

VISIT NORTH CAROLINA

EXPERIENCE FIRSTS THAT LAST IN NORTH CAROLINA

FIND YOUR FIRST

2018: Record Year for NC Tourism

- **\$25.3 Billion** in Visitor Spending
- More Than **230,000** Jobs
- **\$1.9 Billion** in Federal Tax Revenues
- **\$1.3 Billion** in State Tax Revenues
- **\$775 Million** in Local Tax Revenues

NC Households **save \$532 in taxes** due to visitor spending



Visit North Carolina Programs

Visit NC

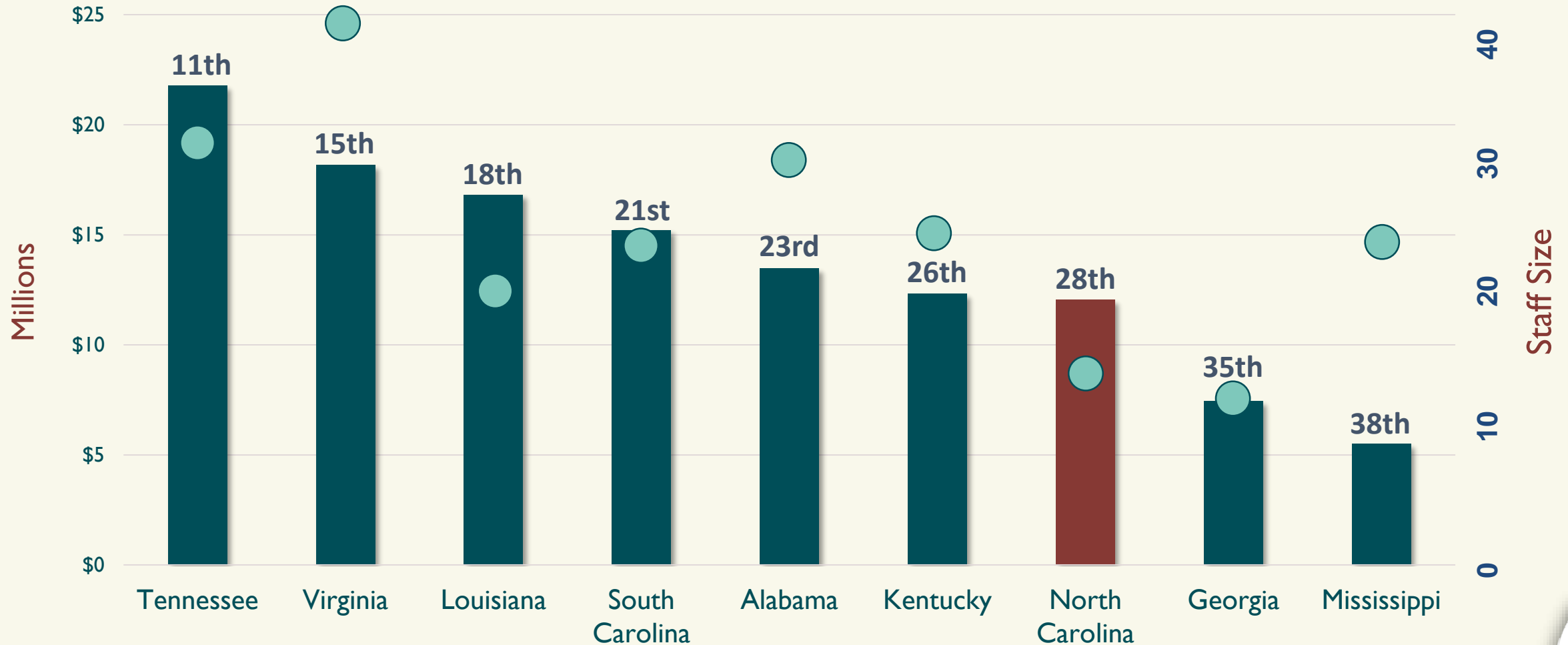
- Advertising
- Public Relations
- Group Travel
- Sports Event Marketing
- Industry Leadership
- International Marketing
- VisitNC.com
- Tourism Development
- Retire NC Program
- Research
- Community Outreach
- Social Media Outreach
- Film
- Publications

Commerce Visitor Services

- Welcome Centers
- Fulfillment
- Call Center
- Warehouse



Budgets and Staff for Southeast Competitor States



NC remains 6th most visited state for domestic visitors.

