

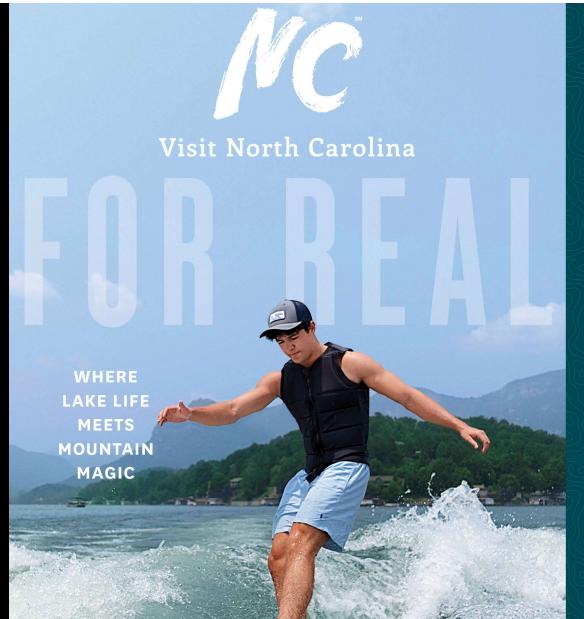


# ALL THINGS TRAVEL GUIDE

Visit NC Monthly Partner Webinar  
January 8, 2026

# NORTH CAROLINA OFFICIAL TRAVEL GUIDE 2024

## READER SURVEY RESULTS



In 2024 we surveyed readers of the travel guide  
this is an in-book survey that was performed with People Inc, the contracted publishers and  
printers of the travel guide.

We do this every few years.

It's used to glean insights on the travel guide readers and help us plan future guides.

## OBJECTIVE

Investigate reader satisfaction and engagement with the Official North Carolina Travel Guide 2024, including:

- Impressions of the guide
- Travel plans while visiting North Carolina
- Factors influencing travel decisions
- Current attitudes towards travel

## METHODOLOGY

Online survey fielded to readers of the Official North Carolina Travel Guide 2024

- Field dates: January 3—July 28, 2024
- Recruitment:
  - ✓ In-guide recruitment ad with a QR code linking to the survey
  - ✓ Email invitation to Better Homes & Gardens, Midwest Living, and Real Simple readers who received the guide polybagged with their issue
- Respondents: 383 adults age 18+



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Objective is to investigate reader satisfaction and engagement with the official guide including the impressions of the guide, travel plans while visiting North Carolina, factors that influence travel decisions, and the current attitudes towards travel.

It was conducted from January to July 2024 as an in-book survey asking people to follow a QR code linking to a survey.

The book was polybagged during this time with Better Homes and Gardens, Midwest Living, and Real Simple magazines.

It was a small same size of 383 adults age 18+



## Engagement With the Guide

So how did survey participants engage with the guide

## THE MAJORITY OF CONSUMERS OBTAINED THEIR COPY OF THE GUIDE AS PART OF A MAGAZINE SUBSCRIPTION

*Method of Obtaining the Official North Carolina Travel Guide 2024*

Received it along with a magazine I subscribe to	67%
Ordered it on VisitNC.com and it was mailed to me	13%
Picked it up at a welcome center	12%
It was passed along to me	2%
Ordered it using a reply card I found in a magazine	1%
Downloaded a copy from VisitNC.com	1%
Picked it up at a hotel or attraction	1%
Another way (not listed above)*	3%

\*Includes newspaper, expo/travel show, AAA office (each 1% or less)  
Q: How did you obtain your copy of the Official North Carolina Travel Guide 2024?  
Source: Official North Carolina Travel Guide 2024 Reader Survey



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WHERE  
LAKE LIFE  
MEETS  
MOUNTAIN  
MAGIC



MOUNTAINS

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the majority of consumers surveyed obtained their copy of the guide as part of a magazine subscription

followed by ordering it online at visitnc.com and having it mailed to them  
and then picked up at a welcome center

## KEY INSIGHTS

### Engagement With the Guide

- The majority of consumers received their copy of the Official North Carolina Travel Guide 2024 as part of their magazine subscription (67%).
- 88% of readers have a **highly positive impression** of North Carolina as a travel destination after reading the guide and 79% had a more favorable opinion about North Carolina after viewing the guide.
- **Nearly all** were **highly satisfied** with the guide and found the content to be **highly informative** (88%).
- There was **high satisfaction** across all elements of the guide, including the **photography** (95%), **paper quality** (90%), **cover art** (85%), **layout & design** (85%), **writing and storytelling** (82%), and **use of maps** (72%). These scores align with the 2021 travel guide study.\* Readers found the **cover** of the guide to be **visually appealing** (83%) and **helpful** (87%).
- 89% **took action** after reading the guide, with **nearly 2/3 saving** the guide for future travel planning.
- The guide had a **positive impact** on potential travel to North Carolina. 93% of those who read the guide are likely to travel there (or already have), aligning with 2021, and plan to stay for an **average of 5 days** while **spending \$2,650**.
- Trips to North Carolina will be focused on **nature travel** (42%), with 30% participating in **hiking/backpacking/canyoneering**, on **family travel** (36%) and **cultural enrichment travel** (36%), with 65% going to **historic sites** and 62% going to **national/state parks/monuments**, etc.

