

Williamsburg Tourism Council

2020 Annual Report

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

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Board of Directors

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Sales

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NEW: Economic Dashboard

Administration

§ 58.1-603.2

Additional state sales and use tax in certain counties and cities of historic significance; Historic Triangle Marketing Fund.

“... Moneys in the Fund shall be used solely for the purposes of marketing, advertising, and promoting the Historic Triangle area as an overnight tourism destination, with the intent to attract visitors from a sufficient distance so as to require an overnight stay of at least one night, as set forth in this subsection...”

Board of Directors

Voting

Busch Gardens Williamsburg
City of Williamsburg
Colonial Williamsburg Foundation
Williamsburg Hotel and Motel Association
James City County
Historic Jamestowne
Jamestown-Yorktown Foundation
Williamsburg Area Restaurant Association
York County

Kevin Lembke
Doug Pons
Cliff Fleet
Neal Chalkley
Ruth Larson
James Horn
Christy Coleman
Mickey Chohany
Jeff Wassmer (through October 13, 2020)
Chad Green (November 17 – December 31, 2020)

Ex Officio

Greater Williamsburg Chamber and Tourism Alliance
Virginia Tourism Corporation

Cheri Green
Rita McClenny

2020 Board Meetings

Click on hyperlink to view attachment.

January 21, 2020	<u>AGENDA</u>	<u>MINUTES</u>
March 17, 2020	<u>AGENDA</u>	<u>MINUTES</u>
May 19, 2020	<u>AGENDA</u>	<u>MINUTES</u>
July 21, 2020	<u>AGENDA</u>	<u>MINUTES</u>
September 15, 2020	<u>AGENDA</u>	<u>MINUTES</u>
November 17, 2020	<u>AGENDA</u>	MINUTES*

*Document not finalized at date of report publication.

Strategic Goals

The organization's primary objective is to increase overnight visitation to the Historic Triangle, a travel region comprised of three municipalities - City of Williamsburg, York County, and James City County.

Strategic goals include:

- Increase overnight visitation
- Increase tax revenue
- Unify the region under the Destination Marketing Organization's (DMO) tourism brand and strategy
- Improve reporting, analytics, and data driven optimization

2020 Advertising Campaigns

Target Markets & Audience

Media Channel Approach

Creative Execution

Target 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

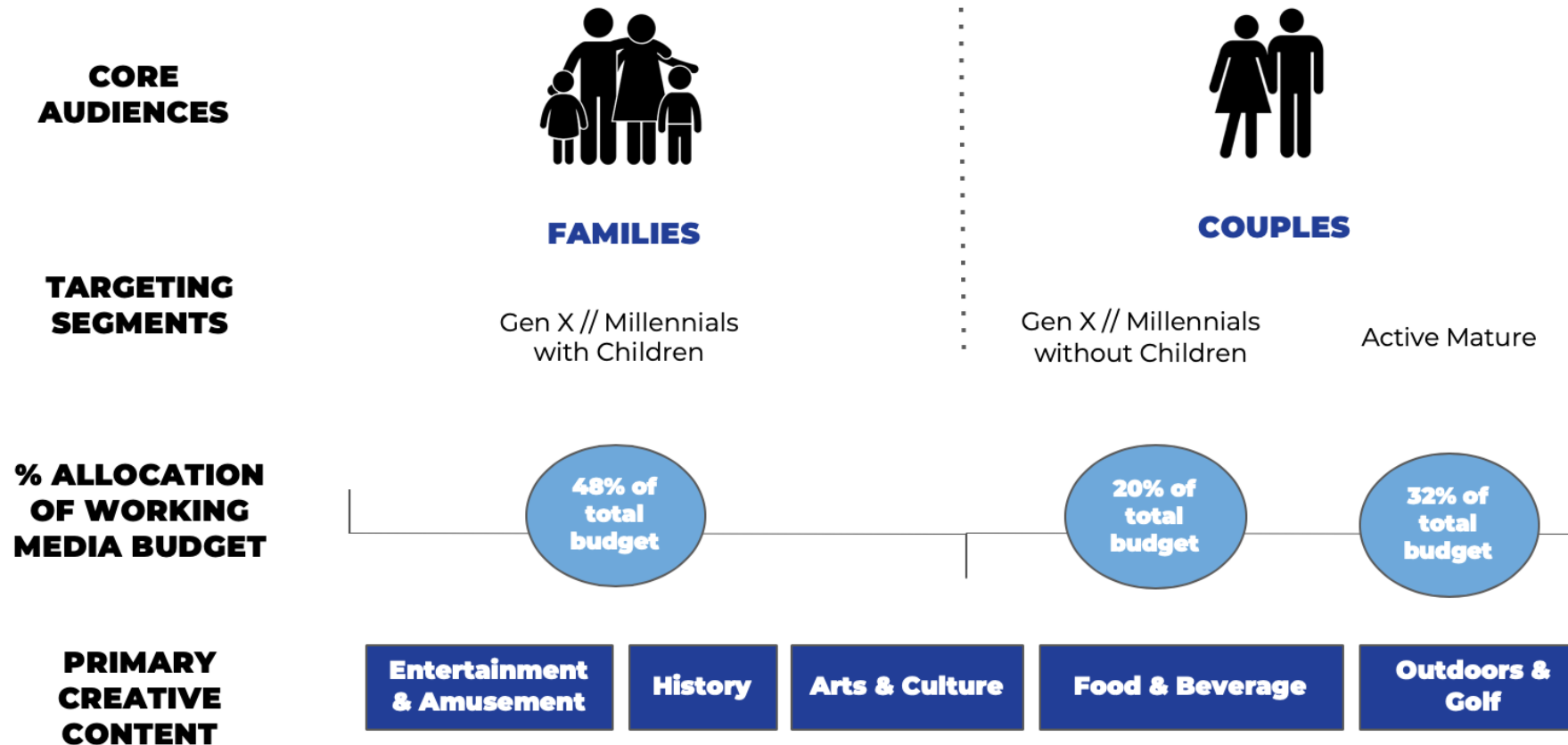
EXPANSION

Expanded or New

- Johnstown-Altoona-State
College, PA
- Pittsburgh, PA
- Wilkes Barre-Scranton, PA
- Knoxville, TN

- Cleveland, OH
- Columbus, OH
- New York, NY (later phase
pending market conditions)

Target Audience





Simple Strivers

MEET SYDNEY

"From planning to experiencing, I require simplicity and ease in my travels. The purpose of my vacation is to recharge and reconnect."

Age: 25-54 years old (53%), 55+ (35%)
Gender: Skews slightly female
Employment: Full-time
Education: High school degree and up
HHI: \$75K+
Ethnicity: 70% White, but over-index as Black/African American, Asian and other (which includes Hispanic)



General Travel Attitudes

I get overwhelmed by excessive choice. I'd rather opt for ease and assurance with a familiar U.S. destination or a package deal that handles the details.

- When I find a vacation spot I like, I got back whenever I can. (82%/119)
- I prefer guided tours to traveling independently. (54%/140)

I try to minimize research and trip planning, so I rely on others for inspiration and recommendations.

- I often ask the advice of others when it comes to vacation travel (69%/120) and when I learn about a great vacation, I typically recommend it to the people I know. (79%/115)

Vacations are supposed to be a reprieve from my daily chaos. So why would I want to jam pack the travel itinerary?

- Juggling family and work demands is very stressful for me (59%/114) so I'm happy to do very little, if any, sightseeing on my vacations. (57%/139)

Motivation

FOR TRAVEL

"We love our repeat trips because we have a good routine down. A big part of it is there's no planning to it. We know what we want to do."

Barriers

FOR TRAVEL

"I'm less inclined to research heavily or participate in an abundance of activities while on vacation."

"I try to stay away from highly congested areas. I'm not a big city kind of person."

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



BEACH



CRUISE



THEME PARK



MUSIC/
ENTERTAINMENT



OUTDOOR ACTIVITIES/
SERENE LANDSCAPE

EMPATHIC INSIGHT

They're passive travelers who tend to be repeat visitors of familiar destinations, where they don't have to plan out the details. "Go with the flow" is their mantra.

EMPATHIC OPPORTUNITY

Simplicity is key. From providing a in the planning process to showcasing a relaxing experience, you can help them in their effort to escape and recharge.

Simple Strivers



TRAVEL TYPE: Couple

Rational Needs

- The safety and security to comfortably "turn off"
- To enjoy the simple pleasures rather than exotic adventures
- To disconnect from technology

Emotional Needs

- To escape, relax and rejuvenate
- Self-reflection and self-care
- Meaningful connection with each other, oneself and the place



TRAVEL TYPE: Multi-gen Families

Rational Needs

- Activities that can accommodate every family member
- Packages or bundles that simplify choices
- Avoidance of layovers, connections and other journey complications
- Potential mobility equipment necessary for elderly family members on the trip

Emotional Needs

- Quality time together as a family
- Some individual time apart from the whole group

Technology Attitudes

- I like to be connected by phone or Internet at all times. **(60%/110)**
- Checking my phone is the first thing I do every morning. **(62%/105)**
- If I am to be able to use a new tech product, someone has to show me how to use it. **(56%/114)**

Online & Social Networking Activities

- App categories used in the past month: *navigation, music, calendar, travel and food/cooking.*
- Over-index for using the Internet to *play games* and to *look for employment.*
- Over-index for *shopping at Bath and Body Works, Kmart, Payless, and Sephora.*

MEDIA & TECHNOGRAPHICS

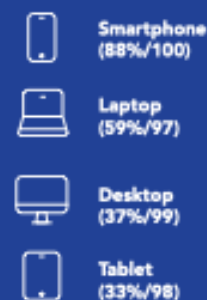
Media



Social



Devices



Travel Inspiration and Planning Resources

I tend to travel to familiar places with minimal planning involved; however, some inspiration and planning resources include:

FRIENDS & FAMILY GENERAL WEBSITE SEARCHES





Culture Questers



MEET CECE

"I use travel as an opportunity to break from my home life and learn something new."

Age: 25-54 years old (53%), 55+ (34%)
Gender: Skews slightly female
Employment: Full-time
Education: High school degree and up
HHI: \$75K+
Ethnicity: 75% White, but over-index as Asian, American Indian and other (which includes Hispanic)

General Travel Attitudes

I enjoy charting the course of my trip just as much as experiencing it.

- I love doing research on a location before I go on vacation. (83%/112)
- I like to learn about foreign cultures. (79%/116)

Travel is food for the soul and the brain. What better way to learn about the subjects I'm passionate about than to experience it first hand?

- I frequently choose active vacations with lots to do. (65%/113)
- In the last year, I've participated in the following leisure activities (more than the general population): art gallery shows, music performances, board games, book clubs and museums.

I'm willing to do the research to find the best value.

- Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay. (73%/197)
- I like to shop around before making a purchase. (78%/105)

Motivation FOR TRAVEL

"Learning about local history and culture combined with the simple excitement of discovering a new place is why I love to travel."

Barriers FOR TRAVEL

"If the price for the flight was really high, that would deter me. I also tend to like to go places I haven't been before, rather than visiting the same places."

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



NATIONAL PARKS



HISTORICAL SITES



DINING OUT



OUTDOOR ACTIVITIES



CONCERTS /EVENTS



SIGHTSEEING



MUSEUMS

EMPATHIC INSIGHT

They're inclined to find deeper experiences in new and unexplored destinations or relive the adventures that enrich their soul each time.

EMPATHIC OPPORTUNITY

Williamsburg is viewed favorably as a snapshot of history; however, history may not be the sole driver of their trip. A variety of things to do as well as opportunities to learn, will entice them to book.



TRAVEL TYPE: Couple

Rational Needs

- To follow my reading and passions on my favorite literary or historical figures
- Interactive, hands on experiences

Emotional Needs

- To learn or experience something new for personal fulfillment reasons
- Rich and unique experiences to share with each other



TRAVEL TYPE: Families

Rational Needs

- To incorporate educational elements into the trip for my children's' sake
- Lodging that offers products or services tailored to families, offering up something for everyone to do and enjoy

Emotional Needs

- To create new family traditions and memories
- To spend quality time together
- To expose children to new cultures and destinations

Technology Attitudes

- I like to be connected by phone or Internet at all times. **(58%/106)**
- Before buying electronics, I do as much research as possible. **(71%/110)**
- Technology helps make my life more organized. **(72%/112%)**

Online & Social Networking Activities

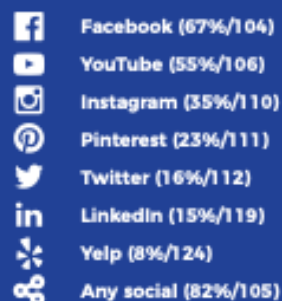
- App categories used in the past month: *navigation, rideshare, travel, banking/finance, calendar, fitness, food/cooking, games and music.*
- Over-index for using the Internet to *shop, obtain financial information/track investments, pay bills, obtain news, look for recipes and watch TV.*
- Over-index for shopping on *Amazon, Barnes & Noble, Costco, eBay, Etsy, Home Depot, Old Navy, Sephora, Ticketmaster and Wayfair.*

MEDIA & TECHNOGRAPHICS

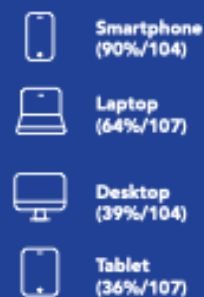
Media



Social



Devices



Other Media Planning Implications

- They're 21% more likely than the general population to have taken adult education classes within the past year (consistent with the overall VA traveler).
- More likely than other personas to travel farther (mileage) from home.
- Over-index for more frequent domestic trips (1-5 per year).



See-ers & Do-ers

MEET ISSAC

"I lust for travel because I like to be entertained by the sights and believe that those adventures shape who I am as a person."

Age: 18-44 years old (61%), 45+ (39%)
Gender: Skews slightly male
Employment: Full-time
Education: High school degree and up
HHI: \$75K+
Ethnicity: 64% White, but over-index as Black/African American, Asian, American Indian and other (which includes Hispanic)



General Travel Attitudes

I map out all the activities and experiences for my ideal trip, but follow my gut instincts in the moment.

- Last minute travel specials are a great way to get a bargain. (76%/123)
- I tend to make impulse purchases. (53%/130)

I live my life now so I have stories to tell later.

- My philosophy is life should be as much fun as possible. (78%/123)
- You are better off having what you want now as you never know what tomorrow brings. (59%/125)

I care about what other people think of me and see travel experiences as a way to curate my personal brand.

- I enjoy being the center of attention. (56%/221)
- I strive to achieve a high social status. (63%/206)
- I like to give the impression that my life is under control. (86%/121)

Motivation

FOR TRAVEL

"I view being an experienced traveler as part of my identity. I'll basically go anywhere as long as it's something new and there's exciting activities for everyone."

Barriers

FOR TRAVEL

"I never consider [history] as a top criteria. It's more of just an upside. There has to be a variety of things to do."

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



HIKE/SKI



NATIONAL PARKS



MUSIC/ EVENTS/ SPORTS



NIGHTLIFE



FESTIVALS



SIGHTSEEING

EMPATHIC INSIGHT

You only get so many vacation days a year, so these travelers want to maximize their trips with fun things to do and bucket list sights to see.

EMPATHIC OPPORTUNITY

Aesthetic imagery and an energetic portrayal of the destination will be appealing. Also they'll want to show off their travel experiences, so empower them to do so.

See-ers & Do-ers



TRAVEL TYPE:
Couple

Rational Needs

- Recommendations from "real" people
- A variety of fun things to do
- To stay connected digitally

Emotional Needs

- To escape from day to day routine
- To experience things from a fun and new perspective



TRAVEL TYPE:
Friend Groups

Rational Needs

- To celebrate a milestone or explore a new place together
- A variety of fun things to do
- Safety (especially for females)
- A convenient location for the whole group to get to

Emotional Needs

- To gain social capital through posting interesting or exciting travel adventures online
- To escape from day to day routine and engage in exciting adventures

Technology Attitudes

- I'm fascinated by new technology (71%/123) and I like to have a lot of gadgets. (51%/159)
- I like to be connected by phone or Internet at all times. (69%/109)
- The Internet is a main source of entertainment for me. (73%/125)

Online & Social Networking Activities

- App categories used in the past month: *navigation, rideshare, banking/finance, sports, fitness, food/cooking, games and music.*
- Over-index for using the Internet to *play games, obtain childcare information, look for employment and watch tv/download a movie.*
- Over-index for shopping on *Groupon, Best Buy, CVS, Nike, Old Navy, Sephora and Ticketmaster.*

MEDIA & TECHNOGRAPHICS

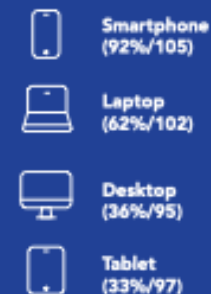
Media



Social



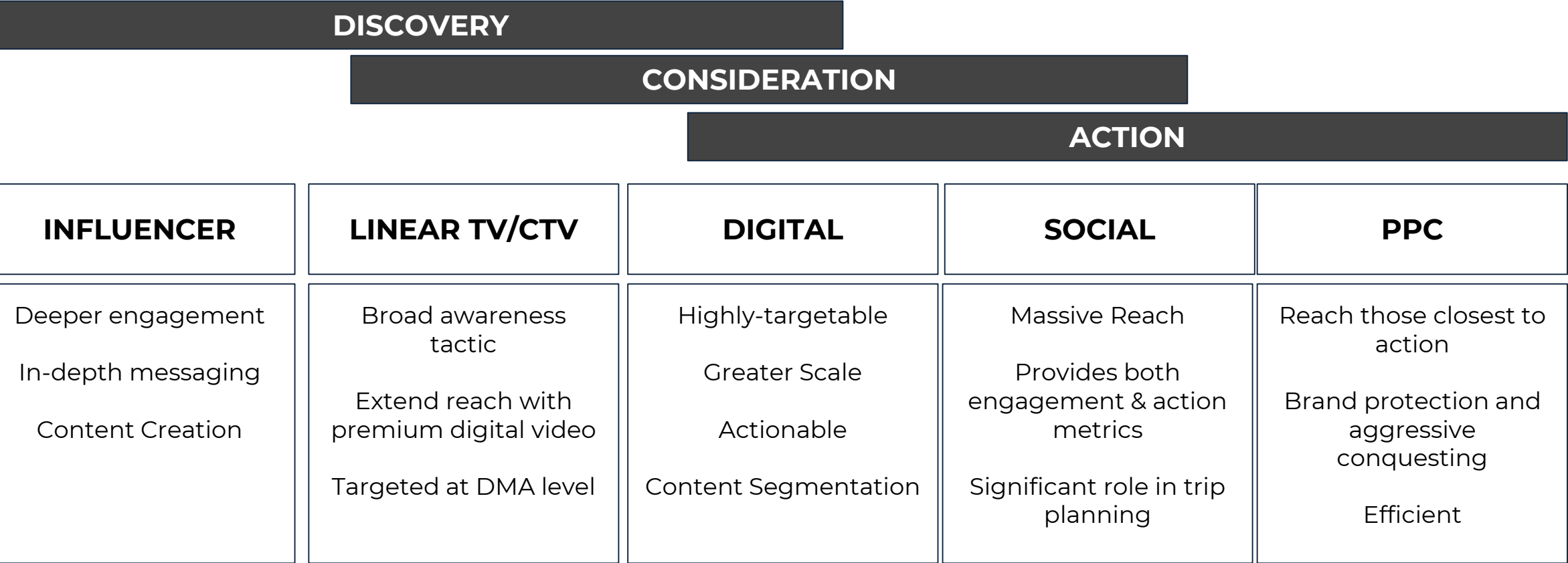
Devices



Other Media Planning Implications

- Of all 3 personas, they are the most environmentally conscious. They will likely be looking for ways to manage and reduce their impact on the environment when traveling.
- They over-index for bleisure trips as well as a preference for taking several shorter trips than one week long trip.

Media Channel Approach



Creative Execution

Phase 1: February – March, 2020

**Paused in mid-March due to COVID-19*

Campaign Creative: Phase One

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.

Campaign Creative: Phase 1

- 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

Creative Execution

Phase 2: May – June

“Bridge” Advertising:

--*“We’ll Be Together Again Soon”*

--*Tourism Industry Support*

Phase 2: Bridge Campaign – We’ll Be Together Again Soon

“We’ll be together again soon” embraced the promise of tomorrow. It reminded people that we miss that connection as much as they do, and assured everyone that while the spring was the time to be safe, “tomorrow” will be the time to be together again. The effort ensured that Greater Williamsburg would be ready and waiting when tomorrow arrives.

Goals:

- Maintain a marketing presence
- Support industry partners and local businesses
- Facilitate consumer engagement

Launched Week of May 3 -- TV and Social Media Channels in:

- Washington, DC
- Charlottesville, VA
- Harrisonburg, VA
- Roanoke-Lynchburg, VA

Phase 2: Tourism Industry Support Campaign



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You are on our minds.

