



Membership Application

Categories	Dues
<input type="checkbox"/> Retailer - Hotels & Restaruant	\$495.00
<input type="checkbox"/> Sustaining Member	\$1,100.00
<input type="checkbox"/> Membership Organization	\$1,100.00
<input type="checkbox"/> Legislative Council	\$4,000.00

Your Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____

Organization _____
 County _____
 Email _____
 Fax _____

WHY SHOULD YOU JOIN NCTIA?

Travel and tourism is a significant revenue producer for the state of North Carolina. Tourism produces 43 million visitors annually, ranking North Carolina 6th in person-trip volume among the 50 states. Travelers spend \$17 billion, creating nearly 200,000 jobs. The positive impact of travel and tourism continues to grow while other sectors of the state's economy are in decline or remain sluggish.

If your business is travel and tourism related or benefits from this industry, shouldn't you be helping us create better opportunities for your business? NCTIA members work in lodging, travel promotion, convention and visitor bureaus, attractions, restaurants, outdoor recreation, the media, advertising and public relations, associations, vacation sales and rentals, and in companies supplying these businesses.

WHAT DOES NCTIA DO?

The NCTIA serves as an informational clearinghouse for public debate, legislative calls to action and grassroots lobbying efforts. When possible, the NCTIA will convene forums to allow for public discussion of impact issues affecting a particular North Carolina region. We sponsor legislative events to increase legislator's awareness of the travel and tourism industry's economic impact, and we keep NCTIA members informed of legislative activities by publishing an electronic weekly report.

NCTIA also promotes the education of front-line employees on customer service and the dissemination of tourism information. The program includes training sessions, manuals and materials. The organization supports continuing education through its Tourism Education Foundation. Anyone wishing to pursue hospitality-related degrees in North Carolina Colleges or Universities – can apply for tuition assistance. We are supporting North Carolina's future tourism leaders.

The Tourism Leadership Conference offers opportunities to learn from industry leaders, to network with peers and to be kept abreast of economic and political trends. Networking opportunities continue throughout the year with committee work and social and educational events. These are just a few of the many NCTIA benefits.

Payment Check Enclosed Invoice Requested VISA MasterCard

Credit Card # _____ Exp. Date _____

Signature _____ Date _____

North Carolina Tourism Industry Association
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