

Williamsburg Tourism Council

Tuesday, March 17, 2020

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

Voting

York County
Hotel/Motel Association
James City County

Busch Gardens
City of Williamsburg
Colonial Williamsburg
Jamestown Rediscovery
Jamestown/Yorktown Found.
Restaurant Association

Jeff Wassmer, Chair
Neal Chalkley, Vice Chair
Ruth Larson, Treasurer

Kevin Lembke
Doug Pons
Cliff Fleet
James Horn
Christy Coleman
Mickey Chohany

Ex Officio

GWCTA
Virginia Tourism Corporation

Cheri Green
Rita McClenny

U.S. Travel Association

COVID-19 Briefing

Erik Hansen – Vice President, Government Relations

Public Comment

- Limit to Three minutes
- State Name and Address
- No Q & A

Approve Minutes

January 21, 2020

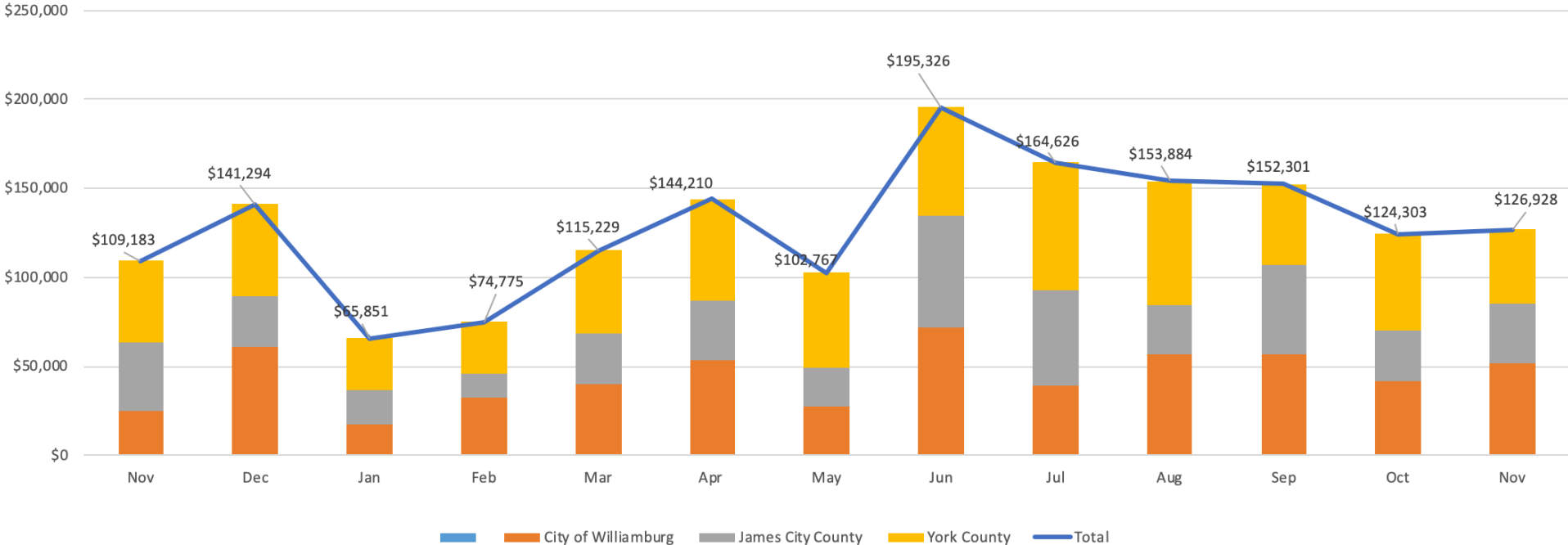
Treasurer's Report: Revenue/Expenses

| | January 2020 | | |
|-------------------------------------|------------------|------------------|------------------|
| | Actual | Budget | Variance |
| REVENUE | | | |
| Sales Tax (58.1-603.2) | 1,020,928 | 956,200 | 64,728 |
| \$1 Transient Tax | 126,928 | 65,200 | 61,728 |
| Maintenance of Effort Funds | 0 | 0 | 0 |
| Other | 7,436 | 0 | 7,436 |
| Total Revenue | 1,155,291 | 1,021,400 | 133,891 |
| EXPENSES | | | |
| Destination Marketing | 70,366 | 830,743 | 760,377 |
| Other Sales & Marketing | 23,382 | 59,613 | 36,231 |
| Labor & Benefits | 79,083 | 129,909 | 50,826 |
| Admin | 8,668 | 31,148 | 22,480 |
| Total Expenses | 181,499 | 1,051,413 | 869,913 |
| Net Revenue Expense by Month | 973,792 | (30,013) | 1,003,804 |

Treasurer's Report: Cash on Hand

| Cash Balances | Nov-19 | | | Dec-19 | | | Jan-20 | | |
|-----------------------------------|---------------------|--------------------|------------------|---------------------|---------------------|--------------------|---------------------|---------------------|--------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance | Actual | Budget | Variance |
| Bank Account Balances: operations | | | | | | | | | |
| BB&T Reserve Checking | \$250,296 | \$ 250,000 | \$ 296 | \$250,306 | \$ 250,000 | \$ 306 | \$250,305 | \$ 250,000 | \$305 |
| BB&T ICS Investment Fund | \$506,209 | \$ 511,325 | \$ (5,116) | \$506,935 | \$ 512,594 | \$ (5,659) | \$507,672 | \$ 512,594 | (\$4,922) |
| Ches Bank Money Market | \$2,035,134 | \$ 2,027,887 | \$ 7,247 | \$2,038,480 | \$ 2,029,543 | \$ 8,937 | \$2,042,166 | \$ 2,042,000 | \$166 |
| Ches Bank Checking | \$4,674,209 | \$ 4,301,031 | \$373,178 | \$6,096,436 | \$ 5,226,148 | \$870,288 | \$6,833,326 | \$ 5,260,148 | \$1,573,178 |
| Total Cash on Hand | \$ 7,465,848 | \$7,090,243 | \$375,605 | \$ 8,892,157 | \$ 8,018,285 | \$873,872 | \$ 9,633,469 | \$ 8,064,742 | \$1,568,727 |
| | | | | | | | | | |
| Key Sources of Funds | Nov-19 | | | Dec-19 | | | Jan-20 | | |
| | Actual | Budget | Variance | Actual | Budget | Variance | Actual | Budget | Variance |
| State Disbursement | \$1,142,025 | \$1,021,699 | \$120,326 | \$1,652,175 | \$935,399 | \$716,776 | \$1,147,855 | \$1,021,400 | \$126,455 |
| Maint of Effort | \$0 | \$ - | \$0 | \$750,000 | \$ 418,944 | \$331,056 | \$0 | \$ - | \$0 |
| Total Gov't Sources | \$ 1,142,025 | \$1,021,699 | \$120,326 | \$ 2,402,175 | \$1,354,343 | \$1,047,832 | \$ 1,147,855 | \$1,021,400 | \$126,455 |
| | | | | | | | | | |
| Interest Earned: | Nov-19 | | | Dec-19 | | | Jan-20 | | |
| | Actual | Budget | Variance | Actual | Budget | Variance | Actual | Budget | Variance |
| State Interest Paid | \$9,283 | \$0 | \$9,283 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| BB&T Reserve Checking | \$296 | \$333 | (\$37) | \$306 | \$333 | (\$27) | \$305 | \$333 | (\$28) |
| BB&T ICS Investment Fund | \$416 | \$426 | (\$10) | \$430 | \$427 | \$3 | \$431 | \$427 | \$4 |
| Ches Bank Money Market | \$3,451 | \$2,528 | \$923 | \$3,345 | \$2,531 | \$814 | \$3,686 | \$2,531 | \$1,155 |
| Ches Bank Checking | \$1,857 | \$2,151 | -\$294 | \$2,060 | \$2,613 | -\$553 | \$2,987 | \$2,613 | \$374 |
| Total Interest Earned | \$ 15,303 | \$5,438 | \$582 | \$ 6,141 | \$5,904 | \$237 | \$ 7,409 | \$5,904 | \$1,505 |

Transient Tax

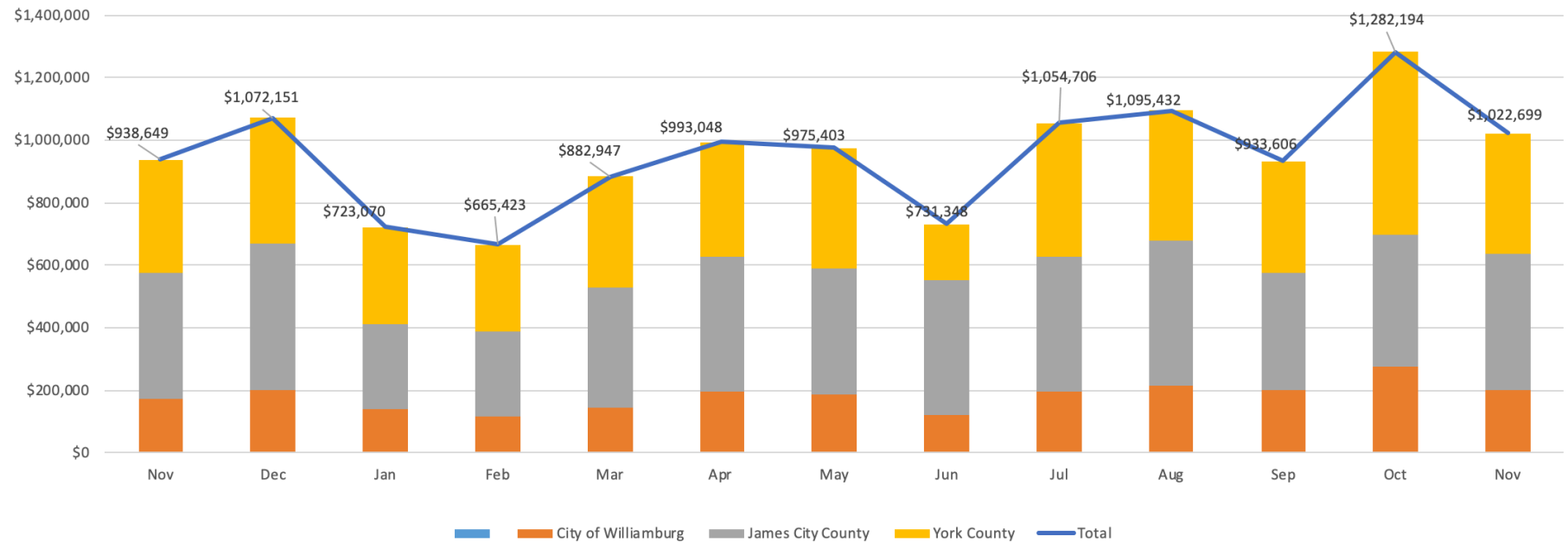


| FY2020 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
|----------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|------------------|------------------|------------------|------------------|--------------------|
| City of Williamsburg | \$39,210 | \$56,591 | \$56,484 | \$41,412 | \$51,945 | | | | | | | | \$245,642 |
| James City County | \$53,578 | \$27,489 | \$50,493 | \$28,414 | \$33,281 | | | | | | | | \$193,255 |
| York County | \$71,838 | \$69,804 | \$45,324 | \$54,477 | \$41,702 | | | | | | | | \$283,145 |
| Total | \$164,626 | \$153,884 | \$152,301 | \$124,303 | \$126,928 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$722,042 |
| FY2019 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
| City of Williamsburg | \$59,869 | \$58,788 | \$36,095 | \$54,967 | \$25,284 | \$61,001 | \$17,479 | \$32,769 | \$40,068 | \$53,492 | \$27,307 | \$71,566 | \$538,685 |
| James City County | \$39,712 | \$23,755 | \$44,779 | \$26,085 | \$38,131 | \$28,079 | \$19,588 | \$13,060 | \$28,355 | \$33,387 | \$21,923 | \$63,149 | \$380,003 |
| York County | \$66,598 | \$66,181 | \$41,914 | \$47,656 | \$45,768 | \$52,214 | \$28,784 | \$28,946 | \$46,806 | \$57,331 | \$53,537 | \$60,611 | \$596,346 |
| Total | \$166,179 | \$148,724 | \$122,788 | \$128,708 | \$109,183 | \$141,294 | \$65,851 | \$74,775 | \$115,229 | \$144,210 | \$102,767 | \$195,326 | \$1,515,034 |

