

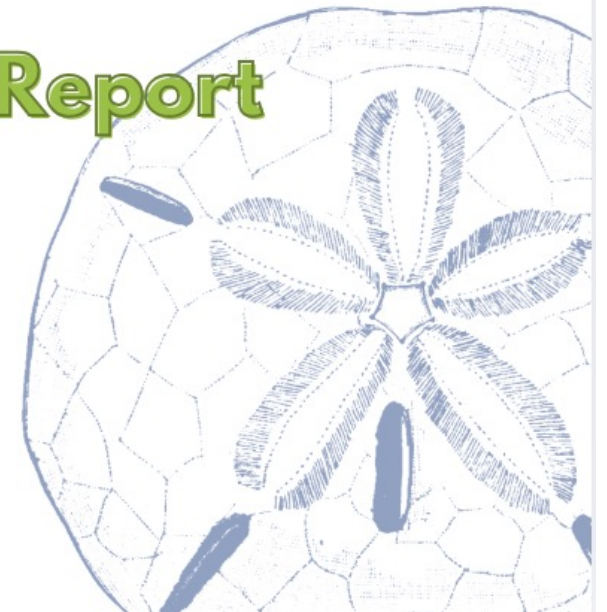


Swansboro

Friendly City by the Sea

Quarterly Status Update Report July 9, 2026

Submitted by: Anne Marie Bass
Front Row Communications





Key Highlights

Website Stats

- Virginia remains the strongest out-of-state market.
- Festivals and Hammocks Beach State Park continue to drive website visits.
- **The Coastal Adventure Giveaway generated 2,205 page views and added 562 new e-newsletter subscribers.**
- **The Merchant Tours Food & Drink Guide received 890 visits, demonstrating continued interest in local businesses and tour operators.**

Social Media

- Facebook followers increased by **772** during the quarter, reaching **13,314**.
- Instagram followers increased by **250**, reaching **3,477**.
- Social media engagement increased 77.1% over the previous quarter.

E-Newsletter Highlights

- Subscriber list grew by nearly **400 contacts** this quarter.
- Performance continues to meet or exceed travel industry benchmarks.
- Monthly e-newsletters keep visitors connected to Swansboro's events, businesses, and tour operators

Meta Advertising Highlights

- More than **10,000 website landing page visits** generated through seasonal advertising.
- Campaigns promoted Swansboro's festivals, attractions, and summer experiences.
- Traffic was delivered efficiently, averaging **\$0.13–\$0.26 per landing page visit**.



VisitSwansboro.org – Website Stats

Top Traffic Sources – (last 12 months)

Session primary...Channel Group) +		↓ Sessions	Engaged sessions
☒	Total	96,921 100% of total	32,535 100% of total
☒	1 Organic Search	44,132 (45.53%)	22,222 (68.3%)
☒	2 Paid Social	30,692 (31.67%)	4,253 (13.07%)
☒	3 Direct	11,891 (12.27%)	2,521 (7.75%)
☒	4 Organic Social	5,448 (5.62%)	1,584 (4.87%)
☒	5 Referral	2,230 (2.3%)	1,229 (3.78%)
☐	6 Paid Other	1,438 (1.48%)	244 (0.75%)
☐	7 Email	1,028 (1.06%)	430 (1.32%)
☐	8 Unassigned	324 (0.33%)	68 (0.21%)
☐	9 AI Assistant	23 (0.02%)	9 (0.03%)

Top Traffic Sources – (last 90 days)

Session primary...Channel Group) +		↓ Sessions	Engaged sessions
☒	Total	30,145 100% of total	9,967 100% of total
☒	1 Organic Search	13,203 (43.8%)	6,666 (66.88%)
☒	2 Paid Social	11,490 (38.12%)	1,420 (14.25%)
☒	3 Direct	2,773 (9.2%)	637 (6.39%)
☒	4 Organic Social	1,988 (6.59%)	433 (4.34%)
☒	5 Referral	827 (2.74%)	513 (5.15%)
☐	6 Email	360 (1.19%)	174 (1.75%)
☐	7 Unassigned	44 (0.15%)	2 (0.02%)
☐	8 AI Assistant	23 (0.08%)	9 (0.09%)



