

Williamsburg Tourism Council

FY22 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

FY22 Board Meetings

Click on hyperlink to view attachment.

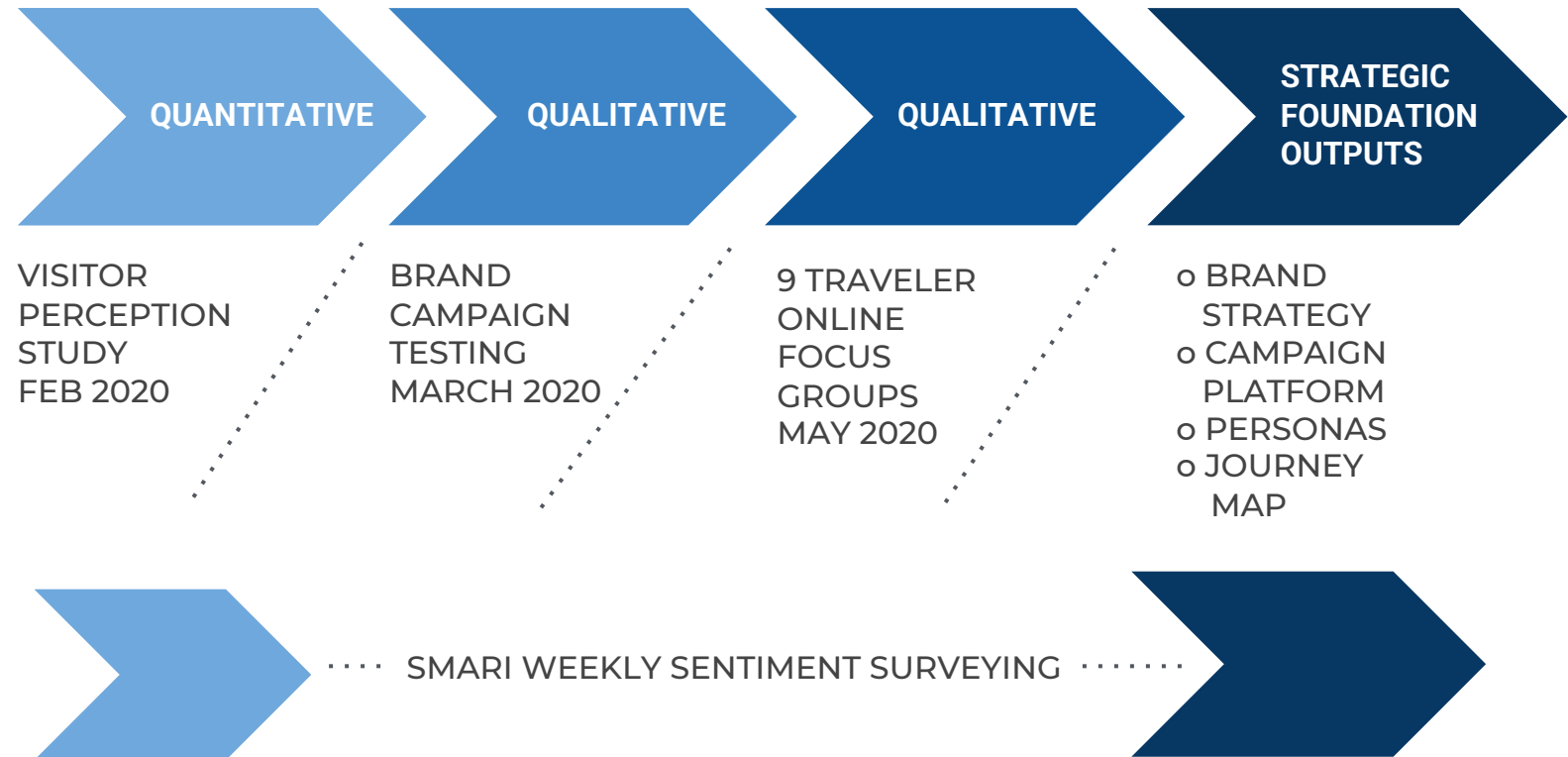
July 20, 2021	<u>AGENDA</u>	<u>MINUTES</u>
September 21, 2021	<u>AGENDA</u>	<u>MINUTES</u>
November 16, 2021	<u>AGENDA</u>	<u>MINUTES</u>
January 18, 2022	<u>AGENDA</u>	<u>MINUTES</u>
March 15, 2022	<u>AGENDA</u>	<u>MINUTES</u>
May 17, 2022	<u>AGENDA</u>	<u>MINUTES</u>

FY22 Media/Creative Strategy

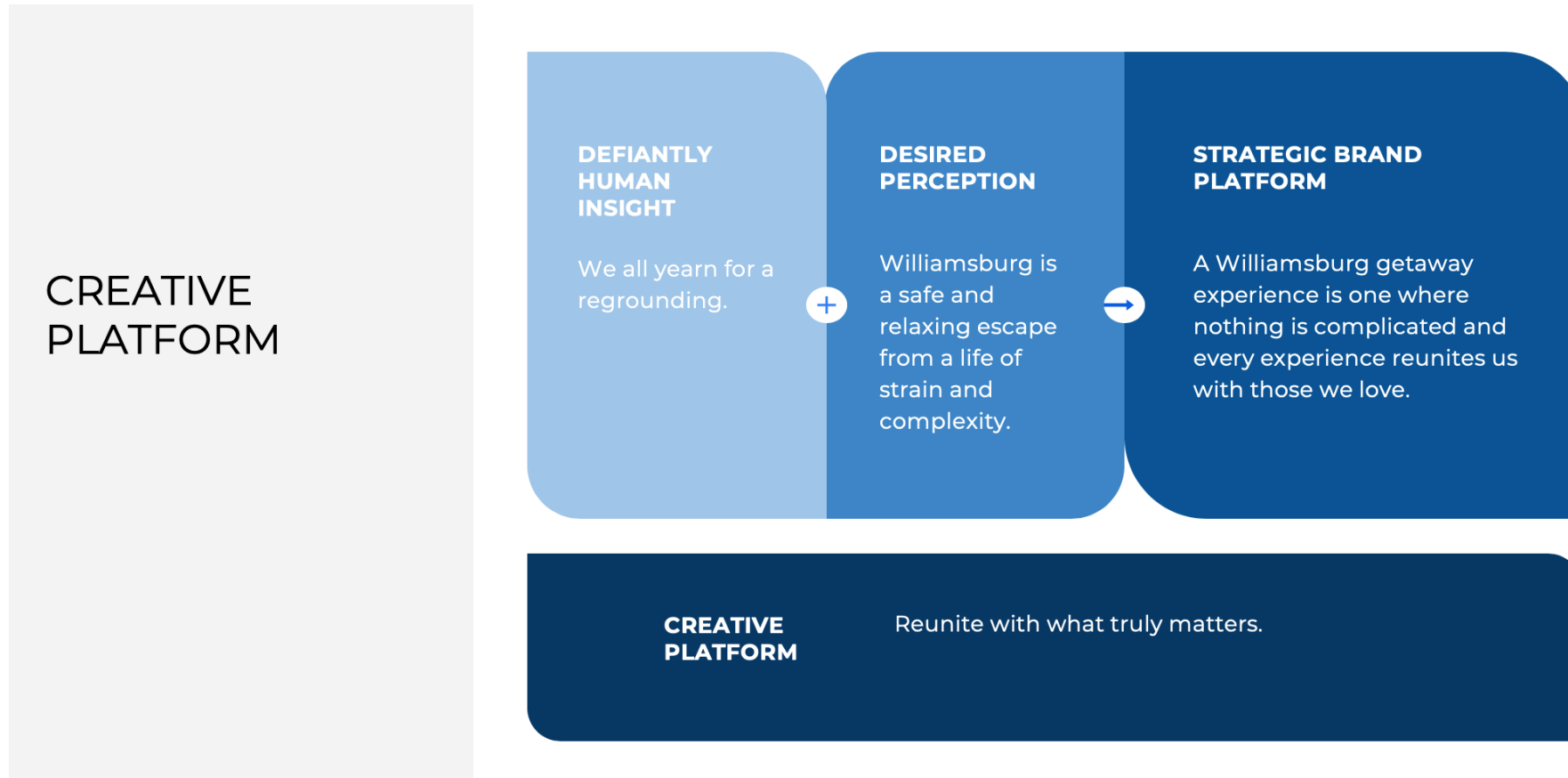
Research

**DATA DRIVEN
STRATEGY.**

ALWAYS.



