



Prepared for the  
October 5, 2023 Special STDA Board Meeting  
Submitted by: Anne Marie Bass



front row communications

## STATUS UPDATES & COMMENTS



front row communications



## Status Updates & Comments

### **DOWNTOWN MERCHANT & RESTAURANT GUIDE – Fall 2023 Refresh & Reprint**

- COMPLETED – shipment arrived on 9/28/2023.
- Implemented a Facebook/Instagram Ad Campaign in conjunction with promoting the presence of the Visitors Center – thus being seen and known as a destination for day trips and overnight stays as a vacation destination

### **SWANSBORO BY CANDLELIGHT 2023 – Marketing & Advertising is underway**

- Last year’s social media feedback and engagement – it’s “Like being in a Hallmark Movie”.
- Marketing development and advertising is currently underway.
- Website landing page, poster, updated video asset, Facebook & Instagram advertising and other media placements are in process

### **SWANSBORO DIGITAL & PRINT ADVERTISING – Ongoing**

Focus is on brand building, promoting Swansboro’s profile as a vacation/overnight destination, inspiring visits in conjunction with and around Swansboro Festivals and Events, leveraging coastal location, waterfront – with Swansboro’s unique mix of assets and things to do.

### **SWANSBORO VISITOR BROCHURE – In ideation phase**

Reconsidering the approach and will be soliciting perspectives. Could a Swansboro Visitor Brochure ultimately be combined with the Downtown Merchants/Restaurant Guide – resulting in one printable asset? Would like to discuss.

### **WEBSITE UPDATES - Ongoing**

Continual work on the website on an ongoing basis – updating with STDA branded photography, update information on partner listings, general information on pages, functionality for digital ad landing pages, etc. – my thought is it might be 10 years old or more. The video assets are 10 years old.

### **LATEST NEWS – Visit Swansboro Email List**

Will soon be implementing the Visit Swansboro “Latest News” – most importantly – building Visit Swansboro’s Email List –closing the loop and building a relationship – to promote Swansboro’s ongoing tourism-specific messaging to subscribers who have given permission and have raised their hand in interest to receive.

# 2022 COASTAL VISITOR SUMMARY

- In 2022, approximately 43 million person-trips were taken in North Carolina and the state ranked #6 in the U.S. in terms of domestic visitation. Approximately 11.2 million visitors traveled to the Coastal Region with 80 percent of them being overnight visitors.
- Eighty-nine percent of all coastal visitors traveled for leisure purposes, while six percent came to conduct business.
- The majority of overnight travelers to the coast in 2022 visited during the summer followed by fall.
- The party size for the average coastal visitor party was 2.9 in 2022. 40 percent of travel parties included children under the age of 18.
- The average Coastal Region overnight visitor party trip expenditure was \$1,341 in 2022. In-state travels spent on average \$876 and out-of-state visitors spent \$1,721.
- The top states of origin for overnight visitors to the Coastal Region in 2022 were NC, VA, PA, SC, MD, NY, NJ, and GA.

# Overnight Travel Party Characteristics

## Average Party Size

Coastal visitor parties – 2.9, 40% of parties include children  
Mountain visitor parties – 2.6, 31% of parties include children  
Piedmont visitor parties – 2.3, 28% of parties include children

## Average Age

Coastal visitor – 46 years  
Mountain visitor – 47 years  
Piedmont visitor – 47 years

## Marital Status

Coastal visitor – 66% married  
Mountain visitor – 66% married  
Piedmont visitor – 57% married

## Ethnicity

Coastal visitor parties – 91% white, 4% black, 1% other  
Mountain visitor parties – 89% white, 4% black, 2% other  
Piedmont visitor parties – 79% white, 12% black, 3% other

