

Spring Into Tourism 2013



Agenda

- **Introductions**
- **Budget**
- **Marketing & Advertising**
- **Public Relations**
- **Visitor Relations**
- **Event Promotions**
- **Other Promotions**
- **Awards**
- *Planning Update*
- *Currituck 911 Update*
- *Emergency Management Update*

Tourism Development Authority

- **Paul O'Neal**, *Chairman*
- **Paul Martin**, *Vice-Chairman*
- **Vance Aydlett**
- **Kevin McCord**
- **David Griggs**
- **Butch Petrey**
- **Marion Gilbert**
- **Dan Scanlon**
- **Diane Nordstrom**, *Ex-officio*



Tourism Advisory Board

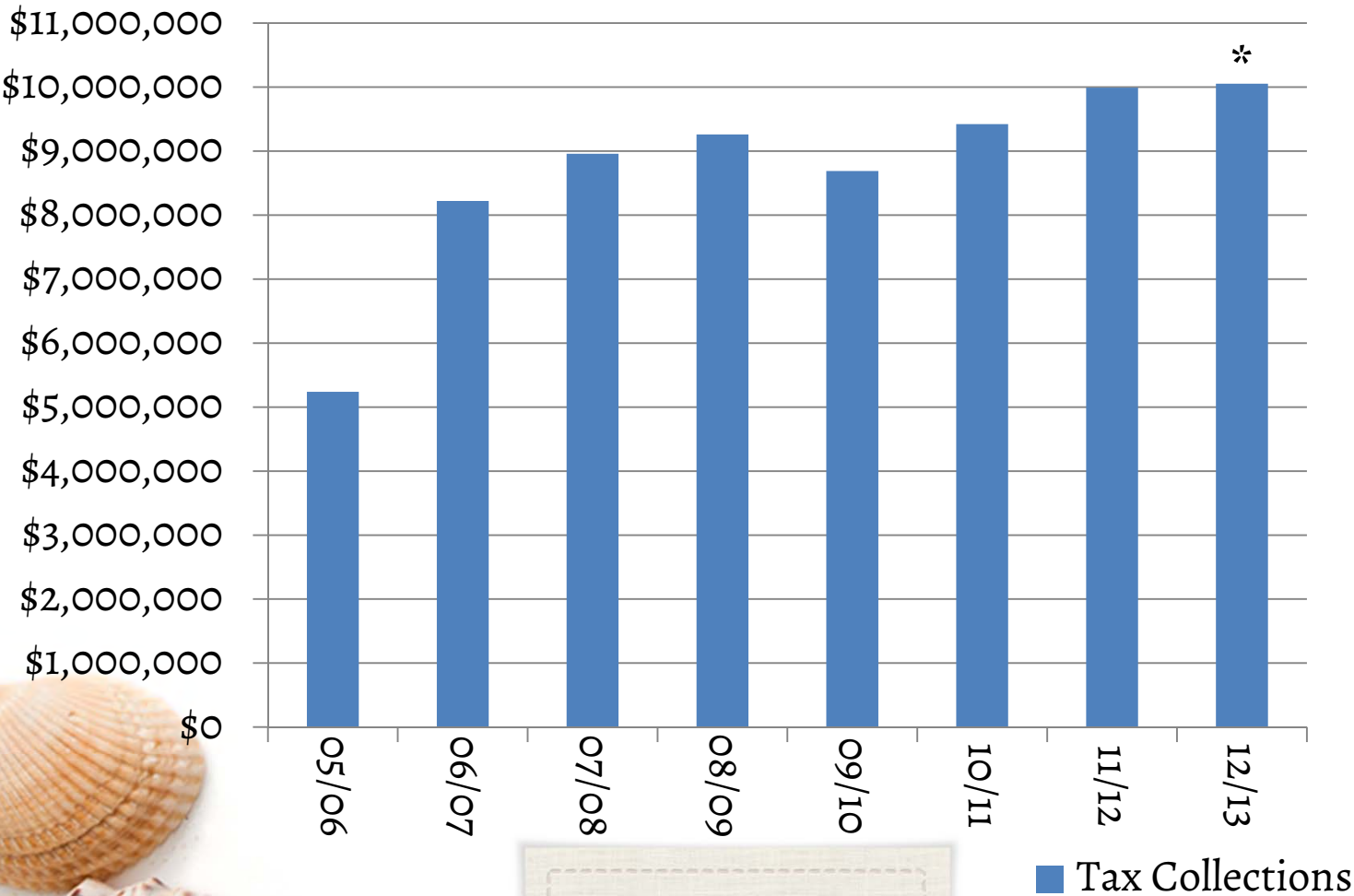
- **Paul Robinson**, *Chairman - Currituck BBQ*
- **Ted Jagucki**, *Vice-Chairman - Giant Slice Pizza*
- **Leslie Daughtry** – *Sun Realty*
- **Janice Farr** – *Sun Realty*
- **Petrina Ramey** - *Twiddy & Company*
- **Mike Martine** – *Eye Candy Digital Video*
- **Wanda Beasley** – *BJ's Carolina Cafe*
- **Paul O'Neal**, *Commissioner - TDA Appointee*
- **Dan Scanlon**, *County Manager - Ex-officio*
- **Diane Nordstrom**, *Director - Ex-officio*



Tourism Department Staff

- **Diane Nordstrom** - *Director*
- **John Wiltgen** - *E-Marketing & Web Development*
- **Daniel Cloudsley** - *Marketing Specialist*
- **Michele Ellis** - *Public Relations*
- **Clayton Howard** - *Promotions & Events*
- **Leeann Walton** - *Manager of Visitor Centers*
- **Nancy Garris** - *Supervisor of Corolla Visitor Center*
- **Judy Vassar** - *Visitor Relations, Buy Local Coordinator*

Occupancy Tax Collections



■ Tax Collections

*projected



Occupancy Tax Collections

Fiscal Year	Tax Collected	Change YoY
2005/2006	\$5,238,134	-
2006/2007	\$8,221,291	+ 57 %
2007/2008	\$8,957,545	+ 9 %
2008/2009	\$9,259,584	+ 3.4 %
2009/2010	\$8,689,290	- 6.2 %
2010/2011	\$9,421,232	+ 8.4 %
2011/2012	\$9,990,829	+ 6 %
2012/2013	\$10,053,991*	+ 0.6%*

*projected



Occupancy Tax Collections

Spring Shoulder Season

Month	2009	2010	2011	2012	Change
March	\$18,224	\$20,440	\$18,040	\$20,808	+ 14.2%
April	\$36,811	\$42,738	\$38,397	\$56,654	+ 53.9%
May	\$146,504	\$133,097	\$209,776	\$211,949	+ 44.7%

Occupancy Tax Collections

Fall Shoulder Season

Month	2009	2010	2011	2012	Change
Sept.	\$2,838,892	\$2,839,599	\$2,710,515	\$2,561,371	- 6.6 %
Oct.	\$667,351	\$753,583	\$774,313	\$905,855	+ 35.7 %
Nov.	\$238,021	\$244,022	\$277,722	\$303,091	+ 27.3 %

