



*Executive
Director's Report*

December 1, 2022

Elizabeth City - Pasquotank
County Tourism Development
Authority Board Meeting



Marketing & Project Updates



2022 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 – October 2022</i>														
Occupancy	62.9%	+9.9% from Oct. '21	64.5%	+5.5%	48.6%	+3.8%	69.5%	-0.3%	62.5%	+0.3%	67.3%	-3.9%		
ADR	\$111.57	+2.6%	\$91.94	+5.4%	\$93.06	+7.7%	\$128.04	+6.0%	\$181.70	-2.3%	\$110.49	+14.4%		
RevPAR	\$70.22	+12.8%	\$59.27	+11.3%	\$45.19	+11.8%	\$89.02	+5.7%	\$113.49	-2.0%	\$74.39	+9.9%		
<i>Year to Date – October 2022</i>														
Occupancy	61.5%	-6.6% from 2021	60.7%	+3.4%	50.3%	-0.6%	70.9%	+0.5%	62.9%	-3.6%	68.4%	+0.3%		
ADR	\$113.28	+8.6%	\$88.52	+3.9%	\$90.08	+12.6%	\$126.24	+12.7%	\$245.11	+1.9%	\$109.92	+14.6%		
RevPAR	\$69.69	+1.4%	\$53.69	+7.5%	\$45.34	+11.9%	\$89.51	+13.2%	\$154.06	-1.7%	\$75.22	+15.0%		

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: 6 out of 10 properties; total rooms: 401/559

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: 9 out of 12 properties; total rooms: 743/838

Middle OBX includes: 6 out of 10 properties; total rooms: 687/832; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



Strategic Plan 2023 Next Steps

- Chris Cavanaugh will present draft strategic plan during the full Board meeting on January 26
- Any feedback and suggestions will be incorporated in early February
- Final proposed strategic plan will be sent to Board for review by February 15
- The Board will vote (and hopefully) adopt the plan on February 23



2nd Annual Hot Cocoa Crawl

November 25, 2022 – January 15, 2023

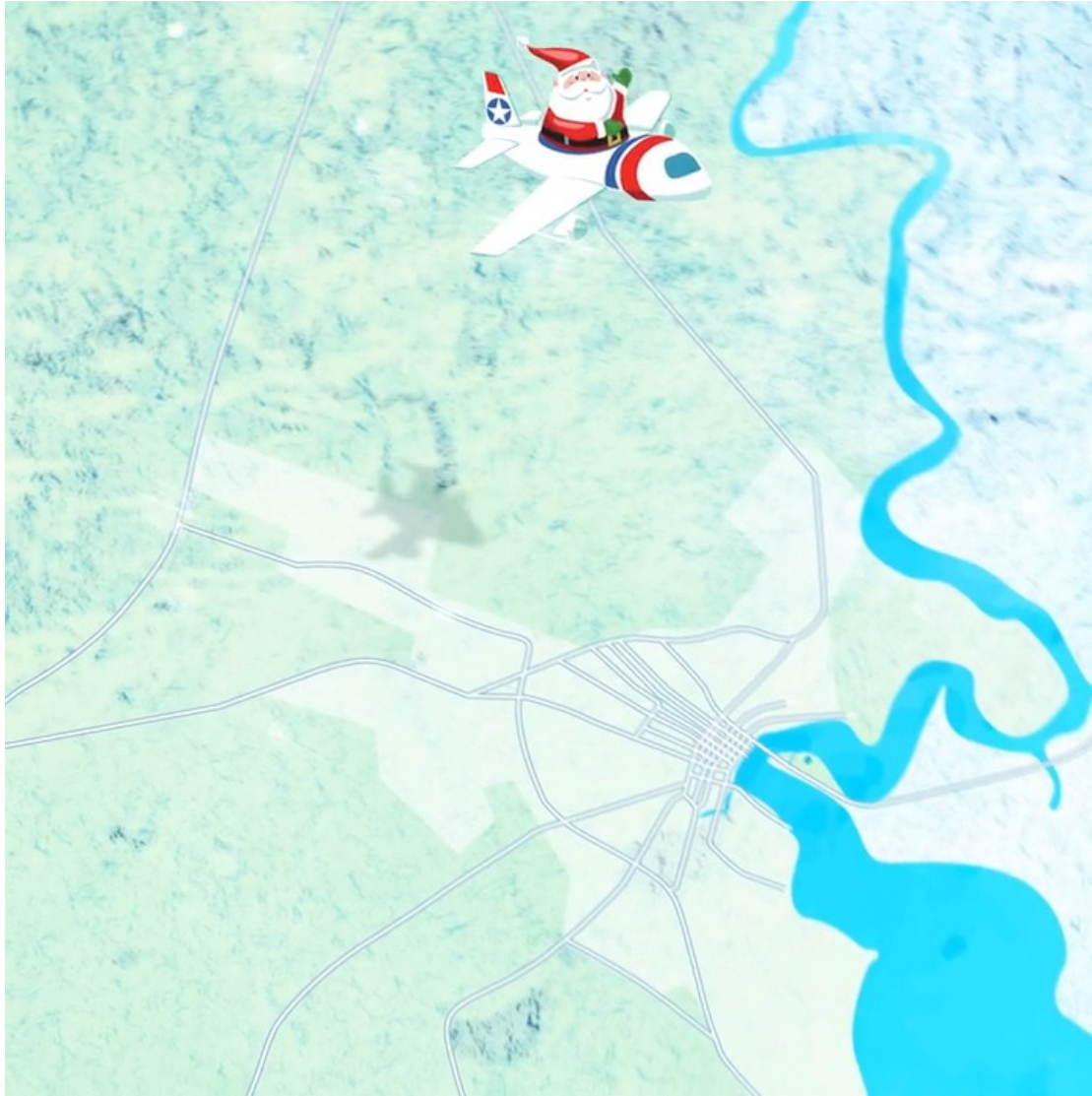
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Elizabeth City, North Carolina hosts Hot Cocoa Crawl and other holiday events through Jan. 15

