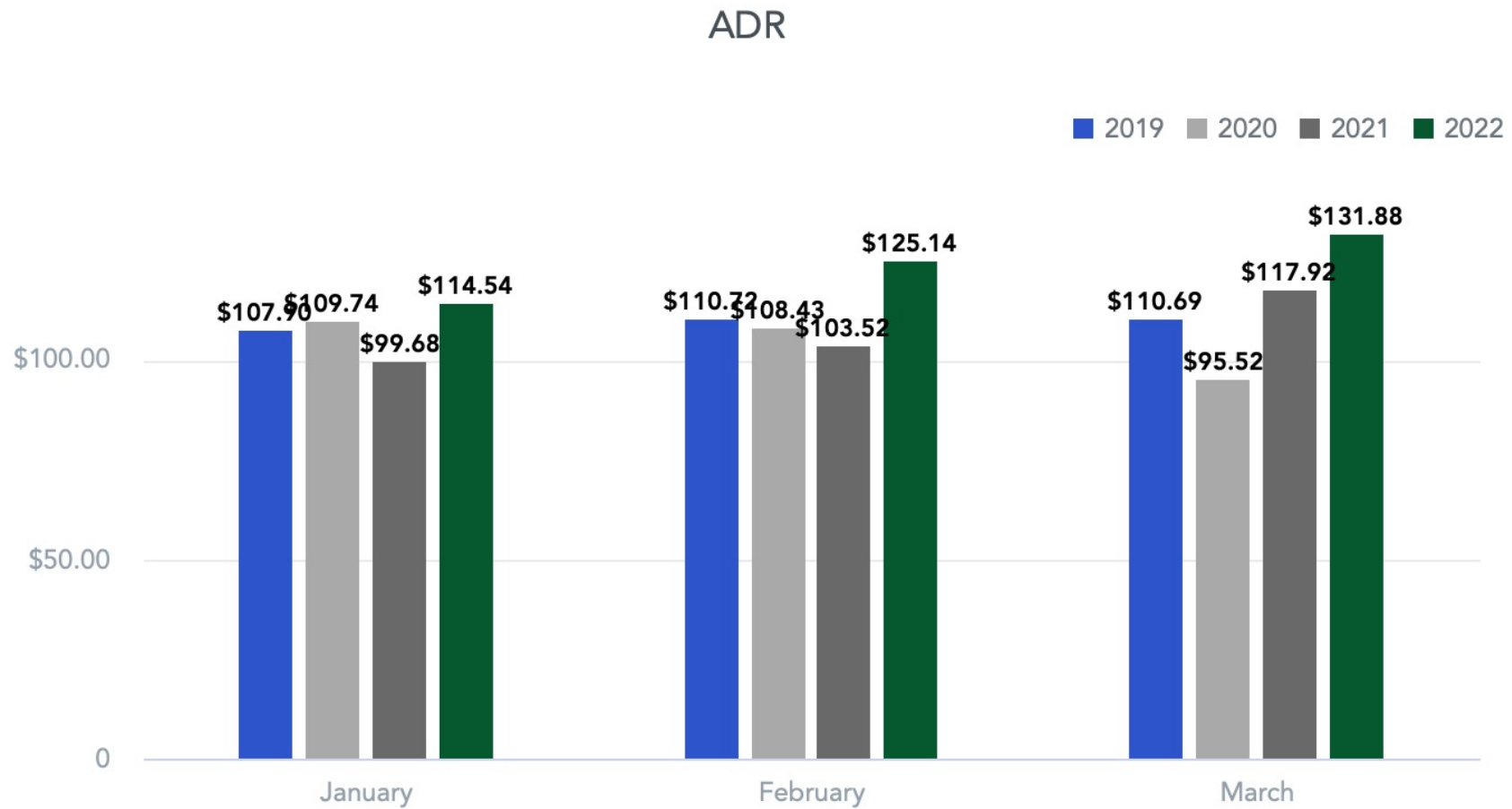
# STR Report

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## Occupancy



# STR Report



# TRAVEL'S RECOVERY IS *UNEVEN*

TOTAL DIRECT SPENDING (NATIONAL)



