

# Williamsburg Tourism Council

Tuesday, July 19, 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

Greater Williamsburg CoC  
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

Mike Rock, Ex Officio  
Rita McClenny, Ex Officio

# Public Comment

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

# Travel Market Insights Briefing

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Scott Johnson, President and CEO



# Virginia Tourism Corporation (VTC) Briefing

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Rita McClenny, President and CEO

# Roundtable Discussion

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# Approve Minutes

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May 17, 2022

# Voting

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James City County  
Colonial Williamsburg Foundation  
City of Williamsburg

Busch Gardens  
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Mickey Chohany  
Chad Green

# Chair Report

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Election of Officers

Bylaws – Proposed Amendment

# Nominations Committee

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Kevin Lembke, Chair

# Voting

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Ron Kirkland  
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Mickey Chohany  
Chad Green

# Bylaws Committee

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Ruth Larson, Chair



# Treasurer's Report

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## Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

# May Revenue/Expenses

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,153,978	909,528	244,450
\$1 Transient Tax	83,103	62,265	20,838
Localities	0	0	0
Maintenance of Effort Funds	0	0	0
Other	3,042	4,000	(958)
<b>Total Revenue</b>	<b>1,240,123</b>	<b>975,793</b>	<b>264,330</b>
<b>EXPENSES</b>			
Destination Marketing	1,912,348	1,020,661	(891,687)
Other Sales & Marketing	19,791	24,056	4,265
Labor & Benefits	85,981	112,329	26,348
Admin	34,015	21,530	(12,485)
<b>Total Expenses</b>	<b>2,052,135</b>	<b>1,178,576</b>	<b>(873,559)</b>
<b>Net Revenue Expense by Month</b>	<b>(812,012)</b>	<b>(202,783)</b>	<b>(609,229)</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)	12,572,324	10,889,309	1,683,015
\$1 Transient Tax	1,418,906	1,249,866	169,040
Localities	126,600	0	126,600
Maintenance of Effort Funds	1,450,000	1,450,000	0
Other	30,374	46,000	(15,626)
<b>Total Revenue</b>	<b>15,598,204</b>	<b>13,635,175</b>	<b>1,963,029</b>
<b>EXPENSES</b>			
Destination Marketing	11,973,209	12,300,951	327,742
Other Sales & Marketing	272,451	301,771	29,320
Labor & Benefits	1,016,437	1,169,352	152,915
Admin	297,406	276,060	(21,346)
<b>Total Expenses</b>	<b>13,559,504</b>	<b>14,048,134</b>	<b>488,630</b>
<b>Net Revenue Expense by Month</b>	<b>2,038,701</b>	<b>(412,959)</b>	<b>2,451,660</b>

<b>Net Position - Beginning of Year</b>	<b>9,398,730</b>	<b>9,398,730</b>	<b>0</b>
<b>Net Position - Current YTD</b>	<b>11,437,431</b>	<b>8,985,771</b>	<b>2,451,660</b>

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

# May Cash on Hand

## Operating Cash

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>

Apr-22		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,890	\$ 510,000	\$ (110)
\$ 1,000	\$ -	\$ 1,000
\$ 8,417,394	\$ 5,764,315	\$ 2,653,079
<b>\$ 9,178,285</b>	<b>\$ 6,524,315</b>	<b>\$ 2,653,970</b>

May-22		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,896	\$ 510,000	\$ (104)
\$ 1,000	\$ -	\$ 1,000
\$ 6,829,540	\$ 5,561,532	\$ 1,268,008
<b>\$ 7,590,438</b>	<b>\$ 6,321,532</b>	<b>\$ 1,268,906</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>

Apr-22		
Actual	Budget	Variance
\$ 1,000,036	\$ 752,309	\$ 247,727
<b>\$ 1,000,036</b>	<b>\$ 752,309</b>	<b>\$ 247,727</b>

May-22		
Actual	Budget	Variance
\$ 1,237,081	\$ 971,793	\$ 265,288
<b>\$ 1,237,081</b>	<b>\$ 971,793</b>	<b>\$ 265,288</b>

Interest Earned:			
	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>

	Actual	Budget	Variance
	\$ -	\$ -	\$ -
	\$ 2	\$ -	\$ 2
	\$ 4	\$ -	\$ 4
	\$ 1,014	\$ -	\$ 1,014
	\$ 1,775	\$ 5,000	\$ (3,225)
<b>Total</b>	<b>\$ 2,795</b>	<b>\$ 5,000</b>	<b>\$ (2,205)</b>

	Actual	Budget	Variance
	\$ -	\$ -	\$ -
	\$ 2	\$ -	\$ 2
	\$ 4	\$ -	\$ 4
	\$ 1,064	\$ -	\$ 1,064
	\$ 1,521	\$ 4,000	\$ (2,479)
<b>Total</b>	<b>\$ 2,592</b>	<b>\$ 4,000</b>	<b>\$ (1,408)</b>

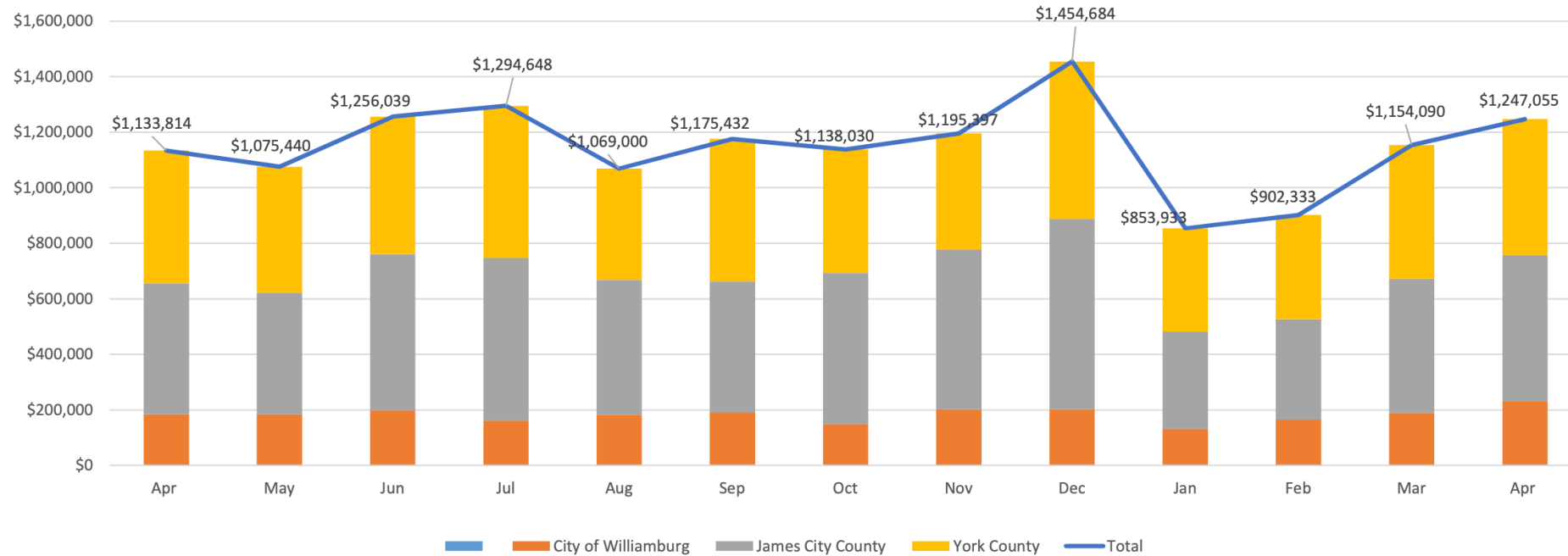
## Product Development Reserves

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>

Apr-22		
Actual	Budget	Variance
\$ 5,178,180	\$ 5,170,000	\$ 8,180
<b>\$ 5,178,180</b>	<b>\$ 5,170,000</b>	<b>\$ 8,180</b>

