



*Executive
Director's Report*

January 27, 2022

Elizabeth City - Pasquotank
County Tourism Development
Authority Board Meeting



Marketing & Project Updates



2021 Smith Travel Research Report Measures

	EC Region <i>Actuals 2021</i>	EC Region <i>21-20 YOY Comparison</i>	EC Region <i>Actuals 2019</i>	EC Region <i>21-19 YOY Comparison</i>	Golds- boro <i>Actuals</i>	Golds- boro <i>YOY Comparison</i>	Beaufort County <i>Actuals</i>	Beaufort County <i>YOY Comparison</i>	New Bern <i>Actuals</i>	New Bern <i>YOY Comparison</i>	Middle OBX <i>Actuals</i>	Middle OBX <i>YOY Comparison</i>	Suffolk, VA <i>Actuals</i>	Suffolk, VA <i>YOY Comparison</i>
<i>Month To Date – December 2021</i>														
Occupancy	47.6%	-4.9% from Dec '20	47.6%	0.0% from Dec '19	47.2%	+30.2%	36.4%	+20.1%	57.0%	+34.3%	30.8%	+15.5%	52.9%	+17.4%
ADR	\$92.87	+25.3%	\$82.83	+13.0%	\$84.33	+5.2%	\$77.77	+15.8%	\$106.45	+18.2%	\$124.15	+25.0%	\$90.13	+22.0%
RevPAR	\$44.20	+19.1%	\$39.17	+12.8%	\$39.82	+37.0%	\$28.30	+39.0%	\$60.72	+58.6%	\$38.25	+44.3%	\$47.67	+43.2%
<i>Year to Date – December 2021</i>														
Occupancy	63.3%	+25.3% from Jan- Dec '20	61.6%	+2.8% from Jan- Dec '19	57.6%	+17.0%	48.8%	+45.4%	69.1%	+18.0%	60.8%	+23.4%	66.9%	+30.5%
ADR	\$102.91	+21.9%	\$91.49	+12.5%	\$85.29	+3.3%	\$79.57	+9.9%	\$111.14	+15.6%	\$228.97	+26.7%	\$95.57	+20.0%
RevPAR	\$65.15	+52.8%	\$56.37	+15.6%	\$49.15	+20.8%	\$38.82	+59.7%	\$76.78	+36.5%	\$139.23	+56.4%	\$63.94	+56.6%

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

Goldsboro includes: 12 out of 16 properties; total rooms: 1042/1176

Beaufort County includes: 7 out of 9 properties; total rooms: 471/548

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: 8 out of 10 properties; total rooms: 735/821

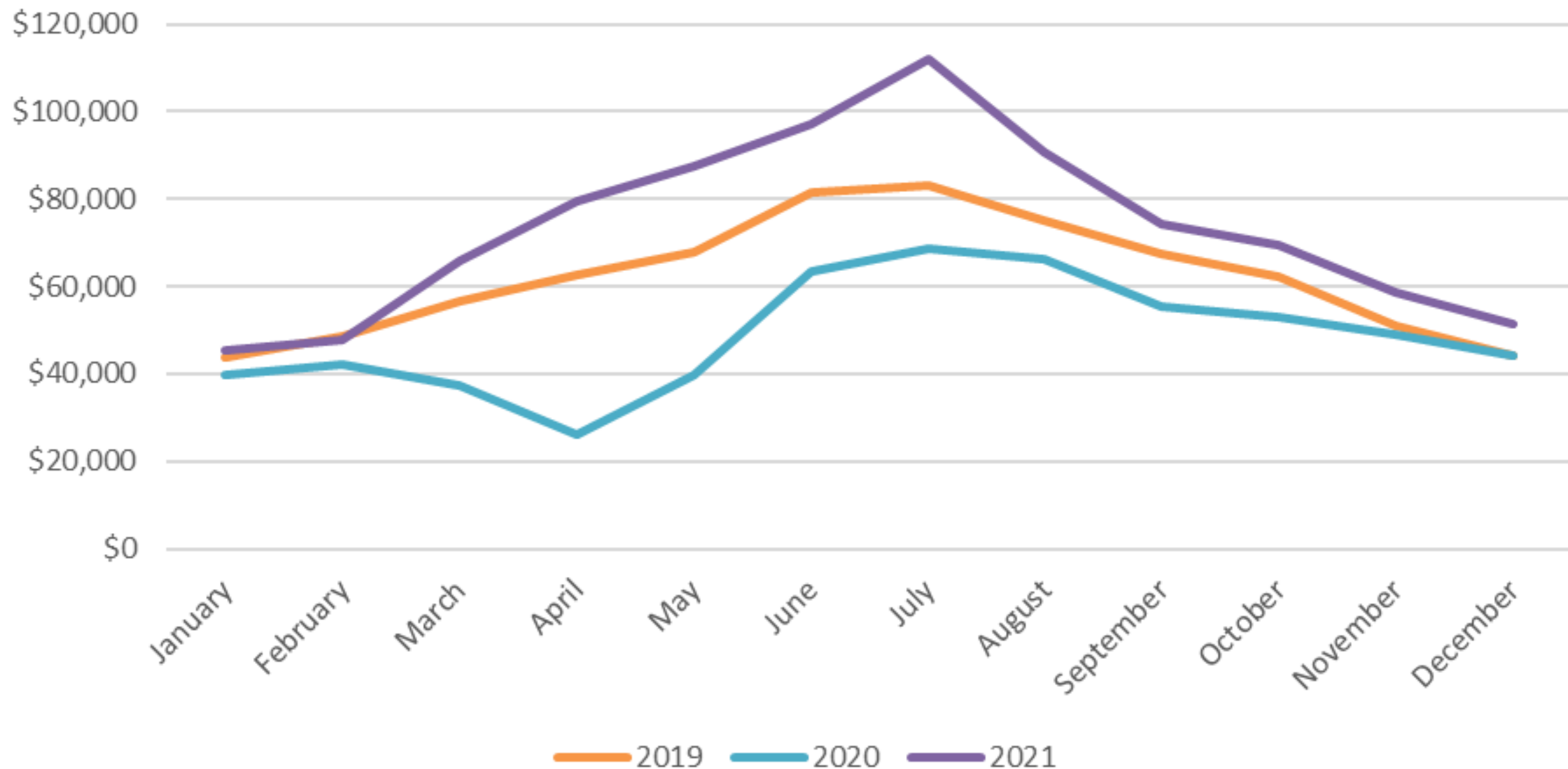
Middle OBX includes: 6 out of 13 properties; total rooms: 687/946; (Kitty Hawk, Duck, Nags Head)

