

# Marketing Plan 2011-2012



**Currituck County**  
**Department of Travel & Tourism**

# Introductory Message

Dear Currituck Business Partners,

Tourism in Currituck County is continuing to make a recovery despite a shaky economy and higher gas prices.

The county, along with other North Carolina coastal destinations, reported a significant improvement in 2010 summer/fall visitation from the previous year. Occupancy tax was up from the previous year, and sales tax is starting to rebound. Currituck County attractions also reported good visitation last year.

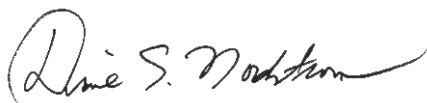
A slight turn in the economy, beautiful weather, and a pent-up demand for people who had to cut back during the recession aided in the recovery.

North Carolina enjoys a more than 17 to 1 return on investment of tax dollars spent on paid media advertising. For every \$1 invested in advertising in 2010, the state received \$191 in new visitor spending, \$10.31 in new state taxes, and \$6.25 in new local taxes.\* This statistic proves that the investment in paid advertising is worth the cost and results in more visitors to the state, including Currituck County.

Please take the opportunity to read this report. It highlights the print and online marketing objectives to be followed by the Tourism Department during the 2011-2012 fiscal year. It also includes details on tourism research, public relations programs, and other marketing initiatives.

Now, more than ever, it is important for the Tourism Department and county leaders to follow this strategic marketing plan and continue to expand the defined promotional programs and practices.

The Tourism Department staff looks forward to a strong 2011-2012 tourism season and continuing to work hard to promote Currituck as a premiere vacation destination!

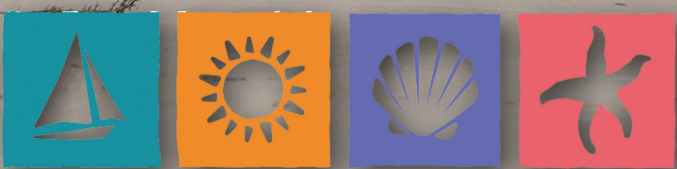


Diane S. Nordstrom, Director  
Currituck County Department of Travel & Tourism

\*Study for NC Department of Commerce, Longwoods International, 2011.

# Table of Contents

Objectives .....	3
Research & Analysis .....	4
Strategic Plan .....	5
Advertising Plan .....	6-10
Public Relations .....	11
Business Development .....	12
Publications.....	12
Information Centers .....	13
Event Promotions.....	13
Buy Local Campaign.....	14



# Objectives

*The Travel & Tourism Department has identified the following ten main objectives:*

1. Increase the number of visitors to Currituck County, thus increasing occupancy tax and sales tax revenues.
2. Continue to promote the attractions, events and tourism-related businesses located throughout the entire county, including the mainland, beaches and Knotts Island.
3. Utilize the County's Welcome Center and Visitor's Center as "sales centers" to promote overnight stays and visitor spending.
4. Enhance and aggressively market the tourism website using SEO, pay-per-clicks, directories, and other online marketing strategies.
5. Increase exposure of Currituck County through popular online social networks such as Facebook, YouTube and Twitter.
6. Continue to analyze the effectiveness of print and online ad campaigns.
7. Expand public relations efforts to obtain editorial through local, regional, state, national and international media.
8. Continue to work closely with, and utilize the knowledge of, the industry leaders appointed to the Tourism Advisory Board.
9. Promote Currituck County businesses through the MORE Card program, a discount card campaign designed to assist businesses in increasing sales revenues during the current recession. In addition, promote all county businesses through a Buy Local campaign.
10. Communicate effectively to residents, businesses, and elected leaders the importance of tourism to the local economy. In addition, encourage locals to thank visitors for choosing to vacation in Currituck County.

# Research and Analysis

## TOP STATES REQUESTING VISITOR INFORMATION

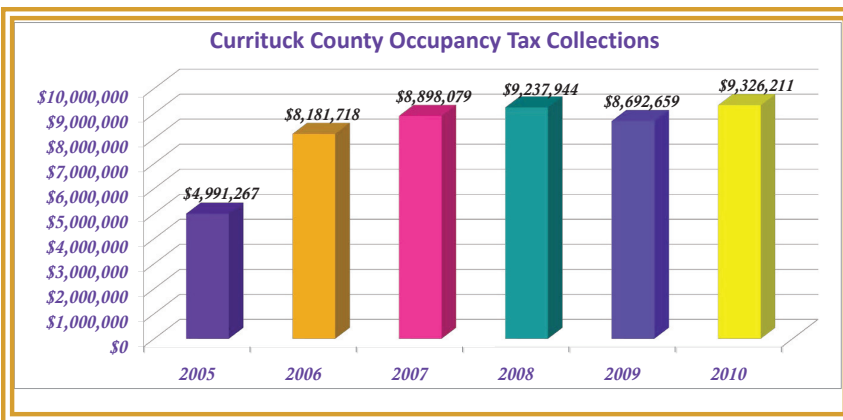
The top states currently requesting Currituck Outer Banks Visitor's Guides are: North Carolina, Pennsylvania, New York, Florida, Virginia, Ohio, New Jersey, Georgia, and Maryland.

