

Currituck County Department of Travel & Tourism

2009-2010 Marketing Plan



Introduction

Tourism is Currituck County's largest industry, with visitors spending over \$120 million annually. In 2008, nearly \$9 million in occupancy tax was collected from vacationers staying in Currituck County. Just under \$7.9 million was collected in local sales tax in 2008.

The 2008-09 fiscal year brought a record number of visitors to Currituck County; however, the current sluggish economy is making it difficult for the County to maintain a steady growth in lodging occupancy and tax revenues. For this reason, the Travel & Tourism Department is recommending to the Tourism Development Authority and Tourism Advisory Board that the aggressive marketing campaign approved in early 2009 be continued in an effort to attract more visitors to Currituck County.

This report highlights the print and online marketing objectives to be followed during the 2009-10 fiscal year. It also includes details on tourism research, public relations programs, and other marketing initiatives. Now, more than ever, it is important for the Tourism Department and county leaders to follow this strategic marketing plan and continue to expand the defined promotional programs and practices.

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Mission Statement

The mission of the Currituck County Department of Travel and Tourism is to strengthen the local economy through the promotion of Currituck County as a vacation destination, therefore enhancing the quality of life for local citizens.

The department's goal is to assist tourism-related businesses with advertising and marketing promotion while providing visitors information on the numerous attractions, activities, events, accommodations, services, and historical sites located throughout Currituck County.

Purpose

The purpose of the Currituck County Department of Travel & Tourism is to promote sustainable development of the visitor industry throughout Currituck County, including the mainland, beaches and Knotts Island. The Department encourages travel by the public to and through Currituck County and maintains a continuing interest in the well-being of visitors to the area.

Objectives

The Travel & Tourism Department has identified the following ten main objectives:

1. Increase the number of visitors to Currituck County, thus increasing occupancy tax and sales tax revenues.
2. Continue to promote the attractions, events and tourism-related businesses located throughout the entire County, including the mainland, beaches and Knotts Island.
3. Utilize the County's Welcome Center and Visitor's Center as "sales centers" to promote overnight stays and visitor spending.
4. Redesign the County's website, visitcurrituck.com, making it more interactive and user friendly.
5. Enhance and aggressively market the tourism website using SEO, pay-per-clicks, directories, and other online marketing strategies.
6. Continue to analyze the effectiveness of print and online ad campaigns.
7. Expand public relations efforts to obtain editorial through local, regional, state, national and international media.
8. Continue to work closely with, and utilize the knowledge of, the industry leaders appointed to the Tourism Advisory Board.
9. Offer Currituck County businesses more cooperative advertising opportunities that will assist them in increasing sales revenues during the current recession.
10. Communicate effectively to residents, businesses, and elected leaders the importance of tourism to the local economy. In addition, encourage locals to thank visitors for choosing to vacation in Currituck County.

Season Outlook

The current recession is impacting tourism across the entire United States, including travel to the Currituck Outer Banks. With a sluggish economy, the seasonal outlook for tourism in Currituck County is not bright. However, it is not completely dismal either. An aggressive marketing campaign currently being conducted by the Currituck County Department of Travel & Tourism is addressing the economic situation. The \$300,000 in additional advertising funds awarded to the Department in January 2009 by the Tourism Development Authority has helped tremendously to boost awareness of the Currituck Outer Banks.

Although the Tourism Department anticipates a large number of vacationers to travel to Currituck, it is anticipated that occupancy tax collections will be lower than previous years as many of the vacation rental homes are being booked at discounted rates. It is essential that the level of funding for marketing remain high to reach as many potential visitors as possible. This can be achieved using the fund balance for Occupancy Tax Promotions.

Y Partnership releases the 2009 National Leisure Travel Monitor™

The results of the 2009 National Travel Monitor™ released findings with respect to the travel intentions of Americans: the percentage of leisure travelers planning “more trips” in the year ahead exceeds the percentage planning “fewer trips.”

Specifically, the report states that more than half of all leisure travelers are planning to take the same number of leisure trips this year compared to last. Fully one quarter plan to take more trips, and approximately one in five expects to take fewer trips.

The net positive difference (more versus fewer trips) of 7% observed this year compares favorably with the net positive difference observed in both 2007 and 2008 (11% each year). And although the difference observed is not statistically significant, the directional shift will certainly come as good news for the travel industry. The three-year trend is summarized below:

Plan To Travel In The Next 12 Months	% 2007	% 2008	% 2009
More Trips	33	27	25
Same Number of Trips	41	56	55
Fewer Trips	22	16	18
None	4	1	1
Net Positive Difference	11	11	7

Source: Insights April 2009 - Peter Yesawich, <http://blog.ypartnership.com/?p=281>

Research and Analysis

The Currituck County Department of Travel and Tourism produces a monthly report that includes important information necessary to analyze the Department's marketing efforts. Among the data collected and reported is: tax collections, lead requests, web performance, e-marketing statistics, and visitation to the Currituck County Welcome Center and Visitor Center.

The information collected is analyzed, and the appropriate changes and improvements are made for the purposes of marketing and promoting Currituck County. Below is a summary of the research and statistics the Department of Travel and Tourism and Tourism Advisory Board used to make decisions for the 2008-2009 marketing campaign.