Suffolk, VA includes: 10/13 properties; total rooms: 934/1029

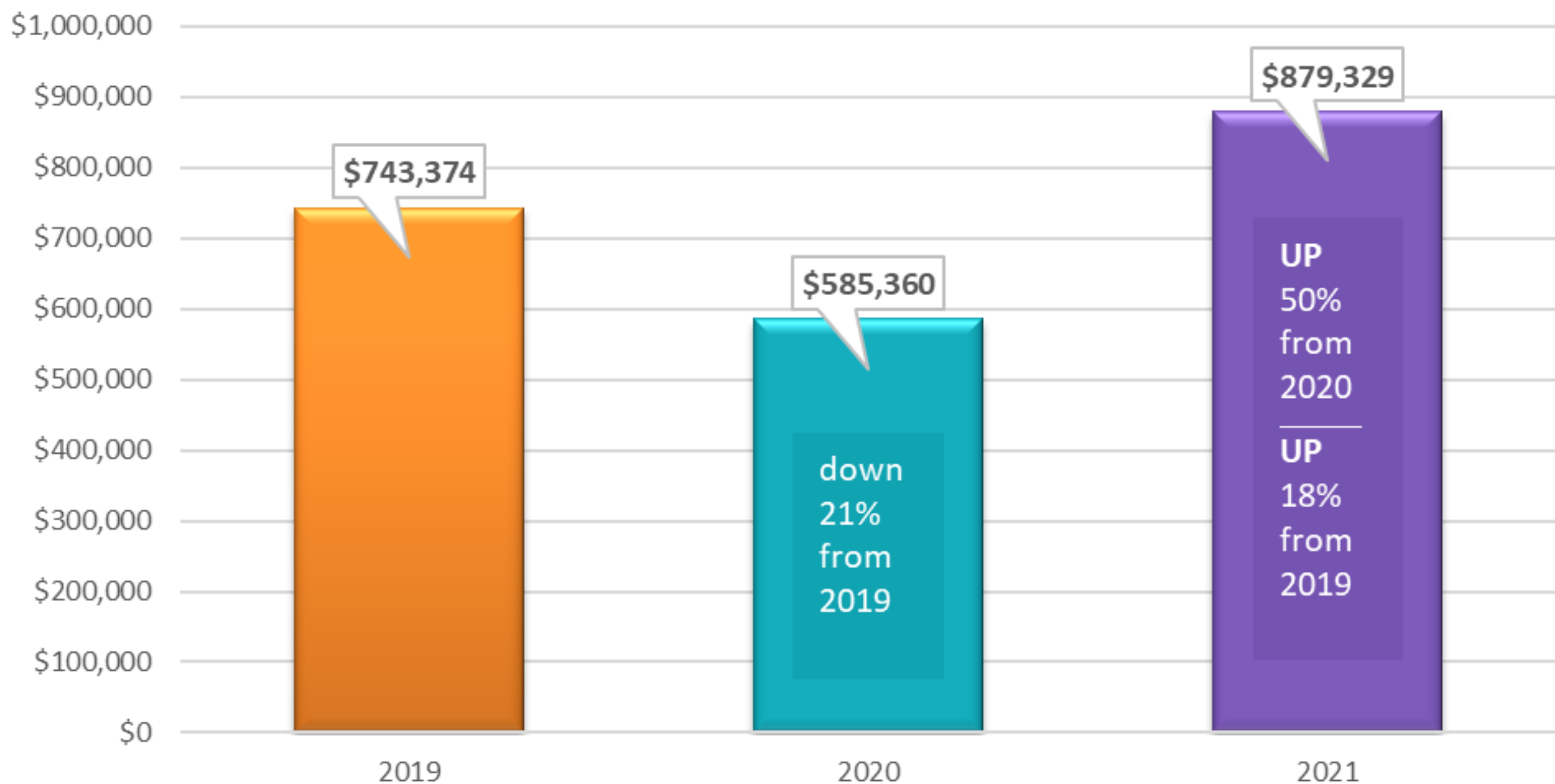
ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

Occupancy Tax Collections



Occupancy Collections Annual





Zartico is a provider of destination operating systems for destination management organizations. Essentially Zartico looks at all sorts of data, creates insights and intelligence to learn and what builds a destination.

