

# Williamsburg Tourism Council

Tuesday, September 21, 2021

*Visit*  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

# Roll Call

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James City County  
Colonial Williamsburg Foundation  
City of Williamsburg

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

GWTCA-Business Council  
Virginia Tourism Corporation

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

Kevin Lembke  
Neal Chalkley  
James Horn  
Christy Coleman  
Mickey Chohany  
Chad Green

Chris Smith, Ex Officio  
Rita McClenny, Ex Officio

# Public Comment

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

# U.S. Travel Association

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Treon Glenn

Senior Director, Government Relations

# Virginia Tourism Corporation

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Rita McClenny, President and CEO

# Roundtable Discussion

# Approve Minutes

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July 20, 2021

# Voting

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James City County  
Colonial Williamsburg Foundation  
City of Williamsburg

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

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

# July Revenue/Expenses

	Month		
	Actual	Budget	Variance
<b>REVENUE</b>			
Sales Tax (58.1-603.2)	1,075,440	1,005,884	69,556
\$1 Transient Tax	195,932	93,518	102,414
Maintenance of Effort Funds	0	0	0
Other	2,313	4,000	(1,687)
<b>Total Revenue</b>	<b>1,273,686</b>	<b>1,103,402</b>	<b>170,284</b>
<b>EXPENSES</b>			
Destination Marketing	217,858	1,109,349	891,491
Other Sales & Marketing	4,743	18,036	13,293
Labor & Benefits	91,740	100,836	9,096
Admin	15,843	24,030	8,187
<b>Total Expenses</b>	<b>330,184</b>	<b>1,252,251</b>	<b>922,067</b>
<b>Net Revenue Expense by Month</b>	<b>943,502</b>	<b>(148,849)</b>	<b>1,092,351</b>

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

# July Cash on Hand

## Operating Cash

Cash Balances	May-21		
	Actual	Budget	Variance
Bank Account Balances: operations			
BB&T Reserve Checking	\$ 250,002	\$ 250,000	\$ 2
BB&T ICS Investment Fund	\$ 509,820	\$ 512,594	\$ (2,774)
Ches Bank Payroll	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,925,077	\$ 2,997,577	\$ 3,927,500
<b>Total Cash on Hand</b>	<b>\$ 7,685,899</b>	<b>\$ 3,760,171</b>	<b>\$ 3,925,728</b>

Jun-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,827	\$ 512,594	\$ (2,768)
\$ 1,000	\$ -	\$ 1,000
\$ 7,200,975	\$ 2,997,577	\$ 4,203,398
<b>\$ 7,961,804</b>	<b>\$ 3,760,171</b>	<b>\$ 4,201,633</b>

Jul-21		
Actual	Budget	Variance
\$ 250,002	\$ 250,000	\$ 2
\$ 509,833	\$ 510,000	\$ (167)
\$ 1,000	\$ -	\$ 1,000
\$ 6,922,318	\$ 6,800,000	\$ 122,318
<b>\$ 7,683,153</b>	<b>\$ 7,560,000</b>	<b>\$ 123,153</b>

Key Sources of Funds	May-21		
	Actual	Budget	Variance
State Disbursement	\$ 1,150,121	\$ 857,505	\$ 292,616
<b>Total Gov't Sources</b>	<b>\$ 1,150,121</b>	<b>\$ 857,505</b>	<b>\$ 292,616</b>

Jun-21		
Actual	Budget	Variance
\$ 1,198,777	\$ 956,505	\$ 242,272
<b>\$ 1,198,777</b>	<b>\$ 956,505</b>	<b>\$ 242,272</b>

Jul-21		
Actual	Budget	Variance
\$ 1,271,372	\$ 1,099,402	\$ 171,970
<b>\$ 1,271,372</b>	<b>\$ 1,099,402</b>	<b>\$ 171,970</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	\$ 739	\$ -	\$ 739
Ches Bank Checking	\$ 421	\$ 10,000	\$ (9,579)
<b>Total Interest Earned</b>	<b>\$ 1,166</b>	<b>\$ 10,000</b>	<b>\$ (8,834)</b>

	Actual	Budget	Variance
\$ -	\$ -	\$ -	
\$ 2	\$ -	\$ 2	
\$ 4	\$ -	\$ 4	
\$ 726	\$ -	\$ 726	
\$ 339	\$ 5,000	\$ (4,661)	
<b>\$ 1,072</b>	<b>\$ 5,000</b>	<b>\$ (3,928)</b>	

	Actual	Budget	Variance
\$ -	\$ -	\$ -	
\$ 2	\$ -	\$ 2	
\$ 4	\$ -	\$ 4	
\$ 815	\$ -	\$ 815	
\$ 484	\$ 4,000	\$ (3,516)	
<b>\$ 1,306</b>	<b>\$ 4,000</b>	<b>\$ (2,694)</b>	

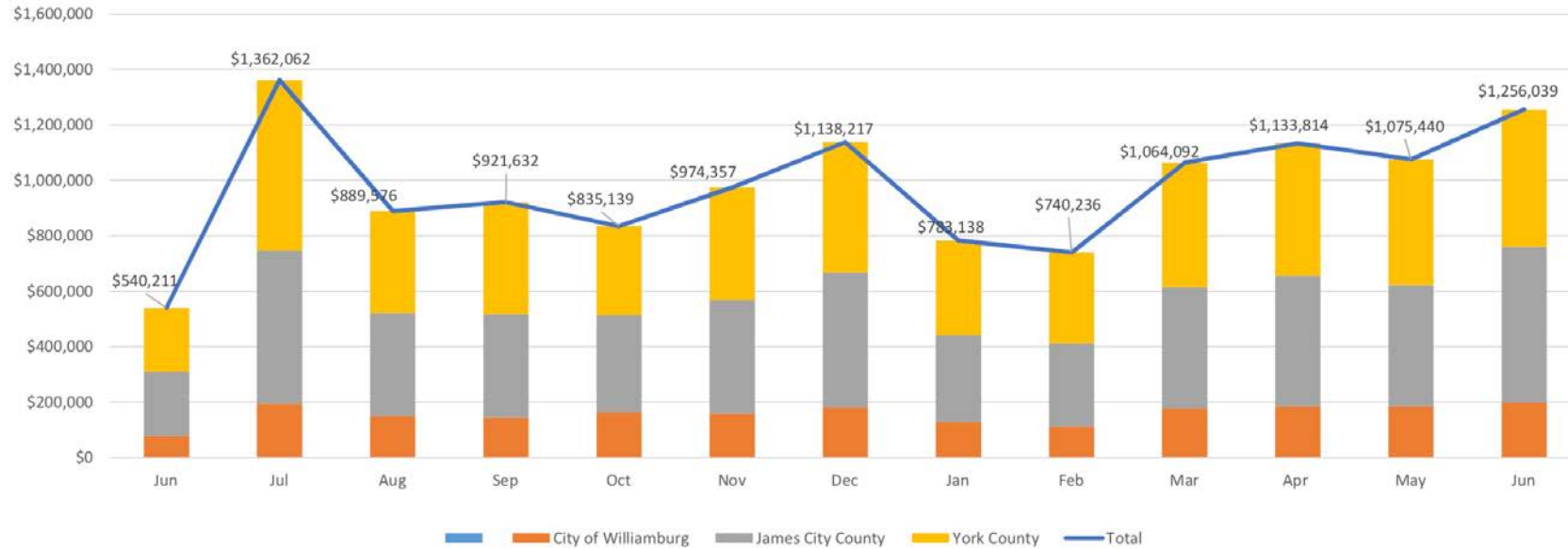
## Product Development Reserves

Cash Balances	May-21		
	Actual	Budget	Variance
Bank Account Balances: Reserves			
Ches Bank Money Market	\$ 3,719,580	\$ 2,042,000	\$ 1,677,580
<b>Total Cash on Hand</b>	<b>\$ 3,719,580</b>	<b>\$ 2,042,000</b>	<b>\$ 1,677,580</b>

Jun-21		
Actual	Budget	Variance
\$ 3,720,306	\$ 2,042,000	\$ 1,678,306
<b>\$ 3,720,306</b>	<b>\$ 2,042,000</b>	<b>\$ 1,678,306</b>

Jul-21		
Actual	Budget	Variance
\$ 3,721,122	\$ 3,720,000	\$ 1,122
<b>\$ 3,721,122</b>	<b>\$ 3,720,000</b>	<b>\$ 1,122</b>

# Sales Tax



§§ 58.1-603.2 1/2 of 1%													
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
<b>Total</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>\$1,075,440</b>	<b>\$1,256,039</b>	<b>\$12,173,742</b>
<b>Calendar YTD Total</b>													<b>\$6,052,759</b>
FY2019 / 2020	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$197,252	\$216,633	\$199,081	\$273,674	\$202,364	\$233,575	\$140,534	\$121,542	\$115,268	\$82,326	\$88,655	\$78,398	\$1,949,302
James City County	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132	\$286,625	\$288,704	\$229,364	\$277,886	\$230,731	\$4,257,979
York County	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847	\$303,150	\$339,779	\$321,569	\$369,227	\$231,082	\$4,500,799
<b>Total</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>\$744,513</b>	<b>\$711,317</b>	<b>\$1,054,706</b>	<b>\$633,259</b>	<b>\$735,768</b>	<b>\$540,211</b>	<b>\$11,019,035</b>
<b>Calendar YTD Total</b>													<b>\$4,419,774</b>

