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Visit Greenville, NC Wins Tourism Industry Award for Pitt County Brew & ‘Cue Trail

Greenville, NC- The Greenville-Pitt County Convention & Visitors Bureau (Visit Greenville, NC) recently won a **Destination Marketing Achievement Award in the Leisure Marketing** category for our [Pitt County Brew & ‘Cue Trail campaign](#) at the North Carolina Tourism Industry Association’s Tourism Leadership Conference held October 29 – 30 in Winston-Salem.

The North Carolina Travel Industry Association (NCTIA) is the only member-based statewide organization that encompasses all aspects of the industry, and provides resources for anyone interested in issues relative to North Carolina’s travel and tourism economy. The annual NCTIA Tourism Leadership Conference allows state tourism leaders to come together for networking, educational sessions, discussion of relevant legislative issues, and to recognize excellence in marketing through the Destination Marketing Achievement Awards.

The Greenville-Pitt County Convention & Visitors Bureau collaborated with Evolve, Inc., a local Greenville-based advertising agency to create and brand the Pitt County Brew & ‘Cue Trail to promote the craft beer and Eastern NC barbecue scene in Greenville-Pitt County to leisure visitors with nearly 100 people having completed the trail since its launch in October 2017.

“We are extremely proud to have earned a destination marketing award for our Pitt County Brew & ‘Cue Trail and very grateful to our breweries and barbecue restaurants for partnering with us to promote this culinary trail campaign and make it a success.” stated Sierra Jones, Director of Communications & Marketing at Greenville-Pitt County Convention & Visitors Bureau. “Our Pitt County breweries and barbecue restaurants each offer a unique local food and craft beer experience visitors cannot find anywhere else, and the Trail provides a fun activity that also connects the dots to help visitors discover the wonderful people and places we have in Pitt County that they may have missed otherwise.”

An official Pitt County Brew & ‘Cue Trail “Passpork” can be picked up at any participating “Pit Stop” or “Pint Stop” on the trail, and once a person has visited and experienced all the stops, or just breweries or barbecue restaurants depending on personal preferences, to collect all the stamps, then return the completed Passpork to the Visit Greenville, NC Visitors Center to claim a swag item of either a branded T-shirt or pint glass!

Pit Stops: B’s Barbecue, Skylight Inn BBQ, Bum’s Restaurant, Sam Jones BBQ, Parker’s Barbecue, Moore’s Old Tyme Barbecue Restaurant

Pint Stops: Trollingwood Taproom & Brewery, Uptown Brewing Company, Pitt Street Brewing Company, The Duck-Rabbit Craft Brewery



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