



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | APRIL 22, 2021

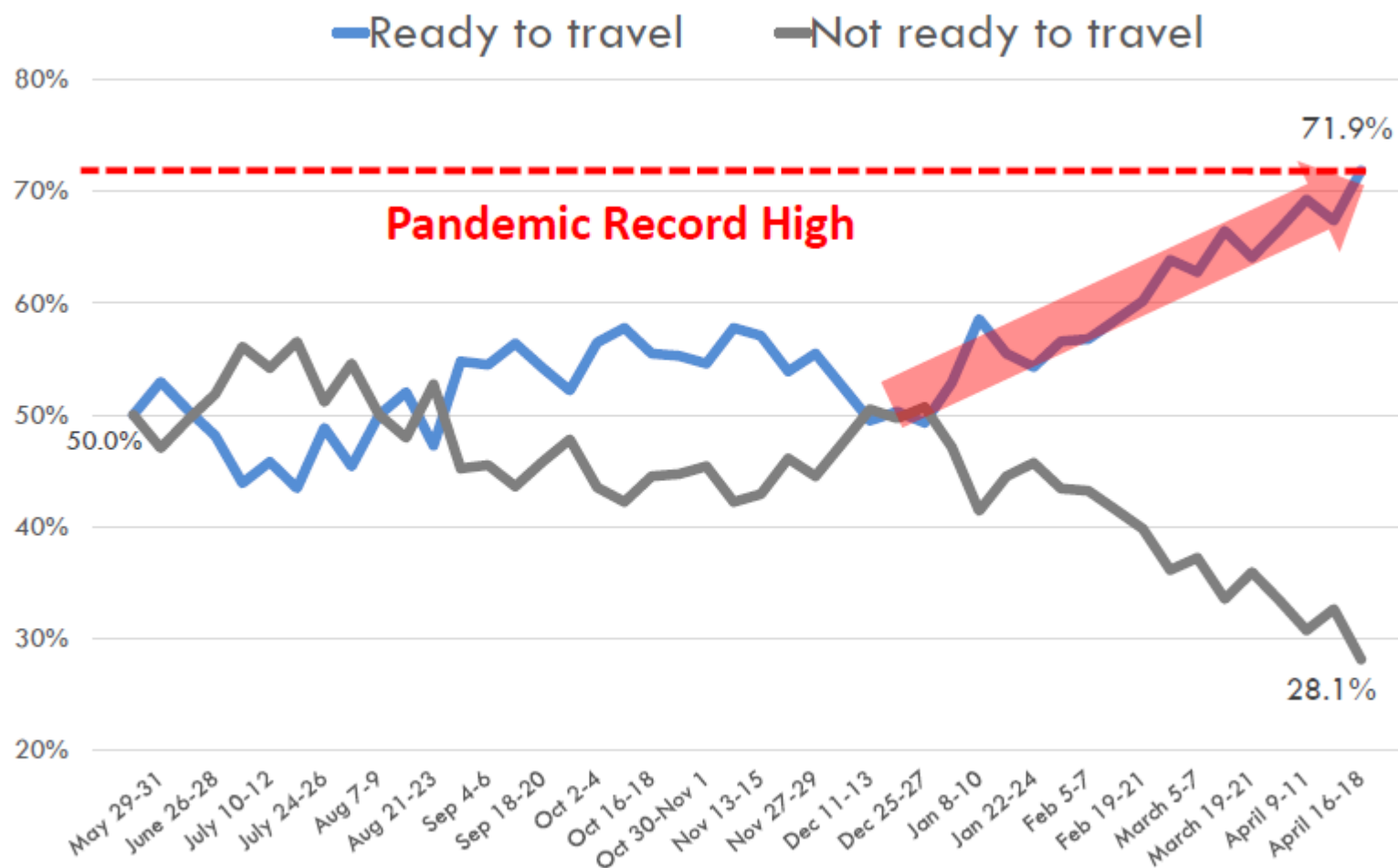
EC-PC TDA FY 2019-2020 APPROVED BUDGET	APPROVED 2019-2020 Budget	ACTUAL numbers 2019-2020	APPROVED 2020-2021 Budget	Projections 2020-2021 Budget 04.13.2021
REVENUES				
Occupancy Tax Revenue	\$690,000	\$630,307	\$400,913	\$670,000
TDA Interest	\$4,000	\$4,353	\$2,800	\$1,600
City of EC Interest	\$1,400	\$2,028	\$1,050	\$750
Pasquotank Interest	\$400	\$686	\$300	\$250
Coronavirus Grant Awards	\$0	\$0	\$0	\$40,750
Miscellaneous Income	\$0	\$0	\$0	\$420
Wayfinding Cost-sharing	\$0	\$0	\$0	\$158,000
Coast Guard Half Marathon	\$0	\$0	\$80,000	\$71,000
Fund Balance Appropriation	\$56,000	\$0	\$214,195	\$0
Total Revenues	\$751,800	\$637,374	\$699,258	\$942,770



