



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | OCTOBER 22, 2020



Marketing Updates

FREE Webinars - Share & Sign Up!



November 2: 6pm

FB event:

[Online Reputation Management and Virtual Customer Engagement Tools for Small Business](#)

Registration Link:

<https://www.ncsbc.net/workshop.aspx?ekey=150400100>

November 16: 3pm

FB event:

[COVID-19 Recovery Framework for Tourism and Hospitality Businesses](#)

Registration Link:

<https://www.ncsbc.net/workshop.aspx?ekey=150400101>





<https://visitezabethcity.com/Blog/COMNC-Reopening-Safely>



Our E-City Microsite

Expecting stories from:

- Bettie Parker, Mayor
- Jessa Trotman, local artist
- Crystal Etheridge, Coast Guard spouse
- Jared Turner, local EMT
- Tommy Wooten, Sheriff





- Leverage the NC Tourism Promotion grant to create a NEW Digital Experience Passport that targets locals and visitors, driving consumers directly into participating local businesses.
- Mobile and Web users can instantly access info & offers
- Launched in time for the holiday shopping season.
- **Participation is FREE – businesses just need to provide & info and sign up.**



Marketing Budget Update

	<i>Original Budget</i>	<i>Proposed Revised Budget</i>
Sub-Total Marketing & Promotions	\$175,000.00	\$214,377.12
Our State Grant discount received		(\$6,985)
Visit NC Grant discount received		(\$40,000)
Cares Act funding from County		(\$20,000)
SBC collaboration		(\$2,400)
NC Tourism Recovery Grant		(\$10,000)
Sub-total Grants / Funding		(\$79,385)
TOTAL	\$175,000.00	\$134,992.12