Creative Platform



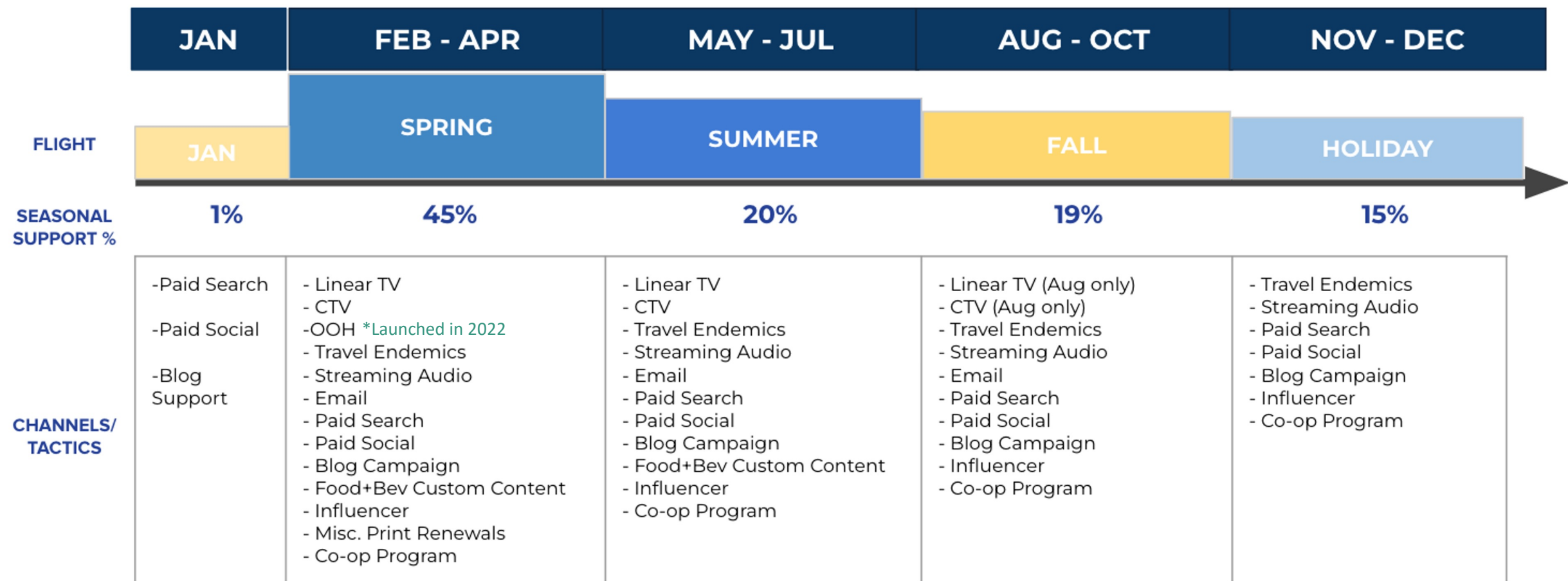
LIFE. AT YOUR PACE.

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.

2021-22 Campaign Overview



Target 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)

Visit
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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.

Target Personas: 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 Personas: See-ers and 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)

Visit
WILLIAMSBURG
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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 Personas: See-ers and 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

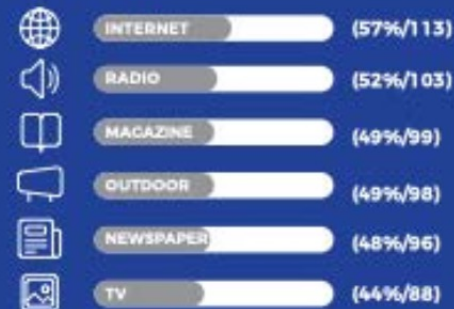
- I'm fascinated by new technology (71%/123) and I like to have a lot of gadgets. (51%/159)
- I like to be connected by phone or Internet at all times. (69%/109)
- The Internet is a main source of entertainment for me. (73%/125)

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 leisure trips as well as a preference for taking several shorter trips than one week long trip.

Target 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)

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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.

Target Personas: 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

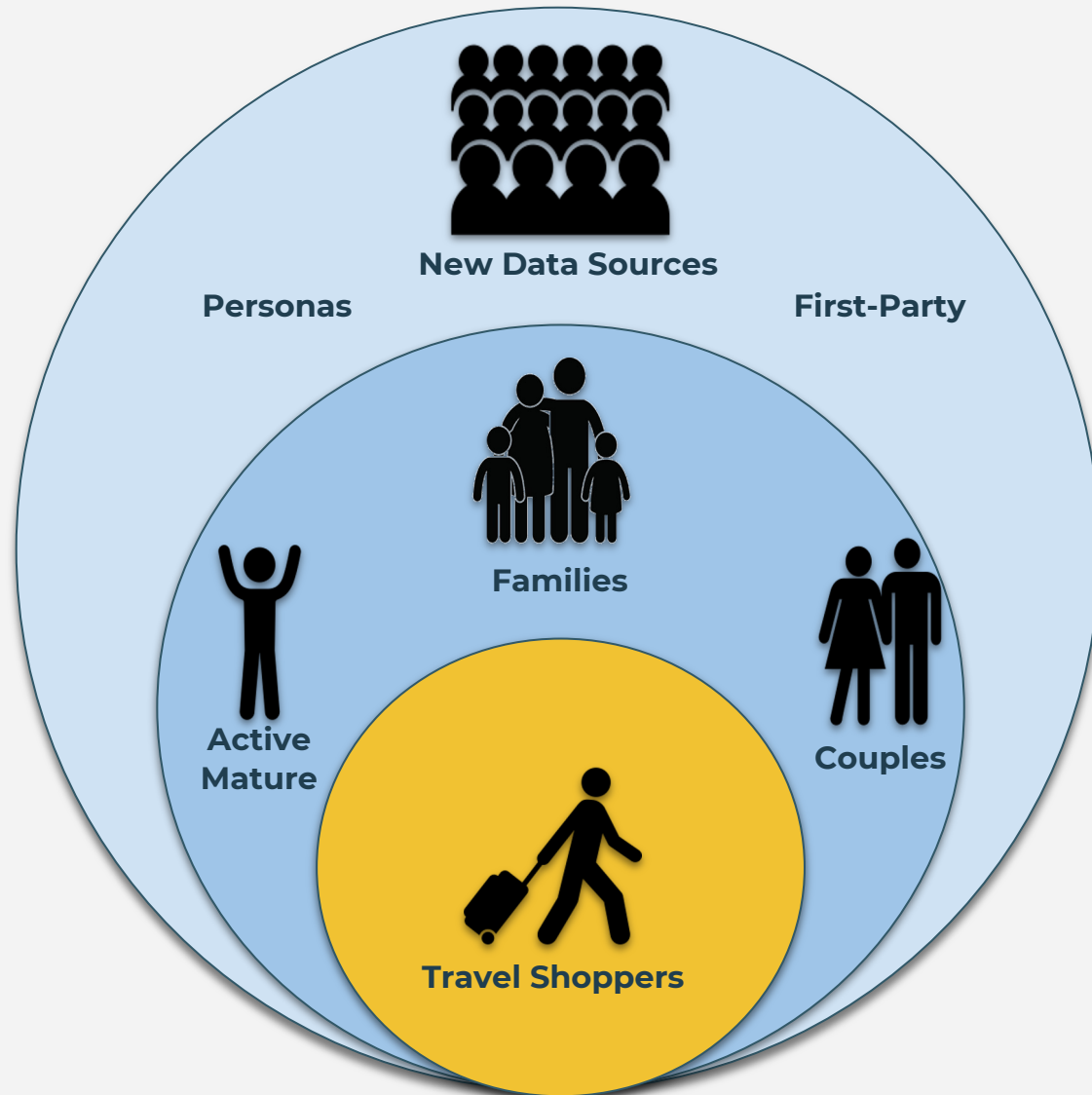
I tend to travel to familiar places with minimal planning involved; however, some inspiration and planning resources include:

FRIENDS & FAMILY

GENERAL WEBSITE SEARCHES



Audience Segmentation



With increased demand in 2022, Visit Williamsburg grew new audiences, while preparing for dramatic shifts in audiences with cookie depreciation.

