

NHC TDA FY 2018-19 Program of Work Presentation

Wilmington and Beaches Convention & Visitors Bureau

October 17, 2018

State of Tourism

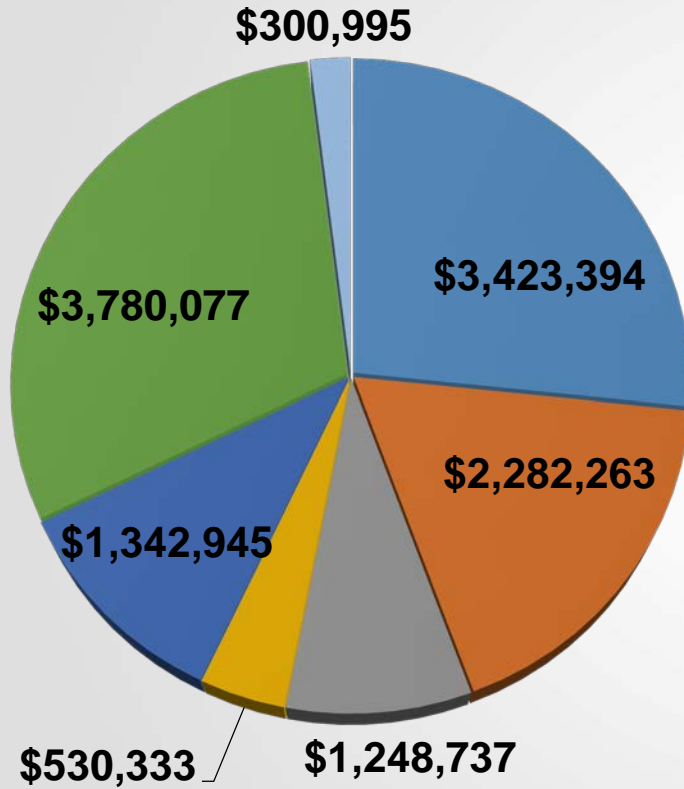
- 2017 Tourism Expenditures of \$578.22 million – 4.32% increase
- NHC tourism generated \$51.58 million in local/state taxes
- 6,320 employed in tourism related jobs - \$141.3 million in payroll
- Each NHC resident's taxes were offset \$226.98
- Maintained:
 - #8 ranking among NC's 100 counties
 - #2 ranking among coastal counties

2017/2018 ROT Collections



- **FY 2017/18 ROT collections up 3.52% Countywide**
- **ROT Benchmark for 7th Consecutive Year**
- **CY 2018 up 3.73% (January thru June)**

