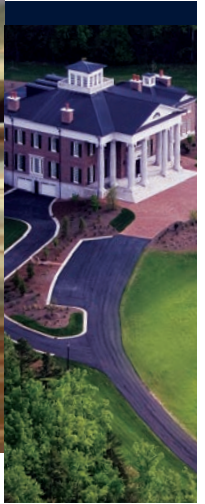


Randolph
County
Tourism
Development
Authority

Annual Report 2022



Archdale
Asheboro
Franklinville
Liberty
Ramseur
Randleman
Seagrove
Staley
Trinity





Message from Executive Director- Amber Scarlett

2022 Successes and Outlook

Reviewing the past year gives me a sense of appreciation for the hard-working partners that continue to create the very best visitor experience with each guest. I am honored to work with so many community members that learn from each other and support small business.

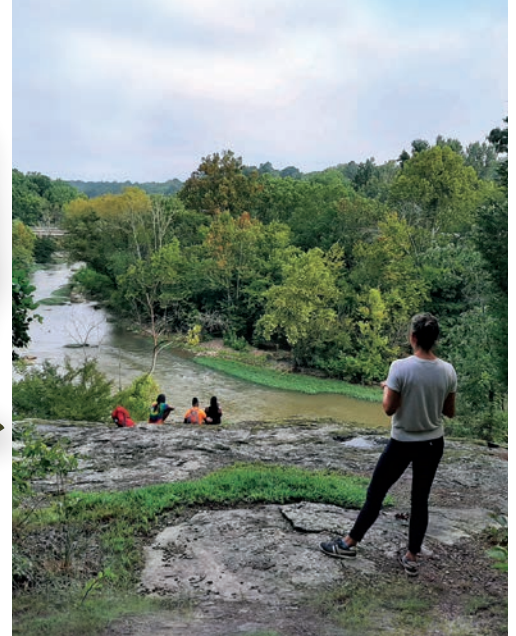
Visitors continue to come to our area for an affordable experience that creates meaningful memories for each of their family members. Our attractions host events that are educational, inspiring, creative, and fun.

By 2022, the Randolph County TDA has rebuilt our team with new employees that possess new ideas and fresh perspectives. Our revenues have allowed the return of supportive sponsorships for area events and partner organizations as recovery stages from COVID remain at various levels. We have retained our core values of sharing true messaging with our visitors of what their experience may be – affordable, family-friendly, memorable, and one-of-a-kind.



Overview

The Randolph County Tourism Development Authority (Authority) is a public authority governed by the terms of special legislation granted by the N.C. General Assembly on July 28, 1997 as House Bill 337, An Act to Authorize Randolph County to Levy a Room Occupancy and Tourism Development Tax under the Local Government Budget and Fiscal Control Act. The current tax rate is set at five percent.



Mission

The mission of the Authority is to unify and lead the County in developing the Heart of North Carolina as a family-friendly, affordable, and strategically located destination serving the leisure and business travel, group tour, meeting, and sports and recreational tournament markets.

Vision

With a strong commitment to professional advocacy, we pledge to be a consistent, supportive, and accountable partner in marketing Randolph County as a destination by offering partners and stakeholders and communities enhanced exposure to visitor market opportunities.



Economic Impact Numbers:

- \$86.20 tax relief to reach resident of Randolph County as a result of visitor spending
- State Tax Revenues: \$7.9 million
- Local Tax Revenues: \$4.7 million
- Total payroll generated by tourism industry in Randolph County: \$42 million
- More than 1,130 direct tourism jobs in our county



Visitor Spending:

Visitors spent \$178.63 million in 2022 (an increase of approximately 4% from 2021 | \$172.06 million).

(This data is provided by an annual study commissioned by Visit North Carolina, a unit of Economic Development Partnership of North Carolina.)

Occupancy Tax Revenues:

- Occupancy collections increased 3.2% compared to 2021
- ADR (average daily rate) increased 20.2% from 2021
- RevPAR (revenue per available room) increased 23.4% from 2021
- Demand for hotel rooms increased 3.2% when compared to 2021
- Revenues increased 23.4% when compared to 2021 as a whole.