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



# Transient Tax



Transient Tax \$1 of the \$2													
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	\$29,976	\$275,440
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
<b>Total</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>\$143,049</b>	<b>\$127,226</b>	<b>\$1,017,008</b>
<b>Calendar YTD Total</b>													<b>\$582,857</b>
FY2019 / 2020	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
City of Williamsburg	\$39,210	\$56,591	\$56,484	\$41,412	\$51,945	\$28,155	\$26,026	\$10,739	\$23,800	\$14,086	\$6,380	\$13,576	\$368,404
James City County	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080	\$16,222	\$13,701	\$14,918	\$4,776	\$21,061	\$313,130
York County	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927	\$28,760	\$18,858	\$8,736	\$11,609	\$21,888	\$444,236
<b>Total</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>\$22,765</b>	<b>\$56,525</b>	<b>\$1,125,770</b>
<b>Calendar YTD Total</b>													<b>\$308,143</b>

\*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: June 2021

Current Month - June 2021 vs June 2020												
	Occ %		ADR		RevPAR		Percent Change from June 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	52.3	16.4	148.21	89.11	77.55	14.65	218.3	66.3	429.4	508.8	15.0	266.0
York Co+	60.8	26.4	140.90	63.42	85.64	16.75	130.2	122.2	411.4	507.7	18.8	173.5
City of Williamsburg+	63.8	20.0	135.60	78.02	86.54	15.64	218.3	73.8	453.3	470.7	3.1	228.3
Historic Triangle+	59.4	21.5	140.84	73.54	83.69	15.79	176.8	91.5	430.0	495.0	12.3	210.7
Southern York County+	81.9	49.0	107.31	75.41	87.87	36.94	67.2	42.3	137.9	137.9	0.0	67.2
Total+	60.3	22.7	138.97	73.73	83.86	16.76	165.4	88.5	400.3	458.8	11.7	196.5

Current Month - June 2020 vs June 2019												
	Occ %		ADR		RevPAR		Percent Change from June 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	16.4	59.4	89.11	131.42	14.65	78.03	-72.3	-32.2	-81.2	-84.4	-16.9	-77.0
York Co+	26.4	68.2	63.42	126.21	16.75	86.13	-61.3	-49.7	-80.6	-83.6	-15.8	-67.4
City of Williamsburg+	20.0	68.3	78.02	129.13	15.64	88.16	-70.6	-39.6	-82.3	-84.9	-14.9	-75.0
Historic Triangle+	21.5	65.8	73.54	128.55	15.79	84.62	-67.4	-42.8	-81.3	-84.3	-15.8	-72.5
Southern York County+	49.0	85.5	75.41	97.14	36.94	83.01	-42.7	-22.4	-55.5	-55.5	0.0	-42.7
Total+	22.7	66.6	73.73	126.98	16.76	84.56	-65.9	-41.9	-80.2	-83.2	-15.2	-71.0



# Smith Travel Research Report: July 2021

	Current Month - July 2021 vs July 2020											
	Occ %		ADR		RevPAR		Percent Change from July 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	55.9	24.1	176.06	120.04	98.39	28.96	131.6	46.7	239.7	226.5	-3.9	122.6
York Co+	71.2	34.1	170.69	73.56	121.50	25.12	108.5	132.0	383.8	474.8	18.8	147.7
City of Williamsburg+	72.3	33.6	143.94	89.63	104.08	30.07	115.5	60.6	246.1	246.3	0.0	115.6
Historic Triangle+	67.3	30.9	162.62	90.55	109.46	27.98	117.9	79.6	291.3	312.8	5.5	129.9
Southern York County+	89.7	64.2	116.74	80.94	104.73	52.00	39.6	44.2	101.4	101.4	0.0	39.6
Total+	68.2	32.3	160.14	89.72	109.27	29.02	111.0	78.5	276.5	296.4	5.3	122.1

	Current Month - July 2020 vs July 2019											
	Occ %		ADR		RevPAR		Percent Change from July 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	24.1	64.2	119.86	140.84	28.93	90.40	-62.4	-14.9	-68.0	-68.2	-0.5	-62.6
York Co+	34.1	73.1	73.53	135.88	25.11	99.32	-53.3	-45.9	-74.7	-78.7	-15.8	-60.7
City of Williamsburg+	33.6	68.3	89.55	126.13	30.08	86.17	-50.8	-29.0	-65.1	-69.4	-12.3	-56.9
Historic Triangle+	30.9	69.0	90.47	133.78	27.96	92.29	-55.2	-32.4	-69.7	-72.9	-10.4	-59.9
Southern York County+	64.2	85.9	80.94	94.55	52.00	81.25	-25.2	-14.4	-36.0	-36.0	0.0	-25.2
Total+	32.4	69.7	89.65	131.89	29.01	91.86	-53.5	-32.0	-68.4	-71.6	-10.0	-58.2

# Smith Travel Research Report: August 2021

	Current Month - August 2021 vs August 2020											
	Occ %		ADR		RevPAR		Percent Change from August 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	48.7	25.1	173.46	112.29	84.51	28.22	93.9	54.5	199.5	187.8	-3.9	86.3
York Co+	63.3	37.8	165.98	75.07	105.02	28.35	67.6	121.1	270.5	270.5	0.0	67.6
City of Williamsburg+	65.7	39.6	144.72	89.75	95.10	35.50	66.1	61.2	167.9	168.0	0.0	66.2
Historic Triangle+	60.0	34.7	160.12	88.09	96.13	30.60	72.8	81.8	214.2	210.7	-1.1	70.9
Southern York County+	83.7	64.2	109.06	80.16	91.31	51.43	30.5	36.0	77.5	77.5	0.0	30.5
Total+	61.0	35.9	157.24	87.52	95.93	31.45	69.8	79.7	205.0	201.8	-1.1	68.0

	Current Month - August 2020 vs August 2019											
	Occ %		ADR		RevPAR		Percent Change from August 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	25.1	65.0	112.28	139.15	28.19	90.39	-61.3	-19.3	-68.8	-68.8	-0.1	-61.4
York Co+	38.3	71.4	75.52	138.79	28.89	99.06	-46.4	-45.6	-70.8	-70.8	0.0	-46.4
City of Williamsburg+	39.4	70.2	90.08	127.27	35.51	89.30	-43.8	-29.2	-60.2	-65.1	-12.2	-50.7
Historic Triangle+	34.9	69.2	88.33	134.81	30.81	93.29	-49.6	-34.5	-67.0	-68.4	-4.3	-51.8
Southern York County+	64.2	82.6	80.16	93.11	51.43	76.90	-22.3	-13.9	-33.1	-33.1	0.0	-22.3
Total+	36.1	69.7	87.73	132.88	31.65	92.65	-48.3	-34.0	-65.8	-67.3	-4.1	-50.4

# Smith Travel Research Report: YTD

Year to Date - August 2021 vs August 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+	34.5	17.5	143.29	95.35	49.47	16.71	97.0	50.3	196.0	218.3	7.5	111.8
York Co+	48.4	28.2	144.50	93.57	69.98	26.39	71.7	54.4	165.1	190.5	9.6	88.1
City of Williamsburg+	47.8	24.6	129.40	88.23	61.84	21.74	94.0	46.7	184.5	177.3	-2.5	89.0
Historic Triangle+	44.4	24.1	138.98	92.02	61.65	22.15	84.3	51.0	178.3	191.7	4.8	93.1
Southern York County+	70.3	50.1	95.58	76.22	67.22	38.20	40.3	25.4	76.0	76.0	0.0	40.3
Total+	45.4	25.2	136.21	90.67	61.88	22.84	80.3	50.2	170.9	183.4	4.6	88.6

Year to Date - August 2020 vs August 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+	17.5	44.1	95.31	124.59	16.70	54.93	-60.3	-23.5	-69.6	-72.8	-10.6	-64.5
York Co+	28.3	55.4	93.61	132.51	26.47	73.42	-49.0	-29.4	-63.9	-67.1	-8.7	-53.4
City of Williamsburg+	24.6	54.3	88.28	122.40	21.74	66.44	-54.6	-27.9	-67.3	-70.5	-9.9	-59.1
Historic Triangle+	24.1	51.9	92.05	126.98	22.18	65.92	-53.6	-27.5	-66.4	-69.6	-9.7	-58.1
Southern York County+	50.1	73.3	76.22	88.99	38.20	65.26	-31.7	-14.4	-41.5	-41.5	0.0	-31.7
Total+	25.2	52.8	90.70	124.92	22.87	65.90	-52.2	-27.4	-65.3	-68.5	-9.3	-56.6



Memorial Day  
Weekend vs.  
July 4<sup>th</sup>  
Weekend



Utilized Zartico to understand visitation differences between the two holiday weekends, identifying visitation patterns to monitor both in-state and out-of-state visitor behavior.

