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1. SUMMIT SEEKS TO GROW INBOUND TRAVEL FROM CHINA

Assistant Secretary Lynn Minges will join nearly 30 U.S. state tourism directors and 31 Chinese provincial tourism directors in Orlando, Oct. 22-23, to build stronger relationships and promote increased travel between the United States and China at the third Sino-U.S. Tourism Directors Summit, organized by the U.S. Travel Association. Shao Qi Wei, chairman of the China National Tourism Administration, will also

participate in this event, which will be another important step in promoting more travel from China to the U.S. With more Chinese taking trips every year and double-digit growth from China projected annually from 2010, this continues to be a promising opportunity for increased travel to the U.S. for many years to come.

2. CHARLOTTE TO HOST 2010 TEAMS

Assistant Secretary Lynn Minges and Director of Domestic Marketing Frank Jernigan led thirty delegates from across North Carolina at this year's TEAMS (Travel, Events And Management in Sports) conference in New Orleans, where Charlotte was named host city for the 2010 TEAMS conference. The event will bring hundreds of participants from all across the United States to Charlotte in 2010.

During the conference, the sportsnc team had personal appointments with over 90 events rights holders, sports associations and sports industry leaders. Numerous networking sessions and social functions helped build valuable relationships with suppliers and buyers alike as well. TEAMS is the world's leading conference and expo for the sports-event industry. TEAMS educational sessions, one-on-one appointments and trade show offered a variety of opportunities for those with sporting event sites and destinations to meet with those who hold sporting events rights.

3. N.C. AMONG SOUTH ATLANTIC ALLIANCE

Gov. Bev Perdue has signed a pact to protect coastal resources with her counterparts in South Carolina, Georgia and Florida. The South Atlantic Alliance will help each state react to disasters such as hurricanes. The four states would pool resources to help with economic development, environmental protection and disaster preparedness. To find out more, visit

http://projects.newsobserver.com/under_the_dome/governors_in_league_on_coast and <http://www.charlotteobserver.com/233/story/1008699.html>.

4. N.C. GETS TWO ADDITIONAL NATIONAL SCENIC BYWAYS

Last week, U. S. Transportation Secretary Ray LaHood announced 42 new designations to the America's Byways collection. Two of the byways are in North Carolina, and the Division provided technical support for the application process.

The Forest Heritage Scenic Byway is highlighted by beautiful mountain scenery and rich local history. Enjoy the Pisgah National Forest, over a million acres designated as a National Forest in 1916. And don't miss spectacular Looking Glass Falls, an 85-foot plunge named for nearby Looking Glass Rock, a monolithic face of granite that gleams like a mirror from water seeping out of the stones. This byway intersects the Blue Ridge Parkway twice and connects with Waterfall Byway near Rosman.

The Outer Banks Scenic Byway offers grand scenic views of barrier islands bracketed by the Atlantic Ocean and an estuarine system of shallow, fertile sounds. On half of the byway's 137.8 land miles, visitors view the corridor's wild side of dunes, marsh and water in the Cape Hatteras and Cape Lookout National Seashores and two national wildlife refuges, Pea Island and Cedar Island. These national seashores and refuges

mark the natural element along the byway as special places with beaches, tidal flats, maritime forests, and abundant marine, avian and terrestrial wildlife.

The Forest Heritage Scenic Byway and the Outer Banks Scenic Byway join the Blue Ridge Parkway and the Cherohala Skyway as America's Byways in North Carolina. Created in 1991, the National Scenic Byways program is a collaborative effort to help recognize, preserve and enhance selected roads throughout the United States. It has funded 2,672 projects for state and nationally designated byway routes in 50 states, Puerto Rico and the District of Columbia. The U.S. Dept. of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archeological, cultural, historic, natural, recreational and scenic qualities. To find out more, visit <http://www.byways.org/press/news/releases/2009/1942>.

5. TOLL BRIDGE TO OUTER BANKS?

Corolla has long been one of Currituck County's favorite – and most remote – Outer Banks travel havens. After about 20 years of debate, state and local officials and environmentalists are near agreement on a \$659 million shortcut: a five-mile bridge over the sound that would link Corolla to a small town about a 40-minute drive from the Virginia-North Carolina line. State engineers have partnered with a private construction group that will lead the design, construction and operation, including toll collection, estimated to be \$8 each way during the peak season and \$6 during offseason. A 2007 study estimated the bridge would draw an average of 13,500 vehicles daily on peak-season weekends, with revenues of \$7 million in its first year. A draft environmental impact statement is due out before the end of the year. By February or March, construction could begin on the bridge, with completion expected in 2013. To find out more, visit <http://hamptonroads.com/2009/10/shortcut-paradise-toll-bridge-outer-banks>.