Geographic Targeting

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 in 2020/21

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

LAUNCH in 2022

- Boston, MA

Creative Execution

:30 Spots

Spring/Summer

Fall/Holiday

Content Programs

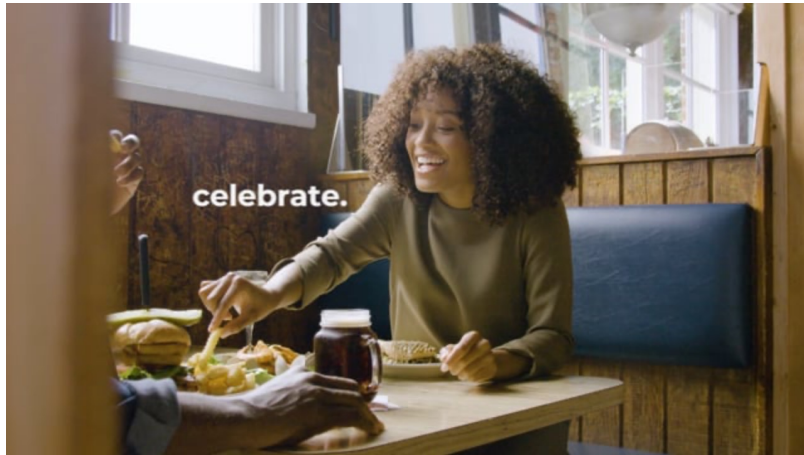
Influencer/Content Creator Partnerships

Out-of-Home

Sales Collateral

Cooperative Marketing Program

:30 Spots



Culture Questers

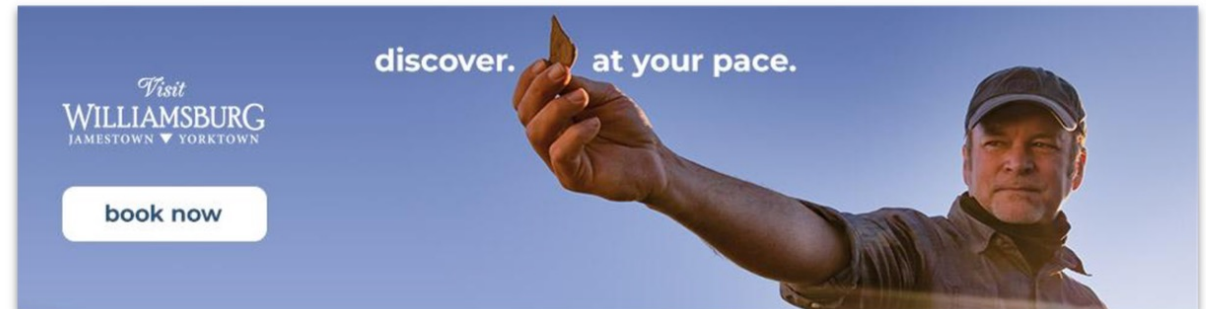
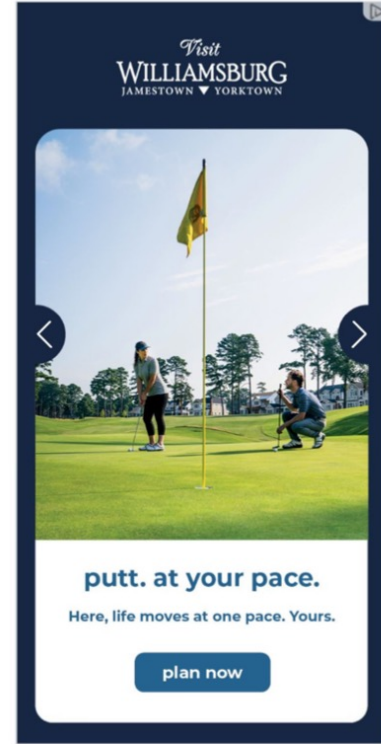
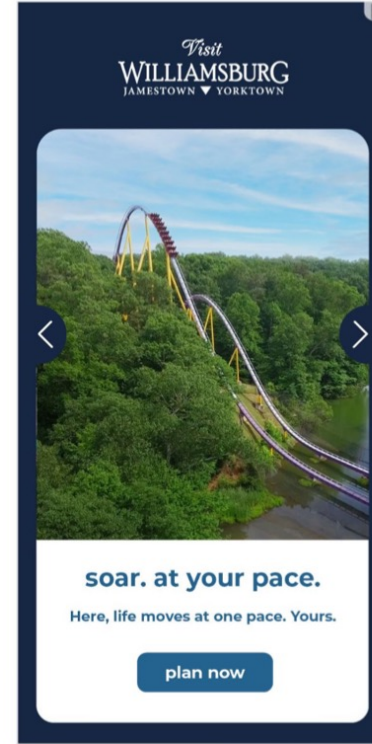
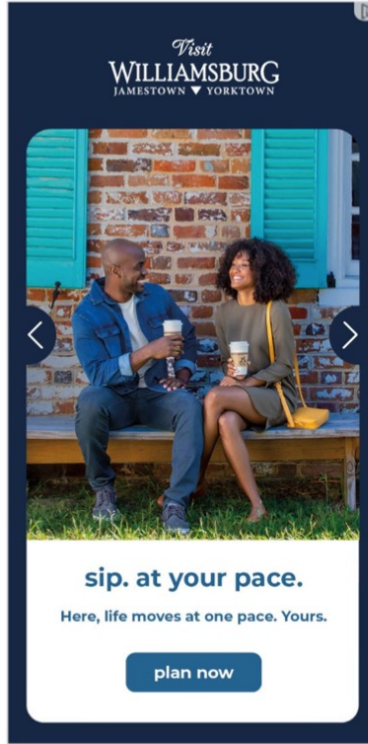


See-ers and Do-ers

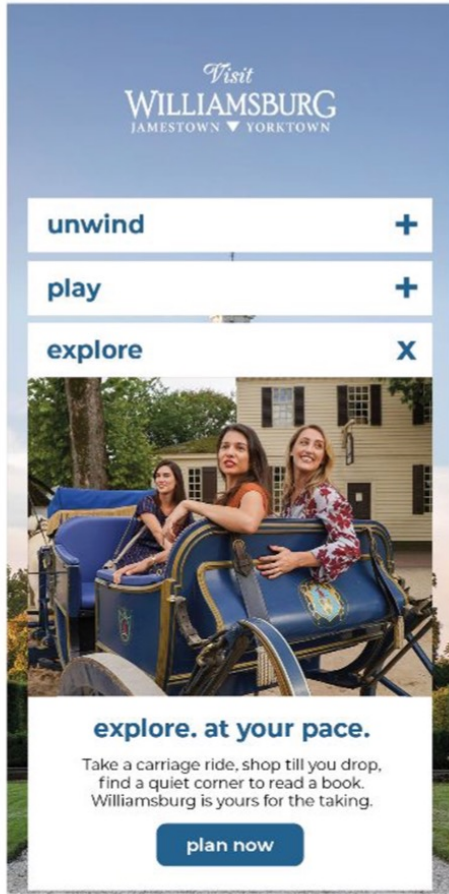
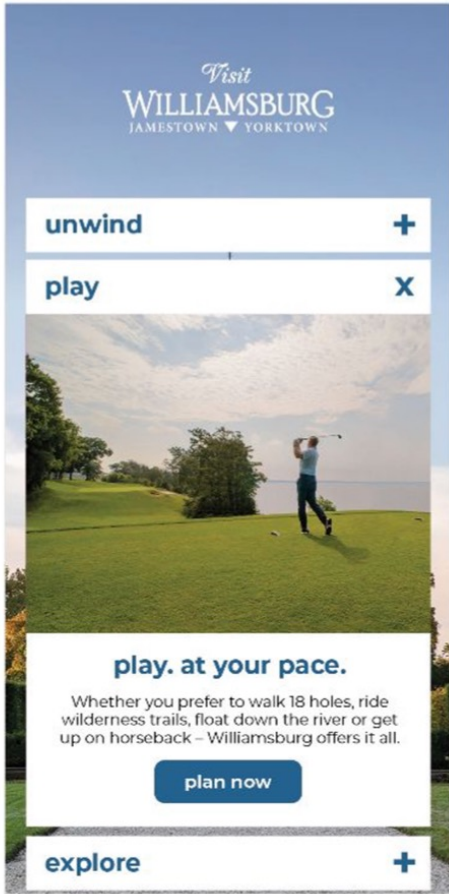
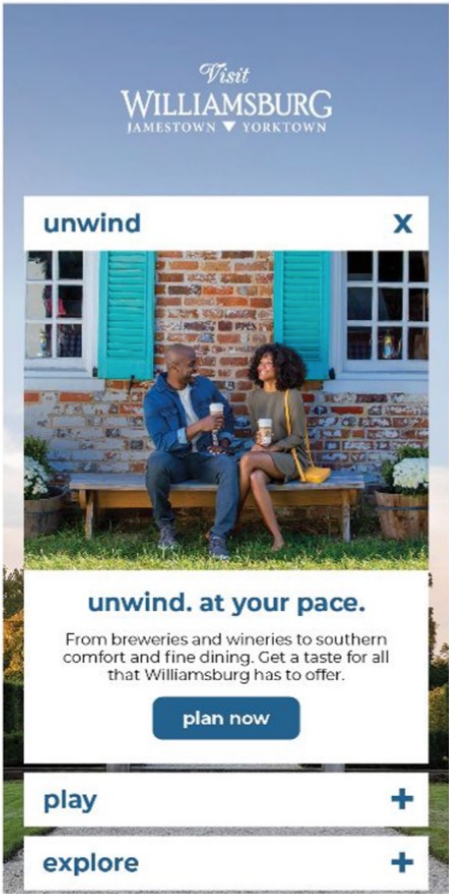


