

Williamsburg Tourism Council

2021 Annual Report

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

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§ 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...”

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

Board of Directors

Voting

James City County

Colonial Williamsburg

City of Williamsburg

Busch Gardens

Hotel/Motel Association

Jamestown Rediscovery

Jamestown/Yorktown Found.

Restaurant Association

York County

Ruth Larson, Chair

Cliff Fleet, Vice Chair

Mayor Doug Pons, Treasurer

Kevin Lembke

Neal Chalkley

James Horn

Christy Coleman

Mickey Chohany

Chad Green

Ex Officio

GWCTA – Business Council

Virginia Tourism Corporation

Chris Smith

Rita McClenny

2021 Board Meetings

Click on hyperlink to view attachment.

January 19, 2021	<u>AGENDA</u>	<u>MINUTES</u>
March 16, 2021	<u>AGENDA</u>	<u>MINUTES</u>
May 18, 2021	<u>AGENDA</u>	<u>MINUTES</u>
July 20, 2021	<u>AGENDA</u>	<u>MINUTES</u>
September 21, 2021	<u>AGENDA</u>	<u>MINUTES</u>
November 16, 2021	<u>AGENDA</u>	MINUTES*

*Document not finalized at date of report publication.

2021 Media/Creative Strategy

Target Audience



- Maintain focus on GenX/Millennials/Active Mature age segments
- Saturate “shopping” traveler audience first as they are closest to conversion
- Broaden targeting to prospecting audiences to capture and intercept consumers while they’re in the travel planning mindset

Target Audience: Personas – Simple Strivers



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.

All information is pulled from primary research, secondary research sources and GfK MRI Doublebase 2019. Numbers in parentheses indicate percent/index (e.g. 63%/131). Percent indicates the percentage of the segment that exhibits the behavior or trait. *Compared to the average U.S. population of 100, an over index of 131 would indicate that the segment is 31% more likely to exhibit the behavior or trait. MRI Parameters: "Packaged deals are great, because I don't have to plan out the details too much" AND "The best vacation is restful without too much physical exercise".

Target Audience: Personas – Simple Strivers

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



Target Audience: Personas – Culture Questers



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



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.

Target Audience: Personas – Culture Questers

Culture Questers



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



Google Flights CONDE' NAST Expedia HomeAway travelocity tripadvisor Vrbo WORD OF MOUTH (HIDDEN GEMS)

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).

Target Audience: Personas – See-ers & Do-ers



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.

Target Audience: Personas – See-ers & Do-ers

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 *Coupon, 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.

Geographic Targeting

Proven markets showed improved performance over 2020; emphasis continued in 2021 in traditional media. Digital provides greater opportunity for coverage in all markets:

Short Drive + Established Success/ Heaviest Volume

- Washington, DC (Hagerstown)
- Charlotte, NC
- Philadelphia, PA
- Baltimore, MD
- Raleigh-Durham, NC
- Charlottesville, VA
- Harrisonburg, VA
- Roanoke-Lynchburg, VA
- Salisbury, MD
- Greenville-New Bern-Washington
NC

Short Drive + Established Success/ Lighter Volume

- Harrisburg-Lancaster-
Lebanon-York, PA
- Greensboro-High Point-
Winston Salem, NC
- Florence-Myrtle Beach, SC

Longer Drive + Past Success

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

EXPANSION

- Cleveland, OH
- Columbus, OH
- New York, NY*

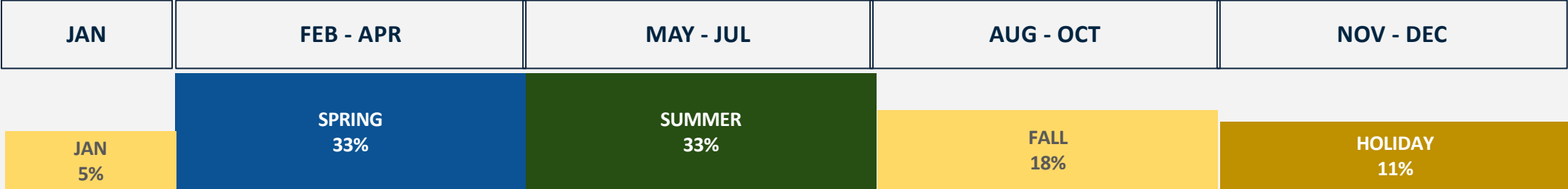
Campaign Overview

2021 Strategy

Always-on Approach

Increased Spend to Capture Peak Demand Periods

Constantly Monitor and Adjust as Needed



- Linear TV
- Connected TV
- Display
- Paid Social
- Paid Search
- Influencer
- Golf, Nat Geo Partnerships

Creative Platform

CREATIVE PLATFORM

DEFIANTLY HUMAN INSIGHT

We all yearn for a
regrounding.



DESIRED PERCEPTION

Williamsburg is
a safe and
relaxing escape
from a life of
strain and
complexity.



STRATEGIC BRAND PLATFORM

A Williamsburg getaway
experience is one where
nothing is complicated and
every experience reunites us
with those we love.

CREATIVE PLATFORM

Reunite with what truly matters.

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.


Sample Spring/Summer Creative




Sample Spring/Summer Creative

Visit Williamsburg
Sponsored


What if life moved precisely at your pace? In Williamsburg, it does. No matter what vacation looks like to you, come live it to the fullest.




Golf
life. at your pace. [Learn More](#)



Dine
life. at your pace. [Learn More](#)



Explore
life. at your pace. [Learn More](#)




Fly
life. at your pace. [Learn More](#)

20 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Visit Williamsburg
Sponsored

From southern comfort food, to craft breweries and everything in between. Williamsburg satisfies any appetite.

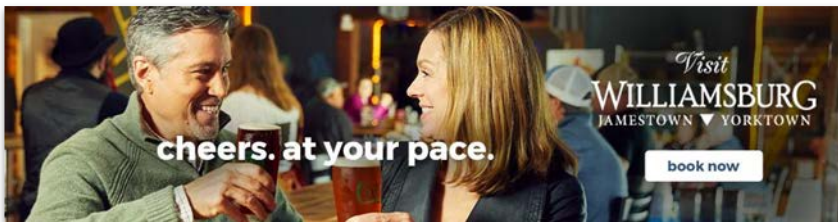
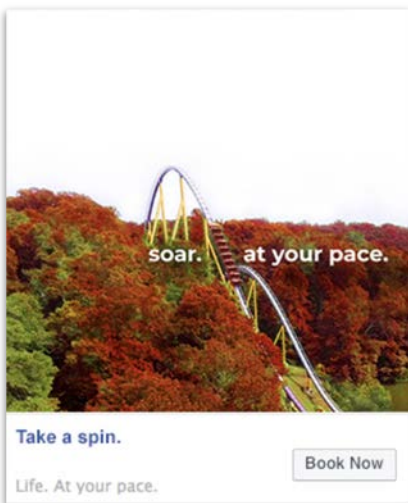


VISITWILLIAMSBURG.COM
Dine
Life. At your pace. [Book now](#)

150 28 Comments

[Like](#) [Comment](#) [Share](#)

Sample Fall/Holiday Creative



Visit Williamsburg
Sponsored

The perfect holiday getaway is waiting in Williamsburg. Come eat, shop, play, and be merry – all at your pace.

<p>Making memories</p> <p>life. at your pace.</p> <p>Learn More</p>	<p>Family fun awaits</p> <p>life. at your pace.</p> <p>Learn More</p>	<p>Quality time</p> <p>life. at your pace.</p> <p>Learn More</p>
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20

562 Comments 311 Shares

Like Comment Share

The WilliamsBLOG

[Click here](#) for a one-stop summary of COVID-19 safety precautions, business hours, and FAQs.



MENU

MEETINGS, GROUPS & SPORTS | MEDIA CENTER

SEARCH



THINGS TO DO ★ PLAN YOUR STAY ★ EXPLORE THE AREA ★ THE WILLIAMS BLOG

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WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

SHARE
THIS



★ THE WILLIAMS BLOG ★



Instagrammable Places in Williamsburg

READ MORE



Outdoor Winter Experiences in Williamsburg – No Snow Required!