Photoshoot
Update
*Thanks, Abel &
family!*









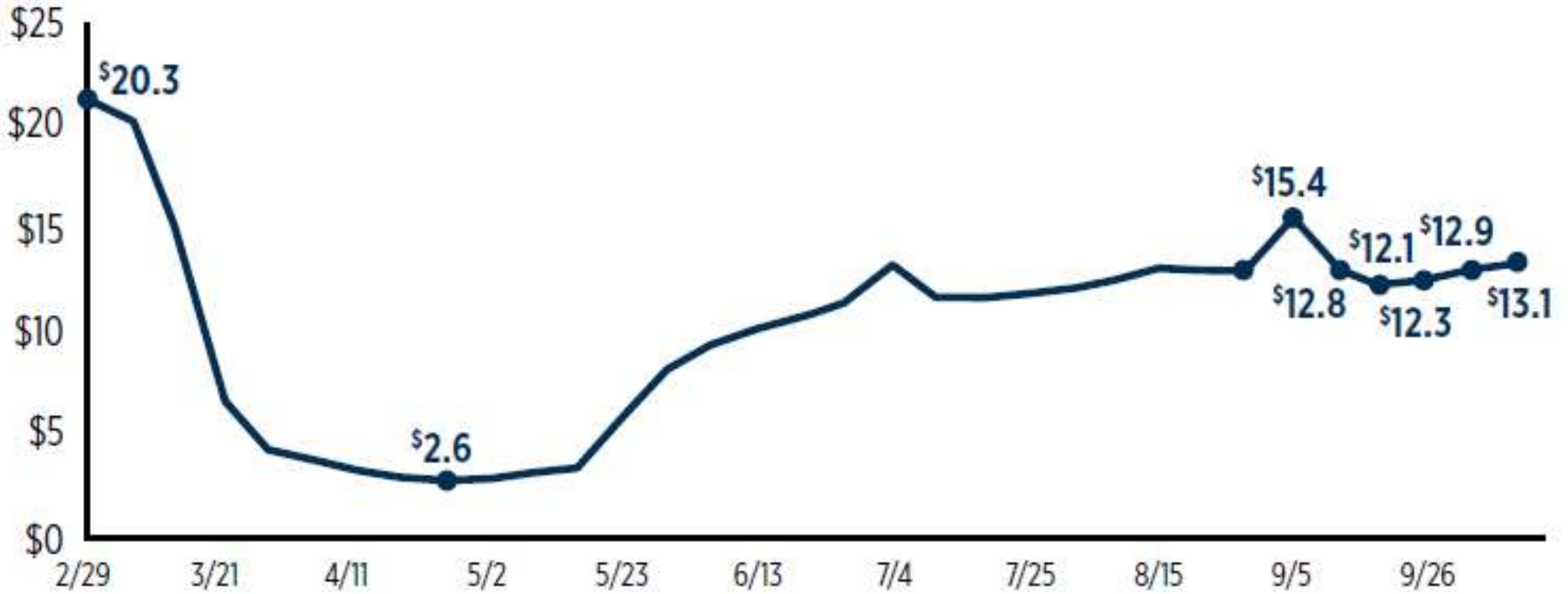




*COVID-19 &
the State of the Travel Industry*

National Weekly Travel Spending (\$ billions)

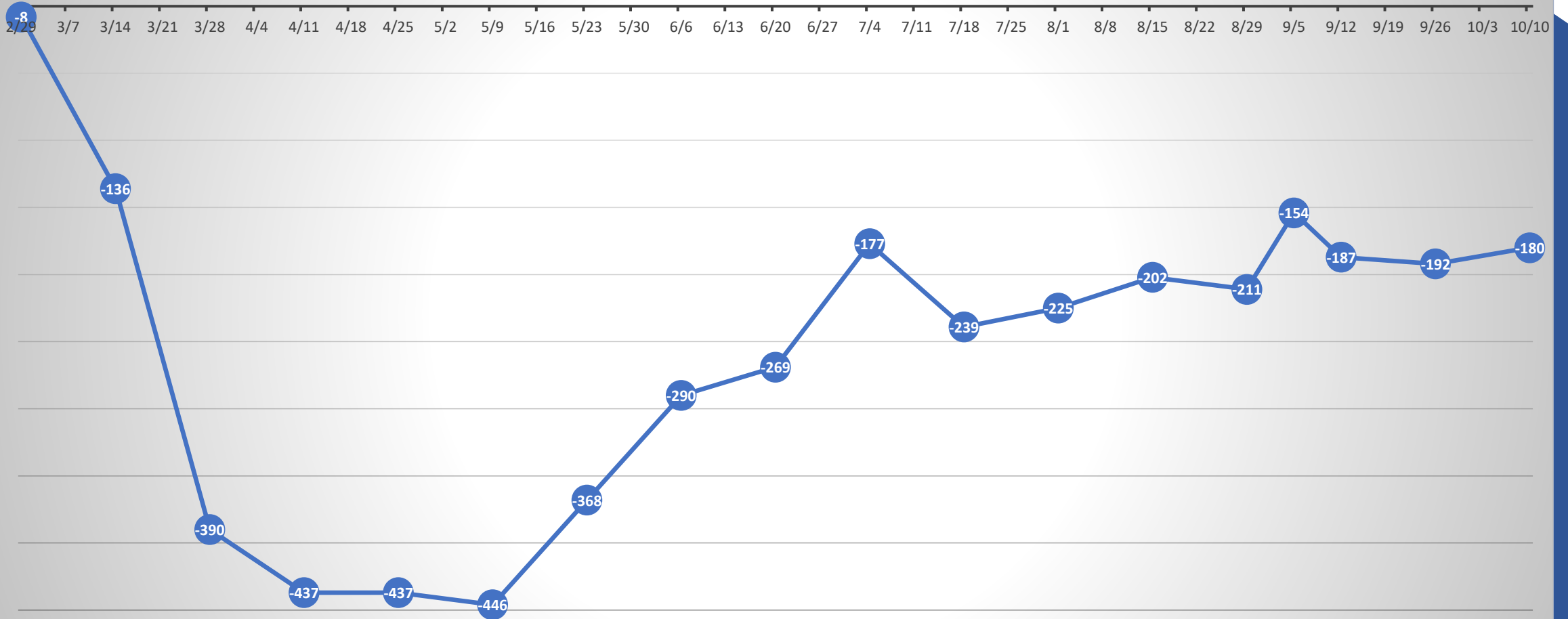
Since the beginning of March, the U.S. travel economy's losses from the COVID-19 pandemic have exceeded \$415 billion.



