



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JULY 25, 2019



Executive Director's Meetings and Activities June 22, 2019 – July 19, 2019

- June 24 – Presented Strategic Plan to Lunch Rotary
- June 24 – Presented Strategic Plan to City Council
- June 25 – Conference Call with LGA, VisitNC marketing agency
- June 26 – Held Collaborative Marketing meeting
- June 27 – TDA Board Meeting
- June 28 – Presented Strategic Plan to Morning Rotary
- June 28 – Held staff meeting
- July 2 – Met with Debbie, Christian and Holly
- July 2 – Conference call with Lure Creative (Visitor Guide)
- July 9 – Conference call with Wit Tuttell (VisitNC)
- July 9 – Conference call with Rachel Burgess (SIR)
- July 10 – Met with VisitNC Social Media Team
- July 11 – Met with Sparty Hammett and Christian Lockamy
- July 12 – Held staff meeting
- July 12 – Met with Jeannie Young
- July 15 – Attended HAT meeting
- July 16 – Met with Phil Mays
- July 17 – Attended ECPC Economic Development board meeting
- July 17 – Attended a meeting at Arts of the Albemarle re: Public Art
- July 18 – Attended ECDI board meeting
- July 18 – Attended Albemarle Leadership
- July 18 – Toured ECSU new Planetarium
- July 19 – Held staff meeting
- July 19 – Attended Wayfinding Sign meeting
- July 19 – Held Marketing Committee meeting

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 – June 2019</i>														
Occupancy	74.5%	+3.5% from May '18	65.0%	-2.9%	67.6%	+3.5%	86.4% **Rooms Avail: -19.7%	+8.9% **Rooms Sold: -12.6%	79.1%	-3.9%	73.4%	-5.3%		
ADR	\$99.76	-0.5%	\$88.30	+6.5%	\$81.13	+5.9%	\$121.44	+14.5%	\$206.80	+1.3%	\$103.42	+4.0%		
RevPAR	\$74.31	+2.9%	\$57.41	+3.4%	\$54.83	+9.6%	\$104.98	+24.6%	\$163.53	-2.7%	\$75.91	-1.4%		
<i>Year to Date – January to June 2019</i>														
Occupancy	62.4%	+9.6% from 2018	65.1%	+12.2%	54.0%	+6.2%	80.9%	+18.9% **Rooms Sold: -4.5%	58.2%	-0.6%	60.9%	-11.3%		
ADR	\$88.90	+0.3%	\$87.11	+7.8%	\$81.16	+2.7%	\$110.98	+11.7%	\$149.74	+3.1%	\$92.41	+5.2%		
RevPAR	\$55.50	+9.9%	\$56.73	+21.0%	\$43.85	+9.1%	\$89.74	+32.8%	\$87.22	+2.6%	\$56.31	-6.7%		

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

Goldsboro includes: 10 out of 15 properties; total rooms: 873/1113

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

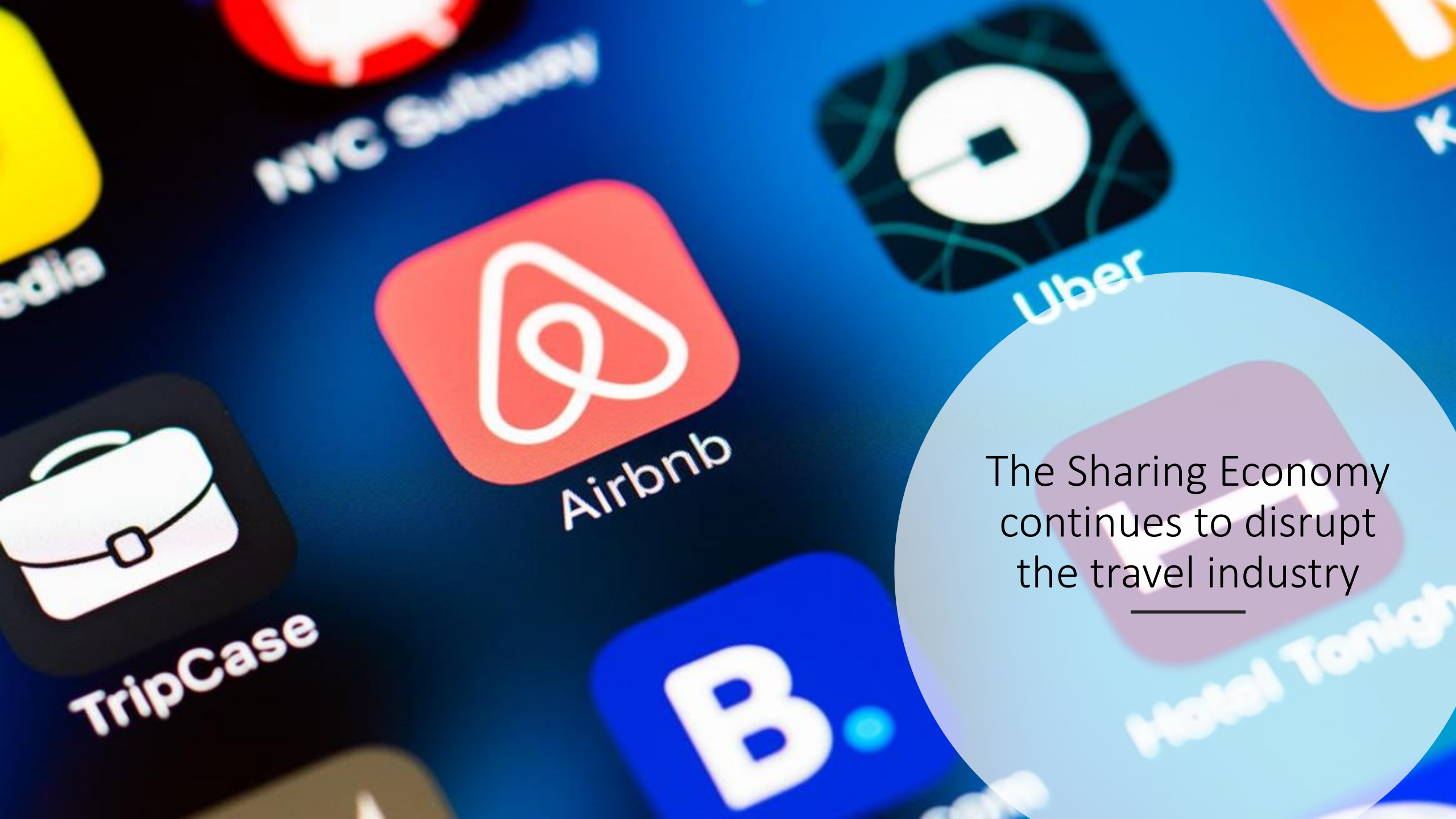
New Bern includes: 7 out of 8 properties; total rooms: 636/701

