

Williamsburg Tourism Council

Tuesday, September 19, 2023

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

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
Neal Chalkley
Denise Kellogg
Christy Coleman
Michael Claar
Chad Green

Ben Ellington, Ex Officio
Rita McClenny, Ex Officio

Public Comment

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

Longwoods International Briefing

Amir Eylon, President and CEO

Reading The Crystal Ball:

Leisure Travel Outlook Using The Latest American Travel Sentiment

Amir Eylon
September 19, 2023

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Longwoods
INTERNATIONAL





WHO WE ARE

Established in 1978 as a market research consultancy

Headquartered in Columbus, OH and Toronto, ON

Focused in tourism since 1985

Working with over 175 Destinations and Brands



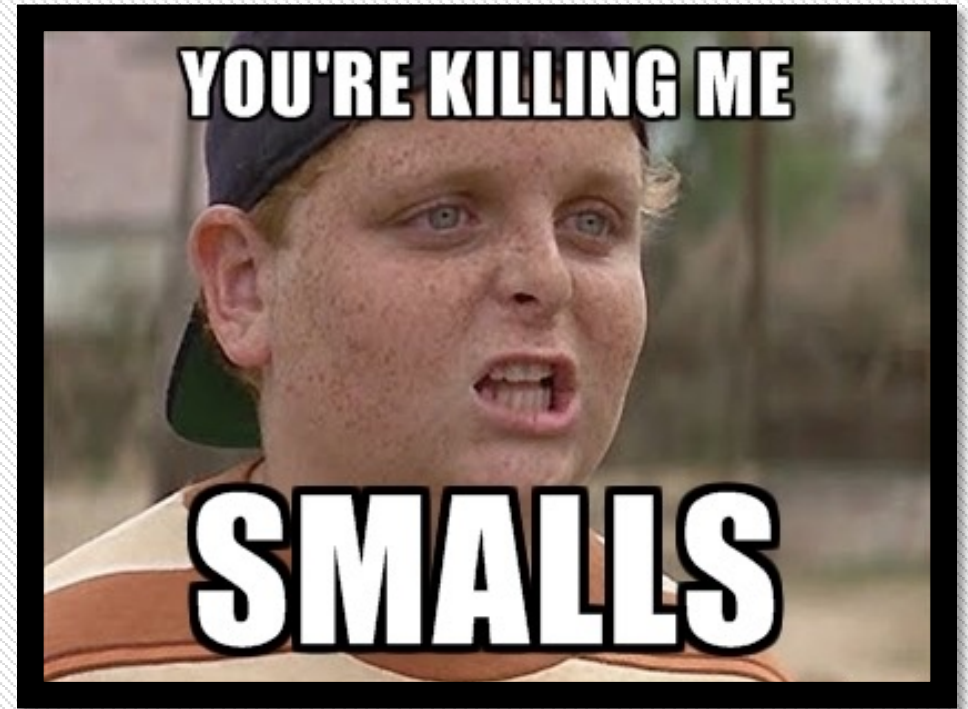


AGENDA

- Latest American Travel Sentiment Outlook
- 5 Key Learnings & Trends

Warning: I Have A Lot of Content!

- I DO NOT get paid by the slide!
- I will move quickly!
- I will share this deck with you!
- So sit back, relax, and just listen...





Travel Sentiment Study Wave 77

SEPTEMBER 8, 2023

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

Expectations/Looking Ahead*

- **Planning Cycles Long and Short**
- **Outdoors**
- **Road Trips**
- **”Bleisure” Evolves – Work From Anywhere**
- **Day Trippers**
- **Cleanliness = Safety**
- **New Protocols = New Expectations**
- **Rate Sensitivity**
- **Expectation of Service**
- **Expectation of Flexibility**
- **Expectation of Clarity**
- **Expectation of Locals**
- **Expectation of Balance**
- **AI & ChatGPT**
- **Sustainability**

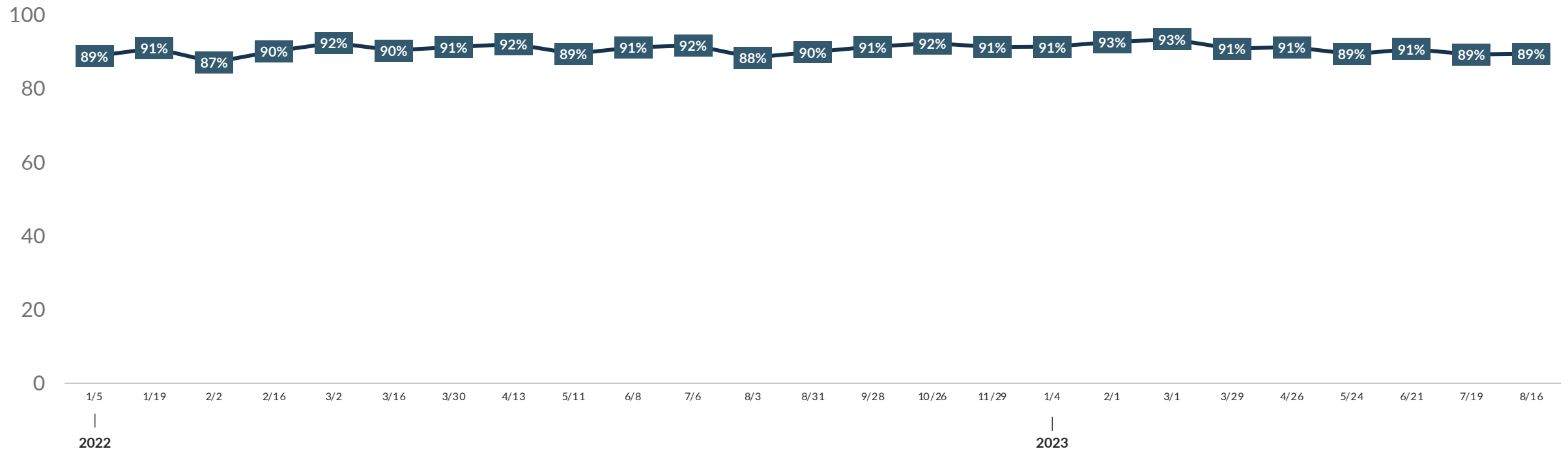


*Triangulate Sentiment Research with Longwoods Travel USA Research

IS DEMAND SOFTENING?

OVERALL, NO... BUT IN REALITY...

Travelers with Travel Plans in the Next Six Months Comparison

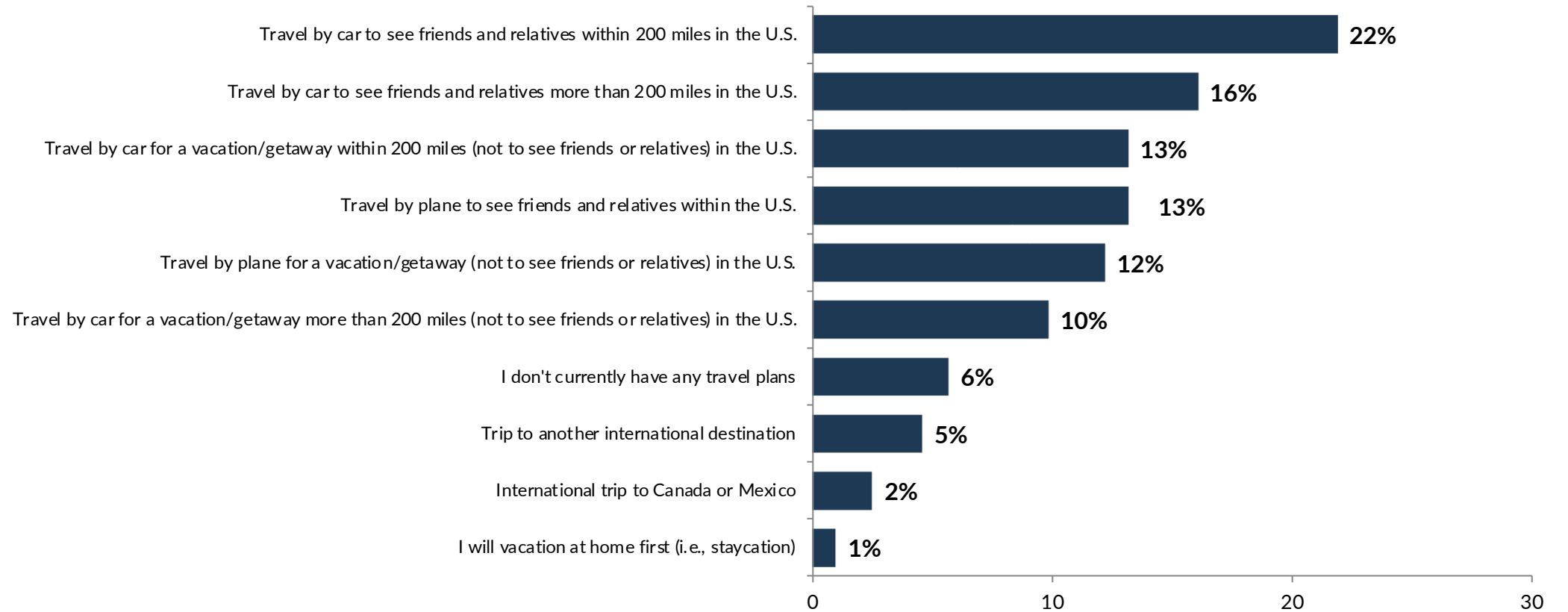


*Note: Data spanning multiple years, beginning from 1/5/2022.

Travel Sentiment Study Wave 77

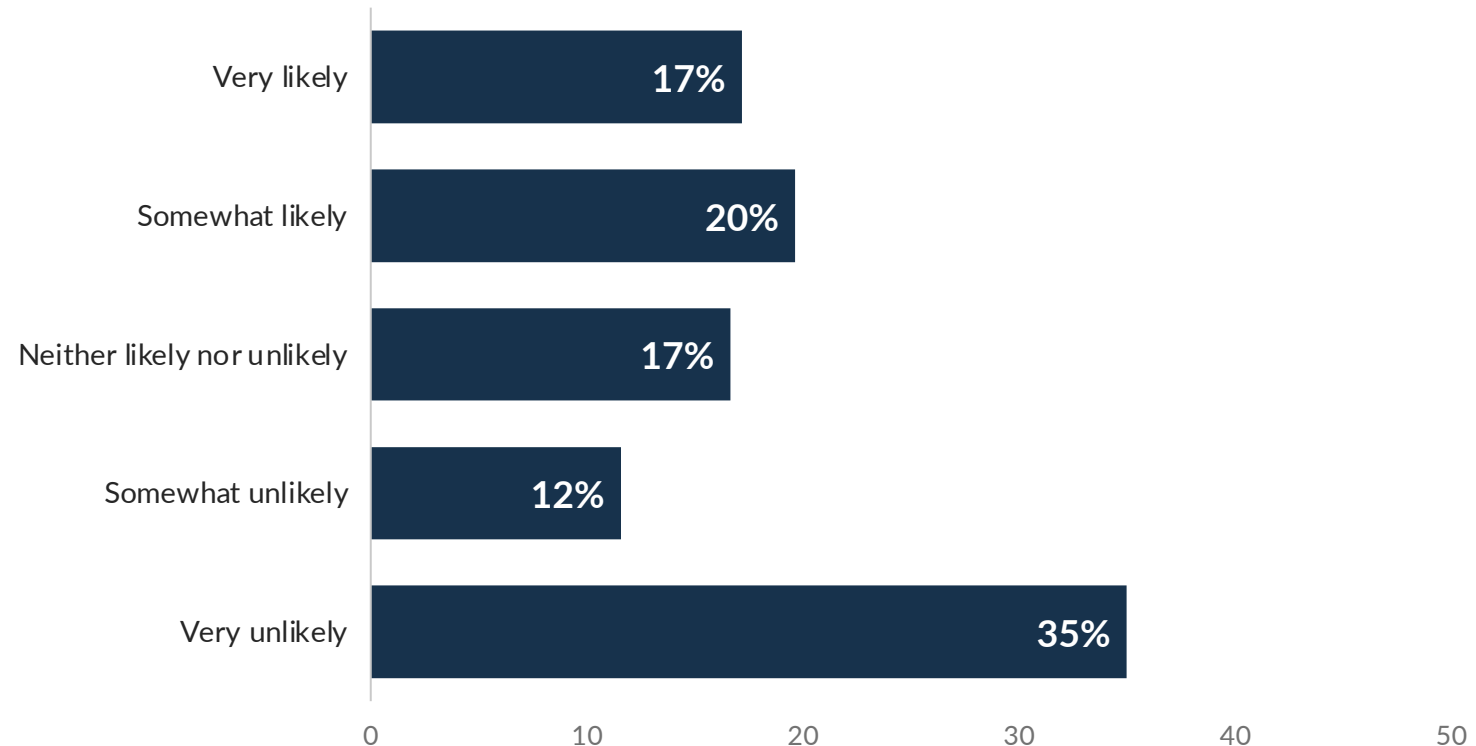
IMPACT ON TRAVEL PLANS

Next Trip Travelers Will Take



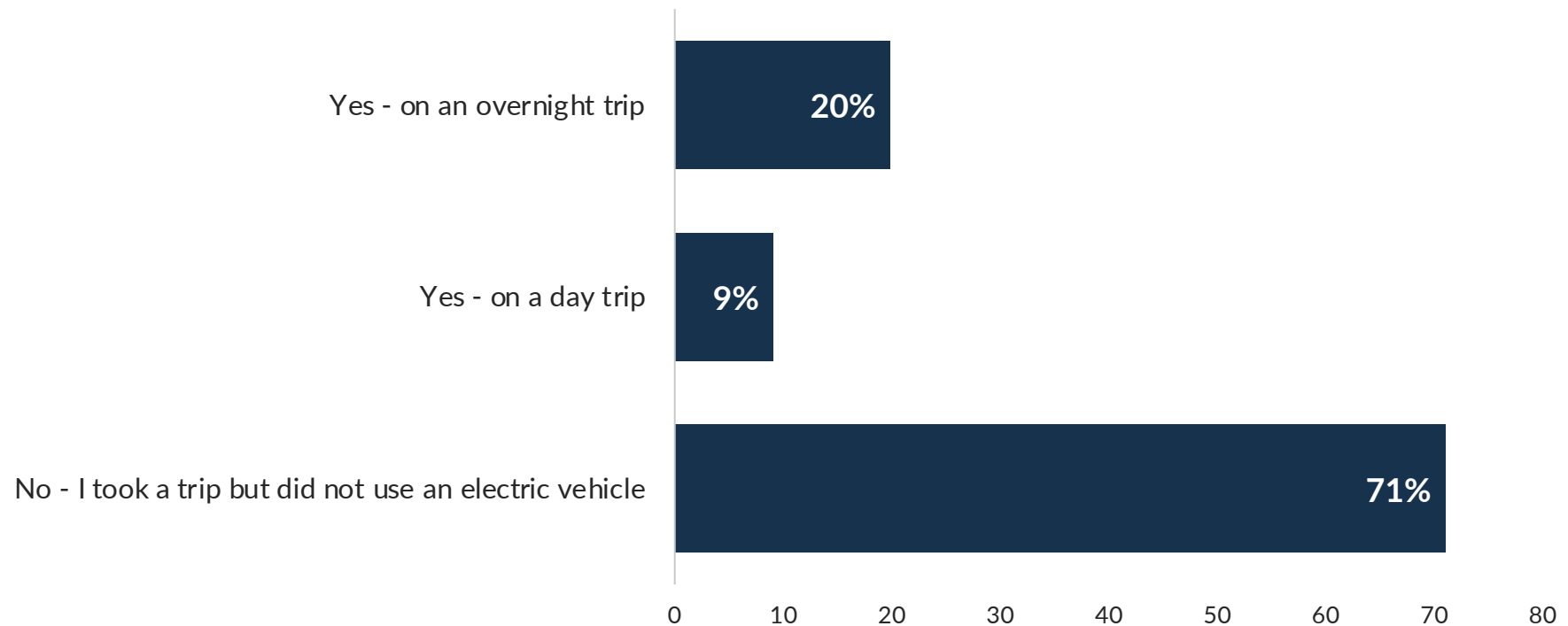
SPEAKING OF ROAD TRIPS...

On your next trip, how likely are you to use an electric vehicle?



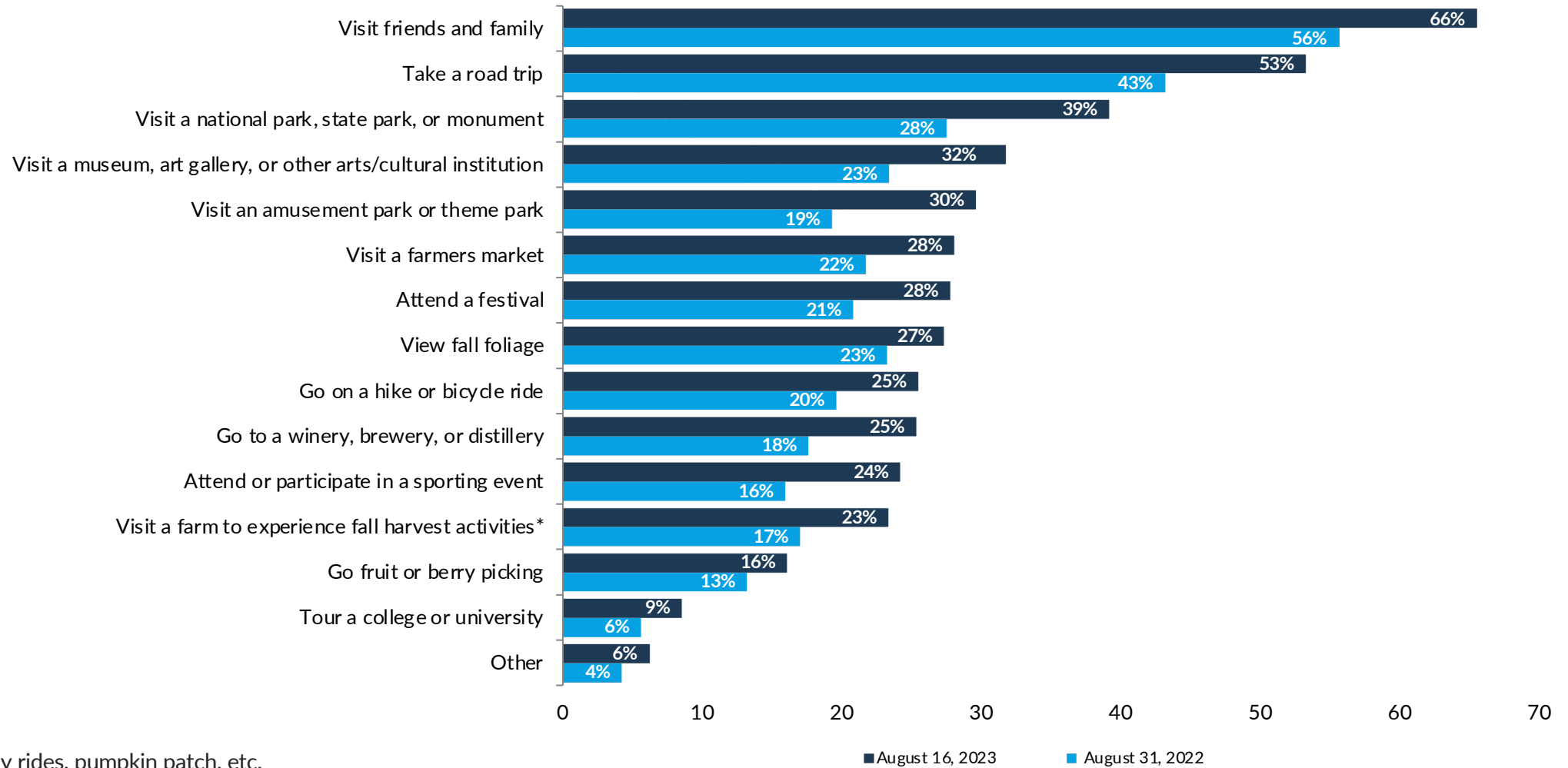
IMPACT ON TRAVEL PLANS

In the last six months, have you used an electric vehicle to travel on a trip?



