

VISITNC - NewsLink for Feb. 20, 2008

In this week's NewsLink...

1. **TOURISM POLICY PANEL SEEKS INDUSTRY INPUT ON DISCUSSION TOPICS FOR N.C. GOVERNOR'S CONFERENCE**
2. **GOVERNOR'S CONFERENCE REGISTRATION & HOTEL DEADLINES APPROACHING**
3. **IGOUGO RANKS VISITNC.COM AMONG TOP 10 STATE WEB SITES**
4. **NEWSPAPER INSERT FEATURES N.C. & SPRING TRAVEL IN D.C., ATLANTA AND N.Y. METRO AREAS**
5. **BONUS EXPOSURE FOR GOLF OFFERS ON DIVISION'S NEW GOLF WEB SITE**
6. **U.K. ONLINE MAGAZINE REQUESTING ARTICLES**
7. **HERITAGE TOURISM DEVELOPMENT OFFICER POSITION IN BERTIE COUNTY**
8. **GREEN BUSINESS GRANT PROGRAM FOR SMALL BUSINESSES**
9. **GASOLINE PRICES BACK ABOVE \$3 A GALLON- RISE MIGHT CONTINUE**
10. **CORPORATE SPONSORS HELP TO BRING DAVIS CUP BACK TO WINSTON-SALEM**
11. **CHARLOTTE-AREA HOTEL BOOKINGS UP**
12. **REVENUE UP, OCCUPANCY DOWN AT WAKE COUNTY HOTELS**
13. **CRVA PITCH FOR ACC TOURNEY WOULD INCLUDE BALLPARK DATES**
14. **HISTORIC PARAMOUNT THEATER REOPENS IN GOLDSBORO**
15. **SURVEY SAYS BILTMORE MOST VISITED MUSEUM/HISTORIC SITE**
16. **OLD EDWARDS INN & SPA HIGHLIGHTED IN "NATIONAL GEOGRAPHIC ADVENTURE"**
17. **REPLACEMENTS LTD. FEATURED IN "TORONTO STAR"**
18. **N.C. AIRPORT AND AIRLINE NEWS**
19. **TRAVEL, MARKETING & OTHER INDUSTRY NEWS**
20. **MEDIA LEADS**
21. **MILLER LEAVING PAMLICO COUNTY CHAMBER; HOLLAND-KITCHEN TO BECOME NEW DIRECTOR**
22. **"NORTH CAROLINA WEEKEND"**
23. **UPCOMING INDUSTRY MEETINGS**

1. TOURISM POLICY PANEL SEEKS INDUSTRY INPUT ON DISCUSSION TOPICS FOR N.C. GOVERNOR'S CONFERENCE

With just a month to go, panelists are preparing important issues to bring to the audience at the upcoming N.C. Governor's Conference on Tourism, March 16-18 in Winston Salem. On Monday afternoon, Dana Simpson, with the N.C. Travel & Tourism Coalition, Connie Wilson, N.C. Travel Industry Association, and Paul Stone, N.C. Restaurant and Lodging Association, will be giving attendees updates on the latest legislative agendas for their respective groups and an overview of other important

issues facing the industry. Topics include the statewide drought and its impact on the tourism industry, occupancy taxes, school start dates/school calendar, statewide funding for tourism, recently enacted recycling for restaurants, coastal setbacks and beach nourishment, immigration issues/work visas, and litter programs. The panelists want to know which issues attendees at the conference would like more information about and if there are others that need to be addressed. Your input before this session will only make it more valuable. If you have other ideas about topics or if you have input on any listed here, please send an e-mail to Chris Mackey at the Division of Tourism, at cmackey@nccommerce.com. For more information on the Governor's Conference, go to

<http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/TourismEvents/GovernorsConference/2008NCGovernorsConference.htm>.