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



Sales Tax



| FY2020 | 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 | | | | | | | | \$1,089,004 |
| James City County | \$429,912 | \$462,044 | \$378,848 | \$422,323 | \$434,949 | | | | | | | | \$2,128,076 |
| York County | \$427,542 | \$416,755 | \$355,677 | \$586,197 | \$385,387 | | | | | | | | \$2,171,558 |
| Total | \$1,054,706 | \$1,095,432 | \$933,606 | \$1,282,194 | \$1,022,699 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$5,388,637 |
| | | | | | | | | | | | | | |
| FY2019 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
| City of Williamsburg | \$83,427 | \$291,808 | \$166,484 | \$193,208 | \$174,634 | \$199,174 | \$138,630 | \$116,084 | \$145,405 | \$197,571 | \$185,578 | \$120,983 | \$2,012,986 |
| James City County | \$212,948 | \$636,898 | \$356,619 | \$390,212 | \$400,715 | \$470,804 | \$275,144 | \$270,843 | \$383,647 | \$429,350 | \$403,258 | \$431,841 | \$4,662,279 |
| York County | \$241,914 | \$558,126 | \$355,033 | \$348,249 | \$363,300 | \$402,173 | \$309,296 | \$278,496 | \$353,895 | \$366,127 | \$386,567 | \$178,524 | \$4,141,700 |
| Total | \$538,289 | \$1,486,832 | \$878,136 | \$931,669 | \$938,649 | \$1,072,151 | \$723,070 | \$665,423 | \$882,947 | \$993,048 | \$975,403 | \$731,348 | \$10,816,965 |

Smith Travel Research Report

| | Current Month - December 2019 vs December 2018 | | | | | | | | | | | |
|------------------|--|------|--------|--------|--------|-------|-----------------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from December 2018 | | | | | |
| | 2019 | 2018 | 2019 | 2018 | 2019 | 2018 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| United States | 54.4 | 54.1 | 126.87 | 124.31 | 68.98 | 67.22 | 0.6 | 2.1 | 2.6 | 4.8 | 2.1 | 2.7 |
| Virginia | 48.7 | 48.3 | 97.81 | 96.01 | 47.62 | 46.42 | 0.7 | 1.9 | 2.6 | 3.4 | 0.8 | 1.5 |
| Williamsburg, VA | 44.7 | 44.1 | 134.10 | 128.95 | 59.92 | 56.92 | 1.2 | 4.0 | 5.3 | 1.8 | -3.3 | -2.2 |

| | Year to Date - December 2019 vs December 2018 | | | | | | | | | | | |
|------------------|---|------|--------|--------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2018 | | | | | |
| | 2019 | 2018 | 2019 | 2018 | 2019 | 2018 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| United States | 66.1 | 66.1 | 131.17 | 129.98 | 86.72 | 85.96 | -0.0 | 0.9 | 0.9 | 2.9 | 2.0 | 2.0 |
| Virginia | 64.2 | 64.3 | 112.77 | 110.88 | 72.44 | 71.32 | -0.1 | 1.7 | 1.6 | 1.9 | 0.3 | 0.2 |
| Williamsburg, VA | 50.0 | 49.5 | 125.51 | 121.72 | 62.75 | 60.25 | 1.0 | 3.1 | 4.1 | 1.1 | -2.9 | -1.9 |

Director's Report

Listening Sessions & Tourism Forum

Hiring

Procurement

Marketing Communication Activities

Ad Effectiveness Study/Metrics Dashboard

Listening Sessions & Tourism Forum



**LISTENING
SESSIONS
2020**

| | | |
|--------------|-------------|-------------------|
| WILLIAMSBURG | YORK COUNTY | JAMES CITY COUNTY |
| 03.25.20 | 03.26.20 | 03.27.20 |

Visit Williamsburg and its newly appointed marketing agency, Connelly Partners, will host a series of input sessions for tourism industry professionals in Williamsburg, York County, and James City County. Sessions will be a guided discussion allowing for the region's suppliers and stakeholders to share thoughts and observations.

RESERVE YOUR SPOT [CLICK HERE](#)

Listening Sessions

Williamsburg

Date: Wednesday, March 25

Time: 10 A.M. - 11:30 A.M.

Location: Quarterpath Recreation Center

York County

Date: Thursday, March 26

Time: 10 A.M. - 11:30 A.M.

Location: York Hall

Board of Supervisors Meeting Room

James City County

Date: Friday, March 27

Time: 10 A.M. - 11:30 A.M.

Location: James City County

Board of Supervisors Meeting Room

Annual Tourism Forum

Date: Thursday, May 14

Hiring

Recently posted:

- Communications Director/
Public Information Officer
- Content Manager
- Bookkeeper/Accountant

To be posted:

- Sales Positions





Procurement

RESEARCH

ADVERTISING AGENCY OF RECORD

INTERNAL STRATEGIC PLANNING

MAILHOUSE/DISTRIBUTION

AUDIT

LEGAL SERVICES

PUBLIC RELATIONS

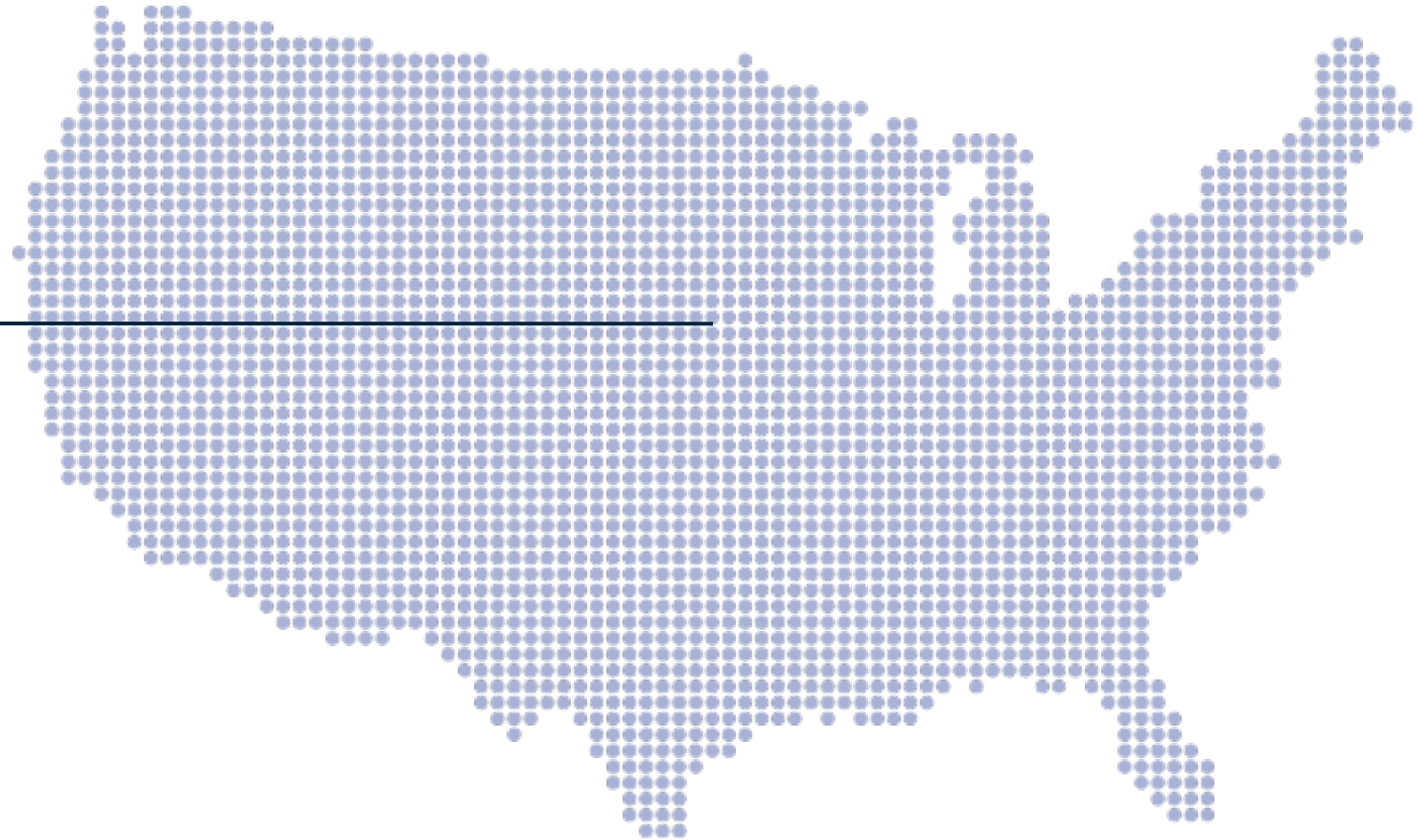
Marketing Communication Activities

Guest Speaker Presentations | January 1 – February 28, 2020

| Date | Topic | Location |
|-------------|---|---------------------------------|
| January 7 | Merchant Square Association | Bruton Heights Auditorium |
| January 13 | Williamsburg Winery Board | Williamsburg Winery |
| February 4 | Community Leadership Service Tourism Day | Busch Gardens Training Center |
| February 10 | Historic Triangle Collaborative | Williamsburg Municipal Building |
| February 11 | Restaurant Association Update | Revolution Golf and Grille |
| February 11 | James City County Board of Supervisors Monthly Meeting | Government Center Boardroom |

