

NORTH CAROLINA
visitnc.com

NEWSLINK

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Division monitors weather updates as storm approaches

The Division is monitoring news and weather updates about the potential track of Tropical Storm Arthur leading into the July Fourth holiday weekend. The Division is closely monitoring questions from potential visitors at the 1-800-VISITNC Call Center and at North Carolina's nine Welcome Centers to gauge the level of concern as news coverage of the storm escalates.

The Division is working with the Departments of Transportation and Public Safety to provide 24-hour emergency, toll-free hotlines at the Call Center at the N.C. Correctional Institution for Women in Raleigh throughout the weather event.

Plans are to post a few relevant messages on social media encouraging visitors to have fun and stay safe this weekend. Messaging will focus on enjoying the natural beauty and splendor of the coast while remembering to respect the power of the natural forces that created this amazing landscape.

As warnings are issued for coastal areas in North Carolina, the Division will report these on its website and direct questions to local tourism offices and individual lodging properties. Once the storm passes, the Division will quickly return to social media and web posts that showcase post-storm messaging and imagery. If needed, the Division will work with its partners at the N.C. Association of Broadcasters and N.C. Press Association to assist in getting that message out.

Please notify the Division of any cancellations, evacuations or other issues that would be relevant to potential visitors. Email information to media@visitnc.com and please copy Executive Director Wit Tuttell at wtuttell@nccommerce.com.



Inmates answer 1-800-VISITNC phone lines at the N.C. Correctional Institution for Women

#NCBucketList initiative rallies visitors around North Carolina's summer experiences

On June 21 - the official first day of summer - the Division kicked off the first official North Carolina Summer Bucket List on VisitNC social channels and VisitNC.com. The list is a collection of distinctive summertime experiences that engage visitors during or after their trips and inspire travel to the state. Ranging from catching a coastal sunrise to exploring historic sites to marveling at more than 350 waterfalls, the comprehensive list is presented through colorful icons illustrating each of the 20 items.

The summer bucket list is being promoted heavily through media relations and VisitNC social platforms,



where users are encouraged to hashtag their bucket list-related posts with #NCBucketList. Already the social team is capturing engaged users and sharing their photos with the social community, including wild horses playing on a beach volleyball court and a family enjoying Tweetsie Railroad. With users sharing across [Facebook](#), [Twitter](#) and [Instagram](#), the social team is also promoting the bucket list on Pinterest, with a board dedicated to the [list itself](#) and another sharing [users checking off their items](#). Mentions across social media direct to a [full story on VisitNC.com](#), showcasing the icons and summarizing each list item. After its launch, the story quickly became one of the most popular content areas on the site, with more than 6,200 visits and driving more than 2,900 downstream clicks to

partner sites.

Through the summer season, the Division and VisitNC social teams will continue to share user content and promote the bucket list both on- and offline with collateral, special social initiatives and more. Partners across the state are encouraged to engage with the #NCBucketList social effort through their own accounts and as they communicate with visitors.

VisitNC campaign launches with in-state media partners

The Division has launched a new in-state integrated campaign in partnership with key media organizations across the state. These strategic partnerships - with the N.C. Press Association, N.C. Association of Broadcasters, N.C. Outdoor Advertising Association, and UNC-TV - give the Division the opportunity to promote tourism in North Carolina through public service announcements and remnant space, while also helping support these important media groups and their philanthropic initiatives. Each year, these partnerships generate about \$4 million in exposure for the North Carolina brand - more than a 1,000 percent return on investment.



VisitNC.com billboard on U.S. 70 East in Clayton, one of 50 across the state promoting VisitNC.com

The new campaign, running across these partnership platforms, includes outdoor billboards, radio, print, and television. The campaign centers on VisitNC.com as the digital resource to take travelers places where they can forget about the digital world. Using imagery of outdoor adventure, spa relaxation, golf, and more from the state's photo library, it urges visitors to use "a website that takes you to places where there are no websites," to "trade keystrokes for putting strokes," and to use "mobile technology to help you get a lot less mobile." The objective of the campaign is to raise awareness of VisitNC.com as a travel planning tool for visitors and residents alike, and to drive traffic to the site across devices - ultimately sending more traffic downstream to partner sites.