May-22		
Actual	Budget	Variance
\$ 5,180,258	\$ 5,170,000	\$ 10,258
<b>\$ 5,180,258</b>	<b>\$ 5,170,000</b>	<b>\$ 10,258</b>

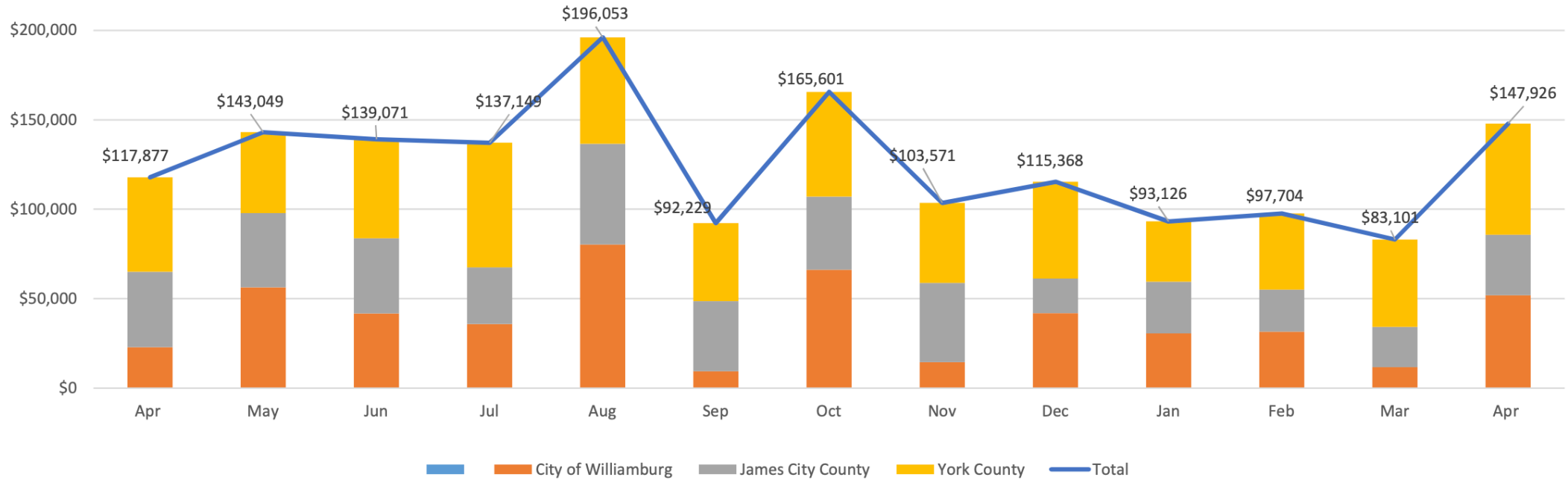
# Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2021 / 2022	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$184,364	\$198,233	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$131,465	\$165,912	\$189,651	\$231,784	\$2,187,843
James City County	\$437,697	\$561,486	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$350,997	\$360,658	\$481,969	\$525,667	\$6,068,668
York County	\$453,380	\$496,320	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$371,471	\$375,763	\$482,470	\$489,605	\$5,559,572
<b>Total</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>\$1,154,090</b>	<b>\$1,247,055</b>	<b>\$13,816,082</b>
<b>Calendar YTD Total</b>													<b>\$3,303,479</b>
FY2020 / 2021	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$162,942	\$159,187	\$181,890	\$129,427	\$111,620	\$178,712	\$184,092	\$1,760,908
James City County	\$277,886	\$230,731	\$553,684	\$371,324	\$373,849	\$350,286	\$409,548	\$486,887	\$313,509	\$300,542	\$435,892	\$470,743	\$4,574,880
York County	\$369,227	\$231,082	\$615,369	\$368,354	\$404,705	\$321,911	\$405,622	\$469,441	\$340,202	\$328,074	\$449,488	\$478,979	\$4,782,454
<b>Total</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>\$974,357</b>	<b>\$1,138,217</b>	<b>\$1,054,706</b>	<b>\$740,236</b>	<b>\$1,064,092</b>	<b>\$1,133,814</b>	<b>\$11,389,810</b>
<b>Calendar YTD Total</b>													<b>\$2,938,142</b>

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

# Transient Tax



Transient Tax \$1 of the \$2													
<b>FY2021 / 2022</b>	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$56,282	\$41,821	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$30,655	\$31,478	\$11,790	\$52,009	\$472,319
James City County	\$41,597	\$41,896	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$28,881	\$23,543	\$22,353	\$33,659	\$423,477
York County	\$45,170	\$55,354	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$33,590	\$42,683	\$48,958	\$62,258	\$618,152
<b>Total</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>\$83,101</b>	<b>\$147,926</b>	<b>\$1,513,948</b>
<b>Calendar YTD Total</b>													<b>\$328,731</b>
<b>FY2020 / 2021</b>	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$6,380	\$13,576	\$4,828	\$28,608	\$30,678	\$24,695	\$19,294	\$13,619	\$18,982	\$16,116	\$9,439	\$22,923	\$209,138
James City County	\$4,776	\$21,061	\$7,893	\$31,805	\$27,300	\$19,161	\$22,875	\$16,989	\$16,914	\$9,478	\$32,773	\$42,022	\$253,047
York County	\$11,609	\$21,888	\$32,650	\$36,310	\$32,239	\$30,061	\$22,745	\$32,401	\$27,983	\$25,888	\$37,132	\$52,932	\$363,838
<b>Total</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>\$79,344</b>	<b>\$117,877</b>	<b>\$826,023</b>
<b>Calendar YTD Total</b>													<b>\$248,703</b>

