



# Tourism Development Authority Meeting Agenda Item Submittal

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Item To Be Considered: **National Tourism Day 2023**

Board Meeting Date: **April 27, 2023**

Prepared By: **Sonia Johnson, Finance Director**

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**Overview:** The I-95 North Welcome Center in Pleasant Hill (on the VA/NC State Line) will be having their Annual Tourism Day event on Thursday, May 11<sup>th</sup> from 10:00 a.m. to 2:00 p.m. This day offers an opportunity to talk with tourists about attractions, events hotel/motels, restaurants, and other North Carolina Products. See attached invitation exented to all board members.

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**Action:** \_\_\_\_\_

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## NATIONAL TOURISM DAY 2023

**Thursday, May 11<sup>th</sup>! I-95 NORTH WELCOME CENTER**



**Dear Valued North Carolina partner,**

The I-95 North Welcome Center in Pleasant Hill (on the VA/NC State Line) cordially invites you to participate in our National Tourism Week Celebration on Thursday, May 11<sup>th</sup>, from 10:00 a.m. to 2:00 p.m. This day offers an opportunity to talk with tourists about attractions, events, hotel/motels, restaurants, and other North Carolina products. The event reaches people from all over the United States and many foreign countries, and we estimate several hundred visitors will be in attendance. This is a wonderful opportunity allowing you to reach visitors that may not know much about your area.

You will be provided with a highly visible space to place your tent and/or tables to display what is great about your area. Contributors are encouraged to give away free items such as samples, discount coupons, stickers, etc. to help promote your destination. We have learned that many visitors come into the Welcome Center not realizing all the wonderful things to do and see in North Carolina. Here's an opportunity to talk with visitors and promote your locality. What a fantastic way to showcase how spectacular your area is and why they should visit!

Please let me know if you or other representatives from your area will be able to join us for this exciting day and help showcase why North Carolina is a fun-filled destination. I encourage you to share this letter with local businesses seeking visibility outside your vicinity.

Should you have any questions, please contact me at your earliest convenience. We look forward to hearing from you and hope to see you on May 11<sup>th</sup>!

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