



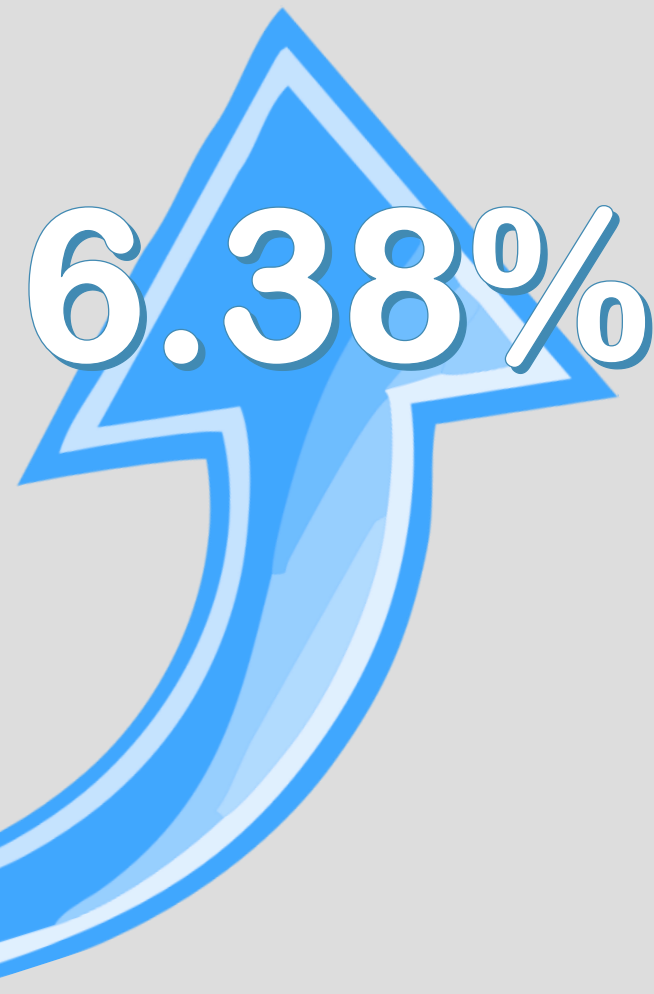
# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | SEPTEMBER 24, 2020



**\*RECORD BREAKING\***  
**local tourism expenditures**  
– spending at our local  
**businesses just shy of**  
**\$70 million dollars**

**Year-over-year  
growth in total  
expenditures by  
visitors**





Tourism put more than **520 local people to work**

Visitors spent almost **70 million dollars at our local businesses**

The City and the County collected almost **1.6 million dollars in taxes** from visitors

Every County & City household saved **\$380 in taxes** because of visitors

# Payroll \$ (millions)



U.S. TRAVEL  
ASSOCIATION\*



2019

NC

NORTH CAROLINA



# *Marketing Updates*



**SPORTING**

**First Look: A Sea Island Sporting Club Reopens**

Take a sneak peek at Broadfield Sporting Club & Lodge, carved from the grounds of one of the South's oldest hunt clubs

**TRAVEL**

**Alabama Chanin's Studio Weekend Workshop**

A session of stitching and sewing in Florence, Alabama



**TRAVEL**

**A Love Note to the Southern River Float**

As Labor Day draws near, it's time to grab an inner tube and take to the waters one last time



**TRAVEL**

**Step Inside Charleston's Charming Post House Restaurant & Inn**

See the long-awaited new coastal inn and tavern in Mount Pleasant's Old Village

# \$40,000 Co-op with Visit NC

- Travel-Focused Mobile Media & Attribution Program
- Garden & Gun Print & Digital
- Native advertising – Albemarle & Pamlico Sounds
- Google DMO local business support program
- Digital out of home in Raleigh

# GARDEN & GUN



# VisitNC Native Advertising

- Live from October 1 – December 30
- “Work on your Coastal Bucket List in Elizabeth City”

<https://visitelizabethcity.com/blog/bucketlist>



A screenshot of a website interface. On the left is a dark teal sidebar with a search filter menu. The menu has sections for 'LOCATION' and 'INTEREST'. Under 'INTEREST', there are four categories: 'Arts &amp; Entertainment (69)', 'Eat &amp; Drink (64)', 'History &amp; Heritage (45)', and 'Kids &amp; Family (11)'. Each category has a 'REFINE SEARCH' link. The main content area is a grid of six article cards. The top row includes 'BIRDING, KAYAKING &amp; FISHING AT WILDLIFE REFUGES' (LIST), 'ORIENTAL HARBOR PLACE CONDOMINIUMS' (ORIENTAL), and 'A GIRLS' GETAWAY TO COAST' (TRIP IDEA). The bottom row includes 'HOLLADAY'S ISLAND CAMPING PLATFORMS' (TYNER), 'FLATWATER PADDLING IN EASTERN NORTH CAROLINA' (TRIP IDEA), and a card with a sailboat image and the handle '@EIFELKREUTZ'. The 'FLATWATER PADDLING' card is highlighted with a green border.

