



Elizabeth City Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JANUARY 24, 2019

Agenda



Update on Activities



Community Outreach



DMAP Accreditation Process



Research Presentation



Executive Director's Meetings and Activities December 2018 and January 2019

December 4 – Maureen Donnelly
December 4 – Rhonda Twiddy
December 5 – ECPCEDC
December 5 – Andre Nabors (Visit NC)
December 6 – TDA Meeting
December 7 – Duffy Danish (Port Discover)
December 7 – Ben Krause (ECompro)
December 7 – 1st Friday Artwalk
December 10 – Holly, Christian & Debbie
December 10 – Ann Hoffman (AoA Chair)
December 11 – Grice Fearing House Tour
December 11 – Chamber Holiday Party
December 12 – Dexter Harris and Angela Cole
(Sports Tourism)
December 12 – Laurie Raucci (VA Dare Arcade)
December 13 – Susan Hinkle (Page After Page)
December 13 – Christian Lockamy (Retire Here)
December 14 – Edward Fearing
December 19 – Dr. Stuckey and Russ Haddad
December 19 – Jeff Owney (Albemarle Fishing)
December 21 – Rhonda Twiddy
December 21 – Staff Meeting

January 8 – Personnel Committee Meeting
January 8 – Doris Johnson (Island Breeze)
January 9 – Don Pendergraft (MoA)
January 9 – Conference call with TwoSix Digital
January 9 – Jack Atwell (Albemarle Loop)
January 10 – Tim & Cindy Williams (Potato Festival)
January 10 – Conference Call DMAP
January 11 – Rotary Club Presentation
January 11 – Staff meeting
January 11 – Christian Lockamy (Retire Here)
January 14 – Personnel Meeting
January 15 – Chamber Board Meeting
January 15 – Christina King (Comfort Inn)
January 15 – Thomas Reese (Ghost Harbor)
January 16 – ECPCEDC
January 16 – Committee of 100 Luncheon
January 17 – ECDI
January 17 – TDA Special Projects Committee
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COMMUNITY OUTREACH

**Elizabeth City –
Pasquotank County
Tourism Development
Authority**

WHO ARE WE?

*“The Visitors
Center”*

**Elizabeth City
Convention &
Visitors Bureau**



OUR GOAL

- Drive Overnight Visitation to the Elizabeth City – Pasquotank County Region
- Increase overall economic impact for the destination



WHY BOTHER?



2017 Direct Visitor Spending in Pasquotank County: \$62.6 million



Source: U.S. Travel Association, 2018

WHY BOTHER?

2017 Local Payroll as a
result of Direct Visitor
Spending:
\$10 million

\$1.44 million in
local tax receipts =
\$120 in annual
tax savings
per resident





LOOKING AHEAD

- Clarify “Visit Elizabeth City” in the local community
- Work with the Board to develop a modern mission, vision and strategic plan
- Seek out more data via both currently available and new research opportunities so we can make intelligent decisions about our tourism efforts
- Ultimately, increase overall economic impact for the destination



**TWO GREAT
SESSIONS
TO HELP YOUR
BUSINESS GROW
FEB. 1, 2019**

GUEST SPEAKER: Brian V. Matson
Senior Director of Strategy & Education at TwoSix Digital

10am - Session 1: The essentials of maximizing your website for success

11:30am - Optional Boxed Lunch (\$11pp)

12:30pm - Session 2: Developing a 21st Century Marketing Plan

- Mark your calendars to attend if possible - or send someone from your team
- Be an advocate and encourage our local hotels, restaurants, shops and more to attend!

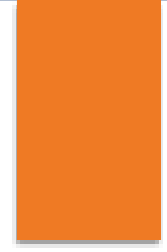


DESTINATIONS INTERNATIONAL

<https://destinationsinternational.org/>

DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM



STEP 1 – COMMITTEE WORK

- ❑ MARKETING
- ❑ FINANCE
- ❑ PERSONNEL
- ❑ GOVERNANCE
- ❑ COMMUNITY ENGAGEMENT
& ADVOCACY
- ❑ FULL BOD

STEP 2 – STRATEGIC PLANNING RETREAT

- ❑ DATE
- ❑ LOCATION
- ❑ FACILITATOR

Suggestions:

February 25

March 1

March 4, 6, 7, 8

- *Facilitate a half-day planning session with the TDA board and staff that will include the following:*
 - Present a brief overview of what other destination marketing organizations are currently focused upon in their activities, particularly in North Carolina.
 - Discuss and determine Elizabeth City and the county's future destination strategy.
 - Identify strategic options for the TDA and prioritize them as appropriate.