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

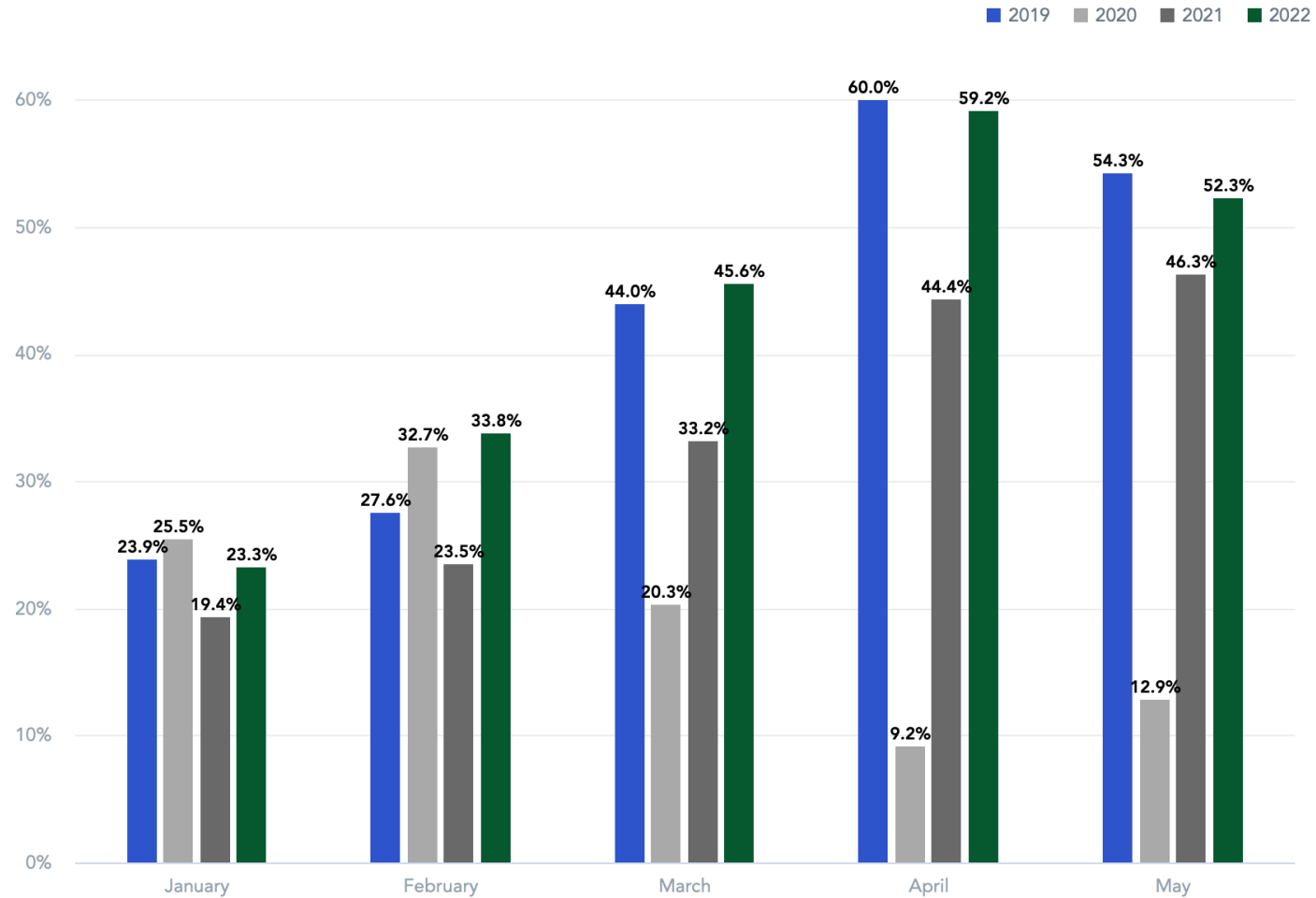
# Executive Director and CEO Report

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Key Performance Indicators

