

Tourism Industry

Lodging revenues set new record high
at \$3.6 billion

Marketing

91 different partners
financially supported the
2018 NC Travel Guide

Social Media

4.8 million online engagements,
up 197.2%,
on VisitNC social channels

FilmNC

North Carolina scores with filming of
“American Animals”
“Good Behavior”
“A Chef’s Life”

“American Animals”
featured at 2018 Sundance Film Festival

Website

VisitNC.com user sessions
up 6.11% to
7,289,141 in 2017

Public Relations

Hosted media missions
in NYC, DC, Atlanta & Charlotte
with 50 NC Partners & 140 media reps

Tourism Industry

Room demand up 16%
over last five years

Solar Eclipse Campaign

Generated 32,232 website views
plus
41,000 Jebbit quiz views with
9,900 completions

Partner & Industry Relations

Hosted Regional TRAC programs
in 6 NC Counties

Harnett County

McDowell County

Surry County

Montgomery County

Granville County

Beaufort County

Fall Campaign

“Beauty Here” Campaign
web traffic from target markets
up 72 % overall

Atlanta up 123 %
& Nashville up 116%

FilmNC

25% Film rebate
funded annually,
no sunset

International

16 partners @ FAMS, missions & trade shows
helped generate
819,000 international visitors with
\$1.153 billion spending

NC Beer Month

Hosted with
110 breweries and
included 85 events

Group Travel

American Bus Association attendees
were welcomed
by 147 NC participants from
67 companies
at their annual convention in Charlotte

FilmNC

Facilitated \$50.1 million
in total productions
spending across NC

Partner and Industry Relations

Hosted 19 tour operators & journalists
from 5 countries
at the PGA Championship
with FAM tours across NC

Summer Campaign

“Summer of Now”

120,398 engagements

768,472 video views

119,461 social referrals

#WeekendWednesday

Marketing

3 HSMAI Adrian Awards for
“Summer of Now”
“Beauty Here”
&
“Reclaim Your Weekend”

SportsNC

Hosted 67 Cycle NC excursion guests
to 16 visitor attractions
across 12 counties
in 7 days

Social Media

125 million impressions,
up 69.13%,
on VisitNC social channels

RetireNC

17 Certified Retirement Communities

4,095 Leads Generated

2,800 Packets Downloaded or Mailed

Hosted 5 Expos

International

Hosted 3 FAMS with
50 International tour operators through
TravelSouthUSA

With global representation in
China, France, Italy and the BeNeLux

FilmNC

FilmNC and film partnerships win
“Most Creative” display
@
AFCI Locations Tradeshow

NC Beer Month PR

Generated 96 articles,
13.6 million impressions &
8,690 downstream referrals

Website

VisitNC.com provided
2,021,958 downstream referrals
to partner sites, up 4.86%

Partner & Industry Relations

Hosted 30 'Listening Tour' sessions
with 70 partners
from among 100 counties invited

Consumer Outreach

Travel & Adventure Show DC

NY Times Travel Show

AAA Show

Boston Globe Travel Show

Travel & Adventure Show Philadelphia

Marketing

Donald Ross Experience campaign
resulted in 21,000 webpage views
with 1,400 clicks
on 3 itineraries

Group Travel

83 tour operators from
45 different companies
took part in ABA FAM tours
throughout NC

Partner Programs

\$2,013,624 invested by
172 partner organizations
including
102 Tier 1 and Tier 2 partners

Welcome Centers

Saw 9,424,239 visitors
and booked 19,141 rooms

FilmNC

NC filmed

“Three Billboards Outside Ebbing, Missouri”

Garnered numerous nominations and
more than 10 awards

Public Relations

Generated 629 million
earned media impressions

Call Center

Handled 7,870 calls to 1-800-VISIT NC
and celebrated 30th anniversary
of the fulfillment program

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