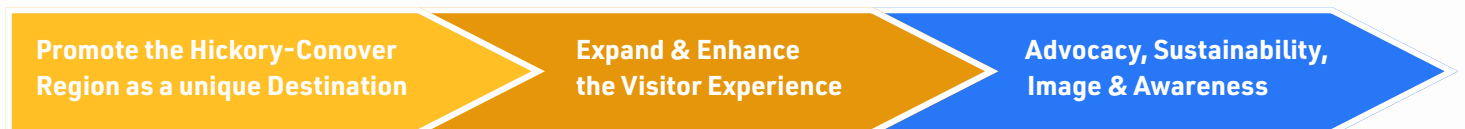
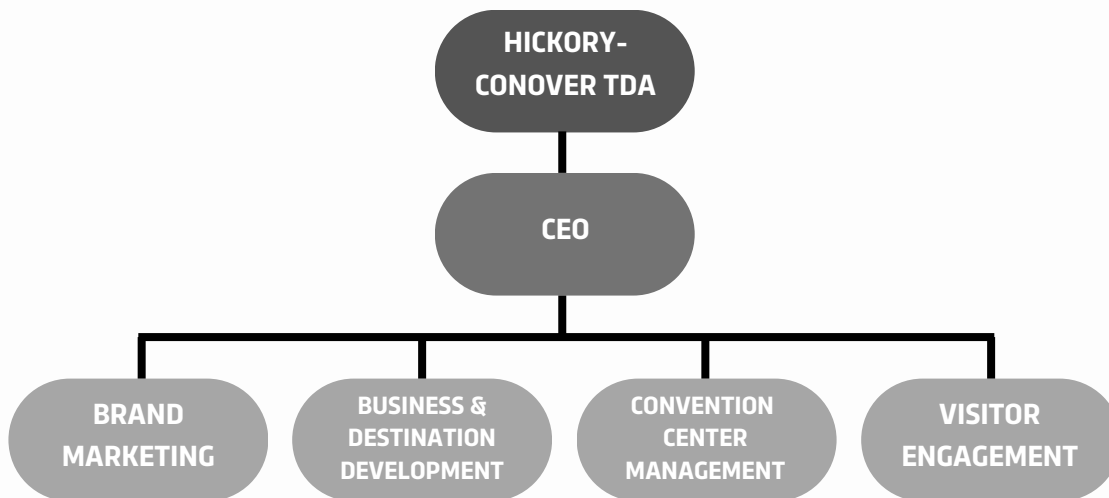


ORGANIZATION STRUCTURE

The Hickory Metro Convention & Visitors Bureau (CVB) is a destination marketing, management, and leadership organization committed to driving economic growth within the Hickory Metro region through successfully marketing tourism, sports, and meetings. The Hickory Metro CVB is a destination marketing organization that provides support to the local travel industry as well as advocates for issues affecting the travel economy in the Hickory region. This strategic plan outlines the Tourism Development Authority's vision for the years 2024 – 2027 and assigns project work to staff and Board-led Task Forces.



STRATEGIC DIRECTION

Promote the Hickory-Conover Region as a unique destination - requires a focused destination marketing effort to drive growth and stand-out among North Carolina's 100 counties. Hickory, the region, and the Convention Center will be marketed as a unique travel experience by a highly skilled sales and marketing team under the leadership of a dynamic CEO and an engaged and well-informed Tourism Development Authority.

Expanding & Enhancing the Visitor Experience The region must continue to grow and improve the breadth and quality of the year-round visitor experience to fulfill the vision of being a desirable destination in North Carolina and the Southeast. Hickory has many unique experiences with abundant outdoor and cultural activities that are in demand among travelers and residents alike. Connecting it all together, driving growth in the convention and event business, and making our experiences accessible to visitors is a top priority.

Advocacy, Sustainability, Image, and Awareness The Hickory Metro Convention & Visitors Bureau will convene travel industry businesses and serve as a connector to listen, communicate, and identify strategies to address those issues that are holding the travel industry back. The HCTDA will lead advocacy efforts on travel industry issues. An active task force structure will provide focus with board members actively engaging on all strategic initiatives.