



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JULY 23, 2020



Marketing Updates

Reopening Safely Web Page

Information about what travelers can expect and what we're doing to reopen safely.

- Support Count On Me NC Businesses
- Public Health & Safety Measures by sector

See the full page:

<https://www.visitelizabethcity.com/Reopening-Safely>



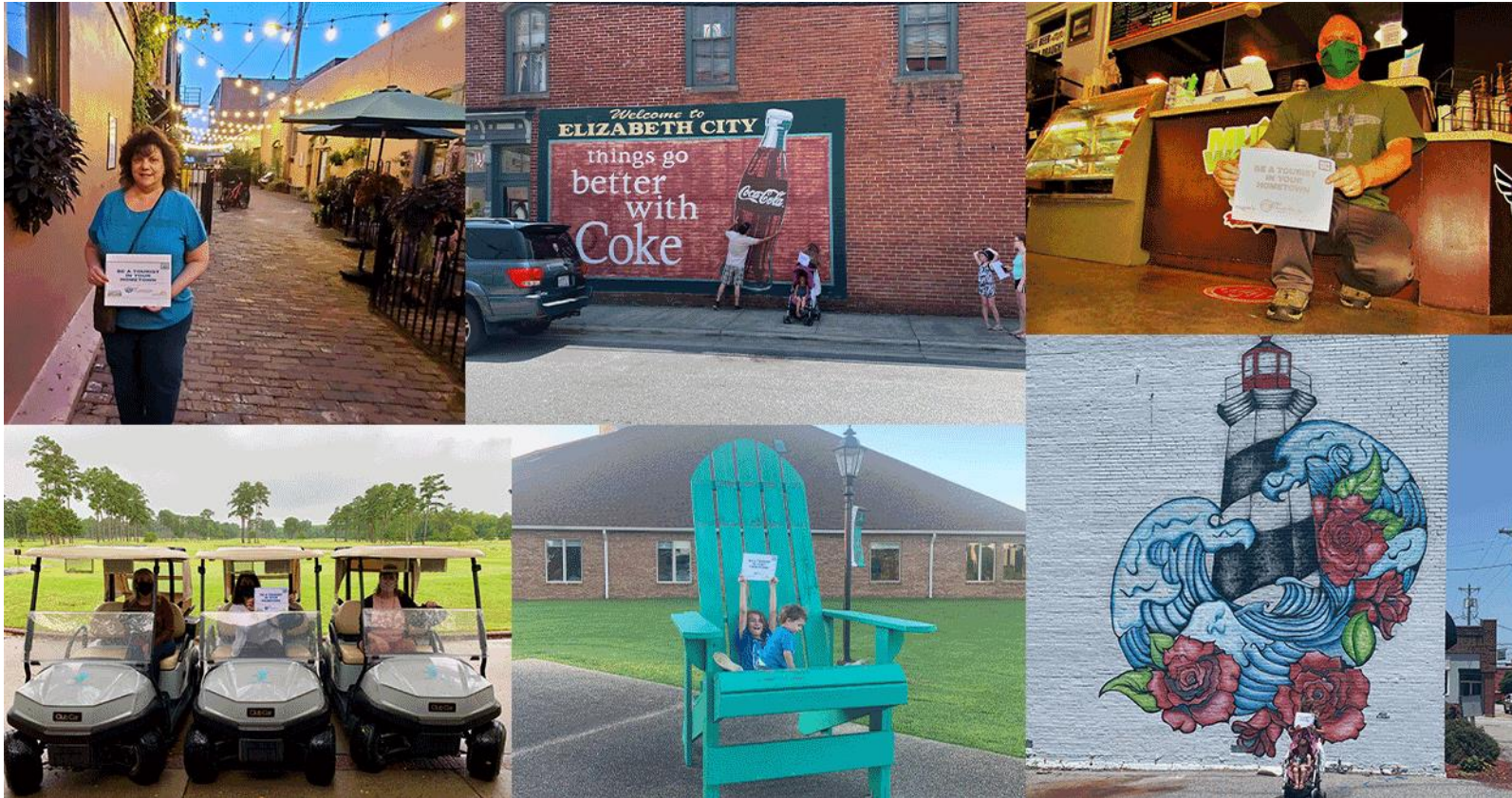
Search Engine Optimization

SEO initiative is in full-swing

- Full website analysis from a Google point of view
- Modifications to improve how the site ranks with Google



“Be A Tourist” Campaign

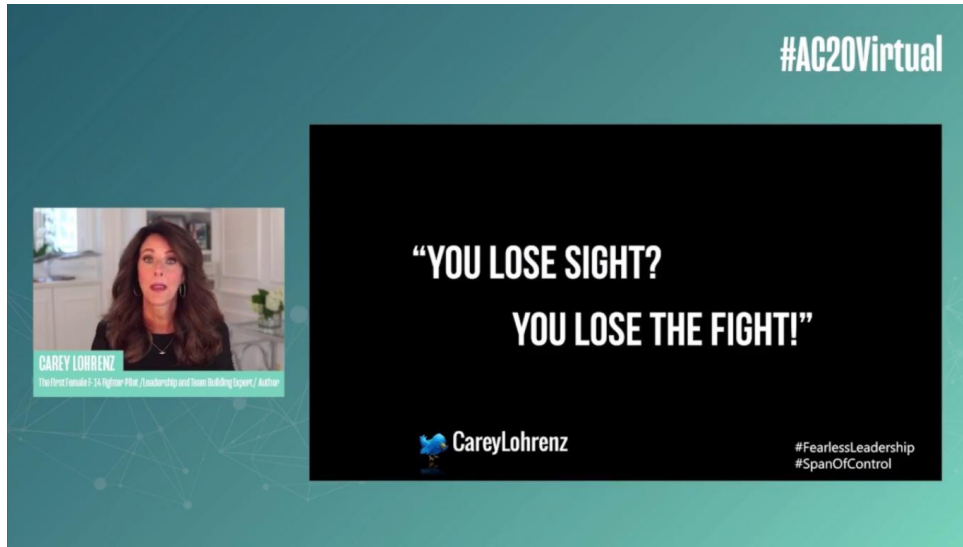


- Invite locals to explore EC
- Encourage visitation to local businesses
- 2,737 page views since live date of July 1

We encourage Board Members to like, share, and participate!

<https://www.visitelizabethcity.com/Be-A-Tourist-In-Your-Hometown>

Destinations International 2020 Conference | July 14-15



- Inspirational keynotes from Casey Lohrenz - U.S. Navy F-14 Tomcat Fighter Pilot and Mitch Albom - Author, Tuesdays with Morrie
- Timely sessions about adapting during the pandemic, looking forward and thought-provoking conversations on diversity and inclusion in the Tourism Industry
- 30+ combined sessions attended over the course of the two-day convention