READ MORE



Travel Safely in Williamsburg

READ MORE

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Influencer/Media Familiarization Tours



The WilliamsBLOG Contributor
Anna Hartman



The WilliamsBLOG Contributor
Leah Bandoni



The WilliamsBLOG Contributor
Ashley Washington



The WilliamsBLOG Contributor
Tabitha Sewer



Macro Influencer
Julia Dzafic ~ Lemon Stripes



Mega Influencer
Christine Andrew

Influencer/Media Familiarization Tours



The WilliamsBLOG Contributor
Evan Woodward



The WilliamsBLOG Contributor
Lanna Nguyen



Journalist – *The Healthy Voyager*
Carolyn Scott-Hamilton



Journalist – *Business Traveler*
Ramsey Qubein



The WilliamsBLOG Contributor
Ciara Johnson ~ Hey Ciara



The WilliamsBLOG Contributor
Samantha Brooke

Influencer/Media Familiarization Tours



**Mega Influencer
Shawn Johnson**



***The WilliamsBLOG* Contributor
Oneika Raymond**



**Journalist – *My Golf Spy*
Harry Nodwell**



**Journalist – Freelancer
Megan duBois**



***The WilliamsBLOG* Contributor
Navy Corgi**



***The WilliamsBLOG* Contributor
Jackie Greaney**



**Mega Influencer
Kristy Wicks**

Influencer/PR Familiarization Tours



LPGA Player
Lauren Stephenson



LPGA Player
Nichole Broch Larsen



LPGA Player
Ana Belac



LPGA Player
Lauren Coughlin



LPGA Player
Brianna Do

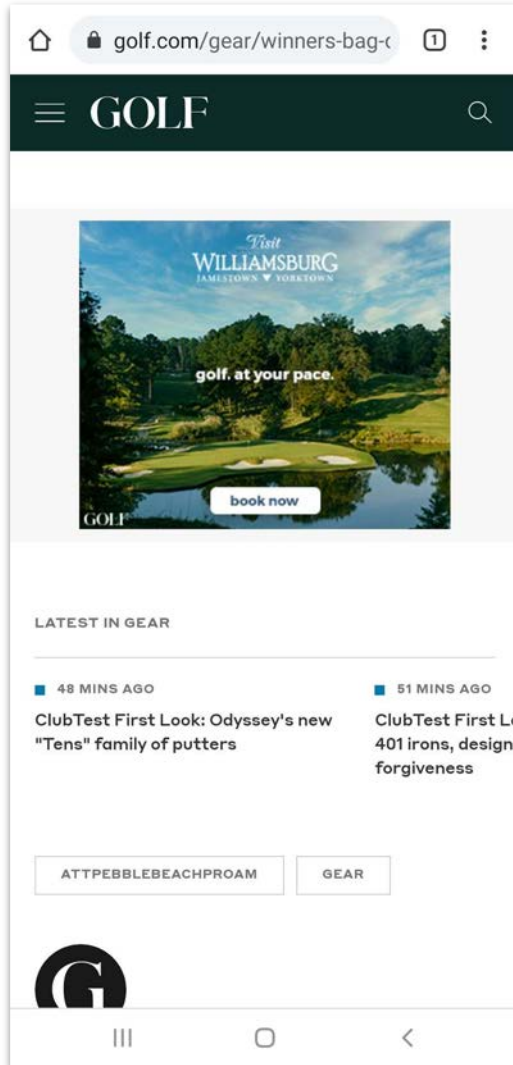


LPGA Player
Anne Van Dam



Journalist – PGA Tour Radio
Chantel McCabe

Golf.com Content Partnership



National Geographic Content Partnership

ADVERTISEMENT

discover at your pace. **Visit WILLIAMSBURG** JAMESTOWN ▼ YORKTOWN [plan now](#)

NATIONAL GEOGRAPHIC

PAID CONTENT FOR VISIT WILLIAMSBURG

EXPLORING WILLIAMSBURG

Unearth hidden gems and unexpected experiences in Williamsburg, Jamestown, and Yorktown, where ongoing discoveries inform the present.

PHOTOGRAPH BY JOSHUA COGAN

01 EXPERIENCING AN EVOLVING STORY

"Williamsburg is a special place where the modern-day informs the understanding of the past, and ongoing discoveries inform the present," says National Geographic photographer Josh Cogan. For a behind-the-scenes look at how research is revealing a fuller picture of this region sandwiched between Virginia's York and James Rivers, Cogan captured images of some of the unexpected experiences and hidden gems in Williamsburg, Jamestown, and Yorktown.

"This area where north meets south, saltwater meets fresh, and history meets modern life creates a singular ecosystem that provides for incredibly rich material to witness as both traveler and storyteller," adds Cogan, whose travels took him to places like the Colonial Williamsburg Archaeology Lab. The lab, which houses more than 60 million individual artifacts, continually processes and catalogs new archeological finds—each one an important puzzle piece in the evolving story of history-rich Williamsburg.

PHOTOGRAPH BY JOSHUA COGAN

ADVERTISEMENT

WILLIAMSBURG

Nat Geo Travel Instagram Takeover Posts



natgeotravel • Following
Paid partnership with [visitwilliamsburg](#)

natgeotravel Photo by [@JoshuaCogan](#) // Sponsored by [@visitwilliamsburg](#) // Winemaker Matthew Meyer stirs the fermenting grapes grown and harvested on the grounds of the 300-acre Williamsburg Winery. The land neighbors the first permanent English settlement of the Americas, which was settled precisely for its rich soils and accessibility to the port. Today visitors can enjoy a drink



Liked by [bradycshall](#) and 31,825 others

MARCH 24

Add a comment... [Post](#)



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Paid partnership with [visitwilliamsburg](#)

natgeotravel Photo by [@JoshuaCogan](#) // Sponsored by [@visitwilliamsburg](#) // Off the coast of Yorktown, Virginia, Rhiannon Harvey, a crew member on the schooner Alliance, tends to the boat's rigging during a sunset sail. The Alliance is named after the agreement forged between America and France that helped win the Revolutionary War. This waterway was strategically valuable as a



Liked by [bradycshall](#) and 37,450 others

MARCH 24

Add a comment... [Post](#)



natgeotravel • Following
Paid partnership with [visitwilliamsburg](#)

natgeotravel Photo by [@JoshuaCogan](#) // Sponsored by [@visitwilliamsburg](#) // Archaeologist DeShondra Dandridge excavates one of the foundations of the First Baptist Church in Colonial Williamsburg. This church, thought to be one of the oldest Black churches in the country, still has an active congregation nearby that has supported and guided researchers with the oral histories of its congregants.



Liked by [bradycshall](#) and 33,240 others

MARCH 24

Add a comment... [Post](#)



natgeotravel • Following
Paid partnership with [visitwilliamsburg](#)

natgeotravel Photo by [@JoshuaCogan](#) // Sponsored by [@visitwilliamsburg](#) // This is the view aboard one of the three replicas of the flotilla that brought the first permanent English settlers to Virginia in 1607. The vessels, Susan Constant, Discovery, and Godspeed, are docked at Jamestown Settlement on the James River and are among the many experiences at the living museum,



Liked by [bradycshall](#) and 38,991 others

MARCH 24

Add a comment... [Post](#)

Conde Nast's Bon Appétit Content Partnership

Highlighting the diverse food and beverage scene across the area through interviews and signature dish demonstrations.

Photo/video shoot was held October 18-19.

