



WILLIAMSBURG AREA
DESTINATION MARKETING CAMPAIGN

**2014 Campaign Update
August 18, 2014**

Paid Advertising

TELEVISION UPDATE

All television completed in July, as per the media plan.

DIGITAL UPDATE

The month of July was a very transitional month as we reviewed and optimized under-performing digital programs, tested new digital opportunities with under-spent funds from the highly focused search campaign, and began the changeover from partnering with the Martin Agency to Luckie & Company.

Luckie & C began managing a few new programs for us including an “Imminent Travelers” search campaign, launched on July 3. The campaign ran strongly in July compared to the 2013 campaign (July only) with the average CPC improving from \$2.71 to \$2.08. This campaign is also the first step in partnering more closely with the VTC and new co-op marketing programs available, with 25% of the advertising expenses due to be reimbursed.

With Luckie & Co we also tested a new program on the Google Display Network where two display campaigns ran geo-targeted to WADMC’s primary markets. One campaign tested targeted content by keyword triggers based on the paid search campaign. Another campaign tested targeting content by broader topic-targeting. Volume started off strong, but optimizations to increase the quality of traffic saw diminishing returns. After three weeks of testing and optimizing, we determined the program was not performing as expected and terminated it.

The Martin Agency worked with us to ensure all contracted media was placed and performing as expected. We monitored all channels, ad sizes and performance. One channel (Orbitz) was found to be significantly underperforming for us, and after two attempts to optimize, we terminated the channel media so as to reallocate the funds elsewhere.

ALL IN FOR AUGUST

Mid-way through July we pulled the trigger to develop a brand-new promotional campaign, named “All In For August”. Solicitations to tourism partners throughout Greater Williamsburg ultimately resulted in 51 different deal-type offers to share with consumers. Luckie & Co designed and developed a new website landing page to describe all the offers. The web page launched on August 1 and digital media specific for All In For August and geo-targeted to greater Philadelphia launched on August 4. Reallocated funds from underperforming media mentioned earlier are the source of funding for this new promotion.

WEBSITE ANALYTICS

Visit Williamsburg Website Analytics	Year To Date		
	2014	2013	Var.
Visits	789,225	1,005,931	-22%
Pageviews	3,302,938	4,442,357	-26%
Page/Visits	4.2	4.4	-5%
Bounce Rates	40%	39%	1%
Av. Time On site	4:00	3:50	4%
Search Budget	\$330,000	\$408,631	-19%
Actual Search Dollar spent	\$ 176,575	\$408,631	-57%

Booking Engine Website Analytics	Year To Date		
	2014	2013	Var.
Visits	249,191	290,109	-14%
Pageviews	1,165,998	1,314,487	-11%
Page/Visits	4.7	4.63	1%
Bounce Rates	39%	36%	6%
Av. Time On site	4:56	5:24	-9%

DESTINATION BOOKING ENGINE RESERVATIONS REPORT

	July		
	2014	2013	Var. %
Total Orders/ Transactions	1,608	2,243	-28%
Room Nights	1,421	2,438	-42%
Tickets	\$209,059	\$264,906	-21%
Car Rentals	\$ -	\$ 1,061	-100%
Flights	\$ -	\$ 2,178	-100%
Room Night Bookings	\$182,825	\$307,044	-40%
Revenue	\$391,884	\$575,190	-32%

	Year To Date		
	2014	2013	Var. %
Total Orders/ Transactions	5,960	8,397	-29%
Room Nights	6,029	9,908	-39%
Tickets	\$ 682,553	\$ 908,345	-25%
Car Rentals	\$ 118	\$ 2,758	-96%
Flights	\$ -	\$ 6,760	-100%
Room Night Bookings	\$ 746,402	\$1,268,706	-41%
Revenue	\$1,429,072	\$2,186,569	-35%

Earned Media

PUBLIC RELATIONS UPDATE

July proved to be a successful month for our media relations efforts. DCI, the public relations agency worked with two broadcast outlets to secure travel segments focused on our destination. As a result, Williamsburg was featured on Hallmark Channel's Home & Family reaching 80,000 viewers, and in WMBF-TV's travel segment reaching 5,600.

DCI also managed four individual press visits all focused on family-friendly experiences. An immediate feature in the Examiner appeared reaching 10,130,624 unique visitors and was re-posted on the OutWithMommy and WestSideMommy blogs reaching 4,500 and 1,187 respectively. Additional anticipated results include a feature in daily newspaper, The Oregonian with a circulation of 210,292, popular blog Mundo Pequeño to reach 55,000 unique monthly visitors, and blog Macaroni Kids with a targeted reach of 700 subscribers.

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. July was focused on developing fall story ideas including Williamsburg's Fall Arts, Halloween and Thanksgiving activities, as well as signature events across the region.

Public Relations Results Through July 31, 2014

	YTD 2014	YTD 2013
Circulation	180,354,951	172,188,145
Advertising Value	\$1,629,688	\$2,256,210