

CABARRUS COUNTY CONVENTION & VISITORS BUREAU



NOT YOUR ORDINARY DESTINATION

2015-16 MARKETING PLAN


CABARRUS
COUNTY / CVB
WHERE RACING LIVES.com



DONNA CARPENTER
President/CEO



SOPHIA COSTNER
Executive Assistant/Board Liaison

PROPELLING THE COUNTY TO NEW HEIGHTS

Establishing a sense of place is best achieved when a community is united in sharing its story. That story and those who tell it are the essence of what makes a destination authentic—somewhere worth spending precious time and hard earned money.

The Cabarrus County Convention and Visitors Bureau is dedicated to collaborating with local stakeholders for the advancement of our community. The benefits of that collaboration become increasingly evident each year. In 2014, visitor spending rose by 7.6 percent in Cabarrus County, reaching over \$400 million according to a study prepared for Visit NC by the U.S. Travel Association. This economic impact translates to enhanced quality of life for residents. Industry research shows that for every dollar invested in tourism, the return on investment is \$4. State and local tax revenues from travel to Cabarrus County amounted to \$28.95 million representing a \$447 tax savings for each county household. Tourism also directly employs more than 4,190 people in Cabarrus County.

The record demand we've seen over the past year fuels positive economic impact but also creates a need for strategic enhancements to the infrastructure that sustains our tourism industry. In addition to being a sales and marketing organization, the Bureau has become more involved in our role as a destination management organization, established in 2011 with the Destination 2020 Vision Plan. Last fiscal year, critical elements of the plan began to take shape with approval of three major infrastructure projects that will significantly enhance safety, mobility and convenience. Supported by research and a dedicated committee of local leaders, teamwork and persistence are key to achieving these initiatives and creating a cohesive experience.

The development and implementation of a wayfinding system and other public art projects will reinforce the "Where Racing Lives" brand. While uniting five municipalities with their own special identities, these visual cues will ease travel throughout the County while keeping the destination's character and culture in focus. As our landscape evolves, the Bureau's approach to advocacy becomes even more targeted. Following standards set by Destination Marketing Association International, the Bureau will continue to influence the creation of tourism assets and entities that support a thriving travel industry.

Visitors remain the core of our success. The CVB serviced a total of 275 groups last year, many of which have already confirmed plans to return. Through excellent service and by allocating more resources to marketing in the coming year than ever before, our goal is to be good stewards of visitor tax dollars by reinvesting in managing and elevating their experiences. Because the CVB is a partnership-based organization, our focus remains to tell the complete narrative of Cabarrus County—"Where Racing Lives!" While that niche is what draws visitors in, the genuine talents, stories and hospitality of local personalities are what keep them coming back.

We're proud to continue collaborating with you—our community, hospitality partners, elected officials and Board of Directors, to share the story of this vibrant destination.

Warm regards,

Donna Carpenter
President/CEO



JOHN MILLS
Executive Vice President

CONTINUING TO RAISE THE TOURISM BAR

The tourism industry in Cabarrus County continued to raise the bar and saw hotel revenues increase by 16% in 2014. This increase was driven by a 12% increase in Demand and a 4% increase in Average Daily Rate. The growth in Demand is being fueled by a strong performance in all three different visitor segments. Those segments include Corporate, Group, and Leisure. Corporate and Group are assisting the Sunday through Thursday room production while Leisure is assisting the weekend business. These trends have continued into 2015 where total room revenues are ahead of 2014 by 8%. What makes this performance even more impressive is that it has been accomplished without adding any additional room supply. The last inventory added in Cabarrus County was in the spring of 2010. This will change in the summer of 2016 when a Homewood Suites is scheduled to open.

Total Bureau revenues for year-end FY2015 are forecasted at \$4,676,025. The FY2016 budget has been set at \$4,824,982. The Bureau receives 99% of its funding through a 6% Occupancy Tax on hotel stays. That rate is not changing in FY2016. It is anticipated that the 3% budget growth in revenues will be driven more by Average Daily Rate increases than Demand increases in the following year. The Bureau operates on a zero based budget and the expenditures will be divided into three major categories of Salary and Wage at 30%, Administration and Operations at 14%, and Sales and Marketing at 56%. This outperforms the industry standard allocations of 40%/17%/43% respectively. The Bureau is reducing its overall fixed cost by 2% while driving the additional budget dollars into marketing with a heavy focus on the leisure traveler segment to include a larger scale marketing campaign. Of the Bureau's budget, 20% is pre-allocated with 10% being retained by the County for administrative collection and sports facility development funding.

Destination Management continued to be a point of emphasis in FY2015. The first phase of the Vision 2020 plan created in 2011 spoke to the need for improvements at Exit 49. The efforts put in place by the Bureau over the past few years will now begin to address those concerns and will help improve the experience for the visitor. The Bureau is now moving into the next phase which includes wayfinding. This project was started in FY2014 and implementation is expected in the summer of 2016. It will assist in providing connectivity for the visitor as they navigate through Cabarrus County through its different municipalities.

Cabarrus County has a thriving tourism industry. Everyone within the industry including hotels, restaurants, and attractions have worked tirelessly to create a destination that visitors have come to enjoy year around. The 95% increase in tourism economic impact in the last 10 years is an indicator of visitor sentiment. Potential tourism development projects will continue to push that growth.

