Sales, Marketing and PR Summary
January – December 2015

Prepared by
Travel & Tourism Marketing Ltd

Travel & Tourism Marketing Ltd,
Shaftesbury House, 20 Tylney Road, Bromley, Kent, BR1 2RL.
Tel: 0208 313 1717 www.ttmworld.co.uk
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.
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
Insight Vacations

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
Southern Elegance

8 days from £2995 per person (inc. flights)

On a trip of luxury you will savour the history, sights and scenes of the South - enjoy New Orleans, elegant southern plantations and peaceful island retreats.

This tour includes:
- Atlanta, Savannah, Charleston, St. Simons Island, Hilton Head, Savannah Skirrids
- Departures between April - October 2014

Book by 30 April 2014 & save £220 per couple!

Come in-store and find out more today!
**U.K. Public Relations Results:**

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

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

Sunday Mirror and Mirror Online
North Carolina coast

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.
Shortlist Publication – BBQ Feature

3. The Man vs BBQ Challenge

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.

TAMING THE PORK

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

The next time you’re faced with a BBQ challenge, here are some tips to help you survive.

AUGUST 2018

The details:

3. The Man vs BBQ Challenge

The ultimate test of a man’s BBQ skills.
Watching the wheels: the North Carolina museum that is a temple to motorcycles

The Guardian 25 April 2018

By Dehenna Davey

The Guardian

Another one for the collection. A Harley Davidson, this time... or was it a Indian... or was it a Honda... or was it a B seats!... or was it a... gives up. It’s a collection of motorbikes for sure. A lot of them have very long histories, and have been restored to their former glory. It’s a bit of a temple to motorcycles, really. There are some really old bikes, and some really rare bikes. It’s a bit of a museum, really. A bit of a temple to motorcycles, really.

Harley Davidson

The museum has an impressive collection of Harley Davidson motorcycles, including a 1936 model, a 1946 model, and a 1956 model. The museum also has a collection of Indian motorcycles, including a 1920 model, a 1930 model, and a 1940 model. There are also some Honda motorcycles, including a 1965 model, a 1975 model, and a 1985 model. There are some really old bikes, and some really rare bikes. It’s a bit of a temple to motorcycles, really. There are some really old bikes, and some really rare bikes. It’s a bit of a museum, really. A bit of a temple to motorcycles, really.

WaterAid

In the museum, there are various exhibitions, including a display of vintage motorcycles, a display of classic cars, and a display of vintage cameras. There are also some interactive exhibits, including a virtual reality ride, and a hands-on display of how motorcycles are made. There are also some talks and demonstrations, including a talk on the history of motorcycles, and a demonstration of how to ride a motorcycle.

TTM World

Travel & Tourism Marketing Ltd,
Shaftesbury House, 20 Tylney Road, Bromley, Kent, BR1 2RL.
Tel: 0208 313 1717 www.ttmworld.co.uk
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/1dIA-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 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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nadia Clinton</td>
<td>Delta Air Lines</td>
</tr>
<tr>
<td>James Butler</td>
<td>Audley Travel</td>
</tr>
<tr>
<td>Arlene McJury</td>
<td>Virgin Holidays</td>
</tr>
<tr>
<td>Cath Pusey</td>
<td>America as You Like It</td>
</tr>
<tr>
<td>Jane Poyser</td>
<td>Trailfinders</td>
</tr>
<tr>
<td>George Beguinot</td>
<td>British Airways</td>
</tr>
<tr>
<td>Melissa Tilling</td>
<td>Funway</td>
</tr>
<tr>
<td>Dominic Hodson</td>
<td>Purely America</td>
</tr>
<tr>
<td>David Pointer</td>
<td>Western &amp; Oriental</td>
</tr>
</tbody>
</table>
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.
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
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.

---

**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.

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

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