

Target Audience and Guests

A report compiled for the
American Revolutionary War
Living History Center & Experience!

November 8 – 22, 2009 evaluation period

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A DBA of Mongiello Holdings, LLC

After spending one and a half years running a bed and breakfast inn geared towards sharing the history of our region with international guests it has culminated in the winning of two international awards, one from BedandBreakfast.com and one from the Military Officers Association of America (MOAA) for 2009-2010.

The continued expansion of our property has included the opening up of a staging area for reenactments and colonial dining to fantastic success. We began running out of rooms, at times, at the six month mark.

Our product is a wonderful, historic tourism related resort and attraction. Our target audience and guests are most often classified as:

1. Bus tours and school trips with fun-loving kids
2. Mature couples and senior citizens
3. Lovers who want to get away
4. History lovers and genealogy lovers
5. Nature lovers in all forms of ecology, birding, hiking and more
6. Professors and collegiate level study groups

We have a strong relationship with all of the parks in the region and are also heavily involved in revolutionary war reenacting. In addition to this, we are the Volunteer Director Family for Battles and Historical Events in the city of Kings Mountain. This has allowed us to work with the highly acclaimed team of event management under the leadership of City Director, Ellis Noell. We have watched our events escalate in attendance in 2009 up to 35,000 people for a three hour show. Traffic counts and spectators continue to climb. We continue to Analyze and further identified our target market, primary offering and target audience/guest.

From this vantage point and bird's eye view of direct management control we have been able to interact with guests and out of town visitors. Traffic and visitors are continuing to escalate with guests coming from Ecuador, Great Britain and Turkey, to name just a few. This in combination with the fact that the state of North Carolina has moved up from the eighth most visited state in 2007 - to the seventh most visited state in 2008 - too important to ignore.

Also, generalized traffic counts at the following parks have continued to escalate and climb. These Parks are all within a stone's throw of our INN and are proposed plan sites for the ARWLHC and Experience!

Broad River Greenway

• Highway 150 South. Boiling Springs, NC 23017, 704-434-2357 or 704-434-0040, www.BroadRiverGreenway.com, fishing; picnic areas, tubing, canoeing, hiking,

mountain biking trails, bird watching, playground, horse trails and educational programming. Over 100,000 visitors annually.

Cowpen's National Battlefield

- 4001 Chesnee Highway, Gaffney, SC 29341, 864-461-2828, www.nps.gov/cowp, hiking trails, picnic shelters, educational programming

Crowders Mountain State Park

- 522 Park Offices Lane, Kings Mountain, NC 28086, 704-853-5375, www.ncparks.gov/Visit/parks/crmo, auditorium, classroom, boating, camping, picnic Shelters, hiking trails, bird watching, 404,143 visitors in 2007

John H. Moss Lake

- 2641 Oak Grove Road, Shelby. NC 28150, 704-482-7926, www.mosslake-nc.com, fishing, boating, bird watching, picnic area, 10,845 boat permits sold in 2007

Kings Mountain National Military Park

- 2625 Park Road, Blacksburg, SC 29702, 864-936-7921, • www.nps.gov/kimo, hiking trails, interactive museum, regular events, camping, horse trails, and bird watching, 516,704 visitors in 2007.

Kings Mountain State Park

- 1277 Pork Road, Blacksburg. SC 29702, 803-222-3209 or toll free 866-345-7275, an original Civilian Conservation Corps park, Picnic facilities, hiking trails, horse trails, camping, fishing, boat rental, living history farm, group camping barracks and educational events, 190,000 visitors in 2006.

Overmountain Victory National Historic Trail

- 864-936-3477, www.nps.gov/ovvi, the Commemorative Motor Route is accessible at all hours, year-round, weather conditions permitting. The non-motorized pathway is available for use from dawn to dusk, year-round, weather conditions permitting. Trail travels through VA, TN, NC & SC, retracing the route of patriot militia as they tracked down the British.

Shelby City Park

- 8S1 West Sumter Street, Shelby, NC 28150, 704-484-6476 or 704-484-6839, www.CityOfShelby.com/parks, restored 1919 cir. All wood carrousel and miniature diesel Rotary Train, swimming pool, golf, tennis, gymnasium, baseball, soft ball, picnic area, events.

Martin CJ Mongiello Sunday, November 22, 2009

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South Mountain State Park

- 3001 South Mountain State Park, Avenue, Connelly Springs, NC 28612, 828-433-4772, www.ncparks.gov/Visit/parks/somo, auditorium, classroom, camping, horse facilities, picnic shelters, interactive museum and educational events, 198,000 visitors in 2007.