



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JUNE 27, 2019



Executive Director's Meetings and Activities May 27, 2019 – June 21, 2019

- May 28 – Met with Caitlyn Davis and Lenwood Long, CEO Carolina Small Business
- May 28 – Attended webinar – Spend your Funds Strategically
- May 29 – Conference Call with Jeff; the E-City Runner
- May 29 – Conference call with Anthony Fisher, Intern- ECSU
- May 29 – Lunch meeting with Michelle Ball - ECSU
- May 30 – Attended Economic Impact Focus Group – ECSU Strategic Planning
- May 30 – Lunch meeting with Sarah Hintz, Our State Magazine
- May 30 – Met with Caitlyn Davis and Cori Riddle, Elite Media Agency
- May 31 – Held staff meeting
- May 31 – Met with Phil Donahue – Green Saves Green
- May 31 – Conference call with Nancy Nichols – Chowan Tourism
- June 1 – Attended Paired Event, EC Chamber
- June 3 – Retire EC Update – ECDI
- June 3 – Attended Pasquotank County Finance meeting and presented the Strategic Plan
- June 4 – Lunch meeting with Phil Mays
- June 4 – Met with John Leidy
- June 5 – Held collaborative regional marketing meeting
- June 7 – Met with Waterway Guide
- June 7 – Held staff meeting
- June 10 – Held Finance Committee meeting
- June 10 – Held Personnel Committee meeting
- June 10 – Met with Chris Bell – ECSU Athletics
- June 10 – Attended Destinations International Advocacy Committee Meeting
- June 11 – Met with Lenora Jarvis-Mackey, River City CDC
- June 11 – Conference call with Andre Nabors – VisitNC
- June 13 – Sports Tourism discussion with Dexter Harris
- June 13 – Attended Parks & Rec Advisory Board Meeting
- June 14 – Advocacy Taskforce Conference Call
- June 14 – Held staff meeting
- June 14 – Met with Rhonda Twiddy
- June 17 – Conference call with John Martin – SIR
- June 17 – Lunch meeting with Carson Rich, ECSU
- June 18 – Attended Chamber of Commerce Board Meeting
- June 18 – Presented Strategic Plan to Chamber of Commerce
- June 18 – Conference call with Maureen Donnelly
- June 18 – Hosted Community Research event – Montero's
- June 19 – Attended Economic Development Board meeting
- June 19 – Met with Mayor Parker
- June 19 – Attended Juneteenth Event
- June 20 – Attended ECDI Board Meeting
- June 20 – Presented Strategic Plan to ECDI Board of Directors



2019 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Golds- boro <i>Actuals</i>	Golds- boro 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 – May 2019</i>														
Occupancy	64.8%	+6.1% from May '18	70.2%	+16.2%	59.2%	+2.9%	84.5% **Rooms Avail: -19.7%	+22.7% **Rooms Sold: -1.5%	74.1%	+7.1%	62.1%	-15.5%	+4.9%	+7.2%
ADR	\$93.29	-0.3%	\$89.80	+6.4%	\$86.11	+5.4%	\$117.29	+13.9%	\$173.09	+6.9%	\$95.16	+2.5%	+2.8%	+6.0%
RevPAR	\$60.47	+5.8%	\$63.01	+23.7%	\$50.96	+8.5%	\$99.15	+39.8%	\$128.32	+14.4%	\$59.09	-13.4%	+7.8%	+13.6%
<i>Year to Date – January to May 2019</i>														
Occupancy	60.0%	+11.3% from 2018	65.2%	+15.8%	51.3%	+6.9%	79.8%	+21.3% **Rooms Sold: -2.6%	53.2%	+0.1%	58.5%	-12.7%	+5.9%	+5.5%
ADR	\$86.22	+0.7%	\$86.84	+8.1%	\$81.17	+1.9%	\$108.73	+11.3%	\$132.39	+6.5%	\$89.66	+5.3%	+2.9%	+5.6%
RevPAR	\$51.76	+12.1%	\$56.59	+25.2%	\$41.67	+9.0%	\$86.71	+35.0%	\$70.45	+6.6%	\$52.41	-8.1%	+9.0%	11.4%

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

Goldsboro includes: 9 out of 15 properties; total rooms: 795/1113

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 12 properties; total rooms: 608/892; (Kitty Hawk, Duck, Nags Head)

