

VISIT NC 101

Visit NC Partner Webinar

February 12, 2026





The EDPNC Breakdown

Economic Development

**Business
Start-up**

**Business
Recruitment**

**Product
Export
Assistance**

**Tourism
Development**

**Business
Growth &
Retention**

The EDPNC Mission

The EDPNC improves the economic well-being and quality of life for all North Carolinians.

We do this by collaborating with state, regional, local, and private-sector partners on new business recruitment, existing employer support, international trade and export assistance, small business start-up counseling, and tourism promotion.



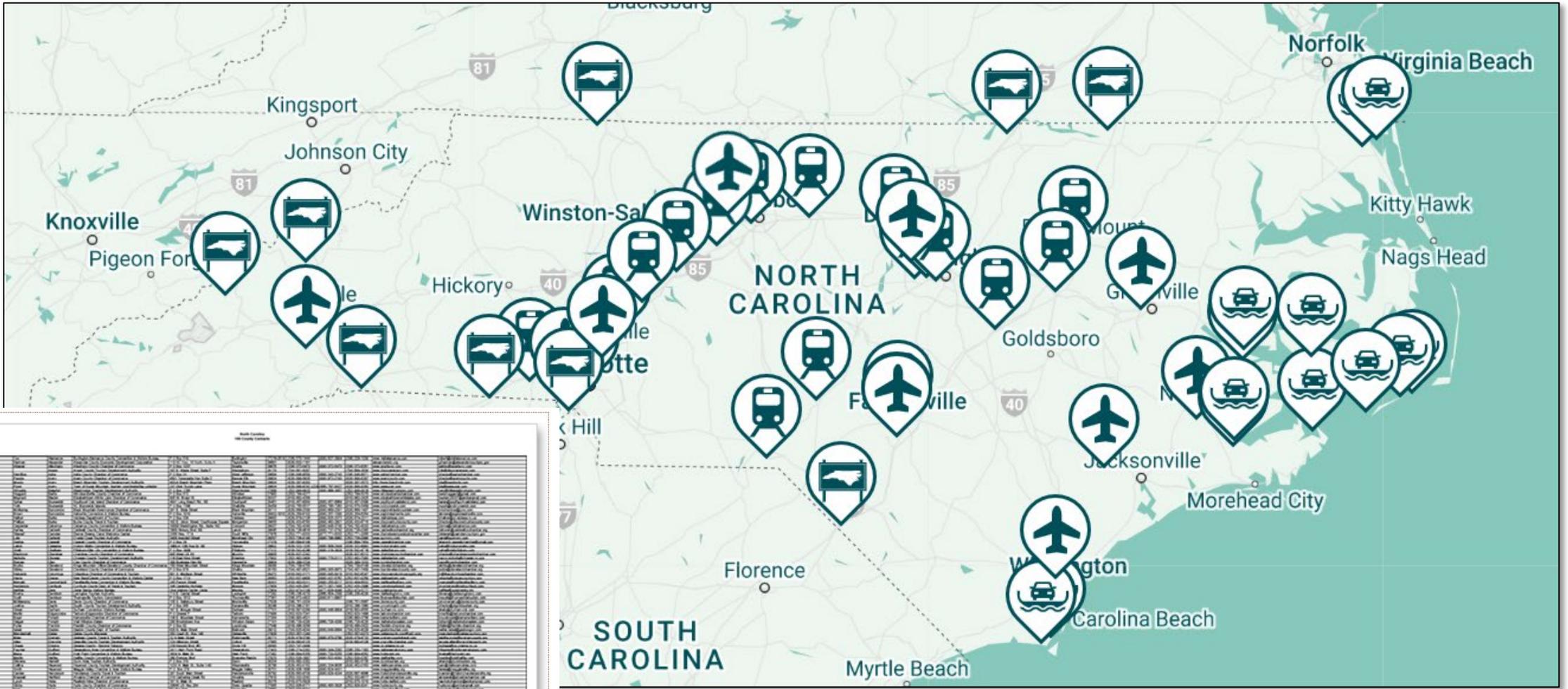
Visit North Carolina

Our Mission:

To unify and lead the state in positioning North Carolina as a preferred destination for travelers and film production and in maximizing economic vitality statewide.



PARTNERSHIPS ARE KEY TO OUR SUCCESS



A large, dense table listing various transportation projects and their details. The table is organized into multiple columns, likely representing project names, locations, dates, and other relevant information. The text is small and difficult to read, but it appears to be a comprehensive list of infrastructure initiatives.

TOURISM IS ECONOMIC DEVELOPMENT (2024)

- **\$36.7 Billion** in Visitor Spending (+3%)
- More Than **230,000 Jobs** (+1%)
- **\$1.4 Billion** in State Tax Revenues (+1%)
- **\$1.3 Billion** in Local Tax Revenues (+4%)

NC CLAIMED THE 5TH MOST VISITED STATE FOR DOMESTIC TRAVELERS IN 2024

2024 Visitation Rank

1. California
2. Florida
3. Texas
4. New York
- 5. NORTH CAROLINA**
6. Pennsylvania
7. Tennessee
8. Georgia
9. Michigan
10. Ohio





WHAT WE'RE STRIVING FOR

Business Objectives:

1. Drive out-of-state and international travel to NC.
2. Inspire travelers and residents alike to discover new places and spend more dollars in state.
3. Elevate and amplify local DMO and partner messaging.
4. Become the premier & preferred destination on the East Coast for leisure travel.
5. Protect the natural beauty of our state to ensure it remains a top destination for outdoor travelers.
6. Become top choice retirement destination.

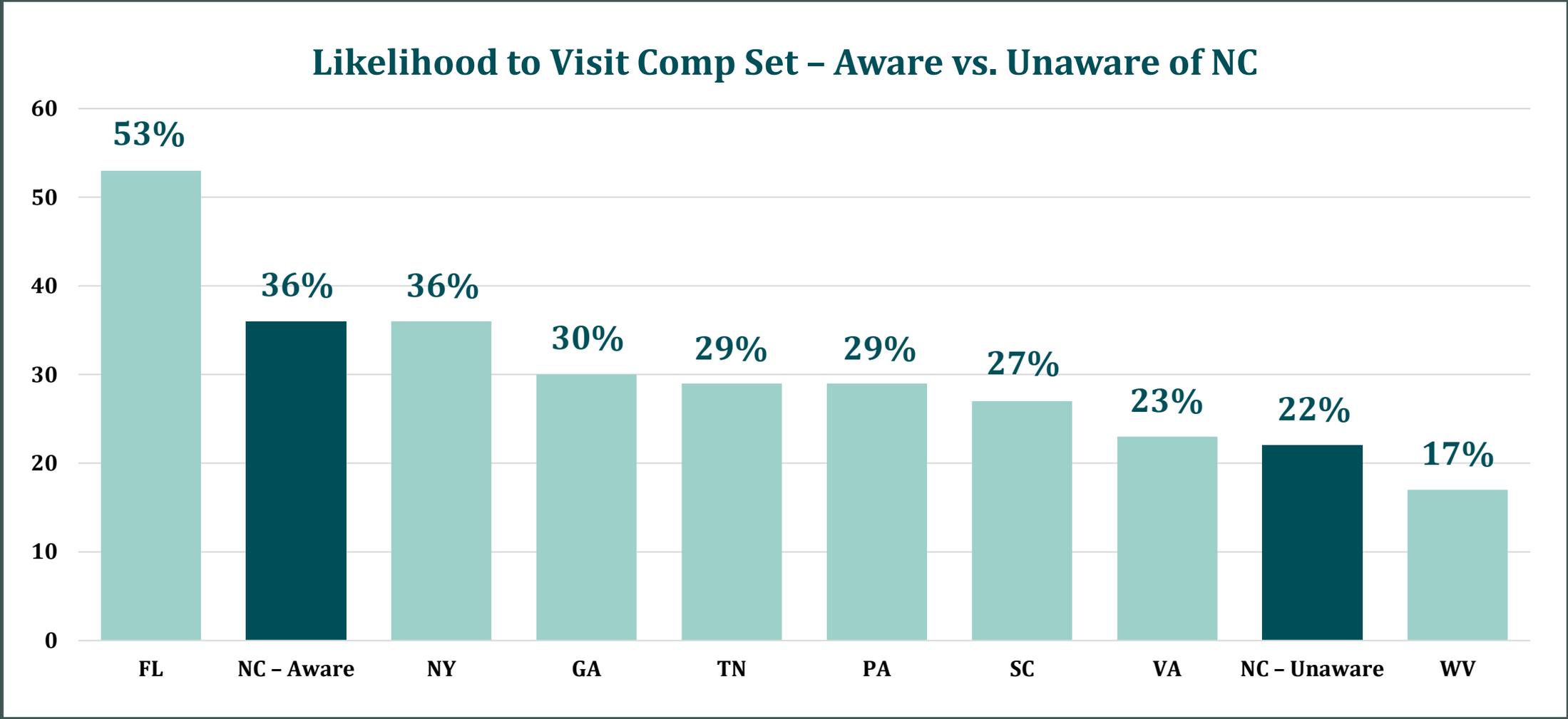
Communications Objectives:

1. Raise awareness.
2. Inform.
3. Stay relevant.
4. Extend an inclusive welcome.
5. Inspire.

HOW WE DO IT



ADVERTISING INVESTMENT LIFTS INTEREST AND VISITATION



Source: SMARInsights Advertising Awareness and ROI Study, 2024

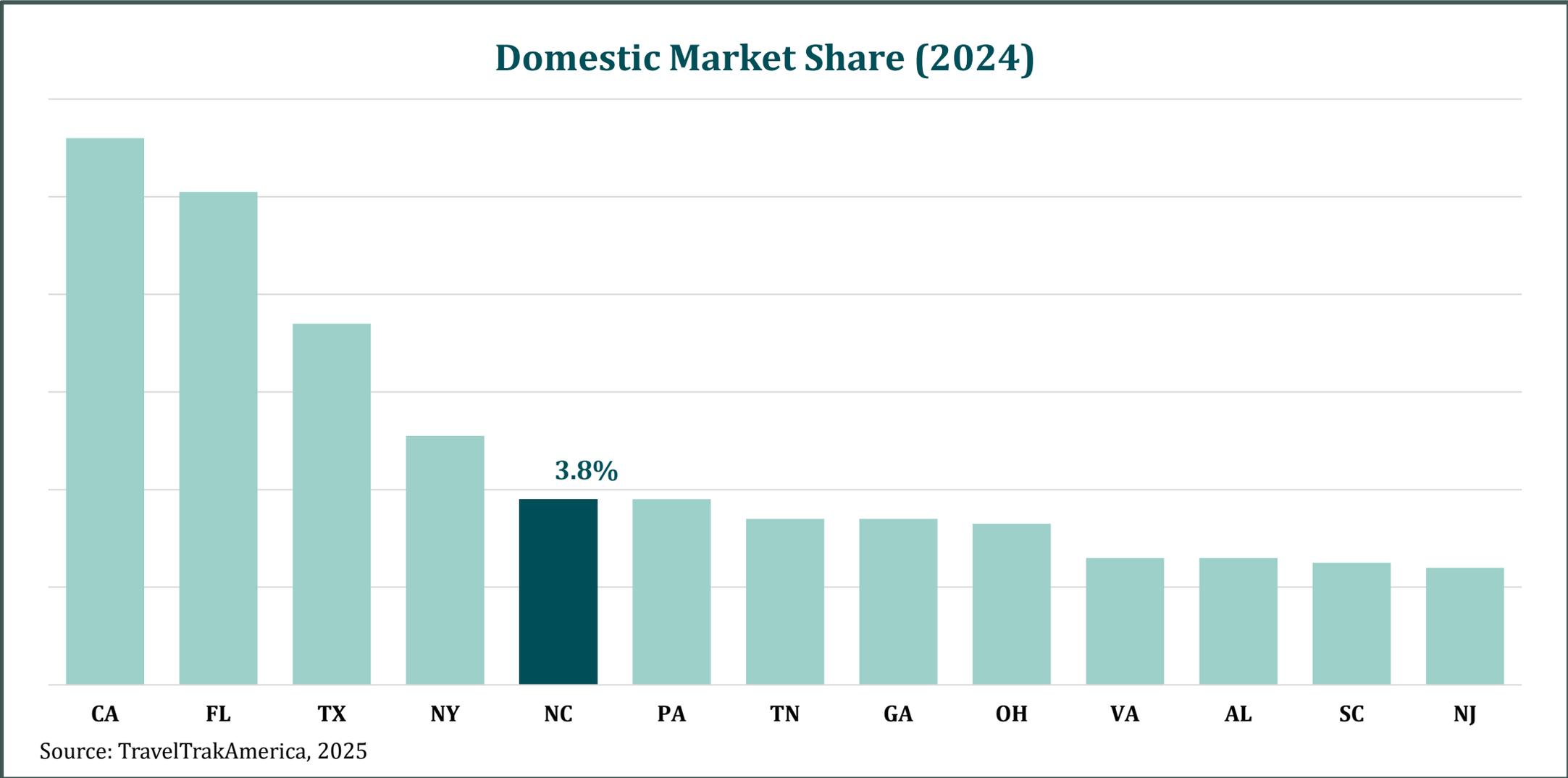


RETURN ON CAMPAIGN INVESTMENT

Tourism marketing investment generated \$13 in tax revenue for state and local government for every \$1 invested.

