



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JULY 22, 2021



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 – June 2021</i>														
Occupancy	79.4%	+31.2% from June '20	74.5%	+6.64% from June '19	60.8%	+16.0%	63.0%	+110.5%	84.4%	+43.2%	83.0%	+15.8%	75.8%	+47.3%
ADR	\$110.90	+24.4%	\$99.76	+11.2%	\$86.37	+8.1%	\$77.51	+6.0%	\$120.61	+27.0%	\$275.42	+31.3%	\$103.78	+31.3%
RevPAR	\$88.11	+63.2%	\$74.31	+18.6%	\$52.53	+25.4%	\$48.86	+123.0%	\$101.80	+81.9%	\$228.70	+52.0%	\$78.67	+93.4%
<i>Year to Date – June 2021</i>														
Occupancy	65.6%	+45.9% from Jan- June '20	62.4%	+5.1% from Jan- June '19	56.5%	+22.7%	47.6%	+61.3%	69.1%	+23.2%	58.9%	+60.3%	65.1%	+48.5%
ADR	\$93.96	+14.6%	\$88.90	+5.7%	\$83.90	+3.2%	\$74.80	+4.5%	\$102.1	+6.6%	\$195.53	+34.3%	\$88.34	+13.2%
RevPAR	\$61.59	+67.3%	\$55.50	+11.0%	\$47.40	+26.6%	\$35.59	+68.6%	\$70.57	+31.3%	\$115.09	+115.3%	\$57.53	+68.1%

