

New Hanover County Tourism Development Authority
Kure Beach Marketing Advisory Committee Meeting
Tuesday, November 27, 2012
11:30 a.m.-12:30

- I. Call Meeting to Order
Meeting called to order at 11:36. In attendance were Christine Avery, Brant Barnwell, Peter Boulter, Robin Nalepa and Mayor Dean Lambeth. CVB: Shawn Braden and Jodi Hardee. Guests: Stephanie Perri, Clean Design; Natalie West and Leah Knepper from French|West|Vaughn
- II. Approve Meeting Minutes: October 23, 2012 – October Minutes were approved.
- III. New Business:
 - a. Room Occupancy Tax Collections

	<u>Sept</u>	<u>CYTD</u>	<u>FYTD</u>
New Hanover	16.18%	10.44%	6.77%
Kure Beach	0.80%	12.51%	7.57%

- b. Committee Member Opening
Brant Barnwell shared the resignation of Joan Van Hamm from the Marketing Advisory Committee. The resignation was accepted and approved. Barnwell will accept recommendations for filling the vacancy left by Van Hamm. Darlings by the Sea were mentioned as a possible replacement.

- c. July – October FYTD Marketing Campaign Results
Stephanie Perri, Clean Design reported the four month fall and FYTD marketing campaign focused on the Triangle, Greensboro/Winston-Salem, Charlotte and Fayetteville markets with online, print and Facebook advertising. Metrics were tracked using paid advertising impressions, ad url inquiry traffic, media frequency and reach, Facebook fans & user interaction, Twitter followers & @ mentions, public relations metrics, and website traffic.

The fall media spend was \$17, 139 garnering 3, 439,245 media impressions since July 1' 2012; 73% of those were on the website or Facebook, 27% in print. There were 10% fewer impressions in print in 2012 vs. 2011, likely due to the change in the media mix toward online.

The campaign resulted in 19, 498 inquiries including interaction with ad or writing-in for information. More than half, 52% were generated online, with the remainder from e-specials 21%, print 20%, Facebook 7%. In 2011, there were 16, 287 inquiries for the same time period.

The highest media reach in 2012 resulted from Pay-per-click and web search words for beach vacations, followed by e-specials, Oprah magazine, ppc-context ads and Collinson Network with digital ads on family and travel websites.

Next steps in this area include tweaking ongoing PPC ads, continued analysis of fall campaign results, recommending changes for Spring plan and rollover budget recommendations.

Social media

Facebook campaign results produced 19,452 fans of the Kure Beach Facebook page, with a 6% increase since July 2012 – October 2012. There was also a 6% increase in reach for “friends of fans”. From July to October, 30,781 people were engaged with the KB page (includes any click or story created), which is a 15% engagement rate. This is significant as the industry standard is 2%. During the campaign there were 17 geotargeted Facebook posts with the top areas reached: Triad, Triangle, Ohio, Charlotte and Pennsylvania.

Twitter activity during the campaign included a 15% increase in followers to 1,277. The KB Twitter account produced 965 tweets, producing 235 mentions and retweets. The item retweeted the most was about the Aquariums Trick or Treat Under the Sea.

A KB Pinterest account was launched August 16 with 4 boards including Wedding, Family, History, Unplug & Recharge.

Next steps for social media include expanding the reach of popular content/posts with promoted posts on Facebook, incorporating video, , growing Pinterest and Trip Advisor Rave Reviews.

Public Relations

Leah Knepper, from FrenchWestIVaughn, reported four media releases were sent during the fall campaign focusing on loggerhead sea turtles, nature, fall travel and holiday events. Editors were also pitched fall travel, non-traditional school fall travel, holiday and retiree/senior as story angles. These efforts resulted in 21 earned placements, 6.4 million impressions worth \$14,146 in equivalent advertising for a \$42,439 public relations value.

d. Rollover Recommendations

Stephanie Perri presented the FY12-13 Kure Beach Rollover Recommendations. The rollover amount available is \$41,937. The committee approved the recommendations for increasing money for digital banner ads to the spring digital ad campaign (network, PPC, and weather-triggered mobile ads), increasing size of previously approved Southern Living print ad, You Tube channel development and strategy, media/PR visits for NC feeder markets, Facebook email opt-in incentives, agency creative/production costs, Visitor Guide postage and handling fees and a contingency fund, all totaling \$41,937. Trip Advisor banner ads were recommended for consideration as part of the plan but the committee thought it was too new of a channel for them to allocate rollover dollars at this time. They might consider it in the future and once they learn more about Trip Advisor benefits. They voted to move these dollars to contingency. Boulter made the motion, Nalepa second, committee approved.

IV. Old Business

- a. Holiday Promotion-The CVB is promoting holiday seasonal offers and events on the website including the home pages, seasonal highlights pages, and packages & deals pages.

V. Comments/Next Meeting Date – 11:30 a.m. January 22, 2013 (FY13-14 Strategic Planning)

Adjournment-Meeting adjourned at 1:10 p.m.