

VISITNC

A man and a woman are seen from behind, standing on a rocky mountain peak. They are both wearing backpacks and looking out over a vast, scenic landscape. The foreground and middle ground are filled with dense forests displaying vibrant autumn colors in shades of orange, yellow, and red. In the distance, rolling mountain ranges stretch across the horizon under a clear blue sky with scattered white clouds. The overall atmosphere is peaceful and scenic, capturing the beauty of North Carolina's natural environment.

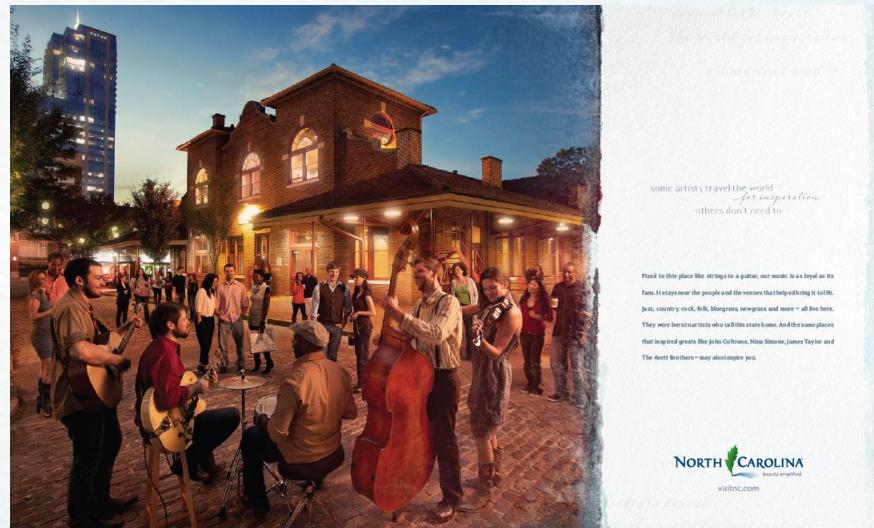
MARK SHORE

N.C. DIVISION OF TOURISM



PROGRAM GOALS

- More people, staying longer, spending more money
- Strategic marketing investments
- Leveraging resources through partnerships



MEASURING SUCCESS

Visitor research (demographics, activities, attitudes)

Economic impact

ROI/attitude and awareness

Web analytics

Social engagement

Partner investment



2013 RECORD YEAR FOR NC TOURISM

\$20.2 Billion in Visitor Spending

Nearly 200,000 Jobs

\$1 Billion in State Tax Revenues

\$597 Million in Local Tax Revenues

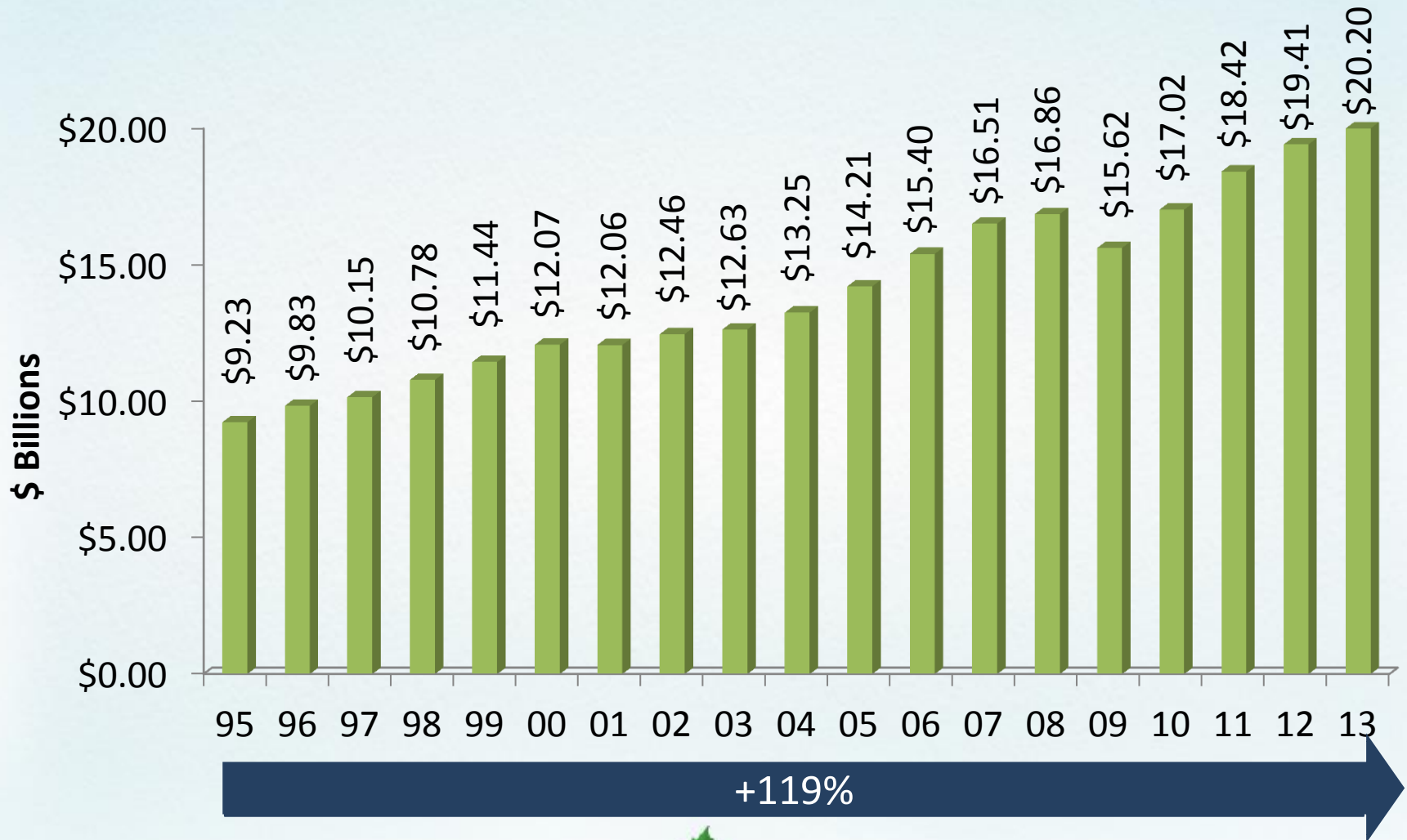
Visitors contribute \$4.4 Million Per Day

