INTRODUCING

### NORTH CAROLINA BOUND

## Flip.to +

Let's inspire and win over more travelers, **together**.



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#### MODERATING





#### Allison Schult, CDME

PRESIDENT & CEO, MILE MARKER 630 AND STRATEGIC MARKETING CONSULTANT, VISIT NC Edward St. Onge

#### PRESIDENT, FLIP.TO



#### Marcheta Cole Keefer

DIRECTOR, MARKETING & COMMUNICATIONS VISIT WINSTON-SALEM



## What Collaboration Makes Possible

## A Marketing reimagined in a way that's great for travelers and great for business



Identify/implement **new strategies** that advance Visit NC's mission

**3** Create collaborative partnerships to amplify our brand positioning Add insight/perspective to strengthen emotional connections to visitors

Generate genuine excitement among destination partners & visitors alike



### **Fully sponsored** by Visit North Carolina

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The Outer Banks. OF NORTH CAROLINA















## 100+

lodging partners



## 13,000+ total rooms, so far

WHY NC BOUND?

The competitive landscape to win travelers is incredibly steep and expensive.

#### HOW IT WORKS

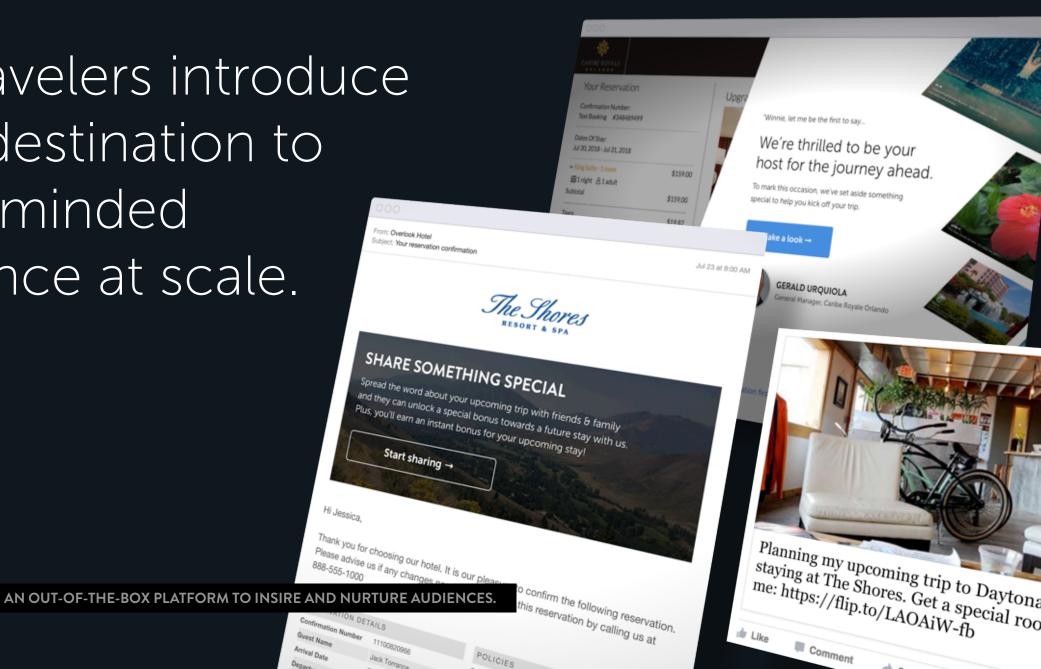
The destination and lodging industry join together to drive impact and give North Carolina a **competitive edge**. HOW IT WORKS

Every partner gets access to their own marketing stack that drives impact and revenue.

FLIP.TO FOR DESTINATIONS

Build a team of ambassadors who introduce your destination experience around the world. ADVOCACY

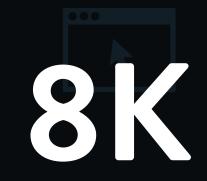
Let travelers introduce your destination to a like-minded audience at scale.



## Today, Flip.to is helping Visit NC tap into their best audience, yet

#### 590 STORYTELLERS HELPED EARN





friends & family reached with Advocacy—a perfect demographic at the lowest cost-of-acquisition. warm leads, introduced in the best way possible, who are being nurtured around a future stay in North Carolina

#### STORY FROM JAY M.

"My favorite North Carolina moment was watching an amazing sunset with my best friend on the Blue Ridge Parkway."

#### STORY FROM LISA S.

"This picture is from Maggie Valley—a beautiful quaint mountain town near the great smoky mountains. I fell in love with the charm of the little town & all the amazing things to do nearby (hike, camp, explore)..."

#### STORY FROM DENNIS T.

"Taken from inside the tasting room at Marked Tree Vineyards in Flat Rock, N.C. This was taken on the first weekend the winery was open to the public. The winery sits squarely on the Eastern Continental Divide." lotta

STORY FROM SJ L.

"The Cape Fear Kite Festival at Fort Fisher State Recreation Area, NC blows us away every year!"

#### STORY FROM TRACEY M.

Metalmorphosis sculpture, located at the Whitehall Corporate Center in Charlotte, NC.

#### STORY FROM ASHLEY M.

"Scoping out" the views on the Hatteras Ferry on the way to Okracoke!

#### STORY FROM CALLIE B.

"Beaches to Mountains, it's always so hard to choose one destination!"

FLIP.TO FOR DESTINATIONS

Plus, raise awareness among lodging partners to roll up impact + unlock other benefits.

COLLABORATIVE

### Get first-of-its-kind benchmarks & insights to dial in spend & effort



FLIP.TO FOR THE LODGING INDUSTRY

Get access to a marketing stack that drives direct revenue plus a whole lot more. ADVOCACY

## Like DMOs, lodging partners also kick off with **Advocacy**.

PHOTO CONTEST PERFECT DAY AT DAYTONA BEACH PERFECT DAY AT DAYTONA BEACH NOV 8. 2019 1 The She PICTURE PERFECT DA Show us a favorite moment from your trip chance to win a Two-Night Stay at The JESSICA G Beautiful sights everywhere. And always within a short distance from the hotel. it re your story makes catching a view of the morning 16 Jan CAST YOUR VOTE get a bonut Vote for this photo

鹁 The Shores

STORYTELLING THAT RESONATES WITH YOUR AUDIENCE

DISCOVERY

## Lodging partners spark better traveler conversations with Discovery. When do you plan on traveling to Nashville? TRAVELIN When do you plan on traveling to Nashvi CMA Fes SPARK AUTHENTIC CONVERSATIONS WITH PROSPECTS ON YOUR SITE

DISCOVERY

# They'll win over a massive audience of prospects, increasing revenue.

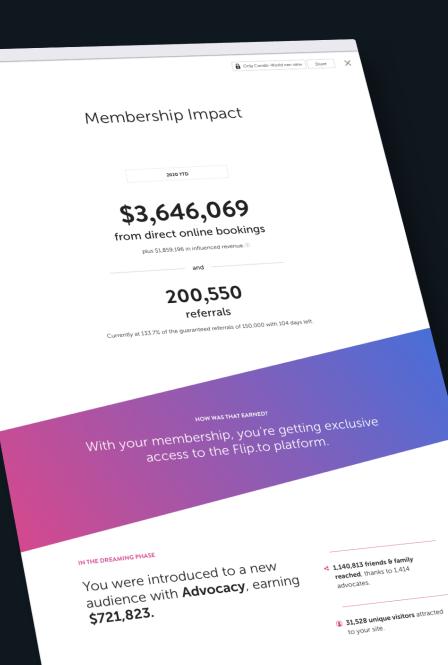


Planner



COLLABORATIVE





HOW IT WORKS

Our team leads the charge to launch and roll out to your destination's travel community.

- Fully sponsored by Visit NC
- Measure direct revenue in real time
- Privacy and compliance are built in
- Flip.to leads the charge to roll out.

### http://join.flip.to/nc



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Thanks to a **full investment** by Visit North Carolina, ther to join NorthCarolina**Bound**—including any regional

For regional destination marketing organi

DESTINATION COLLABORATIVE

Insights



NC

ENS Inc

Join this first-of-its-kind collaborative to drive measurable, real-time impact for your destination and lodging partners



#### Why collaborate

How it works

Flip.to marketing stack

Raise awareness among travelers and accelerate tourism And together, we're building a long-term, compe profitably and sustainably. Regional destinations unlock advantage for all of North Carolina. incredible value, while helping lodging providers.

#### HOW TO JOIN

REGIONAL DESTINATIONS join.flip.to/nc

LODGING INDUSTRY join.flip.to/ncbound

SAY HELLO TO FLIP.TO

hello@flip.to

3 Regions help bring the collaborative to their destination and lodging partners

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1. The industry works together to market and win

travelers on a single collaborative platform 2. Regions and lodging industry partners get access to the