Sales Tax Totals- Fiscal Year

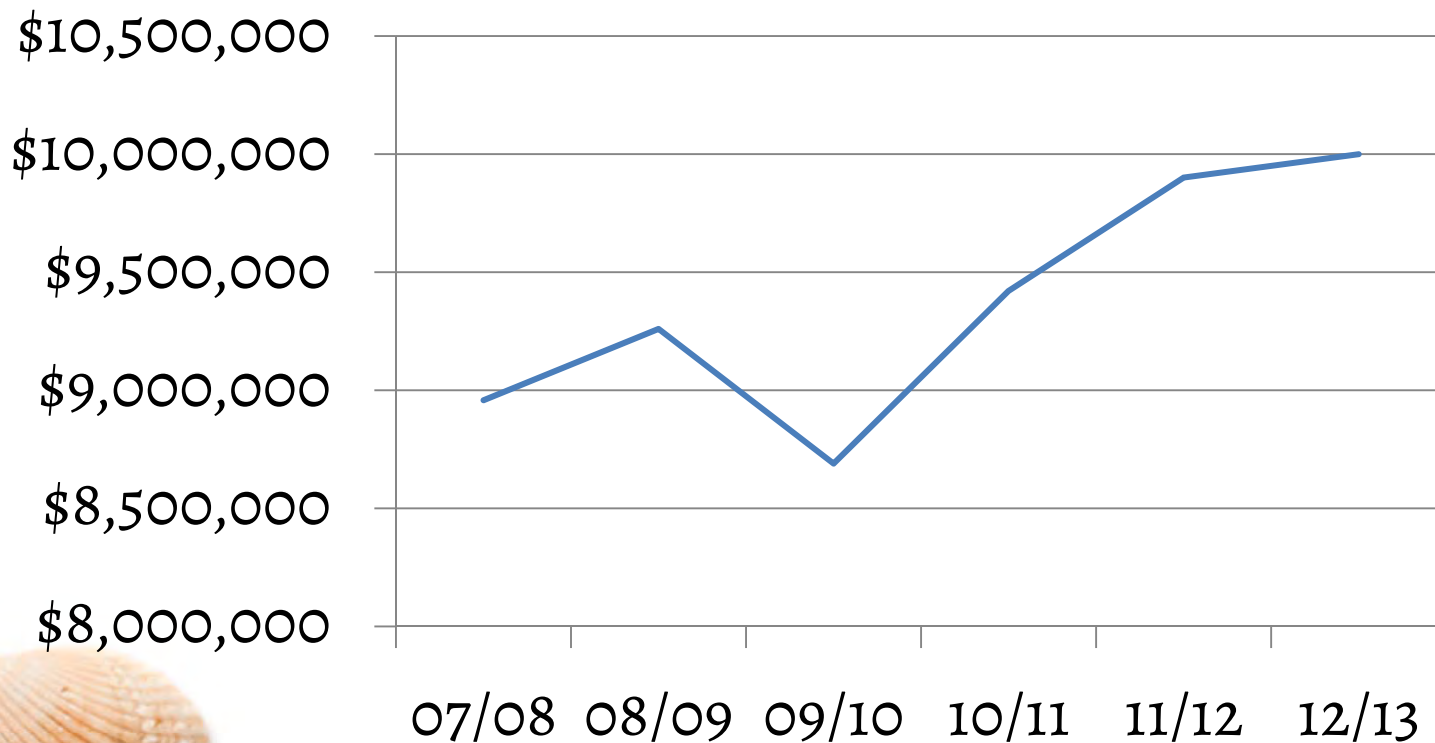
Year	Total	Change
2009-2010	\$5,976,881	-
2010-2011	\$6,897,020	+ 15.4 %
2011-2012	\$7,367,312	+ 6.8 %
2012-2013	\$7,669,056*	+ 4.1 %*

