



NC

# VISIT NORTH CAROLINA

Outdoor NC Presentation

February 17, 2021

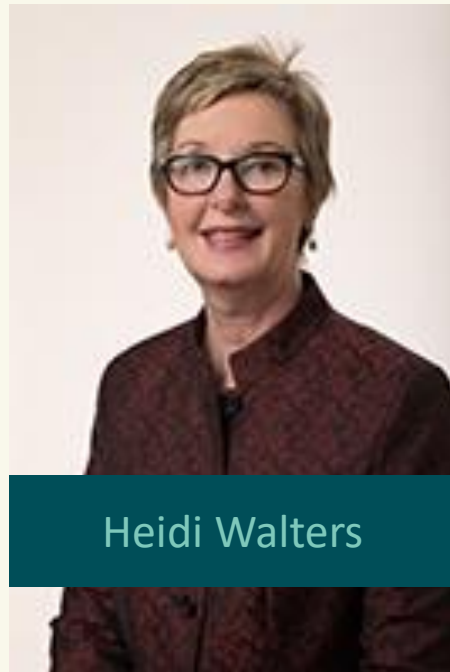
# TODAY'S PANELISTS



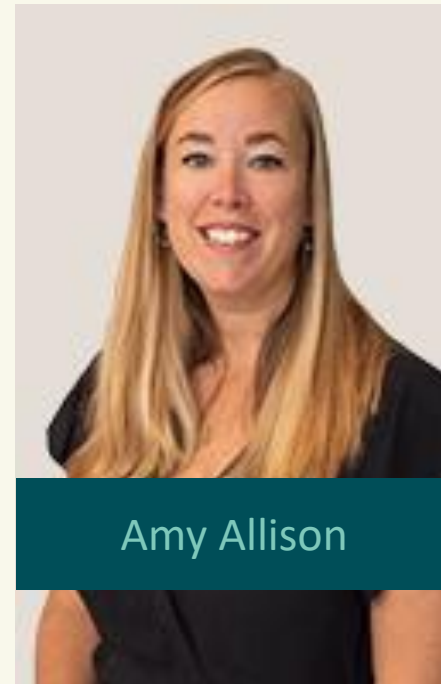
Wit Tuttell



Allison Schult



Heidi Walters



Amy Allison

# Expectations for the Next Month

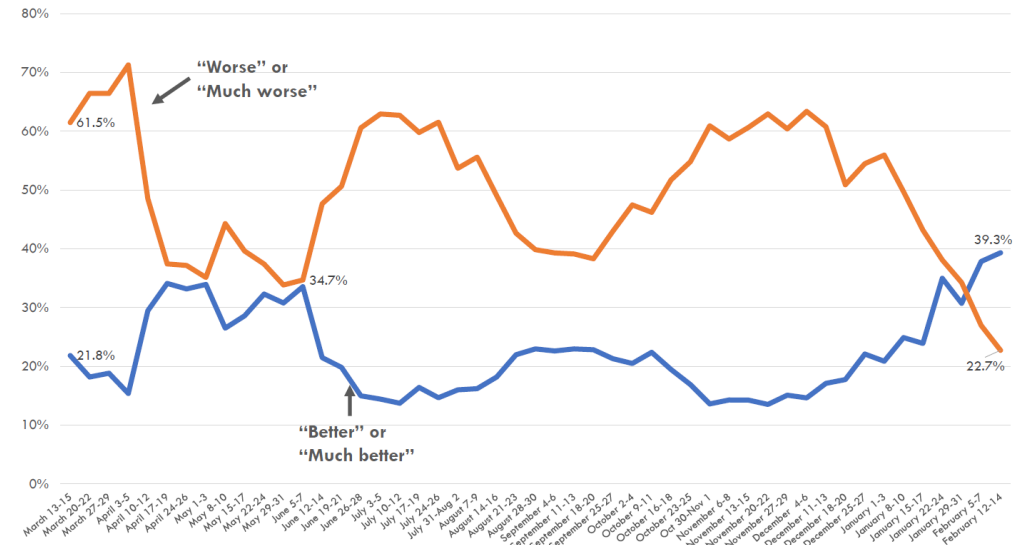
- Expectations regarding the severity of the pandemic have been steadily improving
- For the second week in a row, optimism outweighed pessimism for only the second time since the pandemic began.

## EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-49)

**Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?**

**In the next month the coronavirus situation will**

(Base: Waves 1-49. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209 and 1,216 completed surveys.)



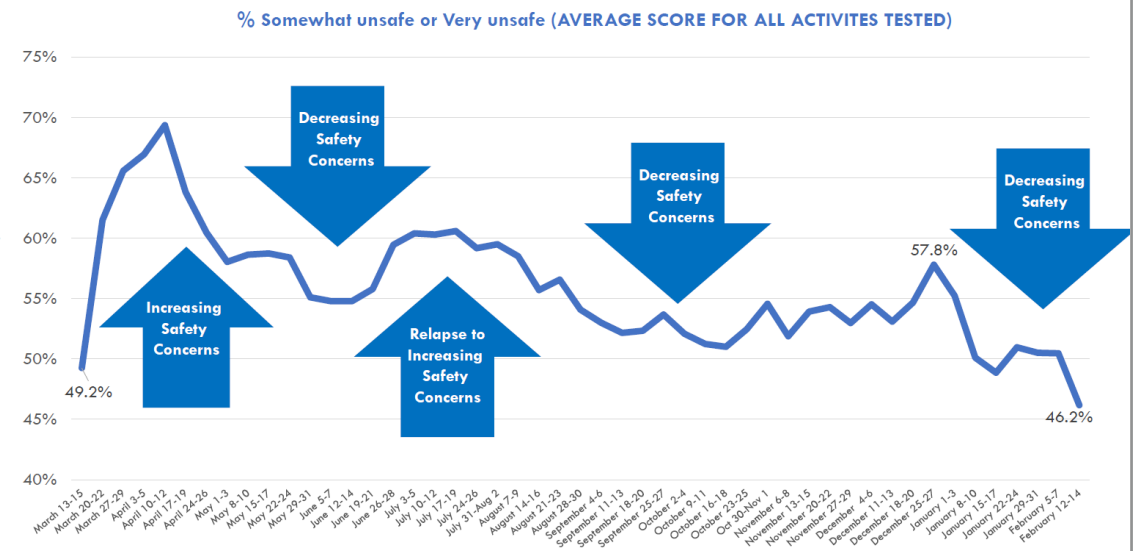
# Perceived Safety of Travel Activities

- Perception of the safety of travel activities has steadily improved since the first of the year
- Levels of safety are at the highest since the beginning of the pandemic

## PERCEIVED SAFETY OF TRAVEL ACTIVITIES (WAVES 1-49 COMPARISON)

**Question: At this moment, how safe would you feel doing each type of travel activity?**

*(Base: Waves 1-49. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209 and 1,216 completed surveys.)*



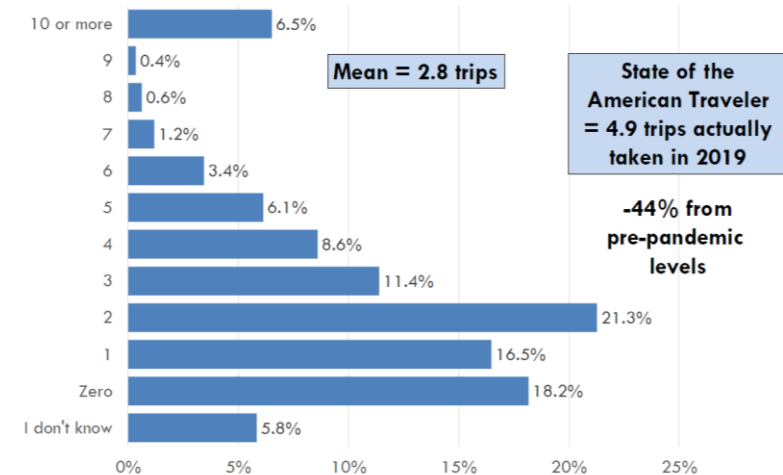
# Leisure Trips in 2021

- While travel is expected to be an improvement from last year, American travelers are still expected to take fewer trips than in 2019
- Travelers expect to take on average 2.8 trips in 2021

## EXPECTED NUMBER OF LEISURE TRIPS IN 2021

**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in 2021? (Select one)

(Base: Waves 49 data. All respondents, 1,136 completed surveys. Data collected February 12-14, 2021)

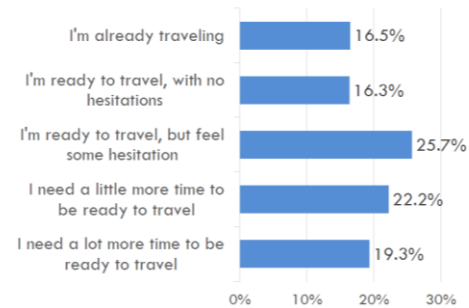


# Traveler State of Mind

- Traveler state of mind continues to improve in 2021
- Nearly 60 percent of travelers indicate that they are ready to travel
- 20 percent of travelers say they need a lot more time to be ready to travel

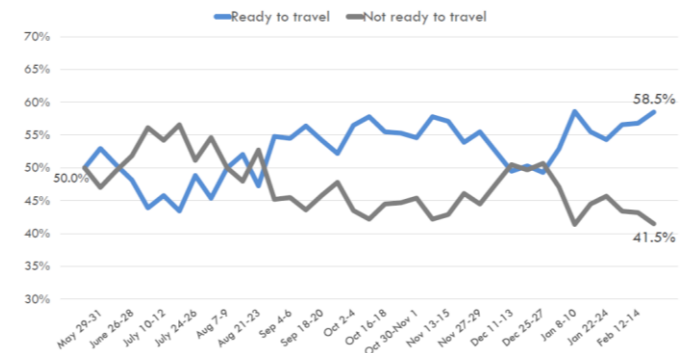
## TRAVEL STATE-OF-MIND

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



(Base: Waves 12-13 and 15-49. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209 and 1,216 completed surveys.)

### Historical data





# VISIT NORTH CAROLINA

Outdoor NC: Make It Your Nature

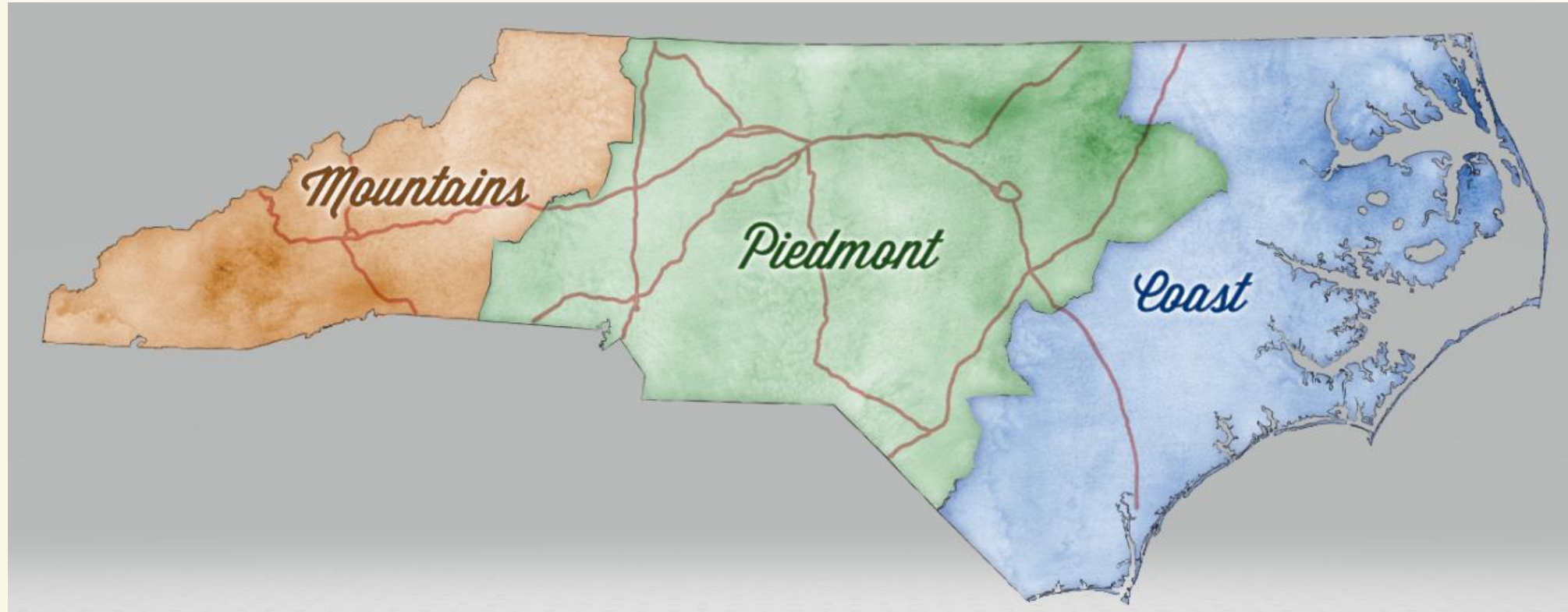
02.17.21

OUTDOOR **NC**



# STATEWIDE INITIATIVE

With 322 miles of ocean shoreline, vast mountain landscapes, hundreds of waterfalls, 41 state parks, 14 national park service units, and countless urban spaces, we are a perfect fit for an outdoor ethic initiative.



# OUTDOOR NC OBJECTIVES

## INITIATIVE OBJECTIVES

Protect North Carolina's outdoor spaces

## COMMUNICATIONS OBJECTIVES

Inspire and educate those using North Carolina's outdoor spaces on how to do so responsibly by following the Leave No Trace principles

## KPIs

A tracking survey among visitors to NC's outdoor spaces to measure awareness and comprehension of key messages

# OUTDOOR NC PARTNER ALLIANCE

## VISIT NC AND THE NORTH CAROLINA OUTDOOR RECREATION INDUSTRY OFFICE

Signed MOU with The Leave No Trace Center for Outdoor Ethics

### First partnership of this level in the Southeast

- 25 years of cutting-edge education and research.
- LNT has long-time, existing relationships and MOUs with land management agencies and local governments
- Well respected as a thought leader in the outdoor industry

# PARTNER ALLIANCE SHARING A CONSISTENT MESSAGE

## CREATING A FOUNDATION OF SUPPORT BETWEEN TOURISM AND INDUSTRY PARTNERS

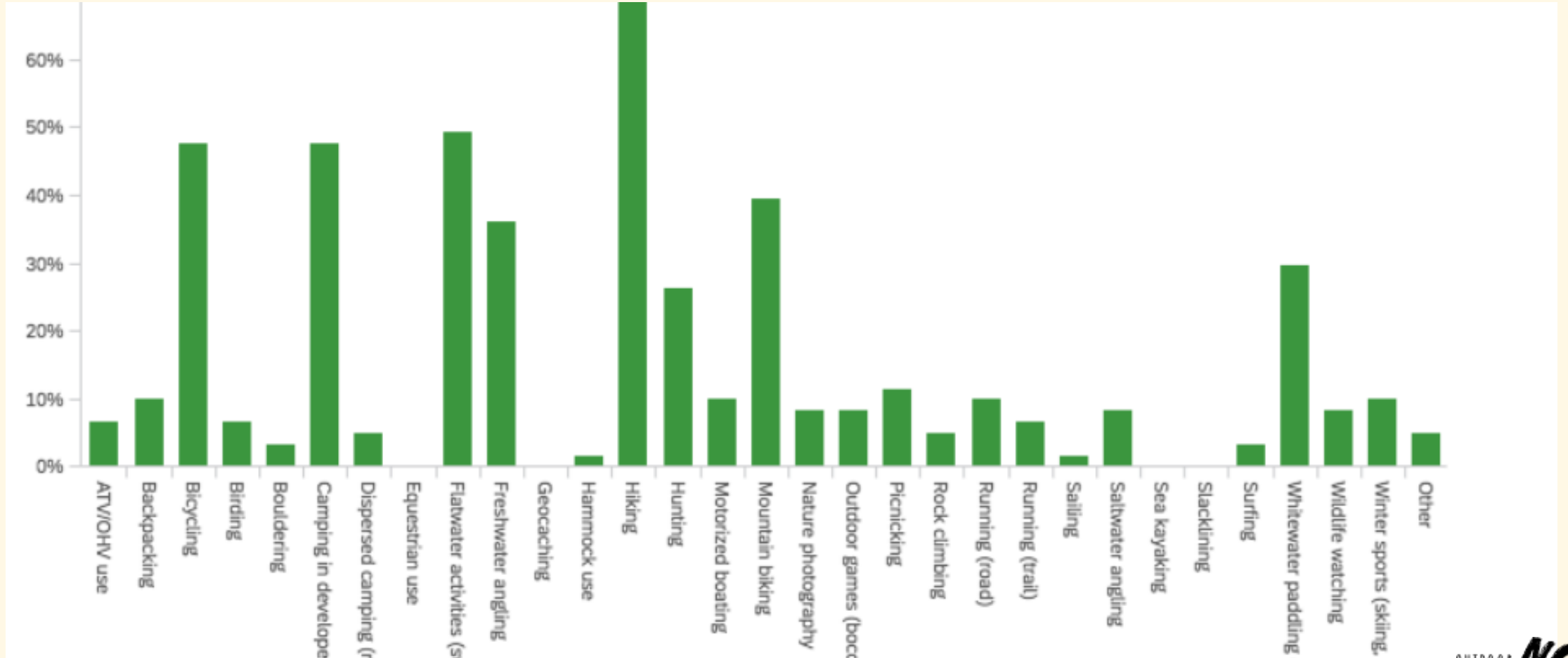
- Public Land Management Agencies,
- Local Municipalities,
- Economic Developers,
- Outfitters, Guides and Camps,
- Outdoor Gear Manufacturers and Retailer,
- Greater Outdoor Recreation Industry
- And more.....

# PARTNER SURVEY

**THE PURPOSE OF THIS SURVEY WAS TO COLLECT DATA REGARDING:**

- 1) Perceptions of current recreation trends and patterns in North Carolina
- 2) Perceptions of recreation-related impacts in North Carolina
- 3) Current techniques used to address these impacts
- 4) Goals for the development of a state-wide Leave No Trace program

# FIVE MOST POPULAR OUTDOOR ACTIVITIES IN NC



# LISTENING SESSIONS

## FOUR SESSIONS BROKEN INTO REGIONS: COAST, PIEDMONT, MOUNTAINS, and STATEWIDE

1. What outdoor-recreation related impacts the state's Leave No Trace initiative should address.
2. How can we best help our partners reach both in and out of state travelers with this important message.

# Resident Sentiment

- Outdoor spaces are an important consideration for residents and those looking to relocate.
- Most think NC sustainability efforts are better than other states.
- Protecting indigenous wildlife, natural areas, habitats and species most important.



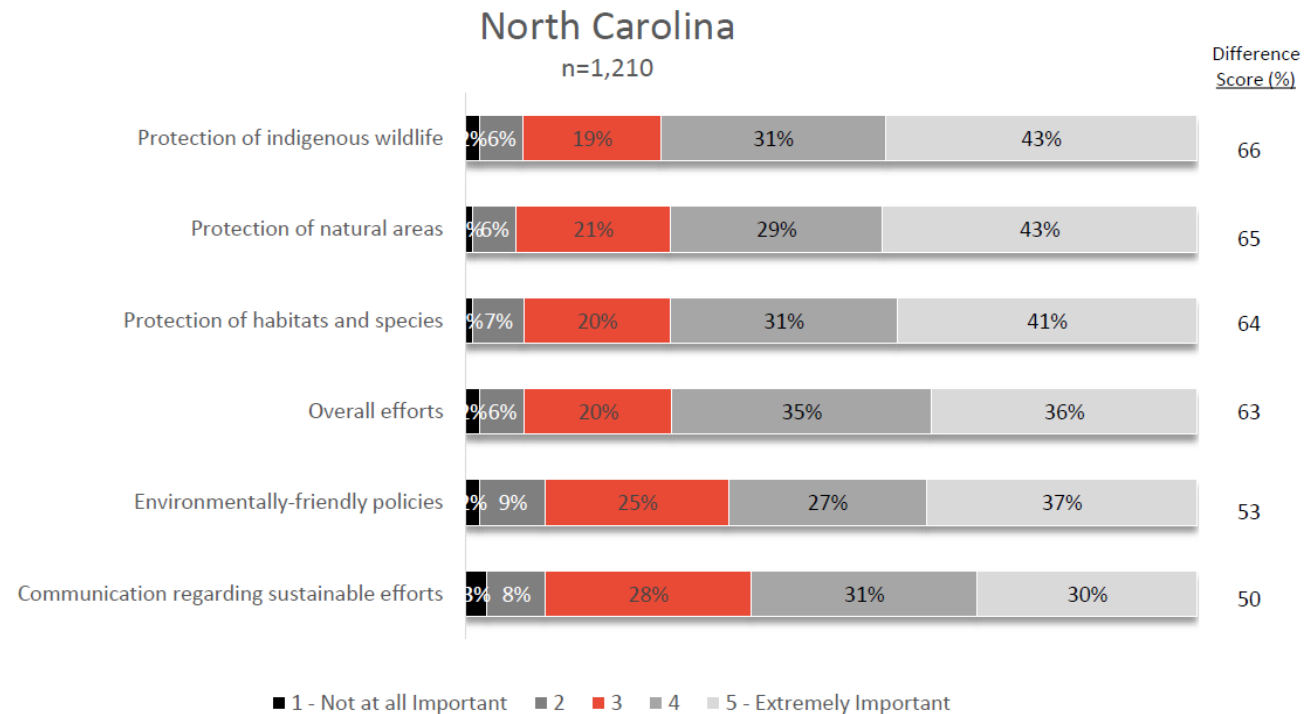
## / Key Findings

- / Residents feel strongly that outdoor spaces are important and that the state should maintain them for everyone's use. In fact, those who have become residents in only the past five years say that access to outdoor activities that interest them is why they live in North Carolina. Overall, all residents are satisfied with the access to outdoor recreational opportunities in the state.
- / The destinations residents choose to visit are influenced by the destination's sustainability efforts, particularly among the youngest residents.
- / Compared to other states, most residents think North Carolina's sustainability efforts are better than other states they have experienced. This is true regardless of age, but those who have lived in the state the longest, think the highest of the state's efforts.
- / While all sustainability efforts are important to North Carolina residents, the most important are those protecting indigenous wildlife, natural areas and, habitats and species.



# Resident Sentiment

## North Carolina Residents Think All Sustainability Efforts are Important



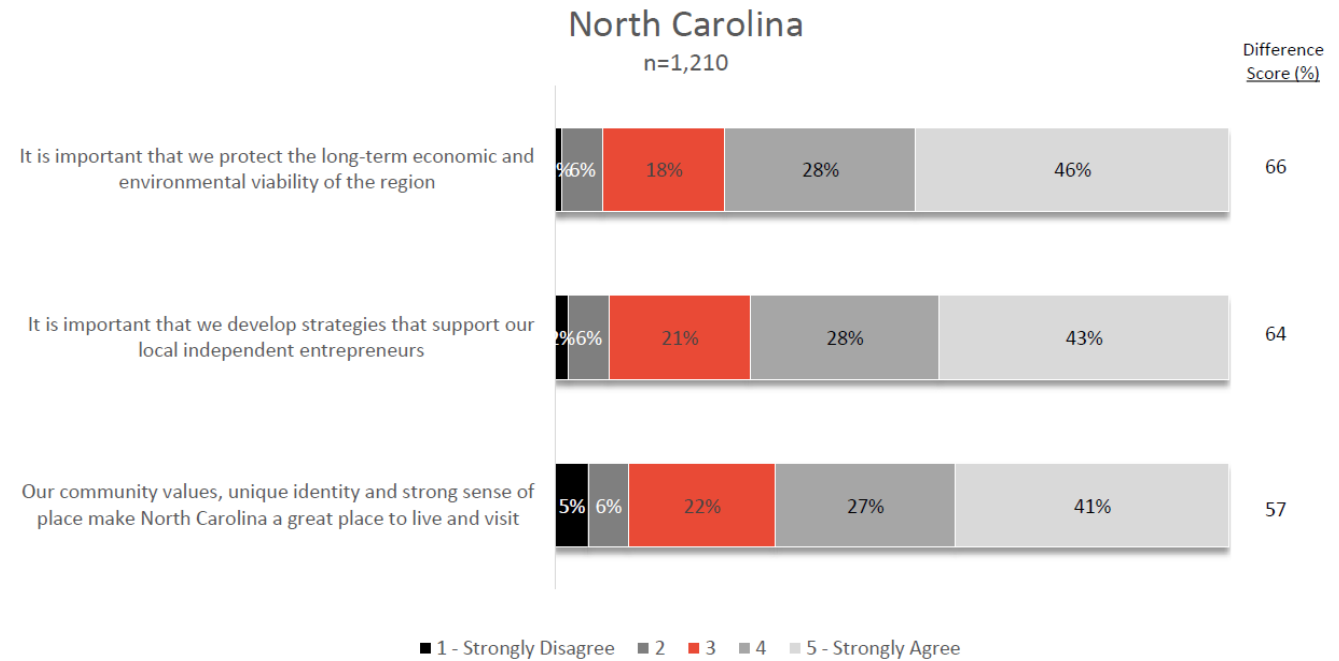
Q12: Using a scale of 1 (not at all important) to 5 (extremely important), please indicate how important you think each of the following sustainability efforts is for North Carolina.



# Resident Sentiment

- 74% believe these protections are important for long term economic and environmental viability
- 68% believe our community values, unique identity and strong sense of place make NC a great state.

## North Carolinians Love Their State and Want to Protect its Economic and Environmental Health



Q13: Using a scale of 1 (strongly disagree) to 5 (strongly agree), please indicate your level of agreement with each of the following statements.

# OUTDOOR NC ALLIANCE BENEFITS

Benefits	Partnership Levels			
	Patron \$300	Steward \$500	Advocate \$1,000	Trailblazer \$5,000
Outdoor NC logo for communications and educational efforts	*	*	*	*
Usage rights for the 7 NC Leave No Trace Principles to Form a Lasting Connection With Nature and supporting text	*	*	*	*
Outdoor NC website listing with business / organization name and website link	*	*	*	*
10% discount on educational materials and merchandise from the Leave No Trace store	*	*	*	*
Access to the Outdoor NC toolkit	*	*	*	*
Organization logo on Outdoor NC		*	*	*
Discounts on Outdoor NC co-op marketing opportunities through Visit NC's Co-op Program		*	*	*
Training workshop for your destination from the Leave No Trace Center team			*	*
Partner highlight across various platforms			*	*
One Outdoor NC-related post per quarter on one of Visit NC's social channels that incorporates partner messaging			*	*
Outdoor NC itinerary for your area			*	*
One Instagram Story Feature that spotlights the partner and ties back to Outdoor NC / outdoor adventure travel in North Carolina; each story will contain four slides and be live on Visit NC's Instagram for 24 hours				*
Logo recognition at Visit NC 365 and Outdoor Economy conferences				*
Use the Leave No Trace Center's copyright language including the Seven Principles and associated messaging tailored to over 15 different activities and 10 environments				*
Review of materials using the Leave No Trace Center's copyright language and intellectual property				*
A la carte opportunities to be discussed and defined individually				*

# Outdoor NC Pledge

I vow to make it my nature ...

- To respect North Carolina's outdoor spaces and my fellow visitors.
- To learn and honor the cultural norms for the places I visit.
- To map my trip wisely, avoid times of peak visitation, and have Plan B in my pocket if the parking lot's full.
- To play it safe when it comes to waterfalls, rip tides and other forces beyond my control.
- To stick to established trails and avoid impacting pristine surfaces.
- To remove my own litter and my dog's doo, and to pitch in whenever I see trash.
- To avoid intruding on the lifestyle of bears, wild horses, salamanders and other creatures whose home I am visiting.
- To take pictures from the trail instead of souvenirs from nature.
- To treat everyone I encounter with patience and understanding in consideration of our shared joy in the outdoors.
- To take pride in what I learn, what I love and what I teach by example.



# NC Specific Principles

- PLAN AHEAD AND PREPARE
- STICK TO TRAILS AND OVERNIGHT RIGHT
- TRASH YOUR TRASH
- LEAVE IT AS YOU FIND IT
- BE CAREFUL WITH FIRE
- KEEP WILDLIFE WILD
- SHARE OUR TRAILS

# CREATIVE PLATFORM

# MAKE IT YOUR NATURE

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

OUTDOOR **NC**<sup>SM</sup> MAKE IT YOUR NATURE

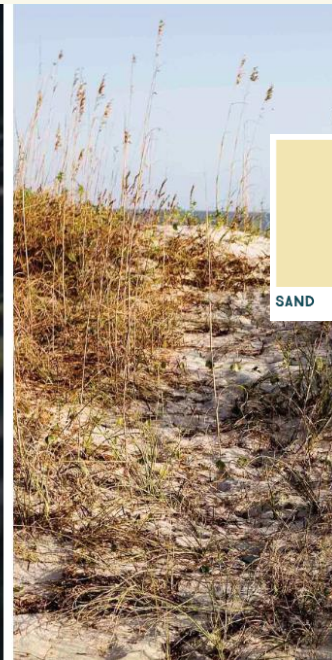
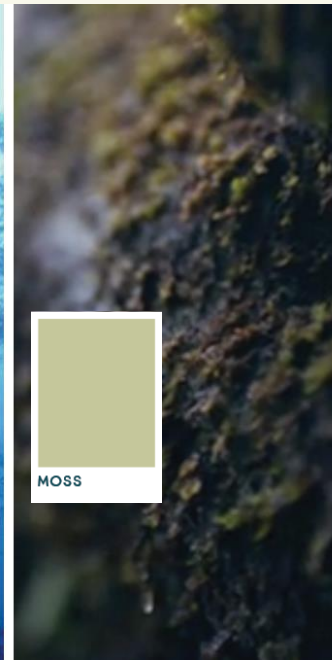




# CAMPAIGN IDENTITY

OUTDOOR **NC**<sup>SM</sup>

OUTDOOR **NC**<sup>SM</sup>




# SOCIAL

**Visit North Carolina**  
October 23, 2020 · 🌐

From a road that brings you 318 turns in 11 twisting miles 🚗 to the only coastal national forest on the East Coast 🌲 and more, North Carolina has some spectacular outdoor spaces.

Discover 🗺️ that you can safely enjoy right now, and remember: As you protect one another's health, help us and [Leave No Trace Center for Outdoor Ethics](#) protect our landscapes by leaving no trace. ❤️



MATADORNETWORK.COM

**North Carolina: 7 under-the-radar places** [Learn More](#)  
The country's wildest road and epic pirate bat...

45 likes · 15 Shares


Like Comment Share

**Visit North Carolina**  
January 22 at 4:50 PM · 🌐

If you were going to explore the outdoors, would we find you at the mountains 🏔️, the beach 🏖️, or our urban parks and greenways 🌳? Wherever your adventure takes you, remember this:

🌟 The North Carolina outdoors is really a reflection of you. 🌟

Help preserve the natural beauty of our state when you [#MakeItYourNature](#) to follow the 🗺️ principles of [Leave No Trace Center for Outdoor Ethics](#) each time you visit:



VISITNC.COM

**Make It Your Nature to Protect North Carolina's Outdoor Spaces**

46 likes · 5 Comments · 13 Shares

Like Comment Share



**visitnc · Following**  
Ocracoke Island

**visitnc** Double tap ❤️ if you love North Carolina's outdoor spaces as much as we do!

[#MakeItYourNature](#) to keep them beautiful for future generations when you follow the 🗺️ principles of [@leavenotracecenter](#) each time you visit.

View them all using the 🔗 in bio and follow along with our Stories each week to learn more!

1w

**driftclub\_hipcamp** NC offers everything! Crazy great seafood and glorious mountains. It's one

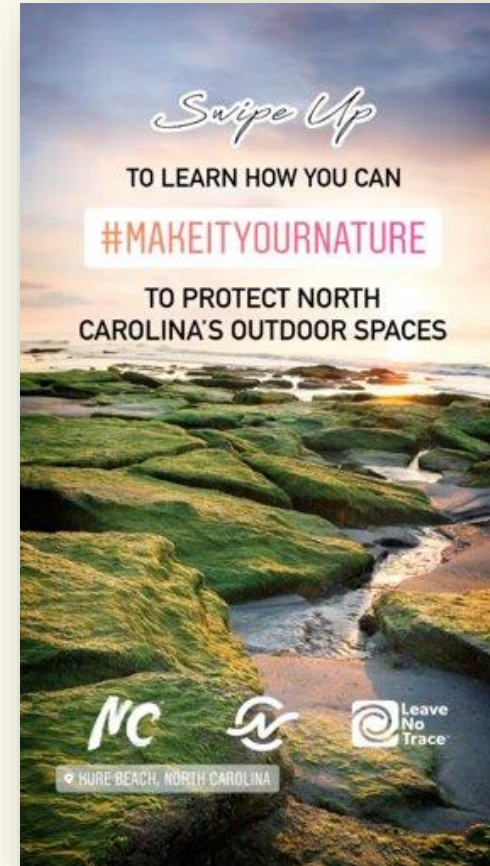
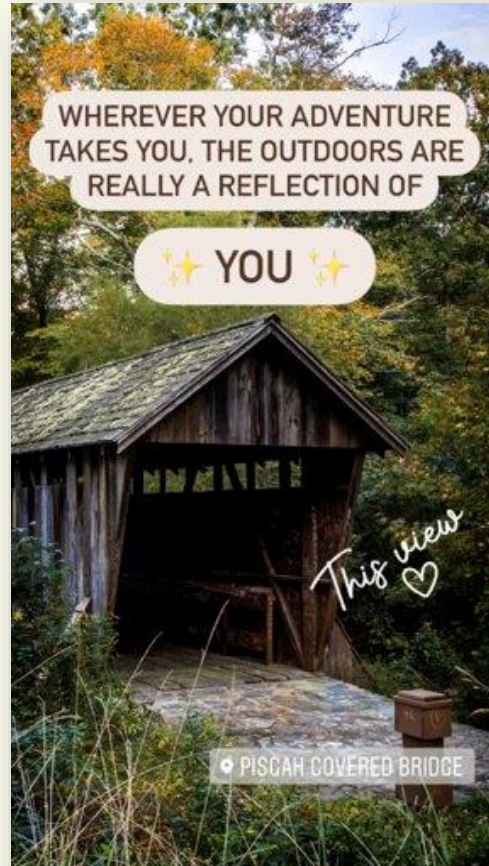
👍🗨️🔗🔖

👤 Liked by [todd\\_aldrige](#) and 2,985 others

7 DAYS AGO

😊 Add a comment... [Post](#)

# SOCIAL



# SOCIAL

DO YOU KNOW THE PRINCIPLES OF @LEAVENOTRACECENTER?

YES! NO, I WANT TO LEARN!

#MAKEITYOURNATURE TO REMEMBER THIS DURING YOUR NEXT OUTDOOR ADVENTURE

ELLIOTT COOPE'S NATURE TRAIL

PRINCIPLE NO. 1  
PLAN AHEAD AND PREPARE

NORTH CAROLINA IS HOME TO ENDLESS OPPORTUNITIES FOR OUTDOOR RECREATION. LEARN ABOUT THE AREA YOU PLAN TO VISIT BEFORE YOU ARRIVE AND KNOW THE REGULATIONS.

AVOID CROWDS AND INCREASED IMPACT BY EXPLORING LESSER-KNOWN AREAS AND DO YOUR BEST TO AVOID TIMES OF HIGH USE.

REMEMBER ALWAYS HAVE A BACK-UP PLAN IN CASE THE AREA YOU'RE LOOKING TO VISIT IS OVERCROWDED OR PARKING AREAS ARE FULL.

REMEMBER FOOD, WATER AND THE RIGHT CLOTHES TO PROTECT YOU FROM COLD, HEAT, SUN OR RAIN.

NC

SWIPE UP

TO DISCOVER ALL 7 PRINCIPLES AND LEARN HOW YOU CAN MAKE IT YOUR NATURE TO PROTECT OUR OUTDOOR SPACES

# TRAVEL GUIDE AD

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

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



visitnc.com/outdoor-nc

© Leave No Trace Center for Outdoor Ethics. LNT.org.

### PLAN AHEAD AND PREPARE

- North Carolina is home to endless opportunities for outdoor recreation. Before you travel, learn about your destination, its regulations and safety matters.
- Have a backup plan in case your chosen destination is crowded or parking areas are full.
- To reduce your impact, choose lesser-known areas and times of high use.
- Pack food, water and the right clothes to protect you from the elements.

### STICK TO TRAILS AND OVERNIGHT RIGHT

- Keep to designated trails and durable surfaces to protect trailside plants. Camp at existing or designated sites.
- Be cautious. Stay within your party's skill level. Know what to do in case of poor weather, rip currents, slick rocks around waterfalls, and other potential hazards
- In the backcountry, confine your impact to places that already show use, and limit the area of disturbance.
- Take rest breaks on durable surfaces off the designated trail so that others can pass.

### TRASH YOUR TRASH

- Pack it in, pack it out. Place all trash in garbage bags and carry it home. Food scraps, cigarette butts and other litter can take years to decompose and are unhealthy for wildlife.
- If adventuring with pets, plan to pack out their waste as well.
- When camping in remote areas, have a plan to dispose of human waste properly.

### LEAVE IT AS YOU FIND IT

- North Carolina is home to amazing diversity of indigenous plants and animals. Snap a picture instead of picking flowers, gathering shells and collecting pine cones.
- Leave rocks as you find them to protect critters' sensitive habitats, prevent erosion and avert other ecological impacts.
- Forgo carving into trees, which inflicts lasting damage and can kill the vegetation.
- Adhere to laws that prohibit the removal of natural objects from national parks and other protected places.

### BE CAREFUL WITH FIRE

- If you choose to have a fire, check on regulations, secure a permit if needed, and keep the fire small. If allowed, gather wood from the ground instead of breaking branches from trees. Buy firewood locally to avoid bringing in invasive species.
- Burn all wood to ash. Before leaving, check that the fire is completely out and ashes are cold.
- On overnight camping trips, use a stove for cooking.

### KEEP WILDLIFE WILD

- From black bears and wild horses to salamanders and birds, all wildlife should be treated with respect in the natural areas you are visiting.
- Observe creatures from a distance. Getting too close causes undue stress and harm.
- Refrain from feeding wild animals. It alters their natural behavior and puts them and you at risk.
- When camping, store food securely. Keep garbage and food scraps out of the reach of wildlife.

### SHARE OUR TRAILS

- People have a range of skill levels and different ideas about how to enjoy the outdoors. Respect others so that North Carolina's natural spaces will be welcoming and relaxing for all.
- Be considerate when passing others on the trail. Politely announce your presence and proceed with caution.
- Be mindful of your noise level so that others can listen to nature.
- Honor the rule of thumb that those traveling downhill will yield to those travelling uphill.

The screenshot shows the homepage of outdoornc.com. At the top, there is a navigation bar with the NC logo and links for 'THINGS TO DO', 'LODS & RESORTS', 'EVENTS', 'PLAN YOUR VISIT', and 'ABOUT THE LAST'. Below this is a hero banner with the text 'MAKE IT YOUR NATURE TO PROTECT NORTH CAROLINA'S OUTDOOR SPACES'. The main content area features a grid of four cards: 'PLAN AHEAD AND PREPARE', 'STICK TO TRAILS AND STAY ON THE BEATS', 'LEAVE YOUR TRUCK', and 'LEAVE IT AS YOU FINE IT'. Below these is a section for 'PRINCIPLE NO. 1: PLAN AHEAD AND PREPARE' with a list of tips and a 'VIEW ALL' button. Another row of three cards follows: 'BE CAREFUL WITH FIRE', 'KEEP WILDLIFE WILD', and 'BE CONSCIOUS OF BIRDS AND SENSITIVE TO QUIETNESS'. A 'SHOW ALL PRINCIPLES' button is located below. The next section is 'Show Us How You #MakeYourNature' with a grid of four social media-style images. Below that is a section for 'OUTDOOR TRAVEL DURING COVID-19' with a 'VIEW GUIDELINES' button. The footer contains the NC, Leave No Trace, and NPS logos, along with text about COVID-19 guidelines and a 'VIEW MORE' button.

# VIDEO

[https://www.youtube.com/watch?v=0zJE\\_zbfpl](https://www.youtube.com/watch?v=0zJE_zbfpl)

**Get Outdoors.  
Be Safe.  
Have Fun!**





MC

QUESTIONS?



**Wit Tuttell**

**VP, Visit NC**

**wit.tuttell@visitnc.com**

**919-447-7740**

**Heidi Walters**

**Director, Partner & Industry  
Relations**

**heidi.walters@visitnc.com**

**919-447-7762**

**Allison Schult**

**Director of Marketing**

**allison.schult@visitnc.com**

**919-447-7760**

**Amy Allison**

**Director, Outdoor Recreation  
Industry Office**

**amy.allison@edpnc.com**

**828-575-7920**

**partners.visitnc.com**