

NORTH CAROLINA TOURISM DEVELOPMENT



▪ **Russ Haddad**
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Development

▪ **Helen Ruth Almond**

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▪ **Connie Mason**

▪ **Frankie McWhorter**

▪ **Kaye Myers**

▪ **Jerry Tate**

▪ **Julie Bledsoe Thomas**

▪ **Kay Mitchell-Thomas**

▪ **Sarah Weeks**

Tourism Themes

Highway Corridors

- Work with NCDOT program to promote Scenic Byways
- Work with NCDOT on promoting historic markers across the state (History on a Stick)
- Highways 17, 158, 95, 85, 70, 26, 77, 40, 64, etc.

African-American History

- Underground Railroad
- Rosenwald Schools
- Civil Rights
- Historically Black Colleges & Universities

Native American History

- Cherokee Trail of Tears
- Meaning behind Native American county names (Pasquotank, Perquimans, Chowan, Catawba, Cherokee, Alleghany)

Pre-Colonial/Colonial

- First settlers (Lost Colony)
- Colonial capitals/governments

Motorsports/Sports

- NASCAR (Statewide Moonshine Trail)
- Dirt Tracks
- Drag Strips

Civil War and Other Military

- Revolutionary War (Halifax/Mecklenburg Resolves)
- World War II
- Army
- Marines
- Air Force
- Coast Guard

Waterways

- Work with NC Fisheries & Wildlife
- Paddle Trails
- Fishing
- Boating
- Lighthouses

Industrial

- Textile Industry (Norma Rae)
- Boat-building
- Bio-technology (Research Triangle Park)

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Tourism Themes Continued

Religion

- Statewide Historic Church Trail

Aviation

- Wright Brothers
- Blimps
- Military Aviation

Agriculture/Winemaking

- Sir Walter Raleigh
- Growth of vineyards and wineries

Arts & Culture

- Work with NC Cultural Resources
- Local music
- Local artisans

Food

- Seafood
- BBQ
- Eateries/Restaurants
- Culinary excursions along corridors

Environmental

- New heritage environmentally sustainable initiatives
- Melding the past with the future

Ghost Lore

- Ghost events