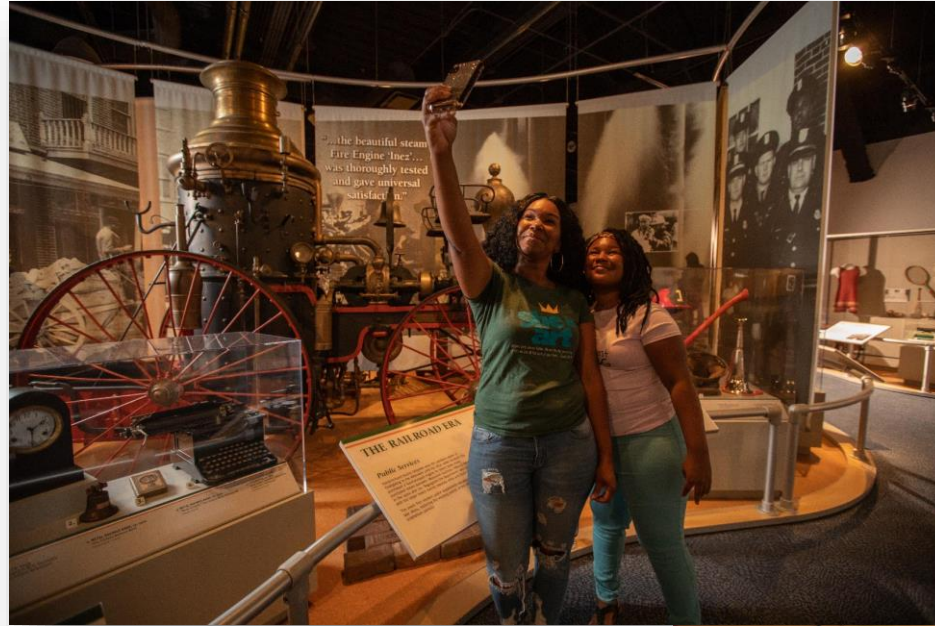
# Digital Out of Home in Raleigh





**COMING SOON**

# Our E-City



- Locals-focused campaign
- User-generated blogs
- Microsite: [www.OurECity.com](http://www.OurECity.com)