NEBRASKA

American Bus Association
Omaha, NE
January 11-14, 2020



January 1 – February 28, 2020

Global Impressions

157.4 Million

35

Placements

*YoY 2019 - 46.9 Million Impressions & 26 Placements

Key Media Placements | January 1 – February 28, 2020

“Wind your way through wonderful Williamsburg”

-Adreienne Batra



“You’re still the one - Embracing the romantic side of the Williamsburg area”

-Rachel Marsh



“Celebrate Black History Month at Colonial Williamsburg”

-Nadine Matthews



“3 Reasons Families Should Visit Greater Williamsburg, Virginia This Spring Break”

-DeAnna Taylor



Press Trips | January 1 – February 28, 2020

Media Hosted: **5**

Destination Visits: **25**

| Market | Article/Topic | Destinations | Media Participants |
|--------------------------------|--|--|--|
| NEW YORK | “Celebrate Black History Month at Colonial Williamsburg” & “Colonial Williamsburg interpreter brings 18th cent. Black businesswoman to life” | Colonial Williamsburg, Muscarelle Museum, Culture Café, The Spa of CW, Historic Jamestown Island, Jamestown Settlement, Jamestown Settlement Café, American Revolution Museum at Yorktown, La Tienda, Williamsburg Lodge | Nadine Matthews, New York Amsterdam News; The Network Journal |
| UNITED STATES | <i>An adult visitor's guide to Greater Williamsburg</i> | Kingsmill Resort, Jamestown Settlement, Historic Jamestown Island, Culture Café, Mobjack Bay Coffee Roasters, Yorktown Battlefield, American Revolution Museum at Yorktown, Casa Pearl, Café Provencal | Catherine Smith, Freelance (USA Today 10Best, Matador, Forbes, others) |
| UNITED STATES | <i>Spring Travel; Arts, Music, Culture</i> | Kingsmill | Isis Briones, Freelance (Forbes, Travel + Leisure, Architectural Digest, others) |
| UNITED STATES | <i>Spring Travel and Wellness</i> | Kingsmill | Zeynep Yenisey, Maxim, Forbes |
| GEORGIA & TENNESSEE | <i>Greater Williamsburg Spotlight</i> | Embassy Suites, Jamestown Settlement, Colonial Williamsburg, American Revolution Museum at Yorktown | Lynne Westbrook, Macaroni Kid Blue Ridge |

2020 Advertising Campaign

Phases One and Two

Media Budget

| | SPRING | SUMMER | TOTAL |
|------|--------|--------|--------|
| 2019 | \$714K | \$2.9M | \$3.6M |
| 2020 | \$1.1M | \$7.4M | \$8.5M |

\$4.9M Incremental Spend vs. 2019

Channel Approach

Phase 1 Channel Approach (February – April)

| DISCOVERY | | | |
|---|--|---|--|
| CONSIDERATION | | | |
| | | ACTION | |
| INFLUENCER | DIGITAL | SOCIAL | PPC |
| Deeper engagement In-depth messaging Content Creation | Highly-targetable Greater Scale Actionable Content Segmentation | Massive Reach Provides both engagement & action metrics Significant role in trip planning | Reach those closest to action Brand protection and aggressive conquering Efficient |
| \$250,000 | \$705,987 | \$110,000 | \$50,000 |
| 22.40% of budget | 63.26% of budget | 9.86% of budget | 4.48% of budget |

Greatest emphasis on media that allows for visitation tracking

Phase 2 Channel Approach (April – August)

Supplement current Phase 1 approach with broadcast layer in April and larger commitments overall from May through August

| DISCOVERY | | | | |
|---|--|--|--|--|
| CONSIDERATION | | | | |
| ACTION | | | | |
| INFLUENCER | TV/OTT | OOH | DIGITAL | PAID SOCIAL/PPC |
| Deeper engagement In-depth messaging Content Creation | Expand past buy markets Raise GRPs levels in all markets to achieve better delivery | Utilize experiential events for greatest impact in key markets | Continue Strongest Partners Video Integration Streaming Audio Expansion Mobile-first testing partner Destination 360 Native Content Distribution Content partnerships | Evolve optimization to conversion actions Expand formats Deeper content testing in PPC |
| All Markets | Linear TV (:15s) - Expansion & Proven CTV/OTT - All | 1-2 Markets from Expansion or Proven | All Markets | All Markets |
| \$350,000 | \$3,675,931 | \$300,000 | \$2,770,000 | \$320,000 |
| 4.58% of budget | 48.11% of budget | 3.93% of budget | 36.25% of budget | 3.93% of budget |

Budget separately earmarks dollars for existing commitments: PureSilk Golf, Misc. Print commitments, Arrivalist & Adara Impact contracts, Ad Serving.

Target Markets & Audiences

Target Geography Tiers & Allocation

PROVEN

Established Success

- Washington DC (Hagerstown) MD
- Philadelphia PA

Past Success + Heavier Volume

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

PROVEN

Past Success, but Lighter Volume

- Charlotte NC
- Harrisburg-Lancaster-Lebanon-York, PA
- Johnstown-Altoona-State College, PA
- Greensboro-High Point-Winston Salem, NC
- Florence-Myrtle Beach, SC
- Pittsburgh, PA
- Wilkes Barre-Scranton, PA
- Knoxville, TN

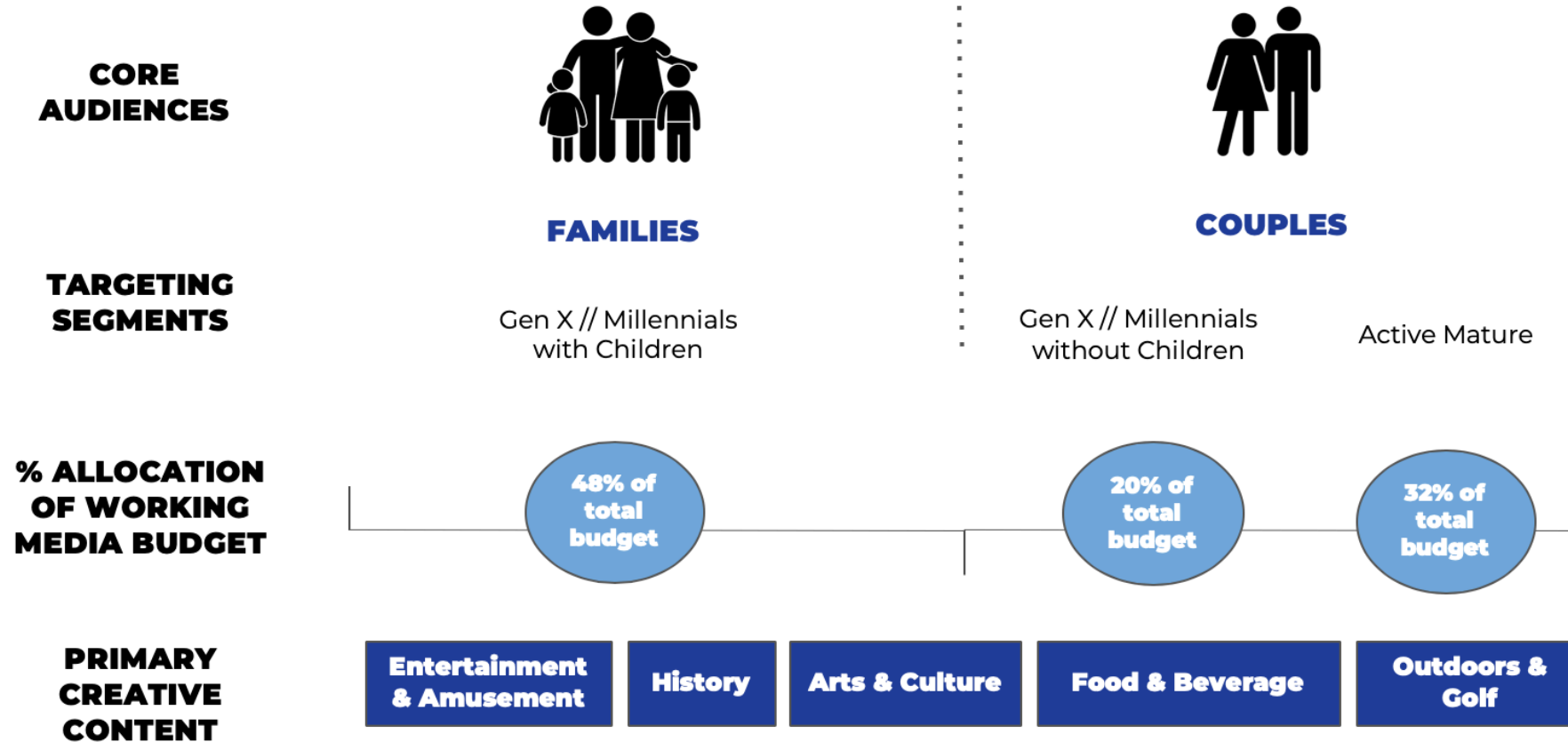
EXPANSION

New Opportunity

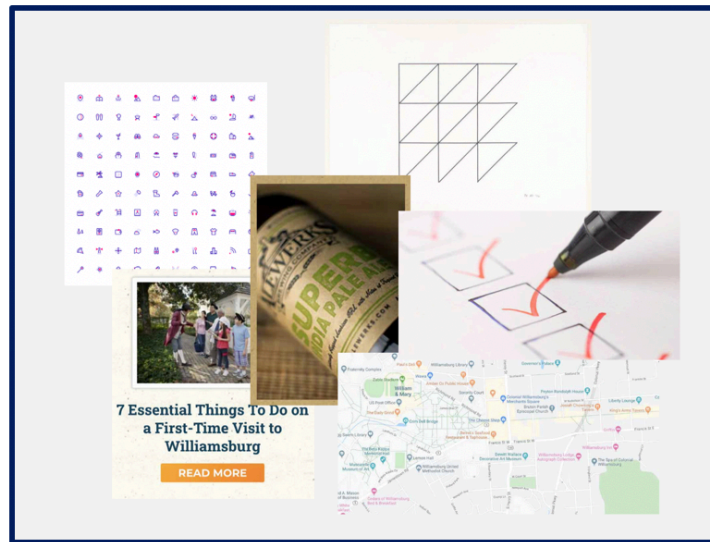
- New York, NY
- Atlanta, GA
- Boston, MA
- Chicago, IL

Priority markets also cover strong local historicals: Fredericksburg, Arlington, Alexandria, Fairfax, Woodbridge, Blacksburg

Target Audience Segmentation & Allocation



Creative Execution



It checks *every* box.

It's no small feat getting a young family out the door and on the road. To parents, a vacation is rarely a time to relax. It's the actualization of a carefully-crafted itinerary. One that fills the most amount of kid-friendly activities into the least amount of time, and satiates the largest square footage of youthful attention spans.

Sounds like a time-tested winning recipe...for kids. But what about the young parents? They didn't work hard for a vacation just to work harder on vacation, did they? In Williamsburg, we say show us the rule that states when you start raising kids you stop doing you? Who's to say the perfect place for you, and the perfect place for your kids can't be the same exact place?