Middle OBX includes: 5 out of 12 properties; total rooms: 608/892; (Kitty Hawk, Duck, Nags Head)

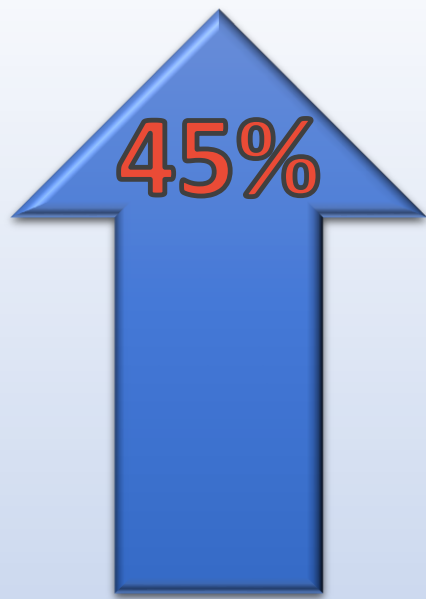
Suffolk, VA includes: 10/12 properties; total rooms: 934/990

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



The Sharing Economy
continues to disrupt
the travel industry



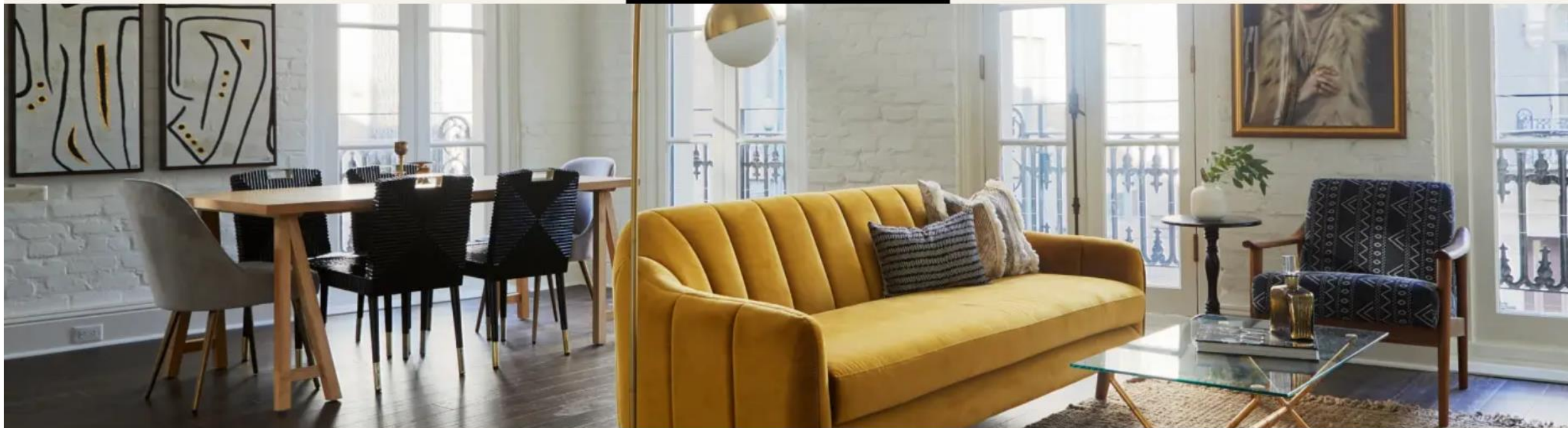
The percentage of American travelers using sharing economy accommodations in just the last year.



MMGY GLOBAL

Sharing Economy Accommodations Attitudinals*	2018	2019
I like vacationing in a home away from home	68%	76%
Arranging sharing economy accommodations was a good experience	67%	74%
I want to stay in an unusual place	56%	69%
Cost was the primary reason I used sharing economy accommodations	61%	67%