2. GOVERNOR'S CONFERENCE REGISTRATION & HOTEL DEADLINES APPROACHING

The N.C. Governor's Conference on Tourism is quickly approaching, with less than a month remaining before the conference. The mail-in registration deadline is **Feb. 28**; on-line registration closes **March 7**. And if you have not yet reserved your hotel room at Twin City Quarter, be sure to do so; the hotel reservation cut-off is **March 1**. So make your plans now. For more information on the Governor's Conference or to register, go to

<http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/TourismEvents/GovernorsConference/2008NCGovernorsConference.htm>. For information on the Twin City Quarter or to make hotel reservations, visit <http://www.twincityquarter.com/>.

3. IGOUGO RANKS VISITNC.COM AMONG TOP 10 STATE WEB SITES

IgoUgo ranks VisitNC.com among the Top 10 U.S. State Tourism Sites. The travel site's travel blog selected the 10 U.S. states boasting the most dynamic tourism Web sites to help site visitors plan their next great American trip. Regarding VisitNC.com's inclusion, the IgoUgo said, "Split into sections for the Piedmont, the mountains, and the coast, North Carolina welcomes visitors with ideas for all three regions, such as taking flight in the world's largest indoor skydiving tunnel or taking a detour to the unlikely birthplace of Texas Pete hot sauce. There's a handy RSS feed to keep you updated until the minute you leave home, and a video-centric 'virtual magazine' to show you the high-flying fun you can expect when you get there." To find out more, visit

http://www.igougo.com/travel_blog/post-p204-Top_10_US_State_Tourism_Sites.html.

4. NEWSPAPER INSERT FEATURES N.C. & SPRING TRAVEL IN D.C., ATLANTA AND N.Y. METRO AREAS

Spring travel across North Carolina will be showcased to more than 350,000 households the week of February 24 in the Washington, D.C., Atlanta and New York metro areas. Nine travel partners including the Outer Banks, Surf or Sound Realty/Hatteras Island, Brevard/Transylvania County, Ghost Town in the Sky. Raleigh, Days Inn North Carolina, New Bern/Craven County, Bald Head Island and Wrightsville Beach partnered with the Division of Tourism on this newspaper insert. The same partners will be featured later in May in "Food & Wine" and "National Geographic Traveler" magazines. To find out more about co-op advertising opportunities with the

Division, visit

<http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/AdvertisingAndMarketingOpportunities/Co-opAdvertisingOpportunities/>.

5. BONUS EXPOSURE FOR GOLF OFFERS ON DIVISION'S NEW GOLF WEB SITE

The Division's new golf travel planning website is scheduled to launch late February. Partner advertising opportunities include the ability to promote a seasonal golf package offer on the site for 90 days at a cost of \$295. During this introductory phase, partners submitting an offer that is posted on the site beginning in March will receive bonus exposure through June 30. For more information on this and other partner opportunities, contact Scott Gilmore at LKM (704) 364-8969 or via sgilmore@lkmideas.com.

6. U.K. ONLINE MAGAZINE REQUESTING ARTICLES

The second issue of our U.K. E-Zine will be out in a few weeks and news about what's new and interesting that's happening across the state is requested. The E-Zine is a bi-monthly e-magazine, distributed to over 30,000 subscribers and 20,000 partner subscribers; it's also available online and updated every other month with news stories, videos and promotions from around North Carolina for U.K. consumers, trade operators and media. Articles of news and updates are especially requested but also DVDs and CDs are accepted from destinations throughout the state that contain images and/or electronically formatted footage or commercials. The footage and pictures will be used in the E-Zine whenever possible. If your area or property is interested in participating, contact Heidi Walters via hwalters@nccommerce.com by **Feb. 25**.

7. HERITAGE TOURISM DEVELOPMENT OFFICER POSITION IN BERTIE COUNTY

The Division has an opening for a heritage tourism development officer stationed in Bertie County. The position's primary purpose is to identify, develop and coordinate various heritage tourism themes, events and activities within the specified site or region of the state. Closing date for state applications is **Feb 28**. To see the complete job posting, visit <http://osp.its.state.nc.us/positiondetail.asp?vacancykey=4618-0000-0018-786&printit=no>.