Advertising Impacts	2021	2022	2023	2024
Ad-Influenced Visitor Spending	\$1.35B	\$1.06B	\$1.85B	\$815.4M
ROI	\$354	\$217	\$310	\$144
State and Local Taxes Generated	\$122.8M	\$96.0M	\$167.9M	\$71.7M
Tax Return on Investment	\$31	\$20	\$28	\$13

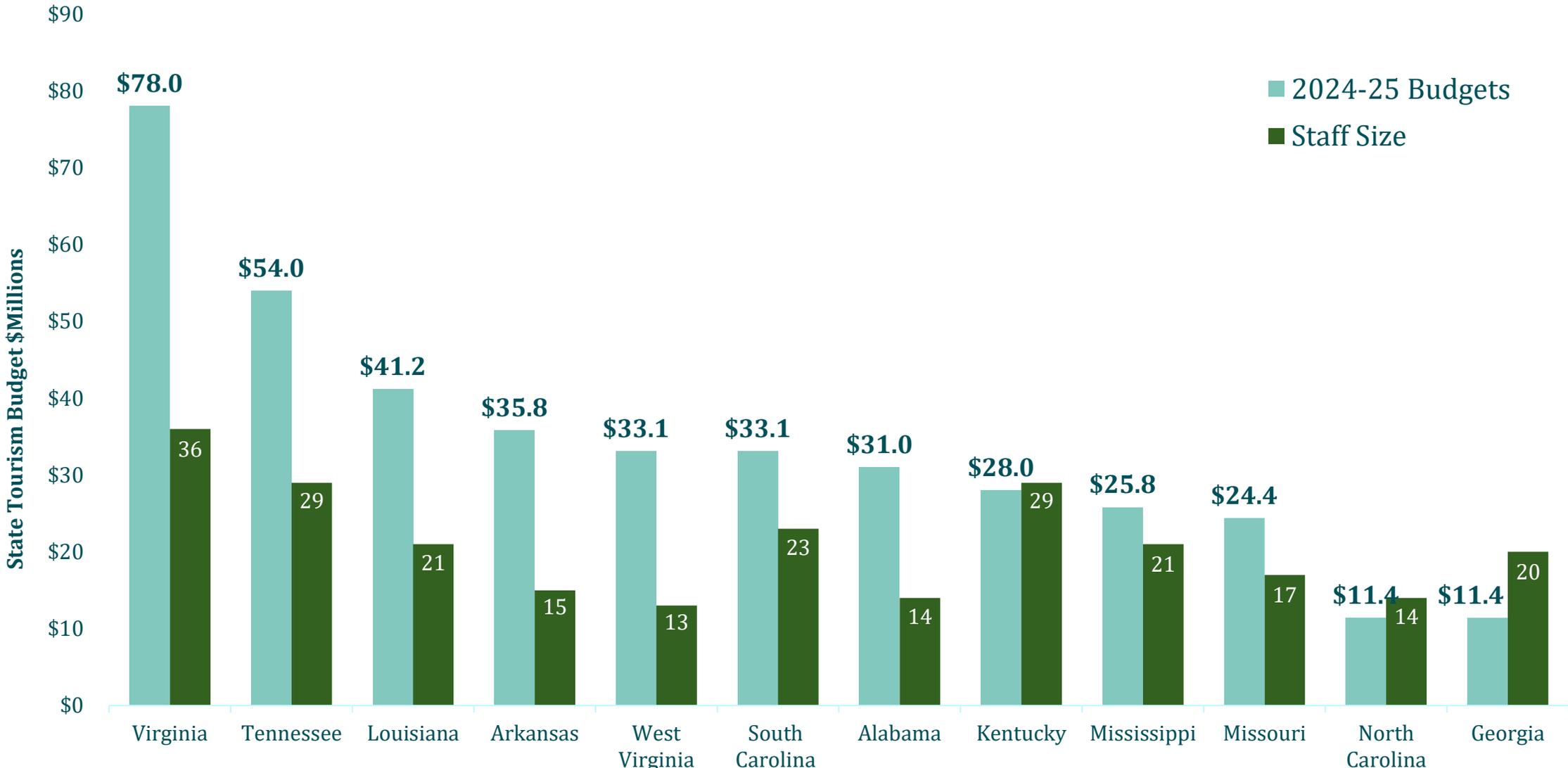
MARKET SHARE 2024



North Carolina is the fifth most visited state in the nation, but we are only a half of a percent ahead in market share of Pennsylvania, Tennessee, Georgia and Ohio. Nearly all those competitors have budgets twice our size.



SOUTHERN STATE TOURISM OFFICE BUDGETS & STAFF SIZE 2025



Nearly all of the states we are competing with for visitors have budgets and staffs that are twice our size.

Source: Travel South USA State Tourism Office Budget Survey



TWO DECADES OF NORTH CAROLINA TOURISM BUDGETS

	2005-2006	2007-08	2024-25	2025-26
			Current	Projected
Total Budget	\$11,300,000	\$13,100,000	\$18,921,483	\$11,421,483
Adjusted for Inflation 2024	\$18,823,714	\$19,140,907	\$18,921,483	\$11,421,483

Without additional funding, our budget will be lower than it was nearly 20 years ago, and when adjusted for inflation it would be lower than what it was 25 years ago.





VISIT NC RESEARCH

NC

RESEARCH TEAM



Marlise Taylor
Director, Tourism Research

Coming Soon! Tourism Data Specialist

SELECT RESEARCH VENDORS



A map of the United States with state boundaries outlined in white. The state of North Carolina is highlighted in a bright red color, while all other states are in a dark blue color. The text 'COMPETITIVE SET' is overlaid on the left side of the map.

COMPETITIVE SET

RESEARCH AGENDA

A map of the United States is shown in a dark teal color. The state of North Carolina is highlighted in a lighter shade of teal, making it stand out from the rest of the map.

VISITOR RESEARCH –

Who are they, what do they do, why do they visit, where are they from, how much they spend, etc.

MARKETING RESEARCH –

What markets do we pursue, how do we reach them, how effective are we, etc.

ECONOMIC IMPACT OF TRAVEL TO NORTH CAROLINA

Visitor Economy Model for direct impacts

- Direct visitor spending estimates for state and each of NC's 100 counties, often the only source of data counties have to measure tourism.
- Measures employment trends directly associated with visitor spending.
- Provides fiscal measurement in terms of taxes generated and estimates of resident savings.

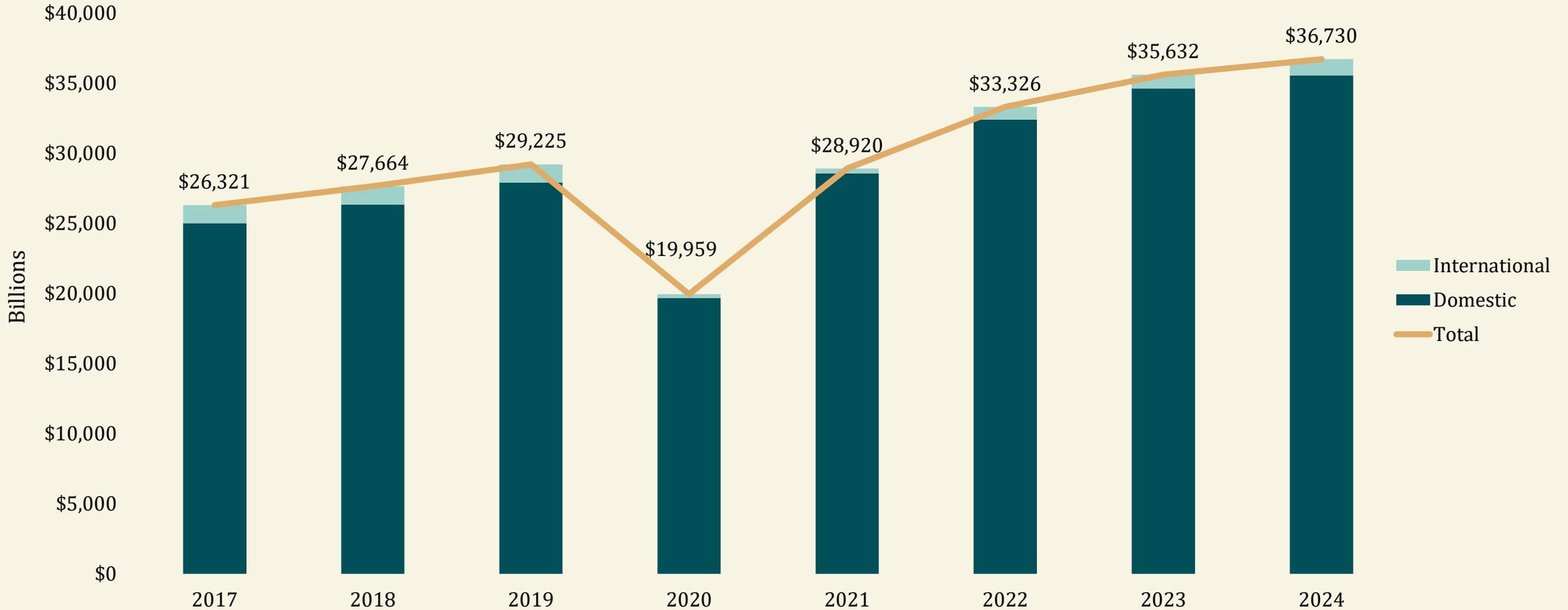
Tourism Satellite Account for total impact of tourism

- Measures the economic contribution of the travel sector and the relationships among industries.
- Includes not just visitor spending, but what is spent on behalf of visitors.
- Provides indirect and induced impacts of tourism.

