

Spring Into Tourism 2014



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 Development Authority

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

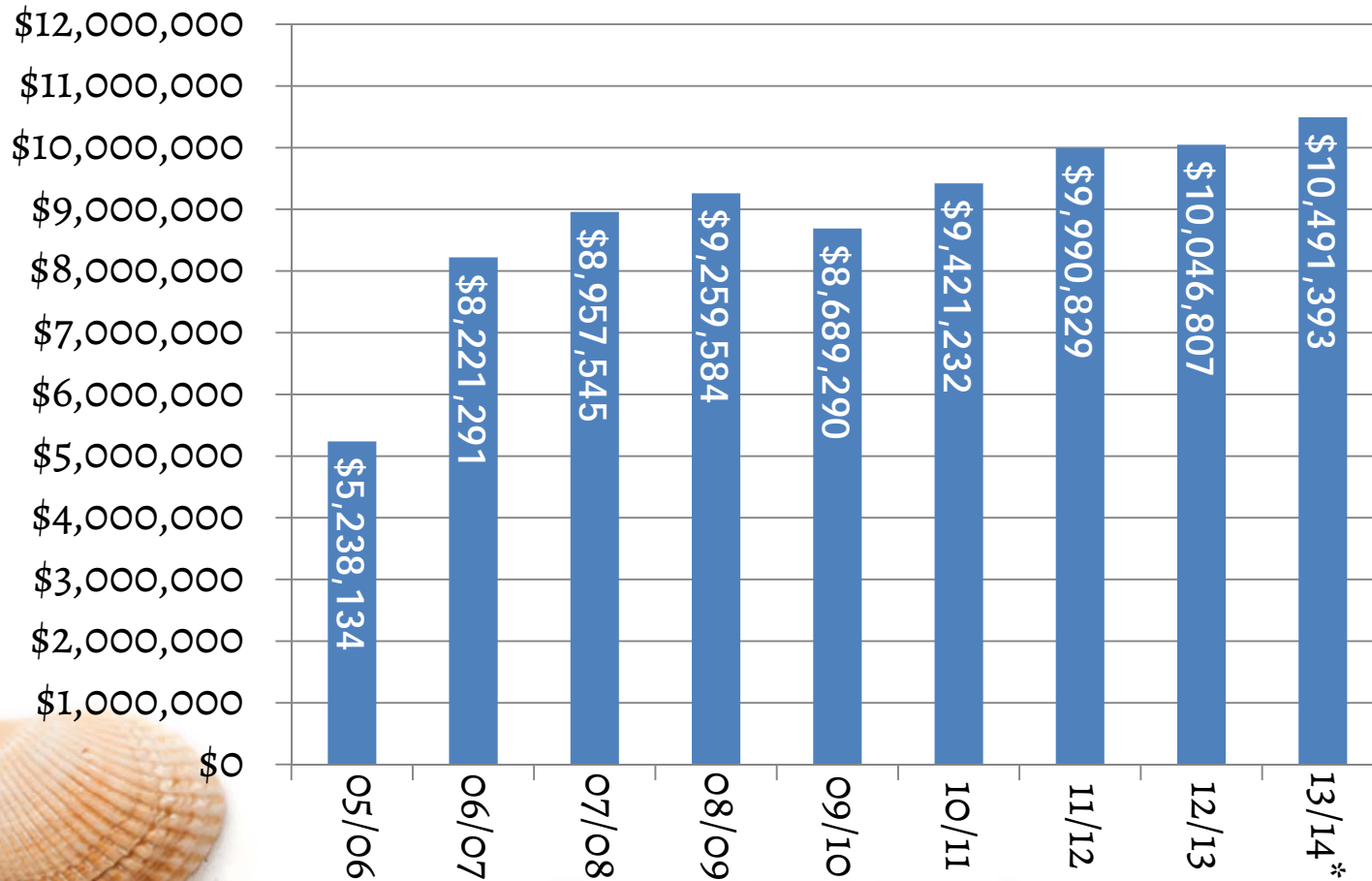


Tourism Department Staff

- **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*



Occupancy Tax - Fiscal Year

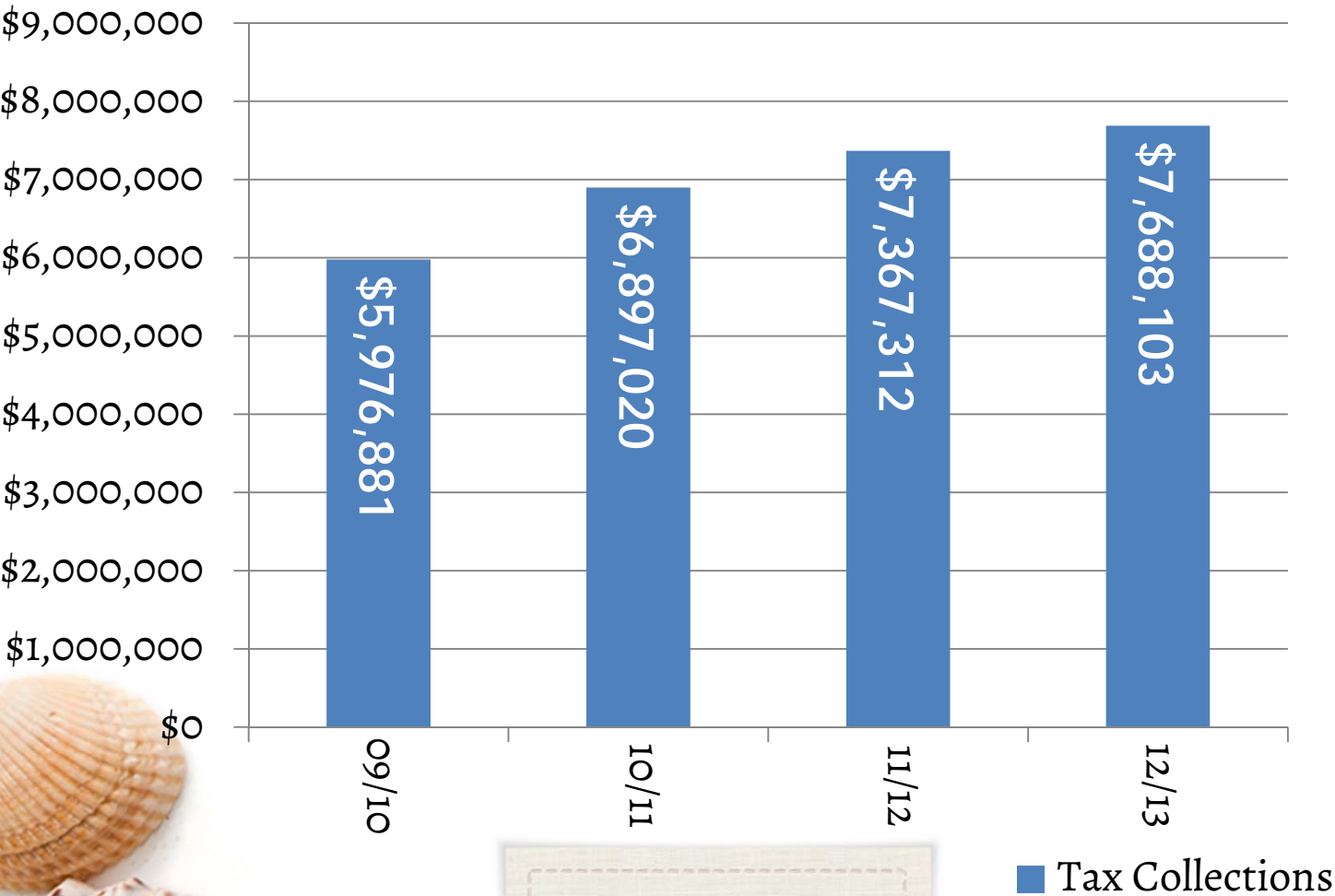


■ Tax Collections

* Projected total



Sales Tax – Fiscal Year

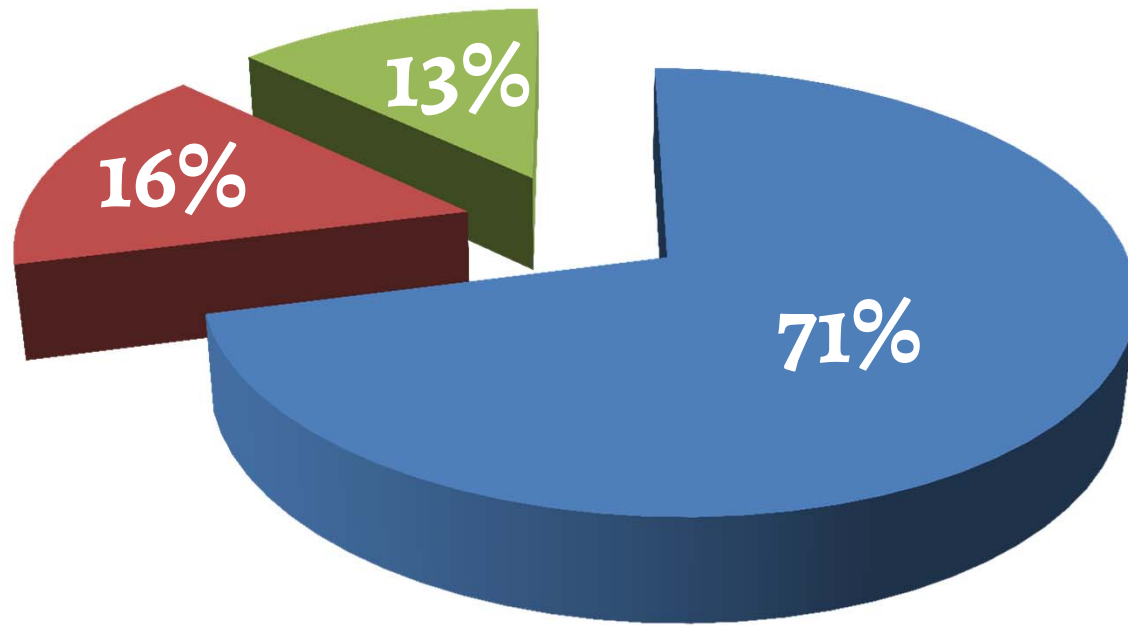


BUDGET

Budget Comparison

2004-2005	2014-2015
\$567,000	\$3,400,000

2014-2015 Proposed Budget



■ Advertising ■ Operations ■ Personnel

Marketing & Advertising



Customer Purchase Funnel

AWARENESS

CONSIDERATION

PURCHASE

RETENTION



3 Technological Revolutions

- **Broadband Internet**
 - 3% in 2000; 70% in 2014
- **Mobile Connectivity**
 - iPhone in 2007; iPad in 2010
- **Social Networking**
 - 8% in 2005; 73% in 2014

Technology Has Simply Changed Where People...

- **Are made aware of our brand**
 - Wild horses, family-friendly secluded beaches, tucked-away rental homes, historic village & lighthouse, Southern hospitality, etc.
- **Are influenced most during the consideration phase**
 - Web, mobile devices, social sites

Awareness & Consideration in the Digital Age

- 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

How About Currituck?

- **23,000+ downstream clicks** to you (past year)
- **86% mobile traffic growth** since 2009
- **35% of our traffic is mobile**
- **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%***



* From 2012 to 2014

Our Mission

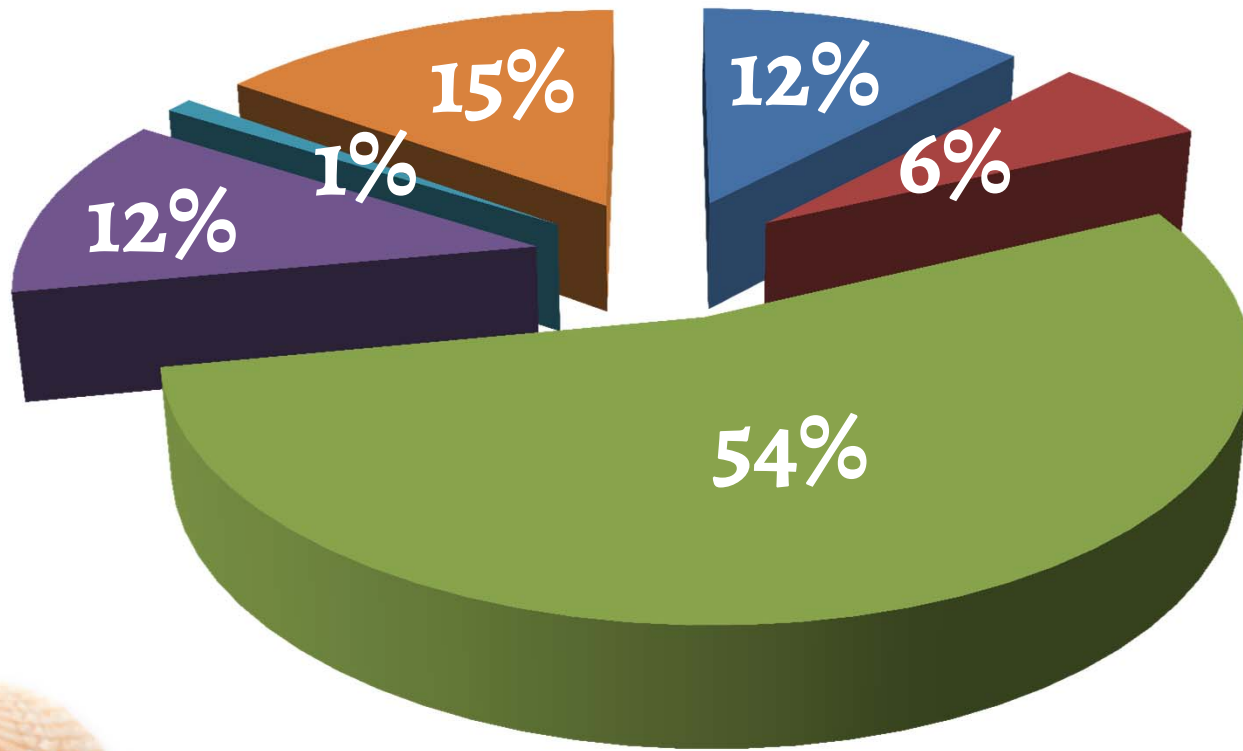
Put “heads in beds”
and make cash
registers ring.



Our Strategy

- **Researched based plan**; continue to target women, 35-64, HHI \$100k+
- Raise awareness and influence to purchase via a **multi-channel digital** and print campaign
- Build a **responsive website** to cater to growing mobile audience
- Commit to creating **quality content**, primarily video & photography
- Continue to develop a **strong social media presence**

2014-2015 Promotions Budget



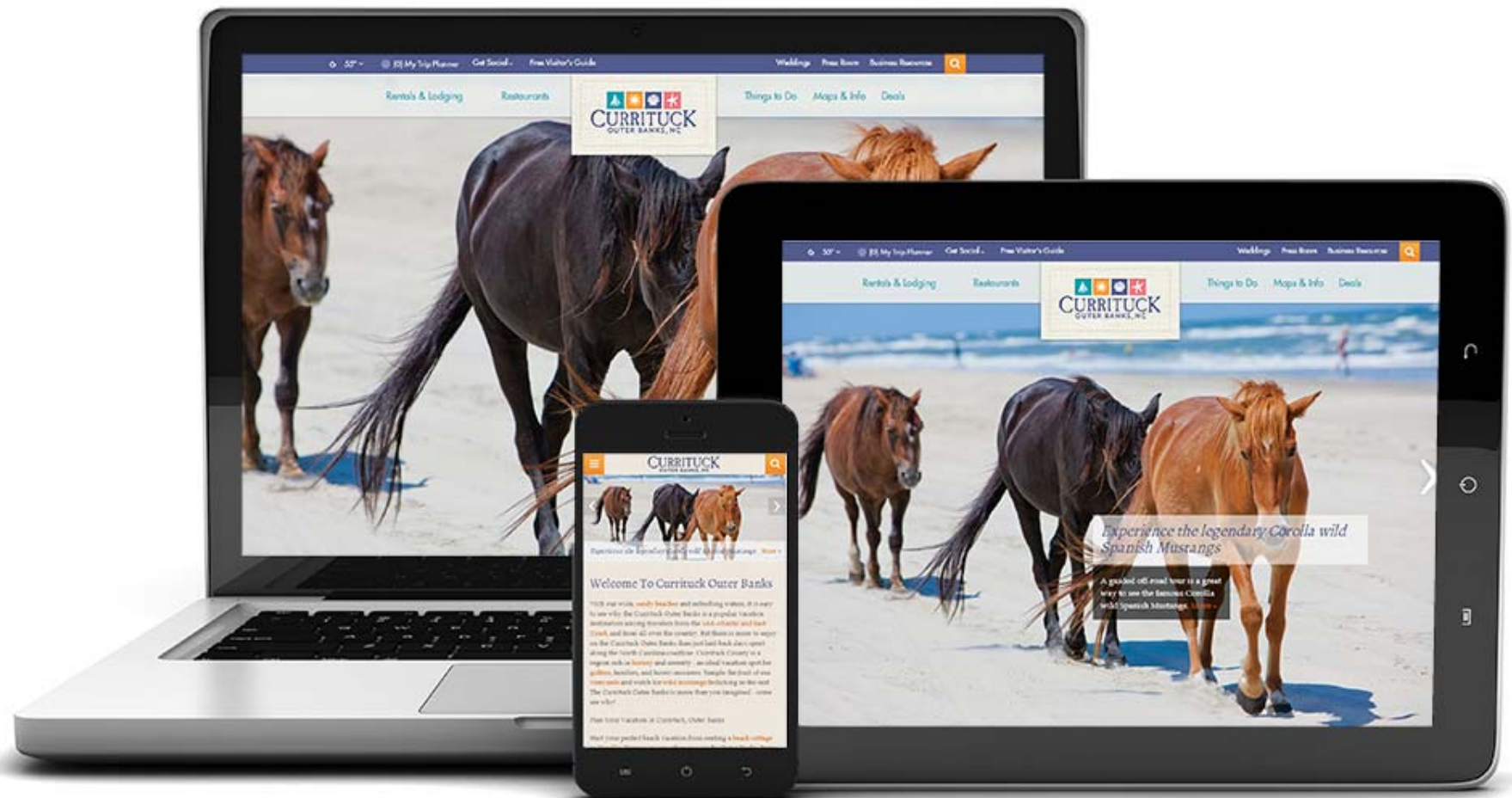
■ Print ■ Printed Materials ■ Digital ■ Television ■ Travel Shows ■ Other



**So without
further ado...**



www.VisitCurrituck.com



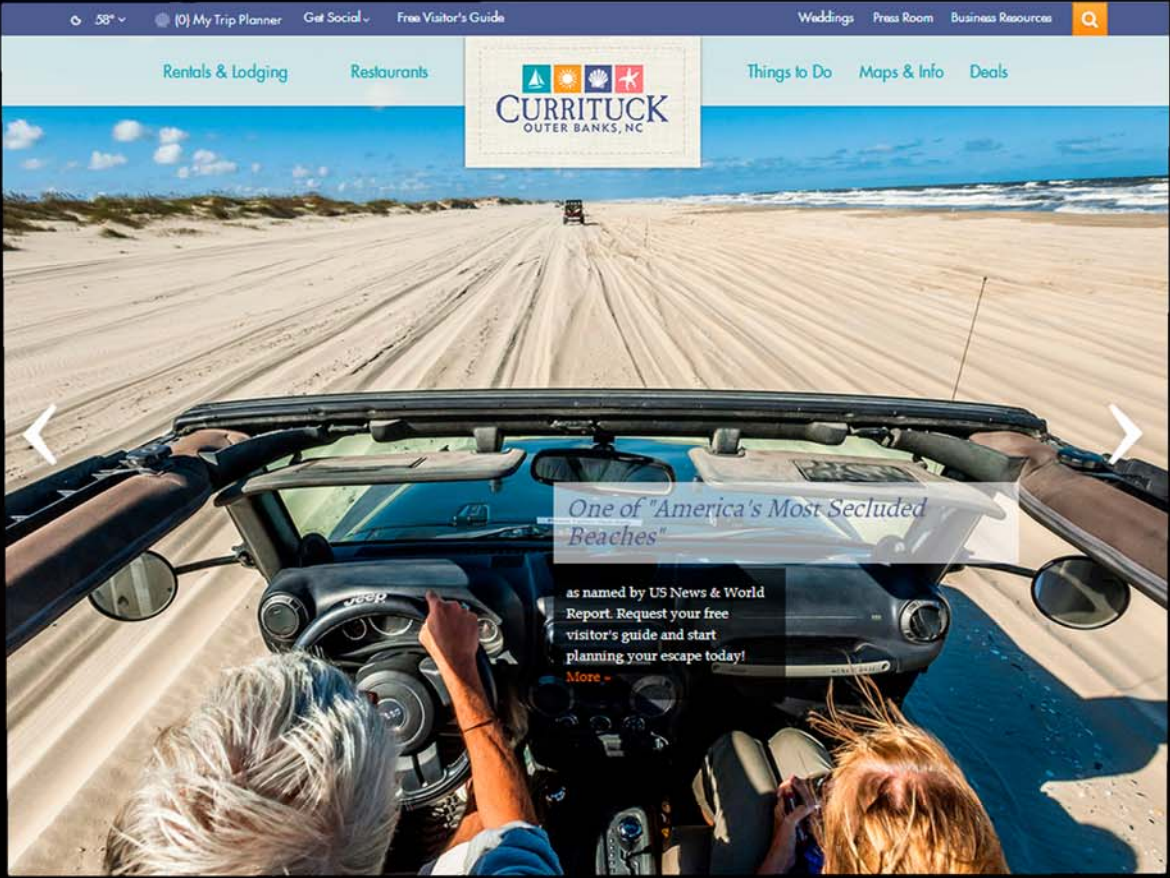
One website for all devices and browsers.



One of the "Best Family Beaches on the East Coast"

as named by Fodor's Travel. Get your free visitor's guide and start planning your escape today! [More](#)

Scroll





CURRITUCK
OUTER BANKS, NC



One of the "Best Places To Watch A Sunset"

[More »](#)

Welcome To Currituck Outer Banks

With our wide sandy beaches and refreshing waters, it is easy to see why the

New Video Series



FY15 Digital Calendar

Ad Space	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	6,000,000												
Compass Digital Ad Network	4,000,000												
VisitNC.com	360,000												
Coastal Living	4,000,000												
Cottage Counry	2,500,000												
AAA World	750,000												
CorollaGuide.com													
OBX.com													
Google Search & Display - Desktop	26,000,000												
Google Search & Display - Mobile	27,000,000												
Bing/Yahoo PPC	353,000												
Admob App Network													
Facebook	164,000,000												
YouTube - Mobile and Desktop	11,000,000												
Pinterest													

How many digital ad impressions?

241,963,000

Cooperative Advertising Opportunities

- **Currituck Co-ops**
 - Digital and print
- **More Card Program**
 - Free for partners
 - Tons of exposure



Awards



Destination Marketing Association of North Carolina

Large Budget Division – Destination Marketing Initiatives

- **Platinum Award**
 - **Web-based Marketing Campaign (website, mobile website, social media & video)**
- **Platinum Award**
 - **Starsky Starfish Social Media Campaign**
- **Gold Award**
 - **E-newsletter/E-mail marketing**