Source: Tourism Economics

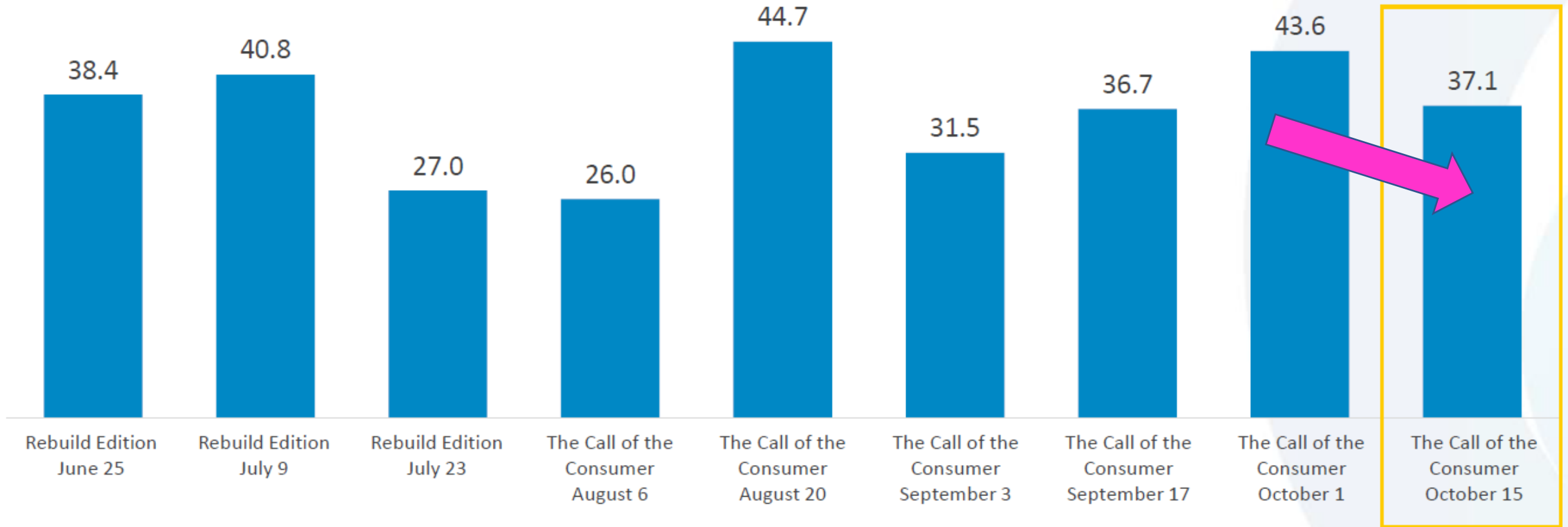
Year over Year Net Change in Weekly Travel Spending (\$ millions)

North Carolina



The *Call of the Consumer* research continues to illuminate what is necessary for the travel and tourism industry to recover. That is, COVID-19 case counts must consistently decline in order for the COVID-19 Confidence Index to rebound and travel intentions increase.

