

VISIT NC PARTNER PROGRAMS

2026-27

Asheville, North Carolina



Visit North Carolina





 Atlantic Beach

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Visit NC maintains the right to adjust and add programs as needed based on budget fluctuations, new initiatives and partner interest. To view the most current program opportunities, scan here:



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WHAT'S NEW IN FY2026-27

This year, we've launched new programs to equip you with the knowledge and strategies needed to strengthen capabilities in emerging technologies, maximize impact across high-performing channels and drive sustainable, long-term growth.

NEW PROGRAM OFFERINGS

Organic: This year, we're helping you gain the technical knowledge and confidence needed to utilize AI tools in creating content that aligns with your goals. Starting July 2026, we will no longer post partner content on X/Twitter but will expand it to the platforms we introduced last year (Threads, Pinterest and TikTok). Along with your spec sheets, expect an inside look into Visit NC's content storylines to better inform themes across social programs.

Paid Media: We're refining our strategy and maximizing our budget to create the highest impact and help you get the most from every paid media dollar. We held rates flat across key opportunities, negotiated stronger minimums and added value, and expanded lower-tier budget options where available

— making it easier than ever to plug into proven programs at a level that fits your goals. We're also bringing exciting new ways to reach and inspire travelers. New this year: Tiki, delivering contextually aligned digital ads across travel-endemic websites to drive traffic and engagement; Outbound Collective, a fresh, efficient way to connect with outdoor-minded audiences through influencer partnerships and a steady stream of creator and website content; and a new Travelzoo custom content opportunity, where a collection of partners can share the cost of a cohesive editorial feature on one of Visit NC's top-performing platforms. The result: smarter buys, stronger value and programs built to help you reach the right audiences at the right time.

VISITNC.COM & EMAIL UPDATES

Website: Following the successful launch of the new VisitNC.com in 2025, we're excited to expand and diversify our web program with new opportunities for destinations to connect with engaged audiences. We've strategically developed these programs to both protect direct traffic for partners and cooperatively create content able to deliver long-term value in the ever-evolving consumer journey. This year, we look forward to partnering together to build content within AI and AIgentic-friendly structures to ensure that we diligently prepare for the future, while still delivering an inspired and refreshed on-site experience.

Email: For email programs, we continue to deepen our first-party data utilization in Salesforce to help fuel more personalized sends and segmentation. Dynamic content patterns and performance monitoring have given us insights into the best balance for prioritizing engagement and reducing churn across audiences. This year, we are streamlining email partner programs to ensure that our e-news approach continues to be in the best interest of delivering qualified traffic to our partners.

Interested in expanding your creator partnerships? Visit NC is seeking partners for a new Integrated Content Creator program. Collaborate with a vetted, in-state creator to produce a custom VisitNC.com itinerary and short-form video for collaborative social promotion. We're looking for a few key partners to refine this initiative in exchange for premium content at a discounted rate. Now accepting interest for fall 2026 (deadline: July 1, 2026) and spring 2027 (deadline: December 15, 2026). To learn more, contact VNCPartnerPrograms@luquire.com and mention the Integrated Content Creator program.

PROGRAM STRUCTURE & MARKETING FUNNEL

NAVIGATING THE BROCHURE

For FY2026-27, we are following the simplified layout we introduced in previous years. Tactics sit under two broad categories with explanations of how each can help you strategically meet your goals.

Program Planning

These tactics are designed to maximize the success of your efforts. Whether it be data and research to create a strategy for your audience, productions to bolster your library of assets or marketing consulting to sharpen your skills and create efficient workflows, we have a slew of tactics to support you.

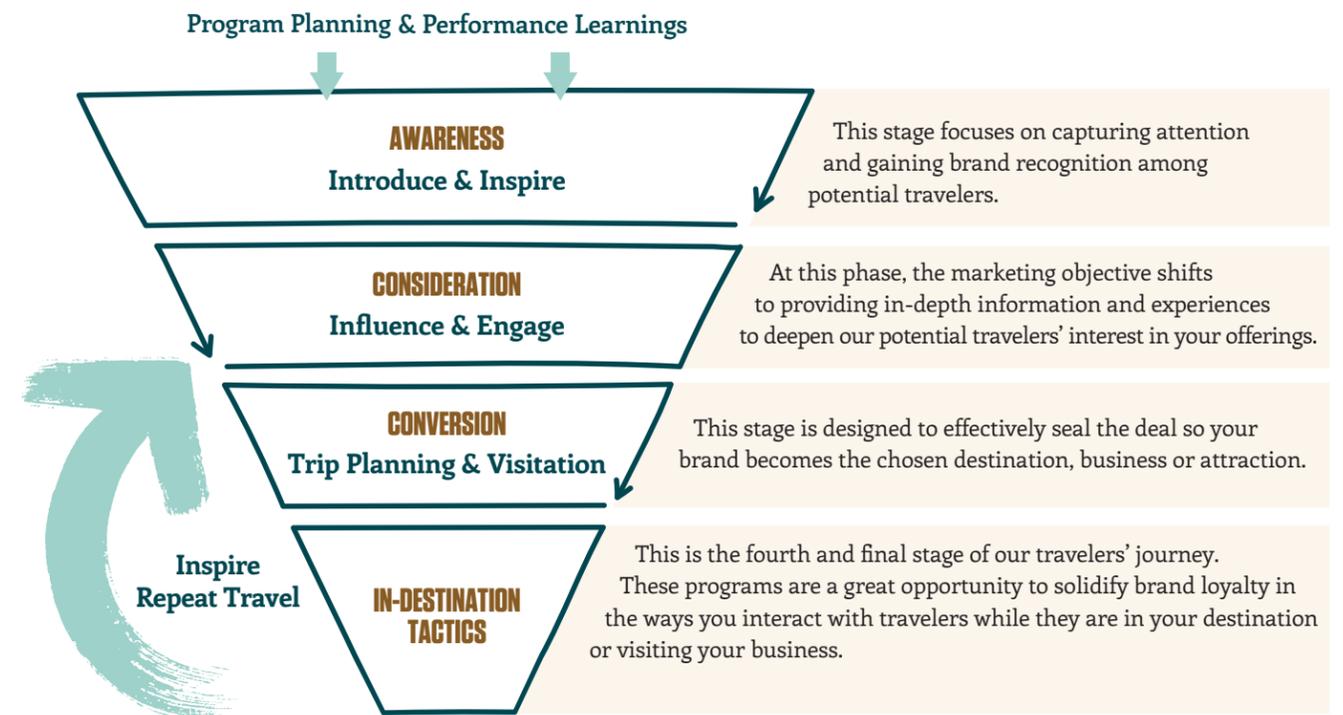
Consumer Audience Facing

Intended to generate awareness, deepen consideration or convert audiences to travel, these tactics can include cable TV buys, programmatic native and display, or placements on Visit NC's social, email and web channels, to name a few.

HOW THE FUNNEL WORKS

Most of us are familiar with the concept of the marketing funnel — the framework that defines the journey prospective travelers go through when deciding their next destination. Along the way, there are multiple touchpoints to reach and engage future travelers. And while travel planning and decision-

making are not always linear, the funnel is a great tool for understanding and optimizing our future visitors' experience. Our program offerings reflect marketing tactics found in the three primary stages of the funnel: generating awareness, deepening consideration and ultimately converting audiences into active travelers.





PROGRAM PLANNING

 Atrium Health Ballpark, Kannapolis

MARKETING CONSULTING SERVICES

NEW Social Media Consult

The social media consult evaluates your organization’s social media platforms to provide a cohesive understanding of what’s working and what’s not on the continually evolving and ever-important content channels. After intake via a spec sheet, one hourlong call will be scheduled with Visit NC’s organic social media team to discuss high-level recommendations on ways to improve the look, feel and tone of your brand presence. You may pick the number of channels to cover within the allotted time frame. The consult includes suggestions on imagery, content, copy, community management and more, allowing you to learn best social practices, understand relevant measurements and uncover new opportunities for your channels in a bite-size format.

PARTNER BENEFITS

Use recommendations provided for your own social channels, apply engagement and performance tactics, and learn how to improve social channels moving forward.

PRICE

\$1,000

INVENTORY

Eight (8) partner spots per fiscal year, with two (2) being reserved for Tier 1

MARKETING CONSULTING SERVICES (CONTINUED)

NEW AI Support Services

AI-powered GPTs help streamline content creation, extend team capacity and reflect brand voice. Visit NC and lūquire will provide you with a fully built custom GPT for immediate use, as well as one (1) month of maintenance and refinement of the GPT. Here's how the process works:

- **Initial Setup:** A discovery session, upload of brand materials and implementation of partner-specific guardrails for voice, messaging and deliverables
- **One (1) Month of Support:** Initial setup and weekly check-ins for training and contributions
- **Training and Handoff:** Final documentation guide delivered at the end of one month, plus a walk-through tutorial on how to update your custom GPT

PARTNER BENEFITS

Increase efficiency and output through a tool our team builds with you. Save time on content creation, copywriting, itinerary building, FAQs and more. We'll train you how to use, manage and update your custom GPT for long-term scalability.

PRICE

\$3,000

INVENTORY

Six (6) partner spots per fiscal year*

**Partners must have up-to-date brand guidelines and messaging framework to participate.*

PRODUCTION PROGRAMS

Video Production

This production program, from preproduction to final delivery of video files, covers script writing; a 1-, 1.5- or 2-day shoot; post-production; voice-over; and music licensing. This program provides you with a one- to two-minute promotional video that can be used for all marketing purposes.

Looking to make the most out of the footage captured with this program? Upon request, 30- or 15-second spots can be produced from the same footage for an additional fee.

The number of days necessary will be determined once you and the production team have met to discuss goals.

PARTNER BENEFITS

Take the hassle out of finding a production company and rely on the lūquire Content Studio. We've been handling video production for Visit NC for more than a decade, from broadcast advertising to social media content creation.

Content Shoot

Our team will travel to your destination to gather both photography and vertical video assets ranging from 10 to 30 seconds for you to use on your social channels, websites, advertisements and more. Additional photos are available upon request for a quoted price.

PARTNER BENEFITS

Receive high-quality assets and learn tips on how to capture content.

PRICE

- 1-day shoot: \$12,000
- 1.5-day shoot: \$16,000
- 2-day shoot: \$20,000

The Footage Selects Reel (B-roll) package can be added for \$1,000. Partners are responsible for lodging, dining and activity expenses and will be invoiced after the shoot for any costs incurred.

INVENTORY

Five (5) partners per fiscal year

PRICE

- 20 retouched photos and five (5) video clips: \$2,000
- 25 retouched photos and seven (7) video clips: \$2,500
- 30 retouched photos and nine (9) video clips: \$3,000

Partners are responsible for lodging, dining and activity expenses and will be invoiced after the shoot for any costs incurred.

INVENTORY

Ten (10) partner spots per fiscal year, with three (3) being reserved for Tier 1



Zartico Visitor Insights

The annual cost of this program is based on the NC Department of Commerce County Distress Rankings:

Tier 1 – \$5,000 | Tier 2 – \$5,500 | Tier 3 – \$6,000

Visit NC has partnered with Zartico Insights to combine all of North Carolina’s visitor and resident data into one Destination Operating System. As a result, we now have insights into North Carolina’s visitor economy, which has given us the intelligence we need to better connect with our visitors and fellow North Carolina residents. Our mutual goal is to improve the experience of visiting and living in our beautiful state.

Most counties¹ and each region² throughout North Carolina can take advantage of the system and insights on a monthly basis. The following visitor reports will be sent to you monthly to help your teams better understand opportunities and craft a narrative for the best possible North Carolina experience.

1. Key Visitor Insights Compared With State Averages

Using device counts for your counties¹/region² and the state by month, you will see how your destination compares to average visitor spend statewide.

2. County¹ and Regional² Visitation by Origin Market

Visitation and spend data are reported monthly and sorted by top origin markets with year-over-year comparisons. This data will help you answer questions such as:

- Is my top market for visitation also the top market for visitor spending?
- Which origin markets are our visitors coming from that we aren’t currently targeting with advertising?
- What is the proportion of in-state versus out-of-state visitors to my destination?
- How does market visitation to my destination change by month?
- What types of locations do visitors to my destination visit, and how does that compare with residents’ activities?

3. Visitor Spending by Category

Data showing the segmentation of spending by visitors to the county¹/region² will help you answer questions such as:

- What segments do visitors spend the most in within my destination, and how is that spending allocated by trip?
- How is in-state spending different from out-of-state visitor spending?

1. Not all counties in North Carolina have the minimum visitation levels at the monthly level to provide valid data. In the case that your county does not, it is possible to aggregate two or more counties to provide data. Fewer than 10 counties are affected.

2. Regional reports will be offered at the Visit NC Marketing Region level.



4. Events Insights Analysis

You will be allowed up to four qualifying³ event reports per fiscal year. Information provided will include origin markets for duration of events, spending trends in the market for duration of events, visitation share compared with the previous four weeks and more.

You will be invited to participate in regular webinars focusing on best practices for putting your Zartico data into action, including:

- Overview of what is included in your monthly report data
- Data literacy best practices
- Examples of how destinations are leveraging their data

If you are interested in an à la carte option for Event Insights Analysis, see the next page for more information. If you have questions or would like to participate in the Zartico Visitor Insights program, please reach out to **Marlise Taylor, marlise.taylor@visitnc.com**.

3. Qualifying events are dependent on sample size, location and duration.

RESEARCH PROGRAMS (CONTINUED)

Enhanced Zartico Event Dynamic Visualization

\$2,000 per event

Available for up to 10 partners (you do not have to be an existing Zartico partner). Using Zartico's platform, Visit NC will provide a dynamic visualization of an event, busy weekend or spring break. The type of visualization depends on what question you are trying to answer. See below for examples:

- **Starburst:** Shows cross-visitation. For example, for visitors we saw at an event venue, where else did they go?
- **Time-Lapse:** Shows visitor movement. For example, for visitors who were observed on the Blue Ridge Parkway, how did they move throughout the destination?
- **Dispersion:** Shows a heat map of where devices were concentrated.
- **Source Markets:** Shows origin markets in map format.

If you have questions or would like to participate in the Event Dynamic Visualization co-op, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com.

MMGY Eureka! Platform License Annual Subscription

\$6,000 per partner, or \$5,000 for Visit NC Tourism Conference attendees.

Subscribe to MMGY's Eureka! online research library, featuring 40+ syndicated studies on the travel and tourism industry. Visit NC Tourism Conference attendees receive a discounted annual Explorer-level subscription for \$5,000 (standard rate \$6,000) with 12 months of access. This limited-time offer expires June 30, 2026.

