



TOURISM REPORT FY 2021

Prepared for the PG Board of Supervisors – August 10TH, 2021

EXECUTIVE OVERVIEW

The Hopewell/Prince George Chamber of Commerce has been serving the business communities of Hopewell and Prince George for over 100 years. For the last 7 years, we have also been serving as the Visitor Center and Tourism Vendor for both localities,

- As part of our understanding with Hopewell and Prince George, each locality funds 1/3 of the operating costs of the Visitor Center, and the Chamber of Commerce is responsible for funding the other 1/3 of the operating costs annually.
- We use these funds to support daily operations of the Visitor Center, staff salaries (scaled to % of actual tourism work), and to support various Tourism campaigns. **Additionally**, we apply for grants, such as VTC grants, to support our tourism efforts.
- These funds are only used to support the operation of the visitor center and work directly related to tourism and hospitality in Prince George and Hopewell. The Chamber uses separate funds to manage our operations and services as a Chamber of Commerce.
- Our Tourism materials and campaigns are made by locals who know and love this region! This is a win/win for all of us.



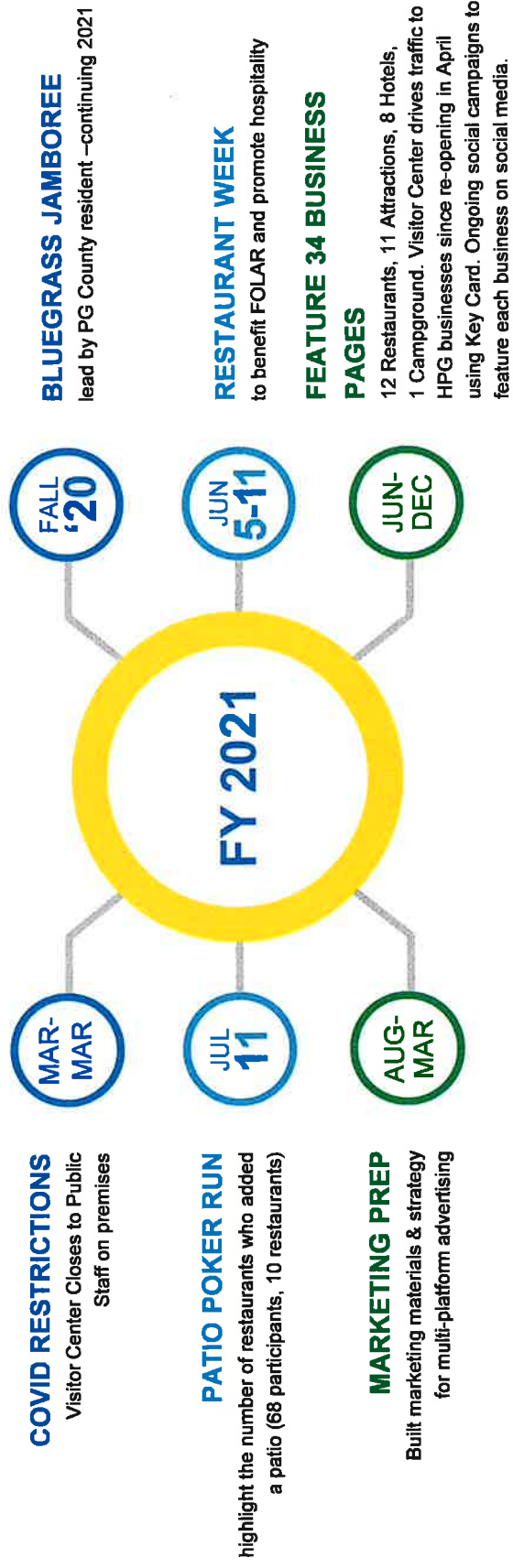
CATEGORY OF SHARED EXPENSE
By city, county, chamber

