



VISIT NC UPDATE AND GOOGLE BUSINESS PROFILES AS MARKETING & PR TOOLS

May 14, 2026

Visit NC Partner Webinar



TODAY'S PRESENTERS



Guy Gaster
Host, Visit NC



Emily Prickett
Visit NC Public Relations



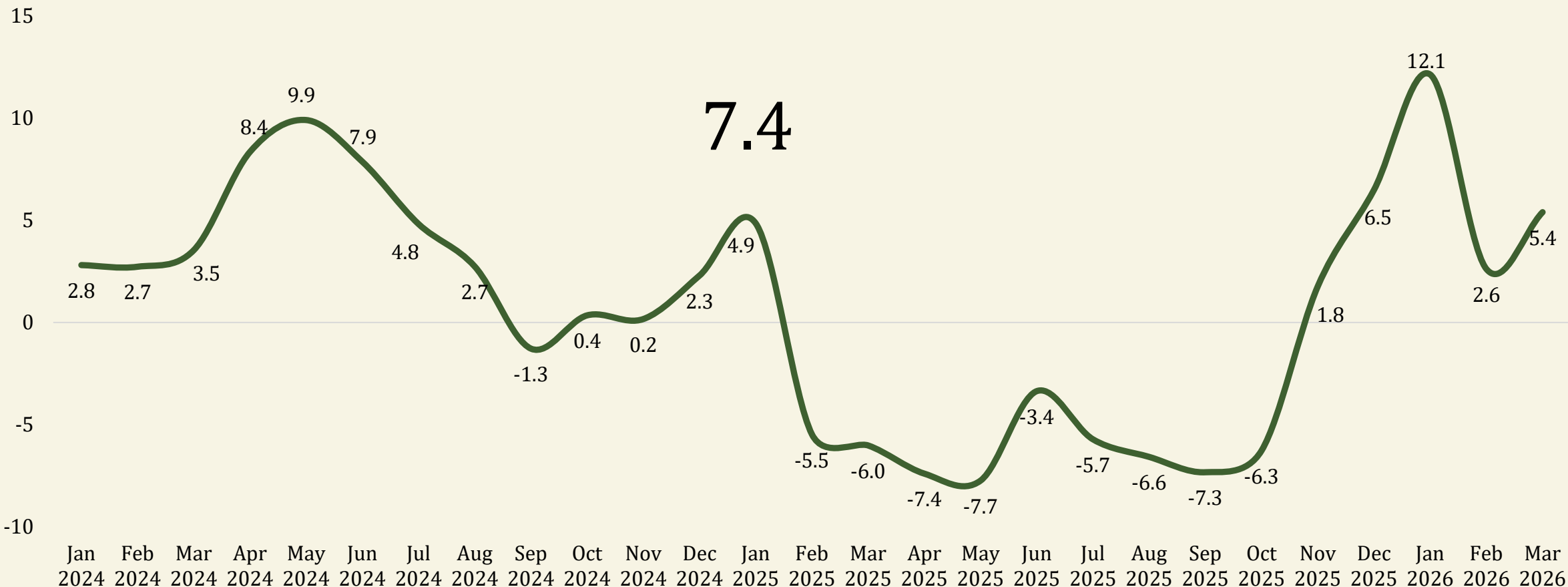
Susan Dosier
DK Communications Group



2026 YTD TOURISM HEALTH STATUS



VISITOR ECONOMY INDEX - MONTHLY



Visitor Economy Index is comprised of commercial lodging demand and revenues, AirDNA demand and revenues, available credit card data and visitor device counts

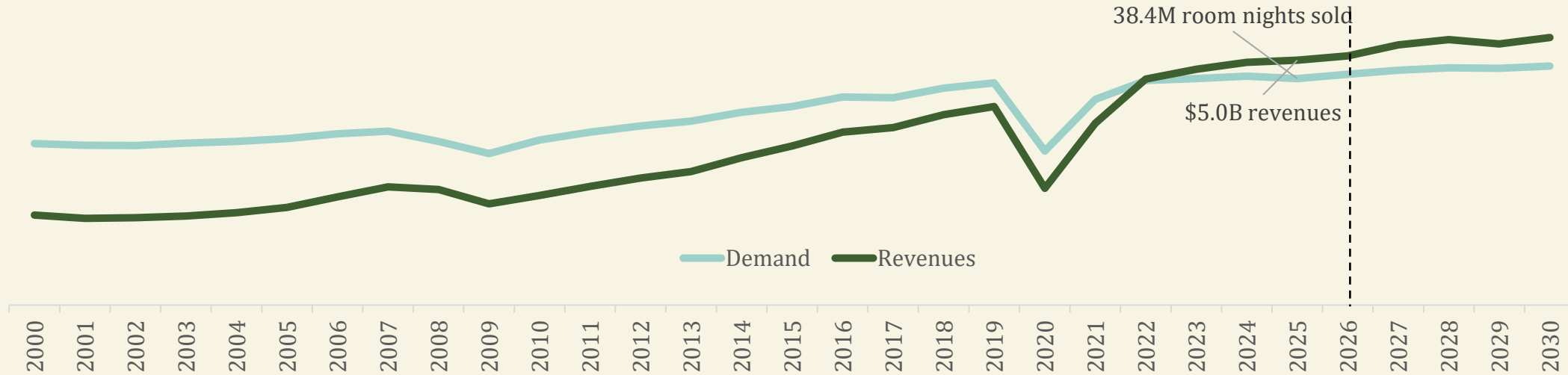
Source: Zartico 2026



2026 YTD LODGING DATA

Measurement	Commercial Lodging (STR)	Airbnb/HomeAway entire home rentals (AirDNA)	Vacation Rentals (KeyData)
Occupancy	Down 3.1%	Down 2.9%	Down 7.2%
Room Rates	Down 0.3%	Down 0.1%	Up 8.9%
RevPAR	Down 3.4%	Down 2.9%	Up 3.7%
Revenues	Down 2.8%	Down 2.3%	Up 0.7%
Demand	Down 2.6%	Down 2.3%	Down 8.3%
Supply	Up 0.6%	Up 0.8%	Down 1.0%