San Francisco Washington, D.C. New Orleans SAN DIEGO Boston Ch



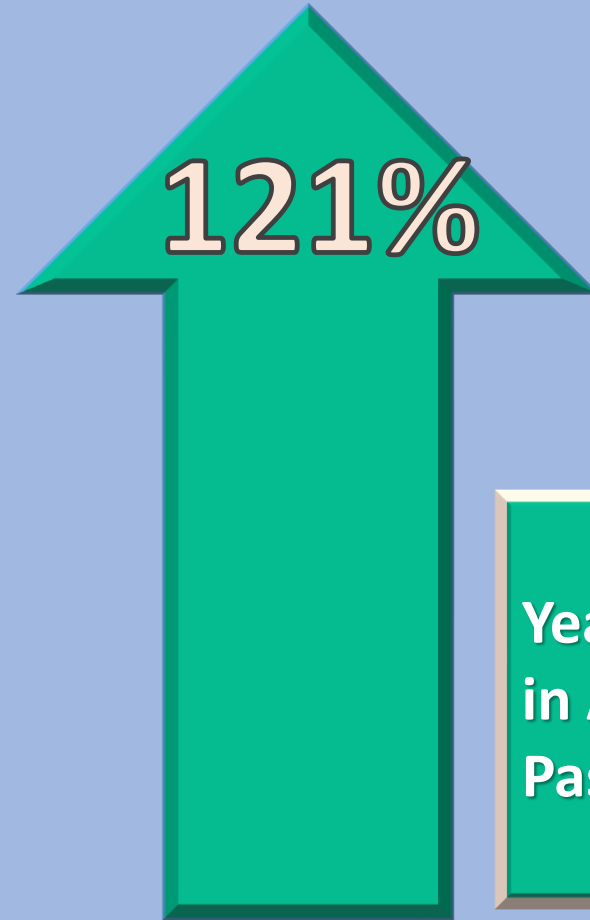
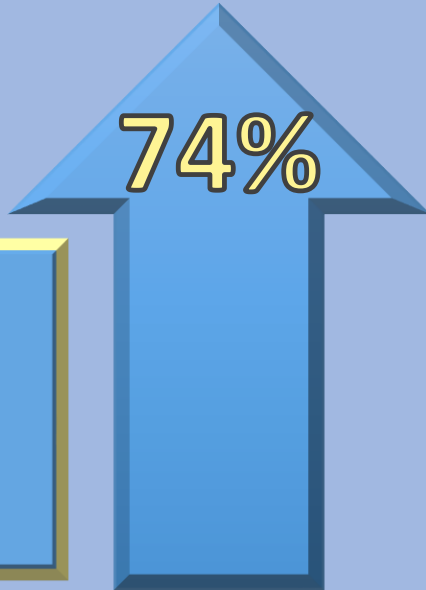
Taking Stay Further

Beautiful spaces built for travel and life.

Need Help?



Year-over-year growth
in Airbnb revenue in
rural North Carolina
counties



Year-over-year growth
in Airbnb revenue in
Pasquotank County

County	Host Income (12 months)	Income Gain (Year- over-year)	Guest Arrivals
Dare	\$13.9 million	74%	81,000
Watauga	\$6.1 million	59%	53,000
Brunswick	\$6 million	86%	37,000
Avery	\$5.5 million	74%	48,000
Carteret	\$4.2 million	78%	25,000
Haywood	\$3.9 million	66%	33,000
Swain	\$3.7 million	88%	32,000
Rutherford	\$2.9 million	86%	20,000
Macon	\$2.4 million	70%	16,000
Transylvania	\$2.4 million	43%	19,000
Onslow	\$2.3 million	124%	13,000
Madison	\$2.2 million	40%	21,000
Jackson	\$1.8 million	84%	15,000

County	Host Income (12 months)	Income Gain (Year- over-year)	Guest Arrivals
Polk	\$1.7 million	105%	9,200
Moore	\$1.4 million	83%	9,000
Pender	\$1.4 million	69%	7,800
Pasquotank	\$1.4 million	121%	7,800
Cherokee	\$916,000	41%	9,200
Yancey	\$913,000	40%	9,300
Graham	\$755,000	63%	7,000
Craven	\$745,000	70%	5,500
Surry	\$645,000	52%	7,300
McDowell	\$587,000	84%	5,200
Caldwell	\$543,000	101%	4,600
Pamlico	\$520,000	79%	2,700
Burke	\$501,000	44%	4,700

Source: AirBnB Report on Rural NC; June 27, 2019

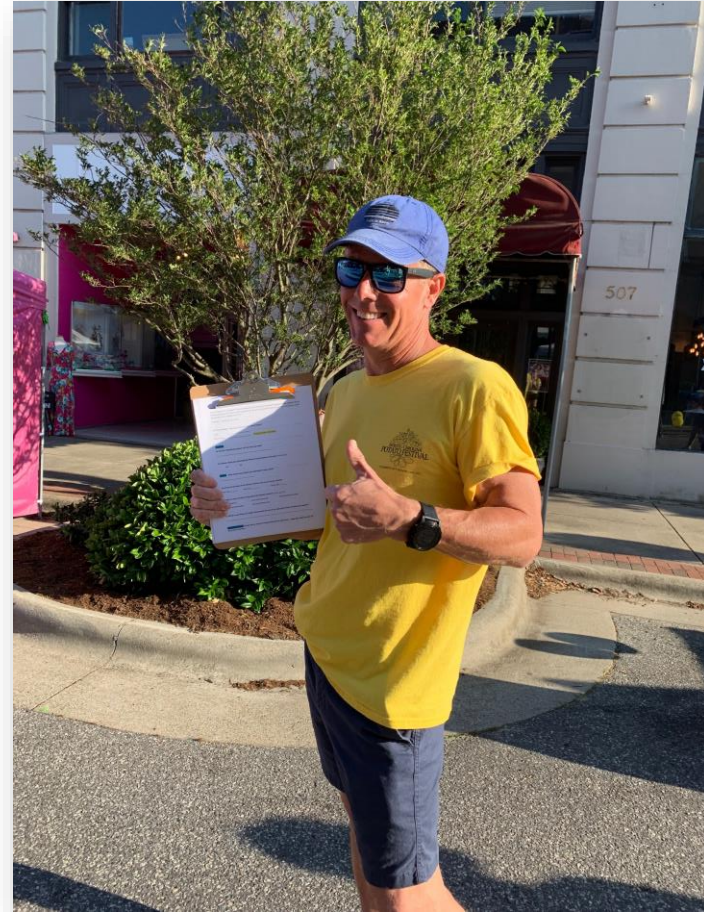


EVENT **IMPACT** CALCULATOR



Potato Festival Numbers Overview

Total Attendance Over 3 Days	42,000
Intercept Surveys	313
Survey Confidence Level	95%



Potato Festival Numbers Overview



Total Attendance Over 3 Days	42,000
------------------------------	--------

Average Rate of Visitation pp	1.65
-------------------------------	------

Net attendance	25,454
----------------	--------

Potato Festival 2019 Visitors – home location

	Attendees	Vendors
Overnight: over 150 miles away	8%	44%
Daytrip: between 150-40 miles	8%	8%
Local: under 40 miles	84%	48%
TOTAL	25,454*	118

*Net Attendance, used for calculations.