- *Deliver a report summarizing the work completed at the planning session and outlining future actions for the TDA. Items included in the five-year plan:*
 - Objectives
 - Strategies
 - Key performance indicators
 - Assignment of primary responsibilities for that work
 - Flowchart of key milestones to be achieved and by whom
 - Brief summary of all findings of the planning process

- *The initial draft will be presented to the board and refined based upon feedback, and a final strategic plan document provided to the TDA.*



Staff Recommendation: Engage with Magellan Strategy Group

“

Tourism research: Understanding the characteristics, preferences, attitudes and opinions of visitors. ”





2018 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Martin County <i>Actuals</i>	Martin County 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 – December 2018</u>														
Occupancy	41.0%	-22.4% from Dec '17	42.4%	+32.4%	45.4%	+27.7%	66.6%	+31.6%	32.5%	+1.3%	45.7%	+0.9%		
Ave daily rate/ room (ADR)	\$82.08	+11.7% from Dec '17	\$74.60	+6.0%	\$77.39	+5.8%	\$104.38	+15.6%	\$100.14	+10.1%	\$80.91	+8.6%		
<u>Year to Date – January to December 2018</u>														
Occupancy	56.4%	+3.1% from 2017	49.5%	+5.0%	55.6%	+17.6%	70.1%	+5.4%	58.7%	+0.4%	66.0%	+8.4%		
Ave daily rate/ room (ADR)	\$91.29	+3.2% from 2017	\$78.63	+6.2%	\$81.05	+5.3%	\$104.05	+4.7%	\$163.52	+0.1%	\$88.81	+1.6%		

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

Martin County includes: 4 out of 7 properties; total rooms: 283/441

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

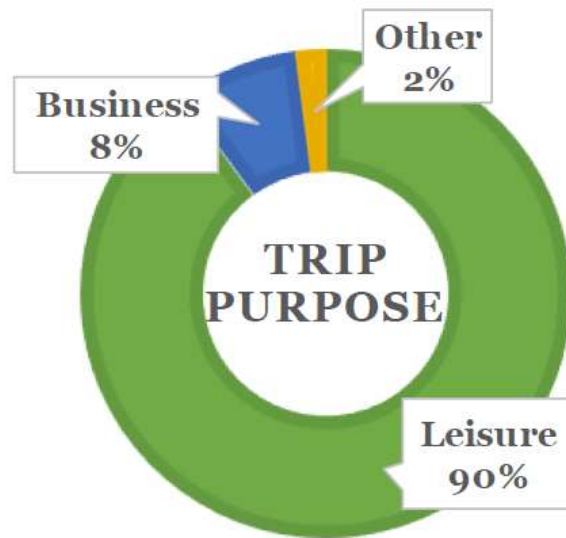
New Bern includes: 6 out of 8 properties; total rooms: 538/701

Middle OBX includes: 5 out of 11 properties; total rooms: 608/855; (Kitty Hawk, Duck, Nags Head)

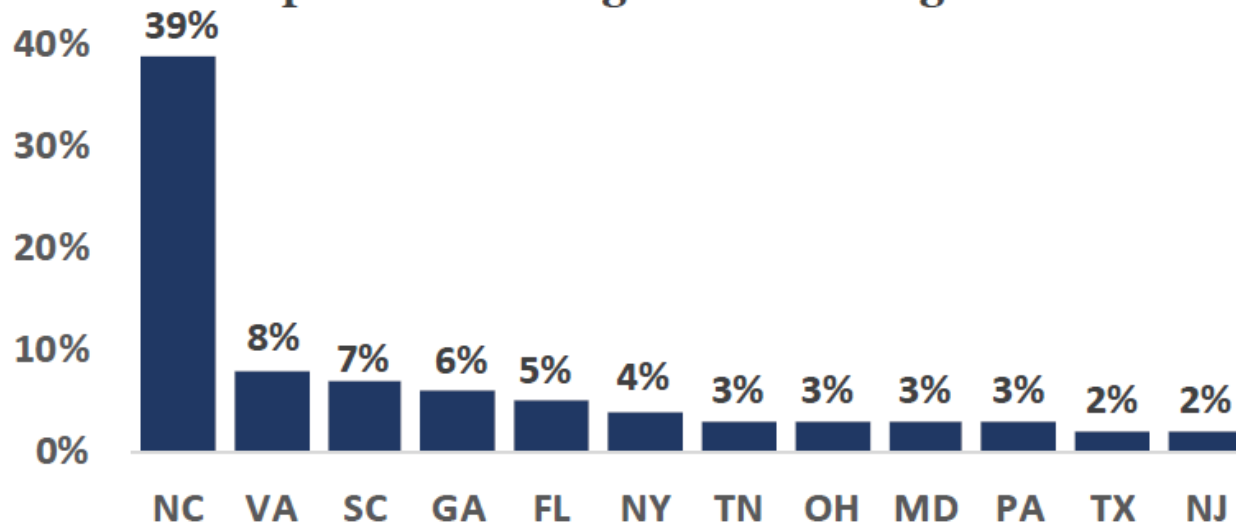
Suffolk, VA includes: 10/12 properties; total rooms: 934/990