8. GREEN BUSINESS GRANT PROGRAM FOR SMALL BUSINESSES

Gov. Mike Easley announced last week that small business owners and entrepreneurs can now apply for the new North Carolina Green Business Fund grants. These competitive grants will help small businesses develop promising green and alternative energy technologies to bring cutting-edge, environmentally-friendly products and services to the marketplace. North Carolina-based small businesses with 100 or fewer employees can apply for grants to pursue original, pioneering ideas that are both good for the environment and good for the economy. A company can receive a maximum of \$100,000 per grant. Deadline for grant applications is **April 30**. The N.C. Board of Science and Technology, a division of the state Department of Commerce, administers the Green Business Fund. Detailed information on applying for grants, requests for grant proposals, eligibility criteria and other guidelines are available at www.ncscienceandtechnology.com.

9. GASOLINE PRICES BACK ABOVE \$3 A GALLON – RISE MIGHT CONTINUE

Gasoline prices rose back above \$3 a gallon Monday for the first time in nearly a month as crude oil prices have risen on demand worries. The national average price of regular gasoline rose to \$3.014 a gallon Monday, according to AAA, after topping \$3 over the weekend. That is almost a penny lower than a month ago but about 76 cents higher than a year ago. To find out more, visit http://www.usatoday.com/money/industries/energy/2008-02-18-gas-prices_N.htm.

Oil closed above \$100 a barrel Tuesday for the first time in history – a surprise price surge that leaves experts and motorists wondering if there's no limit. The closing price of \$100.01 a barrel, combined with gasoline prices that already had begun rising before the oil spike, could push the U.S. average for gasoline to \$3.75 a gallon by Memorial Day – more than 50 cents higher than the record \$3.227 set on May 24. To find out more, visit http://www.usatoday.com/money/industries/energy/2008-02-19-oil-tue_N.htm.

10. CORPORATE SPONSORS HELP TO BRING DAVIS CUP BACK TO WINSTON-SALEM

Triad businesses pitched in to bring the Davis Cup tennis event, and its hefty economic footprint, back to Winston-Salem for a second straight year. The U.S. and French teams did their part, too. Since both won earlier this month, Joel Coliseum will host their quarterfinal match, April 11-13. The U.S. Tennis Association, which directs American participation in the international tournament, typically requires six-figure cash commitments from the private sector and expects the corporate community will purchase ticket packages. To find out more, visit http://triad.bizjournals.com/triad/stories/2008/02/18/story19.html?f=et183&b=1203310800^1592448&ana=e_vert.

11. CHARLOTTE-AREA HOTEL BOOKINGS UP

Charlotte-area hotels booked 7.14 million rooms last year, up from 6.97 million in 2006. Last year's results are a record, according to data provided by the Charlotte Regional Visitors Authority. The local hotel market's 65.8 percent occupancy rate in 2007 was the highest in the 15 years that tourism officials have tracked such data. To find out more, visit <http://charlotte.bizjournals.com/charlotte/stories/2008/02/11/daily34.html>.

12. REVENUE UP, OCCUPANCY DOWN AT WAKE COUNTY HOTELS

Occupancy rates dipped slightly at Wake County hotels in December, though higher room rates made up for the downturn. Occupancy declined by 1.5 percent from December 2006 to December 2007, according to data released by the Greater Raleigh Convention & Visitors Bureau. The average daily rate of a room, however, increased by nearly 11 percent, to \$81.69. To find out more, visit http://www.bizjournals.com/triangle/stories/2008/02/18/daily12.html?f=et85&ana=du_A.

