



NC TRAVEL NEWS

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

NCTIA Guests at NC Sports Assn Meeting



NCTIA Executive Director Vince Chelena and lobbyists Brian Lewis and Skye David are speaking at the NC Sports Association Board of Directors meeting on October 13 in Greenville.

NCTIA President Andrew Schmidt – who serves on the NC Sports Association Board of Directors – will also attend the meeting.

“The North Carolina Sports Association is a member of NCTIA and we want to get them more involved in our legislative agenda,” said Chelena. “It’s obvious that the General Assembly is interested in investing resources in attracting sporting events to the state and that means growth opportunities for tourism.”

The NC Sports Association brings together sports and hospitality industry representatives who devote time, energy and resources to the development of sports tourism and related industries for the state of North Carolina.

NCTIA Tourism Conference Details

Wednesday, November 15th, 2023

2:00pm	NCTIA Board Meeting
3:00pm	TEFNC Board Meeting
5:30pm-6:30pm	Welcome Reception, <i>Sponsored by Media One</i>
6:30pm	Dine Around
6:45pm-8:30pm	NCTIA Public Policy Dinner <i>additional fee required</i>

Thursday, November 16th, 2023

8:00am-9:00am	Dana Clark Graduation Ceremonial Breakfast
9:30am-10:15am	Visit NC Marketing Update, <i>Wit Tuttell</i>
10:30am-11:30am	Culture, What's the Big Deal?, <i>Mike Robertson, Media One</i>
12:00pm-1:00pm	Lunch, <i>Sponsored by Visit Raleigh</i>
1:15pm-2:45pm	Legislative Session, <i>Brian Lewis & Skye David, NCTIA Lobbyists</i>
2:45pm-3:00pm	Break
3:00pm-4:30pm	AI for the Travel Industry - Transform for the Digital Age, <i>Jim Spellos</i>
6:30pm-7:00pm	Cocktail Reception
7:00pm-9:30pm	NCTIA Tourism Achievement Awards Banquet

The agenda for the NCTIA Tourism Leadership Conference on November 15-16 at the Westin Raleigh-Durham Airport is now online on the NCTIA website. Use this hotlink to register.

Each week in this e-newsletter, NCTIA will feature one of the many engaging, educational, and informational sessions planned for its members at this year’s conference.

AI for the Travel Industry - Transform for the Digital Age

Jim Spellos, Presenter

Since ChatGPT exploded in our lives in 2022, Artificial Intelligence (AI) is already having a significant impact on the tasks and requirements needed for today’s education and professional work, including within the hospitality industry.



While many are fearful that AI will replace the need for human labor, the reality is much more nuanced than what some are claiming – though the skill sets and tasks required are evolving.

Attend this session with Jim Spellos to keep up the various tech tools that will impact your career moving forward.