



COUNT ON ME NC

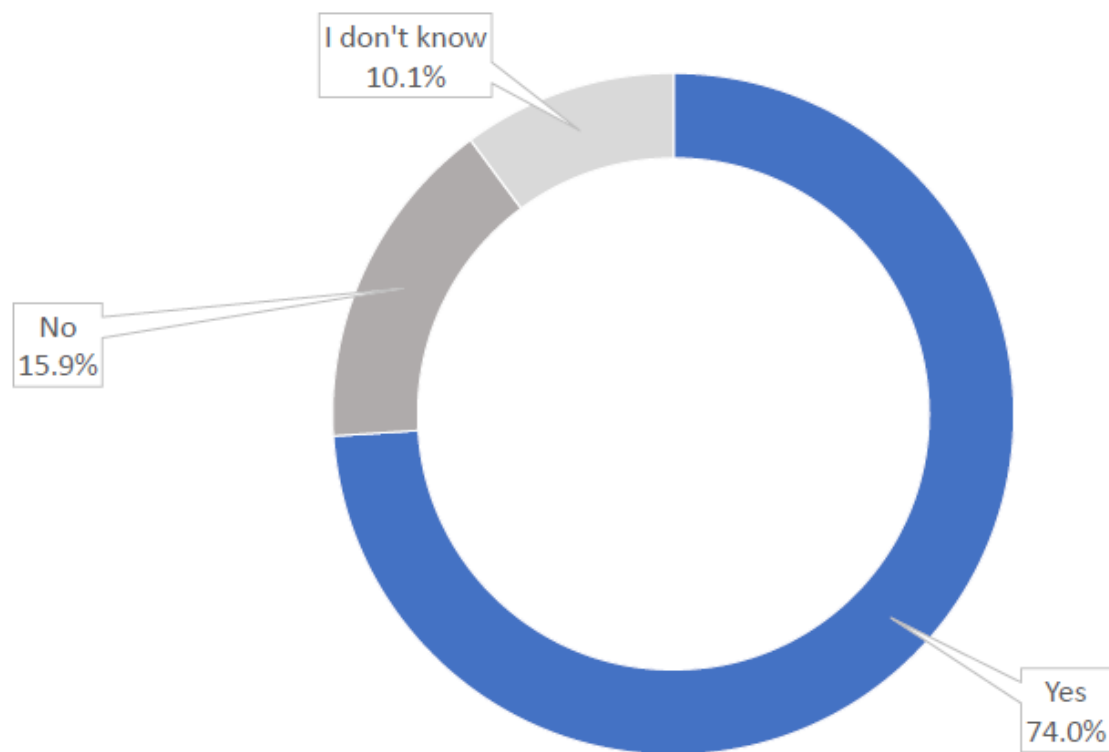
May 21, 2020

Safety Research Prior to Next Leisure Trip

Three-quarters of travelers will research how destinations and their businesses are managing the Coronavirus situation before leaving on their trips.

Question: Before your next leisure trip, will you research how the destination and/or its businesses are managing the Coronavirus situation?

(Base: All respondents with plans to travel in 2020, 772 completed surveys. Data collected May 15-17, 2020)



Question added in Wave 10

Trust in Travel-related Companies

Trust in travel-related businesses may be fairly muted. Only 12.7 percent of Americans say they have a great deal of trust that travel-related businesses will look out for their health while traveling.

