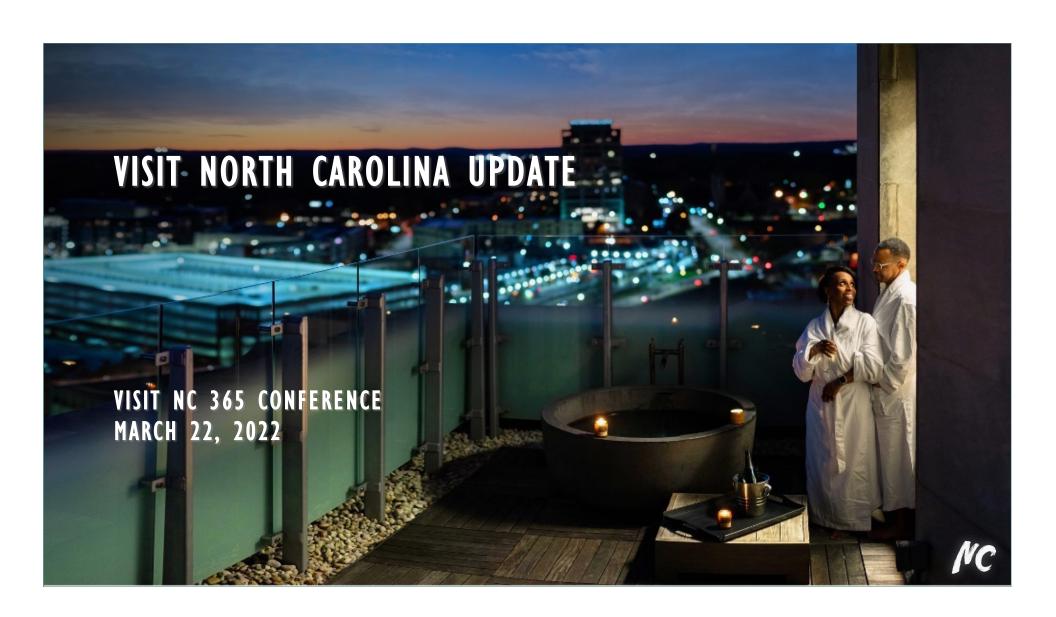
Visit NC Update

VISIT NC 365 CONFERENCE MARCH 22, 2022









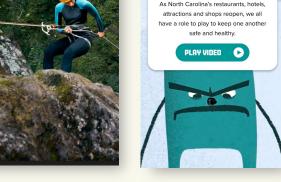
Shifts In Messaging & Audience Targeting