Launch scheduled for Q1 2022:

- Custom video and digital article on BonAppetit.com
- Social amplification across Conde Nast's network and Visit Williamsburg's channels



Cooperative Marketing Program

Co-op Program

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)



tripadvisor



To Participate:

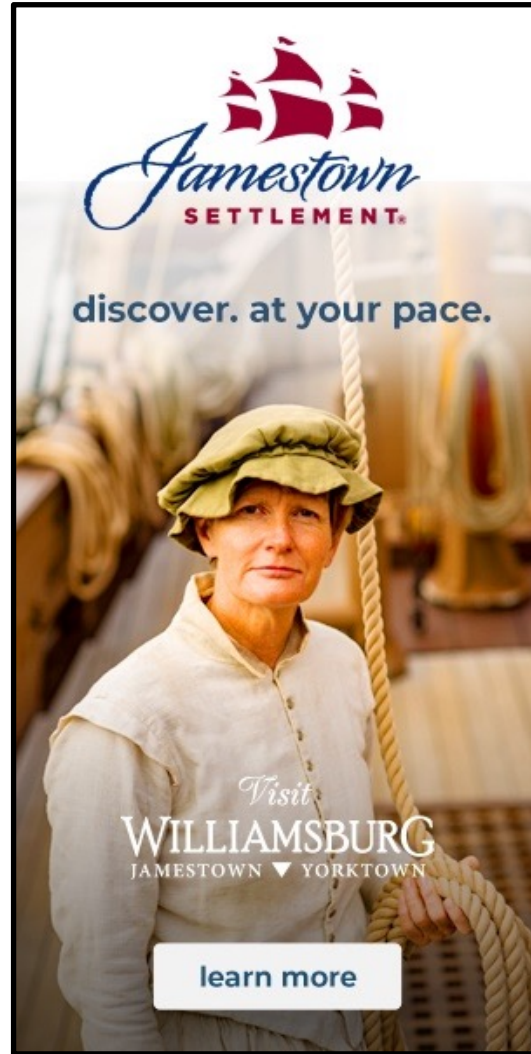
- Businesses or organizations located within the City of Williamsburg, James City County, and York County
- Participants must offer tourism services, including: attractions, activities, tours, dining, brick-and-mortar retail shops, accommodations
- Ad creative must utilize supplied digital advertising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

3

PARTICIPANTS

\$20,000

MATCHING FUNDS



Sales

 **sports**

 **s.m.e.r.f.**

 **group tour**

 **international**

what

- Youth and amateur sports tournaments and events
- Niche, e-sport and non-traditional sporting venues

- **Social** (weddings, civic/professional, charity, holiday, small interest events/meetings)
- **Military** (meetings, reunions, training, education, overflow/transfer housing)
- **Education** (local/state/national knowledge sharing, problem solving, training, etc.)
- **Religious** (rate-conscious gatherings requiring ample meeting space)
- **Fraternal** (Rotary, Lions, Kiwanis, Greek Letter organizations)

- Broad category including both student and adult segments
- Group Tour selections typically lean towards moderate-to-midscale properties
- Tour groups often center around common interests (e.g. heritage & history, performance, education, culinary, adventure/recreation, etc.)

- International Groups made up of several market segments
 - FIT (Foreign/Free Independent Traveler)
 - Group Tour

why

- \$15.8 billion industry, projected to double in next 4 years
- Year-round events and booking opportunities for local, state, regional and national organizations
- Room blocks vary from 10 to 1000
- Potential for significant investment/upgrade to Williamsburg sporting facilities

- Location and historical significance/symbolism makes Williamsburg an attractive selection
- Typically book far in advance (i.e. 1-2 years)
- Aggregately covers all seasons (off & shoulder seasons, summer, weekends, etc.)

- 15 million+ annual room nights globally
- \$19 billion+ annual economic impact
- High turnover

- Book farther in advance, with longer stays and higher spending
- Quickly-growing segment
 - +10% in last decade (pre-COVID)
- Opportunity to fulfill pent-up demand once COVID travel restrictions are relaxed
 - "Pivotability" key to fulfill evolving needs (shorter turnaround times, hybrid models, etc.)

sales activities

- Client events, Marketing Programs, Sponsorships
- Tradeshows
 - Sports ETA
 - Connect Sports
 - Sports Congress
 - TEAMS

- Tradeshows, Client Events, Fairshare/Co-op Opportunities, Sales Calls, Sponsorships
- SGMP (Society of Government Meeting Professionals), Connect Faith/Special Track, Going on Faith

- Tradeshows
 - American Bus Marketplace
 - SYTA (Student & Youth Travel Association)
 - NTA (National Tour Association)
 - VA/NC Motorcoach
 - Destination Showcase
- Client Events, Sales Calls, Fairshare/Co-op Opportunities, Sponsorships Educational Seminars and Networking Events

- Tradeshows, Client Events, Sales Calls and Blitzes, Sponsorships
- IPW, IITA





memberships

- Sports ETA
- VTC Sports Virginia
- PlayEasy

- SGMP (Society of Government Meeting Professionals)

- SYTA (Student and Youth Travel Association)
- NTA (National Tour Assoc)
- ABA (American Bus Assoc)
- Regional memberships - VA, NC Motorcoach Operators Association (Deliberating on renewing PA & Ohio Memberships)

- CRUSA (Capital Region USA)
- IITA (International Inbound Travel Association)

	 m.i.c.e.	 diversity and inclusivity	 association	 corporate
what	<ul style="list-style-type: none"> • Meetings (connect business travelers in one place for a specific purpose) • Incentives (travel awarded to employees as both past reward and future motivation) • Conferences (information exchange within similar industries/fields) • Exhibitions (centered around displays of specific products and services) 	<ul style="list-style-type: none"> • Diversity acknowledges human differences • Inclusivity recognizes inherent worth and dignity of all people • D&I adds value to communities, often incorporating service projects and events when meeting 	<ul style="list-style-type: none"> • Associations represent a significant portion of meetings and conventions industry • Comprised of professions, industries, causes, education and professional development 	<ul style="list-style-type: none"> • Companies tasked with a multitude of reasons to convene • Employees of one organization (or field) meet for a common goal/purpose
why	<ul style="list-style-type: none"> • Planned far in advance (12+ months) • Planners routinely source events through DMOs and CVBs • Can repeat same destination in successive years 	<ul style="list-style-type: none"> • D&I destination events have grown in importance, ubiquity and size • Williamsburg is an attractive option due to D&I meeting selection emphasis on accessibility, safety and affordability 	<ul style="list-style-type: none"> • U.S. associations employ over 1.8 million people <ul style="list-style-type: none"> • Accounting for more than \$250 billion in annual meeting attendee revenue • High association presence in nearby Washington, D.C. 	<ul style="list-style-type: none"> • Amazon to invest \$2.5B to build their east coast headquarters in Virginia • Proximity to Virginia and Washington, D.C. – the center for Federal contracting and procurement for all military branches. 7 of the top 10 Federal contracting companies are headquartered in Virginia • Defense contracting, shipping, metals, mills and mining have strong presence in VA <ul style="list-style-type: none"> • Require training and education seminars, HR conferences, regular Board meetings, etc. • 2nd largest East Coast Port – largest rail distribution to get to the Midwest • Largest navy base in the world • Emerging unmanned systems industry • The third highest concentration of tech workers in the U.S. • Low-cost manufacturing with skilled labor • Eleven Fortune 1000 companies located within 60 minutes of Williamsburg
sales activities	<ul style="list-style-type: none"> • Trade Shows, Client Events, Sales Calls, Fairshare/Co-op Opportunities • MPI (Regional Tradeshow), Small Market Meetings Conference & Summit attendance 	<ul style="list-style-type: none"> • Same as above segments and involvement with Lemon Project • Connect Diversity, African American Travel Conference 	<ul style="list-style-type: none"> • Tradeshow, Client Events for Regional Association Management firms, Sales Calls, Fairshare/Co-ops for Virginia and smaller Washington, D.C.- based associations • VSAE Annual and Fall Conference, AENC (Association Executives of North Carolina)- Small Market Summit and Connect Association, Smart Meetings 	<ul style="list-style-type: none"> • Trade Shows, Client Events, Sales Calls, Fairshare/Co-op Opportunities • MPI (Regional Tradeshow), Small Market Meetings Conference & Summit attendance
memberships	<ul style="list-style-type: none"> • Meeting Professionals International • Helms Briscoe • ConventionPlanit 	<ul style="list-style-type: none"> • LGBT Meeting Professionals Association • *Potential to join additional memberships to increase our awareness and exposure* 	<ul style="list-style-type: none"> • VSAE (Virginia Society of Association Executives) • AENC (Association Executives of North Carolina) 	<ul style="list-style-type: none"> • Meeting Professionals International • Helms Briscoe • ConventionPlanit

