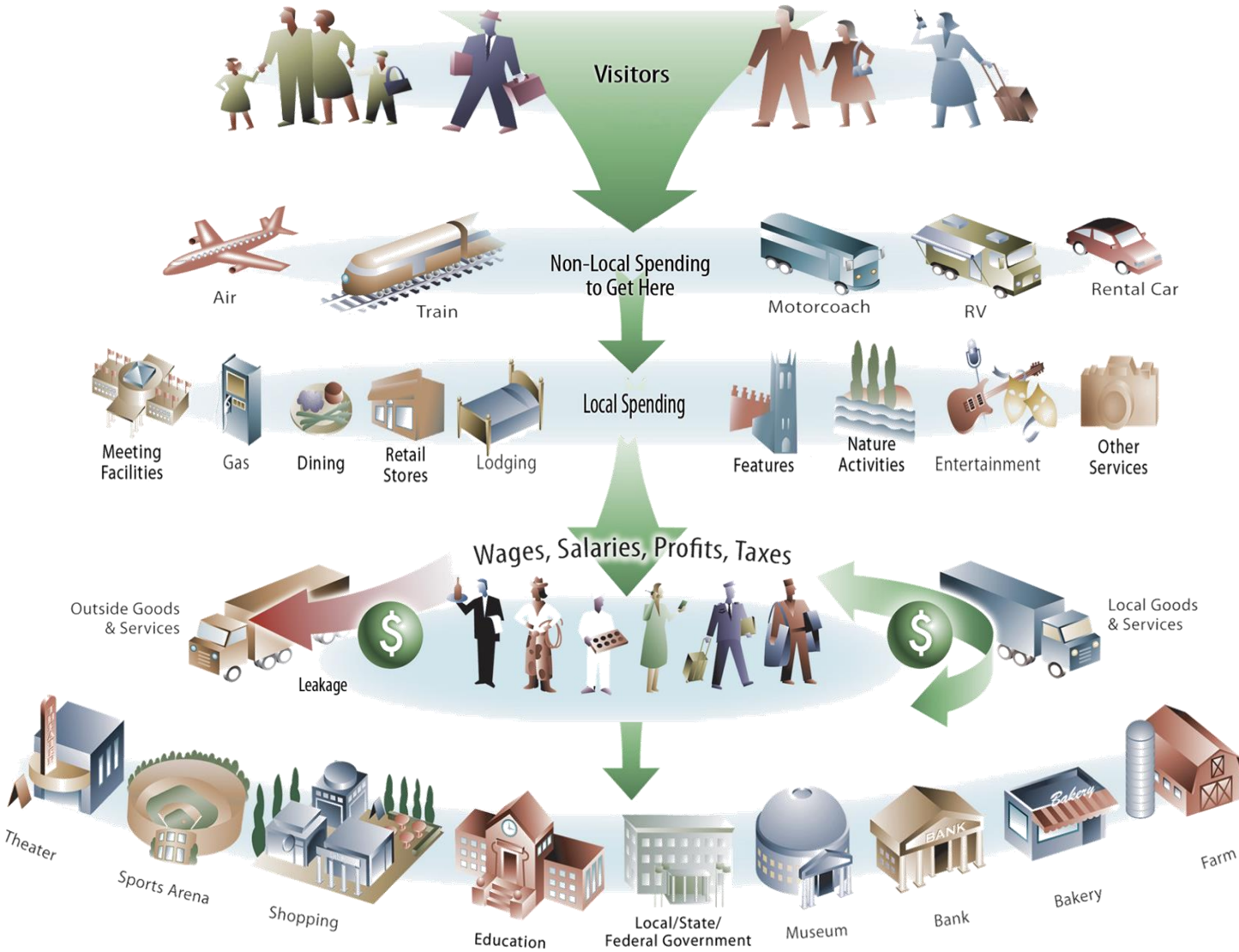


Your Destination Organization at Work



The Power of Visitors

How Visitors Benefit A Community



Visitor Spending is Beneficial to all Destinations

Visitor Spending:

- ▶ 1,800 Employed
- ▶ \$63.6 million in Payroll
- ▶ \$10.7 million State Taxes
- ▶ \$8.4 million in Local Taxes
- ▶ \$112.27 in Tax Savings

- ▶ Clean Money

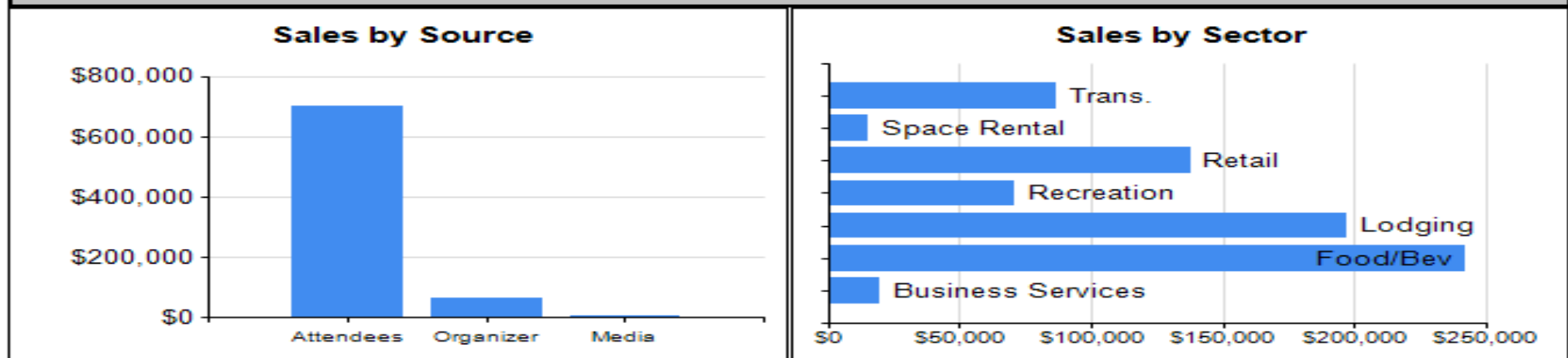


Event Impact Summary

Destination: Greenville-Pitt County CVB

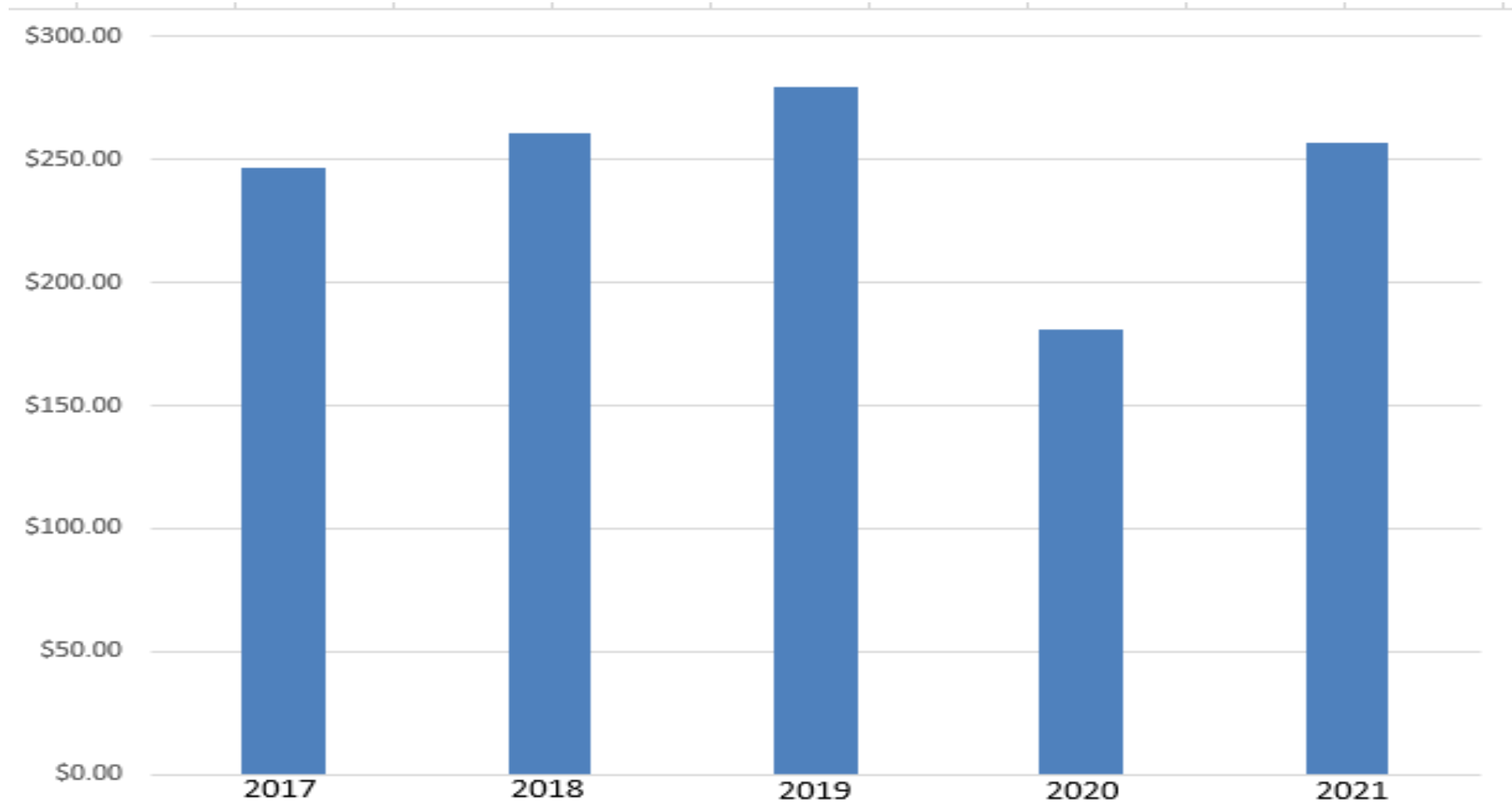
Event Parameters		Key Results	
Event Name:	2022 Little League Softball World Series	Business Sales (Direct):	\$769,752
Organization:	2022 Little League Softball World Series	Business Sales (Total):	\$1,108,282
Event Type:	Youth Amateur	Jobs Supported (Direct):	189
Start Date:	8/7/2022	Jobs Supported (Total):	205
End Date:	8/15/2022	Local Taxes (Total):	\$32,047
Overnight Attendees:	900	Net Direct Tax ROI:	\$29,198
Day Attendees:	125	Estimated Room Demand:	1,971

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$197,124	\$0	\$0	\$197,124
Transportation	\$85,442	\$987	\$118	\$86,546
Food & Beverage	\$211,315	\$31,424	\$0	\$242,739
Retail	\$137,716	\$0	\$0	\$137,716
Recreation	\$70,862	\$0	\$0	\$70,862
Space Rental	\$0	\$14,882	\$0	\$14,882
Business Services	\$0	\$19,816	\$66	\$19,882
TOTAL	\$702,460	\$67,109	\$184	\$769,752

Pitt County Tourism Expenditures in Millions



DMO's Play a Significant Role in Economic Development

- More CVB's have a resident first mentality
- What is good for the resident is good for the visitor
- Every economic development opportunity starts with a visit
- "Destination Marketing is the front porch of economic development"



Tourism Education Foundation Learning Lab

- Training lab began operations in the fall of 2023 in Charlotte
- Training specifically for those holding entry level jobs within the hospitality industry
- Classes formed by consultation with HR managers from hotels and restaurants
- Training classes for Pathway teachers within the CMHS/Cabarrus County system
- NCTIA to work to obtain additional funding for new learning lab for Eastern NC

