

Williamsburg Tourism Council

Tuesday, September 20, 2022

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
James Horn
Christy Coleman
Michael Claar
Chad Green

Mike Rock, 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

The Crystal Ball is Less Cloudy:

Using Resident Sentiment to Understand the Road Ahead



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Amir Eylon
September 20, 2022

Longwoods
INTERNATIONAL

Agenda

1. Highlights from the Latest Travel Sentiment Research
2. Trends & Expectations for 2022-23
3. Q & A



Travel Sentiment Study Wave 65

SEPTEMBER 7, 2022

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

COVID-19

TRAVEL SENTIMENT STUDY WAVE 65

Fielded August 31, 2022

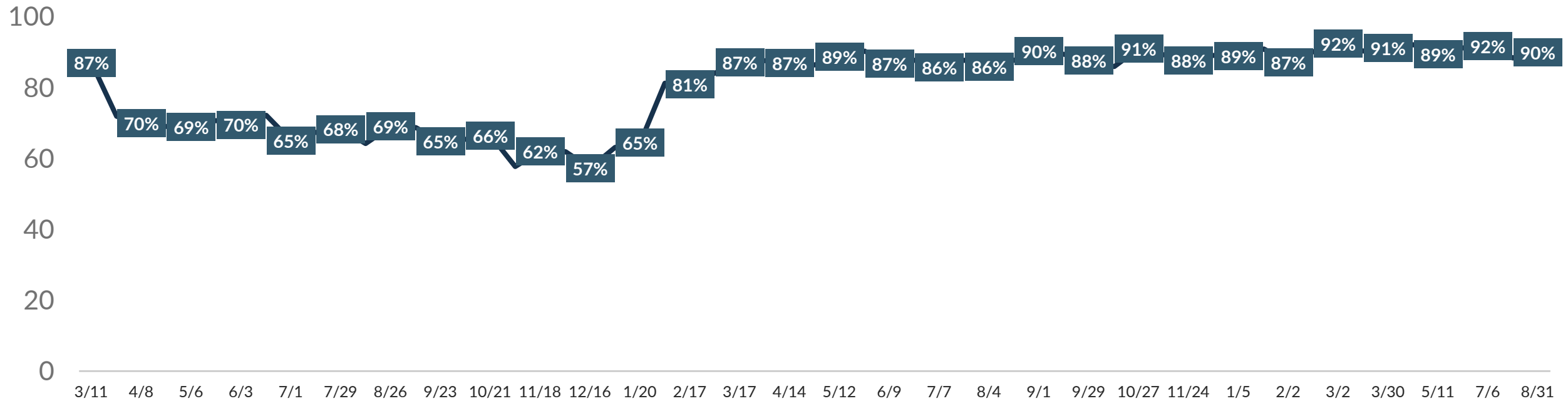
U.S. National Sample of 1,000 adults 18+

 Longwoods
INTERNATIONAL

 miles
PARTNERSHIP

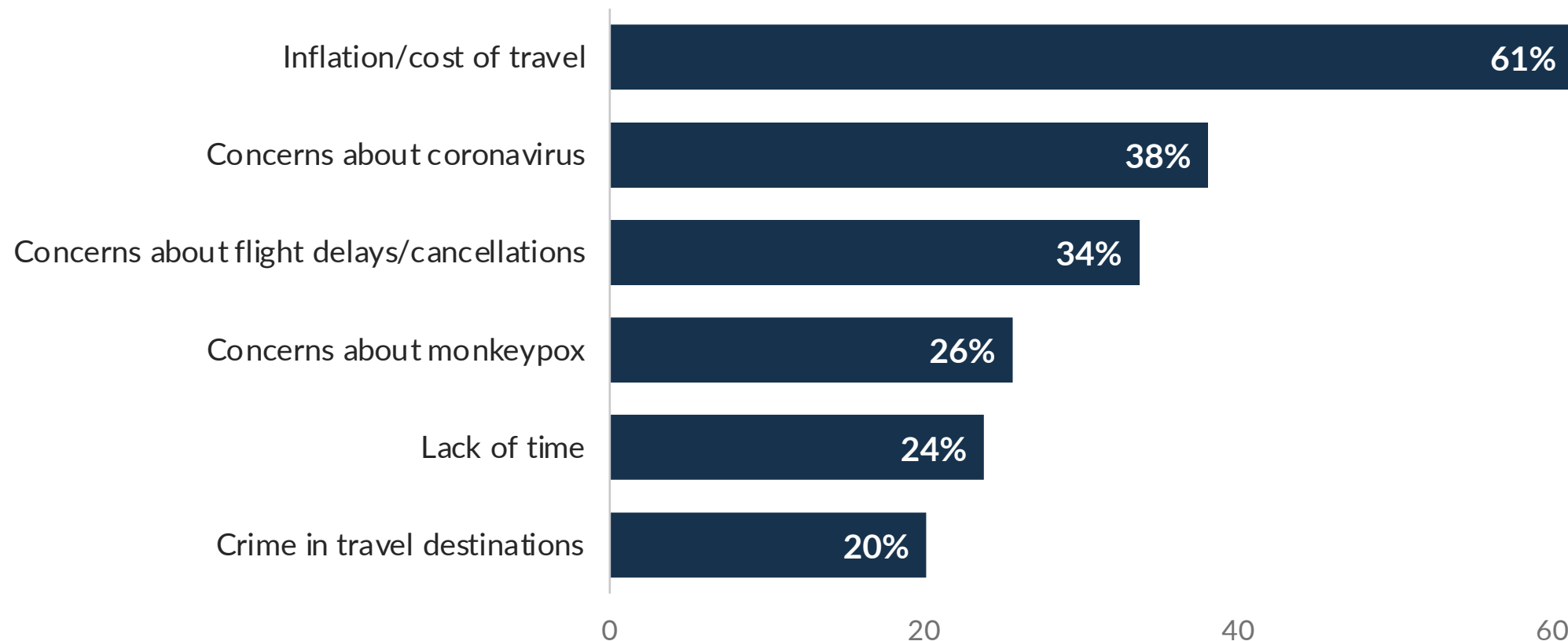
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



IMPACT ON TRAVEL PLANS

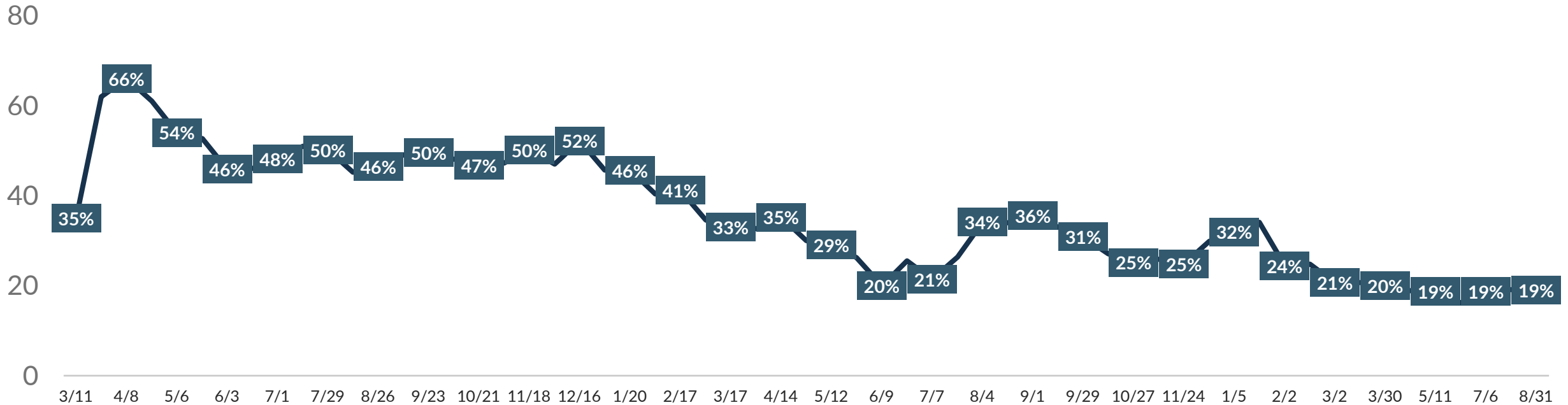
If you have hesitations about traveling, which of the following factors are preventing you from taking a trip?