6. CAPE LOOKOUT LIGHTHOUSE RECEIVES FEDERAL FUNDS FOR REPAIRS

Cape Lookout Lighthouse, at Harkers Island, has received nearly \$500,000 in federal funds for repairs. U.S. Dept. of the Interior Secretary Ken Salazar and U.S. Sen. Kay Hagan said last week the repairs at the lighthouse will include alterations to its cast-iron staircase and railings. The National Park Service is celebrating the lighthouse's 150th anniversary. It remains operational but was closed to the public in early 2008 due to structural problems. It is scheduled to reopen in 2010. To find out more, visit <http://www.wral.com/news/state/story/6209902/>.

7. NASCAR HALL OF FAME'S FIRST CLASS ANNOUNCED

After 60 years of racing, months of speculation and a final, spirited discussion among voters, the first inductees into the NASCAR Hall of Fame were announced last week – Bill France Sr., Richard Petty, Dale Earnhardt, Bill France Jr. and Junior Johnson. The sport's founding father and his son (the Frances), the sport's all-time winningest driver and seven-time champion (Petty), another seven-time champion (Earnhardt) and one of the most successful driver/owners ever (Johnson) will be inducted into the new uptown Hall of Fame on May 23, 2010. To find out more, visit <http://www.thatracin.com/140/story/20595.html>.

8. N.C. FALL COLOR SPOTLIGHTED ON WEATHER CHANNEL

The Division of Tourism's PR team secured a live broadcast on North Carolina fall color viewing sites and waterfalls on the Weather Channel last Thursday. The broadcast from the Pisgah National Forest in Transylvania County was highlighted on the Weather Channel's morning programming from 6 – 9:00 a.m. The second story features Dr. Howard Neufeld, who is VisitNC.com's fall color viewing expert. This story aired nationwide bringing positive coverage to western North Carolina at a critical travel time. A link to two of the segments from the broadcast can be found at [Blue Ridge Parkway Segment](#) and [Dr. Leaf Explains Fall Color](#).

9. FALL COLOR & FISHING REPORTS REMINDER

All partners are encouraged to share their fall color and fishing reports on www.Twitter/visitnc.com and www.facebook.com/northcarolina. If neither of those options are available, e-mail Meghan Musgrave at mmusgrave@lkmideas.com with a short report. Fall leaf or fishing images can be posted on the Facebook page or uploaded onto VisitNC.com. Partners, be on the alert for opportunities to share your fall color images. BudgetTravel.com, aol.com, and weather.com are all soliciting individuals to share their photos. The Division is striving to make sure everyone knows North Carolina's fall color season extends through Thanksgiving.

10. U.S. TRAVEL ASSOCIATION EXPECTS FINAL VOTE, PLANS FOR IMPLEMENTATION OF TRAVEL PROMOTION ACT

The U.S. Senate is expected to reconsider the Travel Promotion Act (TPA) in the coming weeks because the legislation creates "revenue" for the federal government. The U.S. Constitution requires that revenue bills originate in the House. TPA, which would create a public-private partnership to promote the United States as a premier international travel destination and communicate U.S. security and entry policies, was approved in the U.S. House earlier this month by a vote of 358-66, after originally passing the U.S. Senate last month by a vote of 79-19. When the bill was before the Senate then, Sen. Kay Hagan voted for it; Sen. Richard Burr voted against it.

Now, the U.S. Travel Association is asking travel leaders once again to contact their senators to seek their support for the bill. According to U.S. Travel, Senate passage of TPA and its anticipated signing by President Obama cannot come at a better time. Last week the U.S. Department of Commerce released [new numbers](#) confirming that international travel to the United States continues to lag significantly: year-to-date visitation through July is down 10 percent from the same time period in 2008. Spending by international visitors is down nearly 17 percent as compared to the first seven months of 2008. Year-to-date Canadian visitation to the U.S. is down 9 percent. Visitation data is publicly released by the Office of Travel and Tourism Industries. For more information, [click here](#).

Since TPA is expected to become law, the U.S. Travel Association has appointed a Travel Promotion Act Implementation Task Force. Carolina Beteta (CA), Chris Thompson (FL) and George Zimmermann (MI) represent state tourism offices on the 10-person task force, which also includes representatives from Choice Hotels, Disney,

Sabre Holdings, Allied T-Pro, NTA, CityPass and the Las Vegas CVA. The purpose of the task force is to facilitate the implementation process by offering draft guidelines and a timeline for the Corporation for Travel Promotion and identifying specific leadership qualifications for the Corporation's executive. For the latest information on TPA, visit http://poweroftravel.org/statistics/keyissues_intl_tpa.htm.

11. U.S. TRAVEL ASSOCIATION ASSISTS WITH H1N1 FLU PREPAREDNESS AND RESPONSE

With the H1N1 rate of infection growing nationally, the U.S. Travel Association has developed a two-page document that outlines both what the travel community will do to prepare for and respond to H1N1, and what it expects from the federal government as well. This document is being shared with key officials within the Obama Administration and relevant committee staff in Congress. "We are working to provide federal government leaders with critical data that can help inform their decision making in the event they consider any types of community mitigation strategies designed to slow the spread of the virus. While public health is the greatest concern, we are also working with a handful of key federal agencies to ensure that business continuity and traveler mobility are also considered as we move deeper into the fall and winter months," said Roger Dow, president and CEO of the U.S. Travel Association. The association provides information, samples press releases and other planning tools for H1N1 response at http://www.ustravel.org/pressmedia/swine_flu.html.

12. SECURE FLIGHT TAKES EFFECT FOR DOMESTIC PASSENGERS EARLY NEXT YEAR

A new federal initiative called Secure Flight requires that the name on the ID used at the airport security checkpoint precisely match the name on the associated airline ticket. Secure Flight takes effect for domestic passengers early next year and for international passengers by the end of 2010. The Transportation Security Administration (TSA) is starting the program to deal with a problem that has haunted it for years: innocent passengers being delayed and questioned at airport check-in because their names match or approximate the name of someone on the terrorist watch lists. As part of the new initiative, travelers will also need to provide their birth date and gender when making a reservation. To find out more, visit http://www.nytimes.com/2009/10/20/business/20road.html?_r=1&scp=1&sq=Secure%20Flight&st=cse. To find out more about TSA's Secure Flight Program, visit http://www.tsa.gov/what_we_do/layers/secureflight/.

13. AMEX SURVEY FINDS TRAVELERS ADJUSTING THANKSGIVING PLANS

A new survey from American Express reports that 30 percent of U.S. consumers plan to adjust this year's travel plans for Thanksgiving – historically one of the busiest travel days of the year – but only 21 percent expect those expenses to decrease compared to last year. The research sample of 2,009 adults included the general U.S. population, as well as two sub-groups -- the affluent and young professionals. Respondents whose plans are changing said they'll rely more on automobile travel, stay for a shorter time and cash-in rewards to help pay for holiday trips. The most significant changes are from the young professionals -- 37 percent said they've adjusted their plans versus the

affluent and general population (both 30 percent). To find out more, visit <http://www.travelpulse.com/Resources/Editorial.aspx?n=62153>.

14. N.C. GREEN TRAVEL: DIVERTING WASTE TO REDUCE COSTS

A recent New York Times article stated that the average hotel guest throws away about two pounds of trash per day (www.nytimes.com/2009/10/06/business/energy-environment/06recycle.html?_r=2&ref=travel), much of which can be recycled. With waste hauling prices going up and new N.C. legislation banning recyclables from landfills (www.p2pays.org/BannedMaterials), business owners and managers have a financial incentive to reduce how much trash they throw away. To learn more about reducing your trash bills, contact your local waste reduction specialist (<http://p2pays.org/localgov/ncwaste.html>). The N.C. Division of Pollution Prevention and Environmental Assistance can also assist with a wide range of recycling issues, from festivals (www.p2pays.org/EventVenueRecycling) to ABC Permit Holders (www.p2pays.org/BannedMaterials/ABCcontainer). To find out more about these and other resources, contact Tom Rhodes at tom.rhodes@ncdenr.gov. For more information on sustainable tourism, contact Alex Naar at (252) 737-1346 or via anaar@nccommerce.com.

15. N.C. AIRPORT & AIRLINE NEWS

Southwest to Add Additional RDU Flight – Beginning March 14, Southwest Airlines plans to add one additional flight between Orlando International Airport (MCO) and Raleigh-Durham International Airport (RDU). This will give the carrier four daily round trips between the locations. To find out more, visit http://triad.bizjournals.com/triad/stories/2009/10/12/daily35.html?ed=2009-10-14&ana=e_du_pub.

United to Start Service from Chicago to Asheville – Starting Dec. 17, United Airlines will offer twice-daily non-stop service from Chicago's O'Hare International Airport (ORD) to Asheville Regional Airport (AVL). To find out more, visit <http://www.flyavl.com/news-releases/2009-09-21-nr-united-to-chicago.html>.

16. SEVERAL N.C. SITES AMONG CONDÉ NAST TRAVELER READERS' FAVORITES

In its November issue, Condé Nast Traveler announced the results of its 2009 Readers Choice Awards, which included several N.C. sites. The Swag in Waynesville tied for #72 among the Top 100 Properties. Among the Top U.S. Hotels, the Inn on Biltmore in Asheville ranked #11. Among U.S. Small Hotels, The Swag ranked #2, Fearington House Country Inn in Pittsboro was #9 and Old Edwards Inn & Spa in Highlands ranked #21. Among Mainland U.S. Small Resorts, the Greystone Inn in Lake Toxaway was #16. In addition, the Outer Banks was #10 among the Readers Choice Awards for Top Islands in North America. To find out more, visit <http://www.concierge.com/tools/travelawards/readerschoice>.

17. SURVEYS, INDUSTRY, MARKETING & TRAVEL TRENDS

CVBs Work Hard to Create Community Awareness – Although much of their marketing is aimed at attracting visitors from outside their local areas, many convention and visitors bureaus also consider it important to promote to local residents. Such efforts generally have two goals: first, solidifying local support for CVBs by making people aware of what they do and how tourism contributes to the local economy, and second, encouraging people to visit local attractions and restaurants and to use local accommodations for visiting family and friends. CVBs use a variety of methods to reach out to the local community. They sponsor events or have booths at local festivals, write columns for local publications, appear on local television and radio shows, speak to local organizations, send out print and e-mail newsletters, conduct hospitality training, serve on local committees and boards, and sponsor contests. To find out more, visit <http://www.grouptravelleader.com/Article.aspx?id=229>.

Some Hotels Serve Up Free Phone Calls – Business travelers who rely on cellphones to avoid exorbitant charges for using hotel room phones may want to reconsider. An increasing number of hotels provide free local calls, and some provide free long-distance calls within the USA. That's a big switch for many hotel chains that profited from charging guests to use the hotel's land-line phones before cellphones and Internet communication became widespread. USA Today surveyed 82 hotel brands and found that about 70 percent offer free local calls in at least some hotels. Nearly half offer free local calls in all hotels. Some hotels give free phone service only to members of their frequent-guest programs. To find out more, visit http://www.usatoday.com/travel/hotels/2009-10-19-charge-phones-hotels_N.htm.

Flip-Flop Set Takes Up Slack at Hotels -- Faced with a big decline in the business travelers who once filled its beds, the staid InterContinental West Miami has been forced to pursue vacationers with new vigor. That has meant livening up a spacious pool that used to be empty except for the occasional executive swimming morning laps. The trend isn't one to cheer about for hotels that have catered to corporate clients: Leisure travelers spend less on lodging than do executives traveling on expense accounts. And leisure travelers can't be counted on to fill up rooms during the week. But the poolside clatter reflects a broader trend under way across the country in the hotel industry, with vacationers benefiting from corporate America's stinginess when it comes to travel in a rocky economy. With business hotels losing their white-collar customers, the flip-flop set is moving in. To find out more, visit <http://www.chicagotribune.com/business/chi-tc-biz-trav-hotels-1001-1011oct19,0,1982177.story>.

18. MEDIA LEAD

Herb Sparrow, editor of The Group Travel Leader, is looking for new, expanded or renovated attractions that will open in the last quarter of 2009 or are scheduled to open in 2010. E-mail hsparrow@grouptravelleader.com with information and leads.

Deadline: Oct. 26.

19. "NORTH CAROLINA WEEKEND"

For the week of Oct. 22 on UNC-TV's "North Carolina Weekend," enjoy family fun at Ken's Korny Corn Maze in Garner. Marvel at the colors of fall around Boone. Relax and dine at the Shatley Springs Inn in Crumpler. Get scared at the Raleigh Jaycees Haunted House. And "After Dark" checks out the scene at Kelly's Outer Banks Restaurant and Tavern in Nags Head. *(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>.

20. UPCOMING INDUSTRY MEETINGS & EVENTS

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

Nov. 12-13 – NCTIA Annual Tourism Leadership Conference, Greensboro

Nov. 13 – Piedmont Triad Host Group Meeting, Greensboro

Nov. 19-20 – MPI-CC Meeting, Raleigh

Dec. 15 – N.C. Travel & Tourism Board Meeting, Raleigh

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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.