

2024 Ad Effectiveness Research

February 2025

SMARInsights

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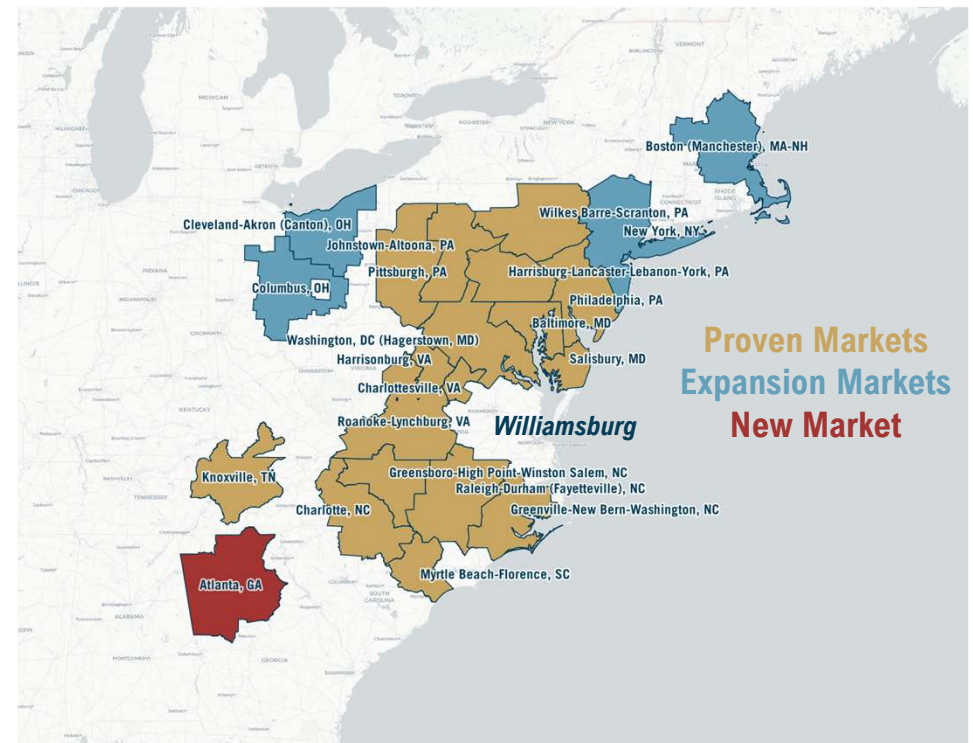
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Background & Objectives

- The Williamsburg Tourism Council (WTC) uses paid promotional efforts to encourage travel to the area.
- To ensure accountability for these investments, WTC has retained Strategic Marketing & Research Insights (SMARInsights) to measure the reach and influence of its marketing.
- This research evaluates WTC's advertising throughout calendar year 2024.
- The specific objectives of this research are to:
 - Gauge advertising awareness
 - Assess advertising influence
 - Review trip profile characteristics

Methodology

- Data collection was conducted via an online survey so that consumers could view the actual advertising. This provides a representative measure of aided ad recall.
- A total of 5,001 surveys were completed between January 15 - 29, 2025.
- The research was conducted among leisure travelers in the markets shown on the map.
- Leisure travelers are those who normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home.
- The overall results are weighted to be representative of market population distribution.



Media Investment

- WTC ran ads from January - December 2024. In total, WTC invested \$10.5 million on the advertising campaign.
- The spending was greatest for ads placed January through June. The Fall and Winter campaigns were of significantly smaller scope with reduced spending, and their messaging focused on lower-funnel drivers such as pricing.
- Samples of the ads are shown below. The entire collection of ads tested can be found in the Questionnaire in the Appendix.



Sample Summer Ad

Sample Fall Ad

Sample Holiday Ad

	Jan - Jun 2024	Jul - Sep 2024	Oct - Dec 2024	Total
Ad Servicing	\$0	\$30,000	\$0	\$30,000
Co-Op Program	\$241,265	\$59,559	\$17,041	\$317,865
Content Partnership	\$378,500	\$0	\$0	\$378,500
Digital (Display & Video)	\$3,074,720	\$713,951	\$614,476	\$4,403,147
Influencers	\$244,083	\$38,185	\$144,253	\$426,521
Print	\$43,170	\$5,600	\$36,133	\$84,902
SEM (SEO & Content)	\$296,318	\$89,296	\$112,828	\$498,443
Social Ads	\$350,040	\$164,500	\$398,755	\$913,295
Television	\$2,775,485	\$639,660	\$0	\$3,415,145
Other	\$20,573	\$0	\$0	\$20,573
Total	\$7,424,155	\$1,740,751	\$1,323,486	\$10,488,392

Insights

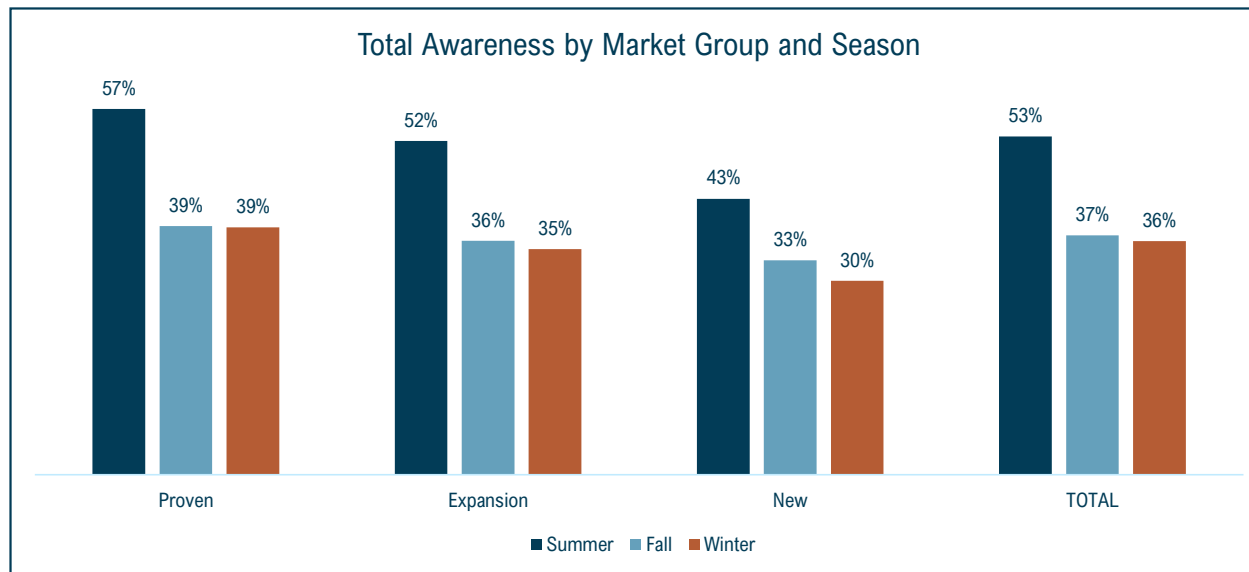
- Visit Williamsburg ran three campaigns over the course of 2024. The Spring/Summer campaign represented the largest investment and was a continuation of efforts from years prior. The Fall and Winter campaigns occurred during a transitional period, with spending significantly reduced and more targeted strategies employed.
- Overall, the 2024 advertising efforts performed well, generating 59% awareness and a total of 360,000 influenced trips. The paid media influenced \$457 million in visitor spending with a \$10.5 million media buy, resulting in a \$44 ROI for each media dollar invested. Though there was slightly reduced investment compared to last year, there were more influenced trips, along with more visitor spending and a higher ROI.
- The growth in awareness of the Spring/Summer campaign was predominantly a function of wear-in over time. It is reasonable to expect new creative efforts in the coming year to have less robust results until campaign awareness builds.
- The weaker performance of Fall and Winter reflect a more limited media buy. However, this helped increase ROI despite fewer influenced trips.
- The more proximate markets continue to perform well. With that said, it is important to recognize more distant markets generally stay longer and spend more.
- Performance and strategies need to be reviewed in light of prevailing travel behaviors. Overall, 2024 travel patterns largely returned to pre-pandemic levels. However, it is anticipated that travel spending will slow with potential economic and political headwinds.

