



CURRITUCK
OUTER BANKS, NC

**SPRING INTO TOURISM
2012**

Agenda

- Introductions
- Budget
- Marketing & Advertising
- Public Relations
- Visitor Relations
- Event Promotions
- Other Promotions
- Hurricane Preparedness

EXCITED!

Tourism Development Authority

- John Rorer, Chairman
- Marion Gilbert, Vice-Chairman
- Vance Aydlett
- Owen Etheridge
- Paul Martin
- Paul O'Neal
- Butch Petrey
- Diane Nordstrom, Ex-officio

Tourism Advisory Board

- Don Cheek, *Chairman*
 - ~ Corolla Light Resort
- Leslie Daughtry
 - ~ Sun Realty
- Jeff Nelson
 - ~ Grimm's Sandwich Shack
- Ted Jagucki
 - ~ Giant Slice Pizza
- Dan Scanlon, County Manager
 - ~ Ex-officio
- Paul Robinson, *Vice-Chairman*
 - ~ Currituck BBQ
- Lori London
 - ~ Gateway Realty
- Petrina Ramey
 - ~ Twiddy & Company
- Paul O'Neal, *Commissioner*
 - ~ TDA Appointee
- Diane Nordstrom, *Director*
 - ~ Ex-officio

Tourism Department Staff

- Diane Nordstrom
~ Director
- Stuart Chamberlain
~ E-Marketing & Web Development
- John Wiltgen
~ 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~ Fiscal Year

Year	Total
2009-2010	\$8,667,380
2010-2011	\$9,421,232
2011-2012 (through Dec. 2011)	\$9,132,457

Fiscal year runs from July1- June30

Occupancy Percentages

Month	2010	2011	% Increase/Decrease
July	\$1,642,383	\$1,786,983	+9%
August	\$ 3,088,155	\$ 3,458,865	+12%
September	\$ 2,710,515	\$ 2,561,371	-6 % (IRENE)
October	\$ 774,313	\$ 905,855	+12 %
November	\$ 277,722	\$ 303,091	+9%
December	\$ 109,809	\$ 116,292	+6%

Sales Tax Totals~ Fiscal Year

Year	Total
2009-2010	\$5,976,881
2010-2011	\$6,897,020
2011-2012 (through Jan. 2012)	\$5,409,541