DOMESTIC LEISURE TRAVEL SPENDING



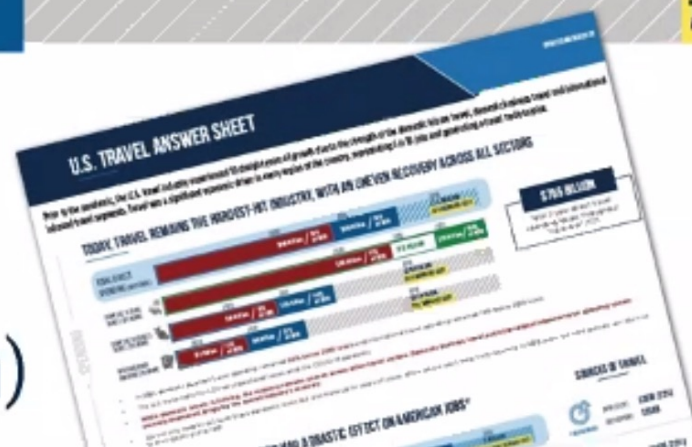
DOMESTIC BUSINESS TRAVEL SPENDING



INTERNATIONAL INBOUND SPENDING

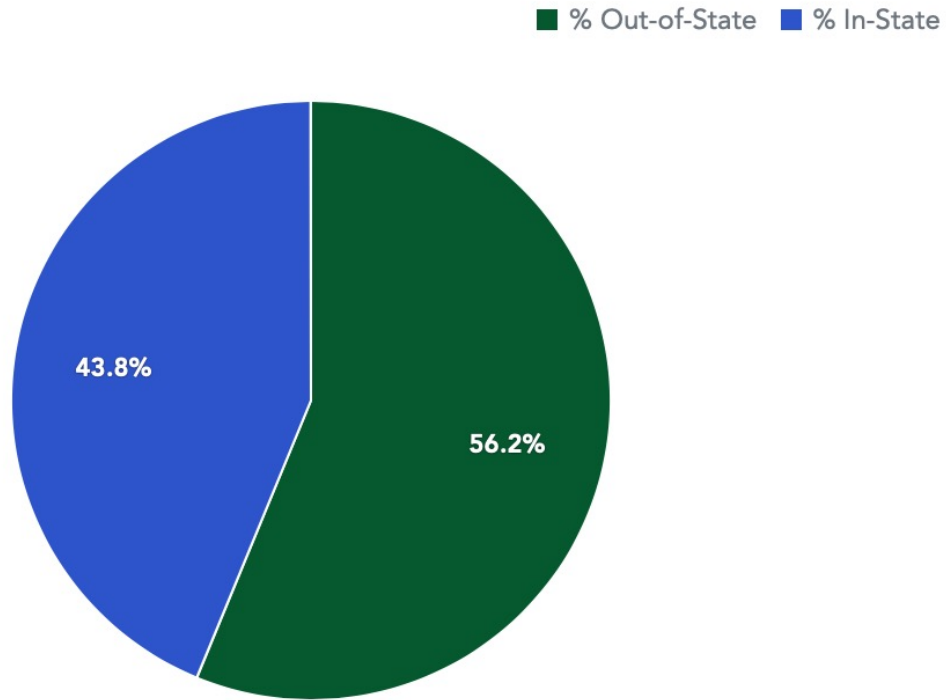


*New:*  
Fact Sheet (2021 data)

