



# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | AUGUST 27, 2020



# *Marketing Updates*

# NEW Visitors Guide

**See the guide:**

<https://visitelizabethcity.com/Visitors-Guide>

## **Out-of-market distribution-**

- Hampton Roads, VA
- Outer Banks
- Raleigh-Durham
- NC and Regional Welcome Centers
- Personal Fulfillment



# WRAL Branded Content

- Renowned Elizabeth City Ghost Walk Goes Virtual This Halloween
- A Foodie's Guide to Elizabeth City
- For Elizabeth City, It's the Most Wonderful Time of Year
- Elizabeth City is Home to Three Institutions of Higher Education
- Celebrating Elizabeth City's Rich Black History



Launch date: October 9, 2020

# U.S. Travel: “Let’s Go There” Sept. 7 – Jan. 29

Let’s start dreaming of that next great adventure. Book now for a trip to look forward to later.



- Industry-wide effort
- Goal: to reignite America’s sense of wanderlust and inspire travel when appropriate by making plans now
- Starts with #TravelConfidently campaign

# Photoshoot: October 7-9



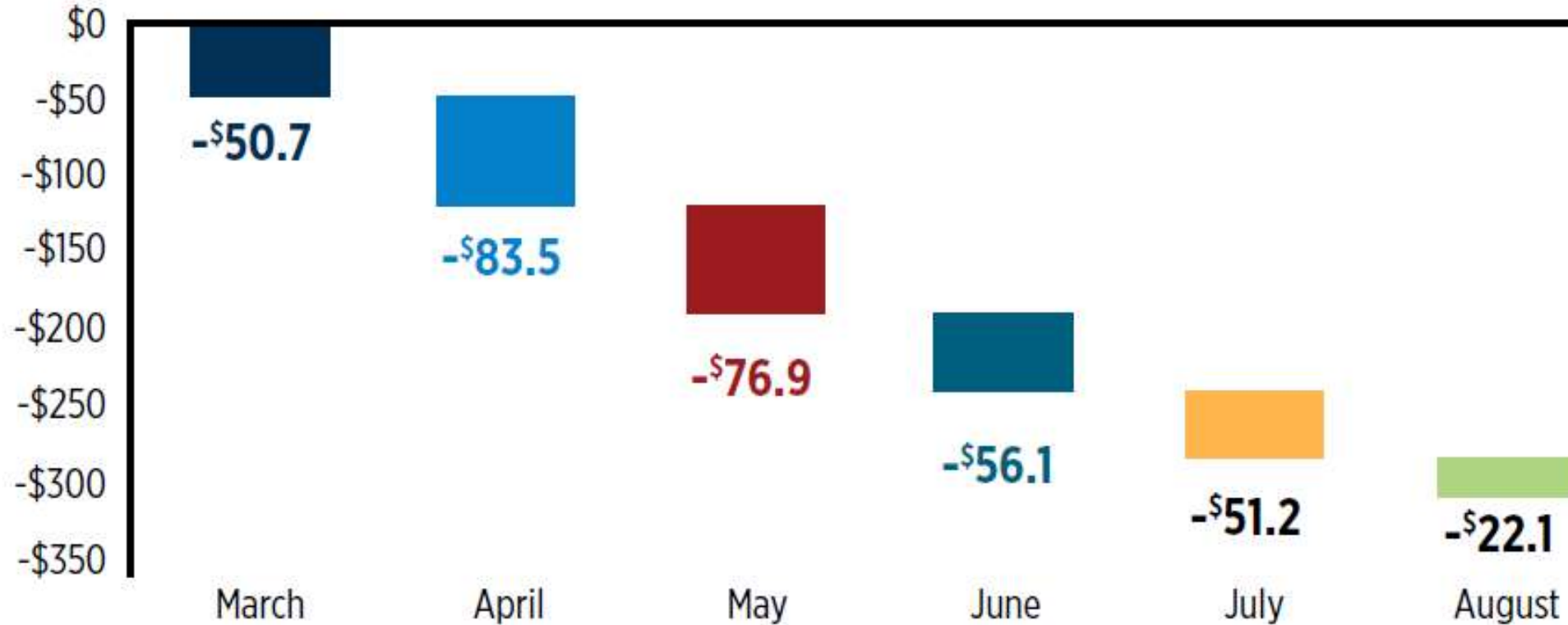
- Photographer, Sam Dean
- Goals
  - Increase diversity
  - Show health and safety
  - Outdoors, dining, minimal crowds



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

## Travel Spending Loss by Month Through August 15<sup>th</sup>

(\$ billions)