COVID-19 & the State of the Travel Industry

TRAVEL STATE-OF-MIND

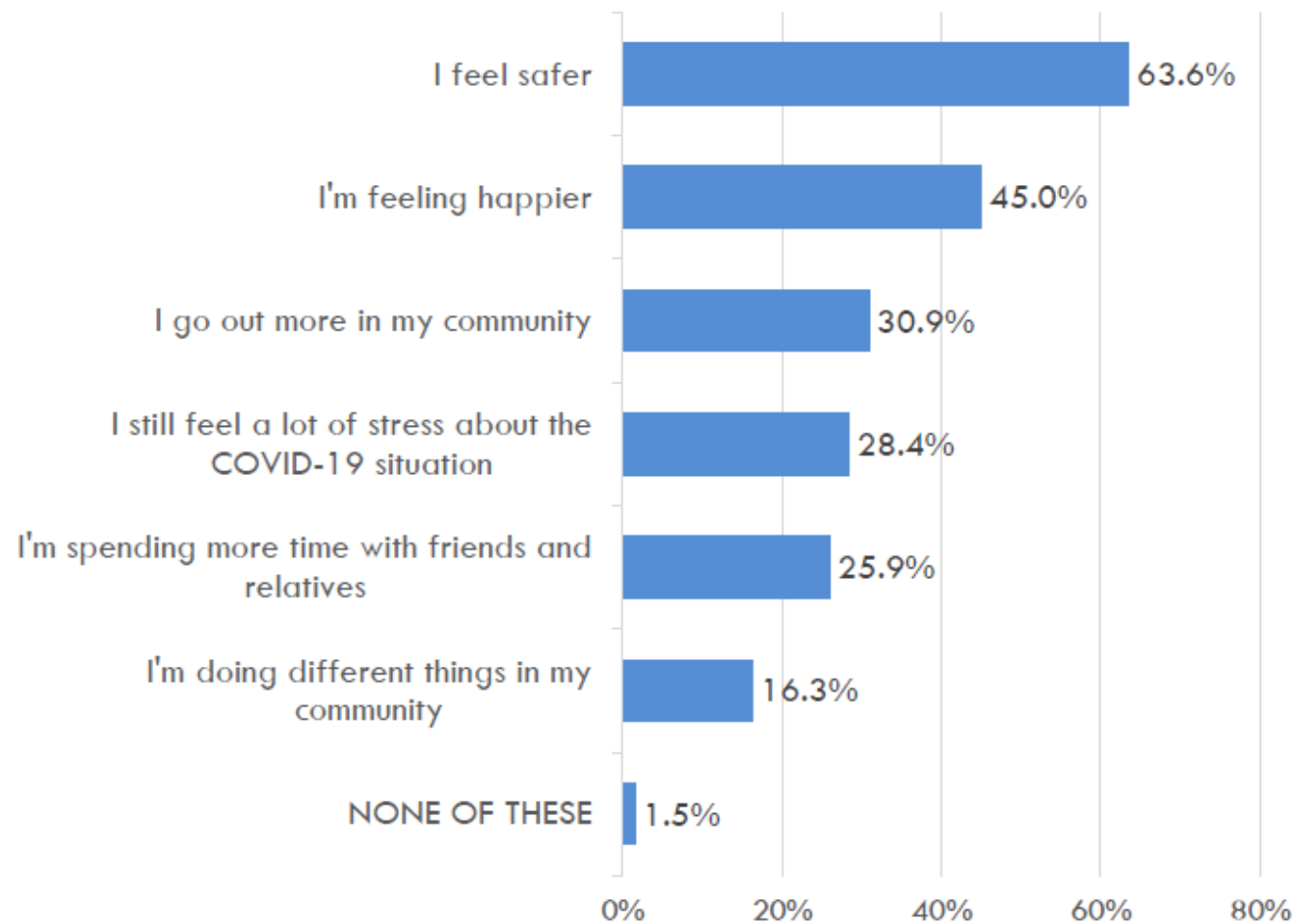
Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



