

NC YSTER TRAIL

Thank You Members!

Trail members are critical to providing authentic oyster tourism experiences and being N.C. oyster brand ambassadors. You are essential to the state's seafood industry and your local communities. Thank you for all you do to make the Trail a reality!

2020-2021 Accomplishments

The NC Oyster Trail has worked hard to promote the N.C. oyster brand and help increase the size of the market for our state's oysters. Since its inception in May 2020, formation of the NC Oyster Trail has resulted in:

- A visually-appealing, professional website NCOysterTrail.org which features the best in N.C. oyster cuisine and adventure. A December 2021 update to the website assists visitors in planning trips to a specific region.
- Statewide membership with 64 Trail sites inland to the coast, from Charlotte to Cape Hatteras.
- Social media promotion of Trail members and N.C. oysters via Instagram and Facebook, with posts reaching as many as 15,000 people. Each member receives at least one unique post featuring their business annually.
- Organization of [NC Oyster Week](#) which in 2021 included a state proclamation from Governor Cooper, 18 in-person and virtual events, and 66 partners and members producing original social media content to celebrate the event.
- Frequent media coverage with stories about the Trail from more than 10 unique news outlets including Carolina Public Press, Coastal Review Online, Conde Nast Traveler, Island Free Press, North Beach Sun Magazine, Ocracoke Observer, Outside Magazine, Wilmington Biz, Wilmington Magazine, and The Virginian Pilot.
- Earned media value of at least \$50,450 reaching 6,992,700 people in 2021.
- Meaningful partnerships with tourism direct marketing organizations, including Visit NC, [Outer Banks Visitors Bureau](#), and Pender County Tourism, among others.
- Swag giveaways with 5,000 Trail rack cards, 1,000 bandanas, and 1,000 koozies.

Value of Trail Membership

With 16,000 unique visitors to the NCOysterTrail.org website during 2021, the reach of the Trail far exceeds the power of the marketing budget of individual member businesses. A one inch ad running for one day in Raleigh-Durham's News & Observer, for example, is priced at \$200, and this does not include the cost of ad design and coordination. We are hopeful you see the value in your annual \$100 Trail membership.

Stay in Touch

The North Carolina Coastal Federation and North Carolina Sea Grant, in partnership with the North Carolina Shellfish Growers Association, administer the NC Oyster Trail. Contact Erin Fleckenstein (erinf@nccoast.org) or Jane Harrison (jane_harrison@ncsu.edu) if you have any questions about your membership or ideas to improve the Trail.