2017/2018 ROT Distribution

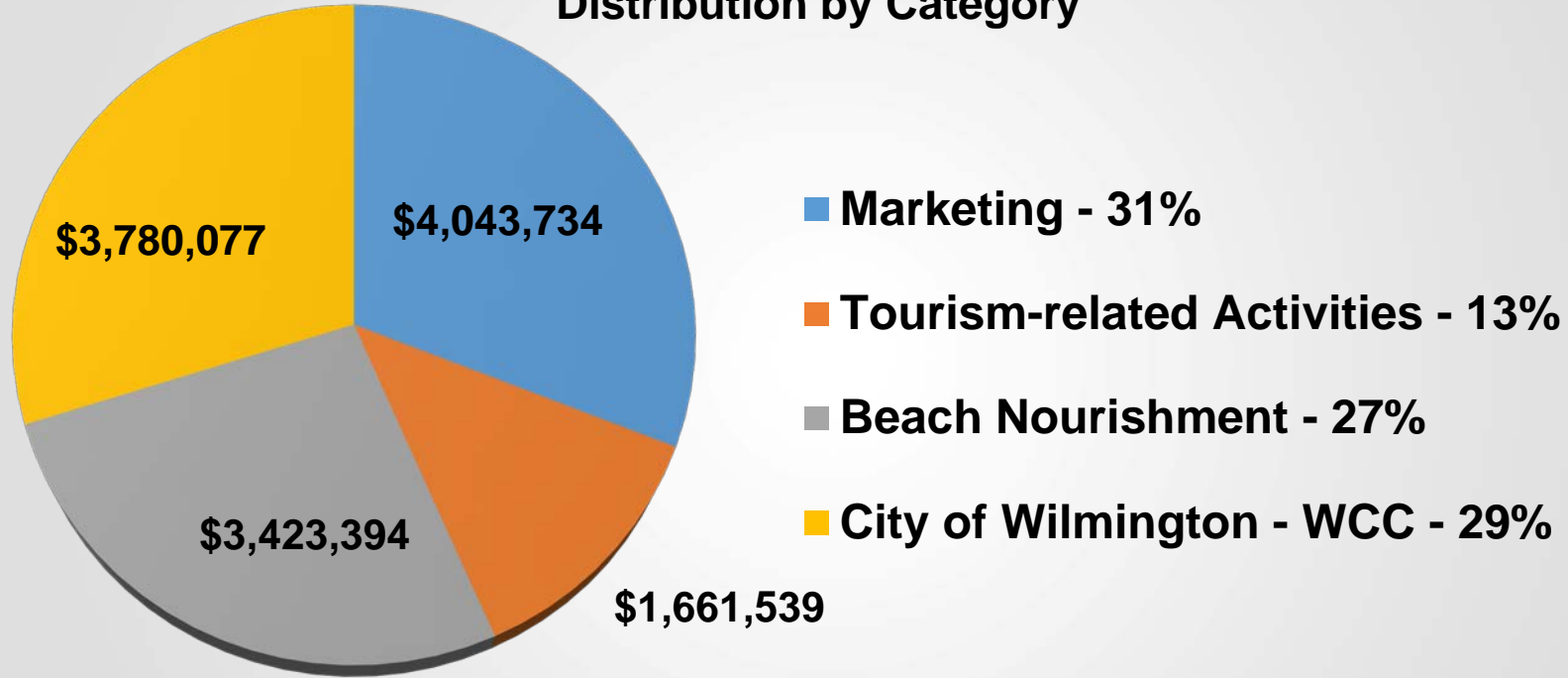


- Beach Erosion - 27%
- Tourism - CVB - 18%
- Carolina Beach - Mktg & Activities - 8%
- Kure Beach - Mktg & Activities - 4%
- Wrightsville Beach - Mktg & Activities - 11%
- Wilmington Convention Center - 30%
- District U - Mktg & Activities - 2%

Total 2017/2018 ROT Collections: \$12,908,744

2017/18 ROT Collections

Distribution by Category



Total 2017/18 ROT Collections: \$ 12,908,744

Legislative Issues

- School Calendar Law
- Occupancy Taxes
- Short Term Rentals
- Visit NC Marketing Funding
- Beach Renourishment & Inlet Dredging Funding
- Off-shore Drilling
- Film Grants
- Environmental Issues

Advocacy

- Support advocacy efforts identified in Strategic Destination Plan
- State & local relationships
- Long-term sustainable funding for beach re-nourishment
- TDA relevancy & local tourism advocate
- Stronger TDA board presence
- Seat at the table with economic development