So Parents, draw up an itinerary if you want, just don't be surprised if you go off-script. You might even elect to steal from ours – we've got the inside scoop after all. What we know is that whatever you're looking for, look no further than Williamsburg. It checks every box. And counting.

Williamsburg. It checks *every* box.

Visit Williamsburg 2020 Campaign

- 4 customized landing pages
- 67 unique digital banner files
- 12 Facebook and Instagram ad units
- 3 email blasts
- 30 second Pandora ad w/ 2 companion banners
- 2 animated rich media ad units



Golf



History



Entertainment



Food

Visit Williamsburg 2020 Campaign | Mid-February – February 28, 2020

Media launched in mid-February and utilizes 91 individual ad files.
These produced ad files showcase the variety of experiences available throughout the destination.



LAUNCHED EARLIER THAN 2019

2.5 weeks ahead of 2019

40% increase in site sessions since the campaign launched
(vs Jan. 1 through Mid-Feb 2020)



DRIVING MORE AWARENESS

4.1MM+ impressions served



DRIVING MORE SITE TRAFFIC

8k+ landing page sessions driven so far

March 2019 campaign drove 8k+ sessions across the ENTIRE month



TRAVEL MEDIA PARTNERS DRIVING MORE ENGAGEMENT

Increased site sessions driven from the first two weeks of TripAdvisor and Adara

30% increase compared to the entire month of March 2019
(1900 vs 1469)



SOCIAL MEDIA IS DRIVING THE MOST SITE TRAFFIC

1.1 MM impressions

~9,000 clicks to site



SOCIAL MEDIA ENGAGEMENT IS UP

Click thru rates on ad units 2.5X stronger vs. 2019

.89% vs .38%



DISPLAY DRIVING THE GREATEST AWARENESS

3.2MM+ impressions, 2,734 clicks

Overall Click Through Rate (CTR) of 0.09%

Visit Williamsburg 2020 Campaign | Mid-February – February 28, 2020



ENTERTAINMENT AND HISTORY RESONATE

87% of landing page sessions have been to the “Entertainment” and “History” versions of the page
The “Food” version has captured 9% of the pageviews followed by the “Golf” version at 4%



AUDIENCE IS ON THE MOVE AND SOCIAALLY CONNECTED

75% of landing page traffic has been on a mobile device and generated from Facebook placements



GREATEST ARRIVAL VOLUME FROM FAMILY-TARGETTED BANNERS

Origin market dominated by Washington DC and surrounding VA suburbs



D.C. AND PHILADELPHIA EARLY MARKET LEADERS

Washington DC/Hagerstown MD is the top metro area in terms of pageviews (15%)
*Followed by Philadelphia (14%), Charlotte (7%), Pittsburgh (6%), and Raleigh-Durham (5%)

Adara Impact Performance Findings through February 28

Overall showing 141k+ page views in February, from 37,095 unique site visitors

- 19,217 hotel searches
- 193 hotel bookings for 523 nights at \$169 ADR
- Estimated 812 air searches for 48 air bookings

Social Media | Through February 28, 2020

Total Social Following: **87,843**

Total Impressions: **1,107,318**

Total Engagement: **22,703**



FACEBOOK

(66,471 FOLLOWERS)

Engagements: **11,016**

Impressions: **798,111**



TWITTER

(6,770 FOLLOWERS)

Engagements: **447**

Impressions: **43,543**



INSTAGRAM

(13,800 FOLLOWERS)

Engagements: **3,609**

Impressions: **113,771**



PINTEREST

(261 FOLLOWERS)

Engagements: **7,631**

Impressions: **151,893**



YOUTUBE

(541 SUBSCRIBERS)

Video Views: **6,323**

Influencer Trips

Total Potential Reach: **87.3K+**

Spring Social Media Influencers

Vanessa Scott (@thisjoyful_life)

Total followers: **87.3K+**

Travel Dates: **March 6-9**

About: Lifestyle and parenting blogger, inspiring moms with travel, food, and parenting tips through *This Joyful Life*.



Enhanced Social Media

Content Strategy

- Launched in March
 - 15-25 posts per month across Facebook, Instagram, Twitter and Pinterest.
 - Content speaks to the breadth of the Greater Williamsburg area.
 - People that bring the area to life
 - Historical buildings and landmarks
 - Local events
 - Sights and scenery
 - Educational trivia about the area

Actively Connecting with Travelers

- User Generated Content
- Increasing customer's brand engagement

Influencer Trips | March & April 2020

Total Potential Reach: **1.3MM**

Spring Social Media Influencers

Charlotte Chatman (@cbchatman)

Total followers: **92.4K+**

Planned Travel Dates: **March 20-23**

About: Mother of four and the wife of a pilot. Charlotte writes about their travels as a large family with young children on *Room to Grow*.



Julia Engle (@juliahengel)

Total followers: **1.2MM+**

Planned Travel Dates: **April 14-17**

About: Fashion designer and lifestyle blogger, focused on travel, fashion, and lifestyle. Founder of GalMeetsGlam. Named by Forbes as a top influencer.





Market Research Review

Ad Effectiveness and ROI

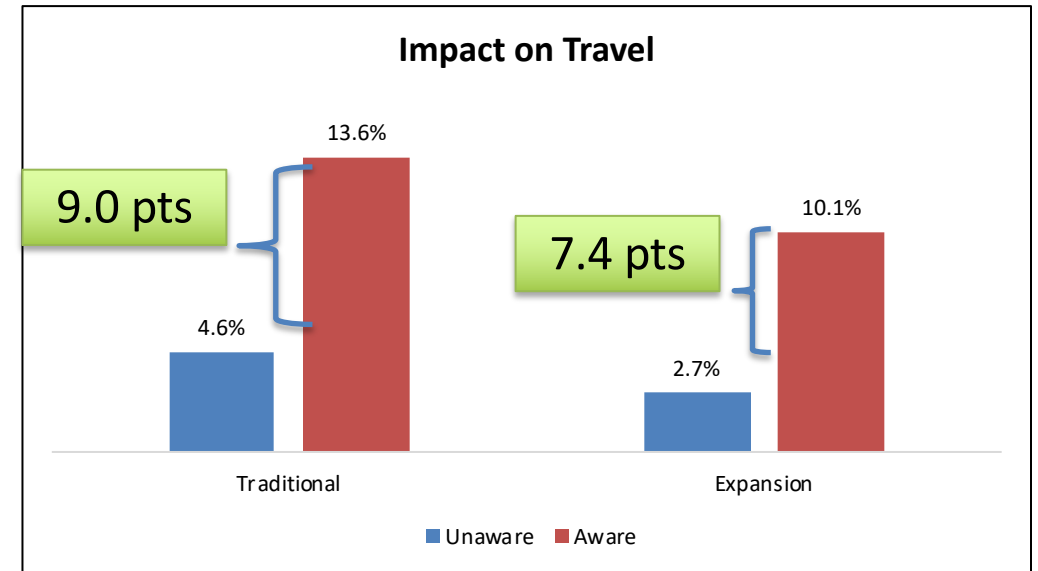
Origin Markets

Visitor Profile and Motivation Study

Point of Interest Geolocation Review

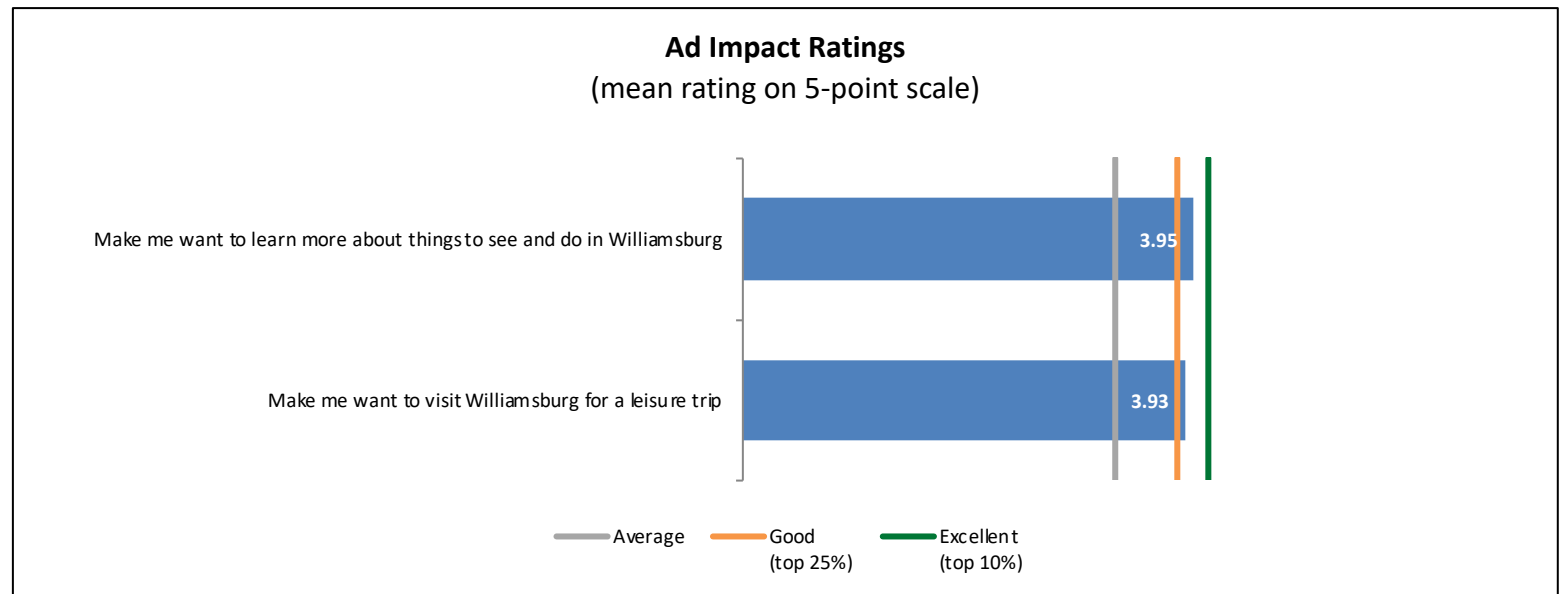
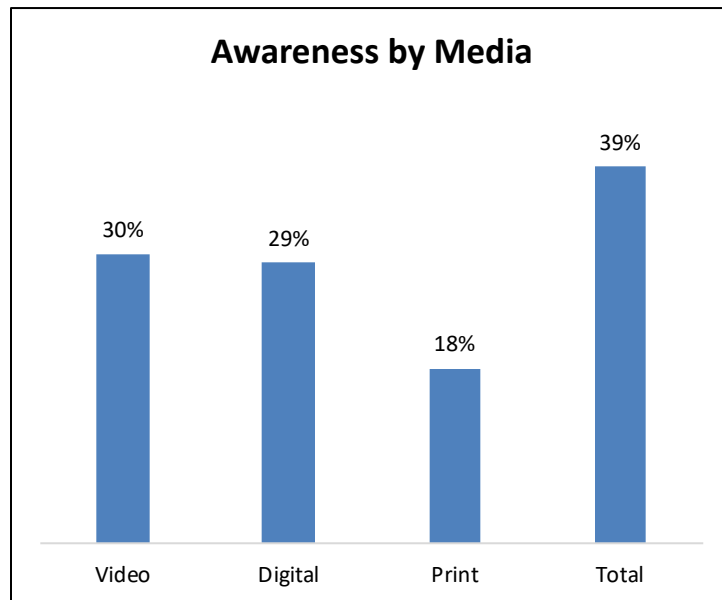
Ad Effectiveness Methodology