H2R COVID-19 Confidence Index



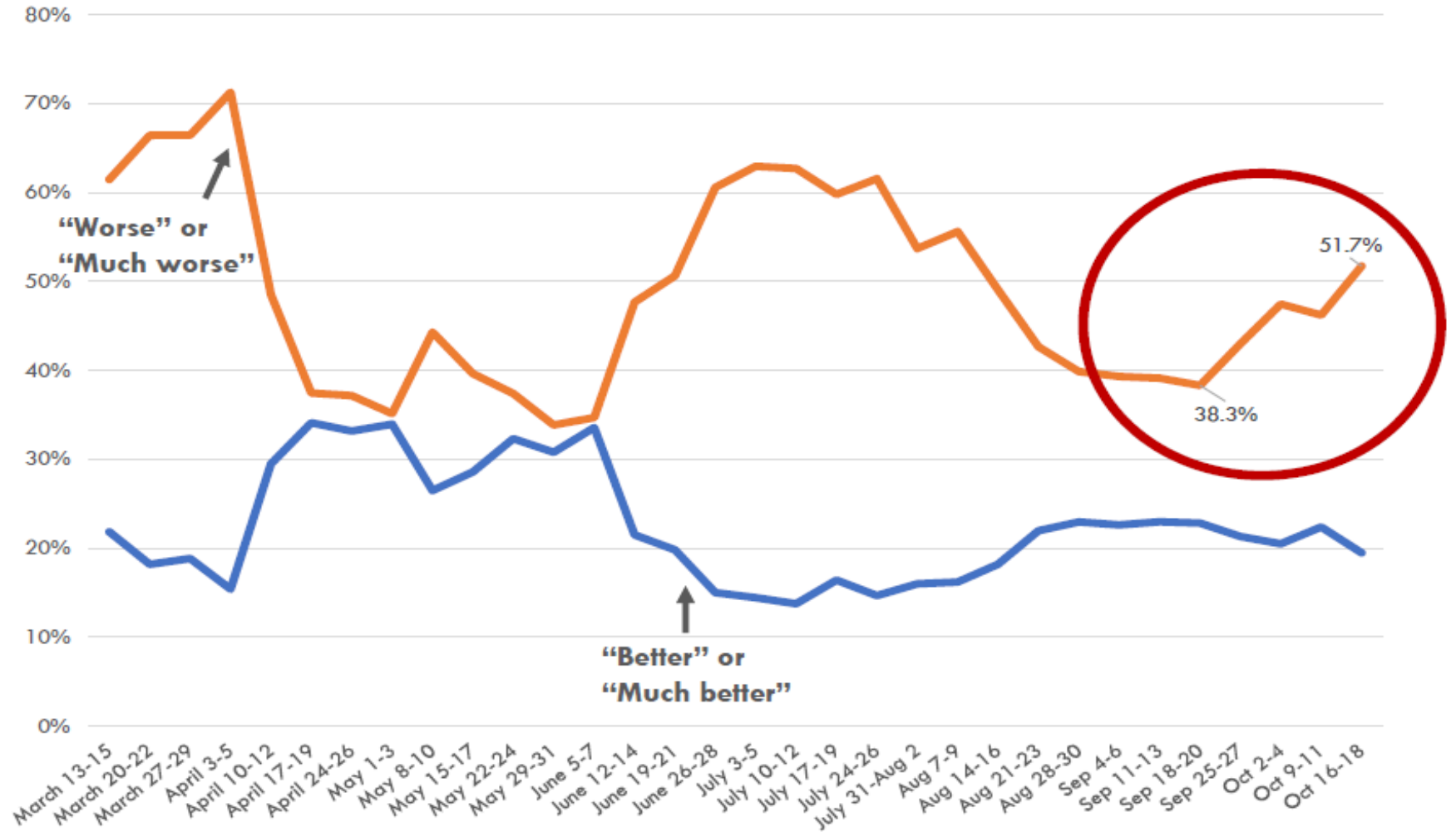
EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK

MARCH 15 – OCTOBER 18

BETTER OR MUCH BETTER

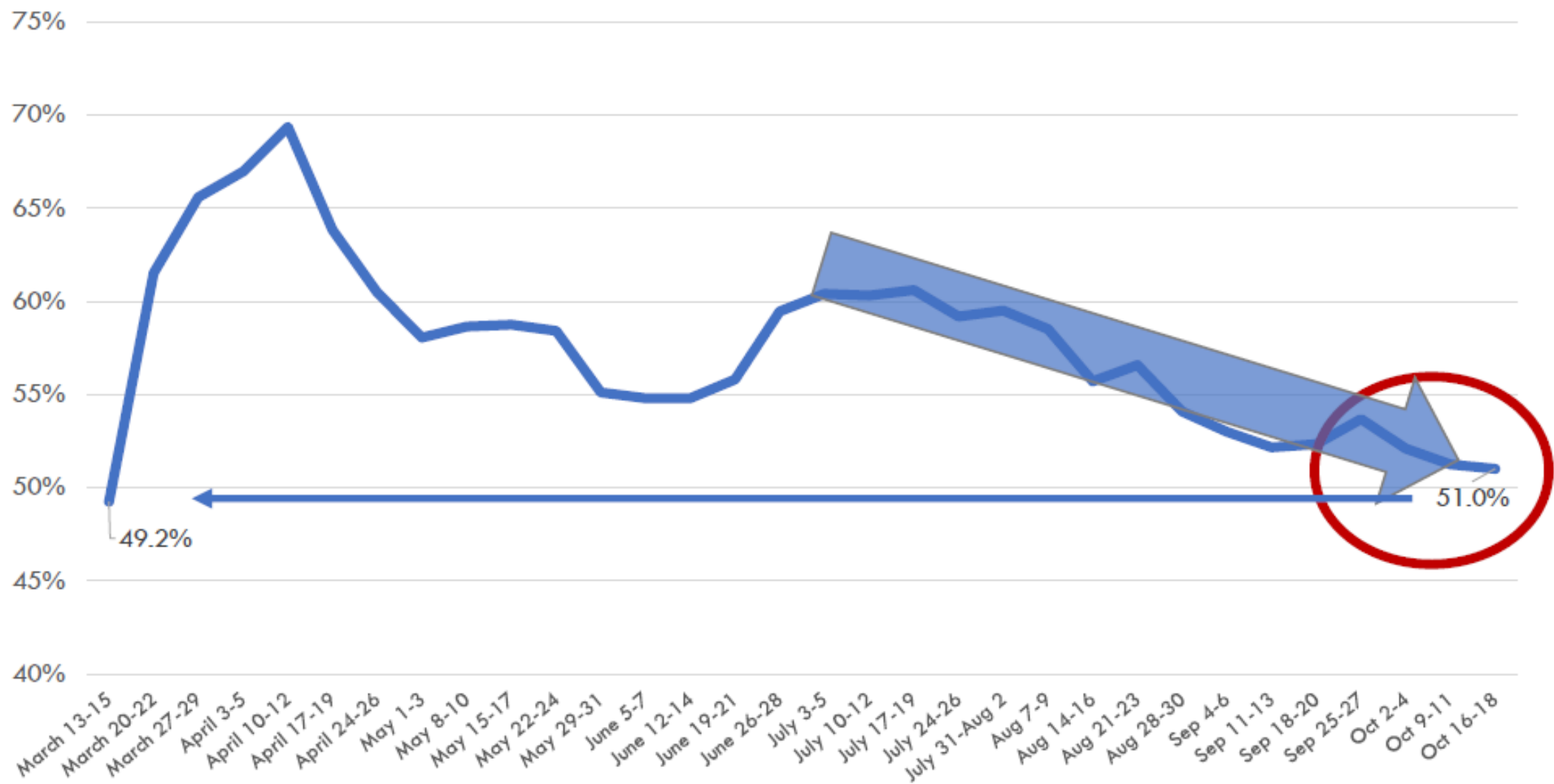
WORSE OR MUCH WORSE

Pessimism about the course the virus will take in the U.S is now clearly on a renewed growth path. Nearly three-quarters of American travelers feel it's likely our country will have another wave of infections this year; less than 8 percent feel it's unlikely.



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-32 COMPARISON)