IMPACT ON TRAVEL PLANS

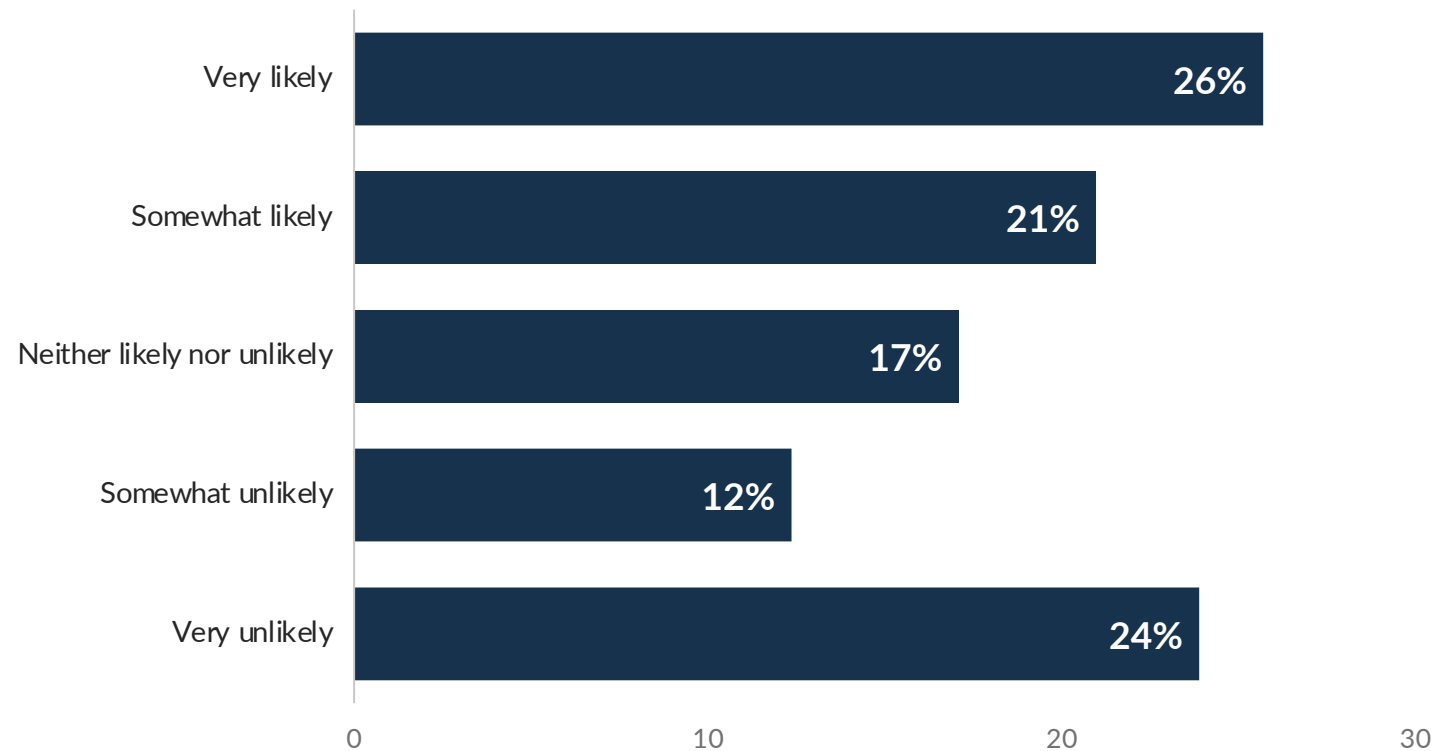
Activities Travelers Plan to Participate in During Their Fall Travels



*Corn maze, hay rides, pumpkin patch, etc.

PANDEMIC WAS A SHORT-TERM RENTAL ACCELERANT!

How likely are you to stay in a short-term rental (Airbnb, Vrbo etc.) on your next trip?



01

**Don't Forget About
COVID-19!
(As an Opportunity)**

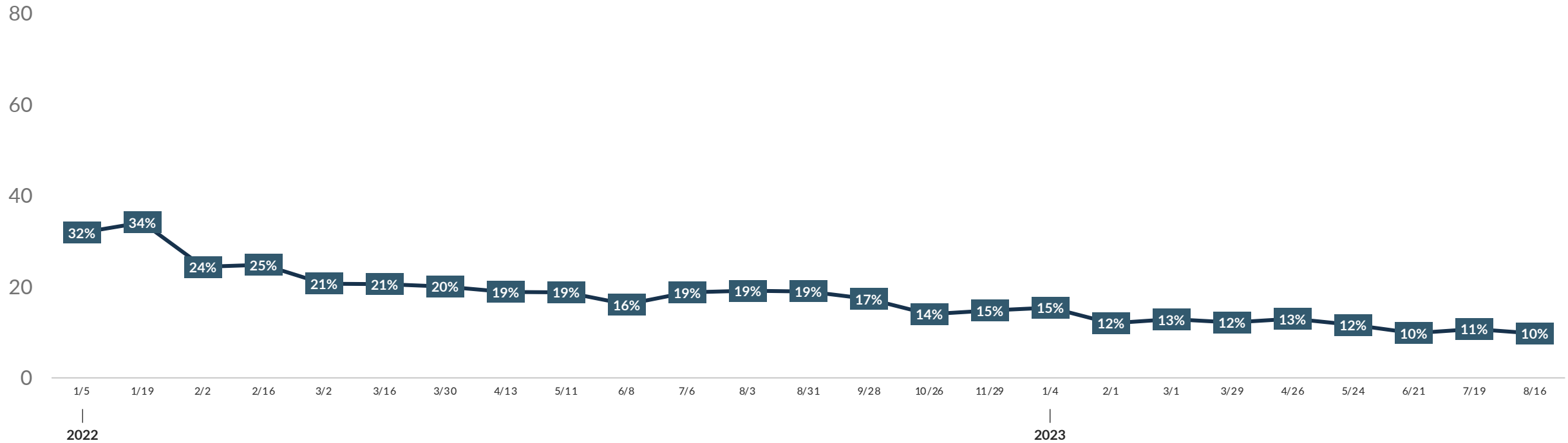
**I'M NOT
AFRAID**



**OF
COVID-19**

IMPACT ON TRAVEL PLANS

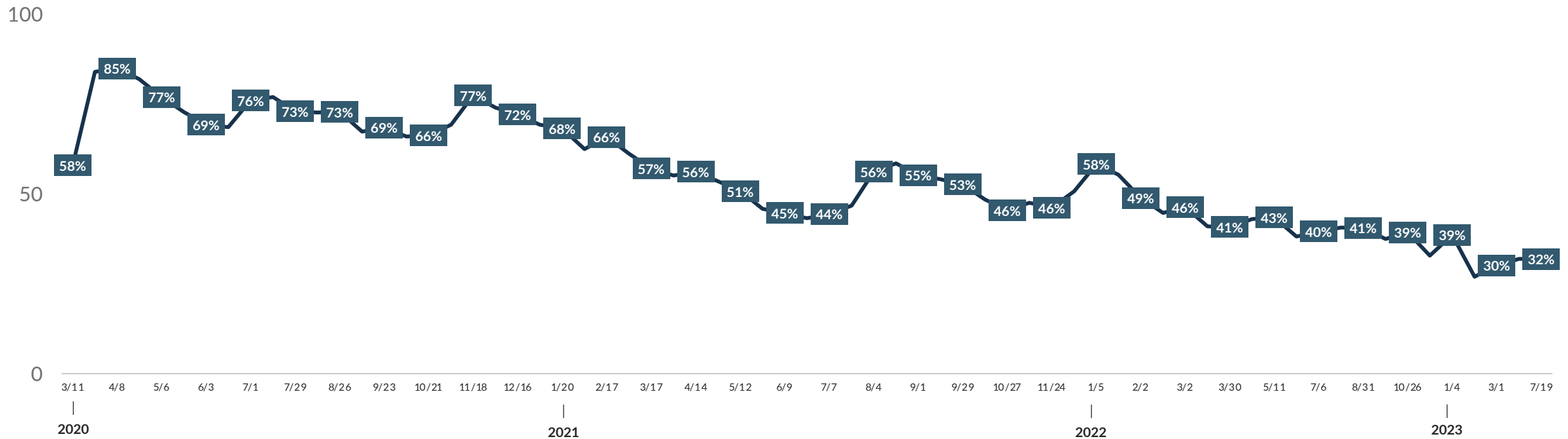
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 77

IMPACT ON TRAVEL PLANS

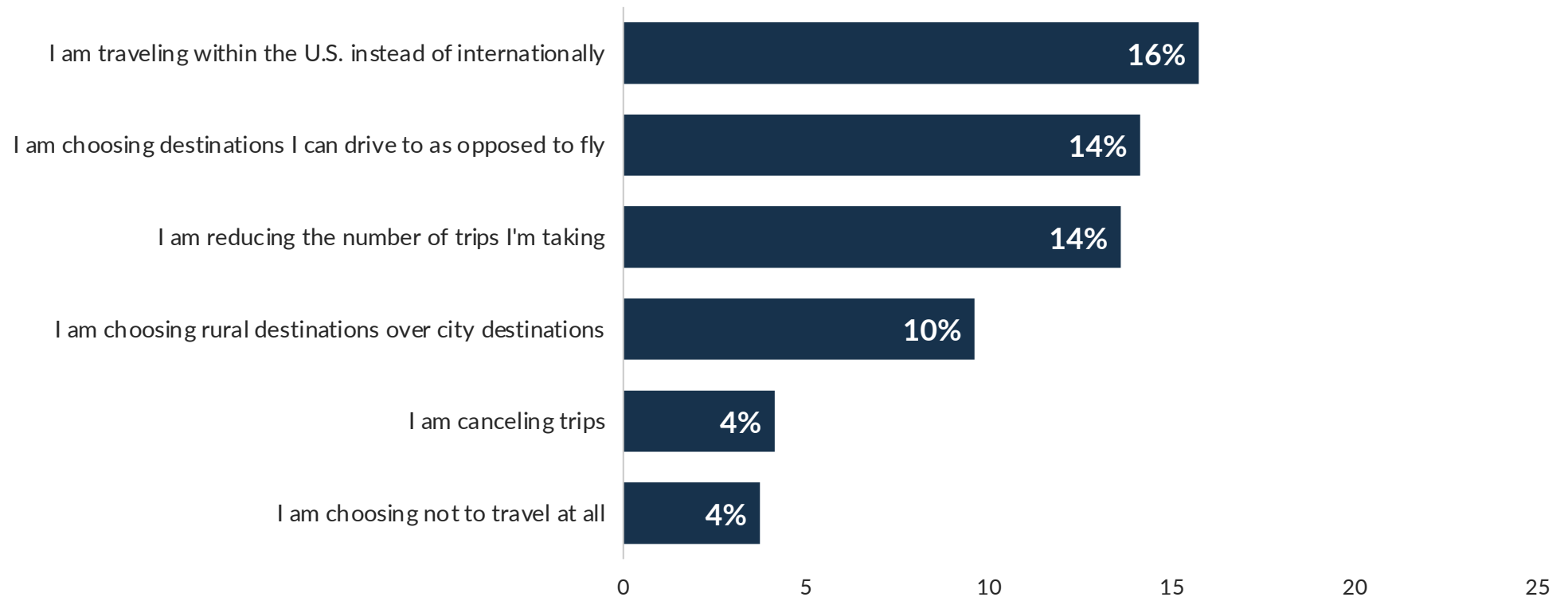
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



*Note: Data spanning multiple years, beginning from 3/11/2020.
Travel Sentiment Study Wave 76

IMPACT ON TRAVEL PLANS

Influence of COVID-19 on Travel Plans in the Next Six Months



01

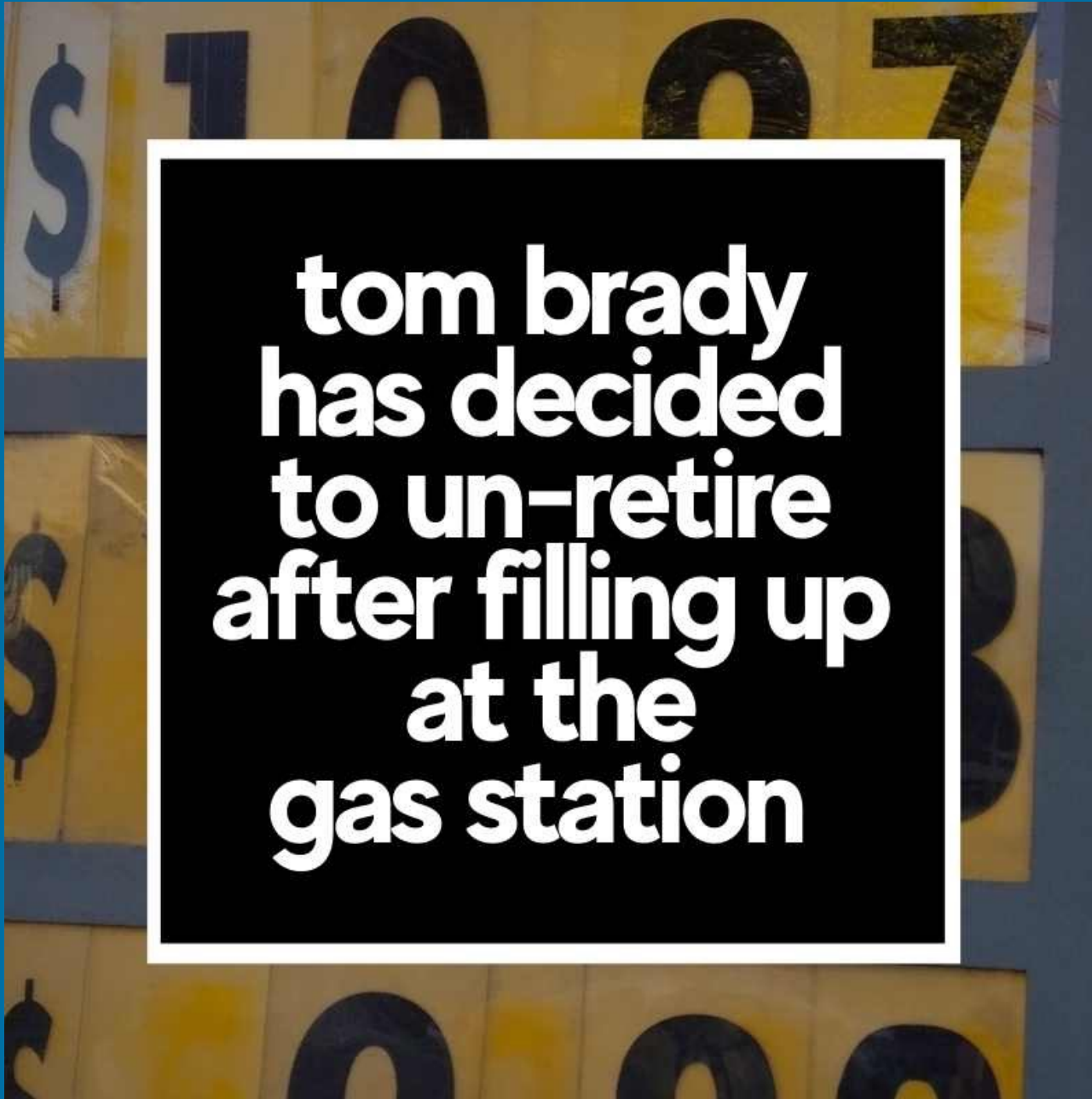
**1 in 4 travel
differently and
with different
expectations!**



When
this virus
is over,
I still need
some of you
to stay away
from me.

02

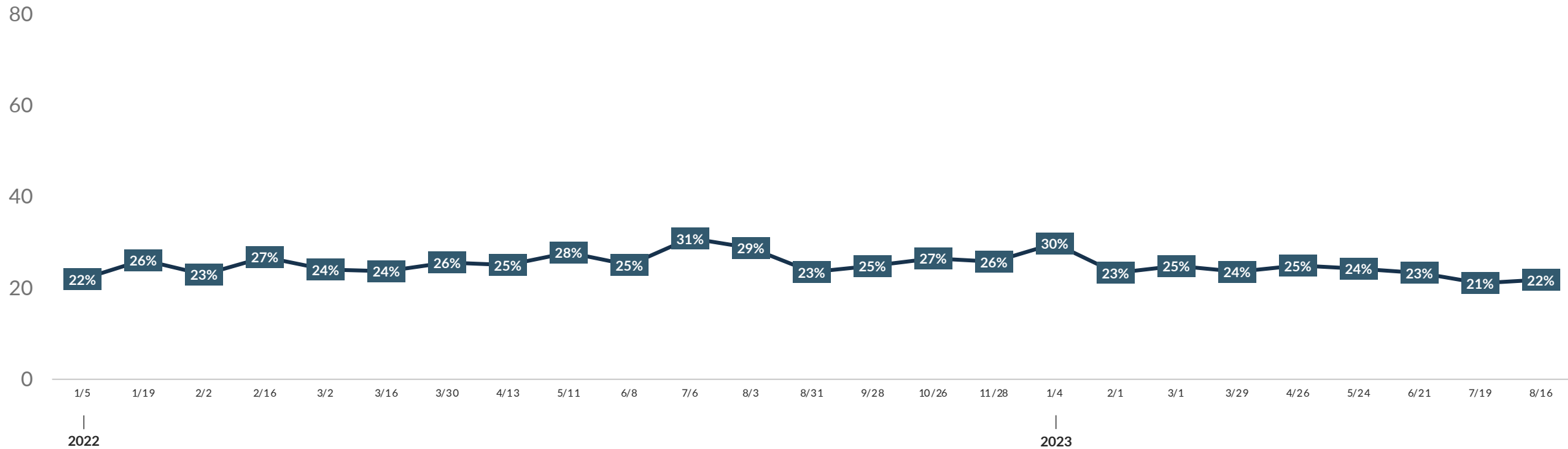
**Don't Deep
Discount... Show
Value!**

The background of the right side of the slide is a photograph of a gas station price sign. The sign is yellow with black numbers and symbols. A black rectangular box with a white border is overlaid on the sign, containing white text. The text reads: "tom brady has decided to un-retire after filling up at the gas station".