The campaign will continue to refresh, leveraging the many destinations and activities in North Carolina that can help visitors escape from the digital stress of everyday life - using VisitNC.com as the user-friendly, information-rich digital planning tool. The billboards, print ads, radio spots, and TV

commercials will run in public service pods and remnant space for the upcoming fiscal year as part of the in-state partnership.

VisitNC homepage sweepstakes available for high traffic months of August and September



The Division has availability for its Homepage Sweepstakes partner program opportunity for the months of August and September on VisitNC.com. Homepage Sweepstakes continues to be one of the largest drivers of qualified partner leads and provides the participating partner with premium brand exposure on VisitNC.com, the Division's eNewsletters and in social media. Average monthly leads for partners participating in the program have been around 5,500 qualified leads per month.

Homepage Sweepstakes are available for the full month for \$3,000 plus the travel prize package. To secure the sweepstakes for either August or September, please contact [Crandall Turner](#) at (704) 552-6565.

Last August's sweepstakes featured the Crystal Coast

AAA projects 41 million Americans to celebrate summer freedom with an Independence Day getaway

AAA Travel projects 41 million Americans will journey 50 miles or more from home during the Independence Day holiday weekend, a 1.9 percent increase from the 40.3 million people who traveled last year and a nearly 14 percent increase compared to the Memorial Day holiday weekend. The majority of travelers will be [celebrating their freedom with a road trip](#), with more than eight in 10 (34.8 million) choosing to travel by automobile, the highest level since 2007. The Independence Day holiday travel period is defined as Wednesday, July 2, to Sunday, July 6.



Gov. McCrory proclaims July Got to Be NC Agriculture, Lake Appreciation months

Gov. Pat McCrory has proclaimed July [Got to Be NC Agriculture Month](#). The proclamation notes agriculture and agribusiness constitute the top industry in North Carolina, providing more than \$77 billion in revenue, of which \$14.9 billion comes directly from farm production; North Carolina leads the nation in the production of sweet potatoes and tobacco, and is second in production of pork, trout, poultry, eggs and Christmas trees; and nearly a fifth of the state's workforce is employed in some field of agriculture or agribusiness. In addition, Goodness Grows in North Carolina/Got to Be NC Agriculture is the official

marketing program of the N.C. Dept. of Agriculture & Consumer Services, and has promoted top-quality fresh produce, processed food items, fiber and nursery products grown in North Carolina since 1985.

Gov. McCrory also proclaimed July as [Lake Appreciation Month](#). The proclamation notes lakes and reservoirs are among North Carolina's most valuable natural resources; lakes and reservoirs provide drinking water, irrigation, energy, recreation, scenic beauty and habitat for wildlife; lakes are a vital part of our history, growth and financial well-being; and North Carolina lakes and reservoirs improve the quality of life for all residents. In addition, the State of North Carolina is home to many lakes and reservoirs, and encourages citizens to help protect these natural treasures for future generation.

N.C.-filmed *Tammy* opens today



The [N.C.-filmed comedy *Tammy* opens nationwide in theatres today](#) (Wednesday) in anticipation of the July 4 holiday. Filmed in Brunswick, New Hanover and Pender counties, the feature stars Melissa McCarthy as a down on her luck fast food worker who hits the road with her profane, hard-drinking grandmother (Susan Sarandon) after losing her job and finding out her husband has been unfaithful. Production on *Tammy* lasted more than 140 days in 2003. Audits conducted by the N.C. Dept. of Revenue show that the feature film had a direct in-state spend of more than \$14.5 million while creating in excess of 375 job opportunities.

Tammy was one of more than 60 productions that registered with the N.C. Film Office in 2013 that resulted in having an economic impact in excess of \$243 million while creating more than 4,000 well-paying job crew positions for the state's highly skilled film professionals, and nearly 25,000 total job opportunities during the course of a record-high 5,700+ production days in 2013.

