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## 1. MID-YEAR MARKETING UPDATE MAKING ONLINE DEBUT SEPT. 21

Save the date for the Division of Tourism's annual Mid-Year Marketing Update for **Sept. 21** from 1:30-2:30 p.m. For the first time, the Update is being conducted exclusively online with the goal of attracting and reaching more industry partners across the state. As in prior years, the program will highlight recent performance trends within North Carolina's travel industry, provide updates on the Division's marketing and co-op initiatives through the end of the current fiscal year, and signal the beginning of the Division's planning for FY 2011-2012. An online survey probing partner priorities and interests will be facilitated in advance with a summary of responses incorporated within the webinar. Please mark your calendars for the Sept. 21 Web broadcast and look for more details and information on the online partner survey in upcoming NewsLinks.

## 2. 2009 VISITOR PROFILE NOW AVAILABLE

The Division recently completed an in-depth analysis of the 2009 visitor profile data and has made it available online. Though the basic data has been available through the

“Fast Facts” files since spring, the purpose of this full report is to provide a more detailed look at visitors to North Carolina. The report is divided into three sections: Overnight, Daytrip and a comparison of the two.

The Division has contracted with the research company TNS for three years to collect data on visitors to North Carolina. The research program, titled “TravelsAmerica,” conducts over 10,000 Internet-based interviews among past 12-month travelers from across the country who have traveled more than 50 miles from their homes (excluding commuters). Information collected includes purpose of trip, mode of travel, travel party characteristics, places visited, number of nights, accommodations, activities, spending, and demographics. Data collected are weighted to match U.S. Census variables, market size, age of household head, household income, and household size. Through this data, the research section of the Division is able to create demographic profiles and volume analyses on the North Carolina travel and tourism industry.

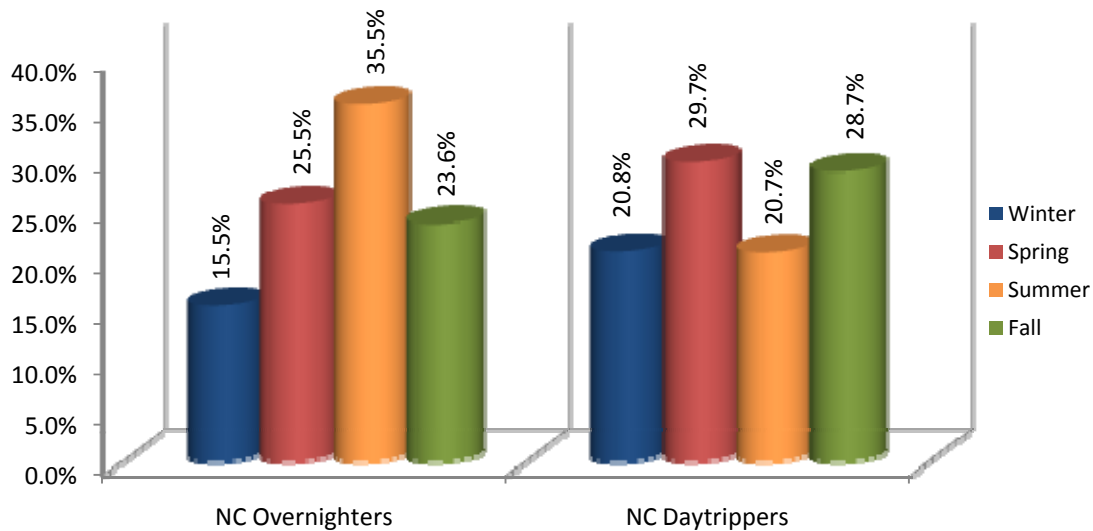
Examples of information that can be found in the regional summary are offered below. Raleigh/Durham/Fayetteville is the top DMA of origin for overnight visitors to the state, while Charlotte is the top DMA for daytrippers.

