



NC TRAVEL NEWS

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

NCTIA Lobbyist Featured on Tourism Podcast



NCTIA Lobbyist Brian Lewis was a recent guest on the Paradise in the Pines Podcast hosted by Phil Werz, President/CEO of the Convention & Visitors Bureau for Pinehurst, Southern Pines, Aberdeen Area.

The conversation about North Carolina tourism was recorded at the [NCTIA Tourism Leadership Conference](#) in Raleigh in November.

The podcast can be viewed on the [Home of American Golf YouTube page](#).

"It was fun to sit down with Phil and talk about all aspects of tourism in the state, including golf, sports, gaming, occupancy tax, summer calendar, politics, and more," said Lewis. "Paradise in the Pines Podcast is an informative show and service for all of us who care about this industry."

Past episodes of the Pinehurst in the Pines Podcast include conversations with [Visit NC Executive Director Wit Tuttell](#), [Pinehurst Resort President Tom Pashley](#), and others.

Business NC Features NCTIA Members

The article below was excerpted from an article published by Business NC on December 1. [Click here to read the article.](#)

PANELISTS



Meghan Lambeth
executive director,
Richmond County Tourism
Development Authority



Lori R. Medlin
president and CEO,
Halifax County Convention &
Visitors Bureau



Lynn Minges
president and CEO,
North Carolina Restaurant &
Lodging Association



Jessica Icenhour Roberts
executive director,
Mount Airy Tourism Development Authority
& Tourism Partnership of Surry County



Andrew Schmidt
president and CEO,
Greenville-Pitt County Convention
& Visitors Bureau



Wit Tuttell
executive director,
Visit North Carolina



Phil Werz
president and CEO,
Convention & Visitors Bureau for the Pinehurst,
Southern Pines, Aberdeen Area

North Carolina set a record for visitor spending with \$33.3 billion in 2022, a 15.2% increase according to the Department of Commerce.

Growth in direct tourism employment was more evenly distributed among rural and urban counties with more than a quarter seeing double-digit increases. Still, the tourism and hospitality industry faces challenges to continue that growth.

Leaders from across the state recently gathered to discuss tourism and hospitality's growth and where it's headed in the future.



BRINGING TOURISTS AND GUESTS TO NORTH CAROLINA

North Carolina set a record for visitor spending with \$33.3 billion in 2022, a 15.2% increase according to the Department of Commerce. Growth in direct tourism employment was more evenly distributed among rural and urban counties with more than a quarter seeing double-digit increases. Still, the tourism and hospitality industry faces challenges to continue that growth. Leaders from across the state recently gathered to discuss tourism and hospitality's growth and where it's headed in the future.

Photography by Eddie Burgess

The discussion was sponsored by:
• Greenville-Pitt County Convention & Visitors Bureau
• Halifax County Convention & Visitors Bureau
• Convention & Visitors Bureau for the Pinehurst, Southern Pines, Aberdeen Area
• Richmond County Tourism Development Authority
• Mount Airy Tourism Development Authority
• Visit North Carolina
• Chris Roush, executive editor of Business North Carolina, moderated the discussion in an effort to benefit and clarify.

PLEASE INTRODUCE YOURSELVES AND TELL ME ONE ISSUE IN TOURISM RIGHT NOW:
ROBERTS: The biggest challenge, executive director of the Mount Airy Tourism Development Authority. And one of our biggest challenges is finding a workforce that can be available to work in several of our different employers.
WERZ: The Phil Werz, president and CEO of the Pinehurst, Southern Pines, Aberdeen Area Convention and

Visitors Bureau, would agree with Justice that workforce development and affordable housing is a big deal in front of President, they're going to take the consideration being for some of their workers. It is a big factor not just for the most, but for tourism in general, in Moore County.
LAMBETH: My name is Meghan Lambeth, and I am the executive director of Richmond County Tourism and also in Moore County. And I agree with both of their statements, that like there are applicable in Richmond County.

The discussion was sponsored by Greenville-Pitt Convention & Visitors Bureau, Halifax County Convention & Visitors Bureau, Convention & Visitors Bureau for the Pinehurst, Southern Pines, Aberdeen Area, Richmond County Tourism Development Authority, Mount Airy Tourism Development Authority, and Visit Winston-Salem.

Chris Roush, executive editor of Business North Carolina, moderated the [panel discussion](#).