

Partner & Industry Relations Co-Ops

2025 / 2026



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The Visit NC's Partner & Industry Relations team has created a selection of co-ops and opportunities that address other markets that could benefit your organization. These offerings are tailored to align with our programs, including Community Development, Retire NC, International Marketing, and Group Travel, including meetings and sports.

We understand that many of you may have diverse roles within your organization, and the larger Visit NC Co-op brochure may not reach everyone who could benefit from these specific markets. Therefore, we have created this online guide.

The first section of the guide highlights co-ops that Visit NC is contributing to, while the final pages detail offers that you can access directly by mentioning that you learned about them through Visit NC. Our goal is to provide you with resources that empower you to share your story with a wider audience in the coming year.



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RETIRE NC & COMMUNITY DEVELOPMENT

RETIRENC

RetireNC is a service mark of the Economic Development Partnership of North Carolina (EDPNC) and Visit North Carolina is a unit of the EDPNC. Retire NC is a subsidiary brand of Visit North Carolina, the state's official tourism marketing organization. RetireNC's purpose is to encourage retirees and those planning to retire to visit and make their homes in North Carolina.

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FOR RETIRE AND COMMUNITY DEVELOPMENT: 

RETIRENC TRADE SHOWS:

ideal-LIVING Expos 2025-2026 - Each expo is open to five (5) partners for \$500 each.

- Parsippany, NJ - January 2026
- Long Island, NY - January 2026
- Greenwich, CT - February 2026
- Greater Philadelphia, PA - February 2026
- Greater D.C. Area (Tysons Corner, VA) - February 2026

RETIRENC GUIDEBOOK:

The year-long (December '25 - December '26) investment is for Certified Retirement Communities and for Non-Certified Retirement Communities.

- **Spec sheet linked:** [2026 Retired Guide](#)

DOMESTIC TRADE SHOW:

Each Show is open to ten (10) partners for \$950 each

- **Travel & Adventure Show:** Washington, D.C. – January 17-18, 2026
- **Travel & Adventure Show:** New York, NY – January 25-26, 2026
- **Travel & Adventure Show:** South Florida – February 28 - March 1, 2026

If you would like more information about Retire NC Expos or Domestic Trade Shows, please reach out to André Nabors at andre.nabors@visitnc.com.

“TRAVELS WITH DARLEY”

This is a travel show that airs on PBS. The project showcases Revolutionary War sites along with other popular and also lesser-known attractions. NC featured several sites and destinations in the “NC Revolutionary Road Trip” episode (Season 12, Episode 6) that aired Feb. 8, 2025. More filming opportunities are planned leading up to 2026. Costs for this are TBD. If you would like more information about “Travels with Darley,” please reach out to André Nabors at andre.nabors@visitnc.com.



Partner & Industry Relations Co-Ops

Partner with Visit North Carolina in 2025-2026 through the following cost-effective opportunities to effectively reach target consumers, enhance visibility and drive visitors to your destination.

INTERNATIONAL CO-OPS

CONTACT:

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BRAND USA'S VISITTHEUSA.COM

- **Co-op opportunity:** Visit NC will pay up to \$5,000 per partner
- **Description:** Choose from creating a new Brand USA city page or updating your destination page. Brand USA's global sites are in 16 markets and 8 languages, providing unparalleled reach to a qualified international audience seeking travel information about the USA.

Mobile-optimized and user-friendly, this site is the trusted source for inspiring visitation to the USA and driving international travelers to destinations and travel experiences. Also, Brand USA deploys a Programmatic Native Media Campaign for any new or recently refreshed page (impressions ranging from 850,000 to 1 million per market).

