

VISITNC

newslink

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

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September 23, 2009

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1. DIVISION RESPONDS TO ECONOMIC CHALLENGES, INITIATES NEW CAMPAIGN

To meet the unprecedented economic challenges of the past year, the Division has rolled out initiatives to bring visitors to North Carolina and help tourism partners throughout the state succeed despite the current global economic downturn. Assistant Secretary Lynn Minges outlined the initiatives to approximately 120 local tourism officials at the Division's annual Mid-Year Marketing Update yesterday (Tuesday) at the N.C. Museum of History in Raleigh.

N.C. Commerce Secretary Keith Crisco welcomed attendees and introduced N.C. Sec. of Cultural Resources Linda Carlisle, who highlighted collaborative efforts between the departments and initiatives her department is working on. She noted the "Second Saturday," which plans to encourage regular arts and heritage programs at historic and cultural attractions. African American Music Trails are forming in Edgecombe, Greene, Jones, Lenoir, Nash, Pit, Wayne and Wilson counties. HomegrownHandmade is expanding to include farms and gardens – and now includes for the first time sites in each of the state's 100 counties.

Dr. Mike Walden, economist and William Neal Reynolds Distinguished Professor at N.C. State University, said 2010 will be a growth year and the nation should see the end of this recession. "However," he cautioned, "We have had a major slide... do not think it's all over." Walden publishes the North Carolina Economic Outlook Series. Widely known for his ability to relate larger economic trends to individual consumers, the professor explained, "The Feds estimate it will take two years for the economy to recover to be back to where it was before the end of 2007," which is generally considered when the recession started. Walden predicted that early next year, maybe in the spring, the economy will start getting better when North Carolina sees jobs being consistently added. In addition, Walden noted the U.S. has "to get the housing market well before the rest of the country gets better." The bottom line? "Things are getting 'less bad' – which is necessary before hitting bottom."

To view the presentations made by Sec. Carlisle and Dr. Walden, visit <http://www.nccommerce.com/NR/ronlyres/831ADCAD-CCF7-4010-B4ED-C5940DC70BB7/0/CulturalResourcesPresentation.pdf> and http://www.nccommerce.com/NR/ronlyres/0A6A54E8-73EF-4709-BEEC-89EB481529E5/0/Mike_Walden.pdf, respectively.

After more than a year of research, the Division has refocused its outreach efforts around emotional travel motivators influenced by the current economy. The resulting campaign features messaging on the state as an outdoor playground, an urban experience where people reconnect, and a place where children and families bond.

"The Division is well-positioned to lead through these times, and as marketers, we see lots of encouraging opportunities," Minges said. "We believe in leveraging all the programs at the Division of Tourism to stimulate travel and support tourism-related

businesses all across North Carolina. Our domestic marketing efforts rely on fresh print, radio and online advertising supported by public relations. We're enhancing this campaign with powerful partnerships with tourism marketing organizations across the state. We're targeting today's more value-conscious consumer, and using social media in innovative ways, too."

The campaign rolls out across various platforms. To view print advertising and hear the radio messages, visit <http://media.visitnc.com/tourism-initiatives-2009-10.html>.

Here's an outline of the new campaign:

- Magazine print ads appearing this fall in major travel and lifestyle magazines. In some cases, advertorial content was written to complement the new ads, highlighting fall events and North Carolina's food, wine and beer offerings.
- Partnerships with the N.C. Association of Broadcasters and the N.C. Press Foundation will use new online and print ads to fill radio, television, newspaper and online space to promote travel to in-state residents.
- A new radio campaign began Sept. 14 in key drive markets surrounding the state. The talent for the radio campaign focuses on the unique "characters" of North Carolina and the passion these individuals have for their home state. All of the ads promote fall events and experiences.
- The state will expand its calendar of media events designed to inform and entice travel, food and lifestyle editors to develop coverage on the state. This year's targets include media in New York City, Birmingham, Ala., the Greenville/Spartanburg region in S.C., and Richmond, Va.
- A new Special Offers section on the site, accessible from the home page and www.VisitNC.com/offers, gives destinations, hotels and shops across the state a place to market deals and packages. Participation in this program is now free to destinations through December, 2009.
- The Division is partnering with travel destinations and marketing groups to offer affordable co-op advertising. These opportunities allow destinations, attractions and accommodations the chance to appear along with the Division in magazines such as "Oprah" and "Southern Living." The Division is also offering customized advertising programs on VisitNC.com with discounts based on volume.
- The state's "Fabulous Fall Fun" campaign launched on VisitNC.com on the week of Sept. 14. The promotion offers weekly giveaways, plays up reasons to travel in the state each week and offers visitors up-to-the minute fall color and fall fishing reports. The reports will be enhanced by travel destinations that share their news and events via Twitter and Facebook. Coverage of this campaign has already been