## WEBSITE STATISTICS

Statistics for the VisitCurrituck.com website continue to show an increased interest in Currituck as a vacation destination. This is a direct result of branding efforts over the last several years and will continue to be a goal of marketing programs. The main objective of online advertising campaigns for the 2011/2012 fiscal year will be to drive traffic to the website. Landing pages for ads will be optimized to offer the most relevant and up-to-date information when visitors are searching for a place to vacation.

	2010	2009	2008
Page Views	1,510,999	1,088,222	565,359
Unique Visitors	337,215	286,789	99,570
New Visitors	303,710	245,133	81,104

**Page Views** – This number indicates the total number of times pages have been viewed over the last year. **Unique Visitors** – This number indicates the total number of different people who have visited the site over the last year. This information is gained based on unique IP addresses that are captured. **New Visitors** – This number indicates the total number of first time visitors to the site. These visitors have never been to the site before.

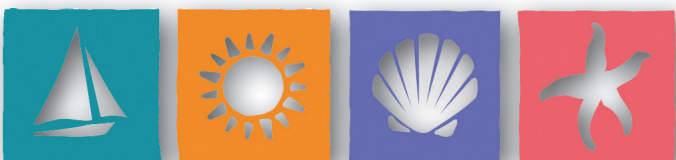
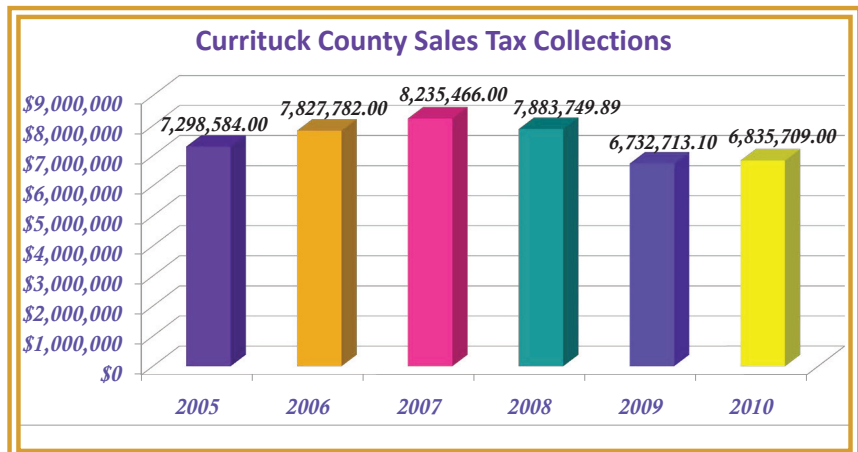


## OCCUPANCY TAX COLLECTIONS

Occupancy tax collections were **UP \$659,686** for July - February; that is an increase of 8.2% when comparing 2010 and 2011 budget years.

## SALES TAX COLLECTIONS

Sales tax collections were **UP \$1,001,182** for July-February; that is an increase of 23.7% when comparing 2010 and 2011 budget years.



# Strategic Plan

The following goals and objectives comprise the strategic plan set by the Tourism Department and Tourism Advisory Board:

1. Increase marketing and advertising to promote the Currituck Outer Banks as a premiere vacation destination.

Strategies include:

- **IDENTIFYING AND ENCOURAGING NEW AND EXISTING TOURISM ASSETS, INFRASTRUCTURES, AND THE TARGET MARKETS** that have the most potential to bring visitors who will spend the largest amount of money, thus maximizing the economic impact of travelers to the county;
- Continuing to **TRACK AND EVALUATE CURRENT MARKETING AND ADVERTISING EFFORTS**;
- **FOCUSING ADVERTISING** of the county to locations that are within a day's drive;
- **DETERMINING WHICH PROMOTIONS ARE EFFECTIVE** and eliminating those that are not effective;
- Continuing to **UTILIZE THE RESEARCH FINDINGS OF RANDALL TRAVEL MARKETING, INC.**, as well as research conducted by tourism staff;
- **EXPANDING THE E-MARKETING EFFORTS** – including the use of social networks – to increase the number of visitors and information requests on VisitCurrituck.com;
- **ENHANCING VISITCURRITUCK.COM** to display additional tourism related activities and attractions and make online searches easier for visitors to the website;
- **EXPANDING MARKETING EFFORTS TO UNIQUE GROUPS** such as: small conferences, weddings, reunions, and retreats;
- Continuing to **MARKET THE COUNTY TO MEDIA OUTLETS** through Vocus, press releases, fact sheets, press tours, etc.
- **PROMOTING CURRITUCK'S YEAR-ROUND TOURISM PRODUCT** in order to increase visitors and revenues in the shoulder season;
- **CONTINUING THE LINKING CAMPAIGN** to encourage tourism-related business sites to link to VisitCurrituck.com;
- **IMPROVING THE VISITCURRITUCK.COM'S WEBSITE RANKING** with Search Engine Optimization (SEO), pay-per-clicks, and other strategies;
- **EXPANDING EFFORTS** to support local events that bring visitors to the county.

