

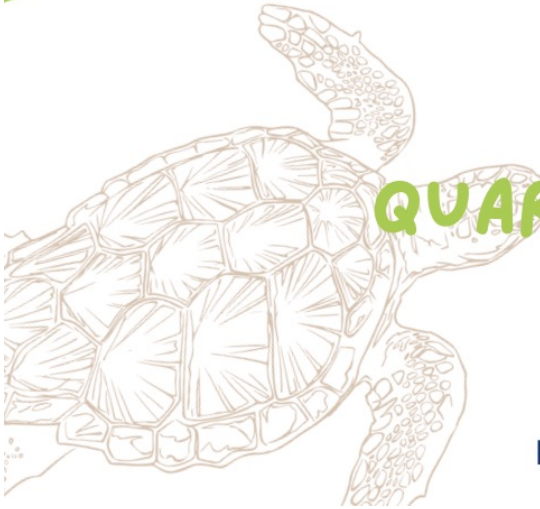


Swansboro

Friendly City by the Sea

QUARTERLY STATUS UPDATE REPORT

APRIL 9, 2026



Presented by: Anne Marie Bass, Front Row Communications

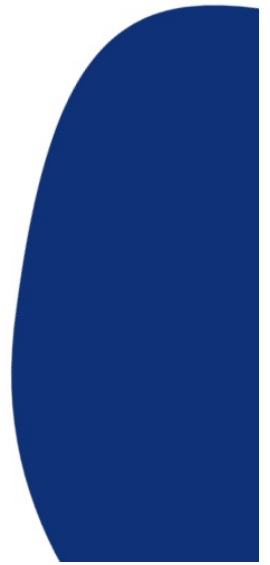




Table of Contents & Status Update Notes

1. Visit NC Content Pillar & 2027 Travel Guide Media Pitch

- Media pitch developed and presented on **February 11** to support inclusion in Visit NC content and 2027 Travel Guide.
- Supporting slides included here for reference

2. Website Stats

I've included GA4 snapshots reflecting website performance over the past 12 months, along with a recent 90-day snapshot for current activity.

Key Highlights:

- Organic search continues to be the primary driver of website traffic, supported by paid social and direct traffic during key campaign periods.
- Top-performing pages consistently include core visitor information, seasonal events, and blog content—indicating strong alignment with trip planning and destination discovery.
- Website traffic remains concentrated within North Carolina, with continued visibility in nearby and out-of-state drive markets such as Virginia, South Carolina, and Georgia.
- Engagement trends remain steady, with noticeable spikes aligning with seasonal campaigns, signature events, and promotional efforts throughout the year.

Data Note:

Recent analytics include some irregular city-level data due to a temporary website security issue (since resolved)

3. Social Media Stats & Metrics – January 1, 2026 to Date

4. Facebook/Instagram Ad Reports – January 1, 2026 – to Date

5. Swansboro Insider Monthly Marketing Eblasts – February, March (April deployed today – 4.1.26)



Table of Contents & Status Update Notes

6. Website

- Ongoing website maintenance and updates across key pages, including homepage, landing pages, festival pages, and promotional content.
- **Completed:** New blog post – *Discover the Coastal Charm of Historic Swansboro*
Developed for the Visit NC Welcome Journey campaign and as evergreen content for ongoing digital marketing efforts.

7. **Downtown Merchants, Tours, Food & Drink Guide** - Spring 2026 Update: Going to press this week.

8. **Our State Magazine** – March and April - 1/6 page ads; January and February Sunday Morning Read Eblasts

9. **Raleigh Magazine** – February and April 1/4 page ads - included

10. 2026/2027 Proposed Marketing & Advertising Plan and Budget

- A proposed plan and budget has been developed, including a defined **core investment** based on prior years.
- Additional media placements are outlined with supporting **circulation, audience, and demographic insights** (as requested).
- **Tiered options (Platinum, Gold, Silver, Bronze)** are included to guide discussion based on budget levels.
- Individual placements can also be reviewed and selected **à la carte**, depending on priorities.

11. **Misc. Questions** – [Anne Marie is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.](#)

Appendix

STDA Approved Budget for 2025-2026 Fiscal Year – Snapshot to Date



1



2



3

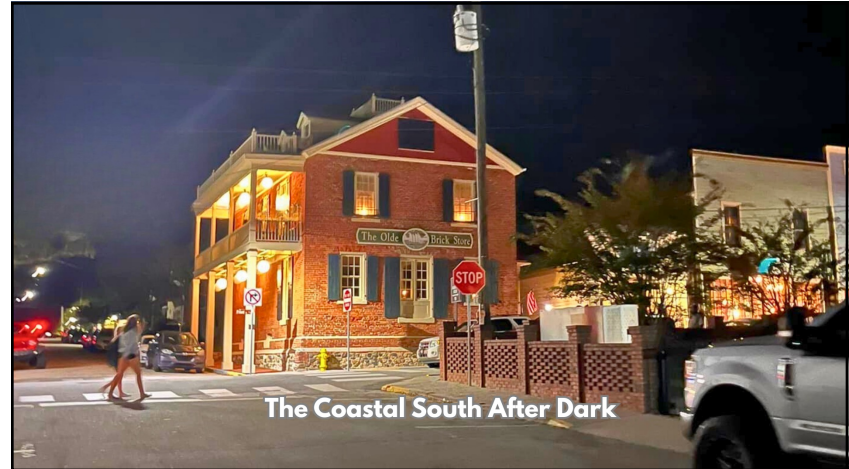


4



America 250 Through a Local Lens

5



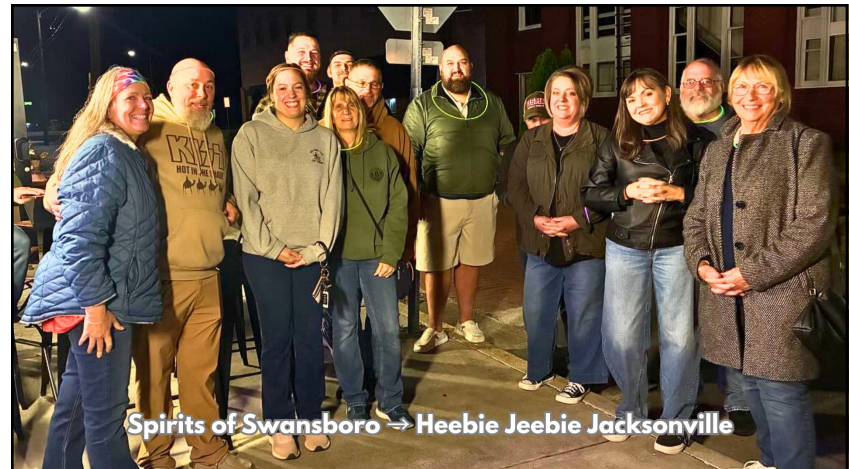
The Coastal South After Dark

6



Research-Backed Stories from 100+ Interviews

7



Spirits of Swansboro → Heebie Jeebie Jacksonville

8



A 45-Year Swansboro Fishing Legacy

9



A New Chapter Led by Coast Guard Veterans
Captain Tess & Captain Chris

10



A Multigenerational, All-Hands Family Crew

11



Fishing for Everyone — Safe, Welcoming, and Local

12



Explore the Waters of the Crystal Coast

13



Saltwater fly-fishing guide, community builder.
Captain Perry McDougald, founder of Sound Side Outfitters

14

Perry's Insider Swansboro

GO-TO Lunch:
Church Street Market & Pub — Smokehouse Turkey

Dinner:
Il Cigno Italiano — Deviled Eggs + Beef Short Rib

Quiet Spot:
Patsy's Pond, Croatan Forest

Sunset:
Behind his shop

Fav Coffee:
Giovanni's Brooklyn Bagels

Nightlife:
Dini's Martinis & Desserts

Hidden Gem:
"Swansboro itself."

