



## **MEDIA RELEASE**

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**North Carolina's  
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**Group Tour Operators Visit Northeastern NC**  
*North Carolina's Northeast Commission and the NC Rural Center  
sponsor familiarization tours for the travel industry*

Edenton, NC – Northeast Tourism Group (NET) recently sponsored a regional visit for group tour operators. The visitors traveled by motorcoach to learn more about tourism destinations in the area, and to help plan future group tour trips for students and adults to North Carolina's Northeast.

The group began their tour at the Eastern 4-H Center in Columbia with a tour of the conference facilities and an exploration of the educational programs. Later they were welcomed by other Northeast tourism professionals at a reception at Vineyards on the Scuppernong. After dinner and dessert in Columbia, the group ventured into the wild for a red wolf howling. They spent the next day on Roanoke Island where they visited the Festival Park, the NC Aquarium, Elizabethan Gardens and The Lost Colony outdoor theater.

The group also spent time in Currituck County with a tour of the Currituck Beach lighthouse, the Wildlife Education Center, and a tour to view the wild horses of Corolla. The final days were spent on the lower Outer Banks, including visits at Chicamacomico Lifesaving Station, the Hatteras Lighthouse, the Frisco Native American Museum and Ocracoke. After a trip across the ferry to Hyde County, the group toured Lake Mattamuskeet Lodge, which is currently under renovation. Throughout the week, the group was welcomed by many sites on the Historic Albemarle Tour.

“Group Familiarization Tours provide a way for us to make sure the operators experience our region,” stated Sara Phelps, Chair of NET and Marketing Director for the Eastern 4-H Center. “Once you experience the wonderful stops throughout northeastern North Carolina, you just want to come back and try it all again, and because we have so much, visitors can find something new each time.”

North Carolina's Northeast Region relies on tourism to support the local economy. Bus trips are affordable ways of vacationing, and North Carolina's Northeast is taking advantage of this by providing schedules for motorcoach travelers. “Improving the economy of North Carolina's Northeast Region takes a multi-faceted approach,” stated Vann Rogerson, President/CEO of North Carolina's Northeast Commission. “As we work together to diversify our economy and increase the capacity for new jobs, we must include tourism as an important part of economic development.”

For additional information about tourism in North Carolina's Northeast Region, visit [www.ncnortheast.com](http://www.ncnortheast.com) and for travel information, visit [www.visitncne.com](http://www.visitncne.com).



**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).

**About Northeast Tourism (NET):**

Northeast Tourism is a subcommittee of and operates with support from North Carolina's Northeast Commission. NET is made up of tourism representatives from the 16 counties of the northeast region of North Carolina. The group meets monthly to develop tourism activities, determine regional advertising niches, and to better promote regional tourism.

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