Important Definitions

RESIDENT = Device observed less than 30 miles from the common device location* to Elizabeth City.

VISITOR = Device observed more than 30 miles from the common device location* to Elizabeth City.

**Can be home and/or work*

- **Short trip:** 2-4 hours at your destination
- **Day trip:** 4-8 hours at your destination
- **Long day trip:** +8 hours at your destination, no overnight stay
- **Overnight trip:** +8 hours at your destination, with overnight stay (observed the next day at your destination)

Date range
Last year ▾

Visit Elizabeth City Destination KPIs

Sources: Near, Google Analytics

% of Overnight Trips

75.9%

↗ **23%**
change

61.9%
prev. year

% of Out of State Visitors

61.6%

↘ **-5%**
change

65.1%
prev. year

% of In State Visitors

39.2%

↗ **12%**
change

34.9%
prev. year

Date range
Last year ▾

Organic Website Traffic

102,789

↗ 51%
change

68,166
prev. year

Website New Users

180,483

↗ 42%
change

126,987
prev. year

Facebook Post Unpaid Reach

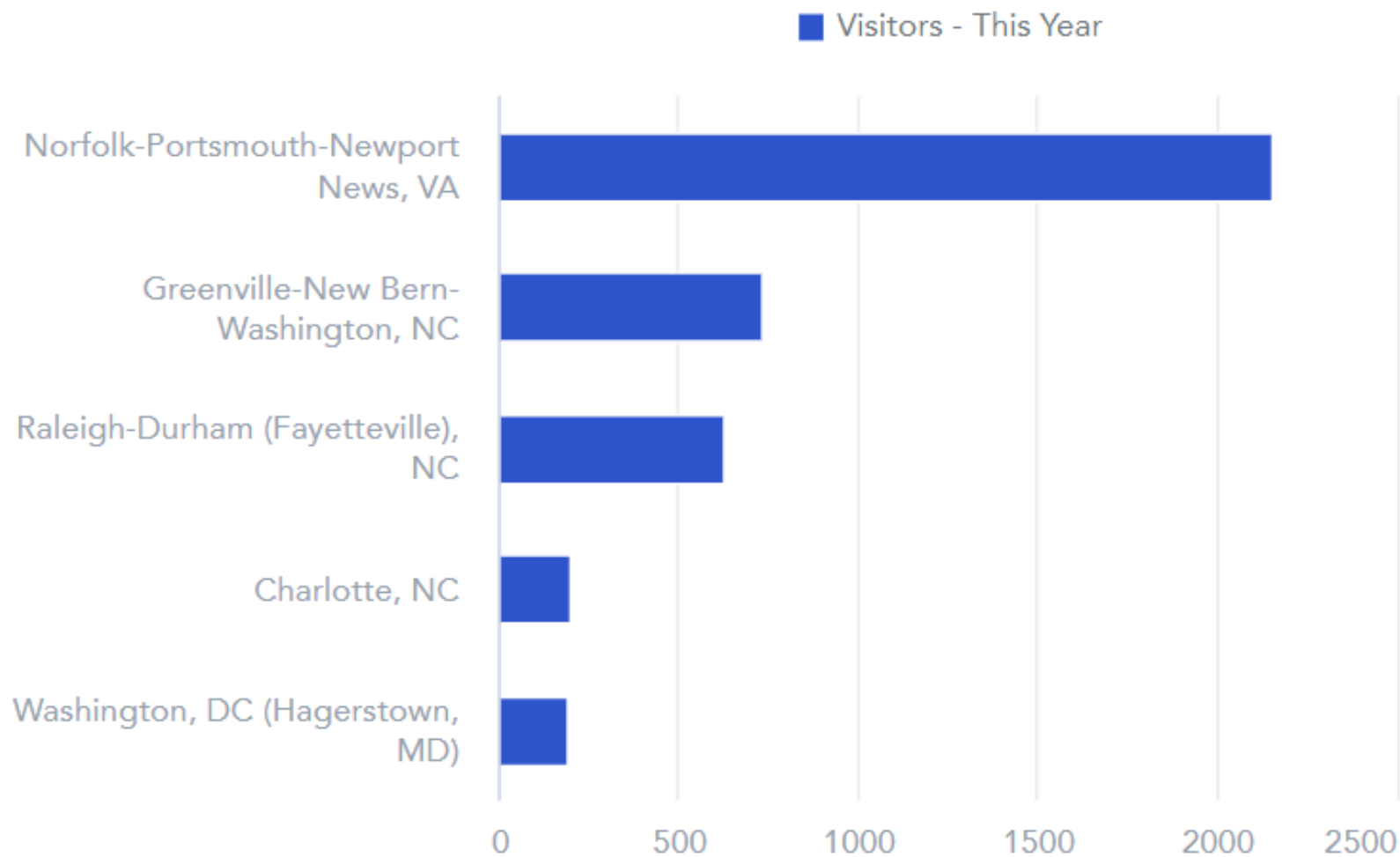
1,355,112

↗ 120%
change

614,578
prev. year

Date range
Last year ▾

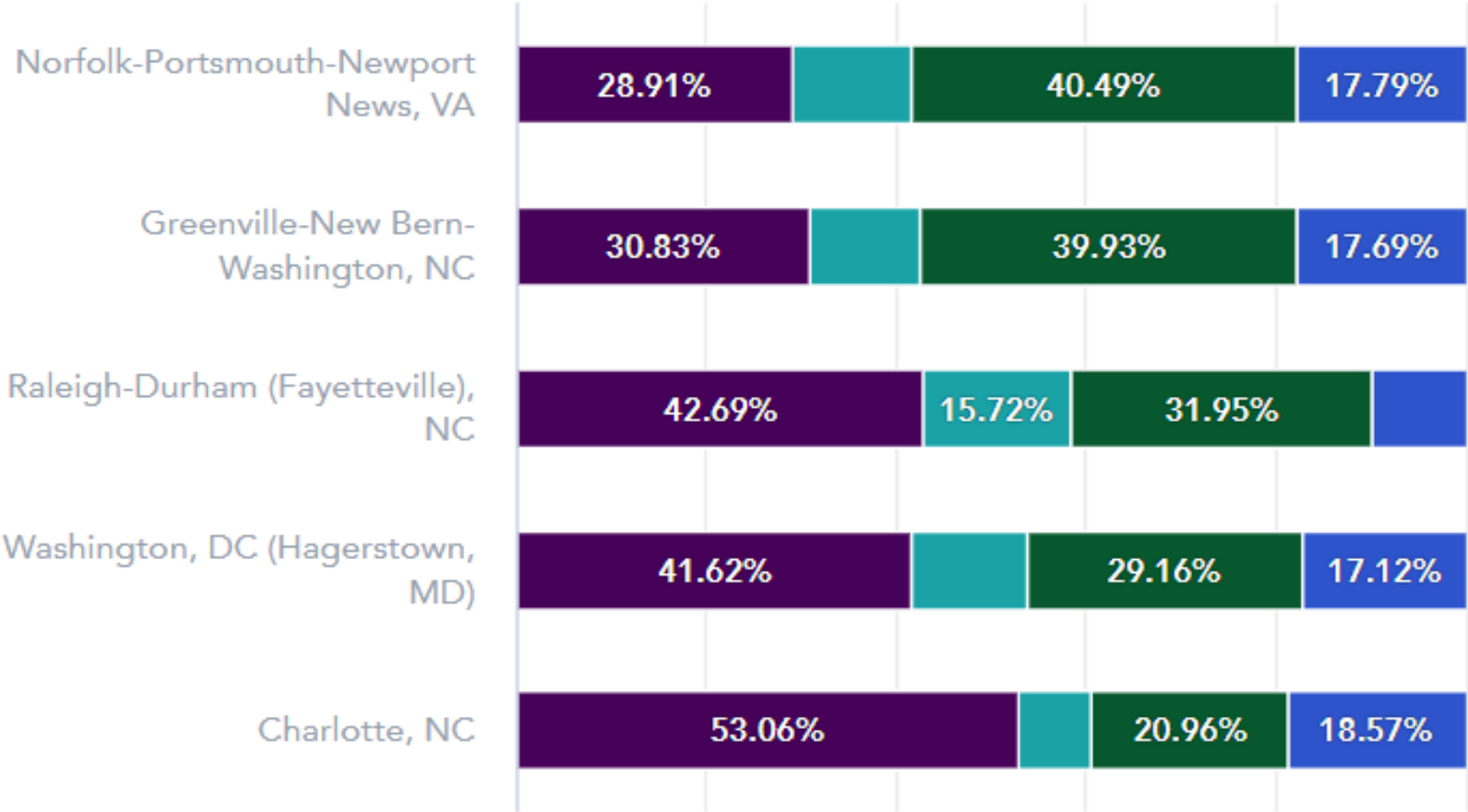
Top 5 Origin Markets



Date range
Last year ▾

Share of Trip Type by Top 5 Origin Markets:

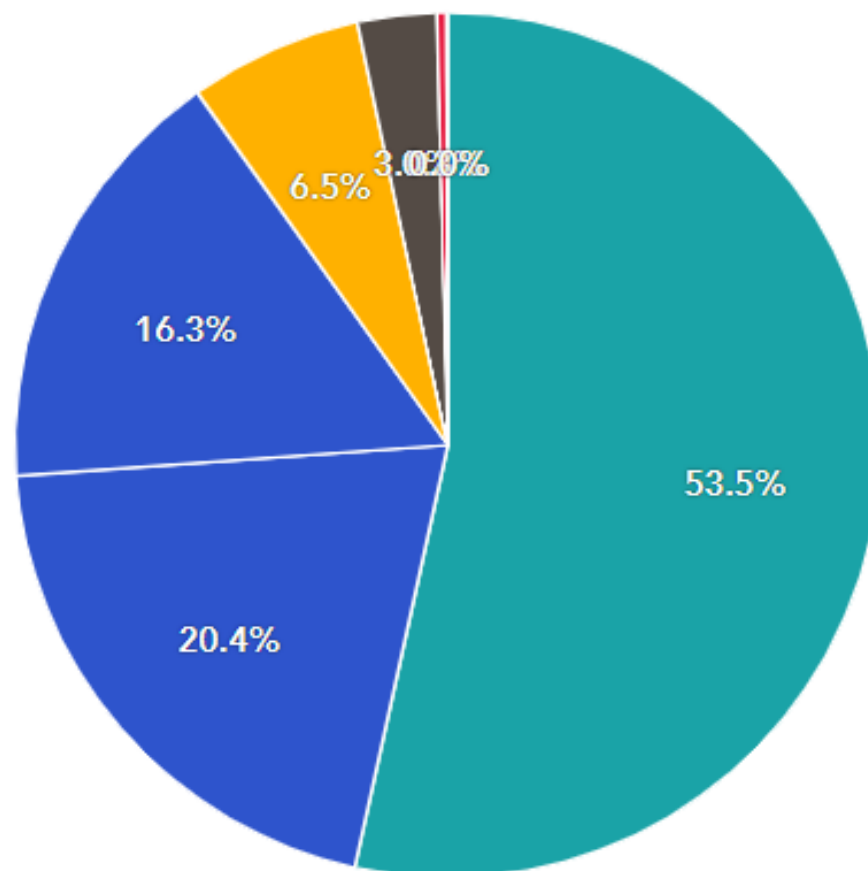
Trip Type: ■ Short Trip ■ Day Trip ■ Long Day Trip ■ Overnight Stay



Date range
Last year ▾

% of Visitor Spending by Category

Primary Category: ■ Food ■ Accommodations ■ Transportation
■ Retail ■ Specialty Retail ■ Commercial ■ Outdoor Recreation





2022 Visitor Guide

40,000 color copies
This Week!



2022 VisitNC Travel Guide

500,000 copies
distributed state-wide



firsts that last *Black heritage*

EXPLORING BLACK HISTORY

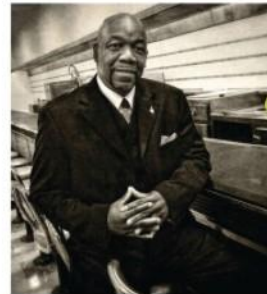
Dive into heritage sites along the coast, dig into the civil rights movement in Greensboro and weave through incredible works of art in Charlotte.

• THE AFRICAN AMERICAN EXPERIENCE OF NORTHEAST NORTH CAROLINA

Six coastal counties recently joined forces to honor the contributions of Black people to the region. At **Museum of the Albemarle** in Elizabeth City, learn about area life in centuries past, including the experiences of enslaved Africans. In Jarvisburg, visit **Historic Jarvisburg Colored School Museum**, the first school for Black students in Currituck County and one of the oldest such schools in North Carolina. The museum notes the students' many contributions to society. The United States' first all-Black life-saving crew resided at **Pea Island Life-Saving Station** in Rodanthe. Their 1896 rescue of nine passengers on the E.S. Newman during a hurricane earned them a posthumous Gold Lifesaving Medal in 1996.



Museum of the Albemarle,
Elizabeth City



keeping the story alive

MELVIN "SKIP" ALSTON (PICTURED) COFOUNDED THE INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM WITH FORMER STATE REP. EARL JONES IN 1993.

INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM • GREENSBORO

Located in the former F.W. Woolworth store, this is where four N.C. A&T State University freshmen sat at the "whites only" lunch counter in 1960 as a means of nonviolent protest against segregation. Take a tour to view photography, artifacts and interactive galleries that explore how the sit-in sparked an entire desegregation movement.

HARVEY B. GANTT CENTER FOR AFRICAN-AMERICAN ARTS + CULTURE • CHARLOTTE

Dedicated to Charlotte's first Black mayor, the Gantt Center celebrates excellence in the arts, culture and history of people of African descent. Encounter quilt designs from the Underground Railroad era; an array of rotating exhibits; and engaging music, dance and theatrical performances.