Potato Festival 2019 – Inputs*

Festivals and Cultural Event Characteristics

Number of attendees	<input type="text" value="25,454"/>	?
Geographic reach	<input type="text" value="Primarily local attendees"/>	?
Out-of-town share	<input type="text" value="16"/> %	?
Overnight share (of out-of-town visitors)	<input type="text" value="8"/> %	?
Visitors (overnight / day)	<input type="text" value="326 / 3,747"/>	?
Average ticket price (if applicable)	<input type="text"/>	
Residence of artists (if applicable)	<input type="text"/>	
Room Rate (\$)	<input type="text" value="93.29"/>	?

*Attendees Inputs.



Potato Festival 2019 – Economic Impact

Event Impact Summary

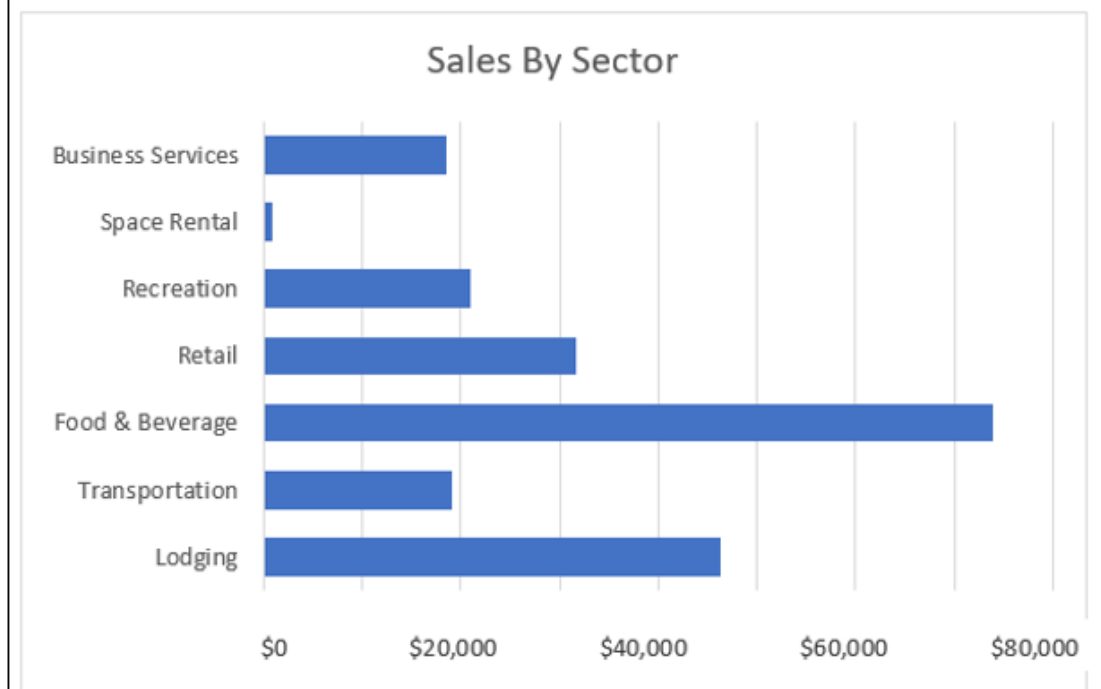
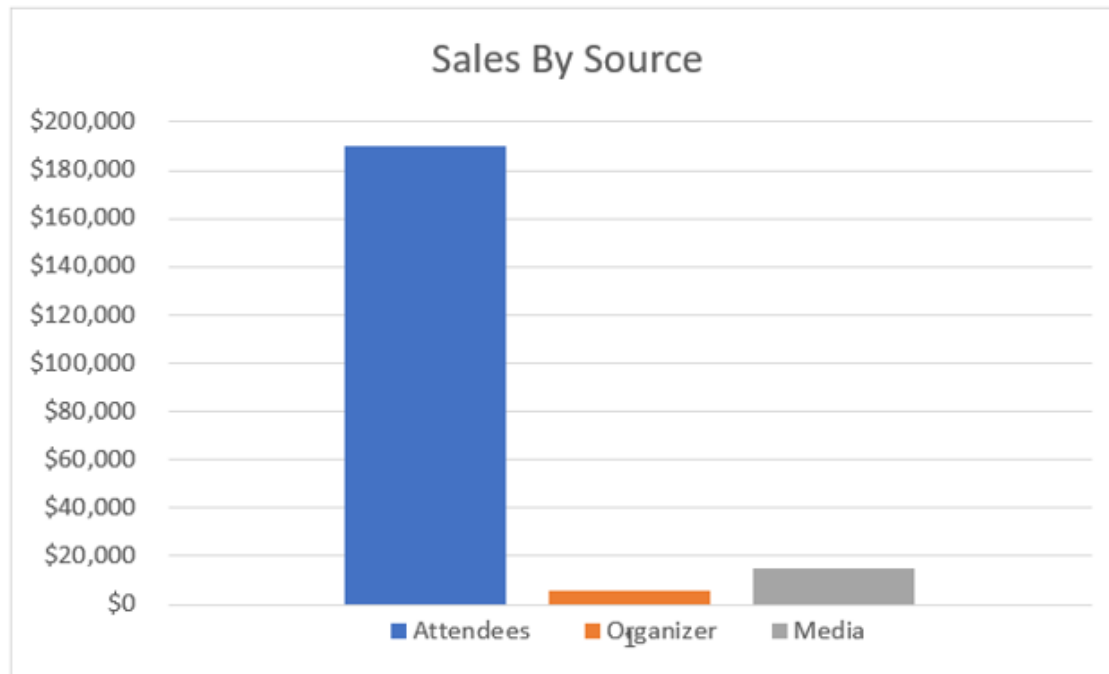
Destination: Visit Elizabeth City