*projected



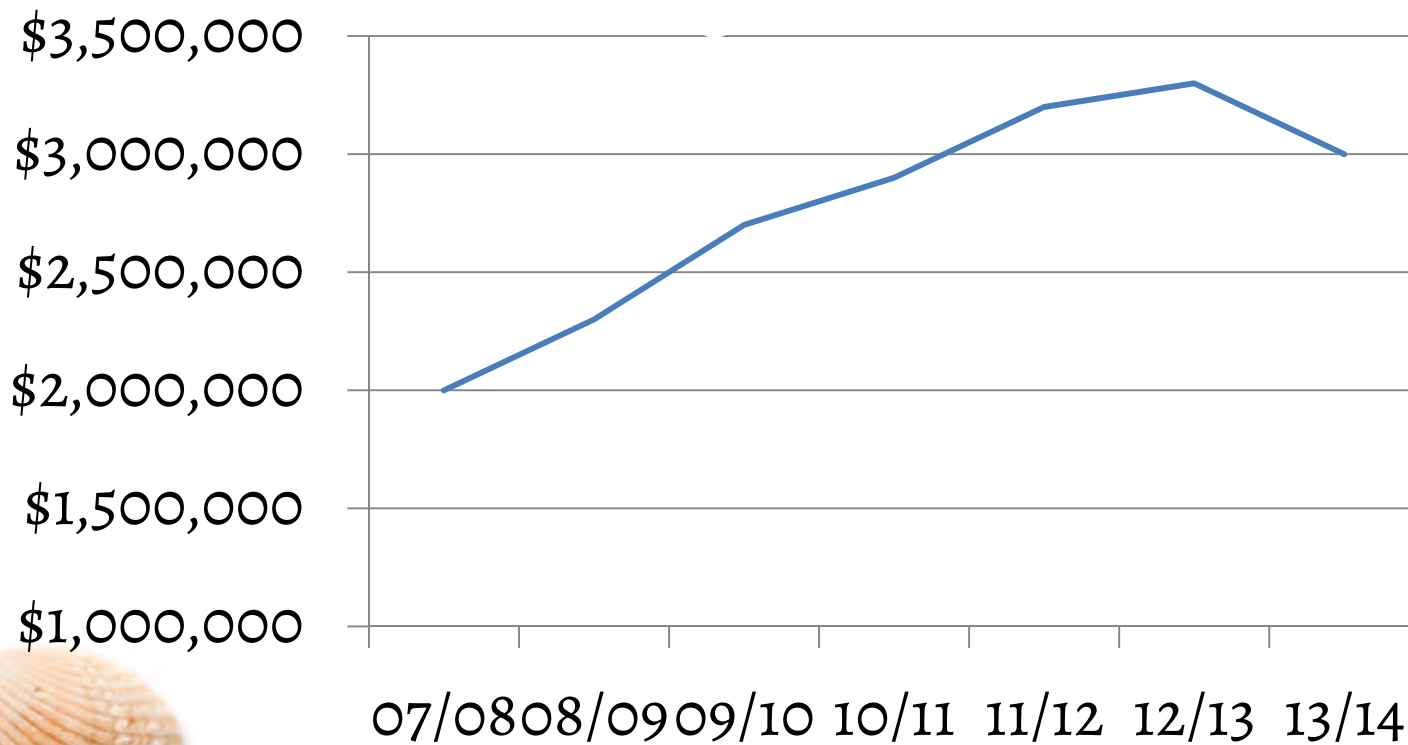
BUDGET

Occupancy Tax Collections



—Tax

Tourism Budget

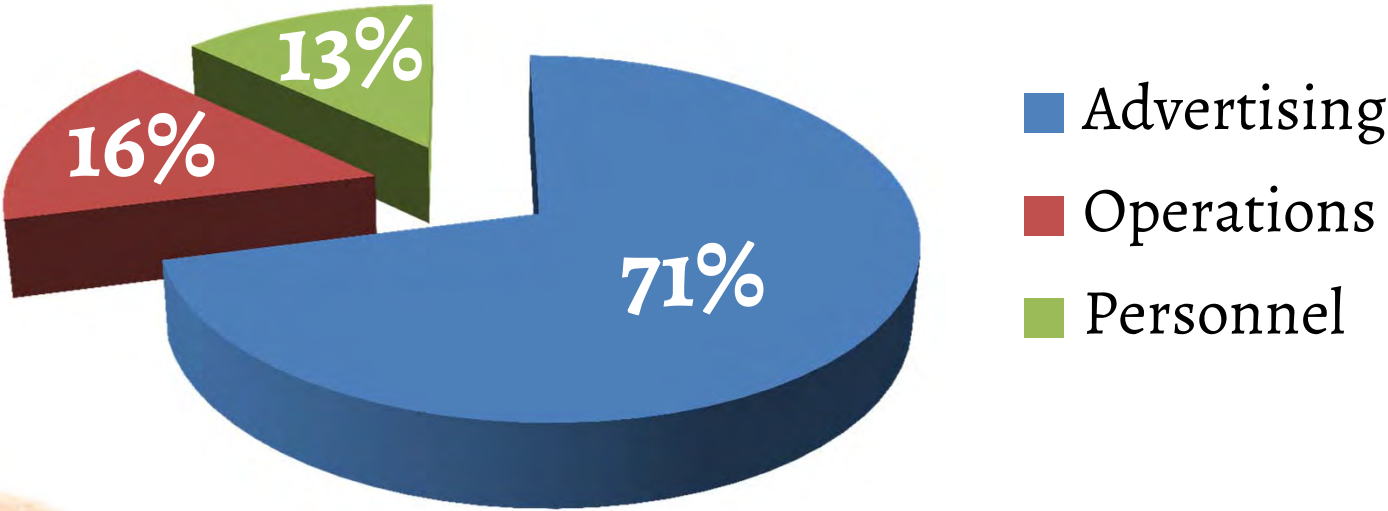


—Budget

Budget Comparison

2011-2012	2012-2013	2013-2012
\$3,249,000	\$3,300,000	\$3,000,000

2013-2014 Proposed Budget



STATE TOURISM OFFICE TOTAL BUDGETS BY FY2011-12 BUDGET

Rank	State	Provisional Final FY2010-11 Budget	Preliminary FY2011-12 Budget	% Change
1	Hawaii	\$82,962,000	\$69,000,000	-16.8%
2	California	\$58,540,562	\$61,000,000	4.2%
3	Illinois	\$34,161,844	\$54,000,000	58.1%
4	Florida	\$29,414,783	\$38,038,360	29.3%
5	Texas (including TXDOT)	\$40,248,955	\$35,733,678	-11.2%
6	Michigan	\$27,440,000	\$27,040,000	-1.5%
7	Louisiana	\$31,991,680	\$21,066,294	-34.2%
8	Virginia	\$16,720,743	\$17,492,628	4.6%
9	Montana	\$13,567,334	\$17,080,817	25.9%
10	Wisconsin	\$12,965,600	\$17,000,000	31.1%
11	Connecticut	\$1,091,217	\$15,469,164	1317.6%
12	Alaska	\$18,700,000	\$14,700,000	-21.4%
13	Alabama	\$11,322,808	\$14,483,053	27.9%
14	Arkansas	\$13,342,283	\$14,068,658	5.4%
15	South Carolina	\$11,554,000	\$13,052,395	13.0%
16	Wyoming	\$11,397,164	\$12,905,309	13.2%
17	New Mexico	\$14,476,200	\$12,522,939	-13.5%
18	Colorado	\$18,115,043	\$12,500,000	-31.0%
19	Missouri	\$12,344,899	\$12,380,000	0.3%
20	Tennessee	\$12,122,000	\$12,195,300	0.6%
21	Kentucky	\$11,904,400	\$11,959,700	0.5%
22	South Dakota	\$11,508,000	\$11,624,000	1.0%
23	Oregon	\$11,190,053	\$11,090,995	-0.9%
24	Nevada	\$11,188,655	\$10,990,758	-1.8%
25	Utah	\$10,503,600	\$10,553,600	0.5%
26	Oklahoma	\$10,209,157	\$10,283,456	0.7%
27	North Carolina	\$10,460,649	\$10,149,957	-3.0%
28	Maryland	\$9,010,109	\$9,961,136	10.6%



Budget Plans - Overview

- “Tighten the belt”
- Cut print advertising funds
- Increase shoulder season promotions (per BOC)
- Continue cooperative efforts
 - Outer Banks Visitor’s Bureau (golf, press coverage)
 - Currituck Chamber of Commerce (Buy Local)
- More shoulder season events
- Maintain advertising budget as much as possible

Marketing & Advertising



Marketing & Advertising

Points of Emphasis

- **Focus on “inquiries” vs. “leads”**
 - *Inquiries are more qualified leads*
 - *50% of inquiries convert to visitation*
 - *vs. 17% of leads* - better ROI*
- **Demographic target**
 - *Women, 35-64, affluent*
- **Geographic target**
 - *EOM, Mid-Atlantic, NE*
 - *Emphasis on NJ, Boston, DC*
- **SMERF market - groups**
 - *Social, military, educational, religious, fraternal*



* Randall Travel Marketing Report 2012

Surprise! Travelers use the Internet

83% of leisure travelers and

76% of business travelers plan online





Travelers are undecided when they begin the online process

More than ½ of travelers brainstormed or
started thinking about a trip online

65% of leisure and 70% of affluent travelers begin researching online
before they've decided where or how to travel

