

# Williamsburg Tourism Council

Tuesday, July 20, 2021

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Public Comment

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

# Virginia Restaurant Lodging Travel Association

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Eric Terry, President

# Virginia Tourism Corporation

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Rita McClenny, President and CEO

# Approve Minutes

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May 18, 2021

# Voting

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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

# Treasurer's Report

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Revenue/Expenses

Cash on Hand

Tax Revenue



# May Revenue/Expenses

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,064,400	774,825	289,575
\$1 Transient Tax	85,721	82,680	3,041
Maintenance of Effort Funds	0	121,000	(121,000)
Other	3,380	10,000	(6,620)
<b>Total Revenue</b>	<b>1,153,500</b>	<b>988,505</b>	<b>164,995</b>
<b>EXPENSES</b>			
Destination Marketing	840,628	1,482,333	641,705
Other Sales & Marketing	14,945	42,787	27,842
Labor & Benefits	77,138	104,091	26,953
Admin	14,561	30,100	15,539
<b>Total Expenses</b>	<b>947,272</b>	<b>1,659,311</b>	<b>712,039</b>
<b>Net Revenue Expense by Month</b>	<b>206,229</b>	<b>(670,806)</b>	<b>877,035</b>

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

# FYTD Revenue/Expenses (through May 31)

	FY 2021		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	9,983,436	7,412,150	2,571,286
\$1 Transient Tax	722,332	960,770	(238,438)
Maintenance of Effort Funds	1,450,000	604,000	846,000
Other	48,865	59,500	(10,635)
<b>Total Revenue</b>	<b>12,204,633</b>	<b>9,036,420</b>	<b>3,168,213</b>
<b>EXPENSES</b>			
Destination Marketing	11,979,542	13,776,490	1,796,948
Other Sales & Marketing	223,642	489,633	265,991
Labor & Benefits	973,429	1,293,902	320,473
Admin	124,759	232,400	107,641
<b>Total Expenses</b>	<b>13,301,373</b>	<b>15,792,425</b>	<b>2,491,052</b>
<b>Net Revenue Expense by Month</b>	<b>(1,096,740)</b>	<b>(6,756,005)</b>	<b>5,659,265</b>

<b>Net Position - Beginning of Year</b>	<b>9,003,394</b>	<b>9,003,394</b>	<b>0</b>
<b>Net Position - Current YTD</b>	<b>7,906,654</b>	<b>2,247,389</b>	<b>5,659,265</b>

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

# May Cash on Hand

## Operating Cash

Cash Balances	Mar-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,808	\$ 512,594	\$ (2,787)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,339,065	\$ 2,997,577	\$ 3,341,488
<b>Total Cash on Hand</b>	<b>\$ 7,099,875</b>	<b>\$ 3,760,171</b>	<b>\$ 3,339,704</b>

Apr-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,814	\$ 512,594	\$ (2,780)
\$ 1,000	\$ -	\$ 1,000
\$ 7,008,393	\$ 2,997,577	\$ 4,010,816
<b>\$ 7,769,209</b>	<b>\$ 3,760,171</b>	<b>\$ 4,009,038</b>

May-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,820	\$ 512,594	\$ (2,774)
\$ 1,000	\$ -	\$ 1,000
\$ 6,925,077	\$ 2,997,577	\$ 3,927,500
<b>\$ 7,685,899</b>	<b>\$ 3,760,171</b>	<b>\$ 3,925,728</b>

Key Sources of Funds	Mar-21		
	Actual	Budget	Variance
State Disbursement	\$ 847,060	\$ 735,405	\$ 111,655
<b>Total Gov't Sources</b>	<b>\$ 847,060</b>	<b>\$ 735,405</b>	<b>\$ 111,655</b>

Apr-21		
Actual	Budget	Variance
\$ 791,846	\$ 692,880	\$ 98,966
<b>\$ 791,846</b>	<b>\$ 692,880</b>	<b>\$ 98,966</b>

May-21		
Actual	Budget	Variance
\$ 1,149,821	\$ 857,505	\$ 292,316
<b>\$ 1,149,821</b>	<b>\$ 857,505</b>	<b>\$ 292,316</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	\$ 717	\$ -	\$ 717
Ches Bank Checking	\$ 485	\$ 5,000	\$ (4,515)
<b>Total Interest Earned</b>	<b>\$ 1,208</b>	<b>\$ 5,000</b>	<b>\$ (3,792)</b>

Apr-21		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 758	\$ -	\$ 758
\$ 358	\$ 5,000	\$ (4,642)
<b>\$ 1,122</b>	<b>\$ 5,000</b>	<b>\$ (3,878)</b>

May-21		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 739	\$ -	\$ 739
\$ 421	\$ 10,000	\$ (9,579)
<b>\$ 1,166</b>	<b>\$ 10,000</b>	<b>\$ (8,834)</b>

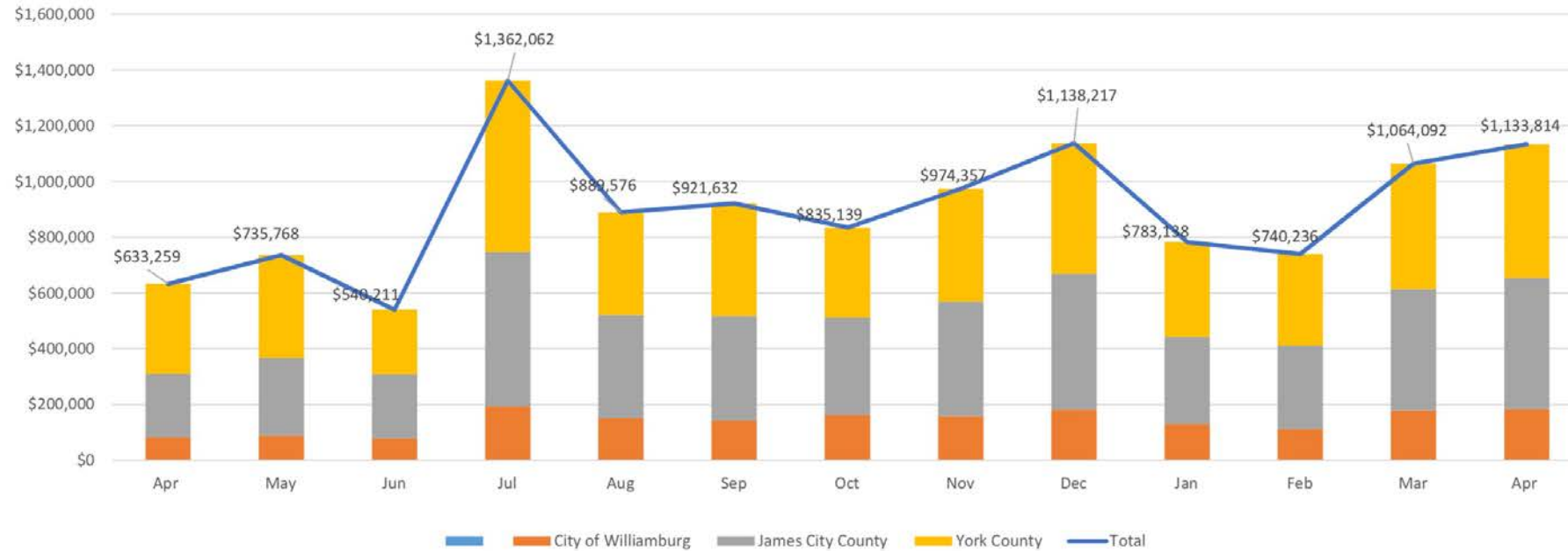
## Product Development Reserves

Cash Balances	Mar-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 3,420,851	\$ 2,042,000	\$ 1,378,851
<b>Total Cash on Hand</b>	<b>\$ 3,420,851</b>	<b>\$ 2,042,000</b>	<b>\$ 1,378,851</b>

Apr-21		
Actual	Budget	Variance
\$ 3,718,842	\$ 2,042,000	\$ 1,676,842
<b>\$ 3,718,842</b>	<b>\$ 2,042,000</b>	<b>\$ 1,676,842</b>

May-21		
Actual	Budget	Variance
\$ 3,719,580	\$ 2,042,000	\$ 1,677,580
<b>\$ 3,719,580</b>	<b>\$ 2,042,000</b>	<b>\$ 1,677,580</b>

