

Research Briefing: “Cashing in on Tourism”

Linkage to In-Migration

Job Impact

Profile Trends

Since 1986, we've found in-migration is, in reality, an incubating economy (spawned from Carolinas' \$41 billion tourism industry) that's warranted to grow for at least 25 years with an impact that permeates every corner of the states.

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

We're all aware of the Carolinas' booming tourism industry that now attracts an estimated 66 million visitors and creates 567,800 jobs.

Few folks are aware of US Census-based projections of 465,000 gross in-migrants the Carolinas receive annually. (NC gets more than twice as many as SC; Florida still attracts 800 per day.) It's these trends that continue to increase by an estimated 3-5% per year thru the year 2035, thanks in part to the wave of 74 million educated, skilled, affluent and very mobile retiring Boomers.

Today, 45% of these in-migrants are what we call, the “*Over50s*”, motivated by some kind of entrepreneurial or retirement goal. The remaining 55% are the “*Under50s*”... young, intelligent, highly educated people investing in second homes or fulfilling a career/entrepreneurial goal...often called the “Creative Class”.

This Research Briefing is customized for local 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 people ... new architecture in our economy.

We then highlight \$300,000 worth of economic/social impact studies completed by USC, UNC Asheville, Clemson, Wake Forest and others on the phenomena of Carolina in-migration. All data is updated to reflect 2011 US Census reports.

Your conferees will also get insight on the profile of just who are these “Turbo-Tourist” in-migrants of the 21st century...their psychographics in terms of buying motivations, wealth, skills and long-term needs. This information comes directly from our Carolina Lifestyle Survey™, which tracks 25 years of survey data trends on 110,000 in-migrating families, and delivers a 93% confidence level according to social scientist economists at Clemson University.

SCHEDULING DETAILS

Normal production fees of \$2,500 include all handouts and out of pocket travel expenses. For prospective clients, we rebate \$1,000 as a credit against future purchases of our research reports or lead generation marketing tools. Your sponsoring organization will be given access to all charts via an FTP or CD after the session. For non-profits, we are willing to propose fees worth your consideration.

New Bonus*: included in the presentation package 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 or retirement. It can be used by your organization and will be published on CarolinaLiving.com when the town/region harnesses our marketing tools.

The 60-120-minute session kicks off with a pop-quiz. This charette process is designed to be very interactive. It’s an ideal environment for strategic planning retreats and leadership organizations. The event always earns the highest audience enthusiasm. No one sleeps! For more details and to schedule a Briefing, email Patrick Mason:

Pmason@CarolinaLiving.com

** See attached “Testimonial” and “Why Elizabeth City” documents.*

Believe it or not, the Carolinas are just in the “sunrise” phase of a major new 25-year growth industry driven by **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 asset managers and strategic planners.

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

Patrick Mason, Co-Founder, Center For Carolina Living

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Carolina In-Migration Research Briefing – 2012 Pop Quiz

1. How many people will visit the Carolinas in 2012? _____
[Hint: Asheville=6; FL=80; NC=37; GA=44; SC=29 & The Mouse=33]
2. Of those, how many are traveling to investigate relocation & retirement opportunities? _____
3. What's the definition of a "Turbo-Tourist"? _____
4. What percent of Americans historically relocate every year? _____
5. What percent of Americans historically relocate at retirement? _____
6. How many people (gross-in) are "forecasted" to actually move to the Carolinas in 2012? _____
How many to Florida? _____ SC? _____ NC? _____
[Hint = 290] [Hint = 155] [Hint = 310]
7. For retirement living, what is the Carolinas #1 competition? _____
8. What motivates people to invest in the Carolinas? _____
What drives them away? _____
9. What is the annual economic output impact generated from SC retirees' daily living expenditures (724,890+ people, 241,270 households) over age 65): [Double the numbers for NC.]
 - a. Dollars per year? \$ _____ [Hint = 8.2]
 - b. In number of jobs sustained per year? # _____ [Hint = 458]
 - c. Dollars per year spent on leisure travel inside SC? _____ [Hint = 400]
 - d. Total annual output impact- _____ [Hint = 8.6]
 - e. Jobs created per new household? _____ [Hint = 1.9]
10. The number of industrial jobs that equates the impact of one affluent retiree household in a rural setting? _____
11. Three popular myths regarding Over 50s that in-migrate? a. _____ [School Funding]
b. _____ [Medical] c. _____ [Political]
12. List two local businesses that do not prosper when 200 affluent retired couples move to your region:
a. _____ b. _____
13. The percentage of in-migrating people are over age 50 in 2012? _____
14. The percentage of in-migrants with a college degree? _____ Percent moving/starting a business? _____
15. What are the "most preferred" Carolina regions for in-migration? _____
16. What are the top three "most preferred" recreation/cultural amenities of in-migrating families?

RESEARCH BRIEFING FOR:

Produced by: Patrick Mason

Research Briefing: Cashing in on Tourism
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