### Top Advertising Markets of Origin of North Carolina Visitors

NC Overnights	NC Daytrippers
Raleigh-Durham-Fayetteville (12.3%)	Charlotte (19.4%)
Charlotte (8.3%)	Raleigh-Durham-Fayetteville (18.8%)
Greensboro-High Point-Winston Salem (7.2%)	Greensboro-High Point-Winston Salem (13.9%)
Atlanta (5.2%)	Greenville-Spartanburg-Asheville (12.2%)

While summertime is the most popular season of travel for overnight visitors to North Carolina, daytrippers visit during the spring and fall more frequently as shown in the graph below.

### 2009 Season of Travel



As well, the party for North Carolina visitors is different for overnight and daytrip parties. Daytrip parties tend to be larger.

### Average Party Size

N.C. Overnight Visitor Parties	N.C. Daytrip Visitor Parties
2.6 people	2.9 people

To view or download the report, visit [www.nccommerce.com/tourism/research](http://www.nccommerce.com/tourism/research). For more information, contact Marlise Taylor at (919) 733-7278 or via [mtaylor@nccommerce.com](mailto:mtaylor@nccommerce.com).

### 3. NEW WEDDINGS & HONEYMOONS CONTENT ON VISITNC.COM

Two new stories and a video are the highlight of the [Weddings & Honeymoons](#) journey on VisitNC. Fall is a great time to focus on vineyard and beach weddings, in keeping with the tradition of destination weddings across North Carolina. With a backdrop of lush manicured grounds, vineyards are an increasingly popular option for weddings. Beaches are always great N.C. wedding spots and the new video will give an insider's perspective on the Brunswick Islands. No matter what the setting, unique N.C. products are always a friendly sight to wedding guests. Find out more on where to find them in the new N.C. welcome bag story. Several partners from throughout the state are featured in the stories. Content was also generated from comments and suggestions from NC's social media followers.

### 4. STUDY STARTED ON PROPOSED INTERSTATE 3, WHICH COULD AFFECT PARTS OF WESTERN N.C.

The Federal Highway Administration is looking into a new interstate that would connect Savannah, Ga., to Knoxville, Tenn., passing through western North Carolina. But some groups say any north-south route will destroy pristine mountains and forest and wreck the downtowns of small communities along its path. Doug Hecox, a spokesman for the Federal Highway Administration, said a feasibility study began in June into what would be known as Interstate 3. The administration will use the study as a “resource that would inform discussion,” he said, but that doesn’t necessarily mean the interstate is going to be built. The study will look at routes, costs and impacts on tourism, industry and the environment. Potential routes show the interstate passing through Murphy and Andrews or Franklin and Bryson City. Leaders in Cherokee, Clay, Macon and Swain counties have opposed the interstate plan. To find out more, visit [www.timesfreepress.com/news/2010/aug/22/interstate-eyed/](http://www.timesfreepress.com/news/2010/aug/22/interstate-eyed/) and [www.citizen-times.com/article/20100823/NEWS/308230033](http://www.citizen-times.com/article/20100823/NEWS/308230033).

## **5. WIND TURBINES OFF N.C. COAST UP IN THE AIR**

**Onslow Bay Looked at for First N.C. Wind Farm** -- The federal government has received the first formal application for a potential wind-energy project off the North Carolina coast, and it's not too far from some New Hanover and Pender county beaches. Virginia-based Apex Wind Energy is requesting to lease 213 square miles of ocean, all more than 20 miles off the coast, to explore the area's feasibility for a wind farm. The Onslow Bay area was selected because of its lack of environmental and other conflicts and its strong, sustained winds, states the July application to the federal Bureau of Ocean Energy, Management, Regulation, and Enforcement, which is the successor to the Mineral Management Service. But the possible installation of massive wind turbines generating hundreds of megawatts and reaching several hundred feet into the air is still years off. To find out more, visit [www.starnewsonline.com/article/20100819/ARTICLES/100819557](http://www.starnewsonline.com/article/20100819/ARTICLES/100819557).

**Duke Energy Backs Off N.C. Wind Power Experiment** – Duke Energy says it costs too much to build wind turbines as an experiment along the North Carolina coast and now plans to work on larger such projects instead. The company was pulling out of the effort to build up to three turbines in the Pamlico Sound with researchers at the University of North Carolina at Chapel Hill. The project was designed to evaluate the potential for creating coastal wind energy – but at a projected cost of \$145 million for the three turbines. To find out more, visit [www.charlotteobserver.com/2010/08/20/1633616/duke-energy-backs-off-nc-wind.html](http://www.charlotteobserver.com/2010/08/20/1633616/duke-energy-backs-off-nc-wind.html).

## **6. GROUP WANTS TO MAKE A DANIEL BOONE DRIVING TRAIL**

A group wants to establish a driving trail to connect historical sites in several North Carolina counties that relate to folk hero Daniel Boone. When finished, the trail would span Alexander, Davidson, Davie, Forsyth, Iredell, Rowan, Watauga, Wilkes and Yadkin counties. It would include Joppa Cemetery in Mocksville, where Boone's parents, Squire and Sarah Boone, are buried. This spring, the group decided on a proposed path, and plans were announced for the first time at the Yadkin Valley History and Genealogy Fair and Conference in Mocksville last week. Organizers hope that the trail will spur tourism to the area. To find out more, visit

[www2.journalnow.com/content/2010/aug/15/following-a-pioneer-group-wants-to-make-driving-tr/](http://www2.journalnow.com/content/2010/aug/15/following-a-pioneer-group-wants-to-make-driving-tr/).

## **7. VACATIONERS DONATE LEFTOVER FOOD TO CHARITY**

Every Saturday morning, 700 to 800 rental houses empty out in Holden Beach, creating a traffic jam of tourists that stretches as far as the eye can see. They're a captive audience for Charlotte retiree Bill Spier, whose pickup and six ice chests have become roadside fixtures since he staked a claim to the exodus five years ago. Spier hasn't sold a single thing in that time -- he's in the business of taking things. To date, he has collected nearly 45,000 pounds of food as part of a clever initiative that encourages vacationers to drop off their kitchen leftovers on the way out of town. The groceries are then taken to a food pantry for the poor. His idea is not original. A church in Wrightsville Beach offers a similar effort. After hearing of it, Spier had his own version up and running within two weeks. However, he gets extra points for treating it like a part-time job – recruiting volunteers and launching an advertising blitz with refrigerator magnets, church-service announcements, and fliers in packets given out by rental agents. A Second Helping also takes the unusual step of accepting food most pantries reject: produce, opened boxes and used items, such as half-empty cartons of milk and eggs. To find out more, visit

[www.usatoday.com/travel/destinations/2010-08-24-charlotte-charity-a-second-helping\\_N.htm](http://www.usatoday.com/travel/destinations/2010-08-24-charlotte-charity-a-second-helping_N.htm).

## **8. CAROLINA THREAD TRAIL AWARDED \$1 MILLION GRANT**

The Carolina Thread Trail has won a \$1 million grant from the Clean Water Management Trust Fund. The money will be used to help local communities as they acquire land for trail segments in the 11 N.C. counties within the Thread's 15-county network. The Thread Trail is a two-state initiative to create a regional network of trails, paddling routes and conservation corridors. To find out more, visit

[www.charlotteobserver.com/2010/08/19/1631833/thread-trail-awarded-1-million.html](http://www.charlotteobserver.com/2010/08/19/1631833/thread-trail-awarded-1-million.html); to find out more about the Carolina Thread Trail, visit [www.carolinathreadtrail.org](http://www.carolinathreadtrail.org).

## **9. ARC SEEKING STORIES ON CIVIL WAR'S EFFECT ON APPALACHIA**

The Appalachian Regional Commission (ARC) is still accepting submissions about the Civil War in Appalachia for the forthcoming "Stories from the Home Front" story guide and American Heritage map insert. Of particular interest are place-based stories that have been forgotten or are not well known, stories that tell how the Civil War affected women, children, the other people left behind; the war's impact on local commerce, landscapes, agriculture; the situations families found themselves in during the war; the personal situations faced and addressed; and the actions and resilience of local residents.

The Division, along with the other states in the Appalachian region, is funding the insert, to help visitors to make strong connections to Civil War stories from "beyond the battlefield" to lead to increased visitation, public awareness and stewardship of assets found within Appalachian communities.

Do you have a story about the Civil War to tell? A forgotten voice you want heard? Share your Appalachian-based story about the Civil War today. For more information or to submit a story, visit [www.arc-cw150stories.com](http://www.arc-cw150stories.com).

#### **10. U.S. HOTEL PROFIT GROWTH RETURNS IN 2010**

Based on the strong surge in lodging demand that occurred during the first half of 2010, Colliers PKF Hospitality Research (PKF-HR) now forecasts that the average U.S. hotel will achieve a 2.3 percent increase in net operating income (NOI) during 2010. This follows a 37.8 percent cumulative decline in profits experienced from 2007 through 2009, and is the first annual uptick in forecasted NOI since 2007. The improved outlook for 2010 bottom-line performance is the result of increasing optimism about the top-line. To find out more, visit [www.earthtimes.org/articles/press/profit-growth-returns-2010,1433216.html](http://www.earthtimes.org/articles/press/profit-growth-returns-2010,1433216.html).

#### **11. LESSONS & ACCOMPLISHMENTS LEARNED FROM GULF OIL SPILL**

Significant and substantial marketing and education funds are needed to help counter perceptions created by media attention in order to minimize the damage is just one lesson learned from the recent Gulf oil spill, according to Roger Dow, president and CEO of the U.S. Travel Association. In addition, establishing new policies is necessary to help inform public perceptions and incentivize travel to an affected region for a limited time to minimize the hardship. Dow also said the opportunity that emerged from this particular crisis led to numerous accomplishments on the industry's behalf, including taking advantage of this emergency to work with policymakers in identifying an appropriate government response – not only to assist travel and tourism workers along the Gulf Coast, but to create a plan to minimize the impact of future crises on the industry; and identifying for the first time ever the consequences to tourism economies of natural and manmade disasters, based on analysis by Oxford Economics of 25 previous crises. These findings will enable the industry to instantly assess the potential damage from future disasters, and better educate media, opinion leaders and policymakers on the need for an effective response.

To assist the Obama Administration and Congress in its effort to protect the Gulf Coast and prepare for future crisis situations, the U.S. Travel Association developed a [Roadmap to Recovery](#), a 10-point plan for government to help communities in crisis by implementing specific action steps that inform public perceptions, incentivize travel to an affected area and make impacted businesses whole. If implemented, these initiatives can help to prevent billions of dollars in harm to the travel community. To find out more, click [here](#).

#### **12. N.C. GREEN TRAVEL: FREE SEPT 2 WEBINAR ON ENERGY MANAGEMENT IN TOURISM**

The Center for Sustainable Tourism is hosting a free webinar on Sept. 2 for owners and managers of tourism attractions and accommodations on energy management and measurement. During the webinar, participants will hear from guest expert John Meeks, president of Apple Blossom Insulators, and Colin and Deanna Crossman, owners of The King's Daughters Inn in Durham. All of the speakers bring years of experience on

making smart energy choices that are better for the environment and for a business's financial bottom line. The webinar will cover energy audits, energy management systems, and how being energy efficient is better for your business and your guests' comfort. For more information on the webinar and to register, visit [www1.gotomeeting.com/register/428016920](http://www1.gotomeeting.com/register/428016920) or contact Garrett Ziegler at (252) 737-2148 or via [GCZ0123@ecu.edu](mailto:GCZ0123@ecu.edu). For more information on sustainable tourism, contact Alex Naar at (252) 737-1346 or via [anaar@nccommerce.com](mailto:anaar@nccommerce.com).

### **13. SURVEYS, INDUSTRY, MARKETING & TRAVEL TRENDS**

**ADaysOuting.com Aimed at Hometown Tourists** – An Associated Press article recently spotlighted a website encouraging people to tour their own hometown and area. The only thing that really gets people exploring their own city is the arrival of visitors from somewhere else. Most people in any city tend to wait until they have visitors from out of town to see the tourist attractions in their own locale, said Karen Ballard, with the Idaho Tourism Division. A Day's Outing is designed to help hometown tourists see the attractions nearby. The site, allows a local to put in their ZIP code or location and request suggestions for quick trips within a certain radius – say, 30 to 120 miles. A list of preferences is offered to specify what kind of outing someone is seeking, such as a kid-friendly park, a wine tasting or theaters and museums. Travel destinations can even submit their own outing suggestions. To find out more, visit [news.yahoo.com/s/ap\\_travel/20100819/ap\\_tr\\_ge/us\\_travel\\_cybertrips\\_day\\_s\\_outing](http://news.yahoo.com/s/ap_travel/20100819/ap_tr_ge/us_travel_cybertrips_day_s_outing); to visit A Day's Outing, click [here](#).

**Survey Finds Fall Travel Getting More Popular** – Traveling in the fall is getting more popular with married couples in the 55-plus demographic. These couples cite dwindling crowds as the main reason for booking a vacation during the autumn season. That's according to a recent survey conducted by Ruf Strategic Solutions on behalf of Travel Guard North America. Those surveyed report enjoying outdoor activities such as camping and hiking (45 percent) followed by traveling to enlighten their culinary senses (27 percent). The poll also shows that most travelers who book fall getaways are gradually spending more. To find out more, visit [www.travelpulse.com/Resources/Editorial.aspx?n=75528](http://www.travelpulse.com/Resources/Editorial.aspx?n=75528).

**Virtual Could Overwhelm Future Meeting Market** -- Based on the success of "telepresence" or virtual by early users, a startling study says it could replace 70 percent of internal travel and 10 percent of external travel over the next 10 to 15 years. That could lead to an aggregate reduction of 21 percent in corporate travel spending, predicts Bernstein Research. The U.S. telepresence or virtual meeting market will be worth \$30 billion in the next 10-15 years and almost half of that will be spent by small companies, according to the report. As part of that shift, major hotel chains such as Marriott and Starwood have started offering telepresence suites in heavy business markets such as Chicago and Hong Kong, a trend that will escalate in the near future. Telepresence is a type of that goes beyond the traditional screen-to-screen experience. By using high-definition video and audio, it creates the illusion that meeting participants are sitting in the same room. To find out more, visit [www.travelmole.com/stories/1143861.php?mpnlog=1&m\\_id=s~T\\_s~~A\\_rs~](http://www.travelmole.com/stories/1143861.php?mpnlog=1&m_id=s~T_s~~A_rs~).

**Some Hotels Offer to Pay Fliers' Bag-Check Fees** – Hoping to cash in on a common traveler complaint, some hotel companies are offering to pay for the checked-baggage fees charged by some U.S. airlines. Kimpton Hotels and chains run by Intercontinental Hotel Group, including Holiday Inn, introduced the promotion to spur weekend and leisure business. Hotels have been aggressive in introducing deals, including deep discounts and third-night-free offerings. But refunding bag fees is a marketing tactic aimed at generating goodwill on an issue that has ignited a firestorm. The deal targets leisure travelers and vacationers. To be reimbursed, customers must fill out an online form and mail receipts of the hotel stay and bag-check fees. InterContinental will mail the reimbursement on a Visa debit card. To find out more, visit

[www.usatoday.com/travel/flights/2010-08-25-checkedbags25\\_ST\\_N.htm](http://www.usatoday.com/travel/flights/2010-08-25-checkedbags25_ST_N.htm).

**Social Media Users Also Prefer Internet** – Destination marketers, take note: travelers who have embraced various forms of social media and/or mobile devices are significantly more likely to use the Internet to select their leisure travel destination, says a PhoCusWright Consumer Technology study. Eighty-two percent of social network users selected their leisure travel destination online in the past twelve months, versus just 68 percent of non-users. The same pattern of online destination selection holds for micro-blog users (83 percent) and mobile early adopters (91 percent). To find out about this and the results of other studies, visit

[http://www.travelmole.com/stories/1143865.php?mpnlog=1&m\\_id=s~T\\_s~~A\\_rs~](http://www.travelmole.com/stories/1143865.php?mpnlog=1&m_id=s~T_s~~A_rs~).

**Technology Leads More National Park Visitors into Trouble** – The national parks' history is full of examples of misguided visitors feeding bears, putting children on buffalos for photos and dipping into geysers despite signs warning of scalding temperatures. But today, as an ever more wired and interconnected public visits the parks in rising numbers – July was a record month for visitors at Yellowstone – rangers say that technology often figures into such mishaps. People with cellphones call rangers from mountaintops to request refreshments or a guide; in Jackson Hole, Wyo., one lost hiker even asked for hot chocolate. The National Park Service does not keep track of what percentage of its search and rescue missions, which have been climbing for the last five years and topped 3,500 in 2009, are technology related. But in an effort to home in on “contributing factors” to park accidents, the service recently felt compelled to add “inattention to surroundings” to more old-fashioned causes like “darkness” and “animals.” The service acknowledges that the new technologies have benefits as well. They can and do save lives when calls come from people who really are in trouble. To find out more, visit

[www.nytimes.com/2010/08/22/science/earth/22parks.html?\\_r=2&src=me&ref=homepage](http://www.nytimes.com/2010/08/22/science/earth/22parks.html?_r=2&src=me&ref=homepage).

#### **14. 'NORTH CAROLINA WEEKEND'**

For the week of Aug. 26 on UNC-TV's “North Carolina Weekend,” enjoy On the Same Page, a literary festival in West Jefferson. Soar among the trees with ZipQuest Ziplines in Fayetteville. Take in the great outdoors at the Lumber River State Park in Orrum. Learn something new at the Piedmont Environmental Center in High Point. And “After

Dark” checks out the Ruddy Duck Tavern & Jack's Waterfront Bar in Morehead City. *(Please note: listings are subject to change.)* “North Carolina Weekend” is exclusively underwritten by the N.C. Division of Tourism. In addition, UNC-TV has made recent editions of “North Carolina Weekend” available online. For more information or to download a podcast, visit [www.unctv.org/ncweekend](http://www.unctv.org/ncweekend).

#### **15. UPCOMING INDUSTRY MEETINGS & EVENTS**

**Aug. 26** – N.C. Film Council Meeting, Raleigh

**Sept. 8-10** – STS Fall Meeting, Greenville, S.C.

**Sept. 9-10** -- Blue Ridge Parkway Assn. Regional Membership Meeting, Jefferson

**Sept. 9-10** – N.C. Assn. of Festivals & Events Fall Seminar, Morganton

**Sept. 10** – N.C. Grape Day

**Sept. 16** – NCBTA Education Day Bi-Monthly Meeting, Charlotte

**Sept. 16-17** – MPI-CC Meeting, Concord

**Sept. 21** – Mid-Year Marketing Update Web Broadcast

**Oct. 7** – NC Coast Host Meeting, Greenville

**Oct. 26-27** – Marketing Outlook Forum, Las Vegas, Nev.

**Oct. 26-30** -- National Trust for Historical Preservation Conference, Austin, Texas

**Oct. 28** – N.C. Wine & Grape Council Meeting, Raleigh

#### **SHARE THE ‘NEWSLINK’**

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#### **FEEDBACK WELCOME**

The N.C. Division of Tourism, Film & Sports Development is committed to serving North Carolina's tourism industry. If you have feedback regarding any of the Division's programs, let your voice be heard at [visitnc@nccommerce.com](mailto:visitnc@nccommerce.com).