



ECONOMIC DEVELOPMENT PARTNERSHIP of
NORTH CAROLINA

A Look at North Carolina Tourism

NCBWIA Spring Meeting

April 26, 2021



What is an EDPNC?

Economic Development

**Business
Start-up**

**Business
Recruitment**

**Product
Export
Assistance**

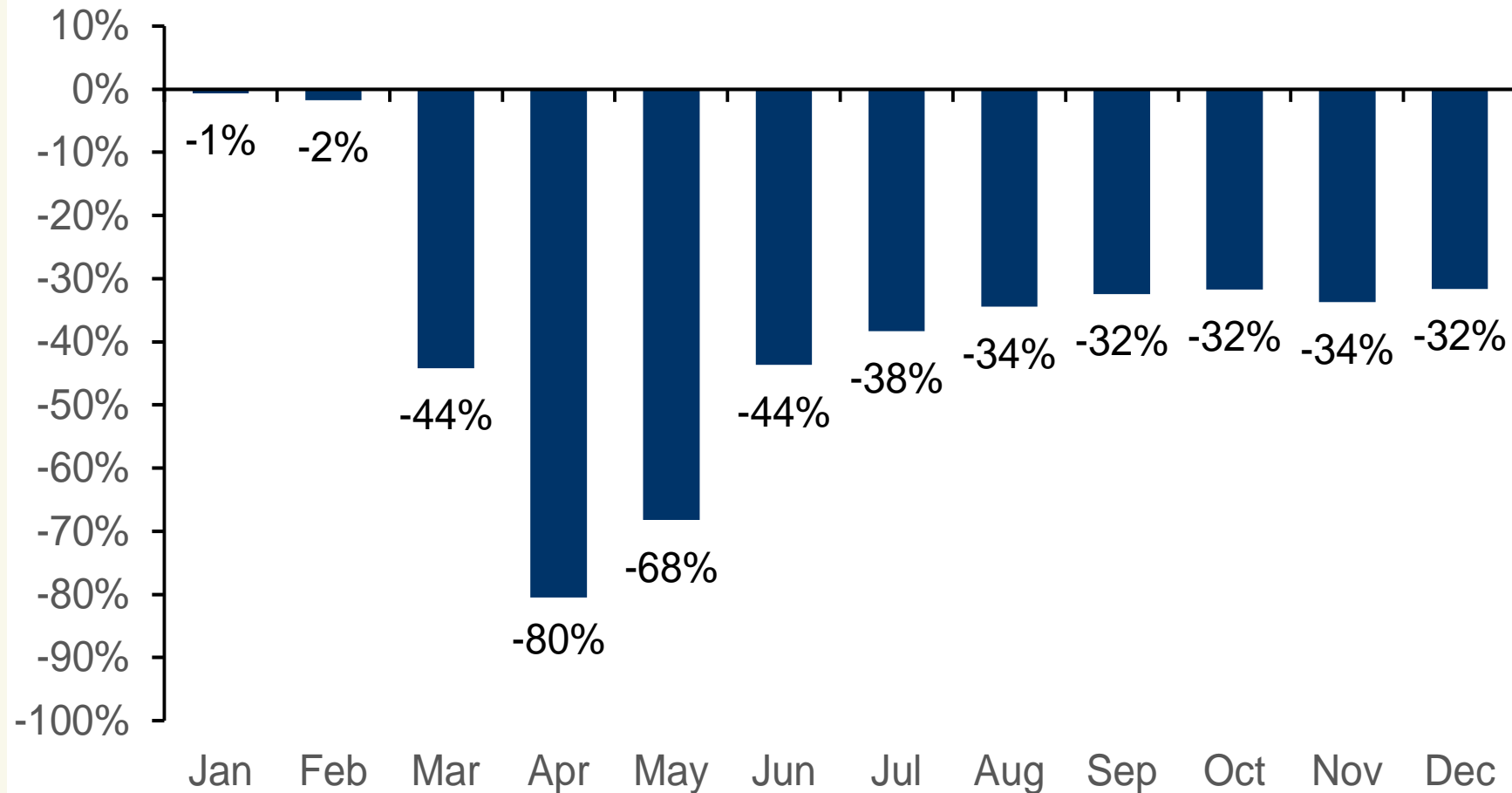
**Tourism
Development**

**Business
Growth &
Retention**

The Economic Development Partnership of North Carolina improves the economic well-being and quality of life for all North Carolinians. We do this by collaborating with state, regional, local, and private-sector partners in new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.

