



Sales, Marketing and PR Summary January – December 2015

**Prepared by
Travel & Tourism Marketing Ltd**



UK & Ireland Summary January 2015 – December 2015

In the year 2015, Travel & Tourism Marketing conducted a range of activities, attended functions and consumer shows and spoke with media.

The activities were aimed at:

- Engaging with the consumer to build awareness of North Carolina
- The trade to build on product knowledge and product development
- Media to have pieces written and again stimulate consumer awareness
- Airlines to improve and build stronger relationships with a view to co-sponsoring FAM Trips with tickets.

Tour Operator activity

During the year we have conducted:

- 94 x Trade Meetings
- 14 x Airline Meetings (American Airlines, British Airways, Delta Air Lines & USAirways)
- 6 x Visit USA Association Meetings
- 3 x Brand USA meetings

Funway Holidays

Building on previous activities further co-op programs were agreed with Funway, My America Holidays to build on the already successful program.

NORTH CAROLINA

DON'T MISS IN 2014...

APRIL 24TH - 27TH 2014
 Visit the historic town of Blowing Rock and enjoy the scenic views of the Blue Ridge Parkway. This is a great time to visit as the weather is perfect and the views are stunning.

AUG 1ST - 3RD 2014
 Visit the beautiful Blue Ridge Parkway and enjoy the scenic views of the mountains. This is a great time to visit as the weather is perfect and the views are stunning.

SEPTEMBER - OCTOBER 2014
 Visit the beautiful Blue Ridge Parkway and enjoy the scenic views of the mountains. This is a great time to visit as the weather is perfect and the views are stunning.

TOP 10 EXPERIENCES

1. Visit the historic town of Blowing Rock and enjoy the scenic views of the Blue Ridge Parkway. This is a great time to visit as the weather is perfect and the views are stunning.
2. Visit the beautiful Blue Ridge Parkway and enjoy the scenic views of the mountains. This is a great time to visit as the weather is perfect and the views are stunning.
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NORTH CAROLINA

Examples of Co-Op Activity

America As You Like It

Duncan and Heidi worked on the 500 words of copy and 8 high resolution images required for the America As You Like It newsletter.



Campaign Included:

- National Press advertising in the Express newspaper
- E-shot – to be sent out to our client database of approximately 14,000 including information on our North Carolina fly-drive itineraries
- Special Offer on our website for 10% fly-drive packages to North Carolina during March



E-shot, distributed to 14,000

Discover North Carolina

From the highest mountain peaks east of the Mississippi to the tallest natural sand dune system in the eastern United States, North Carolina takes diversity to new heights. Across the state, you will find a rich cultural heritage, abundant history and modern cities.

The 300-plus miles of North Carolina coastline are dotted with picturesque lighthouses. A chain of barrier islands along the northern coast beckons visitors to familiar places such as Kitty Hawk, Duck and Cape Hatteras. Along the southern shoreline lie the historic Cape Fear Coast, Crystal Coast and Brunswick Islands. Each area has a unique style and offers spectacular beaches, events and activities in a relaxed atmosphere.

History abounds along the coast, where ships sailed and colonies formed centuries ago. Historic Bath, incorporated in 1705, is North Carolina's oldest town and it celebrates its history through several historic sites. Visitors can enjoy Beaufort, with buildings dating back to the mid-1700s, and Pine Knoll Shores, home to one of North Carolina's three aquariums.

North Carolina's role in the Civil War is commemorated throughout the year through re-enactments and as part of the Civil War Trails project. Bentonville Battlefield, near Raleigh in central North Carolina, is the largest battlefield in the state and site of the last major battle fought during the Civil War.

North Carolina boasts beautiful countryside and exciting city life. Charlotte is the state's largest city and is known for its offerings of fine cuisine, cultural activities, nightlife, professional sporting events and the new U.S. National Whitewater Center. Just north of the city, shopping takes on a whole new meaning at Concord Mills. A visit to Lowe's Motor Speedway, is a must for race fans to experience the thrill of NASCAR's best. Many of the sport's drivers and factories are located here, along with museums and tours dedicated to the sport of racing.

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static holidays to North Carolina, you Like It also has great value fly-drive & holidays across the USA and our website with a full list of our Whatever your choice of holiday is the USA, we have a wealth of experience and expert staff on hand to help you plan your ideal trip.

Insight Vacations

INSIGHT VACATIONS *The Art of Touring in Style*

The Insight campaign was aimed at promoting North Carolina to the high end coaching market. The activity has many components and featured North Carolina as the key image.

Components:

As part of the Tri-State activities a joint training session at the Trafalgar offices in Guernsey was carried out. A total of 14 staff were trained on North Carolina product.

The full list of activities for the campaign are:

Trade

- ✓ Training in Guernsey
- ✓ Bath Travel DM piece (focus on Southern Elegance)
- ✓ Sales Blitz (£75 per booking incentive)
- ✓ 2 x full page advert within Travel Weekly
- ✓ A booking incentive (funded by Insight Vacations)
- ✓ 1 x Trade eDM with booking incentive
- ✓ 1 x Signature News
- ✓ 4 x Facebook posts promoting tours to your region
- ✓ 4 x Twitter posts promoting tours to your region
- ✓ Destination of the Month agency poster
- ✓ Feature incentive on Insight Vacations' agent website
- ✓ Dedicated slides within all agent training for tours and booking incentive
- ✓ BP Mailbag to all ABTA agents and home workers
- ✓ Presenting at next sales meeting (sales managers and marketing team)

Consumer

- ✓ 1 x past guest eDM
- ✓ 1 x prospect eDM
- ✓ 4 x Facebook posts promoting tours to your region
- ✓ 4 x Twitter posts promoting tours to your region

U.K. Public Relations Results:

- 49 Media meetings January – December
- Distributed 9 news releases (trade & consumer)
- Media FAM

Month	Articles	Circulation	Readership	Value
January 2015	3	2,949,876	2,949,876	\$702,339
February 2015	7	9,461,430	11,250,833	\$201,950
March 2015	5	11,995,760	12,124,354	\$419,483
April 2015	4	33,028,602	33,028,602	\$799,820
May 2015	9	31,098,332	36,386,311	\$2,973,392
June 2015	4	60,254,210	60,278,210	\$69,362
July 2015	2	736,305	1,758,000	\$267,510
August 2015	5	1,104,853	3,331,559	\$214,354
September 2015	12	3,920,779	10,804,308	\$188,914
October 2015	9	26,819,609	27,445,923	\$294,978
November 2015	9	1,892,642	1,914,247	\$145,985
December 2015	2	7,300,000	7,300,000	\$760,440
TOTALS	71	190,562,398	208,572,223	\$7,038,527



THE  **TIMI**



THE  **INDEPENDENT**

selling
TRAVEL
FORMERLY SELLING LONG HAUL

Example Pieces:

Sunday Mirror and Mirror Online

mimr.co.uk
10.09.2018 SUNDAY MIRROR 85

YOUR TIME

TRAVEL

Welcome Charlotte





Wendy Knight
The wife of
a US millionaire

18 essential pages you just can't do without

Mirror.PNG

Travel
Drift off on a canal holiday plus Top 10 family festivals

You & Your Body
Can YOU tell who is 55, and who is 78?

Gardening Club
Add height using plants with a dash of get-up-and-grow

Staying In or Going Out
The essential what-to-do guide

#Madeupthink
You have YOUR say

By BRIAN HARCILL

THE US's new baby genome has a warm welcome waiting in the American city that bears her name. Monday's royal announcement was greeted with great delight in Charlotte, North Carolina.

"We were thrilled to learn that our city shares its name with Princess Charlotte," said Mayor Dan Claitor.

"You hope the princess will someday visit our beautiful city. After all, only nickname in the Queen City, so we would welcome Princess Charlotte and her family with open arms."

I spent three days in Charlotte just before the birth and it's a place where they treat every visitor like royalty. The Queen II is named after Charlotte of Mecklenburg-Strelitz (1744-1818), wife of King George III. On back a few centuries and it turns out the locals weren't always so keen on royalty, but more of that later.

As the royal visit is through Charlotte on its way to the US, it's a perfect opportunity for us to explore all over the East Coast and Southern States.

But the city itself is well worth a short break in the overnight. It's a well-kept place with lots of attractions and one of the best standards of living in the USA. It also has more trees than most forests, flying in over the suburbs on an American Airlines flight from Heathrow there appeared to be at least 10 for every house.

One of the best ways to begin exploring is to take a Segway tour. Plenty to see if you're of irregular size. Modern tours but don't know it until you try it, it's more fun than you think. It's simple and intuitive and much more fun than walking. A two-hour tour is a good one with great guide. Not included food samples from these distinctive restaurants.

My favourite spot was the lake. Fourth Ward is a quiet oasis of nature, coloured wooden houses a few steps from the city and a glass boat.

Here you'll find food, art, a local and a healthy restaurant, a former grocery store with a vintage pick-up truck outside. The Segway tour starts from 12:00pm.

Another first for me was a baseball game. The family atmosphere as the city's oldest minor league arena only eight years ago but now there are dozens of them and every four in town has a dizzying choice of beers.

I didn't get a chance to visit the park, but I did see a motor sport that began around Charlotte when 1920s landowners held races to find out whose scraggy whitey wagon could beat the law.

You can try to stand up on a 20-degree incline of behind track, take the 1500 Road and race other visitors on commission, but this is all done in safety.

My favourite prelude to a dinner is a meal with only two days to go out of line. I tried explaining to my expert guide

One of the best ways to begin exploring is to take a Segway tour



ROYAL WELCOME IN CHARLOTTE, USA

HOW FARE?
The Queen's arrival in a private jet from London to Charlotte is a major event. The Queen's arrival in Charlotte is a major event. The Queen's arrival in Charlotte is a major event.

WHERE TO STAY?
The Queen's arrival in Charlotte is a major event. The Queen's arrival in Charlotte is a major event.

WHAT TO DO?
The Queen's arrival in Charlotte is a major event. The Queen's arrival in Charlotte is a major event.

TRAVEL TIPS
The Queen's arrival in Charlotte is a major event. The Queen's arrival in Charlotte is a major event.

Guardian Print and Online

With its white beaches, warm sea and crab shacks, this coast rivals the Caribbean. Douglas Rogers picks its most alluring resorts, plus great places to eat and sleep

North Carolina coast

When my wife and I moved from New York to Virginia three years ago, one of the first things we noticed was an unusual bumper sticker: Every second car I exaggerate only slightly had a white oval sign with the letters OIK on it. Often, albeit less than those three letters, was a skull and crossbones or pirate face. At first we assumed it was a local sports team, until - seeing the same sticker on vehicles from Maryland, Kentucky and the Carolinas - we asked a neighbour to enlighten us.

"Outer Banks, North Carolina," she said. "Best beaches in America."

"And the pirates?"

"That's what I did. He hid out in the Banks, just his head there. You're English - don't you know this?"

I confessed I had no idea. I thought the US's best beaches - at least on the east coast - were in Cape Cod, Long Island or Florida. As for Blackbeard, to me he was all about the rum-soaked islands of the Caribbean. What was he doing pillaging North Carolina?

But it turns out the Outer Banks - and much of the North Carolina coast - is a pretty decent copy of the Caribbean. In summer, its beach towns and barrier islands, from the Virginia border to Wilmington, near South Carolina, are crisscrossed with surfers, sun-seekers and holidaymakers from across the American south. And with temperatures in the 70s in May and well into October, it's an ideal (and quieter) choice for some spring and autumn sunshine, too.

People come for powdery white sands, bath-warm water that turns turquoise around the islands, and maritime history: Blackbeard - Bristol

On the waterfront ... beach houses at Hags Head on the Outer Banks

born Edward Teach - was killed in a naval battle off Ocracoke Island in 1718. But the area also has windswept national parks, lental houses descended from Spanish muskrats sent ashore from galleons in the 16th century, and remote colonial beach towns that, until recently, were so cut off that older residents still speak with the regional English accents of their forebears.

The coast is long, of course, over 300 miles, and unlike in California there is no highway to connect it all. It's good to know where to go before you start to explore. Here are my five best islands and beach towns in the Tar Heel State. Pack your sunboards - and your swords.

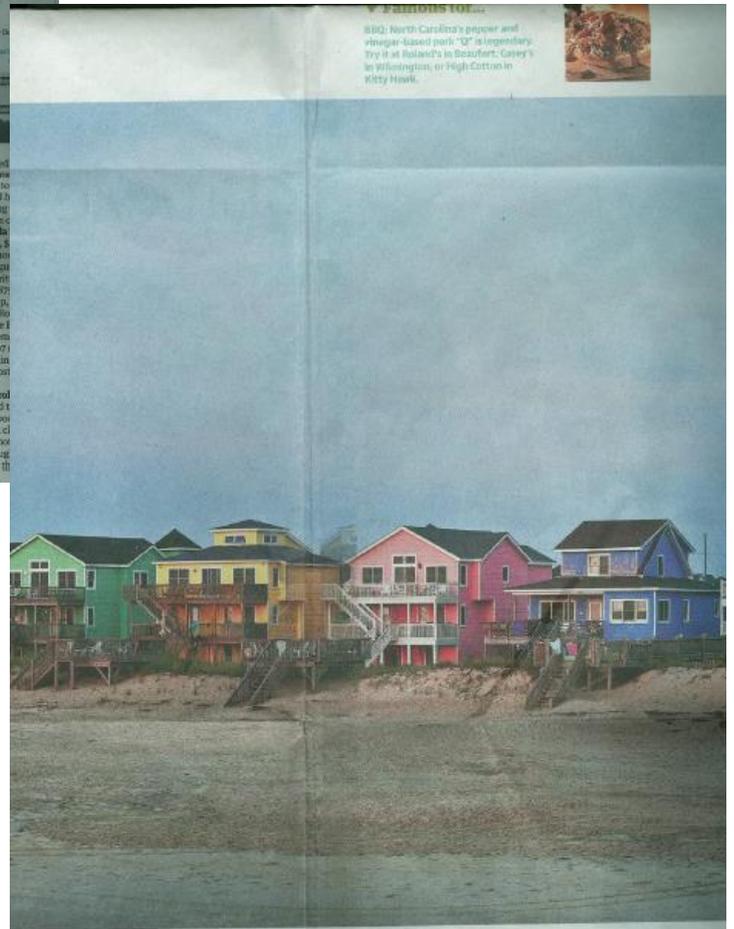
Corolla and Duck, Outer Banks

The Outer Banks is a narrow ribbon of barrier islands, barely 100 metres wide in parts, stretching 200 miles from the Virginia border to Hatteras, a windswept fishing village. The main tourist towns are Hags Head and Kill Devil Hills, where the Wright Brothers famously took flight, but the northern villages of Corolla and Duck are more refined, with pretty hedge-row-lined lanes and stilted beachfront mansions.

On our first visit, we rented Corolla's A's Beach - soval because that's the only way to it. The beach is part of a wild sanctuary, and every morning woken by nightingale song in our backyard. **Bob's Corolla Horse Tours** (from \$99 adult, \$125-143 0018) offers two-ho-top Jeep safaris with expert guides in Corolla, the red-brick Currituck Beach Lighthouse, built in 1897 operational and, from the top steps up, there are views of the island on the inlet side of the lighthouse of the first English settlers in the Americas in 1585. The 107 women were never seen again island is referred to as the Lost

North Banks restaurant, Corol

This vintage wooden-floored eat and cocktail bar serves seafood such as lobster tail, steamed and grilled line-caught fish. It's not water, but the produce is caught by local fishermen on either th or the Currituck sound side.

PARADISE ISLAND ...

BBQ: North Carolina's pepper and vinegar-based pork "Q" is legendary. Try it at Roland's in Beaufort, Casey's in Wilmington, or High Cotton in Kitty Hawk.

A day spent in the sun ends around the fleet by the alfresco Sand Bar, as waves crash just beyond the dunes.

of sailors from HMS Redoubtable, torpedoed in 1942. The main attraction, though, is the spectacular coastline. Families will enjoy Lifeguard

main holiday rental company, but characterful Blackbeard's Lodge good choice among the many hotels and motels. Rustic, private-things

Shortlist Publication – BBQ Feature



1 One day you find yourself drinking moonshine at lunchtime on a weekday – after eating a plate of chopped pork, ribs and hush puppies fried corn balls – something has gone very wrong or very right. If you're doing this with a reversed prism at the home of baseball's Durham Bulls, the answer is obvious: you've hit a home run. Probably with a bat made of pork. In the states of North and South Carolina, the hog is king. But how much can one man actually eat?

DAYS 1-2 CHARLESTON
The adventure starts in Charlotte, the Carolina's largest city, and the area only truly metropolitan. But even its airport has a down-home, genteel southern charm. White rocking chairs are everywhere, making my wait for a connecting flight

3. The Man vs BBQ challenge

When faced with the best pork in the US, Ben Isaacs does the only sensible thing you can do: keep eating

South Carolina's oldest city is a foodie haven, but fine dining is off my agenda. The first stop is Home Team BBQ (hometeambbq.com), home of what have been hailed the "most life-changing ribs in America". Imagine the theme of only having the nation's second most life-changing rib.

The place is packed and noisy, and I order well everything: Home Team BBQ is like a greatest hits of barbecue styles. Vividly prepared, cooked low and slow. Hot wings, brisket, smoked turkey, that pulled pork – with beer from nearby Holy City Brewing and a bourbon/ve blend from Jefferson.

Before I flow out, I had to explain that this wasn't an attempt to see how much I could consume each day. My focus was quality not quantity. That's all well and good until you're handed huge portions of dishes that all require just one more bite. This is comfort food, but I feel rather uncomfortable after one too many bites.

The next morning brings another bad decision when I set

me of the. Not only is so convince warrants a home fries, (the Deep factions, not e-and-bacon at Toast m) fills me its calorie feel I'm being a. But options and at 9am. barbecue them o come by, gh-end er & Bee) finds y changing oublebon with e non-cube int.com) and cal institution ansporch. arbecue

THE DETAILS

Flies British Airways, US Airways and American Airlines fly from the UK to Charlotte; connecting flights to Charleston take around an hour

Stay Mills House, 15 Meeting Street, Charleston, SC 29401; millshouse.com; DoubleTree Suites by Hilton, 2315 Meridian Parkway, Durham, NC 27713; doubletree3.hilton.com; Country Hearth Inn, 1925 Cotton Grove Rd, Lexington, NC 27292; countryhearth.com

Need to know Plan your own barbecue tour of the US at discoveramerica.com. For more on North and South Carolina, see uk.visitnc.com and discoverouthcarolina.com/united-kingdom

with a view to taking over a large, modern space. Nearby Bullock's Bar-B-Que is a different proposition. Owner Tommy Bullock describes it as a "southern restaurant" – regional staples such as beany Brunswick stew share space with the customary pulled pork on his massive menu. The walls are covered in signed pictures of celebrity visitors (although Prince Rainier and Grace Kelly had takeout delivered), with Robert Duvall a regular.

DAY 4 LEXINGTON
Even if you're some dangerous

I ORDER, WELL, EVERYTHING. HOME TEAM BBQ IS LIKE A BARBECUE GREATEST HITS

subversive who hates barbecue, Charleston and Durham are fantastic places to visit, but I can't imagine Lexington existing without its slow-cooked pork. Having said that, the local cuisine is pretty switched-on, adding lots of free public Wi-Fi, and Main Street could pass for a Hollywood film set.

But it's the barbecue joints that caused an international festival (barbecuefestival.com) to be held here. These guys are laser-focused on the local style: pork shoulder (chopped, coarse chopped or sliced) in a vinegar-based red



sauce, served with red slaw and hush puppies. Bar-B-Que Center (barbecuecenter.com) and Lexington Barbecue (lexbbq.com) have been the standard bearers for decades. When I turn up, both are rammed with loyal regulars. At Lexington Barbecue I'm told Bill Clinton has eaten everything on the menu (a mental image I have no problem conjuring), but that his favourite item is the peach cobbler. It truly is something special – but perhaps I'm just savouring the



TWO GENERATIONS OF BARBECUE TALENT – ED MITCHELL AND HIS SON RYAN

ULTIMATE TRAVEL

novelty of a dish without pork. Rival Speedy's (speedysbbqinc.com) cooks using electricity rather than wood fires – a no-no for purists – but I defy you to tell the difference. I eat at all three in one day, and wonder if anyone has ever done this before. Or done it and lived.

Late that night, I end up in a bar cornered by a one-eyed man who claims to have connections all over town. An out-of-towner hears us talking about local restaurants and asks why the barbecue joints ignore beef. The one-eyed man gives me a look that says 'Can you believe this lunatic?' and goes off to lecture him on pork's superiority.

DAY 5 CHARLOTTE

As I fly home from Charlotte the next afternoon, I start to get nervous about the contents of my suitcase. I have an unwise number of glass bottles containing barbecue sauces wrapped up in my clothes, and to an overzealous TSA agent it probably screams 'dirty bomb'. I'm not sure what to expect when I land. Once the case is retrieved from the carousel, I open it up, my heart pounding, fearing my precious sauces have been confiscated. But they're intact – the TSA hasn't even opened my case. There can only be one explanation: once you're in with the one-eyed man, you've got diplomatic immunity. I vow to raise a bourbon with spherical ice to him at home.

Guardian Online

theguardian
Winner of the Pulitzer prize 2014

world sport football opinion culture business lifestyle fashion environment tech travel all sections

americas asia australia africa middle east cities development europe

Watching the wheels: the North Carolina museum that is a temple to motorcycles

Bikers come to Maggie Valley from all over the world to ride its mountain routes but also find Dale Walkler's loving collection of bikes

The Guardian 29 April.PNG



A vintage Harley-Davidson. Photograph: Igor Gouzenov/Corbis Press/Corbis

Advertisement

Rates as low as **85**

Hilton

BOOK NOW

Most popular

Revealed: Britain's most expensive places to rent a home

It's raining and grey, and Maggie Valley, North Carolina, is waiting for summer to start. About a third of the motels that line this mountain town's main street haven't opened yet. Some of the restaurants are still closed, too: darkened parking bays and prime rib joints with chairs stacked on tables. But in a week, all of this will change.

Then the motorcyclists will come.

They come to ride the Blue Ridge Parkway, "The Diamondback", up to the town of Little Switzerland, and "The Dragon", a road known for its 118 turns over 21 miles. Or to "day the Dragon" like a knight in a medieval romance. They come from May to November, from the hottest days through the changing of the leaves, which is an extraordinary in the mountains that the vistas of orange and red look almost artificial.

And when they pass through Maggie Valley, they will probably visit the 30,000-square-foot Wheels Through Time Museum, which is part temple to transportation and part site of passage.



The museum houses the personal collection of Dale Walkler, a former Harley-Davidson dealer, car and motorcycle enthusiast, and acquirer of artifacts. It brings together machines that go about being showpieces and about the perpetual and nostalgic values of motorcycle culture.

Walkler has been collecting for 45 years, and the results fill a large warehouse. He owns about a dozen cars representing the decades from the 1950s through the 1980s. But his motorcycles - 550 or so - dominate the space. Some are the only example of their kind. Although the collection is all-American, the visitors aren't. Thirty-five riders from Australia are expected soon, as Brazilian are also on their way.

The space is filled not only with cars and motorcycles, but also antique objects that piece together the history of these machines. Motorists demand a vintage driver's checklist which over display cases featuring vintage articles, issues of Popular Science, vintage brochures, and advertisements.

I jog in front of the first motorcycle Walkler built when he was 15, trying to separate it in my mind from everything that surrounds it. The air smells of dust, and metal.

At first, these machines seem static, even dead, as things in museums often do. A spray-painted sign jokingly designates a Chopper Grosvont that looks "the skeleton of what used to be", an homage to the archetype of the Easy Rider from the 1960s. But these things are not dead. Many of the museum's cars and motorcycles, even the very old ones, have been restored and are regularly taken

WaterAid

It's time to stop jeans drinking dirty water.



(4).PNG

Motorcyclists share a love of their mode of transportation and the space through which they travel, but they're divided into smaller groups by the make and lineage of their motorcycles. Each machine in the museum stands for one of these micro-communities, past or present.

I step in front of a solid black and white photograph in a silver frame: a national convention of Harley-Davidson dealers from 1920. Young men sit at long tables set for a meal, an American flag hanging on the wall of the banquet hall behind them. And in another image, two young women in skirts, blouses, and boaters like balloons pose with their Harley-Davidsons, their hands gripping the handlebars. The man in front of me has a Harley-Davidson on his back. The Harley-Davidson, like many collectors, this one is always changing. Walkler is constantly upgrading his gear and restoring the museum to accommodate the new. I start chatting with Dale Walkler, one of the museum's volunteers and a retired Chicago, Illinois professor from Appleton State. We talk about what kinds of bikes have been stolen, some the owners and when. After a while, I realize I'm not checking out any metal and say that I want to go.



Harley-Davidson motorcycle. Photograph: Michael Grecco/Corbis

"Well," he says, "you have to see something."

I follow him outside, back into the rain that's keeping the town's few riders in their motor and in the museum for the day, and we climb up into a truck. Inside are stacks of new Harley-Davidson back objects, some of them wrapped up in bubble-knives paper bags. Dale picks up one of these things and says we're looking at a collection of vintage Indian motorcycles from the 1920s. He has just finished the collection that these are rare, and that collection like this is actually out of. Walkler has been these objects in the working a piece with his wife.

"It's a warm from heaven," he says, and maybe because of the museum, or maybe because he's a collector, too, I know what he means.

Wanderlust – A Walk in the Woods



This was a 14 page feature on the whole trail with NC featuring

Trainings

Various trainings took place during the year; these fell into two categories:

- Individual Tour Operator trainings.
- Roadshow events that enabled North Carolina to engage with both tour operators and travel agents.

In total **425** staff have been trained on North Carolina.

Key events included:



These events were well attended and were a great opportunity for North Carolina to be exposed to a mix of Travel Agency personnel as part of a specific “North America Showcase”

Details:

Leeds – 16 March 2015 – 66 attendees
(Independent Agents, Home Workers & staff from the multiples)

Cardiff – 23 March 2015 – 51 Attendees
(Independent Agents, Home Workers & staff from the multiples)

North Carolina received:

The format of the evening enabled us to train all guests in sessions lasting 8 minutes. A total of 11 sessions were carried out at each event. In addition, North Carolina benefitted from:

- An area to display promotional literature and network with agents
- A 50 word entry, with NC logos in the event programme
- Logos on all invitations in Travel Bulletin Magazine
- Logos on all Promotional emails
- Photo coverage after the event in the Travel Bulletin Magazine and on the Showcase Micro-site, held online for 12 months (Coverage to follow when available)
- Appearing in the promotional video, hosted online, Twitter and Facebook
- Receive agent data, so you can arrange follow-up meetings and send your own promotional material / meetings / FAM trips



Attendees included: Co-operative Travel, Flight Centre, Kuoni, North America Travel Service, Personal Travel Advisor – Mid Counties, STA Travel, Thomas Cook, Trailfinders, Travel Counsellors & Virgin Holidays



Visit USA Association – UK

VUSA Agent Roadshow training events



The 2015 VUSA Roadshow events took place in October with events in three key cities, as follows:

- London - 06 October 2015 – attendance 101 agents
- Manchester - 07 October 2015 – attendance 123 agents
- Glasgow - 08 October 2015 – attendance 120 agents

The events were well attended and agents were given an evening of education, fun and food. In total of 344 agents were trained on North Carolina over the evening in the form of “round-robin” sessions.

The year the events were held in venues with links to the USA, such as ten pin bowling centres and Hard Rock Café. The attendance of agents at each event was much improved on recent years with over 100 agents at each event. The attendees were a mix of travel agents and tour operator reservation staff and knowledge / interest levels of the agents were also high in each city.



The Roadshows followed a revised format of mini training sessions, to ensure that each exhibitor had the opportunity to present their destination / product to each agent attending.

Visit USA produced a booklet containing information on each exhibitor and contact details. We also received the opportunity to record a short video:

<https://youtu.be/1dlA-t4zrb4>



Trade Shows

A number of Trade events for operators were attended. These are useful for building and selling in new product.

Key shows Included:

IPW June 2015 – Orlando

The UK had a total of 17 tour operator / trade meetings over the course of the show and the team met with key UK partners to develop business opportunities.



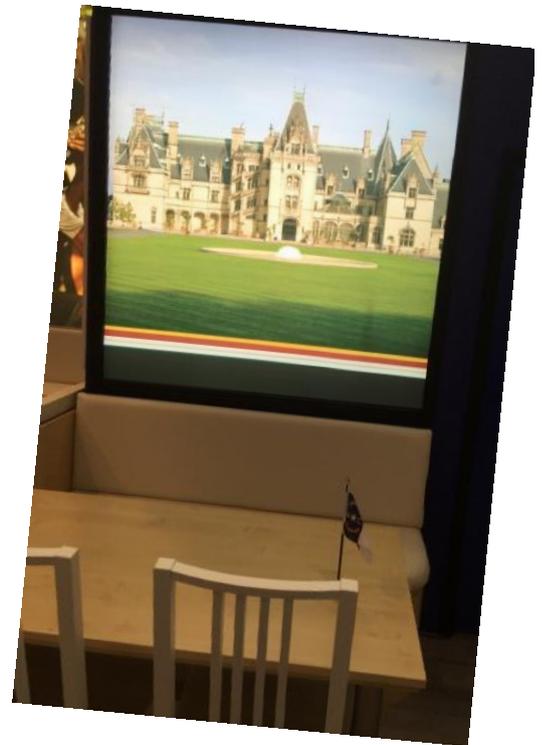
**World Travel Market
02 – 05 November 2015**

During the lead up to WTM 2015, TTM actively sourced both trade and media meetings for North Carolina.



We had a total of **24** meetings over the first three days of the show. This was the last year of a 4-day format of WTM and in 2016 the show will only be open Monday – Wednesday.

Full details of all meetings and new opportunities can be found below.



Travel South International Showcase 30 Nov – 03 Dec 2015



Duncan attended Travel South in Charlotte as the UK face of North Carolina. The event was attended by a number of UK operators including Platinum Travel from Ireland.

The show was a great success and Duncan not only participated in the main state meetings but with the county and regions meetings when they met with UK operators.

A total of 25 meetings were attended.

In addition, Duncan was present at the hosting by Visit Charlotte of the NBA Baseball game on the Sunday afternoon prior to the show.

UK Companies attending:

Karen Niven	–	Bon Voyage
Melissa Tilling	–	Funway
Maria Wahby	–	Miki Travel
Hannah Philips	–	The Internet Traveller
John Bowden	–	THG
Steve Hartridge	–	Selling Travel
Maggi Smit	–	America As You Like It
Richard Harrington	–	Newmarket Holidays
Ciara Foley	–	Platinum Holidays



Upon his return Duncan arranged for each of the UK and Ireland attendees to receive a thank-you in the form of a little taste of North Carolina!



FAM Trips

We hosted 1 x Media FAM trip in 2015 focusing on State and National Parks so that we ensure maximum coverage in and around all the forthcoming anniversaries.

The FAM was timed to coincide with IPW in Orlando to attract the right journalists.

TTM secured complementary seats from Delta for the FAM trip which included visiting:

- Charlotte
- Blowing Rock
- GrandFather Mountain
- Asheville
- Bryson City



Visit USA Association UK

Visit USA – Unite event – 26 March 2015

The second “Unite Visit USA” event was held for the VUSA members, and was well attended.



The idea is that this would be a 'one-stop-shop' event held in central London for tour operators to hold informal, pre-booked, one-to-one meetings with tourist boards, hoteliers, representation companies, airlines, ground handlers and car hire companies from various regions around the world.

North Carolina conducted 15 meetings, followed by 9 media meetings at the evening Media event



Visit USA Ball – Thu 03 July 2015

The Visit USA Ball was held on Thursday 03 July 2015. North Carolina again shared the table with New Orleans to minimise cost but maximise the opportunity.

We secured an impressive list of guests for the table and a great evening was had by all.

Guest List:

Nadia Clinton	Delta Air Lines
James Butler	Audley Travel
Arlene McJury	Virgin Holidays
Cath Pusey	America as You Like It
Jane Poyser	Trailfinders
George Beguinot	British Airways
Melissa Tilling	Funway
Dominic Hodson	Purely America
David Pointer	Western & Oriental



Visit USA Association – Ireland

Visit USA Ireland Trade Roadshow

North Carolina participated in the VISIT USA Association Ireland Trade Roadshow taking place in 3 key Republic of Ireland cities. The roadshow visited Limerick, Cork and Dublin and facilitated networking and engaging with 20 – 25 key operators per event (total 68), their owners and Senior Managers.



The Roadshow provided excellent opportunities to showcase the State and formally talk about North Carolina.

Dates:

Limerick	17 February 2015
Cork	18 February 2015
Dublin	19 February 2015

The events were extensively picked up by the Irish Travel Trade (Irish Travel Trade News, TravelBiz.ie and TravelExtra), which resulted in coverage across the Irish Travel Trade both in real-time and post event.



The Big Travel Trade Event 2015, N Ireland – 09 & 10 June 2015



Following the success of this event last year it was decided that this year the Visit USA Association UK, in co-operation with Visit USA Committee Ireland, would combine to create a USA pavilion at this show.

The pre-event evening dinner was a great success and very well attended with key travel personnel from across Northern Ireland.

Big Travel Trade Event was also well attended over the 2 days and gave a great opportunity to meet and engage with the Northern Ireland travel trade community at a very cost effective rate.



North Carolina Governor's Conference on Tourism – 08 March 2015

Jody Hanson and Kirsty Dillury attended the conference on behalf of Travel & Tourism Marketing and as representatives of the UK and Ireland market.

Jody presented on the current UK market and the recent activities, based on the PowerPoint slide provided ahead of the conference.

Post-conference Jody and Kirsty visited Raleigh and Durham to spend time networking with colleagues from Visit North Carolina. They also had the opportunity to spend time in Raleigh and Durham to further build on product knowledge.

UK & IRELAND 2014

USA Brand USA
www.visitnc.com

MEGAFAM – 1st for North Carolina

Showcased:

- Morning tour of Charlotte, including the Levine Museum of the South and NASCAR Hall of Fame
- Activity at US National Whitewater Center
- Shopping at Concord Mills
- Charlotte Speedway – NASCAR Sprint All-Star Race
- Transylvania County
- Pisgah National Forest and Looking Glass Falls
- Sliding Rock
- Cradle of Forestry

Coverage across:

- Social Media Channels
- Travel Trade publications

Attendees included: TRAVEL2 major, Hart Travel, AMERICAN HOLIDAYS, VACATIONS AMERICA, WESTERN & ORIENTAL, Tully's travel, NORTH CAROLINA

world travel market
3 - 6 November 2014 - London

Focused UK Trade Show

- 14 Trade Meetings
- 12 Media Meetings

Overview / summary of 2014 activities

Fam Trips
2 x FAM Trips featuring key UK Tour operator personnel

Sales Calls
In excess of 100 Sales calls and meetings were conducted in 2014

Trainings
Total Staff trained 305

Co-op's
5 Tour Operator Marketing activities via various distribution channels

2015 GOVERNOR'S CONFERENCE ON TOURISM

UK & IRELAND 2015

Further increase product featured by operators following on with successes with Stella Travel Group and Carrier Tours

Agent Trainings – product knowledge is key, build on activities with the Visit USA Association in both the UK and Ireland

Consumer awareness through marketing activities and Consumer shows

THE BUSINESS GROUP
Destinations
the holiday & travel show
London & Manchester

May 2015 – PR/Media FAM focusing on National Parks and forthcoming anniversaries

Continued participation in:

- Tour Operator : Marketing Activities - FAM Trips – Trainings - Product Development
- Support in house activities

VISIT USA activities : Meet the media events, - VUSA Ball - VUSA Training events – Trade Development
Press trips, newsletters, press releases

NORTH CAROLINA
2015 GOVERNOR'S CONFERENCE ON TOURISM



Consumer Events

Destinations Show 2015

The Times Destinations consumer shows in Manchester and London took place in January with North Carolina in attendance.

Dates:

Manchester	15 – 18 January 2015
London	29 January – 01 February 2015

The shows were extremely well attended with a very high quality of consumer, many of whom had conducted initial research on their trip to the USA. The shows presented the State with a great opportunity to interact and engage with the consumer and influence their ideas, plans and itineraries.

Attendance Figures:

Manchester – **24,765** (up 5% year on year)

London – **38,688** (up 3.5% year on year)

Collateral distributed for North Carolina:

Manchester – 275 brochures and maps

London – 300 brochures and maps



Pavilion at London 2015



North Carolina in the spotlight at the Rolls Royce London Event

North Carolina was showcased at the recent UK Rolls Royce Owners Club annual event, which this year was held at the prestigious Saatchi Gallery in central London on December 4th.

One of the main drivers to participate in this high profile event is the news that the USA Rolls Royce Owners Club meeting in 2016 will be on North Carolina soil at the Biltmore Estate in Asheville. This was the perfect opportunity to link the UK and NC events.



The event was very well attended with over **700** owners participating. The event was hosted by key UK motoring journalists including Vicki Butler-Henderson and Quentin Wilson.

The organisers created gallery style plinths for exhibitors to display items associated with their destination or produce. North Carolina chose to tell the story of NASCAR with a Mason Jar of Moonshine and a racing helmet. Many of the visiting enthusiasts enjoyed discussions on the heritage and culture of NASCAR. The striking picture of the Biltmore Estate also intrigued attendees who thought at first it was a French chateau. There was much interest in North Carolina amongst attendees.



2015 UK & Ireland Sales Mission

The 2015 sales mission took place in September and saw 23 delegates across North Carolina, South Carolina and Georgia.

The mission was themed around BBQ and great food and saw the delegation visit the cities of Dublin, Manchester and London where a series of agent events were held around the theme. These included:

- Representatives attended the Visit USA Association Ireland quarterly meeting
- Operator and Media lunches
- Agent events each evening in the various cities
- Tour operator Product Marketplace



Social Media Activity

Monthly activities were supported by postings and coverage on the social media channels available, including Facebook and Twitter. This involved utilising both the TTM pages and those of the operators involved.

Examples:

 **Travel & Tourism Marketing - TTM World**
16 January at 20:54 · 🌐

North Carolina

Thinking of visiting North Carolina then why not visit the North Carolina stand at the Destinations Show at Event city in Manchester.



Like · Comment · Share · 👍 4 💬 1 ➦ 1

 **Travel & Tourism Marketing - TTM World**
29 January at 22:12 · 🌐

North Carolina

Thinking of visiting North Carolina then why not visit the North Carolina stand at the Destinations Show at London's Olympia.



Like · Comment · Share · 👍 7

Travel & Tourism Marketing - TTM World added 2 new photos.
9 March · 🌐

Jody and Kirsty at the Opening Reception of the 2015 North Carolina Governors Conference on Tourism at Pinehurst Resort



Unlike · Comment · Share

👍 You, Catherine McCubbin, Jo Piani, Heidi Walters and 6 others like this.

TTM World @ttmworld - Jun 9

TTM ready for the start of the @BIGTradeEvent Belfast! @VisitNC @VisitMA



👍 1 · ⭐ 4 · ⋮

View photo

Travel & Tourism Marketing - TTM World
May 5 at 3:21pm · 🌐

#NorthCarolina : has the best beaches, hotels & restaurants
<http://bit.ly/1KCÜzgi> Douglas Rogers via The Guardian Visit North Carolina



North Carolina coast: the best beaches, hotels and restaurants
With its white beaches, warm sea and crab shacks, the North Carolina coast rivals the Caribbean. Douglas Rogers picks its most alluring resorts, plus great places...
THEGUARDIAN.COM | BY DOUGLAS ROGERS

TTM World You added 2 new photos.
23 mins · 🌐

TTM member, Duncan at Blowing Rock, North Carolina on a fam trip! Visit North Carolina Road,Rail&Sea

