



**NORTH CAROLINA
DEPARTMENT of
COMMERCE**

Inquiry Program / Tourism Call Center

North Carolina Inquiry Program/Call Center

Raleigh, NC

September 2024

NC Inquiry Program History

- In December 1989, the N.C. Tourism Inquiry Program relocated from the N.C. Travel and Tourism Division's downtown office to the N.C. Correctional Institution for Women (NCCIW).
- The packaging and fulfillment operation, which distributes the Official North Carolina Travel Guide and other printed travel materials, was moved to NCCIW in 1987.
- Our mission is to promote North Carolina as a premier destination by increasing tourism revenue.
- Our goal is to provide tourists and potential residents with accurate information through exceptional customer service.

We Answer Calls For:

- Travel information for Visit North Carolina (1-800-VISIT-NC)
- Information on North Carolina-sponsored Amtrak trains (1-800-BY-TRAIN)
- N.C. Department of Transportation's information and customer service lines (NC511 and 1-877-DOT-4YOU)
- Wine information (1-877-3NC-WINE)
- Leaf and fall color change information (1-866-6-LEAVES)
- Fishing information (1-888-2FISHNC)

Operating Hours:

- Monday through Friday: 8:00 am to 8:00 pm
- Saturdays and Sundays: 8:00 am to 5:00 pm
- Holidays: 8:00 am to 5:00 pm
- Closed on Christmas Day

Inmate Staff Training:

- Offenders complete a four-week Travel & Tourism Class conducted by an instructor from Wake Tech, held within our Program Building.
- They stay updated through informative presentations by our tourism partners and local Destination Marketing Organizations (DMOs), who share the latest developments in tourism, events, attractions, and lodging.
- The Visit NC marketing team and their advertising agency, Luquire George Andrews (LGA), visit the Call Center quarterly to update staff on marketing campaigns, developments on the Visit NC website, and new content such as videos, destination photography, and website changes.
- Staff input is sought for new Travel Guide publication content, including changes or additions. Additionally, staff are informed about the cover designs of the Travel Guide before the release date.

Statewide Tourism Development News:

- Statewide tourism development news is shared through a newsletter called **NewsLink**, published weekly by the Visit NC tourism marketing team. This newsletter is distributed to Call Center supervisors and then shared with all offenders' operators, keeping staff informed about recent developments.

Information Access:

- Offenders' staff can access only the Visit NC website and the Travel Management Information System (TIMS) website (DriveNC.gov). They are not permitted to use search engines such as Google or Yahoo. Through Visit NC, they can obtain information about the 100 counties within North Carolina, including major attractions, hotels, and events.



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- Orders for materials (e.g., NC Travel Guide, NC DOT Map, Civil War Trail Map) are entered through Visit NC's backend software, which is linked to USPS bulk mailer software for processing and shipping. This includes distribution statewide and nationally.
- Offenders' phone operators handle inbound calls only and are not permitted to make outbound calls due to prison regulations.
- Callers' names, addresses, and special information requests are entered into a computer database. Offenders in the Fulfillment Section extract this information from the database and assemble and prepare packages for shipment.

DMO Attraction/Hotel Presentations:

- The Call Center hosts up to twenty-four informative presentations per year. These are conducted by local Destination Marketing Organizations (DMOs), including Convention & Visitors Bureaus, Chambers of Commerce, and Tourism Destination Areas. Representatives from local hotels and attractions participate to keep inmate staff informed about the latest developments. The presentations also include interactive opportunities, such as Q&A sessions, to facilitate extended discussions and feedback sharing.

To schedule a presentation, please contact the Inquiry Program manager Pamela Jarrett for information and logistics:

Pamela Jarrett

Telephone: (984) 920-8400

E-mail: pamela.jarrett@commerce.nc.gov