

# NORTH CAROLINA DIVISION OF TOURISM, FILM AND SPORTS DEVELOPMENT

PROGRAM OVERVIEW  
MARCH 2013



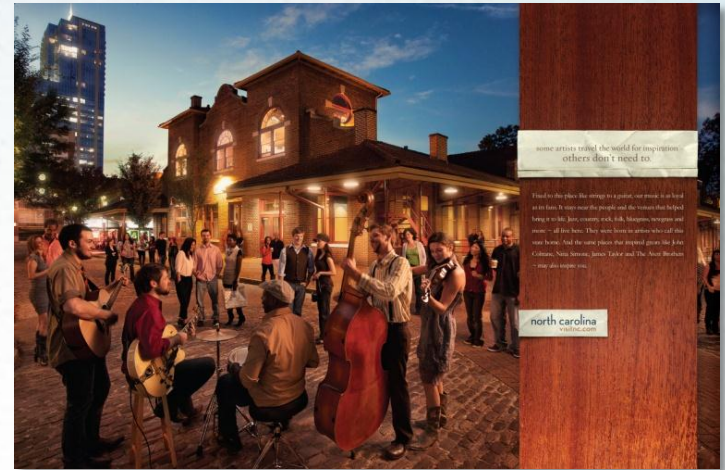


# PROGRAM GOALS

More people, staying longer,  
spending more money

Strategic marketing investments

Leveraging resources  
through partnerships



# MEASURING SUCCESS

Visitor research (demographics, activities, attitudes)

Economic impact

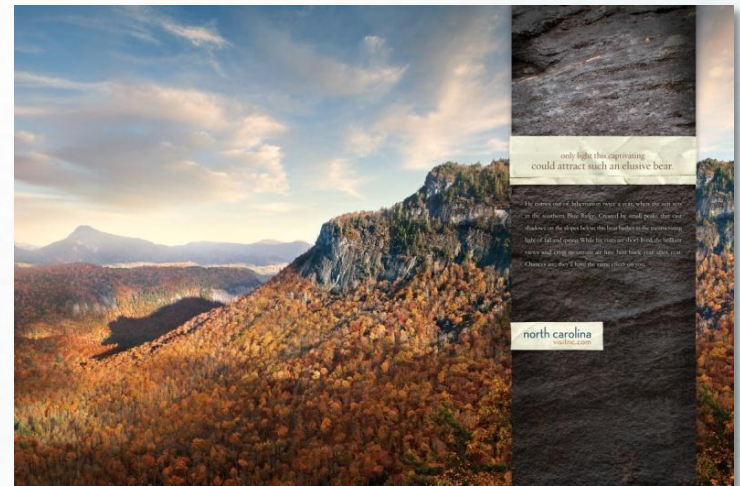
ROI/attitude and awareness

Web analytics

Cost per activity

Social engagement

Partner investment



# **2011 RECORD YEAR FOR NC TOURISM**

**\$19 Billion in Visitor Spending**

**\$994 Million in State Tax Revenues**

**\$581 Million in Local Tax Revenues**

**196,100 Jobs**

**\$4.4 Billion in Direct Tourism Payroll**

**Increased Visitor Spending In All 100 Counties**



# 2012 YEAR END LODGING REPORT

	NC	US	S. Atlantic
Occupancy	Up 2.5%	Up 2.5%	Up 2.5%
Room Rates	Up 4.5%	Up 4.2%	Up 3.1%
RevPAR	Up 7.1%	Up 6.8%	Up 5.7%
Room Revenues	Up 7.9%	Up 7.3%	Up 5.7%
Room Demand	Up 3.2%	Up 3.0%	Up 2.6%
Room Supply	Up 0.7%	Up 0.5%	Flat

# PROMOTING TRAVEL IN NC



# DIVISION PROGRAMS

- Advertising
- Public Relations
- Domestic Marketing
- Sports Event Recruitment
- International Marketing
- Publications
- VisitNC.com
- State Photographer
- Tourism Development
- Certified Retirement Program
- Call Center/Fulfillment
- Welcome Centers
- Research
- Community Outreach
- Social Media Outreach
- Film





# NORTH CAROLINA'S TOURISM BRAND



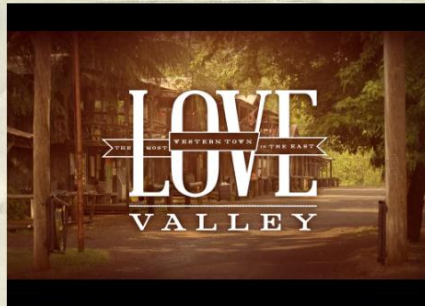
north carolina | [visitnc.com](http://visitnc.com)



# SO MANY STORIES TO SHARE

Project 543

visitnc.com



82

Hitch up at the most Western town in the East



29

Toast the sweet life at the world's best-selling muscadine winery



12

Celebrate the legacy of the Pride of Ridgeway



75

Man the guns of the world's greatest sea weapon



14

Take a ride on America's Favorite Drive, in the state where it began



79

Take a stroll down 56 miles of completely undeveloped beach



37

Pay tribute to John Coltrane in his hometown festival



62

Hike the highest point on the Appalachian Trail

# THE MASS(IVE) MEDIA

Events  
Direct Fax  
Direct Mail  
Telephone

<1990

TV  
Radio  
Print  
Display

IM  
Email  
Events  
Direct Fax  
Direct Mail  
Telephone

1990s

TV  
Radio  
Print  
Display  
Cable TV  
Website  
Search  
Online Display

IM  
Email  
Events  
Direct Fax  
Direct Mail  
Telephone

1999

TV  
Radio  
Print  
Display  
Website  
Search  
Online Display  
Paid Search  
Landing Pages  
Microsites  
Online Video  
Webinars  
Affiliate Marketing

north carolina | visitnc.com

Mobile Email  
SMS  
IM  
Email  
Events  
Direct Fax  
Direct Mail  
Telephone

2000s

TV  
Radio  
Print  
Display  
Website  
Search  
Online Display  
Paid Search  
Landing Pages  
Microsites  
Online Video  
Affiliate Marketing  
Webinars  
Blogs  
RSS  
Podcasts  
Contextual  
Wikis  
Social Networks  
Mobile Web

Apps/Push Notifications  
Group Texting  
Social DM  
Voice Marketing  
Mobile Email  
SMS + MMS  
IM  
Events  
Email  
Direct Fax  
Direct Mail  
Telephone

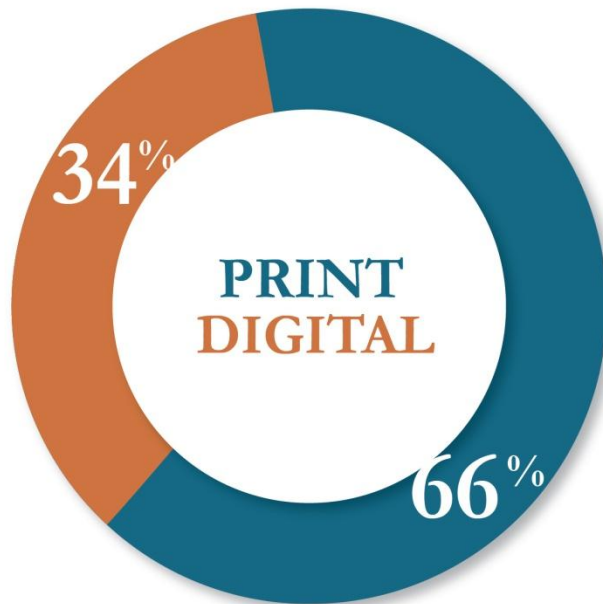
2012

TV  
Radio  
Print  
Display  
Website  
Search  
Online Display  
Paid Search  
Landing Pages  
Microsites  
Online Video  
Affiliate Marketing  
Webinars  
Blogs/ RSS  
Podcasts  
Contextual  
Wikis  
Social Networks  
Mobile Web  
Behavioral  
Social Media & Ads  
Virtual Worlds  
Widgets  
Twitter  
Mobile Apps  
Geolocation  
Pinterest

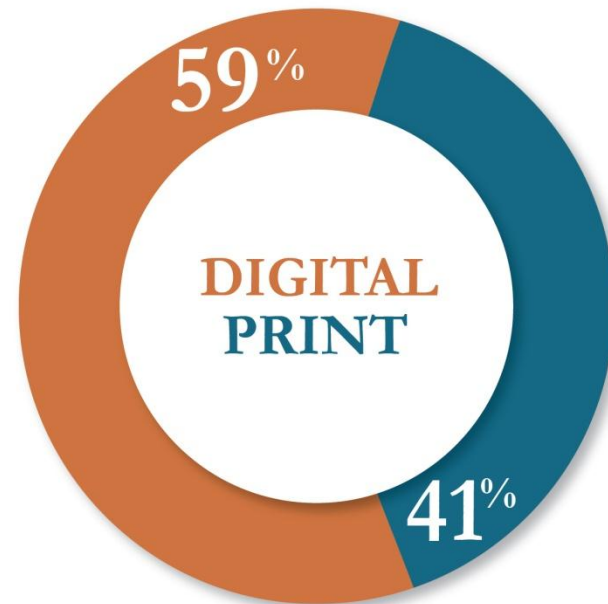


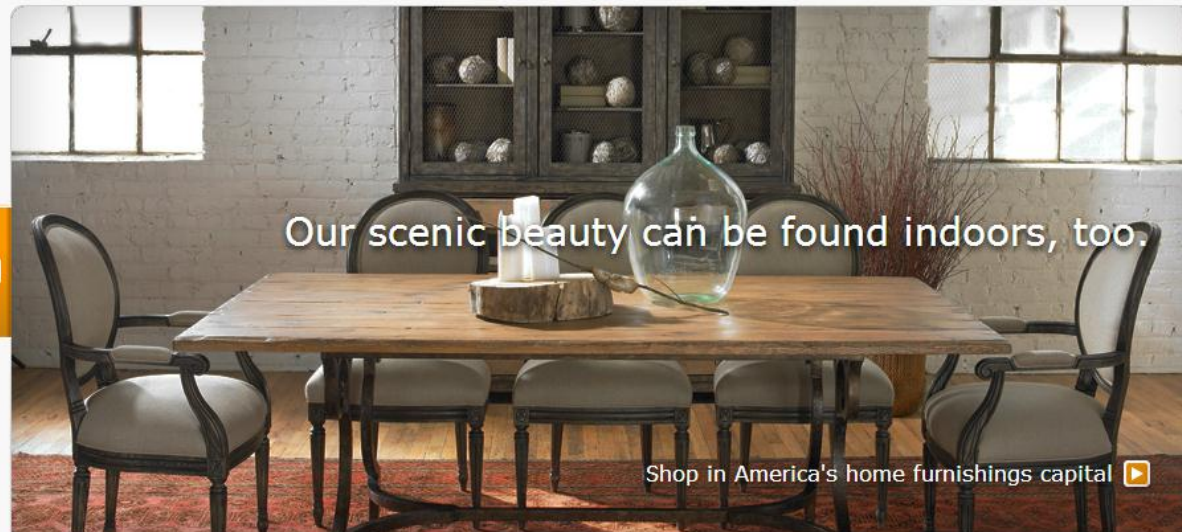
# 2012-2013 MEDIA STRATEGY

{ 2011 - 2012 }



{ 2012 - 2013 }





### Things To Do



Sports & Motorsports



Spring Color



Stop by the Farm



Water Sports

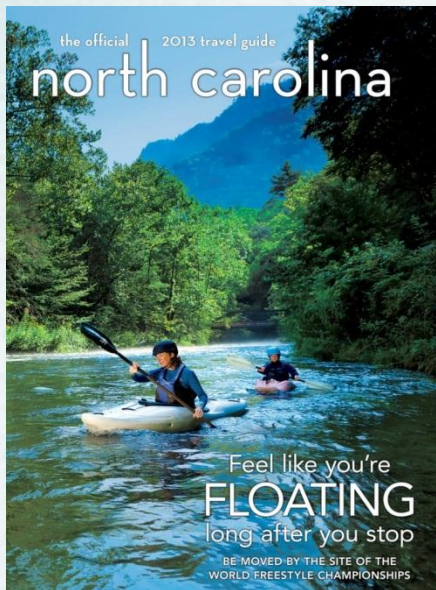


Waterfalls

[View More](#)

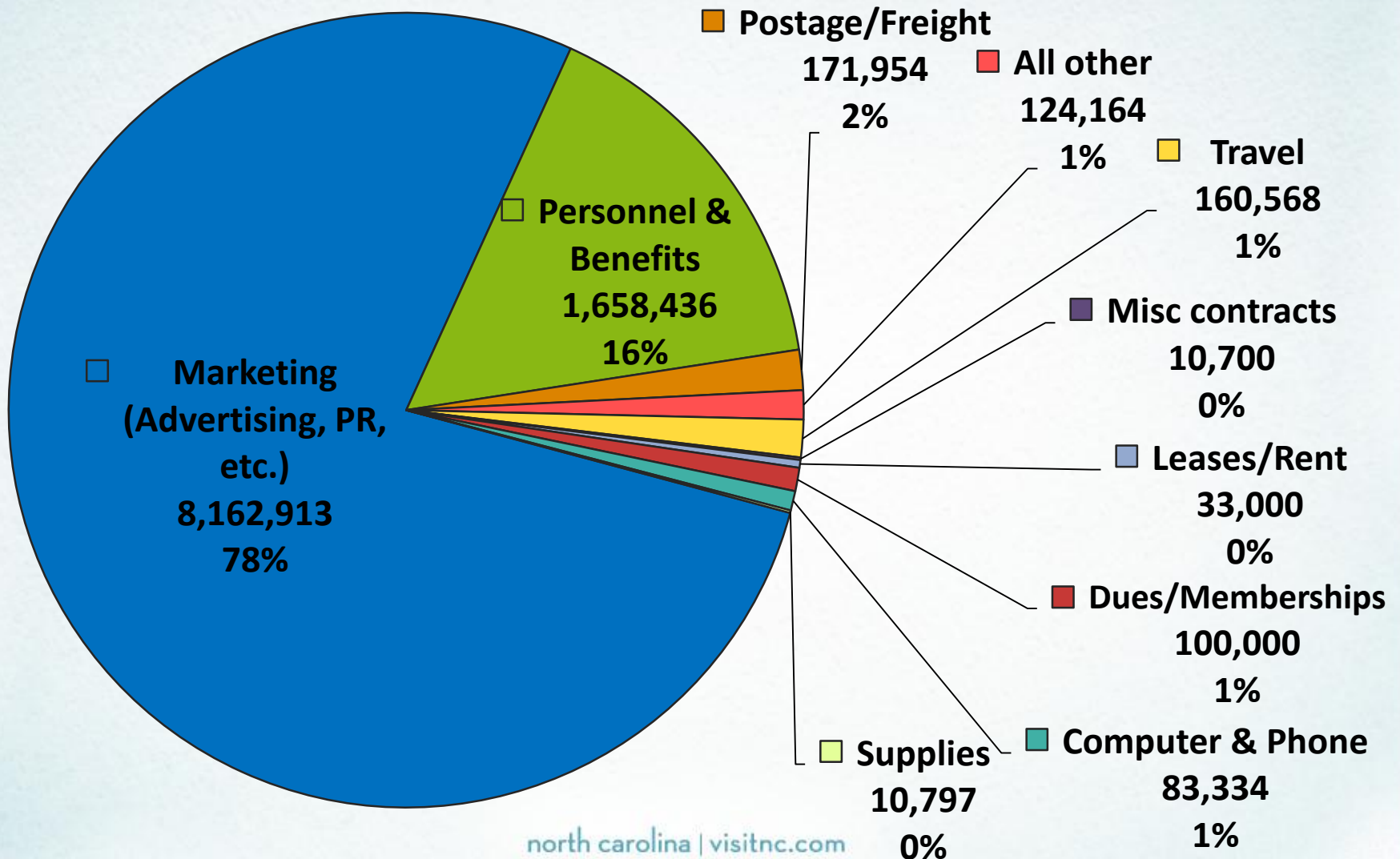


## PARTNERSHIPS LEVERAGE RESOURCES



north carolina | [visitnc.com](http://visitnc.com)

# TOURISM BUDGET 2012 – 2013





# 2011-2012 BUDGET

## STATE TOURISM OFFICE TOTAL BUDGETS BY FY2011-12 BUDGET

Rank	State	Provisional Final FY2010-11 Budget	Preliminary FY2011-12 Budget	% Change
1	Hawaii	\$82,962,000	\$69,000,000	-16.8%
2	California	\$58,540,562	\$61,000,000	4.2%
3	Illinois	\$34,161,844	\$54,000,000	58.1%
4	Florida	\$29,414,783	\$38,038,360	29.3%
5	Texas (including TXDOT)	\$40,248,955	\$35,733,678	-11.2%
6	Michigan	\$27,440,000	\$27,040,000	-1.5%
7	Louisiana	\$31,991,680	\$21,066,294	-34.2%
8	Virginia	\$16,720,743	\$17,492,628	4.6%
9	Montana	\$13,567,334	\$17,080,817	25.9%
10	Wisconsin	\$12,965,600	\$17,000,000	31.1%
11	Connecticut	\$1,091,217	\$15,469,164	1317.6%
12	Alaska	\$18,700,000	\$14,700,000	-21.4%
13	Alabama	\$11,322,808	\$14,483,053	27.9%
14	Arkansas	\$13,342,283	\$14,068,658	5.4%
15	South Carolina	\$11,554,000	\$13,052,395	13.0%
16	Wyoming	\$11,397,164	\$12,905,309	13.2%
17	New Mexico	\$14,476,200	\$12,522,939	-13.5%
18	Colorado	\$18,115,043	\$12,500,000	-31.0%
19	Missouri	\$12,344,899	\$12,380,000	0.3%
20	Tennessee	\$12,122,000	\$12,195,300	0.6%
21	Kentucky	\$11,904,400	\$11,959,700	0.5%
22	South Dakota	\$11,508,000	\$11,624,000	1.0%
23	Oregon	\$11,190,053	\$11,090,995	-0.9%
24	Nevada	\$11,188,655	\$10,990,758	-1.8%
25	Utah	\$10,503,600	\$10,553,600	0.5%
26	Oklahoma	\$10,209,157	\$10,283,456	0.7%
27	North Carolina	\$10,460,649	\$10,149,957	-3.0%
28	Maryland	\$9,010,109	\$9,961,136	10.6%

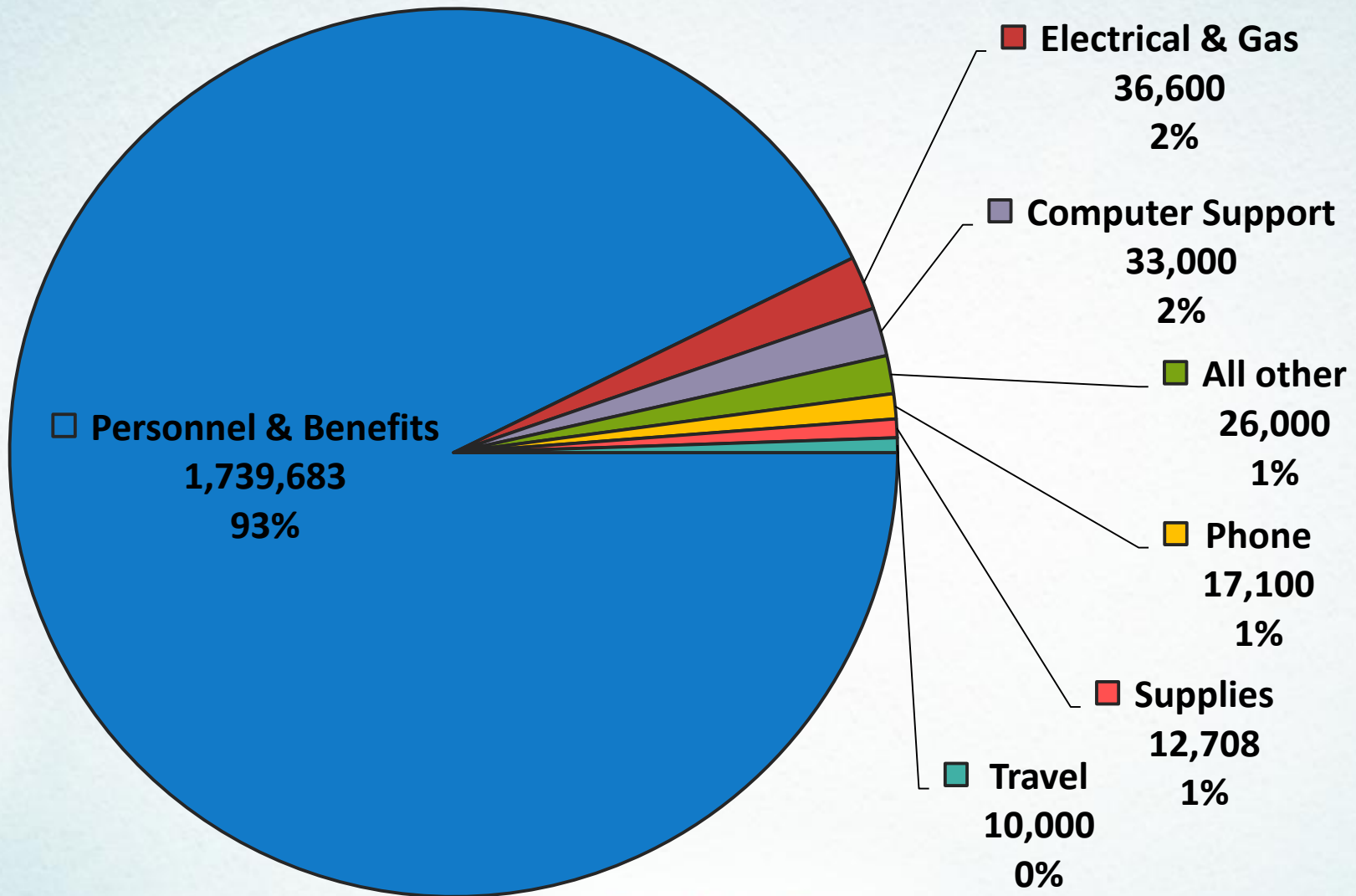


# WELCOME CENTERS AND CALL CENTER





# WELCOME CENTERS BUDGET 2012 – 2013



# NORTH CAROLINA DIVISION OF TOURISM, FILM AND SPORTS DEVELOPMENT



PROGRAM OVERVIEW  
MARCH 2013