Simple Strivers

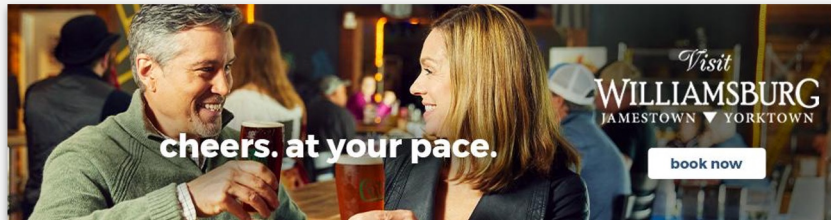
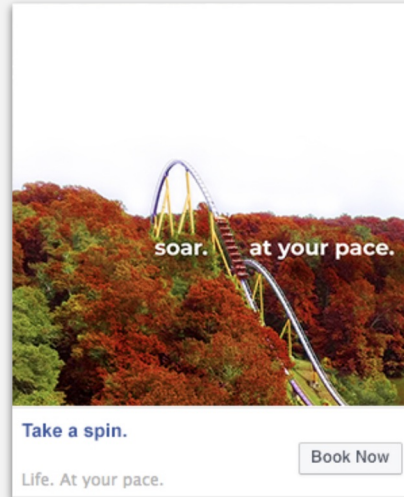
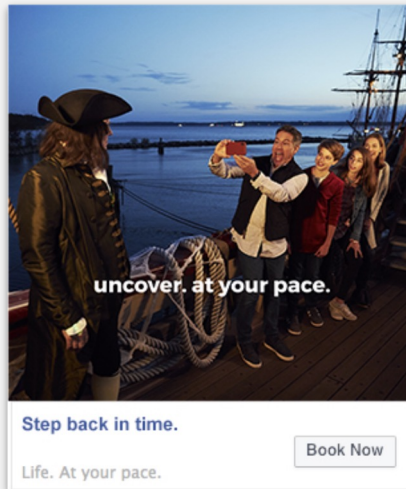
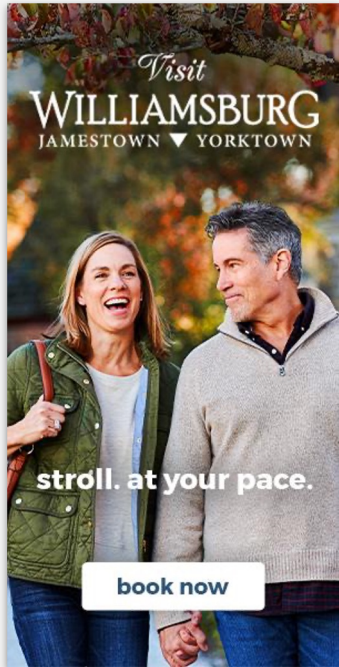
Spring/Summer Creative



Spring/Summer Creative



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.

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

20

562 Comments 311 Shares

Like Comment Share

Content Programs: GOLF.com

Two Onsite Videos

[View Video #1](#)

[View Video #2](#)

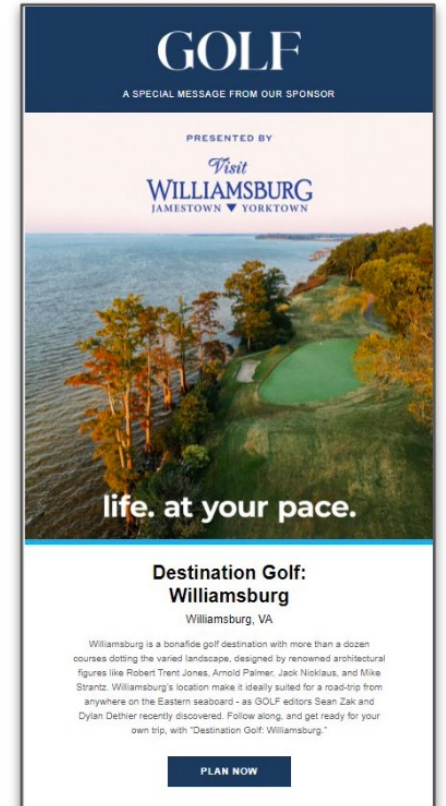
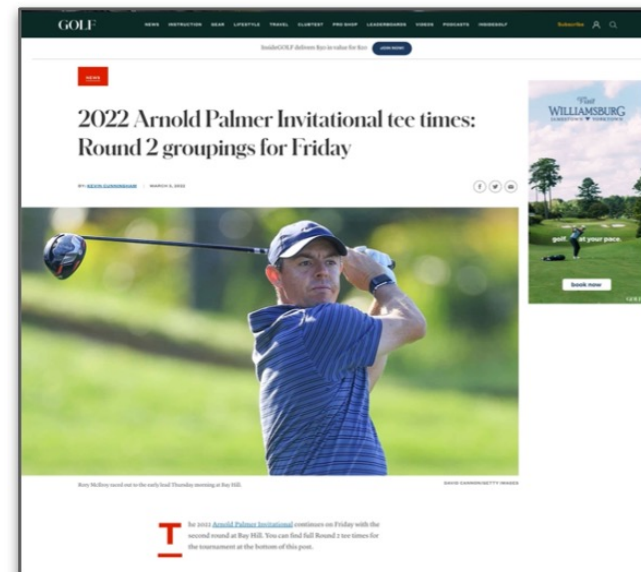
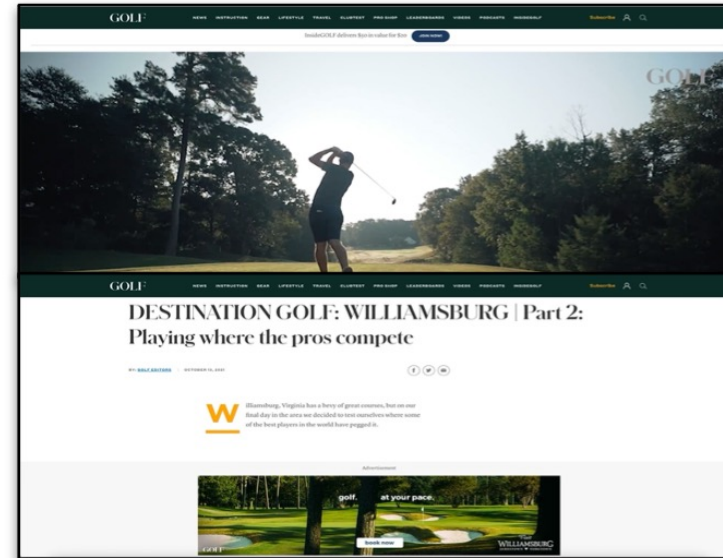
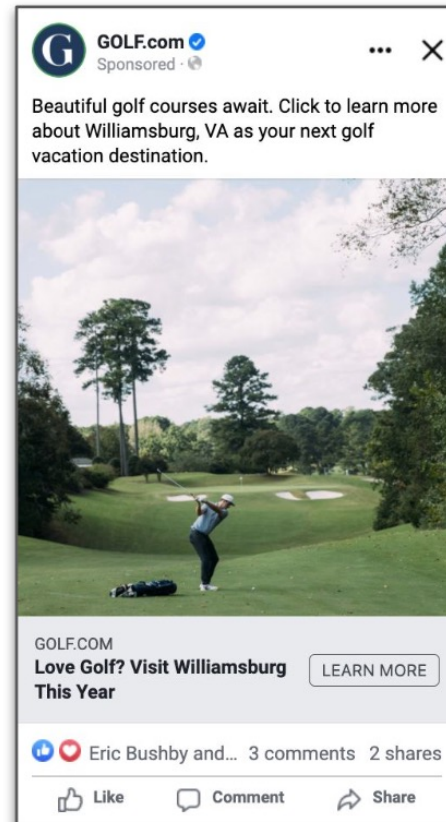
Three Onsite Articles

