

North Carolina Travel & Tourism Overview

Dec. 14, 2023



Overview Agenda

State of the State

Brand Evolution

Marketing

Results

Looking Ahead

Halo Effect

Visit North Carolina



STATE OF THE STATE

Visit North Carolina

NCSM

DISCOVERERS



2022: RECORD YEAR FOR NC TOURISM

- **\$33.3 Billion** in Visitor Spending
15% increase from 2021
- More Than **216,900 Jobs**
10% increase from 2021
- **\$1.3 Billion** in State Tax Revenues
Up 6.5%
- **\$1.2 Billion** in Local Tax Revenues
Up 3.5%
- Visitor spending adds \$6.7 Million per day to state and local tax revenues



NC IS THE 6th MOST VISITED STATE IN THE NATION

Visitation Rank

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



INTERNATIONAL VISITATION - 2022

Rank	Country of Origin	2022 Estimated Visitors	Percent Change from 2021	Percent Change from 2019
1	Canada	269,138	454%	-33.7%
2	United Kingdom	42,586	294%	-49.6%
3	Germany	28,960	179%	-43.3%
4	India	26,578	167%	-4.3%
5	Brazil	15,360	333%	-8.2%
6	France	9,210	161%	-49.0%
7	Australia	8,493	588%	-39.8%
8	Spain	8,193	141%	-27.0%
9	China	8,029	287%	-75.7%
10	Italy	6,948	188%	-33.3%
11	Netherlands	6,930	1189%	141.6%
12	Republic of Korea	6,707	235%	-41.5%
13	Japan	5,313	233%	-75.2%
14	Sweden	4,054	276%	-46.2%
15	Ireland	3,992	278%	-47.7%
16	Argentina	3,450	102%	-20.9%
17	Israel	3,403	90%	-16.5%
17	Switzerland	2,557	126%	-56.6%
19	Poland	2,389	427%	-12.9%
20	Denmark	2,374	174%	-58.8%
Total		582,867	177%	-36.7%

Visitor Economy Index

+3.1



Visitor Economy Index is comprised of commercial lodging demand and revenues, AirDNA demand and revenues, available credit card data and visitor device counts



Year-to-Date 2023 Lodging Data (through September 2023)

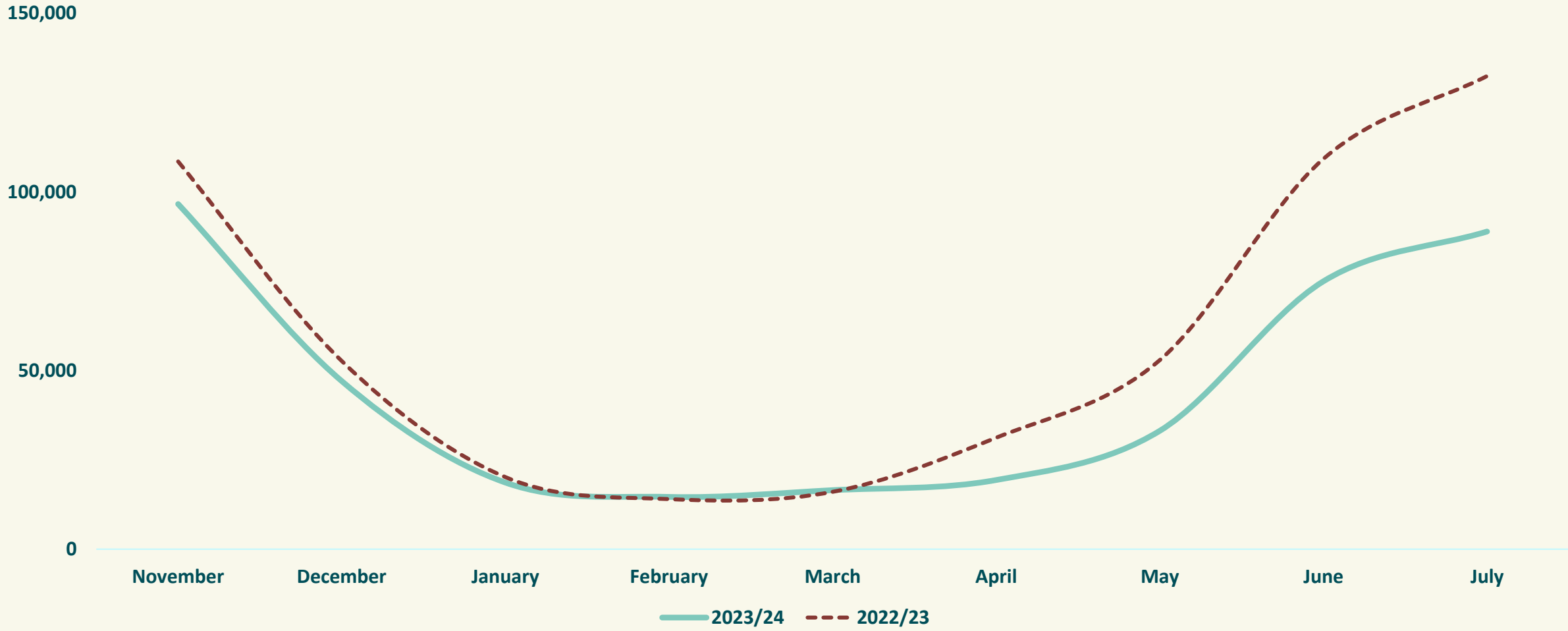
	NC Commercial Lodging	Airbnb/HomeAway entire home rentals (AirDNA)	Vacation Rentals (KeyData)
Occupancy	Up 1.6%	Down 2.4%	Down 12.9%
Room Rates	Up 4.0%	Up 1.2%	Up 2.7%
RevPAR	Up 5.7%	Down 0.8%	Down 4.1%
Revenues	Up 5.4%	Up 14.8%	Up 1.4%
Demand	Up 1.4%	Up 13.1%	Down 3.9%
Supply	Down 0.2%	Up 15.5%	Up 11.3%

Sources: STR, AirDNA, KeyData 2023



Vacation Rental Outlook — Managed Properties

Guest Nights Booked as of 11/1/23 & 11/1/22



Source: KeyData, 2023



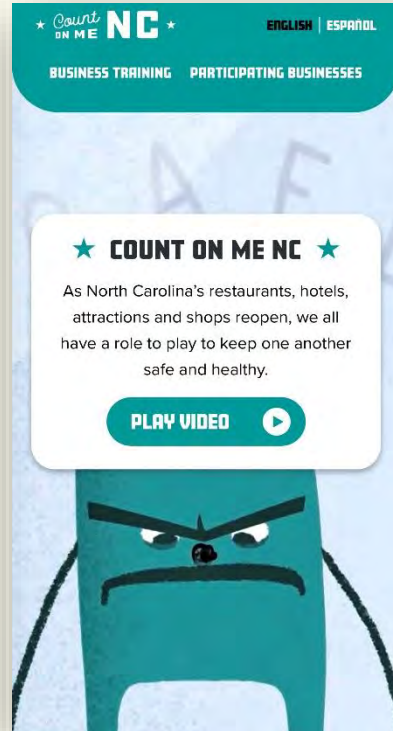
BRAND EVOLUTION



SHIFTS IN MESSAGING & AUDIENCE TARGETING



FIRSTS THAT LAST



COUNT ON ME NC



OUTDOOR NC
Make It Your
Nature



DRIVE-THRU
VACATIONS



GET BACK TO A
BETTER PLACE

Our Strategy

"EVOLVE THE BRAND POSITIONING, THEN APPLY IT SURGICALLY"

Create relevancy and familiarity with seasonality and segments

- *Influence travelers to visit during off-peak seasons and times of need*
- *And to experience things they have stated they most desire*

Tailor our content to geographic preferences

- *Leverage perceptions of what NC has to offer and what markets are looking for*

Our Personalization of Messaging/Creative

- Leveraging Consumer Data for 1:1 moments and content optimization (using Salesforce)
- Leaning into AI and machine learning for media efficiency and data-driven stories
- Super-charging our Partner Co-Op Program
 - Rolling out a new online partner portal to manage the program
 - Marketing opportunities/programs are now tailored to business objectives
 - Pricing discounts and bundles to offer programs based on partner organization or business type

Our Target Audience

Enrichers	Discoverers	Family-centric
I like learning about and experiencing different cultures.	I prefer visiting places I have never been to.	I need to spend quality time with my friends and family.
I like to learn stories or history unique to the destination.	I look for destinations that are new for me.	I want my children to grow and create memories.
I try to immerse with local residents and activities.	I want to be the first of my friends or family to visit a destination.	I travel to the same destination every year.