## Memorial Day Weekend

May 28 - May 31, 2021

**61.6%**

PERCENTAGE OF VISITORS  
STAYING OVERNIGHT

**42.2%**

PERCENTAGE OF IN-STATE VISITORS

**57.8%**

PERCENTAGE OF OUT-OF-STATE  
VISITORS

## July 4th Weekend

July 2 - July 5, 2021

**64.5%**

PERCENTAGE OF VISITORS  
STAYING OVERNIGHT

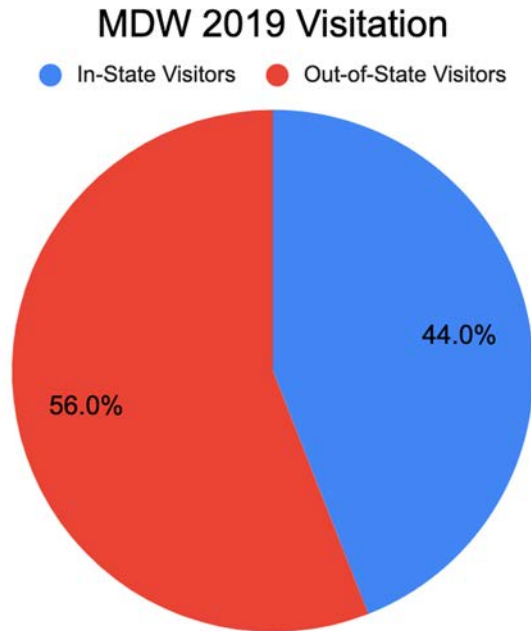
**40.0%**

PERCENTAGE OF IN-STATE VISITORS

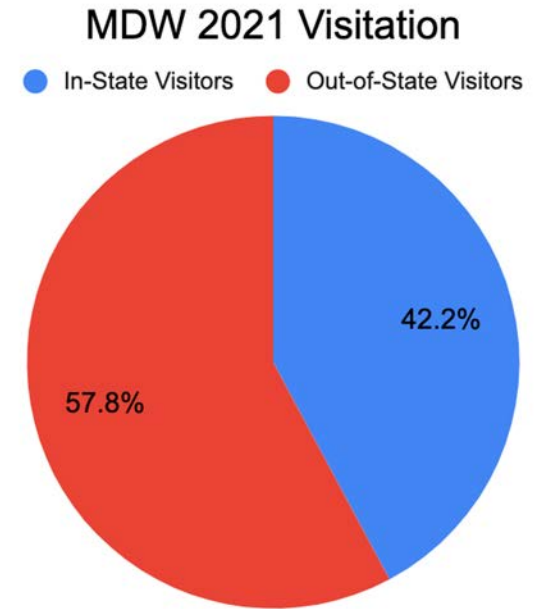
**60.0%**

PERCENTAGE OF OUT-OF-STATE  
VISITORS

Compared to Memorial Day Weekend 2019 there was a greater share of out-of-state visitors. Both 2019 and 2021 skewed more in-state than July 4th Weekend.



Memorial Day Weekend 2019:  
May 24 - May 27, 2019

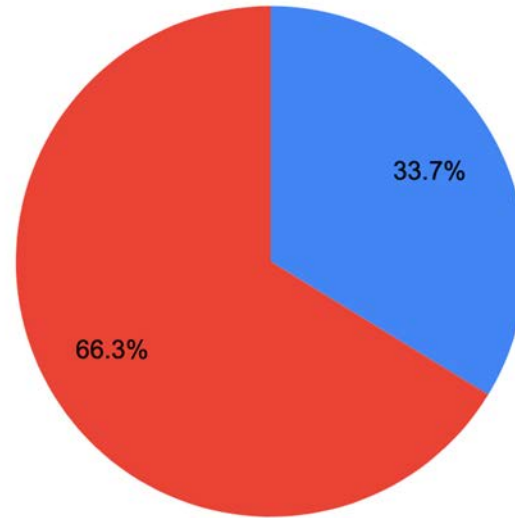


Memorial Day Weekend 2021:  
May 28 - May 31, 2021

Compared to July 4th Weekend 2019, 2021 saw a greater share of in-state visitors.

July 4th Weekend 2019 Visitation

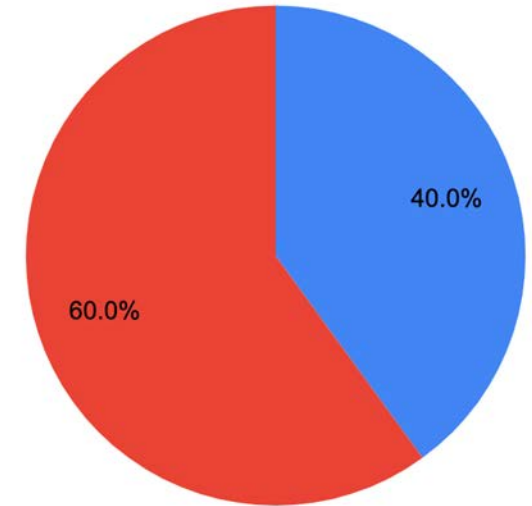
● In-State Visitors ● Out-of-State Visitors



July 4th Weekend 2019:  
July 5 - 8, 2019

July 4th Weekend 2021 Visitation

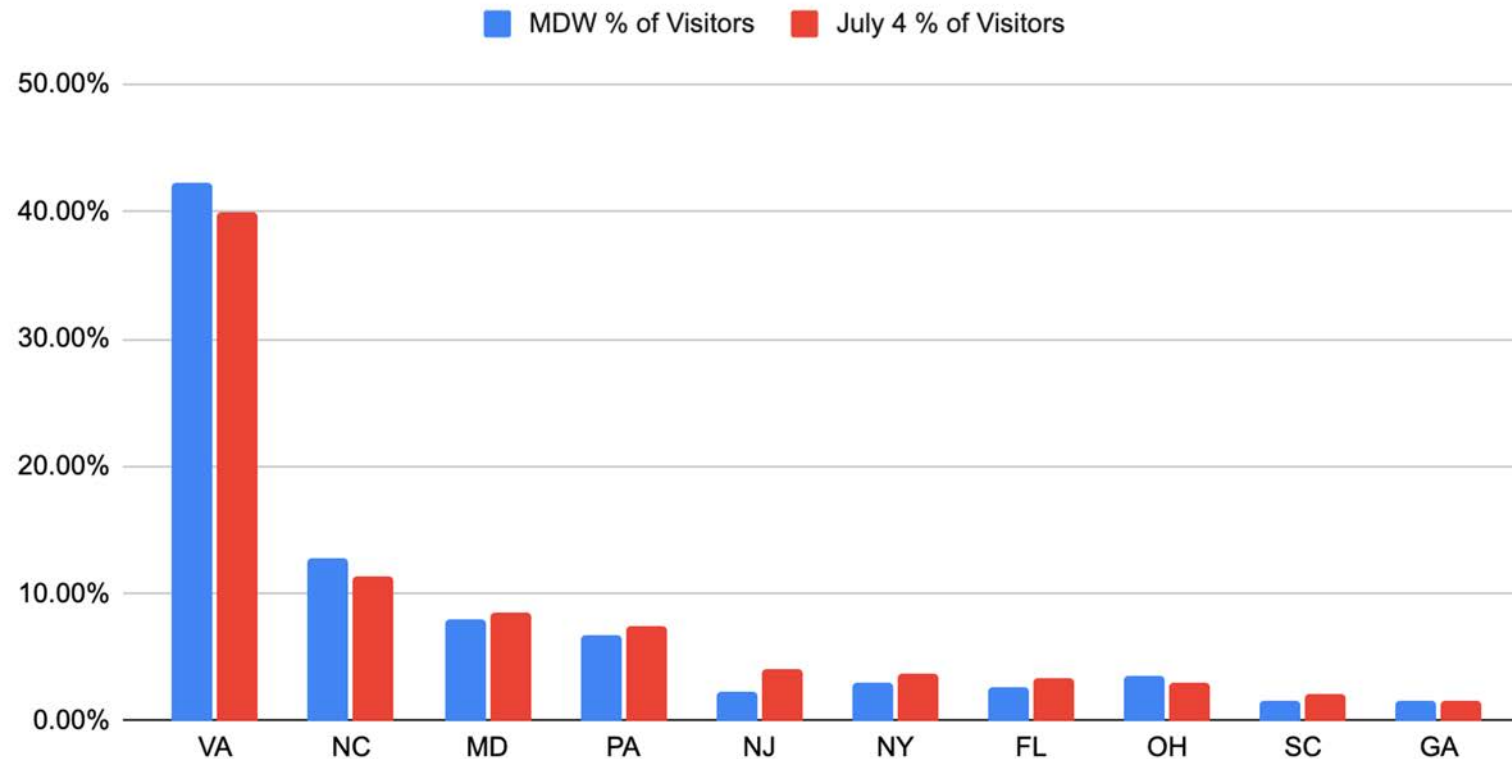
● In-State Visitors ● Out-of-State Visitors



