



 **VISIT**
LAKE NORMAN

.....
2017
FY ANNUAL REPORT

VLN BOARD OF DIRECTORS



Randy Marion

Randy Marion Auto Group
Chairman

Woody Washam

Carolina Trust Bank
Vice-Chairman

Joe Harwood

The JHS Group, Inc.
Community Affairs

Barbara McCall

Ladd, McCall &
Associates, CPAs
Treasurer

Cathy Bentz

Bentz & Associates, PA
Assistant Treasurer

Joe Kindred

Kindred Restaurant

Jim Duke

Cornelius Commissioner

Jeanna Hoffman

Daly Seven, Inc.

Joe Douglas

Captiva Restaurant Group, LLC

Andrew Durstewitz

D9 Brewing Company

Beth Cashion

Davidson Commissioner

Boris Bunich

Beacon Investment
Management Group (IMG)

Cissi Lyles

Davidson College

Diana Merrifield

At-Large

Danny Phillips

Huntersville Commissioner

Brad Marsico

SREE Hotels

Michael Jaycocks

Huntersville Parks
& Recreation

Jeff Fissel

Rural Hill

EX-OFFICIOS:

Ryan McDaniels

LNREDC

Bill Russell

LN Chamber of Commerce



NC TOURISM FACTS:

- In 2016, visitors to North Carolina generated \$3.6 billion in federal, state and local taxes.
- Tourism directly supports nearly 45,000 businesses in NC that directly serve travelers.
- Direct tourism employment increased 3.2 percent to 218,340 people in the industry.
- Visitors contribute \$5.1 million per day in state and local tax revenues saving each NC household \$497 in state and local taxes.

Source: NC Dept. of Commerce

RETURN ON INVESTMENT

In FY 2017, VLN affiliated events brought in

121,552

attendees who spent

\$28,341,670

That means...VLN returned

\$38.87

to the community per every dollar funded

ACCOMMODATIONS FUNDING VS. ESTIMATED ECONOMIC IMPACT

ESTIMATED ECONOMIC IMPACT

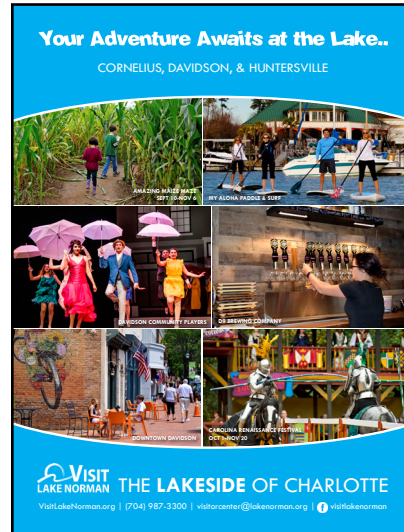
\$28,341,670

ACCOMMODATIONS FUNDING

\$729,168.45

RECRUITING THE FANS...

Print advertising included NC Travel Guide, Charlotte Visitors Guide, Family Fun Magazine, Southern Travel & Lifestyles Magazine, Our State Magazine, Outside Magazine and several other printed publications *reaching 3,558,678.*



Digital advertising efforts *reached over 31,932,742:*

- VisitNC.com
- CharlottesGotALot.com
- Carolina Renaissance Festival
- Family Fun Newsletter
- OurState.com
- 8 Media Sites (regional)



VISITLAKENORMAN.ORG

Website FY Comparison:

FISCAL YEAR	2016	2017	% CHANGE
USER SESSIONS	312,931	311,574	0.4% ↓
PAGE VIEWS	884,194	810,765	8% ↓

website redesign in Jan 2017

Search Engine Optimization

(SEO): VLN website rankings from the 5 major engines based on search term "Lake Norman". (Non-sponsored, non-advertised results - content driven ranking)