garnered in local news outlets and on Sept. 17, the site and its leaf reports were featured in USA Today.

To see the Division Update, visit <http://www.nccommerce.com/NR/rdonlyres/99C151F0-A62A-49DC-9E97-D6D34C2482C2/0/DivisionUpdate2009.pdf>. For more information on the Division's partner programs, contact Meghan Musgrave at (704) 364-8969 ext 130 or via mmusgrave@lkmideas.com.

2. DIVISION LEADS DELEGATION TO TRAVEL LEADERSHIP SUMMIT

Eighteen tourism leaders from North Carolina joined nearly 300 colleagues from around the country last week in Washington, D.C., at the U.S. Travel Association's [Travel Leadership Summit](#), where they met with members of Congress and key staff members to stress the recovery role that travel can play in the nation's economy.

The summit also included updates on industry priorities by U.S. Travel Association CEO Roger Dow, along with presentations by NBC News political director Chuck Todd and Four Seasons Hotel president and COO Katie Taylor.

Led by the Division of Tourism, the North Carolina delegation was comprised of representatives from the mountains, piedmont and coast, including John Beatty, Grove Park Inn; Fannie Brown, Franklin County TDA; Mike Butts, VisitCharlotte; Haddon Clark, United Energy Inc.; Patty Griffin, Chapel Hill/Orange County VB; Bryan Gupton, N.C. Division of Tourism, Film & Sports Development; Gary Harris, N.C. Petroleum Marketers Assn.; Douglas Howey, N.C. Petroleum Marketers Assn.; Dave Horne, SmithAnderson; Kim Hufham, Cape Fear Coast CVB; Mamie Jones, Franklin County TDA; Penny Leary-Smith, Dismal Swamp Canal Welcome Center; Carol Lohr, Crystal Coast TA; Assistant Secretary Lynn Minges, N.C. Department of Commerce; Doyle Parrish, Summit Hospitality Group, Ltd.; Betsy Rosemann, Goldsboro CVB; Thomas Ruff, The Biltmore Company; and Steve Thanhauser, The Angus Barn and Travel & Tourism Board Chairman.

The summit focused on House passage of the [Travel Promotion Act](#) that would establish a non-profit corporation to communicate United States entry policies and promote tourist, business, and scholarly travel to the United States; the bill passed the Senate earlier this month. Other issues included the importance of the [meetings industry](#), strengthening public-private coordination in response to an [H1N1 flu pandemic](#), enhancing the environment through [sustainable travel](#), and preserving and expanding the [Visa Waiver Program](#).

3. FALL COLOR CAMPAIGN OFFERS PR OPPORTUNITIES & GARNERS MEDIA ATTENTION

The Division PR Team is gaining traction with its fall color/fall fishing campaign and the "Fabulous Fall Fun" campaign on VisitNC.com. The Weather Channel will be filming in Transylvania County at Gorges State Park this weekend. The fall campaign began with a live interview on Fox Charlotte Morning Rising last week. In addition, USA Today mentioned VisitNC.com's leaf and fishing reports in a fall color round-up at

http://www.usatoday.com/travel/destinations/2009-09-17-fall-foliage_N.htm. Additional media pickups included

http://www.dallasnews.com/sharedcontent/dws/fea/travel/thisweek/stories/DN-hayes_0920tra.ART.State.Edition1.4be9e94.html.