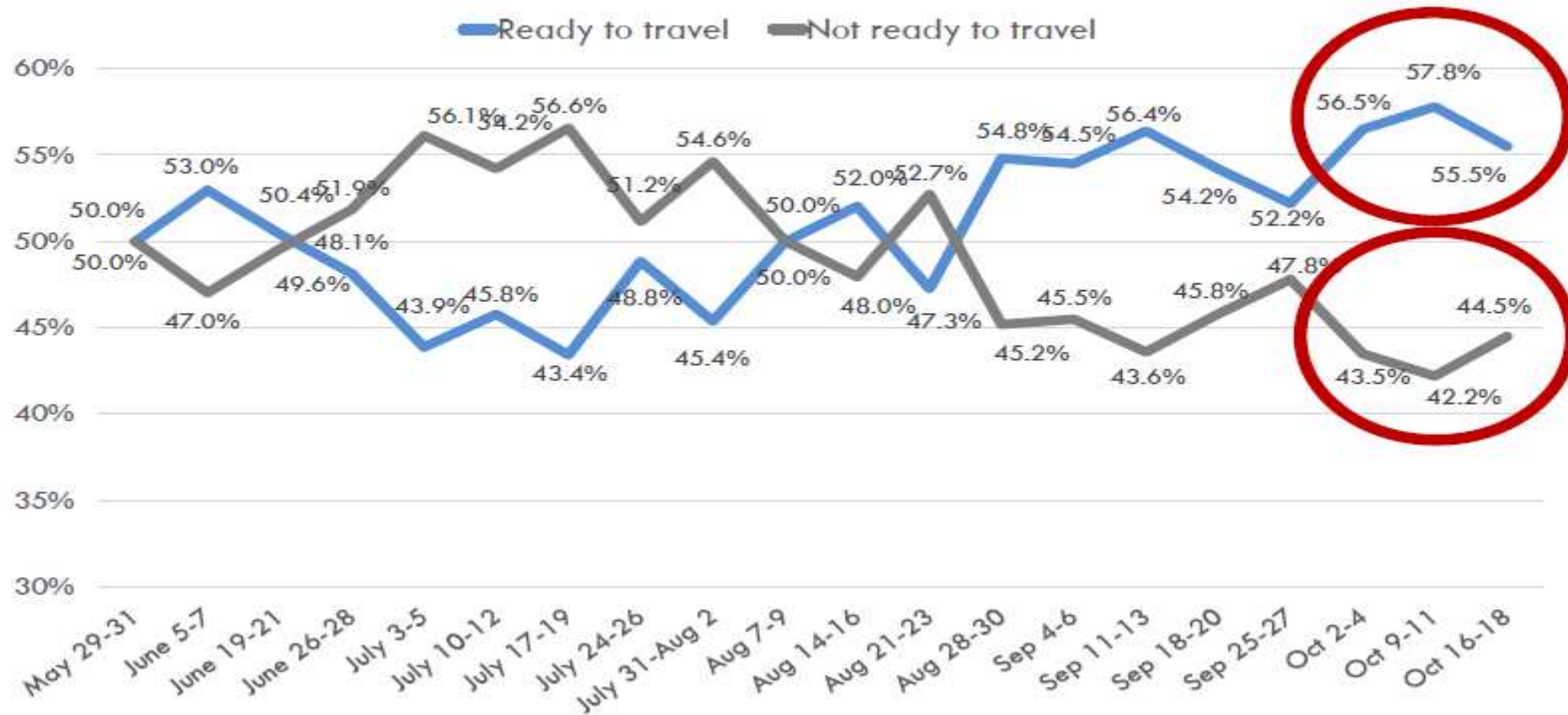
% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITIES TESTED)



TRAVEL STATE-OF-MIND

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)

Historical data

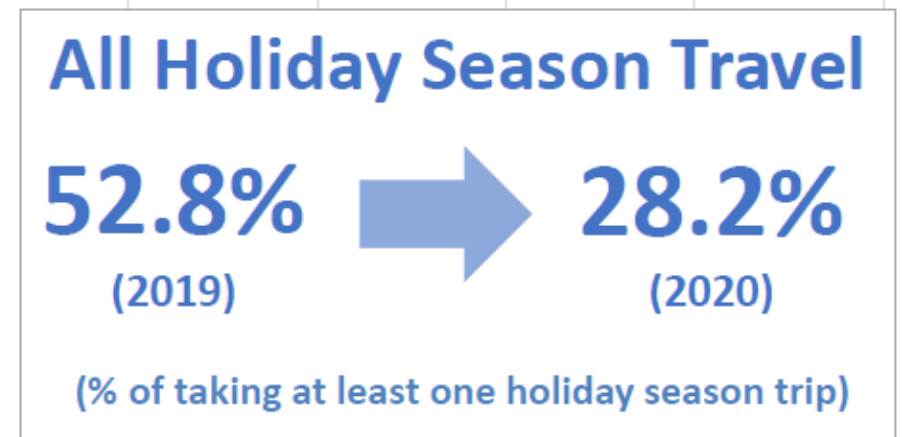


HOLIDAY TRAVEL PLANS



25% of respondents surveyed in mid-September plan to take a vacation by the end of the year