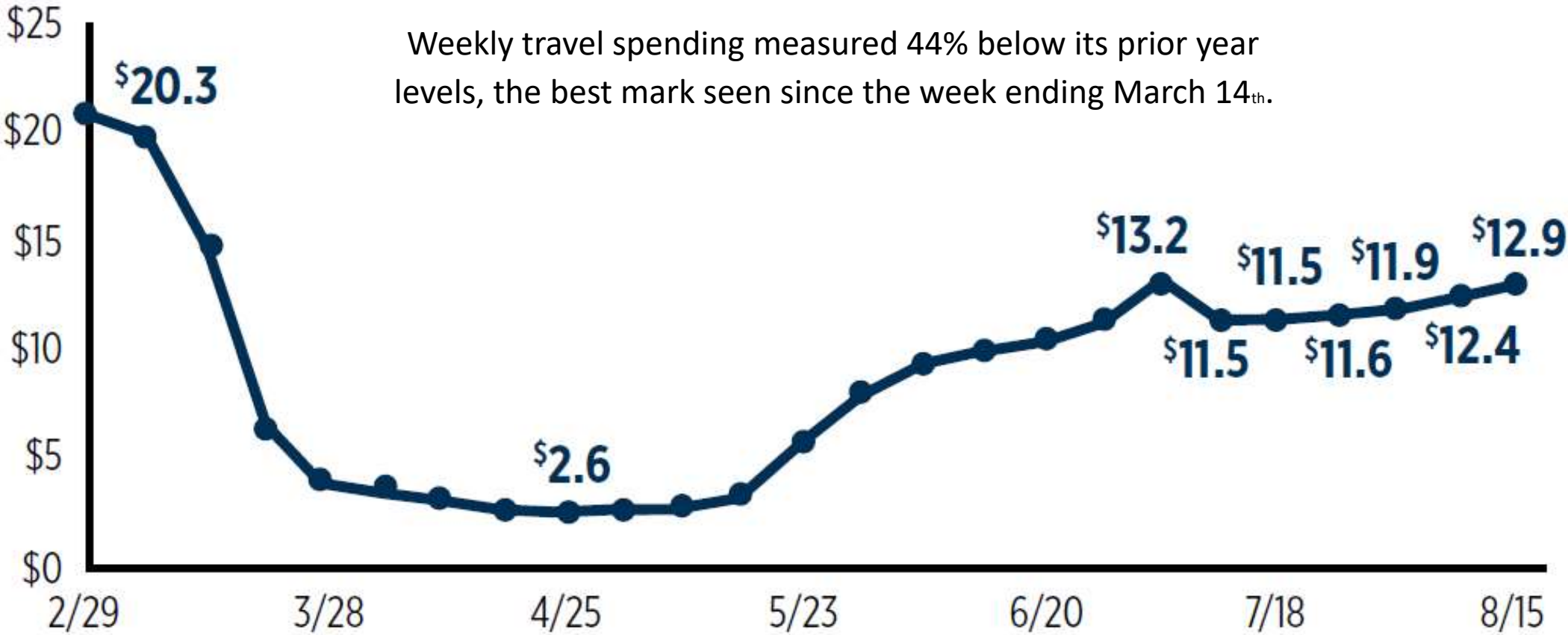
Source: Tourism Economics

Since the beginning of March, the COVID-19 pandemic has resulted in nearly **\$341 billion** in losses for the U.S. travel economy



# National Weekly Travel Spending

(\$ billions)



Source: Tourism Economics

## North Carolina Weekly Travel Spending

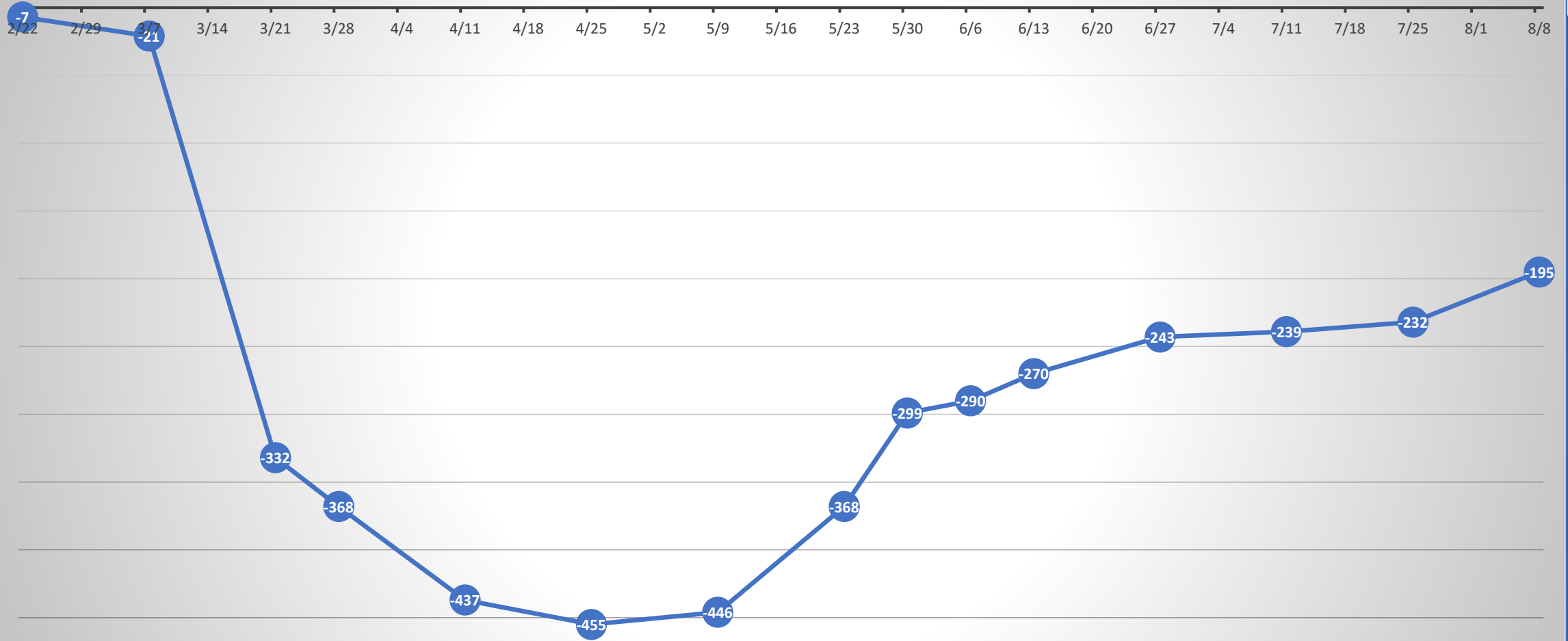
| Week Ending    | Year over Year % Change in Weekly Travel Spending |     |      |      |      |      |      |      |      |      |      |      |      |      |      |
|----------------|---|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                | 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 | 7/25 | 8/8  |
| North Carolina | -1%   | -4% | -63% | -75% | -83% | -86% | -84% | -61% | -57% | -52% | -49% | -43% | -45% | -42% | -36% |

| 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 | 7/25 | 8/8  |
| North Carolina | -7  | -21 | -332 | -368 | -437 | -455 | -446 | -368 | -299 | -290 | -270 | -243 | -239 | -232 | -195 |

*“Weekly Coronavirus Impact on Travel Expenditures in the US”. US Travel Association. August 20, 2020.*