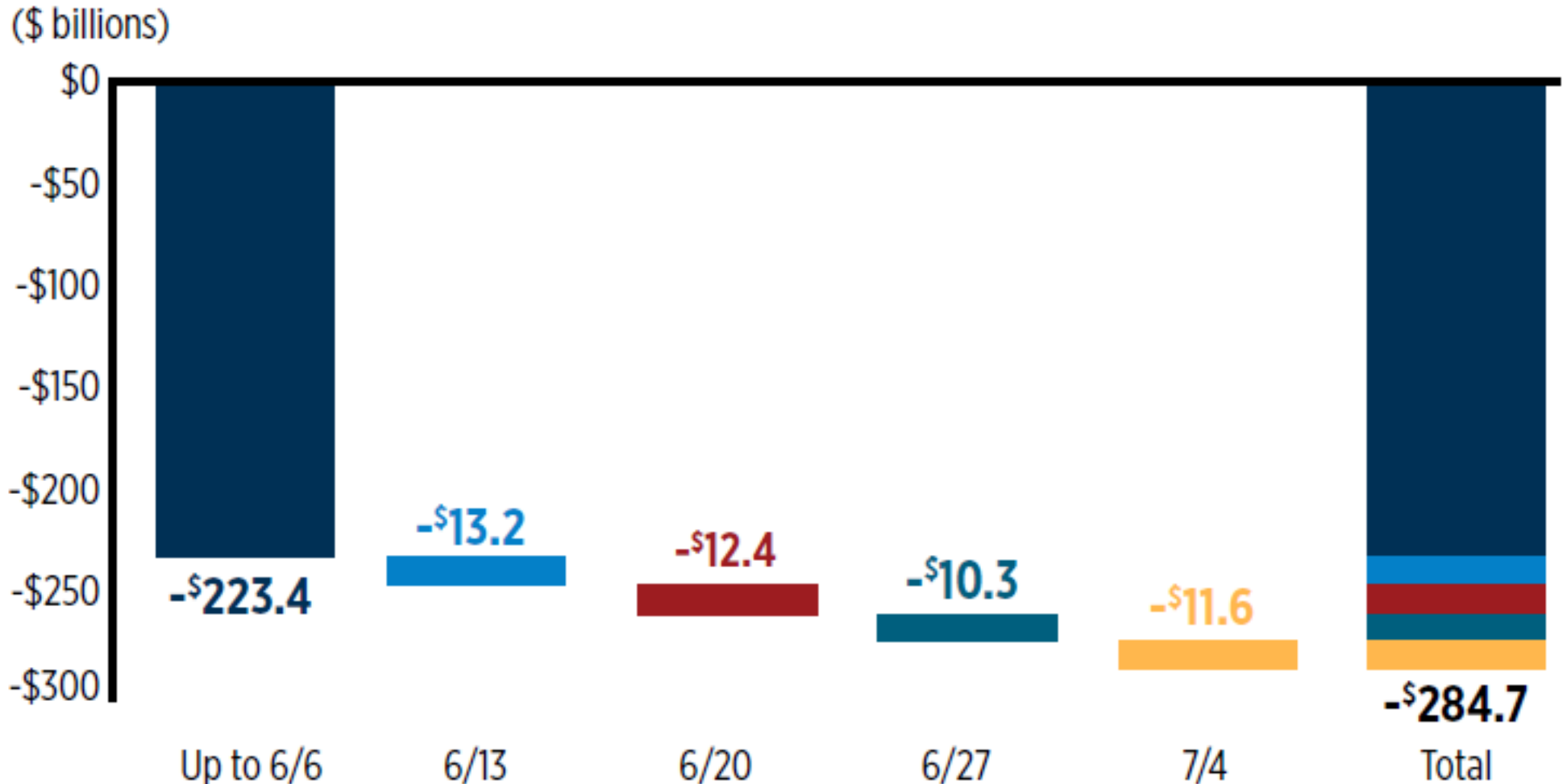
**INSPIRING
GREATNESS**





*COVID-19 &
the State of the Travel Industry*

Weekly Travel Spending Losses through July 11, 2020

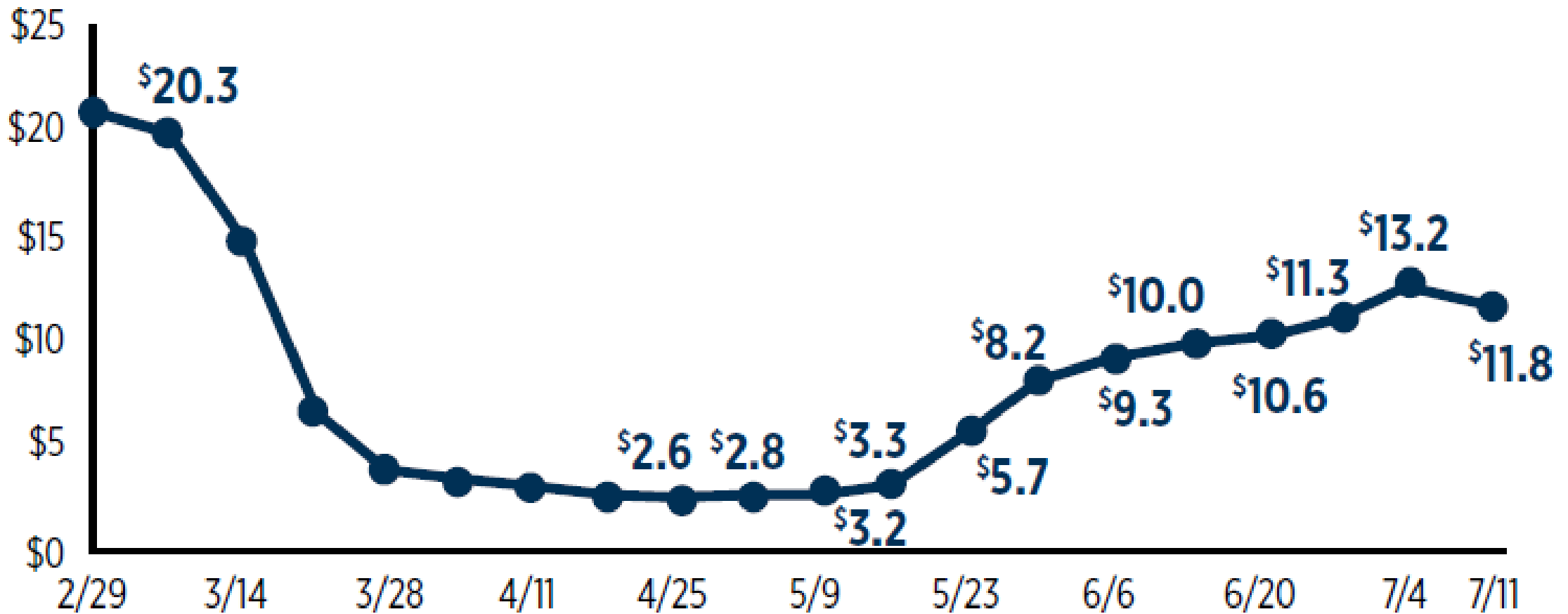


Since the beginning of March, the COVID-19 pandemic has resulted in over **\$284+ BILLION** in losses for the **U.S. travel economy**.

Source: Tourism Economi

National Weekly Travel Spending

(\$ billions)



Source: Tourism Economics

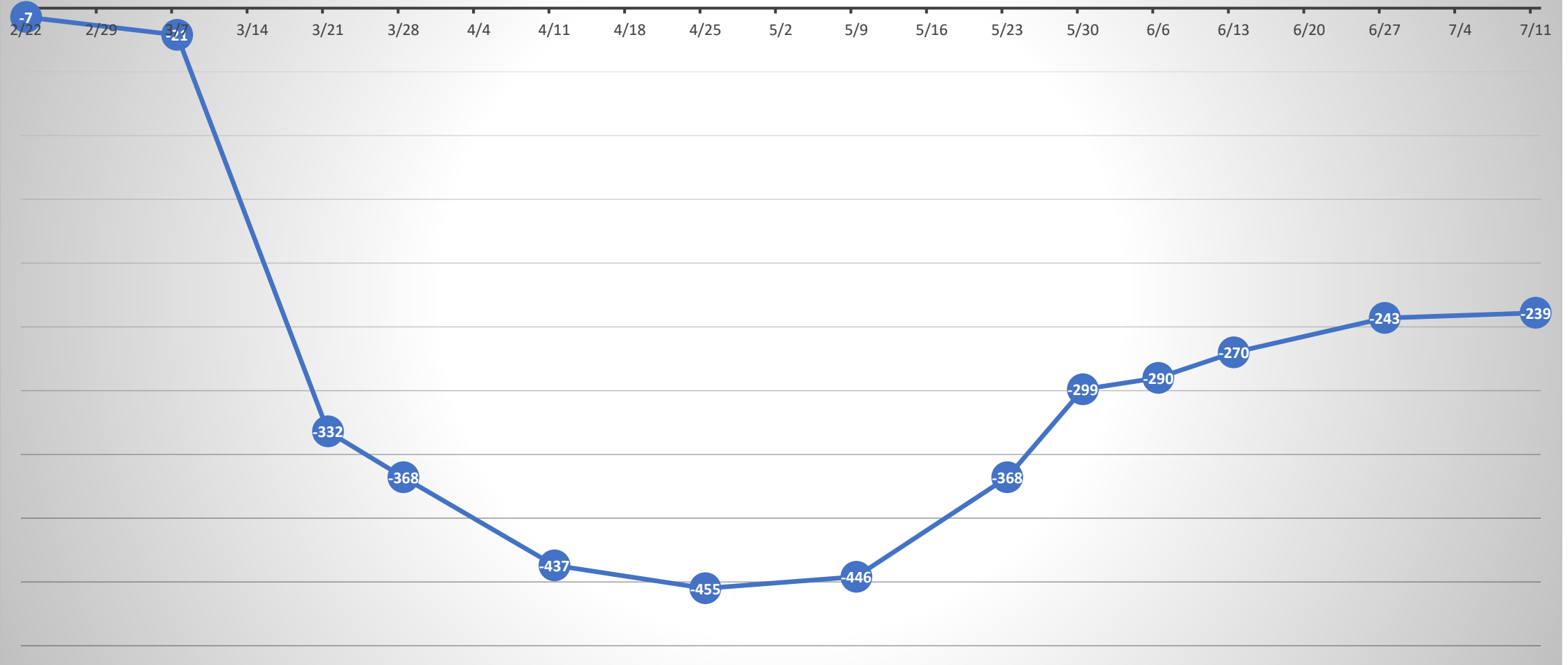
"Weekly Coronavirus Impact on Travel Expenditures in the US". US Travel Association. July 16, 2020.

