

2014-2015 Marketing Plan

Prepared by the
Currituck County
Department of Travel & Tourism

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



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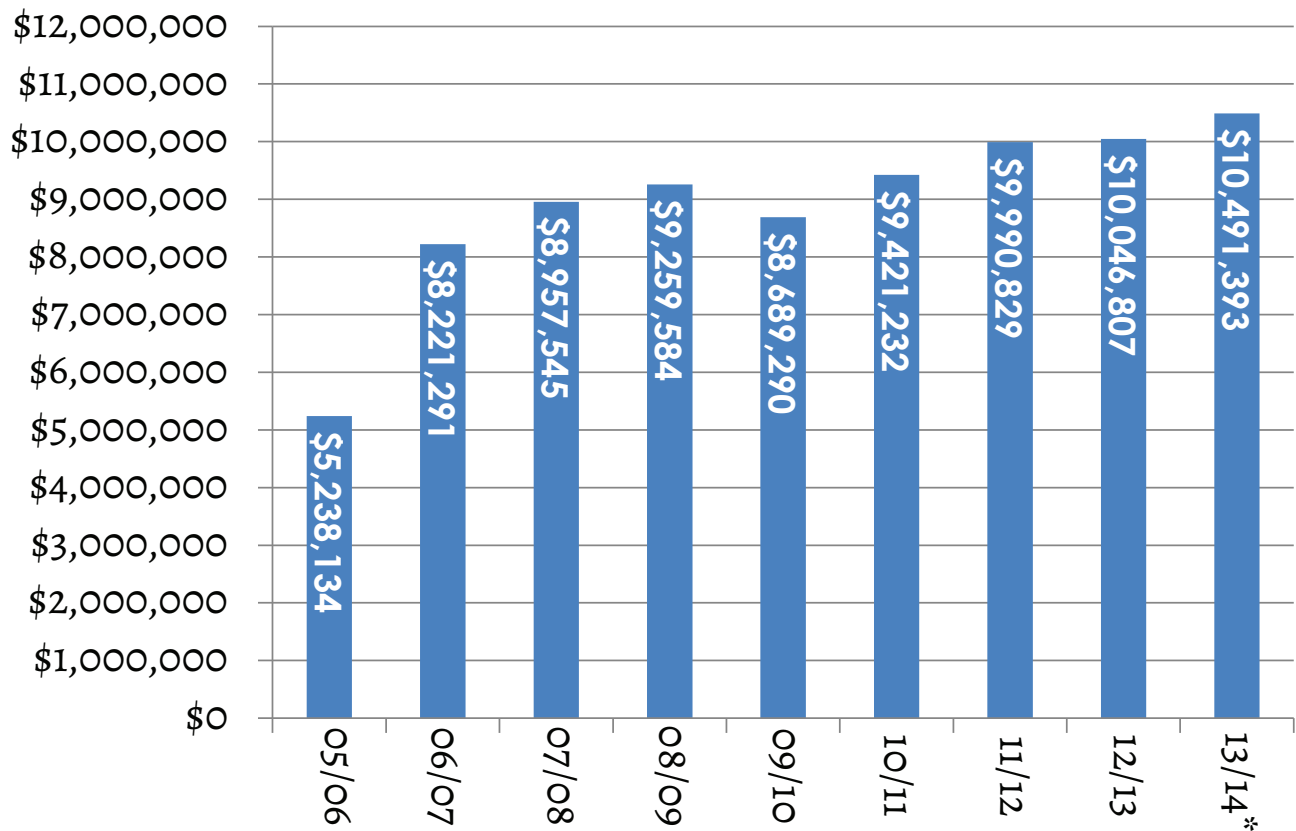
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Research & Analysis

Occupancy Tax Collections (Fiscal Year)

Since the economic downturn in 2009/2010, Currituck County has seen a 16% increase in occupancy tax collections, including a record of over \$10 million in FY13.