VisitSwansboro.org – Website Stats

Top 10 Pages Visited – (last 12 months)

	☐	Page title and screen class ▾	+	↓ Views	Active users
	☒	Total		137,590 100% of total	80,796 100% of total
	☒	1 Welcome to the Town of Swansboro NC		13,517 (9.82%)	10,292 (12.74%)
	☒	2 Swansboro by Candlelight -		9,724 (7.07%)	7,073 (8.75%)
	☒	3 Home -		9,399 (6.83%)	7,377 (9.13%)
	☒	4 Swansboro Christmas Flotilla		8,780 (6.38%)	6,635 (8.21%)
	☒	5 Mullet Festival of North Carolina - 2025		7,521 (5.47%)	5,914 (7.32%)
	☐	6 Latest News Visit Swansboro		6,407 (4.66%)	4,718 (5.84%)
	☐	7 Swansboro Pirate Fest		6,341 (4.61%)	5,207 (6.44%)
	☐	8 Historic Downtown Shopping in Swansboro		4,597 (3.34%)	3,337 (4.13%)
		9 (not set)		4,320 (3.14%)	139 (0.17%)
	☐	10 Swansboro Arts by the Sea Festival 2026		4,253 (3.09%)	3,358 (4.16%)

Top 10 Pages Visited - (last 90 days)

	☐	Page title and screen class ▾	+	↓ Views	Active users
	☒	Total		42,962 100% of total	25,980 100% of total
	☒	1 Home -		7,928 (18.45%)	6,282 (24.18%)
	☒	2 Swansboro Pirate Fest		5,554 (12.93%)	4,588 (17.66%)
	☒	3 Swansboro Arts by the Sea Festival 2026		4,253 (9.9%)	3,358 (12.93%)
	☒	4 Swansboro Independence Day Celebration 2026		3,857 (8.98%)	3,081 (11.86%)
	☒	5 Coastal Adventure Giveaway Contest Visit Swansboro NC		2,205 (5.13%)	1,344 (5.17%)
	☐	6 Historic Downtown Shopping in Swansboro		1,770 (4.12%)	1,313 (5.05%)
	☐	7 Festivals & Events -		1,707 (3.97%)	1,310 (5.04%)
	☐	8 Hammocks Beach State Park -		1,639 (3.81%)	1,324 (5.1%)
	☐	9 Swansboro Dining & Drinks -		1,183 (2.75%)	946 (3.64%)
	☐	10 Merchants, Tours, Food & Drink Guide & Map		890 (2.07%)	718 (2.76%)



VisitSwansboro.org – Website Stats

Paid vs. Organic Traffic – (last 12 months)

– Session source / medium ▾ +		↓ Active users	Sessions
		-----	-----
☒	Total	70,052 100% of total	83,935 100% of total
☒	1 google / organic	31,452 (44.9%)	39,439 (46.99%)
☒	2 fb / paid	18,300 (26.12%)	21,294 (25.37%)
☒	3 facebook / paid_social	5,920 (8.45%)	6,862 (8.18%)
☒	4 m.facebook.com / referral	2,622 (3.74%)	2,708 (3.23%)
☒	5 ig / paid	2,069 (2.95%)	2,218 (2.64%)
☐	6 bing / organic	1,682 (2.4%)	2,077 (2.47%)
☐	7 facebook.com / referral	1,500 (2.14%)	1,529 (1.82%)
☐	8 yahoo / organic	879 (1.25%)	1,142 (1.36%)
☐	9 ActiveCampaign / email	819 (1.17%)	996 (1.19%)
☐	10 duckduckgo / organic	656 (0.94%)	902 (1.07%)



VisitSwansboro.org – Website Stats

Top States Visiting Site – (last 12 months)