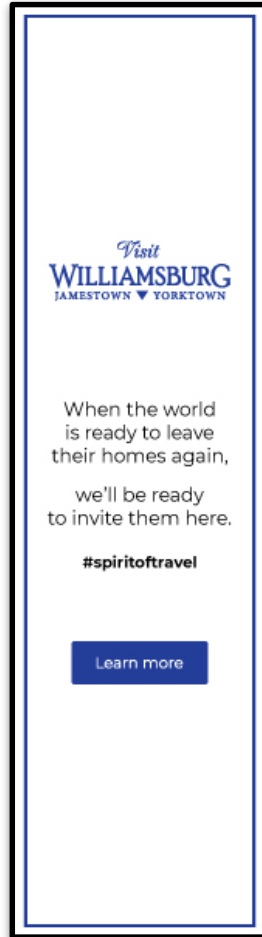
Tourism is the lifeblood of our community. This year more than ever, we're honoring the spirit of travel as we observe National Travel and Tourism Week, May 3-9, 2020.

You are our priority. Your businesses and livelihood are our mission.

When the world is ready to leave their homes again, we'll be ready to invite them here.

Stay as safe as possible today. We'll stay focused on economic recovery for tomorrow.

For the latest updates and resources for the local community, visit
visitwilliamsburg.com/industryresources



Visit
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When the world is ready to leave their homes again, we'll be ready to invite them here.

#spiritoftravel

[Learn more](#)



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When the world is ready to leave their homes, we'll be ready to invite them here.

#spiritoftravel

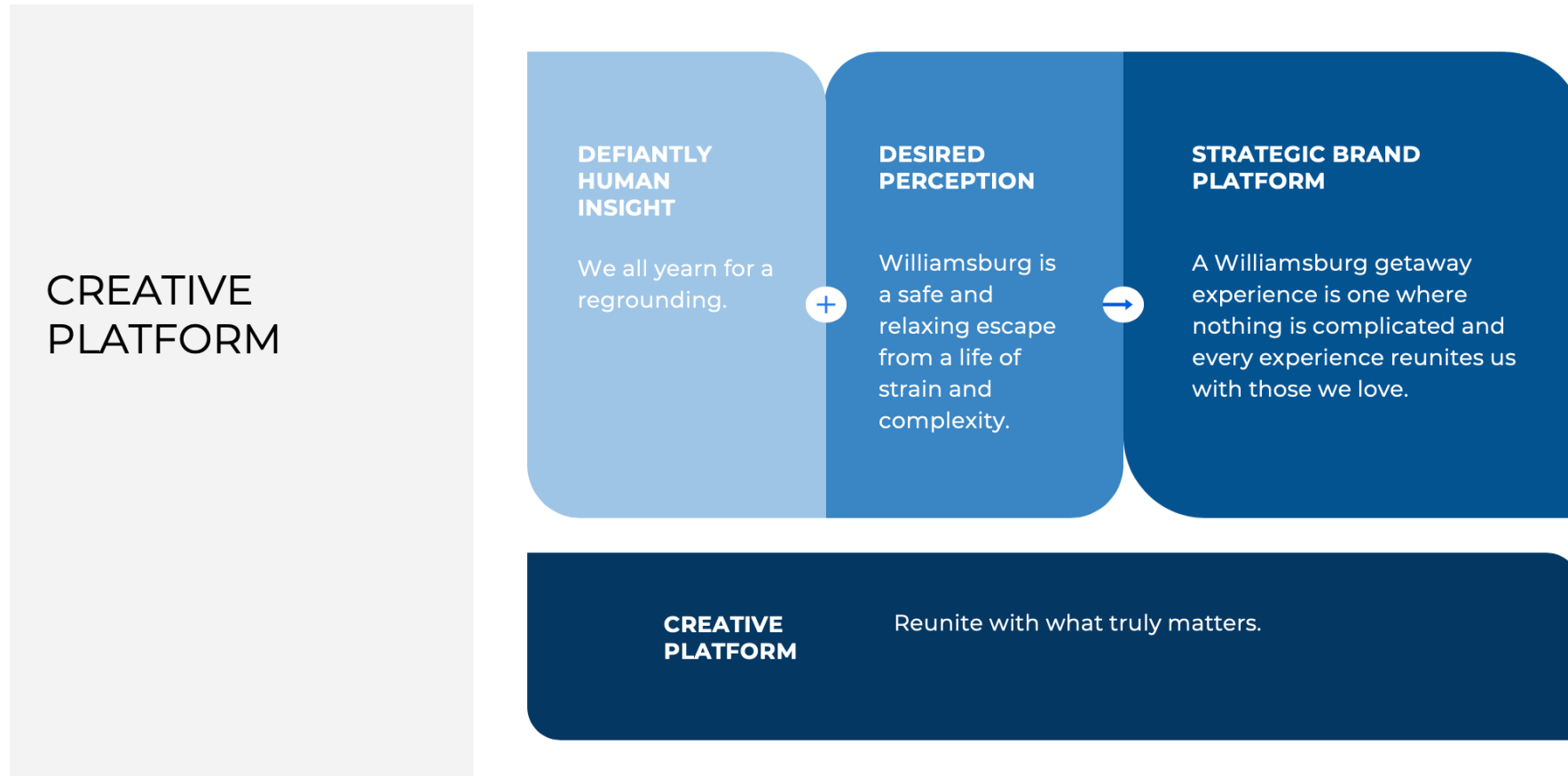
[Learn more](#)

Local Campaign Launched in Conjunction with
National Travel and Tourism Week (May 3)
Combination Print/Digital – VA Gazette, WY Daily
Call to Action: COVID-Related Industry Resources Microsite

Creative Execution

Phase 3: June – December

Campaign Creative: Phase Three



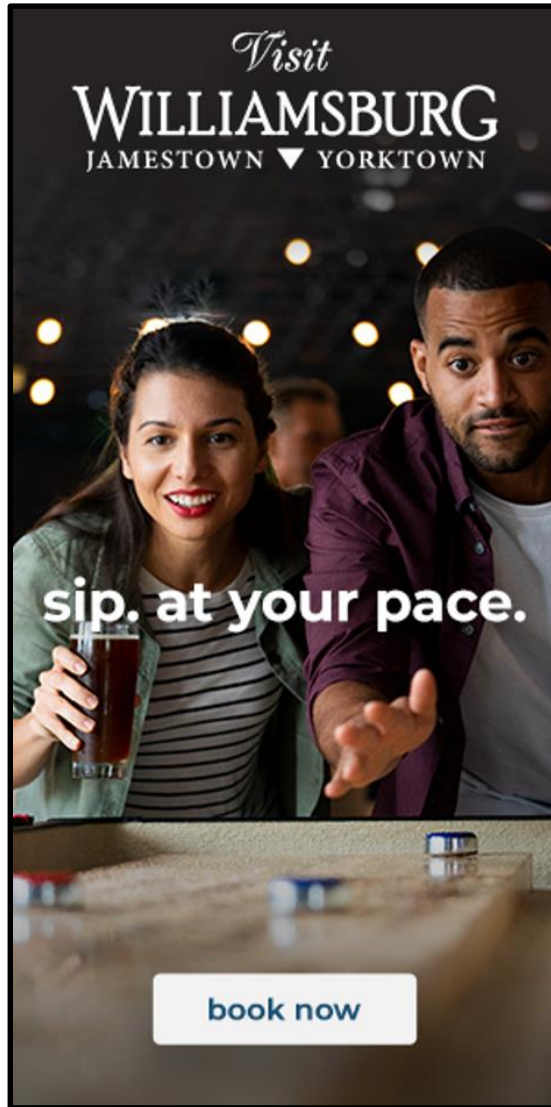
LIFE. AT YOUR PACE.

The world forces us to move at a pace that doesn't always make us comfortable. We yearn to get back to our pace of life, as fast – or as slow – as we wish. We want to get control of our lives back. Williamsburg is the place to do just that. Because your vacation is your vacation.

You want to sleep in and have breakfast for lunch? Go for it. You want to play golf all day, everyday, for an entire week? It's your vacation. You want to hop in a canoe and see where the James River takes you (without a paddle)? Then head to Williamsburg and experience **Life. At your pace.**

Summer Campaign Creative: Phase 3

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sip. at your pace.

[book now](#)

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uncover. at your pace.

[book now](#)

putt. at your pace.



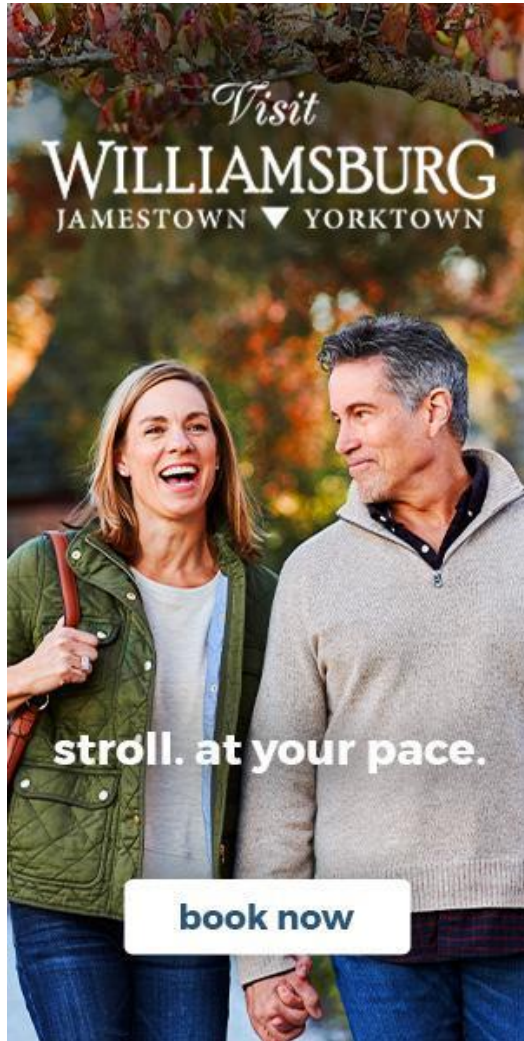
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Summer Campaign Creative: Phase 3



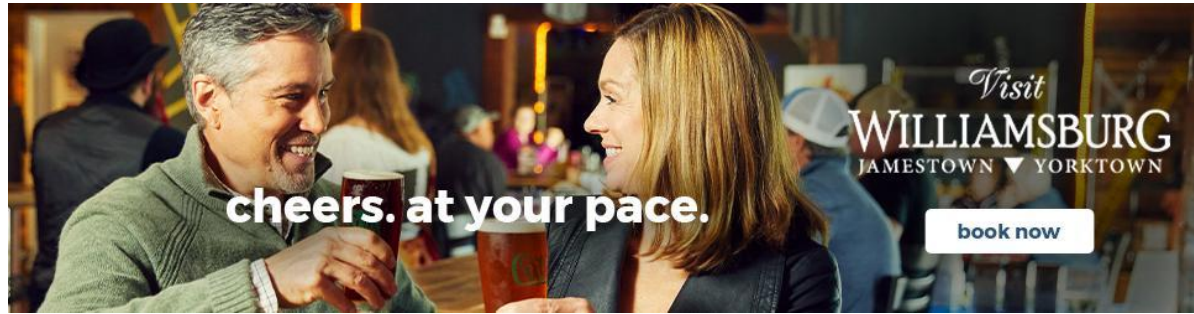
Fall Campaign Creative: Phase 3



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stroll. at your pace.

