



# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

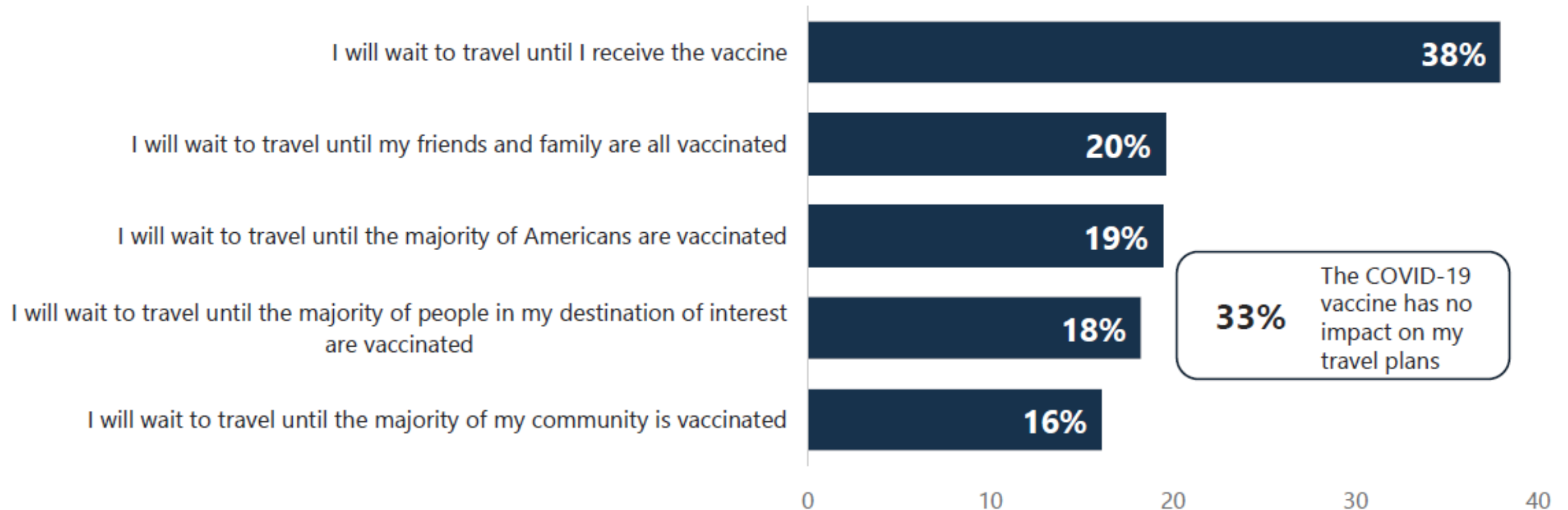
EXECUTIVE DIRECTOR'S REPORT | FEBRUARY 25, 2021