### General Travel Experience

- 89% **plan to travel for leisure** in the next 12 months, averaging **3 trips**, and will most likely be traveling with their **partner/spouse** (64%).
- **Travel guides** are their top resource for travel planning (58%).
- **Scenery/landscape** (65%), **weather/climate** (63%), and **affordability** (62%), will **drive destination choices**. The majority of readers describe themselves as **Discover Travelers** (63%).

\*Excludes cover art which was not measured in the 2021 study  
Source: Official North Carolina Travel Guide2024 Reader Survey

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## Some key insights

88% of the readers surveyed have a **highly positive impression** of North Carolina as a travel destination after reading the guide and 79% had a more favorable opinion about North Carolina after reading the guide

**nearly all were highly satisfied** with the guide and found the content to **be highly informative at 88%**

there is **high satisfaction across** all elements of the guide which include **photography**, **paper quality**, **cover art**, **layout and design**, **storytelling** and **writing**, and the **maps**.

83% found the cover of the guide **visually appealing** and **helpful**

89% **took action** reading the guide with **nearly 2/3 saving** the guide for future travel planning

The guide had **positive impact** on potential travel to North Carolina. **93%** of those who read the guide are likely to travel to NC (or already have)

## WHAT READERS ARE SAYING ABOUT THE GUIDE . . .

- *This travel guide has introduced me to a variety of experiences I have saved and now will write a budget for the upcoming warmer seasons. I'm impressed with the detail and happy to embark across NC with a more opened and well-informed perspective of what this state has to offer.*
- *The contents made me realize how varied the state is geographically, and all the attractions that are available, especially the places to hike. I was also impressed by the number of resorts and beautiful hotels.*
- *I have always loved North Carolina for the diversity of its beauty, plus, my late mom was born in Raleigh. (My first visit to the state was to my mom's hometown when I was about 7 years old. I'll never forget it.) Yet I have not had the pleasure of visiting all NC's many interesting towns, cities, resorts and recreation areas. This guide makes me want to plan my next vacation to Asheville, specifically, but certainly not limited to there. Also, despite my handful of trips to North Carolina over the course of my lifetime, I have never visited the coast and always wanted to.*
- *The guide was excellent in giving a broad picture of things to do in North Carolina. It definitely allowed me to picture me and my family visiting the area in the near future. I also appreciated that there were different things to do for different budgets.*
- *I am currently traveling to each state in order to visit the National Parks and National Historic Sites. I wanted the NC guide in order to possibly find some other fun side trips while I'm going to the National Sites. I am blown away by all the National sites and other information that is on the fold out map at the back of the guide. This is the absolute best map I have seen so far! Another aspect that I think is wonderful is that there are little side sections related to accessibility for all as well as dog approved areas. I have already marked several places that I hope to visit in NC in the near future. Thank you for a beautiful and wonderfully put together travel guide!*
- *We as a family really enjoyed the NC travel guide and considering to visit NC this year! All because of this guide, that we received as a very pleasant surprise with our magazine subscription. The stargazing campground and the NC mountain region is on top of our list!*
- *I like the focus it gives on each of the cities/towns that are a big draw for visitors and tourists and highlights something unique to them. It's really helpful to see recommendations of where to eat or shop or visit for cultural exploration.*

Q: What do you like most about the Official North Carolina Travel Guide 2024? What does it do best for you?  
Source: Official North Carolina Travel Guide 2024 Reader Survey

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so what are readers saying about the guide ....

These quotes go to show that readers really do love guide and find it informative

## TRAVELERS PLAN TO VISIT NORTH CAROLINA FOR AN AVERAGE OF 5 DAYS, SPENDING \$2,650

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*Average # of days planning to spend on trip to North Carolina*

\$2,650

*Average amount planning to spend on trip to North Carolina*



\*Includes recent travel after reading the guide

Q: Approximately how much do you plan to spend on your trip to North Carolina? If you have already taken your trip, please tell us how much you spent on it.

Q: How long do you expect your trip will be when you travel to North Carolina? If you have already taken your trip, please tell us how long it was.

Source: Official North Carolina Travel Guide 2024 Reader Survey

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Now let's look at some traveler habits:

The travelers surveyed

They plan to visit North Carolina for an average of five days

And spend an average of \$2650 on their trip to north Carolina

## NATURE, FAMILY VACATIONS & CULTURAL ENRICHMENT WILL DRIVE ITINERARIES WHEN TRAVELING TO NORTH CAROLINA

### *Top Focuses for the Trip to North Carolina*

Nature travel (i.e., national parks, stargazing, leaf peeping, wildlife viewing, etc.)	42%
Family/multi-generational vacation	36%
Cultural enrichment travel (i.e., visiting museums, historical sites, attending musicals/plays, etc.)	36%
Culinary travel (i.e., visiting local food markets/halls, wineries/breweries/distilleries, etc.)	28%
Romantic getaway	17%
Adventure travel (i.e., whitewater rafting, zip lining, fishing, hunting, etc.)	13%
Girlfriends getaway	11%
Solo trip (traveling by yourself)	11%
Special events travel (i.e., to attend a music festival, culinary festival, professional sporting event, etc.)	10%
Wellness travel (i.e., a spa trip, a yoga retreat, etc.)	8%

\*Includes recent travel after reading the guide

Q: What will the focus of your trip be when you travel to North Carolina? If you have already traveled to North Carolina, please tell us what the focus of your trip was.

