



Travel Partner News- Fall (September and October)2014

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1. Room Occupancy Tax Collections

New Hanover County gross ROT collections (1st 3%) in May were up +18.51% and were up +8.42% in June, as compared to the same month of the prior year. Fiscal year-to-date (July 2013–June 2014) New Hanover County gross ROT collections (1st 3%) are up +6.95% and calendar year-to-date (January-June 2014) are up +9.59%. New Hanover County ROT collections for fiscal year 2013/2014 set a new benchmark for the third consecutive year.

2. Save the Date: Marketing Plan Industry Partners Presentation

Please save the date for the yearly presentation of the Wilmington and Beaches Convention & Visitors Bureau Marketing Plan for the 2014-2015 Fiscal Year. The presentation will take place from 9:00am-11:30am on Wednesday, September 17, 2014 at the New Hanover County Government Complex located at 230 Government Center Dr. Snacks will be provided. On-site parking is complimentary. Due to the cost and time required for reproducing hand-outs (as well as the need to have an accurate upfront headcount), we will only produce copies for THOSE WHO RSVP their attendance. Your response is needed NO LATER THAN CLOSE OF BUSINESS WEDNESDAY SEPTEMBER 10. Please note that only one copy of the plan per property/organization will be provided. Please RSVP by September 10, 2014 to Jeanette Foster, 341-4030 (extension 111), or by email jfoster@wilmingtonandbeaches.com.

3. N.C. Division of Tourism, Film & Sports Development Brings Coastal Mid-Year Marketing Update to Wilmington

The Division of Tourism, Film & Sports Development and other N.C. Dept. of Commerce programs are evolving into the newly created public-private partnership. Learn how these changes will affect the state's tourism marketing efforts at the annual Mid-Year Marketing Updates. The updates bring together leaders from all sectors of North Carolina's travel industry to highlight recent performance trends, provide updates on current marketing programs and co-op initiatives, and gain insight from partners to help fuel the state's strategic planning for FY 2014-'15. The coastal regional meeting will be held from 9:30 am-2:00 pm on Thursday, September 18, 2014 at the Courtyard by Marriott, 151 Van Campen Blvd, Wilmington. Pre-registration required: <http://www.nccommerce.com/tourism/events/mid-year-marketing-update>

4. Visitor Spending Increases in 2013, Setting New Record

N.C. Governor Pat McCrory and Department of Commerce Secretary Sharon Decker recently announced that visitor spending rose in 95 of N.C.'s 100 counties during 2013. The "2013 Economic Impact of Travel on North Carolina Counties" study was prepared for the N.C. Division of Tourism, Film and Sports Development by the U.S Travel Association. The study reveals that in the year 2013 the economic impact from domestic travel in New Hanover County was estimated at \$477.68 million, representing a 3.8% increase over revised 2012 revenues. New Hanover County moves up one position, from number 9 to rank as number 8 among the state's 100 counties in tourism expenditures.

According to the study, in 2013 Travel and Tourism in New Hanover County provided more than 5,460 jobs and supported a payroll of \$105.41 million. Travel and Tourism also generated \$41.84 million in state and local tax receipts. Travel-generated state and local tax

revenues saved each New Hanover County resident approximately \$196. For the full press release, visit:
<http://www.wilmingtonandbeaches.com/news-articles/press-releases/2013-visitor-impact-for-new-hanover-county/>

5. #spreadtheWilm Update

The #spreadtheWilm campaign received over 31,500 views of the social moments gallery in the first 30 days following its May launch. As of June 30th, there were more than 1,400 #spreadtheWilm posts via various social media channels and 1,600 video views boosted by the city's proclamation recognizing #spreadtheWilm on National Social Media Day.

6. Fall Special Offers, Rates & Travel Packages

The CVB continues to seek information on fall special offers, special rates and travel packages for promotion in e-specials and on websites. The offers submitted will be promoted by the CVB online during and leading up to the fall season. Send your fall special offers to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com by September 12, 2014.

7. Fall Seasonal Website Pages

On August 29, 2014 the fall seasonal landing pages went live on all four destination websites. These fall pages will provide information on everything that visitors can see and do in the area to encourage fall travel. Special events, things to do in the fall, outdoor activities, special offers and recent news will all be highlighted and will serve as the landing page for our ad campaigns.

8. Fall and Holiday Events

The Wilmington and Beaches CVB needs your fall and holiday event information as soon as possible! Public events that meet the CVB's guidelines will be included on the CVB's online calendar of events, as well as on the VisitNC.com calendar. These calendars are used by visitors and the media. We will also use this information to update our holiday event brochure. Please enter your event information directly through the Industry Partner portal on the website (if you don't remember your login information please contact us). Or, you may email or fax event name, date(s), time, location of event, brief description, and contact information (phone number, website) to Karla Thompson, Systems Technology Administrator via email: systems@wilmingtonandbeaches.com or fax to 910-341-4029. Please don't miss out on this opportunity for free event publicity!

9. Holiday Promotions

And while we are on the subject of holidays, the CVB will begin promoting holiday seasonal offers and events in November on the website, seasonal highlights pages, and packages and deals pages and in digital ads. We encourage you to upload holiday special offers, travel packages and events, as well as weekly last-minute deals. Please upload offers to the extranet system or email to marketingassist@wilmingtonandbeaches.com by Friday, October 18, 2014.

10. STS Top 20 Event Nominations

Nomination forms for the Southeastern Tourism Society's Top 20 Events for April, May, June 2015 must be received by STS no later than October 3, 2014. To nominate your event for STS Top 20 consideration, event organizers need to print out and complete the online questionnaire (www.southeasttourism.org/upload_images/file/top20forms.pdf) and mail 2 copies, along with supporting materials, and a \$20 processing fee to be received by STS by their firm deadline Oct. 3, 2014. Instructions and new address are on the Nomination form. Please also send a copy to Michelle Starling, Communications Assistant, at Fax: 910-341-4029 or via email: communications@wilmingtonandbeaches.com

11. Small Cruise Ships to Visit Wrightsville Beach

American Cruise Lines will dock three ships at the Bridge Tender Marina in Wrightsville Beach this fall, weather permitting. The *Independence* will arrive on November 12th, 2014, the *American Glory* will arrive on November 13th, 2014 and the *American Star* will arrive on November 19th, 2014. Each cruise line has pre-arranged shore excursions for its passengers, who will also have free time to shop, dine, and explore the destination. The CVB's services department will provide visitor information. Cruise schedules are subject to change without notice.

12. S.P.O.R.T.S. institute

Sales staff will attend this show for the first time on September 8-11, 2014 in Annapolis, MD. They will be meeting with planners of amateur sporting events such as Youth Amateur Travel Sports Association, US Rowing, International, Senior Softball Association, USA Fencing, USA Pickleball, National Collegiate Wrestling and others.

13. Rejuvenate Marketplace

Sales staff will attend Rejuvenate Marketplace's hosted buyer show October 28-30, 2014 in Atlanta, GA. This show is one of the largest in the religious segment of tourism.

14. Association Executives of N.C. Golf

The AENC Golf Outing will be held on October 13, 2014 at River Landing. Sales Staff will attend and sponsor a team.

15. New Sales Position-Bree Nidds

The Sales Department announces a newly created position. Bree Nidds has joined the CVB as Sales Manager, covering the sports and corporate market segments. This is part of the CVB's efforts to develop more youth and amateur sports groups, especially in the off season.

Bree's background is in Sports Media Relations and Sports Marketing with the University of Hawaii Manoa, and more recently as the Director for the Surf Camp on Bald Head Island. Please help us welcome Bree.

16. Wilmington Convention Center Calendar

Event Name	Date
Epicurean Evening	September 4
Guiding Light Ministries	September 11-12
GWBJ Power Breakfast Series	September 16
North Carolina Recreation and Parks Association	September 21-23
North Carolina Alzheimer's Gala	September 27
Port City Soiree	September 28
Pink Ribbon Luncheon	October 2
ACS Fall Home Show	October 3
PPD Beach 2 Battleship	October 23

Is there something you'd like to see covered here? Let us know; please send your questions and comments to communications@wilmingtonandbeaches.com. Should you have difficulty with the Newsletter, contact Michelle Starling at 910-332-8758, or at communications@wilmingtonandbeaches.com.

Wilmington, N.C., Historic River District & Island Beaches (Wilmington, Carolina Beach, Kure Beach, Wrightsville Beach)