



## **MEDIA RELEASE**

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### **Local Tourism Groups Win Destination Marketing Awards**

**Edenton** – Regional county tourism authorities were named winners of the Destination Marketing Achievement Awards at the North Carolina Association of Convention & Visitor's Bureau's (NCACVB) Annual Awards Banquet on Thursday, June 6, 2008 in Asheville, NC. The City of Washington Tourism Development Authority (TDA), Washington County TDA, Currituck County Travel and Tourism, Elizabeth City Convention and Visitors' Bureau (CVB), and Halifax County all laid claim to top awards in the state in recognition of their marketing achievements. The Destination Marketing Achievement Awards honor and showcase innovation, best practices, creativity and outstanding efforts/results in destination marketing.

“Our regional tourism authorities work diligently to market the area to visitors,” states Nancy Nicholls, Director of Tourism for Edenton, NC and Chair of NET (North Carolina's Northeast Tourism). “These awards are a nice confirmation of the work we do to attract visitors to the region.” NET is sponsored by North Carolina's Northeast Commission and meets monthly to plan regional tourism initiatives. NET members are representatives of the 16 counties of the Northeast region of North Carolina.

Awards for “Best Print Advertising – Leisure” went to Washington TDA and Currituck Travel and Tourism. Currituck also won in the “Best Local Constituents Communications – Newsletters” and the “Best Publications – Visitor's Guide” categories. Elizabeth City CVB, Halifax County, and Currituck all won awards for “Best Publications – Niche Marketing.”

“Destination Marketing Initiatives” awards included those for Washington County TDA for their “Plan Your Retreat” program and Halifax County for their “Live on Stage” initiative. Elizabeth City Area CVB was also lauded for their “Net-Work” and for their production and marketing of the “Ron Paul Blimp.”

Vann Rogerson, President/CEO of North Carolina's Northeast Commission stated, “Tourism is an important economic market in Northeastern North Carolina, and North Carolina's Northeast Commission works with our counties to expand that market. We applaud our counties for their achievements.”

**About North Carolina's Northeast Commission:**

North Carolina's Northeast Commission is dedicated to increasing the standard of living for citizens in its sixteen-county region through tourism, industrial, and business development. The 16 counties that comprise the regional Commission are: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrrell, and Washington. For more information about the North Carolina's Northeast Commission, contact us at [www.ncnortheast.com](http://www.ncnortheast.com).



NET members work to enhance regional tourism.

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