



HURRICANE FLORENCE IMPACT AND VISIT NC RESPONSE

September / October 2018

Tourism is Economic Development

Economic Development Partnership of NC

Business
Start-up

Business
Recruitment

Product
Export
Assistance

Tourism
Development

Business
Growth &
Retention



VISIT NC RESPONSE

September / October 2018

TRAVELER SAFETY & ACCOMMODATION

VisitNC.com Advisory

Sept. 9

Advisory goes live in preparation for then-Tropical Storm Florence

Sept. 10-13

Constant updates to include evacuation orders and updated links in preparation for storm's arrival

Sept. 14-16

Maintenance during course of the storm to update evacuation status, closures and relevant links

Sept. 17 - Oct. 8

Shift to post-storm communications, including closures, openings and other status updates, as well as integration of status map

North Carolina Destination Update...
For the latest information on travel in North Carolina following Florence, please follow NCDOT or go to www.drivenc.com.
3,247 views

All changes saved in Drive

NC TRAVEL ADVISORY
PREPARE FOR HURRICANE FLORENCE
Updated: Monday, September 10, 2018 04:13 am

Hurricane Florence is expected to make landfall on the North Carolina coast later this week, and heavy rainfall associated with it could impact travel in other parts of the state as well.

Though the storm is still several days away and its path remains uncertain, visitors and residents are encouraged to closely monitor changing weather conditions, stay in touch with lodging providers and be prepared to evacuate if necessary.

The Visit North Carolina visitor service call center is open 8 a.m. to 8 p.m. weekdays. Live operators offer the latest information on available accommodations and updates for travelers at 1-800-VISITNC (800-847-4862).

Live assistance also is available at [North Carolina Welcome Centers on interstates 26, 40, 77, 85 and 95](#). Please call to confirm hours.

Download the ReadyNC app

Travelers should remain alert to the dangers of changing weather and road conditions and use the [ReadyNC app](#) for additional information on current conditions. NCDOT also offers safety tips for driving in wet weather including the importance of not driving through flooded areas or pools of standing water.

Download the [ReadyNC app](#), available on iPhone and Android, for real-time info on:

- Local weather
- Road conditions
- Power outages
- River and stream flooding
- Open shelters
- Evacuations
- Evacuation routes

Monitor road conditions

The North Carolina Department of Transportation provides real-time information about travel conditions on its Twitter feeds. NCDOT immediately tweets about road closures, flooding, ferry cancellations and evacuation routes.

Follow the NCDOT Twitter at [@NCDOT](https://twitter.com/NCDOT).

TRAVELER SAFETY & ACCOMMODATION

Partner Lodging Management

- Call Center 24-hour Operation to Assist Visitors
- Hourly Updates on Lodging Availability
- Call Center answered 10,569 Calls

Developed and maintained tracking document where all partners could input real-time information on available lodging for evacuees, tracking nearly 600 entries on a rolling basis

Kept Call Center up to date as they ran 24/7 to accommodate travelers leaving evacuated and impacted areas

Sent partner communications up to twice a day for updates and info-gathering

Visit North Carolina September 10, 2018

Hello everyone. Here's the afternoon update. We are beginning to see evacuations along the coast. So, we are now working with the NC Call Center and Welcome Centers to assist travelers with relocation throughout the state. We will continually collect information on available accommodations as the storm situation progresses.

We have created a Google lodging document that all partners can access and update with their information. This document will be used internally by the 1-800-VisitNC Call Center and Welcome Centers to assist visitors who contact us. **This link is not intended for use by the general public.**

Here is the link.
<https://docs.google.com/spreadsheets/Lodging Providers Florence>


The document will be live as long as we are dealing with evacuations. Please update your listings at least every 24 hours. If a listing has not been updated for 24 hours we will remove it. If you need assistance with editing the document, please contact Adam Glaser at adam.glaser@visitnc.com, 919-447-7767.

We have posted an advisory to our website and currently plan to have the Call Center running until 8 p.m. We are also referring travelers to the lodging section of VisitNC.com for room availability.

We will reassess the situation and modify the plan accordingly as it changes. Please send me an email (wit@visitnc.com) or call my cell (919-703-5370) if you need anything immediately.

Here's a link to the current advisory:
<https://www.visitnc.com/advisory/uF4K/hurricane-florence>

Wit Tuttell
Visit North Carolina

FIRSTS THAT LAST  NORTH CAROLINA

TRAVELER SAFETY & ACCOMMODATION

VisitNC.com Advisory

20,428

Unique pageviews of advisory from posting on Sept. 9 through Oct. 3

4,298

Downstream clicks to additional safety and accommodation information

250+

Advisory updates in first two weeks from posting on Sept. 9

RECOVERY SUPPORT

#CAREolinas | STORY

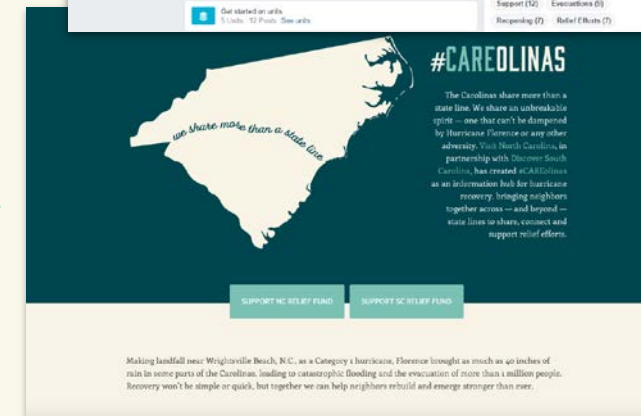
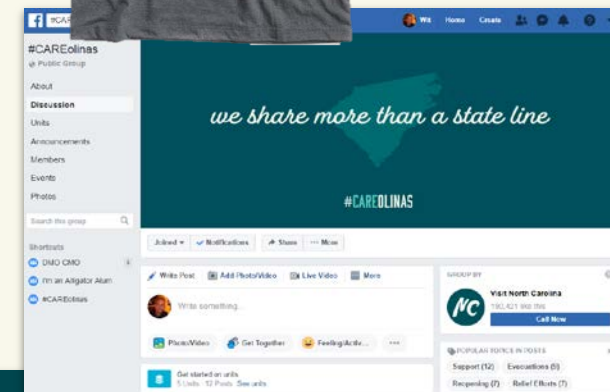
- Created #CAREolinas Campaign As Storm Approached
- Engage Partners to Tell Positive Stories

Created the hashtag, logo and campaign to raise money for relief and celebrate the resilience that will drive recovery in the region

Encouraged businesses and people to share positive stories, raise funds, rally support, and showcase the good from the heart of both states



Created storm-ready social post with “We share more than a state line” graphic and #CAREolinas uniting North and South Carolina



Developed t-shirts for fundraising support, Facebook group to connect efforts and website to compile all initiatives

RECOVERY SUPPORT

#CAREolinas | PARTNERS



FUNDRAISING and AWARENESS

- Produced and hosted sales of all #CAREolinas t-shirts, contributing all net proceeds going toward official state relief funds
- Promoted sales and #CAREolinas awareness on social channels and in media relations



FUNDRAISING

- Created special label wines using #CAREolinas artwork, with all net proceeds going to two states' official relief funds
- 50 cases sold on-site and online



RECOVERY SUPPORT

#CAREolinas | PARTNERS



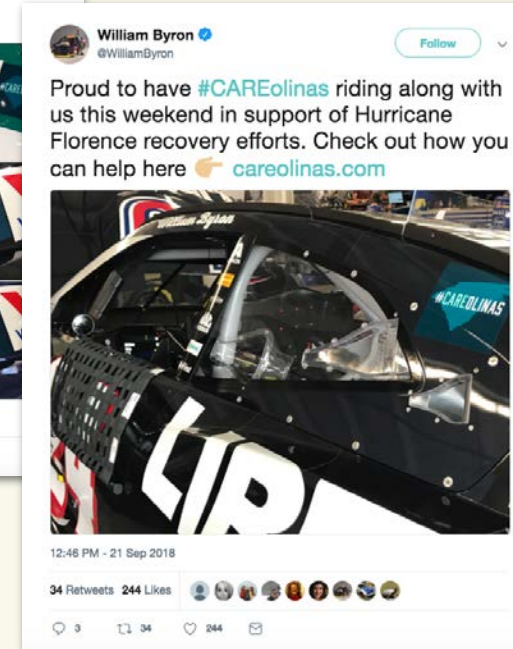
AWARENESS

- Leveraged team and driver social media platforms to drive awareness and share #CAREolinas mission
- Added #CAREolinas decals to team cars



AWARENESS

- Donated #CAREolinas backstretch signage for high profile ROVAL race weekend of Sept. 29
- Created decals for all participating cars, provided PA live read and pitching to FOX broadcast coverage at NHRA event Oct. 12-14



RECOVERY SUPPORT

#CAREolinas | PARTNERS



AWARENESS and FUNDRAISING

- Coach Ron Rivera wore the #CAREolinas t-shirt at his Monday press conference following the storm and leveraged that time to talk about the need for recovery support and the #CAREolinas movement.
- The Panthers followed up with a special edition t-shirt sold in the team store, with all net proceeds (\$3,000) split between the two states' recovery funds.
- The team also donned the shirts for additional awareness at a Second Harvest Food Bank community service day on Sept. 24.



RECOVERY SUPPORT

#CAREolinas | RESULTS

\$136,810

Raised from #CAREolinas t-shirt sales across Recover, Panthers and Childress #CAREolinas wine sales

34,000+

Visits to CAREolinas.com, from all 50 states and as far as Japan and Australia

2,700+

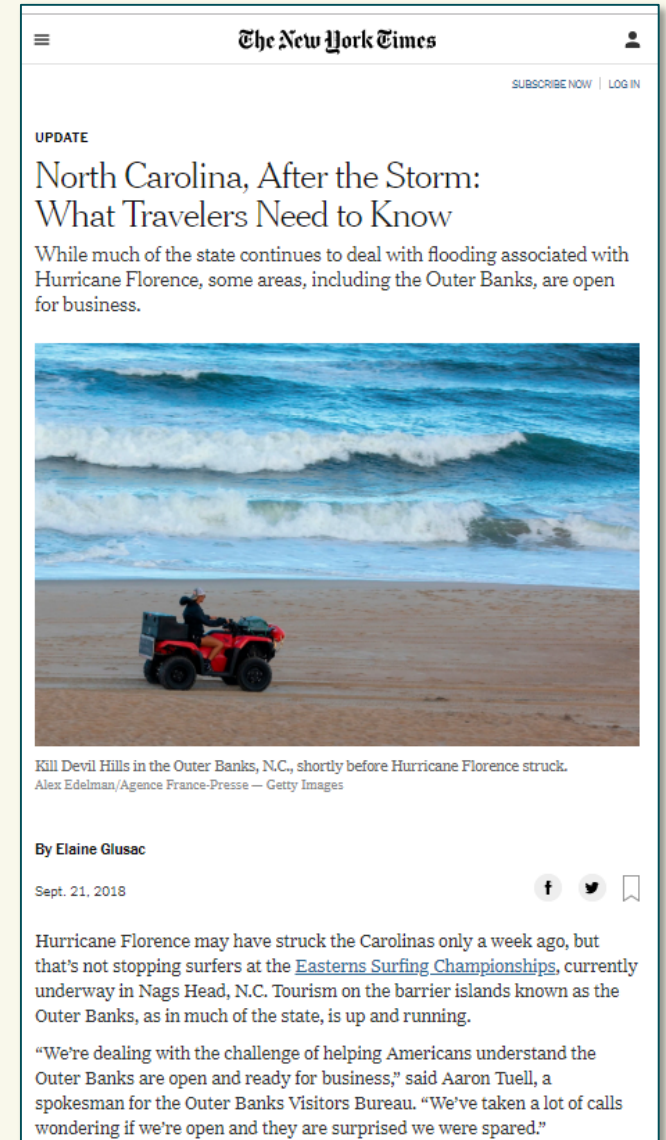
Downstream referrals to official state relief funds from CAREolinas.com

94,000

Engagements with the #CAREolinas hashtag worldwide across 4,600 uses on Instagram and Twitter

96,000,000

Impressions from 58 positive stories in publications ranging from the *New York Times* to *Garden & Gun Magazine*



NC

HURRICANE IMPACT

Key Considerations

Impacted Counties

- \$4.6 Billion in Visitor Spending
- Nearly 20% of Statewide Visitor Spending

Of the 28 FEMA-designated counties:

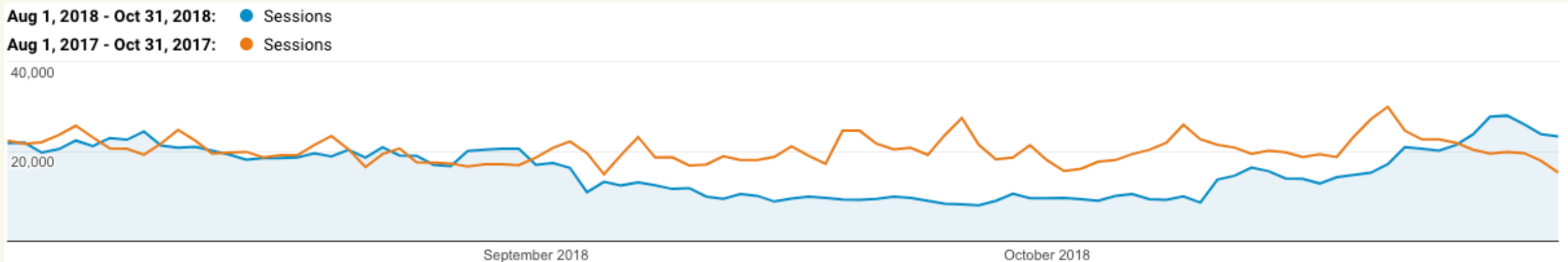
- 22 are Tier 1 and Tier 2 counties
- 12 are top 40 counties for visitor expenditures
- Six of those 12 are Tier 1 / Tier 2

Tourism recovery will be crucial to these local economies, and to the state overall

FEMA Designated County	Tier	Visitor Spending Rank in NC	Amount (\$million)	State Tax Receipts (\$million)	Local Tax Receipts (\$million)
New Hanover	3	8	\$578.22	28.11	23.47
Brunswick	3	9	\$562.63	26.08	34.59
Cumberland	2	10	\$542.31	29.23	11.6
Moore	3	11	\$491.28	25.14	14.73
Carteret	3	13	\$362.40	16.33	21.56
Pitt	2	20	\$246.72	12.87	5.53
Johnston	3	21	\$239.09	13.41	6.08
Onslow	2	23	\$230.65	12.12	8.83
Wayne	2	32	\$169.32	10.6	2.63
Robeson	1	34	\$152.81	8.9	3.07
Craven	2	36	\$142.10	7.79	3.13
Wilson	2	40	\$119.60	7.08	2.32
Pender	3	44	\$97.05	4.67	6.81
Harnett	2	46	\$89.70	4.94	2.11
Lenoir	1	47	\$88.85	4.99	1.74
Beaufort	2	48	\$86.55	4.4	5.16
Lee	2	50	\$78.84	4.56	1.61
Columbus	1	58	\$56.20	3.25	1.56
Sampson	2	60	\$52.21	2.94	1.69
Richmond	1	62	\$49.70	2.64	0.95
Scotland	1	65	\$45.02	2.49	0.8
Duplin	2	66	\$41.95	2.45	1.38
Bladen	1	67	\$40.55	2.47	1.18
Hyde	1	72	\$37.50	1.77	2.07
Pamlico	2	87	\$18.72	0.78	2.07
Hoke	2	93	\$11.91	0.67	0.19
Greene	1	97	\$5.89	0.33	0.21
Jones	1	98	\$4.16	0.26	0.13

VisitNC.com User Sessions

August 1 through November 1



➤ Web sessions down 34% Sept. – Oct.

Hurricane Florence tracking/forecasts in the news as early as late August

Reached Category 4 status September 4-5

Landfall at Wrightsville September 14, rain continued through September 17; flooding extended well beyond

2018 Southeast Region Monthly Inventory Change

Month	Monthly Room nights Available to be Sold	Monthly Room Supply (room nights / days in month)	% change from previous month
May	501,673	16,183	0.6%
June	486,060	16,202	0.1%
July	502,231	16,201	0.0%
August	501,735	16,185	-0.1%
September	485,550	16,185	0.0%
October	449,128	14,488	-10.5%
November	427,260	14,242	-1.7%

➤ **Loss of 10%** of the region's commercial lodging

Hurricane Perception Research

Sample of Travelers Considering Visiting North Carolina

October 2018

- Broad sample nationwide
- **7 percent** of potential travelers less interested in traveling to NC as a result of hurricane
- **4 percent** cancelled NC trip and chose another state/country due to hurricane

County Impact on Travel Spending

Carteret County

Mandatory Evacuation:
Sept. 10 - 25

New Hanover County

Mandatory Evacuation:
Sept. 10 – 22

Brunswick County

Mandatory Evacuation:
Sept. 11 – 17

Daily Spending Lost Due to Cancelled Travel:

\$463,671

Daily Spending Lost in Future Travel:

\$877,215

Hurricane Perception Research

Sample of Potential Travelers To North Carolina

November 2018

- More focused research on primary and secondary markets
- Unclear perception of status of hurricane recovery for specific NC coastal destinations
- Strong perception of remaining damage along the NC coast in general
 - **54 percent** – some damage
 - **13 percent** – extensive damage

Travel to the NC coast is still appealing

Would you consider traveling to the North Carolina coast in the future? (n=576)

	I am considering traveling to the NC coast	I would consider traveling to the NC coast	I would not consider traveling to the NC coast
Total	28.8%	69.1%	2.1%
Primary market	23.9%	73.2%	2.8%
Secondary market	33.6%	65.1%	1.4%

Impact of hurricane on interest in traveling to NC and NC Coast

	Has not impacted my interest	Has increased my interest in traveling	Has somewhat decreased my interest in traveling	Has significantly decreased my interest in traveling
NC in general	78.1%	8.7%	12.8%	0.4%
NC Coast	76.0%	8.3%	14.9%	0.9%

- Potential Spending Loss for NC: **\$1,072,208,134**
- Potential Spending Loss for NC Coast: **\$314,934,645**



MFC

MOVING FORWARD

September / October 2018

PARTNER SUPPORT

Recovery Support Co-Op Advertising Program

- Free Marketing Opportunities For Impacted Areas
- VisitNC.com, Social Media and Consumer Outreach

Visit North Carolina developed several opportunities for tourism businesses in the FEMA designated counties

Businesses receive free placements on VisitNC.com in social media posts and in direct outreach to potential travelers



Complimentary Video Listing



Complimentary Brochure Listing



Ability to submit social media content and/or imagery for consideration to post to Visit NC channels



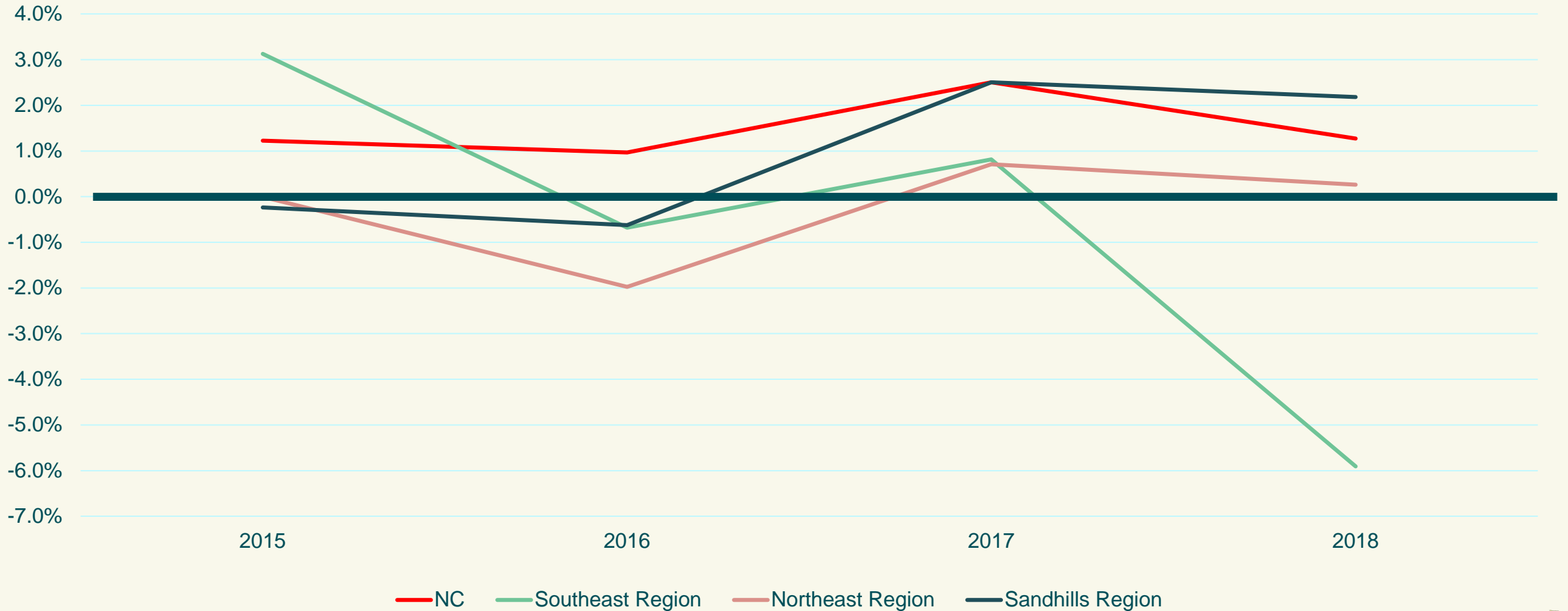
Complimentary Travel Deals



Complimentary Featured Events

Impact on Fall Lodging Inventory

Room Supply Growth

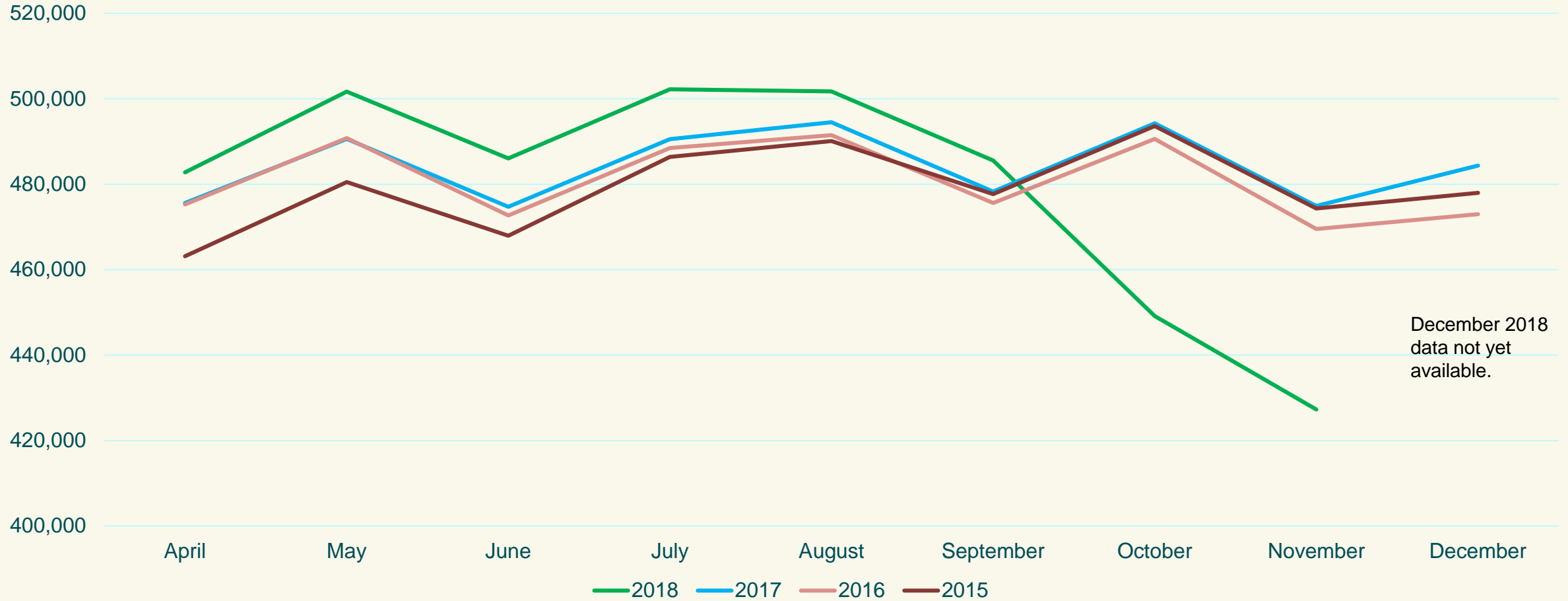


*Commercial lodging data only



Southeast Region Room Supply

Monthly Room Supply



December 2018 data not yet available.