Trade Shows, Events, Sites

DATE	VRTUAL SALES CALLS	TYPE
01/21/21	Dominion Conference Services	Virtual
01/21/21	IPMI International Parking and Mobility Institute	Virtual
01/21/21	Conference Direct	Virtual
01/25/21	Hotel Lobbyists	Virtual
01/29/21	Legends Lacrosse	Virtual
02/05/21	Firecracker Sports	Virtual
02/10/21	Grand Fondo Cycling	Virtual
02/11/21	Society of Architectural Historians	Virtual
02/17/21	Site Solutions	Virtual
DATE	VIRTUAL SHOWS / CONFERENCES	TYPE
1/21/21	Smart Meetings	Virtual
2/25/21	Smart Meetings	Virtual
3/2-3/4/21	Connect Cyber	Virtual

Trade Shows, Events, Sites

DATE	CONFERENCES, SHOWS, AND FAMS	LOCATION
3/11/21	VTC FAM	Virtual
3/16/21	*ABA Marketplace Appointments	Virtual
3/29-4/1/21	*African American Travel Conference	Louisville, KY
3/29-4/1/21	Boomers in Groups	Louisville, KY
4/19-4/20/21	Travel Alliance Partners	Virtual
5/5/21	SGMP Old Dominion Board Meeting	Virtual
DATE	SITE VISITS	EVENT TYPE
3/17/21	SCTEM	Site and Board Dinner
4/21/21	SEDC	Site and Board Dinner

Trade Shows, Events, Sites

DATE	VIRTUAL SALES CALLS	LOCATION
3/12/21	USA Shooting	Virtual
3/12/21	Hotel Lobbyists	Virtual
3/26/21	VSAE	Virtual
4/7/21	Firecracker Sports	Virtual
4/29/21	MARS	Virtual
5/3/21	Helms Briscoe	Virtual
5/4/21	Guardian Music and Group Travel	Virtual
5/7/21	Dragonfli Group	Virtual
DATE	UPCOMING SHOWS & CONFERENCES	LOCATION
5/12-5/13/21	Small Market Meetings Summit	Panama Beach, Florida
6/27-6/29/21	VSAE Annual Conference	Virginia Beach, Virginia

Trade Shows, Events, Sites

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

Trade Shows, Events, Sites

DATE	CONFERENCES, SITE VISITS, MEETINGS	LOCATION
September 18 – 23, 2021	IPW	Las Vegas, Nevada
September 25 – 29, 2021	Small Market Meetings Conference	Cheyenne, Wyoming
October 1, 2021	Virginia Youth Soccer Association	Virtual Call
October 4, 2021	VTC – STS Domestic Showcase FAM Meeting	Zoom Meeting
October 5, 2021	American Bus Association (ABA)	Zoom Meeting
October 6-7, 2021	VSAE Fall Conference	Richmond, Virginia
October 8, 2021	Legion of Valor	Williamsburg, Virginia
October 8, 2021	National Softball Association	Williamsburg, Virginia
October 12, 2021	Society of Government Meeting Professionals	Williamsburg, Virginia
October 14, 2021	National Tour Association	Zoom Meeting
October 28, 2021	War Memorial	Hampton, Virginia
November 2 – 3, 2021	Site Visit with Eastern Diocese Holiness Convention	Williamsburg, Virginia

Sales Leads

ISSUE DATE	LEAD	ROOM NIGHTS
01/23/21	ACA Fall Partner Meeting	106
01/28/21	Legends Lacrosse	2,700
02/02/21	Immerse Artists Experience	18
02/05/21	American Message Therapy Association	2,585
02/10/21	International Lyme & Associated Diseases Society	270
02/12/21	Sweet Family Reunion	12
02/12/21	Marino Thanksgiving Reunion	25
02/18/21	Virginia Association of Orthodontists	110
02/19/21	Antique Automobile Club of America	220
02/25/21	R & DA 2021 Spring Meeting & Exhibition	682
03/03/21	Society of Gov't Meeting Professionals – Old Dominion Chapter	25

Sales Leads

ISSUE DATE	LEADS	ROOM NIGHTS
3/12/21	Drexel University – Men’s Tennis	40
3/12/21	Drexel University – Women’s Tennis	32
3/18/21	Lutheran Women’s Missionary League	80
3/24/21	Legends Lacrosse	1200
3/26/21	Navy Marriage Enrichment Retreat	46
3/31/21	Virginia Orthotic & Prosthetic Association Conference	155
4/6/21	2026 ABOS Annual Conference	445
4/6/21	Baptist News Global Meeting	108
4/24/21	Mosley High School	108
4/29/21	Quidel Fall Meeting	323
5/6/21	Firecracker Sports	2250
5/6/21	Virginia Education Association	50

Sales Leads

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

Sales Leads

ISSUE DATE	LEADS	ROOM NIGHTS
September 16, 2021	Eastern Diocese Church of Christ Holiness U.S.A	137
September 16,2021	Eastern Diocese Church of Christ Holiness U.S.A	183
September 18, 2021	Legends Lacrosse	3,000
October 1, 2021	Strong Bonds	44
October 7, 2021	Turner Tank Association	80
October 13, 2021	Spann Family Reunion	70
October 14, 2021	Virginia Assisted Living Association	190
October 14, 2021	Virginia Trucking Association	160
October 14, 2021	Virginia Trucking Association	34
October 15, 2021	The Williamsburg Symphony Orchestra	48
October 15, 2021	The Williamsburg Symphony Orchestra	64
October 15, 2021	The Williamsburg Symphony Orchestra	80
October 15, 2021	The Williamsburg Symphony Orchestra	32

Sales Leads

	LEADS	ROOM NIGHTS
October 21, 2021	Notable Student Tours	100
October 28, 2021	American Institute of Building Design	127
October 28, 2021	Washtenaw County Veterans Association Reunion	150
November 2, 2021	FamilyLife	50
November 2, 2021	Informatica	40

Service Leads

	SERVICES LEADS	
October 7, 2021	A Hometown Bank	Interactive Experience with costumed interpreters and lunch
October 25, 2021	Supreme Court of North Carolina	Dinner
October 25, 2021	Supreme Court of North Carolina	Dinner
October 25, 2021	Immanuel Baptist Church	Day Trip Options

Recently Confirmed Bookings: 954 Room Nights

Arrival Date	Definite Booking	Property
October 6 - 8, 2021	CE Tours	Embassy Suites
April 22 - 24, 2022	Notable Student Tours	Embassy Suites
April 25 - 27, 2022	Lake Lundgren Bible Camp	Hampton Inn
August 13 - 16, 2023	2023 SEDC Annual Conference	The Lodge



NATIONAL SOFTBALL ASSOCIATION

Williamsburg Named Host City for 2022 National Softball Association World Series (Class B and C)



Performance and Measurement

Accolades and Awards

Return on Investment

Ad Effectiveness Study

Campaign Performance/Dashboard

Economic Dashboard

Smith Travel Research

Accolades

TRAVEL+
LEISURE

World's Best Awards 2021 Readers' Survey
"Top 15 Cities in the United States" category (#9)

Awards

TRAVEL WEEKLY
MAGELLAN AWARDS

Destination Marketing - Campaign - Advertising/Marketing

GOLD—“Life. At Your Pace.”