Challenges

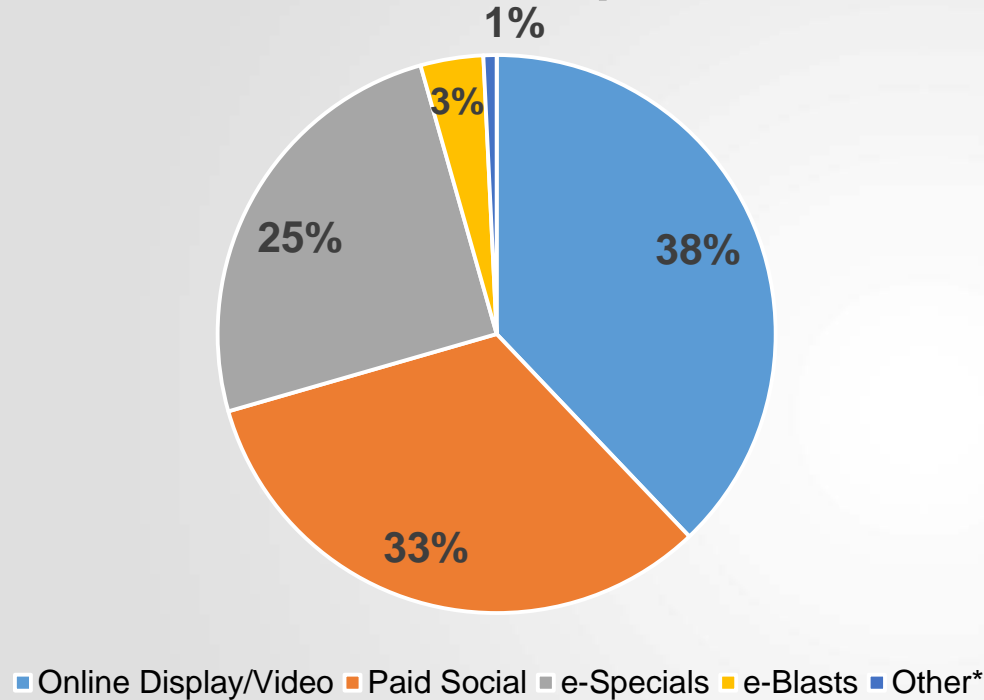
- Beach Renourishment & Inlet Dredging
- Off-shore Drilling
- Short Term Rentals
- Marketing
- Crime
- Industry Participation
- Infrastructure
- Environmental Issues
- National Trends



Marketing



FY17-18 Inquiries



344,586 Total Inquiries

- **Total spend: \$605,000**
- **Online display/video** drove highest inquiries at **38%**
- **Paid social** is most efficient channel at **33%** (inquiries and engagement).
- **E-Specials** drove **25%** of inquiries, over 3 minutes average time spent on site.

* Other includes magazines, out-of-home, broadcast television, phone.

FY17-18 Engagement Metrics

Overall Campaigns

- **1.5 million** completed video views
- **130,414** user actions on Facebook ads
- **31,960** user actions on Instagram ads
- **3,769** Facebook leads (eSpecial subscribers)

Influencer Campaign

- **11,900,000** influencer social post impressions
- **30,810** article page-views
- **2,717** native article shares
- **4.5** average minutes spent on articles
- **131** influencer social posts

FY17-18 Travel Intent Indicators

Website Metrics

- Over **1.8 million** website sessions and **4.3 million** page views
- **Paid media** generated over **440 thousand** website sessions, representing 24% of total traffic.
- **Downstream partner exit links: 474 thousand, up 118%;** one third of all exits went to lodging partners.
- **SkyNav™ 3D tours** generated over **18 thousand sessions, 35 thousand partner views.**

FY17-18 Travel Intent Indicators

Conversion Metrics

- **E-Special subscribers** up 41%. Total area subscribers **121 thousand**
- **Visitor Guide requests** up 20%. Total area requests **98 thousand**

PR MEDIA OUTREACH RESULTS

54 EARNED PLACEMENTS

\$1.3M AD VALUE

18 Print

36 Online

\$3.8M PR VALUE

48.6M IMPRESSIONS

140:1 ROI*

TRAVEL+
LEISURE

Southern Living

Our State
CELEBRATING NORTH CAROLINA

RUNNER'S
WORLD

RALEIGH
MAGAZINE

carolina
STYLE

 **The Daily Meal**
All Things Food & Drink

CHARLOTTE
parent

 **The Atlanta
Journal-Constitution**

TravelingMom
We've been there. .com

go
MAGAZINE

goCAROLINAS.com






Wake
LIVING
PUBLISHED QUARTERLY

CAROLINA
parent

TimeOut
New York

*Annual PR budget of \$27,000

TOTAL W&B SOCIAL SUBSCRIBERS = 154,155
TOTAL AREA SUBSCRIBERS = 407,503

	FANS (as of 6.30.18)	% INCREASE (since 7.1.17)
	107,739	8.8%
	20,714	6.2%
	23,800	34.5%
	1,649	4.1%
	253	40.6%

