



FOR IMMEDIATE RELEASE

Contact: Stacie Greene Hidek

910-399-9112

stacie.hidek@ncdcr.gov

www.battleshipnc.com

Battleship NORTH CAROLINA celebrates strongest summer in years

Wilmington, NC – September 30, 2021 – The summer of 2021 has been the most successful summer in years for business at Battleship NORTH CAROLINA. Visitor numbers, revenue and store sales were up in a promising return after restrictions designed to slow the spread of COVID-19 were implemented in 2020.

Memorial Day weekend, the unofficial start to the tourism season, set the tone for summer. On Sunday, May 31, 2021, more than 2,700 visitors came aboard the Battleship. These were the second-highest admission numbers for a single day in Capt. Terry Bragg's 12-year tenure as Executive Director for the Battleship NORTH CAROLINA.

"The Battleship has long been a driver of the Wilmington area's tourism economy and we're happy to see so many people returning to the Battleship," Capt. Bragg, US Navy (ret.), said.

The only day in more than a decade with more visitors was the 75th anniversary of the Ship's commissioning, when admission was reduced to 25 cents and more than 5,000 came aboard.

The Battleship more than doubled its visitors in Fiscal Year 2021 over the same period in FY2020, with about 191,000 visitors through August 2021 versus 95,000 through August 2020. Each month June through August in 2021 also exceeded visitor numbers for the same month in 2019. Paying visitors in July 2021 exceeded any previous July in the past ten years.

Sales in the Battleship gift shop also rose in 2021, setting a new record and expected to exceed \$1 million for the first time ever in September to close out

the fiscal operating year 2021.

"This summer has been a strong win for the Battleship, showing that changing safety guidelines, staffing and supply chain issues are complications that can be overcome," Capt. Bragg said.

The Battleship's full public tour route is open for self-guided tours, with masks required for all indoor areas of the Ship and visitors center in accordance with local and state guidelines and regulations.

Oct. 2, 2021, marks the 60th anniversary of the Battleship's arrival in Wilmington. After a summer of special guided tours and flag-raising opportunities, a planned celebration gala to be held by the Friends of the Battleship NORTH CAROLINA has been postponed. Rescheduling details will be released when available.

About the Battleship NORTH CAROLINA

The Battleship NORTH CAROLINA is self-supporting, not tax supported, and relies primarily on admissions to tour the Ship, sales in the Ship's Store, rentals, donations and investments. No funds for its administration and operation come from appropriations from governmental entities at the local, state or federal levels. Located at the junction of Highways 17/74/76/421 on the Cape Fear River, the Battleship is open daily. Visit www.battleshipnc.com or follow us on [Facebook.com/ncbb55](https://www.facebook.com/ncbb55), [Twitter.com/battleshipnc](https://twitter.com/battleshipnc) and [Instagram.com/battleshipnc](https://www.instagram.com/battleshipnc) for more information. The Battleship NORTH CAROLINA is a historic site within the North Carolina Department of Natural and Cultural Resources (www.NCCulture.com).

www.battleshipnc.com

###