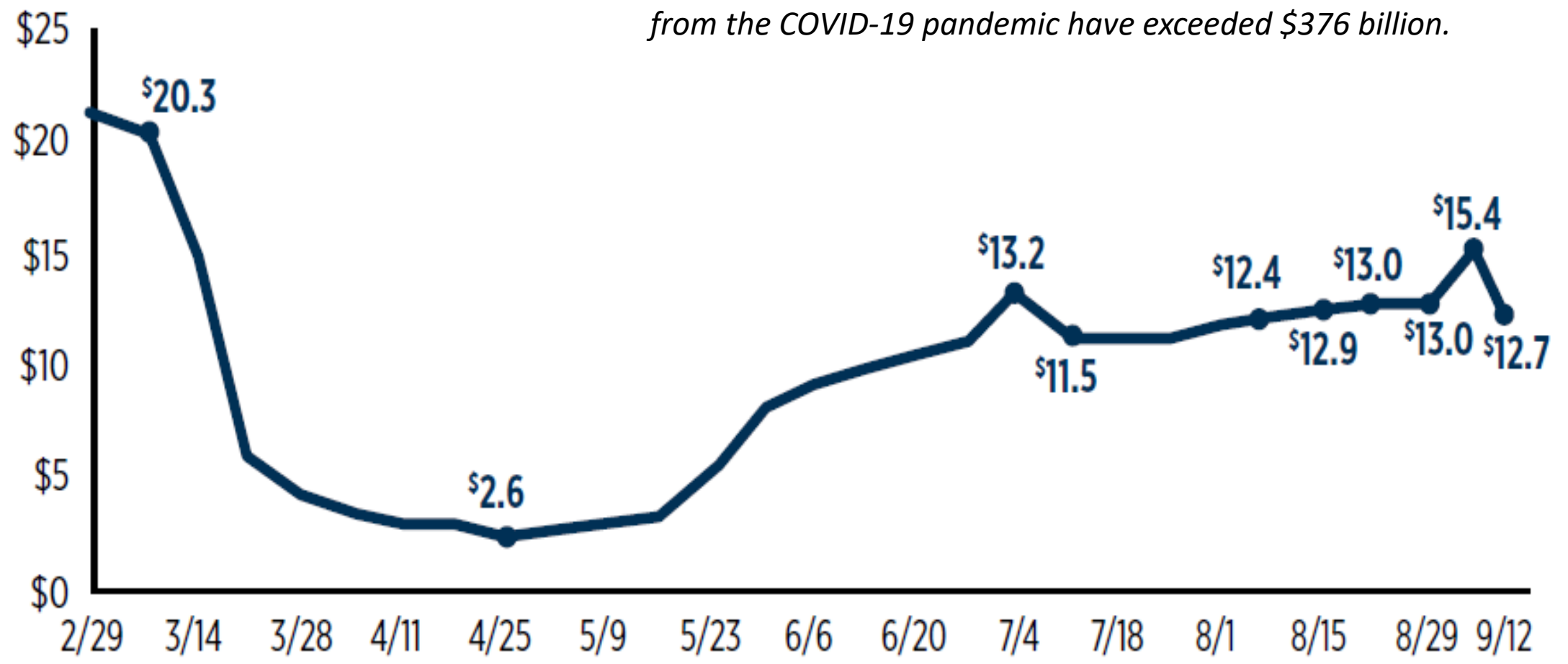


*COVID-19 &  
the State of the Travel Industry*

# National Weekly Travel Spending

(\$ billions)

*Since the beginning of March, the U.S. travel economy's losses from the COVID-19 pandemic have exceeded \$376 billion.*



Source: Tourism Economics