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



Scope of Work



Kickoff &
Brainstorm



Develop a Plan



Share
Information



Measure &
Report



Public Relations

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

6-MONTH PLAN

July

- Positive community stories
- Travel/lifestyle outreach

August

- The art scene
- Coast Guard Marathon registration

September

- Weddings
- Thirsty travelers

October

- Ghost Walk
- Black history travel/AAENENC

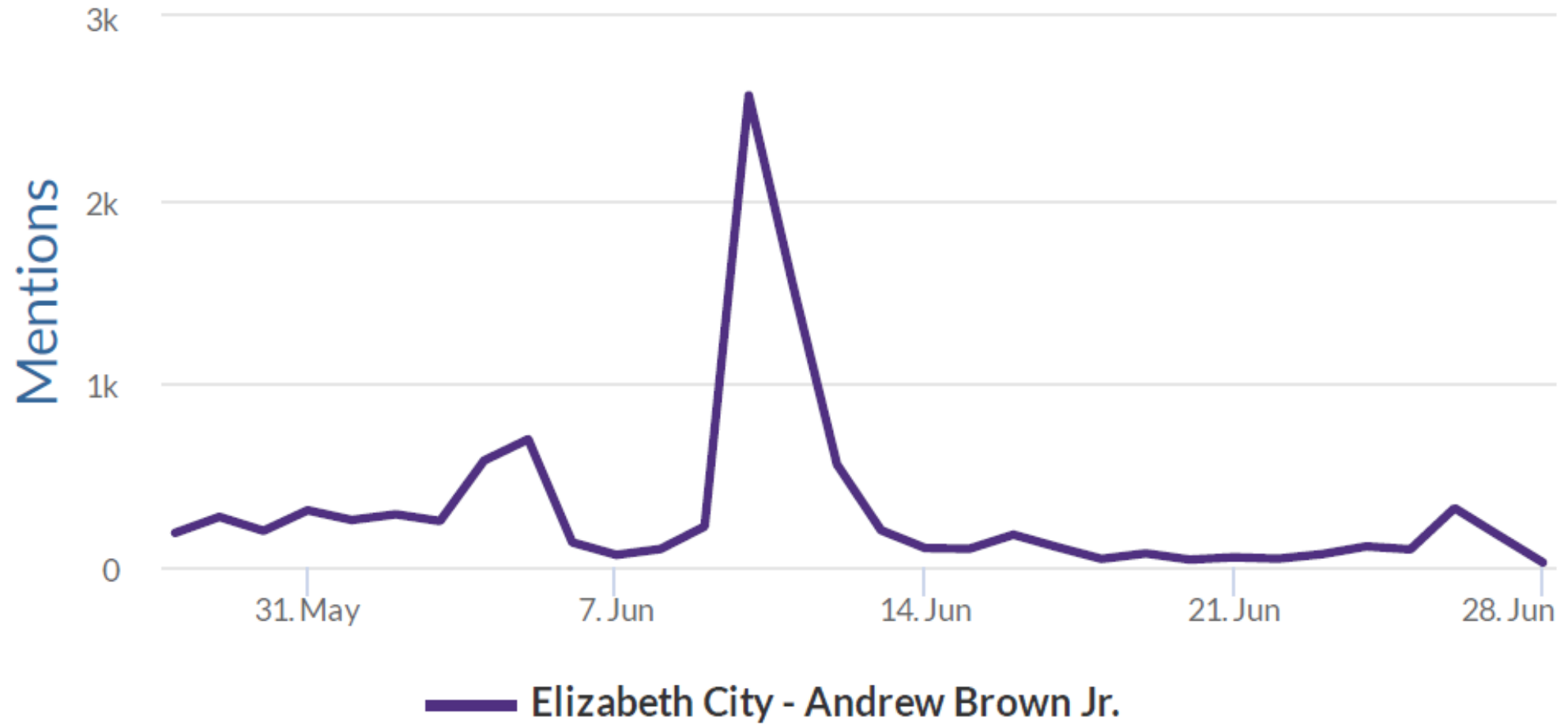
November

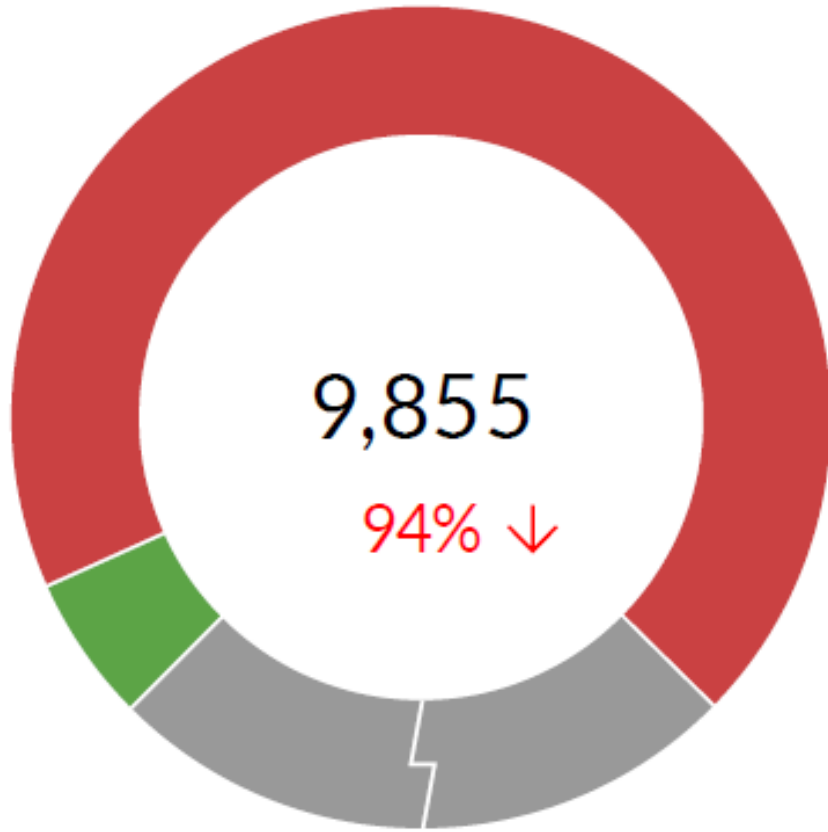
- Hot Cocoa Crawl
- Christmas in Elizabeth City

December

- Christmas in Elizabeth City
- Hot Cocoa Crawl local broadcast segments
- Coast Guard Marathon (long lead)

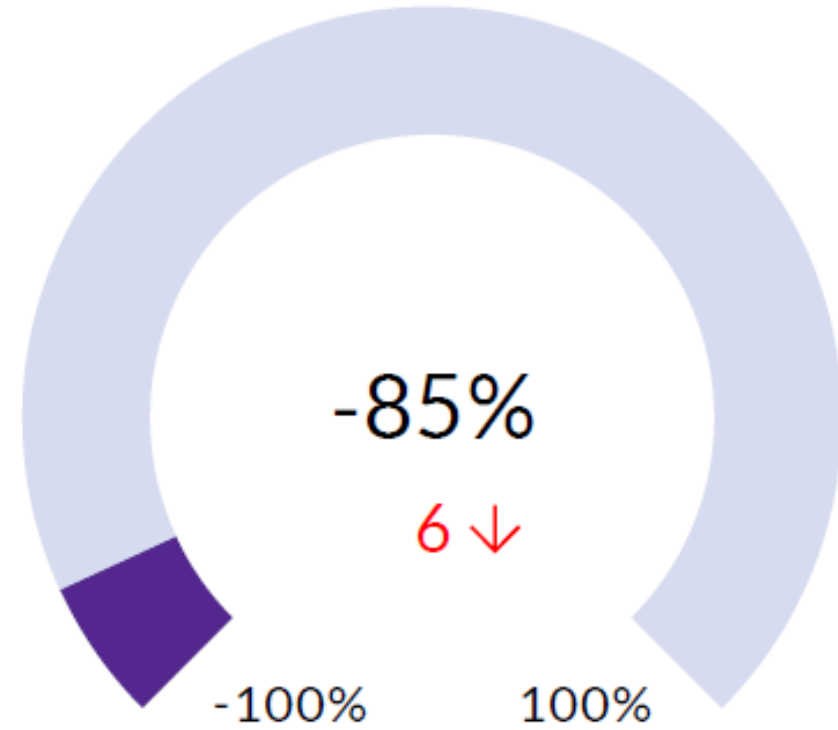
Mentions Over Time





Mentions

Positives	128	1.3%
Negatives	1,566	15.9%
Neutrals	8,172	82.8%



Net Sentiment

Positives	128
Negatives	1,566

Analysis

In June, Elizabeth City experienced a significant increase in total mentions on June 10 following the release of Andrew Brown Jr.'s autopsy report. As updates to the story are released to the public, we anticipate that spikes in mentions will occur from time to time.

Overall conversation is centered around social issues related to police brutality, Black Lives Matter, police reform, and George Floyd's death due to the connection through attorney Ben Crump.

When additional filtering was applied to this topic and to mentions specific to travel and tourism, no results were returned. This indicates that conversations are not tied to Elizabeth City as a travel destination, although the incident persists in the news cycle.



Sessions Attended

- Opening Keynote: Why An Inclusive Economy Matters
- Building Content Strategies that Drive Visitation
- Leading your destination organization with analytics
- Navigating the Future of Meeting and Convention Travel
- New destination tools for luring talent to your community
- 2021 Tourism Lexicon
- Leveraging up sports tourism in college and university towns
- General Session: Miles Global All-Stars 2021
- Global All Stars: Turning Crisis Into Opportunity
- The Community Shared Value Roadmap and Workbook
- Authentic Storytelling - How to Create and Distribute Compelling Series and Films
- Virtual Flashes of Brilliance (Virtual) Getting Back to the Business of Face-to-Face
- CEO Track: Walking the Talk with Diversity, Equity & Inclusion
- Local Stakeholder Engagement
- Creating Conscious Inclusion in Destination Marketing
- Creating Conscious Inclusion in Destination Marketing
- People-First Destination Stewardship: A Permatourism Approach (Virtual Only)
- CEO Track: Leadership Lessons Learned - COVID Legacies We Want to Keep
- Closing Keynote: Kevin Brown





