

Visit Williamsburg

# ADVISORY COUNCIL UPDATES

May 21, 2019



PERCEPTURE

# April

**18**

MEDIA  
PLACEMENTS

**16.9MM**

IMPRESSIONS  
FROM PR

**3.1MM**

IMPRESSIONS  
FROM SOCIAL  
MEDIA

**4.7K**

ENGAGEMENTS  
VIA SOCIAL  
MEDIA

**11.3K**

INSTAGRAM  
FOLLOWERS



# PR Highlights

APRIL 2019

EXPLORE TRAVEL+LEISURE

T+L + TRIP IDEAS + SUMMER VACATIONS

## The Best Places to Travel in July

BY PATRICIA DOHERTY | UPDATED: APRIL 23, 2019

### Greater Williamsburg, Virginia



#### Vote for Williamsburg

Best Historic Small Town

Originally the capital of Virginia (the largest state at that time) from 1699-1780, Williamsburg lost much of its prominence when the capital was moved to Richmond. However this was a blessing in disguise as... [Read More](#)

[See All Nominees](#)

[Leaderboard \(Closed\)](#)

[Share this Nominee](#)



Colonial Williamsburg Foundation commemorates 40 years of African-American historical interpretation, a community to experience spotlighted programming, a series of connecting conversations on the past, the Foundation's work, and a special exhibition in remembrance of the African-American men and women who forged the nation. Featured is the reenactment of William Third estate sale at Colonial Williamsburg's Oct 10, 1704. Program manager Christy Coleman, preparing a slave auction to be auctioned off, sets program before judging it and attempting to keep among Foundation.

moment one enters Historic Area of Colonial Williamsburg they have entered 18th century America. Historic characters reenactors, or interpreters, engage visitors in local conversations about American ideals and the legacy of decisions made nearly 300 years ago.

our modern lives, we don't connect to people who disagree with us very often" sayseryl Raschau, Colonial Williamsburg's manager of actor interpreters. "We explore a complex history here and people have a lot of differing opinions about what that history means for us today. We strive to explore that and still part as friends. That's inspiring to. There may be something about engaging from the perspective of the past that is a less divisive."

85° Sunny

Richmond Times-Dispatch  
VIRGINIA'S NEWS LEADER



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## Travel Trending with Kathy Witt: Former 'insane asylums' repurposed as museums and hotels

By Kathy Witt Kathy Witt (TNS) Apr 17, 2019

How crazy is this? There are former "insane asylums" all over the U.S. that have been given new life as upscale hotels, art museums — even a medical history museum. Here are four:

### INDY'S OLD PATHOLOGY BUILDING NOW MUSEUM OF MEDICAL HISTORY

Clocking a half century in 2019, the Indiana Medical History Museum ([www.imhm.org](http://www.imhm.org)) rises from the grounds of the former Central State Hospital in Indianapolis. Originally known as the "Indiana Hospital for the Insane," it was referred to as "Indiana Crazy House" in a circa 1880s broadside written as an expose by Civil War veteran Albert Thayer, a former patient.

## Budget Travel

DESTINATIONS GET INSPIRED VIDEO CULTURE FOOD & DRINK ADVENTURE TRAVEL TIPS NEWS

DESTINATIONS

## 10 Best Bargain Trips for Spring

4/12/2019 — By Robert Firpo-Cappiello, Maya Stanton, Liza Weisstuch

### 5. Williamsburg, Virginia





# PR Initiatives

MAY 2019

- Summer Pitching
  - Satellite Media Tour (16 Broadcast & 5 Radio Markets)
  - Pitch Angles: Culinary, Family Getaways for Summer/Fall, History and Special Events
- Broadcast outreach and bookings:
  - Culinary segments booked for Mother's Day, Memorial Day & National Hamburger Day
- Visiting Journalists
  - Girlfriend Getaways Media Fam May 8-10
    - 8 Journalists: OffMetro, Philadelphia Sun, JustLuxe, CharlotteFive, Toronto Sun and more
  - Traveling Dad and Kidventurous writers visiting
  - Pitch, vet, coordinate logistics, follow up for coverage including future visit discussions with Budget Travel and Parents Magazine