Sincerely,

John Mills
Executive Vice President

PRIMARY ROLE OF THE CABARRUS COUNTY CONVENTION AND VISITORS BUREAU:

Tell the Cabarrus County Story
Get Cabarrus County on the list for Consideration
Inform, Educate and Advise Visitors and Newcomers

SUPPORTING ROLE:

Provide a Platform for Local Businesses to Harvest Visitor Demand

SUPPORTING ROLE:

Stimulate Both Visitor Circulation and Spending Post-Arrival

SUPPORTING ROLE:

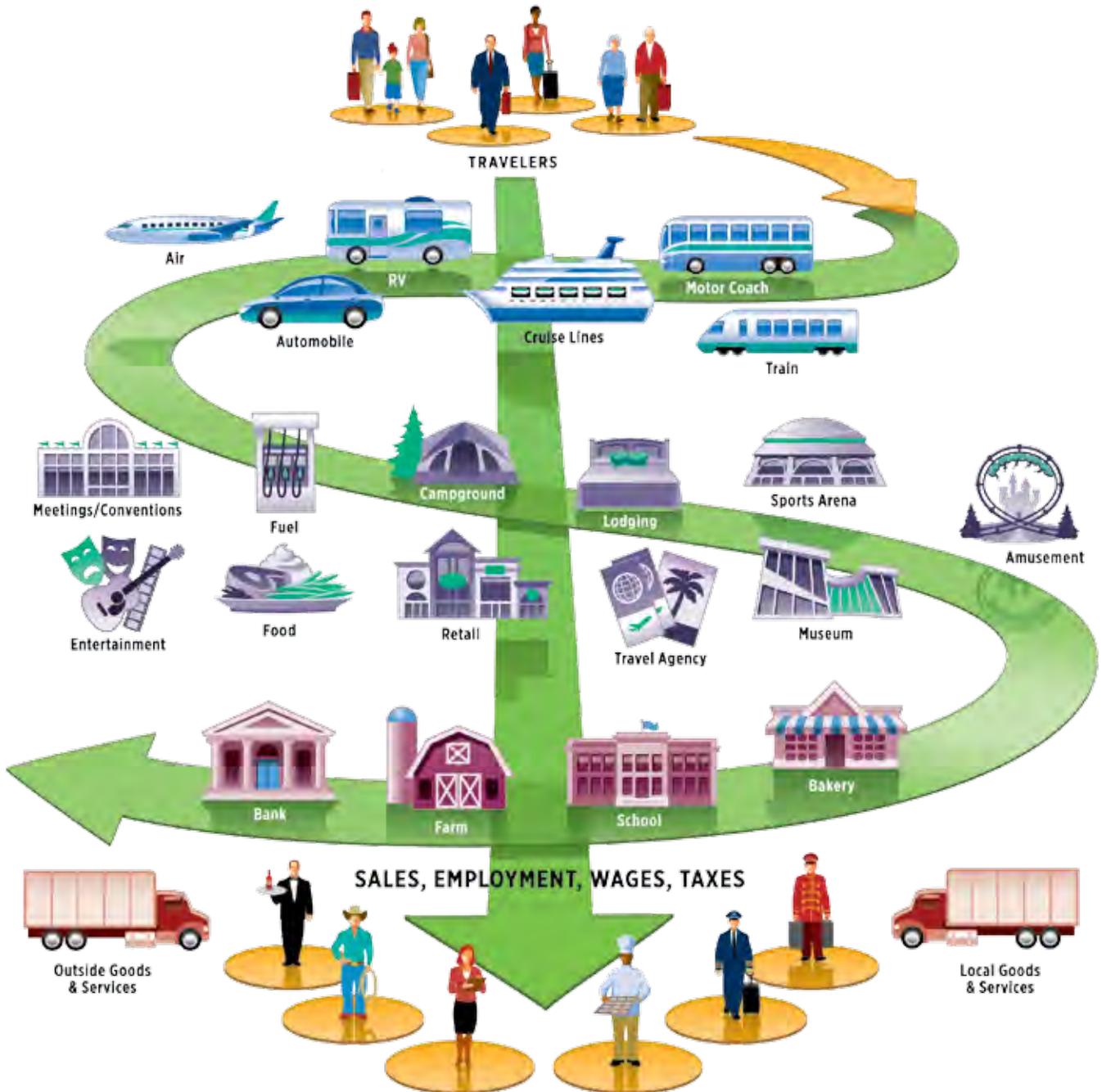
Inform Private and Public Development Decisions

SUPPORTING ROLE:

Spearhead a Consistent Brand Message for Other Messengers

Destination Marketing is a proactive, strategic, visitor-centered approach to the economic and cultural development of Cabarrus County, which balances and integrates the interests of visitors, service providers and the community.

How Visitors Benefit A Community



WHERE RACING LIVES

CABARRUS

COUNTY

MISSION:

Drive visitation to Cabarrus County to generate the maximum impact through hotel stays and visitor spending.

VISION:

To continually grow and sustain a dynamic travel industry to become the number one economic force of Cabarrus County.

LEISURE MARKETING STRATEGY



MICHAEL BONOFFSKI
Senior VP, Marketing & Communications



KRISTEN CRANFORD
Marketing Coordinator



JULIE HINSON
Communications Manager



KATHLEEN TEMPLE
Web Marketing Manager

OVERVIEW

Position Cabarrus County, NC as the premier motorsports destination and continue to build the “Where Racing Lives” brand

STRATEGIES

- ▶ Position Cabarrus County as a year-round destination to targeted audiences in key markets
- ▶ Drive traffic to VisitCabarrus.com
- ▶ Establish consistent messaging across all marketing platforms
- ▶ Maximize advertising/marketing spend

TACTICS

- ▶ Deploy comprehensive, integrated marketing plan and campaign that intrigues, engages and brings the target visitor to Cabarrus County, NC
- ▶ Execute incentives within print advertising via text to win campaign
- ▶ Build a unified “destination brand” messaging platform
- ▶ Execute promotions marrying offline and online tactics, with partner incentives
- ▶ Build strong relationships with select media partners
- ▶ Track performance of all paid media

▲ MARKETING / PAID MEDIA:

OVERVIEW:

Maximize budget with highly targeted media mix with effective reach and frequency in key markets

STRATEGY

- ▶ Grow awareness of Cabarrus County as a leading year round travel destination through branded messaging and targeted advertising placement
- ▶ Maximize synergy with offline, online, and direct marketing partnerships

TACTICS:

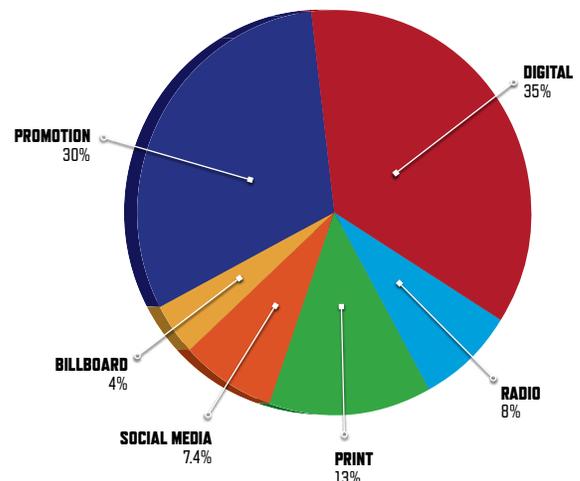
Media percent allocation for FY15-16 placement

- ▶ Digital: (35%)
- ▶ Radio: (8%)
- ▶ Print: (13%)
- ▶ Social Media: (7.4%)
- ▶ Billboard: (4%)
- ▶ Promotion: (30%)

SUMMARY OF PLAN:

- ▲ 35 Million Impressions
- ▲ Support the Sales Team with Strategic Media Buys, Creative & Sponsorships
- ▲ Corporate Market
- ▲ SMERF Market
- ▲ Association Market
- ▲ Tour & Travel Market
- ▲ Sports Market

MEDIA ALLOCATION FOR FY15-16 PLACEMENT





The 2015/16 Cabarrus County Destination Guide is a free 71-page publication featuring detailed area maps, restaurant listings and attractions with engaging imagery and layout showcasing the destination.

A prominent and visible icon has been added to our award winning web-site to order a guide. The Destination Guide is also conveniently available online to download and/or print.

This is the ultimate guide for visitors planning their visit to Cabarrus County. The guide is packed with useful information that will help the visitor or group plan their perfect Cabarrus County getaway.

This publication is available, free-of charge:

- ▶ Lodging partners
- ▶ Local attractions
- ▶ By phone from the Visitor Information Center: 1-800-848-3740
- ▶ Online through VisitCabarrus.com

GOAL

Distribute 135,000+ copies of the 2015/16 Cabarrus County Destination Guide

STRATEGIES

- ▶ Work with Visitor Services, to ensure participating hotels, attractions and restaurants are always stocked on a weekly basis
- ▶ Will continue with in-room stocking program at participating lodging properties
- ▶ Work with Destination Services to ensure every group, association, meeting planner and FAM tour has received the Destination Guide as part of their welcome package

PROVIDING INSPIRATION THAT ENCOURAGES TRAVELERS TO SEEK AND EXPLORE THE AUTHENTICITY OF CABARRUS COUNTY

GOALS

- ▶ Position Cabarrus County as one of the most vibrant visitor destinations in the Southeast and influence the decision to visit by persuasively educating audiences on the appeal of our destination
- ▶ Increase awareness through consistent story placement
 - Continue to strive for goal of 180 total earned media clips and story placement goals of 10-12/month with local/regional and 3-5/month with national/international media
- ▶ Enhance community relations by generating positive local coverage of the Bureau reinforcing our mission and impact on the area
- ▶ Support search engine optimization (SEO) strategy for all websites by providing deep content that is rich, relevant and reusable
- ▶ Continue to develop Partnership and Leisure e-newsletters, keeping each audience engaged and active on our sites. Implement monthly media e-news with event focus and related story angles

STRATEGIES

- ▶ Engage our community. Stay informed of new angles. Continue to absorb area history and culture to better tell our story
 - Frequent partner locations to build and strengthen relationships and uncover unique angles including local NASCAR teams to reinforce “Where Racing Lives” brand
 - Collaborate with Partnership to develop creative promotion and buzz during National Travel & Tourism Week
- ▶ Maintain fresh content in the CabCoCVB.com Press Room
 - Frequently update gallery and Story Ideas pages with new images and information
- ▶ Research story trends and monitor media landscape to ensure fresh, relevant pitching
 - Develop editorial calendar of local happenings and target to media outlets
- ▶ Expand involvement with industry organizations including the Society of America Travel Writers (SATW) and Public Relations Society of America (PRSA)
- ▶ Actively expose and promote our destination to travel media by attending media missions and industry conferences
 - Governor’s Conference on Tourism
 - Public Relations Society of America Travel & Tourism Conference
 - Travel Media Showcase & TMS Family Travel
 - Visit NC media receptions (major market, regional, and in-state)
- ▶ Target niche publications and pitch angles relevant to their audiences
- ▶ Engage and build relationships with non-traditional media outlets including bloggers and social media influencers
- ▶ Invite travel media to one on one press trips hosting at least 12 visits per year
- ▶ Support and capitalize on industry partner initiatives including state-wide promotions and opportunities for exposure
- ▶ Develop rich video content for website through partnerships with local and regional programs

2015-16 COMMUNICATIONS CONFERENCES AND MEDIA MISSIONS

- | | |
|---|--|
| <ul style="list-style-type: none"> ▲ Travel Media Showcase
Bloomington, IN – August 2015 | <ul style="list-style-type: none"> ▲ Visit NC Major Market Media Mission
New York City, NY – January 2016 |
| <ul style="list-style-type: none"> ▲ Pineapple PR Travel Media Meet Up
Atlanta, GA – September 2015 | <ul style="list-style-type: none"> ▲ North Carolina Governor’s Conference on Tourism
Cherokee, NC – March 2016 |
| <ul style="list-style-type: none"> ▲ Southeast Tourism Society Fall Forum
Charleston, WV – September 2015 | <ul style="list-style-type: none"> ▲ Visit NC Regional Media Mission
Washington, DC – April 2016 |
| <ul style="list-style-type: none"> ▲ Visit NC In-state Media Mission
Charlotte, NC – September 2015 | <ul style="list-style-type: none"> ▲ PRSA Travel & Tourism Conference
Houston, TX – May 2016 |
| <ul style="list-style-type: none"> ▲ TMS Family Travel
Kansas City, MO – October 2015 | |

VISITCABARRUS.COM: REINFORCING THE BRAND AND ITS CORE ELEMENTS

We have made progress increasing visitation to www.VisitCabarrus.com, while delivering significant and useful information to the user. As we move forward we will continue to seek on-trend methods to enhance the online experience. All strategies chosen will reinforce the brand and its core elements.