Destinations - Overall - Blog

SILVER—*The WilliamsBLOG*

Awards



Best Content Marketing Program – Large Budget



Commonwealth Award

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

Capital Awards

Blogs – *The WilliamsBLOG*

Sponsored Content – *National Geographic Partnership*

Influencer Marketing

2021 Return on Investment Calculations

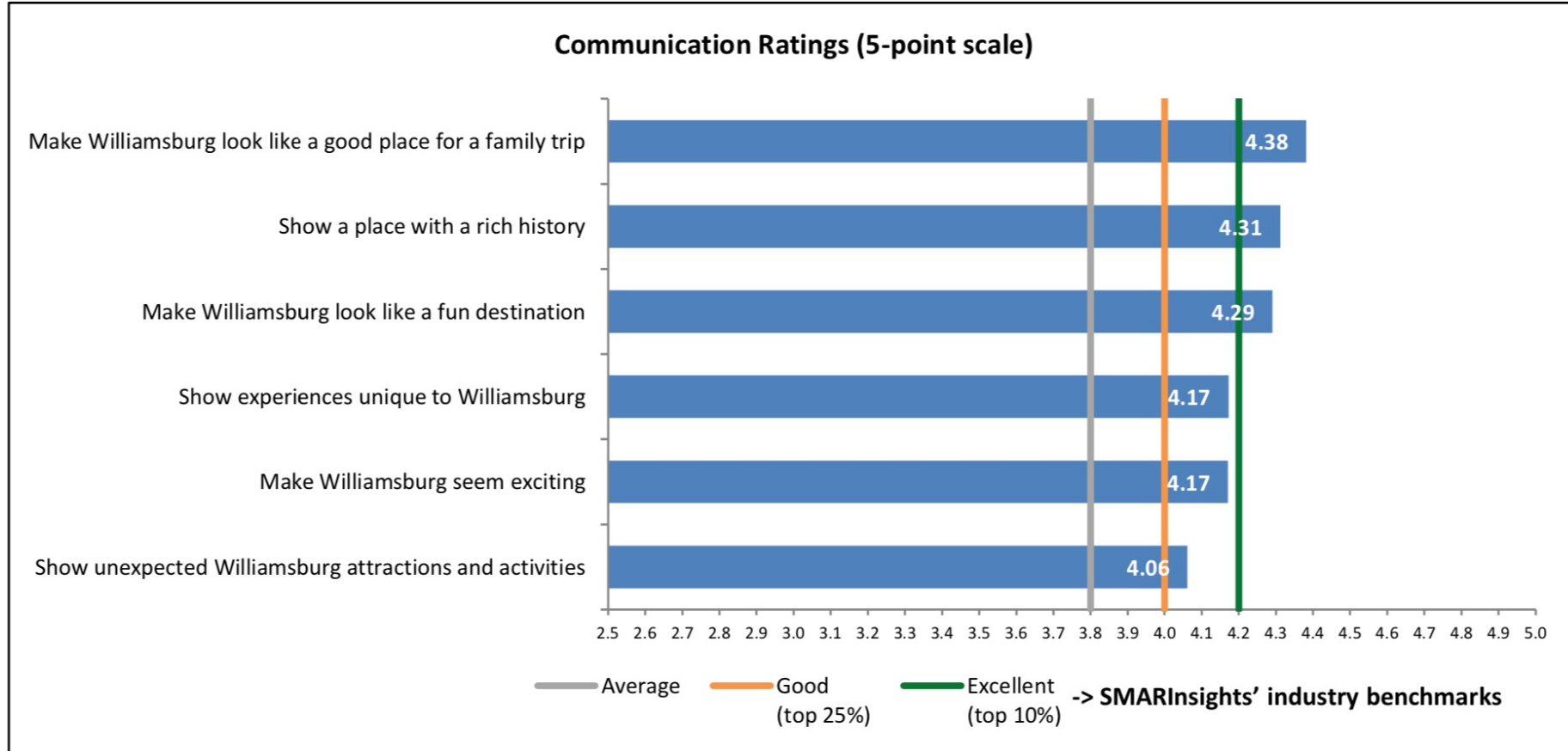
	Proven Markets	Expansion Markets	Total
Target HHs	7,755,563	1,883,453	9,639,015
Ad Awareness	47%	43%	46%
Ad-Aware HHs	3,628,319	807,283	4,435,601
Incremental Travel %	6.6%	8.9%	7.0%
Incremental Trips	238,820	71,898	310,718
Avg. Trip Spending	\$1,270	\$1,430	\$1,307
Ad-Influenced Trip Spending	\$303,378,148	\$102,821,724	\$406,199,872
Media Investment			\$7,051,431
ROI			\$58

Conducted by:

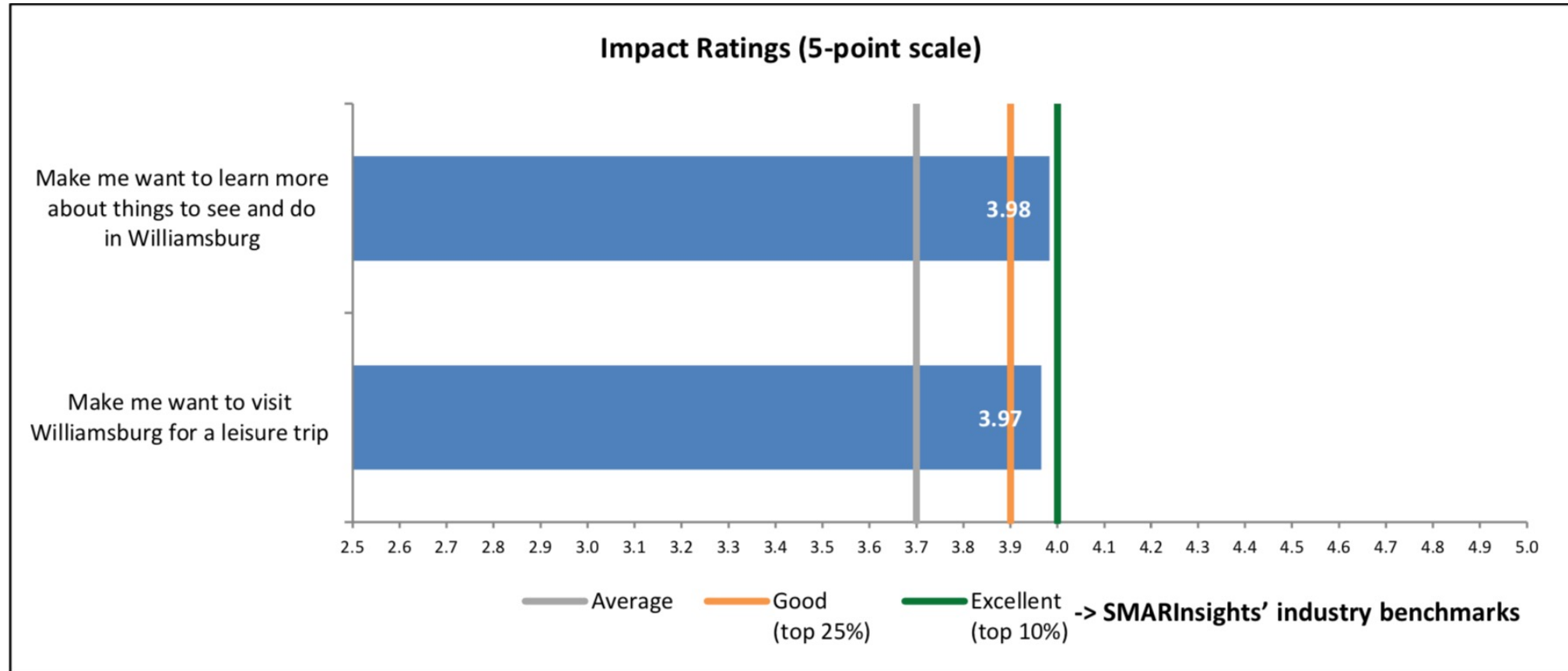


*Full report is available upon request.