Powered by MMGY Travel Intelligence, Eureka! pairs an AI-powered research assistant with a one-stop intelligence hub to help you better understand traveler behavior and strengthen strategic marketing plans.

Interested partners may reach out to the **MMGY team**, subscriptions@mmgyintel.com and mention promotional code VISITNC PARTNERS.



Datafy: Analytics Dashboard & Website Attribution

This program, offered through Visit NC's co-op, provides a dynamic analytics dashboard and website attribution at discounted rates starting at \$12,800 per year (pricing based on destination population).

Key Program Features

- **Dynamic Analytics Dashboard:** Find easy-to-understand, on-demand insights.
- **Custom Filtering:** Filter by date, category, origin (down to the ZIP code level) and more.
- **Report Builder Tool:** Create and save custom reports and/or use our prebuilt templates.
- **Website Pixel:** See how website visitors convert to real-world visitors.
- **Dedicated Customer Support:** Get ongoing support to help you make the most of your insights.

Visitor Behavior Data Sets

The program provides access to comprehensive filterable data sources:

- Geolocation data
- Credit card spending data
- Demographic data
- Airport data
- Ability to visualize your lodging data

Website Attribution Insights

Connect online efforts to offline results by learning:

- Top-performing acquisition channels (paid social, search, AI, etc.)
- Top origin markets (down to the ZIP code level)
- In-market spending insights and demographics
- Visitor trip length and top points of interest visited

Custom Report Features

- Templated saved reports
- On-demand custom reporting tool (select visuals, date ranges and data sets)
- Brand colors and logo
- Exportable-to-PDF feature

If you have questions or would like to participate in Datafy's program, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com.

RESEARCH PROGRAMS (CONTINUED)



Key Data: Vacation Rental Data

Key Data’s dashboard is available through Visit NC’s co-op program at annual rates starting at \$4,500, depending on the size of your DMO’s annual budget. Key Data is offering a 25% discount on the annual subscription fee for Visit NC partners.

Visit NC is partnering with Key Data, the industry leader for lodging data (both vacation rental and hotel) in your market and surrounding markets. They’ve created the industry’s first comprehensive accommodations picture in an interactive, real-time DMO dashboard. Through direct integrations with vacation rental and hotel reservation systems, Key Data provides DMO partners with a robust online platform that makes visualizing your destination’s data easier.

Key Data can help you answer questions such as:

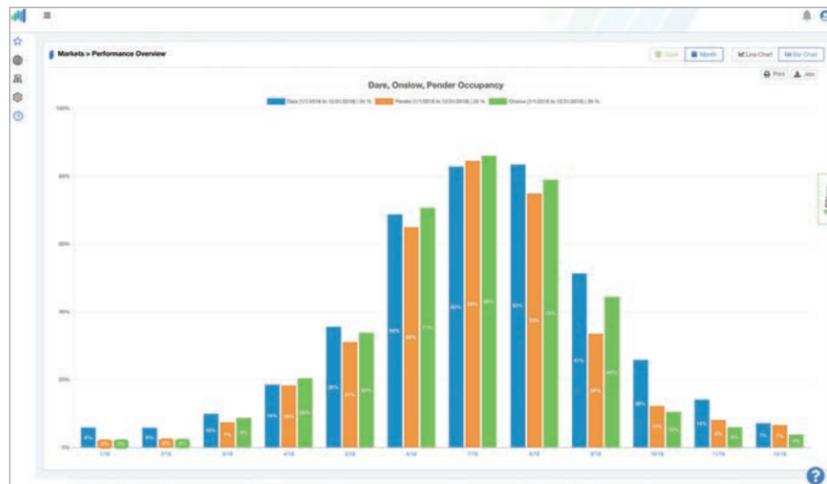
- How is 2026 pacing in overall bookings?
- Are we on track to exceed last summer’s occupancy and ADR?
- Which of my areas are performing the best, and which need some attention?

- Where are our fastest-growing feeder markets for peak season?
- How are we looking compared with competitive destinations?

Key Data’s DMO dashboard answers these questions with up-to-date transactional data that presents your destination’s metrics visually with easy-to-grasp dashboard views of more than 30 KPIs, including ADR, nights sold/nights available, length of stay, booking window and more.

Key Data also provides a DMO marketing platform for tracking visitation patterns by mapping visitors who stay overnight in your destination back to their home addresses. This allows DMOs to advertise to the most frequent and highest-value visitors.

If you have questions or would like to participate in the Key Data program, please reach out to **Alyssa Stroker**, alyssa.stroker@keydatadashboard.com.



Sample DMO Dashboard by Key Data

INDUSTRY RELATIONS

Destination Immersion

Destination Immersions invite Visit NC staff to spend time in partner communities to experience key tourism assets firsthand, including local attractions and activities. The team also meets with the local DMO for in-depth discussions on priorities, opportunities and challenges. These immersions occur on a quarterly basis. Partners interested in hosting should contact **Kathy Prickett**, kathy.prickett@visitnc.com.



INDUSTRY RELATIONS (CONTINUED)



Retire NC & Community Development

This program is available for an annual fee of \$3,000 per partner, requiring a five-year commitment.

Emphasizing North Carolina’s assets that make it a top retirement destination, Visit NC’s Retire NC program works to bring potential retirees to the state by promoting RetireNC.com and the North Carolina Certified Retirement Communities program. Visit NC maintains and promotes the Certified Retirement Communities program to help partners influence prospective retirees to learn more about relocating to North Carolina in their retirement.

The Certified Retirement Communities Program

In 2008, state legislation established the North Carolina Certified Retirement Communities program under the NC Department of Commerce. The program was updated in 2018 to strengthen its promotion of North Carolina as a retirement destination.

Communities interested in becoming a Certified Retirement Community must complete an application and all prerequisite work. Some of the criteria communities must meet to apply include:

- Be an incorporated town, city, municipality or county
- Be within 50 miles of a hospital or emergency medical services
- Establish a retiree attraction committee
- Develop or have a marketing and public relations plan
- Develop or have a long-term community plan
- Complete an application and submit it by January 31 and July 31 of each calendar year

If you would like more information about Retire NC, please reach out to **Andrè Nabors**, andre.nabors@visitnc.com.



Outdoor NC

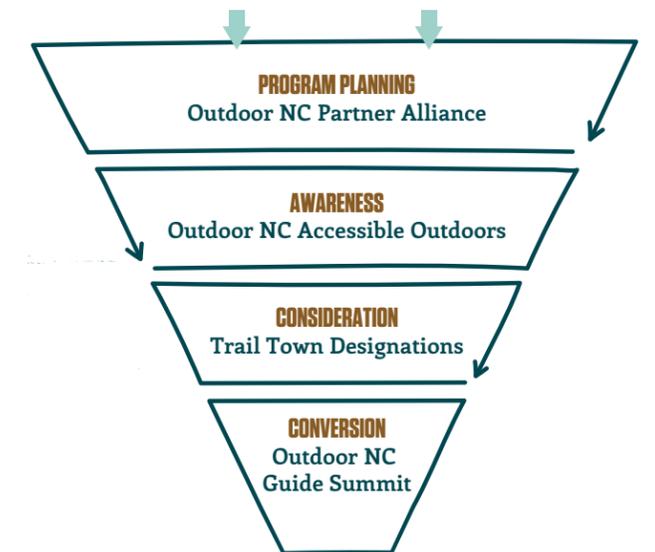
North Carolina is a beautiful state, featuring stunning landscapes that range from 6,000-foot peaks in the west to 100-foot sand dunes on the coast. It’s no surprise that millions of people visit our state every year. To help communities mitigate the impact of all that attention, Visit NC launched destination stewardship programming under the Outdoor NC brand. This initiative aims to balance the quality of experiences for visitors with the well-being of residents while conserving our natural and cultural resources.

The Outdoor NC stewardship program offers participants ready-to-use resources to raise awareness, activate projects and celebrate positive outcomes. This initiative began in 2020 when Visit NC, in collaboration with the NC Outdoor Recreation Industry Office and Leave No Trace, partnered to ensure our precious outdoor resources thrive for the millions who visit these spaces each year. Our outdoor areas attract visitors from around the globe, and 63% of residents who enjoy outdoor activities do so within 10 miles of their homes. Caring for our outdoor resources is vital for all forms of economic development.

The initiative consists of four (4) partner programs:

- Outdoor NC Partner Alliance
- Outdoor NC Accessible Outdoors
- Outdoor NC Trail Town Designation
- Outdoor NC Guide Summit

By becoming a partner of the Outdoor NC Alliance, you are eligible for the programs mentioned above and a wide variety of marketing opportunities. Though Outdoor NC is within the Program Planning funnel phase, it consists of robust programs that can reach other phases of the funnel, as illustrated below.



If you would like to learn more about any of the Outdoor NC programs or want to join the movement to become a member of the Partner Alliance, please reach out to **Meg McFadden**, meg.mcfadden@visitnc.com.

INDUSTRY RELATIONS (CONTINUED)



Outdoor NC

Each destination is in a unique place on its stewardship journey. The new “choose your own adventure” program allows you to engage with Outdoor NC at a level that best suits your needs. See below for more information on each adventure pathway, to help you progress whether you’re at the trailhead or a seasoned steward seeking to summit new stewardship peaks.

Program	Details	Offerings
Trailhead \$300	Designed specifically for destinations that are beginning to develop their stewardship programs.	<ul style="list-style-type: none"> • Access to the Outdoor NC Trailhead toolkit • Outdoor NC logo for communications and educational efforts • Organization logo featured on the Outdoor NC website with outbound link • Usage rights for the seven Outdoor NC Leave No Trace Principles • One-sheet introductory guidance to establish your destination stewardship story • 10% discount on educational materials and merchandise from the Leave No Trace store • Access to destination stewardship learning labs, global trends report, tools and resources
Pathfinder \$750	Designed specifically for destinations that are building the foundation of destination stewardship. Outdoor NC will shepherd you through a step-by-step process to achieve the Outdoor NC Trail Town Stewardship Designation. Limited to 15 participants.	<ul style="list-style-type: none"> • Trail Town Stewardship Program Participation • Trail Town Stewardship Promotion • Access to the Outdoor NC Pathfinder toolkit <p>Includes: All offerings in Trailhead above</p>
Trailblazer \$1,500	Designed specifically for destination partners who have an established destination stewardship story to tell and would like to actively promote their story and grow their stewardship campaign. Limited to 35 participants.	<ul style="list-style-type: none"> • One Meta platform story spotlight with Outdoor NC stewardship messaging (partner content submission required) • E-newsletter spotlight integrated into monthly thematic content highlighting destinations’ outdoor offerings and stewardship efforts • OutdoorNC.com Trailblazer feature • An additional 5% discount on most Visit NC co-op programs • Access to the Outdoor NC Trailblazer toolkit with learning labs, global trends report, tools and resources • Outdoor NC logo for communications and educational efforts • Organization logo featured on the Outdoor NC website • Usage rights for the seven Outdoor NC Leave No Trace Principles to promote your destination stewardship story • 10% discount on educational materials and merchandise from the Leave No Trace store

Program	Details	Offerings
Summit \$4,500	Designed specifically for destinations with an established stewardship story to share that would like to explore new ways to collaborate.	<ul style="list-style-type: none"> • Entry in and access to the Outdoor NC Collaboration Field Guide, an all-in-one resource of organizations willing and able to collaborate on destination stewardship marketing • Premium web content on OutdoorNC.com • One (1) Instagram and one (1) Facebook feature post highlighting the partner and Outdoor NC stewardship messaging (limited availability) • E-newsletter feature integrated into monthly thematic content highlighting partner destination’s outdoor offerings and stewardship efforts (limited availability) • OutdoorNC.com Summit feature • An additional 5% discount on most Visit NC co-op programs • Access to the Outdoor NC toolkit • Outdoor NC logo for communications and educational efforts • Organization logo featured on the Outdoor NC website • Usage rights for the seven Outdoor NC Leave No Trace Principles to promote your destination stewardship story • 10% discount on educational materials and merchandise from the Leave No Trace store • Access to Trail Town destination stewardship learning labs, global trends report, tools and resources

INDUSTRY RELATIONS (CONTINUED)

Outdoor NC

Add-on affiliate programs for all Outdoor NC Alliance partners:

WANDER MAPS

Wander Maps is a digital mapping and wayfinding platform designed to help destinations clearly showcase trails, outdoor assets and points of interest through an intuitive user experience. Built with outdoor-focused communities in mind, Wander enables partners to organize trail systems, access points, amenities and stewardship information into an interactive map that enhances trip planning while supporting responsible outdoor recreation.

Through this affiliate partnership, Outdoor NC members receive preferred pricing to help reduce upfront costs while creating long-term value.

WHEEL THE WORLD

Wheel the World is a global leader in accessible travel, helping destinations build and maintain verified accessibility information across lodging, attractions, dining and outdoor experiences. Through its Destination Verified program, partners gain access to a centralized platform that combines verified accessibility data, an embeddable API for existing listings and an AI-powered conversational chatbot, customized for each destination to support confident trip planning for travelers of all abilities.

LEAVE NO TRACE

Leave No Trace is the national leader in responsible recreation education, supporting Outdoor NC partners in preserving natural resources while welcoming visitors. Through this affiliate offering, partners can develop locally relevant stewardship messaging grounded in the Leave No Trace Seven Principles and aligned with Outdoor NC's stewardship initiatives. Services offered focus on practical, place-based education that helps destinations address recreation impacts through custom visitor messaging, subject-specific campaigns, youth education tools, digital content, staff and partner training, and strategic planning support. This work helps embed stewardship into everyday marketing and operations while building long-term capacity for responsible outdoor use.

If you would like more information, please reach out to **Meg McFadden**, meg.mcfadden@visitnc.com.

North Carolina Sports Grants

The state's unwavering commitment to enhancing the sports landscape is increasingly evident, highlighted by the provision of half a dozen substantial grants. These grants are designed to support a range of initiatives, including funding for team travel to competitions, hosting youth events, upgrading essential equipment and facilities, promoting amateur sports, fostering the growing esports industry, and enhancing the

experience of major sporting events and attractions. With this robust support, we are well equipped to create unforgettable experiences for participants and spectators alike.

For more information and to apply, see sportsnc.com/north-carolina-sports-grants.



North Carolina Sports Association

sportsnc

The North Carolina Sports Association is a membership-based organization of sports commissions, CVBs, parks and recreation entities, sports authorities and more from across North Carolina whose purpose is to grow, promote and enhance the general welfare of the sports industry. The NCSA works in partnership with

Visit NC to promote the state to sporting event organizers under the brand of SportsNC. This is a membership-based organization.