Event Parameters		Key Results	
Event Name:	Potato Festival 2019	Business Sales (Direct):	\$211,550
Organization:	Elizabeth City Downtown Inc	Business Sales (Total):	\$303,957
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	133
Start Date:	5/17/2019	Jobs Supported (Total):	143
End Date:	5/19/2019	Local Taxes (Total):	\$8,188
Overnight Attendees:	422	Net Direct Tax ROI:	\$7,410
Day Attendees:	3869	Estimated Room Demand:	480



Potato Festival 2019 – Economic Impact

Direct Business Sales



EVENT **IMPACT**
CALCULATOR



NC Little League District 4 Championships Tournament

July 1-July 7, 2019

South Park Sports Complex

NC Little League District 4 Championships Tournament

DATA OVERVIEW

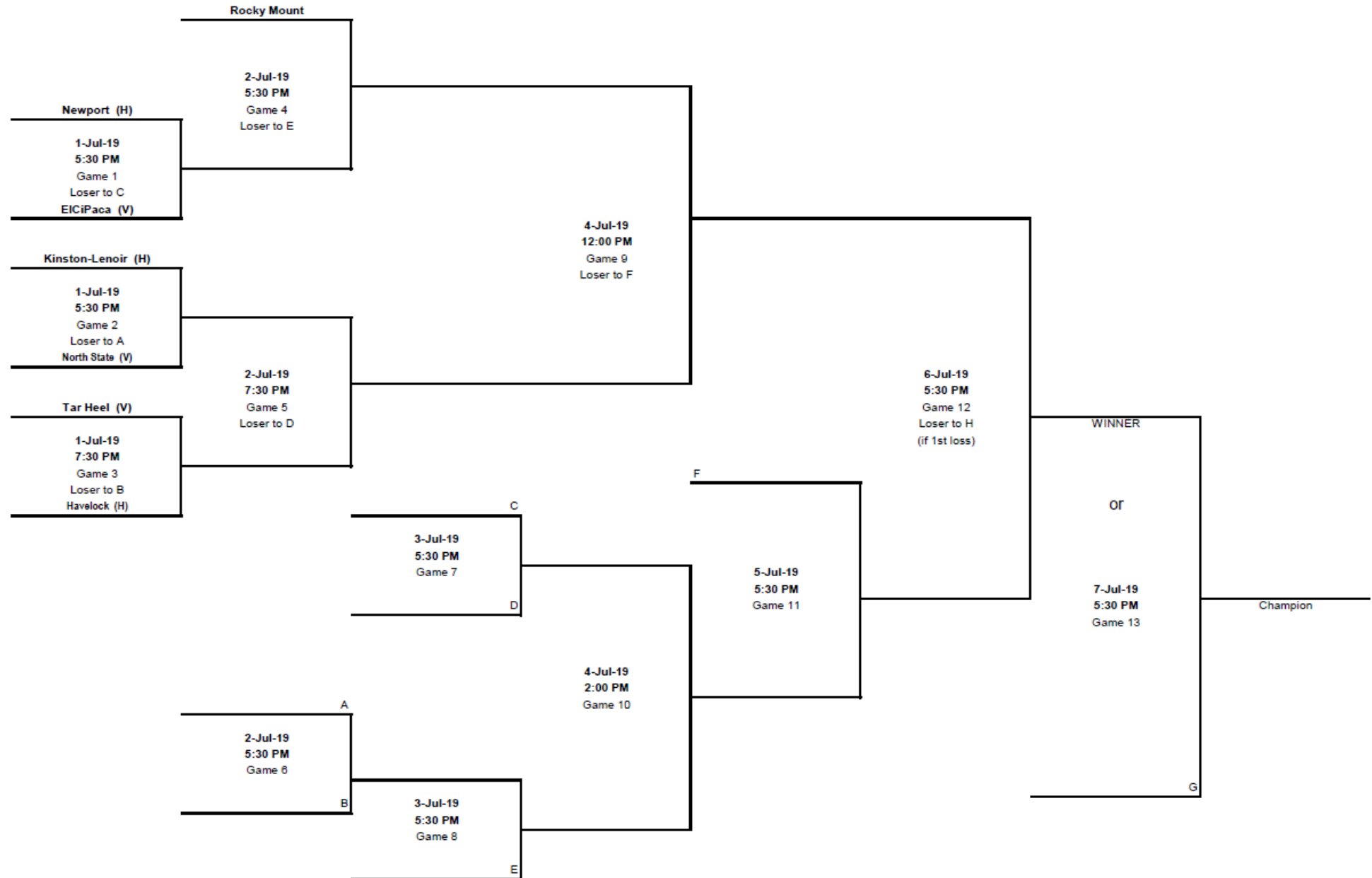
7 team, double-elimination
tournament over 7 days