*(*This report analyzes a variety of tourism indicators and comparisons to previous years where applicable. While virtually every chain in the United States provides Smith Travel Research (STR) with data on almost all properties, there are still some hotels that do not submit data. However, every year STR examines listings and directories for information on hotels that do not participate. STR calls each hotel in the database every year to obtain "published" rates for multiple categories. Based on this information all hotels are grouped – those that report data and those that do not – into groupings based off price level and geographic proximity. They then estimate the non-respondents based on nearby hotels with similar price levels.)*

Historical Growth in Revenues:

Overall tax revenue collections for 2021 were:

Overall tax revenue distributions to the Authority for calendar year 2022 were: \$1,343,329.70 compared to 2021 revenues of \$1,155,778.55; this is a 16% increase in revenues from 2021.

*(*Occupancy tax revenue reports are provided by Randolph County Finance Office)*



Destination Data –

29 attractions surveyed:

- 2021 Attendance #'s – **1,310,281** | • 2022 Attendance #'s – **1,427,241** (9% increase from 2021)

Domestic Top States:

- North Carolina
- South Carolina
- Florida
- Virginia
- Pennsylvania
- Illinois
- Ohio
- Indiana
- Georgia
- New York

Domestic NC Metro:

- Raleigh/Durham/Chapel Hill
- Greensboro/Winston-Salem/High Point/Burlington
- Charlotte/Gastonia/Concord
- Wilmington/Southport
- Pinehurst/Southern Pines
- Asheville/Brevard

Requests from International Countries:

- Canada
- Algeria
- United Kingdom
- India
- Indonesia
- France
- Russia
- Spain

Top Visitor Requests:

- Heart of NC Travel Guide
- Seagrove Pottery
- North Carolina Zoo
- Deep River State Trail Map
- NC Aviation Museum
- History & Heritage
- Kersey Valley Attractions
- Linbrook Heritage Estate
- Petty Family Attractions
- Victory Junction



I-73/74 Visitor Centers Statistics:

- **Greeted: 63,988** for a 6% increase from 2021's 60,381 visitors greeted
- **Distribution of Heart of NC Travel Guides: 30,500** - compared to 22,550 in 2021 (an increase of 35%)
- **Distribution of NCDOT Road Maps: 21,600** - compared to 18,400 in 2021 (an increase of 17%)
- **Distribution of NC Travel Guides: 14,400** - compared to 10,900 in 2021 (an increase of 32%)
- **Domestic Guest Registries: 5,316** - compared to 2,127 in 2021 (a increase of 150%)
- **International Guest Registries: 55** compared to zero in 2021 during the international travel ban
- **Events:**
 - National Travel & Tourism Week
 - Open House
 - Operation Thank You
 - 12 Days of Christmas



Open House 2022



12 Days of Christmas 2022



Operation Thank You 2022

Social Media Review & Website –



Facebook – Heart of NC:

- **Total likes – 7,152; NEW likes: 662** (an increase of 569% from 2021's 99 NEW likes)
- **Page visits – 8,459** (an increase of 538% increase from 2021's 1,326 page visits)
- **Page reach – 198,671** (an increase of 1,742% increase from 2021's 10,788 page reach)

Instagram – Heart of NC:

- **Total followers – 3,596**
- **Profile visits – 4,074** (an increase of 859% increase from 2021's 425 profile visits)
- **Profile reach – 44,556** (an increase of 217% from 2021's 14,060 profile reach)

Facebook – Seagrove, Pottery Capital of the US:

- **Total likes – 3,879; NEW likes: 330** (an increase of 588% from 2021's 48 NEW likes)
- **Page visits – 3,086** (an increase of 1,213% from 2021's 235 page visits)
- **Page reach – 93,555** (an increase of 565% from 2021's 14,060 page reach)

Facebook – I-73/74 Visitor Centers:

- **Total likes – 1,870; NEW likes: 56** (an increase of 2,700% from 2021's 2 NEW likes)
- **Page visits – 1,076** (an increase of 3,885% from 2021's 27 page visits)
- **Page reach – 26,570** (an increase of 2,268% from 2021's 1,122 page reach)



Website Stats:

- **Number of Visits in 2022 – 156,804**
- **Page Views in 2022 – 579,723**

Top 10 URLs & Page:

- **Homepage – Heart of North Carolina Official Source of Randolph County Tourism**
- **Calendar Listings for the Heart of North Carolina**
- **Seagrove, North Carolina | Heart of North Carolina | Randolph County**
- **Visitor Center Guest Registry**
- **Things to Do Seagrove Pottery | The Heart of North Carolina**
- **Things to do in the Heart of North Carolina**
- **About Asheboro North Carolina | Heart of North Carolina**
- **Form Completed (Guest Registry)**
- **Things to Do – Local Dining | The Heart of North Carolina**
- **Places to Stay in the Heart of North Carolina**

Links from External Pages:

- **LibertyAntiquesFestival.com**
- **Linktr.ee**
- **AsheboroNC.gov**
- **AsheboroNC.gov/Discover_Asheboro/Visitor_Information**
- **Facebook.com**
- **VisitNC.com**
- **NCZoo.org**
- **Facebook.com**
- **Gannett-CDN.com**
- **RaleighMag.com**

Top 10 Key Phrases:

- **Cities and Towns - Seagrove**
- **Things to Do - Seagrove Pottery**
- **Things to Do - Walker Shoes and Apparel**
- **Cities and Towns - Archdale**
- **Cities and Towns - Asheboro**
- **Cities and Towns - Ramseur**
- **Cities and Towns - Liberty**
- **Things to Do - Sunset Theatre**
- **Travel Tools - Request Form**
- **VisitRandlemanNC.com**

Public Relations –

Estimated Total Coverage Views:

- Online - 539K estimated views
- Online Placements: 63
- Print Circulation: 956K with reach of more than 6 million readers
- Social Posts from Media: 52
- Social Shares of Media Stories – 22.83K
- Average Domain Authority: 52 (a 1-100 score of the power/reach of the site the coverage appears on. NY Times has a D.A. of 95 with 133 million visitors/month)
- TV Segments: 5 (two statewide, Raleigh and Triad markets)
- Links back to HeartofNorthCarolina.com – 7 (most stories included partner URLs)
- 56 partners/small businesses featured

Media Hosting | Big Wins!

- Hosted **Tea Time Magazine** for Tea with Seagrove Potters and Asheboro tea blenders (piece to publish in 2023) – International reach
- Placed Magnolia 23 with **Southern Living, Country Living** and **PBS North Carolina**.
- Lahoma Scarlette from Florida resulted in **Biscayne Times/Miami Times** pick-up with VisitNC
- Molly O'Brien from California landed Kersey Valley in **Forbes** with VisitNC – National reach
- Zenda Douglas freelance relationship resulted in outstanding **WRAL** online placements that resulted in tracked visitation, especially for Tea with Seagrove Potters group. Further expanded **WRAL** reach with Tara Higgerson/family story hosting at Millstone Creek Orchards.
- Penny Zibula and her support dog, Splendid, landed **TravelAwaits.com** – National reach
- Hosted Josh Miller from **Southern Living** – strong pottery & Seagrove community interest
- Jess Hoffert from **Better Homes & Gardens** visit resulted in strong VisitNC travel guide inclusion for us – National reach
- Amy Conry Davis landed **Livability.com** placement on Asheboro – National reach
- We hosted **Yelp Triad** elite members at Holly Ridge Golf Course
- **Fall "DIY" Media Tour** with six outlets represented resulted in 3 online stories, one YouTube video, and 15 social posts
- Cracked **Durham and Chatham Magazines** with content from NC Tripping's hosted visit last year
- **I'm Fixin to Blog** highlighted The Table and the NC Zoo to the Raleigh market

Consumer eBlasts

- "Fun Spring Events" eblast | 50% open rate | 2,271 open | 147 clicks
- "You're Invited! Fall Fun in the Heart of NC" eblast | 49% open rate | 2,633 opens | 134 clicks



Tea Time Magazine's Katherine Clonger Ellis interviewing Mary Murkin of Carriage House Tea



Ben Owen giving a tour to a journalist



Freelance writer Penny Zibula and her support dog, Splendid, along with Amber Scarlett & photographer

Visual Advertising – (Over 200+ advertisements, both print & digital, designed and placed with a variety of advertisers for 2022 in addition to other print materials & photography)

Advertising Partners + Print & Digital:

- American Legion Tournament Program
- Asheville/Randolph Chamber Directory
- Carolina Traveler
- Chapel Hill Magazine
- Chatham Magazine
- Courier-Tribune
- DPAC Playbill
- Durham Magazine
- Family Travel Magazine
- Our State Magazine
- Raleigh Magazine
- SAPA Pottery Program
- The Griffon 108
- The Randolph Hub



2022 Travel Guide Cover



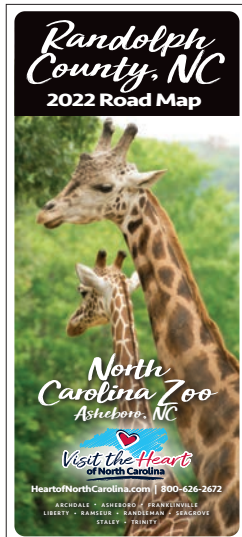
Full Page Ad - Our State, Chapel Hill, Chatham & Durham Magazines



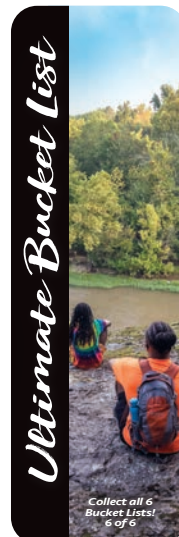
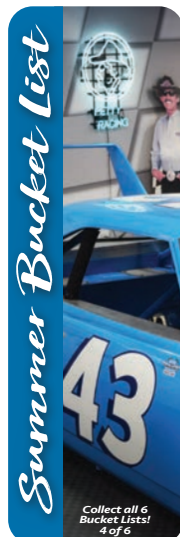
Half Page Ads - Our State Magazine



Half Page Ad - The Randolph Hub & Courier-Tribune



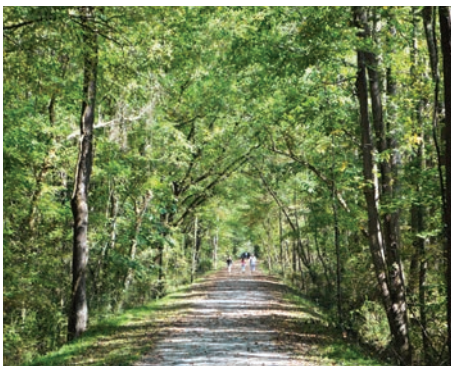
2022 Randolph County Road Map



2022 Bucket List Bookmarks



eBlast Graphic - Triangle Digital Partners



2022 Deep River State Trail Photo Shoot - Franklinville



2022 Tea Time Magazine Photo Shoot

Award Winners for 2022:



Hospitality Hero Award
- Kenneth Broadway -
I-73/74 Visitor Center Staff Member



Mary Joan Pugh Excellence in Hospitality Award
- Seagrove Pottery Community -

TDA Board of Directors:

- David Caughron, Chairman
- Rebecca Petty Moffitt, Vice Chairperson
- Luke Hollingsworth
- Leslie Brown
- Amy Struble
- Barbara Gallimore
- Ross Holt
- Shawn Patel
- Diane Villa

Meet Our Team:

- Amber Scarlett, Executive Director
- Amber Skeen, Director of Office Administration
- Melody Varner, Tourism Marketing Coordinator
- Wes Alexander, Digital Content Coordinator
- Doyle Craven, Visitor Services Coordinator
- Annette Cagle, Director of Visitor Services & Information
- Matthew Jarrett, Tourism Information Coordinator
- Christy Kiser, Tourism Information Coordinator
- Part-Time Travel Information Counselors:
Kenneth Broadway, Jo Anne Higgins, Vivian Hunt, Karen Jones,
Shelly LaCoss, Benita McNeill, Amber Switzer, and Carole Thorsen

Collaboration Team:

- Kenny Kidd, Liaison to the Board of County Commissioners
- Will Massie, Ex-Officio Finance Officer
- Susan Dosier, DK Communications Group
- Richard Schoenberger, Manor House Creative
- Mike Southard, Triad Hosting, Inc.



Heart of North Carolina
Visitors Bureau
500 Albemarle Rd, Asheboro 27203
800-626-2672
HeartofNorthCarolina.com

