



Travel Partner News - Holiday 2015

Room Occupancy Tax Collections

New Hanover County gross ROT collections (1st 3%) July '15 collections were up 13.21%, but August '15 was down -12.33%, as compared to the same month of the prior year. Fiscal year-to-date, July 2015–August 2015, New Hanover County gross ROT collections (1st 3%) are up 0.46% and calendar year-to-date are up 4.20%.

ADDENDUM: Labor Day dates: September 1, 2014 & Sept. 7, 2015.

NC Tourism Leadership Conference

On November 3 and 4, Kim Hufham, New Hanover County TDA President/CEO, will attend the North Carolina Tourism Leadership Conference in Charlotte. This year's legislative session topics include "Occupancy Tax Integrity" with guest speakers Rep. Ted Davis (Occupancy Tax Committee Chair) and Rep. John Bell (House Majority Whip). The North Carolina Tourism Leadership Conference (TLC) is open to all tourism professionals. TLC is a collaborative effort between the North Carolina Travel Industry Association, the Destination Marketing Association of North Carolina and the North Carolina Tourism Education Foundation.

MARKETING DEPARTMENT

Online Advertising Opportunities Coming Soon

The Wilmington and Beaches CVB is partnering with Destination Travel Network to highlight the area's industry partners with deeper, richer content and deliver a more compelling story for our website visitors. Online advertising opportunities on WilmingtonAndBeaches.com, New Hanover County's official tourism website, will soon be announced for industry partners. Program details are still being finalized, but please contact Senior Marketing Manager Jackie Harlow at jharlow@wilmingtonandbeaches.com if you are interested and you'll be one of the first we contact with the media kit, specs, and pricing once finalized so that you may secure your program. Ads will go up live on the site starting January 1st.

Holiday Promotions, Special Offers & Travel Packages

Holiday seasonal landing pages will go live on all four destination websites in the beginning of November. These pages will provide information on everything that visitors can see and do in the area to encourage November and December travel. Special events, special offers and recent news will all be highlighted, and pages will be promoted via email blasts. The CVB seeks information on holiday special offers, special rates and travel packages for promotion in e-specials, on websites, and through Visit NC co-op program. The offers and packages submitted will be promoted by the CVB online during and leading up to the holiday season. Send your holiday special offers to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com by November 10th.

Social Media Campaigns

Several social media hashtag campaigns were recently launched as extensions of "Fan Photo Friday". Fans are encouraged to post photos and videos on Twitter, Instagram and Facebook using #MyWBAdventure, #OnlyinCB, and #WILMBucketList along with the ongoing original campaign #SpreadtheWilm. These campaigns are designed to increase engagement with past, present and future visitors while highlighting the unique draw of each destination.

SALES & SERVICES DEPARTMENT

Tradeshows/Meetings:

***Meeting Professionals International – Carolinas Chapter**

The November MPI Carolinas Chapter meeting will be held Nov 5-6, 2015 at the Courtyard by Marriott Carolina Beach. Sales Staff will attend this meeting and conduct tours for meeting planners the day before and the day after the conference.

***Association Executives of N.C. Meeting**

Sales staff will attend the AENC bi-monthly meeting and luncheon on November 20, 2015 in Raleigh. Approximately 150 people are expected to attend.

***Association Executives of N.C. Tradeshow**

Sales staff will attend the annual AENC tradeshow, along with several hotel partners, on December 10 in Raleigh. Approximately 300 meeting planners will be in attendance.

Small Cruise Ships to Visit Port of Wilmington and Port City Marina

The CVB's Services Department is providing visitor information to two visiting ships during November: Haimark Lines' passenger cruise ship, *Saint Laurent*, is expected to dock at the NC State Port in Wilmington on November 5th with up to 190 passengers. On November 11th, American Cruise Lines will dock the *Independence* at the new Port City Marina, bringing up to 100 passengers. Each cruise line has pre-arranged shore excursions for passengers, who will also have free time to shop, dine, and explore the destination. Cruise schedules are subject to change without notice.

PR DEPARTMENT

What's New in 2016

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 2016. 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 13, 2015.

Calendar of Events Submissions

The Wilmington and Beaches CVB needs your 2016 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 email event name, date(s), time, location of event, brief description, and contact information (phone number, website) to Caitlin Mulholland via email: marketingassist@wilmingtonandbeaches.com or fax to 910-341-4029, ATTN: Caitlin. Please don't miss out on this opportunity for free event publicity!

STS Top 20 Event Nominations

Nomination forms for the Southeastern Tourism Society's Top 20 Events for April, May, June 2016 must be received by STS NO LATER THAN January 15, 2016. To nominate your event for STS Top 20 consideration, event organizers need to complete STS's NEW online form http://southeasttourism.org/static/img/pdfs/Top20_Online_Submission.pdf and submit a \$20 processing fee by their specified deadline. Instructions are on STS's Nomination form. Please note that STS recently changed its process and will only accept STS Top 20 Event nominations that are downloaded and/or submitted online.

Wilmington Convention Center Calendar

Event/Organization	Date
GWBJ Power Breakfast Series	December 02
Wilma Expo	December 05
Aniwave	December 06
Good Friends Luncheon	December 08

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)