

Recovery Focus: How NC's Tourism & Outdoor Recreation Industries are Fighting the Pandemic

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October 21



ECONOMIC DEVELOPMENT PARTNERSHIP of
NORTH CAROLINA

State of Tourism In North Carolina

Presented by: Visit North Carolina

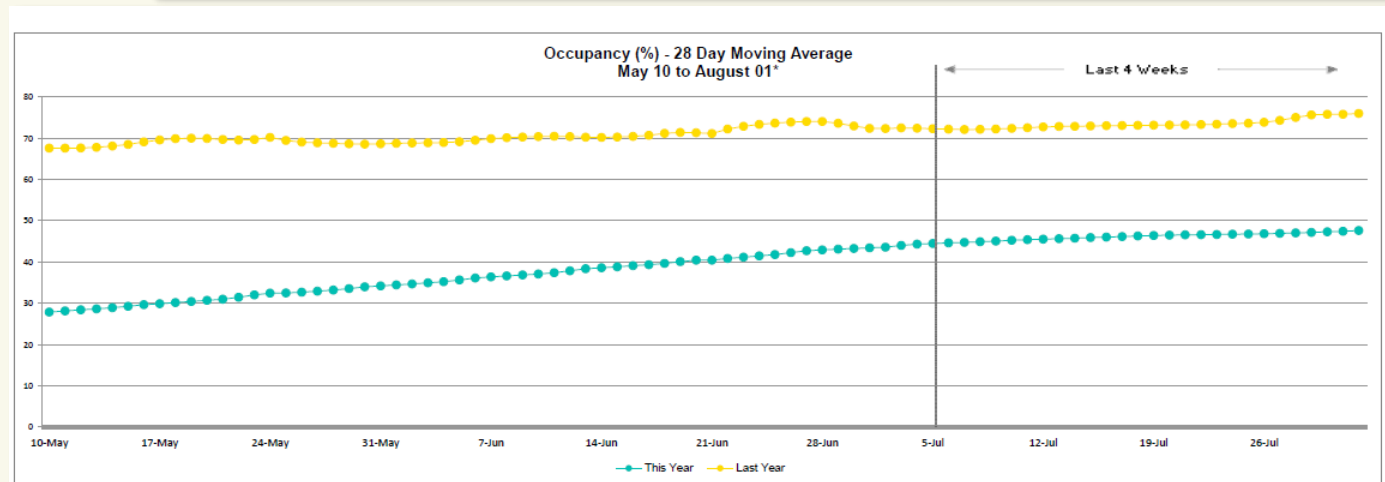
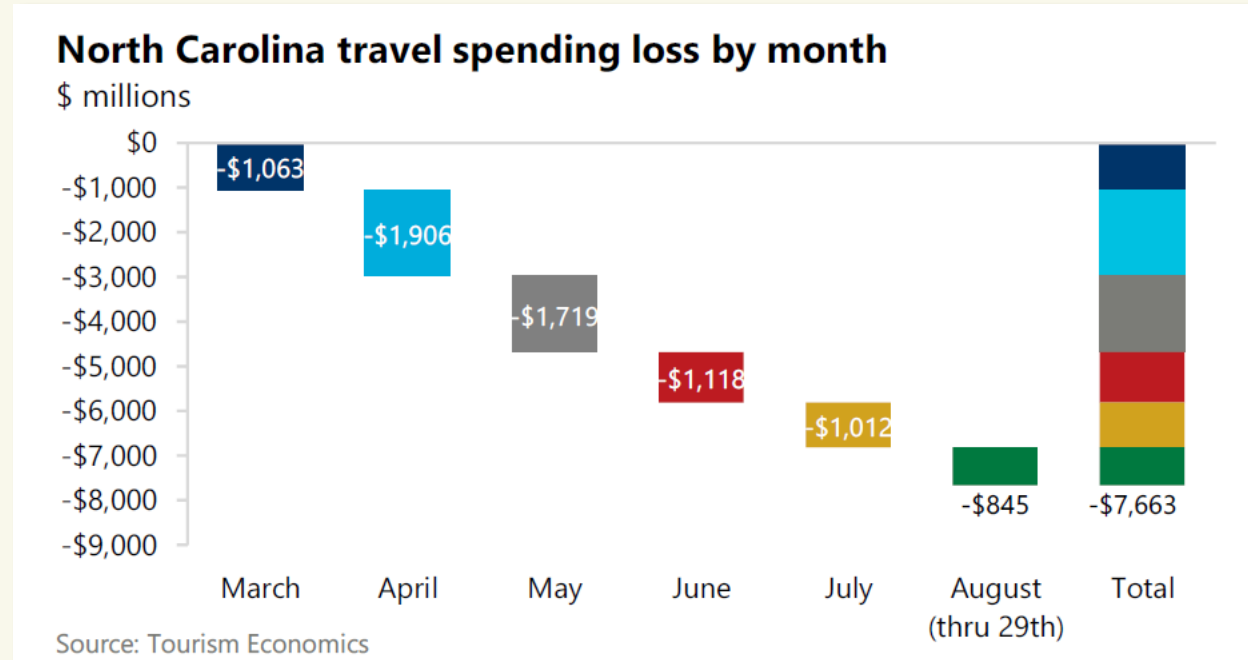
October 2020