Week Ending	Year over Year % Change in Weekly Travel Spending												
	2/22	3/7	3/21	3/28	4/11	4/25	5/9	5/23	5/30	6/6	6/13	6/27	7/11
North Carolina	-1%	-4%	-63%	-75%	-83%	-86%	-84%	-61%	-57%	-52%	-49%	-43%	-45%

Week Ending	Year over Year Net Change in Weekly Travel Spending (\$ millions)												
	2/22	3/7	3/21	3/28	4/11	4/25	5/9	5/23	5/30	6/6	6/13	6/27	7/11
North Carolina	-7	-21	-332	-368	-437	-455	-446	-368	-299	-290	-270	-243	-239

"Weekly Coronavirus Impact on Travel Expenditures in the US". US Travel Association. July 16, 2020.

North Carolina



"Weekly Coronavirus Impact on Travel Expenditures in the US". US Travel Association. July 16, 2020.

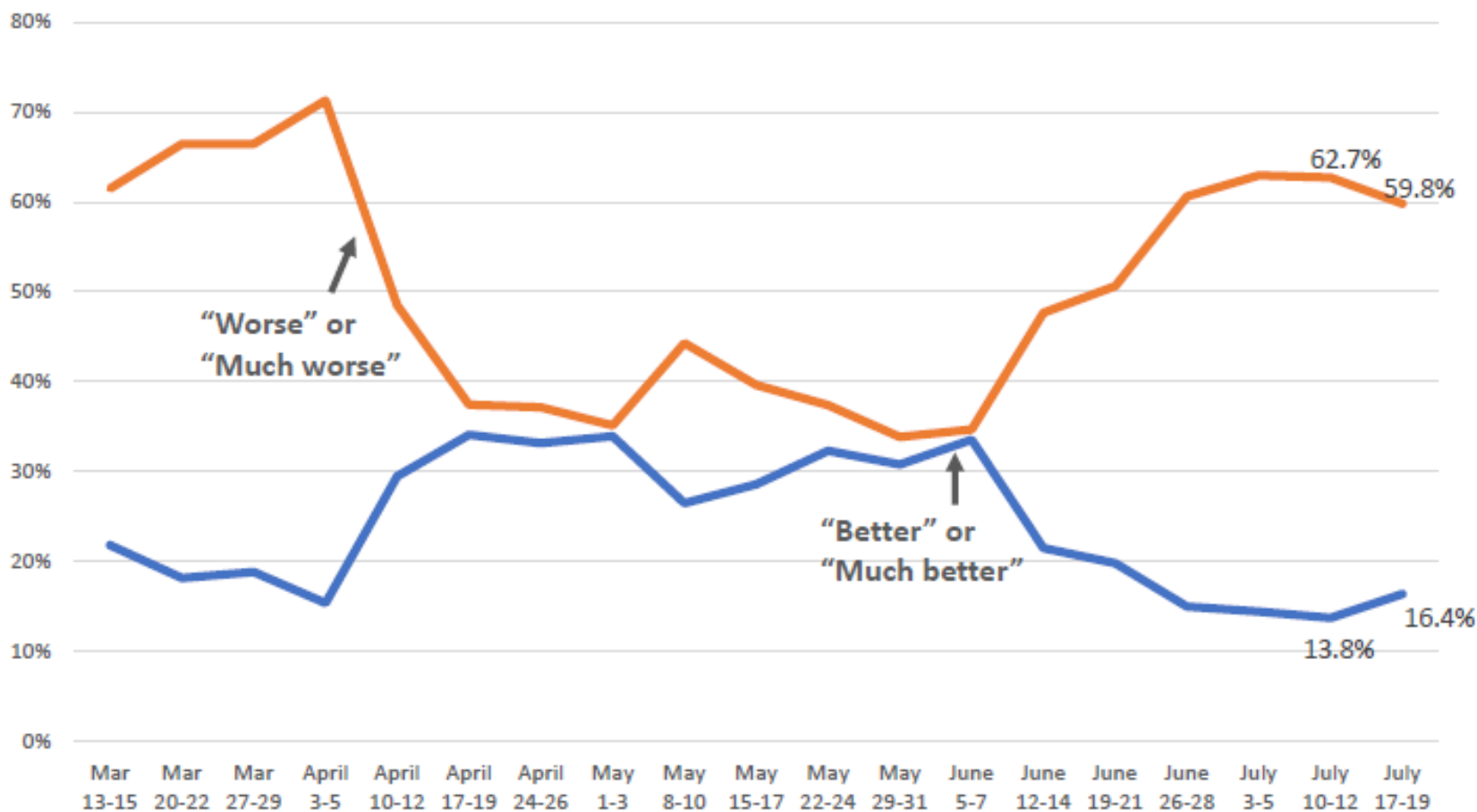
Expectations for the Coronavirus Outbreak

American travelers' morale about COVID-19 improved marginally this week: health and financial concern levels lowered very slightly and 16.4% of travelers expect things to get better in the next month, up from 13.8%.

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)

In the next month the coronavirus situation will _____

(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,213 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12 and 17-19, 2020)



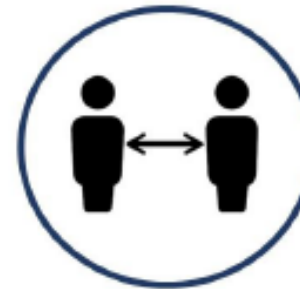
Practiced Pandemic-Era Travel Etiquette

Right now, **68.8%** of American travelers plan to wear a face mask during trips taken over the next 6 months. American travelers also largely plan to practice other pandemic etiquette such as following social distancing guidelines.

PRACTICED PANDEMIC-ERA TRAVEL ETIQUETTE



WEAR A
FACE MASK
(68.8%)



FOLLOW SOCIAL
DISTANCING GUIDELINES
(63.0%)



AVOID
CROWDS
(61.6%)



CARRY
HAND SANITIZER
(59.0%)



ONLY EAT RESTAURANT
TAKE-OUT
(NO SIT-DOWN SERVICE)
(37.1%)