North Carolina Monthly Travel Spending Percent Change from 2019

North Carolina monthly travel spending
% year-over-year change



Source: Tourism Economics



Travel Spending Losses

Jan. 2020 – Feb. 2021
compared to same prior
year time frame

Source: US Travel Association, 2021

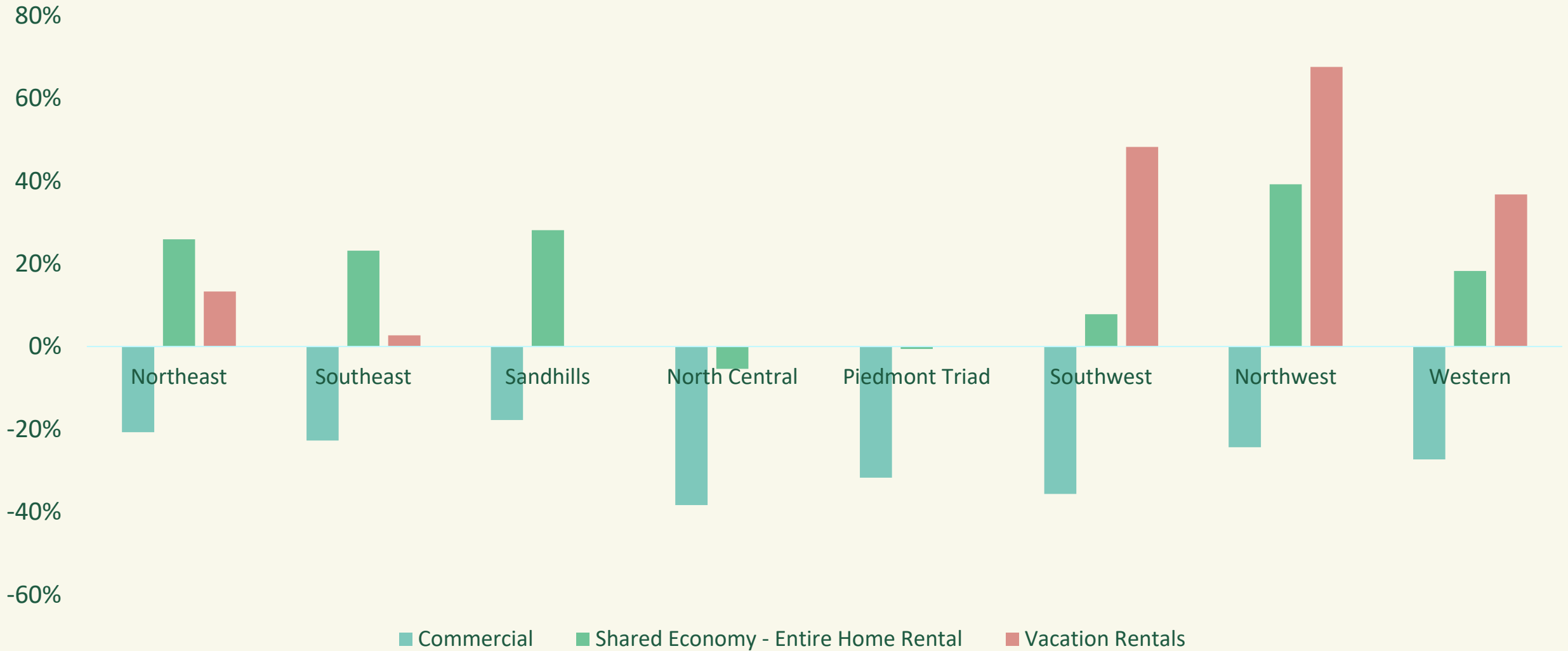
	U.S. Nationwide	North Carolina
Spending loss (\$ Billion)	-\$562.7	-\$11.7
% change	-42%	-37%
Tax Loss (\$ Million)		
Federal	-\$69,013	-\$1,428
State	-\$40,810	-\$771
Local	-\$17,859	-\$429
	-\$10,344	-\$228

2020 Year End Lodging Data

	NC Commercial Lodging	Airbnb/HomeAway entire home rentals (AirDNA)	Vacation Rentals (KeyData)
Occupancy	Down 31.2%	Up 14.0%	Up 11.0%
Room Rates	Down 15.2%	Up 4.6%	Up 3.4%
RevPAR	Down 41.7%	Up 19.9%	Up 16.9%
Revenues	Down 41.2%	Up 24.1%	Up 20.6%
Demand	Down 30.7%	Up 21.6%	Up 13.3%
Supply	Up 0.8%	Up 5.2%	Up 1.6%

