NC I-95 Tourism Marketing Alliance

Strategic Business Plan

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.
# Strategic Business Plan Outline

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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
- Customer-centric
- Community-engaged
- Professional
- Accountable
- 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-visiters 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.

<table>
<thead>
<tr>
<th>Functional Benefits (descriptive features)</th>
<th>Emotional Benefits (feelings)</th>
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</thead>
<tbody>
<tr>
<td>Natural green environment</td>
<td>Friendliness</td>
</tr>
<tr>
<td>Friendly people</td>
<td>Relaxed and restful</td>
</tr>
<tr>
<td>Historical place</td>
<td>Welcoming</td>
</tr>
<tr>
<td>Rural setting</td>
<td>Peaceful and serene</td>
</tr>
<tr>
<td>Convenient location</td>
<td>Homey and laidback</td>
</tr>
</tbody>
</table>

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:

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<td>➤ Tourism Asset Inventory and Quality Evaluation</td>
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<td>➤ Attraction Association Formation Investigation</td>
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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

NC I-95 Tourism Marketing Alliance
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:

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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:

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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:

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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         |      |                    |
Proposed Three Year Business Plan Budget

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<tr>
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<tr>
<td>Golden Leaf Foundation¹</td>
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<td>Government Grants³</td>
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<table>
<thead>
<tr>
<th></th>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Visitor Experience and Brand Development Goal</td>
<td>—</td>
<td>3,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Visitor Marketing, Sales and Servicing Goal</td>
<td>76,000</td>
<td>85,000</td>
<td>110,000</td>
</tr>
<tr>
<td>Visitor and Community Advocacy Goal</td>
<td>2,000</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Leadership and Funding Goal</td>
<td>20,000</td>
<td>45,000</td>
<td>45,000</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>98,000</strong></td>
<td><strong>135,000</strong></td>
<td><strong>160,000</strong></td>
</tr>
</tbody>
</table>

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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

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

<table>
<thead>
<tr>
<th>State</th>
<th>Visitors</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>Visitors</td>
<td>43.5%</td>
</tr>
<tr>
<td>Virginia</td>
<td>Visitors</td>
<td>16.9%</td>
</tr>
<tr>
<td>Florida</td>
<td>Visitors</td>
<td>11.5%</td>
</tr>
<tr>
<td>Texas</td>
<td>Visitors</td>
<td>4.8%</td>
</tr>
<tr>
<td>Maryland</td>
<td>Visitors</td>
<td>5.7%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Visitors</td>
<td>5.3%</td>
</tr>
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</table>

### Age of Respondents

<table>
<thead>
<tr>
<th>Type</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>36.0</td>
</tr>
<tr>
<td>Non-Visitors</td>
<td>32.9</td>
</tr>
<tr>
<td>All Respondents</td>
<td>34.7</td>
</tr>
</tbody>
</table>

### Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Visitors</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>Visitors</td>
<td>9.9%</td>
</tr>
<tr>
<td>Married</td>
<td>Visitors</td>
<td>76.6%</td>
</tr>
</tbody>
</table>

### Highest level of education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Visitors</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Graduate</td>
<td>Visitors</td>
<td>8.2%</td>
</tr>
<tr>
<td>Some college/university</td>
<td>Visitors</td>
<td>18.8%</td>
</tr>
<tr>
<td>Trade school graduate</td>
<td>Visitors</td>
<td>3.9%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>Visitors</td>
<td>11.2%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>Visitors</td>
<td>30.3%</td>
</tr>
<tr>
<td>Graduate or Professional</td>
<td>Visitors</td>
<td>27.3%</td>
</tr>
</tbody>
</table>
### Race or ethnicity

<table>
<thead>
<tr>
<th>Race</th>
<th>Visitors</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>White</td>
<td></td>
<td>93.4%</td>
</tr>
<tr>
<td>African American</td>
<td></td>
<td>4.5%</td>
</tr>
<tr>
<td>American Indian</td>
<td></td>
<td>.9%</td>
</tr>
<tr>
<td>Hispanic</td>
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<td>.6%</td>
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### Household income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Visitors</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>&lt;25,000</td>
<td></td>
<td>3.8%</td>
</tr>
<tr>
<td>$25,000-$50,000</td>
<td></td>
<td>16.5%</td>
</tr>
<tr>
<td>$50,000-$75,000</td>
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<td>22.2%</td>
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<td>$100,000-$125,000</td>
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<tr>
<td>$125,000-$150,000</td>
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<td>10.4%</td>
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<tr>
<td>&gt;$150,000</td>
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<td>11.1%</td>
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