

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, SEPTEMBER 19, 2019  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:** Wally Overman, Chair; Myra Ladd-Bone, Vice Chair; Pat Weston, Treasurer; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Bambos Charalambous, Assistant Treasurer.

**STAFF:**

Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Lorrie Love, Tourism Sales and Events Manager  
Aaron Tuell, Public Relations Manager  
Amy Wood, Clerk to the Board/Administrative Specialist

**OTHERS:** Angie Buchanan, Meghan Gindt, and Nick Johnson, Hoffman York; Joe Diemer; Tonia Cohen, Days Inn; and Philip Ruckle, *The Coastland Times*.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**APPROVAL OF AGENDA:** Mr. Hogan moved to approve the agenda. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** Ms. Ladd-Bone moved to approve the meeting minutes from August 15, 2019. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

**PUBLIC COMMENTS:** There were no public comments.

**PRESENTATION BY HOFFMAN YORK:** Hoffman York, the Bureau's advertising agency, presented their marketing strategy for 2019-2020 (attached). The Board and Hoffman York discussed hurricane mitigation advertising and how other destinations are handling Airbnb tax collections.

**STEERING COMMITTEE REPORT:** Lee Nettles reviewed the funding priorities (attached).

Lee Nettles reviewed the proposed advisory committee members as follows:

Town of Nags Head: Webb Fuller (pending Nags Head Commissioners confirmation)  
Dare Co. Commissioners: Rob Ross (pending Dare County Commissioners confirmation)  
Dare County Tourism Board: Myra Ladd-Bone  
Outer Banks Visitors Bureau: Lee Nettles  
At-Large: Mike Dianna, Ralph Buxton, and Ben Cahoon

Ms. Chisholm expressed that the advisory group should have a Hotel/Motel Association representative as an event center, particularly one with a hotel, would impact her industry. Mr. Pergerson agreed that there should be an accommodations representative, noting he felt the hotel industry would be a good representative. The Board discussed adding another member to the advisory committee.

When asked, Ms. Chisholm nominated Tonia Cohen to represent the association. Mr. Pergerson moved to approve the advisory committee as presented, with the Hotel/Motel Association representative addition. Ms. Chisholm seconded. There was no discussion and the motion passed unanimously.

The Chair noted an Aircraft Owners and Pilots Association (AOPA) Fly-In at the Dare County Airport in 2020 and a potential veteran’s workshop on navigating the Veterans Administration.

**BUDGET AND FINANCE REPORT:** Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2019-2020 are down 3.76% over 2018-2019 actual receipts. The Board discussed possible reasons for occupancy tax collections being down in July. The government shut-down, discounting, and where 4<sup>th</sup> of July fell were considered.

**GRANTS AND LOCAL PUBLIC RELATIONS:** Mr. Hogan reviewed the committee’s work on the following Event Grant recommendations:

<u>Organization</u>	<u>Event</u>	<u>Recommended Amount</u>
Cape Hatteras Secondary School	Cape Hatteras Sandlot Tournament	\$3,000.00
Dare County Arts Council	Artrageous Kids Art Festival	\$1,500.00
Dare County Arts Council	Rock the Cape	\$7,000.00
Dare County Restaurant Assoc.	Taste of the Beach	\$30,000.00
East Coast Surfing-OBNC District	Mid Atlantic Regional Surfing Championship	\$10,000.00
Frisco Native American Museum	Native Journeys: Music & Dance	\$8,000.00
Garage Band Charities	OBX Rod & Custom Festival	\$15,000.00
Hatteras Island Cancer Found.	OBX Paddle Palooza	\$1,000.00
Hatteras Island Youth Ed. Fund.	Shore Break 5k & Tide Pool Fun Run	\$6,500.00
Hatteras Village Civic Assoc.	Hatteras Village Offshore open	\$32,000.00
Hatteras Village Civic Assoc.	Hatteras Village Wildfowl Festival	\$10,000.00
Motu Music Festival	Dare2Care OBX Shred Fest	\$7,500.00
NC Coast Federation	Hatteras Island Oyster Roast	\$6,000.00
OB Chamber of Commerce	OBX Tiny Home & Lifestyle Festival	\$7,500.00
Outer Banks Giving Tree	Outer Banks Jingle Jog & Little Elf Run	\$1,000.00
Outer Banks Giving Tree	St. Patty’s & Topsy Turkey Beer Miles	-
Outer Banks Giving Tree	National Running Day	\$1,000.00
Outer Banks Giving Tree	Sunrise 5k	-
Outer Banks Relief Found.	Couture by the Shore	\$1,000.00
Outer Banks Sporting Events	Running of the Leprechauns	\$2,000.00
Outer Banks Sporting Events	Flying Pirate ½ Marathon	\$20,000.00
Outer Banks Sporting Events	Band in the Sand	\$5,000.00
Town of Manteo	New Year in the New World	\$20,000.00
	<i>Total Recommended Amount</i>	<i>\$195,000.00</i>

Mr. Nason moved to approve the grant awards as presented. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

The meeting resumed open session at 11:07 a.m. Legal Counsel noted that the negotiating agents for the Board have been instructed according to the Board's wishes; however, there was no action taken that required reporting.

