

Highlands Chamber of Commerce Marketing Committee Plan of Work

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The Highlands Chamber of Commerce and Visitor Center is responsible for promoting the businesses of Highlands and the surrounding area. Promotion of the Highlands area includes print as well as electronic forms of advertising.

The Marketing Committee, in coordination with the Visitor Center Director and Executive Director, will be responsible for determining the most appropriate and feasible methods to promote tourism in the Highlands area.

The activities of the Marketing Committee should include the following initiatives:

- **Create advertising and tourism packages in an effort to encourage travel to the Highlands area from at least 50 miles from Highlands, North Carolina.**
- **Develop advertising partnerships with businesses and other entities in the area or region to promote travel to Highlands, North Carolina.**
- **Develop and maintain a media kit to promote Highlands, North Carolina.**
- **Analyze current advertising data to determine the most effective forms of promoting Highlands, North Carolina.**