



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | MAY 27, 2021



Marketing & Project Updates



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>
<u>Month To Date – April 2021</u>														
Occupancy	71.3%	+144.4% from April '20	65.2%	+98.7%	54.8%	+160.6%	79.4%	+129.2%	68.5%		75.9%	+160.0%		
ADR	\$95.90	+25.9%	\$85.13	+11.5%	\$74.29	+11.5%	\$102.66	+18.3%	\$171.51		\$90.07	+27.0%		
RevPAR	\$68.36	+207.8%	\$55.53	+121.6%	\$40.70	+190.7%	\$81.46	+171.3%	\$117.54		\$68.38	+230.2%		
<u>Year to Date – April 2021</u>														
Occupancy	60.4%	+44.2%	55.2%	+19.7%	41.2%	+36.0%	63.0%	+9.2%	47.5%	+76.6%	61.0%	+44.3%		
ADR	\$85.73	+6.9%	\$82.58	-0.2%	\$72.59	+0.5%	\$93.58	-4.4%	\$141.40	+52.5%	\$81.15	+2.8%		
RevPAR	\$51.77	+54.1%	\$45.59	+19.6%	\$29.93	+36.7%	\$58.99	+4.4%	\$67.11	+169.3%	\$49.50	+48.3%		

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

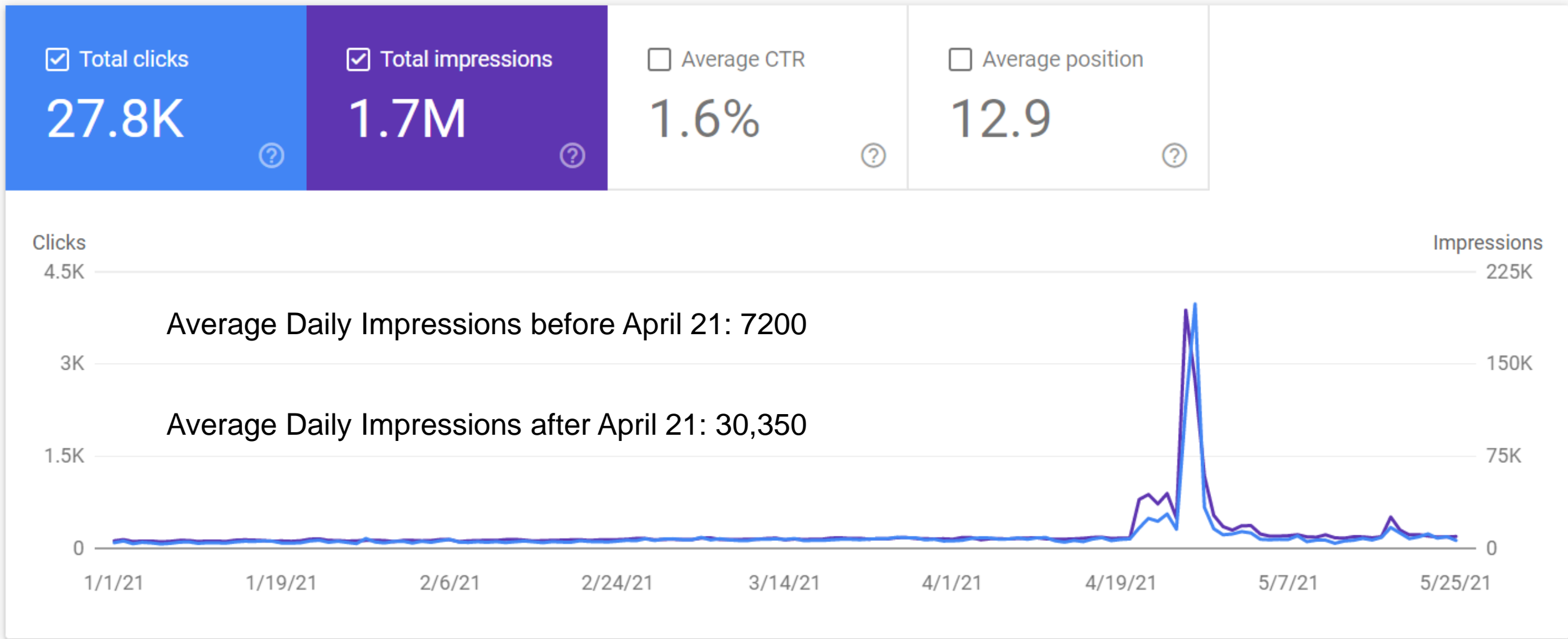


Performance on Search results

EXPORT

Search type: Web Date: Jan 1, 2021-May 25, 2021 + NEW

Last updated: 9 hours ago

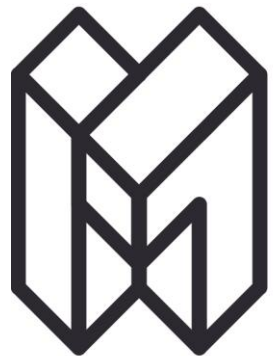




Meet **Minneapolis**
City by Nature



Charlottesville
ALBEMARLE, VIRGINIA



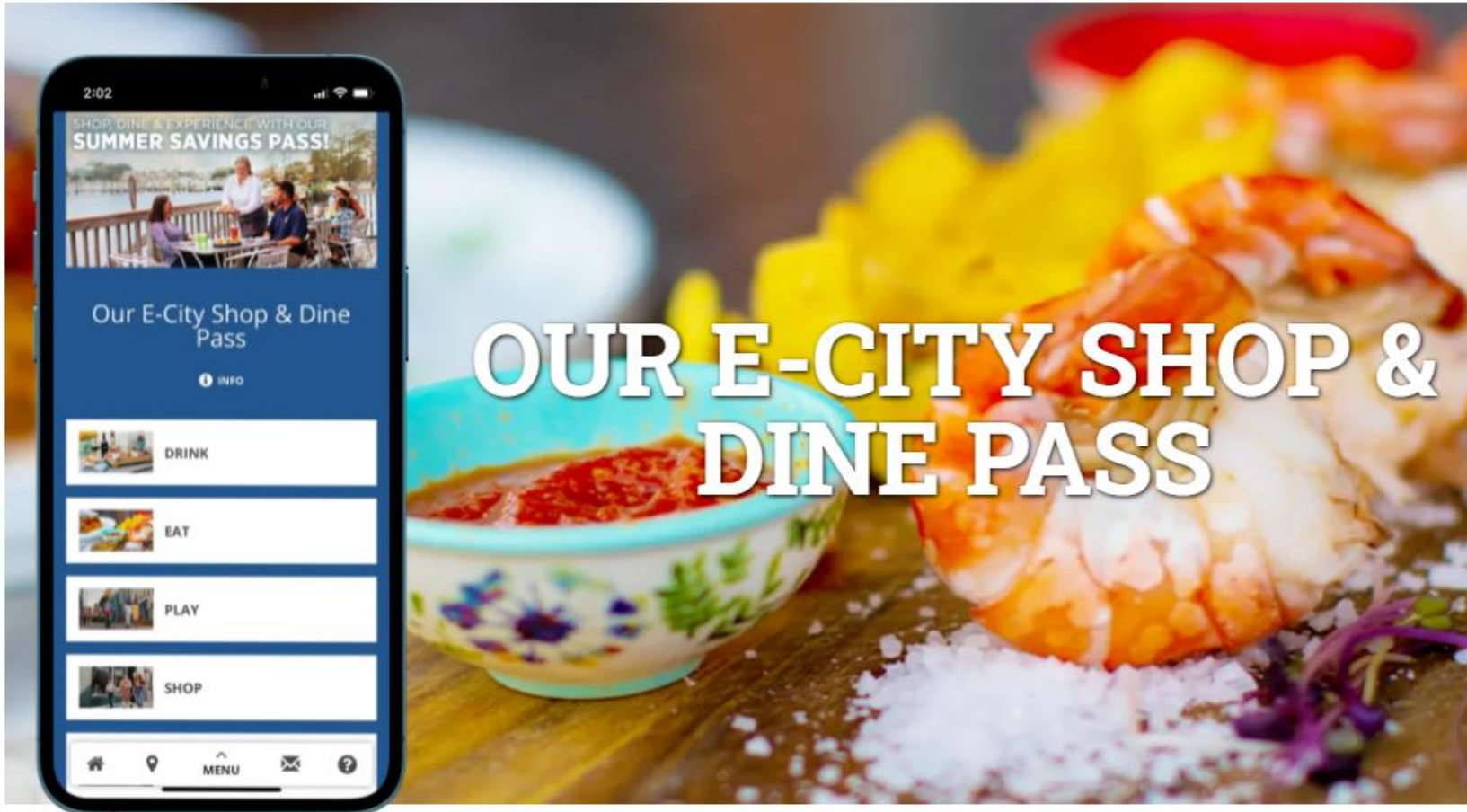
the
diversity
movement



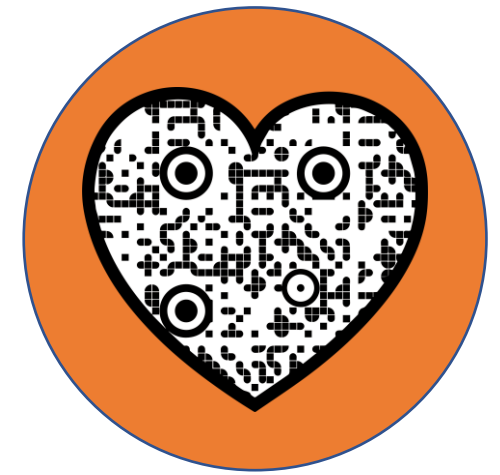
TOURISM
DIVERSITY
MATTERS

Summer Savings Pass Launch

Memorial Day – Labor Day



OUR E-CITY SHOP & DINE PASS



Objectives:

- Drive traffic to local businesses
- Facilitate relationships with and educate partners
- Support Our E-City as a community

Advertising in:

- Our State Magazine
- Coastland Times Magazine
- CoastlandTimes.com
- Google Ads
- Facebook Ads