COVID-19 Impact on NC Tourism

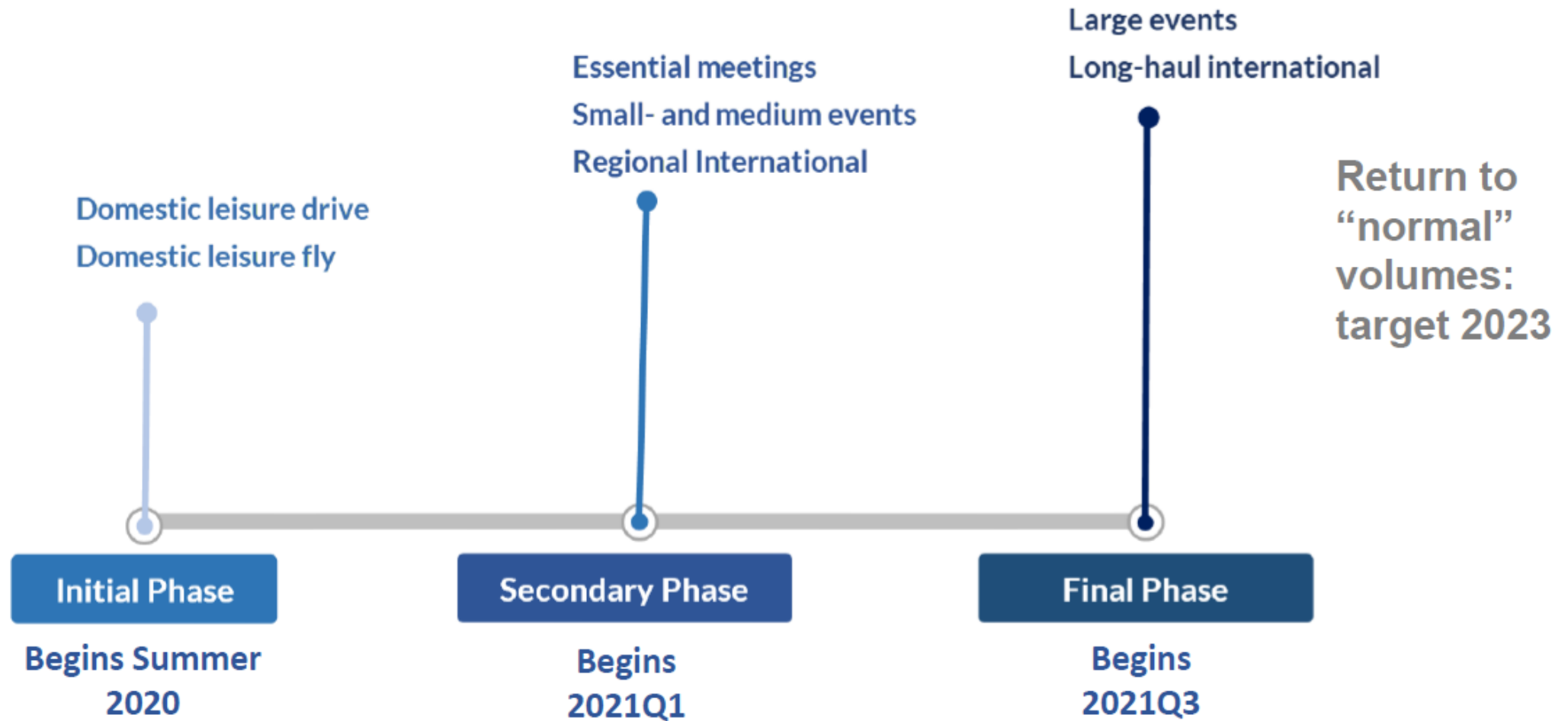
Weekly travel spending for North Carolina has dropped 58 percent.

These spending losses contribute to cumulative tax revenue losses of nearly \$300 million in state taxes and nearly \$200 million in local taxes since the week of March 21 as compared to the same time period last year.

So far the total loss is nearly \$8 billion.