# Year over Year Net Change in Weekly Travel Spending (\$ millions)

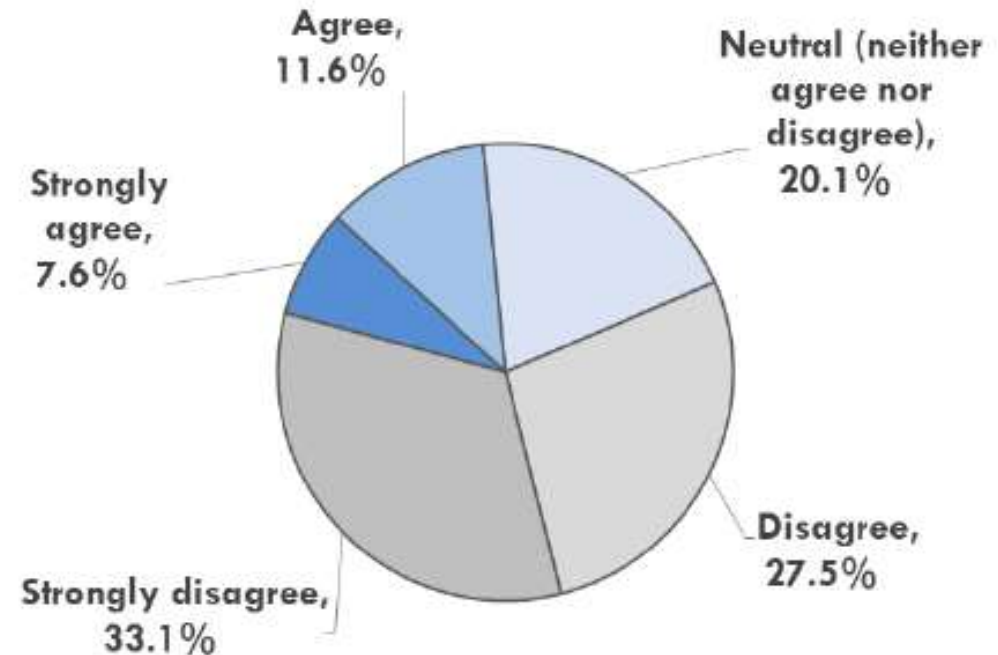
## North Carolina



“Weekly Coronavirus Impact on Travel Expenditures in the US”. US Travel Association. August 20, 2020.

➤ Nearly one in five feel the pandemic will be resolved before the conclusion of 2020 (19.2%).

## BELIEF THE PANDEMIC WILL BE RESOLVED BY END OF 2020

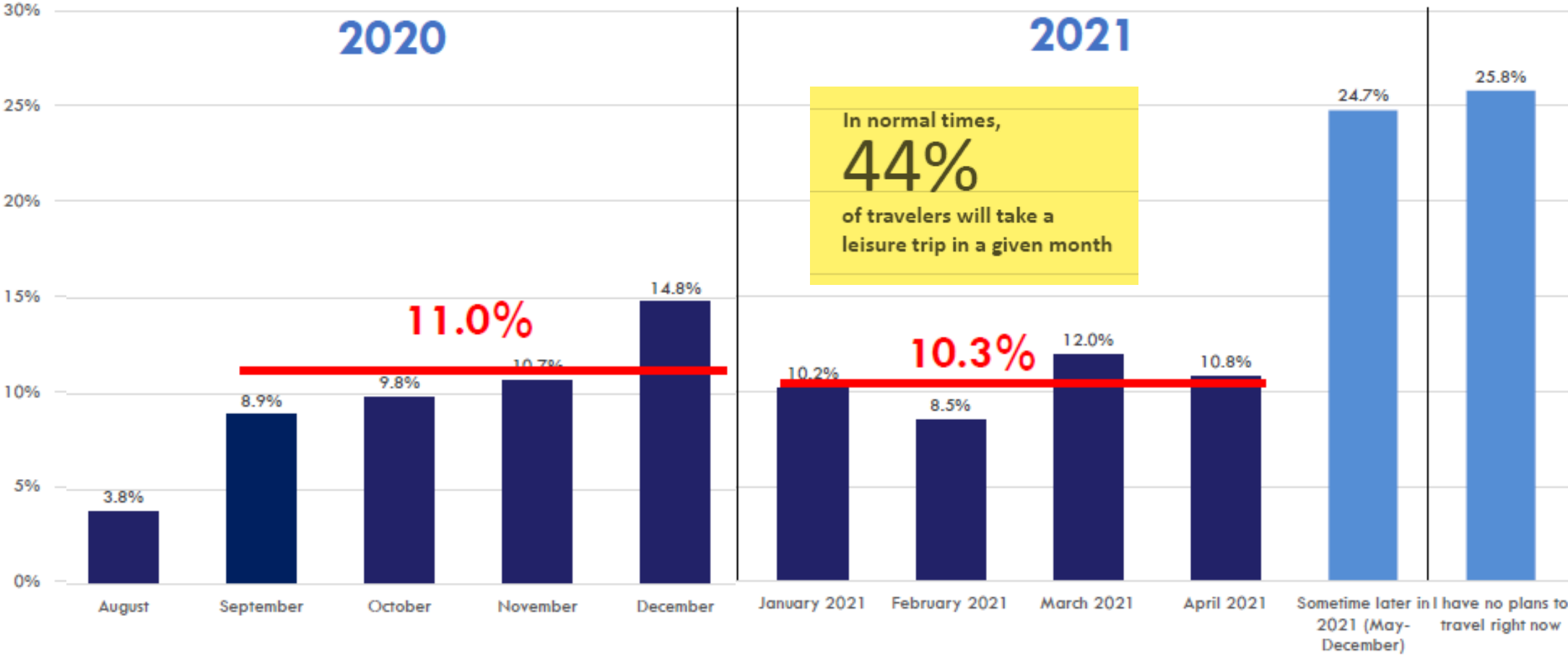


**Question:** How much do you agree with the following statement "I expect the Coronavirus situation to be resolved BEFORE THE END OF THIS YEAR."

