

## **Minutes of Kure Beach Marketing Advisory Committee Meeting Tuesday, October 20, 2009**

### **Kure Beach Members Present:**

Brant Barnwell      Bob Falco      Michelle Hackman

**CVB Members:** Paige Somervell, Lauren Cobb,

### **Meeting Notes:**

Meeting began at 11:40 at Jack Mackerel's.

### **Old Business:**

- **ROT Update:** The Room Occupancy Tax was up for August, 3.75% from the same period last year. We were the only area in the county up for the year. We were up 2.29%. From January to August, we were up 1.5% (See attached chart.)
- **Website Update:** Page Views and Sessions were both up for the month. Visits were up and page views up also. (See attached chart.)
- **Social Media Update:** Lauren gave us an update of the Social Media: Kure Beach had 3121 fans up about 100 from last month and 91 people were following on Twitter. (See attached Chart.)
- **Visitor's Guide:** Lauren shared with us a proof of the Kure Beach Visitor's Guide. (See attached.)

### **New Business:**

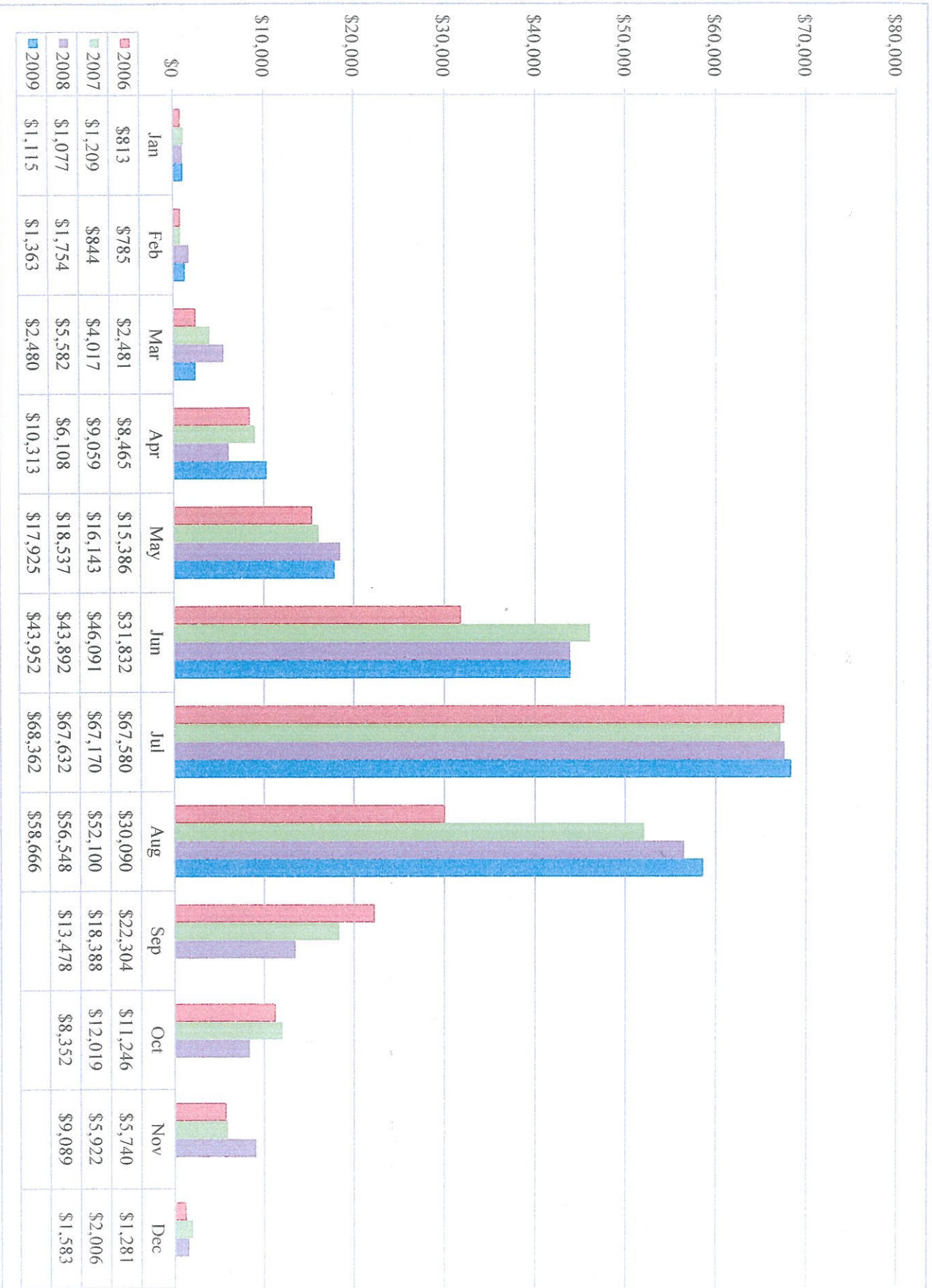
- **No New Business**

### **Next Meeting:**

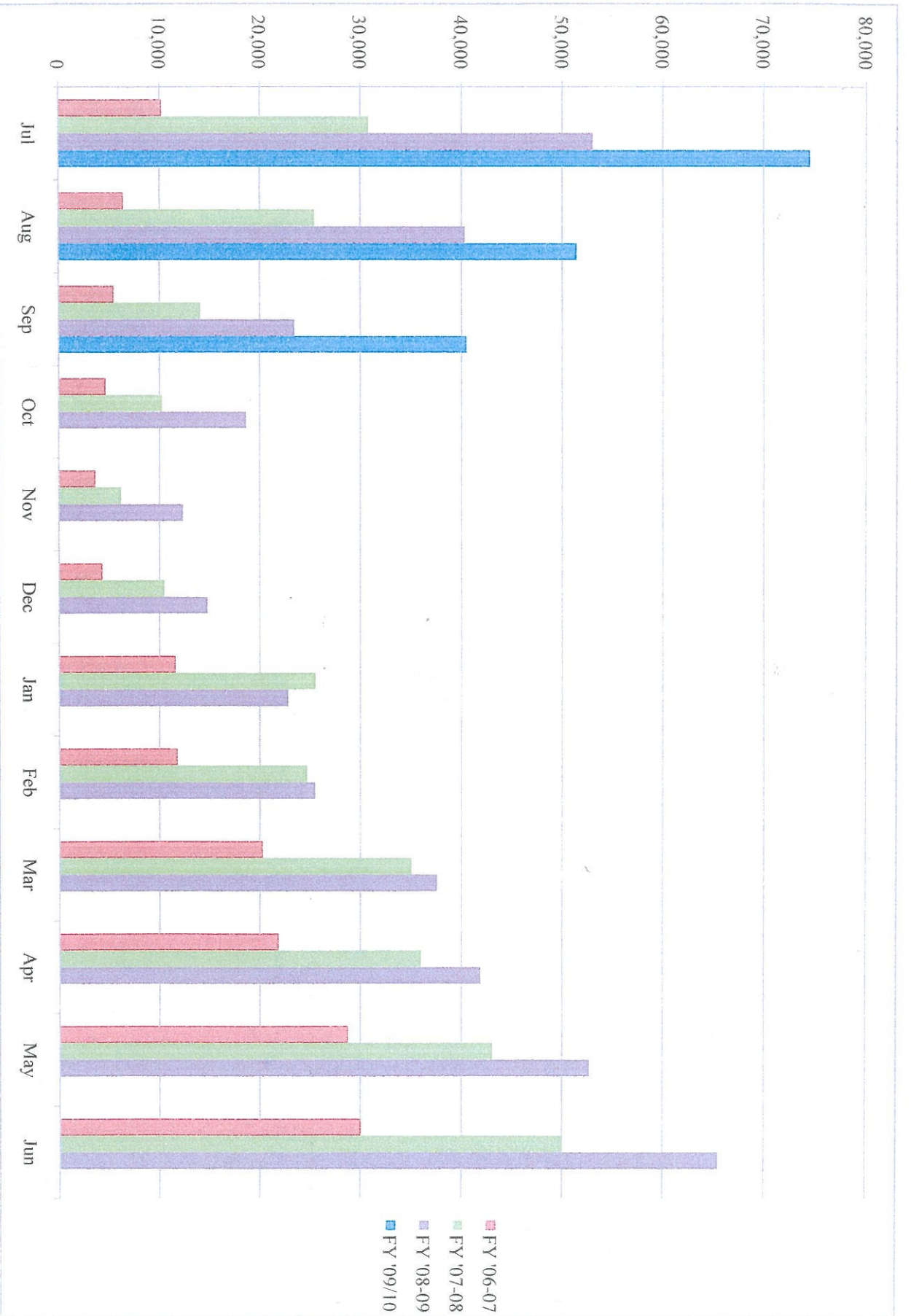
It was decided that the next meeting would also be held at Jack Mackerel's on Tuesday, November 17, 2009 at 11:45 AM.

Respectfully Submitted: Brant Barnwell

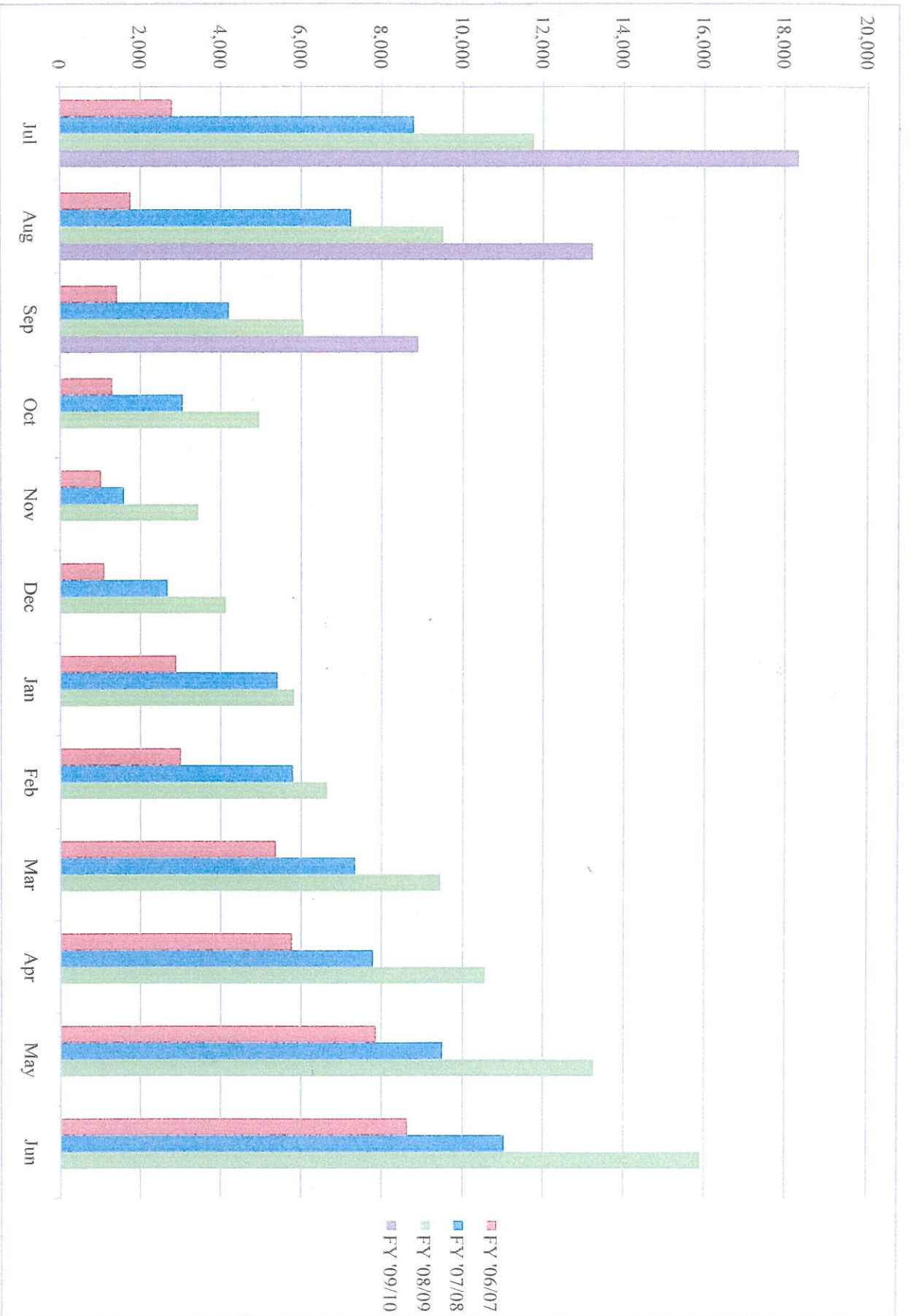
**Kure Beach  
Room Occupancy Tax  
2nd 3%**



# Kure Beach Website Page Views



# Kure Beach Website Visits



Website went live in April, 2006.  
Migrated and relaunched 11/19/07.

# KURE BEACH

North Carolina's Small Wonder

- Home
- Accommodations
- Activities
- Dining
- Events
- Request a "Visitor's Guide"
- Packages and Specials
- Area Photos
- FAQ
- Maps**
- Contact Us

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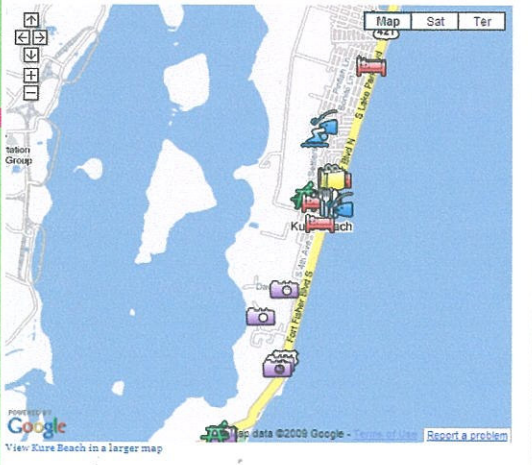
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## Home > Maps

Scroll around to see more items of interest or zoom in on a particular area for more detail.

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### Welcome To Kure Beach N.C.

Slow down, take your time. You'll love the small family-oriented community of Kure Beach at the southern tip of North Carolina's Outer Banks. Kure Beach is a true "getaway" where uncrowded beaches, casual restaurants, and comfortable accommodations are a growing number of vacationers. Appointments are getting out. Take a look at this recent Times article in which Kure Beach was

Email addresses not subscribed to lists.

#### Most Popular Services

- Email
- Facebook
- Twitter
- Save
- MySpace
- Digg (0)
- Text
- Live
- Delicious
- Stumbleupon
- Reddit
- G Bookmarks
- LinkedIn
- Bebo
- Buzz Up!
- Blogger

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**Affordable Family Fun!**

Welcome To Kure Beach N.C.

Slow down, take your time. You'll love being here. The small family-oriented community of Kure Beach, N.C. lies at the southern tip of North Carolina's Pleasure Island. Kure Beach is a true "getaway destination" where uncrowded beaches, casual restaurants and comfortable accommodations are a favorite for a growing number of vacationers. Apparently, the word is getting out. Take a look at this recent New York Times article in which Kure Beach was mentioned!



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*Kure Beach North Carolina*

OFFICIAL

**2010**

*Visitors Guide*



**TO US,  
BEING SMALL  
IS HUGE.**

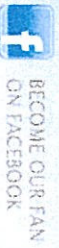


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Maecenas mollis ipsum sit amet risus molestie condimentum nec vel turpis. Phasellus non nibh est, vel bibendum tellus.

### Kure Beach, NC KureBeachNC

Only a couple days until the 7th Annual Southern Coastal Bluegrass Festival! Presented by the Thalian Association...  
<http://bit.ly/1V8vN>  
5 days ago

Looks like a chance of rain this weekend, but we hope that won't stop you from checking out all there is here to...  
<http://bit.ly/Rodny>  
4 days ago

This group of Pleasure Island Parrot Heads plans to clean up the area beaches this weekend.. You don't have to be a...

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- HOME
- ACCOMMODATIONS
- ACTIVITIES**
- DINING
- EVENTS
- PACKAGES & SPECIALS
- FAQ

## ACTIVITIES »

- Boardwalk and Pier
- Family Activities
- Historical and Cultural
- Lakes and Parks
- Outdoor Recreation
- Recreation Areas
- Shopping
- Specialty Boutiques
- Tours
- Golf

## ACTIVITIES

It's your time - fill it in with activities, or just spend the day on the beach. Kure's shores are not only beautiful, they're safe as well with professional Ocean Rescue lifeguards in their posts Memorial Day through Labor Day.

From the Fort Fisher State Historic Site to the 712-foot Kure Beach Fishing Pier to the North Carolina Aquarium there is fun around every dune.

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- AREA INFO

Accommodations | Visit Kure Beach, NC - Windows Internet Explorer

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Accommodations

Hotels and Motels | Vacation Rentals

Kure Beach NC offers an array of accommodation choices to fit every size family and every size budget. Beachfront and off beach motels, cottages, condominiums and efficiencies are all available, and everything is close by.

If you are interested in relocating to Kure Beach or Fort Fisher click here.

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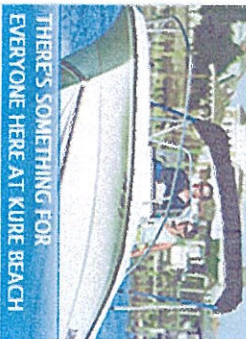
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This week

**KURE BEACH** **81** Interactions This Week [D] **59** Likes **69** Comments **7** Wall Posts

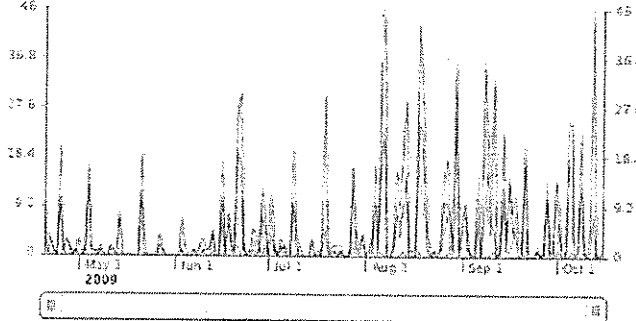
**8.8** ★★★★★ Post Quality [D]

**Fans Who Interact With Kure Beach, NC**

Interactions Over Time Learn more

Choose a graph: **Interactions**

Total Interactions  Comments  Wall Posts  Likes



**47** Active Fans This Week [D]

↕ -2 Since Oct 16

Male Female



Male Female

Age Group	Male	Female
13-17	0%	0%
18-24	0%	2%
25-34	2%	21%
35-44	17%	13%
45-54	6%	19%
55+	4%	15%

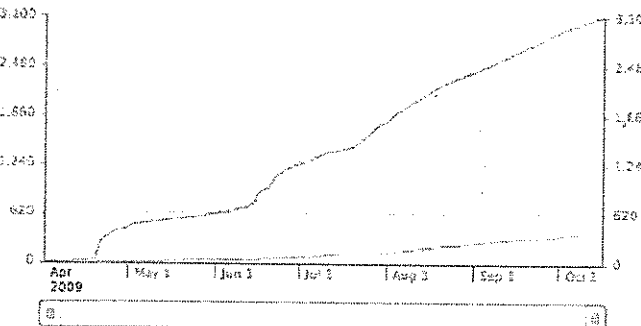
Top Countries	Top Cities	Top Languages
United States	47 Fayetteville	11 English (US)

**All Fans of Kure Beach, NC**

All Fans Over Time Learn more

Choose a graph: **Total Fans / Unsubscribed Fans**

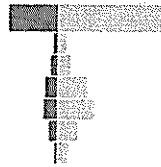
Total Fans  Unsubscribed Fans



**3,098** Total Fans on Oct 17

↕ 5 Since Oct 16

Male Female



Male Female

Age Group	Male	Female
13-17	3%	4%
18-24	4%	7%
25-34	8%	18%
35-44	9%	22%
45-54	5%	12%
55+	2%	6%

Top Countries	Top Cities	Top Languages
United States	3,023 Raleigh	380 English (US)

▼ View All

Facebook uses US report for data for countries that do not have a report.

As of 10/19/09 Kure Beach has 3121 fans.

In September, Facebook PPC had 432,516 impressions - yielded 307 clicks and 193 new fans. Cost per click of .68