

MEDIA BUYING & CO-OP INSIGHTS

Visit North Carolina Partner Webinar
July 10, 2025

TODAY'S WEBINAR PRESENTERS



Scott Peacock
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Communications, Visit
NC*



Stacey Rosseter
*Account Director at
Dotdash Meredith*

TODAY'S WEBINAR PRESENTERS



Nichole Maggio

*Director of Media,
luquire*



Hanna Huckabee

*Partner Programs
Manager, luquire*

AGENDA

- Media Consumption Trends
- Visit NC Traveler Profile
- Key Paid Media Definitions
- Visit NC's Paid Media Coop Offerings
- Where to Start
- Q&A
- Our Next Webinar



MEDIA CONSUMPTION TRENDS 2025

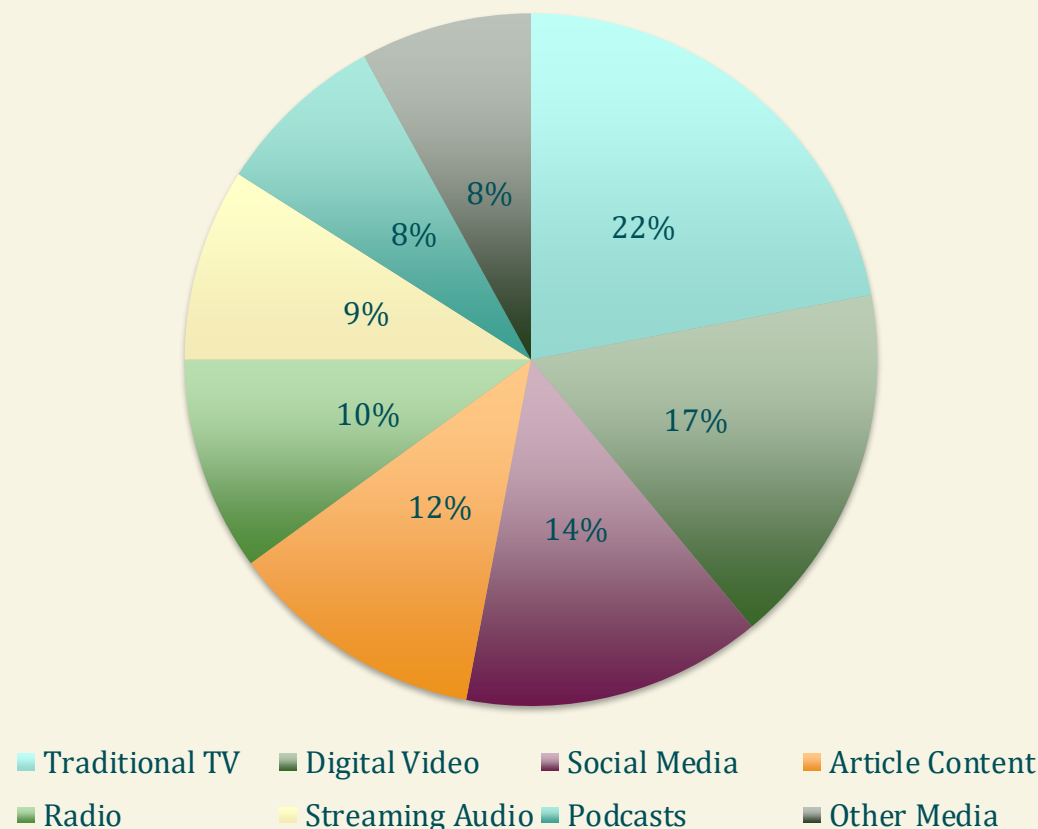
Free ad supported platforms like Pluto TV and Tubi are gaining popularity, growing at 10% annually

Younger consumers, particularly Gen Z, are gravitating towards creator content over traditional scripted TV and streaming

In Q1 2025, U.S. adults spent 66% of their ad-supported audio time with radio, 19% with podcasts, and 12% with streaming audio services

Social media has become the main news source for Americans, with 54% getting news from these platforms compared to 50% from TV

% of Time Spent



THE FREQUENT TRAVELER PROFILE

Demographic Highlights

% COMPOSITION



50% are Female



23% are 55-64 Years of Age

Mean Age: 49 | Median Age: 49



19% with Household Income of \$100-150k

Mean Income: \$131,281 | Median Income: \$113,939



30% with Some College



69% are Married



57% do not have Children Under Age 18

Top Social Media Networks

BY INDEX with minimum composition: 10%



LinkedIn

174



Nextdoor

131



X (Formerly Known as Twitter)