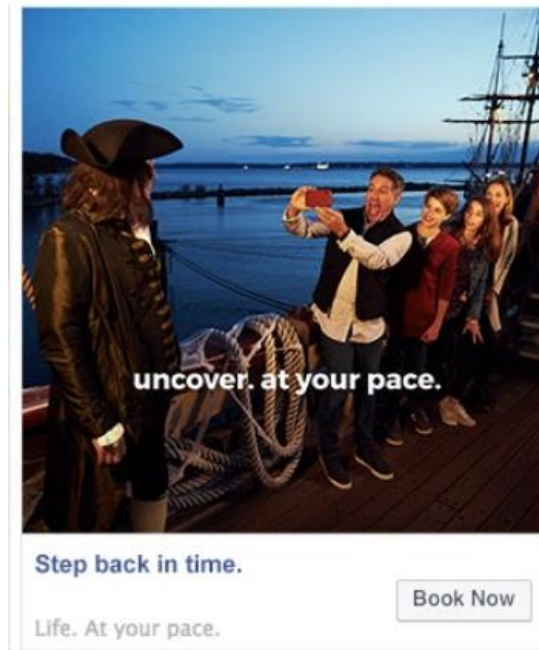
[book now](#)



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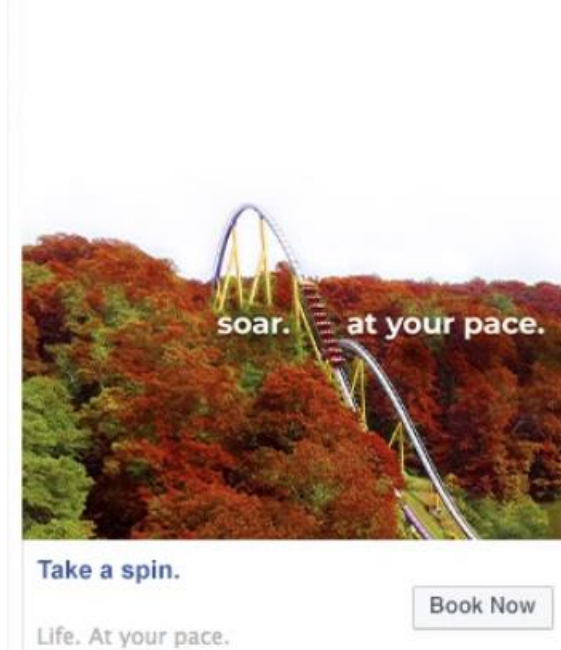


uncover. at your pace.

Step back in time.

Life. At your pace.

[Book Now](#)



soar. at your pace.

Take a spin.

Life. At your pace.

[Book Now](#)

Holiday Campaign Creative: Phase 3

Visit Williamsburg
Sponsored

Like Page

Cheers to a holiday filled with plenty of things to do and see, and more than a few ways to sit and unwind.



Raise your glass
life. at your pace.

VISITWILLIAMSBURG.COM

Book Now

20 562 Comments 311 Shares

Like Comment Share



Making memories

life. at your pace.

Learn More



Family fun awaits

life. at your pace.

Learn More



Quality time

life. at your pace.

Learn More

Objective

Drive awareness and affinity for Greater Williamsburg by promoting in-person and virtual learning experiences during the pandemic, a time when many students are learning remotely.

Timing

November 2020 – February 2021

Target Audience

- Parents/Families
- Teachers

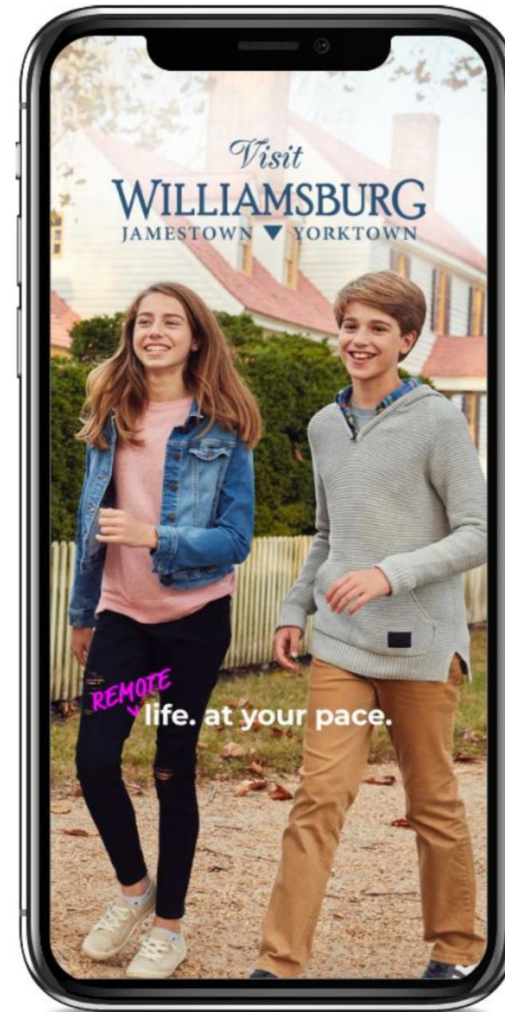
REMOTE
↓
life. at your pace.

REMOTE
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life. at your pace.

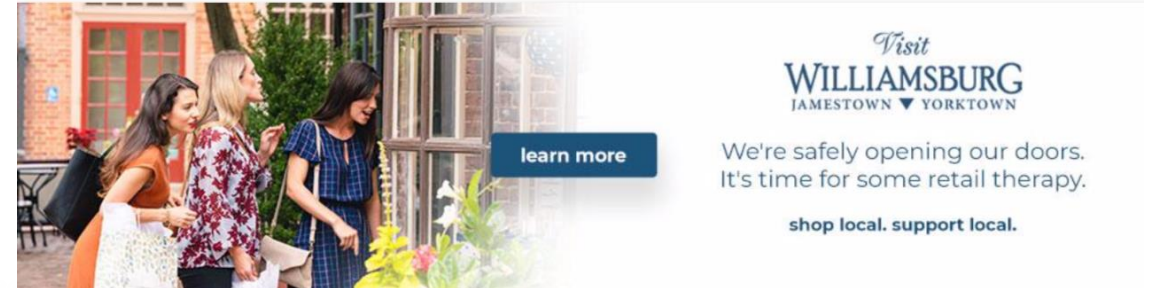
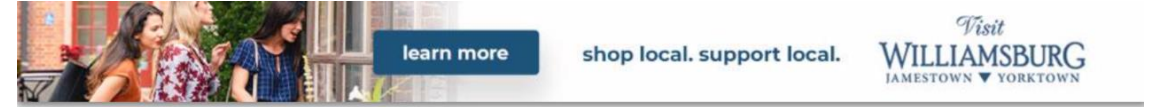
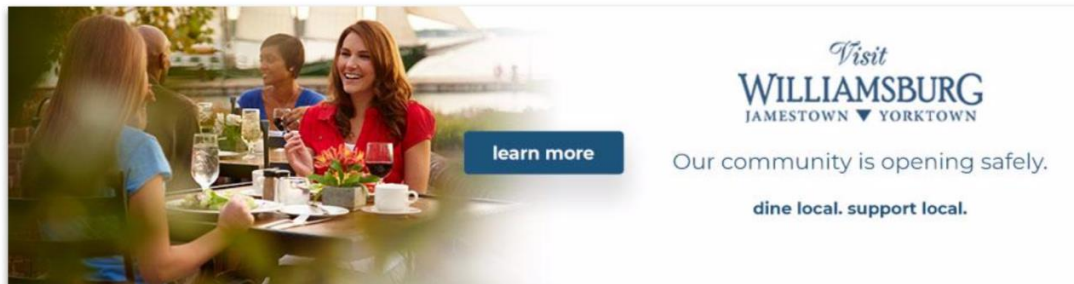
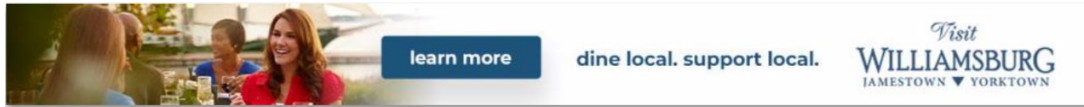
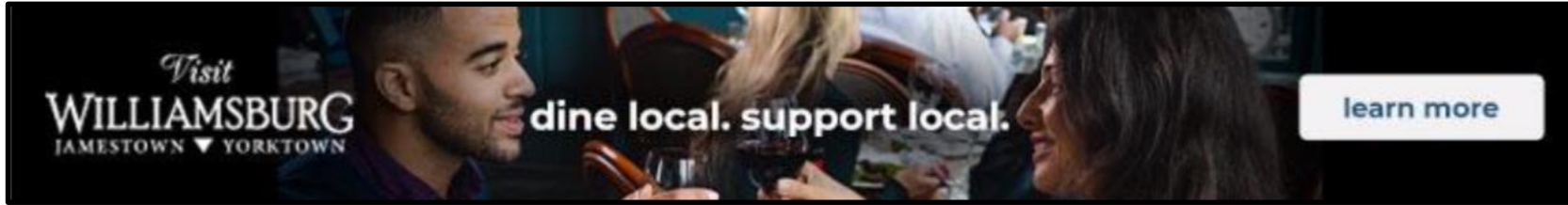
REMOTE
↓
life. at your pace.



“Think Williamsburg” Creative: Phase 3



Shop/Dine Local Creative: Phase 3





Williamsburg welcomes you.

[LATEST UPDATES](#)

[MORE](#) ▼

We're opening safely

Forgive our stating the obvious, but these are unusual times. We want to make it easy to find the goodness that's happening right here — in Greater Williamsburg. So take the family and visit one of our local restaurants. Buy that fancy hat you've always wanted. Splurge on some dinner wine. Or dessert wine. Or just a "mowing the lawn" beer. Take a breath, and find comfort in all of the small pleasures that reveal themselves.

As businesses begin to reopen to the public, please visit responsibly, practice social distancing, and safely enjoy all that Greater Williamsburg has to offer. [View Phase 3 guidelines](#) and [Frequently Asked Questions](#).

