

Currituck County Department of Travel & Tourism 2013

Annual Report

Prepared on October 7, 2013



Economic Impact of Tourism in Currituck County for 2012

\$23.61 million in payroll
generated*

*From "[The Economic Impact Of Travel On North Carolina Counties](#)",
prepared for the North Carolina Division of Tourism, Film and Sports
Development by the US Travel Association.



Economic Impact of Tourism in Currituck County for 2012

1,450 tourism jobs*

*From "[The Economic Impact Of Travel On North Carolina Counties](#)",
prepared for the North Carolina Division of Tourism, Film and Sports
Development by the US Travel Association.



Economic Impact of Tourism in Currituck County for 2012

\$131.15 million in direct
visitor spending*

*From "[The Economic Impact Of Travel On North Carolina Counties](#)",
prepared for the North Carolina Division of Tourism, Film and Sports
Development by the US Travel Association.



Economic Impact of Tourism in Currituck County for 2012

8.1% increase in visitor
spending (#1 in NC)*

*From "[The Economic Impact Of Travel On North Carolina Counties](#)",
prepared for the North Carolina Division of Tourism, Film and Sports
Development by the US Travel Association.



Economic Impact of Tourism in Currituck County for 2012

\$1,268 per household tax
savings annually*



Occupancy Tax Collections

Fiscal Year	Tax Collected
2009/2010	\$8,667,380
2010/2011	\$9,421,232
2011/2012	\$9,990,829
2012/2013	\$10,046,807



2012-2013 Budget

\$3.4 million



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 Guthrie** - *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**, *Marketing Program Manager*
- **Michele Ellis**, *Public Relations Coordinator*
- **Dan Cloudsley**, *Marketing Specialist*
- **Kaye Beasley**, *Sales & Marketing Associate*
- **Greg Schwarga**, *Events Coordinator*
- **Judy Vassar**, *Supervisor of Visitor Centers*
- **Nancy Garris**, *Corolla Visitor Center Manager*



Website/Online Successes

- **39% increase** in overall website visitors (280,164 to 388,441)
- **32% increase** in unique website visitors (239,179 to 316,511)
- **156% increase** in tablet/mobile traffic
- **108% increase** in Facebook fans (23,000 to 48,000)
- **188% increase** in website visits via social referral (1,316 to 3,790)
 - **259% increase** in Facebook referrals
 - **1,488% increase** in Pinterest referrals
 - **675% increase** in YouTube referrals
 - **254% increase** in Twitter referrals



Online Marketing Strategy

Social media referrals are beginning to overtake organic search referrals, driven mainly by the growth of the tablet/mobile device usage amongst Currituck's potential visitors. So, not only have we put an emphasis on improving the quality and quantity of our social content, we have also upgraded the usability of our website, especially for table/mobile users to make their experience easier (improved navigation structure, features for 'touch' including new digital visitor guide links on each page), more enjoyable (quality content), and more compelling in order to encourage them to make a decision to visit the Currituck Outer Banks while they're in the consideration phase of travel planning. Our new Corolla OBX iPhone app was launched to encourage increased visitor spending while in Currituck (MORE Card Discount Program) and also make social sharing easy and fun by integrating what we call "Starsky's Tips", which highlights our main attractions (Corolla Wild Horses, Currituck Beach Lighthouse, 4x4 Beaches, etc.) and allows for targeting social sharing by providing the precise hash tags that we want users to share their photos, videos, etc. under.



Media Highlights

- Our State
- Boomer Magazine
- Virginia Golf
- Yahoo! News
- News & Observer
- Recreation News
- 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



New Events

Wine & Swine OBX
September 2013



Two Flags Over Currituck
Civil War Encampment
October 2013



Awards

Destination Marketing Association of NC

- 1st place: Overall web campaign
- 1st place: Social media campaign
 - 2nd place: E-newsletter



Information Centers

Foot Traffic

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



Contest Summary

Quarter	Entries	Receipts
1Q 2012	206	\$35,078
3Q 2012	294	\$39,319
1Q 2013	225	\$28,020
3Q 2013	407	\$61,694

