

NCRLA HOSPITALITY



A.I. SUMMIT
RALEIGH



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McKimmon Center

Scott Peacock

*Director of Marketing & Communications
Visit North Carolina*

Scott Peacock is the Director of Tourism Marketing and Communications at Visit North Carolina, a business unit of the Economic Development Partnership of North Carolina (EDPNC). Visit North Carolina's work amplifies the voice of partner destination organizations statewide to increase visitation, visitor spending, tourism-generated tax revenue and broader economic development across all of North Carolina's regions and 100 counties.



Employing his more than 20 years of marketing and communications experience and over 15 years specializing in destination marketing and economic development, Scott leads a team overseeing the state's efforts to attract visitors.

With the goal to establish North Carolina as the premier destination in the East, Scott works to develop and execute brand positioning and messaging, as well as drive integrated marketing and communications efforts through a research-backed strategy. His team is tasked with highlighting the state's scenic beauty, sights and experiences, bringing to life the stories and characters of North Carolina from the mountains to the sea.