CATEGORY OF SHARED EXPENSE	TOTAL MONTHLY COST	TOTAL ANNUAL COST	ONE-THIRD
Professional Maintenance/Janitorial	\$450.00	\$5,400.00	\$1,800.00
Janitorial Supplies	\$19.83	\$238.00	\$79.33
Accounting and Tax Return	\$800.00	\$9,600.00	\$3,200.00
Code Blue E-Mail Hosting	\$50.00	\$600.00	\$200.00
Utilities (Electric, Water, Gas, Internet)	\$475.58	\$5,706.92	\$1,902.31
Water, Sewer, Trash	City of Hopewell		
Snow Removal/Ice Melt Application	City of Hopewell		
Light Bulbs, Plexiglass Barriers	City of Hopewell		
Building/No Rent	City of Hopewell		
Landscaping/Landscape Maintenance	City of Hopewell		
Office Supplies	\$131.29	\$1,575.47	\$519.91
Postage Meter	\$50.00	\$600.00	\$198.00
Postage	\$62.03	\$744.30	\$245.62
Meeting & Training	\$115.36	\$1,384.30	\$456.82
Printing	\$32.72	\$392.69	\$129.59
Domain Registration www.visithpg.com	\$30.00	\$360.00	\$118.80
Adobe Photo Shop Subscription	\$3.75	\$45.00	\$14.85
Ein Presswire	\$33.25	\$399.00	\$131.67

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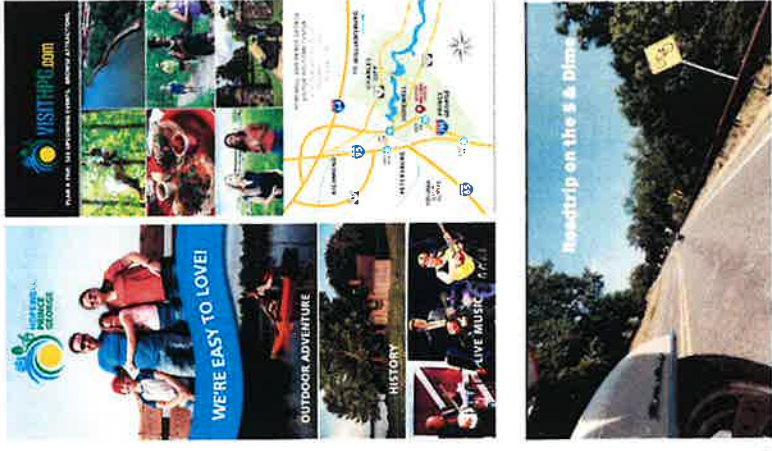
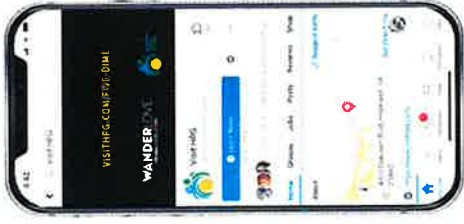
FY 2020 TOURISM HIGHLIGHTS

OVERVIEW OF ACTIVITIES



FY 2021 INITIATIVES

- Fulfilled requests from visitor centers throughout Virginia
- 5 Bluegrass Jamboree events lead by PG resident, supporting locals
- Enhanced our photo library (1000s) and video library (100s of clips)
- Attended Fort Lee Community Action Council meetings (new)
- Art at New Dixie Exit 45, TODS sign application for Tree Time Adventures, community building at the Ben Harrison bridge.
- Applied for and implemented WanderLove Grant (\$10k)
- Built visitpg.com (5k from WanderLove Grant)
- Developed 2021 Marketing Plan from Research
- Created 5 & Dime Itinerary and Video, Launched Marketing Campaigns (\$5k from WanderLove Grant)
- Redesigned/Printed Rack Card and printed 10,000 copies
- Accepted into the first cohort of DRIVE Tourism 2.0. Completed community engagement and were awarded grant (\$10k) to implement the program
- Dixie World Series Sponsorship. Paid for JockLive Sports (\$3700), Dixie digital marketing ads (\$500), signage (\$250)
- Welcomed 960 local and out of town visitors at the Visitor Center – encouraging them to spend the day, stay overnight, return in the future; numbers are growing
- Distribute Hotel key cards to increase exposure from hotel clerks to make recommendations



SOCIAL MEDIA ENGAGEMENT

FY 2021 served as a benchmark year in our social media efforts. With the visitor center closed, we has time to increase our number of posts and type of media used to increase engagement; and continue to serve PG Tourism virtually during COVID.