## North Carolina Weekly Travel Spending

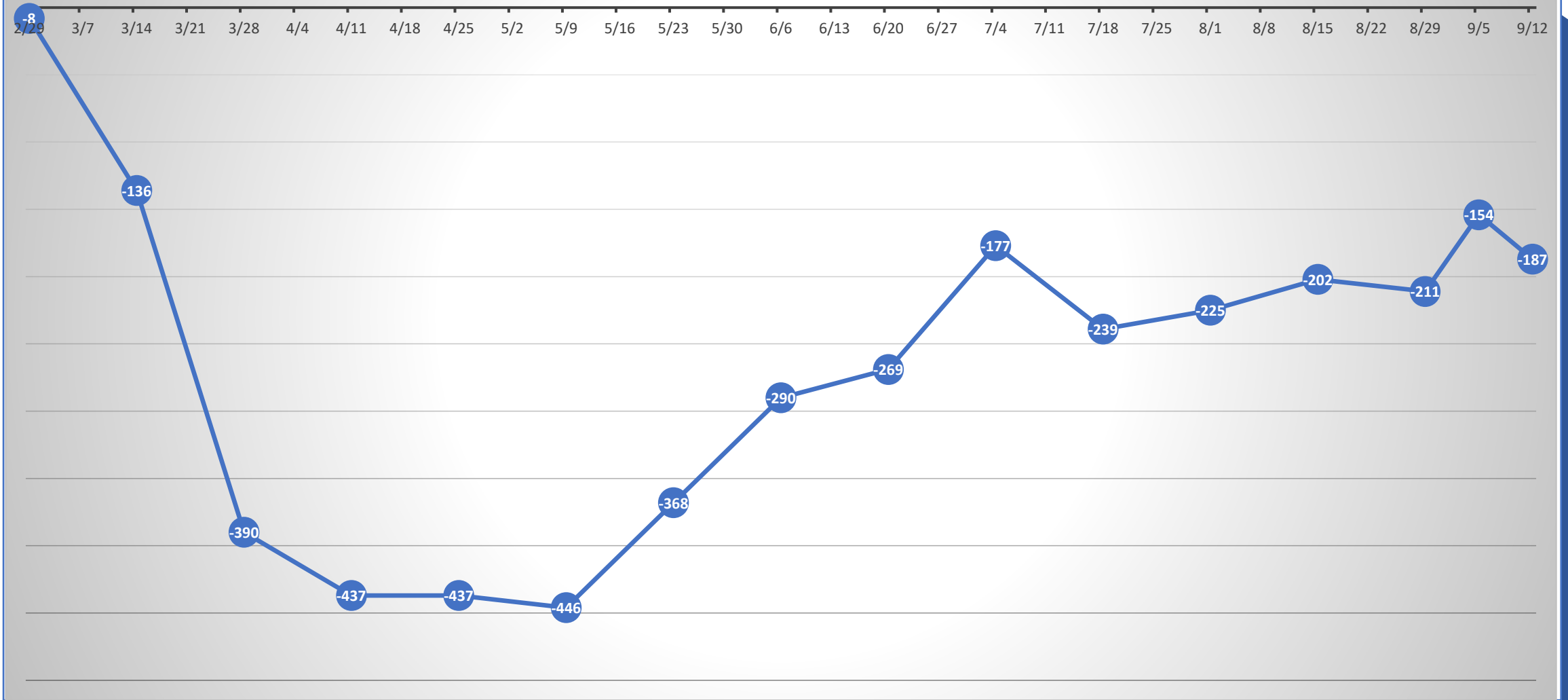
Week Ending	Year over Year % Change in Weekly Travel Spending															
	2/29	3/14	3/28	4/11	4/25	5/9	5/23	6/6	6/20	7/4	7/18	8/1	8/15	8/29	9/5	9/12
North Carolina	-2%	-26%	-75%	-83%	-86%	-84%	-70%	-53%	-48%	-32%	-43%	-42%	-37%	-39%	-30%	-36%