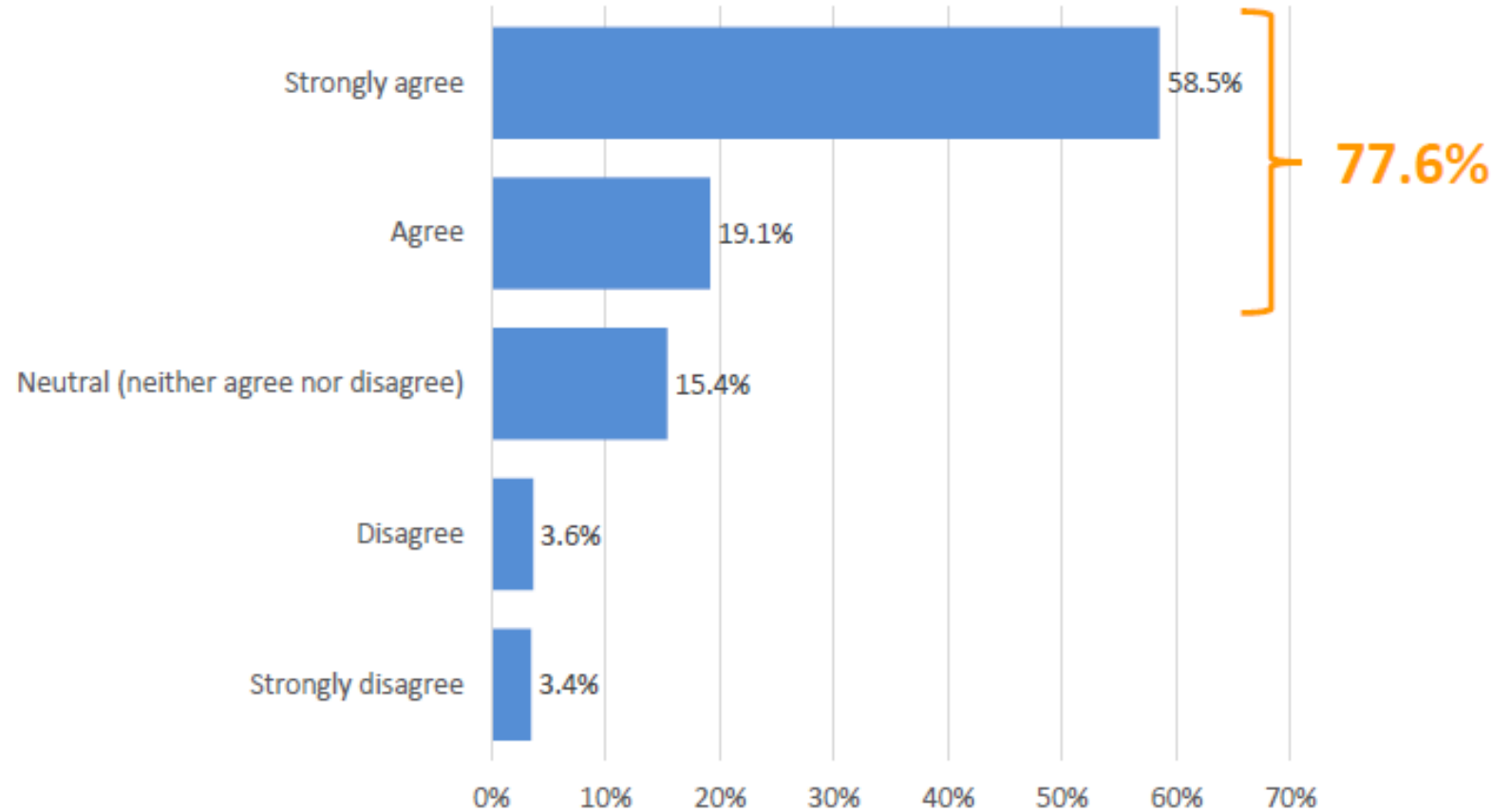
WEAR
GLOVES
(19.0%)

Question: If you were to take a trip in the next six months, which would you be likely to do? (Select all that apply)

(Base: Wave 19 data. All respondents, 1,200 completed surveys.
Data collected July 17-19, 2020)

Face Masks in Public

As the pandemic continues its assault on the United States and many travel and hospitality professionals find themselves leading or in the middle of mask debates, this week we looked into American travelers' likely use of masks while traveling and their support of mandatory policies. First, we found that **77.6% agree that face masks should be worn in public, and 66.6% say they "always" wear one while out** (those that don't always most commonly cite that there aren't enough people around for it to be necessary).



Question: How much do you agree with the following statement?

Statement: In this environment, people should wear face masks when they are in public.

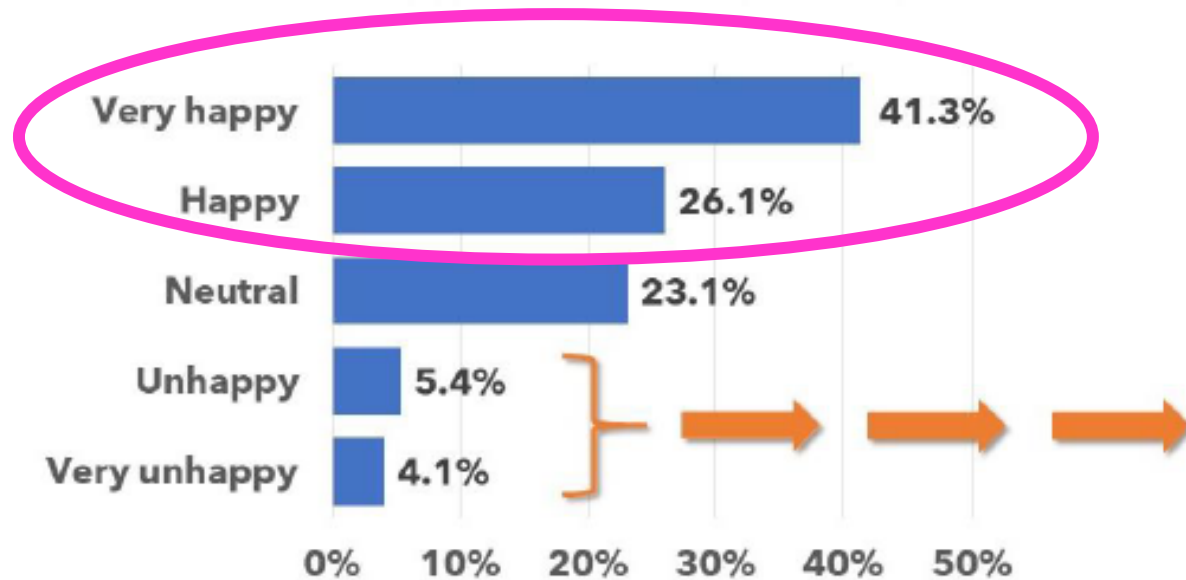
(Base: Wave 19 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)

Feelings About Destinations Requiring Masks

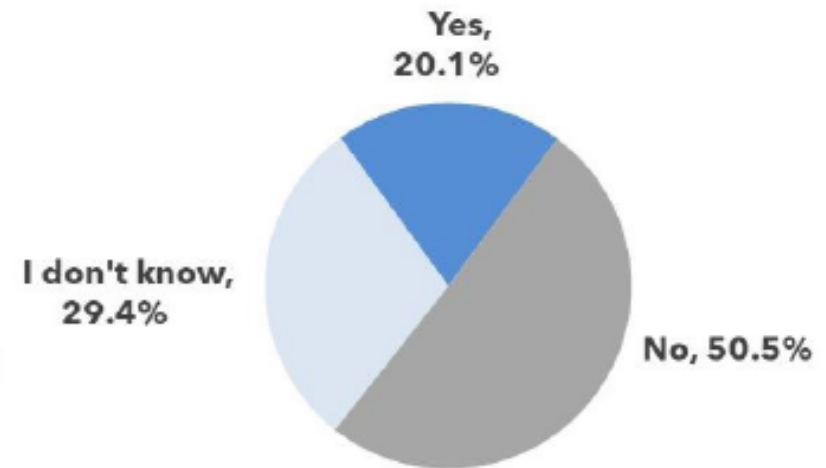
When asked how they would feel if a destination they wanted to visit required visitors and residents to wear masks while in public, over two-thirds (67.4%) said that would make them happy or, most likely, very happy. Those 9.5% that expressed unhappiness about a mask mandate were asked if this requirement alone would be enough to keep them from visiting a place they otherwise wanted to visit. One in five of this group said it would, half said no and the remaining 30% said they weren't sure.

FEELINGS ABOUT DESTINATIONS REQUIRING MASKS

Q: WHICH BEST DESCRIBES HOW YOU WOULD FEEL IF A DESTINATION YOU WANTED TO VISIT REQUIRED VISITORS AND RESIDENTS TO WEAR MASKS WHILE IN PUBLIC?