Sources: STR, AirDNA, KeyData 2021

Demand Performance by Region



Sources: STR, AirDNA, KeyData 2021





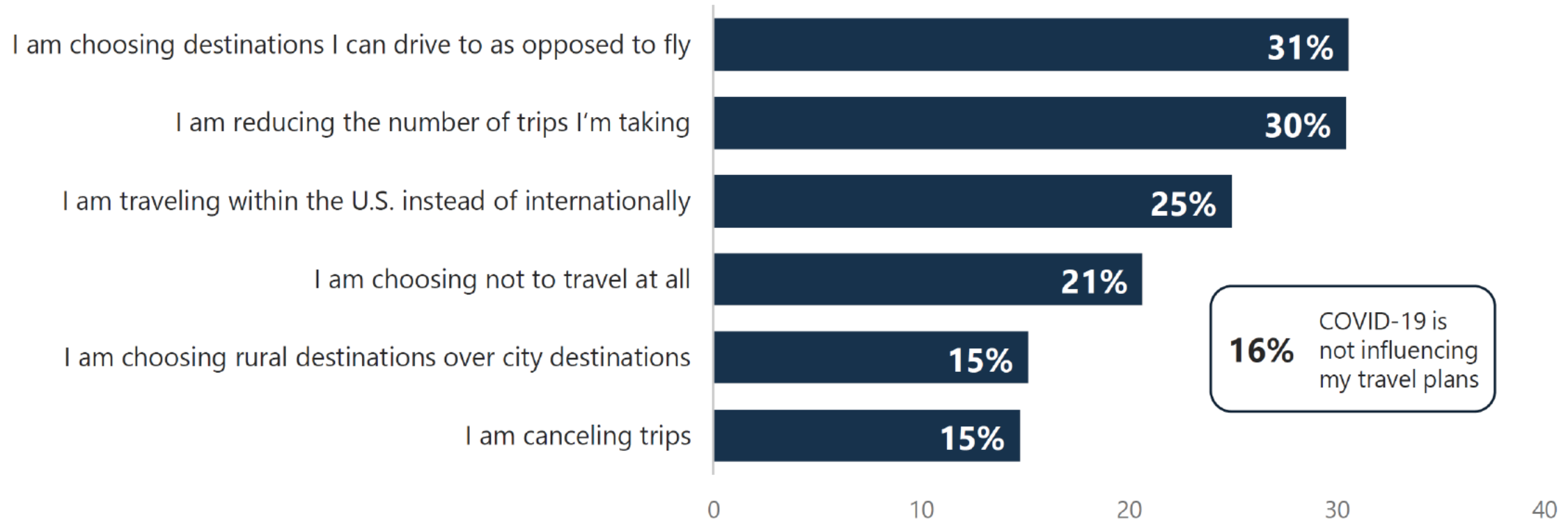
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North Carolina Tourism Outlook



Major reshuffling of the deck

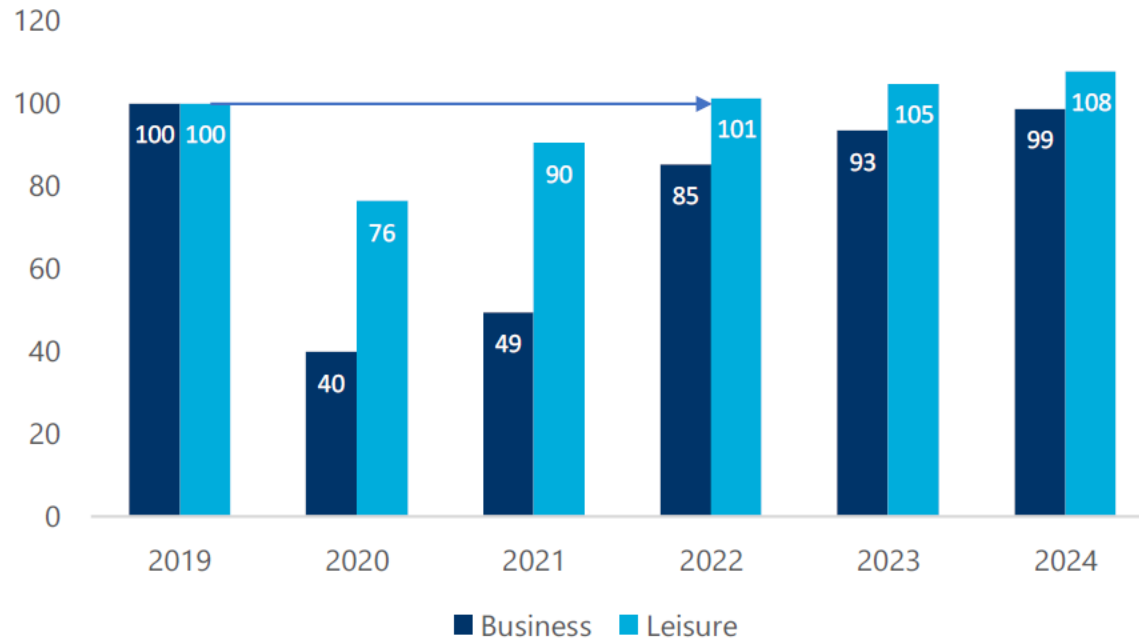
Influence of COVID-19 on Travel Plans in the Next Six Months