Fiscal year runs from July1- June30

Sales Tax In Season

Tax Collections for June~September

2010	vs.	2011
\$3,891,485		\$4,177,050

Increase of 7.3%

BUDGET

Budget Comparison

2011 – 2012

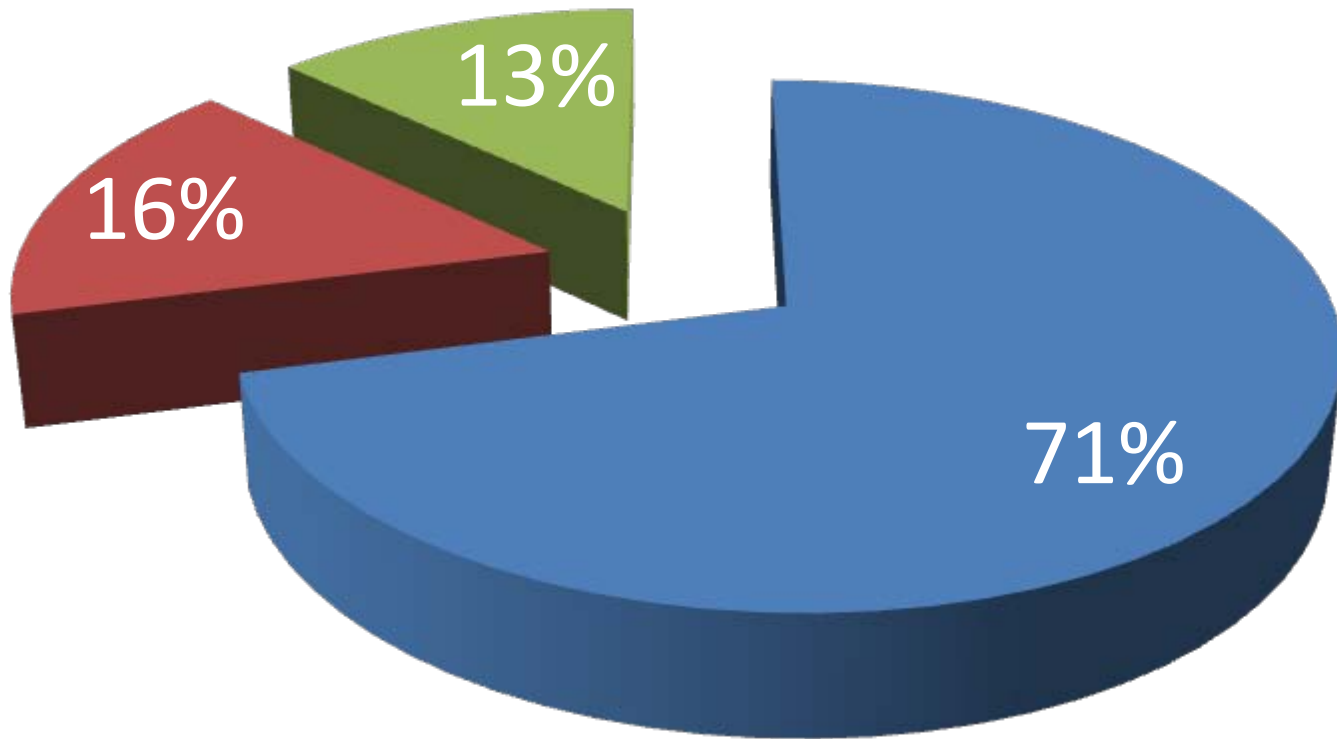
\$3,249,000

2012 - 2013

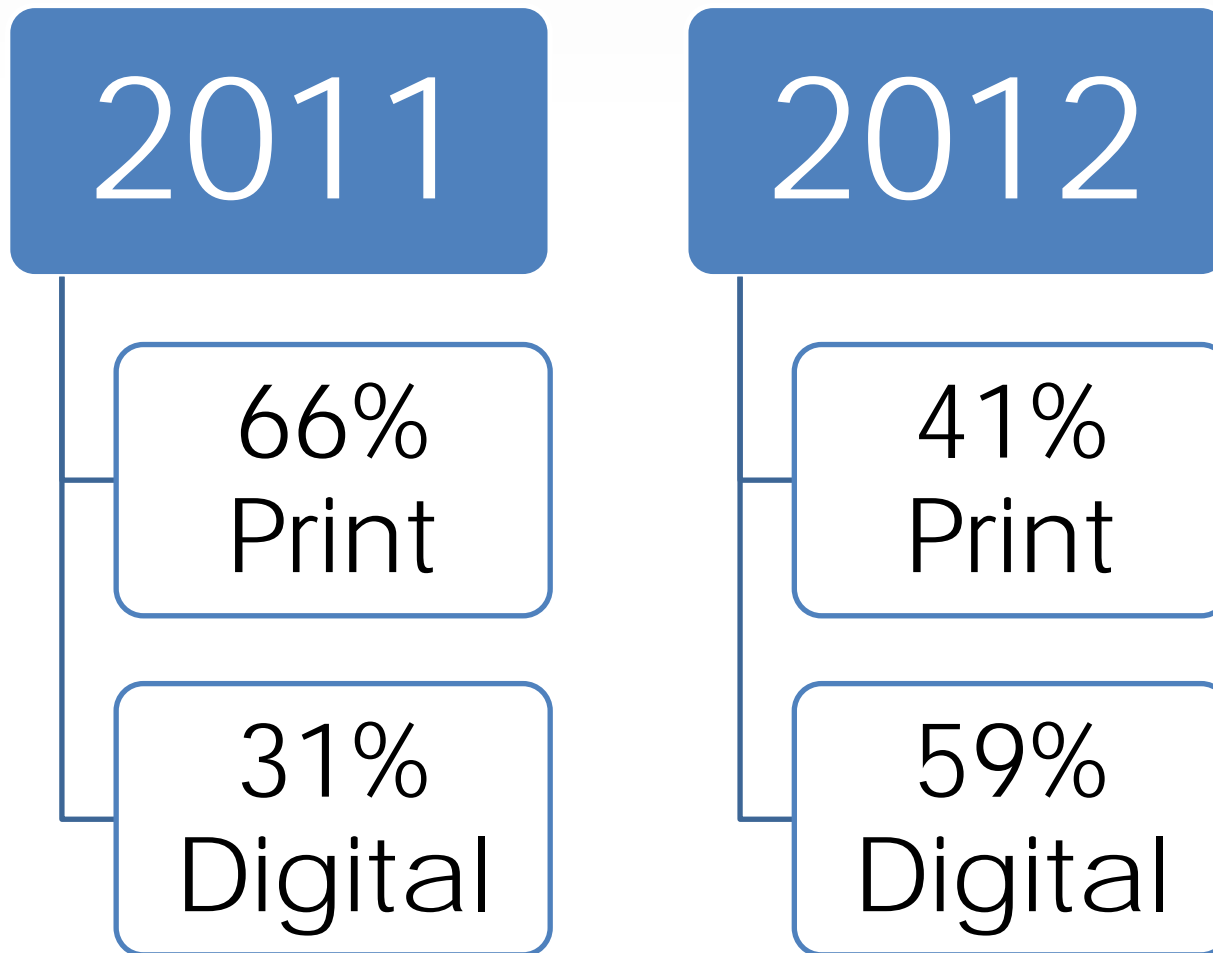
\$3,300,000

2012~2013 Proposed Budget

■ Advertising & Promotions ■ Operations ■ Personnel



State of NC Advertising Budget



Budget Plans

- Shift more print advertising funds to online advertising (mobile site, social networks, etc.)
- Increase shoulder season promotions
- Increase TV advertising in key markets/online
- Continue cooperative efforts Outer Banks Visitors Bureau, Currituck Chamber of Commerce and Currituck Economic Development Department
- Continue to conduct research

MARKETING & ADVERTISING

north carolina



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search

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1-800-VISITNC

FREE
TRAVEL INFO

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Even those who
race with wild abandon
couldn't help but settle here.

See the Banker ponies of our coast

Read more 

Things To Do





Create a Page

- Now
- February
- 2012
- 2011
- 2010
- 2009
- 1960
- 1940
- 1935
- 1903
- 1895
- 1795
- 1789
- 1718
- Founded:

Visit North Carolina

49,892 likes · 749 talking about this

Travel/Leisure

Whether you're looking for adventure or relaxation, mountains or beaches, the rhythm of city life or the tranquility of nature, you'll find it at www.visitnc.com.



Photos



Free Travel Info



Subscriptions



Pinterest

2

About

Highlights ▾

Write something...

