

FOR IMMEDIATE RELEASE

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Alamance County, NC – **Alamance County Tourism Launches Community-Led Brand Refresh Initiative** – Visit Alamance is excited to announce the launch of a countywide tourism brand refresh, a collaborative effort designed to better reflect the community's growth, energy, and evolving visitor experience.

This initiative comes at a pivotal time for Alamance County, as downtowns continue to gain momentum, outdoor recreation expands, and new businesses and attractions contribute to a stronger, more dynamic destination. The current tourism brand, now several years old, no longer fully captures the breadth of experiences available across the county or how the county is growing today. To guide this effort, Visit Alamance has partnered with Destination by Design, a North Carolina-based destination branding and marketing firm with extensive experience working with communities across the country to develop tourism brands and strategies.

"This is about making sure the way we talk about Alamance County matches what people actually experience when they're here," said Grace VandeVisser, Executive Director of the Alamance County Visitor's Bureau. "We know we have a great story to tell and our goal is to tell it more clearly, more consistently, and in a way that lifts up all of our communities."

The project will focus on refreshing and strengthening the county's existing tourism brand. "We want to build on what's already working while updating our messaging and visuals so they connect more with today's visitors," says VandeVisser.

A key priority of the effort is to develop a unified, county-wide tourism identity that supports and complements the individual stories of Alamance County municipalities. The goal is not to replace local identities, but to create a stronger shared framework that helps elevate the entire destination. The process will be grounded in community input and stakeholder engagement. Visit Alamance will host a series of focus groups, one-on-one interviews, and a [county-wide survey](#) to gather insight from residents, business owners, tourism partners, and local leaders.

The project will unfold in three phases:

- Discovery & Engagement: Gathering input and understanding current perceptions
- Brand Strategy & Messaging: Defining what Alamance stands for as a destination
- Visual Identity Refresh: Updating the look and feel of the brand to match that direction

The refreshed brand will serve as a foundation for future tourism marketing efforts, helping to strengthen awareness, improve consistency across communications, and better position Alamance County to attract visitors and support local businesses.

Details about the public survey and how to participate will be shared in the coming weeks.

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