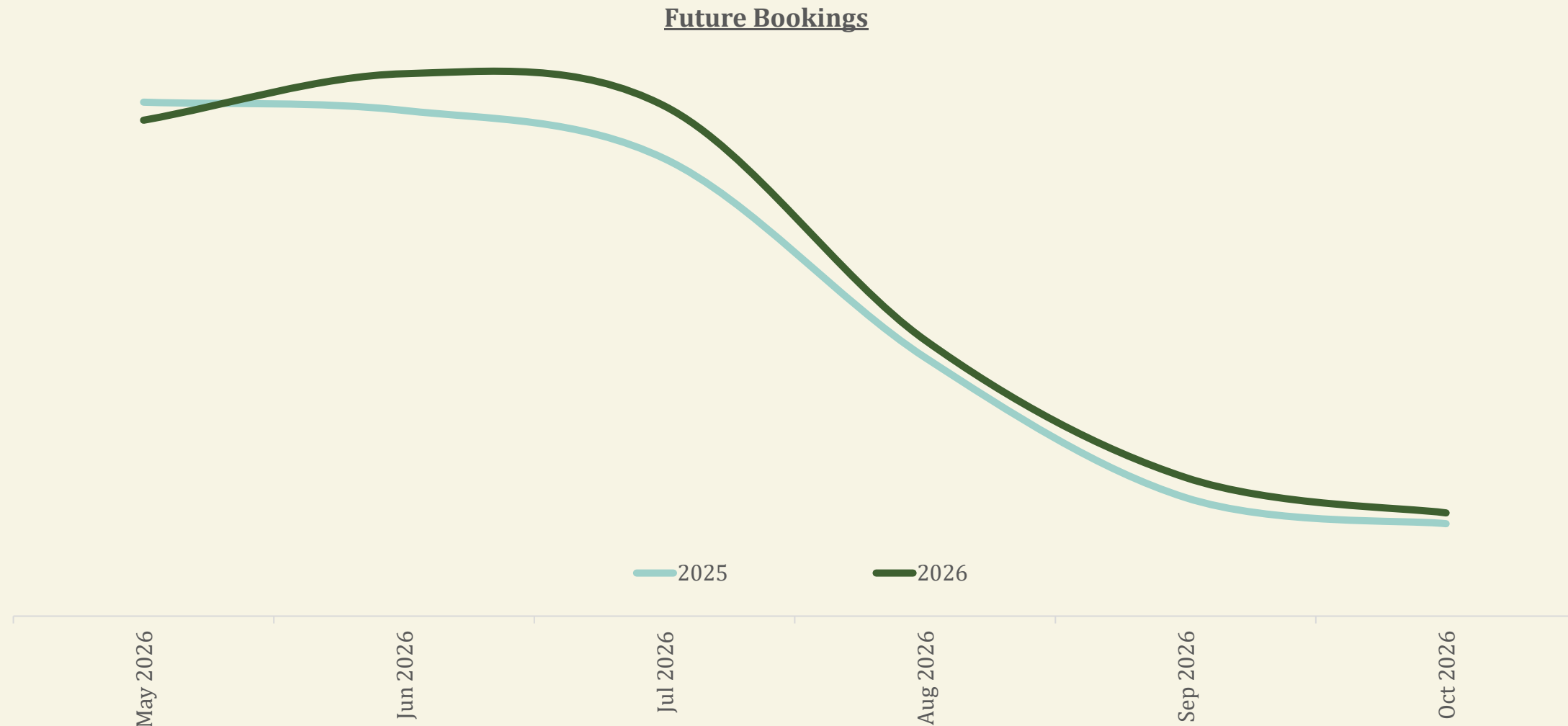
HOTEL DEMAND TREND



- Overall room demand growth is expected to be slow, but positive in 2026. The 2027 forecast is more positive.
- Demand growth will be driven by special events; some FIFA-related gains are expected which may impact performance in NC's urban areas, particularly those hosting teams for training
- Nationally, the trend will be shorter stays, tighter booking windows and deal shopping



VACATION RENTALS



Source: AirDNA, 2026





2025 VISITOR SPENDING & MARKET SHARE



2025 IMPACTS

- **\$37.2 Billion** in Visitor Spending (+1.3%)
- **Nearly 231,000 Jobs** (+0.3%)
- **\$1.4 Billion** in State Tax Revenues (+2.0%)
- **\$1.3 Billion** in Local Tax Revenues (+2.6%)



NC

2025 NC MARKET SHARE UPDATE

3.5%

Domestic Travel Market
Share

#7

Most Visited State

+18.3%

Q4 Visitation Growth

North Carolina remains a top-tier U.S. destination.

U.S. domestic travel was down across the board in 2025, but North Carolina's **overnight and out-of-state segments** remained strong.

The year closed on a high note, with **Q4 visitation up 18.3%**.