Our Target Markets

- A mixture of state-wide and DMA-specific targeting will maximize targeting efforts and campaign efficiency
- 2023 Recommendation builds on existing geographic targeting, increasing our media footprint.

State	Current	Recommended
Florida	√	√
Georgia	√	√
Maryland	√	√
New Jersey	√	√
New York	√	√
Ohio	√	√
Pennsylvania	√	√
South Carolina	√	DMA
Tennessee	√	DMA
Virginia	√	DMA
Washington, DC	√	√
Alabama		DMA
West Virginia		DMA
Kentucky		DMA
Indiana		DMA
Connecticut		√
Michigan		DMA

Standing Out in a Sea of Sameness

New York

Diverse & Inclusive
(heavy discovery)

*"Expand your horizons by
exploring ours."*

Tennessee

Rugged & Original
(and patriotic)

*"The soundtrack of America
made in Tennessee"*

South Carolina

Southern & Colorful
*"There's always something
new to discover in SC"*

Georgia

Encouraging & Simple
"Ready. Set. Georgia."

Pennsylvania

Cool & Quirky
"The uncommon is calling"

What Consumers Want

Backlash against things that are "fake"

Proliferation of misinformation (news; reviews)

Search for authenticity in brands

PEOPLE CRAVE AUTHENTICITY

86% of consumers are looking for authenticity when deciding what brands they'll support. ([nosto](#))

60% of consumers say content from a friend or family member influences their purchasing decisions, while just 23% of consumers say content from celebrities did. ([nosto](#))

'FOR REAL' WINTER CAMPAIGN - :15 SECOND SPOT



For Real, Visit *NC*

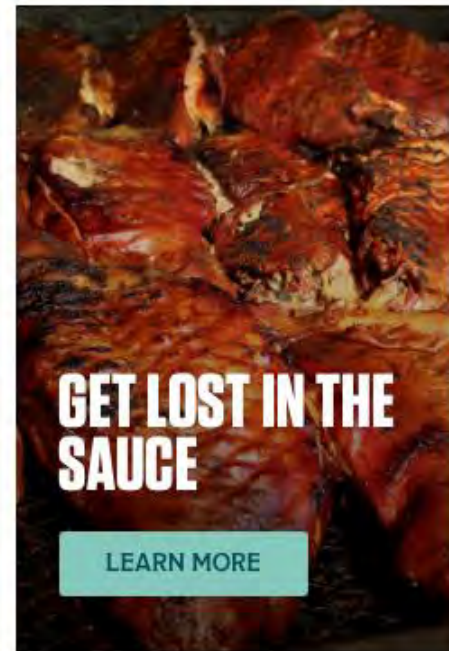
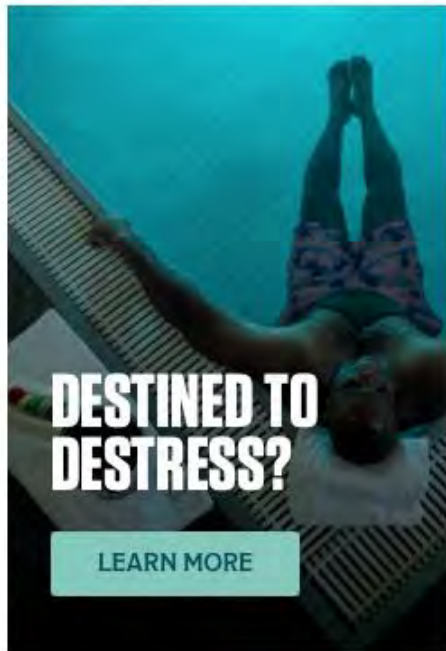
Social media pressures, to-do lists and wishing for more time have become the norm for travelers. If you're looking for richer experiences, you need real experiences. For real, Visit North Carolina.





CULTURE YOU CAN'T REPLICATE

From good times in small towns to cities with soul, North Carolina will fill your cup.



Production | Showcasing All Regions and Seasons

40+ Locations

State/National Resources: 12

Arts/Cultural Attractions: 7

Businesses: 23

20 Counties

2 Tier 1 counties

8 Tier 2 counties

10 Tier 3 counties

'FOR REAL' WINTER CAMPAIGN - :15 SECOND SPOT



PUBLIC RELATIONS

NYC MEDIA MISSION

DATES:

November 6-8, 2023

PARTNERS:

Visit New Bern

Visit Raleigh

Explore Boone

Visit Sanford

Visit Chapel Hill/Orange County

NC's Brunswick Islands

Explore Asheville

SAMPLE MEDIA:

TRAVEL+
LEISURE

Condé Nast
Traveler

thrillist



Gary Crunkleton

Mixologist – The Crunkleton
Chapel Hill & Charlotte



Sunny Gerhart

Chef – St. Roch & Olivero
Raleigh & Wilmington

WHAT'S NEW IN 2024?

Send information on:

- Hotel Openings/Renovations
- Restaurants or Cocktail Spots/Bars
- Attractions
- Arts/Cultural Events
- Anniversaries of Note

Email to:

media@visitnc.com

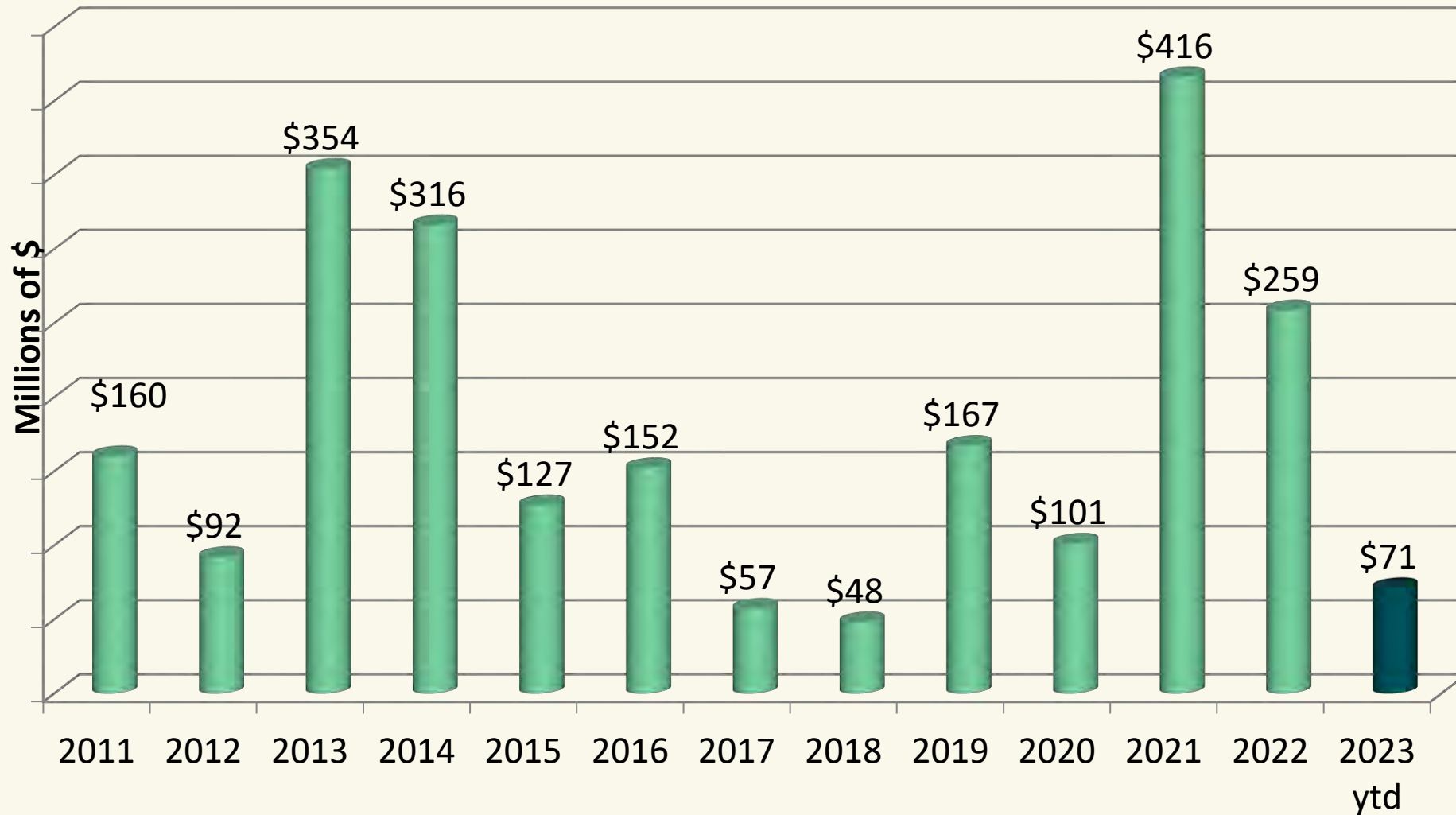


FILM



N.C. FILM OFFICE UPDATE

Direct in-state spend by productions



N.C.-FILMED PRODUCTIONS COMING SOON



The Other Zoey

Oct 20 – Select Theaters
November – Pay Per View
January – Prime Video



Please Don't Destroy:
The Treasure of Foggy Mountain

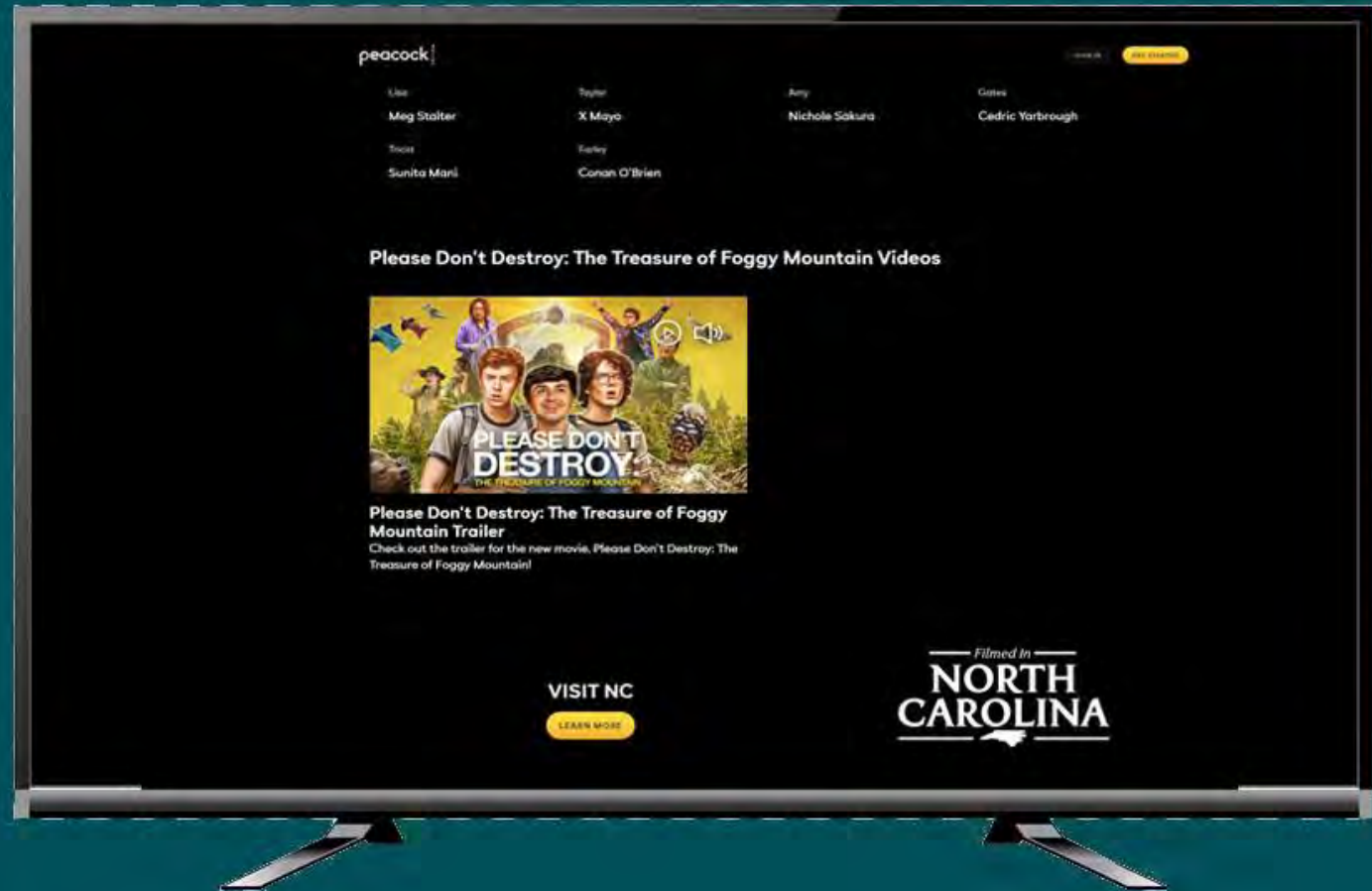
Nov 17 – Peacock



A Biltmore Christmas

Nov 26 – Hallmark Channel

ADDED VALUE



More and more productions
offering a link on official
websites



PARTNER & INDUSTRY RELATIONS

INTERNATIONAL MARKETING

- Brand USA's Travel Week Europe
- Planning for Lufthansa Flight Launch
- AA Flight from Vancouver
- Upcoming:
 - Travel South International Showcase
 - Travel South Canadian Mission



AREAS OF FOCUS

- Destination Stewardship
- Responsible Travel
- Sustainable Tourism

PROGRAMS

- Make It Your Nature
- Accessible Outdoors
- Trail Town Designation



'FOR REAL' WINTER CAMPAIGN - :15 SECOND SPOT



NC

CONNECTING TOURISM BUSINESSES TO THE TRAVEL TRADE

WHAT IS TOURISM EXCHANGE?



- The Exchange is a B2B digital tourism marketplace that facilitates the real-time exchange of live inventory and content between suppliers and distributors around the world.
- It is an established PaaS product partnered with national tourism organizations in Australia, Japan, Great Britain and has several more markets coming online, including the USA.
- The Exchange helps source new product for globally recognized OTAs, including Priceline, Expedia, TripAdvisor/Viator, Google, and Ctrip.
- The Exchange provides support and resources for independent suppliers who have not been available for online booking previously, or who lack access to digital distribution.

RESULTS

Ad-Influenced Trips & ROI

The Firsts That Last campaign influenced \$1.06 billion in visitors spending, generating an ROI of \$217 per dollar of media investment.

With 13.4 million aware households and travel increment of 5.5%, the 2022 campaign influenced 750,000 trips to North Carolina.

Ad-aware consumers spent on average of \$1,410 per trip, which results in a total of \$1.06 billion in visitor spending in the state of North Carolina.

For every dollar spent on marketing, the campaign returned \$217 in visitor spending and \$20 in state and local taxes.

Ad-aware visitors motivated by visiting friends and relatives, owners of second homes in North Carolina, and timeshare owners are removed from the impact calculation.

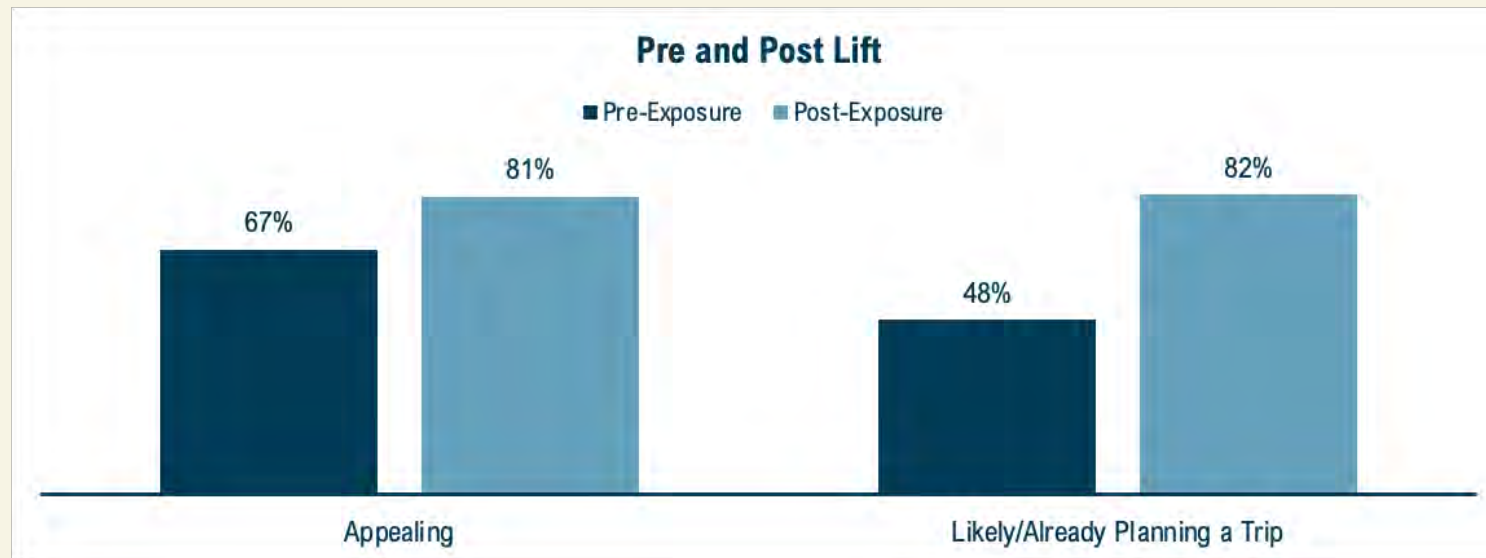
Advertising Impacts	
Traveling Households	31,530,760
Ad Awareness	43%
Ad-Aware Households	13,402,449
Ad-Aware Trips (11.6% Non-VFR Travel Rate)	1,553,608
Travel Increment (Difference in Aware/Unaware Travel Rates)	5.5%
Ad-Influenced Trips	748,273
Avg. Trip Spending (Ad-Aware)	\$1,410
Ad-Influenced Visitor Spending	\$1.06B
Media Investment	\$4,850,891
ROI	\$217

Source: SMARInsights, 2023



SMARInsights WAVE | TOPLINE

- **47% of travelers in target markets were aware of the For Real campaign**
 - vs 2022's Firsts That Last 2.0 (43%) and 2021's Get Back to a Better Place (44%) campaigns
 - 15.3 million traveling households aware of For Real campaign vs. 13.4 million in 2022 suggests good Lift/ROI
- **Cost per aware household totaled 21 cents, much lower than SMARInsights benchmark of 35 cents for similar campaigns**
- **Initial results also show For Real's deeper level of audience and message targeting is resonating and proving effective**



PAID MEDIA PERFORMANCE – THROUGH OCTOBER

Cable & Digital Video

- Skippable in-stream tactic with YouTube maintained a 69% completion rate (vs. benchmark of 32%).

Paid Social

- Top Creative on Meta were City Lights & Oyster Trail, with a 1.8% CTR (2X benchmark).
- Pinterest delivered a 1% CTR (4X benchmark), and delivered over 7K engagements. Oyster Trail creative had the most engagements and highest CTR with 2.5%.
- TikTok has delivered over 823k impressions, 1.2k video views, and more than 979 clicks. Ads delivered a view rate almost 3X benchmark.

Paid Search

- Among top performing converting content categories were:
 - Cabin Rentals (29% / +7% MoM)
 - Events (6% / +2% MoM)
 - Fall Season (5% / +5% MoM)

ADVERTISEMENT
Visit North Carolina

Plan your trip to North Carolina at [visitnc.com](https://www.visitnc.com)

Winston-Salem

For Real, Visit NC

PLAN YOUR TRIP TO NORTH CAROLINA

LEARN MORE

0:07 0:14

NC × Iūquire

PAID MEDIA PERFORMANCE – CUSTOM CONTENT THROUGH OCT

Meredith

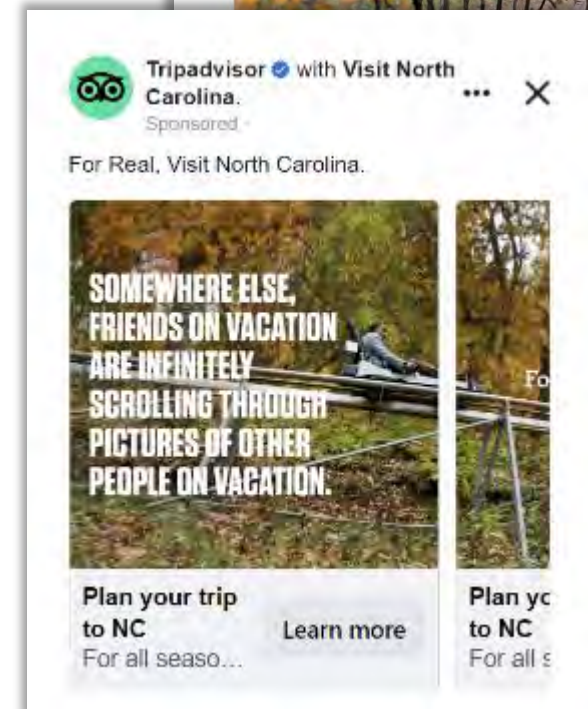
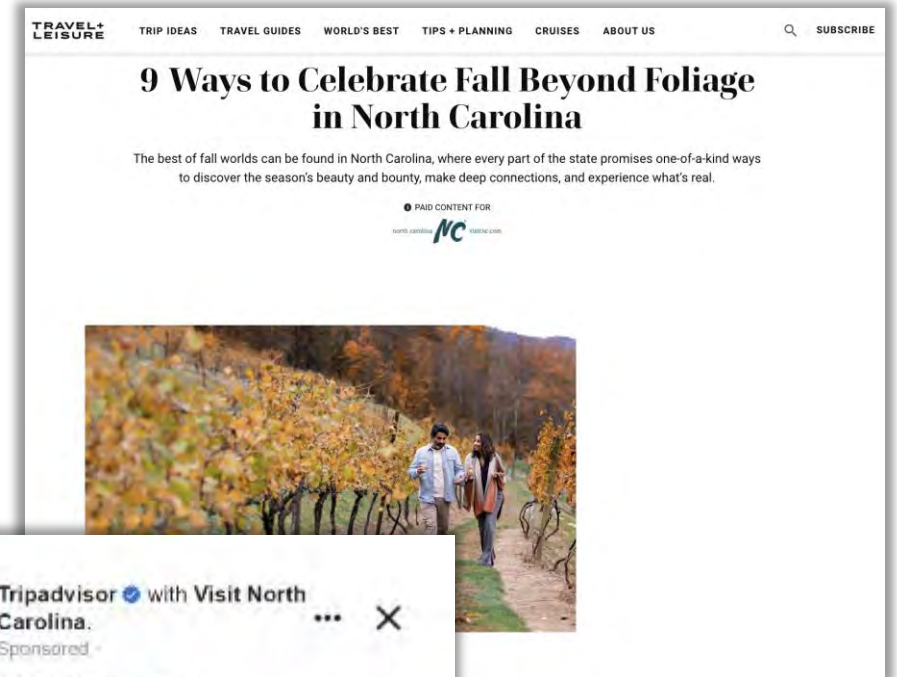
- Content created for Travel & Leisure had an engagement rate of 15.6% (5x benchmark).

Travelzoo

- Travelzoo drove over 108,000 leads to Visit NC content via the Partner Promotion page.
- Visit NC far surpassed the average CTR for a domestic Partner Promotion page of 50% with a CTR of 79%.
- Partners reported over \$216,000 worth of gross revenue from the promo page.

TripAdvisor

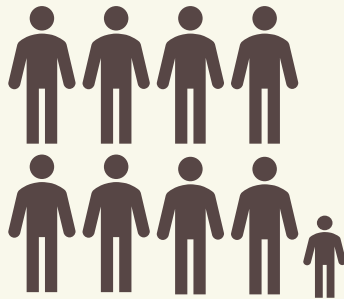
- Connect Social Posts saw CTR: 1.4% (Benchmark: 0.40%).
- Across all tactics (display, video, boosts, connect) our content was in view for 6K+ hours.



2022 Calendar Year Arrival Lift

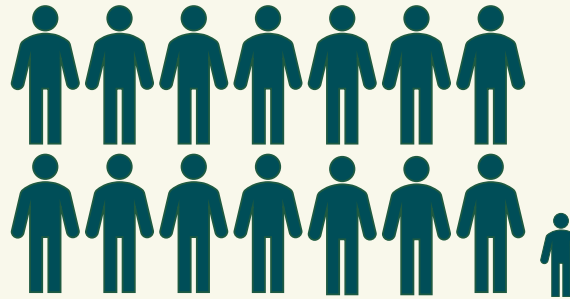
People who saw Visit NC's marketing traveled here at 1.72 times the rate of those who didn't

Arrivalist Control Group



8.4 visitor arrivals
per 1,000 panelists

Visit NC Target Group



14.4 visitor arrivals
per 1,000 panelists

1.7X



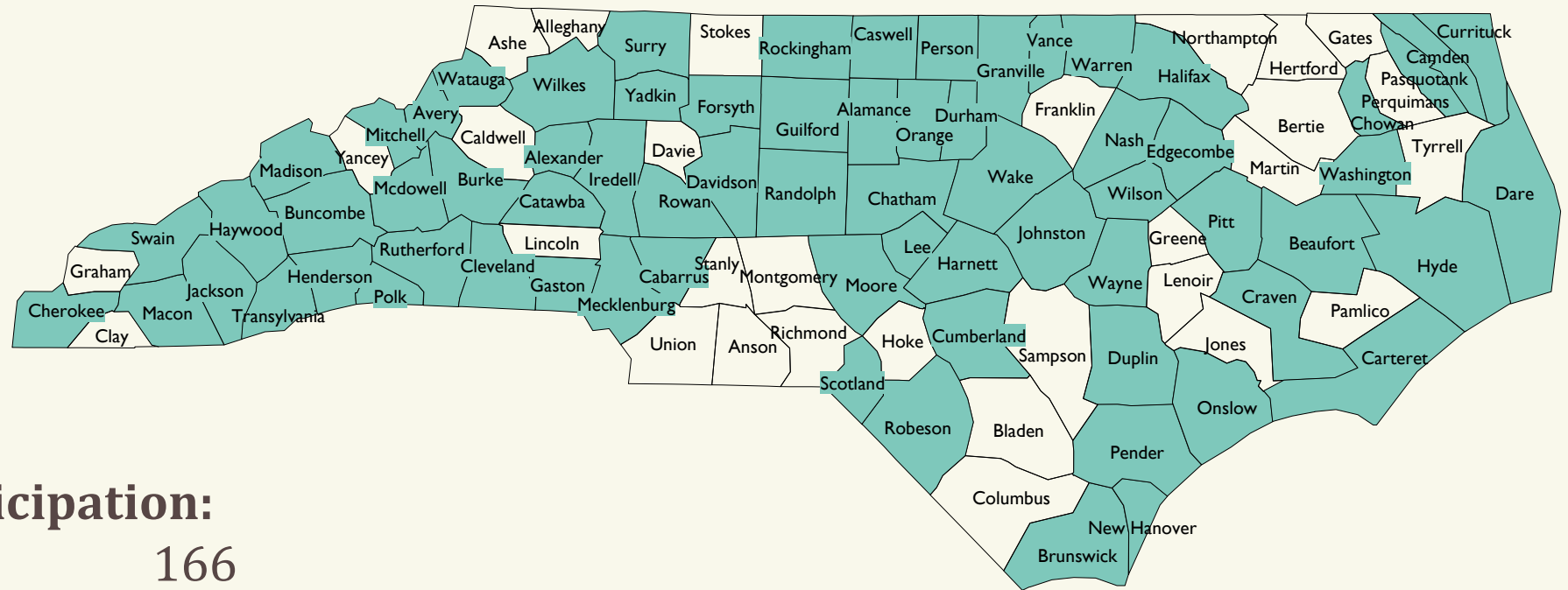
72.1%



2022 Final Tourism KPI Results

	Annual Goal	Annual Result
Arrival Lift	77.6%	72.1%
Tier 1 and 2 Co-op Partners	95	111
External Partner Satisfaction	4.8	4.8

Nearly All Counties Join Our Co-op Programs



2022 Partner Participation:

Total Partners:	166
Counties Represented:	70
Tier 1 and 2 Partners:	111
Partner Funds Invested:	\$2,137,629

LOOKING AHEAD

NC

2024 TRAVEL GUIDE

New Three-Tiered Cover Design

Revised Tear-Out, Writeable Map

Outdoor NC Initiative on Back Cover

\$913,943 in Industry Investment/Ad Sales (Record)

Distributed at:

9 Welcome Centers

Retire NC and Travel Adventure Shows

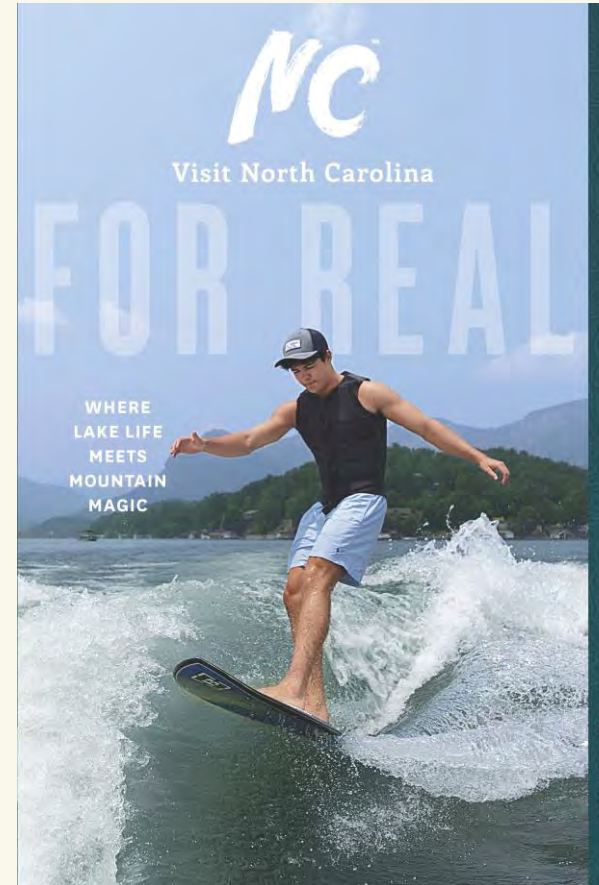
To Traveling Media

RDU, CLT, AVL, ILM airports

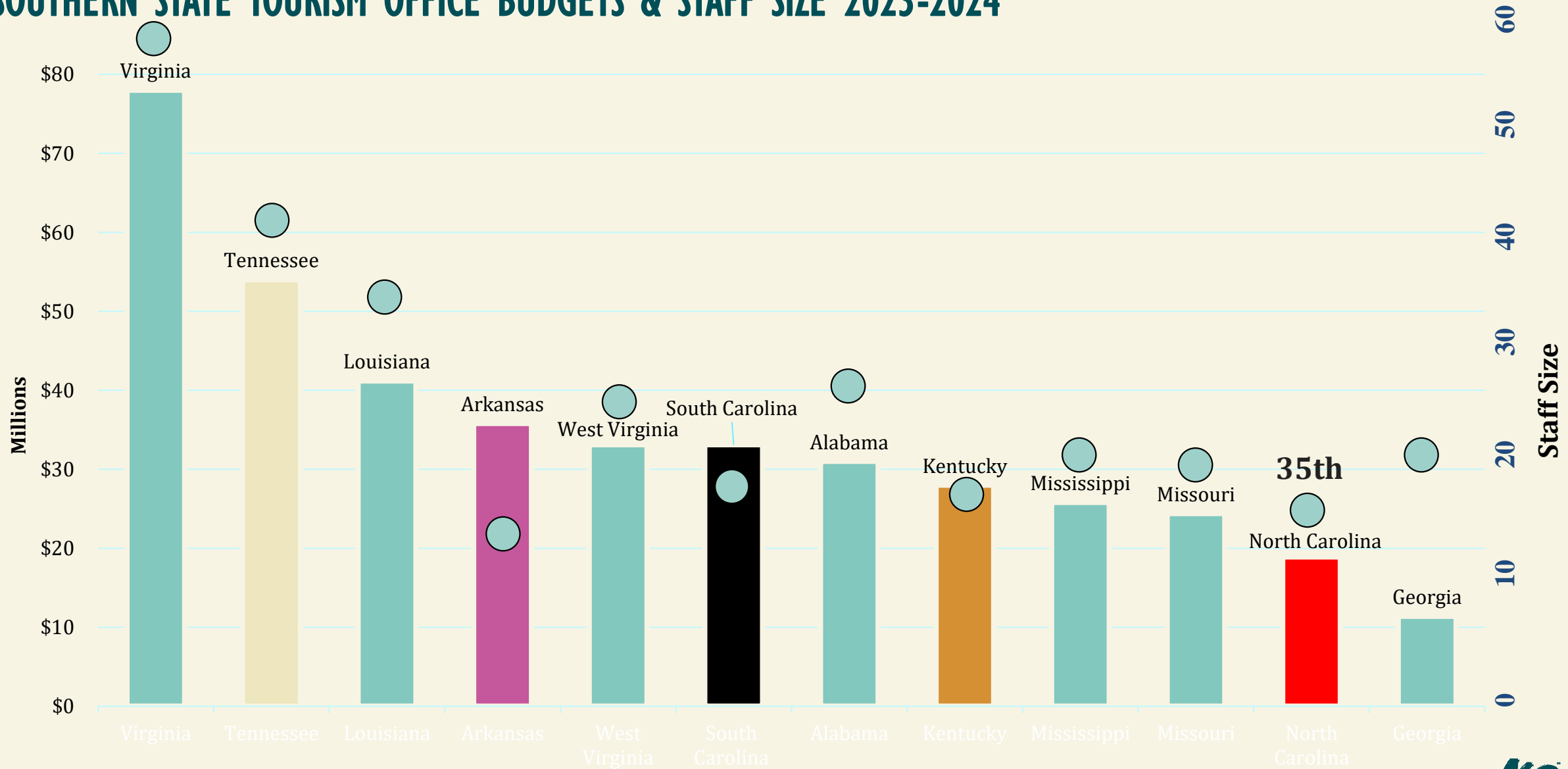
Orders placed at VisitNC.com

160k copies polybagged and mailed to subscribers of Southern Living, Midwest Living, Real Simple and other DotdashMeredith publications.

Coming in December!



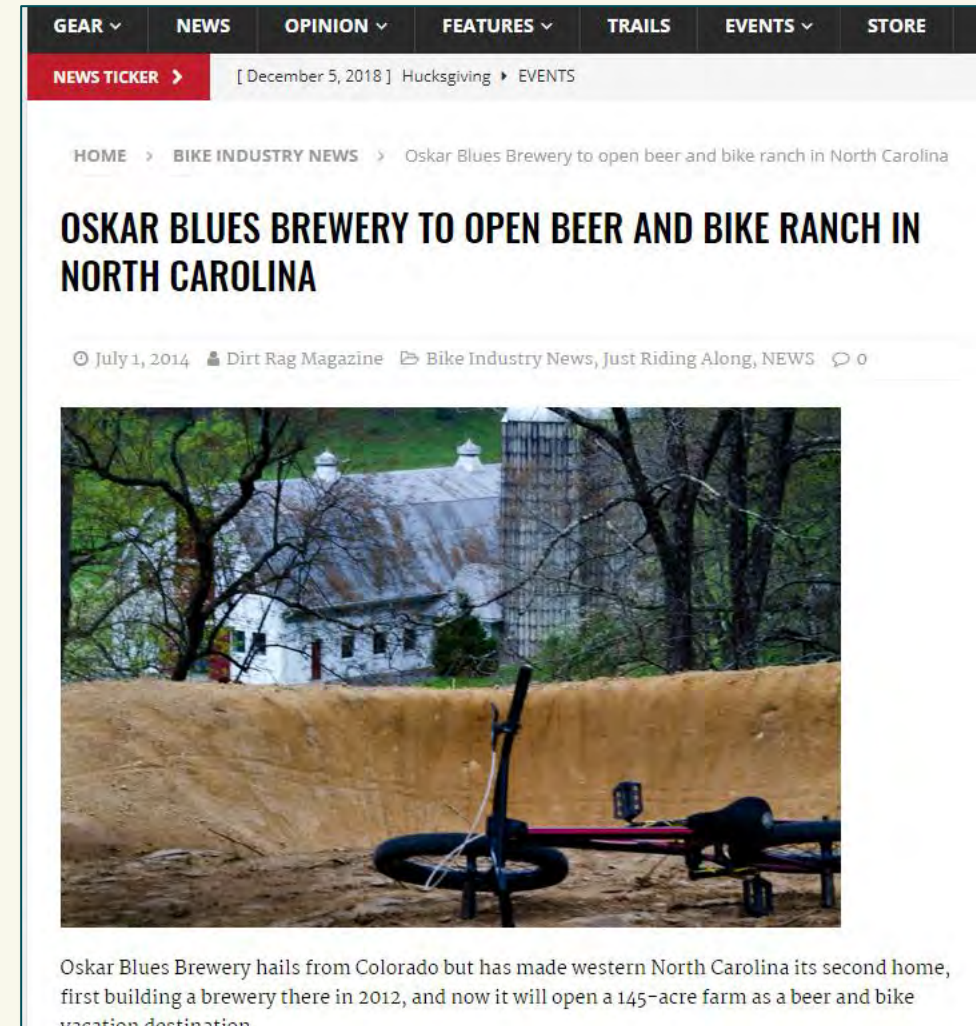
SOUTHERN STATE TOURISM OFFICE BUDGETS & STAFF SIZE 2023-2024



Healthy Tourism Brings Business Development

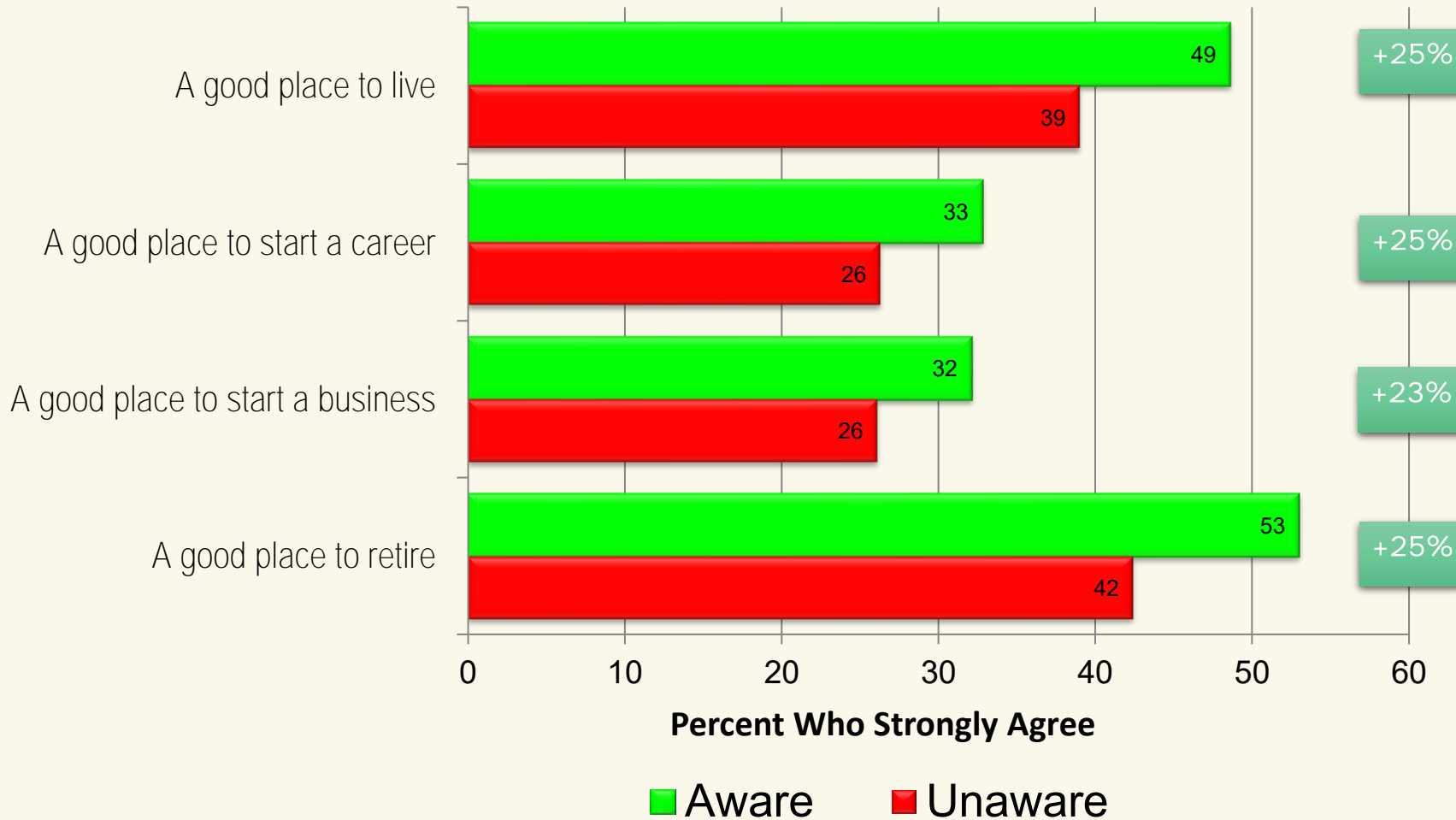
“The quality of mountain life we’re looking for resonates from the mountains in Brevard the same as it does in Lyons and Longmont,” CEO Dale Katechis said.

“Being able to ride the kick ass trails of Pisgah Forest from our taproom and now being able to tap into the DuPont State Park trails is the shit to live for.”



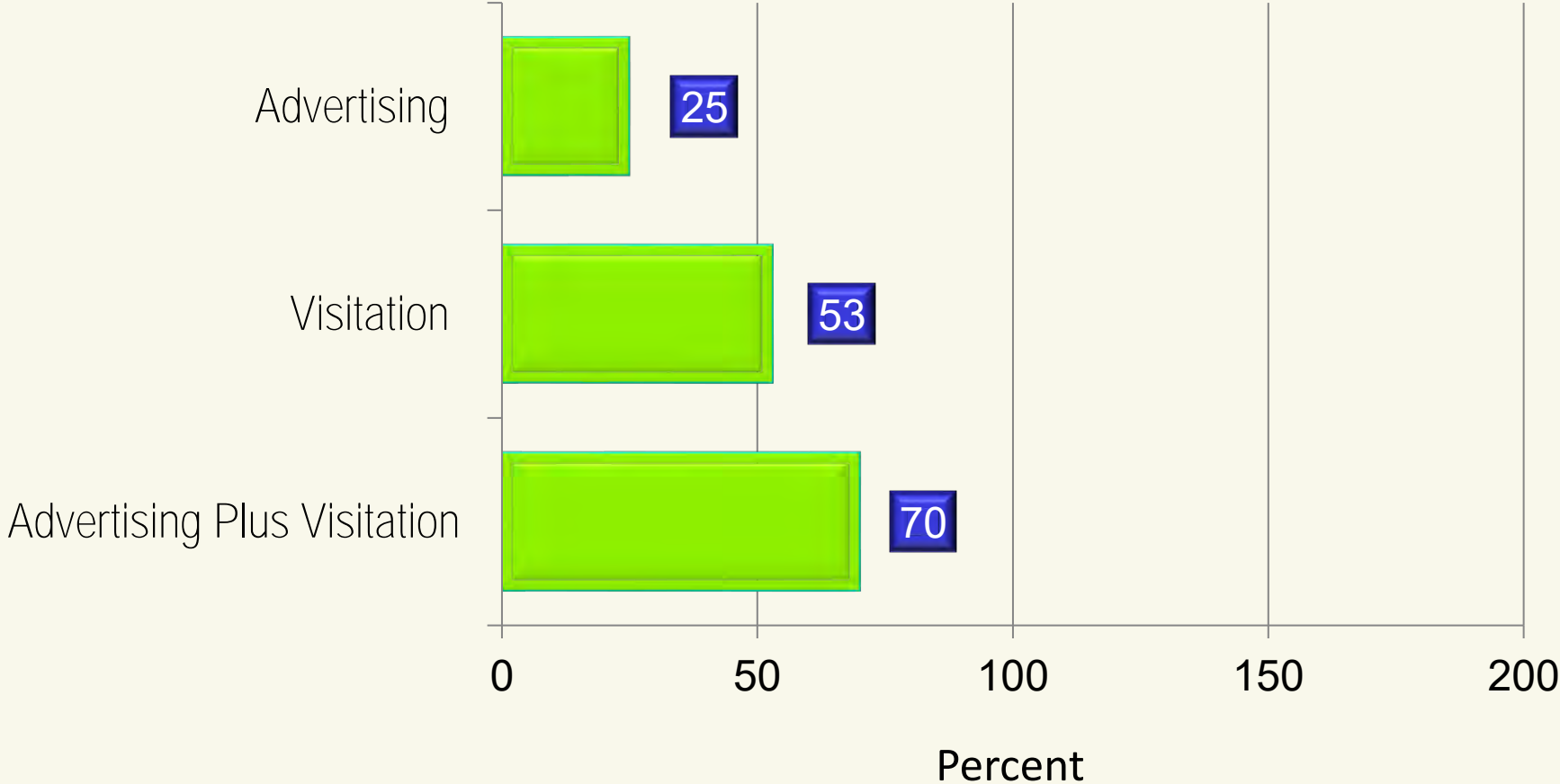
The screenshot shows a web browser interface with a navigation bar at the top containing links for GEAR, NEWS, OPINION, FEATURES, TRAILS, EVENTS, and STORE. Below the navigation bar is a red 'NEWS TICKER' section with a right-pointing arrow, followed by a date and event indicator: '[December 5, 2018] Hucksgiving ▸ EVENTS'. The main content area features a breadcrumb trail: 'HOME > BIKE INDUSTRY NEWS > Oskar Blues Brewery to open beer and bike ranch in North Carolina'. The article title is 'OSKAR BLUES BREWERY TO OPEN BEER AND BIKE RANCH IN NORTH CAROLINA'. Below the title is a metadata line: '© July 1, 2014 • Dirt Rag Magazine ▸ Bike Industry News, Just Riding Along, NEWS 0'. The article image shows a white building with a corrugated metal roof and a silo, surrounded by trees, with a dirt bike in the foreground. Below the image is a short paragraph: 'Oskar Blues Brewery hails from Colorado but has made western North Carolina its second home, first building a brewery there in 2012, and now it will open a 145-acre farm as a beer and bike vacation destination.'

Impact of Tourism Advertising on Business Image



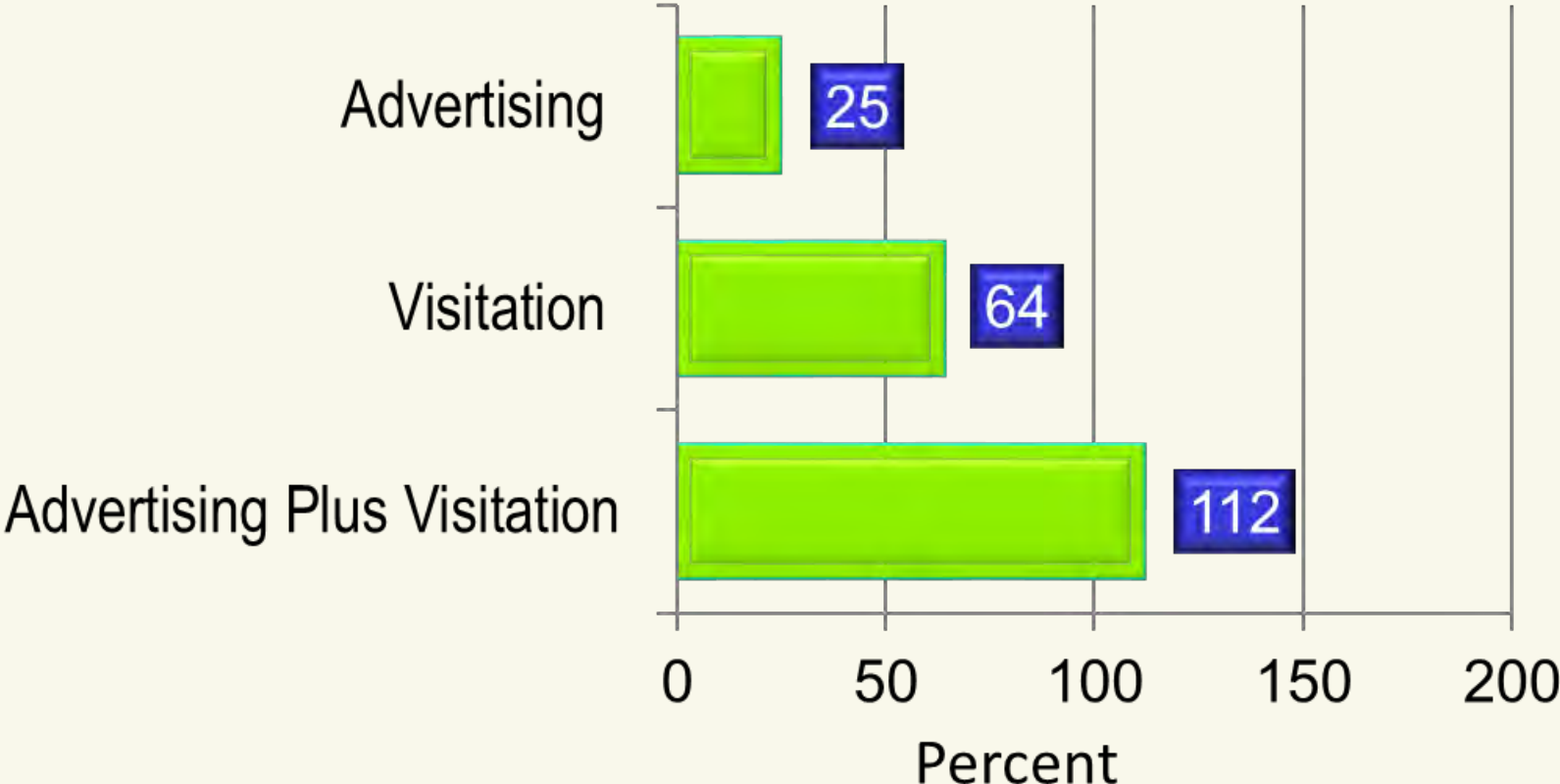
Tourism Marketing “Halo Effect” on Business Development

North Carolina is “A Good Place to Live”



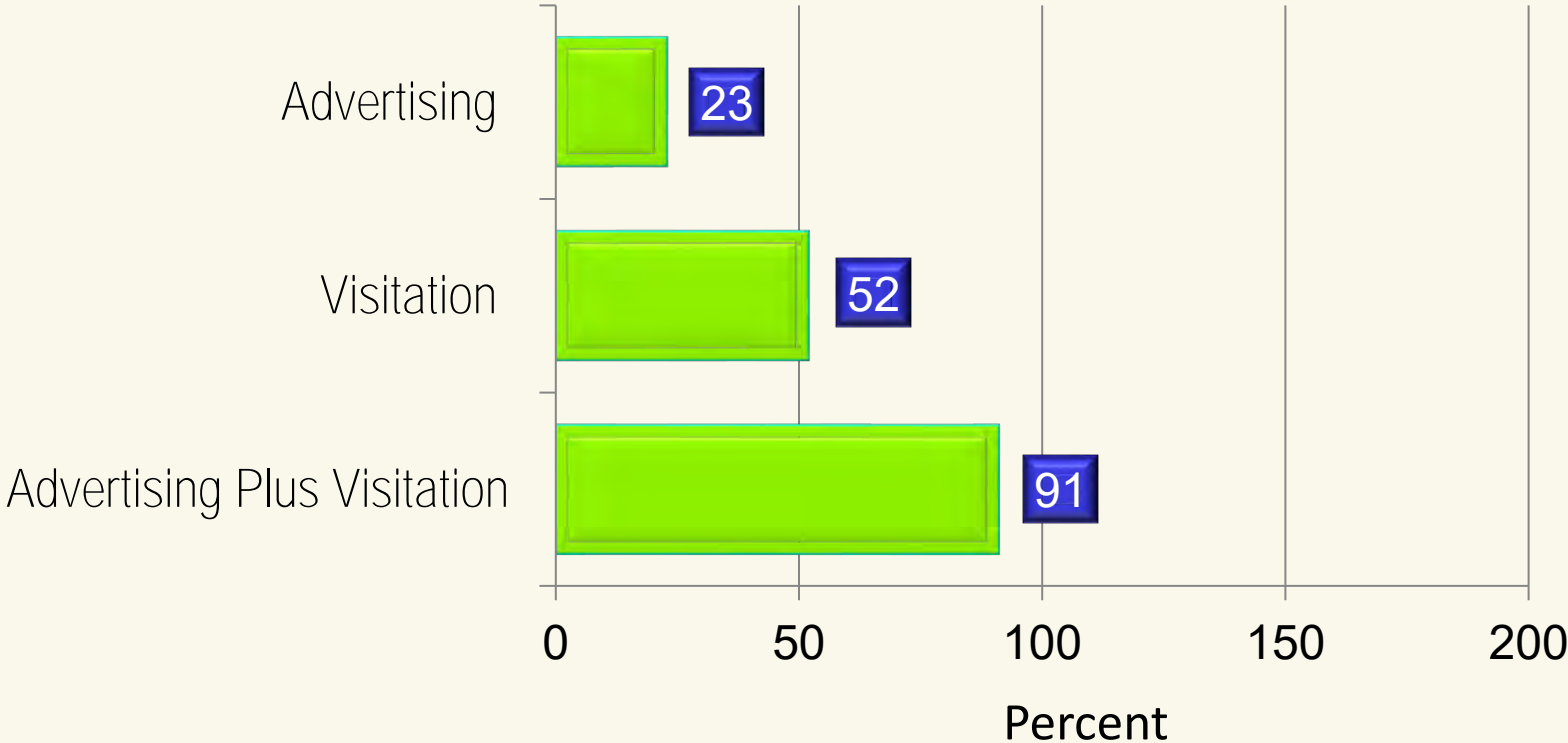
Tourism Marketing “Halo Effect” on Business Development

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



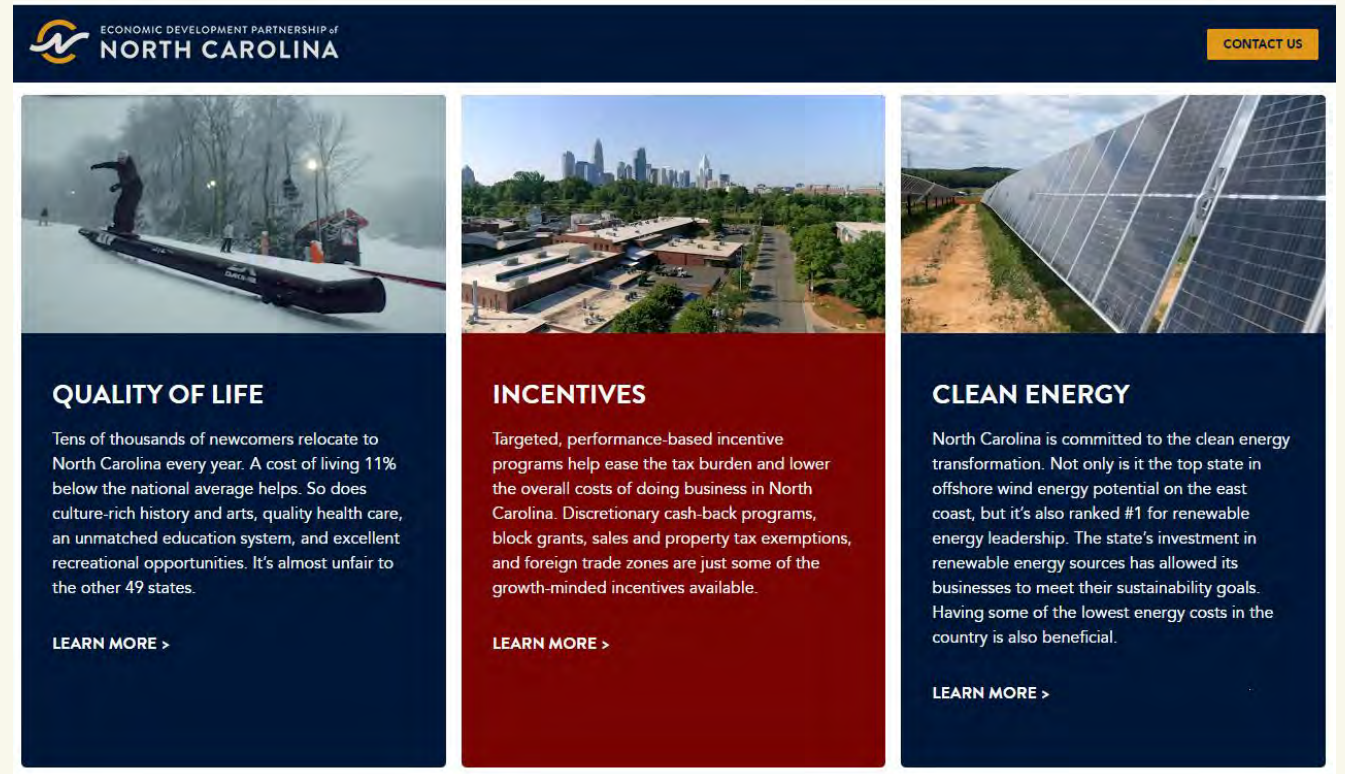
Tourism Marketing “Halo Effect” on Business Development

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



Tourism Synergy with Business Development

- Take advantage of tourism assets
- Lobby together
- Host big events
- Add tourism to your project pitch
- Steal their material
- Link to their websites



ECONOMIC DEVELOPMENT PARTNERSHIP of NORTH CAROLINA [CONTACT US](#)

QUALITY OF LIFE
Tens of thousands of newcomers relocate to North Carolina every year. A cost of living 11% below the national average helps. So does culture-rich history and arts, quality health care, an unmatched education system, and excellent recreational opportunities. It's almost unfair to the other 49 states.
[LEARN MORE >](#)

INCENTIVES
Targeted, performance-based incentive programs help ease the tax burden and lower the overall costs of doing business in North Carolina. Discretionary cash-back programs, block grants, sales and property tax exemptions, and foreign trade zones are just some of the growth-minded incentives available.
[LEARN MORE >](#)

CLEAN ENERGY
North Carolina is committed to the clean energy transformation. Not only is it the top state in offshore wind energy potential on the east coast, but it's also ranked #1 for renewable energy leadership. The state's investment in renewable energy sources has allowed its businesses to meet their sustainability goals. Having some of the lowest energy costs in the country is also beneficial.
[LEARN MORE >](#)



THANK YOU FOR YOUR SUPPORT

Wit Tuttell

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