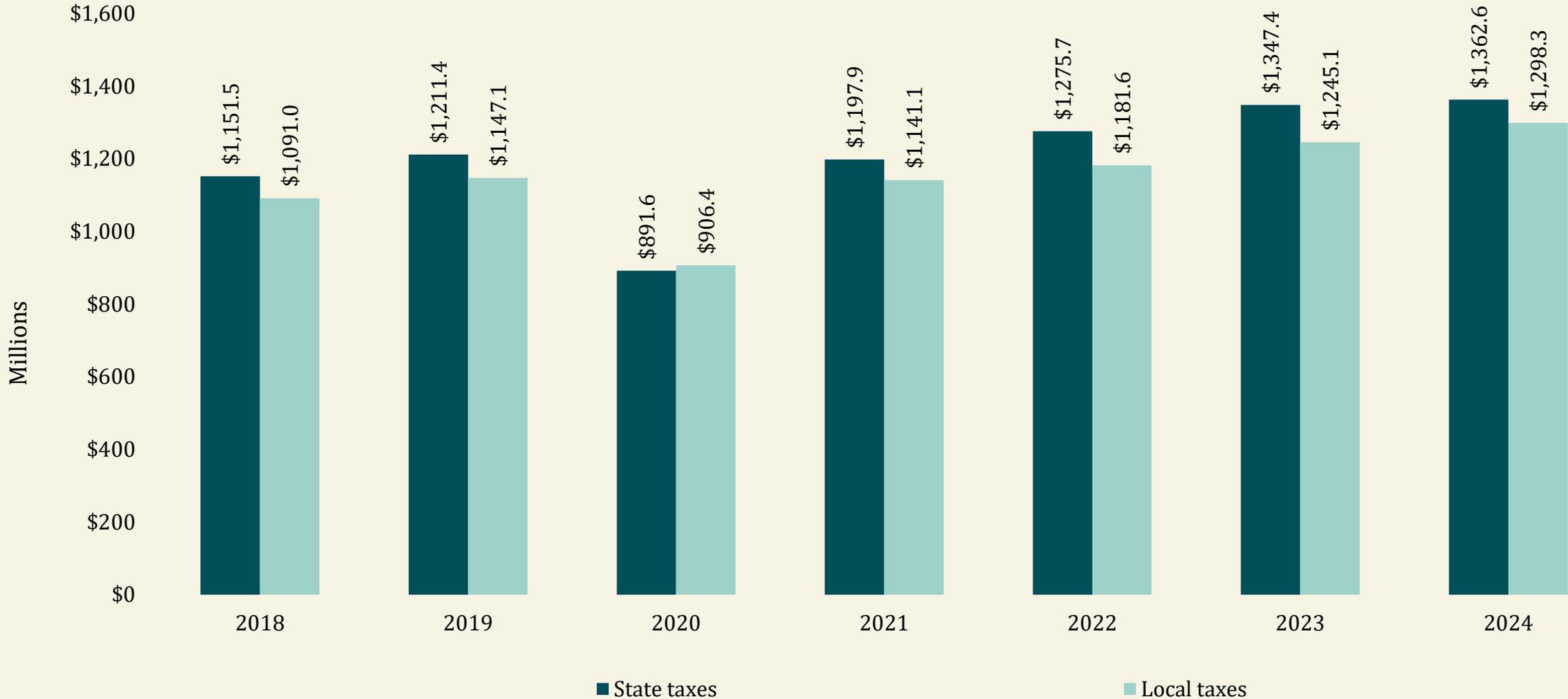
2025 LODGING DATA

Measurement	Commercial Lodging (STR)	Airbnb/HomeAway entire home rentals (AirDNA)	Vacation Rentals (KeyData)
Occupancy	Down 2.1%	Up 0.8%	Down 4.0%
Room Rates	Up 1.8%	Up 6.2%	Down 0.1%
RevPAR	Down 0.3%	Up 7.0%	Down 1.3%
Revenues	Up 0.9%	Up 9.4%	Flat
Demand	Down 1.0%	Up 3.0%	Up 0.8%
Supply	Up 1.2%	Up 2.2%	Up 5.6%

HISTORICAL VISITOR SPENDING IN NORTH CAROLINA

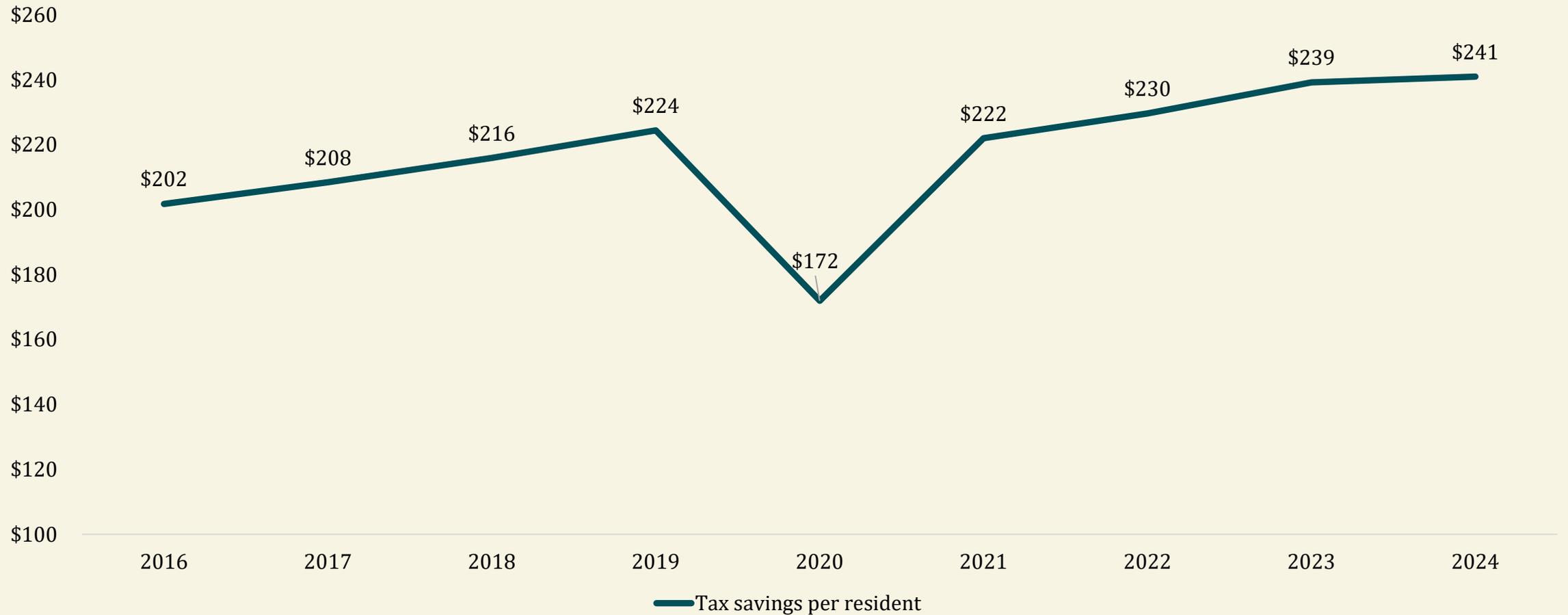


HISTORICAL VISITOR RELATED TAXES GENERATED IN NORTH CAROLINA



SPENDING GROWTH EFFECT OF VISITOR SPENDING ON NORTH CAROLINA RESIDENTS' TAX SAVINGS

Annual State/Local Tax Savings Per Resident



TOP NC COUNTIES FOR VISITOR SPENDING INCREASE (2024)

Rank	County	% Increase	2024 Tier
1	Cleveland	14.0%	2
2	Burke	11.9%	2
3	Iredell	11.9%	3
4	Stokes	11.5%	2
5	Union	11.1%	3
6	Gaston	10.3%	2
7	Ashe	10.0%	2
8	Lincoln	9.8%	3
9	Lee	9.5%	2
10	Mecklenburg	8.9%	3



INTERNATIONAL VISITATION - 2024

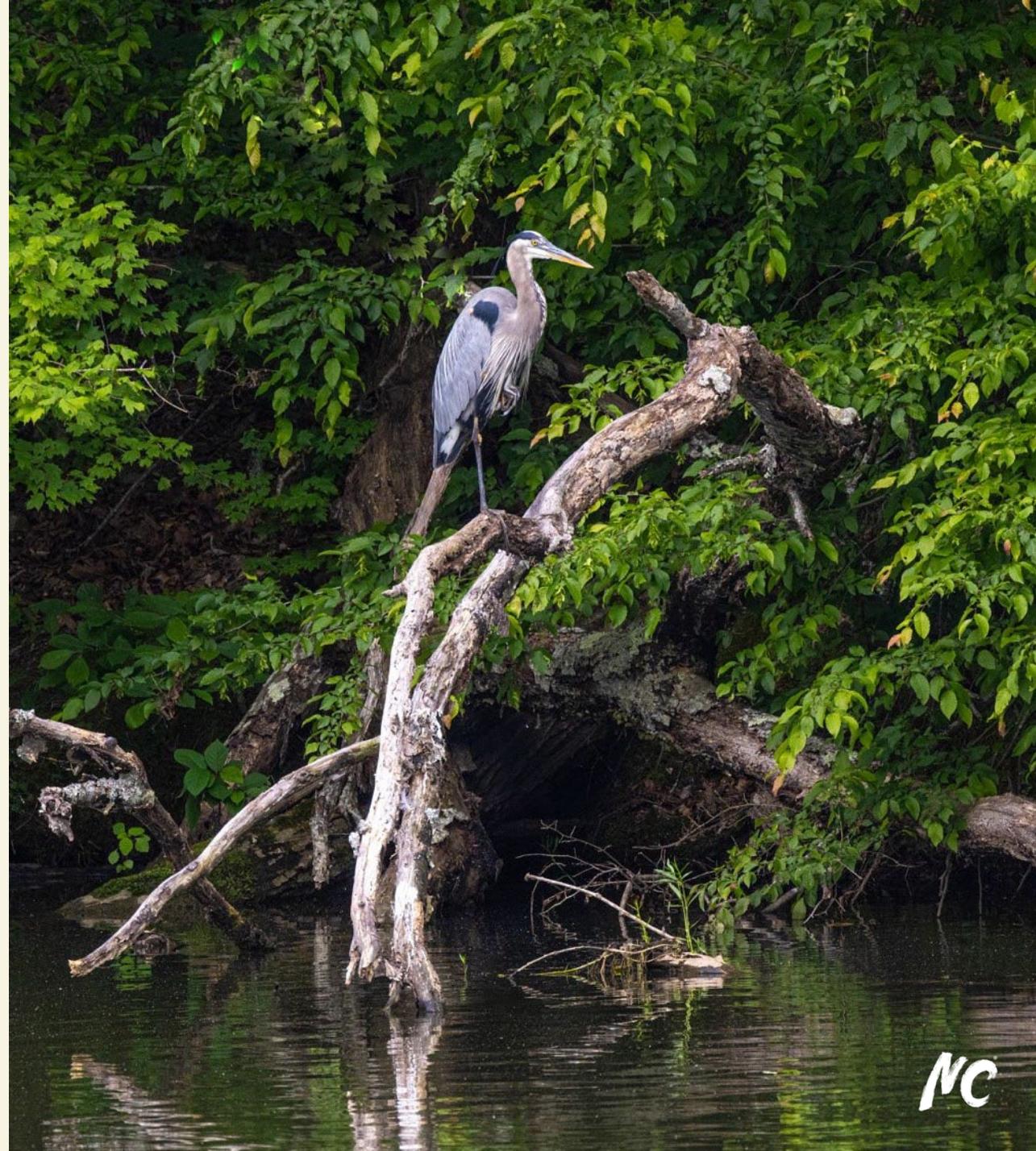
Rank	Country of Origin	2024 Estimated Visitors	Percent Change from 2023	2024 Estimated Spending	Percent Change from 2023	Average Spending per Visitor
1	Canada	385,592	2%	\$204,803,863	-2%	\$ 531
2	United Kingdom	62,040	-2%	\$119,153,751	0%	\$ 1,921
3	India	54,702	31%	\$79,258,061	29%	\$ 1,449
4	Germany	43,963	14%	\$64,953,199	15%	\$ 1,477
5	China	33,474	56%	\$93,907,164	107%	\$ 2,805
6	Mexico	26,469	17%	\$7,805,943	19%	\$ 295
7	Brazil	23,135	23%	\$48,543,469	22%	\$ 2,098
8	Australia	15,846	6%	\$42,012,978	22%	\$ 2,651
9	France	15,687	9%	\$20,645,719	10%	\$ 1,316
10	Japan	13,979	15%	\$18,611,468	5%	\$ 1,331



RESEARCH CO-OPS



ZARTICO



An aerial photograph of a beach with waves crashing on the shore. The sand is a mix of light and dark brown tones. The water is a vibrant turquoise color, and the waves are white with foam. Several people are visible on the beach, some walking and some standing near the water's edge. Their shadows are cast on the sand. The overall scene is bright and sunny.