# *COVID-19 & the State of the Travel Industry*

## IMPACT ON TRAVEL PLANS

### Impact of COVID-19 Vaccine on Travel Plans



8 out of 10  
travelers plan to  
take a trip in the  
next 6 months

## IMPACT ON TRAVEL PLANS

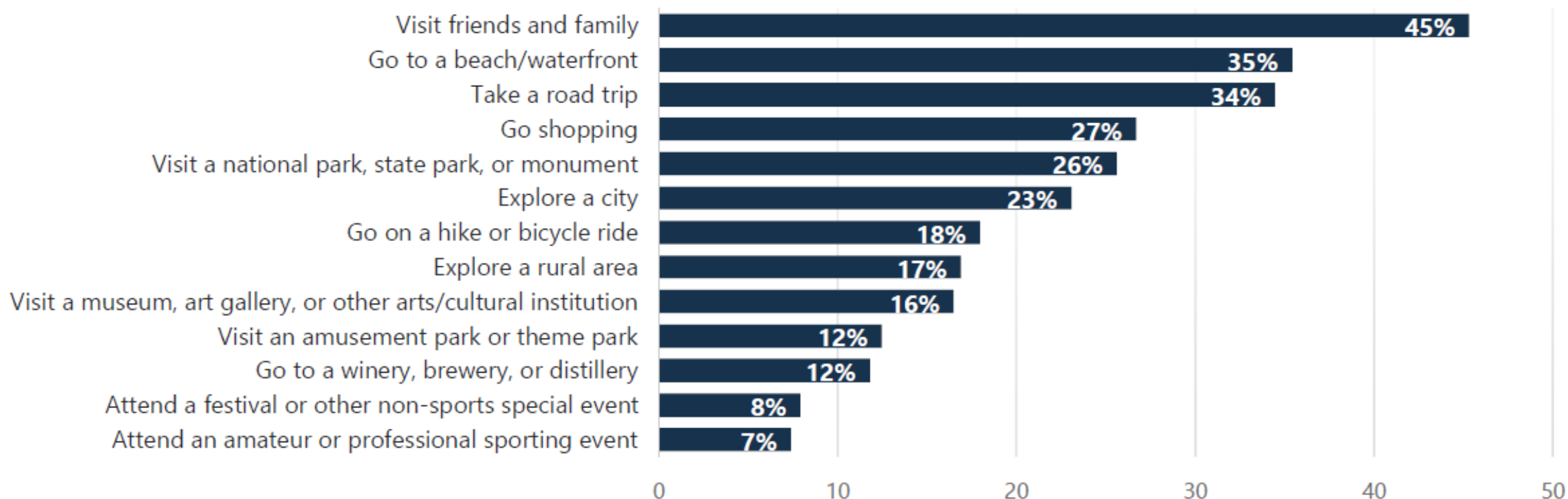
**8**  
OUT  
OF  
**10**

Source: Longwood Travel Sentiment Survey; 02/23/2021

## IMPACT ON TRAVEL PLANS

Base: Travelers (n=746)

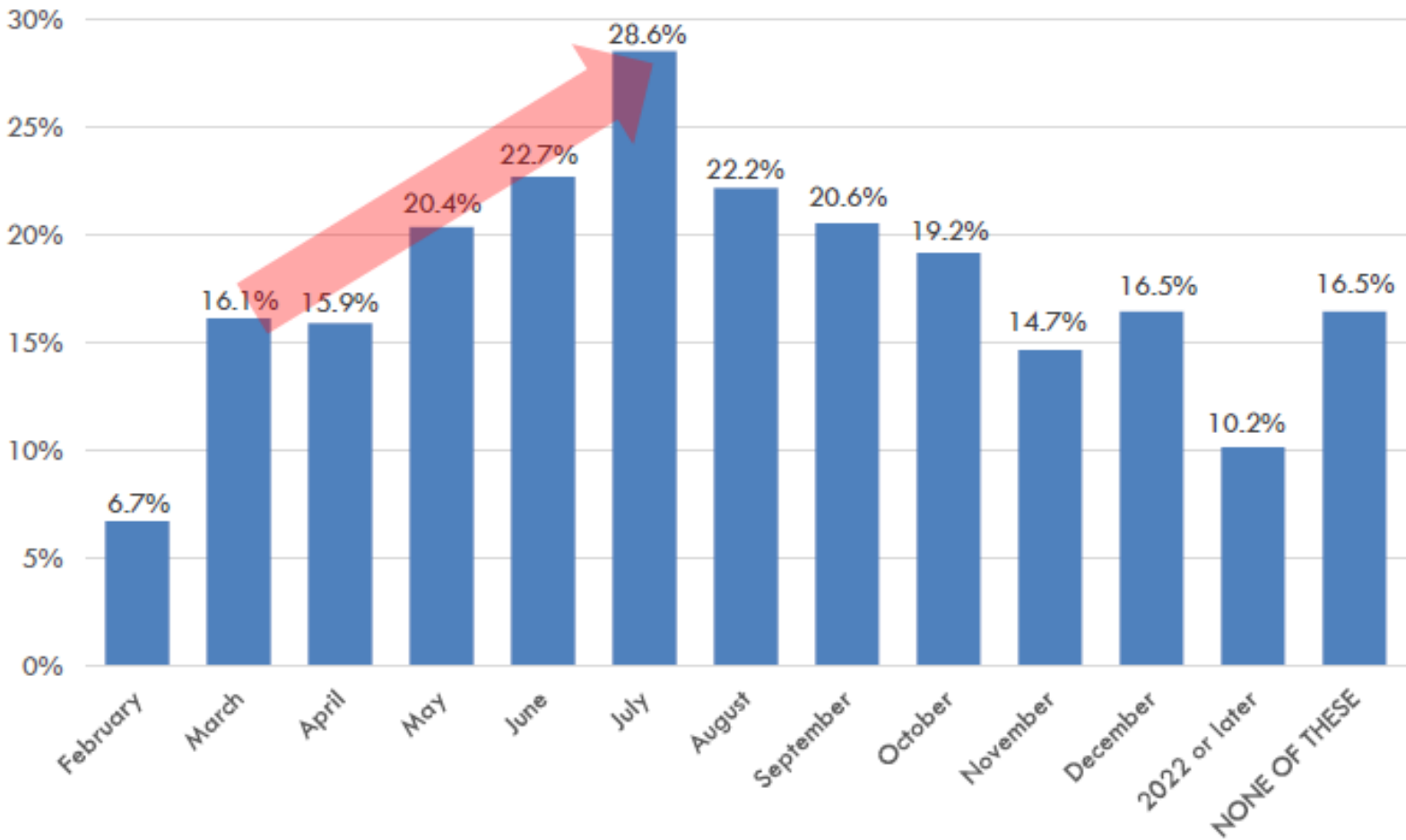
### Activities Travelers Planning to Do on Next Leisure Trip