2025 DOMESTIC VISITATION RANK

Market Share Change 2024-2025

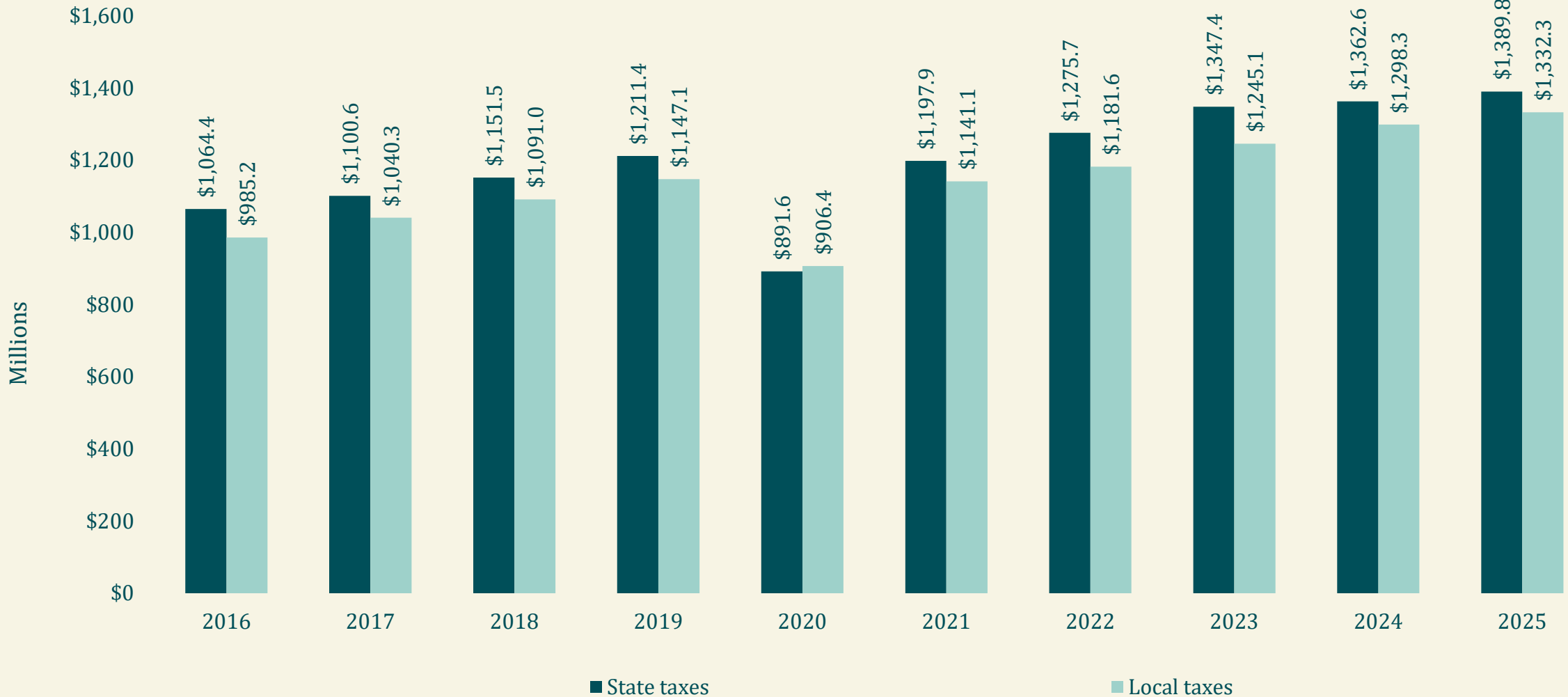
California	+0.2 pts
Florida	+1.0 pts
Texas	+0.3 pts
New York	Flat
Pennsylvania	+0.1 pts
Georgia	+0.3 pts
North Carolina	-0.3 pts
Tennessee	Flat
Michigan	Flat
Ohio	-0.1 pts