Week Ending	Year over Year Net Change in Weekly Travel Spending (\$ millions)															
	2/29	3/14	3/28	4/11	4/25	5/9	5/23	6/6	6/20	7/4	7/18	8/1	8/15	8/29	9/5	9/12
North Carolina	-8	-136	-390	-437	-437	-446	-368	-290	-269	-177	-239	-225	-202	-211	-154	-187

*“Weekly Coronavirus Impact on Travel Expenditures in the US”. US Travel Association. September 17, 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. September 17, 2020.

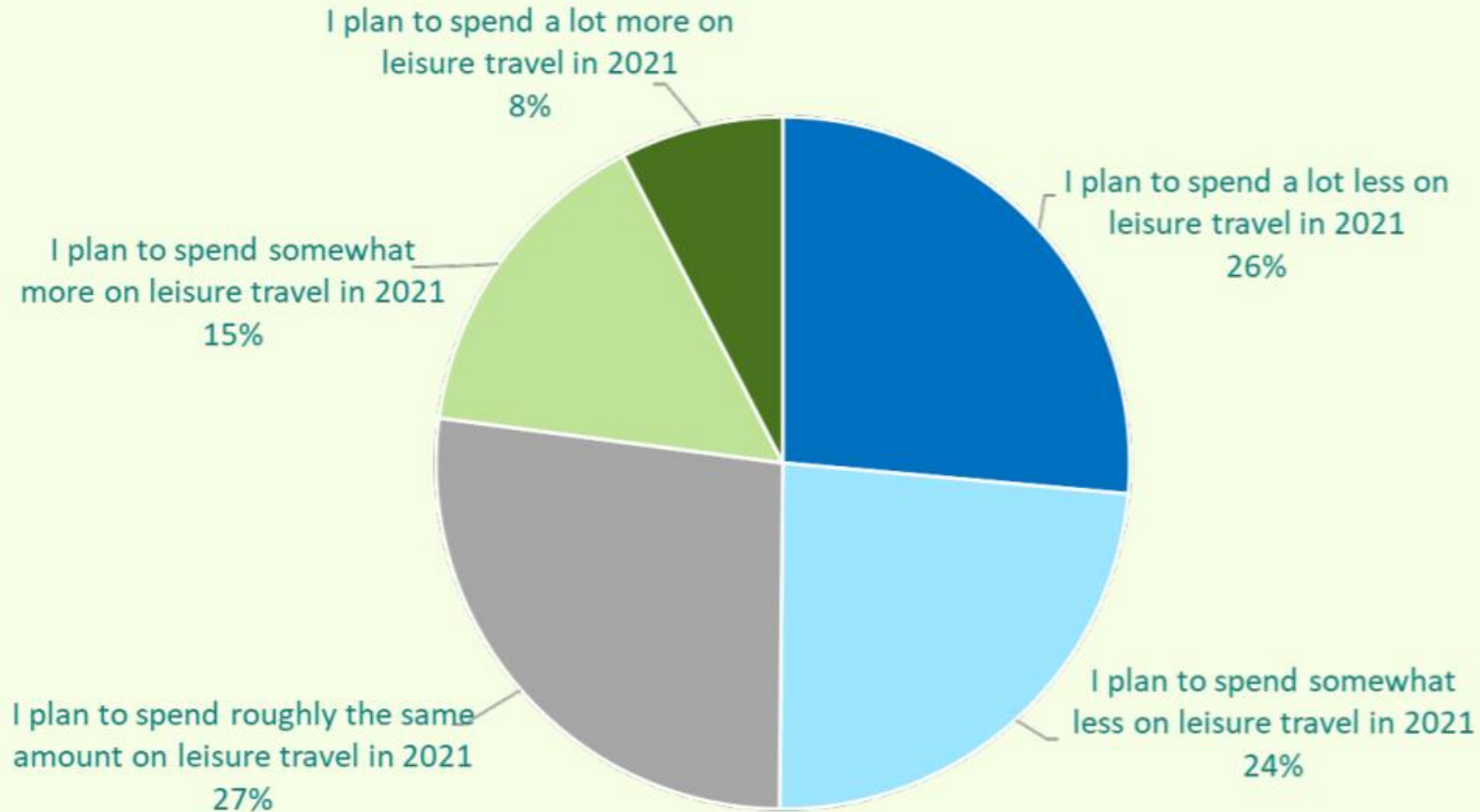
# MORE ARE READY TO TRAVEL FOR BUSINESS & PLEASURE