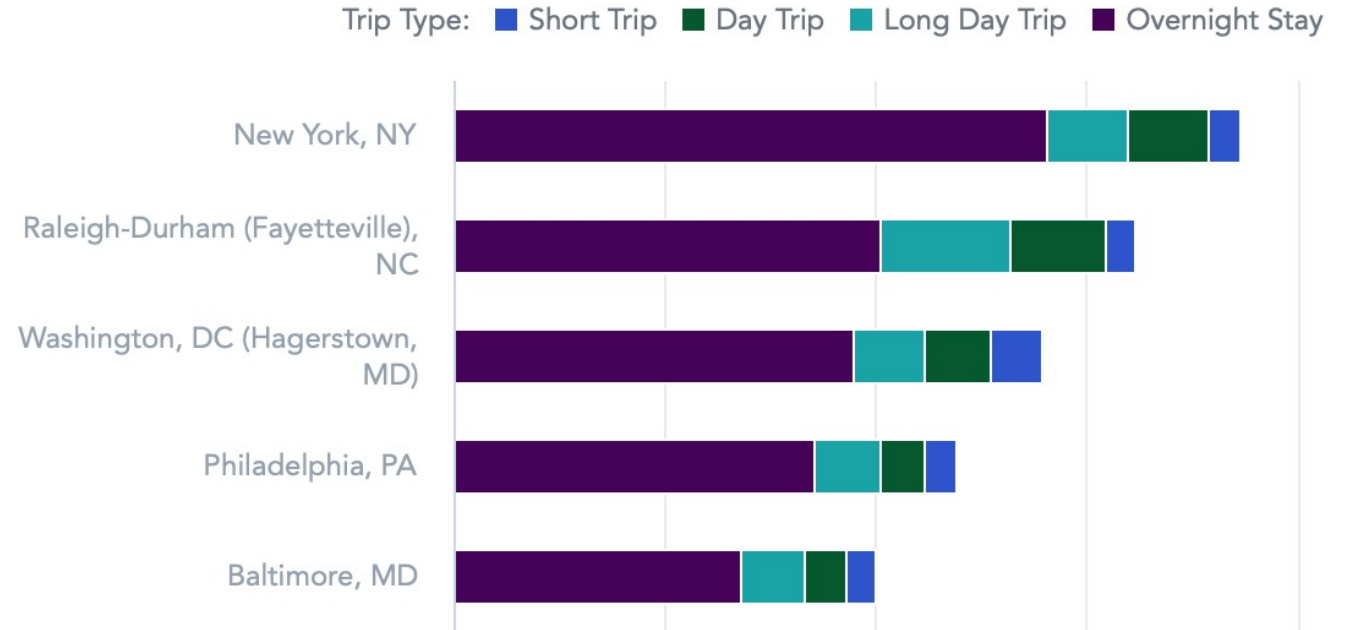




## In-State vs. Out-of-State Visitors

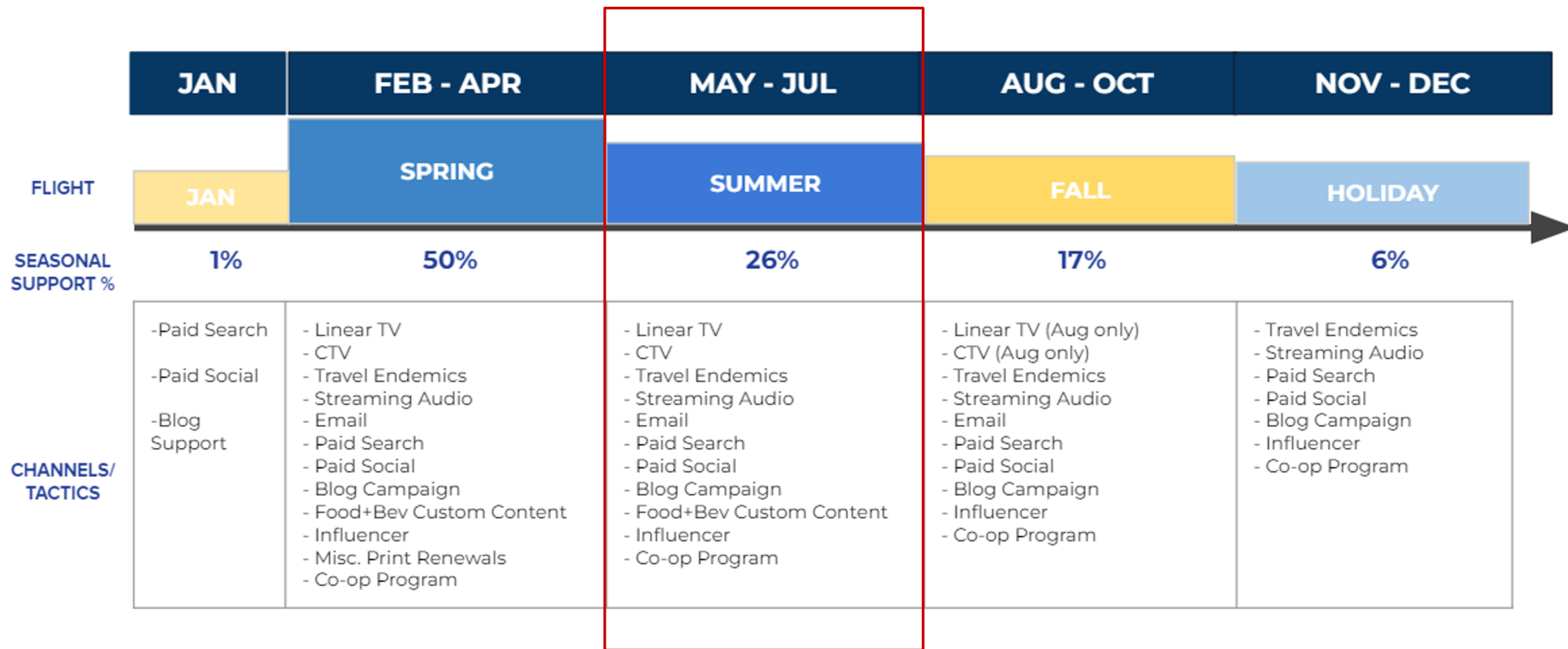


## Top 5 Out-of-State Origin Markets



# 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

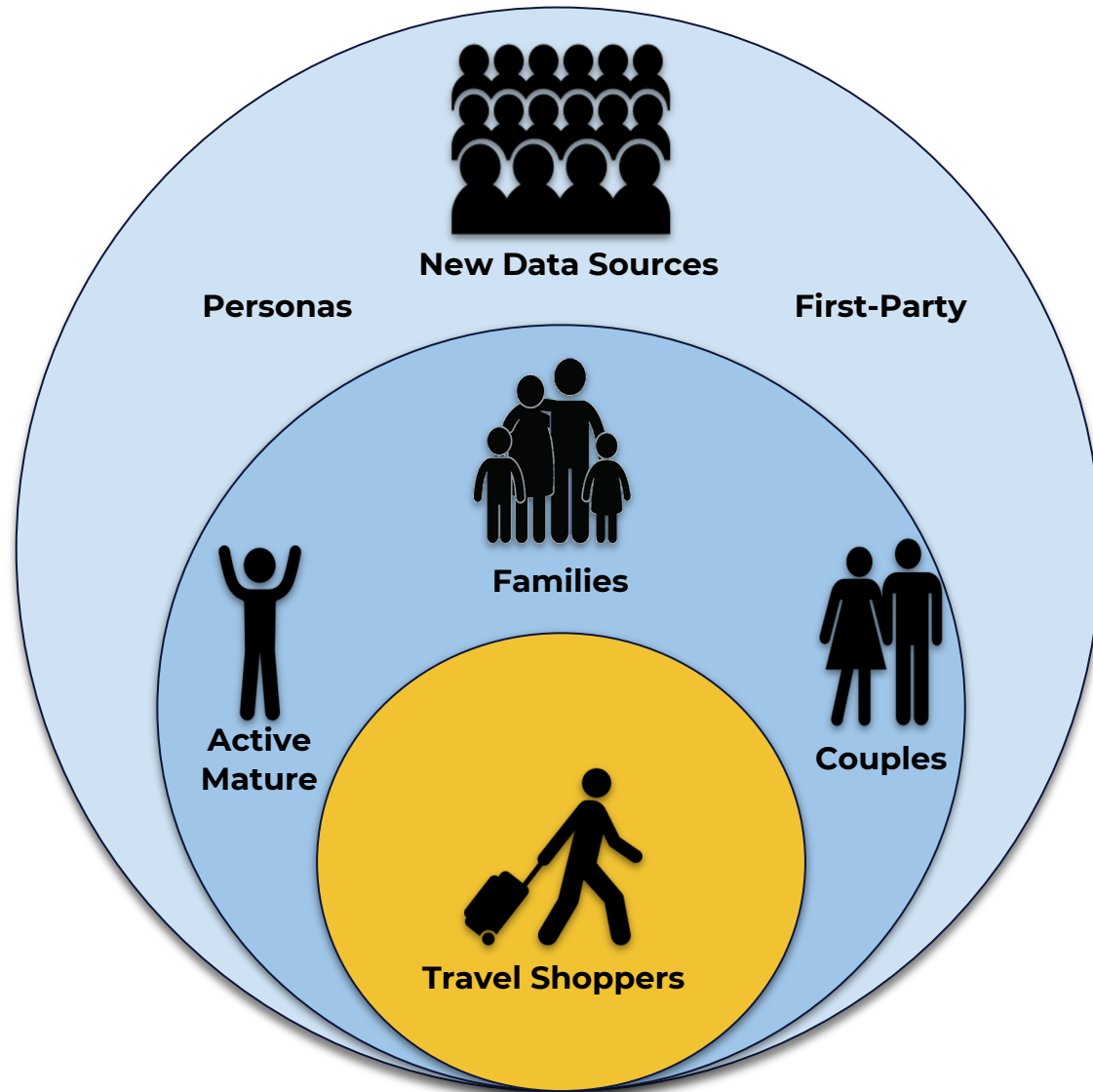
