



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

Mountains to Coast Fall Ride Itinerary

Wit Tuttell, the executive director of Visit NC, announced the 2023 Cycle North Carolina “Mountains to Coast” Route with the help of town representatives in a pre-recorded video, which aired at Hi-Wire Brewing in Durham on Thursday evening.

To view the video of the “Mountains to Coast” Tour announcement, click the link: <https://youtu.be/nZMkiYSDqGE>

The 24th annual ride is scheduled for a Banner Elk to Emerald Isle route, from Sept. 30-Oct. 7. With tourist stops along scenic back roads, the “Mountains to Coast” trek is the highlight of the year for many cyclists from across the nation.

Cycle North Carolina will begin its full-service, cross-state ride on Oct. 1 in Banner Elk (Sept. 30 is a travel and check-in day), and will arrive at Emerald Isle on Oct. 7, with 900 bicyclists expected to participate.

Over the course of the week, riders will bike an average of 60 miles per day. Additional overnight stays are planned for the towns of Wilkesboro, Winston-Salem, Mebane, Henderson, Tarboro and Kinston.

[Read the entire article published by The Stanley News & Press.](#)

Pitt, New Hanover to Follow Law

Less than a week after the Union County Board of Education voted to comply with state law and shelve their initial plans to illegally start school on August 9, two major school districts – Pitt and New Hanover – are opting to follow the law, too.

Pitt County’s Board of Education is expected to vote next week on a law-abiding school calendar for the 2023-2024 academic year. The idea was floated that the large eastern North Carolina district start school on August 16, but it’s widely believed that the lawsuit filed by a parent and business owner against Union County Public Schools Board of Education may have changed hearts and minds.

New Hanover County Public Schools voted last week to approve a legal school calendar and will join Union and Pitt Counties in starting school August 28 in the next academic year.

NCTIA Executive Director Vince Chelena said he was pleased to hear these school systems are voting to follow the law, and said he hopes other school systems will do the same, even those who have already voted to break the law.

“We understand that this is a complicated issue and we will work with anyone on finding a solution that gives school districts flexibility while preserving a tourism industry that is providing tax revenue to our public schools,” Chelena said.

Training Lab Opens on January 25

On January 25, the Tourism Education Foundation of North Carolina officially opened its Hospitality Training Lab, a place made possible with funding from the General Assembly in 2021.

The first meeting in the new facility was a gathering of over 20 hotel managers in the greater Charlotte area to talk about their workforce needs, accessibility to students pursuing long-term careers in the hospitality industry, and the helpful role of NCTIA and the Tourism Education Foundation of North Carolina in this work.

