



# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | AUGUST 22, 2019



## Executive Director's Meetings and Activities July 21, 2019 – August 17, 2019

- July 22 – Met with Phil Donahue and Nita Coleman – Love Your River Event
- July 22 – Presented Strategic Plan to FOMOA
- July 22 – Call with Ann from Mettle Events
- July 23 – Meeting with Gwen & Rhonda
- July 23 – Call with John from Set Up Events
- July 24 – Met with Ben from Compro
- July 24 – Manned the tourism table at the Coast Guard Welcome Expo
- July 24– Presented Strategic Plan to AoA
- July 25 – Attended TDA Meeting
- July 25 – Met with Dean Mattix; YMCA at the Pines
- July 26 – Held Staff Meeting
- July 29 – Attended Harbor Town Ferry Project Meeting
- July 30 – Agency Planning Call – Co-Op Commissioned Photo Shoot
- July 31 – Call with Donna Winborne
- August 1 – Volunteered at Coast Guard Day
- August 2 – Call with Vickie (Winborne)
- August 2 – Met with Debbie regarding ECSU Welcome Week
- August 5 – Call with Trip Advisor
- August 6 – Attended ECEDC Ribbon Cutting and Reception
- August 6 – Participated in Historic Ghost Walk meeting
- August 7 – Held Staff meeting
- August 7 – Attended Committee of 100 Luncheon
- August 9 – Call with Sam Dean (Photographer)
- August 9 – Lunch meeting with Michelle Ball (ECSU)
- August 10 – ECSU Welcome Week presentation for students
- August 12 – Google DMO Kickoff Meeting
- August 12 – STEM Ribbon Cutting (ECSU)
- August 13 – NC East Coast Greenway Committee Meeting in Raleigh
- August 13 – Attended Women's Conference Planning Committee
- August 14 – Call with Brian at TwoSix Digital
- August 15 – Attended ECDI Board Meeting
- August 15 – Held Finance Committee Meeting
- August 15 – Visit NC Partner Photo Shoot begins....
- August 16 – Visit NC Partner Photo Shoot
- August 17 – Visit NC Partner Photo Shoot

FYI - Vacation

AUGUST 31-  
SEPTEMBER 14

## 2019 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 – July 2019</i>														
Occupancy	70.3%	+6.4% from July '18	60.3%	-5.1%	56.9%	+3.6%	83.3% <i>**Rooms Avail: -19.6%</i>	+13.4% <i>**Rooms Sold: -8.8%</i>	76.5%	-3.7%	71.3%	+0.7%		
ADR	\$104.52	+0.8%	\$88.82	+9.3%	\$80.26	+5.6%	\$122.85	+15.7%	\$238.25	+1.6%	\$101.65	+4.0%		
RevPAR	\$73.46	+7.3%	\$53.59	+3.7%	\$45.71	+9.4%	\$102.37	+31.2%	\$182.18	-2.2%	\$72.49	+4.6%		
<i>Year to Date – January to July 2019</i>														
Occupancy	63.6%	+9.1% from 2018	64.4%	+9.4%	54.5%	+5.8%	81.2%	+18.0% <i>**Rooms Sold: -5.2%</i>	61.1%	-1.3%	62.5%	-9.5%		
ADR	\$91.42	+0.3%	\$87.38	+8.1%	\$81.03	+3.2%	\$112.76	+12.3%	\$167.64	+2.4%	\$93.95	+5.2%		
RevPAR	\$58.12	+9.4%	\$56.26	+18.2%	\$44.13	+9.1%	\$91.59	+32.6%	\$102.47	+1.1%	\$58.68	-4.8%		

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: 10/12 properties; total rooms: 934/990

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

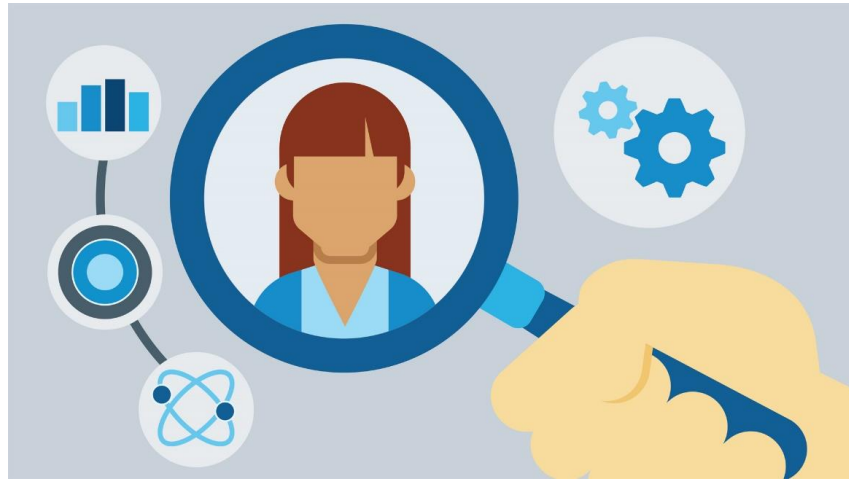
# Collaborative Wayfinding Project

- RFP published – 8/1/2019
- Letters of Intent Received – 8/20/2019
- Proposals Due – 9/20/2019
- Present to Boards – October 2019





