



CABARRUS COUNTY CONVENTION & VISITORS BUREAU
2019-20 MARKETING PLAN

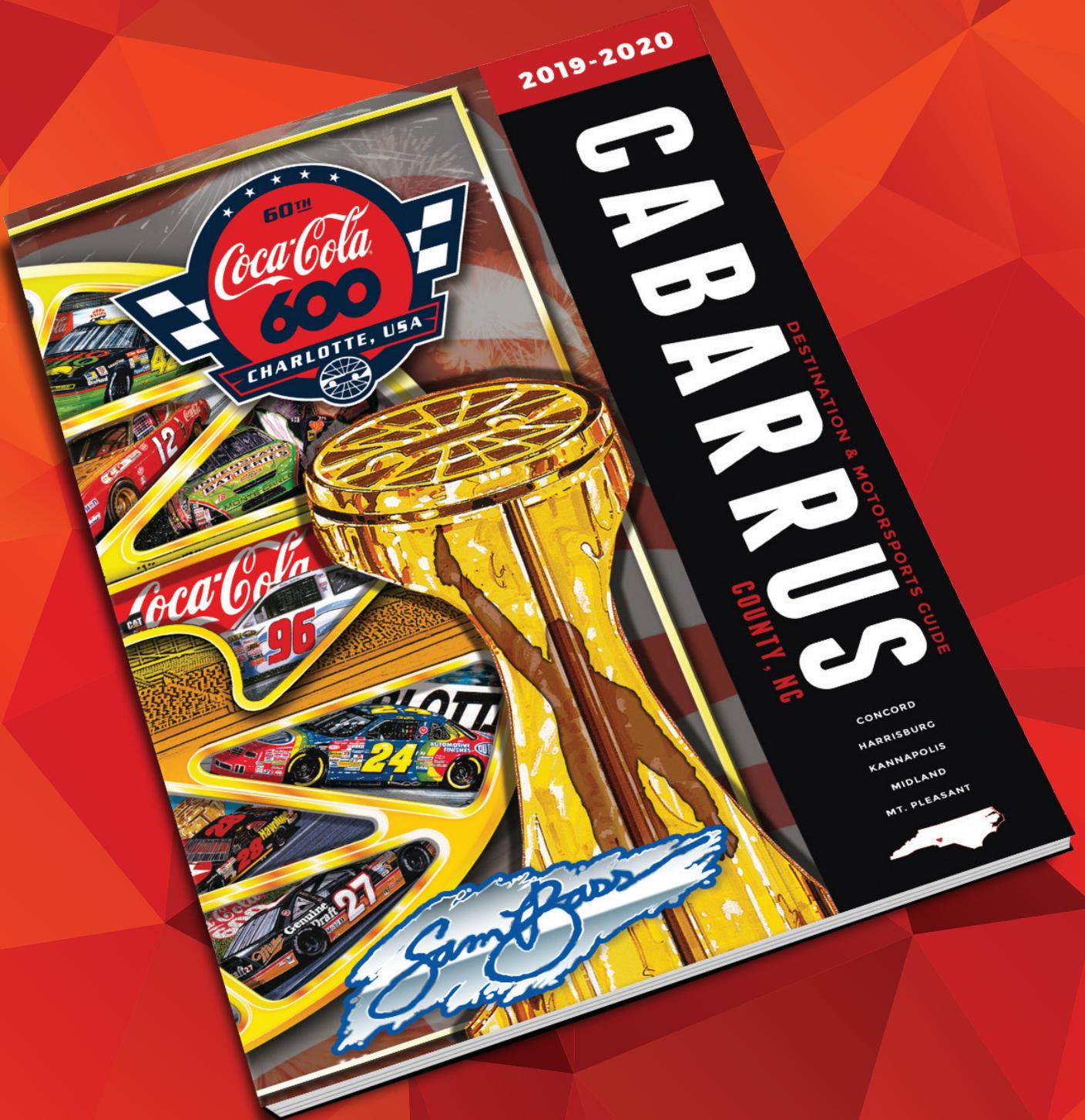


2019-2020

CABARRUS

DESTINATION & MOTORSPORTS GUIDE
COUNTY, NC

CONCORD
HARRISBURG
KANNAPOLIS
MIDLAND
MT. PLEASANT



WHERE RACING LIVES • CABARRUS COUNTY, NC

PRESIDENT'S MESSAGE

CABARRUS COUNTY WAS BUILT ON TRADITION, EXCITEMENT AND INNOVATION.

After another record-breaking year of visitor spending, this destination continues to move full speed ahead with these values still leading the way. In 2018, visitors spent over \$469 million in Cabarrus County—an impact that benefits everyone in our community.

From augmented reality in the Destination Guide to highlighting the area in television commercials and engaging social media content, video has been a primary focus of our marketing efforts which have garnered awards, gained awareness and generated the kind of positive impact only tourism can bring—a combination of tax revenues, employment, quality of life and hometown pride.

VISITOR SPENDING MEANS RESIDENT SAVINGS.

In 2018, tourism generated \$34.84 million in combined state and local tax revenues saving each household in Cabarrus County \$493 in taxes.

VISITOR SPENDING MEANS OPPORTUNITY.

The tourism industry in Cabarrus County directly employs 4,650 people and generated \$111 million in payroll last year.

VISITOR SPENDING MEANS QUALITY OF LIFE.

Because of its appealing mix of tourism-related entities, from breweries to big attractions, Cabarrus County is a place where people want to be.

It's a true privilege to represent such a dynamic destination. With the support of our Board of Directors, elected officials and community stakeholders, we look forward to spending another successful year telling the stories of Cabarrus County and inspiring travelers to meet us at the intersection of tradition, excitement and innovation.