Leisure travel will fuel the recovery

Business and leisure trips

Index (2019=100)



**Leisure back to 2019 levels
in 2022**

**Business nearly back in
2024**

Note: Only domestic trips

Source: U.S. Travel Association, Tourism Economics



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COVID-19 Traveler Sentiment

CORONAVIRUS TRAVEL SENTIMENT INDEX REPORT, WAVE 58

RESEARCH FINDINGS

April 19, 2021

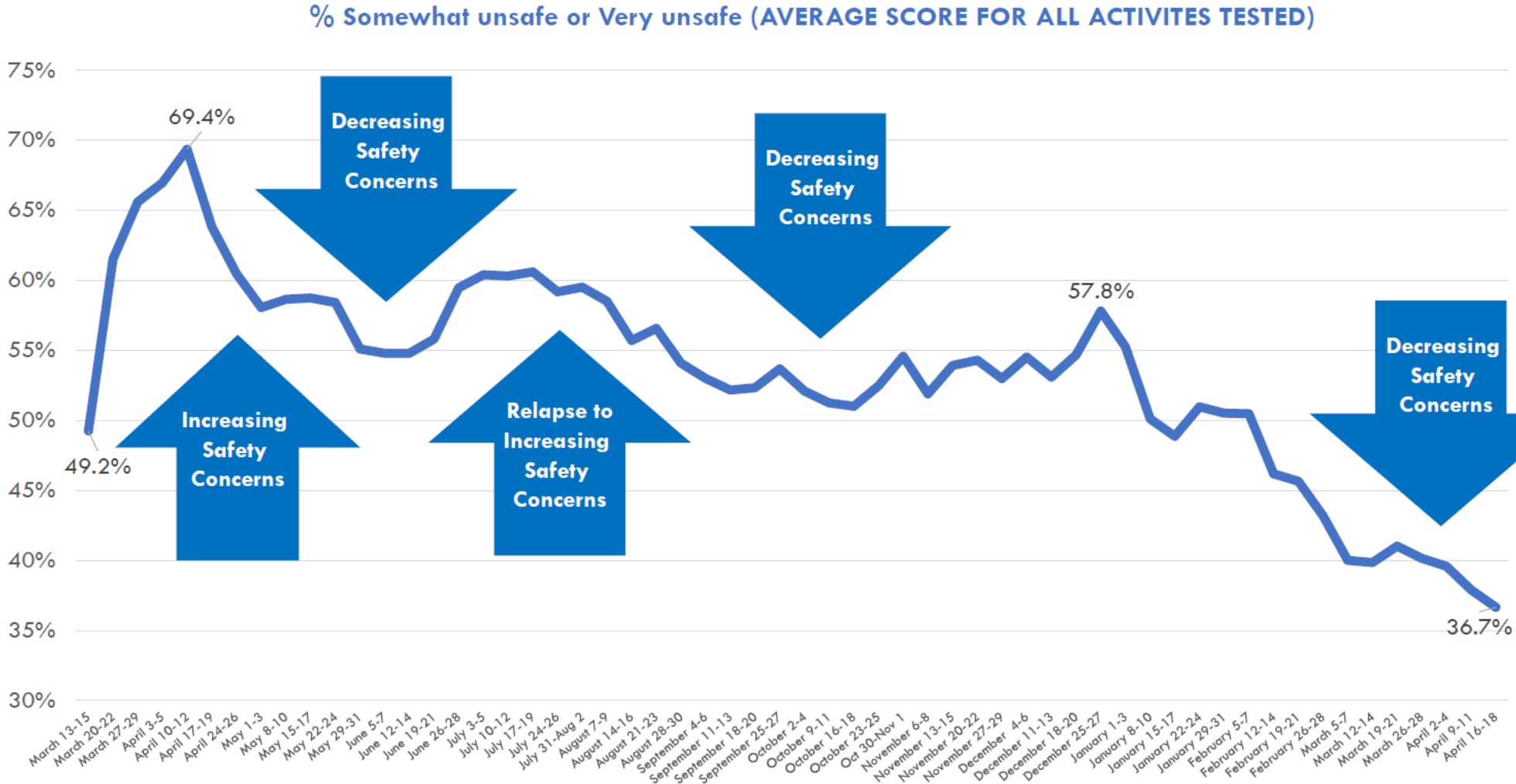
Destination  Analysts



PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-58 COMPARISON)

Question: At this moment, how safe would you feel doing each type of travel activity?

(Base: Waves 1-58. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202 and 1,210 completed surveys.)



AMERICANS' READINESS TO TRAVEL REACHES A PANDEMIC ERA HIGH

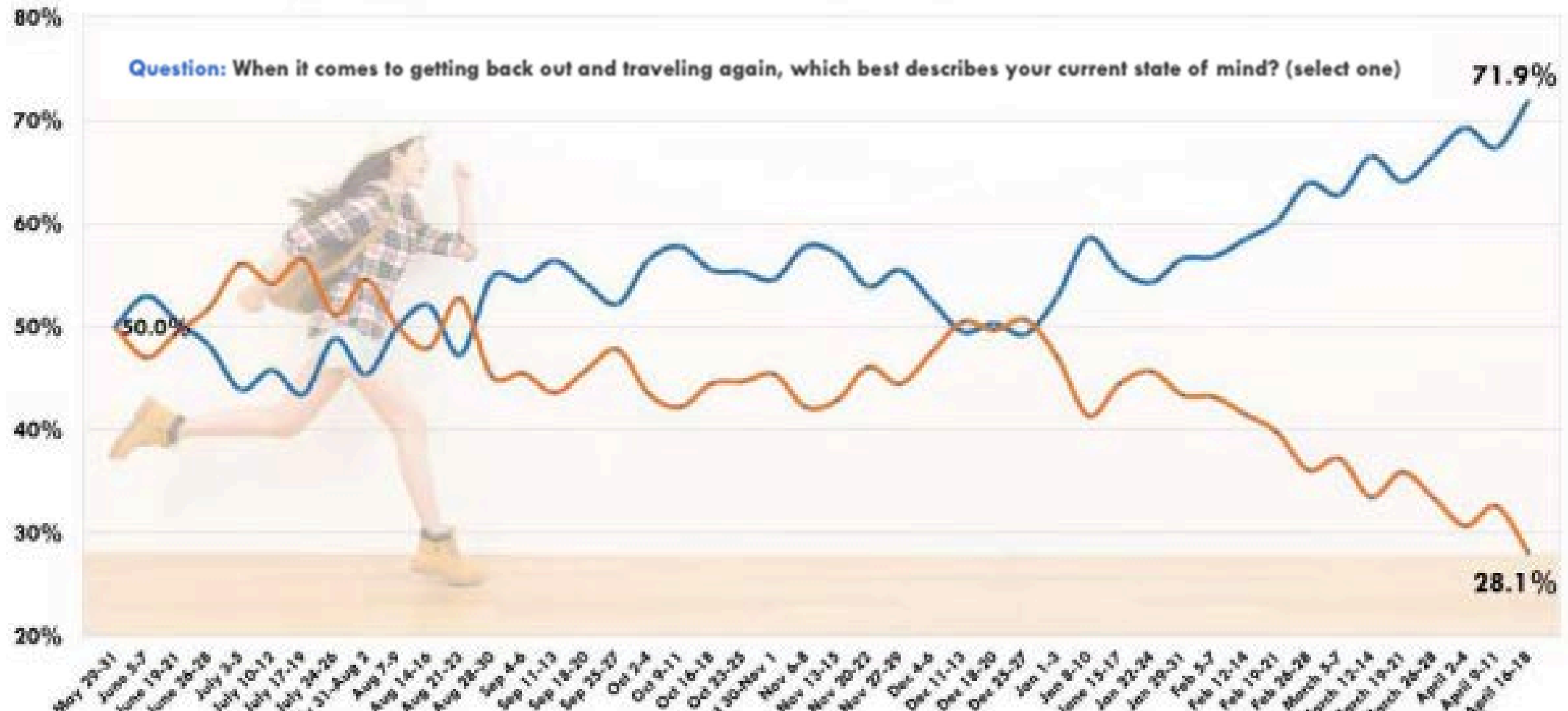
MAY 29, 2020 – APRIL 18, 2021



READY TO TRAVEL



NOT READY TO TRAVEL



ONE WORD THAT DESCRIBES TRAVEL RIGHT NOW

Question: What one word best describes how you feel about travel right now?



2020



2021



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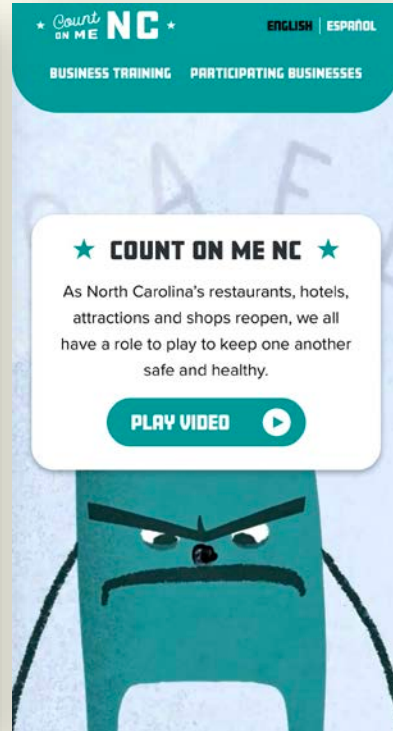
Visit NC Marketing Update



SHIFTS IN MESSAGING & AUDIENCE TARGETING



FIRSTS THAT LAST



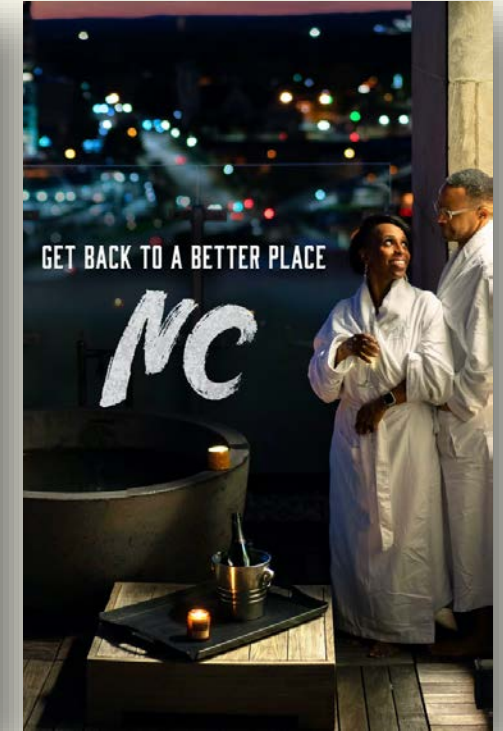
COUNT ON ME NC



OUTDOOR NC
Make It Your Nature



DRIVE-THRU VACATIONS



GET BACK TO A BETTER PLACE

Count On Me NC

- Participation from all 100 Counties
- Nearly 65,000 Completed Business Sessions
- Total website sessions: 499,068

Johnston County VB
@JoCoTourism

(1/3) We're happy to share JoCo businesses are participating in #CountOnMeNC completed training courses! Learn more about this means and the enhanced safety implemented to help keep everyone in our community safe at countonmenc.org.



themeltingpot_charlotte · Follow



Liked by visitnc, eatdrinkclt and 28 others

themeltingpot_charlotte All of our Midtown & Lake Norman staff have completed new COVID-19 training and are a participating #CountOnMeNC business! Learn... more
visitnc We appreciate your commitment to keeping our state safe!

May 26

NCRLA and Visit North Carolina

May 27

Isabel Villa-Garcia
@IsaVillaGarcia

Restaurants are preparing their locations and training their employees for reopening through #CountOnMeNC from @NCRLA @ncdhhs @VisitNC @NCState ! Check it out and take the guest pledge today! @NCRLA #ncga #ncpol



muchomexico · Follow

muchomexico_ We are proud to announce the opening of May 22nd will be taken into safety first. Having to learn about what we can do to have our staff and guest feel safe! We will be having limited seating, and wait times may be a bit longer but its all for the safety of our community!
#countonmenc #downtownsmithfield

visitnc
2w 1 like Reply

22 likes
MAY 20

Add a comment... Post

welcome back staff and guests, evidence-based COVID-19 training developed by public health officials and food safety experts will provide a vital roadmap for reopening your business. Each module contains best practices and procedures that will give your staff and guests the confidence you're doing everything possible to ensure their safety. We all have a role to play in keeping our communities safe and healthy. When visiting restaurants, businesses and other public places, you can have a huge impact on the well-being of everyone in our community just by following a few simple guidelines. Here at the Visitor's Center we have gone through the process of getting our Certificate

34 likes
8 DAYS AGO

Add a comment... Post



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When you visit,
**DRESS
LIKE THE
LOCALS**



Do your part while you're in North Carolina and keep your distance, wash your hands and wear a face covering. Visit CountOnMeNC.org.



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DiscoverJacksonNC.com

Johnston County
WINE, FOOD & COUNTRY

Treat yourself to tours, wine tastings, beer flights, and shots of moonshine. Combined with shopping, award-winning BBQ along the trail, or farm-to-table dining, it's a fun culinary weekend trip for two. Complete seven stops on the trail and get a FREE gift!

johnstancountync.org/sip

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HICKORY
www.VisitHickoryMetro.com

Johnston County
WINE, FOOD & COUNTRY

Set your GPS for Smithfield to visit the renowned Ava Gardner Museum, home to an incredible collection of Hollywood memorabilia on Ava's life and career. Also, don't miss the outstanding savings at Carolina Premium Outlets for the holidays. It's easy to remember I-95, Exit 95!

johnstancountync.org/smithfield

TRY ON
The Holidays

This holiday season, it isn't about the number of people around the tree. Rather, it's about escaping to a simpler place. New Bern has taken the time to string the lights, we've hung the stockings, heck we've even stoked the fire for you. We cannot wait for your visit.

