

March 19, 2018
WADMC Executive Committee Director's Report

LUCKIE | Advertising & Creative

1/31/2018 – 2/2/2018

- Funologist Video shoot took place in Birmingham, AL

3/1/2018

- 2017 creative campaign went back into market
 - o Display
 - o Streaming Video & YouTube
 - :15, :30 (Fun Parent, Packed, Run Away, Staycation)
 - o Print (to be seen in April/May pubs only)
 - o Meredith Engagement Video Unit, Portrait Video Unit

In progress:

- Suite of new creative based on personalization and personas. Slated for comprehensive launch the first week of April.
- On YouTube and linked to our website now:
30 second Persona Videos. These will also be pushed out as streaming video.

[All around Family Fun Vacation](#)

[Thrill Seeking Family Fun Vacation](#)

[Outdoor Family Fun Vacation](#)

[History Loving Family Fun Vacation](#)

[Romance Vacation Fun](#)

MILES | Website & new technology

- /Fun website page updated to show “all around fun” family
 - o www.visitwilliamsburg.com/fun
- /Fun additional new /Fun persona pages launched
 - o <https://www.visitwilliamsburg.com/fun/outdoor>
 - o <https://www.visitwilliamsburg.com/fun/history>
 - o <https://www.visitwilliamsburg.com/fun/thrills>
 - o <https://www.visitwilliamsburg.com/fun/romance>
- Bound Software installed. Initial A/B tests running; fully integrated Bound / Advertising campaign in progress.

PERCEPTURE / Social Media, SEO & Content

- Chute software training and backend development and permissions ongoing.
- Initial installation on VisitWilliamsburg.com by end of March
- SEO continues to drive increased traffic to the site

PERCEPTURE / Public Relations

Highlight of Secured Placements

- Greater Williamsburg and many area attractions were included in a **Redbook** magazine article highlighting 10 vacation destinations across the U.S.

[Do This for More Fun](#)

- Following their supported trip in Dec. 2017, **The Jet Set** aired the first of its segments on Greater Williamsburg, with a focus on Historic Jamestowne.

[The Jet Set](#)

- **Trips to Discover** included Greater Williamsburg in a round-up of the top weekend getaway destinations in Virginia.

[10 Best Weekend Getaways in Virginia](#)

- Highlighting the area as the best vacation spot to visit in July, **Expedia.com** included Greater Williamsburg in their list of the top places to visit each month in 2018.

[The Best Places to Travel Each Month in 2018](#)

- Continuing to build upon our relationship, writer Perri O. Blumberg included Greater Williamsburg in her a round-up for **SouthernLiving.com** of the best small southern towns for romance.

[The 17 Best Small Towns in the South for a Romantic Getaway](#)

- For **Communities Digital News**, Bob Taylor, contributed a Valentine's Day story on Greater Williamsburg as a romantic destination.

[If Virginia is for Lovers, Greater Williamsburg is its heart](#)

- **Budget Travel** magazine featured an interview with Busch Gardens' Director of Rides and Engineering, Jonathan Smith, in their Get Inspired section.

[Confessions of a Theme Park Designer](#)

- **DC Refined** featured the Williamsburg Spa in a Galentine's getaway spread highlighting drive market trips from Washington D.C.

[5 Galentine's Day trips to take with your #girlsquad](#)

Media Outreach

Pitched and secured a round of Washington, D.C., New York City and Boston media desksides leading to direct one-on-one engagement with 26 writers and editors representing almost 50 different potential publications. Follow up is in progress.