

We put heads in beds at Wilmington and its Island Beaches.



Task

FWV began work with the Wilmington Convention Center in 2010 and quickly moved to also handling public relations and social media efforts for Wilmington and its three island beaches (Carolina, Kure and Wrightsville Beach) in 2012. FWV was tasked with increasing awareness for all four destinations during the shoulder season and off-season through a targeted earned media campaign. This is the timeframe when a coastal destination is not typically in the vacation consideration set.

Approach

Website traffic and other visitor data is used to identify the geographic areas with the highest potential for visitor conversion, with North Carolina being the No. 1 target market, followed by surrounding states like Ohio, Virginia and Pennsylvania. National outreach was conducted on a select basis, primarily with a goal of generating awareness for the destination. Media outreach efforts focus on core visitors groups – families, couples, baby boomers, seniors/retirees, and brides-to-be/destination weddings, as well as niche audiences – military families, eco-friendly visitors, music enthusiasts, anglers, Civil War buffs, sports/fitness enthusiasts, active lifestyle enthusiasts and foodies.

Results

- Hundreds of millions of media impressions during the shoulder season and off-season
- Feature placements in top-tier media outlets in in-state and out-of-state feeder markets
- Increased website visits, including outgoing traffic to lodging partners' websites
- Increased room occupancy rates year-over-year





NAVIGATOR BEACH REPORT

STAY FOR A WEEKEND
TV producer Dana Weisbart shares her 10 ways to do summer Wilmington style.

STAY FOR A LIFETIME

SURFER



PHOTOESCAPE

SOUTH SUP HUBS

RECREATION, WILMINGTON

State

State

State

State

BY AFTERNOON, AND ALL THE WAY DOWN
with **Seawall**. Pie families shift and sway as they take their stations for the day along the pier's dry wooden rails.

FLUNDER AND SPOT folks bubble along the tide line. The sky's clear. It's quiet, save for the dip and top of pelicans as they take their stations for the day along the pier's dry wooden rails.

THIS IS MIKE'S favorite time on the pier. He walks the sandy planks and settles on a bench along the edge of the pier that he's rebuilt at least seven times. He greets, he watches, and he thinks. "The flounder and spot folks getting around 10 a.m.," he says, "but only in the morning, someone's going to step by and say hello and tell you their stories."

Elleanor Spencer lives in the shadow of Dr. Henson's Bank of Common Spiders, available *this month*.

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RUNNER'S WORLD

WILMINGTON, NORTH CAROLINA

WHERE TO RUN

WHERE TO BUY

WHERE TO STAY

WHERE TO EAT

WHERE TO RELAX

We put the new Wilmington Convention Center on the meetings map.



Task

FWV began work with the Wilmington Convention Center (WCC) in 2010 as a PR client. That work has evolved and grown to include media planning and advertising for the WCC.

Approach

Through creative executions, we sought to increase awareness for the WCC as North Carolina's largest coastal meeting destination, differentiate it from top competitors, build a database of qualified meeting planners within target geographies, and support the sales team by generating leads. Our overall strategy was to highlight the destination itself, since most meeting and event planners consider this first and foremost when selecting their event location.

We also worked with the WCC to build out and promote the Wilmington area as a destination for group sporting events. This included developing a brand statement and positioning; messaging; creative; and photography.

Results

- Record-breaking attendance for conventions hosted at the WCC
- Increases of 14 percent to 125 percent at annual meetings and conferences held at the WCC to date



We put the new Wilmington Convention Center on the meetings map.



Meet steps away from
our bustling downtown,
any time of year.

Historic charm combined with modern style and new facilities make Wilmington's new Convention District the perfect meeting spot. With welcoming weather year-round, you'll find the largest convention center on the NC coast and plenty to do in our renewed, walkable River District, while beaches beckon nearby.

Wilmington.c.
River District & Island Beaches

NCCoastalMeetingsSouth.com | 800.650.9064



Paddle Racing & Wave Chasing
We're always game

From the Carolina Cup paddle races on the World SUP Tour to IRONMAN North Carolina, Wilmington's hosted many diverse events filled with good times. Our welcoming year-round weather, breathtaking beaches and bustling riverfront are crowd-pleasers.

Book off-season for the best savings, and see where the water takes you.

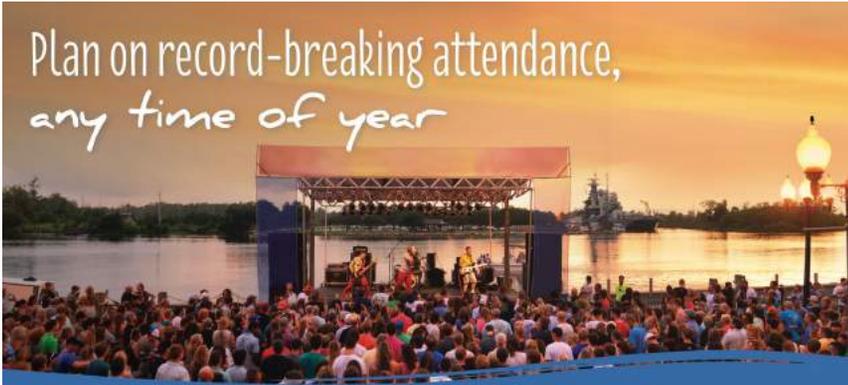
Wilmington.c.
River District & Island Beaches

PlayWilmingtonSports.com | 800.650.9064

We put the new Wilmington Convention Center on the meetings map.



Plan on record-breaking attendance,
any time of year



With welcoming weather year-round and plenty to do, Wilmington is more than a great spot for meetings - it's a destination. You'll find the largest convention center on the NC coast set along our Riverwalk, while beaches beckon nearby.

Book off-season for the best savings, and see where the water takes you.

NCCoastalMeetingsAssociations.com | 800.650.9064



A meeting location
that feels like a vacation



MEET WITH US