# Marketing Update



- Surveys programmed & in the field week of 8/12
- Approximately 30% complete
- Estimated presentation of research results at September meeting.



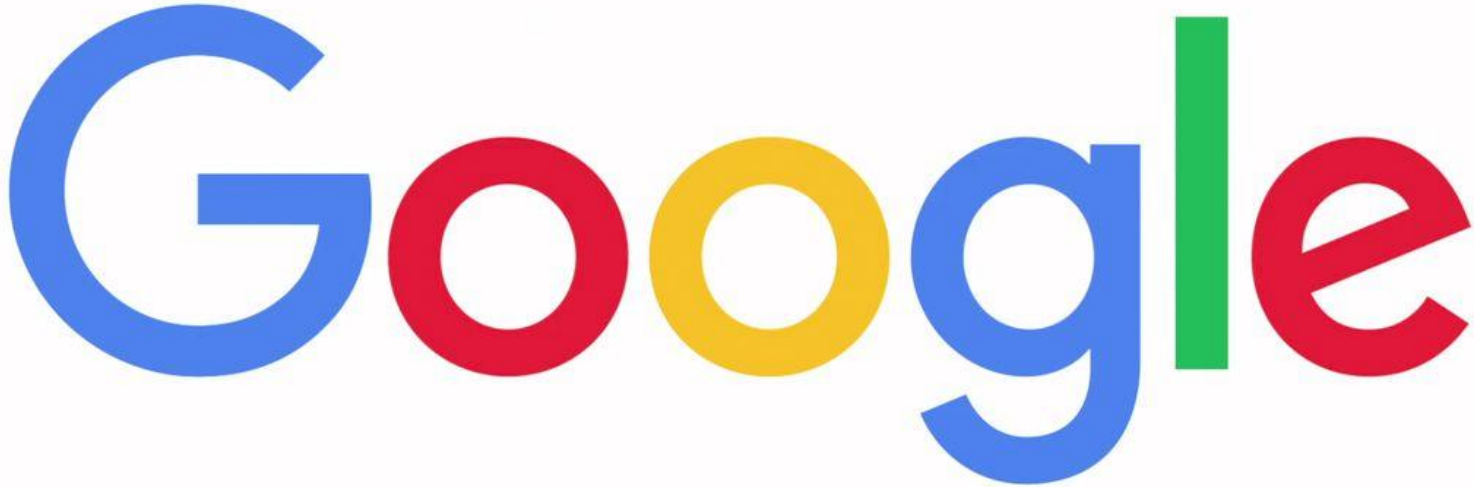










The Google logo is centered in the upper half of the image. It consists of the word "Google" in its signature multi-colored font: a blue 'G', a red 'o', a yellow 'o', a blue 'g', a green 'l', and a red 'e'.

Google

The North Carolina logo is centered below the Google logo. It features a stylized, teal-colored "NC" in a script font, with the words "NORTH CAROLINA" in a smaller, teal, sans-serif font directly underneath.

NC  
NORTH CAROLINA

Liam's I-want-to-get-away moments included over **7,000** digital travel touchpoints\* over 4 months.



534  
Google Searches



1,400  
Images (Including Google Street View, Maps, and other image views)

Types of sites visited:



49% Online travel agency (OTA)



