

NC I-95 Tourism Marketing Alliance



Strategic Business Plan 2007/2008–2009/2010

This research project was funded by a grant from the GoldenLEAF Foundation and in partnership with the seven Convention & Visitor Bureaus along the I-95 Corridor in North Carolina, 2008.



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Use of Business Plan

As a directional and guideline document for the NC I-95 Tourism Marketing Alliance members and professional management in order to effectively accomplish its mission and goals and deliver fully on its stakeholder promises.

Executive Summary

NC I-95 Tourism Marketing Alliance Profile

- Membership group of seven county destination marketing organizations along NC I-95 and US 301 with intention to increase regional and out-of-state visitation
- Top destination corridor challenges identified with corridor and alliance visions formulated
- Alliance mission and strategic goals prepared along with stakeholder promises

NC I-95 Visitor Experience and Brand Development Strategy

- Detailed destination imagery and brand research undertaken
- Destination positioning and brand promise statements compiled based on above research findings
- Six brand development initiatives identified for implementation

NC I-95 Visitor Marketing and Community Advocacy Strategy

- Target audiences determined along with key messages
- New visitor market opportunities available for promotion given new product development
- Seven communications initiatives identified for implementation

NC I-95 Tourism Marketing Alliance Leadership and Funding Strategy

- Six administrative and financial initiatives identified for implementation
- Initiative measurements determined for a three year period evaluation
- Three year alliance business plan budget prepared

NC I-95 Tourism Marketing Alliance Profile

Introduction

The following *NC I-95 Tourism Marketing Alliance Strategic Business Plan* was prepared based on three workshop sessions held on May 11, June 19 and August 17, 2007. The Tourism Marketing Alliance member partners are the official destination marketing organizations of the seven counties along NC I-95. These counties are Halifax, Nash, Wilson, Johnston, Harnett, Cumberland and Robeson. All participating counties were represented by their respective visitors bureau or tourism authority executive officer except for Robeson County and are identified in the Appendices. The Robeson County/ Lumberton Visitors Bureau is currently undergoing leadership changes and is anticipated to join the Tourism Marketing Alliance later this year.

The purpose of the strategic business plan is six-fold:

1. Achieve a more complete understanding of the NC I-95 visitor needs and expectations
2. Gain stronger cooperation and further impact of the tourism marketing and development efforts of the visitors bureaus along NC I-95
3. Forge unified destination leadership in the advocacy of NC I-95 tourism importance and value
4. Build consensus and partner direction on a NC I-95 destination brand development, interpretation and delivery platform
5. Coordinate and agree on NC I-95 development strategies related to cultural heritage travel, ecotourism, agritourism and special event/sports travel
6. Implement agreed-upon NC I-95 tourism programming leading to increased visitor spending in all counties.

This *Strategic Business Plan* is to be used as a directional and guideline document for the effective leadership and communications efforts of the NC I-95 Tourism Marketing Alliance. Its intent is to clearly accomplish the mission and goals of the marketing alliance and deliver fully on its stakeholder promises.

Tourism Marketing Alliance Formation and Historical Context

The revised NC I-95 Tourism Marketing Alliance was officially formed in October 2007 to achieve the following key benefits:

- Vital and cost efficient visitor research for better decision-making
- Strong advocacy of NC I-95 tourism interests leading to successful position outcomes
- NC I-95 destination brand development consensus delivering focused visitor messages and enhanced visitor experiences
- Coordinated and well-supported NC I-95 marketing and development strategies providing increased visitation.

The historical background to the NC I-95 Tourism Marketing Alliance is as follows:

- Original Corridor Association was formed in the late 1980s as a membership-based group including the seven counties and various private sector visitor industry proponents
- Incorporated and funded for three years with paid staff from 1989–1991 with lack of success and interest thereafter
- Primary activities included inquiry responses, tradeshow promotion and printed materials production/distribution
- Over the past 15 years, only brochure development and dissemination (Drop in Interstate 95—A Guide to North Carolina Attractions Along I-95) has occurred with NC State Tourism support
- Since 2004, there has been a more active interest by the NC I-95 visitor bureaus/tourism authorities to reconceptualize this corridor initiative.

Destination Corridor Current Situation

The key issues affecting the overall development and marketing of the NC I-95 destination corridor were identified as follows:

1. Low image recognition of communities along the corridor (not known as a destination place)
2. High pass-thru rate (small proportion of room night potential attained)
3. Insufficient overall tourism marketing
4. Low tourism credibility at the county/community level
5. Potential designated toll road by the federal government
6. Possible tribal casino development in Lumberton.



To add specificity to these issues, a SWOT (strengths-weaknesses-opportunities-threats) analysis on the NC I-95 destination corridor was also conducted and includes summary conclusions.

NC I-95 Destination Corridor SWOT Analysis

Strengths

(present advantages)

- Well-maintained Interstate highway (clean, green and wildflowers)
- Very accessible with visible exits and related services
- Ongoing new attractions and lodging investments
- Positive impacts from Base Realignment and Closure (BRAC) program (new military residents and related support industry)
- Tourism marketing group formation

Weaknesses

(present disadvantages)

- No concerted I-95 corridor tourism marketing
- Lack of an I-95 corridor/destination brand identity
- Little attention/support from State Tourism Office
- Limited combined DMO marketing budget
- Minimal hotel marketing/sales partnerships

Opportunities

(potential advantages)

- BRAC realignment potential spin-offs
- Highways 95 and 301 tourism synergies along with five east/west thoroughfares
- Cost effective visitor profile research analyses
- Packaging/programming with visitor industry partners
- State Tourism marketing investment and corporate sponsorship potentials
- New visitor product development (entertainment, sport, retail/commercial, etc.)

Threats

(potential disadvantages)

- Unsafe/security road perceptions as presented by DOT on traffic deaths
- Poor image of some I-95 communities
- No community/county support to DMO efforts
- Minimal industry participation

Conclusions derived from the above analysis indicate the following:

1. Ongoing tourism development taking place with new I-95 exit and some US 301 cluster opportunities available
2. Limited research-based and partnership-supported tourism marketing strategies with aligned brand identity
3. Solid potential for increased marketing partnership investments (product and communications programming)
4. Continued tourism/DMO advocacy efforts at the county/community level.

Destination Corridor Challenges and Critical Factors for Success

Given the previous issues and SWOT analysis, the top challenges facing the NC I-95 destination corridor are as follows:

1. Need for further visitor experience depth and strong brand presence
2. Preparation and implementation of an integrated marketing strategy and plan
3. Increased (new and reallocated) funding for tourism marketing and promotion by Alliance members and future partners
4. Higher State Tourism recognition and enhanced marketing support for I-95 tourism promotional programming.

For the NC I-95 destination corridor to properly develop and be marketed well, the following factors were recognized to be acted upon:

- Approval of Alliance *Strategic Business Plan* by respective member DMO board/commission or authority
- Stronger alignment of visitor attractions and hospitality services adjacent to I-95 and US 301
- New hospitality/tourism and corporate partnership involvement in Alliance programming
- Full-time dedicated staff in place with office location.



Destination Corridor and Tourism Marketing Alliance Visions

The NC I-95 Tourism Marketing Alliance aspires to destination and organization visions dependent on astute leadership and professional management.

Destination I-95 and US 301 Corridor Vision 2017

Become the most recognized and preferred Interstate and byway stopover location in the southeast United States providing superior auto travel services, diverse entertainment attractions and events and affordable lodging, all adjacent to unique Southern cultural communities and convenient highway exit areas.

Terminology Usage

Most recognized and preferred Interstate and byway stopover location

- ongoing investment in destination corridor brand identity
- strong focus on key theme-based/special interest experiences
- integrated I-95 and US 301 destination strategy
- most used north-south and ‘green’ Interstate highway in the US

Unique Southern cultural communities

- well positioned cities and towns aligned to Interstate brand
- appropriate welcoming and directional signage for communities and key attractions
- developed community and visitor industry cooperation

Superior auto travel services, diverse entertainment attractions and events and affordable lodging

- network of accessible VIC/interpretive centers
- highly rated auto travel plazas
- higher quality hotels and motels
- key attractions/events awareness with allied promotions

Convenient highway exit areas

- improved wayfinding navigation system
- expanded rest areas
- easily accessible and more developed exit interchanges



Tourism Marketing Alliance Vision

Be the leading destination corridor authority by supporting and marketing the NC I-95 and US 301 branded visitor experience and advocating community tourism benefits.

Terminology Usage

Leading destination corridor authority

- main source of visitor research and marketing expertise
- respected public-private tourism marketing partnership
- appropriately funded with increased innovative and entrepreneurial initiatives

Advocating community tourism benefits

- knowledgeable of destination corridor and community tourism economic impacts
- ongoing proactive stance on corridor tourism issues
- effective community tourism and attraction interface relationships

Supporting and marketing the NC I-95 and US 301 branded visitor experience

- destination corridor brand custodian working closely with communities and key visitor industry proponents
- optimal use of innovative marketing technologies
- product development catalyst and supporter to new tourism investment
- strong partnership with State Tourism brand and marketing efforts

Philosophy and Stakeholder Commitment

The NC I-95 Tourism Marketing Alliance performs effectively by adhering to the following values and guiding principles.

- | | |
|---------------------|----------------|
| ➤ Collaborative | ➤ Professional |
| ➤ Customer-centric | ➤ Accountable |
| ➤ Community-engaged | ➤ Committed |

Tourism Marketing Alliance Purpose and Future Directions

The NC I-95 Tourism Marketing Alliance mission is accomplished through goals, promises, strategies and priority initiatives.

Mission

Create sustainable economic growth through increased visitor spending by effectively engaging NC I-95 and US 301 visitor industry and community resources for tourism development and marketing so as to enhance the quality of place for visitors and residents.

Strategic Goals

Visitor Experience and Brand Development

To invest in the destination corridor brand identity and be supportive in the development of value-added attractions, events and hospitality services and related public infrastructure.

Visitor Marketing, Sales and Servicing

To prepare and execute a focused partnership marketing and promotional strategy to priority leisure and group market segments.

Visitor and Community Advocacy

To lead communications on the value of Interstate highway and community tourism and the partnership roles and activities of the NC I-95 Tourism Marketing Alliance.

Leadership and Funding

To operate as a fiscally responsible, well-funded and accountable partnership organization.



Tourism Marketing Alliance Stakeholder Promises

The existing markets/audiences of the NC I-95 Tourism Marketing Alliance and its overall responsibilities to assist them are identified as such.

Visitors Promise

We commit to being the NC I-95 and US 301 visitor representative and advocate through the provision of current on demand destination information and advice based on visitor needs and co-delivery of the destination corridor brand.

Partners Promise

We commit to develop mutually supporting relationships with the NC I-95 and US 301 visitor industry by creating profitable business opportunities through increased visitor experience awareness.

Destination Communities Promise

We commit to develop mutually supporting relationships with all NC I-95 counties and their communities to achieve positive economic, social and environmental returns from tourism development and marketing.



NC I-95 Visitor Experience and Brand Development Strategy

Travel Product Offerings

The primary product offerings of the NC I-95 and US 301 destination corridor are as follows:

- Leisure shopping, golf, recreation and cultural heritage activities
- Business/corporate travel
- Meeting/conference business
- Group tour/motor coach
- Sports event travel
- Visiting friends and relatives (reunion and military).

New opportunities for travel product development include ecotourism/adventure travel, agritourism and entertainment travel.

Destination Imagery Research, Positioning and Brand Promise

Destination corridor brand research was conducted with current and potential NC I-95 visitors. Of prime interest was visitor opinions and views on destination imagery and perception and overall visitor experience satisfaction. An online survey was developed and administered to persons who recently inquired about visiting the NC I-95 corridor region and/or the state of North Carolina. An excellent response rate of visitors and non-visitors was attained and summary details are provided in the Appendices.

The demographic highlights of visitors and their trip characteristics are as follows:

- purpose of trip: leisure (34%), pass-thru (32%), visiting friends and relatives (23%), business (7%), personal (3%) and military related (1%)
- origin of visitors: South (62%), Northeast (18%), Midwest (10%), Canada (6%) and West (4%)
- average length of stay: overnight (3.8 nights along I-95) and typical day visit (5.4 hours)
- top participating activities based on time: sightseeing, dining experience, visiting friends and relatives, outlet shopping, family recreation and historical/heritage sites
- key communities visited: Fayetteville (35%), Rocky Mount (28%), Smithfield/Selma (19%), Fort Bragg (17%), Roanoke Rapids/Weldon (12%) and Lumberton (12%).

As for images and perceptions of NC I-95 and US 301 and adjacent communities, the following were identified the most frequently by visitors.

Functional Benefits (descriptive features)	Emotional Benefits (feelings)
☞ Natural green environment	☞ Friendliness
☞ Friendly people	☞ Relaxing and restful
☞ Historical place	☞ Welcoming
☞ Rural setting	☞ Peaceful and serene
☞ Convenient location	☞ Homey and laidback

The top rated descriptive statements of the NC I-95 destination corridor by visitors reinforced the beautiful nature and scenery, richness in history and culture, peaceful and relaxed atmosphere, friendly people and easily accessible communities. As for unique and distinctive tourist attractions, visitors emphasized primarily outlet shopping, cultural heritage/military sites and museums and local eateries.

Given the above research findings, the following statements were prepared.

Destination Positioning

North Carolina I-95 and US 301 are a conveniently twinned, exit friendly and green transportation corridor for visitors traveling either north or south along the Atlantic seaboard. Known for its adjacent outlet shopping, cultural heritage attractions and overnight hospitality services, this travel route epitomizes the perfect stopover destination.

Destination Brand Promise

As a picturesque rural sightseeing North Carolina travel corridor, I-95 and US 301 and their exits and nearby quaint Southern towns provides a convenient en route rest area and overnight stay destination. Lined with trees, lakes and wildflower medians, this regional ‘main street’ thoroughfare abounds in outlet and antique shopping, cultural heritage surprises and friendly local hospitality.

These statements along with other detailed information from the visitor brand research should be seriously considered in the design of the NC I-95 and US 301 brand identity program.

Brand Development Initiatives

New visitor experience and brand development directions for 2007/2008–2009/2010 are identified below:

- Completion of a destination corridor product assessment or audit
- Focus on experiential programming and packaging development
- Follow-through on ongoing destination brand/service excellence delivery training
- Support for the formation of a corridor attraction association
- Availability of current tourism research and development assistance to existing and new industry investors.

Key product development programs/activities to be accomplished over the next three years are as follows:

Activities	Responsibility	2007/ 2008	2008/ 2009	2009/ 2010	Completed
➤ Tourism Asset Inventory and Quality Evaluation	DBT/ALL	✓			<input type="checkbox"/>
➤ Attraction Association Formation Investigation	JM	✓			<input type="checkbox"/>
➤ Programming Tour Development by Special Interest Travel	LM	✓	✓		<input type="checkbox"/>
➤ Packaging Development by Special Interest Travel	ML	✓	✓		<input type="checkbox"/>
➤ Brand/Service Excellence Training Program	DBT/BH		✓	✓	<input type="checkbox"/>
➤ Research and Development Opportunity Assistance Services	LM/ALL	✓	✓	✓	<input type="checkbox"/>

Key

BH	Brandy Hall	MT	Mary Taylor
DBT	Donna Bailey-Taylor	SH	Sandra Homes
JM	John Meroski	ALL	All Members
LM	Lori Medlin	CTR	Contractor
ML	Martha Lamm		

NC I-95 Visitor Marketing and Community Advocacy Strategy

Target Audiences

The specific audiences of the communications initiatives are as follows:

Marketing

- Leisure visitor
- Business/corporate traveler
- Meeting/conference/reunion planner
- Group tour operator
- Sports event planner
- Travel media

Advocacy

- Government officials
- Residents (VFR traveler)
- Media persons
- VB/Authority board members
- Visitor industry owners/managers
- Travel association leaders

Positioning and Key Messages

The NC I-95 Tourism Marketing Alliance platform to communicate to the above audiences is highlighted below.

1. Implementation of research and partnership-based marketing and promotional programming
2. Brand attention on well-serviced highway exits, friendly hometowns and unique shopping and, cultural heritage and entertainment experiences
3. Increased capability of I-95 Tourism Marketing Alliance
4. Recognition as a regional economic development organization focusing on sustainable tourism growth
5. Provision of \$1 billion in current economic impact along NC I-95.

Communications Initiatives

New 2007/2008–2009/2010 communications directions for both marketing and advocacy audiences are identified below.

- Development of promotional brochure and website/database system
- Agreement and use of destination brand identity design
- Presence at selective travel shows and participation in productive advertising campaigns
- Focus on destination brand public relations activities
- Proactive effort on Alliance benefits and new partnership support.

Key marketing and advocacy programs/activities to be accomplished over the next three years are as follows:

Activities	Responsibility	2007/ 2008	2008/ 2009	2009/ 2010	Completed
➤ Printed Promotional Collateral	DBT/CTR	✓			<input type="checkbox"/>
➤ Website and Database Development	DBT/CTR/ALL	✓	✓	✓	<input type="checkbox"/>
➤ Brand Creative Brief and Identity Design	DBT/ALL	✓			<input type="checkbox"/>
➤ Selective Advertising Opportunities	DBT/ALL		✓	✓	<input type="checkbox"/>
➤ Travel Trade/Consumer Show Participation	DBT/CTR	✓	✓	✓	<input type="checkbox"/>
➤ Public Relations/Media FAMS	DBT/CTR	✓	✓	✓	<input type="checkbox"/>
➤ Advocacy Messages Development and Support Materials	DBT/JM	✓			<input type="checkbox"/>

Key

BH	Brandy Hall	MT	Mary Taylor
DBT	Donna Bailey-Taylor	SH	Sandra Homes
JM	John Meroski	ALL	All Members
LM	Lori Medlin	CTR	Contractor
ML	Martha Lamm		

NC I-95 Tourism Marketing Alliance Leadership and Funding Strategy

Organization Structure

Presently an informal marketing group, it is the intent of the Tourism Marketing Alliance to legally form as a 501(c)3 foundation. It is anticipated that a contracted person will be hired in the 2007–2008 year to assist in the marketing efforts and a full-time marketing officer hired in 2008–2009.

Administrative and Financial Initiatives

The Tourism Marketing Alliance is currently headquartered at the Johnston County Visitors Bureau at 1535-A Booker Dairy Road in Smithfield, North Carolina.

New administrative and financial directions for 2007/2008–2009/2010 are identified below:

- Implementation of the strategic business plan initiatives
- Securing 501(c)3 legal formation status for the Tourism Marketing Alliance
- Approaching and gaining support from various existing and new partners
- Employment of a full-time marketing officer.

Key administration and finance programs/activities to be accomplished over the next three years are as follows:

Activities	Responsibility	2007/ 2008	2008/ 2009	2009/ 2010	Completed
➤ Strategic Business Plan Execution	ALL	✓	✓	✓	<input type="checkbox"/>
➤ Tourism Marketing Alliance Legal Formation Investigation	DBT	✓			<input type="checkbox"/>
➤ Golden Leaf Foundation Partnership	DBT	✓			<input type="checkbox"/>
➤ Marketing Officer Staffing	DBT		✓		<input type="checkbox"/>
➤ Robeson County/Lumberton Tourism Marketing Alliance Participation	DBT/ALL	✓			<input type="checkbox"/>
➤ New Partnership Development	DBT/ALL	✓	✓	✓	<input type="checkbox"/>

Key

BH	Brandy Hall	MT	Mary Taylor
DBT	Donna Bailey-Taylor	SH	Sandra Homes
JM	John Meroski	ALL	All Members
LM	Lori Medlin	CTR	Contractor
ML	Martha Lamm		

Three-Year Initiative Measurements

The NC I-95 Tourism Marketing Alliance performance measures to be assessed and compiled for each year are as follows:

Key Program Objectives	Responsibility	2007/ 2008	2008/ 2009	2009/ 2010	Reviewed
➤ Destination brand awareness	ALL	✓	✓	✓	<input type="checkbox"/>
➤ Destination inquiry conversion	ALL		✓	✓	<input type="checkbox"/>
➤ Destination satisfaction rating	ALL		✓	✓	<input type="checkbox"/>
➤ Destination repeat patronage	ALL		✓	✓	<input type="checkbox"/>
➤ Destination referral rating	ALL		✓	✓	<input type="checkbox"/>
➤ Resident tourism awareness and value	ALL	✓	✓	✓	<input type="checkbox"/>

Key

- BH Brandy Hall
- DBT Donna Bailey-Taylor
- JM John Meroski
- LM Lori Medlin
- ML Martha Lamm
- MT Mary Taylor
- SH Sandra Homes
- ALL All Members
- CTR Contractor



Proposed Three Year Business Plan Budget

Revenue	2007/2008 \$	2008/2009 \$	2009/2010 \$
Golden Leaf Foundation ¹	68,000		—
Supporting CVB/Authority Partners ²	30,000	35,000	35,000
Government Grants ³	—	25,000	25,000
Private Sector Partner Contribution ⁴	—	75,000	100,000
TOTALS	<u>98,000</u>	<u>135,000</u>	<u>160,000</u>
Expenses	2007/2008 \$	2008/2009 \$	2009/2010 \$
Visitor Experience and Brand Development Goal	—	3,000	3,000
Visitor Marketing, Sales and Servicing Goal	76,000	85,000	110,000
Visitor and Community Advocacy Goal	2,000	2,000	2,000
Leadership and Funding Goal	20,000	45,000	45,000
TOTALS	<u>98,000</u>	<u>135,000</u>	<u>160,000</u>

¹ Remaining not-for-profit grant monies available

² Tourism Marketing Alliance member contribution (\$5,000 each)

³ Anticipated North Carolina State Tourism grant application

⁴ Anticipated new partner/sponsor investment monies

Appendices

NC I-95 Tourism Marketing Alliance Members

Organization Affiliation	Name/Contact
Dunn Area Tourism Authority	Brandy Hall tourism@dunnchamber.com (910) 892–3282
Fayetteville Area Convention & Visitors Bureau	John Meroski, CDME jmeroski@visitfayettevillenc.com (910) 483–5311
Halifax County Convention & Visitors Bureau	Lori Medlin lmedlin@visithalifax.com (252) 535–1687
Johnston County Visitors Bureau	Donna Bailey-Taylor, CDME dbtaylor@johnstoncountync.org (919) 989–8687
Lumberton Visitors Bureau	Mary Taylor info@lumberton-nc.com (910) 739-9999
Nash County Travel and Tourism	Martha Lamm mlamm@rockmountytravel.com (252) 972–5080
Wilson Visitors Bureau	Sandra Homes info@wilson-nc.com (252) 243–8440

NC I-95 Destination Corridor Visitor/Non-Visitor Brand Research Results

Quick Facts – I-95 Visitor/non-visitor Image/Perception Survey

Top three communities visited on the corridor:	Fayetteville
	Rocky Mount
	Smithfield/Selma
Day Visitors Length of visit	= 5.39 hours
Overnight Visit Length of stay	= 3.83 nights
Top overnight communities on the corridor	Fayetteville/Fort Bragg
	Rocky Mount
	Smithfield/Selma & Roanoke Rapids
Type of Transportation:	90.1% car
	4.2% RV/Coach/Bus
	.4% Train
	1.8 Airline
Top Activities during the stay:	Sightseeing 35.7
	Dining 33.5
	Visiting Friends & Relatives 26.2
	Outlet Shopping 25.0
	Family/recreation 23.2
	Historic/heritage sites 22.0

What types of attractions, facilities and/or services needed for destinations:

TOP TEN

Better street signs/directional signage

Higher quality hotels

More rest areas

Better restaurants

Amusement park

Camping

More information/advertise more

Preservation of historic sites

Family entertainment

More recreational facilities

What image or appeals come to mind about communities on I-95:

Natural environment (beautiful and well preserved)

Friendly people

Historical

Rural

Convenient (good facilities, easy access from interstate)

Countryside/farms

None

Outlet Malls

Small Towns

Describe the atmosphere or the emotional feeling you experience or expect from communities on I-95:

Friendly

Relaxing/restful/rejuvenating

Welcoming/warm

Peaceful

Good

Homey feeling

Laid back

Rural

List up to three distinctive or unique tourist attractions that you can think of along the corridor: (unprompted)

Outlet Mall/shopping

Fort Bragg

Ava Gardner Museum

Civil War Sites

Restaurants/dining

South of the Border

Golf/Golf Courses

Bentonville Battlefield

Historic Halifax

Museums

Antique Shopping

Rank the following descriptive statements:

The area contains beautiful nature and scenery

The area is rich in history and culture

The overall mood of the area is peaceful and relaxed

People residing in NC I-95 Corridor communities are warm and friendly

NC I-95 Corridor communities are easily accessible

Indicate awareness of NC I-95 Corridor attractions (prompted – each destination gave three choices, total 21 attractions)

Airborne & Special Operations Museum

Bentonville Battlefield State Historic Site

General William C. Lee Airborne Museum

Lumber River State Park

Historic Halifax

SE North Carolina Farmers Market

Cape Fear River Recreational Area

Fort Bragg Military Base

Averasboro Civil War Battlefield

Carolina Premium Outlets

Ava Gardner Museum

Demographics of respondents - Region where they live:

South US	54.4%
Northeast	17.1%
Midwest	12.9%
Canada	9.4%
West	6.2%

Breakdown of Southern Respondents

North Carolina	Visitors	43.5%
Virginia	Visitors	16.9%
Florida	Visitors	11.5%
Texas	Visitors	4.8%
Maryland	Visitors	5.7%
South Carolina	Visitors	5.3%

Age of Respondents

Visitors	36.0
Non-visitors	32.9
All respondents	34.7

Marital Status

Single	Visitors	9.9%
Married	Visitors	76.6%

Highest level of education

High School Graduate	Visitors	8.2%
Some college/university	Visitors	18.8%
Trade school graduate	Visitors	3.9%
Associate degree	Visitors	11.2%
Bachelor’s degree	Visitors	30.3%
Graduate or Professional	Visitors	27.3%

Race or ethnicity

White	Visitors	93.4%
African American	Visitors	4.5%
American Indian	Visitors	.9%
Hispanic	Visitors	.6%

Household income

<25,000	Visitors	3.8%
\$25,000-\$50,000	Visitors	16.5%
\$50,000-\$75,000	Visitors	22.2%
\$75,000-\$100,000	Visitors	21.8%
\$100,000-\$125,000	Visitors	14.2%
\$125,000-\$150,000	Visitors	10.4%
>\$150,000	Visitors	11.1%