FEELINGS AND ACTIVITIES AFTER VACCINATION

Question: Which of these describe you after receiving the vaccine? (Select all that apply)

(Base: Wave 58 data. Respondents who have received a COVID-19 vaccine and feel a mood or lifestyle change, 327 completed surveys. Data collected April 16-18, 2021)





Adam Sacks

The numbers I watch every day

People Vaccinated	At Least One Dose	Fully Vaccinated
Total	131,247,546	84,263,408
% of Total Population	39.5%	25.4%
Population ≥ 18 Years of Age	129,988,985	83,976,957
% of Population ≥ 18 Years of Age	50.4%	32.5%
Population ≥ 65 Years of Age	44,328,500	36,019,475
% of Population ≥ 65 Years of Age	81%	65.9%

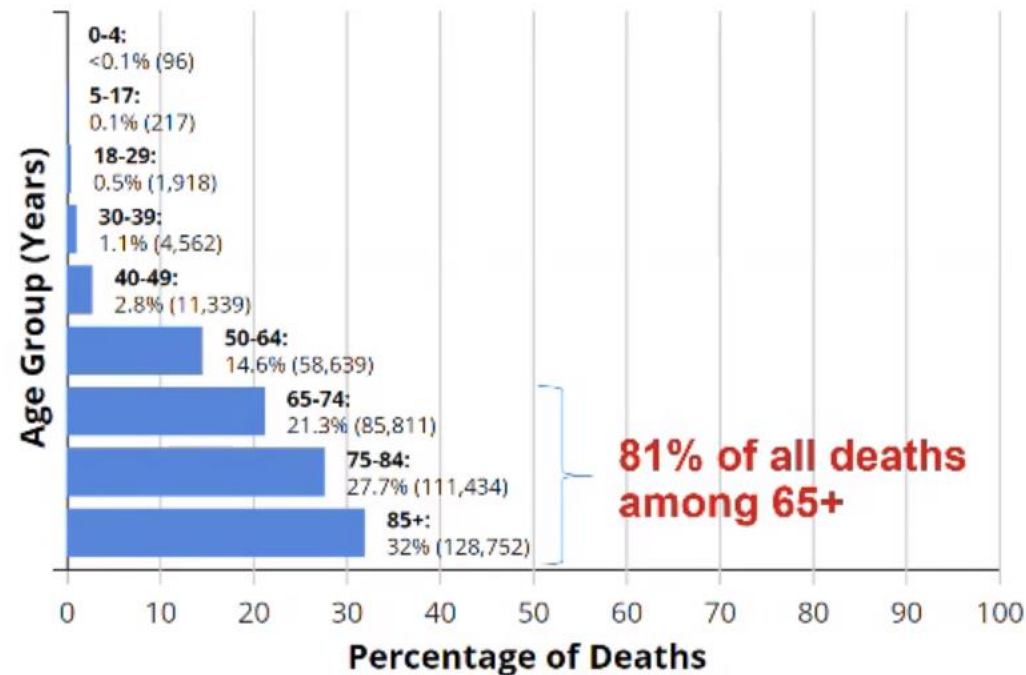
Source: CDC (April 19, 2021)



Adam Sacks

Why I care about that one number...

