AGENDA

• Public & Media Relations
• Social & SEO
• New creative development
• Advertising in market
• Website improvements
• Bound mini-test results
• Integrated Marketing Research discussion
Press Highlights

- Redbook
- Southern Living
- Budget Travel
- DC Refined
- Expedia.com
- USA Today
- USA Today (2nd story)
- Forbes.com
- Food&Wine
- Wine Spectator
- U.S. News & World Report
- Virtual Gourmet
- Virtual Gourmet (2nd story)
- Improper Bostonian
- Trips to Discover
- Communities Digital News
- MSN Travel
- The Jet Set
- Discovery/Road Trip Masters
Press Highlights

USA TODAY
Spring's standout food and wine festivals
Ashley Day, USA TODAY
Published 6:36 a.m. ET March 8, 2019 | Updated 1:07 p.m. ET March 26, 2019

Spring food and beverage festivals
Virginia’s Williamsburg Taste Festival will take place April 19-20.

Eating Around Williamsburg, Virginia, Goes Beyond Colonial Vittles
John Mariani, CONTRIBUTOR
Over the world’s local foods, drinks, and wines.

The jetset
Media Desksides

WASHINGTON, D.C.
- DC Refined – Tina Irizarry
- Washington Post, NY Times and Monocle – Audrey Hoffer
- The Washingtonian – Sherri Dalphonse
- Associations Now, Thrillist, Eater, Edible, Washington City Paper, Capitol File and DC Refined – Tim Ebner
- Zagat DC editor, travel and food writer – Rina Rapuano

NEW YORK
- Bob Appetit – Bao Ong
- Travel + Leisure – Siobhan Reid
- Fodor’s – Douglas Stallings
- NY Times, Arch Digest, CNT, Vogue – Charu Suri
- CNN, Time Out NY, Am New York – Allison Tibaldi
- Food Network Magazine – Lauren Masur
- Meredith Publications – Elizabeth Shaw, Grace Bastidas, Tracy Hadel, Judy Schiffman

BOSTON
- 10Best.com, Boston Globe, others – Frances Folsom
- Active Travels, Global Traveler – Steve Jermanok
- Boston Globe, WaPo, Salon, METRO, others – Sarah Sweeney
- The Improper Bostonian – Matt Martinelli
- The Boston Globe – Chris Morris
Press Releases

• What’s New, Williamsburg? Visit Greater Williamsburg in 2018 to check out what’s new in the area – there’s something for everyone.

Consumer Newsletters

• Love is in the Air in Greater Williamsburg!
• What’s New, Williamsburg?
• Break Up the Boredom this Spring in Greater Williamsburg.
SOCIAL/SEO
Content Strategy & Targeting

Q1 Results:

1.2MM+ impressions & 24K+ engagements on Facebook

Increased followers on Instagram by 20%
SEO

✓ SEO is 69% of all incoming traffic
✓ 44.23% of traffic is mobile; 44.22% desktop; 11.56% tablet
✓ Increased organic traffic by 4.59% year over year
✓ Continue to climb in organic rankings
The ALL-AROUND FUN FAMILY
PERSONAS

THE HISTORY-LOVING FAMILY

THE THRILL-SEEKING FAMILY
THRILL SEEKING
FAMILY Example
Digital Ad
THRILL SEEKING FAMILY :30 video
ROMANCE COUPLE
Example Digital Ad
ROMANCE :15 video
Looking to Relax and Reconnect?
Leave the kids at home.

Sometimes it's nice to get away. Just the two of you. See how Greater Williamsburg can help you rediscover your spark.

The Romance Couple

Couples looking for a romantic getaway instantly fall in love with our growing adventures - our wine and craft beer tasting trails, our culinary and art scenes, spas, golf and sunset sail, just to name a few.

TRIP IDEAS
THINGS TO DO
ATTRACTIONS
Media
# MARCH MEDIA

<table>
<thead>
<tr>
<th>MEDIUM</th>
<th>MARKETS</th>
<th>MARCH</th>
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<tbody>
<tr>
<td>TV</td>
<td>Washington D.C.</td>
<td>26</td>
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<td>80% :15s / 20% :30s</td>
<td>Philadelphia PA</td>
<td>5</td>
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<tr>
<td>80% :15s / 20% :30s</td>
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<td>DIGITAL</td>
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<td>Trip Advisor - Display &amp; Video</td>
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<td>CyBear Interactive - YouTube - Video</td>
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<td>CyBear Interactive - Google - Display</td>
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<td>CyBear Interactive - Oath - Native</td>
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<tr>
<td>PRINT</td>
<td>Virginia Travel Guide</td>
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</tr>
<tr>
<td></td>
<td>National</td>
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</tr>
</tbody>
</table>
MARCH TRAFFIC SOURCE: TV

On-Air Dates: 03/05/18-03/25/18
Campaign went live on March 1st

YoY campaign performance is relatively constant
Sponsored

Just say no to boring family vacations.
The Family Funologist has the ultimate cure for boring vacations: a FUN getaway to Greater Williamsburg
Williamsburg, Virginia

Sponsored

Ever want to run away from home ... as a family?
The Family Funologist can help you plan a vacation in Greater Williamsburg that's fun for everyone.
Williamsburg, Virginia

Sponsored

Ever want to run away from home ... as a family?
Williamsburg, Virginia

Historic Jamestowne
4,494 reviews
#2 of 102 things to do in Williamsburg
History Museums, Historic Sites
Book a Tour

Visit Greater Williamsburg
How to pack more fun into a family vacation.
Learn More

Colonial National Historic Park
187 reviews
#3 of 102 things to do in Williamsburg
Parks, National Parks

Abby Aldrich Rockefeller Folk Art Museum
574 reviews
#4 of 102 things to do in Williamsburg
Art Museums
Book Now

Bassett Hall

Campaign went live on March 1\textsuperscript{st}

The average video completion is 98%
Not Your Teacher's History Lesson: 13 Reasons We Love Greater Williamsburg

Prepared by Visit Williamsburg

Move over, textbook! A trip to the birthplace of America is a far more memorable way to learn what life was like for our country's forefathers. With the same educational approach, Thomas Jefferson once did for ancient fossils, we dig for Revolutionary War uniform. No matter how you take part, one thing is certain: history has never been this fun!