## **EXPANSION in 2020/21**

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

## **LAUNCH in 2022**

- Boston, MA

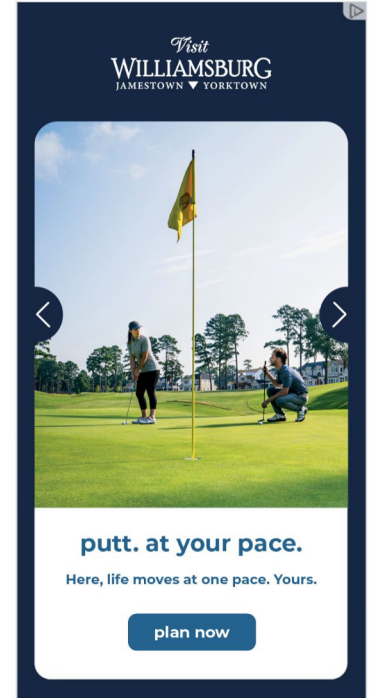
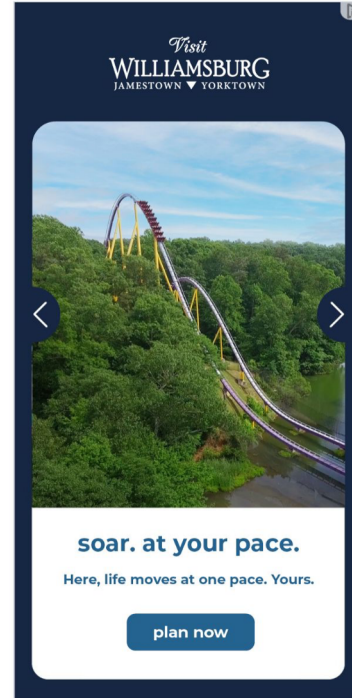
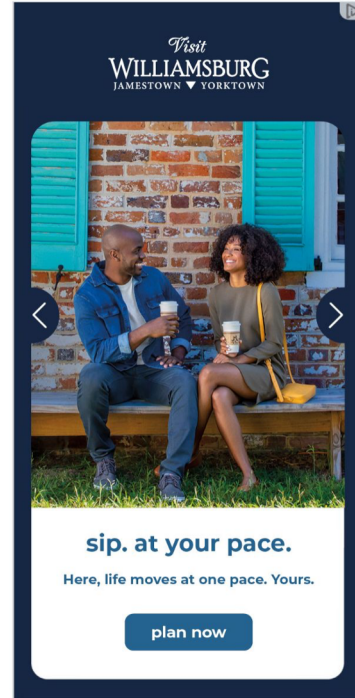
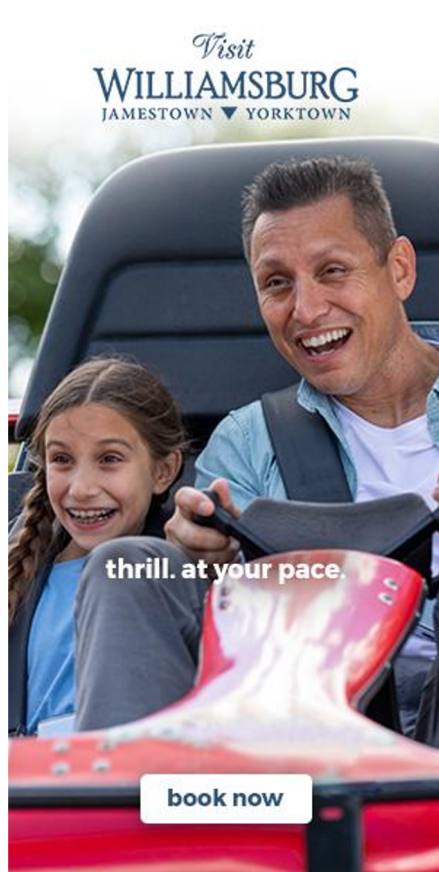
# Audience Segmentation



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.

# March/April Advertising: Sample Digital Creative



# March/April Advertising: Sample Digital Creative



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# March/April Advertising: Television

## 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










# March/April Advertising: OOH

<p><b>Boston</b> <b>(3/7-6/5)</b></p>	<p>Station Domination Interior Subway Digital Liveboards Digital Bulletin Program Digital Urban Panels</p>
<p><b>New York</b> <b>(3/7-5/8)</b></p>	<p>Station Domination Interior Subway Digital Liveboards</p>
<p><b>Philadelphia</b> <b>(3/18-5/8)</b></p>	<p>Station Domination Urban Panels</p>
<p><b>Baltimore</b> <b>(3/11-5/8)</b></p>	<p>Station Domination Digital Spectacular Kiosks</p>
<p><b>Washington DC</b> <b>(3/14-5/8)</b></p>	<p>Digital Liveboards Bike Share</p>
<p><b>Cleveland</b> <b>(3/18-5/1)</b></p>	<p>Wallscape Kiosks Static Pillars</p>



## March/April Advertising: Digital Performance

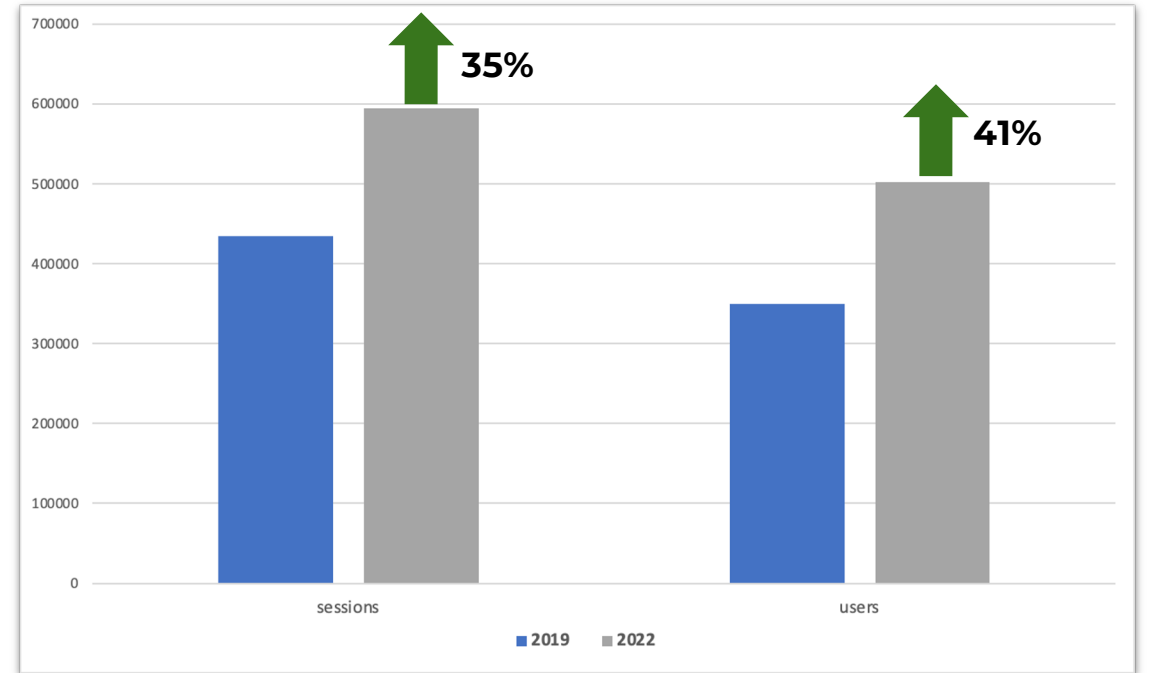
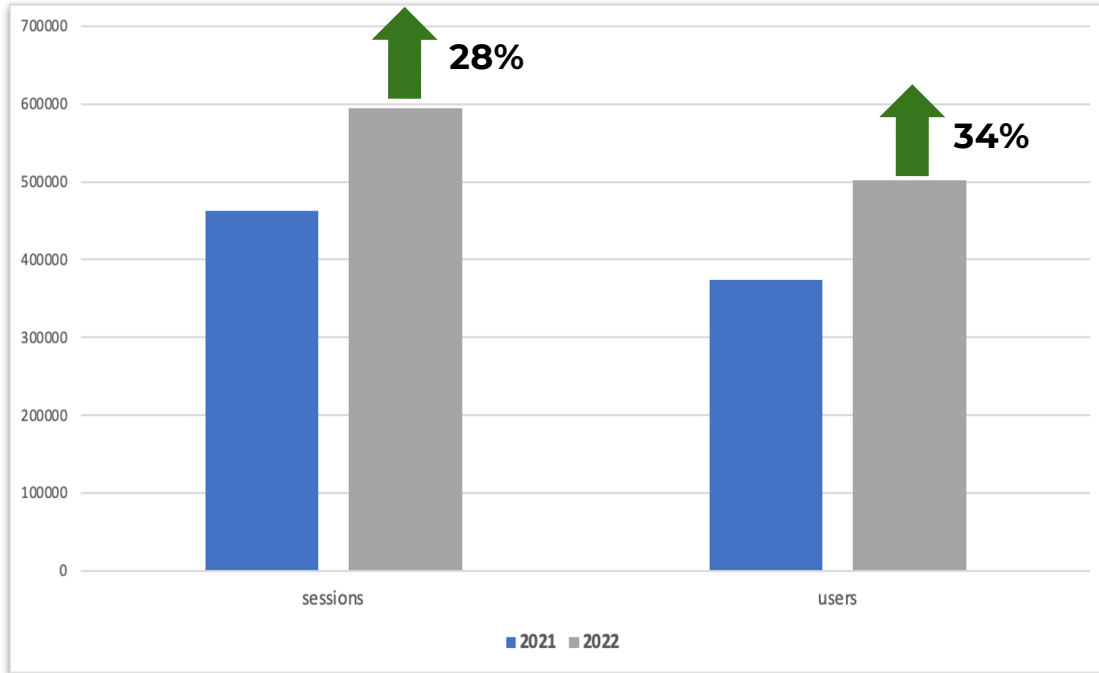
KPIs reflected **strong demand** for March/April vs. Jan./Feb. as momentum grew for spring break/early summer