Source: Official North Carolina Travel Guide 2024 Reader Survey



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They're looking at a variety of vacations  
nature travel  
family and multi generational vacation  
cultural enrichment travel like visiting museums historical sites or attending musicals and plays  
culinary travel  
And romantic getaway are the top five focuses for the trip according to those surveyed.

## HISTORIC SITES AND NATIONAL PARKS WILL BE THE MOST POPULAR TRAVEL EXPERIENCES IN NORTH CAROLINA

*Types of Activities Most Interested in When Traveling to North Carolina*

Historic sites	65%
National/State parks/monuments/recreation areas	62%
Beaches	60%
Unique local cuisine	55%
Local/folk arts/crafts	52%
Museums	45%
Shopping	44%
Wildlife viewing	39%
Fine dining	39%
Rural sightseeing	37%

\*Includes recent travel after reading the guide

Q: Which of the following types of activities most interest you when traveling to North Carolina?

Source: Official North Carolina Travel Guide 2024 Reader Survey



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historic sites and national/state parks are the types of activities surveyed participants are most interested in when traveling to North Carolina

## NEARLY ALL NORTH CAROLINA GUIDE READERS PLAN TO TRAVEL FOR LEISURE FREQUENTLY IN THE NEXT 12 MONTHS

89%

*plan to travel for leisure in the next 12 months*

3

*Average # of leisure trips plan to take in the next 12 months*



Q: Approximately how many leisure trips do you plan to take within the next year?  
Source: Official North Carolina Travel Guide 2024 Reader Survey

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When it comes to general travel experience, nearly all NC guide readers plan to travel for leisure frequently in the next 12 months at 89% with the average # of leisure trips at three.

## TRAVEL GUIDES & BY WORD OF MOUTH ARE THEIR TOP RESOURCES FOR TRIP PLANNING

### *Top Resources Used Most Often for Planning Travel*

Travel guides (NET print/digital)	58%
Print travel guides	48%
Digital travel guides	24%
Word of mouth	49%
Travel magazines	47%
State tourism websites	44%
Individual attractions' websites	37%
Social media	35%
Travel inspiration websites	30%
Individual attractions' brochures	28%
Travel blogs	15%

Q: What resources do you use most often for travel planning?  
Source: Official North Carolina Travel Guide 2024 Reader Survey



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LAKE LIFE  
MEETS  
MOUNTAIN  
MAGIC



MOUNTAINS

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Travel guides and word of mouth are their top resources for trip planning.



## SCENERY, WEATHER & AFFORDABILITY WILL DRIVE DESTINATION CHOICES

### *Top Factors Influencing Destination Choices for Leisure Travel in 2024*

Scenery/landscape	65%
Weather/climate	63%
Affordability	62%
Exploring new destinations	60%
Rest & relaxation	53%
<b>Ease of travel</b> (i.e., direct flights, minimal ground connections, etc.)	49%
Dining/culinary experiences	47%
Cultural experiences (e.g., museums, theater, historical sites, etc.)	46%
Accommodation options	46%
Outdoor experiences	45%

Q: Which of the following factors most influence your vacation decisions?  
Source: Official North Carolina Travel Guide 2024 Reader Survey

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and Scenery, weather and affordability will drive destination choices for leisure travel.

# NORTH CAROLINA OFFICIAL TRAVEL GUIDE 2024

## READER SURVEY RESULTS



So that gives us a good perspective on readers of the 2024 travel guide.

### **It's Proof that the travel guide is a high-ROI marketing tool**

It Shapes perception, Drives visitation, and Influences length of stay and spend

### **The Content strategy continues to pay off.**

High scores for photography, storytelling, and design confirm that:

Editorial quality matters

Visual inspiration + practical info works

The guide successfully sells both **emotion and utility**

### **It has Clear direction for future content & partners**

The data reinforces priorities:

Lead with **nature, history, parks, and culture**

Highlight **discoverable, lesser-known places**

Emphasize **itineraries, maps, and trip-planning tools**

### **And it continues to support a Strong case for print in a digital world**

Despite digital growth, this audience:

Trusts print travel guides  
Keeps and revisits them  
Shares them socially and by word of mouth

Now Let's look next at the newest edition.



The 2026 Guide starts with the three-page cover design, showcasing mountains, piedmont and coast.

The lead image is the restored Bradford-Denton House in Halifax in an America 250 moment.

A flip of the page leads to a panoramic shot of Overmountain Vineyards in Tryon, a winery that sits on the Overmountain Victory National Historic Trail.

Next comes a Colonial Spanish mustang on a Northern Outer Banks beach.

The Halifax shot is directly historical while the other two show how the past adds resonance to a place.

