

Williamsburg Tourism Council

Tuesday, July 21, 2020

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Roll Call

Voting

York County
Hotel/Motel Association
James City County

Busch Gardens
City of Williamsburg
Colonial Williamsburg
Jamestown Rediscovery
Jamestown/Yorktown Found.
Restaurant Association

Jeff Wassmer, Chair
Neal Chalkley, Vice Chair
Ruth Larson, Treasurer

Kevin Lembke
Doug Pons
Cliff Fleet
James Horn
Christy Coleman
Mickey Chohany

Ex Officio

GWCTA
Virginia Tourism Corporation

Cheri Green
Rita McClenny

Public Comment

- Limit to Three minutes
- State Name and Address
- No Q & A

2019 Audit Report

PB Mares

Virginia Tourism Corporation

Rita McClenny, President & CEO

Approve Minutes

May 19, 2020

Vice Chair Report

Election of Officers

Informal Updates from Board Members

Treasurer's Report: Revenue/Expenses

| | Actual | Actual vs Budget | | Actual vs Forecast | |
|-------------------------------------|----------------|------------------|------------------|--------------------|------------------|
| | | Budget | Variance | Forecast | Variance |
| REVENUE | | | | | |
| Sales Tax (58.1-603.2) | 744,221 | 905,900 | (161,679) | 204,000 | 540,221 |
| \$1 Transient Tax | 56,359 | 70,300 | (13,941) | 0 | 56,359 |
| Maintenance of Effort Funds | 0 | 0 | 0 | 0 | 0 |
| Other | 11,988 | 0 | 11,988 | 5,000 | 6,988 |
| Total Revenue | 812,567 | 976,200 | (163,633) | 209,000 | 603,567 |
| | | | | | |
| EXPENSES | | | | | |
| Destination Marketing | 416,678 | 1,591,243 | 1,174,565 | 1,009,207 | 592,529 |
| Other Sales & Marketing | (278) | 59,613 | 59,891 | 7,504 | 7,782 |
| Labor & Benefits | 84,253 | 129,364 | 45,111 | 91,061 | 6,808 |
| Admin | 14,584 | 31,150 | 16,566 | 28,650 | 14,066 |
| Total Expenses | 515,237 | 1,811,370 | 1,296,133 | 1,136,422 | 621,185 |
| | | | | | |
| Net Revenue Expense by Month | 297,331 | (835,170) | 1,132,501 | (927,422) | 1,224,753 |

