



A weekly newsletter on North Carolina General Assembly news relevant to the North Carolina tourism industry

Visit NC Update at NCTIA Conference



NCTIA is proud to welcome Visit NC Executive Director Wit Tuttell as a guest speaker at the [NCTIA Tourism Leadership Conference](#) on November 15-16 at the Westin Raleigh-Durham Airport.

Use this [hotlink](#) to register for the conference today.

Tuttell will unveil the upcoming trajectory of North Carolina's marketing efforts and delve into the most current trends in tourism.

"In this highly anticipated session, Wit will give conference attendees invaluable perspectives on the state's marketing strategies and discusses new and exciting collaboration opportunities for our destinations, attractions, and businesses," said NCTIA Executive Director Vince Chelena.

The Visit NC session is scheduled for Thursday, Nov 16 from 9:30-10:15AM.

NCTIA Cycles Mountains to Coast

Anyone who has traveled from the mountains to the coast can testify that North Carolina is a big state. Now think about making the commute on a bicycle over seven days.

That's what nearly 850 cyclists did on October 1-7 as part of [Cycle NC's Mountains to Coast Ride](#). The 460-mile journey began in Banner Elk and concluded in Emerald Isle and featured overnight stops in Wilkesboro, Winston-Salem, Mebane, Henderson, Tarboro, and Kinston.



The annual event is a fully supported bicycle tour (sponsored by Visit NC) traveling along scenic back roads that showcase rural North Carolina. One of the riders this year was NCTIA Lobbyist Brian Lewis, a longtime cyclist who had the statewide ride on his bucket list since it was launched in 1999.

"What an incredible experience this was for me on all levels – athletic, scenic, visiting hidden gems in our state, and meeting wonderful people along the way," Lewis said. "The staff and volunteers at Cycle

NC think of every logistical detail – from road safety to lodging to meals – and the journey is one I will never forget."

Lewis said the ride also gave him an up close view of destinations in action. Every overnight stay included locally sponsored bus services to community destinations, including restaurants, breweries and

attractions. [He also](#)

[posted on his personal Facebook](#)

[page about his daily treks](#) and the many community sponsored rest stops that featured home cooked meals and entertainment.



"Whether it was a bluegrass band greeting us in Blowing Rock, or the hot-off-the-grill sweet potatoes served in Nash County, or the churches that opened their doors with full buffets of home cooked breakfasts – we were welcomed by every

community we rode through," Lewis said. "The ride reenforced my love for North Carolina and the people who make it so special."

Visit the [Cycle NC website](#) for more information about the annual event.