**tom brady
has decided
to un-retire
after filling up
at the
gas station**

IMPACT ON TRAVEL PLANS

Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months

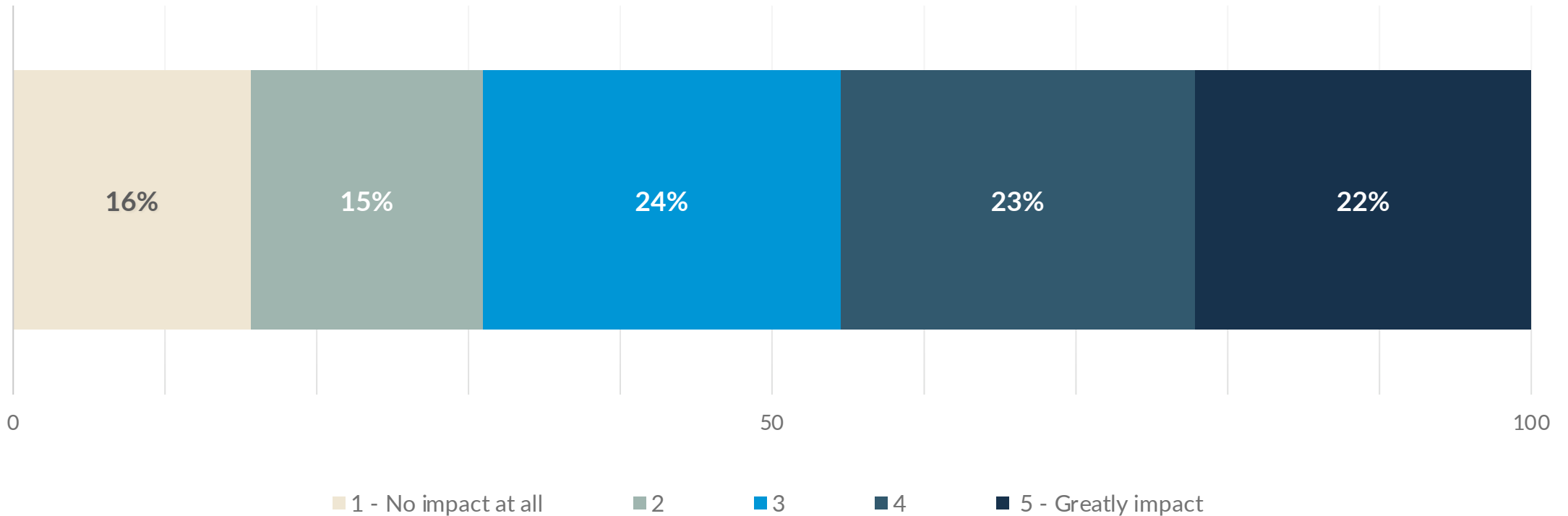


*Note: Data spanning multiple years, beginning from 1/5/2022.

Travel Sentiment Study Wave 77

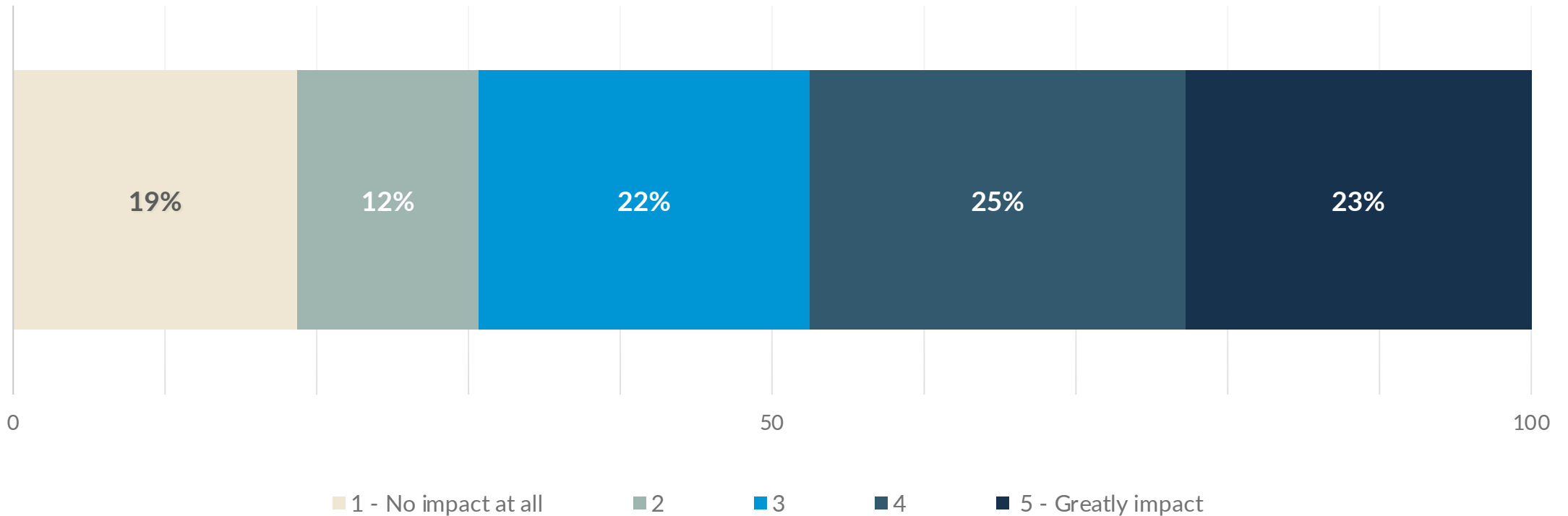
IMPACT ON TRAVEL PLANS

Impact of Gas Prices on Decisions to Travel in Next Six Months



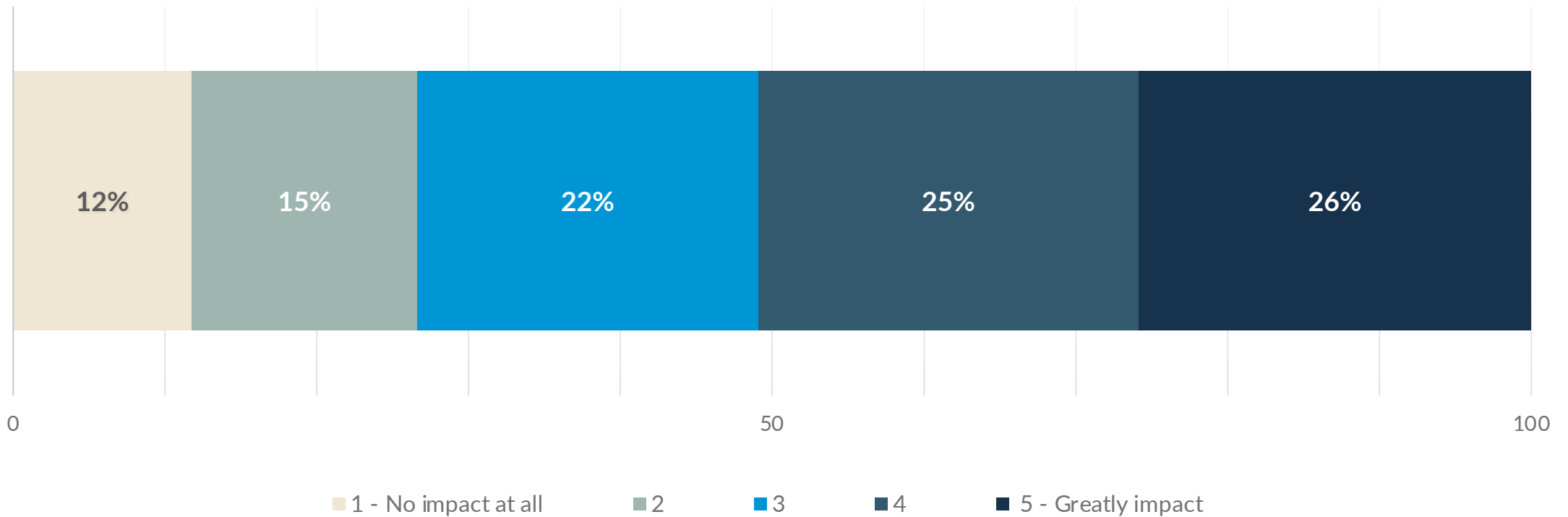
IMPACT ON TRAVEL PLANS

Impact of Airfare Prices on Decisions to Travel in Next Six Months



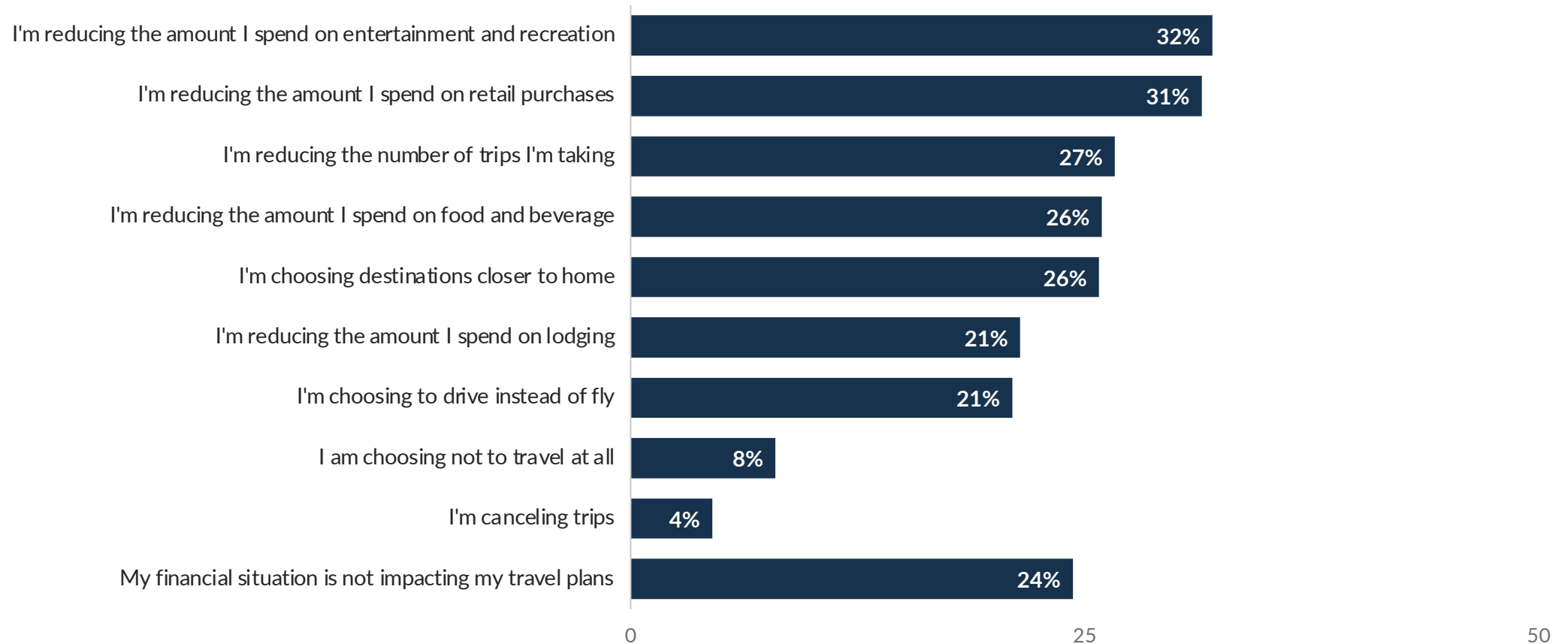
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



IMPACT ON TRAVEL PLANS

Impact of Personal Financial Situation on Travel Plans



02

Everything costs more... They are still travelling but want a deal...

Promotions... not Deep Discounts...

Drive Value to Retain Rate!



BUT...



&



May Cause...



&



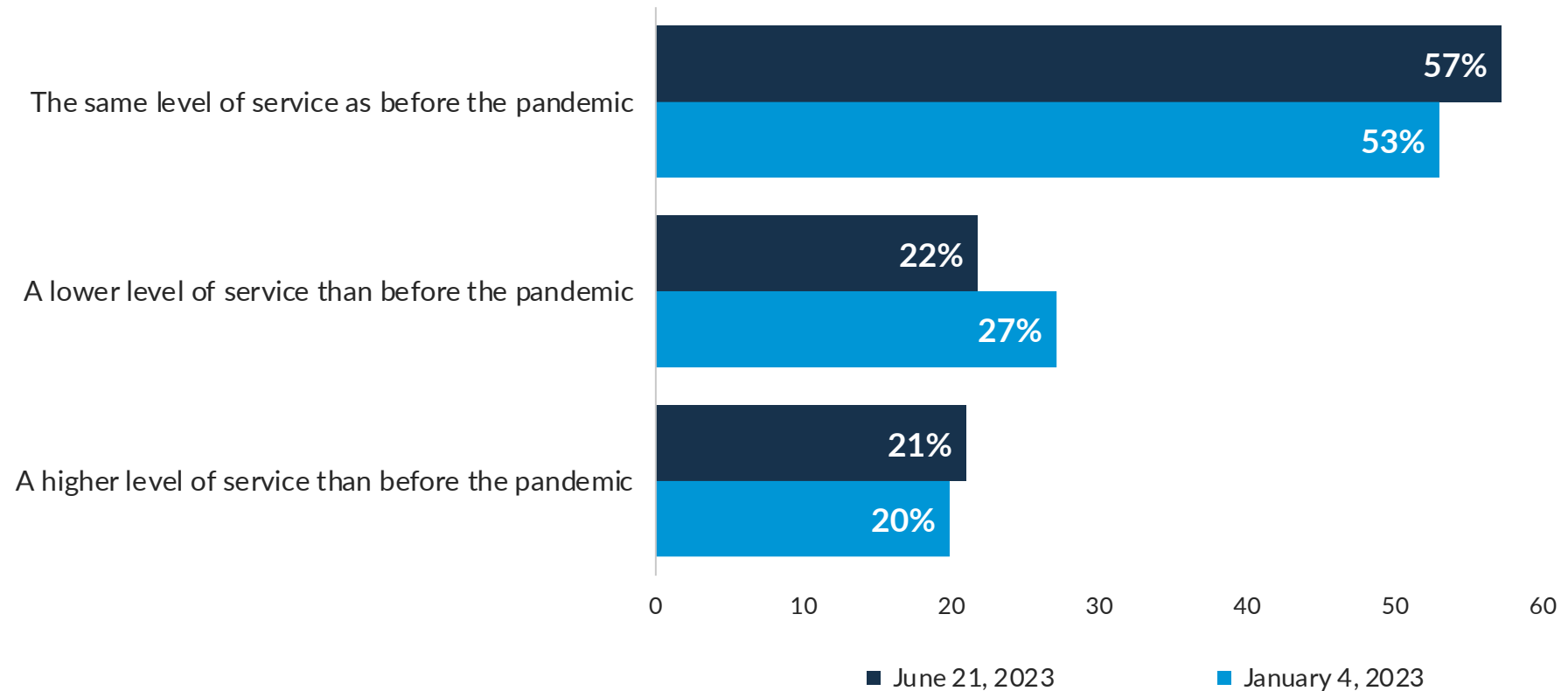
03

**Heightened
Expectation of
Service!**



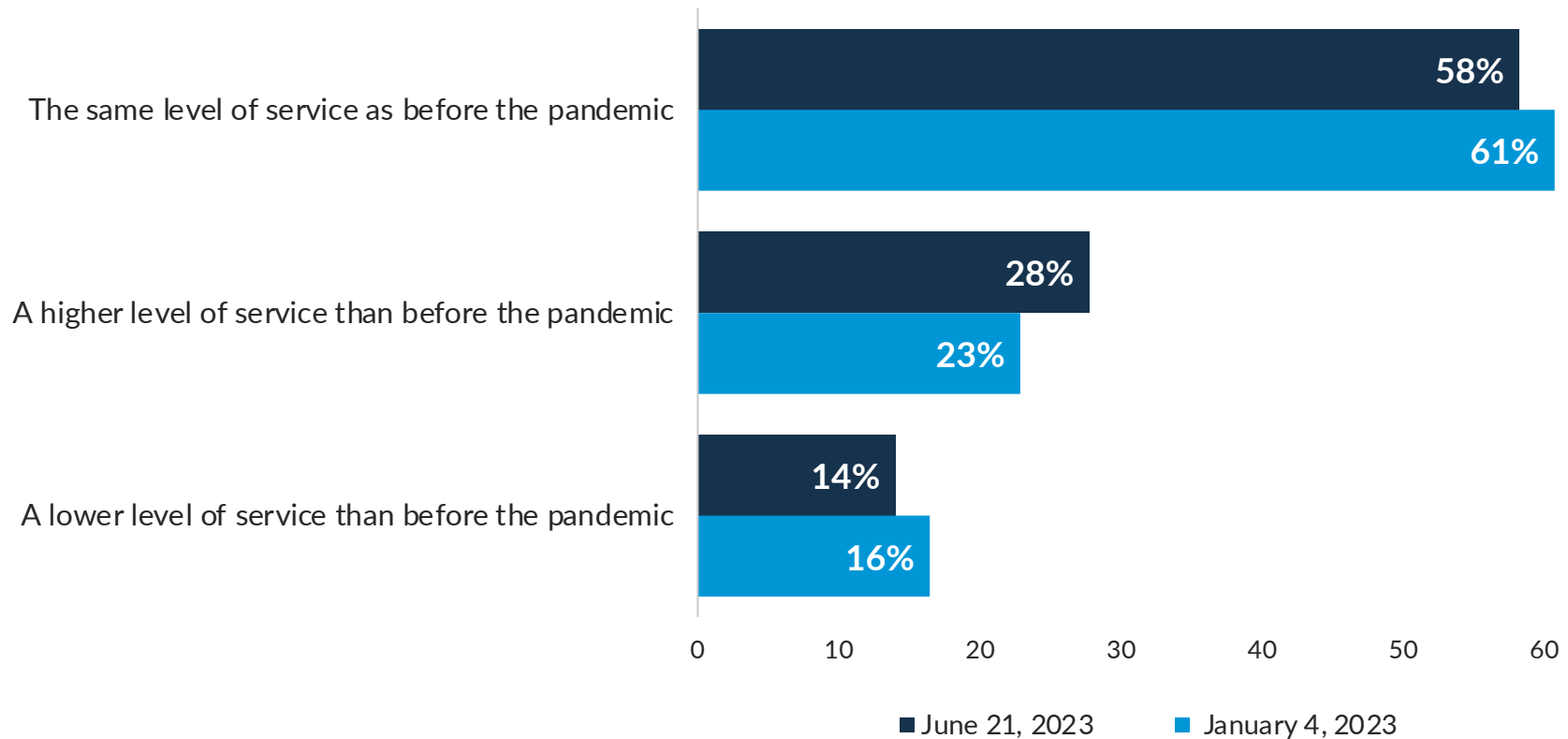
IMPACT ON TRAVEL PLANS

On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?



IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



03

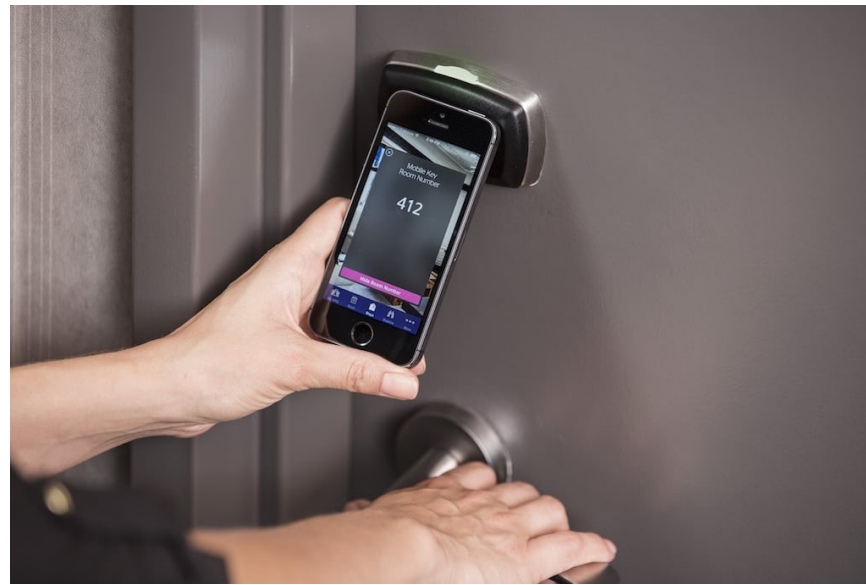
We MUST figure It out!

**Lack of staffing is no
longer an excuse...**

**NO MORE
EXCUSES**

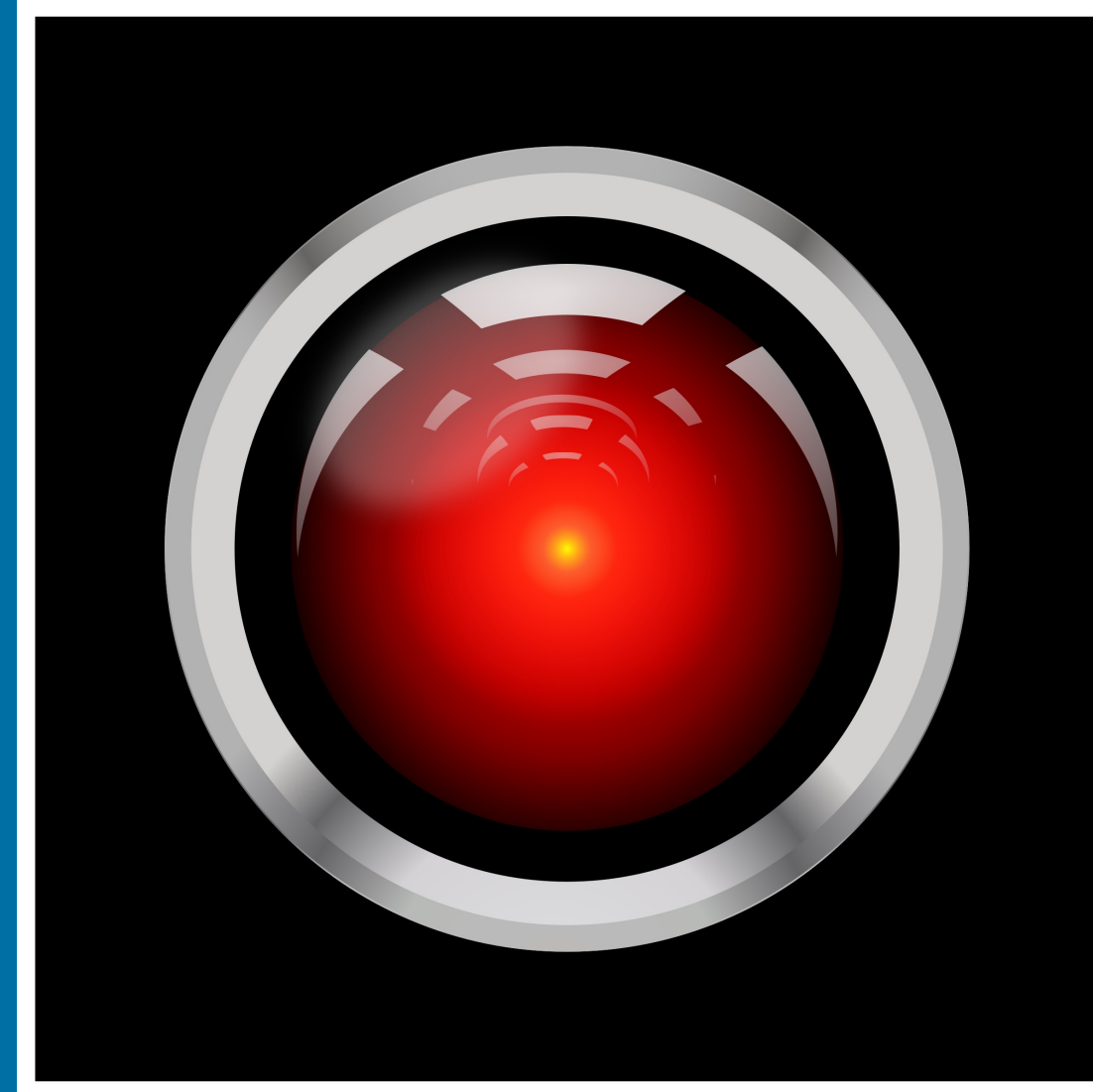
Looking Ahead...

- Manage Expectations & Lean Into Technology!



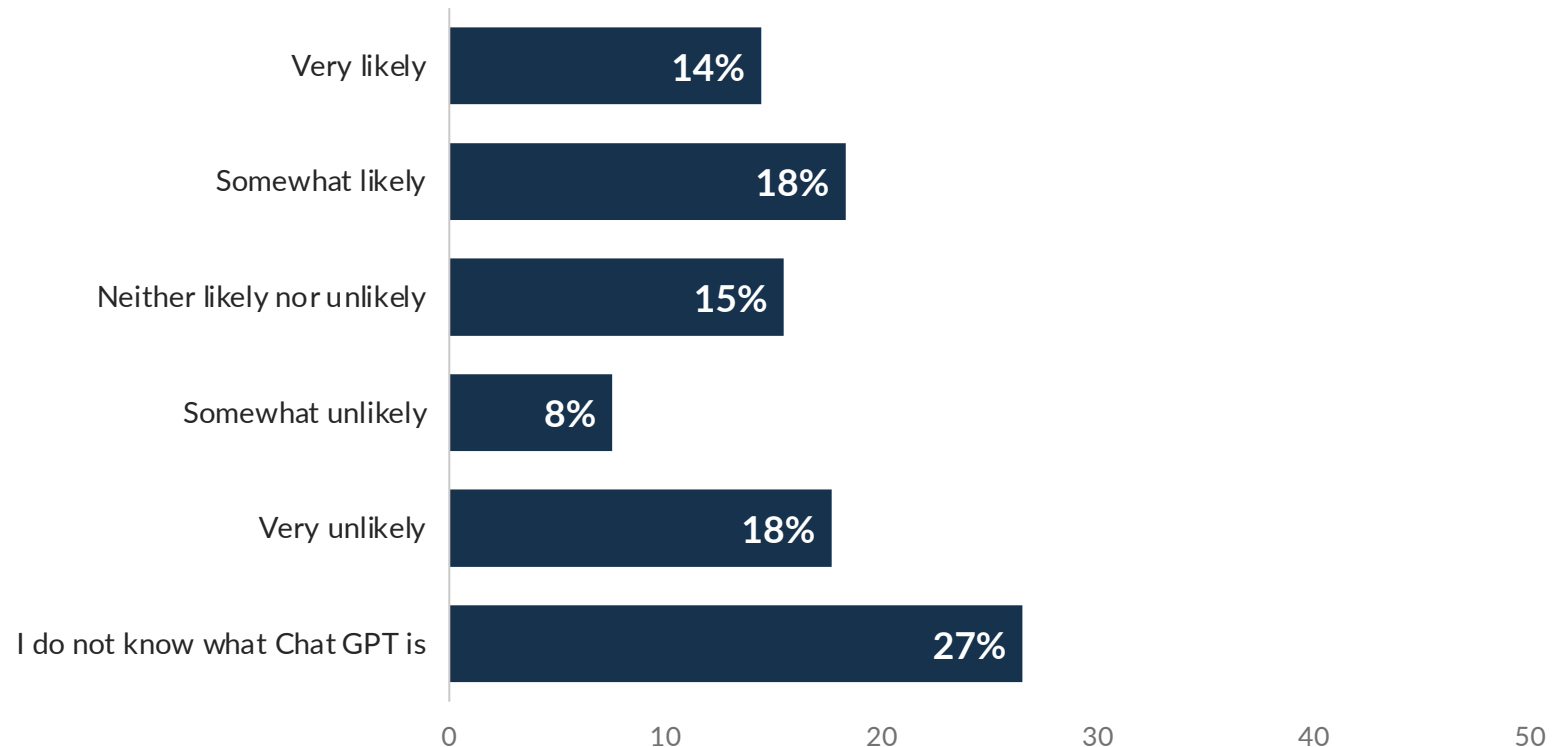
04

Speaking of
Technology...



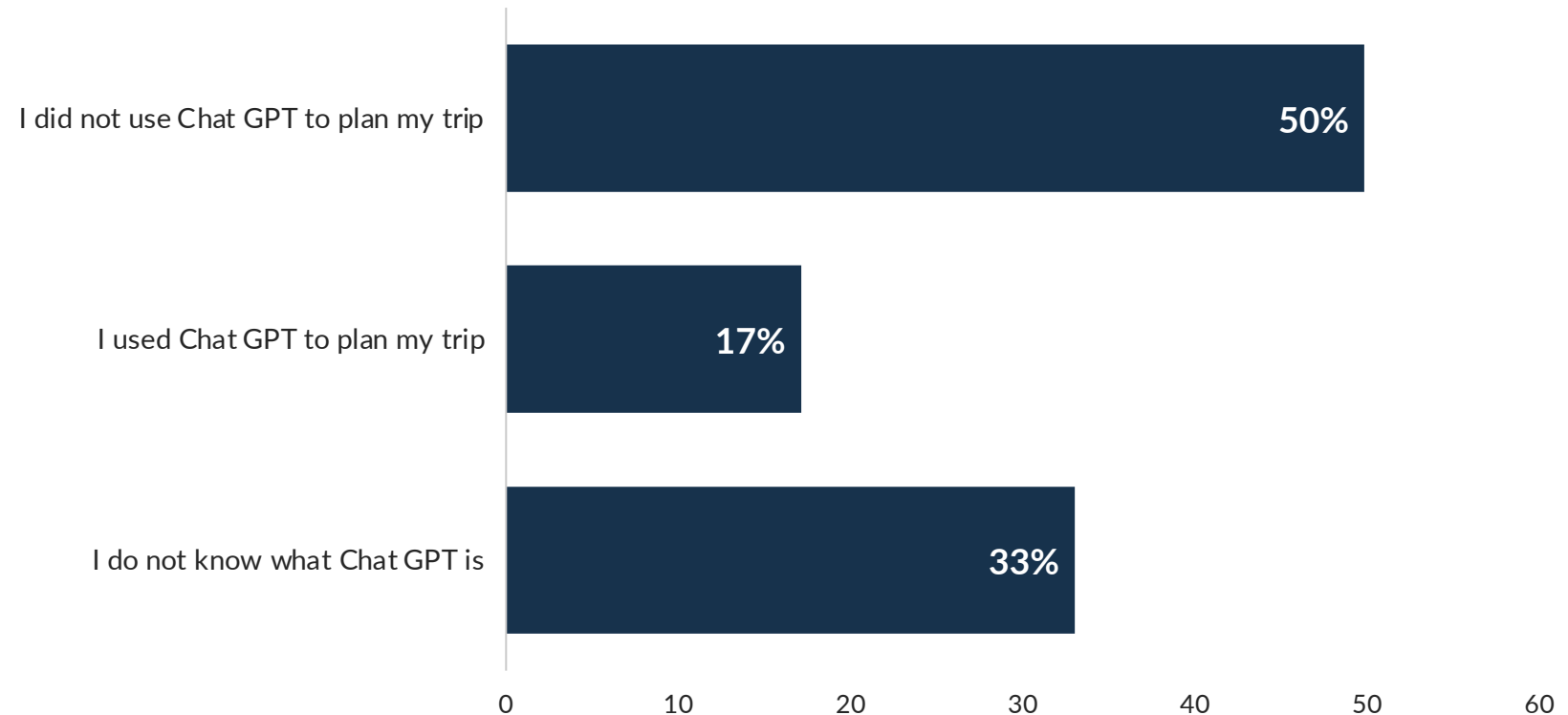
IMPACT ON TRAVEL PLANS

How likely are you to use ChatGPT in the planning process for your next trip?



IMPACT ON TRAVEL PLANS

In the last six months, have you used Chat GPT in the trip planning process?



04

**With generative AI,
your role as curator of
content & rate
transparency is more
important than ever!
Be the trusted source!**

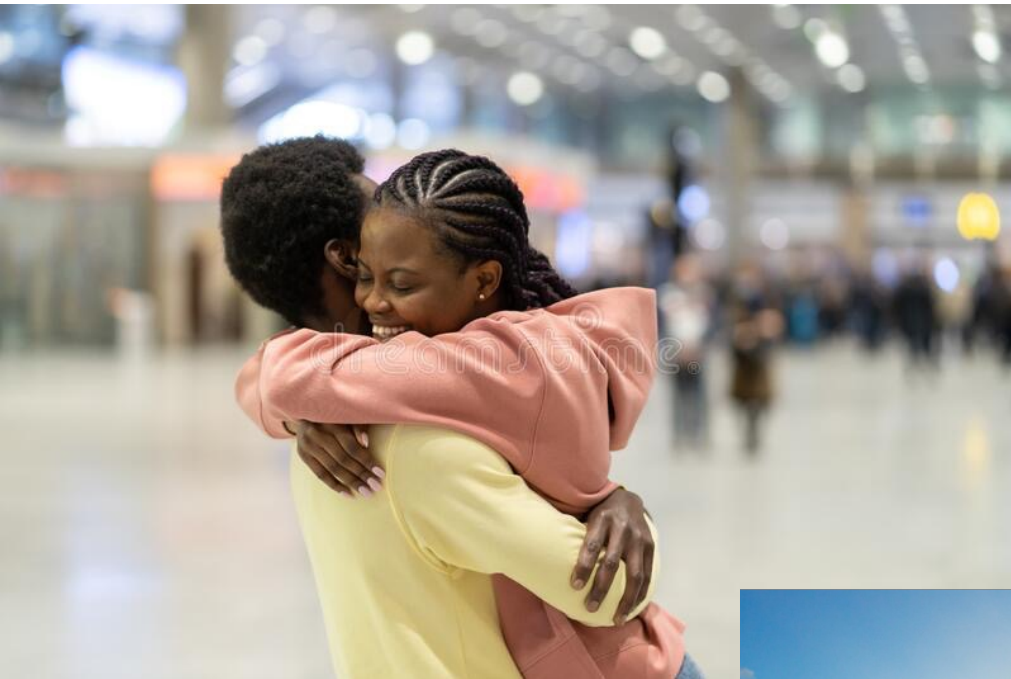


05

2023-2024:
Taking a time of
“Re...”

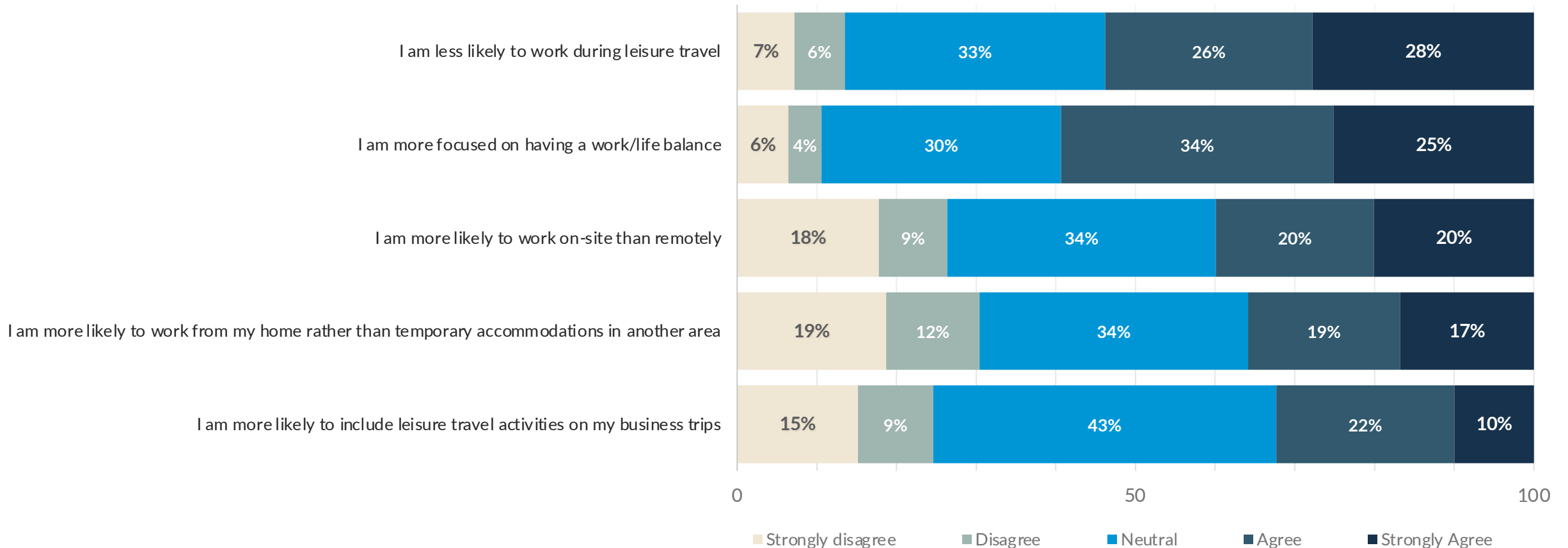


Reunite... Relax... Reconnect... etc...



BALANCE AND “BLEISURE!”

Please indicate your level of agreement with the following statements regarding your work activities compared to 2020/2021:



05

**2023-2024:
...And adding a
time for “ME!”**



Key Learnings

1. Don't Forget About COVID-19!

For one in four travelers, it's a travel preference with certain expectations. Opportunities to target them!

2. Don't Deep Discount... Show Value!

High demand remains with reallocation of spend to offset inflation. Show them it's worth the money!

3. Heightened Expectations Of Service!

Lean into technology... Manage expectations... But you must figure it out!

4. Don't Fear Artificial Intelligence & ChatGPT!

Your role as a content curator is more important than ever!

Key Learnings

Take this time of “Re...”

- RE-unite
- RE-connect
- RE-kindle
- RE-lax
- RE-set
- RE-juvenate
- RE-invigorate
- RE-imagine
- RE-invent, etc...

And be sure to add time for “ME!”

While the high demand to reconnect with others will still drive a lot of travel decisions, the thirst to find balance within one’s self and satisfy more personal & hedonistic-like needs will grow as a key motivator in the coming year...

Bottom Line: Keep Doing This!

With these trends as your cues!



Thank You!

