

Competitive Destination Analysis FY22-23

Competition By Biz Segment		Meeting/Convention & Tourism					Meeting/ Convention		Tourism	
	Wilmington & Beaches	Carteret County	Charleston SC	Craven County	Myrtle Beach SC	Brunswick County	Fayetteville	Greenville Pitt Co.	Outer Banks Dare County	Pender County
CVB Staff (Full / Part Time)	15 FT / 10 PT	6 FT / 8 PT	58 FT / 35 PT	2 FT / 3 PT	21 FT	3 FT	11 FT/ 3 PT	7 FT	11 FT / 30 PT	3 FT
CVB County Budget (incls. Conv. Ctr.)	\$5,503,006	\$6,925,000	\$24,000,000	\$929,106	\$42,000,000	\$3,809,100	\$2,300,000	\$1,800,000	\$24,430,772	\$275,000
Carolina Beach Budget	\$1,387,356									
Kure Beach Budget	\$522,311									
Wrightsville Beach Budget	\$1,006,116									
District U	\$578,391									
ROT % Charged	6%	6%	5% - 6%	6%	12% Rooms 10.5% Food	3 to 5% town; County 1%	6% 1% Meals	6%	6%	6%
Visitor Centers (Operated by CVB)	4	2	4	3 incl. Havelock	2	0	2	1	4	2
Population (Area/City based on CVB)	234,921	70,000	813,000	103,565 28000-city	354,081	167,020	325,509	95,000 City 185,000 Co	37,411	65,000
Interstates	1	0	1	0	0	0	1	0	0	1
Major Arteries/Highways	4	US 70	3	2	5	2	3	3	3	4
Daily Flights (H) - Hub	35	OAJ / EWN	190	6	51	Serviced by Private Airport Flights	15	5		21 ILM/OAJ
Major Airlines	5	0	13	2	10	10- counting airlines flying into ILM/M. Beach	2	0		2
Commuter Airlines	0	1	n/a	0	5	0	2	1	10	2
Access - Train/Ferry/Bus/Water/Cruise	F/B/W/C	F/B/W/C	T/B/W/C	B/W	T/B/W	F/B/W	T/B	Bus	F/B/W	B/W
Available Rental Rooms/Units	7,967	6,700	19,088 hotel room 6,700 short term	1,692	159,000	1,827 (doesn't incl. vacation rentals)	6,513	2,290	11,568	9,100
Maximum available under one roof	272	200	434	99	745	105	198	174		85
Total Full Service Rooms	1,849	433	4,600	197	22,400	428	833	333		390
Convention Center (Total Sq. Ft.)	107,000	32,453	150,000	45,000	250,000	40,000	90,000	91,000	N/A	N/A
Rooms in walking dist. of Conv. Ctr.	901	119	2,200	350	500	85	400	400	NA	N/A
Largest Exhibit Hall (Sq. Ft.)	30,000	11,000	75,000	12,000	100,800	10,146	60,000	28,800	NA	6,000
Breakout rooms	16	2	14	6	17	5	6	35	NA	2
Maximum seating banquet	1750	800	6,417	1,000	7,350	NA	1,200	2,300	NA	280
Largest seating capacity	2596	1,000	10,994	1,350	10,000	NA	13,000	2,800	NA	235
Miles of Public Beaches	31	85	30.3	0	60	45	0	0	100	17
Public Golf Courses	3	4	20	5	80	32	7	5	3	3
Attractions	45+	15	50+	15 +	105	18+	60	14	14	12