2. Continue to promote the Department of Travel and Tourism as a resource for the local tourism industry.

Strategies include:

- **PROMOTING BUSINESSES LOCALLY** via publications and programs including: the Currituck Outer Banks Visitor's Guide, the Currituck Outer Banks Newspaper, the Currituck County Shopping & Dining Guide, Currituck Outer Banks Wedding Planner, the MORE Card discount card program, visitor/welcome centers, brochure distribution racks, television advertising spots, VisitCurrituck.com website, visitnc.com website, and other outlets;
- **OFFERING CO-OP PRINT ADVERTISING OPPORTUNITIES** to subsidize the cost of advertising for local businesses;
- **EXPANDING THE SHOULDER SEASON** by promoting destination weddings, special events, and discounted prices in the off season;
- **HOLDING AN ANNUAL UPDATE MEETING AND FOCUS GROUP MEETINGS.**

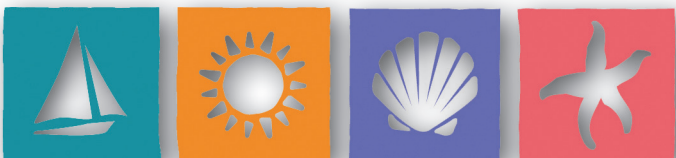
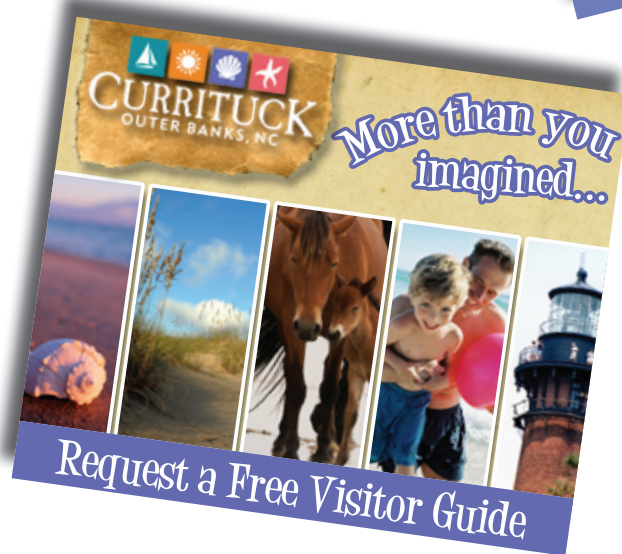
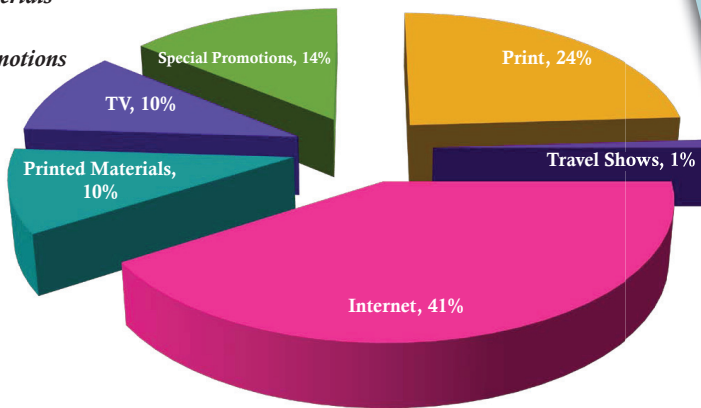
# Advertising Plan

Advertising for the 2011-2012 budget year will include a combination of print advertising, Internet marketing, trade show and travel expos, television advertising, print materials (such as the Visitor's Guide and Shopping & Dining Guide), and other special programs (promotional products, billboards, press tours, etc.).

Over \$2.3 million dollars has been allocated for promotional advertising efforts for the upcoming fiscal year, July 1, 2011 - June 30, 2012. The chart below shows a breakdown of how these funds will be spent.

