



Travel Partner News- Spring 2016

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

1. Room Occupancy Tax Collections
2. SAVE THE DATE: National Travel and Tourism Week & Travel Rally Breakfast
3. Spring Special Offers, Rates & Travel Packages
4. North Carolina Beer Month
5. New Videos
6. What's New Information
7. Sales Department Tradeshows & Meetings
8. N.C. Media Mission
9. SATW Eastern Chapter Conference/Marketplace & Post-FAM Tour
10. Satellite Visitor Centers Reopening
11. Services Department Activities
12. Small Cruise Ships to Dock Downtown
13. Wilmington Convention Center Calendar

Room Occupancy Tax Collections

January 2016 New Hanover County gross ROT collections (1st 3%) were up 17.75% as compared to the same month of the prior year. Fiscal year-to-date (July 2015–January 2016), New Hanover County gross ROT collections (1st 3%) are up 4.30% and calendar year-to-date (January 2015–December 2015) are up 5.10%. The 2015 year end increase marks the fifth consecutive benchmark year for New Hanover County ROT.

SAVE THE DATE: National Travel and Tourism Week & Travel Rally Breakfast

Mark your calendar for the CVB's 3rd Annual Travel Rally Breakfast on Monday, May 2, 2016. The breakfast will kick off National Travel & Tourism Week, May 1-7, the U.S. Travel Association's ongoing advocacy and awareness campaign. Watch for an invitation to the Travel Rally Breakfast which will arrive via email in the coming weeks with details of the program and venue. As in years past, the CVB will distribute ribbons to hotels and attractions in late April, along with instructions on how to access/print NTW posters. 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 <https://www.ustravel.org/events/national-travel-and-tourism-week> or email Connie Nelson, Communications/PR Director, at cvbpr@wilmingtonandbeaches.com.

MARKETING DEPARTMENT

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 the spring season. Now is the time to send your spring special offers to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com.

North Carolina Beer Month

In addition to the Tours & Trails roundup pages recently launched on WilmingtonAndBeaches.com, a new page dedicated specifically to NC Beer Month was added to the site to highlight the special events and festivities planned throughout the area by our brew masters and purveyors of craft beer. You're invited to visit the page and join in our month-long celebration of the booming brewing industry throughout the month of April: <http://www.wilmingtonandbeaches.com/nc-beer-month/>

New Videos

New videos will soon be under production to enhance the user experience on WilmingtonAndBeaches.com. Visitors will be able to interact with the destination through ground-based full 360-degree videos and marvel over the natural beauty of the area and its landscapes with aerial drone video footage.

What's New Information

For information on new industry happenings in Wilmington and our beaches, including new breweries, recent accolades, new area hotels and more, visit our What's New roundup pages. This information is updated frequently, so feel free to check back often as new announcements are added.

<http://www.wilmingtonandbeaches.com/whats-new/>

<http://www.visitcarolinabeachnc.com/what's%20new/>

<http://www.visitkurebeachnc.com/what's%20new/>

<http://www.visitwrightsvillebeachnc.com/what's%20new/>

SALES DEPARTMENT

Tradeshows and Meetings:

National Association of Sports Commissions: Sales staff attended the NASC (National Association of Sports Commissions) Trade Show in Grand Rapids, MI on April 4-7, 2016. They met with sports events rights holders during prescheduled appointments and attended educational sessions.

Meeting Professionals International – Carolinas Chapter: Sales staff will participate in Global Meetings Industry Day on April 14th at a joint reception with MPI, SITE Southeast & SCSAE in Charleston, S.C.

Coastal Ride Edenton – Cycle NC: Sales staff will attend the Coastal Ride Edenton, April 22-24, 2016, as a potential host destination for future events of Cycle North Carolina.

Wells Fargo PGA Championship – Quail Hollow: Sales staff will attend the Wells Fargo PGA Championship – Quail Hollow, May 2-8, 2016, to prepare as a host destination for the 2017 championship at Eagle Point Golf Club.

Meeting Professionals International – Carolinas Chapter: Sales staff will attend the annual meeting & awards for the Carolinas Chapter of Meeting Professionals International held in Hilton Head, S.C. on May 9-11, 2016.

Triangle Business Golf Association: Sales staff will attend the Triangle Business Golf Association kick-off at River Landing Country Club, May 19, 2016. The association consists of association and hospitality executives from North Carolina.

PR DEPARTMENT

N.C. Media Mission

Wilmington and Beaches CVB Communications/PR Director Connie Nelson will be among the destination representatives participating in the upcoming Visit North Carolina Media Mission in Washington, D.C. on May 10. Visit North Carolina media events create an opportunity for destinations across the state to promote their brands and corresponding story angles directly to key editors, writers, producers and travel bloggers where their headquarters are based.

SATW Eastern Chapter Conference/Marketplace & Post-FAM Tour

Connie Nelson, Communications/PR Director, will attend the Society of American Travel Writers (SATW) Eastern Chapter Conference & Marketplace to be held in Raleigh, NC on April 24-27, 2016. The annual chapter conference and media marketplace affords the CVB the opportunity to meet face-to-face with dozens of freelance journalists who write about East Coast travel destinations. Following the Eastern Chapter conference, a group of 6 journalists will visit Wilmington and our beaches as part of a post-FAM trip hosted by the Wilmington and Beaches CVB.

VISITOR SERVICES

Satellite Visitor Centers reopening at Wrightsville Beach, Pleasure Island, and the Riverfront

The satellite Visitor Centers will open in April for the season at Wrightsville Beach, Pleasure Island and the Riverfront Information Center. Please click this link for hours and locations:

<http://www.wilmingtonandbeaches.com/contact-us/>.

Services Department Activities

The Services Department will attend several functions to service groups and distribute visitor information:

- April 13: N.C. School Administrators, Wilmington Convention Center
- April 28: N.C. Dental Conference, Blockade Runner Resort
- May 6: I-95 N.C. Welcome Center to welcome visitors in celebration of National Tourism Week
- TBA: Provide visitor information to American Cruise Lines ships, April/May

Small Cruise Ships to Dock Downtown

Three American Cruise Line (ACL) ships will dock at the Port City Marina in Wilmington this spring, weather permitting: American Glory (April 24-25 with up to 50 passengers); Independence (May 1-2 with up to 100 passengers) and American Star (May 23-24 with up to 100 passengers). Each cruise 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.

Wilmington Convention Center Calendar

Event/Organization	Date
Spa and Swim Spa Show	April 08-10
NC Assn of School Administrators	April 13-15
Golden Hammer Breakfast	April 26
YWCA Women of Achievement Awards	May 05
JDRF Hope Gala	May 21

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.