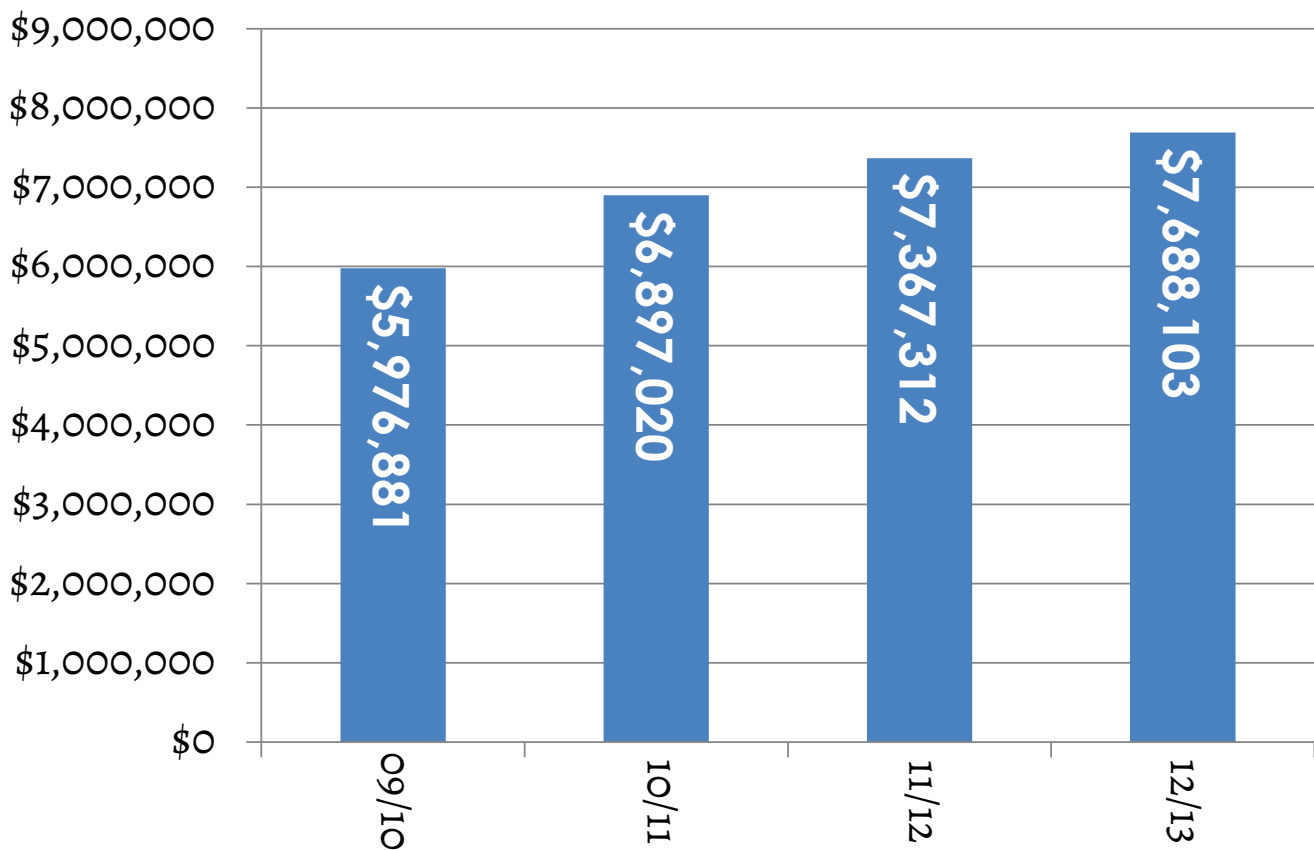
* Projected total



Research & Analysis

Sales Tax Collections (Fiscal Year)

Visitors to and within Currituck County spent over \$131 million in 2012, an increase of 8.1% from 2011. Currituck had the largest percent increase in visitor spending in North Carolina, as well as the largest increase (5.4%) in direct tourism employment during that same period.