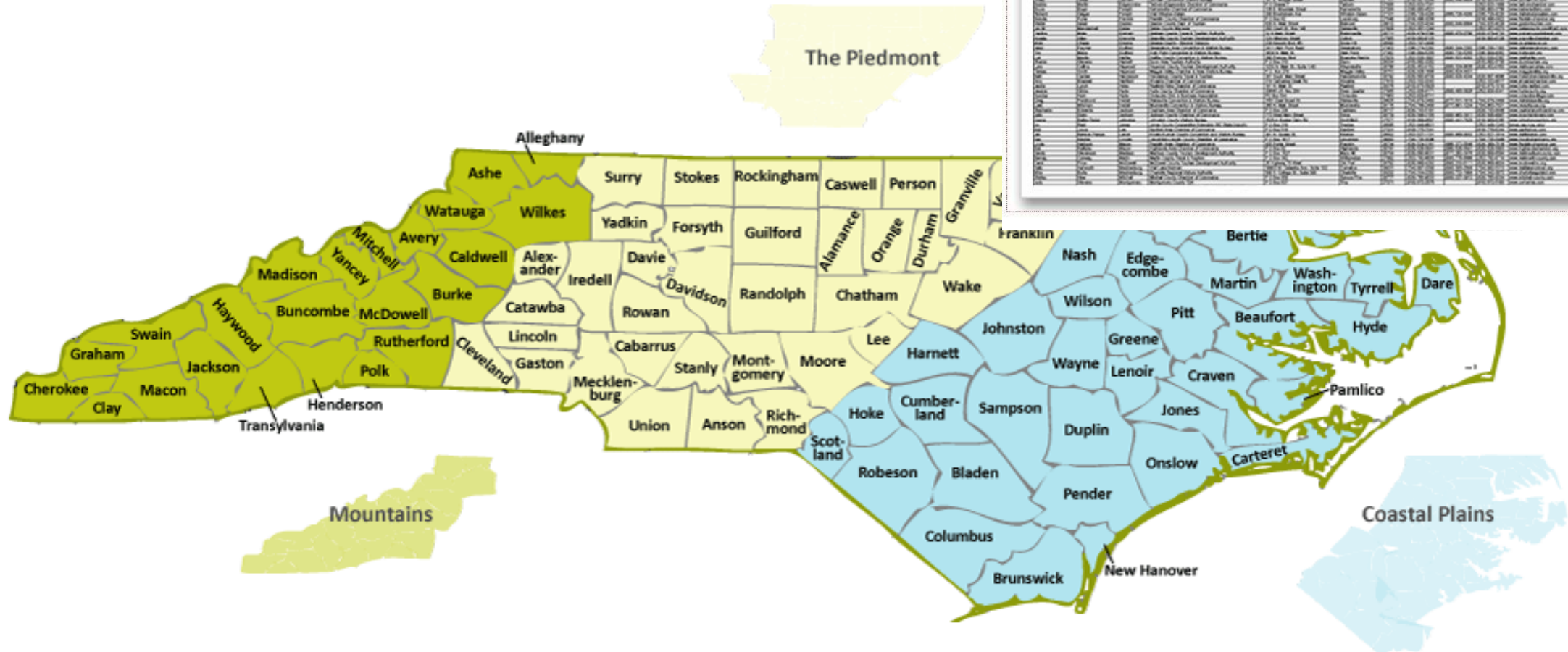
2016 Visitation Rank

1. California
2. Florida
3. Texas
4. New York
5. Pennsylvania
- 6. NORTH CAROLINA**
7. Georgia
8. Ohio
9. Illinois
10. Michigan

