

NORTH CAROLINA TRAVEL AND TOURISM BOARD



RESOLUTION

of the North Carolina Travel and Tourism Board

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- **Walter Dalton,**
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- **Phillip Haire,**
Representative
- **A.B. Swindell,**
Senator
- **Alice Underhill,**
Representative
- **Jim Fain,**
Secretary of Commerce
Ex Officio
- **Lynn Minges,**
Executive Director,
NCTFSD
Ex Officio

Whereas tourism is a \$16.5 billion industry in North Carolina, and

Whereas tourism-related businesses employ nearly 200,000 residents, and

Whereas tourism expenditures generate over \$1 billion in state and local tax revenue, and

Whereas tourism enhances the quality of life for all North Carolinians, and

Whereas competitive SE states have increased tourism promotion budgets, highlighted recently by South Carolina's \$28 million appropriation bringing their total budget to \$46 million, and

Whereas South Carolina is investing in statewide tourism promotion at more than 3 to 1 advantage over North Carolina in 2008-09, and

Whereas North Carolina's tourism industry is at risk of losing market share, visitor spending, tax revenue, jobs and businesses, and

Whereas research has determined the Division of Tourism's advertising program returns more than \$15 in state and local tax revenues for every dollar invested in paid media,

Therefore, it is resolved the North Carolina Travel and Tourism Board urges the Governor of North Carolina, the Secretary of Commerce, and members of the General Assembly to support an increase to the Division of Tourism, Film and Sports Development's budget of \$5 million for statewide tourism marketing, thereby strengthening the state's competitiveness and ability to maintain market share, and protect jobs, tax revenues, businesses, and the quality of life in all 100 counties of the state.