Subscriber Email

Onsite Digital Display Advertising

Pre-Roll Video

Social Media



Content Programs: Bon Appetit

7.9MM+ impressions March-May

Onsite [Article](#)

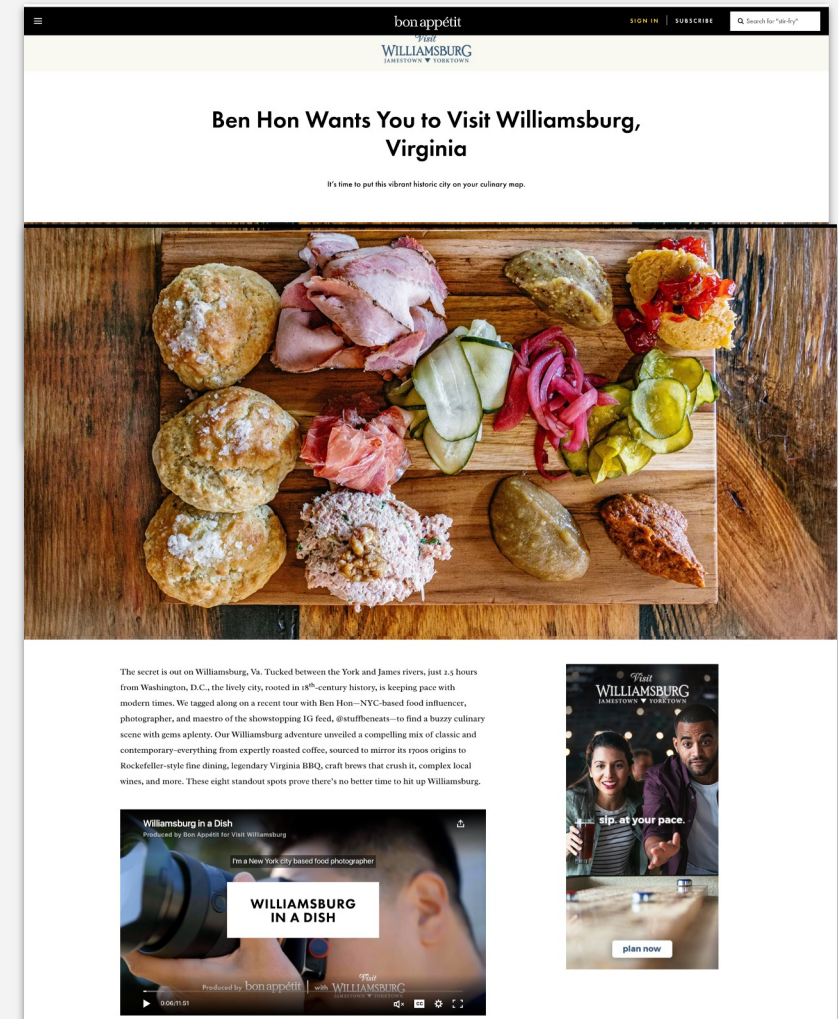
Onsite Display Advertising with added-value across Conde Nast network* sites

Onsite [Video](#)

Pre-roll video across Conde Nast O&O, Youtube

Social Media Amplification (FB, IG, Twitter)

CN Network includes: Architectural Digest, Allure, Ars Technica, Bon Appétit, Condé Nast Johansens, Condé Nast Traveler, Epicurious, Glamour, Gq, Gq Style, House & Garden, La Cucina Italiana Love, Pitchfork, Self, Tatler, Teen Vogue, The New Yorker, The World Of Interiors, Them, Vanity Fair, Vogue, Vogue Business, Vogue Global Network, Wired



Influencer/Content Creator Partnerships

Anna Hartman

Leah Bandoni

Ashley Washington

Kalyn Letizia

Samantha Brooke Mignone

Tabitha Sewer

Christine Andrew

Samantha Brooke Mignone

Evan Woodard

Lanna Nguyen

Jackie Greaney and Paul Havel

Kristy Wicks

Ashlee Stoodley

Rachel Lipton

Dustin and Burton Buffaloe

Lance - The History Guy

Ciara Johnson

Julia Dzafic

Tori Roloff

Frederick Murphy

Oneika Raymond

Navy and Duke Corgis

Justin Chapple

Julia Randall

Benny Or

Nicole Sunderland

Witney Carson

Rio Travelers

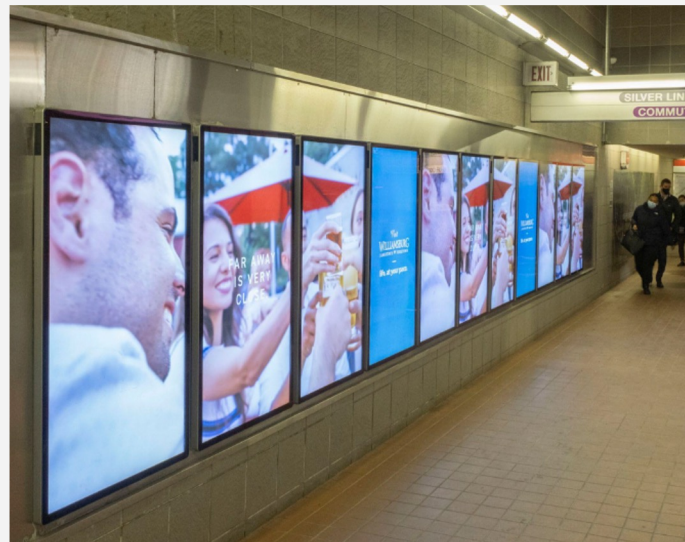
Elvi Konz

Shawn Johnson

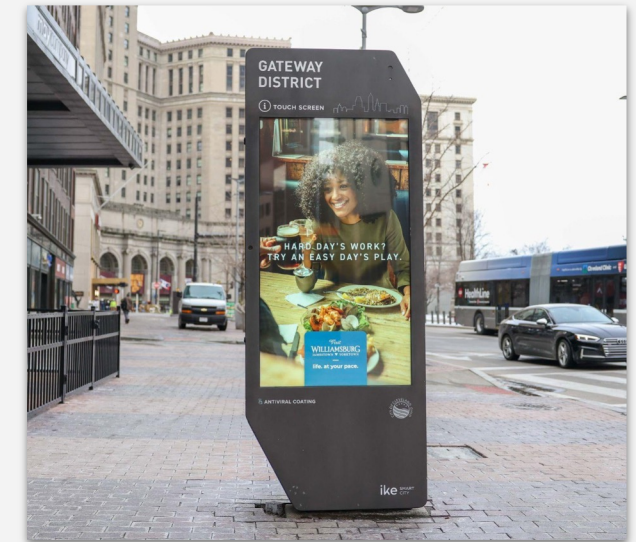
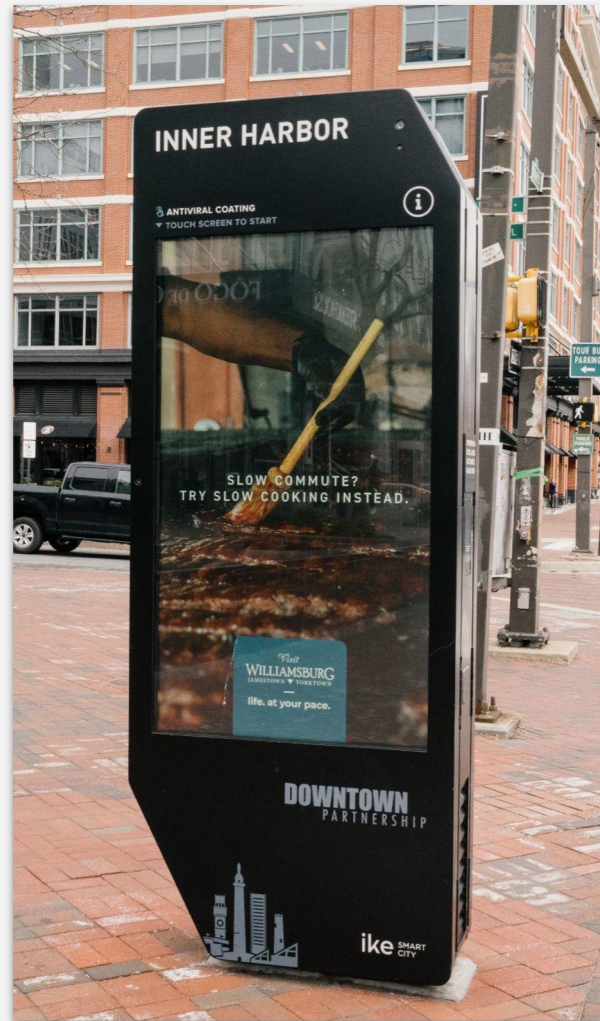


Out-of-Home

Boston (3/7-6/5)	Station Domination Interior Subway Digital Liveboards Digital Bulletin Program Digital Urban Panels
New York (3/7-5/8)	Station Domination Interior Subway Digital Liveboards
Philadelphia (3/18-5/8)	Station Domination Urban Panels
Baltimore (3/11-5/8)	Station Domination Digital Spectacular Kiosks
Washington DC (3/14-5/8)	Digital Liveboards Bike Share
Cleveland (3/18-5/1)	Wallscape Kiosks Static Pillars



Out-of-Home



Sales Collateral



explore. at your pace.

outdoor activities

The picturesque beauty of our region is more than just a pretty place to see, it's a place to be explored. Kayak through historic rivers and creeks, or lace up your sneakers and hike or bike through miles of scenic trails. Play a round of golf on courses designed by all-time greats of the game. Or, if relaxation is on your agenda, kick your feet up and enjoy calm waters on Yorktown Beach.

amusement

Get your adrenaline pumping with exhilarating amusement activities. Visit theme parks with roller coasters that will have you touching the sky and water slides with gravity-defying drops. Spend the afternoon zip-lining through the treetops or chasing thrills at every turn in a roaring go-kart race.

history & culture

Explore the grounds of America's first settlement in Jamestown, or shop along the quaint streets of historic Williamsburg. Dig into the forensics of our country's earliest settlers, or experience a day in the life of one. This isn't just a place to learn about our shared history—it's a place to live it.

food & drink

There's a different kind of revolution happening in Williamsburg these days. A culinary one. No matter what you're in the mood for—be it a fresh take on southern comfort food, or an immersive deep dive into wine and craft beer—you'll find no better place in all of Virginia to indulge.

travel. at your pace.

- Conveniently located within a 2.5-hour drive from Washington, D.C.
- Accessible via three international airports
- Amtrak Station located in the heart of downtown with convenient routes connecting to D.C. and the Northeast Corridor
- Low-cost parking and a local trolley servicing major points of interest

discover. at your pace.

- Escape the stresses of modern day life and experience a day in the life of America's earliest settlers.
- Get lost in quaint, small town living, stroll through cobblestone streets and breathe in our natural landscape
- Explore any of Williamsburg's 30 museums, art and craft galleries, and a range of local creations and experiences

indulge. at your pace.

- Commemorate your trip with unique finds at local boutiques and specialty shops, or bargain shop at the premium outlet mall
- From contemporary southern cooking to sophisticated fine dining, each Williamsburg establishment hosts innovative chefs that turn local ingredients into unforgettable bites
- Find the perfect pairing for any meal, or simply sip and enjoy award-winning wine and local craft beers

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Cooperative Marketing Program

Cooperative Marketing Program Specifications Sheet

Required Banner Sizes:

300 x 600
728 x 90
320 x 50
300 x 250

Image:

Up to 200 KB initial load. Contact media vendor for any further details.

Headline:

Montserrat (OTF) **Bold**

Lowercase only.

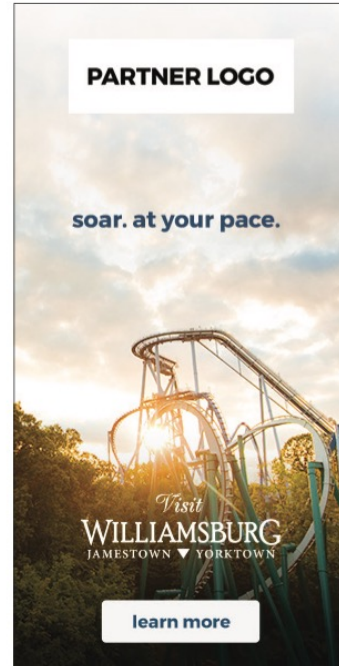
Approximately 16–20 pixels.
Replace first word only with a word of your choosing or pick one from our list of examples.

Logos:

WTC logo must be present on all banners. Partner logo must be of equal or lesser size. Make sure logos are easy to read. Apply gradient to background for added visibility.

CTA Button:

Call-to-action button may be customized as needed.



300 X 600 PIXELS

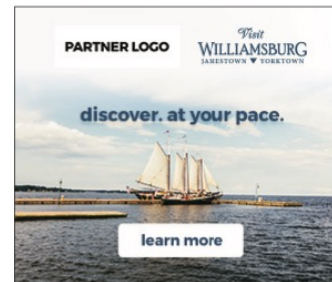
Examples:

putt. at your pace.
paddle. at your pace.
cruise. at your pace.
fly. at your pace.
race. at your pace.
soar. at your pace.

experience. at your pace.
uncover. at your pace.
discover. at your pace.
cheers. at your pace.
devour. at your pace.
sip. at your pace.



320 X 50 PIXELS



300 X 250 PIXELS



728 X 90 PIXELS



Sales: Strategy/Tactics

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
- Regional and national tournaments and championships

- **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** (local/regional/national faith-focused gatherings)
- **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.)
- Good fit for destination inventory

- International origin markets comprised of multiple market segments
- FIT (Foreign/Free Independent Traveler)
- M.I.C.E.

why

- Fastest-growing industry segment; projected to quadruple by 2030
- Year-round events and booking opportunities for local, state, regional, and national organizations
- Room blocks vary from 10 to 1,000+
- Potential for significant investment/upgrade to Williamsburg sporting facilities

- Location and historical significance/symbolism makes Williamsburg an attractive selection
- Typically book far in advance (1-2 years)
- Aggregately covers all seasons

- Multigenerational opportunities
- Niche groups returning
- 15 million+ annual room nights globally
- \$19 billion+ annual economic impact (global)
- High turnover

- Growth opportunity
- Book further in advance, with longer stays and higher spending
- Anxious to return to travel

sales activities

- Client events, marketing programs, sponsorships
- Tradeshows
 - Sports ETA: 5/2-5/5
 - Connect Sports: 8/8-8/10
 - TEAMS: 10/10-10/13
 - Sports Congress: TBD
 - National Softball Association (NSA): TBD

- Client events, fairshare/co-ops, sales calls, sponsorships
- Tradeshows
 - Religious Conference Management Association (RCMA) Emerge: 2/1-2/3
 - Society of Government Meeting Professionals (SGMP) Chapter: 3/1-3/2
 - Connect Specialty: 5/22-5/24

- Client events, sales calls, fairshare/co-ops, sponsorships, educational seminars, and networking events
- Southeast Tourism Society (STS) FAM: 2/11-2/12
- Student & Youth Travel Association (SYTA) FAM: August
- Tradeshows
 - American Bus Association (ABA): 1/8-1/11
 - STS Domestic Showcase: 2/13-2/15
 - Virginia Motorcoach Association (VMA) Regional Meeting: 8/23-8/26
 - National Tour Association (NTA): 11/13-11/19

- Tradeshows
 - IPW: 6/4-6/8
 - Capital Region USA (CRUSA) Marketplace: TBD
 - CRUSA Global Forum: TBD
 - Travel South Showcase: TBD





memberships

- Sports ETA
- PlayEasy

- RCMA
- SGMP
- Military Reunion Network

- SYTA
- NTA
- ABA
- VA, NC, MD, and PA Motorcoach Associations

- CRUSA
- 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 • Diversity & Inclusivity (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 • Multiyear options • International programs • Firm budgets 	<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 • Segment has been under solicited in destination (room for growth) 	<ul style="list-style-type: none"> • High concentration of regional associations in Richmond • High association presence in nearby Washington D.C. • 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 	<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, seven 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. • Second 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"> • Client events, sales calls, fairshare/co-ops • Tradeshow <ul style="list-style-type: none"> • Meeting Planners International (MPI) Virginia Annual Conference: 7/31 • Small Market Meetings Conference: 10/2–10/4 	<ul style="list-style-type: none"> • Client FAM(s) • Tradeshow <ul style="list-style-type: none"> • Connect Specialty: 8/8–8/10 • African American Travel Conference: 4/12–4/14 	<ul style="list-style-type: none"> • Client events for regional association management firms, sales calls, fairshare/co-ops • Tradeshow <ul style="list-style-type: none"> • Virginia Society of Association Executives (VSAE) Annual Conference: 5/1–5/3 • VSAE Fall Conference and Exhibit: 10/5–10/6 • Connect Association: TBD 	<ul style="list-style-type: none"> • Client events, sales calls, fairshare/co-ops • Tradeshow <ul style="list-style-type: none"> • MPI Annual Conference: 7/31 • Small Market Meetings Conference: 10/2–10/4
memberships	<ul style="list-style-type: none"> • MPI • HelmsBriscoe • ConventionPlanit 	<ul style="list-style-type: none"> • LGBT Meeting Professionals Association • National Coalition of Black Meeting Professionals 	<ul style="list-style-type: none"> • Independent Meeting Planners of Greater Washington • VSAE • Association Executives of North Carolina 	<ul style="list-style-type: none"> • MPI • HelmsBriscoe • ConventionPlanit