MARKETING & COMMUNICATIONS

VISIT NC MARKETING & COMMUNICATIONS TEAM



Scott Peacock
*Director of
Marketing &
Communications*



Dana Grimstead
*Content Marketing
Manager*



Katie Bailey
*Brand Marketing
Manager*



Suzanne Brown
*Public Relations
Content Manager*



Veda Gilbert
*Sr. Public Relations
Manager*

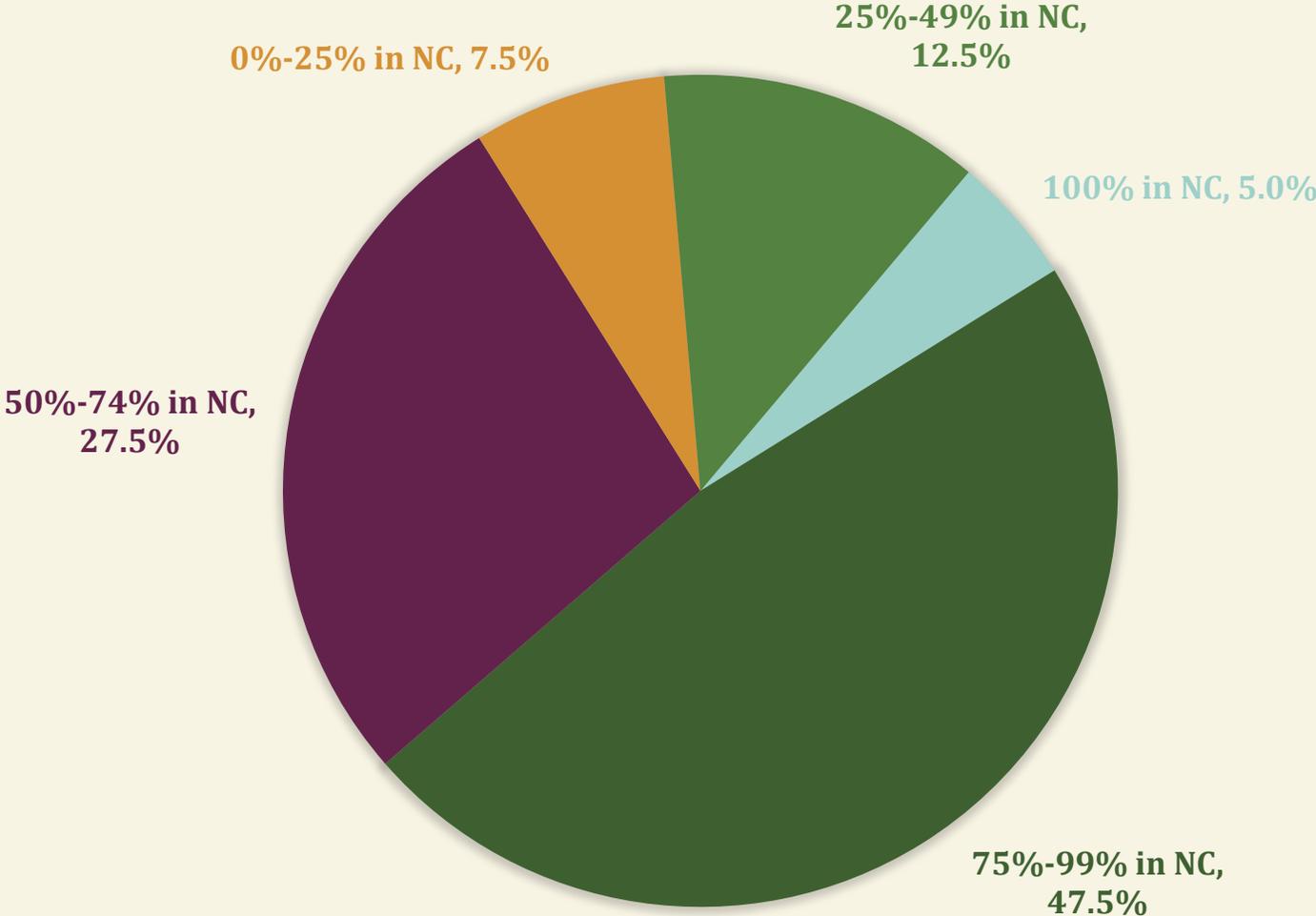


Emily Prickett
*Public Relations
Specialist*

MARKETING



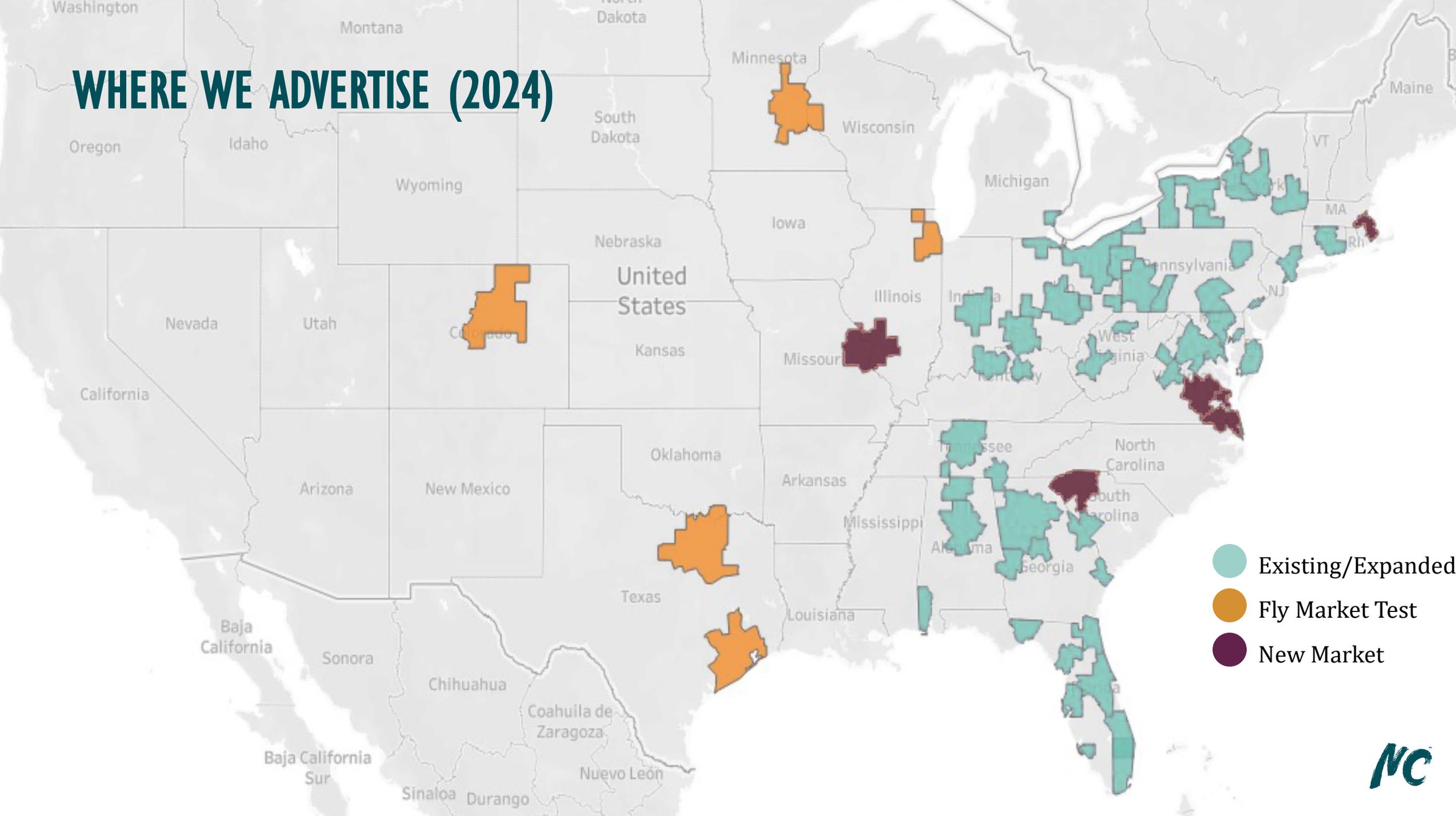
WHERE OUR LOCAL PARTNERS ADVERTISE



% of ads, % of partners



WHERE WE ADVERTISE (2024)



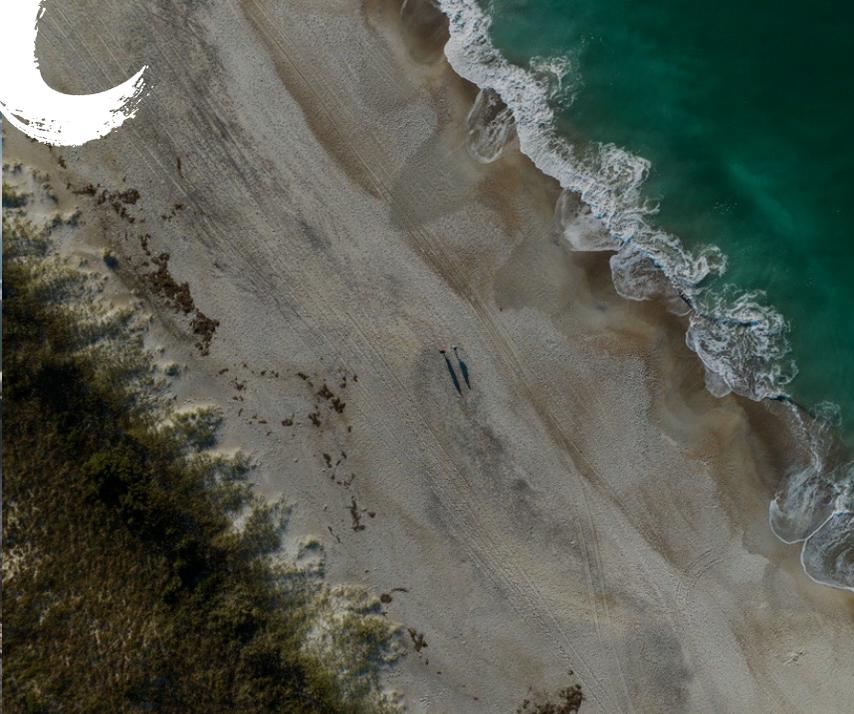
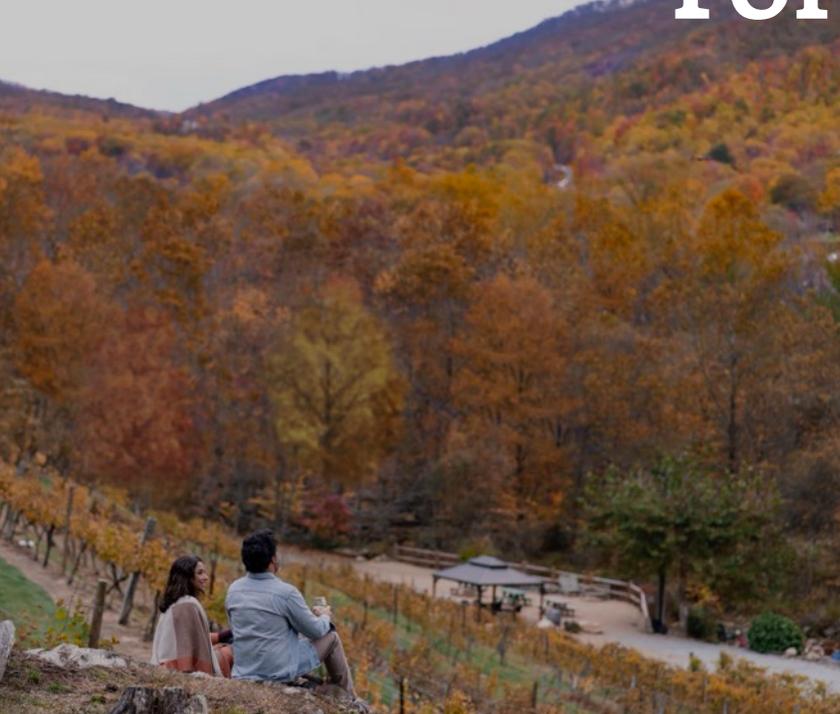
- Existing/Expanded
- Fly Market Test
- New Market





For Real, Visit

NC[®]



For Real, Visit **NC**[®]

Social media pressures, fabricated destinations and manufactured fun have become the norm for travelers. If you're looking for richer experiences, you need real experiences. For real, Visit North Carolina.



WAITING IN LINE :30



BBQ :15



LIGHTHOUSE :15



OYSTER TRAIL :15



NO WONDERLAND :15



For all videos, check out our
campaign playlist on YouTube

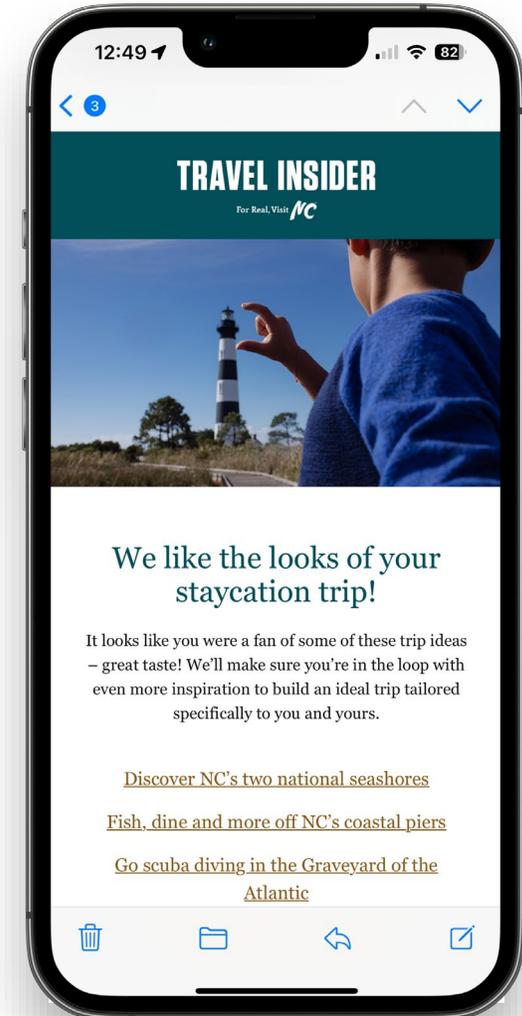
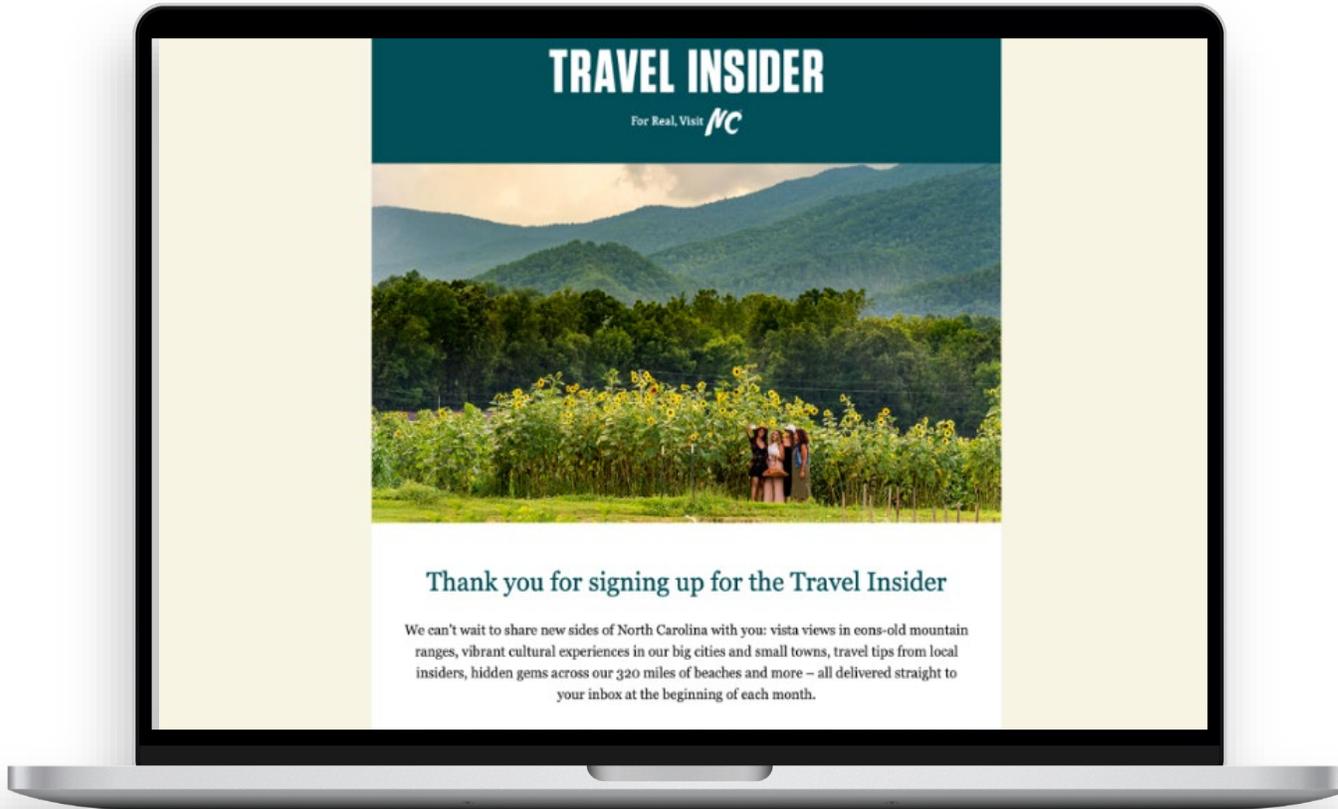


SOCIAL MEDIA

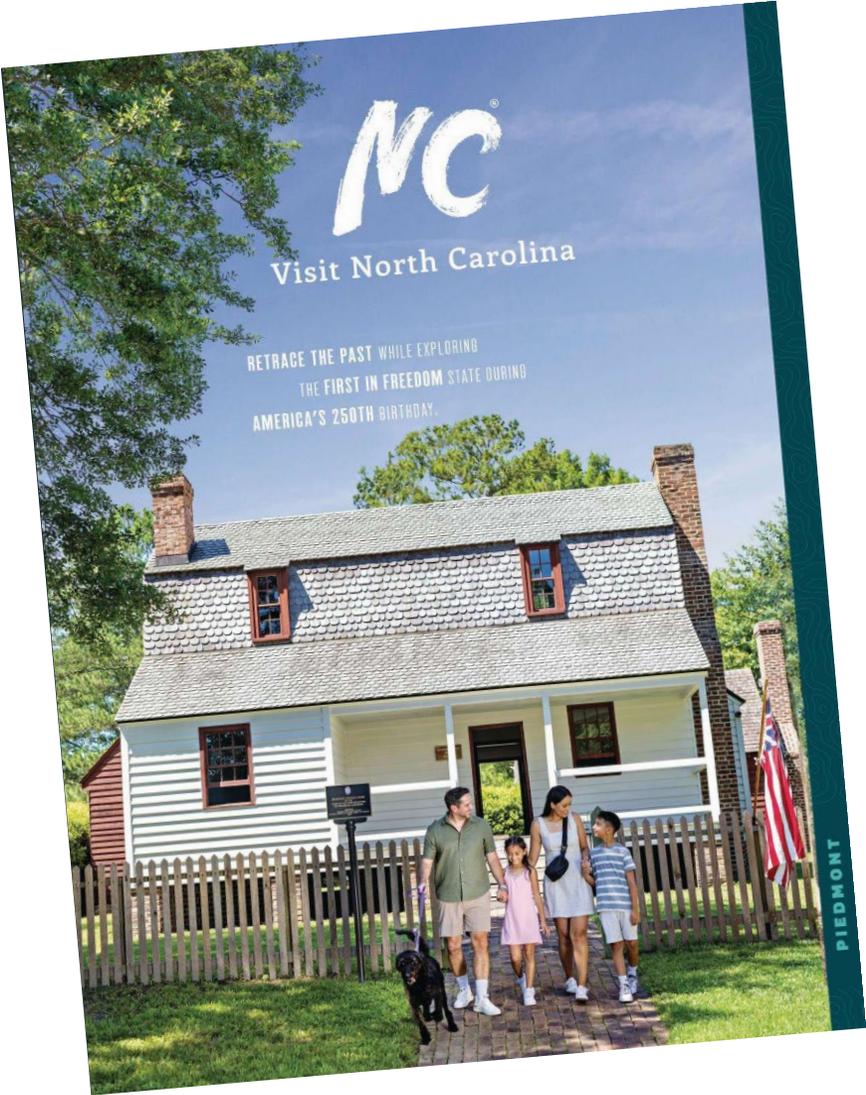


@VISITNC

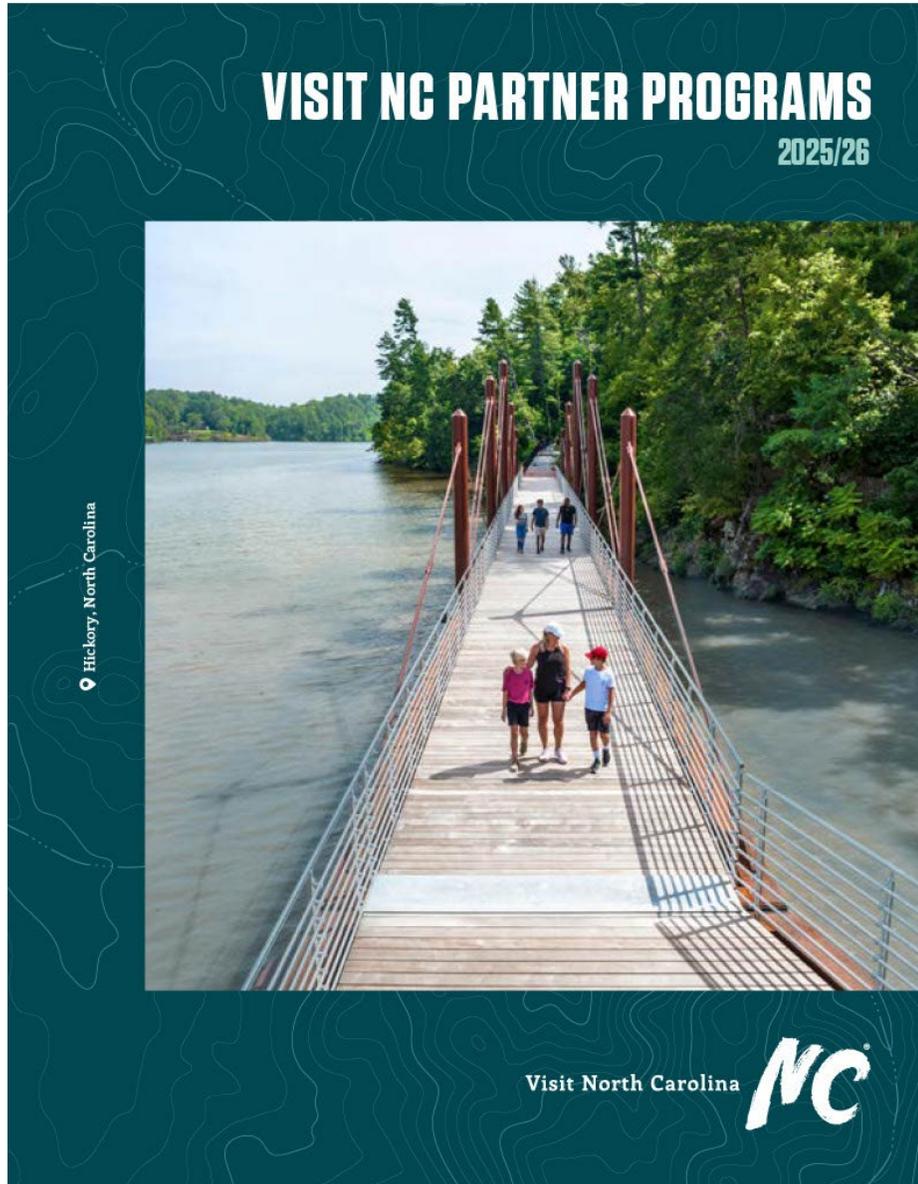
E-NEWS



TRAVEL GUIDE



PARTNER PROGRAMS (CO-OP)



More than 50 Programs Spanning:

Visitor Research and Data Insights

Social Media and Advertising

Media Relations

Outdoor NC

VisitNC.com Custom Content

E-News

Photo and Video Asset Collection/Production

And More



PARTNER PROGRAMS (CO-OP)

VISIT NC PARTNER PROGRAMS

2025/26

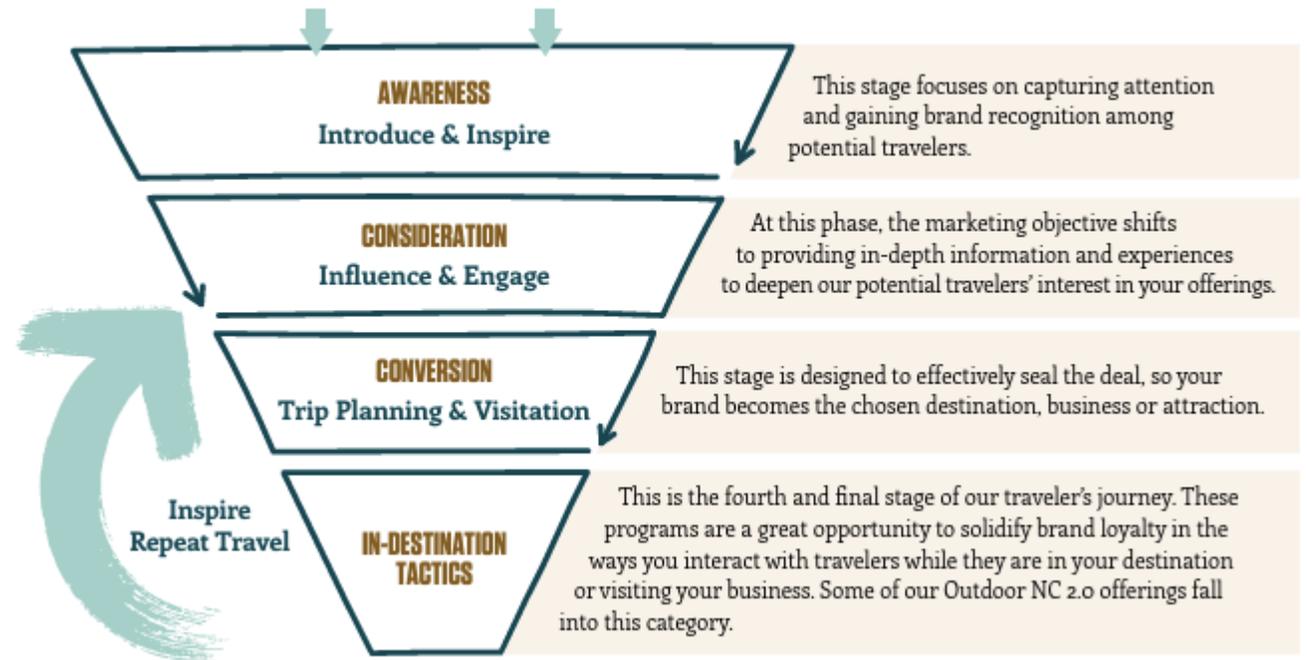


Hickory, North Carolina

Visit North Carolina



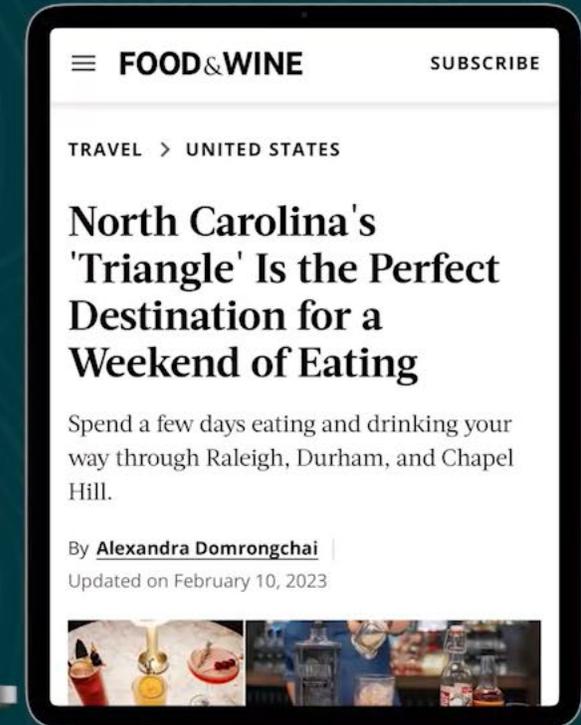
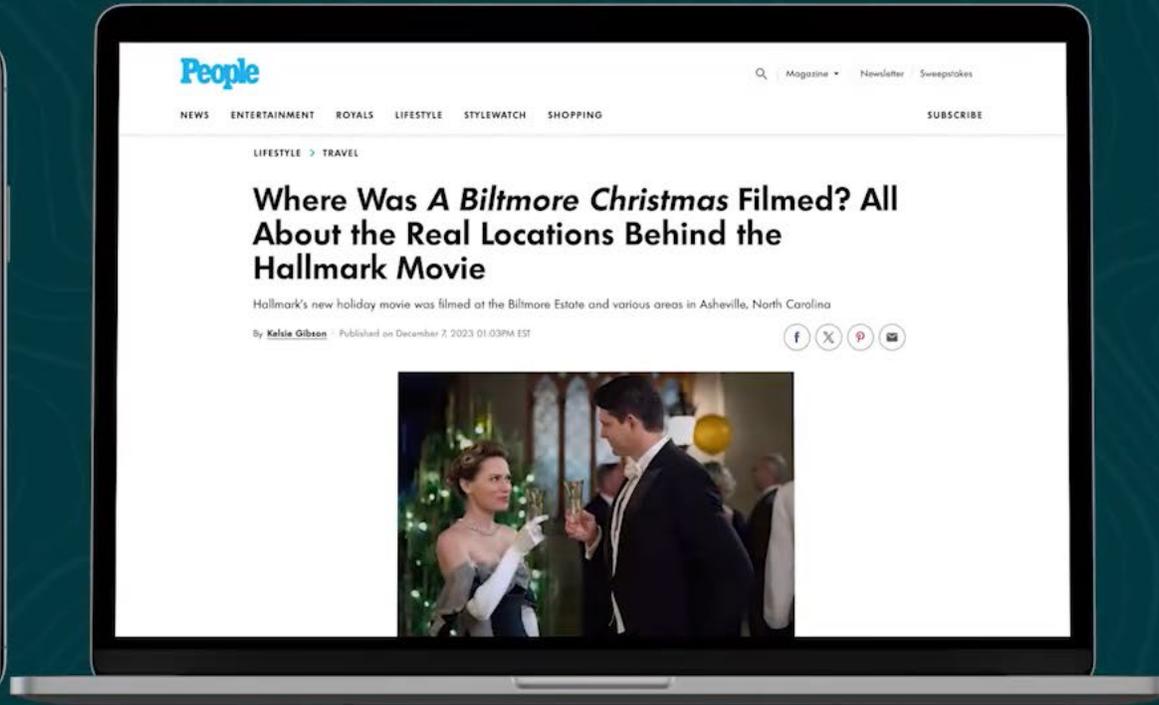
Program Planning and Performance Learnings



PUBLIC RELATIONS



With 2,174 earned media placements,
our total reach was more than 6.2 billion.



KEY MESSAGE PILLARS



Outdoor Adventure

OutdoorNC, Leave No Trace, Local Outfitters, Accessible Adventures, Parks & Gardens



Hidden Gems

Real & Rare; "Town sizing," Cities on the Rise; Travel Twins; Unique Cultural Experiences



Eat & Drink

Michelin, James Beard, Wine Region, Food Trails, BBQ, Chef/Restaurant Spotlights, Annual Festivals



Art, Music & Film

Set-Jetting, Gig-Tripping, Annual Festivals, Public Art, Museums, Outdoor Dramas



History & Heritage

America250, First in Fright, Changemaker Spotlights, Carolina Icons, Black History, Native American History, Annual Festivals & Celebrations



A State For All Ages

Variety of "Low-Impact" to "High-Impact" Activities, Free Attractions, Hotels That Feel Like Home, Residential Rentals, Amusement, Theme & Water Parks, NC Zoo, Aquariums, Trolls Experience



Sports

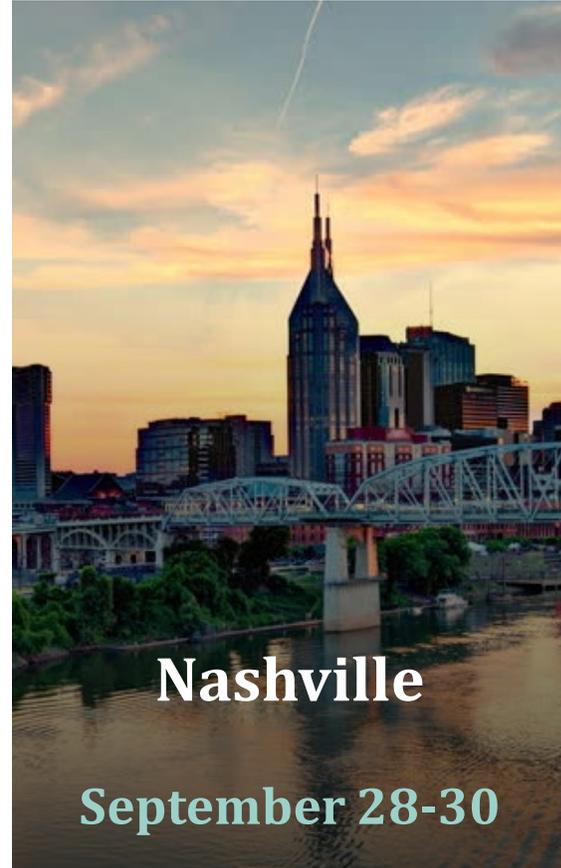
Golf, Nascar, Equestrian, Major League & Collegiate Sports, Cycling, Water & Mountain Sports, Snow Sports



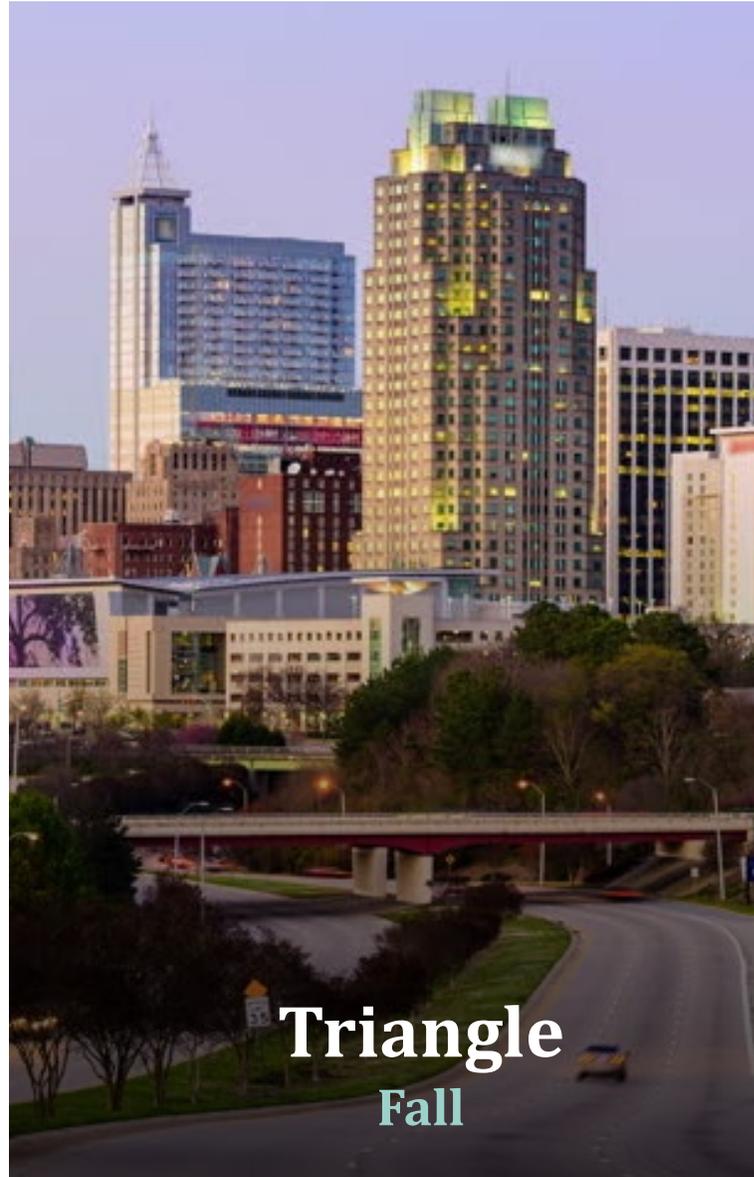
Natural Wonders

National Parks, State Parks, Waterfalls, Blue Ridge Parkway, Beaches, Noctourism (Dark Sky Attractions)

REGIONAL MEDIA MISSIONS SCHEDULE 2026



IN-STATE MEDIA MISSION



PUBLIC RELATIONS



Terri Robertson

COUNTRY LIFE > TRAVEL

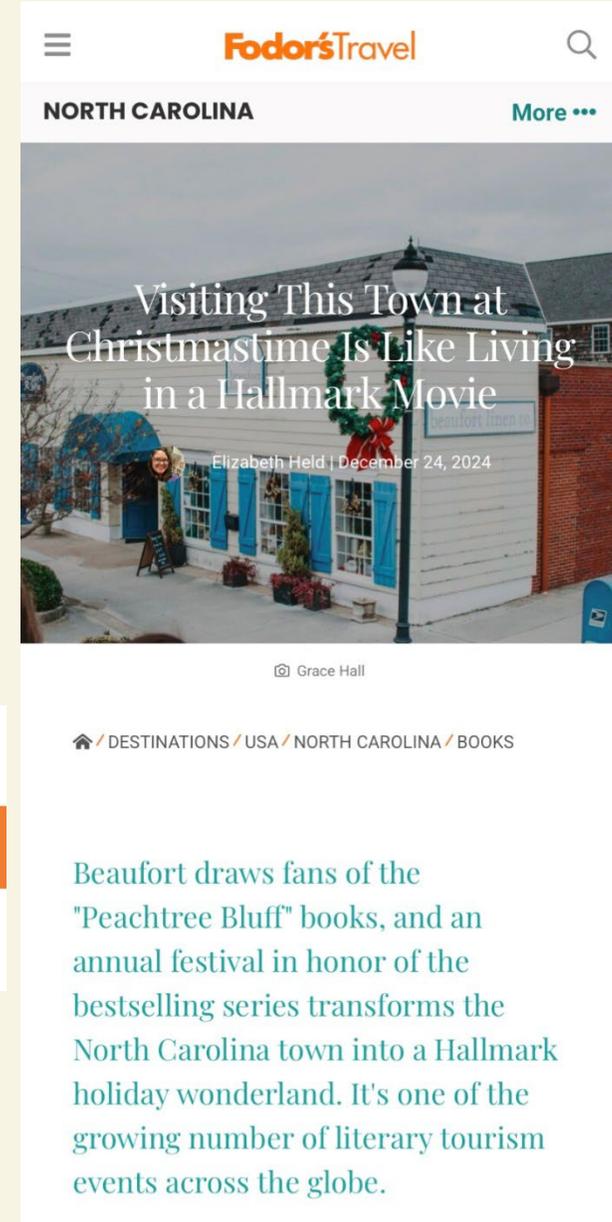
My Dream Do-Nothing Vacay is this Historic NC Inn Decked to the Nines

I would have happily stayed forever.

BY TERRI ROBERTSON PUBLISHED: NOV 16, 2024

Armchair travel with me for a moment. As relaxing getaways go, [Pandora's Manor](#), a charming, six-suite inn in High Point, [North Carolina](#), is about as close to perfect as it gets. In fact, even though my stop there was part of a whirlwind work trip, my brief 12-hour overnight stay sticks with me.

I would gladly go back for my favorite kind of vacation—the kick up your feet and do very little kind. Innkeeper Daniela Woody is an absolute pro whose hospitality is the vacation equivalent of a warm hug, not to mention



PUBLIC RELATIONS

North Carolina Welcomes Visitors Back After Helene
RALEIGH, NC



FOX WEATHER

TOURISM RESILIENCE
NORTH CAROLINA'S COMEBACK: OPEN AND READY FOR VISITORS

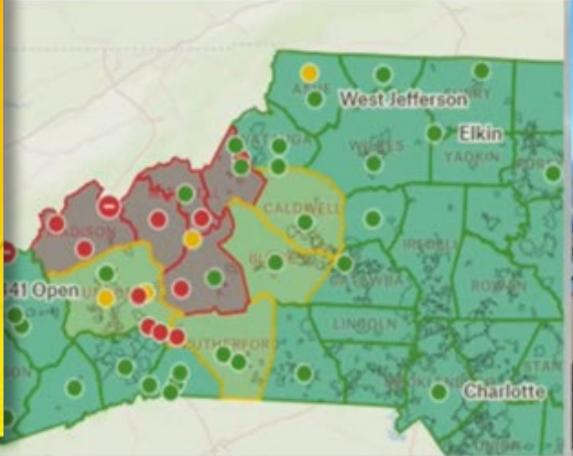
WEATHER COMMAND



RALEIGH, NC

THE STATE OF TOURISM IN NC FOLLOWING HELENE

AccuWeather



West Jefferson, Elkin, YADKIN, WILKS, CALDWELL, LINCOLN, CHARLOTTE

41 Open U

HELENE AFTERMATH
PARTS OF NC MOUNTAINS READY TO WELCOME TOURISTS

9:40 Norwalk Hourly 10a 65° 11a 70° 12p 72° 1p 76°

CHECK YOUR LOCAL FORECAST ON THE TV APP

PUBLIC RELATIONS

GARDEN & GUN

TRAVEL

These Western North Carolina Communities Are Open and Need Your Patronage This Fall

“Above all, your presence shows that the outside world cares”

By ELIZABETH HUTCHISON HICKLIN
October 23, 2024

[f](#) [x](#) [p](#) [e](#) [m](#)



Downtown Waynesville, North Carolina.

THE POINTS GUY NEWS CREDIT CARDS POINTS + MILES TRAVEL TOOLS SUBSCRIBE Advertiser disclosure

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DELTA \$200 DELTA STAYS STATEMENT CREDIT Earn up to \$200 back on eligible prepaid bookings on Delta stays each year. Learn More >

NEWS

Following Hurricane Helene, these western North Carolina towns are open and eager for tourists

Jason Frye
Oct. 24, 2024 • 8 min read



JUMP TO SECTION

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Great offers from our partners



TRAVEL

In the aftermath of Helene, Asheville tells tourists: 'We're open for business'

Hurricane Helene ravaged parts of the popular tourist destination during its peak season. But hospitality businesses are steadily opening again with a focus on the Christmas season.

By Sara Murphy
October 25, 2024

[f](#) [x](#) [e](#) [m](#)

SEND US IDEAS / WHAT'S NEW

News@VisitNC.com





filmc

NC

FILMNC TEAM



Guy Gaster
Film Commissioner



Lashaun Cook
Film Services Manager

ABOUT US

- Market the state, primarily to projects that've been greenlit or are about to be
 - Includes overseeing Grant Program
- Maintain statewide location database
 - Keep non-represented regions up-to-date
- Maintain statewide resource directory
 - Free crew and support service directory
- Assist with permits for state agencies
 - DOT, State Parks
- Serve as an information resource for productions



FILMNC TEAM



Guy Gaster

- Department Head
- Lead Recruiter
- Assist in management of incentive program



Lashaun Cook

- On-ground liaison with productions
- Oversight of statewide locations library
- Oversight of statewide resource directory
- State and local contacts liaison

25% REBATE (VIA NC FILM & ENTERTAINMENT GRANT)

- ° 25% Rebate (funded via the N.C. Film & Entertainment Grant)

- ° Minimum Spend Maximum

Payout

°\$500,000/avg/eps	TV/Streaming series	\$15M per season
°\$1.5M	Feature-length film	\$7M
°\$500,000	Made-for-tv/streaming movie	\$7M
°\$250,000	Commercial	\$250,000

- ° All Labor (above and below the line, resident and non-resident) qualifies

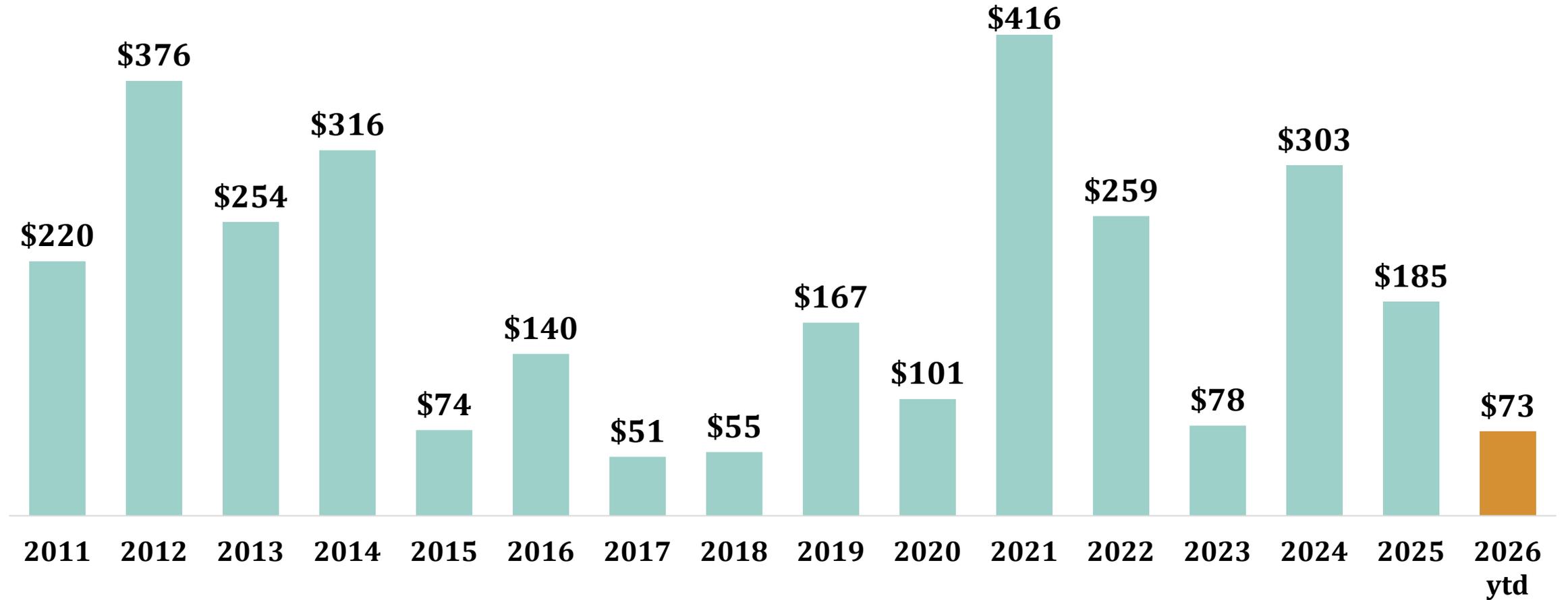
- ° Good and services from N.C. vendors

- ° No Application Fee

- ° Production pays for audit

- ° Annual starting allocation of \$31M

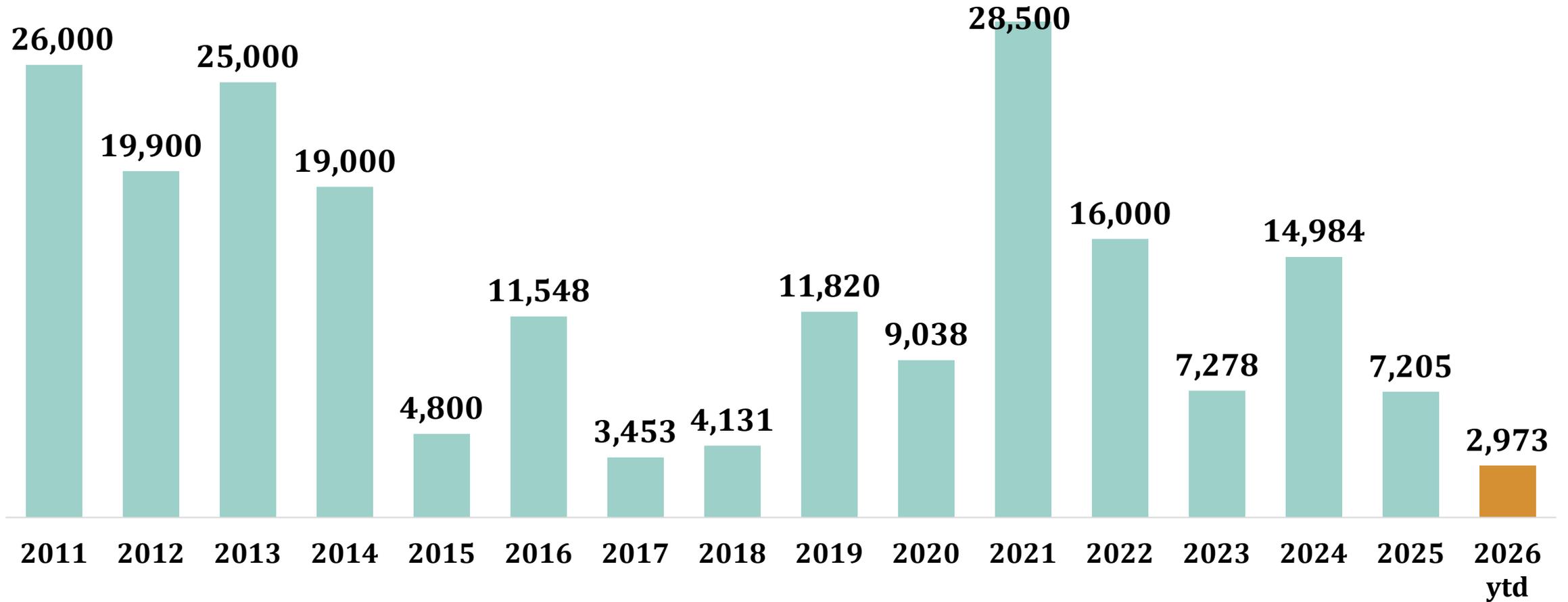
DIRECT IN-STATE SPEND BY PRODUCTION (IN MILLIONS)



*As of 01 Feb 2026



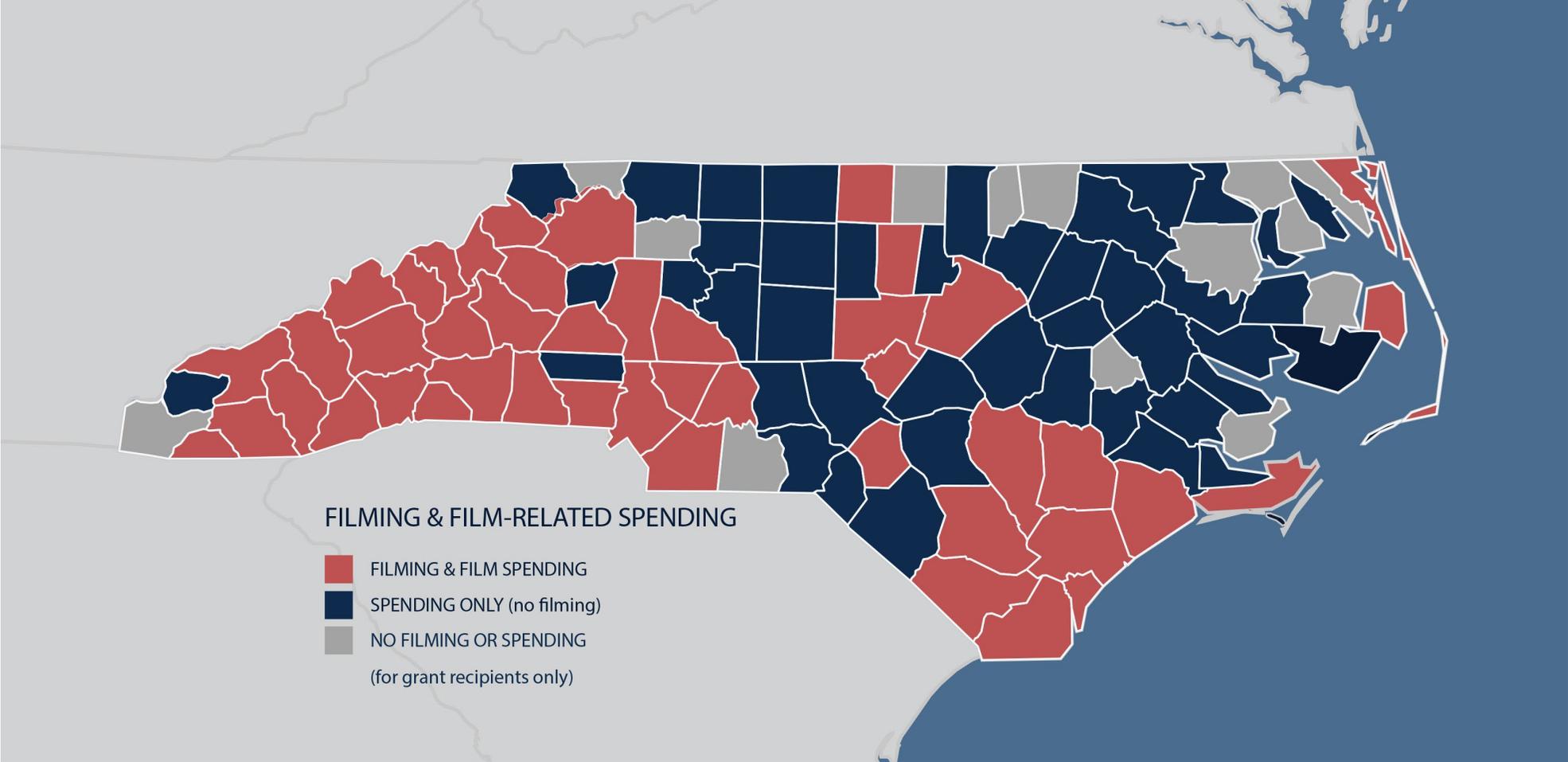
JOB OPPORTUNITIES



*As of 01 Feb 2026



FILMING & SPENDING LOCATIONS (GRANT RECIPIENTS)



HOW CAN YOU GET INVOLVED?

- Suggest locations from your area
- Encourage business to join our support services directory
- Identify key local contacts for permitting



PARTNER AND INDUSTRY RELATIONS



VISIT NC PARTNER & INDUSTRY RELATIONS TEAM



Amanda Baker
*Director of Partner &
Industry Relations*



André Nabors
*Industry & Community
Relations Manager*



Kathy Prickett
Tourism Specialist



Meg McFadden
*Partnerships &
Marketing Specialist*

PARTNER AND INDUSTRY RELATIONS

- Strengthen Alignment Across All Levels
- Advancing Strategic Collaboration
- Elevating the Visitor Experience
- Driving Targeted Market Growth
- Serve as an Industry Connector



CORE PROGRAMMING

- **International** - reaches international audiences for leisure travel
- **Destination Stewardship** - encourages responsible recreation in the outdoors and preservation of natural resources in North Carolina
 - Outdoor NC
- **RetireNC** - reaches adults 55+ to promote North Carolina as an ideal retirement destination.
 - Certified Retirement Communities
- **SportsNC** - encourages amateur and professional sporting events to travel to North Carolina.
 - Esports grant
- **Group Travel** - promotes travel to the state among group tour operators.

INTERNATIONAL REPRESENTATION



Travel South USA Global
Partner Program (GPP)

- Australia
- Benelux
- Brazil
- Canada
- France
- India
- Italy
- Nordic Union



PARTNER AND INDUSTRY RELATIONS



COMMUNICATIONS

Partner/Industry stakeholder Communications

- Outdoor NC partner alliance e-newsletter (monthly)
- Partner and Industry Relations e-newsletter quarterly)
- NewsLink e-newsletter (weekly)

Visitor Communications

- RetireNC e-newsletter (quarterly)
- Evergreen Outdoor NC e-newsletter (varies seasonally)

THANK YOU!