* Count NC *



FIRSTS THAT

LAST





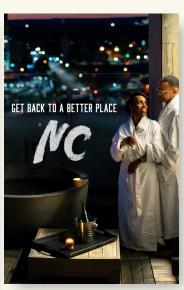




OUTDOOR NC Make It Your **Nature**

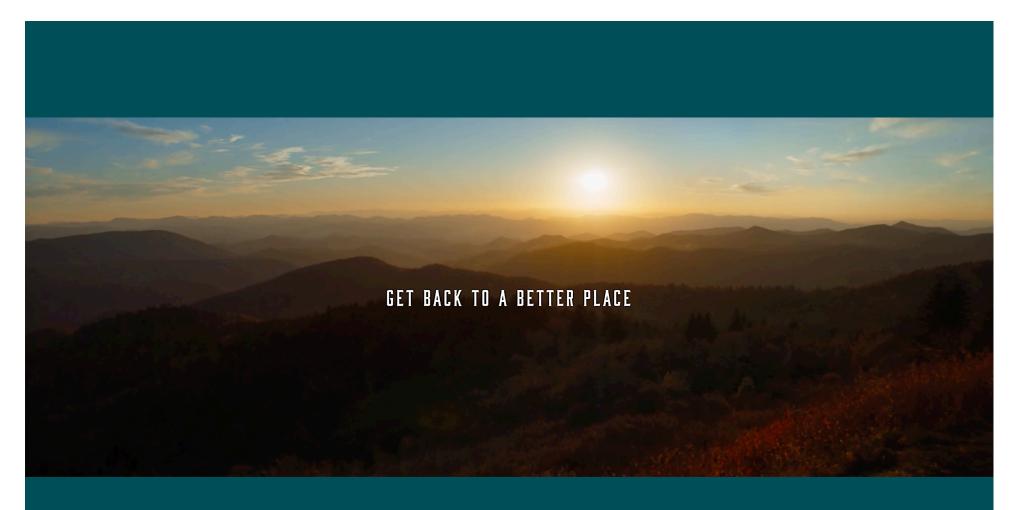


DRIVE-THRU VACATIONS



GET BACK TO A BETTER PLACE

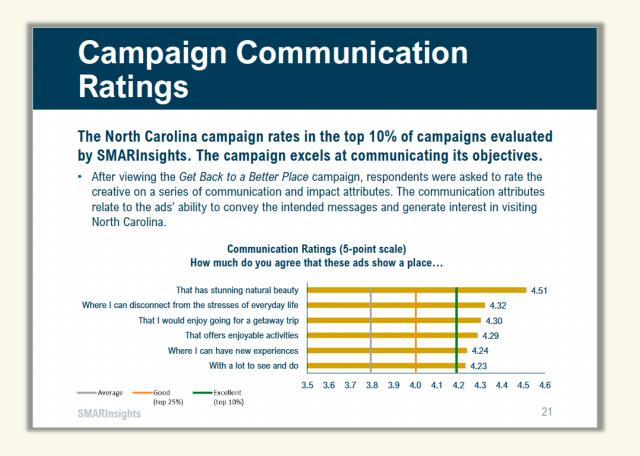




https://vimeo.com/688110055/d1a6373fa1



Advertising Effectiveness and ROI Study





Advertising Effectiveness and ROI Study

Ad-Influenced Trips & ROI

The campaign generated \$354 in visitor spending per dollar of media investment.

With more than 13.4 million households aware of the campaign and a 11% travel increment, the *Get Back to a Better Place* campaign influenced 1,090,676 trips.

Ad-aware travelers spent an average of \$1,237 per trip, for a total spending of \$1.3 billion in North Carolina.

This generated an ROI of \$354 in visitors spending and \$32 in state and local taxes per dollar of media investment.

Ad-aware visitors motivated by visiting friends and family are removed from the impact calculation.

Advertising Impacts						
Targeted Households	30,452,188					
Ad Awareness	44%					
Ad-Aware HHs	13,398,962					
Incremental Travel	11%					
Ad-Aware Trips	1,473,885					
Ad-Influenced Trips (Less 26% VFR Motivated)	1,090,676					
Avg. Trip Spending/Aware	\$1,237					
Ad-Influenced Visitor Spending	\$1.35B					
Media Investment	\$3,810,629					
ROI	\$354					
	32					