Anatomy of a travel recovery





Tourism Funding

Visit NC Marketing Credit Program

- Credit for DMOs
- Expanded Co-op program
- Not a grant

\$15,000,000 as a stimulus investment in Visit North Carolina's marketing budget

EDPNC DMO Grant with NCTIA

- Funding for DMOs
- Tied to losses from COVID-19
- For operational expenses

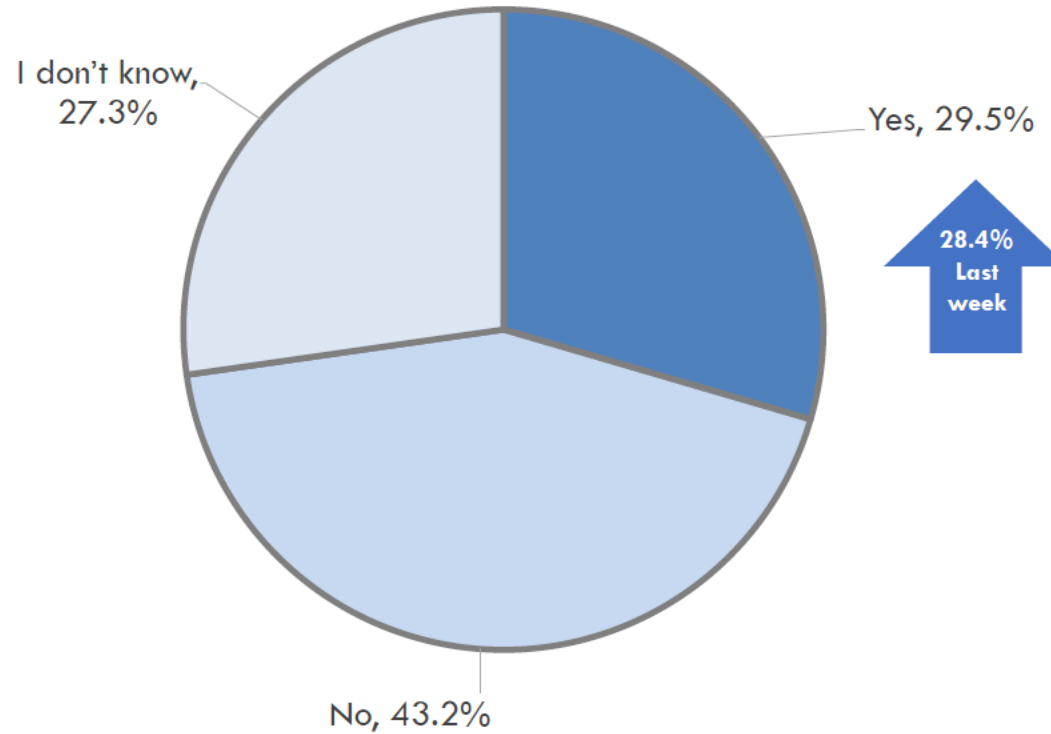
\$1,500,000 for grants targeted for those areas of the State that are most dependent on the travel and tourism economy to promote North Carolina tourism as the State begins to reopen.

EDPNC shall consult with the North Carolina Travel Industry Association, Inc., to disburse the grants.

IMPACT OF CORONAVIRUS ISSUES ON FUTURE INTENT TO VISIT

Question: When the coronavirus situation is over, will you be less likely to visit any of these destinations because of their current Coronavirus-related issues?

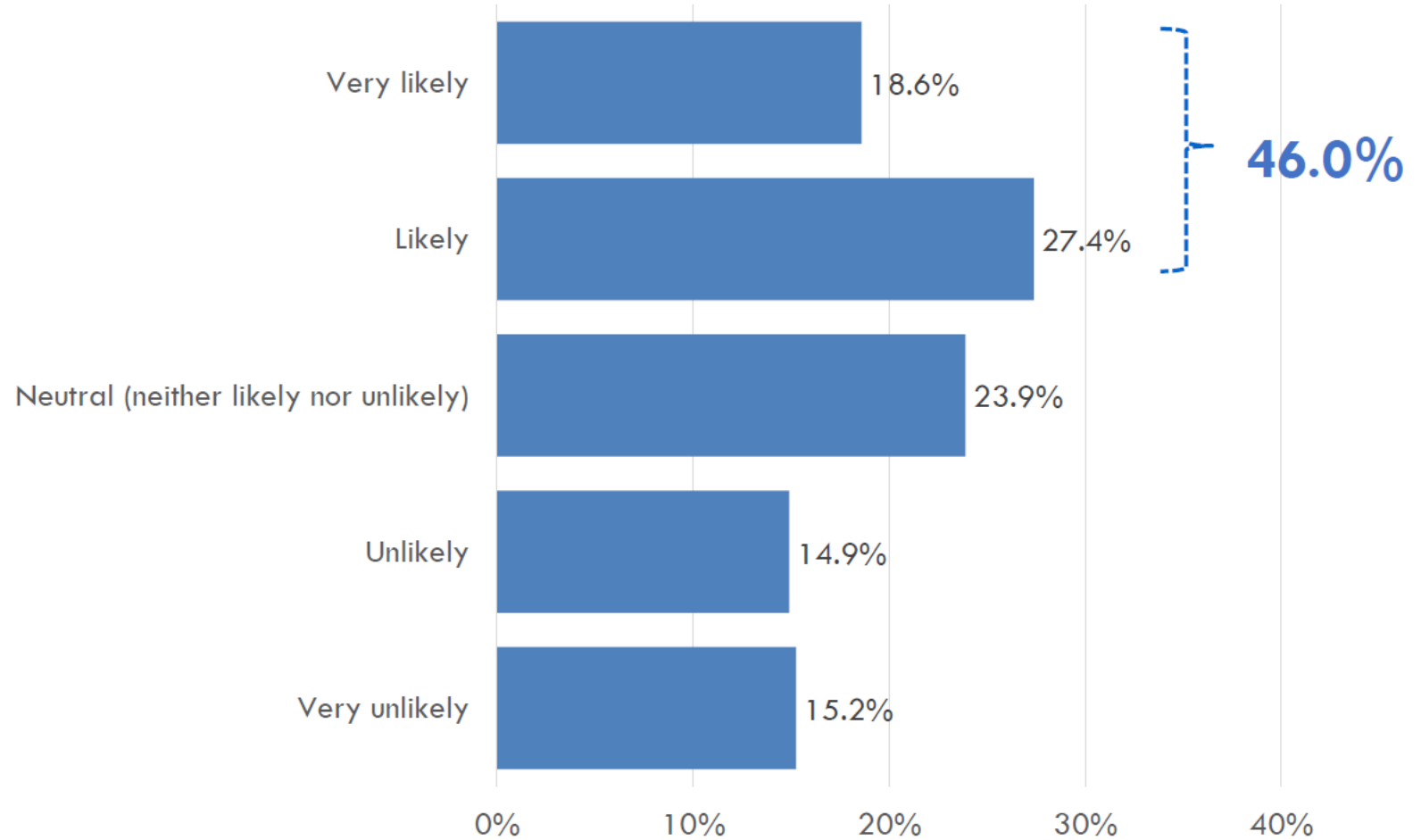
(Base: Wave 28 data. All respondents, 1,200 completed surveys. Data collected Sep 18-20, 2020)