# Social Media & Influencer Highlights

APRIL 2019

3.1MM impressions and 4.7K engagements via social media content

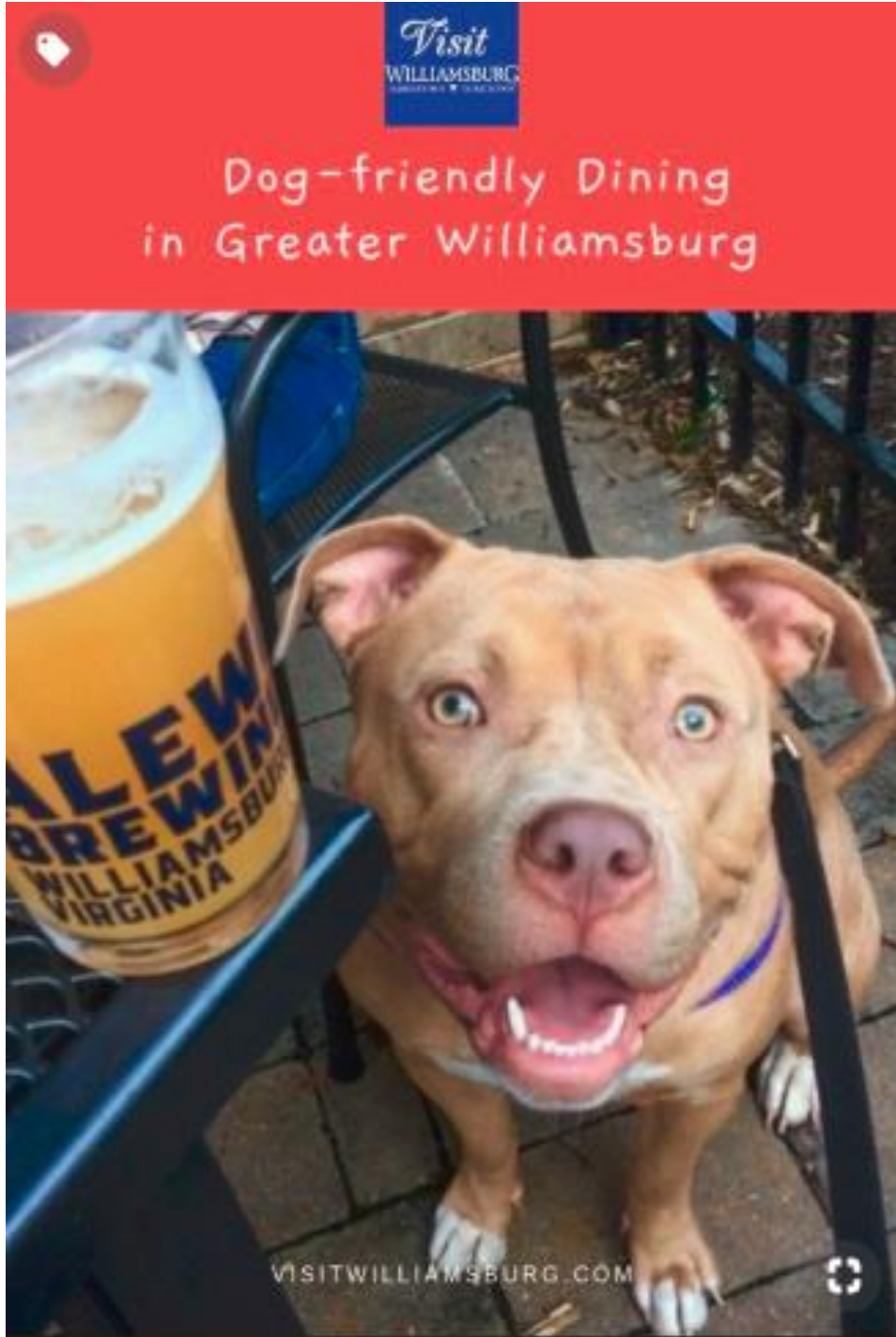
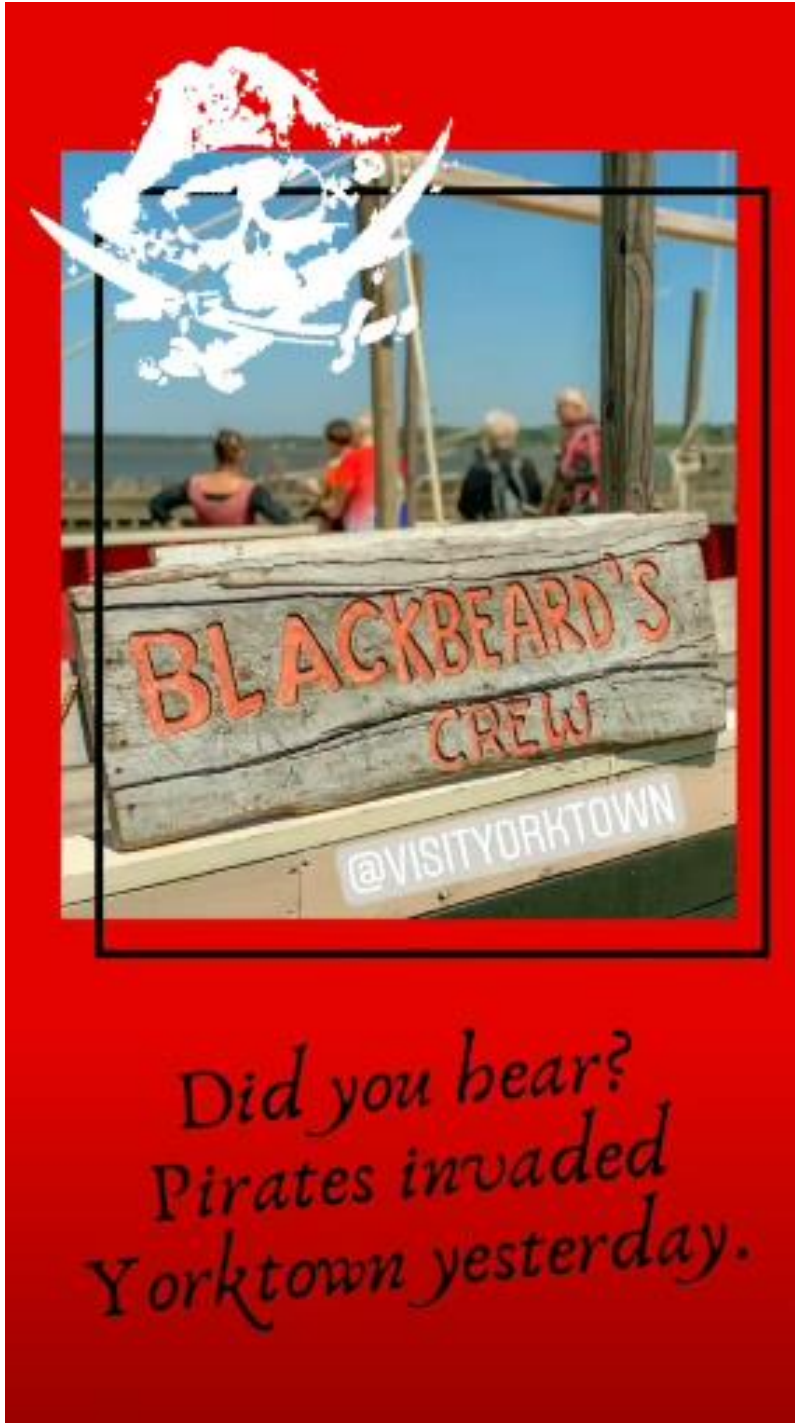
Hit 10K Instagram followers & can now use swipe ups in Stories

Pinterest monthly views hit 573,800+

Content syndication resulted in 4.3MM impressions and 2.5K clicks to website



visitwilliamsburg We're honored to be the presenting sponsor at @KingsmillResort's @LPGA\_tour Pure Silk Championship from May 20-26! Purchase tickets or tune in to the @GolfChannel to see the top women in golf compete for \$1.3 million on Kingsmill's beautiful River Course. #FindYourFunWMBG



**COUPLES GETAWAY: 3 ROMANTIC DAYS IN GREATER WILLIAMSBURG**





# Social, Influencer & Syndication

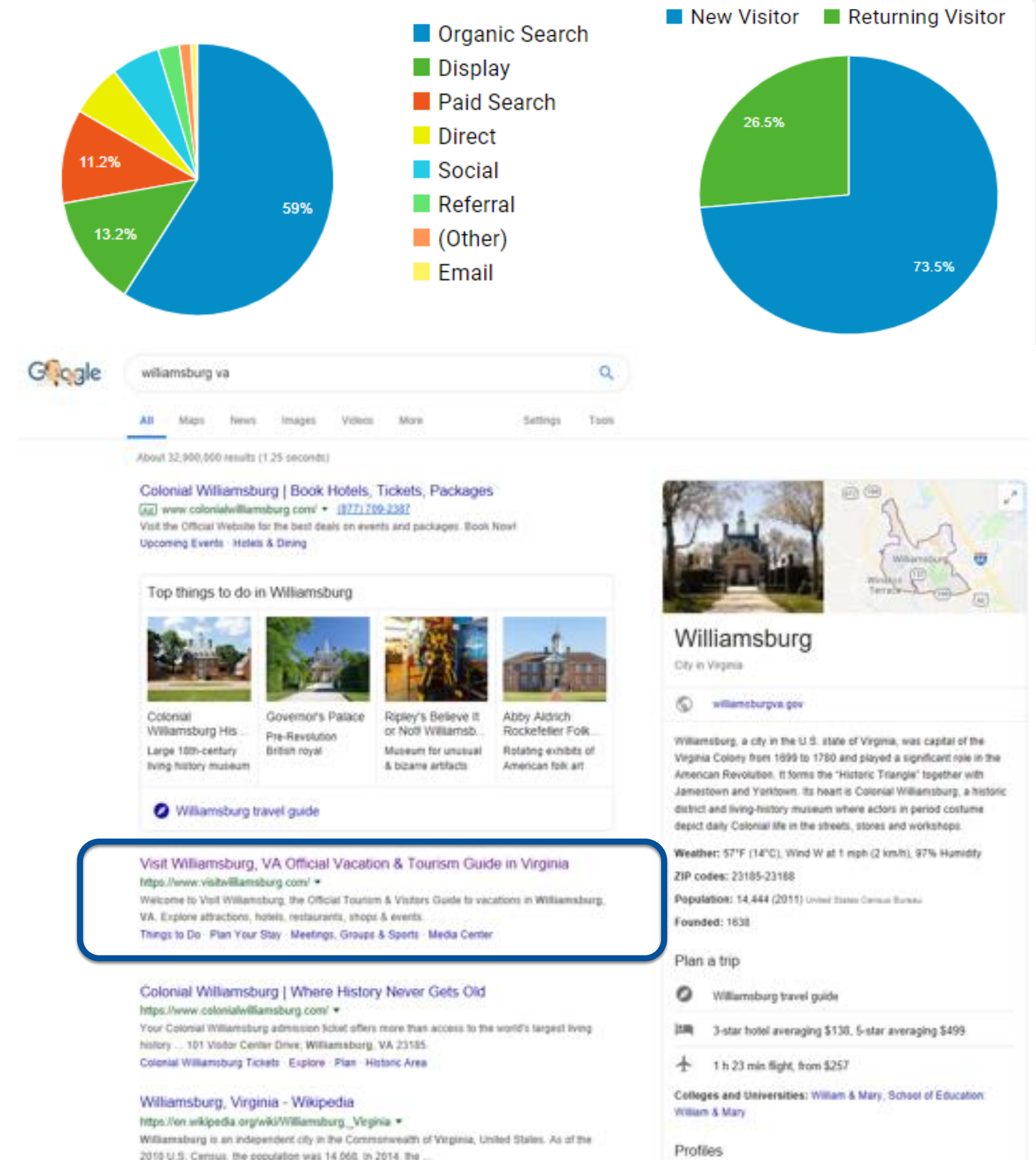
## ONGOING WORK

- Weekly content creation on Facebook, Twitter, Instagram, Instagram Stories and Pinterest promoting new things to do in destination, anniversaries and events
- “Dark” Facebook ads promoting LPGA and summer travel
  - Dark ads refer to highly targeted ads that are running on Facebook but not visible on our Facebook page itself)
- Ongoing syndication promoting relevant outdoor, spring-related website articles to drive clicks to website content and travel intent
- Photographer-in-residence to capture ongoing imagery and real-time needs

# SEO Highlights

APRIL 2019

- We are continuing to grow and own all geo-specific and surrounding area terms in SEO results:
  - Williamsburg VA: +1094%
  - Williamsburg Virginia: +652%
  - Jamestown Virginia: +3,066%
  - Yorktown VA: +332%
- 59% of all website traffic is being driven by organic search in Google by SEO
- 37.22% of visitors have converted, being driven specifically to the partner pages (*an average conversion rate is 2.5%*)
- 74% of traffic are new, first time visitors to visitwilliamsburg.com.
- All people visiting our site through SEO are very engaged, staying on the site for 2:57 and visiting 3.73 pages