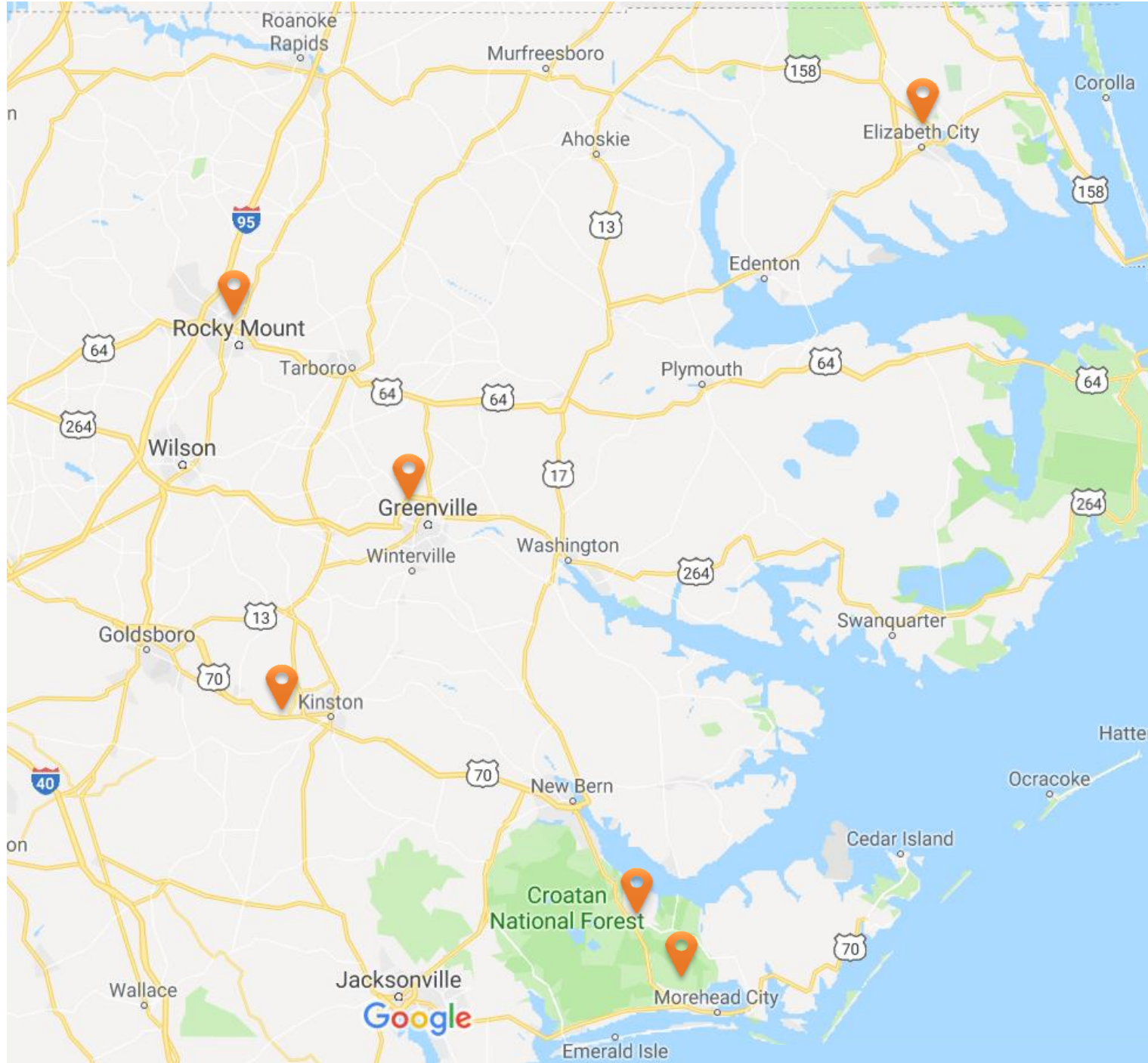
Total Players (ages 10-12) 87

Total Coaches 21



NC Little League District 4 Championships Tournament





SEVEN TEAMS FROM EASTERN NORTH CAROLINA REGION*

**Two teams from Greenville area*

NC Little League District 4 Championships Tournament



Players*	
Overnight: over 150 miles away	42%
Daytrip: between 150-40 miles	44%
Local: under 40 miles	14%
TOTAL	87*

*All calculations based on number of athletes



NC Little League District 4 Championships Tournament

DATA INPUTS

Sports Visitor Calculation Method	Participant-based ▼	
Number of participants	<input type="text" value="87"/>	?
Spectators per Participant	<input type="text" value="2.30"/>	?
Spectators	<input type="text" value="200"/>	?
Overnight share (all visitors)	<input type="text" value="42"/> %	?
Visitors (overnight / day)	<input type="text" value="121 / 166"/>	?
Local share of day visitors	<input type="text" value="14"/> %	?
Room Rate (\$)	<input type="text" value="149.00"/>	