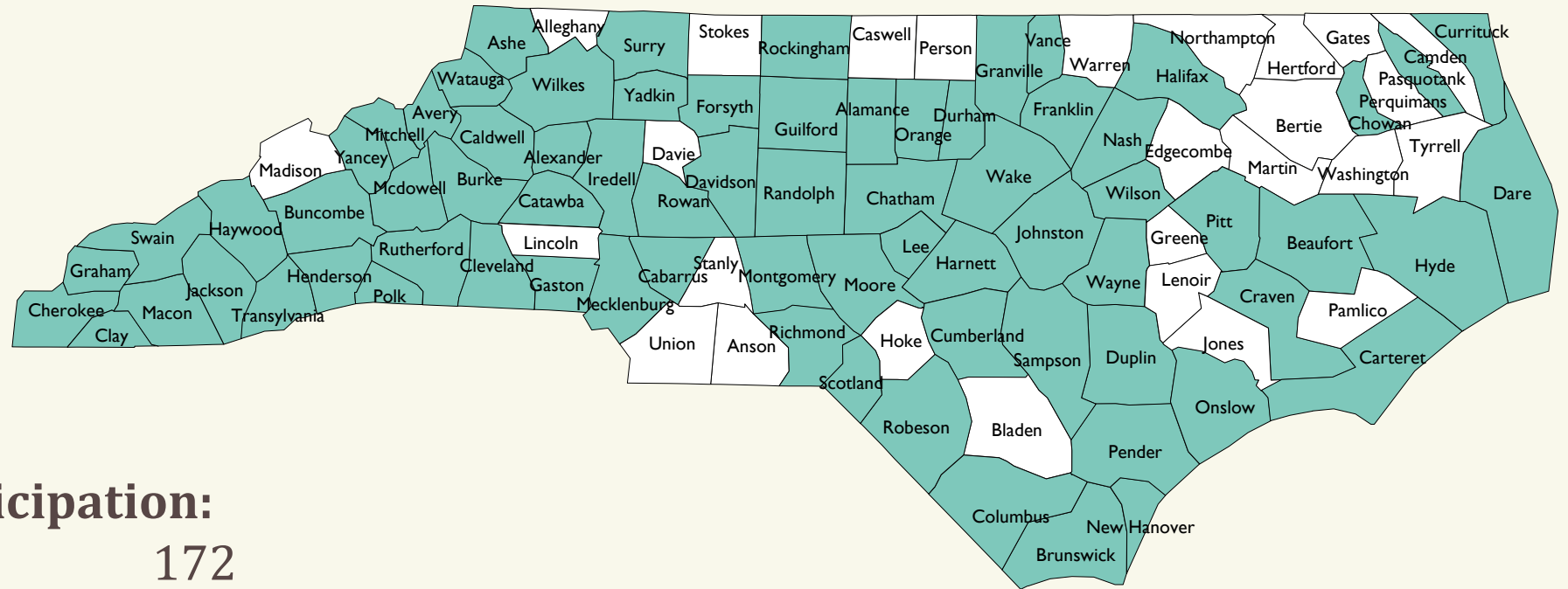
Partnerships Key to Promoting Travel

North Carolina
100 County Database

County	Area (sq. mi.)	Population (2000)	Population Density (per sq. mi.)	County Seat	Year Founded	Website
Albemarle	107	13,200	124	Albemarle	1734	www.albemarle.org
Alfonso	107	13,200	124	Alfonso	1734	www.alfonso.org
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Nearly All Counties Join Our Co-op Programs



2018 Partner Participation:

Total Partners:	172
Counties Represented:	73
Tier 1 and 2 Partners:	102
Partner Funds Invested:	\$2,001,158

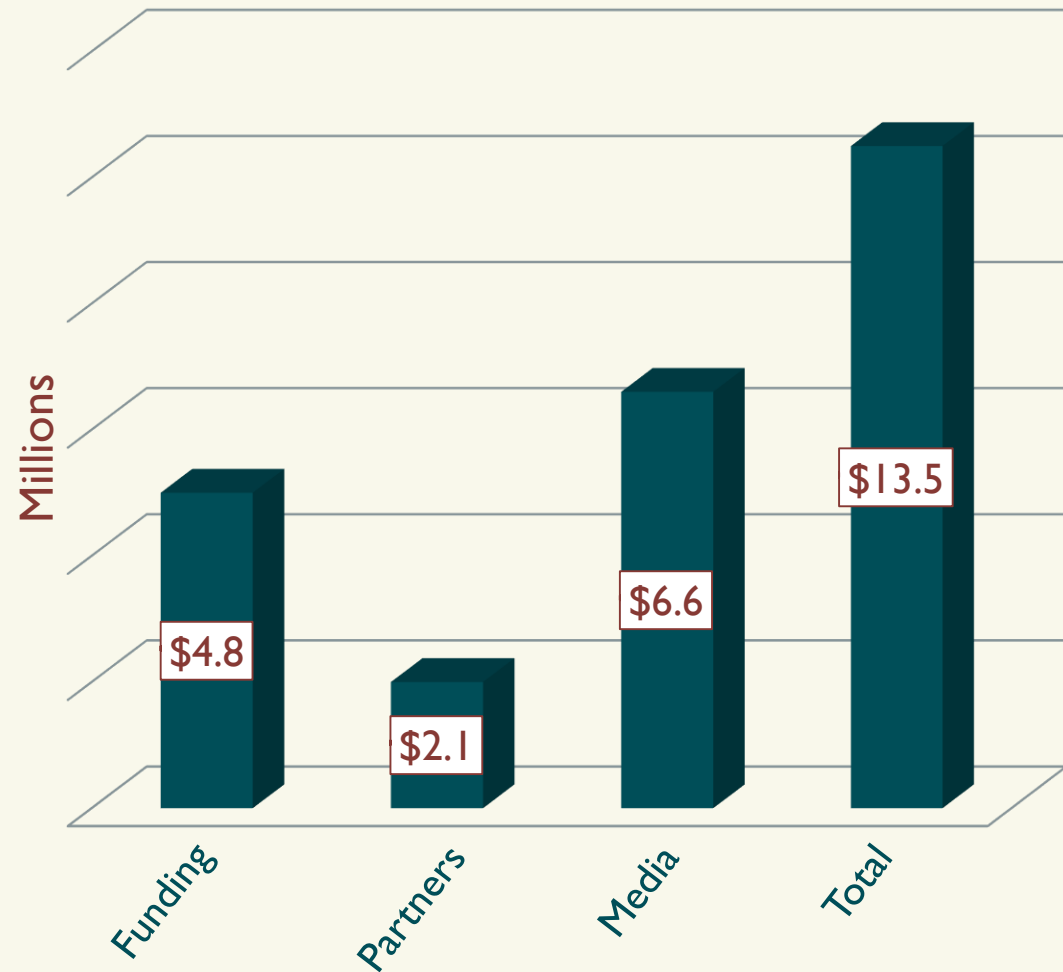
Partnerships Nearly Triple Our Advertising Budget

Media Spending

Visit NC Media Budget:	\$4,759,307
Partner investment:	\$2,084,697
Final Budget:	\$6,844,004