# MONTHS OF EXPECTED LEISURE TRIPS IN 2021

**Question:** Even if only tentatively scheduled, in which months do you currently plan to take any leisure trips? (Select all that apply)

(Base: Waves 50 data. All respondents, 1,210 completed surveys. Data collected February 19-21, 2021)







## 2021 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 – January 2021</i>														
Occupancy	50.2%	+14.3% from Jan '20	41.4%	-11.3%	32.5%	-8.9%	44.5%	-34.0%	26.4%	+0.9%	49.2%	+9.5%		
ADR	\$76.06	-4.9%	\$78.79	-3.6%	\$68.96	-6.1%	\$90.15	-10.8%	\$101.57	+11.7%	\$74.79	-7.0%		
RevPAR	\$38.20	+8.6%	\$32.58	-14.5%	\$22.40	-14.5%	\$40.08	-41.1%	\$26.79	+12.8%	\$36.79	+1.8%		
<i>Year to Date – 2021</i>														
Occupancy														
ADR														
RevPAR														

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 9 properties; total rooms: 735/800

Middle OBX includes: 6 out of 9 properties; total rooms: 687/786; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



# *Marketing & Project Updates*

## Wayfinding Progress Updates:

- Sign Fabrication RFP published 01/29/2021
- Proposals Due 03/01/2021
- Wayfinding Committee will review and discuss proposals mid-March
- Wayfinding Committee will present recommendation for sign fabrication partner end of March