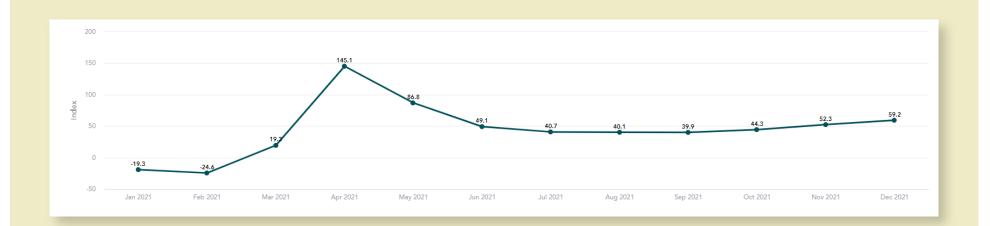




MARLISE TAYLOR

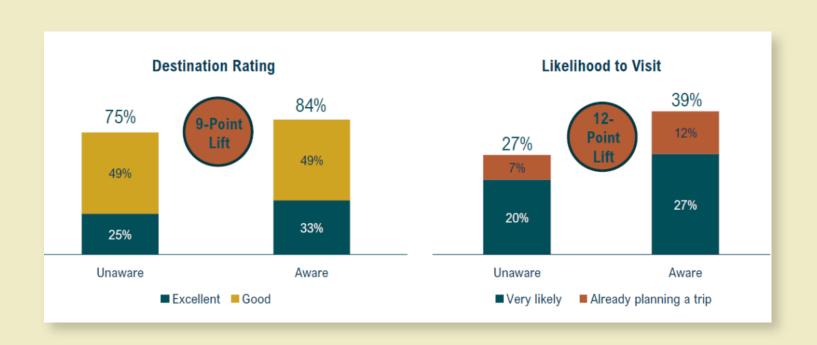


Research Highlights – North Carolina Visitor Index





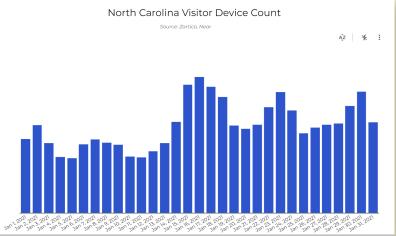
Research Highlights – Advertising Effectiveness & ROI Study





Research Highlights – Visit NC Community Profile Dashboard







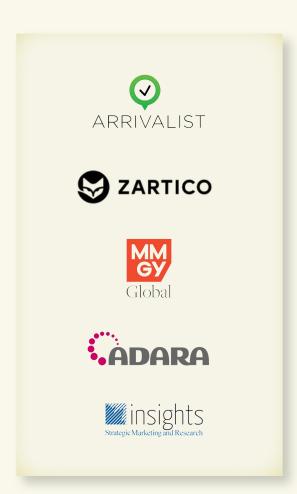
2022 Visit NC Research

- New team member
- New research tools
- New SMARI comp sets

Wave 1 – creative assessment

Wave 2 – peak awareness & image

Wave 3 – travel







HEIDI WALTERS



Outdoor NC













PLAN AHEAD AND PREPARE

- North Carolina is home to endless opportunities for outdoor recreation. Before you travel, learn
 about your destination, its regulations and safety matters.
- To reduce your impact, choose lesser-known areas and avoid times of high use.
- Have a backup plan in case your chosen destination is crowded or parking areas are full.
- Pack food, water and the right clothes to protect you from the elements.

HIKING

AERIAL FUN

VIEW ALL













https://www.youtube.com/watch?v=0zJE zbfpl



Outdoor NC - Partner Alliance Members

Statewide Supporters

NC Green Travel

NC Wildlife Resource Commission

Cycle NC

Friends of the Mountain to Sea Trail

NC State Parks

SORBA

Trailblazer Level

Currituck Co. CVB

Explore Asheville

Jackson Co. TDA

Outer Banks VB

Randolph Co. VB

Transylvania Co. Tourism

Blowing Rock TDA

Statesville CVB

Advocate Level

Mooresville CVB

Hickory CVB

Pender Co. CVB

Chetola Resort

High Country Host

Mitchell Co. Chamber of Commerce

Lake Norman CVB

Alamance Co. VB

Swain Co. TDA

Johnston Co. CVB

Greenville/Pitt Co. CVB

Yancey/Burnsville Chamber

Discover Burke Co. CVB

Person Co. TDA

Henderson Co. TDA

Wilmington & Beaches CVB

Blockade Runner Beach Resort

Steward Level

Sylvan Sport

ENO

NC Outdoor Recreation Coalition

Nantahala Outdoor Center

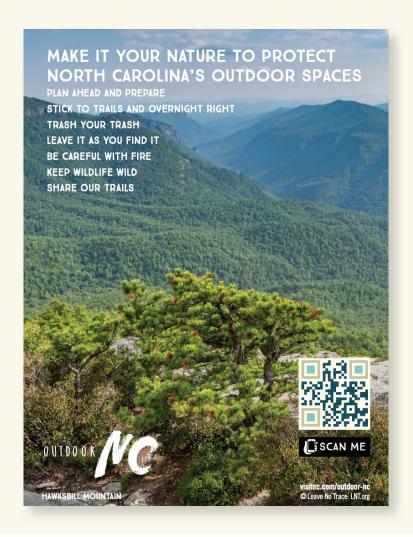
Patron Level

McDowell Co. TDA



Outdoor NC - Partner Toolkit

- Print Ads, Posters & Flyers
- Videos
- Logos, Typefaces & Style Guides
- PowerPoint Presentation
- Online Course Training
- Sample Social Copy & Images
- GIPHY Stickers





Outdoor NC – Activity Principles Posters & Flyers

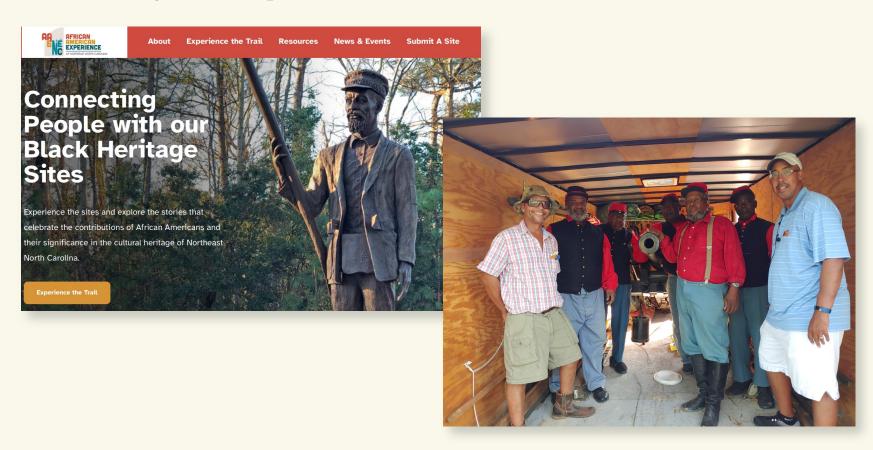






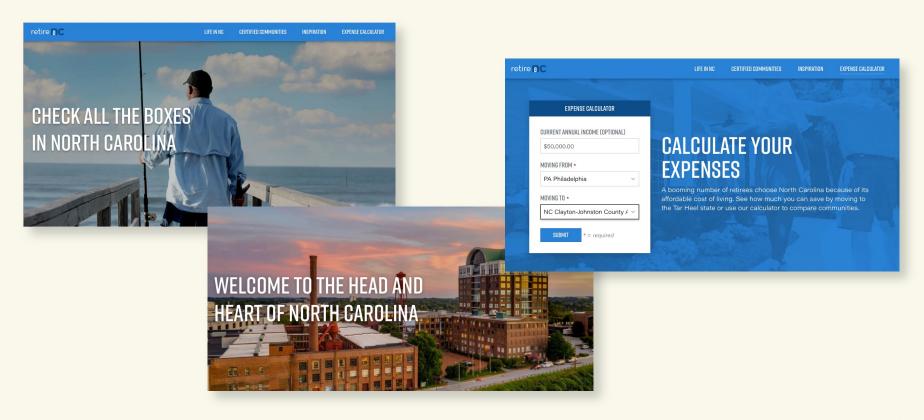


Community Development



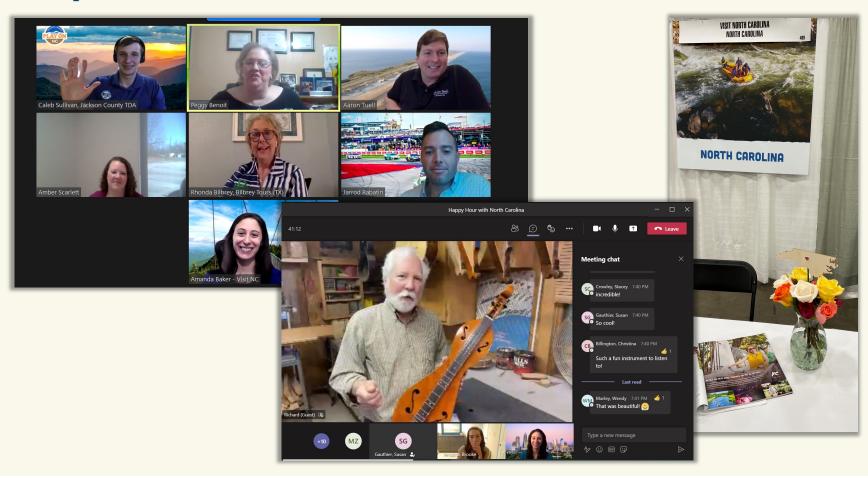


Retire





Group







Sports | Meetings & Conventions















Golf

- 2022 US Women's Open, Southern Pines
- 2022 US Adaptive Open, Pinehurst
- 2022 Presidents Cup, Charlotte
- 2023 Golf House Pinehurst
- 2024 US Open, Pinehurst





International







International



North Carolina - never have to travel far to experience a first

There's no shortage of things to do in North Carolina. In Raleigh, your clients will discover outstanding arts and culture, a renowned culinary landscape and a music scene that inspired Rolling Stone to call Raleigh "One of the Top Eight Emerging Music Cities in the US".



CANADA	UK		GERMAN'	Y ,	AUSTRIA S	SWITZERLAND		LUXEMBOURG	AUS	TRALIA	NEW	ZEALAND
	FRANCE	ITALY		FINLAND	NETHERLAND] 2	DENMARK		NORWAY		SWEDEN	
ICELAND	CANADA		UK G	ERMANY	AUSTRIA	SWITZERLAN	ND	LUXEMBO	URG	AUSTRALIA	NEW	ZEALAND



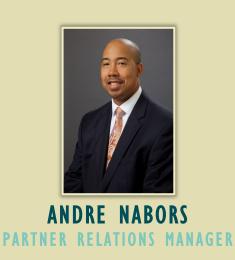
International













Partner & Industry Relations Team

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Amanda.Baker@visitnc.com





GUY GASTER



Film NC



NC

Film: 2021 By The Numbers

- 91 Projects (completed "intent to film" form with state office)
- 18 projects approved for Grant/Rebate with in-state activities
- 5,400+ Crew Hires^
- 1,300 Talent Opportunities^
- 21,000 Extra Opportunities^
- \$416+ Million Est. Direct In-State Spending
- Filming in all 8 of state's Prosperity Zones





^{*}Doesn't include "drop-in" projects – travel type shows that shoot 2-3 days in state (as of 2/1/22)

Direct In-State Spending (in millions)

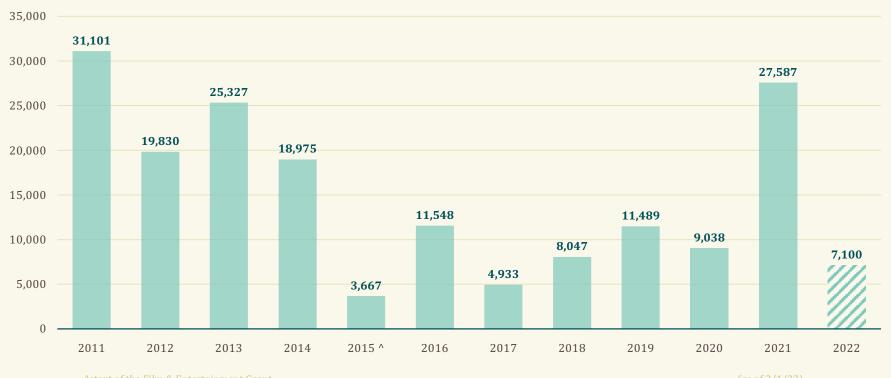


^start of the Film & Entertainment Grant

(as of 2/1/22)



Total Job Opportunities



^start of the Film & Entertainment Grant



Upcoming Releases (and more to come)

- "Welcome To Flatch" Season 1 - March 17 (FOX & Hulu)
- "Along For The Ride" April 22 (Netflix)
- "Buried in Barstow"
 June 4 (Lifetime)
- "The Black Phone"
 June 24
- "Are You There God? It's Me, Margaret" September 22
- "The Summer I Turned Pretty" Season 1 - TBA (Prime Video)







GUY GASTER
DIRECTOR, NORTH CAROLINA FILM OFFICE



JEN VOGELSBERG
FILM SERVICES SPECIALIST

Film Team

Guy@filmnc.com

Jen@filmnc.com

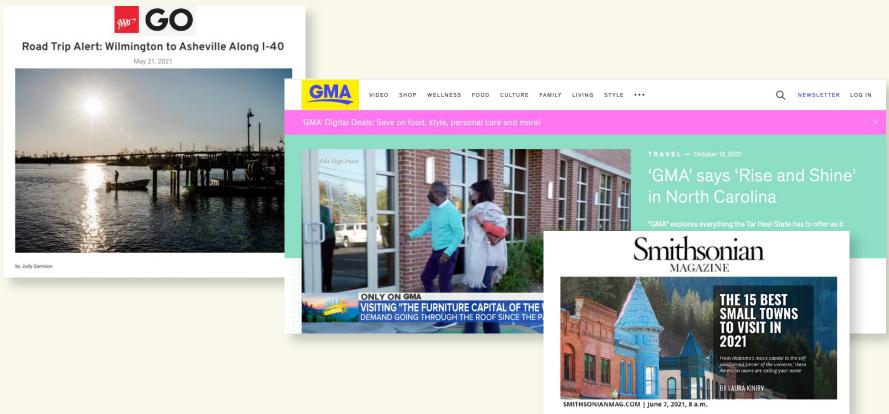




MARGO METZGER



Public Relations





Local Love

In-state Media Missions

When

Fall 2022

Where

Raleigh

Why

Mix and mingle with Regional & National Media

Who

DMO Partners
Plus reps from Visit NC and J/PR



Meet Them Where They're At Regional Mini Media Missions

When

March – June and beyond

Where

Atlanta Nashville New York More...

When

Appointments with Regional & National Media

Who

DMO Partners
Plus reps from Visit NC and J/PR



Seeing Is Believing

Media Fam Tours

When

Year round

Where

Destinations across NC

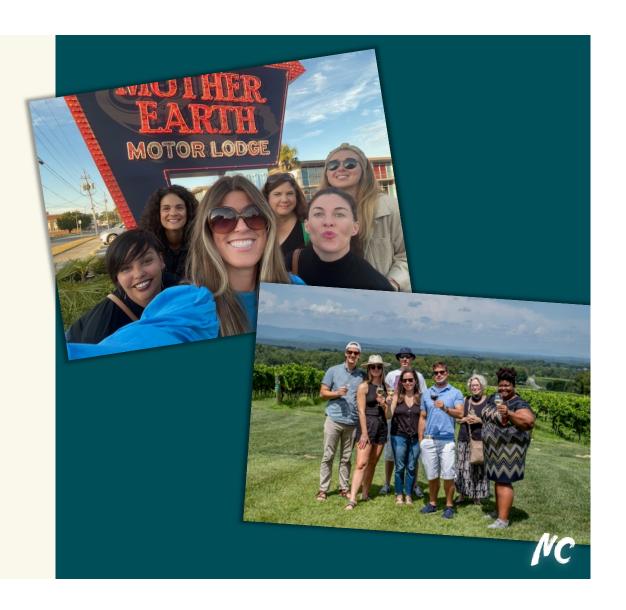
Why

Familiarize Regional & National Media with NC destinations

Who

DMO Partners & Attractions

Plus reps from Visit NC and J/PR



Seeing Is Believing

Individual Media/ Influencer Visits

When

Year round

Where

Destinations across NC

Why

Familiarize Regional & National Media with NC destinations

Who

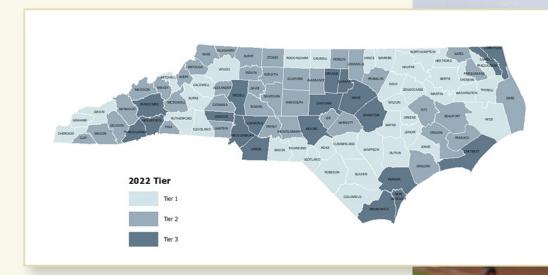
DMO Partners & Attractions





Pitch Perfect

New This Year! Sliding Fee Scale



Reduced rates available for Tier I and II counties







VEDA GILBERT SENIOR PR REP



SUZANNE BROWN
MEDIA RELATIONS SPECIALIST

Keep In Touch We've Missed You!

Share your news with our team: media@visitnc.com







SCOTT PEACOCK
DIRECTOR OF TOURISM MARKETING



DANA GRIMSTEAD
TOURISM MARKETING
PROJECT MANAGER



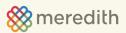
KATHY PRICKETT
TOURISM MARKETING SPECIALIST

Marketing Team

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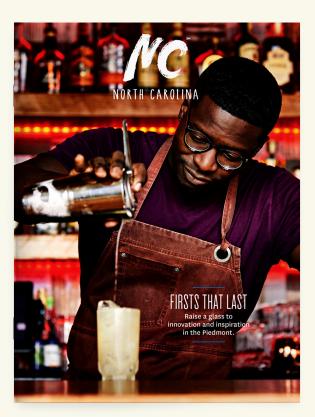


The Official North Carolina Travel Guide











In-state Media Partnerships















NC Tourism Recovery Pilot Program

\$1.5 Million Pilot Program

Specific Rural Counties

Combat Population Loss

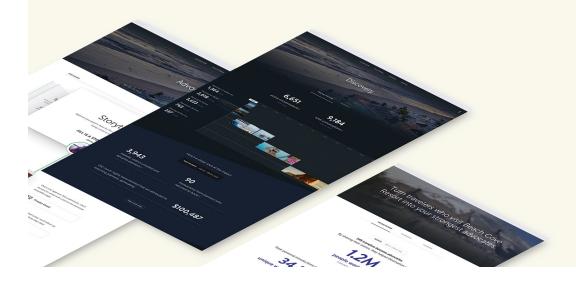
Visit, Stay, Live Focus





NORTHCAROLINABOUND

- Get access to **your own marketing platform** to earn and track your own impact
- **Takes minutes per week**—with full support from Flip.to to get you on board



FULLY SPONSORED BY VISIT NC

On board so far

8 regional destinations

100+ lodging providers

13,000+ lodging rooms

And that's just the start...



NORTHCAROLINABOUND

FULLY SPONSORED BY VISIT NC

- *Plus,* Visit NC has already kicked off



Inspired So Far

385K reached

+ inspired for NC experiences

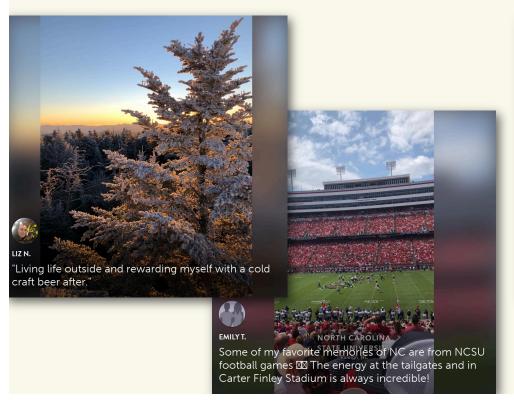
8K warm leads

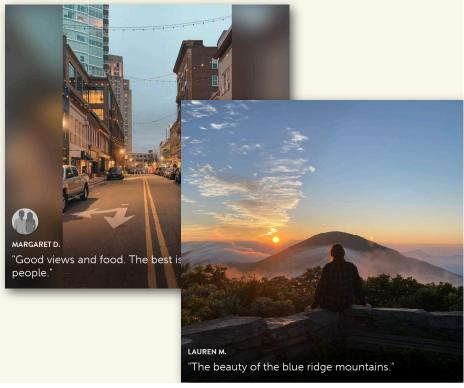
for travelers considering a trip to North Carolina



NORTHCAROLINABOUND

FULLY SPONSORED BY VISIT NC







https://vimeo.com/370373864

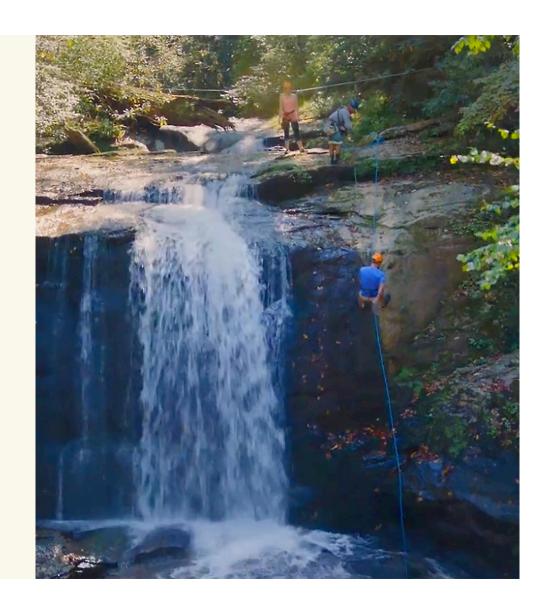


Objective

- Leverage the equity of FTL 1.0
- Drive and increase travel to NC

KPIs

- Increased travel to NC as a result of our marketing efforts
- New emails with permission to message





https://vimeo.com/luquire/review/686904300/80e3111ed4



Film Locations & Topics



Media Strategy



Navigate
ever-changing
media / industry
landscape



Keep users
in platform –
don't disrupt their
journey



Endemic emphasis to ensure regionalniche support



Boost interaction and engagement



Channel Roles









LINEAR TV	VIDEO (OTT/CTV/YOUTUBE)	AUDIO (PODCASTS)	PAID SOCIAL
FOX FORTS FOX SPORTS FOX SPORTS FOX SPORTS FALLMAN CHANNEL THE HIGH FOX SPORTS FOX	YouTube hulu Roku	Audacy Spotify pandora	TikTok



Channel Roles









PAID SEARCH	INFLUENCER	SPONSORED CONTENT	PRINT
Google Bing	ZEA	MATADOR network TRAVELZOO Tripadvisor NATIONAL GEOGRAPHIC	Cleveland MAGAZINE Our State Outside Southern Living



Channel Roles







NATIVE	DISPLAY	FLIP.TO
♦ SOJERN		Flip.to



People's Choice

7_VNCUpdate_People'sChoiceWeb.mov

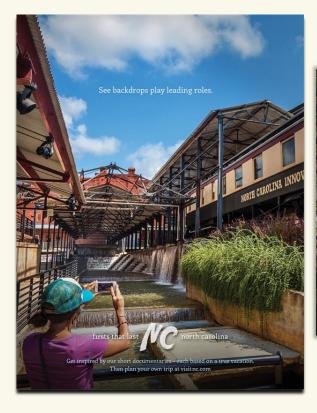




https://vimeo.com/686854184/e9b2082102



Print Ads









Social Media















Film Locations & Topics





https://vimeo.com/686862128/5091af3b7a



JOIN US NEXT YEAR MARCH 6-8, 2023

OMNI GROVE PARK INN ASHEVILLE