- Print
- Travel Shows
- Internet
- Printed Materials
- TV
- Special Promotions

## 2011-2012 Budget



# Print Promotions

The print advertising budget encompasses advertisements in magazines and newspapers. Via the print campaign for Currituck County, millions of potential vacationers are reached each year. The main purpose of these advertisements are to drive traffic to the website and encourage perspective visitors to vacation at the Currituck Outer Banks. The Department has budgeted \$553,000 for print marketing; below is a breakdown of the Print Marketing Advertising Campaign:

## Family Vacations, Advertising Campaign: \$258,000 Budgeted

Publication	Circulation	Cost Per Circ.	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
AAA World, Travel Planner Section	2,283,000	\$0.002	July Ad, No Data	Jul/Aug, 2011	1/6 Page	\$4,100.00
AARP	1,082,500	\$0.005	\$1.37	Mar/Apr, 2012	1/6 Page	\$5,228.06
America's Best Vacations, Newspaper Insert	982,193	\$0.01	\$2.90	Spring, 2012	1/4 Page	\$8,295.00
Budget Travel	350,780	\$0.04	\$19.88	Mar, 2012	1/2 Page	\$8,440.00
Carolina Living	85,000	\$0.06	\$2.12	Apr, 2012	Three, 1/3 Page Ads	\$5,420.00
Coastal Living	450,000	\$0.03	\$34.14	Jul/Aug, 2011	1/2 Page	\$13,861.00
Escape to the Southeast Travel Guide	125,000	\$0.02	\$1.81	Annual Issue, June	FP	\$2,856.00
Explore the Southeast - Newspaper Insert	1,200,000	\$0.004	\$1.42	Spring, 2012	1/8 Page	\$5,943.00
Family Circle - LKM State Co-op	1,000,000	\$0.004	No Data	April, 2012	Directory Listing	\$4,000.00
Family Travel Mid-Atlantic - Better Homes & Gardens, Ladies Home Journal, Redbook	700,000	\$0.02	\$1.65	Annual Issue, 2012	1/3 Page	\$11,603.00
Good Housekeeping	1,020,000	0.02	\$3.45	Mar, 2012	1/2 Page	\$13,883.00
Good Housekeeping	1,020,000	0.02	\$3.32	May, 2012	1/2 Page	\$13,883.00
Great Vacation Getaways - Various Newspapers	1,650,000	\$0.003	\$2.41	Spring, 2012	1/10 Page	\$5,142.00
GuestQuest	300,000	\$0.01	NA	May-Oct, 2011	9 col"	\$1,550
Horizon Magazine Canada	60,000	\$0.05	NA	Jul/Aug, 2011	1/4 Page	\$2,975
NC Spring Travel Guide Insert	775,000	\$0.01	\$5.07	Spring, 2012	1/8 Page	\$6,693.00
Official Golf Guide for North Carolina	50,000	\$0.10	NA	Annual Issue, 2011	1/2 Page	\$5,200.00
Oprah/O Mag	700,000	\$0.03	\$4.19	Jul, 2011	1/2 Page	\$21,308.45
Oprah/O Mag - LKM State Co-op	700,000	\$0.004	\$0.58	May, 2012	Directory Ad	\$3,500.00
Our State (Coasthost Co-op)	130,000	\$0.01	NA	Mar, 2012	1/3 Page	\$1,588
Our State (Coasthost Co-op)	130,000	\$0.01	NA	Apr, 2012	1/3 Page	\$1,588
Our State (Coasthost Co-op)	130,000	\$0.01	NA	May, 2012	1/3 Page	\$1,588
Parade - Newspaper Insert	4,384,251	\$0.001	\$2.88	Spring, 2012	Brochure Ad	\$4,820.00
Reader's Digest	1,224,800	\$0.01	No Data	Apr, 2012	1/3 Page	\$11,760.00
Southern Living	1,240,000	\$0.01	\$10.84	Jul, 2011	1/2 Page	\$10,821.00
Southern Living - LKM State Co-op	1,240,000	\$0.003	\$2.34	Apr, 2012	Directory Ad	\$4,500.00
Travel Guide to North Carolina, The Official	700,000	\$0.05	NA	Annual Issue, 2012	1/2 Page	\$17,000.00
USA Today Travel Guide	1,830,600	\$0.01	NA	Annual Issue, 2011	Full Page	\$24,500
USA Weekend	5,000,000	\$0.001	\$10.29	Aug, 2011	Formatted Ad	\$3,362.00
USA Weekend	5,000,000	\$0.001	\$10.29	Nov, 2011	Formatted Ad	\$3,362.00
USA Weekend	5,000,000	\$0.001	\$10.29	Mar, 2012	Formatted Ad	\$3,362.00
USA Weekend	5,000,000	\$0.001	\$10.29	May, 2012	Formatted Ad	\$3,362.00
Women's Day	1,517,000	\$0.01	\$11.18	May, 2012	1/6 Page	\$8,945.00
Remnant Opportunities / Family Reunions						\$14,000.00