PHOTOGRAPHS: (ALBEMARLE) SAM SEAN, (CIVIL RIGHTS) SAM SEAN, (GREENSBORO) SAM SEAN, (GREENSBORO) SAM SEAN



2022 Jan-June Public Relations Plan



Objectives

- Promote a positive image of Elizabeth City as a tourism destination that is welcoming to all travelers
- Secure positive media coverage for Elizabeth City in regional and national media outlets

Strategy

MMGY NJF, working collaboratively with Visit Elizabeth City, will promote interest in travel to our destination. We will continue to establish Elizabeth City as North Carolina's Harbor of Hospitality® leveraging the following tactics:

- *Proactive Media Relations*
- *Reactive Media Relations*
- *Press Trips & Individual Media Visits*
- *Partnerships & Creative Programming*

Wayfinding





- MMC drafting Action Plan as a result of our Ideation Session
 - Preliminary Discussion with DEI Task Force mid-January
 - In plan development process now
 - Shift dates to present to Board on February 24
- MMC presents plan to Hospitality & Tourism community in May as part of National Travel & Tourism Week



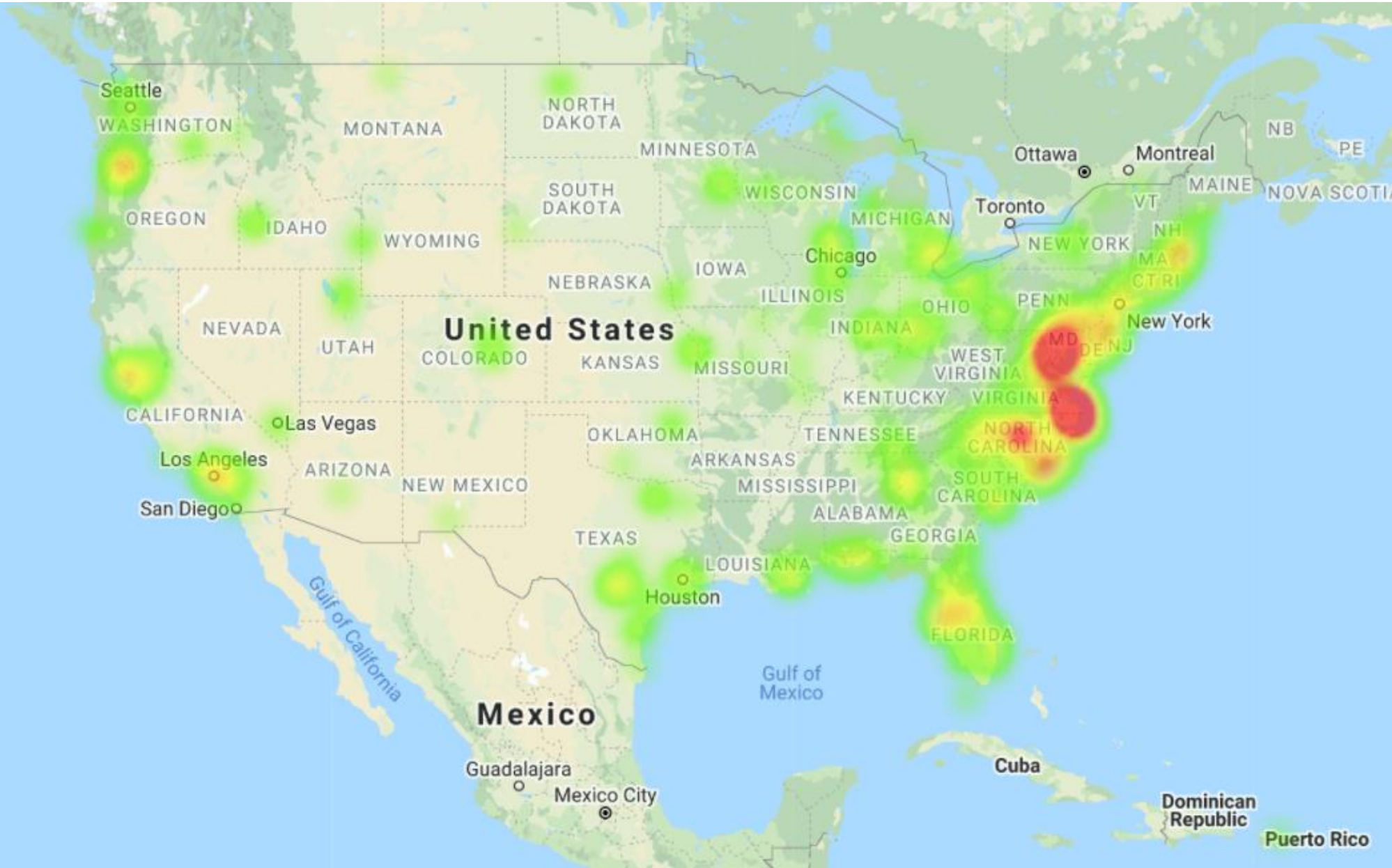
Race Weekend: March 3-5, 2022

CoastGuardMarathon.com

*First ever sanctioned road
race for the USCG*



Marathon | Half Marathon | 5K



2022 Participants (01.26.2022)
2246 registered runners

1100 in-person
1146 virtual

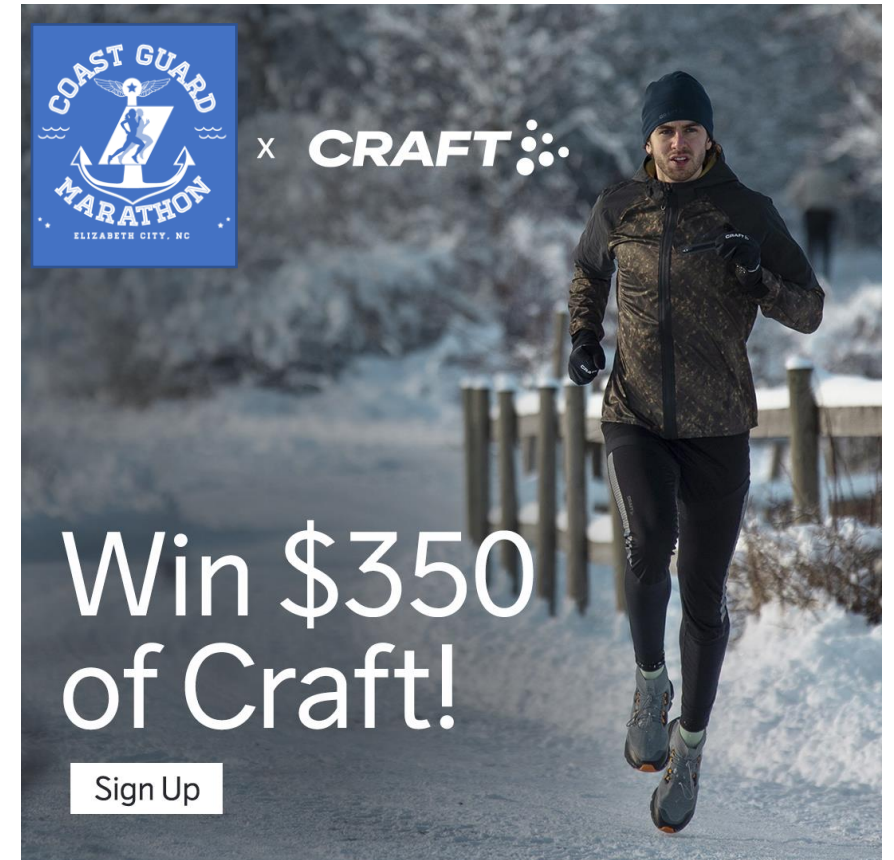
CRAFT

Official Athleticwear Provider

- Runner t-shirts
- Volunteer Hoodies
- Lead cyclists' apparel
- Staff apparel
- Participant Giveaway

Total In-Kind Value | \$24,900

Craft is a Swedish brand offering innovative, sustainable apparel for endurance sports.



