

Currituck County
Department of Travel and Tourism
Quarterly Report
July 1, 2019 to September 30, 2019

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*This report shows some of the measurables that the Tourism Team tracks on a daily basis. These data points help determine our success as a department and hopefully will provide further insight into the strategies and effort that is put forth to help bring visitors to our area.

Department Highlights

The Currituck County Department of Travel and Tourism attended the Annual DMANC Leadership Conference and Awards Banquet in Concord in September 2019. The Tourism Team submitted several marketing campaigns/initiatives for award consideration in the large budget category. This category includes destinations such as Asheville, Raleigh, Wilmington, Charlotte, Dare County and Winston Salem. **Currituck Travel and Tourism won 2 awards this year: Platinum (1st Place) for Leisure Marketing and Gold (2nd Place) for Community Relations.**



Part of the Tourism Director's responsibility is to represent the tourism industry throughout the community and the state by attending board meetings, conducting interviews and sitting on various advisory boards. Tourism is the #1 economic driver for Currituck County and it is important for the department to be involved in the community as much as possible.

Two TV shows came to the area to film episodes for their series. Eric the Travel Guy, which airs on PBS, filmed during the early part of the summer and should air sometime in 2020. A.W.O.L (Air, Water or Land) is a new streaming show available on Amazon Prime that focuses more on millennial travel and adventure. The crew was here in September to film an episode for their second season, which will also air in 2020. Both episodes would not have been possible without the help of local businesses and Tourism Department staff.

Organization	# Meetings ▾
Civic/Community Meeting	22
HJCS Board Meeting	3
Currituck Chamber Meeting	3
Historic Albemarle Trail	2
YMCA Board Meeting	2
Industry Meetings	2
CCHS Meeting	1
Tourism Advisory Board Meeting	1
Historic Boat Advisory Board Meeting	1
Martime Museum Meeting	1
Coast Host Meeting	1
Radio Interview	1

Parking Permit Sales

\$451,950

Visitor Center Guest Counts

29,351

Moyock

31,533

Corolla

213

HJCS

Retail Sales Stats: Only the top 15 products are shown in the chart. Over 50 different items were sold for a total of \$6404.68

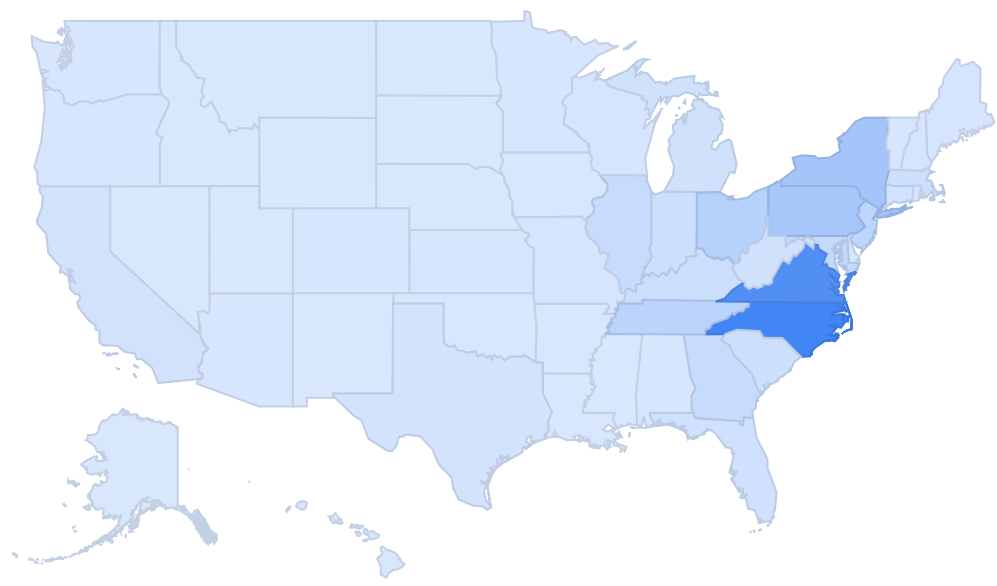
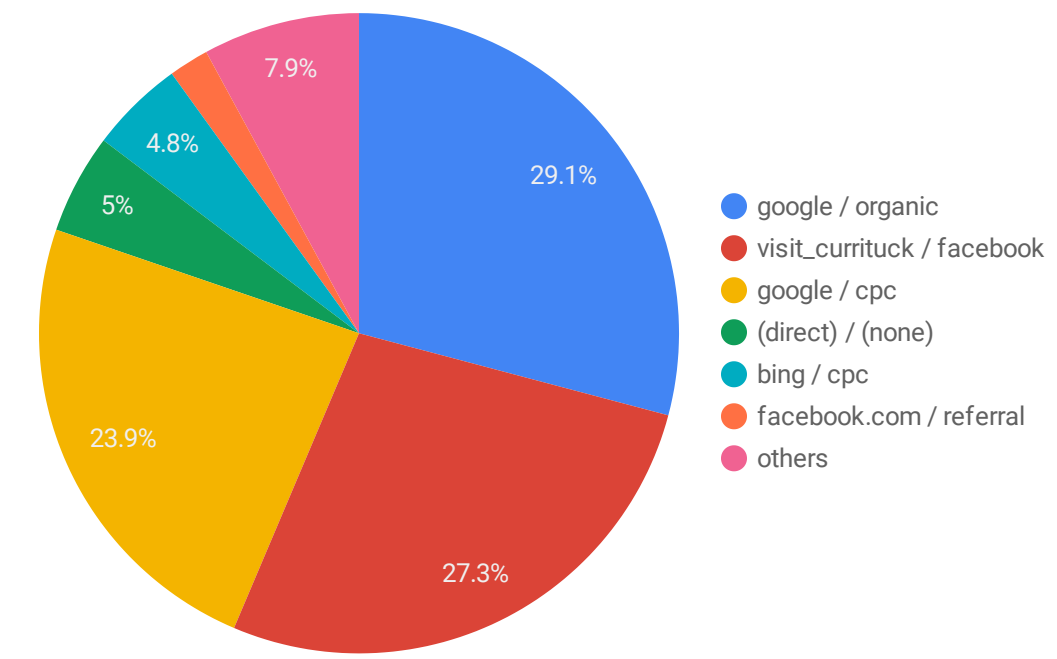
Item	# Sold	Gross Sales	# Refunded	Refunds	Discounts	Net Sales
Magnet	197	197	0	0	-0.3	196.7
Decal	110	110	0	0	0	110
Water	72	101.28	0	0	0	101.28
Mug	41	414.65	0	0	-5.47	409.18
Lip Balm	37	109.15	0	0	0	109.15
Corolla V-Neck (S-XL)	30	420	0	0	0	420
Bucket Hat Wide Brim Adult	28	483	0	0	0	483
Corolla LongSleeve (S-XL)	24	384	-1	-16	-9.6	358.4
Plush Toy	21	241.5	0	0	0	241.5
Beach Towels	21	357	0	0	0	357
5 x 7 Prints	20	200	0	0	0	200
Currituck Crew (S-XL)	19	266	0	0	-4.2	261.8
Sweatshirt (S-XL)	17	340	0	0	-6	334
Beach Bag	17	365.5	0	0	0	365.5
Corolla Crew (S-XL)	16	224	-1	-14	0	210



VisitCurrituck Website Statistics

Users	Pageviews	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
224.6K	488,133	00:02:39	32.57%	13.51%

	Page Title	Pageviews
1.	Fall - The Best Time To Visit The Outer Banks Currituck County, ...	24,477
2.	Visitors Guides - Currituck Outer Banks	8,940
3.	Currituck OBX Tourism Find Things To Do, Beach Rentals, and ...	7,577
4.	Outer Banks Wild Horses Corolla Horse Tours Currituck North ...	4,203
5.	Outer Banks Vacation Rentals Currituck County, North Carolina	2,991
6.	Corolla Outer Banks Weddings Beach Weddings in Currituck C...	2,418
7.	Currituck Outer Banks Maps Corolla Maps Moyock Mainland ...	2,296
8.	Whalehead in Historic Corolla - Currituck Outer Banks	2,293
9.	How The Wild Horses of Corolla Survive Storms, Snow and Bad ...	1,941
10.	Currituck Heritage Festival - Currituck Outer Banks	1,372



	Region	Sessions
1.	North Carolina	12,706
2.	Virginia	9,487
3.	New York	4,258
4.	Pennsylvania	3,187
5.	Ohio	2,965
6.	Tennessee	2,885
7.	District of Columbia	2,700
8.	New Jersey	1,911
9.	Illinois	1,739
10.	Maryland	1,517

1 51,367

Page Likes
314,770

Page Likes Growth
4,056

Link Clicks
112,428

Shares of Posts Added
58,722

Organic Reach
7.8M

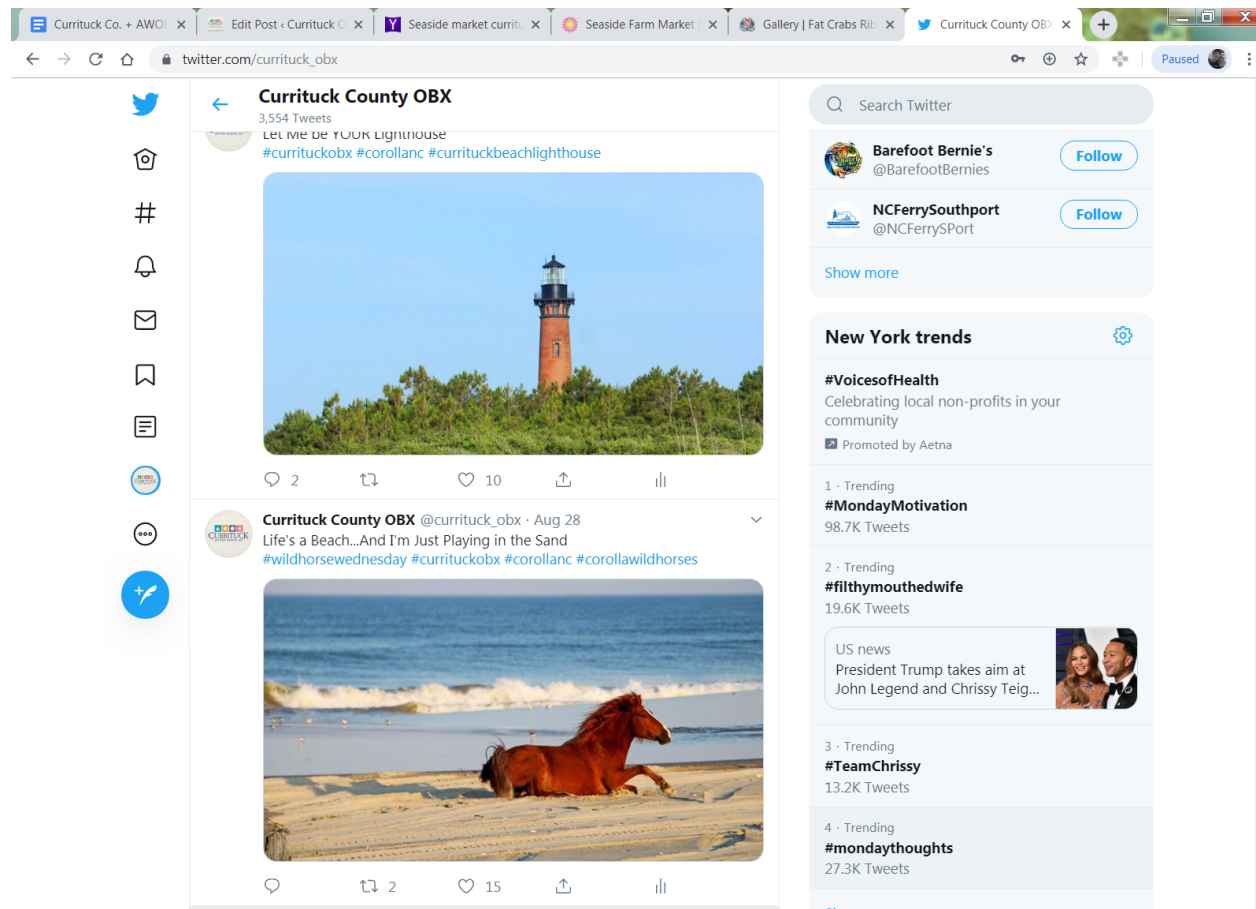
Post Message	Post Likes(On Post) ▾	Post Shares	Post Comments
Good morning ❤️ #Sunrise, #currituckobx, #corollanc	55,682	12,871	5,283
Happy #wildhorsewednesday ❤️ #corollanc, #currituckobx, #wildhorses4x4 www.corollanc.com	36,770	9,522	3,843
Just horsing around ❤️. Happy #wildhorsewednesday . . #corollanc, #currituckobx, #wildhorses4x4, #beac...	9,568	3,107	1,130
Happy Independence Day! ❤️📷 Eve Trow Turek	4,047	898	295
What a day! ❤️ www.corollanc.com	3,786	684	384
Happy National Lighthouse Day to Currituck Beach Lighthouse :)	3,672	669	403
❤️	3,254	336	161
Beauties.... <3	3,187	672	238
Silhouettes ❤️	3,178	640	230
So majestic ❤️	3,150	430	256
Hope you have a wonderful #WildHorseWednesday :) <3	2,908	624	261
#StaySafeSunday Please help us keep the Corolla wild horses wild and free. For the safety of the horses as...	2,785	566	139
Playing chase... <3 ;) #WildHorseWednesday www.corollanc.com	2,724	669	188
<3	2,598	911	682
Awww... love this so much! Such a beautiful photo! Thank you for sharing Corolla Outback Adventures, ...	2,542	702	156
Beautiful! Happy #WildHorseWednesday <3	2,515	533	148
The sky was so pretty this morning...🥰	2,514	327	171
Steps to happiness... :) www.corollanc.com	2,506	365	242
To the moon and back... <3	2,496	839	438
Playful.. ❤️❤️ Happy #WildHorseWednesday! www.corollanc.com	2,427	575	178
Happy #WildHorseWednesday	2,422	484	162
Enjoying this beautiful day... <3 :)	2,412	452	186

Travel Shows	Leads
Ohio	1,754
Chicago	1,141
New York	1,100
Philly	935
DC	889

1957
Visitor Guides
Mailed



Gained 345 followers
Post twice a week (Wed & Fri)



Travel Writer Fam Tour Sept 25-28, 2019

Two travel writers were welcomed to Currituck County and enjoyed a mini-stay at the Hampton Inn & Suites in Corolla. Thom Nickels from Philadelphia, Pa and Lynne Brandon from Greensboro, NC were handpicked and invited to the area. During their visit, the writers visited the following businesses/attractions:

- Wild Horse Tour
- Whalehead in Historic Corolla
- Sanctuary Vineyards
- Weeping Radish Brewery
- North Banks Restaurant
- Mike Dianna's Grill Room

Organic Media Mentions

Publication	Mentions
Daily Advance	52
Associated Press	41
WTKR.com	21
OBX Voice	19
Coastland Times	13
WNCT.com	11
13NewsNow.com	9
Charlotte Observer	8
WFMY News 2	8
CBS17.com	8

☰ Editorial Mentions

The number of appearances in articles

413 ▼4%

↗ Potential Reach

Approximate number of article views you appeared in

555M ▲37%

🗨️ Net Tonality Score

The net change (up or down) in sentiment over the time period

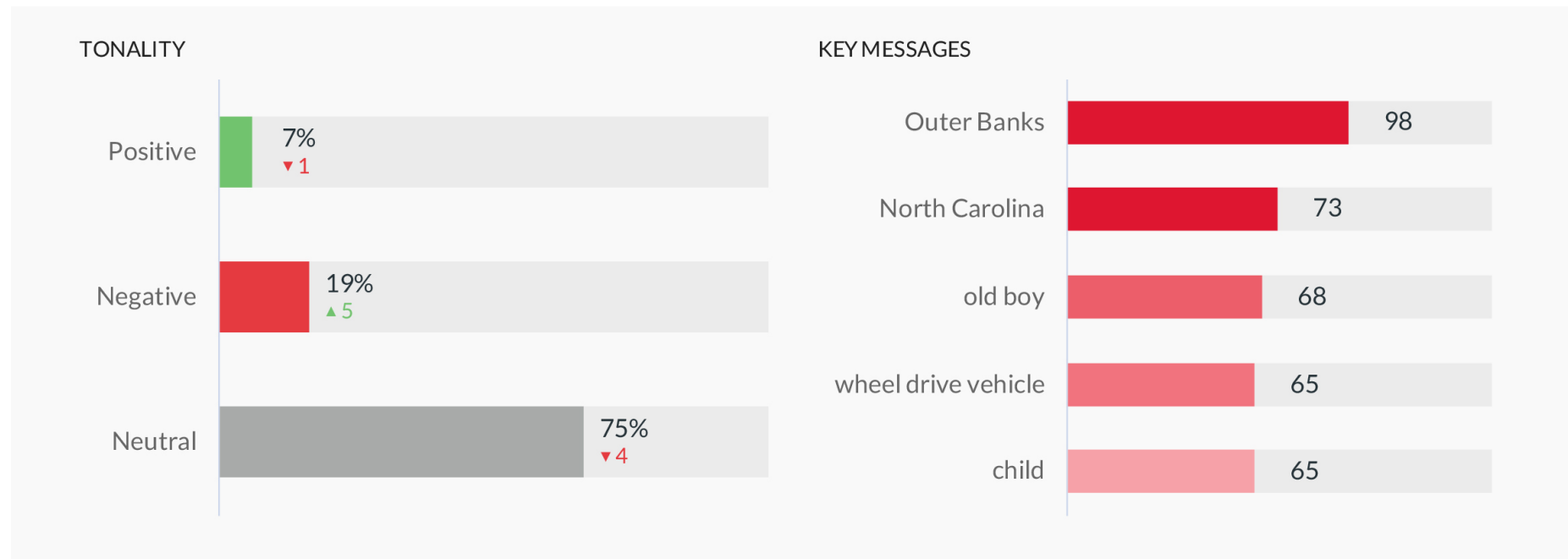
-12 ▼7

mSCORE **49**

▲ 2

Jul 1, 2019 - Sep 30, 2019

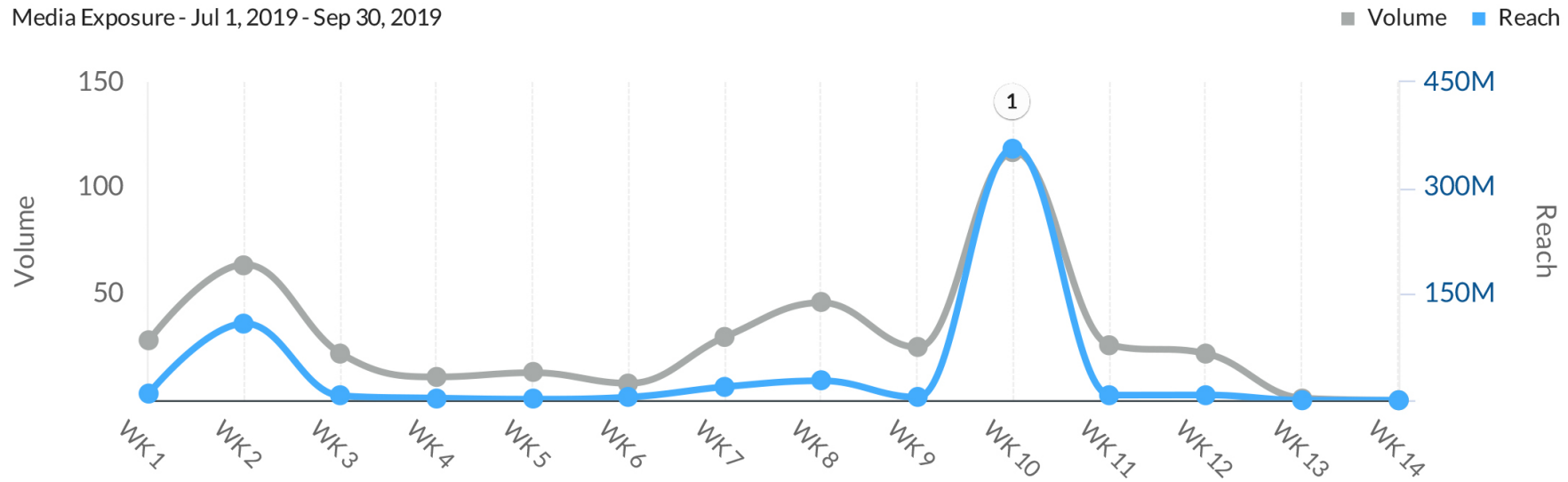
All deltas in this report show change compared to last time period



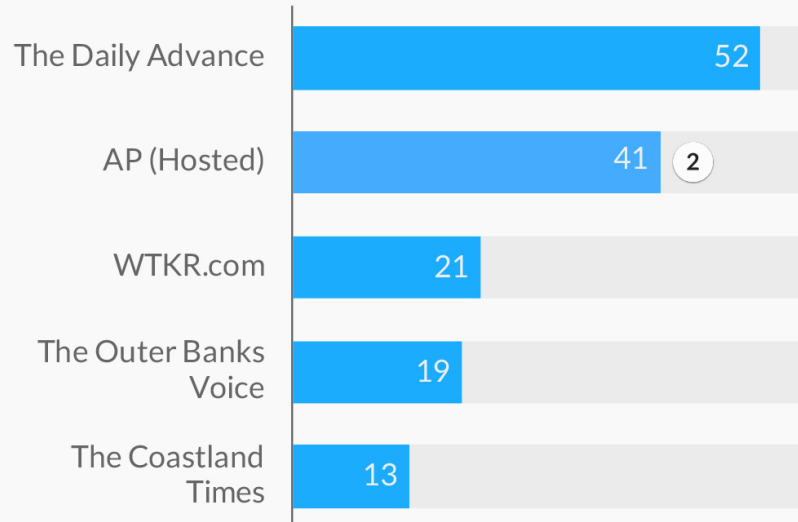
*Meltwater is a media tracking software that assigns a value and a sentiment (tone) to each news piece that is produced. This includes both paid and unpaid coverage. Coverage is compared to the previous quarter and given an mSCORE, which is an internal tracking score for us to compare coverage from month to month.

Currituck County's exposure decreased 4%

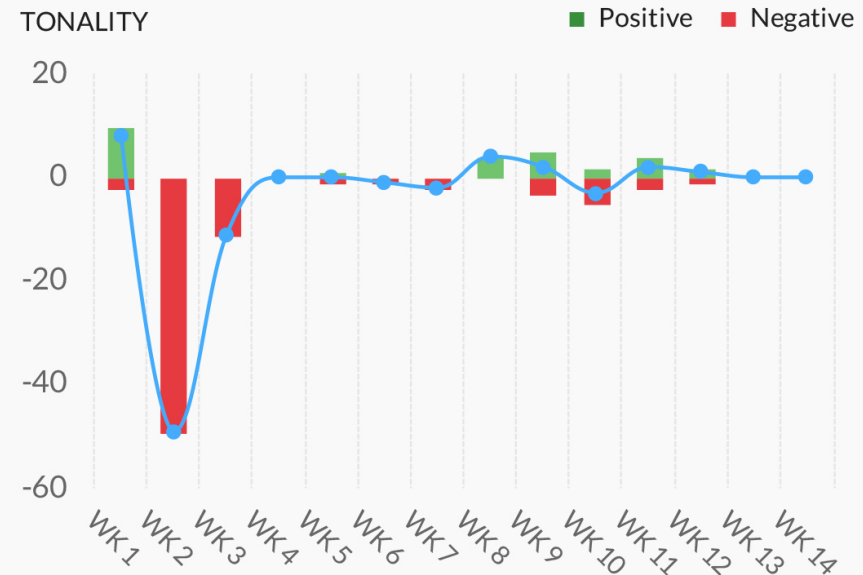
Media Exposure - Jul 1, 2019 - Sep 30, 2019



TOP PUBLICATIONS



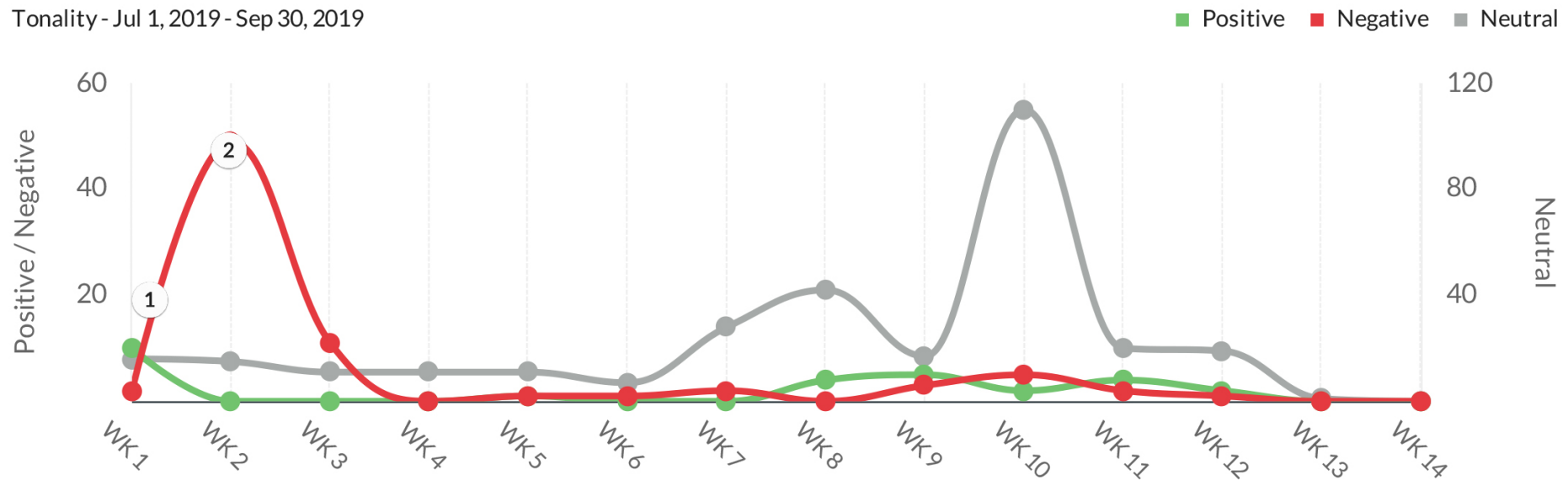
TONALITY



*Exposure decrease is compared to previous quarter

Currituck County's net tonality decreased 7 points

Tonality - Jul 1, 2019 - Sep 30, 2019



ARTICLES WITH MOST IMPACT



Miami Herald | Aug 23

Good aim? Lightning strikes NC golf course and makes a 'hole in 1,' business say...

Lightning safety tips Watch a NOAA video about being safe when thunderstorms and lightin...

Reach 3.5M ● Positive

Associated Press | Jul 14

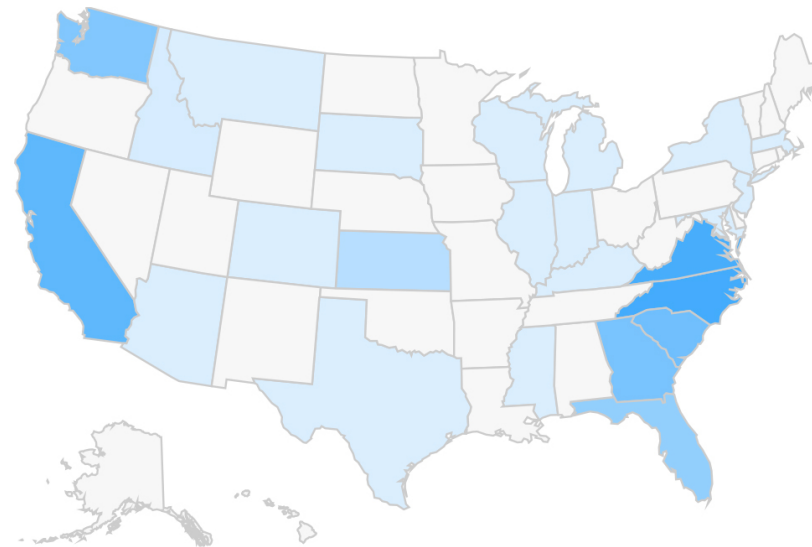
Child stuck by sheriff's vehicle on Outer Banks beach

NORFOLK, Va. (AP) — A 7-year-old boy vacationing in the Outer Banks has been flown to a Virginia hospital after being struck by a sheriff's department vehicle. Currituck County Fire and EMS Chief Ralph...

Reach 13M ● Negative

*Net tonality compared to previous quarter. Tonality is a value placed on the overall tone of the press coverage. This value is defined by our media tracking software, Meltwater. Each article is rated as varying degrees of positive, negative or neutral.

North Carolina and Virginia had the most coverage



TOP STATES/REGIONS

North Carolina	34%	▼ 8
Virginia	13%	▼ 1
California	5%	▲ 1
South Carolina	3%	▼ 2
Georgia	2%	▶ 0

Washington	2%	▲ 1
Florida	2%	▶ 0
Kansas	1%	▶ 0
Idaho	1%	▶ 0
District Of Columbia	1%	▲ 1

*This chart represents the states where media covered stories about Currituck County.



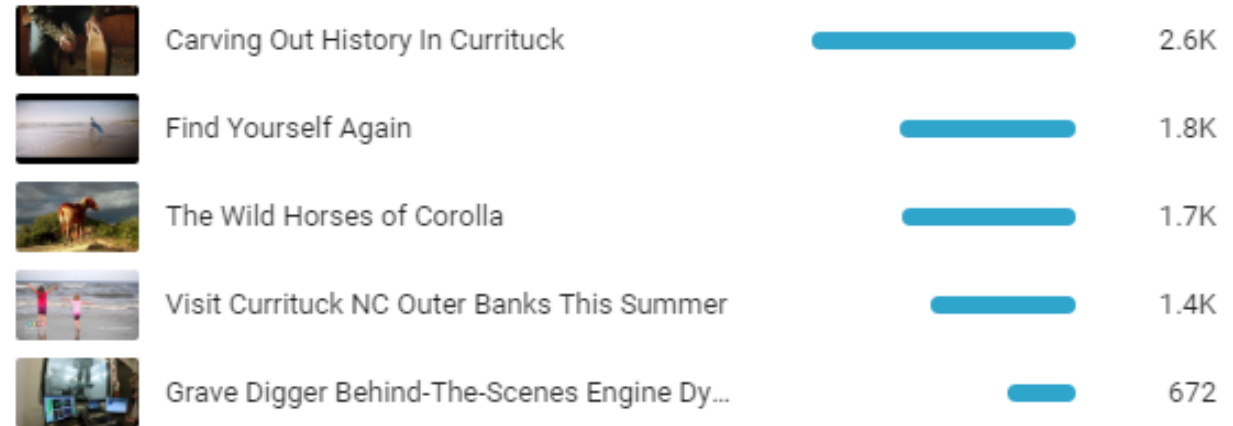
130 total pieces of collateral were designed in house for use in print publications, digital campaigns, event promotion, signage and brochures. This does not include total outsourced quantities of individual designs that may have been printed in bulk. In addition to the creative design of each piece, the creative director is responsible for copy writing, formatting image requests, logo request fulfillment, event staffing, team/brand meetings and creative oversight.

TV Commercials - Fall Campaign

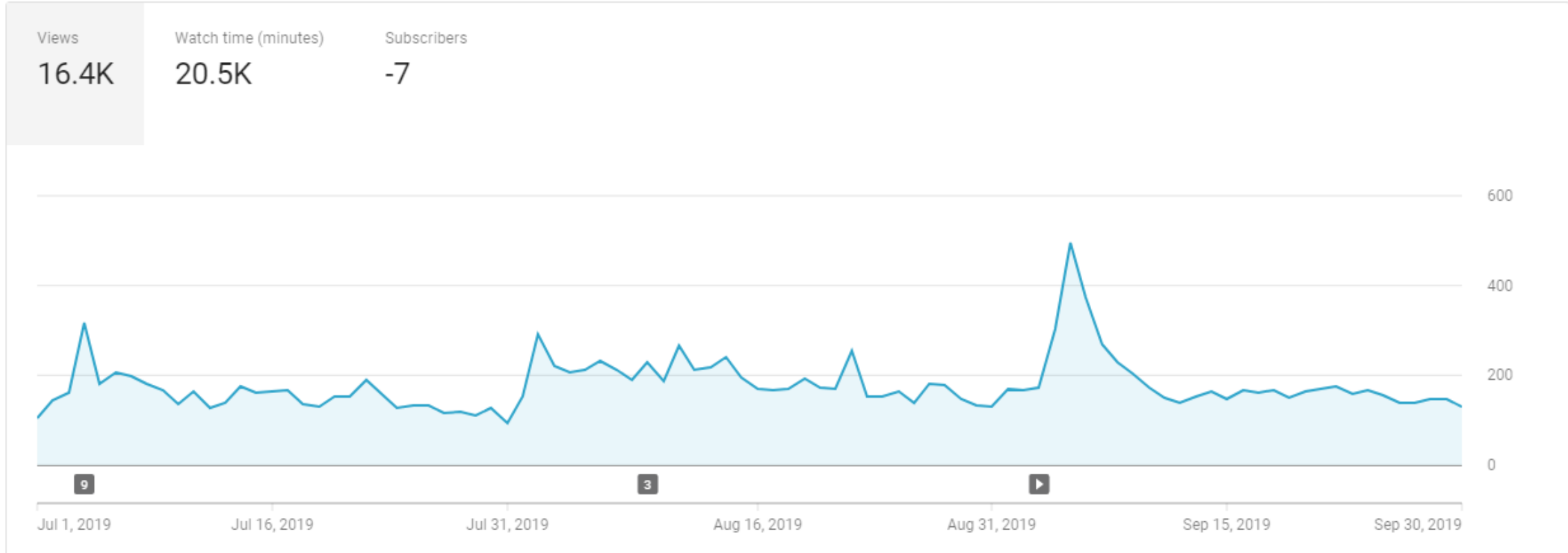
Market	Views
DC	4,067,000
Richmond	1,770,000
UNC TV	5,136,000
Norfolk	1,190,841

Top videos

Views · Jul 1 – Sep 30, 2019



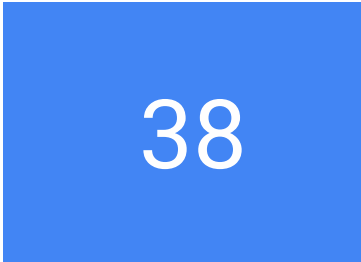
YouTube Insights



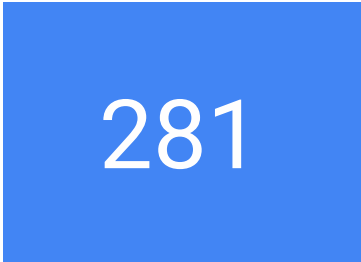
Whalehead Shop Sales



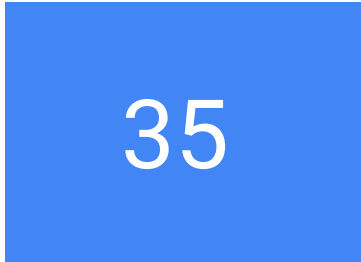
Behind the Scenes Tours



Ghost Tours



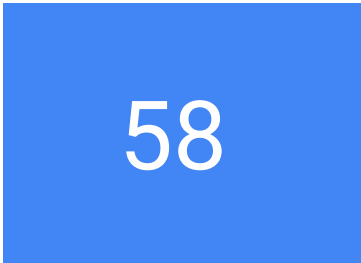
Joan's Way Tour



Group Tours



Whalehead Wednesday



Total Tours - #



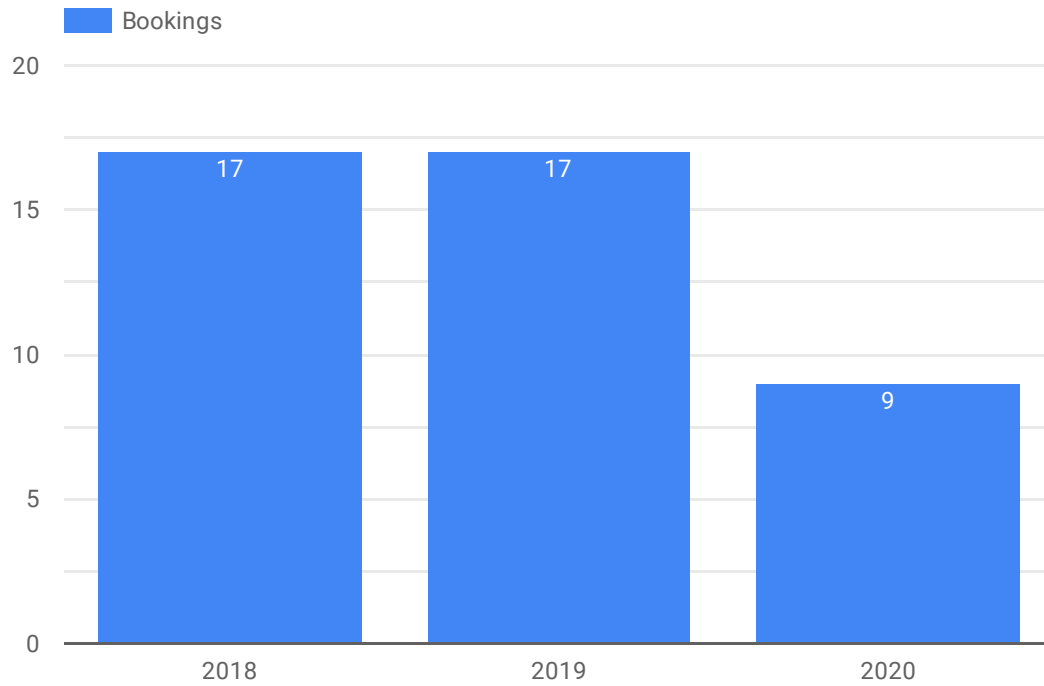
Total Tours - \$



Whalehead Tour Age Ranges

Age Group	# Tours
13 - 54	2,565
55 plus	2,395
6 - 12	465
0 - 5	194
Group Tour	77
Military	43

Historic Corolla Park Weddings Booked



Staff attended the Outer Banks Wedding Association's Wedding Fest on August 25, 2019 to promote Whalehead and Historic Corolla Park as a ceremony/reception venue

Under the Oaks Art Festival

2019 Artist Attendance was 35, which is down a little compared to previous years. However, artist feedback was very positive with many commenting that it was the best show to date. Tourism will be working with the Currituck County Arts Council to enhance and update the format of the show to also include curated craft vendors and performance artists.

Whalehead Wednesday

Weather was an issue this year as it always seemed to rain on Wednesday throughout the summer. Total attendance for the event was 2302 (approx. 164 per week). Total profit earned was \$43,131.33.

Entry fee was raised from \$15 to \$20 for this year as well.