☐	Region	+ ↓ Active users	New users	Engaged sessions
☒	Total	74,871 100% of total	74,072 100% of total	31,691 100% of total
☒	1 North Carolina	45,766 (61.13%)	44,691 (60.33%)	17,022 (53.71%)
☒	2 Virginia	5,315 (7.1%)	4,793 (6.47%)	2,302 (7.26%)
☒	3 Georgia	3,352 (4.48%)	2,775 (3.75%)	1,671 (5.27%)
☒	4 Florida	2,550 (3.41%)	2,074 (2.8%)	1,415 (4.46%)
☒	5 New York	2,459 (3.28%)	1,982 (2.68%)	1,344 (4.24%)
☐	6 Ohio	2,053 (2.74%)	1,597 (2.16%)	1,194 (3.77%)
☐	7 South Carolina	1,945 (2.6%)	1,648 (2.22%)	868 (2.74%)
☐	8 Michigan	1,814 (2.42%)	1,348 (1.82%)	1,071 (3.38%)
☐	9 Pennsylvania	1,597 (2.13%)	1,316 (1.78%)	940 (2.97%)
☐	10 Indiana	1,523 (2.03%)	1,150 (1.55%)	885 (2.79%)

Top States Visiting Site – (last 90 days)

☐	Region	+ ↓ Active users	New users	Engaged sessions
☒	Total	25,753 100% of total	25,549 100% of total	9,803 100% of total
☒	1 North Carolina	15,204 (59.04%)	15,049 (58.9%)	5,024 (51.25%)
☒	2 Virginia	1,709 (6.64%)	1,562 (6.11%)	705 (7.19%)
☐	3 (not set)	1,007 (3.91%)	976 (3.82%)	80 (0.82%)
☒	4 Georgia	916 (3.56%)	764 (2.99%)	469 (4.78%)
☒	5 New York	785 (3.05%)	641 (2.51%)	404 (4.12%)
☒	6 Florida	766 (2.97%)	617 (2.41%)	447 (4.56%)
☐	7 South Carolina	648 (2.52%)	576 (2.25%)	268 (2.73%)
☐	8 Ohio	579 (2.25%)	461 (1.8%)	341 (3.48%)
☐	9 Michigan	548 (2.13%)	421 (1.65%)	325 (3.32%)
☐	10 Pennsylvania	494 (1.92%)	414 (1.62%)	298 (3.04%)



VisitSwansboro.org – Website Stats

Top Cities Visiting Site – (last 12 months)

☐	City	+	↓	Active users	New users	Engaged sessions
☒	Total			65,221 100% of total	63,374 100% of total	26,855 100% of total
☒	1 Swansboro			6,362 (9.75%)	6,125 (9.66%)	2,298 (8.56%)
☒	2 Raleigh			5,221 (8.01%)	4,977 (7.85%)	1,800 (6.7%)
☒	3 Charlotte			4,299 (6.59%)	4,101 (6.47%)	1,583 (5.89%)
	4 (not set)			3,806 (5.84%)	3,507 (5.53%)	1,439 (5.36%)
☒	5 Jacksonville			3,772 (5.78%)	3,664 (5.78%)	1,325 (4.93%)
☒	6 Emerald Isle			1,926 (2.95%)	1,842 (2.91%)	750 (2.79%)
☐	7 New Bern			1,113 (1.71%)	1,102 (1.74%)	359 (1.34%)
☐	8 Ashburn			888 (1.36%)	839 (1.32%)	363 (1.35%)
☐	9 Morehead City			882 (1.35%)	853 (1.35%)	345 (1.28%)
☐	10 Piney Green			814 (1.25%)	788 (1.24%)	271 (1.01%)

Top Cities Visiting Site – (last 90 days)