5 Friends

Like Visit North Carolina

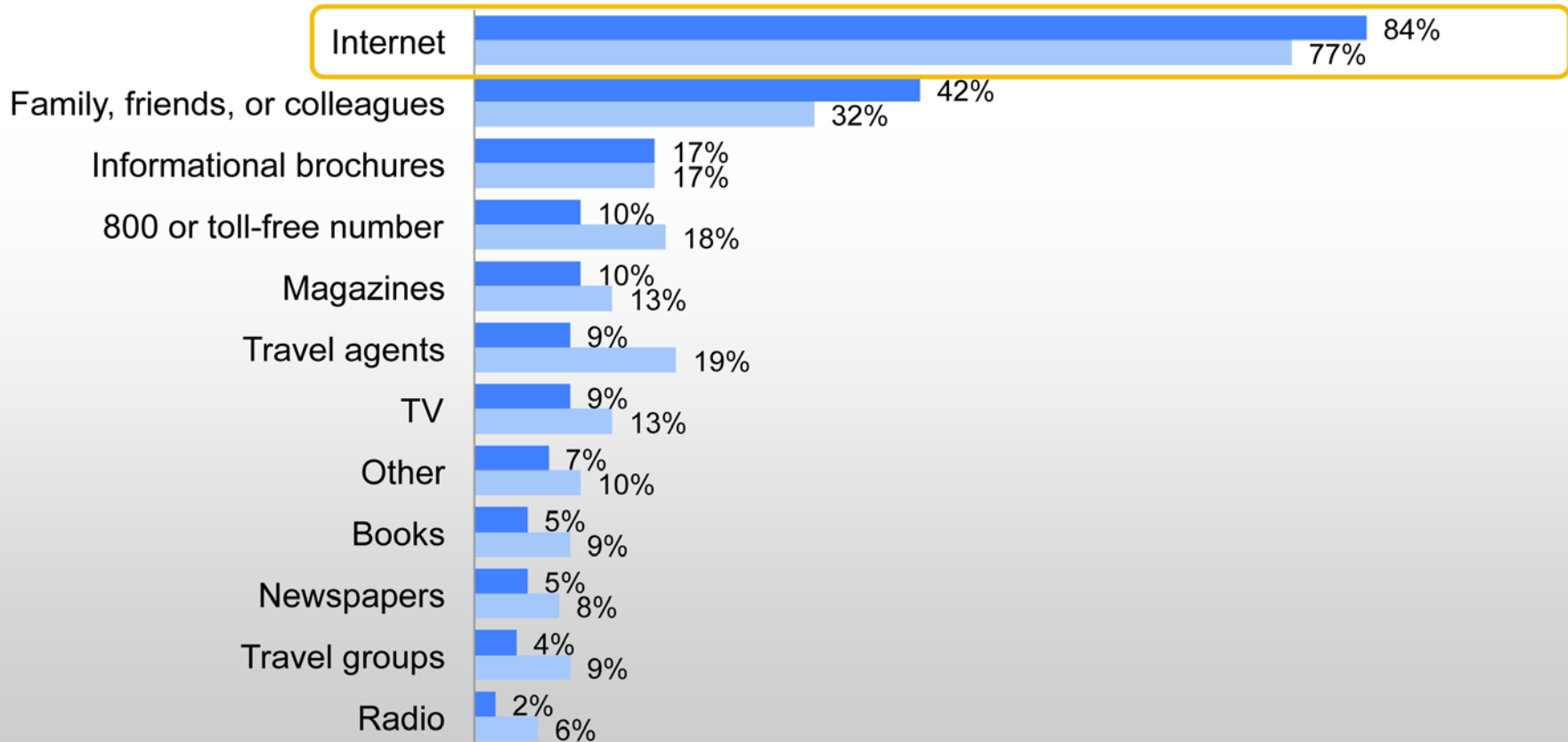




Travelers are 2x as likely to use the internet than other sources to book Travel

Travel Planning Sources

■ Personal ■ Business



Internet Marketing for Currituck County

- A progressive Internet program 5 years running
 - Mobile Advertisements
 - Display Advertisements
 - Facebook Promotions, Fan Building
 - Re-marketing
 - YouTube® Pre-Roll



Search
Display (8000)
Mobile
Remarketing



Fan Building
Video Ads
Sampling



Sponsored
Pre-Roll
Companion Ads



Mobile Aps - Ads

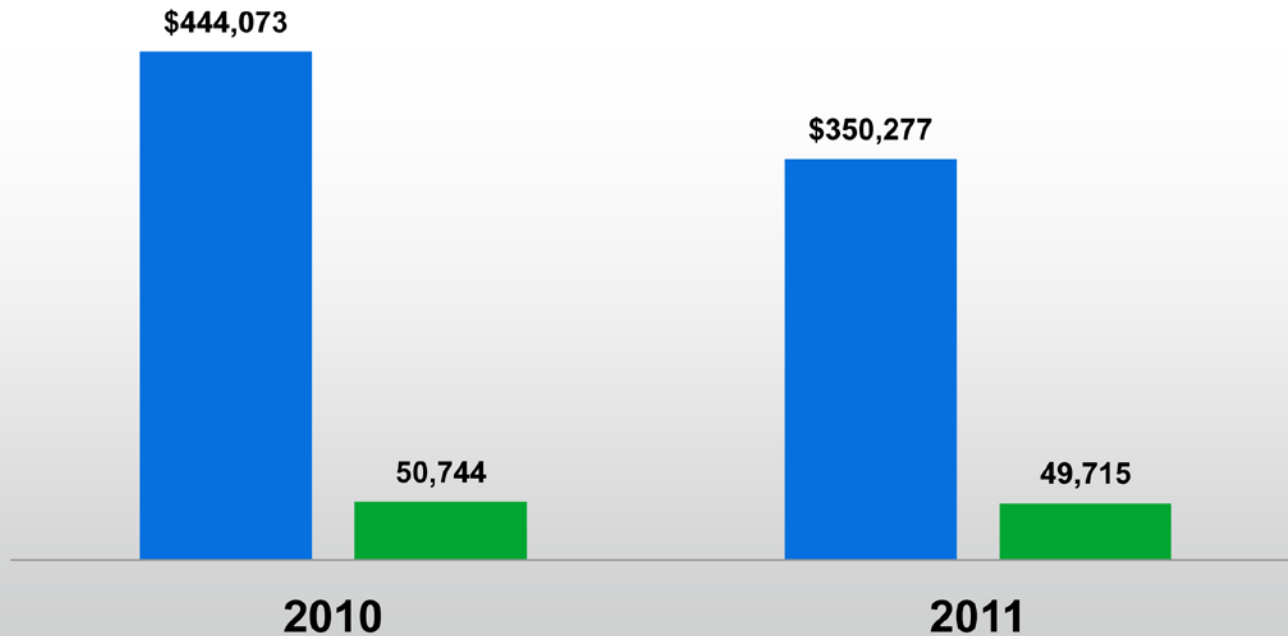
Over 246 million Ad Impressions

Online Account Performance Success

20% Decrease in Cost per Conversion (leads & guidebook downloads)!

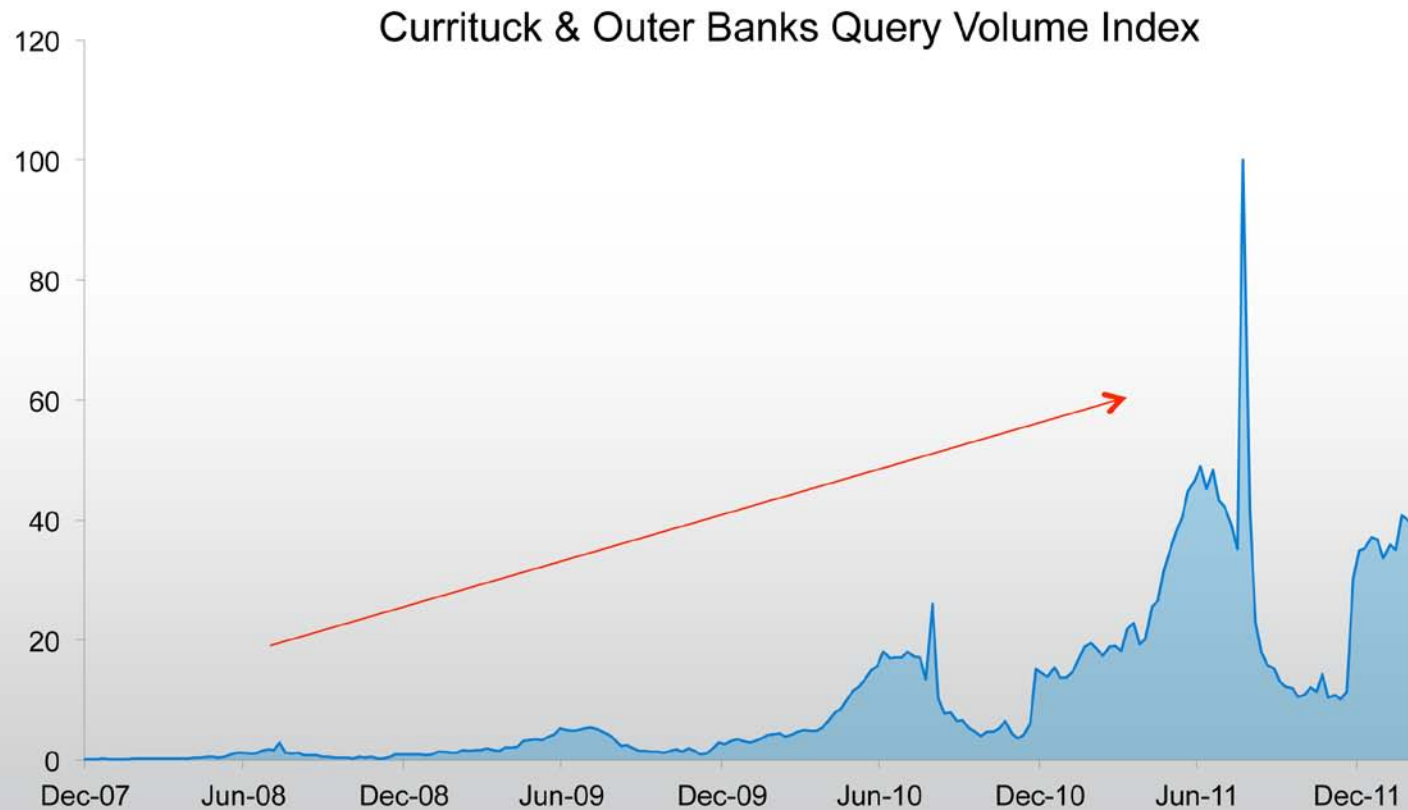
Growing Efficiency Google Online Investment