Ashby begins filming in N.C.

[Filming is underway on the independent feature *Ashby*](#). The production is based in the Charlotte Region, where the majority of filming will also take place. Starring Mickey Rourke, Emma Roberts and Nat Wolff, the film is the story of a high school student who befriends a CIA assassin who only has a few months left to live. Principal photography is scheduled to run through July with overall production lasting a little more than 80 days in the state and is estimated to produce approximately 600 job opportunities. The production chose North Carolina based on the state's highly skilled film professional work force, established infrastructure, and 25 percent refundable tax credit made available to productions who have a direct in-state spend in excess of \$250,000.

Under the Dome cast makes a home in Wilmington

Colin Ford plays one of the main characters on CBS' Wilmington region-filmed summer series *Under the Dome*, but when he is in town filming, he likes to think of himself as just another Wilmington resident. "I was really excited to go back to Wrightsville Beach and [Mexican restaurant] Tower 7 when we started season two," Ford said. "And Jungle Rapids. I love going go-karting and playing laser tag. It's just fun." Actor Dean Norris said his family has joined him in Wrightsville Beach this summer, which makes vacationing a little easier when he isn't shooting or pulled out of town on short trips. "Wrightsville Beach is just a really fantastic place to spend the summer," Norris said. "[I couldn't imagine a better place to be.](#)" Although actress and London native Karla Crome wasn't quite sure what to expect from her first trip to North Carolina, she has been pleasantly surprised with the Port City. "It is a gorgeous town and I am having a lovely time," Crome said. The Wrightsville Beach area as a whole is high on actress Mackenzie Lintz's list of favorite local hotspots. "I live in Wrightsville Beach when we are filming, so it is really easy for me, on my days off, to just walk down to the beach or to the restaurants there," she said.

Division office lobby promotes Alexander, Burke, Caldwell, Catawba counties

The Caldwell County Chamber of Commerce, the Hickory Metro CVB and the Burke and Alexander counties' TDAs are using the lobby of the Division's Raleigh offices through August to showcase their areas' attractions. The display features items highlighting things to see and do in the region. Prominently featured in the display is a Hickory Crawdads baseball uniform, area pottery, the N.C. Blackberry Festival, and musical instruments. Brochures highlight the Hickory Metro area's wine and beer trails, plus racing and golf, in addition to each county's visitors guide.



Tourism jobs growing along with family incomes in Asheville region

Tourism wages still fall short of those paid in industries like manufacturing, but they have been on the upswing - and managers increasingly are naming their own price. That's especially true in the Asheville area, which has been [enjoying an increase in income levels](#). Median family income in the Asheville metro market grew at a faster rate than any other North Carolina metro last year. Tourism jobs grew at a 6.8 percent clip in 2013, contributing nearly half - 1,500 - of the 3,200 net new jobs added around the Asheville metro area of Buncombe, Haywood, Henderson and Madison counties, according to the U.S. Bureau of Labor Statistics. Yet tourism jobs sometimes get a bad rap as low pay and part-time as critics point to minimum wage burger flippers and housekeepers. Industry advocates say don't overlook the sales staff, managers, human resources and financial officers and other professional services in hotels or restaurant chains.

"While the starting pay may be a little lower than other, the opportunity to mid- and upper tiers of income is wide open," said Asheville hotelier John Winkenwerder. "We promote people. It's not [un]usual to hire someone for the front desk, and in less than two years, that person is an assistant general manager." With even more training, full-time supervisors in hotels and restaurants can command salaries comparable to other sectors.

Walter Rapetski, with the Hospitality Management program at Asheville-Buncombe Technical Community College, appeared as a panelist at the N.C. Governor's Conference on Tourism in Charlotte this spring, pressing his message that hospitality plays an important role in the local economy, but especially Asheville's. While tourism's entry level positions typically pay above minimum wage of \$7.25 an hour but often below Asheville's living wage of \$11.85, promotions and higher paychecks may be more readily available with the right work ethic. "We are heavy with hourly line employees, but people can move up quickly," Rapetski said. "This industry creates more minority and female management positions than any other industry nationwide."