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

Note: Occupancy rates for Q4 across several regions were up significantly due to Hurricane Florence (increases from 12% to 33%)



Top States of Origin for Overnight Visitors



Visit NC 2017 Visitor Profile Study





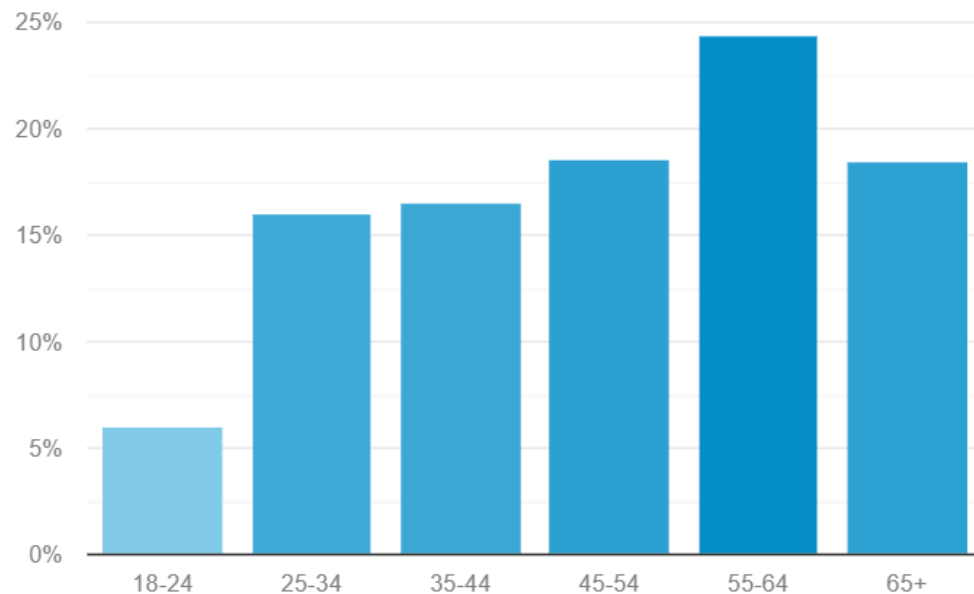
Visit NC 2017 Visitor Profile Study



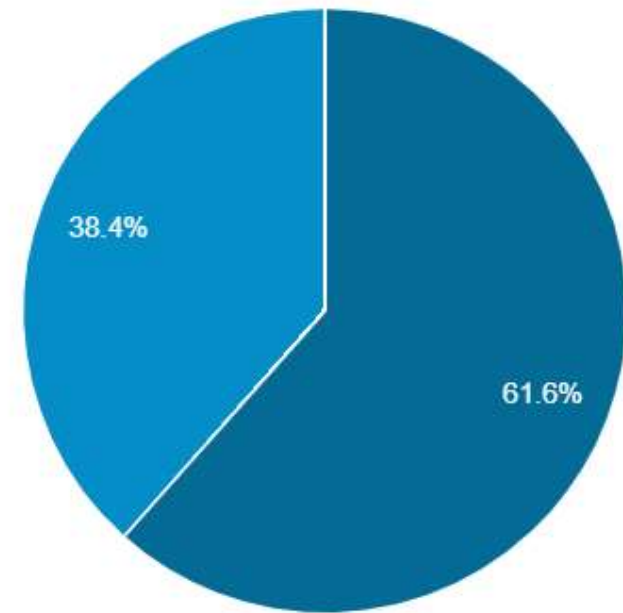


VisitElizabethCity.com