SAFETY PROCEDURES

Reinforced Hand Sanitation

Social Distancing Enforcement

Temperature Screening for Entry

Online/Mobile/Curbside Tickets

Touchless Entry Points

Installed Physical Barriers

Modified Capacity

Facial Coverings Required

SEARCH:

BUSINESS NAME	LISTING AMENITIES	DINING OPTIONS (RESTAURANT ONLY)	HOURS
1607 Grill at Williamsburg National Golf Club		Outdoor Dining, Gift Cards Available	Standard
501 Bar & Grill at Stonehouse		Takeout Available, Outdoor Dining, Gift Cards Available	Standard

Cooperative Marketing Program

Objectives/Participation Criteria

Media Outlets

Participation

Objectives:

- Amplify advertising impact for the region with a consistent brand presence
- Extend partner advertising budgets to maximize share of voice
- Increase destination visitation and overnight stays

Visit Williamsburg Provides:

1:1 match on
media investment

Creative template
for digital ad units

Local Partner Provides:

2020 media investment
of \$2,500-\$25,000*

Final creative files per
media vendor's specifications

Media Vendor Provides:

Custom advertising packages based
on multiple investment levels

Performance reporting

Invoice management (automatically
split between partner and VW)



To Participate:

- Businesses or organizations located within the City of Williamsburg, James City County, and York County
- Participants must offer tourism services, including: attractions, activities, tours, dining, brick-and-mortar retail shops, accommodations
- Ad creative must utilize supplied digital advertising templates
- Funds are available on a first-come, first-served basis

Cooperative Marketing Program: Media Outlets



Value Proposition	Targeting	Packages/Platforms
<p>TripAdvisor is a leading travel site network, reaching consumers at multiple points during their trip planning journey, both on and off TripAdvisor.com</p>	<p>Travelers researching Virginia on Tripadvisor.com properties</p>	<p>\$2,500-\$25,000 for 1-6 months, pending investment level</p> <p>Matching bonus inventory on each buy level</p>
	<p>Regional travelers from key drive markets within Tripadvisor.com</p>	
	<p>At highest investment level, targeting key travelers after they leave tripadvisor.com</p>	
<p>Adara has the ability to target airline, hotel and travel rewards databases across a wide variety of sites online - both travel and non-travel.</p>	<p>Local drive market travelers currently researching weekend getaways and extended vacations</p>	<p>\$2,500-\$10,000 for 1-4 months, pending investment level</p> <p>Matching bonus inventory on each buy level</p>
	<p>Travelers currently searching for Williamsburg & Virginia travel, yet haven't booked</p>	



6

PARTICIPANTS

\$72,500

MATCHING FUNDS



Sales

Action Plan

Activities

New Business Leads

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 Customer Relationship Management software
- Issue business leads to tourism industry

Tactics:

- Attend 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.

***NOTE: Tactics severely impacted by COVID-19.*

Action 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

Action 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.

Activities

CONFERENCES/SHOWS

10/4 – 10/6	Small Market Meetings Conference	French Lick, Indiana
10/13 – 10/14	Virginia Society of Association Executives Fall	Virtual
10/17 – 10/19	National Tour Association Virtual Travel Exchange	Virtual
10/19 – 10/22	Travel, Events and Management in Sports (TEAMS)	Virtual
10/27 – 10/28	Student and Youth Travel Association	Virtual

VIRTUAL SALES CALLS

10/4 – 10/6	American Bar Association Planning Committee	Virtual
11/4	American Folklore Society	Virtual
11/10	Mid Atlantic Tours and Receptive Services	Virtual
11/12	Firecracker Sports	Virtual
11/9 – 11/13	VADMO Sales Blitz	Virtual

FUTURE EVENTS

12/15 – 12/16	Holiday Showcase	Virtual
March 2021	Going on Faith	TBA
May 2021	Rendezvous South	Lake Charles, Louisiana

New Business Leads

Posted	Event/Business	Total Room Nights	Year
9/18	Major League Quidditch	175	2021 & 2022
9/23	Southeast Tourism Society Connections Conference	175	2022
9/28	Urban Superintendents Summer Academy – Transportation Lead	-	2021
10/16	American Pickleball Tour	262 & 254	2021 & 2022
10/22	USS Sea Devil Reunion – Service Lead	60	2021
10/28	World’s Our Little Miss Scholarship Competition	1005	2021
10/28	World’s Universal Beauty Scholarship Competition	685	2022
10/28	National Baptist Deacons Convention of America	910 & 960	2023 & 2024
10/29	Southern Economic Development Council	672	2023
11/4	Virginia Recycling Association Conference	125	2021
11/9	United States Coast Guard	1,107	2021
11/14	Annual Client Meeting	22	2021
11/16	Reasons Summer Camp 2021	160	2021

Research

Ad Awareness Study

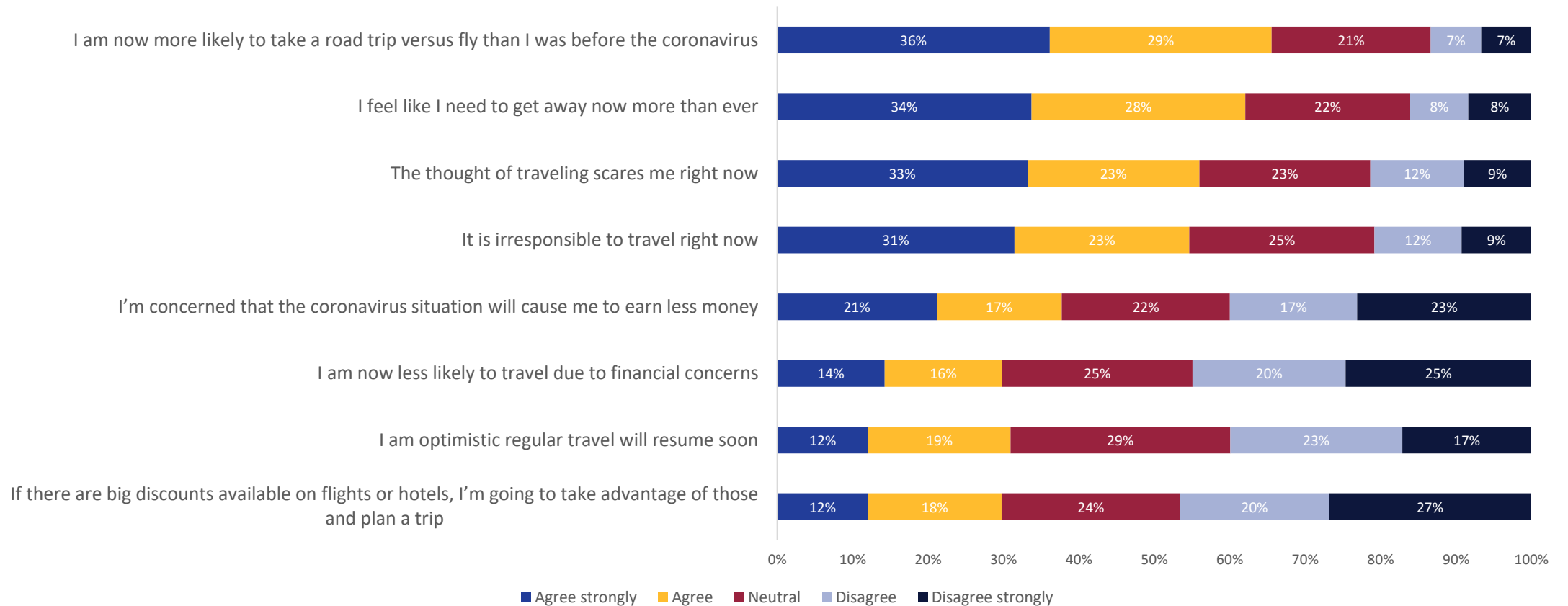
Conducted by:



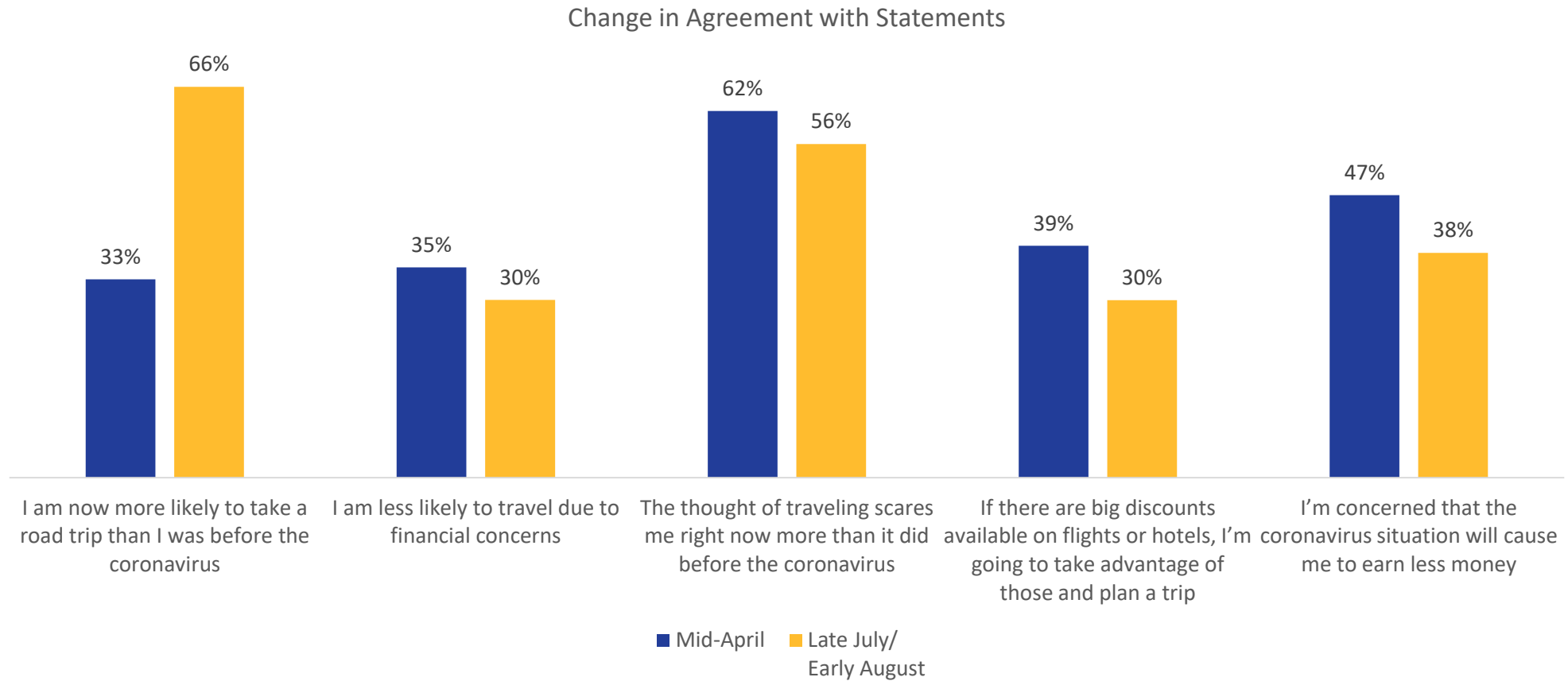
Research Objectives

- An interim wave of advertising effectiveness testing was conducted in August to help assess the performance of the marketing effort in maintaining image and awareness metrics and potential gain share of mind to help be poised for post pandemic success
- Among the key metrics
 - Ad awareness
 - Familiarity
 - Destination Rating
 - Likelihood to visit
- Trending comparisons are made to last year's end of year effectiveness results

