



Hurricane Matthew, Flooding and Wildfire Recovery Support

Visit North Carolina has developed several complimentary opportunities for tourism businesses in the areas affected by Hurricane Matthew, the resulting flooding and the Western North Carolina wildfires.

Eligibility Criteria:

Participation in the below programs is limited to core tourism businesses, visitor attractions and lodging that were **closed five business days or more** and are located in one of the following affected counties:

Hurricane Matthew and Resulting Flooding:

Beaufort, Bertie, Bladen, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Cumberland, Currituck, Dare, Duplin, Edgecombe, Greene, Hoke, Hyde, Johnston, Lenoir, Nash, New Hanover, Onslow, Pamlico, Pasquotank, Pender, Perquimans, Pitt, Robeson, Tyrrell, Washington, and Wayne counties.

Western North Carolina Wildfires:

Alexander, Avery, Buncombe, Burke, Caldwell, Catawba, Cherokee, Clay, Cleveland, Gaston, Graham, Haywood, Henderson, Jackson, Lincoln, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga and Yancey counties.

Available Programs:

All programs are subject to availability and will be fulfilled as quickly as Visit NC has capacity to do so.

VisitNC.com Display Advertising – Eligible partners will receive \$1,000 of complimentary run of site display advertising space on VisitNC.com, which must run before the end of the 2016-2017 fiscal year (ends June 30, 2017). Space is subject to availability.

Travel Deals – Eligible partners have the ability to utilize **two** complimentary Travel Deals on VisitNC.com through the end of the 2016-2017 fiscal year (ends June 30, 2017). Travel Deals allow partners the opportunity to promote special North Carolina travel offers and packages to interested visitors on VisitNC.com. Travel Deals are featured on every page of the website, as well as within the dedicated Travel Deals section. Travel Deals run on VisitNC.com for 60-days and are highlighted in a monthly eBlast that is distributed to approximately 45,000 subscribers. *This is a \$250 value per Travel Deal.*

Featured Events – Eligible partners have the ability to utilize **two** complimentary Featured Events on VisitNC.com through the end of the 2016-2017 fiscal year (ends June 30, 2017). Featured Event listings offer partners the opportunity to promote their upcoming events and

festivals in prominent positions on VisitNC.com. Featured Events run for 30 days on VisitNC.com and are highlighted in a bi-weekly eBlast that drops to approximately 40,000 opt-in subscribers. *This is a \$150 value per Featured Event.*

Enhanced Partner Listings – Eligible partners have the ability to receive a complimentary Enhanced Partner Listing on VisitNC.com through the end of the 2016-2017 fiscal year (ends June 30, 2017). Enhanced Listings allow partners to upload one video, one downloadable brochure and up to nine images to their listing on VisitNC.com. *This is a \$750 value.*

Social Media Posts – Available through the end of the 2016-2017 fiscal year (ends June 30, 2017), eligible partners have the ability to submit social media posts and assets for consideration to be posted on Visit NC's social media channels (subject to space and existing content schedules). This may include small giveaways.

If you have any questions or would like to take advantage of these programs, please contact [Brooks Luquire](#) or [Michelle Reino](#) – 704-552-6565.