

Greater Williamsburg

2014 Affordability Survey Results

Follow up question

September 24, 2015

Question

During the board presentation on September 21, 2015, there was a general question about reconciling two data points appearing in the Affordability deck and the Brand Health deck. The brief deck addresses that question.



Affordability Research data point

In the Affordability research, this chart was presented, showing Williamsburg ranked 6th out of eighteen markets for affordability.

Destination	Affordability Perception Rank	Affordability Perception Score
Raleigh-Durham, NC	1	6.22
Shenandoah Valley area (VA)	2	6.16
Charlotte, NC	3	6.09
Richmond, VA	4	6.02
Asheville, NC	5	6.01
Williamsburg, VA	6	5.94
Norfolk/Virginia Beach, VA	7	5.89
Baltimore, MD	8	5.85
Myrtle Beach, SC	9	5.83
Savannah, GA	10	5.81
Charleston, SC	11	5.81
Outer Banks (NC)	12	5.69
Philadelphia, PA	13	5.61
The Jersey Shore (NJ)	14	5.45
Washington, DC	15	5.02
Orlando, FL	16	4.96
Boston, MA	17	4.85
New York City	18	3.83

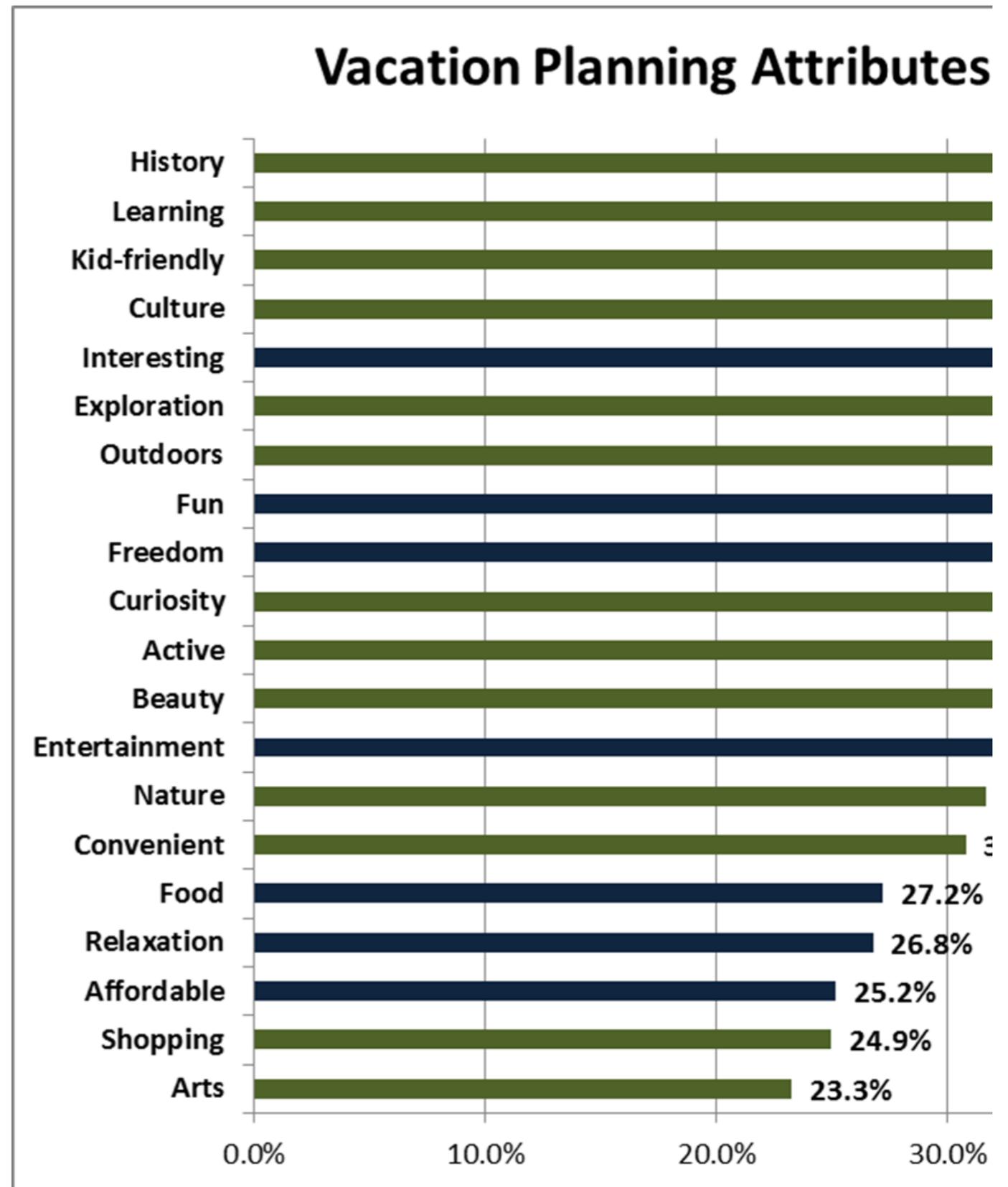
[Slide 22, Greater Williamsburg 2014 Affordability Study]