We bring our learnings into FY 2022 as we continue to increase our reach and engagement.



facebook.com/visithpgva
created: June 11, 2020
116 total posts (avg. 4 / week)
August 2020 : 49 🍷 page likes
December 2020: 178 page likes

Currently 275 page likes
January – July 27:
70 total posts
Paid Reach: 33k
Page Reach: 58k



instagram.com/visithpgva
created: June 29, 2018
41 total posts during 2020

Currently has 500 followers 🍷
January – July 27:
41 total posts
Instagram Reach: 6k



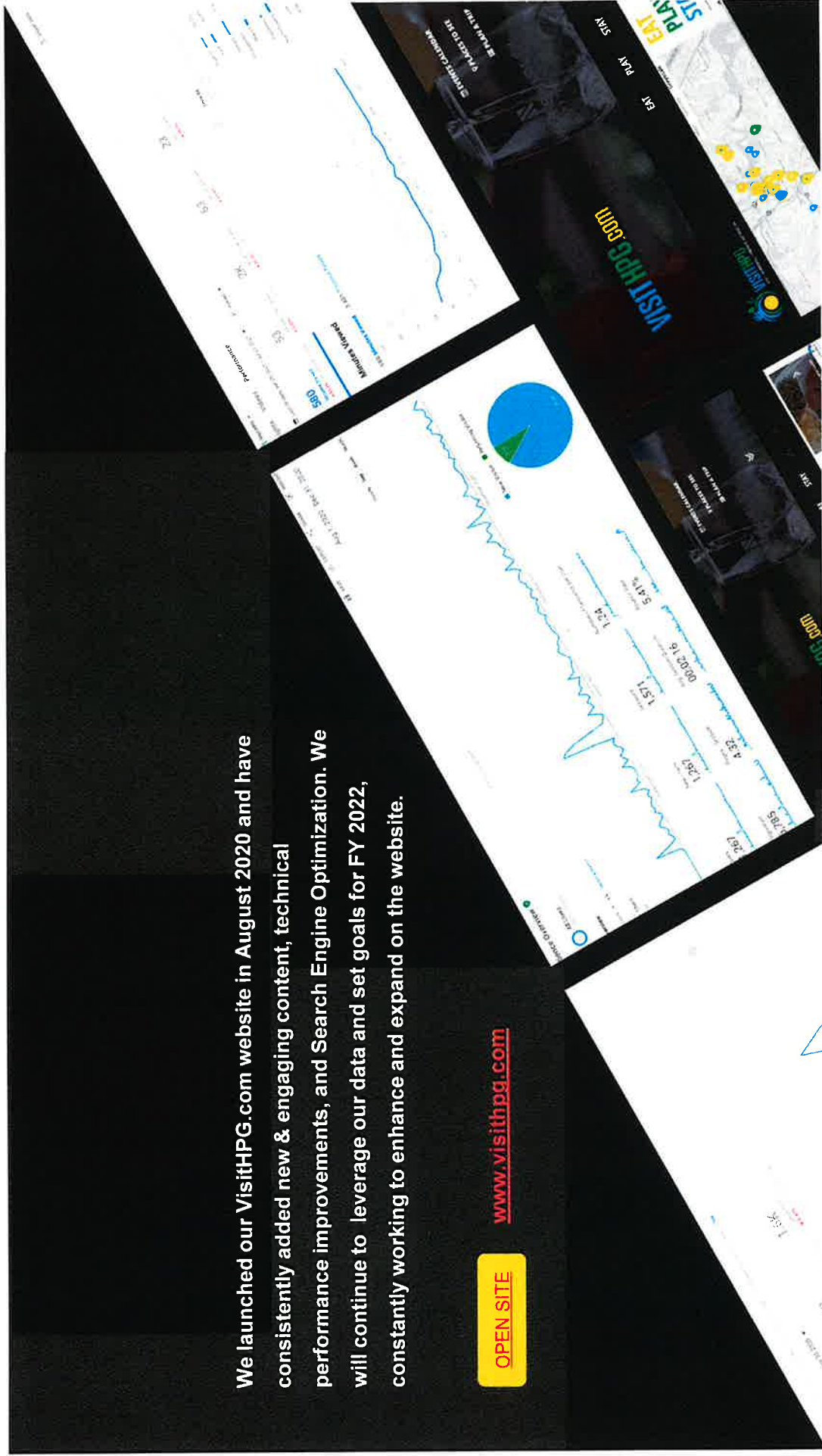
youtube.com/visithpgva
created: August 7, 2020
2 videos uploaded late in 2020
January – July 27:
7 videos uploaded
21,799 views (all time)