Amir Eylon

President & CEO, Partner

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longwoods-intl.com

 LongwoodsInternational

 @Lngwds

 aeylon

 Longwoods
INTERNATIONAL



Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

July 18, 2023

Vote

James City County
Colonial Williamsburg Foundation

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

Ruth Larson, Chair
Cliff Fleet, Vice Chair

Kevin Lembke
Neal Chalkley
Denise Kellogg
Christy Coleman
Michael Claar
Chad Green

Chair Report

Treasurer's Report

Financials

- Revenue/Expenses
- Cash on Hand
- Tax Revenue

July Revenue/Expenses

	Month		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	1,205,160	1,192,727	12,433
\$1 Transient Tax	167,320	176,780	(9,460)
Maintenance of Effort Funds	38,666	25,950	12,716
Other	3,554	3,324	230
Total Revenue	1,414,699	1,398,781	15,918
EXPENSES			
Destination Marketing	1,272,266	1,231,266	(41,000)
Other Sales & Marketing	52,732	45,080	(7,652)
Labor & Benefits	113,556	132,844	19,288
Admin	26,483	29,014	2,531
Total Expenses	1,465,036	1,438,203	(26,833)
Net Revenue Expense by Month	(50,337)	(39,422)	(10,914)

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

July Cash on Hand

Operating Cash

Cash Balances	May-23		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,979	\$ 510,000	\$ (21)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 5,238,633	\$ 5,230,627	\$ 8,006
Total Cash on Hand	\$ 5,999,614	\$ 5,990,627	\$ 8,987

Jun-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,985	\$ 510,000	\$ (15)
\$ 1,000	\$ -	\$ 1,000
\$ 4,694,328	\$ 2,853,669	\$ 1,840,659
\$ 5,455,316	\$ 3,613,669	\$ 1,841,647

Jul-23		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,998	\$ 510,000	\$ (2)
\$ 1,000	\$ -	\$ 1,000
\$ 4,024,725	\$ 2,648,016	\$ 1,376,709
\$ 4,785,725	\$ 3,408,016	\$ 1,377,709

Key Sources of Funds	May-23		
	Actual	Budget	Variance
State Disbursement	\$ 1,273,853	\$ 1,535,491	\$ (261,638)
Total Gov't Sources	\$ 1,273,853	\$ 1,535,491	\$ (261,638)

Jun-23		
Actual	Budget	Variance
\$ 1,443,090	\$ 1,439,796	\$ 3,294
\$ 1,443,090	\$ 1,439,796	\$ 3,294

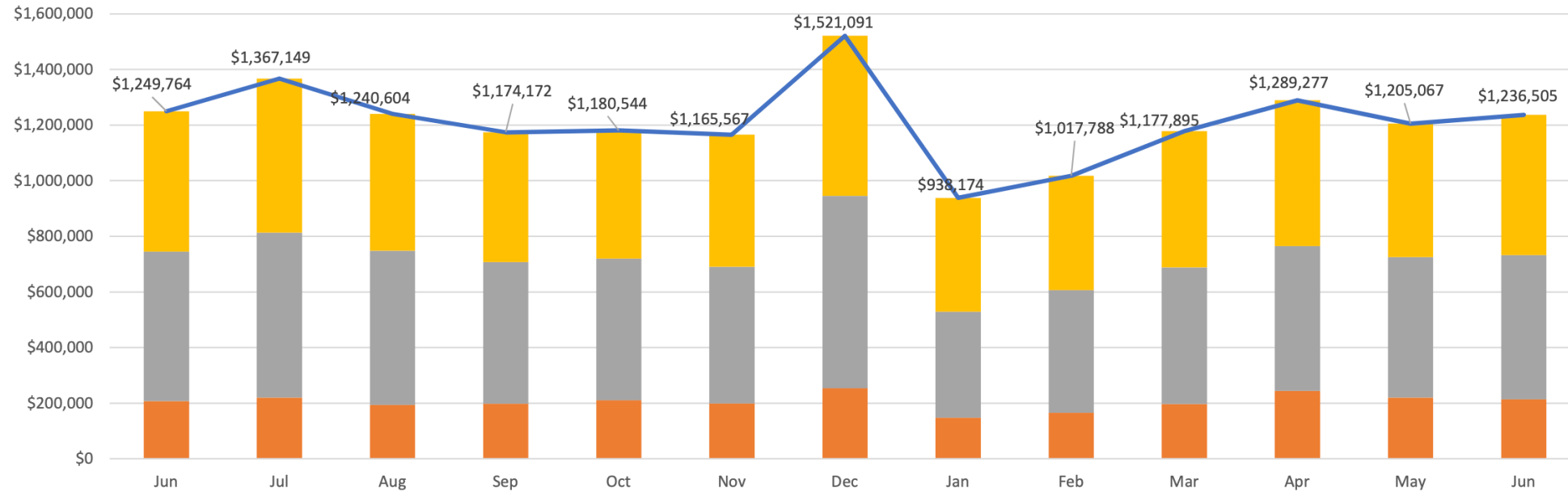
Jul-23		
Actual	Budget	Variance
\$ 1,372,480	\$ 1,369,507	\$ 2,973
\$ 1,372,480	\$ 1,369,507	\$ 2,973

Interest Earned:			
	Actual	Budget	Variance
State Interest Paid	\$ 10,210	\$ -	\$ 10,210
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Checking	\$ 5,069	\$ 63,500	\$ (58,431)
Total Interest Earned	\$ 15,285	\$ 63,500	\$ (48,215)

Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 4,953	\$ 7,500	\$ (2,547)
\$ 4,959	\$ 7,500	\$ (2,541)

Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 3,547	\$ 7,500	\$ (3,953)
\$ 3,554	\$ 7,500	\$ (3,946)

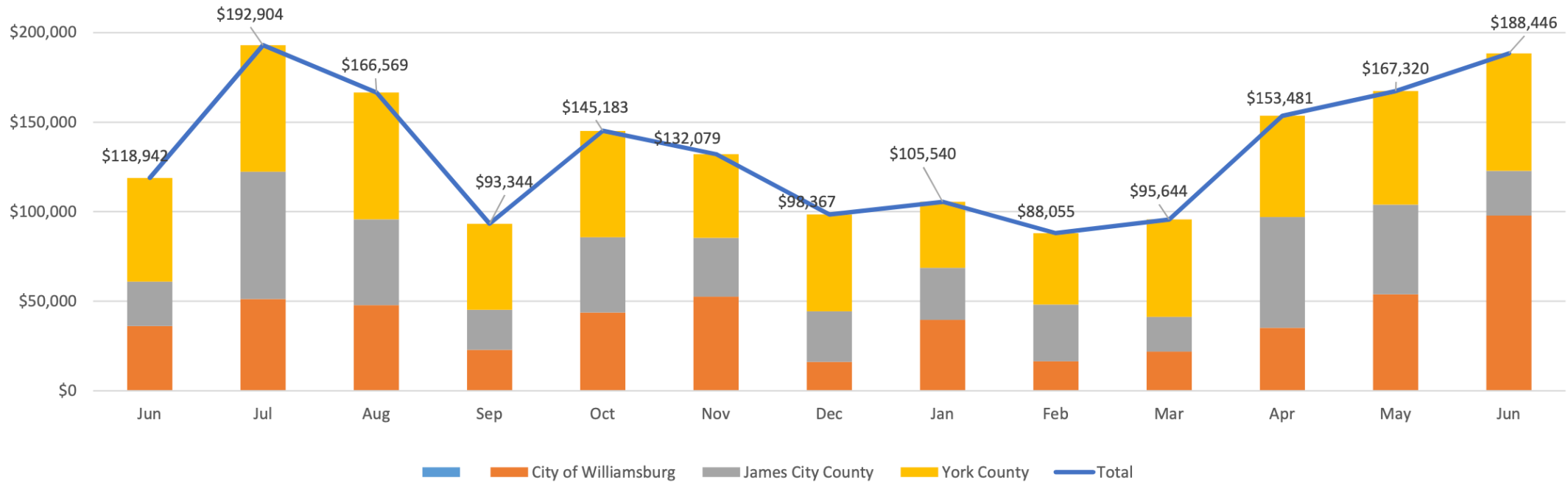
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
FY2022 / 2023	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$220,587	\$193,545	\$198,351	\$210,454	\$199,225	\$253,949	\$148,068	\$165,892	\$196,748	\$244,871	\$220,208	\$213,243	\$2,465,140
James City County	\$592,409	\$554,137	\$508,735	\$509,470	\$490,752	\$691,788	\$380,432	\$440,402	\$490,853	\$519,871	\$504,459	\$518,835	\$6,202,142
York County	\$554,153	\$492,921	\$467,086	\$460,621	\$475,590	\$575,353	\$409,675	\$411,494	\$490,295	\$524,536	\$480,400	\$504,427	\$5,846,550
Total	\$1,367,149	\$1,240,604	\$1,174,172	\$1,180,544	\$1,165,567	\$1,521,091	\$938,174	\$1,017,788	\$1,177,895	\$1,289,277	\$1,205,067	\$1,236,505	\$14,513,832
Calendar YTD Total													\$6,864,706
FY2021 / 2022	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$161,127	\$180,467	\$190,799	\$149,111	\$202,317	\$202,613	\$131,465	\$165,912	\$189,651	\$231,784	\$90,027	\$207,491	\$2,102,764
James City County	\$585,238	\$488,021	\$471,923	\$544,978	\$575,357	\$684,676	\$350,997	\$360,658	\$481,969	\$525,667	\$629,207	\$537,213	\$6,235,905
York County	\$548,283	\$400,511	\$512,710	\$443,940	\$417,723	\$567,395	\$371,471	\$375,763	\$482,470	\$489,605	\$475,929	\$505,060	\$5,590,860
Total	\$1,294,648	\$1,069,000	\$1,175,432	\$1,138,030	\$1,195,397	\$1,454,684	\$853,933	\$902,333	\$1,054,706	\$1,247,055	\$1,195,162	\$1,249,764	\$13,830,145
Calendar YTD Total													\$6,502,954

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

Transient Tax



Transient Tax \$1 of the \$2													
FY2022 / 2023	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$51,383	\$47,851	\$22,852	\$43,719	\$52,725	\$16,250	\$39,621	\$16,525	\$21,985	\$35,178	\$54,023	\$97,914	\$500,026
James City County	\$70,889	\$47,765	\$22,287	\$41,935	\$32,628	\$28,103	\$29,026	\$31,700	\$19,309	\$61,820	\$49,960	\$24,973	\$460,395
York County	\$70,632	\$70,953	\$48,205	\$59,529	\$46,735	\$54,014	\$36,893	\$39,830	\$54,350	\$56,483	\$63,337	\$65,559	\$666,520
Total	\$192,904	\$166,569	\$93,344	\$145,183	\$132,088	\$98,367	\$105,540	\$88,055	\$95,644	\$153,481	\$167,320	\$188,446	\$1,626,941
Calendar YTD Total													\$798,486
FY2021 / 2022	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$35,851	\$80,268	\$9,465	\$66,183	\$14,661	\$41,856	\$30,655	\$31,478	\$11,790	\$52,009	\$58,379	\$36,281	\$468,876
James City County	\$31,557	\$56,393	\$39,182	\$40,829	\$44,154	\$19,433	\$28,881	\$23,543	\$22,353	\$33,659	\$63,164	\$24,694	\$427,842
York County	\$69,741	\$59,392	\$43,582	\$58,589	\$44,756	\$54,079	\$33,590	\$42,683	\$48,958	\$62,258	\$55,238	\$57,967	\$630,833
Total	\$137,149	\$196,053	\$92,229	\$165,601	\$103,571	\$115,368	\$93,126	\$97,704	\$83,101	\$147,926	\$176,781	\$118,942	\$1,527,551
Calendar YTD Total													\$717,580

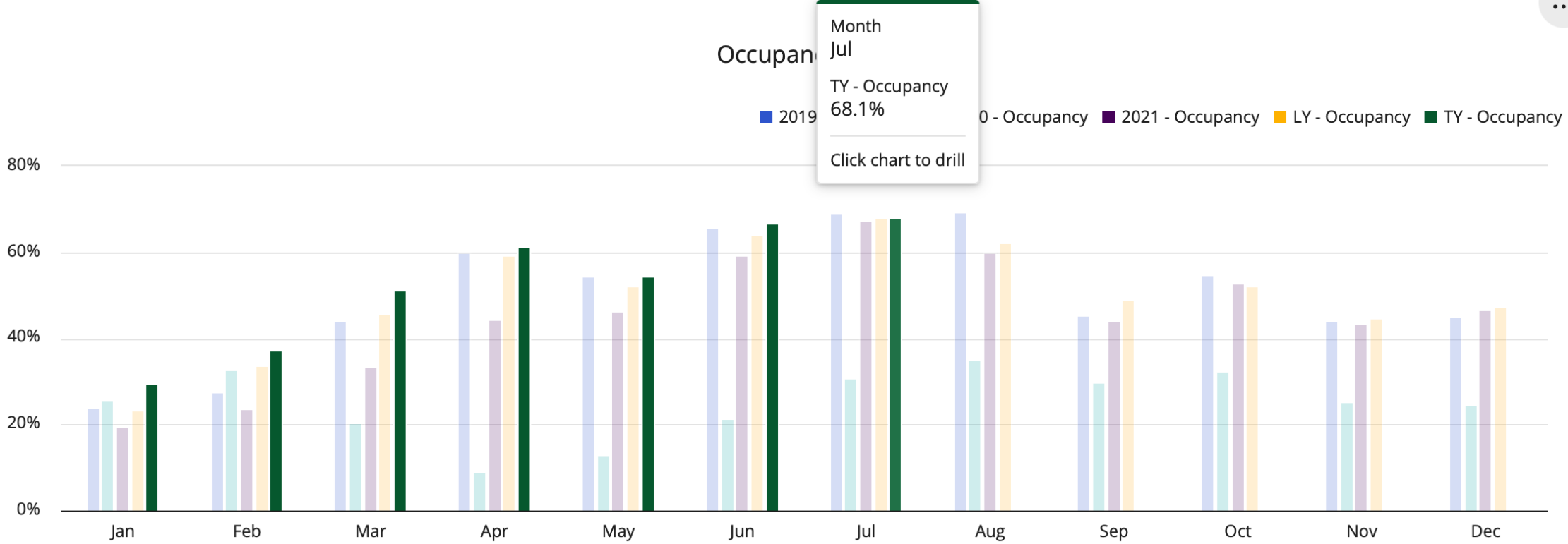
*Source: York County, Office of the Commissioner of Revenue