2014-15 RESULTS/FULL SITE:

Total sessions: 151,329
 Session duration: 2:09 minutes
 Pages per session: 2.52
 Bounce Rate: 57.59%

GOAL/FULL SITE:

- ▶ Increase total sessions by: 25%
- ▶ Increase session duration to average: 3 minutes
- ▶ Increase pages per session by: 10%
- ▶ Maintain bounce rate between: 40-55%

▲ MARKETING/WEBSITE:

Content, Information Architecture & Maintenance/Full Site

OBJECTIVE:

Maintain fresh and relevant content within a user friendly site structure.

STRATEGIES & TACTICS:

- ▶ Build audience engagement by creating an easily accessible site
- ▶ Work with marketing team to build original, relevant and engaging content with a voice that will captivate the newer and smarter Google algorithms





▲ DIGITAL MARKETING & OPTIMIZATION/FULL SITE

OBJECTIVE:

Continually measure paid search, keywords, remarketing, landing pages, SEO, content, page speed, local search, usability and third party advertising.

STRATEGIES & TACTICS:

- ▶ Build audience engagement using SEO and SEM tactics
- ▶ Generate leads via email opt-ins from newsletters, Where Racing Lives sweepstakes, destination guide requests, Increase data collections on visitors and meeting planners via online forms, clicks to partner sites, increase push with partner events, media requests, increase links with partner social media sites and increase “sharing” and “likes” on internal pages
- ▶ Ensure that all pages are signaling their focus effectively to search engines using keyword strings. Prompting accurate matches, when users search for specific events

▲ ORGANIC SEO

OBJECTIVE:

Continually refine and evolve our site, building on strengths and correcting weakness to improve organic traffic, quality and volume.

STRATEGIES & TACTICS:

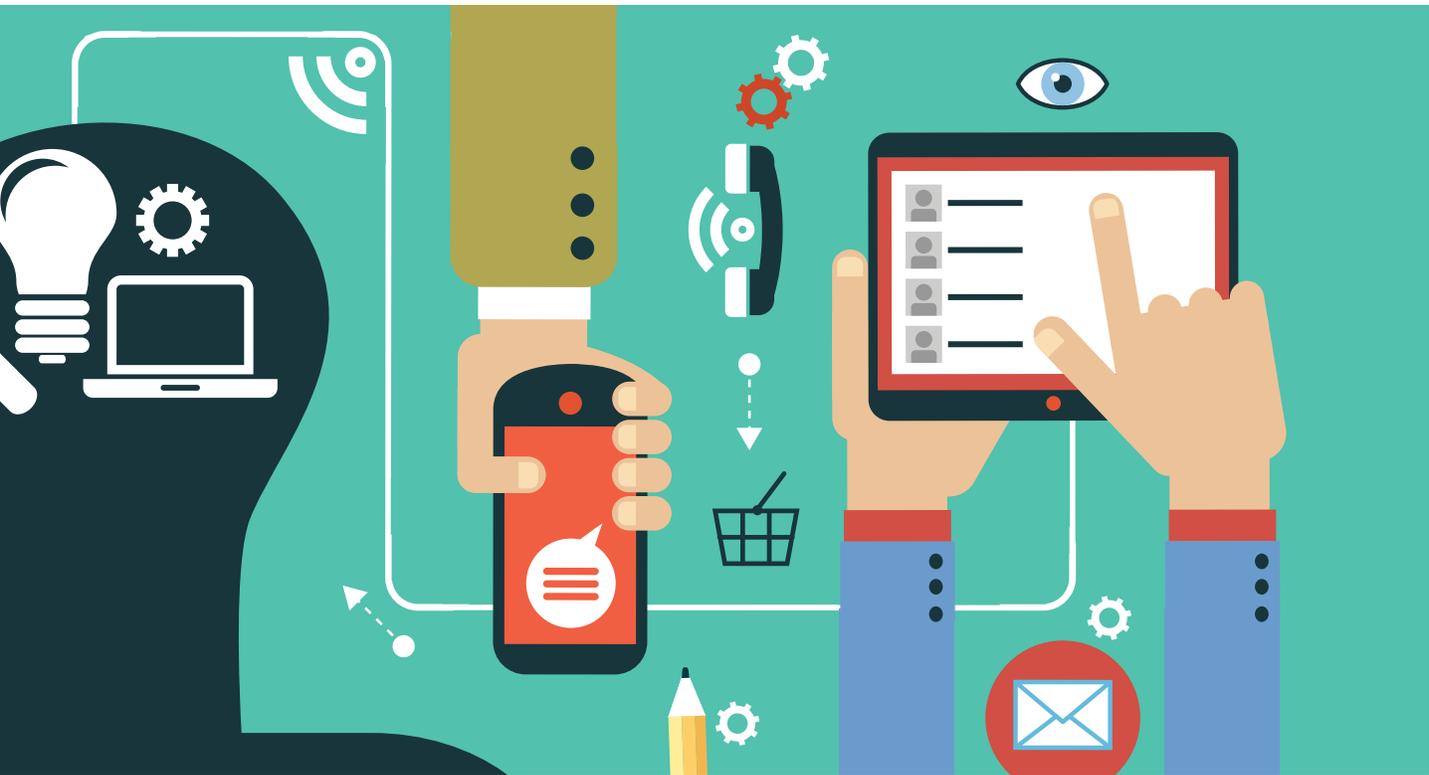
- ▶ Provide monthly reports detailing website traffic, engagement statistics as well as search engine ranking
- ▶ Produce annual SEO report outlining activities and correct technical barriers
- ▶ Review competitor websites for targeted keyword phrases, domain age, backlinks, page rank, on page optimization
- ▶ Develop a comprehensive keyword list based on a thorough analysis of current trends
- ▶ Evolve and implement meta tags according to trends

2014-15 RESULTS:

Organic Search increased 27% (72,723 sessions vs. 57,160 sessions in 2013-2014)

GOAL:

- ▶ Organic Search, increase total sessions by 5%-10%



PAID SEARCH

OBJECTIVE:

Pushing to increase visitors to our site using research accumulated through key-phrase research, paid search management, organic search, social media optimization, link acquisition and ROI analysis.

STRATEGIES & TACTICS:

- ▶ Achieve greater search engine visibility thereby driving incremental and relevant traffic to our website

2014-15 RESULTS:

Paid search generated 22% of total web traffic reaching responsible for more than 35,000 sessions

GOAL:

- ▶ Increase sessions via paid search, to be 25% of total traffic

RETARGETING

OBJECTIVE:

Increase site awareness, by targeting and delivering tailored information to individuals who have already visited our site and/or have conducted a search using keywords related to our destination.

STRATEGIES & TACTICS:

- ▶ Pixels have been added to VisitCabarrus.com which are tagging visitors
- ▶ Segment pool of visitors based on pages they visit (or don't visit) and then serve users relevant ads to prompt additional action
- ▶ Remarketing will occur via display and RLSA (Remarketing lists for search ads)

2014-15 RESULTS:

Impressions: 90,005

GOAL:

- ▶ The Retargeting and Paid Web Display combined efforts, is to grow impressions by 2000% (200K mo./2.4 million a year)

DESTINATION SALES



JOHN POOLE
Senior VP,
Sales & Services



SIM FRAZIER
Sales Manager,
Leisure



SELAH S. HAVARD
Sales Manager,
Corporate & Association



DANIELLE CATCHPOLE
Sales Manager,
Sports

EFFECTIVELY PROMOTING CABARRUS COUNTY'S HOSPITALITY ASSETS

The Cabarrus County CVB Sales Team works closely with our hospitality industry stakeholders to prospect for, qualify and convert potential room-night customers and their impact generating attendees. Together, we effectively promote Cabarrus County's hospitality assets, across a variety of market segments, in order to achieve ongoing hospitality industry growth, development and overall success. Our CVB Sales Team is deployed within the following markets, targeting site selection decision makers for:

- ▶ Association & Corporate Meetings
- ▶ Group Tours
- ▶ Social, Military, Educational, Religious and Fraternal (SMERF) Events, including Car Clubs
- ▶ Sports Events, including Four-Legged Shows

GOALS

The Visit Cabarrus Sales Team will generate 80,000 total lead room nights for the County's hospitality industry during the twelve months of FY 2015/2016. This equates to approximately 331 event leads. Of these opportunities, we will target a 35% conversion percentage of lead room nights created to definite room nights contracted by area hotels.

45,000		
40,000		
35,000		
30,000		
25,000		
20,000		
15,000		
10,000		
5,000		
0		
	MEETINGS	GROUP LEISURE
		SPORTS

LEAD ROOM NIGHT GOALS BY MARKET

The contributions of each individual market segment are represented in the table below. The Meetings market will combine to generate 25% of our lead room nights; Group Leisure market will combine to generate 25% of our lead room nights; and the Sports market will generate 50% of our lead room nights.

MARKET	LEAD EVENTS	AVERAGE ROOM NIGHTS PER EVENT BY MARKET	LEAD ROOM NIGHTS	% OF ANNUAL TOTAL
MEETINGS	80	248	20,000	25%
GROUP LEISURE	91	203	20,000	25%
SPORTS	153	261	40,000	50%
TOTAL	324	237	80,000	100%

ASSIST & GROUPS SERVICED GOALS

Along with the lead room night goals pursued by our sales team, we will also support our group business partners through assists and groups serviced. Unlike a lead, which is initiated by the CVB team, an assist occurs when hotels recruit the support of the CVB in closing business opportunities which they've initiated. Similarly, a group serviced occurs when a hotel partner refers a group that they've contracted over to the CVB for servicing. So, in addition to leads/lead room nights, we will also track assists/assist room nights as well as groups serviced/groups serviced room nights as a means of quantifying the effective support which we provide our partners through our sales & services department in confirming and vowing the groups that they're directly working with. These will be tracked separate and apart from leads.

TYPE	EVENTS	AVERAGE ROOM NIGHTS PER EVENT	ROOM NIGHTS
ASSISTS	19	415	8,000
GROUP SERVICED	62	97	6,000

AN ABILITY TO DELIVER OUTSTANDING DESTINATION SERVICES

BOLSTER AWARENESS

- ▶ Over the course of the coming year, we will bolster awareness of Cabarrus County's existing group meeting and sporting event assets, while actively participating in any discussions of potential new developments that enhance our positioning and attractiveness in hosting groups. Entering into media partnerships, whether leveraging sponsorships, print publications, face to face meetings, or online opportunities, with organizations that assist us in engaging meeting planners, group tour operators and sports events rights holders, will form the basis of this strategy. In the coming year, the sales team will attend nearly 30 industry events to meeting directly with decision makers and we'll raise our destination's profile as a group meetings and events location through 15 additional marketing partnerships.

STRENGTHEN RELATIONSHIPS

- ▶ Maintaining a dialog with, deepening ties with and skillfully representing the needs of our local constituents will be an area of emphasis. A good working relationship and good rapport with industry partners, particularly in hotel properties and in event venues, is important for getting the goals of Cabarrus CVB accomplished. Building rapport and an understanding of local client needs is an important strategy in leading to bookings. In the coming year, each sales manager will conduct two business meetings per month with sales colleagues at hotels, meeting and event venues.
- ▶ Implementing convincing and meaningful ways for our external site selection clients to experience our destination first-hand is of vital importance. Within each market segment, we have empowered the sales team to continually host travel industry professionals given the discretion to choose Cabarrus County for future events. Races at Charlotte Motor Speedway and zMax provide excellent opportunities for site visits, client hospitality and education about our destination. Two non-race Familiarization Tours are also in the works for August and March to promote a wider variety of Cabarrus County experiences to event decision makers. In the coming year, each sales manager will coordinate at least two client site visits per month.

GENERATE OPPORTUNITIES

- ▶ A concentrated, consistent effort will be made to generate opportunities that fill need periods, by pursuing accounts that traditionally hold events or that can create special events during historical destination-wide shoulder times for Cabarrus County. These periods particularly include January, February, August, September, November and December. Research based decision making will be employed through an ongoing analysis of our Customer Relations Management software, focused on booking patterns, booking pace, lead progress, contributions of individual market segments and event facility needs including event timing. Prospecting, site visits and appointment setting are important focus areas. Diligent prospecting and qualifying of these prospects is the key to ongoing success. Knowland has been an effective tool in prospect well qualified opportunities in the past year and that agreement will continue. Additionally, a marketing program with Cvent will also be launched this year to target event decision makers while they are actively conducting research on future event sites, specifying locations and soliciting requests for proposals. In the coming year, each sales manager will develop at least three qualified new prospects per week.



FY 2015/16 CLIENT SATISFACTION	SCORE	% RATING IN TOP 2 BOXES (4 OR 5)
Sales & Services Staff Combined	4.85	95%

CLIENT SATISFACTION

- ▶ Taking great care of clients drives satisfaction, encouraging clients to provide positive word of mouth and to rebook future business in Cabarrus County. Our ability to deliver destination services differentiates us from other CVBs of our size and allows us to lend support to, fulfill the various needs of and to create uniquely Cabarrus experiences for visiting groups. Through services we connect meeting and event visitors to our local partners to provide additional business opportunities and one of a kind events.
- ▶ Ongoing follow up surveys are conducted on all groups booking Cabarrus County through the CVB. These five point scores, with 5 highest, will be used to measure how effectively we satisfy client needs via interactions with our sales and services staff. Further, we will strive for consistency with 95% of all respondents rating us in the top 2 boxes (either a 4 or 5). The table below lays out year-end client satisfaction targets for the sales and services team.
- ▶ In formulating our plan we have focused on those activities and initiatives in the coming year that will produce our desired outcomes of bolstering awareness, strengthening relationships, generating the right opportunities for our destination and delivering a great client experience.

MEETINGS MARKET

- ▶ Maintain a presence in local, state and regional organizations in order to promote the destination as a vibrant and energetic location to meet. Partnerships with Association Executives of North Carolina and the Carolinas Chapter of Meeting Professionals International will work toward raising awareness. In the coming year we will continue these relationships to expand into Georgia MPI.
- ▶ Create and execute cutting-edge familiarization events that introduce potential customers to the destination in a unique and informative way. The five NASCAR and NHRA races at Charlotte Motor Speedway will be leveraged to give clients a truly Cabarrus County experience and two additional non-racing fam tours will be conducted in the coming year.
- ▶ Work closely with local stakeholders to identify need dates and then target potential customers to consume those dates. Frequent meetings with local hospitality colleagues in hotels and meeting venues will be instituted to continually discuss and update our plans.
- ▶ Continue to work with other industry partners (CVB's and hotels) to foster cooperation and to make future destination selection processes easier for meeting planners.

GROUP LEISURE MARKET

- ▶ Maintain a presence in local, state, regional and national organizations in order to promote the county as a new and exciting, group-friendly destination. Membership in National Associations such as Student Youth Travel Association, as well as with Carolina Student Travel Connection and NC Motorcoach Association on the regional and local side will assist in growing our County's awareness.
- ▶ Utilize existing major events as a catalyst for more group visitation in various niche markets (i.e. motorsports affinity groups). For example, with venues such as Charlotte Motor Speedway and zMax Dragway, we've been establishing the destination as an appealing car club host. In FY16 we will also participate in major events with Triple Association, Travel South, American Bus Association, International Golf Tour Operators, and Going on Faith to promote Cabarrus County.
- ▶ Continue to work with VisitNC by participating a regional sales missions and state FAM tours to further educate group tour planners about our destination.

SPORTS MARKET

- ▶ Maintain a presence in local, state, regional and national organizations in order to promote the destination as a viable location for sports events. Sports Travel and TEAMS, Sports Events and SPORTS Symposium, as well as the National Association of Sports Commissions and Connect Sports provide our destination opportunities for ongoing promotion to and personalized one-on-one appointments with qualified events rights holders.
- ▶ Continue to build strong relationships with Cabarrus County facility management officials and local event organizers to utilize the assets of the county to their fullest. Quarterly Sports Council Meetings and effective use of the 5% earmark of County Lodging Tax Collections for sports facilities enhancement and development, keep us involved and relevant in this objective.
- ▶ Seek out unique and creative organizations that have a natural affinity for the assets of the county and work to bring their events to the area. Whether it's Frank Liske Park, Carolina Courts or Cabarrus Arena, we will seek the non-traditional events in broadening our appeal. Numerous extreme sports opportunities, such as Tough Mudder and Spartan Race, have come about by leveraging the nature of our "Where Racing Lives" branding, facilities and reputation. Community minded local land owners have been crucial to our extreme sports successes.



CHACARA HARVIN
Destination Services Manager



STEPHANIE JACHYM
Destination Services Coordinator

MAINTAINING AND INCREASING CUSTOMER SATISFACTION TO ENCOURAGE REPEAT BUSINESS, CLIENT REFERRALS

The Cabarrus County CVB Destination Services Team provides group and meeting/convention/event visitors with information and resources to ensure a successful meeting, event or tour, which may include but are not limited to:

- ▶ Destination Guides
- ▶ Welcome Bags
- ▶ Lead Distribution & Vendor Referrals
- ▶ Destination or Event Specific Maps, Directions or Signage
- ▶ Mobile Marketing Units
- ▶ Marketing Assistance through CVB website and press releases
- ▶ Site Visit Facilitation
- ▶ Guest/family tours and other activities
- ▶ Staff welcome desks
- ▶ VIP Gifts/Amenities
- ▶ Welcome banners/ribbons
- ▶ Restaurant Coupons
- ▶ Shopping and special event information
- ▶ Post-Event Satisfaction Survey
- ▶ Online Housing System
- ▶ Room night pick-up reports
- ▶ Volunteer Recruitment/Coordination

GOALS

- ▶ Maintain or increase customer satisfaction to encourage repeat business and client referrals
 - Distribute post-event satisfaction survey to group planners and achieve a score of 4.85 or better (on a 5 point scale); achieve a rating in the top 2 boxes (4 or 5) from at least 95% of group planners
- ▶ Foster awareness and high perceived value of CVB and its services among planners, group visitors and partners
 - Coordinate service delivery with planner clients through the sales process (client-planner introduction in advance of Definite/Assist status) and with regular post definite contact (within 7 days of Definite or Assist status, 6 months prior, 30 days prior and onsite)
 - Leverage partners to build a catalog of destination's service offerings; on and off-site entertainment options will be a priority
 - Develop planner tool kit with useful resources and information
- ▶ Increase effective utilization of CVB services to maximize impact of Bureau resources
 - Benchmark number and cash value of welcome bag requests, destination guides, coupons, VIP gifts/amenities, vendor referrals/service requests, etc.
- ▶ Increase resident support through volunteerism
 - Develop and maintain a Volunteer Pool/Database of volunteers



PARTNERSHIP & VISITOR SERVICES



GAYLE LOVE LEE
VP, Partnership & Visitor Services



AMBER FURR
Visitor Services Manager



WILLIAM GREEN
Visitor Services Coordinator



LAUREN SIMPSON
Partnership Manager

ENHANCING THE VISITOR EXPERIENCE IN CABARRUS COUNTY, COLLECTING VISITOR DATA FOR FUTURE MARKETING EFFORTS

Visitors Services overall goal is to drive visitation to Cabarrus County generating the maximum impact through visitor spending in Cabarrus County. This is done in conjunction with the CVB's Partner programs which help prepare, educate and train our partners ensuring every visit is exceptional.

An overall positive stay will encourage them to stay longer, come back and spread the word that Cabarrus County is a great destination.

▲ VISITOR SERVICES

Visitor Services has two primary roles: To enhance the visitor experience in Cabarrus County and to collect visitor data for future marketing efforts.

▲ THE VISITOR WHILE IN CABARRUS COUNTY

GOALS

- ▶ Increase Visitor Center traffic by 10%
- ▶ Increase the number of visitors touched by 20%
- ▶ Draw in local visitors with retail campaign increasing Visitor Center traffic by 5%
- ▶ Continue to create an experience through excellent customer service and knowledge of the destination that surpasses expectations and results in extended stays and return visits

STRATEGIES

- ▶ Increase the diversity of businesses sending in referral card visits by 10%
- ▶ Engage visitors staying at campgrounds during the races and at large sporting events
- ▶ Target Cabarrus County residents to shop local in the Visitor Center
- ▶ In depth training/role play scenarios to expand the knowledge of Travel Counselors and Volunteers

▲ COLLECTING VISITOR DATA FOR FUTURE MARKETING EFFORTS

GOALS

- ▶ Increase the leisure traveler database by 5%
- ▶ Email leisure newsletter to database bimonthly
- ▶ Track how Visitor Center traffic and inquiries hear about the Visitor Center

STRATEGIES

- ▶ Leverage relationship with Allegiant identifying out-of-market leisure traveler, pitching Cabarrus County as a leisure destination
- ▶ Work with Marketing to customize and target messages to the leisure traveler database through the newsletter email blast
- ▶ Ensure our Travel Counselors and Volunteers are asking visitors how they found out about us





▲ PARTNERSHIP

Partnership provides our stakeholders and partners information, gathered through data and research, to attract visitors and ensure repeat customers. We also provide destination and professional training and exposure through networking, site visits, hosting events and our website.

- ▶ Partnership Newsletter
- ▶ Partner to Partner Deals
- ▶ Extranet
- ▶ Welcome Center

GOALS

- ▶ Revamp Experience Cabarrus Destination Training tours
- ▶ Increase the knowledge of travel influencers outside of Cabarrus County enabling them to easily push visitors to Cabarrus County
- ▶ Make the CVB Extranet/Partner section the “go to” resource for connecting with the CVB and other partners
- ▶ Urge partners to use itineraries that encourage visitors to extend their stay or come back
- ▶ Increase attendance for Partnership meetings and Pit Stop Socials by 20%
- ▶ Increase awareness of the Visitor Center
- ▶ Relay branding options to Partners
- ▶ Communicate county wide tourism economic impact to non-traditional partners

STRATEGIES

- ▶ Revamp the destination training tours highlighting new areas of interest
- ▶ Visit and update the nine NC Welcome Centers and Visit NC Call Center
- ▶ Host the NC Welcome Center annual meeting creating a familiarization trip
- ▶ Collaborate with AAA Carolinas on their annual meeting at the Embassy Suites
- ▶ Meet with Partners one-on-one or present at meetings when appropriate relaying the value of using the CVB extranet to help drive visitors to their organization
- ▶ Visit five partners a week to discuss the extranet, networking opportunities, visitor center and all the tools we offer to help drive business to their organization
- ▶ Continue to deliver excellent programming during Partnership Meetings while giving partners an opportunity to gain exposure through hosting an event
- ▶ Continue to hold the Golden Helmet Awards event during National Tourism Week in recognition of our stakeholders and partners
- ▶ Encourage traditional and non-traditional partners to utilize the meeting space
- ▶ Deploy branding kits to partners
- ▶ Present the economic impact of tourism to local organizations

JULY

- 7** Experience Cabarrus Destination Training – Reed Gold Mine & Antiques
- 14** Partner Meeting – Dave & Buster's

AUGUST

- 1** Hospitality Night with the Kannapolis Intimidators
- 4** Experience Cabarrus Destination Training – Motorsports
- 27** Pit Stop Social – Ritchie Hill

SEPTEMBER

- 15** Partner Meeting – Cabarrus Arena & Events Center

OCTOBER

- 22** Pit Stop Social – Sticky Fingers

NOVEMBER

- 10** Partner Meeting – Hendrick Motorsports

DECEMBER

- 17** Pit Stop Social – Concord Mills

JANUARY

- 5** Experience Cabarrus Destination Training – Downtown Concord & Kannapolis
- 12** Partner Meeting – Great Wolf Lodge

FEBRUARY

- 2** Experience Cabarrus Destination Training – Reed Gold Mine & Antiques
- 25** Pit Stop Social – Stewart Haas Racing

MARCH

- 1** Experience Cabarrus Destination Training – Motorsports
- 8** Partner Meeting – City Club at Gibson Mill

APRIL

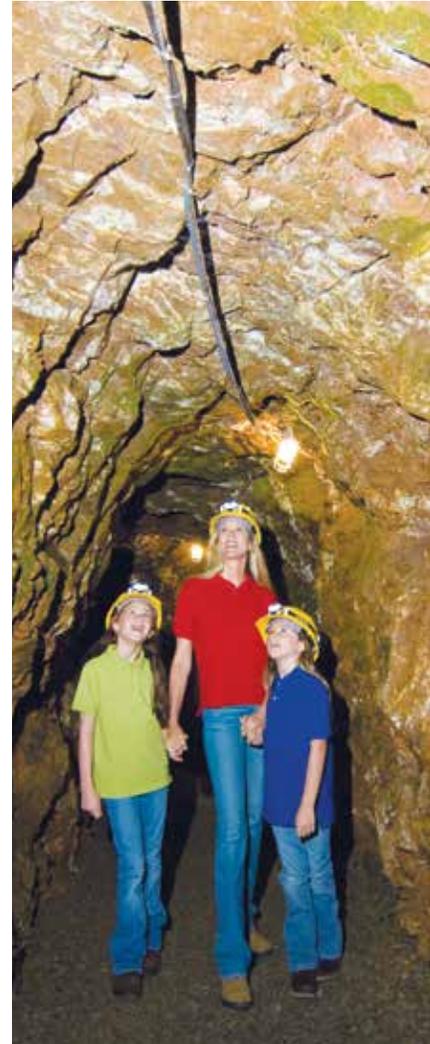
- 28** Pit Stop Social – Downtown Concord

MAY

- 1-7** Nationals Travel & Tourism Week
- Tent** Celebrate Cabarrus
- Tent** Hauler Parade

JUNE

- 7** Experience Cabarrus Destination Training – Downtown Concord & Kannapolis
- 23** Pit Stop Social – Texas Land & Cattle



MEETINGS

JULY

- **AENC Meeting** • Durham, NC • July 11-13, 2015
- **Meetings Quest** • Oakland, CA • July 22-23, 2015

AUGUST

- **XSITE MPI SEC** • Tampa, FL • August 26-29, 2015

SEPTEMBER

- **Expo ATL** • Atlanta, GA • September 2, 2015
- **Successful Meetings University Southeast** • Hilton Head, SC
September 9-11, 2015
- **MPI Carolinas Chapter** • Chapel Hill, NC • September 17, 2015

OCTOBER

- **AENC Golf Outing** • Raleigh, NC • October 5, 2015

NOVEMBER

- **Georgia MPI Golf Outing** • Cumming, GA • November 9, 2015

DECEMBER

- **AENC Tradeshow** • Raleigh, NC • December 10, 2015

APRIL

- **Expo NC** • TBD

MAY

- **Georgia MPI** • TBD

SPORTS

AUGUST

- **Connect Sports Marketplace** • Pittsburgh, PA • August 25-29, 2015

OCTOBER

- **SPORTS: The Relationship Conference** • Shreveport-Bossier, LA
October 5-8, 2015

NOVEMBER

- **TEAMS Conference & Expo** • Las Vegas, NV • November 9-12, 2015

APRIL

- **National Association of Sports Commissions** • Grand Rapids, MI
April 3-7, 2016

GROUP TOUR

AUGUST

- **MCASC-NCMA-VMA Regional Meeting** • Columbia, SC • August 19-23, 2015

SEPTEMBER

- **Visit NC Domestic Sales Mission** • TBD

NOVEMBER

- **Travel South Showcase** • Charlotte, NC • November 30-December 3, 2015

JANUARY

- **American Bus Association Marketplace** • Louisville, KY
January 9-12, 2016

FEBRUARY

- **Let's Golf** • TBD

MARCH

- **Travel South Domestic Showcase** • Winston-Salem, NC • March 6-9, 2016

JUNE

- **International Association of Golf Tour Operators** • Pinehurst, NC • TBD

SMERF

AUGUST

- **Going On Faith** • South Bend, IN • August 4-6, 2015
- **Carolina Bridal Fair** • Concord, NC • August 30, 2015

SEPTEMBER

- **RCMA Regional** • Norfolk, VA • September 8-9, 2015

NOVEMBER

- **Rejuvenate** • Dallas, TX • November 2-4, 2015

JANUARY

- **Carolina Bridal Fair** • Concord, NC • TBD

SERVICES

JULY

- **TF Con Pre Event Promotion** • Toronto, Ontario • July 17-19, 2015

KEY MARKETING DATES

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
AAA CAROLINAS	■		■		■		■		■		■	
ANTHEM MOTORSPORTS							■					
BILLBOARDS	■	■	■	■	■	■	■	■	■	■	■	■
CABARRUS MAGAZINE											■	
CANADIAN MKT (INSIDE TRACK NEWS)			■			■			■			■
CHARLOTTE MOTOR SPEEDWAY EVENT SCHEDULE							■					
CRVA VISITOR GUIDE			■			■						
CHARLOTTE WHERE GUIDE	■		■		■		■		■		■	
CHARLOTTE WHERE MAP											■	
INDEPENDENT TRIBUNE											■	
NASCAR HALL OF FAME						■						
NC TRAVEL GUIDE				■								
OUR STATE MAGAZINE					■					■		
PAID SEARCH	■	■	■	■	■	■	■	■	■	■	■	■
PAID GOOGLE DISPLAY	■	■	■	■	■	■	■	■	■	■	■	■
PAID WEB DISPLAY	■	■	■	■	■	■	■	■	■	■	■	■
REMARKETING / RETARGETING	■	■	■	■	■	■	■	■	■	■	■	■
SEO MONTHLY SERVICE	■	■	■	■	■	■	■	■	■	■	■	■
SMI PUBLICATIONS							■					
SOCIAL MEDIA	■	■	■	■	■	■	■	■	■	■	■	■
THIRD PARTY SITE ADVERTISING	■	■	■	■	■	■	■	■	■	■	■	■
RADIO	■	■	■	■				■	■	■		
TEXT 2 WIN	■	■	■	■	■	■	■	■	■	■	■	■

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