Source: OmniTrak-TravelTrak
America 2026



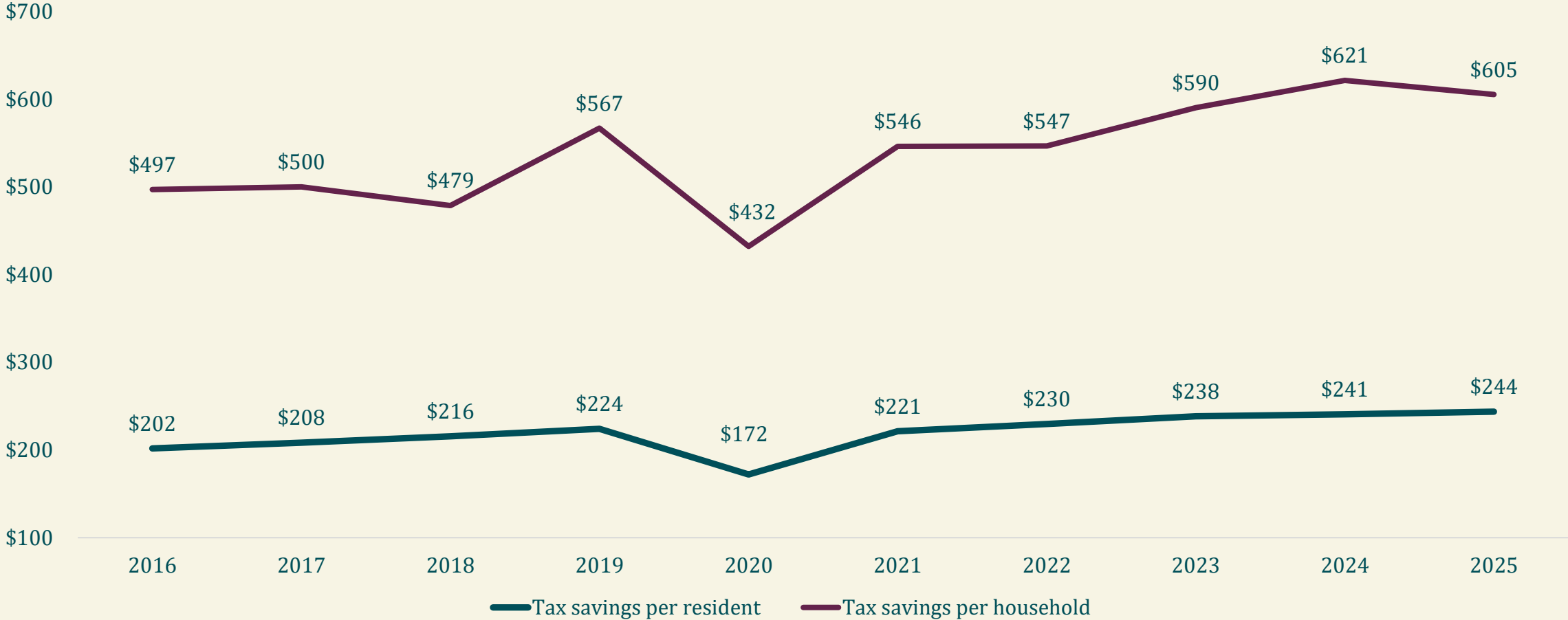


HISTORICAL VISITOR RELATED TAXES GENERATED IN NORTH CAROLINA



SPENDING GROWTH EFFECT OF VISITOR SPENDING ON NORTH CAROLINA RESIDENTS' TAX SAVINGS

Annual State/Local Tax Savings Per Resident



Source: Oxford Economics- Tourism Economics 2026

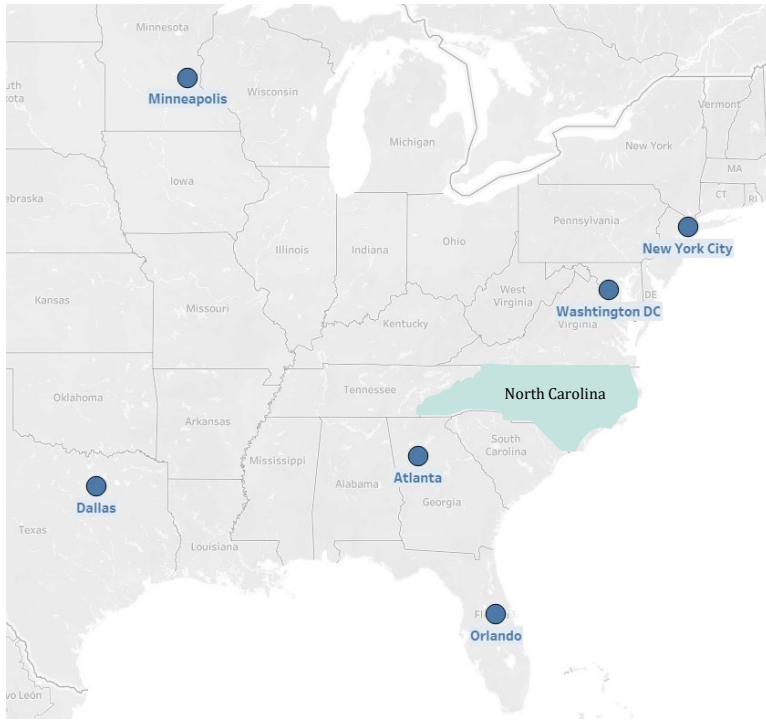
An aerial photograph of a lush green golf course. A large, winding lake is visible in the upper half of the image, reflecting the surrounding trees and sky. The golf course features several sand traps, a central green with a hole, and a path. A few people and a golf cart are visible on the course. The overall scene is vibrant and scenic.

MARKETING

Visit North Carolina

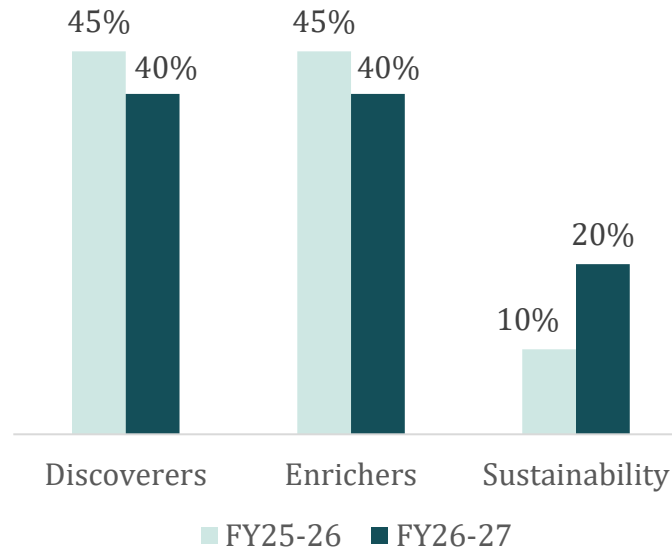
NC[®]

WHERE WE ADVERTISE



MARKETS

WHO WE TARGET



AUDIENCE

WHAT THE MESSAGE IS

For Real, Visit **NC**

CREATIVE





FLIGHTING OVERVIEW

July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Streaming TV Ads											
Display/Native Ads									Display/Native Ads		
Content Creators											
Paid Social											
Paid Search											
YouTube Streaming Ads									YouTube Streaming Ads		
Public Relations											

PUBLIC RELATIONS

Visit North Carolina



RESULTS YTD (THROUGH MARCH)

- Total PR Placements: 53 (↑ 10%)
- Total Unique Reach: 1.2 B (↓ 93%)
- Individual Counties Covered: 22 (↑ 29%)



PUBLIC RELATIONS

Recent Events

- Next Gen Streaming and Travel South “Food and Culture” fams
- Texas Media Mission
- Media Marketplace at Visit NC Tourism Conference
- People, Inc. Travel Summit
- Travel South USA Global Summit



Upcoming Events

- Summer Camp Reimagines and TUSA Aeromexico fams
- Chicago Media Mission
- IPW & PRSA Conferences

 Veda Gilbert
Sr. Public Relations Manager
Visit North Carolina



 veda.gilbert@visitnc.com

 919-606-0354

May 1, 2026 - May 6, 2026
Summer Camp, Reimagined FAM



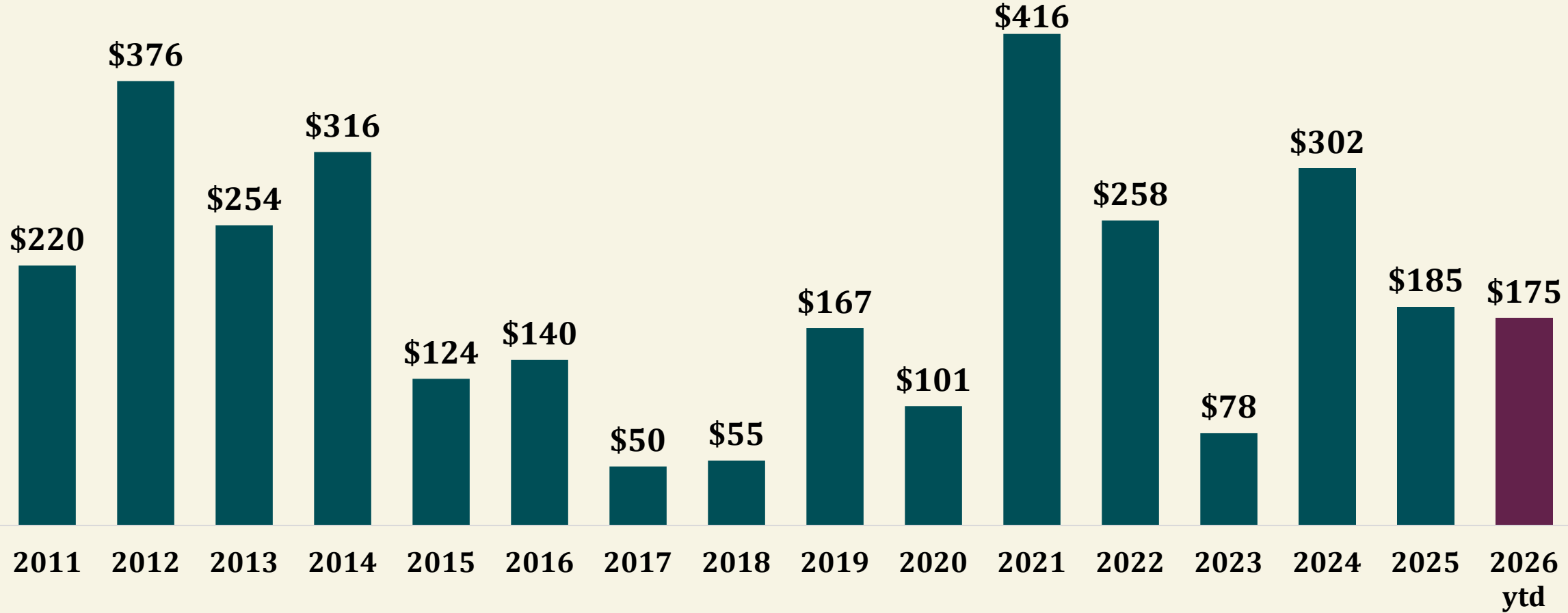
FILM

Visit North Carolina

NC[®]