By Rekaya Gibson
The Virginian-Pilot • Nov 24, 2022 at 3:31 pm

The Virginian-Pilot
PilotOnline.com



ELIZABETH CITY — The weather outside is frightful but a cup of hot chocolate makes it delightful.

Head to Elizabeth City for its annual Hot Cocoa Crawl Friday through Jan. 15. This charming town is pulling out the holiday decorations and treats to transform the community into the “Hot Chocolate Capital of the World” for visitors to sip, shop and stay. More than 30 businesses will feature hot cocoa beverages and desserts, and hot cocoa-themed events, décor and gifts.

The Hot Cocoa Crawl starts Friday through Jan. 15 in Elizabeth City, North Carolina. (Image courtesy of Visit Elizabeth City)

<https://www.pilotonline.com/food-drink/vp-db-elizabeth-city-hot-cocoa-crawl-20221124-w6xpuq27x5d6bcpp4jmwauwl54-story.html>

The Perfect Holiday Drinks, As Selected By NC Bartenders and Mixologists

Originally Published November 23, 2022 1:56 pm EST

The best drink makers across the state, from Elizabeth City to Charlotte to Morganton, give their picks for the best cocoa, cocktails and smoothies to sip this holiday season.

Smoothie Makers: Samuel Bennett and Marsharel Moore

Electric Garden created the Cacao No Cow smoothie for Elizabeth City's [2nd Annual Hot Cocoa Crawl](#). It's a plant-based drink with banana, strawberry, cinnamon, oat milk dark chocolate cacao, vanilla, dates, honey and avocado. More than 30 [businesses](#) in Elizabeth City will feature hot cocoa drinks, with and without alcohol, from Nov. 29 through Jan. 15. *608 E. Fearing St., Elizabeth City*



Cacao No Cow, [Electric Garden](#)
Elizabeth City

StyleBlueprint

VACATION IDEAS

Why You Need to Drink Hot Cocoa in Elizabeth City, NC

Not only is Elizabeth City, NC, a historic waterfront town, but it also happens to be the Hot Cocoa Capital of the World. All season long, they'll be hosting an official Hot Cocoa Crawl. Here's where to stay, sip, and shop during your visit!

by **AMY BETH WRIGHT**

November 18, 2022

<https://styleblueprint.com/everyday/hot-cocoa-capital-of-the-world/>

The 15 Best Christmas Towns in the US

By [BRITTANY ANAS](#) | Published on 11/14/22

14 Elizabeth City, North Carolina
of 15

To live up to its nickname as the “[Hot Cocoa Capital of the World](#),” Elizabeth City has a wintertime “Hot Cocoa Crawl.” The 30 stops include coffee shops, restaurants, and bars that sell gourmet hot chocolates and decadent cocoa desserts, but there are also boutiques with gourmet marshmallows and mini knit sweaters for mugs. Stores also compete in a holiday storefront decorating contest. Other holiday-centric events include a [Lighted Boat Parade](#), where skiffs, sailboats, and pontoons with twinkling lights circle the waterfront to the soundtrack of Christmas carols. Elizabeth City also holds a “Christmas Around the World” parade.