(Base: Wave 24. All respondents, 1,207 completed surveys. Data collected August 21-23, 2020)

# UPCOMING TRAVEL PLANS

**Question:** Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



(Base: Waves 24. All respondents, 1,207 completed surveys. Data collected Aug 21-23, 2020)

**Sending time with loved ones is paramount, travelers also look to be prioritizing enjoying nature and avoiding crowds.**

## SINGLE MOST DESIRED TRAVEL EXPERIENCE

*Outdoor activities*

*Have fun Hike*

*Culinary experiences National Park*

*Spend time with loved ones*

*Explore new cultures Take a cruise Escape*

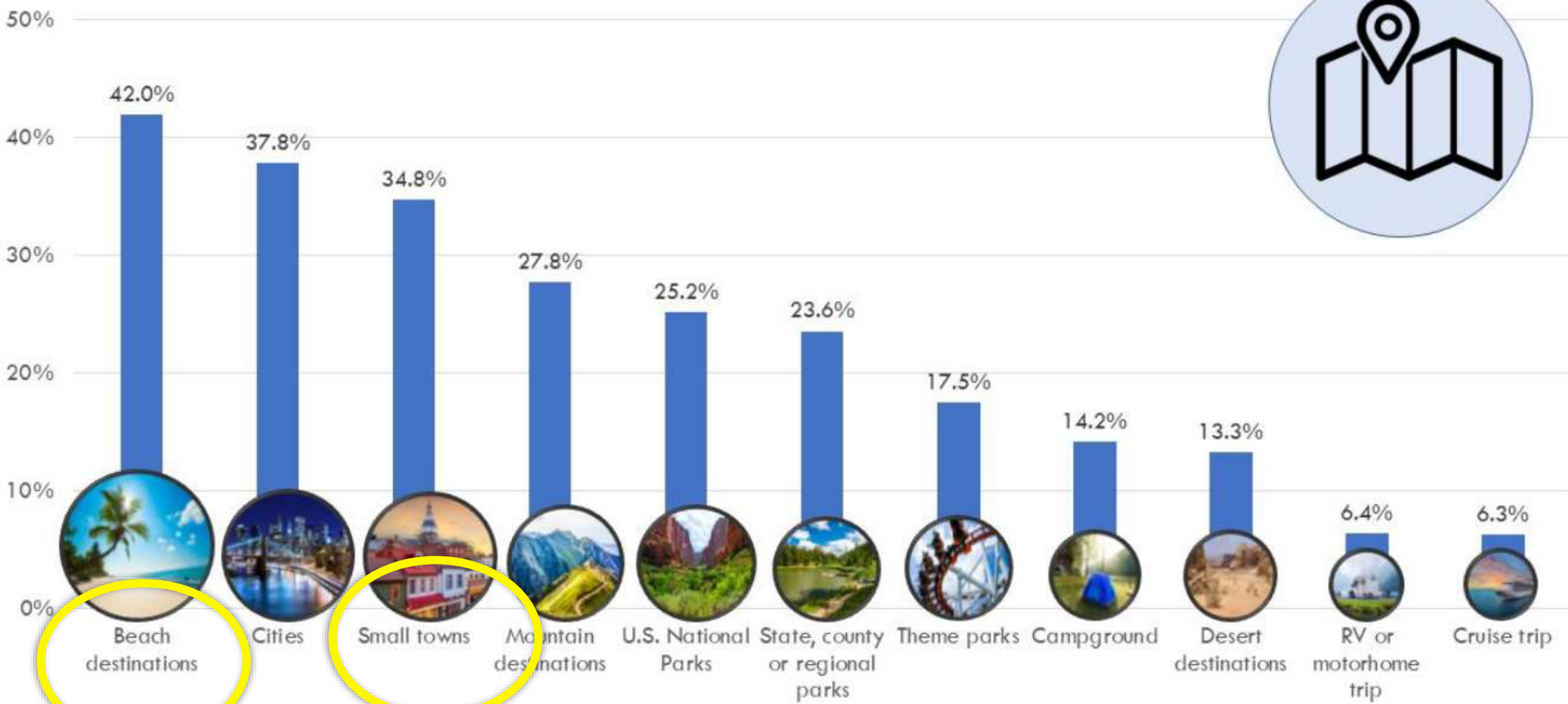
*Theme Park  
Visit urban areas*

*Relax Beach*

*Go on a journey*

*Be in nature*

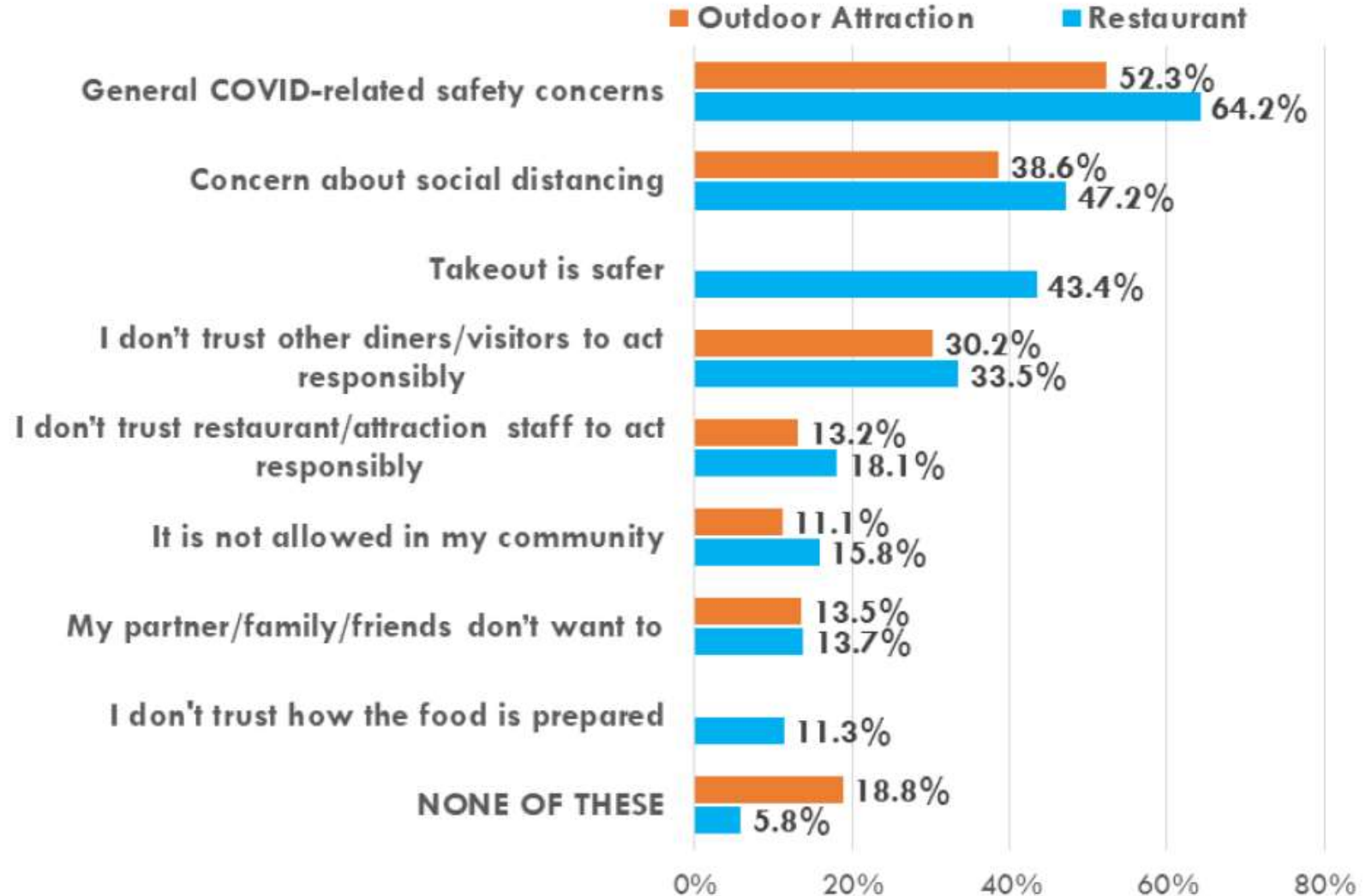
DESTINATIONS EXPECTED TO VISIT



"Coronavirus Travel Sentiment Index". Destination Analysts. August 23, 2020.

# Dining Out & Visiting Outdoor Attractions in the Time of COVID

## REASONS FOR NOT DINING OUT OR VISITING AN OUTDOOR ATTRACTION RECENTLY

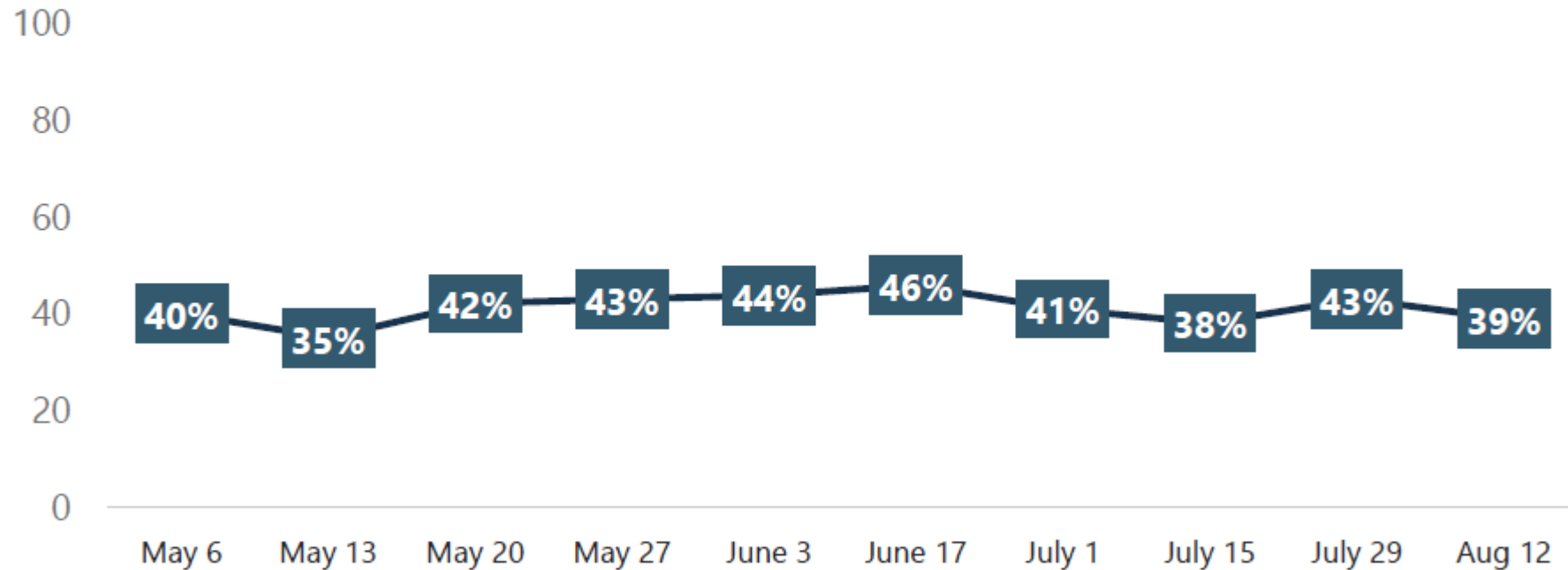


Those who haven't dined in a restaurant lately cite general coronavirus safety concerns, including social distancing, and thus feeling takeout continues to be safer.