## Children in Household

Coastal visitor – 37%  
Mountain visitor – 29%  
Piedmont visitor – 26%

## Average Household Income

Coastal visitor – \$100K  
Mountain visitor – \$94K  
Piedmont visitor – \$94K

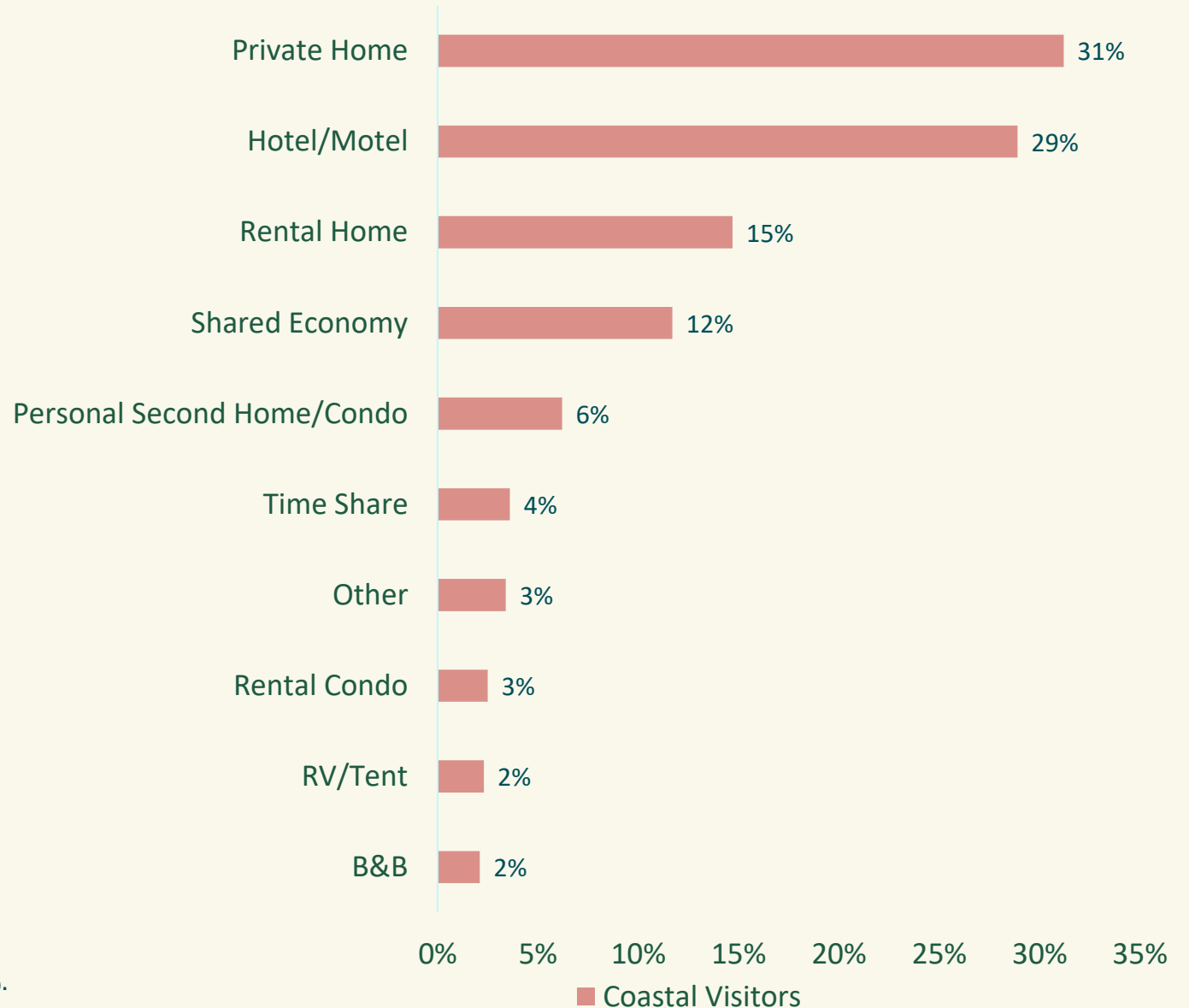
# Top Advertising Markets

- Not surprisingly, in-state markets and those close by were the top DMAs of origin in 2022 for NC regions.
- VA and mid-Atlantic markets ranked high for the coast, while GA, FL and TN ranked high for the mountains.
- D.C. Atlanta and NY were in the top 5 for the Piedmont.

Coast DMA of Origin		Mountains DMA of Origin		Piedmont DMA of Origin	
Raleigh-Durham (Fayetteville)	17%	Charlotte	13%	Raleigh-Durham (Fayetteville)	9%
Charlotte	12%	Raleigh-Durham (Fayetteville)	13%	Charlotte	9%
Washington, D.C.	7%	Atlanta	11%	Washington, D.C.	6%
Norfolk-Portsmouth-Newport News	7%	Greenville-Spartanburg-Asheville-Anderson	9%	Atlanta	6%
Greensboro-High Point-Winston-Salem	5%	Knoxville	4%	New York	5%
Greenville-New Bern-Washington	4%	Greensboro-High Point-Winston-Salem	4%	Greenville- New Bern- Washington	4%
Wilmington	4%	Orlando-Daytona Beach-Melbourne	3%	Greensboro-High Point-Winston Salem	4%
New York	3%	Florence-Myrtle Beach	3%	Norfolk-Portsmouth-Newport News	4%
Richmond-Petersburg	3%	Columbia, S.C.	2%	Florence- Myrtle Beach	3%
Harrisburg-Lancaster-Lebanon-York	3%	Charleston, S.C.	2%	Greenville-Spartanburg-Asheville-Anderson	3%
Pittsburgh	2%	Washington, D.C.	2%	Wilmington	3%
Greenville-Spartanburg-Asheville-Anderson	2%	Norfolk-Portsmouth-Newport News	2%	Richmond-Petersburg	3%
Florence-Myrtle Beach	2%	Greenville-New Bern-Washington	2%	Roanoke-Lynchburg	3%
Philadelphia	2%	Tampa-Saint Petersburg (Sarasota)	1%	Tampa-Saint Petersburg (Sarasota)	2%
Baltimore	2%	Jacksonville- Brunswick	1%	Philadelphia	2%
Youngstown	2%	Philadelphia	1%	Chicago	2%
Roanoke-Lynchburg	2%	Roanoke- Lynchburg	1%	Orlando-Daytona Beach-Melbourne	1%
Columbia, S.C.	1%	Columbia- Jefferson City	1%	Boston-Manchester	1%
Boston-Manchester	1%	New York	1%	Knoxville	1%
Atlanta	1%	Indianapolis	1%	Charleston, S.C.	1%

# Accommodations Used in Coastal Region

- Coastal Region visitors were more likely to stay in a private home or hotel/motel while in the state, followed closely by rental homes and shared economy rentals.
- Approximately 6 percent of overnight visitors to the coast reported a stay in a personal second home/condo.