For more information, please reach out to info@competenorthcarolina.com.



AWARENESS PROGRAMS

 Doughton Park, Traphill

SOCIAL PROGRAMS

Social Media Spotlight

After working with you to determine content to feature, our team will travel to a maximum of five (5) locations to gather content for social media use and feature your destination across Visit NC’s Instagram Reels, Instagram Stories, TikTok, Facebook and Threads within a month of the trip being completed. You may opt in for the Joint Posting program at no extra cost so that posts can live on both your Instagram feed and Visit NC’s.

PARTNER BENEFITS

Receive social-quality pictures, a robust presence on Visit NC’s social media channels of 523,000+ followers and a recap report. Spotlights earned an average of over 34,800 impressions and 680 engagements across channels in 2025.

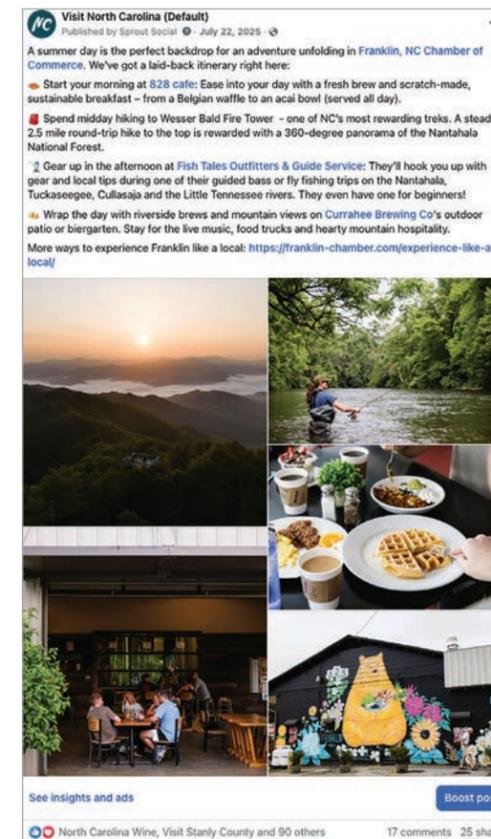
PRICE

\$3,500

Partners are also responsible for lodging, dining and activity expenses and will be invoiced following the Spotlight for these expenses, if incurred.

INVENTORY

One (1) partner spot per month (12 spots total per fiscal year)



SOCIAL PROGRAMS (CONTINUED)

Instagram UGC

Visit NC’s social media team will utilize user-generated content (UGC) featuring your destination to create one organic feed post during the month your program runs. The social team will search for UGC among the four locations you provide and select the final image to be featured on Instagram. The program includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on your behalf. You may also opt in for the Joint Posting program at no extra cost so that posts may live on both your Instagram feed and Visit NC’s. New this year, your UGC post (whether static or video) will live on a corresponding Things to Do category page on VisitNC.com, such as Adventure & Outdoors or Kids & Family.

PARTNER BENEFITS

This program provides your destination with permanent real estate on Visit NC’s feed, which has a highly engaged Instagram audience of over 225,000 followers.



PRICE

\$1,000

INVENTORY

One (1) partner spot per month (12 spots total per fiscal year)



Joint Posting

This added-value program allows you to opt in to have your posts live on both your Instagram feed and Visit NC’s. When you purchase a social media spotlight or Instagram UGC promotion program, you have the option to take advantage of joint posts. If you purchase both a social spotlight program AND an Instagram UGC promotion, you will receive one free joint post at the Visit NC social team’s discretion.

PARTNER BENEFITS

Joint posts amplify engagement with the content posted, as followers from both users’ platforms will have the post on their feed. Posting instructions for you to opt in to the joint post will be sent along with sign-up confirmation.

PRICE

Free

INVENTORY

Available to all partners participating in one of the following:

- Social Media Spotlight
- Instagram UGC promotion



E-NEWS PROGRAMS

Welcome Journey Featured Content

As new individuals sign up for Visit NC’s e-news, they begin to receive a series of emails from Visit NC to get to know them better. This is called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. Partners can select to have their content featured as the itinerary recommendation that is served, aligning with specific interest categories, as well as inclusion in default content.

PARTNER BENEFITS

By associating with an interest category, you are guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

PRICE

\$1,000

INVENTORY

Limit one (1) per year per partner for the following interest categories (as well as inclusion in default content):

- Mountains
- Coast
- City
- Small Towns

With one (1) being reserved for Tier 1

Eat & Drink E-News

This e-news program invites you to be highlighted in the body of the Visit NC Eat & Drink newsletter, a biannual interest-specific email that is sent to a segment of Travel Insider subscribers comprised of more than 13,000 engaged consumers and growing.

PARTNER BENEFITS

Highlight your compelling culinary or dining experiences with an audience that has indicated specific interest in Eat & Drink. A downstream link will promote visitation to your website.

PRICE

\$350

INVENTORY

Two (2) partner spots in fall and spring (four [4] total per fiscal year)

Thank You Email Sponsorships

Those who sign up for a Visit NC e-newsletter on VisitNC.com will receive an auto-trigger thank you email as the beginning of our Welcome Journey. This sponsorship opportunity allows you to place an ad in this thank you email, generating brand awareness alongside Visit NC content and messaging.

PARTNER BENEFITS

The thank you email sponsorship ensures your ad is served to an already-engaged audience, and it includes a click-through URL so subscribers can learn more about your destination.

PRICE

\$500

INVENTORY

Four (4) partner spots per fiscal year (one [1] per quarter)

First in Fright Featured Content

This program invites partners to be included in the body of the Visit NC First in Fright e-newsletter, part of our year-round haunted tourism initiative. The seasonal First in Fright email segment is composed of over 14,000 dedicated consumer leads looking to connect with local lore and one-of-a-kind spooky experiences.

The Welcome Journey is an ongoing send that is delivered to all new First in Fright leads, exposing them to your destination within 48 hours of sign-up.

PARTNER BENEFITS

Share your destination’s unique stories or relevant seasonal activities with an audience that has indicated a specific interest in paranormal tourism.

PRICE

\$350

SEASONAL EMAIL INVENTORY

Four (4) partner spots total per year (two [2] spots in the fall deployment; two [2] spots in the spring deployment)

WELCOME JOURNEY INVENTORY

Two (2) partner spots per year

MULTICHANNEL PROGRAMS

Featured Content Sponsorship

Sponsor a portion of a listicle specific to your destination within a seasonal or thematic story on VisitNC.com. Your featured content will be promoted on Visit NC social channels via a two-slide Instagram story and a static Pinterest post, both including a swipe-up link to the featured content story during the season in which the story is published.

PARTNER BENEFITS

These listicles are handpicked by the Visit NC content team as highly engaging opportunities, and they're featured prominently on Category Detail pages, Seasonal landing pages or Campaign landing pages.



PRICE

\$1,200

INVENTORY

10 spots per fiscal year

DIGITAL PROGRAMS



AARP Digital Program

To reach our Retire NC audience, AARP.org provides geotargeting to key out-of-market DMAs and behavioral interests likely to resonate with travel-enthusiast AARP members. AARP is a top destination for the 50+ audience.

This program includes a run-of-site display across desktop and mobile with geo- and interest targeting. By engaging with AARP through the Visit NC partner program, you can achieve a 27% discounted CPM compared with the standard rate.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month	Customize your campaign based on the following selections: <ul style="list-style-type: none"> One (1) consecutive month between July 2026 and June 2027 Targeting options (choose any combination, minimum of five [5] states or five [5] DMAs): <ul style="list-style-type: none"> Out-of-state market travelers targeting (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA and Washington, DC) Food & Culture interest targeting 	Display <ul style="list-style-type: none"> \$12 CPM 	Display <ul style="list-style-type: none"> 300 x 600 300 x 250 Click-through URL
\$10,000 Per Partner Per Month	Customize your campaign based on the following selections: <ul style="list-style-type: none"> One (1) consecutive month between July 2026 and June 2027 Targeting options (choose any combination, minimum of five [5] states or five [5] DMAs): <ul style="list-style-type: none"> Out-of-state market travelers targeting (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA and Washington, DC) Food & Culture interest targeting 	Display <ul style="list-style-type: none"> \$12 CPM 	Display <ul style="list-style-type: none"> 300 x 600 300 x 250 Click-through URL

Fall 2026	Winter 2026/2027	Spring 2027	Summer 2027
Fall Trips You Might've Overlooked Celebrate Fall at Colorful Events Farm Stays in NC	Guide to December Holiday Events Build an NC Welcome Bag	Offbeat Attractions and Museums Spring Break Destinations Ways to Wellness: Spas, Forest Bathing, Retreats	Fishing Spots Across NC Farm-to-Table Dining Spots

DIGITAL PROGRAMS (CONTINUED)



HypeAuditor’s Creator Curation Service

HypeAuditor’s Creator Curation Service is available to five (5) partners per fiscal year at \$1,500 per partner.

HypeAuditor is an AI-powered influencer discovery platform designed to help brands identify high-quality influencers and content creators that align with their target audience. The Creator Curation service streamlines this process by ensuring you connect with the right creators. Visit NC and lūquire will guide you through the process and provide a curated list of creators. You will handle all influencer outreach and activation from there on. Here is how the process works:

1. Partner Input: Complete a creator intake form outlining your wish list and specific needs.

2. Curated List: Receive a curated list from lūquire and Visit NC of 10 creators perfectly aligned with your brand and goals.

3. Detailed Deck: Receive a comprehensive presentation featuring the selected creators, including content ideas and activation suggestions.

Delivery Options: Choose the method that works best.

- **Option A:** A guided walk-through of the deck with highlights of the creators and activation opportunities.
- **Option B:** A detailed deck sent via email, paired with an influencer outreach template.

With Creator Curation, we aim to empower you to build meaningful collaborations and drive success in your campaigns.



AccuWeather

The AccuWeather program is available at investment levels starting at \$2,500 per partner.

Weather is one of the essential factors when planning vacation travel, and AccuWeather users visit the platform daily (on average three times a day) and to plan their last-minute weekend getaways and upcoming vacations.

This program continues to offer three unique packages for you to tap into AccuWeather’s loyal and engaged audience across its desktop, mobile web and mobile app platforms. Scalable price points and options of display plus high-impact creative allow for flexibility in addressing various goals, budget levels and asset availability. Additionally, you can tailor your geo and audience selections with an opportunity to target based on inclement weather conditions or activity indexes.

Options include:

- Ability to use weather as a trigger for travel inspiration and motivation (cold/inclement weather, Golf index, Beach index, Outdoor Activity index), as well as an option without the trigger
- Multiple pricing tiers and product availability: display, pre-roll video, custom high-impact unit
- Customizable audience third-party targeting options: Food & Culture, Adventure & Outdoors, Sports Enthusiasts or Travel Intenders
- Complete and detailed reporting of key performance indicators
- \$10,000 campaign minimum; added-value production with custom high-impact hero unit



Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner Per Month Per Audience</p>	<p>Customize campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose any combination, minimum of five [5] states or five [5] DMAs): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts, Travel Intenders 4) One (1) optional weather trigger: inclement weather (e.g., local conditions are “cold”) OR activity index (e.g., local conditions are ideal for “golf”) 	<p>\$2,500 investment tier is reserved for display only:</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$5.00-\$9.50 CPM • With weather trigger: \$5.00-\$9.50 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Click-through URL</p>
<p>\$5,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Same as investment tier above</p>	<p>\$5,000 investment tier includes display (cross-platform) and video (cross-platform):</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$5.00-\$9.50 CPM • With weather trigger: \$5.00-\$9.50 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Same as investment tier above</p>	<p>\$10,000 investment tier includes display (cross-platform) and high-impact unit:</p> <p>Display</p> <ul style="list-style-type: none"> • No weather trigger: \$5.00-\$9.50 CPM • With weather trigger: \$5.00-\$9.50 CPM <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> • No weather trigger: \$15 CPM (hero) • No weather trigger: \$13 CPM • With weather trigger: Same as above 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90 <p>Custom High-Impact Unit</p> <ul style="list-style-type: none"> • AccuWeather to build • Partner to provide logo, imagery, copy, fonts, brand guidelines, standard display PSDs (directional) <p>Click-through URL</p>

DIGITAL PROGRAMS (CONTINUED)



Garden & Gun Digital Program

The Garden & Gun digital program is available at investment tiers of \$2,500, \$5,000 or \$10,000 per two-month flight.

This exciting opportunity allows you to reach Garden & Gun’s digital audience (885,000+ monthly visitors) via a cross-device (desktop, tablet and mobile) display campaign.

Garden & Gun is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel and from food and drink to visual splendor. At its heart, G&G is about the richness of the South, and how a deep appreciation for its character can enhance life both within the region and beyond. GardenandGun.com is a direct route to reach those looking for the charm of the South. Whether visitors are searching for great travel destinations, events or other possibilities, G&G hosts it all.

Partner display units will be served across the site, with the opportunity to hold a homepage takeover for one (1) week, leveraging exclusive positioning at 100% share of voice at the \$10,000 level. By partnering with G&G through the Visit NC program, you will receive:

- Priority with dates and special partner pricing
- Individualized reporting delivered at campaign end, including impressions, clicks and CTR — a 40% rate savings

Ten (10) partner maximum in total per flight; inquire about homepage takeover available dates.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets	Rate Savings	Benchmarks
\$2,500 Per Partner	Flighting options: September-November 31, 2026; March 1-May 30, 2027 Targeting GardenandGun.com site visitors cross-channel: <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting 	Display • 200,000 guaranteed impressions • \$12.50 CPM	Display • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL	40% Rate Savings	Display Average CTR: 0.06%
\$5,000 Per Partner	Flighting options: September-November 31, 2026; March 1-May 30, 2027 Targeting GardenandGun.com site visitors cross-channel: <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting 	Display • 454,400 guaranteed impressions • \$11.00 CPM	Display • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL	40% Rate Savings	Display Average CTR: 0.06%
\$10,000 Per Partner	Flighting options: September-November 31, 2026; March 1-May 30, 2027 Targeting GardenandGun.com site visitors cross-channel: <ul style="list-style-type: none"> • Food & Drink • Home & Garden • Arts & Culture • Travel, Music, Sporting 	Display • 691,000 guaranteed impressions • \$10.75 CPM	Display/Homepage Takeover (HPTO) • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL <i>Homepage takeover at 100% share of voice: reserve one (1) week from five (5) total options within flight on a first-come, first-served basis.</i>	41% Rate Savings	Display Average CTR: 0.06% HPTO Avg. CTR: 0.10%

DIGITAL PROGRAMS (CONTINUED)

OTT/CTV Program

The OTT/CTV program is available to partners at a minimum investment level of \$7,000.

