

Research Briefing: Carolina Visitor/Homebuyer Profile

Cashing in on Tourism • Job Creation Strategies

Since 1986, we've found in-migration to be an incubating economy that's warranted to grow for at least 25 years with an impact that permeates every Carolina county, thanks to the \$38 billion tourism industry that delivers 77 million visitors annually.

The following describes the Research Briefing we have produced for more than 13,000 real estate, planning, tourism, economic development and DMO leaders since 1986.

We're all aware of the Carolinas' booming tourism industry that now creates 420,000 jobs and delivers \$2.8 billion in taxes.

Few folks are aware of the IRS-based projections of 468,000 gross in-migrants the Carolinas receive annually. (NC gets twice as many as SC; Florida still attracts 1,600 per day.) It's these trends that continue to increase by 3% per year thru the year 2035, thanks in part to the wave of 74 million educated, skilled, affluent and very mobile retiring Boomers...and the 81 million Millennials.

Today, 63% of these in-migrants are what we call, the "*Over50s*", motivated by some kind of entrepreneurial, or retirement goal. The remaining 37% are the "*Under50s*"... young, intelligent, educated people investing in second homes or fulfilling a career/entrepreneurial goal...often called the "Creative Class".

This Research Briefing is customized for public and private sector leaders interested in knowing more about the benefits resulting from a healthy Tourism Industry that delivers, 10 or 100 or 500 affluent families a year, moving to their community. We introduce the audience to the macro economics of "non-industrial" development or low cost "capital importation" in the form of visiting people ... new architecture in our economy.

We then highlight economic/social impact studies (valued at \$350,000) completed by USC, UNC Asheville, Clemson, Wake Forest and others on the phenomena of "**Turbo-Tourists**" and Carolina in-migration. All data is updated to reflect 2016 US Census and IRS reports.

Your conferees will also get insight on the profile of the families interested in the Carolinas...their psychographics in terms of visit/buying motivations, wealth, skills and long-term needs. This information comes directly from our Carolina Lifestyle Survey™, which tracks 32 years of data trends on 130,000 families with visit plans and relocation

motivations. The current Briefing data delivers a 93% confidence level according to social scientist economists at Clemson University.

SCHEDULING DETAILS

Normal production fees of \$1,500, include all handouts and out of pocket travel expenses. For prospective clients, we rebate \$750 as a credit against future purchases of our research reports or lead generation marketing tools. Your organization will be given access to all data-charts via DROP BOX after the session.

New Bonus*: Included, in the presentation package for \$1,500 fee paying clients is a third-party testimonial “Lifestyle & Business Attributes Report” -- a “Why Your City/Town?” document that our editorial team will create with you, denoting highlights of the region for prospective visitors thinking: business investment, relocation, second home or retirement. This premium content can be used by your organization and will be published on CarolinaLiving.com when the town/region harnesses our marketing tools. Ask for “Why” samples of Columbia, SC and Elizabeth City, NC.

The 60-120+-minute session kicks off with a pop-quiz. The charette process is designed to be very interactive. It’s an ideal environment for Residential Developer and DMO strategic planning retreats and leadership organizations. The event always earns the highest audience enthusiasm.

Believe it or not, the Carolinas remain in the “sunrise” phase of this major 25-year growth industry driven by the “birth-mother”, Tourism. How we manage in-migration and tourism for maximum long-term quality of life requires our leaders to take an enlightened approach.

This Briefing is designed to be an informative step in the right direction for residential developers, DMO organizations, economic development teams, asset managers and strategic planners seeking to grow market share.

Looking forward to producing an interesting and fun event for your organization.

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