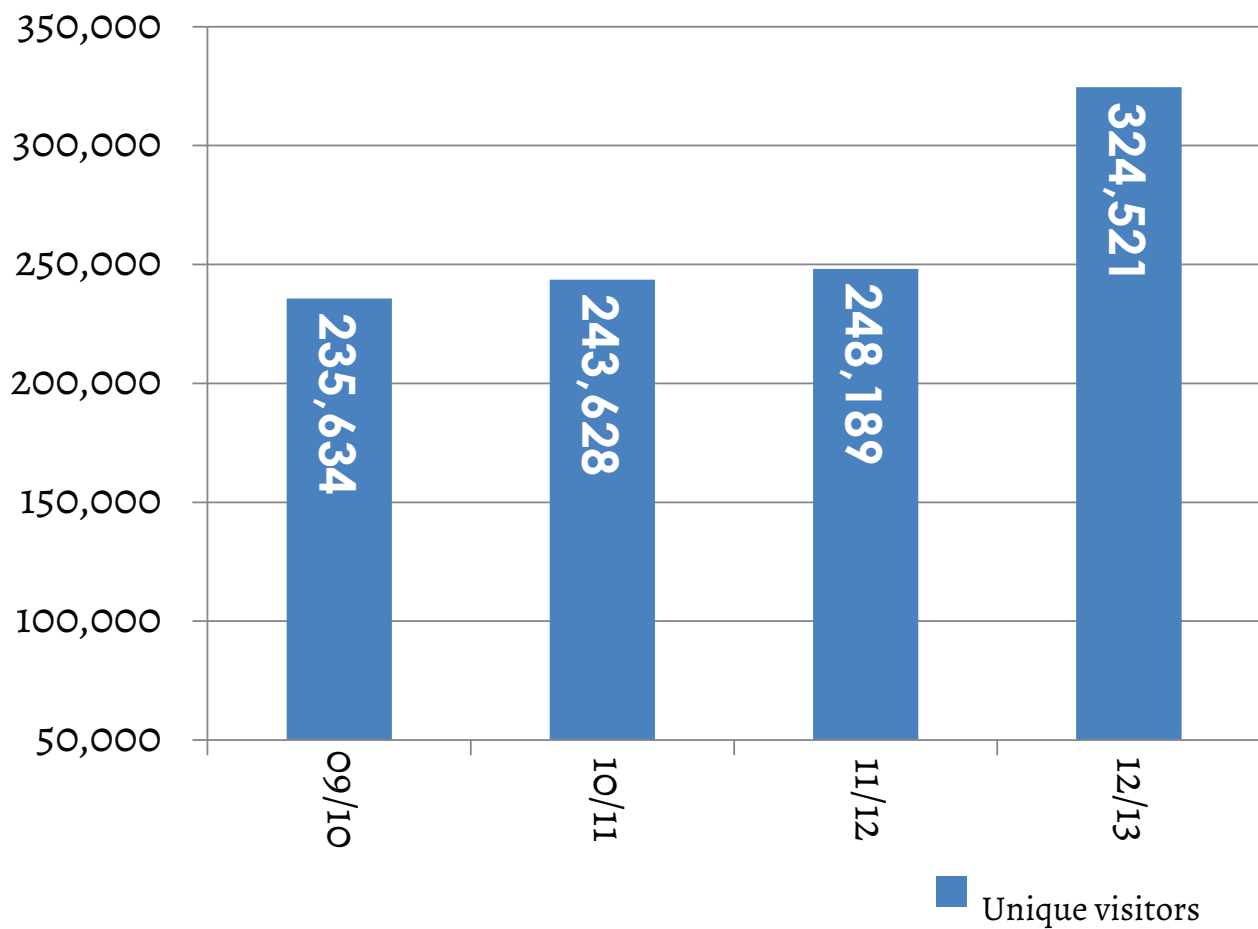


Research & Analysis

Website Statistics

Unique Visitors

New visitors to www.VisitCurrituck.com grew an astounding 31% YoY from FY13, and continues to be a major part of our advertising strategy moving forward.