NEW BERN
www.VisitNewBern.com

W S

**Drink in Our History,
Toast to Your Future**

Relaxation and refreshment await when you travel back to Winston-Salem. Savor the moment by stringing one of our eclectic downtown accents, creating your own craft. Draft Orale, strolling our Downtown Arts District, or sampling award-winning wines from our 42+ nearby wineries. Raise a glass and look forward to your Winston-Salem getaway.

Run your getaway at VisitWinstonSalem.com

Winston Salem
WORTHY HAZELINA

Do your part while you're in North Carolina and keep your distance, wash your hands and wear a face covering. Visit CountOnMeNC.org.



Partner Credit Co-op Program - Digital

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PLAYLISTS

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+ New Playlist

- Skimm This** PODCAST
- Pop Hits 2020** 33,229 FOLLOWERS
- ¡Viva Latino!** 10,705,378 FOLLOWERS
- The Bill Simmons Podcast** PODCAST
- Power Workout** 3,435,506 FOLLOWERS

Visit North Carolina

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CYBER WEEK SPECIAL

Money

Scams & Fraud Living on a Budget Managing Debt Saving & Investing Taxes Insurance

- 4 Bargain Shoppers' Secrets to Great Deals**
How to find big discounts and best prices
- How Much Insurance Do You Need?**
Review and pare down coverage to trim costs
- 4 Cash Bonus Offers to Open a Bank Account**
Banks offers up to \$750 - with strings, of course

Suddenly Self-Employed? Here's What You Need to Know About Taxes

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106.7 Like fm Live Radio

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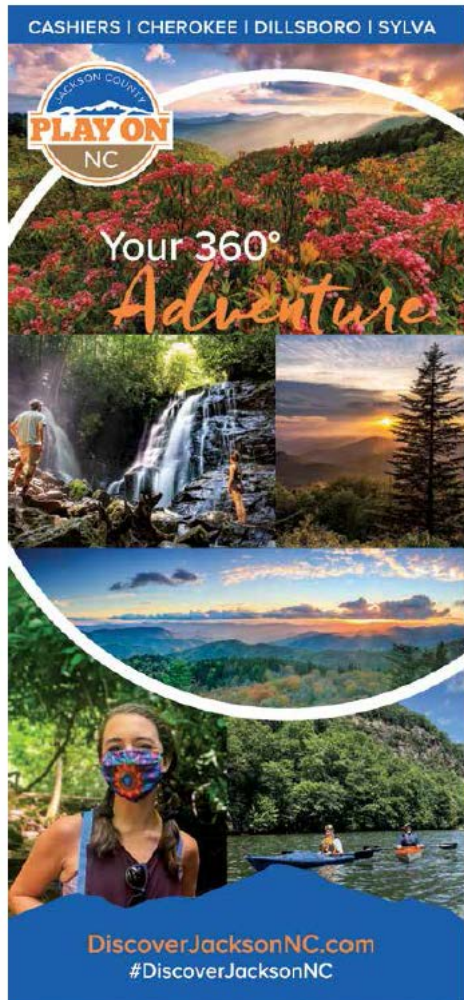
Learn More

visitcabarrus Choose your speed of fun in Cabarrus County, NC. Where Racing Lives



CARES Act Tourism Grant Program with NCTIA

Panaprint – Reprint of Visitor Guide With COVID-19 Imagery/Messaging



www.VisitEdenton.com website updates, homepage



Explore Burnsville // Blue Ridge Outdoors – Fall, Winter '20





Outdoor NC / Leave No Trace



OutdoorNC.com

Drive Thru Vacations

Program highlights unique North Carolina destinations people can explore from the safety of their cars.

Program shifts from the safety message into the inspire message.

It will create momentum for safe travel in North Carolina now and set the stage for even more travel in the future.



NC

NC

THINGS TO DO CITIES & REGION EVENTS PLAN YOUR VISIT FESTS THAT LAST

Due to COVID-19, please check local tourism offices for the most up-to-date visitor information. Additionally, please visit [Count On Me NC](#) to see participating businesses that are making a concerted effort to help keep everyone healthy, and for tips on how to stay safe when visiting North Carolina.

Piedmont



Art and photo: George F. Baker III (@imgmagics_digital)

MURALS AT THEXCHANGE

Check out [See on map](#)

Drive to the site of 2000's Talking Walls mural festival outside Uptown Charlotte and you'll be greeted by inspiring scenes at every turn. While the route takes you to an office park, you'll feel like you're traveling through an open-air art gallery. Artists George F. Baker III, Irisei Gonzalez, Killamari, DohDoiLeague, Kalin Dewese, Cheeks Fibbers and Kathryn Crawford have transformed TheExchange building exteriors into six colorful masterpieces, and each work of art will have you marveling at the beauty we can all bring to a place.

Add a side: *Freedom Park* is 96 acres of urban charm located between the historic neighborhoods of Myers Park and Dilworth. With a 7-acre lake, baseball and soccer fields, volleyball courts, walking trails and outdoor shelters with grills, it's the perfect location to save a to-go meal (like a gyro from The Mail Creek of Charlotte or a wrap from the Count On Me NC-certified *Bonavita's* Park).

[WEBSITE](#) [DIRECTIONS](#)

VOLLIS SIMPSON WHIRLIGIG PARK

Witness [See on map](#)

Meet at the intersection of art and science at the Vollis Simpson Whirligig Park, where you can take in the late Vollis Simpson's wondrous art pieces from your parked car. Filled with whimsical, wind-driven creations, the 2-acre park invites you to look around and let these spectacular spinning sights take your imaginations for a ride. Fun fact: Whirligigs are North Carolina's official folk art!

Add a side: Grab a beer at the female- and minority-owned *Contra Brewing* across the street from the park. With outdoor seating, you can still easily admire the whirligigs as you soak in the sunshine. Then browse even more beers - hundreds. In fact - at *Brewsavers* (Count On Me NC-certified) on your way out of town to take home some flavors of the region.

[WEBSITE](#) [DIRECTIONS](#)

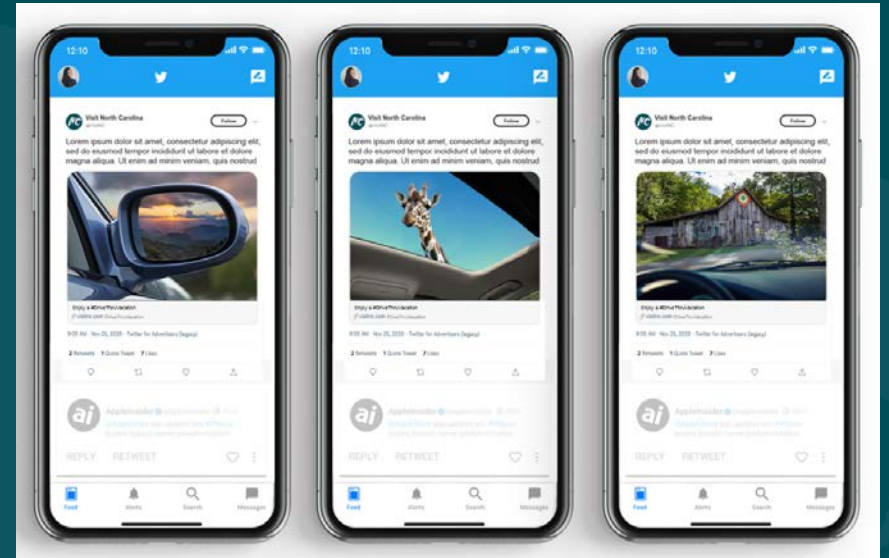


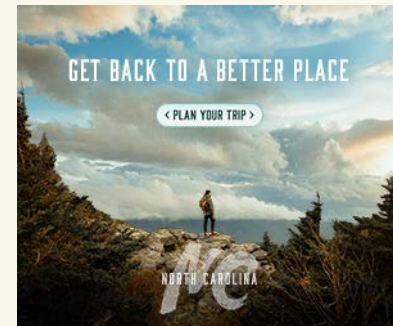
POTTERY ROAD

Discover [See on map](#)

Another famous place to drive in our state, Pottery Road scumwards the town of Seagrove, also known as the "Pottery Capital of America." Although this art thoroughfare is only about 50 miles long, you can easily spend a full day exploring this unique glimpse into rural North Carolina. The area became a haven for potters thanks to its rich clay deposits and is now home to about 100 pottery studios, many of which are operated out of the artists' homes and feature outdoor displays.

Add a side: After popping in and out of a multitude of studios, make a reservation to visit the *North Carolina Zoo*. This largest natural habitat zoo in the world is Count On Me NC-certified, meaning it's implemented procedures to ensure safety as you







Bringing It Back

Join the Count On Me NC
Program

Repeat Your Area's Tourism
Messaging

Encourage Local Companies to
Host Meetings in North Carolina

Make It Your Nature – Participate
In the Outdoor NC Program