in State and Local Tax Revenues

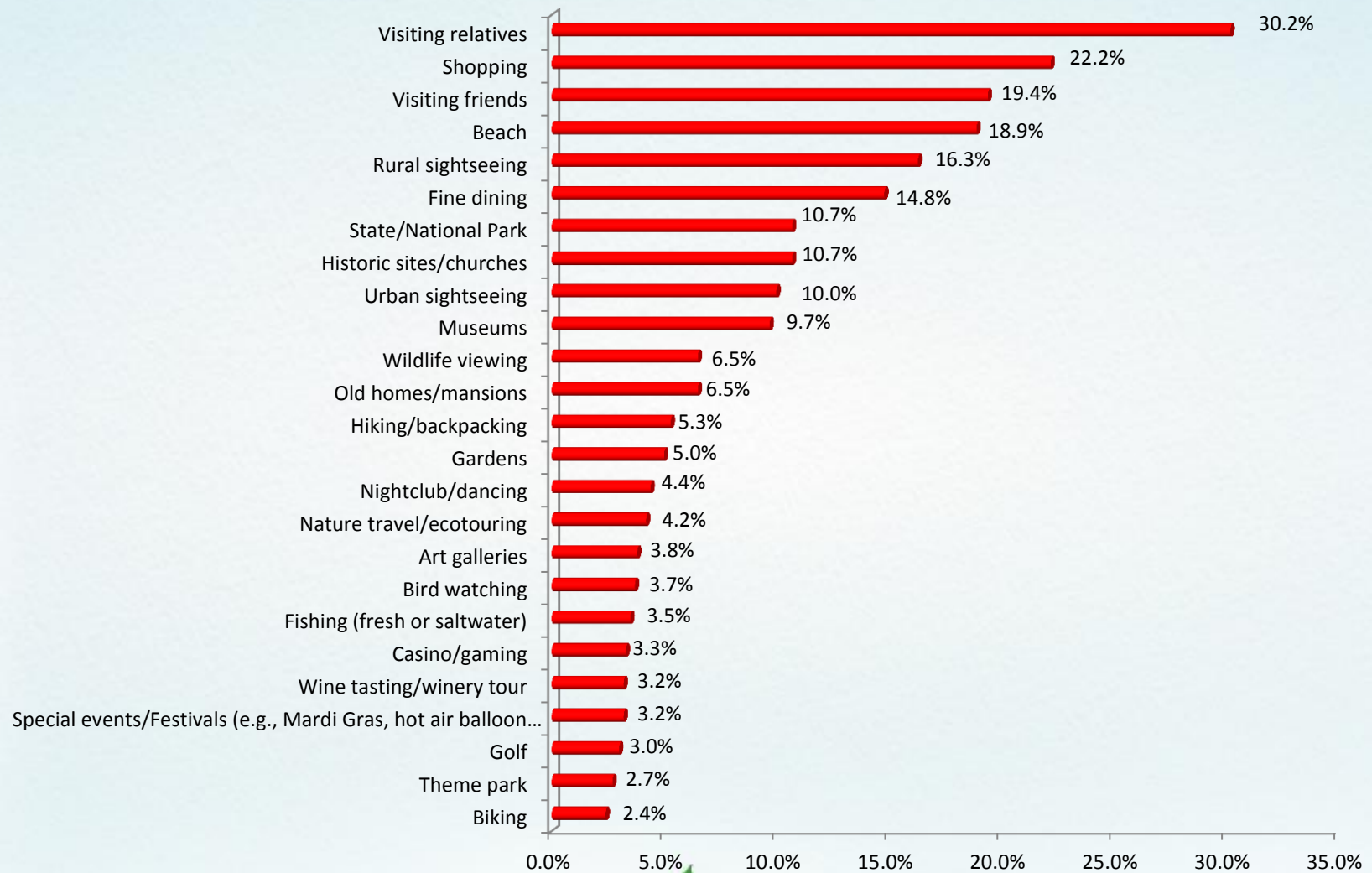
NC Households save \$435 in taxes due to visitor spending



