



Outer Banks Visitors Bureau

FY22-23: Marketing Summit Presentation

11.3.22



Angie Buchanan
Director of Client Services



Nick Johnson
Associate Media Director

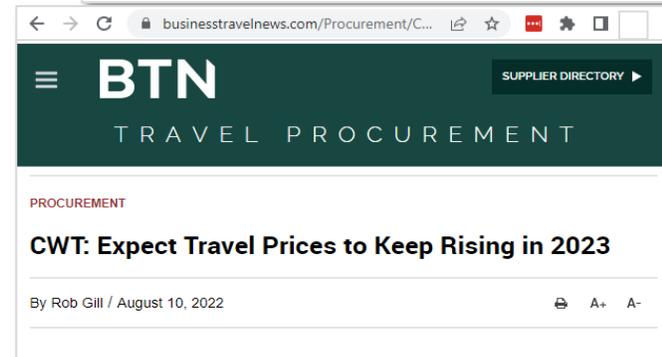
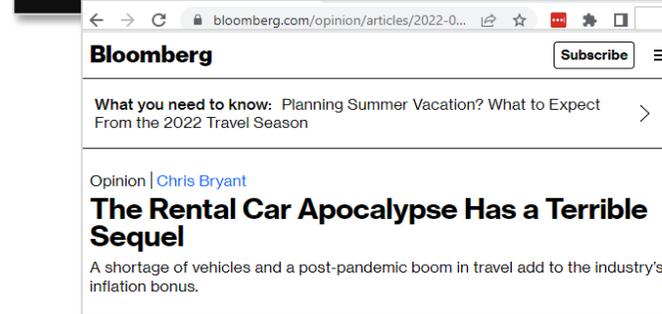
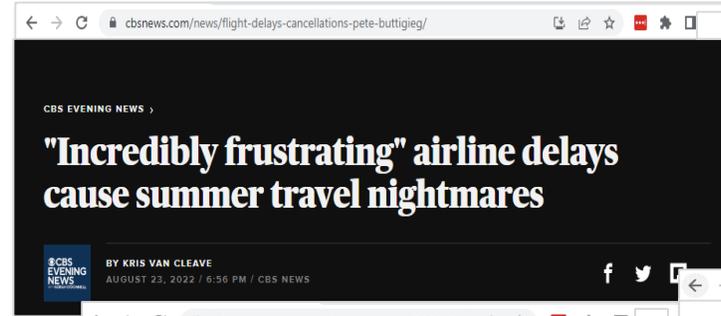
Agenda

1. Current market situation
2. Performance audits and reporting
3. Key media initiatives

Current market situation

The Gloom

We look ahead to an evolving and complicated situation...



Declines Measured From “Pandemic Highs”

Mar – Aug v. previous year



Adj. paid occupancy %
down 3 points – most
significant decreases in
Spring season.



YOY declines in key
conversions across all months
– organic sessions down
significantly (-23%).

The Bloom

Travel interest remains high...



Many Americans still view travel as “essential” and remain committed to travel even in an economic downturn.

Nearly two-thirds (64%) of American travelers expect the U.S. to enter an economic recession this year....Still, 75% believe “travel is a good investment” even during a recession.

The Glass Half Full...

OBVB has seen increased growth in revenues and spend despite lower occupancy and organic search interest.

Mar – Aug v. previous year



Revenue is up in 2022 – Significant gains in June – August, March – May flat.



Tourism related spend was up YOY – +\$2MM in tracked spend (+7%).



Meals and lodging spend is up – +\$9MM (5%) & +\$50MM (12%) respectively*.

**Through July based on available data on outerbanks.org*

Our Advantages



Road trips are preferred travel method – +15-20-point lead on commercial airline.

Source: Destination Analysts – October SATS



Beach destinations continue to be desirable and viewed as safe destinations – “beach time” measured as top-2 most relaxing destinations.

Source: Destination Analysts – October SATS



We’re advancing data analysis and insights – Expanded partnerships and new analysis from HY.