Advertising Awareness

A review of advertising awareness with comparisons to prior waves.

Ad Awareness

- The 2024 advertising efforts yielded awareness reflective of spending levels. The Spring/Summer advertising with larger investment had significantly higher recall than Fall and Winter advertising.
- When awareness results were reviewed by market group, the proven markets continued to be the strongest performers, and the new markets were the weakest.

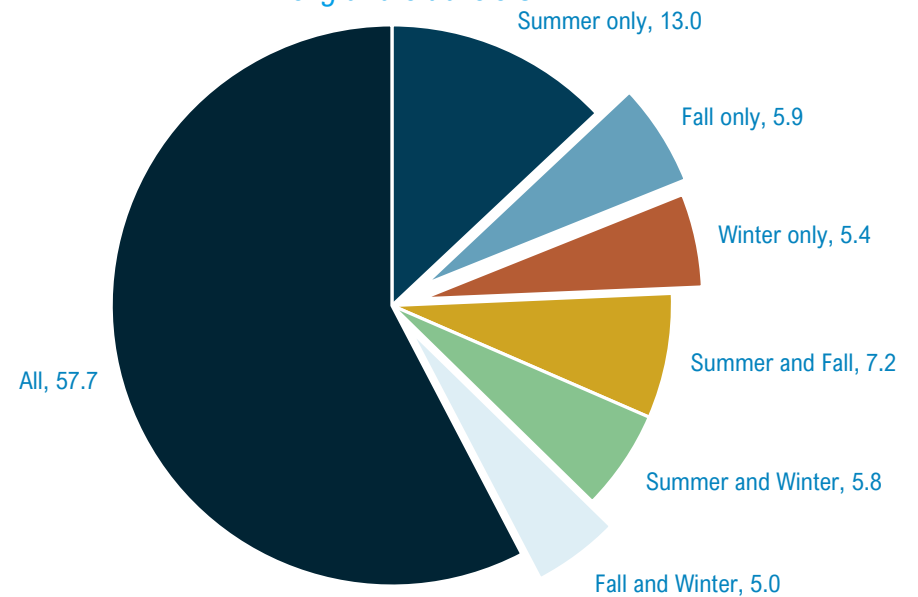


Seasonal Overlap

- It's important to recognize that while the performance of these campaigns can be viewed independently, potential travelers can be exposed to multiple campaigns – resulting in higher overall advertising awareness of any Visit Williamsburg message. Not surprisingly, the higher spend level on the Spring/Summer campaign makes it the dominant awareness driver, with Fall and Winter providing modest traveler exposures.
- This overlap distribution somewhat understates the strength of the summer effort. When measured in the awareness wave, summer awareness was at 53%. In this later measure conducted about six months later, awareness eroded to 41%. Campaign impact is measured at the earlier peak awareness levels.

Campaign Overlap

Among aware travelers



Peak Ad Awareness & Ad-Aware Households

- Total awareness climbed to 59%, representing nearly 14 million households.

	Proven Markets	Expansion Markets	New Market Atlanta	Total
Traveling HHs	11,465,969	9,713,738	2,066,197	23,245,903
Ad Awareness	62%	58%	49%	59%
Ad-Aware HHs	7,073,449	5,669,769	1,018,357	13,761,575

Peak Ad Awareness & Ad-Aware Households Tracking

- Looked at from a tracking perspective, these results illustrate a significant growth in the number of ad aware households.
- In 2022 and 2023, much of the growth in aware households resulted from an expanded geographic target.
- In 2024, the geographies remained unchanged. Here the growth in awareness is the result of the campaign continuing to “wear in” over time.
- This is a measure of the reach of the effort, not a measure of efficiency or effectiveness.

	2021	2022 (Added New York & Boston)	2023 (Added several new markets*)	2024
Traveling HHs	9,639,015	17,551,580	23,245,904	23,245,903
Ad Awareness	46%	57%	49%	59%
Ad-Aware HHs	4,435,601	10,021,731	11,293,878	13,761,575

**New markets in 2023 include Atlanta, GA; Greensboro-High Point, NC; Harrisburg-Lancaster, PA; Johnstown-Altoona, PA; Knoxville, TN; Myrtle Beach, SC; Pittsburgh, PA; and Wilkes Barre-Scranton, PA*

Advertising Impact & ROI

This section compares the rates of Williamsburg travel between the ad-aware and unaware consumers. The lift or “increment” observed among those aware of the ads is considered influenced by the advertising.

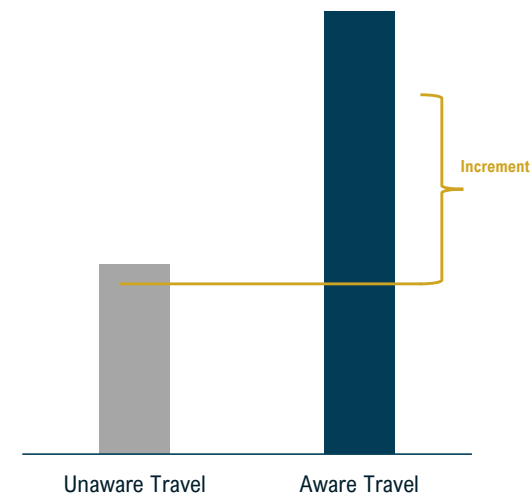
Ad Effectiveness Methodology

There are several different assessments needed in order to determine the amount of travel to a destination that was influenced by the marketing. Our approach is intended to be a conservative one. There are three primary elements of this assessment:

- **Awareness.** For advertising to influence travel, it must be seen. We measure exposure or awareness not by whether the marketing efforts have been delivered to a device, but whether a traveler actually recalls seeing any of the marketing assets. To do this, we show the ads in a survey environment and assess respondent recall.
- **Travel.** Next, we consider the difference in the level of travel between the exposed and unexposed populations. The difference in the rate of travel is the increment.
- **Spend.** Last, we consider the level of spending of the exposed traveling population.












At this point, we apply awareness to the target markets' populations to determine the number of exposed households, apply the travel increment to determine the number of incremental trips, and multiply this by the spending and compare this result to the marketing spend.