3% Transportation



20% Maps



2% Air



12% Metasearch travel sites



2% Accommodation



8% Searches



2% Social

Website and  
Owned Channels


\*Touchpoints = searches, website visits, video views, clicks

think with Google

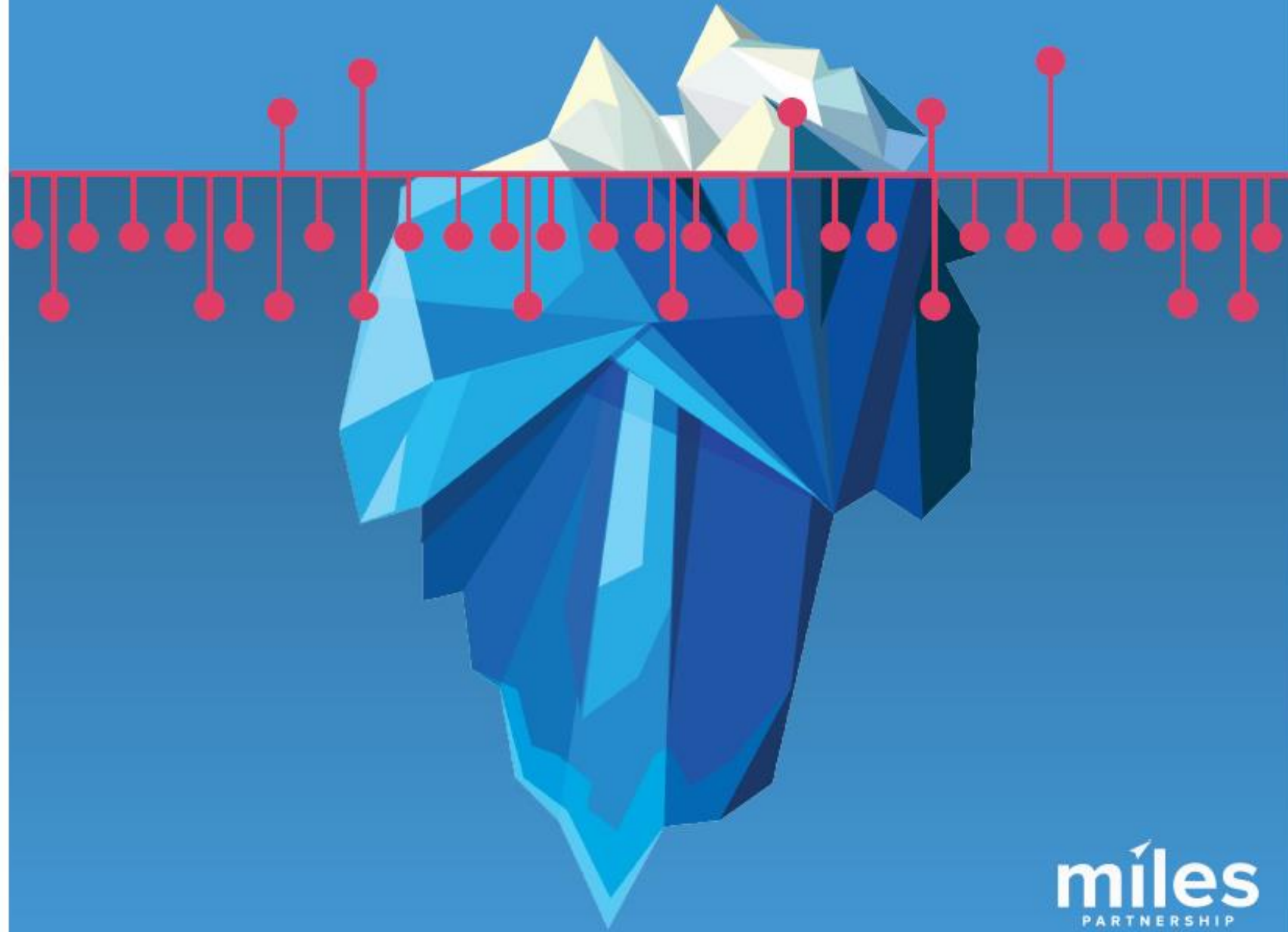
**7,000** digital travel touchpoints over a four month decision making cycle

**Some of these touchpoints we know**, because they're owned channels and campaigns.

Website and Owned Channels

An iceberg diagram illustrating touchpoints. The visible tip above the water line is labeled 'Website and Owned Channels' and consists of several yellow and white geometric shapes. Below the water line, the submerged part of the iceberg is much larger and composed of various shades of blue and teal geometric shapes. A red horizontal line separates the visible tip from the submerged part. Several red vertical lines with circular heads are positioned along the water line, representing other touchpoints.

But there are **thousands more touchpoints** that are happening below the surface, **that we don't see.**





Touchpoints that  
are happening  
**inside Google's**  
products...



The **goal** of the program is to give the destination tools to **influence content** throughout more parts of the consumer booking journey.





How **local businesses look** is an important part of how **your destination looks** when a potential visitor is planning a trip.