This program allows you to serve your videos to the right person, at the right time, on the right device. The buy will reach desired viewers where they're consuming premium content across highly coveted OTT (over the top/Internet-connected devices such as Apple TV or Roku devices) and CTV (connected TV/internet-enabled TV/smart TV). Inventory relationships are with Hulu, Peacock, Sling TV and more.

With increasing fragmentation among TV audiences, OTT and CTV inventory expands traditional programming viewership by reaching cord-cutters and households with multiple streaming subscriptions

(Paramount+, Hulu, etc.). In addition, 75% of individuals are now looking to cut costs with their video content consumption, leading to an increase in ad-supported streaming.

In OTT environments, in-stream video ads are played full-screen with 100% share of brand voice. These tactics strengthen ad recall, favorability and awareness.

- Awareness-building video viewership that's highly targeted, cost-efficient and measurable
- Media curated, executed and managed by Visit NC's agency media team at lūquire
- Complete and detailed reporting of key performance indicators



Investment	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$7,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Customize campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • \$35 CPM 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • :15 and/or :30 video
<p>\$10,000</p> <p>Per Partner Per Month Per Audience</p>	<p>Customize campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • \$35 CPM 	<p>OTT/CTV</p> <ul style="list-style-type: none"> • :15 and/or :30 video

DIGITAL PROGRAMS (CONTINUED)

NEW Travelzoo North Carolina Sponsored Gallery Program

The Travelzoo Sponsored Gallery travel program is available to partners at a minimum investment of \$5,000.

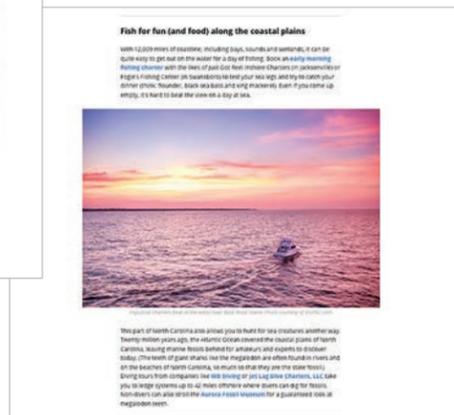
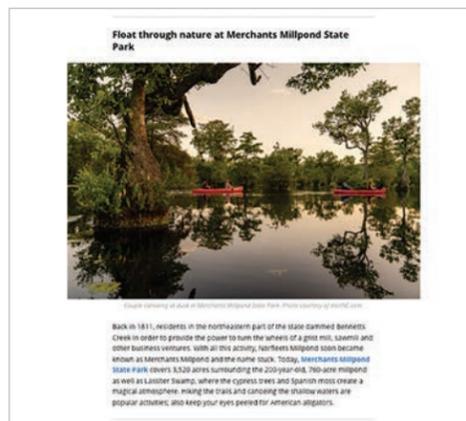
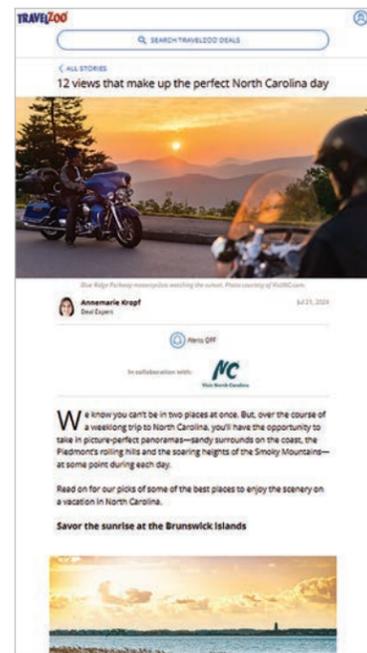
Travelzoo’s audience includes millions of travel enthusiasts looking for their next trip, and 90% tell us they have not yet decided on their next destination. Let’s inspire them to visit North Carolina. You will have the opportunity to participate in a custom-themed Sponsored Gallery, paired with other relevant Visit NC partners. Each Travelzoo Sponsored Gallery custom article will be shared by five (5) partners at an investment of \$5,000 per partner (or two [2] partners at an investment of \$10,000 per partner). Each Sponsored Gallery will be hosted on Travelzoo.com and distributed to a digital reach of 1.5 million active travelers in key DMAs across email, social media and native channels over a two-month period.

The article copy will be written by Travelzoo’s editors in collaboration with each Visit NC partner and will feature strong imagery and links back to your website.

Themes for FY2026-27 include:

- **September 2026:** Fall Favorites in North Carolina
- **January 2027:** Winter Wonders in North Carolina
- **April 2027:** Spring & Summer Fun in North Carolina

If participating partners all fit into a more cohesive editorial theme on a regional or experiential element, Travelzoo reserves the discretion to pivot the editorial approach accordingly after consulting partners.



Investment Options & Audience	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$5,000 Per Partner Per Flight</p> <p>Five (5) partner spots for September 2026</p> <p>Five (5) partner spots for January 2027</p> <p>Five (5) partner spots for April 2027</p>	<p>Article will be one (1) of five (5) featured in a themed Sponsored Gallery on core North Carolina travel pillars, and regional or seasonal experiences.</p> <p>Sponsored Gallery will be flighted for two (2) months between July 2026 and June 2027 and promoted to Travelzoo’s audience via email, social media and native channels.</p>	<p>\$5,000 per partner, per article</p> <p>1.5 million total reach for Sponsored Gallery</p>	<p>Native</p> <ul style="list-style-type: none"> • Copy talking points <p>Images</p> <ul style="list-style-type: none"> • Three (3) to five (5) hi-res images for consideration <p>Up to three (3) tracked URLs</p>
<p>\$8,000 Per Partner Per Flight</p> <p>Three (3) partner spots for September 2026</p> <p>Three (3) partner spots for January 2027</p> <p>Three (3) partner spots for April 2027</p>	<p>Article will be one (1) of three (3) featured in a themed Sponsored Gallery on core North Carolina travel pillars and regional or seasonal experiences.</p> <p>Sponsored Gallery will be flighted for two (2) months between July 2026 and June 2027 and promoted to Travelzoo’s audience via email, social media and native channels.</p>	<p>\$8,000 per partner, per article</p> <p>1.5 million total reach for Sponsored Gallery</p>	<p>Native</p> <ul style="list-style-type: none"> • Copy talking points <p>Images</p> <ul style="list-style-type: none"> • Four (4) to six (6) hi-res images for consideration <p>Up to four (4) tracked URLs</p>
<p>\$10,000 Per Partner Per Flight</p> <p>Two (2) partner spots for September 2026</p> <p>Two (2) partner spots for January 2027</p> <p>Two (2) partner spots for April 2027</p>	<p>Article will be one (1) of two (2) featured in a themed Sponsored Gallery on core North Carolina travel pillars and regional or seasonal experiences.</p> <p>Sponsored Gallery will be flighted for two (2) months between July 2026 and June 2027 and promoted to Travelzoo’s audience via email, social media and native channels.</p>	<p>\$10,000 per partner, per article</p> <p>1.5 million total reach for Sponsored Gallery</p>	<p>Native</p> <ul style="list-style-type: none"> • Copy talking points <p>Images</p> <ul style="list-style-type: none"> • Six (6) to 10 hi-res images for consideration <p>Up to six (6) tracked URLs</p>

*Pricing is dependent on partner participation.

DIGITAL PROGRAMS (CONTINUED)

NEW Outbound 2026 Influencer Activation Program

The Outbound Influencer Activation travel program is available to partners with a minimum investment of \$2,500.

This program is designed to help North Carolina destinations reach today’s travelers where they’re actively discovering and planning trips — through trusted creators, curated email content and social-first storytelling. The Outbound Collective’s audience overindexes on outdoor- and wellness-minded, experience-driven travelers who rely on influencer recommendations, list-based inspiration and email

newsletters to plan road trips and regional getaways, making its “local pro” content a highly effective discovery tool. Research consistently shows that travelers trust creator and peer recommendations more than traditional ads, and that email and social remain primary channels for trip inspiration and intent-driven planning. By pairing authentic, local-led content with repeated exposure across Outbound’s Field Guide email and social channels, you will benefit from both credibility and scale. The result is high-quality destination storytelling that feels native to how modern travelers consume and act on travel media.

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$2,500</p> <p>Per Partner Per Month Per Tactic</p>	<p>Customize campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>Choose one (1) tactic:</p> <p>Display</p> <ul style="list-style-type: none"> • \$12 CPM <p>Native</p> <ul style="list-style-type: none"> • \$12 CPM <p>Video</p> <ul style="list-style-type: none"> • \$24 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 250, 320 x 50, 728 x 90, 970 x 250, 300 x 600, 160 x 600 <p>Native</p> <ul style="list-style-type: none"> • Custom image and copy <p>Click-through URL</p> <p>Video</p> <ul style="list-style-type: none"> • :06, :15 or :30 video <p>Click-through URL</p>
<p>\$5,000</p> <p>Per Partner Per Month Per Tactic</p>	<p>Customize campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>Includes the following tactics:</p> <p>One (1) custom editorial (listicle) written by a “local pro” influencer from NC</p> <ul style="list-style-type: none"> • \$13 CPM <p>Three (3) native ads in Outbound’s weekly Field Guide email</p> <ul style="list-style-type: none"> • \$6.7 CPM 	<p>Custom editorial</p> <ul style="list-style-type: none"> • Imagery, click-through URL <p>Native</p> <ul style="list-style-type: none"> • 1080 x 1080 image, copy, CTA, click-through URL <p>Click-through URL</p>
<p>\$10,000</p> <p>Per Partner Per Month Per Tactic</p>	<p>Customize campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>Includes the following tactics:</p> <p>One (1) custom on-site content shoot by influencer/creator that covers at least 190 must-see outdoor adventures, local food, drink stops, etc.</p> <ul style="list-style-type: none"> • Ten (10) fresh images and one (1) trip recap reel delivered • One (1) custom listicle written by a “local pro” influencer in NC; \$13 CPM <p>One (1) custom social campaign (paid promotion) promoting the listicle, images and reel</p> <ul style="list-style-type: none"> • \$10 CPM <p>Four (4) native ads in Outbound’s weekly Field Guide email</p> <ul style="list-style-type: none"> • \$6.7 CPM 	<p>Custom editorial</p> <ul style="list-style-type: none"> • Imagery, click-through URL <p>Native</p> <ul style="list-style-type: none"> • 1080 x 1080 image, copy, CTA, click-through URL <p>Social video</p> <ul style="list-style-type: none"> • :06, :15 or :30 video

DIGITAL PROGRAMS (CONTINUED)



Streaming & Podcast Audio – Unified Partnerships

Podcast and streaming audio advertising is available to partners at two price points: \$5,000 and \$10,000.

This program allows you to leverage podcast and streaming audio with Unified Partnerships for strategic streaming campaigns. Powered by the iHeart Audience Network, this streaming audio delivery is “simplified audio advertising.”

This offering will achieve one place to reach addressable audiences in premium audio inventory at scale. The iHeart Audience Network distributes brand-safe podcast and streaming inventory, advanced targeting options and comprehensive measurement options. In addition, you will experience updated reporting features, which are available on a dashboard accessible by you at any time.

Digital audio is the fastest-growing medium — faster than video, mobile or social regarding time spent with the medium. The iHeart Audience Network includes iHeart’s O&O, Adwave, Beasley, Bell Media, Bicoastal Media, Bloomberg, Bonneville, Curtis Media Group, DBC Radio, Deezer, Entravision, Hubbard Radio, Leighton Broadcasting, Lotus

Broadcasting, Max Media, My Village Radio, Neuhoff Communications, NRG Media, Pamal Broadcasting, SummitMedia, Sun Broadcasting, Triton Digital’s Open Marketplace, TuneIn, Urban One, World Wrestling Entertainment and others as they come online.

Enjoy a specialized focus throughout each phase of the campaign:

1. **Strategy Planning:** Alignment of objectives, targeting strategy and measurement opportunities to maximize investments
2. **Setup and Deployment:** Campaign creation and deployment, including bid and budget implementation
3. **Performance and Optimization:** Advanced campaign management techniques such as bid adjustments, pacing and delivery
4. **Reporting and Insights:** Data analysis and aggregation to inform optimization and future recommendations



Investment	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month	Customize campaign based on the following selects: <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	Choose one (1) tactic for each \$5,000 investment: <ul style="list-style-type: none"> • Standard Streaming Audio \$10 CPM – :15, :30 or :60 • Podcast Network \$16 CPM 	Assets vary based on investment and tactical selection(s): <p>Audio :15, :30 and/or :60 MP3 audio or script</p> <p>Scripts :15, :30 and/or :60 scripts — no additional cost for production</p>
\$10,000 Per Partner Per Month	Customize campaign based on the following selects: <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	Choose up to two (2) tactics for each \$10,000 investment: <ul style="list-style-type: none"> • Standard Streaming Audio \$10 CPM – :15, :30 or :60 • Podcast Network \$16 CPM 	Assets vary based on investment and tactical selection(s): <p>Audio :15, :30 and/or :60 MP3 audio or script</p> <p>Scripts :15, :30 and/or :60 scripts — no additional cost for production</p>

TRADITIONAL MEDIA PROGRAMS

Print



Garden & Gun

Quarter-Page Investment: \$6,000 per partner (24% savings on standard rates)
 Full-Page Investment: \$17,000 per partner (49% savings on standard rates)
 April/May 2027: Four (4) quarter-page ads
 One (1) full-page partner



Southern Living

Quarter-Page Investment: \$9,500 per partner (54% savings on standard rates)
 April 2027: Four (4) quarter-page ads



Outside Magazine

Quarter-Page Investment: \$3,500 per partner (43% savings on standard rates)
 March/April 2027: Four (4) quarter-page ads



Bridal Guide

Quarter-Page Investment: \$3,400 per partner (69% savings on standard rates)
 September/October 2026: Four (4) quarter-page ads
 March/April 2027: Four (4) quarter-page ads



Carolina Country

Quarter-Page Investment: \$1,750 per partner (20% savings on standard rates)
 September 2026: Four (4) quarter-page ads
 April 2027: Four (4) quarter-page ads

Our State

Quarter-Page Investment: \$1,750 per partner (20% savings on standard rates)
 September 2026: Four (4) quarter-page ads
 April 2027: Four (4) quarter-page ads