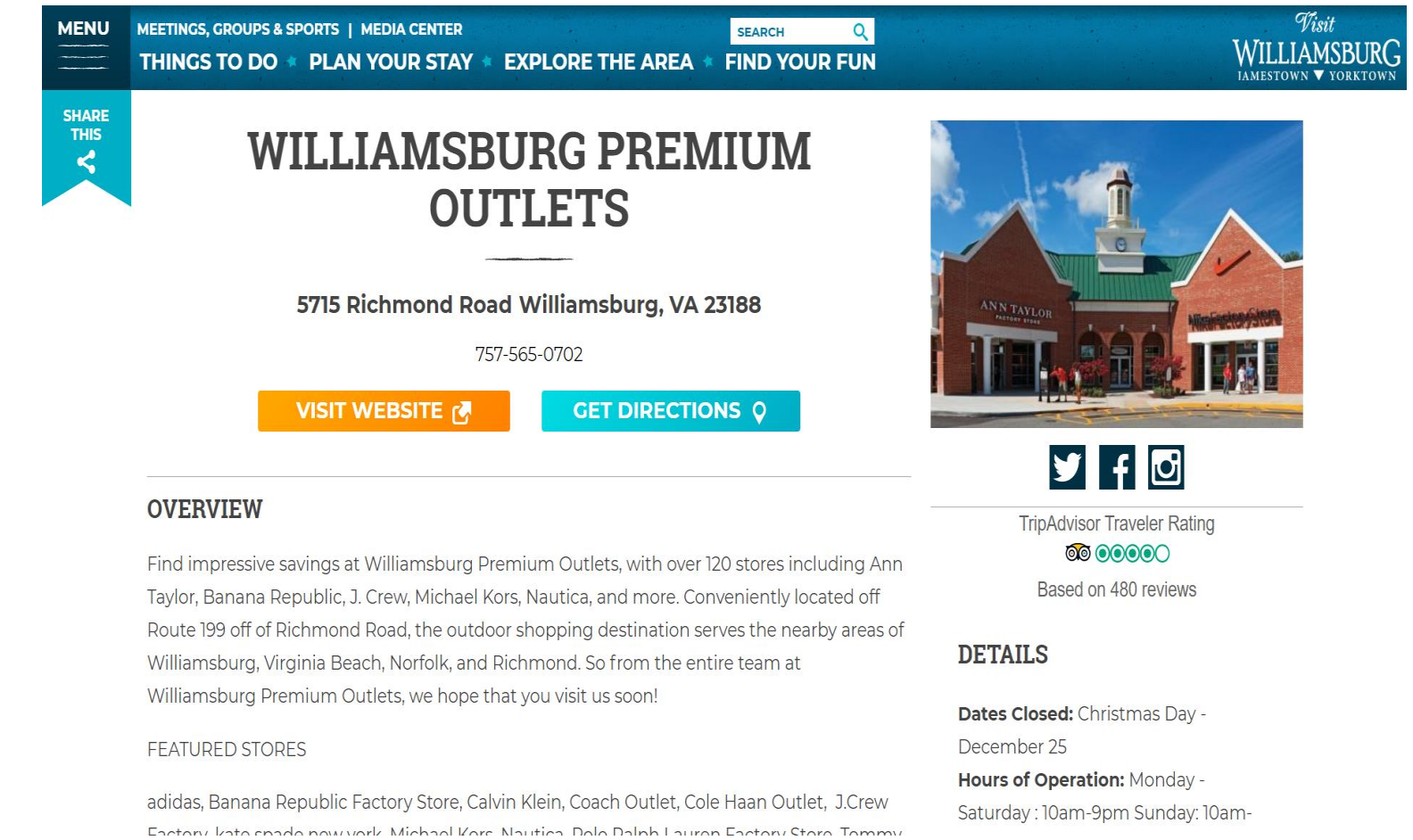




# SEO Partner Performance

APRIL 2019

Partner Page	Conversion Rate	# of visitors	New Users	Avg. Session Duration
<i>Yorktown</i>	50.26%	2,501	1,878	0:03:27
<i>Jamestown</i>	50.02%	2,457	2,016	0:03:38
<i>Jamestown Settlement</i>	21.97%	1,698	1,185	0:02:10
<i>Yorktown Beach</i>	17.39%	1,622	1,310	0:01:33
<i>Colonial Williamsburg</i>	29.84%	992	705	0:02:41
<i>Sesame Street Kids Weekend</i>	25.98%	762	660	0:01:59
<i>Riverwalk Landing</i>	23.48%	656	396	0:03:05
<i>Water Country USA</i>	19.82%	565	488	0:01:24
<i>Yorktown Battlefield</i>	18.47%	509	337	0:02:15
<i>Yankee Candle</i>	23.01%	439	312	0:02:07
<i>Williamsburg Premium Outlets</i>	19.44%	391	307	0:01:35
<i>Merchants Square</i>	27.08%	373	258	0:02:19
<i>Easter Morning Sunrise Jamestown</i>	5.60%	339	215	0:01:05
<i>American Revolution in Yorkstown</i>	16.17%	303	183	0:01:33
<i>Summer Nights Busch Gardens</i>	12.37%	299	236	0:01:01



## Category Growth

Williamsburg  
Premium Outlets  
+651%  
Easter 2019  
+1,221%



# SEO Initiatives

APRIL 2019

- Partner Optimization Categories
  - Seasonal Optimization: Summer
  - Top Navigation Optimization
  - SEO & Storytelling Integration
- Mobile, Smart Device and Voice SEO
- Social Content Link Building Campaign
- Domain Authority is now a **57**
- Meta Tag Optimization: Increase rankings and click through rate (CTR) in Google

## Own Top 4 SEO Rankings

Google search results for "summer vacations williamsburg va". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for "All", "News", "Images", "Maps", "Shopping", "More", "Settings", and "Tools". The search results show "About 1,320,000 results (0.61 seconds)".

The top 4 search results are highlighted in a rounded rectangle:

- Summer in Greater Williamsburg Virginia**  
<https://www.visitwilliamsburg.com/seasons/summer>  
Make history this summer with a vacation in Williamsburg. Jamestown and American Revolution Museum at Yorktown offer hands-on exhibitions where you can ...
