



Wilmington and Beaches CVB – Travel Partner News- Spring (March, April, May) 2014

In this edition of the CVB's Navigator eNewsletter...

1. Room Occupancy Tax Collections
2. Spring Special Offers, Rates & Travel Packages
3. New Event Preview Videos
4. WilmingtonCivilWar150.com
5. STS Top 20 Event Nominations
6. NC Media Mission, Washington, D.C.
7. National Travel and Tourism Week
8. Year-Round Hometown Tourist Page
9. Small Cruise Ships to Visit Wrightsville Beach
10. National Association of Sports Commissions Trade Show
11. Society of Government Meeting Planners Trade Show
12. CVB & others to educate the NC Inquiry Division- 1-800-VISITNC
13. Hospitality Workshops/Seminars
14. Satellite Visitor Information Center's will Open for the Season
15. Wilmington Convention Center Calendar

1. Room Occupancy Tax Collections

New Hanover County gross ROT collections (1st 3%) in December '13 were up 4.65% as compared to the same month of the prior year. Fiscal year-to-date, July 2013–December 2013, New Hanover County gross ROT collections (1st 3%) are up 4.84% and calendar year-to-date are up 2.53%.

2. Spring Special Offers, Rates & Travel Packages

The CVB continues to seek information on spring 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 spring season. Send your spring special offers to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com by March 14th.

3. New Event Preview Videos

The CVB recently launched 25 new Event Preview Videos on the Wilmington and Beaches websites. The videos feature previews and information on signature events from Wilmington, Carolina, Kure and Wrightsville Beach. The videos can be viewed in the Video Gallery section of WilmingtonAndBeaches.com.

4. WilmingtonCivilWar150.com

A special section of the Wilmington and Beaches website commemorating the 150th anniversary of the end of the Civil War in Wilmington was recently launched by the CVB. The section highlights information on Wilmington's important historical role in the Civil War and will feature area Civil War information from 2014 through 2015. Information on area Civil War events, Civil War attractions as well as educational information on local monuments and markers are featured on the site and can be found at WilmingtonCivilWar150.com. To have a Civil War event or attraction featured on the site, please send your information to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com.

5. STS Top 20 Event Nominations

Nomination forms for the Southeastern Tourism Society's Top 20 Events for October, November, December 2014 must be received by STS no later than April 4, 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 April 4, 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.

6. NC Media Mission, Washington, D.C.

On April 29, 2014, the Wilmington and Beaches CVB Communications/PR Director will be among representatives from 15-20 destinations participating in the N.C. Division of Tourism Media Mission in Washington, DC. This event creates an opportunity for NC destinations to promote their brand and corresponding story angles directly to key editors, writers, producers and bloggers in the Washington, DC, area.

7. National Travel and Tourism Week

Mark your calendar for National Travel & Tourism Week, May 3-11. This year's theme is "Travel Effect," the U.S. Travel Association's ongoing advocacy and awareness campaign. In the coming weeks the CVB will be finalizing its National Tourism Week promotion, which includes an exciting new "Friends & Family" component (more details TBA). As in years past, the CVB will distribute "Thank you for visiting" ribbons to hotels and attractions in late April. We will also provide a link where travel partners can access this year's NTW posters online. In an effort to make our visitors feel extra-special during National Tourism Week, we encourage management and front line employees to wear the ribbons and display the posters at check-in, ticket counters and other public spaces. In addition, our four visitor information centers will distribute small souvenirs to visitors who stop in during National Travel & Tourism Week. For more information about National Travel & Tourism Week, visit <http://www.ustravel.org/marketing/national-travel-and-tourism-week> or email Connie Nelson, Communications/PR Director, at cvbpr@wilmingtonandbeaches.com.

8. Year-Round Hometown Tourist Page

The Winter 2014 edition of the CVB's Navigator newsletter included information about changes in the CVB's Hometown Tourist initiative and the creation of a year-round Hometown Tourist page as part of the destination website. Thanks to all who responded with Free Admission and Discounted Days for 2014. Please refer local residents to the web page www.WilmingtonAndBeaches.com/Hometown and please continue to keep the CVB informed as your attraction/tour/cruise adds Free Admission and Discounted Days for County and/or N.C. residents.

9. Small Cruise Ships to Visit Wrightsville Beach

Three American Cruise Line (ACL) ships will dock at the Bridge Tender Marina in Wrightsville Beach this spring, weather permitting: *Glory* (April 28, Arrives 8am with up to 50 passengers); *Independence* (May 4, Arrives 7:30am with up to 100 passengers) and *American Star* (May 26, Arrives at 8:30am with up to 100 passengers). In June/July two Blount Small Ship Adventures cruise liners will also include a port-of-call visit in Wrightsville Beach (arrival details TBA). Each cruise line has 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.

10. National Association of Sports Commissions Trade Show

Sales Staff will attend the NASC (National Association of Sports Commissions) Trade Show in Oklahoma City on March 31st through April 3rd. They will meet with sports events rights holders during pre-scheduled appointments and attend educational sessions. As part of the North Carolina Sports Association, the CVB will also host a client event that week to meet additional potential buyers one on one.

11. Society of Government Meeting Planners Trade Show

Sales staff will have an exhibit at the SGMP (Society of Government Meeting Planners) Trade Show in Portland, OR from May 6-8th. Where they will meet with potential clients and meeting planners to bring groups to our area.

12. CVB & others to educate the NC Inquiry Division- 1-800-VISITNC

On March 21st the CVB, with several industry partners, will be doing a presentation about the Wilmington and Beaches area to the Inquiry Division of the North Carolina Division of Tourism, Film and Sports Development in Raleigh. The Inquiry Division is located in the North Carolina Women's Correctional Institution. The program has been phenomenally successful since its inception in the nineties. Approximately 25 ladies are well educated about tourism in North Carolina and respond to inquiries received through internet, phone and mail.

13. Hospitality Workshops/Seminars

Create Magic in your Hospitality/Tourism Business

The hospitality industry is invited to attend a free seminar on March 12, 2014 from 2-5pm. The seminar will be presented by John Formica, "Ex-Disney Guy" at Cape Fear Community College's North Campus in the McKeithan Center. John Formica is "America's Customer Service Coach" with over 25 years of experience in the hospitality and service industry. The seminar is free and open to all hospitality and tourism related businesses. This year's seminar is sponsored by Cape Fear Community College and the Wilmington Area Hospitality Association. For additional information or registration go to www.cfcc.edu/sbc

Disney's Approach to Creativity and Innovation

On May 20, 2014 the North Carolina Aquarium Society is welcoming the Disney Institute in presenting this special workshop for all business owners. The workshop will be held at Cape Fear Community College's Union Station, 502 N Front Street, Wilmington from 8am-4:30pm. There will be a charge for this workshop and registration will be available in 1-2 weeks at: www.disneyinstituteevite.com/wilmington_nc/savethedate

14. Satellite Visitor Information Center's will Open for the Season

Riverfront Booth will open April 1st through October 31st. Hours are: April, May, September and October 9am-4:30pm daily and June, July and August they are open 9:30am-5pm daily.

Pleasure Island Visitor Center will extend it's hours beginning April 1st through September 30th. They will open on Saturday 9am-4pm and Sunday 1pm-4pm. They are open Monday-Friday 9am-5pm throughout the year.

Wrightsville Beach Visitor Center will open daily from April 1st through September 30th. Hours will be Monday, Tuesday and Wednesday 10am-2pm, Thursday 10am-3pm, Friday, Saturday 9am-3pm and Sunday 1pm-4pm.

15. Wilmington Convention Center Calendar

Event Name	Date
Cape Fear Beer Festival	March 1
Around the World in 80 Days Gala	March 1
North Carolina State Bee Association Meeting	March 6
Cape Fear Wildlife Expo	March 14-16
WilmingtonBiz Conference & Expo	March 19
Life Line Pregnancy Center Fundraising Event	March 20
GWBJ Power Breakfast Series	March 27
9 Panel War on the Shore National Cheerleading Championship	March 29
Azalea Festival Queen's Coronation	April 9
Cape Fear Tattoo and Art Expo	April 25
YWCA 100 th Anniversary Gala	May 3
JDRF Hope Gala 2014	May 17

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)