DIRECT IN-STATE SPEND BY PRODUCTION (IN MILLIONS)



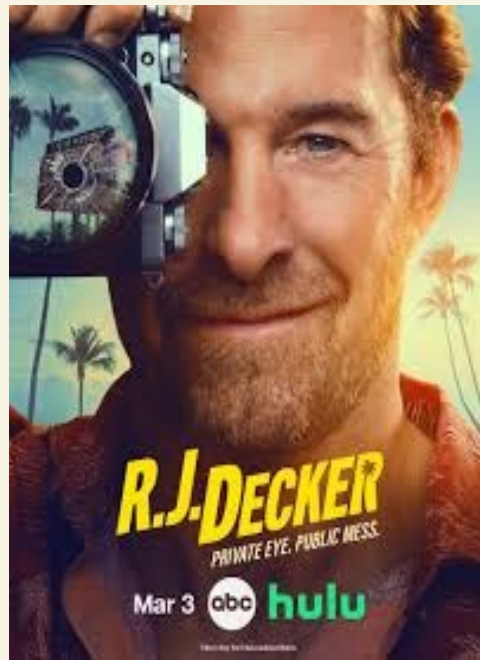
*As of 29 April 2026



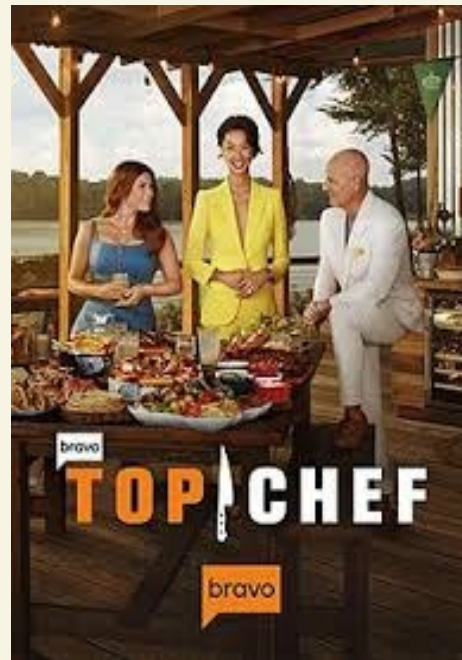
UPCOMING RELEASES



Streaming
(all episodes released)



Streaming
(all episodes released)



Mondays on Bravo
Starting March 9



Select Theaters & VOD
May 15



Amazon's Prime Video
May 21

PARTNER & INDUSTRY RELATIONS

Visit North Carolina



OUTDOOR NC

- Pre-Visit NC Tourism Conf. Stewardship Activation (Old Fort)
- Outdoor NC Guide Summit (Raven Rock State Park)



SPORTSNC

- Cycle NC Coastal Ride (Oriental)
- World Cup (multiple cities)



INTERNATIONAL

Recent Events

- Travel South USA European Mission
- Family Traveller Show
- Brand USA Destination Immersion
- Travel South USA Global Summit



Upcoming Events

- IPW
- Germany Event



PARTNER/COMMUNITY RELATIONS

America 250NC (Halifax)

Visit NC attended the A250NC weekend event in Historic Halifax.



Travel & Adventure Shows (S. FL)

S. FL Show had more than 8,000, consumers, travel agents, travel trade and press. 9 partners attended.



Retire NC (Greater DC)

Visit NC attended the ideal-Living Expos in Tysons Corner, VA. More than 800 leads collected from potential visitors and retirees.



An aerial photograph of a city skyline, likely Raleigh, North Carolina, viewed from a distance. The foreground is dominated by lush green fields and a dense line of trees. The city buildings are visible in the middle ground, with a prominent skyscraper in the distance. The sky is a mix of blue and grey, suggesting a partly cloudy day.

AI REPORTING FOR YOUR DESTINATION

Visit North Carolina



PROMPTS

Brand perception & positioning

What does the AI think the destination is known for?

- “What is _____ best known for?”
- “Why would someone choose _____ over other destinations?”

Comparative visibility

See how your destination performs against competitors.

- “Is _____ or [competitor destination] better for a vacation?”
- “Top destinations similar to _____”

PROMPTS

Audience targeting

Check if AI recognizes key visitor segments.

- “Is _____ good for family travel / couples / solo travelers?”
- “What makes _____ a good destination for [segment]?”

Seasonality & timing

- “When is the best time to visit _____?”
- “What is _____ like in [season/month]?”

PROMPTS

Experience depth (beyond surface-level)

- “What unique experiences can you only have in _____?”
- “Hidden gems in _____ locals recommend”

Reputation & sentiment

- “Is _____ worth visiting?”
- “What are pros and cons of visiting _____?”

