

2010-2011 Department of Travel & Tourism
Marketing Plan



Introductory Message

Dear Currituck Business Partners,

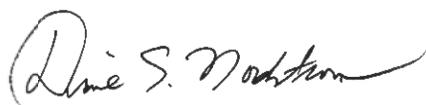
March 2010 marked the **FIVE YEAR ANNIVERSARY** of the formation of the Currituck County Tourism Department. Since its creation, the Department has experienced many changes, opportunities and successes. The original operating budget of \$567,000 has grown to over \$3,000,000. The number of inquires for printed materials has increased from 40,800 in the first year to 231,600 in the most recent year. Annual visitors to the tourism website – visitcurrituck.com – has increased from 72,000 visits to over 700,800 visits. It has been a challenging, yet productive five years.

Tourism is Currituck County's largest industry. Nearly all businesses in Currituck benefit from tourism, either directly or indirectly. Besides hotels, lodges and vacation rentals, restaurants, shops, grocery stores, even building trades are impacted. This economic activity **SUSTAINED MORE THAN 1,500 JOBS IN CURRITUCK COUNTY** with an annual payroll exceeding \$22 million. **CITIZENS SAVE AN AVERAGE OF \$1,511 ON THEIR ANNUAL TAXES.**

Domestic tourism in Currituck County generated an economic impact of \$112.66 million in 2008 (the latest figures available). This is a -6.12% change from 2007. The current sluggish economy is continuing to negatively impact tourism in Currituck and has led to a decrease in visitor spending. For this reason, the Tourism Department has implemented an aggressive marketing campaign to bring more visitors to the area and encourage visitor spending.

Twice in the past two fiscal years, the Tourism Department – with support from the Tourism Advisory Board – **RECOMMENDED A SPENDING INCREASE IN DIRECT MARKETING TO POTENTIAL VACATIONERS.** This request totaling \$600,000 was approved by the Tourism Development Authority. The results of this marketing campaign have been positive. **VISITOR INQUIRES ARE AT AN ALL-TIME HIGH**, and the prospect of tourism for the new year is positive.

Please take the opportunity to read this report. It highlights the print and online marketing objectives to be followed by the Tourism Department during the 2010-11 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.



Diane S. Nordstrom, Director
Currituck County Department of Travel & Tourism

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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. Enhance and aggressively market the tourism website using SEO, pay-per-clicks, directories, and other online marketing strategies.
5. Increase exposure of Currituck County through popular online social networks such as Facebook, YouTube and Twitter.
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. Promote Currituck County businesses through the MORE Card program, a discount card campaign designed to assist businesses 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.

Research & 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 2009-2010 marketing campaign.

2009-2010 ADVERTISING CAMPAIGNS

Extensive research goes into tracking leads. In doing so, the Tourism 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 print advertisements in 2009-2010 year were: The Knot, O Magazine, Family Travel Insert, Great Vacation Getaways Insert, America's Best Vacations Insert, Bridal Guide, and AARP. The most productive e-campaigns were the following: keyword/search ad campaigns on Google.com; ad placement on VisitNC.com; banner ad on WeatherUnderground.com; and a featured listing on theknot.com.

In addition to printing the new Currituck Outer Banks Visitor's Guide, Shopping & Dining Guide and Wedding Planner, the Department made these publications available online. This not only helps reduce cost and paper waste, but also helps make the information more accessible to users. Over 5000 Currituck County publications have been downloaded from visitcurrituck.com as of April, 2009

TOP STATES REQUESTING VISITOR INFORMATION

The top states currently requesting Currituck Outer Banks Visitor's Guides are: North Carolina, Pennsylvania, New York, Florida, Virginia, Ohio, New Jersey, Georgia, and Maryland.

WEBSITE STATISTICS

Visitor statistics for VisitCurrituck.com are analyzed on a daily basis by using Google Analytics and SmarterStats. The chart below compares page views and web visits between the 2007, 2008, and 2009 calendar years. Overall visits to the website increased by 82% and page views increased by 82% as well. Definitions of each category are located below the chart.

	2009	2008	2007
Page Views	1,088,222	565,359	435,701
Unique Visitors	286,789	99,570	87,538
New Visitors	245,133	81,104	73,912

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.

In December 2009, VisitCurrituck.com received a face lift and immediately showed an upward trend in the amount of time users spent on the website, the number of pages they viewed per visit, and the bounce rate. The data below looks at these numbers before and after the new website launch. While the time frames for comparison are not the same length, the data is definitely trending upward, which is a positive sign.

The data also shows that the new website is attracting more quality visits. Users are spending more time on the website and viewing more pages during each visit, which is also a positive sign. A definition of each category is below the chart.

	Page/Visit	Time On Site	Bounce Rate
1/1/08 – 12/7/09	2.41	1 min., 40 sec.	55.48%
12/8/09 – 3/1/10	3.89 (+61%)	3 min., 24 sec. (+104%)	46.34%

Pages/Visit – The number of page views during an individual user visit to the website. **Time on Site** – This number indicates the amount of time spent viewing the website during an individual visit. **Bounce Rate** – This number indicates the percentage of users who leave the website before viewing other pages on the website. Google lists that a bounce rate of 50% or less is considered very good. In addition to basic visitor statistics, in depth usability testing has been implemented with the launch of the new website. By utilizing click tracking and heat mapping tools, staff is able to test the effectiveness of different features on the website. This data is used to make necessary layout changes to increase the usability of the website overall.

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.

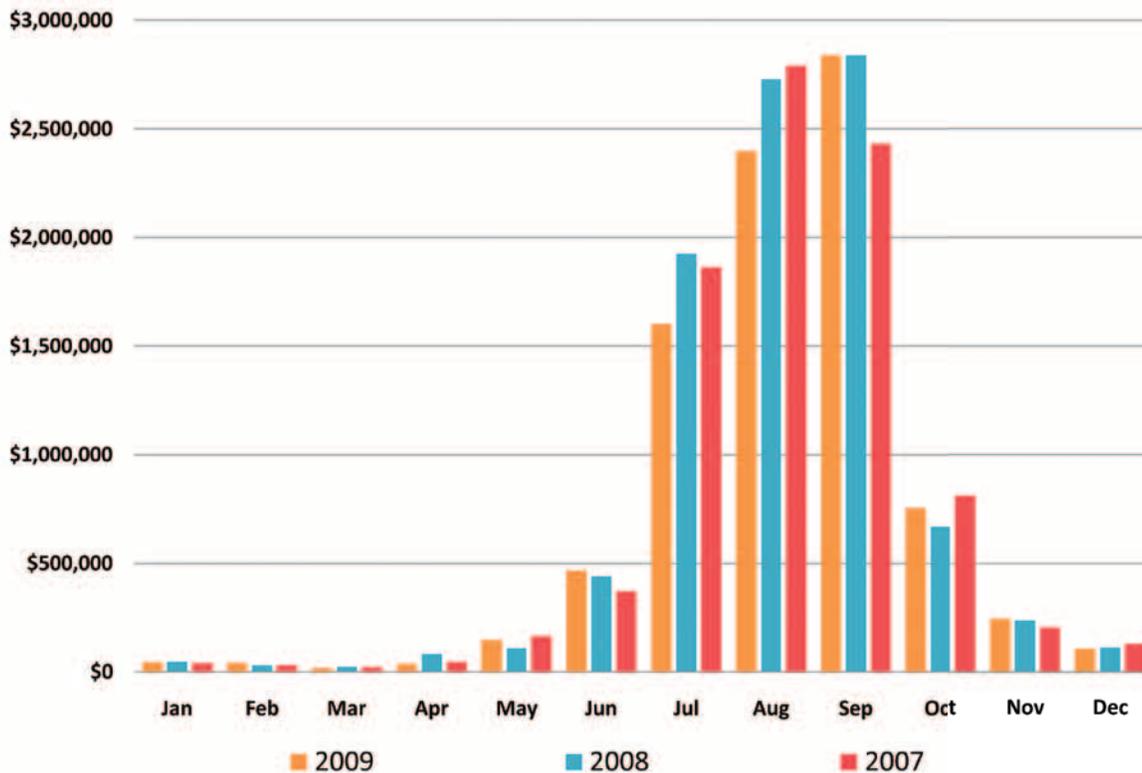
As for spending in the online sector, it's a little more complicated. It is very hard to say "this is what the average is." The average is made up of some big swings, depending on what the consumer is buying. A few companies have tried to measure those swings. For display advertising, Credit Suisse estimated 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>

OCCUPANCY TAX COLLECTIONS

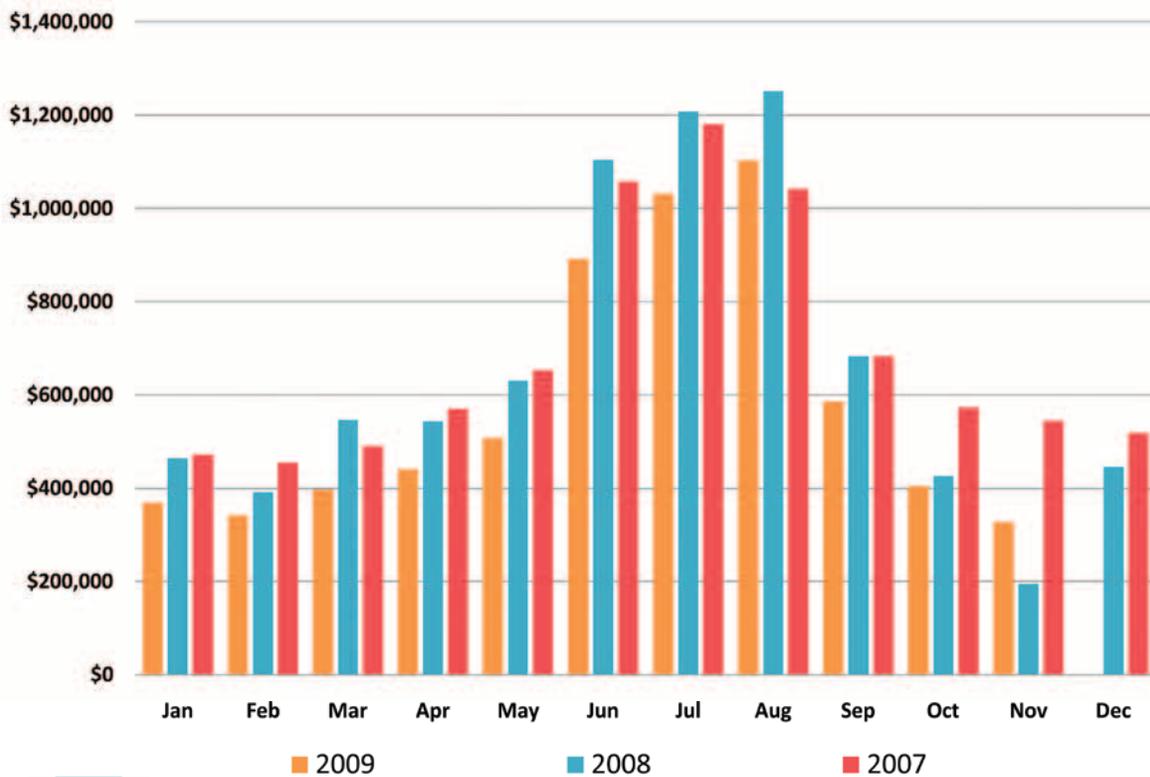
Occupancy tax collections were down \$626,899 for June - September; that is a decrease of 7.9% when comparing 2008 to 2009.





SALES TAX COLLECTIONS

Sales tax collections were down \$634,050 for June - September; that is a decrease of 15% when comparing 2008 to 2009.



Strategic Plan

The following goals and objectives comprise the strategic plan set by the Tourism Department and Tourism Advisory Board:

1. Increase marketing and advertising to promote the Currituck Outer Banks as a premiere vacation destination. Strategies include:

- **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 day's drive;
- **DETERMINING WHICH PROMOTIONS ARE EFFECTIVE** and eliminating those that are not effective;
- Continuing to **UTILIZE THE RESEARCH FINDINGS OF RANDALL TRAVEL MARKETING, INC.**;
- **EXPANDING THE E-MARKETING EFFORTS** – including the use of social networks – to increase the number of visitors and information requests on VisitCurrituck.com;
- **ENHANCING VISITCURRITUCK.COM** to display additional tourism related activities and attractions and make online searches easier for visitors to the website;
- **EXPANDING MARKETING EFFORTS TO UNIQUE GROUPS** such as: small conferences, weddings, reunions, and retreats;
- Continuing to **MARKET THE COUNTY TO MEDIA OUTLETS** through Vocus, press releases, fact sheets, press tours, 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-related business sites to link to VisitCurrituck.com;
- **IMPROVING THE VISITCURRITUCK.COM'S WEBSITE RANKING** with Search Engine Optimization (SEO), pay-per-clicks, and other strategies.

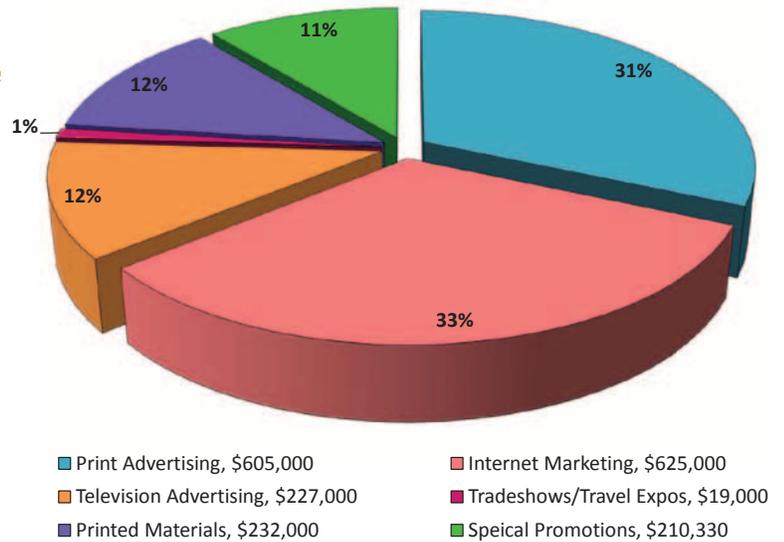
2. Continue to promote the Department of Travel and Tourism as a resource for the local tourism industry. Strategies include:

- **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 Planner, the MORE Card discount card program, visitor/welcome centers, brochure distribution racks, television advertising 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 AND FOCUS GROUP MEETINGS.**

Advertising Plan

Advertising for the 2010-2011 budget year will include a combination of print advertising, Internet marketing, trade show and travel expos, television advertising, creating printed materials (such as the Visitor's Guide and Shopping & Dining Guide, etc.), and other special programs (like creating promotional products, billboards, hosting press tours, etc.).

Over \$1.9 million dollars has been allocated for promotional advertising efforts for the upcoming fiscal year, July 1, 2010 - June 30, 2011. The chart to the left show a break down of how these funds will be spent.



INTERNET ADVERTISING

Online Leads and Banners – The Tourism 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 readersdigest.com. Most of these publications also offer a link on their websites. A few notable publication websites are Oprah Magazine, Southern Living, Golf Magazine and Martha Stewart Living.

The Department will also collect online leads from a variety of sources. Many of the websites and publications mentioned above offer the ability to link directly to the information request form on VisitCurrituck.com. Leads are also generated from the Currituck Outer Banks fan page on Facebook.

E-blasts – The e-blast program continues to grow at a rapid pace. Currently there are more than 45,000 e-mails in the Department's database. An e-newsletter is sent out once a month. This electronic advertising allows visitors to receive information related to events, activities and special discounts for Currituck County. Plans for this program include creating more targeted lists based on visitor interests such as: weddings, wine and nature. Staff is constantly generating new leads via our website, phone calls and visitor information 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 hopes 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 partnered with Ciniva. Examples of keywords that have proved successful include: Currituck County, lighthouses, fishing, weddings, Currituck Outer Banks, Corolla, beaches, family vacations, 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 local vacation rental companies.

Google Ad Network – To supplement the PPC campaign, the Tourism Department has launched an additional campaign which includes image ads and search ads. These ads are displayed across the Google Ad Network, which includes sites like amazon.com and nytimes.com. By utilizing this unique network, the ads are able to reach a much wider audience at a much lower cost when compared to advertising on a single website. These ads also provide a direct call-to-action and link users to specific landing pages within the VisitCurrituck.com website.

LOOK FOR CURRITUCK OUTER BANKS ADS AT:

VisitNC.com
TheKnot.com
WeatherUnderground.com
CarolinaLiving.com
ReadersDigest.com
Triplnfo.com
Gozaic.com
Wavy.com
VisitSouth.com



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 on the Department’s online advertising campaign for the upcoming year. Staff will promote all of its social media sites in e-blasts, print ads and on VisitCurrituck.com. Some examples are:

- Facebook – The Department will continue to promote its fan page as a way for visitors to stay in touch with the area. A new advertising campaign will utilize Facebook’s onsite ad opportunities and allow visitors to request information and brochures directly and encourage them to become a fan of the Currituck Outer Banks. Monthly giveaways and photo contests will also be used to keep consistent interest and traffic coming to the page.
- YouTube - The Currituck Outer Banks YouTube channel will again be used as a marketing tool to create interest in the area by providing short informational videos. The Department has also launched a clickable video ad campaign through YouTube (owned by Google). These video ads will appear prior to other sponsored videos on the website. Text ads will also be used as an overlay during sponsored videos. The ads will link back to the VisitCurrituck.com website so visitors can request additional information.
- Twitter – 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, e-mail account, or via a compatible mobile device. Currituck will be utilizing Twitter to compliment the Facebook and YouTube pages in the overall social networking plan.
- Blog – Staff will update the blog “BloggingTheBeach.com” at least three 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.

PRINT PROMOTIONS

The print advertising budget encompasses advertisements in magazines and newspapers. Via the print campaign for Currituck County, millions of potential vacationers are reached each year. The purpose of these advertisements is to drive traffic to the website, call the toll-free number to request information, and encourage perspective visitors to vacation at the Currituck Outer Banks. The Department has budgeted \$605,000 for print marketing; below is a break down of the Print Marketing Advertising Campaign:

Family Vacations, Advertising Campaign: \$245,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
AARP	1,082,500	\$0.01	\$2.46	Mar/Apr, 2011	1/6 Page	\$6,427.00
America's Best Vacations, Newspaper Insert	982,193	\$0.01	\$3.09	Spring, 2011	1/4 Page	\$8,295.00
Budget Travel	350,780	\$0.04	\$10.20	Mar, 2011	1/2 Page	\$10,468.00
Carolina Living	85,000	\$0.05	\$2.24	Mar, 2011	Three, 1/3 Page Ads	\$4,980.00
Coastal Living	450,000	\$0.03	\$11.81	Jan, 2010	1/2 Page	\$13,883.00
Country Living	343,000	\$0.02	\$7.39	Feb, 2010	1/3 Page	\$4,926.00
Escape to the Southeast Travel Guide	125,000	\$0.02	\$5.04	Annual Issue, June	FP	\$2,856.00
Explore the Southeast - Newspaper Insert	1,200,000	\$0.01	\$1.31	Spring, 2011	1/8 Page	\$4,845.00
Family Travel Mid-Atlantic - Better Homes & Gardens, Ladies Home Journal, Redbook	700,000	\$0.02	\$1.52	Feb, 2011	1/3 Page	\$13,518.00
Good Housekeeping	1,020,000	0.02	March Ad, No Data	Mar, 2011	1/2 Page	\$13,883.00
Good Housekeeping	1,020,000	0.02	March Ad, No Data	May, 2011	1/2 Page	\$13,883.00
Great Vacation Getaways - Various Newspapers	1,650,000	\$0.01	\$1.77	Spring, 2011	1/10 Page	\$5,399.00
Midwest Vacation Guide	8,000,000	\$0.01	\$3.43	Spring, 2011	Brochure Ad	\$5,789.00
New York Times - LKM State Co-op	1,440,000	\$0.01	\$7.79	May, 2011	1/9 Page	\$3,000.00
North Carolina Fall Travel Guide - Newspaper Insert	775,000	\$0.01	\$5.07	Spring, 2011	1/8 Page	\$6,693.00
Official Golf Guide for North Carolina	50,000	\$0.05	\$11.16	Annual Issue, 2011	1/2 Page	\$5,460.00
Oprah/O Mag - LKM State Co-op	610,000	\$0.01	\$2.87	Apr, 2011	1/9 Page	\$1,890.00
Oprah/O Mag - LKM State Co-op	610,000	\$0.01	\$2.87	Jun, 2010	1/2 Page	\$9,975.00
Parade - Newspaper Insert	4,384,251	\$0.01	\$1.52	Spring, 2011	Brochure Ad	\$4,820.00
Readers Digest	1,224,800	\$0.01	\$6.24	Apr, 2011	1/3 Page	\$14,990.00
Southern Living	36,500	\$0.03	\$0.08	Jul, 2010	1/2 Page	\$11,522.00
Southern Living - LKM State Co-op	1,240,000	\$0.01	\$0.08	Apr, 2011	1/9 Page	\$3,937.00
Travel Guide to North Carolina, The Official	700,000	\$0.05	\$173.98	Annual Issue, 2011	1/2 Page	\$20,080.00
USA Weekend	5,000,000	\$0.01	\$8.72	Aug, 2009	Formatted Ad	\$3,530.00
USA Weekend	5,000,000	\$0.01	\$8.72	Mar, 2010	Formatted Ad	\$3,530.00
USA Weekend	5,000,000	\$0.01	\$8.72	Nov, 2009	Formatted Ad	\$3,530.00
Women's Day	1,517,000	\$0.01	\$10.88	May, 2011	1/6 Page	\$8,945.00
Remnant Opportunities / Family Reunions						\$34,000.00

Shoulder Season, Advertising Campaign: \$125,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
AARP	1,082,500	\$0.01	\$2.46	Oct/Sep, 2010	1/6 Page	\$6,427.00
America's Best Vacations, Newspaper Insert	982,193	\$0.01	\$3.09	Fall, 2010	1/4 Page	\$8,295.00
Carolina Living	85,000	\$0.05	\$2.24	Sep, 2010	Three, 1/3 Page Ads	Paid in Last Fiscal Budget
Explore the Southeast - Newspaper Insert	1,200,000	\$0.01	\$1.31	Fall, 2010	1/8 Page	\$4,846.00
Great Vacation Getaways - Various Newspapers	1,650,000	\$0.01	\$1.77	Fall, 2010	1/10 Page	\$5,399.00
North Carolina Spring Travel Guide - Newspaper Insert	775,000	\$0.01	\$5.07	Fall, 2010	1/8 Page	\$6,693.00
Oprah / O Mag - LKM State Co-op	610,000	\$0.01	\$2.87	Oct, 2010	1/9 Page	\$1,890.00
Parade - Newspaper Insert	4,384,251	\$0.01	\$1.52	Fall, 2010	Brochure Ad	\$4,820.00
Readers Digest	1,224,800	\$0.01	\$6.24	Oct, 2010	1/3 Page	\$14,490.00
Redbook	486,316	\$0.01	\$1.68	Oct, 2010	Formatted Ad	\$5,513.00
Redbook	486,316	\$0.01	\$1.68	Apr, 2011	Formatted Ad	\$5,513.00
Southern Living	36,500	\$0.03	\$0.08	Sep, 2010	1/2 Page	\$11,522.00
Remnant Opportunities						\$55,500.00

Weddings, Advertising Campaign: \$80,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
Bridal Guide	195,495	\$0.02	\$3.07	Jul/Aug, 2010	1/2 Page	\$5,950.00
Bridal Guide	195,495	\$0.02	\$3.07	Jan/Feb, 2011	1/2 Page	\$5,250.00
Bridal Guide	195,495	\$0.02	\$3.07	Mar/Apr, 2011	1/2 Page	\$5,250.00
Brides	347,083	\$0.03	No Data, New Ad	Sep, 2010	1/2 Page	\$8,275.00
Brides	347,083	\$0.03	No Data, New Ad	Jan, 2011	1/2 Page	\$8,275.00
Knot, The	55,000	\$0.13	\$0.47	Fall, 2010	Full Page	\$4,895.00
Knot, The	55,000	\$0.13	\$0.47	Spring, 2011	Full Page	\$4,895.00
Remnant Opportunities						\$37,000.00



Heritage & Educational Tourism, Advertising Campaign: \$25,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
Carolina Field Trips Magazine	62,000	\$0.05	NA	Fall, 2010	1/2 Page	\$1,750.00
Carolina Heritage	110,000	\$0.03	NA	Annual Issue, 2011	1/2 Page	\$1,895.00
Civil War Traveler - LKM State Co-op	60,000	\$0.01	\$0.17	Spring, 2011	1/20 Page	\$500.00
Cultural Traveler	200,000	\$0.01	No Data, New Ad	Annual Issue, 2011	Full Page	\$4,190.00
Discover America, USA Travel Guide	1,000,000	\$0.01	NA	Annual Issue, 2011	1/4 Page	\$11,550.00
SEEN	100,000	\$0.01	NA	Fall, 2010	1/4 Page	\$1,129.00
Remnant Opportunities						\$4,000.00

Co-op Advertising Campaign: \$130,000 Budgeted

Publication	Circulation	Cost Per Circulation	Cost Per Lead	Recommended Issue	Ad Size	Ad Rate*
Duck-Corolla Guide	100,000	\$0.03	NA	Annual Issue, 2011	Double Page	\$3,790.00
Oprah / O Mag	610,000	\$0.01	\$2.87	Dec, 2010	Full Page	\$29,110.00
Outer Banks Newspaper	350,000	\$0.01	NA	Annual Issue, 2011	1/2 Page	\$3,100.00
Outer Banks Visitors Guide	425,000	\$0.01	NA	Annual Issue, 2011	Full Page	\$9,225.00
Resort Maps	300,000	\$0.01	NA	Annual Issue, 2011	6 Squares	\$4,680.00
Southern Living	36,500	\$0.03	\$0.08	Mar, 2011	Full Page	\$17,332.00
Sunny Day Guide	400,000	\$0.02	NA	Annual Issue, 2011	Double Page	\$12,578.00
Washington Post Newspaper	1,500,000	\$0.01	March Ad - No Data	Feb, 2011	Full Page	\$24,607.00
Women's Day	1,517,000	\$0.01	\$10.88	Jan, 2011	Full Page	\$39,900.00
Co-op Ad Revenue						-\$15,000.00

* Ad Rate is the approximate price, increased 5% from last years rate

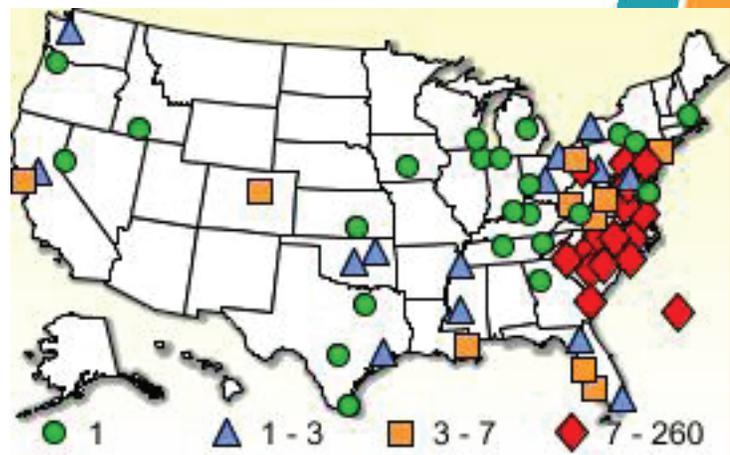
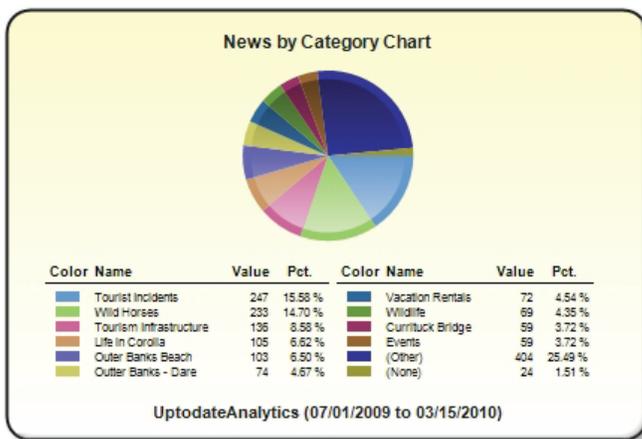


Public Relations

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 - This past year, the Tourism Department purchased a public relations management software offered through Vocus. The software is enabling staff to create targeted media lists, keep track of media contacts and interactions, distribute press releases, and 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 is managing PR projects and gaining additional exposure among travel writers and other media. Below is a sample of some of the editorial data we are now able to track using Vocus software.



TRAVEL TRADE SHOWS - The Tourism Department is expanding its presence at local and national travel shows. These shows allow the Department to reach out directly to potential vacationers. In the upcoming year, staff plans to participate in the Adventures and Travel Expo in Washington, DC and New York Times Travel Expo in NYC. They will also exhibit at AAA Travel Expos in: Columbus, OH; Richmond, VA; Philadelphia, PA; and Baltimore, MD. In addition, staff will participate in travel shows at various NC military bases. Vacation information booths will also be set up at several area wedding expos.

PRESS COVERAGE - From July 2009 to March 2010, the Currituck Outer Banks received editorial coverage valued at \$491,269 to a combined audience of 55,008,978 readers. The top-rated publications covering tourism in Currituck were: Woman's Day, USA Today, the Charlotte Observer and the Virginian Pilot. International coverage was highlighted by The London Times article "Carolina: America's Other Keys," by Steve Boggan on 9/5/2009. The Tourism Department also secured Our State Magazine writer Chris Gigley, who interviewed Mr. Norris Austin of Corolla for an article to be published in the magazine's April 2010 issue. The Tourism Department also hosted Southern Living editor/writer Valerie Luesse, who is writing an article on Corolla for an upcoming magazine issue.

The articles with the highest value received by Currituck were "Peace and Quiet by the Shore," by USA Today on 2/26/2010 (ran both in print and online) and "Nine Legendary Lighthouses," by Woman's Day on 7/14/2009.

OTHER PR PROJECTS - The Currituck Outer Banks was one of four North Carolina destinations selected to sponsor the 2010 Parenting Publications of America (PPA) Convention that was held in Charlotte, NC in early March, 2010. The Tourism Department staff coordinated a vacation package that was given away at a drawing among the conference participants. The conference was attended by over 120 parenting magazine representatives from across the United States and as far away as Australia. Staff from the NC Division of Tourism's Public Relations Department distributed Currituck Outer Banks pitch sheets to the participants.

Promotion of local events will be expanded this year through a new position within the Tourism Department. A Promotion and Events Coordinator is expected to be hired. This person will work with local businesses and civic groups in promoting events and meetings held in Currituck County.

LOCAL FAMILIARIZATION TOURS

Familiarization tours will be offered for reservation agents, local information center staff, and other 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.

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.VisitCurrituck.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

CURRITUCK MORE CARD

The Tourism Department has developed a new program that is encouraging visitors to spend money in Currituck County stores, shops and restaurants, as well as stay in county lodging facilities and visit local attractions. The Currituck MORE CARD is a wallet-size card that can be redeemed at participating businesses located throughout Currituck. It provides discounts and specials at tourism-related businesses. The cards are free and available at the county's Welcome Center in Moyock, Visitor's Center in Corolla, and online. Participation in the program is free to Currituck County businesses.



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.



BROCHURE CO-OP PROGRAM

An additional new program is offering local businesses an inexpensive way to market their business to over 80,000 visitors per year. The Brochure Co-op Program allows the Tourism Department to create and print a simple 4" X 9" rack card for qualifying businesses for a small fee. The cards are produced and distributed through the county's visitor center and welcome center. The purpose of the program is to provide a low-cost advertising option for Currituck County businesses owners, helping them during this tough economic time.

Information Centers



A total of over 80,000 visitors passed through the doors of the Currituck County Welcome Center in Moyock and the Currituck Outer Banks Visitor's Center in Corolla during 2009.

An enthusiastic team of visitor relations associates shared information about county attractions, shops, restaurants, lodging, activities and attractions.

Hundreds of brochures, provided by local businesses, are available at the centers. New display cases at the Moyock center showcase area stores, activities, and the history and wildlife of Currituck. A new picnic area, warehouse space and additional restrooms have made the center a top-notch, convenient facility for the traveling public. Plans are to add additional display cases to the Moyock

center, as well as remodel the Corolla center, expanding restrooms and making the facility more attractive and functional.

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. Plans are to have a joint Familiarization Tour with the Outer Banks Visitor Bureau's visitor center employees to allow both counties to better promote the region to visitors.

Staff will pursue obtaining Certified Travel Counselor certification through the NC Division of Tourism. In addition, staff is planning to make a presentation to call takers for the Division's toll-free tourism phone line.

The Department is proud of what has been accomplished thus far with the visitor information centers and will continue to strive to make the centers a regular stop for everyone who comes to Currituck County.

Publications

The following printed publications will be published or re-issued during the 2010-2011 fiscal year:

- **Visitor's Guide** - This award-winning, comprehensive publication lists attractions, activities, accommodations, services, maps, and other valuable visitor information.*
- **Shopping & Dining Guide** - Includes a comprehensive list of Currituck's shopping and dining businesses.*
- **Wedding Planner** - The award-winning guide that details all the resources needed to plan a wedding in Currituck County.*
- **Currituck County Maps** - Several maps are produced that highlight the local attractions, major roads, etc.*
- **Annual Report** - The report details the progress achieved by the Tourism Department and contains data and analysis on occupancy and sales tax collections, marketing strategies, expenditures and statistical research.*
- **Monthly Report** - Offers specific marketing data on advertisements placed by the County. Readers can see exactly which marketing resources are utilized and how many leads are generated. The report also features information on brochure distribution, occupancy and sales tax collections.*



- **Media Kit** - This award-winning publication is sent to travel writers and others in the media industry. It includes story ideas, event lists, images, and fact sheets. Its purpose is to solicit for editorials about Currituck County.*
- **Niche Publications** - Several publications are produced to market to very specific interests. Popular brochures include: Family Reunion Planner, Farm Market Guide, Antique & Thrift Store Map, Camping Guide, Go-Green brochure, and many others.

* Indicates that the publication is available on the Department of Travel & Tourism Website, VisitCurrituck.com

Tourism Boards

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Barry Nelms
Janet Taylor

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Paul O'Neal, Board of Commissioners
Diane Nordstrom, Travel & Tourism Director

Dan Scanlon, County Manager
Veronica Brown, Marketing Program Manager

Tourism Department

Diane Nordstrom, Director
dnordstrom@visitcurrituck.com

Veronica Brown, Marketing Program Manager
marketing@visitcurrituck.com

Irina Coccetti, Public Relations Coordinator
icoccetti@visitcurrituck.com

Stuart Chamberlain, E-Marketing/Web Development Specialist
schamberlain@visitcurrituck.com

Leeann Walton, Manager of Visitor Information Centers & Mail Operations
lwalton@visitcurrituck.com

Nancy Curtis, Visitor Relations Associate, Moyock
ncurtis@visitcurrituck.com

Nancy Garris, Visitor Relations Associate, Corolla
ngarris@visitcurrituck.com

