

RALEIGH, N.C. (Jan. 19, 2022) — Destinations, lodging properties and travelers converge with [Visit North Carolina](#)'s launch of [NorthCarolinaBound](#), a collaboration on the destination marketing platform [Flip.to](#). For the first time, destination marketers and the lodging industry are joining together to market and win over travelers on a single platform—growing audiences and directly driving revenue for the travel industry.

The goal is to help state tourism accelerate quickly, profitably and sustainably. "It's our mission to drive meaningful growth to the tourism industry with innovation that provides measurable impact," said Wit Tuttell, director of Visit NC, a unit of the Economic Development Partnership of North Carolina. "NorthCarolinaBound delivers directly to our destination and lodging partners in all 100 counties while engaging with travelers in positive ways. Our regions and lodging industry will be pleased, as we are, that there's no cost for them to participate."

By joining, industry partners get access to the Flip.to marketing platform. Travel brands start by winning over travelers in the dreaming phase, reaching and inspiring a right-fit audience with the help of past guests and locals. In the planning phase, brands spark conversations with travelers deciding where to go next, and increase conversion with the revenue impact tracked in real-time.

Richard Geiger, president of Visit Winston-Salem in the Piedmont region of North Carolina, emphasized the immediate value of taking part: "We're bringing measurable support to our lodging partners. This strategically and effectively connects our destination and partners with travelers. We are confident Flip.to will fortify and complement our efforts to grow leisure travel to Winston-Salem."

Beyond its power to reach and win over new visitors to the state, the platform provides first-of-its-kind insights to every member that joins, Tuttell said. Regional and statewide demographic data, along with behavioral insights, will inform decisions about the best investments of marketing dollars.

By working together on a single platform, destinations and lodging properties will earn the most profitable business by using these insights to improve their marketing funnel and bottom-line growth, staying the course of dynamic progress for North Carolina.

"Our collaboration with Flip.to is a watershed moment for the state," added Allison Schult, Visit NC's Strategic Marketing Consultant. "NorthCarolinaBound not only brings incredible innovation; the platform brings the state closer to all of our regional destinations, it creates powerful interactions and connections between industry partners and their lodging communities, and tracks measurable impact in real time to revenue—it's a competitive edge."

To learn more and engage, destination marketing organizations can connect at join.flip.to/northcarolinabound/destinations. Accommodation providers can get started at join.flip.to/ncbound.

About Visit North Carolina

Visit NC is part of the Economic Development Partnership of North Carolina. Established in 2014, the EDPNC is a 501(c)(3) nonprofit corporation that oversees the state's efforts in business and job recruitment and retention, international trade, and tourism, film and sports development. The mission of Visit North Carolina is to unify and lead the state in developing North Carolina as a major destination for leisure travel, group tours, meetings and conventions, sports events and film production. For more information on North Carolina's destinations and travel assets, go to VisitNC.com.

About Flip.to:

Flip.to is the collaborative destination marketing platform that for the first time lets tourism communities work together all on a single platform to directly drive revenue for the travel industry and increase profitability. Start a conversation at join.flip.to/destinations/en.

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