U.S. Covid-19 Deaths by Age



50% of all adults have received the vaccine

81% of age 65+ have received the vaccine

This age distribution implies a 74% reduction in Covid-19 deaths



Adam Sacks

Better health & fiscal stimulus = summer mini-boom

Delicate vaccine rollout followed by mini-boom

GDP Q4 2019 = 100



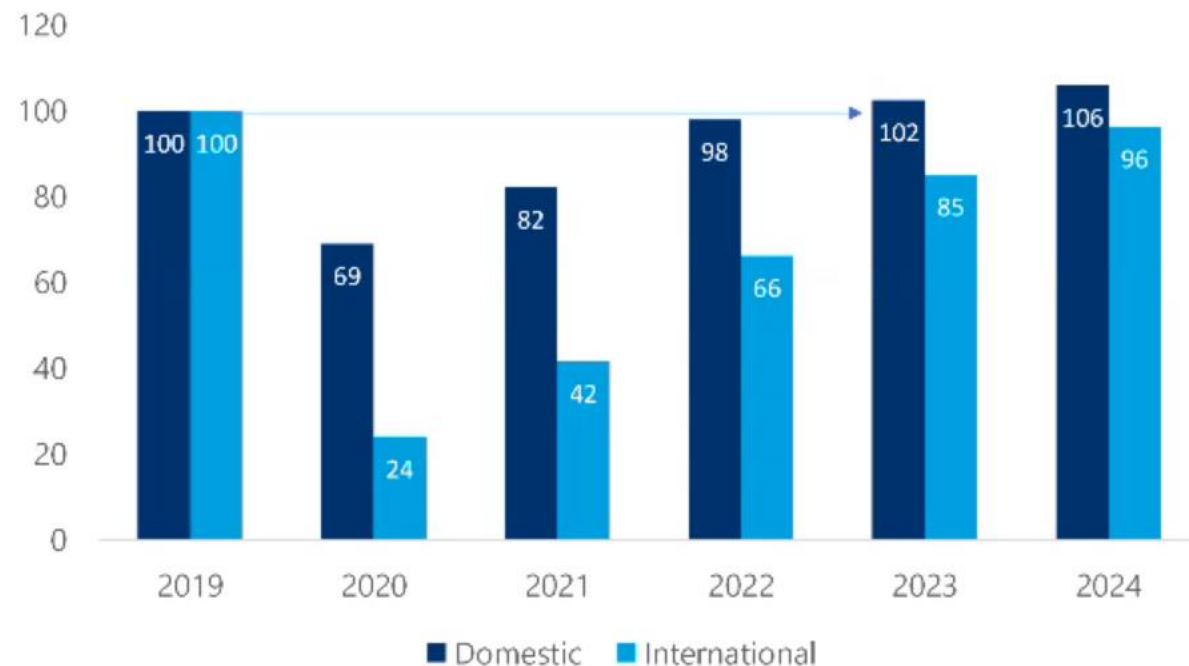
Source: Oxford Economics

Domestic trips nearly back in 2022, international will take longer

Adam Sacks

Domestic and international trips

Index (2019=100)