Research & Analysis

Website Statistics (cont.)

Mobile & Tablet Traffic Growth

- 86% mobile traffic growth since 2009
- 38% of our traffic is on tablets and smartphones

Downstream Clicks To Partners

- 23,412 total clicks sent to Currituck County businesses in FY13

Social Media Growth (2 year period - 2012 to 2014)

- 252% increase in Facebook fans (23,000 to 81,000)*
- 188% increase in social media referrals*
 - Referrals from Facebook up 259%*
 - Referrals from Pinterest up 1,488%*
 - Referrals from YouTube up 675%*
 - Referrals from Twitter up 254%*



Strategic Plan

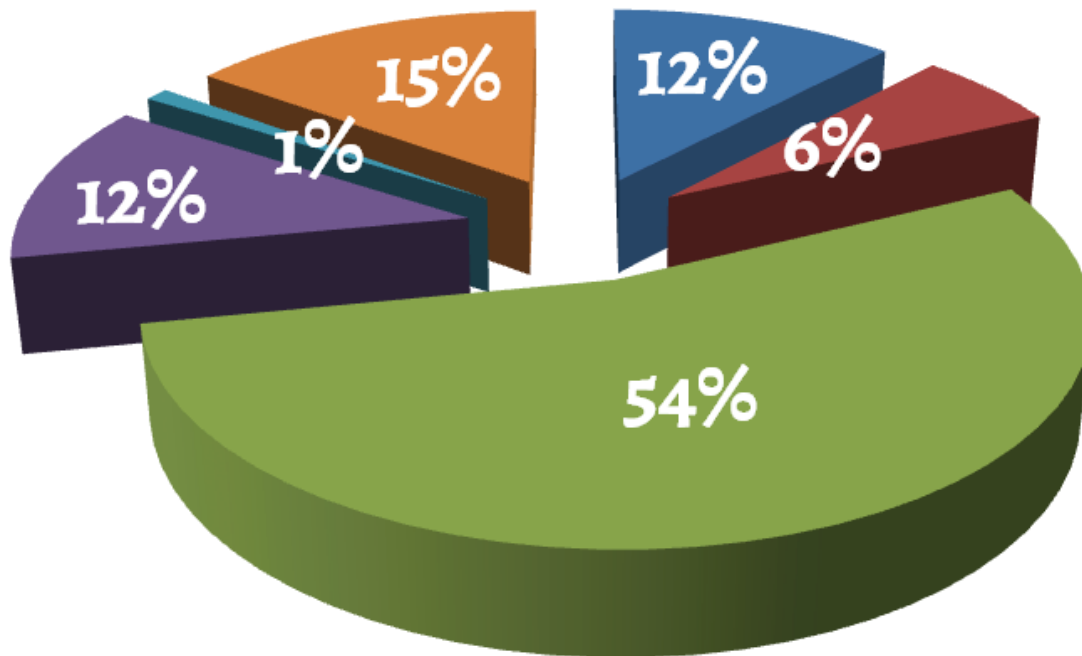
Overview

- Researched based plan (Randall Travel Marketing)
- Continue to target women, 35-64, affluent
- Multi-channel digital and print campaign
- Responsive website to cater to growing mobile audience
- Focus on creating quality content, primarily video & photography
- Continue to develop a strong social media presence
- Improve VisitCurrituck.com's search engine rankings with SEO
- Drive traffic to VisitCurrituck.com utilizing search, display, and social ads
- Promote business locally via publications and programs including:
 - VisitCurrituck.com website
 - Currituck Outer Banks Visitor's Guide
 - Currituck County Shopping & Dining Guide
 - Currituck Outer Banks Wedding Planner
 - Currituck Outer Banks Newspaper
 - MORE Card discount card program
 - Brochure co-op program
 - Visitor and Welcome Centers
 - Brochure distribution racks
 - Television advertising spots
 - VisitNC.com website
 - Buy Local Currituck campaign
- Offer co-ops to subsidize the cost of advertising for local businesses
- Continue to drive shoulder season travel via targeted promotions