NC Little League District 4 Championships Tournament

Event Impact Summary

Destination: Visit Elizabeth City

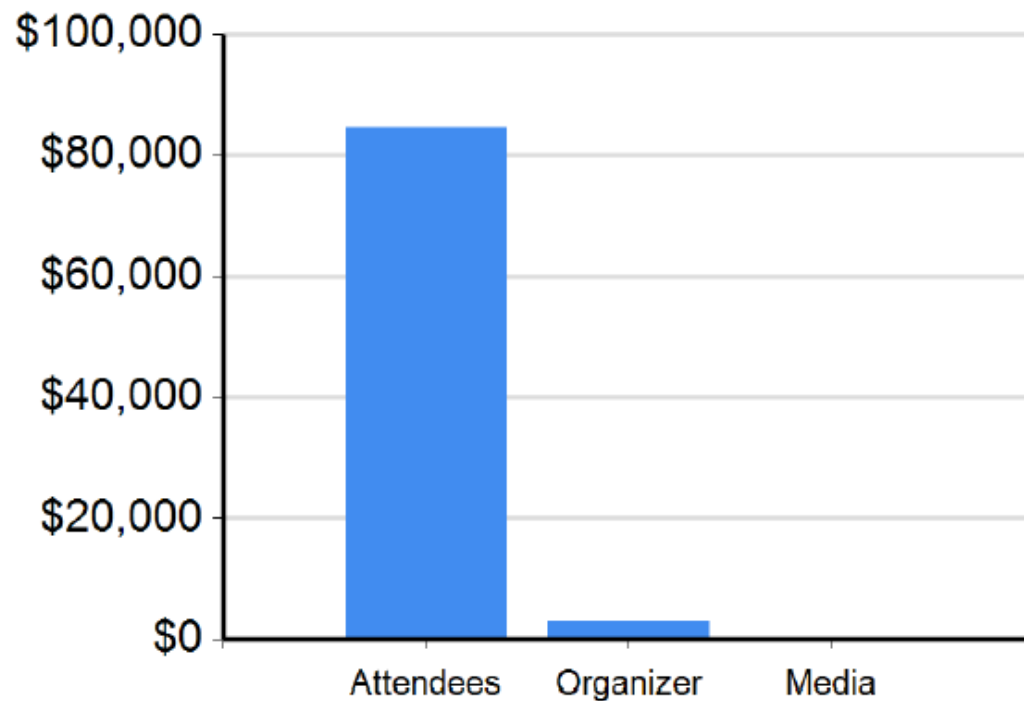
Event Parameters		Key Results	
Event Name:	NC District 4 Little League Tournament	Business Sales (Direct):	\$87,518
Organization:		Business Sales (Total):	\$128,008
Event Type:	Youth Amateur	Jobs Supported (Direct):	25
Start Date:	7/1/2019	Jobs Supported (Total):	27
End Date:	7/7/2019	Local Taxes (Total):	\$4,237
Overnight Attendees:	121	Net Direct Tax ROI:	\$3,896
Day Attendees:	166	Estimated Room Demand:	206



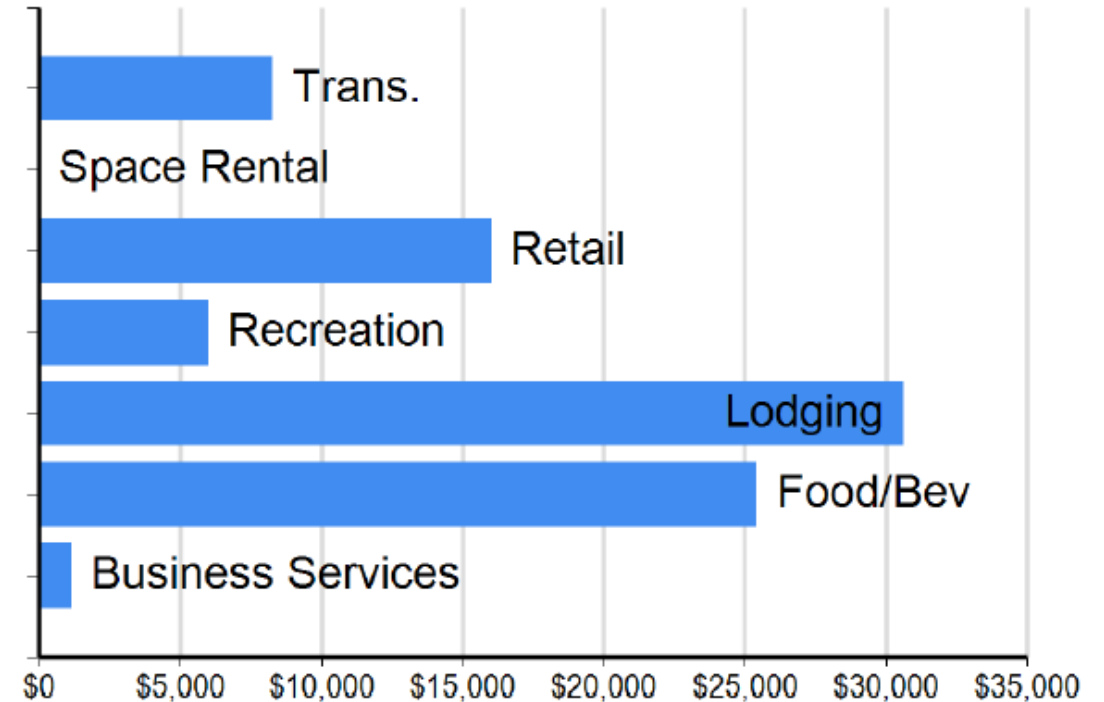
NC Little League District 4 Championships Tournament

Direct Business Sales

Sales by Source

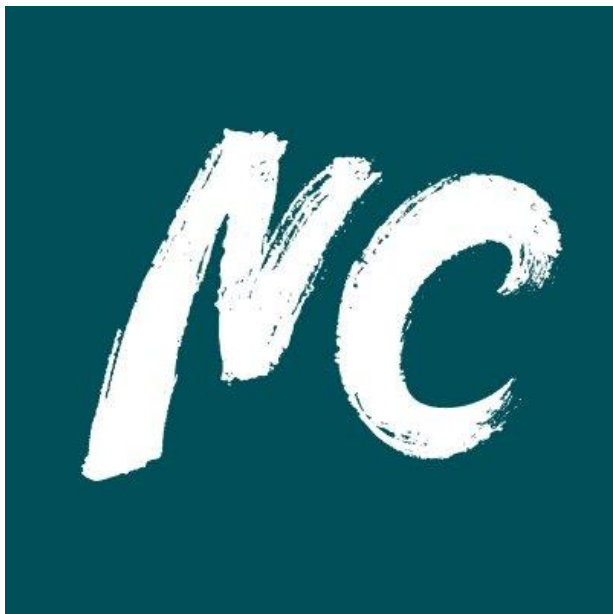


Sales by Sector





Marketing Update



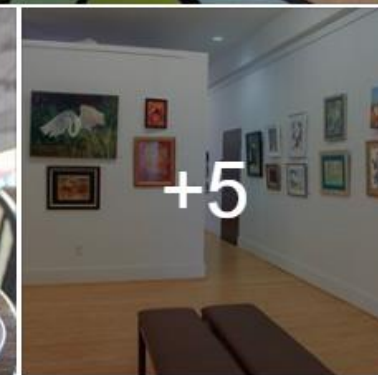
Visit North Carolina

July 14 at 10:00 PM · 🌐



Your perfect weekend getaway is waiting in Visit Elizabeth City, NC:

- ☕ Sipping a latté at [Muddy Waters Coffeehouse](#)
- 🚤 Learning about the region's history at [Museum of the Albemarle](#)
- 🍽️ Eating a light lunch at [The Mills Downtown Bistro](#)
- 🖼️ Perusing art at [Arts of the Albemarle](#)
- 🚣 Kayaking with rentals from [Pelican Marina](#)
- 🍕 Enjoying a slice from [Elizabeth City Pizza Co](#)
- 🍺 Having a cold one at [Ghost Harbor Brewing Company](#)
- 🛏️ Getting a good night's sleep at [Foreman House Bed & Breakfast](#)



+5



82

8 Comments 46 Shares

VISIT NORTH CAROLINA PHOTO NETWORK

Example Photo Network Imagery:



FIRST VISIT:
AUGUST 15-17



THE OFFICIAL ATHLETIC WEBSITE OF ELIZABETH CITY STATE UNIVERSITY

TEAMS

DEPARTMENTS

FAN INFO

VIKING NETWORK

RECRUITS

TICKETS

SHOP

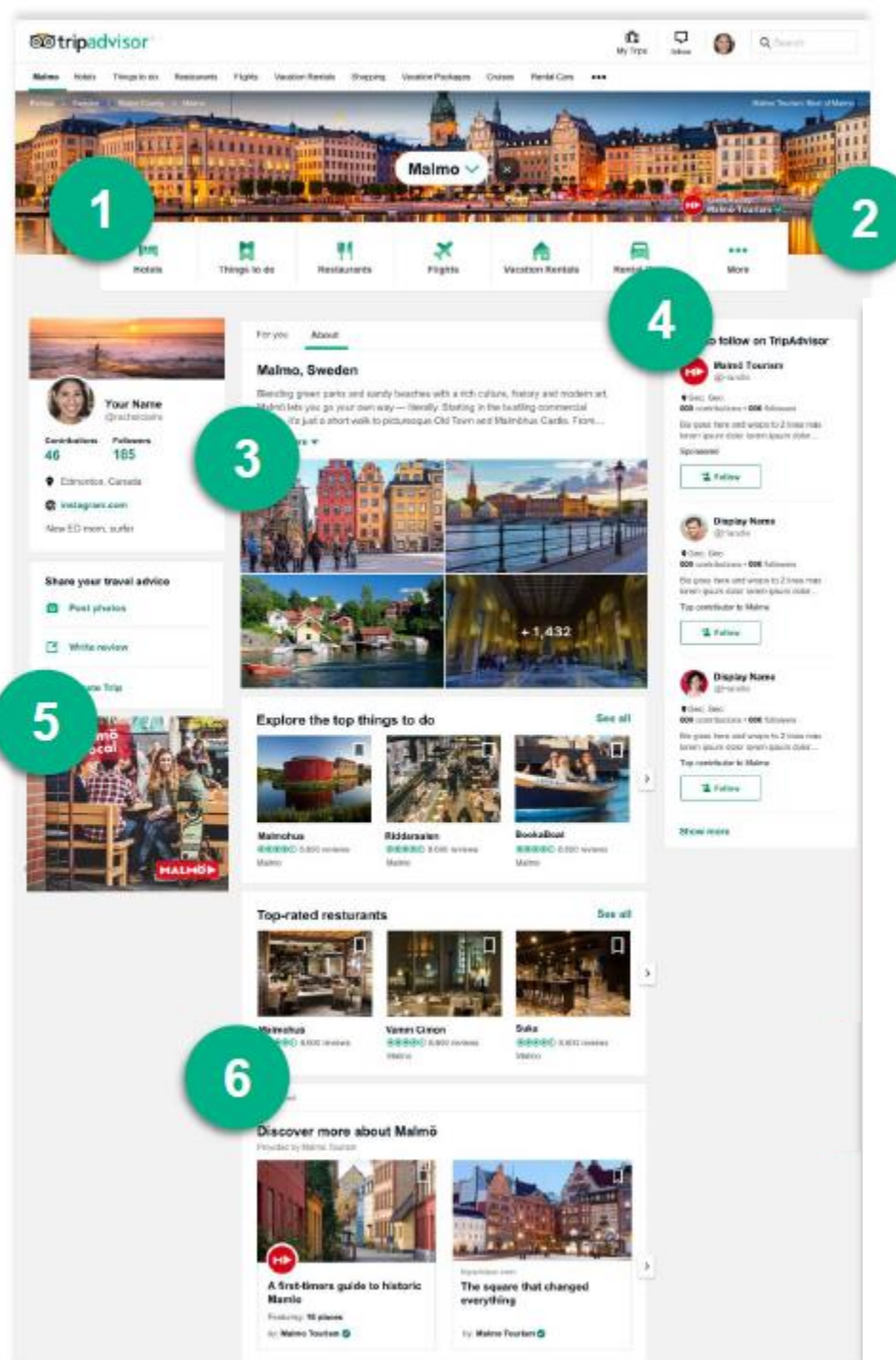
GIVE TO ATHLETICS



New:
Advertising Partnership
with ECSU Athletics

TripAdvisor Destination Sponsorship

Promote your destination, build your community, and share your brand's story to qualified travelers on TripAdvisor.





- ☐ Consumer research surveys almost complete.
- ☐ Estimated presentation of research results at September meeting.



Kudos
to Susan!



Thank you!