

**VISITNC**

# newslink

A Publication of the North Carolina Department of Commerce - Division of Tourism, Film and Sports Development

In this week's NewsLink...

August 12, 2009

1. **GOV. PERDUE ANNOUNCES 2008 VISITOR SPENDING RISES IN MOST N.C. COUNTIES**
2. **GOV. PERDUE SIGNS BUDGET WITH FEW TOURISM CUTS; HERITAGE TOURISM PROGRAM REORGANIZED**
3. **WELCOME CENTERS RETURN TO SEVEN-DAY OPERATION**
4. **ECONOMIST'S PERSPECTIVE ADDS TO UPCOMING MID-YEAR MARKETING UPDATE**
5. **LAWMAKERS APPROVE N.C. FILM INCENTIVE BILL; PERDUE EXPECTED TO SIGN**
6. **FABULOUS FUN FALL GETAWAYS & GIVEAWAYS**
7. **NORTH CAROLINA TRAVEL GUIDE PROMOTIONAL WIDGET**
8. **DIVISION PROMOTING N.C. ON CANADA'S TAKEOFFEH.COM**
9. **GERMAN WRITER VISITS OUTER BANKS**
10. **N.C. WINE INDUSTRY THRIVES**
11. **NCDOT SEC. CONTI ADDRESSES HIGHWAY SIGNAGE QUESTION FOR ATTRACTIONS**
12. **NOAA NOW PREDICTING QUIETER HURRICANE SEASON**
13. **US AIRWAYS ANNOUNCES PLANS FOR SECOND BRAZIL FLIGHT**
14. **SMALL TOWNS SAY "VACATION HERE"**
15. **ROWAN COUNTY AGRITOURISM BUS TOUR SHOWS LOCAL OFFICIALS POSSIBILITIES**
16. **ROLLING OUT THE RED CARPET TO LURE CORPORATE BUSINESS**
17. **2009 "BEST DISH IN NORTH CAROLINA" WINNERS ANNOUNCED**
18. **GREENING N.C. TRAVEL: 2009 SUSTAINABLE N.C. AWARD NOMINATIONS OPEN**
19. **FORBESTRAVELER.COM FEATURES DRIVING SCHOOLS**
20. **NATIONAL GEOGRAPHIC ADVENTURE SUGGESTS BLUE RIDGE CANYONEERING**
21. **SURVEYS, MARKETING & TRAVEL TRENDS**
22. **MEDIA LEADS**
23. **CARPENTER NAMED CABARRUS COUNTY CVB PRESIDENT/CEO**
24. **"NORTH CAROLINA WEEKEND"**
25. **UPCOMING INDUSTRY MEETINGS**

## **1. GOV. PERDUE ANNOUNCES 2008 VISITOR SPENDING RISES IN MOST N.C. COUNTIES**

Gov. Bev Perdue announced today (Wednesday) that 62 of the state's 100 counties saw increases in visitor spending in 2008, including 16 counties that had increases of more than five percent, according to statistics released today. Visitor spending for 2008 increased 2.1 percent across North Carolina's 100 counties.

Domestic visitors to and within North Carolina spent a record \$16.9 billion in 2008, an increase of 2.1 percent from 2007. Visitor expenditures directly generated 190,500 jobs and nearly \$4.2 billion in payroll income within North Carolina in 2008. Payroll increased 3.9 percent from 2007. Visitor spending in the state also directly generated close to \$2.7 billion in tax revenue for federal, state and local governments in 2008, up 3.6 percent from 2007.

"While we recognize that current economic conditions are impacting businesses all across the state -- including those in the tourism industry -- this continued economic growth, and especially growth in tax revenues, is encouraging," Gov. Perdue said.