**OLD BUSINESS:** There was no old business before the Board.

**NEW BUSINESS:** There was no new business to come before the Board.

**BOARD MEMBER COMMENTS:** There were no Board Member comments made.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting will be Thursday, October 17, 2019 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Pergerson moved to adjourn. Mr. Burdick seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 11:08 a.m.

**ATTESTED:**

  
\_\_\_\_\_  
Secretary, Dare County Tourism Board



HOFFMAN YORK



# The Outer Banks of North Carolina

FY20 Spring/Summer Marketing Plan

October 2019

# Marketing Plan

Objective and Goal

Key Target Audiences

Media Overview

Timing

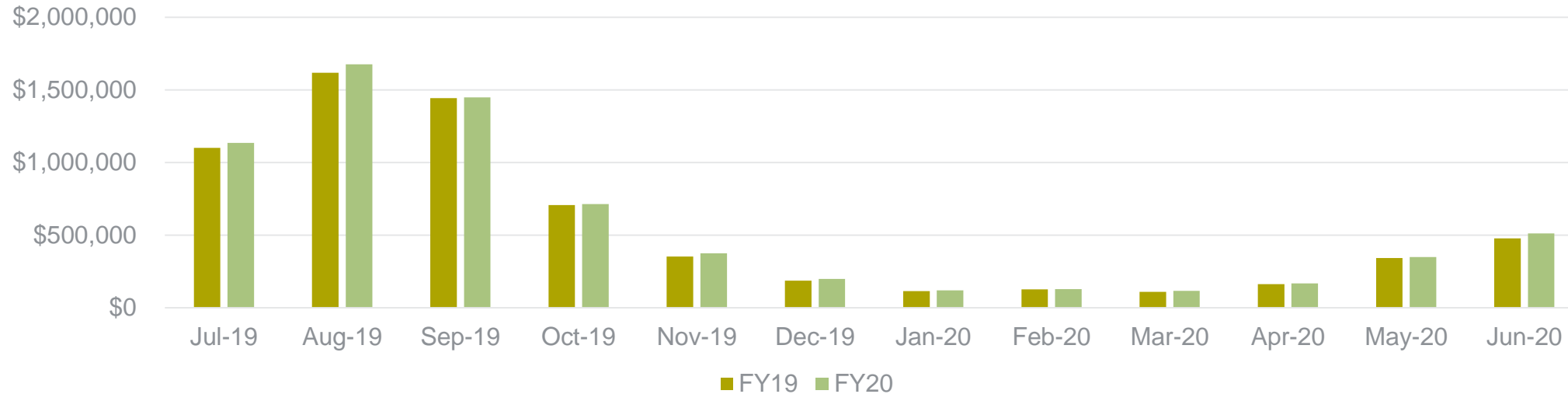
Measurements of Success

# OBVB Marketing Objective and Goal

**Objective:** To be a spotlight for Dare County’s hospitality constituents to assist in growing tax collections from occupancy and meals tax

**Goal:** 3% annual growth on occupancy and meals tax

*Budget and Finance Projections – Occupancy and Meals FY19 Actual v. FY20 Goal*



# Buxton's Research Defined Three Key Target Audiences

## Audience Definitions – Priority Order

### **Childless Retreaters:**

*A45+, HHI \$75K - \$150K,  
no children present in household*



### **Family Households:**

*A25-54, HHI \$100K - \$250K,  
presence of children in house (<18 years old)*



### **Single Adults:**

*A18+, never married, divorced, widowed,  
no children present in household*



# Goals: Build Short/Long-Term Results via Layered Approach



**Increase Awareness**

## **Brand Building:**

Increase messaging awareness via mass effective reach

**Build Interest / Consideration**

## **Increase Travel Intent:**

Customer acquisition, multi-message

**Drive New and Repeat Visitors**

## **Engage and Remarket:**

Customer retention, refined and tailored messaging



# Roles: Targeted Media Specific to Each Audience



<b>TV</b>	High impact / campaign reach driver
<b>CTV</b>	Extension of TV / reach selective media viewers
<b>Print</b>	Intimate media type / frequency and high impact
<b>Digital</b>	Build increased frequency to base audiences



<b>Radio</b>	Remarket video viewers with informational message
<b>Digital</b>	Competitive conquering, sequential messaging
<b>Email</b>	Segment users and customize messaging
<b>SEM</b>	Broad term targeting, competitive