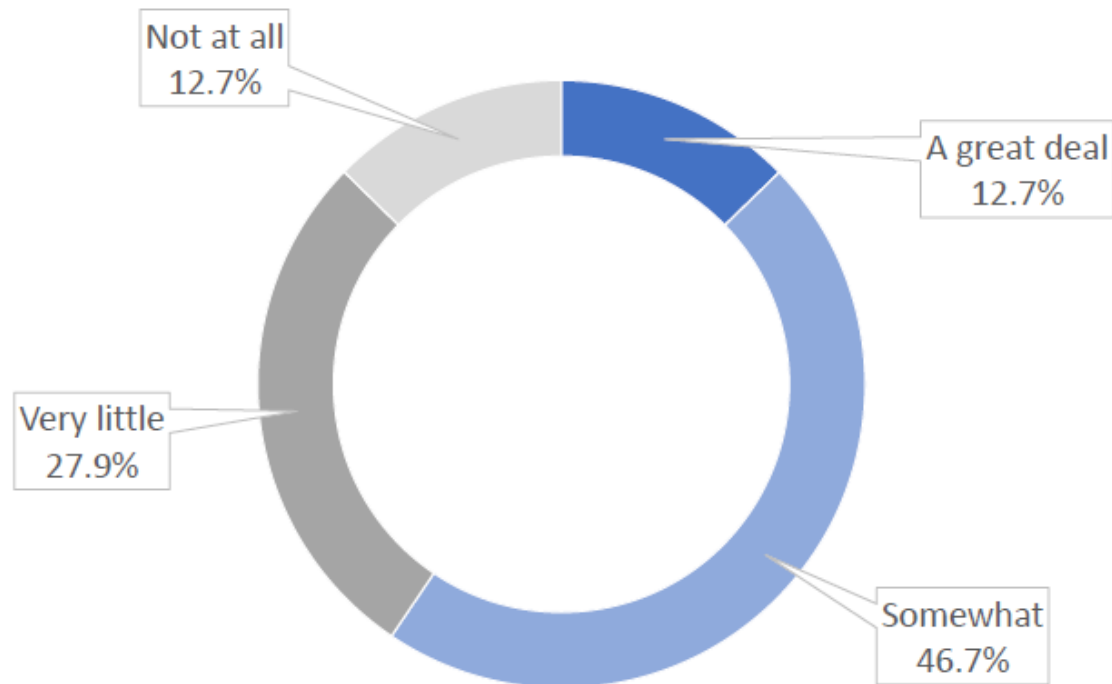
Question: In general, how much do you trust travel-related businesses to look out for your health while traveling? (Select one)

I trust these companies

_____.

(Base: All respondents, 1,208 completed surveys. Data collected May 15-17, 2020)