126



Instagram

118

reonate

Top Magazines Read

BY INDEX with minimum composition: 5%

310 Travel + Leisure

123 People

120 Allrecipes

111 AARP the Magazine

100 None of the Above

reonate

Top TV Networks

BY INDEX with minimum composition: 3%

393 ESPNU

309 ESPN 2

285 MLB Network

281 CBS Sports Network

265 Spectrum News

reonate

Over The Top Devices

BY INDEX with minimum composition: 3%

146 Apple TV

138 Smart TV

134 Google Chromecast

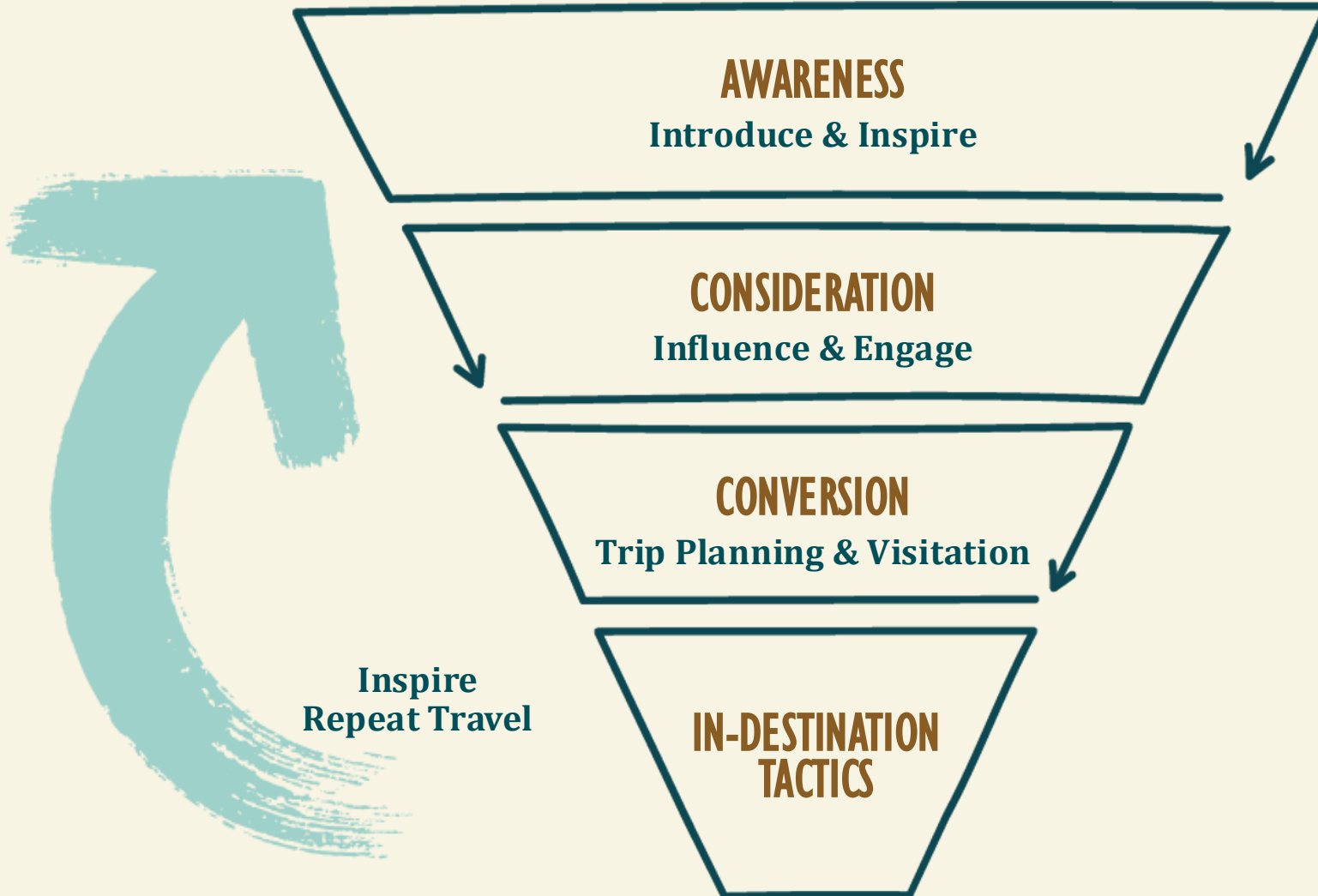
133 Amazon Fire TV Stick

97 Other

reonate

KEY DEFINITIONS

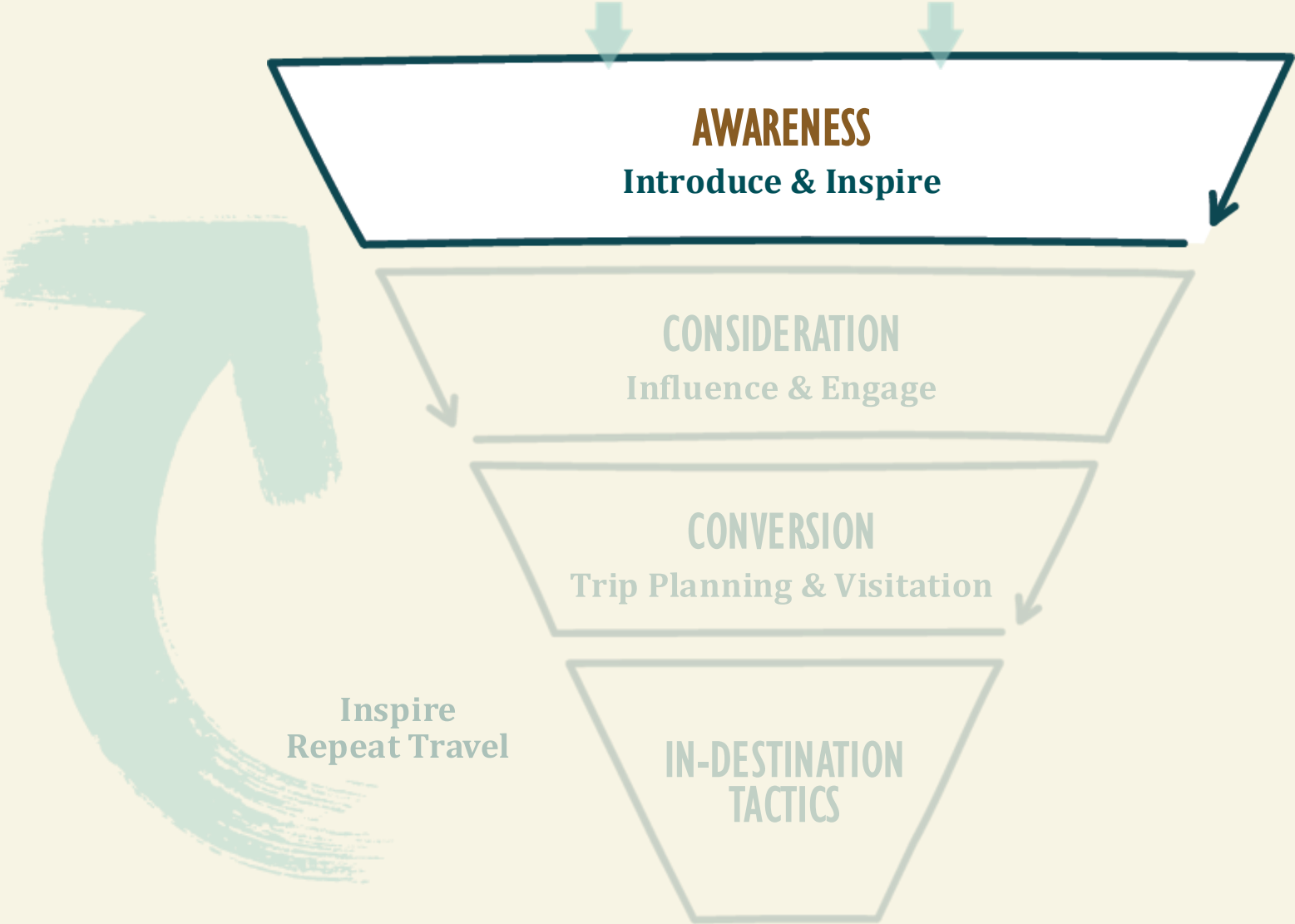
- **Display:** A static or animated ad in a handful of standard sizes that appears on a website or app next to, on top of or within content.
- **High Impact:** Visually larger, more interactive, or premium ad placements designed to grab attention.
- **Connected TV (CTV):** Video ads on the “big-screen” played through streaming devices like Smart TVs, Roku, Amazon Firesticks, etc.
- **Over-the-Top (OTT):** Refers to the content delivery itself; streaming programming accessed through iPads, mobile phones, laptops, etc. via the internet. OTT services include Hulu, Disney+, Tubi, etc.
- **Pre-roll Video:** Short video ads (ranging from :06-:30) that play before content. Usually referring to video ads on websites and not on the “big screen.”
- **Native Ad:** An ad meant to fit seamlessly into a website; matches the look, feel, and function of the content around it.
- **CPM:** Cost per 1,000 impressions; buying model for most media types.
- **Impression:** A single instance of an ad being served or viewed. This is not a unique figure.



PROGRAM MAP

Program Goal	KPI	Programs
Awareness	Reach, Brand Recall	Accuweather Garden & Gun OTT/CTV Streaming & Podcast Audio AARP HypeAuditor (Influencer) Linear TV
Consideration	Ad Engagement, Web Traffic	Curated Travel Whitelist Our State Custom Article Our State e-News Series Our State Dedicated e-News Paid Social
Conversion	Trips Booked, Foot Traffic	Sojern

Program Planning and Performance Learnings



LINEAR TV (LOCAL MARKET)

- Programming focuses on live tune-in moments
- Market opportunities include:
 - Charlotte or Raleigh
 - Greensboro
 - Wilmington
 - Greenville or Asheville
- Spot lengths include :05, :10 and :30
- Spot production assistance is available through Spectrum for additional value

AWARENESS PROGRAMS

- Programs range from Video to Audio and Display tactics.
- Video programs include CTV/OTT, which accounts for a significant portion of all TV viewing hours.
- Audio inventory grants access to the 23.5% of all internet users who stream podcasts and 90% of streaming audio users.
- Display tactics provide measurable impact to your campaign goals.

Program Name	Asset Type
AccuWeather	Display
Garden & Gun	Display
OTT/CTV	Video
Streaming & Podcast Audio	Audio
AARP	Display
HypeAuditor	Creator

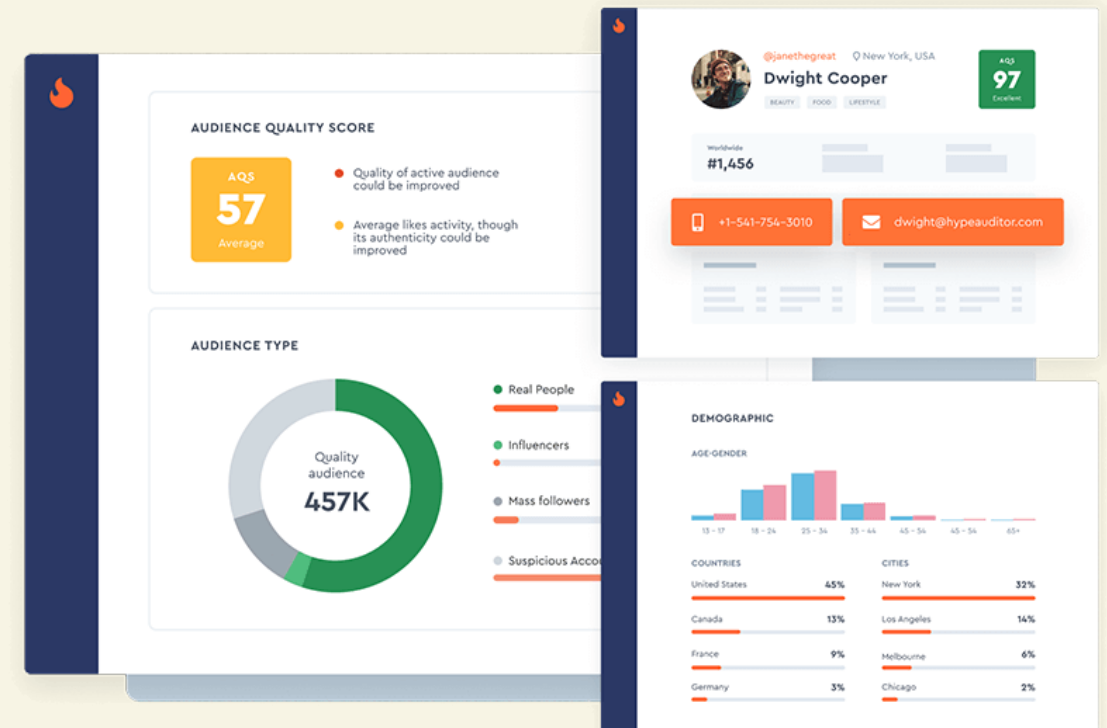
INFLUENCER PROGRAM (HYPEAUDITOR)

Program Process:

- Partners complete a creator intake form outlining their wish-list and needs.
- Luquire and Visit NC will curate a list of 10 creators tailored to each partner's needs.
- Partners receive a detailed deck showcasing the curated creators with content ideas

Partner Responsibility:

- Luquire provides the curated list but does not manage activations.
- Partners handle outreach and execution of activations with the creators.



Influencer profile

- Check influencer
- Home
- Recruitment
- My Network**
- Media Plans
- Campaigns
- Outreach
- Market Analysis
- Tops & trends

Lauren James | coastal life...
63.3K total audience
United States (USA) - Wilmington
Unlock email

+ Add to...

Send message...

Favorite Copy Similar

My Network Prospects

Media Plans 1

> Notes Add note

> Profile Edit

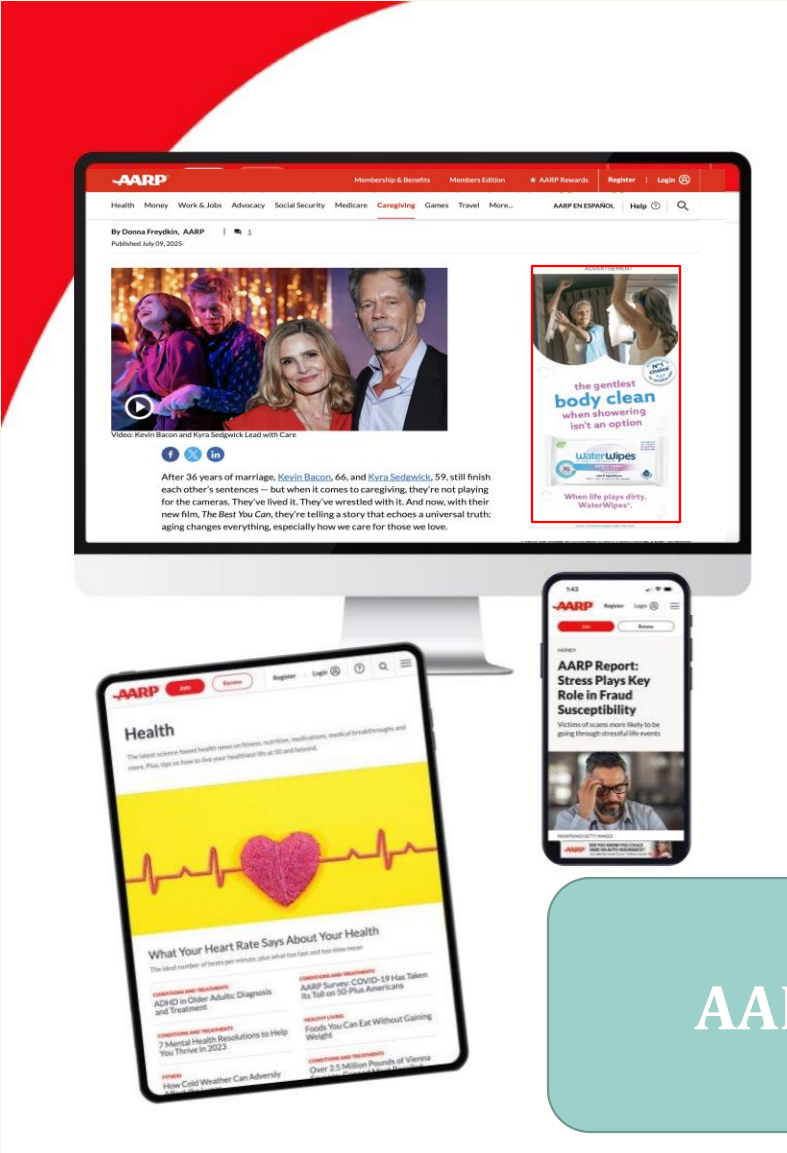
laurensuitscase, 63.3K

ER 3.17%	Avg. Likes 2K	Est. Reach 23.6K	Est. Post price \$216
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@LAURENSUITSCASE · 63.3K FOLLOWERS

Lauren James | coastal lifestyle + travel
my postcard collection 📮 lifestyle, travel, & adventure 🏡wilmington, nc ❤️email for collabs:
laurensuitscase@gmail.com

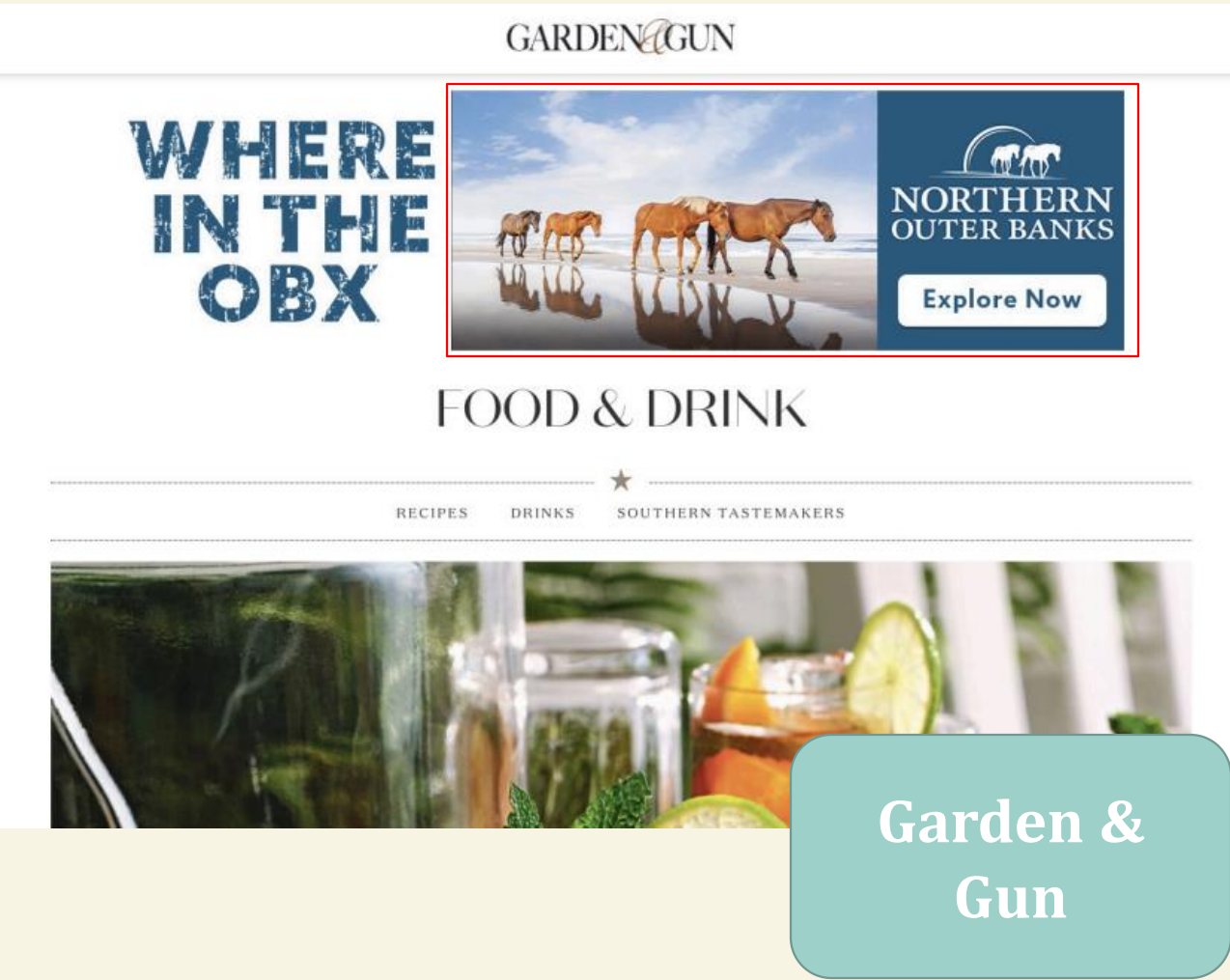
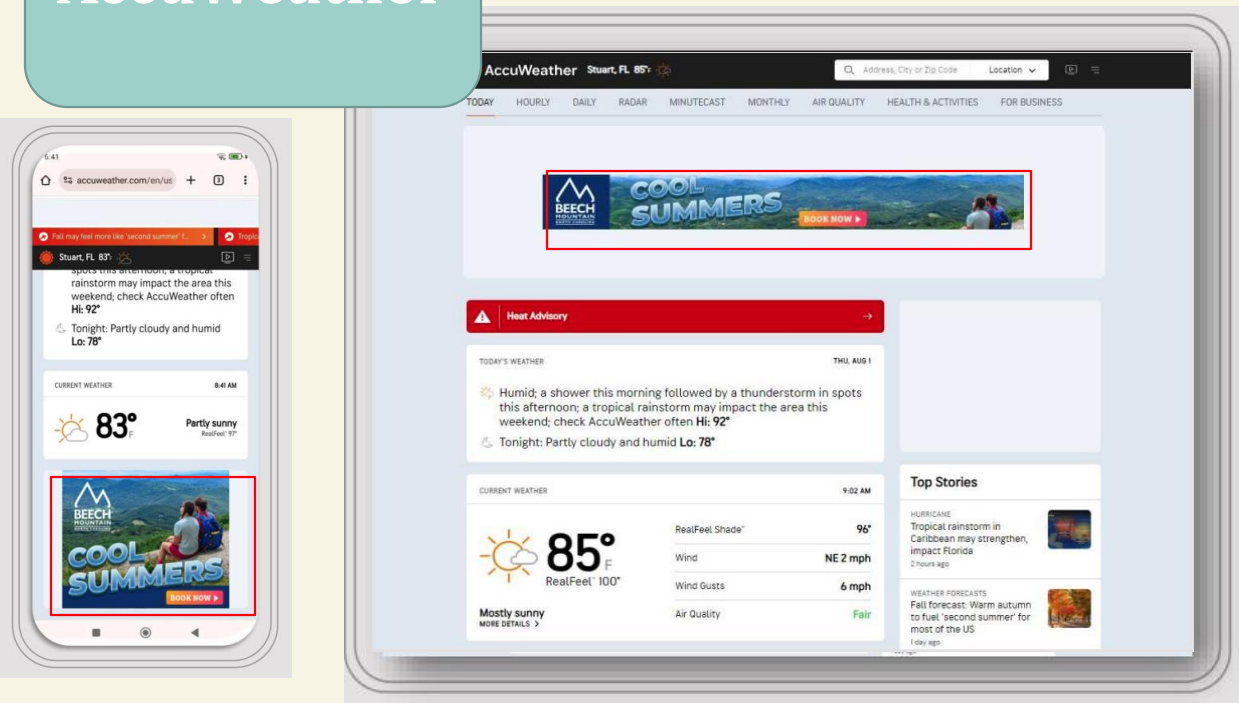
HypeAuditor
(Creator
output)



AARP

VISUAL EXAMPLES

AccuWeather



EXAMPLES CONTINUED

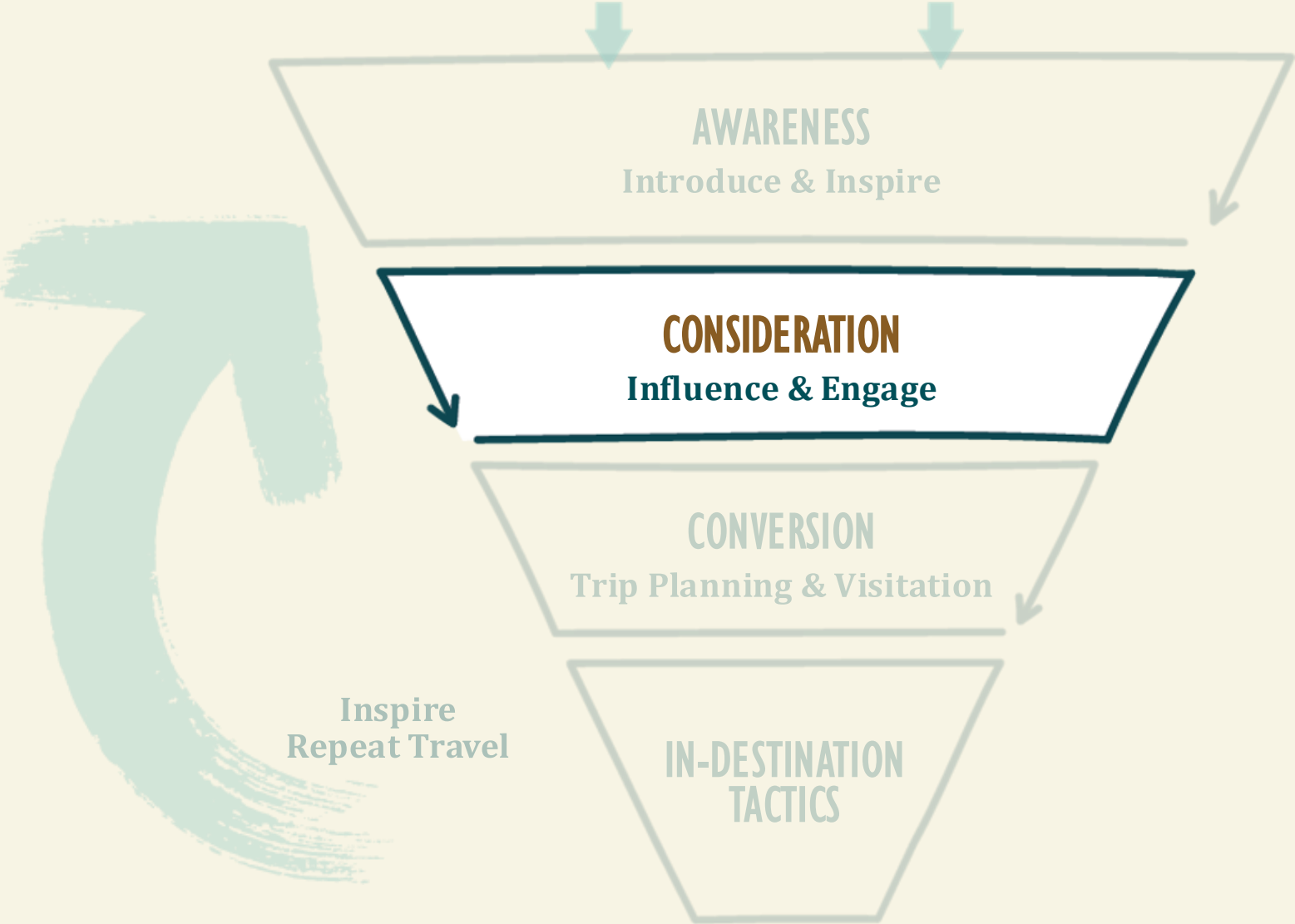


CTV/OTT

Streaming
Audio +
Podcasts

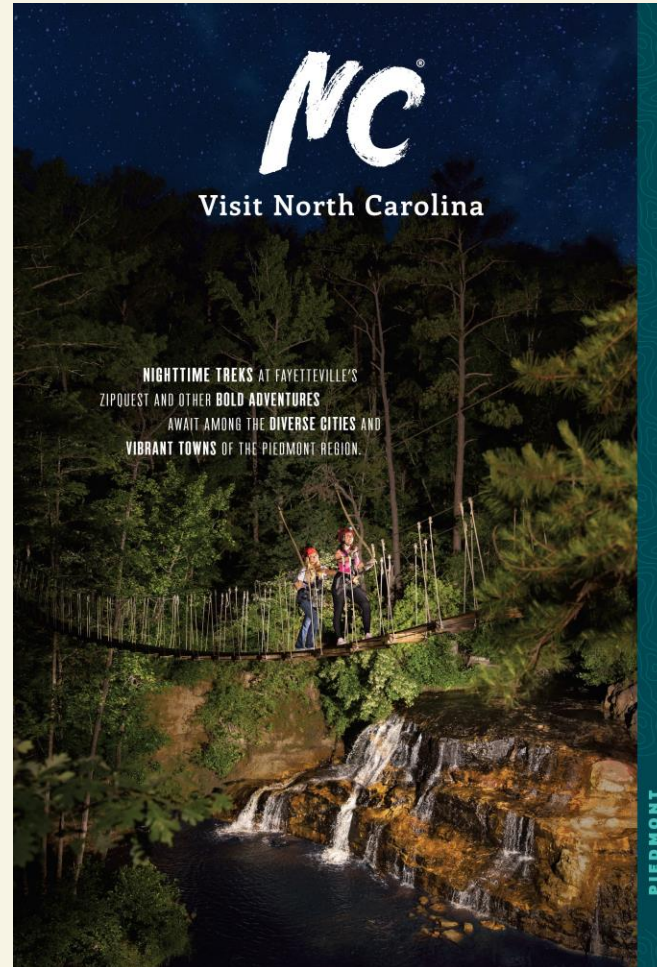


Program Planning and Performance Learnings



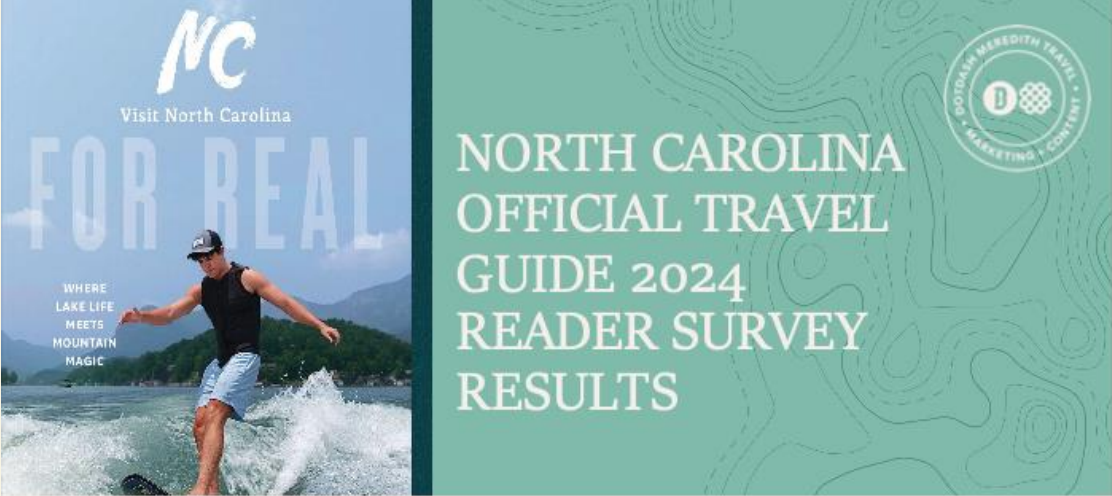
TRAVEL GUIDE

- The Official North Carolina Travel Guide
- Digital Edition



TRAVEL GUIDE

- Travel Guide readers are actively seeking new experiences and adventures.
- After engagement, 88% have a highly positive impression of NC. Leaving a favorable opinion of travel to the state.
- Visitors spend an average of \$2,650 per 5 day trip, boosting your local businesses.
- 87% find the NC Travel Guide helpful resource, making it a trusted tool for future trips.



Eager Explorers

Always Planning: With **89%** planning multiple leisure trips in the next year, North Carolina Travel Guide readers are actively seeking new experiences and adventures.

Positive Impressions

Boosting North Carolina's Image: After engaging with the travel guide, **88%** have a highly positive impression of North Carolina, with **79%** reporting a more favorable opinion of the state as a travel destination.

Trusted Resource

Guiding Decisions: With **58%** relying on travel guides for trip planning and **87%** finding the North Carolina Travel Guide a helpful resource for adventure planning, it's a trusted tool for discovering new destinations and shaping future trips.

Valuable Travelers

Boosting Local Economies: Visitors to North Carolina spend an average of **\$2,650 per trip over 5 days**, significantly contributing to local businesses and supporting lively communities and distinctive destinations throughout the state.

How the North Carolina Travel Guide Fuels Travel Dreams

Guide Inspired Actions

The travel guide encourages engagement:

- **Saved for future travel plans** (62%)
- **Shared travel guide information with family or friends** (38%)
- **Researched additional details on North Carolina attractions** (34%)

Reader Travel Motivators

North Carolina's unique offerings drive readers to visit:

- **Cultural Richness:** 65% are eager to visit historic sites.
- **Local Cuisine & Arts:** 55% are drawn to local flavors, and 52% to folk arts/crafts.
- **Nature & Adventure:** 42% seek nature travel experiences.

Guides Influence on Travel

The travel guide is a powerful tool in shaping travel plans:

- **93% are likely to travel** to North Carolina after reading
- **37% feel more motivated** to visit North Carolina based on guide content
- **26%** have never vacationed in North Carolina but **are now considering it after reading the guide.**

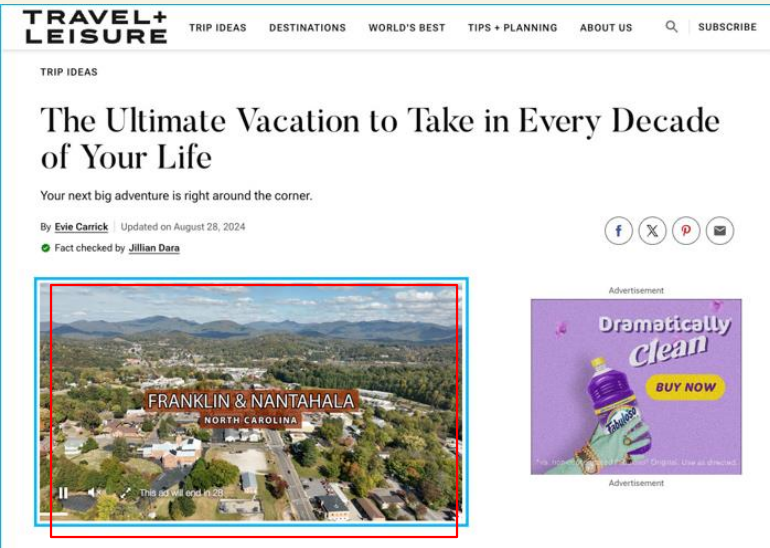
CONSIDERATION PROGRAMS

- These are focused on contextual alignments with travel-endemic websites.
- Custom Content allows for an authentic and native feel to advertising within a trusted publisher environment.
- Paid Social program allows partners to run ads without management burden.

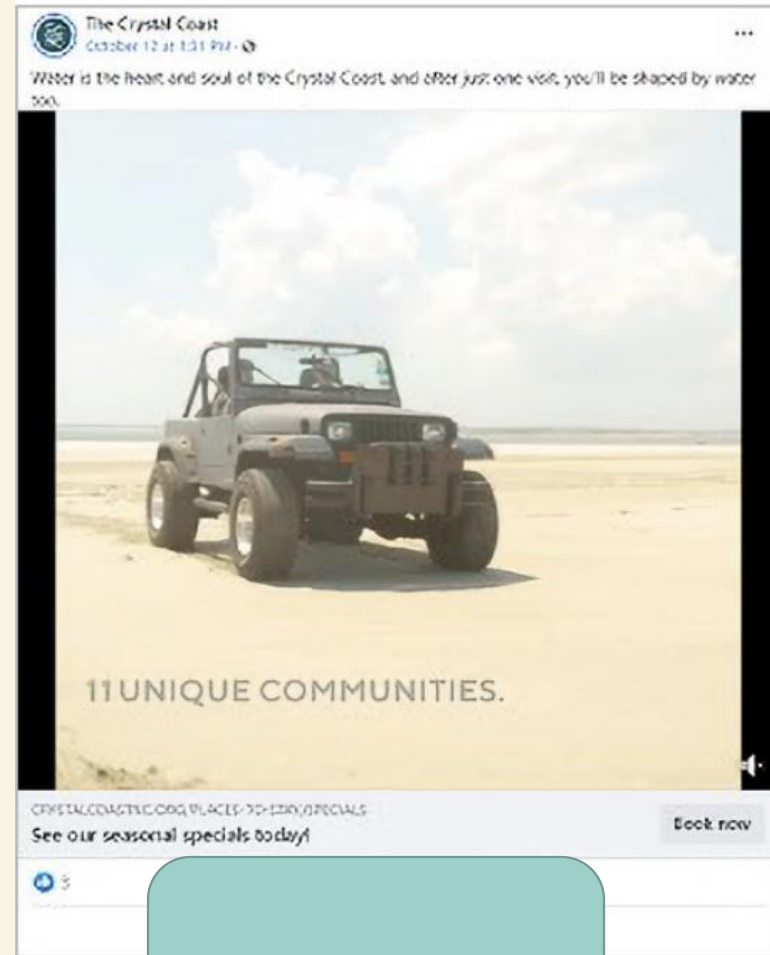
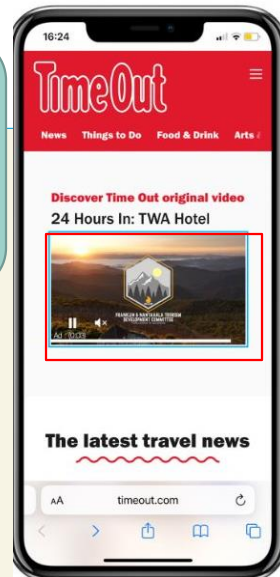
Program Name	Asset Type
Curated Travel Whitelist	Display & Video
Our State Custom Article	Custom Content
Our State “Field Trips” E-News Series	Newsletter
Outside Dedicated E-News	Newsletter
Paid Social	Static Post, Story Ad or Video Ad



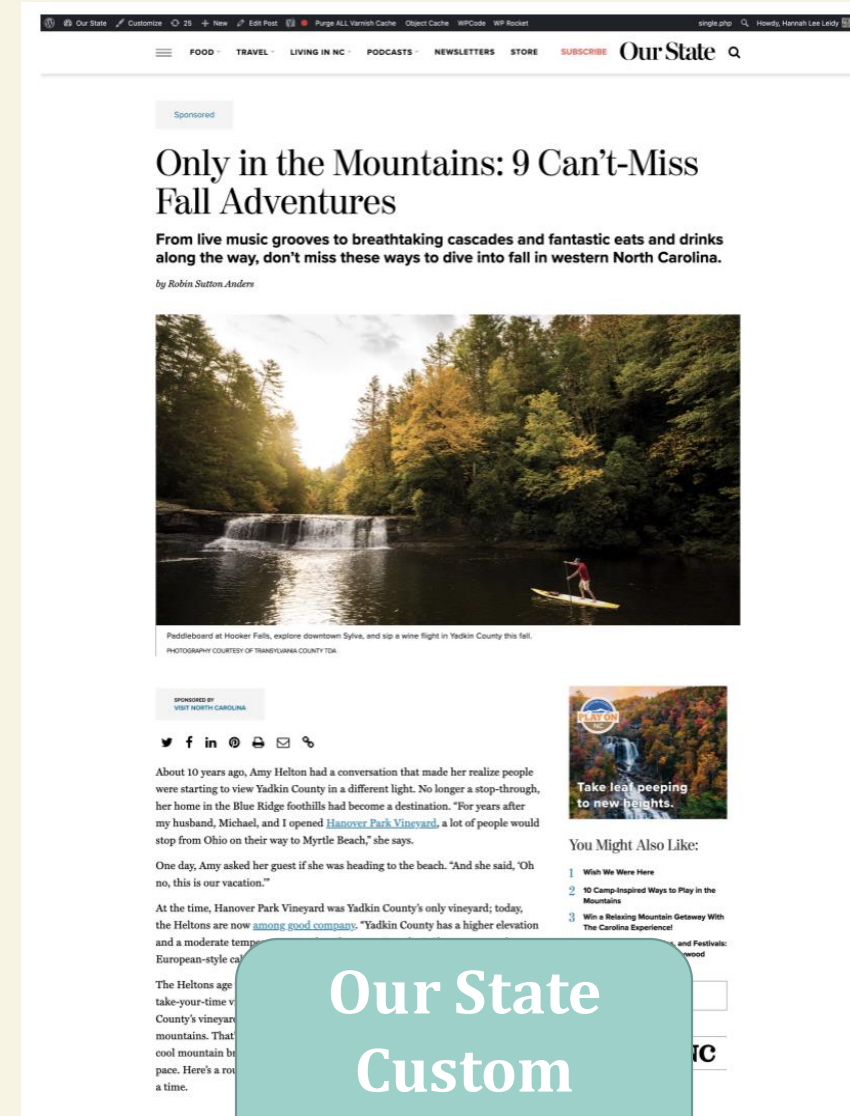
VISUAL EXAMPLES



Curated
Travel
Whitelist



Paid Social




Our State
Custom
Article

VISUAL EXAMPLES CONTINUED

ourstate.activehosted.com/index.php?action=social&chash=894db62f7b7a6ed2f2a277dae56a017c.3191&nosocial=1


cker 24-25FY PP Maste... 24-25FY Partner... NC NC Tier Counties 25-26FY Master Tr... 25-26FY Partner...

EXPLORE



Spring in Rowan County

Book a spring overnight stay in Rowan County and get a VISA e-gift card for 50-percent off your stay! Enjoy original local events, amazing savings, and unforgettable experiences in Rowan County. Don't miss out — plan your getaway today!



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Our State E-Newsletter Series

View in browser

Outside

A MESSAGE FROM OUR BRAND PARTNER



Western NC's Fastest Growing Trail Community And Endless Adventure

Bordered by the Blue Ridge Parkway and the Black Mountains, McDowell County offers unparalleled access to the highest mountain peaks east of the Mississippi, hundreds of miles of hiking and mountain biking trails throughout the Pisgah National Forest, and the Linville Gorge, home of the region's most stunning and rugged natural landscapes.

At the heart of McDowell County, North Carolina, are small, welcoming towns like Marion, Old Fort, and Little Switzerland. Our towns are steeped in rich North Carolina history, craft breweries, local art galleries, and nationally known outdoor festivals that showcase the area's rich Appalachian culture. With 86 miles of state trails in development, Old Fort continues to expand its offerings for hiking and mountain biking enthusiasts while retaining that mountain town charm. The county already boasts 140 miles of trails, providing a range of options for all skill levels, from easy walks to challenging treks. Be among the first to hike the recently reopened and revamped Catawba Falls Trail, and the Old Fort Gateway Trails.

McDowell County's Lake James is surrounded by mountain views, 33 miles of hiking trails, and 20 miles for biking across Lake James State Park. Set sail on a sunset cruise for peeks at wildlife such as eagles, otters, osprey, heron and jumping fish. The Catawba River at the Marion Greenway in Marion is part of The Blue Ridge Snorkel Trail, where you can step in, put on your snorkel, and explore vibrant aquatic life just beneath the surface. With endless opportunities to get out and explore, McDowell County is a place where adventure knows no boundaries.

Your Adventure Starts Here

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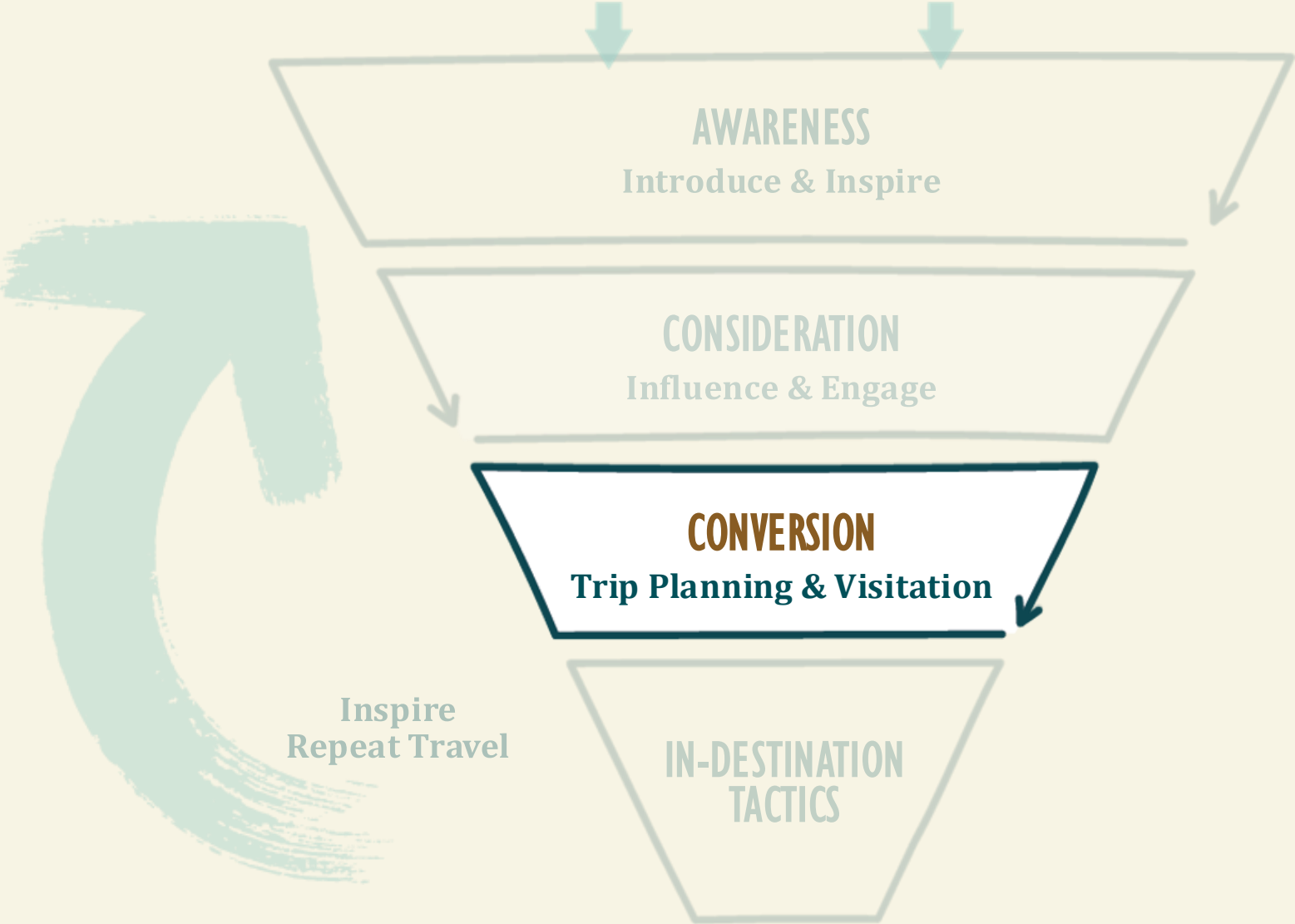
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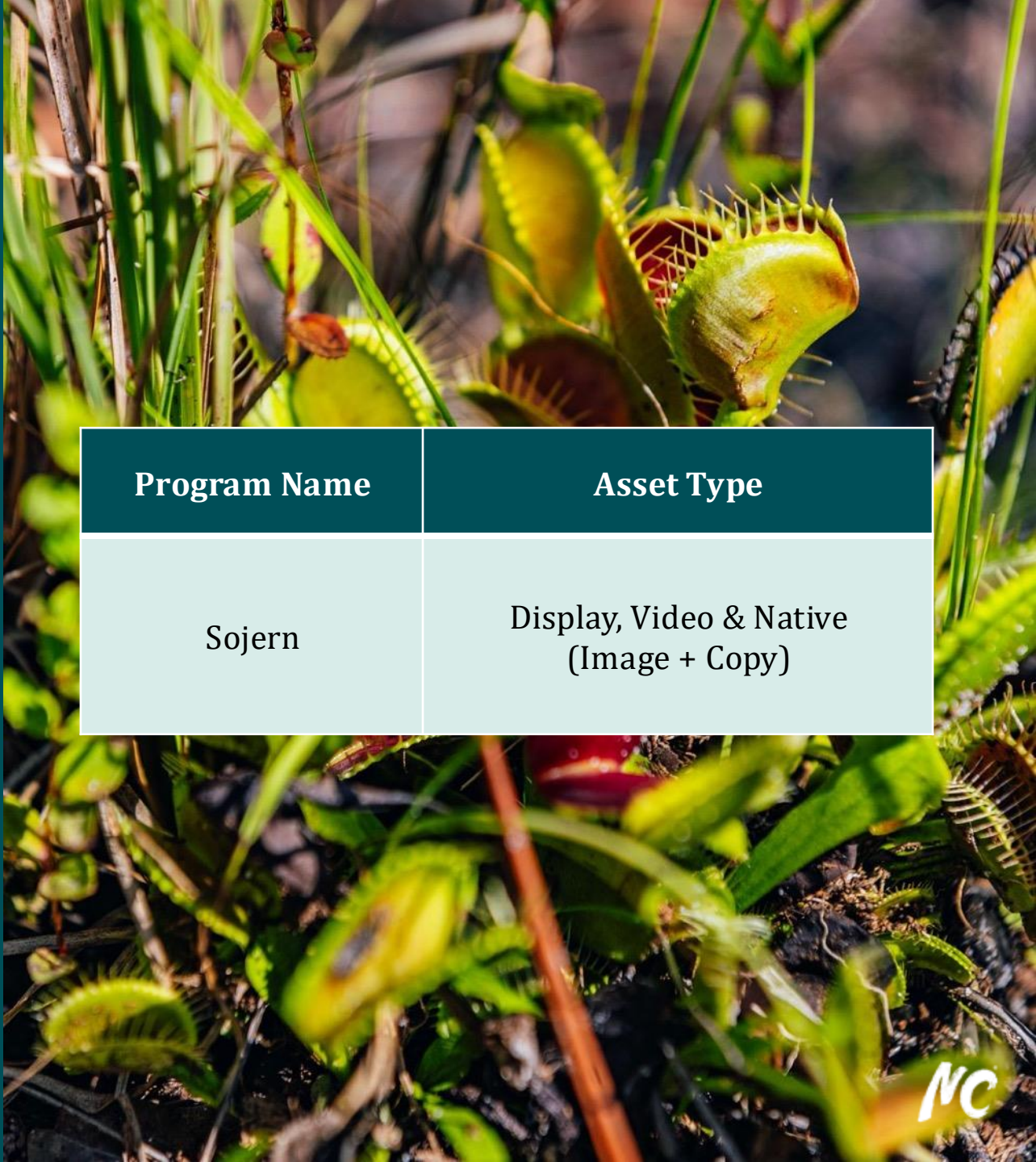
Program Planning and Performance Learnings



CONVERSION PROGRAMS

- Lower-funnel Sojern program identifies hand raisers looking for travel.
- We can report back on the economic impact of the paid campaign, including bookings, flights, hotels and more.

Program Name	Asset Type
Sojern	Display, Video & Native (Image + Copy)



VISUAL EXAMPLES

TRAVEL+LEISURE

TRIP IDEASDESTINATIONSWORLD'S BEST AWARDS

TIPS + PLANNINGHOTELS + RESORTSSHOPPING

DESTINATIONS > USA > NORTH CAROLINA


25 Best Places to Visit in North Carolina

These are our top picks for your next trip to the Tar Heel State.

By Lynn Brown

fXp

From energetic cities and beautiful beaches to mist-covered hills and museums that mark important moments in history, the Tar Heel State has something to lure every type of traveler. Here are some of the best places to visit in North Carolina so you can start planning your next trip to this East Coast destination packed with must-see spots.



Along the Haw River State Trail

Hike, kayak, and immerse yourself in nature. Enjoy breathtaking views and a connection to its textile history.

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Food

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Shopping

Style

Travel


15 Best Weekend Getaways in North Carolina, According to Locals

TRAVEL+LEISURE

LYDIA MANSEL

0

fXp



Pre-Roll Video

WE'RE HERE TO HELP

- Speak with the Partner Programs team to obtain spec sheets for submission.
Contact VNCpartnerprograms@luquire.com
- Have a kickoff call with our team to ensure the media plan is right for you.

Q&A

PORTRAIT OF AMERICAN TRAVELERS

Next Visit North Carolina Partner Webinar

August 11, 2025



THANK YOU

Visit North Carolina