Performance audits and reporting

Our Foundation:
Research



The Sum of All Parts

Carefully reviewing the connectivity and correlation across all data sets.



Drive Times and Per Capita Data Utilized to Prioritize Markets by Season



The screenshot displays the Google Maps Platform website with a map of the Eastern United States. A route is highlighted from Washington, D.C. to Duck, NC, with three alternative paths shown with their respective drive times and distances:

- via US-13 S: 6 hr 31 min, 346 miles
- via US-113 S and US-13 S: 6 hr 36 min, 344 miles
- via US-13 S and US-113 S: 7 hr 40 min, 410 miles

Below the map, the website features several promotional cards:

- WHY GOOGLE:** 200M+ businesses and places
- RETAIL:** Explore solutions for Retail
- PRODUCTS:** Find the right combination
- SOLUTION FINDER:** Find your solution
- USE CASES:** Provide local information

On the right side of the screenshot, a data table is visible, comparing metrics across three market segments (A, B, and C).

	A	B	C
	0-4 hours 4x DMAs 4.7MM population	4-8 hours 17x DMAs 23.3MM population	8-14 hours 59x DMAs 77.9MM population
Spend Tracked dollars in market Mar - Aug 2022	\$10.2MM +17%	\$14.1MM +41%	\$5.8MM +25%
Cardholders Tracked visitors Mar - Aug 2022	35.7K Local feeders 38%	37.0K Blossoming markets 39%	17.5K Opportunity markets 3%
Organic search Website sessions Jan - Jul 2022	160K (-18%) 17%	257K (-6%) 27%	373K +49% 39%

Key media initiatives

New Audiences Identified by OBVB



Model audience segments within national consumer survey data to examine trends and opportunities.

Core Target Audiences

<p><i>Childless Retreaters</i></p>  <p><i>A45+, HHI \$75K - \$150K, no children present in HH</i></p>	<p><i>Single Adults</i></p>  <p><i>A18+, never married, no children present in HH</i></p>	<p><i>Family Audience</i></p>  <p><i>A25-54, HHI \$100K - \$250K, presence of children in the HH (0-17)</i></p>
--	--	--



Additional Niche Audiences/Subsets

<p><i>Fishing</i></p>  <p><i>Personally participated in fishing (fresh/salt) in last 12 months</i></p>	<p><i>Surfing/Water Sports</i></p>  <p><i>Personally participated in water sports* in last 12 months</i></p>	<p><i>Birding</i></p>  <p><i>Personally participated in bird watching in last 12 months</i></p>
--	--	---

*Includes: Water skiing or Wakeboarding or Surfing/windsurfing or Snorkeling/skin diving or Scuba diving

Full-Funnel Approach

Reaching core and niche audiences across the consideration journey.

Adapting messaging to the audience based on key indicators and known travel intent.



Spring-Summer Launching
Dec 2022!



CTV/OTT



Streaming Audio



Print



Display/
High-impact



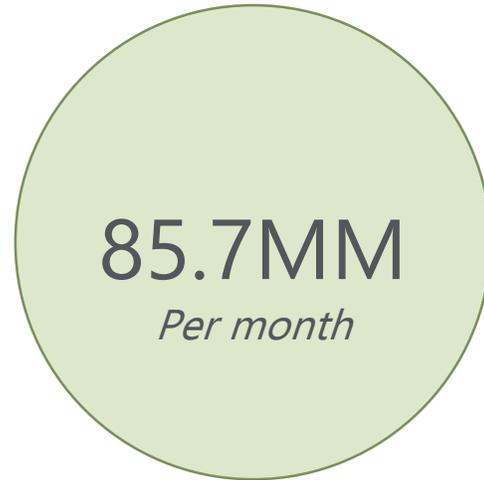
Native



Search

Leaning Heavily into Streaming Trends

Streaming is no longer a trend, it's an absolute reality.



Number of homes that streamed content in a month on CTV in the U.S.

+5.7MM homes v. Mar '21



Time spent streaming on CTV/household in the U.S.

+19% per month v. Mar '21



Average viewing days spent streaming on CTV.

+3.2 days v. Mar '21

Source: comScore's State of Streaming 2022

Build Reach and Frequency Through Streaming TV

Layer audience targeting to focus messaging to core+ audiences.

Direct buys: Premium ad-supported platforms



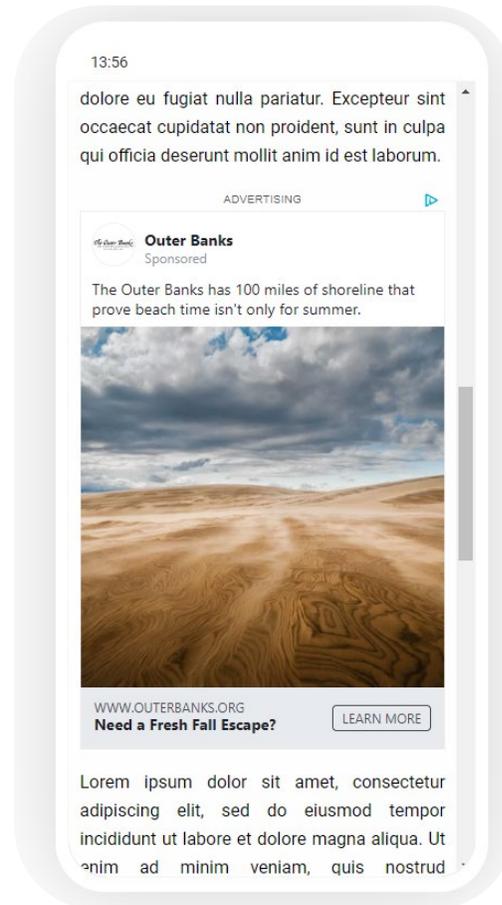
Demand-side platform: Programmatic inventory to help scale



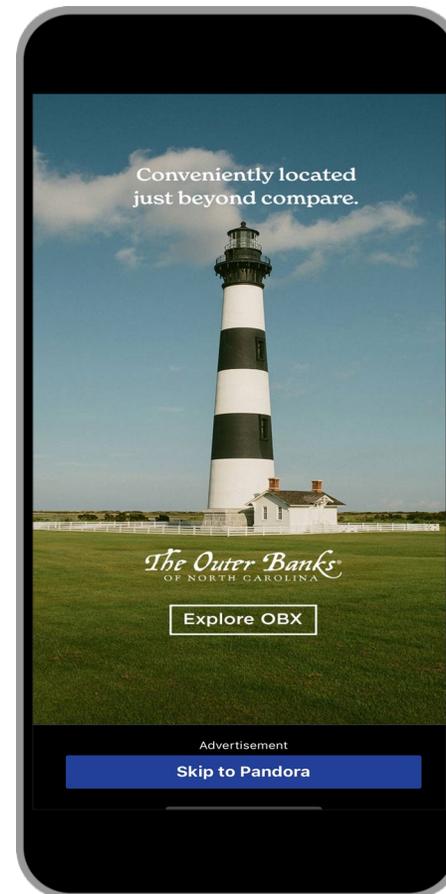
Improving Site Driving Tactics

Efficiency tactics optimized routinely.

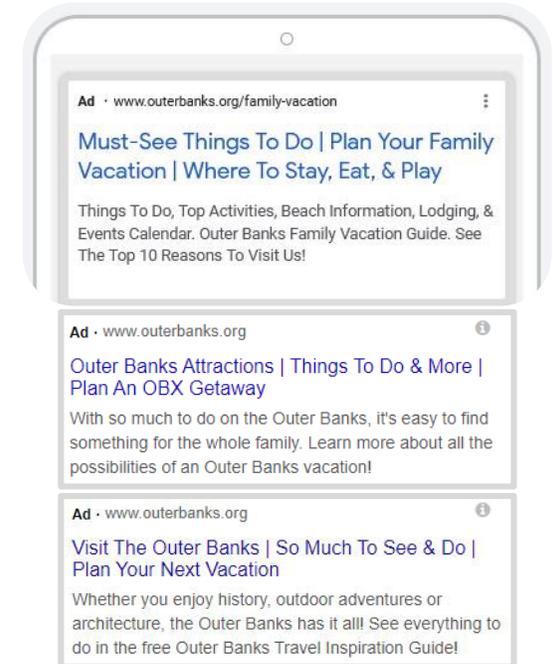
1. Increasing native-like assets



2. High-impact visuals and display tactics



3. Heavy SEM focus



Email Remains Effective for Low- Funnel



- 4 billion emails active worldwide
- 99% of users check their email daily
- Trustworthy and personalized communication vehicle that's favored by all generations

Source: Hubspot July 2022

Nurturing and Growing Leads

Key initiative for OBVB – actively finding new ways to grow first-party audiences.

On-going, monthly email updates:
Promoting key messages, local events, timely/seasonal offers



Now's the time the OBX is at its most relaxed, and why wouldn't it be? The days are tempered with cooler temperatures, but still perfectly pleasant for outdoor activities such as birdwatching and hiking. Oysters are in season and can make for a succulent meal, or starter if you want to pair it with a stone fire pizza. Then, complete your day lounging around a beach fire for a stargazing experience like no other.

Bring on the Fall Season

- UPCOMING EVENTS -



Outer Banks Veterans Week
November 4-13, 2022



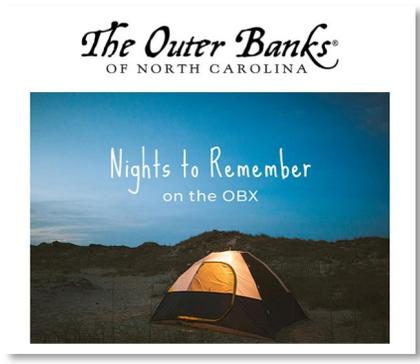
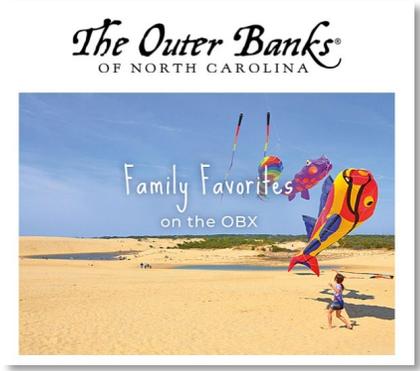
Outer Banks Marathon
November 11-13, 2022



Surfin' Turkey 5K and Fun Run
November 24, 2022

Workflow/personalized emails:

Content tailored to active interests and promoting key products/businesses



On-going Reporting and Analysis

Tracking micro data sets against macro goals on a monthly and annual schedule.

ROI
CAMPAIGN SUMMARY

HOFFMAN YORK
The Outer Banks
VISITORS BUREAU

salesforce **datorama**

CONSIDERATIONS

- FY21-22 Spring-Summer campaign continued in February across the HPTD, Spinn, Jun Group, Pandora and Teads.
- February website sessions and conversions continue to exceed YOY benchmarks for the seventh month in a row.
- Over 600K sessions have been delivered from December-January - website activity is slated to peak to hit the Spring-Summer goal of 2.2MM sessions by June 2022.
- Search performance continues to improve with CTR and CPC performance for the last two months improving +10% and -daily respectively compared to the previous two months.
- Active media for February includes: CTV, Video, Digital Audio, Rich Media, Native Video, Native Display and Banner Display Spring-Summer efforts, CTA-continuity efforts, native article promotions across Google and Bing, email marketing, and social media (managed by Ignite Social).

Overview of below sections:

- February 2022 Overview review YOY change vs. February 2021 while Fiscal Year Overview review YOY change from FY20-21 July 2021 - February 2022.

FEBRUARY 2022 OVERVIEW

- The Spring-Summer paid media activity continued for the second full month in February - Continuity OTA, SEM, newsletter email, workflow email, and native remarketing efforts have continued on fiscal year.
- Conversions continue to increase in February with all website conversion increasing YOY and Lodging & Restaurant Listings having a notable increase.
- Beginning last month, unengaged contacts were removed from Consumer Marketing emails and targeted via the Sunset Program - The slight decrease in sends YOY is due to no Sunset Program on Note: All comparisons shown are to February 2021.

Paid Impressions 11,224,344 <small>(Custom Range: 10,205,076) + 9.99% (1,019,268)</small>	Website Sessions 293,271 <small>(Custom Range: 234,687) + 13.26% (58,584)</small>	Email Sends 200,172 <small>(Custom Range: 212,845) - 6.25% (-12,673)</small>
Paid Video Views 2,522,778 <small>(Custom Range: 2,079,376) + 21.30% (443,402)</small>	Website Conversions (All) 33,365 <small>(Custom Range: 26,572) + 25.17% (6,793)</small>	Lodging & Restaurant Listings Conv 23,181 <small>(Custom Range: 14,245) + 62.70% (8,936)</small>

FISCAL YEAR OVERVIEW

Paid Impressions 74,617,556 <small>(Custom Range: 63,637,131) + 20.2% (10,980,425)</small>	Website Sessions 2,600,719 <small>(Custom Range: 1,945,745) + 46.50% (654,974)</small>	Email Sends 2,289,064 <small>(Custom Range: 2,332,009) - 1.83% (-42,945)</small>
Paid Video Views 15,755,010 <small>(Custom Range: 13,458,361) + 32.69% (2,296,649)</small>	Website Conversions (All) 292,558 <small>(Custom Range: 219,630) + 33.20% (72,928)</small>	Lodging & Restaurant Listings Conversions 175,721 <small>(Custom Range: 171,816) + 35.37% (4,905)</small>

OUTERBANKS.ORG OVERVIEW

- Users who reach Outerbanks.org spent more time on the site in February than during the previous month.
- Overall page views largely maintained from the previous month - Lodging, restaurants, newsletter sign up and events pages had notable increases in page view MDM.

Note: All comparisons shown are to the previous month (January 2022)

EMAIL MARKETING INSIGHTS

- 200K emails were sent this month with 155K sent to the consumer marketing contacts list who received the February 2022 newsletter.
- Sends for the Foodie and CampingTV workflow email increased in February as they were refreshed and sent to their complete contact list.
- Overall email open CTR performance continues to be largely driven by the workflow emails with family, active locations, and art, history and culture workflow delivering the strongest performance in February.

Message Send Name	Sends	Opens	Open Rate	Clicks	CTR (Open)
February 2022 site email	150,360	21,471	13.81%	1,839	8.55%
Foodie workflow 2.0	23,279	1,154	15.64%	1,100	33.84%
CampingTV workflow 2.0	1,950	1,364	13.52%	414	30.90%
art, history and culture workflow 2.0	675	198	29.25%	82	41.84%
Family workflow 2.0	568	166	29.15%	82	53.21%
active locations workflow 2.0	377	102	27.15%	44	43.14%
Fishing workflow 3.0	334	84	25.21%	31	39.90%
Total	200,172	28,847	14.38%	4,187	14.70%

Top Pages Visited - Month Of

URL	Page Views	Open	Return Rate
/blog/	1,758	1,108	44.22%
/resources/	959	487	46.64%
/about/	916	442	28.17%
/plan-your-trip/work-guides/	1,462	445	34.22%
/	482	345	51.90%
/resources/foodie/	488	278	42.94%
/plan-your-trip/camping/	433	245	41.54%
/resources/active-locations/	276	233	37.34%
/plan-your-trip/rentals/	272	221	39.81%
/plan-your-trip/boats/	328	208	62.20%
/plan-your-trip/and-boat/	398	203	33.20%
Total	12,465	8,302	43.87%