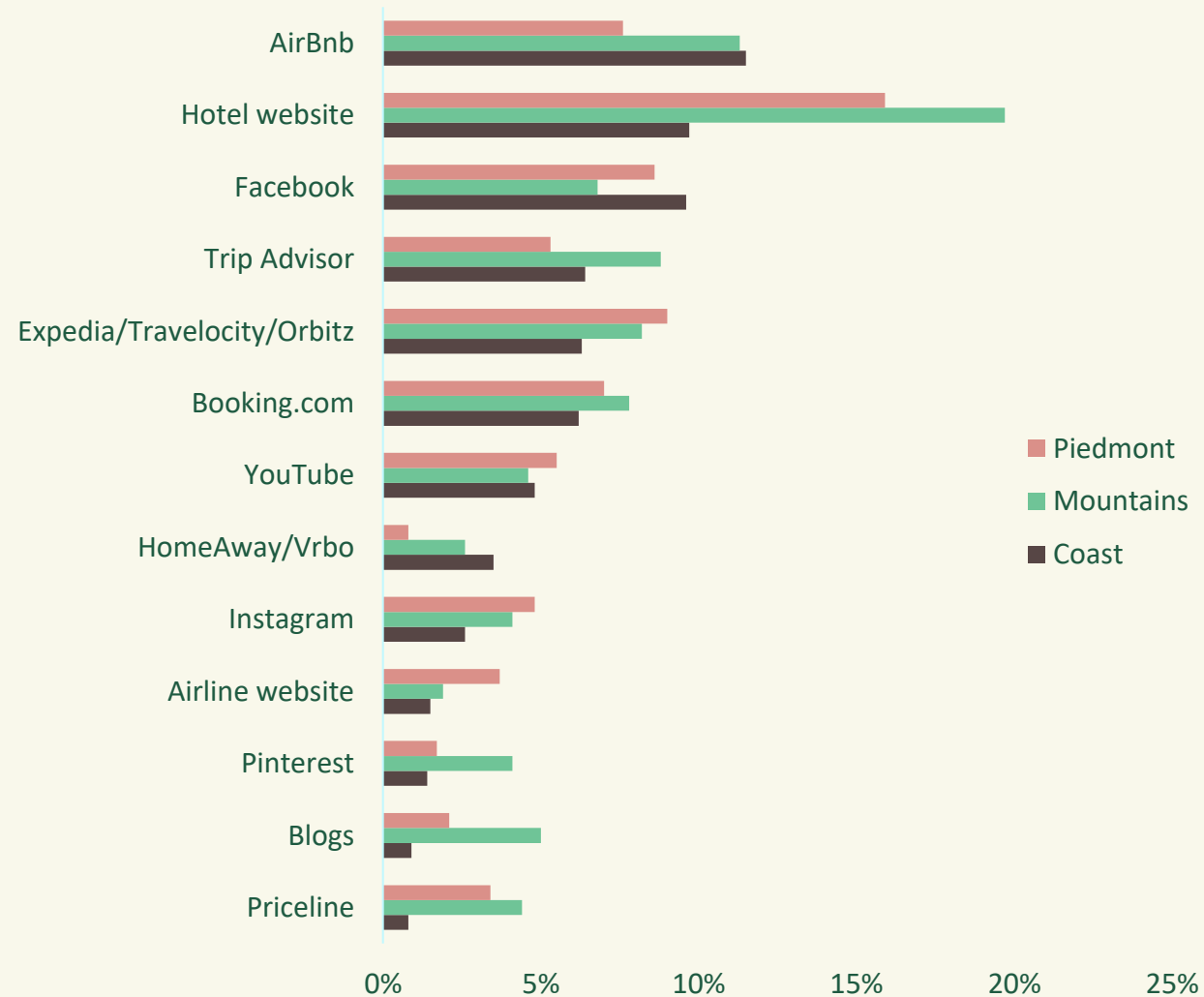


\*multiple responses allowed; thus, percentages do not add to 100%.



# Research Sources for Overnight Travel to North Carolina Regions

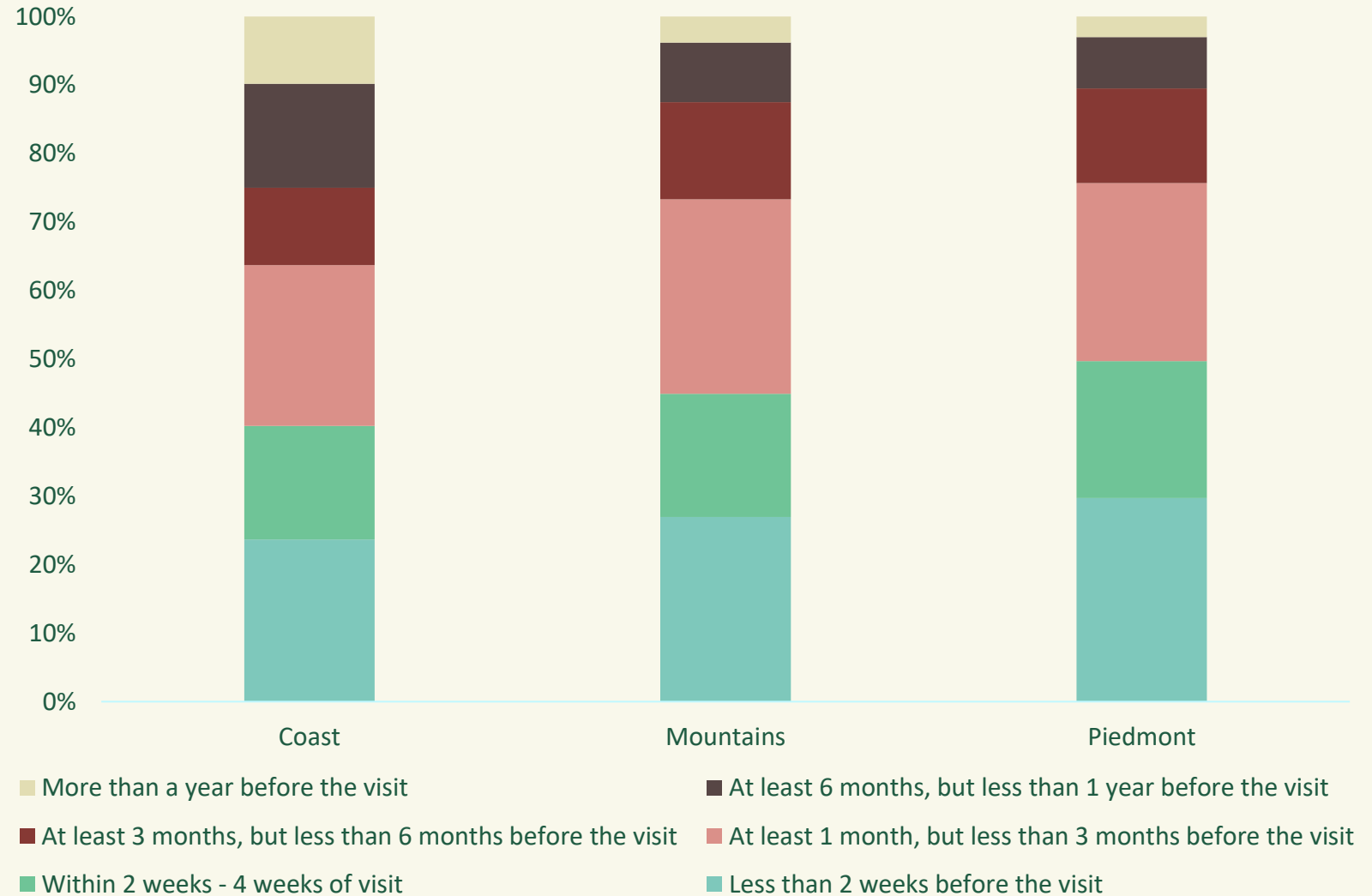
- Visitors to the Mountain and Piedmont regions are more likely to use hotel websites to research travel than coastal visitors.
- Coastal Region visitors are more likely to research travel through AirBnb and Facebook.