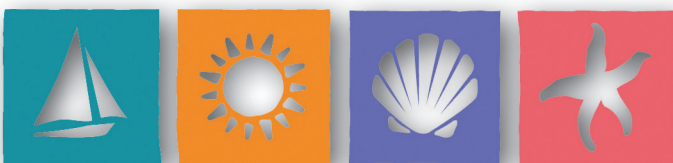


## Shoulder Season, Advertising Campaign: \$112,000 Budgeted

Publication	Circulation	Cost Per Circ.	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
AARP	1,082,500	\$0.005	\$1.44	Sept/Oct, 2011	1/6 Page	\$5,228.06
America's Best Vacations, Newspaper Insert	982,193	\$0.01	\$2.46	Fall, 2011	1/4 Page	\$8,295.00
Carolina Living	85,000	\$0.06	\$2.12	Oct, 2011	Three, 1/3 Page Ads	\$5,420
Explore the Southeast - Newspaper Insert	1,200,000	\$0.003	NA	Fall, 2011	1/8 Page	\$4,714.00
Golf Magazine	724,000	\$0.01	NA	Sept, 2011	1/2 Page	\$9,500
North Carolina Spring Travel Guide - Newspaper Insert	775,000	\$0.01	\$5.07	Fall, 2011	1/8 Page	\$6,693.00
Oprah / O Mag - LKM State Co-op	700,000	\$0.004	\$1.22	Oct, 2011	Directory Ad	\$3,500.00
Our State (Coasthost Co-op)	130,000	\$0.01	NA	Sept, 2011	1/3 Page	\$1,588
Our State (Coasthost Co-op)	130,000	\$0.01	NA	Oct, 2011	1/3 Page	\$1,588
Parade - Newspaper Insert	4,384,251	\$0.001	\$2.88	Fall, 2011	Brochure Ad	\$5,381.00
Reader's Digest	1,224,800	\$0.01	\$13.50	Oct, 2011	1/3 Page	\$11,760.00
Redbook	486,316	\$0.01	\$2.73	Oct, 2011	Formatted Ad	\$5,513.00
Redbook	486,316	\$0.01	\$2.73	Apr, 2012	Formatted Ad	\$5,513.00
Southern Living	36,500	\$0.01	\$8.24	Sep, 2011	1/2 Page	\$10,821.00
Women's Day	1,517,000	\$0.01	\$9.99	Oct, 2011	1/6 Page	\$9,997.00
Remnant Opportunities						\$17,000.00

## Weddings, Advertising Campaign: \$36,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
Bridal Guide	195,495	\$0.03	\$2.36	Jul/Aug, 2011	1/2 Page	\$5,250.00
Bridal Guide	195,495	\$0.03	\$2.36	Sept/Oct, 2011	1/2 Page	\$5,250.00
Bridal Guide	195,495	\$0.03	\$2.36	Mar/Apr, 2012	1/2 Page	\$5,250.00
Knot, The	55,000	\$0.10	\$0.30	Fall, 2010	Full Page	\$5,122.00
Knot, The	55,000	\$0.10	\$0.30	Spring, 2011	Full Page	\$5,122.00
VOW Bride	25,000	\$0.04	NA	Jul, 2011	1/4 Page	\$990.00
VOW Bride	25,000	\$0.04	NA	Jan, 2012	1/4 Page	\$990.00
Remnant Opportunities						\$8,000.00



## Heritage & Educational Tourism, Advertising Campaign: \$20,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
Carolina Field Trips Magazine	62,000	\$0.03	NA	Fall, 2011	1/2 Page	\$1,975.00
Carolina Field Trips Magazine	62,000	\$0.03	NA	Spring, 2012	1/2 Page	\$1,975.00
Carolina Heritage	110,000	\$0.03	NA	Annual Issue, 2012	2 Pages	\$3,250.00
Civil War Traveler - LKM State Co-op	50,000	\$0.01	\$0.29	Spring, 2012	Directory Ad	\$250.00
Discover America, USA Travel Guide	1,000,000	\$0.01	NA	Annual Issue, 2012	1/4 Page	\$9,900.00
Remnant Opportunities						\$3,000.00

## Co-op Advertising Campaign: \$127,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
Coastal Living	450,000	\$0.05	NA	Dec, 2011	Full Page	21,326.00
Duck-Corolla Guide	100,000	\$0.04	NA	Annual Issue, 2012	Double Page	\$4,066.00
Outer Banks Newspaper	350,000	\$0.01	NA	Annual Issue, 2012	1/2 Page	\$5,575.00
Outer Banks Visitors Guide	425,000	\$0.01	NA	Annual Issue, 2012	Full Page	\$9,710.00
Resort Maps	300,000	\$0.02	NA	Annual Issue, 2012	6 Squares	\$4,914.00
Southern Living	1,240,000	\$0.02	\$0.08	Mar, 2012	Full Page	\$19,150.00
Sunny Day Guide	400,000	\$0.02	NA	Annual Issue, 2012	Double Page	\$9,807.43
USA Weekend	5,000,000	\$0.01	NA	Dec, 2011	Full Page	\$28,783
Washington Post Newspaper	1,500,000	\$0.01	NA	Feb, 2012	Full Page	\$24,607.00
Co-op Ad Revenue						-\$15,000.00

\* Ad Rate is the approximate price, increased 5% from last year's rate



Currituck Co-op opportunities for 2011-2012 budget year

# Electronic Media Advertising

The Currituck Tourism Department has determined the target states for web advertising in 2011-2012. They are Virginia, Maryland, Pennsylvania, Ohio, New York, New Jersey, and North Carolina.

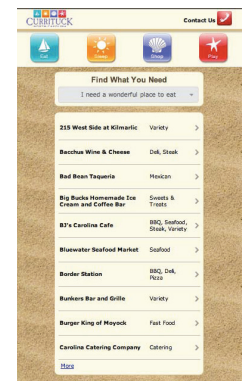
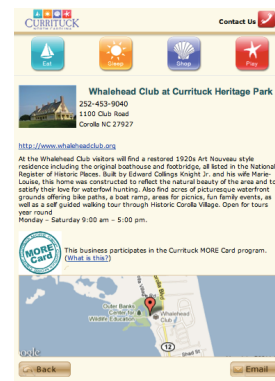
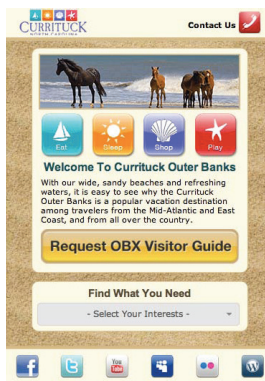
Main goals for 2011-2012 fiscal year include:



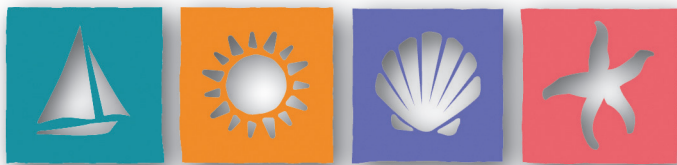
- More efforts will be focused on **REGIONAL FEEDER MARKETS** that have shown a history of travel to the Currituck Outer Banks. Regional news websites will be the primary focus of this portion of the campaign and highlight the driving distance and family atmosphere. Examples include: **WRAL** in Raleigh, **FoxNews DC** in DC/Baltimore, **Wavy.com** in Hampton Roads, and **Comast.net** in Philadelphia.



- A larger portion of the internet advertising budget will be invested in **PAY-PER-CLICK AND DISPLAY AD CAMPAIGNS** through the Google and Bing search networks. Rotating banner ads will be switched out periodically to reflect the change in seasons.



- Video ads have proven very successful throughout the 2010-2011 fiscal year. Staff will continue to build upon this success by exploring **MORE VIDEO ADVERTISING** opportunities through Youtube, such as sponsored videos, overlay ads and companion ads. In addition, video ads will be utilized as part of other ongoing website campaigns where offered.
- **MOBILE ADS** will be run to drive people to the VisitCurrituck.com mobile website. Mobile ads through the Google mobile ad network, admob and components with other internet sites will be part of the mobile advertising strategy. In addition, the VisitCurrituck.com mobile website will be optimized to work with these ads.
- **ADDITIONAL DOMAINS** have been purchased for better tracking of print ads. These domains are specific to certain publications and target audiences. They will allow the Tourism Department to see exactly which ads are driving people to VisitCurrituck.com.



# Public Relations

## PRESS TOURS

The Tourism Department will again this fiscal year organize press tours that will expose media to the county's attractions and unique experiences. The writers will immerse themselves into Currituck experiences which will include vineyard tours, seeing the Corolla Wild Mustangs (which were named the Official State Horse for North Carolina), climbing the Currituck Beach Lighthouse, shopping at farm markets, touring the Whalehead Club, and more. The media will then write editorial for their publications, giving readers (perspective visitors) insight into what Currituck has to offer.

## FAMILIARIZATION TOURS

Travel professionals will be invited to learn more about Currituck County and its many activities and attractions. These tours will be targeted to travel agents, State Welcome Center staff, and other travel professionals in the tourism industry who may benefit from a brief trip to the area.



## TRAVEL TRADE SHOWS

The Tourism Department is expanding its presence at local and national travel shows. These shows allow the Department to reach out directly to potential vacationers. In the upcoming year, staff plans to participate in the Adventures and Travel Expo in Washington, DC. They will also exhibit at AAA Travel Expos in: Columbus, OH; Richmond, VA; Philadelphia, PA; and Baltimore, MD. Currituck Destination Wedding booth will be set up at regional wedding expos such as the Uniquely Bridal Expo.

