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# Hurricane Helene

# Recovery 🌈



# North Carolina

# Marketing Update

## Regional Travel

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Updated

November 28, 2024



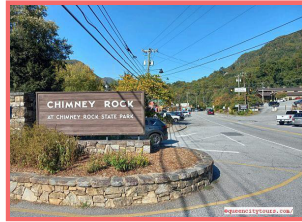
-- International Travel News

[Iceland's Seventh Volcanic Eruption in 2024!](#)



-- National Travel News

[Visit Seattle's Hay Literary Winter Festival!](#)



-- Regional Travel News

## Hurricane Helene Recovery North Carolina Marketing Update!

**Visit NC** has moved swiftly 🏃‍♂️ 🚗 to maximize the \$5 million in recovery funds 💰 awarded by the **North Carolina General Assembly**, with a sense of urgency and purpose. The campaign aims to make an immediate impact while extending through all four seasons 🌱 ☀️ 🍂 ❄️, targeting the region's key origin markets and proximity travelers. 📖 ✨

The goal 🎯 of this campaign is to dispel misperceptions 💡 and encourage travelers 🚗 ✈️ to support local communities 🏠 and businesses with their visits. Using the tagline "Our best way to get back is for you to come back", the campaign pairs holiday-driven 🎄 messaging for the first half of winter with a call to action that directs visitors to a dedicated landing page on **VisitNC.com**. This page emphasizes responsible travel 🤝 and highlights areas still recovering 🛠️. The campaign also supports initiatives like **ShopWNC.com**, promoting regional recovery efforts. ☀️

The initial phase focuses on holiday 🎅 attractions such as the **Great Smoky Mountain Railroad's Polar Express**, [Christmas at Biltmore](#) 🎄, **Tweetsie Christmas** 🚂 ✨, and **Choose and Cut Christmas trees** 🎄 ✂️. Following this, **Visit NC** will launch its most aggressive winter promotion yet ❄️ 🏂, including expanded investment in its partnership with the **NC Ski Areas Association** 🏂. The campaign will continue evolving 🔄 with updated research 📊, adapting messaging based on perceptions and sentiments into spring, summer, and fall 2025. 🌸 😊 🍁

Recovery funds 💰 are also enabling flexibility within **Visit NC's Core budget** to boost messaging for the **Piedmont** 🏡 and **Coast** 🌊 regions, tackling storm-related misperceptions identified in a *post-storm survey* by **SMARInsights**. 🤖

Additionally, **Visit NC** is evolving its **Travel Advisory** 🚩 on **VisitNC.com**, transitioning from pre-storm warnings to highlighting destinations ready and excited to welcome visitors again. 🤗 🏖️

Source: Visit NC

#WinterTravel2025 #NationalTravelNews #ExploreTheSeason #TravelInspiration  
#TrendMagazineOnline