- Leisure travelers are surveyed in each of the markets where paid advertising ran
- In order to evaluate individual target markets, quotas were set to 300 surveys per traditional markets and 150 completed interviews in additional planned markets for a total sample of nearly 3,900
- Respondents are shown the advertising in order to assess awareness
- Travel behavior to the Williamsburg area is assessed along with trip specifics including spending
- Impacts are assessed in terms of aware households, incremental travel and spending



Ad Effectiveness Metrics

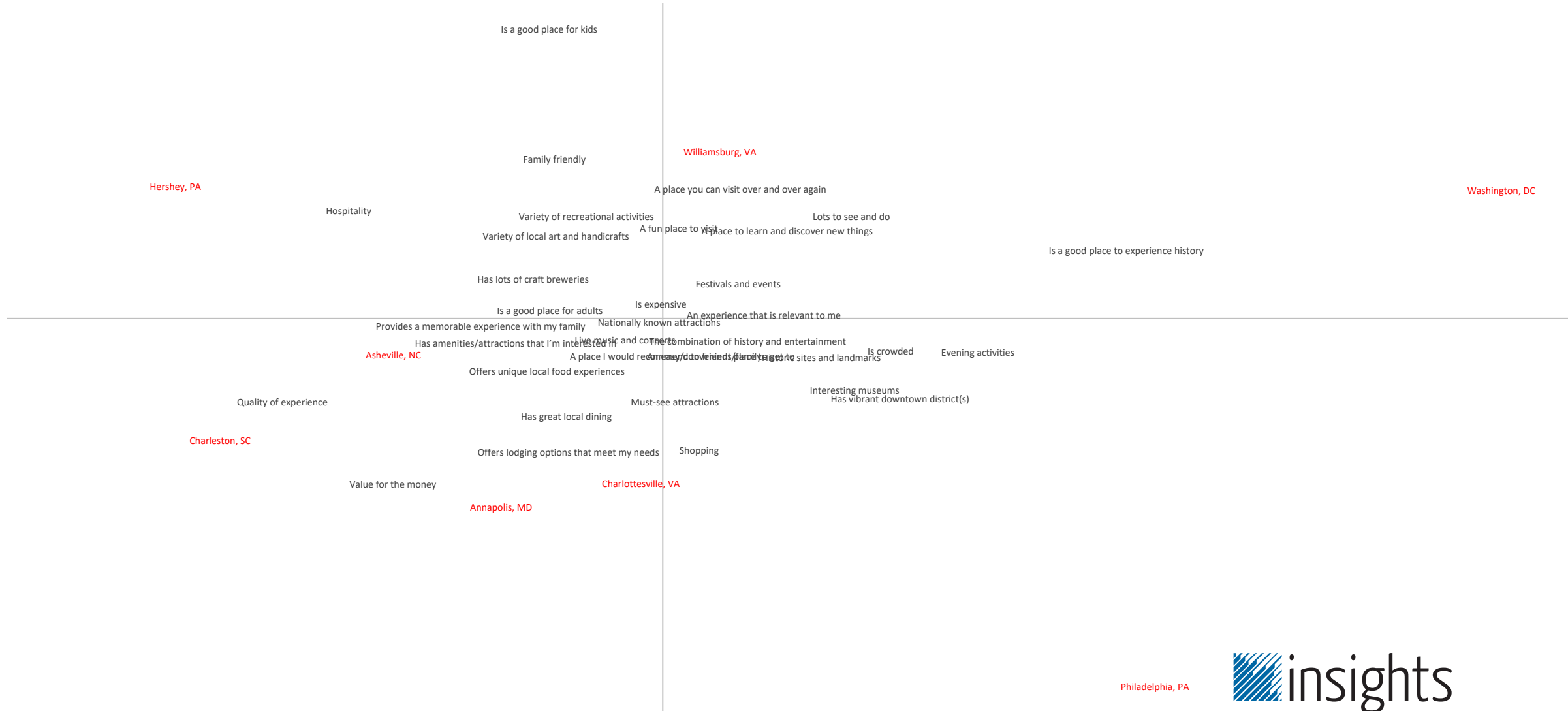
- 39% Advertising Awareness
- Creative ratings in top 25%
- 4.4 million aware households
- 8% incremental travel



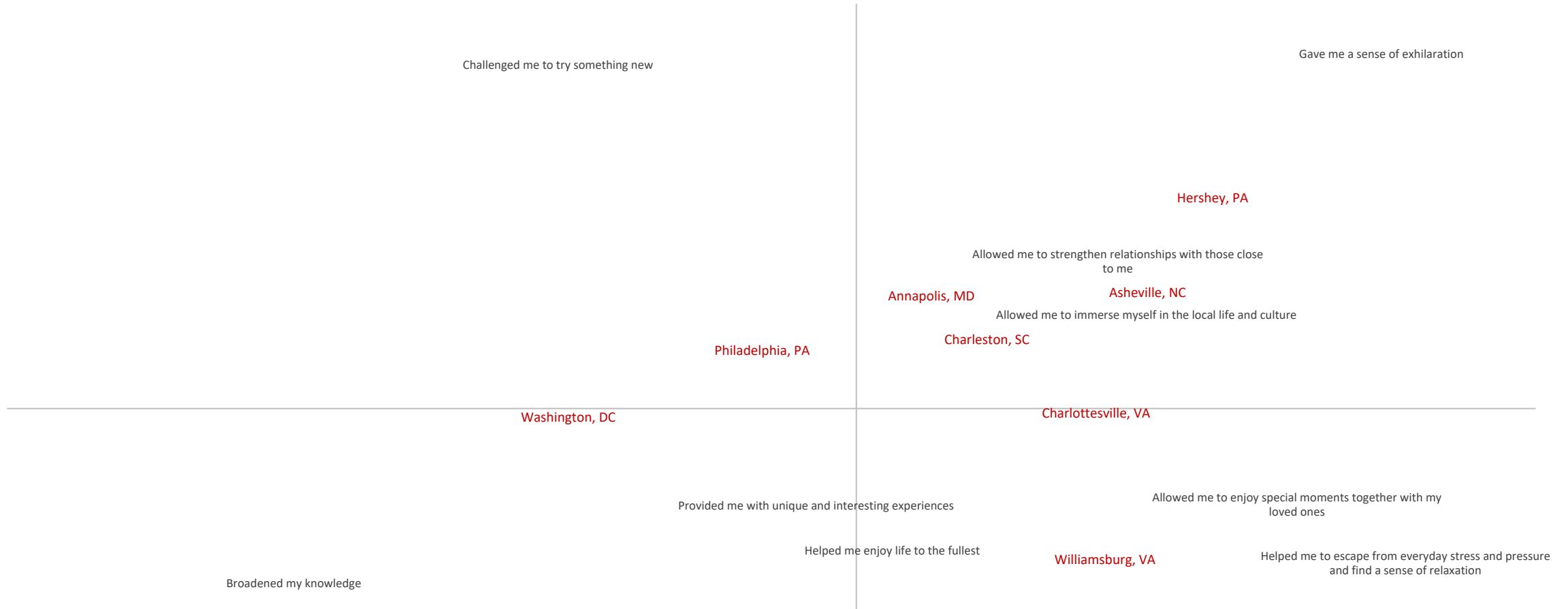
Return on Investment Calculations

| | |
|----------------------|---------------|
| TRAVELING HOUSEHOLDS | 11,292,165 |
| AWARENESS | 38.4% |
| AWARE HOUSEHOLDS | 4,334,233 |
| INCREMENT | 8% |
| INCREMENTAL TRIPS | 350,306 |
| TRIP SPENDING | \$1,160 |
| TRIP TAX IMPACT | \$40.53 |
| INFLUENCED SPENDING | \$405,919,137 |
| TAX IMPACT | \$14,197,902 |
| MEDIA SPEND | \$4,700,000 |
| TAX ROI | \$3.02 |

Current Image



Motivations



Geo-location Data/Origin markets

| | Share of Visits | % overnight | Distance | Days | TV Homes | Ad Effectiveness Market |
|---|-----------------|-------------|----------|------|-----------|-------------------------|
| Washington, DC (Hagerstown, MD) | 22.6% | 63.5% | 116 | 1.1 | 2,476,680 | X |
| Raleigh-Durham (Fayetteville), NC | 6.7% | 72.2% | 153 | 1.2 | 1,153,580 | X |
| New York, NY | 5.2% | 78.5% | 280 | 1.9 | 7,348,620 | |
| Baltimore, MD | 4.8% | 71.5% | 138 | 1.2 | 1,119,480 | X |
| Philadelphia, PA | 4.7% | 79.5% | 198 | 1.7 | 2,942,800 | X |
| Roanoke-Lynchburg, VA | 4.5% | 70.5% | 175 | 1.3 | 439,620 | X |
| Richmond-Petersburg, VA | 3.1% | 49.9% | 86 | 0.9 | 564,510 | |
| Greenville-New Bern-Washington, NC | 1.8% | 71.1% | 148 | 1.2 | 301,990 | X |
| Norfolk-Portsmouth-Newport News, VA | 1.8% | 52.3% | 80 | 1.2 | 717,170 | |
| Harrisburg-Lancaster-Lebanon-York, PA | 1.7% | 76.5% | 197 | 1.6 | 715,110 | X |
| Charlotte, NC | 1.7% | 75.8% | 277 | 1.8 | 1,189,950 | X |
| Orlando-Daytona Beach-Melbourne, FL | 1.5% | 77.6% | 663 | 2.2 | 1,519,570 | |
| Greensboro-High Point-Winston Salem, NC | 1.5% | 76.4% | 206 | 1.4 | 690,050 | X |
| Atlanta, GA | 1.5% | 73.4% | 495 | 1.7 | 2,412,730 | |
| Harrisonburg, VA | 1.5% | 65.3% | 147 | 1.3 | 89,730 | X |
| Pittsburgh, PA | 1.4% | 75.8% | 279 | 1.7 | 1,160,220 | X |
| Tampa-St. Petersburg (Sarasota), FL | 1.3% | 78.8% | 729 | 2.4 | 1,908,590 | |
| Charlottesville, VA | 1.3% | 56.5% | 119 | 1.0 | 74,990 | X |
| Boston, MA (Manchester, NH) | 1.2% | 78.1% | 458 | 2.1 | 2,424,240 | |
| Salisbury, MD | 1.0% | 74.5% | 104 | 1.2 | 162,050 | X |