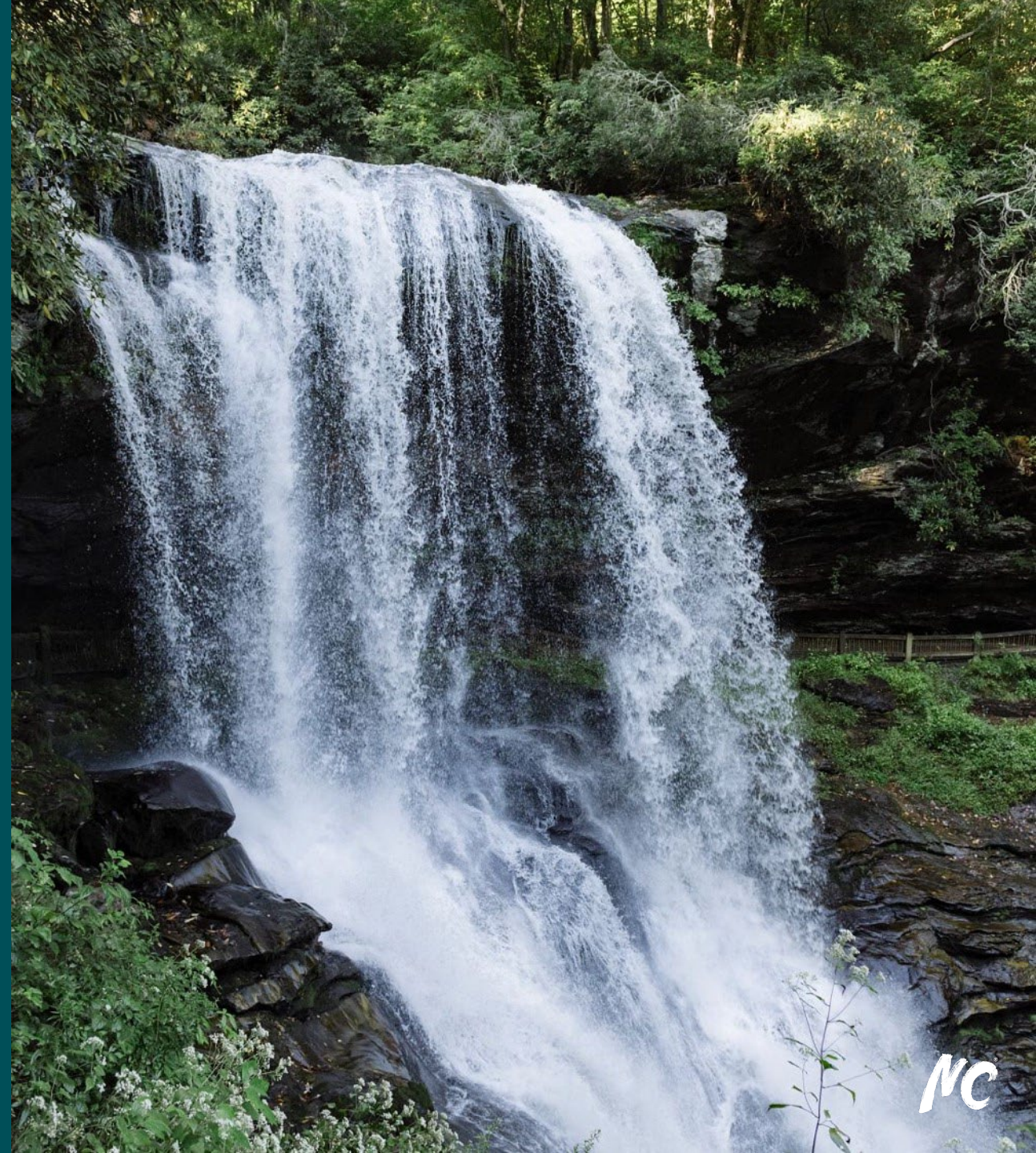
VISIT NC RESULTS

What is North Carolina best known for?

Gemini: North Carolina is primarily known as the "**First in Flight**" state, a title earned after the Wright brothers completed the first successful powered airplane flight in 1903 at Kitty Hawk. Beyond its aviation history, the state is famous for its diverse geography, which stretches from the **Great Smoky Mountains** in the west to the **Outer Banks** on the Atlantic coast. [1, 2, 3, 4, 5]

Copilot: North Carolina is best known for **mountains to beaches, aviation history, NASCAR, top universities, barbecue, and a strong mix of tradition and innovation.**

ChatGPT: North Carolina is best known for a mix of natural beauty, major industries, historic "firsts," and distinctive culture. A few things stand out nationally and internationally: Mountains and Beaches, First in Flight, Barbecue, College Basketball, Banking and Research, Tobacco, Furniture, and Textiles, NASCAR, Distinctive, Food and Culture, Film and TV.



PROMPTS

What hidden gems in North Carolina would locals recommend? (Gemini)

Yes, [North Carolina](#) is widely considered an excellent destination for all three types of travelers due to its safe reputation, diverse geography, and wide range of activities. [1, 2, 3]

Family Travel

North Carolina is packed with family-friendly adventures ranging from high-altitude fun to coastal exploration. [1]

- Mountain Adventures:** The [Great Smoky Mountains National Park](#) offers ranger programs and easy wildlife-watching hikes. The [Great Smoky Mountains Railroad](#) in Bryson City is a hit with kids for its themed steam-powered excursions.
- Educational Fun:** Raleigh and Greensboro are known for hands-on museums like the [Greensboro Science Center](#) and various [aquariums](#) along the coast.
- Beach Memories:** The [Outer Banks](#) and [Carolina Beach](#) are iconic for classic boardwalks, sandcastle building, and beginner surfing lessons. [1, 2]

Couples Getaways

The state provides a "perfect backdrop" for romance, whether you prefer luxury resorts or cozy off-grid cabins. [1, 2]

- Romantic Stays:** Top-rated options include the historic [The Omni Grove Park Inn & Spa](#) in Asheville and the European-style [Lakeview at Fontana](#) in Bryson City.
- Urban Date Nights:** Cities like [Durham](#) and [Raleigh](#) offer rooftop cocktail bars, award-winning dining, and performing arts centers.
- Secluded Escapes:** [Bald Head Island](#) is a car-free barrier island ideal for slow-paced sunset bike rides and remote relaxation. [1, 2]

Solo Travelers

North Carolina is frequently cited as a safe and welcoming state for solo explorers. [1, 2]

- Safety & Vibe:** Locals describe the state as [very safe](#) with "friendly residents and a welcoming atmosphere," particularly in solo-friendly hubs like Asheville and [Raleigh](#).
- Solo Activities:** You can embark on kayak expeditions on the Crystal Coast, hike the [Uwharrie National Forest](#), or spend a day at the [North Carolina Zoo](#) in Asheboro.
- Safety Tips:** As with any destination, travel experts recommend [trusting your instincts](#), avoiding unlit areas at night, and practicing [common sense](#) in the larger cities. [1, 2, 3, 5, 6, 7]

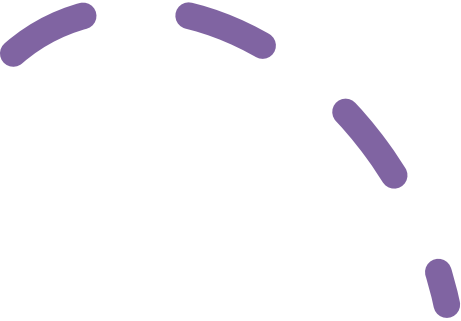
"Most of NC is very safe to travel alone. ... Get off of the interstates and enjoy the side roads."