## TRAVEL PERCEPTIONS

### I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree

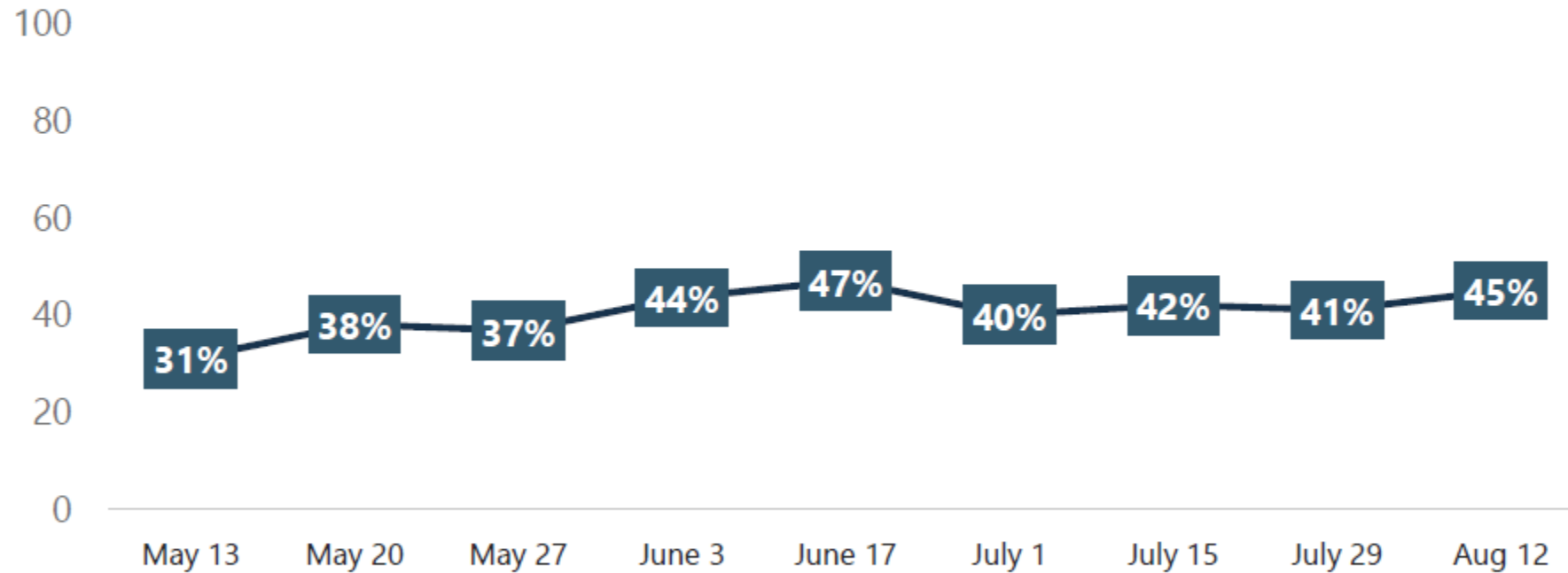


*"Travel Sentiment Study". Longwoods International. August 18, 2020.*

## TRAVEL PERCEPTIONS

### I Would Feel Safe Dining in Local Restaurants and Shopping in Retail Stores Within My Community

#### Comparison of Travelers Who Strongly Agree or Agree



## IMPACT ON TRAVEL PLANS

### I am hesitant to travel because...



Base: Travelers with hesitations about traveling

\*Travel quarantines, etc.

\*\*Mask requirements, social distancing, etc.



## 2020 Smith Travel Research Report Measures

|                                  | EC Region<br><i>Actuals</i> | EC Region<br>YOY<br><i>Comparison</i> | Goldsboro<br><i>Actuals</i> | Goldsboro<br>YOY<br><i>Comparison</i> | Beaufort County<br><i>Actuals</i> | Beaufort County<br>YOY<br><i>Comparison</i> | New Bern<br><i>Actuals</i> | New Bern<br>YOY<br><i>Comparison</i> | Middle OBX<br><i>Actuals</i> | Middle OBX<br>YOY<br><i>Comparison</i> | Suffolk, VA<br><i>Actuals</i> | Suffolk, VA<br>YOY<br><i>Comparison</i> | NC – Entire State<br>YOY<br><i>Comparison</i> | NC – Northeast Region<br>YOY<br><i>Comparison</i> |
|----------------------------------|-----------------------------|---------------------------------------|-----------------------------|---------------------------------------|-----------------------------------|---|----------------------------|--------------------------------------|------------------------------|--|-------------------------------|---|---|---|
| <i>Month To Date – July 2020</i> |                             |                                       |                             |                                       |                                   |   |                            |                                      |                              |  |                               |   |   |   |
| Occupancy                        | 63.6%                       | -9.4% from July '19                   | 60.4%                       | .7%                                   | 40.5%                             | -27.4%                                      | 64.2%                      | -22.9%                               | 80.6%                        | .5%                                    | 63.4%                         | -11.1%                                  |   |   |
| ADR                              | \$94.35                     | -9.7%                                 | \$83.35                     | -7.3%                                 | \$76.36                           | -0.7%                                       | \$102.41                   | -16.6%                               | \$261.04                     | 4.4%                                   | \$88.16                       | -13.3%                                  |   |   |
| RevPAR                           | \$60.05                     | -18.2%                                | \$50.32                     | -6.7%                                 | \$30.93                           | -27.9%                                      | \$65.78                    | -35.7%                               | \$210.40                     | 4.8%                                   | \$55.86                       | -22.9%                                  |   |   |
| <i>Year to Date – July, 2020</i> |                             |                                       |                             |                                       |                                   |   |                            |                                      |                              |  |                               |   |   |   |
| Occupancy                        | 47.7%                       | -25.0%                                | 48.1%                       | -24.1%                                | 31.4%                             | -41.3%                                      | 57.5%                      | -29.0%                               | 45.0%                        | -27.42%                                | 45.7%                         | -26.8%                                  |   |   |
| ADR                              | \$84.39                     | -7.7%                                 | \$81.58                     | -7.0%                                 | \$73.08                           | -6.6%                                       | \$97.74                    | -13.7%                               | \$181.88                     | 2.6%                                   | \$81.77                       | -12.9%                                  |   |   |
| RevPAR                           | \$40.22                     | -30.8%                                | \$39.27                     | -29.4%                                | \$22.95                           | -45.2%                                      | \$56.21                    | -33.8%                               | \$81.90                      | -25.5%                                 | \$37.37                       | -36.2%                                  |   |   |