Incremental Travel Example



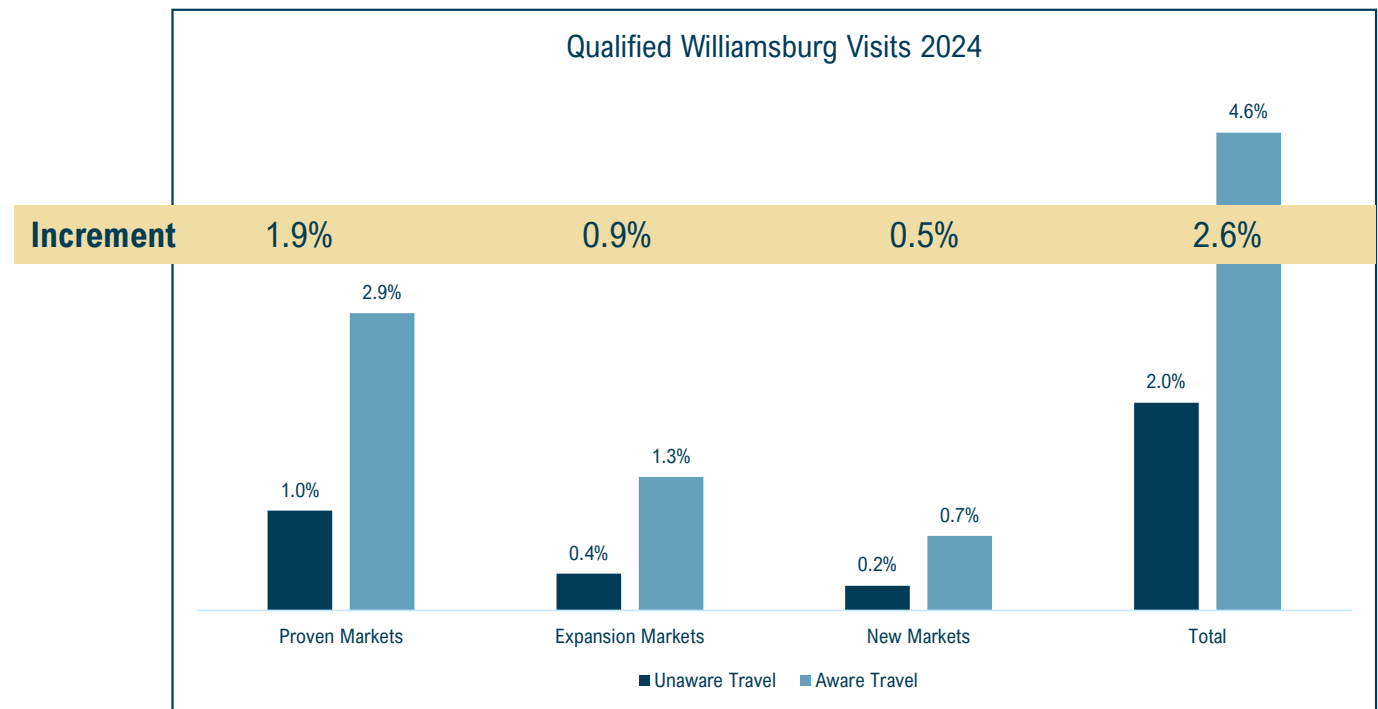
Ad Effectiveness Methodology

- The basic approach for ad effectiveness assessments is illustrated on the accompanying table. Using primary metrics of awareness, incremental travel and spending are used to determine the return on investment.
- It is important to triangulate these assessments with other metrics used by the destination. WTC has determined that the geography of the destination poses challenges, since travelers can claim visitation but stay outside of the region represented by the DMO.
- As a result, beginning with last year's assessment, we have adjusted these calculations to be reflective of those staying overnight, in paid accommodations, within the defined area – with other adjustment based upon known visitation rates and lodging distributions. We will make comparisons with these more conservative assessments.

Qualified (leisure traveling) households are surveyed to determine rates of advertising recall, which lets us calculate ad-aware households.	 ×  =  Households Ad Recall Ad-Aware Households
Ad-aware households are multiplied by the rate of incremental travel.	 ×  =  Ad-Aware Households Travel Increment Ad-Influenced Trips
The total ad-influenced trips are multiplied by the average trip expenditures to get total ad-influenced visitor spending.	 ×  =  Ad-Influenced Trips Average Trip Expenditures Ad-Influenced Visitor Spending
Visitor spending divided by the paid advertising investment equals the ROI.	 ÷  = ROI Ad-Influenced Visitor Spending Media Expenditures

2024 Ad Impact on Travel

- The 2024 advertising campaign influenced travel from each of the three market groups.
- The Proven Markets experienced the strongest travel increment among the three groups.
- The New Markets experienced the weakest increment this year.



**Not counting trips to visit family or friends*

2024 Advertising Impact

- The advertising ultimately influenced about 360,000 trips to the Williamsburg area during the 2024 calendar year.
- The average trip spending was \$1,270 per trip, resulting in a total ad-influenced sum of \$457 million.
- Considering the media investment of \$10.5 million, the visitor spending returned \$44 per \$1 invested in the media buy.
- The performance by markets corresponded directly with the level of awareness and length of time in the market, with the Proven Markets representing over 60% of the total impact.

	Proven Markets	Expansion Markets	New Market	Total
Traveling HHs	11,465,969	9,713,738	2,066,197	23,245,903
Ad Awareness	62%	58%	49%	59%
Ad-Aware HHs	7,073,449	5,669,769	1,018,357	13,761,575
Incremental Travel %	3.2%	2.0%	1.8%	4.80%
Ad-Influenced Trips	228,622	113,411	18,002	360,035
Avg. Trip Spending	\$1,286	\$1,315	\$783	\$1,270
Ad-Influenced Trip Spending	\$293,975,770	\$149,135,293	\$14,096,611	\$457,243,822

2024 Advertising Impact Calculation

- In a similar fashion, the performance of the three different campaigns reflected the level of media spend.
- The bulk of the impact came from the larger Spring/Summer effort, with a higher base of aware households.
- Fall generated the highest ROI with a smaller budget and a strong increment.
- Winter's lower return is a function of limited available time to travel.

	Summer	Fall	Winter	Total
Target HHs	23,635,028	23,635,028	23,635,028	23,635,028
Ad Awareness	53%	37%	36%	59%
Ad-Aware HHs	12,455,660	8,820,592	8,601,430	13,991,937
Incremental travel %	1.9%	0.9%	0.5%	2.6%
Ad-influenced trips	236,764	81,983	41,287	360,035
Media investment	\$7,424,155	\$1,740,751	\$1,323,486	\$10,488,392
Avg. Trip Spending	\$1,260	\$1,307	\$1,253	\$1,270
Ad Influenced Trip spending	\$298,323,127	\$107,152,048	\$51,732,503	\$457,207,679
ROI	\$40	\$62	\$39	\$44