In Kind Media Partners

Visit NC:	\$330,000
Media Partners:	\$6,306,446
Total Value:	\$13,480,450

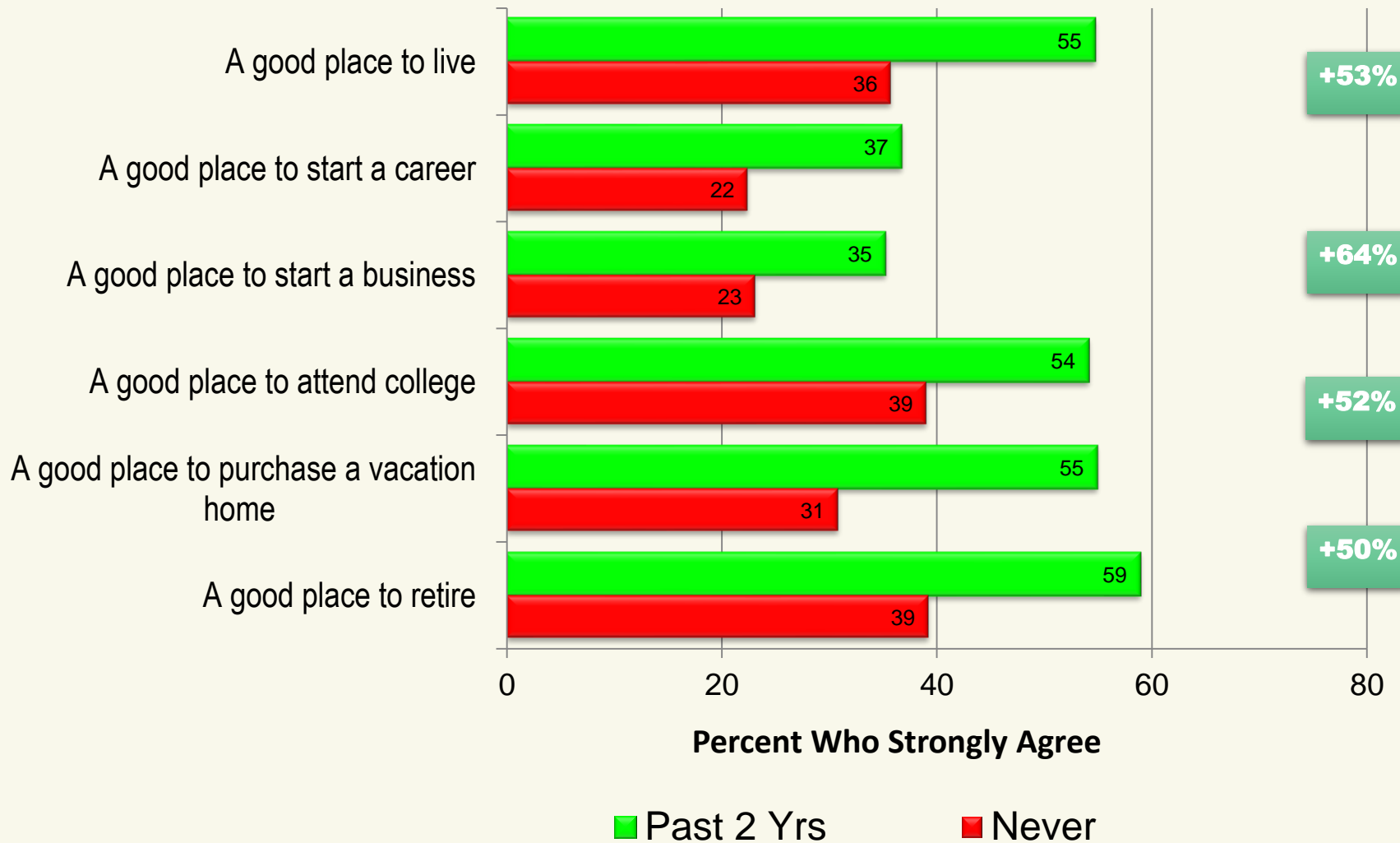




Research

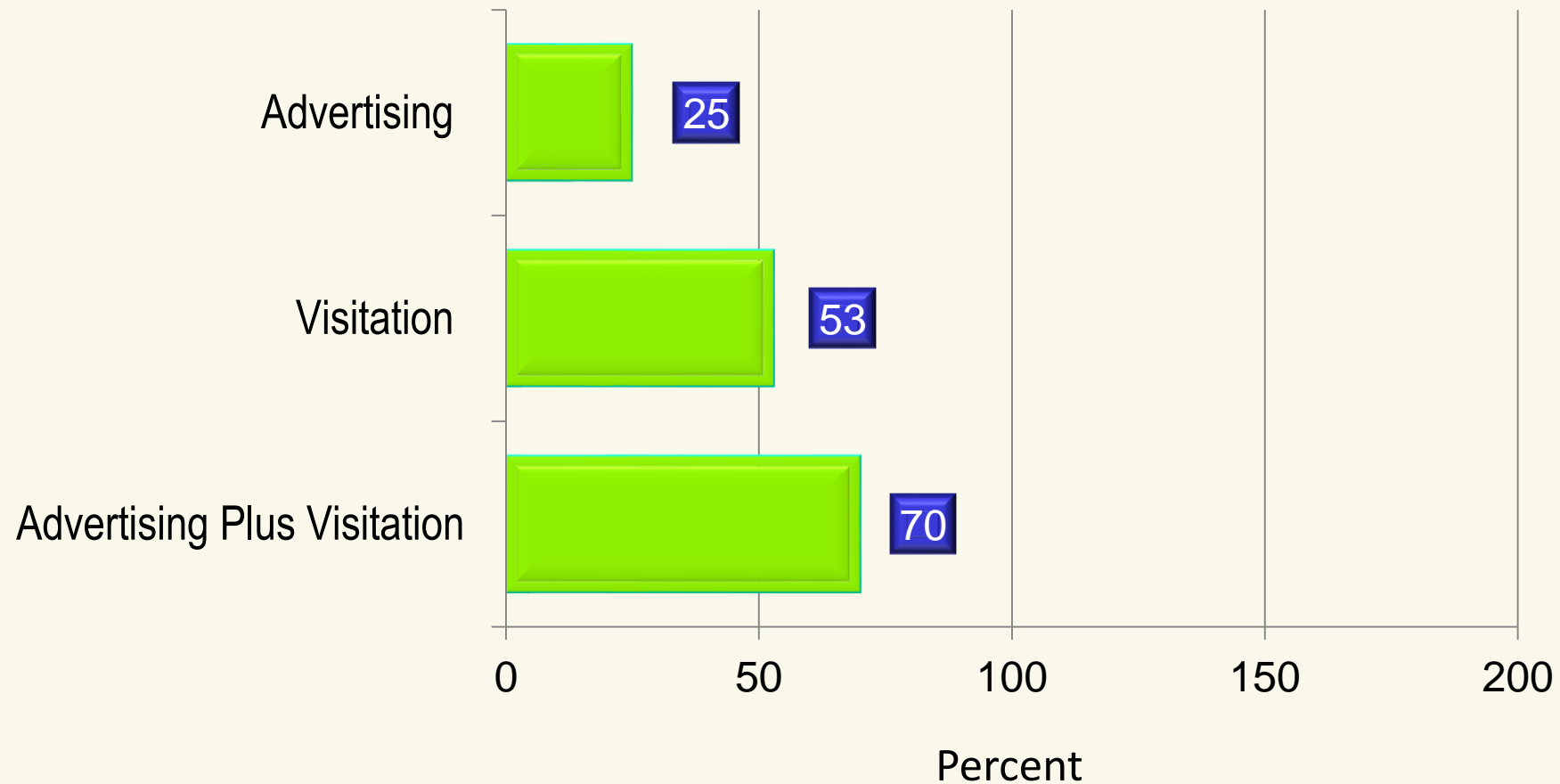
- Visit NC provides visitor research to all 100 counties in the state. With data from the research team, industry partners can tactically plan, implement and evaluate programs.
- Visit NC's efforts are based on ongoing analysis of research by working with third-party research organizations and government agencies to monitor North Carolina domestic and international visitation.