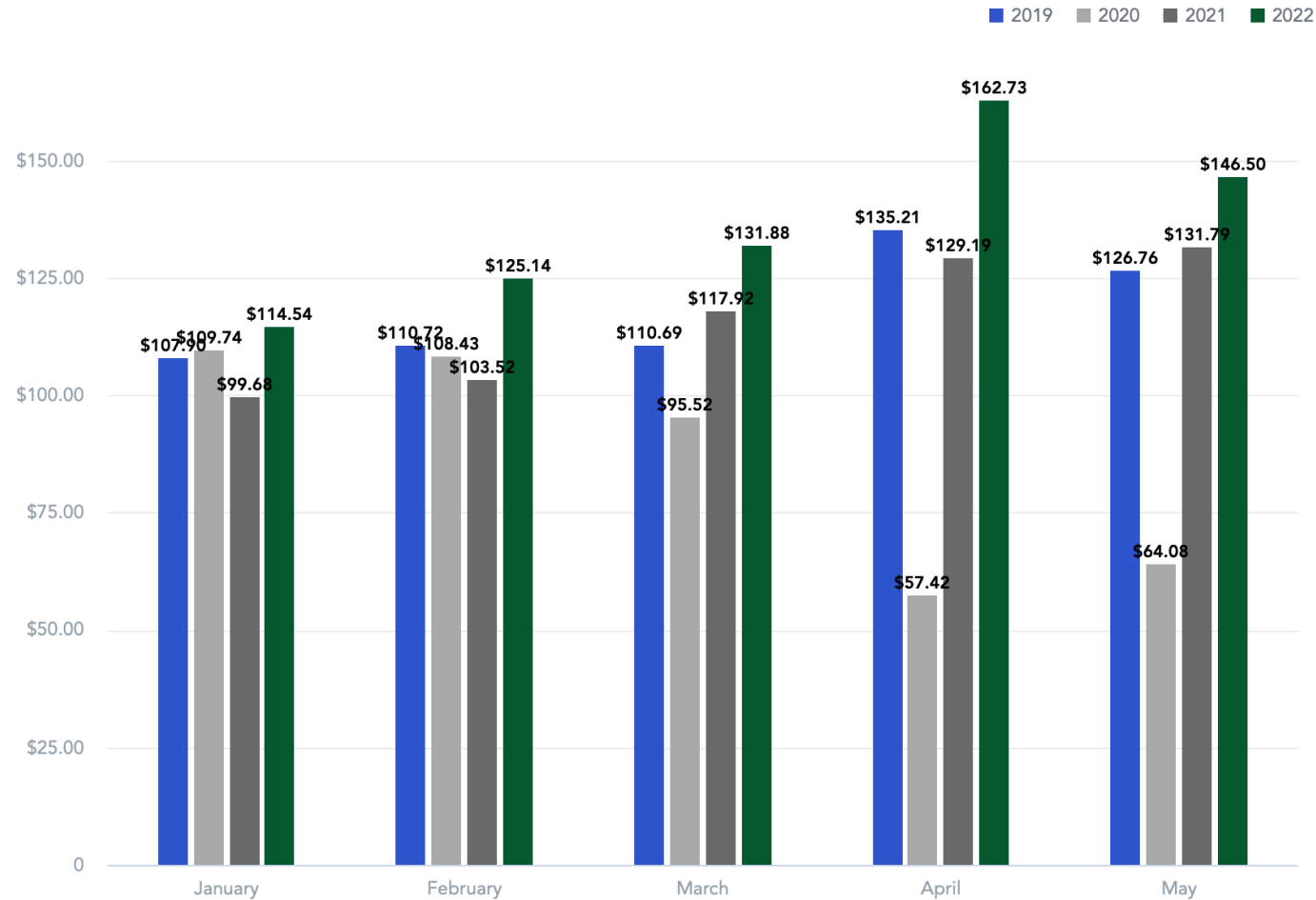
Marketing/Public Relations/Sales

# STR: Occupancy



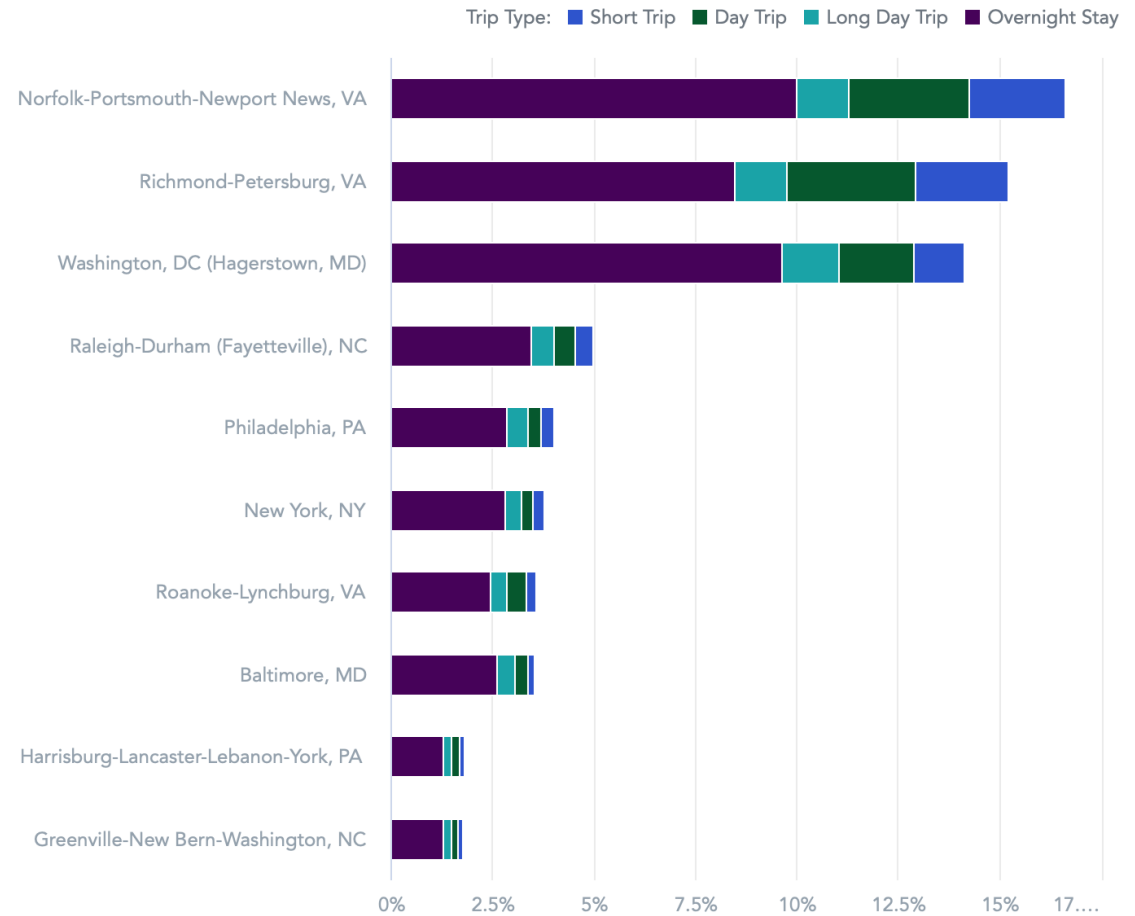
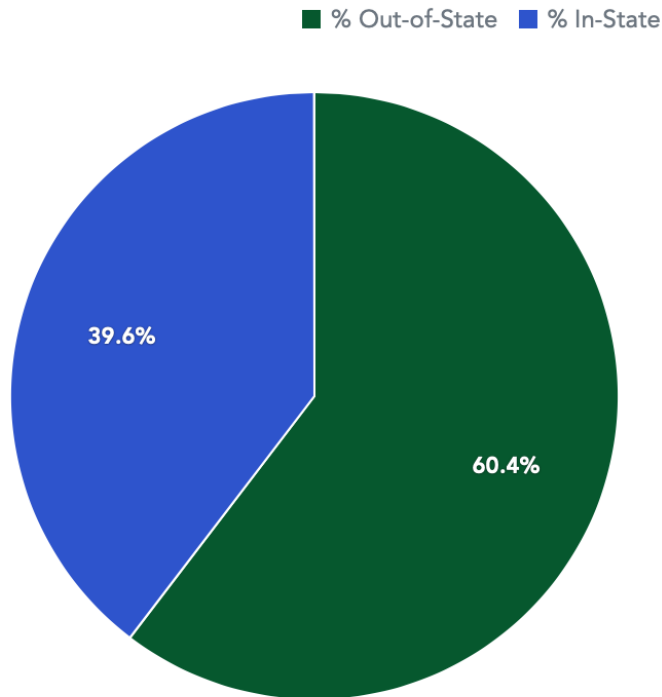