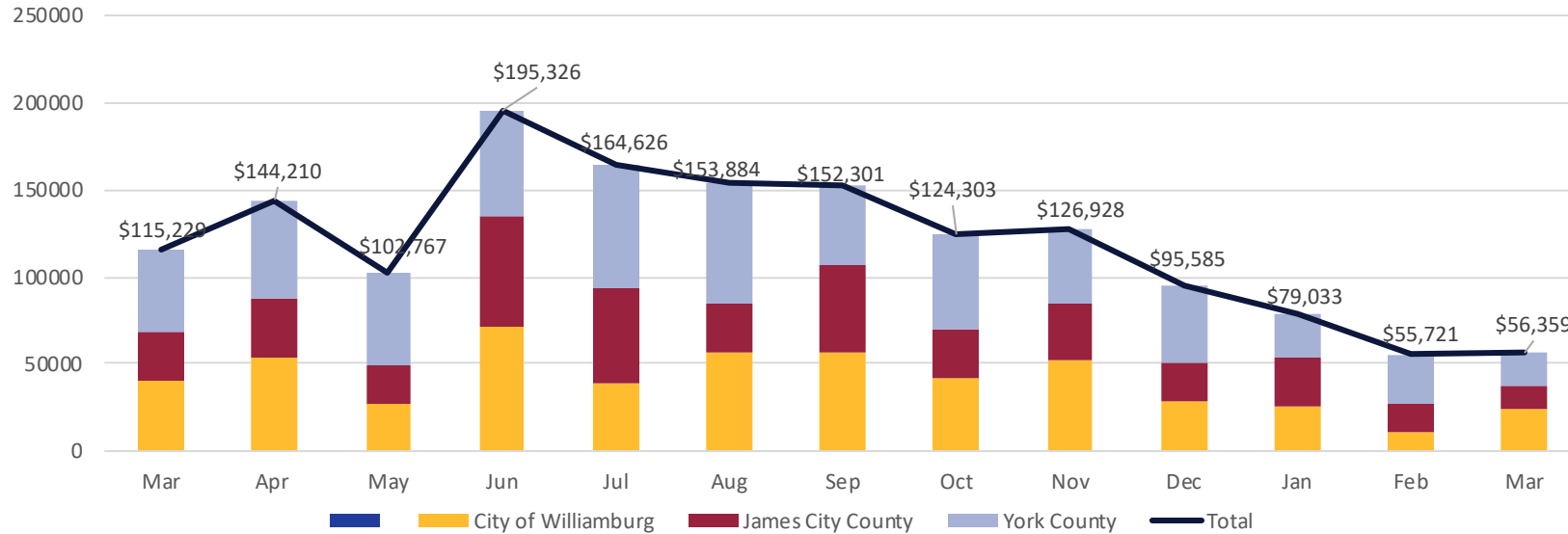
Treasurer's Report: Cash on Hand

| Key Sources of Funds | Mar-20 | | | Apr-20 | | | May-20 | | |
|------------------------------|-------------------|-------------------|------------------|-------------------|-------------------|-----------------|-------------------|-------------------|---------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance | Actual | Budget | Variance |
| State Disbursement | \$ 823,677 | \$ 809,200 | \$ 14,477 | \$ 767,288 | \$ 761,100 | \$ 6,188 | \$ 800,579 | \$ 976,200 | \$ (175,621) |
| Total Gov't Sources | \$ 823,677 | \$ 809,200 | \$ 14,477 | \$ 767,288 | \$ 761,100 | \$ 6,188 | \$ 800,579 | \$ 976,200 | \$ (175,621) |
| Interest Earned: | | | | | | | | | |
| State Interest Paid | \$ - | \$ - | \$ - | \$ 32 | \$ - | \$ 32 | \$ 6,468 | \$ - | \$ 6,468 |
| BB&T Reserve Checking | \$ 167 | \$ - | \$ 167 | \$ 92 | \$ - | \$ 92 | \$ 36 | \$ - | \$ 36 |
| BB&T ICS Investment Fund | \$ 432 | \$ - | \$ 432 | \$ 105 | \$ - | \$ 105 | \$ 102 | \$ - | \$ 102 |
| Ches Bank Money Market | \$ 2,531 | \$ - | \$ 2,531 | \$ 2,535 | \$ - | \$ 2,535 | \$ 1,607 | \$ - | \$ 1,607 |
| Ches Bank Checking | \$ 3,273 | \$ - | \$ 3,273 | \$ 3,496 | \$ - | \$ 3,496 | \$ 3,775 | \$ - | \$ 3,775 |
| Total Interest Earned | \$ 6,403 | \$ - | \$ 6,403 | \$ 6,259 | \$ - | \$ 6,259 | \$ 11,988 | \$ - | \$ 11,988 |

| Operating Cash | | | | | | | | | |
|-----------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Cash Balances | Mar-20 | | | Apr-20 | | | May-20 | | |
| | Actual | Budget | Variance | Actual | Budget | Variance | Actual | Budget | Variance |
| Bank Account Balances: operations | | | | | | | | | |
| BB&T Reserve Checking | \$ 250,167 | \$ 250,000 | \$ 167 | \$ 250,092 | \$ 250,000 | \$ 92 | \$ 250,036 | \$ 250,000 | \$ 36 |
| BB&T ICS Investment Fund | \$ 509,099 | \$ 512,594 | \$ (3,495) | \$ 509,370 | \$ 512,594 | \$ (3,224) | \$ 509,564 | \$ 512,594 | \$ (3,030) |
| Ches Bank Payroll | \$ 1,000 | \$ - | \$ 1,000 | \$ 1,000 | \$ - | \$ 1,000 | \$ 1,000 | \$ - | \$ 1,000 |
| Ches Bank Checking | \$ 8,093,694 | \$ 4,324,079 | \$ 3,769,615 | \$ 8,505,114 | \$ 3,832,745 | \$ 4,672,369 | \$ 9,220,548 | \$ 2,997,577 | \$ 6,222,971 |
| Total Cash on Hand | \$ 8,853,959 | \$ 5,086,673 | \$ 3,767,286 | \$ 9,265,576 | \$ 4,595,339 | \$ 4,670,237 | \$ 9,981,148 | \$ 3,760,171 | \$ 6,220,977 |

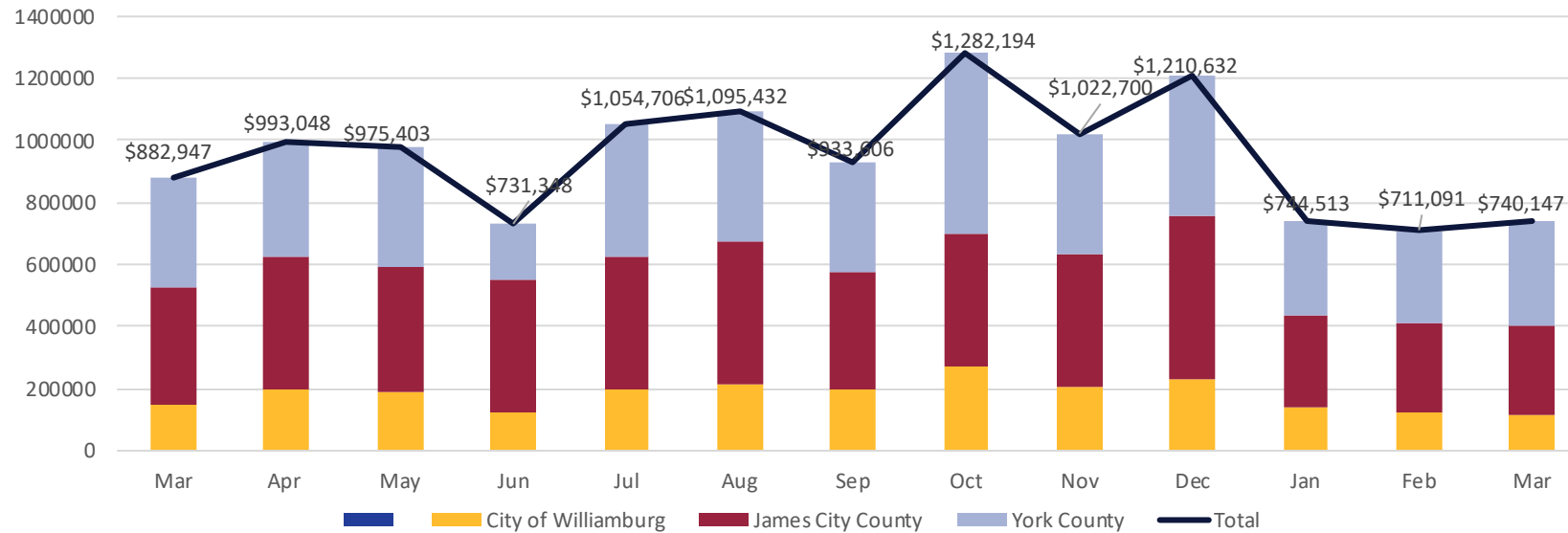
| Product Development Reserves | | | | | | | | | |
|---------------------------------|---------------------|---------------------|------------------|---------------------|---------------------|------------------|---------------------|---------------------|------------------|
| Cash Balances | Mar-20 | | | Apr-20 | | | May-20 | | |
| | Actual | Budget | Variance | Actual | Budget | Variance | Actual | Budget | Variance |
| Bank Account Balances: Reserves | | | | | | | | | |
| Ches Bank Money Market | \$ 2,055,774 | \$ 2,042,000 | \$ 13,774 | \$ 2,058,308 | \$ 2,042,000 | \$ 16,308 | \$ 2,059,916 | \$ 2,042,000 | \$ 17,916 |
| Total Cash on Hand | \$ 2,055,774 | \$ 2,042,000 | \$ 13,774 | \$ 2,058,308 | \$ 2,042,000 | \$ 16,308 | \$ 2,059,916 | \$ 2,042,000 | \$ 17,916 |

Treasurer's Report: Transient Tax



| Transient Tax \$1 of the \$2 | | | | | | | | | | | | | |
|------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|------------------|------------------|------------------|------------------|--------------------|
| FY2020 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
| City of Williamsburg | \$39,210 | \$56,591 | \$56,484 | \$41,412 | \$51,945 | \$28,155 | \$26,026 | \$10,739 | \$23,800 | | | | \$334,362 |
| James City County | \$53,578 | \$27,489 | \$50,493 | \$28,414 | \$33,281 | \$22,117 | \$27,080 | \$16,222 | \$13,701 | | | | \$272,375 |
| York County | \$71,838 | \$69,804 | \$45,324 | \$54,477 | \$41,702 | \$45,313 | \$25,927 | \$28,760 | \$18,858 | | | | \$402,003 |
| Total | \$164,626 | \$153,884 | \$152,301 | \$124,303 | \$126,928 | \$95,585 | \$79,033 | \$55,721 | \$56,359 | \$0 | \$0 | \$0 | \$1,008,740 |
| | | | | | | | | | | | | | |
| FY2019 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
| City of Williamsburg | \$59,869 | \$58,788 | \$36,095 | \$54,967 | \$25,284 | \$61,001 | \$17,479 | \$32,769 | \$40,068 | \$53,492 | \$27,307 | \$71,566 | \$538,685 |
| James City County | \$39,712 | \$23,755 | \$44,779 | \$26,085 | \$38,131 | \$28,079 | \$19,588 | \$13,060 | \$28,355 | \$33,387 | \$21,923 | \$63,149 | \$380,003 |
| York County | \$66,598 | \$66,181 | \$41,914 | \$47,656 | \$45,768 | \$52,214 | \$28,784 | \$28,946 | \$46,806 | \$57,331 | \$53,537 | \$60,611 | \$596,346 |
| Total | \$166,179 | \$148,724 | \$122,788 | \$128,708 | \$109,183 | \$141,294 | \$65,851 | \$74,775 | \$115,229 | \$144,210 | \$102,767 | \$195,326 | \$1,515,034 |

