



**2015 Campaign Update
March 16, 2015**

Paid Advertising

TELEVISION UPDATE

The Visit Williamsburg, Summer of Freedom campaign, :30 spots started the week of March 9th in Philadelphia and Washington D.C.. The campaign will air for 10 weeks through June 14th and consists of a combination of Spot TV and Cable programming. Schedules are being tracked weekly to ensure campaign delivery.

DIGITAL UPDATE

Digital media consists of paid search and display advertising with search running the entire year and display timing focused to the peak travel season (March through August). Performance will be measured and analyzed across partners, placement, size, creative, engagement, and backend analytics data.

Paid Search

- Timing: 1/5/15-12/31/15
- The strategy is to capture those doing research for overnight vacation stays on the east coast.
- Targeting is concentrated to nearby states within reasonable traveling distance (CT, DE, MD, NC, NJ, NY, PA, and VA), while excluding nearby DMAs who are more likely to take daytrips.
- The program is arranged in different campaigns by keyword theme (i.e. Things to Do, Accommodations, Vacation, etc.).

WADMC Paid Search through 2.28.15

Impressions	Clicks	CTR	Spend	CPC
944,229	12,348	1.31%	\$21,781.47	\$1.76

Digital Display

- Timing: Flash Creative (3/2-8/31); Video (3/9-8/31); Rich Media (4/1-8/31)
- Partners for Flash and Rich Media creative include endemic travel websites, a web portal, and a real-time bidding network.
- Partners for Video creative include a subscription-based TV streaming website, video sharing platform, and a specialized video real-time bidding network.
- Targeting will reach Women 25-54 in Philadelphia, Washington D.C., New York, and Raleigh. Behavioral and contextual targeting layers are also implemented to reach the family travel planner.
- Sample Creative: [Flash](#), [Video](#) (click Launch button to start) & [Landing Page](#)
Note: URLs in the above Flash and Video examples do not reflect actual click-through URLs for this campaign
- Estimated Impressions: 44.8MM+

Website

WEBSITE IMPROVEMENTS:

- The new landing page for the summer-themed campaign and new destination videos, "Summer of Freedom" launched on March 2, 2015. The page is still being worked on, with additional content and new videos slated to be added by April 1.
- A site-wide re-skin, with the goal of bringing all pages more into alignment with the look and feel of the new campaign, also went live on 3/2/2015.

WEBSITE ANALYTICS

Visit Williamsburg Website Analytics	Year To Date (thru 2/28)		
	2015	2014	Var.
Visits	151,005	130,266	16%
Pageviews	692,782	575,277	20%
Page/Visits	5	4	4%
Bounce Rates	39%	36%	6%
Av. Time On site	3:40	4:23	-16%
Search Budget	\$35,000	\$40,000	-13%
Actual Search Dollar spent	\$21,781	\$24,380	-11%

Booking Engine Website Analytics	Year To Date (thru 2/28)		
	2015	2014	Var.
Visits	40,982	40,699	1%
Pageviews	188,094	195,449	-4%
Page/Visits	5	5	-4%
Bounce Rates	36%	39%	-7%
Av. Time On site	3:28	4:56	-30%

DESTINATION BOOKING ENGINE RESERVATIONS REPORT

	February		
	2015	2014	Var. %
Total Orders/ Transactions	210	321	-35%
Room Nights	293	462	-37%
Tickets	\$10,643	\$23,782	-55%
Car Rentals	\$ 234	\$ 0	100%
Flights	\$ 838	\$ 0	100%
Room Night Bookings	\$38,619	\$55,729	-31%
Revenue	\$50,334	\$79,510	-37%

	Year To Date (thru 2/28)		
	2015	2014	Var. %
Total Orders/ Transactions	316	527	-40%
Room Nights	447	784	-43%
Tickets	\$13,838	\$33,496	-59%
Car Rentals	\$ 234	\$ 0	100%
Flights	\$ 838	\$ 0	100%
Room Night Bookings	\$57,312	\$88,733	-35%
Revenue	\$72,223	\$122,230	-41%

Earned Media

PUBLIC RELATIONS UPDATE

The public relations team has started 2015 with a rebooted most wanted media list, incorporating a tiered system of priority markets, and key messaging emphasizing Greater Williamsburg's well-rounded offerings to continue expanding consumer perceptions of the region as a history-plus destination.

Proactive outreach efforts are focused on stretching in-market messaging by promoting new sophisticated experiences and garnering interest in spring break and summer story ideas. The team was successful in placing Greater Williamsburg's key messaging across two NBC affiliate broadcast segments, reaching the Baltimore, Maryland market, as well as placing feature stories in high-reaching outlets, including the Tampa Tribune and TravelChannel.com. In addition to proactive outreach, the public relations team coordinated in February media visits with top-tier publications in New York, including Condé Nast Traveler, Budget Travel, Parents, Redbook, Sherman's Travel and Travel + Leisure. The team is organizing an additional media tour in Washington DC in March and is strategically coordinating visiting journalist itineraries, as well as developing content updates for the online newsroom on an ongoing basis.

Public Relations Results Through February 28, 2015

	YTD 2015	YTD 2014
Circulation	8,918,520	11,085,574
Impressions	26,755,560	33,256,722
Call To Action Visitwilliamsburg.com	803,665	N/A