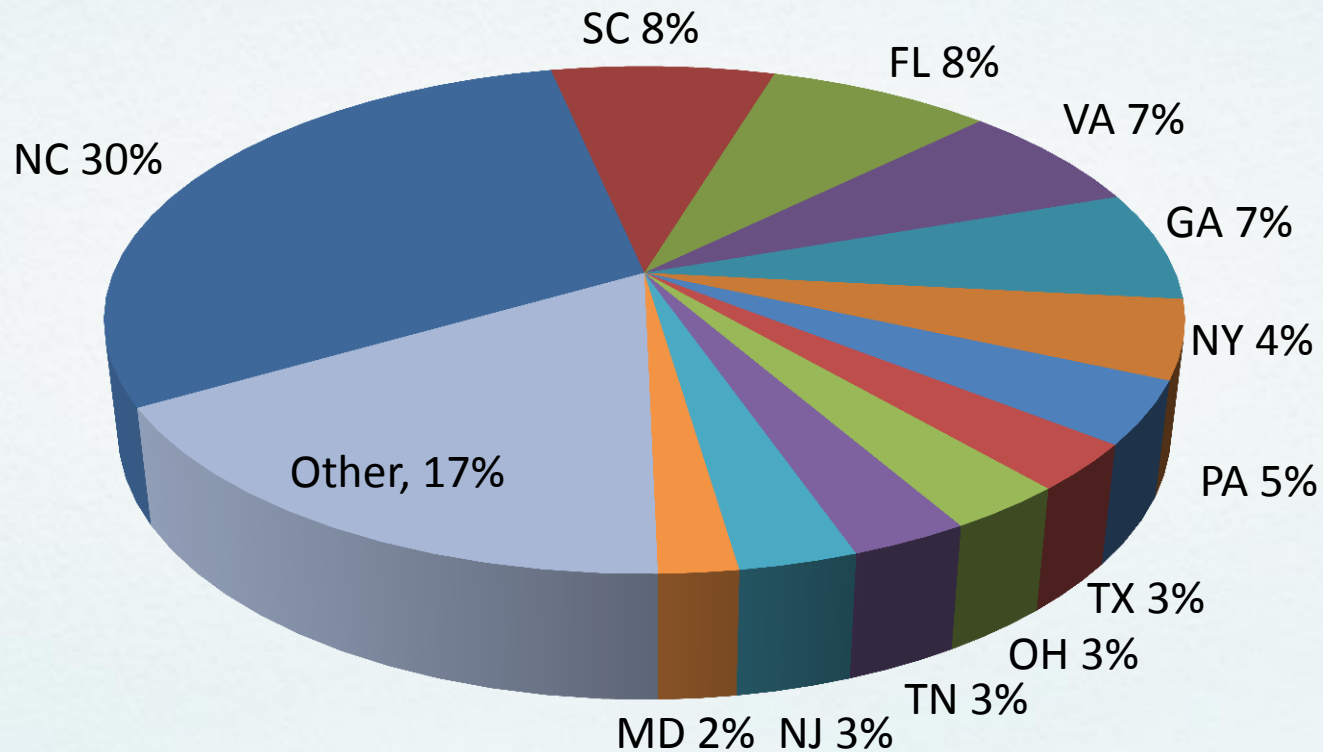
DIRECT VISITOR SPENDING IN NORTH CAROLINA



