

2015 Campaign Update
August 25, 2015

Paid Advertising

TELEVISION UPDATE

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

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 Results through 7.31.15

Impressions	Clicks	CTR	Spend	CPC
6,454,514	133,998	2.08%	\$219,354.15	\$1.64

Digital Display

- Timing: Flash Creative (3/2-8/31); Video (3/9-8/31); Rich Media (4/1-8/31); Native (5/7-7/31)
- Partners for Flash, Rich Media, and Native creative include endemic travel websites, a web portal, a real-time bidding network, a native ad network, and a travel ad network.
- Partners for Video creative include a subscription-based TV streaming website, video sharing platform, and specialized video real-time bidding networks.

- 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.

WADMC Display Results through 7.31.15

Impressions	Clicks	CTR	Spend	CPC
54,852,708	177,855	0.32%	\$371,722.24	\$2.09

All In For August

In late July we launched the second year for our promotional campaign, “All In For August” . Solicitations to tourism partners throughout Greater Williamsburg ultimately resulted in 35 different deal-type offers to share with consumers. Luckie & Co updated and improved the www.AllInForAugust.com web page to describe all the offers. The web page launched on July 17 and digital media specific for All In For August and geo-targeted to Washington DC and Philadelphia launched on July 20. Reallocated funds from the paused experiential idea are the source of funding for this new promotion. Digital media consists of paid search and display advertising. Performance will be measured and analyzed across partners, placement, size, engagement/redemptions, and backend analytics data.

Paid Search

- Timing: 7/20/15-8/31/15
- The strategy is to incentive those seeking last minute summer vacation ideas with local deals and discounts.
- Targeting is concentrated to Washington D.C. and Philadelphia.

Digital Display

- Timing: 7/20/15-8/31/15
- Partners include an endemic travel website and programmatic ad network.
- Estimated Impressions: 13.5MM+

WEBSITE ANALYTICS

Visit Williamsburg Website Analytics	Year To Date, thru July 31		
	2014	2015	Var.
Visits	789,225	1,016,451	29%
Pageviews	3,302,938	3,856,905	17%
Page/Visits	4.2	3.8	-10%
Bounce Rate	39%	47%	22%
Av. Time On site	4:00	3.07	-22%

DESTINATION BOOKING ENGINE RESERVATIONS REPORT

	Year to date, 7.31		
	2014	2015	Var. %
Visits	249,191	229,796	-8%
Pageviews	1,165,998	915,966	-21%
Page/Visits	4.7	4.0	-15%
Bounce Rate	39%	40%	5%
Av. Time On site	4:56	3:30	-29%

	Year To Date, 7.31		
	2014	2015	Var. %
Total Orders/ Transactions	5,960	4,588	-23%
Room Nights	6,029	4,248	-30%
Tickets	\$682,553	\$530,590	-22%
Room Night Bookings	\$746,402	\$533,678	-28%
Revenue	\$1,429,072	\$1,065,780	-25%

Public Relations Update

We are currently transitioning agencies and on-boarding our new agency. DCI's contract will terminate on August 31. The Percepture contract officially started on August 1 and the team kicked off their partnership with us by participating in the inter-agency meetings on August 3 and 4. We are still working through the sharing of existing materials and helping Percepture get up to speed on destination information and processes. Three members of the day-to-day team will travel back to Williamsburg in early September to learn more about the region and to further engage with the PR committee.