

**Minutes for Approval  
New Hanover County Tourism Development Authority  
Kure Beach Marketing Advisory Committee Meeting**

**Tuesday, June 25, 2013  
11:30 AM – 12:30 PM**

**Town Hall  
117 Settlers Lane, Kure Beach, NC**

- I. Call Meeting to Order- Meeting called to order at 11:30. In attendance were Christine Avery, Brant Barnwell, Jim Gabriel, Butch Von Cannon. CVB: Shawn Braden, Jodi Hardee. Guests: Tom Hickey and Stephanie Perri, Clean Design; Leah Knepper; French|West|Vaughan; Nikki Keely, Recreation Coordinator for Town of Kure Beach
- I. Meeting Minutes Approved for May 28, 2013.
- II. New Business:
  - a. Room Occupancy Tax Collections

	<b>April</b>	<b>CYTD</b>	<b>FYTD</b>
<b>New Hanover</b>	-8.8%	-.22%	+5.0%
<b>Kure Beach</b>	-42.79%	-30.04%	+2.39%
- III. Old Business
  - a. FY12-13 Results Review

Tom Hickey and Stephanie Perri with Clean Design presented campaign results from FY12-13 including creative, geographic footprint, media timelines, tracking metrics and results (see attached deck). They also reviewed insights and next steps. Leah Knepper with French|West|Vaughan reviewed social media results for Facebook, Twitter, Pinterest and YouTube. She also reviewed PR activities for FY12-13 (see attached deck).
  - b. Committee Member Update

Peter Boulter has resigned from the committee. Brant Barnwell will follow up with the town to advertise for a replacement and an alternate.
- IV. Comments/Next Meeting Date – July 23, 2013

There was discussion on July MAC Meeting and potential cancellation as July is the prime season for local business owners and the CVB is in the midst of executing the marketing plan. It was unanimously approved to cancel the July meeting.
- V. Meeting adjourned 12:30.

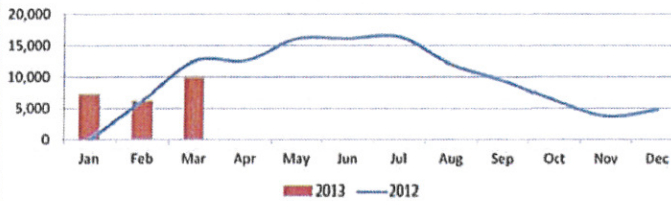
### KPIs

Key Metric	This Quarter	Vs. Last Quarter	Last Quarter	YTD
Visits	25,592	62.54%	15,745	25,592
Unique Visitors	159,676	987.34%	14,685	159,676
Page Views	117,494	73.39%	67,763	117,494
Average Time on Site	6.68	14.38%	5.84	6.68
Email Signup	613	292.95%	156	359
Visitors Guide Signup	496	222.08%	154	496

### General Comments:

- \* The new site launched at the end of February, so this data crosses both the old and new sites.
- \* 15% of visits to the site were from return visitors (people that at some point in time have visited previously). Typical return visitor percentages for tourism portals is 20%-25%.
- \* 17% of traffic came from mobile devices. These visits accounted for 66 email signups and 122 visitors guides (a total of 17.0% of conversions).

Monthly Unique Visitors



### Geographic Referrals

State	Visitors	% Last Quarter	%
North Carolina (United States)	10,727	43.67%	58.13%
Ohio (United States)	1,877	7.64%	4.30%
Virginia (United States)	1,655	6.74%	4.93%
Pennsylvania (United States)	1,208	4.92%	3.22%
Maryland (United States)	1,022	4.16%	1.60%

### CITIES

#### Data Filter: Virginia

City	Visitors	%
Louisa	43	6.4%
Richmond	41	6.1%

#### Data Filter: Ohio

City	Visitors	%
Northfield	213	25.0%
Columbus	82	9.6%

#### Data Filter: Pennsylvania

City	Visitors	%
Pittsburgh	43	9.1%
Philadelphia	29	6.1%

#### Data Filter: Maryland

City	Visitors	%
Baltimore	490	76.3%
Germantown	19	3.0%

#### Data Filter: South Carolina

City	Visitors	%
Myrtle Beach	108	29.7%
Rock Hill	23	6.3%

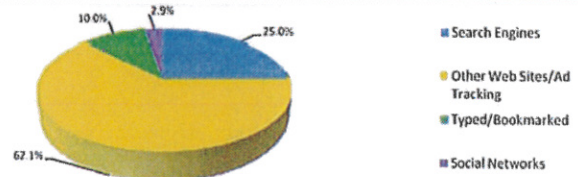
### Most Popular Pages

Page	Page Views	%
Home	13,605	15.49%
Hotels & Lodging	6,157	7.01%
Vacation Rentals	5,313	6.05%
Things To Do	4,523	5.15%
Events Calendar	2,061	2.35%
Seasonal Landing Page (old site)	345	0.39%
<b>Total</b>	<b>87,841</b>	

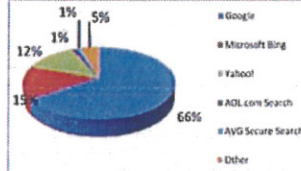
Especial Subscribers as of 12/31/2012 = 6,395  
(incl. dropped/scrubbed) as of 3/31/2013 = 6,458

Facebook opt in from social media tabs = 35  
Feb = 33 March = 2

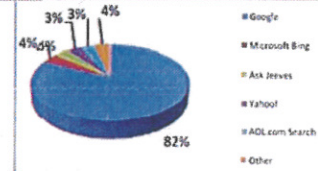
### Referrer Overview



### Natural Search



### Paid Search



Natural Keywords	Searches	%	Paid Keywords	Searches	%
Keyword Unavailable	1,835	21.79%	kure beach	298	9.73%
kure beach	1,830	21.73%	kure beach vacation rentals	183	6.00%
kure beach nc	915	10.86%	Keyword Unavailable	128	4.18%
kure beach north carolina	248	2.94%	kure beach nc	91	2.97%
kure beach, nc	177	2.10%	kure beach rentals	52	1.70%
<b>Total</b>	<b>8,423</b>		<b>Total</b>	<b>3,063</b>	

### Top Referring Natural Domains

Referring Domain	Instances	%
wilmingtonandbeaches.com	6,807	14.82%
google.com	8,225	17.90%
Typed/Bookmarked	4,591	9.99%
bing.com	1,376	3.00%
yahoo.com	1,384	3.01%

### Top Entry Pages

Page	Entries	%
Kure-beach Home	13,046	56.68%
kure-beach.hotels-lodging	1,495	6.50%
kure-beach.packages-deals	1,838	7.99%
mobile.kure-beach	1,092	4.74%
kure-beach.vacation-rentals	955	4.15%

### Site Behavior:

- \* These comments are based on the new site from Feb 28 - Mar 31st.
- There were 8,561 searches performed on the site. Of those, 48% were lodging searches, 22% were restaurant searches, and 22% were for things to do.
- 7% of lodging searches were for oceanfront/vacation rentals, 5% for limited service lodging, and 4% included vacation rentals/oceanview.
- 18% of restaurant searches were for seafood, 13% for special rates and 13% for locally owned.
- 33% of things to do searches were for family, and 21% included birding/fishing-charters/hiking-biking/lakes-parks-rec-area/nature-eco/surfing/water-craft.



# Monthly Site Performance Report

## Kure Beach

### Conversion Analysis:

\* There was a 2.4% conversion rate of visits to email signups. And a 1.9% conversion rate for visitor guides. In total, this is a 4.3% conversion rate.

We will need to continue to monitor this conversion rate over time to see how it fluctuates.

\* Natural search accounted for 20.9% of conversions and had a 2.8% conversion rate

Domain	Visitor Guide	Email Signups
Non-Mobile	374	547
Mobile Phone	63	16
Tablet	56	50
Media Player	3	0
Gaming Console	0	0
<b>Total</b>	<b>496</b>	<b>613</b>

Domain	Visitor Guide	Email Signups
Types/Bookmarked	148	80
wilmingtonandbeaches.com	77	18
google.com	65	51
yahoo.com	16	16
bing.com	13	8
<b>Total</b>	<b>496</b>	<b>613</b>

Natural Search Keywords	Visitor Guide	Email Signups
kure beach	26	20
kure beach nc	24	23
Keyword Unavailable	21	25
kure beach north carolina	6	10
wilmington nc	3	0
<b>Total</b>	<b>121</b>	<b>111</b>

Paid Search Keywords	Visitor Guide	Email Signups
kure beach	6	4
kure beach nc	3	3
kure beach vacations	2	-
kure beach vacation rentals	1	9
vacation rentals kure beach atlantic	1	2
<b>Total</b>	<b>24</b>	<b>72</b>

### Adobe® Scheduled Report

Report Suite: VisitKureBeachNC.com

Date: Tue, 1 Jan, 2013 - Sun, 31 Mar, 2013

Segment: All

Took the top 200 exit links which accounts for 99.9% of all exit links for KB

Total exits for period	5,024
Exits to a hotel/motel	1,530
Exits to vacation rental property	1,496
	<u>3,026</u>
	70.7%