*“The running community in North Carolina has exploded over the past few years and we are thrilled to be aligned with the **Coast Guard Marathon** .” said David Preciado, Director of Partnerships for Craft. “We look forward to providing the Coast Guard Marathon with innovative products and programs that will help elevate their racer’s experience and meet all their apparel needs.*

2022 Coast Guard Marathon, Half Marathon & 5K Runner T-Shirts



AIR FORCE MARATHON



SPACE FORCE
T-MINUS 10-MILER



2022 SEA, AIR, & SPACE CHALLENGE Medal



2022 SEA, AIR, & SPACE CHALLENGE Medal



Race Weekend: March 3-5, 2022

CoastGuardMarathon.com

COUNTDOWN TO RACE WEEKEND

035 : 15 : 31 : 51
DAY(S) HOUR(S) MINUTE(S) SECOND(S)

REGISTER NOW

Overall Event Timeline

Thursday, March 3, 2022

4pm – 8pm | CGM Heath & Fitness Expo & Packet Pickup Day 1

Location: KE White Graduate Center

Friday, March 4, 2022

10am – 7pm | CGM Heath & Fitness Expo & Packet Pickup Day 2

Location: KE White Graduate Center

4:45 pm – 5:45pm | Coast Guard 5K

Location: Start/ Finish on Water Street near entrance to Waterfront Park.

Saturday, March 5, 2022

7:30 am – 11 am | Coast Guard Half Marathon

Location: Start/ Finish on Water Street near entrance to Waterfront Park.

7:30 am – 2:30 pm | Coast Guard Full Marathon

Location: Start/ Finish on Water Street near entrance to Waterfront Park.

9:00am – 5:00pm | Post-Race Celebration

Location: Waterfront Park.

We Need Help

An Amazing Experience is KEY!

1. Volunteers

<https://runsignup.com/CoastGuardMarathon/volunteer>

2. Cheering

There cannot possibly be enough people along the race route cheering!

