

Study Objectives and Methodology

Study Objective:

The objective of this study was to conduct comprehensive research and develop a strategic marketing plan to effectively position and market Currituck County, North Carolina as a travel and tourism destination of choice. The Currituck County Department of Travel & Tourism (CCDTT) retained Randall Travel Marketing, Inc. (RTM) of Mooresville, North Carolina to conduct this study.

Study Methodology:

Research was conducted in Currituck County, North Carolina from May through July 2012. The following methodology steps were implemented:

1. Initial Meeting and Materials Gathering:

- Initial meetings were conducted between the Currituck County Department of Travel & Tourism and RTM professionals in order to review study methodology, deliverables, questionnaires, gather input and collect marketing materials and other pertinent information.

2. Performance Review:

- Documentation and analysis of CCDTT's governance and mission statement was reviewed and completed and compared to 2007 .
- Funding and budget allocation for the CCDTT was compared to national averages.
- The CCDTT staffing and organizational structure was reviewed.
- CCDTT marketing programs, sales and outreach was reviewed.
- Program performance and results measures were analyzed and compared to 2007.
- Economic impact statistics and tax relief for local residents were calculated.

3. Lodging Survey and Rental Agency Manager Interviews

- A confidential survey was sent to all lodging management in Currituck County.
- Six (6) rental properties representing 1,889 of the 3,233 rental units and two (2) hotel/motel properties representing 166 of the 196 rooms responded. The overall response rate of 59.8% is reliable.
- RTM obtained a combined lodging statistics report for Dare and Currituck Counties from Smith Travel Research (STR). The Smith Travel (STR) data is part of this report.
- As part of this study RTM conducted executive interviews with managers of six (6) vacation home rental companies, representing the vast majority of rental properties in Currituck County, to ensure a thorough understanding of the vacation rental business and marketing needs.

Lodging Property Type	Total Lodging Properties/Agencies	Rooms/ Units	% of Lodging Inventory
Rental Agency	20	3,233	94.17%
Hotel/Motel	5	196	5.71%
Bed and Breakfast Inns	1	4	.12%

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5. Inquiry Conversion E-Survey:

- 15,000 E-surveys were mailed to a stratified random sample of the total inquiries received by the Currituck County Department of Travel and Tourism (CCDTT) during a twelve-month period. The sample was stratified by the time of year received during the twelve-month period and by the inquiry source. Of the invitations that were emailed, 2,771 were returned as undeliverable and 201 invitation recipients opted out of the study. This resulted in a net-sent quantity of 12,028.
- Invitations were emailed January 30, 2012. A total of 356 surveys were completed representing 2.96% return.
- The survey instrument (questionnaire) contained thirty-seven (37) questions.
- The survey included an incentive of a drawing for a free weekend visit to be selected from those that responded.

6. Attraction Visitor Intercept Interviews:

- Random visitor intercept interview surveys were conducted at the six major attractions as part of this study.
- The purpose of these intercept interviews was to allow the research team to explore in-depth visitor awareness of the Currituck County attractions, visitation patterns and perceptions and satisfaction ratings.
- A total of one hundred -eleven (111) intercept interviews were conducted during the June 4 through 7, 2012 time period. All interviews were conducted by RTM and CCDTT staff.

7. Attraction Manager Survey

- RTM conducted an attraction survey as part of this overall study.
- The survey instrument was sent to seven (7) attractions in Currituck County. Five (5) attractions elected to participate in this survey.
- The survey was conducted during the months of December 2011 through March 2012.
- The survey instrument (questionnaire) contained five (5) questions and was written by RTM and approved by the Currituck county Department of Travel & Tourism.
- The results and data obtained from the completed surveys has been tabulated and documented and are part of this overall report.