



## Our Mission

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.



## Our Partners



Community Partners

- City of High Point
- Business High Point
- High Point Economic Development Corporation (HPEDC)
- Forward High Point
- High Point Discovered
- Non-Profits
- HP Regional Association of Realtors
- Education
- Retirement Communities



Industry Partners

- Hotels
- Short-term Home Rentals
- Attractions
- Restaurants
- Transportation
- Retail
- Film
- Parks and Recreation
- Sports
- Event Venues
- Arts
- Non-Profits
- Entertainment



Tourism Boards

- Visit High Point Board
- DRIVE High Point Board
- NC Travel Industry Association (NCTIA)
- Piedmont Triad Film Commission
- Triad Destination Marketing Organization



Advocacy

- County Commissioners
- City Council
- NCTIA
- Visit NC
- NC Restaurant & Lodging Assoc (NCRLA)
- Guilford County Hotel Assoc.
- Destinations International
- International Board of Credentialing & Continuing Ed Standards (IBCCES)



Home Furnishing Industry

- Retail
- Showrooms
- High Point X Design (HPXD)
- High Point Market Authority
- International Textile Alliance
- Designers
- Students
- Services

## Who We Are

A Board of 12 voting members and 8 liaison members A staff of 8 full-time and one part-time that make up Visitor Services, Data Support, Marketing/Branding/PR, Event Management, and Administration.

## How We Are Funded

Established by state legislation in 1983, Visit High Point, a non-profit 501(c)6 organization, is funded by a self-imposed three percent room occupancy tax on local accommodations and short-term home rentals. No taxpayer funds — city, county, or state — are used to fund Visit High Point.

## Targeting the Mission



### Marketing

High Point as a mecca for Home Furnishings Design

### Targeting

The visiting family and friends market

### Growing

Opportunity in the leisure and travel market

### Servicing

The traditional sports market while targeting niche sports opportunities

### Utilizing

Event booking incentives to attract competitive events and grow established event opportunities

### Investing

In long-term tourism growth in partnership with the DRIVE High Point Foundation

### Retaining

Direct group booked repeat business

### Cultivating

Spectator events, special events and festivals

### Providing

Strategic event planning support and technology

### Managing

High Point's events calendar, making it the #1 listed digital calendar in the city

### Educating

The local hospitality community to deliver exceptional service and authentic experiences

### Leveraging

The visitor economy as a community shared value

## Initiatives

[Partners of Excellence](#)

[Certified Retirement Community](#)

[Strategic Tourism Grants](#)

[Certified Autism Destination](#)

[Concierge Service](#)

[Realtor Certifications](#)

[High Point Veterans Initiative](#)

[VIP \(Very Important Person\) Tour](#)

[Event Planning 101](#)

[ServSafe Certifications](#)