Destination  
Perception



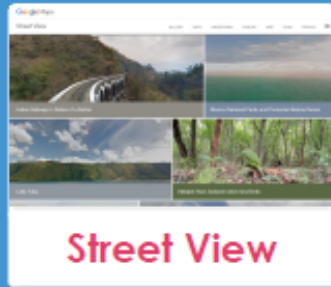
Products



Search



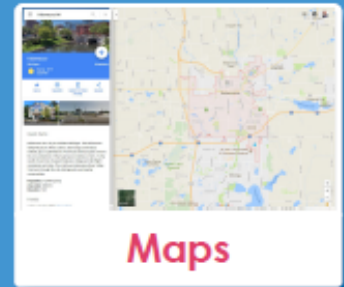
YouTube



Street View



Travel Guides



Maps

Map Listings



Hotels



Restaurants



Museums



Parks



Etc.

**Museum of Modern Art** ×

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 24 Google reviews  
Museum in Queens, New York

Library branch of the Museum of Modern Art housing pre-1940 books, plus periodicals & catalogs.  
**Address:** 45-20 33rd St, Long Island City, NY 11101  
**Hours:** Open - Closes 8PM ▼  
**Phone:** (718) 670-7780

[Suggest an edit](#) · [Own this business?](#)

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**Know this place?** Answer quick questions

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**Questions & answers**  
See all questions (2) [Ask a question](#)

**Popular times** 📅 [Fridays](#)

11 AM: Usually a little busy

9a 12p 3p 6p 9p

[More photos](#)

[Send to your phone](#) [Send](#)

**Review summary** 📝 [Write a review](#)

5 ██████████ 4.6

*Up-to-date profiles are:*

**2.7X** more likely to be considered reputable.<sup>1</sup>

**70%** more likely to attract location visits.<sup>1</sup>

**50%** more likely to lead to a purchase.<sup>1</sup>

<sup>(1)</sup> Ipsos research: Benefits of a complete listing 2017



Trips



Explore



Flights



Hotels



Packages

Travel guide

Things to do



Photo by D. R.



Photo by Museum of the A

# Elizabeth City

City in North Carolina

Elizabeth City is a city in Pasquotank County, North Carolina, in the United States. As of the 2014 census, it had a population of 18,047. Elizabeth City is the county seat and largest city of Pasquotank County. It is the cultural, economic and educational hub of the sixteen-county Historic Albemarle region of northeastern North Carolina. Elizabeth ... [Read more](#)

About 40,000,000 results (0.56 seconds)

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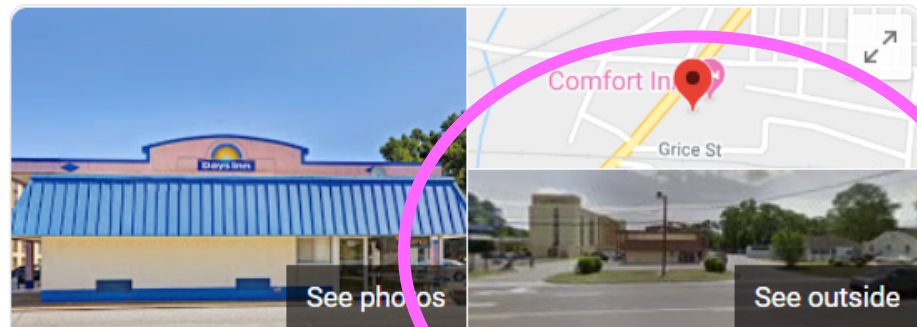
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Our Days Inn Elizabeth City hotel, near Elizabeth City State University, is the perfect place to stay



