



Pender County Government Update

Department

TOURISM

8.19.22 Tourism- County Update

Pender County Tourism celebrated the release of the visitor spending numbers for 2021. Pender County saw another record-breaking year in visitor spending at \$165.29 million. Tourism created 924 jobs in the county with a payroll of \$37.1 million. The taxes generated for the county was \$8.9 million.

Pender County Tourism met with the owners of Salt Marsh Market to learn about this new business. We wrote a blog about the business for our website.

Pender County Tourism attended the board meeting of the NC Coast Host organization.

The Land Acquisition sub-committee of the Friends of the Mountains to Sea Trail met for an update on projects across the state.

Pender County Tourism participated in the Visit NC webinar to learn about participating in the Firsts That Last campaigns that can be tailored in social media for destinations.

Tammy attended the strategic planning session of the NC Oyster Trail. We discussed membership, website, and an upcoming NC Oyster Month.

Pender Tourism was represented at various ribbon-cuttings with our two chambers of commerce.

The office attended and represented the county at the Wilmington Area Hospitality Association.

Tourism met with Surf City Parks and Recreation to discuss a birthday hike on the MST, on Sept. 8 at 9 a.m. It will be a bridge hike, led by Mountains to Sea Trail volunteer Kathy Tucci. We are coordinating birthday hikes with Burgaw and Moores Creek National Battlefield.

At the invitation of Congressman Rouzer's office, Tammy attended the Small Business Advisory Council meeting in Wilmington.

Work on the Visitor Guide continues. We are meeting with the publishing company and designer on Monday.

VisitNC's director, Wit Tuttell was named the State Tourism Leader of the Year by US Travel. Wit has been a tremendous resource to Pender County Tourism, and we celebrate with him!

Communications

We have issued press releases for several departments.

We have fielded multiple media inquiries and information requests.

We have kept the county website and social media updated.

We took photographs at the board of commissioners meeting and posted on social media.

We have attended a briefing regarding the Juniper Road Two Fire and have remained in daily contact with the North Carolina Forest Service's communications liaisons.

We attended a briefing on the Juniper Road Two Fire and have worked closely with the NC Forest Service's public information officer. We have kept the press and residents informed as developments surrounding the wildfire occur.