Source: U.S. Travel Association, Tourism Economics

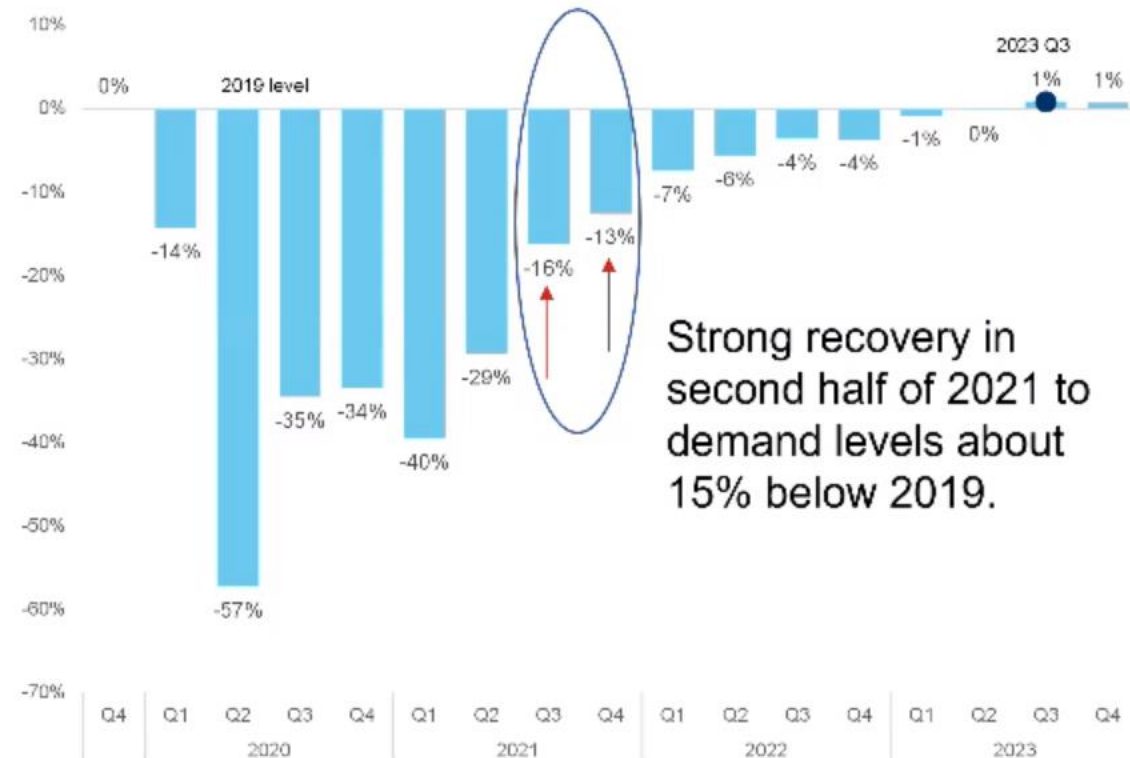


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The second half of the year will look very different

Room demand

Quarterly, relative to 2019



Strong recovery in second half of 2021 to demand levels about 15% below 2019.

Source: STR, Tourism Economics



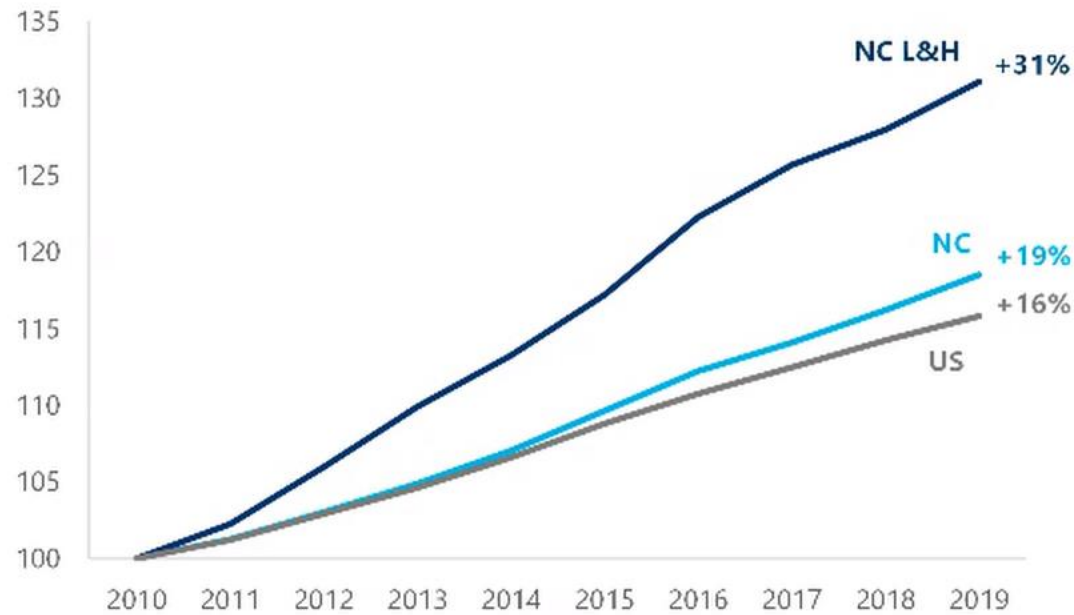
 TOURISM ECONOMICS

Fact: the travel sector has driven economic growth in NC

Adam Sacks

Leisure & Hospitality employment in NC

Index (2010=100)



Source: BLS



Adam Sacks

Industry in crisis: no sector has been hit as hard as travel

NC employment loss by industry

% of industry lost since February 2020



Source: BLS

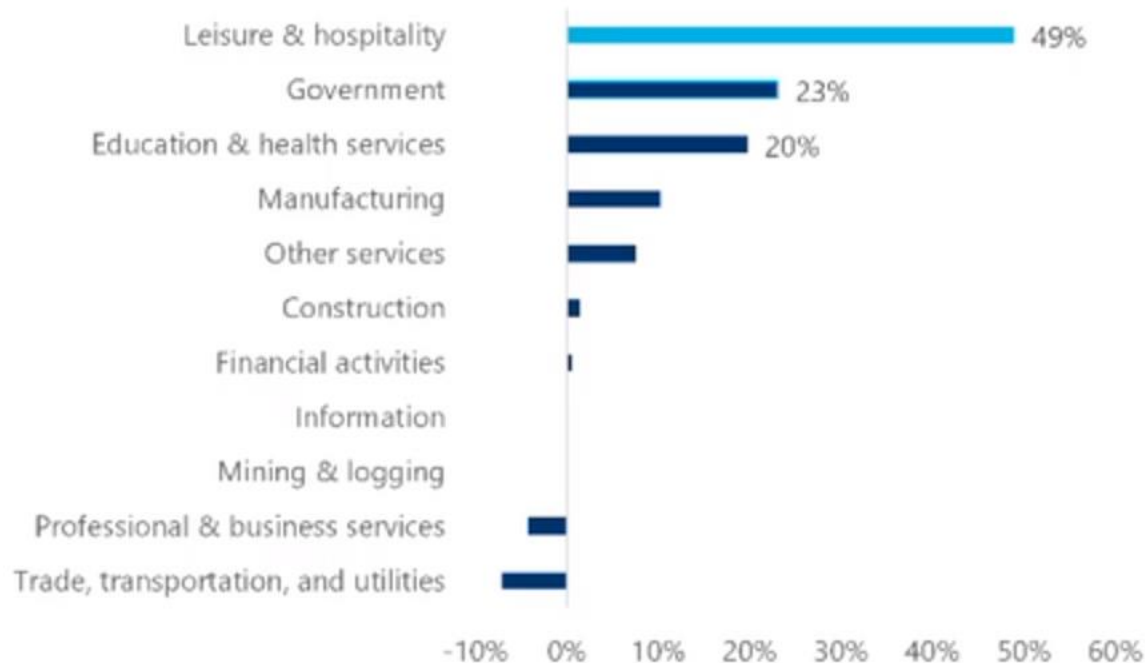


Adam Sacks

Travel must be our focus for an economic recovery

Share of total NC employment loss by industry

% of all jobs lost since February 2020



Source: BLS

Press **Esc** to exit full screen

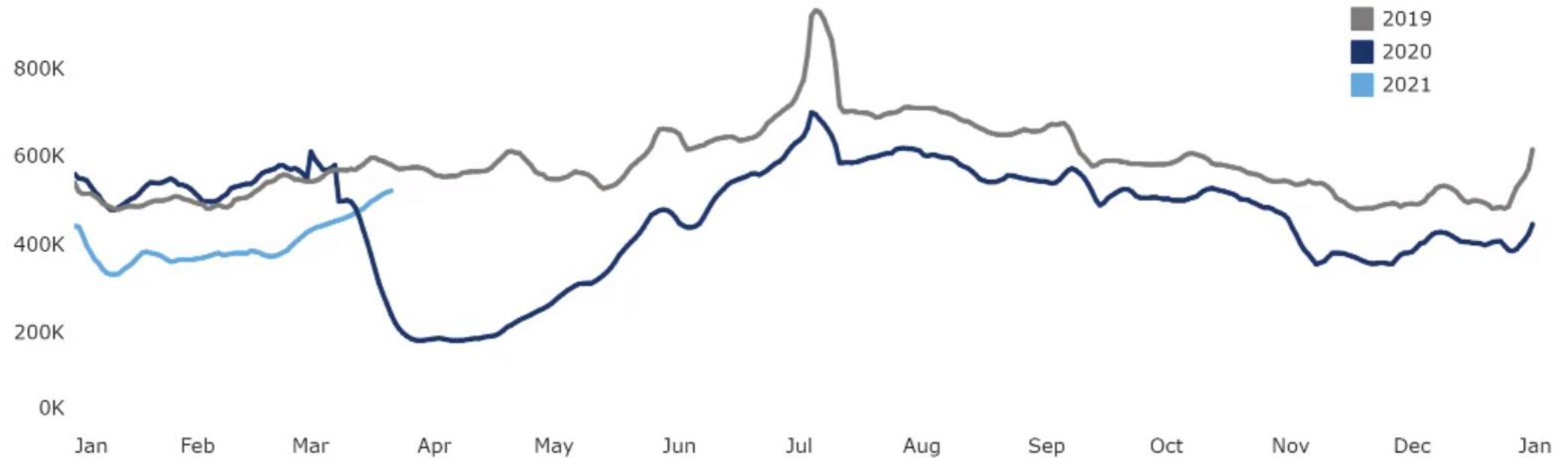


Adam Sacks

And DMOs are critical to the recovery

Website Traffic

Organic search sessions to DMO/CVB websites, 7-day moving average



Source: Simpleview (250+ U.S. DMOs)

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 – March 2021</i>														
Occupancy	65.0%	+58.7% from March '20	66.1%	+34.5%	43.0%	+38.2%	71.8%	+27.1%	53.7%	+118.5%	64.5%	+54.7%		
ADR	\$85.14	+5.7%	\$84.02	+0.5%	\$74.75	-0.5%	\$90.54	-10.5%	\$130.00	+37.2%	\$79.76	+0.8%		
RevPAR	\$55.35	+67.7%	\$55.53	+35.2%	\$32.12	+37.5%	\$65.05	+13.8%	\$69.75	+199.7%	\$51.48	+56.0%		
<i>Year to Date – March 2021</i>														
Occupancy	56.7%	+23.1%	51.9%	+2.7%	36.8%	+10.0%	57.6%	-12.0%	38.5%	+34.1%	56.0%	+20.2%		
ADR	\$81.47	+0.5%	\$81.50	-3.1%	\$71.66	-2.4%	\$89.41	-10.5%	\$118.51	+23.7%	\$77.12	-4.4%		
RevPAR	\$46.23	+23.7%	\$42.30	-0.5%	\$26.35	+7.4%	\$51.50	-21.2%	\$45.59	+65.9%	\$43.20	+14.9%		

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



Marketing & Project Updates

Wayfinding

- City, County, ECDI, Visit ECity and Bizzell Design met with NCDOT last week
- Productive meeting reviewing all 49 signs and their locations
- Next steps are to make minor modifications to the signs / plan and resubmit to NCDOT for final written approval



PLANNING FOR 2021-2022

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

We received 27 responses!

- April 26-28 Marketing Committee interviews finalists
- May 27 Recommendation on agency(s) to hire made to full BOD
- July 1, 2021 Contract begins