The Travel Guide combines deliberate and casual encounters with histories that have shaped the state.”

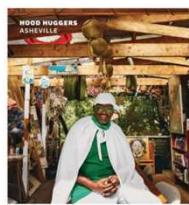
## HISTORICAL

Historic sites and museums that preserve stories and artifacts

“Insider voices” from Jason Collins, Kevin Tafoya, and Aya Shabu

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## CULTURAL PATHWAYS



The past holds vivid flavors and captivating textures that influence our present world. Travel through time and connect with diverse communities when you explore these vibrant landmarks and destinations.

WRITER TREE MEINCH

The historical conversation is continued within the interior of the guide, directing trip planners to historic sites and museums that preserve stories and artifacts.

It also includes “insider voices” of knowledge such as Jason Collins of the Moores Creek National Battlefield in Currie, Kevin Tafoya of Qualla Arts & Crafts Mutual in Cherokee, and Aya Shabu, who leads interactive tours at the Pauli Murray Center for History and Social Justice in Durham.

## CALLOUTS

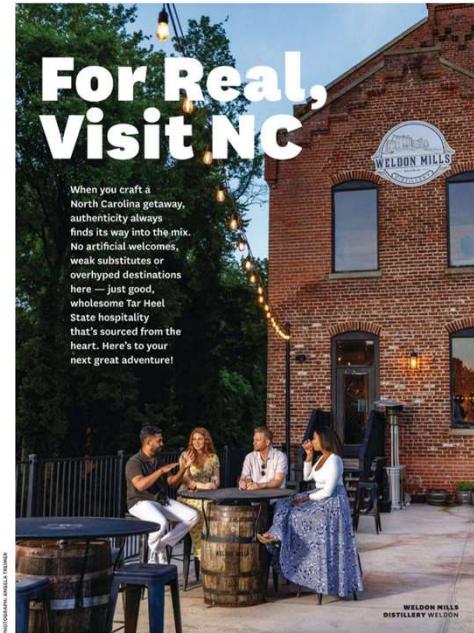
Accessibility, pet friendliness and the [Outdoor NC Leave No Trace Principles](#) add valuable elements and insights.

118 pages

Adventure, culture and meaningful storylines

For Real, Visit NC

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Throughout the guide, callouts to accessibility, pet friendliness and the [Outdoor NC Leave No Trace Principles](#) add valuable elements and insights.

Across 118 pages, trip planners can align their taste for adventure, culture and meaningful storylines. And it all reflects our brand: For Real, Visit NC

## SEE AND SAVOR

Teeing off on greens designed by the greats

Snow-covered slopes

Bike trails

Blooms and floral beauty

Riverside wonders

Sights from sky

Set-jetters

18

for real STORIED SCENES

FORT FISHER STATE RECREATION AREA  
KURE BEACH

**ON LOCATION**

Step into the settings of beloved films, shows and stories crafted in North Carolina.

Wilmywood

THE CAMERA-READY CITY OF WILMINGTON AND ITS NEARBY ISLAND BEACHES EARN SCREEN TIME IN MORE THAN 300 FILMS AND TELEVISION SHOWS.

**Wilmywood**

*The Summer I Turned Pretty*

This wildly popular 2022-2025 Prime Video series captures a perfect summer around the Wilmington area, and the show's setting guarantees you'll make like Belly Conklin and get caught in a love triangle. The beach scenes in *Pretty* feels like an understet at **Fort Fisher State Recreation Area** in Kure Beach, one of the settings for the show's fictional Cousins Beach. Fake snow was used at Fort Fisher

for an iconic scene in Season Two, and you can create your own flurry of fun at the beach (four-wheel drive only) or walking hand in hand along the boardwalk trail through mudflats.

**Carolina Beach Boardwalk** (also featured in Season Two) and play carnival games at **Iron Horse**. Then head into Wilmington for burgers at **Hell's Kitchen**, featured not only in *The Summer I Turned Pretty*, but also *Dawson's Creek* and *One Tree Hill*.

**SEE THE SITES**

Join the 90-minute **Wilmington Movie & TV Location Walk** for a highlight reel of Wilmington landmarks featured in *Iron Horse*, *The Summer I Turned Pretty*, *Divine Secrets of the Yo-Yo Sisterhood* and more. Lucky participants may even get a sneak peek at an active film set.

WILMINGTON NC

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WILMINGTON NC

WILMINGTON NC

Story Roundups throughout the guide cover a range of possibilities: teeing off on greens, snow-covered slopes and breathtaking bike trails, A color show of blooms and floral beauty, riverside wonders and sights from sky.

Set-jetters can follow cues to locations from the film-rich coast to the mountains with an option to let New Bern resident Nicholas Sparks lead the way to some of his favorite spots.

## OVERNIGHT SENSATIONS

“Relax + Refocus” feature leans into wellness.