Impact of Visitation on Business Image



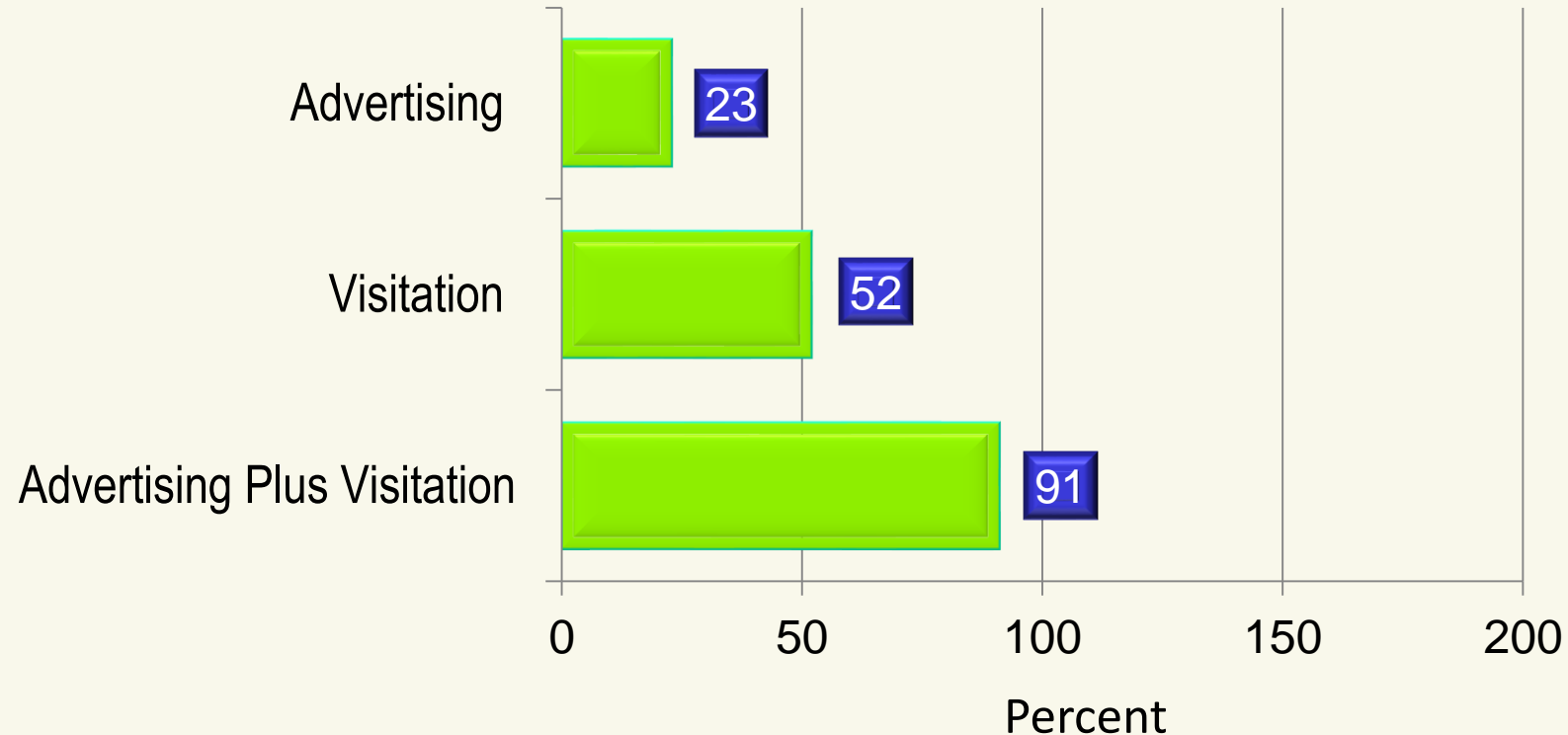
Tourism Marketing “Halo Effect” on Business Development

North Carolina is “A Good Place to Live”



Tourism Marketing “Halo Effect” on Business Development

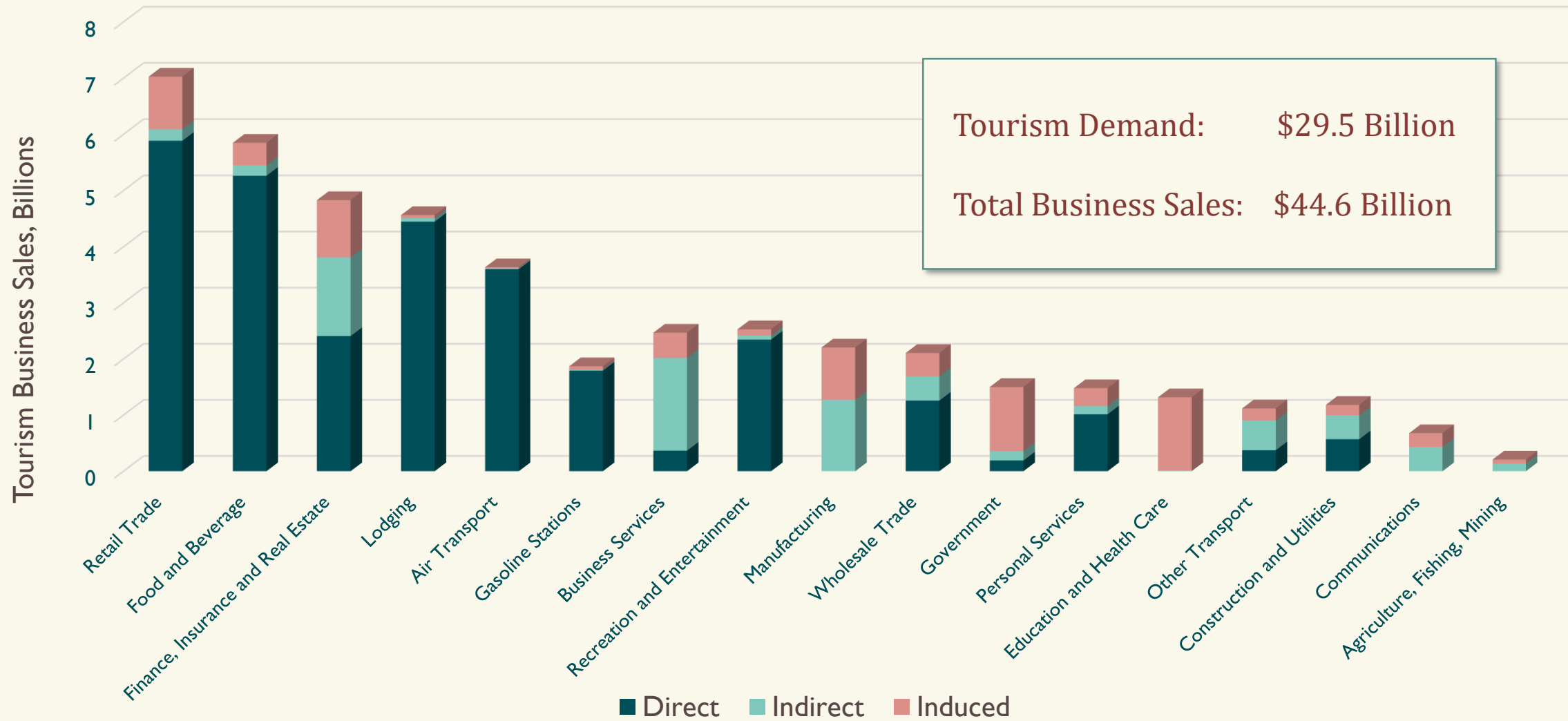
North Carolina is “A Good Place to Start a Business”

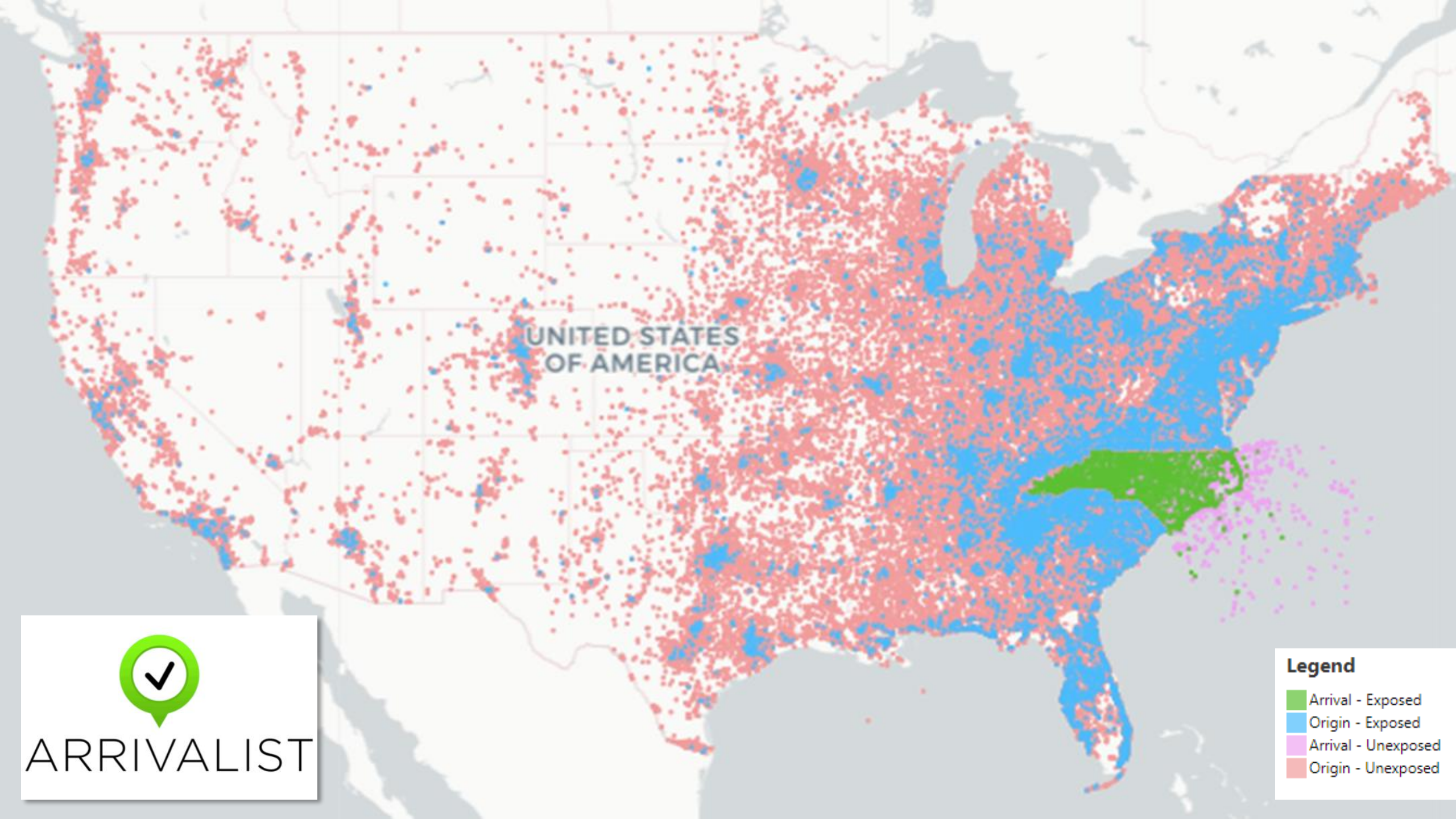
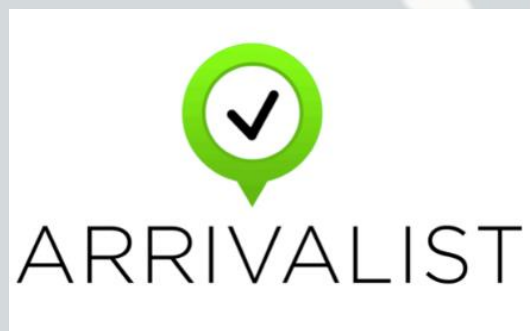


Are You In The Tourism Business?



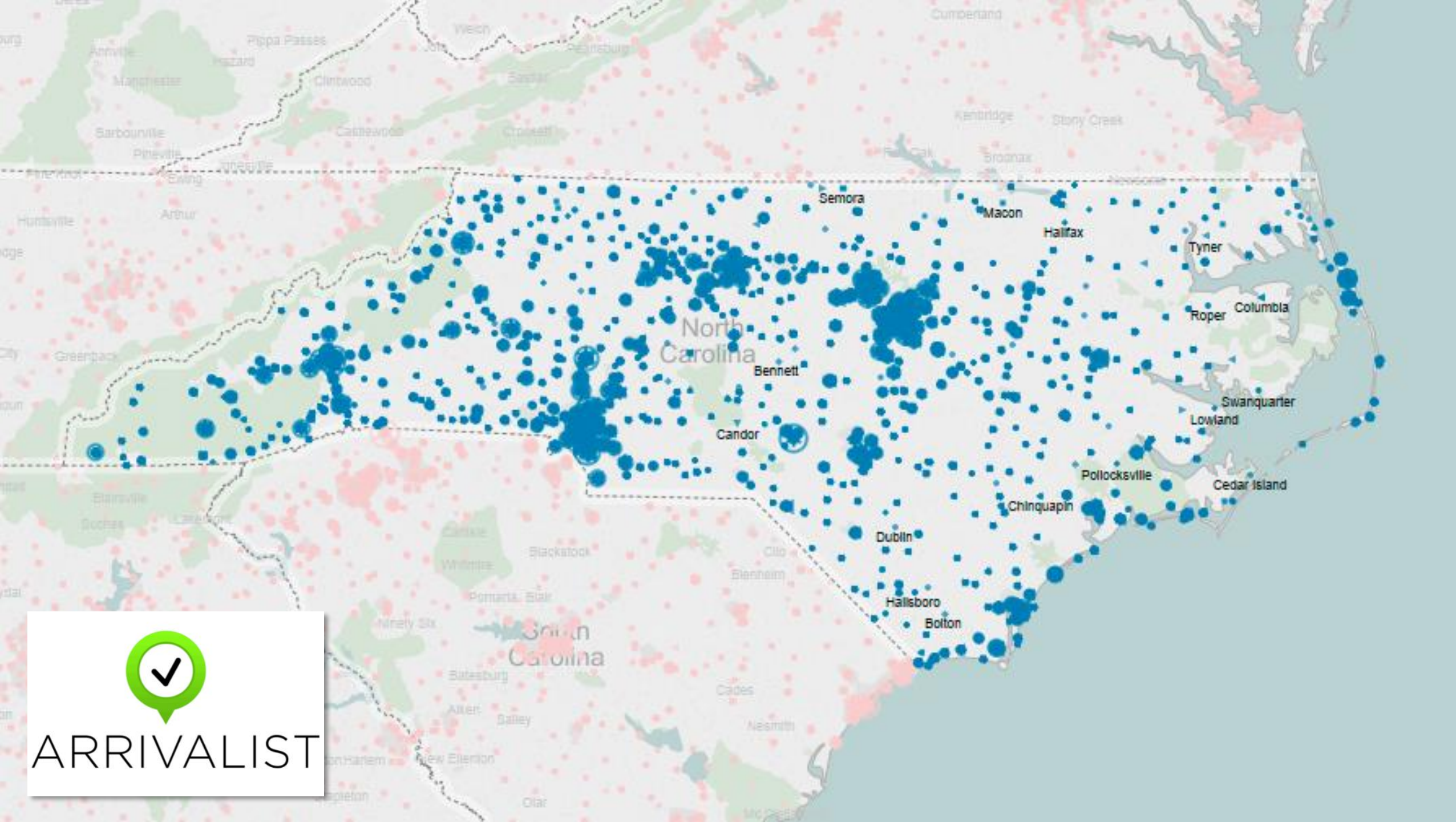
Tourism Impact on All Other Sectors





Legend

- Arrival - Exposed
- Origin - Exposed
- Arrival - Unexposed
- Origin - Unexposed



ARRIVALIST

Partnerships Key to Promoting Travel

- Stay connected
 - Newslink
 - Extranet/County Contacts
 - visitnc.com
 - partners.visitnc.com
- Share
 - Keep your listings current
 - News and releases
 - Social media
 - Research, trends, ideas, opportunities
- **Participate**
 - Local, regional, state
 - Tourism Resource Assistance Center workshops
 - VisitNC 365 Conference
 - Media missions
 - Sales missions





VISIT NORTH CAROLINA OVERVIEW

Thanks!

Andre` Nabors

Visit NC

andre.nabors@VisitNC.com

919-447-7771