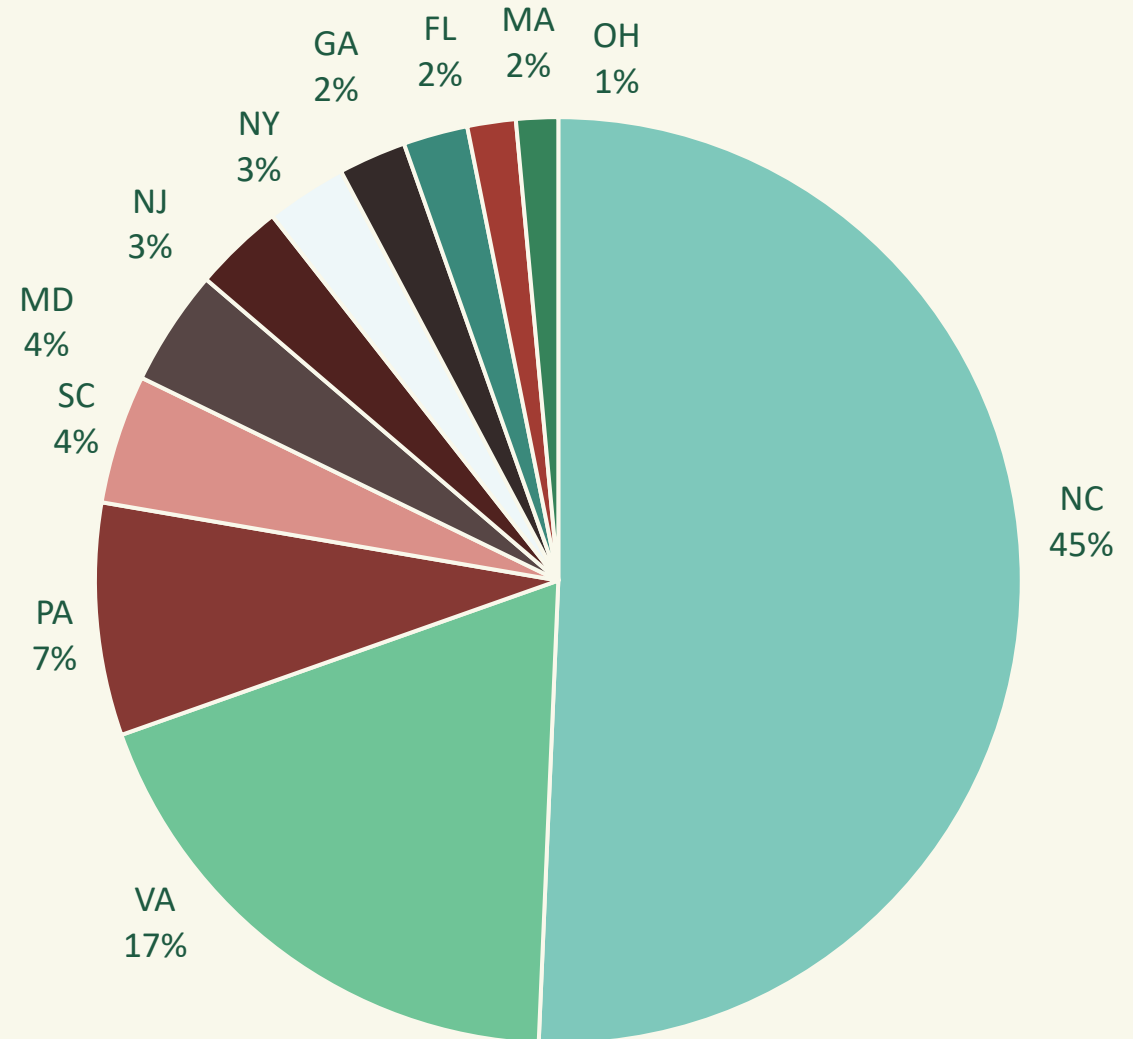
# Advance Decision for Overnight Visit to North Carolina by Region

- Coastal Region visitors also made the decision to visit farther in advance than other regional visitors.
- Over one-third of coastal visitors decided to visit NC three months or more before the visit.



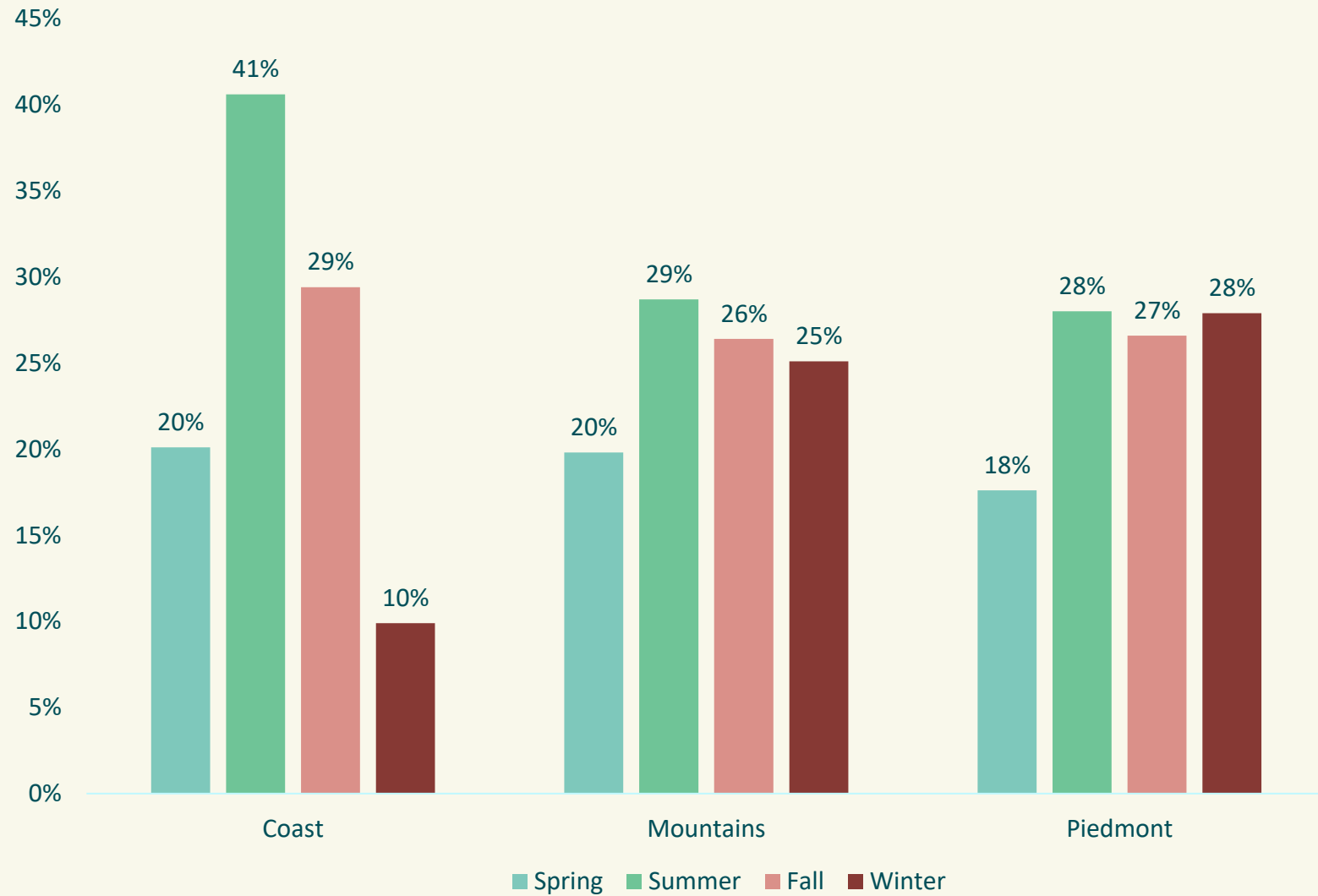
# State of Origin of Overnight Visitors to North Carolina — Coastal Region

