



# 2018 LEGISLATIVE AGENDA

NCTIA is a statewide membership association of North Carolina tourist destinations, hotels, convention centers, restaurants, small businesses and coalitions committed to helping the General Assembly and North Carolina policymakers continue the state's strong, vibrant, and job creating tourism industry.



## Occupancy Tax

Protect local occupancy tax guidelines that continue to promote and market local communities' tourism industry and assists local hotels, restaurants, attractions and retailers build and maintain small businesses.



## School Calendar Law

Protect North Carolina's most precious tourism natural resource — summer. Small business owners, students, and families depend on summer months to provide and enjoy *affordable* vacation opportunities for families. Erosion of the current summer calendar will hurt the state's tourism economy (which supports 218,000 North Carolina jobs), give fewer economic opportunities to students, and less time provided for what matters most — family.



## Expand Economic Opportunities for Tourism

Whether it's allowing hotels to host "casino night" for nonprofit organizations, continuing to make the state's film incentive program more attractive, fully fund Visit NC, or lowering the tax rate for small businesses, the travel industry requests the General Assembly do all it can to expand tourism and continue tourism friendly public policies and budgets.



## Create & Protect Quality Jobs in Tourism

Encourage more job creating partnerships and trainings with schools, community colleges, and universities that encourages entry level workers to enter upwardly mobile career tracks in the hospitality industry.