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**Visit High Point wins second consecutive Platinum NCTIA Award**

*Visit High Point was recognized for their commitment to engaging visitors & the local community alike*

HIGH POINT, N.C. (December 16, 2022) — For the second year in a row, Visit High Point was recognized by the [North Carolina Travel Industry Association](#) (NCTIA) during the 2022 Tourism Marketing Achievement Awards held in Charlotte, NC.

“Our mission is to position High Point as a vibrant destination that visitors will enjoy and that locals will want to promote,” says Melody Burnett, Visit High Point president. “Receiving this award from NCTIA emphasizes the great strides our organization has made in aligning our stakeholder communications to our renewed mission that we adopted in 2022 that now recognizes local residents as a valued stakeholder.”

Visit High Point was selected for the Platinum Community Stakeholder award based on their communications to educate the community at large. Focused messaging communicates the impact the visitor economy has to enhance High Point’s vitality as an attractive visitor destination and great place to live for residence. Areas of focus such as the impact of sports tourism, destination development, and strategic tourism investments, can be translated as one example of how the sport of rowing can help make High Point competitive as well as enhance recreational assets for our residents who enjoy the lake.

“Our team has been intentional to get in front of local stakeholders and residents to communicate the relevancy of our mission and how that plays into the big picture of keeping High Point vibrant and sustainable,” continued Burnett. “Through a combination of public speaking appearances, private civic engagements, and local public relations efforts, we are able to reinforce the idea that tourism and destination development are not solely important to visitors and the hospitality community, but rather a shared community value that transcends benefits throughout the city.”

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**About Visit High Point:**

Visit High Point is the official destination management and marketing organization that positions High Point as a vibrant destination that visitors will enjoy, and locals will want to promote. Our vision is to leverage High Point's reputation as the Home Furnishings Capital of the World™ and the home of a world-class University to further the evolution of High Point as a unique destination. While the focus is to increase economic impact by providing first-class service to our visitors and meeting planners, Visit High Point also works to develop our city as a year-round destination that is competitive in the marketplace, generating more brand ambassadors and fans. We want each visitor to make yourself at home in High Point, NC. Established by state legislation in 1984, Visit High Point, a non-profit 501 c 6 organization is funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county, or state – are used to fund Visit High Point. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit [www.visithighpoint.com](http://www.visithighpoint.com).

**About the NCTIA Marketing Achievement Awards**

The NCTIA Tourism Marketing Achievement Awards are given to honor and showcase innovation, best practices, creativity, and the results accomplished through the travel and tourism industry's marketing efforts. Separate award categories are established for the target audiences that destination marketers and tourism-related businesses communicate with on a daily basis. The awards judging committee is comprised of travel and tourism professionals representing many facets of destination marketing, including CVB peers from other states, meeting planners, website designers, and editors from international meeting and convention trade publications.