[Facebook](#) · [Visit All 50 States!](#) · 1 year ago

Are you looking for **specific accommodation** recommendations, such as dog-friendly cabins or luxury spa resorts, to match your traveler type?



Make AI
LOVE
YOU!



How tourism
businesses show up,
stand out, and get
chosen

Google
Business
Profiles

AI and Google

Maps + “near me”

Immediate answers

So many eyes

Your Super Power

The image shows a screenshot of a Google Business Profile for DK Communications Group. At the top, the Google logo is on the left, and the search bar contains "dk communications group". Below the search bar, the location is listed as "DK Communications Group, 3008 Shallowood Ln, Charlotte". The profile name is "DK Communications Group" with the website "https://www.dkcommunicationsgroup.com". The description reads: "A creative company founded by Susan Dosier and Des Keller, DK Communications Group offers strategic marketing, public relations and content solutions." On the right side, there are two photos: one of a group of people and one of a building exterior. Below the photos, the business name "DK Communications Group" is displayed with a 5.0 star rating from 1 Google review. The address is "3008 Shallowood Ln, Charlotte, NC 28277". Other details include "Get There" (1 hr 10 min by car, 1 min by foot), "Phone: (704) 993-7871", and "Hours: Closed · Opens 9 AM Mon". A "You manage this Business Profile" badge is also visible.

DK Communications Group
5.0 ★★★★★ 1 Google review
Marketing consultant in Charlotte, North Carolina
You manage this Business Profile

About Us
Susan Dosier and Des Keller started DK Communications ...

PR & Marketing
DK Communications Group services include PR, marketing ...

Content | Photography
DK Communications Group creates SEO-friendly content ...

Contact Us
Contact DK Communications Group at 3008 Shallowood ...

News / Coronavirus
During the coronavirus (COVID-19) pandemic, we'll be posting ...

DK Communications Group
3008 Shallowood Ln, Charlotte, NC 28277
Get There: 1 hr 10 min · 1 min
Phone: (704) 993-7871
Hours: Closed · Opens 9 AM Mon
Edit your business information

How Google Ranks Local Results

Relevance: matches
search intent

Distance: proximity
to searcher

Prominence: reviews,
activity, engagement

Basics

Your NAME

Name, address, phone
number, description
CONSISTENT

Current hours, including
holidays



Category Selection

Choose most specific option



Add secondary categories



Fully populate Services & Products

CATEGORY SELECTION

← Business information ⋮ ×

[About](#) [Contact](#) [Location](#) [Hours](#) [More](#)

Business category
Help customers find your business by industry. [Learn more](#)

Primary category*

Additional category ×

Additional category ×

MORE

← Business information

About

Contact

Location

Hours

More

Transgender safe space
LGBTQ+ friendly

Parking

Add

Place page attributes



Photos & Videos

Profiles with photos get 42%
more direction requests

10+ images

One new photo / month

Short videos

Visit Hendersonville



All



Latest



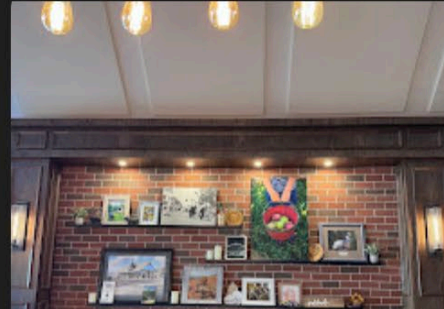
Inside



By owner



Street View & 360°



Explore Asheville



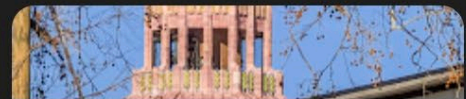
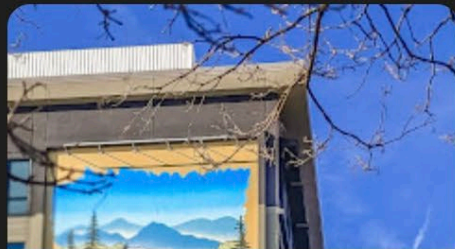
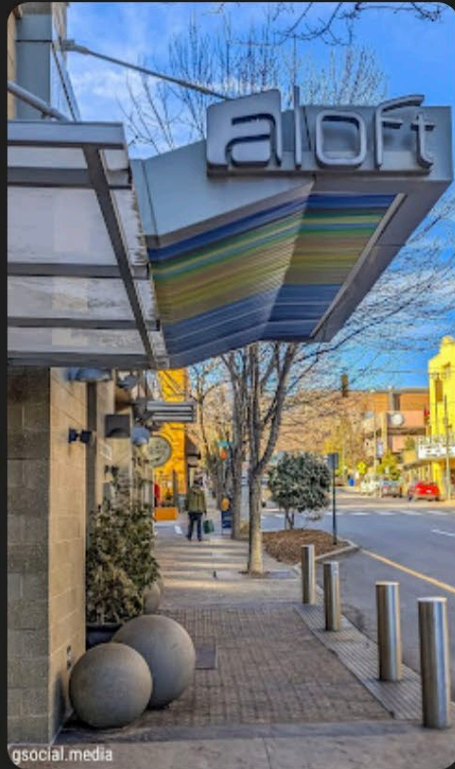
All



By owner



Street View & 360°



Reviews
Build Trust &
Prominence

Actively ask for reviews

Google/AI love positive reviews

Respond within 48 hours


Use natural keywords in replies




How To Get Reviews

← Get more reviews


Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

 Business Profiles like yours with 5 or more reviews can get up to twice as many customers


 Email  Whatsapp  Facebook

Review link

<https://g.page/r/CTYwx1THf-dBEBM/review> 

Share your reviews QR code

Right-click and select "Save Image As..." so you can share your QR code with customers



Address, 5000 Shallowford

Write like
people
search

Answer visitor
questions

Close to any key
destination?

Known for XXX

About

Contact

Location

Hours

More

Marketing consultant

PRIMARY

Public relations firm

Description

We specialize in marketing and providing PR for hospitality /hotels and small town tourism clients in the Carolinas. We provide laser focus on Southeastern drive markets.

Our team uses research and a transformative planning tool to identify what sets clients apart. Then, we work together to tell the right audience why they need you. Our clients stand out and succeed.

The firm is led by Susan Dosier, a strong leader with crisis communications and event production experience, public affairs and legislative savvy, consumer lifestyle and business/trade PR chops.

*National, regional and local PR success stories

*Influencer and content creator experience

*Executive media training

*Event management

*Museum and hotel openings



Attributes
Help You
Get
Chosen

Women-owned or
Veteran-led

Accessibility features

Free Wi-Fi

Family- or pet-friendly

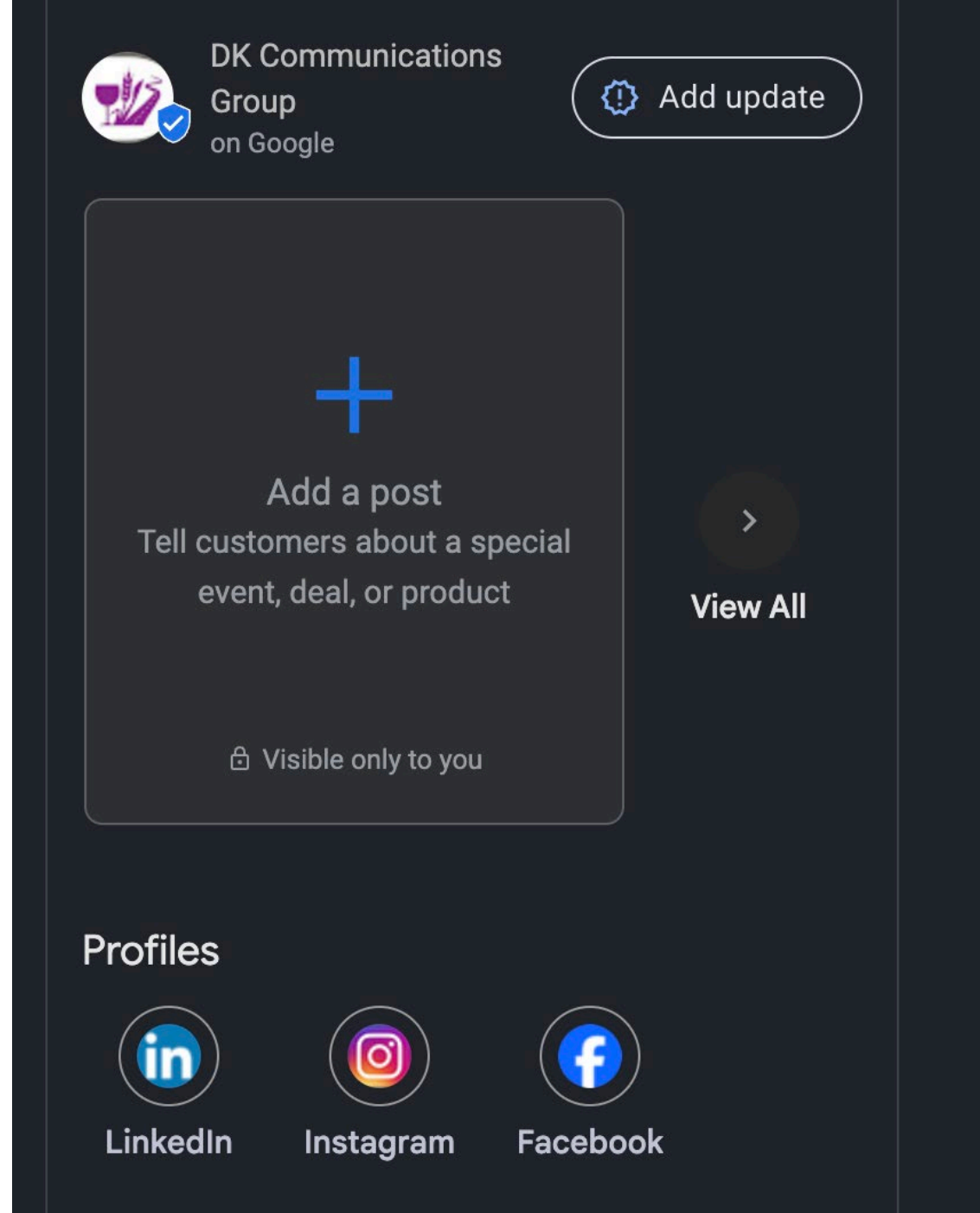
Google Posts

Post weekly (ideally)

Events, offers, news

Always use a CTA

Signals Google





Track for
ROI

UTM tracking links
for website URL

Analytics

More than your
website

Common Tourism Mistakes

Wrong primary category

Outdated hours

Old photos

Ignored reviews

No posts



Quick Wins Today

Verify categories

Add 5–10 photos

Update hours ((plus holidays))

Respond to reviews

Schedule posts

A large, solid red circular graphic on the left side of the slide, partially cut off by the edge.

BE THE
HERO

If Google/AI can't
understand you,
travelers won't
find you



Reach
Susan

Susan@DKCommunications
Group.com

704-993-7871



ADDITIONAL RESOURCES (VIA GOOGLE)

Google Business Profile Guide (general businesses)

https://services.google.com/fh/files/helpcenter/1_official_gbp_best_practices_playbook_2026.pdf?utm_source=DMO+Hub&utm_medium=email&utm_campaign=march+newsletter&utm_content=services+playbook

Guide for Hotels

https://services.google.com/fh/files/helpcenter/1_hotels_gbp_best_practices_playbook_2026.pdf?utm_source=DMO+Hub&utm_medium=email&utm_content=Hotels

Guide for Restaurants

[https://uploads.brandlive.com/31401884-a1ae-4051-8ab4-ad57de7e0081/1772576968734/1-Restaurant_GBP_Best_Practices_Playbook_2026_\(2\).pdf?utm_source=DMO+Hub&utm_medium=Newsletter+Blurb](https://uploads.brandlive.com/31401884-a1ae-4051-8ab4-ad57de7e0081/1772576968734/1-Restaurant_GBP_Best_Practices_Playbook_2026_(2).pdf?utm_source=DMO+Hub&utm_medium=Newsletter+Blurb)

Google Small Business Bulletin newsletter (to subscribe to)

https://docs.google.com/forms/d/1tfknZ2RbMGlzQnJezGr7zK5-8N86jTDg1wLbiRYX4Es/viewform?edit_requested=true

Google's Tips for Performing Well/Showing Up in Gemini AI Searches:

<https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search>



WORKING WITH NC BYWAYS AND NEW RESEARCH DASHBOARD

July 9, 2026 – 10 a.m.

Next Visit NC Partner Webinar

Note: No June webinar