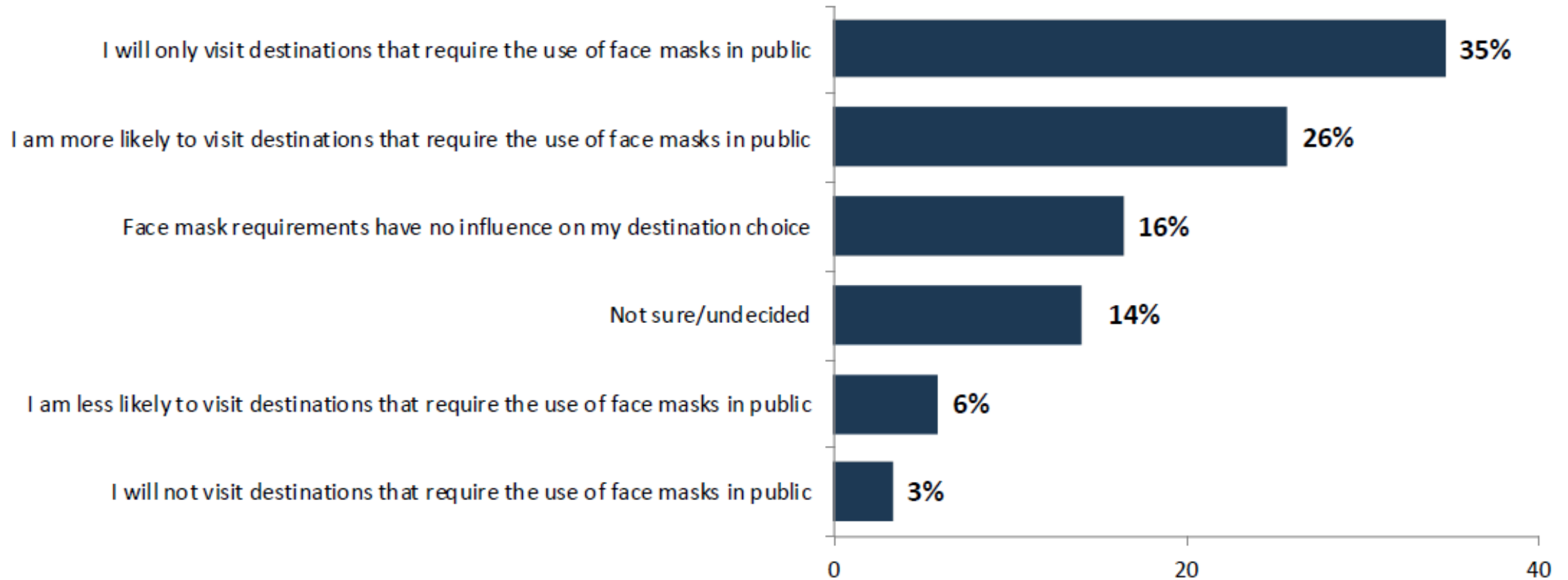


Q: WOULD THIS REQUIREMENT ALONE BE ENOUGH TO KEEP YOU FROM VISITING A PLACE YOU OTHERWISE WANTED TO VISIT?



IMPACT ON TRAVEL PLANS

Influence of Face Mask Requirements* on Destination Choices

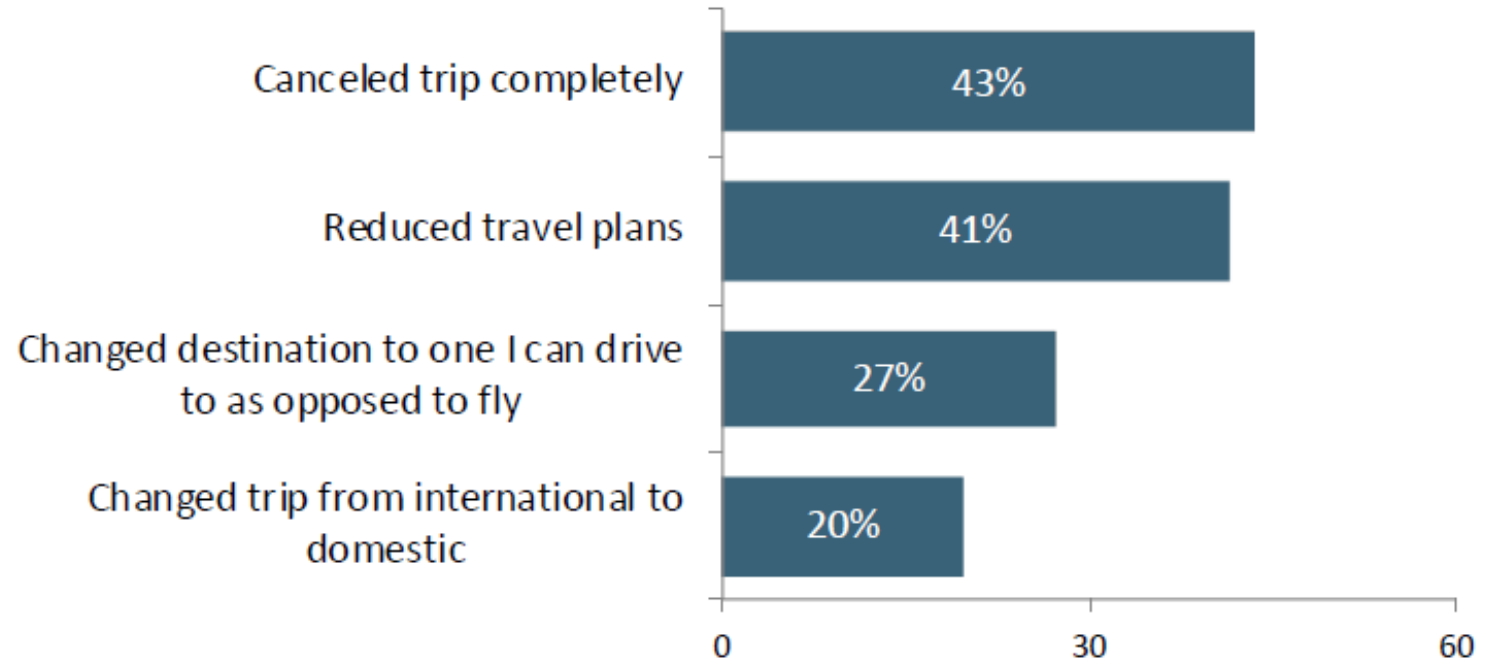


* In public where social distancing is not possible

IMPACT ON TRAVEL PLANS



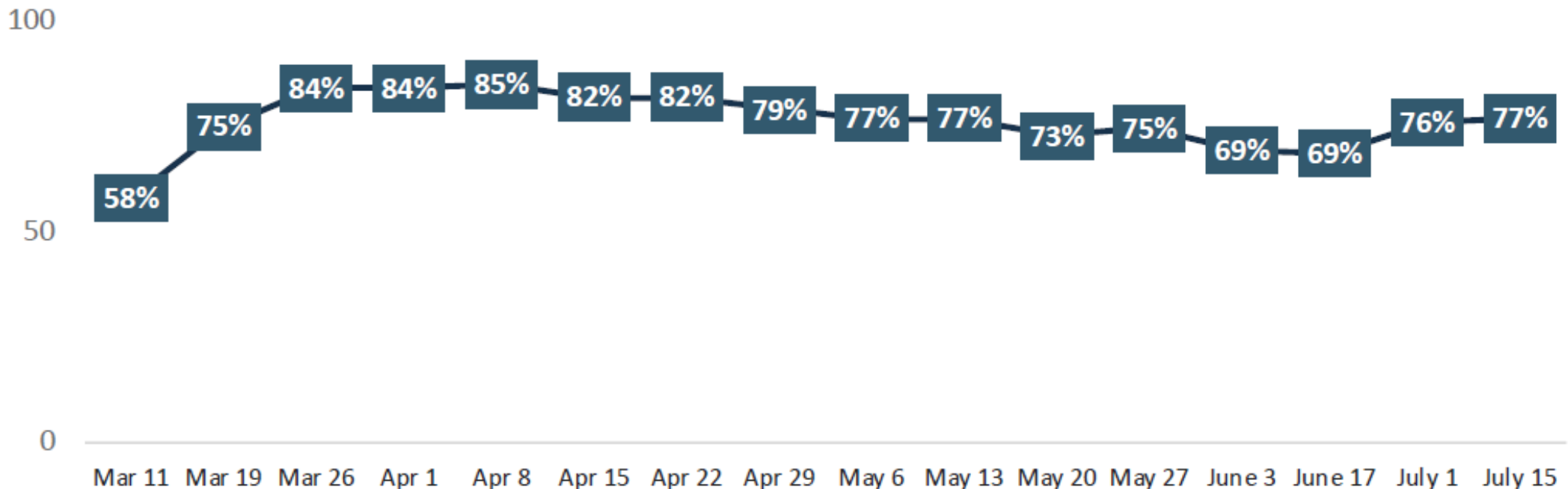
of travelers planning to travel in the next six months will change their travel plans due to coronavirus



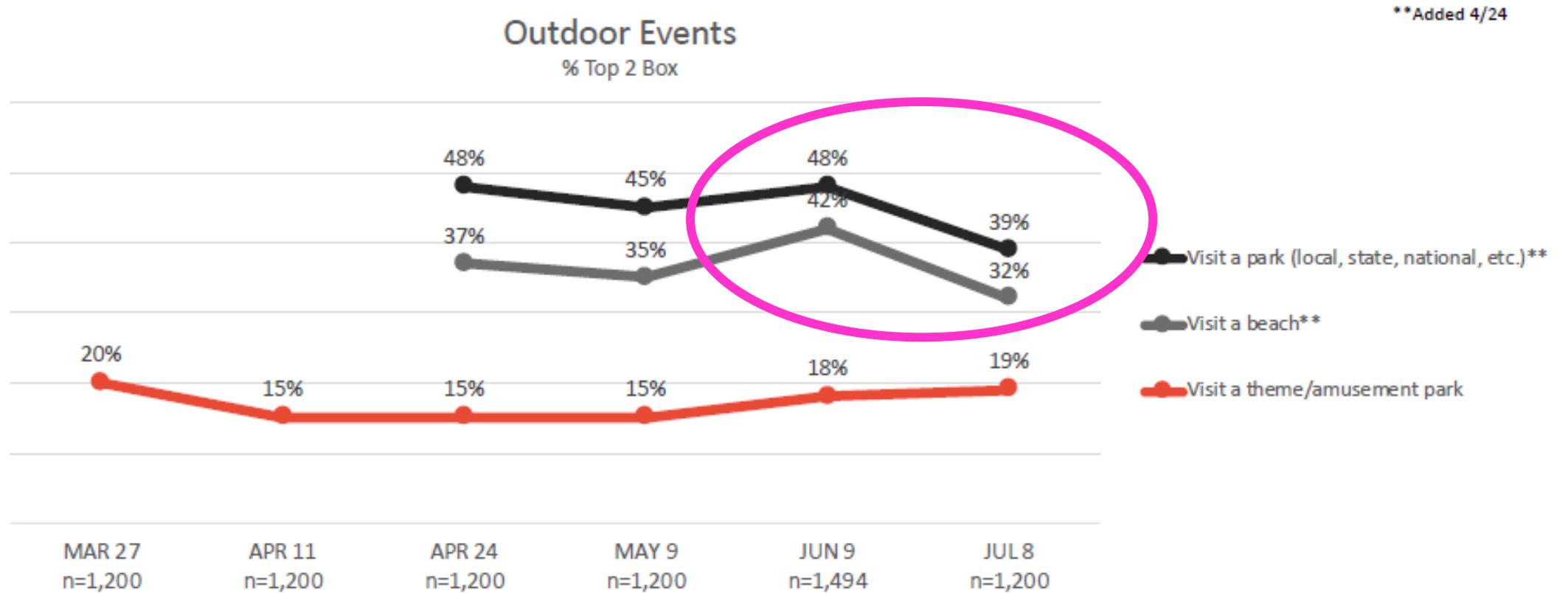
Base: Coronavirus Changed Travel Plans

IMPACT ON TRAVEL PLANS

Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



Likelihood of Engaging in Outdoor Activities During the Next Six Months Declined

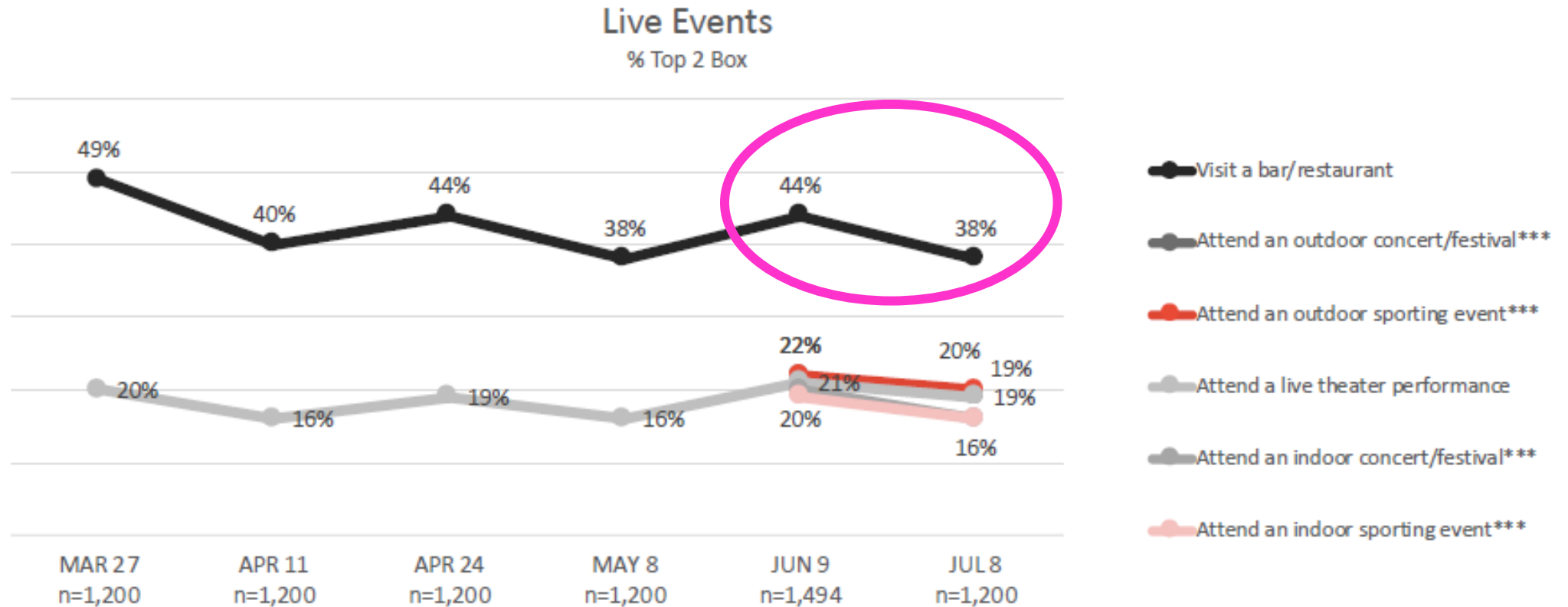


“Travel Intentions Pulse Survey”. July 2020.

Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?



Likelihood of Visiting a Restaurant or Bar Has Declined



“Travel Intentions Pulse Survey”. July 2020.

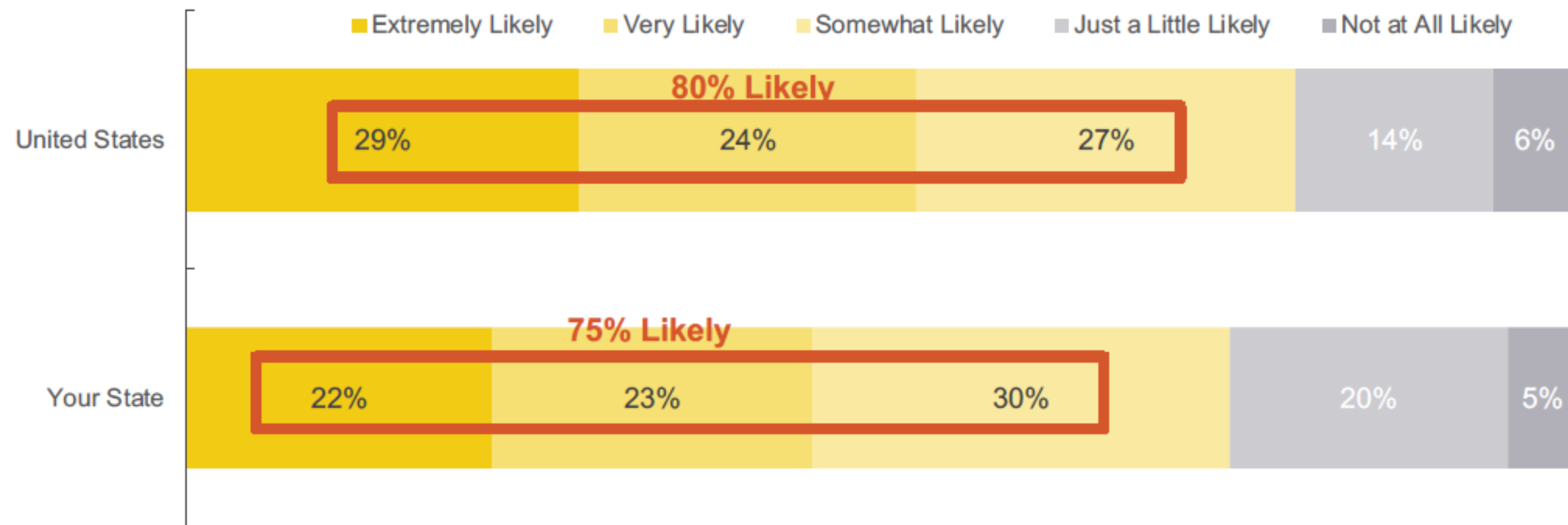
***Added 6/9

Question / Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months?