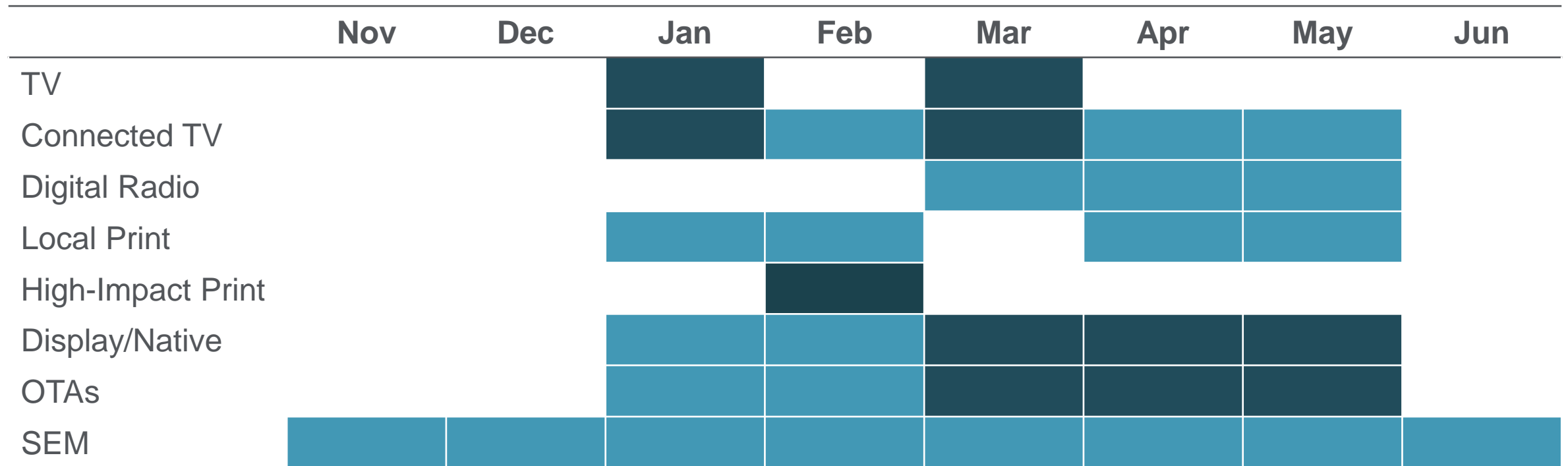


<b>Digital</b>	Retarget relevant intent / actions
<b>Email</b>	Retarget relevant intent / actions
<b>SEM</b>	Capture branded term searches

# Adjust Media Flighting To Align with Audiences and Push Key Seasonal Visitation

■ Jan – Mar: **Heavy up presence** in traditional media

■ Jan – May: Maintain targeted digital placements throughout, **capturing active interest**



# Measure Results At All Stages



*Continuously monitor and optimize performance*

- Monthly dashboards
- Seasonal recaps
- Annual plans



Real-Time Metrics



Campaign Success Metrics

*The Outer Banks®*  
VISITORS BUREAU

## Media Tactics

Geographic Analysis

TV

Connected TV

Digital Radio

Radio

Programmatic Display/Native

OTA

# Majority of Traffic Comes From Eight States

## Geographic Analysis

- ~80% of geographic activity happens in the **top 25 markets** for OBVB



State	Traffic #	% of Traffic
VA	228,176	24%
NC	135,005	14%
PA	61,144	6%
DC	110,544	11%
NY	60,624	6%
MD	16,292	2%
OH	37,000	4%
SC	21,550	2%
MA	17,475	2%
GA, MD, IL, TN, MI, CT	88,120	9%
<b>Total</b>	<b>969,495</b>	<b>100%</b>



State	Arrival #	% of Arrivals
VA	2,865	27%
NC	2,136	20%
PA	1,475	14%
DC	1,197	11%
NY	422	4%
MD	344	3%
OH	269	3%
SC	224	2%
MA	101	1%
<b>Total*</b>	<b>10,713</b>	<b>100%</b>

# Per Capita Review of Top Feeder Markets

## Geographic Analysis

- Markets with high per capita likely contain **high awareness** of OBVB's tourism offerings and would likely be **repeat visitors**



Market	A18+ Population	Volume Rank	Per Capita #	Per Capita Rank	Volume Rank	Per Capita #	Per Capita Rank
Charlottesville VA	141,821	7	211	1	15	1.09	2
Norfolk-Portsmouth-Newport News VA	1,330,008	1	98	2	1	1.67	1
Roanoke-Lynchburg VA	796,673	8	35	3	12	0.37	6
Greenville-New Bern-Washington NC	500,060	12	32	4	7	0.95	4
Raleigh-Durham (Fayetteville) NC	2,154,448	4	22	5	3	0.61	5
Washington DC (Hagerstown MD)	5,067,281	2	20	6	2	0.36	7
Charlotte NC	2,246,822	5	20	7	10	0.17	12
Richmond-Petersburg VA	1,086,248	10	18	8	4	0.97	3
Greensboro-High Point-Winston Salem NC	1,296,803	14	12	9	11	0.26	10
Pittsburgh PA	2,062,353	11	9	10	6	0.27	9
Harrisburg-Lancaster-Lebanon-York PA	1,403,223	20	7	11	9	0.30	8
Nashville TN	1,992,266	17	7	12	20	0.02	19
Baltimore MD	2,167,082	15	7	13	8	0.20	11
Columbus OH	1,702,382	19	6	14	16	0.08	15
Philadelphia PA	5,732,703	6	6	15	5	0.15	13
Greenville-Spartanburg-Asheville-Anderson	1,578,929	21	5	16	14	0.11	14
Atlanta GA	4,776,635	9	5	17	19	0.01	20
Cleveland-Akron (Canton) OH	2,656,501	18	5	18	13	0.07	16
Cincinnati OH	1,646,900	22	5	19	17	0.04	17
Hartford & New Haven CT	1,812,042	25	4	20	18	0.03	18