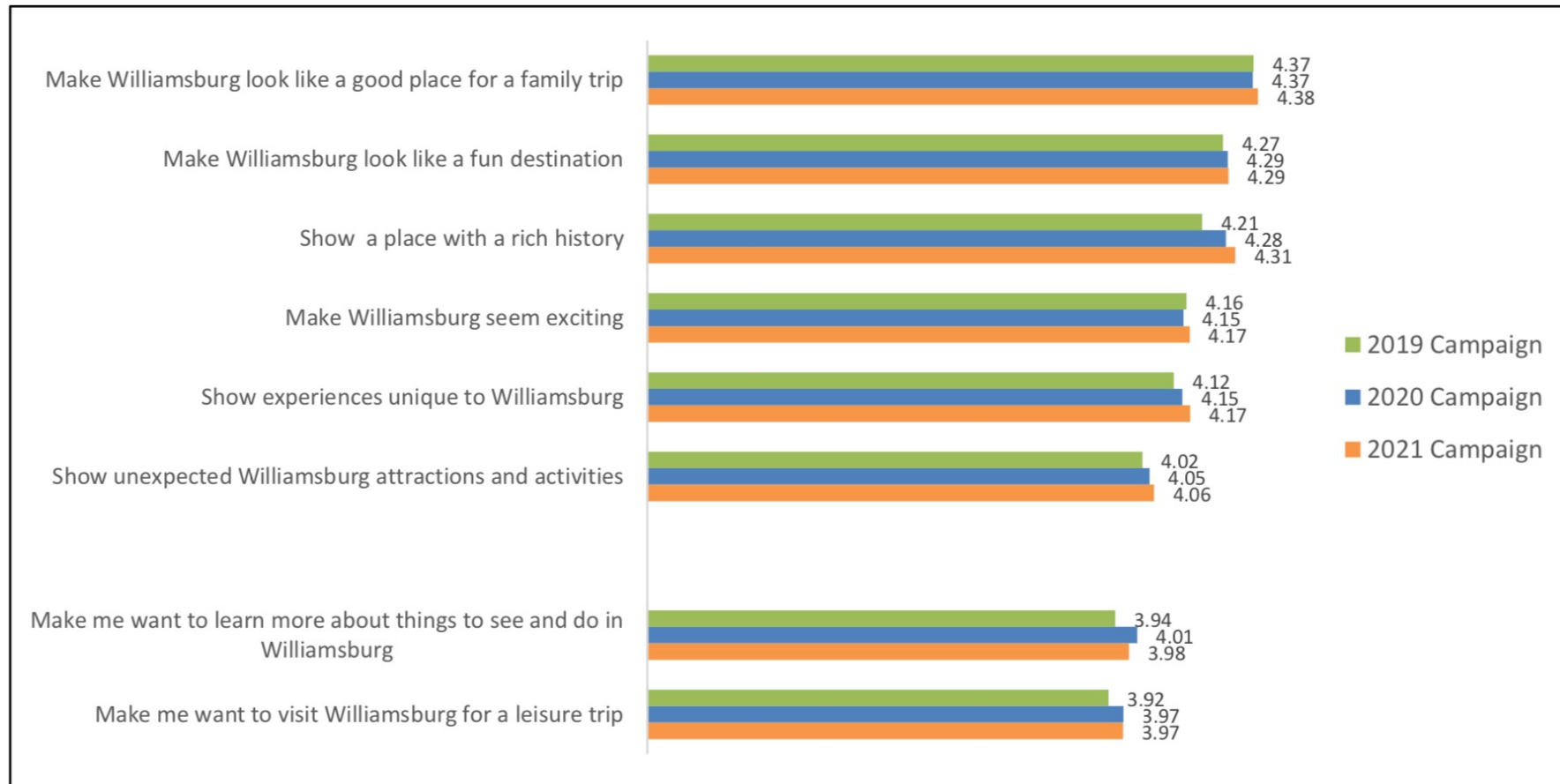
2021 Ad Effectiveness Metrics: Comms Ratings