Luxury

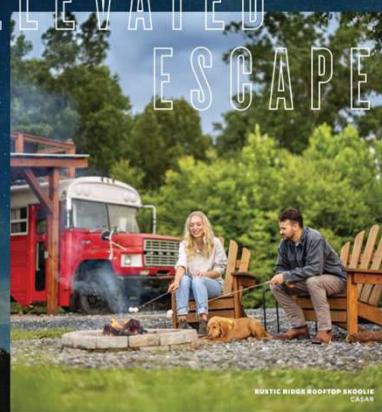
Farmland ties

“Starry Nights” glamping

“Spooky Stays” for haunting storylines

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## ELEVATED ESCAPES



Take your vacation to the next level with spectacular lodgings under the stars, fresh-from-the-farm culinary experiences, and exclusive tours and activities. While all of these places will make you feel like a VIP, there's a destination here for every budget.

WRITER JESS HOFFERT

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For memorable lodging, a “Relax + Refocus” feature leans into wellness. Trip planners can set their sights on luxury or they might also consider options that reflect farmland ties.

“Starry Nights” is the guide’s glamping sampler.

And, for haunting storylines, the “Spooky Stays” collection steers ghost hunters to inns across the state, and encourages travelers to tune into Visit NC’s [First in Fright](#) podcast episodes.

## AN EYE TO ESSENTIALS

A front-of-the-book map directs travelers to the state's Welcome Centers

Listings for state agencies and local tourism centers and an index of towns and cities.

A fold-out map

Request the guide online at [VisitNC.com](http://VisitNC.com)



### WELCOME CENTERS AND REST AREAS

North Carolina's welcome centers feature professional travel counselors who offer free assistance with crafting itineraries and booking room reservations for visitors. The welcome centers are open from 8 a.m. to 5 p.m. daily, except New Year's Day, Thanksgiving Day, Christmas Eve and Christmas Day. Rest areas are open 24 hours a day, seven days a week. [VisitNC.com](http://VisitNC.com) (800) VISIT NC (847-4862)

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A front-of-the-book map directs travelers to the state's Welcome Centers, which offer free assistance, including room reservations.

Listings for state agencies and local tourism centers are included near the end along with an index of towns and cities.

A fold-out, tear-out map can be used for navigation.

It's another treasure trove of travel information and inspiration. And as always travelers can request the guide online at [VisitNC.com](http://VisitNC.com), as well as find more travel inspiration.

## CONTENT ROADSHOWS FEBRUARY 9 – 13

Partner Pitch Presentations

Approx. 7 -10 mins in length with 5 mins for questions directly after presentation

Partners present on ideas for 2027 content, shaped around storylines provided in advance by Visit NC

Virtual presentations via Zoom with followups via email and in person at Visit NC Tourism Conference

Helps NC produce content that is partner-lead. Ideas shared here help us to produce content

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So that is the 2026 guide.

And There's not much rest for us at Visit NC. As the 2026 guide is released, we dive directly into planning for the next year.

Save the date for the Content Roadshows, these partner pitch presentations will be held the week of February 9<sup>th</sup>. An email will be sent out soon that provides details as well as links to sign up for a time slot.

This is your opportunity to influence Visit NC's content.

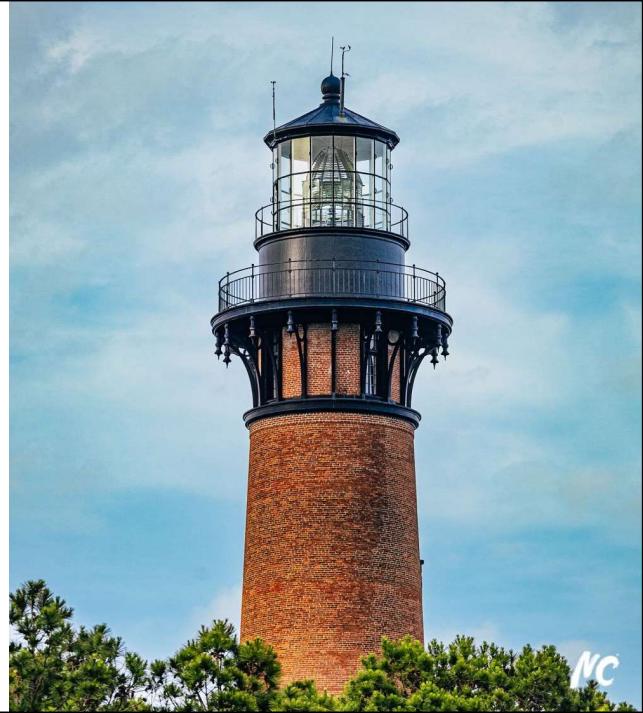
A list of content storylines and inspiration to help guide you as you share ideas and details for 2027 content will be included in the email. This information doesn't just go to inform the travel guide, we use this as a starting point for all content creation. Teams from J Public Relations, Luquire, People Inc., and UpRoar our agency contractors who produce content on our behalf will be in attendance and use these partner presentations as inspiration for planning content. The Visit NC internal team also attends these presentations. We want to hear from you.

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## 2027 CONTENT PILLARS

1. Stories That Shaped America: North Carolina's Living History
2. Meet the Locals: Makers, Movers & Storykeepers
3. Immersive Experiences You Can Only Do in NC
4. The Soul of Southern Food: From Field to Gas Station
5. Hidden Gems: The Stories Most Visitors Miss
6. Slow Travel & Stewardship: Calm, Connection, and Care
7. Trail to Town Adventures
8. The Perfect Night Out
9. Sports Are Culture Here
10. Luxury that Feels Personal
11. Plan Like a Local

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For 2027 we will be interested in these content Pillars

1. Stories That Shaped America: North Carolina's Living History
2. Meet the Locals: Makers, Movers & Storykeepers
3. Immersive Experiences You Can Only Do in NC
4. The Soul of Southern Food: From Field to Gas Station
5. Hidden Gems: The Stories Most Visitors Miss
6. Slow Travel & Stewardship: Calm, Connection, and Care
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9. Sports Are Culture Here
10. Luxury that Feels Personal
11. Plan Like a Local

## STORIES THAT SHAPED AMERICA: NORTH CAROLINA'S LIVING HISTORY

Heritage anchor content

### Examples

- NC Civil Rights Trail
- African American Experience (statewide)
- Black history
- Civil War history
- America 250 stories

### Angle

History told through **places + people**. Pair each site or trail with a local historian, descendant, guide, or community leader explaining why the story still matters today.

### Why it works

Timely, meaningful, and highly relevant for domestic *and* international audiences

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## Stories That Shaped America: North Carolina's Living History

### Heritage anchor content

#### Scope

NC Civil Rights Trail

African American Experience (statewide)

Black history

Civil War history

America 250 stories

### Angle

History told through **places + people**. Pair each site or trail with a local historian, descendant, guide, or community leader explaining why the story still matters today.

### Why it works

Timely, meaningful, and highly relevant for all audiences

## MEET THE LOCALS: MAKERS, MOVERS & STORYKEEPERS

Top-priority insider storytelling

### Examples

- Business owners
- Artists, farmers, chefs, outfitters
- Preservationists and cultural leaders

### Angle

- Their backstory
- “Why here?”
- A short **locals-only list** (coffee, trail, dish, sunset, hidden spot)

### Why it works

Insiders woven throughout the guide to lend credibility, warmth, and practical tips

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## Meet the Locals: Makers, Movers & Storykeepers

### Top-priority insider storytelling

#### Who

Business owners

Artists, farmers, chefs, outfitters

Preservationists and cultural leaders

#### Format

Each feature includes:

Their backstory

“Why here?”

A **locals-only list** of their favorite places (coffee, trail, dish, sunset, hidden spot)

#### Purpose

Insiders woven throughout the guide to lend credibility, warmth, and practical tips.

## IMMERSIVE EXPERIENCES YOU CAN ONLY DO IN NC

Culture-forward, participatory travel

### Examples

- Agritourism (farm stays, field-to-fork meals, animal encounters)
- Guided heritage walks
- Hands-on workshops
- Living-history demonstrations
- Behind-the-scenes tours

### Why it Works

Experiences where travelers **participate, not just observe.**

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## Immersive Experiences You Can Only Do in NC

Culture-forward, participatory travel

### Examples

- Agritourism (farm stays, field-to-fork meals, animal encounters)  
Guided heritage walks  
Hands-on workshops  
Living-history demonstrations  
Behind-the-scenes tours

### Hook

Experiences where travelers **participate, not just observe.**

## THE SOUL OF SOUTHERN FOOD: FROM FIELD TO GAS STATION

Culinary storytelling

### Examples

- Agritourism & farm experiences
- Traditional Southern dishes
- Chefs preserving foodways
- Iconic gas station eats
- New culinary openings (2027)

### Insider angle

“What locals order — and why.”

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## The Soul of Southern Food: From Field to Gas Station

Culinary storytelling

### It could include

- Agritourism & farm experiences  
Traditional Southern dishes  
Chefs preserving foodways  
Iconic gas station eats  
New culinary openings (2027)

### Insider angle

“What locals order — and why.”

## HIDDEN GEMS: THE STORIES MOST VISITORS MISS

Museum + heritage refresh

### Angle

One underrated artifact, room, or exhibit per destination — a moment that can't be found anywhere else.

### Voices

- Curators
- Guides
- Archivists
- Longtime volunteers

### Why it works

Strong differentiation and easy media hook.

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## Hidden Gems: The Stories Most Visitors Miss

Museum + heritage refresh

### Angle

One underrated artifact, room, or exhibit per destination — a moment that can't be found anywhere else.

### This is voices of

Curators  
Guides  
Archivists  
Longtime volunteers

**It works because it has** Strong differentiation and easy media hook.

## SLOW TRAVEL & STEWARDSHIP: CALM, CONNECTION, CARE

Restorative + giveback travel

### Examples

- Forest bathing, farm mornings, soundscapes
- Quiet historic sites, water-based experiences
- Trail-to-town connections
- Trail work days, river cleanups
- Group hikes or rides with local advocates

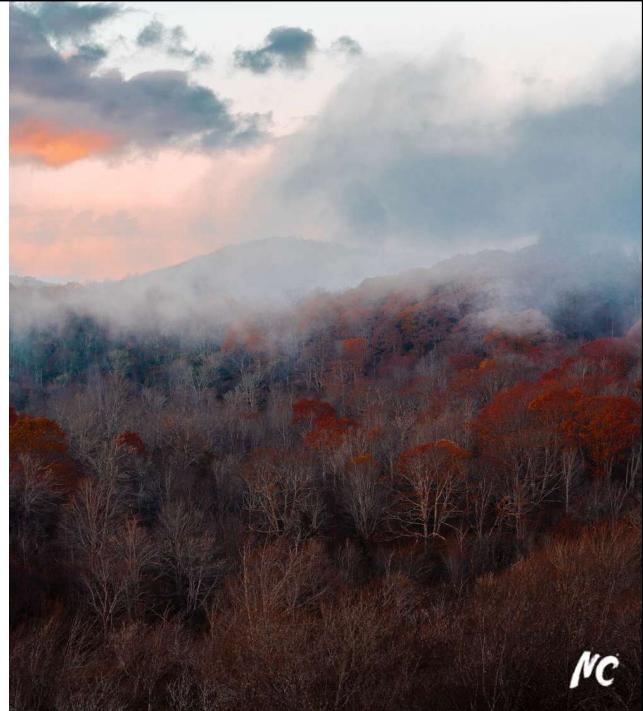
### Insider lens

Meet the **Destination Stewardship Heroes** doing the work.

### Best for

- Solo travelers
- Shoulder seasons
- Voluntourism & conservation-focused trips

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## Slow Travel & Stewardship: Calm, Connection, and Care

Restorative + giveback travel

### Examples include:

- Forest bathing, farm mornings, soundscapes  
Quiet historic sites, water-based experiences  
Trail-to-town connections  
Trail work days, river cleanups  
Group hikes or rides with local advocates

### Insider lens

Meet the **Destination Stewardship Heroes** doing the work.

### It's Best for

- Solo travelers  
Shoulder seasons  
Voluntourism & conservation-focused trips

## TRAIL TO TOWN ADVENTURES

### Outdoor + community connection

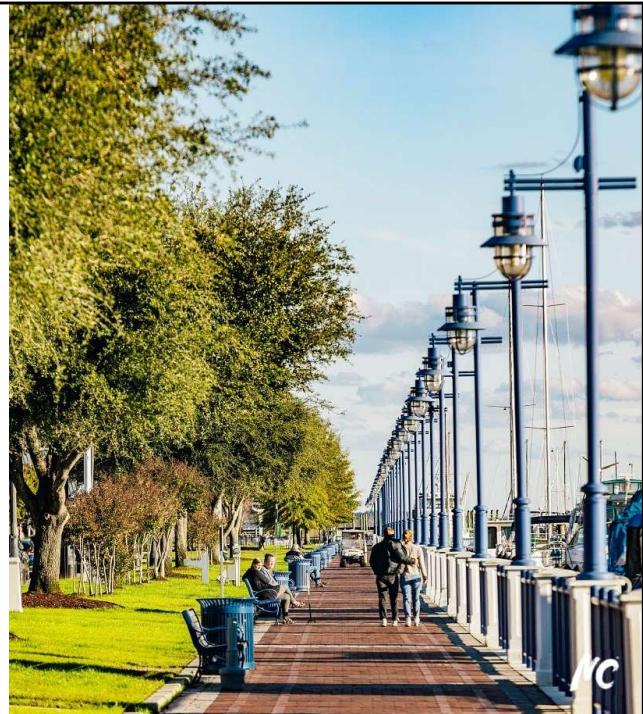
#### Includes

- Greenways
- Historic trails
- Paddling routes
- Bike- and walk-friendly towns

#### Angles

Outdoor adventures that end at a **café, brewery, music venue, or historic main street** — plus the most underrated outdoor experience locals love.

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## Trail to Town Adventures

### Outdoor + community connection

#### This Includes

Greenways  
Historic trails  
Paddling routes  
Bike- and walk-friendly towns

#### The Hook

Outdoor adventures that end at a **café, brewery, music venue, or historic main street** — plus the most underrated outdoor experience locals love.

## THE PERFECT NIGHT OUT

### Culture + entertainment

#### Includes

- Standout dining
- Live music and theater
- College sports vibes
- Arcades, escape rooms, minor league games
- Tailgating culture

#### Insider add-on

"If you have just one night, do this."

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#### And for an Insider add-on

"If you have just one night, do this." angles

## SPORTS ARE CULTURE HERE

**Rooted-in-place storytelling**

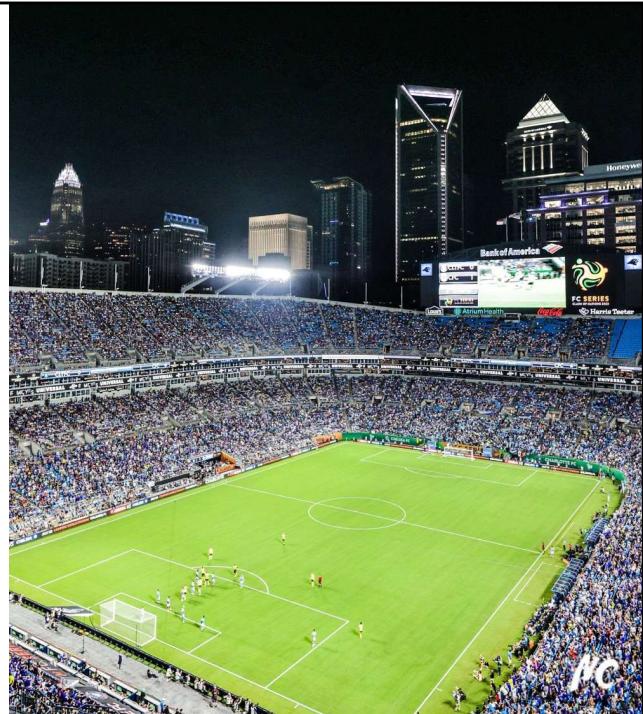
**Examples**

- Tailgating traditions
- College fandoms
- Quirky sporting events
- Athlete-owned restaurants
- Historic venues

**Culinary crossover**

What people eat before, during, and after the game.

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## Sports Are Culture Here Rooted-in-place storytelling

**Combine**

Tailgating traditions  
College fandoms  
Quirky sporting events  
Athlete-owned restaurants  
Historic venues

**For a Culinary crossover tell us**

What people eat before, during, and after the game.

## LUXURY THAT FEELS PERSONAL

Access-driven, not price-driven

### Examples

- Behind-the-scenes access
- Private guides
- One-of-a-kind stays
- Maker-led workshops
- Customized itineraries

### Include

- New or renovated lodging
- New attractions or experiences

### Angle

Luxury as **access, intimacy, and authenticity**.

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## PLAN LIKE A LOCAL

Utility + insider trust

### Includes

- How to get around (train, ferry, bike, kayak, walk)
- Best times to go
- What to pack
- What visitors always get wrong
- **PR-ready add-ons**
- Seasonal highlights (Winter–Fall)
- Festivals & anniversaries
- New openings (2026–27)
- 2–3 compelling news headlines journalists would want to cover

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## Plan Like a Local

### Utility + insider trust

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How to get around (train, ferry, bike, kayak, walk)

Best times to go

What to pack

What visitors always get wrong

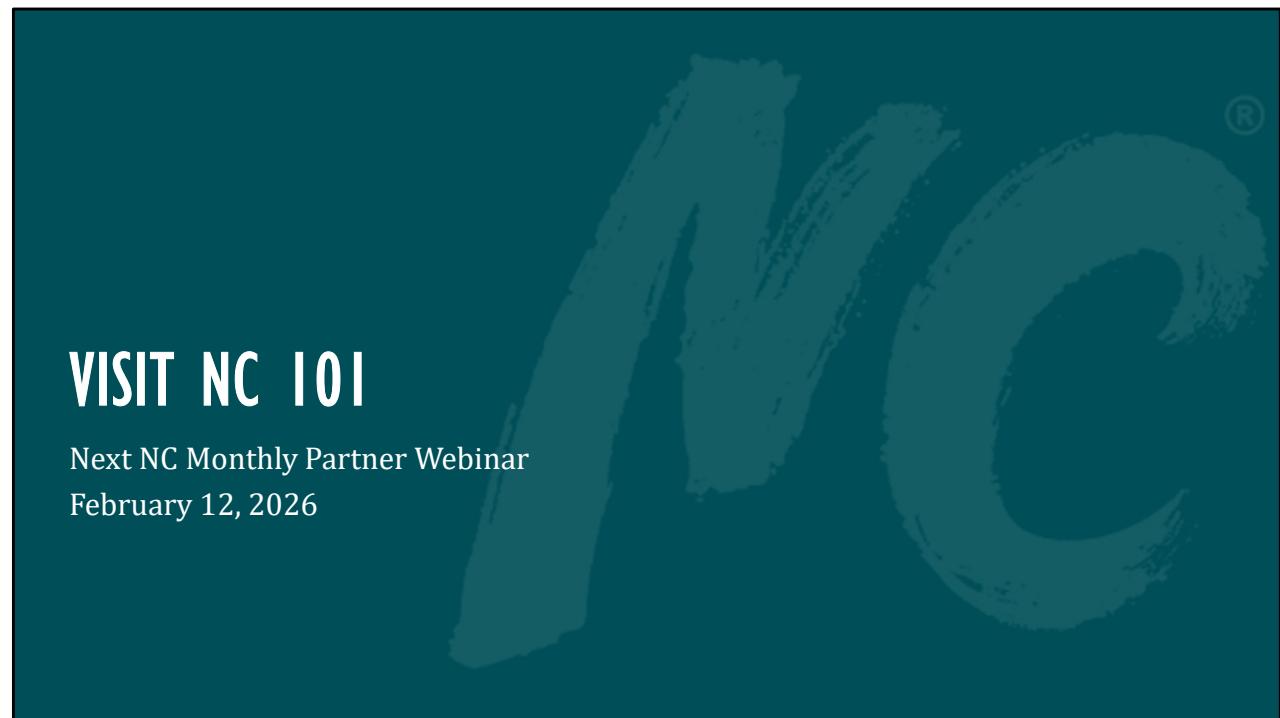
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## VISIT NC 101

Next NC Monthly Partner Webinar  
February 12, 2026