New Hanover County Tourism Development Authority 2020/2021 Strategic Recovery Plan/Program of Work



State of Tourism

- 2019 Tourism Expenditures of \$658.78 million 7.5% increase
- NHC tourism generated \$57.91 million in local/state taxes
- More than 6,680 employed in travel & tourism related jobs \$158.15 million in payroll
- Each NHC resident's taxes were offset \$245.85
- Maintained:
 - #8 ranking among NC's 100 counties
 - #2 ranking among coastal counties





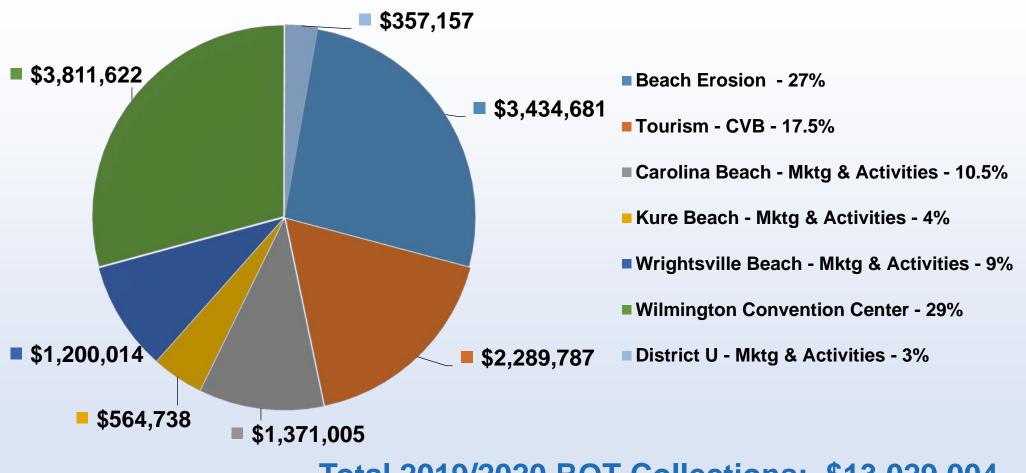
2019/2020 ROT Collections

- FY 2019/20 ROT collections down 15.92%
- CY 2020 down 6.43% (January thru June)
- 2nd 3% collections FY 2019/2020
 - CB -4.29%
 - KB -3.52%
 - WB -8.52%
 - Wilmington -27.36%
 - CC District -20.59%
 - District U -0.53%





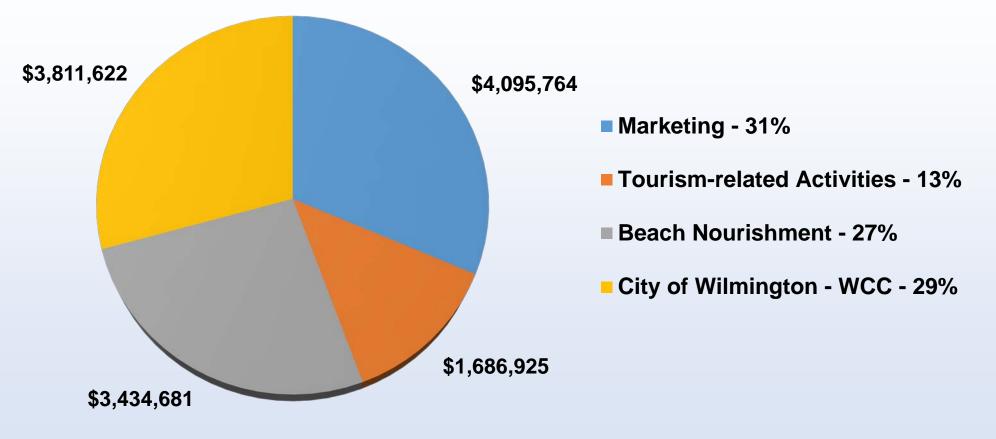
2019/2020 ROT Distribution



Total 2019/2020 ROT Collections: \$13,029,004

2019/2020 ROT Collections

Distribution by Category



Total 2019/2020 ROT Collections: \$13,029,004

Legislative Issues



- COVID Relief Session
- Industry Reopening
- School Calendar Law
- Occupancy Taxes
- Beach Renourishment & Inlet Dredging Funding
- Environmental issues



Challenges

- Industry Reopening
 - Capacity limits
 - Safety protocols
 - Resident & Visitor Sentiment
- Budget Impacts from COVID
- Marketing
- Safety
- Industry Participation
- Infrastructure & Parking
- Environmental Issues
- Social Issues







Summer Campaign Results Marketing During COVID

creative overview

display

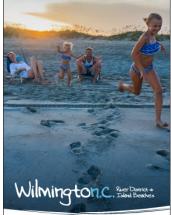
OPEN FOR ESCAPE

Whether it's a sunrise over the waterway or a beachfront view, Wilmington and our beaches – Carolina, Kure and Wrightsville – are open for whatever helps you get away.



OPEN FOR JOY

Whether it's catching a wave or digging into the catch of the day, Wilmington and our beaches – Carolina, Kure and Wrightsville – are open for whatever brings you happiness.



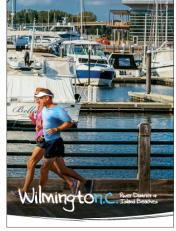
OPEN FOR SAVORING

Whether you dine alfresco or brin seafood pots home, we're open fo whatever flavors you're craving.



OPEN FOR UNWINDING

Whether it's a garden walk or stroll along the riverfront, we're open for whatever brings you peace.



OPEN FOR WANDERING

Whether it's a paddle for two or a state park hike, we're open for whatever helps you get out.



escape

joy

savoring

unwinding

wandering

social





Visit Wilmington, NC and Beaches Sponsorel + % Whether I's catching a wave or digging into the catch of the day, we're open for whatever brings



WILMINGTONANDBEACHES.C. Open for joy Find fun on the NC coast.

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newsfeed



Instagram

wilmingtoncoast Sponsored



Learn More

stories



social







Sign up for eSpecials Sign Up

lead



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video

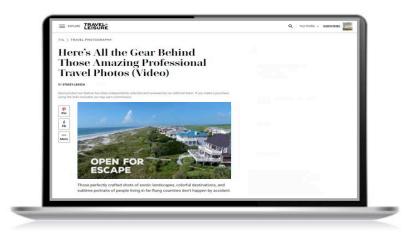


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Open for Wandering

Instagra	m
Visit Wilmington, NC and Bea Sponsored	aches
OPEN FOR JOY	

preroll / video





preroll





WilmingtonAndBeaches.com



CTV

eblasts ·

Wilmingtone PLACES TO STAY THINGS TO DO RESTAURANTS GET AWAY THIS SUMMER

OPERA FOR ESCAPE In Withington ad our labed Backes, we're open for whatever helps you gel eway. Much has changed, and wr'n here to <u>help you gills a</u> sale, reaking vacion in our beaches, parks, <u>partees</u>, and more. We innte you to there lashly and responsibly to the best of the Catolina Coast for a gelanew, **1** & if activities lead for social distancing. Please with our <u>COVID-19</u> page for what to expect when visiting Withington and taised Backes.

OPEN FOR UNWINDING Relax safely with loging poties for every vacation style and find the perited place to unwind. Whether you're boiling for comforting days spent with rescription amenities or <u>All sectore barls</u> to real after daily adventures, you'll find exactly what you need for your family or filends' unmmer vacation. Wate up to the wound of coan waves at assaids metable and reacts or stay in a historic B&B in the heart of the oby Our rentals and horeis are up-holeing desired and startly standards that will help you find comfort and peace of mind, no matter where you view.







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OPEN FOR ESCAPE Summer have sinved, and after a stay-al-home spring, we re open for whetever helps you get out and explore. Whether you you us to a fun-filted family used and or any and the start of the start and the start of the start of the start of the start of the start and the start of the start of the start of the start of the start perceptions all starts, for any start of the start of perceptions of a mask in and out of the start of the start of the start of no our beaters, for the distant, percent start or <u>GOVID-18 page</u> for what to expect during your visit.

OPEN FOR FAMILY FUN With spacious beaches, parks and gradens, scanic water views and delocus coastal fare, Winnington is open for fan. Next blass and explore the 14-rais, or- and directal <u>Deal Bearsy</u>, from downtown Winnington to nearby Winghistille Baach. Take in the fresh air of <u>Grendethick Lake Park</u>, and <u>Grendethics</u> and <u>Charles</u> and <u>Charles</u> birthylace of No. Surflog. Exply tench local and upon <u>Development</u>. <u>Alternational Charles</u> and <u>Charles</u> and those separation to the attents for an air finites experience. However, you charles to park <u>Joint Bacternet</u>, base family fan is around every corner.

places to unwind everywhere you go. Find soft outdoor adventure like goff, yoga on the pier, and state park hikes. Or verture to one of our nearby island beaches for a day on the sand. From resolts with all of restrictly teams dealeres for a day on the sand, income togethe with a or the amenities to separate runtals and historic B&Bs, our lodging options are uphobling cleaning and safety standards that will help you find comfort and peace of mind, no malter where you stay.





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campaign overview

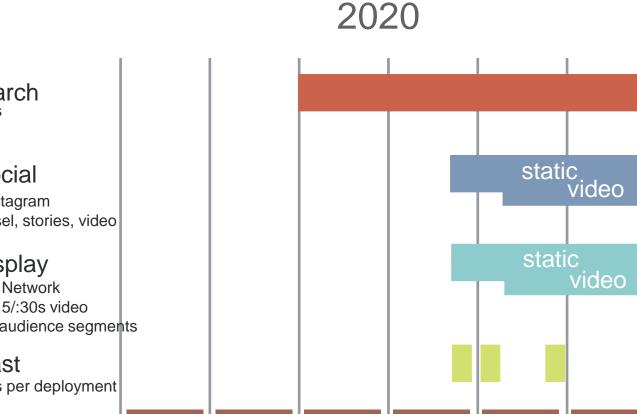
Strategy

campaign parameters

- Educate prospective visitors on current status of destination, while promoting activities available during COVID reopening phases
- Flexible to accommodate any necessary shifts (timing, targeting, budget, research)
- Focus on in-state and surrounding drive markets
- Test multiple audience sets to match research findings of most probable Summer travelers
- Leverage a unified campaign to maximize exposure and combat increased competition for share of voice

Target Audience

- demos:
 - social/display/video
 - adults 25-54, \$75k HHI+, families interested in coastal vacations
 - adults 25-44, \$60k HHI+, young couples & friends, interested in coastal vacations, special interest targeting in-state only
 - eblasts
 - all travelers 25-54, \$60k HHI+ and high intent for coastal vacations
- geography:
 - primary: North Carolina (focus on Triangle/Triad/Charlotte)
 - secondary: VA, SC, Washington DC, GA, PA, OH
- timing:
 - April July 2020



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paid search

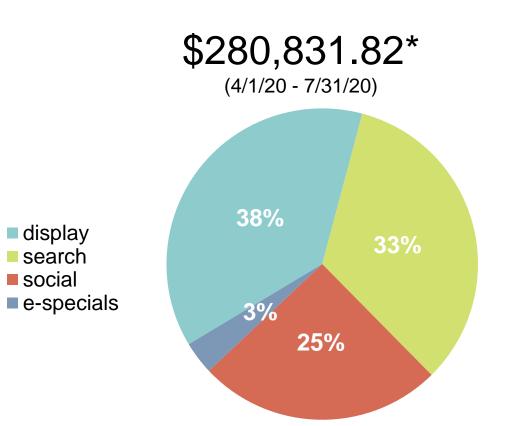
paid social Facebook/Instagram newsfeed, lead, carousel, stories, video

digital display

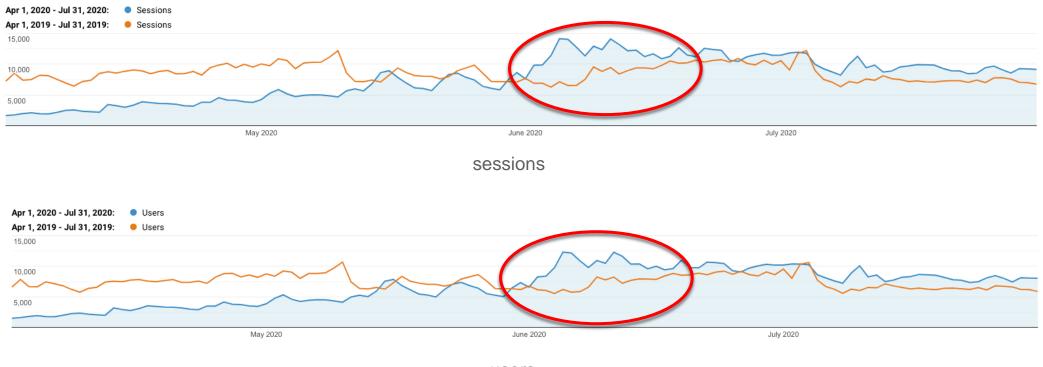
Google Display Network multiple display + :15/:30s video includes retargeting for all audience segments

> e blast 500k unique targets per deployment

media summary



total website traffic overview



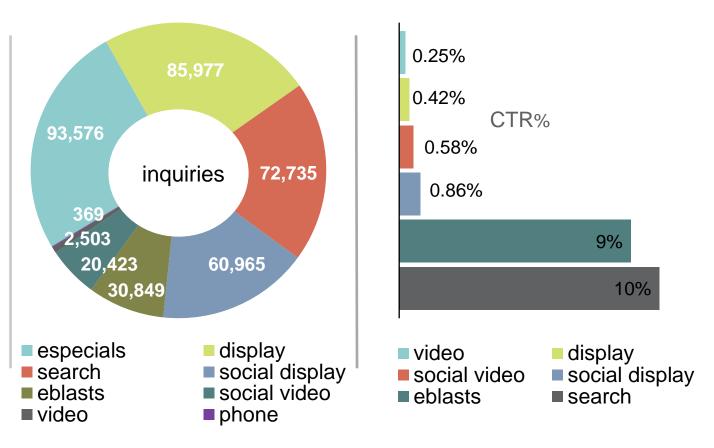


Comparison of traffic YOY shows result of heightened COVID reopen media activity- driving higher website traffic compared to historical Summer months (June/July)

results

campaign delivered:

- 367,397 total inquiries
- 269,405 total clicks
- 32,080,966 total impressions
- 974,955 completed video views
- 492,747 total interactions
- 0.84% CTR
- \$0.76 CPI
- \$8.45 CPM
- 807 VG downloads (from eblasts)
- 3,240 especial signups (eblasts/FB leads)



- Delivered large campaign reach (30m+ impressions) at very cost effective CPCs (\$1.01 overall)
- Unified digital campaigns are more efficient/cost effective than individual campaigns (compared FY17/18 FY19/20 individual campaigns to unified campaign results (COVID/Hurricane campaign stats)
 - CTR% 20-25% higher than individual
 - CPC 15-25% lower than individual
 - CPM 20-25% lower than individual
- Overall campaign CTR (0.84%) is 16-20x higher than industry average
- Search CTR% increased 54% from April to July while CPC decreased 71% (due to individual campaigns)
- Display CTR% stayed relatively flat across campaign
- Campaign especially resonated on social outside of normal KPI metrics (clicks, CTR, CPC)
 - Social interactions were considerably higher (especially on video)
 - Lead ads (e-special signups) had a 37% conversion rate (industry average 15-20%)
- Mobile and tablet placements far outpaced desktop across all tactics (display, social, search, video)
- Top geographies- Charlotte, Raleigh, Durham, Greensboro, Fayetteville (DC, VA- out of state)

- During times of crisis, paid media has shown to be an efficient and productive method based on high intent among consumers; **don't shy away from paid media during crisis**
- Continue unified digital campaigns moving forward in spring
 - maximize reach with potentially limited budgets due to COVID
- Expand focus on younger demos during COVID-19 era
 - Analytics show a 10% increase in site visitation for 18-24 (drop of 5% in 65+ audience) without being specifically targeted through paid media
- Consider fewer creative versions of ads, but more audience segments
- Continue to align and **refine media targeting** using website analytics and other 1st party data
- Continue to blend social tactics and expansion in lead generating ads across formats
- Continue to design/optimize web content and creative for mobile-first experiences

Summer Social Media During COVID

Summer April - July| Social Media

Content Mix

- In initial COVID phase, spotlighted tourism partners relevant to the #StayAtHome trend, getting outdoors, inspiration for future travel
- Re-released relevant videos and FB/Instagram Lives
- Developed Zoom backgrounds and incorporated trending travel hashtags
- Developed Bingo cards featuring things visitors have done or wish they could do in the destination
- Developed Virtual Road Trip utilizing IG Stories
- Re-engaged influencers that previously visited the destination to share content
- Offered guests a variety of dining experiences including takeout, dine-in and dining alfresco
- Promoted variety of lodging partners along with what guests could expect
- Introduced Count On Me NC statewide initiative and featured NHC participating industry partners

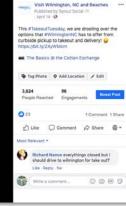
Summer | Virtual Tour Sample Social Posts



Visit Wilmington, NC and Beaches



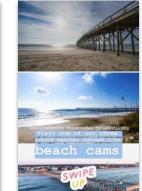


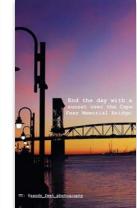


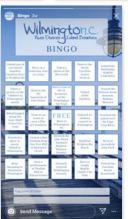






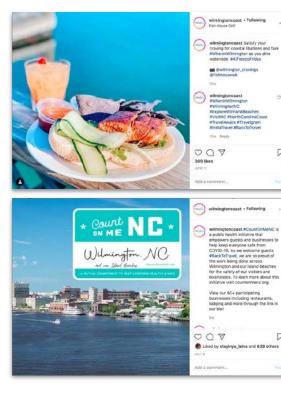








Count on Me NC Sample Social Posts



CarolinaBeachNC Curbside takeout from your favorite #CarolinaBeach restaurant 🗸 Shady spot underneath the trees of Carolina Beach State Park J Full bellies and hearts 🗸

#OnlyinCB can these memories be made: bit.ly/2Cnl3rT





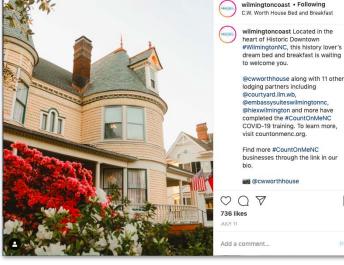
GarolinaBeachNC @CarolinaBeachNC Picture yourself sitting on the porch of a home in #CarolinaBeach, enjoying the panoramic views of the beach and your children at play. Before the kiddos go back to school, find the perfect vacation rental for your getaway #OnlyinCB here: bit.ly/3klBgbf Cacpride1221





OOV

241 likes



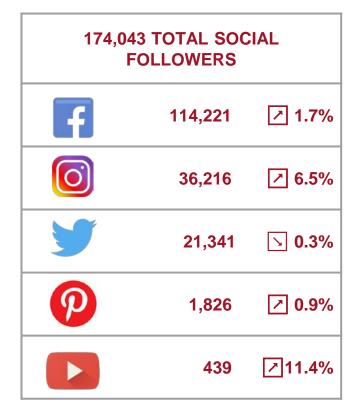
dream bed and breakfast is waiting @cwworthhouse along with 11 other lodging partners including @courtyard.ilm.wb, @embassysuiteswilmingtonnc, @hiexwilmington and more have completed the #CountOnMeNC COVID-19 training. To learn more, visit countonmenc.org. Find more #CountOnMeNC

businesses through the link in our

Summer | Social Media

Results (Wilmington & Beaches channels only)

- 297,894 Engagements
- **15,819,376** Impressions
- 1.4 Million Video views
- 4,397 Bit.ly link clicks
- \$0.01 Cost per Engagement
- 473,592 Total Social Followers with beaches channels included





Summer | Social Media

COVID-19 Key Insights

-

- Dining and inspirational posts were among the top performing content across all channels
- Pandemic has fueled summer social media usage
 - Increase in impressions, engagements, video views, website traffic and subscriber growth
- Lodging, dining and things to do posts were top drivers to the website
- Users relied on the CVB social channels as a hub for information more than ever before

Summer | Paid Social Media Boosted Video

...



SIGN UP

Open for Wandering Get Outside in Wilmington, NC.



catch of the day, we're open for whatever ...See More brings you happiness.



Open for Joy SIGN UP Find Fun at Carolina Beach, NC.



Open for Unwinding

Kick Back at Kure Beach, NC.



...

SIGN UP

Visit Wrightsville Beach, NC

Whether you dine alfresco or bring seafood home, we're open for whatever flavors you're craving. ...See More



Open for Savoring Find Flavor at Wrightsville Beach, NC.



...

Summer | Paid Social Media Boosted Video

Results

- Drove new visitors to website with an average of 70% being new vs. returning users
- 1,672,326 impressions
- 314,359 video views
- 1,873 new email subscribers
- Average cost per video view: \$0.05 (inudstry average \$0.10)
- Average cost per lead: \$8.47
- TOTAL SPEND: \$15,218

Summer | Content Marketing

Developed 8 Blogs

- Virtual Garden Tour
- Road Trips/48-Hour Itineraries
- Family Summer Vacations
- Soft Outdoor Adventures
- Socially-Distanced Dining Roundup
- Diving Into History
- Ways to Experience the Water
- Places to Stay

Summer | Proactive Public Relations

COVID-Related Results

- 6 Earned Placements
 - 5 Online
 - 1 Print
- 5.8M Reach/Impressions

Our State

- \$201k Ad Value
- \$604k PR Value

General Results

- 8 Earned Placements
 - 6 Online
 - 2 Print
- 25M Reach/Impressions
 - \$915k Ad Value

-

-

VISITNC.COM

\$2.7M PR Value

Total

-

-

- 14 Earned Placements
 - 11 Online
 - 3 Print
- 31M Reach/Impressions
- \$1.1M Ad Value
 - \$3.3M PR Value







Summer | WCC + Meetings

General Results Coping with COVID (reactive outreach only)

- 1 Earned Placement, Print
- 45k Reach/Impressions



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- \$4.6k Ad Value
- \$13.7k PR Value

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PR/Communications COVID Highlights

•Press Trips/Media FAMS:

-Hosted 14 press trips (pre-covid)

-COVID cancelations = 9 confirmed spring press trips & Craft Beer media FAM

•Quarantine Silver Linings:

-Editor from Oprah.com +3 high-profile freelancers spent quarantine herepitching fall stories

-Canceled press trips are interested in rescheduling in Fall or Spring

-Earned Media during quarantine in Carolina Country (April cover); New York Times (Museums section, March); Local Palate (June); fodors.com -Opportunities: virtual webinars & media roundtables (SATW, PRSA, Visit NC)

•Other Activities:

Crisis Communications Electronic Press Kit Makeover Partner/Stakeholder Industry Updates and Surveys Media Leads



SATW DELARDING TRAV	• PRSA	
"You thought you	HOST: Cheryl Andrews, Chair, SATW Professional Development Committee	
were ready for a crisis, but"	MODERATOR: Peggy Bendel, President, Bendel Communications International	
	Taylor Spellman, Director of Public Relations, Visit Virginia's Blue Ridge Kim Harms Robinson, Director Media and Public Relations, The Children's Museum of Indianapolis	
	Erik Elwejord, Director, Public Relations, Holland America Line May 12, 2020	
000880		200-00-0 10-0

FY19-20 Meeting Results



				Booked	Events					
	2019-2020	2018-2019		2019-2020	2018-2019		2019-2020	2018-2019		
	Booked	Booked		Rooms	Rooms		Delegates	Delegates		
	62	87		27,383	35,292		25,246	42,186		
	<-29%>			<-22%>			<-40%>			
Market Segment	Bookings									
Association	24									
Sports/Recreation	17			Relig	ious	Tour + Trav	vel	Booked	Events	
Social (SMERF)	8									
Corporate	6			overnmental_						
Governmental	4	Co	orporate						Association	
Religious	2					N				
Tour + Travel	1	Social (SMERF)								
			Sports/Re							
			WC	C Booked Ev						
		2018-2019			2018-2019		2019-2020	2018-2019		
	Booked	Booked		Rooms	Rooms		Delegates	Delegates		
	20	19		12,722	8,240		15,950	9,910		
	5%			54%			61%			

			Canceled Business-	Health Concerns COV	/ID-19			
	2019-2	2020	2019-2020		2019-2	2020		
3	Cancel-COVID	Cancel-Other	Rooms-COVID	Rooms-Other	Delegates-COVID	Delegates-Other		
	46	12	15,198	2,472	21,511	9,380		
Canceled Reason	Economic Impact	Cancel Count			Desing Loci	ation	Cancele	d Reason
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FY20-21 Strategic Recovery Plan

Community Building

Strategic Goal #1 : Align public-private sector strategies and elevate community collaboration

Tactics/Program Activity

Ensure organization and industry is at the table for recovery planning conversations and efforts

Work with industry partners and stakeholders to reopen the visitor economy with clean and safe visitor experiences through Count on Me NC initiative

Promote the value of tourism to my community

Strengthen strategic relationships with elected and appointed officials

Expand the content being promoted by the organization to extend beyond traditional industry partners and stakeholders

Work with relevant stakeholders to address social sustainability (e.g. diversity inclusivity, resident pride, support the arts and creative economy)

Tactics/Program Activity

Play a larger role in delivering education and training materials to the industry through research, trends and webinars

Ensure recovery plans include examination of long-term strategies and outcomes for the community and visitor economy

Work with relevant stakeholders to address environmental sustainability through Visit North Carolina programs and ensure sustainable practices and encourage responsible tourism

Work with technology platforms and partners to expand capabilities to deliver hybrid meetings

Customer Engagement

Strategic Goal #2: Reassess target markets and define best messaging for leisure and business/group travelers

Tactics/Program Activity

Evaluate target markets and evolve marketing strategies to attract more resilient travelers

Promote and highlight beaches, parks, wellness, nature and outdoor experiences; expand to promote attractions, arts and culture during Phase 2.5

Develop messaging related to health and safety to reassure visitors

Monitor data signals and trends through research to inform recovery timing and messaging

Expand content and messaging filters to ensure appropriate tone

Tactics/Program Activity

Repackage current content relevant to new audiences and demands

Focus marketing strategies on generating earned media

Reassess business/meetings market and target new groups (e.g. smaller, regional)

Adapt destination imagery to incorporate visuals with fewer people/crowds

Develop a content strategy to showcase local tourism businesses, heroes, and influencers

Tactics/Program Activity

Invest resources in building a library of virtual experiences to inspire future visitation

Utilize partner input to inform recovery messaging and timing (Partner Advisory Committee)

Overview (Aug – Nov)

-

- Fall paid media efforts will focus on promoting destination is ready for visitors, offering the same safe, fun and relaxing summer vacation experience available well into fall based on social distancing activities and things to do visitors are seeking as a result of COVID
- Latest research indicates that 70% of fall travelers say they are very likely to go to beach destinations and a previously visited destination, indicating there is a finite group that can be influenced for the remainder of 2020
- Plans for spring will be revisited in September based on how COVID evolves and research

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Creative Strategy & Phased Messaging

- Campaign theme, "Fall is the New Summer," highlights why fall is a perfect time to plan a trip to Wilmington and Beaches
- Seeks to reassure potential visitors about COVID concerns related to safety
- Calls to mind things that visitors love about Wilmington and Beaches in summer and reminds them they are all still available - or even better - in the fall, thanks to moderate temperatures, fewer crowds and off-season rates

Fall Creative Concepts

COOL ESCAPE. SAME WARM WAVES.

Fall is the New Summer

Whether it's the mild temperatures or warm water that extends well into fall, Wilmington and our beaches – Carolina, Kure and Wrightsville – are ready for whatever helps you unwind.





SAME WAVES. NO WAITING.

Fall is the New Summer

Whether it's catching a wave in the birthplace of NC surfing or digging into the catch of the day, we're ready for whatever brings you happiness.





BREATHTAKING BLOOMS. MORE BREATHING ROOM.

Fall is the New Summer

Whether it's a walk in the garden or stroll along the Riverwalk and boardwalks, we're ready for whatever inspires you.





Fall Creative Concepts

SUN SALUTATIONS. MORE STRETCHING ROOM.

Fall is the New Summer

Whether it's yoga in the garden or stand-up paddleboarding on the sound, we're ready for whatever helps you find your flow.







Whether it's dining alfresco on the waterfront well into fall or taking seafood pots to go, we've got the flavors you're craving.



PLAN YOUR ESCAPE Wilmington.C.

MORNING SPLENDOR. STILL ON DECK.

Fall is the New Summer

Whether it's soundside, beachside or riverside views, Wilmington and our beaches – Carolina, Kure and Wrightsville – will create lasting memories.





INSPIRING SITES. BACK IN SEASON.

Fall is the New Summer Whether you're looking to explore historic sites, take in contemporary art galleries, or delve deep into local legends and lore, Wilmington and our beaches' attractions are open for whatever inspires you.

SEE THE SIGHTS

Wilmington.C. * Island Beadles Pending Phase 3

Fall Creative Concepts - Native Samples



Golden hour view.

Happy hour mood.

Fall is the New Summer

Whether it's a sunset over the river or stroll along the waterfront, Wilmington and our beaches – Carolina, Kure and Wrightsville – are ready for whatever brings you joy.

CTA: Plan your escape



Less crowds.

More room to explore.

Fall is the New Summer

Whether it's the stunning views or strolls along the waterfront, Wilmington and our beaches – Carolina, Kure and Wrightsville – are ready for whatever brings you peace.

CTA: Plan your escape



Same adventures.

More paddle room.

Fall is the New Summer

Whether it's kayaking on an eco-adventure or catching a wave, we're ready for whatever brings you happiness.

CTA: Plan your escape



Trails and ales.

More room to wander.

Fall is the New Summer

Whether it's a state park hike or tasting tour along the Wilmington Ale Trail, we're ready for whatever helps you discover new paths.

CTA: Plan your escape

Target Markets

- NC (primary)
- SC, VA, GA and Washington, D.C. (secondary), based on website traffic and first party data arrivals from out-of-state
- *70% media spent in-state / 30% out-of-state
- *Given that COVID research indicates things may level off with respect to fall travel, consider tightening target geographies to NC only in October

Target Audiences

- People traveling without kids including couples, quarantined friends, singles, etc.
- Families more receptive to fall travel than ever before due to pent up demand, school aged kids doing remote learning, adults working from home at the beach
- Adults 25-54, \$75k+ HHI, interest in beach vacations and other activity interests
- Younger travelers (current research shows this segment continues to be willing to travel) Adults 25 44, \$60k+ HHI, interest in beach vacations and other activity interests

Contextual Media Placements

- Priority placed on premium travel-related content to reach people who are actively researching travel options (TripAdvisor, Expedia, KAYAK ,Travelocity, Trivago, etc.)
- Research has shown people's openness to seeing travel messaging from destinations has fluctuated throughout COVID

Digital Media Channels

- Paid Search

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- Paid Social (Static, Carousel, Video, Leads)

Programmatic Display/Video/Connected

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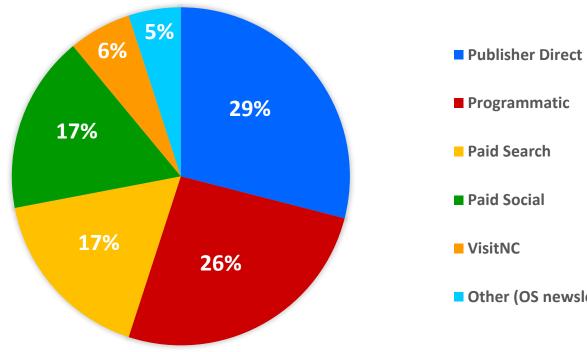
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- Targeted eBlasts
- Publisher-Direct Expedia, Trip Advisor,
- Visit NC

Aug-Dec Digital Paid Media Spend (\$379,683)



Programmatic Paid Search

Paid Social

VisitNC

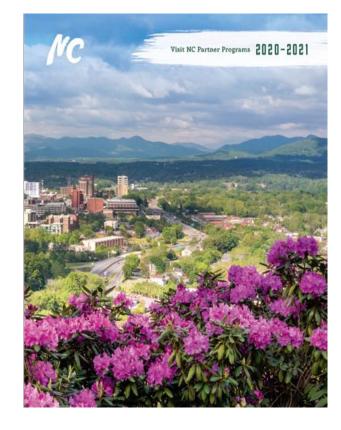
Other (OS newsletter, VG)

Visit NC Co-Op Recovery Marketing Credit Program

- Destination marketing organizations are eligible for credits based on tourism revenue lost as a result of COVID-19, per the CARES Act
- All credits must be used October December 2020
- CVB qualified for a maximum credit of \$180k

Strategy

- Prioritize programs that allow us to "test" new channels
- Focus spending in NC (primary) and VA/SC (secondary)
- Complement the current paid campaign channels where possible



Visit NC Co-Op Recovery Marketing Credit Program Placements (Oct. - Dec)

- Social-Powered Special Interest Mobile, Travel / Arts & Culture / Epicurean
- Digital Streaming Music Program (Spotify)
- Paid Social
- Travel eNewsletter Program (Our State)
- Garden & Gun (Digital)
- Connected TV (Cox)
- Custom Content (VisitNC.com)
- Travel Safety Insert in 2021 North Carolina Travel Guide (Full Page)

FY 20-21 | PR & Social Media

Phase 2.5 New Strategies

- Promote reopening of museums and attractions through digital advertising and Visit NC Co-op Credit Program
- Feature individual museums/attractions in Stakeholder
 Spotlights on social media as they reopen
- Museum & Attractions Reopening blog





Fall | PR & Social Media

Strategies (Phase 2.5)

- Highlight beaches well into the fall when beach season is typically not top of mind
- **Promote parks, outdoors, and wellness** experiences, and sustainability
- Promote mid-week stays as added opportunity for special rates/savings and availability
- Develop itinerary-style content themed around short trips, saving money, ease of planning
- Showcase local businesses participating in Count on Me NC initiative
- **Build video content** and share other virtual experiences to inspire future visitation
- Make it easier for visitors to access visitor information since most VICs are closed

Fall | Social Media

Content Mix

- Feature a combination of current things to do, engaging video content and inspirational content to motivate future travel
- Develop customized FAQs for Facebook Chat to help answer commonly asked questions
- Highlight open restaurants and outfitters to make it easy for visitors to know where to eat and visit when in-market, including Downtown Alive
- Incorporate UGC featuring traveler groups who are more apt to travel during COVID
- Continue featuring stakeholder spotlights to showcase individual businesses
- Work with partners to discuss new changes and offerings to be featured
- Develop a Coastal Nature Scavenger Hunt for fall
- Highlight new Outdoor NC initiative (stewardship program for NC's natural resources)

Fall | Content Marketing

Aug-Dec Blogs

- Fall is the New Summer
- Multi-Generational Travel
- Fun and Affordable Quickie Trip Ideas
- Exploring Wilmington's African-American History at the Cape Fear Museum
- World's First World War II Heritage City
- Museums and Attractions Reopen
- Sustainable Travel
- Otter Unveiling at the Aquarium
- Best Pet-Friendly Things to Do
- How to Experience the Holidays Outdoors
- Shop Local This Holiday Season/Locally Made Holiday Gifts
- Holiday Food & Brews

Public Relations/Communications Fall Strategies & Tactics

• Support Marketing Dept. Initiatives

Media Outreach:

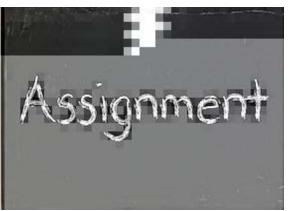
- Press Trips: Reschedule Covid-19 cancelations; Host drive-market journalists and Visit NC press trips
- Pitch story ideas to in-state and regional journalists
- Respond/fulfill new media leads and press trip queries
- Virtual Events: SATW virtual convention & media marketplace (Oct.); Visit NC virtual media events
- Local media outreach plan
- Raise Local Awareness:
 - Awareness of tourism importance & role of CVB
 - Increase Count On Me NC local participation
 - Community Engagement partners, stakeholders, residents
 - Crisis Communications







What's Next?



- Flexibility is key as CVB reschedules press trips & hosts journalists, bloggers, influencers.
- Travel publications are pivoting during Covid: Reporting on destinations/safety, science, environment, people/cultures. Many pubs are going digital; reducing staff; using more freelancers.

<u>All assignments are written in chalk, in a rainstorm.</u>
 Editorial calendars are changing by the hour and coverage cannot be guaranteed." –*TravMedia webinar*



- Now more than ever, media comps and discounts are <u>needed</u> for rooms, meals, admissions to help stretch the budget.
- Increased media interest in safety and Count on Me NC businesses (sign up & earn your free certificate).

THANK YOU for your ongoing support!

Fall | New Website Development

Update

- CVB and Simpleview kicked off website redesign with a launch date of early 2021
- Redesign includes responsive strategy, custom interactive thematic maps, three beach microsites, enhanced blog program, advanced facility search and Quickview partner listings
- New/expanded content on FAQs, evergreen seasonal activities, parking options and projects that parking fees support, niche food & drink options, fresh food markets



Wilmington Convention Center/Meetings

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Target Media

- M&C trade publications
- M&C freelance writers
- Business outlets

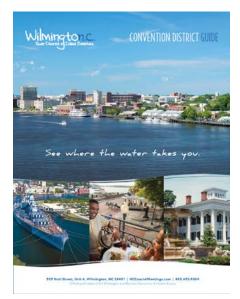
Public Relations Topics

- Socially-Distanced Meetings (awaiting Phase 3 announcement)
- Outdoor Meetings & Events & New Event Venues (e.g. North Waterfront Park, Station No. 2)
- 10th Anniversary of the WCC (in 2020)
- Sustainable Meetings and Events, aligning with VisitNC's new Outdoor NC initiative
- Resources for Fintech Meeting Planners, eSports Event Planners
- Aloft Coastline Hotel Grand Opening (tentatively scheduled for June 2021)



-

- Develop two new creatives for current campaign concept:
 - Convention District Expansion/New Hotel & Fresh Air Meetings/Events
 - eSports
- Update several existing marketing materials based on new Convention District expansion:
 - Meeting Planner Guide
 - Trade show booth panels
 - Trade show booth tabletop display



New/Updated Assets

- Capture new photography:
 - New skyline photo including the Aloft
 - North Waterfront Park
 - eSports

-

- Interior shots of the WCC
- Events at 2-3 key off-site venues (i.e., Event Pier, North Waterfront Park)
- Shoot and produce new meeting attendee video
- SkyNav updates to Convention District Virtual Tour and drone video showcasing the updated skyline,
 Convention District's walkability through geo-coding

Paid Media Strategy

- Support efforts of CVB sales team by aligning with the trade show schedule in 2021, if applicable
- Prioritize digital and print opportunities that target key market segments i.e., state and regional
 - associations (AENC, Meetings Today, Small Market Meetings, Sucessful Meetings, Convene, etc.)
- Select print issues in key publications with highly relevant editorial (NC, Carolinas, Coastal,

Southeast)

- Leverage ad spend to secure value-added editorial
- Paid media spend: \$47,464



FY 20-21 | WCC + Meetings Website

- Build COVID FAQ page for Meetings section of current website
- Advance facility search capabilities added to Meetings section of new website

Email Marketing Campaigns

eBlasts to targeted rented planner lists and CVB's meeting planner database featuring Phase 3 opening announcement and updates from sales team

Map Publisher

-

- In-house development of special events venue map with descriptions



Fall | Sales Client Reengagement Strategies

Objective 1:

Align sales efforts with current market situation

- Seek meetings that align with maximum capacities/regulations for our meeting venues based on COVID restrictions
- Adjust scope of sales efforts to a predominantly drive in market. (6-hour maximum drive)
- Capitalize on client loyalty; retain and rebook groups that have met here before

Objective 2:

Maximize opportunities for technology-based connections to rebuild convention center business

- Set up and facilitate virtual site visits in conjunction with specific venues
- Plan and schedule virtual FAMs for clients not able to travel

Strategic Goal #3: Ensure the health and the well-being of the CVB in the medium and long-term

Tactics/Program Activity

Work strategically with hotel partners to ensure industry recovery and resilience

Identify reopening and recovery strategies to guide priorities

Reassess organizational roles and activities of the organization to identify priorities and potential adjustments

Expand advocacy and education role to protect funding sources and relevance

Assess organization structure to prioritize key roles and essential programs

Assess reserve funding requirements and policies

Review organization mission, vision and values to guide organization through the recovery and resilience phases

Use lessons learned from remote working to examine office flexibilities and efficiencies

Assess KPIs related to sustainability (e.g. off-peak visitation, dispersal)

Questions?

