



Travel Partner News- Fall 2016

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Room Occupancy Tax Collections Set New Record for 5th Consecutive Year

New Hanover County gross ROT collections (1st 3%) in May were up +3.09% and were up +5.62% in June, as compared to the same month of the prior year. Fiscal year-to-date (July 2015–June 2016) New Hanover County gross ROT collections (1st 3%) are up +6.87% and calendar year-to-date (January–June 2016) are up +10.99%. New Hanover County ROT collections for fiscal year 2015/2016 set a new record for the 5th consecutive year.

Visitor Spending Increases in 2016; Sets New Record

N. C. Governor Pat McCrory and Department of Commerce Secretary John E. Skvarla, III recently announced that visitor spending rose in 91 of 100 North Carolina Counties during 2015. The "2015 Economic Impact of Travel on North Carolina Counties" annual study was prepared for Visit NC by the U.S Travel Association. The study reveals that in the year 2015 the economic impact from domestic travel in New Hanover County was estimated at approximately \$520.86 million, representing a 2.55% increase over 2014 expenditures. New Hanover maintains its rank as number 8 among North Carolina's 100 counties in tourism expenditures. According to the study, in 2015 Travel and Tourism in New Hanover County provided more than 5,840 jobs and supported a payroll of \$121.05 million. Travel and Tourism also generated \$46.17 million in state and local tax receipts. Travel-generated state and local tax revenues saved each New Hanover County resident approximately \$209.53. To read the full press release, visit: www.wilmingtonandbeaches.com/news-articles/press-releases/2015-visitor-impact-for-new-hanover-county/.

MARKETING DEPARTMENT

Save the Date, Sept. 22: Marketing Plan Industry Partner Presentation – RSVP by Sept. 15

Please save the date for the yearly presentation of the Wilmington and Beaches CVB Marketing Plan for the 2016-2017 Fiscal Year. The presentation will feature guest speakers and the CVB staff in presenting the

marketing plan recommendations. Guest speakers and topics will cover: new tourism promotions, new website, social media and marketing trends, as well as marketing and trade show opportunities for partner participation. Join us from 9:00am-11:00am on Thursday, September 22, 2016 at the New Hanover County Government Complex located at 230 Government Center Dr. Snacks will be provided and on-site parking is complimentary. Your response is needed NO LATER THAN CLOSE OF BUSINESS THURSDAY SEPTEMBER 15. Please RSVP by September 15, 2016 to Jeanette Foster, 341-4030 (extension 111), or by email ifoster@wilmingtonandbeaches.com.

2017 Official Visitor Guide Advertising Time is running out!

Sign up now and advertise in the upcoming 2017 Wilmington and Beaches Official Visitors Guide. Call or email ad sales representative Brenda Clark at 843-455- 1176, Brenda@365degreetotalmarketing.com to reserve your spot in the guide today.

Fall & Holiday Promotions & Events

The Wilmington and Beaches CVB seeks information on fall and holiday special offers, promotions and events. Please send your information to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com for inclusion on the website, social media channels and in eSpecials. The CVB also needs your fall and holiday event information as soon as possible. Public events that meet the CVB's guidelines will be included on our 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 events brochure. You may email or fax event name, date(s), time, location of event, brief description, and contact information (phone number, website) to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com or fax to 910-341-4029. Please don't miss out on this opportunity for free event publicity!

New Drone Videos

Twelve new Drone videos give visitors an eye in the sky preview of what they can expect when visiting Wilmington and our island beaches. Soar along scenic landscapes with a first-hand view of Fort Fisher, Carolina Beach State Park, Johnnie Mercer's Pier, historic downtown Wilmington and more. The Eye in the Sky Drone Videos can be viewed here: <http://www.wilmingtonandbeaches.com/video-galleries/>.

PR DEPARTMENT

Visit NC Canadian Media FAM Tour, Sept. 19-21: The Wilmington and Beaches CVB will be among the coastal destinations co-hosting Visit NC's Canadian "Outdoor Adventure" Media FAM Tour. During their brief stay, the CVB's PR department will host three Canadian journalists and a Visit North Carolina representative who will experience outdoor adventure activities from the river to the sea.

Call for Holiday Events

The holidays are just around the corner and the CVB is gathering holiday event information for the destination website's calendar of events and for the annual holiday brochure. Please send your 2016 holiday event information by October 1, 2016 to Caitlin Mulholland marketingassist@wilmingtonandbeaches.com.

What's New in 2017

Each year the CVB's PR department develops a "What's New" media tip sheet to generate story ideas. Please advise the CVB about *new* attractions, upcoming exhibits, recent/future renovations to attractions/hotels/golf courses, as well as major milestones/anniversaries and first-time events in 2017. Please provide as many details as possible, along with contact information and send your What's New submissions to Connie Nelson, Communications/PR Director, via Email at cvbpr@wilmingtonandbeaches.com or fax 341-4029 (Attn: Connie) no later than the deadline of Friday, November 4, 2016.

STS Top 20 Event Nomination Deadline

Nomination forms for the Southeastern Tourism Society's Top 20 Events for April, May, June 2017 must be received by STS NO LATER THAN October 14, 2016. To nominate your event for STS Top 20 consideration, event organizers need to complete STS's **NEW** online form and submit a \$20 processing fee by their specified deadline. Instructions and links to the Nomination form are on STS's website at <http://southeasttourism.org/meetings/top-20>. Please note that STS will only accept STS Top 20 Event nominations that are submitted online.

SALES DEPARTMENT

Tradeshows and Meetings:

- September 11-14:** Sales department staff will attend SPORTS Relationship Conference in Overland Park, Kansas. This is an annual conference that draws around 300 people in the sports market.
- September 12:** Sales department staff will attend the AENC Annual Golf tournament at River Landing in Wallace. This is an annual tournament for the association market that draws more than 100 people.
- September 26-30:** Sales department staff will attend TEAMS Conference in Atlantic City, New Jersey. This is the largest sports tradeshow in the country and draws thousands of rights holders.
- October 25-28:** Sales department staff will attend Connect Faith Marketplace in Orlando, Florida. This is the largest tradeshow in the religious market bringing in approximately 1,500 people.

Wilmington Convention Center Calendar

Event/Organization	Date
Wilmington Boat Show	September 09-11
Wilmington Fall Home Show	September 23-25
Legacy Awards Dinner Gala	September 24
GWBJ Power Breakfast	September 30
Pink Ribbon Luncheon	October 06
PPD Iron Man	October 19

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 Connie Nelson at 910-332-8751, or at cvbpr@wilmingtonandbeaches.com.