Points of Interest

| | % Visiting | Day trip | Overnight | Length of stay |
|-----------------------------------|------------|----------|-----------|----------------|
| Busch Gardens Williamsburg | 46% | 55% | 41% | 1.8 |
| Colonial Williamsburg | 31% | 15% | 33% | 2.6 |
| College of William and Mary | 23% | 13% | 23% | 2.9 |
| Great Wolf Lodge | 10% | 7% | 12% | 1.5 |
| WaterCountryUSA | 8% | 6% | 10% | 2.2 |
| Jamestown Settlement | 4% | 3% | 5% | 2.8 |
| Yorktown Riverwalk | 3% | 2% | 3% | 3.4 |
| Historic Jamestowne | 2% | 1% | 3% | 3.1 |
| Yorktown Battlefield | 2% | 1% | 2% | 3.6 |
| Yorktown Victory Center | 2% | 1% | 2% | 3.4 |
| Warhill Sports Complex | 2% | 1% | 2% | 3.7 |
| Williamsburg Pottery | 1% | 1% | 2% | 4.5 |
| Go Karts Plus | 1% | 0% | 1% | 3.4 |
| Williamsburg Winery | 1% | 0% | 1% | 4.3 |
| Ripley's Believe It or Not | 1% | 0% | 1% | 3.5 |
| James River Plantations | 0% | 0% | 0% | 3.0 |
| Quarterpath Park and Freedom Park | 0% | 0% | 0% | 4.6 |
| Bacon's Castle | 0% | 0% | 0% | 3.5 |
| Williamsburg Botanical Gardens | 0% | 0% | 0% | 3.5 |

Factored Activities

| |
|-----------------------------------|
| College of William and Mary |
| Colonial Williamsburg |
| |
| Great Wolf Lodge |
| Busch Gardens Williamsburg |
| WaterCountryUSA |
| |
| Historic Jamestowne |
| Jamestown Settlement |
| Yorktown Battlefield |
| Yorktown Victory Center |
| James River Plantations |
| Bacon's Castle |
| Yorktown Riverwalk |
| |
| Warhill Sports Complex |
| Williamsburg Pottery |
| Go Karts Plus |
| Quarterpath Park and Freedom Park |
| Williamsburg Botanical Gardens |
| Williamsburg Winery |
| Ripley's Believe It or Not |