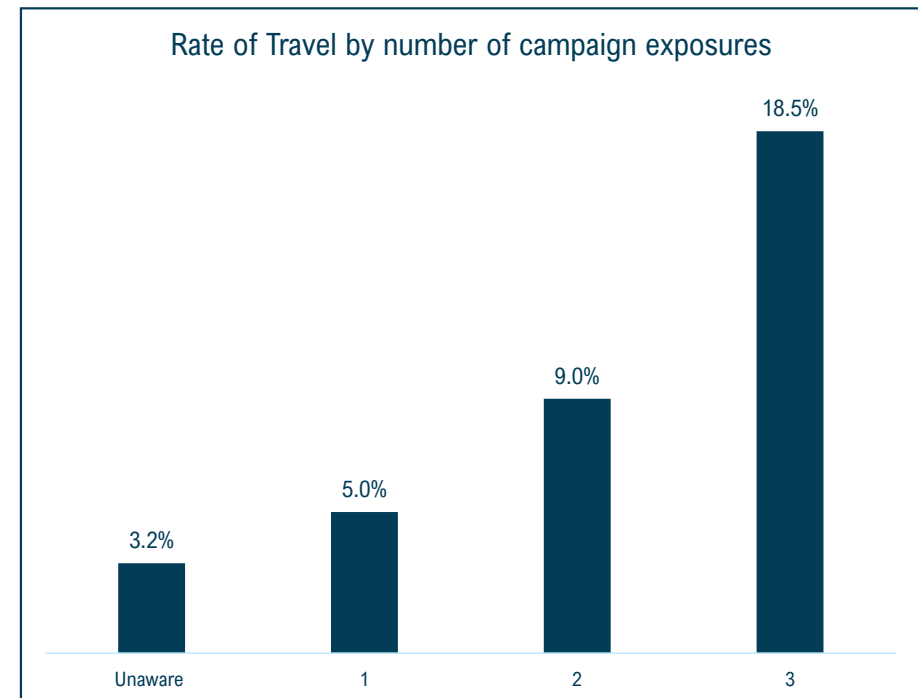
Year over Year comparison

- Last year, a more conservative measure of qualified travel was used for the first time. When we compare this year's results to last year's, we see that higher levels of awareness yielded more incremental trips and significantly higher ad influenced spending. A higher ROI is also driven in part by a slightly smaller media spend.

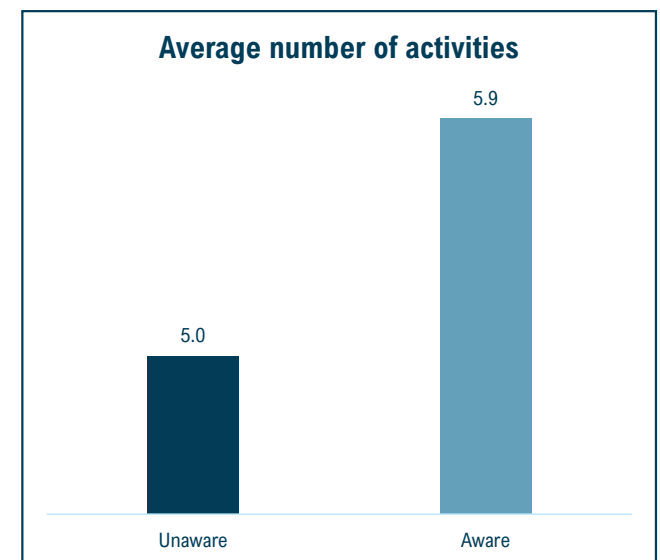
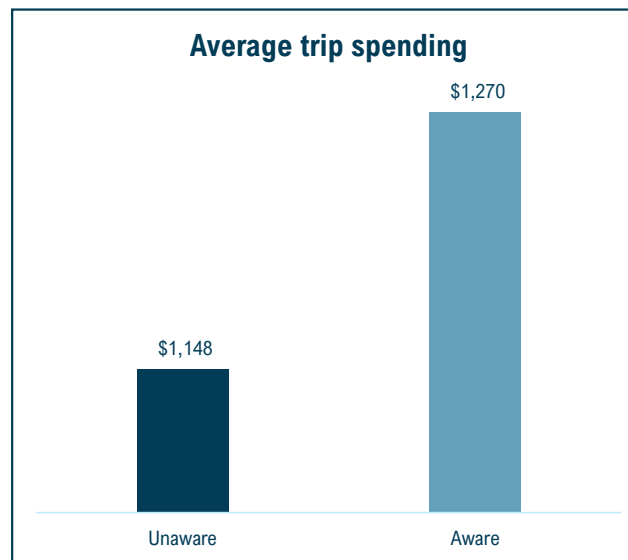
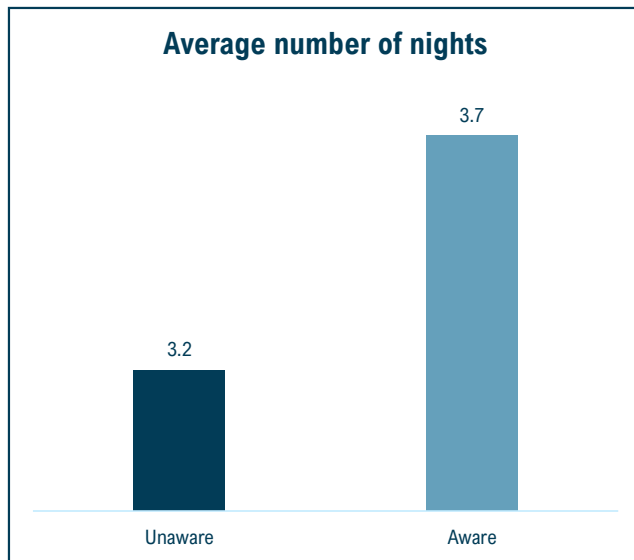
	2023	2024
Traveling HHs	23,245,903	23,635,028
Ad Awareness	49%	59%
Ad-Aware HHs	11,293,878	13,991,937
Incremental Travel %	2.5%	2.6%
Ad-Influenced Trips	285,304	360,035
Avg. Trip Spending	\$1,254*	\$1,270
Ad-Influenced Trip Spending	\$357,719,049	\$457,207,679
Media Investment	\$11,774,393	\$10,488,392
ROI	\$30	\$44

2024 Campaign Overlap Impact

- The effectiveness of marketing measures is driven by reach and frequency. As such, the more messaging exposures delivered to potential visitors, the more powerful the impact.
- In this year's assessment of three different campaigns, it is important to consider the synergies of these multiple messages.
- Incremental travel is clearly delivered with exposure to a campaign, but this impact essentially doubles with each additional campaign exposure.