Brought to you by our Presenting Sponsor



**CoastGuardRun.com** – Launched 01/21/2021



## SPONSORS

Presenting Sponsor: AdeNation



Host: Visit Elizabeth City



Host: Virtual Running Club



Supporting Sponsor: College of The Albemarle



Supporting Sponsor: Navy Federal Credit Union



Promoting Sponsor: Southern Bank



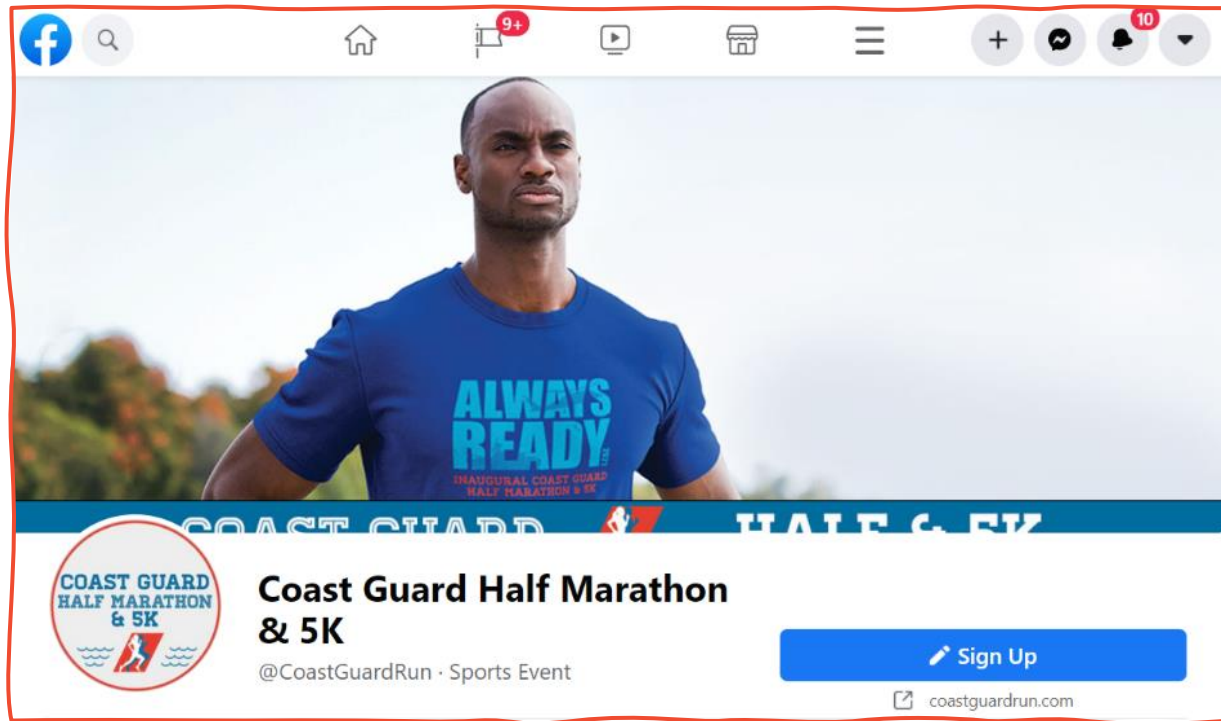
Contributing Sponsor:  
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# Social Media



<https://www.facebook.com/CoastGuardRun>

## Insights

[See All](#)

Last 28 days : Jan 27 - Feb 23 ▼

People Reached

103,672

▲1177%

Post Engagements

9,328

▲1405%

Page Likes

544

▲455%



**Stacy Sikole** Dana Roscoe run this with me next year! Elizabeth City, NC!

Like · Reply · 1w



**Coast Guard Half Marathon & 5K** Stacy Sikole Definitely!

Like · Reply · Commented on by Corrina Ruffieux [?] · 1w



**Dana Roscoe** Stacy Sikole ohhhhh yes!!!! Let's do it

Like · Reply · 1w



Like · Reply · Message · 2w



Top Fan

**Michelle Macdonald**

We are running on Oahu this year... see you next year in person!!

Like · Reply · Message · 2w



Author

**Coast Guard Half Marathon & 5K**

**Michelle Macdonald** That's so awesome! Please send some pictures of your run!

Like · Reply · Commented on by Corrina Ruffieux [?] · 2w



Top Fan

**Michelle Macdonald**

Coast Guard Half Marathon & 5K will do!!