Question added in Wave 10



Travelers in Community are Unwanted

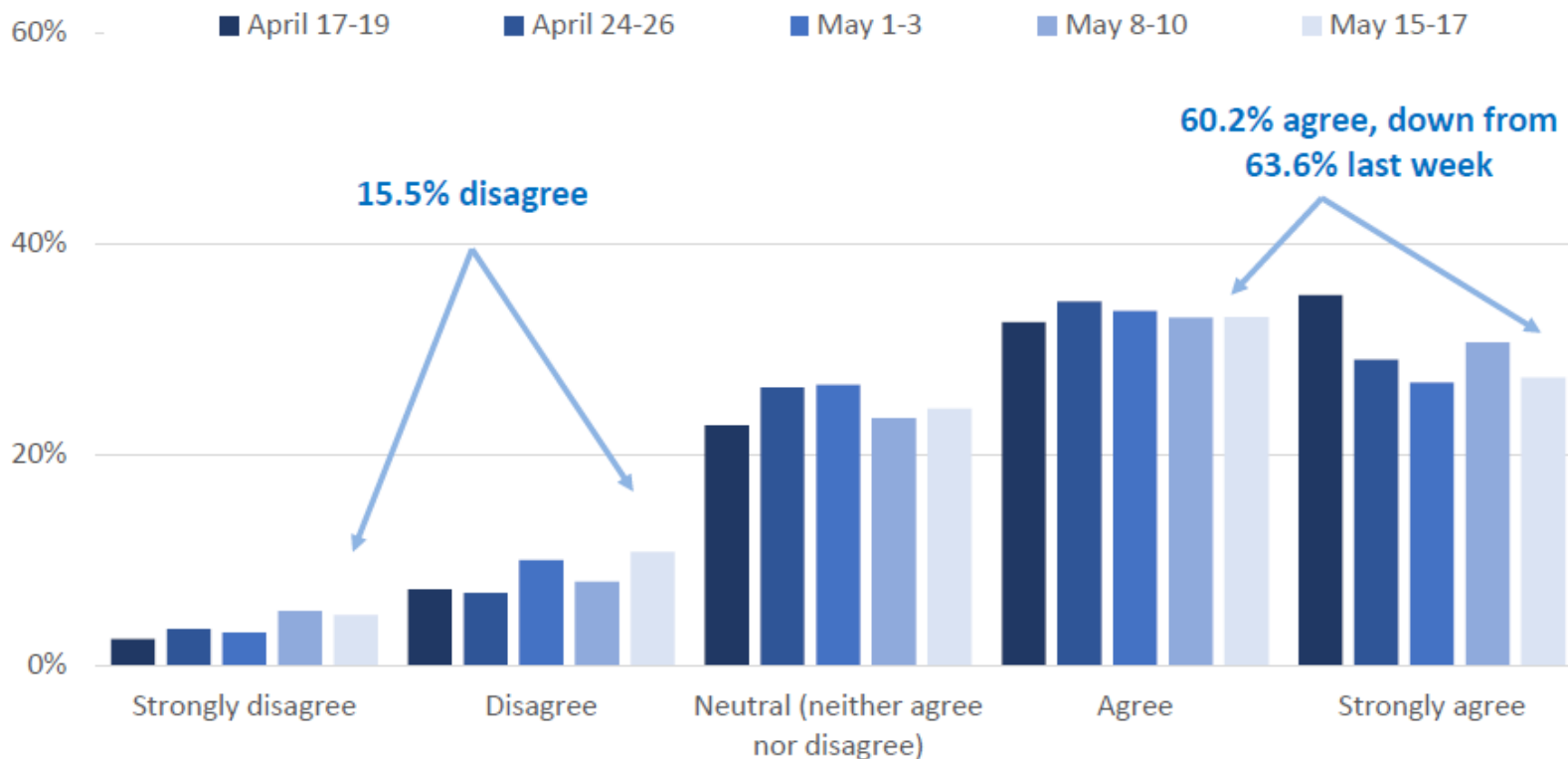
American travelers largely do not want other travelers visiting their communities currently. Now, 60.2 percent agree with this sentiment. Only 15.5 percent disagree (up from 13.0% last week).

How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.

(Base: All respondents, 1,238, 1,208, 1,204, 1,200 and 1,212 completed surveys. Data collected April 17-19, 24-26, May 1-3, 8-10 and 15-17, 2020)

Question Added in Wave 6



OBJECTIVES

Business Objective

Help restore North Carolina's economic vitality by invigorating the tourism industry coming out of COVID-19.

Marketing Objective

Drive consideration and conversion for short and mid-term travel to North Carolina's destinations in a safe and responsible way.



COUNT ON ME NC

As North Carolina's restaurants, hotels, attractions and businesses reopen after the COVID-19 stay-at-home order is lifted, Count On Me NC is a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected.





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FOR CUSTOMERS

Take the Guest Pledge to help keep everyone in our community healthy and find out how businesses are working to keep you safe.

COUNT ME IN

FOR BUSINESSES

Become a Count On Me NC business by taking COVID-19 training developed by public health officials and food safety experts.

COUNT ME IN

COUNT ON ME NC — OUR PROMISE TO YOU

- We will ensure safe sanitation practices are followed.
- We will administer health checks to all our staff prior to shift start.
- We will make sure indoor & outdoor seating meets physical distancing guidelines.
- We will have hand sanitizer or hand-washing stations at all entrances.
- We will clean and sanitize common areas and surfaces regularly.
- We will clean and sanitize all tables and hard surfaces after every use.
- We will sanitize place settings, utensils, menus and condiments after every use, or we will ensure that they are single use.
- To help ensure everyone's safety as we welcome you back into our dining rooms, we ask that we make the following promises to each other.



COUNT ON ME NC — YOUR PROMISE TO US



- If you recently have been exposed to COVID-19 or have symptoms of COVID-19 as determined by the Center for Disease Control (CDC), please help us keep everyone safe by using our contactless delivery/takeout options.
- If you have underlying health conditions, are part of a high-risk population group or are otherwise concerned about contracting COVID-19, please feel free to use our contactless delivery/takeout options or utilize specific hours of operation for high-risk individuals, where available.
- That you will be patient and kind to staff and other guests as we all try to adjust to a new normal.
- If you have any questions about Count on Me NC, please ask for a manager who will be happy to assist you.



Restaurant: Owners & Operators

Learn how to help ensure the well-being of everyone who enters your restaurant.

GET STARTED



Restaurant: Front of House Staff

Implement best practices for staff who regularly interact with guests and customers.

GET STARTED



Restaurant: Back of House Staff

Follow procedures designed to increase health and safety behind the scenes.

GET STARTED



All Businesses: Cleaning and Disinfecting Surfaces for COVID-19 Management

Coming Soon

Coming Soon



Hospitality & Other Businesses

Coming Soon

Coming Soon



SOCIAL MEDIA - Sample Images

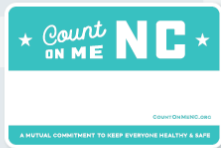
The following images have been sized for use on social media platforms. When using images that feature the name tag, be sure to personalize them by adding your business' name to the image before you post.



Here's how to personalize your images:

- ★ FOR IOS
Save the image to your phone. Select the option to edit. Tap the circle with three dots inside and select Markup. Use the Markup tools to sign your name. Save the image and post it.
- ★ FOR ANDROID
Save the image to your phone. Open gallery (photos). Select edit (pencil icon). Tap the T to add text over the image. Save the image and post it.

PRIMARY LOGO - Name Badge - Available as Ai, SVC, PDF and PNG files



The Name Bad
business name
Autography, b
Sized to 3 in x
be produced a

SECONDARY BADGES - Website Badge - Available as Ai, SVC, PDF and PNG files



COLORS - Included in Logo files



PANTONE 3252
CMYK: C66 M00 Y29 K0
RGB: R64 G192 B192
HEX: #40c0c0



PANTONE BLACK 6
CMYK: C82 M71 Y59 K75
RGB: R17 G25 B33
HEX: #111921

TYPEFACES - Included in Logo files

HEADLINES

DDC HARDWARE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@E\$%^&

BODY COPY

MICRENA GROTESQUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@E\$%^&

CLEAR SP



SOCIAL -

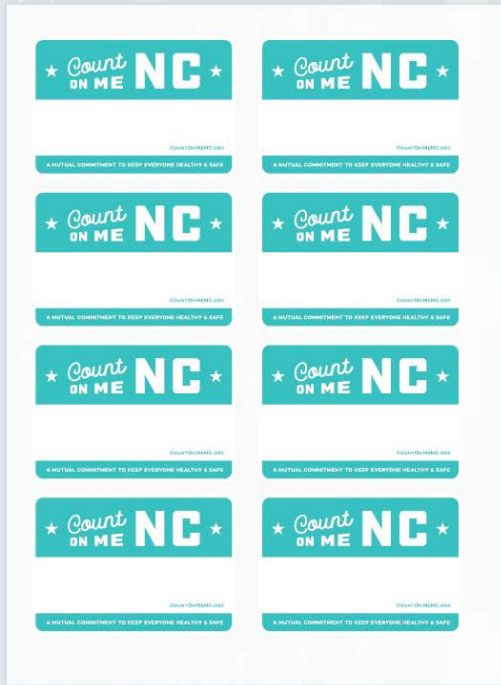


TAGLINE - Available as Ai, SVC, PDF and PNG files

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE

A MUTUAL COMMITMENT TO KEEP EVERYONE HEALTHY & SAFE

AVERY NAME TAG TEMPLATE (5395) - PDF Template



Use Avery® template 5395 for Adhesive Name Badges to customize and print nametags for your business. Before printing a large batch, be sure to print a sheet of test levels to confirm the template aligns perfectly. You can also create custom nametags and have them printed and shipped directly to you using the Avery WePrint™ service.



More Than 500 Businesses Already Participating



GUEST PLEDGE

BUSINESS TRAINING

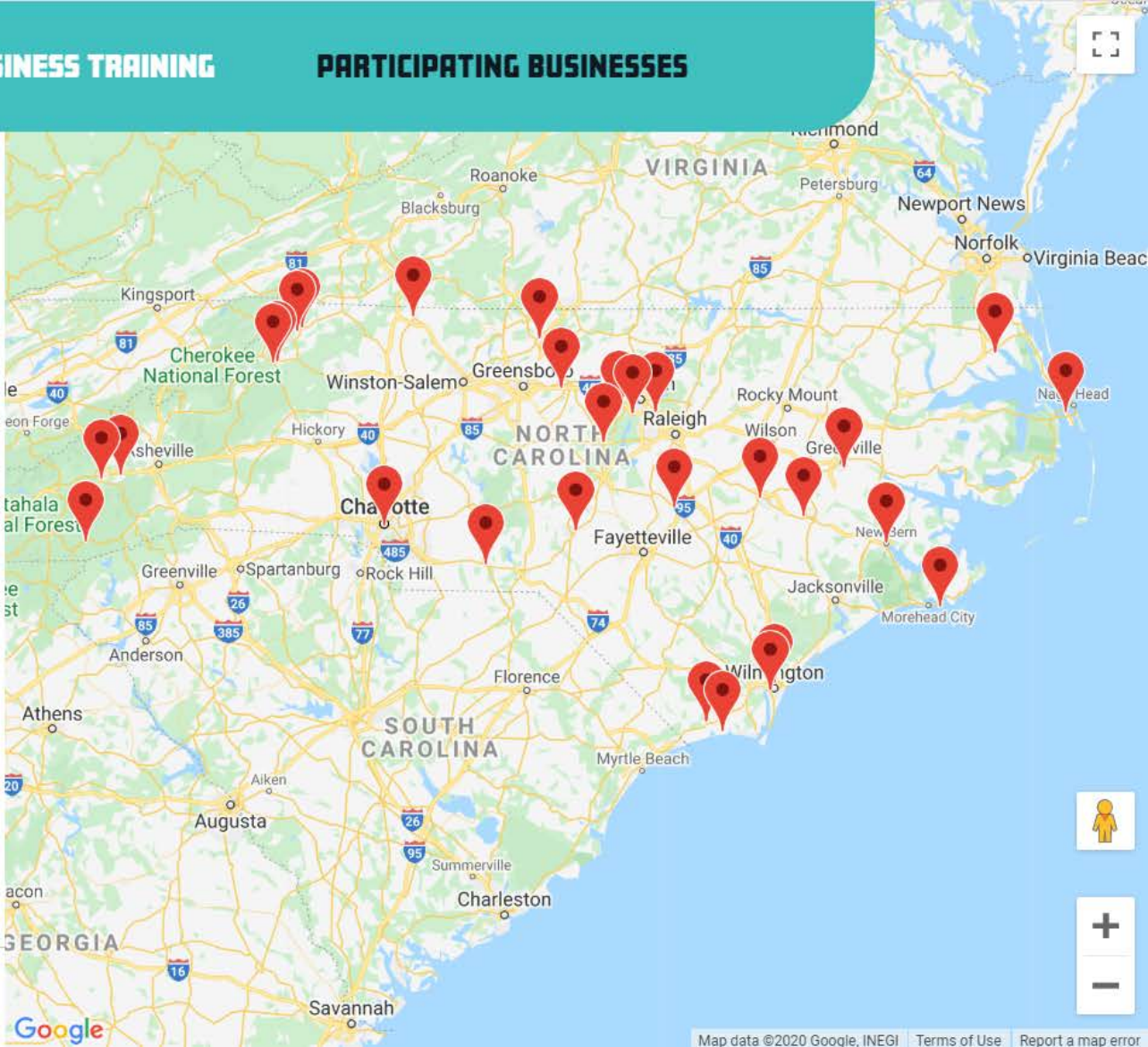
PARTICIPATING BUSINESSES

COUNT ON ME NC BUSINESSES

Check back for a regularly updated list of Count On Me NC businesses who have completed industry-specific COVID-19 training.

FILTER BUSINESSES

- ☐ Restaurants/Bars
- ☐ Hotels/Lodging
- ☐ Outdoors/Attractions
- ☐ Other
- ☐ Retail





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