# STR: Average Daily Rate

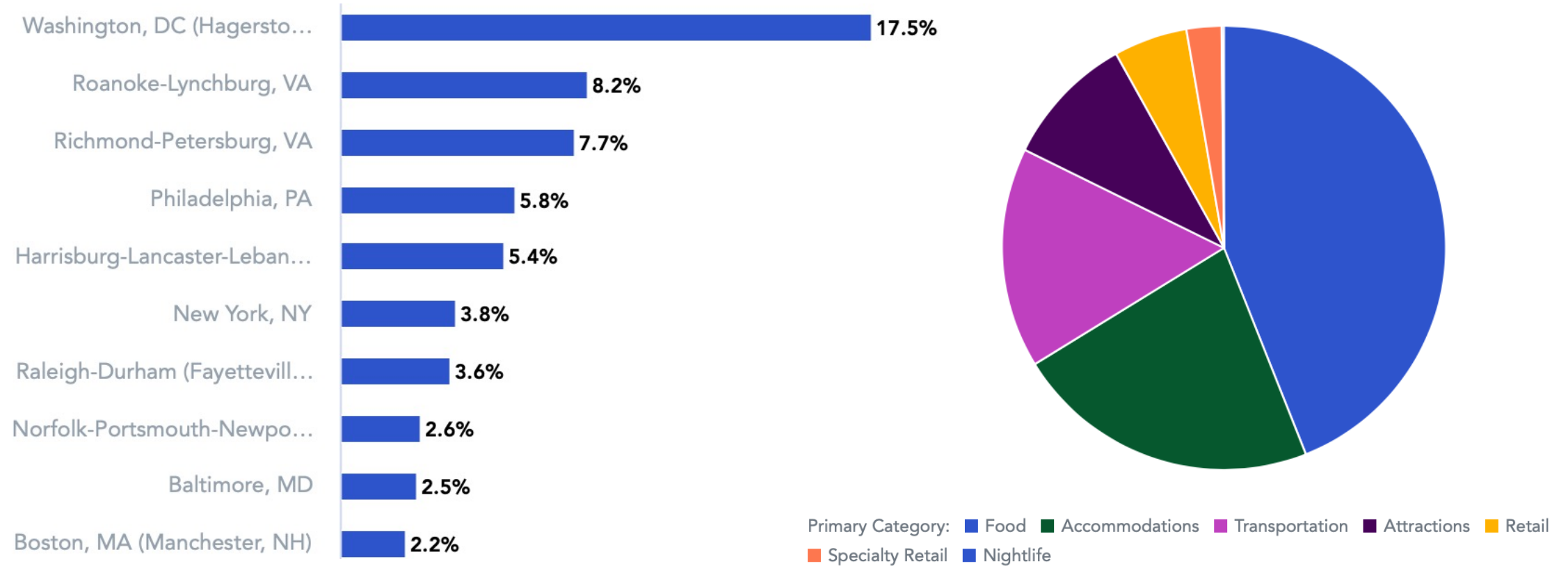


# Origin Markets

In-State vs. Out-of-State Visitors



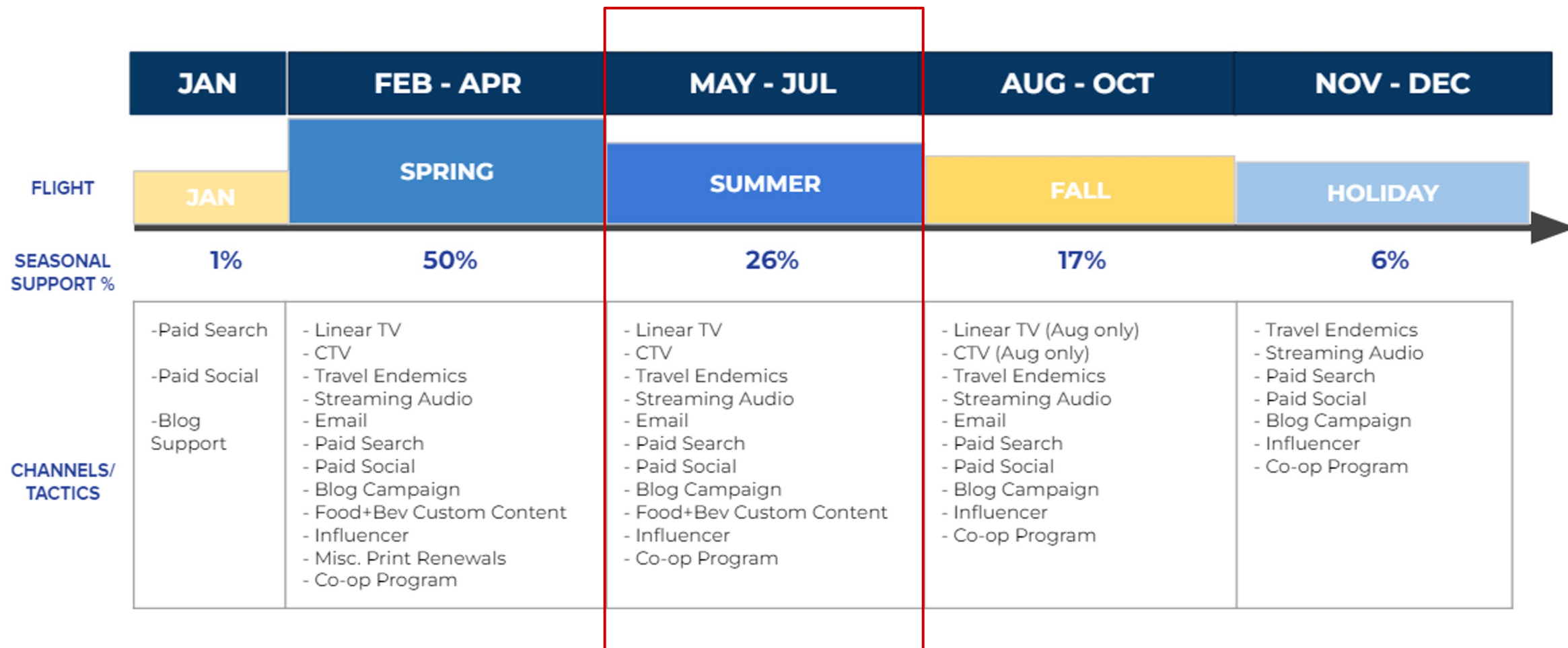
# Spend by DMA/Category



# Marketing

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## 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

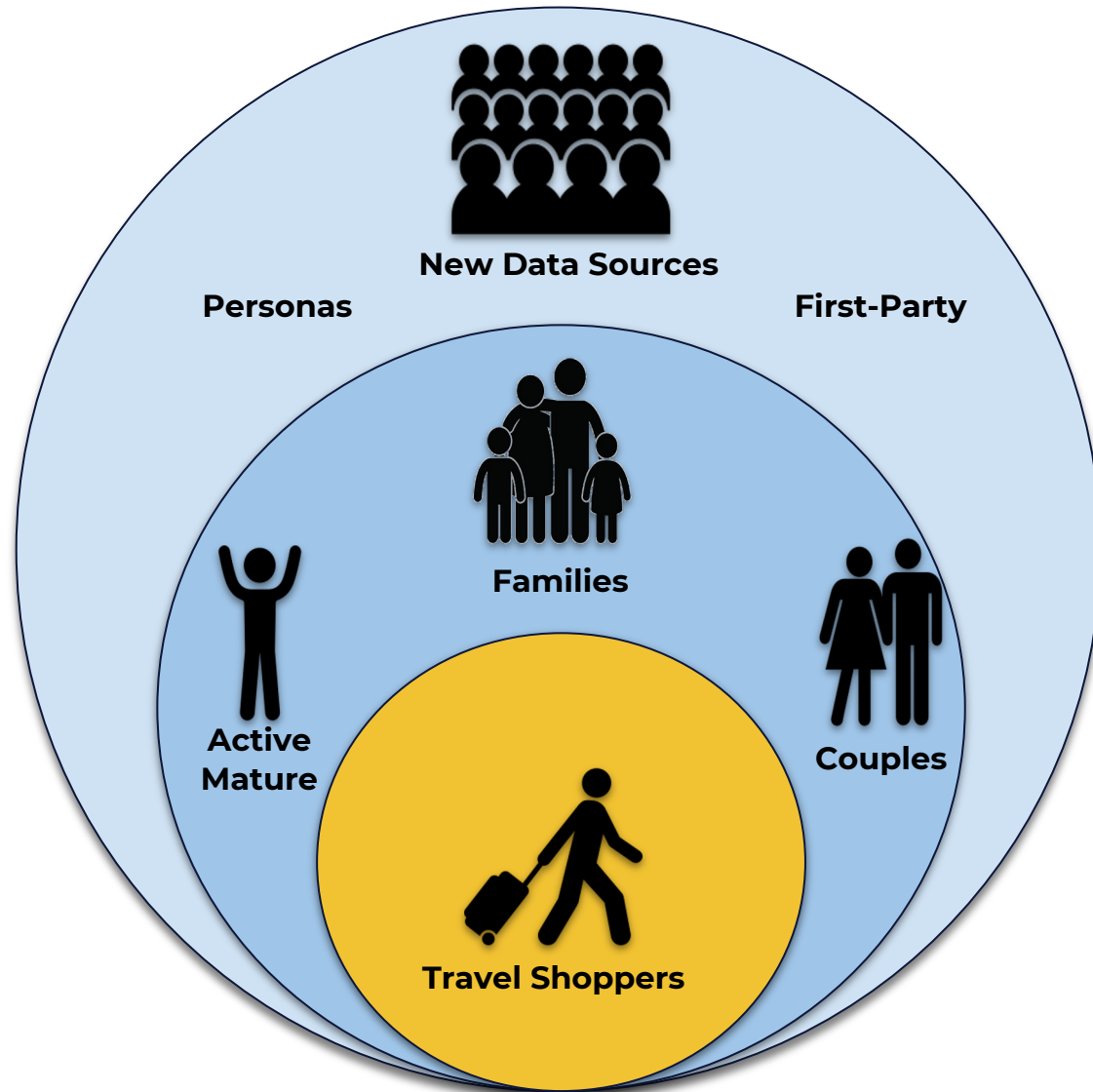
## EXPANSION in 2020/21

- 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 travel shoppers, while beginning to cultivate new audience sources and testing.



# May/June Advertising: Sample Digital Creative

Visit  
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explore. at your pace.

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sip. at your pace.

Here, life moves at one pace. Yours.

plan now

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soar. at your pace.