youtube.com/user/HPGChamber
created: Joined Aug 4, 2012
69 total subscribers
8,187 views (all time)

We launched our VisitHPG.com website in August 2020 and have consistently added new & engaging content, technical performance improvements, and Search Engine Optimization. We will continue to leverage our data and set goals for FY 2022, constantly working to enhance and expand on the website.

OPEN SITE

www.visithcpq.com

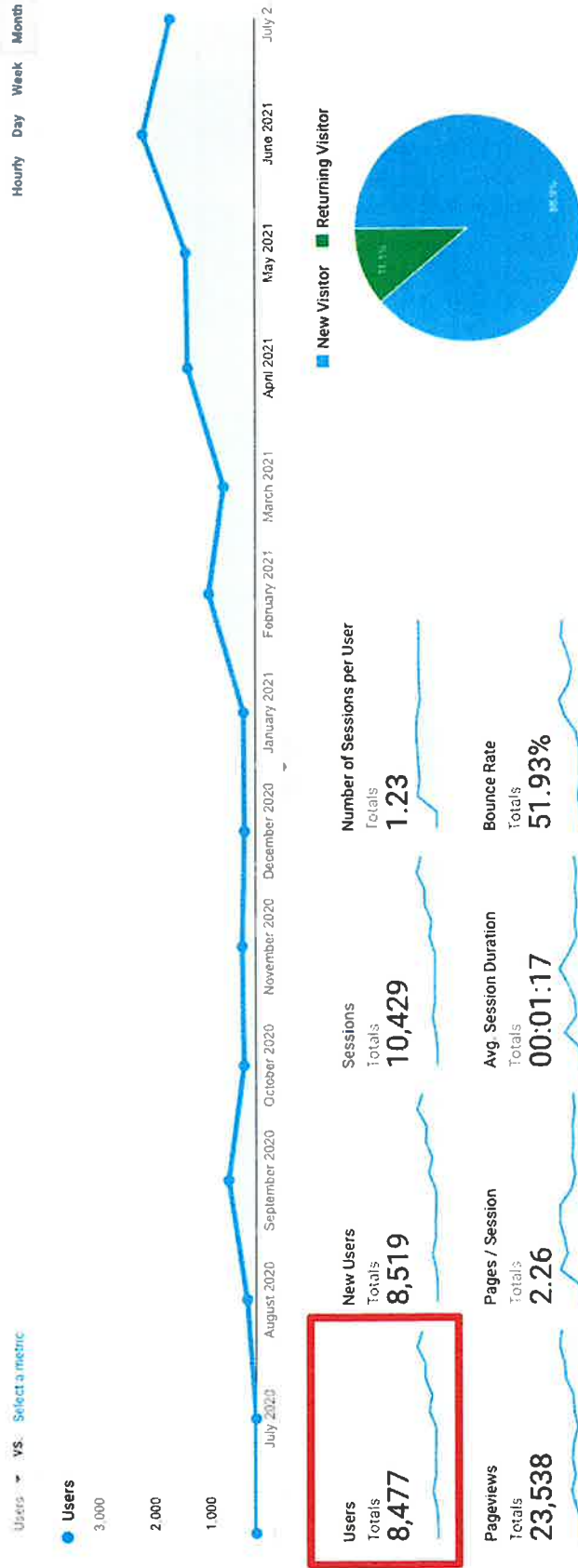




WEBSITE ENGAGEMENT

Since website launch: August 2020 through June 2021

We've seen consistent traffic averaging 208 new users per month, spending an average of 2:38 on the site.