3. Motivational Signs – with cheering (examples available!)

4. Music, entertainment on the course

Seeking bands, DJs, dance groups etc to hang out with us for the day & add energy to our runners



**Coast Guard Marathon
March 3-5, 2022**

**Projected Budget
01.17.2022**

REVENUES

Expo	\$800	
Celebration	\$0	
Sponsorships	\$40,650	*Actual to-date
In-person registrations*	\$155,348	\$94,548
Virtual registrations*	\$162,101	\$69,691
Product Sales	\$10,400	
Total Revenues	\$369,299	

**Coast Guard Marathon
March 3-5, 2022**

**Projected Budget
01.17.2022**

IN-PERSON EXPENSES

Expo	\$1,280
Race Operations	\$131,700
Runner Amenities	\$52,189
Volunteers	\$3,400
Marketing	\$53,500
Miscellaneous/ Contingency	\$31,000

Total In-Person Expenses	\$273,069
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VIRTUAL EXPENSES

Shipping & Handling	\$29,260
Runner Amenities	\$60,522
Marketing	\$15,960

Total Virtual Expenses	\$105,742
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TOTAL EXPENSES	\$378,811
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Total Revenues	\$369,299
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<i>Variance</i>	<i>(\$9,512)</i>
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**Coast Guard Marathon
March 3-5, 2022**

**Projected Budget
01.17.2022**

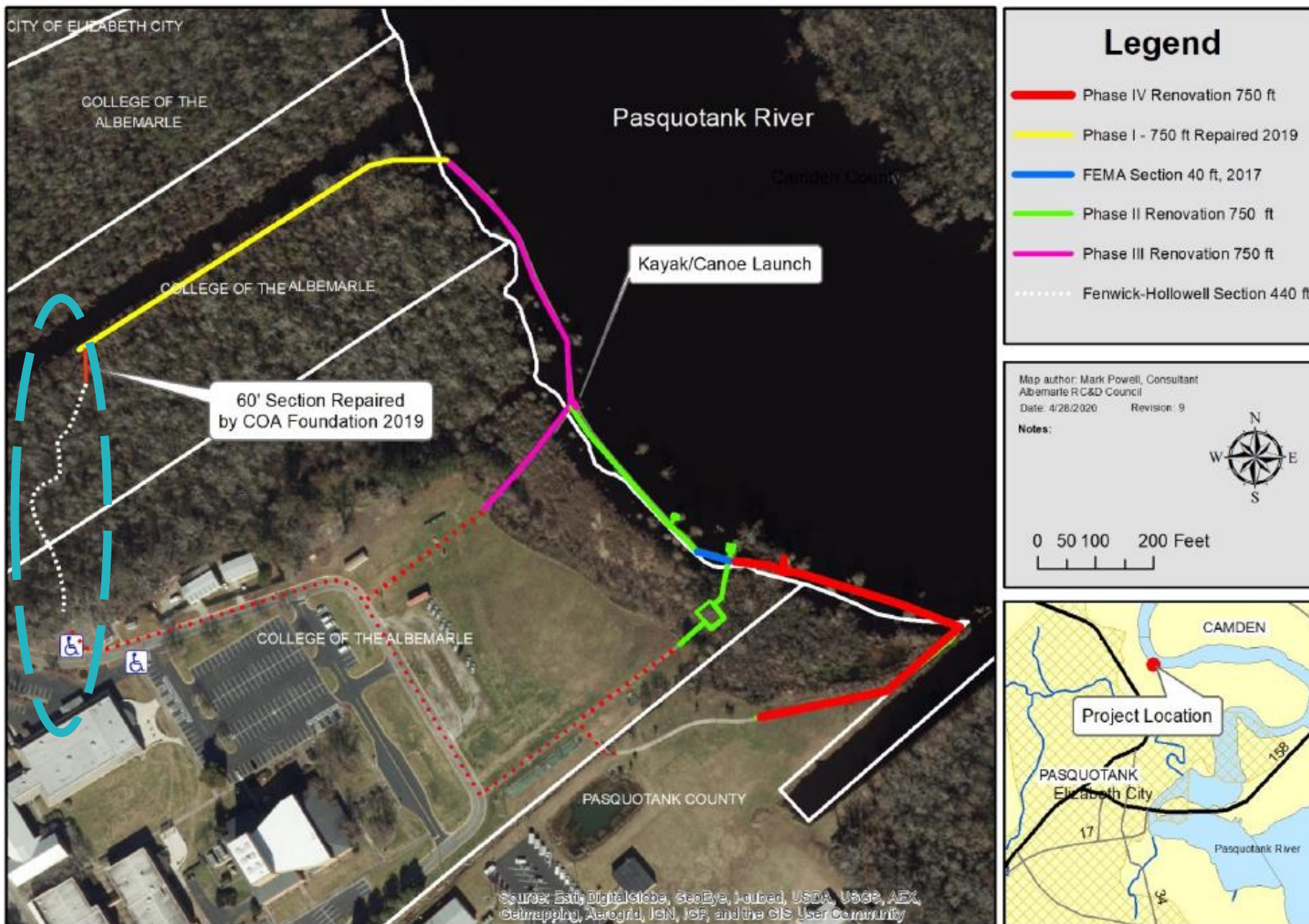
Other Important Details

In-Kind Sponsors = approximately \$58,100

Estimated First-Year expenses = \$20,000

Estimated Economic Impact = \$450,000-\$900,000 for the weekend

Pasquotank River Public Access Improvement Phases I, II, III, IV



Pending Request for City & County Tourism Funding:
Improvements to the Fenwick-Hollowell Nature Trail



Total Project \$50,000
\$15,000 - City
\$15,000 - County
\$20,000 - Other local organizations





Old Business



New Business

*Thank
you!*