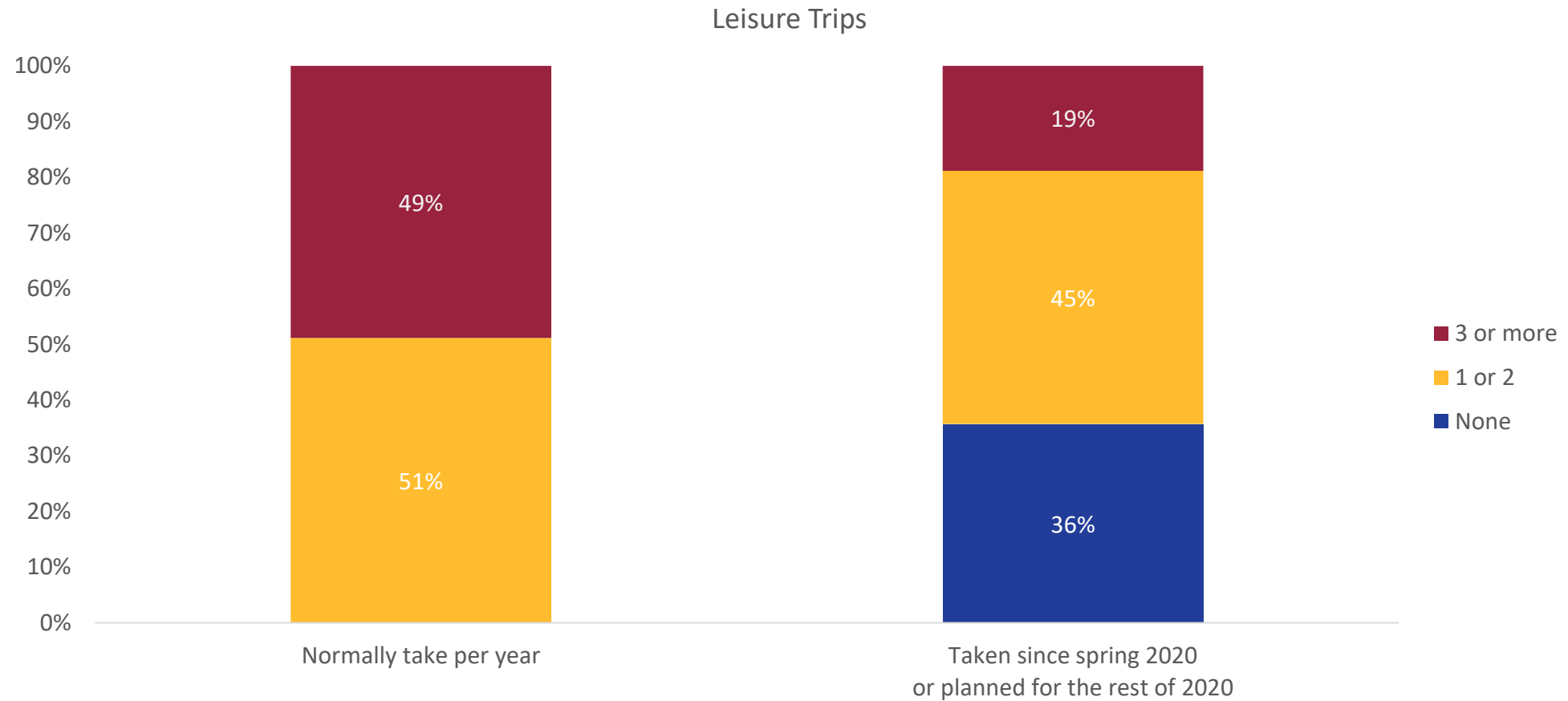
COVID-19 Context



Consumer Perception Changes



COVID-19 Impact on Leisure Travel



Campaign Overview: Life. At Your Pace.

- The “Life. At your pace.” campaign was selected through qualitative and quantitative testing
- The campaign includes digital banner, native, Facebook, and video (linear TV/CTV) advertising
- WTC invested \$2 million in this summer 2020 advertising in June and July, which was significantly less than planned

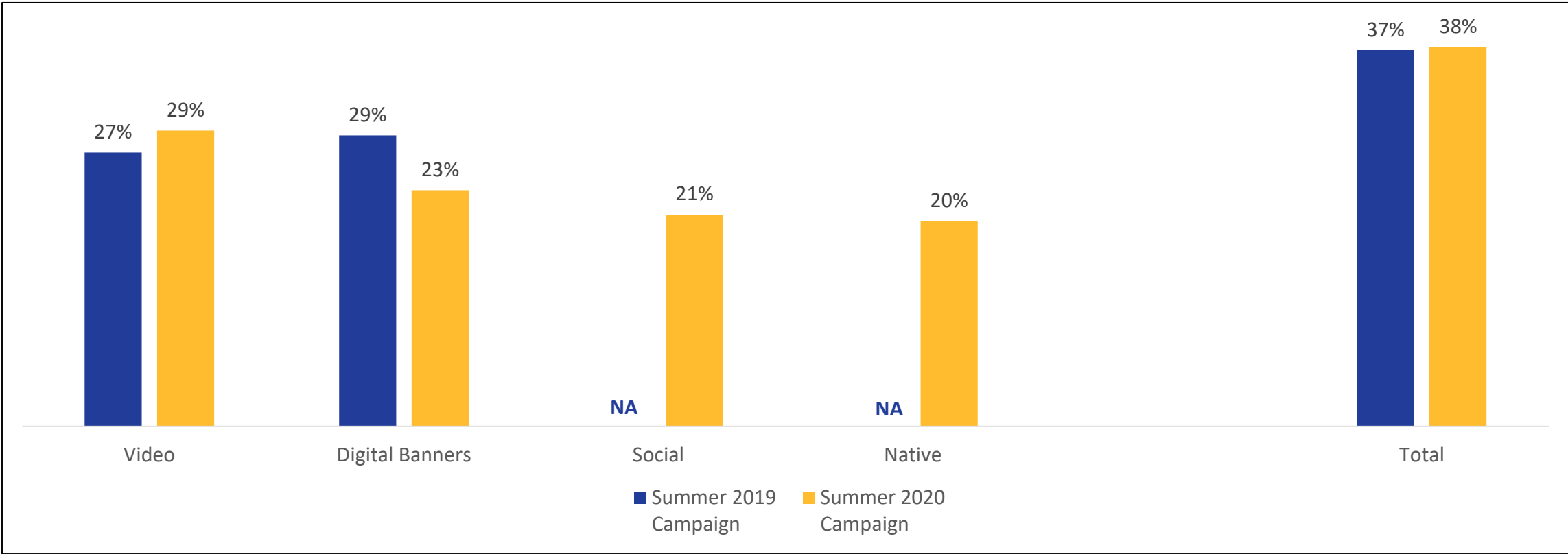


Cost per Aware Household

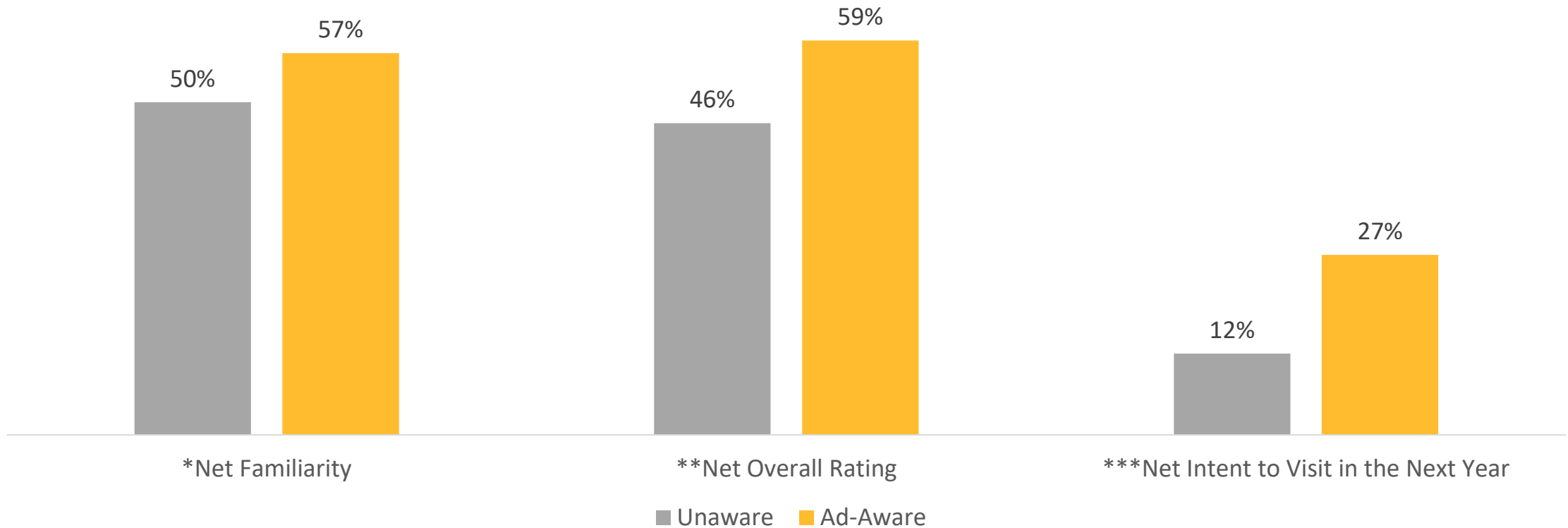
	June/July 2020
Target HHs	15,578,160
Awareness	31%
Aware HHs	4,791,069
Media Spend	\$1,968,613
Cost per Aware HH	\$0.41