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

ADR: Average Daily Rate

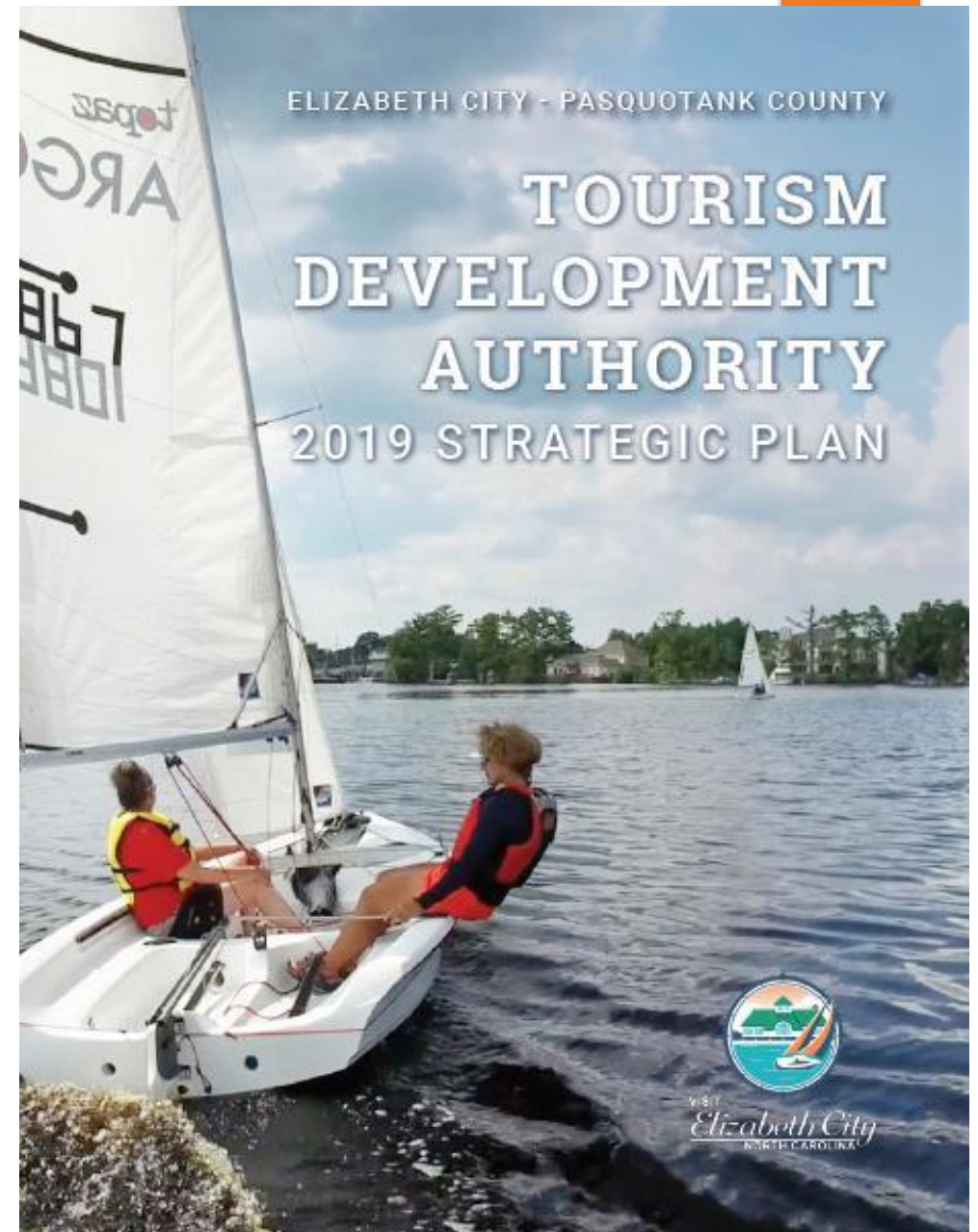
RevPAR: Revenue Per Available Room

Scheduled Strategic Plan presentations:

- June 3, 4:00 – County Commissioners
- June 18, 8:00 – Chamber of Commerce
- June 20, 8:00 – ECDI
- June 24, 12:30 – Lunch Rotary
- June 24, 5:30 – City Council
- June 28, 7:30 – Morning Rotary
- July 22, 6:00 – MoA