- 45 percent of overnight visitors to the coast in 2022 were in-state residents.
- The next ten states represented almost 44 percent of overnight visitors to the Coastal Region.

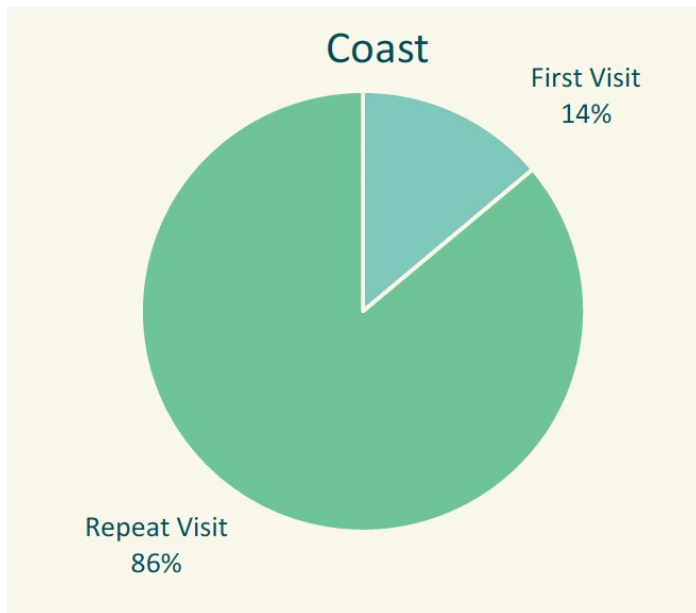


# Season of Visit

- The summer season was the most popular for overnight visitors to the coast, mountains and piedmont in 2022.
- The piedmont region saw a larger proportion of visitors during the summer, winter and fall last year.



## First Visit to North Carolina for Overnight Visitors



## Average Length of Stay for NC Overnight Visitors

- 
- Coastal Region – 4.1 nights
  - Mountain Region – 3.0 nights
  - Piedmont Region – 3.2 nights

Source: 2022 Visit North Carolina Regional Visitor Profile Report



## Top Activities Participated in by Overnight Regional Visitors in 2022

Coastal Visitors	
Beach	71%
Visiting friends/relatives	35%
Shopping	31%
Historic sites	30%
Swimming	22%
Fine dining	18%
Fishing	18%
State Parks/Monuments/Recreation areas	15%
Museums	13%
Rural sightseeing	13%
Zoos/Aquariums/Aviaries	12%

Unique Local Cuisine	12%
Local/folk arts/crafts	12%
Wildlife Viewing	12%
National park/Monuments/Recreation areas	11%
Bird watching	10%
Gardens	8%
Kayaking/Canoeing/Paddleboarding	8%
Urban sightseeing	8%
Hiking/Backpacking/Canyoneering	7%

Source: 2022 Visit North Carolina Regional Visitor Profile Report

# FACEBOOK AD REPORTS, PRINT & DIGITAL AD PLACEMENTS & EARNED MEDIA



front row communications



## Facebook Ad Campaigns – Overview // 2023-2024 Fiscal Year

*Tunnels to Towers – Patriotism & Community in Swansboro – September 2023 - **Complete***

*History Comes Alive at Bicentennial Park - September 2023 - **Complete***

*Fall 2023 Merchants & Restaurants Guide featuring Visitors Center with Latest News Sign Up Form – September/October 2023 - **ACTIVE***

*Mullet Festival / Getaway to Swansboro this Fall Campaign – September 2023 - **ACTIVE***

*Swansboro by Candlelight – **WILL RUN IN OCT/NOV***

*Fall/Winter Getaway to Swansboro Contest - **WILL RUN IN OCT/NOV***

***Details later - \$1039 spent thus far on Facebook/Instagram***





**Our State  
August 2023 Issue**





Our State Magazine // NC Coast Host Ads – Sept/Oct 2023 Issues



Our State  
September 2023 Issue





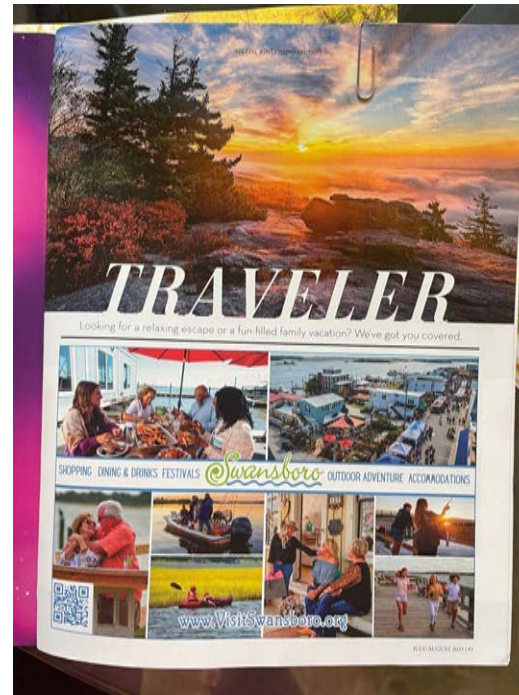
Our State Magazine // NC Coast Host Ads – Sept/Oct 2023 Issues



Our State  
October 2023 Issue



Our State Magazine // NC Coast Host Ads – Sept/Oct 2023 Issues



Raleigh Magazine  
July/August 2023 Issue



## SOCIAL MEDIA SNAPSHOT

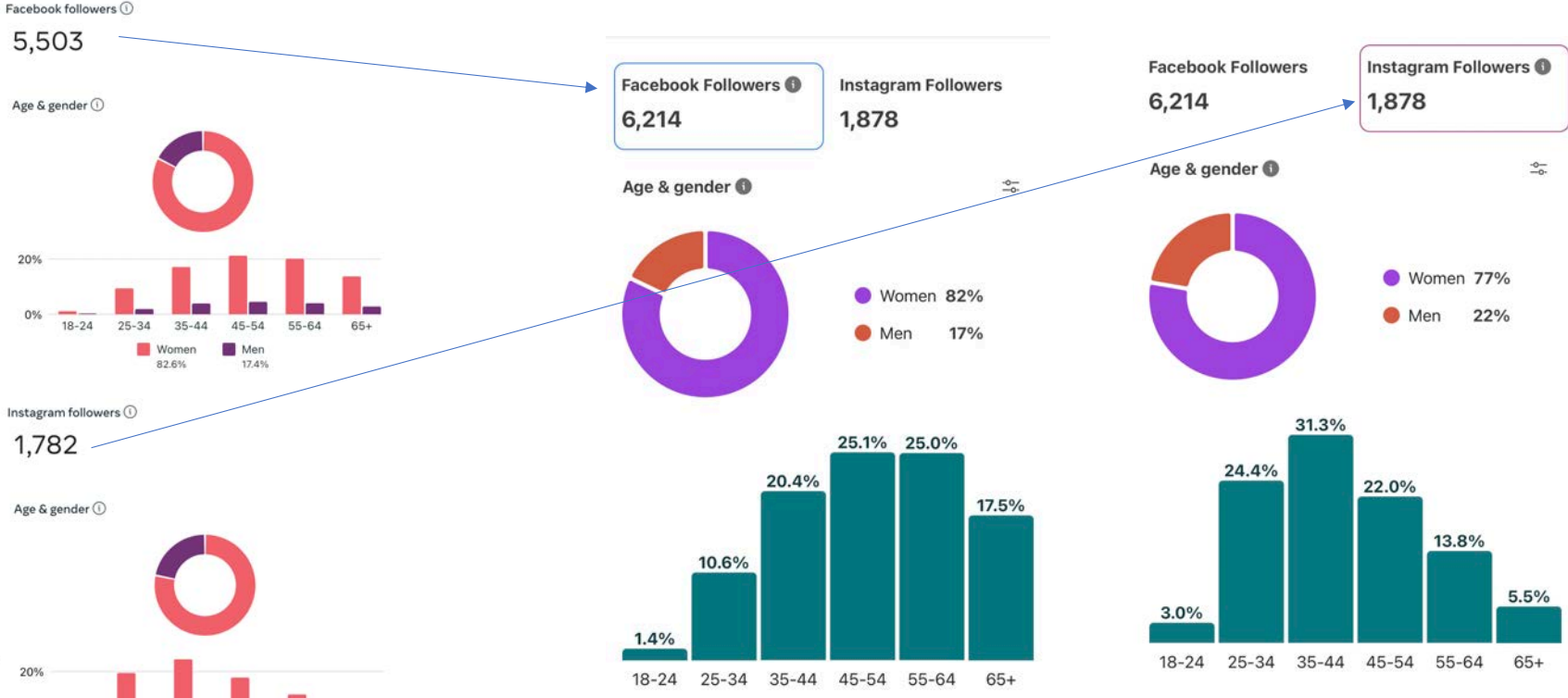


front row communications