The visitor spending figures are the results of an annual study commissioned by the Division and conducted by the U.S. Travel Association. The study uses sales and tax revenue data plus employment figures to determine the overall impact of visitor spending in North Carolina. Highlights include:

- Mecklenburg County received more than \$3.6 billion in domestic travelers' expenditures to lead all of North Carolina's 100 counties. Wake County ranked second with over \$1.5 billion, followed by Guilford County with close to \$1.1 billion.
- Thirty-five of North Carolina's 100 counties each received more than \$100 million in domestic travelers' expenditures in 2008.
- Thirty-three counties in North Carolina had 1,000 or more jobs directly supported by domestic travelers during 2008.
- Onslow County showed the largest percentage increase in visitor spending with an 8.3 percent increase. Of the state's large tourism destinations, Forsyth County showed the greatest increase, gaining 5.9 percent.

To view the 2008 county-by-county numbers, visit [www.nccommerce.com/tourism/research](http://www.nccommerce.com/tourism/research) and click on one of the four .pdf files.

This research was gathered using the Travel Economic Impact Model (TEIM), which may be viewed at [http://www.nccommerce.com/NR/rdonlyres/86326753-B872-4AD9-9792-6299042FBB2F/0/TEIM\\_Methodology.pdf](http://www.nccommerce.com/NR/rdonlyres/86326753-B872-4AD9-9792-6299042FBB2F/0/TEIM_Methodology.pdf).

## **2. GOV. PERDUE SIGNS BUDGET WITH FEW TOURISM CUTS; HERITAGE TOURISM PROGRAM REORGANIZED**

Gov. Bev Perdue signed into law the 2009-2011 budget last week, which largely spares the Division from deep cuts.

The budget does, however, mandate that the Tourism Development Program (Heritage Tourism Program) be reorganized, eliminating eight positions. The program will be organized into three regions, each with one development officer, managed by Russ Haddad in the Division office. One additional officer is assigned to coordinate the Blue Ridge Parkway's 75th Anniversary. Tourism development officers support sustainable efforts to protect, preserve and promote the state's natural, historic and cultural resources and serve as liaisons with local communities to develop tourism across the state. For more information about the Tourism Development Program, contact Director of Tourism Development Russ Haddad at (919) 733-7502 or via [rhaddad@nccommerce.com](mailto:rhaddad@nccommerce.com).

The budget also eliminates positions that were vacant as of October 1, 2008, including one in the Division office and a custodian's position at the I-77 South Welcome Center in Mecklenburg County.

### **3. WELCOME CENTERS RETURN TO SEVEN-DAY OPERATION**

North Carolina's Welcome Centers were open yesterday (Tuesday), promoting the state's attractions, accommodations and events to visitors on a Tuesday for the first time since November. Gov. Bev Perdue signed the state's 2009-2011 budget last Friday, leaving funding for the Welcome Center program largely intact and allowing the centers to return to a seven-day operation.

The Division's nine Welcome Centers are open from 8 a.m. until 5 p.m. daily, closed only on New Year's Day, Thanksgiving Day, Christmas Eve and Christmas Day and for maintenance. [Located at the state's borders](#), Welcome Centers have a statewide focus, with an emphasis on information for visitors traveling a particular interstate corridor. Professional, nationally-certified travel counselors located at each Welcome Center distribute the Division's Official North Carolina Travel Guide, the official state map and other marketing publications exclusively about North Carolina; offer detailed travel information in clean, modern facilities; and book room reservations at no charge for visitors staying overnight in North Carolina.

Additionally, the N.C. Dept. of Transportation is expected to complete work next month on a renovation of the Mecklenburg County Rest Area, which includes an exterior makeover of the Welcome Center building and replacement of the public restrooms. The I-77 South Welcome Center now has a more prominent entrance directly off the visitor parking area and a slightly enlarged display area.

For more information about the state's Welcome Centers, including information on how to submit brochures for consideration, visit [www.nccommerce.com/tourism/visitorservices](http://www.nccommerce.com/tourism/visitorservices), or contact Director of Visitor Services Wally Wazan at (919) 715-2098 or via [wwazan@nccommerce.com](mailto:wwazan@nccommerce.com).