## PRESS COVERAGE

Tourism staff will write and release an increased number of press releases. In 2010, the Currituck Outer Banks received editorial coverage valued at \$1,145,494 to a combined audience of 314,563,406 readers. The top-rated publications covering tourism in Currituck were: USA Today, New York Times, Virginian Pilot and AAA World. The Tourism Department also hosted OUR STATE MAGAZINE writer Jim Washington, who interviewed Sharon Meade of the Outer Banks Center for Wildlife Education for an article published in the magazine's November 2010 issue. The continued partnership with Our State Magazine resulted in the May 2011 cover story titled "Where the Road Ends," featuring the Corolla Wild Horses and Wesley Stallings, Heard Manager. The Tourism Department also had an article in SOUTHERN LIVING by editor/writer Valerie Luesse. This article, a joint effort between Currituck County and Dare County, was printed in the October 2010 issue. The articles with the highest value received by Currituck were "Lights! Camera! Counties taking action to promote," by THE VIRGINIAN-PILOT in July 2010 and "Enjoy the OFF Season of the Outer Banks" by YAHOO! NEWS in January 2011.



# Business Development

## CURRITUCK MORE CARD

The Tourism Department had a successful year with the MORE Card discount program, distributing 24,800 cards. The MORE Card is a way for staff to encourage visitors to spend money in Currituck County stores, shops and restaurants, as well as stay in county lodging facilities and visit local attractions. The Currituck MORE CARD is a walletsize card that can be redeemed at participating businesses located throughout Currituck. It provides discounts and specials at tourism-related businesses. The cards are free and available at the county's Welcome Center in Moyock, Visitor's Center in Corolla, and online. Participation in the program is free to Currituck County businesses.



## BROCHURE CO-OP PROGRAM

An additional program being offered to local businesses is giving them an inexpensive way to market to over 80,000 visitors per year. The Brochure Co-op Program allows the Tourism Department to create and print a simple 4" X 9" rack card for qualifying businesses for a small fee. The cards are produced and distributed through the county's visitor center and welcome center. The purpose of the program is to provide a low-cost advertising option for Currituck County businesses owners, helping them during this tough economic time.



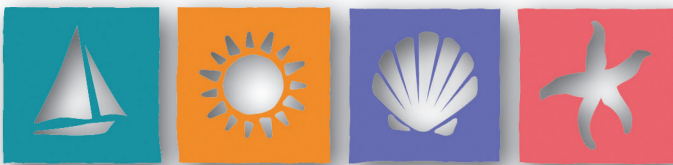
# Publications

The following printed publications will be published or re-issued during the 2010-2011 fiscal year:

- **Visitor's Guide** - This award-winning, comprehensive publication lists attractions, activities, accommodations, services, maps, and other valuable visitor information.\*
- **Shopping & Dining Guide** - Includes a comprehensive list of Currituck's shopping and dining businesses.\*
- **Wedding Planner** - The award-winning guide that details all the resources needed to plan a wedding in Currituck County.\*
- **Annual Report** - The report details the progress achieved by the Tourism Department and contains data and analysis on occupancy and sales tax collections, marketing strategies, expenditures and statistical research.\*
- **Monthly Report** - Offers specific marketing data on advertisements placed by the County. Readers can see exactly which marketing resources are utilized and how many leads are generated. The report also features information on brochure distribution, occupancy and sales tax collections.\*



\* Indicates that the publication is available on the Department of Travel & Tourism Website, VisitCurrituck.com



# Information Centers



*Currituck Visitor Center, Corolla*

A total of over 95,000 visitors passed through the doors of the Currituck County Welcome Center in Moyock and the Currituck Outer Banks Visitor's Center in Corolla during 2010.

An enthusiastic team of visitor relations associates shared information about county attractions, shops, restaurants, lodging, activities and attractions.

Hundreds of brochures, provided by local businesses, are available at the centers. New display cases at the Moyock center showcase area stores, activities, and the history and wildlife of Currituck. A picnic area, warehouse space and additional restrooms have made the center a top-notch, convenient facility for the traveling public. Plans are to add additional display cases to Moyock and Corolla centers.



*Currituck Welcome Center, Moyock*

During 2011, the Corolla center was renovated to include additional restrooms, new brochure racks, and a much-needed "facelift."

Staff training is essential to the centers' success, and on-going training ensures that visitors will receive the most up-to-date information with exceptional customer service. Plans are to have a joint Familiarization Tour with the Outer Banks Visitor Bureau's visitor center employees to allow both counties to better promote the region to visitors.

The Department is proud of what has been accomplished thus far with the visitor information centers and will continue to strive to make the centers a regular stop for everyone who comes to Currituck County and points south.

# Events Promotions

An exciting year of events is approaching for Currituck County. The Currituck Department of Travel and Tourism recently added a new position: Promotions and Events Coordinator. With this position, the department will be better able to promote a wider range of events in order to draw more people to the county. The promoting of the events will be advertised through various sources, such as social networking, printed materials, radio and more.