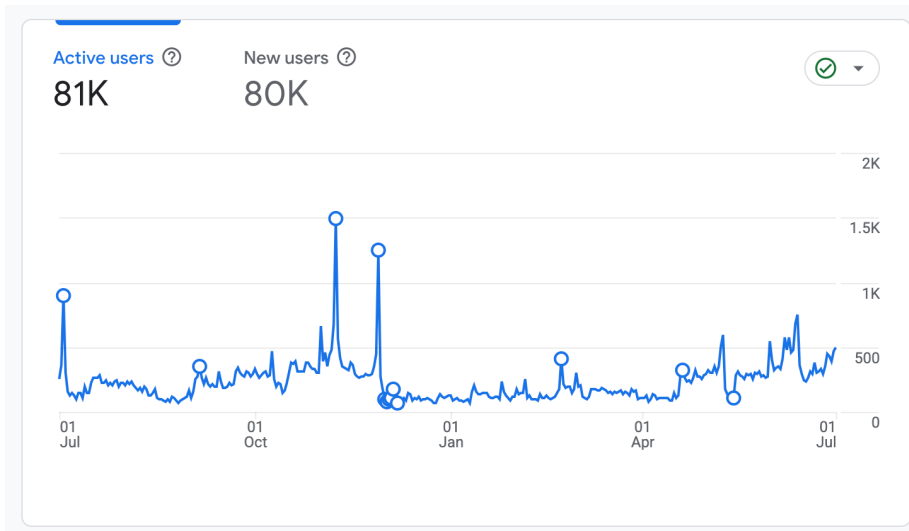
☐	City	+	↓	Active users	New users	Engaged sessions
☒	Total			21,207 100% of total	20,839 100% of total	8,015 100% of total
☒	1 Swansboro			2,055 (9.69%)	2,002 (9.61%)	615 (7.67%)
☒	2 Raleigh			1,788 (8.43%)	1,719 (8.25%)	610 (7.61%)
☒	3 Jacksonville			1,528 (7.21%)	1,495 (7.17%)	438 (5.46%)
☒	4 Charlotte			1,473 (6.95%)	1,418 (6.8%)	471 (5.88%)
	5 (not set)			1,043 (4.92%)	965 (4.63%)	377 (4.7%)
☒	6 Emerald Isle			635 (2.99%)	613 (2.94%)	215 (2.68%)
☐	7 New Bern			444 (2.09%)	440 (2.11%)	105 (1.31%)
☐	8 Piney Green			333 (1.57%)	322 (1.55%)	95 (1.19%)
☐	9 New York			314 (1.48%)	287 (1.38%)	113 (1.41%)
☐	10 Greenville			278 (1.31%)	260 (1.25%)	107 (1.33%)



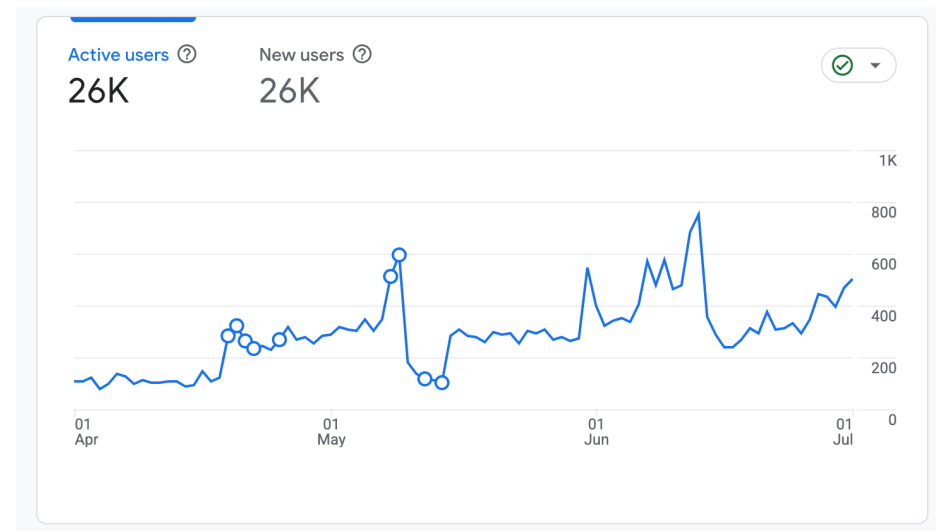
VisitSwansboro.org – Website Stats

Total # of Active Users & NEW Users

(last 12 months)



(last 90 days)





Facebook & Instagram Metrics and Snapshot April 1, 2026 thru July 1, 2026

July 2026 Report:

Facebook – 13,314 followers

Instagram – 3,477 followers

April 2026 Report:

Facebook – 12,542 followers

Instagram – 3,227 followers

Engagement overview ⓘ

Last 90 days: Apr 3 - Jul 1 ▾

51,691 Engagement ⓘ

+77.1% from previous 90 days



7,336

Reactions ⓘ



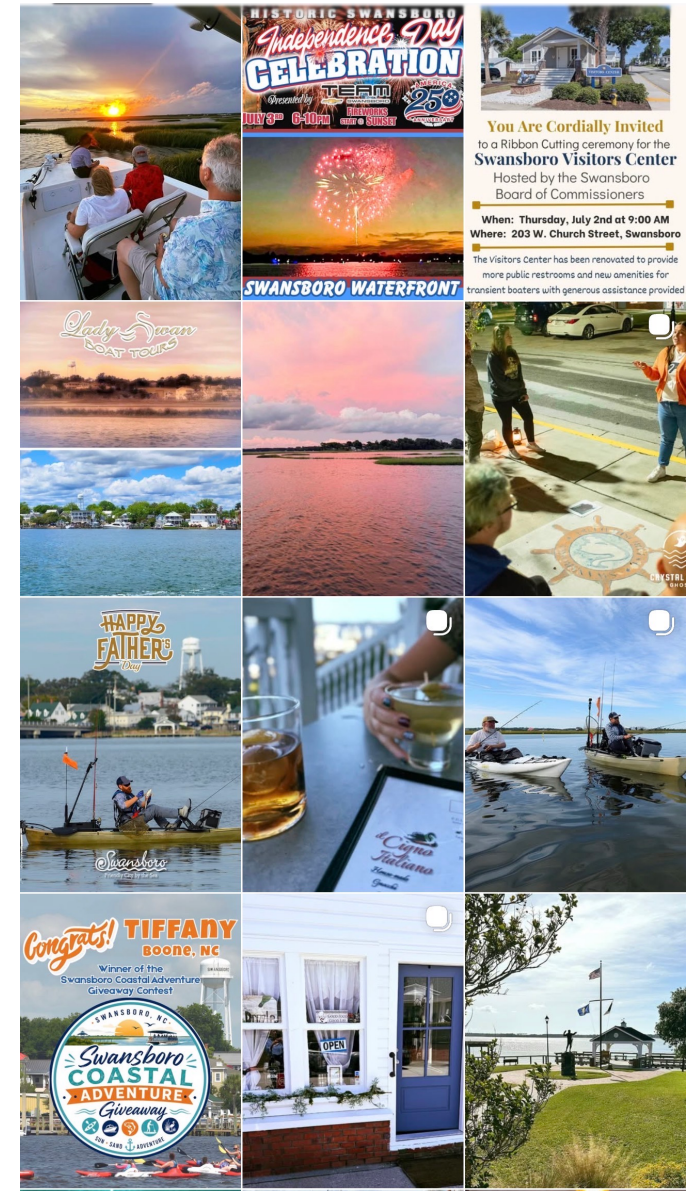
402

Comments ⓘ



1,038

Shares ⓘ





Facebook/Instagram Ad Campaigns Summary Snapshot

April 1, 2026 to July 1, 2026

Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Ahoy! Pirat...
May 9, 2026...

Learn more

Swashi
Live Mu...

Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Swashbuck...
Live Music · ...

Learn more

Set
Fric...

Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Set Sail on...
Friday Night...

Learn more

Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Mother's D...
Brunch · Vie...

Learn more

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Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Make It a...
Plan Your Vi...

Learn more

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vis

Onslow County PIRATE Fest
Swansboro, NC

SATURDAY, MAY 9TH 10AM TO 4PM
FREE EVENT!!

Visit Swansboro NC
Ahoy, adventurers! ...more

Learn more

Ad

2026 REEL_Pirate Fest - Weekend Getaway - Copy		
Completed Traffic		
605	\$0.25	\$149.89
Landing Page Views	Cost per Landing Page View	Spent

2026 Pirate Fest - Weekend Getaway - Copy		
Traffic		
2.3K	\$0.13	\$299.87
Landing Page Views	Cost per Landing Page View	Spent



Facebook/Instagram Ad Campaigns Summary Snapshot

April 1, 2026 to July 1, 2026

Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



Arts by the...
A FREE wat...

[See details](#)

Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



Enter our...
Win a Swan...

[See details](#)

Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



Coastal...
Fresh seafo...

[See details](#)

Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



Shop the...
Boutiques, u...

[See details](#)

Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



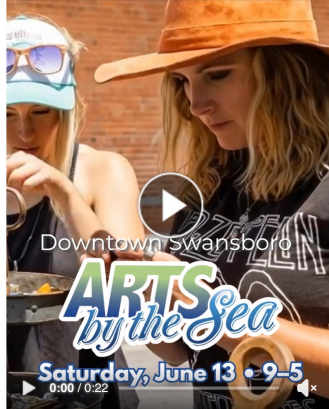
Escape to...
Plan your be...

[See details](#)

Visit Swansboro NC
Ad · 🌐

Art, music, food, and coastal charm.

Join us in historic downtown ...See more



Arts by the Sea
Saturday, June 13 • 9-5

visitswansboro.org
Celebrate Arts by the Sea | June 13

[Learn more](#)

150 3 comments 38 shares

2026 Arts by the Sea + Summer + Coastal Giveaway			
Completed Traffic			
3.8K	\$0.16	\$599.98	
Landing Page Views	Cost per Landing Page View	Spent	
2026 REEL_Arts by the Sea			
Completed Traffic			
584	\$0.26	\$149.80	
Landing Page Views	Cost per Landing Page View	Spent	



Facebook/Instagram Ad Campaigns Summary Snapshot

April 1, 2026 to July 1, 2026

Visit Swansboro NC
Ad · 🌐

🔴 Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Fireworks...
Celebrate J...

Learn more



Free S...
Enjoy o

Visit Swansboro NC
Ad · 🌐

🔴 Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Explore...
Discover co...

Learn more

Visit Swansboro NC
Ad · 🌐

🔴 Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Escape to...
Miles of uns...

Learn more

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Visit Swansboro NC
Ad · 🌐

🔴 Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Sips, Bites ...
Discover loc...

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Visit Swansboro NC
Ad · 🌐

🔴 Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Free Summ...
Enjoy our S...

Learn more

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Visit Swansboro NC
Ad · 🌐

🔴 Spend Independence Day by the Sea.

Join us July 3 in Historic ...See more



Friday, July 3 | 6pm-10pm
SWANSBORO

visitswansboro.org
Celebrate America's 250th Year | July 3

Learn more

👍❤️ 305 21 comments 108 shares

🕒 1 day left

 **2026 REEL_Independence Day Celebration**
Active Traffic

986 Landing Page Views	\$0.14 Cost per Landing Page View	\$140.45 Spent
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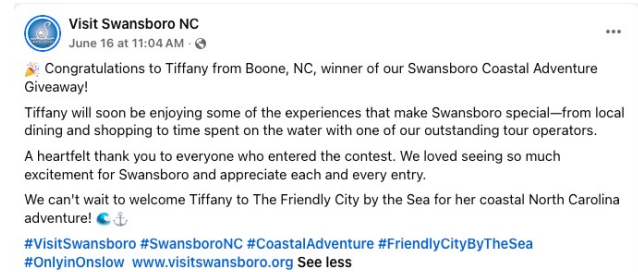
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 **2026 Independence Day, Summer in Full Swing**
Active Traffic

1.8K Landing Page Views	\$0.15 Cost per Landing Page View	\$275.09 Spent
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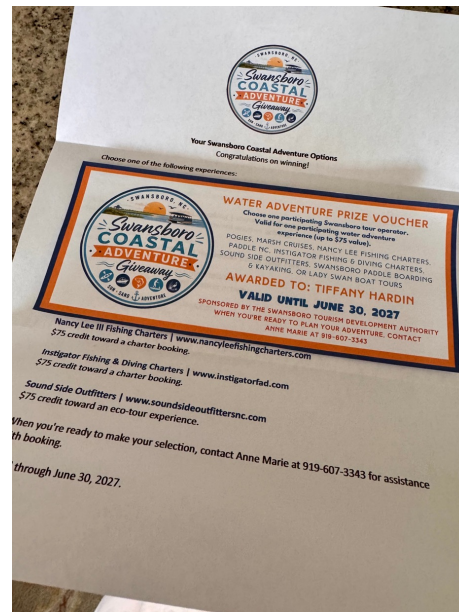