SEARCH ENGINE	VLN.ORG RANK
Google	#1
Bing/MSN	#1
Yahoo	#3
Ask	#2
Aol	#3

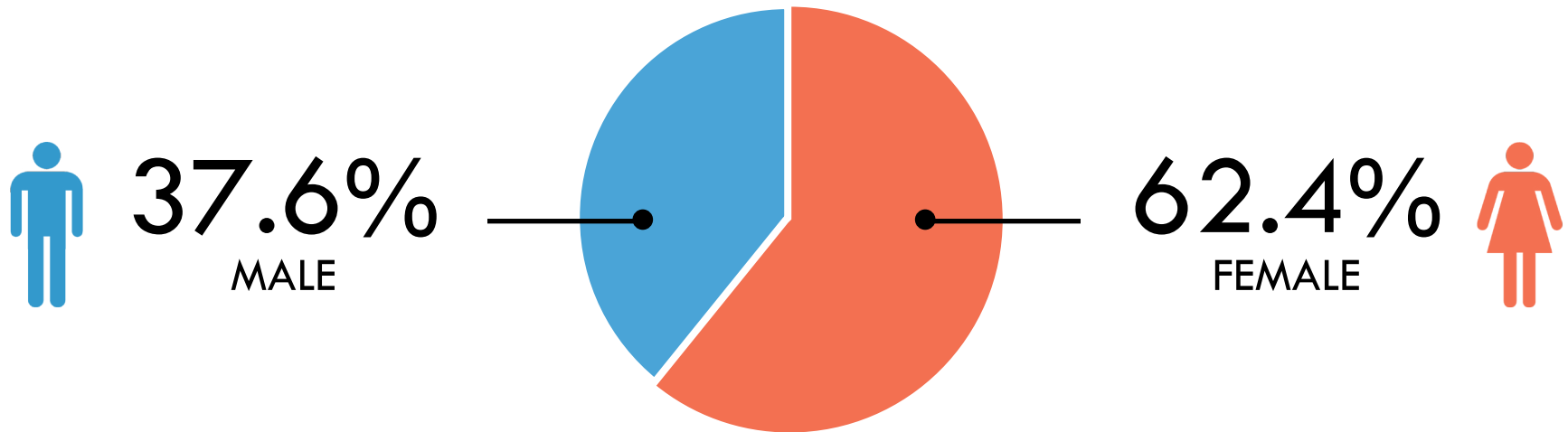
SOCIAL MEDIA

- Facebook – 8,811 Likes
- Instagram - 1,832 Followers
- Pinterest – 837 Followers
- Twitter – 4,007 Followers
- Wordpress - 11,510 Views
- You Tube – 7,857 Views
- Trip Advisor – 4.5 out of 5 rating

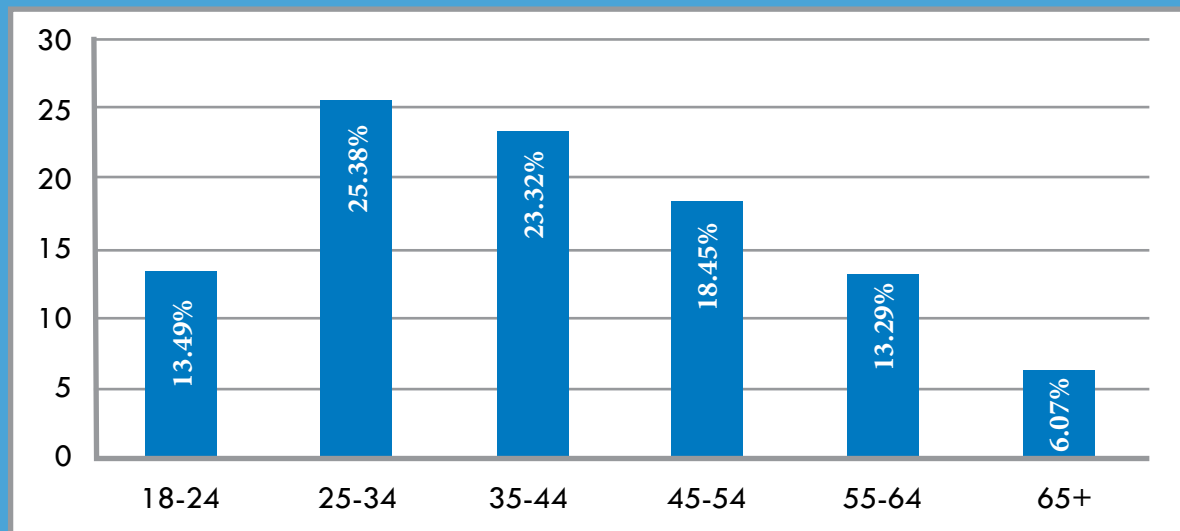


AUDIENCE DEMOGRAPHICS

GENDER



AGE DISTRIBUTION



...WITH THE RIGHT AUDIENCE

Visitor profiling assists in providing the appropriate services for guests & in determining potential markets to target. VLN uses demographic analyses to create an accurate picture of our audience.

Currently, families make up the largest part of our visitor base, followed by groups.



Average Visitor Walk-Ins Per Day

March - October: 16 people

November - February: 10 people

WEB AUDIENCE | Top 10

RANK	PLACE OF ORIGIN
1	North Carolina
2	Georgia
3	New York
4	South Carolina
5	Florida
6	Ohio
7	Virginia
8	Pennsylvania
9	Tennessee
10	California

VISITOR CENTER | Top 10

RANK	PLACE OF ORIGIN
1	North Carolina
2	Ohio
3	Florida
4	Pennsylvania
5	New Jersey
6	Virginia
7	South Carolina
8	Connecticut
9	Michigan
10	Georgia

METRO AREAS | Top 10

RANK	PLACE OF ORIGIN
1	Charlotte, NC
2	Atlanta, GA
3	Raleigh-Durham, Fayetteville, NC
4	Greensboro, High Point, Winston-Salem, NC
5	New York, NY
6	Washington DC/Hagerstown, MD
7	Greenville, Spartanburg, Anderson, SC/Asheville, NC
8	Philadelphia, PA
9	Chicago, IL
10	Nashville, TN

AMBASSADORS & INTERNS

The VLN Ambassadors & Interns contribute a tremendous amount of time, energy, skill sets, & support services - all of which are paramount to VLN's success. These ultimate team players help operate our Visitor Center, man event booths, respond to inquiries, provide assistance with VLN initiatives & act as personal tour guides.



During FY2017, we had **23** ambassadors and **6** interns work here at VLN volunteering for **4,354 hours and 18 minutes**. The independent sector's estimated value for volunteer time is **\$24.14** per hour for 2016. The total volunteer time value equates to **\$105,106.90**.



VLN STAFF

Sally Ashworth, CDME
Executive Director
ashworth@lakenorman.org

Travis Dancy, CSEE
Director of Sales
tdancy@lakenorman.org

Cyndi Bartley
Operations & Marketing Director
bartley@lakenorman.org

Jennie Leng
Graphic Design & Marketing Coordinator
jleng@lakenorman.org

Ciara Waldron
Visitor Services & Content Marketing Coordinator
cwaldron@lakenorman.org

FY16 AWARD

2016 Platinum Award - Best Online Communications
2nd Annual Capture Lake Norman Photo Contest

TESTIMONIALS



Amanda Isaacs reviewed Visit Lake Norman — 5★
4 mins · 🌐

I'm so grateful for the service Visit Lake Norman provides. We have been able to pull together so many resources for my upcoming wedding, and the team takes genuine delight in helping us any way they can. I appreciate their courtesy and professionalism - what a way to welcome others to Lake Norman!



Jessica Kruger reviewed Visit Lake Norman — 5★
May 10, 2016 · 🌐

Love this page! I'm Italian, spent a couple weekends there a few years ago ... definitely in love! No such enchanting place ... have many beautiful pics I look at often ... hope to go back soon!



Robin Hannaman Broker reviewed Visit Lake Norman — 5★
February 13, 2016 · 🌐

I love this page. Lived here 15 years and it's my go to when I want to know what is really going on in town. So many great events that you can miss if you don't check!



TJoelle
Charlotte,
North Carolina

📧 14 🍌 7

🟢🟢🟢🟢🟢 Reviewed February 18, 2017

Very Nice Visitor's Center

For a small town, this visitor's center is very nice. The customer service agents are very helpful and pleasant. They have tons of brochures on the area and the attractions, great souvenirs and the Chamber of Commerce is right there on site!

👍 Thank TJoelle



jam620
West Milford,
New Jersey

🟢🟢🟢🟢🟢 Reviewed October 20, 2016 📱 via mobile

So much information

First time coming to this area and looking to relocate from NJ. So what better place to visit we thought. So much information on the entire state of NC and Donna and Joan were extremely helpful and knowledgeable. Left with lots of stuff!! Southern hospitality indeed!



Mission Statement

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson, and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible.

Organization Vision

Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit to our towns, businesses, and residents.

19900 West Catawba Avenue Cornelius, NC 28031 | Suite 102
(704) 987-3300 | visitorcenter@lakenorman.org

   @VISITLAKENORMAN

**VISIT**
LAKE NORMAN
VisitLakeNorman.org