2008-2009 Advertising Campaigns

Extensive research goes into tracking leads. In doing so, the Department discovers not only where potential visitors are coming from, but also which advertising campaigns are the most effective, including both Print and Electronic campaigns. The top performing publications in 2008-2009 year were: O Magazine, Family Travel Insert, Great Vacation Getaways, Woman's Day and AARP.

In 2009, the Department increased spending on Internet marketing campaigns. The ads were placed on high visibility websites, and e-blasts went out to more than 1,000,000 internet users. The purpose was to drive visitors to the county tourism website, www.visitcurrituck.com, for vacation planning. As a result, the website saw a tremendous increase in web hits, page views, and new visits. Overall hits to the website increased by 476% in March, 2009 when compared to March, 2008, reaching almost 1,500,000 hits. New visits to the website went up from 9,000 visitors to over 37,000 over the same period.

The most productive e-campaigns were the following: ad placement on Southern Living and Travel Network websites; banner ad feature on www.washingtonpost.com; Budget Travel: Travel Marketplace e-blast; ad placement and e-blast to subscribers of Tripinfo.com; and e-blast to the Department's database of subscribers.

In addition to printing the new Currituck County Visitor's Guide, the Department made this publication available online. This will not only help reduce cost and paper waste, but also help make the information more accessible to users. Over 2,700 copies of the visitor guide have been downloaded from visitcurrituck.com and visitnc.com as of May, 2009.

Research and Analysis (Continued):

Top States Requesting Visitor Information

The top states currently requesting Currituck Outer Banks visitor guides are: North Carolina, Pennsylvania, New York, Ohio, and Florida.

Website Statistics

Visitor statistics for visitcurrituck.com have consistently increased over the years. The chart below compares page views, unique visitors, and new visitors between the 2007 and 2008 calendar years. There was a 29% increase in page views, a 13% increase in unique visitors and a 9% increase in new visitors. Definitions of each category are located below the chart.

	2007	2008	Change
Page Views	435,701	565,359	129,658
Unique Visitors	87,538	99,570	12,032
New Visitors	73,912	81,104	7,192

Page Views – This number indicates the total number of times pages have been viewed over the last year.

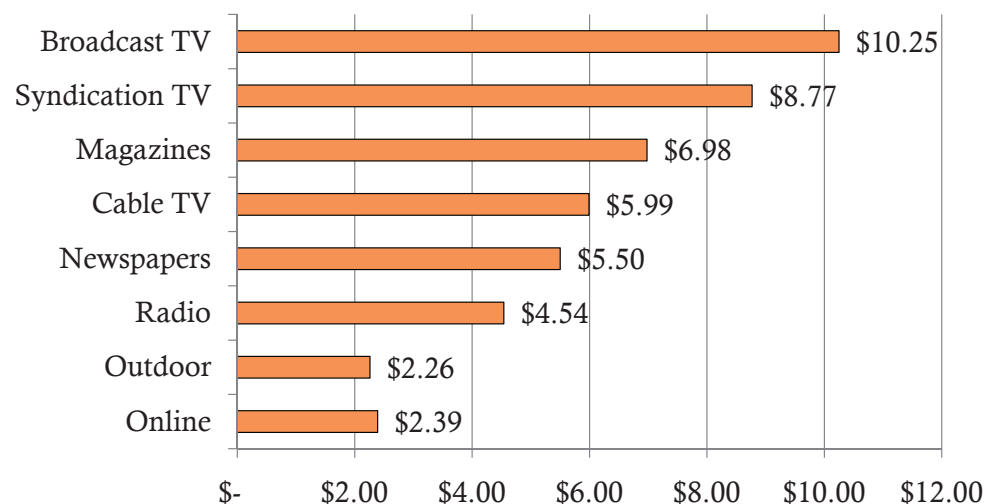
Unique Visitors – This number indicates the total number of different people who have visited the site over the last year. This information is gained based on unique IP addresses that are captured.

New Visitors – This number indicates the total number of first time visitors to the site. These visitors have never been to the site before.

How Much Ads Cost

Data released from Jefferies and Company puts a hard number on the cost of traditional ads in 2008. The firm estimates that broadcast TV had the highest cost-per-thousand (CPM) rate of \$10.25, with syndicated TV at \$8.77. Magazines, cable TV, newspapers, radio and outdoor advertising round out the space.