Executive Director and CEO Report

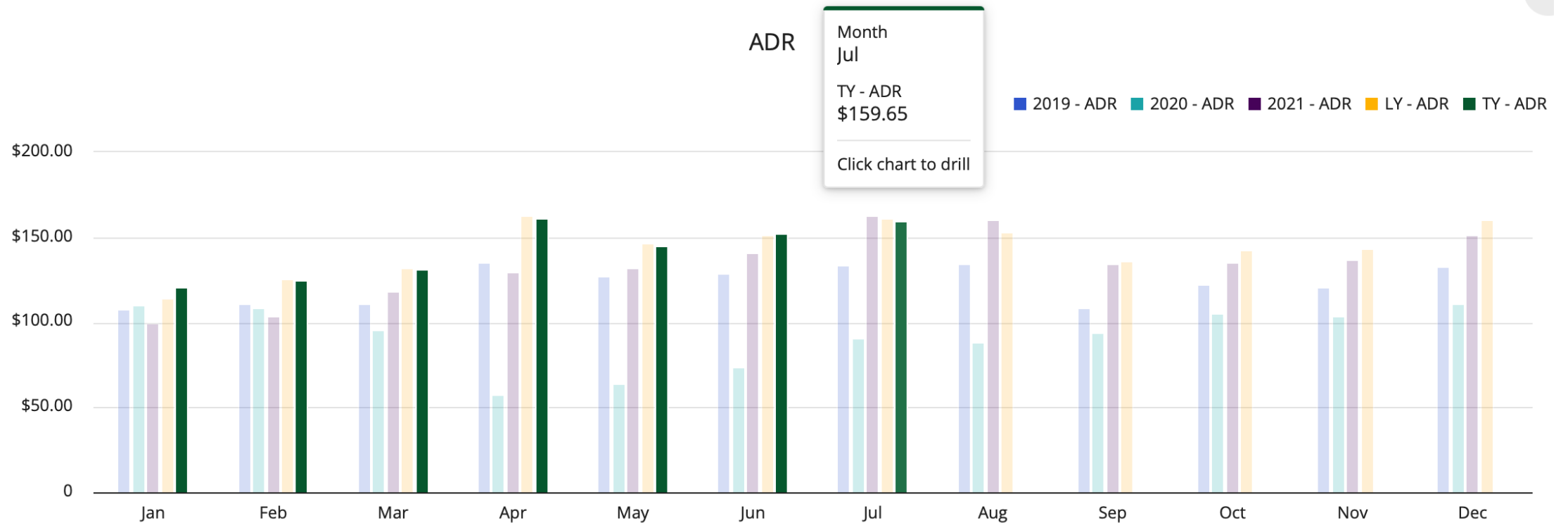
Key Performance Indicators

Marketing/Public Relations/Sales

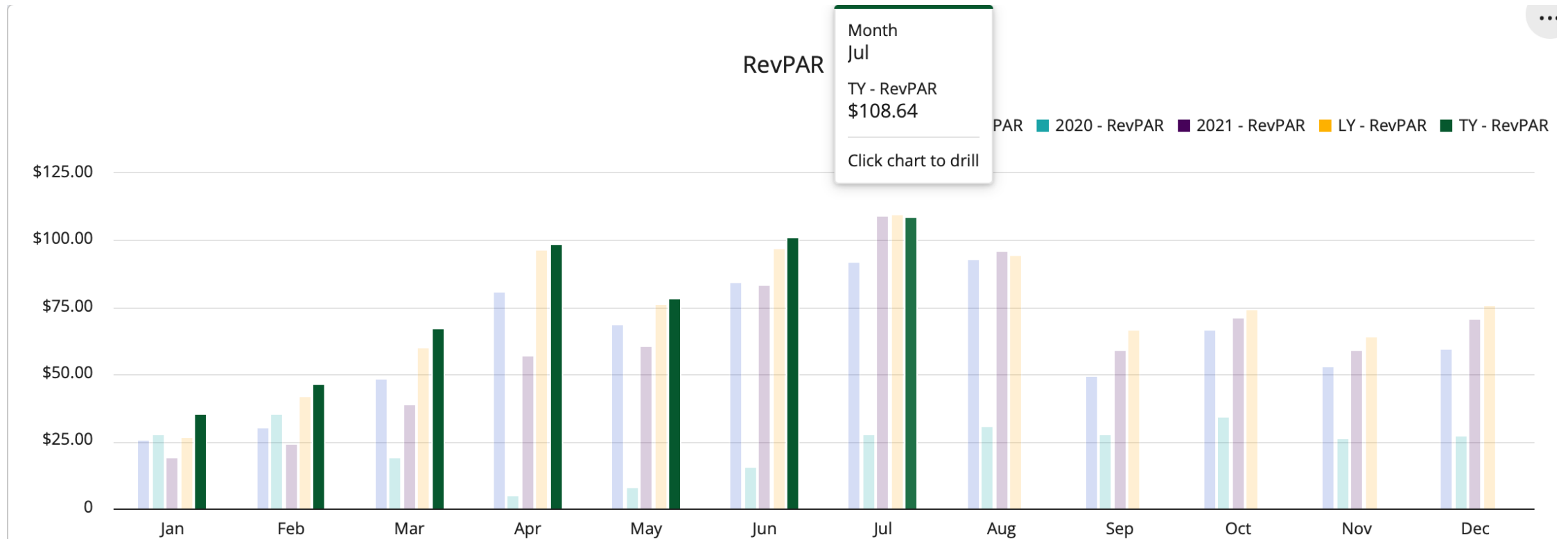
STR: Occupancy



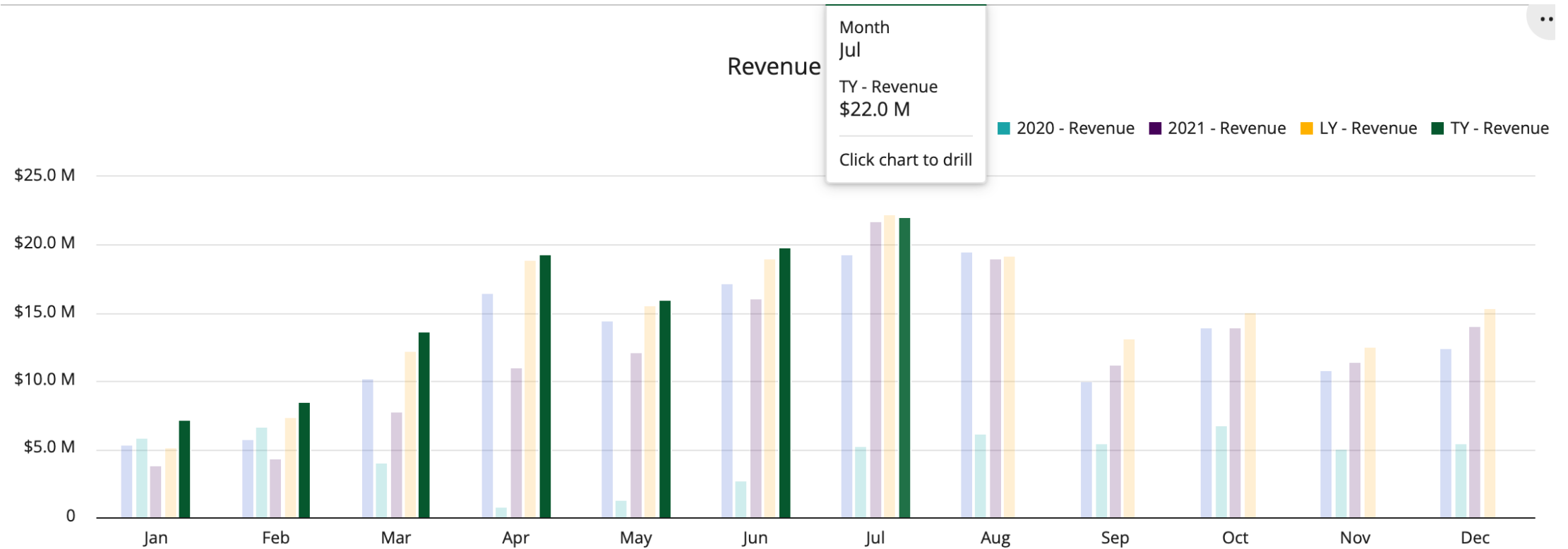
STR: Average Daily Rate



STR: RevPAR



STR: Revenue



STR: Comparison to 2022

Occupancy

52.6%

ADR

\$142

Demand

730.7 K

Revenue

\$106.5 M

YTD % Change

6.3%

YTD % Change

-0.0%

YTD % Change

6.8%

YTD % Change

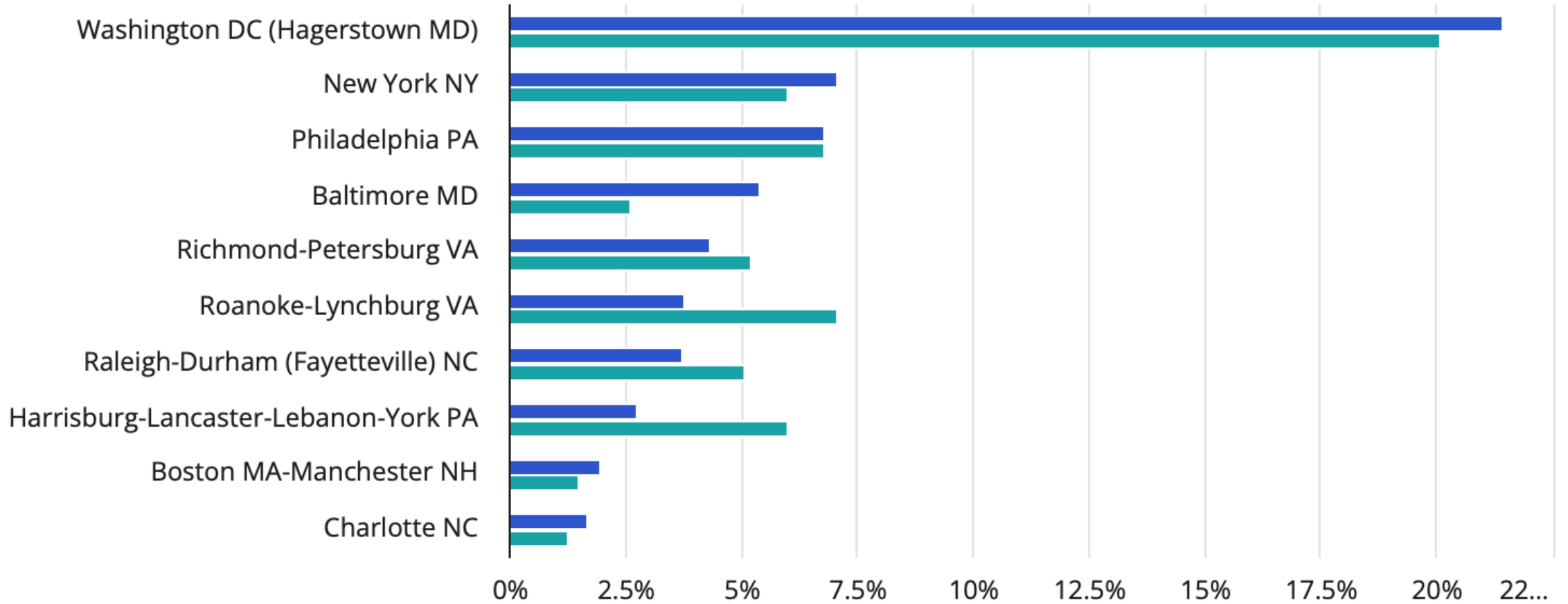
5.7%

STR: Comparison to 2019

YTD Occupancy 52.7%	YTD ADR \$145.75	YTD RevPAR \$76.81
YTD 2019 Occupancy 49.4%	YTD 2019 ADR \$125.38	YTD 2019 RevPAR \$61.93
Occ % Point Change YTD from 2019 +3.3%	ADR % Change YTD from 2019 +16.2%	RevPAR % Change YTD from 2019 +24.0%

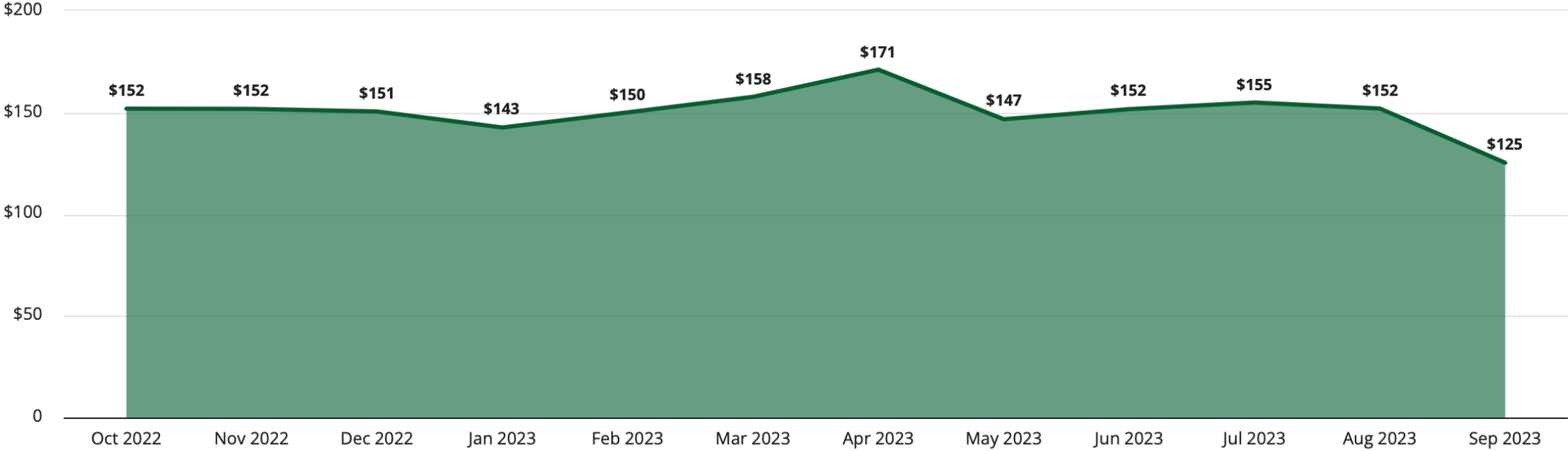
Top Origin Markets

■ Visitors % of Total ■ Visitor Spending % of Total



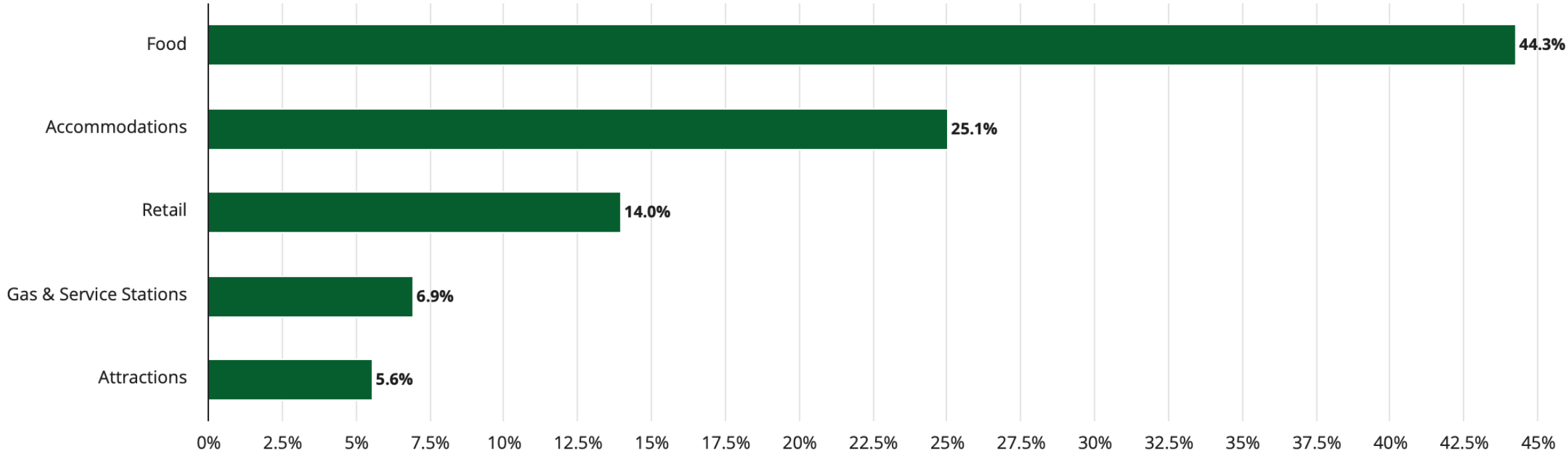
*Source: Near and Affinity

Average Visitor Spend Per Month



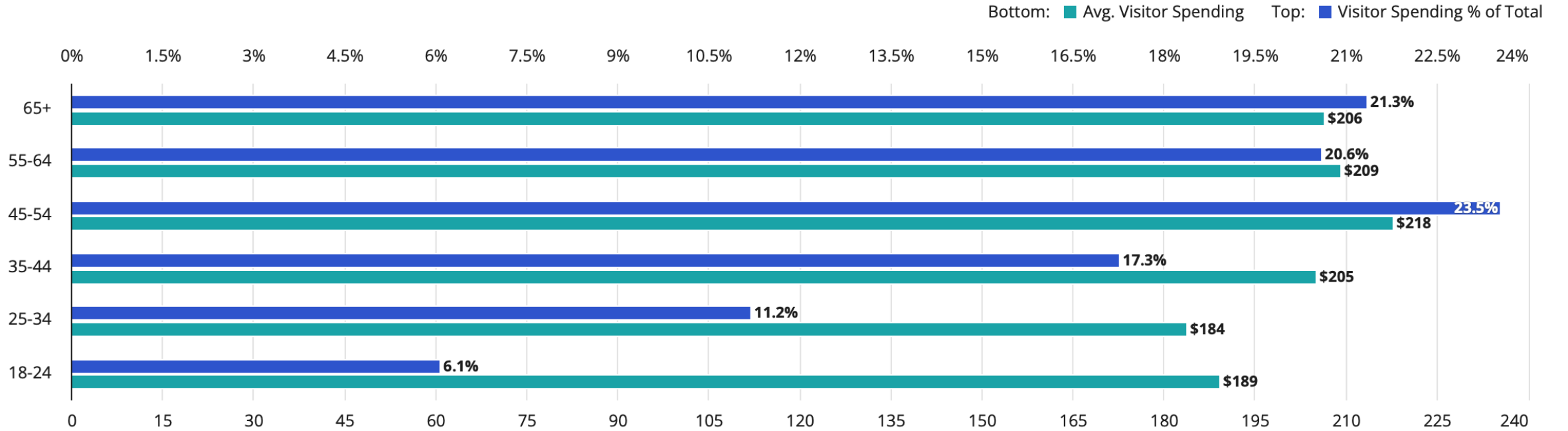
*Source: Affinity

Average Visitor Spend By Category



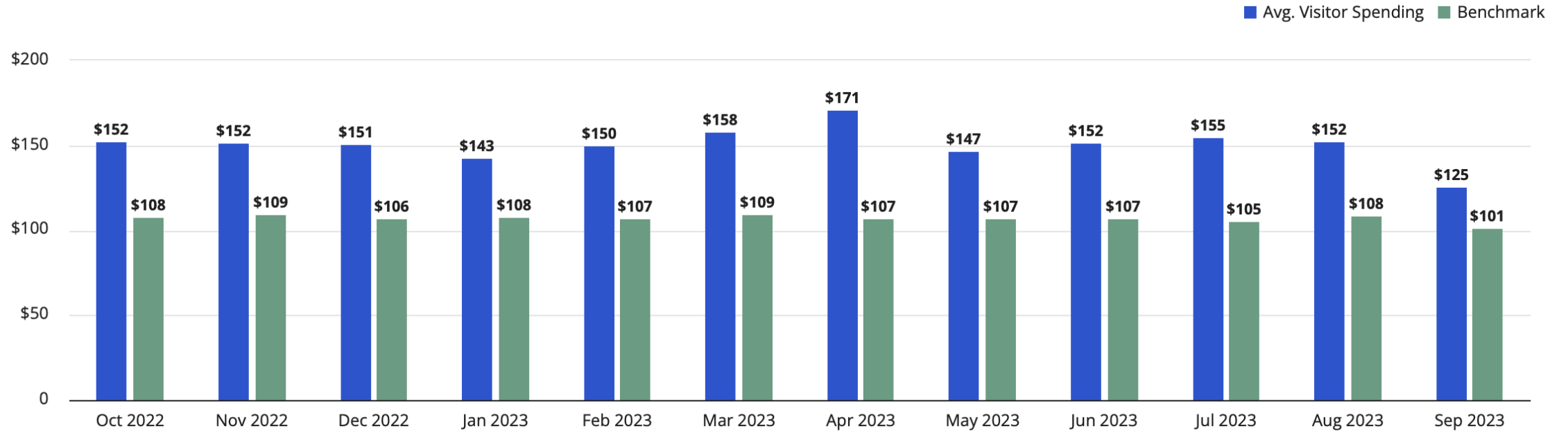
*Source: Affinity

Visitor Spend By Age Group



*Source: Affinity

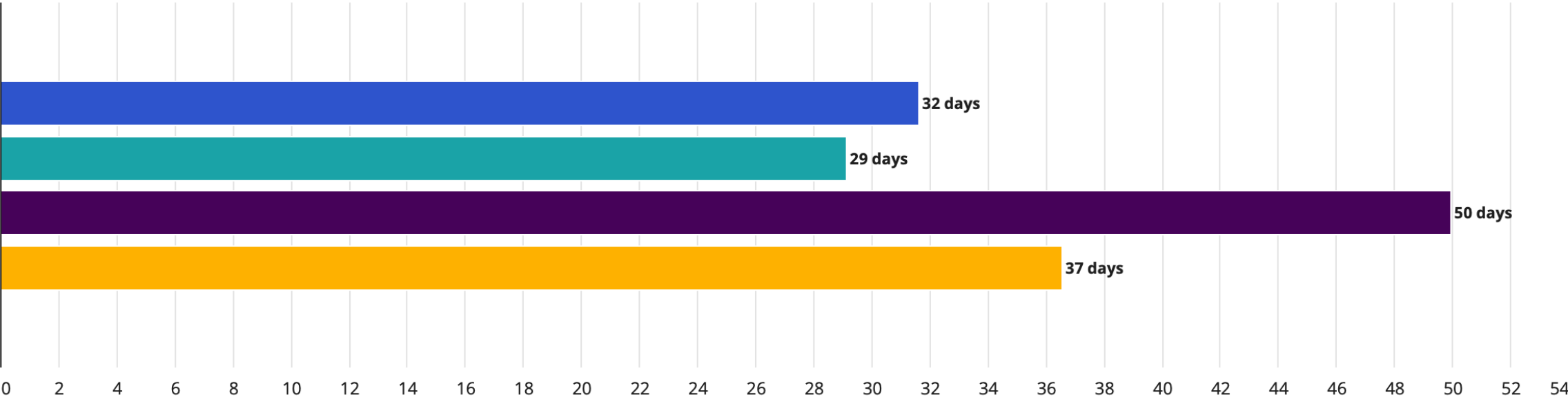
Benchmark Comparison: Average Visitor Spend Per Month



*Source: Affinity

View-to-Visit Window

■ Winter Avg. View to Visit Window ■ Spring Avg. View to Visit Window ■ Summer Avg. View to Visit Window ■ Fall Avg. View to Visit Window



*Source: Affinity

Marketing

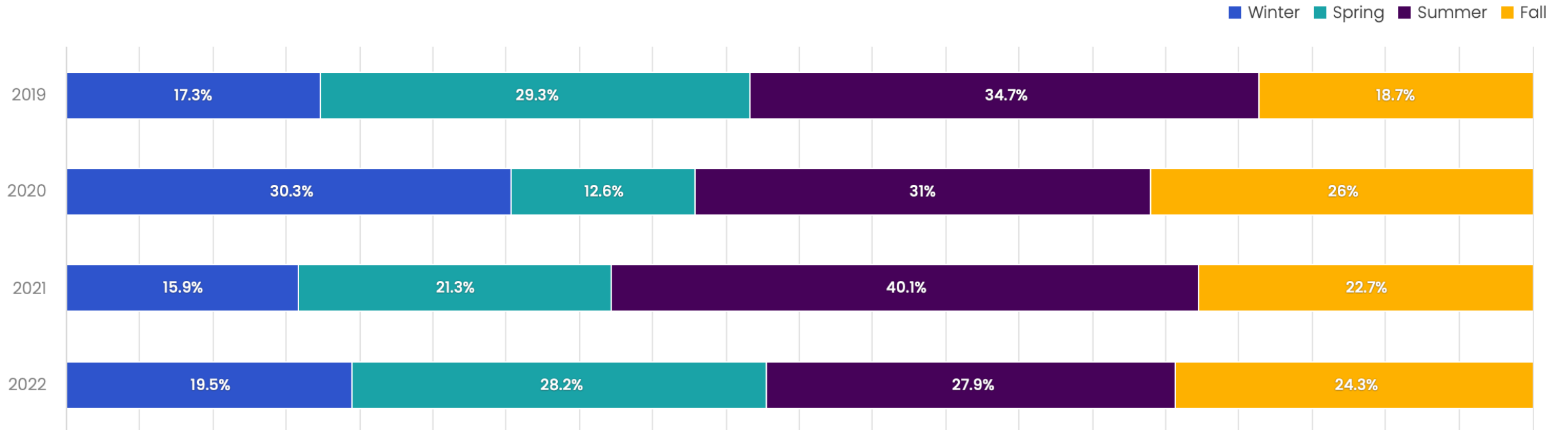
Creative, Performance

MEDIA STRATEGY

2023 optimization will provide greater emphasis on key KPIs of bookings and site traffic.