The (Greensboro) News & Record interviewed leaf experts Dr. Howie Neufeld from Appalachian State University, returning this year to work with the Division, and Dick Thomas, executive director/naturalist at the Piedmont Environmental Center – joining the team for the first time. The story highlighted the weekly giveaways on VisitNC.com: http://www.news-record.com/content/2009/09/14/article/piedmont_may_see_more_vibrant_foliage_this_year.

4. VISITNC OFFERS FABULOUS FUN FALL GETAWAYS

The Fabulous Fall Fun Getaways ad campaign, in its second week on VisitNC.com, is holding weekly giveaways throughout the fall, giving winners a chance to explore the best places to experience fall color and fishing throughout the N.C. Mountain and Piedmont regions. This week's fall focus is "Prime Time for Wine" with a Yadkin Valley Giveaway and promotion of the state's wine trails and itineraries plus harvest video. Early leaf reports are up as experts say fall may come a bit early; fishing reports will start Sept. 29. For more information, visit <http://www.visitnc.com/journeys/articles/fall-color-l-fall-fishing/1/ten-weeks-of-fabulous-fun-fall-getaways-and-giveaways>.

To follow the fall color and share news about the color and fishing at your destination, follow the Division on www.facebook.com/northcarolina and www.Twitter.com/VisitNC.

5. EARLY REGISTRATION ENDS THIS FRIDAY FOR MARKETING OUTLOOK FORUM

The early registration discount of \$100 has been extended through this **Friday, Sept. 25**, for the U.S. Travel Association's [Market Outlook Forum](#), to be held in Little Rock, Ark, Oct. 26-28. The forum provides up-to-the minute economic forecasts, newly released consumer research, in-depth information on business travel, outlooks for major sectors of travel, marketing's best online and offline practices, and insight from national leaders like Jerry Jones of the Dallas Cowboys, Geoff Ramsey of eMarketer and Jon Clifton, J.D. of The World Gallup Poll. [Click here](#) to register online now.

6. LODGING INDICATOR TREND REPORT

Occupancy in the state is down 11.4 percent year-to-date when compared to 2008 – unchanged from July – according to Smith Travel Research. Occupancy in the South Atlantic region of the U.S. is down 8.6 percent year-to-date, while the U.S. hotel occupancy as a whole is down 10.3 percent.

Average daily rates (ADR) in North Carolina are down 5.3 percent year-to-date, but they are trending slightly better than the region or the country: year-to-date ADR is down 7.2 percent in the South Atlantic region and down 9.0 percent nationally.

Revenue per available room (RevPAR) in North Carolina has dropped 16.2 percent from \$50.01 to \$41.92, year-to-date. This decrease, however, is in line with the South Atlantic regional decrease of 15.2 percent (from \$67.76 to \$57.43) and the national decrease of 18.3 percent (from \$68.05 to \$55.58). The complete report is available at <http://www.nccommerce.com/NR/rdonlyres/6E4EFE54-A01A-41A7-AE5E-82A75BACDA43/0/August2009LodgingReport.pdf>. For more information contact Marlise Taylor at (919) 733-7278 or via mtaylor@nccommerce.com.

7. PERDUE CREATES PANEL TO STUDY OFFSHORE DRILLING

Gov. Beverly Perdue on Monday established an advisory panel to study the prospect of drilling for oil and natural gas off the North Carolina coast, as well as the possibility of generating renewable energy offshore. The Governor's Scientific Advisory Panel on Offshore Energy will analyze and report on the feasibility of tapping offshore energy sources and will identify the benefits and areas of concern about these energy resources. Members will study current laws, rules, processes and procedures that affect the use of offshore energy resources, such as federal leasing programs, state and federal permitting programs and local zoning and ordinances. Also, the panel will evaluate federal proposals to use North Carolina's offshore energy resources, including any proposals from the U.S. Minerals Management Service for offshore oil and gas lease sales. To find out more, visit <http://www.wral.com/news/local/politics/story/6044333>.

