RESEARCH SOURCES INFORMING OUR STRATEGIES:

Destination Analysts: 2020 Visitor Profile & Expenditures

- Profile recent area visitors
- Understand visitor demographics, detailed spend information, likelihood to return, visitor perceptions, etc.

Destination Analysts: 2021 New Audience Research

- Identify & profile high potential visitors
- Explore attributes, attractions and elements that motivate visitors
- Understand how to reach and inspire them to grow visitation

Arrivalist Data

- Identify current travellers to area
- Understand origin markets, length of stay, month/day of stay, points of interest, etc.

Additional Research

- Paid media performance
- Social engagement/ performance
- Web / Google Analytics
- Secondary research (e.g. COVID tracker)
- and more

Wilmington Visitation Dashboard

Total est. US Adult Trips
5,857,251

Average Nights
1.1

Average Distance Traveled
160.5 Miles

Top Origin Markets (DMAs)

DMA

Rale
Gree
Wilm
Char
Gree
Flore
Was
New
Greenville/Spartanburg/Asheville/A..   49,092   0.8%   2.5
Norfolk/Portsmouth/Newport News   44,360   0.8%

55%
Visitation driven by
closer markets
(RDU/Greenville area)

Trips per Month

5.6%   6.9%

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Opportunity to
extend seasonality

Trips by Origin States

0.0% 0.0% 0.0% 0.0% 0.1%   0.0%
0.0% 0.0%   0.0% 0.1%   0.1%
      0.0% 0.0% 0.0%   0.2%
0.0% 0.0% 0.1% 0.1% 0.2% 0.8% 0.6%
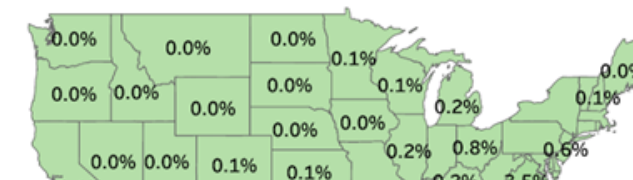
87%
People travelling
<250 miles

Trips by Day of Week

Sund
Mon
Tues
Wed
Thur
Frida   6%
Satu   8%
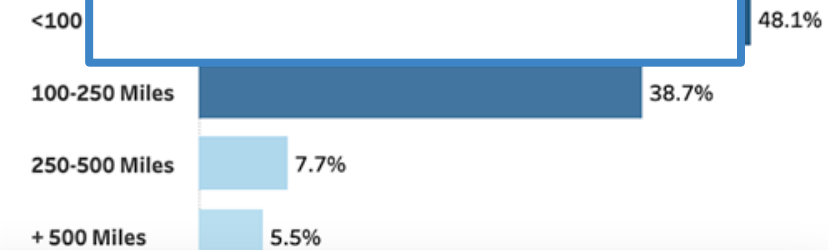
41%
Weekend travel

Trips by Length of Stay

Day-T   %
1-Nigl
2-Nigl
3-Nigl
4+ Nig

58%
Day trippers

Trips

<100   48.1%
100-250 Miles   38.7%
250-500 Miles   7.7%
+ 500 Miles   5.5%
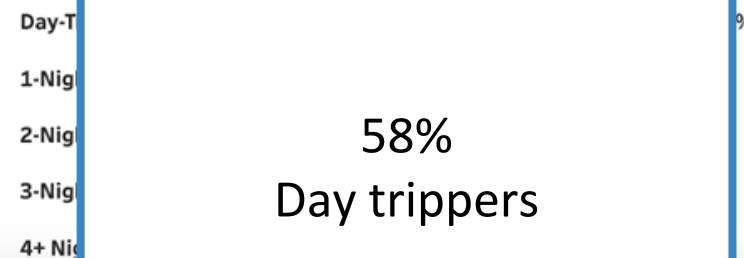
LEARNINGS INFORM RECOMMENDATIONS FOR:

WHO WE TARGET

WHEN WE MARKET TO THEM

WHAT WE SAY:

MESSAGING

HOW WE REACH THEM:

PAID MEDIA CHANNELS

HOW WE REACH THEM:

EARNED/OWNED PR/SOCIAL

FY 22-23 MARKETING STRATEGIES

Extend Seasonality

A year-round marketing approach will take advantage of longer-lead trip planning, enable increased visibility through peak travel times, and help overcome early June/late August school challenge.

Higher Income Targeting

Focus on higher income target (ideally to attract visitors who may spend more and to 'upgrade' existing visitors who may spend more in summer).

Educate Out-of-State Travelers

Educate and familiarize potential travelers with the Wilmington & Beaches area and offerings.

In-State: Western Focus for Longer Stays

Focus on markets with potential for more overnight visits and longer stays, while maintaining coverage for new residents.

Hybrid Plan (Unified Campaign Complemented with Dedicated Beach Plan)

Differentiate destination personalities and highlight their unique attractions.

MEDIA MIX

**Banners/Paid Search/Paid Social/Emails
(across desktop, tablet, mobile)**

Magazines

Streaming Audio

Streaming Video
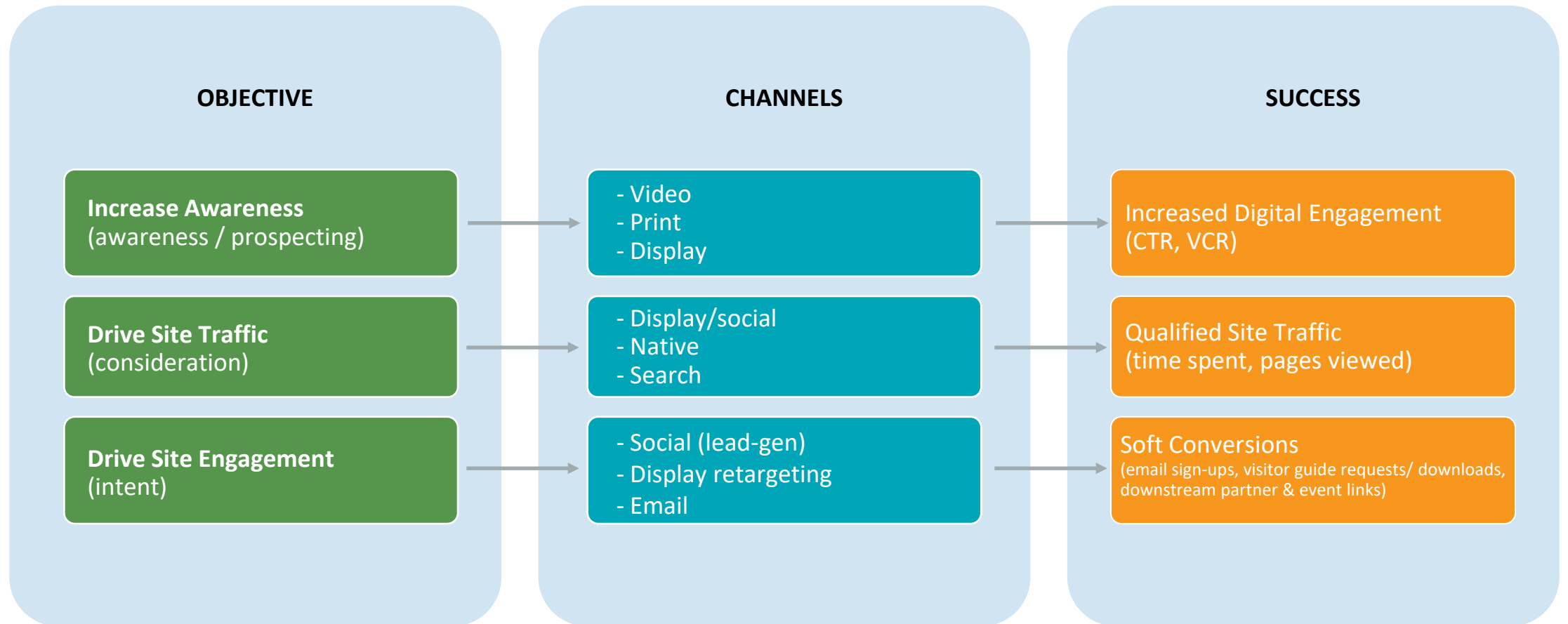
Base Plan

Similar Base Plan Media Channels

+

Television*

Outdoor*

Transit*

*Channels under consideration

Out of State Plan

HOW WE WILL TRACK PROGRESS (Media Metrics)

OBJECTIVE	CHANNELS	SUCCESS
Increase Awareness (awareness / prospecting)	- Video - Print - Display	Increased Digital Engagement (CTR, VCR)
Drive Site Traffic (consideration)	- Display/social - Native - Search	Qualified Site Traffic (time spent, pages viewed)
Drive Site Engagement (intent)	- Social (lead-gen) - Display retargeting - Email	Soft Conversions (email sign-ups, visitor guide requests/ downloads, downstream partner & event links)

HOW WE WILL TRACK PROGRESS (In-Market Metrics)

Objective	Increase # overnight visits among new and returning visitors	Increase length of stay	Increase spend per visit	Increase familiarity (within priority out-of-state markets)
KPIs	Total # Arrivals	Total time in market	Average spend per day	Awareness, familiarity & consideration (from audience studies) i.e. Why NOT come, 28% don't know enough about it*
	Total # Overnight Stays		Average spend per trip	Out-of-state lift in this metric in heavy-up markets vs base markets
	Repeat visitation			

Consider evolving study over time to get a clearer reading on familiarity and consideration

Data Source:

◯ Arrivalist

◯ Destination Analysis / Primary Research