2024 Ad Impact on the Trip

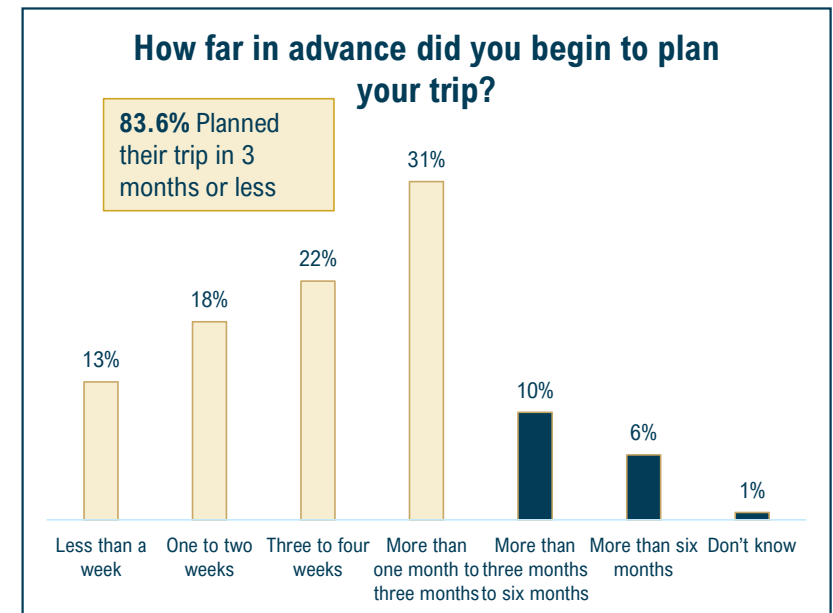
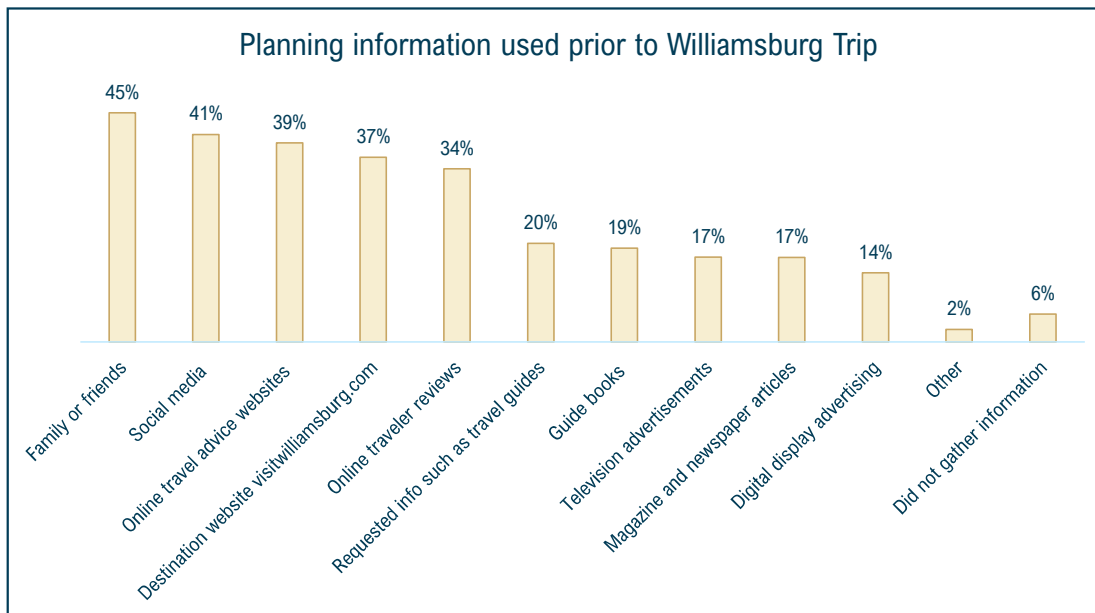


- Not only did the 2024 advertising campaigns influence visits to the Williamsburg area, but the ads also changed trip behavior. Armed with greater knowledge of things to do, ad-aware consumers stayed longer, participated in more activities, and spent more during their visit.

Visitor Profile

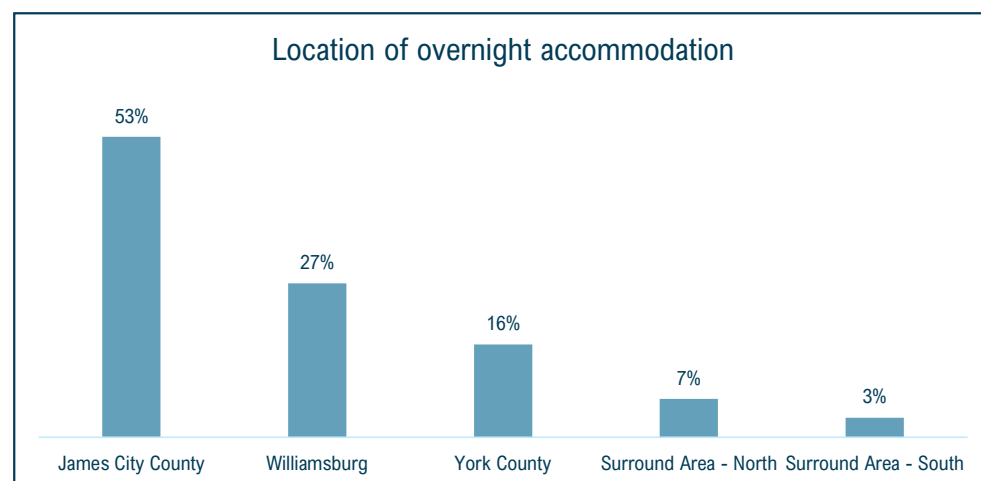
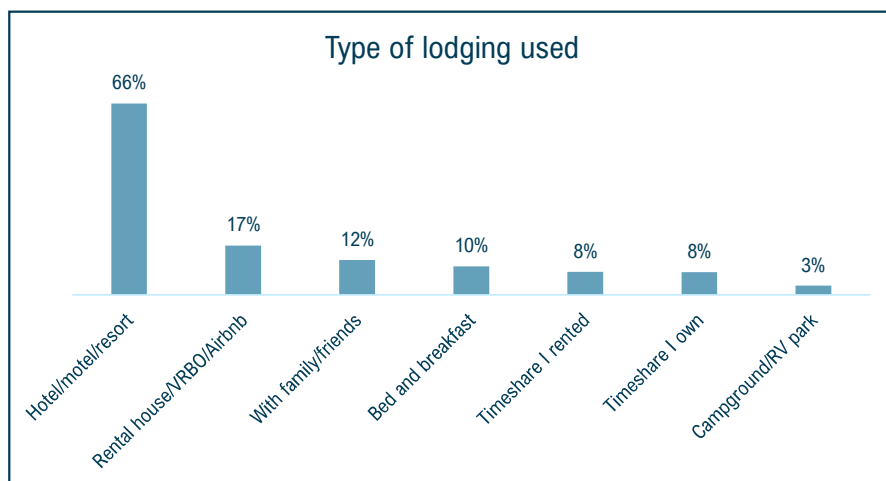
This final section of the report highlights trip behavioral patterns of visitors to the Williamsburg area.

Trip Planning



- The top source of trip planning information is friends and family (45%). This is true for many destinations. Social media, online travel advice websites, and traveler reviews are used by a third or more visitors to Williamsburg.
- 83.6% of visitors planned their trip to the Williamsburg area within three months of arrival.

Accommodations



**See reference map used in questionnaire in the appendix*

- Most visitors stay in hotels, motels, and resorts (66%), while rental properties were used by nearly a fifth of travelers.
- Half of overnight visitors reported staying in James City County, with another quarter staying in Williamsburg proper.

Trip Composition



Average Trip Duration (Nights)	3.75
Average Trip Party Size	3.19
Trips with Children	46%

- 92% visitors were satisfied with their visit. Happy visitors influence potential ones, and this is a positive sign that travelers seeking out the destination are not disappointed.
- In terms of trip composition, almost half included children. The average trip lasted 3.8 nights and included 3.2 people.

Activities & Attractions

- Busch Gardens motivated nearly a quarter of visitors to visit the Williamsburg area. Colonial Williamsburg, the Jamestown Settlement, and Historic Jamestowne were the other top trip motivating attractions.