Local Market Combo: Large Markets

Atlanta, Philadelphia and Washingtonian

Quarter-Page Investment: \$8,000 per partner (29% savings on standard rates)
 April 2027: Four (4) quarter-page ads



Local Market Combo: Small Markets

Blue Ridge Country, Blue Ridge Outdoors, Cleveland Magazine, Columbus Monthly, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine

Quarter-Page Investment: \$7,500 per partner (31% savings on standard rates)
 September 2026: Four (4) quarter-page ads



MATERIAL REQUIREMENTS

Full-page and quarter-page placements: You will be required to submit a print-ready ad in hi-res PDF format. Creative development is your responsibility. If you need creative support, please contact the **Partner Programs team, vncpartnerprograms@luquire.com.**

TRADITIONAL MEDIA PROGRAMS (CONTINUED)

Print

Publication	September '26	October '26
Garden & Gun Circulation: 400,000 Geography: National (56% in Southeast)		
Southern Living Circulation: 1,524,700 Geography: DE, FL, GA, MD, NC, NJ, NY, PA, SC, TN, VA, Washington, DC		
Outside Magazine Circulation: 225,000 Geography: DE, FL, GA, IL, KY, MD, NJ, NY, OH, PA, SC, TN, VA, Washington, DC, WV		
Bridal Guide Circulation: 100,141 Geography: National	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,400 per partner	
Carolina Country Circulation: 760,000 Geography: Southeast	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$1,750 per partner	
Our State Circulation: 139,907 Geography: Southeast	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$1,750 per partner	
Local Market Combo: Large Markets Atlanta, Philadelphia and Washingtonian Total Circulation: 214,921		
Local Market Combo: Small Markets Blue Ridge Country, Blue Ridge Outdoors, Cleveland Magazine, Columbus Monthly, Orlando Magazine, Pittsburgh Magazine, South Carolina Living and Tennessee Magazine Total Circulation: 1,659,000	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$7,500 per partner	

February '27	March '27	April '27	May '27	June '27
		Three-Page Section Four (4) Quarter-Page Ads, \$6,000 per partner One (1) Full-Page Ad, \$17,000 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$9,500 per partner		
	Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,500 per partner			
		Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$3,400 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$1,750 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$1,750 per partner		
		Brand/Co-Op Spread Four (4) Quarter-Page Ads, \$8,000 per partner		

TRADITIONAL MEDIA PROGRAMS (CONTINUED)



Spectrum Reach & Visit NC Partnership Program Television (Traditional & Streaming TV)

We are making TV buying more accessible by offering three local cable TV advertising packages throughout North Carolina with our traditional/linear TV partner, Spectrum Reach.

The two (2) TV networks being offered are Travel Channel and Spectrum News 1, North Carolina’s only statewide local 24/7 news network. A customized plan could also include popular networks like HGTV, Food Network, ESPN, Discovery Channel and 50+ others. A streaming TV campaign is also a customizable option that would include your commercials being delivered via the Spectrum TV app, Amazon/Prime Video, Paramount+, Tubi, Sling, DirecTV and 450 other networks, apps and streaming services with which Spectrum Reach partners.

Choose from the three (3) packages or work directly with Spectrum Reach to customize your own plan based on your budget, target geography and other needs.

Commercial lengths are 5, 10 or 30 seconds. Commercial production assistance is available through Spectrum, with costs varying between \$0 and \$1,500.

Option	Commercial Schedule	Investment	Required Assets
Package 1	280 5-second commercials per month on Spectrum News 1	Monthly Investment Charlotte or Raleigh: \$3,000 Greensboro: \$2,000 Wilmington: \$1,000 Greenville or Asheville: \$500	:05 commercial Spectrum can assist with commercial production. Production cost: \$0-\$250
Package 2	200 10-second commercials/vignettes per month on Spectrum News 1, with your destination as the sponsor of “Wish You Were Here”	Monthly Investment Charlotte or Raleigh: \$4,000 Greensboro: \$2,500 Wilmington: \$1,400 Greenville or Asheville: \$600	:10 commercial/vignette (sample available to view upon request) Spectrum can assist with commercial production. Production cost: \$0-\$450
Package 3	120 30-second commercials per month on both Travel Channel and Spectrum News 1; 240 commercials per month total	Monthly Investment Charlotte or Raleigh: \$8,000 Greensboro: \$5,000 Wilmington: \$2,000 Greenville or Asheville: \$1,000 <i>Additional discounts for multiple months are offered.</i>	:30 commercial Spectrum can assist with commercial production. Production cost: \$0-\$1,500

PUBLIC RELATIONS

Group Media Missions

Media missions are designed to let you network and share your destination’s story with top-tier travel and lifestyle media. Events planned for 2026 include:

In-State Media Mission

Market: Raleigh/Durham
Tentatively scheduled for October 2026
\$500 plus travel expenses

The event will be an interactive reception/trade show-style gathering with up to 40 destination partners and dozens of North Carolina-based media representatives and influencers. Registration fee includes a pre-event industry educational symposium, event attendance, media contact list and pitch sheet inclusion in the digital media kit. A pitch sheet-only option is available for \$100. A symposium attendance-only option is available for \$100.



Out-of-State Media Missions

Registration is closed for the 2026 missions to Fort Worth/Austin/Dallas, Chicago, Nashville and Charleston. In late fall, the Visit NC PR team will reach out via email to DMO directors and the public relations specialists with the rundown of 2027 missions and an invitation to sign up.



For more information or to sign up for any public relations programs, contact the **Visit NC PR Team**, media@visitnc.com.

INDUSTRY RELATIONS



Retire NC Trade Shows

IDEAL-LIVING EXPOS 2026-27

Each expo is open to five (5) partners for \$500 each.

- ideal-LIVING Expo – New Jersey January 2027
- ideal-LIVING Expo – New York January 2027
- ideal-LIVING Expo – Greater Chicago Area February 2027
- ideal-LIVING Expo – Greater DC Area February 2027

The yearlong investment (December 2026–December 2027) is for Certified Retirement Communities and for Non-Certified Retirement Communities.

Domestic Trade Shows

Each show is open to 10 partners for \$950 each.

TRAVEL & TRADE SHOWS

- Travel & Adventure Show – Washington, DC January 2027
- Travel & Adventure Show – New York, NY January 2027
- Travel & Adventure Show – South Florida February/March 2027

If you would like more information about Retire NC Expos or Domestic Trade Shows, please reach out to **Andrè Nabors, andre.nabors@visitnc.com**.

Community Development

“TRAVELS WITH DARLEY”

“Travels With Darley” is a travel show that airs on PBS. The project showcases Revolutionary War sites along with other popular and also lesser-known attractions. Visit NC featured several sites and destinations in the “NC Revolutionary Road Trip” episode (Season 12, Episode 6), which aired February 8, 2025. More filming opportunities are planned leading up to 2026-27. Costs for this are TBD. If you would like more information about “Travels With Darley,” please reach out to **Andrè Nabors, andre.nabors@visitnc.com**.

THE AMERICA 250 NC PODCAST: EXPERIENTIAL AUDIO STORYTELLING

This immersive travel podcast guides NC visitors through the state, offering tangible experiences in regions related to the state’s rich 18th-century history and beyond. For more information, please reach out to **Andrè Nabors, andre.nabors@visitnc.com**.

International Co-Op Programs

IPW 2027 BOOTH

\$3,000 for a booth share at the 2027 trade show in New Orleans, Louisiana.

IPW – New Orleans, LA May 2-6, 2027

TRAVEL SOUTH INTERNATIONAL SHOWCASE 2026

- \$1,695 per person based on a two (2)-delegate supplier POD for registration and appointments
- \$2,595 for a single-supplier POD for registration and appointments

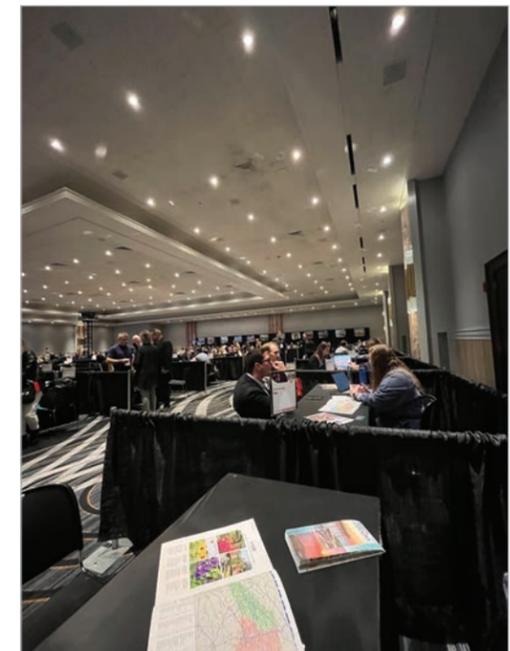
Travel South International Showcase – Nashville, TN December 3-7, 2026

TRAVEL SOUTH GLOBAL MEDIA MARKETPLACE 2027

- \$1,695 per person based on a two (2)-delegate supplier POD for registration and appointments
- \$2,595 for a single-supplier POD for registration and appointments

Travel South Global Media Marketplace – Location, TBA Spring 2027

If you would like more information, please reach out to **Amanda Baker, amanda.baker@visitnc.com**.



INDUSTRY RELATIONS (CONTINUED)

Leisure Group Travel

Published six times a year by seasoned travel journalists, Leisure Group Travel magazine is your gateway to the top decision-makers in group travel. With strategically placed advertising within our focus features, resource guides, destination spotlights or regional itinerary guides, your brand gets the spotlight it deserves.

PREMIER TRAVEL MEDIA

Over the course of its history, Premier Travel Media has evolved by staying on top of market trends, incubating new brands and expanding services to support the needs of the diverse travel industry.

PTM's portfolio represents six (6) brands covering the leisure group travel, sports tourism, student travel, family group travel, destination film production and international inbound markets. Each brand offers specialty travel guides and magazines, content marketing, digital display, and email and brand platform advertising. Catapult your destination to the top of the decision-making funnel with help from Premier Travel Media.

If you would like more information, please reach out to the business development manager, **Cheryl Rash**, cheryl@ptmgroups.com, (563) 613-3068.

SportsNC

SportsNC is a service mark of the Economic Development Partnership of North Carolina, and Visit NC is a unit of the EDPNC. As a subsidiary brand of Visit NC, SportsNC works to capitalize on hosting sports events in the state and focuses its resources on marketing the state as an attractive destination for both event organizers and athletes.

SPORTS NC LISTINGS DMOS

Did you know there is no cost to be listed on SportsNC.com? Listings target sports event

organizers and rights holders and include a header image, a paragraph about the destination for sports event planners, the organization's website, a sports landing page link, contact information, three (3) venues with links and four (4) facility/sports photos.

For more information, please reach out to **Meg McFadden**, meg.mcfadden@visitnc.com.

CONSIDERATION PROGRAMS

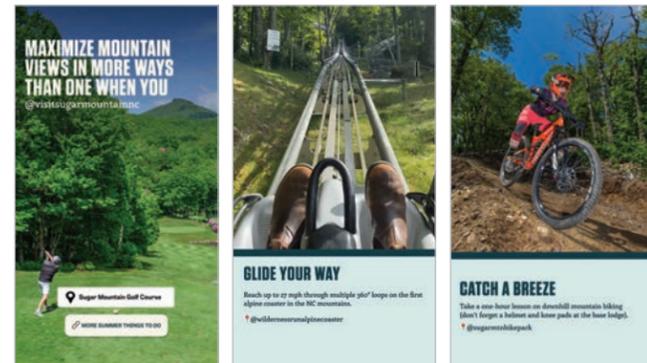
SOCIAL PROGRAMS

Instagram Story Feature

Using your content, our social media team will develop an Instagram Story that will be featured from Visit NC’s account. Once the content is received, our team will develop your assets into a Story, adding text, captions and other fun engagement features to make it social media friendly. Stories will go live on a date agreed upon by you and Visit NC and will last for 24 hours in the Story feed. Categories can include a general theme, event or other content existing on VisitNC.com.

PARTNER BENEFITS

In 2025, Visit NC’s Instagram Story features saw an average of over 8,400 impressions and over 100 engagements per Story.



PRICE

\$1,000

INVENTORY

One (1) partner spot per month with four (4) slides per feature

Seasonal Overview	
Summer 2026	July, August, September 2026
Fall 2026	October, November, December 2026
Winter 2027	January, February, March 2027
Spring 2027	April, May, June 2027

VISITNC.COM PROGRAMS

Interest Category Page Feature

Here is your chance to be highlighted on one of VisitNC.com’s interest overview category pages: Adventure & Outdoors, Arts & Culture, Eat & Drink, History & Heritage, Kids & Family, Rest & Rejuvenation or Romantic Getaways. These pages are discoverable all year long and hold content that is specific to the highlighted interest.

PARTNER BENEFITS

These pages are linked directly from the new navigation bar, driving organic traffic from a highly engaged audience. This feature offers prominent placement on one of these pages.

PRICE

\$2,000

INVENTORY

Three (3) partner spots per 12-month flight

Seasonal Overview Page Feature

Highlight your destination on one of VisitNC.com’s seasonal overview pages, which highlight season-specific content yet are discoverable all year long. The Seasonal Overview Page Feature, Interest Category Page Feature and Interest Detail Page Feature will all be formatted as shown below.

PARTNER BENEFITS

A seasonal overview page is linked directly off the home page during its season and is always discoverable on both site search and organic search.



PRICE

\$1,500

INVENTORY

Five (5) partner spots per fiscal year

VISITNC.COM PROGRAMS (CONTINUED)

NEW Interest Detail Page Feature

Here is your chance to be highlighted on one of VisitNC.com’s interest detail pages:

- Accessible Activities
- African American Culture & History
- Amusement, Theme & Water Parks
- Beaches
- Beer
- Biking & Cycling
- Blackbeard & Maritime History
- Blue Ridge Parkway & Scenic Drives
- Camping
- Craft Heritage
- Equestrian
- Fishing & Hunting
- Furniture & Shopping
- Golf
- Hiking
- Kayaking & Paddling
- Motorcycling
- Motorsports & Racing
- Mountain Biking
- Museums
- Native American Culture & History
- Natural Attractions
- Pet-Friendly Travel
- Rivers & Lakes
- Skiing & Snowboarding
- Spas & Wellness
- Sports
- State & National Parks
- TV & Film
- Waterfalls
- Wine
- Zip Lining & Aerial
- Zoos & Aquariums

PRICE

\$1,000

INVENTORY

Ten (10) partner spots per 12-month flight

PARTNER BENEFITS

If your destination indexes strongly against a specific interest, this allows you to be a top consideration for web visitors.

NEW Custom POI Content

This content program invites you to showcase your destinations in evergreen content on VisitNC.com that is discoverable through organic and search site and within POI content features. Partners will be able to choose from a selection of traveler interests to affiliate their point of interest with, which will help connect them with their best consumer match statewide.

A partner’s point of interest should be an open, visitable destination with a specific address whose primary function is not lodging, hospitality or culinary. For example, children’s museums, natural attractions, historic sites, public artworks or city parks would be eligible for the Points of Interest program. Breweries, restaurants, social districts, hotels, inns and wineries would not be eligible for the program.

PARTNER BENEFITS

Highlight your points of interest as evergreen content across the Visit NC website. A downstream link will promote visitation to your website.

PRICE

Basic Build

\$500

(One hero image, 75- to 150-word description, website, phone number)

Expanded Build

\$850

(One hero image, 75- to 150-word description, website, phone number, two vertical staggered feature images each with one to two sentences of copy, one horizontal featured image with optional expandable dropdown able to house additional copy and a CTA button)

INVENTORY

Twelve (12) spots per year at one (1) partner per month

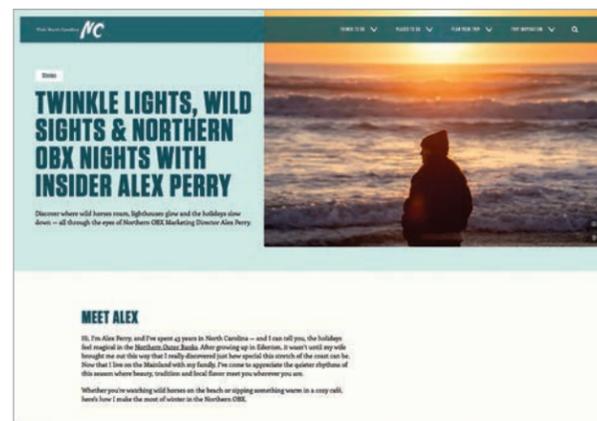
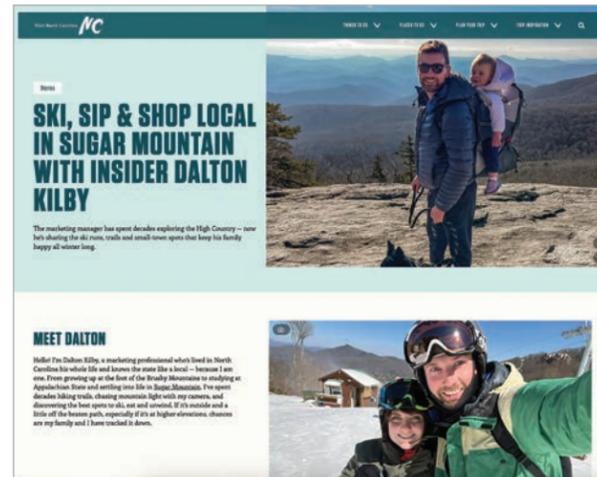
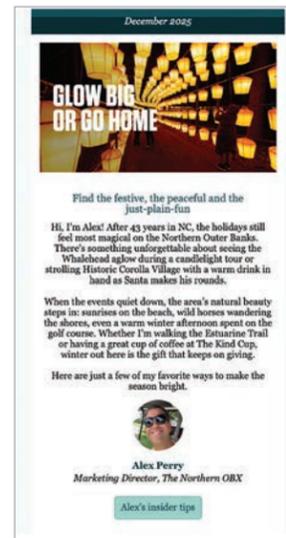
MULTICHANNEL PROGRAMS

Insider Custom Itinerary & E-News Promotion

Insider custom itineraries will be written by the Visit NC editorial team based on input and collaboration with you on desired content and key messages to cover. Coinciding with the month your insider itinerary goes live on VisitNC.com, you will be featured as the lead voice for our monthly e-newsletter with a personalized introduction leading to your custom itinerary page. Itineraries should include between six (6) and ten (10) specific locations, and at least 80% of stops should be accompanied by high-quality imagery. Your itinerary will live on automated modules on corresponding interest and subregional overview pages, in site search and in personalized modules.

PARTNER BENEFITS

The Insider story is regularly among the top three highest-clicked items in the monthly e-newsletter. The Visit NC email list is currently at 180,000+ opt-in subscribers, with the ability to capitalize on specific segments. We will leverage these audiences to increase engagement with your destination site and allow for real-time insights into clicks and content interaction.



Custom Itinerary Content

Custom content itineraries will be written by the Visit NC editorial team based on input and collaboration with you on desired content and key messages to cover. Itineraries should include between six (6) and ten (10) specific locations, and at least 80% of stops should be accompanied by high-quality imagery.

PARTNER BENEFITS

Your custom itinerary will be published on VisitNC.com and placed as a featured itinerary on at least one (1) interest category page and one (1) Places to Go overview page for the fiscal year. You may note your preferred interest category page placement, but Visit NC will ultimately make the final decision based on inventory. Your itinerary will be placed on and promoted through three (3) posts on Instagram Stories, Facebook and Threads, as well as an SEO-based pin on Pinterest. A custom itinerary will also be eligible for a Custom Content Refresh in the future.

PRICE
\$3,000

INVENTORY
One (1) partner spot per month



Custom Content Refresh

Freshen up your existing custom content story without changing the overall structure or theme. The Visit NC editorial team will work with you to provide content updates as well as any new links or images. You will maintain joint ownership of the content with Visit NC. Refreshed stories will also be placed on Pinterest as an SEO-based article pin.

PARTNER BENEFITS

This program invites you to promote the new exciting locations in your destination; links and images can also all be updated.

PRICE
\$1,250

INVENTORY
One (1) partner spot per month

MULTICHANNEL PROGRAMS (CONTINUED)

Pinterest SEO Promotion

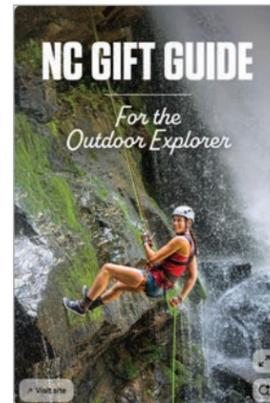
This program allows you to add a destination-forward Pin published on a relevant board on the Visit NC Pinterest channel. Visit NC will collaborate with you in creating your Pin prior to publishing with relevant SEO titles and descriptions within 30 days of your VisitNC.com content publish date. The Pin will then be promoted to a target audience through a platform campaign with a \$500 ad spend. Pinterest promotions are limited to one (1) featured Pin per VisitNC.com content program purchased per fiscal year.

PARTNER BENEFITS

In 2024, SEO-based Pins averaged 45,000 paid impressions. By optimizing article Pins, we are increasing traffic to partner-specific content on Visit NC’s website.

AVAILABLE BOARDS

- Mountains
- Coast
- Piedmont
- Seasonal
- Kids & Family
- Sports & Recreation
- Natural Attractions
- Eat & Drink
- Adventure & Outdoors
- Relaxing Getaways
- City Travel
- Arts & Entertainment



PRICE

\$500

INVENTORY

Available to partners participating in any of the following, limit one pin per program:

- Custom Itinerary Content
- Custom Content Refresh
- Featured Content Sponsorship

DIGITAL PROGRAMS

Custom Travel Intender Display/Online Video Cross-Device Program

The Custom Travel Intender Display/Online Video Cross-Device program is available to partners at a minimum investment of \$5,000.

This program allows you to be seen across a specifically tailored list of travel-endemic websites with a larger emphasis on curated premium travel website inventory and predictive algorithms. Display is a scalable format that allows you to efficiently optimize for driving site traffic, sign-ups and form fills (pixel required). It promotes awareness via carefully curated premium travel websites.

The online video tactic captures users’ attention via sight, sound and motion, encouraging travelers to lean in and engage with the campaign message, strengthening recall and intent. Profiles exposed to multiple tactics such as display and video within the same day show conversion lifts of 30% to 50%.

- Media curated, managed and executed by Visit NC’s agency media team at lūquire
- Complete and detailed reporting of key performance indicators
- Avoidance of multiple vendor buys and associated campaign minimums

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month Per Tactic	Customize your campaign based on the following selects: • One (1) month between June 2026 and July 2027 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	Choose one (1) tactic: Display • \$12 CPM Native • \$12 CPM Video • \$24 CPM	Display • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90 Native • Custom image and copy Video • :15 or :30 video Click-through URL
\$10,000 Per Partner Per Month Per Tactic	Customize your campaign based on the following selects: • One (1) month between June 2026 and July 2027 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	Choose one (1) tactic: Display • \$12 CPM Native • \$12 CPM Video • \$24 CPM	Display • 160 x 600, 300 x 250, 300 x 50, 300 x 600, 320 x 50, 728 x 90 Native • Custom image and copy Video • :06, :15 or :30 video Click-through URL

DIGITAL PROGRAMS (CONTINUED)

Our State

Our State Custom Article Opportunity

Each Our State paid content article co-op will be shared by three partners at an investment of \$2,500 per partner. Articles will center on the themes listed below and will be hosted on OurState.com for one year as a sponsored piece with partner advertising on the article and two additional years without partner display advertising.

The article will be promoted through:

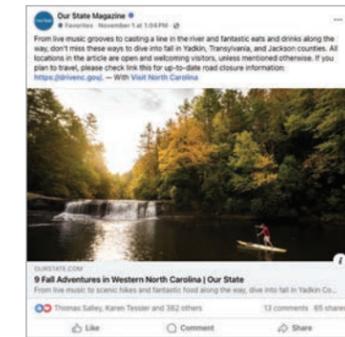
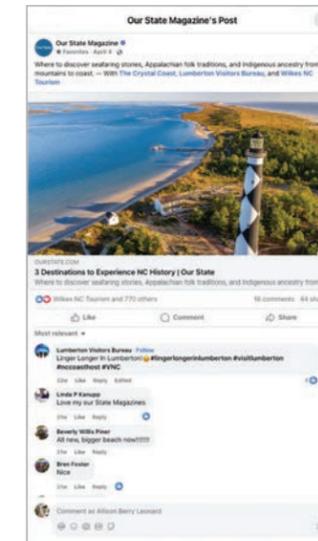
- Inclusion in at least one (1) relevant Our State email newsletter
- Paid and organic promotion on Our State’s Facebook and X (Twitter) social media channels

Themes for the upcoming year will revolve around “The North Carolina Road Trip”:

- September 2026: Mountain Road Trip
- January 2027: A Foodie’s Road Trip
- April 2027: Coastal Road Trip

You will collaborate with the Our State digital team to determine the direction of the content for your destination. The article will feature highlights of your destination that fit the theme of the piece and will be written by the Our State team following the Our State brand standards. You will receive one (1) display ad linking to the URL of your choice; the display ads will rotate on the page.

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,500 Per Partner Per Spot</p> <p>Three (3) spots for September 2026</p> <p>Three (3) spots for January 2027</p> <p>Three (3) spots for April 2027</p>	<p>Article will be featured on OurState.com, promoted on Our State’s Facebook and X accounts, and included in at least one (1) email newsletter</p>	<p>\$2,500 per partner, per seasonal article</p>	<ul style="list-style-type: none"> • Hi-res imagery to accompany article (4-6 to choose from) • Static image for display ad: 600 x 500 (JPG) • Click-through URL



DIGITAL PROGRAMS (CONTINUED)

Our State

Our State ‘Field Trips’ E-News Series

This 14-day custom e-newsletter series is available to seven partners at an investment of \$2,000 per partner.

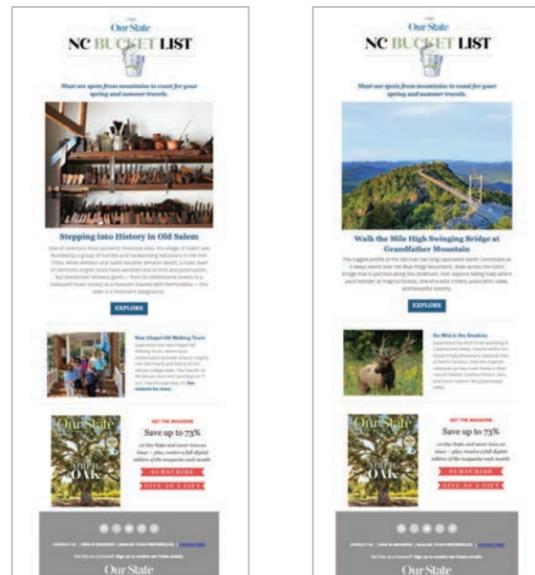
The Our State “Field Trips” series continues the success of last year’s partner program, which highlighted “Field Trips” items during fall 2025. That series saw an average open rate of over 58% as well as exceptional engagement with the partner advertising in each email. Fall 2025’s series saw an average of 1,397 clicks on each email and an average of 167 clicks on partner ad messages within the email.

This year’s custom creation for Visit NC partners, Our State “Field Trips,” will continue to serve up travel inspiration for the young and young at heart with the nostalgia-evoking theme of “field trips.” Your destination as the sole Visit NC partner will be featured on two (2) consecutive days of the 14-day email newsletter series for the upcoming year, timed to reach fall and spring travel planners.

Each email will highlight a can’t-miss stop across the state — from resplendent gardens and nature trails to fascinating museums and quirky roadside attractions — covering a variety of places from the mountains to the coast. The fall campaign will run in September 2026, and the spring campaign will run in March 2027.

As the sole partner featured on two consecutive days of the 14-day series, you will receive:

- A listing in two consecutive sponsored newsletters that includes one photo, copy and a link to the website of choice per day of your sponsorship
- A detailed analytics report that includes email opens, clicks and the number of recipients



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$2,000</p> <p>Per Partner</p> <p>Per Two-Day Feature</p> <p>Seven (7) Spots for Fall</p> <p>Seven (7) Spots for Spring</p>	<p>Customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) send per e-blast date • Targeting at least 20,000 opt-in subscribers from curated Our State lists <p><i>Inquire about available deployment dates.</i></p>	<p>\$2,000 per partner for two email deployments</p>	<ul style="list-style-type: none"> • Header (five [5] words max) • Description (40 words max) • Image/Digital Ad: 528 x 440 pixels (JPG) • Click-through URL

NEW Our State ‘Themed’ Exclusive Email Blast

Our State’s exclusive email blasts continue to outperform industry standards with an average open rate of 35.4%.

There are four (4) themed email blasts planned for 2026-27:

- **September 2026:** Fall Fun in NC
- **November 2026:** Holiday Magic
- **February 2027:** Family-Friendly NC
- **April 2027:** Trails in NC

As one (1) of four (4) partners featured in each email, you will receive:

- A listing that includes an image and 40 words of copy
- A detailed analytics report that includes email opens, clicks and the number of recipients for each partner

Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
<p>\$1,875</p> <p>Per Partner</p> <p>Per Email</p> <p>Four (4) Spots for September 2026</p> <p>Four (4) Spots for November 2026</p> <p>Four (4) Spots for February 2027</p> <p>Four (4) Spots for April 2027</p>	<p>Customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • One (1) send per e-blast date • Targeting at least 107,000 opt-in subscribers from curated Our State lists <p><i>Inquire about available deployment dates.</i></p>	<p>\$1,875 per email deployment</p>	<ul style="list-style-type: none"> • Header (five [5] words max) • Description (40 words max) • Image/digital specs to come with mockup • Click-through URL

DIGITAL PROGRAMS (CONTINUED)



Outside Dedicated E-News Program

The Outside dedicated e-newsletter program is available at a starting investment level of \$6,600 per deployment.

Outside is a reliable source for many who enjoy being outdoors and consuming outdoor-related travel ideas, tips and news. You can use this program to spotlight your local outdoor destinations and attractions.

Visit NC is excited to leverage Outside’s first-party email data list to tap into a highly engaged Outdoor Enthusiast audience. Through this program, you can share your personal message (100% share of voice) straight to the inbox of 66,000+ opt-in subscribers. With geotargeting capabilities, you have the flexibility to build out a scalable send list within specified core markets relevant to your target audience.

- Customizable geotargeting
- 100% SOV
- Detailed reporting with sends, opens, open rate, clicks and CTR to follow deployment
- 33% rate savings and avoidance of \$15,000 minimum

Investment	Flight & Targeting Options	Available Channels & Media Rates	Required Assets
\$6,600 Per Partner Per Deployment Six (6) Deployments for Fall Six (6) Deployments for Spring	Customize your campaign based on the following selects: <ul style="list-style-type: none"> • One (1) send per e-blast date • Visit NC’s Broad Market List (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC; approximately 62,000 sends) • Minimum send of 30,000 (\$3,000; e.g., FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington DC); can customize states if interested in different ones Inquire about available deployment dates.	E-newsletter <ul style="list-style-type: none"> • \$0.10 per send (total of 62,000 sends) 	E-newsletter <ul style="list-style-type: none"> • 600 x 300 image with logo • Subject line • Promotional copy (600-800 characters max) • Click-through URL



Paid Social Media – Unified Partnerships

Paid social media advertising to partners starting at \$5,000.

1. Strategy Planning: Alignment of objectives, targeting strategy and measurement opportunities to maximize investments

This program allows you to leverage Unified social for strategic paid social campaigns at scale on all 10 of the major social platforms, including Facebook, Instagram, X (Twitter), TikTok, YouTube, Snapchat, Pinterest, LinkedIn, Reddit and Nextdoor. Paid social allows you to drive true engagement and amplify your message outside of your current followers. This program enables you to strategically reach your audience with paid social ads without exhausting the bandwidth of internal teams.

2. Setup and Deployment: Campaign creation and deployment, inclusive of bid and budget implementation

3. Performance and Optimization: Advanced campaign management techniques such as bid adjustments, pacing and delivery

4. Reporting and Insights: Data analysis and aggregation to inform optimization and future recommendations

You will enjoy a specialized focus on each phase of the campaign:

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month Per Tactic	Customize your campaign based on the following selects: <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	Choose one (1) tactic: Static Post <ul style="list-style-type: none"> • \$8 CPM Story Ad <ul style="list-style-type: none"> • \$8 CPM Video Post <ul style="list-style-type: none"> • \$12 CPM 	Static Post <ul style="list-style-type: none"> • Static Image: hi-res with less than 20% text • Headline: 25 characters • Link Description: 30 characters Video <ul style="list-style-type: none"> • :06, :15 or :30 video • Headline: 25 characters • Link Description: 30 characters Story Ad <ul style="list-style-type: none"> • :06 or :10 video Click-through URL
\$10,000 Per Partner Per Month Per Tactic Per Audience	Customize your campaign based on the following selects: <ul style="list-style-type: none"> • One (1) month between July 2026 and June 2027 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	Choose up to two (2) tactics: Static Post <ul style="list-style-type: none"> • \$8 CPM Story Ad <ul style="list-style-type: none"> • \$8 CPM Video Post <ul style="list-style-type: none"> • \$12 CPM 	Static Post <ul style="list-style-type: none"> • Static Image: hi-res with less than 20% text • Headline: 25 characters • Link Description: 30 characters Video <ul style="list-style-type: none"> • :06, :15 or :30 video • Headline: 25 characters • Link Description: 30 characters Story Ad <ul style="list-style-type: none"> • :06 or :10 video Click-through URL

DIGITAL PROGRAMS (CONTINUED)



NEW Tiki Visitor Influence & Conversion Digital Advertising

The Tiki Visitor Influence and Conversion Digital Advertising travel program is available to partners at a minimum investment of \$5,000.

Tiki Digital Ad Solutions connects your destination with travelers at the exact moment they are researching and planning trips across premium travel-focused websites. Using high-impact display formats within Tiki’s 100% travel-contextual network, this solution ensures your message appears when intent is highest

— while travelers are actively exploring and planning trips. By aligning inspiring creative with real-time travel interest, Tiki delivers click-through rates up to 10 times higher than traditional display benchmarks, driving highly qualified visitors to your website who are already in a travel mindset. The result is a privacy-forward, performance-driven approach that maximizes influence and conversion when travel decisions are being made.

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
\$5,000 Per Partner Per Month Per Tactic 100% travel-contextual audiences (your high-impact ad delivered to travelers as they’re actively planning travel online in real time)	Customize your campaign based on the following selects: • One (1) consecutive month between July 2026 and June 2027 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	Choose one (1) tactic: Hero Display • 3,700 guaranteed website visits (clicks) \$1.35 CPC Native Display • 3,700 guaranteed website visits (clicks) \$1.35 CPC	Hero Display • Desktop and Tablet: 680 x 400 • Mobile: 320 x 480 Native Display • Custom image, logo and copy Click-through URL
\$10,000 Per Partner Per Two (2) Months Per Tactic 100% travel-contextual audiences (your high-impact ad delivered to travelers as they’re actively planning travel online in real time)	Customize your campaign based on the following selects: • One (1) consecutive month between July 2026 and June 2027 • Targeting options (choose one [1]): 1) Broad in-state in-market travelers (geo: NC) 2) Broad out-of-state in-market travelers (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts	Hero Display • 8,000 guaranteed website visits (clicks) \$1.25 CPC Native Display • 8,000 guaranteed website visits (clicks) \$1.25 CPC	Hero Display • Desktop and Tablet: 680 x 400 • Mobile: 320 x 480 Native Display • Custom image, logo and copy Click-through URL



NEW Garden & Gun Due South E-Newsletter Program

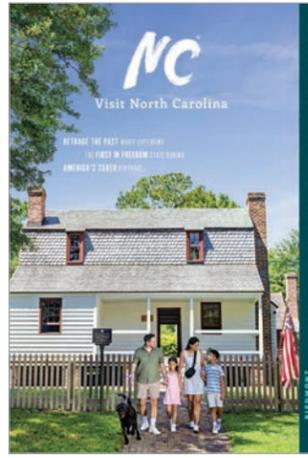
The Garden & Gun e-newsletter program is available at investment levels starting at \$5,000.

Inspired by Garden & Gun’s love for adventure, Due South is a weekly roundup of the best in Southern travel. With over 121,000 opt-in subscribers, a 51% open rate and an average 4.75% CTR, you are reaching an

engaged and affluent audience that is passionate about travel. Both enhanced and sponsored editions provide Visit NC partners with the opportunity to include branded content written by the Garden & Gun editors, images and a URL, providing them an authentic connection with the readers.

Investment Options	Channel	Campaign Elements	Assets Needed
\$5,000 Per Partner	Due South Newsletter: Inspired by G&G’s love for adventure, Due South is a weekly roundup of the best in Southern travel.	Enhanced Edition • Available in all weekly newsletters (minus fully sponsored editions) • Mid-page inclusion • 90-120 words of copy written by G&G to support your current campaign • One (1) clickable hi-res image	2-3 hi-res images (mix of horizontal and vertical) with brief captions and credits (if needed) 2-3 talking points with a call to action and URL Main point of contact for approvals Emails to include with newsletter deployment
\$8,000 Per Partner	Due South Newsletter: Inspired by G&G’s love for adventure, Due South is a weekly roundup of the best in Southern travel.	Sponsored Edition • Two sponsored editions each month • 180-200 words of copy written by G&G to support your current campaign • One (1) clickable hi-res image • Partner’s links and images included throughout narrative	4-6 hi-res images (mix of horizontal and vertical) with brief captions and credits (if needed) 3-5 talking points with call to action and URL(s) Main point of contact for approvals Emails to include with newsletter deployment

MARKETING PROGRAMS



The Official North Carolina Travel Guide

A trusted source for selecting where to go, where to stay and what to do while visiting North Carolina, the Official North Carolina Travel Guide is the primary consumer fulfillment publication for the state in its international and national marketing efforts. As a partner in the guide, your message will be seen by consumers who have expressed interest in visiting North Carolina. Highlights include:

- Official fulfillment piece for Visit NC’s marketing campaign, VisitNC.com requests and the 1-800-VisitNC call center.
- Distribution at North Carolina’s Welcome Centers, which see more than 7 million visitors a year.
- Added value of 60,000 printed travel guides polybagged and distributed to People Inc. magazine subscribers in North Carolina’s select markets with timing for optimal conversion. The travel guides will appear alongside popular titles such as Better Homes & Gardens, Southern Living and Real Simple.
- Ability to live digitally on VisitNC.com with live links so consumers can be inspired and access information on the state 24/7.

Travel Guides Inspire Travel

- Consumer feedback found that 95% of respondents who had read the guide said it inspired them to either take or plan a trip to North Carolina.
- 68% of respondents read the issue from start to finish.
- When asked about the impact the guide had on their travel planning, they said:
 - It inspired me to learn more about North Carolina for a future trip (52%).
 - North Carolina is a more attractive destination to me because of the guide (45%).
 - I am more motivated to travel to North Carolina because of the guide (44%).

As an advertiser, your brand will be intrinsically part of a strategic promotional campaign across People Inc. properties, in-magazine promotions and more.

Opportunities & Rates

Ad Unit Size	Net Rate	Early Bird Discount ¹
Two-Page Spread	\$52,744	\$52,232
Full Page	\$28,403	\$27,050
2/3 Page	\$23,153	\$22,050
1/2 Page	\$16,695	\$15,900
1/3 Page	\$10,206	\$9,696
1/6 Page	\$5,623	\$5,342
Bold Listing ²	\$525	\$500
Logo + Bold Listing ²	\$961	\$915

Places to Live ³ Places to Stay ⁴ Places to Explore	Net Rate	Early Bird Discount
Single Listing: 2.125" x 2.375"	\$1,575	\$1,500
Double Listing: 2.125" x 4.875"	\$3,150	\$3,000

Premium Positions	Net Rate	Early Bird Discount
Opening Two-Page Spread	\$64,454	\$61,385
Inside Front Cover	\$38,010	\$36,200
Page 1	\$35,123	\$33,450
Facing Table of Contents	\$33,748	\$32,141
Back Cover Map Gatefold	\$43,620	\$41,439

1. Early Bird Discount Deadline: July 31, 2026
 Ad and Materials Deadlines: September 1, 2026
 Delivery Date: December 18, 2026

2. Available only for local information services.
 3. Open to CRC Communities and their developments.
 4. Open only to vacation rentals and B&Bs.

Digital Edition

Video Engagement With Consumers Added Value for All Display Partners^{*}

Capture the attention of readers with dynamic use of video. Your supplied video will be embedded into the digital edition of the 2027 Official North Carolina Travel Guide and showcase the unique and exciting experiences that await visitors in your destination. Partners must supply a YouTube link to existing video creative.

If you have any questions or would like to advertise in the North Carolina Travel Guide, please reach out to **Stacey Rosseter**, stacey.rosseter@people.inc, (678) 571-7445.

^{*}Excludes Places to Stay, Explore or Live.

To view the Official North Carolina Travel Guide 2027 Media Kit, scan here:

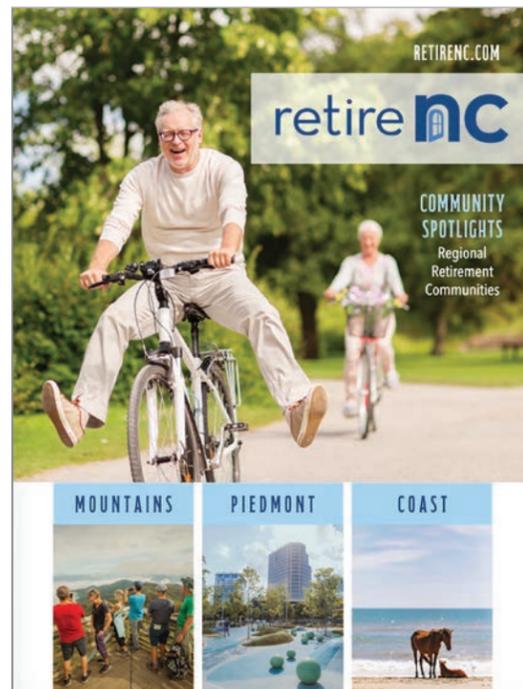


INDUSTRY RELATIONS

Retire NC Guidebook

The yearlong investment (December 2026–December 2027) is for Certified Retirement Communities and for Non-Certified Retirement Communities.

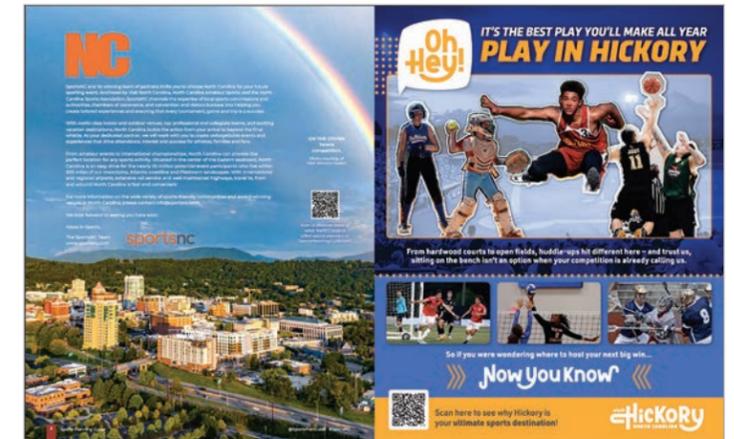
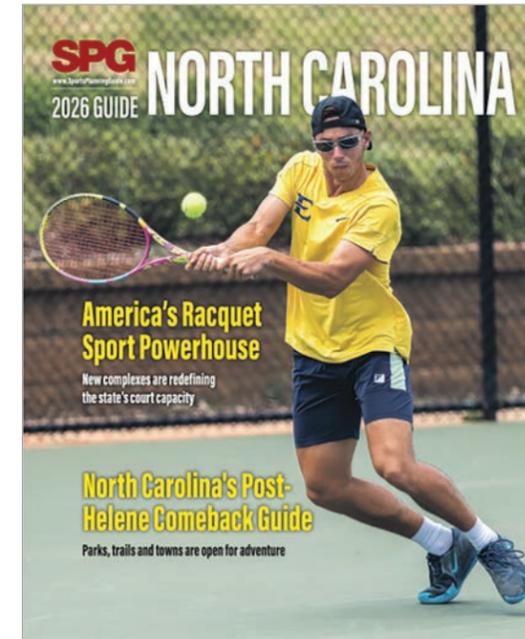
Investment Tier	Print Ad	Print Issue	Coverage Area
\$2,750	Quarter-Page Print Ad	Annual 2027 Issue Released January 2027	Coastal, Piedmont and Mountain Regions of North Carolina
\$4,700	Full-Page Print Ad	Annual 2027 Issue Released January 2027	Coastal, Piedmont and Mountain Regions of North Carolina
\$7,500	Two-Page Spread	Annual 2027 Issue Released January 2027	Coastal, Piedmont and Mountain Regions of North Carolina



November 2026 SPG & the North Carolina Sports Guide

The Sports Planning Guide is the place where sports event planners find tournament locations. We create exceptional content about sports tourism destinations and profile hundreds of facilities across the U.S. in our annual print guide, online at SportsPlanningGuide.com and in the weekly InSite from the SPG e-newsletter. SPG is where relationships begin! All advertisers are included in our listings in Where2Play.

If you would like more information, please reach out to the business development manager, **Cheryl Rash**, cheryl@ptmgroups.com, (563) 613-3068.



RESEARCH PROGRAMS

NEW Datafy Dashboard Add-On: Exclusive ‘In Real Life’ Audience Activation

Use your dashboard data to activate digital advertising, targeting users based on real-world travel behaviors rather than relying on online activity. Examples of these exclusive audiences include previous visitors to your destination, visitors to competitor locations or attendees of particular events or places. Additionally, we can identify look-alike audiences to draw in new visitors. Datafy advertising campaigns track visitation from those who were exposed to your ad and then showed up in-market, providing insights into their origins, in-market activities and incremental lift. We also use spend data to assess the return on ad spend (ROAS), along with the projected economic impact of your campaigns.

Key Campaign Elements

- Full-service campaign oversight, covering strategic media planning and execution
- Detailed reporting on critical performance indicators, attribution for visitors who were exposed to your ad and appeared in your destination, and feeder market and demographic profiles — all available via your dedicated advertising dashboard
- Capacity to scale campaigns for increased reach and influence
- Access to Datafy’s exclusive audiences, which are not available through other vendors or open exchanges, offering a unique targeting advantage

Campaign Options

Spotlight Display: \$5,000

- Overview: Shine a spotlight on your brand with focused display advertisements designed to catch the eye and drive measurable visitation.

Integrated Impact: \$10,000

- Overview: Seamlessly integrate with the audience using a mix of native and display ads that provide cohesive brand engagement and influence in-market visitor growth.

Destination Canvas: \$20,000

- Overview: Craft a compelling narrative through a powerful combination of captivating display and video ads, delivering a rich brand experience and quantifiable market impact.

All campaigns include a robust, always-on reporting dashboard, incremental lift, ROAS, economic impact, attribution against your ad-exposed audience, post-campaign report and targeting of our exclusive Datafy IRL audiences.

For extended reach and scale, campaigns may be customized beyond level 3 using different tactic mixes at an additional cost.

If you have questions or would like to participate in the Datafy dashboard co-op, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com.

NEW Post-Disaster Destination Perception Study

Participate in a post-disaster assessment of visitor perceptions specific to your destination for \$3,400 annually (potentially lower rates may be available depending on grant funding).

Disasters can affect destinations differently — some communities may need to pause promotion, while others may be ready to welcome visitors sooner. This research program, conducted in partnership with the NC State Tourism Extension, provides insight to help you make informed marketing decisions and communicate clearly with potential visitors.

Use this study to:

- Understand how potential visitors perceive your destination after a disaster
- Evaluate intent to visit in the near term
- Inform the timing of post-disaster marketing efforts
- Shape messaging that sets visitor expectations and supports responsible travel

You’ll receive access to a validated survey developed by the NC State Tourism Extension team, which you can distribute through your visitor email database and social media channels. The Extension team will analyze responses and deliver a PDF report with key findings and recommendations to support your marketing strategy.

This program can be purchased throughout the fiscal year on an as-needed basis following a disaster event.

Timing for survey deployment and reporting will be confirmed based on response volume and partner needs.

If you have questions or would like to participate in the post-disaster perception study co-op, please reach out to **Marlise Taylor**, marlise.taylor@visitnc.com.

CONVERSION PROGRAMS

 Sylvan Heights Bird Park, Scotland Neck

MULTICHANNEL PROGRAMS

Featured Events Program

Call more attention to your events and festivals via VisitNC.com's Featured Events listings. Each Featured Event includes additional placement in an e-news Events roundup.

For additional information on the Featured Events listing guidelines and standard operating procedures, please refer to VisitNC.com/local-travel-bureaus. We kindly ask that you ensure your event aligns with these requirements. If you have any questions, please feel free to contact vncpartnerprograms@luquire.com.

PARTNER BENEFITS

Featured events are a cost-effective way to provide timely event information to attendees and visitors, especially engaged e-news subscribers.



PRICE

- \$200 for Featured Event on the Event Overview page
- \$500 for Featured Event carousel placement on the Events Overview page
- NEW** \$400 for Featured Event carousel placement on a Seasonal Landing Page

EVENTS OVERVIEW PAGE INVENTORY

Available in 60-day increments. Maximum four (4) events per carousel. Event dates must be provided on partner interest forms before spot is secured.

SEASONAL LANDING PAGE INVENTORY

Available in 120-day increments. Maximum four (4) events per carousel. Event dates must be provided on partner interest forms before spot is secured.

MULTICHANNEL PROGRAMS (CONTINUED)

Featured Events Instagram Story Roundup

Leveraging your Featured Event listing on VisitNC.com, Visit NC’s social media team will develop one (1) slide per partner in an Instagram Story roundup of upcoming events throughout the state.

PARTNER BENEFITS

The price includes a Featured Event listing on VisitNC.com and will be added to the “Upcoming Events” highlight on Visit NC’s Instagram feed until the end of the month or season that the event is held.

Seasonal Overview	
Summer 2026	July, August, September 2026
Fall 2026	October, November, December 2026
Winter 2027	January, February, March 2027
Spring 2027	April, May, June 2027

PRICE

\$500

INVENTORY

Six (6) partner spots per season



Featured Events Facebook Promotion

Leveraging your Featured Event listing on VisitNC.com, Visit NC’s social media team will create an organic Facebook Event on Visit NC’s Facebook page with your destination’s Facebook page set as a cohort. The event will then be promoted to a target audience through a Facebook Event Response campaign with a \$500-\$1,000 ad spend. Campaign targeting ensures we reach interested audiences, while cohosting the event allows you to assist in community management needs with attendee questions.

PARTNER BENEFITS

The price includes a Featured Event listing on VisitNC.com. Facebook events will remain on Visit NC’s event page organically for 30 days leading up to the event date.

PRICE

Now offering package options
Price includes a Featured Event on VisitNC.com (\$200 value)

INVENTORY

Two (2) partner spots per season

Level 1 Core Boost (\$700)	Level 2 Awareness & Drive Markets (\$950)	Level 3 Optimization & Engagement Boost (\$1,200)
<ul style="list-style-type: none"> Organic Facebook event post One-week paid promotion Broad but in-state targeting (NC), families, events, food, etc. One (1) ad/one (1) piece of creative 	<ul style="list-style-type: none"> Everything in Level 1, plus: Expanded targeting beyond NC to key drive markets (VA, SC, GA — customized per partner) Longer flight if needed (up to 10-12 days) Event-specific audience expansion (music lovers, festivalgoers, families, outdoors, etc.) 	<ul style="list-style-type: none"> Everything in Levels 1 and 2, plus: A/B test of two different ad copy OR creative angles (e.g., family fun vs. culinary experience) Ability to start promotion earlier (two full weeks out) Retargeting layer: Website visitors or engagers prioritized (if available)



MULTICHANNEL PROGRAMS (CONTINUED)

Featured Local’s Tip

This program invites partners to promote a local’s tip in a mid-page interactive module on VisitNC.com. The module will live on an interest category page, interest detail page, Places to Go region overview page, Places to Go subregion overview page or psychographic profile page and feature full-width high-quality imagery, an interactive snackable tip and a downstream link. The Visit NC editorial team will determine best placement based on provided materials, imagery and available inventory.

PARTNER BENEFITS

Users arriving on a specific landing page will benefit from insider knowledge only you know, and the downstream link will promote visitation to your website.



DIGITAL PROGRAMS

Travel Intent Driven Programmatic Media – Sojern

Drive visitation and increase visitor revenue with a targeted programmatic advertising campaign with Sojern. **Programs are available at a starting investment of \$3,000 and will include a 50% match in media value from Sojern. NEW to the program this year is a CTV tier that allows you to extend Sojern’s expertise across screens.**

Leveraging thousands of travel data sources paired with machine learning technology, Sojern reaches travelers at the optimal points in their path to purchase. Through travel intent signals, Sojern identifies travelers who are actively booking travel and pinpoints those traveling to North Carolina, serving them your ads leading up to and during their trip.

Sojern offers scalable plans and best practices to meet the needs of destination stakeholders of all sizes, from rural communities and major metros to mountain, beach and leisure destinations. Insight reports include an economic impact report for each participant.

You will also have direct access to the Sojern Visit NC co-op portal to track real-time results. Display ad creative services are also available, if needed, at no additional cost.

Once opted into the program, Sojern will work with you to build and implement a custom digital advertising campaign specifically aimed at increasing visitor business and revenue for your organization. Campaign channels and impressions will be based on your goals and KPIs for the campaign. Sojern will work with you to set KPIs, identify the best channels to achieve your goals, place pixels on your website and create digital assets, if needed, at no additional cost. The campaign will run a minimum of three (3) consecutive months.

Sojern is also a Brand USA Affinity Partner and a Certified Marketing Partner of Google within the travel space.

DIGITAL PROGRAMS (CONTINUED)



Travel Intent Driven Programmatic Media – Sojern (continued)

Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$3,000</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>Select one (1) option:</p> <p>Display</p> <ul style="list-style-type: none"> • \$8.25 CPM <p>Native</p> <ul style="list-style-type: none"> • \$9.75 CPM <p>Video</p> <ul style="list-style-type: none"> • \$24 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title (up to 25 characters) • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>
<p>\$5,000</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>Select one (1) option:</p> <p>Display</p> <ul style="list-style-type: none"> • \$8.25 CPM <p>Native</p> <ul style="list-style-type: none"> • \$9.75 CPM <p>Video</p> <ul style="list-style-type: none"> • \$24 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title (up to 25 characters) • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>



Investment	Flight & Targeting Options	Channels & Media Rates	Required Assets
<p>\$10,000</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>Select up to two (2) options:</p> <p>Display</p> <ul style="list-style-type: none"> • \$8.25 CPM <p>Native</p> <ul style="list-style-type: none"> • \$9.75 CPM <p>Video</p> <ul style="list-style-type: none"> • \$24 CPM 	<p>Display</p> <ul style="list-style-type: none"> • 300 x 600, 160 x 600, 728 x 90, 300 x 250, 320 x 50, 300 x 50 <p>Native</p> <ul style="list-style-type: none"> • 1200 x 627 image • Headline/title (up to 25 characters) • Body text (up to 90 characters) <p>Video</p> <ul style="list-style-type: none"> • :15 or :30 video <p>Click-through URL</p>
<p>\$10,000</p> <p>+50% Media Match from Sojern</p> <p>Per Partner Per Three (3) Months Per Audience</p>	<p>Further customize your campaign based on the following selects:</p> <ul style="list-style-type: none"> • Minimum flight of three (3) months between July 2026 and June 2027 • Targeting options (choose one [1]): <ol style="list-style-type: none"> 1) In-state travel intenders (geo: NC) 2) Out-of-state traveler intenders (geo: FL, GA, NJ, NY, OH, PA, SC, TN, VA, Washington, DC) 3) In-state OR out-of-state markets specific to one (1) of the following interests: Food & Culture, Adventure & Outdoors, Sports Enthusiasts 	<p>CTV</p> <ul style="list-style-type: none"> • \$48 CPM 	<p>CTV</p> <ul style="list-style-type: none"> • 15 or :30 video (VAST tags)

NEXT STEPS



Key Dates for 2026 Conference Attendees

Tuesday, April 7, 2026

Deadline for Visit NC Tourism Conference attendees to submit the program sign-up sheet to vncpartnerprograms@luquire.com.

Friday, April 10, 2026

Visit NC will conduct a lottery for any co-op placements where we have more partner interest than available spaces. Following the lottery, we will open sign-up to all partners.

What to Expect After Sign-Up

We look forward to collaborating with you in the 2026-27 program year! Upon receipt of the signed contract, the Visit NC Partner Program team will coordinate a program kickoff meeting to review your selected programs and related milestones for the year. Our team aims to provide as much flexibility as possible with program development schedules. However, we understand that circumstances may change, resulting in cancellations.

Cancellation deadlines will be provided for each program where available. We ask that you alert the Visit NC Partner Program team as soon as possible if you can no longer commit to a program for any reason. Cancellations after the given deadline will still require payment of applicable program(s).

For more information, visit VisitNC.com/Industry.

CONTACT US

Visit NC Partner Programs
vncpartnerprograms@luquire.com
(704) 552-8019



Visit North Carolina