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

- Georgia*
- Louisiana
- Michigan
- North Carolina
- South Carolina
- Tennessee
- Virginia

Budgets:
- 2005-2006f
- 2010-2011f
- 2013-2014p

Note: *Georgia's data for 2010-2011f is not available.
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

- NC, 30%
- SC, 9%
- FL, 8%
- VA, 8%
- GA, 7%
- PA, 3%
- TN, 3%
- OH, 2%
- TX, 2%
- NJ, 2%
- MD, 2%
- NY, 4%
- Other, 20%
Partnerships Leverage Resources

UNC-TV

THE NORTH CAROLINA ASSOCIATION OF BROADCASTERS

Time Warner Cable

North Carolina
2015-16 Partner Co-Op Programs

COASTAL LIVING CO-OP SPREAD
Issue: April 2015
Spring Availability: Three (3) Directory Partners
Circulation: 450K+ DL, CA, FL, MS, TN, SC, NC, VA, WV,
KS, IL, IN, KS, MN, WI, SD, IA, NE, IL, IA, CT,
NY, ME, 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
Directory Investment: $2,000 Per Partner

GARDEN & GUN CO-OP SPREAD
Issue: January/February, March/April, June/July, August/September 2015
Fall Availability: One (1) Full-Page Partner,
Three (3) Directory Partners
Spring Availability: One (1) Full-Page Partner,
Three (3) Directory Partners
Circulation: 125K+ National (100% Southeast),
Mid-Atlantic or Northeast
Directory Investment: $4,000 Per Partner
Full-Page Investment: 100,000 DL Per Partner

VACATION 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: 6MM+ DL, CA, SC, TN, VA, DC, NC, FL
Directory Investment: $5,000 Per Partner

partners.visitnc.com
crandall.turner@LGAAdv.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
In this issue:

- TRAC in Cleveland County region Nov. 21
- Cucalorus Film Festival begins
- NC Ski resorts gear up
- ...and more

Tourism-related businesses in Cleveland County and the surrounding regional area will have an opportunity to work directly with Division staff to learn about its research, development and marketing.

partners.visitnc.com
dana.grimstead@VisitNC.com
End of the infomercial
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.
Got a plan?
Stay entrepreneurial
Great idea
Stay connected

Visit North Carolina
Travel/Leisure

77k people like this
Jennifer Franconi Kraftzick 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 all...

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

We've built the ultimate vacation with 22 stops taking you from our majestic...
Rule of 3
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)
THANK YOU!

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