July 4th Weekend 2021:  
July 2 - 5, 2021

## Visitor Origin State Comparison

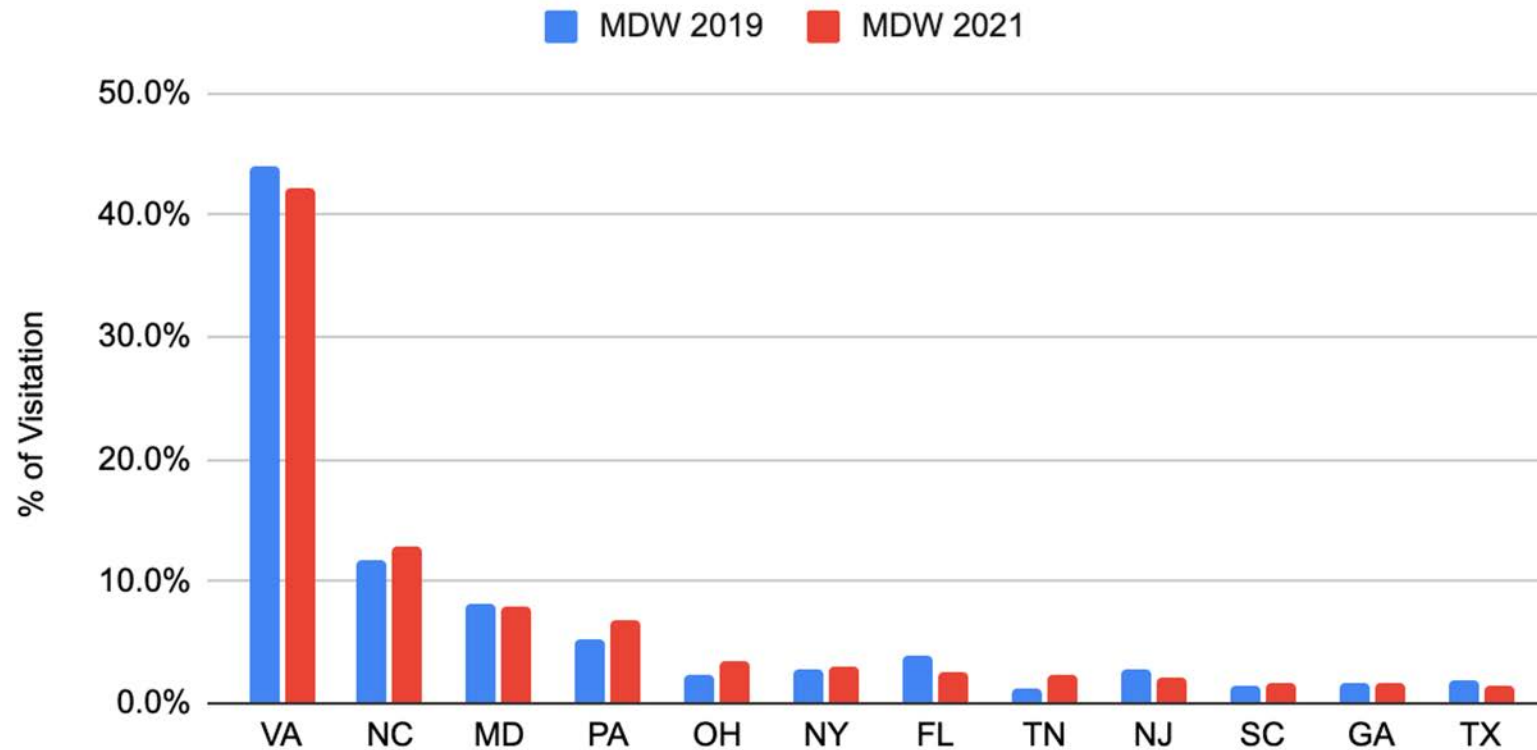
The share of Virginia and North Carolina visitors was lower for July 4th weekend compared to Memorial Day Weekend, while states farther away realized increases.





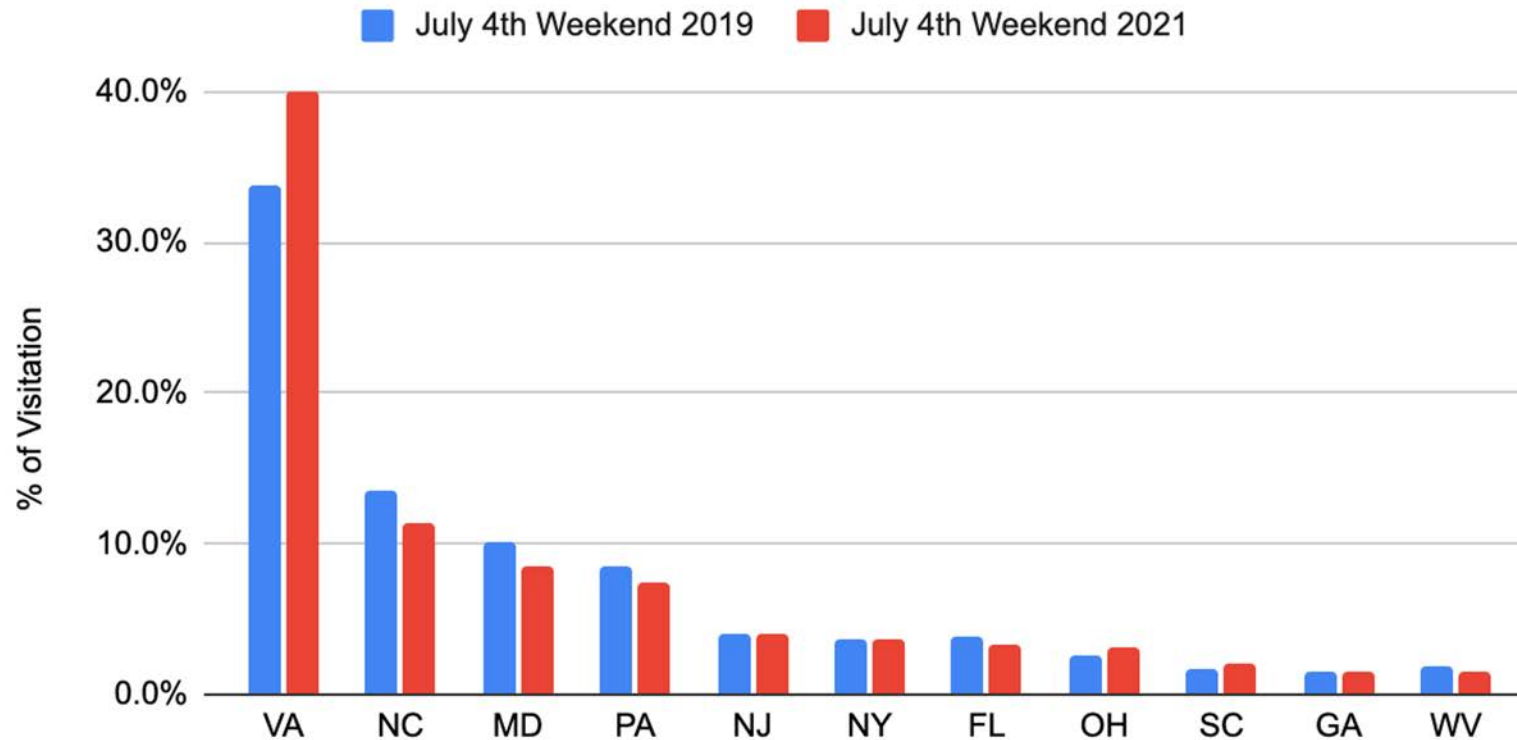
## Memorial Day Weekend 2019 vs. 2021 Origin State

Compared to Memorial Day Weekend 2019, a larger share of visitation was seen from North Carolina, Pennsylvania, Ohio, New York, Tennessee, and South Carolina in 2021.

