

# **VISITNC - NewsLink** for June 11, 2008

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## **1. N.C. HOUSE PASSES BUDGET TO SENATE**

The N.C. House has passed its version of the budget and presented it to the Senate. Among the House version items are \$500,000 in non-recurring funds for the Division of Tourism, Film & Sports Development. Governor's Easley's budget recommendation included \$750,000 for the Division in non-recurring funds, which was consistent with last year's budget level funding. To find out more about the House's budget proposal, visit <http://www.ncleg.net/>.

## **2. TWO WEEKS BEFORE 2009 NC TRAVEL GUIDE UPDATES DEADLINE**

The Division of Tourism will pull information for the 2009 North Carolina Travel Guide from the VisitNC.com database. The deadline is **June 27** for updating attractions and accommodations listings. This year, we are encouraging accommodations and attractions to include toll-free numbers. New this year, a “Vacation Rentals” section will be included under accommodations just like Hotels/Motels, B&Bs and Country Inns, and Private Campgrounds. And we are adding indoor *and* outdoor pool categories to the “icon amenities” for Accommodations in the Travel Guide. Other icons appearing this year will be Internet Access, Complimentary Breakfast, Exercise Room, Restaurant On-Site and Pets Allowed. Unless an accommodations property has these amenities marked on their property listing, the information will not be available in the Travel Guide via the icons.

Now is the best time for all attractions and accommodations to visit VisitNC.com to view their property's listing to verify their information listed is correct. If your listing needs to be updated, please contact your local Extranet county contact; a county-by-county listing of Extranet contacts may be found by clicking on Extranet Contacts at <http://www.nccommerce.com/en/TourismServices/ContactUs/#Resource6>.

If you have any questions regarding the 2009 Travel Guide, contact Kathy Prickett at (919) 733-8302 or via [kprickett@ncommerce.com](mailto:kprickett@ncommerce.com).

### **3. TRAVEL LEADERSHIP SUMMIT - SEPT 24-25**

Mark your calendar for TIA's 3rd Annual Travel Leadership Summit in Washington, D.C., Sept. 24-25. North Carolina is one of several states already working on plans for the event.

Hundreds of travel professionals will unite to increase awareness of the economic and diplomatic benefits of the industry at the federal, state and local level, and to encourage action on the most pressing issues and legislation. Last year, travel executives from all facets of the industry – including destinations, hotels, restaurants, amusement parks, rental car companies and more – representing more than 25 states met with Congressional leaders.

The 2008 Summit will kick off with a general session held just three blocks from the Capitol Building at the Washington Court Hotel (525 New Jersey Avenue, NW). Don't miss this opportunity to be heard. Leading up to the presidential election in November, this year's event is more important than ever and promises to attract even more participation and attention.

For more information, contact Lynn Minges at [lminges@ncommerce.com](mailto:lminges@ncommerce.com).

### **4. AIRLINES OPPOSE TRAVEL PROMOTION ACT**

The Travel Promotion Act, spear-headed by TIA and many destination marketing organizations and businesses in the U.S., is designed to promote the U.S. abroad and facilitate inbound international travel. The bill had made great progress in the U.S. House of Representatives.

Now, airlines are battling hotels, theme parks, rental-car companies and other travel businesses over a plan to make overseas visitors pay \$10 each to bankroll a national advertising campaign. The dispute is over the Travel Promotion Act, a bill the tourism industry is pushing in Congress that would create a \$200 million-a-year marketing campaign aimed at persuading more travelers to visit – and spend money in – the United States. Half the money would come from the \$10 fee, which would be imposed on travelers living in countries where they do not have to obtain a visa to enter the U.S. But the idea has sparked sharp criticism from the airline industry. Airlines say the \$10 charge would amount to a tax on air travel. And though the airlines – like other travel companies – would benefit from publicly subsidized advertising that lures more free-spending tourists to this country, "we feel strongly that promotion should not be done at the expense of passengers," said Elizabeth Merida, a spokeswoman for the Air Transport Association. Tourism leaders say the federal government has good reason to help pay for overseas marketing. They also accuse the airlines of being shortsighted in opposing a plan they say would generate more airline passengers. The Travel Promotion Act is the top priority in Congress of the Travel Industry Association. To find out more, visit [http://www.orlandosentinel.com/orl-travel0908jun09\\_0\\_4353735.story](http://www.orlandosentinel.com/orl-travel0908jun09_0_4353735.story).

### **5. N.C. SEES GREAT RESPONSE AT TIA's INTERNATIONAL POW WOW**

North Carolina exhibited at TIA's 40th International Pow Wow in Las Vegas, May 31-June 4. Heidi Walters and Wit Tuttell represented the Division at the North Carolina booth. In addition, representatives from the Division's three international offices, as well as partners from Visit Charlotte, Outer Banks Visitors Bureau and the Asheville CVB, assisted in 42 appointments. This is the travel industry's premier international marketplace and is the largest generator of Visit USA travel. In just three days of intensive pre-scheduled, computer-generated business appointments, 5,300 people, more than 1,000 U.S. travel organizations from every region of the country and representing all industry category components, plus close to 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. This year had a record number of international media in attendance.

#### **6. NORTH AMERICAN JOURNEYS RECEPTIVE OPERATOR SUMMIT – JUNE 16-18**

Heidi Walters is participating in North American Journey's Summit East, June 16-18 in New York City. This event brings some of the largest and best receptive operators together for two days of scheduled appointments with U.S. destinations. In addition, this year a special trip has been planned to visit the Allied TPro offices on Thursday. For more information, contact Heidi Walters at (919) 715-6702 or via [hwalters@ncommerce.com](mailto:hwalters@ncommerce.com).

#### **7. DIVISION LOBBY FEATURES CAPE FEAR COAST**

The Cape Fear Coast CVB is using the lobby of the Division's Raleigh offices to promote its destinations and attractions through August. The display features goods from area merchants including South'n France hand-dipped chocolates, Out of Eden handcrafted soaps and Port City Pottery, items from the Battleship *North Carolina*, including a piece of its original decking, the North Carolina Aquarium at Ft. Fisher, the "Ocean" exhibit at the Cape Fear Museum, Wrightsville Beach's Holiday Flotilla, Carolina Beach, Kure Beach, Pleasure Island, and a rendering of the future home of Airlie Gardens Butterfly House.

For more information about the Division's lobby displays or to schedule a display for your county in 2009, contact Cindy Worrill at (919) 733-7479 or via [cworrill@ncommerce.com](mailto:cworrill@ncommerce.com).

#### **8. STS TOP 20 EVENTS FOR WINTER 2009 DEADLINE JULY 11**

The deadline for nominating events to the Southeast Tourism Society (STS) for their Top 20 Events for January-February-March 2009 is **July 11**. Requirements include the event must have an attendance of at least 1,000 and be in its third year of existence; plus there is a \$10.00 entry fee required per event. Top 20 Events strongly encourages entrants to support your nomination by providing supporting material such as photos, posters, brochures, press releases, news clippings and/or volunteer programs. To find out more, visit [http://www.southeasttourism.org/top\\_20\\_events.html](http://www.southeasttourism.org/top_20_events.html).

#### **9. ARDI LEADERSHIP SUMMIT – AUGUST 8**

The 8th Annual Appalachian Regional Development Institute's Leadership Summit will be August 8 in Boone. Scheduled topics are Emerging Sectors in Agriculture and the Arts, Emerging Sectors in Recreation & Natural Resources/Construction & Design, and Financing the Creative Economy. To find out more, visit <http://www.ardisummit.com>.

#### **10. STS ANNOUNCES TOP 20 EVENTS FOR FALL**

The Southeast Tourism Society has announced its Top 20 Events for Fall. October proved a bountiful month for North Carolina events as the list included the Invasion of the Pirates Flotilla & Treasure Hunt in Wilmington, the N.C. Seafood Festival in Morehead City, the Carolina BalloonFest in Statesville and the 25th Annual Barbecue Festival in Lexington. Events in November included the Seagrove Pottery Festival in Seagrove and the N.C. Holiday Flotilla in Wrightsville Beach. The Core Sound Decoy Festival in Harker's Island, Old Wilmington by Candlelight in Wilmington and Tryon Palace Historic Sites & Gardens' Christmas Candlelight Tour in New Bern were named among December events. To find out more, visit [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).

#### **11. PINEHURST ON USA TODAY "10 GREAT" GREEN LIST**

It's undeniably hip to be green nowadays – and nowhere is that more true than on golf courses, many of which are taking a leadership role in environmental stewardship. USA Today's "10 Great Places to Go for the Green – and Be Green" includes Pinehurst Resort. Joe Passov, senior editor for travel and course rankings at GOLF Magazine, says, "The resort is also known for being a pioneer in the 'green golf' movement. Among other initiatives, Pinehurst established a Safe Harbor program in 1995 to protect and enhance habitat for endangered birds." To find out more, visit <http://www.usatoday.com/community/tags/topic.aspx?req=ssts&pg=1&tag=10great%5Edestinations%5Etravel&loc=interstitialskip>.

#### **12. NEW YORK TIMES FEATURES HIKING IN THE SOUTH, N.C.**

Thousands of hikers invade the Appalachian Mountains south of the Mason-Dixon line when the weather turns warm, eager to buck the daily grind – not to mention the heat and haze – by tackling trails that cross rivers, pass refreshing waterfalls and often lead to breathtaking vistas shrouded in mist. These escapes are cool, literally. Over six decades, Allen de Hart, a professor emeritus of history and cultural affairs at Louisburg College in Louisburg, N.C., has hiked many of the trails in the Southeast, and he has written several books and trail guides on hiking. His suggested hike in North Carolina/Tennessee starts at Newfound Gap. To find out more, visit <http://travel.nytimes.com/2008/06/06/travel/escapes/06hiking.html?ref=travel>.

#### **13. MOSS NAMED EXECUTIVE DIRECTOR FOR HIGH COUNTRY HOST**

Karin Moss has been named the executive director for North Carolina High Country Host, effective June 2. She comes to High Country from Kings Mountain, where she was director of promotion/events for Indian Motorcycle Co. and served on the board of the Kings Mountain Downtown Association. Moss replaces Judy Donaghy, who's retiring after eight years as executive director. Moss may be contacted at (828) 264-1299 or via [info@highcountryhost.com](mailto:info@highcountryhost.com).

#### **14. DURHAM TOURISM AUTHORITY NAMES GREEN SUCCESSOR**

Shelly Green has been named president & CEO-elect by the Durham Convention & Visitors Bureau's Tourism Development Authority. Green has served as chief operating officer of the Durham CVB since January of 2000. Green will assume her new position upon the retirement of President Reyn Bowman, scheduled for January 2010.

#### **15. "NORTH CAROLINA WEEKEND"**

For the week of June 12 on UNC-TV's "North Carolina Weekend," enjoy the beauty of the Daniel Stowe Botanical Garden in Belmont. Visit the Scottish Tartan Museum in Franklin for a little taste of Scotland. Experience the sun, surf and more at Wrightsville Beach. Take yourself out to a ballgame with the Durham Bulls in Durham. Enjoy the great outdoors with the Nantahala Outdoor Center in Bryson City. And After Dark samples the scene at Sixth & Vine in Winston-Salem. *(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>.

#### **16. UPCOMING INDUSTRY MEETINGS**

**July 10** – N.C. Business Travel Association, Wilmington

**July 17-18** – MPI-Carolinas Chapter, Charlotte

#### **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](mailto: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](mailto:visitnc@nccommerce.com).