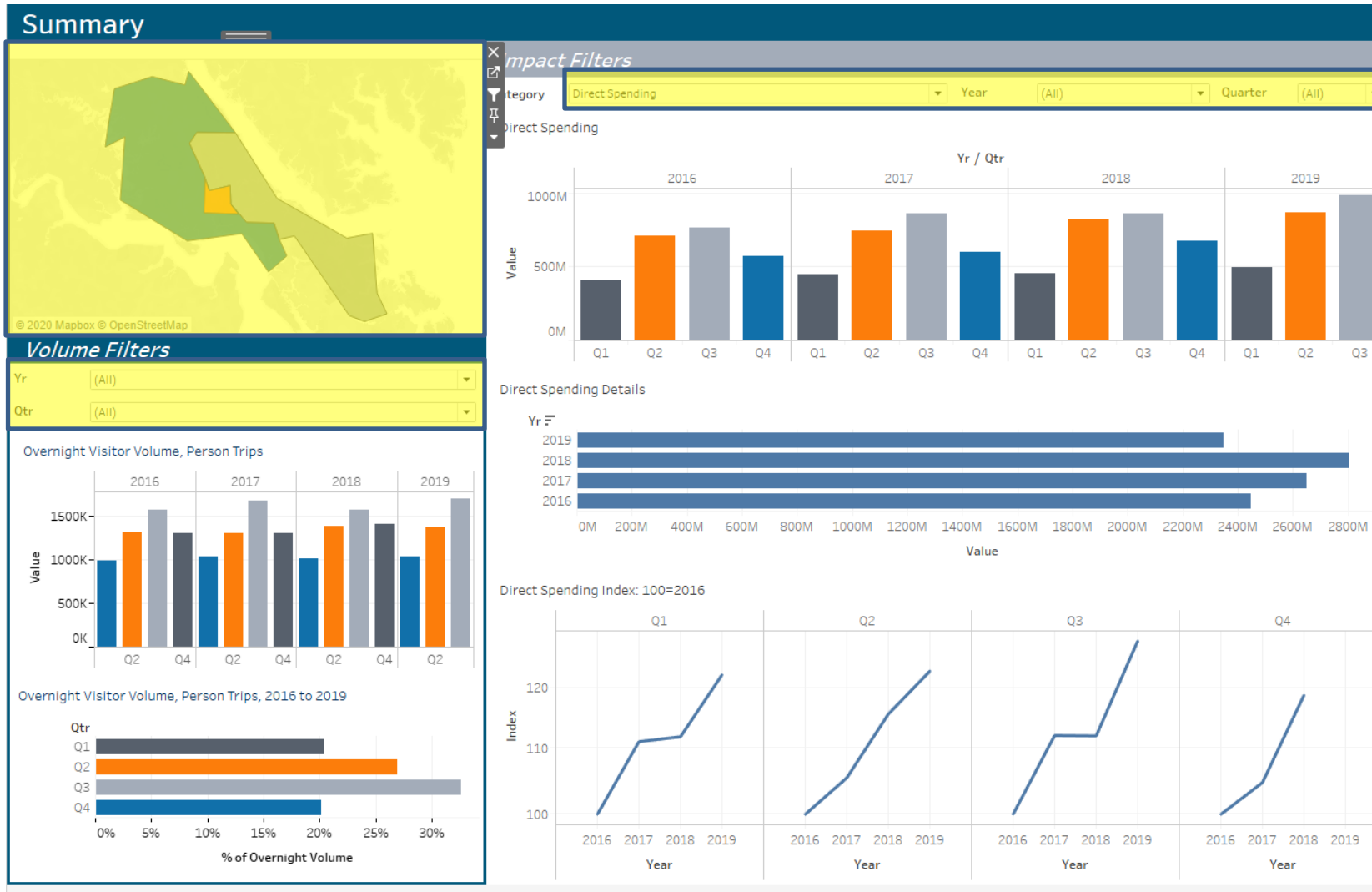
Williamsburg Economic Dashboard

Presented by Dean Runyan Associates

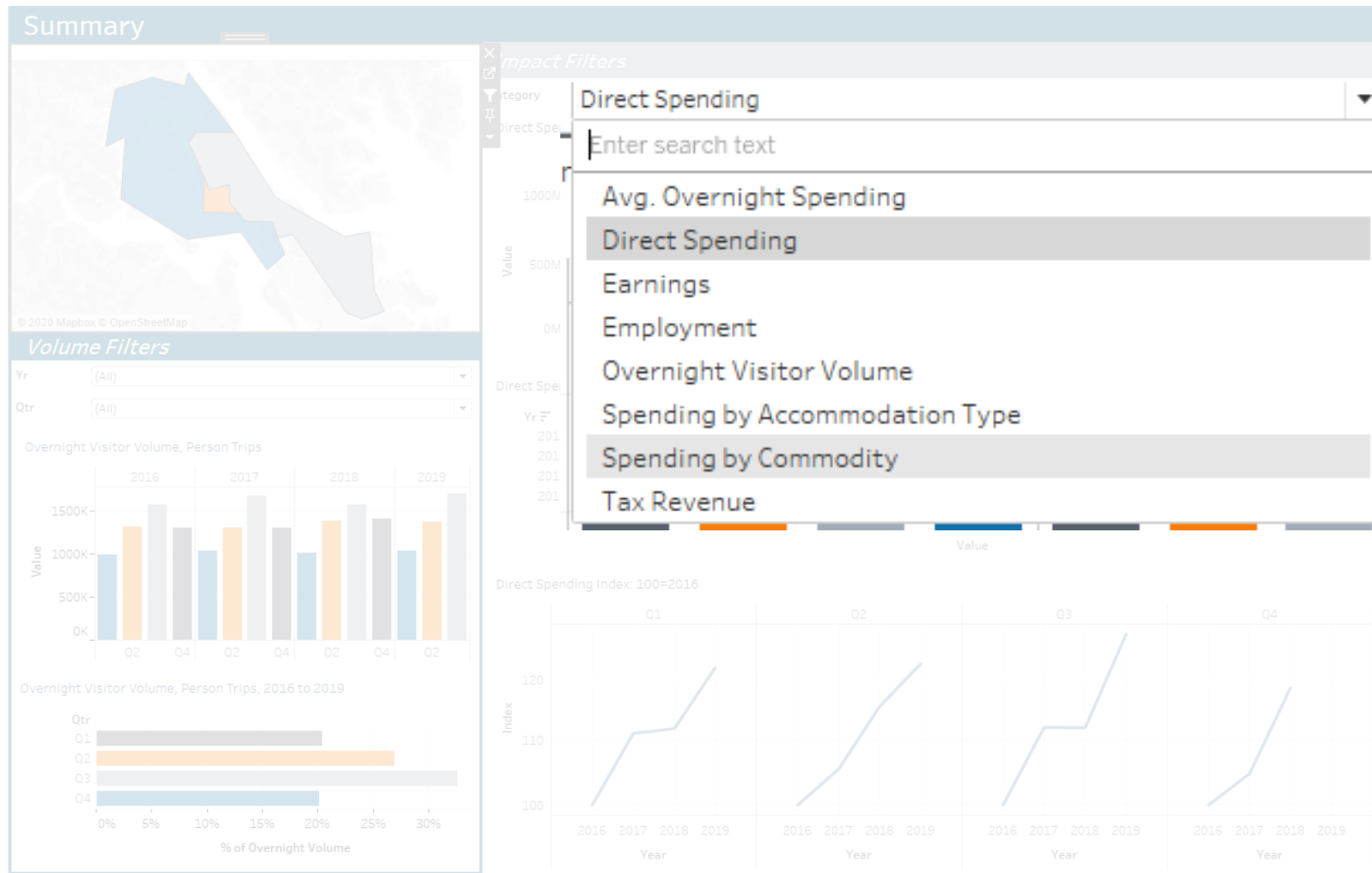
Summary View



Interactive Filters - Summary

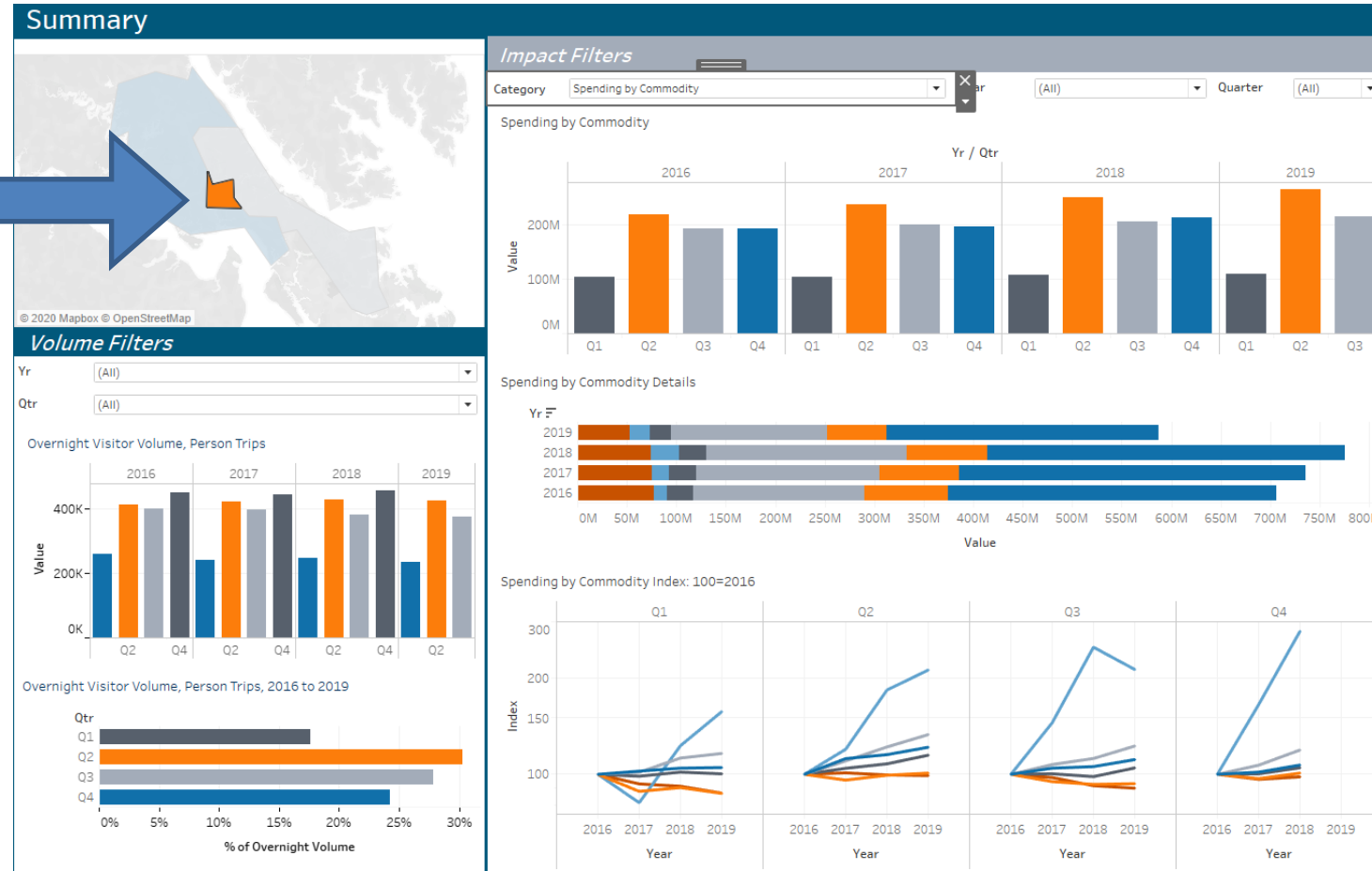


Interactive Filters – Summary Changing Category (Emphasized)



Interactive Filters – Summary changing category and choosing geography

Ability to drill down into geographic detail.



Access to economic impact details and additional information

Direct Economic Impacts -- Use county filter to change geography

County
(All) ▼

| | | 2016 | | | 2017 | | | 2018 | |
|---------------|----------------------|-------------|--------------|---------------|-------------|--------------|---------------|-------------|--------------|
| | | James City | Williamsburg | York | James City | Williamsburg | York | James City | Williamsburg |
| Direct Spen.. | Destination Spending | 602,355,402 | 706,081,421 | 1,140,268,937 | 665,804,012 | 735,779,237 | 1,248,998,543 | 715,418,296 | 775,297,368 |
| Earnings | Accom. & Food Serv. | 177,415,454 | 654,444,132 | 650,634,773 | 201,086,370 | 699,909,941 | 737,378,091 | 215,579,049 | 736,378,091 |
| | Arts, Ent. & Rec. | 29,758,655 | 102,293,935 | 164,969,991 | 29,934,037 | 97,499,198 | 166,830,255 | 30,891,384 | 99,049,935 |
| | Retail | 13,798,178 | 45,775,696 | 62,821,222 | 14,571,669 | 46,061,511 | 70,161,294 | 15,319,653 | 46,935,294 |
| Employment | Accom. & Food Serv. | 13,237 | 15,122 | 19,093 | 15,167 | 15,373 | 21,052 | 16,233 | 16,233 |
| | Arts, Ent. & Rec. | 3,586 | 4,114 | 4,866 | 3,476 | 3,714 | 4,493 | 3,730 | 3,730 |
| | Retail | 1,321 | 1,305 | 2,320 | 1,431 | 1,325 | 2,456 | 1,565 | 1,565 |
| Tax Revenue | Local Tax Receipts | 23,523,127 | 27,823,774 | 36,180,495 | 25,325,366 | 28,057,742 | 38,253,660 | 28,400,202 | 30,935,294 |
| | State Tax Receipts | 14,364,235 | 16,756,258 | 23,238,915 | 15,139,881 | 16,576,949 | 24,115,164 | 16,114,509 | 17,321,294 |

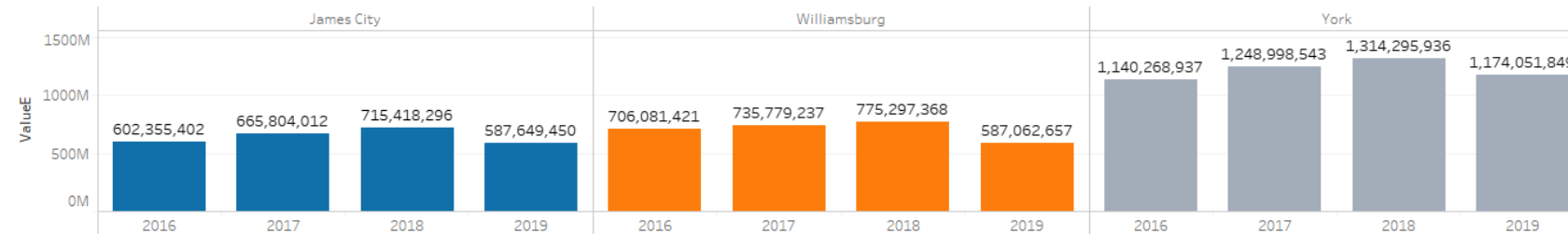
Local Tax Share of Direct Spend

| | County | | |
|------|------------|-----------|------|
| | James City | William.. | York |
| 2019 | 4.1% | 4.1% | 3.2% |
| 2018 | 4.0% | 4.0% | 3.2% |
| 2017 | 3.8% | 3.8% | 3.1% |
| 2016 | 3.9% | 3.9% | 3.2% |

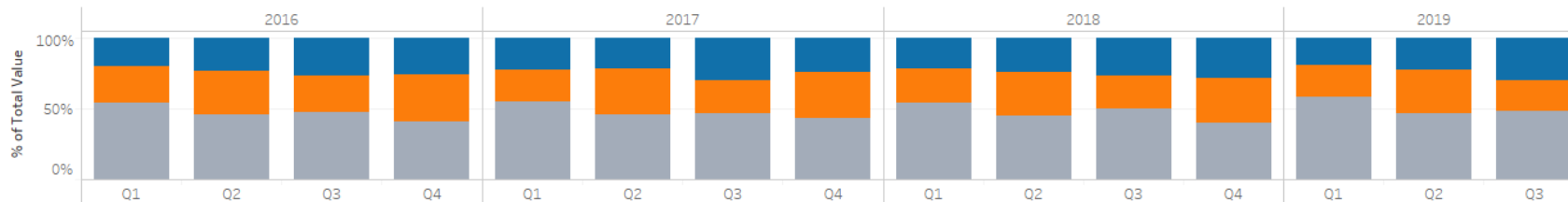
Category: Direct Spending ▼

Label: (All) ▼

Direct Spending, All



Direct Spending, All, None



Expand all tables and charts to view quarterly details

Direct Economic Impacts -- Use county filter to change geography

County
 James City

| | | 2016 | | | | 2017 | | | | 2018 | |
|----------------------|----------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|------------|
| | | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| | | James City | James City | James City | James City | James City | James City | James City | James City | James City | James City |
| Direct Spen.. | Destination Spending | 82,616,053 | 164,674,838 | 207,352,056 | 147,712,455 | 100,445,398 | 164,406,681 | 257,178,325 | 143,773,608 | 98,932,747 | 196,8 |
| Earnings | Accom. & Food Serv. | 23,731,882 | 48,430,798 | 61,254,861 | 43,997,913 | 30,249,587 | 49,899,872 | 77,817,724 | 43,119,187 | 29,805,374 | 59,8 |
| | Arts, Ent. & Rec. | 4,256,915 | 8,309,397 | 10,159,217 | 7,033,127 | 4,629,318 | 7,368,998 | 11,480,029 | 6,455,692 | 4,455,256 | 8,6 |
| | Retail | 2,006,513 | 3,781,751 | 4,636,688 | 3,373,227 | 2,284,154 | 3,598,735 | 5,473,650 | 3,215,131 | 2,201,882 | 4,1 |
| Employment | Accom. & Food Serv. | 7,629 | 14,710 | 16,659 | 13,950 | 9,132 | 15,226 | 22,465 | 13,844 | 9,327 | |
| | Arts, Ent. & Rec. | 1,587 | 4,583 | 5,215 | 2,960 | 1,569 | 3,695 | 6,106 | 2,534 | 1,678 | |
| | Retail | 842 | 1,471 | 1,694 | 1,275 | 868 | 1,463 | 2,073 | 1,321 | 908 | |
| Tax Revenue | Local Tax Receipts | 3,034,585 | 6,113,381 | 8,714,871 | 5,660,291 | 3,496,878 | 5,960,057 | 10,501,946 | 5,366,486 | 3,508,178 | 7,0 |
| | State Tax Receipts | 1,960,855 | 3,796,564 | 5,220,289 | 3,386,526 | 2,101,665 | 3,608,327 | 6,203,100 | 3,226,788 | 2,105,762 | 4,2 |

Category: Tax Revenue
 Label: (All)

Local Tax Share of Direct Spend

| | | County |
|------|----|-----------|
| | | James C.. |
| 2019 | Q1 | 3.8% |
| | Q2 | 3.9% |
| | Q3 | 4.3% |
| 2018 | Q1 | 3.5% |
| | Q2 | 3.6% |
| | Q3 | 4.4% |
| | Q4 | 4.1% |
| 2017 | Q1 | 3.5% |
| | Q2 | 3.6% |
| | Q3 | 4.1% |