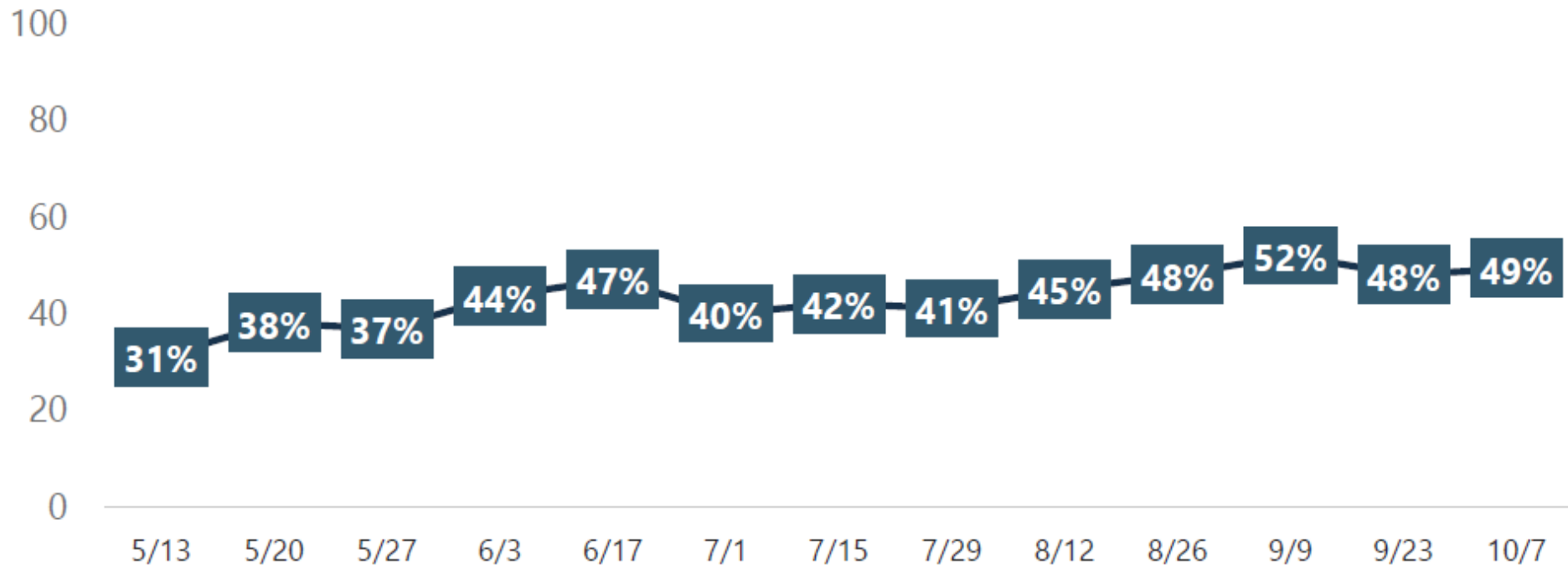
67% of those responding to an early October survey say they are uncertain about whether to take a vacation.



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





Health and safety on the mind

69%

of travellers cite cleanliness & health measures as a critical component of travel brands' crisis response