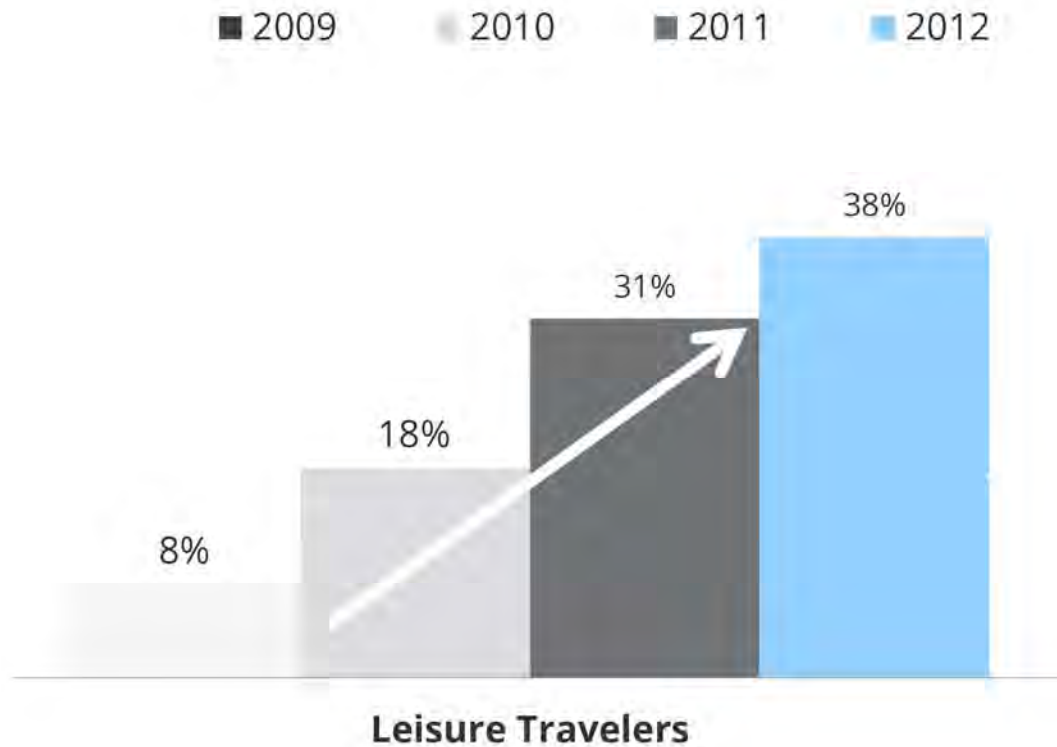
Source: *The Traveler's Road to Decision*, Google and Ipsos MediaCT July 2012

(Q21) Here are some (more) statements that may or may not describe your attitudes and opinions related to travel. Please indicate how much you agree or disagree with each statement.

Google Confidential and Proprietary 3

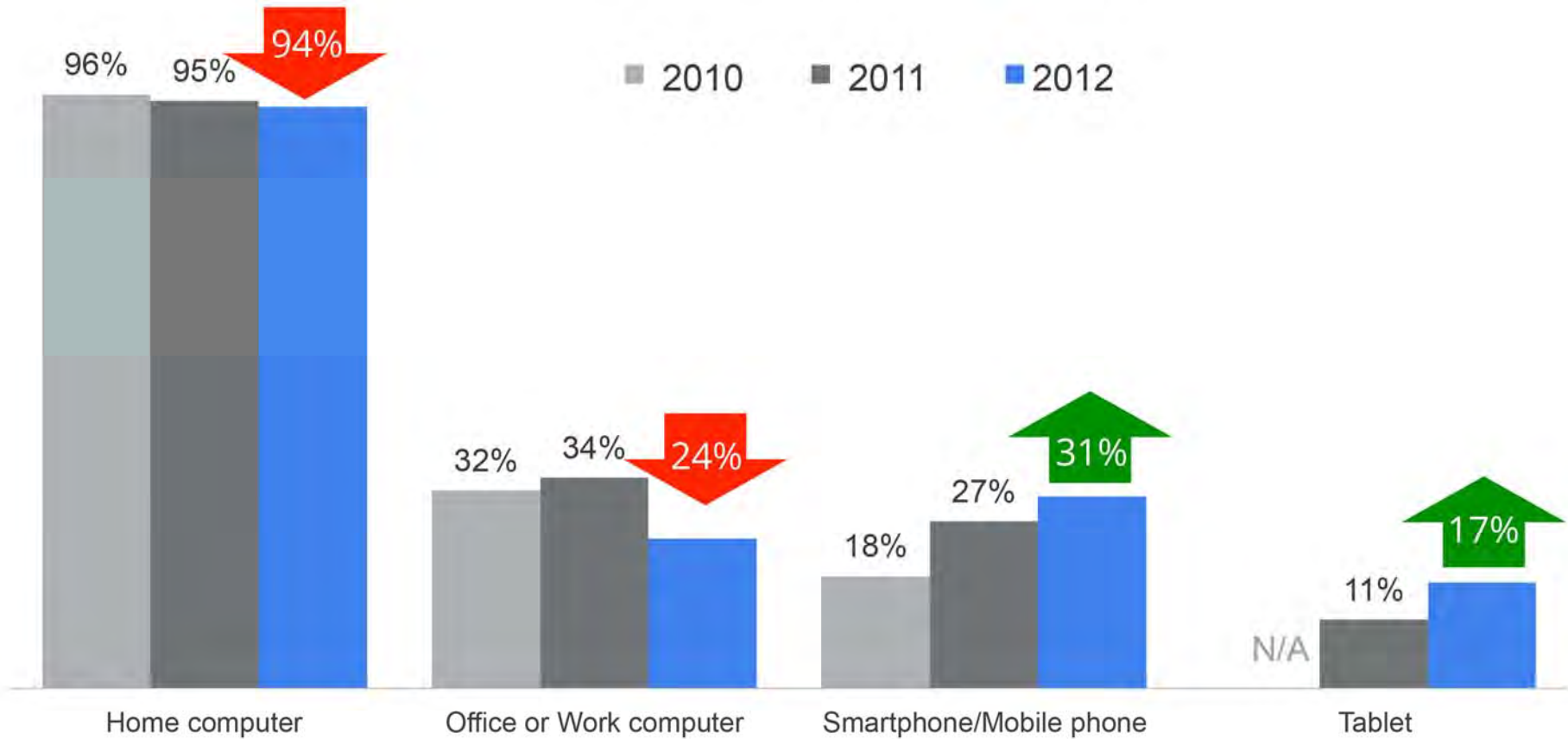
More Travelers Use Mobile for Travel Information

Percentage of Travelers Who Use a Mobile Device to Access Internet for Travel Information