## Days Inn by Wyndham Elizabeth City

Website Directions Save

3.0 ★★★★★ 125 Google reviews

2-star hotel

**BOOK A ROOM**

**Address:** 308 S Hughes Blvd, Elizabeth City, NC 27909

**Phone:** (252) 335-4316

**Check availability**

Sun, Sep 1 Mon, Sep 2 2

**Booking.com** Read Real Guest Reviews · Get Instant Confirmation \$61

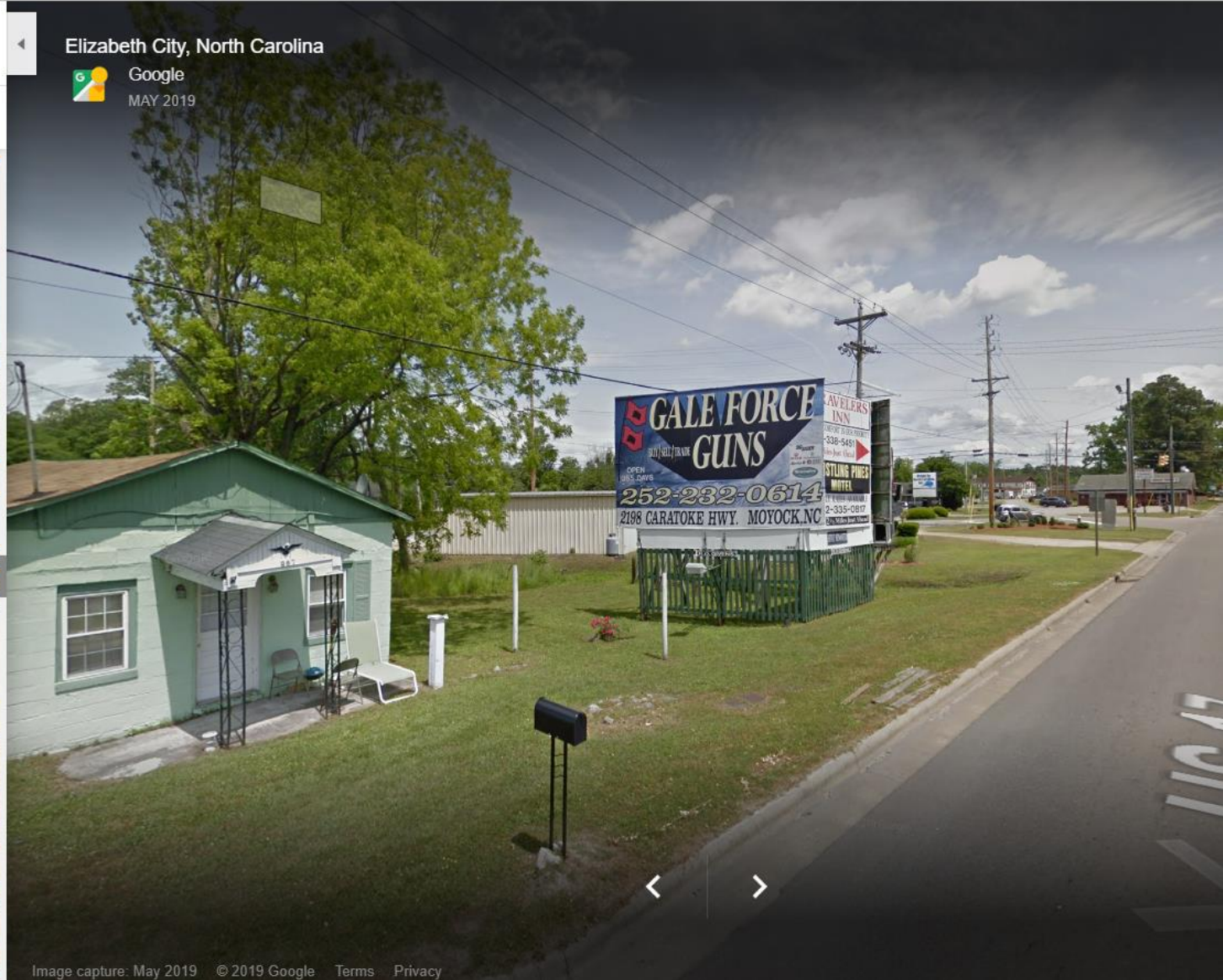
← Days Inn by Wyndham Elizabeth City

All Rooms From visitors By owner



← Elizabeth City, North Carolina

Google  
MAY 2019





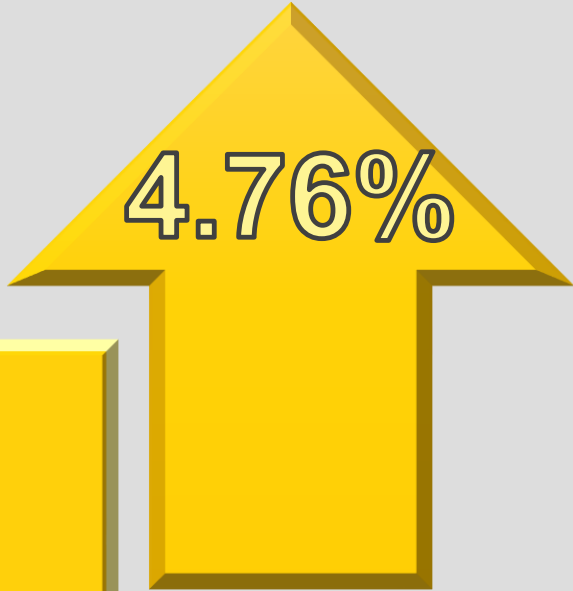


Tourism put more than **500 local people to work**

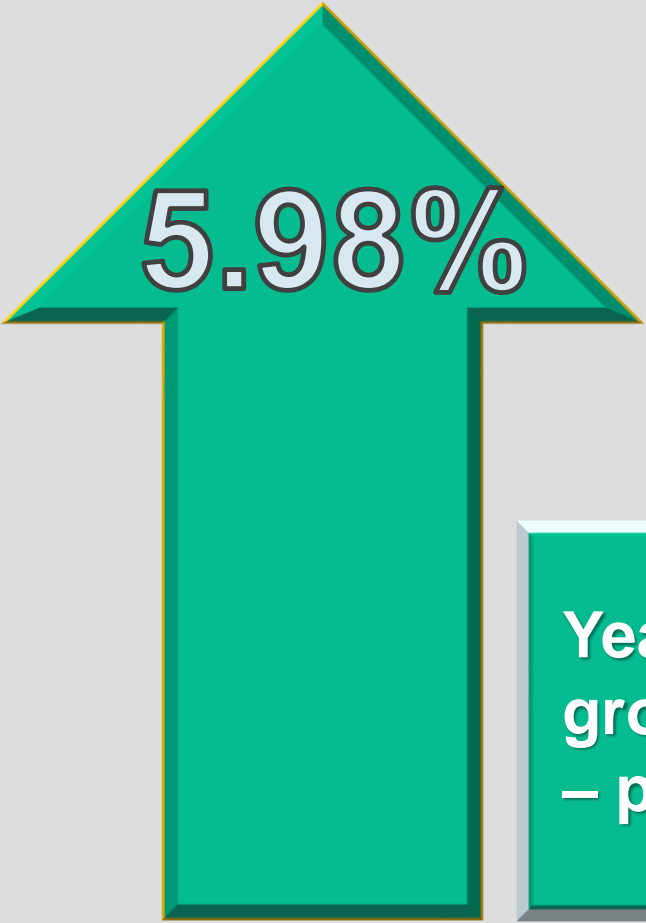
Visitors spent over **65 million dollars at our local businesses**

The City and the County collected over **1.5 million dollars in taxes** from visitors

Every local resident saved **\$128 in taxes** because of visitors



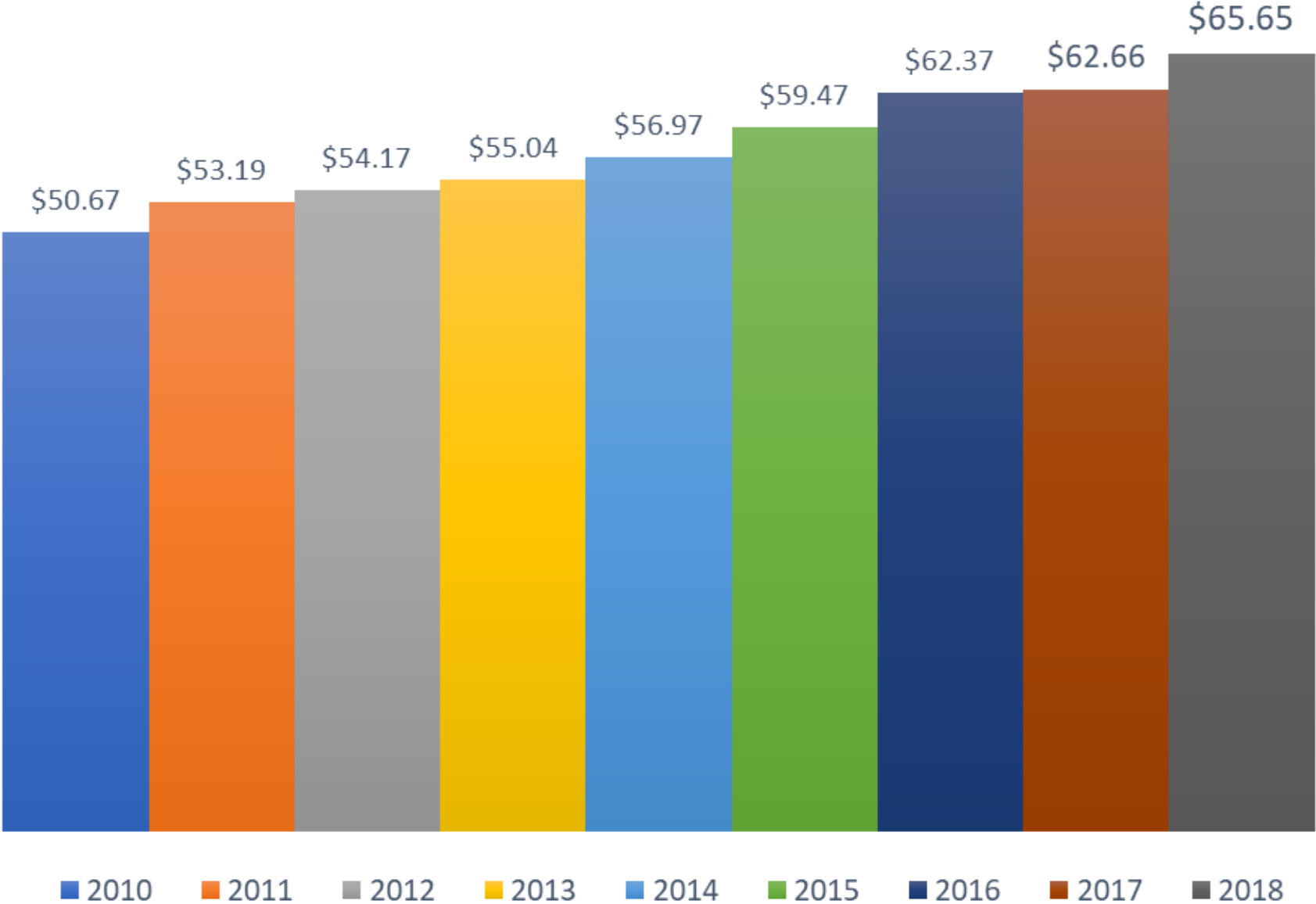
**Year-over-year growth in total expenditures by visitors**