Warm regards,

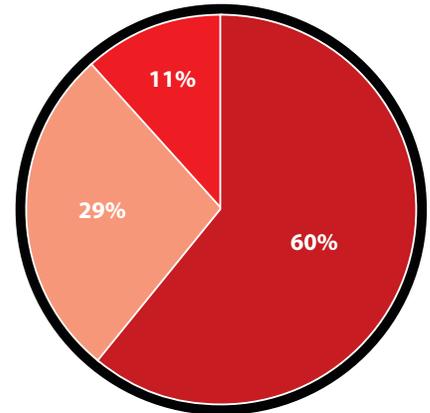
Donna Carpenter

President // CEO

FY2019 YEAR-END REPORT

Over the past decade, Cabarrus County has enjoyed a time of unprecedented growth in overall tourism impact. Visitor Spending has increased from 275 million to nearly 470 million generating over 8 million dollars in local taxes on an annual basis. Hotels produced a record demand of 755,869 rooms in 2018. This represents a 9 percent increase over 2017. While demand grew in 2018, average daily rates fell by two percent. The combination of room demand and average daily rates generated a revenue per available room of \$70.67. Visitation to Cabarrus County can be identified by three different visitor segments: Corporate, Group, and Leisure. Corporate and Group are assisting Sunday through Thursday room production while Leisure is driving weekend business. Cabarrus County, known as a motorsports destination, provides a diverse offering of attractions and events. New attractions that opened in early 2019 include iFLY Indoor Skydiving and the Mustang Owner's Museum.

Total Bureau revenues for year-end FY2019 are forecasted at \$5,754,440. The FY2020 budget has been set at \$5,895,007. The Bureau receives 99 percent of its funding through a six percent Occupancy Tax on hotel stays. That rate is not changing in FY2020. It is anticipated that the two percent budget growth in revenues will be driven mostly by average daily rates. The Bureau's focus will continue to be on driving additional demand during need periods for the destination. The Bureau operates on a zero-based budget, and the expenditures will be divided into three major categories: Salary and Wage at 29 percent, Administration and Operations at 11 percent and Sales and Marketing at 60 percent. These allocations outperform the industry standard allocations of 37 percent, 11 percent and 52 percent respectively. The Bureau's goal is always to control and lower fixed costs while driving additional budget dollars into sales and marketing which represents the mission and vision of the organization. The Bureau's budget has pre-allocated expenses of 19 percent with 10 percent being retained by the County for administrative collection and sports facility development funding.



Salary & Wage: 29%
Administration & Operations: 11%
Sales & Marketing: 60%

The Bureau will continue to utilize data as a resource for making targeted sales and marketing decisions. In the past, year a new platform that is being analyzed is airline data. The Bureau has the ability to track inbound flights coming into Concord-Padgett Regional Airport as well as Charlotte Douglas International Airport. Through studying the airline data, the Bureau can determine which originating destinations perform the best. That type of information allows the Bureau to target visitors in those destinations that have an affinity to travel to Cabarrus County.

In the upcoming year, the Bureau will be looking to expand on sports development opportunities. Through the improvement of existing sporting venues, we hope to attract newer and larger groups looking to Cabarrus County as a potential host for their events. The Bureau will also begin to prepare for the RNC, which will be held August 2020 in Charlotte. Cabarrus County hosted many state delegations during the DNC in 2012 and we look forward to showcasing Cabarrus County again to a national audience.



Sincerely,

John Mills, CDME
Executive Vice President



Jessica McDonald
Accounting Coordinator

SUPPORTING ROLE:

Provide a Platform
for Local Businesses
to Harvest Visitor
Demand

SUPPORTING ROLE:

Stimulate Both Visitor
Circulation and
Spending
Post-Arrival

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:

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





Michael Bonoffski, CDME

Senior Vice President,
Marketing & Communications



Kristen Cranford

Marketing Coordinator



Julie Hinson, TMP

Communications Manager



Jenna Wines

Digital Marketing Manager

THERE'S ONLY ONE CABARRUS COUNTY

PROMOTING CABARRUS COUNTY AS A TOTAL ENTERTAINMENT DESTINATION THAT OFFERS ADRENALINE EXPERIENCES, FAMILY-FRIENDLY FUN, UNMATCHED SHOPPING, HISTORIC ATTRACTIONS AND HAND-CRAFTED FOOD AND SPIRITS

BACKGROUND

For FY2020, we are continuing to optimize our marketing communication efforts by focusing on digital strategies that get us closer to travel decisionmakers and targeting audiences who demonstrate the best conversion potential. Our paid advertising efforts will extend to new geographies that exhibit a higher propensity to visit Cabarrus County via research data, namely New York, New Jersey and Florida. Creatively there will be a shift so that motorsports aligns with adrenaline-based activities, and we'll continue to highlight the range of experiences that are "only" found in Cabarrus County such as family-friendly fun, shopping, historic attractions and the craft spirits scene.

OBJECTIVE

In order to support the business objective of driving hotel revenue, our marketing objective is to continue driving awareness and understanding of Cabarrus County and the unique experiences it offers. Our overarching goal from a paid perspective is to drive traffic to VisitCabarrus.com. Once visitors are on site, our plan is to increase engagement by offering deeper content that supports travel decision-making and to create a more prominent call to action around "places to stay." The more online resources we offer the potential traveler, the better chance we have at influencing the customer journey and ultimately impacting revenue for the county. The following provides an overview of the integrated marketing plan.

STRATEGIES

The integrated communication plan will include a mix of advertising, digital, search, social, content, public relations and SEO strategies to drive awareness, engagement and, in some cases, leads. The paid portion of the campaign is projected to achieve 100,000,000 impressions.

PRIMARY TARGET:

- Adults 25-49, household income of \$30k - \$120k
- Adults 25-49 without children, motorsports enthusiasts
- Women, 25-54 with children, household income of \$30k - \$120k

SECONDARY TARGET:

- Women, 35+ who are passionate about travel and read Country Living, Good Housekeeping and Women's Day

CAMPAIGN GEOGRAPHIES:

- North Carolina, South Carolina, Georgia, Virginia, Florida, New York, New Jersey

TACTICS

AWARENESS-DRIVING PRINT MEDIA

- Hearst Travel Group: Good Housekeeping, Women's Day, Country Living
- Publication also offers leads derived from Destination Guide requests

AWARENESS-DRIVING DIGITAL MEDIA

Moving into FY2020, the paid media plan will continue using programmatic display and video advertising, consolidated under one De-



mand Side Platform (DSP) in order to optimize spend and achieve scale. The agency will work within the platform to establish targeting based on user interests and online activity, look-a-like user models, and contextual keywords. The geography of the program has expanded to include New York, New Jersey and Florida markets. Catchment Destination Analysis data indicates that visitors are flying in from these areas and staying in zip code 28027.