Looking ahead, please indicate how much you agree or disagree with each of the following statements...



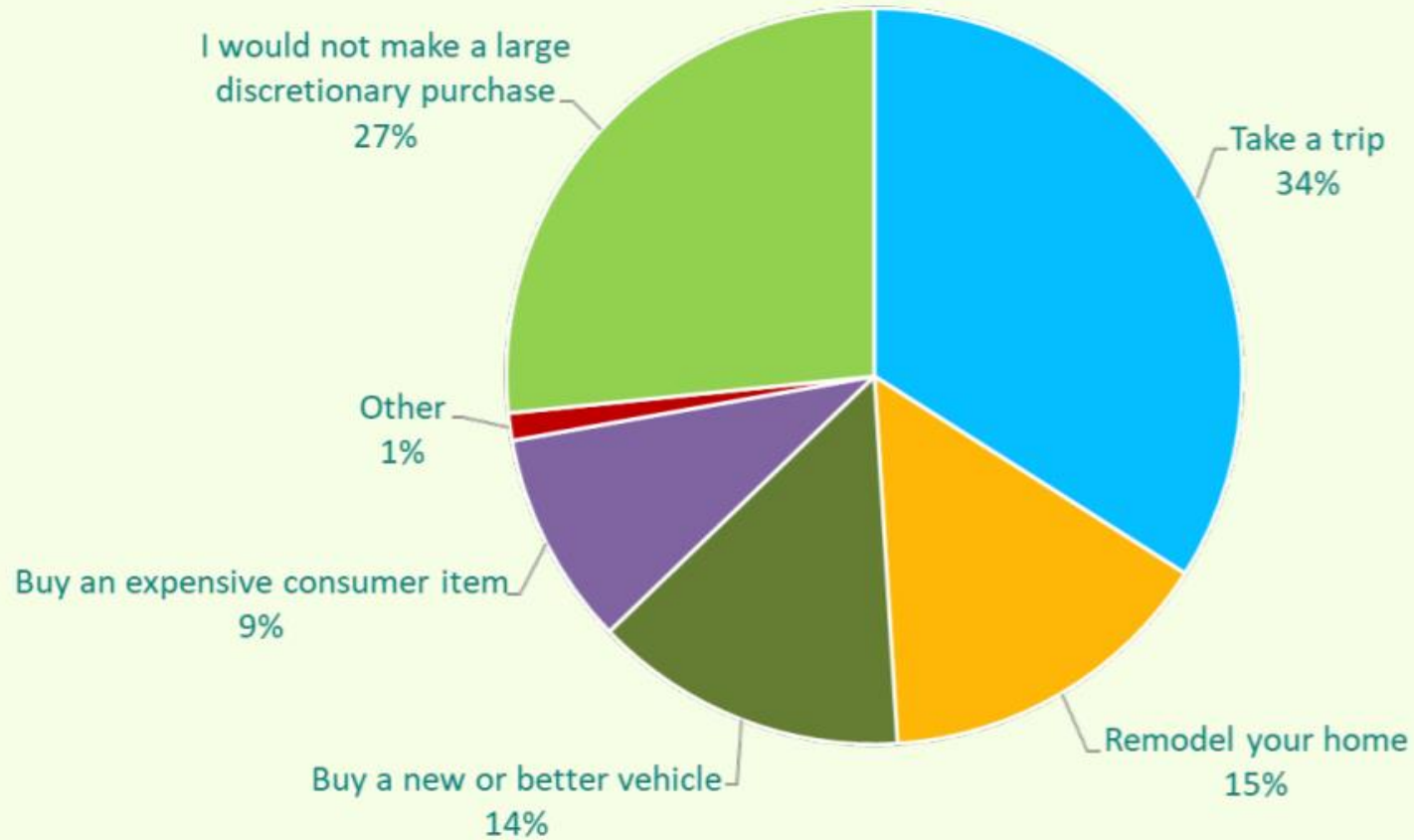
# HALF PLAN TO SPEND SAME OR MORE ON '21 LEISURE TRAVEL

