



Travel Partner News- Summer 2016

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Room Occupancy Tax Collections

March 2016 New Hanover County gross ROT collections (1st 3%) were up 29.56% as compared to the same month of the prior year. Fiscal year-to-date (July 2015–March 2016), New Hanover County gross ROT collections (1st 3%) are up 7.22%. Calendar year-to-date (January 2016-March 2016) New Hanover County gross ROT collections (1st 3%) are up 23.87%.

MARKETING DEPARTMENT

2017 Official Visitor Guide Advertising

Reserve your space now in the upcoming 2017 Wilmington and Beaches Visitors Guide. This is the official tourism guide featuring lodging, attractions, shopping, dining, arts and culture and much more. Over 150,000 copies are distributed through numerous state and local tourism distribution outlets and to New Hanover County visitor inquiries with 10,000 plus online views of the digital guide. New this year is a FREE interactive map feature on the digital guide with every ad purchase. Call or email ad sales representative Brenda Clark at 843-455-1176, Brenda@365degreetotalmarketing.com to reserve your spot in the guide today.

Official Website Advertising Opportunities

The Wilmington and Beaches CVB is pleased to share an online advertising opportunity for tourism industry partners on the official tourism website for New Hanover County – www.WilmingtonAndBeaches.com. With over 2.5 million page views annually and limited advertising inventory, this is your chance to secure your spot! Destination Travel Network (DTN) is in partnership with the Wilmington and Beaches CVB to manage this powerful online advertising program. Don't miss out on this opportunity to highlight your business and reach visitors who are researching and making their travel decisions online through the official tourism website for New Hanover County. Call or email DTN ad sales representative Meredith Sasser at 703-517-3429, MSasser@destinationtravelnetwork.com for more information.

Video Production

New video production using 360 ground-based and Drone technology is underway. Crews are shooting throughout New Hanover County to capture the best video footage of our scenic landscapes and first-hand, immersive experiences of what visitors can expect when visiting Wilmington and our island beaches. Once completed, the videos will be posted in the video galleries on www.WilmingtonAndBeaches.com.

PR DEPARTMENT

Summer Preparedness

Summer brings an increase in visitors, as well as an increase in the potential for major storms and ocean safety risks. Being prepared is the best way to help ensure the safety of our visitors and to rebound from a crisis. As we enter our peak tourist season, here are a few reminders:

*One of the most important steps is to make sure that our database is up to date. Please provide any changes in your management contacts (name/title/email address/phone) as soon as possible to our Systems/Technology Manager Karla Thompson at systems@wilmingtonandbeaches.com.

*In a crisis situation, public safety is our primary concern. In an effort to help ensure the safety of our visitors, the Wilmington and Beaches CVB provides Ocean Safety Tips: www.wilmingtonandbeaches.com/ocean-safety-tips.

*Media inquiries relating to crises and tourism in New Hanover County may be directed to the CVB spokesperson, Connie Nelson: 910-341-4030, ext. 121 or cvbpr@wilmingtonandbeaches.com.

STS Top 20 Event Nominations

Nomination forms for the Southeastern Tourism Society's Top 20 Events for October-November-December 2016 must be received by STS no later than July 15, 2016. To nominate your event for STS Top 20 consideration, event organizers need to complete the online questionnaire. Please note that STS has a new online nomination process. Detailed instructions and forms can be found at <http://southeasttourism.org/meetings/top-20>.

Industry Guest Blogs

The CVB continues its industry guest blog series that features destination articles written by local experts. Past topics include: Historic Preservation; History of the Carolina Beach Boardwalk; Fall Fishing; History of Surfing at Wrightsville Beach; World War II History; Wilmington's Performing Arts; Holiday Arts & Cultural events; Coastal Birding; Northern Riverfront Development; N.C. State Park Centennial; Azalea Wonderland; among others. Guest blogs are posted in the online press rooms of the featured destination. Wilmington blogs are available at www.wilmingtonandbeaches.com/news-articles (click on the Blog tab).

SALES DEPARTMENT

Tradeshows and Meetings:

June 5-6: CVB Staff will attend NC SGMP Annual Education Conference in Whispering Pines, NC with government meeting planners from North Carolina.

June 9: CVB staff to attend AENC meeting in Raleigh, which provides the opportunity to meet with Association Planners from North Carolina and to form new relationships.

June 10-15: CVB staff to attend Meeting Professionals International World Education Congress in Atlantic City, NJ which includes a buyer tradeshow, education sessions and networking with Corporate Meeting Planners.

June 23: CVB staff will attend a game at the Croasdaile Golf Club with the Triangle Business Golf Association, consisting of members from associations and corporations from North Carolina.

June 30: CVB Staff to attend annual Georgia Chapter of Meeting Professionals International meeting in Atlanta, GA. The group consists of Corporate and Association Meeting Planners.

July 14-15: CVB staff will attend MPI Carolinas Chapter Bi-Monthly Chapter meeting in Chapel Hill- Durham with Corporate and Association Meeting Planners.

July 16-18: CVB staff will attend the AENC Annual meeting in Williamsburg, VA with Association Meeting Planners from North Carolina.

August 17: CVB staff will host the Sports Marketing Advisory Committee quarterly meeting to discuss topics related to facility updates, event recaps, and upcoming events.

August 21-23: Wilmington will host the North Carolina Society of Government Meeting Professionals 2017 South Eastern Regional Education Conference. This conference will bring in more than 150 government meeting planners from all over the southeast. Events will be held at the Wilmington Convention Center and the Hilton – Wilmington Riverside is the host hotel.

August 25-27: CVB Staff to attend Connect Marketplace in Grapevine, TX. The annual education conference and appointment only trade show is a highly respected event that brings together the most active planners, suppliers and experts in Corporate, Association, Incentive and Citywide meetings and events. The business marketplace is where RFPs are placed, dates are secured and relationships are developed for future business.

August 29-31: CVB staff will attend XCITE Hosted Buyer tradeshow in Naples, Florida and teach a 3 hour CMP Bootcamp to Corporate & Association Planners.

Wilmington Convention Center Calendar

| Event/Organization | Date |
|--|-------------|
| Coastal Horizons Lunch with Terry Bradshaw | June 10 |
| NPC Gold's Classic | June 11 |
| GWBJ Power Breakfast | June 14 |
| Ink & Arms: A Tattoo & Gun Expo | June 24-26 |
| Summer Bridal Expo | July 10 |
| Cape Fear Purple Heart Dinner | August 13 |

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 .