Here, life moves at one pace. Yours.

plan now

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discover. at your pace.

book now



# May/June Advertising: Sample Digital Creative

Visit  
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JAMESTOWN ▼ YORKTOWN




life. at your pace.

**explore. at your pace.**

Plan a trip to Williamsburg that your family won't forget! Stop by beautiful gardens, enjoy cycling on a scenic bike trail, or take a culinary adventure across our buzzing food scene.


[learn more](#)



**bon appetit puts williamsburg on your culinary map**

Ben Hon — NYC-based food influencer and photographer — recently teamed up with Bon Appetit to showcase the dynamic dining scene across the area.

[check it out](#)



**hit the trails**

Whether you're an avid cyclist or just enjoying the great outdoors with your family, Williamsburg has a trail for you.

[go for a spin](#)

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**book now**

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let go. at your pace.



Scan to start planning your vacation

life. at your pace.



# May/June 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

	<b>Across all Markets:</b> 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
	<b>Across all Markets:</b> 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





## NEW: Sirius XM PGA Sponsorship



### The Partnership:

- In-tournament golf sponsorship with the PGA Tour channel on Sirius XM, includes branded spots, live reads, and leaderboard sponsorships
- Coverage Thursday-Sunday, aligning with high-profile, Majors and Non-Majors tournaments

### Timing:

- June 15 – October 30

### MAJORS TOURNAMENTS

- **6/13:** US Open
- **7/11:** The Open
- **8/8:** FedEx St. Jude Championship
- **8/16:** BMW Championship
- **8/22:** TOUR Championship
- **9/19:** President's Cup

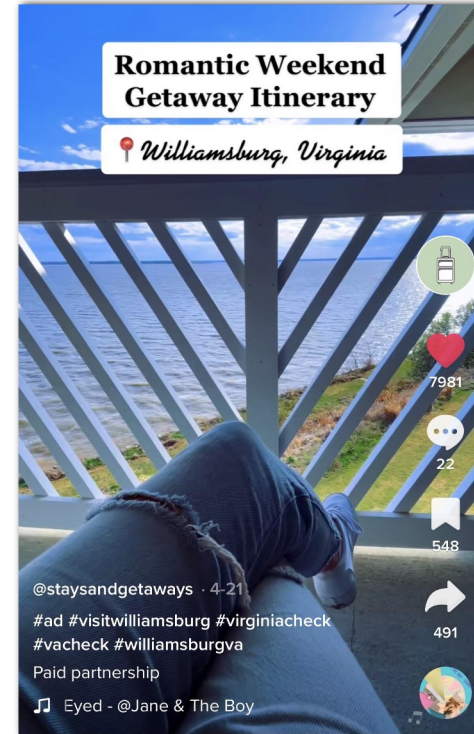
### NON-MAJORS TOURNAMENTS

- **6/20:** Travelers Championship
- **6/27:** John Deere Classic
- **7/4:** Barbasol Championship
- **7/18:** 3M Open
- **7/25:** Rocket Mortgage Classic
- **8/1:** Wyndham Championship
- **9/12:** Fortinet Championship
- **9/26:** Sanderson Farms Championship
- **10/3:** Shriners Children's Cup
- **10/10:** CJ Cup at Summit
- **10/24:** Bermuda Championship

# NEW: Paid TikTok Creator Content



<b>Strategy:</b>	Extend the life of organic influencer posts by boosting content with paid dollars.
<b>Audience Targeting:</b>	<p><b>Geography:</b> Baltimore, Boston, Cleveland, Columbus, New York, Philadelphia, Charlotte, Charlottesville, Greenville-New Bern, Harrisonburg, Raleigh-Durham, Roanoke-Lynchburg, Salisbury</p> <p><b>Interests/Behaviors:</b> Travel, Culture &amp; History, Excursions, Restaurants, Virginia, Golf, Amusement Parks, Outdoor</p> <p><b>Video Interactions:</b> Travel related videos and hashtags</p>
<b>Timing:</b>	<p>Flight 1 (@staysandgetaways): 5/17- 5/31</p> <p>More flights to come across up to (7) additional influencers</p>



- **1.9MM+ impressions** (an increase of more than 6,000% from organic performance)
- **8,888 engagements**

## May/June: Digital Advertising Performance

As inflation trends and recession news have grown, travel search behavior has shown some softening. That said, performance from May to June has shown positive momentum.



Hotel Searches

June online searches among advertising audience **on pace to outperform** May.



Hotel Bookings

June bookings among advertising audience **on pace to outperform** May.



Hotel Booking Conversion Rate

Percentage of those exposed to digital ads, who make a booking **increased 11%** from May to June.



Flight Booking Conversion Rate

Percentage of those exposed to digital ads, who make a flight booking **increased 9%** from May to June.



Hotel revenue

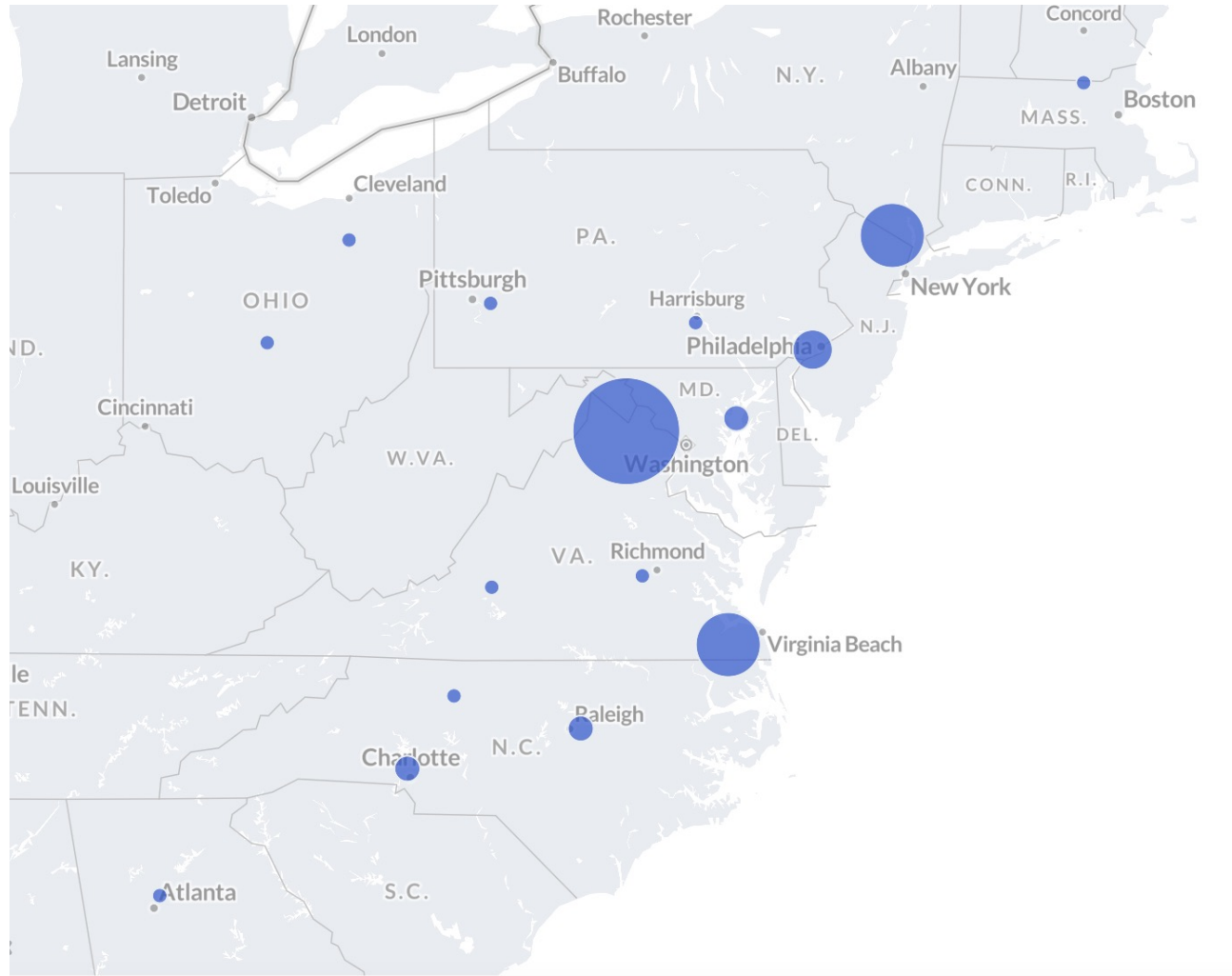
June revenue (\$279K) from hotel bookings has **already surpassed May** (\$277K), with 4 weeks left in the attribution window, demonstrating higher ADR and/or longer stays.



