

MINUTES FROM
New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
July 20, 2010

- I. Call meeting to order
- II. Approve meeting minutes: June 15, 2010
Motion made and seconded and minutes of last meeting were approved.
- III. New Business:
 - a. Consolidated Productivity Report
ROT Numbers were up. +8.47% Month & +6.13 FYTD for Kure Beach
+3.39% Month & -3.61 FYTD for County
We've had 4 positive months in a row and Calendar YTD number look good.
Occupancy is up, but revenue is down.
 - b. FY 10-11 Creative
Social Media still continues to grow. We have 9233 Fans on our Kure Beach Facebook page. Trackable inquiries are up 26%, website visits up 29.8% Pay Per Click is working very well with millions of impressions. Most visits are from Fayetteville, Raleigh, Wilmington, Charlotte, Greensboro. Also Atlanta and Cleveland are in the top 10.
 - c. Public Relations
- IV. Old Business
We discussed the seasonal campaigns and how the landing pages and websites would interact. We are very pleased with how everything is shaping up and our overall plan. Website should be launched on August 15th. New website developer is TIG Global. Five bids were received and TIG Global were head and shoulders the best fit with our needs.

Shawn reviewed findings from additional focus groups in Raleigh. She went into detail how the overall landing pages and website would work. Several printed copies of the different pages were presented to be viewed.
- V. Comments/ Next Meeting Date –Next meeting will be in September, on Tuesday, 9/21/10 at Jack Mackerels at 11:45
- VI. Adjournment