ENGAGEMENT BY LOCATION

Since website launch: August 2020 through June 2021

Within The State of Virginia



1 628

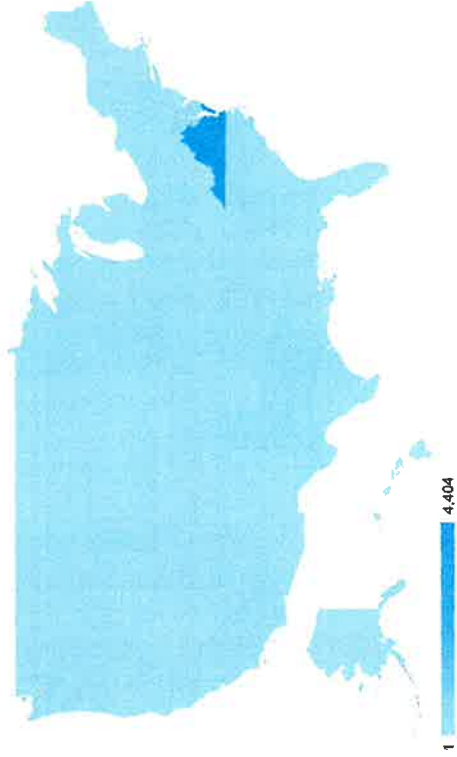
Acquisition	
City	New Users
Totals	4,404
1. Virginia Beach	628 (13.73%)
2. Hopewell	514 (11.26%)
3. Richmond	461 (10.11%)
4. Chester	325 (7.13%)
5. Petersburg	314 (6.99%)
6. Norfolk	216 (4.74%)
7. (not set)	196 (4.30%)
8. Woodlake	123 (2.75%)
9. Chesapeake	121 (2.65%)
10. Bon Air	120 (2.63%)
11. Tuckahoe	110 (2.41%)
12. Glen Allen	109 (2.39%)
13. Prince George	93 (2.04%)
14. Mechanicsville	81 (1.78%)
15. Colonial Heights	80 (1.75%)



