

MAC Meeting  
April 22, 2026

**Started at:** 3:00 p.m. **Concluded:** 4:46 p.m.

**Attendees:**

Megan Buchbinder - CVB  
Leah Marcum – French West Vaughan  
Zeke Partin – TOWB Alderman  
Neal Braggi – WB Resident  
Matty Roberts – Soundside Adventures  
Amber Moshakos -  
Lisa Corley – Lumina  
Ryan Smith - Trailborn

**ROT Review**

- February county wide up FYT – Wrightsville Beach was up 4.41%
- Last 10 years, Wrightsville Beach has had their “best of” in October – February
- The focus on shoulder months is working
- Targeting empty-nesters, DINKs (dual income no kids), and emphasizing a romantic get away
- July 1, 2024 to April 20, 2025, and July 1, 2025 to Now
  - o Out of market visitors, 2025, there were 660k increased to 895k.
  - o Daily time spent in market – Skyrocketed from 544 minutes to 730 minutes
  - o Travel by distance, helps us to inform where we are marketing, last year we saw 45% traveling 100-250 miles to get to Wrightsville Beach.

**Review Spring Campaign**

- Not looking at impressions, you can buy those. Looking at engagements.
- Unified spring tactics
  - o YouTube and videos are working for us
  - o Hopper, 3<sup>rd</sup> party travel sight, will have data on how this is doing at the end of the campaign
  - o New thing – Rich media, interactive campaign. Also new, doing custom content, print, charlotte knights partnership is new
- Out of state spring tactics
  - o New –transit systems (busses, pedestrian signs, shopping center signage)
  - o Philly Activation – took over a storefront for 2 weeks at the end of March, first week of April, doing an interactive digital display, and learned a lot

with this to possibly expand into other markets too. Looking at simplifying this

- Wrightsville Beach water sports was the most engaging
- o Going into more engagement marketing
- Wrightsville Beach Spring tactics
  - o Garden and gun 2 page spread in the May issue
- Will be doing earned media coverage
- Engaged with 3 influencers in the Philly market that we will be engaging with in May
- Dedicated coverage January – March (7) high quality coverage according to the Barcelona Score
- WB is in the running for USA Today's for the 10 best beaches in North Carolina
- 2 press trips out of state
- Hosting 7 influencers that are in-market
- Shared social stats on growth of pages based on authentic voice we are using

#### FY27 Plan Outline

- Marketing strategic foundation shifts
  - o Will see new budget line item for community and visitor engagement to engage the visitor while they are in the market
  - o Communication campaigns
  - o Rebrand project
  - o Website development
  - o Campaign development
  - o Growing on in-state focus for the fall and holidays. Will do this for unified and WB specific
  - o Switching into fall travel messaging in mid-July
  - o More partner Q&As
  - o Big focus on video creation and YouTube – huge driver of content
- PR
  - o Making decisions to align with AI data
  - o Themes and travel trends, doing a comprehensive editorial calendar
  - o Continuing partner engagement around press trips
  - o Working with the MAC, relating to the bridge replacement project
  - o Focusing on influencer marketing, who have niches like outdoor adventure, foodies, wellness. Identifying influencers with these momentum markets.
  - o Focusing on content with Instagram reels, YouTube, TikTok
  - o What's New

- County has approved a promotion 12.7% increase \$1.176M
- Agency changes – engaged mythic for 4 years now, will no longer have an agency of record.
- Creating a community in visitor engagement
  - Bridge Replacement Visitor Communication Campaign
  - Visitor Engagement & experience in market
  - Resident engagement and education
  - Industry partner relations and resources
- Branding and Website redesign
- Bringing in more in house
- Leaving space for opportunities and fluctuations
- o 1<sup>st</sup> section of the budget -
- o 2<sup>nd</sup> section of the budget is on social media and PR, and community & visitor engagement
- o 3<sup>rd</sup> section – Online management and assets, and images and video
- o Research, branding, & campaign development
- o Other

#### Discussion & Next Steps

- Zeke – we may need to talk about local events, Art in the Garden
- Matty – wants CVB to attend WB Bridge Replacement Committee Meetings and wants partners to be included on the CVB new website, with links to the partner pages
- Next meeting is July 22, 2026, at 3:00 pm
- Budget will go to council in June

#### Public Comments

- Sue Bullock – commending Megan for her work over the last year with the CVB