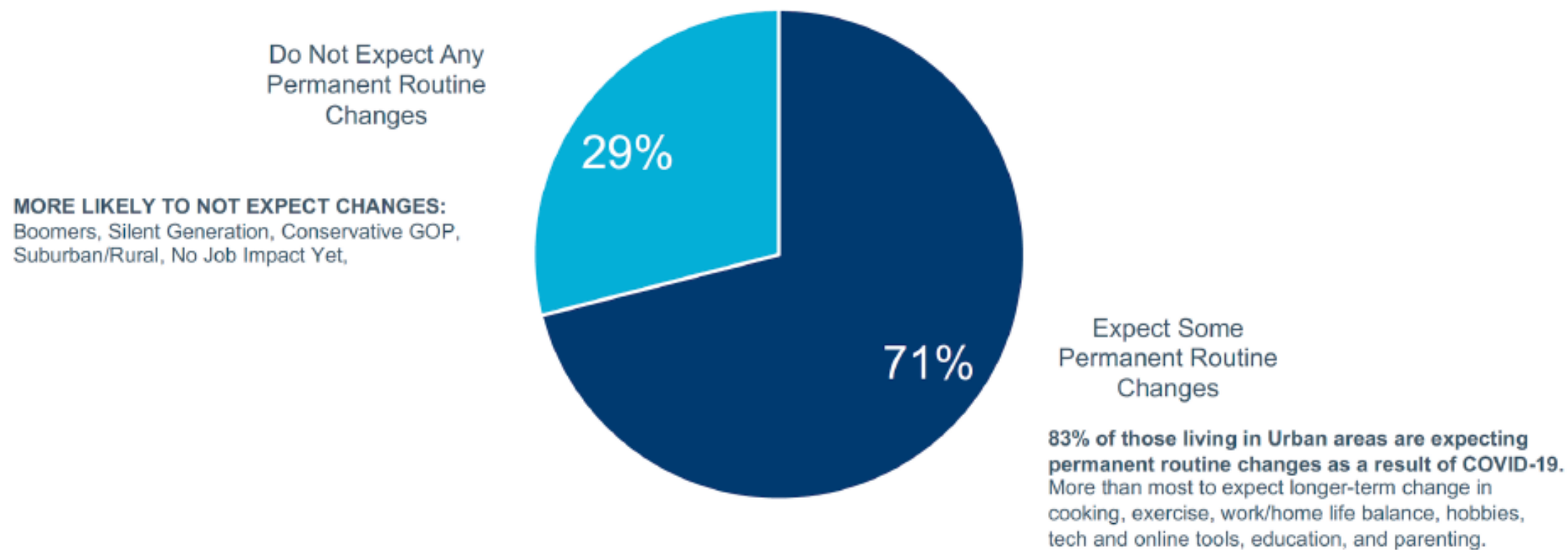
Three Quarters Expect a Second Shelter-in-Place Order

Q: How likely do you think it is that the United States will see a second wave of coronavirus cases in the fall that shuts down the economy again and leads to new stay-at-home and shelter-in-place orders?

Q: How likely do you think it is that your state will see a spike in coronavirus cases that leads to a second shelter-in-place or stay-at-home order?

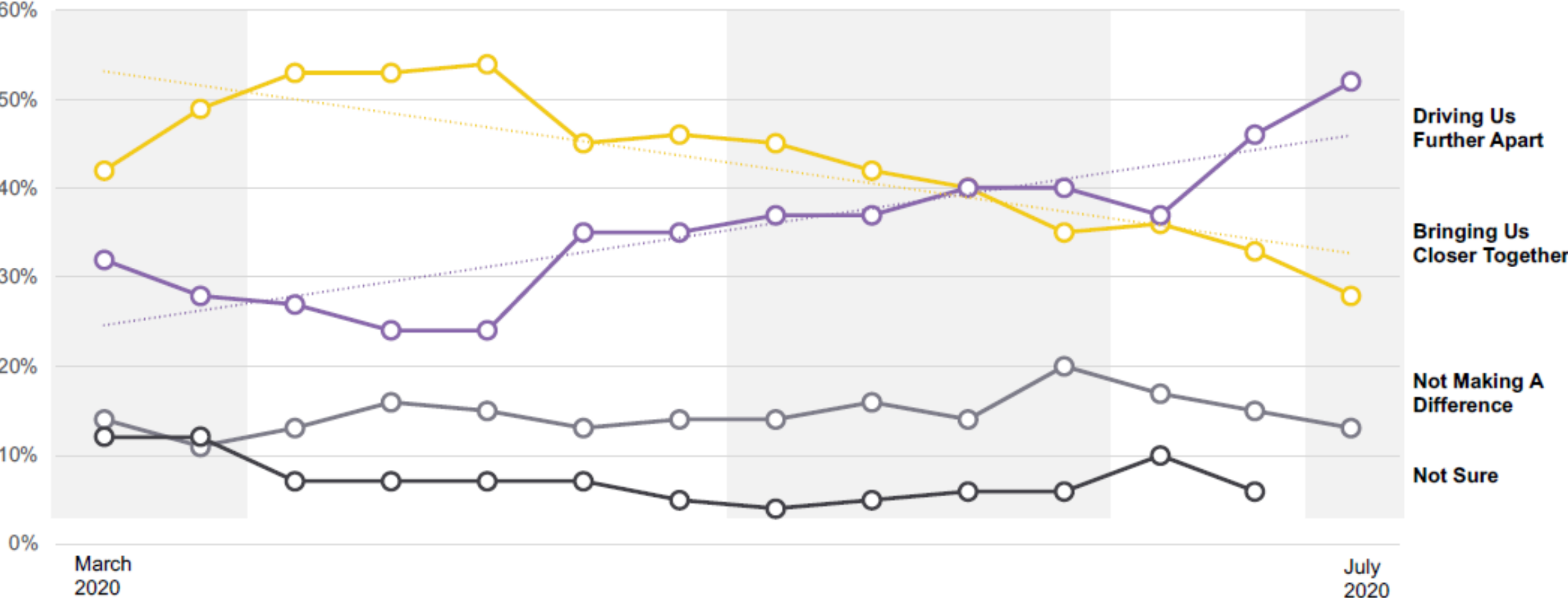


Behavioral Changes to Life are Expected to Be Permanent



Division Is Widening As Controversy Reigns

Q: Overall, would you say the outbreak of the coronavirus is bringing our communities and the people in our country closer together and making us more unified, or is it driving us further apart and making us more divided?



Source: Heart+Mind Strategies CV-19 Tracking



2020 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Goldsboro <i>Actuals</i>	Goldsboro YOY <i>Comparison</i>	Beaufort County <i>Actuals</i>	Beaufort County YOY <i>Comparison</i>	New Bern <i>Actuals</i>	New Bern YOY <i>Comparison</i>	Middle OBX <i>Actuals</i>	Middle OBX YOY <i>Comparison</i>	Suffolk, VA <i>Actuals</i>	Suffolk, VA YOY <i>Comparison</i>	NC – Entire State YOY <i>Comparison</i>	NC – Northeast Region YOY <i>Comparison</i>
<u>Month To Date – June 2020</u>														
Occupancy	60.5%	-18.7% from June '19	52.5%	-10.7%	30.2%	-54.5%	59.2%	-31.5%	72.0%	-10.8%	50.0%	-31.8%		
ADR	\$89.15	-10.6%	\$79.73	-12.0%	\$73.04	-6.4%	\$95.90	-20.9%	\$209.15	-4.4%	\$80.88	-21.8%		
RevPAR	\$53.97	-27.4%	\$41.84	-21.4%	\$22.02	-57.4%	\$56.80	-45.8%	\$150.51	-14.8%	\$40.46	-46.7%		
<u>Year to Date – June, 2020</u>														
Occupancy	44.9%	-28.0%	46.1%	-28.0%	29.8%	-43.9%	56.4%	-30.1%	37.3%	-36.2%	42.7%	-30.0%		
ADR	\$81.97	-7.8%	\$81.16	-7.1%	\$72.32	-7.9%	\$96.82	-13.2%	\$144.42	-8.6%	\$80.14	-13.2%		
RevPAR	\$36.82	-33.6%	\$37.38	-33.2%	\$21.58	-48.3%	\$54.58	-39.4%	\$53.87	-41.7%	\$34.20	-39.2%		

EC Region includes: 7 out of 7 properties; total rooms: 541/541

Goldsboro includes: 10 out of 15 properties; total rooms: 915/1127

Beaufort County includes: 6 out of 9 properties; total rooms: 413/548

Northeast Region includes: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson

New Bern includes: 7 out of 8 properties; total rooms: 636/701

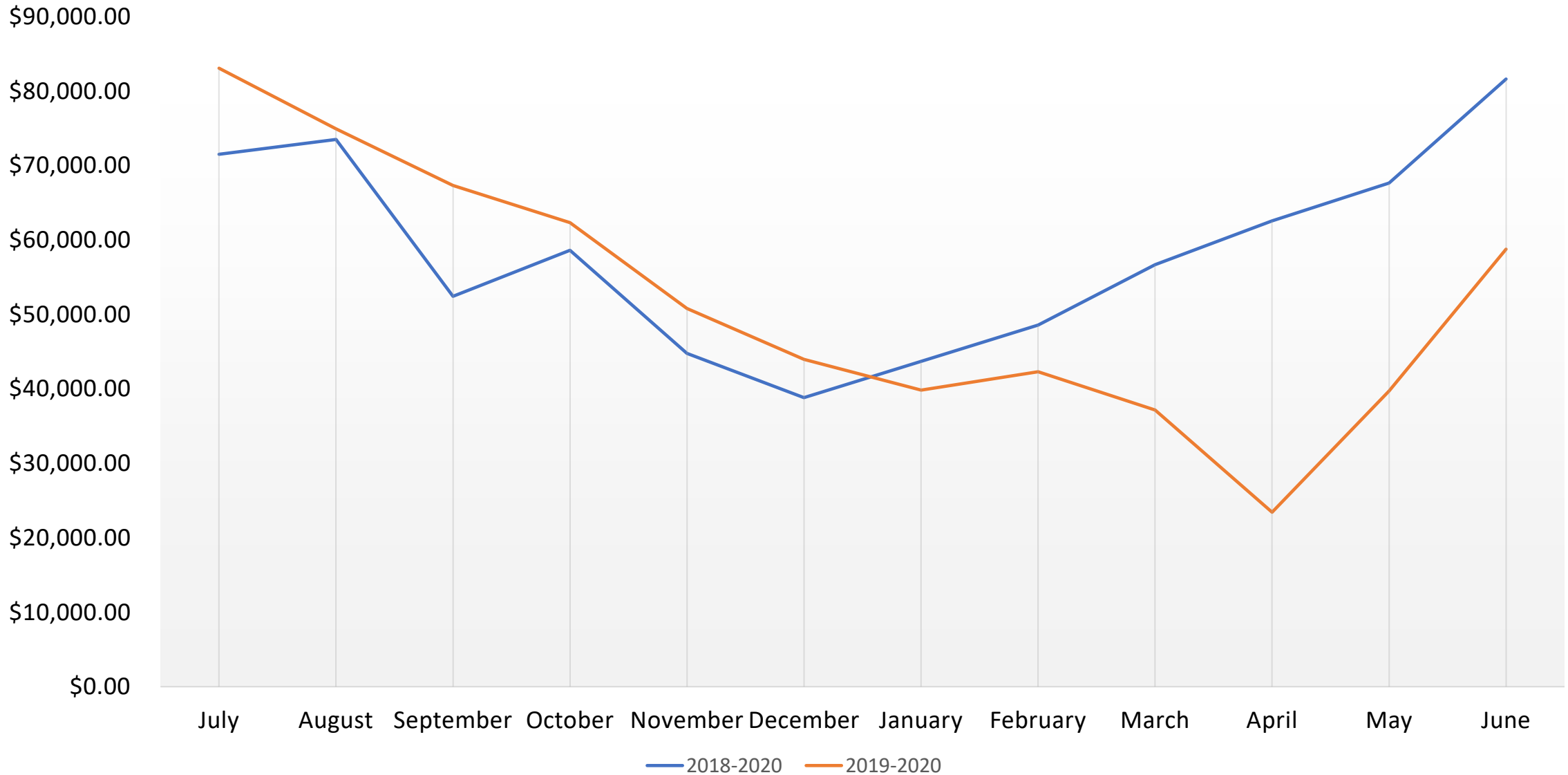
Middle OBX includes: 5 out of 17 properties; total rooms: 611/1095; (Kitty Hawk, Duck, Nags Head)

Suffolk, VA includes: 9/12 properties; total rooms: 835/990

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

Pasquotank Occupancy Tax YOY Comparison



**June 2020 is an estimate using June 2020 STR RevPar and June 2019 collections.*



Old Business

City-County Restricted Funds Guidelines

Staff and Visitor Experience Committee Recommendation

Approve the updated
Guidelines and Application for
the City & County

Updated Guidelines for the City & County for requesting their restricted tourism expenditure funds highlights

- Include requirements as dictated by state legislation
- Remove outdated elements such as the requirement for a master plan, oversight by the TDA and a 50% match
- Simplify and clarify the TDA's vision for possible tourism expenditure projects as well as non-allowed expenses
- Explain the process for the City and County to allow non-profits to leverage these funds



New Business

Northeastern North
Carolina Inner Banks
Regional Tourism
Collaboration

CARES Act

**Coronavirus Aid,
Relief, and Economic
Security Act**

E D A

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

**EDA Economic
Adjustment
Assistance Program -
CARES Act Funding**

Staff Recommendation

Approve the resolution supporting this collaboration in addition to committing to \$8000 in matching funds

**Northeastern North Carolina Inner Banks
regional tourism collaboration**

- Partnership with our fellow Tourism Development Authorities in Hertford, Edenton, Columbia & Plymouth
- Support and partnership with the Albemarle Commission and VisitNC
- Project is to develop a regional tourism brand with accompanying visuals (logo, etc); regional tourism website and a specific, post-COVID “come and visit us” advertising campaign
- Grant requires a 20% match overall, so the 5 TDAs are collectively seeking \$40,000 to add to the \$200,000 grant ask. Total project would be \$240,000

ARTS *of the* ALBEMARLE



OUR TOWN: Grant Program Description

Our Town is the National Endowment for the Arts' creative placemaking grants program. Through project-based funding, we support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.



National Endowment for the Arts Our Town Grant

Staff Recommendation

Write a letter of support for this local partnership effort plus commit to \$5000 in matching funds

Highlights

- Partnership with our AOA, MOA, ECSU, Project Art Downtown and more
- Project is to develop a series of initiatives to celebrate the rich history of our port city, centered around the unifying theme of Dr. Alex Hailey – an ECSU alum, Coast Guard Officer and world-renowned author
- Specifically, Visit ECity is hoping to develop a digital Black history trail as one of the initiatives. Fully integrated with the proposed new artwork, this digital trail be designed in a way that encourages users to walk from one point to the next, increasing destination interest, downtown foot-traffic, and increasing visitor spending in local businesses along the way.
- Grant requires a 50% match overall, so the partner organizations are collectively seeking \$25,000-\$50,000 to add to the \$25,000-\$50,000 grant ask. Total project would be \$50,000-\$100,000

Board Vacancy Updates



Dean Schaan – Joint City/County appointment



Linea Johnson – County Appointment

Visit Elizabeth City FY 2020-2021 Committees

Finance (per our By-Laws)

Treasurer – Arthur McPherson
Jeff Dixon
Johnnie Walton
Gwen Sanders
Sheri Small

Marketing

Chair – Rhonda Twiddy
Andy Montero
Abel Sutton
Vacancy

Visitor Experience

Chair – Andy Montero
Jeff Dixon
Johnnie Walton
Vacancy

Elizabeth City-Pasquotank County Tourism Development Authority Committee Meeting Schedule FY 2020-2021

Finance Committee

The Finance Committee will meet the 3rd Thursday of the month at 9:30

August 20, 2020
September 17, 2020
October 15, 2020
November 19, 2020
December 17, 2020
January 21, 2021
February 18, 2021
March 18, 2021
April 15, 2021
May 20, 2021

Marketing Committee

The Marketing Committee will meet the 2nd Thursday of each month at 9:30

August 13, 2020
September 10, 2020
October 8, 2020
November 12, 2020
December 10, 2020
January 14, 2021
February 11, 2021
March 11, 2021
April 8, 2021
May 13, 2021
June 10, 2021

Visitor Experience Committee

The Visitor experience Committee will meet the 3rd Thursday of the month at 10:30

August 20, 2020
September 17, 2020
October 15, 2020
November 19, 2020
December 17, 2020
January 21, 2021
February 18, 2021
March 18, 2021
April 15, 2021
May 20, 2021
June 17, 2021



Thank you!