A & M

Welcome to AntoinetteFM.com



<https://www.instagram.com/theantoinettefm/>

December 2-4, 2022

Second Annual Coast Guard Marathon Weekend

March 2-4, 2023



2023 Registrations

Registration Opened on 8/4/22

As of 11/30/22

1100 registrations

61% in-person

48 states total so far;

43 states in-person!



ELEVATED

RUNNING AND PACING





2023 Challenge Coins

Featuring the historic
Surf Boat
*(precursor of the Response
Boat Medium)*





<https://coastguardmarathon.com/elite-athletes/>



Elizabeth City & Outer Banks Cross-Visitation Analysis



Objective

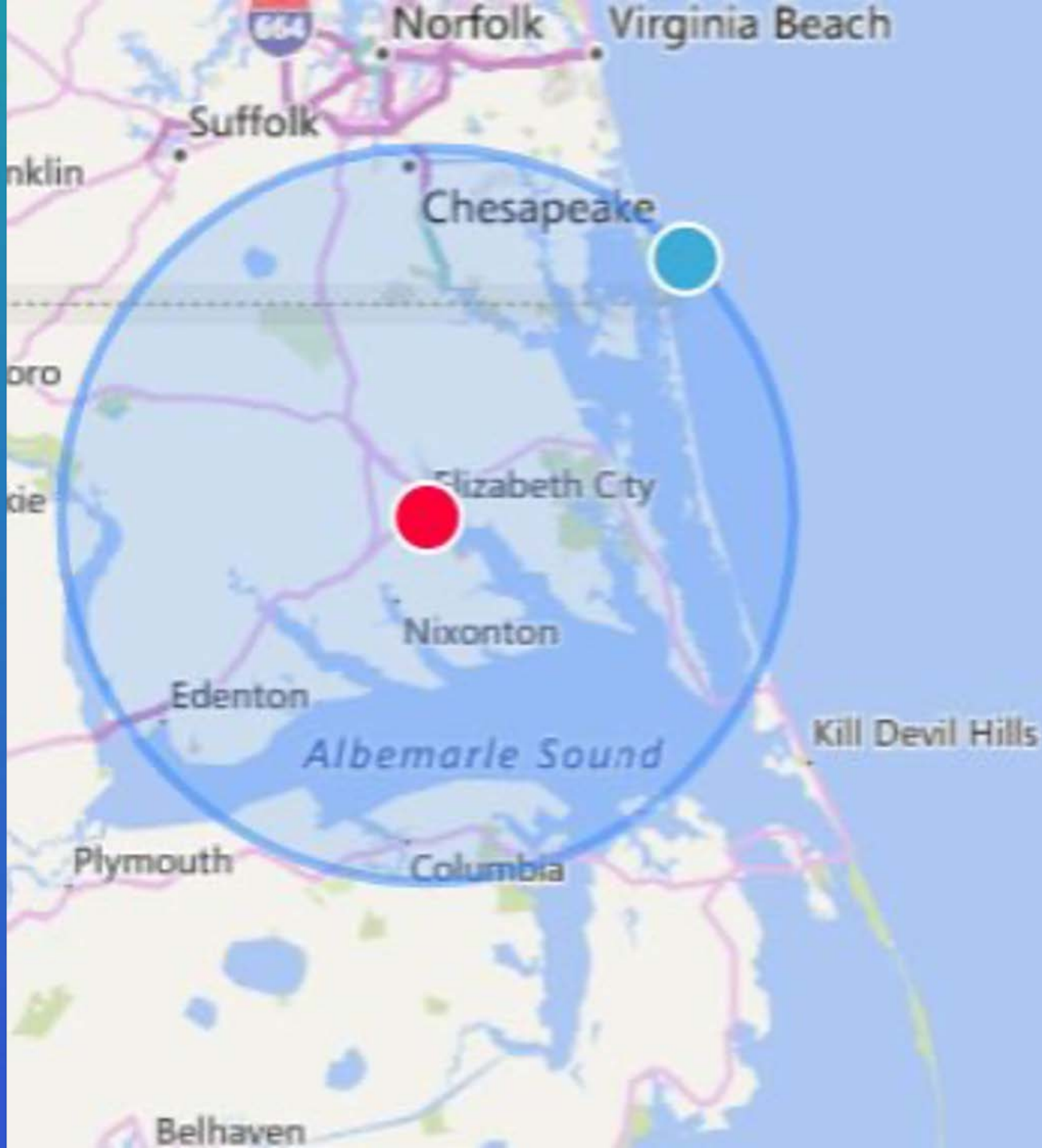
Look at the behavior of visitors between Elizabeth City & Outer Banks to identify growth opportunities.

- Where are people coming from?
- Where did they stay?
- Where did they go?
- Day trip from Outer Banks (OBX) or spend a night on the way?

Period of Study: Summer 2022
(Memorial – Labor Day)

- Cross-visitation from Elizabeth City boundary to all OBX POI





Methodology

Zartico geolocation data defines a visitor as someone who has:

- Come from over 30 miles from where they live and/or work,
- Stayed for more than 2 hours in your destination, and
- Have visited at least one place of impact.

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Boundary to Define Visitor: Elizabeth City.

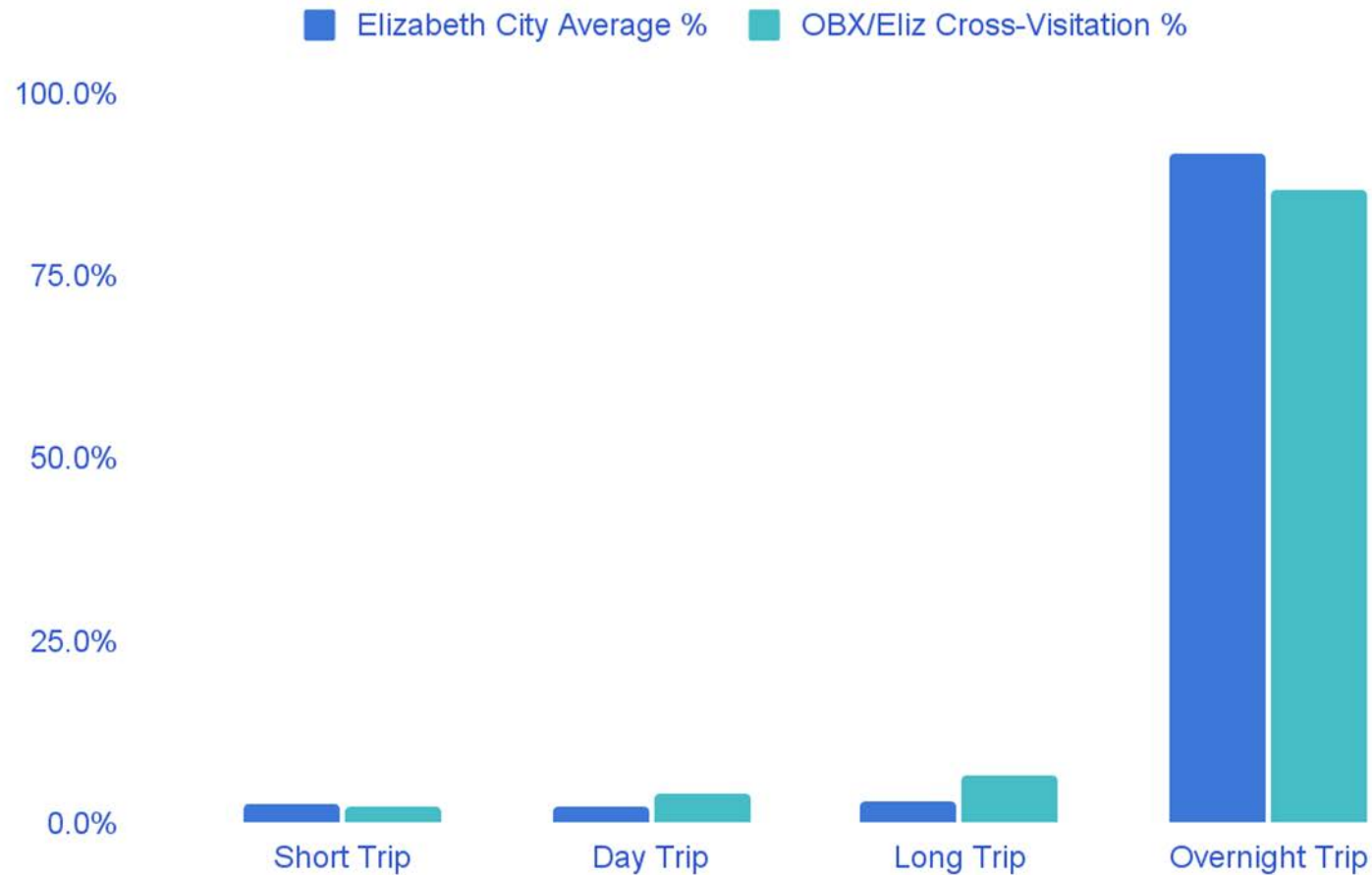


An aerial photograph of a coastal area. A paved road runs along the left side of a wide, sandy beach. The ocean is on the right, with gentle waves washing onto the shore. The sky is clear and blue. In the distance, a small town or city is visible on the horizon.

Elizabeth City to Outer Banks

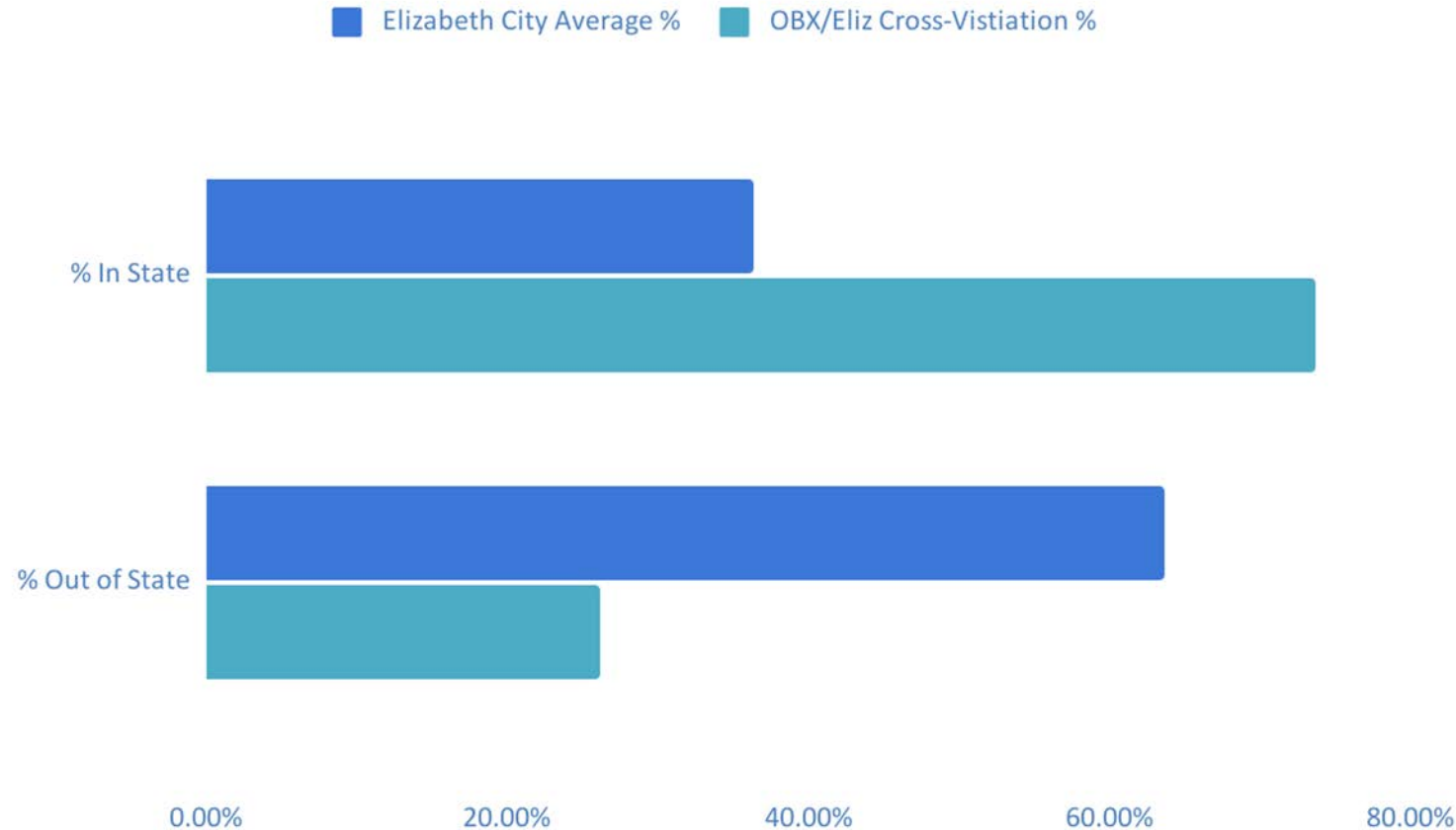
Key question: What is the profile of visitors who visit Elizabeth City and Outer Banks?

Trip Type – OBX/Elizabeth City Cross-Visitor slightly more likely to be long day trip type compared to average Elizabeth City trip type visitor mix



Source: Near (geolocation) Excludes Tanglewood Shopping Center
[Cross-Visitation All POI Visualization](#)

In State Visitors traveling to Elizabeth City 181% more likely to visit points of interest in OBX than Out of State. Top active markets are visitors traveling from along Northeast & Atlantic Coast

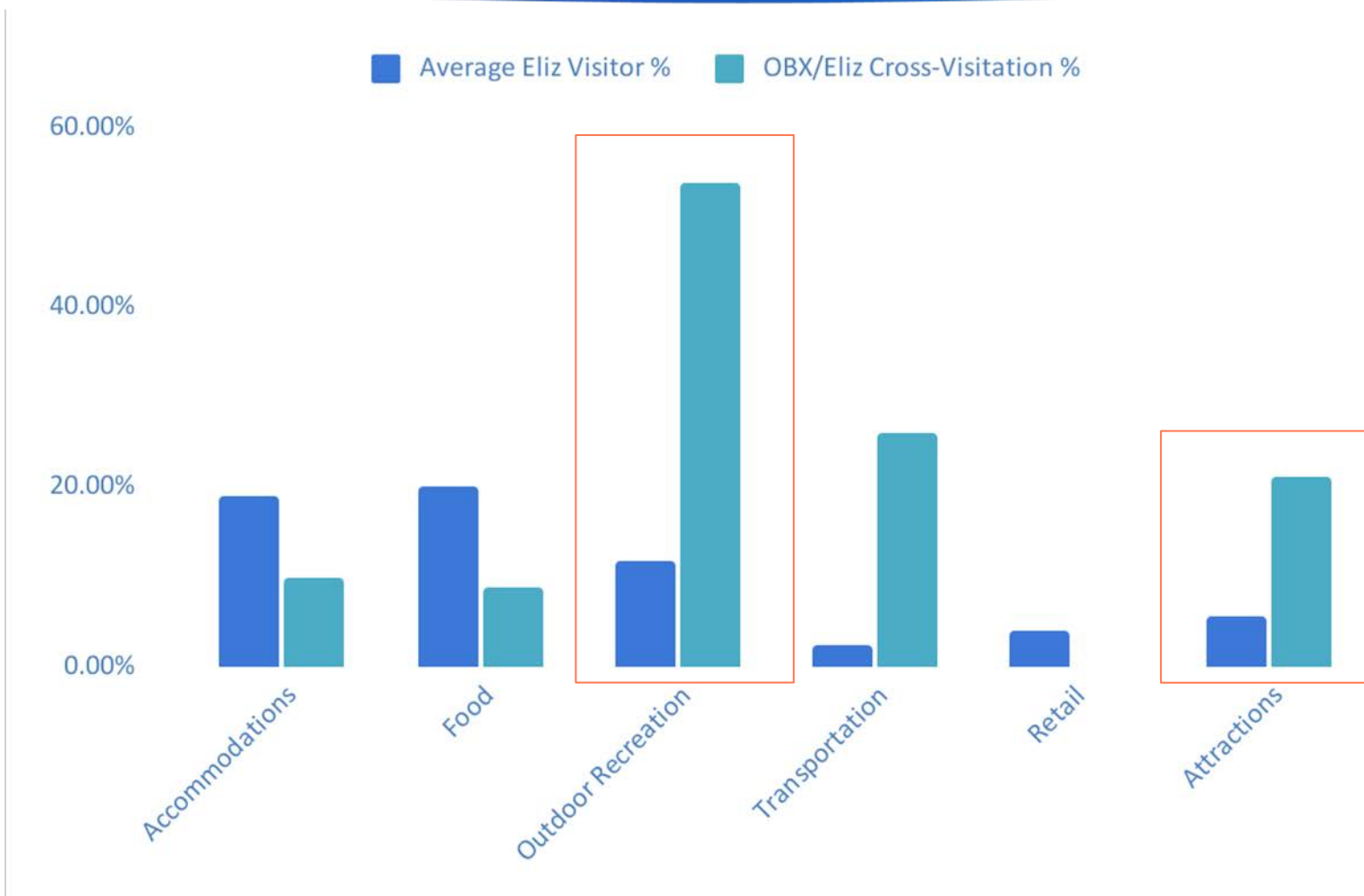


Top Origin Markets for Cross-Visitation Activity

- Richmond-Petersburg VA
- **Greensboro-High Point-Winston Salem NC**
- Roanoke-Lynchburg VA