13. CRVA PITCH FOR ACC TOURNEY WOULD INCLUDE BALLPARK DATES

The Charlotte Regional Visitors Authority (CRVA) is working on a deal to help the city's minor-league baseball franchise pay for police officers to route traffic in and out of games at a proposed \$40 million Third Ward ballpark. Terms call for the visitors authority to pay \$120,000 annually – about half the total cost – in exchange for use of the stadium up to 12 days per year. Contributions from city government and the

Charlotte Knights would pay for the other half of the traffic costs. Tim Newman, chief executive at the visitors authority, hopes to have a completed proposal on the traffic plan to the CRVA board in March. If approved, the visitors authority wants to use its allotment of dates at the 10,000-seat stadium – slated to open in 2009 or 2010 – to lure the Atlantic Coast Conference baseball tournament to Charlotte. Other possibilities include regional high school baseball events. To find out more, visit http://charlotte.bizjournals.com/charlotte/stories/2008/02/18/story5.html?f=et183&b=1203310800^1591576&ana=e_vert.

14. HISTORIC PARAMOUNT THEATER REOPENS IN GOLDSBORO

When the historic Paramount Theatre was lost to a fire in 2005, Goldsboro mourned for the building that held memories for so many. This past weekend, the historic theatre reopened amid grand fanfare after a massive reconstruction, due to generous donations and the dedication of many to return the local jewel to its former stature. To find out more, visit

http://www.newsargus.com/news/archives/2008/02/17/paramount_debut_goldsboro_puts_on_top_hat_and_tails_to_celebrate_theaters_encore/index.shtml and <http://www.goldsboroparamount.com/>.

15. SURVEY SAYS BILTMORE MOST VISITED MUSEUM/HISTORIC SITE

A survey conducted by Carolina Publishing Associates reports that Biltmore Estate in Asheville is the most visited public/private museum and historic site in the state. Carolina Publishing Associates sent a survey to what it felt were the 125 biggest such sites, asking them for basic information and their attendance figures. The rest of the top 25 were:

2. Discovery Place, Charlotte
3. N.C. Zoo, Asheboro
4. N.C. Museum of Natural Sciences, Raleigh
5. Fort Macon State Park/Historic Site, Atlantic Beach
6. Wright Brothers Memorial, Kill Devil Hills
7. N.C. Aquarium-Pine Knoll Shores, Atlantic Beach
8. N.C. Aquarium-Kure Beach
9. Fort Raleigh National Historic Site, Manteo
10. Museum of Life and Science, Durham
11. N.C. Museum of History, Raleigh
12. N.C. Museum of Art, Raleigh
13. N.C. Aquarium-Roanoke Island
14. Grandfather Mountain, Linville
15. N.C. Maritime Museum, Beaufort
16. Chimney Rock State Park, Chimney Rock
17. Cherokee Historical Association, Cherokee
18. Battleship *North Carolina*, Wilmington
19. N.C. Auto Racing Hall of Fame, Mooresville
20. Great Smoky Mountains Railroad, Bryson City
21. Linville Caverns, Marion
22. Natural Science Center, Greensboro
23. Roush Fenway Racing Museum, Concord
24. Ghost Town in the Sky, Maggie Valley

25. Roanoke Island Festival Park, Manteo

To find out more, contact Carolina Publishing at (704) 708-6270 or via scrpub@aol.com.

16. OLD EDWARDS INN & SPA PACKAGE HIGHLIGHTED IN “NATIONAL GEOGRAPHIC ADVENTURE”

In its March issue, “National Geographic Adventure” features Highlands’ Old Edwards Inn & Spa’s Hiking & Waterfall package, part of a section of the magazine’s Weekend Getaways. In addition to the accommodations, the package includes maps to several area trails. To find out more, visit

<http://www.nationalgeographic.com/adventure/weekend-getaways/winter-march-08.html>.

17. REPLACEMENTS LTD. FEATURED IN “TORONTO STAR”

Replacements Ltd. was featured in an article last week in the “Toronto Star.” While initially spotlighting the company’s “bring your pet to work” allowance, the article went on to mention the facility’s three warehouses covering the equivalent of seven football fields, with shelves soaring to five-metre ceilings. Some 550 computers are linked to two mainframe servers, fielding about 3 1/2 million inquiries, updates and orders each month. Postage and telephone costs have plummeted, speed and accuracy have soared. To find out more, visit <http://www.thestar.com/article/302846>.

