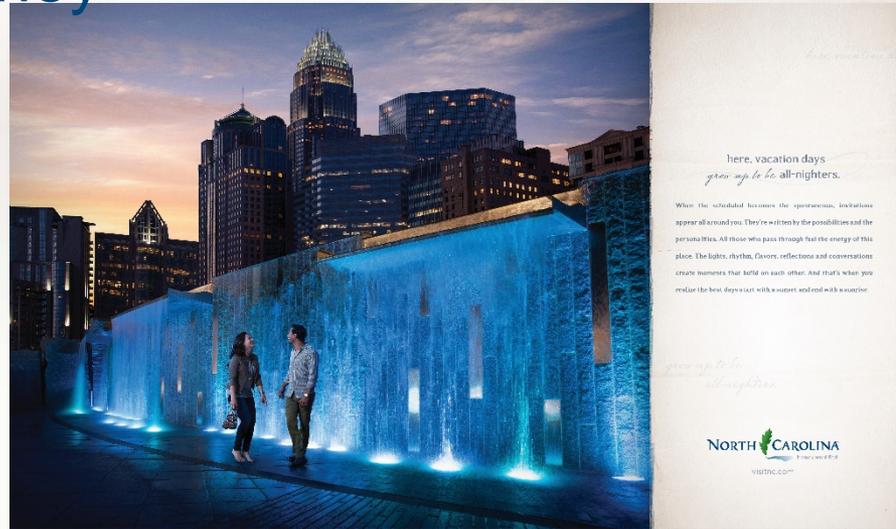


The Power of Partnership

Mark Shore
Director of Tourism Marketing
Visit North Carolina

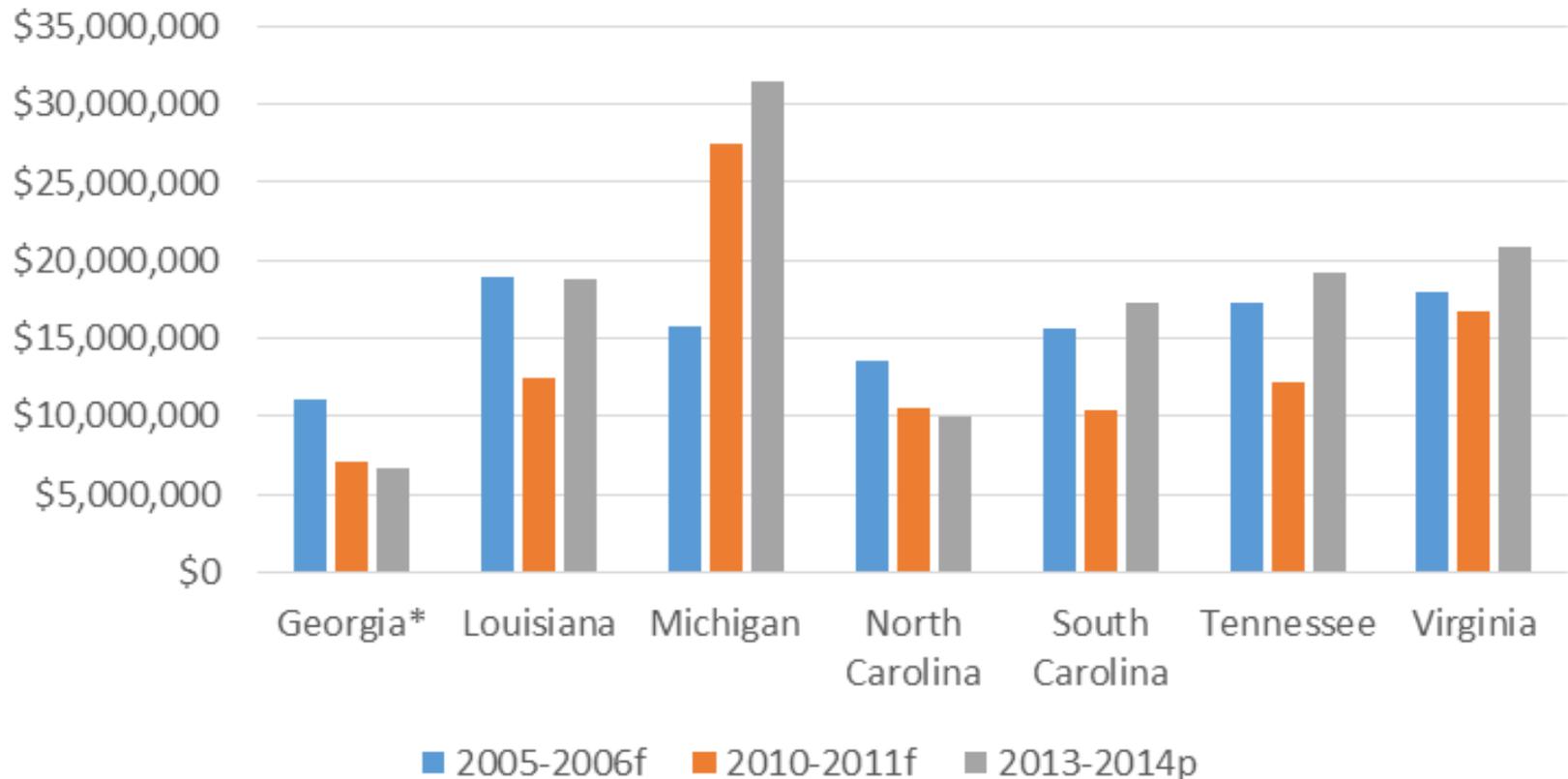
VisitNC Program Goals

- More people, staying longer, spending more money
- Strategic marketing investments
- Leveraging resources through partnerships



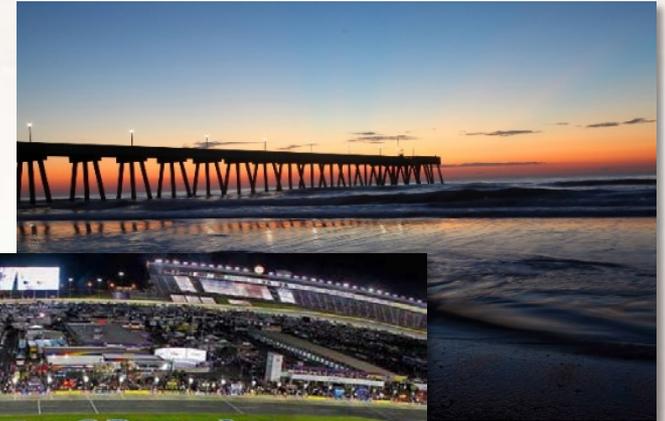
Competitive State Budgets

State Tourism Office Budgets

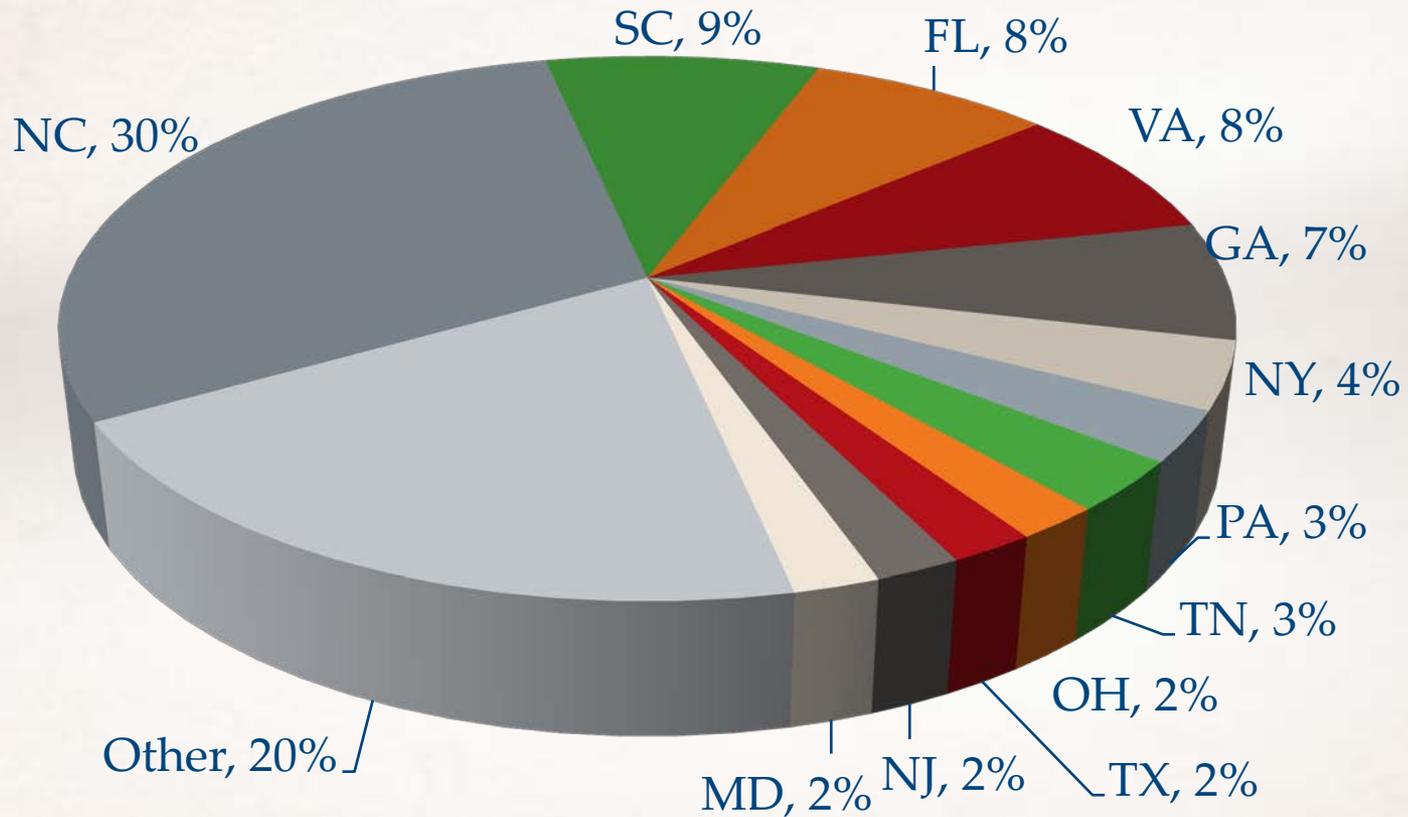


2014 Year End Highlights

- Lodging demand up 5.4% and RevPAR up 9.3%.
- Drove record 5.4 million website visits.
- PR garnered \$20.5 million in ad equivalency.
- Partnerships generated more than \$6 million in additional brand exposure.



State of Origin of NC Overnight Visitors



2015-16 Partner Co-Op Programs



For more information,
partners.visitnc.com/partners

Or contact us
Brooks Lagare - brooks.lagare@visitnc.com
or by phone 704.552.8555 ext. 1104
Crandall Turner - crandall.turner@visitnc.com
or by phone 704.552.8555 ext. 142

2015 Partner
2016 ADVERTISING PROGRAMS NC

Visit North Carolina | 1.800.VisitNC (847-4882)

CO-OP | Print PROGRAMS

COASTAL LIVING CO-OP SPREAD
 Issue: April 2016
 Spring Availability: Three (3) Directory Partners
 Circulation: 450,000 (FL, GA, AL, MS, TN, SC, NC, VA, WV, KY, IL, IN, OH, MI, WI, PA, DC, MD, DE, NJ, CT, NY, RI, MA, VT, NH, ME)
 Directory Investment: \$2,000 Per Partner

FAMILY FUN CO-OP SPREAD
 Issue: September 2015 and May 2016
 Fall Availability: Three (3) Directory Partners
 Spring Availability: Three (3) Directory Partners
 Circulation: 449,400 (AL, FL, GA, KY, MS, NC, SC, TN, WV, VA)
 Directory Investment: \$2,500 Per Partner

GARDEN & GUN CO-OP SPREAD
 Issue: June/July 2015, August/September 2015 and April/May 2016
 Fall Availability: One (1) Full-Page Partner, 12 Directory Partners
 Spring Availability: Six (6) Directory Partners
 Circulation: 325,000 National (76% Southeast, Mid-Atlantic or Northeast)
 Directory Investment: \$2,200 Per Partner
 Full-Page Investment: \$12,000 Per Partner

HEARST TRAVEL GROUP CO-OP SPREAD: COUNTRY LIVING, WOMAN'S DAY AND GOOD HOUSEKEEPING
 Issue: October 2015 and April 2016
 Fall Availability: Six (6) Directory Partners
 Spring Availability: Six (6) Directory Partners
 Circulation: 1,669,354 (GA, SC, TN, VA, DC, NC, FL)
 Directory Investment: \$5,600 Per Partner

~14~

crandall.turner@LGAadv.com

partners.visitnc.com



Leveraging Resources Through Partnerships

Media Spending

Visit NC Media Budget:
\$3,380,000

Partner investment:
\$2,100,000

Final Budget: \$5,480,000

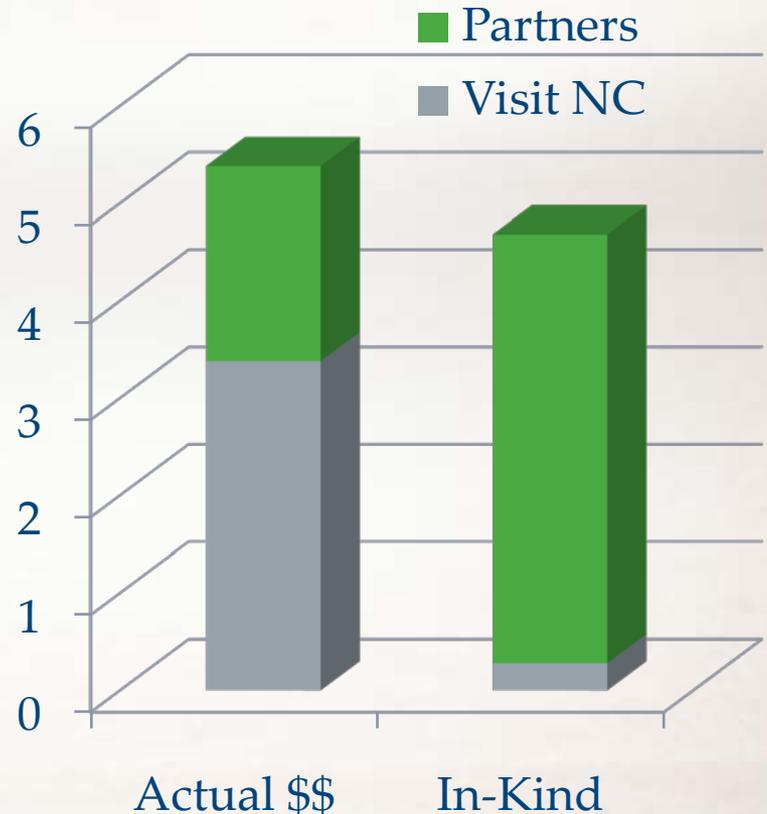
In Kind Media Partners

Visit NC: \$280,000

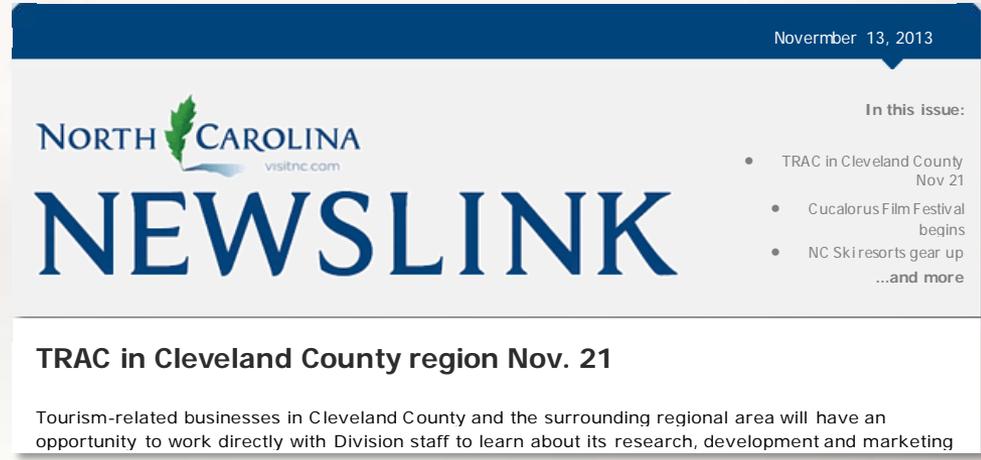
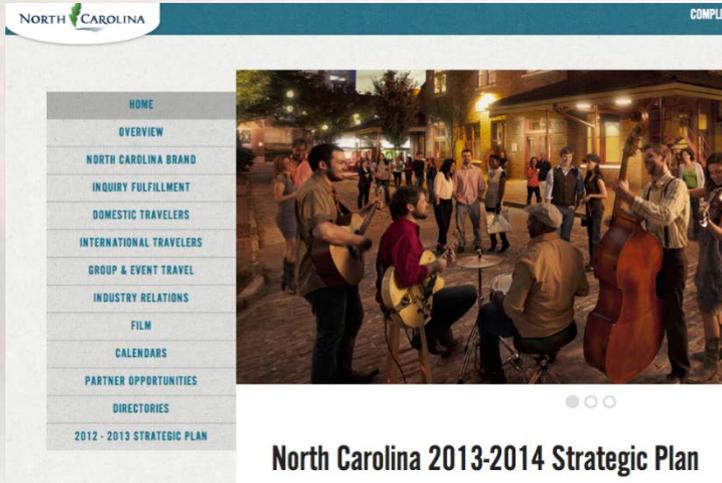
Media Partners: \$3,391,000

Total Value:

\$9,126,000



Partner Opportunities



partners.visitnc.com

dana.grimstead@VisitNC.com



End of the infomercial



ORDER NOW!

FOREVER LAZY™

\$29.95 PLUS P&H

*2 Forever Lazy™ Fleeces
With 2 Sets of Footies*



*30-Day Money Back
Guarantee (Less P&H)*

www.OrderForeverLazy.com

1-800-621-1376

NY & CA residents add sales tax / Please allow 2-6 weeks delivery / ©2011 APC

The company

\$200

million

In 2013, visitors to Johnston County spent more than
\$204 million in the county,
generating more than **\$16 million**
in state & local tax revenues.

Johnston County ranks #22
out of NC's 100 counties in terms of visitor spending.

Tourism directly employs more than 1,600 people in Johnston County with a payroll of \$30 million.



Each resident saves more than \$91 each year in taxes as a result of taxes generated by visitors to the county.

Stay entrepreneurial



Great idea



Stay connected



The image is a screenshot of the Visit North Carolina Facebook page. At the top, the Facebook logo is on the left, and the login section is on the right, featuring fields for "Email or Phone" and "Password", a "Log In" button, and links for "Keep me logged in" and "Forgot your password?". The page header shows a scenic background image of a park with large trees and pink azaleas. The profile picture is the "N.C." logo with a green leaf, and the name is "Visit North Carolina" with the tagline "Travel/Leisure". Navigation tabs include "Timeline", "About", "Photos", "Instagram", and "More".

77k people like this
Jennifer Francioni Kraftchick and 70 other friends

Invite friends to like this Page

ABOUT

Whether you're looking for adventure or relaxation, mountains or beaches, the rhythm of city life or the tranquility of nature, you'll find it at ...
[READ MORE](#)
<http://www.visitnc.com/>

Visit North Carolina
22 hrs · 🌐

We're giving away a 22-stop vacation stretching from the mountains to the coast!
Entering is simple: Tweet your ideal North Carolina vacation stop or activity using #VacationBIG and #entry.

**#VACATIONBIG
BIG VACATION
GIVEAWAY**

The #VacationBIG Big Vacation Giveaway
We've built the ultimate vacation with 22 stops taking you from our majestic

Scan for fans



1936. "Peggy Wright House, Louisburg vicinity, Franklin County, North Carolina. Structure dates to 1796." A house whose paint and charm are inversely proportional. 8x10 negative by Frances Benjamin Johnston.

👤 34 ❤️ 10



Beckie Elliott
And that's the way it was.



JOHNSTON COUNTY COURTHOUSE, SMITHFIELD, N. C. This great photo is usually taken in the best of the South. It is not only beautiful but of historical value, too. It is the best of the best.

Johnston County Courthouse
👤 1



Historic Site near Four Oaks, NC.
👤 11

Visit Johnston County Annual Festivals & Events in Jo...



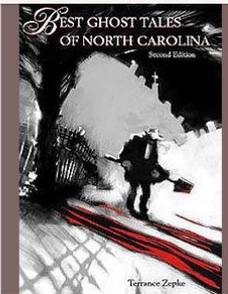
Ava Gardner Johnston County North Carolina Paper Fan - Other

Wanda Rogers
rosieshouse @ Bonanza.com



Visit Johnston County North Carolina

Lisa Collette
My Mayberry



The Best Ghost Tales of North Carolina #eeriesoutheast
👤 39 ❤️ 8

Pineapple Press, Inc.
Eerie Southeast/Halloween



Kenly Cemetery Kenly Johnston County North Carolina USA
👤 3 ❤️ 1

Cherie Clark
Find a Grave Cemeteries



johnston county hams smithfield nc | Aging Hams at Johnston County Hams in Smithfield | Smithfield, NC. Simply the best.
👤 4

Eugene Gasperini
Products I Love



1936. "Col. Alfred Cooper homestead, Aventon vicinity, Nash County, North Carolina. Structure dates to 1760; reputed oldest house in county." 8x10 inch acetate negative by Frances Benjamin Johnston.
👤 28 ❤️ 1

Bill Lander
HISTORY



Ava Gardner (1922 - 1990) - Find A Grave Photos - Sunset Memorial Park, Smithfield, North Carolina, USA
👤 1

Paola Riggio
Ava Gardner



from Our State Magazine
Making the Cut: North Carolina Christmas Trees
👤 2

Our State Magazine
Coastal North Carolina



from BuzzFeed
These Portraits Of Shelter Dogs Looking For Homes Will

from This Day in North Carolina Hist...
Ava Gardner Born
December 24, 1922: Ava Gardner was born in Grabtown, a small farming community near Smithfield in Johnston County. #movies #film
👤 21 ❤️ 1

Kristen Smith
the Old North State



NC Beer Month Comes to JoCo Again - Visit Johnston County North Carolina
👤 1

Donna Bailey-Taylor
Craft Beer



Visit Johnston County North Carolina

Donna Bailey-Taylor
Benson, NC



Rule of 3



A rising tide



As they say on my own Cape Cod, a rising tide lifts all the boats. And a partnership, by definition, serves both partners, without domination or unfair advantage. Together we have been partners in adversity — let us also be partners in prosperity.

(John F. Kennedy)

izquotes.com

THANK YOU!



MARK.SHORE@VISITNC.COM

NORTH  CAROLINA