- Washington DC
- New York NY
- Philadelphia PA
- **Greenville-Spartanburg-Asheville-Anderson. NC**
- Baltimore MD
- **Charlotte NC**
- Pittsburgh PA

Soure: Near (geolocation) Excludes Tanglewood Shopping Center.
[Cross-Visitation All POI Visualization](#)

Visitors from Elizabeth City to OBX are more likely to visit Attractions & Outdoor, less likely to visit Food & Accommodations due to nature of OBX experience.



Source: Near (geolocation) Excludes Tanglewood Shopping Center starting point.
[Cross-Visitation to OBX Visualization](#)

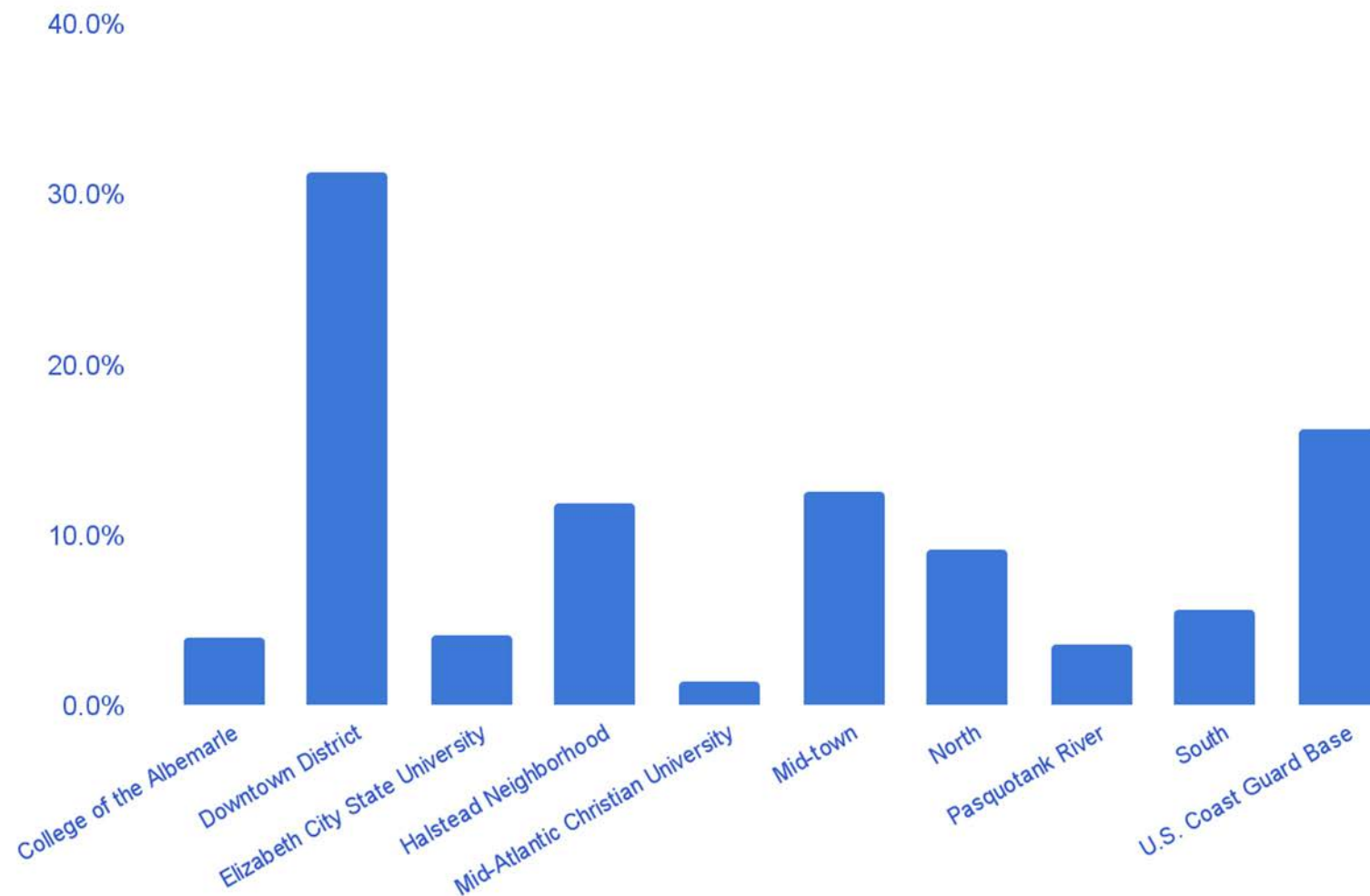
What is the cross visitation activity in Elizabeth City Regions?

> Downtown District was the top visitor draw, then the US Coast Guard Base

> Of the three college regions, College of the Albemarle activity most aligned with leisure travel opportunity, observed at hotels (See: Key Points of Interest)

Source: Near (geolocation) Excludes Tanglewood Shopping Center.

[Cross-Visitation All POI Visualization](#)



Cross Visitation from Key Points of Interest show visitors from Waterfront Park are most likely to cross-visit to OBX, presenting the best opportunity for growth

From: Waterfront Park	POI Cross Visitation %
Manteo Downtown/Waterfront	30.4%
Pasquotank River	5.1%
Roanoke Island Festival Park	4.5%
Fairfield Inn & Suites By Marriott Elizabeth City	3.5%
Roanoke Island Maritime Museum	3.3%

› More likely to visit OBX & Outdoor

From: USCG Air Station Elizabeth City	POI Cross Visitation %
Elizabeth City Regional Airport	17.02%
Pasquotank River	12.98%
Coast Guard Exchange	11.32%
Elizabeth City Coast Guard Rv Park	11.11%
Hangar 7	6.99%

› More likely to visit Elizabeth City

From: College Of The Albemarle	POI Cross Visitation %
Fairfield Inn & Suites By Marriott Elizabeth City	10.3%
Travelers Inn	7.0%
College Of The Albemarle – Performing Arts Center	6.9%
Big Daddy's Pizza	5.7%
Hampton Inn Elizabeth City	3.7%

› More Likely to visit Elizabeth City

Source: Near (geolocation)POI Cross-Visitation % indicates share of cross-visitation observations at "From" POI.

Where are Visitors Most Likely to go to in OBX from Elizabeth City?

1. Manteo Downtown/Waterfront
2. Alligator River National Wildlife Refuge
3. Jockey's Ridge State Park
4. Wright Brothers National Memorial
5. Oregon Inlet Fishing Center
6. Outer Banks Visitors Bureau
7. Jennette's Pier
8. Coquina Beach
9. Cape Hatteras National Seashore
10. Aycock Brown Welcome Center/Monument To A Century Of Flight

Source: Near (geolocation) Excludes Tanglewood Shopping Center starting point.

[Cross-Visitation to OBX Visualization](#)



Top Accommodations saw visitor activity primarily to Elizabeth City Points of Interest, suggesting visitors are not using Elizabeth City as a overnight stopping point.

Hampton Inn Elizabeth City

- 3 Amigos
- Fairfield Inn & Suites By Marriott Elizabeth City
- South Park Sports Complex
- Mariners' Wharf Park
- Elizabeth City Regional Airport
- Big Boss Burritos
- Uscg Air Station Elizabeth City
- Montero's Restaurant, Bar And Catering
- Grouper's Waterfront Restaurant
- Waterfront Park

Fairfield Inn & Suites by Marriott Elizabeth City

- 3 Amigos
- South Park Sports Complex
- Hampton Inn Elizabeth City
- Sentara Albemarle Hospital
- Waterfront Park
- College Of The Albemarle – Elizabeth City
- Pier 17
- Applebee's
- Ecsu – RI Vaughn Center
- Elizabeth City State University – Ke White Graduate Center

Comfort Inn Elizabeth City

- Days Inn By Wyndham Elizabeth City
- South Park Sports Complex
- Sentara Albemarle Hospital
- Pier 17
- 3 Amigos
- Best Western Plus
- Waterfront Park
- Elizabeth City Coast Guard Rv Park
- Hangar 7
- Jockey's Ridge State Park

Thank You





Old Business

Visit Elizabeth City's Diversity & Inclusion Advisory Committee





New Business



Other Business

*Thank
you!*