15



Jordan's Smokehouse & Oyster Bar —
Family-Owned, Local Favorite

16



17



18



19



20



Top Traffic Sources – (last 12 months)

Top Traffic Sources – (last 90 days)

<input type="checkbox"/> Session primary...Channel Group ▾ +		<input type="checkbox"/> ↓ Sessions	<input type="checkbox"/> Engaged sessions
<input checked="" type="checkbox"/>	Total	90,981 100% of total	30,883 100% of total
<input checked="" type="checkbox"/>	1 Organic Search	42,554 (46.77%)	21,824 (70.67%)
<input checked="" type="checkbox"/>	2 Paid Social	29,680 (32.62%)	3,700 (11.98%)
<input checked="" type="checkbox"/>	3 Direct	11,173 (12.28%)	2,728 (8.83%)
<input checked="" type="checkbox"/>	4 Organic Social	4,734 (5.2%)	1,536 (4.97%)
<input checked="" type="checkbox"/>	5 Referral	1,693 (1.86%)	859 (2.78%)
<input type="checkbox"/>	6 Paid Other	1,448 (1.59%)	246 (0.8%)
<input type="checkbox"/>	7 Email	671 (0.74%)	256 (0.83%)
<input type="checkbox"/>	8 Unassigned	309 (0.34%)	73 (0.24%)

<input type="checkbox"/> Session primary...Channel Group ▾ +		<input type="checkbox"/> ↓ Sessions	<input type="checkbox"/> Engaged sessions
<input checked="" type="checkbox"/>	Total	14,366 100% of total	4,966 100% of total
<input checked="" type="checkbox"/>	1 Organic Search	6,133 (42.69%)	3,387 (68.2%)
<input checked="" type="checkbox"/>	2 Paid Social	3,523 (24.52%)	483 (9.73%)
<input checked="" type="checkbox"/>	3 Direct	2,896 (20.16%)	351 (7.07%)
<input checked="" type="checkbox"/>	4 Organic Social	776 (5.4%)	288 (5.8%)
<input checked="" type="checkbox"/>	5 Email	531 (3.7%)	199 (4.01%)
<input type="checkbox"/>	6 Referral	304 (2.12%)	179 (3.6%)
<input type="checkbox"/>	7 Unassigned	184 (1.28%)	57 (1.15%)



Top 10 Pages Visited – (last 12 months)

<input checked="" type="checkbox"/>	Total	129,080 100% of total	76,096 100% of total
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	20,121 (15.59%)	15,263 (20.06%)
<input checked="" type="checkbox"/>	2 Swansboro by Candlelight -	9,737 (7.54%)	7,057 (9.27%)
<input checked="" type="checkbox"/>	3 Swansboro Christmas Flotilla	8,803 (6.82%)	6,634 (8.72%)
<input checked="" type="checkbox"/>	4 Mullet Festival of North Carolina - 2025	7,191 (5.57%)	5,626 (7.39%)
<input checked="" type="checkbox"/>	5 Swansboro Pirate Fest	6,651 (5.15%)	5,581 (7.33%)
<input type="checkbox"/>	6 Latest News Visit Swansboro	6,463 (5.01%)	4,768 (6.27%)
	7 (not set)	4,320 (3.35%)	139 (0.18%)
<input type="checkbox"/>	8 Swansboro Independence Day Celebration -	4,113 (3.19%)	3,345 (4.4%)
<input type="checkbox"/>	9 Swansboro Arts by the Sea Festival 2025	4,034 (3.13%)	3,244 (4.26%)
<input type="checkbox"/>	10 Historic Downtown Shopping in Swansboro	3,935 (3.05%)	2,825 (3.71%)

Top 10 Pages Visited - (last 90 days)

<input checked="" type="checkbox"/>	Total	20,092 100% of total	12,365 100% of total
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	3,060 (15.23%)	2,431 (19.66%)
<input checked="" type="checkbox"/>	2 Latest News Visit Swansboro	1,984 (9.87%)	1,532 (12.39%)
<input checked="" type="checkbox"/>	3 Home -	1,471 (7.32%)	1,088 (8.8%)
<input checked="" type="checkbox"/>	4 Discover Coastal Charm in Historic Swansboro The Friendly City by the Sea	1,316 (6.55%)	1,111 (8.99%)
<input checked="" type="checkbox"/>	5 Marina, Boat Charters, Outfitters, Eco Tours and Kayaking -	817 (4.07%)	750 (6.07%)
<input type="checkbox"/>	6 Historic Downtown Shopping in Swansboro	775 (3.86%)	578 (4.67%)
<input type="checkbox"/>	7 Hammocks Beach State Park -	658 (3.27%)	529 (4.28%)
<input type="checkbox"/>	8 Festivals & Events -	545 (2.71%)	362 (2.93%)
<input type="checkbox"/>	9 Merchants, Tours, Food & Drink Guide & Map	511 (2.54%)	385 (3.11%)
<input type="checkbox"/>	10 Swansboro Dining & Drinks -	498 (2.48%)	386 (3.12%)



Top States Visiting Site – (last 12 months)

Region		Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total	76,096 100% of total	75,956 100% of total	30,883 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	43,308 (56.91%)	42,561 (56.03%)	15,740 (50.97%)
<input checked="" type="checkbox"/>	2 Virginia	5,360 (7.04%)	4,881 (6.43%)	2,312 (7.49%)
<input checked="" type="checkbox"/>	3 Georgia	3,309 (4.35%)	2,744 (3.61%)	1,679 (5.44%)
<input type="checkbox"/>	4 (not set)	2,808 (3.69%)	2,189 (2.88%)	212 (0.69%)
<input checked="" type="checkbox"/>	5 Florida	2,447 (3.22%)	2,007 (2.64%)	1,316 (4.26%)
<input checked="" type="checkbox"/>	6 New York	2,287 (3.01%)	1,865 (2.46%)	1,273 (4.12%)
<input type="checkbox"/>	7 Ohio	2,056 (2.7%)	1,609 (2.12%)	1,189 (3.85%)
<input type="checkbox"/>	8 South Carolina	1,872 (2.46%)	1,582 (2.08%)	845 (2.74%)
<input type="checkbox"/>	9 Gansu	1,778 (2.34%)	1,769 (2.33%)	15 (0.05%)
<input type="checkbox"/>	10 Michigan	1,741 (2.29%)	1,304 (1.72%)	1,022 (3.31%)

Top States Visiting Site – (last 90 days)

Region		Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total	12,365 100% of total	12,370 100% of total	4,966 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	5,088 (41.15%)	4,969 (40.17%)	2,308 (46.48%)
<input type="checkbox"/>	2 (not set)	1,159 (9.37%)	1,151 (9.3%)	51 (1.03%)
<input checked="" type="checkbox"/>	3 Virginia	924 (7.47%)	868 (7.02%)	350 (7.05%)
<input checked="" type="checkbox"/>	4 Gansu	678 (5.48%)	678 (5.48%)	0 (0%)
<input checked="" type="checkbox"/>	5 Georgia	667 (5.39%)	612 (4.95%)	226 (4.55%)
<input checked="" type="checkbox"/>	6 New York	386 (3.12%)	330 (2.67%)	225 (4.53%)
<input type="checkbox"/>	7 Florida	356 (2.88%)	298 (2.41%)	190 (3.83%)
<input type="checkbox"/>	8 South Carolina	306 (2.47%)	269 (2.17%)	133 (2.68%)
<input type="checkbox"/>	9 Ohio	289 (2.34%)	248 (2%)	183 (3.69%)
<input type="checkbox"/>	10 Pennsylvania	235 (1.9%)	202 (1.63%)	147 (2.96%)



Top Cities Visiting Site – (last 12 months)

<input type="checkbox"/> City <input type="text" value="City"/> <input type="button" value="+"/>		<input type="button" value="↓"/>	Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total		87,769 100% of total	87,627 100% of total	36,281 100% of total
<input type="checkbox"/>	1 (not set)		7,285 (8.3%)	6,938 (7.92%)	2,191 (6.04%)
<input checked="" type="checkbox"/>	2 Swansboro		6,294 (7.17%)	6,104 (6.97%)	2,422 (6.68%)
<input checked="" type="checkbox"/>	3 Raleigh		6,028 (6.87%)	5,781 (6.6%)	1,982 (5.46%)
<input checked="" type="checkbox"/>	4 Charlotte		4,610 (5.25%)	4,419 (5.04%)	1,732 (4.77%)
<input checked="" type="checkbox"/>	5 Jacksonville		3,554 (4.05%)	3,465 (3.95%)	1,352 (3.73%)
<input checked="" type="checkbox"/>	6 Emerald Isle		1,891 (2.15%)	1,811 (2.07%)	769 (2.12%)
<input type="checkbox"/>	7 Lanzhou		1,778 (2.03%)	1,769 (2.02%)	15 (0.04%)
<input type="checkbox"/>	8 Ashburn		1,754 (2%)	1,679 (1.92%)	932 (2.57%)
<input type="checkbox"/>	9 Atlanta		1,227 (1.4%)	1,129 (1.29%)	688 (1.9%)
<input type="checkbox"/>	10 Singapore		1,199 (1.37%)	650 (0.74%)	16 (0.04%)

Top Cities Visiting Site – (last 90 days)

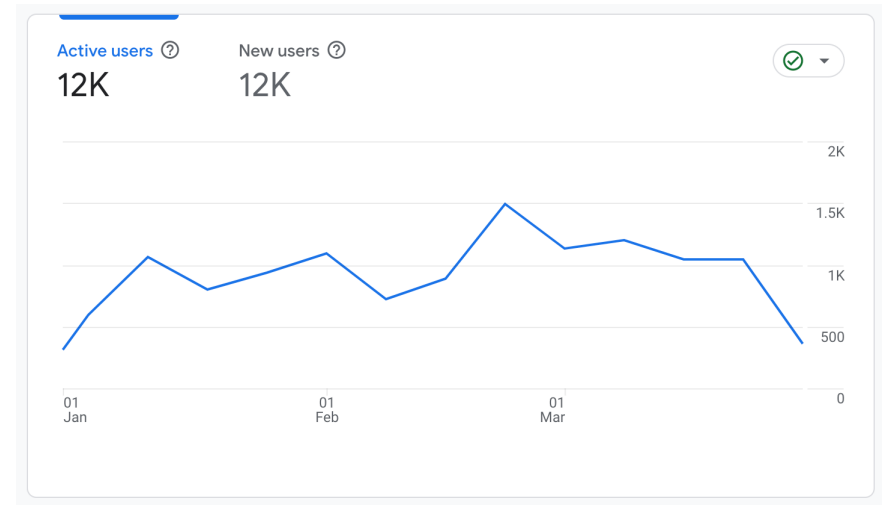
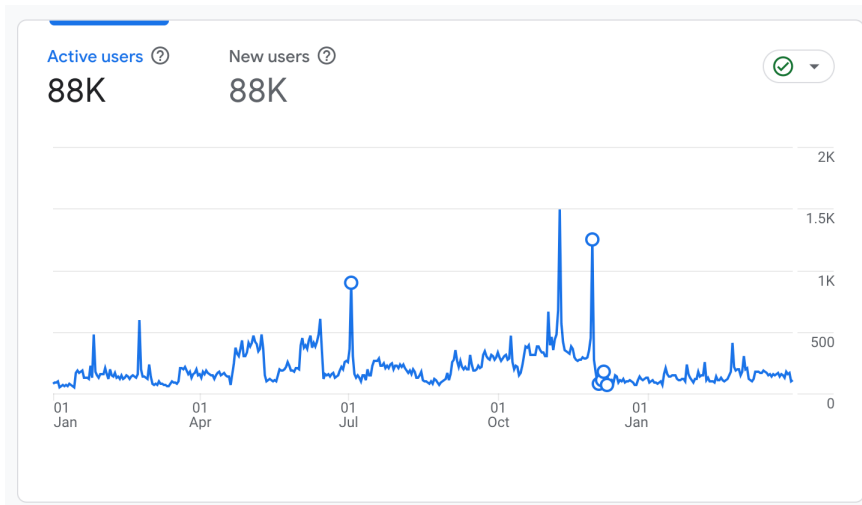
<input type="checkbox"/> City <input type="text" value="City"/> <input type="button" value="+"/>		<input type="button" value="↓"/>	Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total		12,365 100% of total	12,370 100% of total	4,966 100% of total
<input type="checkbox"/>	1 (not set)		1,190 (9.62%)	1,148 (9.28%)	312 (6.28%)
<input checked="" type="checkbox"/>	2 Swansboro		689 (5.57%)	664 (5.37%)	324 (6.52%)
<input checked="" type="checkbox"/>	3 Lanzhou		678 (5.48%)	678 (5.48%)	0 (0%)
<input checked="" type="checkbox"/>	4 Singapore		613 (4.96%)	610 (4.93%)	0 (0%)
<input checked="" type="checkbox"/>	5 Raleigh		538 (4.35%)	519 (4.2%)	213 (4.29%)
<input checked="" type="checkbox"/>	6 Charlotte		442 (3.57%)	426 (3.44%)	186 (3.75%)
<input type="checkbox"/>	7 Jacksonville		333 (2.69%)	320 (2.59%)	170 (3.42%)
<input type="checkbox"/>	8 Atlanta		163 (1.32%)	155 (1.25%)	68 (1.37%)
<input type="checkbox"/>	9 Forest City		134 (1.08%)	131 (1.06%)	54 (1.09%)
<input type="checkbox"/>	10 New York		127 (1.03%)	118 (0.95%)	55 (1.11%)