- **Market Evolution:** Lean into core historic markets with greater visibility in broadcast, strengthen recent expansion markets, and integrate digitally into new test market
- **Endemic Lean In:** Increase lower-funnel booking support by bringing in new travel endemics partners for increased visibility among our audiences
- **KPI Refinement:** Continue to test opportunities to own more site traffic by directing greater volume of traffic to Visit Williamsburg versus partner sites
- **Cookieless Expansion:** Integrate more platforms and partners to continue to evolve programs away from cookie reliance

Seasonal Visitation Trends

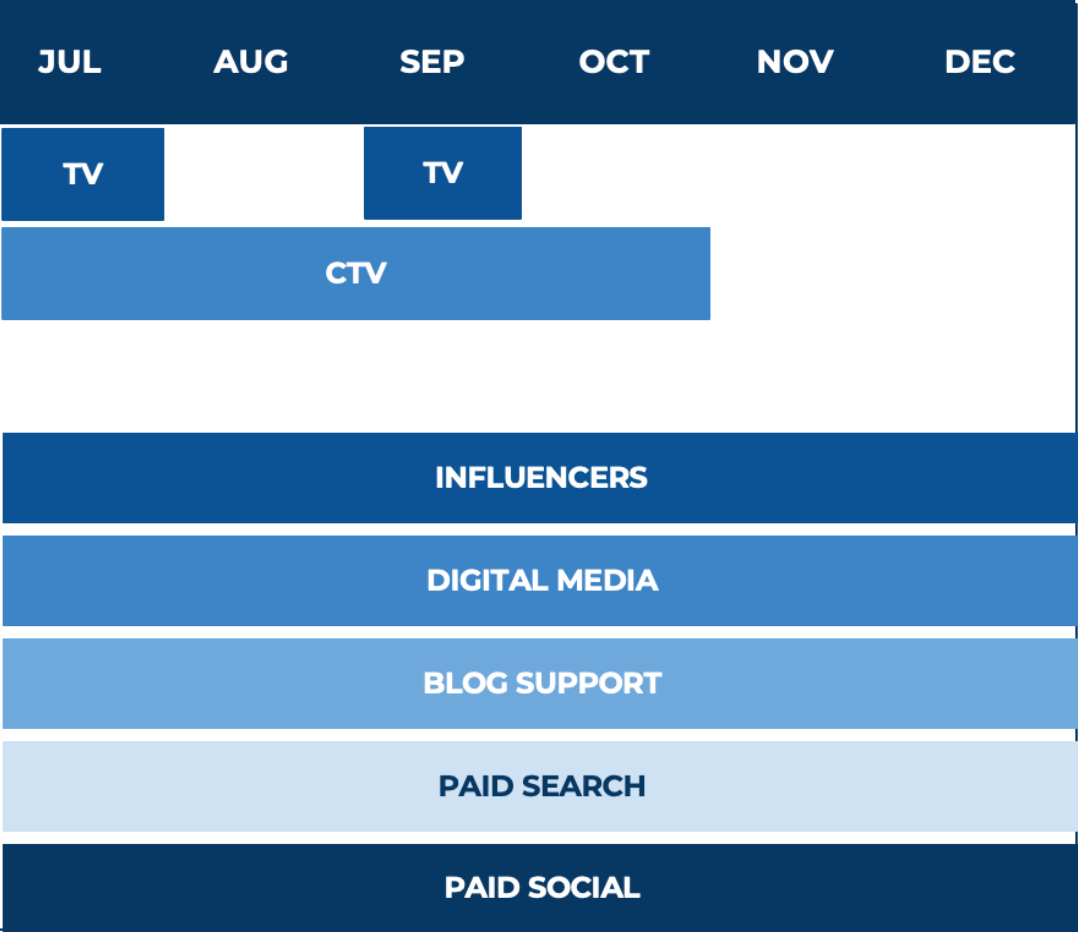


*Source: Near

Flighting Strategy

AUG - OCT	NOV - DEC
15%	10%

FALL	HOLIDAY
<i>CTV</i> <i>Display</i> <i>Streaming Audio</i> <i>Paid Social</i> <i>Paid Search</i> <i>Paid Blog Support</i> <i>Influencer</i> <i>Email Marketing</i> <i>Co-op Marketing</i>	<i>CTV</i> <i>Display</i> <i>Streaming Audio</i> <i>Paid Social</i> <i>Paid Search</i> <i>Paid Blog Support</i> <i>Influencer</i> <i>Email Marketing</i> <i>Co-op Marketing</i>



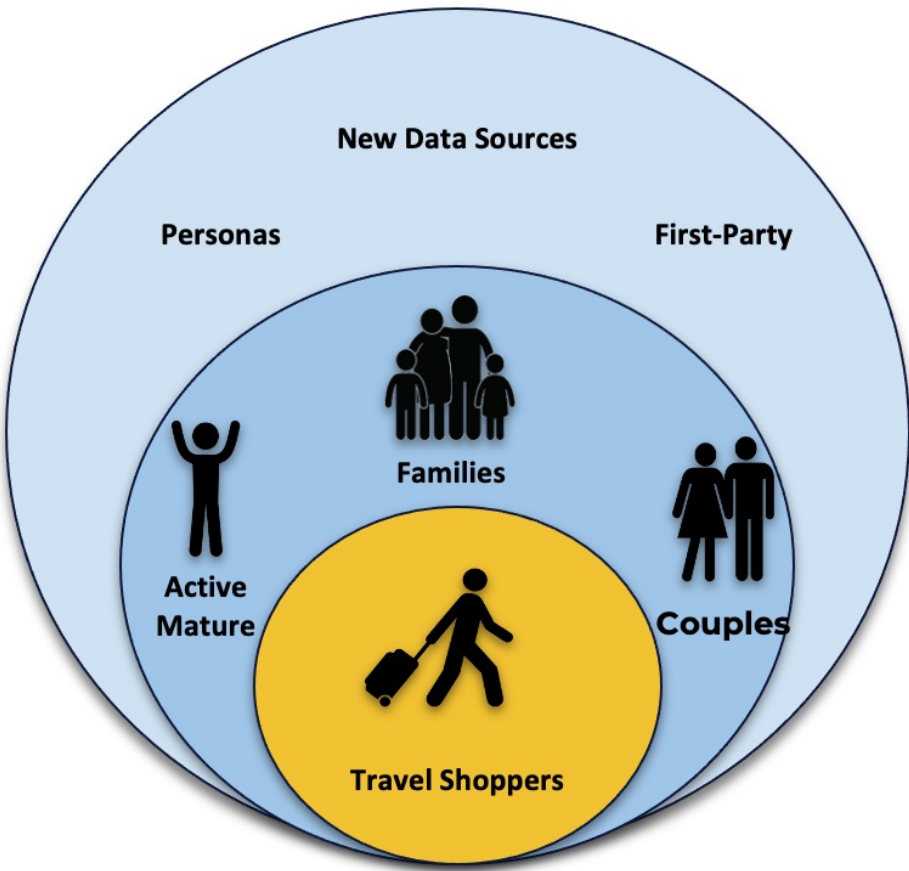
MARKET STRATEGY

SATURATE	INFLUENCE	ELEVATE	ESTABLISH	MAINTAIN
<p>Maximize potential of strongest organic markets</p> <p>Top 10 organic</p>	<p>Continue to impact markets influenced by paid support</p> <p>Pushed to top 10 via paid efforts</p>	<p>Raise profile in smaller heritage markets</p>	<p>Allow more development time for new 2022 markets</p> <p>Begin testing one new market digitally</p>	<p>Heritage coverage in local feeder markets via digital</p>
<p>Washington DC</p> <p>New York</p> <p>Baltimore</p> <p>Raleigh-Durham</p>	<p>Philadelphia</p> <p>Harrisburg, PA</p> <p>Pittsburgh</p> <p>Charlotte</p> <p>Boston</p>	<p>Charlottesville</p> <p>Salisbury</p> <p>Roanoke</p> <p>Greenville-New Bern</p>	<p>Cleveland</p> <p>Columbus</p> <p>Atlanta (digital-only)</p>	<p>Harrisonburg, VA</p> <p>Greensboro-High Point - Winston Salem, NC</p> <p>Florence-Myrtle Beach, SC</p> <p>Johnstown-Altoona-State College, PA</p> <p>Wilkes-Barre, PA</p> <p>Knoxville, TN</p>

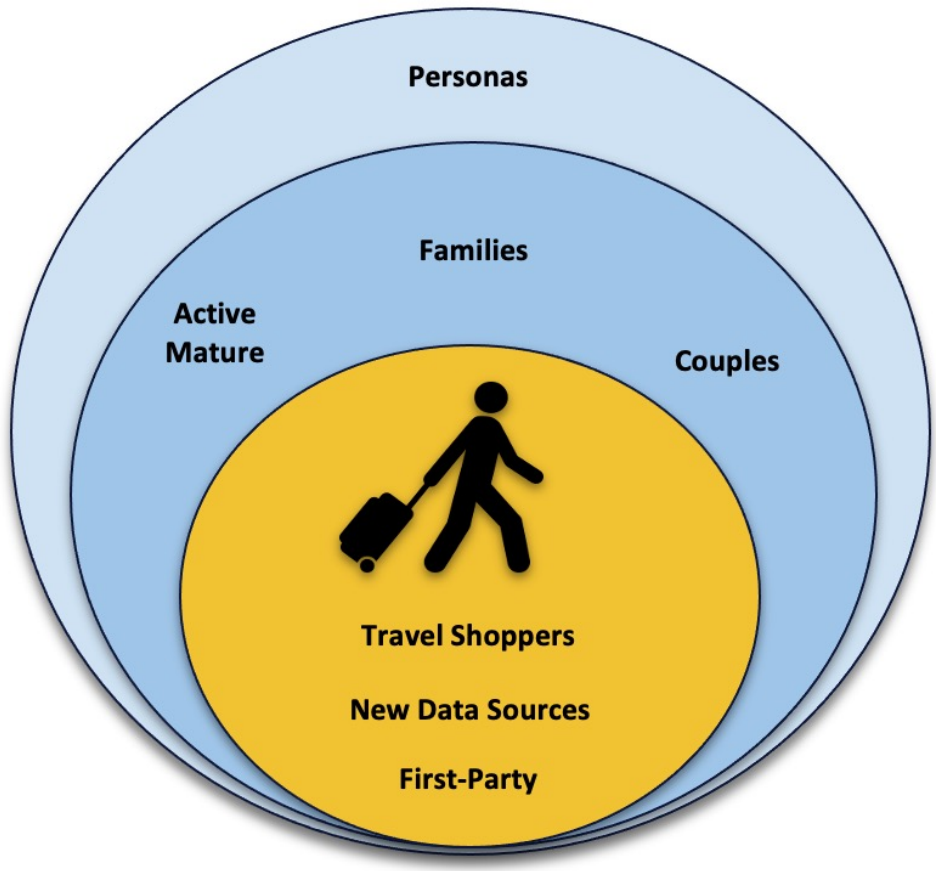
AUDIENCE

To continue to maximize bookings, active travel shoppers will be an increased focus, while maintaining overall audience targeting across mature, families, and couples.

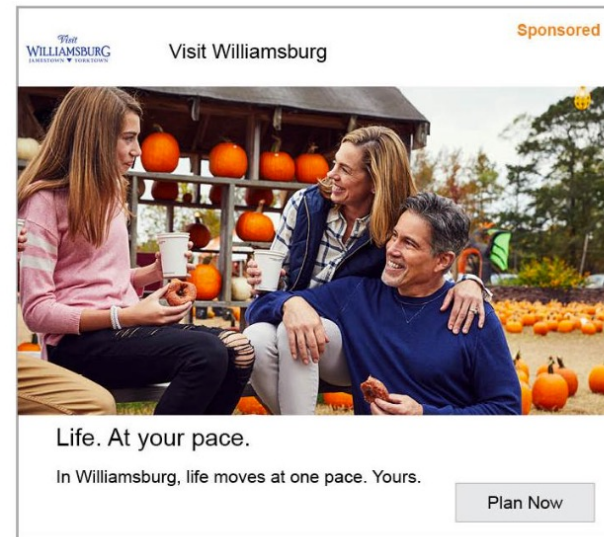
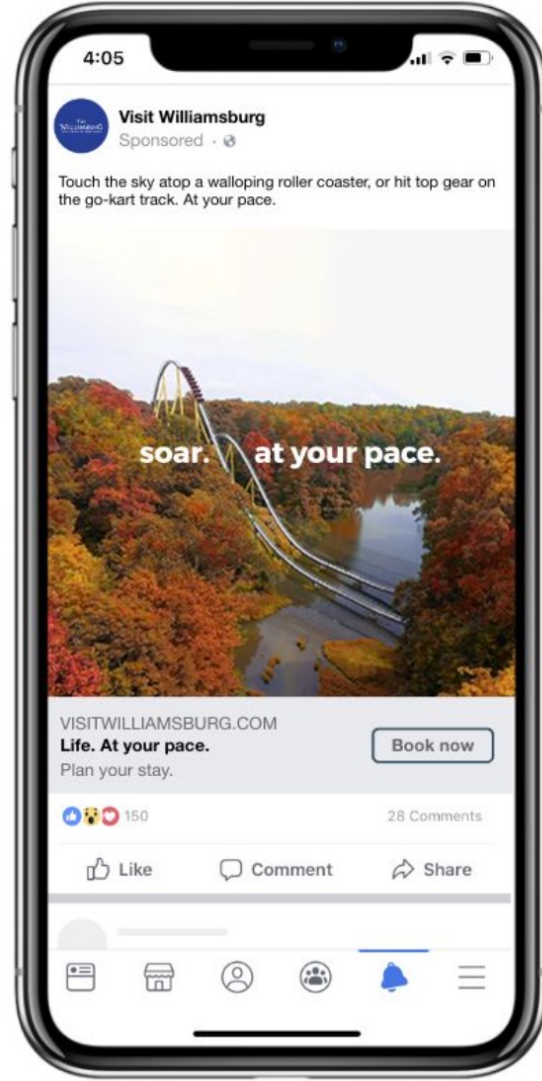
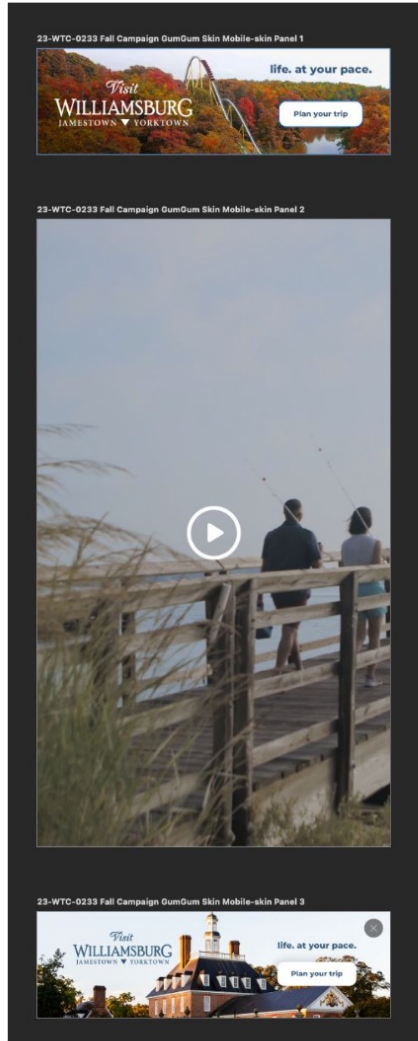
2022



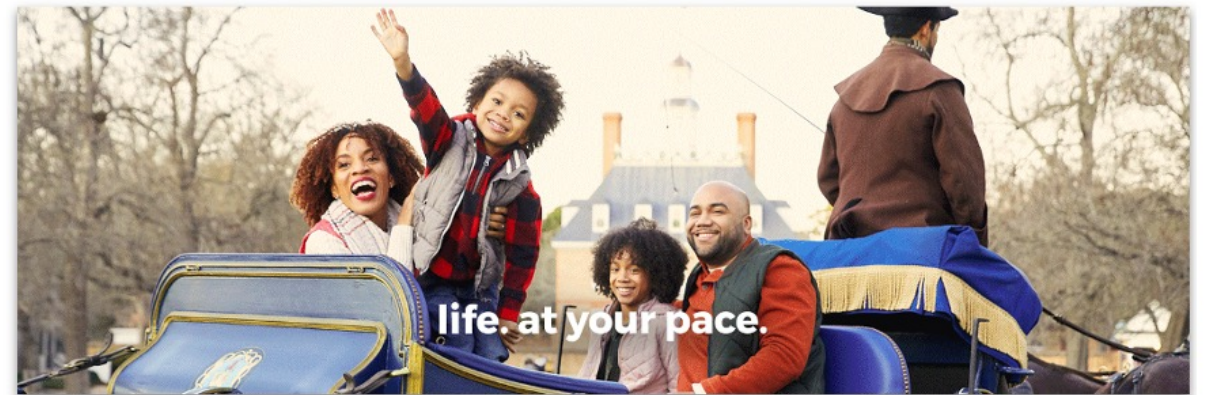
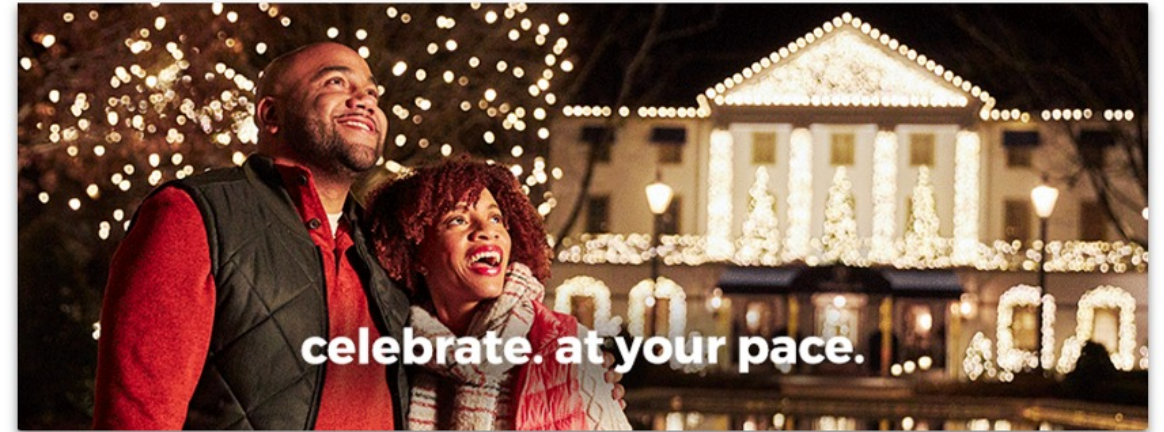
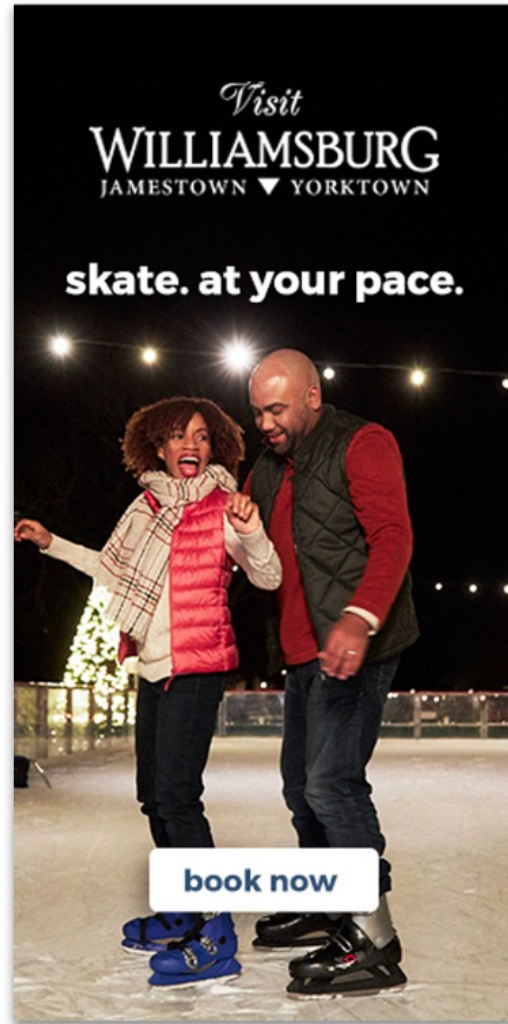
2023



Sample Digital Creative



Sample Digital Creative




YTD Digital Advertising Performance

114,000+
hotel searches by
ad audience*

 **20%**

Site sessions from
paid digital channels

 **8%**
digital advertising
booking conversion rate











66,000+
flight searches by
ad audience*

10M

Paid TikTok
video views

 **24%**
Paid Search
CTR

Top ad-attributed geo markets by hotel bookings

	Markets	% of Booking ▾
1.	Washington, DC, US	19.9% 
2.	New York, NY, US	10.9% 
3.	Philadelphia, PA, US	7.8% 
4.	Baltimore, MD, US	6.3% 
5.	Norfolk, VA, US	5.5% 
6.	Raleigh-durham, NC, US	4.7% 
7.	Roanoke, VA, US	3.4% 
8.	San Francisco Bay Area, CA, US	2.9% 
9.	Boston, MA, US	2.9% 
10.	Richmond, VA, US	2.8% 

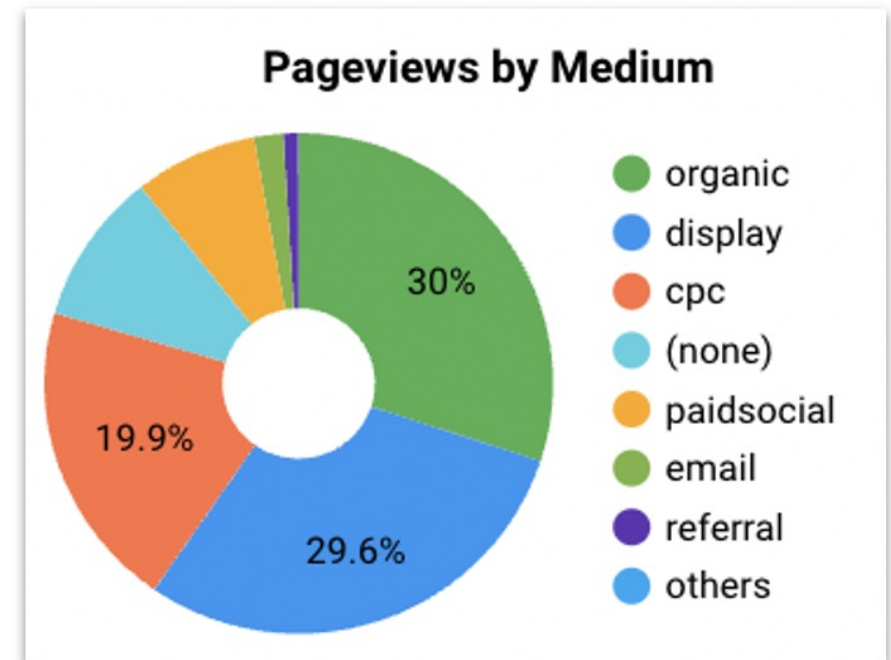
*Source: Adara Impact 2023

*Source: Adara

2023 growth market based on high indicators of opportunity across multiple data sources (Adara Impact, Zartico, Sojern)

Integrated into digital programs to evaluate growth potential: CTV, Paid Search, Digital

Results To-Date	
#3	Market ranking based on website pageviews YTD at 104K
↑ 226%	YoY increase in overall site traffic from Atlanta (295% increase in overall Georgia)
↑ 49%	YoY organic site traffic increase from Georgia



475K

YTD site visits

33%

site visits from online search
(paid and organic)

Top Source Markets

VA	16.9%
NY	13.5%
PA	7.6%
NC	7.1%
GA	6.2%

Top Blog Posts YTD

- Traveling With Kids: Family Friendly Getaway
- Must See Places in Williamsburg: A Local Point View
- How Black History Being Preserved Williamsburg
- 7 Reasons Why Williamsburg is Great Families
- 7 Places Stay in Williamsburg Summer
- Spring It
- 10 Great Free Things To Do In Williamsburg
- Williamsburg Animal Attractions Are Best in Breed
- 15 Ideas Long Weekend Getaway Your Kids
- 7 Things To Do For First Time Visitors To Williamsburg
- Free Concerts Rock Williamsburg This Summer
- Golf Courses in Williamsburg



Traveling with Kids: A Family-Friendly Getaway in Williamsburg

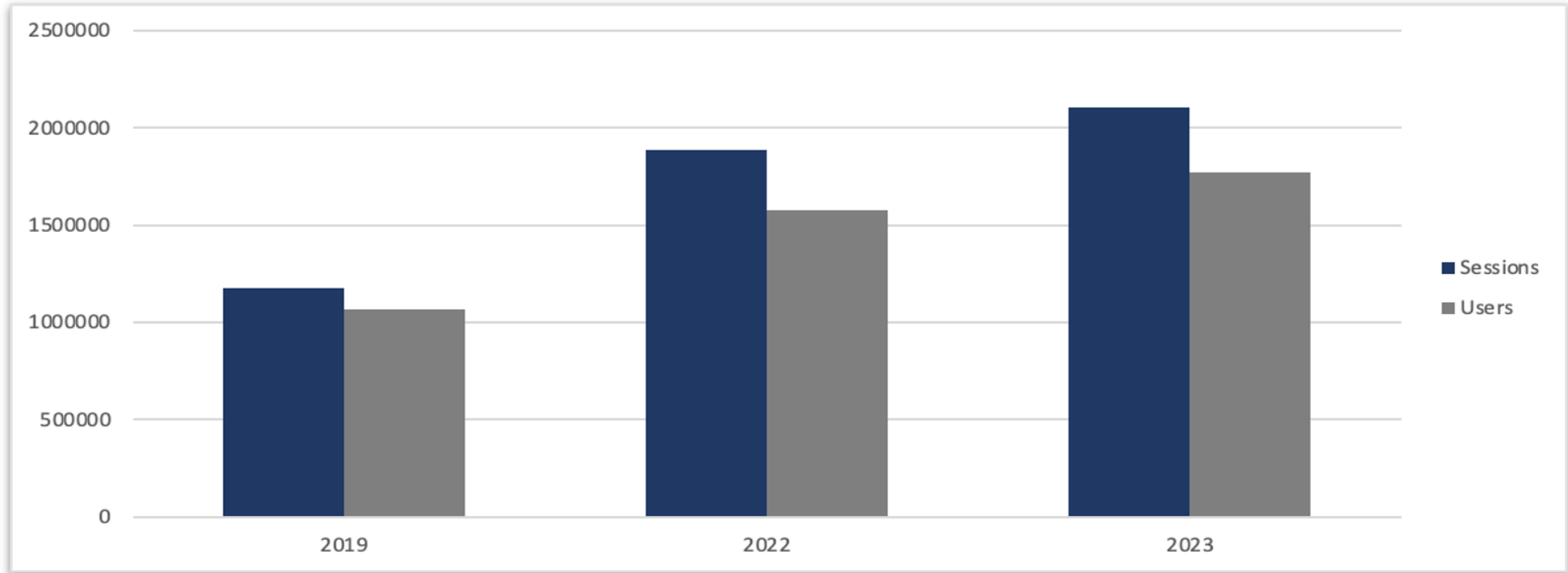
[READ MORE](#)



Must-See Places in Williamsburg from a Local's Point of View

[READ MORE](#)

YTD Website Performance



	Sessions	Users
Vs. 2019	+79%	+66%
Vs. 2022	+12%	+12%

New and Improved: visitwilliamsburg.com



- All new design to reflect current branding style and refreshed approach to content strategy based on best practices
- New, mobile-friendly experience with tools and features for both visitors and industry partners
- New industry partner portal on integrated CMS/CRM platform
- Partners will avail of training for the new portal on the Visit Williamsburg website

July/August: Familiarization Tours



Writer:
Sandra Mathieu



Influencer:
Shay Spence



Writer:
Hannah Le Leidy



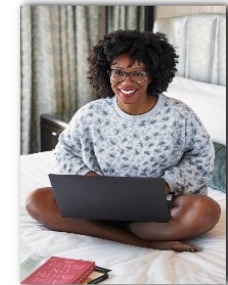
Influencer:
Cynthia Andrew



Writer:
John Smith



Influencer:
Annie Jiang



Writer:
Adrienne Jordan

July/August: Influencer Program

1.2M+

Impressions*

124K+

Engagements*

*includes content that went live from Courtney Vondran (LGBTQ+ travel), Helene Sula (couples trip), Shay Spence (food/drink & entertainment) during these months

UPCOMING FAMS & CONTENT:

- **SEPTEMBER** - Jennifer Allen, accessible family travel
- **OCTOBER** - Tee George, hiking & outdoors
- **OCTOBER** - Cameron & Lauren Hamilton, (*Love Is Blind*) couples trip

July/August: Organic Social Performance

Continued focus on content quality, production of new content, and investment across paid channels, continues to drive strong social media performance.

↑ 20%

YoY growth in followers

Giving greater opportunity to drive awareness and engagement



↑ 49%

YoY increase in engagement rates

Proving our content is resonating with audiences better than ever before



↑ 118%

YoY video views

Driven by increased focus on short-form video creation



Public Relations

July/August 2023 Performance

July 1– Aug 31, 2023

Global Impressions

54.1 Million

13

Placements

*YoY 2022 – 440.8 Million Impressions & 15 Placements

Key Media Placements




“21 of Our Favorite Thanksgiving Getaways 2023”

TRAVEL+
LEISURE

“Travel + Leisure Readers’ 15 Favorite Cities in the United States of 2023”

Key Media Placements cont.


7 Road Trip-Worthy Amusement Parks

Buckle up and hit the road for an epic drive trip adventure to some of the country's top amusement parks.


JEANETTE ZINNO • AUGUST 21, 2023 • 0 COMMENTS

Busch Gardens

Williamsburg, Va.


Head to the historical town of Williamsburg, Virginia, to be transported to this charming European-themed and immaculately landscaped adventure park, voted the "World's Most Beautiful Amusement Park" by the National Amusement Park Historical Association. This popular road trip destination has more than 50 roller coasters and rides, including the newest addition, the Pantheon, the world's fastest multi-launch coaster. Take a break and visit one of the European-themed eateries, like an Irish pub or a German pretzel house.

Beyond the park, you can explore the Historic Triangle of Colonial Williamsburg, Yorktown and Jamestown. Williamsburg is also home to the AAA Four Diamond **Kingsmill Resort** on the stunning James River.


21 of Our Favorite Thanksgiving Getaways 2023

Make the most of your Thanksgiving break with a great getaway. Practice yoga surrounded by hummingbirds, explore a USS battleship or eat your fill of po' boys and gumbo on a Cajun food trail.


By: Lynn Coulter



Brian Newson/The Colonial Williamsburg Foundation

Williamsburg, Virginia

The best leaf-peeping in Virginia may be over by late November, but there's still plenty to see and do on a Thanksgiving getaway. Williamsburg, in the middle of the Eastern Seaboard, draws visitors to its battlefields, historic towns and its popular living history museum. Colonial Williamsburg, Kingsmill Resort is a good base for activities and boasts two championship golf courses, a large indoor pool and a million-dollar spa. Shop the Williamsburg Farmers Market from 8 a.m. to noon on Saturdays through December or look for arts and crafts, produce and baked goods, also on Saturday mornings, at Yorktown Market Days. Catch the Foods & Feasts of Colonial Virginia at the Jamestown Settlement and American Revolution Museums at Yorktown from Nov. 24-25, 2023, to explore 17th- and 18th-century foodways. On Black Friday, the day after Thanksgiving, pick up discounts at Michael Kors, Nautica and other stores at Williamsburg Premium Outlets. Again, check for days and times of operations for these and other attractions around the holiday.




Where To Next - A Travel Podcast With Francesca

Where To Next - A Travel Podcast With Francesca

Where To Next - A Travel Podcast With Francesca

Vicki Cimino, CEO - Visit Williamsburg

Jul 5, 2023



Vicki Cimino, CEO - Visit Williamsburg



Travel + Leisure readers selected Williamsburg as #11 out of 15 best cities in the US in its annual "World's Best Awards" survey.

Southern Living

Southern Living named Williamsburg the #18 "Festive Small Town for a Charming Christmas Getaway."

Sales

July/August 2023 Performance

July/August: Shows/Events

***Student & Youth Travel Association (SYTA)
Socials ARTECHOUSE***

July 20 – Washington, D.C.

***Student & Youth Travel Association (SYTA)
Annual Conference***

August 18 - 22 – Winnipeg, Manitoba, Canada

Connect Marketplace

August 22 - 24 – Detroit, Michigan

Virginia Motorcoach Association (VMA)

August 22 - 24 – Cherokee, North Carolina



Student and Youth Travel Association (SYTA) Destination Spotlight



July/August/September: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
7/07/2023	International Inbound Travel Association	548
7/12/2023	Eastern Diocese Church of Christ (Holiness) U.S.A.	52
7/12/2023	Association of College and University Printers	362
7/13/2023	The Hamilton Family Reunion	165
7/20/2023	UFFL – United Flag Football League – Summer Nationals	1510
7/20/2023	Riverside Regional Medical Center – Faculty Retreat	10
7/27/2023	Emereau: Bladen Charter School	130
7/27/2023	Capital Region USA	240
7/27/2023	Society of Government Meeting Professionals	1050
8/04/2023	UFFL – United Flag Football League – Summer 2024 Tournament	1010
8/07/2023	Strong Bonds Training	44
8/07/2023	Moseley Architects Busch Gardens Adventure	200
8/07/2023	Southeastern Electric Exchange, Inc	76
8/07/2023	Southeastern Electric Exchange, Inc	110
08/17/2023	New Market Tour Series #1 & #2	840
8/18/2023	Premier Planning Partners	905
09/01/2023	Eagle Rock Tours	104
09/06/2023	American Wagyu Association	700
09/06/2023	Grand Classroom/Charleston Collegiate	25
09/06/2023	The Nursing Organizations Alliance (NOA)	320

July/August: Definite Bookings

DATE	BOOKING	PROPERTY	ROOM NIGHTS
08/03 – 08/05/2023	Smyrna Baptist Church Youth Group	La Quinta Inn and Suites	30
09/01 – 09/02/2023	United Flag Football League (UFFL)	Comfort Inn Gateway	64
09/04 – 09/08/2023	Operational Coordination Working Group	Holiday Inn Gateway	120
09/10 – 09/16/2023	Road Scholar Tours	Williamsburg Lodge	75
09/17 – 09/24/2023	Road Scholar Tours	Double Tree by Hilton Williamsburg	66
09/30 – 10/01/2023	Moseley Architects Busch Gardens Adventure	The Historic Powhatan Williamsburg	200
10/01 – 10/08/2023	Road Scholar Tours	Double Tree by Hilton Williamsburg	75
10/08 – 10/14/2023	Road Scholar Tours	Williamsburg Lodge	75
10/9 – 10/11/2023	EF Explorer	Holiday Inn Express Busch Gardens	52
10/14 -10/17/2023	EF Explorer	Holiday Inn & Suites Gateway	54
10/14 - 10/18/2023	EF Explorer	Comfort Inn Williamsburg	22
10/26 – 10/28/2023	EF Explorer	Holiday Inn Busch Gardens	36
10/27 – 10/29/2023	Mars Companies	Holiday Inn Express Williamsburg North	50
10/27 – 10/29/2023	Landmark Tours	Williamsburg Woodlands Hotel	40
11/30 – 12/05/2023	Road Scholar Tours	Williamsburg Lodge	40
05/19 – 05/23/2024	Southeastern Electric Exchange, Inc	Williamsburg Lodge	110

Upcoming Shows/Events

Capital Region USA Global Tourism Exchange

September 18 – 20 – Annapolis, Maryland

Virginia Society of Association Executives

October 4 – 5 – Richmond, Virginia

Stewardship Summit

October 15 – 18 – Richmond, Virginia

National Tour Association (NTA) Travel Exchange

November 12 – 15 – Shreveport, Louisiana



Old & New Business

Closed Session

Pursuant to Va. Code Section 2.2-3711(A)(1) to discuss personnel matters.

Vote

James City County
Colonial Williamsburg Foundation

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

Ruth Larson, Chair
Cliff Fleet, Vice Chair

Kevin Lembke
Neal Chalkley
Denise Kellogg
Christy Coleman
Michael Claar
Chad Green

Return from Closed Session

We hereby certify that to the best of our knowledge, (1) only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act, and (2) only such public business matters as were identified in the motion by which closed the meeting was convened, were heard, discussed, or considered by this body in the closed meeting just concluded.

Vote

James City County
Colonial Williamsburg Foundation

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

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Michael Claar
Chad Green

Adjourn

Next Meeting

Tuesday, November 21, 2023

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN