

## NCTEF Silent Auction Benefits NC Tourism



Be sure to stop by the [NC Tourism Education Foundation's Silent Auction](#) at the [2024 Visit North Carolina Tourism Conference in Greenville March 17 - 19 at the Greenville Convention Center](#).

Proceeds from the silent auction will contribute to the NCTEF's work to recruit future employees to the tourism industry in North Carolina.

## Asheville's Priorities: Overhaul OT Law

The City of Asheville announced on Tuesday its 2024 Legislative Agenda for the General Assembly's short session convening in April, which includes undoing Buncombe County's occupancy tax law. .

The announcement was part of the Policy, Finance, & HR Committee meeting held via Zoom and can be seen in its entirety [here](#).

NCTIA is opposed to this agenda item, a position shared with the Buncombe County delegation.

## NC Tourism Industry Gathers in Greenville

The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) is excited and gearing up to host the [2024 Visit North Carolina Tourism Conference in Greenville March 17 - 19, 2024 at the Greenville Convention Center](#).

"We are excited to have North Carolina's premier travel and tourism event here in Greenville again this year," stated Andrew Schmidt, President and CEO of Visit Greenville, NC. "Hosting provides us the opportunity to showcase the immense growth happening in Greenville-Pitt County to our statewide tourism leaders and state and national media partners."

The annual Visit North Carolina Tourism Conference brings together tourism industry leaders for two days of educational sessions, insightful programming, networking, and opportunities to catch up on the latest trends and issues facing the travel industry and gain insights from industry experts.

This year the Visit North Carolina Tourism Conference is expecting nearly 500 attendees, including professionals from destination marketing organizations across North Carolina, industry marketing and technology service providers, media partners, and travel writers from across the state and country, and more.

Visit Greenville, NC estimates this conference will generate \$432,014 in local economic impact, and immeasurable unforgettable experiences for all attendees as we showcase some of the best of Greenville-Pitt County.

In March 2023, the Visit Greenville, NC staff attended Visit North Carolina Tourism Conference at the Omni Grove Park Inn in Asheville. Visit Greenville, NC hosted the closing luncheon at the conference, and brought along Chef Lucas Owens of Julep Contemporary Kitchen and Native Fine Diner, to give attendees a taste of what they can expect in Greenville in 2024.

"We are thrilled to be returning to Greenville for the Visit North Carolina Tourism Conference," stated Wit Tuttell, Director of Visit North Carolina. "I love going to Greenville because you can feel the excitement throughout the community when we are in town."

Greenville hosted the Visit North Carolina Tourism Conference for the first time in 2017, and the Visit Greenville, NC team and partners look forward to welcoming North Carolina's tourism industry back to Eastern NC to experience all that Greenville-Pitt County has to offer, along with our Pirate Nation spirit and hospitality.

Click for more information on the [Visit NC Conference](#).