

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1989

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SENATE BILL 1113

Short Title: Travel South Funds.

(Public)

Sponsors: Senators Kaplan and Ward.

Referred to: Ways and Means.

May 2, 1989

A BILL TO BE ENTITLED

1 AN ACT TO APPROPRIATE FUNDS TO THE TRAVEL COUNCIL OF NORTH
2 CAROLINA, INC., FOR ADVERTISING AND PROMOTING THE TRAVEL
3 SOUTH USA 1991 SHOWCASE.
4

5 Whereas, tourist and visitor travel is one of North Carolina's most important
6 industries, involving more than 200,000 jobs and producing over four billion six
7 hundred million dollars (\$4,600,000,000) for the State's economy last year; and

8 Whereas, the Travel South USA Showcase has selected North Carolina as the
9 location for its 1991 Showcase to be held March 1-6, 1991; and

10 Whereas, Travel South USA is the oldest and largest regional travel
11 promotional organization in the nation; and

12 Whereas, while the meeting itself will have immediate benefits for the host
13 city of Winston-Salem, and the host State of North Carolina, the lasting benefits will be
14 increasing group tour business for the region for many years to come; and

15 Whereas, the Travel Council of North Carolina, Inc., and the Winston-Salem
16 Convention and Visitors Bureau have agreed to establish a joint committee to act as
17 hosts and to market and promote North Carolina at this meeting of Travel South USA;
18 and

19 Whereas, the cost of hosting the meeting is expected to be one hundred sixty-
20 two thousand eight hundred dollars (\$162,800), and the local and statewide
21 contributions are expected to be approximately eighty thousand dollars (\$80,000); Now,
22 therefore,

23 The General Assembly of North Carolina enacts:

1 Section 1. There is appropriated from the General Fund to the Travel Council
2 of North Carolina, Inc., \$80,000 for the 1989-90 fiscal year for the purpose of marketing
3 and promotion of North Carolina attractions and destination points prior to and at the
4 Travel South USA Showcase in the host city of Winston-Salem during March of 1991.

5 Sec. 2. This act shall become effective July 1, 1989.