



STAFF REPORT
Hillsborough Tourism Board
December 2024

PRESENTER/INFORMATION CONTACT

Tourism Program Manager, Shannan Campbell

ITEM TO BE CONSIDERED

Subject: VisitNC 365 Conference Attendance?

Attachments:

1. VisitNC 365 Conference Agenda

Summary:

An on-going goal for the Tourism Board has been to give staff and board members the opportunity to learn from other jurisdictions on various tourism challenges and opportunities. The [VISIT NC 365 conference](#) is a large state conference for tourism staff and boards to be able to meet and hear session from each other on emerging tourism issues. There is usually budget for 2 tourism board members but more can attend with a budget amendment if they are available/want to attend.

Financial impacts:

It's about \$1,200 per person (all in) to attend the conference. The Tourism Board has budgeted for up to 2 board members to attend.

Staff recommendation and comments:

Staff recommends a Tourism Board member attend the conference if they're able to. Staff will be planning to attend.