

Booking Engine/Call Center Advisory Group: Williamsburg Area Destination Marketing Committee

Background

Founded in 2004, the Williamsburg Area Destination Marketing Committee (WADMC) was created by the state of Virginia to represent and promote the Historic Triangle area (which includes all of the City of Williamsburg and the Counties of James City and York), as an overnight tourism destination. In 2012, the WADMC determined that the Greater Williamsburg Chamber & Tourism Alliance, as the Destination Marketing Organization for the Historic Triangle, should manage the marketing campaign funded by the \$2 tax collections.

As part of the new structure for completing the WADMC marketing plan it was determined that a website advisory group should be established to bring professionals with experience with lodging and attraction booking engines and/or call center management together to advise and support the Alliance as they develop and manage the VisitWilliamsburg.com website that supports the marketing campaign of the Historic Triangle to potential visitors.

Recommendation

The committee should:

1. Advise the Alliance as it works with contracted agencies to develop the booking engine program and call center training and management plan to support and leverage the marketing efforts and message established by WADMC.
2. Assist the Director, WADMC Marketing, with the development and monitoring of the budget to support the annual WADMC booking engine program and call center training and management.
3. Participate in agency review meetings as necessary and provide feedback on booking engine and call center direction.
4. Assist in recommending strategic approaches to utilize in promoting the area through the use of the call center and booking engine.
5. Assist with developing RFP's and managing the RFP process for agency support as required.
6. Review the analytics associated with the booking engine and call center efforts and provide recommendations as required.
7. Work with the Director, WADMC Marketing to prepare an annual review and assessment of the effectiveness of the booking engine and call center management and development efforts and expenditures.
8. Advise with research projects that support content and direction for the booking engine and call center efforts.
9. Assist with presentations to WADMC and other groups in support of WADMC booking engine and call center efforts.
10. Review and assist, as required, with development of monthly booking engine and call center update reports.
11. Assist as needed with the development of call center presentations and training efforts.

The booking engine/call center advisory group should include representatives from the tourism industry with a strong experience in booking engine management, call center management and reservation management.

The booking engine/call center advisory group should be restricted to 10 members. Interested persons will need to submit a brief resume of experience in this area for consideration as an advisory group member. Final selection of members will be made by the Alliance Senior Vice President, Tourism, the Director of WADMDC Marketing and the Booking Engine/Call Center Advisory Group chair. The advisory group will meet with the frequency and timing necessary to fulfill its duties as needed throughout the year. Committee members are expected to attend all meetings as scheduled. Occasional attendance via conference call is acceptable.

The Director, WADMC Marketing will also be a member of the advisory and would provide staff support.