...And Fewer Leisure Travelers Use Computers

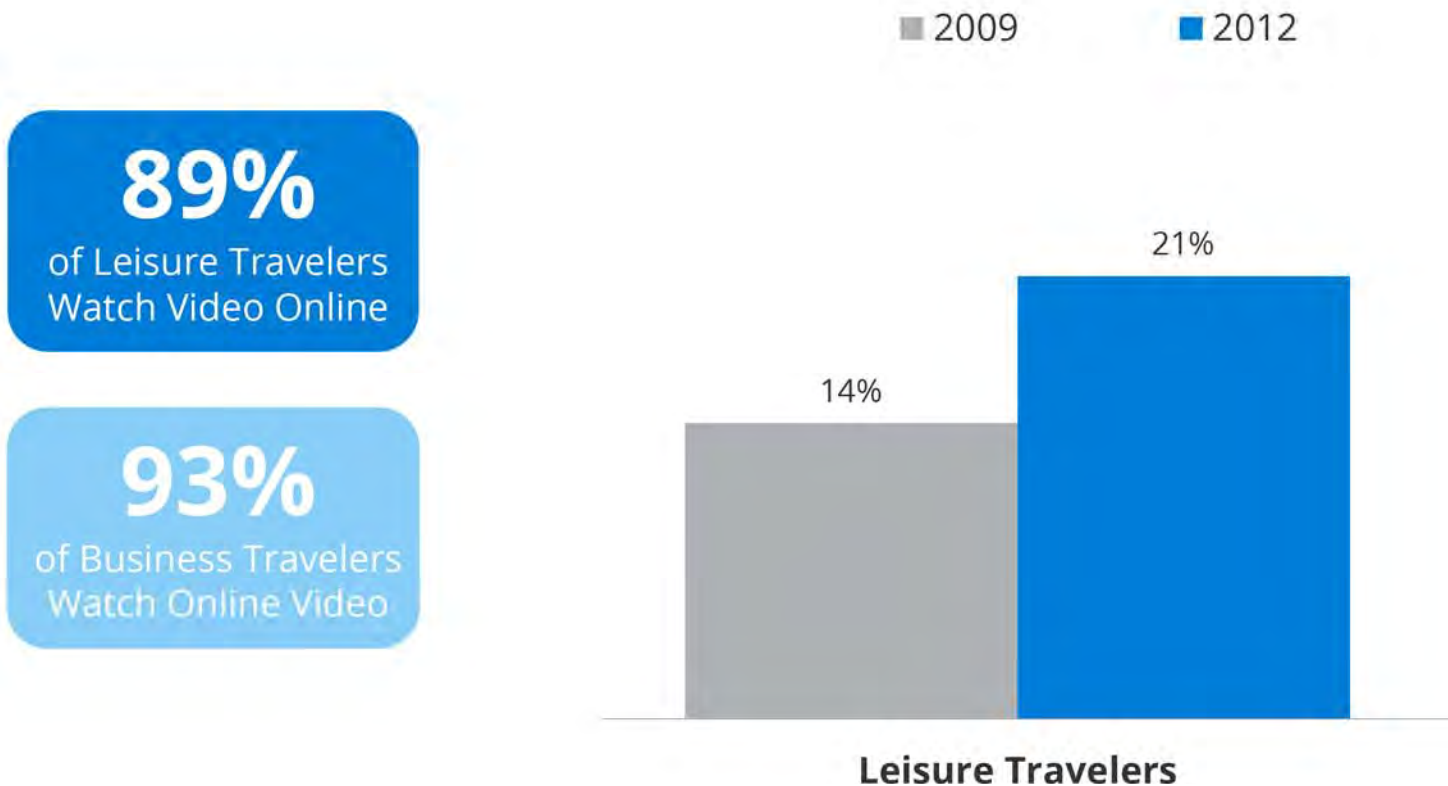
Where Leisure Travelers Access Travel Information



Source: *The Traveler's Road to Decision*, Google and Ipsos MediaCT. July 2012.
 (Q9) From which of the following do you access the Internet for travel-related information when planning your Leisure/business trips? Q9 Base: Use Internet To Plan Trip 2010 (n=827) 2011 (n=1442) 2012 (n=1485).

Online Video as a Resource for Planning Travel Has Grown Over Time

Percentage of Travelers Who Use Online Video for Travel Planning



Online Video Sites Prompt Travelers to Book

Of Travelers Who Watched Online Video While Planning Travel, the Percentage Who Say They Were Prompted to Book as a Result

