



NC

VISIT NORTH CAROLINA OVERVIEW

May 2022



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.



Visit North Carolina Program Goals

The mission of
Visit North Carolina is:

*To unify and lead the state in
positioning North Carolina as a
preferred destination for
travelers and film production
and in maximizing economic
vitality statewide.*





2021: Recovery Year for NC Tourism

- **\$28.9 Billion** in Visitor Spending
 - 45% increase from 2020
- More Than **197,000** Jobs
 - Growth of 18,000 jobs after 2020's losses
- **\$1.5 Billion** in Federal Tax Revenues
 - Up 27.8%
- **\$1.2 Billion** in State Tax Revenues
 - Up 34.4%
- **\$1.1 Billion** in Local Tax Revenues
 - Up 25.9%





NC claimed the 5th most visited state for domestic travelers for a second year.

2021 Visitation Rank

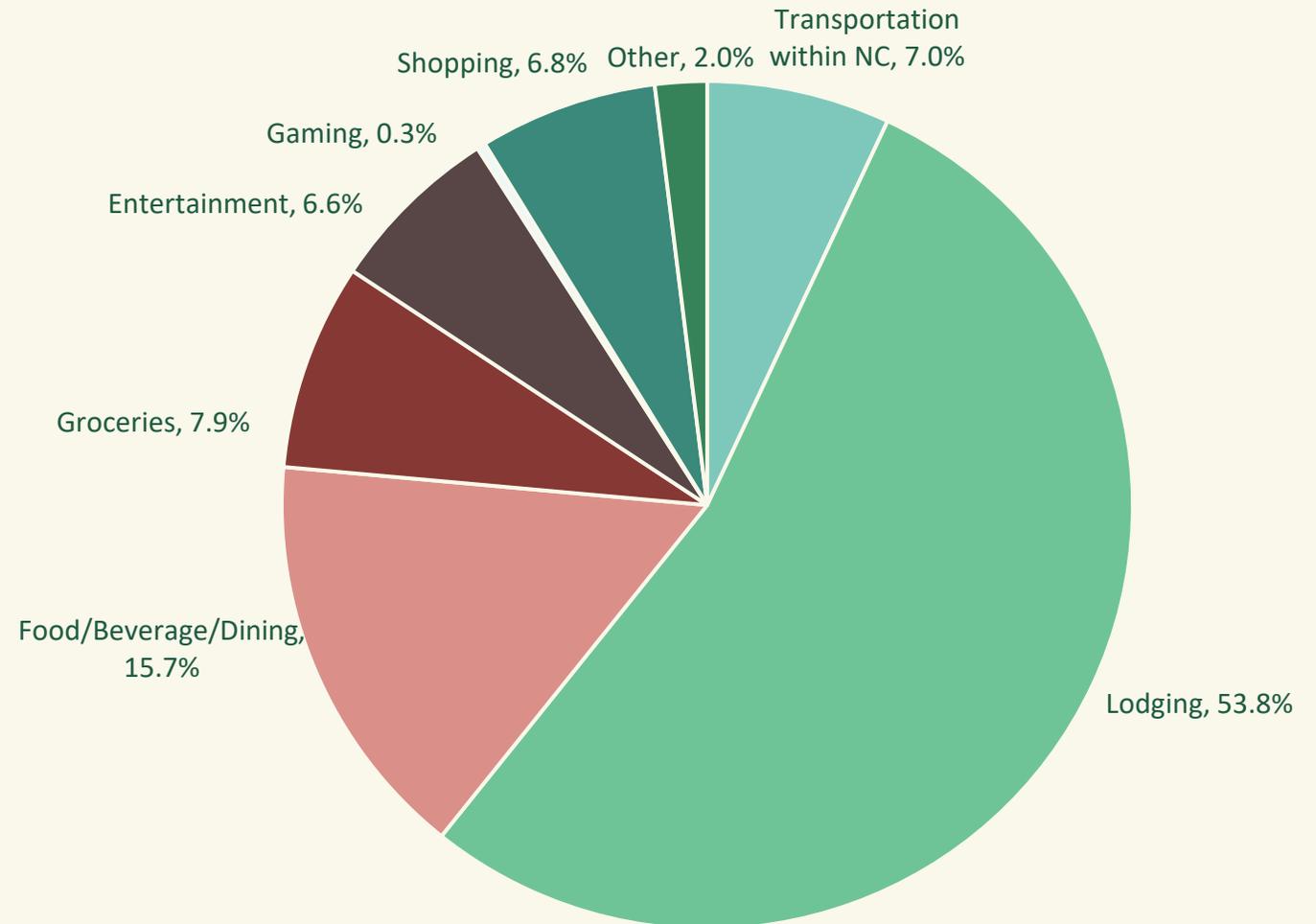
1. California
2. Florida
3. Texas
4. New York
- 5. NORTH CAROLINA**
6. Pennsylvania
7. Georgia
8. Tennessee
9. Michigan
10. Arizona



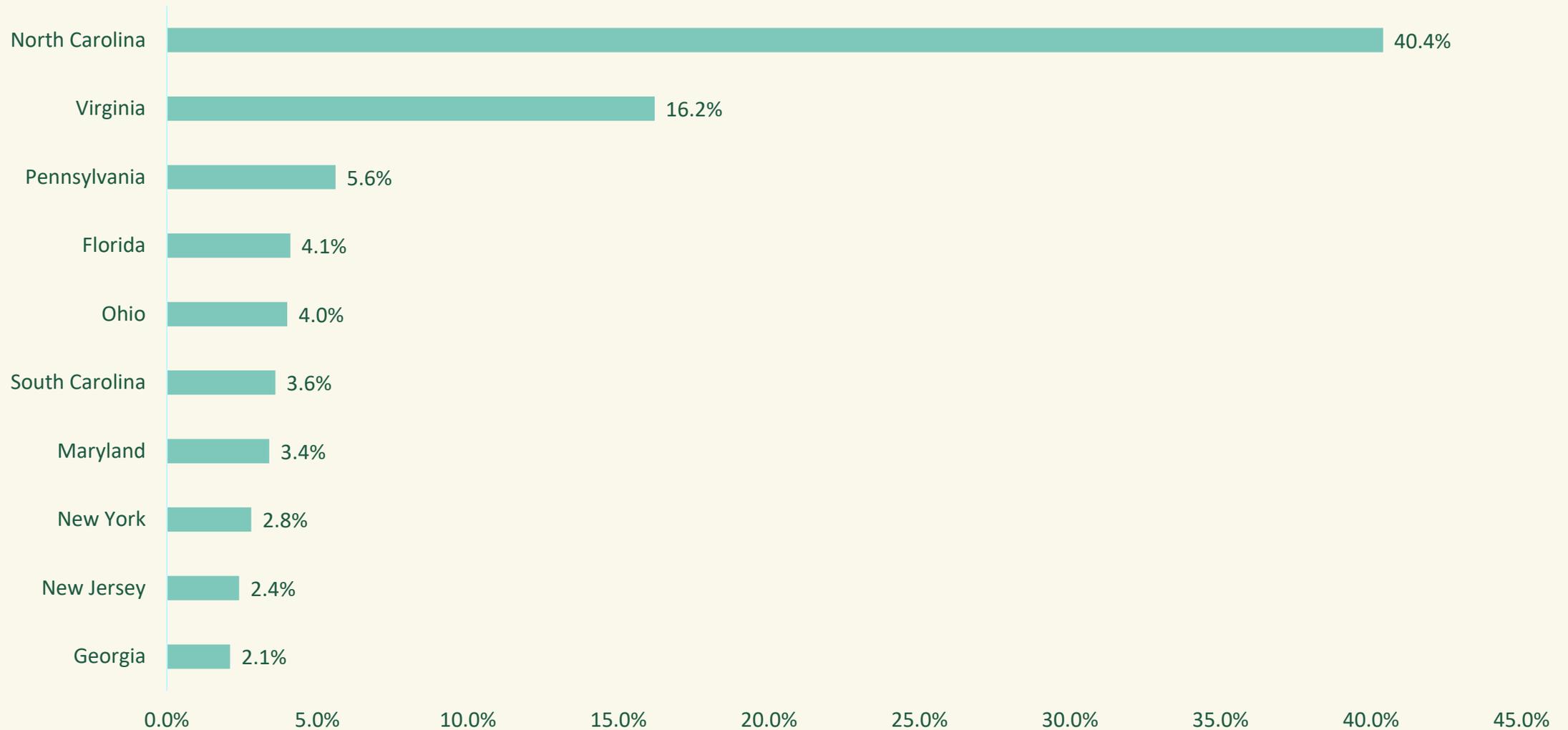
Coastal Region Visitation

- Approximately 27.5% of North Carolina's 44 million visitors in 2021 visited the Coastal Region of the state. Of those visitors, the majority (83%) were overnight visitors.
- Overnight visitor parties to the Coastal Region spent an average of \$1,172 per trip in 2021

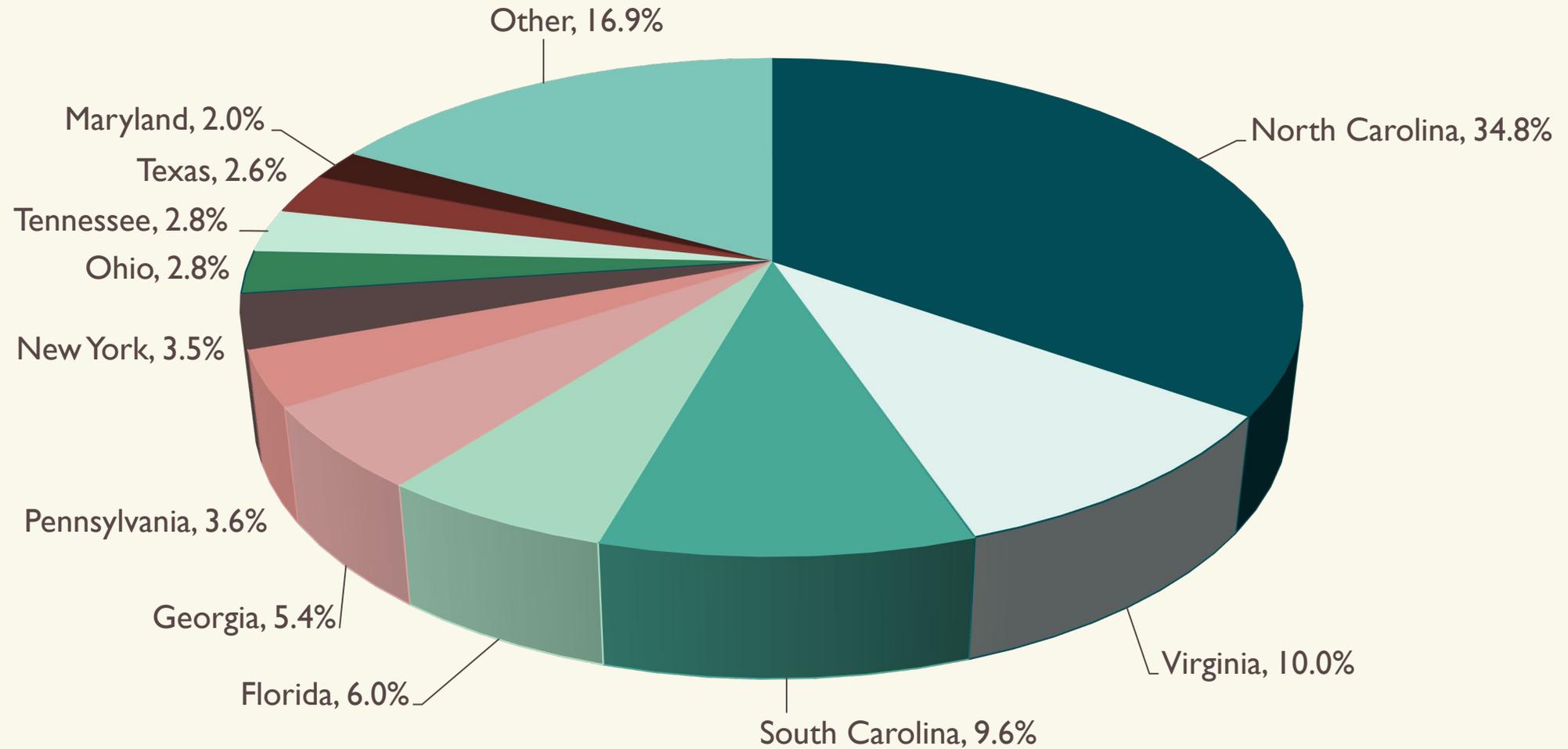
Overnight Visitor Spending – Coastal Region



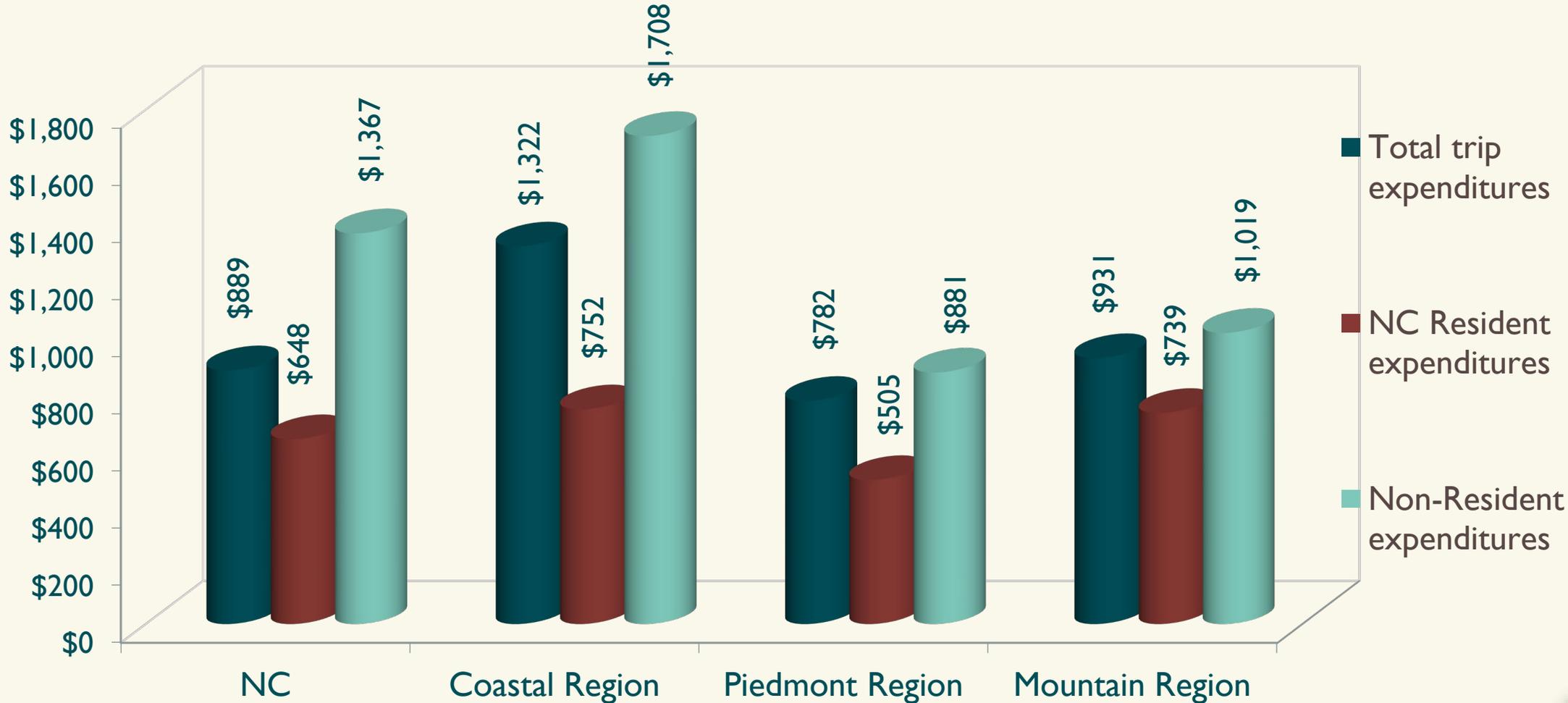
Top States of Origin for Overnight Coastal Visitors - 2021



State of Origin of NC Overnight Visitors

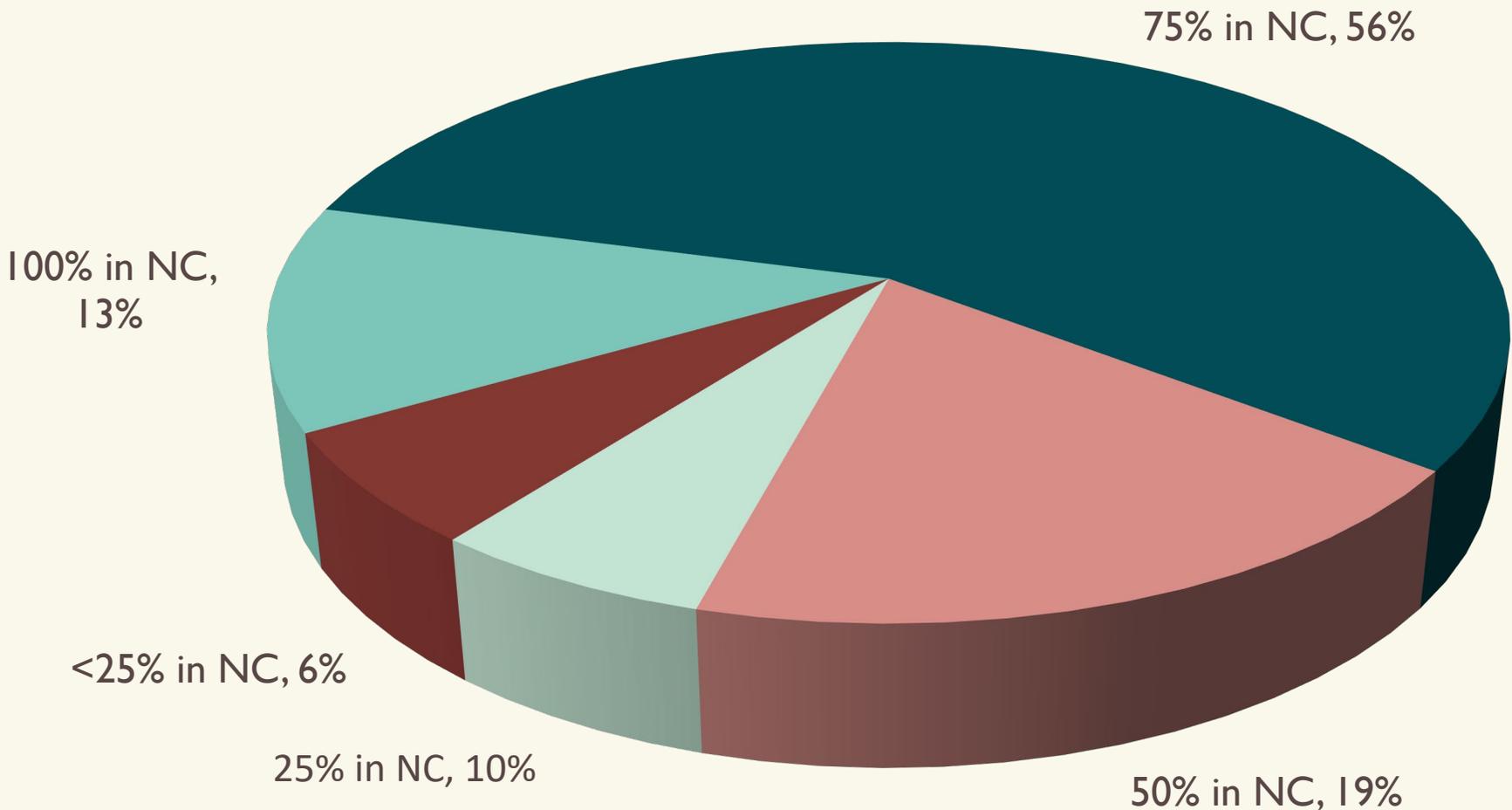


Average Overnight Trip Expenditures





Partner Marketing Spend



Visit North Carolina Programs

Visit NC

- Advertising
- Public Relations
- Group Travel
- Sports Event Marketing
- Industry Leadership
- International Marketing
- VisitNC.com
- Tourism Development
- Retire NC Program
- Research
- Community Outreach
- Social Media Outreach
- Film
- Publications

Commerce Visitor Services

- Welcome Centers
- Fulfillment
- Call Center
- Warehouse



Outdoor NC Initiative

A statewide, partner-driven initiative that encourages visitors and residents to spend time enjoying and caring for North Carolina's vast natural, outdoors experiences.





OUTDOOR **MC**SM MAKE IT YOUR NATURE





Make It Your Nature

We all want North Carolina's outdoor spaces to be beautiful and pristine for generations to come, but to make that happen we need to own the impact we have on the environment around us. That's why it's up to each of us to learn the 7 principles of Leave No Trace and make it part of our nature.



2019 Outdoor Participation Report

OUTDOOR PARTICIPATION TRENDING





Outdoor Recreation and Recovery

Who is the new outdoor participant and how do we retain them beyond COVID?



Increased Outdoor Recreation Participation

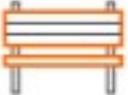
GET SOME EXERCISE



STAY HEALTHY



GET OUT OF THE HOUSE



GET OR MAINTAIN FITNESS



% SELECTION AS A MOTIVATION

FOR SOMETHING FUN TO DO



SPEND TIME OUTSIDE/CONNECT WITH NATURE



MANAGE STRESS



I HAVE MORE FREE TIME



SPEND TIME WITH FAMILY



SPEND TIME WITH FRIENDS

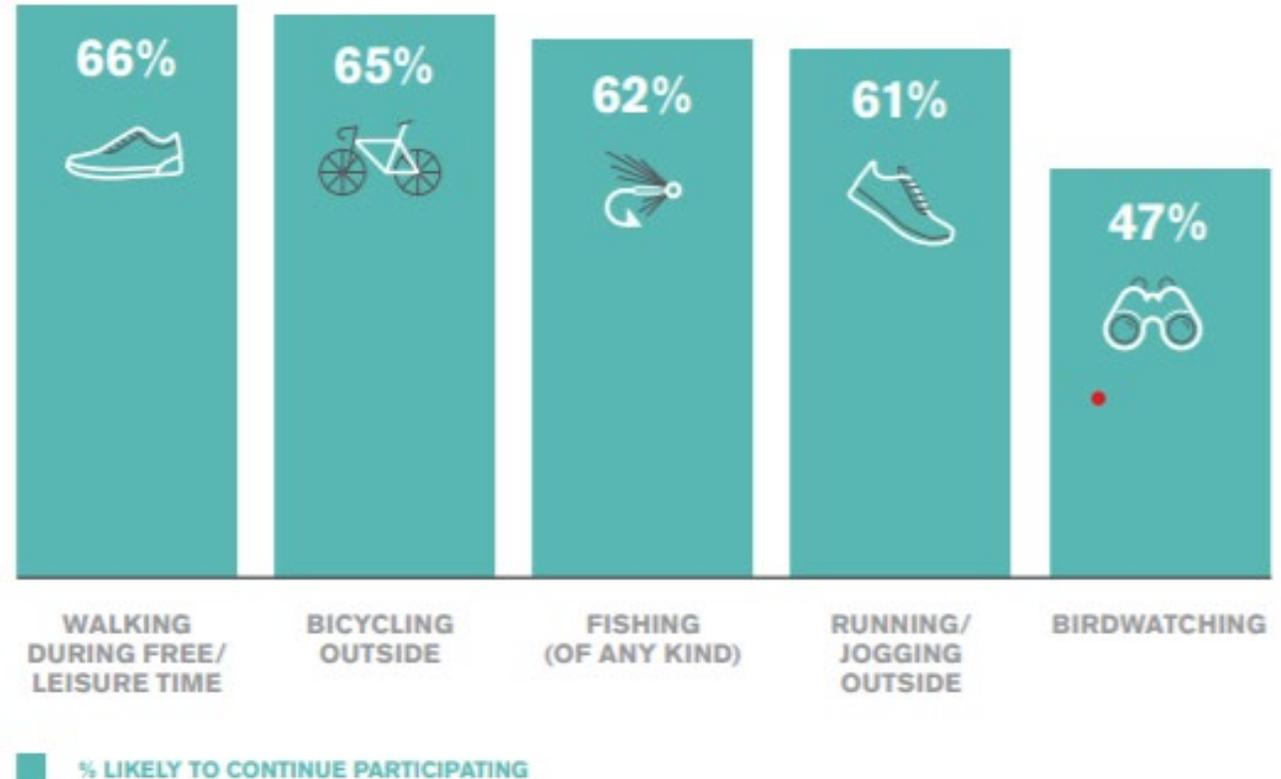


I HAVE MONEY TO SPEND ON THESE ACTIVITIES



Increased Participation

How likely are new participants to continue their outdoor activities after the pandemic?





North Carolina's Outdoor Recreation Industry

- **\$28 BILLION** In Consumer Spending
- **260,000** Direct Jobs
- **\$8.3 BILLION** In Wages and Salaries
- **\$1.3 BILLION** In State and Local Tax Revenue





Economic Benefits of Outdoor Recreation

- Draw visitors who spend money at local businesses
- Attract new talent and investments
- Increase property values
- Improve quality of life and public health, particularly in low-income neighborhoods



Coastal Principles

MAKE IT YOUR NATURE TO PROTECT NORTH CAROLINA'S COASTAL OUTDOOR SPACES

The North Carolina outdoors is really a reflection of you. That's why Outdoor NC and Leave No Trace have partnered together to make it easy for you to help preserve the natural beauty of our state.

PLAN AHEAD AND PREPARE

- Be attentive to weather conditions. Weather at the coast can change rapidly. Summer storms roll in quickly—if you see dark clouds, assume there is lightning and leave the water.
- Know the tide schedules, check the rip current reports and learn to identify them, be mindful of shorebreak, and watch for flags at the beach signifying water conditions.
- Red flags mean no swimming.
- Always swim near a lifeguard. Pack food, water and the right clothes to protect you from the elements.
- Remember to park only in designated parking areas. If that area is full, drive to another one.

STICK TO TRAILS AND OVERNIGHT RIGHT

- Stick to designated trails to and from the beach or water, and durable surfaces on the beach such as sand, gravel and bare rock. Coastal grasses are fragile and can easily be impacted by visitors traveling across them.
- In coastal ecosystems, there can be entire marine microbiomes beneath your feet! Avoid rocks covered in barnacles, seaweed and other sensitive areas as much as possible.
- Camp only in designated areas.

TRASH YOUR TRASH

- Trash can appear in many ways. We know that it gets washed up by the tides from the ocean/ rivers/sounds. We can all do our part by picking up our trash and food scraps and taking them with us, but also consider taking an extra bag with you to pick up anything that you find along the way. It will make it better for everyone, including the animals that often ingest trash after mistaking it for food which can cause harm to wildlife.
- Don't forget to pack out your pet's waste, as it contains harmful bacteria that can get into water sources and cause other animals or even humans to be sick.
- Pack it in and pack it out. Take your umbrellas, tents, chairs and other personal items off the beach at night.
- Many beaches require that all chairs and umbrellas be removed daily for the safety of wildlife and so they don't wash into the ocean. Familiarize yourself with the local regulations.

LEAVE IT AS YOU FIND IT

- Our rivers/sounds and ocean are home to many sensitive habitats for wildlife and plants—some endangered. Instead of gathering plants, moving rocks, taking shells and sand dollars, take a picture to share and to hold on to that memory.
- Leave rocks and shells as you find them to protect critters' sensitive habitats, prevent erosion and avoid other ecological impacts.
- Fill in sand holes, keep flashlights and outdoor house lights off so they are not a hazard to nesting sea turtles.

BE CAREFUL WITH FIRE

- If you choose to have a fire at the beach, check on regulations, secure a permit if needed, dig a 3' x 3' x 2' hole and keep the fire small. If allowed, gather wood from the ground instead of breaking branches from trees. Buy firewood locally to avoid bringing in invasive species.
- Burn all wood to ash. Before leaving, check that the fire is completely out, ashes are cold and holes are filled in.

KEEP WILDLIFE WILD

- The NC Coast is full of wildlife from black bears and wild mustang horses, to many different species of birds and marine life. All wildlife should be treated with respect in the natural areas you are visiting.
- Observe creatures from a distance. Getting too close causes undue stress and harm.
- Never feed wild animals, including sea gulls. It alters their natural behavior and puts them and you at risk. When in bear country, always be sure to properly store food, trash and any "smellables", such as lip balms and deodorant, to prevent any unwanted encounters.
- When fishing remember to clean up all lines, hooks and bait so the wildlife doesn't get hurt or tangled in it.

BE CONSIDERATE OF OTHERS AND SHARE THE OUTDOORS

- People have a range of skill levels and different ideas about how to enjoy the outdoors. Respect others so that North Carolina's natural spaces will be welcoming and relaxing for all.
- Be mindful of your noise level so that others can listen to nature. Remember sound travels better over water, and winds can carry your sounds in other directions.



PENDER
COUNTY NC
Find Your Treasure



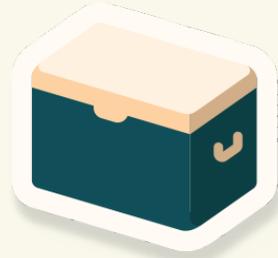
7 LEAVE NO TRACE PRINCIPLES



**PLAN AHEAD
AND PREPARE**



**STICK TO
TRAILS AND
OVERNIGHT
RIGHT**



**TRASH YOUR
TRASH**



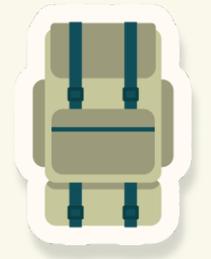
**LEAVE IT AS
YOU FIND IT**



**BE CAREFUL
WITH FIRE**



**KEEP
WILDLIFE
WILD**



**SHARE OUR
TRAILS**

Outdoor NC — 2022 Partner Alliance

Statewide Supporters:

- NC Green Travel
- NC Wildlife Resource Commission
- Cycle NC
- Friends of the Mountain to Sea Trail
- NC State Parks
- SORBA

Trailblazer Level:

- Currituck Co. CVB
- Explore Asheville
- Jackson Co. TDA
- Outer Banks VB
- Randolph Co. VB
- Transylvania Co. Tourism
- Blowing Rock TDA
- Statesville CVB

Advocate Level:

- Mooresville CVB
- Hickory CVB
- Pender Co. CVB
- Chetola Resort
- High Country Host
- Mitchell Co. Chamber of Commerce
- Lake Norman CVB
- Alamance Co. VB
- Swain Co. TDA
- Johnston Co. CVB
- Greenville/Pitt Co. CVB
- Yancey/Burnsville Chamber
- Discover Burke Co. CVB
- Person Co. TDA
- Henderson Co. TDA
- Wilmington & Beaches CVB
- Boone & Watauga Co CVB
- Franklin & Nantahala TDC

Steward Level:

- Sylvan Sport
- ENO
- NC Outdoor Recreation Coalition
- Nantahala Outdoor Center

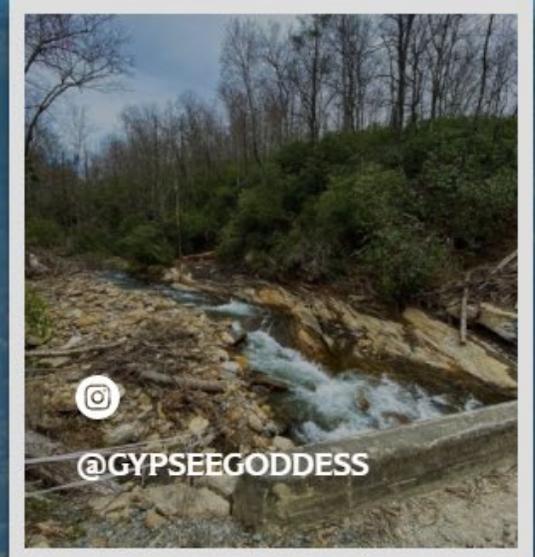
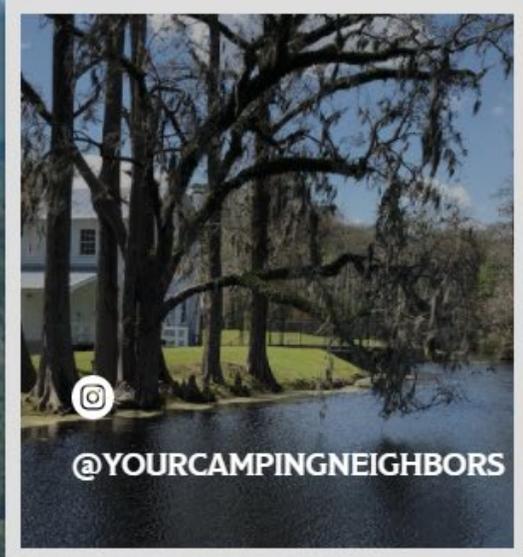
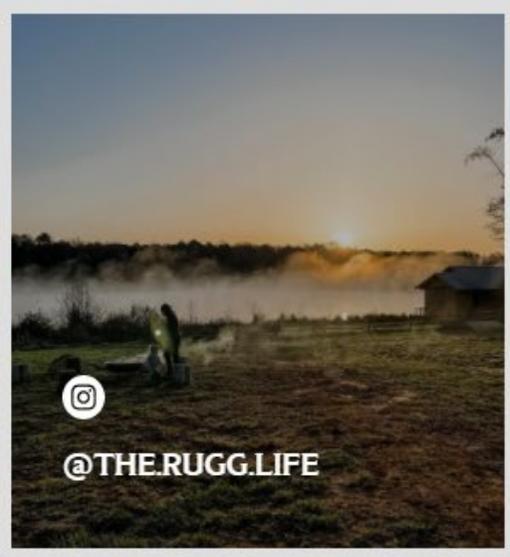
Patron Level:

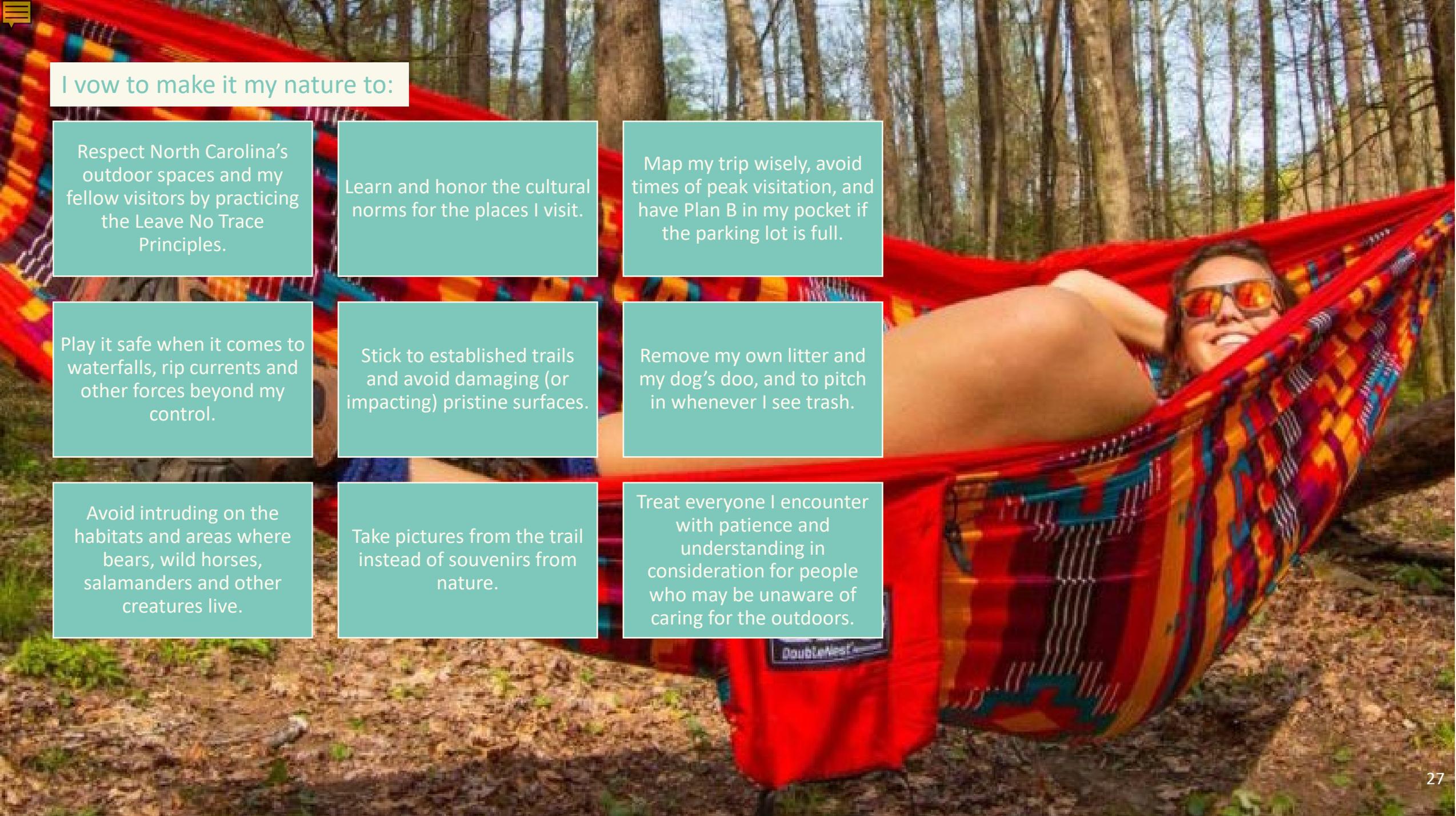
McDowell Co TDA



#makeityournature

Show Us How You #MakeItYourNature



A woman wearing sunglasses is lying in a red and patterned hammock in a forest. The hammock is suspended between trees. The background shows a dense forest of tall, thin trees. The woman is smiling and looking towards the camera. The hammock has a colorful geometric pattern. The forest floor is covered in dry leaves and twigs.

I vow to make it my nature to:

Respect North Carolina's outdoor spaces and my fellow visitors by practicing the Leave No Trace Principles.

Learn and honor the cultural norms for the places I visit.

Map my trip wisely, avoid times of peak visitation, and have Plan B in my pocket if the parking lot is full.

Play it safe when it comes to waterfalls, rip currents and other forces beyond my control.

Stick to established trails and avoid damaging (or impacting) pristine surfaces.

Remove my own litter and my dog's doo, and to pitch in whenever I see trash.

Avoid intruding on the habitats and areas where bears, wild horses, salamanders and other creatures live.

Take pictures from the trail instead of souvenirs from nature.

Treat everyone I encounter with patience and understanding in consideration for people who may be unaware of caring for the outdoors.





THANK YOU

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