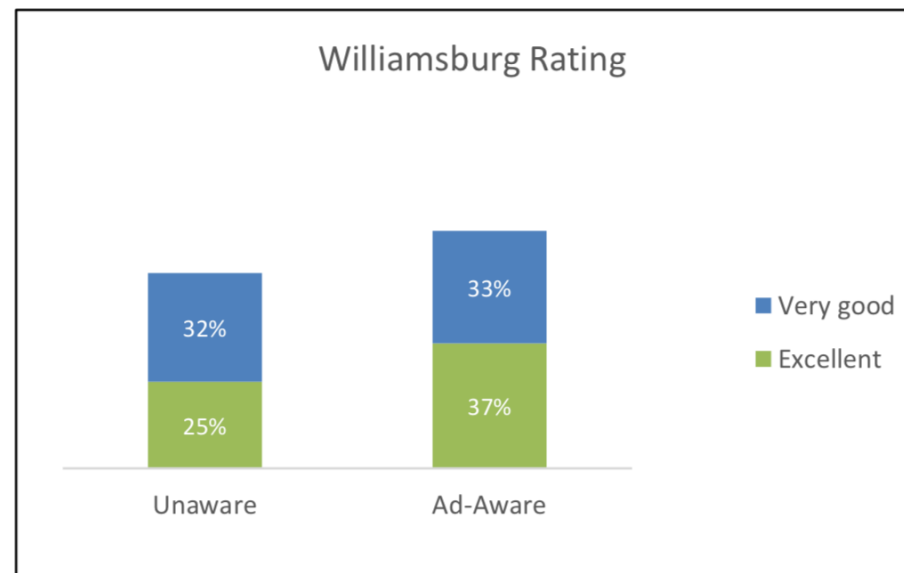
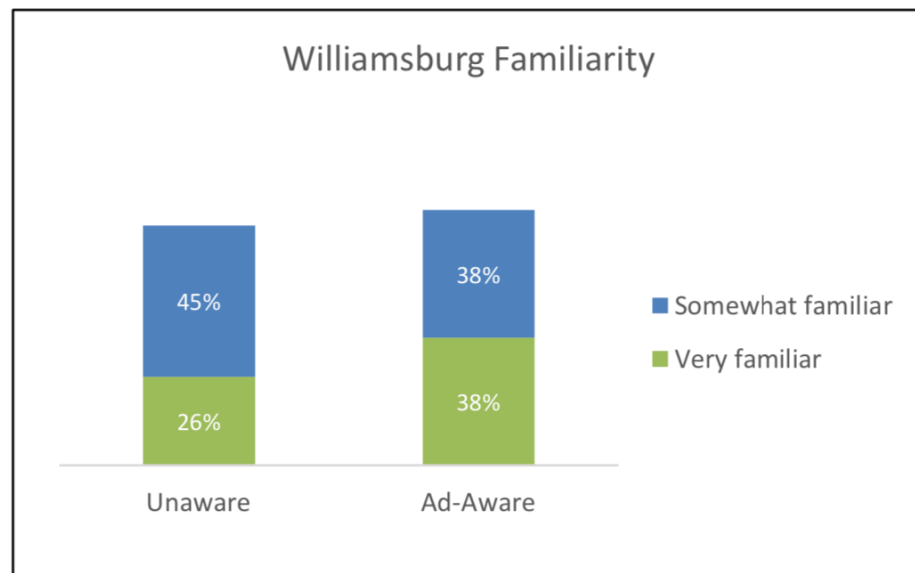
Ad Effectiveness/Return on Investment

Methodology

Proven Markets (short drive, established success, heaviest volume)	Surveys
Baltimore, Charlotte, Charlottesville, Greenville NC, Harrisonburg, Philadelphia, Raleigh, Roanoke, Salisbury, DC	1,642
Expansion Markets (flight markets & large scale)	Surveys
Cleveland, Columbus OH	212
Boston (future advertising target market)	151

- Data collected via online survey
 - Provides a representative measure of ad recall
 - Total of 2,005 surveys completed (Boston excluded from ad analysis)
- Research conducted in proven and expansion markets among leisure travelers who normally take at least one trip a year that involves an overnight stay or is at least 50 miles from home

Familiarity and Overall Rating



Those aware of advertising are more likely to “very familiar” and are more likely to rate the destination an “excellent” place to visit, indicating the advertising is educating consumers and building more positive perceptions.

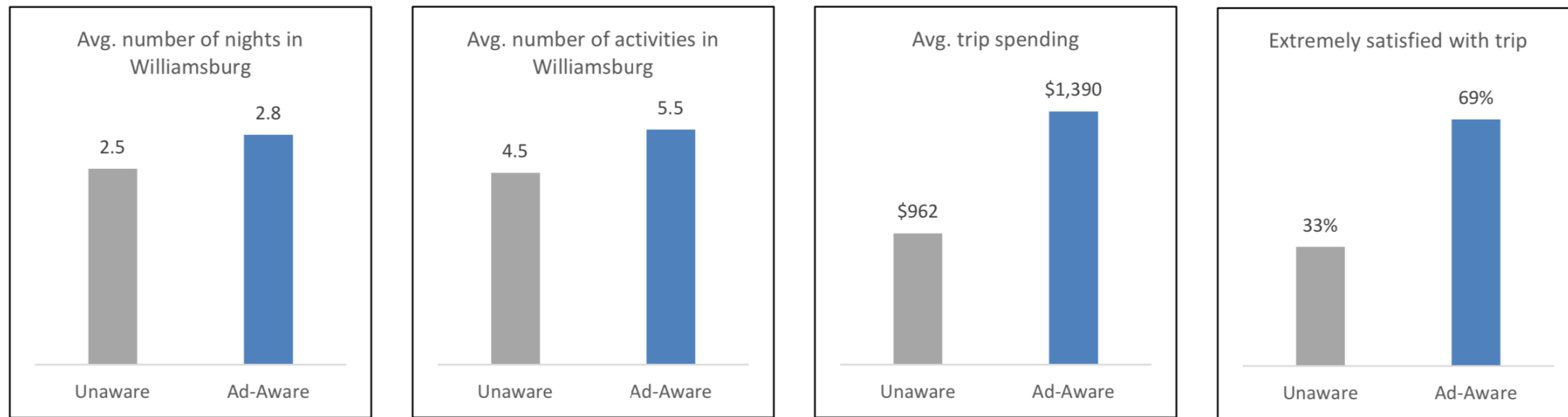
Ad Impact on Image

Williamsburg mean rating on a 5-point scale for...	Unaware	Ad-Aware	Difference
An exciting destination	3.50	3.83	0.33
Has unexpected attractions and activities	3.49	3.78	0.29
A place with a forward thinking, innovative culture	3.33	3.61	0.27
Black history sites and landmarks	3.27	3.53	0.26
A place that celebrates diversity	3.38	3.62	0.24
An open-minded place	3.53	3.76	0.23
Unique local dining	3.61	3.82	0.21
A fun destination	3.72	3.93	0.20
A place with a welcoming culture	3.78	3.98	0.20
Shopping	3.56	3.73	0.17
Unique experiences	3.83	3.98	0.15
Cultural attractions	3.87	3.99	0.12
Family friendly	4.15	4.24	0.08
A safe place to visit	4.00	4.05	0.06
Historic sites and landmarks	4.25	4.26	0.01

- Advertising has boosted specific perceptions of the destination
- Greatest impacts realized for attributes that are not strengths

Industry Benchmark:
4.0+ Excellent
3.75-3.99 Good
3.50 – 3.74 Average
< 3.5 Below Average

Ad Impact on Visit



Advertising influenced length of stay, number of activities, spending, and trip satisfaction, which suggests the advertising is effectively showcasing travel product and inspiring longer, more active trips.