LIKELIHOOD OF TAKING A WORKCATION THIS FALL

Question: How likely are you to take a "workcation" this Fall?

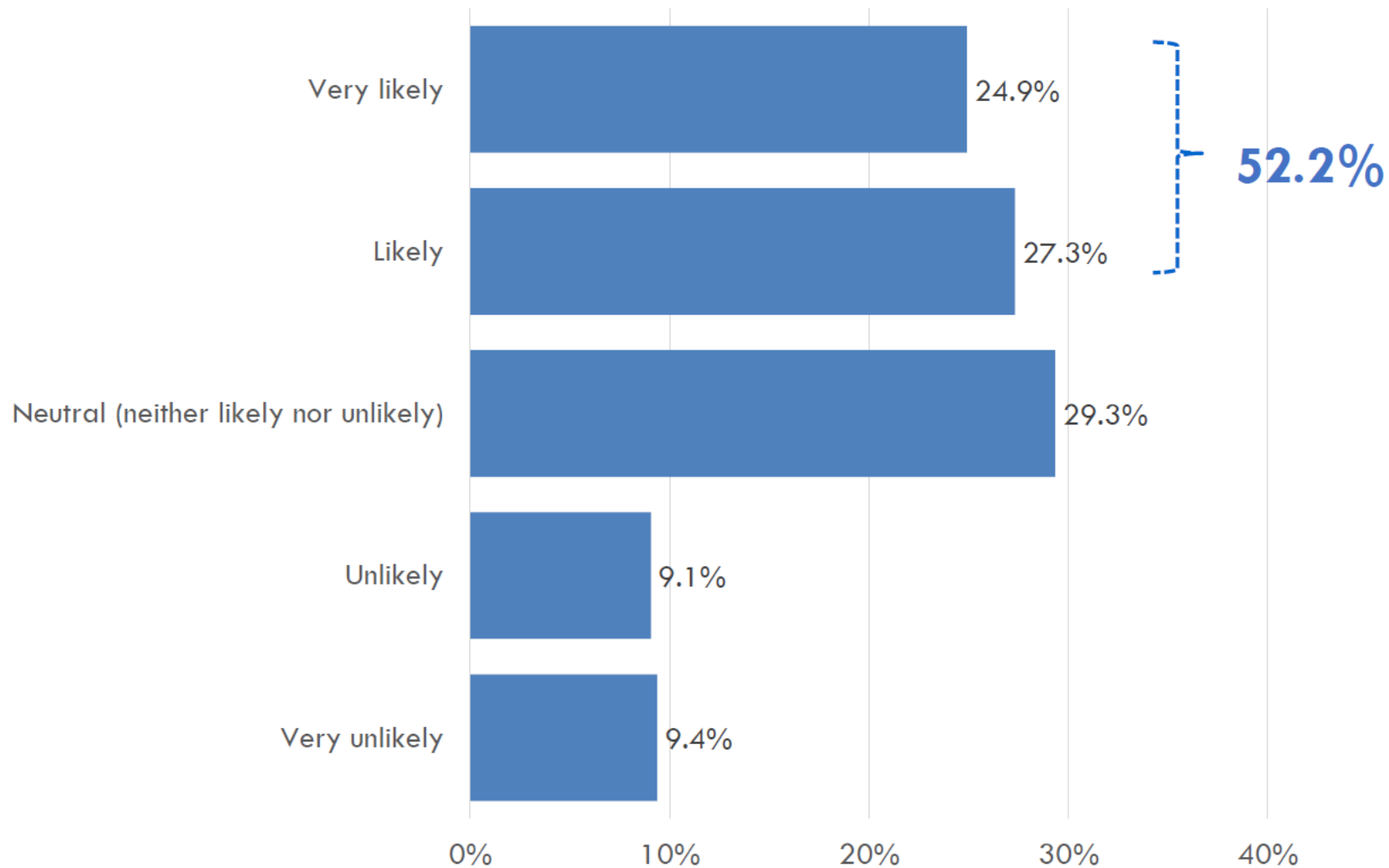
(Base: Wave 29 data. Respondents interested to any degree in workcations, 329 completed surveys. Data collected Sep 25-27, 2020)