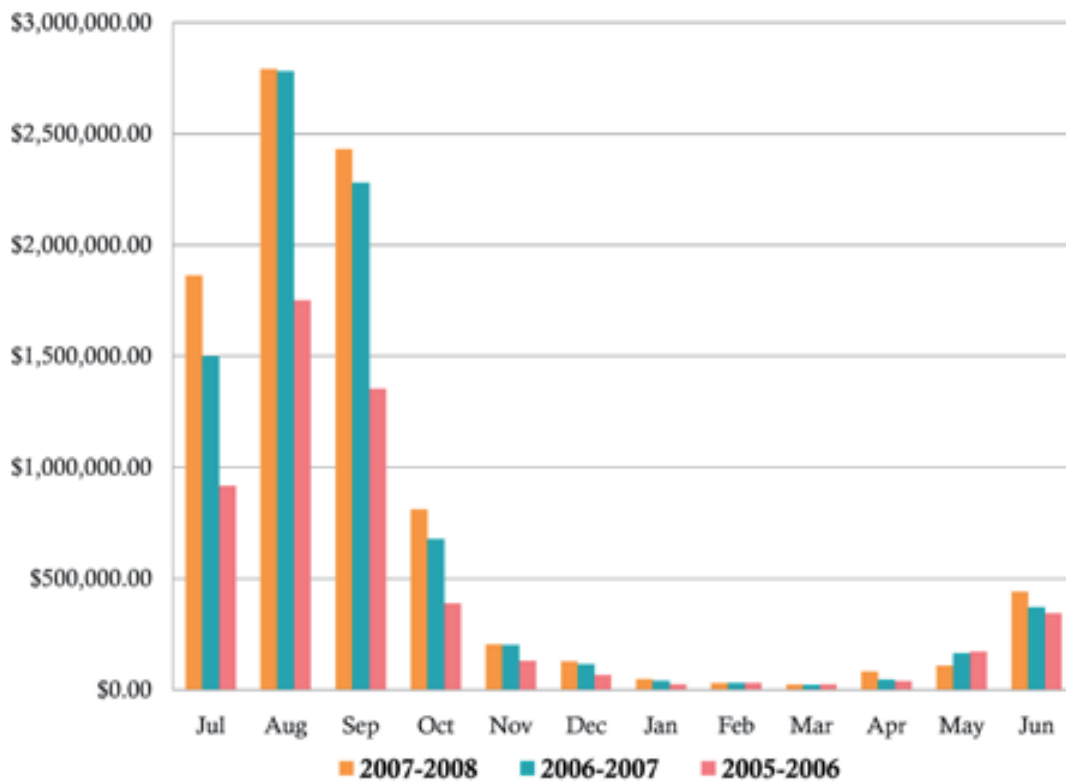
As for spending in the online sector, it's a little more complicated. It is very hard to say this is what the average is. The average is made up of some big swings, depending on what the consumer is buying. A few companies have tried to measure those swings. For display advertising, Credit Suisse estimated that in 2009 the average CPM will be \$2.39, down from \$2.46 in 2008.



Source: Jefferies & Company, <http://www.emarketer.com/Article.aspx?R=1007053>

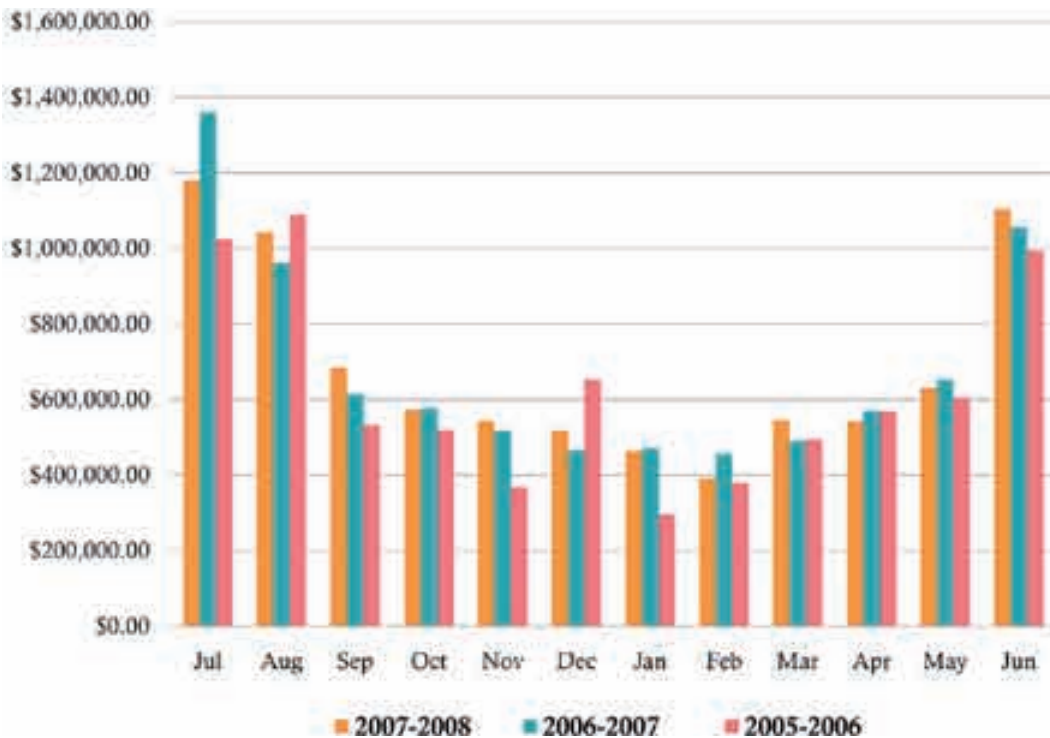
Tax Collections

Occupancy Tax



Occupancy tax collections for 2007-2008 increased \$736,245 from the previous year.

Sales Tax



Sales tax collections for 2007-2008 increased slightly by \$28,882 over the 2006-2007 fiscal year.

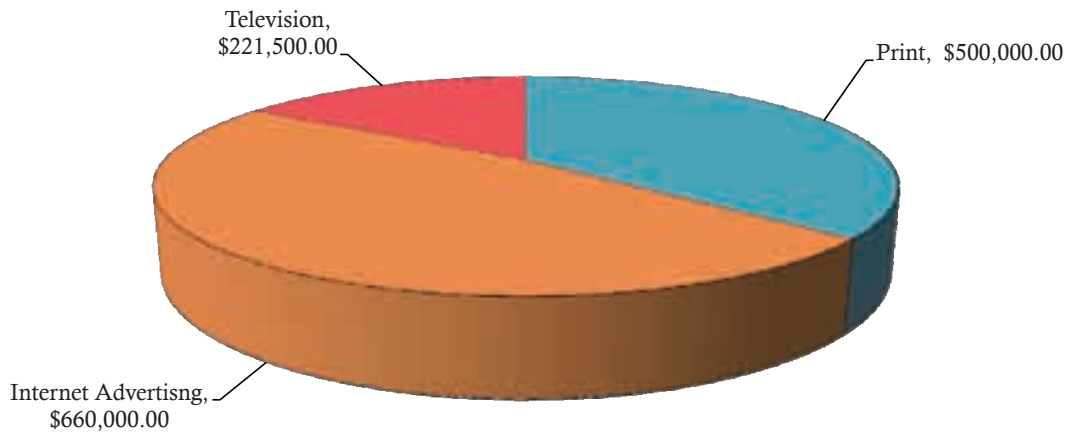
Strategic Plan

In order to meet the goals and objectives set by the Tourism Department and Tourism Advisory Board, a strategic plan has been established. This plan includes:

1. Continuing to improve marketing efforts. A successfully developed strategic plan will define the direction necessary to effectively use marketing resources to increase the number of visitors. Increased visitor spending will strengthen the local economy and generate additional sales taxes and occupancy taxes. This will in turn create additional funds to provide better services for visitors and residents. This can be achieved by:
 - identifying and encouraging new and existing tourism assets, infrastructures, and the target markets that have the most potential to bring visitors to Currituck County who will spend the largest amount of money, thus maximizing the economic impact of travelers to the County;
 - continuing to track and evaluate current marketing and advertising efforts;
 - focusing advertising of the County to locations that are within a shorter drive distance;
 - determining which promotions are effective and eliminating those that are not effective;
 - utilizing the research findings of Randall Travel Marketing, Inc.;
 - expanding the e-marketing efforts to increase the number of visitors and information requests on visitcurrituck.com;
 - enhancing visitcurrituck.com to display additional tourism related activities and attractions;
 - expanding marketing efforts to unique groups such as: small conferences, weddings, reunions, group tours, and retreats;
 - continuing to market the County to media outlets through press releases, fact sheets, etc.
 - promoting Currituck's year-round tourism product in order to increase visitors and revenues in the shoulder season;
 - continuing the linking campaign to encourage tourism sites to link to visitcurrituck.com;
 - improving the visitcurrituck.com's website ranking with Search Engine Optimization (SEO), social networking, etc.
2. Continuing to promote the Department of Travel and Tourism as a business resource for the local tourism industry. Strategies include:
 - promoting businesses locally via publications and programs including: the Currituck Outer Banks Visitor's Guide, the Currituck Outer Banks Newspaper, the Currituck County Shopping & Dining Guide, Currituck Outer Banks Wedding & Event Planner, Visitor/Welcome Centers, outdoor information stands, local television spots, visitcurrituck.com website, visitnc.com website, and other outlets;
 - offering co-op print advertising opportunities to subsidize the cost of advertising for local businesses;
 - expanding the shoulder season by promoting destination weddings, special events, and discounted prices in the off season;
 - holding an annual update meeting to inform the local tourism industry of what the Department has accomplished during the past year and what goals have been set for the new year. One of the prime objectives of this meeting is to obtain feedback, information and direction from Currituck's tourism-related businesses.

Advertising Plan

Advertising for the 2009-2010 budget year will include a combination of electronic media, print and television. The promotional focus will be broken down into the following categories: spring/summer travel; fall travel; co-op offers; and destination weddings.



Internet Advertising

Web 2.0 - Given the importance of a website to today's travelers, the goal of the Currituck County Tourism Department is to consistently update, enhance and create meaningful information to travelers on the visitcurrituck.com website. This will help attract new visitors as well as create a relationship with return visitors. End-users have changed the way they utilize the internet and the Tourism Department is constantly adapting to meet their needs and improve the usability of its website in this Web 2.0 atmosphere.

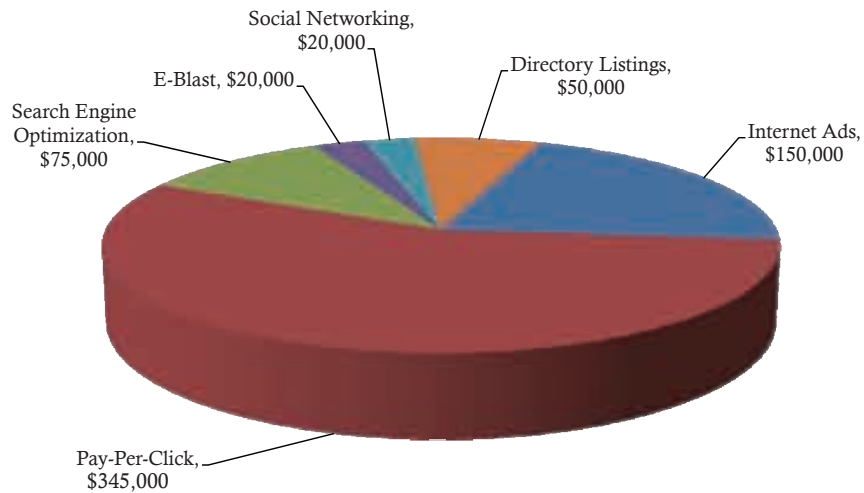
Wikipedia.org defines Web 2.0 as "a perceived second generation of web development and design, that facilitates communication, secure information sharing, interoperability, and collaboration on the World Wide Web. Web 2.0 concepts have led to the development and evolution of web-based communities, hosted services, and applications, such as social-networking sites, video-sharing sites, wikis and blogs."

The Tourism Department will be working with its partners, Ciniva, in researching new technologies and ensuring that Currituck remains competitive online. A brief overview of some of the planned web based promotions is listed below.

Website Redesign - The proposed budget includes an additional \$20,000 for a complete overhaul of the Tourism website. By web standards, the site is somewhat out of date. Staff will be working with Ciniva to enhance the features on the website and utilize the latest technology. An emphasis will be placed on creating a unique web experience for each user by offering interactive content, such as maps, shopping and dining guides, printable coupons for area businesses and even an itinerary planner that can be customized and printed out.

Staff will also be looking into formatting a version of our website to be compatible with mobile devices. These are usually scaled down versions of an existing site and users will be able to access information on the site (i.e. business listings) while they are away from their computer.

Internet Advertising (Continued)



Online Leads, Banners and Backlinks - The Department will tie in internet marketing to print, television and radio ads. It will continue to advertise on a variety of travel/lifestyle related websites such as visitnc.com, theknot.com and ncgolf.com. Most of the publications advertised in also offer a link on their website. A few notable publication websites are Oprah Magazine, Southern Living, Golf Magazine and Martha Stewart Living. This helps in creating more backlinks to the Currituck website. The more backlinks it has, the higher the page rank will be in search engines. Staff will also continue to ask that local businesses add a link on their website to the Currituck site.

Plans are to sign up for a few online lead generation websites that will allow visitors to request a free brochure and more information about the area. TravelGuidesFree.com and VacationPlanning.net are two of the sites the Department will utilize out this year. Both offer a variety of display options for promoting the area and to attracting new visitors.

E-blasts & E-Newsletters - The e-blast/e-newsletter program initiated in 2007 will be expanded this year. The e-mails and newsletters distributed will market to potential visitors to Currituck County and provide them with information specific to local attractions, events, activities, etc. This electronic advertising will also target vacationers' specific interests and keep them up to date on special offers, discounts, promotions, and other vacation information. These tools will have the same look and feel of the Currituck website in order to create a recognizable branding across all mediums. The goal is to send out an e-blast or e-newsletter at least once a month. Currently, the Department's email database reaches more than 40,000 potential visitors. Staff is constantly generating new leads via our website, phone calls and Welcome Center foot traffic

Search Engine Optimization (SEO) - SEO is the process of updating the content (text, images, etc...) on a website to improve its volume and quality of traffic by means of natural/organic search results. In order for visitcurrituck.com to be competitive on the internet, the Department must analyze current trends and anticipate changes to how people search and how the search engines return relative results. By continuously adjusting content, staff hope to increase the relevance of keywords and pages in search engines.

Pay-Per-Click (PPC) - Pay-Per-Click is described as internet advertising when the purchaser is only charged for a user clicking on an ad and being directed to a specific website. PPC is similar to an auction where the highest bidder for a keyword combination receives priority listing by the search engine. An effective PPC campaign is essential to a successful website. The Tourism Department is involved in an aggressive PPC campaign through Ciniva with a budget of \$75,000. Examples of

keywords that we have been successful with in our PPC campaign include: Currituck County, lighthouses, fishing, weddings, Currituck Outer Banks, Corolla, beaches, and wild-horses. PPC strategies are analyzed on a daily basis and may be adjusted to stay search engine friendly. The PPC spending will increase in months that typically bring in higher numbers of bookings with our rental industry partners.

Social Networking - Online social networking describes websites that function like online communities of internet users. Many of the visitors to social networks share common interests such as hobbies, age or politics. Social networking efforts will be a large focus of the Department's online advertising campaign for the upcoming year. Staff will promote all of its social media sites in e-blasts, e-newsletters, print ads and on VisitCurrituck.com. Some examples are below:

Blog – BloggingTheBeach.com – Staff will be updating the blog at least 3 times per week with local event information, firsthand accounts from visitors/residents and featured businesses. The Department will encourage readers to subscribe to its RSS Feed as another avenue to spread current news about the area.

Twitter – twitter.com/currituckcounty – According to Neilson.com, Twitter is one of the fastest growing social communities at a rate of 1382%. Twitter is considered a micro blog where users are limited to 140 characters for each post. Users can follow each other to receive updates on their personal twitter page, email account, or via a compatible mobile device. Currituck will be utilizing Twitter to update followers on special deals and events throughout the area.

Facebook - Facebook is currently the largest social networking site in the world. Users can join networks based on city, school, workplace, etc... Facebook also allows users to set up groups based on almost any category (i.e. vacation destination, food, music preferences). The Department will expand its Facebook profile to include groups where users can post images, leave messages and interact with each other based on the common interest of Currituck County. It will also run some targeted ads that will be specific to Facebook and appear on the side bar when a user is from a particular geographic location.

Myspace – myspace.com/currituckobx – Myspace recently was overtaken by Facebook as the top social networking site. Myspace allows users to interact in a similar fashion to Facebook. The Department will run targeted ads on Myspace as well.

Video Sharing Sites- The most popular video sharing site is Youtube.com; however, Hulu.com is quickly trying to close the gap. Currituck has a Youtube account in which a few short videos are posted. The Department will set up an account with Hulu as well which will allow for an additional platform to post videos to. The plan is to make these video sharing sites a resource for all businesses located in the county. Local businesses/residents are encouraged to send short videos that can be posted to promote the county and all it has to offer.

Other Internet Promotions - Introduced to the Currituck County internet marketing mix in 2007-2008 was the use of e-zine, or on-line electronic magazines. E-zine readers are loyal and generally stay subscribed. E-zines have higher response rates than e-mail campaigns with higher click through rates. Articles submitted to E-zine create credibility with target markets by establishing the writer as an expert.

Another e-marketing campaign that will be explored is international e-marketing. This will include marketing to potential visitors in Canada, Germany and the United Kingdom. E-blasts, advertorials, banner ads and other campaigns will be used.

Publication Website	CPL CPC	Market	Details												
				2008						2010					
Destination Weddings															
Bridal Guide	CPL - \$1.02	National	1/2 Print, RSC												
BridalGuide.com	New Ad - No Trackable Data	Website	WEB, EDIT, Profile												
Destination Weddings & Honeymoons	CPL - \$24.90	National Distribution	1/3 Print, RSC												
Knot, The	CPL - \$0.36	NC	Full Print, WEB, RSC												
theknot.com	New Ad - No Trackable Data	Local Profile, NC Section	Profile, Feature												
Modern Bride	CPL - \$19.26	National Distribution	1/2 Print												
Virginia Bride	New Ad - No Trackable Data	Virginia	Full Print												
Cultural & Heritage Promotions															
Carolina Field Trips Magazine	No Trackable Leads	NC, SC	1/2 Print												
Civil War Times, Preservation, Smithsonian - Heritage & Culture	New Ad - No Trackable Data	National Distribution	1/3 Print, RSC,												
Civil War Traveler	CPL - \$0.47	National Distribution	1/9 Print, RSC												
Carrutuck Outer Banks Co-op Offers															
Duck Corolla Guide, Annual Issue	No Trackable Leads	Outer Banks	Full Print												
Oprah	CPL - \$3.25	East of Mississippi	Full Print, RSC												
Outer Banks Visitors Guide, Annual Issue	No Trackable Leads	Outer Banks	Full Print												
Resort Maps, Annual Issue	No Trackable Leads	Outer Banks	Print												
Southern Living	CPL - \$4.96	Mid-Atlantic	Full Print, RSC												
Sunny Day Guide, Annual Issue	No Trackable Leads	Outer Banks	Full Print												
Washington Post Newspaper	CPL - \$19.55	DC	Full Print, EDIT												
Women's Day	CPL - 4.43	East of Mississippi	Full Print, RSC, WEB												
Beach 104, 99.1 The Sound	No Trackable Leads	Outer Banks	30 Second Spots												

Definitions:

CPL - Cost Per Lead
RSC - Reader Service Card
VID - Video
EDIT - Editorial/ Advertorial

CPC - Cost Per Click
WEB - Web Listing/Web Ad
LG - Lead Generation

This advertising plan is subject to change. Additional internet marketing campaigns will be included throughout the fiscal year.

Public Relations

Press Tours

The Tourism Department will again this fiscal year organize press tours that will expose media to the County's attractions and unique experiences. The writers will immerse themselves into Currituck experiences which will include vineyard tours, visits to see the Grave Digger monster truck, seeing the Corolla Wild Horses, climbing the Currituck Beach Lighthouse, shopping at farm markets, touring the Whalehead Club, and more. The media will then write editorial for their publications, giving readers (perspective visitors) insight into what Currituck has to offer.

Familiarization Tours

Travel professionals will be invited to learn more about Currituck County and its many activities and attractions. These tours will be targeted to travel agents, State Welcome Center staff, and other travel professionals in the tourism industry who may benefit from a brief trip to the area.

Media Software

In 2009-2010 budget year, the Department is planning to expand its presence in the media across the internet, as well as in printed publications. This will be achieved with the purchase of Public Relations Management Software provided by Vocus. The software will enable us to create targeted media lists; keep track of all media contacts and interactions; distribute press releases; and news and automatically monitor Currituck's media coverage. Vocus's database has detailed information about more than 800,000 media contacts, media outlets, and analysts, as well as publicity opportunities such as editorial calendars, awards, conferences and trade shows. With this powerful tool, the Department will be able to easily manage PR projects, and present comprehensive reports to the Tourism Advisory Board and our tourism business partners.

Travel Trade Shows

The Department is planning to expand its presence at local and national trade shows next year. Trade shows have proved to be an extremely beneficial part of the Department's marketing campaign, and allow them to reach out directly to vacationers and their families. In the past year, staff attended the Adventures in Travel Expo in Washington, DC and the Military Travel Expo in Jacksonville, NC. In the upcoming year, the Department is planning to be represented at the following industry events (if the current Travel Ban is lifted): Adventures in Travel Expo in Washington, DC and New York; US Travel Association Travel Expo; Canadian Travel Expo; and Regional Trade Shows (Wedding, Military, etc.)

Business Development

Local Familiarization Tours

Familiarization tours will be offered for reservation agents, local information center staff, and other local tourism businesses that would benefit from learning more about the area. This will be especially beneficial to frontline staff members, who are the main contacts with visitors during the booking, checking-in, and recommendation process. Often times this staff is from outside of the area or is not familiar with Currituck County.

Business Listing Updates

The Tourism Department staff communicates local events and information about tourism-related businesses on well developed, informative websites and/or printed materials. The following sources will continue to be updated and maintained:

www.ComeToOurBeach.com
www.VisitNC.com
www.Weekendsetc.com
www.onlineeventscenter.com
AAA Go Magazine
Sunny Day Guide
East Carolina Radio Group
www.visitncne.com (Northeast Commission's website)
www.festivalnews.info
www.PhyllisAndCompany.com
www.guestquest.com
Independence Publishing

Also, the Welcome Center staff stays informed of all events happening in the county, and promotes them to the visitors.

Business Resources

The Business Resources program was created to be a source of information for local tourism businesses. Within the site, businesses can access:

- announcements from the Department, Tourism Advisory Board, and Tourism Development Authority; agendas and minutes of the Tourism Advisory Board Meetings;
- guidelines for inclusion on the website, visitor's guide, and event posting and the County's information centers;
- cooperative marketing opportunities;
- research and statistics on travel and tourism in Currituck County; and
- the Department's marketing plan and other documents.

Support of Funds Program

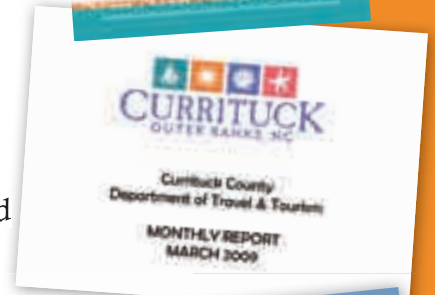
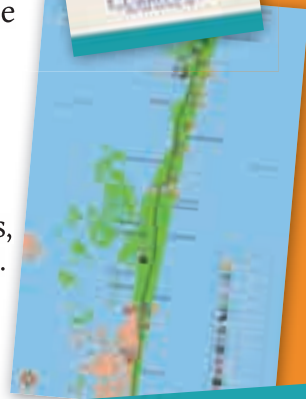
The purpose of the Support of Funds Program is to assist Currituck County community groups, non-profit organizations, and tourism-related businesses in promoting and marketing tourism and culturally-related events and activities. The program provides funds for advertising and promoting events, festivals, and other special promotions. Marketing activities under this program include paid media advertising, promotional materials, shoulder season promotions, and events that draw visitors and tourists from outside Currituck County.

Primary consideration is given to projects that enhance the long-term growth of the tourism industry and have the greatest potential for positive economic impact on the local economy. The goal of the Support of Funds Program is to provide groups, organizations and businesses with seed money to establish the marketing of their event(s)

Publications

The following printed publications will be published or re-issued during the 2009-2010 fiscal year:

- **Currituck Outer Banks Visitor's Guide:** The Tourism Department's award-winning, comprehensive publication that lists attractions, events, activities, accommodations, services, maps, and other valuable visitor information. The visitor's guide is available on the departments website.
- **Currituck Outer Banks Shopping & Dining Guide:** A comprehensive list of Currituck's shopping and dining businesses. The guide is available on the departments website.
- **Wedding & Event Planner:** The award-winning guide that details all the resources needed to plan a wedding, reunion, retreat, conference, and/or other type of event in Currituck County.
- **Currituck Outer Banks Family Reunion Planner:** This guide will be sent as a resource for perspective visitors to plan a family reunion in Currituck County.
- **Currituck Outer Banks Newspaper:** Featuring stories on various attractions, activities, businesses and events.
- **Currituck County Map:** A map that highlights the local attractions, and major roads. The map is available on the departments website.
- **Corolla Map:** A map featuring the attractions, shopping districts, beach access points, major roads, etc. The map is available on the departments website.
- **Historic Corolla Village Map:** A map highlighting the historic attractions and shops in the village. Listings include the Lighthouse, Whalehead Club, Outer Banks Center for Wildlife Education and more. The map is available on the departments website.
- **Annual Report:** The annual report details the progress achieved by the County's Travel and Tourism Department and contains data and analysis on occupancy tax and sales tax collections, marketing strategies, expenditures and statistical research. The Annual Report is available on the departments website.
- **Monthly Report:** The Tourism Department's Monthly Report offers specific marketing data on advertisements placed by the County. Readers can see exactly which internet and print resources are utilized by the Department in promoting tourism and how many leads are generated by the ads. The report also features information on brochure distribution, occupancy tax and sales tax collections, etc. The Monthly Report is available on the departments website.
- **Media Kit:** This award winning publication is sent to travel writers and others in the media industry. It includes story ideas, a event list, and a fast-facts sheet. Its purpose is to facilitate in producing editorial stories about Currituck County. The Media Kit is available on the departments website.



Welcome Centers

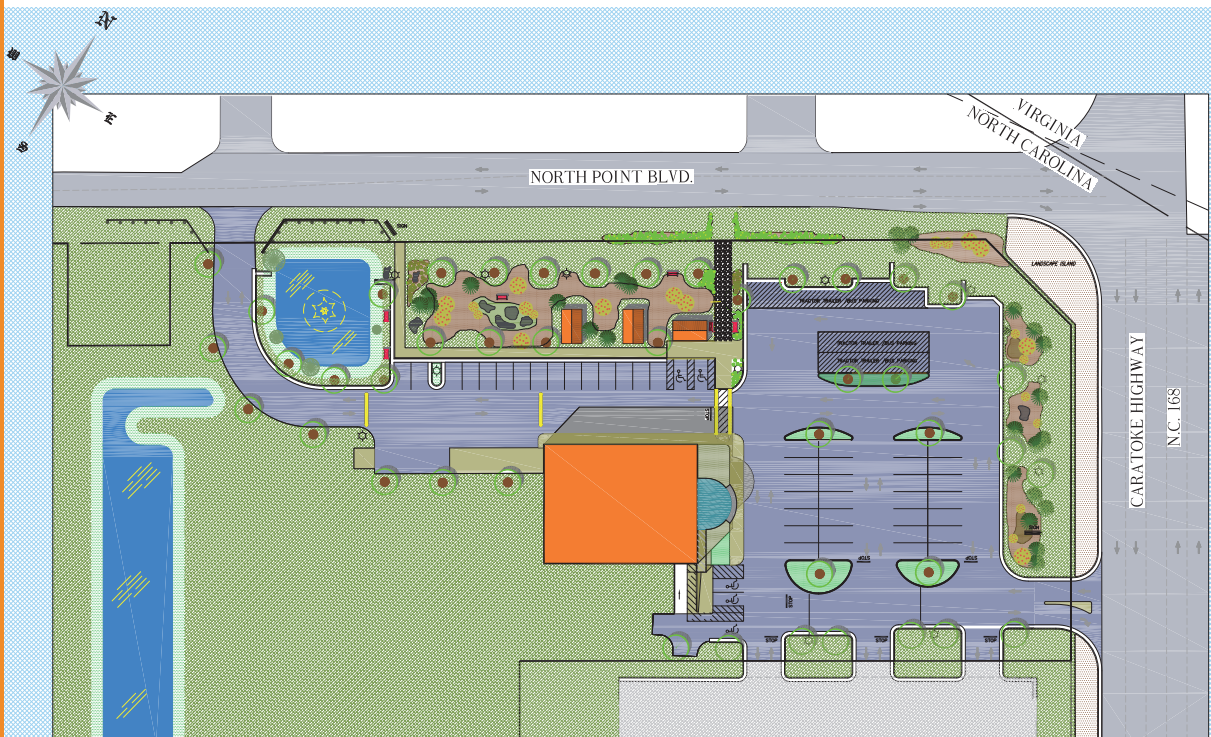
The Currituck County Welcome Center in Moyock and the Currituck Outer Banks Visitor Center in Corolla are gearing up for another busy season.

By visiting one of the information centers, guests are informed about everything they will need to enjoy all of the unique and exciting experiences Currituck County has to offer. Visitors can speak to staff members who are enthusiastic, friendly, and eager to promote Currituck County's businesses and attractions.

The Moyock center employs 10 part-time associates, with an additional 7 at the Corolla center. Staff training is essential to the centers' success, and on-going training ensures that visitors will receive the most up to date information with exceptional customer service.

The Department is in the process of making improvements at the Moyock center to better accommodate visitors. Parking space will be replaced with green space fronting the highway, and enhanced signage will be included. Picnic pavilions, a dog walking area, and vending machines are also being added.

A warehouse storage area and expansion of visitor restrooms will complete the improvements, making the center a welcoming and convenient stop for visitors before heading to their destinations. The Department is proud of what has been accomplished so far and will continue to strive to make our center a regular stop for everyone who drives into Currituck County.



MOYOCK WELCOME CENTER

Tourism Boards

Tourism Development Authority

J. Owen Etheridge, Chairman
Vance Aydlett
Barry Nelms
Janet Taylor

Paul O'Neal, Vice-Chairman
Gene Gregory
John Rorer

Tourism Advisory Board

John Wright, Chairman
Don Cheek
Petrina Ramey
Vivian Simpson

Krista Boughey, Vice-Chairman
Janice Farr
Cindy Seymour

Ex-Officio Members

Paul O'Neal,
Board of Commissioners
Diane Nordstrom,
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Veronica Brown,
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