45%

Leisure Travelers

72%

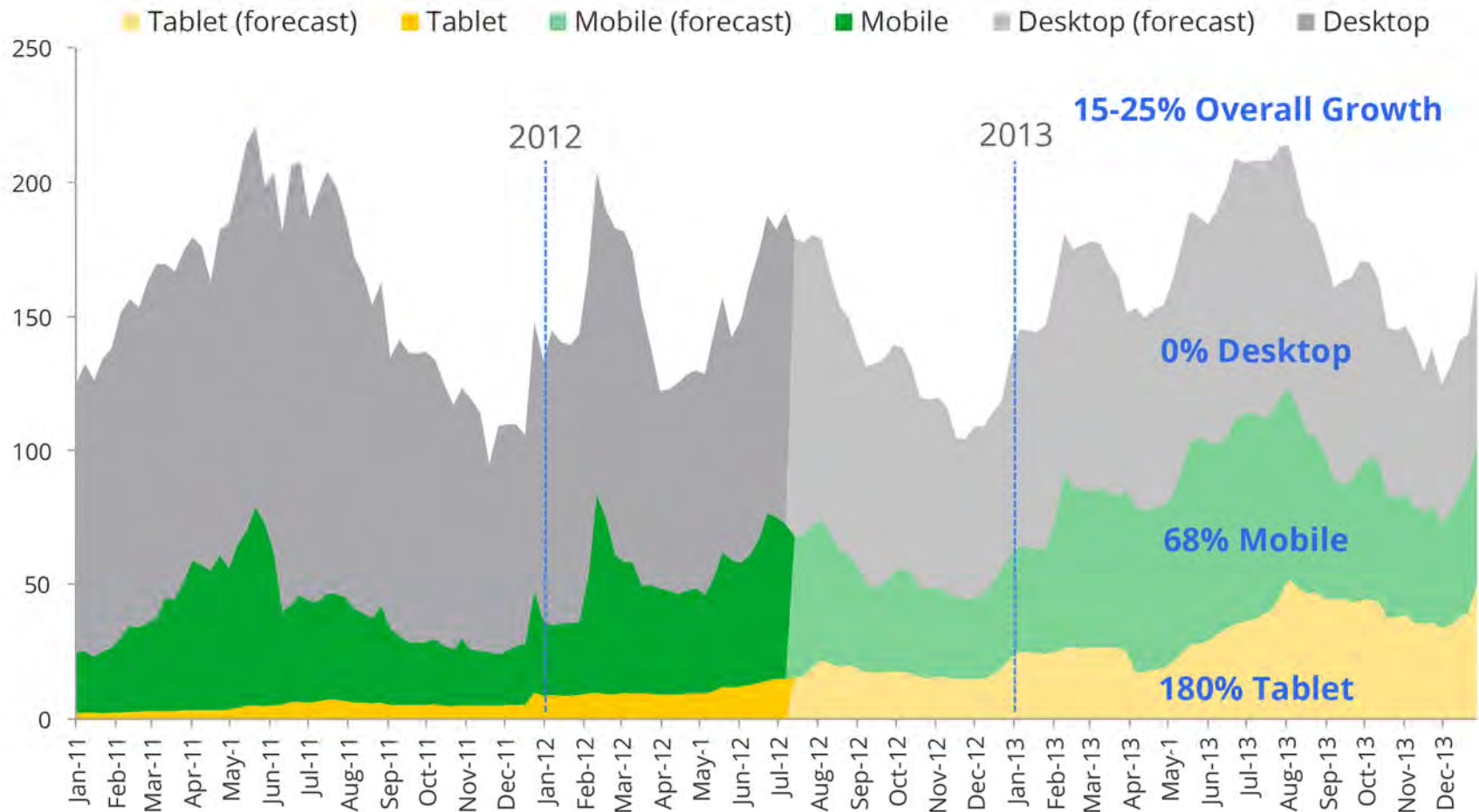
Business Travelers

74%

Affluent Travelers

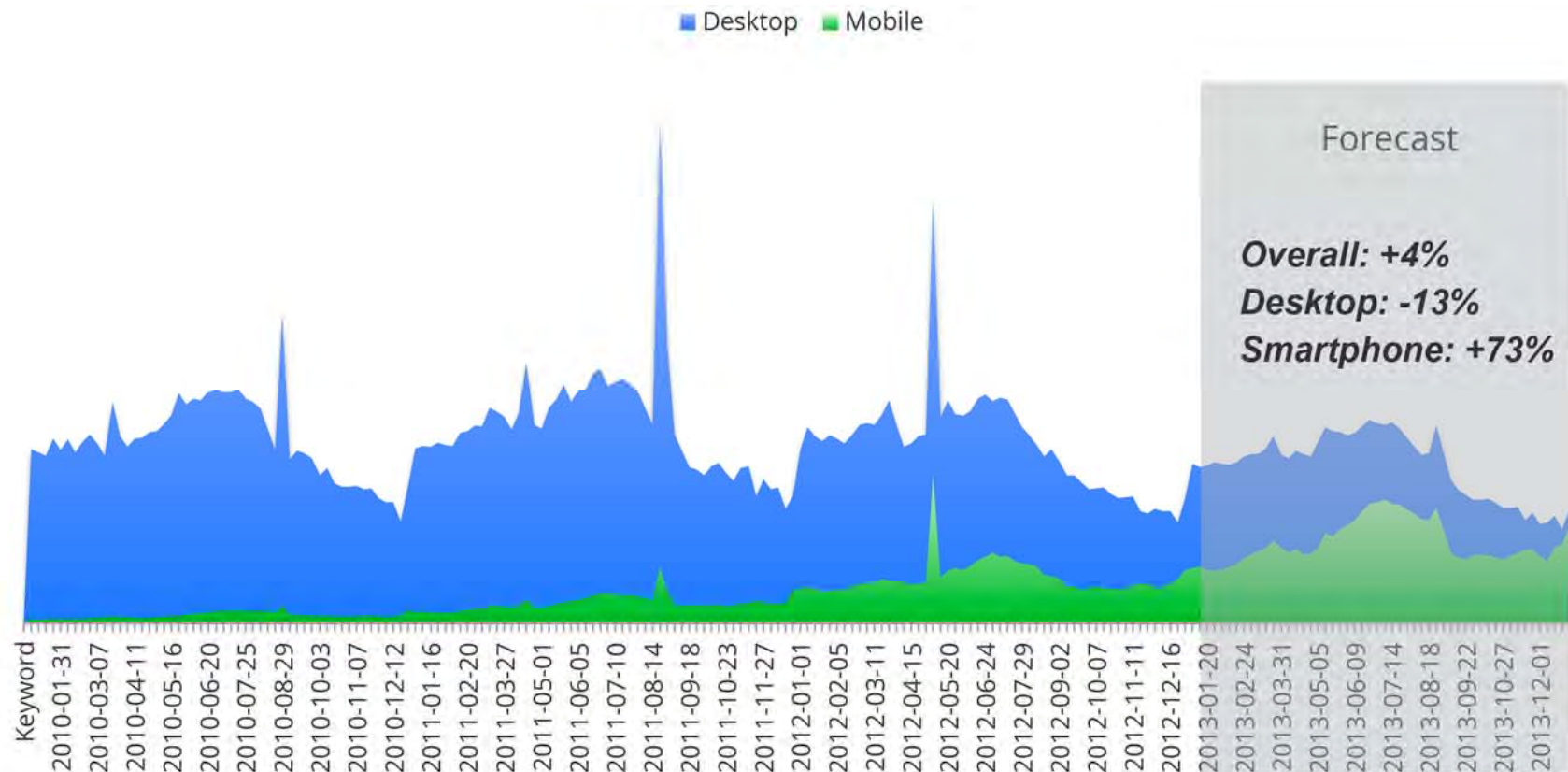
Query Growth Driven by Mobile and Tablet

Indexed Travel Query Volume on Google by Week



Currituck/OBX Query Growth is driven by mobile

Currituck/OBX Query Volume on Google by Week



Noteworthy

- **Website visits up 17.4%**
 - *278,425 to 326,849 from 2011 to 2012*
- **Unique visits up 11.4%**
 - *244,975 to 272,768 from 2011 to 2012*
- **“Likes” on Facebook up 19.6%**
 - *32,780 to 39,191 since January 1, 2013*
- **Over 20,000 downstream clicks to partners**
 - *in the past 12 months*
- **80,000+ opt-in e-mail subscribers!**

Marketing & Advertising *Online*

Google™

You Tube

bing™

admob™
by Google™



facebook®



Marketing & Advertising

Online

- **Continue with “traditional” online ads**
 - *Weather.com, VisitNC.com co-ops*
- **Pandora – Internet radio ads**
- **Stick with regional feeder market website advertising**
 - *WAVY, WJLA, WTOP, Comcast Affiliates (PA, NY, MD, DC, NoVA)*



CALL US FOR A VISITOR'S GUIDE
877-287-7488

[Click Here to Order Online](#)

[Home](#) [About Us](#) [Plan a Visit](#) [Weddings](#) [Kid Zone](#) [Vacation Packages](#) [Last Minute Deals](#) [MORE Card](#)

*Where the road ends,
your love story begins.*



Out here, roaming charges don't apply.



GET A VISITORS GUIDE ▶

CURRITUCK
OUTER BANKS, NC

VisitCurrituck.com

Put your princess in a *real* sand castle.



PLAN YOUR VACATION ▶

CURRITUCK
OUTER BANKS, NC

VisitCurrituck.com

Visit the Currituck Outer Banks and reconnect with the ones you love.



PLAN YOUR VACATION ▶

CURRITUCK
OUTER BANKS, NC

VisitCurrituck.com

This is *our* idea of a text message.