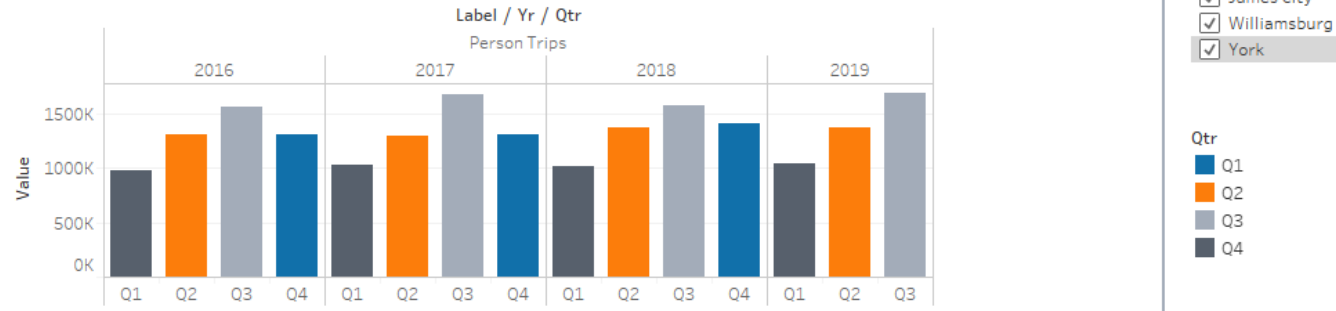
Tax Revenue, All

Tax Revenue, All, None

Overnight Visitor Volume - Expanded detail

Overnight Visitor Volume -- Use county filter to change geography

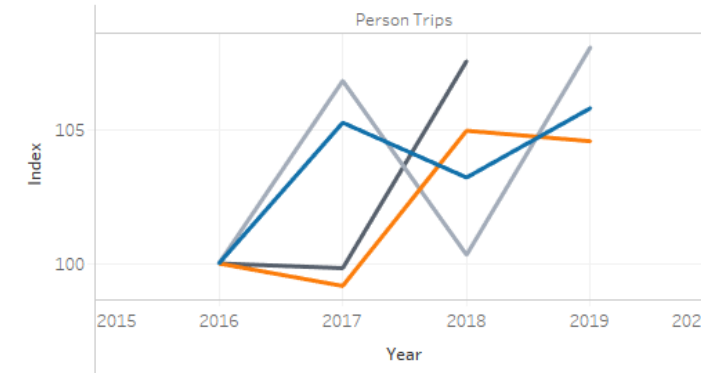
Overnight Visitor Volume by Quarter



Avg. Overnight Spending

| | | Qtr | | | |
|------------------|------|-------|-------|-------|-------|
| | | Q1 | Q2 | Q3 | Q4 |
| per Person Night | 2019 | \$229 | \$252 | \$217 | |
| | 2018 | \$215 | \$236 | \$203 | \$216 |
| | 2017 | \$210 | \$229 | \$191 | \$206 |
| | 2016 | \$198 | \$215 | \$183 | \$198 |
| per Person Trip | 2019 | \$426 | \$571 | \$525 | |
| | 2018 | \$400 | \$534 | \$492 | \$427 |
| | 2017 | \$390 | \$517 | \$463 | \$407 |
| | 2016 | \$370 | \$486 | \$443 | \$391 |

Overnight Visitor Volume Index by Quarter: 100 = 2011



Length of Stay

| Q1 | Q2 | Q3 | Q4 |
|-----|-----|-----|-----|
| 1.9 | 2.3 | 2.4 | 2.0 |

Party Size

| Q1 | Q2 | Q3 | Q4 |
|-----|-----|-----|-----|
| 2.2 | 2.1 | 2.6 | 2.3 |

Sales Director Report

Julia Smyth-Young

2020 Sales Action Plan

Goal:

Increase overnight visitation through direct sales efforts in six key segments – Sports, SMERF, Association, International, Corporate, and Group.

Actions:

- Build and develop sales team
- Audit
- Implement new CRM software
- Issue 400+ leads (June – December 2020)

Tactics:

- Attend ~15 tradeshow
- Host familiarization (FAM) tours
- Facilitate sales missions and client events
- Join and participate in professional organizations, ie: MPI, ASAE, RCMA

Outcome:

Execute sales tactics to aggressively contribute to overall occupancy goals, with an expected occupancy increase of 3-5% year over year.

Sales Plan

SPORTS & SMERF

ASSOCIATION

INTERNATIONAL & CORPORATE

GROUP TOUR

WHY?

Youth Sports is a \$15.8 billion industry projected to double over the next four years. Sporting events occur throughout the year, and can be solicited based on sport, season, and attendance performance. Specialty markets encompass the broader range of special interest groups committed to meeting in support of their collective interests and communities creating positive economic impact.

Associations are an integral part of the U.S. Economy. They collectively represent industries, professions, and causes, educational, and professional development. Associations employ more than 1.8 million Americans, and represent a major piece of the meetings and conventions industry.

International travelers book longer stays, spend more, and focus on shopping, sightseeing, fine dining, national parks and monuments, and amusement/theme parks. Corporate (or Meetings, Incentive, Conferences and Exhibitions) pairs well with International travelers and corporate business.

Group tour is a strong performer in Greater Williamsburg. Group tour consists of both adult and student groups. Success in this segment is essential and growth is mandatory.

MEMBERSHIPS

SGMP, Sports ETA, RCMA

VSAE, ASAE, PCMA, VADMO, AENC

MPI, FICP, HCEA, SITE

ABA, SYTA, PBA, MMA, OMCA, VMA, NTA, NCMA, MCASC

DESTINATION AWARENESS

- Identify opportunities to “sell” the destination, articles in trade journals, monthly highlights to database and destination updates and information.
- Webinars
- Annual FAM

- Quarterly webinars to engage and inform clients, potential clients, and area suppliers
- Destination training sessions
- Membership participation, industry newsletters, and annual FAM

- Host qualified product/planner FAMs
- Destination training sessions
- Quarterly webinars to inform clients/potential clients

- Trade journal advertising, monthly highlights/destination updates to database
- Webinars
- Annual FAM

Sales Plan

SPORTS & SMERF

ASSOCIATION

INTERNATIONAL & CORPORATE

GROUP TOUR

SALES ACTIVITIES

7 Key Tradeshows

Virginia Sports Summit (Postponed in 2020, Date TBD)
 Sports ETA Symposium (4/19-4/23, 2020, Kansas City, MO)
 Connect Sports (8/17-19, 2020, New Orleans, LA)
 S.P.O.R.T.S. The Relationship Conference (9/28-10/1, 2020 Colorado Springs, CO)
 TEAMS Conference (10/19-10/22, 2020, Houston, TX)
 Connect Diversity (2/19-21, 2021, Kissimmee, FL)
 RCMA (1/5-7, 2021, Charlotte, NC)
 SGMP (5/19-21, 2021 St. Louis, MO)

2 Sales Blitzes

AAU Junior Olympics
 Megachurches Hampton Roads

Sales Missions

Washington, DC/NOVA
 Virginia/VTC to solicit regional youth sports and specialty market business

4 Key Tradeshows

PCMA Annual (6/28-7/1, 2020, Montreal, Canada)
 ASAE (8/8-8/11, 2020, Las Vegas, NV)
 VSAE Annual Conference (5/3-5, 2020, Williamsburg, VA)
 VSAE Fall Conference (10/1, 2020, Richmond, VA)

3 Client Events and Sales Missions

Washington, DC
 Richmond, VA
 Raleigh, NC

8 Key Tradeshows

FICP Annual Conference (11/15-18, 2020, Washington, DC)
 HCEA Connect (8/16-18, 2020, Washington, DC)
 SITE Global Conference (2/3-7, 2021, Dublin, Ireland)
 MPI WEC (6/6-6/9 Grapevine, TX)
 IPW 2020 (5/30-6/3 Las Vegas, NV)
 GBTA 2020 (7/25-7/29 Denver, CO)
 Connect 2020 (8/17-8/19 New Orleans, LA)
 Small Meetings Market Conference (10/4-10/6, French Lick, IN)

Sales Blitzes: 3

Virginia Fortune 1000 Blitz
 VTC and CRUSA blitzes

5 Sales Missions

North Carolina, Richmond, Virginia, Washington, DC, Baltimore, Maryland , join CRUSA on International sales mission and participate in partner advertising and awareness

7 Key Tradeshows

ABA (1/29/21-2/2/21 Baltimore, MD)
 SYTA (8/14-18/2020Winnipe, MB, Canada)
 PBA Marketplace (3/23-24/20 York, PA)
 MMA Leader Showcase (3/24-3/25 York, PA)
 OMCA Marketplace (11/8-11/11 Niagara Falls, ON, Canada)
 VMA – MCASC - NCMA Regional Meeting (8/25-8/29 Harrisonburg, VA)
 NTA Travel Exchange (11/15-11/19 Reno/Tahoe, NV)

Sales Blitzes: 4

Sales Blitzes sandwiching Motor coach shows and events.
 Baltimore, Pennsylvania, Virginia

3 Sales Missions

Washington, DC/NOVA
 South Carolina
 North Carolina

DRIVE SALES

- Identify niche sport event creators and key decision makers, ask for business, and relay product information and destination developments
- Weekly sales calls, solicitations, lead and target account goals

- Weekly sales calls, solicitations, lead and target account goals
- Host Annual Association Meeting Planner FAM
- Identify, develop, maintain, and grow accounts and client relationships

- Identify, Develop, Maintain and grow accounts and client relationships
- Meet weekly sales call, solicitation, lead and target account goals

- Identify Itinerary creators and key decision makers, ask for business, and relay product information and destination developments.
- Identify new opportunities in niche markets within tour segment including, diversity, senior, culinary, adventure, military, historical, service, eco, special interest and fraternal.
- Meet weekly sales and solicitation goals, lead goals and target account goals.

Future Meetings

Typical Williamsburg Tourism Council Meeting Agenda

Meeting Duration: One (1) Hour

| | |
|-----------------------------|---------------------------------|
| Open Meeting | Roll Call |
| | Public Comment |
| | Approve Minutes |
| Treasurer's Report | Revenue & Expenses |
| | Cash on Hand |
| | Transient Tax |
| | SB 942 |
| Executive Director's Report | Campaign(s) Updates/Overview |
| | Activities & Events |
| | Project Updates |
| Chairman's Report | Business of the Tourism Council |
| | Updates & Progress |

Future Meeting Schedule/Anticipated Length

| Meeting Date | Anticipated Agenda | Approximate Meeting Length |
|--------------------|---------------------------------------|----------------------------|
| May 19, 2020 | Typical Agenda; FY21 Budget | Ninety (90) Minutes |
| July 21, 2020 | Typical Agenda; Fall 2020 Overview | Sixty (60) Minutes |
| September 15, 2020 | Typical Agenda; Holiday 2020 Overview | Sixty (60) Minutes |
| November 17, 2020 | Typical Agenda; 2021 Preview | Sixty (60) Minutes |

Chair Report

Old & New Business

Adjourn

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN