

★ REDISCOVER — the — ★ UNFORGETTABLE

‘Rediscover the Unforgettable’ — Influencer/Creator Brief

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

- **The mountains of North Carolina are back:** The North Carolina mountains and their iconic communities, attractions, and experiences are ready to welcome travelers with open arms and friendly faces.
- **Varied experiences rooted in authenticity:** Every stop has its own vibe – from laid-back mountain towns to luxe hideaways – with cool stays, local spots, and views that make you want to slow down and soak it all in.

Secondary

- **Travel responsibly:** Embrace the communities of WNC by protecting natural landscapes, respecting small-town communities, and supporting sustainable practices that help preserve the places we love for future generations.

Key Components for Inclusion

- **#RediscoverWNC:** Use #RediscoverWNC to participate in the conversation.

- **Tag @VisitNC:** Tag Visit NC so we can hear about your experiences, recommendations, and excitement as WNC reopens!
- **Tag the tourism partners you mention:** A list of partners and their tags can be found on the following page.
- **Share your favorite photo from the NC Mountains*:** Use the Instagram Story “Add Yours” sticker to share an image or video to stories — show off your favorite view, restaurant, place to stay, anything that makes the North Carolina mountains special to you.

**Instagram-only initiative*

Content Ideas

- Share your favorite memory from WNC travels
- Highlight your favorite WNC experience
- Share your favorite small business in WNC
- Show your go-to spot in WNC for local eats

Assets for Use

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.

Visual Selection

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	Static Select an image or multiple images of views,

	Video 9:16, 7-15s optimal	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.

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.

Partner Tags

Partner	Cities/Towns	Instagram Tag
Visit Alexander County	Taylorsville, Hiddenite	@visitalexandernc
Alleghany Chamber of Commerce	Sparta, Laurel Springs, Roaring Gap	@alleghanychamberofcommerce
Visit Highlands, NC	Highlands	@visithighlandsnc
Ashe County Chamber of Commerce	West Jefferson, Jefferson, Todd, Lansing, Glendale Springs	@ashechamber
Visit West Jefferson	West Jefferson	@visitwestjefferson
Avery Chamber of Commerce	Linville, Grandfather, Newland	@averychambernc
Visit Banner Elk	Banner Elk	@bannerelknc
Visit Beech Mountain	Beech Mountain	@beechmountainnc
Visit Asheville	Asheville, Black Mountain, Swannanoa, Weaverville	@visitasheville
Discover Burke County	Morganton, Valdese	@discoverburkecounty
Explore Caldwell County	Lenoir, Granite Falls	@visitlenoirnc
Visit Hickory NC	Hickory	@visithickorync
Visit Cherokee NC	Cherokee	@visitcherokeenc
Visit Cherokee County NC	Murphy, Andrews	@visitcherokeecounty_nc
Clay County Chamber of Commerce	Hayesville	@claychambernc
Cleveland County Tourism	Shelby, Kings Mountain, Boiling Springs	@landofrhythm
Graham County Travel & Tourism	Robbinsville, Lake Santeetlah, Fontana Lake	@grahamcountync
Visit Haywood	Maggie Valley, Waynesville, Canton, Clyde, Lake Junaluska	@visithaywood
Visit Hendersonville, NC	Hendersonville	@visithendersonvillenc

Discover Jackson County	Cashiers, Cherokee, Dillsboro, Sylva	@discoverjacksonnc
Visit Madison County	Marshall, Mars Hill, Hot Springs	@madison_county_nc
Destination McDowell	Marion, Old Fort, Nebo	@destinationmcdowell
Discover Mitchell County	Bakersville, Spruce Pine	@discovermitchell_nc
Wilkes County Tourism	Wilkesboro	@visitwilkesnc
Rutherford County Tourism	Lake Lure, Rutherfordton, Forest City, Ellenboro, Chimney Rock, Bostic, Spindale, Ruth	@visitncsmalltowns
Yadkin Valley, NC	Mount Airy, Dobson, Elkin, Pilot Mountain	@yadkinvalleync
First Peak of the Blue Ridge	Saluda, Columbus, Tryon	@firstpeaknc
Swain County Tourism	Bryson City	@brysoncity
Transylvania County TDA	Brevard, Cedar Mountain, Pisgah Forest, Sapphire	@explorebrevardnc
Explore Burnsville	Burnsville	@exploreburnsville
Visit Mount Airy/Visit Mayberry NC	Mount Airy	@visitmayberrync
Explore Elkin	Elkin	@ExploreElkin
Explore Boone	Boone	@ExploreBoone
Visit Sugar Mountain	Sugar Mountain	@visitsugarmountainnc
Blowing Rock TDA	Blowing Rock	@blowingrocknc
Franklin Chamber of Commerce	Franklin	@visitfranklinnc
High Country Host	Banner Elk, Beech Mountain, Blowing Rock, Boone, Sparta, West Jefferson, Wilkesboro, Blue Ridge Parkway	@highcountryhost
Visit Smokies	All communities in NC's Great Smoky Mountains, a full list of towns and attractions can be found here	@visitsmokies

NC State Parks	Find an NC State Park here	@ncstateparks
NC Department of Natural and Cultural Resources	Find a list of over 100 DNCR attractions here	@ncculture
Outdoor NC	Find a complete list of Outdoor Alliance members here Find the North Carolina Trail Town Guide here	@outdoor.nc