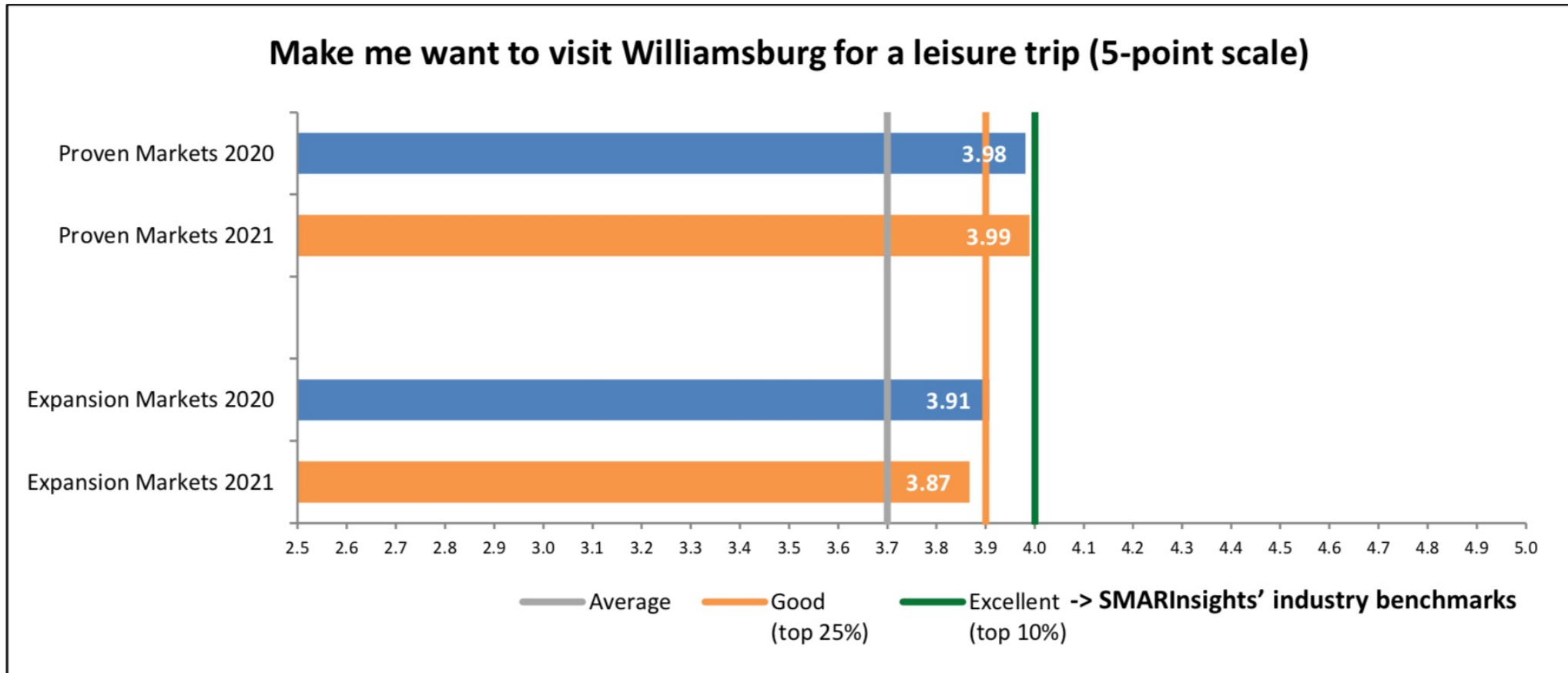
2021 Ad Effectiveness Metrics: Impact



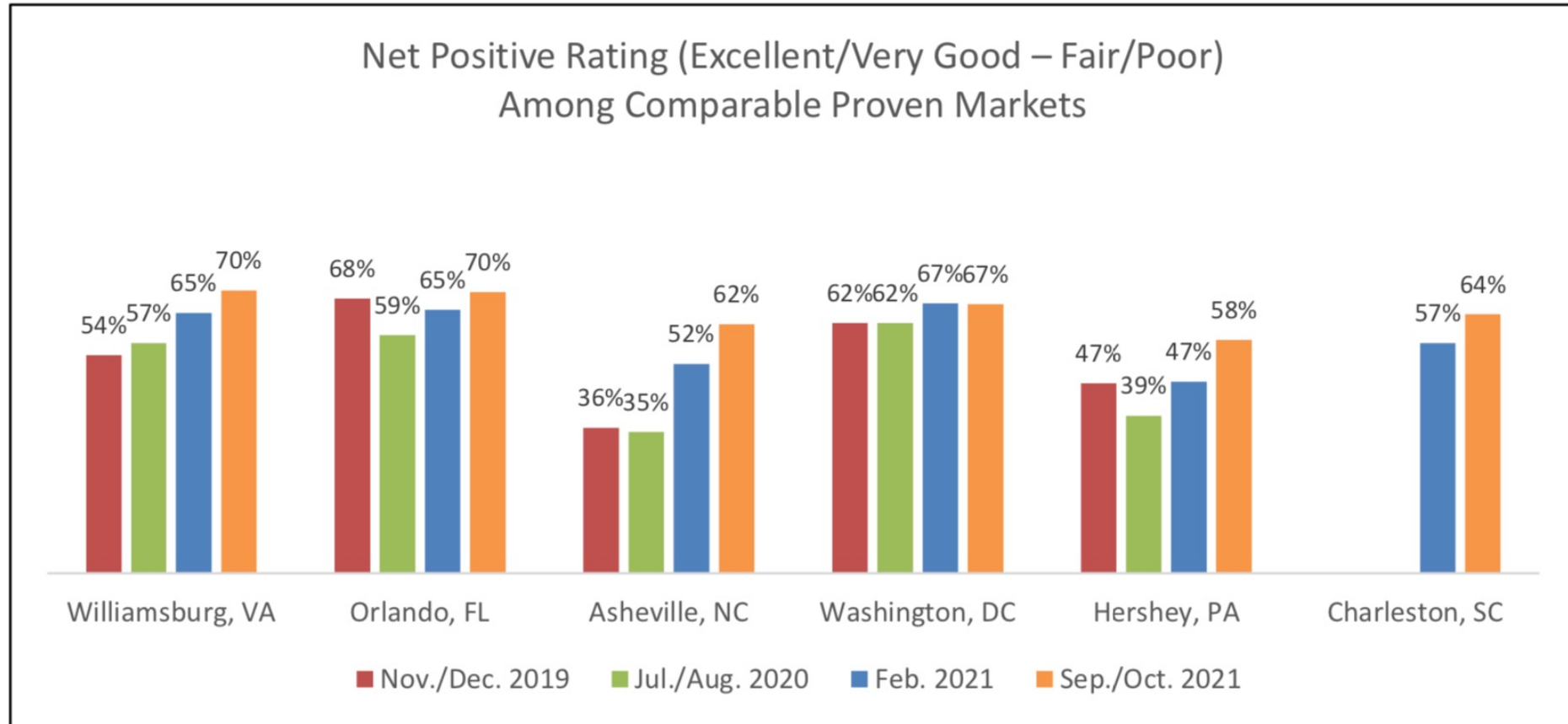
2021 Ad Effectiveness Metrics: Ad Ratings



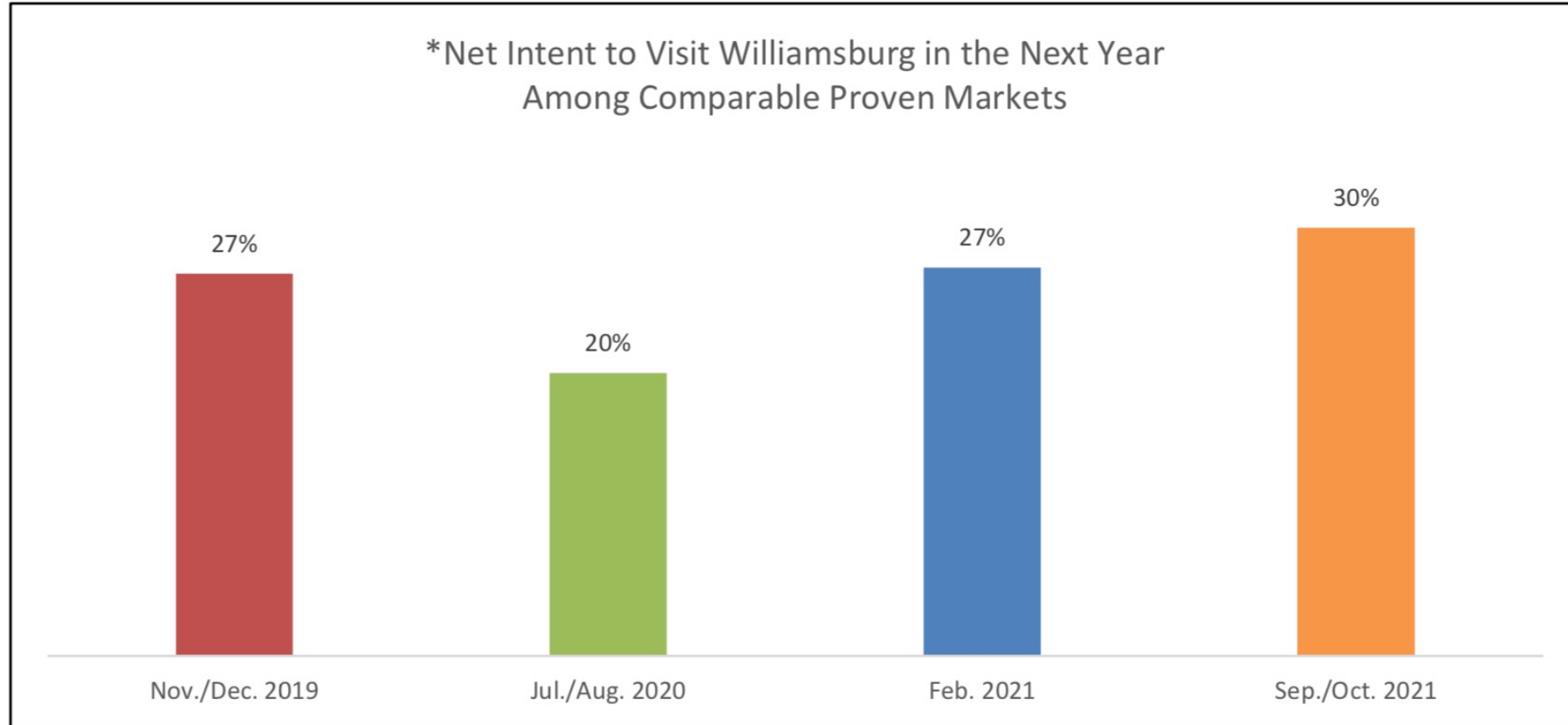
2021 Ad Effectiveness Metrics: Visit?



2021 Ad Effectiveness Metrics: Comp Rating



2021 Ad Effectiveness Metrics: Intent to Visit



Performance Dashboard

Visit Williamsburg

Jan 1, 2021 - May 6, 2021

EXECUTIVE SUMMARY - ADARA IMPACT (YEAR TO-DATE, UPDATED TUES. WEEKLY) - LAYP + EDUCATION CAMPAIGN

Impressions / Clicks*	Unique Reach*	Frequency*	Site Visits*	Hotel Searches*	Hotel Bookings*	Flight Searches*	Flight Bookings*
115.5M	9.6M	12.0	162.8K	92,596	2,975	40,103	2,414

Date Observations & Insights

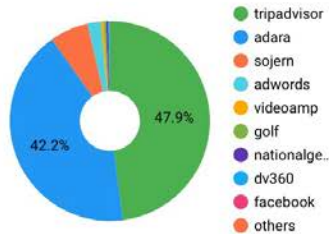
May 6, 2021

- Overall, for the LAYP and Education campaign, 2,975 hotel bookings have been attributed valued at \$1,079,217 in hotel revenue. Additionally, we've seen just over 2,400 flight bookings since campaign launch.
- Since the last reporting period, April has surpassed 1K hotel bookings, with a little over 3-weeks left in the attribution window.
- In terms of top origin markets for hotel bookers, Washington DC is still our top market (accounting for 31.2%), but New York is now our second highest market, accounting for 8.3%, followed by Philadelphia at 7.1%
- Currently, the average length of stay is 4.7 nights, consistent with the previous reporting period.