U.S. Black Cultural Heritage Road Trip

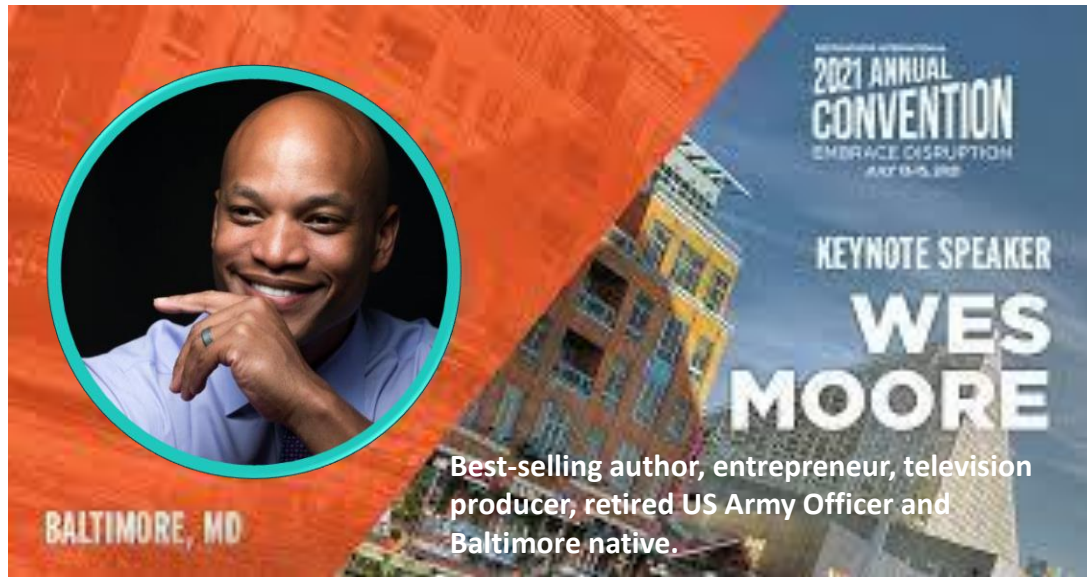
- A grassroots approach to identify local Black businesses for Black cultural heritage tour itineraries
- In-person assessment through engaging in real-time experiences to determine level of tourism readiness
- Building a bridge between local Black tourism businesses and DMOs
- DMOs do not have to do this work alone
- Support DMO's efforts to enhance DEI in marketing local stakeholders and offering diverse tour products to attract cultural and African American leisure travelers
- This is our lane!

2021 Tourism Lexicon

- | | |
|--------------|-----------------|
| 1. Health | 11. Business |
| 2. Community | 12. Time |
| 3. Public | 13. Information |
| 4. New | 14. Today |
| 5. Service | 15. Support |
| 6. Work | 16. Provide |
| 7. Help | 17. Make |
| 8. One | 18. Plan |
| 9. Need | 19. Care |
| 10. People | 20. Local |



Keynote Speakers



Why An Inclusive Economy Matters

“When it’s time for you to leave this planet make sure it mattered that you were ever even here.”

<https://www.youtube.com/watch?v=oWw97trdnOk>



Closing Keynote

“There are only two times people talk about you- when you exceed their expectations or when you completely miss them.”

<https://www.youtube.com/watch?v=yLBIDPnzCFM>



Updates

- Event Specialist
- Diversity, Equity and Inclusion (DEI) RFPs
- Coast Guard Marathon





Old Business



New Business

2021-2022 Committee Assignments

Finance Committee:

Dean Schaan – Treasurer / Chair
Abel Sutton
Barry Overman
Johnnie Walton
Finance Director – Sheri Small

Marketing Committee:

Rhonda Twiddy – Committee Chair
Andy Montero
Rowena Arroza
Linea Johnson

Visitor Experience Committee:

Andy Montero – Committee Chair
Barry Overman
Johnnie Walton
Gwen Sanders
Wendy Pierce – Sentara

DEI Task Force:

Abel Sutton
Linea Johnson
Andy Montero

2021-2022 Committee Meeting Schedule

Marketing Committee

August 12, 2021
September 9, 2021
October 7, 2021
November 11, 2021
December 9, 2021
January 13, 2022
February 10, 2022
March 10, 2022
April 7, 2022
May 12, 2022
June 9, 2022

Finance Committee

*Friday, August 20, 2021
September 16, 2021
October 14, 2021
November 18, 2021
December 16, 2021
January 20, 2022
February 17, 2022
March 17, 2022
April 14, 2022
May 19, 2022
June 16, 2022

Visitor Experience Committee

*Friday, August 20, 2021
September 16, 2021
October 14, 2021
November 18, 2021
December 16, 2021
January 20, 2022
February 17, 2022
March 17, 2022
April 14, 2022
May 19, 2022
June 16, 2022



Thank you!