**Year-over-year growth tax savings – per resident**

*Source: U.S. Travel Association, 2019*

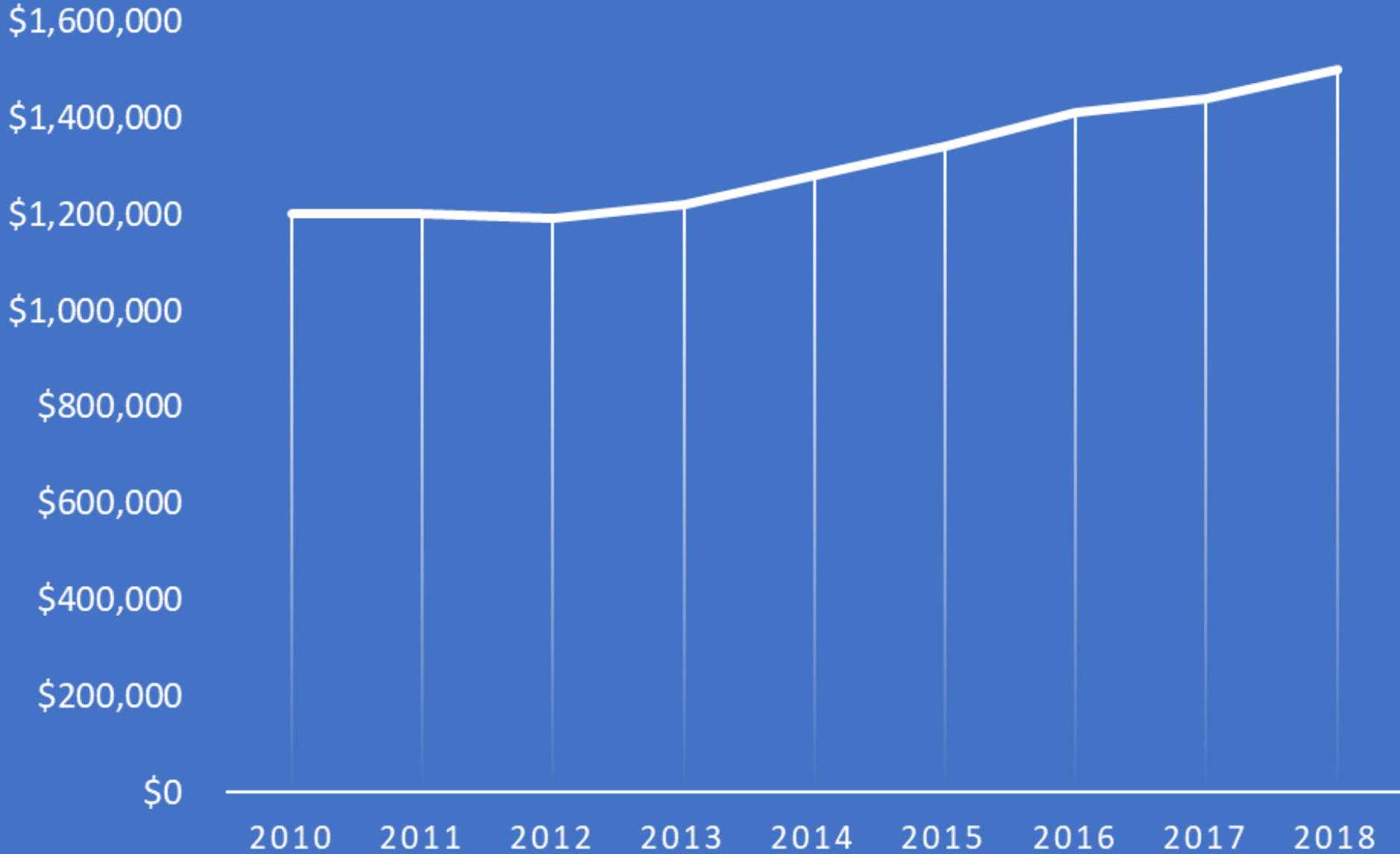
# Expenditures by Visitors \$ (in millions)



Source: Visit NC - U.S. Travel Association, 2019

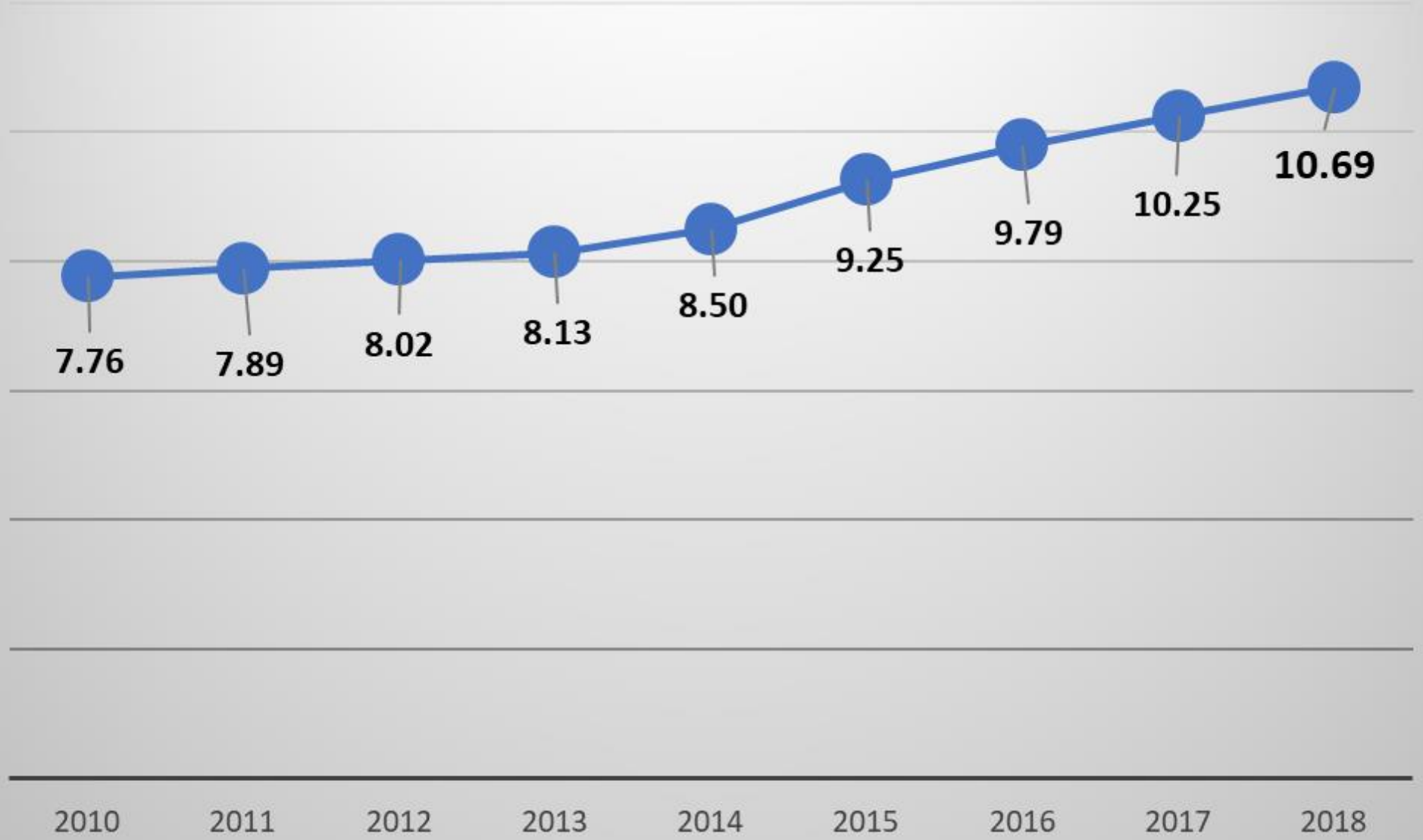


# Local Tax Receipts \$(millions)



Source: Visit NC -  
U.S. Travel Association, 2019

# Local Payroll (millions of dollars)



Source: Visit NC - U.S. Travel Association, 2019



**Thank you!**