GONE FISHING :)

FIND A BEACH RENTAL ▶

CURRITUCK
OUTER BANKS, NC

VisitCurrituck.com



CURRITUCK
OUTER BANKS, NC

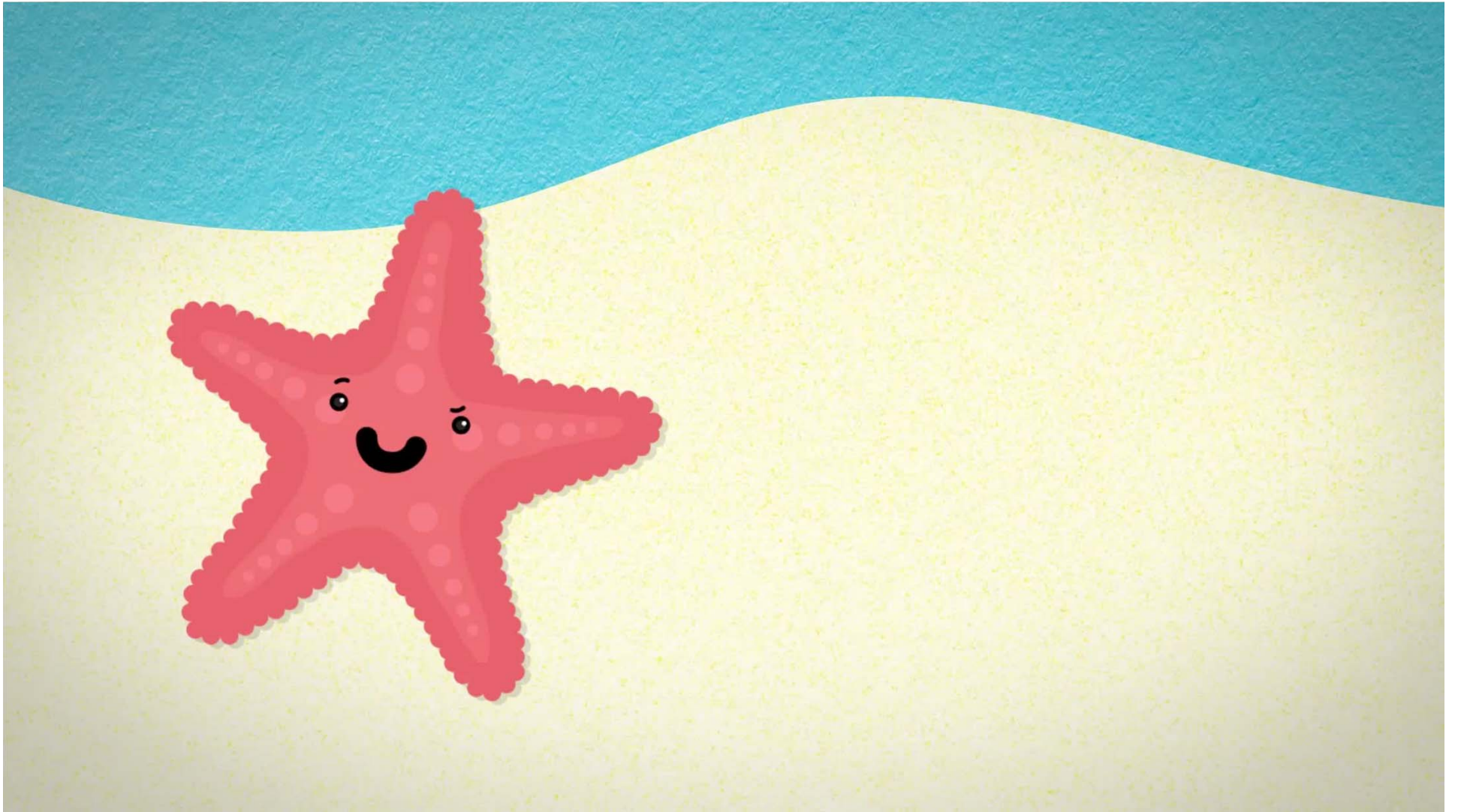


CURRITUCK
OUTER BANKS, NC

Family Vacation
2013



CURRITUCK
OUTER BANKS, NC



**Currituck?
Yep, there's
an app for
that!**



- **App launches May 15**
- Help visitors find shopping, dining, attractions, accommodations, etc.
- Quickly access visitor info, weather, tides, events & deals
- Promote sharing on social media
- **“What’s Around Me?”** – *Geolocation*
- **Where can I spend money?**

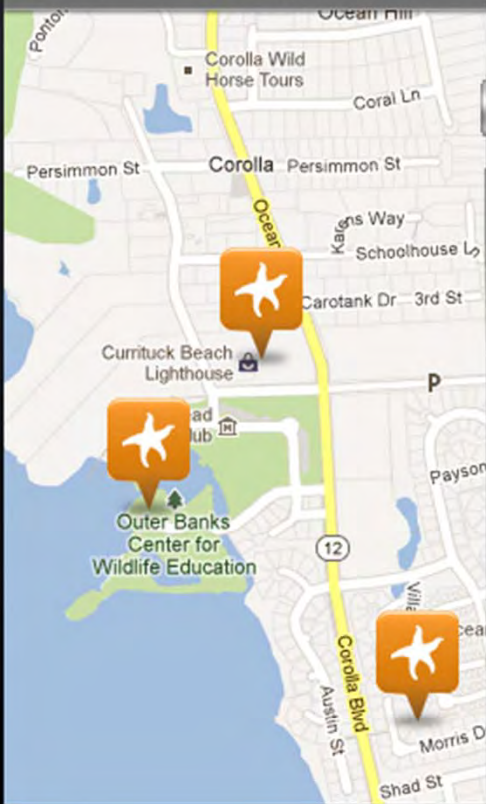




Carrier 9:30 AM

BACK

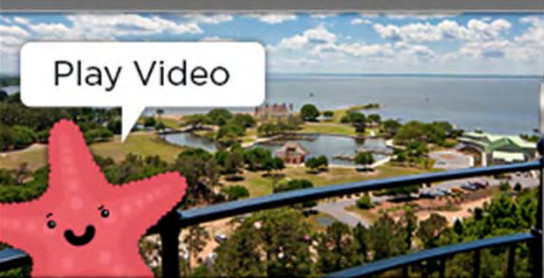
Starsky's Tips



Carrier 9:30 AM

BACK

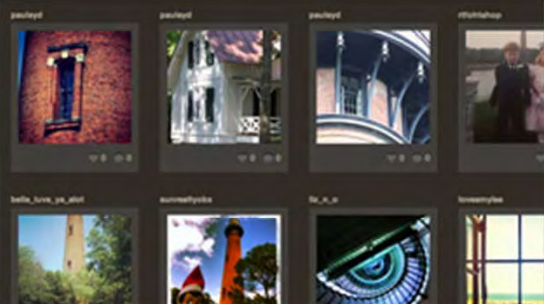
Starsky's Tips



The Currituck Lighthouse

Chat with Starsky on Twitter!
@StarskyStarfish #CurrituckLighthouse

Share your vacation photos on Instagram!
@CurrituckOBX #CurrituckLighthouse



Carrier 9:30 AM

BACK

Where to Shop



Marketing & Advertising

Print



Show your kids a *real* social network.

Reconnect with the ones you love on the northern Outer Banks of North Carolina. Secluded four-wheel-drive beaches, wild Spanish mustangs, mild coastal temperatures and low off-season rates are just a few of the reasons why *now* is a great time to visit!




CURRITUCK
OUTER BANKS, NC

Call 877-287-7488 for a free visitor's guide! ✦ www.visitcurrituck.com



Where the road ends,
your vacation begins.