463,159 total area
engagements

Brand Strategy Shift

- **Strengthen destination visitation** through special interest-based experiences/niche audiences
- **De-neutralize off-season** by featuring common special interests among Wilmington and the beaches that appeal to **visitors traveling without children**
- **Feature activities** that align with food, craft beer/craft cocktails, culture, nightlife/music, wellness, etc.
- **Out-of-state** raise **awareness** of overall destination. **In-state** promote broad range of destination **activities**.

perception

today

tomorrow

Wilmington and
Beaches is a beach
destination

Wilmington and Beaches is
more than just a beach
destination (beyond summer)

brand

city and beaches

city + beaches + food
+ breweries + culture
+ nightlife/music +
parks/gardens +wellness
activities

FY18-19 New Marketing Strategies & Tactics

- Offset perception Wilmington area is “just a beach destination” beyond summer by increasing **promotion of off-season brand experiences**
- Develop **locals’ digital guide** offering insiders’ tips on area things to do (featuring videos, blogs, feature stories and photos) as favored by millennial visitors
- Launch new **marketing automation platform** for email marketing campaigns
- Build on out of state brand awareness with added emphasis on **ILM direct route** destinations
- Increase social media engagement through **video amplification** campaigns and **live streaming**

FY18-19 New Marketing Strategies & Tactics

- Build in **additional pages to Visitors Guide** to accommodate special interests and popular website content
- **Shoot new photography** to capture off-season brand experiences
- Provide relevant content through the **Google DMO Partnership Program, Trip Advisor** and other third parties
- Evaluate **website redesign** in FY19-20
- Launch **Recovery Marketing & PR Plan**
- Evaluate **restart of new strategic vision plan** initiatives





Coverage Highlights



FAMILY TRAVELLER

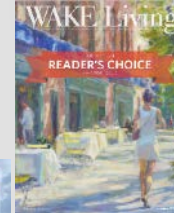


COASTAL LIVING

GAME & FISH



Smithsonian.com



PIEDMONT parent



PALATE Vacation Idea FOOD CULTURE OF THE SOUTH DREAM VACATION MAGAZINE

goCAROLINAS

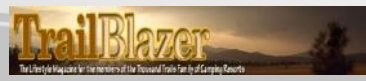
Budget Travel

CHARLOTTE parent



TRAVEL+ LEISURE

CAROLINA parent



JETSETTER

Wilmington.c. River District & Island Beaches

The Charlotte Observer



EATER



Me3 TRAVEL

PR Highlights 2017-2018:

- Hosted 57 Journalist Press Trips
- Destination on the Rise Media FAM Tour
- Travel Media Showcase & Post-FAM Tour
- SATW National Convention & Media Marketplace
- Visit NC Media Missions: Canada + NYC + Atlanta + Charlotte
- SATW Eastern chapter Conference & media Marketplace
- 2018 NC Travel Guide Cover
- Guest Blogs, National Travel & Tourism Week, Holiday Event Guide, Navigator E-Newsletters



FY18-19 Public Relations/Communications

- **Support Marketing Initiatives:**

- Reinforce brand position; incorporate new messaging
- Increase awareness as a destination for blended demographics
- Blogs and press materials to complement themes for 2018-2019

- **Media Outreach:**

- TravMedia International Media Marketplace & TravelSouth Showcase
- Visit NC Media Missions: Raleigh, Washington DC, NYC
- Work with Marketing/PR agency to host individual journalists and media FAM Tours

Themes for 2018-2019 include:

- Beyond Summer – off-peak experiences that tie Wilmington to beaches; travel without kids
- Stray Off Course – authentic experiences; local culture & food; uniquely Wilmington & Beaches
- Millennial Interests – craft beer/cocktails/food/coffee; outdoor recreation; urban exploration
- Lifestyle – wellness, active, fitness

- **Local Awareness of Tourism**

- National Travel & Tourism Week (May 5-11, 2019)



Sales and Service



FY17-18 Groups Sales Results

196 Leads

**UP
8%**

**92 Booked
Events**

**UP
7%**

**37,730
Rooms Booked**

**UP
41%**

FY18-19 Groups Sales Strategies & Tactics

Group Sales

- Implement Destination International's MINT planner database program to prospect new groups

Convention Sales

- Launch Grassroots Marketing initiative to encourage locals to help bring business to the area

Sports Sales

- Build strong relationships with targeted sports markets aligned with destination facilities
- Conduct a sports FAM tour and sales calls in Colorado Springs

Services

- Develop e-survey for guest satisfaction
- Initiate services calls for re-booking opportunities



The image features a large American flag on the left side, with its stars and stripes clearly visible. In the background, a Navy ship is silhouetted against a vibrant sunset sky with orange and yellow clouds. The ship has various antennas and structures on its deck. The text "NHC TDA Hurricane Recovery" is overlaid in the center in a white, bold, sans-serif font.

NHC TDA Hurricane Recovery

CVB Recovery Efforts

- Industry Updates: 9/10, 9/11, 9/17, 9/20, 9/24, 10/2
- Worked with NHC Emergency Operations Center (EOC)
- Daily Updates:
 - Websites
 - Social Media Channels
 - VISITNC
- Accommodations Availability
 - EOC
 - VISITNC
 - NCRLA

CVB Recovery Efforts

- Outreach to key stakeholders
- Outreach to organizations with meetings/events booked
- Recovery website landing pages developed for each destination (launched 9/20)
- Provided NCRLA's efforts and updates to partners
- Post-storm photography & video development
- Proactive media outreach to in-state, out-of-state & national media outlets (9/21)
- Greater Wilmington Chamber of Commerce
 - Shared chamber information on Hurricane Florence assistance
 - US Small Administrations
 - Worked with Chamber on long-term housing availability
- Recovery e-blast to registered subscribers (10/1)
- Contacted state officials & VISITNC re: tourism recovery efforts

CVB Recovery Efforts

- “Open for Business” press release phase 1 (10/3)
- “Open for Business” wire press release phase 2 (10/15)
- Media Interviews:
 - Triangle Business Journal
 - Go Carolinas
 - News & Observer
 - WRAL
 - Connect
 - Meetings & Conventions
 - Meetings Today
 - PCMA – Convene
 - Sports Destination Management
 - Prevue
 - The Meeting Professional
 - USAE
 - Triangle Morning News Radio
 - North State Journal
- Hosted editors from Southern Saltwater Fly Fishing

Hurricane Recovery Marketing & PR Plan



Objective

- Promote the area's recovery to negate the perception of storm's impact and our ability to host visitors
- Promote positive stories of recovery and renewal
- Minimize negative impact on longer-term spring and summer travel planning

Creative Strategy



Positioning

Create a singular umbrella recovery campaign branded as a united destination, encompassing Wilmington, Wrightsville Beach, Carolina Beach, and Kure Beach

Objective

- Have a positive, inspirational tone
- Correct any misconceived notions regarding the severity of damage the area endured
- Show that the destination is strong and now open for business and will be ready for business as usual during spring and summer
- Highlight recognizable landmarks that were unaffected by the storm
- Remain sensitive of other cities affected by Hurricane Florence
- Use Visit NC perceptions study research to validate campaign direction and perceptions in short- and long-term pending findings

Creative Concept: Come Back



Play on words: come back to the destination vs the destination making a **comeback**.

Show businesses returning to normal by capturing the act of opening back up for business. Highlight that many places went unharmed and are awaiting everyone's return.

Copy Platform:

For locals and visitors, Wilmington is home. Wrightsville Beach, Carolina Beach, and Kure Beach are shores we return to year after year.

If you're wondering how your favorite spots and family traditions are holding up, **the city and beaches you love have made a comeback**.

We're open for business, and ready for you to come back, too.

Campaign Locations & Visuals



Examples:

Wilmington

- Strolling on the Riverwalk
- Turning over the open/closed sign at a restaurant
- I Believe in Wilmington Mural
- Opening gate or turning lights on at an attraction

Wrightsville Beach

- Johnnie Mercers Pier
- Turning over the open/closed sign at a shop

Carolina Beach

- Opening the bar window at the Ocean Grill and Tiki Bar
- Walking on boardwalk in front of a boutique with an open sign
- **Kure Beach**
 - Diver with open sign in aquarium tank
 - Kure Beach Fishing Pier

Earned & Social Strategy



PHASE 1 | Overview

OCT THROUGH DEC 2018

Overview

Announce Wilmington and Island Beaches recovery efforts and that the area is re-open for business

Objective

Increase awareness among visitors that Wilmington and Island Beaches is ready to welcome visitors back



PHASE 1 | Public Relations

Announce reopening via a strategic earned media relations campaign

- Utilize CVB President/CEO Kim Hufham as the spokesperson for an in-state radio and broadcast media tour
- Package together post-storm photos and b-roll for in-state, regional and national media as part of official announcement press release
- Angles for subsequent media outreach include:
 - Favorite memories of Wilmington and beaches (sourced via social)
 - Iconic attractions that made it through the storm
 - Human interest stories

PHASE 1 | Social Media

Proclaim reopening via social media channels through organic and paid efforts

- Structure content to still be inclusive of all communities + industry partners
- Share positive press coverage and amplify through paid social media
- Amplify content and create paid social advertising to reach target audiences
- Leverage positive user generated content (UGC) to show authenticity and credibility
 - Slideshows and videos featuring iconic views, attractions and dining - show visitors that their favorite spots are back in business

PHASE 1 | Influencer Outreach

Invite in-state influencers to visit and showcase what the destination looks like and provide third-party voice with reasons to visit

- Initiative will help shape destination perception from third-party mouth
- Influencer provides us with assets to use across social, websites, etc.
- Create branded content paid social campaign to amplify influencer content to our target audiences

PHASE 2 | Overview

JAN THROUGH APRIL 2019

Overview

Depending on earned coverage/tone and Visit NC perceptions study results, resume normal PR schedule to promote 2019 travel

Objective

Increase destination awareness among visitors and motivate 2019 travel



PHASE 2 | Public Relations

- Incorporate post-storm-related content as relevant to address Visit NC perceptions study findings
 - Use voluntourism pitch to promote ways visitors can help with post-hurricane recovery efforts while they are in town if applicable
- Utilize planned spring group FAM trips for the area to showcase post-storm recovery (move to February to impact spring/summer PR coverage)
 - Invite select national media that were on-site covering the storm initially to come back again

Paid Media Strategy



Timing

Mid-October 2018 through January 2019

Geography

- North Carolina
- Qualified states (OH, VA, PA, SC, DC, GA, TN, MD)

Target Audiences (in priority)

- **Spring Targets**

- Families planning Spring Break/Summer vacations
- Interested in NC beach/coastal vacations
- Urban activity enthusiasts (i.e. foodies, culture, events, etc.)

- **Fall Targets**

- Couples/Visitors traveling without children
- Interested in NC beach/coastal vacations
- Urban activity enthusiasts (i.e. foodies, culture, events, etc.)

Proposed Channels



Participate in: Visit NC co-op advertising opportunities that help to extend and expand our messaging and channels domestically and internationally

Paid search: well suited to reach, inform and direct users to campaign landing page including recovery information and future trip planning info

Paid Social (Facebook and Instagram)

Build awareness/educate consumers on area's reopening in an engaging environment across multiple devices/formats.

Programmatic Display/Video

- Contextually relevant sites/content
- Mix of traditional cross-screen display, rich media and video

Targeted E-blasts

- Targeting people interested in NC beach/urban coastal vacations
- Targeting foodie/adventure seekers and outdoor enthusiasts interested in NC Urban/Coastal vacations

Trip Advisor PDP Refresh

- Updated messaging to align with post-hurricane campaign

Billboard Creative Refresh

- Updated messaging to align with post-hurricane campaign

Groups

- Full-page or half-page ads in core M&C and sports publications
- Select eBlasts in core digital publications

Hurricane Recovery Plan Budget

- **Budget \$490K**

- \$380K leisure paid media
- \$45K earned social media and PR
- \$65K meetings/sports paid media

#NewHanoverStrong

#ILMStrong



#CBStrong

#KBStrong

#WBStrong