Activity/Attraction	Participation	Motivation	Net Motivation
Busch Gardens Williamsburg	32%	72%	23%
Colonial Williamsburg's ticketed areas such as the entrance to the Governor's Palace, the Capitol building and craft shops	26%	57%	15%
Colonial Williamsburg's public areas not requiring a pass, such as Merchant Square, Duke of Gloucester Street, etc.	34%	54%	18%
Historic Jamestowne (original National Park and Preservation Virginia site on island with archaeological dig, glassblowing, visitor center, and Archaearium)	25%	51%	13%
Great Wolf Lodge	15%	50%	8%
Jamestown Settlement (Museum and recreation areas: fort, three ships, and Indian village)	23%	48%	11%
Eco Discovery Park	10%	44%	4%
Water Country USA	12%	43%	5%
Yorktown Victory Center (Museum and recreation areas: Continental Army encampment and 1780's farm)	18%	39%	7%
Art galleries	16%	39%	6%
Williamsburg Winery	20%	38%	8%
Williamsburg Botanical Gardens	22%	38%	8%
Yorktown Riverwalk (including Schooner Alliance, Patriot Segway Tours, Waterman's Museum)	18%	36%	6%
Dining at unique local restaurants	41%	36%	15%
Yorktown Battlefield (part of Colonial National Historical Park)	17%	35%	6%
Outlet shopping	30%	35%	11%
Museums	29%	35%	10%
Go Ape Zip Line and Treetop Adventure	8%	31%	2%
Golf	9%	30%	3%
College of William & Mary	13%	29%	4%
Ripley's Believe It or Not!	15%	29%	4%
Colonial Williamsburg paid/ticketed activities	21%	29%	6%
Shopping at locally owned stores	39%	26%	10%
Local breweries	16%	23%	4%
Go Karts Plus	12%	23%	3%
Outdoor recreation (parks, trails, waterways)	24%	22%	5%
Williamsburg Pottery	17%	18%	3%
American Revolution Museum at Yorktown	16%	16%	3%
Mini-golf	14%	14%	2%

Net Motivation = Participation x Motivated to Participate

Appendix

Questionnaire

Questionnaire

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2024 ROI
Visit Williamsburg

SCREENERS

ZIP. What is your ZIP code? _____

DECISION1. Who in your household is primarily responsible for making decisions concerning travel destinations?
Self ☐
Spouse/other [TERMINATE AT END OF SCREENING QUESTIONS] ☐

NEWTRAVEL. Please indicate which of the following describes you.
[RANDOMIZE]

I regularly use social media like Facebook, X, Instagram, or TikTok	<input type="checkbox"/>	Yes	No
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home	<input type="checkbox"/>		
I am currently planning or have already planned an upcoming leisure trip	<input type="checkbox"/>		
I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max, Roku or Hulu	<input type="checkbox"/>		
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy	<input type="checkbox"/>		

[TERMINATE AFTER SCREENING QUESTIONS IF 'NO' IS SELECTED FOR 'I NORMALLY TAKE AT LEAST ONE LEISURE TRIP A YEAR THAT INVOLVES AN OVERNIGHT STAY OR IS AT LEAST 50 MILES FROM HOME' AND 'I AM CURRENTLY PLANNING OR HAVE PLANNED AN UPCOMING LEISURE TRIP']

AGE. What is your age? _____ [TERMINATE AFTER SCREENING QUESTIONS IF UNDER 18]

SEGMENTATION

SEG1. Here are some statements about your attitudes toward leisure travel. Please indicate how much you agree or disagree with each statement.

	Disagree completely	Disagree somewhat	Agree somewhat	Agree completely
On my vacations, I like to visit places I'm familiar with				
My trips usually include visits to museums and historic sites				
Vacations should maximize the amount of things you see and do				
Leisure travel should be relaxing and easy to both plan and enjoy				
I like to experience the arts and culture of the places I visit				
We do so much on our trips that I need to rest when I return				
I like to visit places that are easy to get to and to get around in				
I think that travel is an opportunity to learn				
I value experiences over getting the best price.				
I seek out unique local dining options on my trips				
I shop at locally owned stores on my trips				

IMAGE MODULE:

I1. What places come to mind when thinking about leisure destinations where you can experience U.S. history and culture?
[FIVE TEXT BOXES]

I2. What places come to mind when thinking about leisure travel destinations with theme parks?
[FIVE TEXT BOXES]

DOL The 250th anniversary of the signing of the Declaration of Independence is in 2026. How interested would you be in traveling to sites with historical significance during that year?

Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
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I3. Please indicate how familiar you are with each of the following destinations in terms of what they have to offer as a place to visit on a leisure or non-business trip. [ROTATE SELECTIONS]

	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
Williamsburg, VA, area – including Colonial Williamsburg, Busch Gardens, Williamsburg shopping centers/ outlets, Jamestown, Yorktown				
Orlando, FL, area – including Disney, Universal Studios, and other theme parks, as well as Kissimmee				
Asheville, NC, area – including the Biltmore Estate and Grove Park Inn				
Washington, DC, area – including the Smithsonian museums, National Zoo, Capitol Hill, Georgetown University				
Hershey, PA – including The Boardwalk at Hershey Park				
Charleston, SC				

I4. How would you rate each of these destinations as a place to visit for a leisure trip?

SMARinsights Advertising Effectiveness & ROI Questionnaire

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	Poor	Fair	Good	Very good	Excellent	Don't know
Williamsburg, VA, area – including Colonial Williamsburg, Busch Gardens, Williamsburg shopping centers/ outlets, Jamestown, Yorktown						
Orlando, FL, area – including Disney, Universal Studios, and other theme parks, as well as Kissimmee						
Asheville, NC, area – including the Biltmore Estate and Grove Park Inn						
Washington, DC, area – including the Smithsonian museums, National Zoo, Capitol Hill, Georgetown University						
Hershey, PA – including The Boardwalk at Hershey park						
Charleston, SC						

I5. Please rate the Williamsburg, VA, area for each of the following: [ROTATE SELECTIONS]

	1 Poor	2	3	4	5 Excellent
Historic sites and landmarks					
Shopping					
Family friendly					
Unique local dining					
Cultural attractions					
Black history sites and landmarks					
A place with a welcoming culture					
A place that celebrates diversity					
An open-minded place					
A place with a forward thinking, innovative culture					
A safe place to visit					
Unique experiences					
A fun destination					
Has unexpected attractions and activities					
An exciting destination					
Golf courses					

TRAVEL MODULE:

T1. How likely are you to visit the Williamsburg, VA, area in the next year? The Williamsburg, VA, area includes Colonial Williamsburg, Busch Gardens, Williamsburg shopping centers/ outlets, Jamestown, and Yorktown.

Not at all likely
Not very likely
Somewhat likely
Very likely
Already planning a trip

[ASK T1a IF T1_4 (VERY LIKELY) OR T1_5 (ALREADY PLANNING A TRIP) IS SELECTED]

T1a. When do you plan to visit the Williamsburg, VA, area?

January 2025
February 2025
March 2025
April 2025
May 2025
June 2025

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Questionnaire

July 2025
August 2025
September 2025
October 2025
November 2025
December 2025

T2. Have you visited the Williamsburg, VA area in the past year?
Yes
No

[ASK T3b IF T2_1 (YES) IS SELECTED]

T3b. When did you visit the Williamsburg, VA area? Select all that apply.

January 2024
February 2024
March 2024
April 2024
May 2024
June 2024
July 2024
August 2024
September 2024
October 2024
November 2024
December 2024

[IF T2_1 (YES) IS SELECTED, ASK T3-T10 ABOUT THEIR TRIP. OTHERWISE, SKIP TO AD AWARENESS MODULE.]

This next group of questions will be about your most recent trip to the Williamsburg, VA, area. [SHOW THIS INTRO SENTENCE + T3-T10 ON SAME PAGE]

T3. How far in advance did you begin to plan this trip?