ENGAGEMENT BY LOCATION

Since website launch: August 2020 through June 2021

National Snapshot



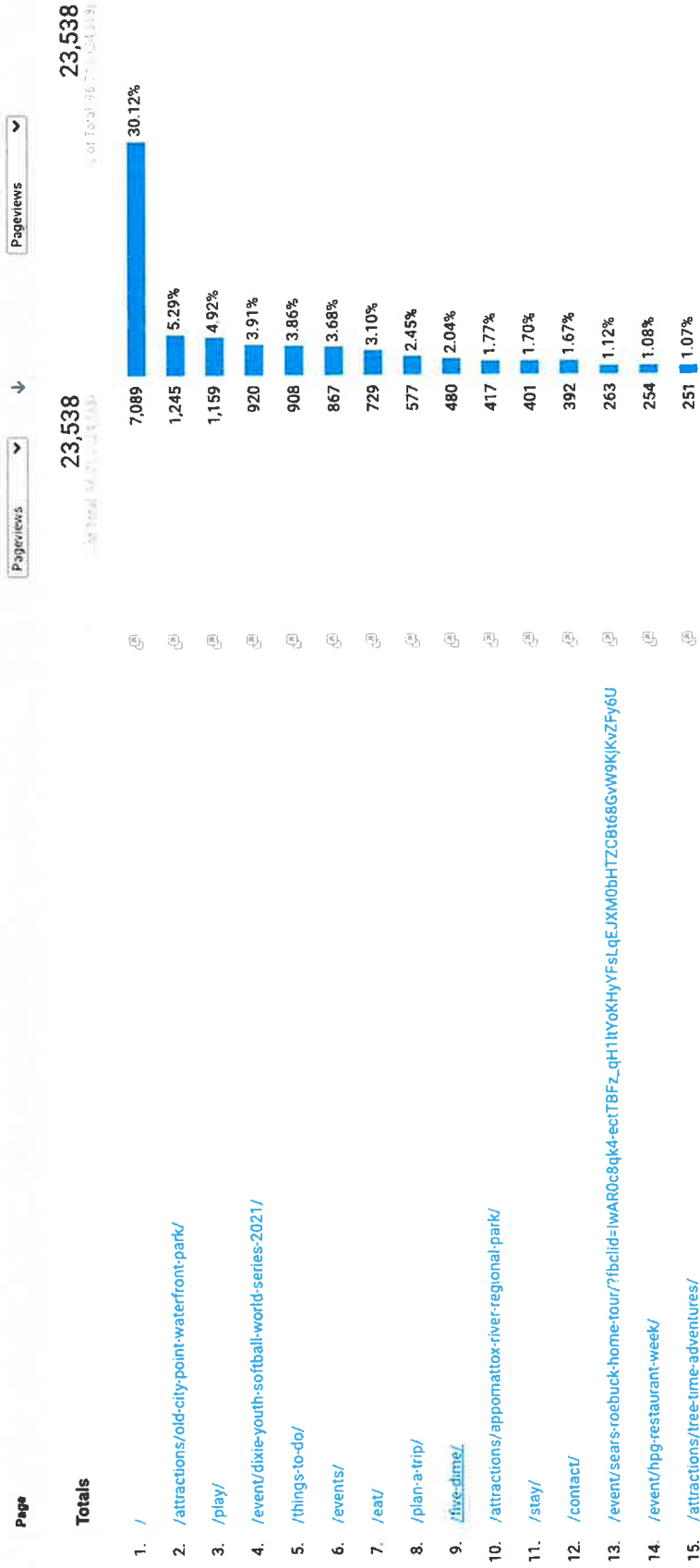
Region	Users	New Users
Totals	7,087	7,115
1. Virginia	4,404 (61.24%)	4,384 (61.62%)
2. North Carolina	251 (3.49%)	248 (3.47%)
3. District of Columbia	245 (3.41%)	223 (3.13%)
4. Maryland	225 (3.13%)	221 (3.11%)
5. Texas	151 (2.10%)	149 (2.09%)
6. Ohio	141 (1.96%)	141 (1.96%)
7. (not set)	130 (1.81%)	130 (1.81%)
8. Georgia	127 (1.77%)	121 (1.70%)
9. New York	121 (1.68%)	120 (1.65%)
10. Florida	113 (1.57%)	112 (1.55%)
11. Pennsylvania	112 (1.56%)	109 (1.52%)
12. California	100 (1.39%)	100 (1.41%)
13. Tennessee	85 (1.18%)	84 (1.17%)
14. South Carolina	78 (1.08%)	75 (1.05%)
15. Oregon	72 (1.00%)	72 (1.00%)
16. Washington	72 (1.00%)	72 (1.00%)



USER BEHAVIOR

Since website launch: August 2020 through June 2021

Top Pages by pageviews



VISITHPG.COM

TRAFFIC SPIKES

January 2021 through July 2021

Traffic to website resulted from an increase in Social Media Activity:

- These spikes in referral traffic mirror the overall website traffic on [slide 8](#)
- We saw spikes in May (Tree Time, 5 & Dime), June (Restaurant Week, 5 & Dime) and July (Dixie World Series, Bluegrass Jamboree)
- Several posts were made, shared, and got higher than usual engagement activity – Resulting in a spike of **page likes, followers, and traffic to the website**
- Organic SEO efforts + paid Google ads are critical to steadily improve numbers.