Treasurer's Report: Sales Tax



| SB942 1/2 of 1% | | | | | | | | | | | | | |
|----------------------|--------------------|--------------------|------------------|--------------------|--------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------------|
| FY2020 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
| City of Williamsburg | \$197,252 | \$216,633 | \$199,081 | \$273,674 | \$202,364 | \$233,575 | \$140,534 | \$121,474 | \$114,718 | | | | \$1,699,305 |
| James City County | \$429,912 | \$462,044 | \$378,848 | \$422,323 | \$434,949 | \$522,461 | \$294,132 | \$286,454 | \$287,319 | | | | \$3,518,442 |
| York County | \$427,542 | \$416,755 | \$355,677 | \$586,197 | \$385,387 | \$454,587 | \$309,847 | \$303,163 | \$338,110 | | | | \$3,577,265 |
| Total | \$1,054,706 | \$1,095,432 | \$933,606 | \$1,282,194 | \$1,022,700 | \$1,210,623 | \$744,513 | \$711,091 | \$740,147 | \$0 | \$0 | \$0 | \$8,795,012 |
| | | | | | | | | | | | | | |
| FY2019 | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
| City of Williamsburg | \$83,427 | \$291,808 | \$166,484 | \$193,208 | \$174,634 | \$199,174 | \$138,630 | \$116,084 | \$145,405 | \$197,571 | \$185,578 | \$120,983 | \$2,012,986 |
| James City County | \$212,948 | \$636,898 | \$356,619 | \$390,212 | \$400,715 | \$470,804 | \$275,144 | \$270,843 | \$383,647 | \$429,350 | \$403,258 | \$431,841 | \$4,662,279 |
| York County | \$241,914 | \$558,126 | \$355,033 | \$348,249 | \$363,300 | \$402,173 | \$309,296 | \$278,496 | \$353,895 | \$366,127 | \$386,567 | \$178,524 | \$4,141,700 |
| Total | \$538,289 | \$1,486,832 | \$878,136 | \$931,669 | \$938,649 | \$1,072,151 | \$723,070 | \$665,423 | \$882,947 | \$993,048 | \$975,403 | \$731,348 | \$10,816,965 |

Smith Travel Research Report

| | Current Month - June 2020 vs June 2019 | | | | | | | | | | | |
|-----------------------------|--|------|-------|--------|--------|--------|-------------------------------|-------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from June 2019 | | | | | |
| | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| York Co+ | 46.2 | 85.6 | 76.75 | 96.32 | 35.47 | 82.49 | -46.0 | -20.3 | -57.0 | -57.0 | 0.0 | -46.0 |
| Historic Triangle+ | 22.7 | 66.9 | 74.65 | 127.49 | 16.93 | 85.33 | -66.1 | -41.5 | -80.2 | -82.5 | -11.7 | -70.1 |
| Williamsburg/James City Co+ | 21.2 | 65.9 | 74.35 | 129.74 | 15.75 | 85.49 | -67.8 | -42.7 | -81.6 | -83.9 | -12.4 | -71.8 |
| Eastern US+ | 41.2 | 73.7 | 98.49 | 140.38 | 40.59 | 103.51 | -44.1 | -29.8 | -60.8 | -63.3 | -6.5 | -47.7 |
| Total U.S. | 42.2 | 73.3 | 92.15 | 134.58 | 38.88 | 98.69 | -42.5 | -31.5 | -60.6 | -63.1 | -6.2 | -46.1 |
| Virginia | 41.9 | 74.6 | 85.91 | 122.86 | 35.95 | 91.59 | -43.9 | -30.1 | -60.7 | -62.4 | -4.2 | -46.2 |

| | Year to Date - June 2020 vs June 2019 | | | | | | | | | | | |
|--|---------------------------------------|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|
| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2019 | | | | | |
| | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| | 44.0 | 68.4 | 74.77 | 87.03 | 32.89 | 59.56 | -35.7 | -14.1 | -44.8 | -44.8 | 0.0 | -35.7 |
| | 22.3 | 47.2 | 91.63 | 121.35 | 20.43 | 57.24 | -52.7 | -24.5 | -64.3 | -67.8 | -9.8 | -57.4 |
| | 21.0 | 46.0 | 93.83 | 124.19 | 19.66 | 57.11 | -54.4 | -24.4 | -65.6 | -69.1 | -10.3 | -59.1 |
| | 43.0 | 66.6 | 113.00 | 136.91 | 48.55 | 91.24 | -35.5 | -17.5 | -46.8 | -49.1 | -4.4 | -38.4 |
| | 43.1 | 65.8 | 109.04 | 131.08 | 47.02 | 86.30 | -34.5 | -16.8 | -45.5 | -47.8 | -4.1 | -37.2 |
| | 40.9 | 63.6 | 90.23 | 113.04 | 36.93 | 71.85 | -35.6 | -20.2 | -48.6 | -50.2 | -3.1 | -37.6 |

Director's Report

Procurement

Marketing Communication Activities



Procurement

RESEARCH

ADVERTISING AGENCY OF RECORD

INTERNAL STRATEGIC PLANNING

MAILHOUSE/DISTRIBUTION

AUDIT

PUBLIC RELATIONS

LEGAL SERVICES

Guest Speaker Presentations | May 1 – June 30, 2020

Audience

Date



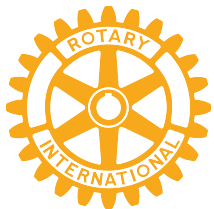
City of Williamsburg Council Meeting

May 14



May Williamsburg Roundtable

May 20



Rotary Club

June 10

Communication: By the Numbers

Between March 17 – July 7, Visit Williamsburg staff have conducted the following points of contact:

U.S. Travel Association
Virginia Tourism Corporation
U.S. Senators Warner & Kaine
National Tour Association
American Bus Association
Regional Airports
Clients
Local Suppliers



Industry engagement 250+



Industry records updated 280



Industry-wide newsletters 33



Client engagement 923



Client records updated 5,081



Industry association conf calls 171



Webinar participation 225



Counterpart outreach 2907



Contractor engagement 614



Virtual training sessions 83

Industry Resource



Dear Tourism Partner:

Your destination marketing organization (DMO) is pleased to share programs and tools that will support the hospitality industry as Greater Williamsburg works toward reopening and recovery.

Today's communication features media hosting opportunities and industry updates – including a travel spend analysis by U.S. Travel.

Please be sure to check the [Visit Williamsburg Industry Resources](#) page for additional information, as content is added daily.

--The Visit Williamsburg Team

New Opportunities to Host Media and Influencers

Five new hosting opportunities have been added to the Media and Influencer page for your consideration. Additionally, hotel submissions for an upcoming Visit Williamsburg influencer are due today! You can find more information [here](#).

Share Your Business Images

Visit Williamsburg is seeking high-resolution, print-quality images for use in sales collateral promoting group tour, association meetings, and events. Interested partners should contact info@visitwilliamsburg.com.

July Travel Trends

SMARInsights, Visit Williamsburg's research partner, produces a monthly newsletter entitled Travel Trends. The July edition is available for viewing [here](#).

Media Highlights

Visit Williamsburg keeps the region top-of-mind through ongoing public relations efforts. New articles have been posted highlighting the destination; check out the latest earned media achievements [here](#).

MENU
SEARCH

MEETINGS, GROUPS & SPORTS | MEDIA CENTER
THINGS TO DO | PLAN YOUR STAY | EXPLORE THE AREA

SHARE THIS
enjoy all that Greater Williamsburg has to offer. [View Phase 3 guidelines.](#)

SAFETY PROCEDURES

Reinforced Hand Sanitation

Social Distancing Enforcement

Temperature Screening for Entry

Online/Mobile/Curbside Tickets

Touchless Entry Points

Installed Physical Barriers

Modified Capacity

Facial Coverings Required

SEARCH:

| BUSINESS NAME | LISTING AMENITIES | DINING OPTIONS (RESTAURANT ONLY) | HOURS |
|--|-------------------|--|----------|
| 1607 Grill at Williamsburg National Golf Club | | Outdoor Dining, Gift Cards Available | Standard |
| 501 Bar & Grill at Stonehouse | | Takeout Available, Outdoor Dining, Gift Cards Available | Standard |
| 8 Shires Distillery | | | Modified |
| A Williamsburg White House | | | Standard |
| Alewerkes Satellite Brewery & Tasting Room | | | Modified |
| American Revolution Museum at Yorktown | | | Standard |
| Antonio's Ristorante Italiano | | Takeout Available, Delivery Available, Online Ordering Available, Gift Cards Available | Modified |
| Axe Republic | | | Standard |
| Back Creek Park | | | Standard |
| Baker's Crust Artisan Kitchen | | Takeout Available, Delivery Available, Gift Cards Available | Modified |

NEXT >
LAST >>



Williamsburg welcomes you.

[LATEST UPDATES](#)

[MORE](#) ▼

We're opening safely

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

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

SAFETY PROCEDURES

- Reinforced Hand Sanitation
- Social Distancing Enforcement
- Temperature Screening for Entry
- Online/Mobile/Curbside Tickets
- Touchless Entry Points
- Installed Physical Barriers
- Modified Capacity
- Facial Coverings Required

SEARCH:

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

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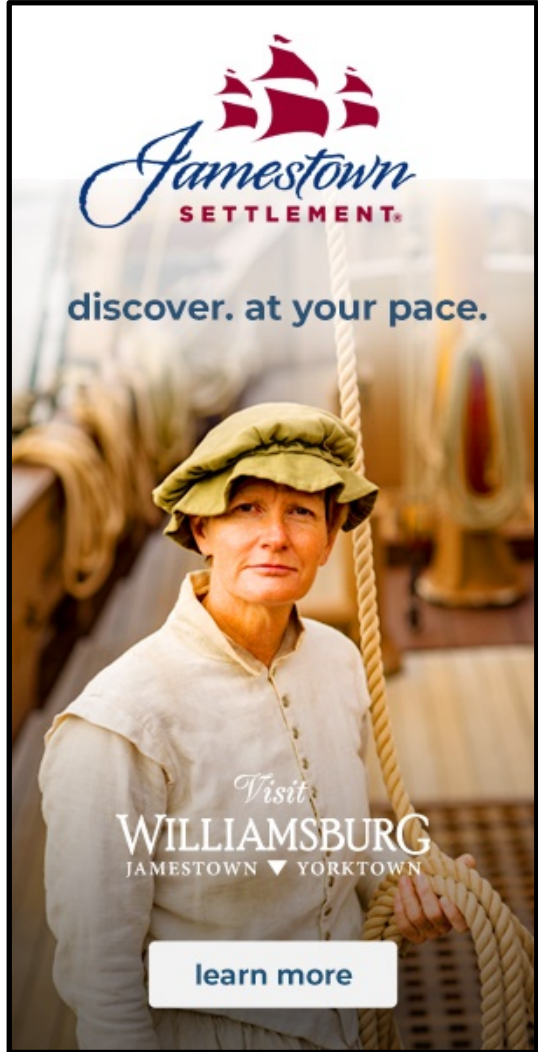
Cooperative Marketing Program



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



Cooperative Marketing Program



WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Media Impressions - May 1 – June 30, 2020

Global Impressions

613.7 Million

96

Placements

*YoY 2019 – 248.2 Million Impressions & 144 Placements

Key Media Placements

“Williamsburg named one of the best historic small towns Readers’ Choice 2020 Awards”

- USA Today 10best



“The ultimate parents’ guide to summer activity resources”

-The Washington Post

The Washington Post

“Take a romantic getaway to Williamsburg”

- Tracey Teo, For the Atlanta Journal-Constitution

AJC
Atlanta. News. Now.

“43 camp alternatives and online summer camps for preschoolers to teens”

-Chirstina Vercelletto

CNN underscored

Press Trips

Media Hosted: 1

Destination Visits: 3

| Market | Article/Topic | Destinations | Media Participants |
|-------------------------|--|---|---|
| DC, Maryland & Virginia | <i>Destinations close to home you can drive to this summer</i> | Mobjack Bay Coffee Roasters Old Chickahominy House Sweethaven Lavender Farm | Kidd O’Sheas, Entertainment Reporter WJLA |

Social Media | May 1 – June 30, 2020

Total Social Following: **88,363**
Total Impressions: **4,767,738**

Total Reach*: **1,498,111**
Total Engagement: **1,517,892**



TWITTER

(6,902 FOLLOWERS)
Engagements: **1,250**
YoY 2019: 290

Impressions: **103,592**
YoY 2019: 75,300



FACEBOOK

(66,902 FOLLOWERS)
Engagements: **1,500,506**
YoY 2019: 9,740

Impressions: **3,227,160**
YoY 2019: 8,324,358

Reach: **1,164,031**
YoY 2019: N/A



INSTAGRAM

(14,284 FOLLOWERS)
Engagements: **11,706**
YoY 2019: N/A

Impressions: **1,279,056**
YoY 2019: 441,600

Reach: **334,080**
YoY 2019: N/A



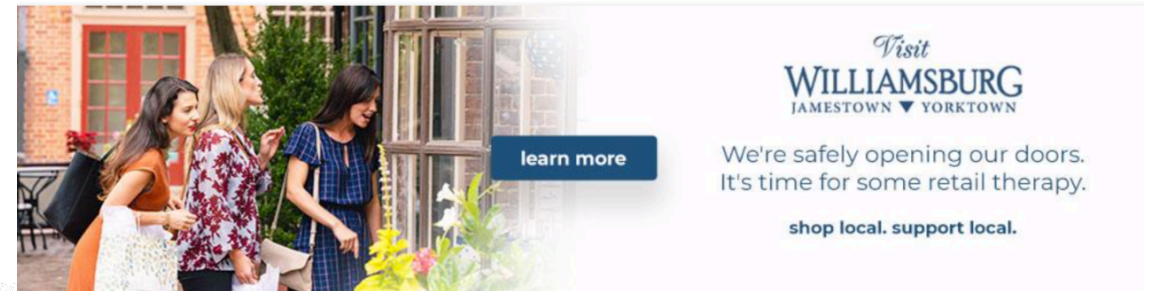
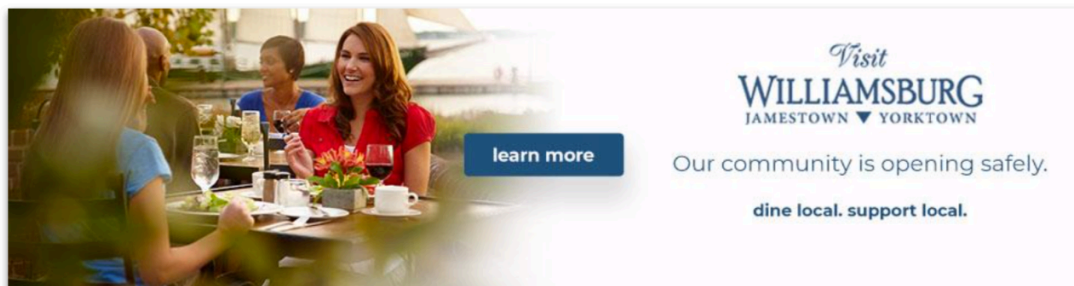
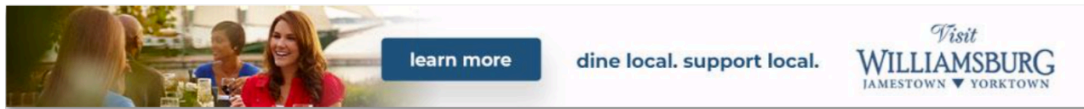
PINTEREST

(275 FOLLOWERS)
Engagements: **4,430**
YoY 2019: N/A

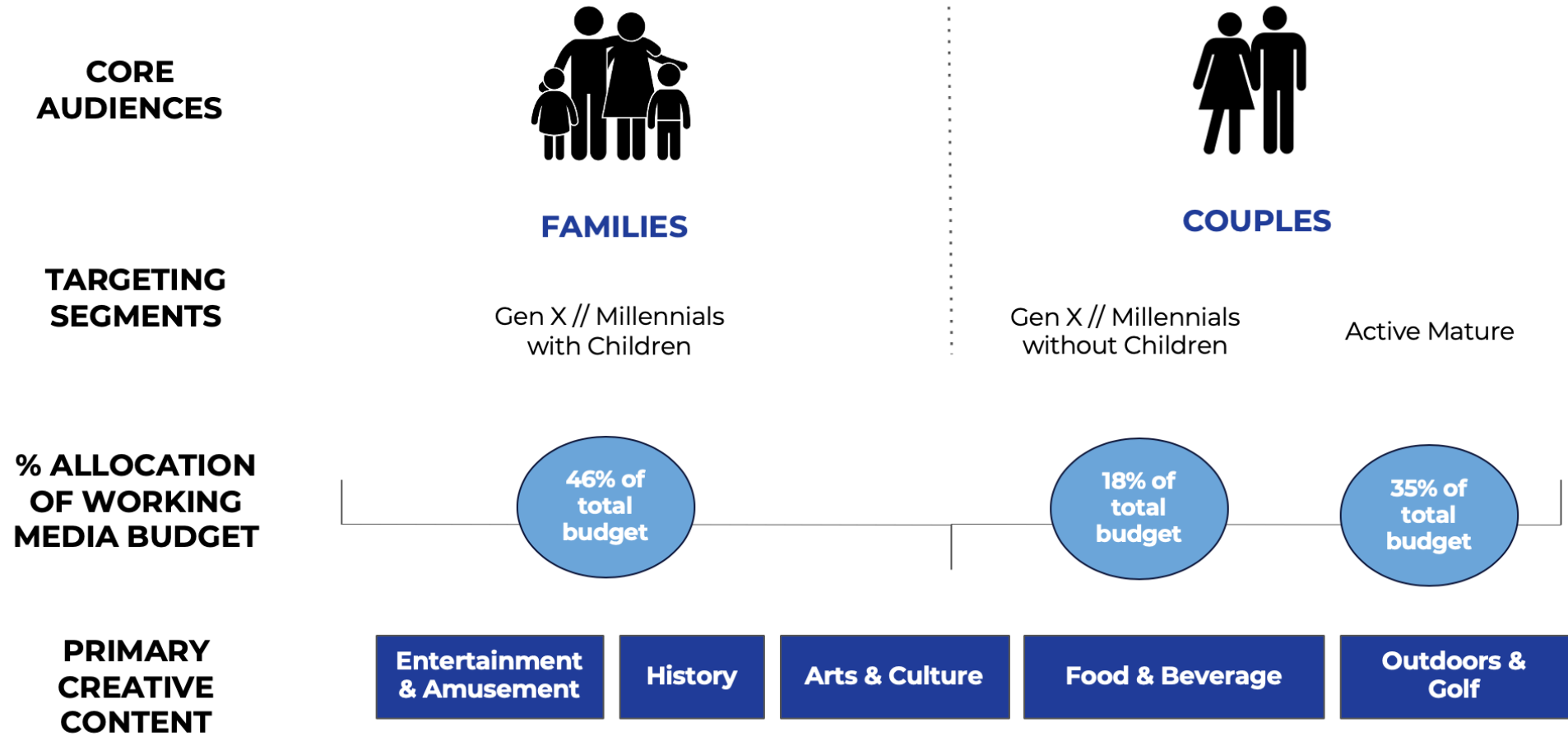
Impressions: **107,930**
YoY 2019: 1,902,372



Shop/Dine Local Campaign



TARGET AUDIENCE SEGMENTATION & ALLOCATION



JAMESTOWN ▼ YORKTOWN

Summer 2020 Campaign

PROVEN

Short Drive + Established Success/ Heaviest Volume

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

HERITAGE

Short Drive + Established Success/ Lighter Volume

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

EXPANSION

Longer Drive + Past Success

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

Flight Markets + Large Scale

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



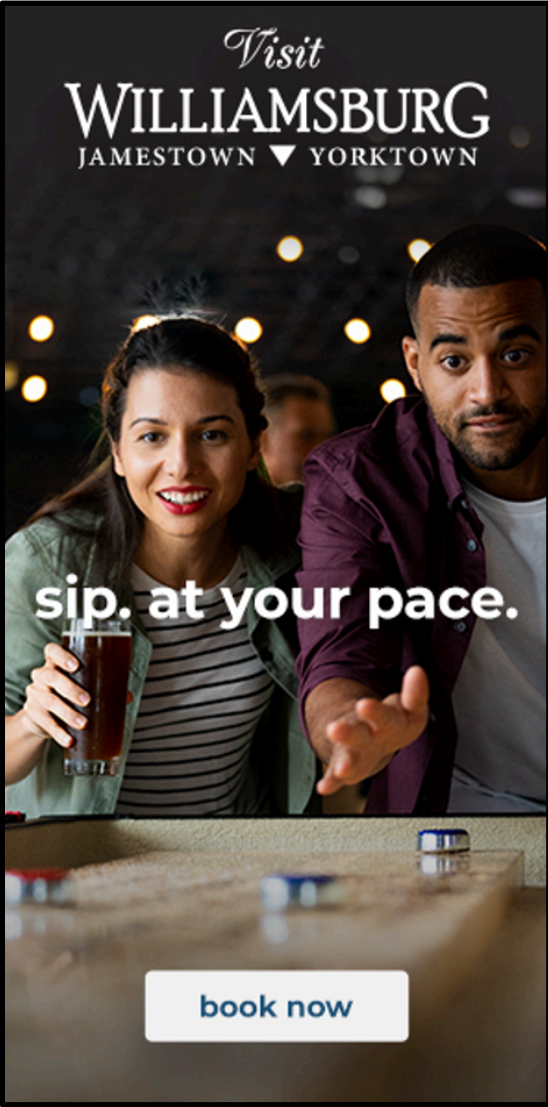
Media Channel Approach

| DISCOVERY | | | | |
|---|--|--|---|--|
| CONSIDERATION | | | | |
| ACTION | | | | |
| INFLUENCER | LINEAR TV/CTV | DIGITAL | SOCIAL | PPC |
| Deeper engagement In-depth messaging Content Creation | Broad awareness tactic Extend reach with premium digital video Targeted at DMA level | Highly-targetable Greater Scale Actionable Content Segmentation | Massive Reach Provides both engagement & action metrics Significant role in trip planning | Reach those closest to action Brand protection and aggressive conquering Efficient |
| \$600,000 | \$3,624,480 | \$3,178,886 | \$375,000 | \$150,000 |
| 7.03% | 42.44% | 37.22% | 4.39% | 1.76% |

VISIT WILLIAMSBURG
 JAMESTOWN ▼ YORKTOWN

Summer 2020 Campaign

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



sip. at your pace.

book now

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uncover. at your pace.

book now

putt. at your pace.



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book now

Summer 2020 Campaign

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book now

paddle. at your pace.

A man in a purple kayak paddles on a river, with another person in a smaller kayak in the background. The scene is set against a backdrop of green trees and a clear sky.

book now

cheers. at your pace.

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A man and a woman are shown in profile, clinking beer bottles in a toast. They are outdoors at night, with string lights visible in the background.

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book now

experience. at your pace.

A man and a woman are taking a selfie together. The man is holding a smartphone up to take the picture. They are standing in front of a large, dark statue of a person's head and shoulders.

WILLIAMSBURG
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GOLF

PRESENTS

Destination Golf: WILLIAMSBURG

Destination Golf will uncover the unique attractions of Williamsburg, V.A. through a visual and social exploration of the area by GOLF editorial experts and personalities. Through exceptionally produced video and engaging social content — plus authentic, vast distribution — GOLF will inspire the millennial and Gen X populations to explore Williamsburg for themselves.



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Sales Update

Old & New Business

Future Meetings

Typical Williamsburg Tourism Council Meeting Agenda

Meeting Duration: One (1) Hour

| | |
|-----------------------------|---------------------------------|
| Open Meeting | Roll Call |
| | Public Comment |
| | Approve Minutes |
| Treasurer's Report | Revenue & Expenses |
| | Cash on Hand |
| | Transient Tax |
| | SB 942 |
| Executive Director's Report | Campaign(s) Updates/Overview |
| | Activities & Events |
| | Project Updates |
| Chairman's Report | Business of the Tourism Council |
| | Updates & Progress |

Future Meeting Schedule/Anticipated Length

| Meeting Date | Anticipated Agenda | Approximate Meeting Length |
|--------------------|---------------------------------------|----------------------------|
| September 15, 2020 | Typical Agenda; Holiday 2020 Overview | Sixty (60) Minutes |
| November 17, 2020 | Typical Agenda; 2021 Preview | Ninety (90) Minutes |
| January 19, 2021 | Typical Agenda; Spring 2021 Overview | Sixty (60) Minutes |
| March 16, 2021 | Typical Agenda; Fall 2021 Preview | Ninety (90) Minutes |

Adjourn

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