



NORTH CAROLINA'S EASTERN REGION

North Carolina's Eastern Region
3802 Highway 58 North
Kinston, NC 28504
Phone: 800-474-8499
Fax: 252-523-9017
Contact: John D. Chaffee, President and CEO

PRESS RELEASE

N.C. Eastern Region Co-Sponsors Mini-Summit on Sustainable Tourism

Kinston, NC, February 22, 2011 – North Carolina's Eastern Region (NCER), along with the Duplin County Tourism, will co-sponsor the third annual *North Carolina's Eastern Region Tourism Mini-Summit*, March 2, at River Landing Country Club in Wallace, NC.

Attendees are invited to explore interesting facets of the area's tourism industry with local experts and learn how to take part in one of the Eastern Region's fastest growing sectors. A number of events are planned prior to and following the summit including complimentary tours of River Landing, Buckner Hill Plantation, Liberty Hall Plantation, and a "taste" of the fine offerings at Country Squire Winery and Duplin Winery.

The event itinerary is as follows:

Tuesday, March 1, 2011

8 PM- *Complimentary Wine Tasting sponsored by Duplin Winery at River Landing Country Club*

Wednesday, March 2, 2011

8:30 AM- Breakfast

9:00 AM- Tourism Mini-Summit Program

TOPICS

- **Eco Tourism:** Alex Naar, Outreach Coordinator, Center for Sustainable Tourism at East Carolina University; Jess Hawkins, Owner, Crystal Coast Eco Tours; Walter "Deet" James, Hunting Heritage Biologist, North Carolina Wildlife Resources Commission, Division of Wildlife Management; Hans Vogelsong, Director of the Ph.D. program in Coastal Resources Management, East Carolina University

- **Tri-Regional Heritage Tourism Project:** Mary Ruffin Hanbury, Founding Principal, Hanbury Preservation Consulting
- **Sports Marketing:** Frank Jernigan, Consultant, Frank M. Jernigan & Associates, LLC; Jesse Newsom, Executive Director, Jacksonville-Onslow Sports Commission; Scott Dupree, Vice President for Sports Marketing, Greater Raleigh Convention and Visitors Bureau
- **Film Development:** Aaron Syrett, Director, North Carolina Film Office
- **Retiree Attraction:** Jim Mitchell, Director of the Center on Aging, East Carolina University
- **River Landing Country Club:** Judson Poole, Assistant Director of Sales and Marketing, River Landing

COST: \$20/ person

12 PM- Buffet Lunch at River Landing

Gourmet seafood and Southern cuisine by River Landing's award winning chef

COST: \$15/ person

1 PM- Tour of River Landing

Tour the 1,700 acres of our host location to see all this private, gated golf community has to offer visitors and residents

COST: Complimentary

1PM-3PM- “Uncork Duplin County” with a Familiarization Tour

Choose one:

“From the Greens to the Big Screen”- Explore the Antebellum era Buckner Hill Plantation, which served as the set of the now famous film Divine Secrets of the Ya-Ya Sisterhood. Then venture out to Liberty Hall Plantation, the 19th century home of the Kenan family.

COST: Complimentary

“A Fine Time with some Fine Wine”- After enjoying lunch, join us at the Tartan Tasting Room at Country Squire Restaurant for a sampling of the wines produced at the on-site winery. Then, travel to the Southeast’s oldest and largest winery--Duplin Winery—to embark on a tour of the production facility, followed by a tasting and shopping at the gift shop.

COST: Complimentary

Anytime, or at Your Leisure- A Round at River Landing

Enjoy a round of golf at one of the Landing's award winning courses

COST: \$56 (includes cart)

To register or for more information, visit www.nceast.org or www.visitnceast.org.

North Carolina's Eastern Region is a 13-county development commission established by the North Carolina General Assembly to promote economic growth in Nash, Edgecombe, Wilson, Lenoir, Pitt, Wayne, Greene, Duplin, Jones, Onslow, Pamlico, Craven, and Carteret Counties. The region encompasses 7,000 square miles and approximately 1 million residents. For more information, visit www.nceast.org or contact Erin Eatman, Director of Marketing, at Eatman@nceast.org.

XXX