PHOENIX PUBLISHING

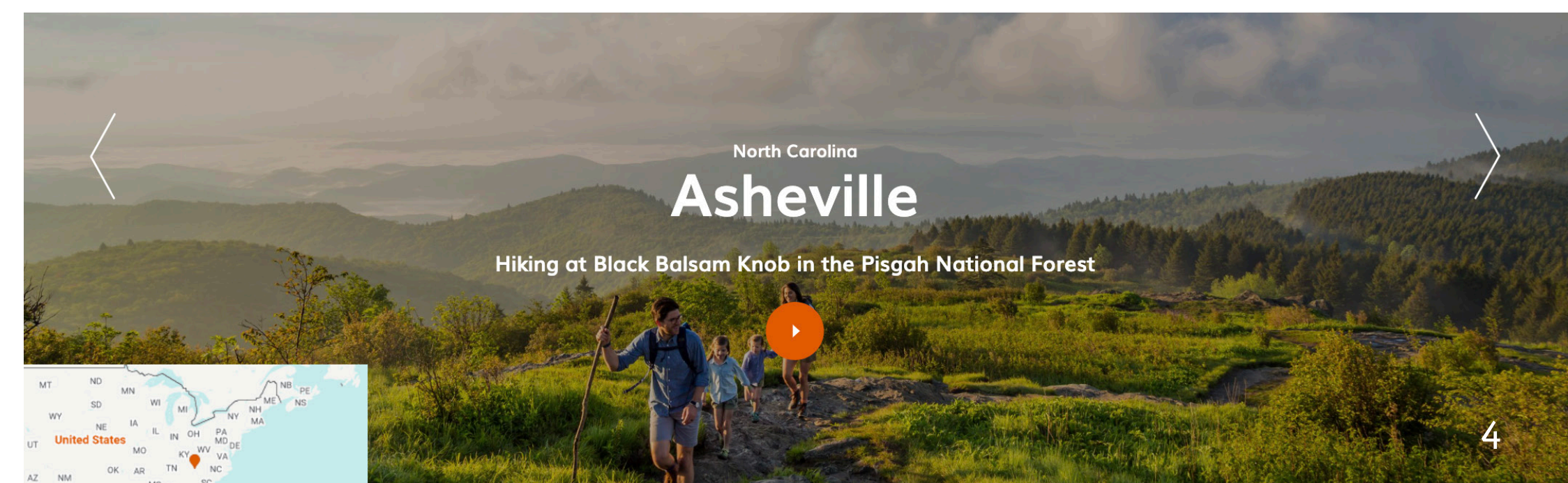
- **Co-op opportunity:** 1/2 page ad, \$7,100
- **Description:** Stand-alone printed Travel Planner in multiple languages with 112,000 copies, storage, distribution, digital distribution of 8 million through Spearfish with 70,000 article reads and 30,000 downloads, digital sponsored content on Essentially America site, and Spearfish digital targeting.

HOTELBEDS

- **Co-op opportunity:** \$14,500
- **Description:** Sixth year of program targeting the US, CAN, UK, and MEX. Add-ons are available for AU, GER, Brazil, FRA, China, and Spain. The program includes digital display, social media, newsletter, landing page, booking engine featured banner, destination hub feature, preferred partner logo feature, video pop up, and bedsonline Facebook page. The campaign runs 7 months for bedsonline and hotelbeds with one-month feature with promotion. Recent results from the October 2023 through April 2024 campaign include 65,992 rooms booked within 35 North Carolina cities, demonstrating a 57% increase from the previous year.

TRAVEFY SUBSCRIPTION

- **Co-op opportunity:** \$250
- **Description:** Travefy is a powerful travel-planning and itinerary management tool designed for travel professionals. It streamlines trip organization by allowing users to create detailed, visually appealing itineraries, collaborate with clients and manage bookings in one place. With features like itinerary templates, mobile access and seamless integration with booking systems, Travefy enhances efficiency, improves client experience and simplifies communication.



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INTERNATIONAL CO-OPS

IPW 2026 BOOTH

- **Co-op opportunity:** \$3,000 for a booth share at the 2026 trade show in Ft. Lauderdale
- **Description:** Exhibiting at IPW in Fort Lauderdale, Florida, is an unparalleled opportunity to connect with top international travel buyers, media and industry leaders. As the premier inbound travel trade show in the United States, IPW allows exhibitors to showcase their destinations, attractions and services to a global audience, driving international visitation and business growth. With pre-scheduled appointments, networking events and exposure to influential decision-makers, a booth at IPW provides unmatched visibility and access to key markets.

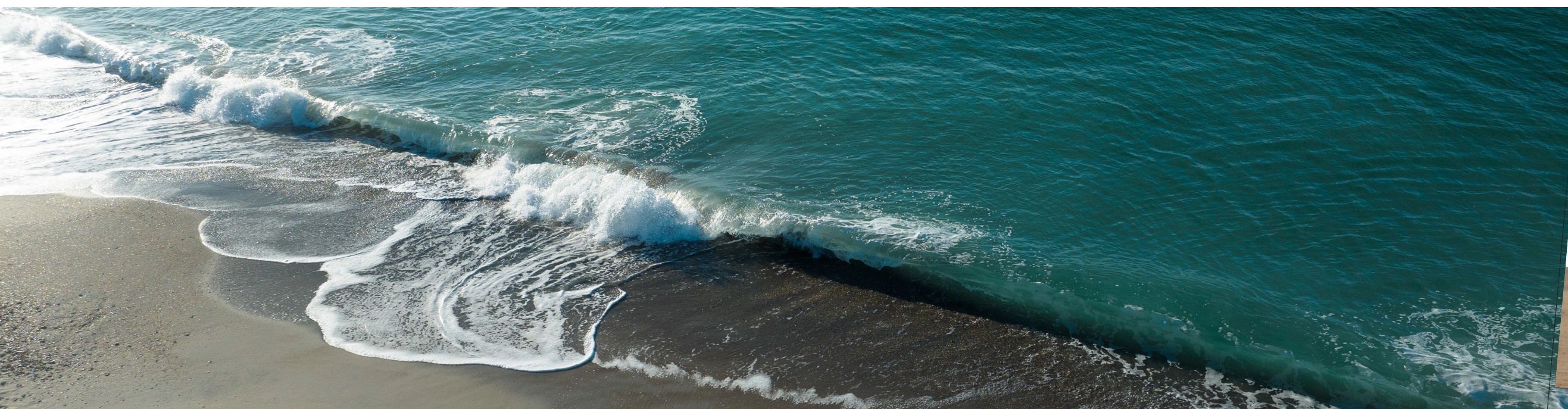
TRAVEL SOUTH INTERNATIONAL SHOWCASE 2025

- **Co-op opportunity:** \$1,695 for registration and appointments
- **Description:** Attending Travel South International Showcase 2025, the only regional inbound trade show focused exclusively on the South, gives your destination access to one-on-one appointments and networking opportunities with top international tour operators, media and travel buyers eager to promote the southern U.S. as a premier destination to drive global visitation and grow international sales.

TRAVEL SOUTH GLOBAL WEEK 2026

- **Co-op opportunity:** Registration and appointments, \$1,695; Summit only, \$995
- **Description:** Join CEOs, Marketing Directors, Public Relations Practitioners, Sales Managers and Research Teams for a transformative three-day event focused on achieving \$10 billion in visitor spending in the South featuring three Master Class Keynotes by global experts covering Insights & Research, Marketing & Storytelling, and Third-party Sales and Channel Management.

Attendees can also participate in breakout panels on source market analysis and co-op promotion opportunities. These sessions will equip you with the tools to effectively leverage resources and grow market share in mature and emerging international markets. Take advantage of the Media Marketplace with one-on-one appointments with prequalified and vetted journalists from Canada, Europe, Latin America and Australia/New Zealand. These journalists eagerly share the South's authentic local experiences with their audiences.



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Visit NC is not paying down for these opportunities, so please feel free to contact the publications directly.



GROUP TRAVEL

MULTIVIEW

As the largest digital publisher for associations, Multiview offers brands advertising access into our portfolio of highly respected association publications and communications. We're experts in B2B and are proud to deliver 4 billion ad impressions annually on behalf of our clients and to have achieved Google Partner status. Our portfolio of association-based digital marketing solutions covers more than 30 industry verticals and reaches more than 10 million business professionals within the proper content and context.

AMERICAN BUS ASSOCIATION

The American Bus Association (ABA) is the most trusted motorcoach, group tour and travel association in the industry. ABA represents its members in Washington through legislative and regulatory assistance, as well as provides education and business opportunities throughout the year.

Media Kit:

[Click to View Media Kit](#)

CONTACT:

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Multiview

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GROUPS TODAY

For 22 years, Groups Today has proudly been the resource for relevant and timely content dedicated to the people, practice and planning of group travel.

Published six times per year, Groups Today's readership has more than 25,000 group travel professionals, including tour operators, motorcoach companies, travel advisors, bank travel managers and group leaders. Most of our readers plan trips for groups of 30 or more travelers.

- 96% of our readers are likely to recommend Groups Today magazine to a colleague or peer.
- 92% of our readers see advertisers in Groups Today as current or potential suppliers.
- 87% of our readers go to an advertiser's website.

To have your content considered for editorial, please send press releases to hello@groupstoday.com

Media Kit:

[Click to View Media Kit](#)

ADVERTISING CONTACT:

Haleigh Gerwig

Media Sales Consultant

Groups Today/Serendipity Media LLC

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Email: haleigh@serendipity-media.com

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Visit North Carolina 

GROUP TRAVEL

THE GROUP TRAVEL LEADER

The Group Travel Leader is mailed 10 times per year to over 14,000 decision-makers who plan leisure group travel for their organization. We also email the digital edition of our magazine via our e-Newsletter to an additional 12,000+ online readers. Our readers include tour operators and bus companies who are members of the American Bus Association, National Tour Association, Travel Alliance Partners, Student Youth Travel Association, United States Tour Operator Association and Ontario Motor Coach Association, AAA offices, travel agents, and group leaders who plan travel for their fraternal organization, alumni club, chamber of commerce, retirement community, church, motorcycle club or other travel organization.

Each issue is loaded with travel ideas across the United States, including themed articles such as Outdoor Adventure, Culinary, History & Heritage and Fall Destinations, State Spotlight Features, City Features and Travel Guides.

Media Kit:

[Click to View Media Kit](#)

ADVERTISING CONTACT:

Kyle Anderson

VP, Sales & Marketing

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GROUP TRAVEL

LEISURE GROUP TRAVEL

Published six times a year by seasoned travel journalists, Leisure Group Travel Magazine is your gateway to the top decision-makers in group travel. With strategically placed advertising within our focus features, resource guides, destination spotlights or regional itinerary guides, your brand gets the spotlight it deserves.

Media Kit:

[Click to View Media Kit](#)

NORTH CAROLINA ITINERARY GUIDE

Media Kit:

[Click to View Media Kit](#)

PREMIER TRAVEL MEDIA

Over the course of its history, Premier Travel Media has evolved by staying on top of market trends, incubating new brands and expanding services to support the needs of the diverse travel industry. PTM's portfolio represents six brands covering the leisure group travel, sports tourism, student travel, family group travel, destination film production and international inbound markets. Each brand offers specialty travel guides and magazines, content marketing, digital display, email and brand platform advertising. Catapult your product to the top of the decision-making funnel with help from Premier Travel Media.

Media Kit:

[Click to View Media Kit](#)

CONTACT:

Cheryl Rash

Business Development Manager

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MEETINGS & CONVENTIONS

MULTIVIEW

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Media Kit:

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MPI

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, the organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

CONTACT:

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NORTHSTAR MEETINGS GROUP

Northstar Meetings Group, the premier online platform for business and sports event organizers, planners and incentive program professionals across all sectors – corporate, association, third-party organizations/agencies, SMERF (social, military, education, religious and fraternal meetings) – providing critical news analysis and research, practical strategies, creative solutions and sourcing services.

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Director, Business Development

Northstar Meetings Group

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MEETINGS & CONVENTIONS

SMALL MARKET MEETINGS

Small Market Meetings is the only meetings industry magazine that exclusively covers smaller destinations and serves as the official publication of the Small Market Meetings Conference. It is mailed 10x per year to more than 9,100 qualified meeting planners nationwide. Our readership is made up of the following types of meeting planners:

- **Corporate:** 55%
- **Association:** 43%
- **Educational:** 34%
- **Sales:** 19%
- **Technology:** 7%
- **Other:** 35%

The editorial focus of *Small Market Meetings* is conference centers, resorts, casinos, spas and convention centers in secondary markets and less traditional meeting destinations such as museums, inns, wineries, ranches, etc. Each issue features articles about trends and issues in the meetings industry, in-depth features on destinations and individual meeting facilities, news items from around the country and advice from guest columnists.

CONTACT:

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Media Kit:

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SPORTS

SPORTSNC

SportsNC is the service mark of the Economic Development Partnership of North Carolina (EDPNC), and Visit North Carolina is a unit of the EDPNC. It is a subsidiary brand of Visit North Carolina and works to capitalize on hosting sports events in the state but focusing its resources on marketing the state as an attractive destination for both event organizers and athletes.

SPORTSNC LISTINGS

DMOs: Did you know there is no cost to be listed on SportsNC.com? Listings target sports events organizers and rights holders. They include a header image, paragraph about the destination for sports event planners, organization website, sports landing page link, contact info, 3 venues with links and 4 facility/sports photos.

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sportsnc

NORTH CAROLINA SPORTS GRANTS

The state's unwavering commitment to enhancing the sports landscape is increasingly evident, highlighted by the provision of a half-dozen dozen substantial grants. These grants are designed to support a range of initiatives, including funding for team travel to competitions, hosting youth events, upgrading essential equipment and facilities, promoting amateur sports, fostering the growing esports industry, and enhancing the experience of major sporting events and attractions. With this robust support, we are well-equipped to create unforgettable experiences for participants and spectators alike.

For more information and to apply: sportsnc.com/north-carolina-sports-grants/



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SPORTS

NOVEMBER 2025 SPG AND THE NORTH CAROLINA SPORTS GUIDE

Sports Planning Guide (SPG) is the place where sports event planners find tournament locations. We create exceptional content about sports tourism destinations and profile hundreds of facilities across the U.S. in our annual print guide, online SportsPlanningGuide.com and the weekly InSite from SPG e-newsletter. SPG is where relationships begin!

*All advertisers are included in our listings in Where2Play:

- **Tier 1:** ¼ -page listing, which includes logo, top sports (up to three), photo and contact information. Included in one of the feature stories (or could have a page of content dedicated the smaller destinations as long as we have four that participate). \$975 per destination.
- **Tier 2:** Choice of Package A+, A, B, or C. Will be included in one of the feature stories. \$400 off rack rate on all packages apply.
- **Tier 3:** Choice of Package A+, A, B, or C. Will be included in one of the feature stories. Rack rate applies. Will include a ½ page branding ad in one of the Where2Play Guides as added value.

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Media Kit:

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Media Kit:

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SportsTravel * TEAMS * EsportsTravel

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NORTH CAROLINA SPORTS ASSOCIATION

The North Carolina Sports Association (NCSA) is a membership-based organization of Sports Commissions, CVBs, Parks and Recreation entities, Sports Authorities and more from across North Carolina whose purpose is to grow, promote and enhance the general welfare of the sports industry in North Carolina. The NCSA works in partnership with Visit North Carolina to promote the state to sport event organizers under the brand of SportsNC. This is a membership-based organization.

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