Age of Website Users

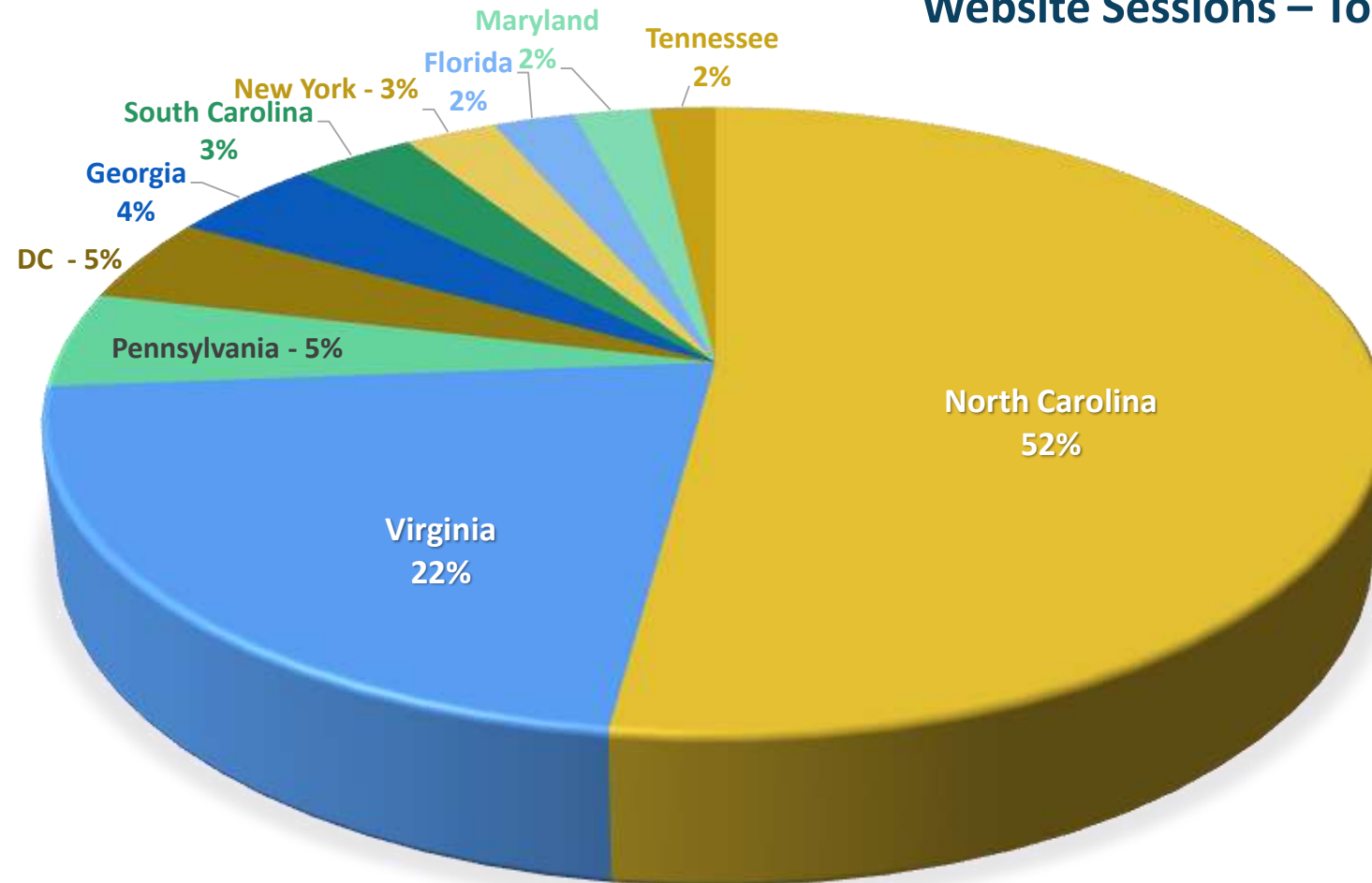


female male

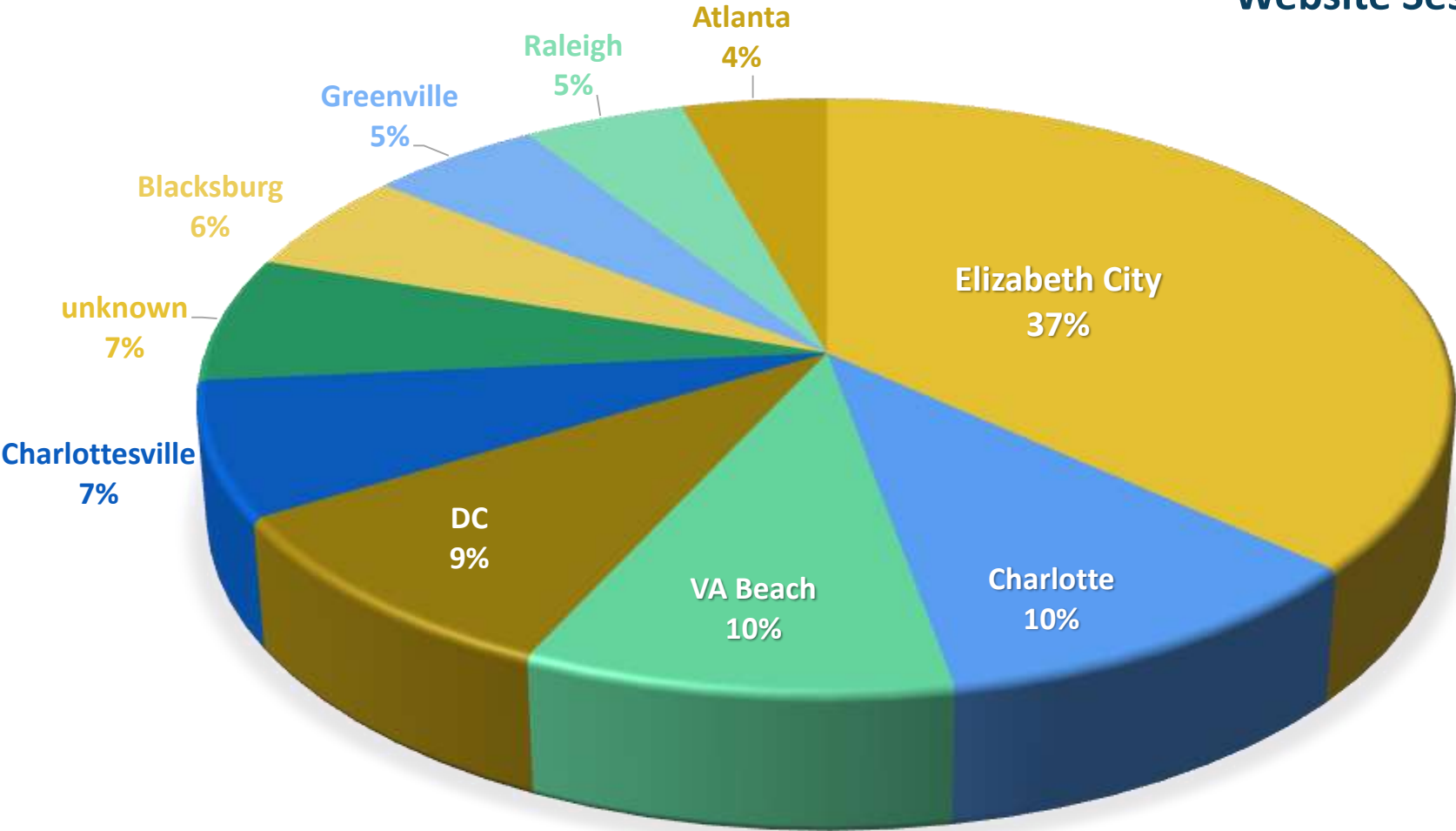


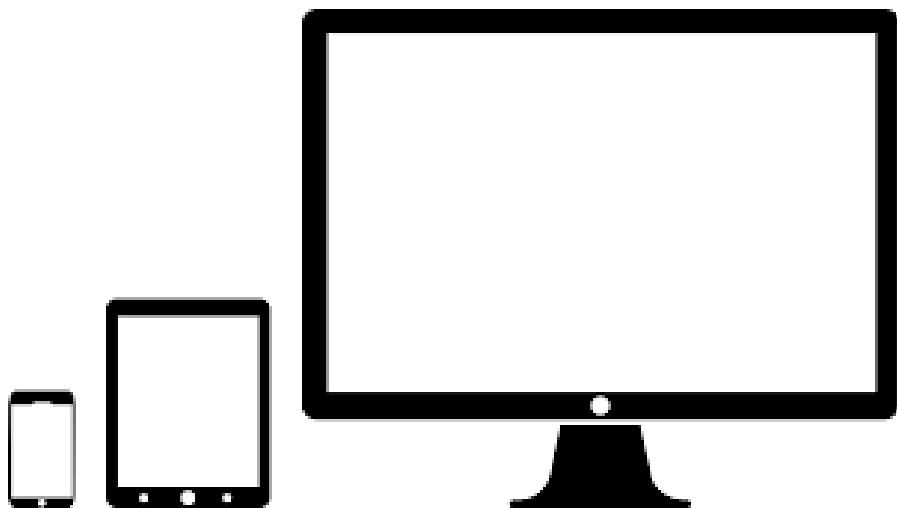
Source: Google Analytics; 01.01 to 12.31.2018

Website Sessions – Top 10 States

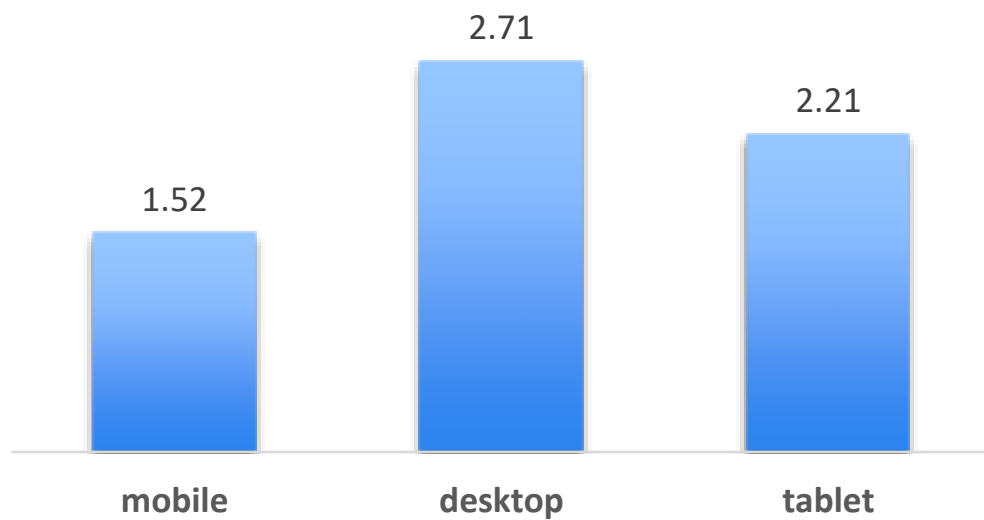


Website Sessions – Top 10 Cities

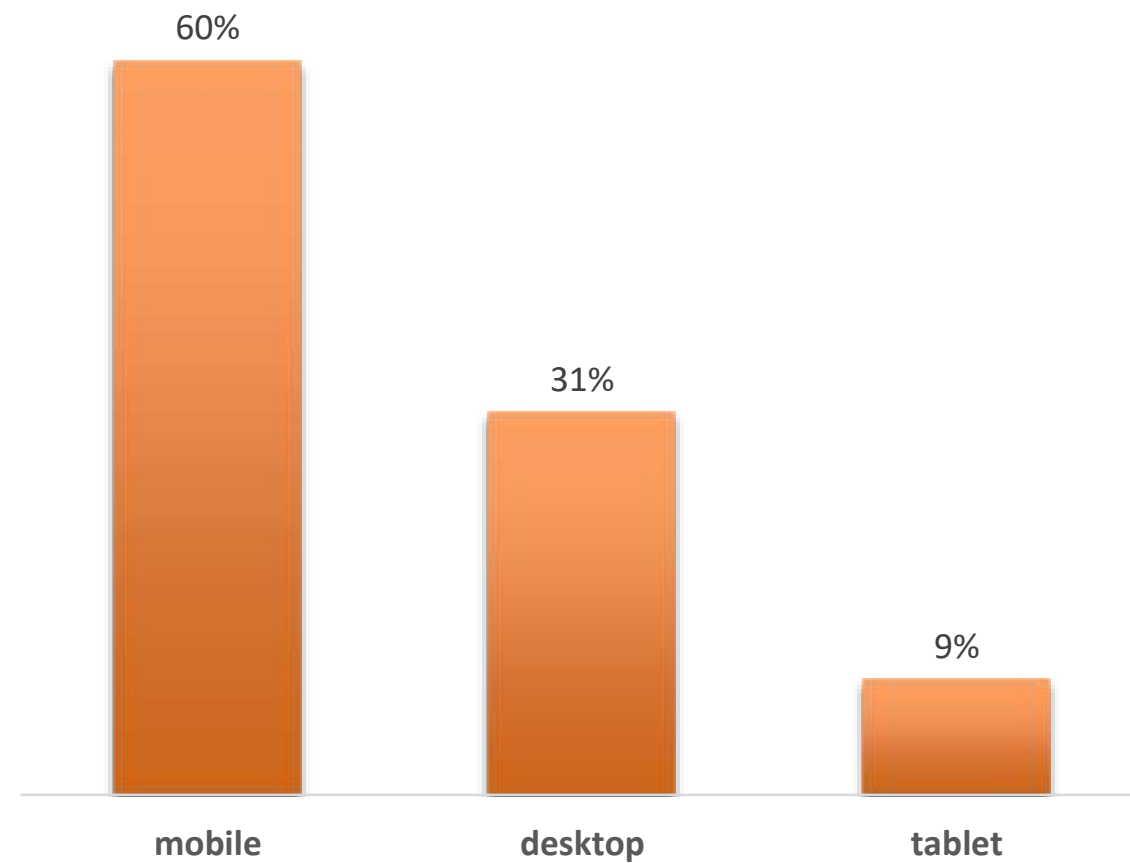




Pages per Session



Device Type





[Facebook.com/VisitECity](https://www.facebook.com/VisitECity)



Women

 **70%**
Your Fans

Men

 **30%**
Your Fans

Total Followers

City
Elizabeth City, NC
Charlotte, NC
Raleigh, NC
Winston-Salem, NC
Virginia Beach, VA
Greensboro, NC
Fayetteville, NC
Chesapeake, VA
Pasquotank, NC
Camden, NC

Engaged Followers

City
Elizabeth City, NC
Camden, NC
Hertford, NC
Pasquotank, NC
South Mills, NC
Chesapeake, VA
Moyock, NC
Raleigh, NC
Virginia Beach, VA
Edenton, NC

Top 10
Cities:
Total
Followers vs
Engaged
Followers



Measuring the way media moves us.

Arrivalist: a data company that anonymously tracks the location of a user's *mobile device*.

They measure:

- if the user is exposed to one of our ads
- If the user visits our website (with or without ad exposure)
- whether or not they subsequently travel here

Elizabeth City / Pasquotank County Visitation Results

January 1, 2018– December 31, 2018

Unexposed to Media | Visitation to EC/PC



Average Visitation to EC/PC

27.7%



Same Day

72.3%



Overnight

1 Days, 4 hrs.



Avg. Length of Stay in EC/PC

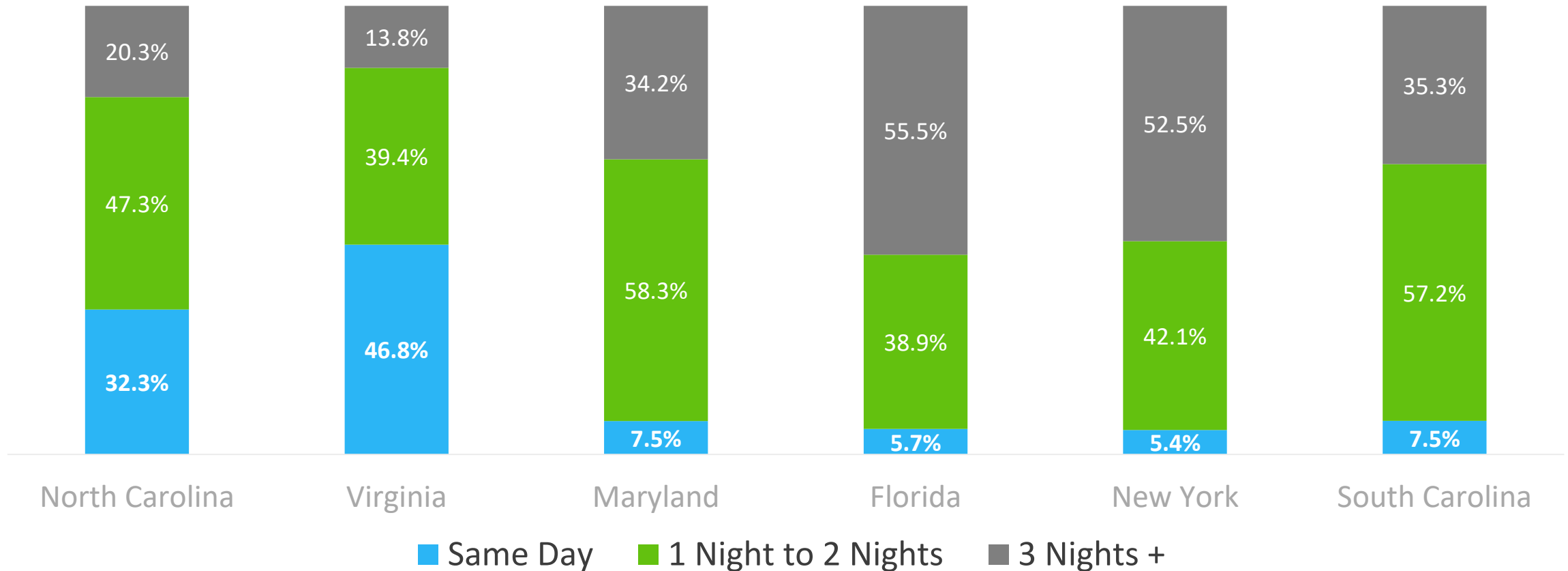
Top States	Percentage of Visits	Avg. Time In EC/PC	Avg. Time in NC
North Carolina	53.4%	1 day, 1 hour	1 day, 16 hours
Virginia	19.1%	18 Hours	1 day, 5 hours
Maryland	4.6%	1 day, 10 hours	2 days, 12 hours
Florida	2.8%	1 day, 19 hours	3 days, 7 hours
New York	2.7%	1 day, 22 hours	3 days, 9 hours
South Carolina	2.5%	1 day, 9 hours	2 days, 13 hours

Time Spent by Top States | Visitation to EC/PC



- Virginia seems to have the highest percentage of visitors passing through

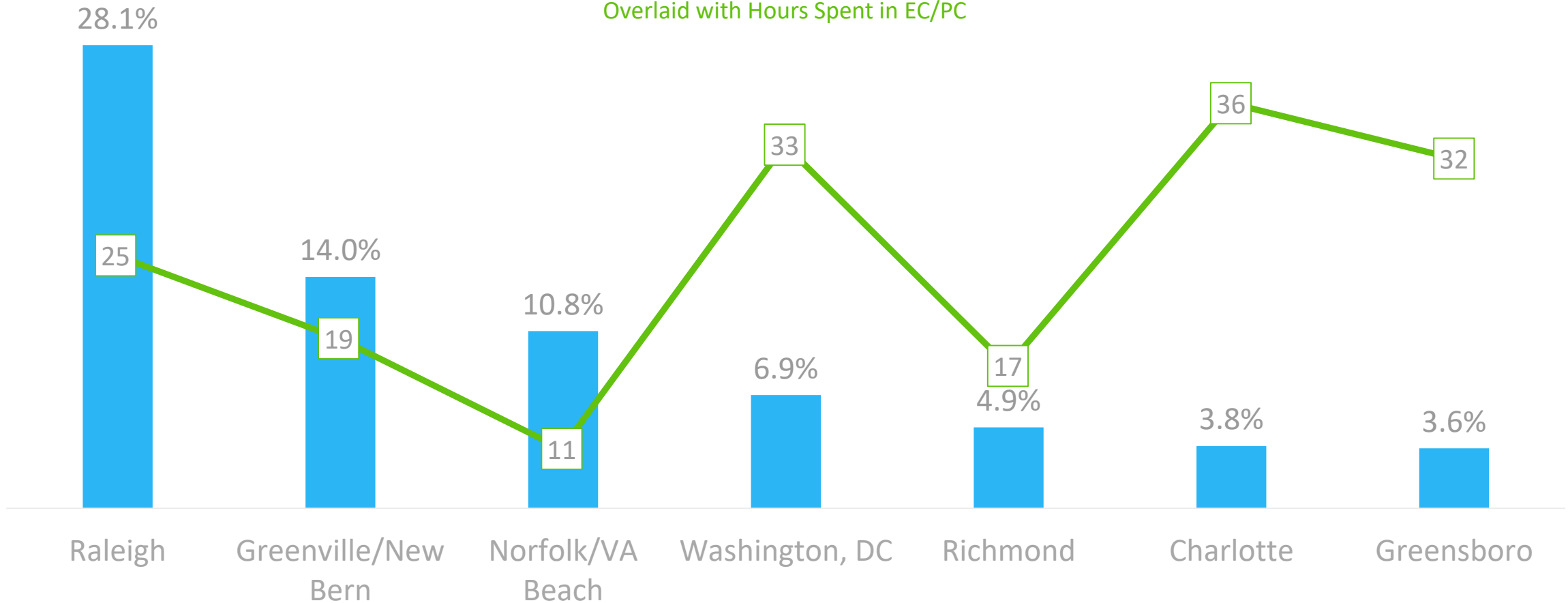
Avg. Time Spent in EC/PC by Top States



Top DMA Regions of Origin | Visitation to EC/PC

% of all Visitation from Top DMA Regions

Overlaid with Hours Spent in EC/PC



Media Results

January 1, 2018– December 31, 2018

Top Regions | By Arrivals

Top DMA Regions	Volume of Impressions/Page Views	Arrival Volume
Raleigh/Durham	11.9%	48.1%
Greenville/New Bern/Washington	4.9%	13.4%
Greensboro/High Point/Winston-Salem	2.9%	3.1%
Washington Dc	6.5%	2.9%
Charlotte	5.6%	2.6%
New York	2.7%	1.8%
Baltimore	1.6%	1.8%
Philadelphia	3.4%	1.6%
Atlanta	3.2%	1.4%
Norfolk/Portsmouth/Newport News	24.9%	1.0%

Staff Recommendation:

Initiate a research RFP process to determine options for EC/PC specific visitor profile and brand health tourism research.





Thank you!