

Williamsburg Tourism Council

Tuesday, May 19, 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

U.S. Travel Association

Coronavirus Briefing

Tori Barnes - U.S. Travel Association Executive Vice President, Public Affairs & Policy

Virginia Tourism Corporation

Rita McClenny – Virginia Tourism Corporation President & CEO

Public Comment

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

Approve Minutes

March 17, 2020

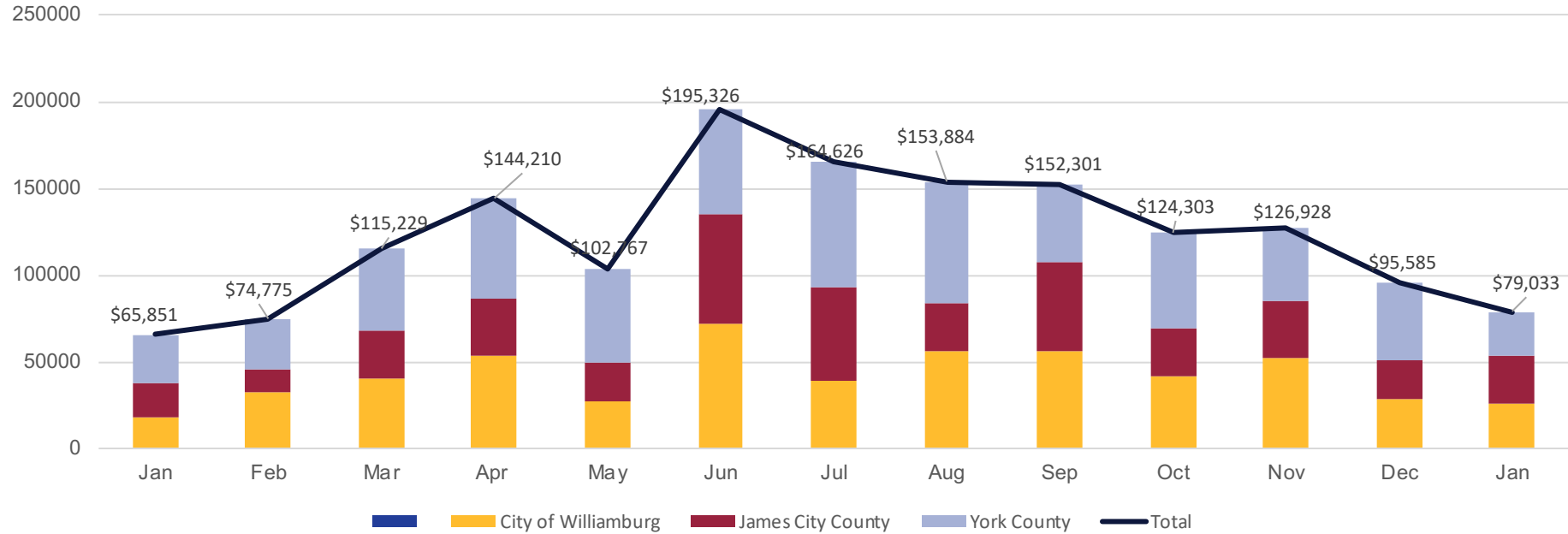
Treasurer's Report: Revenue/Expenses

	March 2020		
	Actual	Budget	Variance
REVENUE			
Sales Tax (58.1-603.2)	744,644	741,500	3,144
\$1 Transient Tax	79,033	67,700	11,333
Maintenance of Effort Funds	0	0	0
Other	6,273	0	6,273
Total Revenue	829,950	809,200	20,750
EXPENSES			
Destination Marketing	233,415	1,312,743	1,079,328
Other Sales & Marketing	3,060	59,611	56,551
Labor & Benefits	95,821	147,895	52,074
Admin	5,740	31,150	25,410
Total Expenses	338,035	1,551,399	1,213,363
Net Revenue Expense by Month	491,915	(742,199)	1,234,114

Treasurer's Report: Cash on Hand

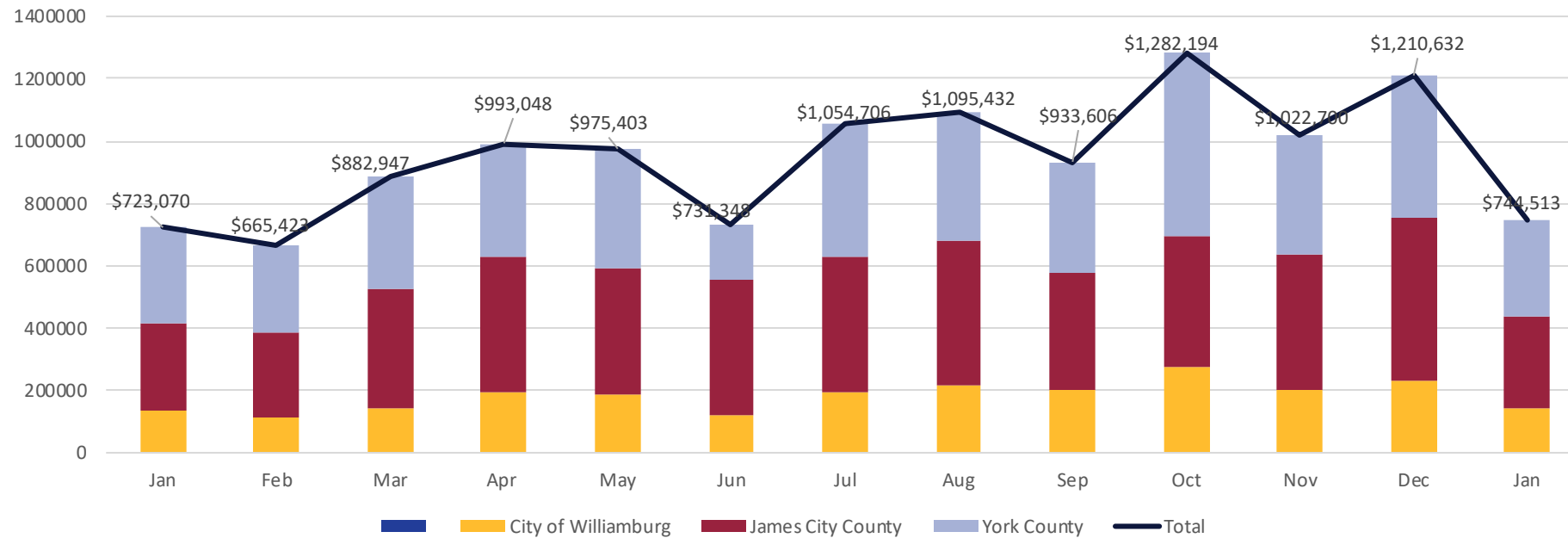
Cash Balances	Jan-20			Feb-20			Mar-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
Bank Account Balances: operations									
BB&T Reserve Checking	\$ 250,305	\$ 250,000	\$ 305	\$ 250,285	\$ 250,000	\$ 285	\$ 250,167	\$ 250,000	\$ 167
BB&T ICS Investment Fund	\$ 507,672	\$ 512,594	\$ (4,922)	\$ 508,381	\$ 512,594	\$ (4,213)	\$ 509,099	\$ 512,594	\$ (3,495)
Ches Bank Money Market	\$ 2,042,166	\$ 2,042,000	\$ 166	\$ 2,053,242	\$ 2,042,000	\$ 11,242	\$ 2,055,774	\$ 2,042,000	\$ 13,774
Ches Bank Payroll	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ 1,000
Ches Bank Checking	\$ 6,833,326	\$ 5,260,148	\$ 1,573,178	\$ 8,002,295	\$ 5,066,279	\$ 2,936,016	\$ 8,093,694	\$ 5,066,279	\$ 3,027,415
Total Cash on Hand	\$ 9,633,469	\$ 8,064,742	\$ 1,568,727	\$ 10,814,203	\$ 7,870,873	\$ 2,943,330	\$ 10,909,733	\$ 7,870,873	\$ 3,038,860
Key Sources of Funds									
	Jan-20			Feb-20			Feb-20		
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Budget	Variance
State Disbursement	\$ 1,147,855	\$ 1,021,400	\$ 126,455	\$ 1,308,009	\$ 1,352,000	\$ (43,991)	\$ 823,677	\$ 809,200	\$ 14,477
Maint of Effort	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Gov't Sources	\$ 1,147,855	\$ 1,021,400	\$ 126,455	\$ 1,308,009	\$ 1,352,000	\$ (43,991)	\$ 823,677	\$ 809,200	\$ 14,477
Interest Earned:									
State Interest Paid	\$ -	\$ -	\$ -	\$ 10,167	\$ -	\$ 10,167	\$ -	\$ -	\$ -
BB&T Reserve Checking	\$ 305	\$ -	\$ 305	\$ 285	\$ -	\$ 285	\$ 167	\$ -	\$ 167
BB&T ICS Investment Fund	\$ 431	\$ -	\$ 431	\$ 404	\$ -	\$ 404	\$ 432	\$ -	\$ 432
Ches Bank Money Market	\$ 3,686	\$ -	\$ 3,686	\$ 2,945	\$ -	\$ 2,945	\$ 2,531	\$ -	\$ 2,531
Ches Bank Checking	\$ 2,987	\$ -	\$ 2,987	\$ 2,882	\$ -	\$ 2,882	\$ 3,273	\$ -	\$ 3,273
Total Interest Earned	\$ 7,409	\$ -	\$ 7,409	\$ 16,683	\$ -	\$ 16,683	\$ 6,403	\$ -	\$ 6,403

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						\$299,823
James City County	\$53,578	\$27,489	\$50,493	\$28,414	\$33,281	\$22,117	\$27,080						\$242,452
York County	\$71,838	\$69,804	\$45,324	\$54,477	\$41,702	\$45,313	\$25,927						\$354,385
Total	\$164,626	\$153,884	\$152,301	\$124,303	\$126,928	\$95,585	\$79,033	\$0	\$0	\$0	\$0	\$0	\$896,660
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						\$1,463,113
James City County	\$429,912	\$462,044	\$378,848	\$422,323	\$434,949	\$522,461	\$294,132						\$2,944,669
York County	\$427,542	\$416,755	\$355,677	\$586,197	\$385,387	\$454,587	\$309,847						\$2,935,992
Total	\$1,054,706	\$1,095,432	\$933,606	\$1,282,194	\$1,022,700	\$1,210,623	\$744,513	\$0	\$0	\$0	\$0	\$0	\$7,343,774
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 - March 2020 vs March 2019											
	Occ %		ADR		RevPAR		Percent Change from March 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Historic Triangle+	21.8	45.1	93.79	109.13	20.40	49.27	-51.8	-14.1	-58.6	-58.7	-0.2	-51.9
Total U.S.	39.4	68.2	110.66	132.57	43.54	90.46	-42.3	-16.5	-51.9	-50.9	2.0	-41.2
Virginia	40.1	64.6	95.19	110.44	38.19	71.33	-37.9	-13.8	-46.5	-46.1	0.6	-37.5

	Year to Date - March 2020 vs March 2019											
	Occ %		ADR		RevPAR		Percent Change from YTD 2019					
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Historic Triangle+	27.0	33.3	103.46	107.61	27.92	35.89	-19.1	-3.9	-22.2	-22.3	-0.1	-19.2
Total U.S.	51.8	61.6	123.76	128.90	64.14	79.46	-15.9	-4.0	-19.3	-17.6	2.0	-14.2
Virginia	48.1	55.1	98.58	102.94	47.43	56.69	-12.6	-4.2	-16.3	-15.7	0.7	-12.0

FY21 Budget

July 1 – December 31, 2020

FY21 Budget

Williamsburg Tourism Council
Budget Comparison (Revenue and Expenses)
Jan 1, 2020 to Dec 31, 2020

	2019 Actual			2020 Budget			YOY	
	1st Half	2nd Half	Total	Forecast 1st Half	Budget 2nd Half	Forecast	Change	% Chg
Revenues								
Sales Tax (58.1-603.2)	5,315,115	6,071,481	11,386,596	4,089,096	3,573,050	7,662,146	(3,724,450)	-32.7%
Localities		750,000	750,000	500,000	-	500,000	(250,000)	-33.3%
Transient Occupancy Tax	604,631	941,094	1,545,725	312,991	581,525	894,516	(651,209)	-42.1%
Other	73,169	68,760	141,930	53,649	24,500	78,149	(63,781)	-44.9%
Total Revenue	5,992,915	7,831,335	13,824,251	4,955,736	4,179,075	9,134,811	(4,689,440)	-33.9%
Marketing Communications								
Advertising	4,401,945	3,240,348	7,642,292	4,364,125	7,394,459	11,758,584	4,116,292	53.9%
Mail House Contract	12,508	17,880	30,388	16,200	16,200	32,400	2,012	6.6%
Public Relations Contract	191,259	136,234	327,493	126,000	171,916	297,916	(29,577)	-9.0%
	4,605,712	3,394,461	8,000,173	4,506,325	7,582,575	12,088,900	4,088,727	51.1%
Market Research								
Research / SMARInsight	197,288	165,601	362,889	158,250	123,250	281,500	(81,389)	-22.4%
	197,288	165,601	362,889	158,250	123,250	281,500	(81,389)	-22.4%
Sales								
Business Development	4,659	80,066	84,725	23,350	123,350	146,700	61,975	73.1%
Trade Shows / Outreach	147,191	120,792	267,983	39,592	123,262	162,854	(105,130)	-39.2%
	151,850	200,858	352,708	62,942	246,612	309,554	(43,154)	-12.2%
Administrative Overhead								
Employee Expenses	427,083	453,054	880,137	550,230	768,863	1,319,093	438,956	49.9%
Administrative Services			-	-	-	-	-	
Internal Strategic Development			-	40,000	-	40,000	40,000	
Organization Support	118,132	76,256	194,388	80,435	107,400	187,835	(6,553)	-3.4%
	545,215	529,310	1,074,524	670,665	876,263	1,546,928	472,403	44.0%
Total Expenses	5,500,065	4,290,230	9,790,295	5,398,182	8,828,700	14,226,882	4,436,587	45.3%
Profit/Loss	492,851	3,541,105	4,033,956	(442,446)	(4,649,625)	(5,092,071)	(9,126,027)	-226.2%

Forecast: Cash Position

Net Month Activity	Starting Cash Position	Month Forecast	Ending Cash Position
Jan-20	6,764,572	973,791	7,738,363
Feb-20		623,681	8,362,044
Mar-20		491,915	8,853,959
Apr-20		646,823	9,500,782
May-20		(927,422)	8,573,360
Jun-20		(2,251,234)	6,322,126
Jul-20		(2,197,995)	4,124,131
Aug-20		(1,118,545)	3,005,586
Sep-20		(254,960)	2,750,626
Oct-20		(329,898)	2,420,728
Nov-20		(472,420)	1,948,308
Dec-20		(275,807)	1,672,501
Full Year	6,764,572	(5,092,071)	1,672,501

Bank Accounts		31-Mar-20
Chesapeake Bank	WTC Operating Acct	8,093,694
Chesapeake Bank	WTC Payroll Acct	1,000
BB&T	WTC Reserve Checking	250,167
BB&T	WTC Investment Fund	509,099
Total Operating Cash On Hand		8,853,959

Williamsburg Tourism Council

Cash Position Forecast - Product Development Funds

Jan 1, 2020 to Dec 31, 2020

Bank Accounts		31-Mar-20
Chesapeake Bank	WTC Money Market	2,055,774
Cash Investments		2,055,774

Director's Report

Procurement

Marketing Communication Activities



Procurement

RESEARCH

ADVERTISING AGENCY OF RECORD

INTERNAL STRATEGIC PLANNING


MAILHOUSE/DISTRIBUTION


AUDIT

LEGAL SERVICES

PUBLIC RELATIONS

Information Resource

 Visit Williamsburg, VA <info@visitwilliamsburg.com>
 Tue 5/12/2020 5:55 PM
 To: Vicki Cimino


Visit WILLIAMSBURG
 JAMESTOWN ▼ YORKTOWN

Dear Tourism Partners,

Visit Williamsburg continues to provide timely updates and resources to industry partners via our industry resource page. Be sure to continue checking visitwilliamsburg.com/industryresources for additional information. Recently added content includes:

[Federal, State, and Local Government](#)

- Forward Virginia Plan for Phase 1 Reopening

[CARES Act Resources](#)

- Community Development Block Grants
- Economic Development Administration

For the latest industry updates and resources from Visit Williamsburg, please take a moment to bookmark visitwilliamsburg.com/industryresources.

Public Relations Leads

Visit Williamsburg receives leads and requests for story content on a continuous basis from local, regional, and national media outlets. You are encouraged to participate; current inquiries are updated [here](#).

MENU MEETINGS, GROUPS & SPORTS | MEDIA CENTER SEARCH

THINGS TO DO ★ PLAN YOUR STAY ★ EXPLORE THE AREA

Visit
WILLIAMSBURG
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Keeping our Industry partners informed on the latest information and resources



CARES ACT RESOURCES



Visit
INDUSTRY UPDATES

WILLIAMSBURG
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FEDERAL, STATE, AND LOCAL GOVERNMENT



VIRGINIA TOURISM CORPORATION

Virginia Tourism Corporation



RESEARCH

Communication: By the Numbers

Between March 17 – May 12, Visit Williamsburg staff have conducted the following points of contact:

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

Industry engagement	250+
Industry records updated	245
Industry-wide newsletters	16
Client engagement	630
Client records updated	1941
Industry association conf calls	123
Webinar participation	140
Counterpart outreach	315
Contractor engagement	208
Virtual training sessions	54

Media Impressions - March 1 – April 30, 2020

Global Impressions

741.1 Million

36

Placements

*YoY 2019 – 210 Million Impressions & 36 Placements

Key Media Placements

“The South’s Best Winners
2020: Best Small Town”

- *Southern Living*



“The Ultimate Parents’ Guide
to Education and Activity
Resources”

- *The Washington Post*



“Coronavirus Travel: Is This Your
Chance To Book The Cheapest
Vacation Ever?”

- Laura Begley Bloom



“20 amazing virtual field
trips to aquariums,
museums and Mars”

- Marshall Bright



Press Trips

Media Hosted: 1

Destination Visits: 4

Market	Article/Topic	Destinations	Media Participants
GEORGIA & TENNESSEE	<i>Greater Williamsburg Spotlight</i>	Embassy Suites, Jamestown Settlement, Colonial Williamsburg, American Revolution Museum at Yorktown	Lynne Westbrook, Macaroni Kid Blue Ridge

Social Media Approach Amidst COVID-19



Short-Term Strategy Overview:

- As our nation faces an unprecedented situation and tourism is largely on hold, we want to ensure that we are using the Visit Williamsburg social media channels to empathize with our audience and bring them a sense of calm while they are unable to plan travel to the area.
- To do this, we are focusing on posting beautiful, scenic landscape imagery **without people** that evokes a sense of “zen,” to form a micro-campaign we are calling **#WondersofWilliamsburg**.
- This campaign will showcase calming scenes and locales from the Greater Williamsburg area - the “Wonders of Williamsburg” - along with messaging that encourages our followers to step back, relax and take in the views, all from the comfort of their own homes!
- Exceptions to this campaign may include attractions/museums offering virtual experiences or nods to strong community efforts that provide aid during this time.

Social Media | March 1 – April 30

Total Social Following: **87,660**
Total Impressions: **2,182,200**

Total Reach*: **977,237**
Total Engagement: **48,130**



TWITTER

(6,878 FOLLOWERS)
Engagements: **791**
YoY 2019: 362

Impressions: **23,896**
YoY 2019: 75,600



FACEBOOK

(65,977 FOLLOWERS)
Engagements: **30,070**
YoY 2019: 9,430

Impressions: **1,551,910**
YoY 2019: 4,266,676

Reach: **758,977**
YoY 2019: N/A



INSTAGRAM

(14,000 FOLLOWERS)
Engagements: **12,088**
YoY 2019: N/A

Impressions: **77,554**
YoY 2019: 516,800

Reach: **218,260**
YoY 2019: N/A



PINTEREST

(266 FOLLOWERS)
Engagements: **56,658**
YoY 2019: N/A

Impressions: **92,437**
YoY 2019: 1,985,129

Marketing: Bridge Campaign – We’ll Be Together Again Soon

“We’ll be together again” embraces the promise of tomorrow. It reminds people that we miss that connection as much as they do, and assures everyone that while now is the time to be safe, tomorrow will be the time to be together again. Greater Williamsburg will be ready and waiting when tomorrow arrives.

Goals:

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

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

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



Local Campaign



Visit
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You are on our minds.

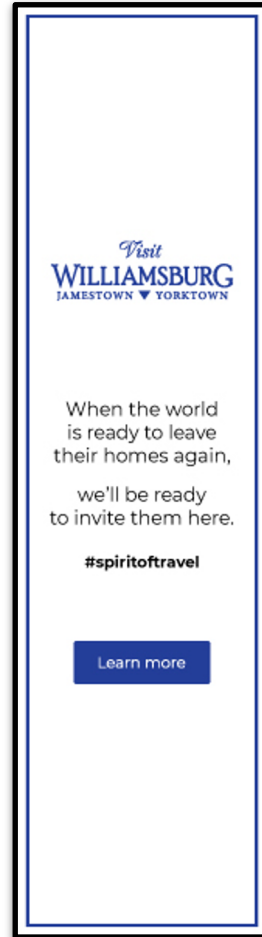
Tourism is the lifeblood of our community. This year more than ever, we're honoring the spirit of travel as we observe National Travel and Tourism Week, May 3-9, 2020.

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

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

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

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



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

#spiritoftravel

[Learn more](#)



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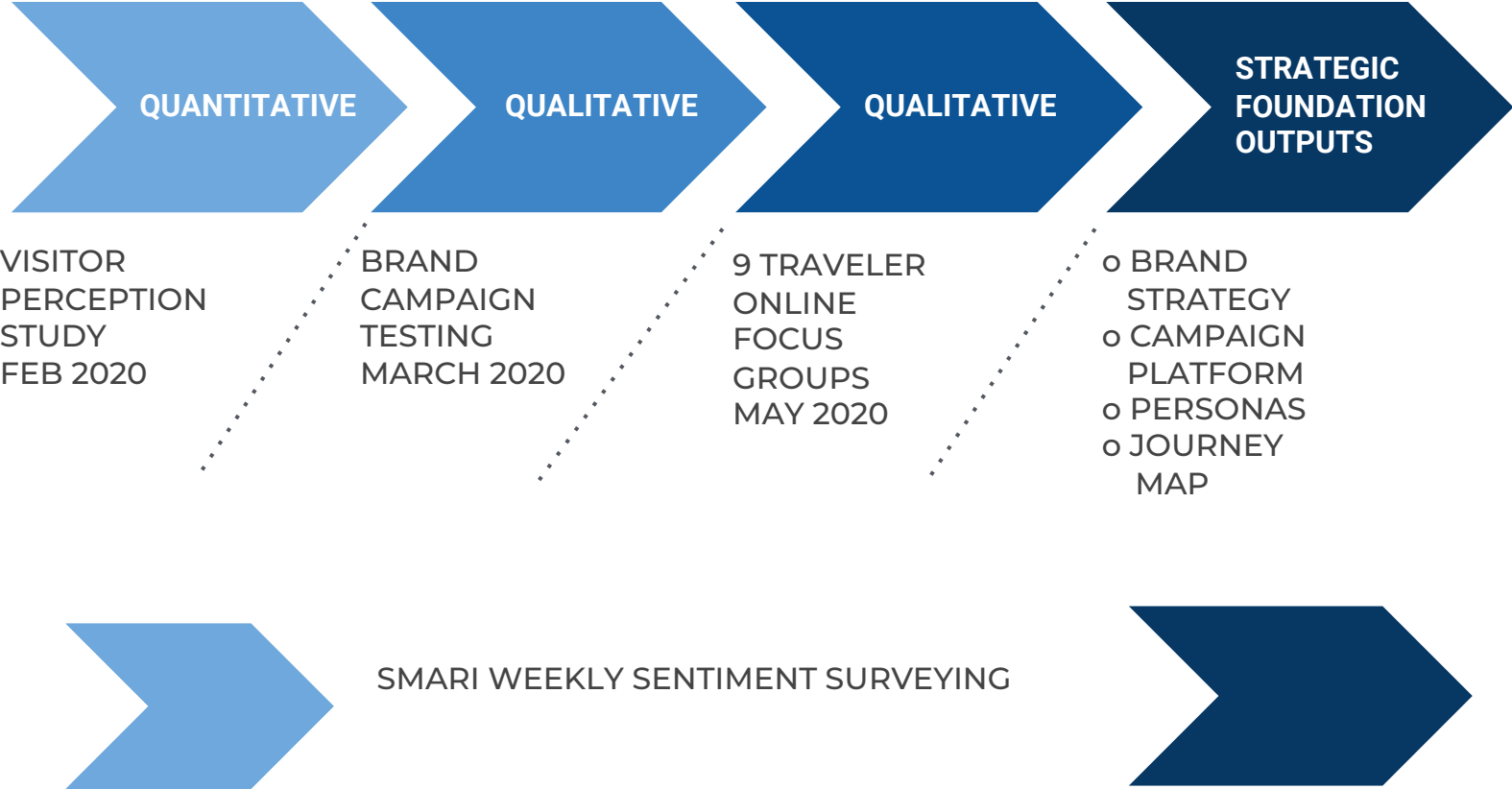
#spiritoftravel

[Learn more](#)

Local Campaign Launched in Conjunction with
National Travel and Tourism Week (May 3)
Combination Print/Digital – VA Gazette, WY Daily

Research

**DATA DRIVEN
STRATEGY.
ALWAYS.**



Topline Research Findings

- Strongest Williamsburg perception characteristics:
 - Family-friendly
 - Great place to reconnect with loved ones
 - Great place for history
 - Lots to see & do
- Strongest Williamsburg motivational characteristics
 - Allowed me to enjoy special moments together w/ loved ones
 - Helped me find a sense of relaxation
 - Helped me enjoy life to its fullest
- Past visitors gravitate toward creative that showcases experiences other than history (makes them realize there's still lots to do when I don't want history)
- For visitors who have never been & newer markets, they find the history experiences to be what distinguishes Williamsburg compared with other destinations.

Topline Research Findings

- Expansive food & beverage w/ unique cuisine options have high appeal when choosing a destination.
 - Range & variety is especially important and improves repeat visit likelihood
- Emphasis on new/unexpected experiences is key to spark repeat visits
 - Many visitors think of Williamsburg unilaterally with history and that limited perception hinders viability for repeat visitors.
- Williamsburg is an ideal destination for characteristics of destinations likely to visit post COVID-19:
 - Lots of open spaces, outdoor things to do, not super-crowded, drive-able distance to most of our target markets (5 hours or less)
- Factors that are top-of-mind for travelers post COVID-19:
 - Doesn't require air travel or multiple lodging stays
 - Clearly communicated safety measures
 - More AirBnB's or one hotel stay to minimize exposure risk

OUR DEFINING INSIGHT

We find where a customer's life intersects with your brand.

What people **THINK** about your brand or product category

“When I think of Williamsburg, I think of a good place to be with family. Lots to see and do.”

*SMARI Visitor Study on Current and New Travelers
March 2020*

“My mental fatigue is at an all-time high. Way too much to think about and worry about.”

*Skift Consumer Travel Trends: After the Virus
March 18, 2020*

What people **THINK** about their lives.

What people **FEEL** about your brand or product category

“Williamsburg is a place I go to reconnect with the people that matter most to me.”

*SMARI Visitor Study on Current and New Travelers
March 2020*

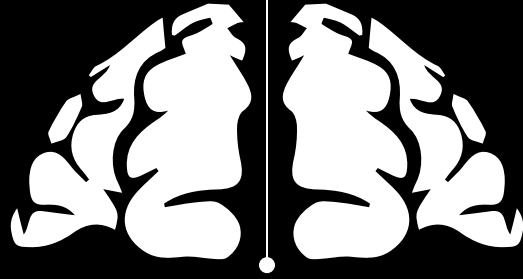
“More than ever before, I want to unplug from the chaos and spend more time enjoying life with those I love.”

Lessons from Post 9/11 Societal & Travel Trends.

What people **FEEL** about their lives.



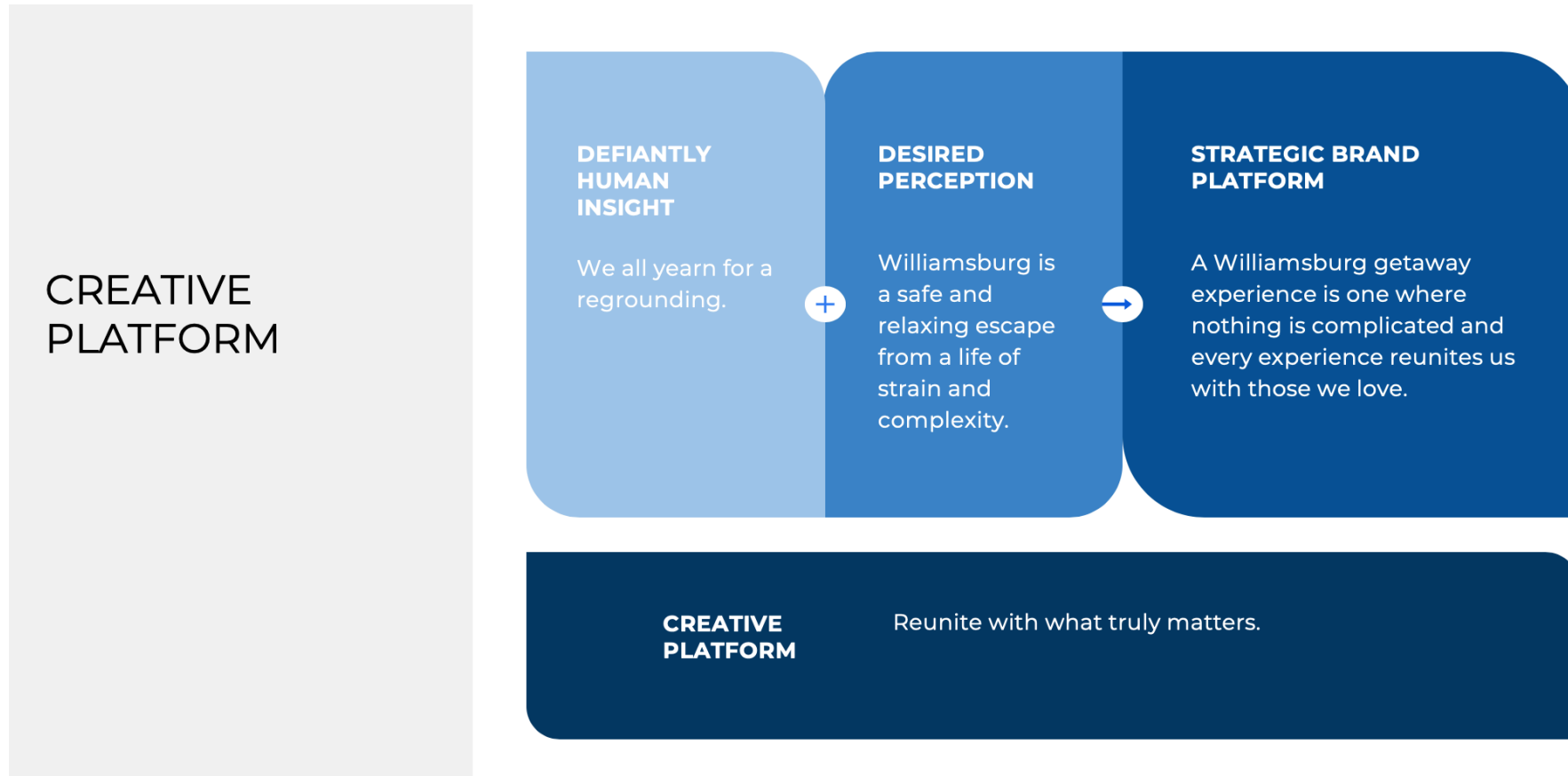
Our insight of opportunity.



We all yearn for a regrounding.



Summer 2020 Advertising Campaign: Phase Two



LIFE. AT YOUR PACE.

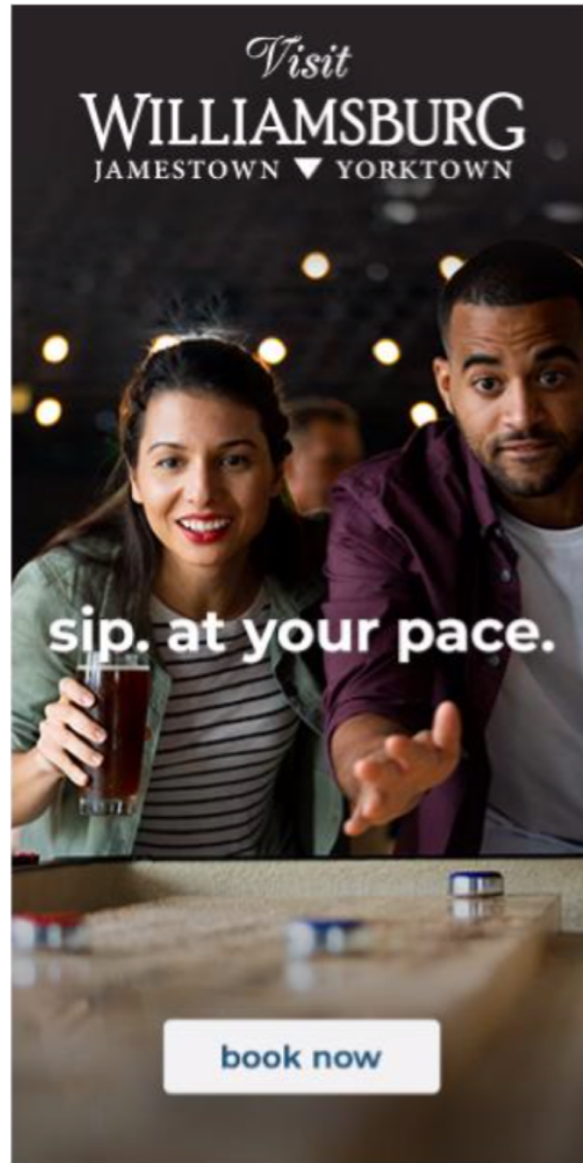
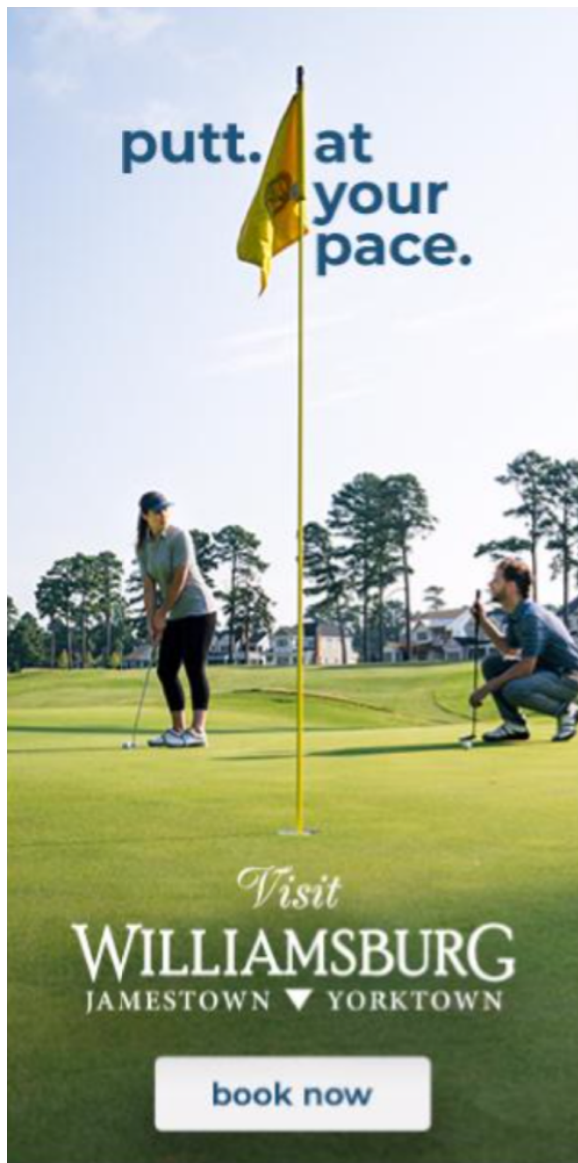
The world forces us to move at a pace that doesn't always make us comfortable. We yearn to get back to our pace of life, as fast – or as slow – as we wish. We want to get control of our lives back. Williamsburg is the place to do just that. Because your vacation is your vacation.

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.

A large, historic brick building with a central tower and a balcony, surrounded by trees and a lawn. The building is a three-story structure made of red brick with white window frames and a white balcony. The central tower has a white facade and a dark, domed roof. The building is set on a green lawn with a paved area in front. The background is filled with trees, some with autumn foliage. The sky is clear and blue.

taste at your pace.



Visit Williamsburg
Today at 12:33

Whether your happy place is feet up on a beach, or head down on a roller coaster, come to Williamsburg to live life. At your pace.

fly. at your pace.

Like Comment Share

1,035

Write something...





Simple Strivers

MEET SYDNEY

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

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



General Travel Attitudes

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

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

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

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

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

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

Motivation FOR TRAVEL

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

Barriers FOR TRAVEL

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

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

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



BEACH



CRUISE



THEME PARK



MUSIC/ ENTERTAINMENT



OUTDOOR ACTIVITIES/ SERENE LANDSCAPE

EMPATHIC INSIGHT

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

EMPATHIC OPPORTUNITY

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

Simple Strivers



TRAVEL TYPE: Couple

Rational Needs

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

Emotional Needs

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



TRAVEL TYPE: Multi-gen Families

Rational Needs

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

Emotional Needs

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

Technology Attitudes

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

Online & Social Networking Activities

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

MEDIA & TECHNOGRAPHICS

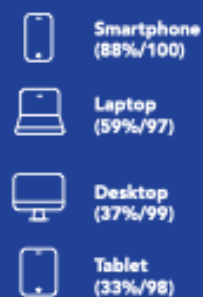
Media



Social



Devices



Travel Inspiration and Planning Resources

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

FRIENDS & FAMILY GENERAL WEBSITE SEARCHES





Culture Questers

MEET CECE

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

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



General Travel Attitudes

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

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

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

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

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

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

Motivation

FOR TRAVEL

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

Barriers

FOR TRAVEL

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

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



NATIONAL PARKS



HISTORICAL SITES



DINING OUT



OUTDOOR ACTIVITIES



CONCERTS /EVENTS



SIGHTSEEING



MUSEUMS

EMPATHIC INSIGHT

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

EMPATHIC OPPORTUNITY

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



TRAVEL TYPE:
Couple

Rational Needs

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

Emotional Needs

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



TRAVEL TYPE:
Families

Rational Needs

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

Emotional Needs

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

Technology Attitudes

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

Online & Social Networking Activities

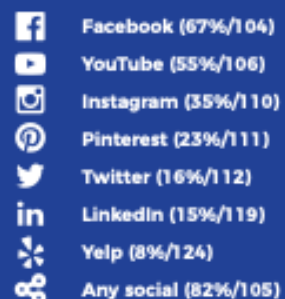
- App categories used in the past month: *navigation, rideshare, travel, banking/finance, calendar, fitness, food/cooking, games and music.*
- Over-index for using the Internet to *shop, obtain financial information/track investments, pay bills, obtain news, look for recipes and watch TV.*
- Over-index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

MEDIA & TECHNOGRAPHICS

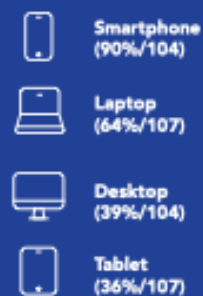
Media



Social



Devices



Other Media Planning Implications

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



See-ers & Do-ers

MEET ISSAC

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

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



General Travel Attitudes

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

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

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

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

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

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

Motivation FOR TRAVEL

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

Barriers FOR TRAVEL

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

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



HIKE/SKI



NATIONAL PARKS



MUSIC/ EVENTS/ SPORTS



NIGHTLIFE



FESTIVALS



SIGHTSEEING

EMPATHIC INSIGHT

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

EMPATHIC OPPORTUNITY

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

See-ers & Do-ers



TRAVEL TYPE: Couple

Rational Needs

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

Emotional Needs

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



TRAVEL TYPE: Friend Groups

Rational Needs

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

Emotional Needs

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

Technology Attitudes

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

Online & Social Networking Activities

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

MEDIA & TECHNOGRAPHICS

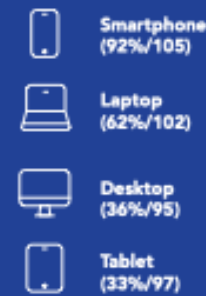
Media



Social



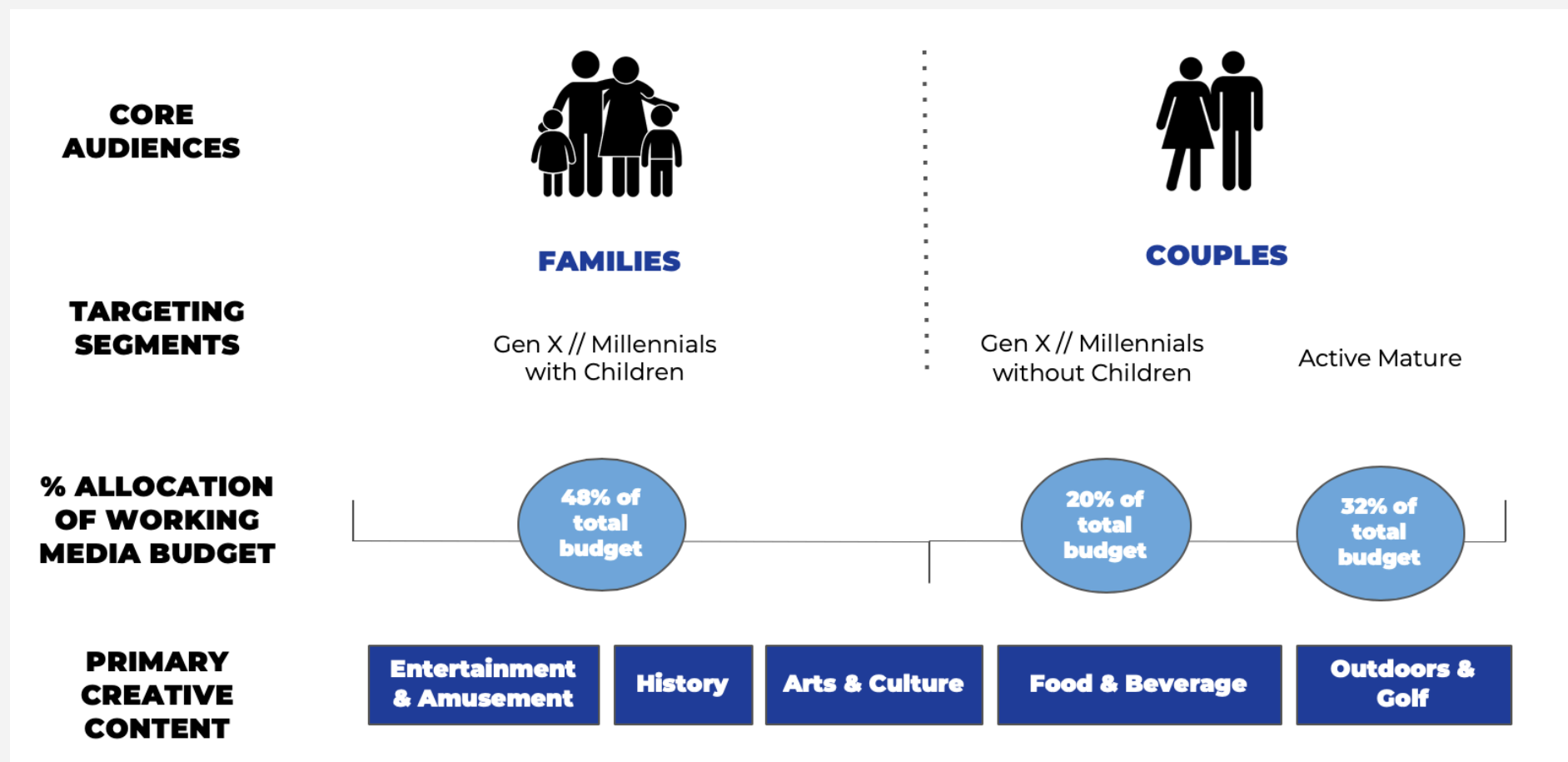
Devices



Other Media Planning Implications

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

Target Audience Segmentation & Allocation



Target Geography Tiers

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

- 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%

BRAND MEDIA / MESSAGING	FEBRUARY			MARCH			MAY			JUNE				JULY				AUGUST			SEPTEMBER			OCTOBER			NOVEMBER			DECEMBER			INITIAL BUY ACTUALIZED SPEND	MAY PLANNED COSTS	JUNE-SEPT PLANNED COSTS	TOTAL COSTS	PERCENT OF BUDGET					
	27	3	10	17	24	2	9	16	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5						12	19	26	2	9
BROADCAST MEDIA																																										
LINEAR TV																																										
Cleveland, Columbus																																										
Washington DC, Charlottesville, Harrisonburg, Roanoke-Lynchburg																																										
Charlotte, Philadelphia, Baltimore, Raleigh-Durham, Salisbury, Greenville-New Bern-Washington																																										
New York (Placeholder)																																										
CTV/OTT																																										
Washington DC, Charlottesville, Harrisonburg, Roanoke-Lynchburg																																										
Charlotte, Philadelphia, Baltimore, Raleigh-Durham, Salisbury, Greenville-New Bern-Washington, Cleveland, Columbus, New York (Placeholder)																																										
BROADCAST TOTALS:																																										
DIGITAL MEDIA																																										
DIGITAL DISPLAY/VIDEO																																										
Adora																																										
Trip Advisor																																										
Undertone																																										
Pandora																																										
Verizon																																										
Vistagraphics (e-mail)																																										
DIV360 (Programmatic)																																										
CP Programmatic Fee																																										
Bia (Mobile-First Partner)																																										
Triple4/ft (Native Content Distribution)																																										
Division D (Dedicated Digital Video Distribution)																																										
Content Partner Exploration																																										
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PPC / PAID SOCIAL MEDIA																																										
PPC (PAID SEARCH)																																										
PAID SOCIAL																																										
Facebook/Instagram (Traffic Driving Campaign)																																										
Facebook/Instagram (Video Views - Inspirational Video)																																										
Facebook/Instagram (Engagement/Boosted Content)																																										
Pinterest																																										
Pivability (YouTube)																																										
PPC/PAID SOCIAL TOTALS:																																										
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INFLUENCER TOTALS:																																										
MISC. ONGOING COMMITMENTS																																										
Co-Op Opportunities																																										
WRLA Travel Guide																																										
East Coast Gateway Welcome Center																																										
goWilliamsburg																																										
Coastal Virginia - COVID-19 Email/Print																																										
Virginia Media - Local Print Execution for National Travel & Tourism Week																																										
Full Page - Virginia Gazette																																										
Digital - Virginia Gazette																																										
Full Page - Daily Press																																										
Digital - Daily Press																																										
Local Print (Restaurants/Local Biz Support)																																										
MISC. ONGOING COMMITMENTS TOTALS:																																										
SUB-TOTALS:																																										
ESTIMATED AD SERVING FEES:																																										
ARRIVALIST RENEWAL FEE:																																										
TOTAL ESTIMATED COSTS:																																										
ANNUAL BUDGET:																																										
CAMPAIGN TOTAL BUDGET (Plus Ad-Serving):																																										
VARIANCE:																																										

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

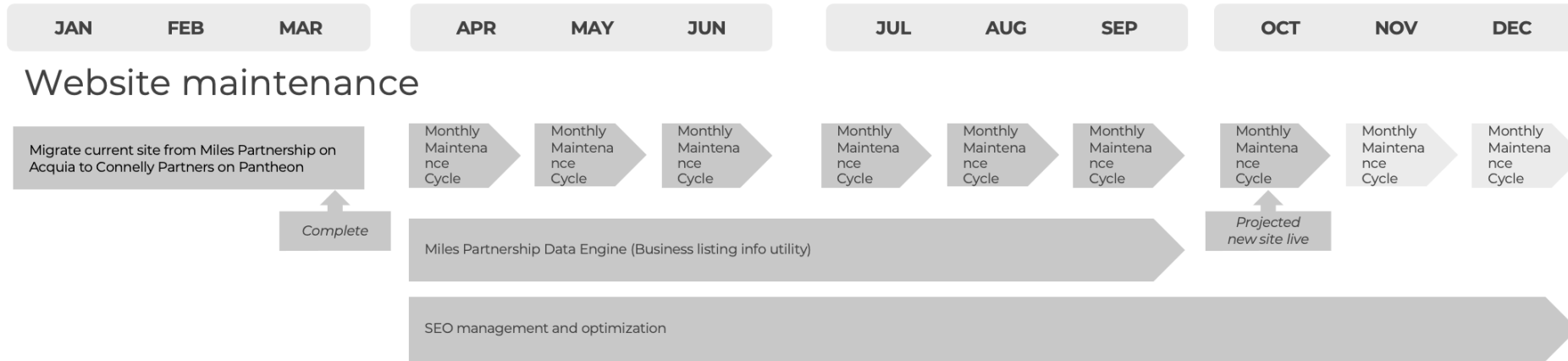
Invoice management (automatically
split between partner and VW)



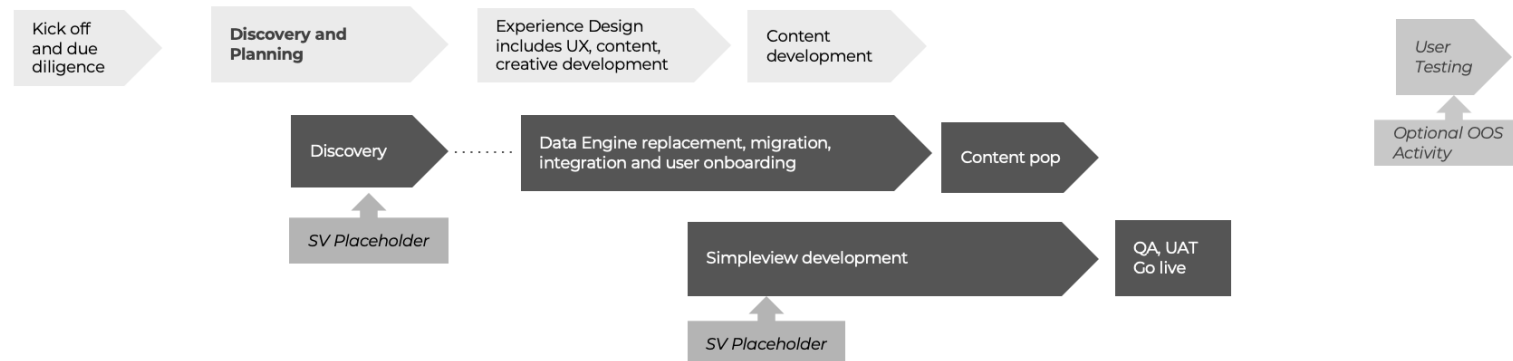
To Participate:

- 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

DIGITAL STREAM HIGH LEVEL TIMELINE



Website design and development



Sales Director Report

Recovery Plan

SALES RECOVERY



SPORTS & SOCIAL, MILITARY, EDUCATIONAL, RELIGIOUS, AND FRATERNAL (SMERF)

ASSOCIATIONS

CORPORATE SALES & INTERNATIONAL

GROUP TOUR & TRAVEL

WHY?

Specialty markets encompass the broader range of special interest groups committed to meeting in support of their collective interests.

Associations are an integral part of the U.S. economy. They collectively represent industries, professions, and causes, as well as, educational and professional development. Associations represent a major piece of the meetings and conventions industry.

International travelers book longer stays, spend more and focus on shopping, sightseeing, fine dining, national parks and monuments and amusement/theme parks. The Meetings, Incentive, Conferences and Exhibitions market pairs well with International travelers and corporate business.

The group tour market historically is a strong performer in Greater Williamsburg. Group tour consists of both adult and student groups. Success in this segment is essential and growth is mandatory.

MEMBERSHIPS

Society of Government Meeting Professionals (SGMP)
Sports Events and Tourism Assoc. (SETA)
Religious Conference Management Assoc. (RCMA)

Virginia Society of Assoc.Executives (VSAE)
American Society of Assoc. Executives (ASAE)
Professional Convention Management Assoc. (PCMA)
Virginia Assoc. of Destination Marketing Organizations (VADMO)
Association Executives of North Carolina (AENC)

Meeting Professionals International (MPI)
Finance & Insurance Conference Professionals (FICP)
Healthcare Convention & Exhibitors Assoc. (HCEA)
Society for Incentive Travel Excellence (SITE)

American Bus Assoc. (ABA)
Student & Youth Travel Assoc. (SYTA)
Pennsylvania Bus Assoc. (PBA)
Maryland Motorcoach Assoc. (MMA)
Ontario Motorcoach Assoc. (OMA)
Virginia Motorcoach Assoc. (VMA)
National Tour Assoc. (NTA)
North Carolina Motorcoach Assoc. (NCMA)
Motorcoach Assoc. of South Carolina (MASC)

DESTINATION AWARENESS

Identify opportunities to "sell" the destination, articles in trade journals, monthly highlights to database and destination updates and information.
Webinars
Annual FAM

Quarterly Webinars to engage and inform clients, potential clients, and area suppliers
Destination trainings sessions
Membership participation, industry newsletters and annual FAM

Host Qualified Planner FAMs
Destination training sessions
Quarterly webinars to inform current & potential clients

Trade journal advertising, monthly highlights/destination updates to industry
Webinars
Annual FAM

SALES ACTIVITIES

Key Tradeshows
Connect Sports · New Orleans, LA · 8/17-8/19

Phone Blitzes
School Districts · DC, VA, MD & OH · 5/26-5/29
MegaChurches · Hampton Roads · 6/4-6/5

Client Events/Missions
Client Event · Norfolk, VA · 6/23 - 6/25
Client Event · Richmond, VA · 7/14 - 7/16
SGMP Fall Member Meeting
Richmond, VA · 9/9
Raleigh, NC · 12/8 - 12/11

Key Tradeshows
VSAE Annual Conference
Williamsburg, VA · 8/16 - 8/20
VSAE Fall Conference · Richmond, VA · 10/1
AENC Annual Tradeshows · 12/10

Phone Blitzes
Diversity & Inclusivity Assoc. · 6/11 - 6/12
Technical Assoc. · 8/11 - 8/13
Professional Assoc. · 9/2 - 9/3

Client Events/Missions
Williamsburg, VA · 9/22
Washington, DC · 11/16 - 11/18
Raleigh, NC · 12/8 - 12/11

Key Tradeshows
Small Meetings Market Conf.
French Lick, IN · 10/4 - 10/6

Phone Blitzes
Virginia Fortune 1000
Incentive Planner
Transportation

Client Events/Missions
Raleigh, NC · 12/8 - 12/11
Richmond, VA · 9/8 - 9/10
Washington, DC/NOVA · 9/11
Baltimore, MD · 9/30 - 10/2
Philadelphia, PA · 10/14 - 10/16

Key Tradeshows
ABA · Baltimore, MD · 1/29/21-2/2/21
NTA Travel Exchange
Reno/Tahoe, NV · 11/15 - 11/19

Phone Blitzes
Blitzes around motorcoach shows & events
MD, PA & VA
US Tours · Vienna, VA

Client Events/Missions
Reno, NV

DRIVE SALES

Identify niche sport event creators and key decision makers, ask for business, and relay product information and destination developments.

Weekly sales calls, solicitations, lead, and target account goals.

Weekly sales calls, solicitations, lead, and target account goals.

Host annual association meeting planner FAM.

Identify, develop, maintain, and grow accounts and client relationships.

Identify, develop, maintain, and grow accounts and client relationships.

Meet weekly sales call, solicitation, lead, and target account goals.

Identify itinerary creators and key decision makers, ask for business, and relay product information and destination developments.

Identify new opportunities in niche markets within tour segment including, diversity, senior, culinary, adventure, military, historical, service, eco, special interest, and fraternal.

Meet weekly sales and solicitation goals, lead goals, and target account goals.

SALES TEAM CALENDAR 2020

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
School District Phone Blitz DC, VA, MD, OH 5/26 - 5/29 (SMERF)	MegaChurch Phone Blitz Hampton & Commonwealth Road 6/4 - 6/5 (SMERF)	VA Fortune 1000 Phone Blitz 7/8 (CORP)	Technical & Trade Assoc. Phone Blitz 8/11 - 8/13 (ASSOC)	Professional Assoc. Phone Blitz 9/2 - 9/3 (ASSOC)	Client Event & Sales Calls NOVA/MD 9/30-10/2 (SMERF/SPORT/ASSOC/MICE) VSAE Richmond Tradeshow 10/1 (ASSOC)	NTA Reno, NV 11/15 - 11/19 (TT)	Sales Calls Raleigh, NC 12/8 - 12/11 (SMERF/SPORT/ASSOC/MICE)
Prepare Destination Presentation & Training (ALL)	Prepare Destination Presentation & Training (ALL) Diversity Association Phone Blitz 6/11 - 6/12 (SMERF/ASSOC)	Richmond Sales Calls & Client Event 7/14 - 7/15 (MICE/SMERF/ASSOC)	VSAE Tech & Trade Assoc Phone Blitz 8/11 - 8/13 (ASSOC)	Client Event Richmond, VA 9/8-10/20 SGMP Event 9/9/20 (SMERF/SPORT/ASSOC/MICE)	Small Meetings Market French Lick, IN 10/4 - 10/6 (SMERF/MICE/ASSOC)	Client Event & Calls Washington, D.C. 11/16 - 11/18 (SMERF/SPORT/ASSOC/MICE)	AENC 39th Annual ASSOC. EXEC. North Carolina 12/10 (ASSOC)
Collateral Material Handout & CO-OP Opportunities (ALL)	Sales Calls & Client Event Norfolk, VA 6/23 - 6/25 (SMERF/MICE)	Incentive Planner Phone Blitz 7/22 - 7/24 (MICE)	Connect Sports New Orleans, LA 8/16 - 8/20 (SPORT)	Client Event Washington, D.C. 9/11 (SMERF/ASSOC/MICE)	Professional Assoc Phone Blitz 10/12 - 10/13 (ASSOC)	Potential Sales FAM	Prepare Destination Presentation & Training (ALL)
CVent Training & Certification (ALL)	Post Sales Positions	SimpleView CRM Implementation (ALL)	CVent Connect Virtual 8/25 - 8/26 (ALL)	Client Event Williamsburg, VA 9/22 (ASSOC/MICE/SMERF/SPORT)	Sales Calls & Client Event Transportation Phone Blitz Philadelphia, PA 10/14 - 10/16 (MICE/SMERF)		Prepare Destination Presentation & Training (ALL)

Chair Report

Alliance – Tourism Council Representative, New Term

Alliance – New Memorandum of Understanding

Officers

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
July 21, 2020	Typical Agenda; Fall 2020 Overview	Sixty (60) Minutes
September 15, 2020	Typical Agenda; Holiday 2020 Overview	Sixty (60) Minutes
November 17, 2020	Typical Agenda; 2021 Preview	Sixty (60) Minutes
January 19, 2021	Typical Agenda; Spring 2021 Overview	Sixty (60) Minutes

Adjourn

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN