



NC

# FORWARD TO FALL NC TOURISM IN 2020

Sept. 10, 2020

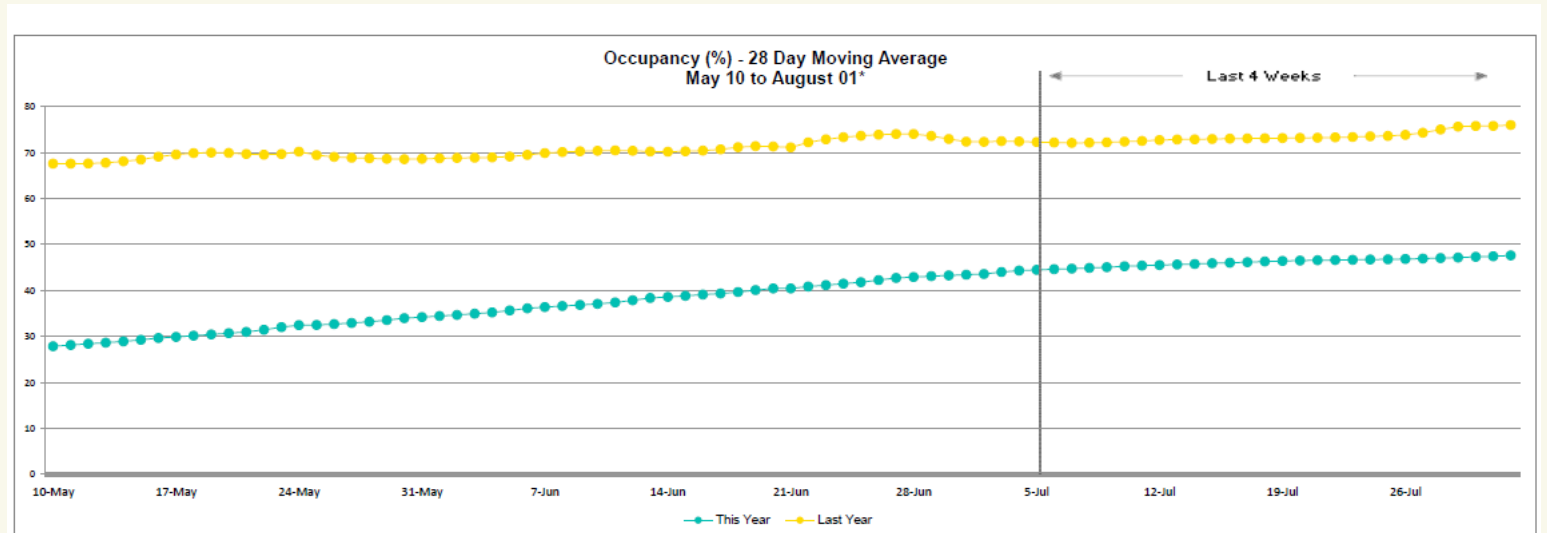
# COVID-19 Impact on NC Tourism

Weekly travel spending for North Carolina has dropped 58 percent.

These spending losses contribute to cumulative tax revenue losses of \$235 million in state taxes and \$142 million in local taxes since the week of March 21 as compared to the same time period last year.

So far the total loss is nearly \$7 billion.

|                            | U.S. Nationwide | North Carolina |
|----------------------------|-----------------|----------------|
| Spending loss (\$ Billion) | -\$319.3        | -\$6.8         |
| % change                   | -63.9%          | -57.9%         |



# Overall Travel Impact Estimated Losses

- North Carolina commercial hotel revenues are down 44.7% for first six months of 2020 as compared to first six months of 2019
- North Carolina Entire home rental revenues through Airbnb/HomeAway are up 16.8% over the same time period
- Business code 306 (restaurants, cafeterias, grills, snack bars, etc.) taxable sales are down 16% from the same time period in 2019

# July Commercial Lodging in NC

|            | N.C. 2019 | N.C. 2020 | U.S. 2020 |
|------------|-----------|-----------|-----------|
| Occupancy  | 71.1%     | 48.8%     | 47.0%     |
| Room Rates | \$111.30  | \$95.58   | \$101.76  |
| RevPAR     | \$79.09   | \$46.67   | \$47.84   |

JUNE 2020

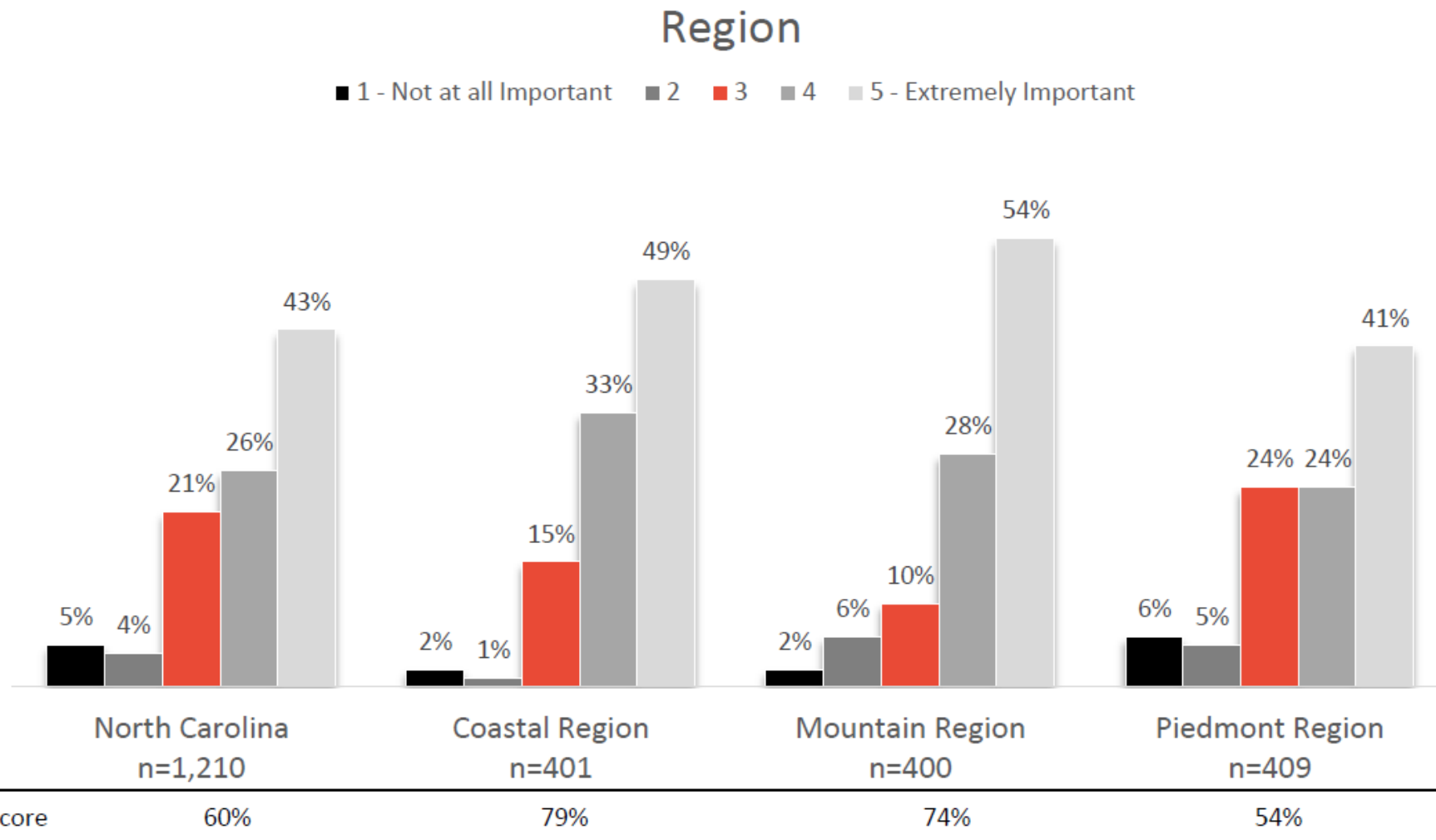
# NORTH CAROLINA RESIDENT SENTIMENT

*Impact of COVID-19*





# Tourism Viewed as Important to NC's post-COVID Recovery



Q2: Using a scale of 1 (not at all important) to 5 (extremely important), how important do you think tourism is to the recovery of the North Carolina economy after COVID-19?



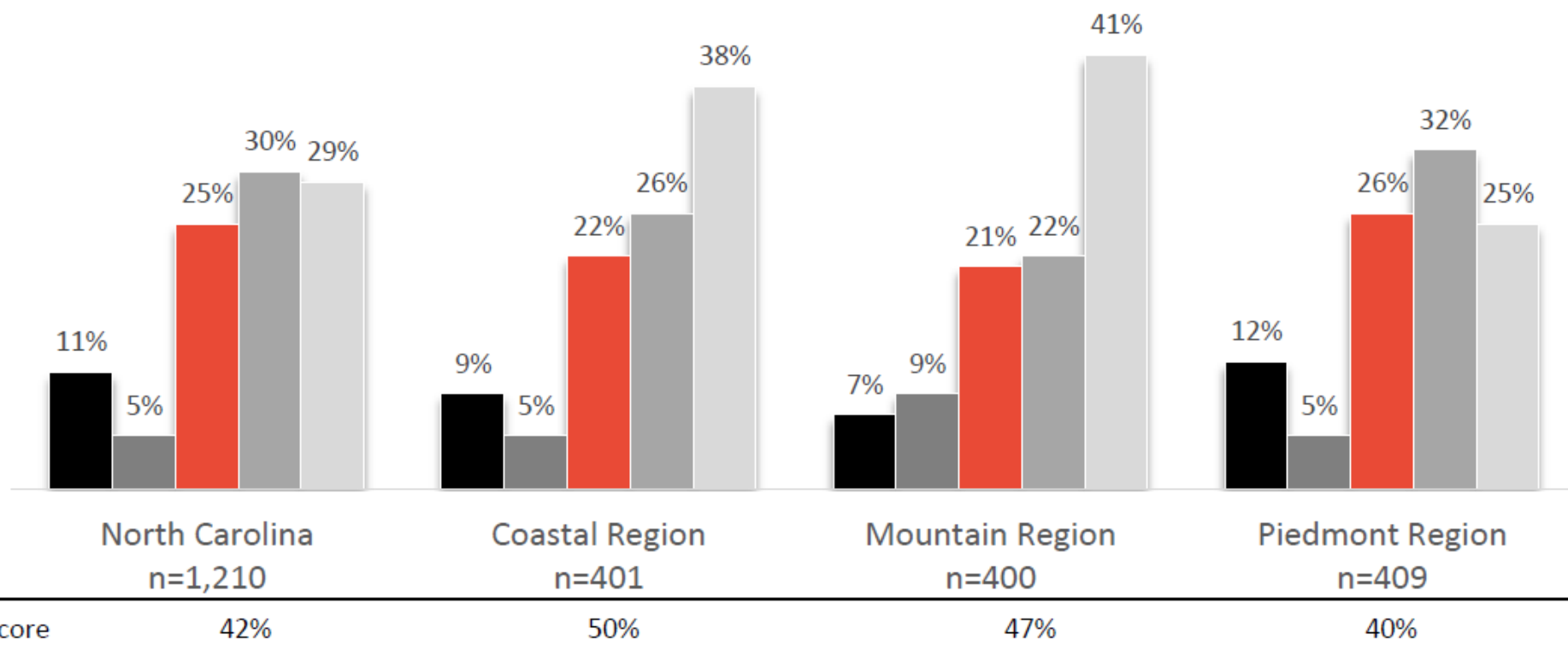
# Traveling By Car to North Carolina Outdoor Destinations Most Likely in the Next 3 Months

- Travel by car – 69%
- Visit a North Carolina restaurant – 51%
- Visit the NC coast – 49%
- Visit the NC mountains – 43%
- Visit a NC State Park – 41%
- Take more daytrips within NC – 40%
- Participate in outdoor activities in NC - 37%
- Stay in a NC hotel or resort - 36%



# Importance of Outdoor Recreation

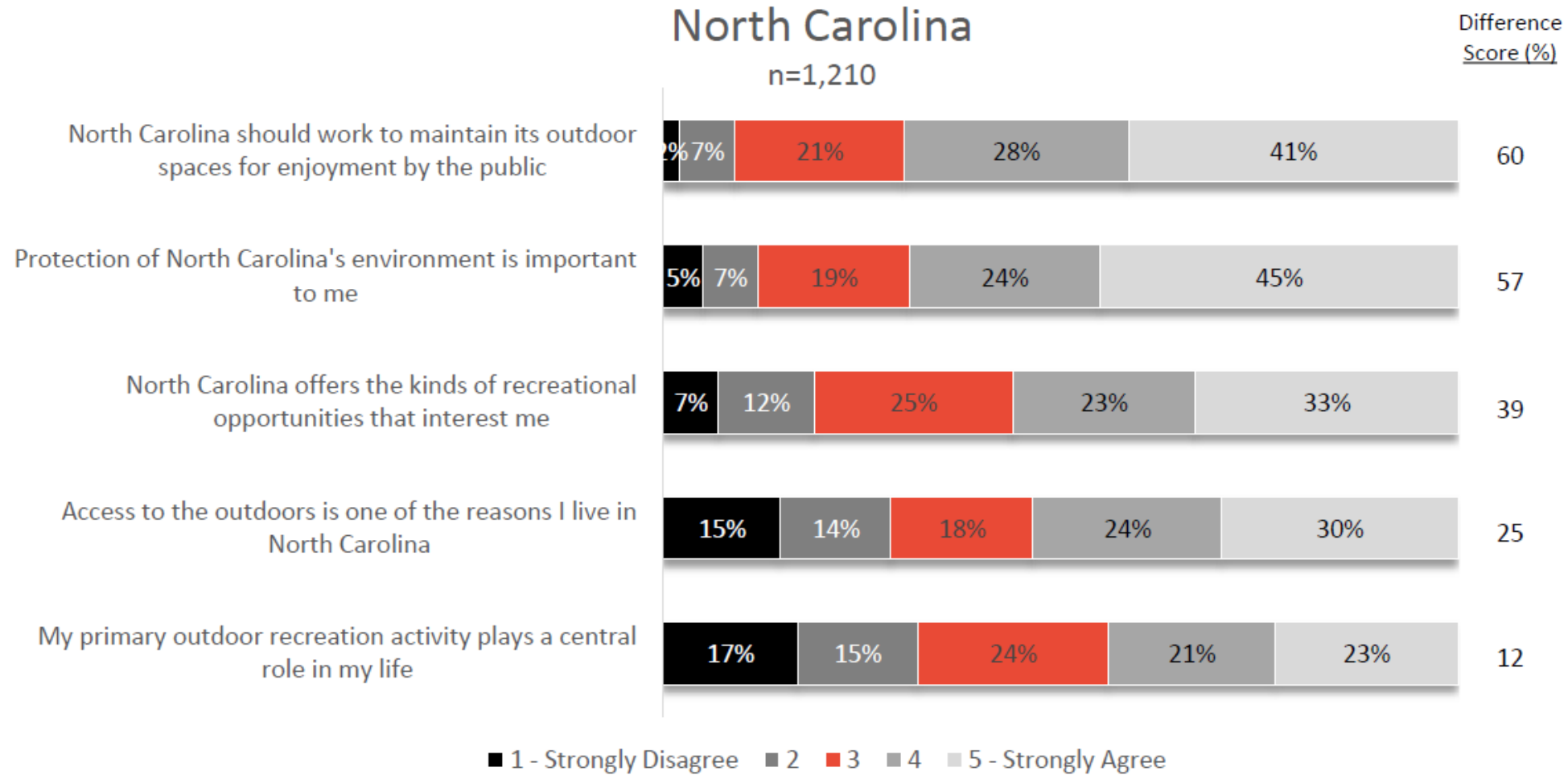
■ 1 - Not at all Important ■ 2 ■ 3 ■ 4 ■ 5 - Extremely Important



Q6: Using a scale of 1 (not at all important) to 5 (extremely important), how important to you is access to outdoor recreation in North Carolina?

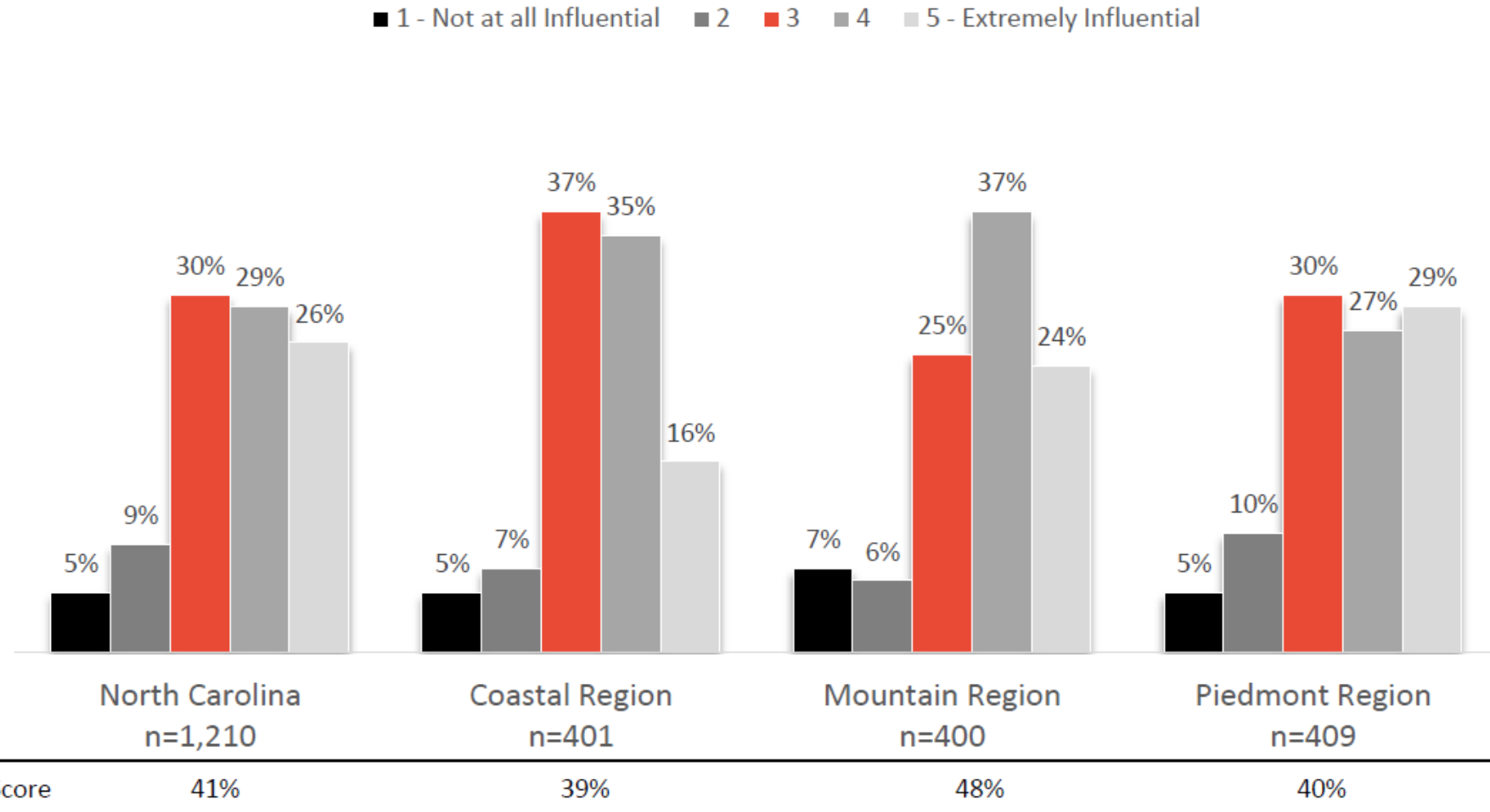


# North Carolinians Feel Strongly That Outdoor Spaces are Important and Should be Maintained for Everyone



Q8: Using a scale of 1 (strongly disagree) to 5 (strongly agree), please indicate your level of agreement with each of the following statements.

# Effects of Protecting Nature on Destination Choice



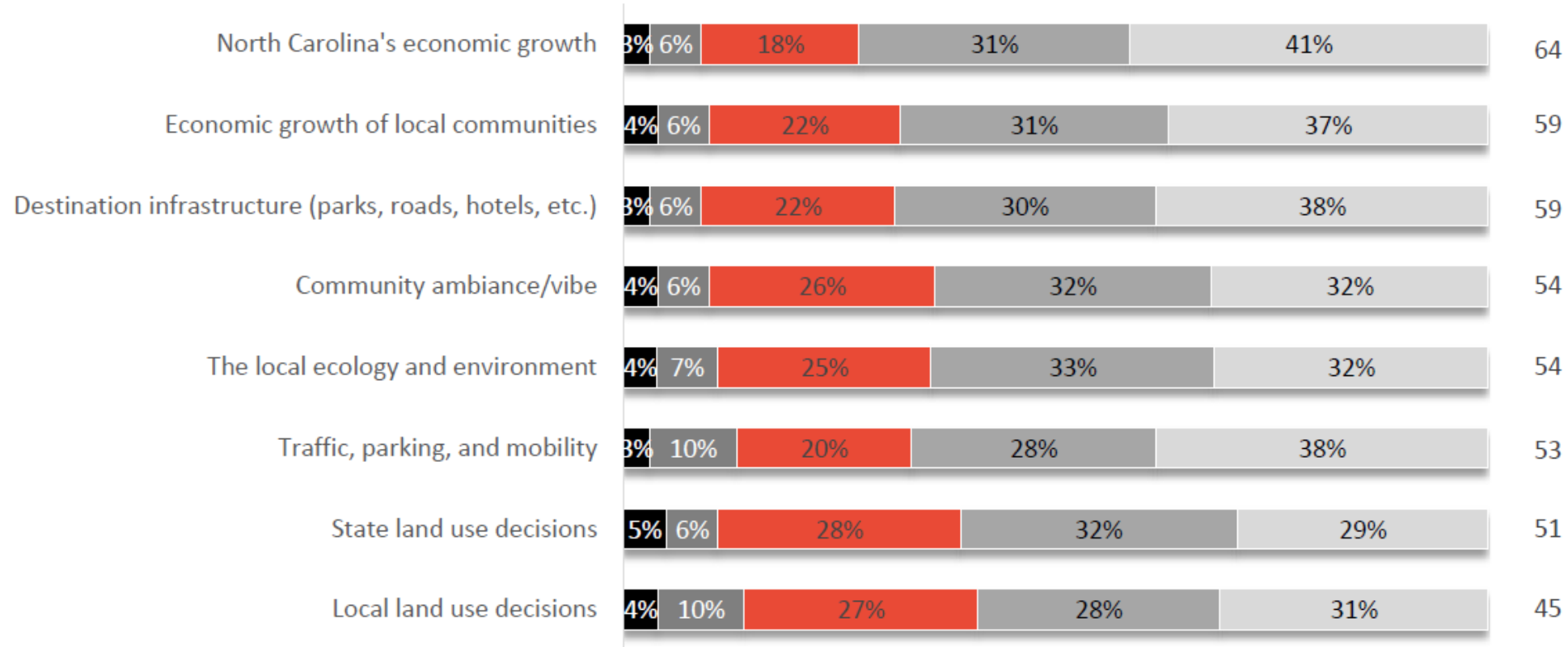
Q10: Using a scale of 1 (not at all influential) to 5 (extremely influential), please indicate how influential state or community efforts to ensure long term sustainability of the natural environment are on your decision in choosing a destination.

# Impact of Tourism

## North Carolina

n=1,210

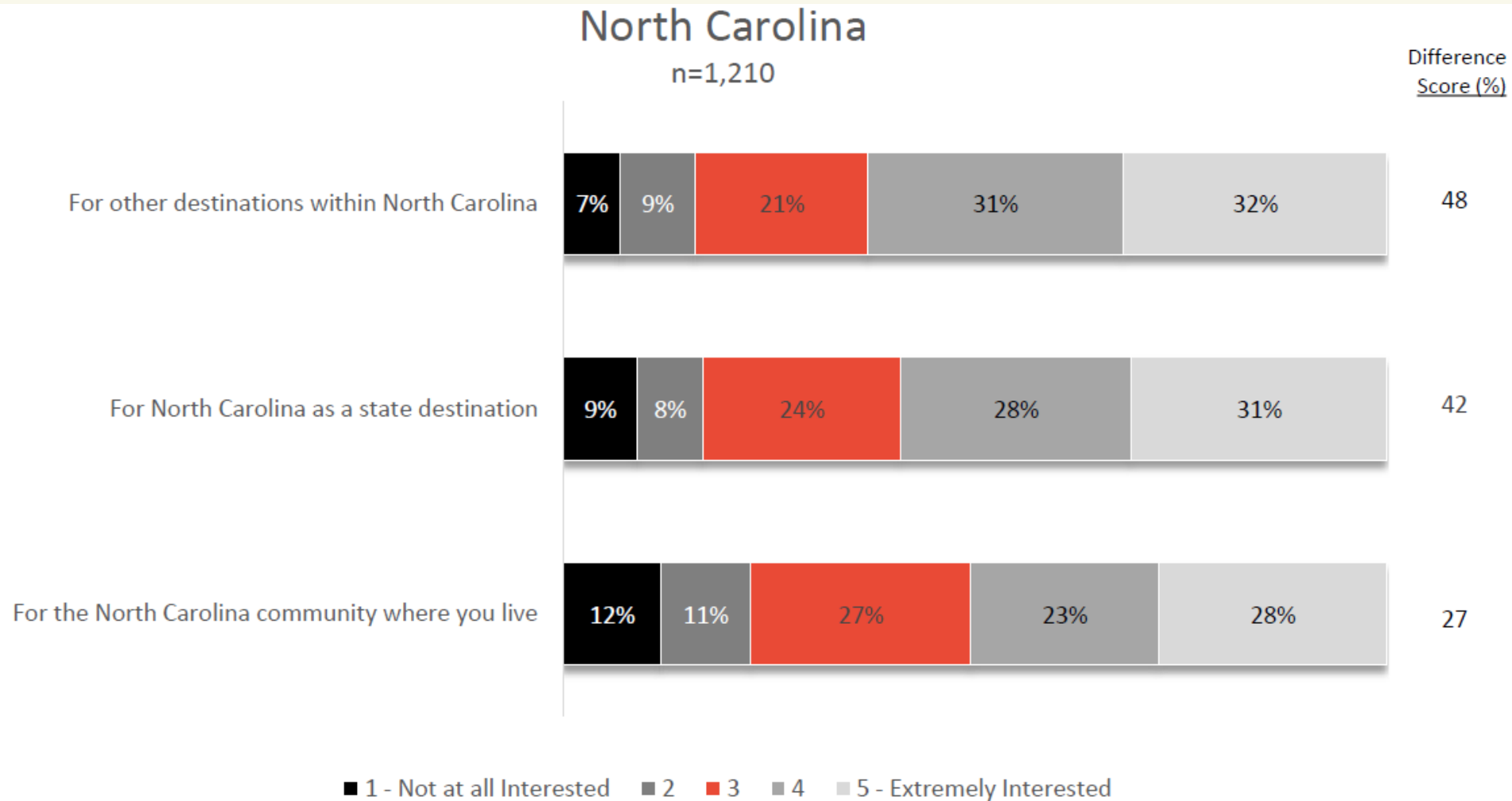
Difference  
Score (%)



■ 1 - No impact at all ■ 2 ■ 3 ■ 4 ■ 5 - Extreme Impact

Q14: Using a scale of 1 (no impact at all) to 5 (extreme impact), please indicate how much impact you think tourism has on each of the following.

# Residents Interested in Destination Advertising

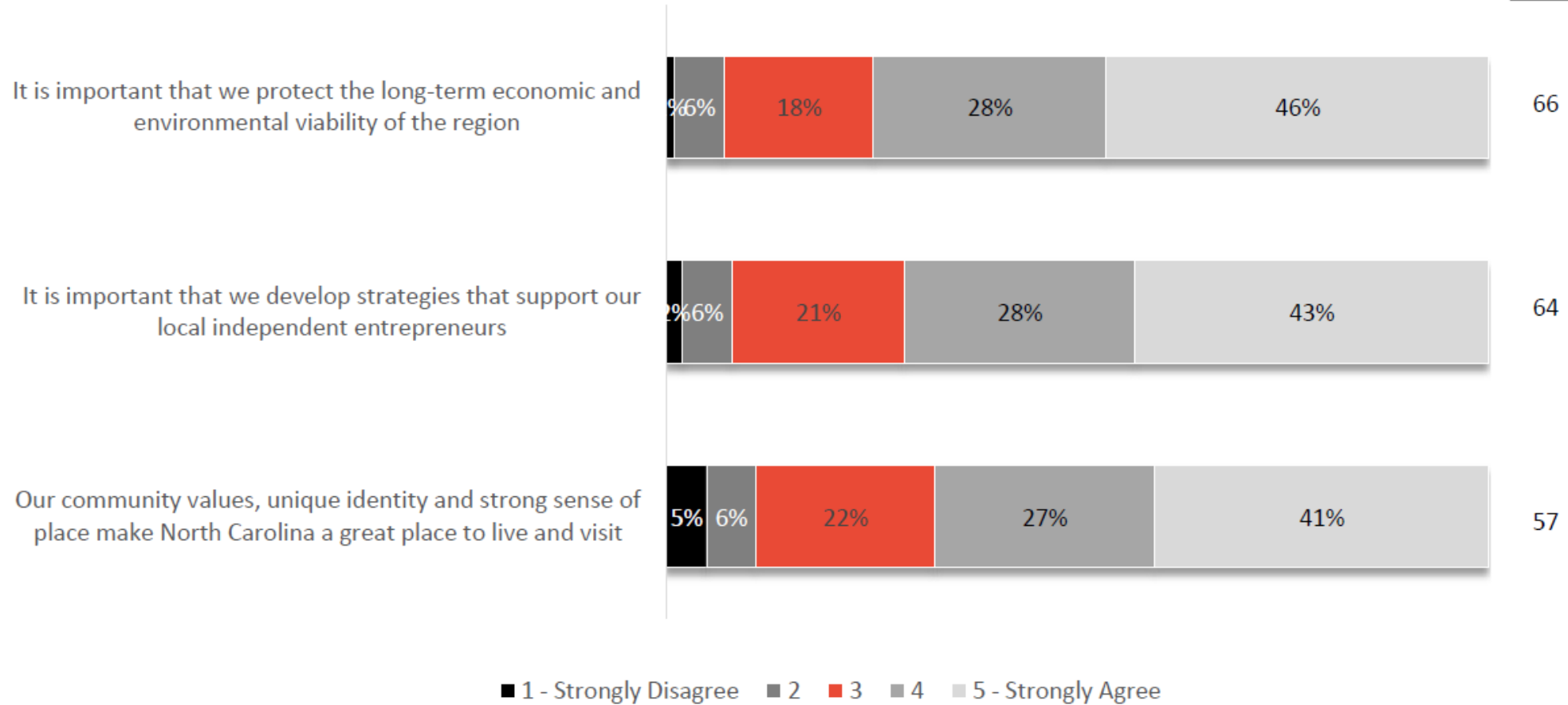


Q15: Using a scale of 1 (not at all interested) to 5 (extremely interested), how interested are you to see promotional advertising for North Carolina as a destination or other destinations within North Carolina?

# NC Residents Love Their State

North Carolina  
n=1,210

Difference  
Score (%)



Q13: Using a scale of 1 (strongly disagree) to 5 (strongly agree), please indicate your level of agreement with each of the following statements.



# Tourism Funding

## Visit NC Marketing Credit Program

- Credit for DMOs
- Expanded Co-op program
- Not a grant

\$10,000,000 as a stimulus investment in Visit North Carolina's marketing budget

Developing COVID-19-specific concepts, strategies, and materials to educate people on ways to travel in a safe and socially distant way and prevent community reintroduction of the pandemic.

## EDPNC Recovery Grant with NCTIA

- Funding for Tourism Organizations
- Tied to losses from COVID-19
- Similar to Job Retention Grant

\$1,500,000 for grants **targeted for those areas of the State that are most dependent on the travel and tourism economy to promote North Carolina tourism as the State begins to reopen.** EDPNC shall consult with the North Carolina Travel Industry Association, Inc., to disburse the grants.



★ Count ON ME NC ★

NC STATE EXTENSION



NC DEPARTMENT OF  
HEALTH AND  
HUMAN SERVICES

NCRLA

NC Restaurant  
& Lodging Association

NORTH CAROLINA



VISITNC.COM



# COUNT ON ME NC

- Protecting Employees and Guests
- To help ensure everyone's safety as we welcome you back
- We ask that we make the following promises to each other.
- By partnering together, we can all enjoy great food and keep everyone safe.



# 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 physical distancing guidelines are met.
- We will have hand sanitizer or hand-washing stations.
- We will clean and sanitize regularly.

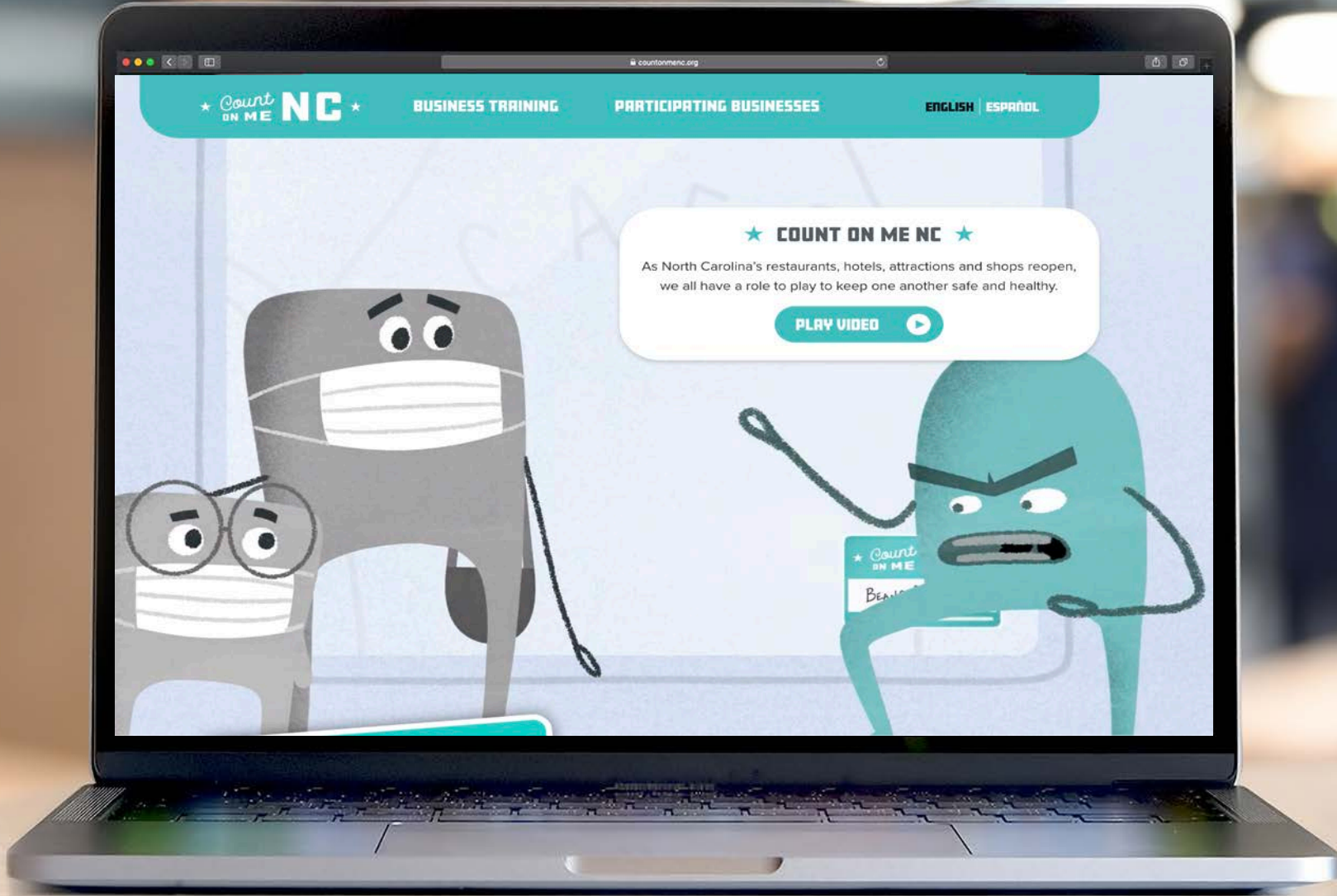


# COUNT ON ME NC — YOUR PROMISE TO US

- If you recently have been exposed to COVID-19 or have symptoms of COVID-19, please don't visit right now.
- If you in a high-risk population, take extra precautions.
- That you will be patient and kind to our staff and our other guests as we all try to adjust to a new normal.







NC STATE EXTENSION



NC DEPARTMENT OF  
HEALTH AND  
HUMAN SERVICES

NCRLA

NC Restaurant  
& Lodging Association

NORTH CAROLINA



VISITNC.COM

## ★ TRAINING MODULES ★

At the completion of training, you'll receive a printable Count On Me NC certificate and be featured on our list of participating businesses. You'll also get access to a Count On Me NC toolkit that includes social media assets and other materials to help you show guests and staff that you've gone above and beyond to protect their well-being.



### **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**

Learn protocols for cleaning and disinfecting to help keep everyone in your establishment safe.

[GET STARTED](#)

### **General Best Practices for COVID-19 Management**

Understand the steps you can take to support the well-being of others.

[GET STARTED](#)

## EARLY SUCCESS



Since the training and site launch on May 15th, **13,362** training completion certificates have been issued to employees from businesses across the state and more than **3,068** unique participating businesses are showcased on the site.

The trainings have been taken by a wide variety of businesses including restaurants, hotels, retail shops, universities and destination marketing organizations.

More than **9,400** consumers and guests have also taken the pledge and received a personalized Count On Me NC name badge.





**Johnston County VB**  
@JoCoTourism

(1/3) We're happy to share JoCo businesses we know are participating in #CountOnMeNC and have completed training courses! Learn more about what this means and the enhanced safety measures implemented to help keep everyone in our community safe at [countonmenc.org](http://countonmenc.org).



**homeofamericangolf** • Follow

homeofamericangolf Our restaurants started opening again for dine-in on May 22 and what a welcome sight to see. In association with @ncrla and @visitnc, restaurants are becoming certified safe through the #CountOnMeNC program. It's a great public health initiative and mutual pledge between restaurants, breweries, wineries, distilleries and retailers and the consumer that both parties are clean, safe and using the proper precautions to limit the spread of COVID-19. This video shows how our area is embracing the path forward as our economy in the #sandhillsc and North Carolina opens up more during Phase 2. @moorecountycoc @elliottsonlinden @beltreetavern @duganspub @drumandquill



**Isabel Villa-Garcia**  
@IsaVillaGarcia

Restaurants are preparing their locations and training their employees for reopening through #CountOnMeNC from @NCRLA @ncdhhs @VisitNC @NCState ! Check it out and take the guest pledge today! @NCRLA #ncga #ncpol



**themeltingpot\_charlotte** • Follow

Like by visitnc, eatdrinkclt and 28 others

themeltingpot\_charlotte All of our Midtown & Lake Norman staff have completed new COVID-19 training and are a participating #CountOnMeNC business! Learn... more

visitnc We appreciate your commitment to keeping our state safe!

May 26



**muchomexico** • Follow  
Mucho Mexico

muchomexico\_ We are proud to announce the opening of May 22nd will be taken into safety first. Having to learn about what we can do to have our staff and guest feel safe! We will be having limited seating, and wait times may be a bit longer but its all for the safety of our community! #countonmenc #downtownsmithfield

2w

**visitnc**

2w 1 like Reply

22 likes  
MAY 20



NCRLA and Visit North Carolina



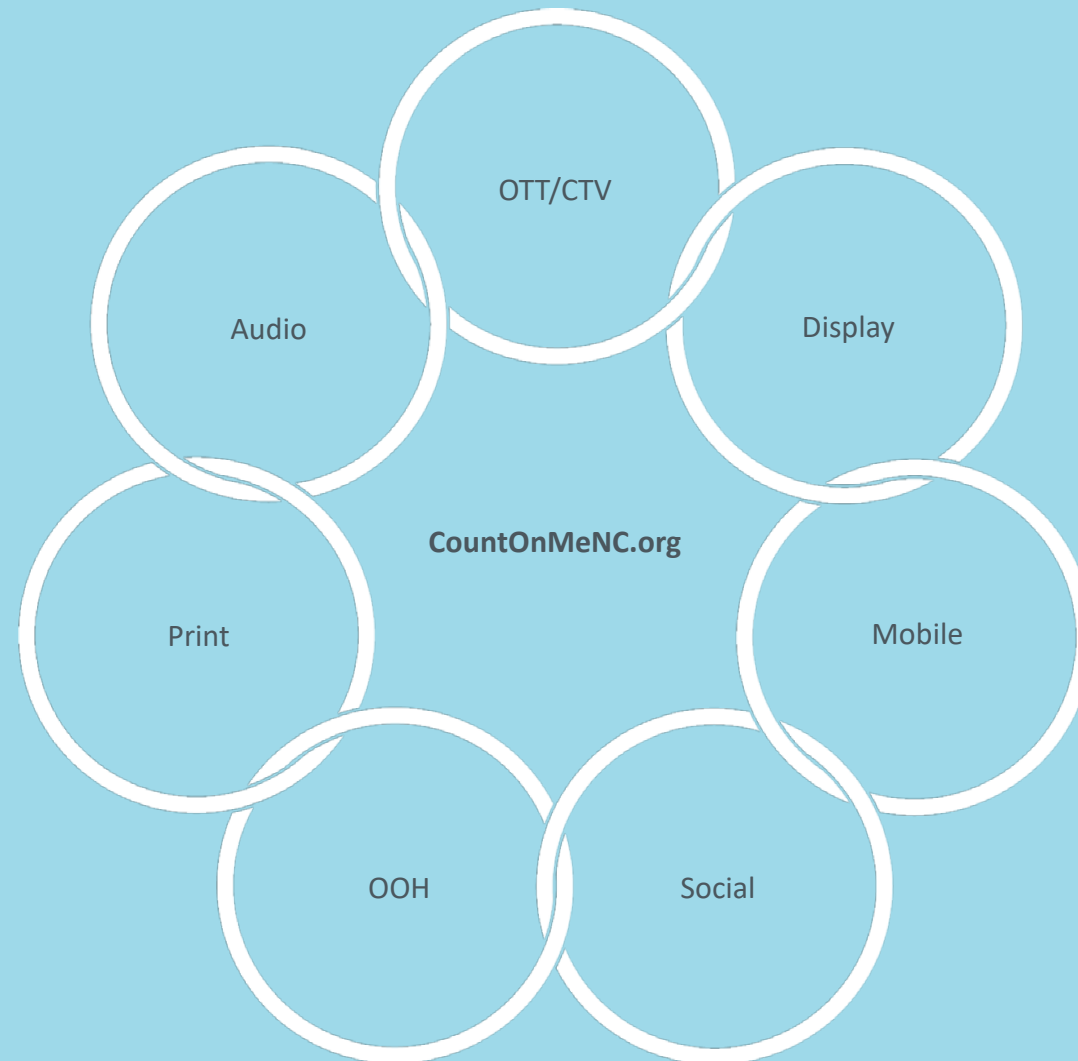
welcome back staff and guests, evidence-based COVID-19 training developed by public health officials and food safety experts will provide a vital roadmap for reopening your business. Each module contains best practices and procedures that will give your staff and guests the confidence you're doing everything possible to ensure their safety. We all have a role to play in keeping our communities safe and healthy. When visiting restaurants, businesses and other public places, you can have a huge impact on the well-being of everyone in our community just by following a few simple guidelines. Here at the Visitor's Center we have gone through the process of getting our Certificate

34 likes  
8 DAYS AGO

May 27



# CHANNEL SELECTION





*If all come back*  
**SAFELY NOW, YA HEAR**

CountOnMeNC.org



**SHARE THE ROAD,**  
*not* **THE VIRUS**

CountOnMeNC.org



*When you visit,*  
**DRESS LIKE THE LOCALS**



JOIN US 

**KEEP YOUR DISTANCE.  
 WASH YOUR HANDS.  
 WEAR A FACE COVERING.**

*(And be sure to flush.)*



Businesses are doing their part to be safe. You can too. The flushing, however, is just common courtesy. CountOnMeNC.org

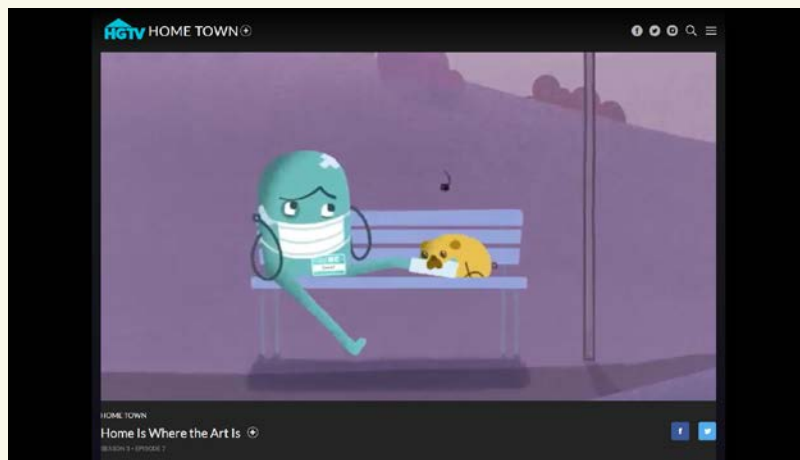
*Like you need*  
**ANOTHER REASON TO WASH YOUR HANDS**



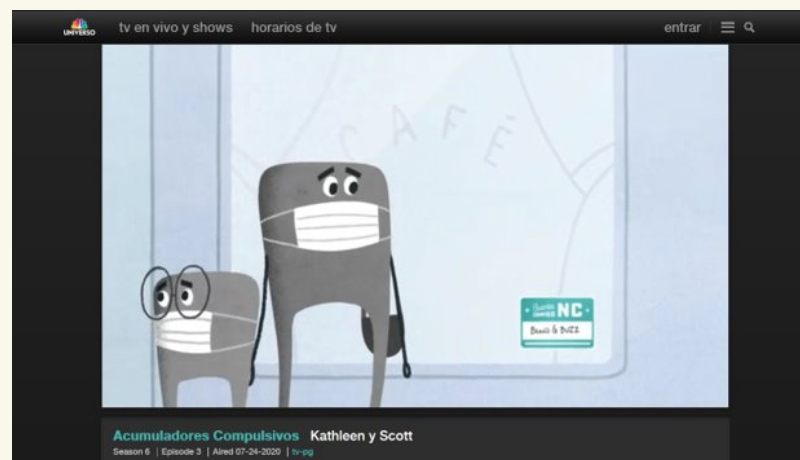
Businesses are doing their part to be safe. You can too. Keep your distance, wash your hands, and you need a face covering as we're all discovering. CountOnMeNC.org

# Paid Media | Video

| Media Channel | Vendor(s)                     | Launch  | Ad Units        | Language | Geo             | Impressions      | Completes        | VCR           |
|---------------|-------------------------------|---------|-----------------|----------|-----------------|------------------|------------------|---------------|
| YouTube       | YouTube                       | 7/30/20 | :06 / :15 / :30 | English  | NC              | 908,137          | 617,516          | 68.00%        |
| YouTube       | YouTube                       | 7/30/20 | :06 / :15 / :30 | English  | Contiguous      | 230,296          | 169,771          | 73.72%        |
| OTT / CTV     | Cox ConnectedVideo, Dstillery | 7/27/20 | :15 / :30       | English  | NC / Contiguous | 140,136          | 85,942           | 61.33%        |
| OTT / CTV     | Cox ConnectedVideo            | 7/27/20 | :15 / :30       | Spanish  | NC              | 21,419           | 21,122           | 98.61%        |
| Pre-Roll      | Cluep                         | 7/27/20 | :06 / :15 / :30 | English  | Contiguous      | 185,814          | 149,376          | 80.39%        |
| <b>TOTAL</b>  |                               |         |                 |          |                 | <b>1,485,802</b> | <b>1,043,727</b> | <b>70.25%</b> |



Cox ConnectedVideo :15 English



Cox ConnectedVideo :30 Spanish



YouTube :15 English

# Paid Media | Out Of Home

| Media Channel | Vendor(s) | Launch  | Ad Units  | Language          | Geo | Est. Campaign Impressions |
|---------------|-----------|---------|---|-------------------|-----|---------------------------|
| OOH           | Project X | 7/13/20 | (36) Digital Highway Boards<br>(1) Pedestrian Board | English / Spanish | NC  | 107,687,759+              |
| OOH           | Project X | 7/20/20 | (2) Epicenter Digital Boards                        | English           | NC  | 1,138,280                 |
| TOTAL         |           |         |   |                   |     | 108,826,039+              |



Digital Highway Board



Digital Pedestrian Board





# Paid Media | Print

| Media Channel | Vendor(s) | Issue Mail Date | Ad Units                                | Language | Geo | Paid Subscribers |
|---------------|-----------|-----------------|---|----------|-----|------------------|
| Print         | Our State | 7/14/20         | (2), FP ,4C Consecutive Right-Hand-Read | English  | NC  | 170,000          |
| TOTAL         |           |                 |   |          |     | 170,000          |



First RHP



Second RHP



# Campaign Timeline

| MEDIA CHANNEL      | JUN | JUL          | AUG            | SEP       | OCT          | NOV | DEC |  |
|--------------------|-----|--------------|----------------|-----------|--------------|-----|-----|--|
| AUDIO              |     | 7/7 – 12/31  |                |           |              |     |     |  |
| SOUNDCLOUD CONTEST |     |              | 9/1 – 9/30     |           |              |     |     |  |
| OTT / CTV          |     | 7/27 – 12/31 |                |           |              |     |     |  |
| YOUTUBE + PRE-ROLL |     | 7/27 – 12/31 |                |           |              |     |     |  |
| DISPLAY + MOBILE   |     | 7/15 – 12/31 |                |           |              |     |     |  |
| DIGITAL OOH        |     | 7/13 – 12/31 |                |           |              |     |     |  |
| TRANSIT            |     |              |                | 9/28-11/8 |              |     |     |  |
| BATHROOMS          |     |              | ~ 8/17– 12/31  |           |              |     |     |  |
| PRINT              |     |              | AUG. OUR STATE |           | SEPT. CO-OPS |     |     |  |

# Partner Toolkit

- Count On Me NC Logos & Style Guide
- Videos: :60, :30, :15, :06
- Audio: :60
- Sample Social Post Copy
- Giphy Sticker Instructions
- Sunny Imagery



**TOOLKIT DOWNLOAD**

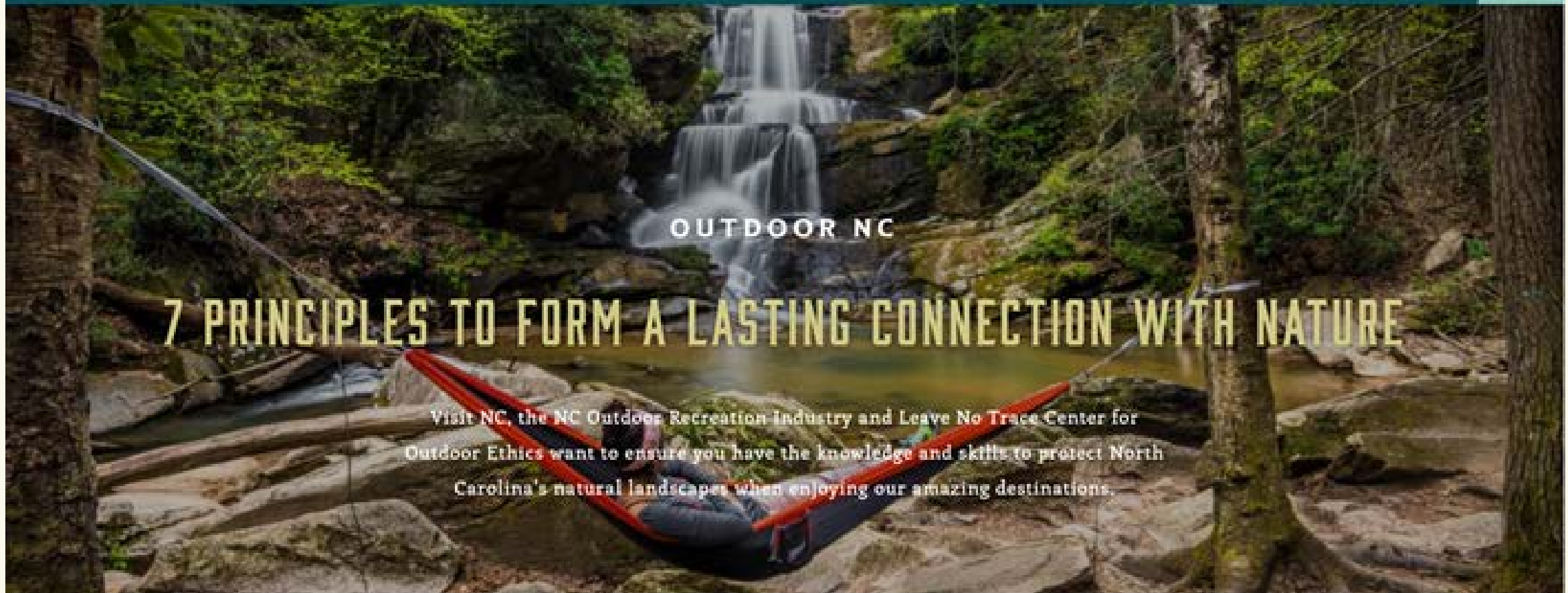
Thank you for doing your part to get the word out about Count On Me NC. Use the assets below to share the program with local businesses, residents and visitors to help keep North Carolina safe and healthy.

|  |  |   |   |
|--|--|---|---|
|  <p><b>Videos</b><br/>English and Spanish versions for use on your website or social media.<br/><a href="#">English Videos.zip</a><br/><a href="#">Spanish Videos.zip</a></p> |  <p><b>Audio</b><br/>Audio-only version of the Count On Me NC jingle in English and Spanish.<br/><a href="#">Audio.zip</a></p>              |  <p><b>Logos</b><br/>Logos, fonts, name badges and style guide in English and Spanish.<br/><a href="#">English Logos.zip</a><br/><a href="#">Spanish Logos.zip</a></p> |  <p><b>Sunny Character Images</b><br/>Illustrations of Sunny in five different poses.<br/><a href="#">Sunny Images.zip</a></p> |
|  <p><b>Social Stickers</b><br/>Directions on how to search and use GIPHY stickers featuring Sunny on Instagram Stories.<br/><a href="#">Instagram Stickers.zip</a></p>       |  <p><b>Social Posts</b><br/>Sample social copy for use on Facebook, Instagram and Twitter.<br/><a href="#">English Social Copy.zip</a></p> |   |   |





# Outdoor NC



OUTDOOR NC

## 7 PRINCIPLES TO FORM A LASTING CONNECTION WITH NATURE

Visit [NC](#), the [NC Outdoor Recreation Industry](#) and [Leave No Trace Center for Outdoor Ethics](#) to ensure you have the knowledge and skills to protect North Carolina's natural landscapes when enjoying our amazing destinations.

# LANDING PAGE: [VISITNC.COM/COOKITFORWARDNC](https://visitnc.com/cookitforwardnc)





Ashleigh Shanti  
Benne on Eagle, Asheville



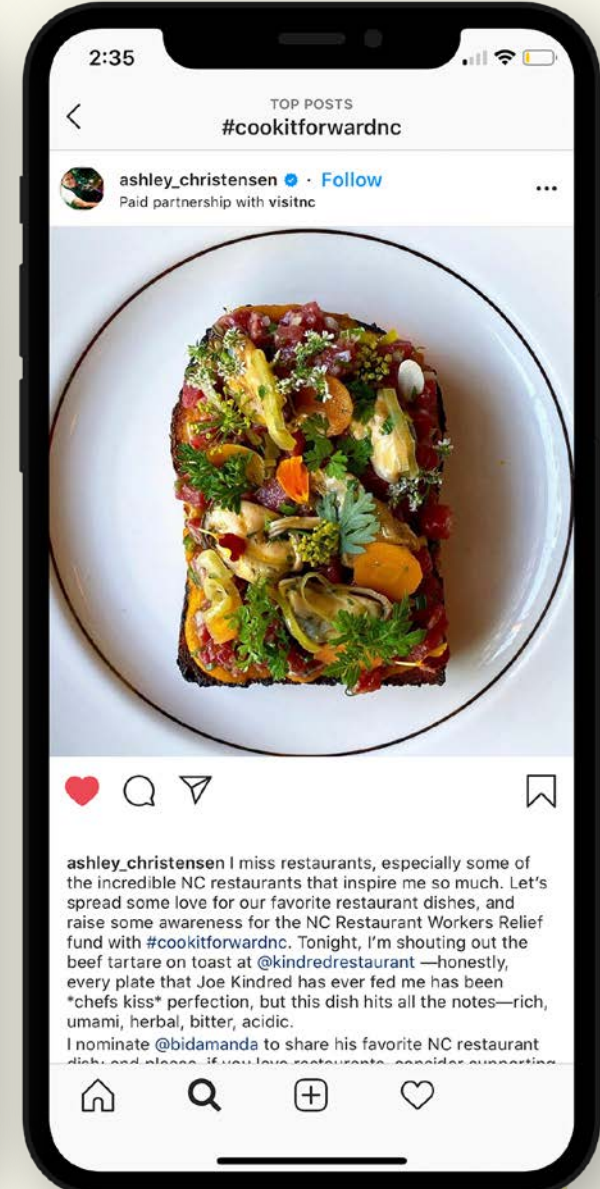
Kevin Ruiz  
Lady Luck, Raleigh



Jake Wood  
Lawrence Barbecue, Raleigh



Ashley Christensen  
Poole's Diner, Raleigh





NC

**THANKS!**

Wit Tuttell

[wit@VisitNC.com](mailto:wit@VisitNC.com)