LIKELIHOOD OF TAKING A FALL SCHOOLCATION

Question: How likely are you to take a "schoolcation" this Fall?

(Base: Wave 29 data. Respondents with some level of interest in schoolcations, 180 completed surveys. Data collected Sep 25-27, 2020)

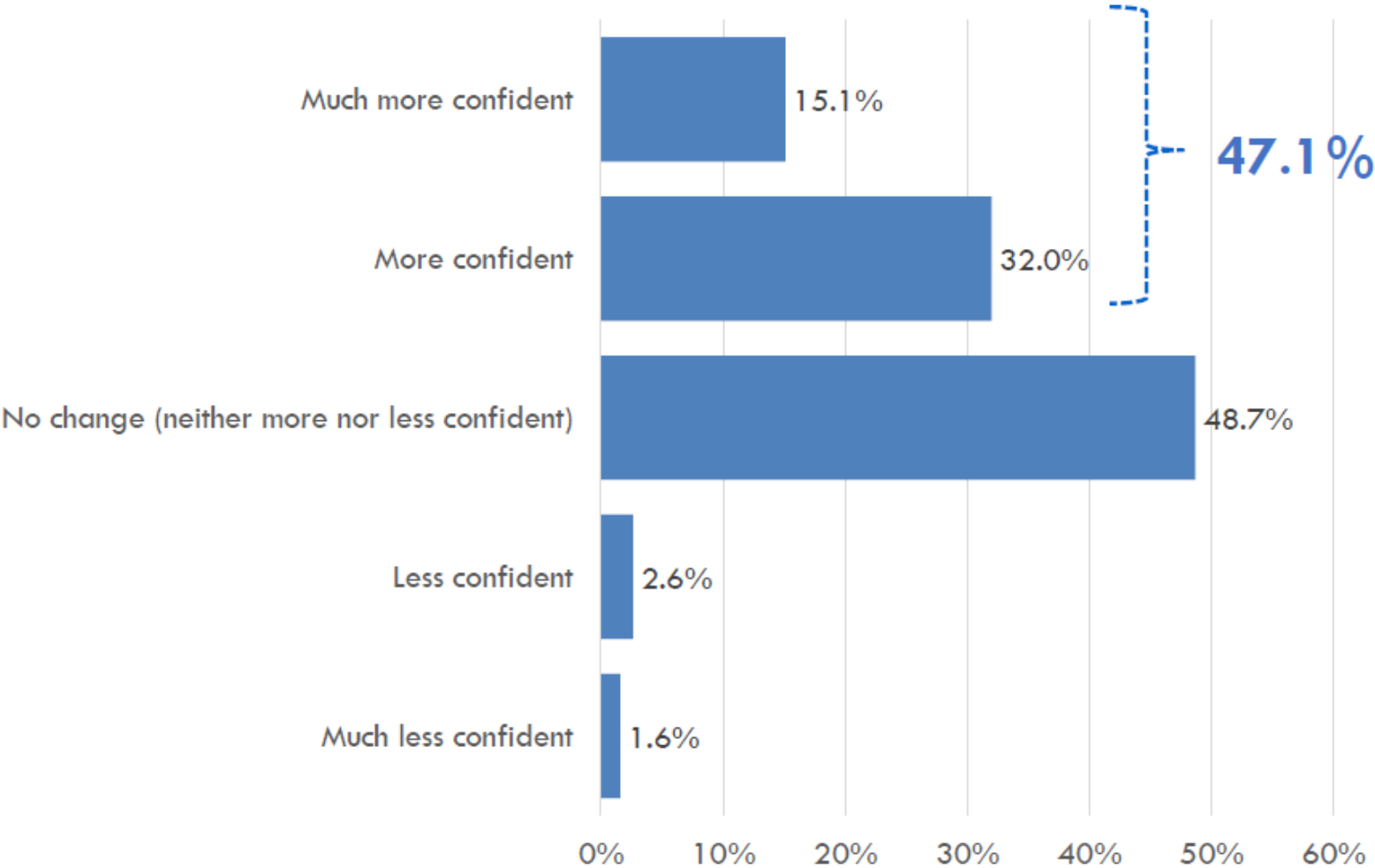


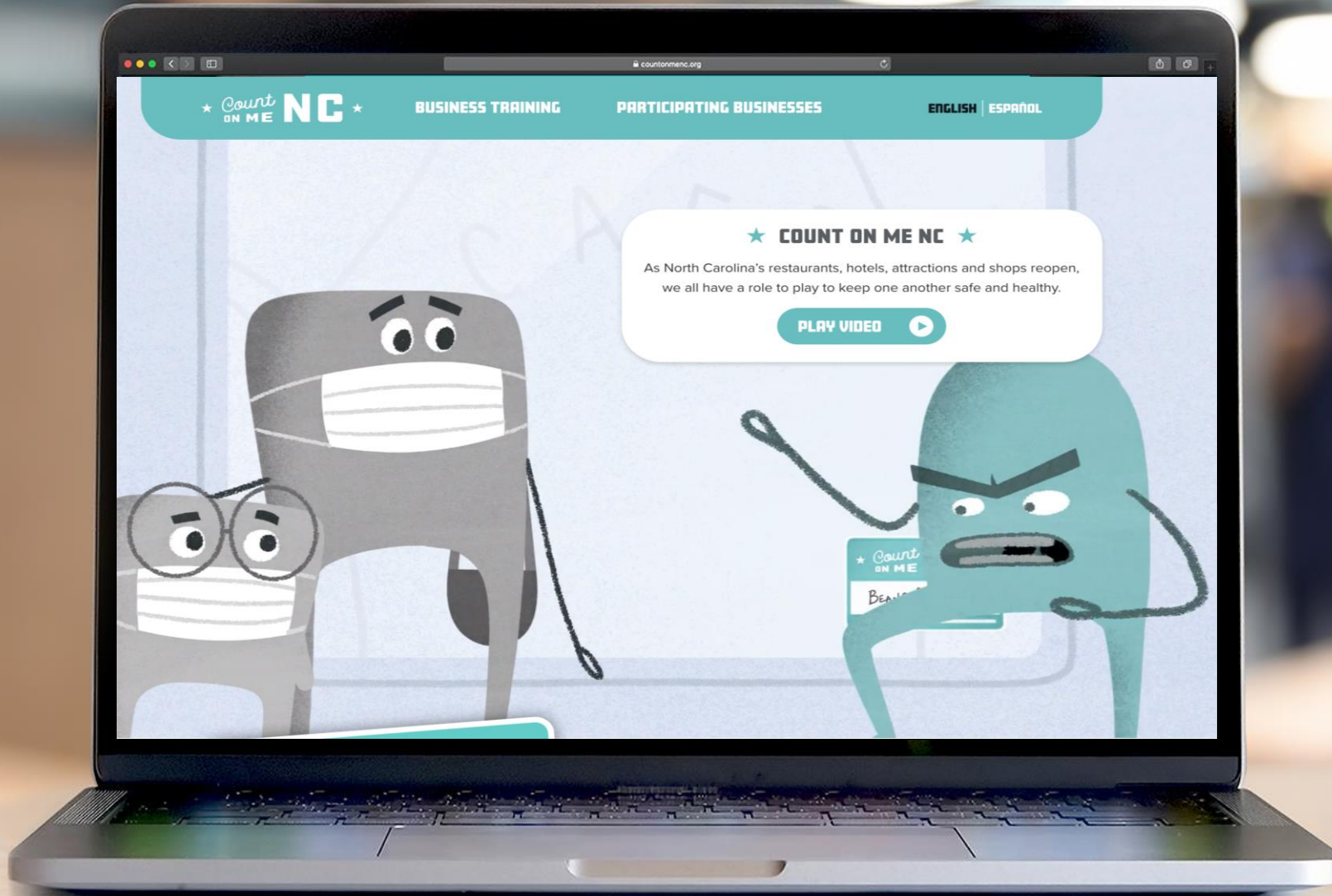
CONFIDENCE BUILDING

Question: Did taking this trip(s) make you more or less confident that you can travel safely in the time of the Coronavirus? (Select one)

My experiences on my summer leisure trip(s) have made me _____ I can travel safely.

(Base: Wave 27 data. Respondents taking a summer leisure trip, 498 completed surveys. Data collected September 11-13, 2020)





NC STATE EXTENSION



NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES

NCRLA

NC Restaurant
& Lodging Association

NORTH CAROLINA



VISITNC.COM

★ TRAINING MODULES ★

At the completion of training, you'll receive a printable Count On Me NC certificate and be featured on our list of participating businesses. You'll also get access to a Count On Me NC toolkit that includes social media assets and other materials to help you show guests and staff that you've gone above and beyond to protect their well-being.



Restaurant: Owners & Operators

Learn how to help ensure the well-being of everyone who enters your restaurant.

[GET STARTED](#)



Restaurant: Front of House Staff

Implement best practices for staff who regularly interact with guests and customers.

[GET STARTED](#)



Restaurant: Back of House Staff

Follow procedures designed to increase health and safety behind the scenes.

[GET STARTED](#)



All Businesses: Cleaning and Disinfecting Surfaces for COVID-19 Management

Learn protocols for cleaning and disinfecting to help keep everyone in your establishment safe.

[GET STARTED](#)



General Best Practices for COVID-19 Management

Understand the steps you can take to support the well-being of others.

[GET STARTED](#)



Bringing It Back

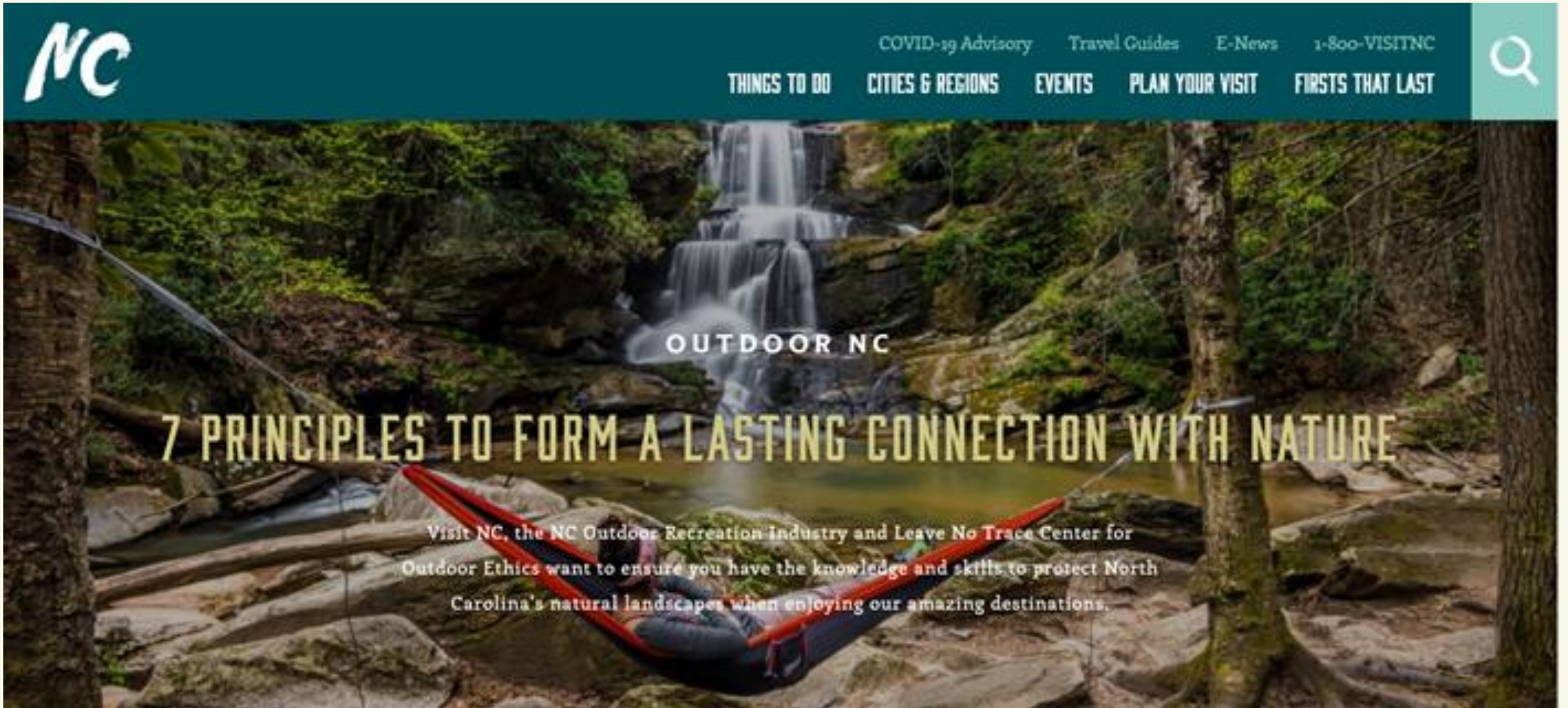
Join the Count On Me NC Program

Repeat Your Area's Tourism Messaging

Encourage Local Companies to Host Meetings in North Carolina

Workforce Development and Engagement

Outdoor NC



NC

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OUTDOOR NC

7 PRINCIPLES TO FORM A LASTING CONNECTION WITH NATURE

Visit NC, the NC Outdoor Recreation Industry and Leave No Trace Center for Outdoor Ethics to ensure you have the knowledge and skills to protect North Carolina's natural landscapes when enjoying our amazing destinations.





ECONOMIC DEVELOPMENT PARTNERSHIP of
NORTH CAROLINA

State of the Outdoor Recreation Industry in North Carolina

*Presented by: Amy Allison, Director of
the North Carolina Office of Outdoor
Recreation Industry*

October 2020

THE OUTDOOR RECREATION ECONOMY IN NORTH CAROLINA GENERATES

- **260,000** Direct Jobs
- **\$28.0 BILLION** In Consumer Spending
- **\$8.3 BILLION** In Wages and Salaries
- **\$1.3 BILLION** In State and Local Tax Revenue



Increased Interest in Outdoor Recreation

- **Cycling** Dollar sales of bicycles increased **63%** in June 2020
- **Paddle Sports** Dollar sales of paddle sports increased **56%** in June 2020
- **Golf** Dollar sales of golf equipment increased **51%** in June 2020
- **Camping** Dollar sales of camping equipment increased **31%** in June 2020
- **Bird-watching and Nature Sightings** Dollar sales of binoculars increased **22%** in June 2020

• Source: NPD Group <https://www.npd.com/wps/portal/npd/us/news/thought-leadership/2020/consumers-are-flocking-to-these-5-activities/>



Increased Visitation in NC State Parks

NC STATE PARK	June 2020	June 2019	% CHANGE (2020/2019)
Carolina Beach State Park	180108	88772	103%
Carvers Creek State Park	14697	7321	101%
Gorges State Park	24247	15984	52%
Grandfather Mountain State Park	12060	5920	104%
Hammocks Beach State Park	23752	20771	14%
Haw River State Park	6413	6381	1%
Mayo River State Park	32098	10230	214%
Medoc Mountain State Park	17466	13588	29%
Pettigrew State Park	8737	7714	13%
Pilot Mountain State Park	117392	71560	64%
Raven Rock State Park	33882	22777	49%

The Great American Outdoors Act

- Passed in August 2020
- Provides up to \$1.9 billion a year for five years for maintenance of critical facilities and infrastructure in our national parks, forests, wildlife refuges, recreation areas, and American Indian schools.
- Permanently funds the Land and Water Conservation Fund to the tune of \$900 million a year to invest in conservation and recreation opportunities across the country.



Land And Water Conservation Fund – Stateside Assistance

- The Land and Water Conservation Fund (LWCF) program is a reimbursable, 50/50 matching grants program to states for conservation and recreation purposes and through the states to local governments to address "close to home" outdoor recreation needs.
- Historically, North Carolina's LWCF annual allocation has been split 60/40 between local governments and state agencies. Grants for a maximum of \$500,000 in LWCF assistance are awarded yearly.



LWCF Funded Places in North Carolina

Federal Program

Alligator River NWR

Cape Hatteras NS

Carl Sandburg Home NHS

Croatan NF

Fort Raleigh NHS

*Great Smoky Mountains NP

Nantahala NF

*Palmyra Atoll Pisgah NF

Uwharrie NF

Federal Total \$ 141,900,000

*Blue Ridge Parkway

Cape Lookout NS

*Chattooga WSR

Currituck NWR

Great Dismal Swamp NWR

Guilford Courthouse NMP

North Carolina NFs

Roanoke River NWR

Forest Legacy Program \$ 25,200,000

American Battlefield Protection Program \$ 3,900,000

Total \$264,300,000

Habitat Conservation (Sec. 6) \$ 4,700,000

State Program Total State Grants \$ 87,100,000

*multistate project



Great State Trail Plan

One Network of Trails. One Hundred Counties.

- Will draw upon existing plans and new recommendations to identify a network of shared-use paths and trails to connect every county in North Carolina, with a focus on connections between population centers and North Carolina state parks.
- Working to develop a statewide trail map coupled with an action-oriented network plan and 5-year implementation strategy.
- Led by the N.C. Department of Transportation's Integrated Mobility Division, in coordination with the NCDOT Transportation Planning Division and North Carolina State Parks.



2020 Waypoint Accelerator Program

- **Waypoint Accelerator** is an outdoor entrepreneurship and innovation accelerator program for early-stage, outdoor-focused companies who have recently embarked on their journey or are still at the trailhead waiting to take the first step.
- **10-session intensive program** plus tailored mentorship opening. The Application is open now for the 2nd Cohort.
- **Serving 8 outdoor startups** per cohort from gear makers to outfitters and experience providers, from concept to early sales



Helping launch the next great outdoor businesses

- Ⓒ Based in Asheville & Western North Carolina. First outdoor accelerator in Eastern US.
- Ⓒ Embedded in collaborative industry network with over 40 members and global connections.
- Ⓒ Tailored resources from prototyping to capital to help you get to market smarter and faster.

waypointaccelerator.com

Annual Outdoor Economy Conference: The Future of the Outdoors

2020 Conference Every Thursday in October from 12-4 PM EST. Started October 1st.

The 2020 conference features five areas of focus:

- Growth Through Diversity, Equity, & Inclusion
- Next Generation Outdoors
- Healthy Communities Through Recreation
- Outdoor Entrepreneurship & Innovation
- Building Outdoor Communities



#RecreateResponsibly

KNOW BEFORE
YOU GO



PRACTICE PHYSICAL
DISTANCING



PLAN
AHEAD



PLAY IT
SAFE



EXPLORE
LOCALLY



LEAVE NO
TRACE



BUILD AN INCLUSIVE
OUTDOORS





Be Safe.
Get Outdoors.
Have Fun!

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