- Travel Deals & Cheap Vacation Packages in Williamsburg, VA**  
<https://www.visitwilliamsburg.com/williamsburg-vacation-packages>  
Want more vacation freedom than any destination in the U.S.? You've come to the right place! Your Greater Williamsburg summer vacation can give you the ...
- Trip, Travel & Vacation Ideas in Williamsburg, VA | Visit Williamsburg**  
<https://www.visitwilliamsburg.com/williamsburg-trip-ideas>  
Foodie finds, behind the scenes tours, cool things to do, secrets and tips .... Explore trip ideas and stories to inspire your next trip (or two or three!) to ...
- List of 28 Williamsburg, Virginia Summer Activities in 2017 | Visit ...**  
<https://www.visitwilliamsburg.com/cool-things-to-do-in-summer-williamsburg-va>  
May 23, 2017 - Concerts, festivals, canoe trips, tastings, exhibits, bike tours, fireworks, guided hikes and so much more. The fun is non-stop all summer long in ...

Below the highlighted results are other search results:

- Summer vacation - Williamsburg Forum - TripAdvisor**  
<https://www.tripadvisor.com> > ... > Williamsburg > Williamsburg Travel Forum  
Williamsburg, VA. Level Contributor. 1,812 posts. 8 reviews. 3 helpful votes. 6. Re: Summer vacation. Jan 8, 2014, 6:57 AM. Save. Zip Lining at Discovery Park in ...
- Summer Packages | Kingsmill Resort, Williamsburg VA**  
[https://www.kingsmill.com/package\\_types/summer-packages/](https://www.kingsmill.com/package_types/summer-packages/)  
Summer Packages. We've paired our most popular summer activities with our most amazing accommodation deals for the ultimate summer vacation!
- Greater Williamsburg VA | Family Vacation Fun | TravelingMom**  
<https://www.travelingmom.com> > ... > East Coast Destinations  
May 29, 2016 - Last summer, we discovered the Greater Williamsburg area in Virginia while on our 5-week road trip across America. Though we only had a ...
- Williamsburg, VA: Find A Variety Of Complete Vacation Packages Or ...**



QUESTIONS?