18. N.C. AIRPORT & AIRLINE NEWS

ILM Gets Flights From Orlando via Allegiant Air – Allegiant Air will fly nonstop between Wilmington International Airport (ILM) and Orlando/Sanford, Fla., twice a week beginning April 4. To find out more, visit

<http://www.starnewsonline.com/article/20080215/NEWS/802150405>.

Midwest Airlines to Cease CLT Flights – Midwest Airlines will stop its twice-daily service between Charlotte Douglas International Airport (CLT) and Milwaukee, effective April 6. To find out more, visit

http://charlotte.bizjournals.com/charlotte/stories/2008/02/11/daily46.html?jst=b_In_hl.

Charlotte Airport Concession Sales, Traffic On Rise – Most areas of Charlotte Douglas International Airport’s (CLT) operation, including concessions and parking, grew dramatically, thanks to the increase in passenger traffic. “It was a good performance revenue-wise and cost-wise,” says Jerry Orr, the city’s aviation director. Total traffic in 2007 grew about 12 percent from the previous year to nearly 33.2 million passengers. And local traffic increased 13 percent to 4.6 million passengers. That local growth could prompt carriers to add more international flights here, Orr says. Though millions of passengers connect through Charlotte each year, airlines consider local traffic a key factor in deciding where to start international flights. To find out more, visit

http://charlotte.bizjournals.com/charlotte/stories/2008/02/18/story6.html?f=et184&b=1203310800^1591583&ana=e_vert.

Skybus Raising Baggage Fees Feb. 19 – Skybus Airlines is increasing its airport baggage check fee to help offset rising fuel costs, company officials said last week. Starting with flights departing on Feb. 19, the fee will increase from \$5 per bag to \$12. Passengers who check bags online in advance will pay \$10 a bag. Skybus officials said they expect the change to speed airport check-in. The discount air carrier also announced it is increasing the fee for priority boarding, effective in early March, from \$10 to \$12.50. To find out more, visit

http://triad.bizjournals.com/triad/stories/2008/02/18/story4.html?f=et184&b=1203310800^1591010&ana=e_vert.

Airlines Want You to Pack Less – Or Pay More – A growing number of fliers are finding there's a price to pay for checking bags. Airlines are charging for bags that once were free to check and raising prices for fliers with lots of luggage, overweight bags and oversized bags. In May, United Airlines will become the first of the big traditional U.S. carriers to switch from two free checked bags to one. Other airlines are rethinking their options, too. To find out more, visit

http://www.usatoday.com/money/industries/travel/2008-02-18-checked-bags_N.htm.

19. TRAVEL, MARKETING & OTHER INDUSTRY NEWS

Take Time Off? Americans Prefer to Work – 438 million. That's the estimated number of vacation days Americans failed to take in 2007. Psychologists, demographers and others say we pass over time off for many reasons – everything from an entrenched Puritan work ethic, to fear of being seen as reckless slackers relaxing while the economy burns, to simply squirreling away time for days when we're stuck at home awaiting a repair call. The figure for time left behind comes from Harris Interactive, the polling and research group, which for seven years has examined trends in unused vacation days for Expedia.com, the Internet travel booker. Expedia, along with just about every other travel-related business, overlays the findings onto the bottom line: If people aren't taking vacation days, they're not taking vacations. To find out more, visit <http://www.philly.com/philly/news/homepage/15501901.html>.

Mini-Moons Replacing Traditional Honeymoons -- A mini-moon is sort of a quickie honeymoon, taken when newlyweds put off their major honeymoon trip and go off on a short getaway instead. It can even be a pre-wedding trip to give the couple a break from the pressures of wedding planning. That kind of thing has been done for years, but now it's got a name and it's becoming a more common element of modern weddings. Typically, said Millie Martini Bratten, editor-in-chief of "Brides" magazine, mini-moons are taken within driving distance or a short flight from the wedding site, to an inn, a spa or major hotel. Just because a mini-moon trip is short doesn't mean it's skimpy. To find out more, visit

<http://www.miamiherald.com/living/travel/story/408659.html>.

Does Money Make a Difference? – If you had plenty of money, would you travel all over the globe – or just regularly return to a couple of favorite places? The U.S. Tour Operators Association (USTOA) wondered about that, too. So they asked a research organization, TNS Research, to do a phone survey of 1,000 people in May 2007. Contrary to popular belief, the more affluent someone is, the more likely they are to return to a favored destination. The survey revealed that increased income correlates

with the desire to repeat favorite vacation spots. Thirty percent of households earning \$50,000 to \$99,000 also preferred returning to favorite destinations, but that number dropped to less than 20 percent for those earning \$35,000 or less. To find out more, visit http://www.wheretogonext.com/2007-10-18_wtgn.html?date=2007-10-18.

Make Sure Hotel Check-In Kiosks Do The Right Thing – The hotel industry is constantly changing. New hotel brands are emerging to target specific age groups and lifestyles. Boutique hotels focus on high-end brand messaging, luxurious amenities, chic décor and hip cocktail lounges. Extended-stay hotels focus on low cost, business traveler essentials, comfort and security. Within this changing landscape, hotels are looking to differentiate their brand. Understanding and satisfying guests' needs is at the heart of a great marketing vision. One of the differentiators is self-service. With the proliferation of self-service in the airline/airport industry, guests are looking for a self-service option when they stay at a hotel. To find out more, visit <http://www.selfserviceworld.com/article.php?id=19198>.

Lodging Details Under Scrutiny As Business Travel Costs Rise – As business travel costs rise, corporate travel managers are taking a harder look at where employees stay on the road, and how much it costs. According to a survey conducted in January by Best Western and the National Business Travel Association, 52 percent of respondents said that complimentary high-speed Internet access is the most important amenity when considering a midmarket hotel chain. Internet access, regardless of fees, was second (16 percent) followed by the quality of bedding/towels (13 percent). To find out more, visit <http://www.bizjournals.com/phoenix/stories/2008/02/04/daily50.html?b=1202101200%5e1587870>.

Boom for Budget Beds Worldwide – First it was the airlines, now it's the turn of hotels to take the budget concept into the mainstream. Demand is surging for cheaper hotel rooms, not just from thrifty tourists but also from business travelers in search of value. And budget brands are responding to the demand with ambitious expansion plans. To find out more, visit <http://www.cnn.com/2008/TRAVEL/01/29/budgethotel.boom/index.html>.

Pillow Talk – It wasn't long ago that the one thing a hotel didn't promise was the thing it nominally exists to provide: a good night's sleep. Beyond a wake-up call and a chocolate on the pillow, it was all up to the guest. Those days are long gone. Hotels both large and small are engaged in a battle to see who can be the most luxurious, and at the center of the war is the bed. That chocolate is now likely to be imported and artisanally made; the pillow, covered in a 400-thread-count, organically grown cotton case and accompanied by other fluffy luxuries, all designed with sleep in mind. To find out more, visit <http://www.time.com/time/magazine/article/0,9171,1713484,00.html>.

Sheraton Hotels & Resorts Going Smokeless – Sheraton Hotels & Resorts and Four Points by Sheraton Hotel brands will ban smoking at more than 300 hotels and resorts throughout the U.S., Caribbean and Canada. The new policy follows one implemented at Westin Hotels & Resorts, which became smoke-free in 2006. Westin and Sheraton are both owned by Starwood Hotels & Resorts. Some 8,000 rooms at the hotels will be

cleaned, including treatments for air conditioning, walls, rugs, upholstery and hard surfaces. Smoking will also be banned in public areas in the hotels but there will be a designated outdoor area at each property for guests who smoke. To find out more, visit http://www.usatoday.com/travel/news/2008-02-12-shearaton-smokeless_N.htm.

Swissôtel Chicago Puts a Bounty on Smokers' Butts – The Swissôtel Chicago is serious about snuffing out guestroom smoking. So serious that it has adopted a novel approach: paying staffers a \$10 bounty for each guest they find breaking the rules. Illinois banned smoking in restaurants and bars and other public places Jan. 1. Though lodgings still can offer smoking rooms, Swissôtel Chicago general manager Jack Breisacher says he decided the hotel – which just underwent a spiffy renovation – should be smoke-free. “One person having one cigarette is really a big deal,” he says. “It costs about \$500” to thoroughly clean a room, he adds, including washing walls and sending drapes, sheers, blankets, dust ruffles, pillow shams, duvets and covers out for dry cleaning and scouring the carpet. A room is out of service for two days or more during cleaning. To find out more, visit http://www.usatoday.com/travel/hotels/2008-02-15-swissotel-chicago_N.htm.

20. MEDIA LEADS

Benefits of Architectural Tourism – John Poimiroo of www.hotelexecutive.com is writing a piece on how great architecture affects tourism and is looking for perspectives from destination and hotel publicists. He is also seeking information and examples of hotels that promote architectural tours to guests. Send information to Poimiroo via john@poimiroo.com. Deadline: **Feb. 22**.

Newly Renovated Event Facilities? Unusual Event Themes? – Vickie Mitchell, editor of “Small Market Meetings,” is looking for any information related to new or improved event facilities, unusual off-site venues, out of the ordinary meeting themes and special offers aimed towards event planners. Photos would be beneficial. Send information to Mitchell via vmitchell@smallmarketmeetings.com. Deadline: **Feb. 29**.

Religious Conferences Event Planning – Editor of “Small Market Meetings,” Vickie Mitchell, is looking for information for an April article that describes activities that convention and visitors bureaus and destination management companies do to help religious conference organizers plan an event. Information can be sent to vmitchell@smallmarketmeetings.com. Deadline: **March 3**.

21. MILLER LEAVING PAMLICO COUNTY CHAMBER; HOLLAND-KITCHEN TO BECOME NEW DIRECTOR

Mim Miller is retiring from the Pamlico County Chamber of Commerce at the end of February. She'll be devoting most of her volunteer time to the newly re-formed Pamlico County Committee of 100. Miller's new e-mail will be m.miller@PCC100.com. LaTriche Holland-Kitchen will become the new director of the Chamber. She may be contacted at (252) 745-3008 or via holland-kitchen@PamlicoChamber.com.

22. “NORTH CAROLINA WEEKEND”

For the week of Feb. 21 on UNC-TV's “North Carolina Weekend, step back in time at the Brady C. Jefcoat Museum in Mufreesboro. “After Dark” visits Papa Mojo's

Roadhouse in Durham. Get your game on at the CIAA Basketball Tournament in Charlotte. Test your endurance and skills at The Climbing Place in Fayetteville. And hit the slopes in the western part of the state for some snowboarding. (*Please note: listings are subject to change.*) Exclusively underwritten by the N.C. Division of Tourism, "North Carolina Weekend" airs Thursdays at 9:00 p.m. with repeats on Fridays and Saturdays (*please check local listings*) on UNC-TV. In addition, UNC-TV has made recent editions of "North Carolina Weekend" available online. For more information or to download a podcast, visit <http://www.unctv.org/ncweekend>.

23. UPCOMING INDUSTRY MEETINGS

March 1-5 – Travel South Showcase, Biloxi, Miss.

March 13 – N.C. Business Travel Association, bi-monthly meeting, Durham

March 16-18 – 2008 N.C. Governor's Conference on Tourism, Winston-Salem

March 31-April 2 – STS Spring Meeting, Asheville

SHARE THE "NEWSLINK"

Want to share the "NewsLink" with a friend or colleague? Sign them up now at <http://www.nccommerce.com/en/TourismServices/PromoteTravelAndTourismIndustry/Newslink/>. Should you have difficulty signing up for the "NewsLink," contact Publications Director Kathy Prickett at (919) 733-8302 or via kprickett@nccommerce.com.

FEEDBACK WELCOME

The N.C. Division of Tourism, Film & Sports Development is committed to serving North Carolina's tourism industry. If you have feedback regarding any of the Division's programs, let your voice be heard at visitnc@nccommerce.com.