Strategic Plan

2014-2015 Advertising Budget



■ Print ■ Printed Materials ■ Digital ■ Television ■ Travel Shows ■ Other



Strategic Plan

Advertising

Digital

Online advertising efforts will be geared towards generating awareness of our destination by reaching our target markets, primarily the Mid-Atlantic and Northeastern United States, via a research-based multi-channel digital ad plan.

Efforts will be geared towards driving visitation to the newly redesigned responsive VisitCurrituck.com website, which has been designed to more effectively influence potential visitors by providing a robust user experience on all devices and platforms, including desktop, mobile and smartphone.



A large portion of our digital advertising budget will be invested in pay-per-click, display ads, text ads, and remarketing campaigns through the Google Search and Display Network, and to a lesser degree on Bing and Yahoo! networks.

Social media advertising via Facebook, Pinterest, and Twitter will also be utilized.

Video ads will continue to be used as part of the digital campaign. Proven success with YouTube sponsored videos, overlay ads and companion ads shows the trend in how consumers are spending their time online.

Mobile ads will also be used to drive people to the VisitCurrituck.com responsive website. Mobile ads through the Google Mobile Ad Network, AdMob and components with other internet sites will be part of the mobile advertising strategy.



Strategic Plan

Advertising (cont.)

Print

Currituck Tourism’s branded print ads will continue to run in media that is relevant to our target demographic audience, geared to engage the female (decision-making) audience. Ads will feature consistent branding elements, emphasizing our unique selling proposition and brand narrative. The Department will also run print ads in some niche publications that focus on golf, weddings, nature and heritage travel.

Television/Video

Video content will be a priority moving forward, mainly in response to the growth of mobile device usage, increased demand by travel consumers for online video, and the growth of our target demographic on social media outlets.

- 83% of leisure travelers research trips online
- 89% of leisure travelers watched an online video
- 74% of affluent travelers say video influenced them
- 52% of travelers use social media for inspiration
- 62% of travelers are inspired “family”
- 60% of baby boomers now use social media

Videos will be utilized for advertising and posting on social channels such as YouTube and Facebook, and will also play a key role in our newly designed responsive website.

Television commercials produced by the Tourism Department air in target market states such as Virginia, Ohio, Pennsylvania, North Carolina and New York. These commercials entice potential visitors to choose Currituck for their next vacation.



Strategic Plan

Advertising (cont.)

Publications

The following printed publications will be published or re-issued during the 2014-2015 fiscal year:

- Visitor's Guide
- Shopping & Dining Guide
- Wedding Planning Guide
- MORE Card
- Beach Driving (brochure)
- Beach Superstar materials (brochures, postcards)
- Golf (brochure)
- Vineyards (brochure)
- Reunions (brochure)
- Farm Markets (brochure)
- Knotts Island (brochure)

Cooperative Advertising

Partner advertising opportunities for Currituck County's tourism-based businesses will include a mix of targeted digital and print media offerings, including Hearst Audience Network (digital), Coastal Living (digital and print), Outer Banks Visitor's Guide (print), Our State Magazine (print), and Good Housekeeping Magazine (print).