Less than a week
One to two weeks
Three to four weeks
More than one month to three months
More than three months to six months
More than six months
Don't know

T3a. While planning your trip to the Williamsburg, VA, area, did you gather information from any of the following? Select all that apply. [ROTATE SELECTIONS]

Destination website visitwilliamsburg.com	
Family or friends	
Online travel advice websites (TripAdvisor.com, AAA.com, etc.)	
Guide books like Frommer's or Lonely Planet	
Magazine and newspaper articles	
Television advertisements	
Social media (Facebook, Twitter, Instagram, etc.)	
Online traveler reviews	
Requested information such as travel guides	
Digital display advertising	

SMARInsights Advertising Effectiveness & ROI Questionnaire

4

Other, please specify _____	
Did not gather information	

T3c. How satisfied were you overall with your experience in the Williamsburg, VA, area?

Extremely satisfied
Somewhat satisfied
Neither satisfied nor dissatisfied
Somewhat dissatisfied
Very dissatisfied

T4. How many nights did you spend in the Williamsburg, VA, area? _____

[ASK T5 IF T4 >= 1]

T5. What type of lodging did you use?

Rental house/VRBO/Airbnb
Hotel/motel/resort
Bed and breakfast
Timeshare I own
Timeshare I rented
With family/friends
Campground/RV park
Other, please specify _____

T6. Including yourself, how many people were on this trip? _____

[ASK T7 IF T6 > 1]

T7. How many children under the age of 18 years old were in your travel party? _____

T8. Which of the attractions and activities did you visit or do as part of your most recent trip? Select all that apply. [ROTATE]

Colonial Williamsburg's public areas not requiring a pass, such as Merchant Square, Duke of Gloucester Street, etc.
Colonial Williamsburg's ticketed areas such as the entrance to the Governor's Palace, the Capitol building and craft shop
Jamestown Settlement (Museum and recreation areas: fort, three ships, and Indian village)
Yorktown Battlefield (part of Colonial National Historical Park)
Yorktown Victory Center (Museum and recreation areas: Continental Army encampment and 1780's farm)
Busch Gardens Williamsburg
College of William & Mary
Water Country US
Historic Jamestown (original National Park and Preservation Virginia site on island with archaeological dig, glassblowing, visitor center, and Archæarium)
Great Wolf Lodge
Williamsburg Winery
Local breweries
Yorktown Riverwalk (including Schooner Alliance, Patriot Segway Tours, Waterman's Museum)
Williamsburg Pottery
Eco Discovery Par
Go Ape Zip Line and Treetop Adventure
Williamsburg Botanical Garden
Go Karts Plus
Ripley's Believe It or Not

SMARInsights Advertising Effectiveness & ROI Questionnaire

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Art galleries
Dining at unique local restaurants
Outlet shopping
Shopping at locally owned stores
Museums
Golf
Mini-golf
Outdoor recreation (parks, trails, waterways)
American Revolution Museum at Yorktown
Colonial Williamsburg paid/ticketed activities

[ONLY SHOW THE ACTIVITIES THEY CHOSE IN T8 AND ASK:]

T9. Of these activities/attractions, please indicate if there were any that were a major influence when you selected the destination for this trip. You may choose up to 3.

T10. To better understand the economic impact of tourism, we are interested in finding out the approximate amount of money you and other members of your travel party spent on your trip to the Williamsburg, VA, area. Please estimate how much your travel party spent in total on...

[NOTE - SPENDING CATEGORIES WERE CHANGED TO ALIGN WITH DEAN RUNYAN DATA.]

Accommodations (includes campground fees) _____
Food and beverage service _____
Food stores _____
Local transportation & gasoline _____
Arts, entertainment & recreation _____
Retail sales _____
Visitor air (airfare) _____
Other _____
Total [SHOW TOTAL]

AD AWARENESS MODULE:

[ADVANCE IF AWARE OF ANY WITHIN SEASON]

Now we are going to show you some various forms of advertising. We would like you to take a few moments to review the ads and answer the corresponding questions. [SHOW THIS INTRO SENTENCE + FIRST AD ON SAME PAGE]

[ROTATE APPEARANCE OF MEDIA.]

Winter - [IF AWARE OF ANY WINTER ADS, ADVANCE TO FALL.]

WINTER VIDEO (1)
[Ads Master/Williamsburg/CWIL129, 2024 AD Effectiveness Fall Winter/Winter Holiday/Video]

SMARInsights Advertising Effectiveness & ROI Questionnaire

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Questionnaire



<https://vimeo.com/1044454982/f6b16978ca>
Vimeo - 1046449917

Do you recall seeing this or similar ads before?
Yes
No

WINTER DIGITAL [SHOW ALL DIGITAL ADS ON SAME PAGE]
WINTER BANNERS (11)

Ads Master\Williamsburg\CWIL129_2024 AD Effectiveness Fall Winter\Winter Holiday\Banners



winterbanner1.jpg



winterbanner2.jpg

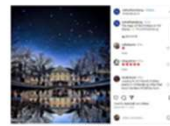


winterbanner3.jpg

Do you recall seeing these or similar ads before?
Yes
No

WINTER SOCIAL [SHOW ALL SOCIAL ADS ON SAME PAGE]

Ads Master\Williamsburg\CWIL129_2024 AD Effectiveness Fall Winter\Winter Holiday\Social












Meta1.jpg

Do you recall seeing this or similar ads before?
Yes
No

WINTER SOCIAL VIDEOS [SHOW TWO RANDOMIZED ADS TO EACH RESPONDENT]

Ads Master\Williamsburg\CWIL129_2024 AD Effectiveness Fall Winter\Winter Holiday\Social\Social Videos

		
Vimeo - 1043782046	Vimeo - 1043782206	Vimeo - 1043782375
		
Vimeo - 1043780659	Vimeo - 1043781469	Vimeo - 1043780070
		
Vimeo - 1043782993	Vimeo - 1043779343	Vimeo - 1043779580

SMARInsights Advertising Effectiveness & ROI Questionnaire

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Do you recall seeing this or similar ads before?
Yes
No

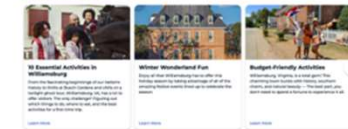
WINTER NATIVE [SHOW ALL WINTER NATIVE ADS ONE SAME PAGE]

Ads Master\Williamsburg\CWIL129_2024 AD Effectiveness Fall Winter\Winter Holiday\Native



Native4.jpg

Start Planning Your Trip



Native5.jpg



SMARInsights Advertising Effectiveness & ROI Questionnaire

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Questionnaire

Native6.jpg

Do you recall seeing these or similar ads before?

Yes
No

FALL – [IF AWARE OF ANY FALL ADS, ADVANCE TO SUMMER]

FALL VIDEO [SHOW ONE]

Ads MasterWilliamsburg/CWIL129, 2024 AD Effectiveness Fall WinterFallVideo

<https://vimeo.com/1046477704> :15
<https://vimeo.com/1046477604> :30

Do you recall seeing this or similar ads before?