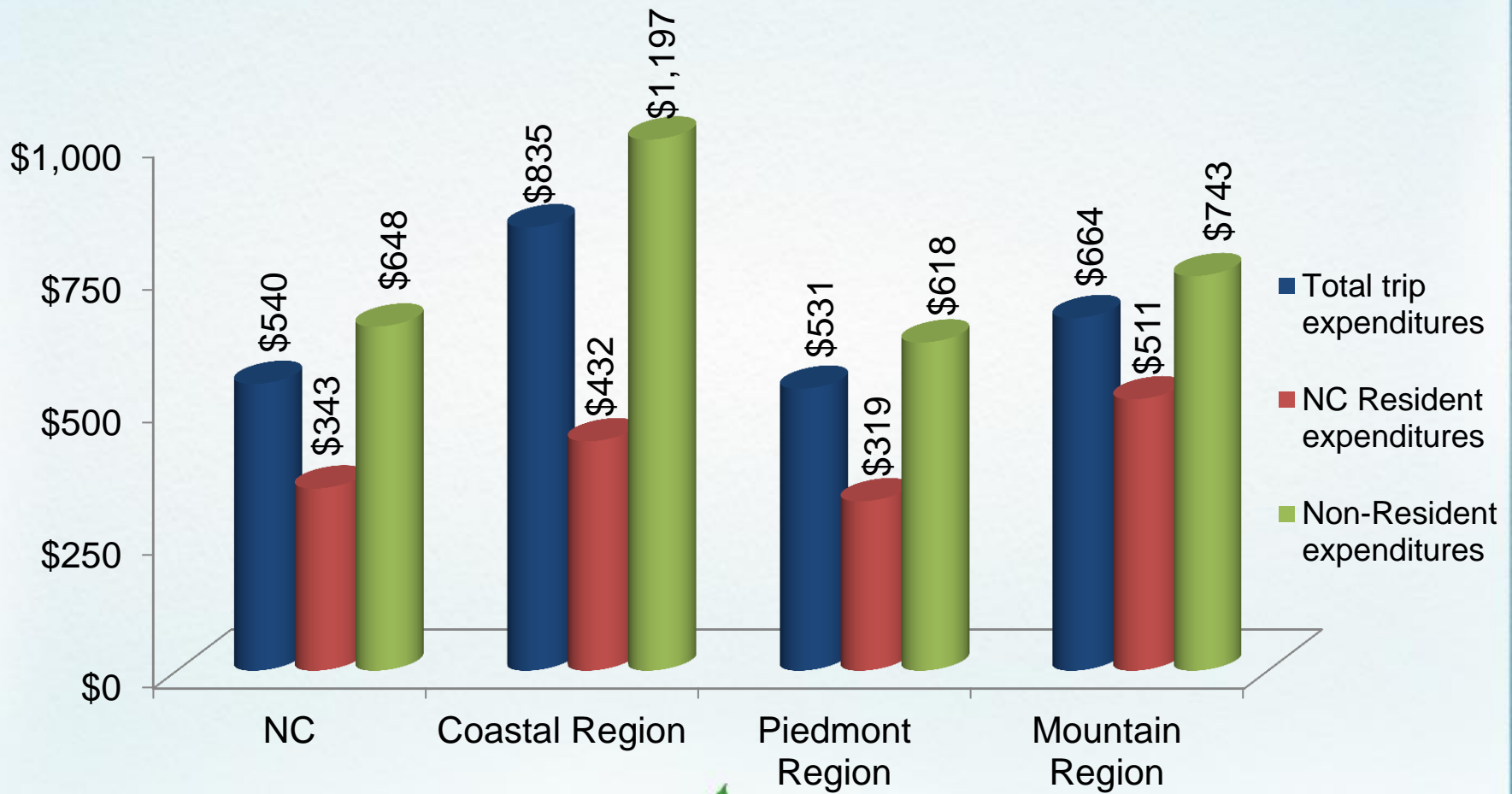
ACTIVITIES OF NC OVERNIGHT VISITORS



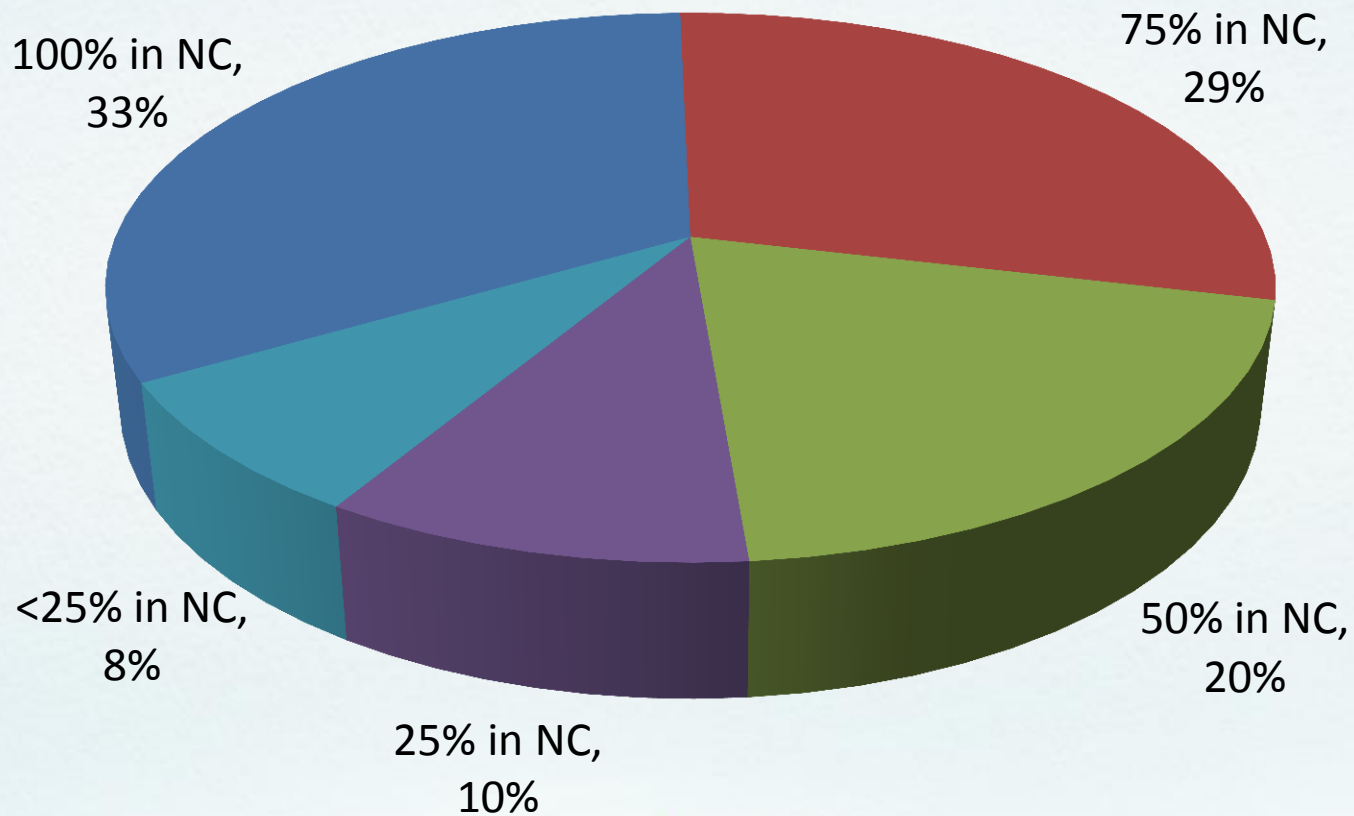
STATE OF ORIGIN OF NC OVERNIGHT VISITORS



AVERAGE TOTAL TRIP SPENDING BY OVERNIGHT VISITOR PARTIES



PARTNER MARKETING DOLLAR ALLOCATION



PROMOTING TRAVEL IN NC: PARTNERSHIPS



RESEARCH

- Fast Facts
- Economic Impact
- Visitation
- Lodging
- International
- Tax Data
- County Level Statistics



nccommerce.com/tourism/research



WHO WE ARE TALKING TO

Mom, Wife, Daughter, Sister, Friend, Co-worker

- Females 35-54
- HHI \$75K+
- Wears many hats and frames her life in context of loved ones and friends