■ Investment ■ Conversions

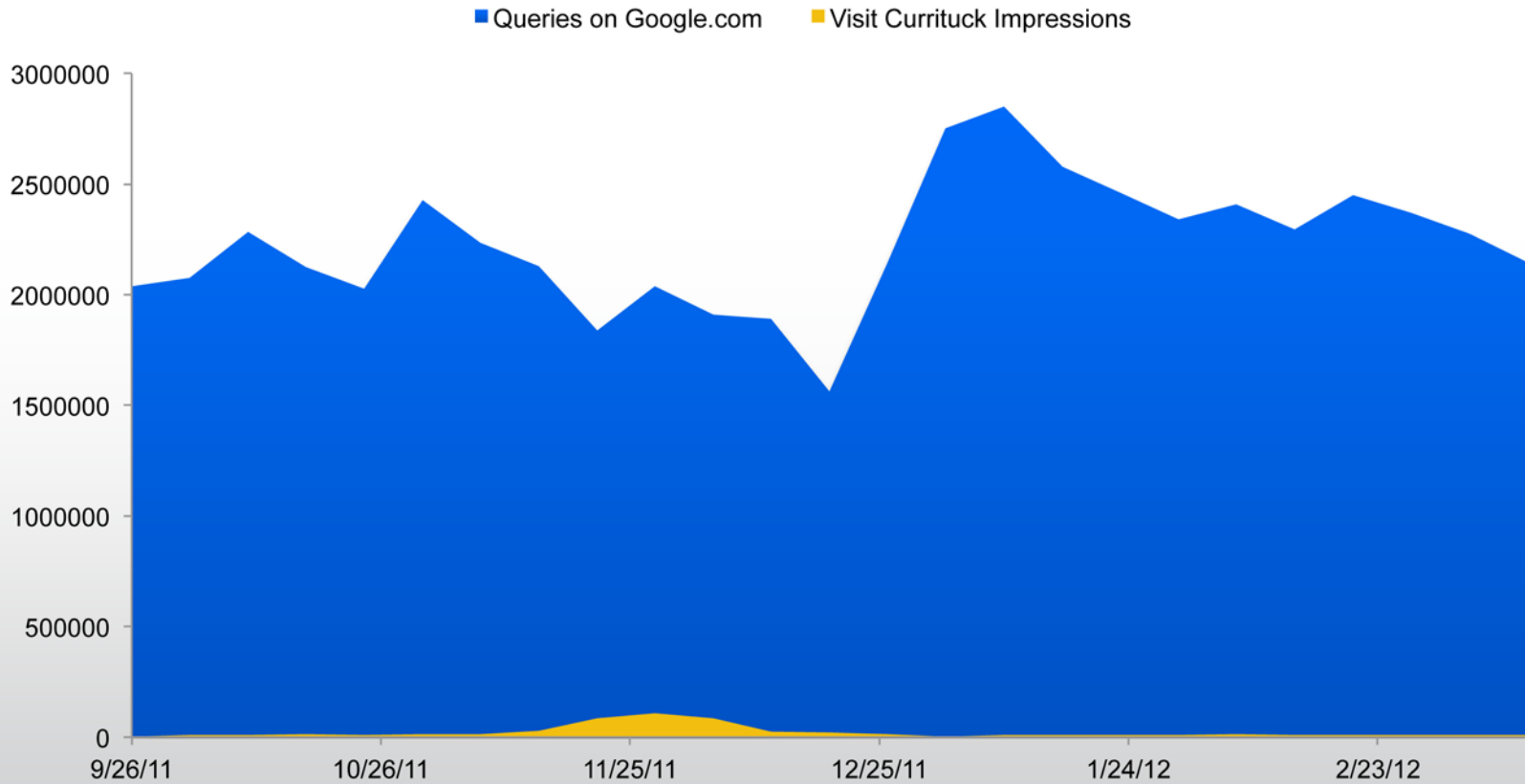


Interest in Currituck Queries is on the rise

17% Y/Y Growth in Google.com Query Volume



Room to Grow



How to Reach the Customer

where they are



contextual targeting
by keywords | by categories
by keywords on YouTube



placement targeting



who they are



**interest and
demographic-
category
marketing**



remarketing

New Display Ads

**LET THE
FUN
SHINE**

**BEACH \$69
RENTALS**
PER PERSON PER NIGHT




CURRITUCK
OUTER BANKS, NC

www.ComeToOurBeach.com

**PONY UP
TO
FUN
THIS
SUMMER**

**BEACH \$69
RENTALS**
PER PERSON PER NIGHT




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CURRITUCK
OUTER BANKS, NC

**WAVE
GOODBYE
TO STRESS**



**BEACH \$69
RENTALS**
PER PERSON PER NIGHT

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Improved Landing Pages

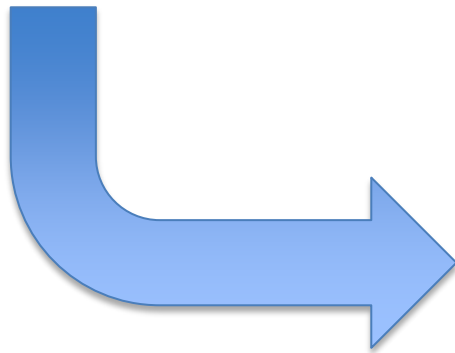


LET THE
FUN SHINE


BEACH RENTALS **\$69**
PER PERSON PER NIGHT



www.ComeToOurBeach.com



RENT A BEAUTIFUL
BEACH-FRONT HOUSE
FOR THE WHOLE FAMILY!



$$\frac{\text{COST of HOUSE}}{\text{PEOPLE} \times \text{NIGHTS}} = \text{\$69}$$

AVG COST A NIGHT PER PERSON

A GREAT FAMILY DEAL!

We know you've dreamed of getting the extended family together for that awesome family beach vacation in the Outer Banks. You're probably thinking, "Oh, but it's too much money to rent one of those oceanfront vacation homes for the week." Actually, for what you pay for a



Website Redesign – April 2012



CALL US FOR GREAT TRIP IDEAS
877-287-7488

EAT SLEEP SHOP PLAY



MAKE MEMORIES
IN
CURRITUCK



Fun Family Vacations



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FIND WHAT YOU NEED
for the Perfect Vacation!

I Need a Great Place to Stay

Find It Now

WELCOME TO CURRITUCK, OUTER BANKS!

With our wide, sandy beaches and refreshing waters, it is easy to see why the Currituck Outer Banks is a popular vacation destination among travelers from the Mid-Atlantic and East Coast, and from all over the country. But there is more to enjoy on the Currituck Outer Banks than just laid-back days spent along the North Carolina coastline. Currituck County is a region rich in history and serenity - an ideal vacation spot for golfers, families, and honeymooners. Sample the fruit of our vineyards and watch for wild mustangs frolicking in the surf. The Currituck Outer Banks is more than you imagined - come see why!

Events

News

Facebook

Twitter

YouTube

What's On: Corolla and Currituck

Powered by oneboat

[Activities](#) [Events](#) [Restaurant Specials](#) [Shopping Must Haves](#)

Currituck and Corolla Entertainment and Events

Week of February 26, 2012



Leap Frog Leap Year • Outer Banks Center for Wildlife Education • Corolla
Wednesday, February 29th 2012 02:00 p.m. -



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Full Name

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Question or Comment...

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Sign Up for Our
E-NEWSLETTER

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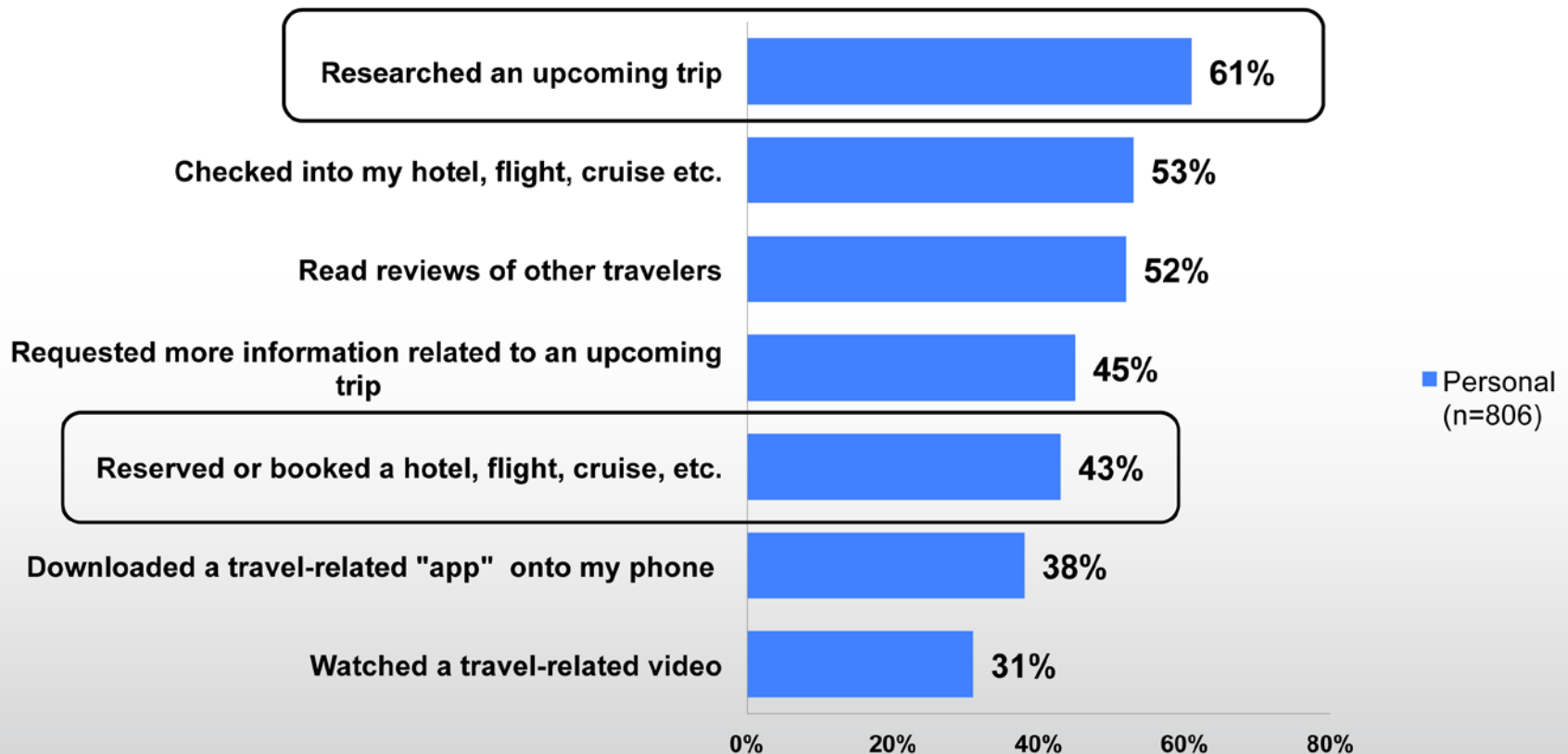
GET A FREE EVENT WEBSITE

Mobile Website

36,723
page views

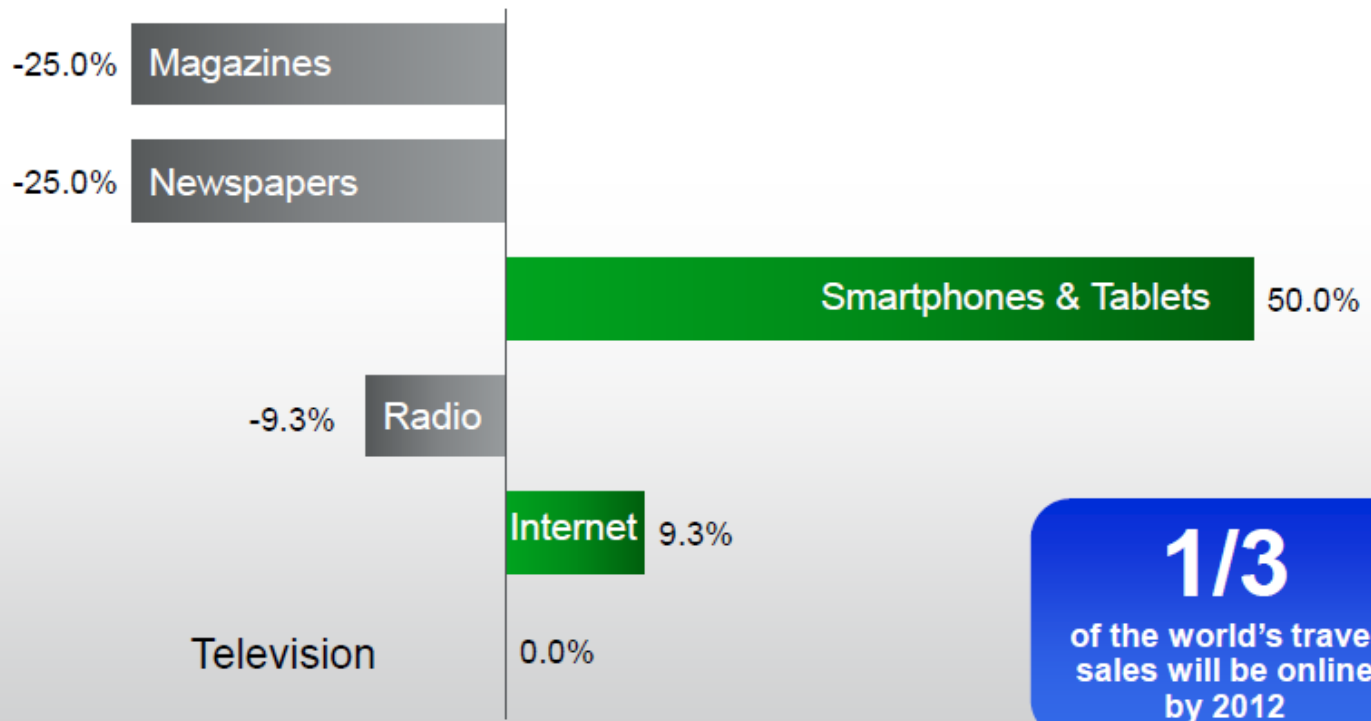


Travelers Also Rely on Mobile Devices to Research Travel Information Online



Online's marketing impact

Change in time spent per marketing medium from 2008 to 2010



Source: eMarketer, December 2010. Time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on the internet and watching TV was counted as 1 hour for TV and 1 hour for internet..

Online Marketing Plans 2012/2013

- Mobile Ads
 - Google mobile ad platform
 - Mobile ads on national/regional websites
- More Video Ads/Rich Media Ads
 - YouTube has been very successful
 - Video Pre-roll, companion and overlay ads
 - Sponsored Video on YouTube

Online Marketing cont.

- Shift more money into Google PPC/Ad Network
- Stick with proven sites for “traditional” online ads
 - Weather Underground
 - VisitNC
- More Regional News Websites
 - Wavy
 - WRAL (Raleigh)
 - Comcast.net Affiliates (PA, NY, NOVA, MD, DC)

Print Advertising



- AARP
- Coastal Living
- Southern Living
- Women's Day
- Golf Magazine
- The Knot
- VOW Bride

2012/2013 Co-op Program

- Coming Soon!
- National Print Opportunities
- NEW – Online Co-ops
- Giveaway Co-ops

OBXGiveaway.com

OUTER BANKS GIVEAWAYS



New Giveaways Coming Soon!

We will have new giveaways coming soon. Stay tuned to our Facebook page for updates!

 Like us on Facebook

 Follow us on Twitter

 Watch Our YouTube Channel

Find us on Facebook

Currituck Outer Banks
You like this.

Currituck Outer Banks
On Pi Day somebody mentioned pizza. Do you have a favorite pizza joint in the OBX?

Currituck County OBX
currituckcounty

currituckcounty On Pi Day somebody mentioned pizza. Do you have a favorite pizza joint in the OBX?
fb.me/1Ty4d7f5Z
8 hours ago · reply · retweet · favorite

currituckcounty Friday Five – Choose Your Toppings: No doubt about it, pizza is the quintessential vacation food. Wherever you g...

Share More info



Google + Currituck = Awesome

- Dedicated Account Team
- Access to inside information
- Invitations for beta programs



Google



Case Study

Google Television Advertising
in Tourism Marketing



Google TV Ads in 2011

- Google buys bulk TV ad space then bids it out to advertisers
- Monitored through cable box so you know TV is on and on channel (only pay when ad is viewed >5 seconds)
- You bid on available Ad spots in over 100 cable networks, 1.5 billion impressions weekly
- Has a reach of 35 million homes
- Uses analytics tools so you can monitor and change campaign in hours of ad
- In use by over 25 leading U.S. destinations



Examples of TV Networks we selected



Google TV Ad results

- Established tracking domain (www.cometourbeach.tv) and phone number, linked to analytics and Adwords account
- Reached New, interested tourists outside of our geography (income, age, sex, interests, marital status, children and other household attributes)
- Increased engagement rates from standard Pay Per Click Campaigns (showed relationship of TV and Online tourism research) such as a 10% “bounce rate” vs. 40%

Watched Ad Impressions

68 Million

Cost Per Thousand (CPM)

\$1.79

Attributed Conversions

4600

PUBLIC RELATIONS

Media Highlights

- Our State
- Miami Herald
- Virginia Pilot
- Golf Styles
- World Golf
- Hampton Roads Magazine
- The Montrealer~Canadian publication



Water Ways

By Marion Blackburn

Photography by The Outer Banks Center for Wildlife Education

If you wanted to fish or duck hunt in Currituck County and its namesake sound, you needed to know the man who knew the water. For visitors a long way from home, that man was Frank Carter, a beloved, trusted sporting guide for almost 50 years.

Standing on the bank's edge at Waterlily, looking beyond the stubby pilings left by a washed-away pier, you see the historic Currituck Beach Lighthouse across the sound. If you time it right, you catch crabbers coming in with the day's haul, just as they have for half a century.

Lying so far east and north that even today it's only sparsely populated, the land around the Currituck Sound was once the exclusive hunting and fishing grounds for visitors who came from Asheville; Baltimore, Maryland; and New York to enjoy its abundant wildlife and brag-worthy catches.



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The Outer Banks of North Carolina

OBXGolf

Toll Free: (800) 916-6244

Build Your Trip Here!



- Currituck [View Course Details](#)
- The Points [View Course Details](#)
- Carolina Club [View Course Details](#)
- Currituck Club [View Course Details](#)
- Nags Head [View Course Details](#)
- The Pines [View Course Details](#)
- The Sound [View Course Details](#)

The Ultimate Coastal Golf Destination

Located at the top of North Carolina's barrier islands, the Outer Banks divides the Atlantic Ocean from the Currituck Sound. With no major cities along the waters completely surrounding the Outer Banks, it's hard to imagine a more picturesque and exciting place to tee it up. Couple this with 130 miles of the wildest, most natural and undeveloped beaches in the country and you have the perfect getaway.

Vacationing golfers are welcomed by a friendly Southern community where they always feel at home. A golf getaway to the Outer Banks is simply unforgettable. It's more than great golf, more than a vacation and more than you imagined!

Sign Up for OBX Golf Specials!

Submit Request

Become A Fan & Follow Us!



Outer Banks Golf Travel

Facebook

Twitter

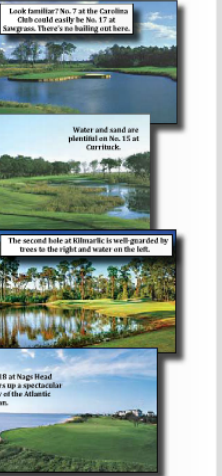
YouTube

Outer Banks offer lifetime memories

By Jim Grosjean
Times contributor
The Outer Banks of North Carolina are known for many pleasures: beautiful seashore, vibrant seaside communities, and the birthplace of flight at Kill Devil Hills to name just a few.
On a recent trip I found out that golf in this scenic area is surprisingly interesting and fun.
We flew into Norfolk (Va.) International Airport and drove the 80 miles to our home base, the Kilmarick Cottage at Kilmarick Golf Club in Powells Point, N.C.
Our afternoon round on this very lush and naturally beautiful layout was a real treat. The first hole will definitely get your attention as you look down a fairway lined with trees on the left and bunkers on the right. If you can avoid those pitfalls, you still have to hit a smallish green with its own sand bunker guardians. Architect Tom Steele is to be praised for creating a course that is a joy to play and one that seems to belong on this land.
After a long day of travel and golf, what could be better than a takeout meal from a local favorite, the Currituck BBQ Company? Their famous beef brisket, pork ribs and pulled pork barbeque was mouth-watering and provided savory leftovers for late night snacks for the next few days.
Our second day included a short drive

to The Points Golf, which also shows its teeth on the very first hole; a 528-yard par 5 which doglegs to the right around a small lake. At 6,243 yards from the tips, you will score well here if you bring your A game and get used to the quickness of the greens.
Lunch was at the Sugar Creek Seafood Restaurant on Roanoke Sound. Lovely views accompany the freshest of seafood entrees including an award-winning version of shrimp and grits. The proximity of Roanoke Sound caused some problems for the restaurant when Hurricane Irene hit the Outer Banks on August 27. The storm surge swept away all of the beer kegs, but luckily the liquor bottles were kept upstairs.
Irene also caused some damage to our third-day destination, Nags Head Golf Links. We were able to play nine holes and inspect the rest of the course, which Bub Moore designed to reflect a true Scottish Links tradition. Golf Digest calls Nags Head "the longest 6,126 yards you'll ever play."
On this day there wasn't much wind, so it was courageous enough to use my driver quite a bit, a lethal mistake. It's better here to take gear down off the tee and hit it where you can see it. There are some beautiful waterfret holes here and some surprising elevation changes — just bring plenty of balls and lots of patience. If the pace of play is on the slow side, remember

that this is a golfing experience that you just can't find everywhere.
Dinner at Barefoot Bernie's in Kitty Hawk was as fun as the name suggests, with good food to boot. I highly recommend the Grosjean in a Bag — not something you can get in Nashville.
Golf the next day at the Currituck Club in Corolla, N.C., was a first-class experience. The Rees Jones layout is inside the upscale Currituck community with its large beach homes, expansive clubhouse and amenities galore for the residents and visitors alike.
With a top-notch design and excellent service, the golf course is worthy of its Golf Digest Top 25 in North Carolina designation. Surprisingly, this is a hilly golf course although located next to the Currituck Sound. You get a respite from the wind here because of the hills and also the trees that act like a barrier on many of the holes. Landing areas are generous, and I felt that I could make a good plan of attack on each hole because the routing was pretty obvious even for my first round here.
We had lunch at North Banks Restaurant and Raw Bar in Corolla, N.C. There are some very special items served here that I've never seen before. I'll let you guess the ingredients in the Fire Bugs or Corolla Bird Nest.
Not wanting the day to end, we spent the rest of the afternoon as sightseers, beginning with a four-wheel-drive excursion onto the northernmost seashore of the Outer Banks to see the wild Spanish Mustang horses. These descendants of the first horses to come to America with Spanish explorers are magnificent in the wild. We also visited the Currituck Lighthouse and the historic Whalehead Club with its lovely surrounding grounds.
Our final round of golf was at the Carolina Club in Grandy, N.C. This would be a great course to start an Outer Banks



Look familiar? No. 7 at the Carolina Club could easily be No. 17 at Sawgrass. There's no holding out here.

Water and sand are plentiful on No. 15 at Currituck.

The second hole at Kilmarick is worth a good cry by trees to the right and water on the left.

No. 18 at Nags Head offers up a spectacular view of the Atlantic Ocean.

World Class Golf Training!
The Middle Tennessee Golf Performance Center is just 30 minutes away!

- 18 Hole Course with a Challenging Layout
- Great Practice Area
- Full Driving Range
- Short Course

TEE TIMES MAGAZINE

PGA Top guns play their way to players of the year

INSIDE! Hermitage Golf Course

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Great Ways to Save at Hermitage Golf Course in 2012!

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FOCUS • FLEXIBILITY

! Arts will improve your Golf Swing!

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Travel Shows

- OBX Wedding Show
- Philadelphia Inquirer Travel Show
- Uniquely Yours Bridal Showcase-
Norfolk, VA
- AAA Great Vacations Expo~Columbus,
OH
- My Time Woman's Show~ Newport
News, VA
- 2012 Alleghany Sport/Travel Show~
Pittsburgh, PA
- Vow Bride Bridal Showcase~ Virginia
Beach, VA
- Travel & Adventure Expo~ Washington,
DC



Washington DC
TRAVEL &
ADVENTURE
SHOW®

Lead Total from Travel Shows

7,362

Vacation Giveaways



www.VillageRealtyOBX.com



VISITOR RELATIONS

Total on all Distributed Brochures

280,351

Information Centers~Foot Traffic



Currituck County Welcome Center
2011 ~ 48,394 visitors



Currituck Outer Banks Visitor's Center
2011 ~ 36,091 visitors
(Corolla office closed through mid April 2011)

Calendar year totals

Chesapeake Expressway



TOLL RATES

\$2.00 to \$3.00 Weekdays
\$2.00 to \$6.00 Peak Weekends
(12:01 a.m. on Saturday through
12:00 midnight Sunday)

Chesapeake Expressway



Corolla~ New Sign!



Renovations Continue...

Merchandise Sales to Begin 2012



EVENT PROMOTIONS

Promotions and Events Coordinator

- Marketing Assistance
- Free/Paid Advertising
- Promotion of Local Events



facebook®



twitter

Currituck Events

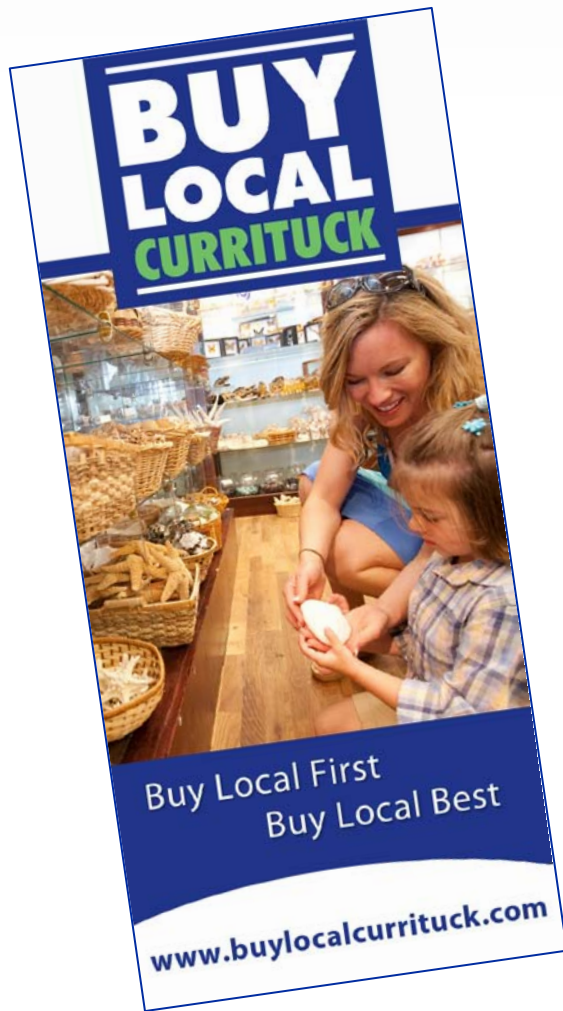


OTHER PROMOTIONS

Currituck MORE Card



Buy Local Campaign



**BUY
LOCAL
CURRITUCK**

HOME | ABOUT US | CONTACT US | [Business Sign Up](#)

SHOP LOCAL | LEARN | GET INVOLVED | NEWS | EVENTS



OUR FRIENDS

Find us on Facebook

 **Buy Local Currituck**
Like You like this.

 **Buy Local Currituck**
Bj's BBQ is now open for lunch Thursday-Friday, and breakfast on Saturday and Sunday. Come out and support a local restaurant.
112 People Reached · 5 People Talking About This
March 14 at 3:10pm

What is Buy Local Currituck?

When citizens buy local, they can help revive Currituck's economy. In turn, locally-owned and operated businesses continually pump hard-earned dollars back into the local economy by way of taxes, payrolls and purchases. Remittances from the state for sales, gas and other taxes will increase. This means more money for schools, services, law enforcement, emergency services, and new jobs in our community.

[Read More](#)



Outer Banks, North Carolina | Getting Away Together - Windows Internet Explorer

http://www.gettingawaytogether.com/destination/outer-banks-north-carolina?webisode

File Edit View Favorites Tools Help

Outer Banks, North Carolina | Getting Away ...

GETTING AWAY TOGETHER

HOME ABOUT THE SHOW EPISODES AIRTIMES DISCOVER A VACATION RENTAL OUR SPONSORS

00:03

DESTINATION

OUTER BANKS
NORTH CAROLINA

Tags: beach, east coast

www.outerbanks.org
www.visitcurrituck.com

PHOTO GALLERY

start

4 Microsoft Offic... Power Point Prese... Microsoft PowerP... Fire Chief Jimmy ... Outer Banks, Nort...

Internet 100% 4:38 PM

AWARDS

2011 Awards – Destination Marketing Association of North Carolina

- Best Marketing Initiative / Internet Campaign – Gold Award
- Best Print Advertising / Weddings – Platinum Award
- Best Niche Marketing Initiative / Wedding Planner – Platinum Award

QUESTIONS?

Currituck County Emergency Operations Center

Re-entry Overview

Our Goals

- Life safety and property preservation.
- Return residents to their homes.
- Get businesses open

Re-entry Process

- Conduct initial damage assessments
- Determine re-entry
 - Critical Needs Passes
 - Priority 2 Business Passes/Residents
 - Property Owners/Non-Critical Businesses
 - General Public
- Execute Re-entry Plan

Plan

- Your business should have an emergency plan that covers:
 - Who reports back to work.
 - How they get their re-entry pass.
 - When to evacuate.
 - Communication after an evacuation and before the re-entry.
 - Staff
 - Customers

Prepare

- Is your emergency plan up to date?
- Do you have re-entry passes? (Do you know where they are?)
- Do you know what resources the county offers to keep you informed?
 - Website (County Government & Tourism)
 - Emails
 - Twitter
- Are you personally prepared?

Practice

- Suggestions:
 - At least once a year practice your plan.
 - Have a small exercise to make sure your plan works the way it should.
 - Send your plan to Emergency Management for review.
 - Compare plans with each other.

Questions

Currituck County Emergency Mgmt

252-232-2115

Mary.Newns@CurrituckCountyNC.gov

Rebecca.Christenbury@CurrituckCountyNC.gov