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)

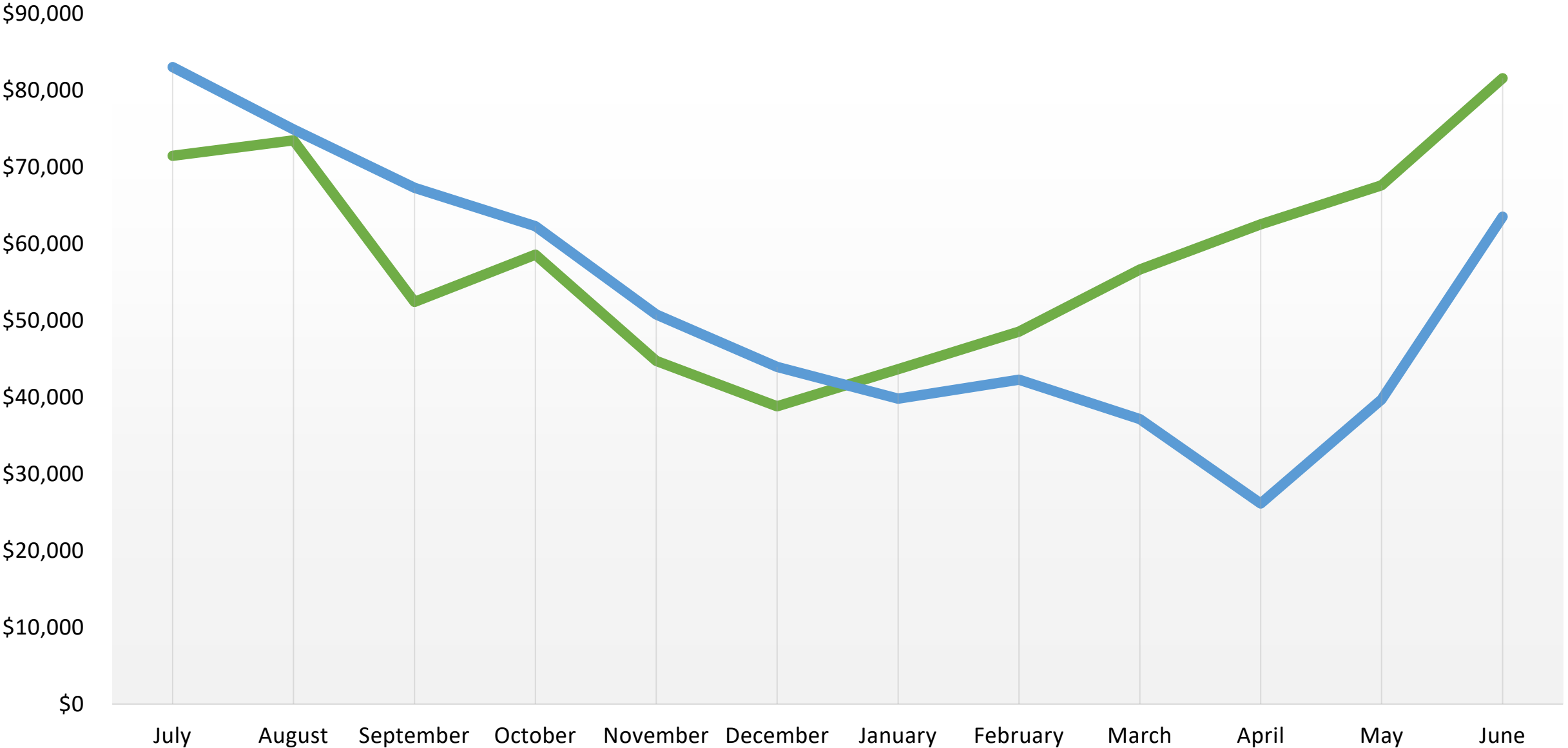
Suffolk, VA includes: 9/12 properties; total rooms: 835/990

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

# Pasquotank Occupancy Tax YOY Comparison

2018-2019 2019-2020



## Occupancy Tax Collections YOY Monthly Comparison

| Month | 2019     | 2020     | monthly loss | percentage loss |
|-------|----------|----------|--------------|-----------------|
| March | \$56,692 | \$37,179 | -\$19,513    | -34.4%          |
| April | \$62,575 | \$26,156 | -\$36,419    | -58.2%          |
| May   | \$67,664 | \$39,719 | -\$27,945    | -41.3%          |
| June  | \$81,627 | \$63,570 | -\$18,058    | -22.1%          |
| July  | \$83,093 | \$68,789 | -\$14,303    | -17.2%          |



-116,238

-33.1



Total Occ Tax Loss, March-July 2020



# *Old Business*



*New Business*



**EC-PC  
Tourism  
Development  
Authority  
2020-2021  
Meeting Schedule**

July 23, 2020

August 27, 2020

September 24, 2020

October 22, 2020

November – no meeting

December – **December 3 or December 10**

January 28, 2021

February 25, 2021

March 25, 2021

April 22, 2021

May 27, 2021

June 24, 2021

# DMAP

DESTINATION MARKETING  
ACCREDITATION PROGRAM

## Rules of Procedure

1.3 The DMO shall follow an approved Board/governance policy.

The organization should maintain a current written document specifying policies and procedures related to board/governance responsibilities.

## Communication Plan

11.1 The DMO has a documented communications strategy.

This plan may be a separate part of the annual marketing plan dealing with Public Relations and Communications to internal staff, media and community and industry stakeholders.