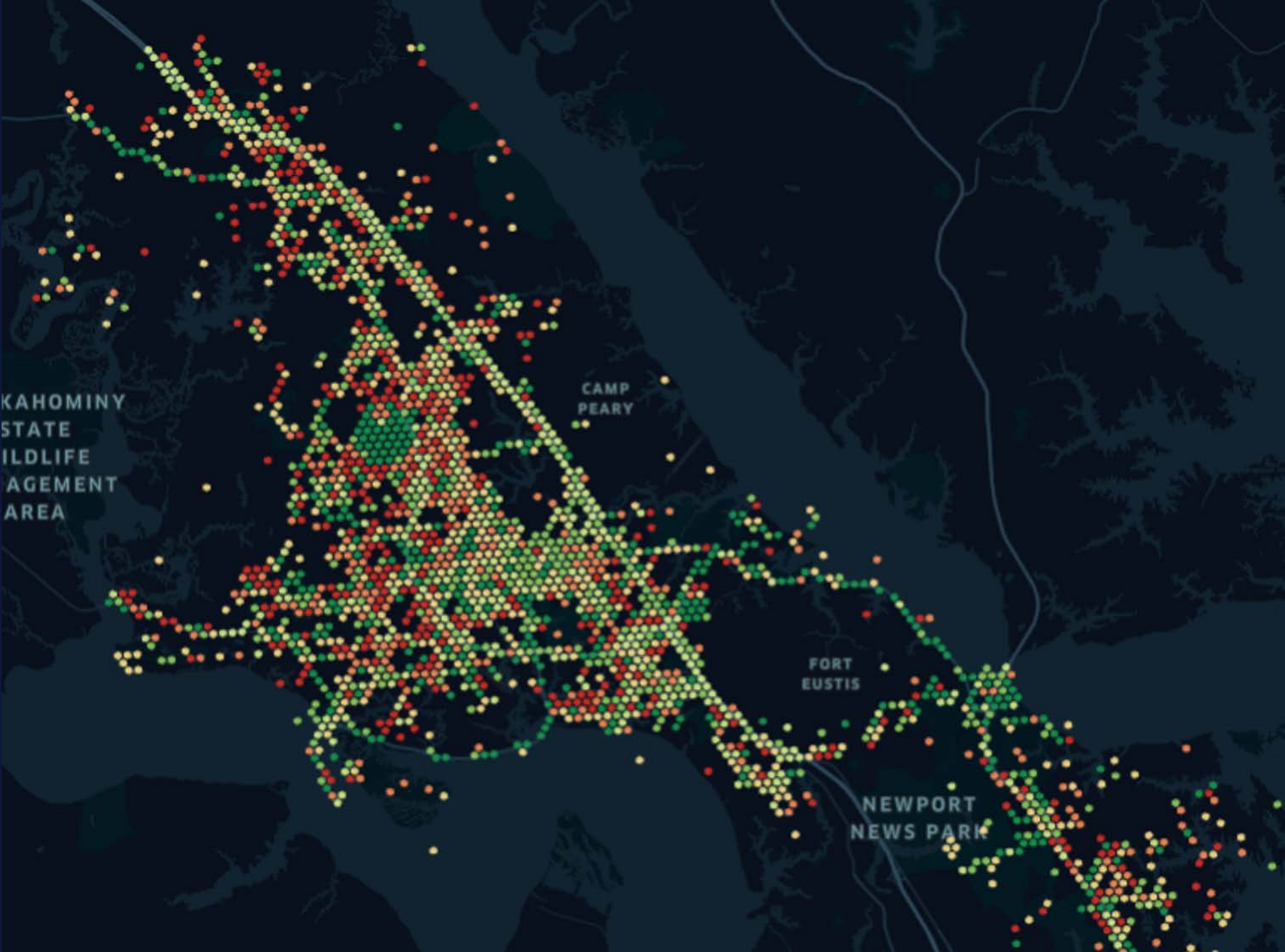


## July 4<sup>th</sup> Weekend 2019 vs. 2021 Origin State

Compared to July 4th Weekend 2019, a larger share of visitation was seen from Virginia, New Jersey, Ohio, South Carolina, and Georgia in 2021.



Green represents the largest difference between July 4<sup>th</sup> Weekend and Memorial Day Weekend.





# William & Mary Move-In Weekend

August 26-31, 2021



Utilized Zartico to understand visitation during William & Mary's move-in weekend and the associated traffic patterns.



50% of all observations at William & Mary were visitors.

Richmond, Washington DC and Roanoke were the top origin markets.

68% of visitors to William & Mary were in-state visitors.

Out-of-state visitors were more likely to visit accommodations and food locations while in-state visitors and residents were more likely to visit outdoor recreation and retail locations.

**6**

DAYS

**50%**

PERCENTAGE OF VISITORS

**68%**

PERCENTAGE OF VISITORS  
FROM VIRGINIA

**59%**

PERCENTAGE OF VISITORS  
STAYING OVERNIGHT



☉ daytime    ~ Y Axis



Thu 26    12 PM    Fri 27    12 PM    Sat 28    12 PM    Aug 29    12 PM    Mon 30    12 PM    Tue 31    12 PM



## 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\*



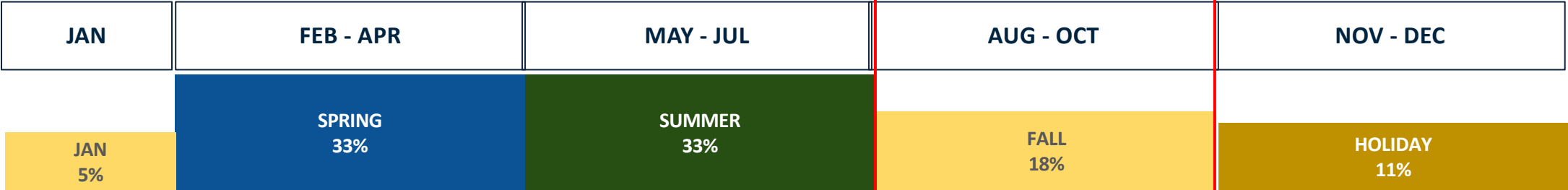
# Campaign Overview

## 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



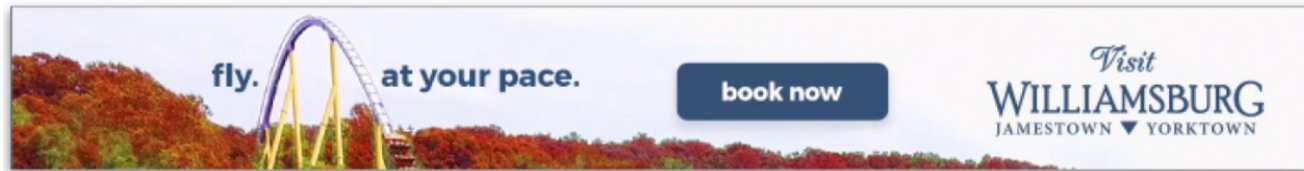
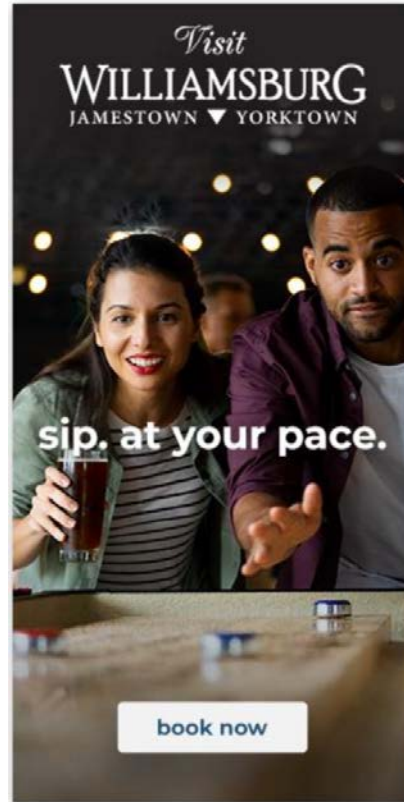
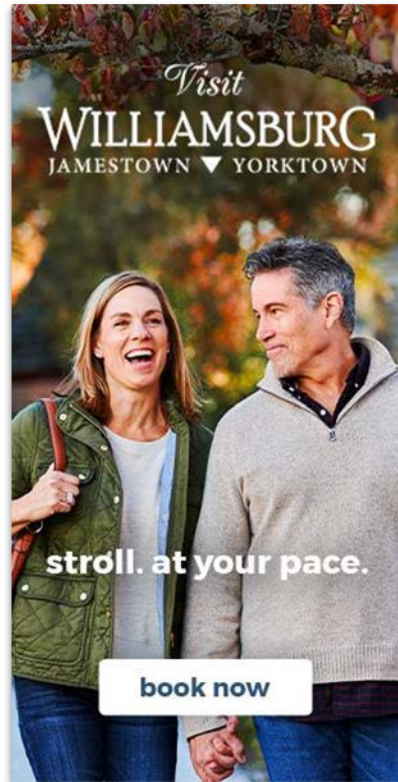
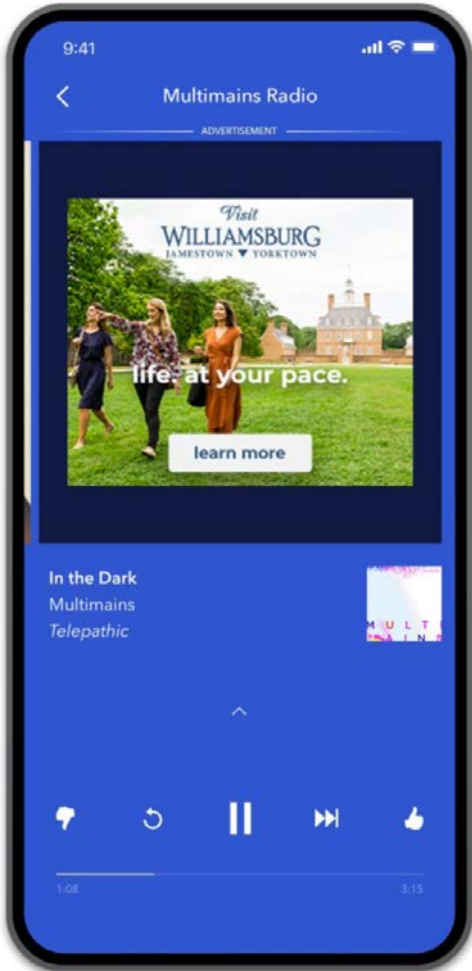
Influencer



Golf Partnership

*\*Budgets/timelines provided are rough estimates and subject to fluctuations based on inventory availability and final buy details*

Fall Creative



# July/August Digital Advertising Performance

Capturing demand during peak travel period across all digital channels.