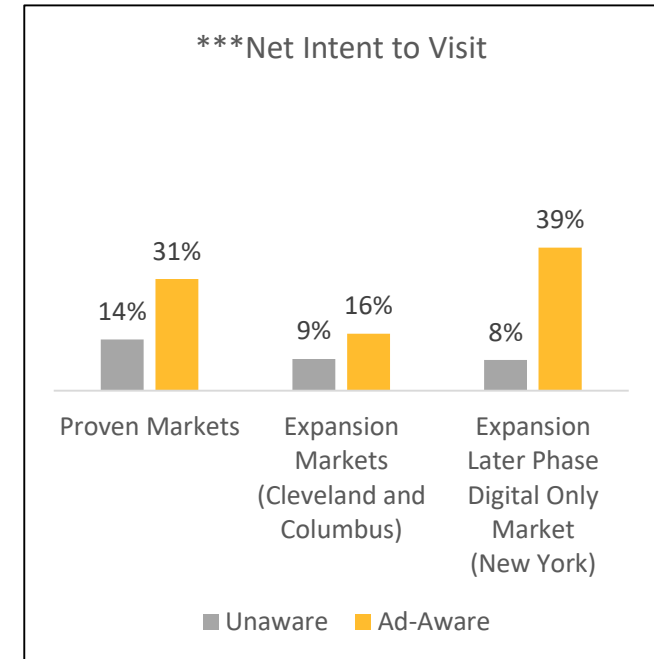
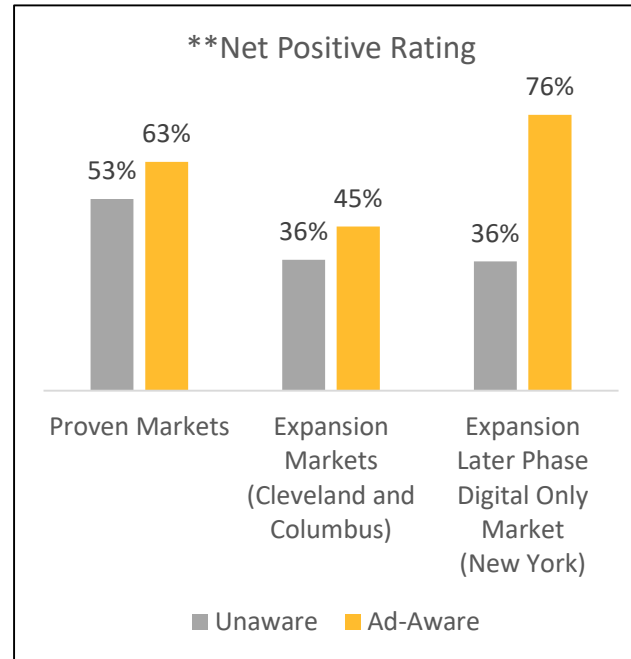
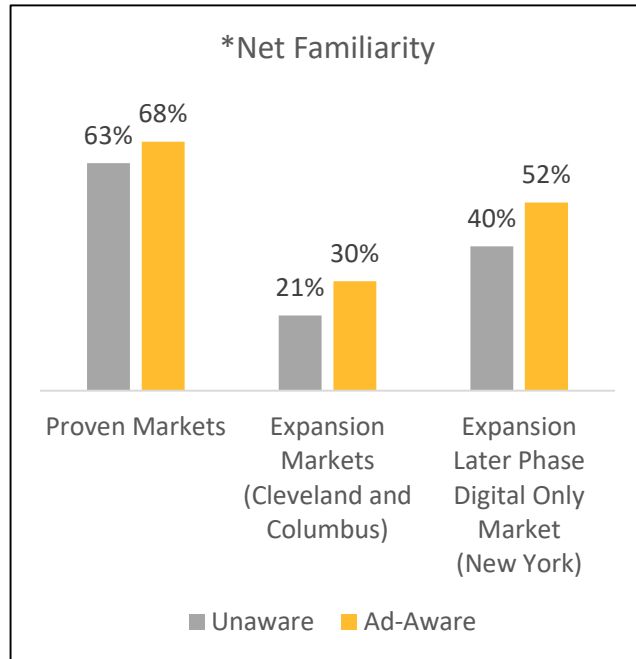
Awareness Change (Comparable Markets)



Ad Impact on Familiarity, Rating, and Intent



Ad Impact on Familiarity, Rating, and Intent (By Market)



Conclusions

By keeping a marketing presence through the pandemic summer with a campaign strategically designed to appeal to the target Visit Williamsburg succeeded in....

- Maintaining the level of campaign awareness with a new campaign
- Dramatically reducing the cost per aware household and performing better than average
- Building familiarity, destination appeal, and likelihood to visit with ad exposure

NEW: Economic Dashboard

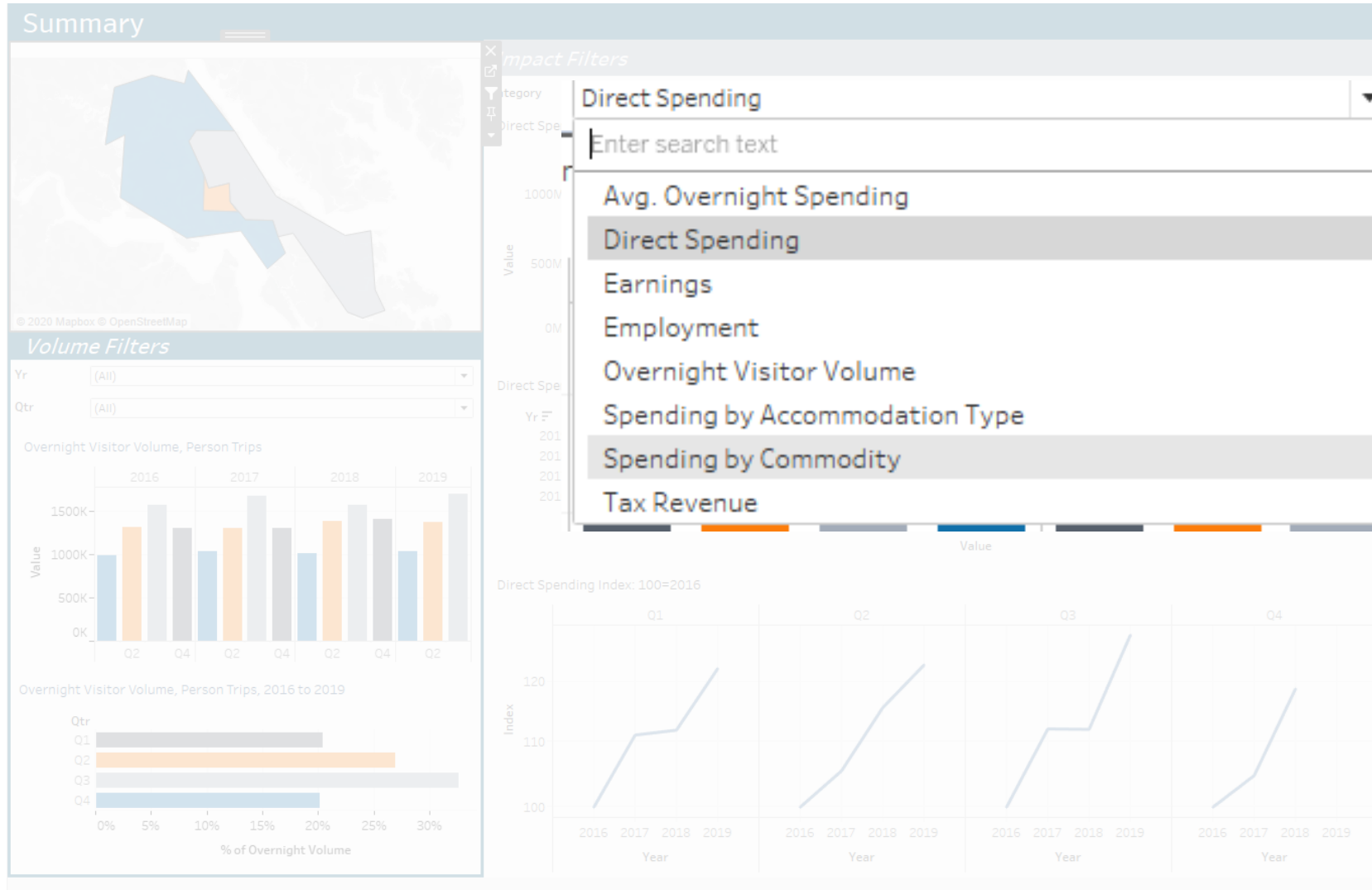
Developed by:

Dean Runyan Associates

Summary View

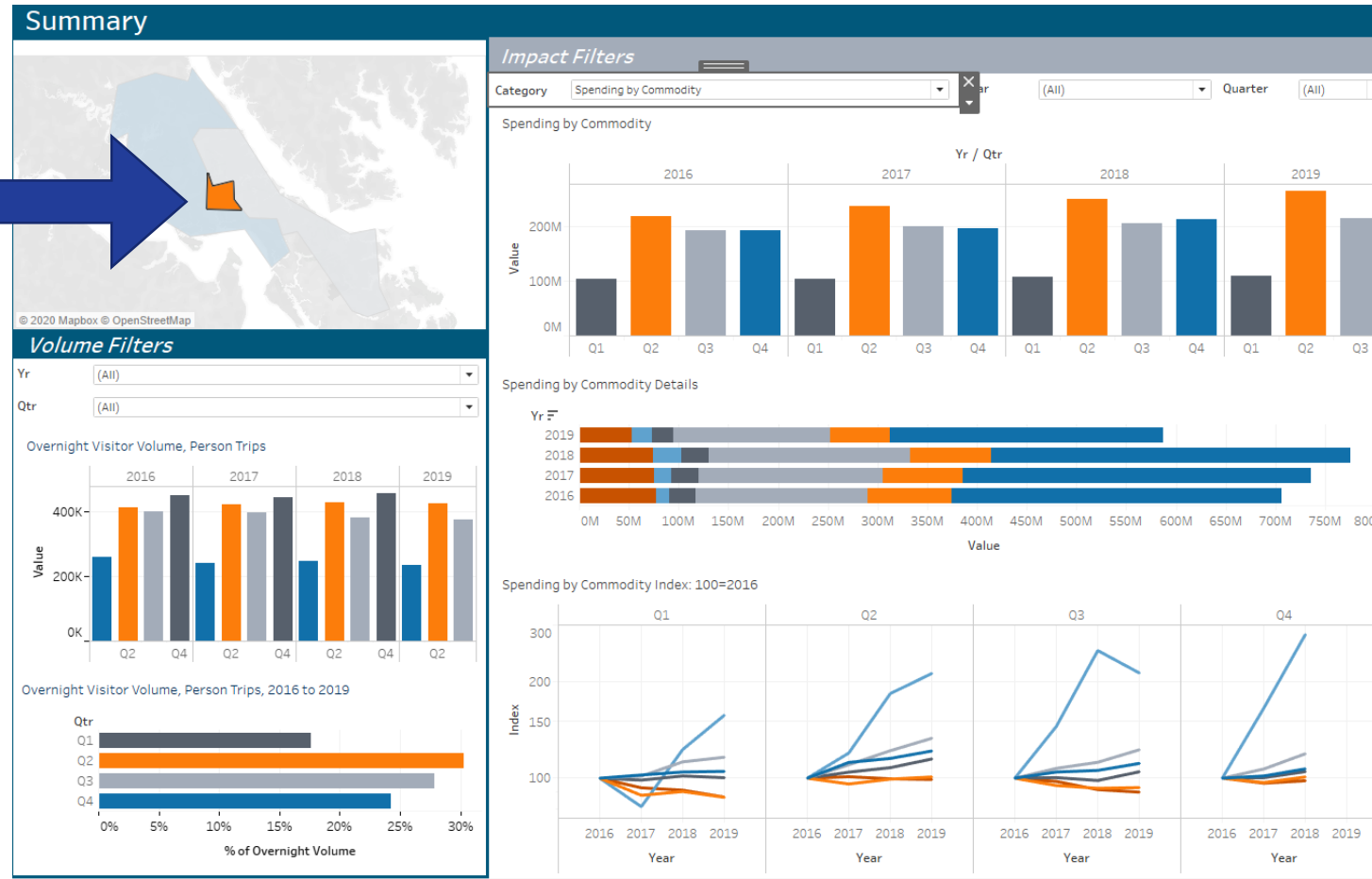


Summary View



Interactive filters – change category and choose 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)