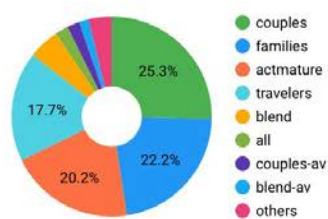
Apr 22, 2021

Overall media attributed bookings have increased by ~400 hotel bookings, bringing our overall total to 2,205 with \$822,075 in revenue. Additionally, the campaign contributed ~200 additional flight

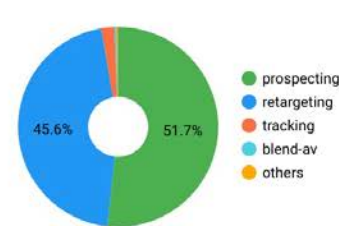
Hotel Bookings by Platform



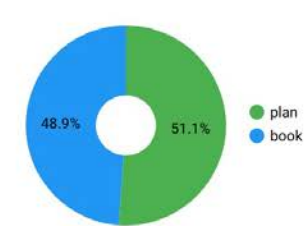
Hotel Bookings by Audience



Hotel Bookings by Target



Hotel Bookings by CTA



Historical Hotel Bookings and Flight Bookings

Jan 1, 2020 - Apr 30, 2021

Hotel Bookings Flight Bookings

Top Hotel Origin Markets

Markets	% of Booking
1. Washington, DC, US	31.4%
2. New York, NY, US	8.3%



Smith Travel Research Report: YTD

Year to Date - September 2021 vs September 2020												
	Occ %		ADR		RevPAR		Percent Change from YTD 2020					
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	35.7	18.4	143.99	96.85	51.43	17.80	94.4	48.7	189.0	207.6	6.4	106.9
York Co+	48.1	28.7	142.36	93.60	68.49	26.87	67.6	52.1	154.9	176.3	8.4	81.7
City of Williamsburg+	47.9	25.9	130.55	88.27	62.54	22.82	85.3	47.9	174.0	167.8	-2.3	81.1
Historic Triangle+	44.7	25.0	138.57	92.31	61.95	23.07	78.9	50.1	168.5	179.8	4.2	86.4
Southern York County+	70.5	50.9	96.36	76.50	67.97	38.90	38.7	26.0	74.7	74.7	0.0	38.7
Total+	45.8	26.1	135.86	90.98	62.20	23.75	75.3	49.3	161.8	172.3	4.0	82.3

Strong leisure travel rebound in April.

Business, Group, and International travel categories have yet to rebound.

2021 YTD: Occupancy 6.5% below 2019; rate is \$13.35 higher than 2019.

*Most recent data available at time of publication.

James City County+
York Co+
City of Williamsburg+
Historic Triangle+
Southern York County+
Total+

Year to Date - September 2020 vs September 2019												
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
James City County+	17.8	43.4	96.33	123.46	17.11	53.54	-59.0	-22.0	-68.0	-71.1	-9.4	-62.9
York Co+	28.8	54.5	93.68	129.23	26.95	70.37	-47.2	-27.5	-61.7	-64.7	-7.8	-51.3
City of Williamsburg+	25.8	53.8	88.37	121.94	22.82	65.61	-52.0	-27.5	-65.2	-68.8	-10.2	-56.9
Historic Triangle+	24.8	51.2	92.29	125.22	22.85	64.11	-51.6	-26.3	-64.4	-67.6	-9.1	-56.0
Southern York County+	50.9	73.0	76.50	88.29	38.90	64.43	-30.3	-13.4	-39.6	-39.6	0.0	-30.3
Total+	25.9	52.0	90.96	123.20	23.53	64.12	-50.3	-26.2	-63.3	-66.5	-8.7	-54.6

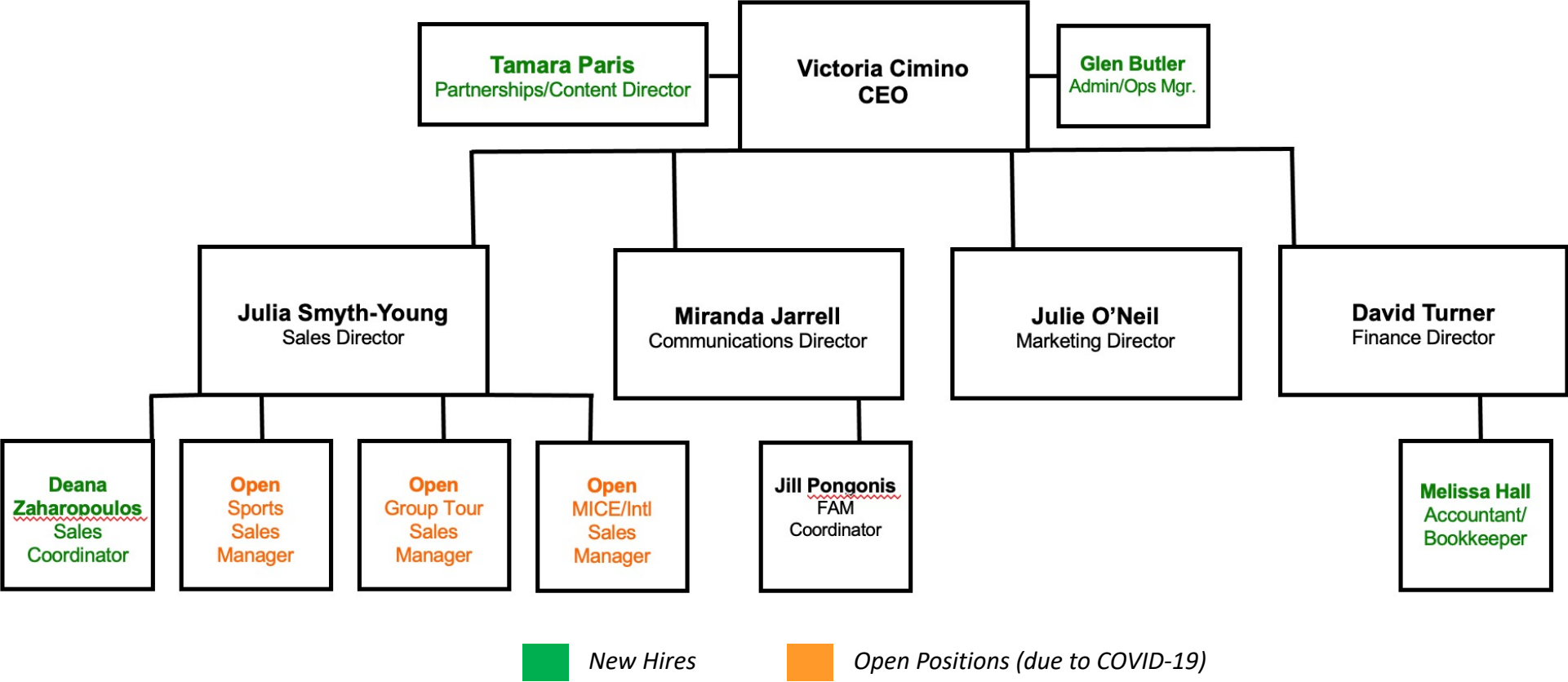
James City County+
York Co+
City of Williamsburg+
Historic Triangle+
Southern York County+
Total+

Administration

New Hires

Public Body Compliance

New Hires



Public Body Compliance

The Williamsburg Tourism Council officially acknowledged its' status as a public body on September 15, 2020; staff was directed to perform the necessary tasks to ensure compliance, including – but not limited to:

- Established separate financial entity/tax ID number
- Obtained directors and officers insurance
- Revised and adopted new by-laws
- Clarified financial auditing and oversight relationship with state government
- Opened new bank accounts
- Obtained separate payroll
- Procured health/dental/vision benefits
- Procured retirement plan
- QuickBooks
- Obtained risk management insurance
- Secured office space lease
- Updated MOU's with external organizations
- Sought AG Opinion, re: Powers and Duties
- Staff compliance training

Questions?

Please contact Victoria Cimino at
victoria.cimino@visitwilliamsburg.com