**250MM+**

impressions served across display and paid social

**↑ 3X**

Visit Williamsburg display CTR (.29%) vs. industry standard (.10%)

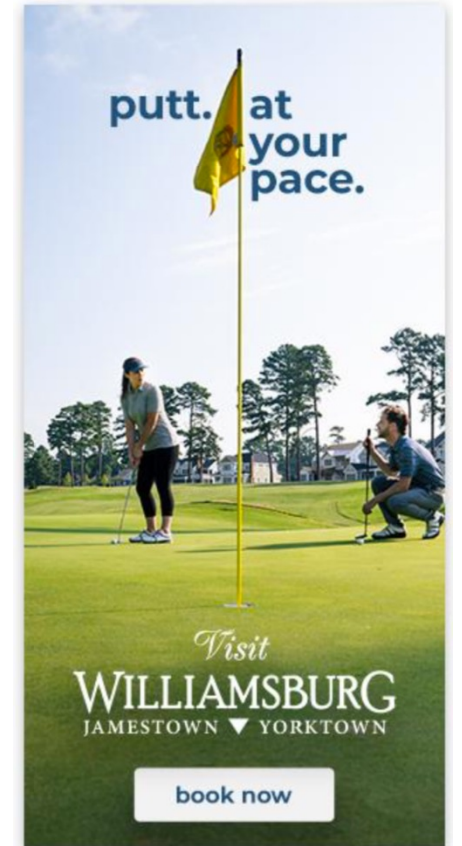
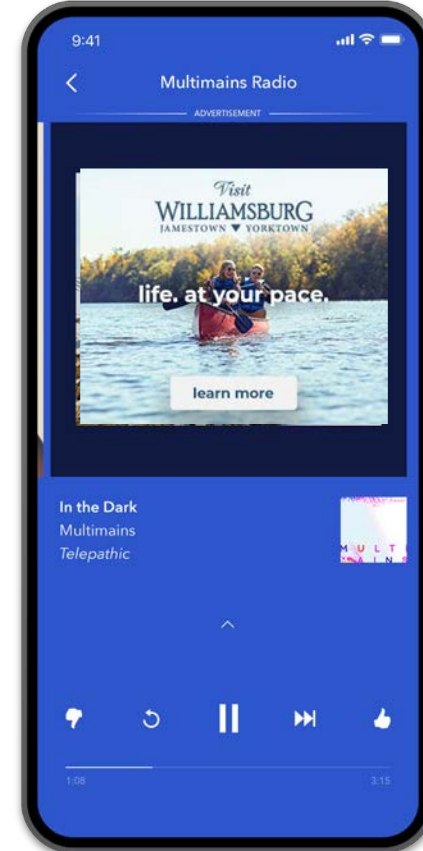
**↑ 97%+**

VCR rate across digital video units

**↑ 548,000+**

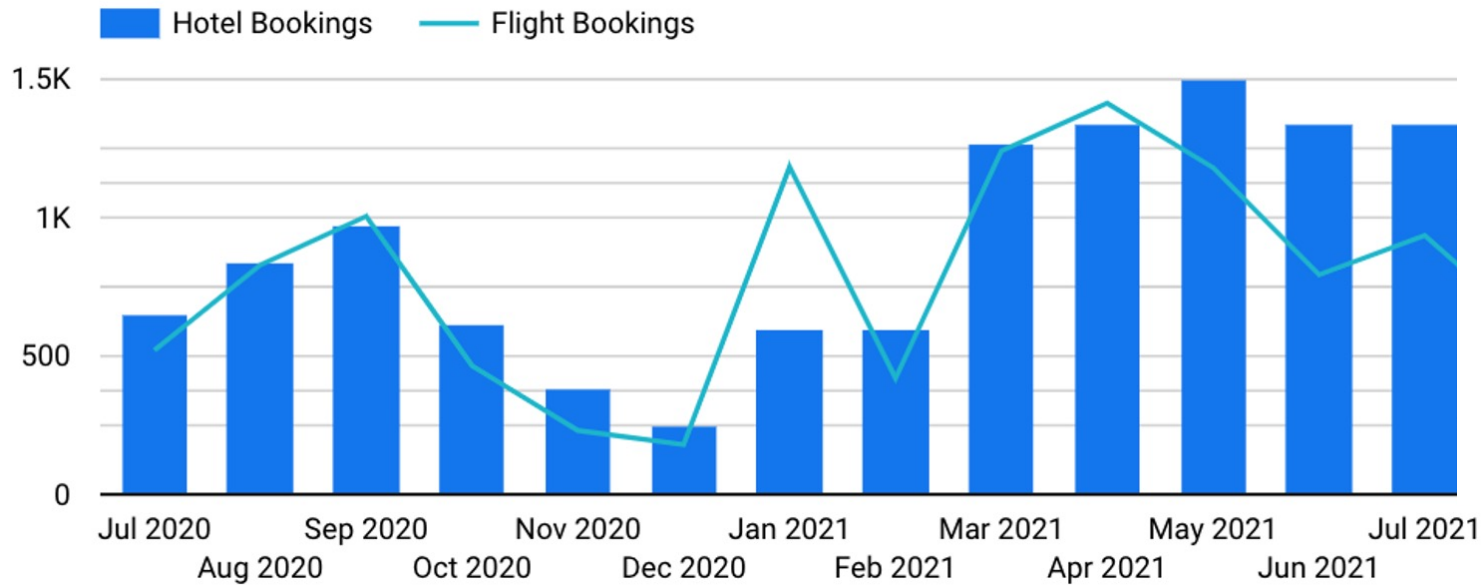
Paid search impressions served

9% CTR vs. 2.4% industry benchmark



# Adara Impact Performance

Hotel bookings driven by digital advertising audience held strong and steady March through July. August attribution window ends September 30, with pacing expected to slow due to smaller media effort and COVID-19 surge.

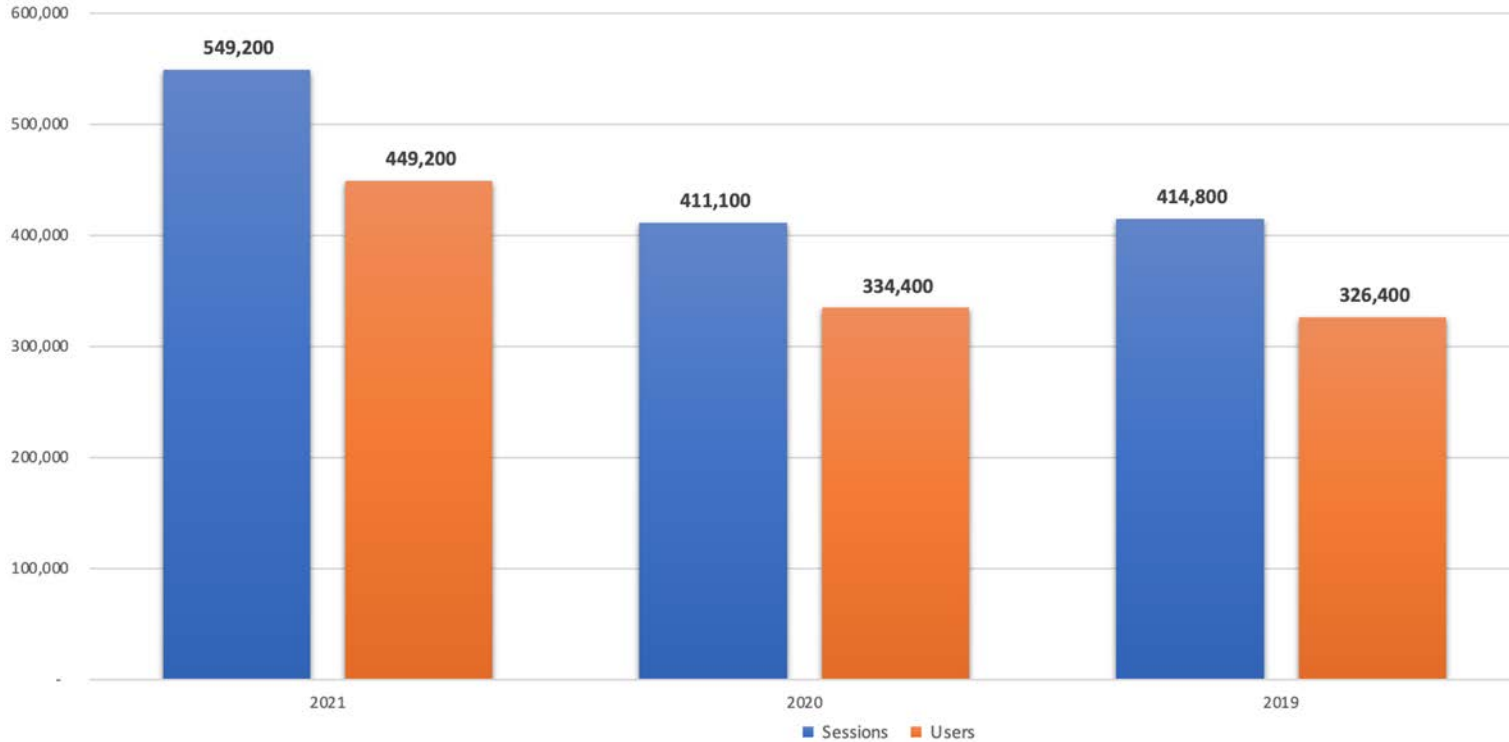


Top Hotel Origin Markets		
Markets	% of Booking	
1. Washington, DC, US	29.1%	<div style="width: 29.1%;"></div>
2. New York, NY, US	8.9%	<div style="width: 8.9%;"></div>
3. Philadelphia, PA, US	7.5%	<div style="width: 7.5%;"></div>
4. Baltimore, MD, US	6.1%	<div style="width: 6.1%;"></div>
5. Norfolk, VA, US	4.0%	<div style="width: 4.0%;"></div>
6. Raleigh-durham, NC, US	3.6%	<div style="width: 3.6%;"></div>
7. Richmond, VA, US	2.7%	<div style="width: 2.7%;"></div>
8. Roanoke, VA, US	2.7%	<div style="width: 2.7%;"></div>
9. Harrisburg-york, PA, US	2.4%	<div style="width: 2.4%;"></div>
10. Pittsburgh, PA, US	2.3%	<div style="width: 2.3%;"></div>

