

NCRLA HOSPITALITY



Renaissance Charlotte SouthPark

April 9, 2026



Rep. Tim Moore

DISTRICT 14 | NORTH CAROLINA GENERAL ASSEMBLY
NCRLA'S 2022 HOSPITALITY CHAMPION

- Served two decades in NCGA
- Longest serving Republican Speaker in state history
- Instrumental in NCRLA's Business Recovery Grant program after COVID-19



In the Spotlight

Chad Moutray, Ph.D., CBE

Senior Vice President,
Industry Research & Knowledge,
and Chief Economist

National Restaurant Association



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In the **Spotlight**

Himanshu Desai

Senior Director,
Strategic Accounts Specialist

Amadeus Hospitality

AMADEUS



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Who We Are

NCRLA

NC Restaurant
& Lodging Association

We Represent



Restaurants



Hotels



**Hospitality
Businesses**

Our mission is to **protect, educate, and promote** North Carolina's hospitality industry.

25K+
hospitality businesses

9%
of state's workforce
employed in hospitality

\$36.7B
in annual hospitality
sales

NCRLA Hospitality

Hospitality powers jobs, tourism and local economies in **every community** across North Carolina.

2025 Industry Sales: Where Growth Happened



\$27.02B ^{+3.2%}
in restaurant sales



\$8.41B ^{+1.0%}
in hotel sales



\$1.30B ^{+1.1%}
in bar + tavern sales

New Chapter for NCRLA



**ADVANCING
POLICY DIALOGUE**



**LISTENING TO
INDUSTRY VOICES**



**ENGAGING
POLICYMAKERS**

How We Deliver



PRACTICAL

Solutions for today's operators

TACTICAL

Support where it matters most

STRATEGIC

Leadership for the industry's future



PRACTICAL

solutions for today's operators

Consultancy & Expertise

NCRLA's legal and regulatory team assists restaurants, taverns, and hoteliers with questions on:

- Health department issues
- New food truck requirements
- ABC regulations
- Occupancy and meals tax issues
- Innkeeper's rights
- Other day-to-day legal, regulatory, and operational issues



NCRLA NC Restaurant & Lodging Association

MEMBER ALERT

Member Alert: Carteret County Health Department Enforcement

NCRLA has recently learned that some members in Carteret County have received warnings from the local health department warning of potential suspension of their outdoor seating permit. These warnings appear to be tied to the use of additional outdoor or patio seating—that was not included in the facility's permit.

To expand seating capacity in Carteret County and address these concerns, you'll need to obtain an **Improvement Permit and Carteret County Health Department**. This process involves submitting a site plan, determining site suitability, and reviewing proposed compliance with local regulations.



Announces Global Tariffs Under IEEPA—What It Means for Our Industry

President Donald Trump [announced sweeping tariffs](#) that will impact China, the European Union, Japan, India and other nations. These tariffs—ranging from 10% to 50%—go into effect starting on April 9. Canada and Mexico are exempt from these tariffs beginning April 9. Canada and Mexico are exempt from these tariffs beginning April 9. Canada and Mexico are exempt from these tariffs beginning April 9. Canada and Mexico are exempt from these tariffs beginning April 9.

President Trump cites the [International Emergency Economic Powers Act](#) as authority for the measure, claiming the US trade deficit and lack of reciprocity in international trade relationships constitute a national emergency.



As Pennies Disappear, Restaurants Call for Federal Guidance

Main Street businesses, including restaurants, are facing growing challenges as the U.S. Mint phases out the penny and coin distribution locations run dry. While most restaurant transactions now occur by card, cash remains an essential payment option in many communities — and the lack of federal guidance on rounding is creating uncertainty.

Discounts & Savings



No upfront costs and locked in rates for three years



Offers discounted plan options and wellness programs



Up to 30% off subscriptions



Up to 15% on liquor liability and 5% on business owner policies



20% off trainings and certifications



20% off on music licensing fees



Exclusive new health benefits program for NCRLA members

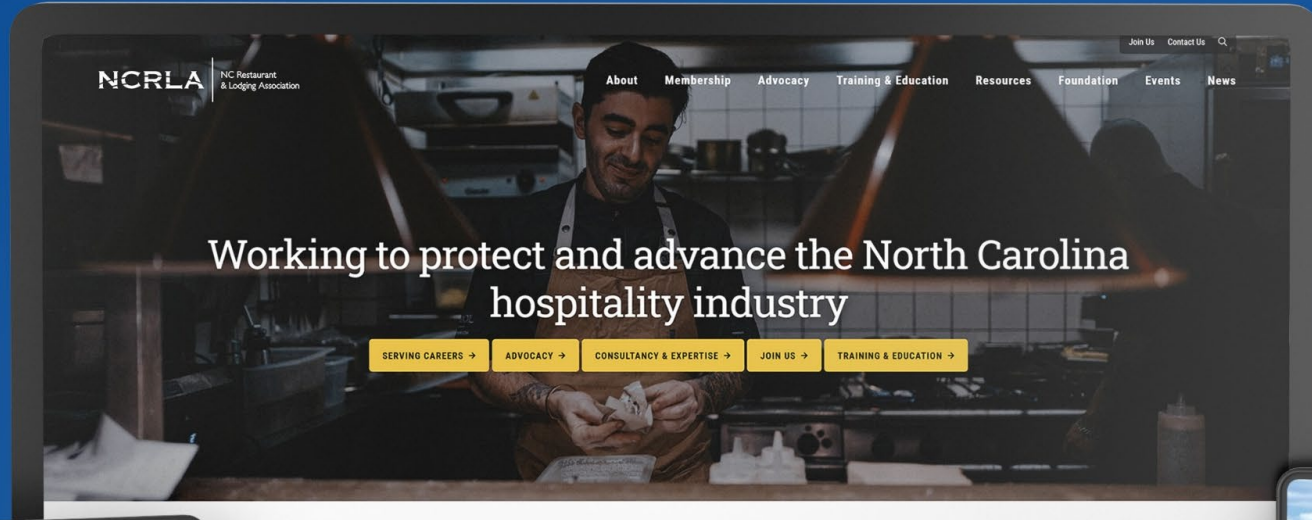


TACTICAL

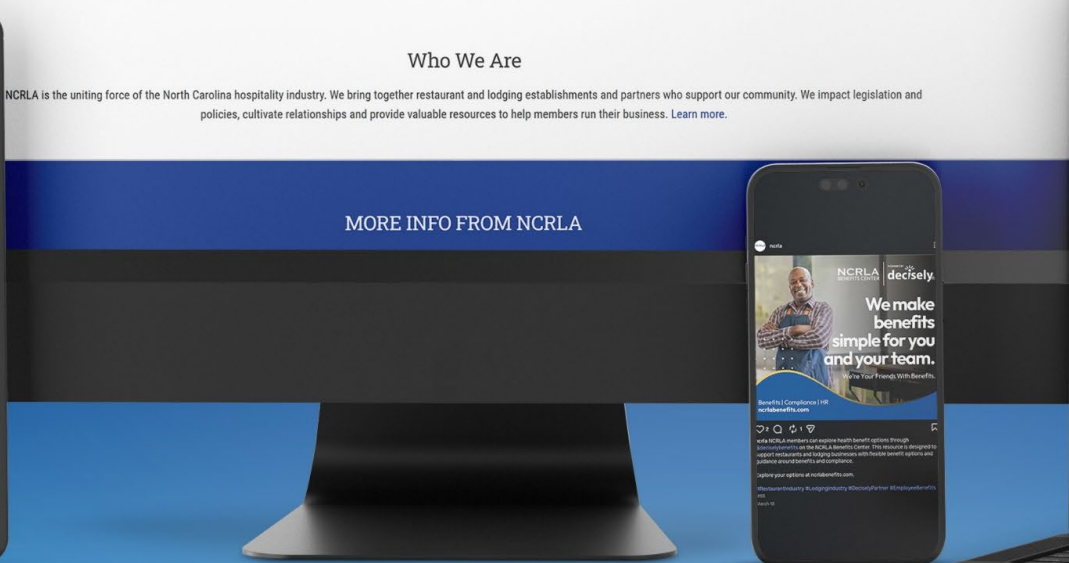
support where it matters most

Access to Critical Information

TOOLS FOR KEEPING OUR INDUSTRY INFORMED



NCRLA | NC Restaurant & Lodging Association



NCRLA Foundation: Workforce Development



NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION

Restaurant Ready

ProStart[®] INVITATIONAL

PRESENTED BY golden corral

NC APPRENTICESHIP NC

COMMUNITY COLLEGES

NCRLA Foundation: Scholarships & Worker Relief



\$37,000
Awarded to 12 Students



4,682
Grants Endowed
Since 2020

\$1,983,726
Awarded to Date



NCRLA Stars of the Industry



400+
Attendees



20
Award Winners



11 NORTH CAROLINA RESTAURANT
2026
CHEF
SHOWDOWN
& NCRLA
LODGING ASSOCIATION
CHEERS TO 10 YEARS

Awards Presented

Chef of the Year

Pastry Chef of the Year

Mixologist of the Year

Distillery of the Year

Mocktail of the Year

Presented by
Got To Be NC

11
Rounds of Competition

Sep. 2. 2026
Grand Finale

Visit NC Tourism Conference

STRATEGIC

leadership for the industry's future

State of NC's Hospitality Industry

swipe
fees

tariffs

workforce

consumer confidence

joint employer

immigration

No Tax on Tips technology

MAHHA

NCRLA Legislative Priorities & Highlights

School
Calendar

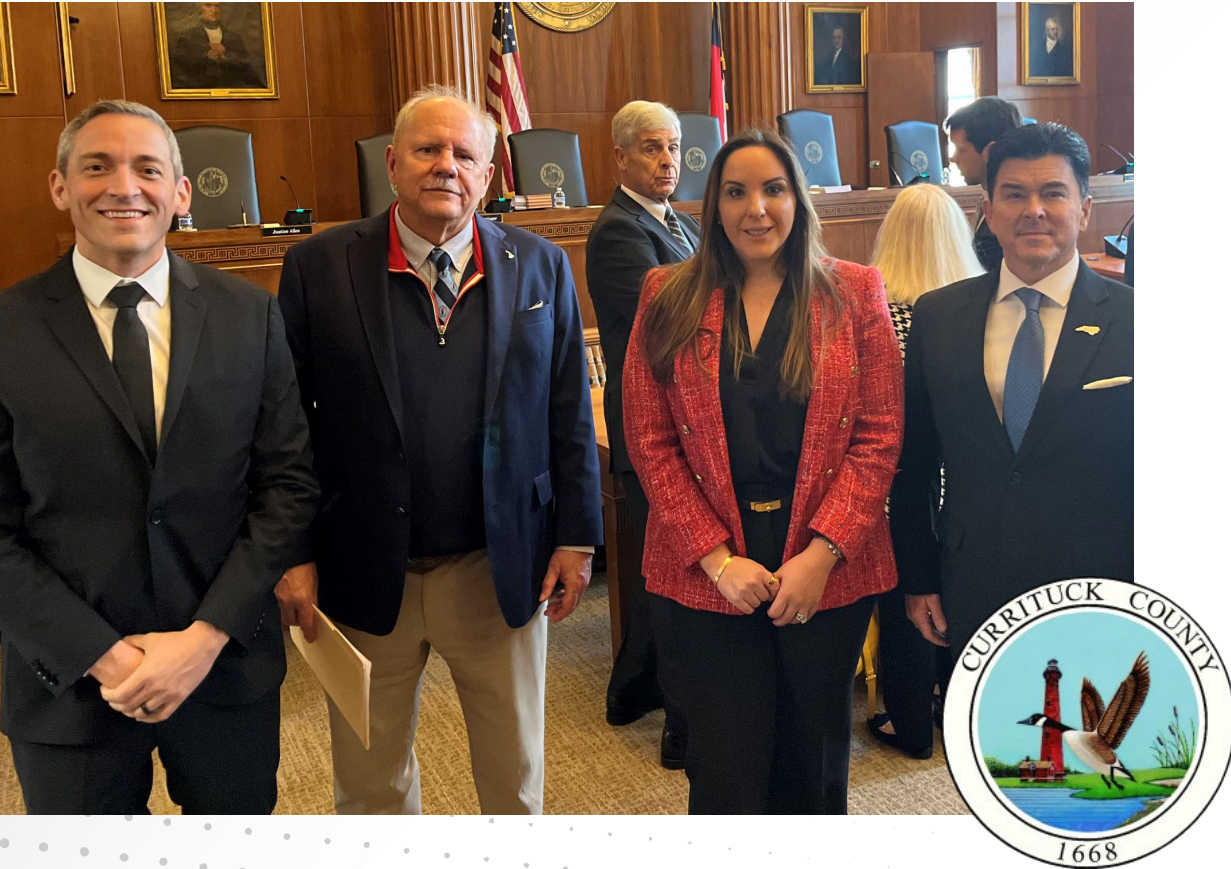
Occupancy
& Meals
Taxes

HB 13:
Credit Card
Fees

THC/CBD
Seltzers

ABC
Omnibus
Legislation

Supreme Court Heard **Occupancy Tax Case**



- NCRLA attended the hearing on Feb. 17
- We filed amicus brief supporting the plaintiffs
- The Supreme Court could take several months to rule
- Decision could impact the definition of tourism expenditures

NCRLA IN CHARLOTTE

NCRLA

NC Restaurant
& Lodging Association

October 2 & 3



NCRLA Political Engagement

WE RAISE MORE MONEY THAN OTHER STATE

\$79,000

invested on 2026 primary PAC contributions to 30 bipartisan candidates

\$100,000

to the National Restaurant Association PAC for federal candidates

Federal Advocacy



**PUBLIC AFFAIRS
CONFERENCE**
March 10-12



HOTELS ON THE HILL
May 12-13



NCRLA

NC Restaurant
& Lodging Association

EVENTS

bringing the industry together

June 2

Rally in Raleigh

The Merrimon Wynne
House, Raleigh

August 17

Future of Hospitality

Golf Classic

Prestonwood Country
Club, Cary

Sept. 2

Chef Showdown

Bay 7, Durham

Oct. 19

Manteo to Murphy

PAC Fundraiser

Angus Barn, Raleigh



NCRLA HOSPITALITY



April 9 | **Charlotte**

June 12 | **Asheville**

July | **Raleigh-Durham AI Summit**

Oct. 21 | **Wilmington**

...**Additional Cities**

VIP SPEAKERS –TIMELY TOPICS



Register for Upcoming Summits at
ncrla.org/summitseries or Scan the QR Code