8. VISITCHARLOTTE, OTHER DESTINATIONS UPDATE CALL CENTER OPERATORS

Representatives from Visit Charlotte and 10 of its partners, including the Billy Graham Library, the NASCAR Hall Fame, the soon-to-open Ritz Carlton and the Dunhill hotel, visited the Division's 1-800-VISITNC Call Center last week to update the operators on attractions in the Charlotte area. In the coming weeks, the Call Center will host presentations from Chapel Hill, Randolph County, Cabarrus County, Wilson County, the Northeast Commission and N.C. Dept of Transportation. The Division's toll-free operators use VisitNC.com as their primary resource, but presentations from local officials help reinforce marketing messages from destinations across North Carolina. To schedule your presentation at the Call Center, contact Director of Visitor Services Wally Wazan at wwazan@nccommerce.com or 919-715-2098.

9. DIVISION OFFICE LOBBY PROMOTES CAMDEN, PASQUOTANK AREAS

Camden and Pasquotank counties, including the Dismal Swamp Canal Welcome Center and the Elizabeth City Area CVB, are using the lobby of the Division's Raleigh offices through November to showcase their area's attractions. The display features items highlighting things to see and do in the area, including the town of Elizabeth City, the Museum of the Albemarle, the Dismal Swamp Canal, the Dismal Swamp State Park, U.S. Coast Guard facilities and more, along with the area's tourism publications. Prominently featured in the display is an exhibit of wood carvings by Erik Van de Bogart, who is known for his life-like art.

To promote your county through the Division's lobby, contact Cindy Worrill at (919) 733-7479 or via cworrill@nccommerce.com.

10. I-77 SOUTH WELCOME CENTER HOSTS "PIT STOP"

The I-77 South Welcome Center in Charlotte and VisitCharlotte invite you to a "Pit Stop" to greet visitors arriving for the "NASCAR Banking 500" race on Oct. 16, from 10 a.m. to 2 p.m. at the Welcome Center. As the fifth round of the 10-race Chase for the NASCAR Sprint Cup, the NASCAR Banking 500 is sure to play a pivotal role in deciding the series champion. Representatives from attractions and accommodations along Interstates 77, 85 and 485 are invited to welcome visitors to the state during race week. There is no charge to participate in this program, but space is limited. For more details or to reserve your space, contact Welcome Center manager Louie Comer at (704) 588-2660 or via ccomer@nccommerce.com.

11. PBS NATIONAL PARKS SERIES STARTS SEPT. 27

Filed over the course of more than six years at some of nature's most spectacular locales, "The National Parks: America's Best Idea" kicks off this Sunday, Sept. 27, nationally on PBS. One of the characters profiled will be George Masa, a Japanese immigrant whose photographs of the Great Smoky Mountains in North Carolina and Tennessee served in the fight to protect the region as a national park. "The National Parks: America's Best Idea" is a six-episode series directed by Ken Burns and written and co-produced by Dayton Duncan. To find out more, visit <http://www.pbs.org/nationalparks/about/>; to check your local listings for air times, visit <http://www.unctv.org/whatson/>.

12. DOCUMENTARY FILM INSTITUTE MOVES TO WAKE FOREST UNIVERSITY

One of the top 10 documentary film-making programs in the country is moving to Wake Forest University in Winston-Salem. The program, previously known as the Documentary Film Institute at the University of Florida, has turned out various student films aired on public television and cable networks. Documentary Film Institute students have received Emmys for their work and gone on to work for National Geographic, PBS and top-level documentary production houses. Documentary filmmaker Sandra Dickson will make the move with the film program after co-directing it at University of Florida for 12 years. Wake Forest associate professor of communication Mary Dalton will be co-director. The program will include undergraduate classes, a two-year Master of Arts degree and a three-year Master of Fine Arts degree. The Documentary Film Program is scheduled to kickoff in fall 2010. To find out more, visit http://www.hollywoodreporter.com/hr/content_display/film/news/e3i59191706a17f21921bd6ba344b374710 and <http://www.wfu.edu/news/release/2009.09.17.d.php>.