89%

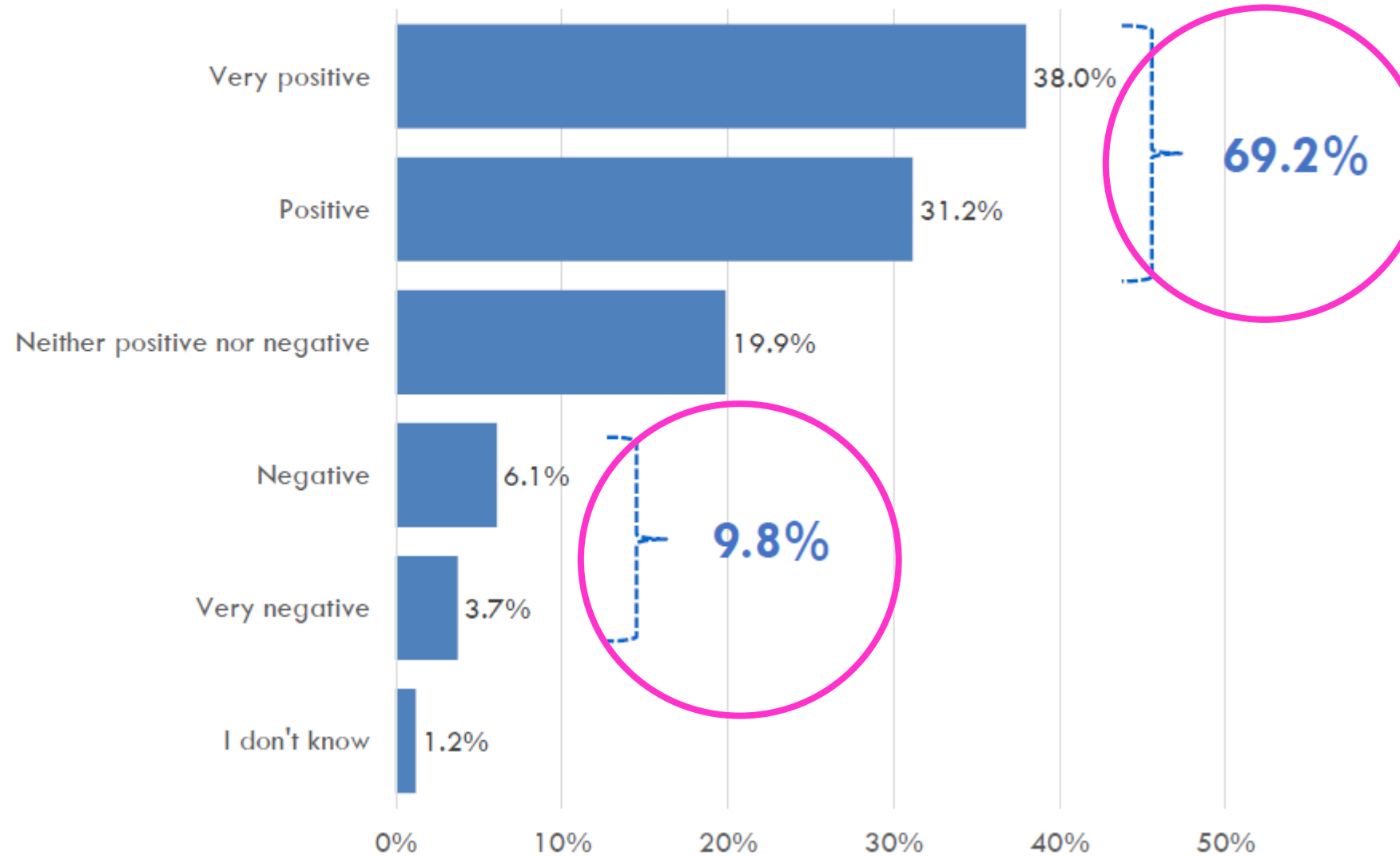
of Americans are more conscious of germs now than before COVID-19

OPINIONS OF FACE MASKS IN TRAVEL ADVERTISEMENTS

Question: The people appearing in this advertisement were wearing masks.

Which best describes how you feel about use of masks in this advertisement?

(Base: Wave 31 data. All respondents, 1,203 completed surveys. Data collected Oct. 9-11, 2020)



WHAT CAN LOCAL BUSINESSES DO?



PROMOTE SAFETY!



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>
<i>Month To Date – September, 2020</i>														
Occupancy	57.2%	-13.2% from Sept '19	59.2%	-1.5%	33.1%	-39.9%	59.6%	-21.7%	69.9%	+8.9%	63.4%	-2.9%		
ADR	\$88.18	-5.0%	\$85.16	-4.6%	\$74.60	-6.6%	\$97.20	-19.4%	\$194.68	22.2%	\$81.92	-8.0%		
RevPAR	\$50.45	-17.5%	\$50.45	-6.0%	\$24.69	-43.8%	\$57.90	-36.8%	\$136.14	33.1%	\$51.90	-10.6%		
<i>Year to Date – September 2020</i>														
Occupancy	50.3%	-21.7%	51.0%	-19.2%	33.3%	-37.8%	59.3%	-25.9%	51.7%	-19.6%	49.2%	-23.6%		
ADR	\$85.84	-7.3%	\$82.36	-6.6%	\$73.43	-6.3%	\$98.21	-14.0%	\$196.26	6.2%	\$82.65	-12.2%		
RevPAR	\$43.18	-27.4%	\$42.00	-24.6%	\$24.45	-41.7%	\$58.23	-36.3%	\$101.50	-14.6%	\$40.65	-32.9%		

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: 6 out of 17 properties; total rooms: 687/1095; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



Old Business



New Business



Thank you!