

NCTIA Leadership Conference Dates



The NC Tourism Leadership Conference will be held November 16-17 at the Charlotte Convention Center.

A room block is being held at the Westin Charlotte with a room rate of \$229 a night if booked before November 2.

“The NCTIA Leadership Conference brings together industry leaders from all over the state to hear from experts and policymakers, share best practices, and think through challenges,” said NCTIA Executive Director Vince Chelena.

Registration for the annual conference is now open. [Use this link to register and to see a tentative schedule.](#)

The 2022 Award submission period is also now open. [Visit our awards page for the 2022 Call for Entries and individual award nomination forms.](#)

The award submission deadline is October 26.

How NC Tourism Funds Public Education

As school systems continue to advocate for repeal of the summer calendar law – with some districts even breaking the 2004 law – NCTIA is providing facts about North Carolina tourism’s significant financial contributions to public education in North Carolina.



Fact 1: Public education in North Carolina is funded primarily through a combination of State and County appropriations each year. The State picks up about 67% of the tab and counties pay about 23%. (The federal government kicks in around 10%).

Fact 2: The State’s primary responsibility is to fund education operations and a baseline of teachers and support personnel while counties fund the school buildings.

Fact 3: The total State budget in 2022-2023 is \$27 billion with \$10.9 billion of it allotted for K-12 public education.

Fact 4: 40% of all tax revenue to the State is earmarked for K-12 public education and 56% when it includes the UNC System and Community Colleges.

Fact 5: NC tourism generates \$28.9 billion in annual spending in North Carolina and provides \$11.6 billion in total payroll to tourism employees.

Fact 6: NC tourism provides the State \$1.2 billion annually in taxes which is used to fund the State budget.

Fact 7: Of the \$1.2 billion in state tax revenue generated by NC tourism, \$672 million is earmarked by the State annually for public education funding.

NCTIA Executive Director Vince Chelena said he is confounded – and even frustrated at times – by the policy position of school boards that the General Assembly should repeal North Carolina’s school calendar law.

“Tourism is one of public education’s largest funders and a sizable chunk of that funding is generated by August tourism,” said Chelena. “The elimination of August – which is one-third of our peak season for many destinations – would mean less money going to public education in North Carolina.”