



**2013 Campaign Update
August 19, 2013**

Paid Advertising

TELEVISION UPDATE

The Visit Williamsburg television spots started March 4 in New York, Washington D.C., Philadelphia and Raleigh/Durham. Just this month the 2013 TV campaign has ended with the New York market completed on August 4 and Washington D.C., Philadelphia and Raleigh/Durham completed on August 11. With the end of the in-market television advertising, we have implemented the annual post-advertising awareness survey. Preliminary results are due to us on August 21.

DIGITAL UPDATE

Digital advertising which includes paid search and display/banner advertising is running 1/1 to 12/31, with Search running the full year and the bulk of display running March-August. The buy consists of a range of tactics: sponsored blog posts, targeted travel placements, video networks and YouTube, custom high impact units, and search.

Display media aims to raise awareness of Greater Williamsburg and/or capture users in the market to visit www.VisitWilliamsburg.com. Display is measured by a brand study that indicates effectiveness of media and creative in boosting awareness and VisitWilliamsburg.com page consumption which indicates visitor interest driven by advertising. A June, 2013 evaluation of display media being purchased indicated one product that was underperforming and not meeting expectations. We worked with Martin Agency to shift those digital dollars to other on-line opportunities in an effort to maximize our advertising dollars and also test potential new products for further use in 2014.

The Search campaign is optimized throughout the year and has a range of campaigns— keywords related to the Greater Williamsburg brand and attractions as well as seasonal opportunities such as a July 4th campaign and Summer keywords. We work with Martin weekly to review current search campaigns to evaluate and optimize the flights. As we approach Labor Day, we plan to stop Summer-specific ads and compose Fall-specific ads in their place.

WADMC Digital Media Spend through 7.31.2013

Channel	Cost	Impressions	Clicks	CTR	CPC
Display	\$ 288,119.03	31,028,848	120,756	0.39%	\$ 2.39
Search	\$ 385,394.00	16,173,837	397,863	2.46%	\$ 0.97
Total	\$ 673,513.03	47,202,685	518,619	1.10%	\$ 1.30

Website

WEBSITE IMPROVEMENTS:

- On May 21, 2013 the content of the VisitWilliamsburg.com site and the travel planning pages of the WilliamsburgCC.com site were merged. As part of the merge process, VisitWilliamsburg.com was converted to a responsive design platform, providing significantly improved functionality when the site is viewed by mobile and tablet devices. We can see that improvement is working with a huge increase in visitation from mobile and tablet devices, increased time spent on site and a decrease on bounce rate.
- Other ongoing improvements to the site include seasonal changes and a review of highly trafficked pages for optimization.
- This September, we will be managing the planned website usability study in-house, rather than outsourcing to Momentum to allow for significant budget savings.

Tablet Visits 5.21 to 7.31.2013

Metric	2013	2012	Improvement
Visits	71,266	42,171	69%
Pages/Visit	4.60	4.22	7%
Duration	4:22	3:55	22%
Bounce Rate	37%	40%	-6%

Mobile Visits 5.21 to 7.31.2013

Metric	2013	2012	Improvement
Visits	57,055	27,857	105%
Pages/Visit	3.48	2.76	26%
Duration	2:41	2:29	8%
Bounce Rate	46%	54%	-14%

WEBSITE ANALYTICS

The website continues to show improvement in overall visitation and user performance. Of note is the variance in amount budgeted for search thus far this year and actual amount spent. Even with a decrease in spend, web traffic is moving up.

Visit Williamsburg Website Analytics	Year To Date		
	2013	2012	Var.
Visits	1,005,931	980,385	3%
Pageviews	4,442,357	4,491,678	-1%
Page/Visits	4.42	4.58	-3%
Bounce Rates	39%	40%	-4%
Av. Time On site	3:50	3:36	6%
Search Budget	\$ 438,565		2%
Actual Search Dollar spent	\$ 385,400	\$ 428,291	

Booking Engine Website Analytics	Year To Date		
	2013	2012	Var.
Visits	290,109	302,553	-4%
Pageviews	1,314,487	1,391,836	-6%
Page/Visits	4.53	4.6	-2%
Bounce Rates	36%	40%	-9%
Av. Time On site	5:24	4:44	14%

DESTINATION BOOKING ENGINE RESERVATIONS REPORT

Production continues at a very healthy rate compared to previous year with nearly a 37% increase in revenue.

	July		
	2013	2012	Var. %
Total Orders/ Transactions	2243	1633	37%
Room Nights	2,438	1,778	37%
Tickets	\$264,906	\$194,172	36%
Car Rentals	\$1,061	\$ -	100%
Flights	\$2,178	\$ -	100%
Room Night Bookings	\$307,044	\$226,084	36%
Revenue	\$575,190	\$420,256	37%

	Year To Date		
	2013	2012	Var. %
Total Orders/ Transactions	8397	7017	20%
Room Nights	9,908	8,882	12%
Tickets	\$908,345	\$701,628	29%
Car Rentals	\$2,758	\$1,205	129%
Flights	\$6,760	\$1,627	315%
Room Night Bookings	\$1,268,706	\$1,052,939	20%
Revenue	\$2,186,569	\$1,757,400	24%

Earned Media

PUBLIC RELATIONS UPDATE

DCI, the public relations firm, continues to target top tier national media and strategic regional market media for individual press visits to generate feature placements that will increase our reach through the end of summer and into fall/holiday. Emphasis on call to action for www.visitwilliamsburg.com will continue. Key hosted media include Tracy Teo, contributor to the Atlanta Journal Constitution in early June, and Bobbi Booker, contributor to the Philadelphia Tribune in late July. Resulting coverage included a feature in the Atlanta Journal Constitution which appeared both online and in print reaching over 1.5 million readers with an advertising value of over \$55,000.

Moving into fall and holiday, the focus for public relations remains on hosting targeted media visits with a focus on couples with an interest in arts, spa and other sophisticated experiences as well as holiday for families and couples. Additionally, DCI will focus on both editorial and promotional broadcast opportunities.

Public Relations Results Through August 16, 2013

	YTD 2013	YTD 2012
Circulation	172,538,120	26,732,879
Impressions	517,614,360	80,198,637
Call To Action Visitwilliamsburg.com	122,514,556	17,414,900