

Strategy

Public relations, particularly editorial placements, has the power to augment Greater Williamsburg's profile as a "must-experience" travel destination for American families. In crafting a results-oriented proactive public relations program, DCI is driven by the following design elements:

Objectives:

Increase awareness of Greater Williamsburg as an affordable, memorable vacation destination offering small town charm, meaningful and relaxing experiences with modern amenities and variety of attractions making it the best trip ever for families and travelers of all ages.

Attract interest from new and repeat visitors by highlighting new activities and offerings within Greater Williamsburg.

Boost both consumer inquiries and visitation.

Target Audiences:

Gen-X female head of household with children from key drive markets including New England, New York, Ohio, Philadelphia, Pittsburgh/Western Pennsylvania, Baltimore/Washington, DC, North/South Carolina, Georgia and Eastern Canada with emphasis on English-speaking population centers in Toronto and Ottawa.

News media who serve as reliable information sources for the above groups with a first priority on national and targeted regional media and a secondary emphasis on niche family travel media outlets.