July will start off with a bang with the annual fireworks display at Currituck Heritage Park. Live music, a cornhole tournament, a watermelon eating contest, and a marionette show are just a few of the new exciting features that will be held this year. There are many more great events planned for Corolla and Currituck's mainland. Events such as the Wildlife Festival bring people from all over to enjoy the art of nature in Currituck.



# Buy Local Campaign



The Buy Local Campaign is a partnership among the Currituck Travel & Tourism Department, Currituck County Department of Economic Development, and the Currituck Chamber of Commerce. The Currituck County Board of Commissioners is in **FULL SUPPORT** of the campaign and is providing funding for its operation. It is imperative to have a thriving mainland corridor economy to support the tourism industry, which is the county's largest industry. Tourists and residents need restaurants, gas stations, and places to shop. Currituck County residents need businesses where they can shop all year long.

The goal of the Buy Local campaign is to promote businesses **LOCATED IN CURRITUCK COUNTY** and to educate citizens about the importance of buying local and how individuals can make an impact on the local economy. It is important to help our local businesses grow and thrive, so that they can continue to contribute to a sound economy and support the tourism industry.

A Buy Local Campaign is an **EDUCATIONAL PROGRAM** designed to inform county citizens and businesses on the importance of spending their dollars locally. Buying local re-circulates income within the community and returns increased tax revenue.

## ***The top reasons to buy local include:***

- Buying local keeps the sales tax in Currituck County, and those funds can be used to support local health clinics, police, parks, emergency services, education and other services.
- Buying local has a multiplier effect and helps maintain and/or create jobs in the community. Local businesses employ a variety of supporting services, circulating money in the community and strengthening the local economy.
- Local businesses cater to the cultural and historical base of the community they serve. Unique businesses are vital to the diverse character of our communities. The more interesting and unique we are as a community, the more we attract tourists, shoppers and others who want to visit Currituck. It makes us a destination.
- Local businesses are more likely to give back to the community and encourage entrepreneurial

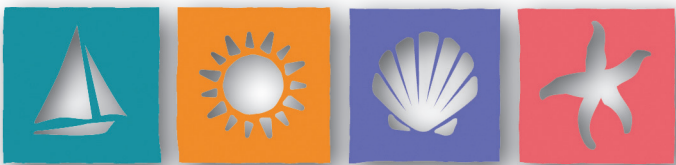
growth. They will sponsor little league teams, donate to the food bank, support the Fire Department, etc.

The launch date for the Buy Local Campaign is scheduled for Summer 2011.

## ***Marketing strategies include:***

- Develop a Buy Local website
- Provide a marketing kit for local businesses (signage, point-of-purchase materials, rubber stamps, decals, clings, etc.)
- Use a variety of media to promote campaign: television, newspaper, local events (civic groups, social clubs, churches, schools, etc.), Chamber events, Currituck County events
- Include social media (Facebook, Twitter, LinkedIn, YouTube)
- Coordinate retail marketing events
- Utilize guerrilla marketing

A successful campaign will create awareness of the importance of supporting local businesses. Buying local will keep more tax revenue within Currituck County, help our businesses succeed, and support the tourism industry.





# CURRITUCK

OUTER BANKS, NC

## Tourism Boards

### TOURISM DEVELOPMENT AUTHORITY

Vance Aydlett, Chairman  
John Rorer, Vice-Chairman  
Paul O'Neal  
J. Owen Etheridge  
Butch Petrey  
Paul Martin  
Marion Gilbert

---

Ex-officio Member:  
Diane Nordstrom, Travel & Tourism Director

### TOURISM ADVISORY BOARD

Don Cheek, Chairman  
Janice Farr, Vice-Chairman  
Lori London  
Petrina Ramey  
Paul Robinson  
Cindy Seymour  
Vivian Simpson  
Jeff Nelson (May 2011)

---

Ex-officio Members:  
Paul O'Neal, Board of Commissioners  
Dan Scanlon, County Manager  
Diane Nordstrom, Travel & Tourism Director  
Irina Coccetti, Marketing Program Manager

## Tourism Department

Diane Nordstrom, Director  
dnordstrom@visitcurrituck.com

Irina Coccetti, Marketing Program Manager  
icoccetti@visitcurrituck.com

Michele Ellis, Public Relations Coordinator  
mellis@visitcurrituck.com

Stuart Chamberlain, E-Marketing/Web Development  
Specialist  
schamberlain@visitcurrituck.com

Leeann Walton, Manager of Visitor Information Centers  
lwalton@visitcurrituck.com

Clayton Howard, Promotions and Events Coordinator  
choward@visitcurrituck.com

Nancy Garris, Corolla Visitor Center Supervisor  
ngarris@visitcurrituck.com

Judy Vassar, Visitor Relations Coordinator, Moyock  
jvassar@visitcurrituck.com

Currituck County Department of Travel & Tourism

106 Caratoke Highway  
Moyock, NC 27958  
Phone: 252.435.2938  
VisitCurrituck.com