With the pandemic and recession affecting spending on leisure travel in 2020, how might that affect your leisure travel plans in 2021?



# 1/3 WOULD TAKE A TRIP OF PANDEMIC ENDED TOMORROW

If the pandemic suddenly ended tomorrow, what one large discretionary purchase would you make?

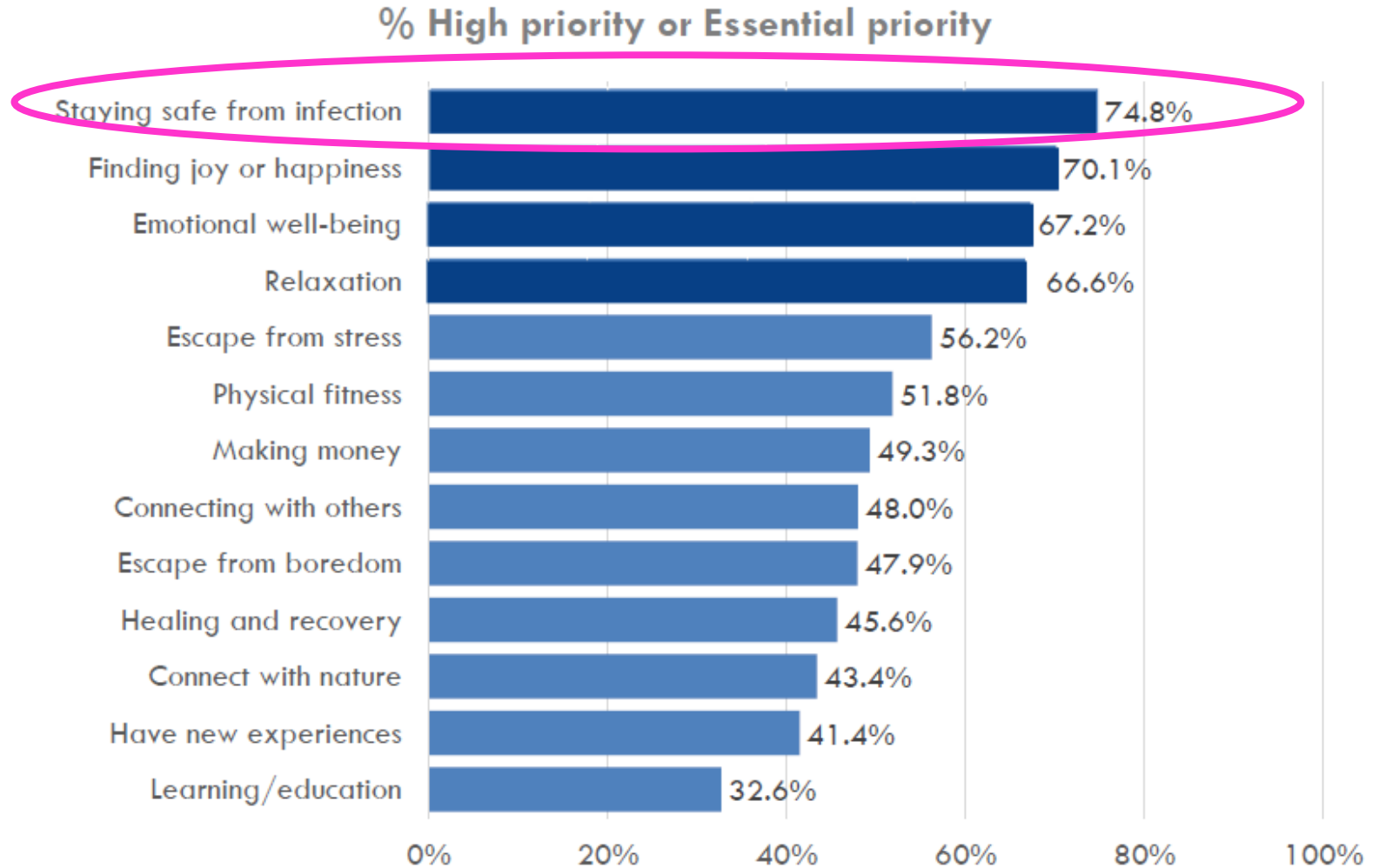




# LIFESTYLE PRIORITIES

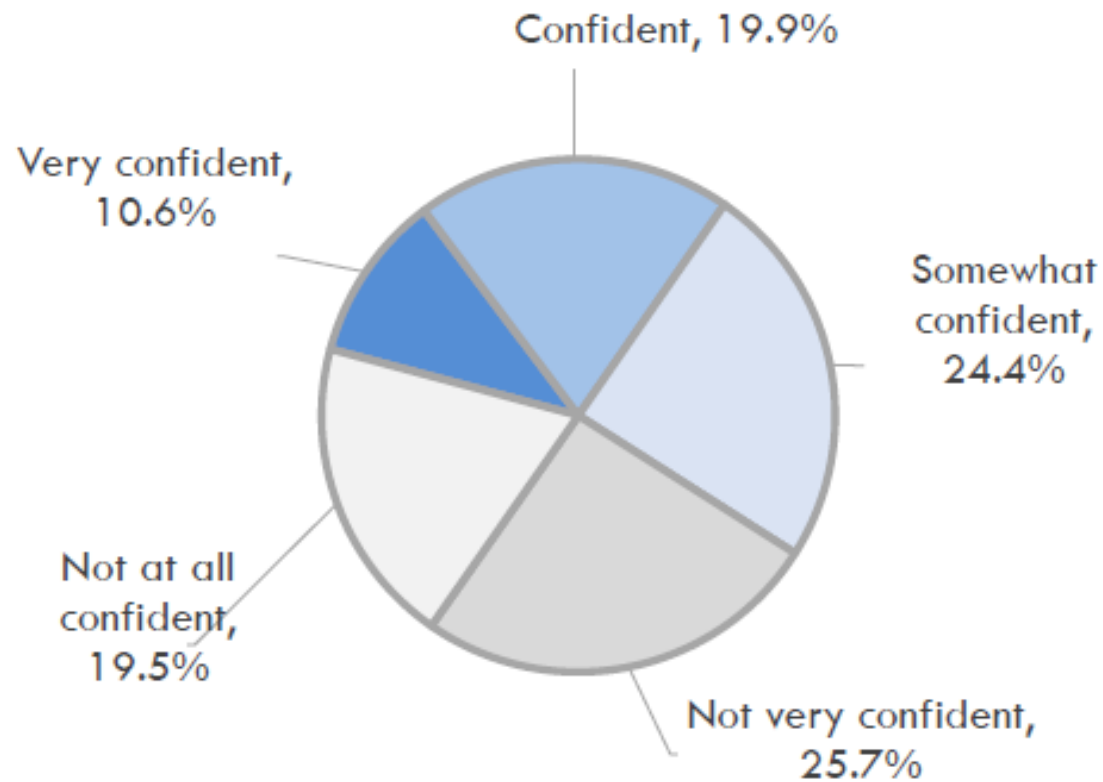
**Question:** Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS.