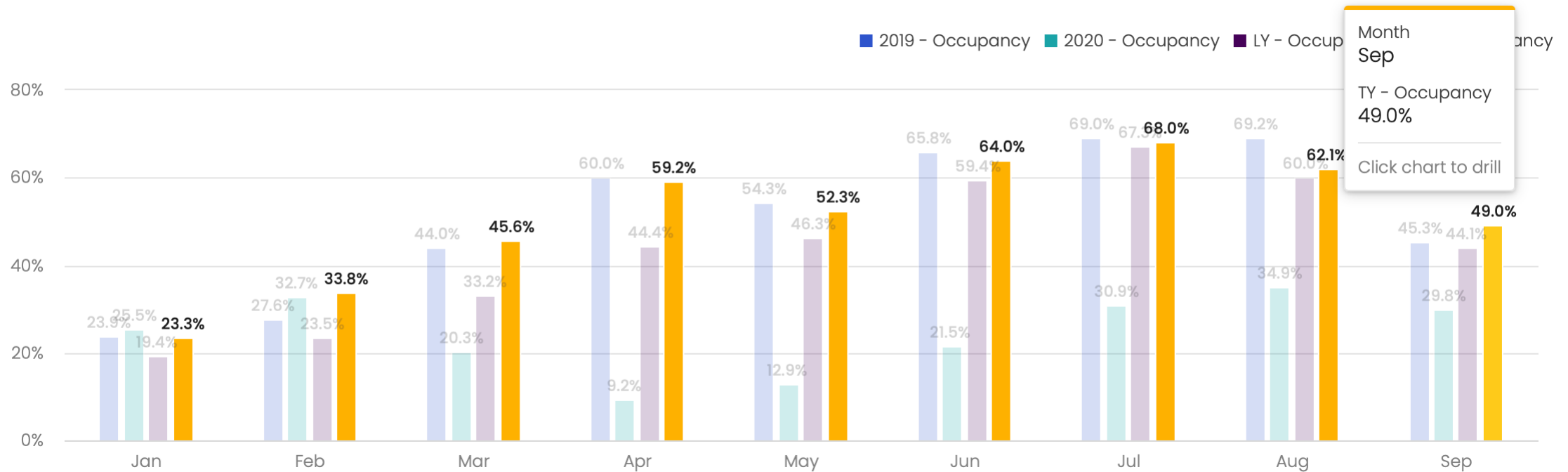
Economic Impact and ROI

	March 2021 – September 2021	October 2021 – December 2021	Total
Incremental Trips	310,718	44,893	355,611
Avg. Trip Spending	\$1,307	\$1,390	\$1,318
Ad-Influenced Trip Spending	\$406,199,872	\$62,415,841	\$468,615,713
Media Investment	\$5,713,341	\$1,396,235	\$7,109,576
ROI	\$71	\$45	\$66

Advertising (2021) influenced close to 356,000 trips, \$469M in spending, and a return of \$66 for each \$1 investment in media.

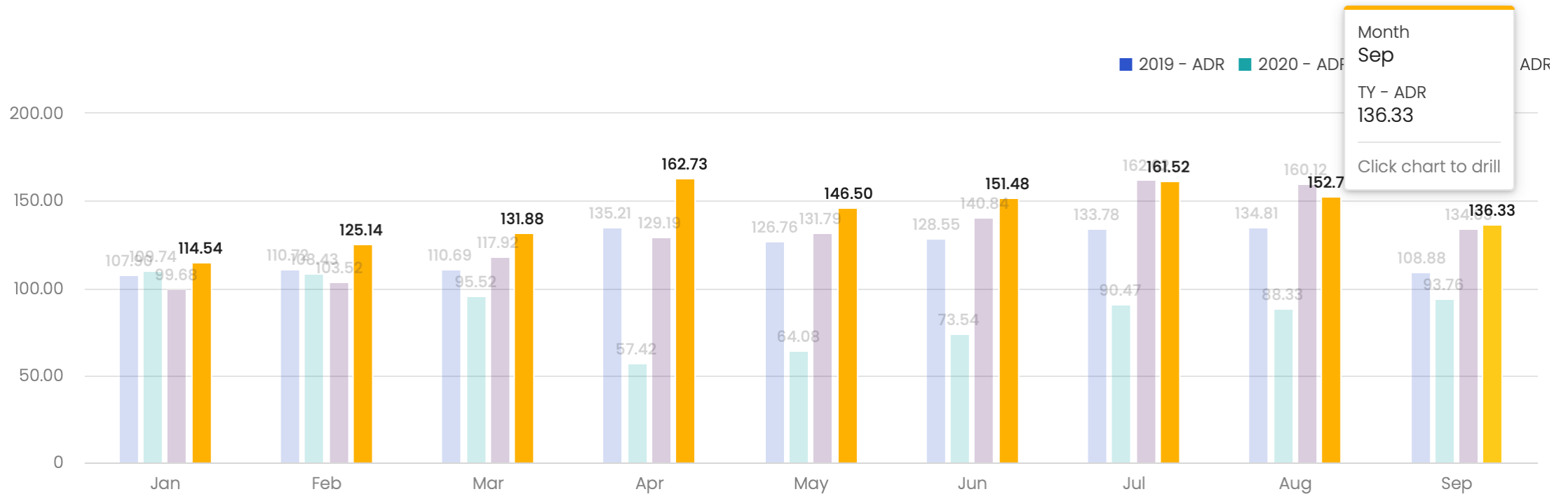
STR Data

STR: Occupancy



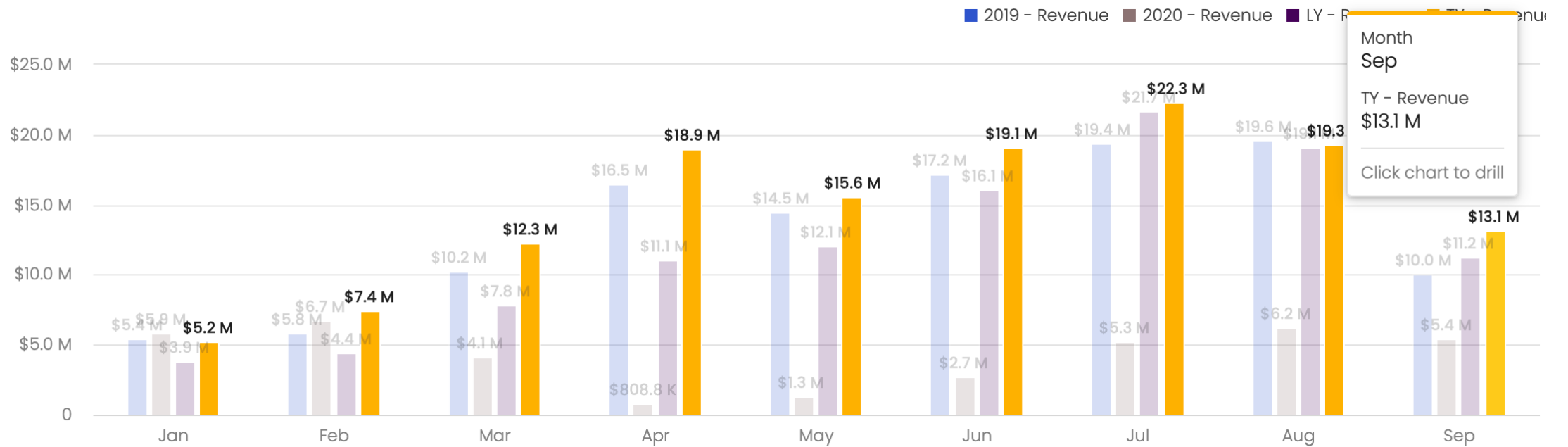
**Most recent data available at the time of publication.*

STR: Average Daily Rate



**Most recent data available at the time of publication.*

STR: Revenue



**Most recent data available at the time of publication.*

STR: Comparison to Pre-Pandemic Levels

YTD Occupancy

51.1%

YTD ADR

\$146.84

YTD RevPAR

\$75.10

YTD 2019 Occupancy

51.2%

YTD 2019 ADR

\$125.22

YTD 2019 RevPAR

\$64.11

Occ % Point Change YTD from 2019

-0.1%

ADR % Change YTD from 2019

+17.3%

RevPAR % Change YTD from 2019

+17.1%

Questions?

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