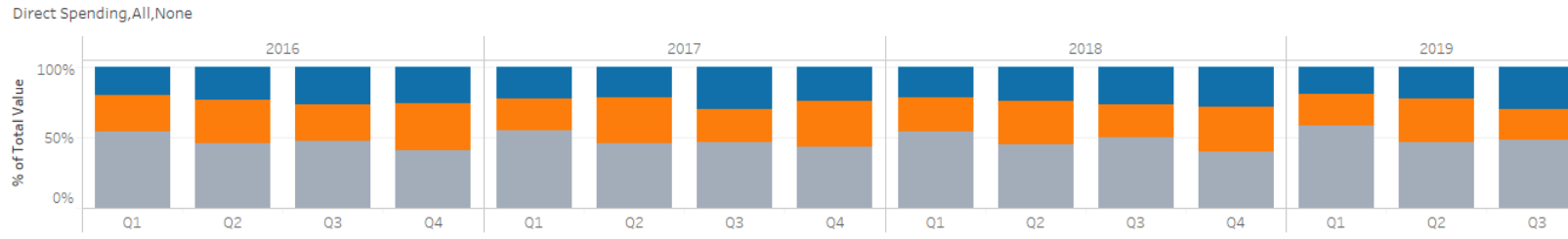
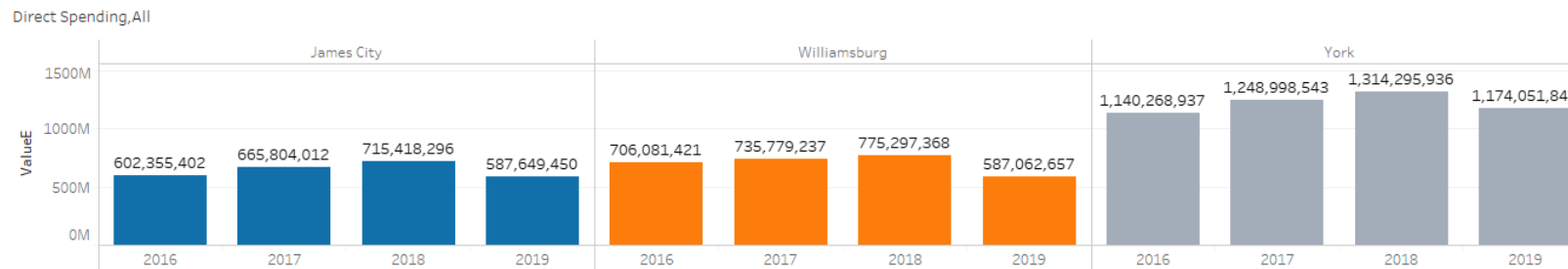
		2016			2017			2018	
		James City	Williamsburg	York	James City	Williamsburg	York	James City	Williamsburg
Direct Spen..	Destination Spending	602,355,402	706,081,421	1,140,268,937	665,804,012	735,779,237	1,248,998,543	715,418,296	775,297,368
Earnings	Accom. & Food Serv.	177,415,454	654,444,132	650,634,773	201,086,370	699,909,941	737,378,091	215,579,049	736,311,111
	Arts, Ent. & Rec.	29,758,655	102,293,935	164,969,991	29,934,037	97,499,198	166,830,255	30,891,384	99,049,111
	Retail	13,798,178	45,775,696	62,821,222	14,571,669	46,061,511	70,161,294	15,319,653	46,811,111
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	30,811,111
	State Tax Receipts	14,364,235	16,756,258	23,238,915	15,139,881	16,576,949	24,115,164	16,114,509	17,311,111

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)



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%
2017	Q1	3.5%
	Q2	3.6%
	Q3	4.1%

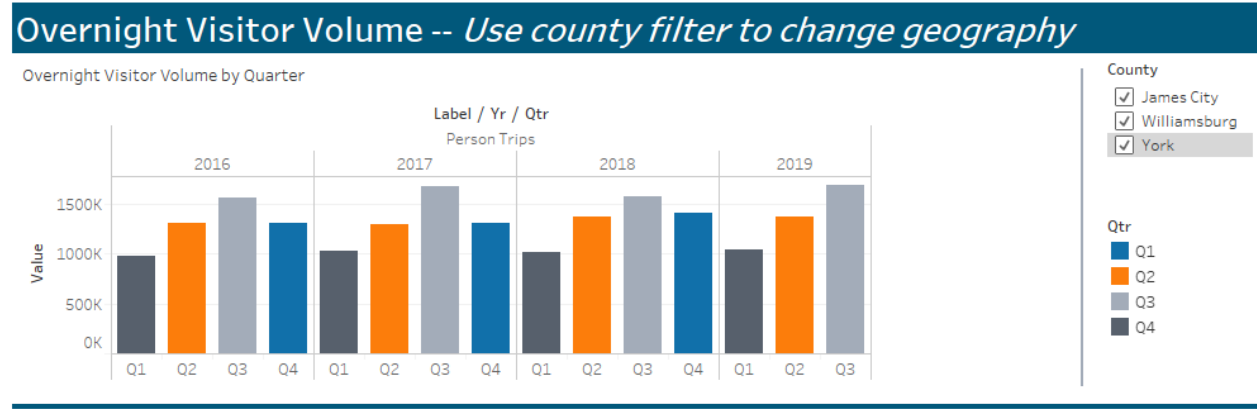
Tax Revenue, All



Tax Revenue, All, None



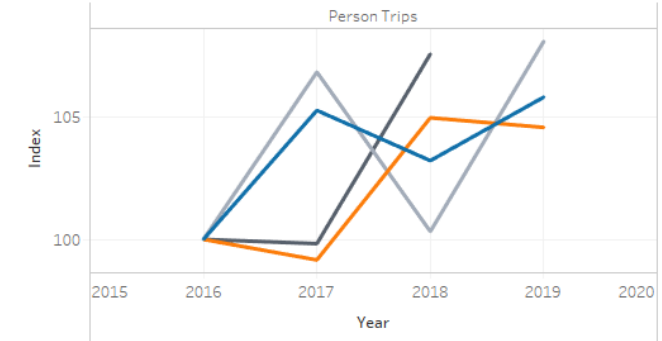
Overnight Visitor Volume - Expanded Detail



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

Administration

Procurement

New Hires

Public Body Status

Procurement

INTERNAL STRATEGIC PLANNING

MAILHOUSE/DISTRIBUTION

AUDIT

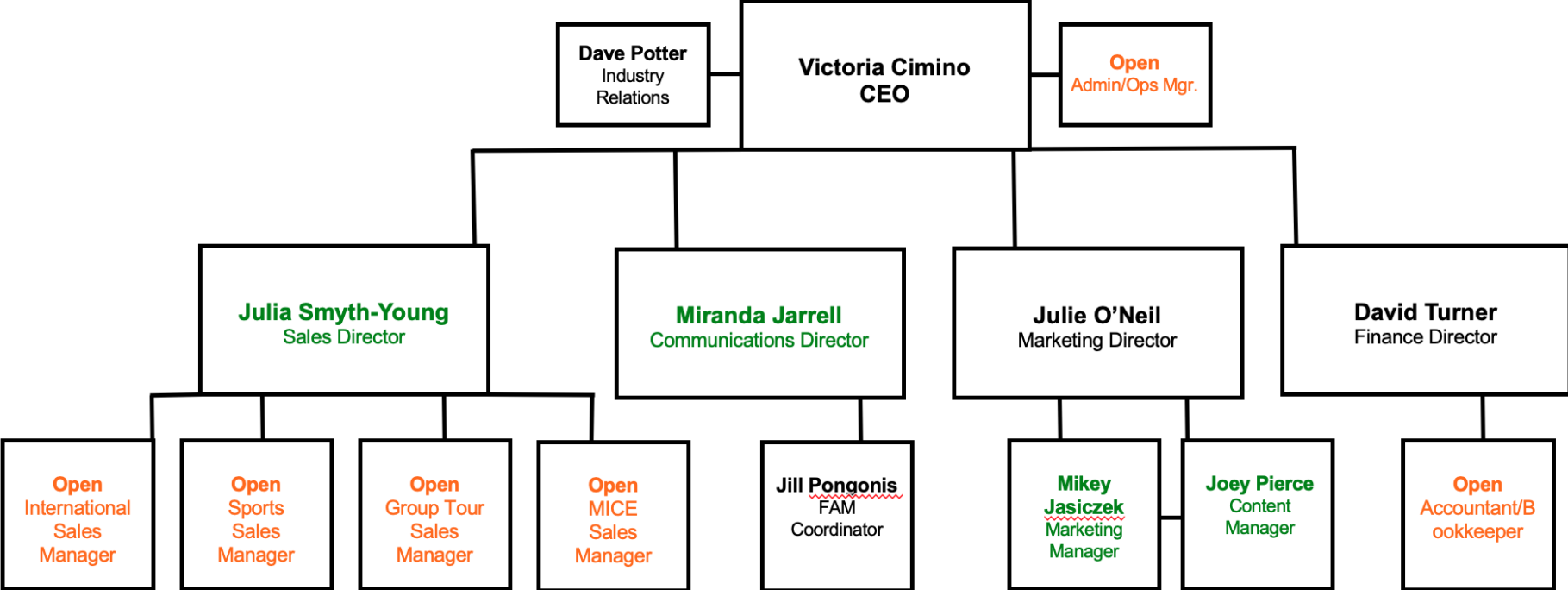
LEGAL SERVICES

PUBLIC RELATIONS


Conducted in coordination with:



New Hires



 *New Hires*

 *Open Positions (due to COVID-19)*

Public Body Status

The Williamsburg Tourism Council officially acknowledged its' status as a public body on September 15, 2020, and pledged to continue to operate as one.

- Staff was directed to perform the necessary tasks to ensure compliance with the actions of a public body
- Establish a separate Employee Identification Number
- Clarify financial auditing and oversight relationship with state government
- Suspend current bylaws; revise and adopt new bylaws
- Ensure that current memorandums of understanding with external organizations are in compliance of that of a public body

Thank You

Questions?

Contact

victoria.cimino@visitwilliamsburg.com

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