Brand Health data point

In the Brand Health research, this chart was presented, showing 25% of respondents said the term “affordable” described Williamsburg **“very well”** .

The question is: how do you reconcile these apparent differences?



[Slide 28, Greater Williamsburg 2015 Brand Health Survey]



Response

There are a couple points to address, but this is the primary point to be made:

- In the Affordability survey, the Williamsburg ranking was a ***relative ranking***
- In the Brand Health survey, the Williamsburg ranking was an ***absolute rating***

Because of the difference in the TYPE of rankings, there isn't really a need to reconcile the two statements, both statements can be true.

As an example, consider the following two questions:

- Rank the following cars in terms of how affordable do you think they are, from most affordable to least affordable. BMW, Mercedes, Porsche.
- Thinking of BMW, how well does the term “affordable” describe a BMW?

In this example, BMW might be ranked as the most affordable out of the list, but it's likely that only a small percentage of people will say that 'affordable' describes a BMW “very well”



Response (cont)

Actually, having both rankings illuminates the topic of affordability in a new way.

Taking a vacation with your family is expensive. It's hard to take a trip of any decent length of stay to anywhere for less than \$1,000. For most people, that kind of outlay isn't considered "affordable", or more to the point, "very affordable".

We don't have the data on the following point, and we can certainly consider adding it in the future. But what the absolute and relative rankings data would suggest is that:

While 25% of respondents say that "affordable" describes Williamsburg "very well"

A much smaller percentage of respondents are likely to say that "affordable" describes New York City "very well" (or any of the other destinations that ranked below us).

Overall, the most correct way to describe Williamsburg's affordability is that we are "relatively affordable" – taking a vacation to Williamsburg is a major expense as it would be to any destination, but respondents seems to think it wouldn't be as quite as big as an expense as it would be to most other destinations.



Two Additional Thoughts

There are couple of other points that support the consistency of the data. First, in the Affordability survey, there was a second question on this topic.

How well do the words below describe the overall cost of visiting WILLIAMSBURG, VA as a vacation destination?

Note that in this question 19.6% said ‘affordable’ described Williamsburg “very well” – close to the 25% in the Brand Health survey.

Also note that, given this choice, far more respondents chose “good value” and “reasonable” – which are both just a little bit different than affordable.

Using our BMW example, it would not be unreasonable to have the opinion that “good value” describes a BMW very well while ‘affordable’ does not.

Overall perception of the cost of visiting Williamsburg	% saying describes very well	% saying describes somewhat well	% saying neutral	% saying describes somewhat poorly	% saying describes very poorly
All respondents					
Good Value	24.8%	47.4%	22.8%	4.6%	0.4%
Reasonable	19.8%	46.2%	28.4%	5.1%	0.6%
Affordable	19.6%	49.2%	23.9%	6.2%	1.0%
Inexpensive	8.6%	22.1%	42.8%	21.8%	4.6%
Extravagant	4.7%	13.2%	35.1%	36.0%	11.0%

[Slide 32, Greater Williamsburg 2014 Affordability Study]



Two Additional Thoughts

Second, the concept of “affordable” is naturally related to ability to pay, which is related to income.

Below is a new chart, created to show responses to the two different questions about affordability from the Brand Health survey and the Affordability survey, segmented by income.

As you can, the sense of affordability does move by income.

	Affordability Survey	Brand Health Survey
Household Income Level	% of respondents saying that "affordable" describes Williamsburg "very well"	% of respondents saying that "affordable" describes Williamsburg "very well"
Less than \$50,000	18.2%	24.0%
\$50,000 to \$150,000	19.4%	24.7%
More than \$150,000	24.4%	31.0%



Luckie

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