Paid Search

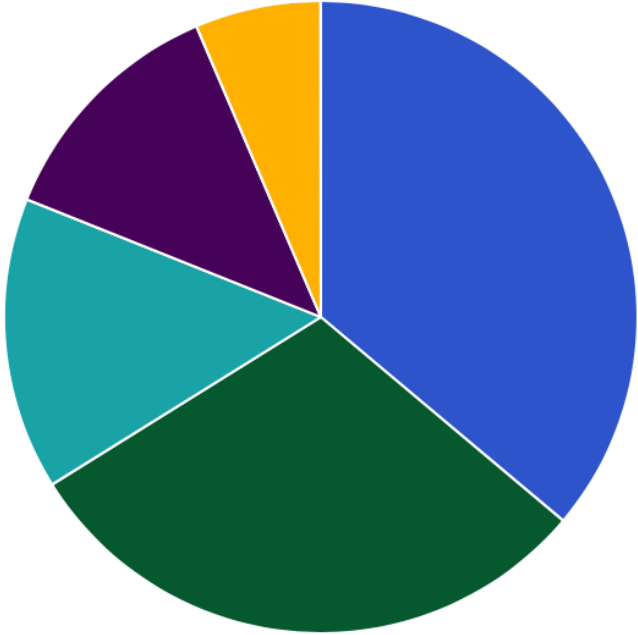
Paid search **engagement rate increased 11%** from May to June.

# visitwilliamsburg.com Performance



YTD page views in expansion markets are showing significant performance gains vs. YTD 2019.

	vs. 2019
NY	↑ 200%
MA	↑ 143%
MD	↑ 99%
OH	↑ 97%
PA	↑ 65%
NJ	↑ 63%



Sessions

**483,269**

New Users

**391,549**

Avg. Session Duration (sec)

**01:27**

GA - Medium: organic display paidsocial cpc email



# visitwilliamsburg.com Redevelopment

The screenshot displays the website's layout with the following elements:

- Header:** Logo for "Visit WILLIAMSBURG JAMESTOWN YORKTOWN". Navigation menu includes "THINGS TO DO", "PLACES TO STAY", "FOOD & DRINK" (highlighted), "PLAN", "EVENTS", and "BLOG". Secondary links for "Groups", "Weddings", "Media", and "Industry" are also present.
- Hero Image:** A large photograph of people toasting beer bottles under string lights at an outdoor venue.
- Where to stay:** A section featuring a photograph of a large white building with a blue awning, with buttons for "Hotel listings" and "Packages & deals".
- Things to do:** A section with a light green background, containing a "MUSEUMS & ATTRACTIONS" card with a roller coaster image and an "OUTDOOR ACTIVITIES" card with a beach scene image.
- Upcoming events:** A section titled "Upcoming events" with a "VIEW ALL EVENTS" link. It features three event cards for October 1-31: "GHOST TOUR AROUND WILLIAMSBURG", "BUSCH GARDENS HALLOWEEN HARVEST", and "LIVE FROM VIRGINIA BEER CO".
- Footer:** Includes "GETTING HERE" and "ACCESSIBILITY" links, along with a photograph of a person driving a convertible car.



# May/June: *The WilliamsBLOG* Performance



12%

**81K**

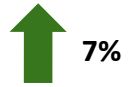
Sessions



11%

**141K**

Pageviews



7%

**84%**

New Visitors

May/June 2022 vs. May/June 2021

Page	Pageviews ▼
1. /blog/7-reasons-why-williamsburg-great-families	9,379
2. /blog/15-ideas-long-weekend-getaway-your-kids	8,124
3. /blog/7-things-to-do-for-first-time-visitors-to-williamsburg	8,113
4. /blog	7,005
5. /blog/8-bites-sips-and-places-williamsburg-are-inspiring-me	6,928
6. /blog/how-plan-epic-fathers-day-weekend-kids-williamsburg	6,831
7. /blog/spring-it	5,854
8. /blog/11-kid-friendly-spots-williamsburg-check-out-spring	5,648
9. /blog/10-great-free-things-to-do-in-greater-williamsburg	5,070
1... /blog/how-black-history-being-preserved-williamsburg	3,372



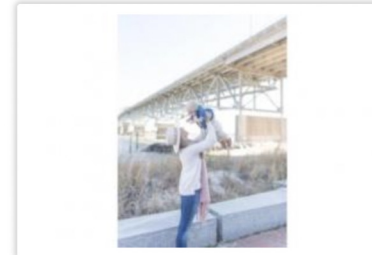
**8 Bites, Sips, and Places in Williamsburg that are Inspiring Me**

[READ MORE](#)



**Juneteenth in Williamsburg**

[READ MORE](#)



**11 Kid-Friendly Spots in Williamsburg to Check Out this Spring**

[READ MORE](#)



**How Black History is Being Preserved in Williamsburg**

[READ MORE](#)

## Influencer Partnership Spotlight



### Witney Carson McAllister, *Dancing with the Stars*

June 12-16, 2022; Joined by her husband and son to highlight family-friendly activities and attractions to enjoy in Williamsburg during the summer.

- Over 2.4 million impressions
- Over 109K engagements
- ~225 new social media followers for @visitwilliamsburg
- Over 1.2K website visits, of which 95% were first time visitors

#### Additional May/June Content

Frederick Murphy: [How Black History is Being Preserved in Williamsburg](#)  
 Justin Chapple: [8 Bites, Sips, and Places in Williamsburg that are Inspiring Me](#)  
 Anna Hartman: [How to Plan an Epic Father's Day Weekend with Kids in Williamsburg](#)  
 Anna Hartman: [11 Kid-Friendly Spots in Williamsburg to Check Out this Spring](#)

#### Upcoming 2022 Mega Influencers

[Jamie Chung](#): Actress and former reality TV personality; couples trip

#### Upcoming Content/Visits

[Benny Or](#): Art-focused content creator  
[@EatLiveTravelDrink](#): TikTok creator; scenic/water views  
[@RioTravelers](#): TikTok creators; adventure/outdoors travel  
[Josh Bernstein](#): Craft beer writer  
[Marissa Strang](#): Virginia blogger; lifestyle/summer activities content



# May/June: Organic Social Media Performance

## Facebook

**Visit Williamsburg**  
Published by Neal Malone · May 17 · 🌐

Every family has a story that dates back generations, and for writer and filmmaker Frederick Murphy, the history of his ancestors has been a lifelong passion. In recent months, Frederick's genealogy research brought him to Williamsburg, where he traced the roots of his family tree and uncovered new information about his ancestors. Head to the link below for his blog.  
#VisitWilliamsburg  
<https://tinyurl.com/52msehcs>  
📺 History Before Us



Engagement Rate:  
6.8%

**Visit Williamsburg**  
Published by Sprout Social · May 19 · 🌐

Williamsburg has been nominated by **USA TODAY** as one of the country's best historic small towns! You can help us claim the top spot by casting your vote for the **USA TODAY 10Best Readers' Choice Awards** at the link below. #VisitWilliamsburg  
<https://bit.ly/3wkNPo2>



Engagement Rate:  
4.5%

## Instagram

**visitwilliamsburg**  
Colonial Williamsburg, VA



📍📷🗨️🔖

Liked by courtney.marlow and 558 others

visitwilliamsburg With warm spring weather and blooming flowers in every direction, @travelandleisure named Williamsburg one of the best places to... more

Engagement Rate:  
11.7%

**visitwilliamsburg**  
Williamsburg, Virginia



📍📷🗨️🔖

Liked by courtney.marlow and 535 others

visitwilliamsburg In Williamsburg, history is lived as much as it is learned. #VisitWilliamsburg

📷 @virginian\_traveler  
View all 4 comments

Engagement Rate:  
10.6%

# Public Relations

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## May/June: Earned Media

Global Impressions

# 74.4 Million

## 18

Placements

\*YoY 2021 – 1.7 Billion Impressions & 43 Placements

## Key Media Placements | May 1 – June 30, 2022

“15 Best Summer Vacations in the U.S. for Families”

-K.C. Dermody

**TRIPS**  **DISCOVER**

“Williamsburg ranks best place to visit in Virginia”

-Wilford Kale

**Daily Press**

“Event Planners' Guide to Virginia”

-Nicole Dufour

**ConventionSouth**



“Our 14 Favorite U.S. Small Towns To Visit During The Holidays”

-Laura Ray



# May/June: Earned Media



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

## Visit Williamsburg Invites Tourists To Enjoy "Life. At Your Pace."

By Brandy Centolanza May 13, 2022

life. at your pace.


Photo courtesy of Visit Williamsburg Facebook page.



**Daily Press**  
THE VIRGINIA GAZETTE

## Historic Triangle looks to boost tourism and attract more visitors from up north

By David Macaulay and Stan Wilkerson  
Virginia Gazette - May 13, 2022 at 1:20 pm





**The Healthy Voyager**  
WILLIAMSBURG

### The Healthy Voyager Williamsburg Part 2



Join me for a fantastic, fun filled adventure in Williamsburg!  
In part 2 of this 2 part episode, I share my experience, exploring the sights, tastes and fun on my time in and around the historic town of Williamsburg!  
From beautiful hotels to water sports and everything in between, I hope you enjoy my time in Williamsburg on The Healthy Voyager!



## Hampton Roads Tourism Industry Showing Signs of 'Pandemic Recovery'

By **Dominic Catacora** May 23, 2022

The **Williamsburg Tourism Council** cited STR's analysis at its May 17th meeting.

A contributing factor to the Historic Triangles' pandemic recovery has been its efforts in digital advertising and online marketing campaigns.

Table 2  
Percent Change in Key Performance Indicators of Hotel Industry  
Hampton Roads and its Sub-Markets  
YTD April 2019 to YTD April 2022

	Percent Change in Total Room Revenue	Percent Change in Revenue per Available Room	Percent Change in Hotel Rooms Sold
Hampton Roads	19.0%	15.6%	1.6%
Chesapeake/Suffolk	22.5%	22.5%	8.6%
Newport News/Hampton	14.6%	13.0%	-4.1%
Norfolk/Portsmouth	15.4%	8.5%	7.8%
Virginia Beach	22.1%	14.2%	-1.7%
Williamsburg*	18.0%	20.1%	1.2%

Sources: STR Monthly Trend Report for April 2022 and Drags Center for Economic Analysis and Policy. \*Williamsburg includes James City County. Note: If a decrease in revenue is less than the decrease in RevPAR, this reflects an increase in supply of hotel rooms. Likewise, a higher growth in Revenue compared to growth in RevPAR reflects an increase in supply of hotel rooms.

(Courtesy of Old Dominion University)



**13 NEWS NOW**

JUNETEENTH

## Williamsburg area groups form organization to commemorate Juneteenth holiday

There are several events on the peninsula to celebrate the end of slavery in Williamsburg, Hampton and Newport News.



# Sales

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## May/June 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





## May/ June: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
May 5, 2022	Virginia Society of Children of the American Revolution	100
May 12, 2022	Virginia Assisted Living Association	180
May 12, 2022	Virginia Assisted Living Association	180
May 12, 2022	Virginia Assisted Living Association	180
May 19, 2022	Virginia Society Children of the American Revolution	200
May 25, 2022	National Association of State Chief Administrators (NASCA)	331
June 2, 2022	Italian American War Veterans of the United States	100
June 2, 2022	Italian American War Veterans of the United States	50
June 2, 2022	National Conference of Black Political Scientists	250
June 2, 2022	National Conference of Black Political Scientists	250
June 2, 2022	National Conference of Black Political Scientists	40
June 2, 2022	National Conference of Black Political Scientists	40
June 3, 2022	8 <sup>th</sup> TAB Artillery	40

## May/June: New Business Leads

	LEADS	ROOM NIGHTS
June 3, 2022	Arab American Organization	325
June 3, 2022	LGBT Meeting Professionals Association	44
June 11, 2022	Eastern Diocese Church of Christ Holiness U.S.A	116
June 11, 2022	Eastern Diocese Church of Christ Holiness U.S.A	138
June 11, 2022	The Way of the Cross Church of Christ, International	1,035
June 22, 2022	Virginia Local Government Management Association	299
June 29, 2022	Lunsford Family Reunion	50

## May/June: Service Leads

	SERVICES LEADS	
June 30, 2022	Revolution3	Lunch
May 17, 2022	Society For Collegiate Travel & Expense Management	Dinner
May 17, 2022	Society For Collegiate Travel & Expense Management	Gift Baskets
May 17, 2022	Society For Collegiate Travel & Expense Management	Evening Tour

## May/June: Definite Bookings

Arrival Date	Definite Booking	Property	Room Nights
July 6 - 10, 2022	Firecracker Sports War at Williamsburg	Doubletree/Marriott/ Great Wolf Lodge	112
July 10 - 15, 2022	VA Employment Commission	The Lodge	400
July 28, 2022	SGMP Board Retreat	Great Wolf Lodge	25

## Upcoming Trade Shows and Events

DATE	UPCOMING SHOWS	LOCATION
August 8-11, 2022	Connect Specialty and Sports	Detroit, Michigan
August 23-26, 2022	Motorcoach Association Regional Meeting	Florence, South Carolina
August 26-30, 2022	Student & Youth Travel Association Annual Conference	Washington, DC



# Old & New Business

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# Adjourn

*Next Meeting: September 20, 2022*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN