



Travel Partner News- Winter 2015

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1. Room Occupancy Tax Collections

November 2014 New Hanover County gross ROT collections (1st 3%) were up 9.37% as compared to the same month of the prior year. Fiscal year-to-date (July 2014–November 2014), New Hanover County gross ROT collections (1st 3%) are up 11.59% and calendar year-to-date (January 2014–November 2014) are up 10.69%.

2. Spring Packages

The CVB is also seeking spring travel packages for promotion in e-specials and on websites. Packages and special rates submitted will be promoted by the CVB online leading up to the spring season, beginning in February. Send your spring packages to Caitlin Mulholland at marketingassist@wilmingtonandbeaches.com by **February 6, 2015**.

3. 2015 Official Visitor's Guide

The 2015 Official Visitors Guide, the CVB's official resource for visitor information, is now available for display with area merchants, attractions, lodging-partners, and tourism-related businesses. With information on accommodations, attractions, dining, shopping, tours, and outdoor activities, the guide makes planning easy for the visitors. The CVB distributes print copies of the guide each year to visitor inquiries generated from advertising, telephone and the website and to walk-in visitors to our Visitor Information Centers. A digital edition of the Visitors Guide is also posted on the CVB's website and the VisitNC.com website.

Bulk copies of the guide are also available for pick-up from the main Visitor Information Center at 505 Nutt Street. If you would like to display copies of the guide at your business, please call Karen Warren, Visitor Information Center Manager at 910-332-8750 or visit@wilmingtonandbeaches.com. A 7-business day notice is required for processing. Based on your feedback on our distribution process in previous years, we will now be providing a bulk distribution day in March as we head into our busy season in central locations around Wilmington, Carolina, Kure and Wrightsville Beach where copies of the guide can be picked up. Information on the date and time of the distribution will be provided to our partners via email.

4. New Wilmington and Beaches App

A new Wilmington and Beaches app is now available for Apple and Android devices. The app is free and gives visitors a one-stop experience to learn about the area and features information on hotels and lodging, things to do, events, restaurants and more. For more information visit: <http://www.wilmingtonandbeaches.com/wilmingtonapp/>

5. America's Best Riverfront Toolkit

A new toolkit is now available on the Wilmington and Beaches website for industry partners to access tools to help promote Wilmington's recent designation as America's Best Riverfront in the USA Today 10Best Readers' Choice travel awards. The toolkit includes printable signage, logos, social media images and more. Click [here](#) to access the toolkit.

6. Hometown Tourist Website Updates

The CVB is updating its Hometown Tourist web page www.WilmingtonAndBeaches.com/hometown with 2015 information about attractions that are free and/or discounted to New Hanover County residents on designated dates throughout the year. If your attraction, tour or cruise offers free days and/or discounts to New Hanover County residents, please send us the 2015 dates for free and/or discounted admission and a detailed description. to: Connie Nelson, Communications/PR Director at cvbpr@wilmingtonandbeaches.com by **February 6, 2015**. Thanks!

7. North Carolina Media Mission

The Wilmington and Beaches CVB was scheduled to participate in Visit NC's Media Mission on January 27th, however, the show has been postponed due to the weather. New date TBA. More than 100 New York area consumer, lifestyle and travel trade media (print, broadcast and online) representatives have been invited to attend a media reception where each participating destination is showcased. More than 20 participating NC destinations will be showcased at the event. CAM Café Chef Jessica Cabo has been invited by Visit NC to prepare and represent coastal cuisine at this year's reception.

8. North Carolina Governor's Conference on Tourism

Mark your calendars to attend the 2015 N.C. Governor's Conference on Tourism March 8-10 at the Pinehurst Resort in Pinehurst. It's a great opportunity to network with more than 500 of the state's tourism industry leaders and gain insights into North Carolina's growing travel industry. The conference program will include signature keynote addresses, informative educational sessions, an issues forum, a preview of Visit NC's 2015-'16 strategic marketing plan and co-op opportunities, and valuable interaction with peers and media partners. Online registration is now open. Early registration rates end **Jan. 29**. For more information and registration, visit <http://www.ncgovconf.com/> or contact Heidi Walters at heidi.walters@visitnc.com or 919-447-7762.

9. 2015 Events for Calendar

The Wilmington and Beaches CVB needs your 2015 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. Please enter your event information directly through the Industry Partner portal on the website (if you don't remember your login information please contact us). Or, you may email or fax event name, date(s), time, location of event, brief description, and contact information (phone number, website) to Caitlyn Mulholland, Marketing Assistant, via email: marketingassist@wilmingtonandbeaches.com or fax to 910-341-4029. Please don't miss out on this opportunity for free event publicity!

10. Services Department will Represent CVB at Upcoming Military Show

Muriel Pearson with the Services Department will represent the CVB at the Seymour Johnson Air Force Base Military Show in Goldsboro, NC on February 25, 2015. This show attracts retired and active duty military personnel. Any travel partner that would like to provide give-a-ways, coupons or special offers should contact Muriel Pearson, Services Manager at 910-332-8753 or email her at services@wilmingtonandbeaches.com.

11. Wilmington Convention Center Calendar

Event/Organization	Date
NHRMC Red Dress Luncheon	February 6
Valentine's Day Love Affair Concert	February 14
Wilmington Spring Home Show	February 21-23
Lyceum Academy Reversal of Fortune	February 27

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.