



DISCOVER MITCHELL

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PRESS RELEASE

MITCHELL COUNTY TO HOST TOURISM SUMMIT AND UNVEIL NEW DESTINATION BRAND

Bakersville, NC — Following a successful inaugural year after Hurricane Helene, Mitchell County will once again host the Mitchell County Tourism Summit, bringing together leaders and partners for an afternoon of collaboration, fresh insight, and continued progress in the county's tourism efforts.

The summit will take place at 31 Cross Street, Spruce Pine, NC 28777, beginning with the Tourism Summit from 1:00–5:00 PM, followed by the official brand launch of the Mitchell County Tourism Development Authority from 5:00–7:00 PM, with hors d'oeuvres served.

The afternoon summit will feature two keynote speakers focused on tourism growth, destination development, and community-driven success, along with updates from local leaders highlighting progress, challenges, and opportunities across Mitchell County. Attendees can expect meaningful conversations centered on strengthening the local economy, supporting small businesses, and positioning Mitchell County for long-term, sustainable tourism growth.

At 5:00 PM, the event will transition into a celebratory brand launch, unveiling the new identity of the Mitchell County Tourism Development Authority. This launch represents a unified vision for how Mitchell County will be marketed and experienced moving forward—honoring its heritage, landscapes, and communities while looking boldly toward the future.

"The Tourism Summit is about alignment, momentum, and collaboration," said Kelly Jones, Director of the TDA. "This is an opportunity to bring everyone to the table—local leaders, businesses, and stakeholders—to shape how Mitchell County tells its story and welcomes visitors."

The event is designed for tourism partners, business owners, community leaders, and anyone invested in the future of Mitchell County.

Event Details:

Location: 31 Cross Street, Spruce Pine, NC 28777


Tourism Summit: 1:00–5:00 PM

Brand Launch & Reception: 5:00–7:00 PM (hors d'oeuvres served)

To register, please email tda@mitchellcountync.gov or scan the QR code.



PRESS CONTACT:

 828-208-0769

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