# Social Media Stats for Last 90 Days

@VisitSwansboro NC – Followers on Facebook & Instagram

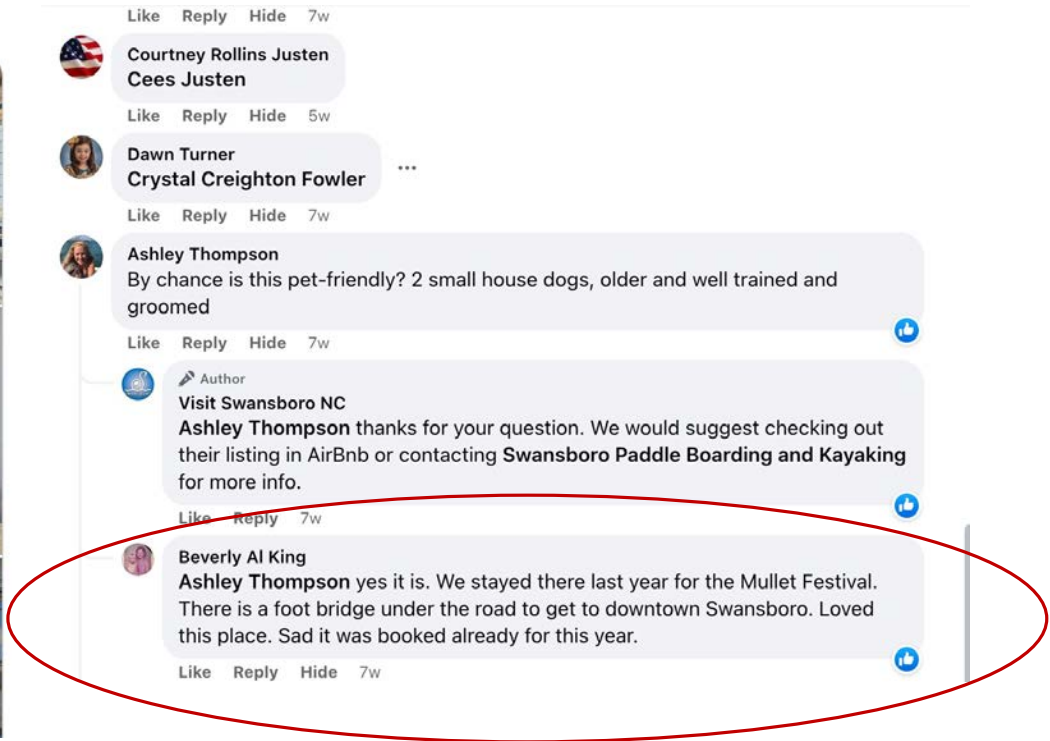
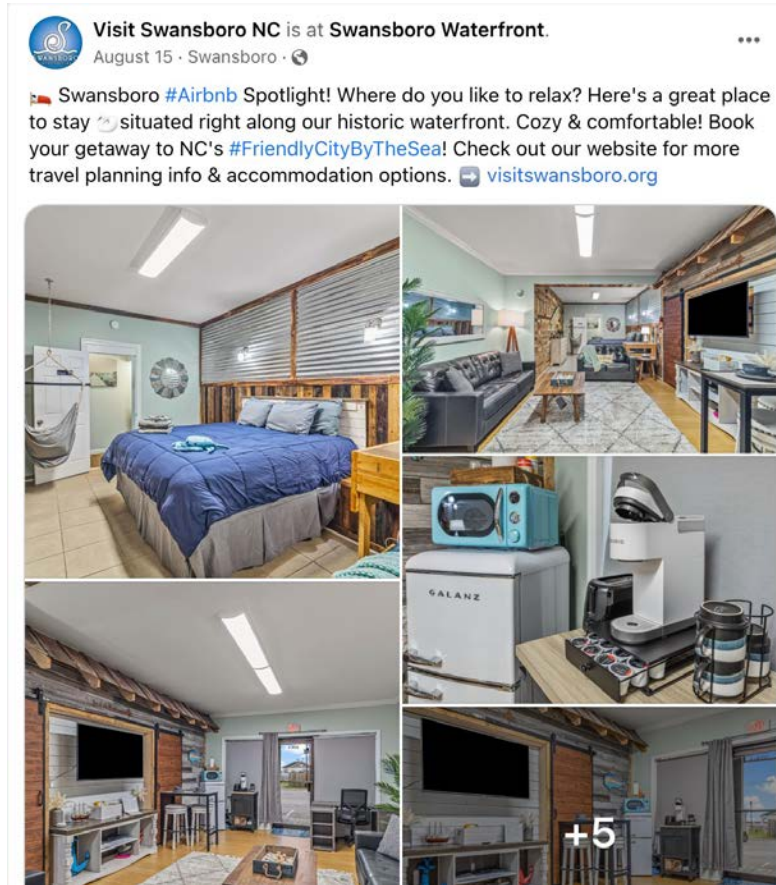


As of 6/28/2023

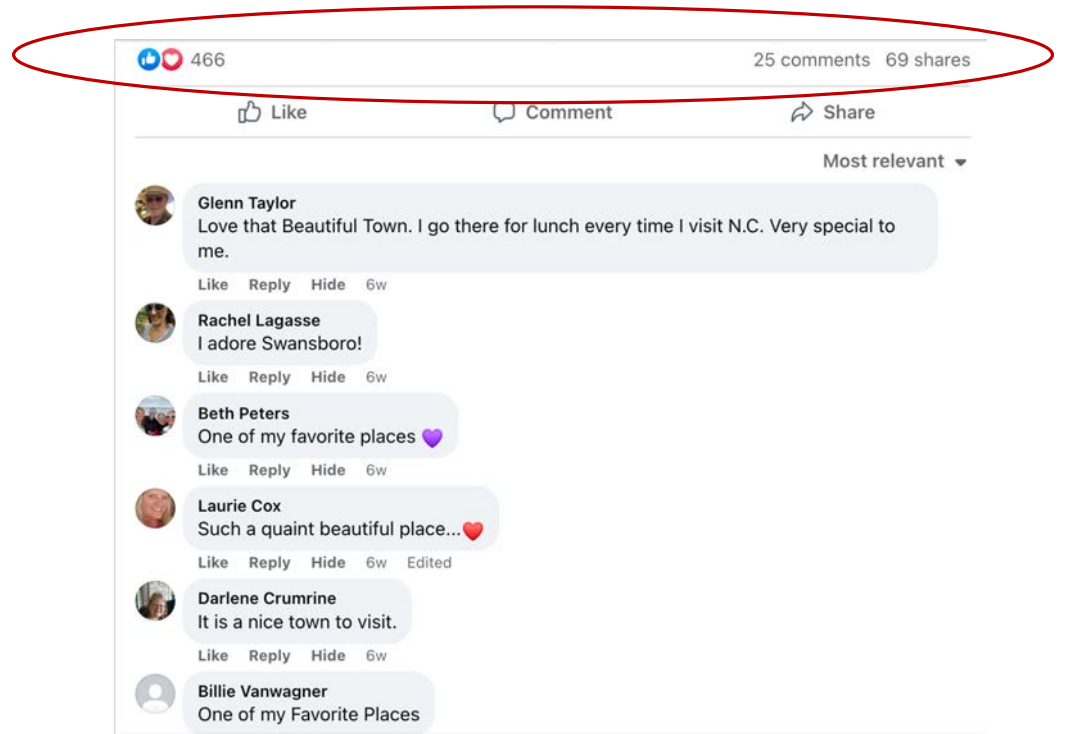
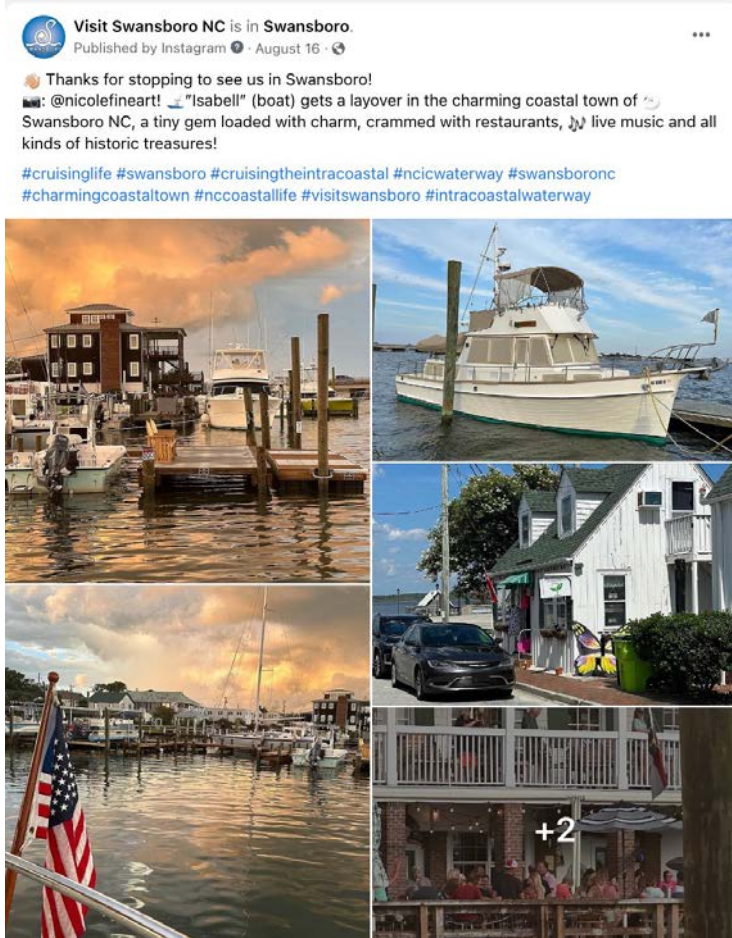
As of 10/3/2023



## Social Media Snapshot – Engagement Highlights / Visitor Sentiments



## Social Media Snapshot – Engagement Highlights / Visitor Sentiments



# Marketing Budget Snapshot & Contingency Fund Snapshot as of 10.05.2023







STDA Marketing Budget Snapshot as of 10.05.2023

**SWANSBORO TDA / FY 2023-2024 // APPROVED Marketing, Advertising, Tourism Support**

PRINT COLLATERAL	<b>2023/2024</b> Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2024)</b> (cost split between TDA and merchants)	700.00	0	700.00
PRINT COLLATERAL	<b>2024</b> Trifold Visitor Brochure <b>Printing Estimate</b>	1,700.00	0	1,700.00
SHIPPING COSTS	<b>2024</b> Visitor Brochure - Shipping to NC Welcome Centers - <b>Estimate</b>	600.00	0	600.00
WEBSITE	Web Design City - <b>2023/2024</b> Annual website hosting	840.00	839.40	0.60
WEBSITE	Web Design City - Add Form to Site and Integrate Constant Contact Plus Miscellaneous Work to Site - <b>Estimate</b>	600.00	0	600.00
EBLAST TOOL	Constant Contact License - <b>Estimate</b>	540.00	0	540.00
PRINT AD	<b>2023/2024</b> Our State Magazine <b>Coast Host Section Ads</b>	8,004.00	4002	4,002.00
PRINT AD	<b>2023/2024</b> Our State Magazine - <b>Destinations Section Ad</b>	1,675.00	1675	0.00

STDA Marketing Budget Snapshot as of 10.05.2023



**SWANSBORO TDA / FY 2023-2024 // APPROVED Marketing, Advertising, Tourism Support**

DIGITAL ADS	2023/2024 Our State Magazine - Sponsored Eblasts	2,790.00	0	2,790.00
PRINT AD	2023/2024 Raleigh Magazine - Travel Section	2,125.00	1125	1,000.00
PODCAST	2023/2024 Raleigh Magazine - Podcast	1,600.00	1600	0.00
MEMBERSHIP	2024 NC Coast Host Membership Dues	350.00	350	0.00
PRINT AD	2024 Emerald Isle Barefoot Guide - comes out in March 2024	950.00	850	100.00
PRINT AD	2023-2024 Bluewater Beacon Real Estate Guide	1,110.00	1100	10.00
DIGITAL ADS	2023/2024 Facebook Advertising \$3600 - STDA // \$1600 - Parks & Rec Grant	5,200.00	860.71	4,339.29
PRINT AD	Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00
VIDEO PLACEMENT	OAJ Airport 2023/20224 - Video Placement	5,000.00	5000	0.00
SERVICES	Retainer Fee @ \$1833/month	21,996.00	21996	0.00
	<b>GRAND TOTAL</b>	<b>56,880.00</b>		



## STDA Marketing Contingency Budget Snapshot as of 10.05.2023

	<b>2023/2024 Approved Marketing Contingency Budget</b>	<b>4,400.00</b>
	Carry Over / Unspent from 2022/2023 from <b>Approved Budget</b>	2,425.00
	Carry Over / Unspent Remaining from 2022/2023 <b>Contingency Funds</b>	2,049.00
	TOTAL Carry Over / Unspent from 2022/2023 <b>Fiscal Year</b>	<b>4,474.00</b>
	<b>GRAND TOTAL 2023/2024 Approved Marketing Contingency &amp; 2022/2023 Carry Over/Unspent Funds</b>	<b>8,874.00</b>
	<b>Expenditures To Date</b>	
Sept/Oct 2023	Our State 2023 Special Publication "Towns We Love" - Half Page Ad - \$1600 - Invoiced from Advertiser	7,274.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$260 (Prepayment added to Aug/Sept invoice)	7,014.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$60 (Additional Sept/Oct invoice)	6,954.00
Sept/Oct 2023	Photo Purchase - Some Gave All - Boots for TNT 5K - \$24	6,930.00
Sept/Oct 2023	Fall 2023 Getaway Contest - Gift Cards for Prize Package - \$150 - Sept/Oct Invoice	6,804.00
Sept/Oct 2023	STDA October 2023 Board Meeting - Travel Expense - \$214.13 - Sept/Oct Invoice	6,589.87
Oct/Nov 2023	Photo Purchase - Swansboro by Candlelight - Samantha Ann - Will Add to Oct/Nov 2023 Invoice - \$112.35	<b>6,477.52</b>