## BUDGET AMENDMENT REQUEST

*Thursday, August 27, 2020*

| <b>Revenue</b> |                         |                  |
|----------------|-------------------------|------------------|
| Increase       | Coronavirus Grant Award | 20,000.00        |
|                |                         | <hr/>            |
|                |                         | <b>20,000.00</b> |

| <b>Expenses</b> |  |                  |
|-----------------|--|------------------|
| Increase        | Mktg & Sales - Advertising & Marketing | 20,000.00        |
|                 |  | <hr/>            |
|                 |  | <b>20,000.00</b> |

To adjust the budget to accommodate a COVID-19 grant award and the accompanying Covid-recovery public relations campaign expense

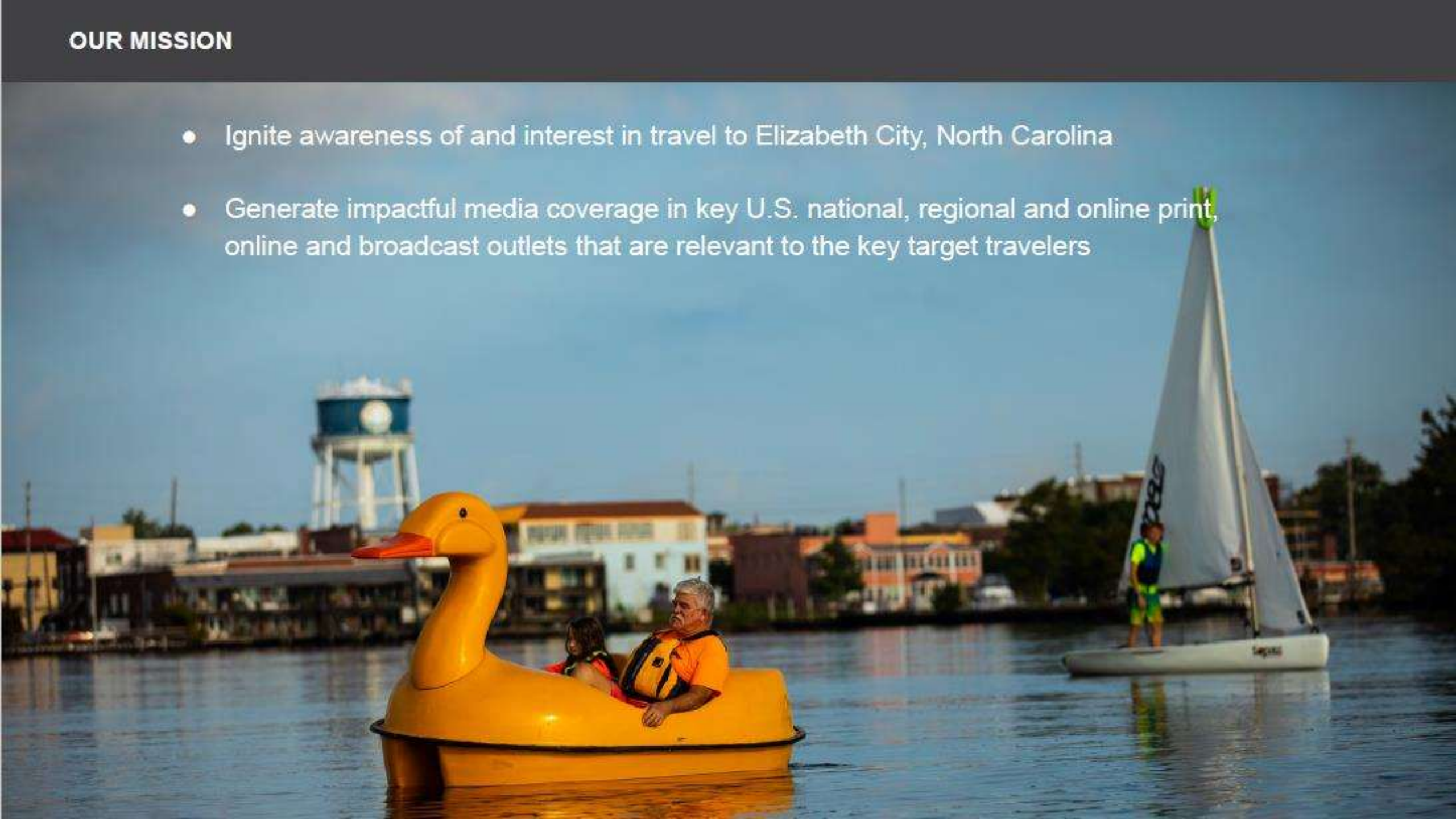


**MMGY NJF Public Relations Project Proposal**  
August 20, 2020



## OUR MISSION

- Ignite awareness of and interest in travel to Elizabeth City, North Carolina
- Generate impactful media coverage in key U.S. national, regional and online print, online and broadcast outlets that are relevant to the key target travelers



## BUDGET FOR THREE MONTH PROJECT (OCTOBER 1- DECEMBER 31)

| AGENCY FEES  | COST   |
|--|--|
| <b>Recovery Package</b> The project fee would include: account management, strategic planning, consulting, ongoing news engine and media relations   | \$9,600  |
| <b>Press Trip Planning and Execution</b>   | \$3,400  |
| <b>Digital Desksides/Virtual Media Tour Planning and Execution</b>   | \$3,000  |
| <b>Media Mailer Planning and Execution</b>   | \$1,500  |
| TOTAL  | \$17,500   |
| OUT-OF-POCKET EXPENSES   | COST   |
| <b>Media Relations Tools</b><br>5% of the project fee which includes your cooperative share of media relations agency tools  | \$875  |
| <b>Press Trip Travel Costs</b><br>Travel costs for individual press trips. You will only be charged for actual costs incurred.   | TBD pending air, car rental, and comps from local partners |
| <b>Mailer Costs</b><br>Includes the costs of products, packaging as well as shipment. This can be subsidized through partner donations of product. You will only be charged for actual costs incurred. | Estimated:<br>\$1625                                       |
| <b>GRAND TOTAL</b>   | <b>\$20,000</b>  |

# Marketing Grant Applications and Committee Recommendations



Promote and raise awareness of the 3-day premiere event, the North Carolina Potato Festival. May 14-16, 2021.

Request: \$5000

ARTS *of life* ALBEMARLE

Advertise and drive traffic to a series of 10 significant performing art events October 2020 to September 2021

Request: \$7500



**Thank you!**