Yes
No

FALL DIGITAL [SHOW ALL FALL DIGITAL ADS ON SAME PAGE]

Ads MasterWilliamsburg/CWIL129, 2024 AD Effectiveness Fall WinterFallBanners


[amuse1.jpg](#) [food1.jpg](#)

 [History1.jpg](#)





 [History2.jpg](#)

SMARInsights Advertising Effectiveness & ROI Questionnaire

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 [Outdoor1.jpg](#)

Ads MasterWilliamsburg/CWIL129, 2024 AD Effectiveness Fall WinterFallBannerHTML5 Banners



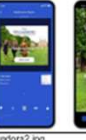


[Banner1.jpg](#)

Do you recall seeing these or similar ads before?

Yes
No

FALL PANDORA [SHOW ONE]

Ads MasterWilliamsburg/CWIL129, 2024 AD Effectiveness Fall WinterFallPandora

[pandora1.jpg](#) [pandora2.jpg](#) [pandora3.jpg](#)

Do you recall hearing this or similar ads before?




Yes
No

SMARInsights Advertising Effectiveness & ROI Questionnaire

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FALL SOCIAL [SHOW ALL FALL SOCIAL ADS ON SAME PAGE]

Ads MasterWilliamsburg/CWIL129, 2024 AD Effectiveness Fall WinterFallSocial


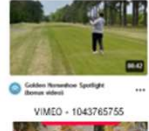

[general1.jpg](#) [general2.jpg](#) [general3.jpg](#)

Do you recall seeing these or similar ads before?



Yes
No

FALL SOCIAL VIDEOS [SHOW ONE VIDEO AT RANDOM]

Ads MasterWilliamsburg/CWIL129, 2024 AD Effectiveness Fall WinterFallSocialSocialVideos

[Vimeo - 1043765837](#) [Vimeo - 1043765755](#) [Vimeo - 1043765601](#)

[Vimeo - 1043765302](#) [Vimeo - 1043765946](#)

Do you recall seeing these or similar ads before?

Yes
No

SUMMER – [IF AWARE OF ANY SUMMER ADS, ADVANCE TO SUMMER]

SUMMER CTV & BROADCAST [SHOW ONE VIDEO AT RANDOM]

Ads MasterWilliamsburg/CWIL128, 2024 Ad Effectiveness Spring & Summer WaveCTV & Broadcast Ads

SMARInsights Advertising Effectiveness & ROI Questionnaire

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Questionnaire



A1. Have you seen this or a similar ad before?
Yes
No

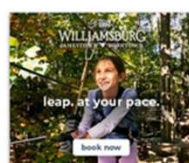
SUMMER DIGITAL DISPLAY [SHOW DISPLAY ADS ON ONE PAGE]
[Ads Master/Williamsburg/CWILL128, 2024 Ad Effectiveness Spring & Summer Wave/Digital (Display) Static Banners... [all jpgs]

HISTORY [SHOW ALL TOGETHER]



SMARInsights Advertising Effectiveness & ROI Questionnaire

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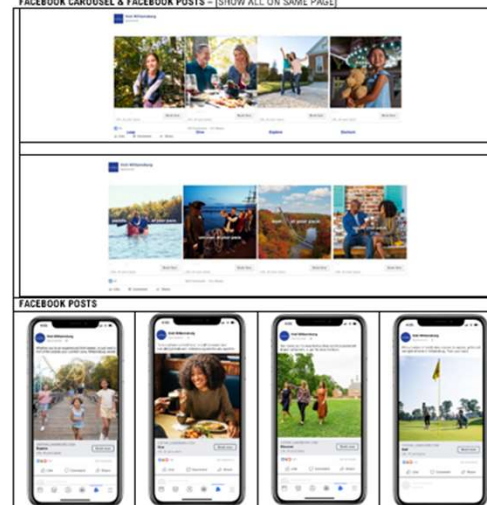


Do you recall seeing these or similar ads before?
Yes
No

SMARInsights Advertising Effectiveness & ROI Questionnaire

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SUMMER PAID SOCIAL
[Ads Master/Williamsburg/CWILL128, 2024 Ad Effectiveness Spring & Summer Wave/Paid Social FACEBOOK CAROUSEL & FACEBOOK POSTS - [SHOW ALL ON SAME PAGE]




Do you recall seeing these or similar ads before?
Yes
No




SMARInsights Advertising Effectiveness & ROI Questionnaire

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Questionnaire



PAID SOCIAL ASSETS – META (SHOW ALL ON SAME PAGE)


Do you recall seeing these or similar ads before?

Yes

No

DIGITAL (AUDIO) SHOW 1

1:Ads Master\Williamsburg\CWILL128, 2024 Ad Effectiveness Spring & Summer Wave

1:Ads Master\Williamsburg\CWILL128, 2024 Ad Effectiveness Spring & Summer Wave\hidden-brain-williamsburg-pr30-04-01-23 (1).mp3

1:Ads Master\Williamsburg\CWILL128, 2024 Ad Effectiveness Spring & Summer Wave\POD_Si_ACC-1991720_SPAN_VT_30c_8135_US.mp3

Vimeo: 980760996

Vimeo: 980761200

Do you recall hearing these or similar ads before?

Yes

No

SMARInsights Advertising Effectiveness & ROI Questionnaire

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Ad Ratings Module

Q26. Now please think about ALL the advertising that you just saw. What is your overall reaction to these ads?

Very unfavorable	Unfavorable	Neutral	Favorable	Very favorable
1	2	3	4	5

Q27. Again, please think about ALL of the advertising that you just saw. Please indicate how much you agree that these ads...

ROTATE	1 Disagree strongly	2	3	4	5 Agree strongly
Make Williamsburg look like a good place for a family trip					
Show experiences unique to Williamsburg					
Make Williamsburg look like a fun destination					
Show unexpected Williamsburg attractions and activities					
Give a place with a rich history					
Make Williamsburg seem exciting	1 Disagree strongly	2	3	4	5 Agree strongly
Make me want to learn more about things to see and do in Williamsburg					
Make me want to visit Williamsburg for a leisure trip					

Q28. Please indicate how much you agree that these ads...

DEMOGRAPHICS MODULE:

The following questions are for classification purposes only so that your responses may be grouped with those of others. [SHOW THIS INTRO SENTENCE • D1-D7 ON SAME PAGE]

[DO NOT FORCE DEMOS]

D1. Are you currently...?

Married/With partner

Single (never married)

Divorced

Widowed

D2. Including yourself, how many people are currently living in your household? ____ [TEXT BOX ENTRY]

[ASK D3 IF D2 > 1]

D3. How many children under the age of 18 live in your household? ____ [TEXT BOX ENTRY]

SMARInsights Advertising Effectiveness & ROI Questionnaire

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D4. Which of the following categories represents the last grade of school you completed?

Some high school

High school graduate

Some college or 2-year college degree

4-year college degree

Graduate studies or graduate degree

D5. Which of the following categories best represents the total annual income for your household before taxes?

Less than \$50,000

\$50,000 - \$59,999

\$60,000 - \$74,999

\$75,000 - \$99,999

\$100,000 - \$124,999

\$125,000 - \$149,999

\$150,000 or more

D7. What is your race/ethnicity?

White

Black/African American

Asian

Native Hawaiian/Pacific Islander

American Indian/Native Alaskan

Two or more

D6. Do you identify as...?

Male

Female

Other

Prefer not to answer

D7. Do you identify as LGBTQ+?

Yes

No

Prefer not to answer

SMARInsights Advertising Effectiveness & ROI Questionnaire

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