1. Meet and talk to an archaeologist as they excavate for real artifacts at Historic Jamestowne, an active dig site where experts are still finding clues to what life was like in America's first colony.

Get to Know Greater Williamsburg: 10 Activities for Every Kind of Traveler

Prepared by Visit Williamsburg

If having a good time means something different for each member in your family, don’t worry: a trip to Greater Williamsburg is loaded with activities for every kind of traveler. Make sure your whole gang has something to get excited about—from the history, to the rides, shopping, dining and more.

Explore European Villages

The replica villages inside Busch Gardens® are home to vibrant botanicals, old-world buildings and quaint eateries—just a few of the reasons this theme park is considered the most beautiful in the world. Even better? More than 40 kid-friendly rides in the park are geared toward little ones 5 and under, while thrill-seekers in the group can also take advantage of several action-packed roller coasters.


https://www.parents.com/featured/VWActivitiesForEveryKindOfTraveler2018?sm_r=QWXnQc
Which Greater Williamsburg Adventure Will Your Family Love Most?

Provided by Visit Williamsburg

https://www.parents.com/featured/VisitWilliamsburgAdventureWillYourFamilyLoveMost?sm_r=WcFFvC
INSTALLATION OF PERSONALIZED CONTENT

Mid-range driving distance – i.e. DC 41 to 249 miles

Long-range driving distance – i.e. New York and beyond over 250 miles

Geo-Targeting
Deliver content that aligns to visitors' interests as understood by their location.
Connect with User Preferences
Immediately serve relevant content based on their keyword searches or past use of the website.
INSTALLATION OF USER-GENERATED CONTENT

# INSTAGRAM

hashtag your photos #WilliamsburgTastingTrail and follow us at
@visitwilliamsburg
WHAT WE’VE LEARNED
WEBSITE TRAFFIC IS UP Y-O-Y

• Sessions up slightly year-over-year (7,000 more unique users)
• Mobile/tablet users now total 60% of traffic
• Organic traffic up 4.49% year-over-year
• Virginia and North Carolina have seen the largest geo-market growths y-o-y
• Bounce Rate on 2018 /fun page has improved by 6.5% year-over-year

Source: Google Analytics, 1/1 – 3/31/2018
# Personalized Content Performance: Sitewide

<table>
<thead>
<tr>
<th>Metric</th>
<th>Non-Targeted</th>
<th>Targeted</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pages Per Session</strong></td>
<td>2.80</td>
<td>6.81</td>
<td>+143%</td>
</tr>
<tr>
<td><strong>Average Visit Duration</strong></td>
<td>2:07</td>
<td>5:36</td>
<td>+165%</td>
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<tr>
<td><strong>Bounce Rate</strong></td>
<td>51%</td>
<td>21%</td>
<td>-59%</td>
</tr>
</tbody>
</table>

Source: Bound; Google Analytics, 2/23 – 3/31/2018
Fly-in Targeted Content

|- Impressions | 2,344 |
|- Clicks | 209 |
|- CTR | 8.92% |

This campaign was enabled later in the month and had a smaller data set (from March 29th – 31st)

Source: Bound; 2/29 – 3/31/2018
## Segment Analysis

<table>
<thead>
<tr>
<th>Segment Types</th>
<th>Imp</th>
<th>Click</th>
<th>CTR</th>
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</thead>
<tbody>
<tr>
<td>Close-Range Drive Market</td>
<td>652</td>
<td>63</td>
<td>9.66%</td>
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<tr>
<td>Mid-Range Drive Market</td>
<td>1,445</td>
<td>127</td>
<td>8.79%</td>
</tr>
<tr>
<td>Restaurants Page</td>
<td>33</td>
<td>3</td>
<td>9.09%</td>
</tr>
<tr>
<td>Tasting Trail Pages</td>
<td>138</td>
<td>9</td>
<td>6.52%</td>
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<tr>
<td>Event Calendar</td>
<td>76</td>
<td>7</td>
<td>9.21%</td>
</tr>
</tbody>
</table>

Source: Bound; 2/29 – 3/31/2018
WHAT’S COMING NEXT
OPTIMIZATION OF /FUN LANDING PAGES

Goals:
- Lower Bounce Rate
- Increase Time on Site
- Increase Goal Conversion
Integrated Marketing Research
In FY 2017 VTC invested $7.5M in marketing efforts (integrated marketing cost).

Our marketing efforts resulted in 727,000 incremental visitors and $1.6B incremental visitor spending.

Tax ROI is 7 to 1.
Key Takeaways from IM Research

1. Accountability  
2. Visitation  
3. Marketing Intelligence

Visit Williamsburg proposal

Launch a similar program, borrowing significantly from the existing VTC survey questionnaire and established program with OmniTrack.

500 surveys in market per month for four months, May-August.

$55,000-70,000 (TBD)
Thank you!