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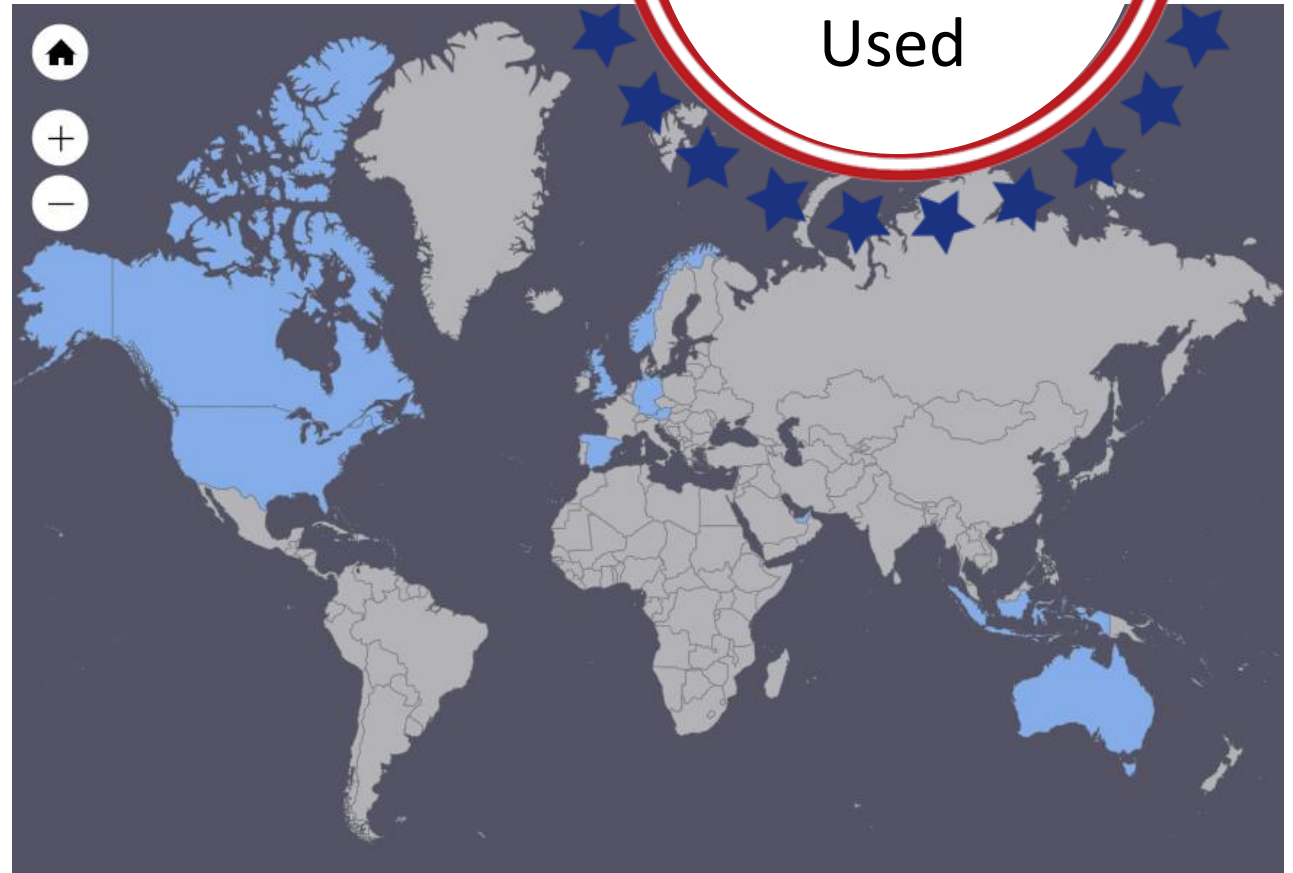
Participant Snapshot

11,238
Total Participants

Youngest Participant: **<1 year old**
Oldest Participant: **89 years old**

Participants From **14 Countries & All 50 States**
including DC, Puerto Rico, Guam & the
US Virgin Islands

4,070
Military
Discounts
Used



Top 10 Cities



Elizabeth City	201
Chesapeake	159
Alexandria	112
Washington	86
Arlington	85
Virginia Beach	83
Alameda	62
Jacksonville	60
San Antonio	58
New London	56

Top 10 States



VA - Virginia	1,217
CA - California	1,125
FL - Florida	1,087
NC - North Carolina	896
TX - Texas	589
MD - Maryland	472
NY - New York	391
MA - Massachusetts	341
NJ - New Jersey	340
MI - Michigan	330

119 different documents submitted covering topics including:

- Governance
- Finance
- Transparency
- Human Resources
- Marketing
- Communications
- Research
- Partner Outreach
- Technology
- Business Operations
- Customer Service

DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM

Application Completed!



Old Business



New Business

BUDGET AMENDMENT REQUESTS

Increase	Wayfinding Cost Sharing	158,000.00	
Increase	Occupancy Tax Revenue	62,500.00	
Increase	Occupancy Tax-2nd 3%	125,000.00	
Increase	Capital Outlay		221,738.00
Decrease	Fund Balance Appropriation		123,762.00

To appropriate funds for the design, purchase and installation of the signs

Increase	Occupancy Tax-City	31,250.00	
Increase	City of Elizabeth City		31,250.00

To increase City of Elizabeth City projects for their portion of the Wayfinding signs

Increase	Occupancy Tax-County	31,250.00	
Increase	Fund Balance Appropriated	43,136.00	
Increase	Pasquotank County Projects		74,386.00

To increase Pasquotank County projects for their portion of the Wayfinding signs and the amount over spent

451,136.00	451,136.00
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Thank you!