

★ REDISCOVER — the — ★ UNFORGETTABLE

‘Rediscover the Unforgettable’ — Partner Toolkit

Campaign Summary

“Rediscover the Unforgettable” invites travelers to reconnect with the beauty and spirit of Western NC — a region that’s bounced back with strength after Hurricane Helene.

This campaign celebrates the return of iconic views, vibrant communities and scrapbook-worthy moments — all during the peak seasons of summer and fall. Your content can help show how meaningful a visit can be, both for the traveler and the places they explore.

Let’s inspire others to Rediscover the Unforgettable — and support the region’s continued recovery, one trip at a time.

Key Messaging Points

Primary:

- **Western North Carolina is ready:** Your communities, attractions and landscapes are ready to welcome travelers with open arms and familiar warmth. As a cornerstone of this region, your continued hospitality helps reignite the magic that visitors return for — whether it’s their first trip or their fifth.
- **Authenticity at every turn:** From cozy cabins and luxurious retreats to roadside diners and local makers, your destination reflects the real spirit of Western North Carolina. You’re not selling a one-size-fits-all trip — you’re offering the chance to discover something that feels real, meaningful and uniquely yours.

Secondary:

- **Travel responsibly:** Continue to encourage visitors to respect local resources and landscapes, shop locally and embrace sustainable practices.

Key Components for Inclusion

- **#RediscoverWNC:** Use #RediscoverWNC to participate in the conversation.
- **Tag @VisitNC:** Tag Visit NC so we can amplify your voice!

Rediscover the Unforgettable Visual Toolkit

This visual toolkit includes campaign logos and guidance on logo placement on visuals, if you choose to include the logo within any visual content.

Supporting Social Assets:

When sharing content to support this campaign, it is recommended that to leverage visuals from your own destination for social content to be as authentic to your voice as possible. Below are sizing and visual recommendations for consideration as you make your selections.

Platform	Size/Length	Recommendations
Instagram	Static 1:1, 4:5 or 3:4 (grid tile) Video 9:16, 7-15s optimal	Static Select an image or multiple images of views, experiences or destinations that are aligned with your brand's style. Video Select video clips and edit video in a way that is consistent with your brand's typical content creation style and voice. Stray from sounds that may be flagged for copyright infringement.
Facebook	Static 1:1 or 4:5 Video 9:16, 7-15s optimal	Static Select an image or multiple images of views, experiences or destinations that are aligned with your brand's style. Video Select video clips and edit video in a way that is consistent with your brand's typical content creation style and voice. Stray from

		sounds that may be flagged for copyright infringement.
LinkedIn	Static 1:1, 1.91:1 or 4:5 Video 9:16, 7-15s optimal	Static Select an image or multiple images of views, experiences or destinations that are aligned with your brand's style. Video Select video clips and edit video in a way that is consistent with your brand's typical content creation style and voice.

Recommended Social Copy

Option 1

The mountains are calling — again. Rediscover the unforgettable in _____ where every view, bite and local moment reminds you why you keep coming back. 🏔️ ✨

📍 _____

Tag @VisitNC and #RediscoverWNC to share the love!

Option 2

Rediscover the unforgettable in _____ and reconnect with everything you love about Western North Carolina. The trails, the towns, the moments that matter — they're all waiting. 🏔️ ✨

📍 _____

Tag @VisitNC and #RediscoverWNC for a chance to be featured.

Option 3

Rediscover the unforgettable in _____. Whether you're chasing views, sipping something local or just enjoying the crisp mountain air, _____ is ready when you are.



📍 _____

Tag @VisitNC and #RediscoverWNC for a chance to be featured.

Upcoming Engagement Opportunities

Visit NC will be sharing an “Add Yours” Instagram Story upon launch for creators, travelers, and destinations alike to share their favorite spots and memories in the North Carolina Mountains.

You will be able to find the shareable Story sticker and template pinned as a highlight on Visit NC’s Instagram account. To add to the conversation, simply tap “Add Yours” on the Story, select the photo you would like to share, and share to your public Instagram Story.

Supporting Assets for Your Website:

Option 1: Short and Versatile (Homepages, Sidebars, Destination Highlights)

Headline: Rediscover the Unforgettable

Body: From iconic vistas to unexpected small-town charm, North Carolina’s mountains are filled with experiences that leave a lasting impression. Discover what makes this region truly unforgettable – again and again.

[Optional CTA Button:] Plan Your Trip → [link to your page or visitnc.com/rediscover]

Option 2: Feature Block or Banner Style

Headline: Step Outside the Ordinary

Body: Whether it’s your first visit or your fifth, North Carolina’s mountains promise new discoveries at every turn – from craft traditions and waterfalls to music festivals and scenic hikes. Now is the perfect time to rediscover what made you fall in love with this place.

[Optional CTA:] Explore More → [link to your attractions, events, or blog]

Option 3: Targeted Subsection (Events, Nature, Craft, etc.)

Headline: Crafted by Tradition

Body: Explore a mountain culture shaped by centuries of creativity and craftsmanship. From the arts to lively seasonal festivals, North Carolina’s mountain communities invite you to connect with something timeless – and unforgettable.

Supporting Assets for Your Consumer eNewsletters:

Option 1: Seasonal Hook

Subject Line: Rediscover What Makes the Mountains of Western North Carolina Unforgettable

Header: It's time to fall in love with the mountains all over again

Body: There's always more to discover in North Carolina's mountains – tranquil hikes, hidden swimming holes, time-honored craft traditions and charming towns filled with big personality. Start planning your return trip today and rediscover what makes this place unforgettable.

[CTA Button:] Get Inspired → [link to your page or visitnc.com/rediscover]

Option 2: Activity-Themed Newsletter Block

Header: From Swimming Holes to Scenic Hikes

Body: Reconnect with nature and uncover new favorites with a trip to Western North Carolina's mountains. Whether you're casting a line, exploring waterfalls or admiring vibrant gardens, unforgettable moments await.

[CTA:] Rediscover the Mountains → [link]

Additional Notes for Partners

- Always link back to VisitNC.com/rediscover where appropriate – especially for cross-promotion or SEO alignment.
- Feel free to localize the messaging by highlighting your unique experiences – e.g., a specific hike, festival, lodging property or attraction.
- When/where possible, partners can embed campaign logo lockup.
- Consistency is key: Use the phrase “Rediscover the Unforgettable” as a headline or CTA where it naturally fits on web and eNews.