CLT lands another American Airlines flight from London

American Airlines is [adding a second daily flight](#) between Charlotte Douglas International Airport (CLT) and London Heathrow Airport (LHR), starting Sept. 13. The additional flight is part of the airline's effort to boost its international service between CLT and LHR - something the company predicted would happen in the months leading up to last year's merger with US Airways. Both flights will be operated by US Airways.

New bus route connects Wilmington to Charlotte

A new bus route [connects Wilmington to Charlotte and seven cities in between](#), including Fayetteville. The route, which launched Tuesday (yesterday), will operate seven days a week with a bus leaving Wilmington in the morning and arriving in Charlotte in the afternoon; it then leaves Charlotte to return to Wilmington in the evening. Serviced by Horizon Coach Lines, the Queen City/Coastal Connector route links Wilmington with Whiteville, Lumberton, Fayetteville, Laurinburg, Rockingham, Wadesboro, Monroe and Charlotte. Since the route between Charlotte and Fayetteville started more than three years ago, ridership has doubled. Tuesday's expansion extends the route to Wilmington. "That's one of the links that has really been the primary missing link," said Tom Cook, with the Public Transportation Group at the Institute for Transportation Research and Education at N.C. State University. The institute has a contract with the N.C. Dept. of Transportation's Public Transportation Division. As part of the contract, the institute conducts needs assessments for new intercity bus routes. Toward the end of the first year in operation, the institute and the DOT will evaluate the route's operations and decide whether to continue it for a second year.

Baseball Division II World Series in Cary generates record numbers



For the fourth consecutive year, the NCAA Baseball Division II (D-II) World Series in Cary [generated a record number of hotel room-nights](#) in Wake County, according to the Greater Raleigh CVB. The event, held May 24-31 at the USA Baseball National Training Complex, created 2,452 hotel room-nights, a 14 percent increase over the 2013 figure, and a 32 percent jump compared to 2009, its inaugural year. Total attendance for the D-II World Series was 10,245, and visitors to the eight-day event accounted for \$723,535 in direct visitor spending.

CVB targets international travelers, group tour operators for growth following U.S. Open Championships

The N.C. Dept. of Commerce and the Division, in partnership with the Pinehurst, Southern Pines, Aberdeen Area CVB, capitalized on June's back-to-back U.S. Open and U.S. Women's Open Championships. These history-making events at Pinehurst provided the perfect opportunity to showcase North Carolina's assets as a destination for golfers and other travelers. Joining Commerce's promotion of the state's opportunities for economic growth, the CVB and the Division hosted 26 national and international media members, group tour operators, and representatives from the film and sports industries. With hospitality from statewide partners, three international familiarization tours took place during the championship weeks.



Attendees at last month's U.S. Open in Pinehurst.

Canadian writers and group tour operators toured Raleigh, Wilmington, and beach destinations in New Hanover and Brunswick counties with a stop in Pinehurst for the Men's Open.

Within Moore County, the destination had benefitted from international visitations and the spending it generated, but had to dial back promotional efforts due the impact of prior to Sept. 11, 2001 and, later, the recession on the economy and available tourism marketing funds. With all inbound travel levels back on the rise again, the [CVB has begun renewing its international marketing efforts](#), starting with three markets: Eastern Canada with an emphasis on Toronto and Ottawa, the United Kingdom, and Germany

(and German-speaking European countries).

"The U.S. Open Championships provided an amazing opportunity to leverage the significant media attention afforded our state and region to a worldwide audience," said the CVB's Caleb Miles. "The strategic initiative then is to grow these newly developed relationships with key international travel planner and media representatives into increased visitations for our destination."