<https://visitelizabethcity.com/OurE-City/shop-dine-pass>

Tourism Partner Media Kit

<https://visitelizabethcity.com/Savings-Pass-Media-Kit>

8.5x11
flyer



Celebrate
SUMMER
& save!

Social Media Posts



Celebrate
SUMMER
in Our E-City!
SHOP, DINE, EXPERIENCE & SAVE

Shop , dine, experience
& save this summer in
Our E-City!

Our E-City Summer Savings Pass is a digital savings passport **designed to bring the best of the destination to you at a discount.** From foodie favorites and outdoor adventure to history, charm and everything in between, our riverside retreat offers something for everyone. Just by signing up for this free pass you'll have access to **exclusive coupons and offers** at participating businesses.

HOW IT WORKS



Sign up to receive a text or email with a link to your free pass



This digital passport is a curated collection of deals & discounts



Redeem your discounts at participating partner locations



Sign up for free by **scanning the QR code** or visiting **Fun.VisitElizabethCity.com**



Brought to you by



DAILY NEWS

**BREAKING
NEWS!!!**



May 26, 2021

Corrina Ruffieux, Executive Director
501 S Water St
Elizabeth City, North Carolina 27909-4863
United States

Dear Corrina:

On behalf of Destinations International and the Destination Marketing Accreditation Program (DMAP) Board of Directors, it is an honor to inform you that Visit Elizabeth City has met the rigorous standards of DMAP accreditation. We are thrilled to award you DMAP Accreditation in recognition of your organization's achievement.

The Destination Marketing Accreditation Program (DMAP) is an independent global accreditation body and a leader in defining quality and performance issues in destination management. Accreditation standards cover a wide variety of competencies including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research and market intelligence, innovation, stakeholder relationships and advocacy.

Achieving DMAP accreditation positions your organization as a valued and respected leader in your community and increases your credibility among stakeholders. It also communicates to the travel and tourism community that your organization has attained a significant measure of excellence.

Congratulations to you and your entire team on this exceptional accomplishment.

Sincerely,

A handwritten signature in black ink that reads "Don West".



Old Business

Proposed Public Relations & Social Listening Contracts

Marketing Committee recommends engaging with MMGY NJF for an initial period of 13 months, June 1, 2021 – June 30, 2022

3 elements to the proposal

- Monthly agency retainer for travel AND crisis public relations: \$4000/ month
- Quarterly social listening analysis surrounding the online sentiment re the death of Andrew Brown Jr: \$1850/ quarter
- Allowance to engage the Black Travel Alliance for consulting: \$3000

Total: FY 2021-2022: \$58,400





New Business



Proposed Event & Communications Coordinator

Current part-time position

- Communications & Website Assistant
- No benefits
- 18 hours/week
- Limited scope of work

Proposed full-time position

- Full time benefits
- 40 hours/week
- Increased SOW for both Visit Elizabeth City PLUS to assist with coordinating the annual Coast Guard Run and possibly additional events as time permits
- Recommended Salary Range: \$30,000-\$40,000



Thank you!