# Recommend Strategic Launch of New OBVB Messaging to Support 2020 Spring/Summer

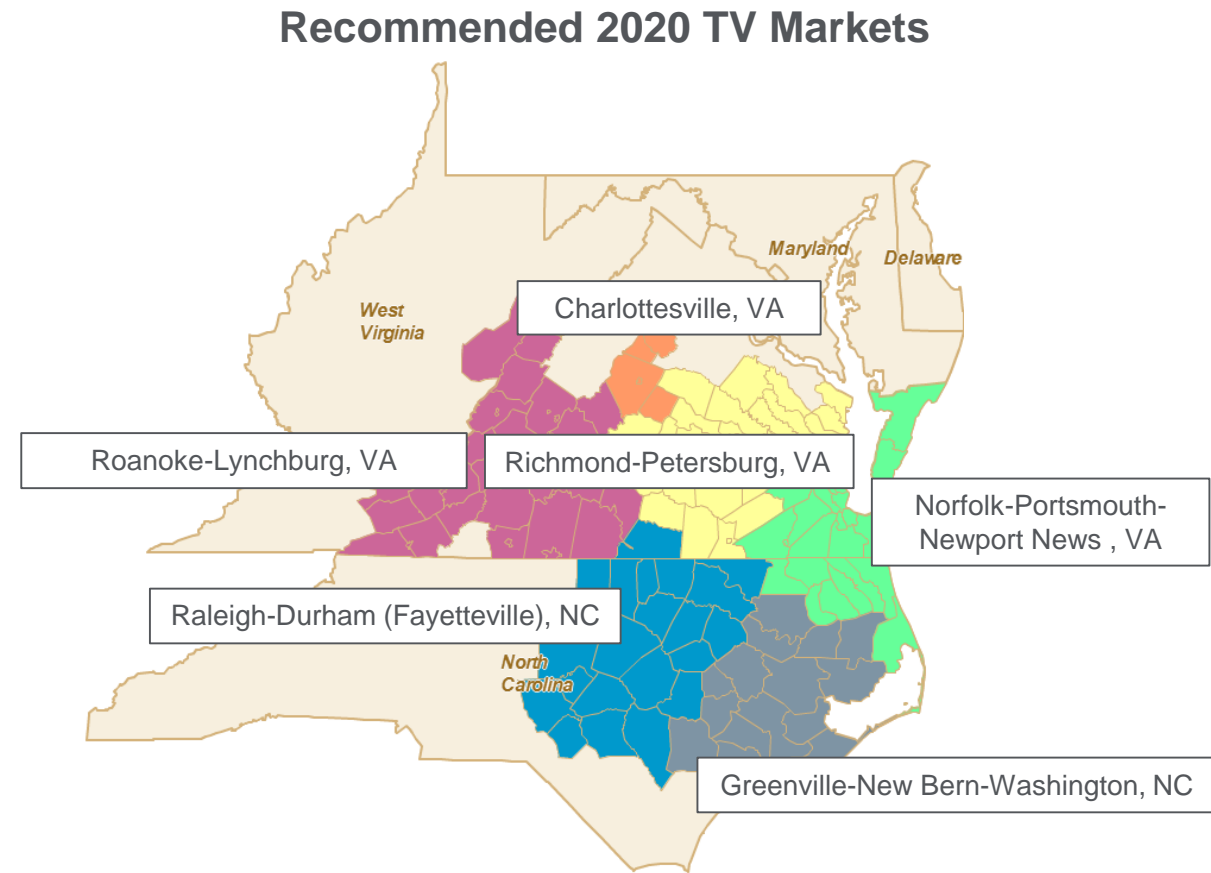
- Heavy presence within key feeder markets (high per capita)
- Targeted messaging to additional geographies with additional high volume markets

Priority High Per Capita Markets	Targeted Focus to Key Audiences	
Charlottesville VA	Washington DC (Hagerstown MD)	Columbus OH
Norfolk-Portsmouth-Newport News VA	Charlotte NC	Philadelphia PA
Roanoke-Lynchburg VA	Greensboro-High Point-Winston Salem NC	Greenville-Spartanburg-Asheville-Anderson
Greenville-New Bern-Washington NC	Pittsburgh PA	Atlanta GA <i>*new*</i>
Raleigh-Durham (Fayetteville) NC	Harrisburg-Lancaster-Lebanon-York PA	Cleveland-Akron (Canton) OH
Richmond-Petersburg VA	Nashville TN <i>*new*</i>	Cincinnati OH
	Baltimore MD	Hartford & New Haven CT

*\*Note: will group full states when applicable\**

# TV is Main Awareness Driver – Expand Use For 2020

- Expand use of traditional TV to deliver new OBVB brand messaging to key high per capita markets
- TV deliveries to skew older, best fit for **Childless Retreaters**
- Fall FY20 markets:
  - Norfolk-Portsmouth-Newport News VA
  - Richmond-Petersburg VA
  - Raleigh-Durham (Fayetteville) NC