THE OUTER BANKS

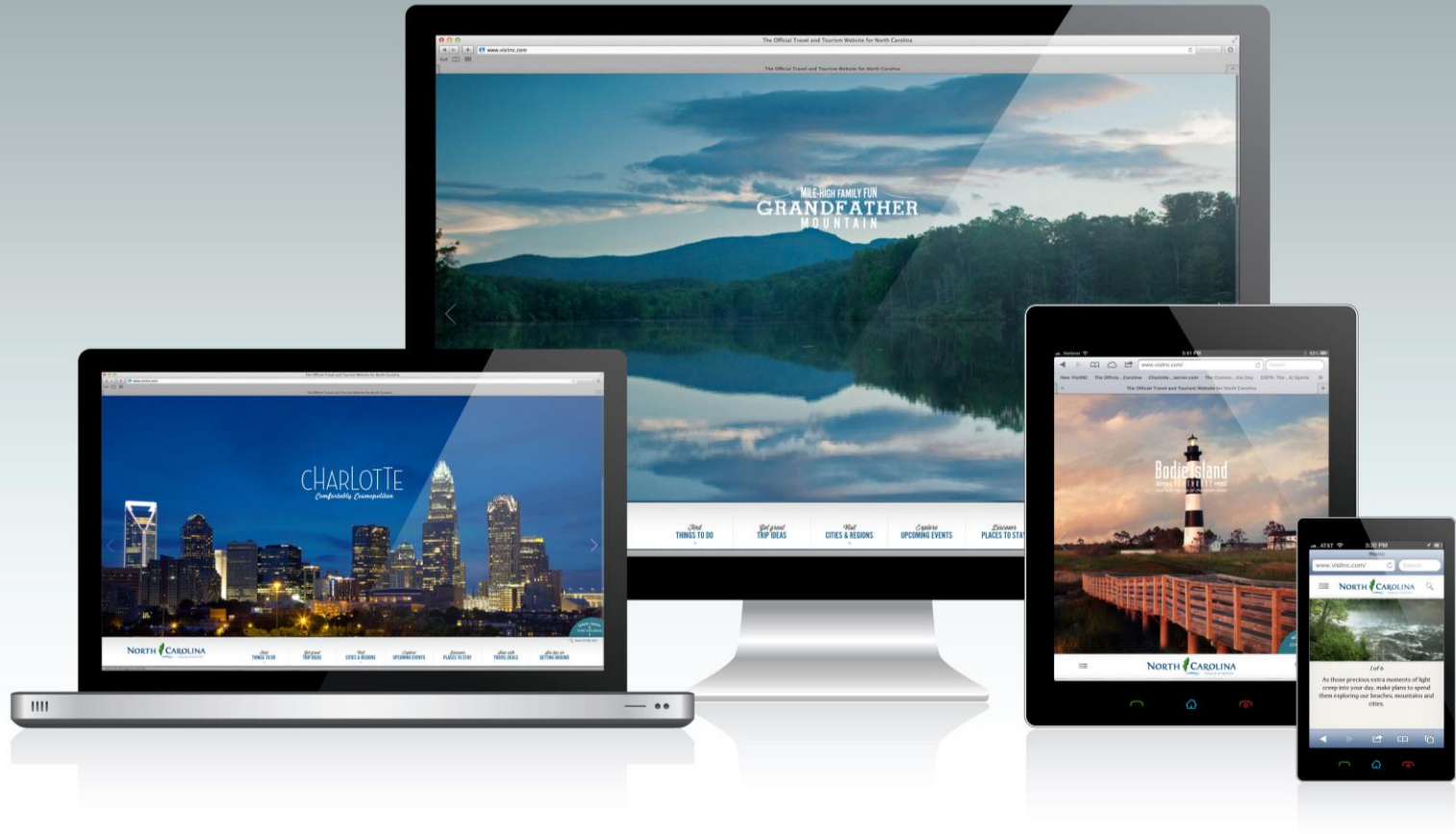
★
Paddleboard in Paradise



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to
START EXPLORING

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BRAND ADVERTISING



only light *this captivating*
could attract such an elusive bear.

He comes out of hibernation twice a year, when the sun sets in the southern Blue Ridge. Created by small peaks that cast shadows on the slopes below, this bear bathes in the mesmerizing light of fall and spring. While his visits are short-lived, the brilliant views and crisp mountain air lure him back year after year. Chances are, they'll have the same effect on you.

NORTH CAROLINA
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even those who race *with wild abandon*
couldn't help but settle here.

More than four hundred years ago, ships ran aground along our coast. And while much was lost, none of the treasures were able to swim ashore. Long-ago descendants of Spanish mustangs, these kinder ponies are free to roam wherever they please. But like so many others who visit our beaches - they remain. Captivated by the unforgettable concerts, breathtaking breezes and relaxing sea oats.

NORTH CAROLINA
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some artists travel the world
for *inspiration*
others don't need to.

Fixed to this place like strings to a guitar, our music is as loyal as its fans. It stays near the people and the venues that helped bring it to life: jazz, country, rock, folk, bluegrass, newgrass and more - all live here. They were born in artists who call this state home. And the same places that inspired greats like John Coltrane, Nina Simone, James Taylor and The Avett Brothers - may also inspire you.

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PROJECT 543

Project 543

Search Site

 <p>NORTH CAROLINA MUSEUM OF HISTORY RALEIGH</p>	 <p><i>Fly Fishing</i> Trail</p>	 <p>WORLD'S LARGEST HANG GLIDING SCHOOL</p>	 <p>ALAMANCE BATTLEGROUND RUSHINGTON 1771 ALAMANCE CO.</p>
76 View 14,000 years of history in one exhibit	11 Cast your line on the nation's only fly-fishing trail	45 Hang out with the largest hang gliding school in the world	34 Follow a battle that was a preview of the American Revolution
 <p>MERCHANTS MILLPOND STATE PARK <i>Discover the northernmost home of the American alligator</i></p>	 <p>AMERICA'S FIRST GOLD GOLD RUSH THE REED & GOLD MINE</p>	 <p>TALLEST PEAK IN THE EAST MT MITCHELL NC 14,675' - 68'</p>	 <p>USS NC BATTLESHIP - NORTH CAROLINA <i>Wilmington</i></p>
52 Discover the northernmost home of the American alligator	44 Tour the site of America's First Gold Rush	93 Stand apart on Eastern America's highest point	75 Man the guns of the world's greatest sea weapon
 <p>BRUNSWICK TOWN FORT ANDERSON</p>	 <p>HISTORIC BATH EST. 1704 NC'S OLDEST TOWN</p>	 <p>ALLIGATOR RIVER WILDLIFE REFUGE <i>Eden Lake NC</i></p>	 <p>Queen ANNE'S REVENGE</p>



SOCIAL MEDIA

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SWEEPS

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ENTRIES

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Travel/Leisure

Whether you're looking for adventure or relaxation, mountains or beaches, the rhythm of city life or the tranquility of nature, you'll find it at www.visitnc.com.

About



Photos

Free
TRAVEL INFO

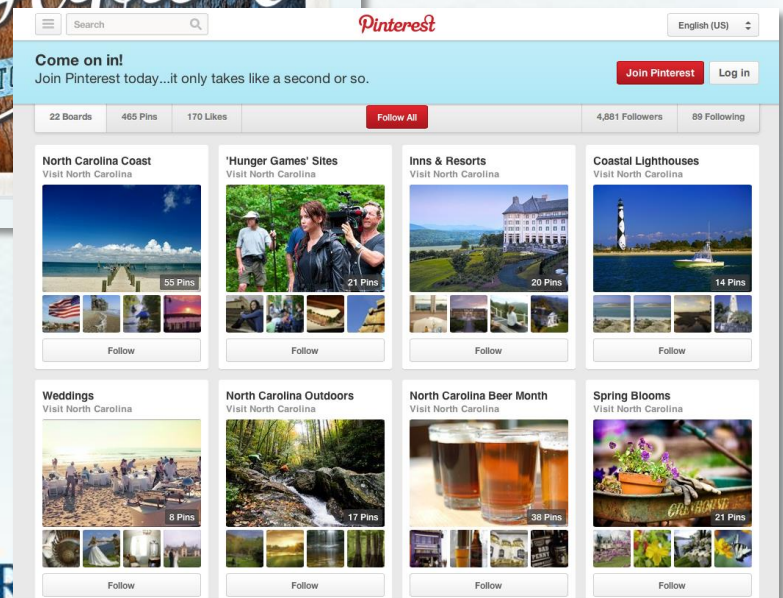
Free Travel Info

Fan
GUIDELINES

Fan Guidelines

ENTER
TO WIN

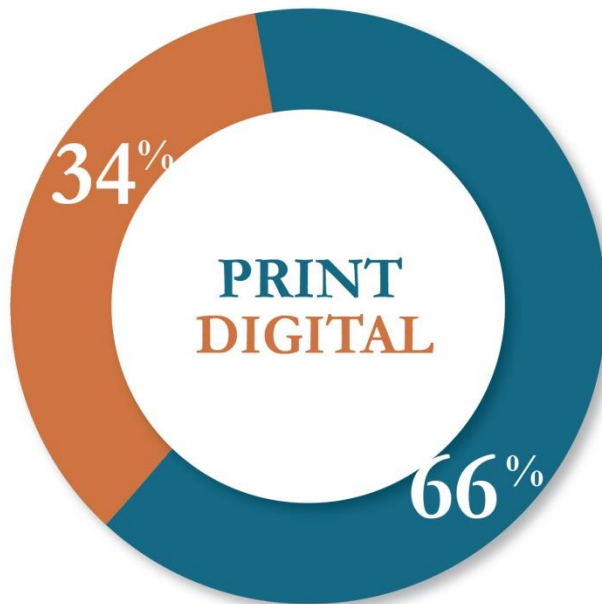
Banshee Premiere



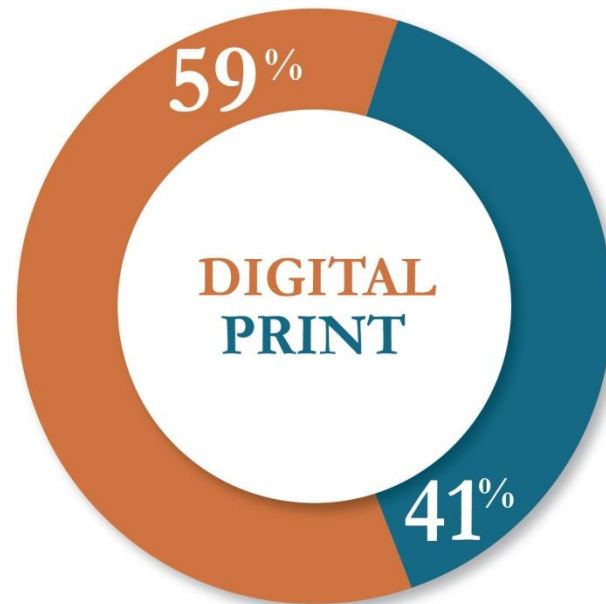
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MEDIA STRATEGY

{ 2011 - 2012 }



{ 2012 - 2013 }



LEVERAGING RESOURCES THROUGH PARTNERSHIPS

Media Spending

Division Media Budget: \$3,380,000

Partner investment: \$2,100,000

Final Budget: \$5,480,000

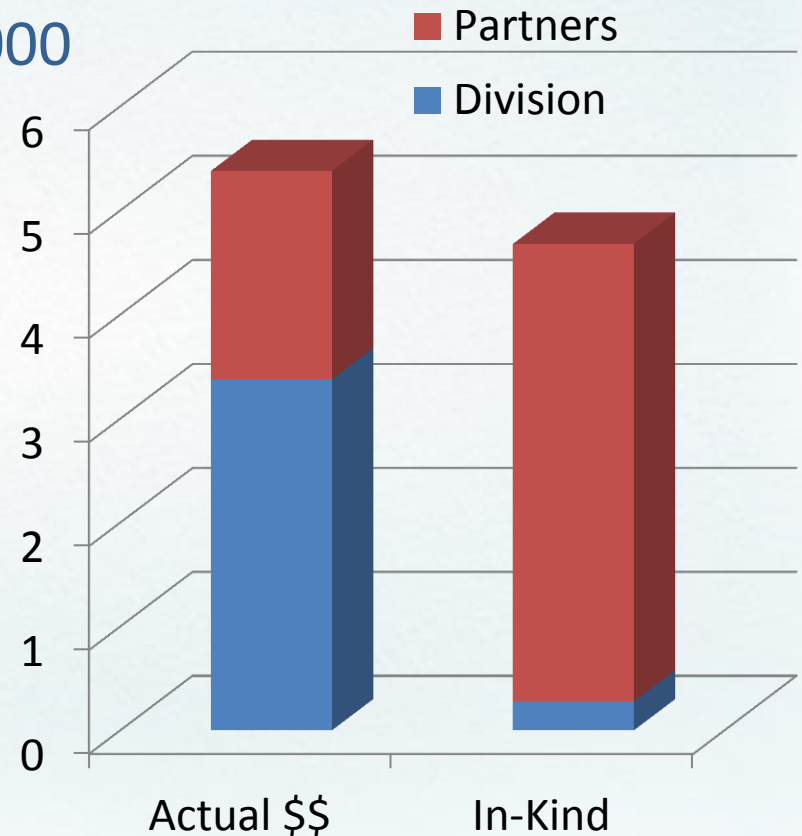
In Kind Media Partners

Division: \$280,000

Media Partners: \$3,391,000

Total Value:

\$9,126,000



Laugh all the way
to the Banks in
North Carolina

THE OUTER LIMITS

By JENNIFER CEASER

THE Outer Banks, a thin strip of barrier islands off the North Carolina coast, is one of those rare places where you can spend the morning on the beach and the afternoon on the sound without having to walk more than a few hundred yards. Which means, if you're feeling terribly lazy, you could sit in one spot and catch both the sunrise and the sunset.

But with so much going on in OBX (in local parlance), it'd be a shame to hang out on a deck chair all day. Here are some must-dos in three of the most popular towns: Duck, Kitty Hawk and Manteo.

GET THE DRIFT



BANK ON IT: Waterfront shopping in Duck; the sea is just across from the sound on the Outer Banks (top).

go. On the fancier end, **Kimball's Kitchen** (sanderlingresort.com), in Duck, offers dreamy sunset views over the Currituck Sound through floor-to-ceiling windows. Chef John Lawrence's menu is a

not too far from what you'll find at the local seafood restaurants. Or, the

Ha ya of rur sid an abl Du do nu hot per chi BU F 80L ubl Bu wa sid Sc ouy Sc fin sui 25 get Cic bot our kan cbi

TRAVEL

HOLIDAYS

Heaven and nature sing

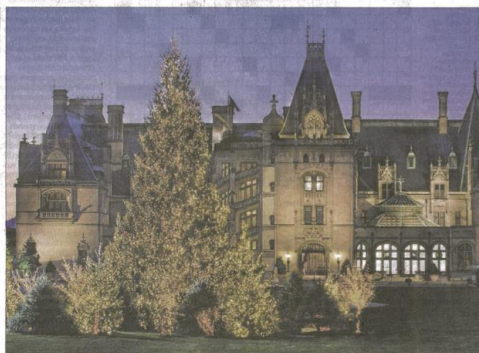
Visit to Biltmore Estate is enchanting.

Decorations embody spirit of Christmas at historic chateau.

By Tracey Teo
For the A.C.

ASHEVILLE, N.C. — On Christmas Eve 1895, George W. Vanderbilt, heir to the vast Vanderbilt fortune, hosted a grand holiday party at his new, 250-room French Renaissance chateau. It sat on 125,000 acres of exquisitely beautiful land in western North Carolina's picturesque Blue Ridge Mountains. The upper echelon of New York society arrived in Asheville by private train with an entourage of personal servants, copious trunks and an intense curiosity about the baronial Biltmore House that had taken hundreds of laborers more than five years to construct.

In the cavernous Banquet Hall, bejeweled ladies and dapper gentlemen admired the 40-foot-tall Christmas tree — awe inspiring even to those accustomed to having the biggest and best of everything. The Vanderbilt family crest prominently displayed above a trio of Gothic fireplaces imparted the romance of a medieval castle — a romantic since



The Biltmore House exterior is featured during Candlelight Christmas Evening. CONTRIBUTED BY MCT

IF YOU GO
Biltmore Estate
1 Lodge St., Asheville, 1-800-431-3912, www.biltmore.com



heaven and nature. The nature ed in the Chr on the trees, t said it's also t

PR WINS

The New York Times

12E -SUNDAY, DECEMBER 22, 2013

travel

THE TENNESSEAN



The fixed sculpture stands in front of the Bechtler Museum of Modern Art in Charlotte, N.C. COURTESY BECHTLER

City paints new picture

Arts, financial district boom in Charlotte

By Nancy Ho

CHARLOTTE, N.C. — Let's face it: Charlotte isn't just a city of the future. It's a city of the present. We're all about it.

There's no denying it. Charlotte is a city of the future. It's a city of the present. We're all about it.



Jason Watson at work at the McColl Center for Visual Art. COURTESY MCCOLL CENTER FOR VISUAL ART



Miss Museum Upgrades has the largest show ever. "The World's Fair 1901-1904" is the largest show ever. "The World's Fair 1901-1904" is the largest show ever.

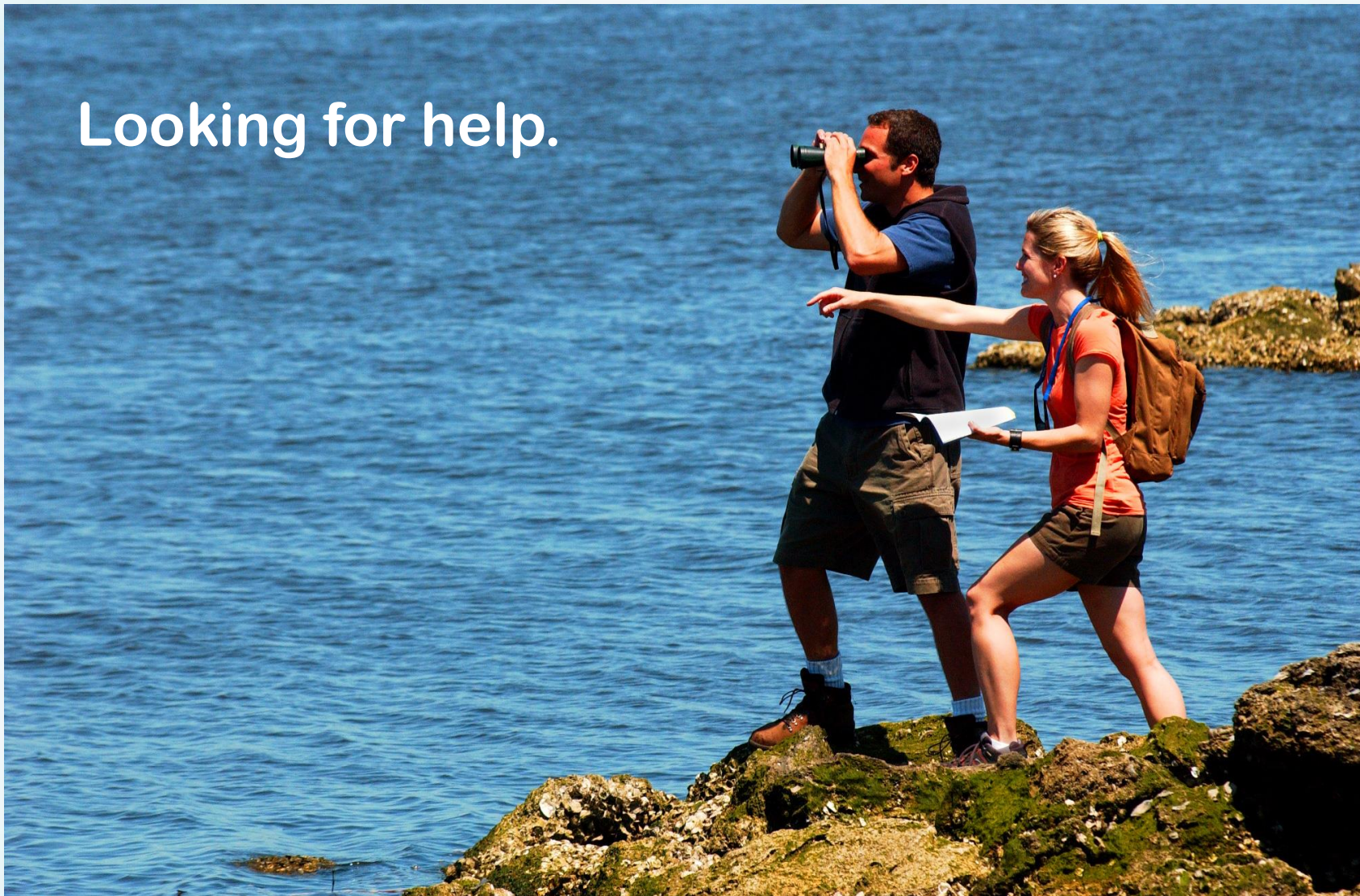
GOOD MORNING AMERICA
abc

NEW YORK POST

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