



NC TRAVEL NEWS

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

Racing Returns to North Wilkesboro



The following article was excerpted by a story published by the Watauga Democratic on April 20. [Click to read the entire article.](#)

In the midst of revitalizing historic North Wilkesboro Speedway, Speedway Motorsports will bring grassroots racing back to the famed .625-mile short track in August and October of 2022, officials announced Saturday at a press conference at Bristol Motor Speedway.

Produced by XR Events, Racetrack Revival will be a multi-week grassroots racing event featuring multiple series on the current North Wilkesboro asphalt in August. Then, following removal of the pavement, Racetrack Revival will return for several weeks in October on dirt before a repave takes place in 2023.

Speedway Motorsports is working with Wilkes County and North Carolina state officials to utilize an \$18 million American Rescue Plan budget allocation earmarked for infrastructure improvements at the nearly 75-year-old facility.

'Firsts That Lasts' Campaign Underway

'The Wapiti of Cataloochee'



In Rick Bryson's childhood home, an old photograph of the last living elk in NC shaped his future – a future that included helping reintroduce elk to Cataloochee Valley.

DIRECTOR
Rick Bryson

'Making Waves'



Areli Barrera and Leon Grodski Barrera arrived in Durham and turned a bicycle cart into three thriving cafes and an award-winning microroaster. At the heart of it all? Community.

DIRECTOR
Pilar Timpane

'Seagrove'



For the visually impaired, art has its limitations – but pottery is a special art form where the sense of touch makes all the difference in the world.

DIRECTOR
Josh Sliffe

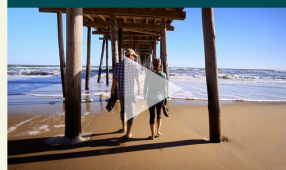
'Queen of Pisgah'



In her first pro bike race in Pisgah National Forest, Kaysee Armstrong is humbled by the terrain. Four years later and fierce with determination, Kaysee returns for redemption.

DIRECTOR
Curren Sheldon

'So Far'



1,175 miles make up the Mountains-to-Sea Trail in North Carolina. And in 2018, Jeff and Debra Rezeli found more than just stunning scenery on the life-altering trek.

DIRECTOR
Bryan Rierson

'Jacob's First Mandolin'



A friendly wager on a family fishing trip to Emerald Isle years ago resulted in one boy's dream come true. That boy, all grown up, turned his dream come true into a career.

DIRECTOR
Taylor Sharp

Visit NC launched the *Firsts That Lasts* campaign on April 2, which “documents real-life travelers who come to the state for the first time to experience a first in their lives,” according to the Visit NC website. “The concept taps the power of firsts to create memories that last.”

Click [here](#) to view the videos already produced.

“Firsts are like magic in the way they stir our souls,” said Wit Tuttell, executive director of Visit North Carolina. “They create powerful memories. North Carolina is an endless source of experiences that add richness to a traveler’s life story.”

According to Visit NC, the videos feature visitors who were recruited through agencies that specialize in finding real people for projects that require authentic voices, bring essential truths about travel to life.

“This is an exciting project for North Carolina’s tourism industry as it showcases so many destinations from around the state and through the eyes of a diverse group of visitors,” said NCTIA Executive Director Vince Chelena. “I look forward to seeing more videos produced.”

[Use this link](#) to receive newsletter updates from Visit NC on newly released videos.