### **4. ECONOMIST'S PERSPECTIVE ADDS TO UPCOMING MID-YEAR MARKETING UPDATE**

Dr. Mike Walden, economist and William Neal Reynolds Distinguished Professor at N.C. State University, will provide his perspective on current economic issues during the Division's Mid-Year Marketing Update, scheduled for 1-4:30 p.m. on Sept. 22 at the N.C. Museum of History. Dr. Walden's many activities include publishing the North Carolina Economic Outlook Series. Widely known for his ability to relate larger economic trends to individual consumers, Walden will give an overview of the broader economy and how it may influence North Carolina's travel and hospitality sector in the coming year.

Held annually each fall, the Mid-Year Marketing Update program will also feature updates on many of the Division's key programs, along with an opportunity for dialogue and input into the development of upcoming marketing-related projects and initiatives. Mark your calendar and make plans to attend. Registration opens on **Aug. 18**. For more information about the Update, visit [www.nccommerce.com/tourism](http://www.nccommerce.com/tourism) or contact Heidi Walters at (919) 715-6702 or via [hwalters@nccommerce.com](mailto:hwalters@nccommerce.com).

## **5. LAWMAKERS APPROVE N.C. FILM INCENTIVE BILL; PERDUE EXPECTED TO SIGN**

Last Friday afternoon, North Carolina lawmakers approved Senate Bill 943, which increases the film tax break incentives from 15 percent to 25 percent. Industry insiders say it's needed to keep films from leaving North Carolina for other states with better offers. Gov. Bev Perdue is expected to sign the bill, which would take effect January 1, 2010. To find out more, visit <http://www.wect.com/global/story.asp?s=10866555>, <http://www2.journalnow.com/content/2009/aug/08/filmmakers-to-be-offered-bigger-lure-to-shoot-in-n/news/> and <http://www.myfox8.com/wghp-nc-film-incentives-090809,0,2571869.story>.

## **6. FABULOUS FUN FALL GETAWAYS & GIVEAWAYS**

The Division is gearing up for its fall color/fall fishing initiatives and welcomes your participation in these programs. This year, visitors can sign-up on VisitNC.com to win weekly giveaways and become eligible to win one of several grand prizes. Designed to communicate all there is to do in North Carolina in the fall, themes highlight wine, harvest, fishing, golf, scenic drives, events & festivals, spooky N.C., pirates and more. In addition to VisitNC.com, the Division's fall programs utilize print and interactive media, public relations, radio and eNewsletters to communicate with travelers. These will be offered on a first-come, first-served basis as space is limited. Contact [partners@visitnc.com](mailto:partners@visitnc.com) to be included in the weekly giveaways (tickets, passes, green fees) or grand prize programs (minimum two-night stay plus dining) or to take advantage of other programs for the fall.

## **7. NORTH CAROLINA TRAVEL GUIDE PROMOTIONAL WIDGET**

Journal Communications, publisher of the Division's Official North Carolina Travel Guide, contacted several N.C. tourism leaders to help promote the state and the digital guide with an interactive promotional widget. The widget can be used on the individual organization's Web site, which links back to the digital version of the North Carolina Travel Guide. So far, the response has been positive – 15 organizations have already downloaded the widget and placed it on their Web sites. Director of Tourism Tammy O'Kelley, with the Heart of North Carolina Visitors Bureau, says, "We have added the

N.C. Travel Guide widget to our Web site [here](#). Thank you so much for this opportunity to partner!" To find out more, contact Rachael Goldsberry via [rgoldsberry@jnlcom.com](mailto:rgoldsberry@jnlcom.com).