\*Source: Adara Impact as of September 6, 2021

# July/August Web Performance

Site Traffic Performance Remains Strong vs. 2020 AND 2019  
Top Markets Remain Steady



	Region	Pageviews
1.	Virginia	373,365
2.	Pennsylvania	156,119
3.	Maryland	133,104
4.	North Carolina	124,565
5.	New York	113,148
6.	New Jersey	72,469
7.	District of Columbia	67,363
8.	Ohio	55,478
9.	Massachusetts	28,452
10.	Florida	27,307



## The WilliamsBLOG: July/August Performance

Compared to 2020:



Sessions up  
**359%**



# of users up  
**132%**



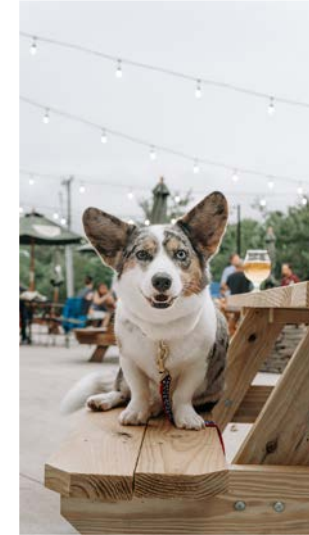
New user sessions up  
**16%**



Avg. time on page up  
**13%**

### Samples of Recently Published Content:

1. [Summer for Deux - 8 Outdoor Date Ideas in Williamsburg](#)
2. [A Look into Williamsburg's Current Excavations and Recent Findings](#)
3. [Two Corgis' Weekend Away from the City](#)
4. [Williamsburg on the Water: A Guide to Experiencing the Area's Waterways](#)
5. [7 Reasons Why Williamsburg is Great for Families](#)



### Content promotion channels:



# July/August Influencer Marketing

290K+ Impressions  
41K+ Engagements  
62 Industry Partners Featured

The following influencers also visited in July/August and have additional content coming soon across Instagram, YouTube, and/or The WilliamsBLOG: [Rachel Lipton](#) (food blogger), [Ashlee Stoodley](#) (mom blogger) and [The History Guy](#) (history YouTuber).



[Dustin Patrick Smith](#) (166K followers)  
and [Burton Buffaloe](#) (152K followers)



[Navy & Duke Corgis](#)  
80.1K followers



[Jackie Greaney](#)  
108K followers



# July/August Influencer Marketing

Activating influencers as subject matter experts and *The WilliamsBLOG* contributors resulted in the following content during July/August.

MENU MEETINGS, GROUPS & SPORTS | MEDIA CENTER  
THINGS TO DO · PLAN YOUR STAY · EXPLORE THE AREA · THE WILLIAMSBLOG


SEARCH

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

SHARE THIS

## WILLIAMSBURG ON THE WATER: A GUIDE TO EXPERIENCING THE AREA'S WATERWAYS

Published on: August 26, 2021 | Written by: Jackie Greaney and Paul Havel



MENU MEETINGS, GROUPS & SPORTS | MEDIA CENTER  
THINGS TO DO · PLAN YOUR STAY · EXPLORE THE AREA · THE WILLIAMSBLOG

SEARCH

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**WILLIAMSBURG**  
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## TWO CORGIS' WEEKEND AWAY FROM THE CITY

Published on: August 23, 2021 | Written by: Navy and Duke



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## A LOOK INTO WILLIAMSBURG'S CURRENT EXCAVATIONS AND RECENT FINDINGS

Published on: August 11, 2021 | Written by: Evan Woodard



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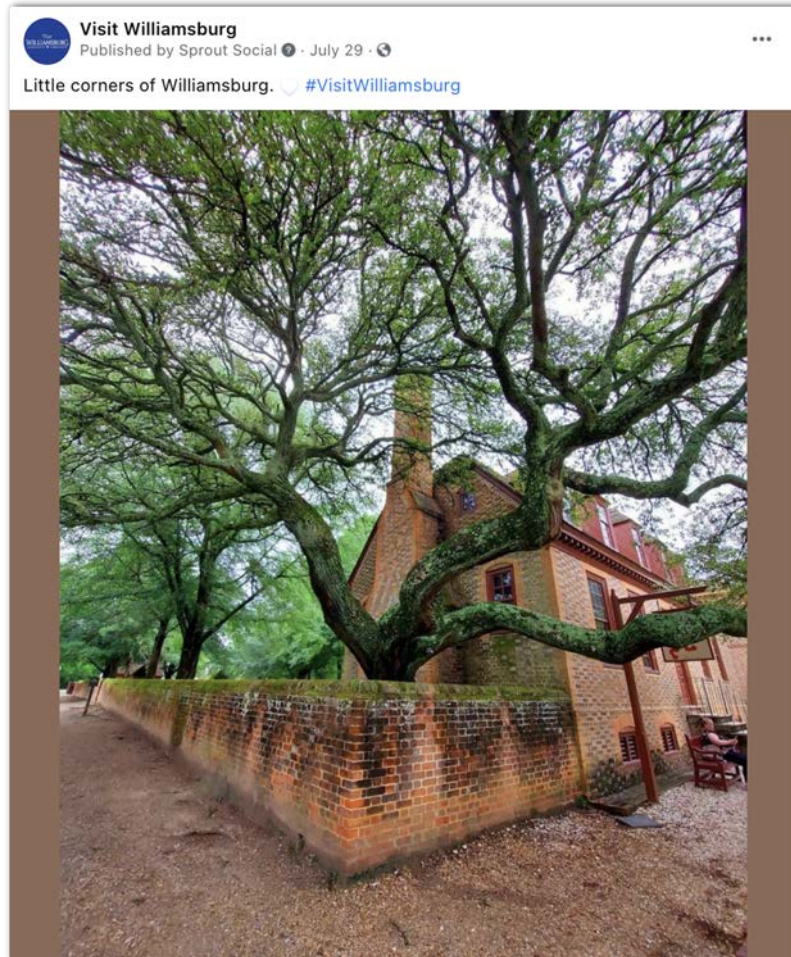
## 7 REASONS WHY WILLIAMSBURG IS GREAT FOR FAMILIES