	<b>70%</b>	Hotel Searches	Number of online searches completed by people exposed to digital advertising
	<b>85%</b>	Hotel Bookings	Hotel bookings among people exposed to digital advertising
	<b>11%</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>Even</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>73%</b>	Paid Search Volume	Total consumers searching for Williamsburg and related search terms, and being exposed to paid search ads

Source: Adara Impact 2022

# March/April: Website Performance

Site sessions and users are up vs. 2021 and vs. 2019



	Hotel Listings	Restaurant Listings	Shopping	Deals and Packages
vs. 2021	+14%	+6%	+2%	+34%

# March/April: *The WilliamsBLOG* Performance

  
**100%**  
Sessions

  
**80%**  
Users

  
**8%**  
New Visitor %

## March/April 2022 vs. March/April 2021

Page	Pageviews ▼
1. /blog/15-ideas-long-weekend-getaway-your-kids	59,778
2. /blog/7-reasons-why-williamsburg-great-families	50,082
3. /blog/7-things-to-do-for-first-time-visitors-to-williamsburg	13,090
4. /blog/romantic-weekend-getaway-williamsburg	11,973
5. /blog/7-charming-date-ideas-williamsburg	11,452
6. /blog/best-outdoor-escapes-williamsburg	7,378
7. /blog/10-great-free-things-to-do-in-greater-williamsburg	6,584
8. /blog/plan-your-golf-trip-williamsburg	4,203



**15 Ideas for a Long Weekend Getaway With Your Kids**

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**7 Reasons Why Williamsburg Is Great for Families**

[READ MORE](#)



**Best Outdoor Escapes in Williamsburg**

[READ MORE](#)



**7 Charming Date Ideas in Williamsburg**

[READ MORE](#)

## March/April: Influencer FAMs

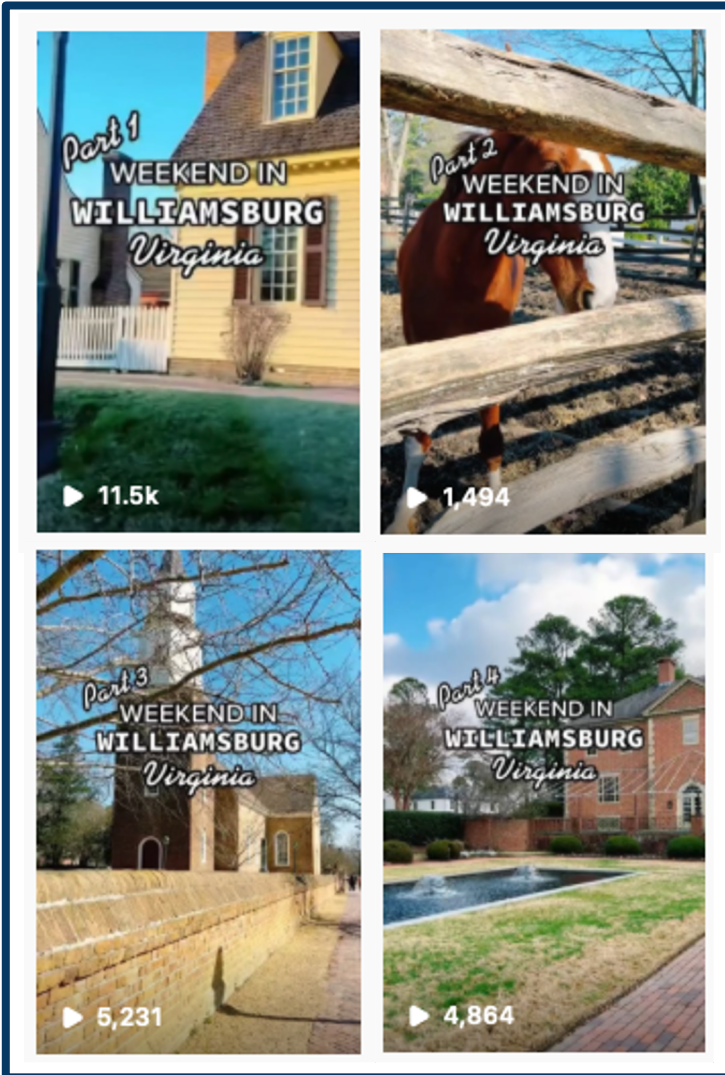
Recent Trips	Upcoming Mega Influencers	Upcoming TikTok Creators + Subject Matter Experts
<p><a href="#">Justin Chapple</a>: Food writer and Culinary Director-at-Large of <i>FOOD &amp; WINE</i></p> <ul style="list-style-type: none"> <li>- Blog content around inspiring food &amp; drink in the destination</li> </ul> <p><a href="#">Anna Hartman</a>: Williamsburg local</p> <ul style="list-style-type: none"> <li>- Family-friendly spring activities/Father's Day blog content</li> </ul> <p><a href="#">@staysandgetaways</a>: TikTok creator</p> <ul style="list-style-type: none"> <li>- Video content around a romantic getaway, spring break activities, unique things to do</li> </ul> <p><a href="#">Benny Or</a>: Art-focused content creator</p> <ul style="list-style-type: none"> <li>- Blog content around celebrating unique art, design, and architecture in Williamsburg</li> </ul>	<p><a href="#">Witney Carson McAllister</a>: Professional dancer from Dancing with the Stars</p> <ul style="list-style-type: none"> <li>- Family travel</li> </ul> <p><a href="#">Jamie Chung</a>: Actress and former reality TV personality</p> <ul style="list-style-type: none"> <li>- Couples trip</li> </ul>	<p><a href="#">@eatlivetraveldrink</a>: TikTok creator</p> <ul style="list-style-type: none"> <li>- Video content featuring scenic/water views in Williamsburg</li> </ul> <p><a href="#">@RioTravelers</a>: TikTok creators</p> <ul style="list-style-type: none"> <li>- Video content around couples adventure/outdoors travel</li> </ul> <p><a href="#">Josh Bernstein</a>: Craft beer writer</p> <ul style="list-style-type: none"> <li>- Blog content around the craft beer scene in Williamsburg</li> </ul> <p><a href="#">Marissa Strang</a>: Virginia blogger</p> <ul style="list-style-type: none"> <li>- Lifestyle/summer activities blog content</li> </ul>

Justin Chapple  
 Anna Hartman  
 @dmvfoodie  
 Ciara Johnson  
 @staysandgetaways

**414.2K impressions**  
 and  
**22.7K engagements**



## March/April: Organic Social Media Performance



- Video series by @DMVFoodie (pictured to the left) attracted the highest engagement numbers in March/April; videos were published on TikTok and Instagram:
  - **Video Views:** 23,100 (and counting)
  - **Likes:** 1,056
- As platforms like TikTok and Instagram Reels continue to grow, **more short-form videos will be incorporated to increase engagement** and present the destination in a fresh, engaging way
- Overall channel metrics in March/April outpaced 2021, as well as January/February
- **Engagement rate climbed to 4.6%, well above industry benchmarks; average impressions per post increased 24% YoY**

# Public Relations

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## March/April: Earned Media

Global Impressions

# 222.9 Million

## 16

Placements

\*YoY 2021 – 2.9 Billion Impressions & 35 Placements

## March/April: Key Media Placements

“The Best Places to Travel in May”

-Patricia Doherty

**TRAVEL+**  
**LEISURE**

“The 20 Best Family Vacation Spots  
in the U.S.”

-Josh Roberts



“Explore the Old Dominion by car  
with these top Virginia road trips”

-Erica Curran

**lonely planet**

NEW JERSEY  
**DIGEST**

“15 Weekend Getaways From NJ For Everyone In The  
Family”

-James Barrett



# March/April: Key Media Placements

**PENINSULA CHRONICLE**  
Neighborhood News. Local Reporters.

## Local Tourism Organizations Optimistic About Upcoming Summer Season Despite High Gas Prices

By Brandy Centolanza March 24, 2022

A close-up photograph of a hand in a yellow sleeve holding a gas pump nozzle, with a white gas pump nozzle visible in the background.

THE HEALTHY VOYAGER TRAVEL SHOW. TRAVEL. USA.