#### **8. DIVISION PROMOTING N.C. ON CANADA'S TAKEOFFEH.COM**

The Division's Canadian office has been running week-long packages on takeoffeh.com monthly. The most recent was a package offered by Simply Escape tours that featured the Outer Banks. The offer received 41,665 hits during its run. It had an average of 4,685 visits and 482,882 page visits per day. Takeoffeh.com is a consumer Web site with 38,000 subscribers. It's also the official travel content provider for Maclean's magazine, Canada's only national weekly current affairs magazine with 2.8 million readers and traffic of approximately 450,000 unique visitors per month to its own Web site, [www.macleans.ca](http://www.macleans.ca).

#### **9. GERMAN WRITER VISITS OUTER BANKS**

The Division teamed with the Outer Banks VB to host German travel writer Dennys Sawellion, Aug. 2-5. Sawellion is writing an article on North Carolina for the Sunday Morning Magazine in Frankfurt, Germany, with the publication date to be determined. The magazine has a weekly circulation of 500,000.

#### **10. N.C. WINE INDUSTRY THRIVES**

Like a fine chardonnay or merlot, experts predict that North Carolina's wine industry, particularly in the western part of the state, is only going to get better with age. North Carolina is home to more than 80 wineries, which has tripled since 2001. The state ranks 10th for grape and wine production in the United States. Western N.C. is home to about 10 wineries. Among the biggest challenges mountain grape growers face include cold weather, high humidity and plant disease. Finding a grape that's also resistant to disease is a challenge, too, and the traditional vinifera-style grapes don't grow well in North America naturally. To find out more, visit <http://www.citizen-times.com/apps/pbcs.dll/article?AID=200990808023>.

#### **11. NCDOT SEC. CONTI ADDRESSES HIGHWAY SIGNAGE QUESTIONS FOR ATTRACTIONS**

In WRAL.com's "Ask Anything" segment, Debbie Stikeleather, with Iron Gate Winery in Mebane, asked N.C. Dept. of Transportation Secretary Gene Conti about the high cost of a highway sign for their winery about other signage programs. His response might be informative and useful for others:

"What most residents and motorists do not realize when they are driving down the interstate is the sheer size of signs along the side of the road. An average speed limit sign on a freeway is about 5 feet tall, not including the post that holds the sign up; winery signs are even larger.

"While \$30,000 may seem like an exorbitant figure for a set of signs, keep in mind that this cost is determined on the location of the sign, the sign itself, materials, installation, concrete footings, etc. It is not abnormal for these signs to cost anywhere between \$15,000 to \$30,000 after all costs, including labor, are taken into consideration.

“We are required to pass all costs for signs to the business; therefore, wineries who request to have their own sign erected on an interstate must pay for it at no cost to the department. There are lower cost programs available, such as the Logo program. In this program, agritourism organizations can have their logo placed on exit ‘attraction’ signs. These are similar to the signs you see along the interstate prior to exits that have logos for eateries, gas stations and lodging.

“This program is also cost neutral, meaning that the agritourism businesses pay to be a part of it at no cost to taxpayers. There are many benefits to the Logo program. First, it is at a much lower cost to the business. While it may cost \$15,000 to \$30,000 to have a winery sign erected, it only costs about \$1,200 to \$1,500 a year to participate in the Logo program depending on the number of actual signs.

“Another advantage of the Logo program is that if one of these signs is damaged, the maintenance and rebuilding of the sign would not be an additional cost to the business. If a business has a separate sign under the Agricultural Tourism Program, the business is responsible for any damage and must pay for the repairs or replacement.”

To read the full “Ask Anything” segment, visit <http://www.wral.com/news/local/story/5769655>.

## **12. NOAA NOW PREDICTING QUIETER HURRICANE SEASON**

El Niño should knock some of the wind out of the sails of the 2009 hurricane season, federal forecasters predicted last Thursday. The National Oceanic and Atmospheric Administration (NOAA) reduced its prediction for named storms by nearly a quarter, but cautioned that the so-far snoozing tropics would still likely awaken and churn up a near-normal number of storms. The new “likely” range – calculated at a 70 percent chance – is seven to 11 named storms, with three to six becoming hurricanes. Of those, one to two are expected to turn into major storms with Category 3 winds of 111 miles per hour or higher. NOAA's initial annual forecast, issued in May, called for nine to 14 named storms, four to seven hurricanes and one to three major hurricanes. An average hurricane season in the Atlantic basin, which runs from June 1 to Nov. 30, produces 11 storms. To find out more, visit <http://www.miamiherald.com/news/miami-dade/story/1175172.html?storylink=pd>

## **13. US AIRWAYS ANNOUNCES PLANS FOR SECOND BRAZIL FLIGHT**

US Airways took steps Thursday to solidify Charlotte as its gateway to Brazil, saying it plans to add daily flights between Charlotte and Sao Paulo. Starting in late 2010, the proposed flights to Sao Paulo, Brazil, would be in addition to the daily Charlotte-Rio de Janeiro flights scheduled to start this December. In addition, Charlotte's dominant carrier said it plans to seek approval for its first route into Asia: a flight to Tokyo from its hub in Phoenix. That wouldn't start until 2012 at the earliest. To find out more, visit <http://www.charlotteobserver.com/breaking/story/883938.html>.

## **14. SMALL TOWNS SAY “VACATION HERE”**

Last year it was the high price of gasoline that kept tourists at home. This year it's the recession and a lingering dread of financial insecurity. Especially hard hit are small

towns that cater to the leisure traveler. These destinations are stepping up their marketing efforts by targeting those who live within a short driving distance. The Division's Director of Public Relations Wit Tuttell says towns are updating their marketing materials, looking at what makes them attractive or unique and organizing more special events to draw larger crowds. The Division has shifted its marketing focus closer to home by targeting the area from Washington, D.C. to Atlanta. "People still want to travel, but they're shortening their trips," says Tuttell. To find out more, visit [http://triangle.bizjournals.com/triangle/stories/2009/08/10/focus2.html?b=1249876800%5e1899001&ana=e\\_vert](http://triangle.bizjournals.com/triangle/stories/2009/08/10/focus2.html?b=1249876800%5e1899001&ana=e_vert).

### **15. ROWAN COUNTY AGRITOURISM BUS TOUR SHOWS LOCAL OFFICIALS POSSIBILITIES**

The future of farming lies not only in fruits and vegetables, but in knowledge and experiences waiting to be gained. Last Friday's agritourism bus tour for area officials gave area leaders a chance to see how Rowan already leads the way in a multibillion-dollar industry, including destinations with animal attractions as well as agricultural and farming sites. That's the reason for the tour: to give people in positions of authority an up-close-and-personal view of the reasons why those thousands come to Rowan County. Among attendees were local elected officials and representatives from N.C. Cooperative Extension, the Rowan Chamber of Commerce and the Rowan County Tourism Authority. To find out more, visit <http://www.salisburypost.com/Area/080809-Agritourism-tour>.

### **16. ROLLING OUT THE RED CARPET TO LURE CORPORATE BUSINESS**

Looser cancellation policies, free meeting spaces, limo services – those are some of the incentives being dangled to lure this year's budget conscious corporate traveler. To combat the decline in hotel revenue, hotels are piling on freebies, hoping to convince hesitant meeting planners to sign up. The Carolina Inn in Chapel Hill earlier this year launched a "meeting stimulus package," which offers a 10 percent credit to a master account based on total rooms and banquet revenue. The Charlotte Convention Center has been offering complimentary meeting space to publicly traded companies for annual board meetings and recognition events held this year. The Washington Duke Inn in Durham is taking a more customized approach, developing incentives packages for individual clients and throwing in price discounts and enhanced amenities. To find out more, visit [http://triangle.bizjournals.com/triangle/stories/2009/08/10/focus1.html?b=1249876800%5e1898951&ana=e\\_bjtt](http://triangle.bizjournals.com/triangle/stories/2009/08/10/focus1.html?b=1249876800%5e1898951&ana=e_bjtt).

### **17. 2009 "BEST DISH IN NORTH CAROLINA" WINNERS ANNOUNCED**

The 2009 Best Dish in North Carolina winners have been announced. Four Square Restaurant in Durham was named Best Dish in N.C. Fine Dining and the Best Dish in N.C. Casual Dining winner was The Yancey House Restaurant in Yanceyville. The restaurants were among 19 selected to compete in the 2009 Best Dish in N.C. contest. Restaurants were judged on presentation, creativity, use of N.C. food products and marketing efforts. Second place in the fine dining category was Indigo Marsh in Surf City with third place going to The Table at Crestwood in Boone. Second place in the casual dining category was the Inn on Church in Hendersonville; Papa Mojo's

Roadhouse in Durham placed third. To find out more, visit <http://www.ncagr.gov/markets/gginc/bestdish/>.

#### **18. GREENING N.C. TRAVEL: 2009 SUSTAINABLE N.C. AWARD NOMINATIONS OPEN**

Sustainable North Carolina has opened nominations for the 2009 Sustainable North Carolina Awards, seeking the most inspiring examples of innovative approaches to sustainability across the state. Awards will be made in 5 categories this year: Triple Bottom Line (for profit company), Entrepreneurship (for profit company), Innovation (for profit company), Catalyst (not-for-profit organization, institution or agency), and Champion (individual). Last year's winners included Biltmore Estate, Green Planet Catering and Proximity Hotel. Sustainable North Carolina is a 501c3 dedicated to accelerating the adoption of principles and practices that optimize economic prosperity, social responsibility, and environmental stewardship throughout the state. To apply or to nominate a person or organization, visit <http://sustainnc.gnidesign.com/>. The deadline for nominations is **Sept. 28**. For more information on Sustainable North Carolina, visit [www.sustainnc.org](http://www.sustainnc.org). For more information on sustainability in the tourism industry, contact Alex Naar at (252) 737-1346 or via [anaar@nccommerce.com](mailto:anaar@nccommerce.com).

#### **19. FORBESTRAVELER.COM FEATURES DRIVING SCHOOLS**

ForbesTraveler.com recently featured its Cool Driving Schools 2009, including two with North Carolina ties. The Land Rover Driving Experience is held at several top resorts across the country, including Biltmore Estate in Asheville. The Richard Petty Driving Experience, based in Concord, offers drive and ride programs in NASCAR-style stock cars at more than 20 tracks nationwide. To find out more, visit [http://www.forbestraveler.com/adventure/driving-schools-2009-story.html?partner=fp\\_drive-schools](http://www.forbestraveler.com/adventure/driving-schools-2009-story.html?partner=fp_drive-schools).

#### **20. NATIONAL GEOGRAPHIC ADVENTURE SUGGESTS BLUE RIDGE CANYONEERING**

In its Aug./Sept. issue, National Geographic Adventure magazine included an article on the season's Best Weekend Trips, suggesting Blue Ridge Canyoneering among the eastern U.S. Outfitter Pura Vida Adventures has imported the multisport art of descending a wet, rocky gorge by foot, rope, and swim stroke to the lush wilds of the Blue Ridge Mountains. To find out more, visit <http://adventure.nationalgeographic.com/2009/08/weekend-getaways/east-text>.

#### **21. SURVEYS, MARKETING & TRAVEL TRENDS**

**New Survey Shows Rise in Travel Intentions by Americans** -- The travel intentions of U.S. adults appear to be on the rise, according to the latest travelhorizons survey, which is co-authored quarterly by Ypartnership and the U.S. Travel Association. Almost two-thirds (63 percent) of U.S. adults expect to take at least one trip for leisure purposes between August 2009 and January 2010, up from 61 percent who expressed the same intention in July 2008. According to the national survey of 2,362 respondents conducted between July 21 and 28, 2009, the average number of overnight trips that U.S. adults intend to take during the next six months increased to 2.8 from 2.6 in July 2008. While travelers remain concerned about having sufficient money for travel, the majority of adults who are planning to take a trip expect to accommodate this concern

by spending less on travel services this year compared to last. They also intend to comparison shop for deals, especially online. To find out more, visit <http://www.travelpulse.com/Resources/Editorial.aspx?n=59267> or <http://www.tia.org/pressmedia/pressrec.asp?Item=989>.

**Travel Rebound Expected Next Year** – The recent and often quoted bad news: business travel will be down 15 percent this year. But the latest good news is that it will recover next year, according to HIS Global Insight. They predicted a 1.2 percent annual growth rate in the five years through 2013 in a study with the National Business Travel Association sponsored by Egencia. At the same time, there were signs that the overall travel market may be on the mend. NBTA and IHS Global Insight expect most sectors by next year to start rebuilding business travel spending levels, at an average growth rate of 4.2 percent over 2009. To find out more, visit [http://www.travelmole.com/stories/1137838.php?mpnlog=1&m\\_id=s~T\\_s~~A\\_rs~](http://www.travelmole.com/stories/1137838.php?mpnlog=1&m_id=s~T_s~~A_rs~).

## 22. MEDIA LEADS

**Cool, Fun and Unusual Factory Tours** -- Freelance writer Jane Levere is writing a round-up of the coolest/most fun/most unusual factory tours as an affordable vacation activity for Travel+Leisure magazine. Part of her pitch to T+L is that most of these tours are free or low-cost, which make them doubly desirable in this economy. The idea for this story stems from a San Francisco press release touting self-guided and escorted factory tours filled with excitement and creativity in and around the city. Send leads to Levere at [jlevere@nyc.rr.com](mailto:jlevere@nyc.rr.com). Do not send attachments or links; information must be contained in the body of your e-mail. Include both your work and cell phone numbers for follow-up questions. Deadline: **Aug. 14**.

**Beaches Beyond the Sea** – Small Market Meetings is seeking information about meeting venues that offer "sand without the salt" for an upcoming story based on a Beaches Beyond the Sea theme. Small Market Meetings is a national, monthly newspaper that covers meeting venues and options in second-tier and smaller cities. Send a brief description and contact information to Editor Vickie Mitchell at [vmitchell@smallmarketmeetings.com](mailto:vmitchell@smallmarketmeetings.com). Deadline: **Aug. 20**.

## 23. CARPENTER NAMED CABARRUS COUNTY CVB PRESIDENT/CEO

Donna Carpenter has been named president and chief executive of the Cabarrus County Convention & Visitors Bureau. To find out more, visit <http://charlotte.bizjournals.com/charlotte/stories/2009/08/10/daily1.html>.

## 24. "NORTH CAROLINA WEEKEND"

For the week of August 13 on UNC-TV's "North Carolina Weekend," experience nature's world at the N.C. Aquarium at Fort Fisher in Kure Beach. Sample the fare at Mary's Of Course Café in Winston-Salem. Ride the rails – and more – at the N.C. Transportation Museum in Spencer. Lift a glass at Elkin Creek Winery in Elkin. And "After Dark" checks out the scene at Memories Beach Club in Atlantic Beach. (*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>.

## **25. UPCOMING INDUSTRY MEETINGS & EVENTS**

**August 18** – N.C. Travel & Tourism Board Meeting, Raleigh

**August 30-September 1** – ESTO, Lake Tahoe, Nev.

**September 9-10** -- Blue Ridge Parkway Association Regional Membership Meeting, Natural Bridge, Va.

**September 10** – N.C. Business Travel Association Education Day Meeting, Charlotte

**September 16-17** – Travel Leadership Summit, Washington, D.C.

**September 22** – Mid-Year Marketing Update, Raleigh

## **SHARE THE “NEWSLINK”**

Want to share the “NewsLink” with a friend or colleague? Sign them up now at <http://www.nccommerce.com/tourism/newsletter/>. Should you have difficulty signing up for “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).