Tourism Boards

Tourism Development Authority

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

Tourism Advisory Board

- Vacant, Chairman
- Ted Jagucki, Vice-Chairman - Giant Slice Pizza
- Leslie Daughtry – Resort Realty
- Janice Farr – Sun Realty
- Jay Bender- Corolla Outback Adventures
- 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 – Marketing Program Manager
- Daniel Cloudsley - Marketing Specialist
- Michele Ellis - Public Relations
- Greg Schwarga - Promotions & Events
- Kaye Beasley – Sales & Marketing Associate
- Nancy Garris - Supervisor of Corolla Visitor Center
- Judy Vassar - Manager of Visitor Centers



Appendix

Digital Calendar

Ad Space	Geo Target	Impressions	July '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	June '15
Hearst Audience Network	EOM	6,000,000		■	■						■	■	■	
Compass Digital Ad Network	EOM	4,000,000		■	■					■	■	■	■	
VisitNC.com	National	360,000	■	■	■	■	■	■	■	■	■	■	■	■
Coastal Living	EOM	4,000,000		■	■					■	■	■	■	
Cottage Counry	Canada	2,500,000	■	■	■	■	■	■	■	■	■	■	■	■
AAA World	VA, DC, MD	750,000												
CorollaGuide.com	National		■	■	■	■	■	■	■	■	■	■	■	■
OBX.com	National		■	■	■	■	■	■	■	■	■	■	■	■
Google Search & Display - Desktop	EOM	26,000,000	■	■	■	■	■	■	■	■	■	■	■	■
Google Search & Display - Mobile	EOM	27,000,000	■	■	■	■	■	■	■	■	■	■	■	■
Bing/Yahoo PPC	EOM	353,000					■	■	■	■	■	■	■	
Admob App Network	EOM													
Facebook	EOM	164,000,000												
YouTube - Mobile and Desktop	EOM	11,000,000												
Pinterest	National													
		241,963,000												



Appendix

Print Calendar

Publication	Geo Target	July '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	June '15
Coastal Living	EOM										█	█	
Garden & Gun	National										█	█	
Hearst Travel	EOM				█	█					█	█	
Oprah	EOM				█	█						█	█
Outside Magazine	EOM			█	█							█	█
Southern Living	EOM			█	█							█	█
AAA World	VA, DC, MD			█	█						█	█	
House Beautiful	DC Metro, Boston									█	█		
Elle Décor	DC Metro, Boston									█	█		
ETTS	Southeast US	█	█	█	█	█	█	█	█	█	█	█	█
LifeWay Travel	National			█	█						█	█	
Coastal Living	EOM			█	█				█	█			
Family Travel	Mid-Atlantic	█	█	█	█	█	█	█	█	█	█	█	█
Audubon	National			█	█								
Guest Quest	Outer Banks	█			█			█				█	
Golf Magazine	Southeast US			█	█								
USA Today	National	█			█								
NC Golf Guide	Southeast US	█	█	█	█	█	█	█	█	█	█	█	█
North Beach Sun	Outer Banks									█	█		█
Our State Magazine	NC		█	█						█	█	█	
Outer Banks Sentinel	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
Outer Banks Magazine	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
The Coast	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
Recreation News	Mid-Atlantic		█								█	█	
Resort Maps	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
Boomer Magazine	Richmond			█	█					█	█		
Sunny Day Guide	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
Country Living	NY, NJ, PA, MA, DC				█	█							
Good Housekeeping	NY, NJ, PA, MA, DC									█	█		
Woman's Day	NY, NJ, PA, MA, DC										█	█	
Duck Corolla Guide	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
Outer Banks VG	Outer Banks	█	█	█	█	█	█	█	█	█	█	█	█
VOW Bride	Hampton Roads	█						█					
The Knot	NC			█	█					█	█		
Better Homes & Gardens	NC, SC, OH, MD, PA								█	█			
Redbook	NC, SC, OH, MD, PA										█	█	
Ladies Home Journal	NC, SC, OH, MD, PA								█	█			
More Magazine	NC, SC, OH, MD, PA											█	█



Appendix

Spend Detail

Publication(s)	Media	Distribution	Issue	Cost
AAA World	Print	VA, DC, MD	Sept/Oct 2014	\$ (4,400.00)
AAA World	Print	VA, DC, MD	Mar/Apr 2015	\$ (4,400.00)
Audubon Magazine	Print	National	Sept-Oct 2014	\$ (4,000.00)
Better Homes & Gardens	Print	NC, SC, KY, OH, MD, WV, PA	Feb. 2015	\$ (2,931.50)
Boomer Magazine	Print	Richmond, VA	Apr/May 2015	\$ (1,560.00)
Boomer Magazine - OBX Issue	Print	Richmond, VA	Feb/Mar 2015	\$ (3,215.00)
Coast, The	Print	Local	7/1/2014-6/30/2015	\$ (6,428.00)
Coastal Living	Digital	Newsletter	TBD	\$ (3,000.00)
Coastal Living	Digital	ROS; Geotargeted EOM	Aug, Sept. 2014; Feb, March, April, May 2015	\$ (37,000.00)
Coastal Living	Print	EOM	Feb. 2015	\$ (23,304.00)
Coastal Living	Print	EOM	Sept 2014	\$ (15,193.00)
Compass Media	Digital	VisitSouth.com	7/1/2013-6/30/2014	\$ (9,400.00)
Compass Media	Digital	EOM; 4,000 websites;	7/1/2013-6/30/2014	\$ (14,000.00)
Cottage Country	Digital	Canada	7/1/2013-6/30/2014	\$ (7,000.00)
Country Living	Print	NY, NJ, PA, MA, DC	Oct 2014	\$ (8,533.00)
Duck Corolla Guide	Print	Local	Annual Issue, 2014	\$ (2,033.00)
Elle Décor	Print	DC Metro, Boston	March 2015	\$ (3,991.00)
Escape to the Southeast	Print	Southeast	Annual Issue, 2013	\$ (3,658.00)
Golf Magazine	Print	Southeast	Sept 2014	\$ (9,700.00)
Good Housekeeping	Print	NY, NJ, PA, MA, DC	March 2015	\$ (14,840.00)
Guest Quest	Print	Local	Spring, Sum, Winter 2014	\$ (4,650.00)



Appendix

Spend Detail (cont.)

Publication(s)	Media	Distribution	Issue	Cost
Hearst Audience Network	Digital	EOM	Aug, Sept. 2014; March, April, May 2015	\$ (25,000.00)
House Beautiful	Print	DC Metro, Boston	March 2015	\$ (4,416.00)
Knot, The	Print	NC	Spring 2014	\$ (5,085.00)
Knot, The	Print	NC	Fall 2014	\$ (5,085.00)
Ladies Home Journal	Print	NC, SC, KY, OH, MD, WV, PA	Feb. 2015	\$ (2,931.50)
LifeWay Family Magazines	Print	National	Oct 2014	\$ (5,330.93)
LifeWay Family Magazines	Print	National	Apr 2015	\$ (5,330.92)
More Magazine	Print	NC, SC, KY, OH, MD, WV, PA	April 2015	\$ (2,931.50)
NC Golf Guide	Print	NC	Annual, 2015	\$ (3,100.00)
NC State Division of Tourism	Digital	National	7/1/2013 - 6/30/2014	\$ (7,000.00)
NC State Division of Tourism	Print	National	7/1/2013 - 6/30/2014	\$ (46,450.00)
NC Travel Guide	Print	NC	Annual 2014	\$ (16,500.00)
North Beach Sun	Print	Local	Spring 2014	\$ (771.00)
North Beach Sun	Print	Local	Summer 2014	\$ (771.00)
OBX.com	Digital	Local	7/1/2013 - 6/30/2014	\$ (1,996.00)
Our State	Print	NC	Sept 2014	\$ (4,495.00)
Our State	Print	NC	Aug 2014	\$ (4,495.00)
Our State	Print	NC	March 2015	\$ (4,495.00)

* Ad Rate is the approximate price. Plan subject to change.