Continued ads and posting with engaging content continue to improve numbers in 2021

>>



REFERRAL TRAFFIC

Top Channels



Users

1,874

2,649

3,054

Acquisition

Source

Users

↓

New Users

Sessions

Facebook is the dominant source of all Social & Referral traffic to website

Hpgchamber.org &

foliar.va.org referrals show lower numbers but generate high-intent, quality visitors

Instagram is geared for awareness rather than traffic

Rank	Source	Users	New Users	Sessions
Totals		2,649	2,604	3,054
1.	m.facebook.com	1,878	1,874	2,043
2.	webstebeboffatic.org	229	229	229
3.	f.facebook.com	182	169	286
4.	hpgchamber.org	123	97	228
5.	facebook.com	77	74	78
6.	foliar.va.org	23	17	29
7.	im.facebook.com	16	13	16
8.	instagram.com	15	15	17
9.	advertiser.com	14	13	16
10.	playstheclatform.com	12	12	12

TOP PERFORMERS: REACH

April through July 2021



posts and ads
combined reach: 20k
paid reach: 16.3k



posts and ads
combined reach: 40k
paid reach: 25k



posts only (no spend)
combined reach: 42k

What we've learned:

A variety of ad types combined with regular posting generates real results. Boosting posts can account for around 70-90% increased reach.

PLANS FOR FY 2022



INCREASED DIGITAL AD SPEND

Increase our ongoing efforts on social media
Focus on increasing ROI with digital ad spend
Increase Google Search ad campaigns + You Tube ads



DIVERSIFY MARKETING EFFORTS

Continue to pursue all avenues to reach the right audiences for the right topics.



CONTINUAL WEBSITE IMPROVEMENT

Continued effort to add quality content and proactively adapt the website to stay well maintained with quality information & resources.



BUILD ON A SOLID FOUNDATION

With many critical processes and content established, our intent is to use this toolkit to further grow tourism, increase patronage to local businesses, and showcase our region as a desirable destination.

POTENTIAL DISCUSSION:

5 & Dime Tour

Upcoming PG events

Future of Jordan Point Marina and Holy Mackerel

Future reporting content and schedule

LOVE sign PG County

Visitor Center Weekend Hours

Photo Contest



WHAT MAKES US SUCCESSFUL

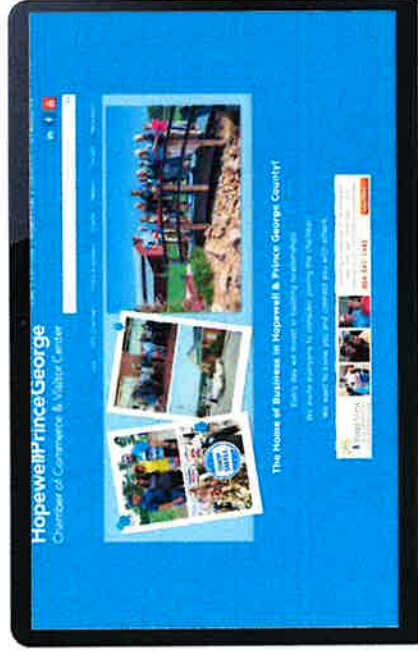
- Reiterate value proposition of continuing with the Chamber vs. usual DMO arrangements.
- Unlike most DMOs we have an individual on staff who does the videography, photography, drone, Facebook, you-tube work rather than farming it out so this is cost effective. This authenticity is something that attracts attention and has certainly earned the interest from Charles City County, VTC, and our community.
- Regardless of personal preference, video as a mainstream means to effectively communicate is here to stay! Having a staff member how can produce videos is a huge benefit to HPG.

VISIT OUR WEBSITES



www.visitpg.com

Tourism website created by our very own Daniel Jones. This site is supported by our tourism contracts with H/PG local governments. Local attractions and events are regularly spotlighted as well as our members within the tourism/restaurant/lodging industry.



www.hpgchamber.org

Access to our monthly newsletters, searchable member listings to help with local referrals and networking, information about our staff and board members.