



WILLIAMSBURG AREA
DESTINATION MARKETING CAMPAIGN

**2014 Campaign Update
November 3, 2014**

Paid Advertising – Digital Update

All 2014 planned digital display efforts tapered off during the month of September and the campaign completed, as per the media plan.

The Fall Search Campaign included a continuation of our general campaigns and the implementation of two seasonal campaigns, one based on fall activities and one based on fall overnight packages. Seasonal campaign performance was not on par with the primary campaigns (lower engagement metrics and a higher cost) and a series of efforts were implemented to improve performance and reduce spend on underperforming campaigns.

September, 2014 Paid Search Summary

Campaign	Impressions	Clicks	CTR	CPC	Cost
2014 Tier 1	538,124	22,090	4.11%	\$1.01	\$22,258.67
2014 Tier 2	13,700	742	5.42%	\$0.80	\$593.64
Fall 2014	13,872	181	1.30%	\$1.70	\$308.19
Total	565,696	23,013	4.07%	\$1.01	\$23,160.50

The summer VTC co-op test ended on September 30, and we have submitted a report to the VTC for reimbursement of search spend in the amount of \$12,170. The additional revenue will be spent on the 2015 media buy.

Using \$10,000 from under-spent funds from search, we worked with Luckie & Co to test two additional digital opportunities – a digital display program and an email sponsorship with the VTC. Results for the VTC sponsorship test will be reported on in December.

The digital display test was an expansion on the successful performance from the targeted All In For August campaign. Working with the same media partner, we maintained behavioral and contextual targeting but broadened the geographical reach of the campaign to include Washington DC, Baltimore, Raleigh-Durham, New York, Philadelphia and Northern Virginia. Preliminary results for this test indicate continued strong performance.

Earned Media – Public Relations Update

September proved to be a successful month for our media relations efforts as we surpassed our yearly goals with a few months left in the year.

DCI managed an individual press visit in September for coverage in the *Improper Bostonian* and *Jaunted.com*, showcasing Greater Williamsburg as the perfect weekend getaway and highlighting the area's holiday offerings. DCI also confirmed four individual press visits in October for publications reaching our target markets, including *Budget Travel*, *Huffington Post*, the *Washington Times* and the *Tampa Tribune*.

In addition to proactive media relations, DCI continues to create new and updated content for the online newsroom, which can be repackaged for consumer use. Content includes themed itineraries and top reasons to visit. September was focused on developing holiday story ideas, including Williamsburg's Christmas offerings, Grand Illumination and A Colonial Christmas as well as signature events across the region.

Public Relations Results Through September 30, 2014

	YTD 2014	YTD 2013
Circulation	441,486,317	173,276,369
Advertising Value	\$2,117,336	\$2,326,038

Website Analytics through September 20, 2014

VISIT WILLIAMSBURG WEBSITE ANALYTICS	Year To Date		
	2014	2013	Var.
Visits	1,067,505	1,280,314	-17%
Pageviews	4,443,015	5,626,384	-21%
Page/Visits	4.2	4.4	-5%
Bounce Rates	40%	39%	3%
Av. Time On site	3:57	3:47	4%
Search Budget	\$330,000	\$408,631	-19%
Actual Search Dollar spent	\$ 240,957	\$408,631	-41%

BOOKING ENGINE WEBSITE ANALYTICS	Year To Date		
	2014	2013	Var.
Visits	303,389	363,958	-17%
Pageviews	1,427,209	1,613,527	-12%
Page/Visits	4.7	4.43	6%
Bounce Rates	39%	39%	0%
Av. Time On site	4:54	5:14	-6%

DESTINATION BOOKING ENGINE RESERVATIONS REPORT

	September		
	2014	2013	Var. %
Total Orders/ Transactions	389	505	-23%
Room Nights	503	619	-19%
Tickets	\$26,792	\$37,488	-29%
Car Rentals	\$ -	\$ -	0%
Flights	\$ -	\$ -	0%
Room Night Bookings	\$49,991	\$68,135	-27%
Revenue	\$76,783	\$105,624	-27%

	Year To Date		
	2014	2013	Var. %
Total Orders/ Transactions	7,443	10,380	-28%
Room Nights	7,505	11,963	-37%
Tickets	\$841,007	\$1,106,075	-24%
Car Rentals	\$ 118	\$ 2,757	-96%
Flights	\$ -	\$ 6,759	-100%
Room Night Bookings	\$899,225	\$1,499,190	-40%
Revenue	\$1,74,350	\$2,614,784	-35%