*(Base: Wave 28 data. All respondents, 1,200 completed surveys. Data collected September 18-20, 2020)*



# CONFIDENCE IN TRAVELING SAFELY

**Question:** How confident are you that you can travel safely in the current environment?

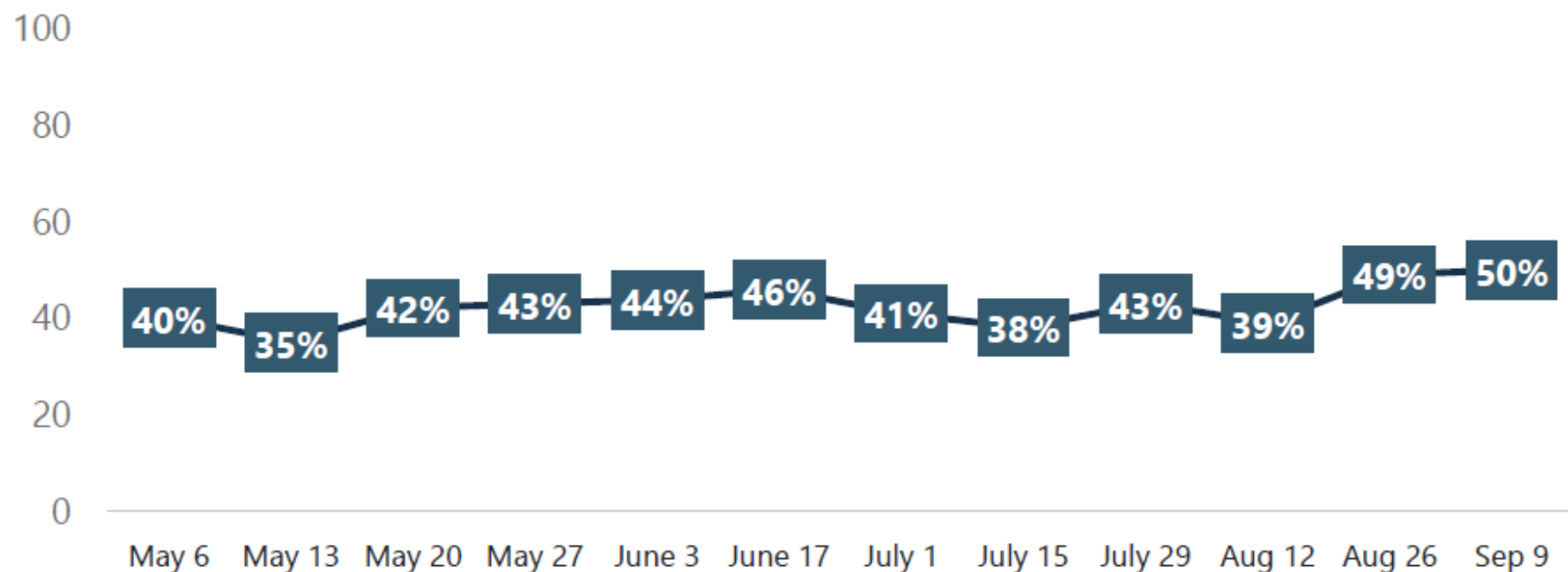


Confident: **30.5%**

Not Confident: **45.2%**

## TRAVEL PERCEPTIONS

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





## *Other Updates*



# Welcome Center & Museum

Now open again  
M-F; 10-4

# MUSEUM OF THE ALBEMARLE

# Upcoming Partner Free Promotion Opportunity



- Produce a series of 30 second vignettes
- Each will feature a local small business that is embracing Count on Me NC and showing safety to their customers
- Create a blog to highlight all the videos
- Push out on social media, YouTube and email



# Upcoming Partner Education Sessions



**October 6, 9:00-10:00am**

Count on Me NC Program; The Importance of Business Safety for Pandemic Success

**Speaker:** Lynn Minges, President & CEO of the North Carolina Restaurant & Lodging Association (NCRLA)

**November 2, 6:00-7:00pm**

Online Reputation Management and Virtual Customer Engagement Tools

**Presenter:** Miles Partnership

**November 16, time TBC**

COVID-19 Recovery Framework for Tourism and Hospitality Businesses

**Presenter:** Miles Partnership





# *Old Business*



# COAST GUARD

HALF MARATHON  
ELIZABETH CITY, NC





Original Date:	September 19, 2020
Rescheduled Date:	March 6, 2021
Pending:	Licensing agreement with USCG
Options (still TBD):	Virtual event Hybrid event with limited in-person runners Postpone to 2022



*New Business*

# DMAP

DESTINATION MARKETING  
ACCREDITATION PROGRAM

## **Crisis Communications Plan**

11.2 The DMO maintains an updated crisis communications plan.

This plan should outline what the DMO will do to communicate with its customers and stakeholders before, during and after a crisis situation. It should indicate who the DMO spokesperson is and how the messaging will be delivered if normal channels are disrupted.



**Thank you!**