22% I have no hesitations about traveling

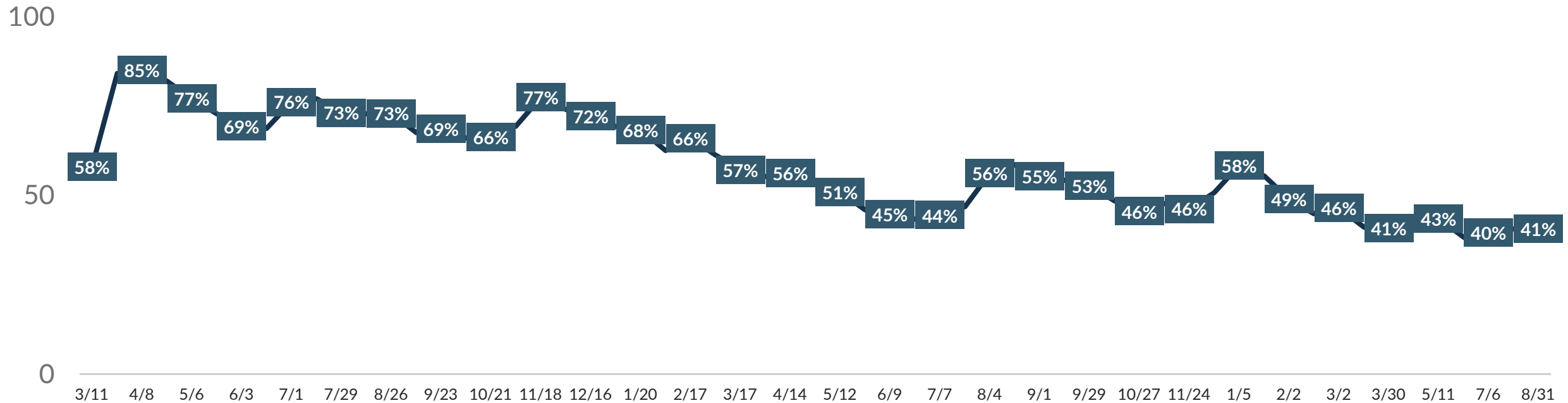
IMPACT ON TRAVEL PLANS

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



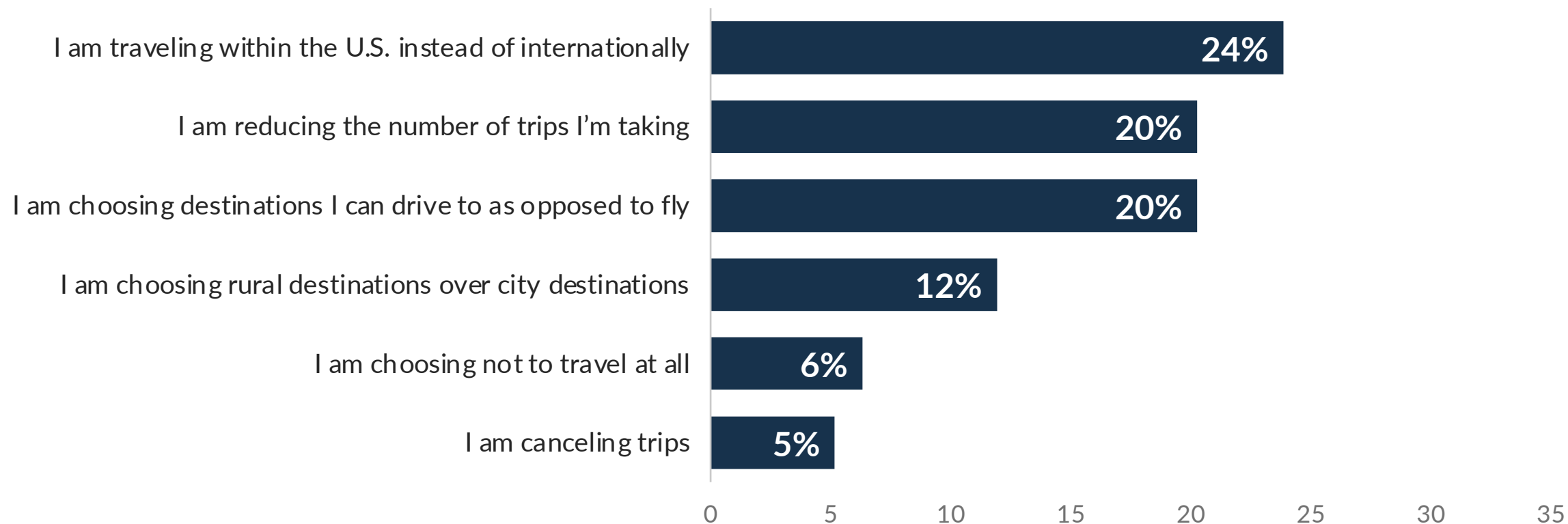
IMPACT ON TRAVEL PLANS

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



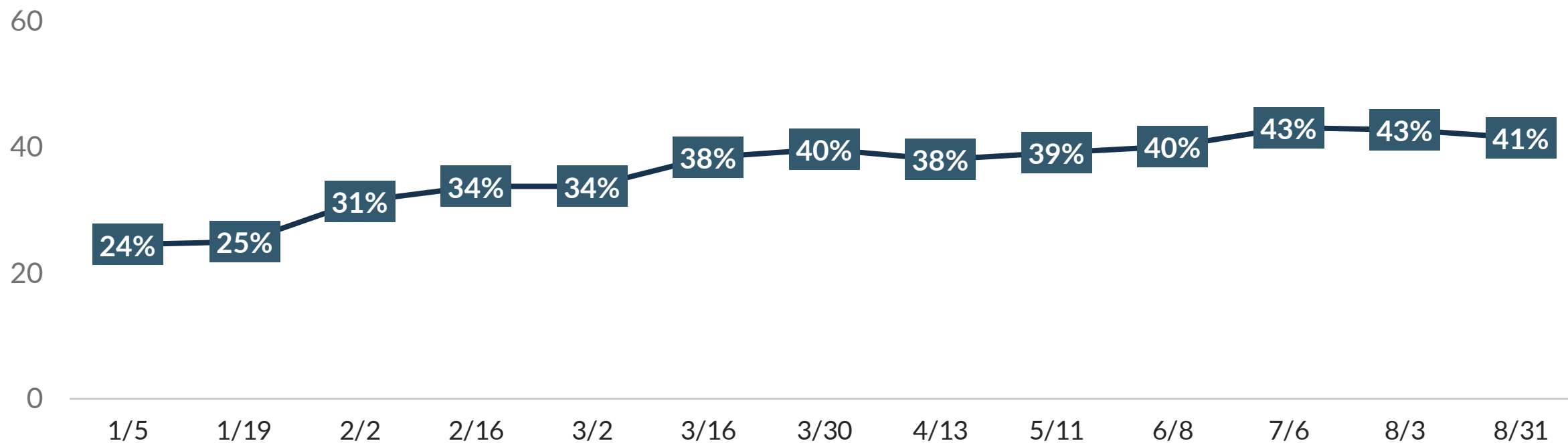
IMPACT ON TRAVEL PLANS

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



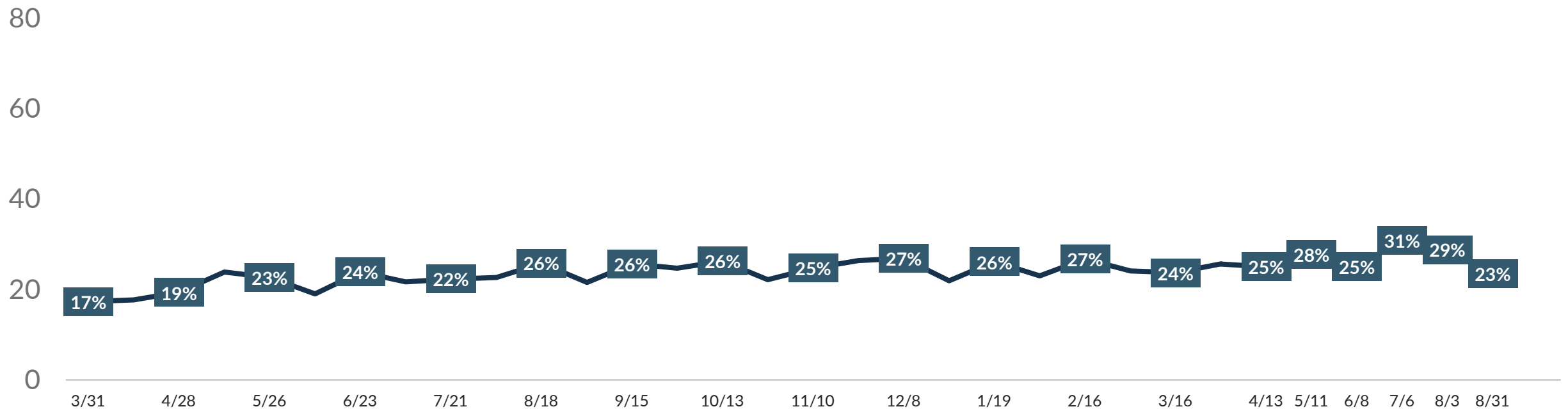
IMPACT ON TRAVEL PLANS

Influence of COVID-19 on Travel Plans in the Next Six Months COVID-19 is Not Influencing my Travel Plans



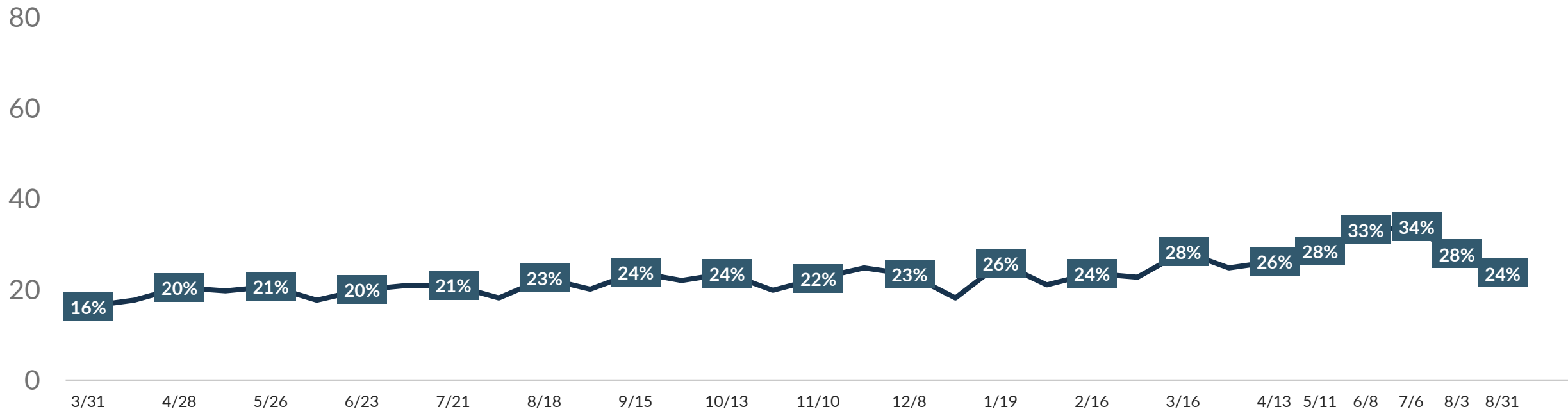
IMPACT ON TRAVEL PLANS

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



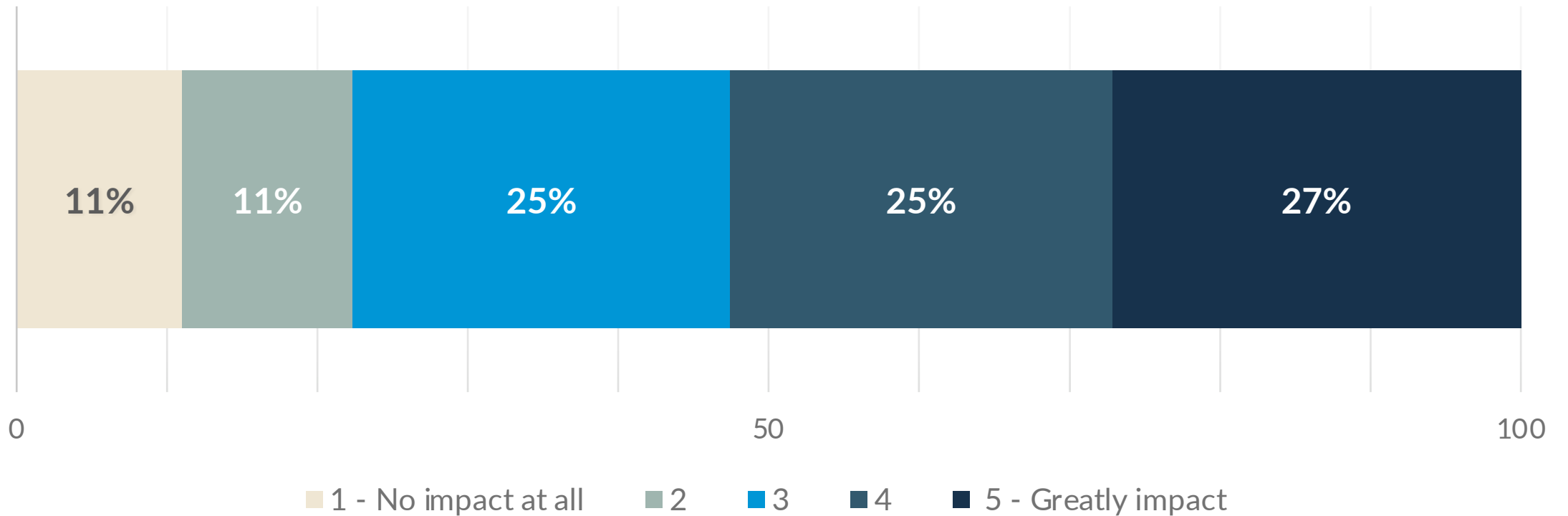
IMPACT ON TRAVEL PLANS

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



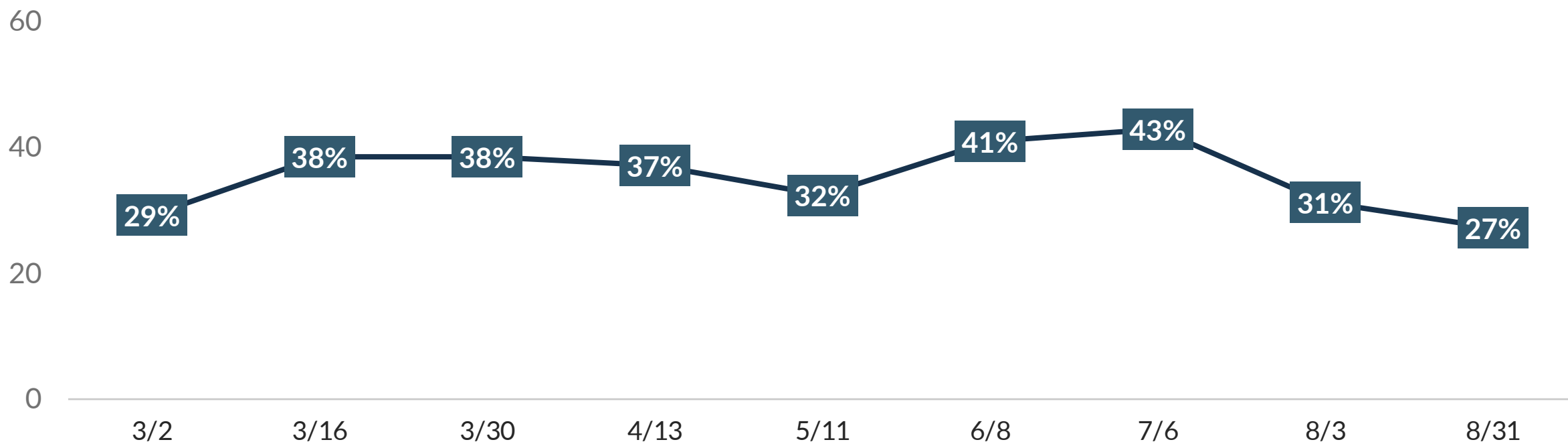
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months

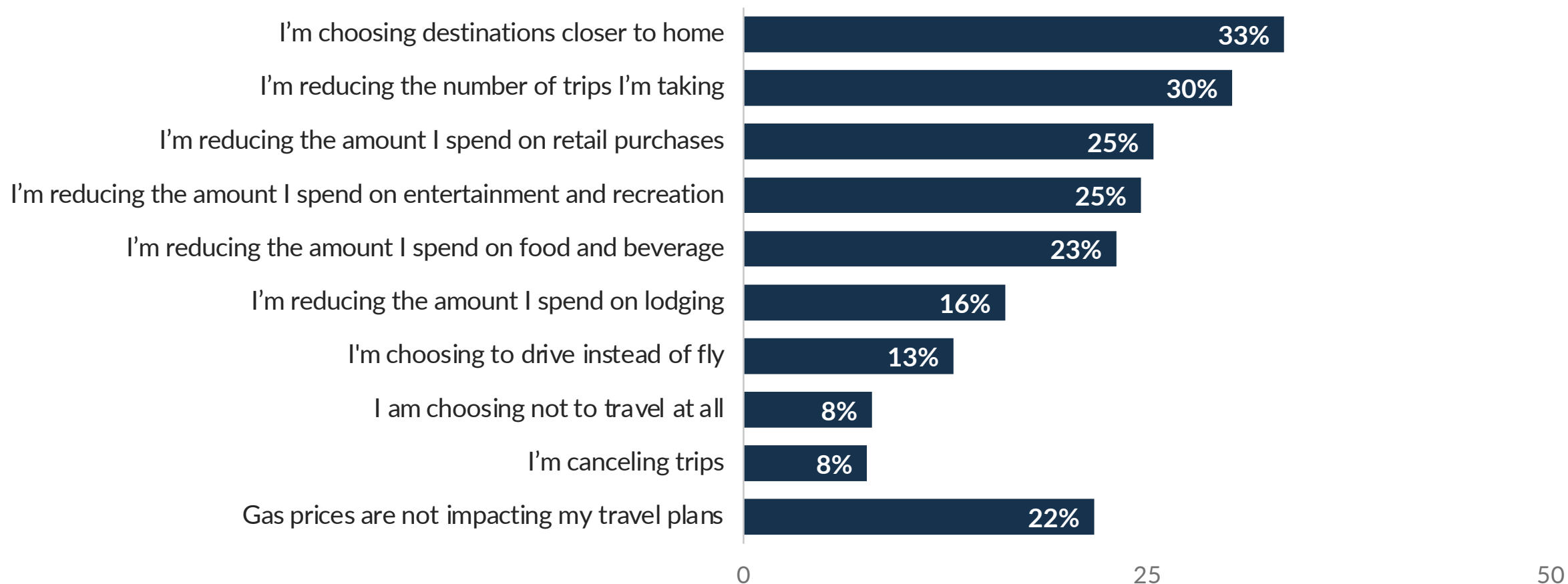


*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.

Travel Sentiment Study Wave 65

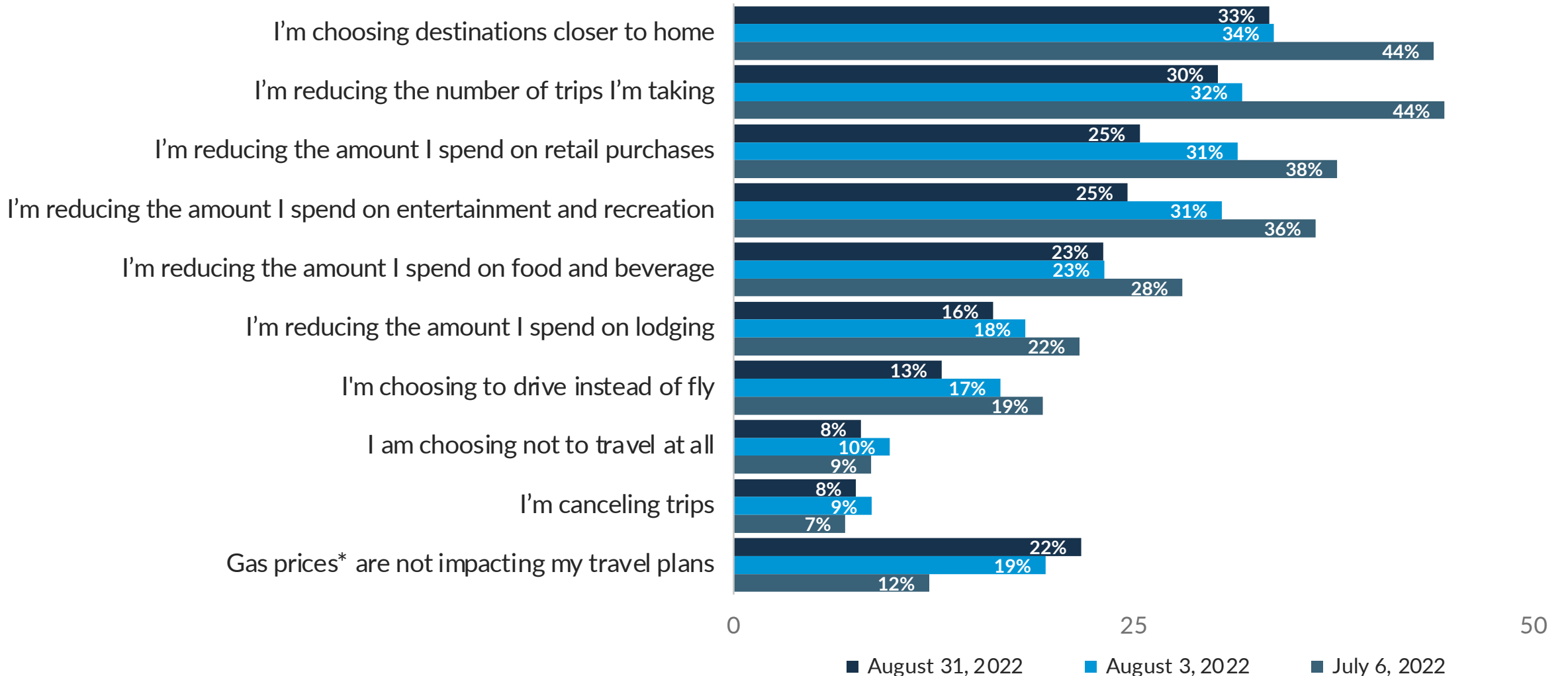
IMPACT ON TRAVEL PLANS

Impact of Gas Prices on Travel Plans



IMPACT ON TRAVEL PLANS

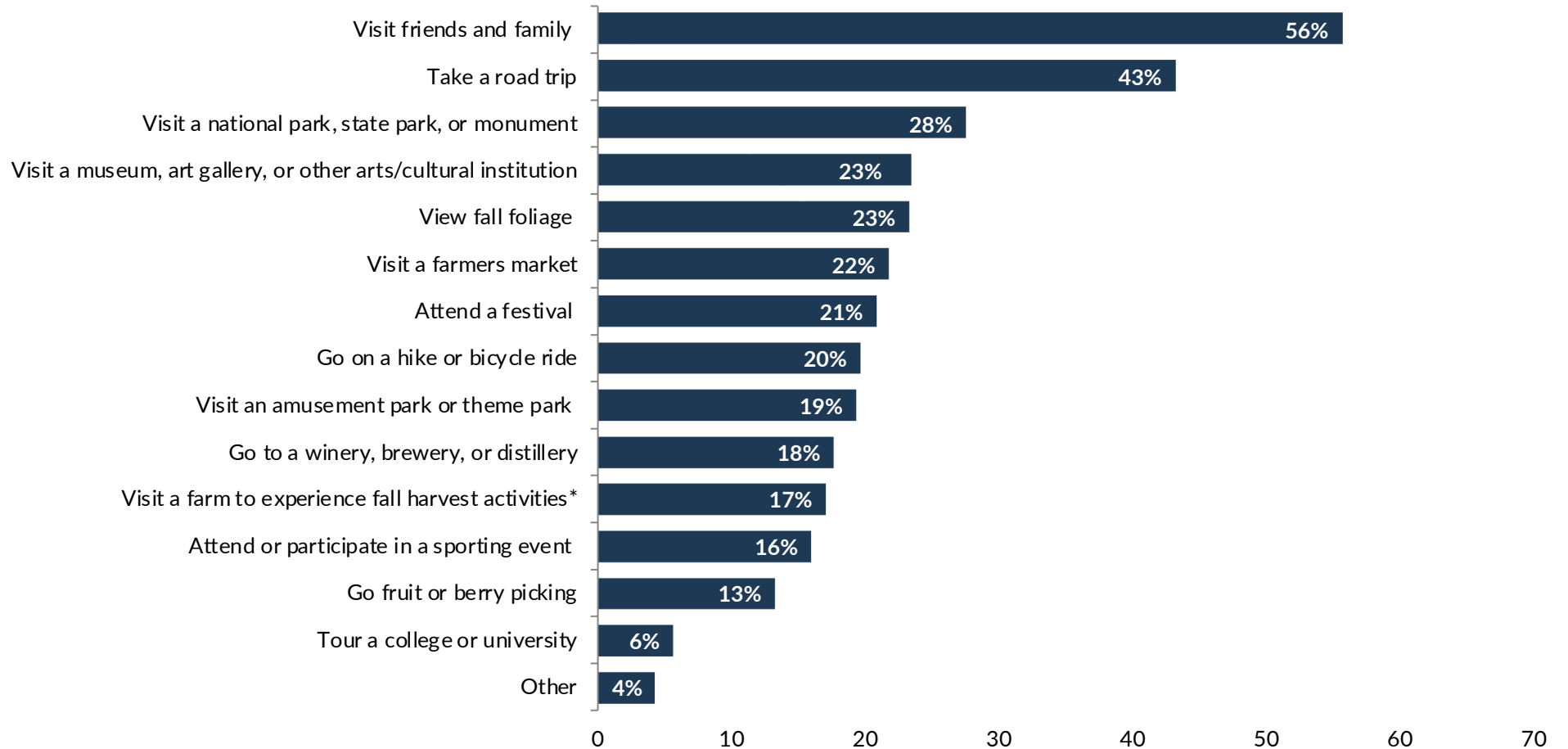
Impact of Gas Prices* on Travel Plans



*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.

IMPACT ON TRAVEL PLANS

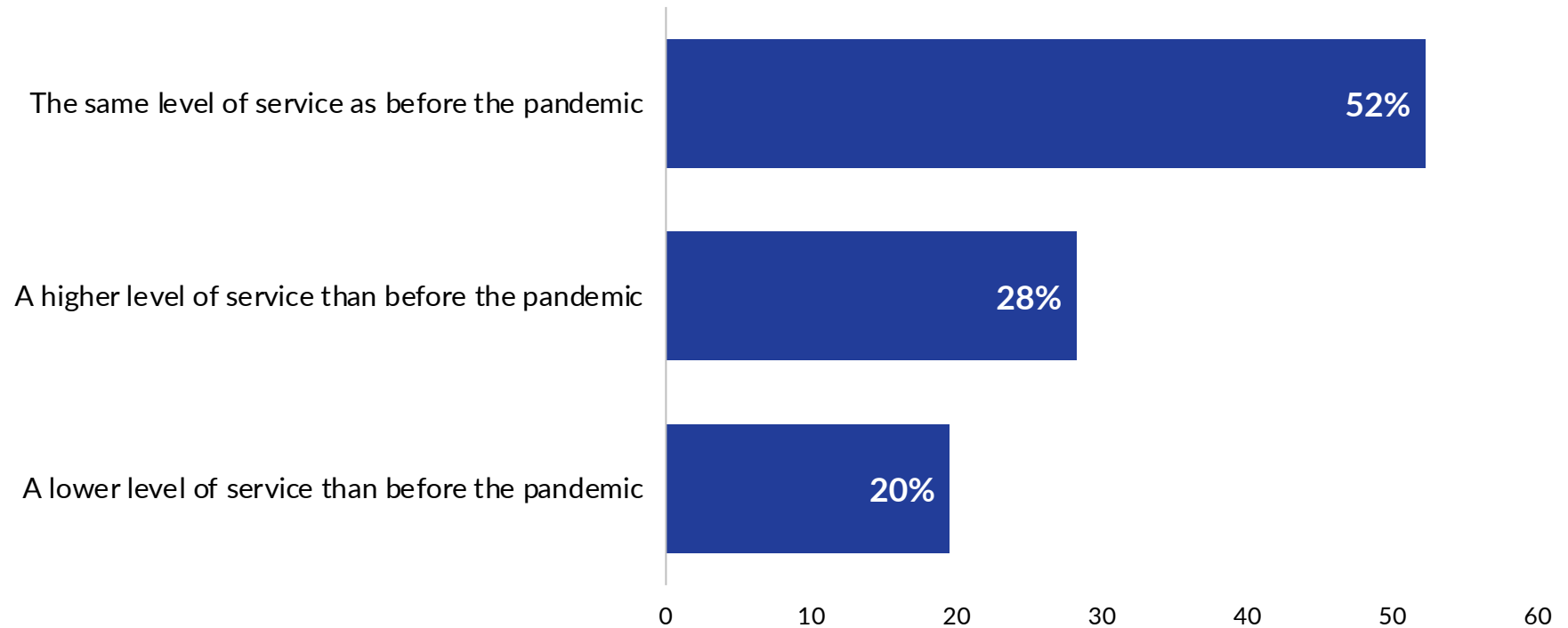
Activities Travelers Plan to Participate in During Their Fall Travels



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

IMPACT ON TRAVEL PLANS

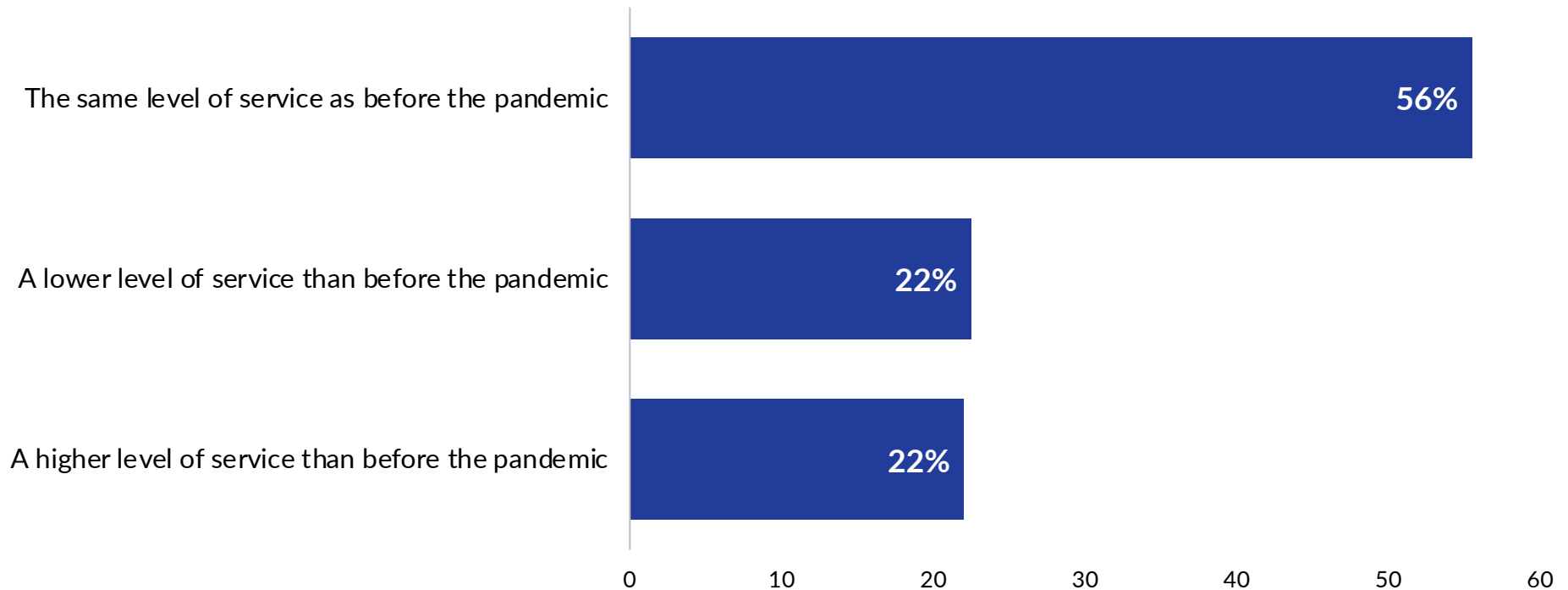
When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



IMPACT ON TRAVEL PLANS

Base: Travelers who took a trip in last three months

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



17% Have not taken a trip in last three months

Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com

Expectations/Looking Ahead*

- Larger Party Size
- Longer Trips – Work From Anywhere
- Planning Cycles Long and Short
- Outdoors
- Road Trips
- Recovery is a Progression
- Day Trippers
- Cleanliness = Safety
- New Protocols = New Expectations
- Rate Sensitivity
- Expectations of Service
- Expectation of Flexibility
- Expectation of Clarity
- Expectation of Locals



*Triangulate Sentiment Research with Longwoods Travel USA Research

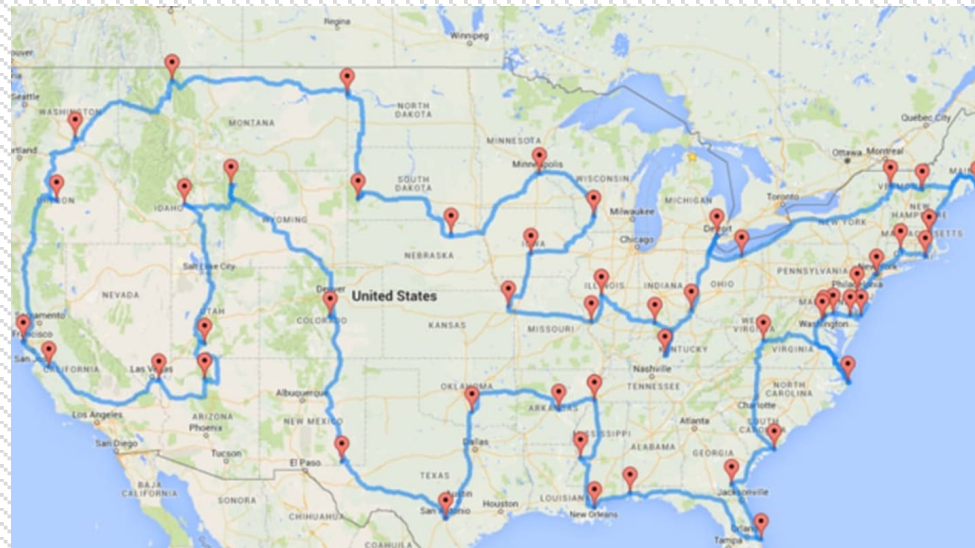
Looking Ahead...

- **Expectation to Accommodate Larger Party Sizes**



Looking Ahead...

- **Expectation of Increase in Trip Length!**
- **Work From Anywhere...**
(But Do NOT ignore short getaways!)



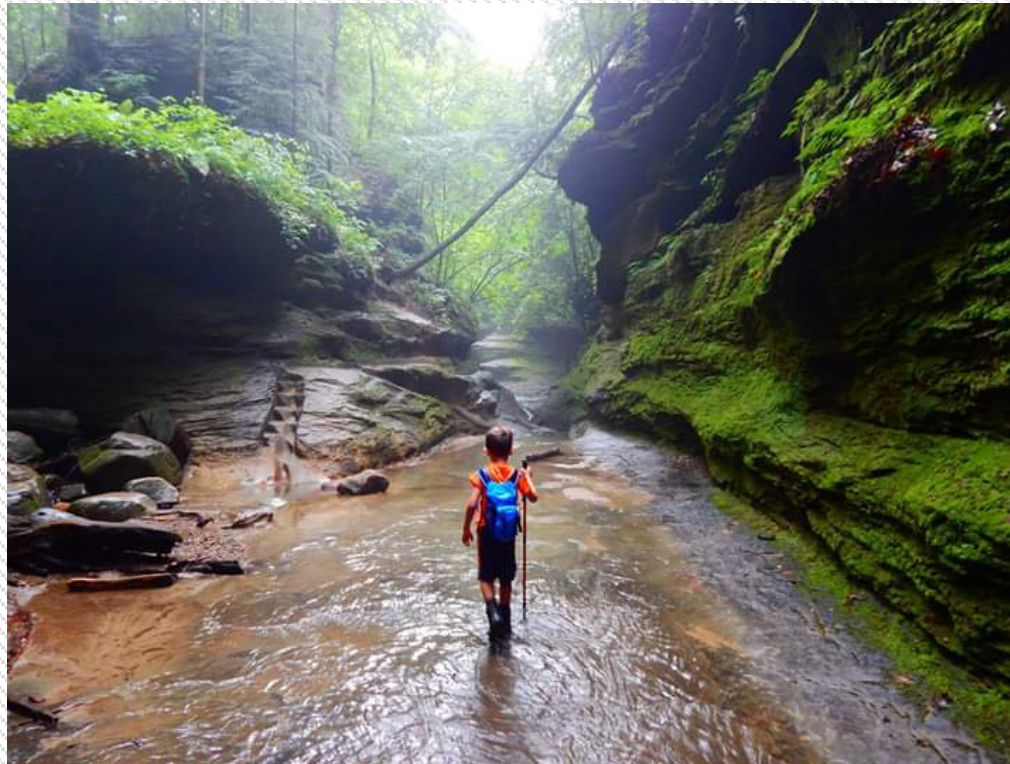
Looking Ahead...

- **Planning & Booking Cycle – Long & Short**
 - **Longer for “Bucket List” Destinations**
 - **Increase in Spontaneity – Expect Flexibility!**



Looking Ahead...

- **Expectation for more Great Outdoors!**
(Urban interest is back...but seeking value!)



Looking Ahead...

Thanks to gas prices, inflation, lingering pandemic fears & ongoing airline issues...

- **Road Trips Continue to Dominate!**



Looking Ahead...

Struggling Economy Means...

- Expectation of More “Day Trippers!”



Looking Ahead...

- **Expectations of Cleanliness = Perceptions of Safety**



Looking Ahead...

- **Expectation of Supplier Flexibility!**



**DELTA'S FLEXIBILITY PROMISE:
NO CHANGE FEES
THROUGH **MARCH 30, 2021** **FOREVER!!!****

 **DELTA**
CARESTANDARD™

woods
INTERNATIONAL

Looking Ahead...

- **Expectations about price and service in 2022-23!**



Looking Ahead...

- **The “Great Resignation”**
- **Higher Wage Demand**
- **Workforce Migration**



**HELP
WANTED**

But...

- **Expectation of Service!**



But...

- **Expectation of Service!**
 - 52% expect same level
 - 28% expect **HIGHER** level

BUT... 22% say they have received a **LOWER level of service on their recent trip!**

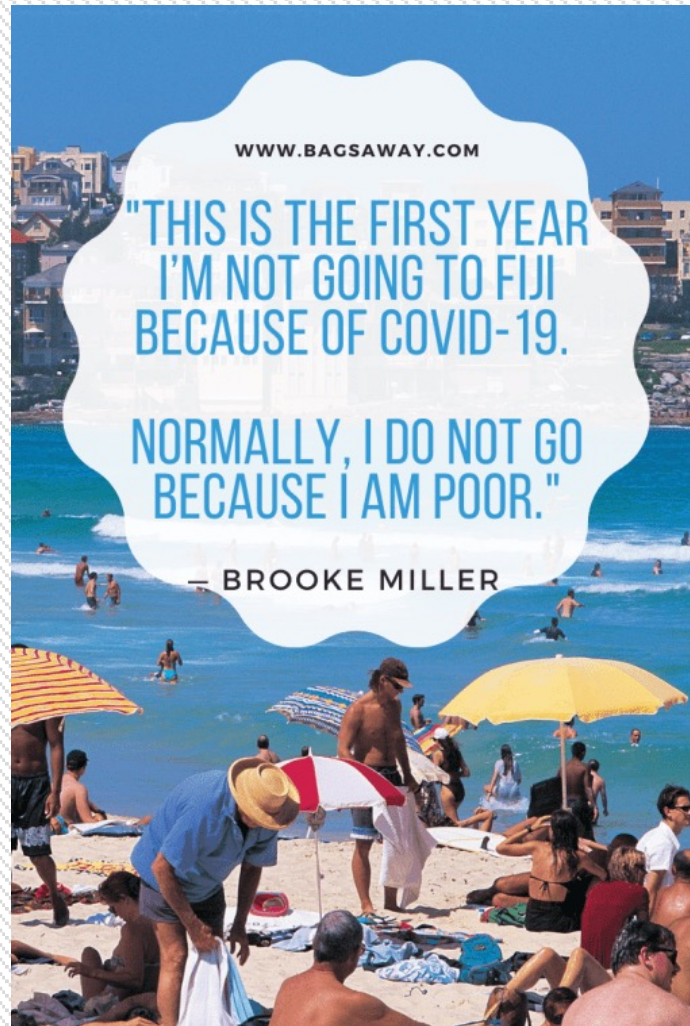
Looking Ahead...

- **Expectation of Rate Sensitivity!**



Looking Ahead...

- **WATCH OUT for rate backlash!**



WHAT JUST HAPPENED...

- **Surge in fuel prices caused a re-thinking & re-allocation of travel spend!**
 - Drive vs. Fly?
 - Regional vs. Long-haul
 - Downsize Accommodations
 - Meal Spending
 - Souvenirs, etc...

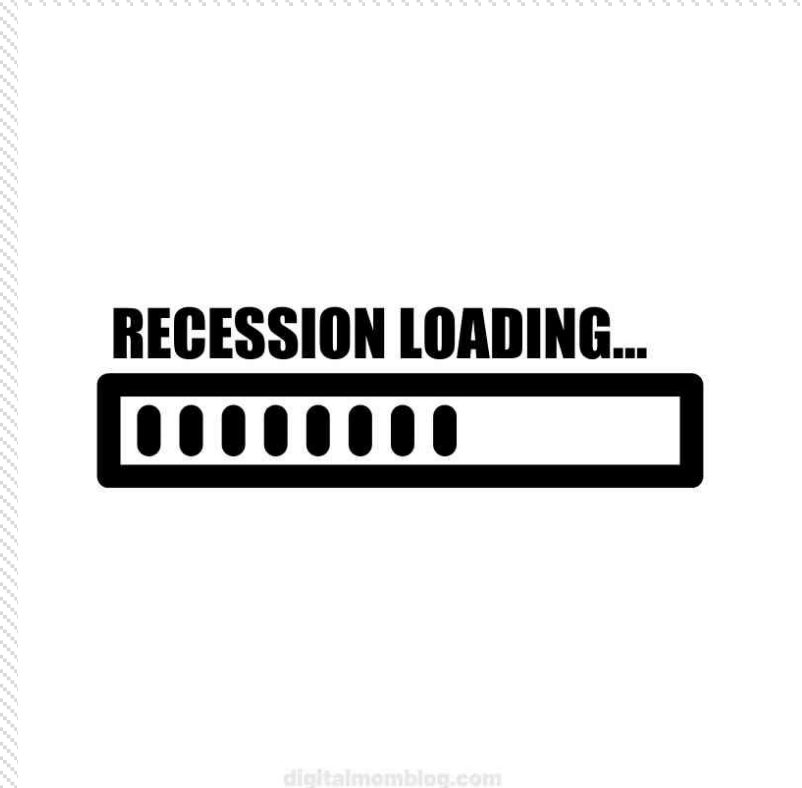


BUT THEY STILL TRAVELED!

Looking Ahead...

Sustained Inflation?

Recession?



THEY WILL CHANGE TRAVEL & SPEND!

Looking Ahead...

- **Promotions vs. Discounts**
- **Perceptions of Value**



Looking Ahead...

- **Expectation of Clarity**

Travelers are confused and frustrated as they lost a lot of confidence in authorities... It's up to you to be clear!

Looking Ahead...

- **Expectation of Clarity About:**
 - **Service**
 - **Price**
 - **Value**
 - **Protocols/Rules**

Bottom Line:

- **You must meet travelers more on their terms now or they will seek out those who will!**
- **We are coming back strong but not the same!**



THANK YOU!!!

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Twitter: [@Lngwds](https://twitter.com/Lngwds)



Virginia Tourism Corporation (VTC) Briefing

Rita McClenny, President and CEO

Roundtable Discussion

Approve Minutes

July 19, 2022

Voting

James City County
Colonial Williamsburg Foundation
City of Williamsburg

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

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

Neal Chalkley
James Horn
Christy Coleman
Michael Claar
Chad Green

Chair Report

Bylaws – Approve Proposed Amendment

Product Development Fund: Transfer Request

Bylaws – Approve Proposed Amendment

Voting

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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)	1,195,162	1,128,088	67,074
\$1 Transient Tax	176,781	198,341	(21,560)
Localities	0	0	0
Maintenance of Effort Funds	0	0	0
ARPA Grants	0	0	0
Other	2,573	2,500	73
Total Revenue	1,374,516	1,328,929	45,587
EXPENSES			
Destination Marketing	940,743	1,040,683	99,940
Other Sales & Marketing	13,078	48,401	35,323
Labor & Benefits	81,268	111,785	30,517
Admin	14,509	38,311	23,802
Total Expenses	1,049,597	1,239,180	189,583
Net Revenue Expense by Month	324,919	89,749	235,170

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

July Cash on Hand

Operating Cash

Cash Balances	May-22		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,896	\$ 510,000	\$ (104)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,829,540	\$ 5,561,532	\$ 1,268,008
Total Cash on Hand	\$ 7,590,438	\$ 6,321,532	\$ 1,268,906

Jun-22		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,902	\$ 510,000	\$ (98)
\$ 1,000	\$ -	\$ 1,000
\$ 6,824,405	\$ 5,399,871	\$ 1,424,534
\$ 7,585,309	\$ 6,159,871	\$ 1,425,438

Jul-22		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,922	\$ 510,000	\$ (78)
\$ 1,000	\$ -	\$ 1,000
\$ 5,858,721	\$ 6,183,611	\$ (324,890)
\$ 6,619,645	\$ 6,943,611	\$ (323,966)

Key Sources of Funds	May-22		
	Actual	Budget	Variance
State Disbursement	\$ 1,237,081	\$ 971,793	\$ 265,288
Total Gov't Sources	\$ 1,237,081	\$ 971,793	\$ 265,288

Jun-22		
Actual	Budget	Variance
\$ 1,395,295	\$ 1,153,787	\$ 241,508
\$ 1,395,295	\$ 1,153,787	\$ 241,508

Jul-22		
Actual	Budget	Variance
\$ 1,395,295	\$ 1,153,787	\$ 241,508
\$ 1,395,295	\$ 1,153,787	\$ 241,508

Interest Earned:	May-22		
	Actual	Budget	Variance
State Interest Paid	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 2	\$ -	\$ 2
BB&T ICS Investment Fund	\$ 4	\$ -	\$ 4
Ches Bank Money Market	\$ 1,064	\$ -	\$ 1,064
Ches Bank Checking	\$ 1,521	\$ 4,000	\$ (2,479)
Total Interest Earned	\$ 2,592	\$ 4,000	\$ (1,408)

Jun-22		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 2	\$ -	\$ 2
\$ 4	\$ -	\$ 4
\$ 1,171	\$ -	\$ 1,171
\$ 1,292	\$ 4,000	\$ (2,708)
\$ 2,469	\$ 4,000	\$ (1,531)

Jul-22		
Actual	Budget	Variance
\$ -	\$ -	\$ -
\$ 16	\$ -	\$ 16
\$ 4	\$ -	\$ 4
\$ 994	\$ -	\$ 994
\$ 1,265	\$ 4,000	\$ (2,735)
\$ 2,279	\$ 4,000	\$ (1,721)

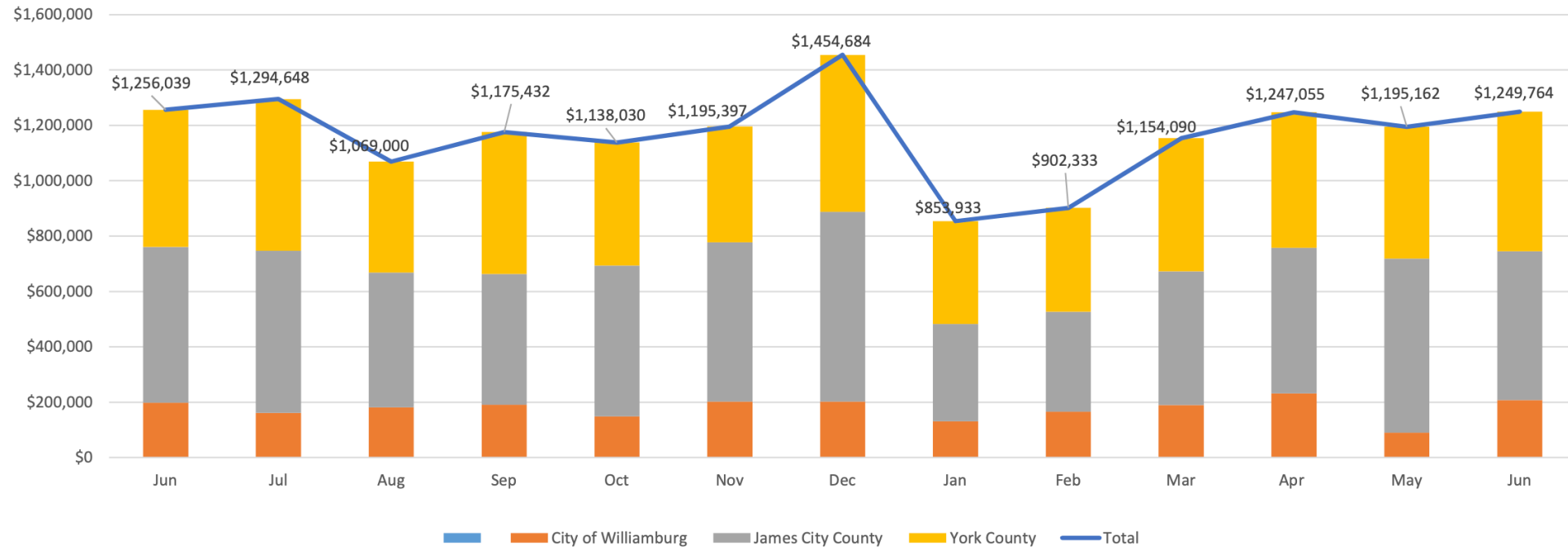
Product Development Reserves

Cash Balances	May-22		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 5,180,258	\$ 5,170,000	\$ 10,258
Total Cash on Hand	\$ 5,180,258	\$ 5,170,000	\$ 10,258

Jun-22		
Actual	Budget	Variance
\$ 5,181,429	\$ 5,170,000	\$ 11,429
\$ 5,181,429	\$ 5,170,000	\$ 11,429

Jul-22		
Actual	Budget	Variance
\$ 5,182,423	\$ 5,160,000	\$ 22,423
\$ 5,182,423	\$ 5,160,000	\$ 22,423

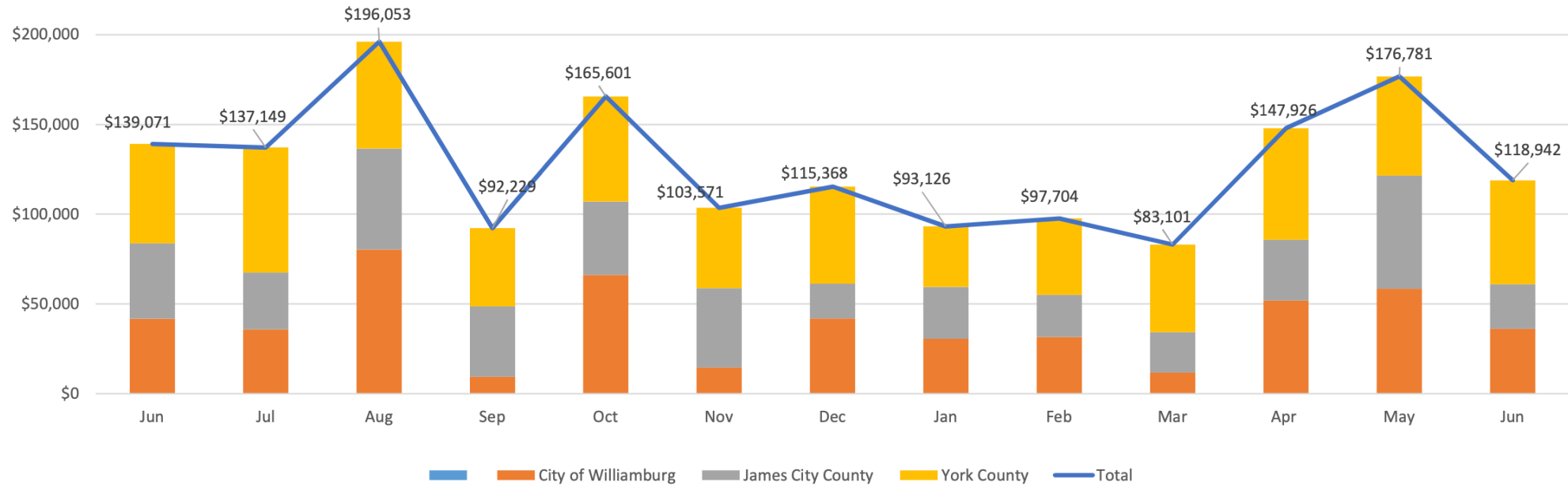
Sales Tax



§§ 58.1-603.2 1/2 of 1%													
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	\$1,154,090	\$1,247,055	\$1,195,162	\$1,249,764	\$13,929,529
Calendar YTD Total													\$6,602,338
FY2020 / 2021	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$193,009	\$149,898	\$143,078	\$162,942	\$159,187	\$181,890	\$129,427	\$111,620	\$178,712	\$184,092	\$184,364	\$198,233	\$1,976,452
James City County	\$553,684	\$371,324	\$373,849	\$350,286	\$409,548	\$486,887	\$313,509	\$300,542	\$435,892	\$470,743	\$437,697	\$561,486	\$5,065,445
York County	\$615,369	\$368,354	\$404,705	\$321,911	\$405,622	\$469,441	\$340,202	\$328,074	\$449,488	\$478,979	\$453,380	\$496,320	\$5,131,845
Total	\$1,362,062	\$889,576	\$921,632	\$835,139	\$974,357	\$1,138,217	\$783,138	\$740,236	\$1,054,706	\$1,133,814	\$1,075,440	\$1,256,039	\$12,164,356
Calendar YTD Total													\$6,043,373

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

Transient Tax



Transient Tax \$1 of the \$2													
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
FY2020 / 2021	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$4,828	\$28,608	\$30,678	\$24,695	\$19,294	\$13,619	\$18,982	\$16,116	\$9,439	\$22,923	\$56,282	\$41,821	\$287,285
James City County	\$7,893	\$31,805	\$27,300	\$19,161	\$22,875	\$16,989	\$16,914	\$9,478	\$32,773	\$42,022	\$41,597	\$41,896	\$310,703
York County	\$32,650	\$36,310	\$32,239	\$30,061	\$22,745	\$32,401	\$27,983	\$25,888	\$37,132	\$52,932	\$45,170	\$55,354	\$430,865
Total	\$45,371	\$96,723	\$90,217	\$73,917	\$64,914	\$63,009	\$63,879	\$51,482	\$79,344	\$117,877	\$143,049	\$139,071	\$1,028,853
Calendar YTD Total													\$594,702

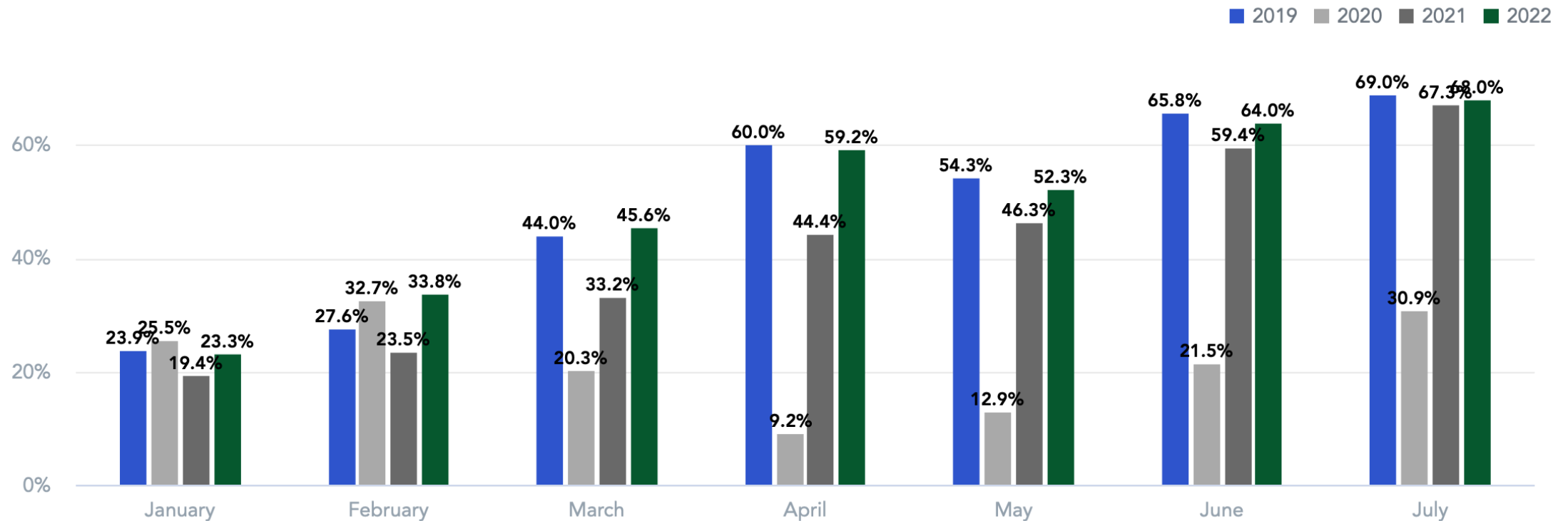
*Source: York County, Office of the Commissioner of Revenue

Executive Director and CEO Report

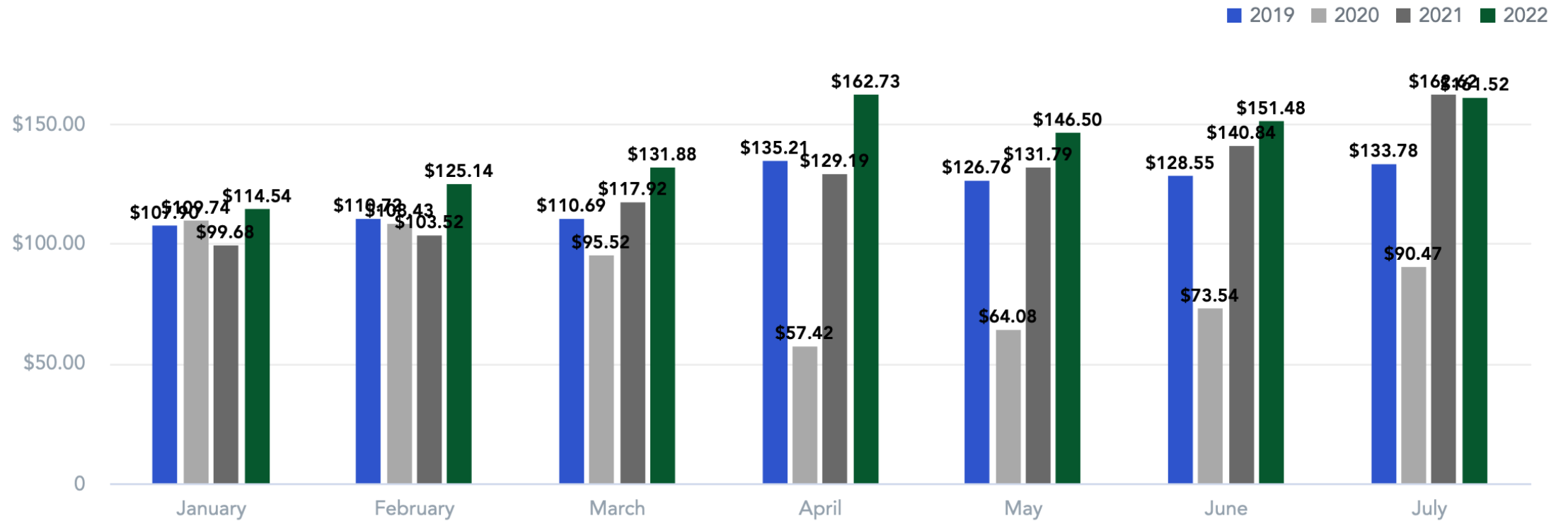
Key Performance Indicators

Marketing/Public Relations/Sales

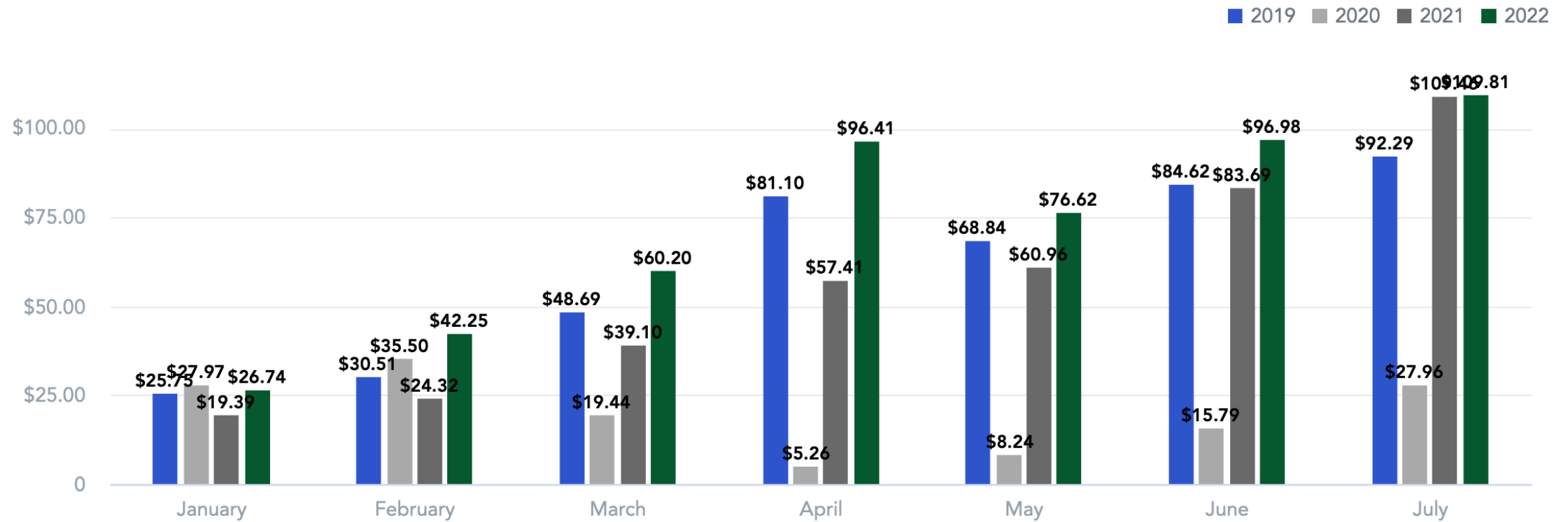
STR: Occupancy



STR: Average Daily Rate



STR: RevPAR



STR: CYTD Comparison to 2019

YTD Occupancy

49.8%

YTD ADR

\$141.97

YTD RevPAR

\$73.36

YTD 2019 Occupancy

49.4%

YTD 2019 ADR

\$125.38

YTD 2019 RevPAR

\$61.93

Occ % Point Change YTD from 2019

+0.4%

ADR % Change YTD from 2019

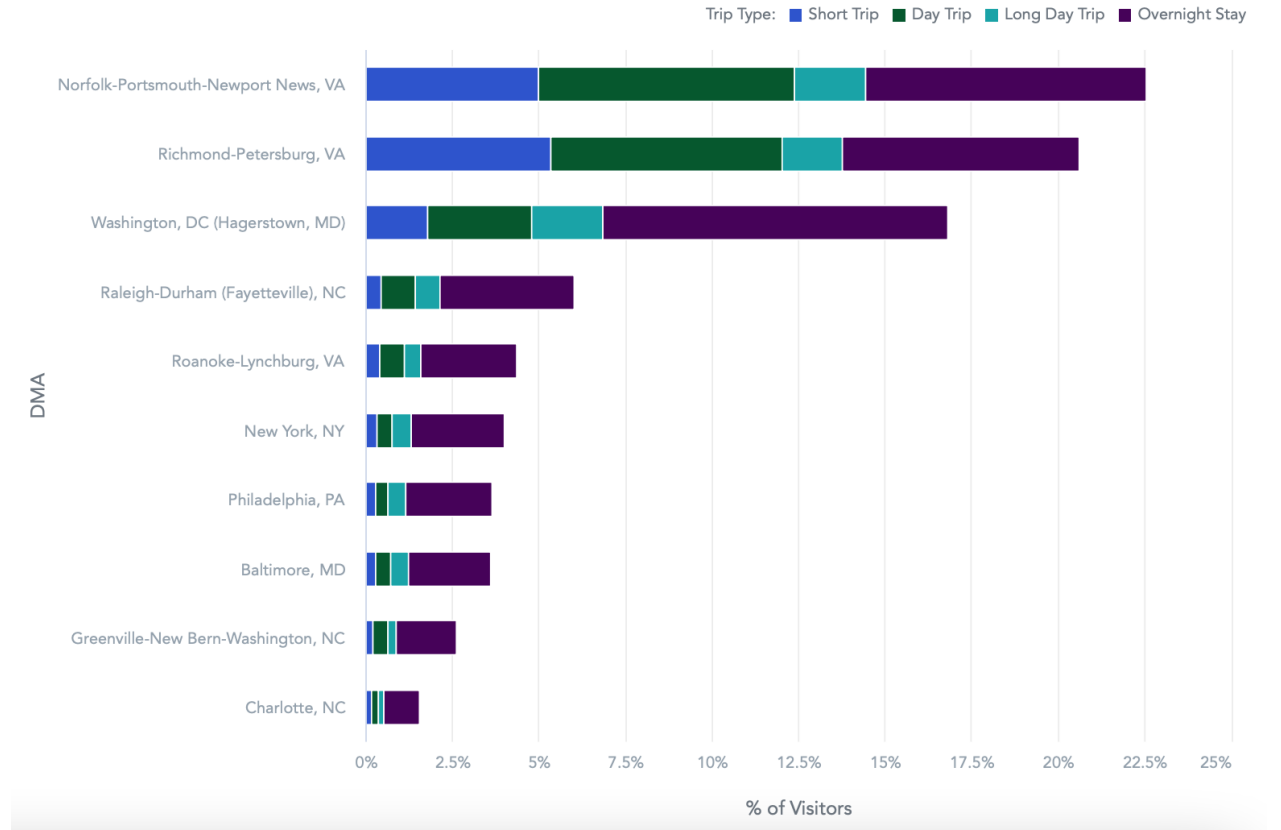
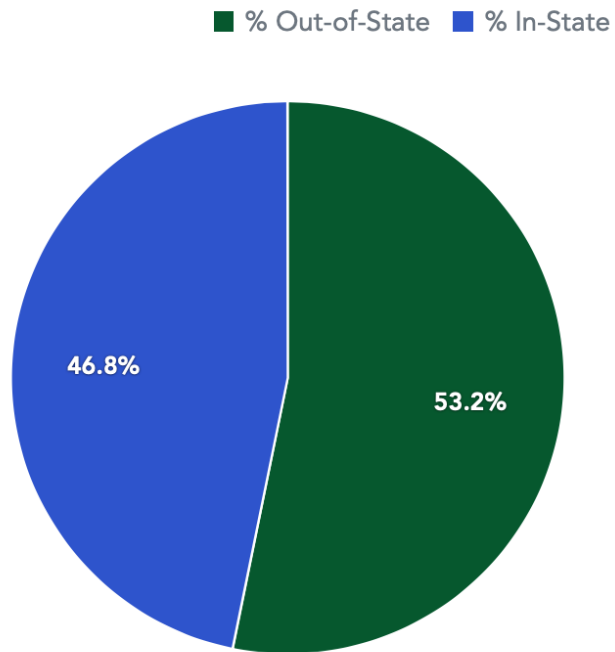
+13.2%

RevPAR % Change YTD from 2019

+18.5%

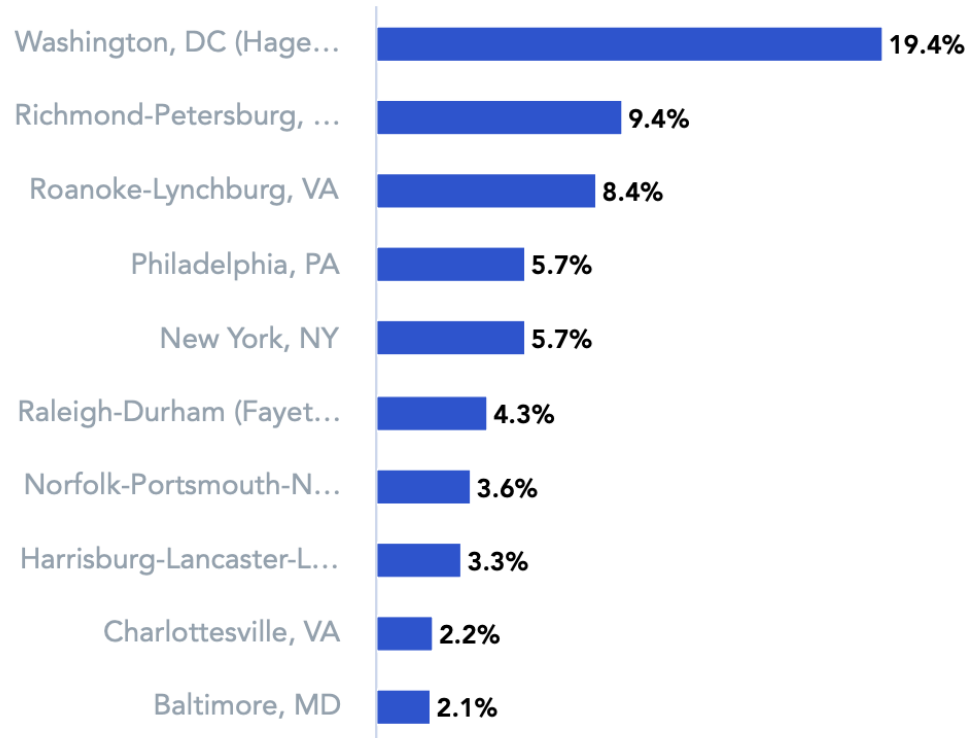
CYTD Origin Markets

In-State vs. Out-of-State Visitors



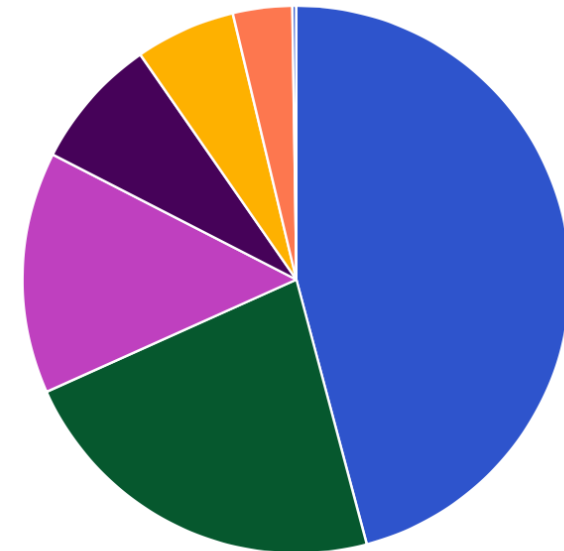
Spend by DMA/Category

Spend by Cardholder DMA - Tourism Only



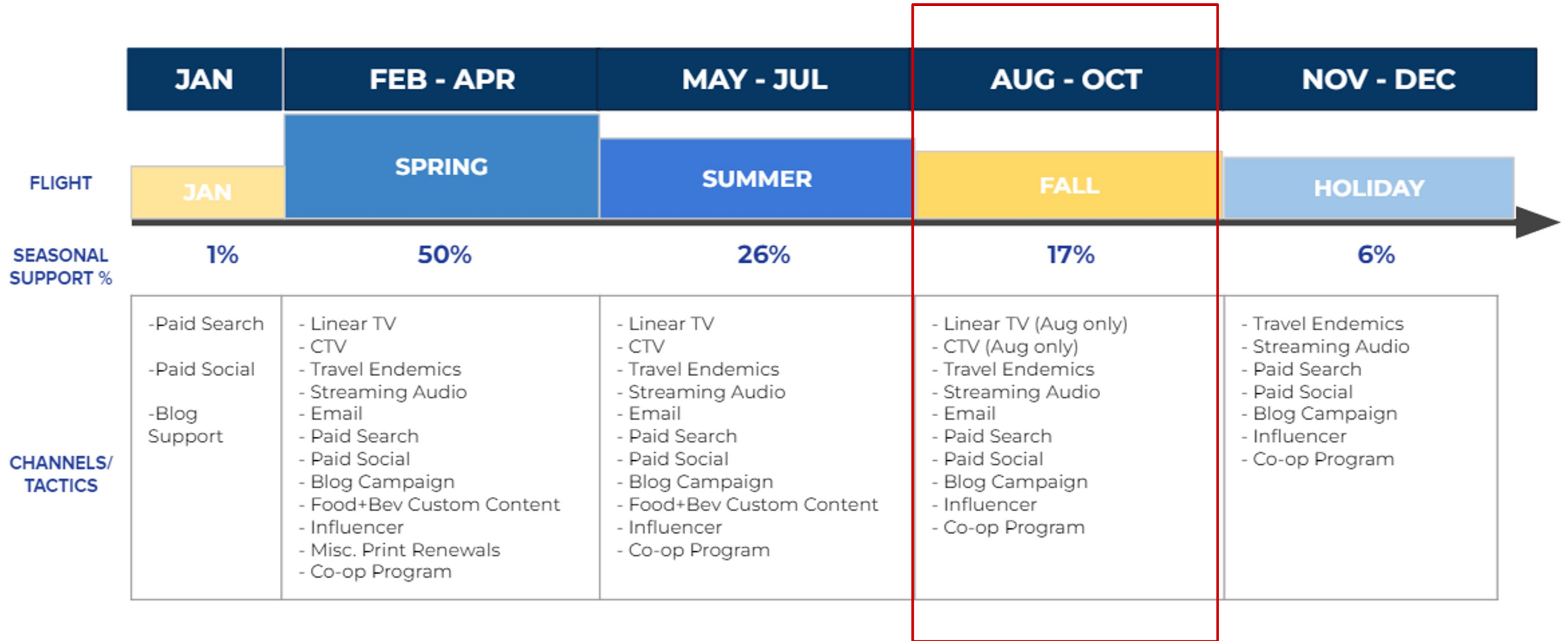
Spend by Category - Tourism Only

Primary Category: ■ Food ■ Accommodations ■ Transportation
■ Attractions ■ Retail ■ Specialty Retail ■ Nightlife



Marketing

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

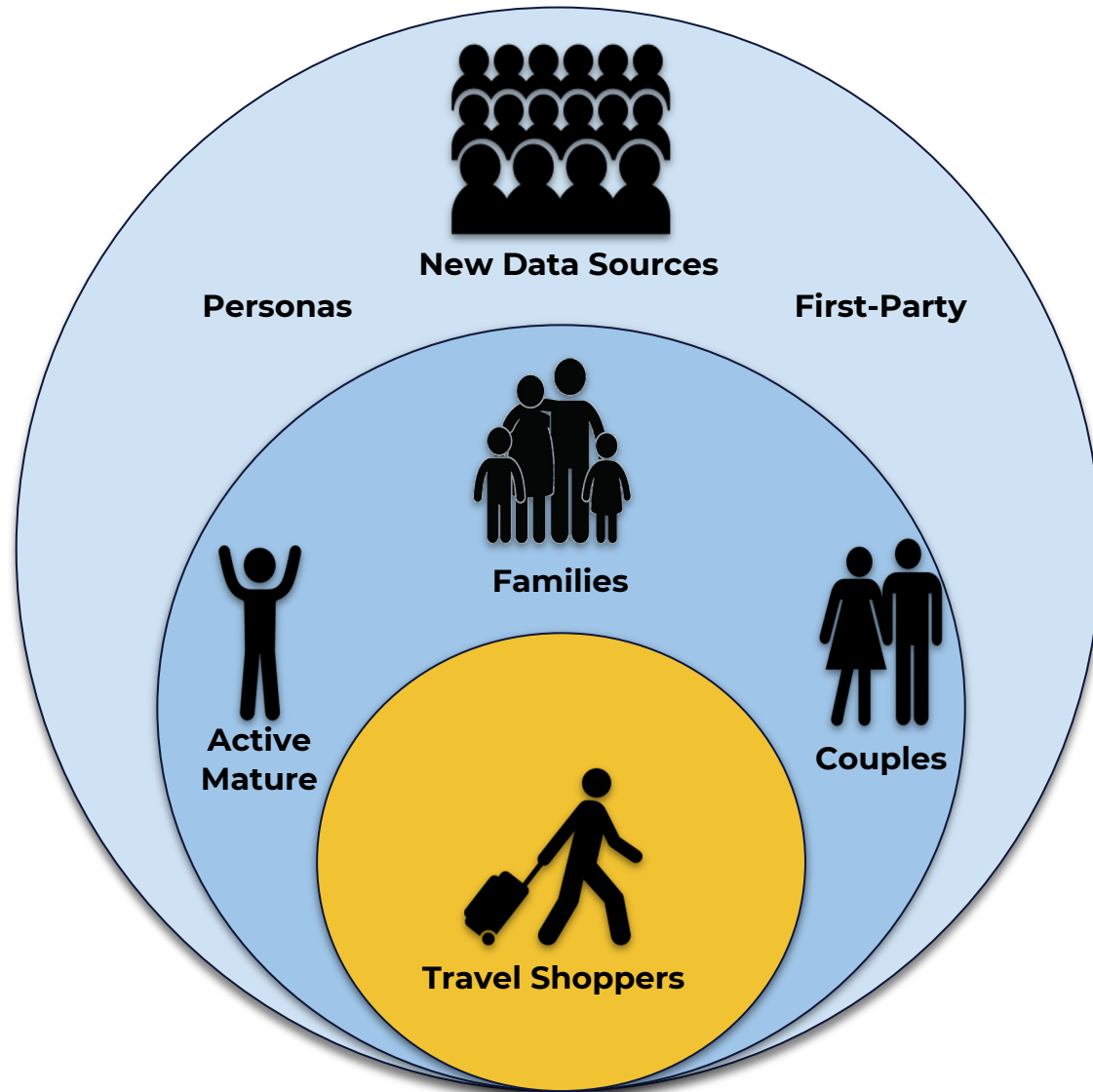
EXPANSION in 2020/21

- 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.

July/August Advertising: Television

Broadcast Markets:

- Boston
- New York
- Philadelphia
- Baltimore
- Cleveland
- Columbus

Cable Markets:

- Charlotte, NC
- Charlottesville, VA
- Greenville-New Bern
- Harrisonburg, VA
- Raleigh-Durham, NC
- Roanoke-Lynchburg, VA
- Salisbury, MD

Note: CTV and digital media target above plus all remaining markets.

Sample Programming

	Across all Markets: Today Show, CBS This Morning, Good Morning America					
Early Morning (5a-9a)	WBAL: - Olympic Today Show Cable: - Headline News (HLN)	Cable: - CNN - Fox News - MSNBC	WKYC: - Olympics Opening Ceremony - Olympic Today Show	WCMH: - Olympic Today Show	Cable: - News 12 Traffic Sponsorship - New York 1 Rail and Road Sponsorship	WCAU: - Olympic News Cable: - CNN - MSNBC
Early News (5p-6:30p)	Cable: - CNBC - CNN	Cable: - CNN - CNBC - Fox News	WKYC: - Olympics News		Cable: - News 12 Traffic Sponsorship - New York 1 Rail and Road Sponsorship	WCAU: - Olympic News
	Across all Markets: Big Bang Theory, Jeopardy, Wheel of Fortune, Access Hollywood, Entertainment Tonight, Family Feud, Young Sheldon					
Prime Access (7-8p)	Cable: - Comedy - Oxygen	Cable: - MTV - NESN - Bruins/Red Sox Pregame Show	Cable: - MTV - Comedy - TBS	WCMH: - Olympic Zone Cable: - Comedy - FXX	Cable: - News 12 Traffic Sponsorship - New York 1 Rail and Road Sponsorship	WCAU: - Olympic Zone



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

July/August: Digital Advertising Performance

With market uncertainty and rising inflation, travel demand continues to show softening. That said, conversion rate is above benchmark, showing that we are capturing more of the existing demand.

29,000+

**Hotel Searches
July/August***

July search traffic down by approx. 4% vs. May/June averages.

1,000+

**Hotel Bookings
July/August***

July bookings on par with May/June averages (final August data TBD).

\$451,000+

**Hotel Revenue
July/August***

Average online revenue/booking in July approx. 6% higher vs. May/June.

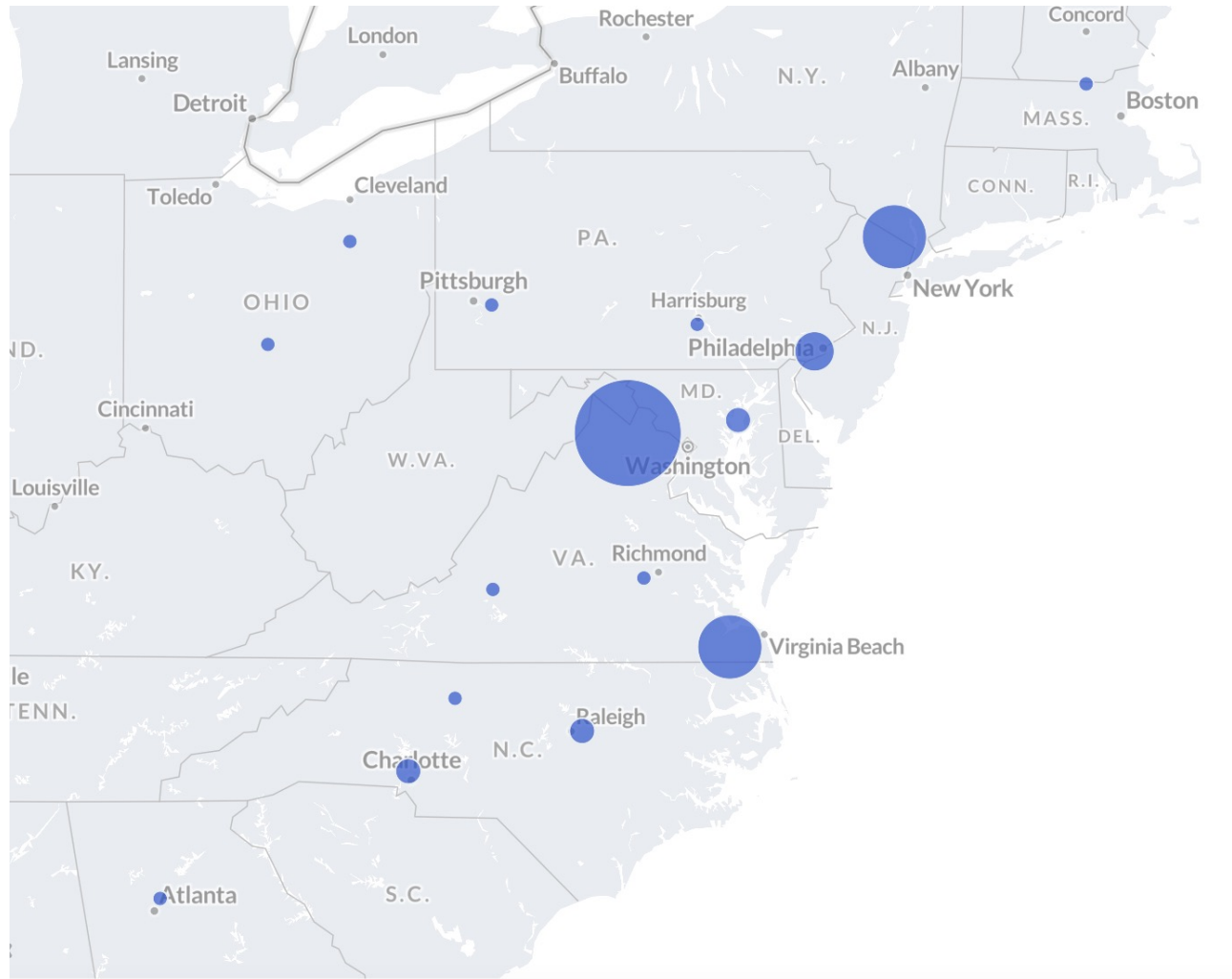
3.3%

**Conversion Rate
July/August***

Conversion rate was 8% higher than YTD average, ads are capturing more share despite softening demand.

*Source: Adara Impact 2022; August data not final until attribution period ends on Sept 30

visitwilliamsburg.com Performance

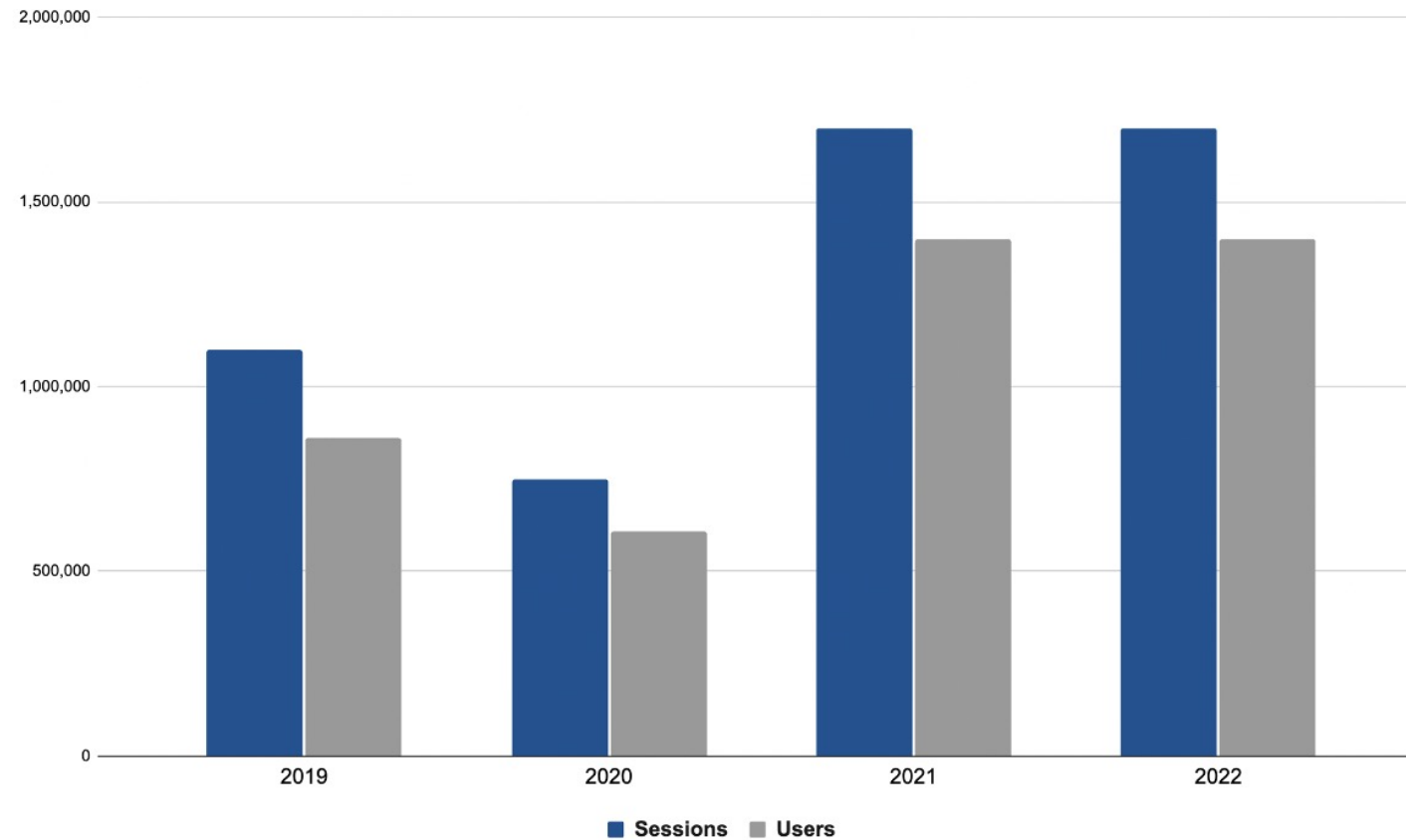


YTD page views in expansion markets are showing significant performance gains vs. YTD 2019.

	vs. 2019
NY	↑ 473%
MA	↑ 294%
MD	↑ 112%
OH	↑ 436%
PA	↑ 46%

visitwilliamsburg.com Performance

Since February media launch, site sessions and users are on par with 2021 and up 47% and 53% vs. 2019.
82% of visitors are new to the site (up 2% YOY).



July/August: *The WilliamsBLOG* Performance

72K

Sessions

116K

Pageviews

86%

New Visitors

1.	/blog/7-reasons-why-williamsburg-great-families	18,373
2.	/blog/15-ideas-long-weekend-getaway-your-kids	12,619
3.	/blog/fall-love-bed-and-breakfasts-williamsburg-va	10,501
4.	/blog/10-great-free-things-to-do-in-greater-williamsburg	8,586
5.	/blog/7-charming-date-ideas-williamsburg	7,589
6.	/blog/7-things-to-do-for-first-time-visitors-to-williamsburg	6,702
7.	/blog/11-kid-friendly-spots-williamsburg-check-out-spring	5,194
8.	/blog/spring-it	4,242
9.	/blog/8-cozy-things-do-williamsburg	3,566
10.	/blog/8-bites-sips-and-places-williamsburg-are-inspiring-me	3,051



Gas prices don't have to put the brakes on exploring Williamsburg

[READ MORE](#)



Williamsburg Gets an A-plus for Student Travel Opportunities

[READ MORE](#)



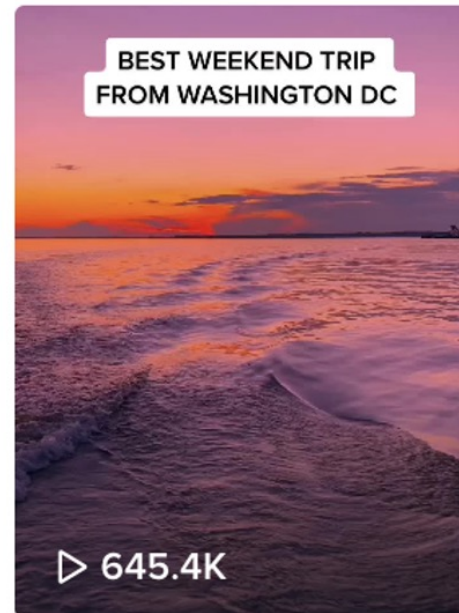
Celebrating art, design, and architecture in Williamsburg

[READ MORE](#)

Paid TikTok Creator Content



Strategy:	Extend the life of organic influencer posts by boosting content with paid dollars.
Audience Targeting:	Geography: Baltimore, Boston, Cleveland, Columbus, New York, Philadelphia, Charlotte, Charlottesville, Greenville-New Bern, Harrisonburg, Raleigh-Durham, Roanoke-Lynchburg, Salisbury Interests/Behaviors: Travel, Culture & History, Excursions, Restaurants, Virginia, Golf, Amusement Parks, Outdoor Video Interactions: Travel related videos and Hashtags
Timing:	Organically Featured: July (EatLiveTravelDrink), September (RioTravelers) Paid Support: July (EatLiveTravelDrink), Late Sept/Early Oct (RioTravelers)



[Nicole Sunderland:](#)

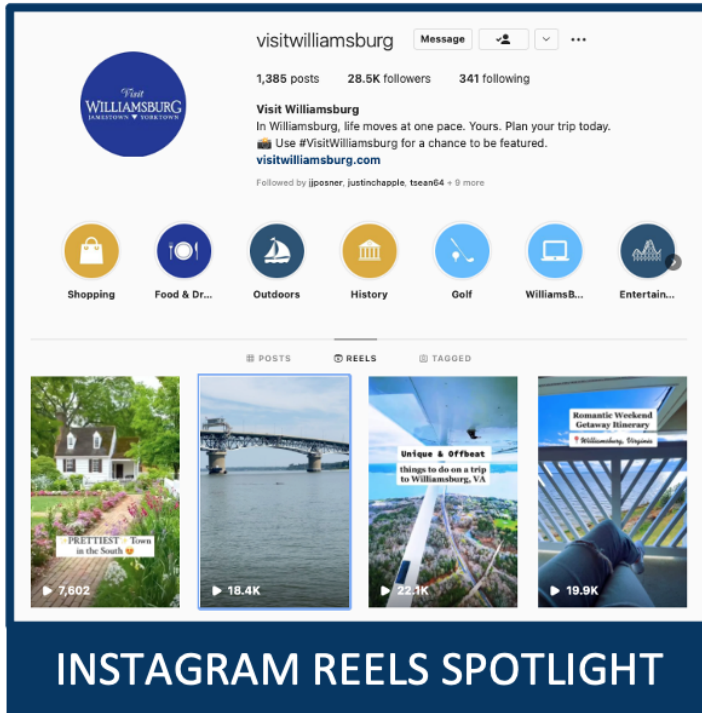
- [TikTok Post #1](#)
- [TikTok Post #2](#)



[Trent & Sarah Anderson:](#)

- 3 TikTok posts coming soon ([draft link](#))

July/August: Social Media Performance



The top two posts in July/August were Instagram Reels, showing the importance of short-form.

Social media channels YoY gains:

Engagement Rate

↑ **5.2%**
(+1.5% YoY)

Engagements

↑ **17K**
(+34% YoY)

Shares & Saves

↑ **1.2K**
(+168% YoY)

Post Clicks

↑ **6.2K**
(+216% YoY)

Social media audience grew **117K followers** across Instagram, Facebook, Twitter, and Pinterest.

Social channels featured **more than 35 hospitality suppliers** across Williamsburg, Yorktown, and Jamestown.

Engagement rates are well above industry benchmarks; **the Facebook engagement rate is more than 18x higher.**

Influencer Partnership Spotlight: Tamera Mowry-Housley



[Tamera Mowry-Housley](#), Emmy award winning talk show host and NAACP Image Award winning actress, author.

August 26-29, 2022: Joined by her husband, former news correspondent [Adam Housley](#), and two children, to highlight family-friendly activities and attractions.

- 10.4M followers (Tamera) and 451K (Adam)
- More than 141.3K engagements across IG posts and FB posts
- Nearly 300 new [@visitwilliamsburg](#) social media followers during post dates

Additional July/August Content	Upcoming 2022 Mega Influencers	Upcoming Content/Visits
<p>Anna Hartman: IG Stories Nicole Sunderland: TikTok Post #1, TikTok Post #2 Josh Bernstein: IG Post #1 and IG Stories Marissa Strang: IG Stories Benny Or: Celebrating art, design, and architecture in Williamsburg</p>	<p>Jamie Chung: Actress and former reality TV personality; couples trip</p>	<p>Benny Or: Art-focused social content @RioTravelers: Adventure/outdoors and couples travel video content Anna Hartman: Exploring Williamsburg from a local's POV; picnics Josh Bernstein: Craft beer and beverage scene content Marissa Strang: Virginia blogger; lifestyle/summer activities content Anela Malik: Food, culture, Black history, biking and water video content Diana Blinkhorn: Family-friendly travel video content</p>

Fall Advertising: Sample Digital Creative

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

unwind +

play x

play. at your pace.

Fly high atop roller coasters, plunge down water slides, make your heart race on a go kart track. All in Williamsburg.

plan now

explore +

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

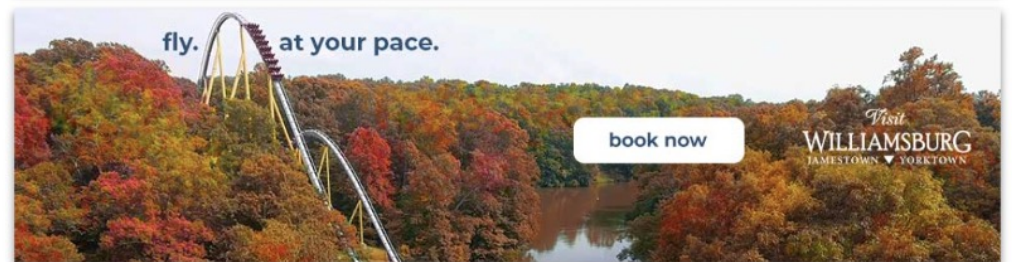
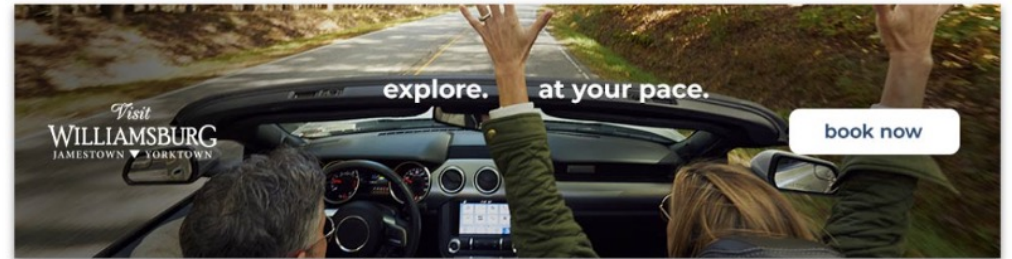
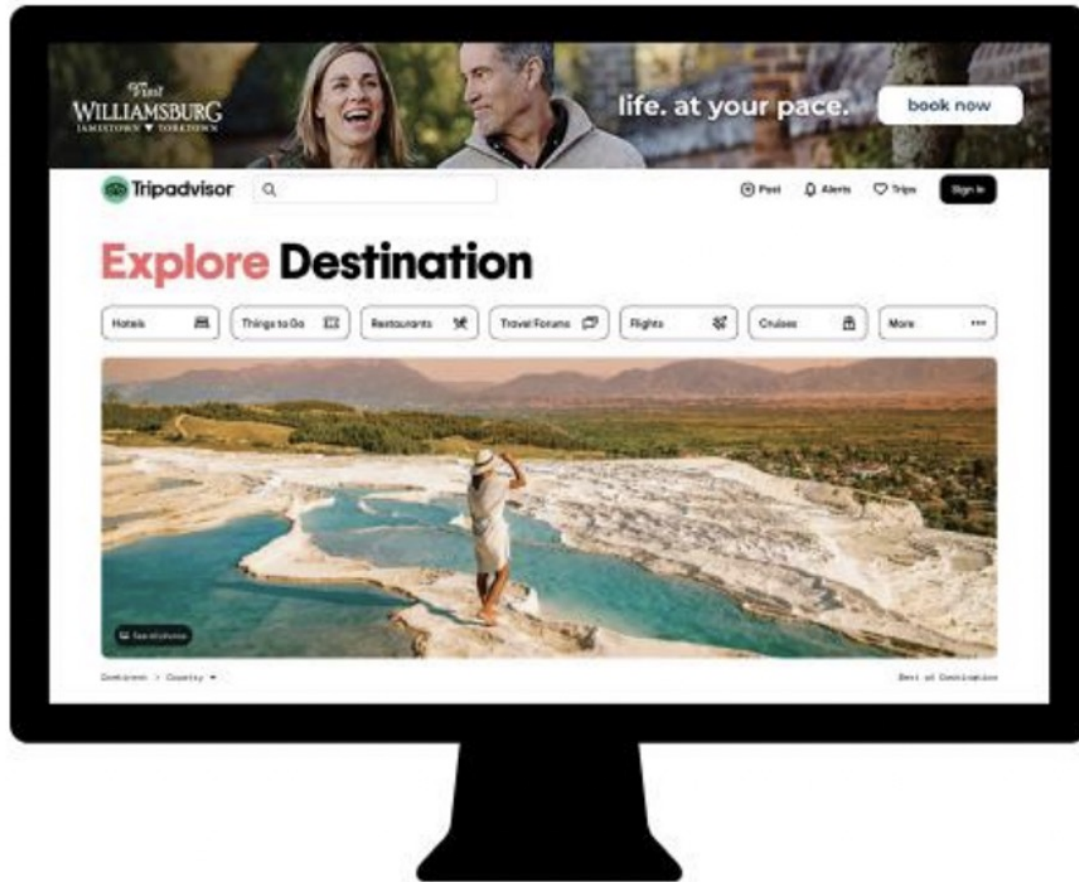
sip. at your pace.

book now

gaze. at your pace.

life. at your pace.

Fall Advertising: Sample Digital Creative



Public Relations

July/August: Earned Media

Global Impressions

440.8 Million

15

Placements

*YoY 2021 – 235.7 Million Impressions & 16 Placements

Key Media Placements | July 1 – August 31, 2022

“8 Family-Friendly Outdoor Getaways to Take This Fall”

Southern Living

“America's Historic Triangle: The Best Of Jamestown, Yorktown and Williamsburg, Virginia”

-Lea Lane



“The 15 Best Cities in the United States”

-Tim Lattner

**TRAVEL+
LEISURE**



“10 pedestrian-friendly U.S. destinations worth exploring”

-Katie Jackson

July/August: Earned Media

EXPLORE **Southern Living**

8 Family-Friendly Outdoor Getaways to Take This Fall

Updated July 07, 2022

8 of 8

Williamsburg, VA

Part of Virginia's famous "Historic Triangle" which also includes Jamestown and Yorktown, your kids will love Williamsburg and you'll love that they'll have so many opportunities to learn while visiting. All trips should start at Colonial



SMALL MARKET MEETINGS



Virginia's Colonial Capital

By Kati Hyer | August 30, 2022

"With ample meeting venues in a region that boasts unmatched history and culture, attractions and activities, innovative food and beverage and charming places to stay, Williamsburg is a premier destination for small to midsize meetings," Visit Williamsburg CEO Victoria Cimino said. The city has landed numerous awards for a visitor-friendly vibe too, thanks to its mild climate, food, abundant nature and of course, historic value.

"Where else can you explore an active archeological dig site on the grounds where America began?" Cimino added. "Or dip your kayak paddle into the waters of a peaceful river, get your thrills at a theme park and enjoy farm-to-table freshness, craft beverages or Colonial taverns?"

TRAVEL+ LEISURE

The 15 Best Cities in the United States

The best cities in the United States, according to *Travel + Leisure* readers, offer a welcoming mix of history, delicious food and drink, and attractions for the whole family.

By **Tim Lattner** | Published on July 12, 2022

12. Williamsburg, Virginia



PLACES I remember

Places I Remember with Lea Lane

America's Historic Triangle: The Best Of Jamestown, Yorktown and Williamsburg, Virginia

AUGUST 02, 2022

VICTORIA CIMINO, PRESIDENT AND CEO OF VISIT WILLIAMSBURG, DISCUSSES FASCINATING FACTS YOU DON'T READ IN BOOKS -- FROM EARLY SETTLERS TO COFFEE PREFERENCES TO -- CANNIBALISM!

SEASON 1 EPISODE 64



Places I Remember with Lea Lane

America's Historic Triangle: The Best Of James

00:00 | 21:52

Daily Press

Tourism in the Williamsburg area is returning to pre-pandemic levels

By Madison Peek
Virginia Gazette • Jul 23, 2022 at 9:00 am



TODAY ON THE SHOW WELLNESS PARENTS POP CULTURE FOOD NEWS SHOP LIFE

TRAVEL

10 pedestrian-friendly U.S. destinations worth exploring

See the sights without paying for gas or a rental car.

Best U.S. destinations to visit that don't require a car

Williamsburg, Virginia

Why you should go: Thanks to Amtrak, it's easy to reach downtown Williamsburg if you live anywhere along the Northeast Corridor. Colonial Williamsburg, the area's number one attraction, is located just a mile from the train station. If you have any interest in paranormal activity or local history, book a bestselling ghost tour where your guide walks you by some of Williamsburg's most haunted sites. Another must for history buffs is Jamestown Settlement, just a 15-minute ride via Uber from downtown. More of an adrenaline junkie? Busch Gardens is also just a 15-minute Uber ride away.

Where to stay: Woodlands Hotel & Suites is just steps away from Colonial Williamsburg's Visitor Center. If you want resort amenities, including access to a championship golf course and bike rentals, stay at Kingsmill Resort (rates from \$279).

Trending

Trending

TRAVEL
34 must-have Amazon travel essentials for your next trip -- starting at \$9

TRAVEL
This 15-fold wallet holds everything you need while traveling -- and it's only \$14

TRAVEL
Can't sleep on planes? 10 products swear by as a frequent flyer

TRAVEL+
LEISURE

World's Best Awards 2022 Readers' Survey

"Top 15 Cities in the United States" category (#12)

PRSA

Commonwealth Award

Reputation/Brand Management – "Life. At Your Pace."

Capital Awards

Influencer Marketing

Sponsored Content – *Bon Appetit* Partnership

Blogs – *The WilliamsBLOG*

Sales

July/August: 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

Connect
CORPORATE | ASSOCIATION | SPECIALTY



July/August: New Business Leads

ISSUE DATE	LEADS	ROOM NIGHTS
July 6, 2022	Virginia Air National Guard	125
July 13, 2022	Virginia Future Business Leaders of America	60
July 21, 2022	Rotary District 7610 District Conference	195
July 28, 2022	American Chemical Society	135
July 28, 2022	Village Victorious Iconic Ladies	30
July 28, 2022	The United States Special Operations Command	66
August 3, 2022	ACN Meetings and Events, LLC.	335
August 3, 2022	Southeastern Archeology Conference	475
August 3, 2022	Prestige Events, LLC.	30
August 11, 2022	Washington Family Reunion	80
August 18, 2022	United States Coast Guard Berthing for Reserve IDT	1180
August 25, 2022	ASR - ARS Association - Rescue Salvage Ships	131
August 31, 2022	MDB, Inc.	55

July/August: Service Leads

	SERVICES LEADS	
July 6, 2022	Firecracker Sports	Lunch
July 8, 2022	Firecracker Sports	Dinner
July 9, 2022	Firecracker Sports	Attraction tickets
August 31, 2022	Society of Government Meeting Professionals	Evening Tour

July/August: Definite Bookings

Arrival Date	Definite Booking	Property	Room Nights
July 6 - 10, 2022	Firecracker Sports - War at Williamsburg	Doubletree/Marriott/Great Wolf	112
July 12 - 14, 2023	American Society for Deaf Children	Great Wolf Lodge	400
September 22-26, 2023	Photographic Society of America	Doubletree Hotel	1080

Upcoming: Shows and Events

DATE	UPCOMING SHOWS	LOCATION
October 2 - 4, 2022	Small Market Meetings Conference	Wichita, Kansas
October 9 - 12	Capital Region USA Global Market Exchange	Washington, DC
October 24 – 27, 2022	TEAMS	Oklahoma City, OK



Old & New Business

Adjourn

Next Meeting: November 15, 2022

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN