

An aerial photograph of a coastal marsh area. A winding river or canal flows through dense green marshland. A small red boat is visible in the water. The landscape is characterized by intricate patterns of water and vegetation.

HURRICANE RECOVERY TRACKING

April 2025

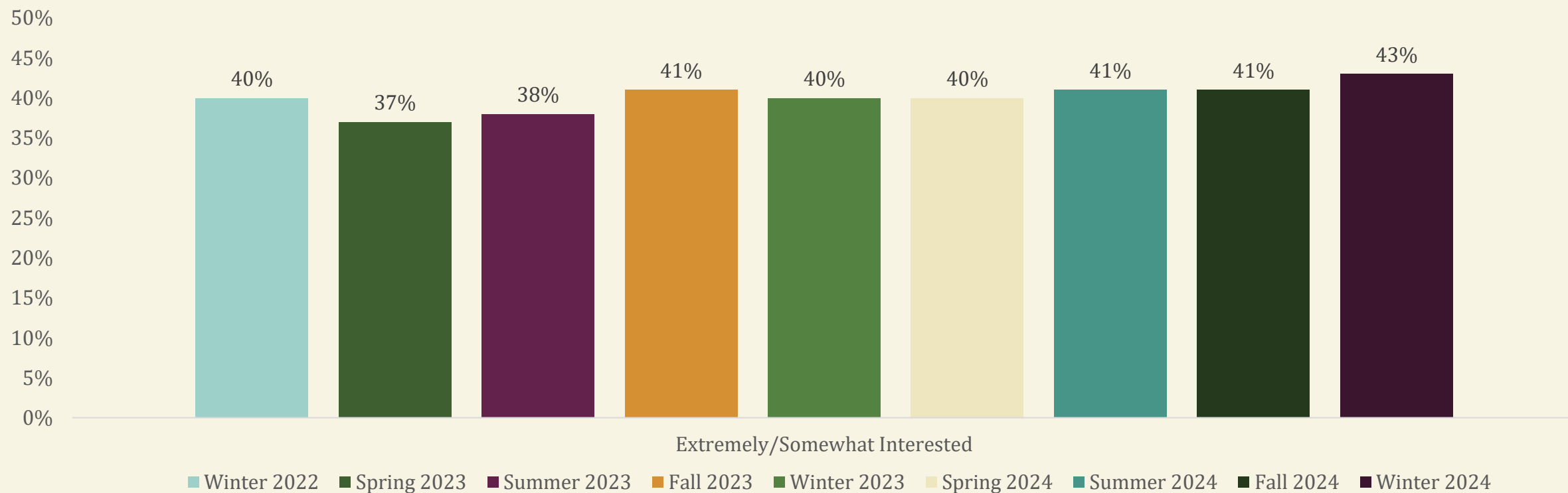
Visit North Carolina



INTEREST IN VISITING NORTH CAROLINA

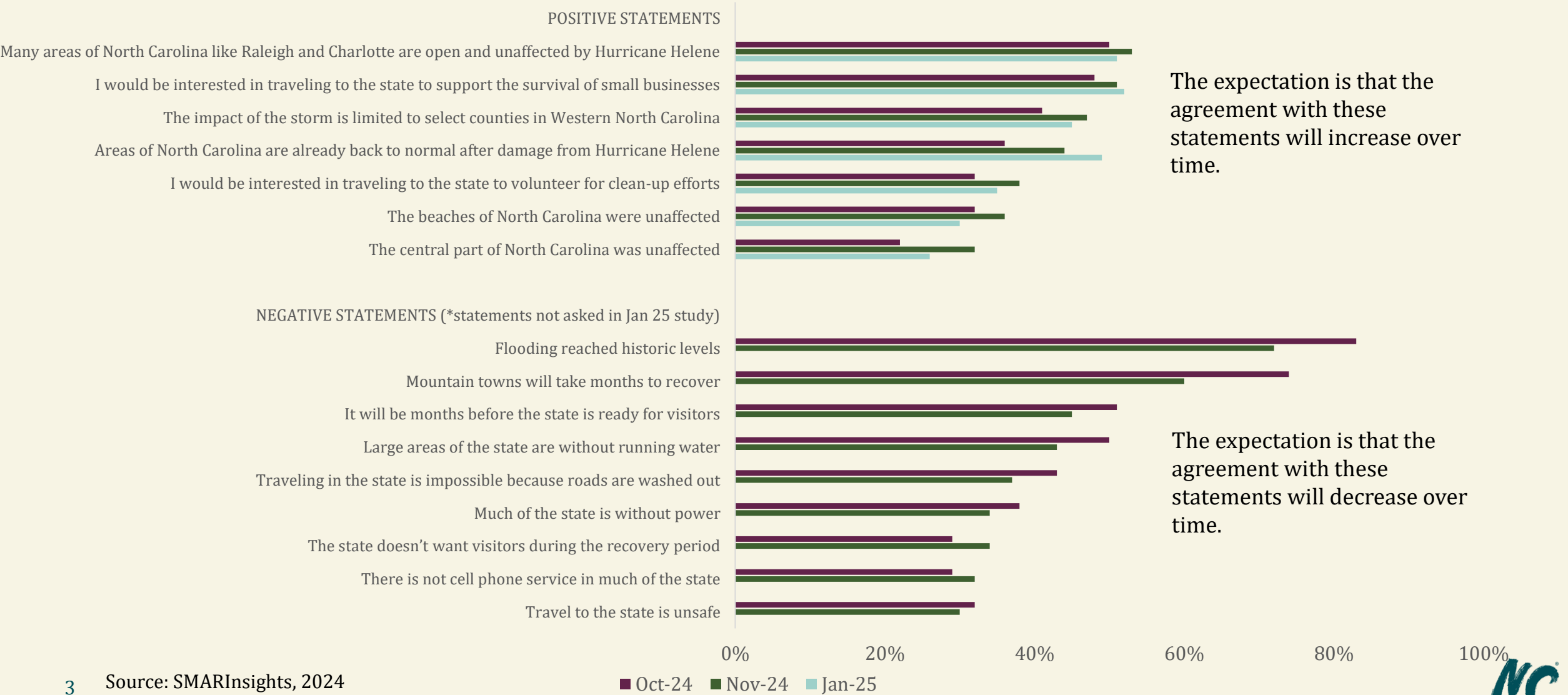
- Interest in visiting North Carolina in the next 12 months, among all U.S. leisure travelers, has grown 5% since the spring of 2023.

U.S. Traveler Interest in Visiting NC During the Next Two Years



CHANGE IN PERCEPTIONS OF HURRICANE DAMAGE

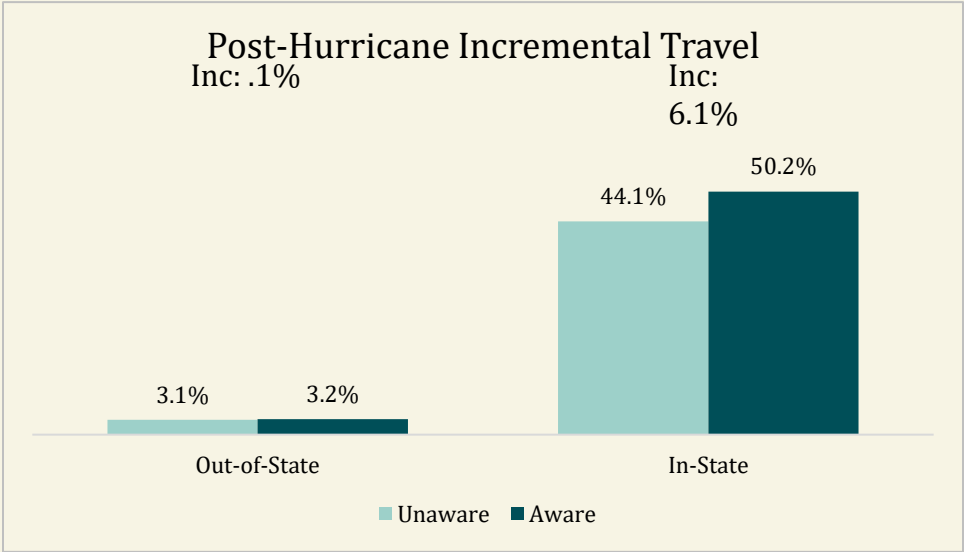
Agreement with Hurricane Perceptions (agree strongly & agree)



POST-HURRICANE INCREMENTAL LIFT AS OF DECEMBER 31, 2024

Media investment generated nearly 90,000 influenced trips after Hurricane Helene.

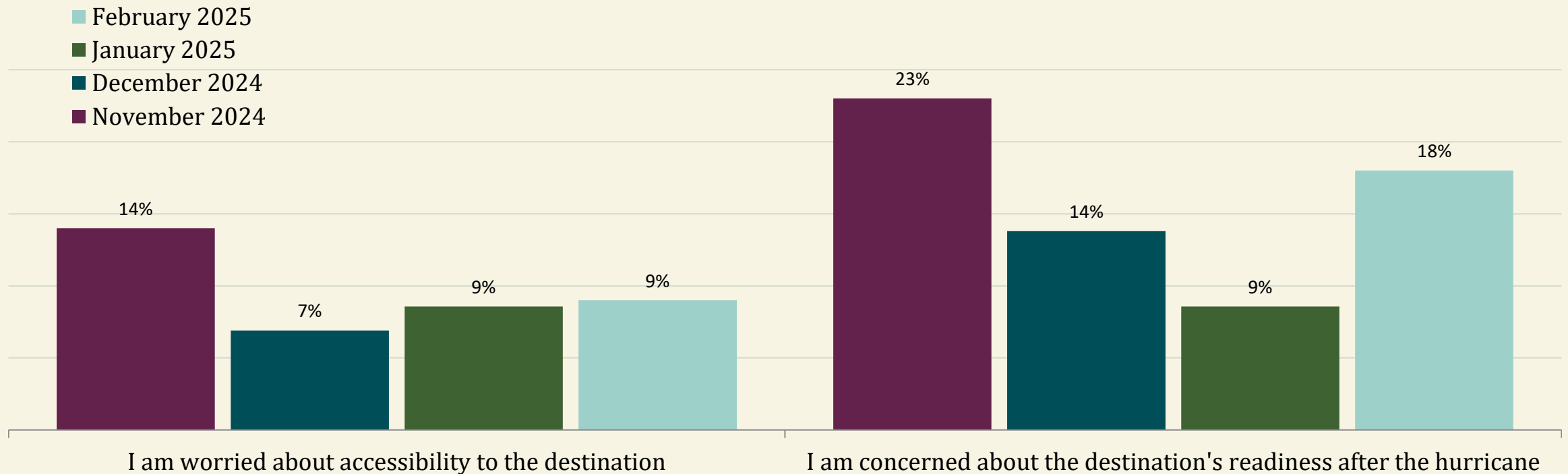
- Of the 530,000 out-of-state trips influenced by North Carolina paid media in 2024, just 10,000 of those occurred in the last quarter of the year.
- Targeted investment in-state to drive recovery after the hurricane influenced nearly 80,000 trips from residents as of the end of 2024.



	Post Hurricane Recall	Aware HHs	Incremental Travel	Influenced Trips	Media Spending	Cost per Influenced Trip
Out-of-State	25%	11,958,189	0.1%	10,761	\$368,241.48	\$34
In-State	41%	1,284,929.02	6.1%	78,882	\$79,397.16	\$1

REASONS FOR DISINTEREST IN VISITING MOUNTAIN REGIONS

- Our work is far from over in terms of battling misperceptions.
- Compared to January, concern surrounding post-hurricane readiness rose to 18%, though still remains below November (23%).



Source: MMGY Global, 2025

Base: Potential travelers who are not interested in North Carolina's Mountain Regions (n=130)