Love · Reply · Message · 2w



**Wanda Ross**

**Lisa Lineberger Garcez** - I'll run this with you live in 2022!

Like · Reply · Message · 1w



**Lisa Lineberger Garcez**

**Wanda** awesome!



Like · Reply · Message · 1w



Author

**Coast Guard Half Marathon & 5K**

**Lisa Lineberger Garcez** **Wanda Ross** Yay! We look forward to welcoming you both in 2022.



**Michael Masopust**

Just registered as a team with my sons. We represent LEO, EMS and National Guard! Service oriented family from NYS. Perhaps next year we'll make the trip to NC

Like · Reply · Message · 2w



Author

**Coast Guard Half Marathon & 5K**

**Michael Masopust** We look forward to welcoming your entire family in 2022! Send pics of this year's run if you can.



**Amy Wolfe Hickman** Jimmy Hickman III trip to NC next year?

Like · Reply · 2w



**Coast Guard Half Marathon & 5K** **Amy Wolfe Hickman** We vote yes!

Like · Reply · 2w



**Dawn Taylor Mathews** I've done 5ks and 10ks. This will be my first half marathon. My oldest son is a CS Petty Officer in Yorktown, VA and my 19 year old hopes to fly helicopters for the CG one day. He got a full ride scholarship this summer to Elizabeth City State University to get his private pilots license. SEMPER PARATUS! Kilo 196 mom here 🙌

Like · Reply · 1w



**Coast Guard Half Marathon & 5K** **Dawn Taylor Mathews**

This is awesome! You'll love the race route for next year that loops through [Elizabeth City State University](#) and the Air Station at U. S. Coast Guard Base, Elizabeth City, N. C.!

Like · Reply · Commented on by Breanna Brower [?] · 1w



**Katherine Harrell Collins** **Dawn Taylor Mathews** Maybe I will come down for the real race next year. My son is stationed in Portsmouth, VA.

Foxtrot 195 mom 💙

Like · Reply · 4d



**Dawn Taylor Mathews** **Coast Guard Half Marathon & 5K** my son is hoping to attend Elizabeth City State University for aviation and plans to apply for CSPI and fly for the USCG. My oldest son is stationed in Yorktown. Our hearts are on the east coast of your area. Semper Paratus!

Like · Reply · 4d



**Coast Guard Half Marathon & 5K** **Dawn Taylor Mathews**

Semper Paratus AND Viking Pride! 💙

Like · Reply · Commented on by Corrina Ruffieux [?] · 4d



*National Press Coverage:*

# **Don't Become a Coaster, Get Up and Run With the U.S. Coast Guard Virtually**



**Herald  
Chronicle**

**yahoo!**



**CN**  
Cadillac News



# Registrations in all 50 States, 10 Countries and 4 Continents





**March 5, 2022**

**Add a Coast Guard  
related charity**



## **Second Annual Coast Guard Run**

**AIR FORCE  
MARATHON**  
25 YEARS RUNNING

**Sister Event Collaboration**





## *Old Business*



**June 26, 2021**  
**Waterfront Park**  
**Elizabeth City, NC**



*New Business*

## PLANNING FOR 2021-2022

### Publish 2 RFPs – one for Public Relations and one for Advertising

#### PROPOSED TIMELINE

- |                          |  |
|--------------------------|--|
| • February 26, 2021      | RFPs published                                       |
| • March 31, 2021         | Proposals due  |
| • Week of April 12, 2021 | Marketing Committee interviews finalists             |
| • April 22, 2021         | Recommendation on agency(s) to hire made to full BOD |
| • July 1, 2021           | Contract begins                                      |



## *African-American Experience of NENC*

A collaborative initiative has been established between the tourism departments in **Camden, Chowan, Currituck, Dare** and **Pasquotank** counties to raise awareness of and appreciation for the profound significance of northeast North Carolina's African American sites.

**VISION STATEMENT:** The African American Experience of Northeast North Carolina celebrates the contributions of African Americans and encourages a deeper understanding of the significance of the region's cultural heritage in order to build more inclusive communities.

**MISSION STATEMENT:** To inspire exploration and appreciation for The African American Experience of Northeast North Carolina and ultimately drive cultural tourism and economic impact.



**Thank you!**