Total # of Active Users & NEW Users

(last 12 months)

(last 90 days)





Facebook & Instagram Metrics and Snapshot – Jan 2, 2026 thru Apr 1, 2026

April 2026 Report:

Facebook – 12,542 followers

Instagram – 3,227 followers

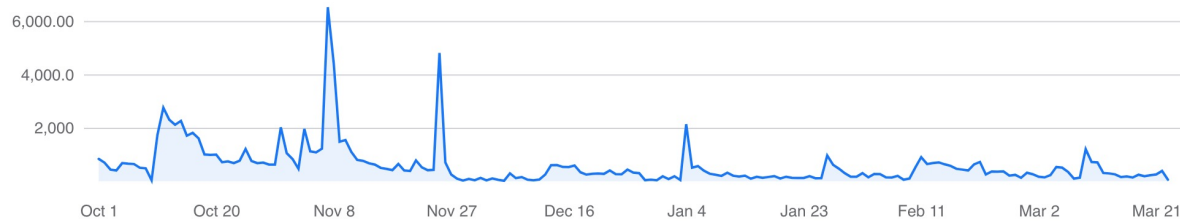
January 2026 Report:

Facebook – 12,203 followers

Instagram – 3,108 followers

107,258 Engagement ⓘ

+16.1% from previous 183 days



18,669

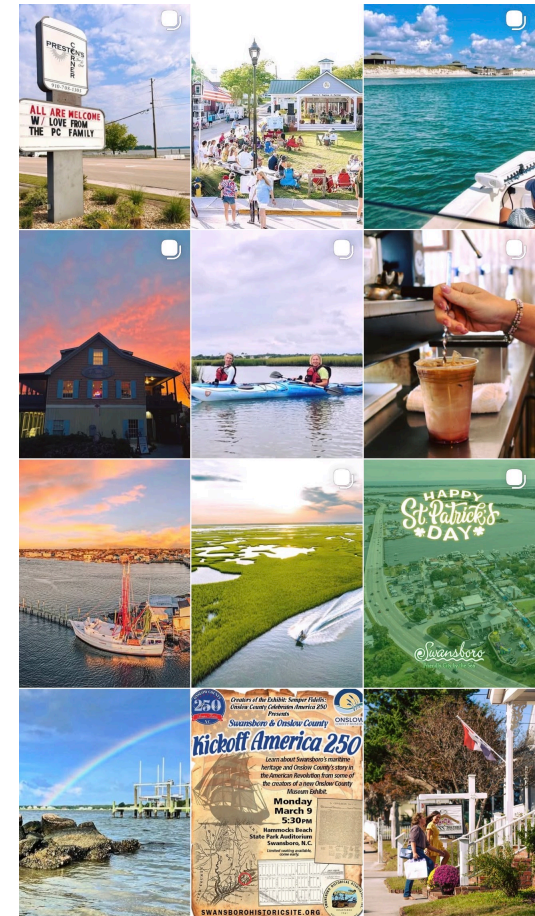
Reactions ⓘ

898

Comments ⓘ

2,173

Shares ⓘ





Annual Swansboro Event

MAY 9, 2016
Pirate Fest
Historic Downtown Swansboro
(910) 326-2600

JUNE 11, 2016
Arts By The Sea
Historic Downtown Swansboro
(910) 326-2600

JULY 3, 2016
Independence Day Celebration
Historic Downtown Swansboro
(910) 326-2600

OCTOBER 10-11, 2016
72nd Swansboro Mullet Festival of NC
Historic Downtown Swansboro
(910) 326-2600

NOVEMBER 14, 2016
Swansboro by Candlelight Shopping
Historic Downtown Swansboro

NOVEMBER 27, 2016
Swansboro Christmas Flatolla
(rain date November 28)
Historic Downtown Swansboro
(910) 326-2600

Hampton Inn & Suites
Phone: _____

Swansboro
www.VisitSwansboro.org

visit : _____
ncil.com

photos by Todd Dini @dini_photo

HISTORIC DOWNTOWN SWANSBORO

MERCHANTS, TOURS, FOOD & DRINK GUIDE

SwanFest

2016 Outdoor Free Concert Series

Memorial Day through Labor Day

Meats – Rockabilly
Country/Rock
Band – Rock
Grass
Blues – Rock, Blues & Originals
Americana
Current Rock
Surf/Jazz-Rock &
Alt Rock
Country/Southern Rock
Rock
Rock, Originals

Downtown Merchants & Restaurants Guide & Map – Spring 2026

1 Swansboro Paddle Boarding & Kayaking
(910) 894-477 Paddle boards, kayak, boat & jet ski rentals, island taxis, customized guided trips, apparel & more!

2 By The Bridge Restaurant
(910) 709-1020 Waterfront dining, Dock and Dine, Caribbean flare – American fare, Full bar, burgers, Sunday brunch, Live music or DJ most weekends. Late night service. Open daily 7:30am–8:1D.

3 To Be Announced

4 Boro Low Country Kitchen "windward"
(910) 325-0902 Waterfront dining with open-air and covered seating, Dock and Dine. Steam pots, Low country boils, poboy's & more. Live music. Full ABE. permits. Open Tues-Fri 12pm-9pm, Sat-Sun 11:30am-9pm

5 The BORO Restaurant & Bar "leeward"
(910) 325-0902 Waterfront dining, Dock and Dine. Coastal Carolina cuisine with chef features and fresh local fish. Live acoustic music. Thurs-Sat. Bar, courtyard, and pavilion seating. Open daily 11am.

6 Swansboro Front Street Grocery
(910) 650-7141 An artisanal downtown grocery offering microbrews, beer, wine, specialty drinks, jams, pickled items, salsa and more.

7 Yana's Restaurant
(910) 326-5502 Talk of the Town's Star Award Winner. A 1950's diner serving breakfast and lunch. Burgers, shakes, famous hot fritters, omelets and gourmet salads.

8 Gray Dolphin
(910) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.

9 Boque Banks Realty
(910) 325-0868 A proven leader in real estate sales.

10 To Be Announced

11 Poor Man's Hole
(252) 671-0020 Handcrafted furniture by Speight Ritze, gifts and vintage artifacts.

12 The Mercantile
(910) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.

13 Instigator Fishing & Diving Charters
(910) 383-2925 Operating a 31' Contender for all of our fishing & freediving charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive Charters 6:00am till after wreck, ledge and night diving. Spearfishing and Regulator Food/hut.

14 The Lady Swan / Swansboro Boat Tours
(910) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

15 Bake Bottle & Brew
(910) 325-7550 Waterfront shop for books, gifts, beer, wine, coffee, and ice cream – perfect for relaxing, browsing, and sipping.

16 Willy Willy Warehouse
(252) 383-0857 Waterfront spot for the music, drink, unique gifts, and cheering on the Eagles in a fun, laid-back atmosphere.

17 Saltwater Grill
(910) 326-7500 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.

18 Casper's Marina
(910) 326-4462 Easy docking, boat gas, dry stack facility, ships store.

19 Novelty Nook
(910) 325-7437 Gifts for all ages. Year round Christmas Store with ornaments, decor and more. Variety of Swansboro logo merchandise.

20 Rocket Fizz
(910) 325-7100 Retro candy/boya pop/cake cream/tops! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!

21 Giovanni's Brooklyn Bagels
(910) 325-7161 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon – Sat. 7am to 2pm; Sun. 8am to 1pm.

22 Bella Hair & Boutique
(910) 989-8079 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.

23 Reverse Aesthetics Medical Spa
(252) 744-4462 Cosmetic Injector & Laser Specialist: Botox, Fillers, Laser treatments, RF Microneedling and Skin Care Products. Call for more information.

24 Church Street Market & Pub
(910) 325-8546 Specialty sandwiches, soup, desserts, fine wines, beer & spirits. Thurs on Thurs nights at 6:30pm.

25 Swansboro Visitors Center
(910) 326-4428 Temporarily closed for construction.

26 Swansboro Town Hall
(910) 326-4428 www.swansboro-nc.org

27 Cedro De Azmar/Cigar Shop
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.

28 Silver Line Jewelry, Art & Unique Finds
(910) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying Concept earrings made for sensitive ears.

29 Gigi Nails
(910) 915-6448 Nail Salon offering manicures and pedicures. By appointment only.

30 Seasons on Main
Curated seasonal décor, unique gifts, and thoughtful pieces designed to celebrate every season, holiday and everyday moments.

31 18 Collectibles
A collectibles store featuring trading card games, video games, toys, and other fun, nostalgic, collectible items.

32 Jess' Boutique
(910) 325-8340 Women's and men's apparel, along with thoughtfully curated accessories for effortless, everyday style.

33 Brickhouse Boutique
(252) 470-6032 Curated apparel, gifts & accessories for babies to ladies – where comfort, charm & affordability meet!

34 Merrow Boutique
(910) 325-8140 Effortless, endless resort style, thoughtfully curated for the wandering traveler in all of us.

35 Dini's Martinis and Desserts
(910) 325-8140 Dini's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites, and so much more!

36 Boro Girl Boutique
(910) 650-0094 Locally made art, custom furnishings, home décor, boutique clothing, jewelry & gifts. Located inside the iconic Russell's Building. Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4

37 Salt Marsh Cottage
(910) 708-1164 Must haves for Coastal Living!

38 Preston's Corner Bar & Grill & The Back Bar on Front Street
(910) 708-1892 Homemade coastal cuisine with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.

39 Games Boutique
(910) 326-4208 Trendy fashions, shoes and accessories.

40 El Cigno Italiano
(910) 325-7843 Waterfront dining, Dock and Dine. House-made Italian, gnocchi, pasta, pizza, mazzarella. Chef specials with local fish. Full menu at the Copper Bar. Open 4pm. Closed Tuesdays.

41 Riverside Steak & Seafood
(910) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menu. Famous sweet potato muffins, full bar and extensive wine list.

42 Clyde Phillips Seafood
(910) 326-4468 N.C. caught "fresh local seafood" – fish, crabs, shrimp and shell fish.

43 Pogies' Fishing Charters, Coastal Tours, Kayaking & Rental Center
(910) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro

44 Pogies' Bait & Tackle Shop
(910) 325-7876 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

45 Coastal Grazes Mercantile
(252) 424-0780 Grab-and-go sandwiches, drinks, snacks, meats, cheeses, charcuterie boards and ice cream – perfect for boaters, locals and travelers along Hwy 24.

46 Sound Side Outfitters
(910) 708-1053 The Crystal Coast's premier fly shop for all your fly fishing needs. Books, reels, materials, flies, charters and more.

47 Nancy Lee III Fishing Charters, LLC
(252) 554-3474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

48 Marsh Cruises
(910) 330-8750 Offering scenic cruises and shelling adventures exploring Swansboro's waterways with history, nature, and coastal charm.

49 Crystal Coast Ghost Walking Tours
(252) 713-7943 Experience Swansboro's haunted history on a spirited walking tour filled with eerie tales and coastal legends.

Map of downtown Swansboro, NC, showing streets, landmarks like Town Hall, Visitors Center, and various merchant locations marked with numbers 1-49.

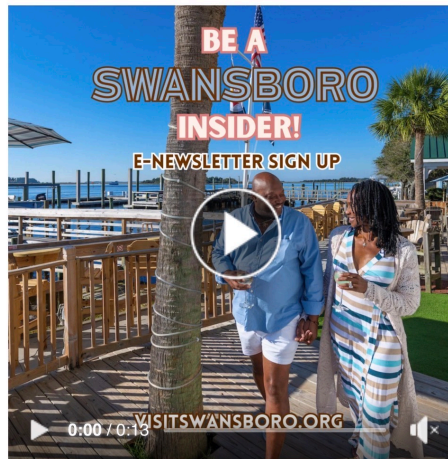
Currently at the printer and will be shipped to each the 14 NC Welcome Centers & the remainder for distribution locally in Swansboro.

Facebook/Instagram Ad Campaigns Summary Snapshot – Jan 3, 2026 to April 9, 2026



Visit Swansboro NC Ad

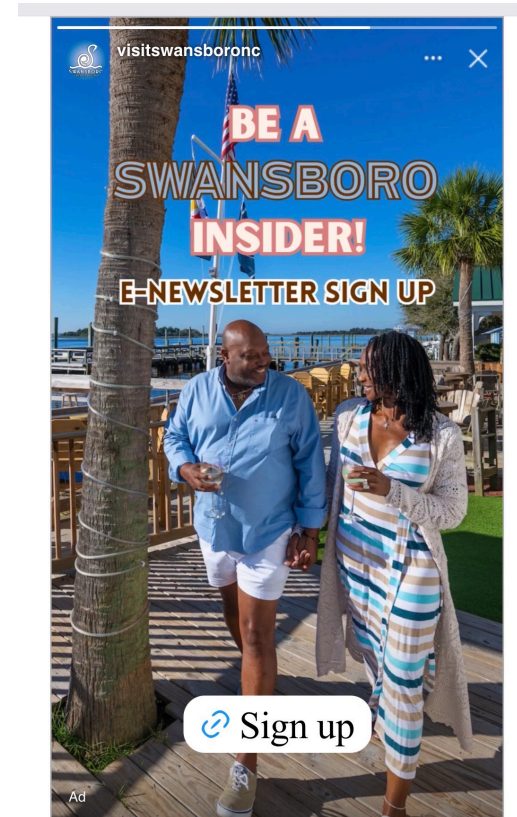
Escape to a charming coastal town! 🌴 Unwind and discover unique shops, water adventure, delicious dining options, exciting ...See more



visitswansboro.org
Discover the Charm of Swansboro Sign up

Love by the Sea_Email Sign Up_Jan & Feb 2026
Completed • Traffic

1,415 Landing Page Views	\$0.25 Cost per Landing Page View	\$349.62 Spent
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Facebook/Instagram Ad Campaigns Summary Snapshot – Jan 3, 2026 to April 9, 2026

Visit Swansboro NC Ad · 🌐

History lovers — this one's for you. 🕒 If coastal history fascinates you, circle these dates. 👁️ 14 🌐 ...See more

👍 ❤️ 😮 Onslow ... 10 comments 104 shares

👍 Like 🗨️ Comment ➦ Share

	Post: "A little Irish luck by the water... just in time..." Completed · Engagement	:
884 Post engagements	\$0.0847 Cost per Post Engagement	\$74.88 Spent
	Post: "History lovers — this one's for you. If coastal..." Completed · Engagement	:
2,637 Interactions	\$0.0542 Cost per Interaction	\$142.86 Spent

Visit Swansboro NC Ad · 🌐

🌈 A little Irish luck by the water... just in time for St. Patrick's Weekend. 🍀 👁️ ...See more

👍 ❤️ 😮 Visit Swan... 11 comments 45 shares

👍 Like 🗨️ Comment ➦ Share

Facebook/Instagram Ad Campaigns Summary Snapshot – Jan 3, 2026 to April 9, 2026

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.

Spring Feels Like This
Sunset views over the ... [Learn more](#)

A Little Slower Here
Paddle the quiet waters [Learn more](#)

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.

A Little Slower Here
Paddle the quiet waters [Learn more](#)

Nature in Motion
Ferry rides to Bear Island [Learn more](#)

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.

Nature in Motion
Ferry rides to Bear Island [Learn more](#)

Where History Lives
A waterfront town with ... [Learn more](#)

1 Jan 1 - Mar 31 Completed

Ended recently

Late Winter Early Spring 2026 General Campaign
Completed · Traffic

1,946 Landing Page Views	\$0.36 Cost per Landing Page View	\$699.87 Spent
------------------------------------	---	--------------------------

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.

Where History Lives
A waterfront town with ... [Learn more](#)

Small Shops, Big Charm
Stroll historic downtow... [Learn more](#)

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.

Small Shops, Big Charm
Stroll historic downtow... [Learn more](#)

Savor the Views
Dining by the water [Learn more](#)



Visit Swansboro Marketing Eblasts

Monthly Eblasts – February 2026 through April, 2026

April 2026 Eblast will go out later this afternoon

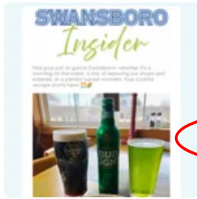


April 2026 Eblast

Draft

Email

• Created Mar 27, 2026 at 2:33pm EDT



March 2026 Eblast

Sent

Email

• Sent Mar 1, 2026 at 10:00am EDT • Resent Mar 4, 2026 at 8:30...

2,552 sends • 1,505 (62%) opens • 35 (1%) clicks • 105 (4%) bounces • 7 (1%) unsubscribes



February 2026 Eblast

Sent

Email

• Sent Feb 1, 2026 at 9:00am EDT • Resent Feb 4, 2026 at 2:30p...

2,495 sends • 1,313 (55%) opens • 28 (1%) clicks • 106 (4%) bounces • 5 (1%) unsubscribes

Untitled Multi-channel Ca... 025

Industry Standards:

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

Overall:

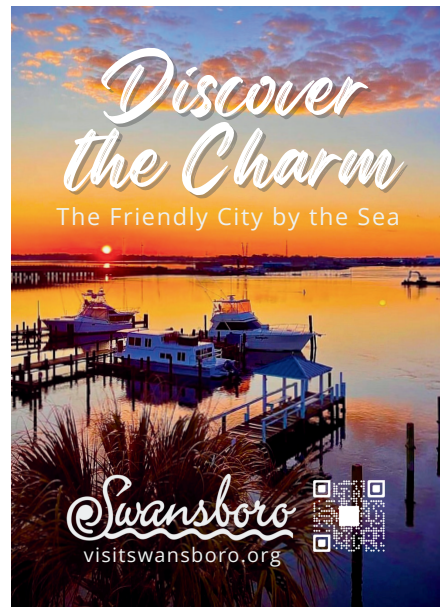
32.55% 2.03% 10.31%

Travel & Hospitality:

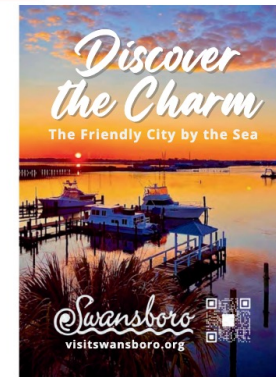
31.02%	1.34%	8.81%
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We've seen continued growth: 2,351 contacts in Jan 2025, now up to 2555 in April.














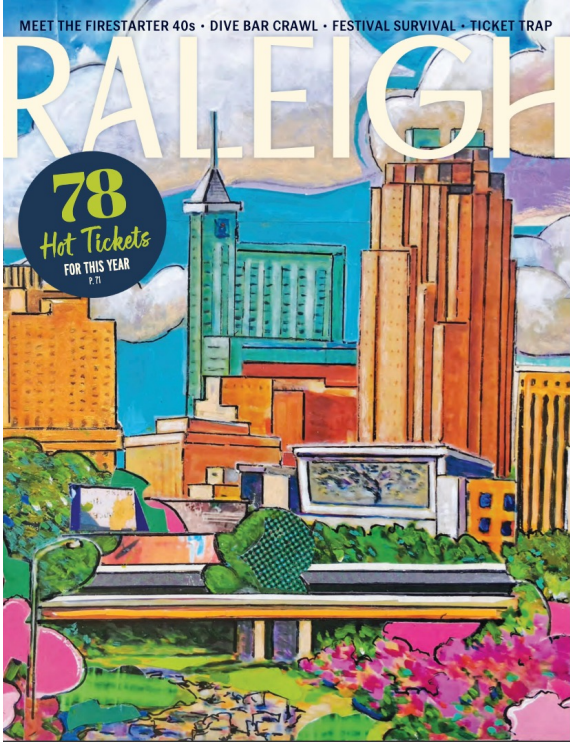
BUZZ



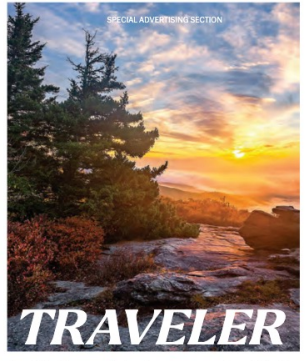
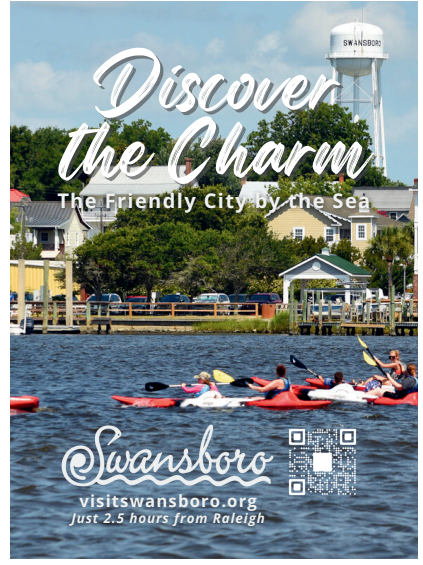
People ARE Talking About
Raleighites making moves

HOUSING	FINANCE	HEALTH CARE
 Krislin Hoffmann Regional Director Community Association Management Services	 Laura Hawkins SVP & Treasury Sales Officer North State Bank	 Cristy Page CEO UNC Health
MEDIA	MEDIA	MEDIA
 Megan Cloherly Senior Reporter/ Anchor WRAL	 Caroline Yaffa State Government Reporter WRAL	 Alex Littlehales Enterprise Reporter WRAL
FINANCE	ATHLETICS	FINANCE
 Zack Horton Assistant Vice President TowneBank	 Mike Maniscalco NC Sportscaster of the Year Carolina Hurricanes	 Jenae Alston VP of Consumer Lending Coastal Credit Union

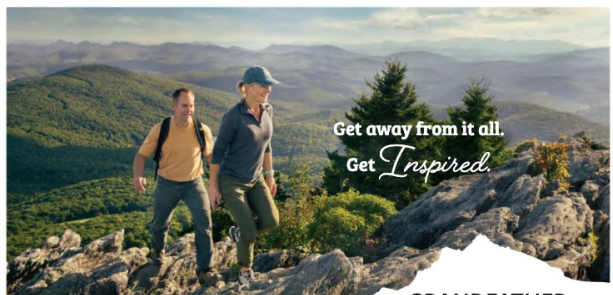
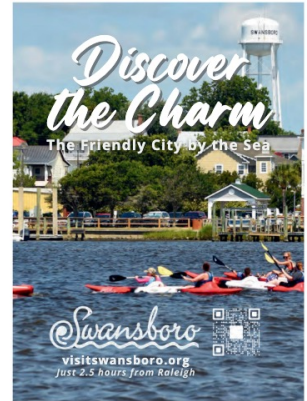
SUBMIT YOUR ANNOUNCEMENTS AT RALEIGHMAG.COM/PEOPLE



Raleigh Magazine – April 2026 Issue



Looking for a relaxing escape or a fun-filled family vacation? We've got you covered.

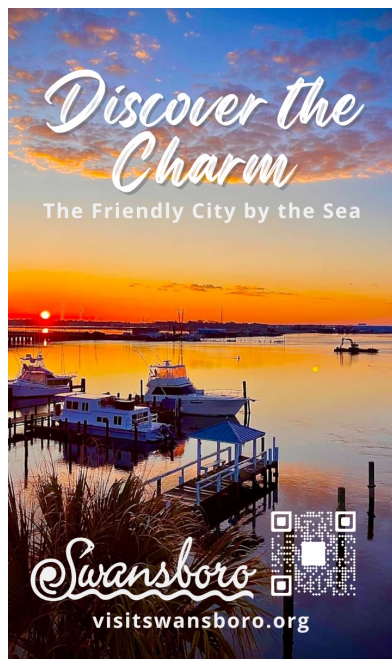


Folks come to Grandfather Mountain for all sorts of reasons – to get close to nature or simply get away from it all. But after a day on the mountain, and in the interactive Wilson Center for Nature Discovery, everyone leaves inspired.
grandfather.com

VISIT THE Wilson Center for Nature Discovery



Our State Magazine – March & April 2026 Issues



[Read More](#)

[Our State Eblast – January 25 & February 22, 2026 – Sunday Morning Read](#)



Plan Your Swansboro Spring Vacay

Spring break is closer than you think — plan your Swansboro escape now. Stroll our historic waterfront downtown for shops and local eats, then head outside for boating, fishing, kayak tours, and sunset cruises. Add a Bear Island beach day for shelling and sea breezes.

[Read More](#)



Swansboro: Your Spring Getaway

Dreaming of spring breezes? Plan a Swansboro coastal reset. Explore our historic waterfront downtown, enjoy local dining, and get on the water — kayaking, boating, fishing, and sunset cruises. Then hop to Bear Island for beach time, shelling, and sea breezes.





Swansboro Chamber Directory – 2026 Issue





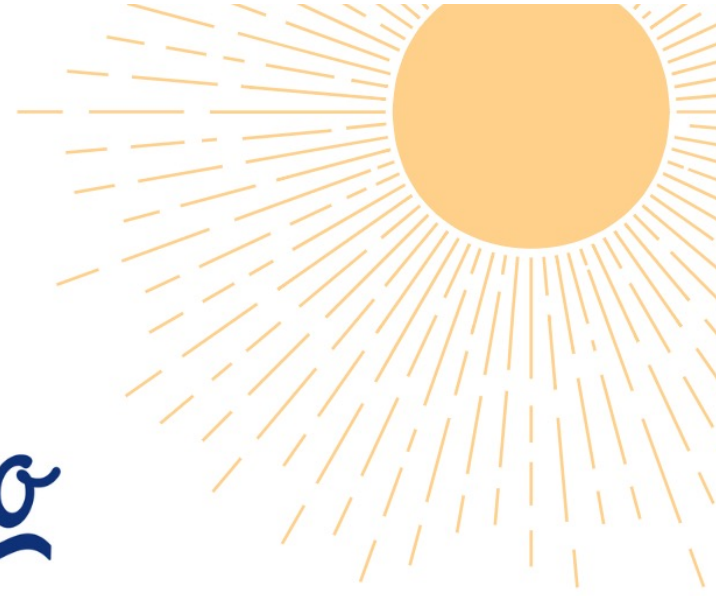
Blue Water Beacon & Barefoot Guide – 2026 Issues

BLUEWATER™
REAL ESTATE | VACATION RENTALS | MANAGEMENT

SHOPPING | DINING & DRINKS | FESTIVALS | *Swansboro* | OUTDOOR ADVENTURE | ACCOMMODATIONS

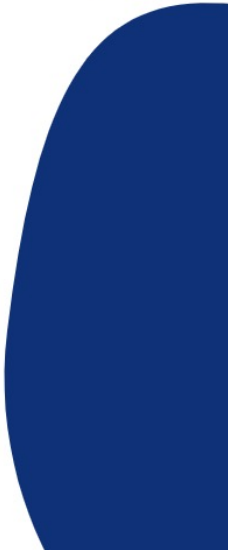
www.VisitSwansboro.org





Swansboro
Friendly City by the Sea

APPENDIX





2025/2026 STDA Approved Budget – Snapshot – **UPDATED 4.1.26**

SWANSBORO TDA / FY 2025-2026 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT COLLATERAL	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2026)	700.00	0	700.00	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece Will be going to print this week and will actual amount.
	2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025)	815.00	0	815.00	Fall Reprint completed in October 2025 - To my knowledge, there was no invoice for this order (as there was a shipping problem with the last order - no charge?)
WEBSITE	Dream Host - 2025/2026 Annual website hosting & Maintenance Plan	1,847.00	1787.00	60.00	Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/mo
WEBSITE	Misc. Tech Needs for Website	400.00	400	0.00	
EBLAST SOFTWARE	Constant Contact License - Estimate	777.00	675.50	101.50	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
PRINT AD	2025/2026 Our State Magazine Coast Host Section Ads	9,725.00	6935	2,790.00	6 ADS TOTAL: 1/3 ad size for Sept 25 ; 1/6 Page Ad Size - for Oct 26, Mar 26, Apr 26, May, 26, Jun 26 (1/3 page size)
PRINT AD	2025/2026 Our State Magazine - Destinations Section Ad	1,780.00	1780	0.00	1 AD: 1/6 Page - August 2025
DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00	3995	0.00	REAPPLIED TO PRINT AND ADDITIONAL EBLAST - May 31, 2026
VISIT NC CO OP	NEW 2025/2026 Visit NC - INSTAGRAM UGC	1,000.00	900	100.00	October 2025
VISIT NC CO OP	NEW 2025/2026 Visit NC - FEATURED EVENT - FACEBOOK	1,000.00	900	100.00	Christmas Flotilla (Thanksgiving Weekend)
VISIT NC CO OP	NEW 2025/2026 Visit NC - WELCOME JOURNEY - SMALL TOWNS	500.00	450	50.00	Eblast - Winter 2025/2026
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts One additional Eblast added for a total of three.	4,785.00	4785	0.00	3 EBLASTS: Sunday Morning Read - Sept 14, 2025; Jan 25rd, Feb 22nd., 2026 + 1 more - May 31, 2026



2025/2026 STDA Approved Budget – Snapshot – **UPDATED 4.1.26**

SWANSBORO TDA / FY 2025-2026 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT ADS	2025/2026 Raleigh Magazine - Travel Section	2,000.00	2000	0.00	3 ADS TOTAL: July/Aug 2025 (Annual Travel Issue) - Half Page ; Feb 2026; April 2026 - 1/4 Page
PRINT AD	2025/2026 Raleigh Magazine - November 2025 Issue	1,500.00	1500	0.00	1 AD: Full Page - Special Travel Section
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00	600	0	2 PLACEMENTS: August & September 2025 - \$300/per month
MEMBERSHIP	2026 NC Coast Host Membership Dues	350.00	350	0.00	Renewal
PRINT AD	2026 Emerald Isle Barefoot Guide - comes out in March 2026	950.00	877.5	72.50	Comes up for contract in October 2025 for March 2026 pub date
DIGITAL ADS	2025/2026 Facebook Advertising <small>as of 3.31.26 - includes \$400 per festival / \$1600 total - per Anna</small>	7,000.00	5311	1,689.00	From July 1, 2025 to June 30, 2026
PRINT AD	2026 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0	Submitted in October 2025 for 2026 Guide (comes out in January)
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0	Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2295/month	27,540.00	27540		
	GRAND TOTAL	73,364.00	66,886.00	6,478.00	
	Approved Amount - in "Option 1"	75,844.00			
	Approved - Visit NC Co-Op (awarded amount)	2,500.00			
	Difference - Added to Contingency	2,480.00			
	2025/2026 Approved Marketing Contingency Budget	3,500.00			



2025/2026 STDA Approved Contingency Budget – Snapshot – **UPDATED 4.1.26**

	2025/2026 Approved Marketing Contingency Budget	3,500.00		
	<i>Additional Expenditures</i>			
Starting Contingency	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	6,795.00	7.1.25	
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	complete	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	Spring '26	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	complete	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	complete	
	Swansboro by Candlelight - Photography - \$450 (Wick Smith)	450.00	complete	
	Raleigh Magazine - Additional 2 Eblasts - Holiday/Nov 2025	450.00	complete	
	Dreamhost - Website Hacking Repair Services	199.00	complete	
	Promotional Gift Cards - Spring 2026 Beach Adventure Getaway Contest - \$100 The Boro + \$50 Other Merchants	150.00	Spring '26	May 2026
	Spring 2026 Merch Guide - Design Refresh & Update	400.00	Spring '26	In process
	Blue Water Beacon 2026/2027 Ad Space (Return of Pub from 2025)	900.00	complete	Approved - RS
	Qty 3 - Swansboro Swag Bags + Elements - I-95 Welcome Ctr Days (Years 2026 & 2027) & Spring 2026 Getaway Contest Prize Package	200.00	Spring '26	Kelley - for April Board Mtg.
	BALANCE TO DATE - 4.01.2026	2,596.00		

Kelley will be proposing this in the Board Meeting on April 9. See the next 2 slides.





Cotton Beach Bag (logo on both sides)
Beach Towel – rolled up inside
Baseball Cap, Water Bottle with Logo
Local Merch & Restaurant Gift Card(s)



[Click to see full view](#)





Visit Swansboro Giveaway Contests



3 Swag Beach Bags Total

Beach Bag 1

NTTW I-95 Welcome Center Day – 2026

(CTA – Swansboro Insider Email List Sign Up via QR Code)

Beach Bag 2

NTTW I-95 Welcome Center Day – 2027

(CTA – Swansboro Insider Email List Sign Up via QR Code)

Beach Bag 3

Visit Swansboro – Summer 2026 Promotional Getaway Contest – Facebook/Inst Ad Campaign

(CTA – Enter to Win / Sign Up)

- Swansboro Hampton Inn 2 Night Stay (tie in with newly renovated fresh look/feel)
 - Donated by Hampton (as we usually do)
- Swag Beach Bag
- \$150 gift cards – from Merchants & Restaurants – STDA Funded Contingency

TOTAL INVESTMENT:

\$200 – Swag Bags

\$150 – Swansboro Merch/Rest Gift Cards for Getaway Contest

\$350 – TOTAL from 2026/2027 STDA Funded Contingency