At literally “the end of the road,” a unique vacation experience awaits. Just north of Corolla where the paved road ends, lies twelve miles of Outer Banks shoreline so remote that it is only accessible by four-wheel-drive vehicles. Nothing but unspoiled beaches, cool Atlantic Ocean breezes, a few vacation rental homes, and wild Spanish mustangs.



Call 877-287-7488 for a free visitor's guide! ✦ www.visitcurrituck.com



Marketing & Advertising

Television



WJLA-TV
WASHINGTON, DC



Coming in 2013/2014

- **Website Overhaul**
 - *Geared towards touch/mobile devices*
 - *“Accommodations Finder” tool*
 - *Improved navigation – more user-friendly*
 - *Improved partner pages – more content/features*
- **Currituck Co-ops**
 - *More digital options*
 - *E-newsletter option (90k+ subscribers)*

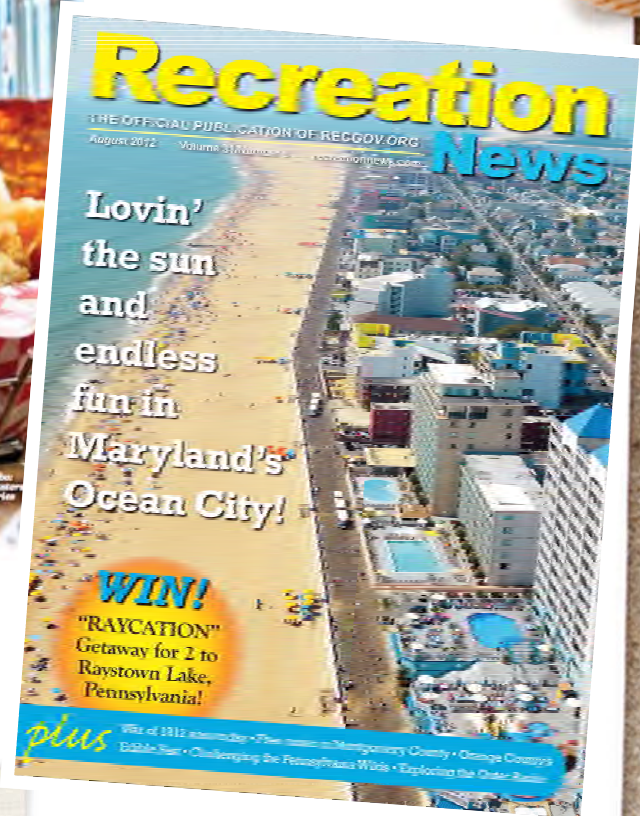
Public Relations



Media Highlights

- Our State
- Boomer Magazine
- Virginia Golf
- Yahoo! News
- News & Observer
- Recreation News-Military publication
- Michigan Golfer Magazine
- Budget Travel





Media Highlights

"Best Family Beaches on the East Coast"

Fodor's Travel Intelligence

"Best Family Beach Vacations in the USA"

US News & World Reports

"Best Beaches in the USA"

US News & World Reports

"Most Relaxing Beaches in the World"

US News & World Reports

"Best Affordable Honeymoon Destinations in the US"

US News & World Reports





Elizabeth Hudson,
Editor
and Arlene
Gutterman for
"Our State
Magazine"



Media Missions

New York & Atlanta




CURRITUCK
OUTER BANKS, NC

Travel Shows

- **Forever Bridal Expo** - *Raleigh, NC*
- **Uniquely Yours Bridal Showcase** - *Norfolk, VA*
- **AAA Great Vacations Expo** - *Columbus, OH*
- **Philadelphia Inquirer Travel Show** - *King of Prussia, PA*
- **The Boston Globe Travel Show** - *Boston, MA*
- **Southeast Travel Show** - *Greenville, SC*
- **Travel & Adventure Expo** - *Washington, DC*



Leads from Travel Shows

5,924

Vacation Giveaways



www.VillageRealtyOBX.com



Visitor Relations



Information Centers



Currituck County
Welcome Center



Currituck Outer
Banks Visitor's
Center



Information Centers

Foot Traffic

Center	2011	2012	Change YoY
Moyock	48,394	66,022	+ 27 %
Corolla	36,017	38,855	+ 7 %

Information Centers

MORE Card & Merchandise Sales



Event Promotions



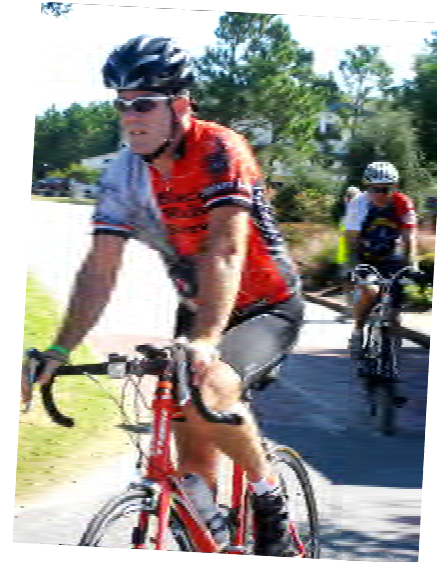
Events for 2012

- Whalehead Events
- Sanctuary Vineyards
- Independence Day Celebration
- Wildlife Festival
- Home, Flower and Garden Show



Events for 2012

- Marathons
- OBX Ultramarathon 50k
- Graveyard 100




Firefox

Graveyard 100


www.graveyard100.com/Graveyard_100.html

Graveyard 100 Results Aftermath

Graveyard 100



2013 Overall Champion Valmir Nunes on Bodie Island, Mile 47
Photo by Frank Lilley



Graveyard 100
Outer Banks, NC

March 8th 2014

Will the graveyard sink you...?





WINE & SWINE

★ OUTER BANKS, NC ★

THURSDAY, SEPTEMBER 5, 2013
at Currituck Heritage Park in
COROLLA, NC

Other Promotions



**BUY
LOCAL
CURRITUCK**



Awards



2012 Awards

Destination Marketing Association of North Carolina

- **Best Marketing Initiative**
 - *Press Kit – Gold Award*
- **Best Marketing Communications**
 - *State of Tourism Annual Report – Gold Award*
- **Best Marketing Communications**
 - *E-Business Newsletter – Platinum Award*



2012 Awards

Hampton Roads ADDY Awards – Ciniva

- **Digital Advertising for Currituck Tourism**
 - *Social Media Campaign for Starsky the Starfish*
 - *Branded Video Content for Starsky the Starfish*





I'm a Beach

SUPERSTAR!

I pledge to:

★ Leave my prints but take my trash

★ Remove all beach gear by sunset each day

★ Swim near a lifeguard

★ Keep off the dunes

★ Not swim when red flags are posted

★ Not use fireworks or light bonfires

★ Fill all holes

KEEP COROLLA
clean & pristine

CURRITUCK
OUTER BANKS, NC

For more information, visit

www.BeachSuperstar.com