EST. 2005

## The Healthy Voyager Williamsburg Part 1

APRIL 24, 2022

A photograph of The Williamsburg Inn, a large, historic, multi-story brick building with a prominent chimney and a well-manicured lawn.

**PENINSULA CHRONICLE**  
Neighborhood News. Local Reporters.

## Visit Williamsburg CEO Recognized By Hospitality Sales & Marketing Association International

By Brandy Centolanza March 12, 2022

A portrait of Victoria Cimino, CEO of Visit Williamsburg, with curly blonde hair and a black top.

msn video

## The South's Best Small Towns

2. Williamsburg, Virginia

01:12 / 01:22

THE WILLIAMSBURG INN

While tourists the bus  
Victoria and do

**Recreation NEWS**

## Springtime adventures

Travel Line/Carel Timbin Mar 14, 2022

If you're looking for a springtime adventure, look no further than "America's Historic Triangle" — a unique spot in the Virginia Peninsula that includes Jamestown, Williamsburg, and Yorktown. It is where American history began unfolding in 1607 with the arrival of the English colonists, where the idea of forging a new nation sprang up in the marketplaces and meeting houses of the time, and where the American patriots put an end to British rule in 1781. Step into the past at five unique sites and learn more about early American history. A seven-day pass provides easy access to all of the sites at a cost-saving price.

**Southern Living**

SOUTHERN LIVING • THE SOUTH'S BEST 2022

## The South's Best Small Towns 2022

By Southern Living March 08, 2022

20 of 21

### 2. Williamsburg, Virginia

No visit here is complete without spending time at Colonial Williamsburg, a living history museum where visitors get a glimpse of life in the America of centuries past, but what's happening in contemporary Williamsburg is just as interesting. It's a bustling community with a big roster of things to do and places to explore. Don't miss sandwiches at The Cheese Shop; the boutiques and taprooms at Merchants Square; and brews from Precarious Beer Project, Amber Ox Public House, and The Virginia Beer Co.

CREDIT: THE WILLIAMSBURG INN

# Sales

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## Trade Shows, Events, Sites

DATE	CONFERENCES, SITE VISITS, MEETINGS	LOCATION
March 21 – 23, 2022	Pennsylvania Bus Association Marketplace	Williamsport, Pennsylvania
March 30, 2022	Society for Collegiate Travel & Expense Management (SCTEM)	Kingsmill Resort
April 11 – 14, 2022	African American Travel Conference	Topeka, Kansas
April 19 – 21, 2022	Triple Crown Baseball Site Visit	Williamsburg Virginia
May 1 – 3, 2022	Virginia Society of Association Executives	Leesburg, Virginia
May 4, 2022	Society of Government Meeting Professionals Board Meeting	Richmond, Virginia



## March – May: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
March 10	VCU – VA Tiered Systems of Support	40
March 10	Spikeball Inc.	80
March 17	National Association of Social Workers - VA	150
March 24	UFYL 7 v 7 National Tournament	3250
March 24	Society of Government Meeting Professionals	10
March 31	Kroger	56
March 31	Virginia Education Association	230
April 7	School Nutrition Association	107
April 7	Unified Virginia Chiropractic Association	325
April 21	Meeting Professionals International	80
April 21	Triple Crown Sports	1050
April 21	Virginia Association for Adult and Continuing Education	175
April 28	SGMP – Education Conference	25
April 29	Resort Inventory Group	3680
April 29	RTS & Associates	105

## March – May: New Business Leads

ISSUE DATE	LEAD	ROOM NIGHTS
May 5	Virginia Society Children of the American Revolution	100
May 5	Resort Inventory Group	1080

## March – May: Service Leads

ISSUE DATE	LEAD	SERVICE
March 17	Legion of Valor	Meals & Attractions
April 27	Society for Collegiate Travel and Expense Management	Meals & Transportation
May 5	Society for Collegiate Travel and Expense Management	Gift Baskets/Amenities
May 6	Firecracker Sports	Meals

## Confirmed Bookings

ARRIVAL DATE	DEFINITES	PROPERTY
May 1, 2022	National Center for State Courts	Doubletree
May 13 – 15, 2022	UFYL 7 v 7	Multiple Properties
June 3 – 6, 2022	Triple Crown Baseball	Courtyard, Woodlands, Embassy
July 8 – 10, 2022	Spann Family Reunion	Holiday Inn Suites
July 1-3, 2022	Veterans Group – Virginia Employment Commission	The Lodge
September 18 – 22, 2022	Society for Collegiate Travel and Expense Management	Kingsmill Resort

## Future Trade Shows and Events

DATE	UPCOMING SHOWS	LOCATION
May 22 – 25, 2022	Connect Specialty and Diversity	San Juan, Puerto Rico
June 4 – 8, 2022	IPW	Orlando, Florida
June 13 – 16, 2022	Society for Government Meeting Professionals	Pittsburgh, Pennsylvania

**Connect**  
**SPRING MARKETPLACE**  
ASSOCIATION | BIZBASH | CITYWIDE  
CORPORATE | DIVERSITY | LUXURY+INCENTIVE



# Old & New Business

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# Adjourn

*Next Meeting: July 19, 2022*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN