



WILLIAMSBURG AREA
DESTINATION MARKETING CAMPAIGN

**2013 Campaign Update
September 16, 2013**

Paid Advertising

TELEVISION UPDATE

The 2013 WADMC television advertising ended as of August 4 (New York) and 11 (Washington D.C. Philadelphia, Raleigh/Durham). Immediately following the campaign completion dates, Edelman Berland fielded the annual post-advertising tracking survey. In market dates for this survey were August 5-18, 2013, dependent upon the market. Survey results have been received and will be shared with members of Advisory Groups and WADMC on September 25, 2013.

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.

The bulk of Display ended 8/31. The digital test campaigns performed very well and are currently being analyzed for possible inclusion in the 2014 campaign. One remaining test element is the TripAdvisor Virginia Co-Op listing that runs through 10/31. This is a “native” looking listing with custom content, links and imagery within TripAdvisor’s Virginia page. The other live partner is Undertone which is running high impact units across a network through the end of the year.

The Search campaign is undergoing a full keyword and structural audit, with a goal for a launch of a revised keyword list and structure on 1/1/14. The goal of the audit is to broaden the focus of the campaign to enlighten visitors on things to do in the Williamsburg area, and allow users who are looking for specific attractions to go to those specific sites. The Fall Keywords were recently launched and will run through Thanksgiving before the Winter keywords are launched.

Moving in to 2014, Martin and WADMC plan to revisit digital display and search goals and look to align creative and media more tightly in 2014.

WADMC Digital Media Spend through 8.31.2013

Channel	Cost	Impressions	Clicks	CTR	CPC
Display	\$309,885*	32,970,922	125,042	0.38%	\$2.48
Search	\$469,256	19,764,899	476,968	2.41%	\$0.98
Total	\$779,141	52,735,821	602,010	1.14%	\$1.29

**Spend through 8/31 is not actualized*

Website

WEBSITE IMPROVEMENTS:

- Development and creation of new ever-green pages to highlight Greater Williamsburg as a year-round destination are now live and can be found here: VisitWilliamsburg.com/seasons
- Emails to consumers who have indicated interest in traveling to the area continue to be improved, content is being tested to increase click-throughs and open rates.
- New media section of VisitWilliamsburg.com is in draft stages and should be live by the end of September.

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 [8.31.2013]		
	2013	2012	Var.
Visits	1,167,713	1,139,402	3%
Pageviews	5,134,133	5,145,768	-.2%
Page/Visits	4.42	4.58	-3%
Bounce Rates	38%	40%	-5%
Av. Time On site	3:48	3:33	7%
Search Budget	\$ 531,196		2%
Actual Search Dollar spent	\$ 469,256	\$ 499,345	

Booking Engine Website Analytics	Year To Date		
	2013	2012	Var.
Booking Engine Visits	336,977	341,462	-1%
Pageviews	1,503,476	1,581,355	-5%
Page/Visits	4.46	4.63	-4%
Bounce Rates	38%	40%	-4%
Av. Time On site	5:18	4:46	11%

DESTINATION BOOKING ENGINE RESERVATIONS REPORT

Production continues at a very healthy rate compared to previous year with nearly a 22% increase in revenue.

	August		
	2013	2012	Var. %
Total Orders/ Transactions	1478	1292	14%
Room Nights	1436	1412	2%
Tickets	\$160,242	\$131,702	22%
Car Rentals	\$0	\$272	-100%
Flights	\$0	\$0	0%
Room Night Bookings	\$162,349	\$163,404	-1%
Revenue	\$322,591	\$295,378	9%

	Year To Date [8.31.2013]		
	2013	2012	Var. %
Total Orders/ Transactions	9875	8309	19%
Room Nights	11,344	10,294	10%
Tickets	\$1,068,587	\$833,330	28%
Car Rentals	\$2,758	\$1477	87%
Flights	\$6,760	\$1,627	315%
Room Night Bookings	\$1,431,055	\$1,216,343	18%
Revenue	\$2,509,160	\$2,052,778	22%

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 into fall/holiday as well as promotional and editorial broadcast opportunities. Emphasis on call to action for www.visitwilliamsburg.com will continue.

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 September 1, 2013

	YTD 2013	YTD 2012
Circulation	173,200,369	26,732,879
Impressions	519,601,107	80,198,637
Call To Action Visitwilliamsburg.com	122,564,556	17,414,900