- **Programmatic Display and Video:** This program includes standard display and video units across desktop, mobile and tablet devices. The DSP also provides access to private marketplace deals which allows us to access a publisher's inventory in lieu of going direct, e.g. TripAdvisor. This program includes Connected TV / Over-The-Top TV impressions where we will feature 15 and 30 second "Only in Cabarrus" spots.

- **Publisher Direct Display (Visit NC):** Using this site's first party data, we can get our messages in front of users that are actively searching for NC and SC destinations. Our display ads will retarget users who visited the following VisitNC pages: attractions, kids and family, and culture.

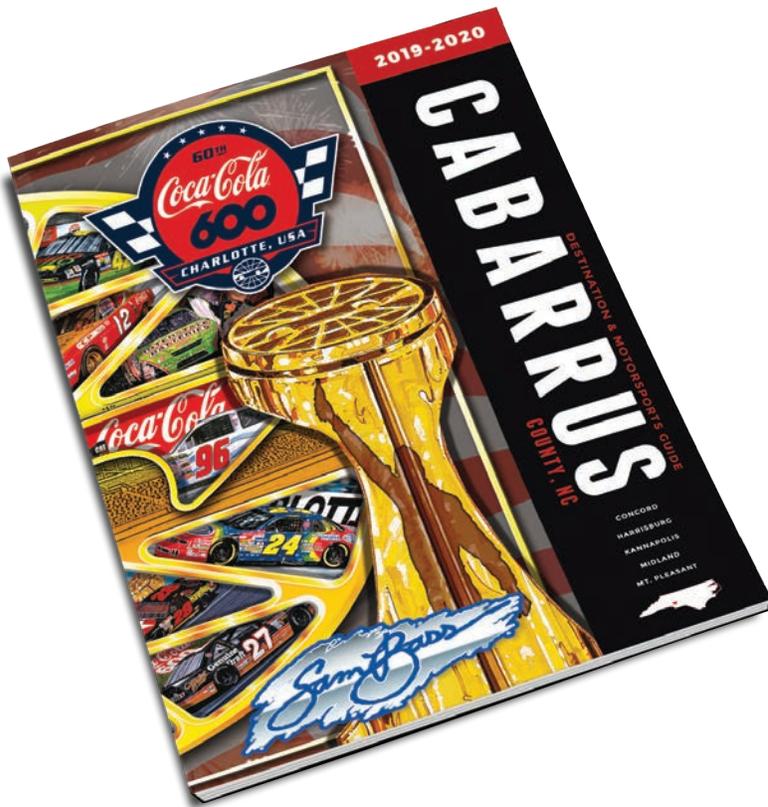
- **Paid Social:** We will use Facebook, Instagram and YouTube platforms to deploy campaigns that continue driving awareness for what makes Cabarrus so unique – adrenaline activities, family-friendly fun, shopping, historic attractions and craft food and beverages. Our targeting will focus on demographic data, behavioral interests, look-a-likes and retargeting to get our key messages in front of the right users. We intend to monitor campaign activity on a monthly basis and optimize based on performance.

ENGAGEMENT-FOCUSED PAID MEDIA

- **Paid Search:** This tactic allows us to be in front of our key targets as they actively search for relevant information. We will continue to use relevant keywords based on user-initiated searches and develop campaigns that drive users to relevant pages. Campaigns will be optimized by focusing on the highest quality site traffic, conversions and the lowest Cost Per Click. We can also use this tactic to drive leads (e.g. request for RFPs) for the group side of the business.

MOWER

Approximately 81% of the leisure budget will be allocated to working with a third-party agency that will provide an integrated, revenue-generating marketing and communications plan through ideation, implementation and continued monitoring and analysis. This will include measurable and results-driven programs that are working toward driving visitors to stay and spend in Cabarrus County. The agency will collaborate with and complement the in-house staff and other third-party partners to optimize leisure marketing efforts where necessary.



THE OFFICIAL TRAVEL RESOURCE

FOR CONCORD, KANNAPOLIS, HARRISBURG,
MIDLAND & MT. PLEASANT, NC

The 76-page publication is a free, comprehensive resource to the county's attractions, lodging and shopping options, full-service restaurants, historical sites, sports and recreation facilities and more.

As a special tribute to NASCAR artist, Sam Bass and to mark the 60th Coca-Cola 600, the cover of the 2019-20 Destination & Motorsports Guide features a design Bass created to commemorate the 2009 race. Inside, stories showcase new attractions, seasonal itineraries, the craft beverage scene in Cabarrus County, and more alongside all the information needed to explore everything the area has to offer.

Augmented reality (AR) brings the Guide to life when paired with the free Visit Cabarrus app. To access exclusive videos, download or update the app in the App Store or Google Play. Then, hover the device over any image with the AR icon and follow the prompts.

From campgrounds and hotels to banks, local businesses and other area CVB's, the Destination Guide is currently available in 137 locations, not only in Cabarrus County but throughout the state of North Carolina. The Cabarrus County Destination & Motorsports Guide is available free of charge and can be acquired by:

- Stopping at the Cabarrus County Visitor Information Center, participating lodging partners, local attractions and small businesses
- Calling the Cabarrus County Visitor Information Center at 800-848-3740
- Accessing the digital version and requesting a hard copy online at VisitCabarrus.com

GOAL

Distribute over 90,000 copies

STRATEGIES

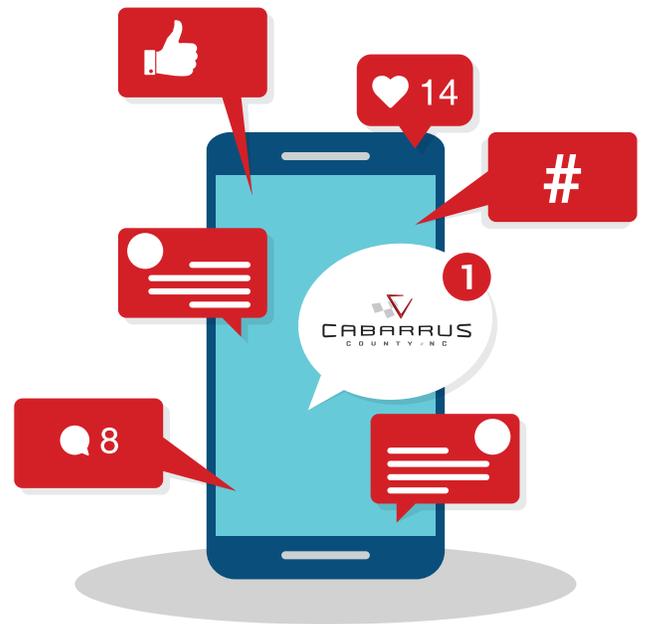
- Continue Visitor Services Partner Connection weekly deliveries to ensure all participating hotels, attractions and restaurants always have an ample supply
 - Continue in-room stocking program at participating lodging properties
 - Collaborate with Destination Services to ensure every group, meeting planner and FAM tour receives the Guide as part of their welcome package
 - Educate and encourage partners who do not currently offer the Guide at their location to provide this helpful resource to their guests

WE'RE SOCIAL

Our goal is to continue using organic social media as a function of marketing and PR to share information, ideas, images and original content while conversing with visitors past, present and future. Our social media channels are an owned platform where we can amplify our key messages, cultivate new fans and share timely information and experiences with our audience.

GOALS

- Drive traffic to VisitCabarrus.com
- Humanize and become a trusted source for visitor information
- Increase audience engagement and create connections.
- Offer suggestions giving fans a reason to visit and stay overnight
- Develop and maintain an editorial calendar inclusive of social media that features a range of current and evergreen content. Integrate flexibility to react quickly to current events
- Utilize reporting tools and visitor experiences shared on social outlets to report ROI to the Board of Directors. Review analytics daily/weekly
- Curate meaningful content. Search for local bloggers or visitors and share their experiences
- Dedicate a budget for social media to boost/sponsor posts on all platforms
- Use social media as a marketing extension to engage visitors and others in "real time" to influence their decisions



STRATEGIES

- Answer questions
- Create signage and displays around major attractions and events with #WhereRacingLives
- Focus on calendar of events, pop-culture and current events within the destination
- Cross promote social media outlets with one another. Share Instagram photos on Twitter, Facebook, etc...
- Develop more promotions. Enter to win a trip to #WhereRacingLives – complete with hotel, race tickets, airfare, and prize pack/welcome gift
- Gain trust with direct communication
- Cultivate stories on how visitors enjoy their time in Cabarrus County
- Focus on brand storytelling and sharing experiences

EVOLVE OUR CONTENT STRATEGY OVER TIME

Develop and evolve our content strategy over time to address what's going on in our industry, with our audience and in the world around us. Creating more dynamic content across the website that supports and reinforces travel decision-making will increase time onsite, site sessions and overall engagement so we can be a true resource to the potential traveler.



Facebook

Visit Cabarrus

facebook.com/visitcabarrus



Instagram

@VisitCabarrus

instagram.com/visitcabarrus



Twitter

@VisitCabarrus

twitter.com/visitcabarrus



YouTube

Visit Cabarrus

youtube.com/racinglives

VISITCABARRUS.COM:

REINFORCING THE CORE PILLARS OF WHAT'S UNIQUE AND ONLY IN CABARRUS

LEISURE WEBSITE

The site was relaunched in 2017 and we plan to continue evolving its utility so it becomes an even more robust digital resource for travelers. The overall site maintenance, analytics and reporting, and SEO monitoring will be managed at Mower.

ANALYTICS REPORTING AND OPTIMIZATION

Quarterly Website/Campaign Reporting – Through the creation of a Google Analytics dashboard, Mower will monitor and report on website performance and general paid advertising performance.

- Reports will provide topline insights into audience, their behaviors, their traffic sources and their conversion activities
- Mower will also analyze where visitors came from, how long they stayed, their geographical location, if they are new or returning and highlights of best performing pages
- Mower will also share topline performance of the paid advertising and paid search campaigns in order to optimize targeting and general performance

Year-End Campaign Reporting – A comprehensive analysis of the overarching integrated campaign will be developed annually to assess how each marketing tactic contributed toward business objectives.

- Merging data/reports from paid search, media, PR and all other channels, this deep-dive will delve into how each marketing channel is contributing to overarching campaign goals
- Mower will provide insights on campaign performance and recommendations necessary for better results in the upcoming fiscal year

SEO Monitoring and Reporting – SEO monitoring is less about reporting on rankings for individual keywords and more about continuously identifying your brand's opportunity for: getting more quality traffic, getting more of that traffic to engage meaningfully and getting more of that traffic to convert.

Mower will provide monthly reports and we'll meet quarterly to talk through formal insights and recommendations. The SEO Impact reports unearth how much traffic is coming from Google, top keywords, top user queries and visited pages, site traffic and conversions.

WEBSITE TOOLS AND MAINTENANCE

Additionally, Mower and the Cabarrus team will work together to maintain existing tools and technologies such as:

- Firefold hosting
- Leisure website hosting
- Business website hosting
- Simpleview API forms & listings
- CRM tool
- Domain renewals/purchases

MOBILE SITE

Responsive web design will deliver the same user experience across all platforms and devices and will respond to the user's behavior and environment based on screen size and orientation.

BUSINESS WEBSITE – CABCOCVB.COM

The re-vamped business website, CabCoCVB.com, was built with the goal of having an easily accessible and user-friendly site that can change and grow with our organization. Changes to widgets and template versions are needed for the basic upkeep of this site to function which will be made in-house.



INSPIRATION THAT ENCOURAGES

TRAVELERS TO SEEK, EXPLORE AND SHARE OUR AREA'S AUTHENTICITY

The goal of the Cabarrus County CVB's Communications and PR department is to educate, inspire and motivate audiences to visit through influential story placements that position Cabarrus County as one of the most vibrant visitor destinations in the Southeast. In 2019-20, the CVB's PR efforts continue to be extended and strengthened by our partnership with Mower.

OBJECTIVES

- Drive awareness and credibility that Cabarrus County is an affordable, family-friendly total entertainment destination
- Attend media missions/industry conferences to actively promote our destination to media
- Host individual press trips to expose media to Cabarrus County and build relationships

STRATEGIES

- Build earned media buzz through PR and social media
- Build relationships with community stakeholders, industry partners, and both traditional and nontraditional journalists
- Enrich community relations and cultivate destination ambassadors within the area by showcasing how the CVB's efforts generate positive economic impact and enhance quality of life
- Develop evergreen and seasonal content that deepens engagement on the website and supports the user's journey as they research destinations to visit in NC

TACTICS

- Build editorial calendars to guide integrated content development for pitches, website/blog and social media

that outlines compelling reasons to visit, travel trends, upcoming events, anniversaries and more

- Update content on CabCoCVB.com and VisitCabarrus.com to support search engine optimization strategy
- Create "Only in Cabarrus" themed media mailers to secure press trips
- Develop tailored press trip itineraries for journalists to secure diverse media coverage
- Plan drive market activations that bring Cabarrus County to prospective visitors and media in key markets
- Continue using Cision software to qualify journalists and monitor coverage
- Maintain membership with industry organizations including the Public Relations Society of America
- Participate in partner initiatives and state-wide promotions and opportunities including National Travel & Tourism Week and NC Beer Month
- Monitor partner sites to uncover story angles (new offerings, area history and culture, etc.)
- Contribute to municipal communications and participate in local speaking opportunities including Rotary groups and citizen academies





John Poole
Senior Vice President,
Sales & Destination Services



Jarrod Rabatin
Sales Manager
Sports, Car Clubs



Garrett Wood
Sales Manager
Corporate/Association, Religious

EFFECTIVELY PROMOTING CABARRUS COUNTY'S HOSPITALITY ASSETS

The Cabarrus County CVB Sales and Services Team will continue to provide our hotels with group room night leads for “need” periods they have identified. Our plan will include improved business development, updated collateral, membership involvement, customer familiarization trips and market specific sponsorship.

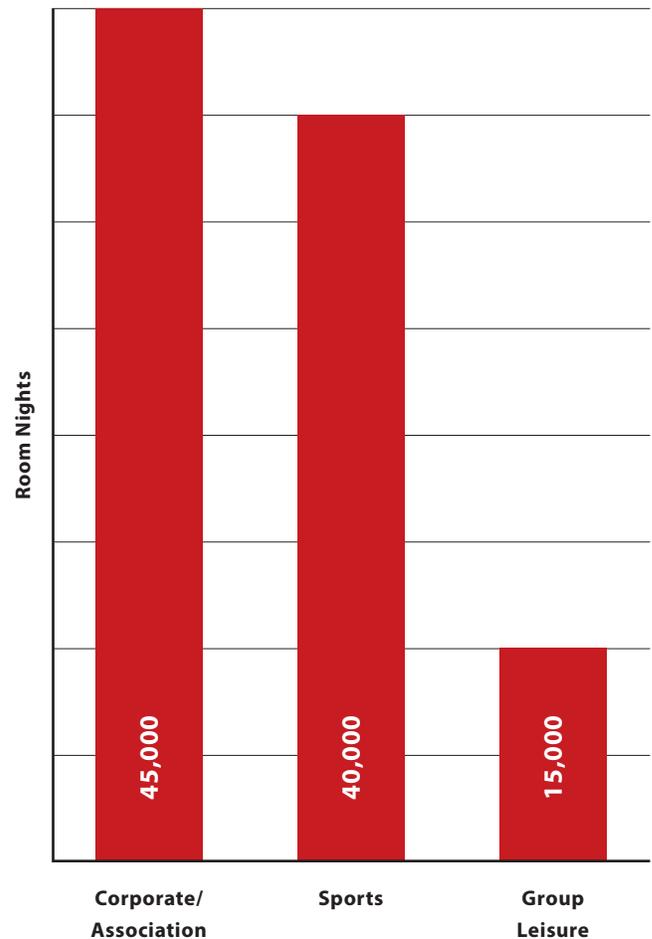
We will continue to find group room night leads from the following markets:

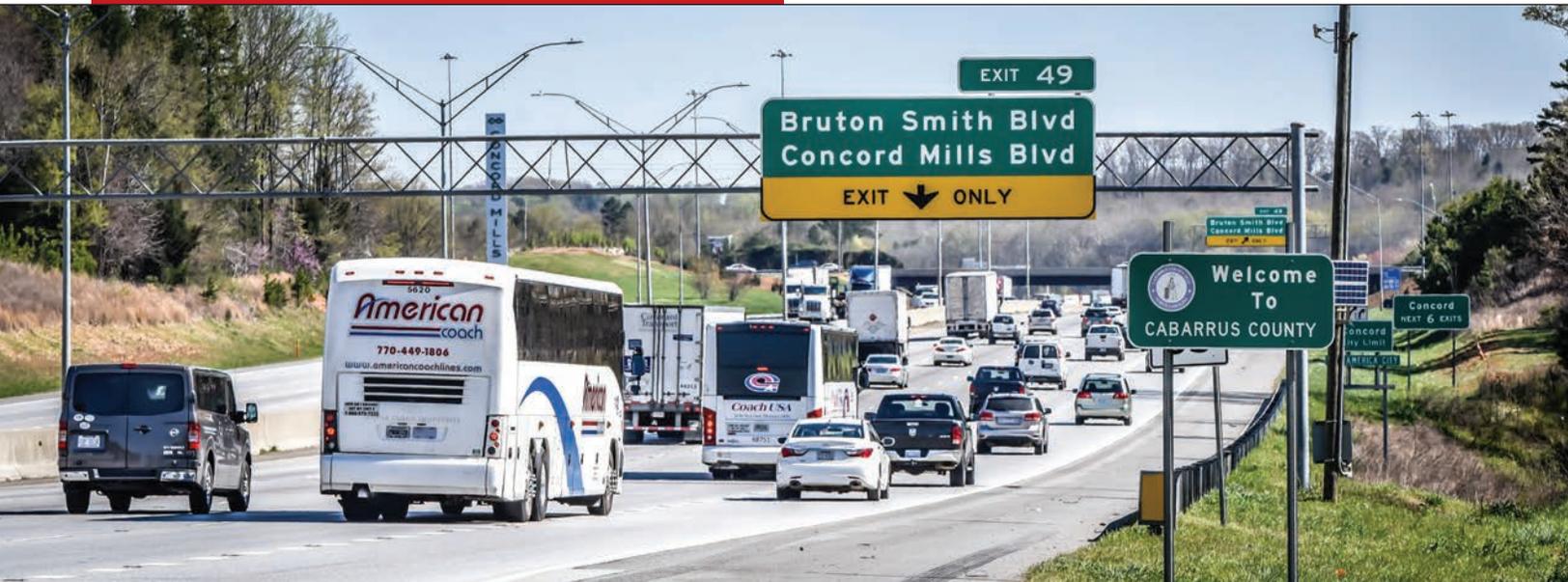
- Local & Regional Associations
- Corporate Meetings
- Sports - Traditional (Baseball, Lacrosse, Soccer, Tennis, Runners, etc.)
- Sports - Nontraditional (Four-Legged Shows, Corn Hole, Quidditch, etc.)
- Third Party Meeting Planners – Helms Briscoe, Conference Direct & Experient
- Religious Groups
- Automobile Clubs
- Group Tours
- Military Groups
- Fraternal Groups
- Social Groups
- Educational Groups

ROOM NIGHT GOALS

The primary objective is to generate 225 leads that produce 100,000 total lead room nights for the county’s hotels. We will assist the hotels in converting 25% of these room nights to definite room nights.

FY2020 - ROOM NIGHT GOALS





BUSINESS DEVELOPMENT

The goal is to be in-front of new customers and to be in touch with repeat customers. We will focus on building strong relationships to encourage group room night leads. Sales managers will allocate time as follows:

- 30% reaching out to current database to prospect for group business
- 20% reaching out to target accounts resulting in group leads
- 20% responding to incoming leads and conducting site inspections
- 30% prospecting leads generated from tradeshows attended

COLLATERAL PRODUCTION

Our goal in FY20 is to provide clients with market specific profile sheets. These market specific profile sheets will provide clients with detailed information on our destination and make it easy to see the advantages of booking Cabarrus County.

There is strong competition and to be competitive our material must be new, branded and provide updated destination information that is market specific.

MEMBERSHIP

The CVB Sales and Services team are members of professional organizations that are specific to each managers market segment. Our goal in FY20 is to become involved with each organization we belong to. We will become committee members and board members who help the organization achieve the goals they have set out to accomplish.

We will also use this opportunity to build new relationships with

the members of the organization to secure new group business for Cabarrus County.

FAMILIARIZATION TRIPS

During the NC Travel Industry Association's 2019 Tourism Achievement Awards, the Cabarrus County CVB received Gold in the Meetings & Conventions Marketing award category for a personalized approach to showcasing the destination and building relationships with meeting planners during familiarization tours over the last year. We will continue this approach and conduct a total of five FAM trips in FY20. Current customers and new customers will be invited from each market segment to Cabarrus County. Our goal is to introduce the destination as a meeting site and to build a strong working relationship that generates group room nights for the destination.

ADVERTISING

Advertising approach in FY20 will be business to business sponsorship. Being in front of customers at designated tradeshows will provide the exposure needed to evoke destination awareness. All sponsorship advertising will be on brand to ensure consistency in all markets.

CORPORATE GROUPS

The priority is to continue to build relationships with local corporate customers and third party meeting planners to generate corporate group leads for Cabarrus County.

A targeted list of local companies such as Gordon Foods, TIAA, Electrolux, Corning, Food Lion/Delhaize and Lowes will be contacted and qualified for group business for Cabarrus County.

Another focus is third party meeting planners such as Helms Briscoe,

Conference Direct, Experient, SPIN (Senior Planners Industry Network) and HPN (Hospitality Partners Network). We will call on and attend their annual tradeshows to generate group leads.

Another organization that is key to our success is Meeting Planners International (MPI). We will continue to attend yearly MPI tradeshows to generate new group leads, meet new meeting planners and extend an invitations to one of the five familiarization trips to Cabarrus County.

By enhancing our web listings on third party meeting planner platforms and by attending industry related tradeshows, we will achieve our annual goal of 20,000 group room nights.

The Corporate Sales Manager will attend seven corporate tradeshows in FY20 to continue to build relationships and generate new corporate business for Cabarrus County.

The advertising spend for print/digital marketing in this market has decreased year-over-year in favor of a face-to-face approach.

ASSOCIATIONS GROUPS

Re-energizing our relationship within Association Executives of North Carolina (AENC) will be our primary goal in FY20. Our goal is to produce 25,000 group room nights leads for our hotel partners.

We will conduct regular sales trips to Raleigh, NC to do personal sales calls on associations meeting planners located in or near Raleigh.

We will attend all AENC events in FY20 to build relationships with planners and gain group business opportunities for Cabarrus County.

Third Party Planners also generate group leads from the Association market, so we will focus on inviting them to attend a familiarization trip in FY20.

The marketing spend on print and online advertising with AENC has increased for FY20.

We have branded ads appearing in AENC's monthly publication and the Cabarrus County ad will appear regularly on AENC's website.

GROUP LEISURE MARKET

Social, Military, Education, Religious, Fraternal & Group Tour

This is a very important market for our hotels in Cabarrus County as most of this group business falls over the weekends-business our hotels need and desire. The social, military, educational and fraternal business comes to us directly via personal phone calls or email. Our goal is to respond to these leads within a 24-hour period. We will also attend two religious tradeshows and two group tour tradeshows in FY20. Collectively our goal is to achieve 15,000 group room nights for our hotels.

Any advertising spend in this area will be limited to the religious market due to the fact our ROI is easily obtained.



LEISURE MARKET

Over the next fiscal year, we will attend two consumer tradeshows and one adventure tradeshow to promote Cabarrus County to the leisure consumer. These shows are held in proven feeder markets for North Carolina and Cabarrus County. Also, a strong focus will be put on prospecting third party leisure travel agencies such as AAA to aid in generating individual and group bookings.

SPORTS MARKET

Traditional Sports, Nontraditional Sports & Car Clubs

Currently, the demand with traditional sports such as baseball, soccer, gymnastics, tennis, lacrosse and football causing the need for more fields. We will work with those who organize these events to generate more teams from out of town to attend tournaments. We will also work with facility management to utilize county assets to the fullest. When tournament schedules are in place, we will identify dates when we can provide opportunities.

By attending sports related tradeshows (TEAMS and Connect Sports), we will meet with sports organizations looking for new venues to host one-off events which can have a positive economic impact on Cabarrus County.

Nontraditional sports such as quidditch, flag football, corn hole, pickleball, e-sports, and disc golf will also be solicited. These events can use open fields and nontraditional venues which can be booked on the same weekend as a traditional sporting event increasing the economic impact to Cabarrus County.

As a motorsports destination, car clubs are automatically attracted to Cabarrus County. To generate more interest, we will solicit nearby clubs and work with similar racing destinations to discover new opportunities. Our goal is to generate 40,000 group room night leads for our hotels from the sports market. With the opening of the Mustang Owner's Museum and our relationship with Charlotte Motor Speedway and Frank Liske Park, we should easily obtain this goal.



Kim Towery

Leisure Sales & Services Manager



Stephanie Jachym

Destination Services Coordinator

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

The Cabarrus County CVB Destinations Services Team provides visiting meeting planners with information and resources to ensure a successful meeting, event or tour which include but not limited to:

- Destination Guides
- Local Vendor Referrals
- Mobile Marketing Units
- Pre-Promotional Assistance
- Site Visit Facilitation
- Tours and Activities
- Online Housing
- Room Night Pick-up Reports
- Discount Program
- Post-Event Satisfaction Survey
- Welcome Bags
- Volunteer Coordination
- Vendor Referrals
- Maps, Directions or Signage
- Marketing Assistance
- Welcome Desks
- VIP Amenities

The primary mission of the Destination Services team is to understand the planner's objectives for a successful meeting in Cabarrus County and assist in achieving these goals. The team will go above and beyond to meet these requests.

We will work with our clients to increase overnight stays in Cabarrus County. We will even attend the prior year's conference to promote the upcoming meeting/conference in Cabarrus County. We will provide videos, photos and itineraries that highlight Cabarrus County to help create excitement for the upcoming trip to Cabarrus County.

The Destination Services team is also tasked with increasing repeat business. We do this by building solid relationships and by always having the right amount of energy to create the "Where Racing Lives" experience.

We continue to offer specialized services to our groups such as online housing, destination tourism assistance, print advertising and spousal programs.

We work hard to build an entire team of support to help meeting planners accomplish their objectives in Cabarrus County.

**Gayle Love Lee**

Vice President,
Partnership & Visitor Services

**Sara Bair**

Partnership Manager

**Amber Levi**

Visitor Services Manager

**William Green**

Visitor Services Coordinator

**Rebecca Powell**

Visitor Services Coordinator

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

VISITOR SERVICES

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

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

The goal of Visitor Services is done in conjunction with the CVB's Partner programs which help prepare, educate and train our partners ensuring every visit is exceptional.

THE VISITOR WHILE IN CABARRUS COUNTY

GOALS

- Increase Visitor Center traffic by 10%
- Continue to draw in local residents to raise awareness of the Visitor Center
- Increase data collected during mobile marketing unit activations

- 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
- Increase partner diversity in the referral card program

STRATEGIES

- Conduct annual meetings with hotel front desk staff to keep them aware of Visitor Center programs as it relates to the visitor and them
- Engage visitors staying at campgrounds during the races and at large sporting events
- Encourage Cabarrus County businesses to hold off-site meetings at the CVB
- In-depth training to bolster the knowledge of Travel Counselors, volunteers, front desk staff and other influencers
- Visit and update staff at the nine NC Welcome Centers and Visit NC Call Center



Photo by iFly Indoor Skydiving



COLLECTING VISITOR DATA FOR FUTURE MARKETING EFFORTS

GOALS

- Continue to collect critical information at local events for marketing
- Email leisure newsletter to database bi-monthly
- Record data on how Visitor Center traffic and inquiries hear about the Visitor Center
- Track why Concord-Padgett Regional Airport travelers are coming into Cabarrus County

STRATEGIES

- Keep referral programs fresh, use Fan Van at larger local events, regular visits to NC Welcome Centers
- Work with marketing to customize and target messages to the leisure traveler database through the newsletter email blast and social media channels
- Ensure Travel Counselors and volunteers are asking visitors how they found out about us and why they have traveled here for a customized experience

PARTNERSHIP

Partnership's overall goal is to develop strategic partnerships in which mutually beneficial relationships are forged between the Cabarrus CVB, hospitality partners and the local community. Destination and professional training and exposure is offered through education, networking, site visits, hosting events and our website.

GOALS

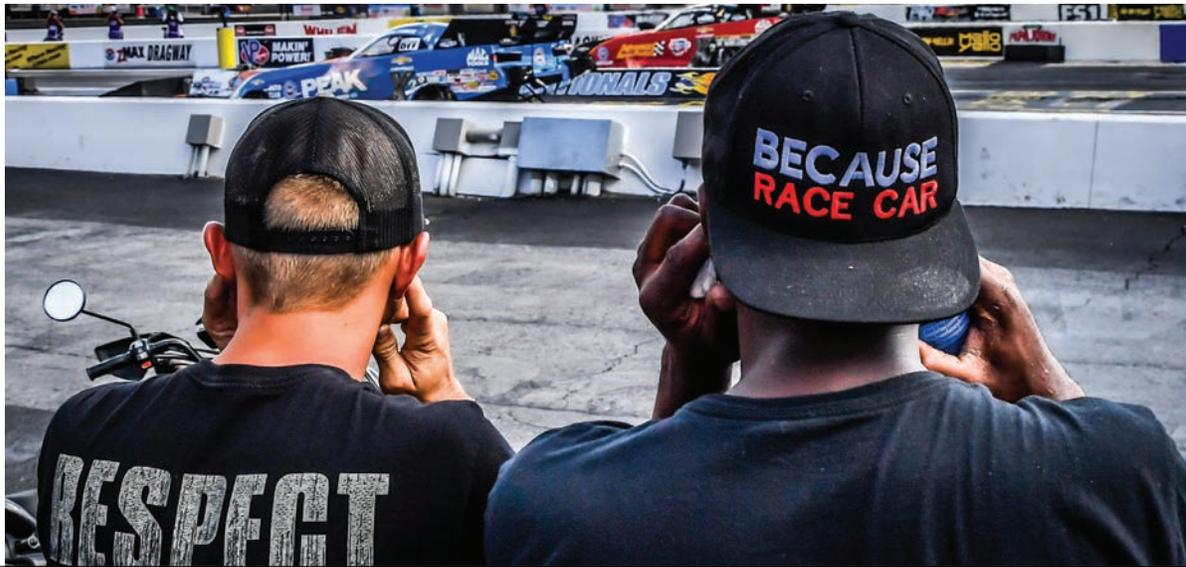
- Establish relationship with Amtrak in preparation of growth in Kannapolis

- Continue to highlight the CVB Partnership Department as the "go-to" for resources and connecting with other partners
- Continue to push partners to CVB Chatter Facebook Group
- Support CEO with advocacy efforts in Cabarrus County
- Urge partners to use itineraries that encourage visitors to extend their stay or come back
- Increase attendance for partnership meetings and Fuse events by 20%
- Increase awareness of the Visitor Center
- Communicate countywide tourism economic impact to non-traditional partners

STRATEGIES

- Meet with partners one-on-one or present at meetings when appropriate to relay the value of using the CVB extranet to help drive visitors to their organizations
- Visit five partners a week to discuss the extranet, networking opportunities, Visitor Center and all the tools offered by the CVB to help drive business to their organizations
- Continue to deliver excellent programming during partnership meetings while giving partners an opportunity to gain exposure through hosting an event
- Continue to hold special events during National Travel & Tourism Week
- Continue to hold the Golden Helmet Awards event in recognition of our stakeholders and partners
- Encourage traditional and nontraditional partners to utilize the CVB office meeting space
- Continue to present to local groups as part of tourism advocacy

1ST QUARTER – JULY, AUGUST, SEPTEMBER 2019**SATURDAY, JULY 20****Hospitality Night** – Kannapolis Intimidators**WEDNESDAY AUGUST 14****Fuse** – iFLY**TUESDAY, SEPTEMBER 17****Fuse** – Concord Mills 20th Anniversary, Concord Mills**2ND QUARTER – OCTOBER, NOVEMBER, DECEMBER 2019****WEDNESDAY, OCTOBER 16****Wake Up, Rev Up** – Social Media, Embassy Suites**WEDNESDAY, NOVEMBER 13****Hospitality Appreciation** – Food Truck Rally, Visitor Center**WEDNESDAY, DECEMBER 11****Golden Helmet Awards** – Charlotte Motor Speedway**3RD QUARTER – JANUARY, FEBRUARY, MARCH 2020****WEDNESDAY, JANUARY 8****Customer Service Program** – Great Wolf Lodge**WEDNESDAY, JANUARY 22****Fuse** – Southern Strain Brewing Company**WEDNESDAY, FEBRUARY 12****Wake Up, Rev Up** – Meeting Planner Panel, Courtyard**WEDNESDAY MARCH 11****Fuse** – Old Armor Beer Company**4TH QUARTER – APRIL, MAY, JUNE 2020****TUESDAY, APRIL 29****Tourism Summit** – Celebrating National Travel & Tourism Week
(May 3-9)**TUESDAY, MAY 5****Travel Rally Day** – Food Truck Rally, Visitor Center**TUESDAY, JUNE 9****Fuse** – Summer Shootout, Charlotte Motor Speedway



AUG 2019

KT – Local Wedding Show – Cabarrus Arena

JP – Connect Sports – Louisville, KY

SEP 2019

JP/JR – S.P.O.R.T.S Relationship Tradeshow – Panama City, FL

GW/JP – AENC - Partner Engagement – Pinehurst, NC

GW – MPI Carolinas Xchange – Cary, NC

KT – AAA Travel Show - Louisville, KY

KT – VMA/NCASC/NCMA (Triple Motor Coach Association) – Winston Salem, NC

OCT 2019

JP/JR – TEAMS Conference (Sports) – Anaheim, CA

KT – NC Association of Independent Schools - Raleigh, NC

GW – Connect Faith – Grand Rapids, MI

NOV 2019

JP/GW – SPINCON – Monterrey, CA

JP/GW – AENC Fall Conference – Cary, NC

DEC 2019

GW/JP – Association Executives of NC - Trade Show– Raleigh, NC

JP – Destination International - Sales Summit – TBA

JAN 2020

GW/JP – AENC Winter Conference – Raleigh, NC

SJ – ESPA Conference- Denver, CO

KT – Local Wedding Show - Cabarrus Arena

KT – ABA (American Bus Association) – Louisville, KY

FEB 2020

JP/GW – RCMA (Religious Conference Management Association) – Irvine, TX

KT – AAA Travel Showcase- Columbus, OH

KT – Travel and Adventure Show- Atlanta, GA

MAR 2020

JP – Visit NC - 365 Conference – TBA

GW – CMCA (Christian Meeting & Conventions Association) – Colorado Springs, CO

KT – Travel & Adventure Show – Washington, DC

KT – Travel South-Domestic, Baton Rouge, LA

KT – Greater Homeschool Convention, Greenville, SC

GW/JP – AENC Spring Conference – Raleigh, NC

APR 2020

TBA

MAY 2020

GW/JP – Conference Direct – Las Vegas

GW – Helms Briscoe Annual Conference (3rd Party Meeting Planner) – Las Vegas

JP/JR – NASC (National Association of Sports Commission) – Knoxville, TN

JUN 2020

No Planned Travel

JP – John Poole, Sr. VP of Sales & Services

GW – Garrett Wood, Sales Manager (Corporate, Association, Religious)

JR – Jarrod Rabatin, Sales Manager (Sports, Car Clubs)

KT – Kim Towery, Leisure Sales & Services Manager (Leisure, Group Tour, Military, Wedding & Family Reunions)

SJ – Stephanie Jachym, Destination Services Coordinator

EXECUTIVE TEAM

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VISITOR INFORMATION

Harrisburg

Midland



WHERE RACING LIVES
CABARRUS COUNTY - NORTH CAROLINA

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