Facebook/Instagram Ad Campaigns Summary Snapshot April 1, 2026 to July 1, 2026



Contest Entry Landing Page on Website

<https://www.visitswansboro.org/get-away-contest-entry-2/>



[Read More](#)



Explore Coastal Swansboro

Enter to win the **Swansboro Coastal Adventure Giveaway** featuring waterfront experiences, local dining, shopping, and island-inspired fun along North Carolina's Crystal Coast. Discover historic downtown Swansboro and start planning your next getaway to the Friendly City by the Sea.

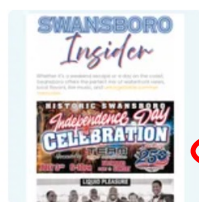




Visit Swansboro Marketing Eblasts

Monthly Eblasts – May 2026 through July, 2026

July 2026 Eblast is still capturing results
and will have resend on July 3



July 2026 Eblast

Sent



• Sent yesterday at 5:30pm EDT • Resending tomorrow at 9:59a...

2,952 sends • 1,144 (39%) opens • 35 (1%) clicks • 33 (1%) bounces • 16 (1%) unsubscribes



June 2026 Eblast

Sent



• Sent May 28, 2026 at 10:00am EDT • Resent Jun 1, 2026 at 7:30...

2,642 sends • 1,357 (54%) opens • 39 (2%) clicks • 116 (4%) bounces • 7 (1%) unsubscribes



May 2026 Eblast

Sent



• Sent Apr 30, 2026 at 8:23pm EDT • Resent May 3, 2026 at 10:0...

2,573 sends • 1,522 (62%) opens • 38 (2%) clicks • 112 (4%) bounces • 6 (1%) unsubscribes

Industry Standards:

Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
----------------------	----------------------------------	----------------

Overall:

32.55% 2.03% 10.31%

Travel & Hospitality:

31.02% 1.34% 8.81%

Subscriber Growth
2,555 → 2,952 (+397)





Our State Magazine – May & June 2026 Issues



Swansboro's Annual Festivals & Events
Join us in the Friendly City by the Sea!

Onslow County PirateFest May 9, 2026	Arts by the Sea June 13, 2026	Independence Day Celebration & Fireworks July 3, 2026
Mullet Festival of NC October 10–11, 2026	Swansboro by Candlelight November 14, 2026	Swansboro Christmas Flotilla November 27, 2026

www.VisitSwansboro.org

Bear Island at Hammocks Beach State Park

Your Beach Adventure Awaits!

visitswansboro.org

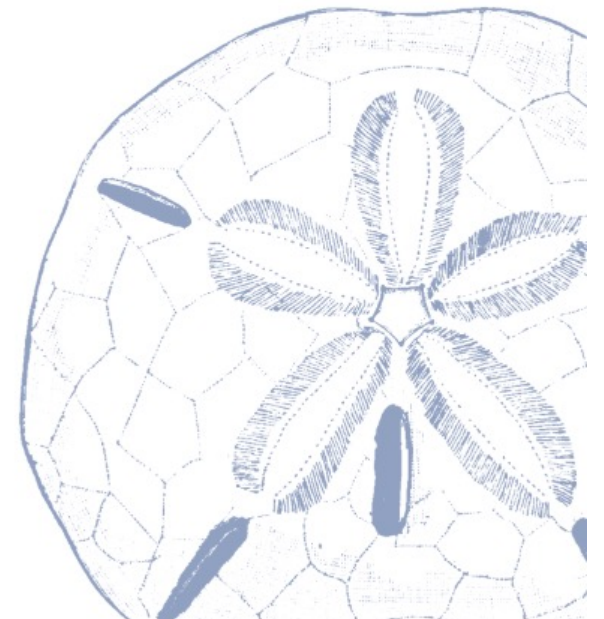


Swansboro

Friendly City by the Sea

Appendix
July 9, 2026

Submitted by: Anne Marie Bass
Front Row Communications





2026/2027 STDA Approved Budget – Snapshot

UPDATED 7.1.26

SWANSBORO TDA / FY 2026-2027 // APPROVED Marketing, Advertising, Tourism Support					
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT COLLATERAL					
	2027 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2027)	950.00			8.5" x 14" size double gate, 7,000 quantity, specs: 80# gloss text - in market piece sent to 14 NC Welcome Centers
	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2026)	815.00			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece sent to 14 NC Welcome Centers
WEBSITE	Dream Host - 2026/2027 Annual website hosting & Maintenance Plan	1,788.00			Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/month
WEBSITE	Misc. Tech Needs for Website - Estimate	800.00			Care & Feeding, Tech Issues, Airbnb & VRBO pages, Plugin Support
EBLAST SOFTWARE	Constant Contact License - Estimate	1,008.00	916.30	91.70	Annual Price is \$83.30/month - a Non Profit / Advance Pay discount may apply. Current Tier 2500-5000 emails
PRINT AD	2026/2027 Our State Magazine - Print Ads - Coast Host Section Ads	8,550.00			5 ADS TOTAL: 1/3 Pag Ad - Sept '26; 1/6 Page Ad Size - Oct '26, Mar '27, May, '27 Jun '27
DIGITAL ADS	2026/2027 Our State Magazine - Sponsored Eblasts	4,950.00			3 EBLASTS: Sunday Morning Read - Dates TBD
DIGITAL ADS	2026/2027 Facebook & Instagram Advertising	8,000.00			From July 1, 2026 to June 30, 2027
	assumes \$2000 incl. from Swansboro Festivals (\$400/per event)				



2026/2027 STDA Approved Budget – Snapshot

UPDATED 7.1.26

SWANSBORO TDA / FY 2026-2027 // APPROVED Marketing, Advertising, Tourism Support				
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT ADS	2026/2027 Raleigh Magazine - Print Ads - Travel Section	2,000.00		3 ADS TOTAL: September 2026 - Half Page ; Marcy 2027; April 2027 - 1/4 Page
PRINT ADS	2026/2027 Raleigh Magazine - Print Ads - November 2026 Issue	1,500.00		1 AD: Full Page - November 2026
DIGITAL ADS	2026/2027 Raleigh Magazine - Banner Ad Placements on Site	600.00		2 PLACEMENTS: September & October 2026 - \$300/per month
DIGITAL ADS	2026/2027 Coastal Virginia Magazine E-News Featured Events	1,200.00		4 PLACEMENTS: Mullet, Candlelight, Thanksgiving Weekend, ABTS - \$300/per month
DIGITAL ADS	2026/2027 Coastal Virginia Magazine - Customized Email	2,480.00		2 EMAILS: Mullet, Candlelight, Thanksgiving Weekend, ABTS - \$1240/per
MEMBERSHIP	2027 NC Coast Host Membership Dues	350.00		Regional Tourism Organization Renewal
VIDEO PLACEMENT	OAJ Airport 2026/2027 - Video Placement	5,000.00		Update Video Asset - per contract with Honeycutt Advertising
SERVICES	Marketing Strategy, Management & Execution Retainer \$2639/month	31,668.00		
OPTIONS	Remaining Funds Available - Left Over from Option 1	1,341.00		
	GRAND TOTAL	73,000.00		
	Approved Amount - TBD (based on Options & Board Selections)			



2026/2027 STDA Approved Budget – Snapshot

UPDATED 7.1.26

	2026/2027 Approved Marketing Contingency Budget	5,000.00
	<i>Additional Expenditures</i>	
Starting Contingency	ADD \$2528 - Rollover from Unspent 2025/2026 Funded Contingency	7,528.00