New logo pulls into Swain County Chamber, TDA



A new logo will soon chug onto the marketing landscape of Bryson City following the Swain County TDA and the Swain County Chamber of Commerce's approval of a design meant to [emphasize the town's most unique aspect](#): the Great Smoky Mountain Railroad. "It's fresh, it's new and it has that subtle play on what we have that no one else has,"

said Karen Wilmot, with the chamber. Formerly, Bryson City's logo had featured a mountain skyline, but the city's marketing leaders began to think twice about that design after talking it over at a January board retreat. They took the idea for change to the next step after attending the N.C. Governor's Conference on Tourism in March, which featured internationally known marketing expert Roger Brooks. TDA and chamber board members attended a workshop with Brooks in which they brainstormed Swain's assets - hiking, waterfalls, scenery. "He said 'No, no, no, no, everybody in the mountains has that stuff,'" TDA chairman Brad Walker said. "'What is the one thing you have that nobody else has?' And we said, 'Well, the train' and he said 'Jump on that.'"

Kitty Hawk Kites celebrates 40th in Outer Banks style

Forty years ago, John Harris dreamed of teaching people to fly. His chosen method, hang gliding, was at the time a fledgling sport with few adherents on the East Coast. The Outer Banks, with ample wind and a towering sand dune, Jockey's Ridge, seemed to a perfect location - especially since mankind's first powered flight took place just a few miles up the road. In May, [Kitty Hawk Kites celebrated its 40th birthday](#) in typical Outer Banks style.



NPS announces the availability of \$3 million in grants for outdoor recreation in cities



The National Park Service has announced the availability of \$3 million in grants from the Land and Water Conservation Fund for a new "[Outdoor Recreation Legacy Partnership](#)" program, a nationally competitive grant program. These funds will help acquire and/or develop land for public parks and other outdoor recreation spaces in disadvantaged neighborhoods. Matching 1:1 grants will be awarded in amounts between \$250,000 and \$500,000 federal share. Proposals, whether state or locally-sponsored, must be submitted by each state's [Land and Water Conservation Fund lead agency](#) and are due in [grants.gov](#) by 10 pm on **Aug. 15**. Eligible U.S., state and local government agencies and federally recognized Indian tribes are invited to submit proposals for matching grants to support projects that would acquire or

develop public land for outdoor recreation purposes located within or serving jurisdictions with a population of 50,000 or more people that are densely settled. To find out more, click [here](#).

Jockey's Ridge among '50 States, 50 Spots Natural Wonders'

As the United States gears up for its birthday, CNN highlights its favorite natural spots across the nation in its "[50 States, 50 Spots Natural Wonders](#)." For North Carolina, CNN selected Jockey's Ridge at Nags Head, noting, "The dunes of Jockey's Ridge change with the wind, taking on the character of deserts: hot, bright and windy. Despite the volatile terrain, the tallest sand dune on the country's Atlantic Coast

provides a scenic perch for sunsets. Temperatures can get high, with the sand often much hotter than the air. For the full experience of the 80- to 100-foot dune, try kiteboarding or sandboarding, which are allowed by permit during parts of the year in a designated area. Hang-gliding lessons are also available. The park on Nags Head in North Carolina's Outer Banks is bounded by Roanoke Sound to the west, home to big cordgrass, black needlerush, marsh pennywort, marsh-elder, cattail and lance-leaved sagittaria. A daylight-use park only, morning visitors might also spy the tracks of nocturnal animals such as foxes and lizards across the sand."



New Bern chef wins **Cutthroat Kitchen** competition



In the Food Network's *Cutthroat Kitchen*, New Bern's Persimmons chef Gerry Fong [beat out three other chefs](#) to take the crown in this past Sunday's episode. *Cutthroat Kitchen's* angle is to have chefs preparing various dishes while at the same time trying their best to sabotage one another's efforts. Show host Alton Brown assists the potential mayhem by auctioning off the tools the competitors can use against one another. The chefs then have to prepare dishes in a 30-minute time period, having to overcome their handicaps. Fong survived a few acts of sabotage but won with a particular bid that was crucial to winning the show.

Asheville site for **American Grilled** series premiere

The series premiere tonight (Wednesday) of the Travel Channel's *American Grilled* [takes place in Asheville](#). Host David Guas visits a different city each week where he serves up amazing local ingredients - in [tonight's episode](#), it's scuppernong grapes, goat cheese and liver mush - to test the epic backyard skills of America's hardcore grillers. Each episode starts with four competitors, but in the end only one walks away with the \$10,000 cash prize and the bragging rights of being the killer griller.



10Best spotlights Raleigh business district, Asheville Distilling, Manteo theatre



North Person Street Business District in Raleigh is included among 10Best's ["Up-and-coming neighborhoods around the USA."](#) The article notes of the area: "The North Person Street Business District, about 5-10 minutes walk from downtown Raleigh, was once home to boarded-up store fronts and struggling businesses. Within the past year it has begun a transformation into a vibrant area that appeals to both residents and visitors. Highlights include the Raleigh City Farm, an urban farm with the goal of transforming unexpected downtown spaces into nourishing farmland; Pie Bird, serving homemade savory and sweet pies; Oak City Cycling Project, a local, independent cycling project; and Slingshot Coffee, which sells hand-bottled, cold-brewed iced-coffee."

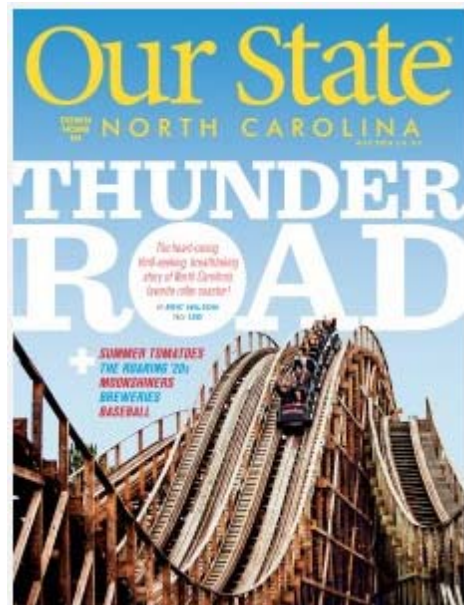
As the craft spirits industry has grown, libation lovers looking to visit the South's top distilleries have more choices than ever before. So 10Best top ["Southern distillery tours."](#) Included was Asheville Distilling, of which the article said: "The booming city of Asheville passionately supports its numerous artisans and craft producers; visitors to Asheville Distilling get a sense of the city's entrepreneurial spirit

via complimentary, family-friendly tours. After learning about the company's history and production process, participants enjoy a stop in the tasting room. Due to local liquor laws, guests cannot purchase bottles to take home, but those looking for a souvenir have plenty of fun merchandise to choose from."

Last month, 10Best included the Waterside Theatre at Fort Raleigh National Historic Site in Manteo among its "[Outdoor concert venues you shouldn't miss!](#)" The article notes: "The Outer Banks, the sand-swept playground off of the coast of North Carolina, is also home to America's longest running dramatic musical. The Lost Colony is based on the history/mystery of the first settlers that landed on Roanoke Island before the founding of Jamestown. Performed in an open-air waterfront theater set at the edge of Roanoke Sound, the family-friendly stage is three times larger than most Broadway venues."

Our State relives the Jazz Age

The July issue of *Our State* magazine relives the Jazz Age in North Carolina, looking at the Whalehead Club in Corolla, "Gatsby's Asheville," and a floating theatre in Bath that was the inspiration for *Showboat*. The cover captures the excitement of Thunder Road at Carowinds. And a photo essay visits craft breweries across the state. The July issue of *Our State* is on sale now.



Surveys, Industry, Marketing & Travel Trends

The hotel room key goes mobile - The hotel room key card may become as obsolete as the brass room key it replaced. Door lock vendors have developed the technology to [let smartphones function as keys](#), and the hotel industry is starting to experiment with it. The keys are activated through smartphone apps. When guests check in through the app, the hotel sends them their room numbers and enables the phones to act as virtual keys. Sensors in the door can detect and verify the phone through technology such as Bluetooth LE. There's no need to wait in line at the front desk.

Real spending on travel and tourism turned down in the first quarter - [Real spending on travel and tourism turned down in the first quarter](#) of 2014, decreasing at an annual rate of 1.0 percent after increasing 4.5 percent (revised) in the fourth quarter of 2013, according to the Bureau of Economic Analysis. Growth in real gross domestic product (GDP) also experienced a downturn, decreasing 2.9 percent (third estimate) in the first quarter after increasing 2.6 percent in the fourth quarter. The leading contributors to the downturn in the first quarter were "recreation and entertainment," and "food services and drinking places." "Recreation and entertainment" turned down, decreasing 11.2 percent in the first quarter after increasing 0.9 percent in the fourth quarter. "Food services and drinking places" also turned down in the first quarter, decreasing 3.5 percent after increasing 7.4 percent in the fourth quarter. Partially offsetting these downturns, "all other transportation-related commodities" turned up.



NC GreenTravel: Charcoal vs. propane grilling

As tourism-related properties and events prepare to help visitors celebrate the Fourth of July weekend with outdoor activities such as cook-outs, it is important to take in to consideration the environmental impacts of fuels used for outdoor cooking. There has often been a debate among grilling enthusiasts over whether charcoal or propane provides better flavor in the barbecuing process, but there is also the question as to which fuel is more sustainable for the environment? Charcoal briquettes are produced from wood waste and byproducts of paper manufacturing such as sawdust which are renewable resources. However, most common brands of charcoal briquettes use harmful chemical additives to aid in the ignition and burning process. "Chunk" or "lump" charcoal doesn't have these chemical additives, and burning can be carbon neutral if sourced from a local and sustainable forestry resource. So it's better to use natural lump charcoal and a chimney starter rather than the chemical-loaded briquettes and lighter fluid. Propane is a more efficient fuel and has a smaller carbon footprint, but is derived from non-renewable fossil fuels. A study conducted by the U.S. Dept. of Energy's Oak Ridge National Laboratory reports that [grilling with propane](#) for an hour creates 5.6 pounds of carbon dioxide, while using charcoal to grill releases 11 pounds of carbon dioxide into the environment every hour. This is evidence that the use of propane is significantly better for the environment than charcoal. For more information on sustainable charcoal initiatives around the world, click [here](#), or contact [Tom Rhodes](#) at (919) 707-8140. For more information on sustainable tourism, contact [Daniel Johnson](#) at (252) 737-4296.



For the week of July 3 on UNC-TV's [North Carolina Weekend](#), enjoy a walking tour of Bath. Explore Roanoke Island Festival Park in Manteo. Experience the Franklin Folk Festival in Franklin. Discover Fontana Village Resort in Fontana Dam. And check out the scene at Babylon in Raleigh. Due to special holiday programming, the program's re-airing on Friday, July 4, will be at 11 pm. *(Please note: listings are subject to change.)* [North Carolina Weekend](#) is underwritten by the N.C. Division of Tourism. In addition, UNC-TV has made recent editions of [North Carolina Weekend available online](#).



The average party size of a 2013 N.C. overnight visitor party was 1.9 persons. Approximately 23 percent of parties included children in their visits to North Carolina, while 77 percent did not. For more fast facts about North Carolina visitors, click [here](#). For more information, contact Tourism Research Manager [Marlise Taylor](#) at (919) 733-7278.

Upcoming Industry Meetings & Events

- Aug. 2-5 - MPI [World Education Congress](#), Minneapolis, Minn.
- Aug. 5 - N.C. Travel & Tourism Board Meeting, Raleigh
- Aug. 7 - Division's TRAC, High Point
- Aug. 9-12 - ASAE [Annual Meeting & Expo](#), Nashville, Tenn.
- Aug. 20 - BRNHA [Gather 'Round the Blue Ridge Annual Meeting](#), Asheville
- Aug. 22-26 - [SYTA Annual Conference](#), Toronto, Ont.
- Aug. 24-26 - [U.S. Travel Association's ESTO](#), Louisville, Ky.

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