Still to be scheduled:

- ECSU
- AoA
- Port Discover
- River City CDC
- Economic Development
- Committee of 100







Marketing Update

Elizabeth City Exposed A2 Results

Arrivalist®



Elizabeth City



0.49

APM

Arrivalist's Benchmark Is 0.09
APM



Total
Arrivals

637



Avg. Miles
Traveled
(All Media)

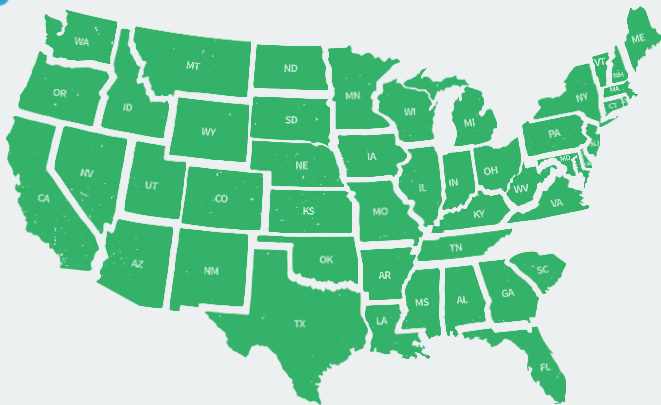
240

Miles

In-State
73.0%



Out-of-State
27.0%



Top DMA Origin Markets

Origin	Arrivals
Raleigh/Durham	47.3%
Greenville/New Bern/Washington	15.2%
Greensboro/High Point/Winston-Salem	4.2%
Charlotte	4.1%
Washington Dc	2.7%
Baltimore	1.6%
Norfolk/Portsmouth/Newport News	1.6%
Philadelphia	1.4%
New York	1.3%
Atlanta	0.9%

New: Collaborative Marketing Meetings

Laurie Edwards, Executive Director	Arts of the Albemarle
Debbie Malenfant	Elizabeth City Downtown, Inc
Michelle Ball, Executive Director of Strategic Communications	Elizabeth City State University
Don Pendergraft, Executive Director	Museum of the Albemarle
Duffy Danish, Executive Director	Port Discover
Corrina Ferguson, Executive Director	Visit Elizabeth City

New: Collaborative Marketing Meetings



Christmas in Elizabeth City, 2019

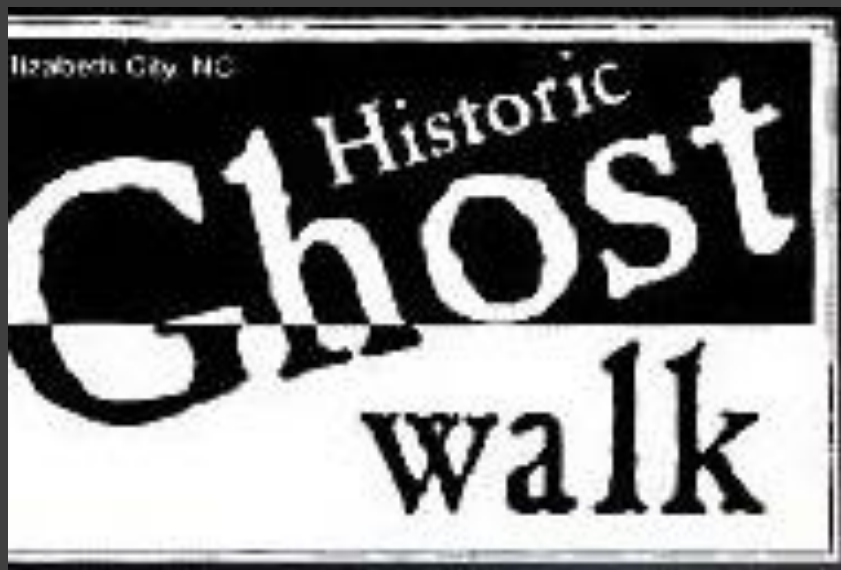


100th Anniversary of Prohibition,
Jan-Feb, 2020



TOP TWENTY EVENTS

 SOUTHEAST TOURISM SOCIETY



One of 20 October Events to be recognized in 12 southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia





Thank you!