Published on: August 30, 2021 | Written by: Oneika Raymond

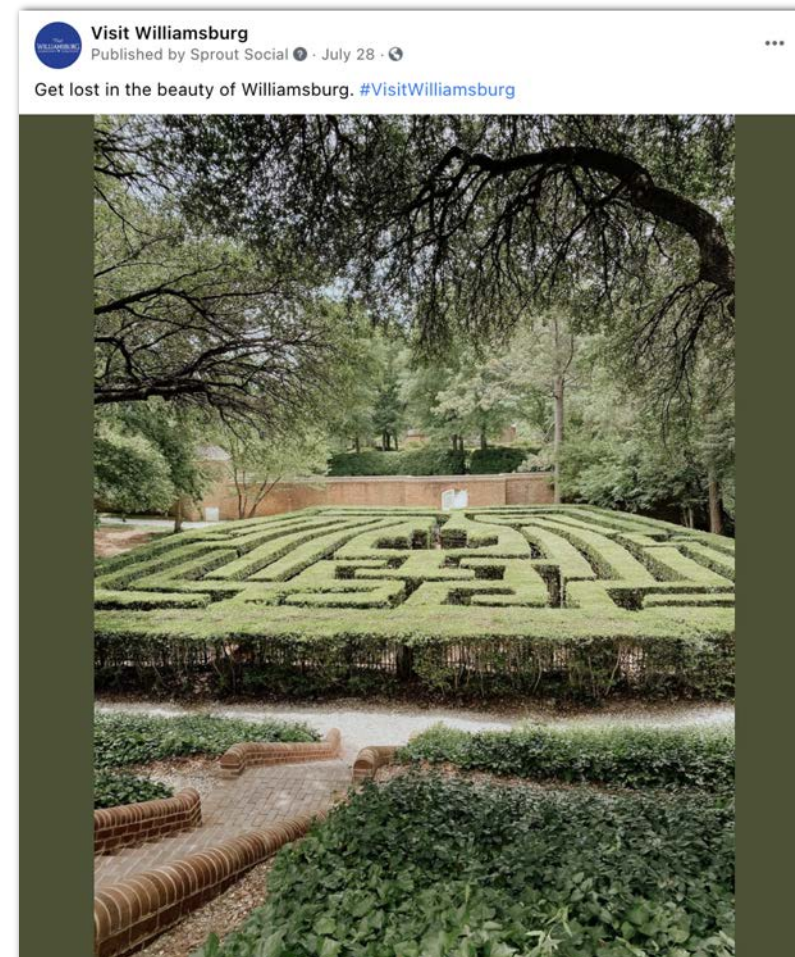




# July/August Social Media - Facebook



Engagement Rate: 9.2%



Engagement Rate: 6.9%

↑ **64%**  
Facebook

# July/August Social Media - Instagram



Engagement Rate: 8.1%

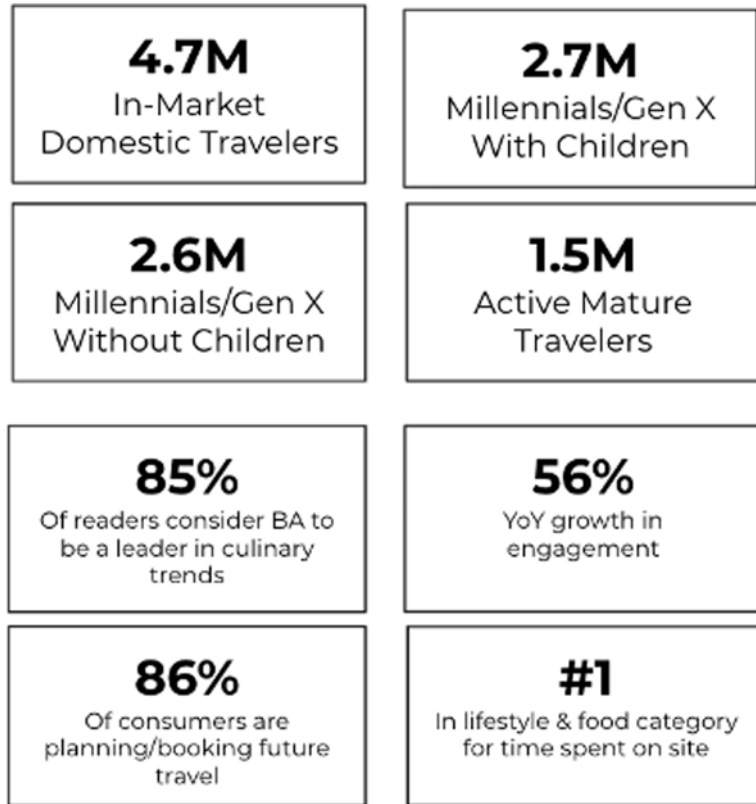


Engagement Rate: 7.8%

 **123%**  
Instagram



# bon appétit



- Renowned as a top information hub for home cooks, restaurant enthusiasts, and anyone committed to thinking about food as a lens through which to explore the world
- On-site shoot in late October to highlight six restaurants, bars, breweries/wineries
- Featured content to include custom video, photography, and digital article to live on BonAppetit.com
- Target launch is Q1 2022 through Conde Nast's network, and Visit Williamsburg's own channels

July 1 – August 31, 2021

Global Impressions

234.7 Million

15

Placements

Key Media Placements | July 1 – August 31, 2021

“12 Small Towns That Are Rich in American History”

-James Barrett

House Beautiful

“30 Most Magical Christmas Towns and Villages Across the World”

-Nadine Jolie Courtney

Oprah Daily

“Less butter churning, more ring lights: Williamsburg, Virginia tries out influencer marketing”

-Phoebe Bain

MARKETING BREW

SMARTERTRAVEL

“The 10 Best Beaches in Virginia”

-Adele Chapin

lonely planet

“Top 7 day trips from Richmond, Virginia”

-Erica Jackson Curran

## Awards



Best Content Marketing Program – Large Budget



### **Commonwealth Award**

Reputation and Brand Marketing – “Life. At Your Pace.”

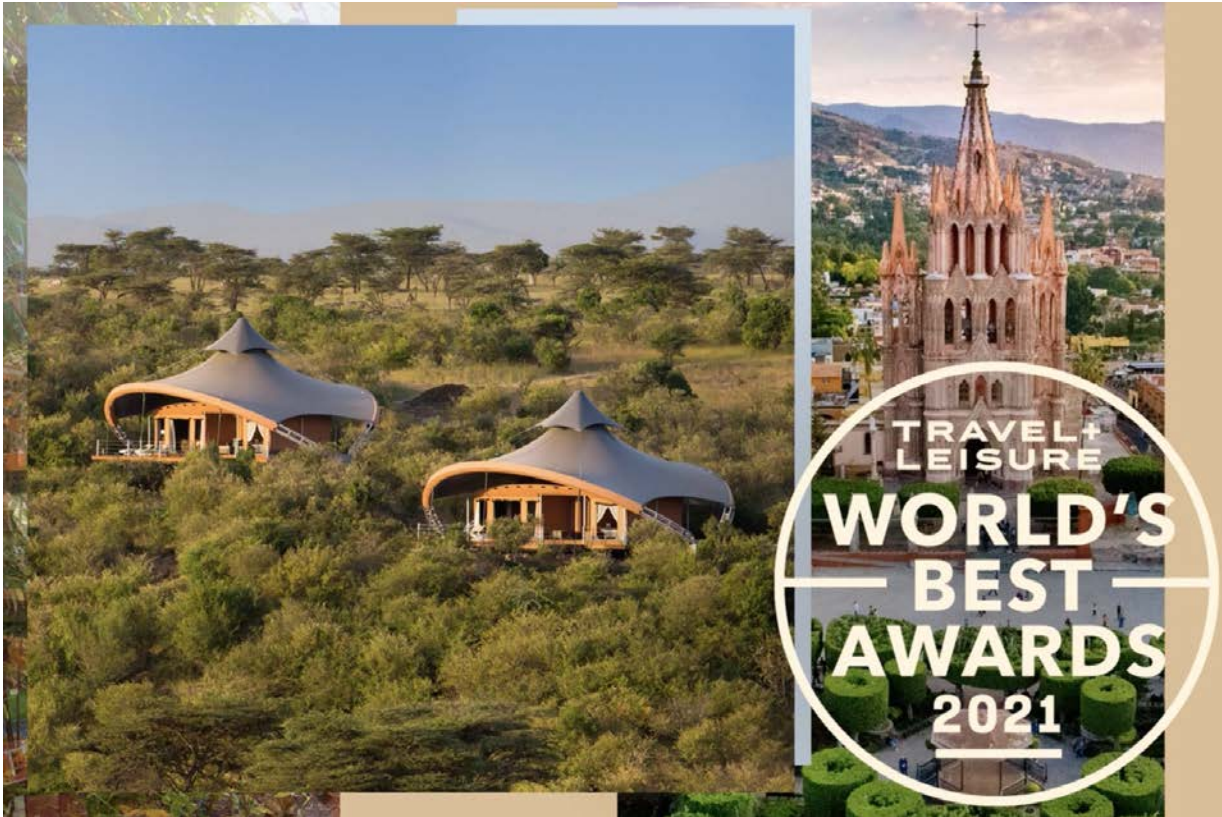
### **Capital Awards**

Blogs – *The WilliamsBLOG*

Sponsored Content – *National Geographic Partnership*

Influencer Marketing





## 9. Williamsburg, Virginia





# Sales

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## Sales Leads: July 9 – September 12

ISSUE DATE	LEADS	ROOM NIGHTS
July 9, 2021	Virginia Tourism Corporation - Visitor Centers Seminar	120
July 13, 2021	Glenn Family Reunion	48
July 13, 2021	MARS Overnight	30
July 22, 2021	Tales of the South	36
July 23, 2021	Conference Direct - Wedding	215
July 29, 2021	Flynn Family Reunion	48
July 29, 2021	American Heritage Girls	518
July 30, 2021	Hotel Room Blocks	15
August 4, 2021	Harrison Wedding	60
August 5, 2021	Box 5 Events	120
August 5, 2021	Virginia Association of Criminal Defense Lawyers	30
August 26, 2021	Strong Bonds	92

## Sales Leads: July 9 – September 12

DATE	LEADS	ROOM NIGHTS
September 1, 2021	Notable Student Travel	54
September 9, 2021	H & R Tours, Inc.	31
September 9, 2021	Lake Lundgren Bible Camp	50



# Connect



**Visit Williamsburg Conducted 83 Appointments with Key Decision Makers**

VMA Regional Meeting – 18 Bus Operators

Connect – 47 Corporate and Sports Event Planners

SYTA – 18 Student Tour Operators

## Conferences, Appointments, Sites

DATE	CONFERENCES, SITE VISITS, MEETINGS	LOCATION
July 14, 2021	Department of US Army	The Lodge
July 16, 2021	Legion of Valor	Visit Williamsburg
July 22, 2021	Gulf Games	The Lodge
July 23, 2021	James City County Parks and Recreation	Visit Williamsburg
July 27, 2021	Williamsburg Winery	Williamsburg Winery
July 28, 2021	Society Government Meeting Professionals	The Lodge
August 4, 2021	National Tour Association	Virtual
August 6, 2021	Transbridge Tours	Colonial Williamsburg
August 8 – 11, 2021	Virginia Motorcoach/North Carolina Mortorcoach Regional Meeting	Harrisonburg, Virginia
August 16 – 19, 2021	Student & Youth Travel Association	Virtual Marketplace
August 29 – September 1, 2021	Connect Corporate and Connect Sports Conference	Tampa, Florida
September 2, 2021	Virginia Society of Association Executives Symposium	Richmond, Virginia

## Conferences, Appointments, Sites

September 8, 2021	WorldStrides	Virtual Meeting
September 11 -12	Educational Discovery Tours	Site Visit
DATE	UPCOMING SHOWS	LOCATION
September 18-22, 2021	US Travel Association's IPW	Las Vegas, Nevada
September 26-29, 2021	Small Market Meetings Conference	Cheyenne, Wyoming
October 7, 2021	Virginia Society of Association Executives Expo	Richmond, Virginia
October 25 -29, 2021	Sports Event Symposium	Birmingham , Alabama
November 14 -17, 2021	National Tour Association Travel Exchange	Cleveland, Ohio



# Trade Show Booth



# Old & New Business

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# Adjourn

*Next Meeting: November 16, 2021*

*Visit*  
**WILLIAMSBURG**  
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