# Sales Tax

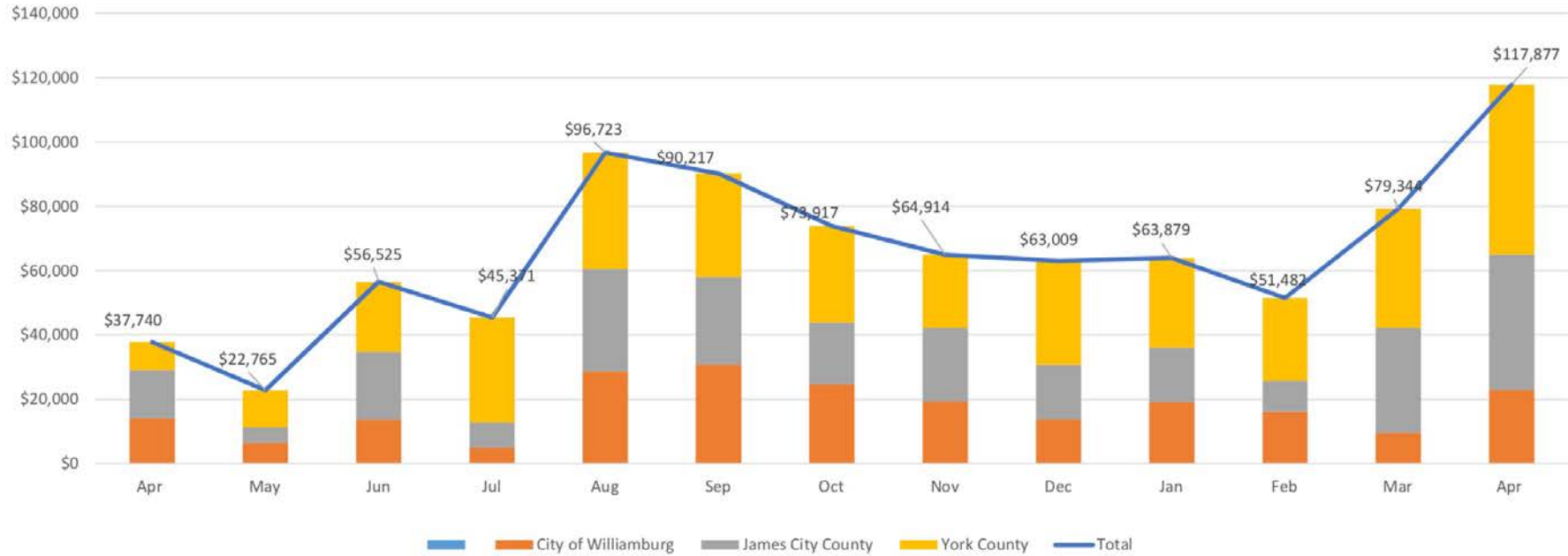


§§ 58.1-603.2 1/2 of 1%													
FY2020 / 2021	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$88,655	\$78,398	\$193,009	\$149,898	\$143,078	\$162,942	\$159,187	\$181,890	\$129,427	\$111,620	\$178,712	\$184,092	\$1,760,908
James City County	\$277,886	\$230,731	\$553,684	\$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>\$783,138</b>	<b>\$740,236</b>	<b>\$1,064,092</b>	<b>\$1,133,814</b>	<b>\$11,118,242</b>
<b>Calendar YTD Total</b>													<b>\$3,721,280</b>
FY2019 / 2020	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$185,578	\$120,983	\$197,252	\$216,633	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$2,088,810
James City County	\$403,258	\$431,841	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$4,584,461
York County	\$386,567	\$178,524	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$4,465,581
<b>Total</b>	<b>\$975,403</b>	<b>\$731,348</b>	<b>\$1,054,706</b>	<b>\$1,095,432</b>	<b>\$933,606</b>	<b>\$1,282,194</b>	<b>\$1,022,700</b>	<b>\$1,210,623</b>	<b>\$1,054,706</b>	<b>\$711,317</b>	<b>\$743,751</b>	<b>\$633,259</b>	<b>\$11,449,045</b>
<b>Calendar YTD Total</b>													<b>\$3,143,033</b>

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



# Transient Tax



Transient Tax \$1 of the \$2													
FY2020 / 2021	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>
Calendar YTD Total													\$312,582
FY2019 / 2020	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
City of Williamsburg	\$27,307	\$71,566	\$39,210	\$56,591	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$447,321
James City County	\$21,923	\$63,149	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$372,365
York County	\$53,537	\$60,611	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$524,887
<b>Total</b>	<b>\$102,767</b>	<b>\$195,326</b>	<b>\$164,626</b>	<b>\$153,884</b>	<b>\$152,301</b>	<b>\$124,303</b>	<b>\$126,928</b>	<b>\$95,585</b>	<b>\$79,033</b>	<b>\$55,721</b>	<b>\$56,359</b>	<b>\$37,740</b>	<b>\$1,344,573</b>
Calendar YTD Total													\$228,853

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

# Executive Director/CEO Report

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Visit Williamsburg Program Updates

# Smith Travel Research Report: April 2021

	Current Month - April 2021 vs April 2020											
	Occ %		ADR		RevPAR		Percent Change from April 2020				Room Avail	Room Sold
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev		
James City County+	31.9	6.2	120.79	57.32	38.55	3.57	411.9	110.8	978.9	1,451.7	43.8	636.3
York Co+	48.2	10.7	138.66	54.53	66.91	5.85	349.6	154.3	1,043.3	1,368.5	28.4	477.5
City of Williamsburg+	50.6	9.4	122.63	60.94	62.02	5.75	435.9	101.2	978.4	1,082.9	9.7	487.8
Historic Triangle+	45.4	9.9	128.91	57.48	58.57	5.72	356.7	124.3	924.3	1,224.2	29.3	490.5
Southern York County+	80.4	42.6	79.80	60.30	64.12	25.70	88.6	32.3	149.6	149.6	0.0	88.6
Total+	46.7	11.7	123.91	58.22	57.83	6.83	298.1	112.8	747.3	945.0	23.3	391.0

	Current Month - April 2020 vs April 2019											
	Occ %		ADR		RevPAR		Percent Change from April 2019				Room Avail	Room Sold
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev		
James City County+	6.2	50.2	57.32	120.88	3.57	60.64	-87.6	-52.6	-94.1	-96.0	-32.8	-91.6
York Co+	10.7	61.5	54.53	148.26	5.85	91.15	-82.5	-63.2	-93.6	-95.0	-22.1	-86.4
City of Williamsburg+	9.4	66.1	60.94	130.61	5.75	86.29	-85.7	-53.3	-93.3	-94.7	-20.0	-88.6
Historic Triangle+	9.9	60.3	57.48	134.87	5.72	81.33	-83.5	-57.4	-93.0	-94.8	-26.7	-87.9
Southern York County+	42.6	80.9	60.30	80.05	25.70	64.75	-47.3	-24.7	-60.3	-60.3	0.0	-47.3
Total+	11.7	61.2	58.22	130.91	6.83	80.13	-80.9	-55.5	-91.5	-93.4	-22.9	-85.2

# Smith Travel Research Report: May 2021

	Current Month - May 2021 vs May 2020											
	Occ %		ADR		RevPAR		Percent Change from May 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	37.1	8.7	130.35	72.90	48.30	6.32	327.6	78.8	664.6	987.3	42.2	508.1
York Co+	49.1	15.9	129.42	58.06	63.58	9.24	208.8	122.9	588.4	718.0	18.8	266.9
City of Williamsburg+	50.6	12.1	135.38	68.91	68.57	8.37	317.0	96.4	719.3	798.6	9.7	357.4
Historic Triangle+	47.2	13.7	131.74	63.82	62.18	8.72	245.4	106.4	613.0	789.9	24.8	331.1
Southern York County+	78.6	50.1	86.60	61.89	68.09	30.98	57.1	39.9	119.8	119.8	0.0	57.1
Total+	48.3	15.6	127.16	63.56	61.41	9.93	209.1	100.1	518.3	639.0	19.5	269.4

	Current Month - May 2020 vs May 2019											
	Occ %		ADR		RevPAR		Percent Change from May 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	8.7	45.8	72.90	126.91	6.32	58.13	-81.1	-42.6	-89.1	-92.7	-32.8	-87.3
York Co+	15.9	55.1	58.06	121.39	9.24	66.86	-71.1	-52.2	-86.2	-88.4	-15.8	-75.7
City of Williamsburg+	12.1	60.2	68.91	132.00	8.37	79.40	-79.8	-47.8	-89.5	-91.6	-20.0	-83.8
Historic Triangle+	13.7	54.8	63.82	127.01	8.72	69.62	-75.1	-49.8	-87.5	-90.5	-24.3	-81.1
Southern York County+	50.1	79.2	61.89	84.66	30.98	67.06	-36.8	-26.9	-53.8	-53.8	0.0	-36.8
Total+	15.6	55.8	63.56	123.23	9.93	68.74	-72.0	-48.4	-85.6	-88.5	-20.6	-77.8



# Smith Travel Research Report: YTD

Year to Date - May 2021 vs May 2020												
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	23.8	14.4	112.91	79.94	26.85	11.49	65.4	41.3	133.6	160.5	11.5	84.4
York Co+	38.3	25.3	128.28	110.46	49.10	27.95	51.3	16.1	75.7	90.3	8.3	63.8
City of Williamsburg+	35.9	20.8	115.34	89.03	41.44	18.53	72.6	29.6	123.6	113.3	-4.6	64.7
Historic Triangle+	34.7	22.0	119.58	96.88	41.51	21.32	57.7	23.4	94.7	105.7	5.6	66.6
Southern York County+	66.6	58.0	74.50	66.76	49.60	38.69	14.9	11.6	28.2	28.2	0.0	14.9
Total+	35.5	23.3	115.37	92.45	41.00	21.51	52.8	24.8	90.6	98.8	4.3	59.3

Year to Date - May 2020 vs May 2019												
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	14.4	32.7	79.94	109.64	11.49	35.81	-56.0	-27.1	-67.9	-72.2	-13.5	-61.9
York Co+	25.3	45.9	110.46	131.26	27.95	60.31	-44.9	-15.8	-53.7	-57.2	-7.7	-49.2
City of Williamsburg+	20.8	45.4	89.03	117.68	18.53	53.38	-54.1	-24.3	-65.3	-68.1	-8.0	-57.8
Historic Triangle+	22.0	42.9	96.88	121.33	21.32	52.08	-48.7	-20.2	-59.1	-63.3	-10.3	-54.0
Southern York County+	58.0	76.2	66.76	75.90	38.69	57.82	-23.9	-12.0	-33.1	-33.1	0.0	-23.9
Total+	23.3	44.1	92.45	116.91	21.51	51.58	-47.3	-20.9	-58.3	-62.0	-8.8	-51.9

## Memorial Day Weekend

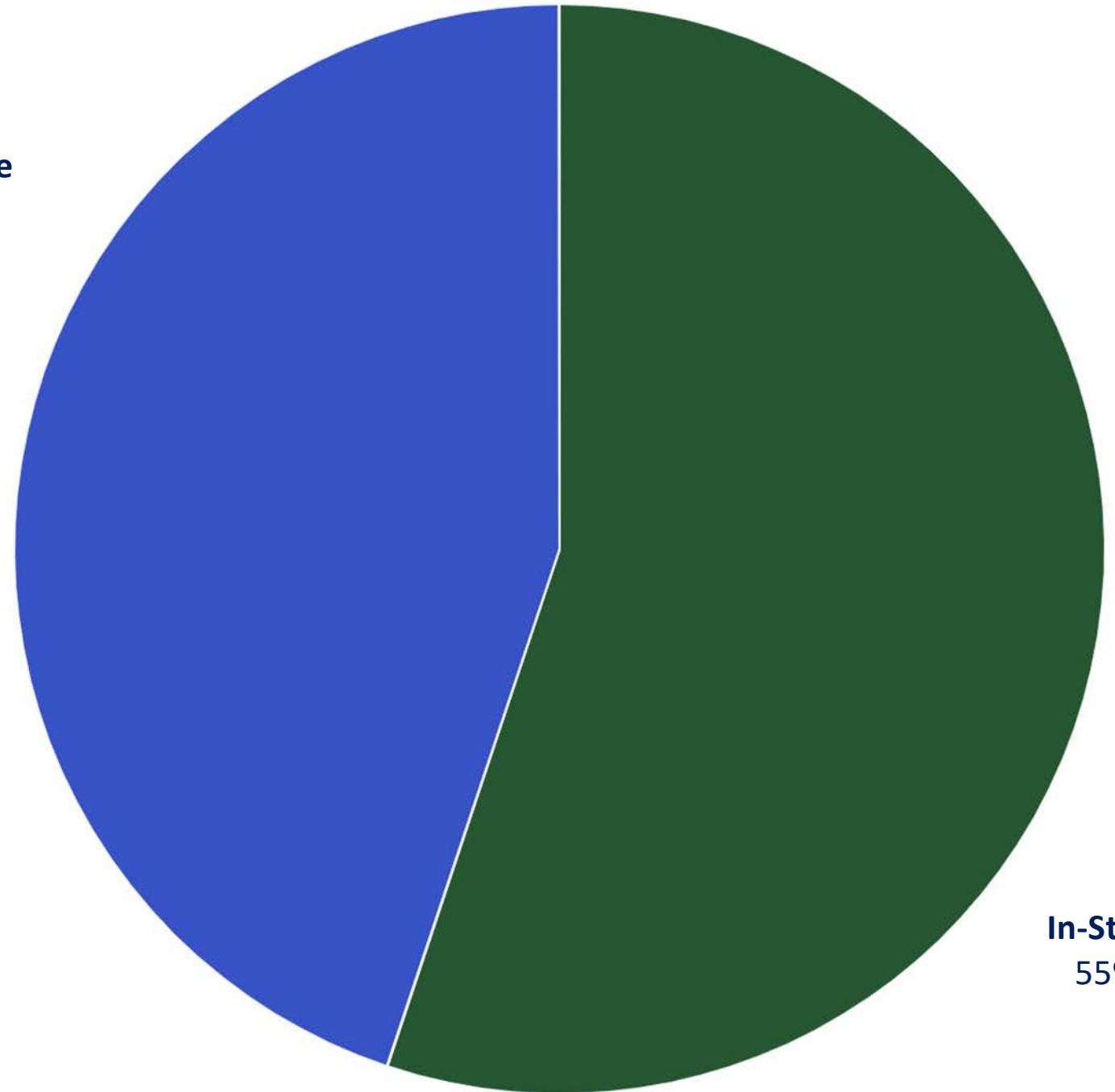


Utilized Zartico to understand visitation during the Memorial Day holiday weekend, identifying visitation patterns to monitor both in-state and out-of-state visitor behavior.



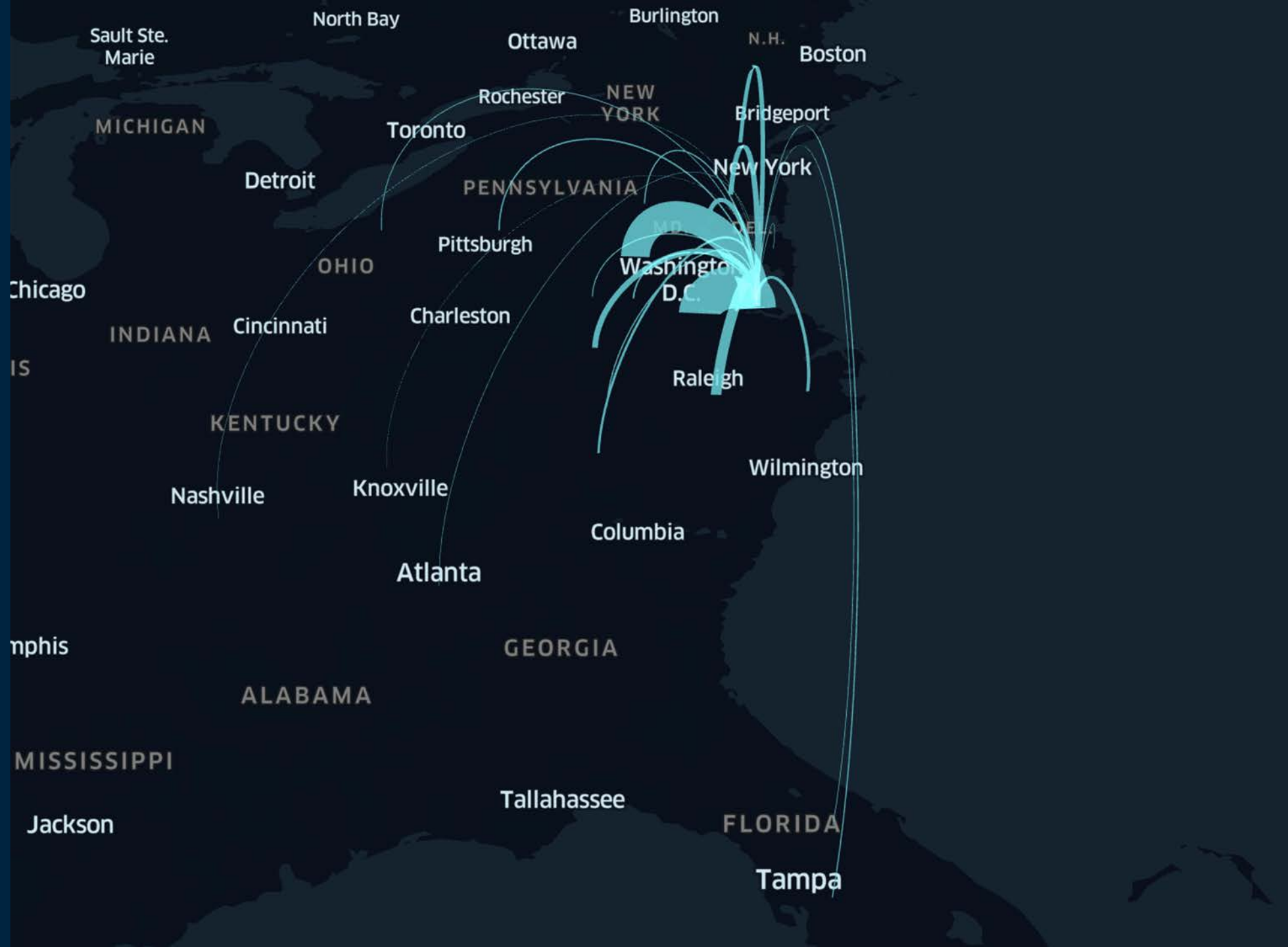
45% of  
Memorial Day  
Weekend  
visitors  
originate from  
out-of-state

**Out-of-State  
Visitors**  
45%



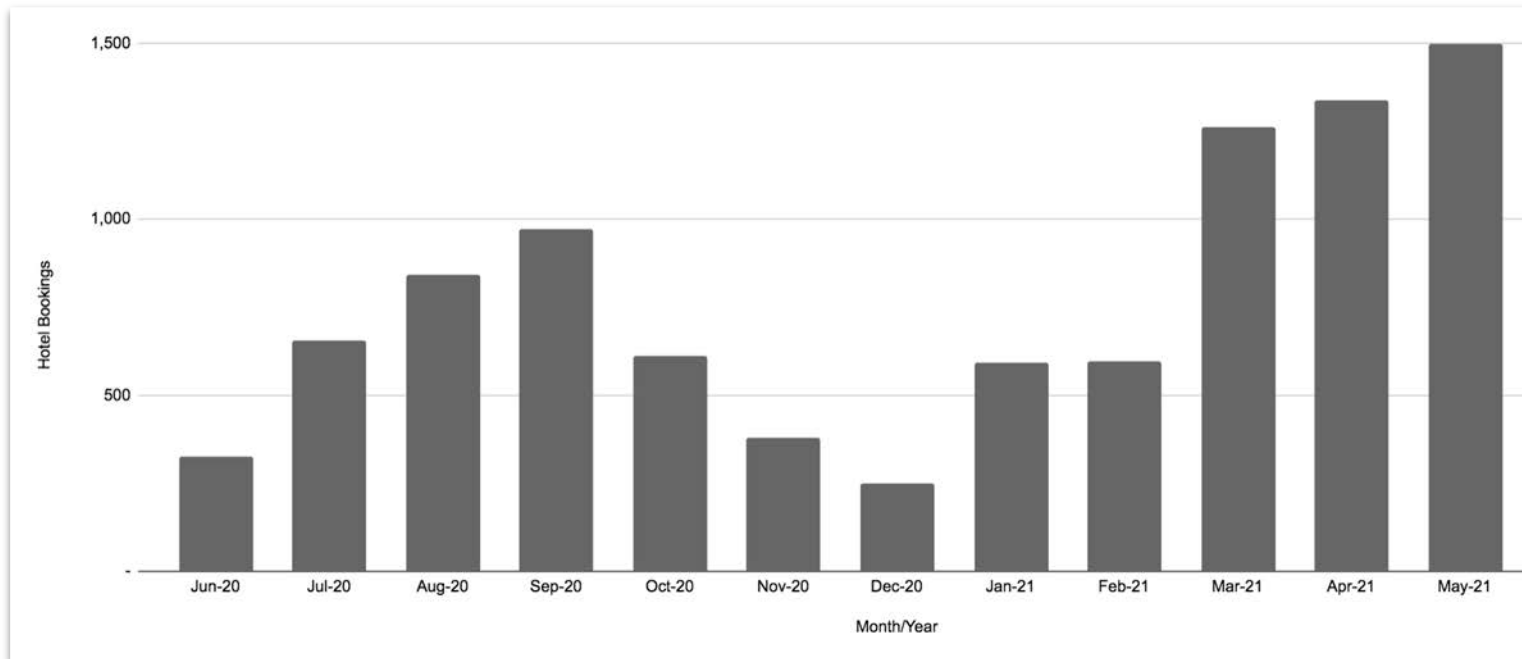
**In-State**  
55%

# Origin Markets



# Adara Impact Performance

Hotel bookings driven by digital advertising audience have shown monthly gains since December 2020. June attribution window ends July 31, with bookings pacing to meet May.

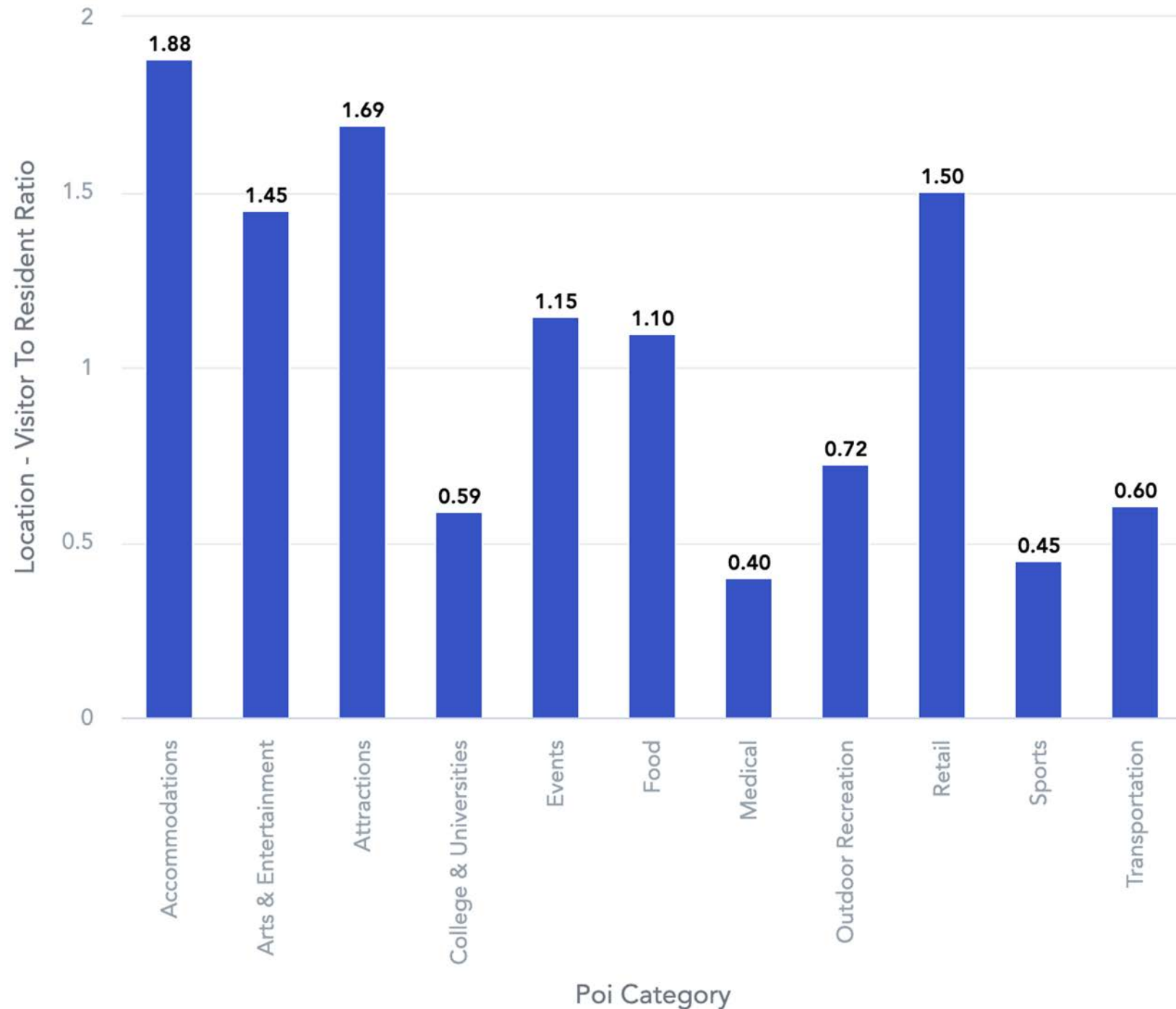


Markets	% of Booking
1. Washington, DC, US	30.4%
2. New York, NY, US	8.3%
3. Philadelphia, PA, US	6.8%
4. Baltimore, MD, US	6.2%
5. Norfolk, VA, US	4.5%
6. Raleigh-durham, NC, US	3.6%
7. Richmond, VA, US	2.8%
8. Roanoke, VA, US	2.5%
9. Pittsburgh, PA, US	2.4%
10. Harrisburg-york, PA, US	2.3%

\*Source: Adara Impact as of July 7, 2021  
Advertising not live Jan, Apr, May 2020

## Visitor to Resident Ratio by POI

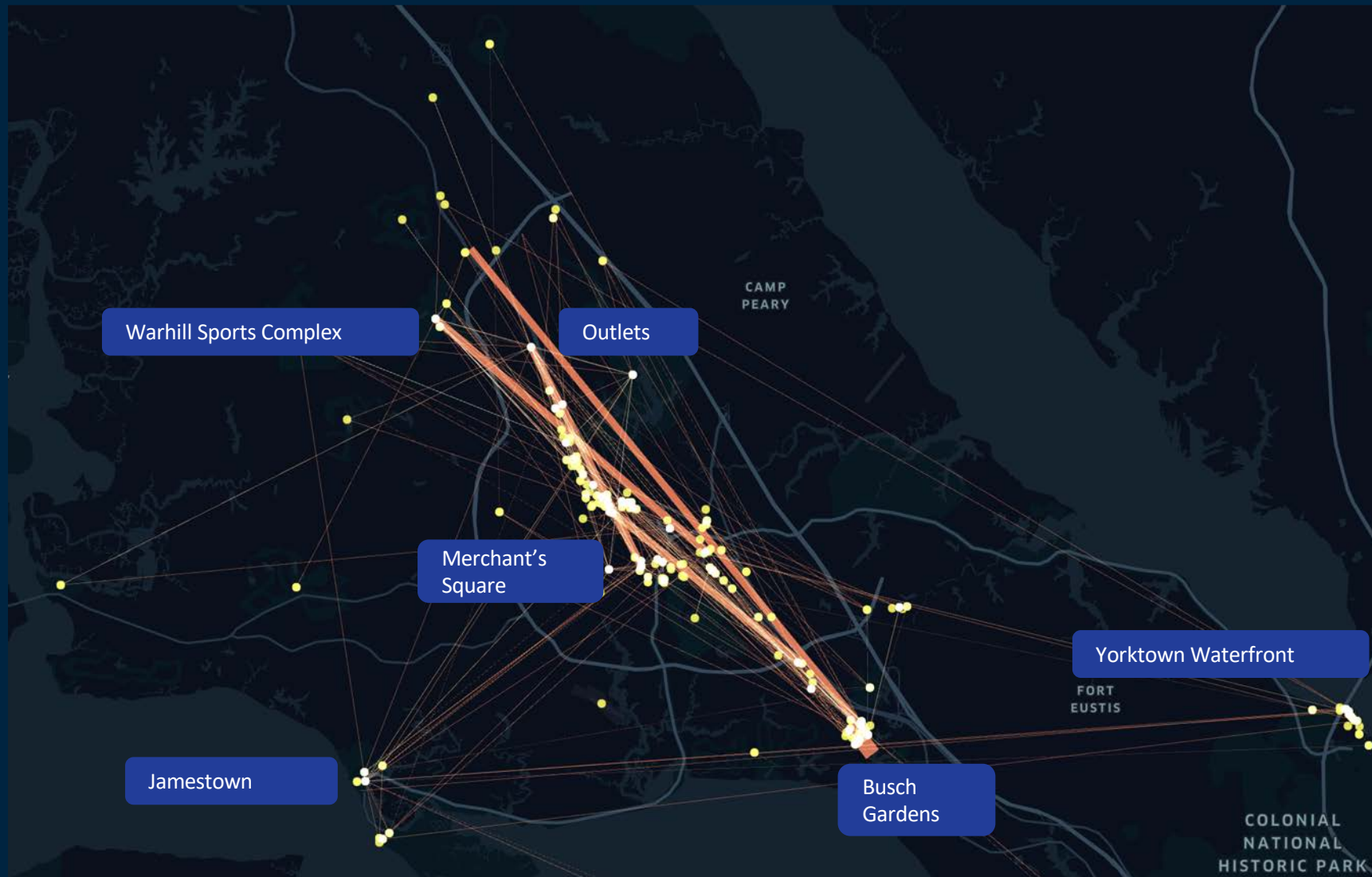
Accommodations, attractions, arts & entertainment, restaurants, events, food, and retail had high visitor to resident ratios.



In-state visitors were more dispersed throughout the destination, visiting less golf courses - but more attractions and retail.



Out-of-state visitors had weaker cross visitation patterns but more dispersion to the waterfronts. The strongest cross visitation was seen between retail POIs and between attractions and hotels.







EN

CHICKAHOMINY

CAMP PEARY

FORT EUSTIS

NEWPORT NEWS PARK

05/28/2021  
4:51 AM - 7:49 AM

☀ daytime    ⤴ Y Axis



## 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; will continue emphasis in 2021. 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

*Longer Drive + Past Success*

- Johnstown-Altoona-State College, PA
- Pittsburgh, PA
- Wilkes Barre-Scranton, PA
- Knoxville, TN

## EXPANSION

*Longer Drive Markets + Large Scale  
NEW INTRO in 2020*

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

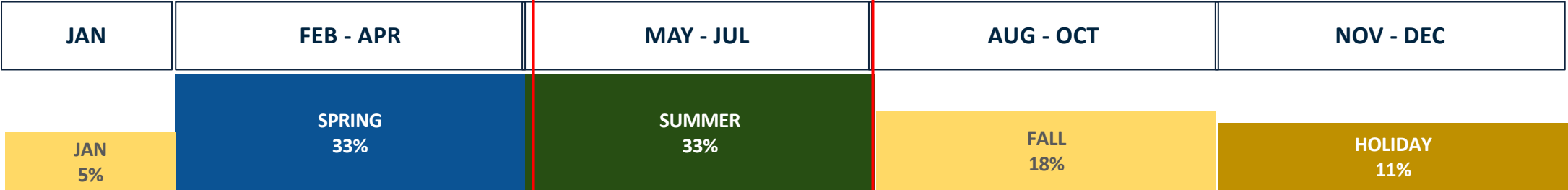
# Campaign Overview

## 2021 Strategy

Always-on Approach

Increased Spend to Capture Peak Demand Periods

Constantly Monitor and Adjust as Needed



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

## New Media Partners



- Digital platform partner that targets consumers who have travel planning apps on their phones and serves them ads online (outside of app environment)
- Apps include inspiration apps (Conde Nast Traveler, Travel Channel) and booking apps (Expedia, Hotels.com, Trip Advisor, Bonvoy)
- Timing: Now through late August



- Email data partner that targets consumers who are showing online travel planning behavior
- Circulation: 1MM+ consumers per email deployment
- Timing: July and August

# May/June Digital Advertising Performance

**177MM+**

Impressions served YTD

Capturing demand during peak summer travel period across all digital channels

**↑ 39%**

VCR rate vs. industry benchmark

CTV video competitions remain well above benchmark

**↑ 33%**

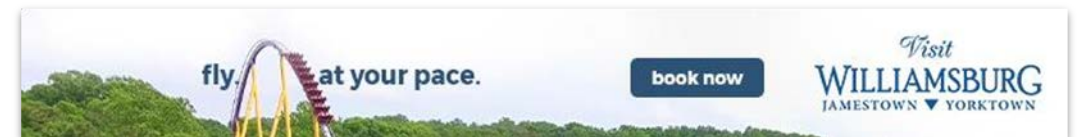
CTR increase from 5/1 to 6/30

Display campaign engagement seeing steady increases

**↑ 50%**

Increase in paid search click volume first half of June vs. second half of May

Shows increased pace and scale of travel search demand



# May/June Web Performance

Site traffic performance is strong vs. 2020 AND 2019



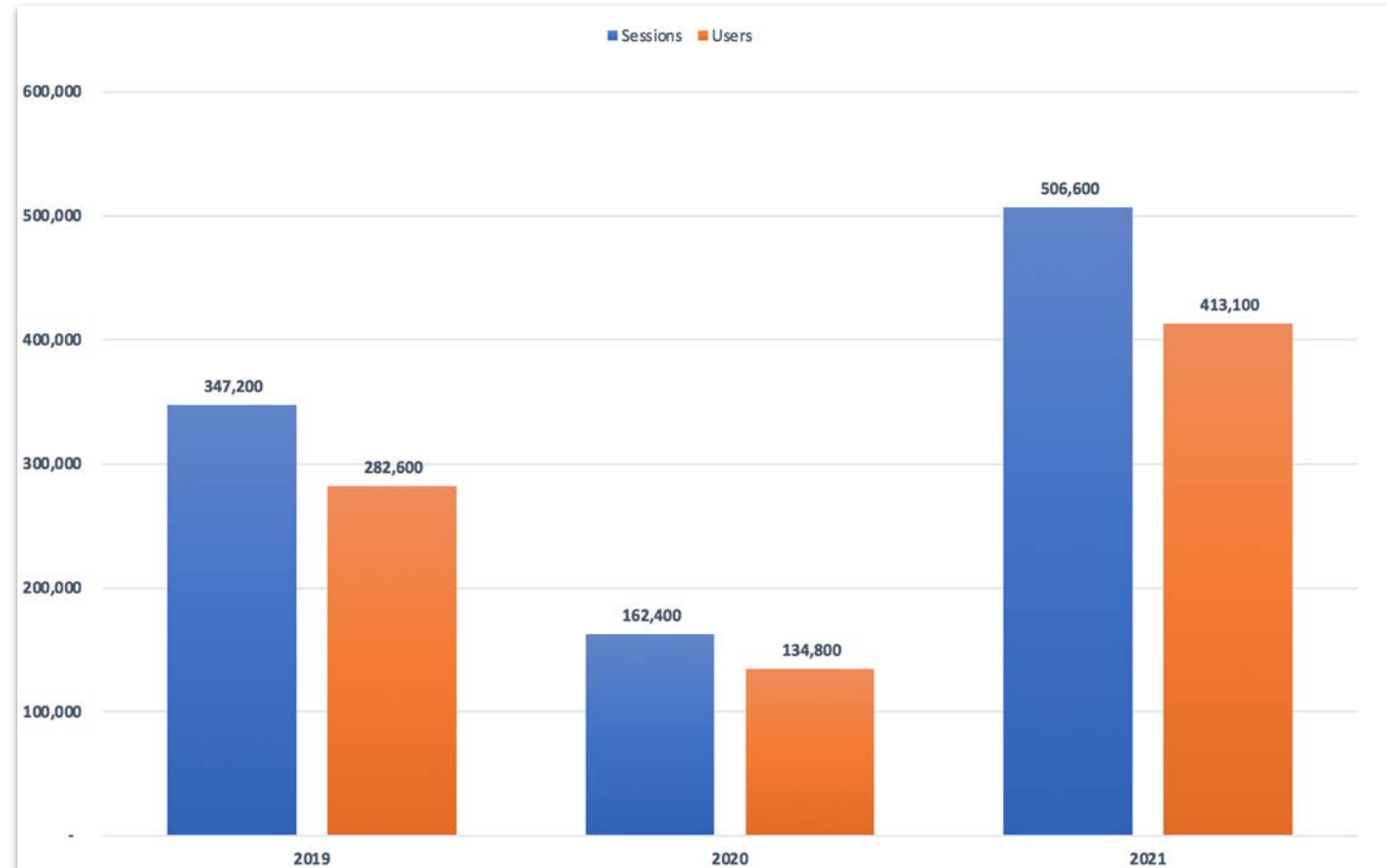
Sessions up 212% YOY  
Up 46% vs. 2019



Users up 206% YOY  
Up 46% vs. 2019

## Top DMAs by Session

Norfolk-Portsmouth-Newport News VA	16%
Washington DC (Hagerstown MD)	14%
Philadelphia PA	7%
New York, NY	5%
Charlotte NC	4%
Raleigh-Durham (Fayetteville) NC	4%
Richmond-Petersburg VA	4%
Baltimore MD	3%
Pittsburgh PA	2%
Atlanta GA	2%





## The WilliamsBLOG: May/June Performance

Compared to 2019:

↑ Sessions up  
**425%**

↑ # of users up  
**200%**

↑ New user sessions up  
**3.5%**

↑ Avg. time on page up  
**14%**



### Top-performing content:

1. [7 Things to Do for First Time Visitors](#)
2. [7 Charming Date Ideas](#)
3. [Free Things to Do](#)
4. [A Dog's Day Out](#)
5. [7 Key Elements to Planning Our Romantic Staycation](#)



### Content promotion channels:





# May/June Influencer Marketing

16.8M+ Impressions  
544K Engagements  
54 Industry Partners Featured



[Shawn Johnson](#)  
3.1M followers

## Pregnant Shawn Johnson East's Baby Bump Album Ahead of 2nd Child: Pics

By Riky Carola July 7, 2021



Courtesy of Andrew East/Instagram

Date Day  
The couple adventured in Williamsburg, Virginia, in May 2021.



EXPLORE People

Julia Stiles on Being a '90s Teen Star

PEOPLE.COM TRAVEL

## Shawn Mendes & Camila Cabello Celebrate 2nd Anniversary in the Caribbean & More Celeb Vacations!

Stars share a peek inside their summer travels on Instagram

By Hannah Chubb Updated July 06, 2021 02:21 PM



### Shawn Johnson East

Baby bump on the go! "I guess you could consider this a perfect last trip before baby comes for @andrewdeast since he's the history buff BUT delicious food and cute shops means mama loves it too!" wrote the former Olympic gymnast, who is pregnant with her second child with husband Andrew East. The pair recently played tourist in Williamsburg, Virginia.

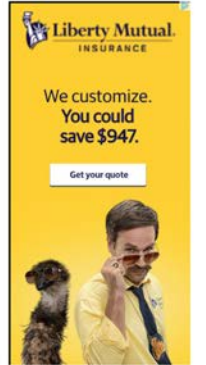
20 of 30 View All



CREDIT: SHAWN JOHNSON / INSTAGRAM

20 of 30 View All

**BONUS Exposure on  
people.com and  
usweekly.com**



# May/June Influencer Marketing



**[Kristy Wicks](#)**  
**482K followers**



**[Evan Woodard](#)**  
**11.7K followers**

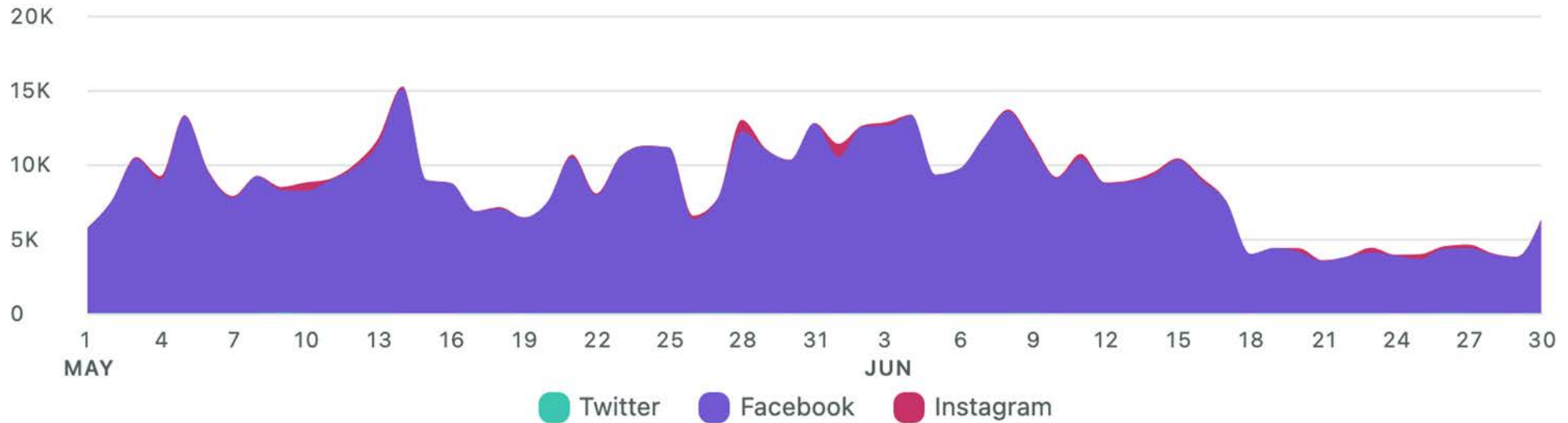


**[Lanna Nguyen](#)**  
**39.4K followers**

# May/June Social Media Performance

Overall engagement across social channels **up 104%**

Engagements, by Day



↑ **26%**  
Instagram

↑ **110%**  
Facebook

↑ **34%**  
Twitter



## May/June Social Media - Facebook

**Visit Williamsburg**  
Published by Sprout Social · May 27 · 🌐


Now that the flowers are in full bloom, the streets of Williamsburg are lined with colorful gardens! 🌸 Beauty abounds! #VisitWilliamsburg



Engagement Rate: 6.3%

**Visit Williamsburg**  
Published by Bella Borg · June 4 · 🌐


From setting sail on the [Schooner Alliance](#), [Yorktown Sailing Charters](#) to golfing on the grounds of [Golden Horseshoe Golf Club](#), Olympic gold medalist [Shawn Johnson East](#) and her husband, [Andrew East](#), experienced everything Williamsburg has to offer. #VisitWilliamsburg



Engagement Rate: 4.8%



# May/June Social Media - Instagram



**visitwilliamsburg**  
Magdy Haddad · Ascension 114

**visitwilliamsburg** From setting sail on the Schooner Alliance to golfing on the grounds of @GoldenHorseshoeGolf, Olympic gold medalist @ShawnJohnson and her husband, @AndrewDEast, experienced everything Williamsburg has to offer. #VisitWilliamsburg

4w

**nknussbaum** Girl yasss work that bump

4w 4 likes Reply

**riajonesa** Williamsburg is a beautiful place!

Liked by skyejstew and 1,726 others

JUNE 4

Add a comment... Post

Engagement Rate: 8.3%



**visitwilliamsburg**

**visitwilliamsburg** This #MemorialDay, we take the time to honor and thank all of the brave men and women who have served our country. 🇺🇸

#VisitWilliamsburg

5w

**elizacolozzo** "Some gave all" I'll never forget 🇺🇸❤️

5w 1 like Reply

**simplychristianne** ❤️💙

5w 1 like Reply

**aoreth1** Beautiful picture!

Liked by bradycshall and 863 others

MAY 31

Add a comment... Post

Engagement Rate: 7.7%

May / June 2021 FAM Trips



*The WilliamsBLOG* Contributor  
Evan Woodward



*The WilliamsBLOG* Contributor  
Leah Bandoni



Journalist – *The Healthy Voyager*  
Carolyn Scott-Hamilton



Journalist – *Business Traveler*  
Ramsey Qubein



*The WilliamsBLOG* Contributor  
Lanna Nguyen



*The WilliamsBLOG* Contributor  
Samantha Brooke



## May / June 2021 FAM Trips



**Mega Influencer  
Shawn Johnson**



***The WilliamsBLOG* Contributor  
Oneika Raymond**



**Journalist – *My Golf Spy*  
Harry Nodwell**



**Journalist – Freelancer  
Megan duBois**



***The WilliamsBLOG* Contributor  
Navy Corgi**



***The WilliamsBLOG* Contributor  
Jackie Greaney**



**Mega Influencer  
Kristy Wicks**

May / June 2021 FAM Trips | LPGA Pure Silk Championship Players and Journalist Fams



**LPGA Player**  
**Lauren Stephenson**



**LPGA Player**  
**Nichole Broch Larsen**



**LPGA Player**  
**Ana Belac**



**LPGA Player**  
**Lauren Coughlin**



**LPGA Player**  
**Brianna Do**



**LPGA Player**  
**Anne Van Dam**



**Journalist – PGA Tour Radio**  
**Chantel McCabe**



May 1 – June 30, 2021

Global Impressions

1.7 Billion

41

Placements

\*YoY 2020 – 393.3 Million Impressions & 91 Placements (total includes 54 pieces of syndication from a Tribune News Service piece)

## Key Media Placements | May 1 – June 30, 2021

“How Juneteenth Is Being Celebrated in Small Towns Across America”

-Sheryl Nance-Nash

**Fodor's**Travel

“Where To Travel With Your Kids This Summer”

-Kinsey Gidick

**romper**

“11 US tourist attractions that live up to the hype...”

-Dave Parfitt



“Best Places to Visit in May”

-U.S. News & World Report Staff

**Parade**

“The Best Places to See Fourth of July Fireworks in Every State in 2021”

-Michelle Parkerton

“The Best Day Trips in Every State”

-Tamara Gane



“25+ Restaurants Surprising The Food Scene in Williamsburg, VA”

-Keryn Means



“12 Small Towns That Are Rich in American History”

-James Barrett



“The Best of Williamsburg Golf”

-Harry Nodwell



“Delicious Destinations: Williamsburg, Virginia”

-Megan duBois



“Discover Golf In Williamsburg, Virginia”

-Dave Daubert



“Wonderful Williamsburg”

-Carolyn Scott-Hamilton

“Historic Triangle seeing steady increase in tourism so far this year as visitors flock to the region amid pandemic”

-Em Holter





## Turning Mayhem into Organizational Transformation

Hilton, Holiday 1-3



**Ted Sullivan**  
Chief Marketing Officer  
Zartico



**Wes Rhea**  
CEO  
Visit Stockton



**Patrick Harrison**  
Chief Marketing Officer  
Visit Tampa Bay



**Victoria Cimino**  
CEO  
Williamsburg Tourism Council



**Dan Rowe**  
President & CEO  
Visit Panama City Beach

We are being bombarded by data, research, facts and figures like never before. Now is the time to declutter the data, get rid of old metrics and challenge the industry to measure something hard. How do you determine what data to obtain, keep or get rid of? How can you develop and embrace new KPIs that focus on the resident as well as the visitor? How do you make a compelling case to your stakeholders to affect change in your community? Join this candid discussion with four industry leaders who will provide insight on what they're measuring differently this year, why it's important, and how you can do it too.



## II. Life at Your Pace (12:15PM - 1:00PM)

In the summer of 2020, data was clear. People were craving connection; spending time with close friends and family, driving to new places for a change of scenery. Most people were in the dark. Or at most, letting people know they would be there. We evolved its campaign strategy and maintained a steady pace, the reward and seeing leisure bookings pace ahead of business travel.

In this session, join Vicki Cimino, Executive Director of the Williamsburg Tourism Council, and Steve Connelly, President and CEO of Connelly, back the curtain on the "Life at Your Pace" campaign and discuss the importance of maintaining ad spend during a downturn.

### Speakers:

**Vicki Cimino**, Executive Director/Chief Executive Officer, Williamsburg Tourism Council  
**Steve Connelly**, President & Copywriter, Connelly

## Interview: A Year-Round Destination

An Interview with Victoria Cimino, Chief Executive Officer, Visit Williamsburg

**EDITORS' NOTE** Victoria Cimino is Chief Executive Officer of the Williamsburg Tourism Council, providing expertise, leadership, and vision in all marketing efforts, as well as overall management of the destination marketing organization. Cimino has spent the majority of her professional career providing communication solutions, counsel, and creative direction to both government agencies and private sector organizations. Most recently, she served as Director of the New Hampshire Division of Travel and Tourism. Under Cimino's leadership, the Division experienced an increased ROI on brand advertising from 10:1 to 14:1, direct visitor spending increased by four percent, and Rooms and Meals tax revenue increased by 15 percent (FY2015-18). Cimino has served as the Director of International Marketing for the Massachusetts Office of Travel and Tourism and her background includes work with New York City-based RedPoint Marketing PR and Boston-based Connelly Partners. Cimino earned her undergraduate degree from Keene State College.

**DESTINATION BRIEF** Greater Williamsburg, Virginia (visitwilliamsburg.com) and its three distinct regions - Jamestown, Williamsburg and Yorktown - are home to some of the most significant events in American history. Recognized as one of the world's top 52 Places to Go in 2019 by The New York Times, the region is home to attractions that include amusement parks, haunted house tours, golfing, and cycling across scenic landscapes. Many travelers visit for the unique opportunity to experience life as it was in the 18th century. Greater Williamsburg offers a variety of outdoor activities from hiking, biking, Segway tours and zip lining to golf, schooner sails, and paddle boarding and kayaking on the James and York Rivers. The destination also offers adult activities perfect for romance, relaxation and a girls-or-guys getaway. There's no shortage of things to do from fine dining, breweries, distilleries, wineries, museums, and relaxing spas. Being easily accessible by car from many East Coast cities, Greater Williamsburg is an ideal road trip destination.

**How do you describe the Williamsburg difference and what makes Williamsburg special?**  
Williamsburg is a year-round destination that caters to a host of individual tastes by providing a tailored vacation, with multiple museums, craft breweries, cultural offerings, shopping, amusement parks, cultural experiences, golf, sailing, and more for visitors of all ages.  
**Is Williamsburg well understood from a tourism standpoint and how are you working to build awareness and visibility for Williamsburg?**



Victoria Cimino

**Will you provide an overview of the Williamsburg Tourism Council and how you define its mission?**

The Williamsburg Tourism Council, or Visit Williamsburg, was created by statute and went live on July 1, 2018. The destination marketing organization's primary objective is to increase overnight visitation to the Historic Triangle, a travel region comprised of three municipalities - City of Williamsburg, York County, and James City County.

**How has Williamsburg adapted to the challenges caused by the pandemic and how is Williamsburg positioned for growth as you look to the future?**

When COVID-19 was declared a national emergency, Visit Williamsburg quickly shifted its focus to serve as a hospitality industry information hub, sharing COVID-related information and resources. In June, Visit Williamsburg launched the \$7.6 million "Life at Your Pace" advertising campaign to reignite the region's marketing presence, grow and enhance brand awareness, and facilitate consumer engagement.

The March 2021 Smith Travel Research Report shows the area achieved 35 percent hotel occupancy (versus 45 percent in 2019) with an average daily rate of \$114 (versus \$109 in 2019). Considering group, business, and international travel has yet to rebound, this is an incredibly positive indicator.

**What are your key priorities for the Williamsburg Tourism Council to help Williamsburg recover and rebuild from the pandemic?**  
Tourism is a significant contributor to the region's economy and Visit Williamsburg will maintain an aggressive promotional strategy to increase overnight visitation to the area.

In 2019, the region played host to 1.5 million overnight visitors. Through Adara, we're able to measure if someone has clicked on a digital display ad and then gone on to search or book lodging. The "Life at Your Pace" campaign has driven more than 945,000 website sessions, 86,000 hotel searches, and 2,700 bookings resulting in \$840,000 in hotel revenue since January 1, 2021.

**What excited you about the opportunity to lead the Williamsburg Tourism Council and made you feel it was the right fit?**

The opportunity to call on my experience in both government and the private sector to build a brand new destination marketing organization from the ground up, coupled with the challenge of reimagining visitation to the region, is what drew me to the position.



A family at Historic Jamestown

**How critical has it been to build out the team at the Williamsburg Tourism Council?**

Building out a team that drives the organization's business goals was crucial. When you compare Visit Williamsburg to DMOs with comparable budgets, we're a very lean team - partly due to COVID, but also by design. The Visit Williamsburg team is a competent, well-rounded group of professionals with diverse backgrounds, selected to play a key role in growing overnight visitation.

**What are your key priorities for the Williamsburg Tourism Council to help Williamsburg recover and rebuild from the pandemic?**

Tourism is a significant contributor to the region's economy and Visit Williamsburg will maintain an aggressive promotional strategy to increase overnight visitation to the area.

# Sales

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## Sales Leads: May 7 – July 8

ISSUE DATE	LEADS	ROOM NIGHTS
May 7, 2021	Virginia Education Association	50
May 18, 2021	High Cotton Consulting	20
May 19, 2021	Envelope Manufacturers Association (2023 & 2024)	952
May 27, 2021	Virginia National Guard	50
June 2, 2021	SGMP	11
June 4, 2021	National Association of Social Workers	286
June 5, 2021	Chai4Ever	171
June 8, 2021	League of Women Voters	85
June 10, 2021	Aria Travel Service	300
June 14, 2021	Virginia Recreation and Park Society	43
June 16, 2021	West Lynchburg Baptist Church	30
June 16, 2021	Virtual Service Operations	30

## Sales Leads: May 7 – July 8

DATE	LEADS	ROOM NIGHTS
June 16, 2021	North American Division of Seventh-day Adventists	52
June 17, 2021	Barbara Bourne Quilting	36
June 23, 2021	Photographic Society of America	1420
July 2, 2021	Master Brewers Association of the Americas	200
July 8, 2021	Virginia Tourism Corporation	120

DATE	SERVICE LEADS	REQUEST
June 11, 2021	Department of US Army	Meals/Entertainment/Attraction
June 16, 2021	Jensen Car Club	Meal/Venue
July 1, 2021	Virginia Department of Environmental Quality	Meeting Space/Venues
July 8, 2021	Alclairo Pharmaceutical Development Group, Inc.	Dinner/Entertainmet 2 nights

## Conferences, Appointments, Sites

DATE	CONFERENCES, APPOINTMENTS, SITES	LOCATION
May 25-26, 2021	ABA Marketplace Appointments	Virtual
June 2, 2021	VTC/STS FAM Meeting	Virtual
June 3, 2021	League of Women Voters	Local Appointment
June 24, 2021	High Point Tours	Site Visit
June 27-29, 2021	VSAE Annual Conference	Virginia Beach, Virginia
July 1, 2021	Helms Briscoe Partnership	Virtual
DATE	UPCOMING SHOWS	LOCATION
August 8 -11, 2021	VMA/NCMA Regional Meeting	Harrisonburg, Virginia
August 29 – September 1, 2021	Connect Sports and Connect Corporate	Tampa, Florida



## Booked Group Business: May 7 – July 8

### 2021

May 21-23: Oaks Christian School: 166 Room Nights - Attraction and Meals

June 24-27: Legends Lacrosse: 2,700 Room Nights - Meals/Food Trucks

August 20: U.S. Department of Army Transportation - Meals

September 12-16: Baptist News Global Meeting - 108 Room Nights

November 12-16: Legends Lacrosse - 1,200 Room Nights

### 2022

February 15-17: Virginia Department of Environmental Quality - Meeting Space

March 24-26: Virginia Association of Orthodontists Night - 218 Room Nights

May 10-11: Virginia Department of Environmental Quality - Meeting Space

July 6-10: Firecracker Sports - 2,250 Room Nights

September 10: Virginia Department of Environmental Quality - Meeting Space

### 2023

July 5-9: Firecracker Sports - 2,500 Room Nights

### 2024 and 2025

July: Firecracker Sports – 5,000 Room Nights



# Old & New Business

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# Adjourn

*Next Meeting: September 21, 2021*

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN