

Visit Williamsburg

"Life. At Your Pace." Advertising Overview

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

2021 Media/Creative Strategy

Target Audience



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

Target Audience: Personas – Simple Strivers



Simple Strivers

MEET SYDNEY

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



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

General Travel Attitudes

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

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

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

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

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

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

Motivation

FOR TRAVEL

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

Barriers

FOR TRAVEL

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

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

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



BEACH



CRUISE



THEME PARK



MUSIC/
ENTERTAINMENT



OUTDOOR ACTIVITIES/
SERENE LANDSCAPE

EMPATHIC INSIGHT

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

EMPATHIC OPPORTUNITY

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

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

Target Audience: Personas – Simple Strivers

Simple Strivers



TRAVEL TYPE:
Couple

Rational Needs

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

Emotional Needs

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



TRAVEL TYPE:
Multi-gen Families

Rational Needs

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

Emotional Needs

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

Technology Attitudes

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

Online & Social Networking Activities

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

MEDIA & TECHNOGRAPHICS

Media



Social



Devices



Travel Inspiration and Planning Resources

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

FRIENDS & FAMILY GENERAL WEBSITE SEARCHES



Target Audience: Personas – Culture Questers



Culture Questers

MEET CECE

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

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



General Travel Attitudes

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

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

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

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

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

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

Motivation

FOR TRAVEL

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

Barriers

FOR TRAVEL

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

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



EMPATHIC INSIGHT

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

EMPATHIC OPPORTUNITY

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

Target Audience: Personas – Culture Questers

Culture Questers



TRAVEL TYPE:
Couple

Rational Needs

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

Emotional Needs

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



TRAVEL TYPE:
Families

Rational Needs

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

Emotional Needs

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

Technology Attitudes

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

Online & Social Networking Activities

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

MEDIA & TECHNOGRAPHICS

Media



Social



Devices



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

Other Media Planning Implications

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

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



See-ers & Do-ers

MEET ISSAC

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

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



General Travel Attitudes

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

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

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

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

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

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

Motivation

FOR TRAVEL

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

Barriers

FOR TRAVEL

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

PREFERRED TRAVEL ACTIVITIES/TYPES OF TRAVEL



HIKE/SKI



NATIONAL PARKS



MUSIC/EVENTS/SPORTS



NIGHTLIFE



FESTIVALS



SIGHTSEEING

EMPATHIC INSIGHT

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

EMPATHIC OPPORTUNITY

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

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

See-ers & Do-ers



TRAVEL TYPE:
Couple

Rational Needs

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

Emotional Needs

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



TRAVEL TYPE:
Friend Groups

Rational Needs

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

Emotional Needs

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

Technology Attitudes

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

Online & Social Networking Activities

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

MEDIA & TECHNOGRAPHICS

Media



Social



Devices



Other Media Planning Implications

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

Geographic Targeting

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

Short Drive + Established Success/ Heaviest Volume

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

Short Drive + Established Success/ Lighter Volume

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

Longer Drive + Past Success

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

EXPANSION

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

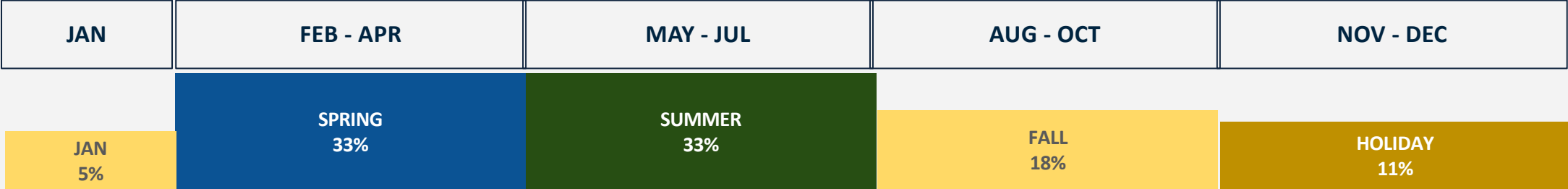
Campaign Overview

2021 Strategy

Always-on Approach

Increased Spend to Capture Peak Demand Periods

Constantly Monitor and Adjust as Needed



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

Creative Platform

CREATIVE PLATFORM

DEFIANTLY HUMAN INSIGHT

We all yearn for a
regrounding.



DESIRED PERCEPTION

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



STRATEGIC BRAND PLATFORM

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

CREATIVE PLATFORM

Reunite with what truly matters.

LIFE. AT YOUR PACE.

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

You want to sleep in and have breakfast for lunch? Go for it. You want to play golf all day, everyday, for an entire week? It's your vacation. You want to hop in a canoe and see where the James River takes you (without a paddle)? Then head to Williamsburg and experience

Life. At your pace.

Performance and Measurement

Return on Investment

Ad Effectiveness Study

Campaign Performance/Dashboard

Economic Dashboard

Smith Travel Research

2021 Return on Investment Calculations

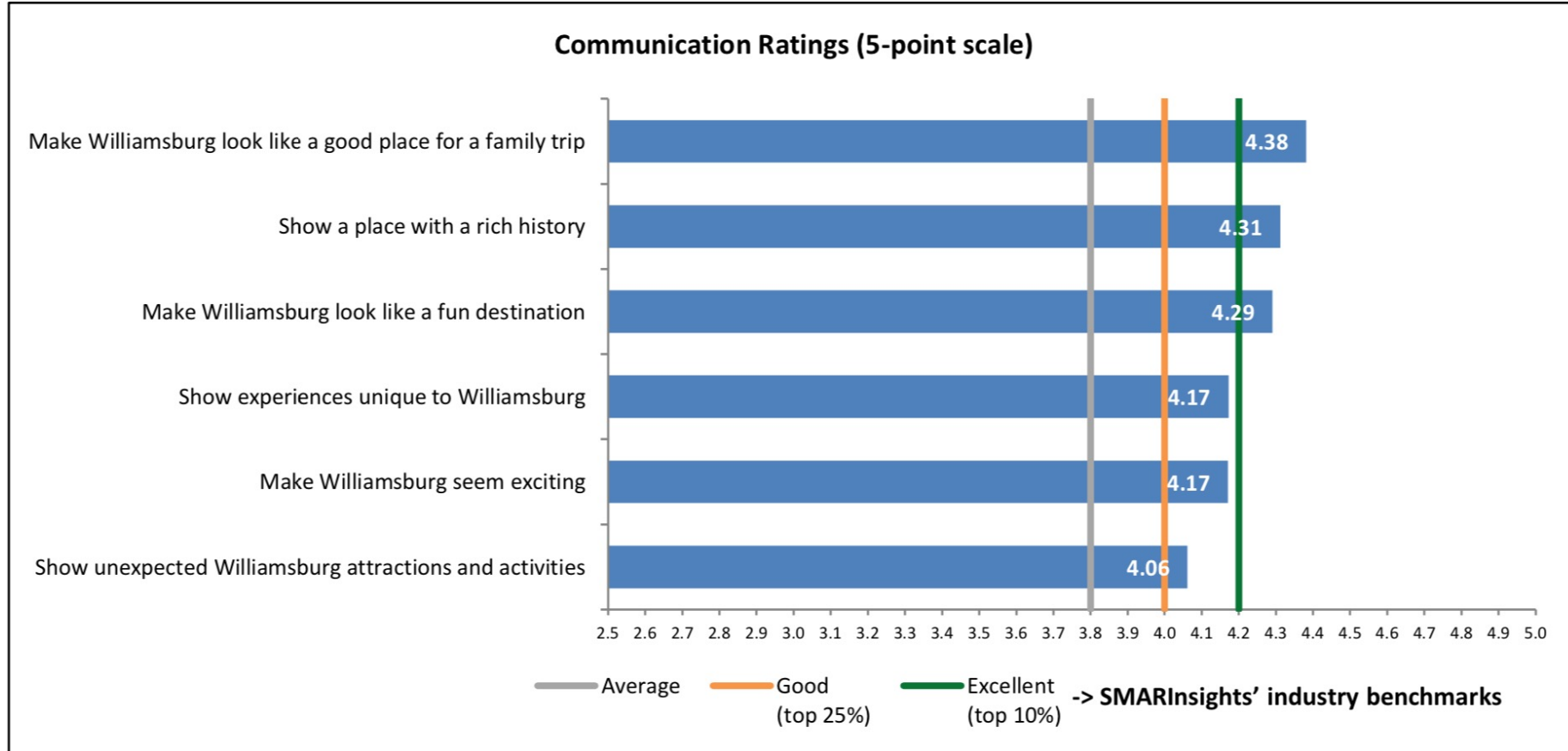
	Proven Markets	Expansion Markets	Total
Target HHs	7,755,563	1,883,453	9,639,015
Ad Awareness	47%	43%	46%
Ad-Aware HHs	3,628,319	807,283	4,435,601
Incremental Travel %	6.6%	8.9%	7.0%
Incremental Trips	238,820	71,898	310,718
Avg. Trip Spending	\$1,270	\$1,430	\$1,307
Ad-Influenced Trip Spending	\$303,378,148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

Conducted by:

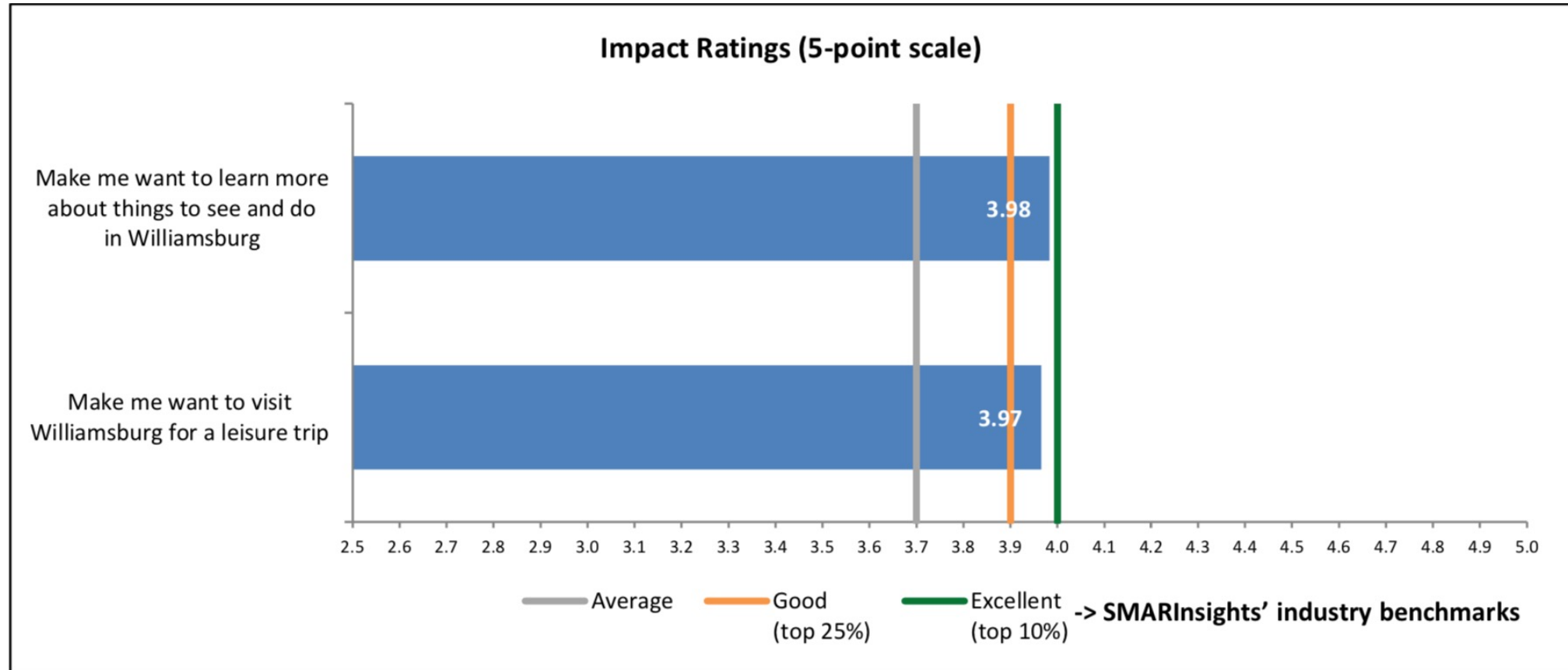


*Full report is available upon request.

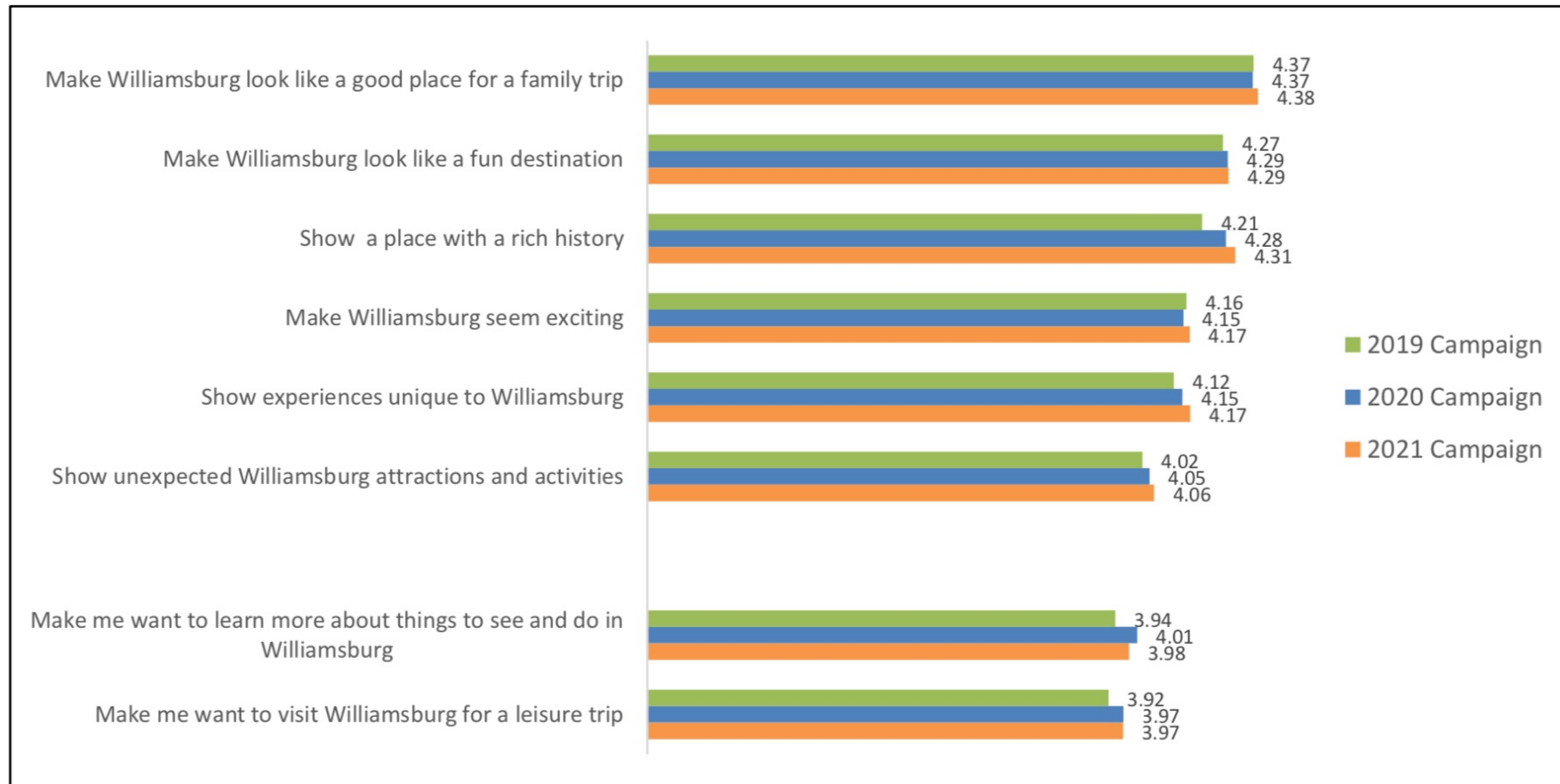
2021 Ad Effectiveness Metrics: Comms Ratings



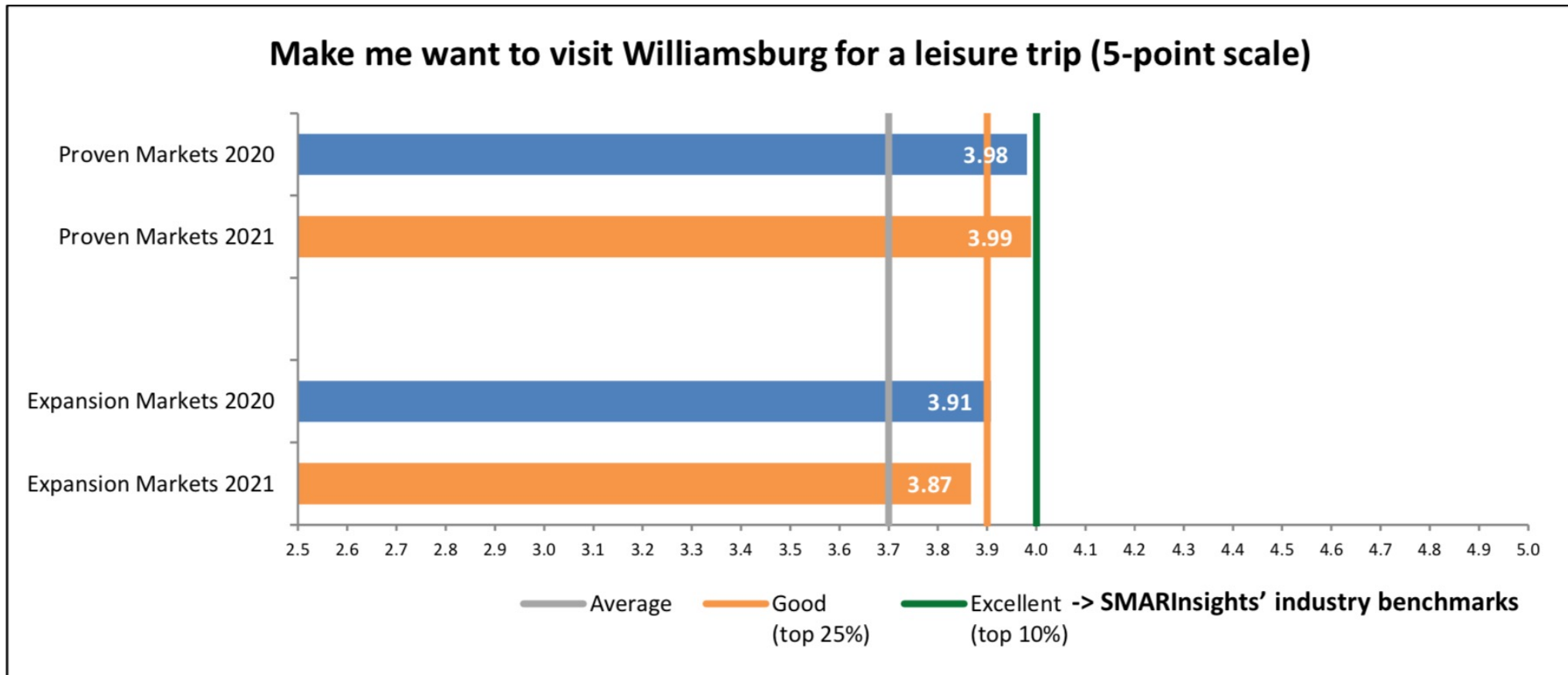
2021 Ad Effectiveness Metrics: Impact



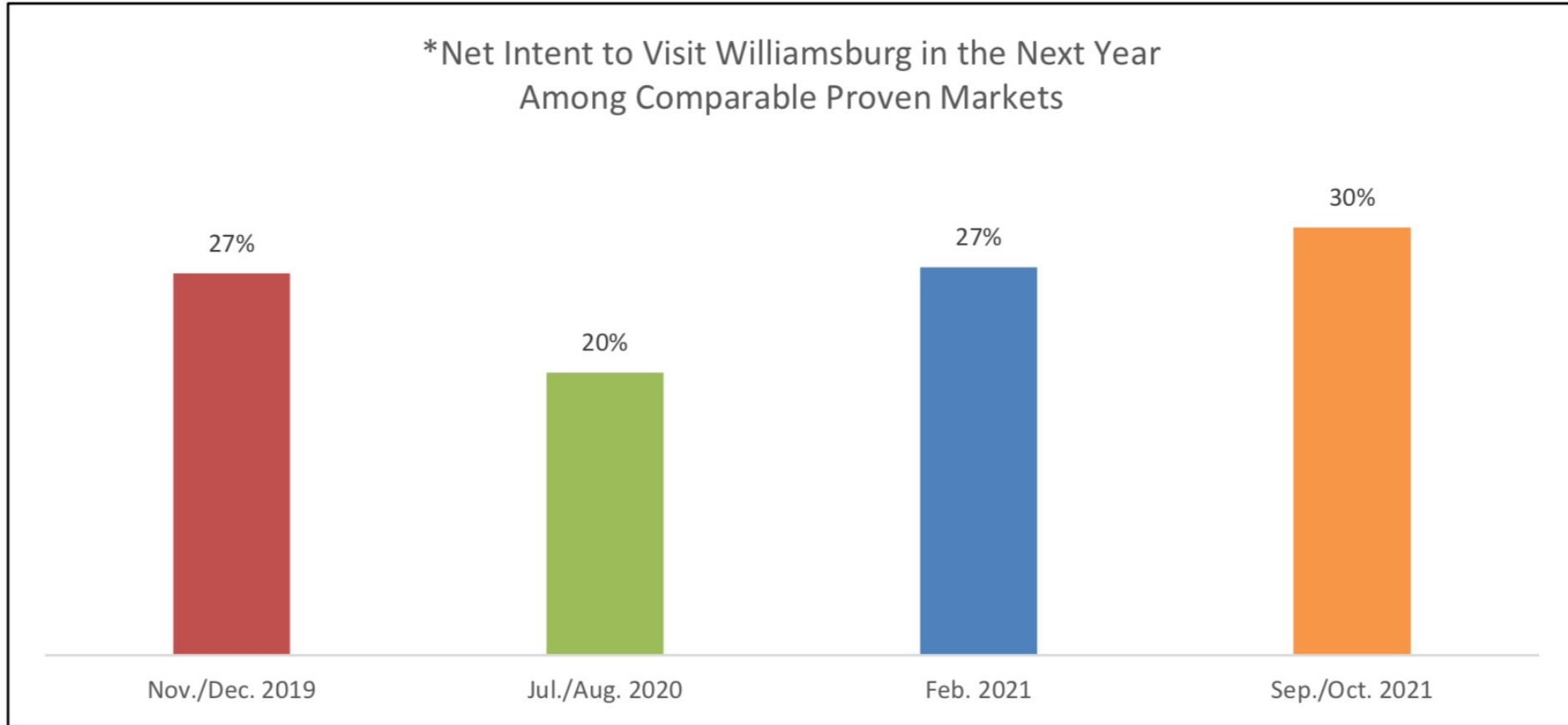
2021 Ad Effectiveness Metrics: Ad Ratings



2021 Ad Effectiveness Metrics: Visit?



2021 Ad Effectiveness Metrics: Intent to Visit



Performance Dashboard

Visit Williamsburg

Jan 1, 2021 - May 6, 2021

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

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

Date Observations & Insights

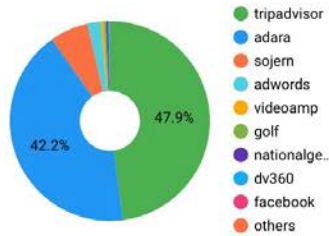
May 6, 2021

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

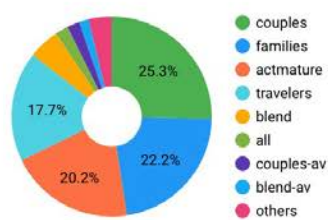
Apr 22, 2021

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

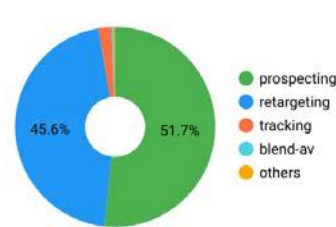
Hotel Bookings by Platform



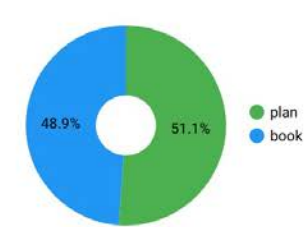
Hotel Bookings by Audience



Hotel Bookings by Target



Hotel Bookings by CTA



Historical Hotel Bookings and Flight Bookings

Jan 1, 2020 - Apr 30, 2021

Hotel Bookings Flight Bookings

Top Hotel Origin Markets

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