13. DURHAM BULLS WIN TRIPLE-A CHAMPIONSHIP

Five nights after claiming the International League championship, the Durham Bulls earned a national title by edging the Memphis Redbirds 5-4 in the Triple-A Baseball National Championship Game on Tuesday night in Oklahoma City. The Bulls, appearing on national television (ESPN2) for the first time in their 107-year history, became the first IL team to win the title. The game, in its fourth year, features the

champions of the nation's two Triple-A leagues, the IL and the Pacific Coast League. To find out more, visit http://www.heraldsun.com/pages/full_story/push?article-Bulls+best+Redbirds-+claim+national+title%20&id=3686265-Bulls+best+Redbirds-+claim+national+title&instance=homethirdleft and <http://sports.espn.go.com/minorlbb/news/story?id=4496150>.

14. CYCLE N.C. FALL RIDE STARTS SUNDAY

The 2009 Cycle North Carolina "Mountains to the Coast" ride starts this Sunday in Blowing Rock. This year's route has overnight stops in Lenoir, Statesville, Thomasville, Sanford, Dunn and Kenansville. The event ends in Surf City on Oct. 3. To find out more, visit <http://www.ncsports.org/nccyclemain.php>.

15. GREENSBORO LANDS 2012 NCAA BASKETBALL REGIONALS

The Greensboro Coliseum will host the first and second rounds of the NCAA Division I men's basketball championships in 2012, the NCAA announced Monday. The 2012 event will mark the 13th time that NCAA Tournament games have been held in Greensboro, including the first and second rounds earlier this year. The 2009 event provided about a \$14.5 million economic impact to the city, according to the Greensboro Sports Commission. The NCAA had previously announced that Charlotte will host the first two rounds in the 2011 tournament. To find out more, visit http://www.news-record.com/content/2009/09/21/article/greensboro_to_host_ncaa_basketball_rounds_in_2012 and <http://triad.bizjournals.com/triad/stories/2009/09/21/daily6.html>.

16. CAROLINA THREAD TRAIL GROWING; FORUM NOV. 5

The Carolina Thread Trail is a regional trail network that will link more than two million people with hundreds of miles of pedestrian and bicycle trails winding through fifteen counties in North and South Carolina, and connecting points of regional significance. More than a hiking trail, more than a bike path, the trail will preserve natural areas and be a place to explore nature, culture, science and history, for family adventures and celebrations of friendship. Counties envisioned as part of the route include Anson, Cabarrus, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, and Stanly, plus South Carolina's Cherokee, Chester, Lancaster, Union and York counties. While not every local trail will be part of the Carolina Thread Trail system, it will link the regionally significant trails and many regional attractions. It's thought of as a "green interstate" network of major trails and conservation lands created by connecting smaller trail systems throughout the region. Plans call for The Thread to emerge over time as communities work together to plan and build trails reflecting community character, aspirations and priorities.

The 2nd Annual Carolina Thread Trail Forum will be Nov. 5 in Mooresville. Registration is required in advance and is limited to first 200 applicants. The forum is for practitioners and community leaders interested in advancing The Thread throughout the fifteen-county region. To register [click here](#). Registration deadline is **Oct. 1**.

To find out more about the Carolina Thread Trail, visit <http://www.carolinathreadtrail.org>.

17. N.C. STATE PARKS ATTENDANCE UP

Attendance at the state parks has jumped significantly during 2009, with a third of the state parks and state recreation areas reporting visitation up at least 20 percent, according to the N.C. Division of Parks and Recreation. Through August, the latest reporting period, the state parks recorded 10.6 million visitors, up 14 percent from a year ago and surpassing visitation during the same eight-month period of 2007, which was a record year for state parks visitation. The report includes 35 state parks and state recreation areas. State parks that reported very strong increases in visitation include Stone Mountain, 23 percent; Pilot Mountain, 31 percent; Cliffs of the Neuse, 40 percent; Crowders Mountain, 78 percent; Fort Macon, 25 percent; Lake Waccamaw, 35 percent; and Raven Rock, 50 percent. Falls Lake and Jordan Lake state recreation areas reported increases of 24 percent and 52 percent respectively. To find out more, visit

http://www.digtriad.com/money/your_money/article.aspx?storyid=130497&catid=248&provider=email and <http://www.ncparks.gov/News/releases/release.php?id=154>.

18. LAKE LURE PAYS TRIBUTE TO SWAYZE

Lake Lure, where Patrick Swayze played a heartthrob dance instructor in the movie "Dirty Dancing," held a memorial service for the iconic star Saturday. The service was held at Firefly Cove, a housing development that was a summer camp when the movie was filmed in 1987, and where several outdoor scenes were filmed. Much of the cast and crew stayed at the Lake Lure Inn and Spa during the filming.

Last week, the Division worked with Rutherford County TDA's Michelle Whitaker and Foothills of the Blue Ridge to get over 1,500 placements with a media value of \$2.5 million; the pieces reached more than 11 million viewers from the Carolinas to Texas and across the U.K. and Australia. Swayze, 57, died last week after a fight with pancreatic cancer.

To view the Associated Press article, visit

http://hosted.ap.org/dynamic/stories/U/US_SWAYZE_DIRTY_DANCING_TOWN?SITE=WWL&SECTION=HOME&TEMPLATE=DEFAULT.

19. BODIE ISLAND AND OCRACOKE LIGHTS WILL BE TEMPORARILY EXTINGUISHED DURING RENOVATION WORK

The familiar winking lights of Bodie Island and Ocracoke Lighthouses in Cape Hatteras National Seashore will be temporarily extinguished beginning Sept. 28, until renovation work is completed. The two Bodie Island projects involve several phases which are expected to take at least 18 months. A Broadcast Notice to Mariners will be issued by the U.S. Coast Guard to all mariners regarding the temporary interruption of the lights and will provide updates to mariners until the lights return to normal operations. To find out more, visit <http://www.nps.gov/caha/parknews/lights-will-be-temporarily-extinguished-during-renovation-work.htm>.

20. N.C. HORSE COUNCIL HOLDING MEETINGS ON EQUINE ECONOMIC IMPACT STUDY REPORT

The N.C. Horse Council is holding Town Hall Meetings to hear the Report on the Findings and Recommendations of The Equine Economic Impact Study. These meetings will be held in Fletcher on Sept. 28, Reidsville on Sept. 29, Raleigh on Sept. 30, Lumberton on Oct. 6 and Williamston on Oct. 8. Copies of the report will be available for those who attend. For more information call (919) 854-1990 or (800) 529-9206; for more information on the N.C. Horse Council, visit <http://www.nchorsecouncil.com/>.

21. N.C. AIRPORTS & AIRLINES UPDATE

RDU to See Reduction in American Airlines' American Eagle Flights – American Airlines is reducing the number of American Eagle flights at Raleigh-Durham International Airport (RDU), effective in April and June, depending on the flight. Destinations affected include Hartford, Conn., serviced by three flights, St. Louis, three flights, and Columbus, Ohio, one flight. Additionally, two daily flights to Boston are being cut. "In Raleigh/Durham, service to three destinations will be discontinued and a total of nine departures will be eliminated. Raleigh/Durham will continue to provide service to eight destinations with 44 departures per day," American said in a statement. To find out more, visit <http://www.wral.com/business/story/6020049/> and <http://aa.mediaroom.com/index.php?s=43&item=2729>.

United Airlines Starts Daily Service from Chicago to Asheville

Starting Dec. 17, United Airlines begins two daily non-stop flights from Chicago's O'Hare International Airport (ORD) to Asheville (AVL). The flights will be operated by United Express/SkyWest Airlines. To find out more, visit <http://www.flyavl.com>.

CLT in the News -- Charlotte Douglas International Airport (CLT) is expanding its services and getting noticed nationwide. Forbes has ranked the airport as "Most Wired," while Professional Pilot magazine says its corporate aviation support facility is No. 1. The airport also has the lowest landing fee in the country. When CLT's third parallel runway is completed in November – ahead of schedule – and commissioned in February by the FAA, it will be one of only five airports in the U.S. where three planes can land simultaneously. For more information, visit http://www.charlotteusa.com/Media/monday_memo.asp.

New Voluntary Airline-Ticket Tax to Aid the Developing World -- Starting next January, whenever you buy an airline ticket at a travel agency or online, there'll be a new question to answer before you hand over your credit card: Would you be willing to donate \$2 to help fight HIV/AIDS, malaria and tuberculosis in Africa? It sounds like a small step, and many airline travelers, already irritated by compulsory surcharges for fuel, baggage and wider seats, may simply ignore it. But behind this call for a voluntary contribution is an unprecedented worldwide effort to make up a shortfall in official government aid to poor countries – a shortfall exacerbated by the world financial crisis. The scheme, the idea of a small U.N. agency, is backed by the travel industry and heavyweights of international aid such as the William J. Clinton Foundation and the Bill and Melinda Gates Foundation. It was formally announced in New York City on Sept. 23 on the fringes of the U.N. General Assembly, and will be accompanied by a

marketing blitz. To find out more, visit

<http://www.time.com/time/business/article/0,8599,1924470,00.html?cnn=yes?artId=1924470?contType=article?chn=bizTech>.

22. N.C. GREEN TRAVEL: GETTING RID OF FOOD WASTE IN N.C.

North Carolina disposes of 800,000 tons of food annually, which constitutes 12 percent of all the waste sent to landfills. When food waste is sent to the dump, it generates methane, a greenhouse gas that is 21 times more powerful than carbon dioxide. And only 6 percent of food waste is diverted from landfills, despite opportunities to either donate excess food or compost food scraps. For more information on donating surplus food, visit <http://www.epa.gov/osw/partnerships/wastewise/pubs/need2.pdf>). For more information on composting in N.C., visit www.p2pays.org/composting or contact Brian Rosa at (919) 715-6524 or via brian.rosa@ncdner.gov. Also, the N.C. Food Diversion Task Force has put together a short survey to gauge the interest in reducing food waste across the state. The survey will help determine where to focus its efforts and attention. To complete the survey, visit

http://www.surveymonkey.com/s.aspx?sm=5qgmLmrTa8Bq0dJYCu8Xng_3d_3d.

For more information on implementing sustainable practices, contact Alex Naar at (252) 737-1346 or via anaar@nccommerce.com.

23. ASHEVILLE VEGETARIAN FOOD FEATURED IN “GO”

In its September issue, “Go,” the in-flight magazine for Air Tran Airways, featured “Vegging Out,” a look at vegetarian cuisine in Asheville. To find out more, visit

<http://www.airtranzmagazine.com/features/2009/09/vegging-out>.

24. BEAUFORT AMONG USA TODAY’S “GREAT PLACES TO SWASHBUCKLE DOWN”

Beaufort was among USA Today’s “10 Great Places to Swashbuckle Down” in last Friday’s travel section. In honor of Talk Like a Pirate Day, the newspaper asked Colin Woodard, author of “The Republic of Pirates,” his favorite spots. Of Beaufort, Woodard noted the town’s Pirate Invasion in August plus a trip to the N.C. Maritime Museum. To find out more, visit http://www.usatoday.com/travel/destinations/10great/2009-09-17-talk-like-a-pirate_N.htm.

25. “NORTH CAROLINA WEEKEND”

For the week of Sept. 24 on UNC-TV’s “North Carolina Weekend,” travel along the Blue Ridge Parkway, starting in Alleghany County. Reel in the red drums while fishing in Oriental. Enjoy a tour of historic Beaufort. Check-in to the Whitehead Inn in Wilson. And “After Dark” checks out the scene at Amos Mosquito’s Restaurant and Bar 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>.

26. UPCOMING INDUSTRY MEETINGS & EVENTS

Oct. 26-28 – Marketing Outlook Forum, Little Rock, Ark.

Nov. 12-13 – NCTIA Annual Meeting, Greensboro

Nov. 13 – Piedmont Triad Host Group Meeting, Greensboro

Nov. 19-20 – MPI-CC Meeting, Raleigh

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