

Highlands Visitor Center

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Plan of Work

Goal: To direct the operations of the Visitor Center. Promote and market tourism in Highlands, NC.

- **Manage & Coordinate Ambassadors/Volunteer Program**
- **Visitor Center: Operate the Visitor Center as an information destination. Respond appropriately to all requests and concerns of who call or visit the center.**
- **Create a annual Marketing Schedule for Highlands.**
- **Provide visitors with access to the internet.**
- **Website: Maximize our website and visitnc.com content. Ideally so that families can plan their entire vacation on our site.**
- **Open House: Conduct open house visitations periodically.**