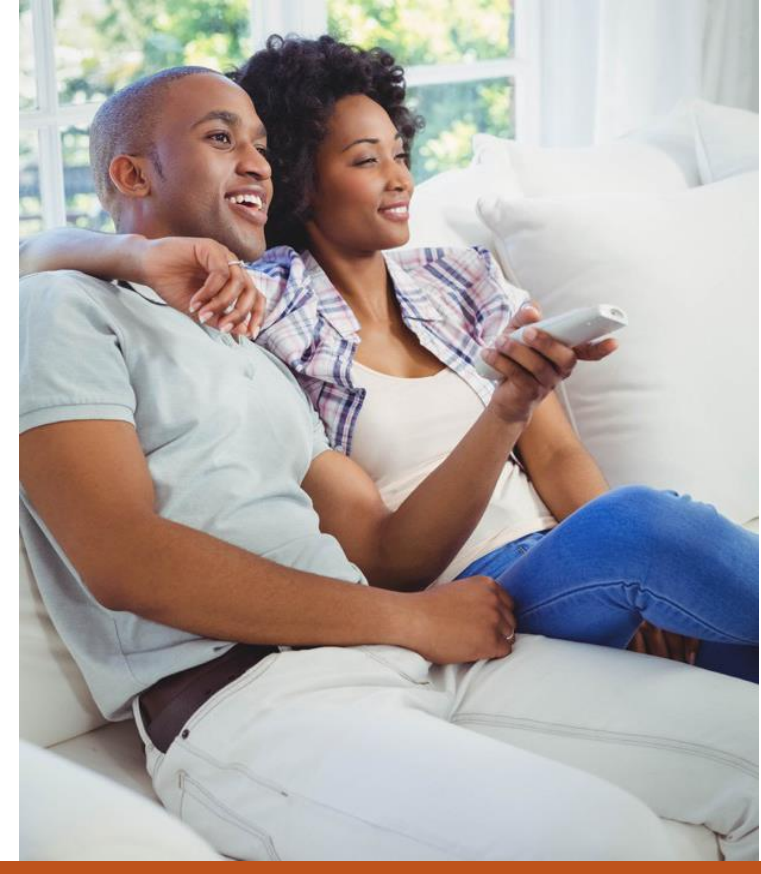
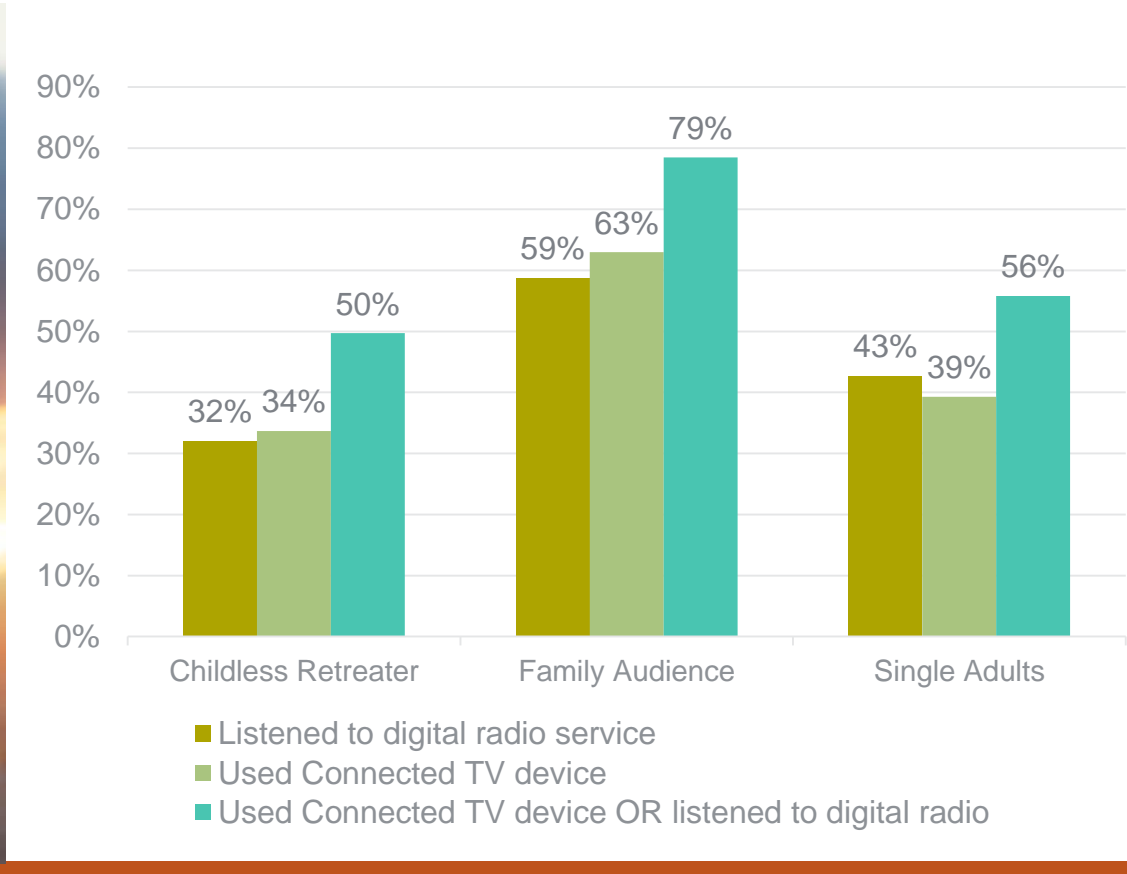
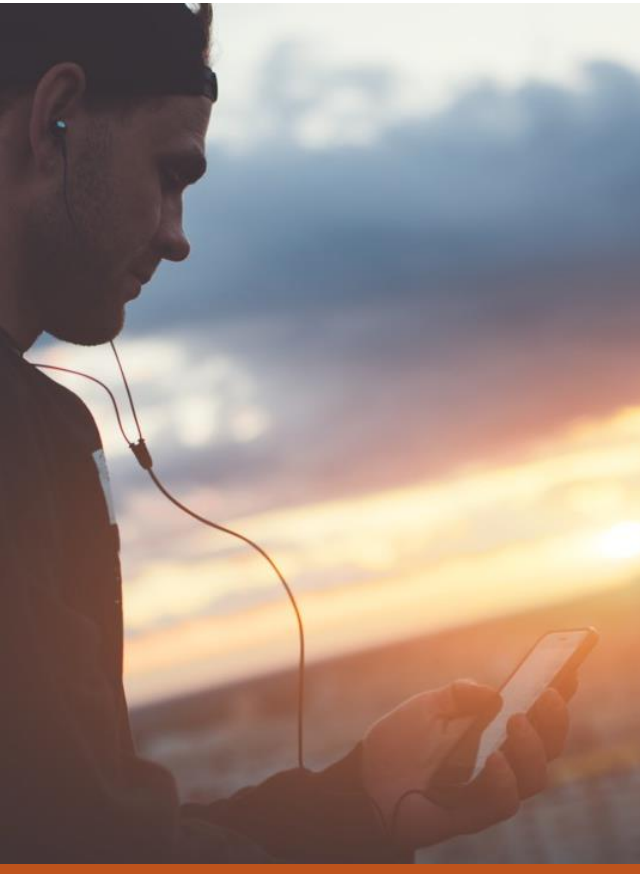
# Secure Premium CTV to Reach Selective TV Viewers

1. Balance delivery in **top per capita markets** to deliver additional frequency during January and March TV flights
2. Extend use of CTV to reach key audiences in **additional feeder markets**



# Digital Radio Complements Connected TV (& Digital)

Majority of CTV users also frequently listen to digital radio services



# Remarket Visually Exposed Users With Radio Messaging

- **Retarget audiences visually exposed to CTV messaging OR previous [outerbanks.org](http://outerbanks.org) visitors** with specific audio messaging
- Builds frequency
- All audiences actively listen to streaming audio
  - Pandora is preferred source followed by Spotify



# Use Our State for Local Print

- **Childless Retreaters** are most likely to subscribe to magazines
- **Our State** is best local option
  - Strong paid circulation: 218K
  - Full page 4-color with 6x frequency

Magazine Subscriptions  
Index – Subscribe to Any Magazines



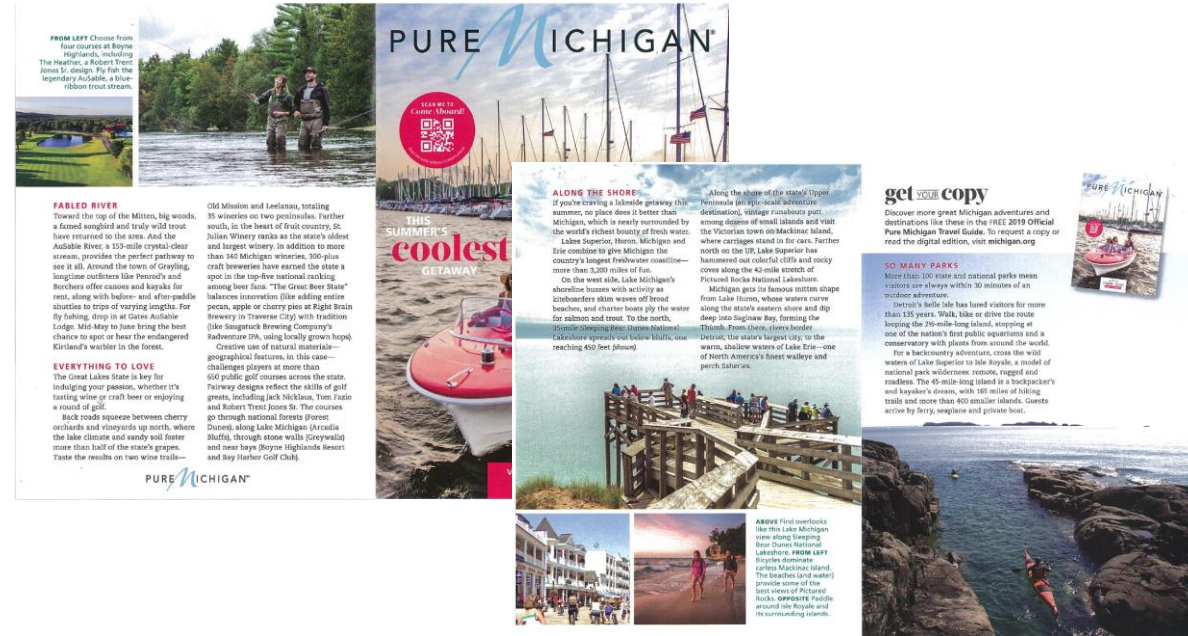
■ Childless Retreater ■ Family Audience ■ Single Adult

Audience Reach	Reads Any Magazines
Childless Retreater	65%
Family Audience	49%
Single Adult	55%



# Secure High-Impact, Regional Print In Top Ranked Pubs

- Develop **4-page polybagged booklet** and secure regional distribution for 2020 launch
  - States: NC, VA, MD, DC, PA, NY, OH, MA
  - Dimensions: 7-7/8" x 10-1/2"
- **Parents magazine** insert could include family focused content
- **Southern Living** and **T+L** messaging can be generalized for Childless Retreater/Single Adult audiences
- Limited overlap in readers measured\*
  - Less than 10% Parents to SL/T+L
  - 10-12% overlap between SL/T+L



# Layer Digital Tactics To Efficiently Drive Seasonal Awareness

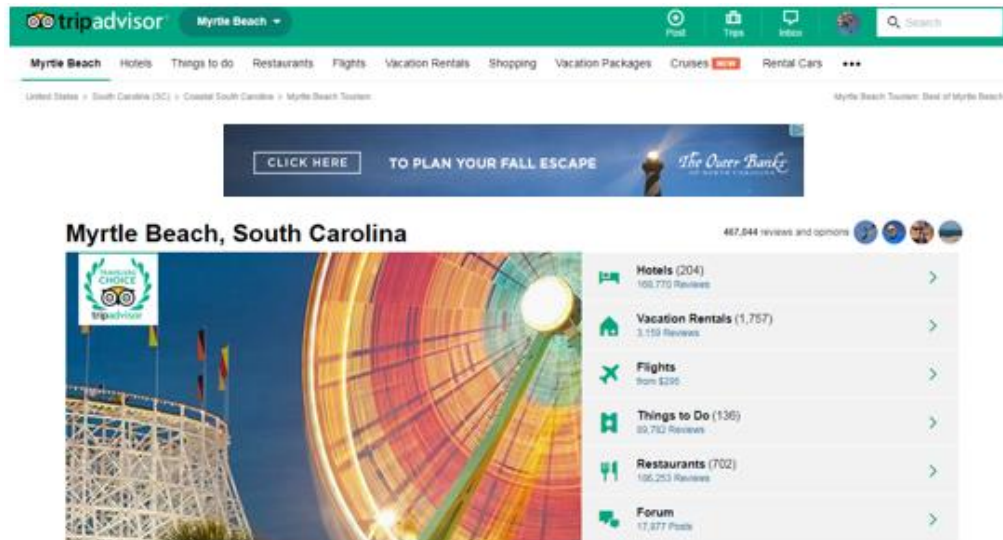
- Utilize programmatic banner, programmatic native, OTA banners and custom content to promote Spring/Summer
- Each layer can reach all three key audiences segments
- Use top performers from Fall campaign or historical data



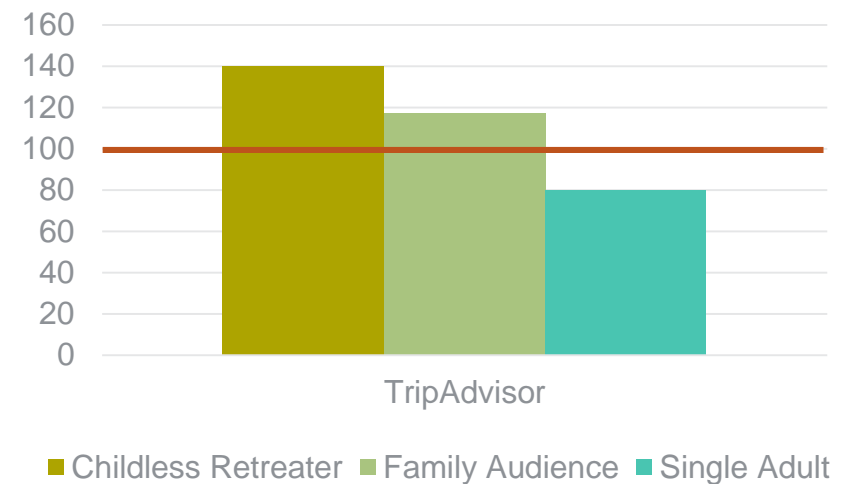
# Prioritize TripAdvisor As OTA Partner

- Strong historical performer in FY19 and FY20 Fall campaigns (Arrivals and site metrics)
- **Family Audience** and **Childless Retreaters** frequently use for travel information

*\*Focus targeting to NC content and competitive destination content\**

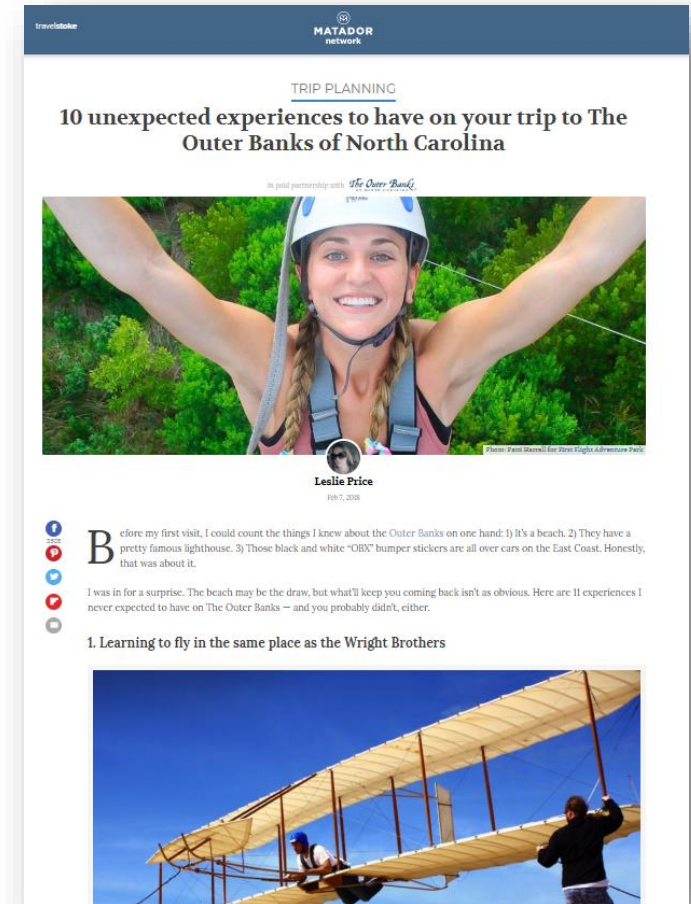


TripAdvisor.com  
Index – Visited Last 30 Days



# Matador Custom Content Program

- Matador has high percentage of site traffic that fits similar demographics of key audiences
  - Over half of audience is A35+ with HHI \$75K+
- Develop 3 custom articles promoting Spring/Summer
  - 3 "Social Pro" sponsored articles
  - 25k total guaranteed page views
  - 1.3MM total guaranteed impressions from social traffic drivers to the content

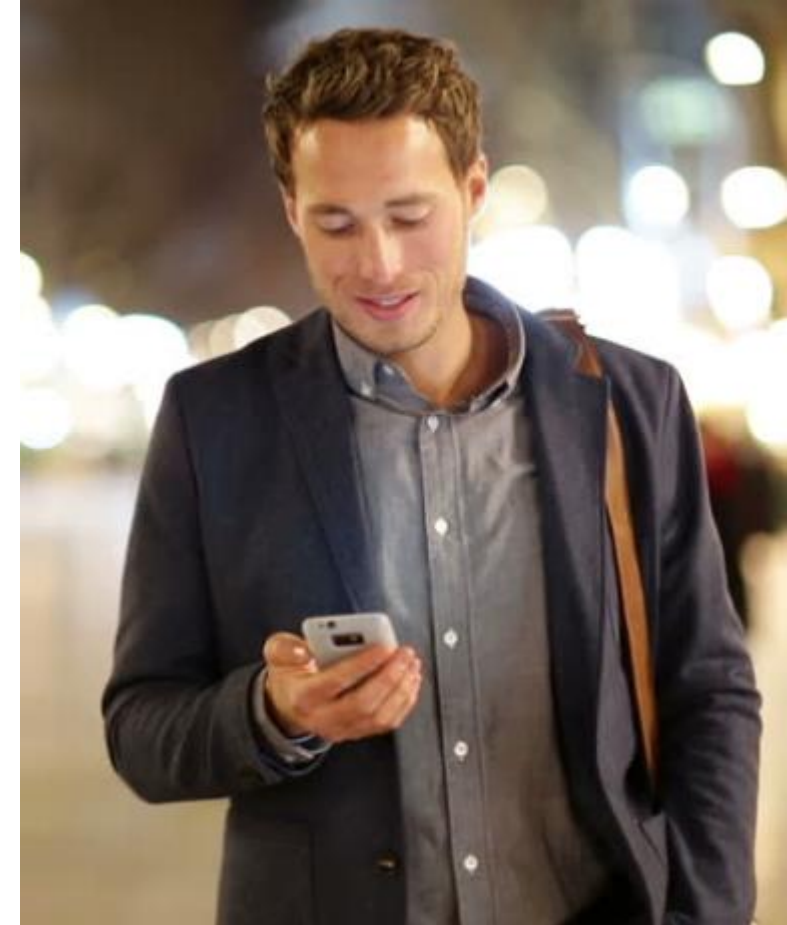




# Digital Flighting by Market Type

- **Target all key geographies** for all tactics
  - Utilize HY Trade Desk and TripAdvisor throughout launch of 2020 Spring/Summer
  - Increase presence in Mar – May with launch of additional partners to lead into Summer

Partner	Jan	Feb	Mar	Apr	May
HY Trade Desk – Display/Native	█	█	█	█	█
Sojern/Adara – Display			█	█	█
Travel Spike – Display			█	█	█
TripleLift – Native			█	█	█
TripAdvisor – Display	█	█	█	█	█
Matador – Custom Content			█	█	█



# Plan Summary

# Media Flighting Flowchart

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
TV			■		■			
Connected TV			■	■	■	■	■	
Digital Radio					■	■	■	
Print			■	■		■	■	
Digital (Display/Native/Video)			■	■	■	■	■	
OTAs			■	■	■	■	■	
SEM			■	■	■	■	■	