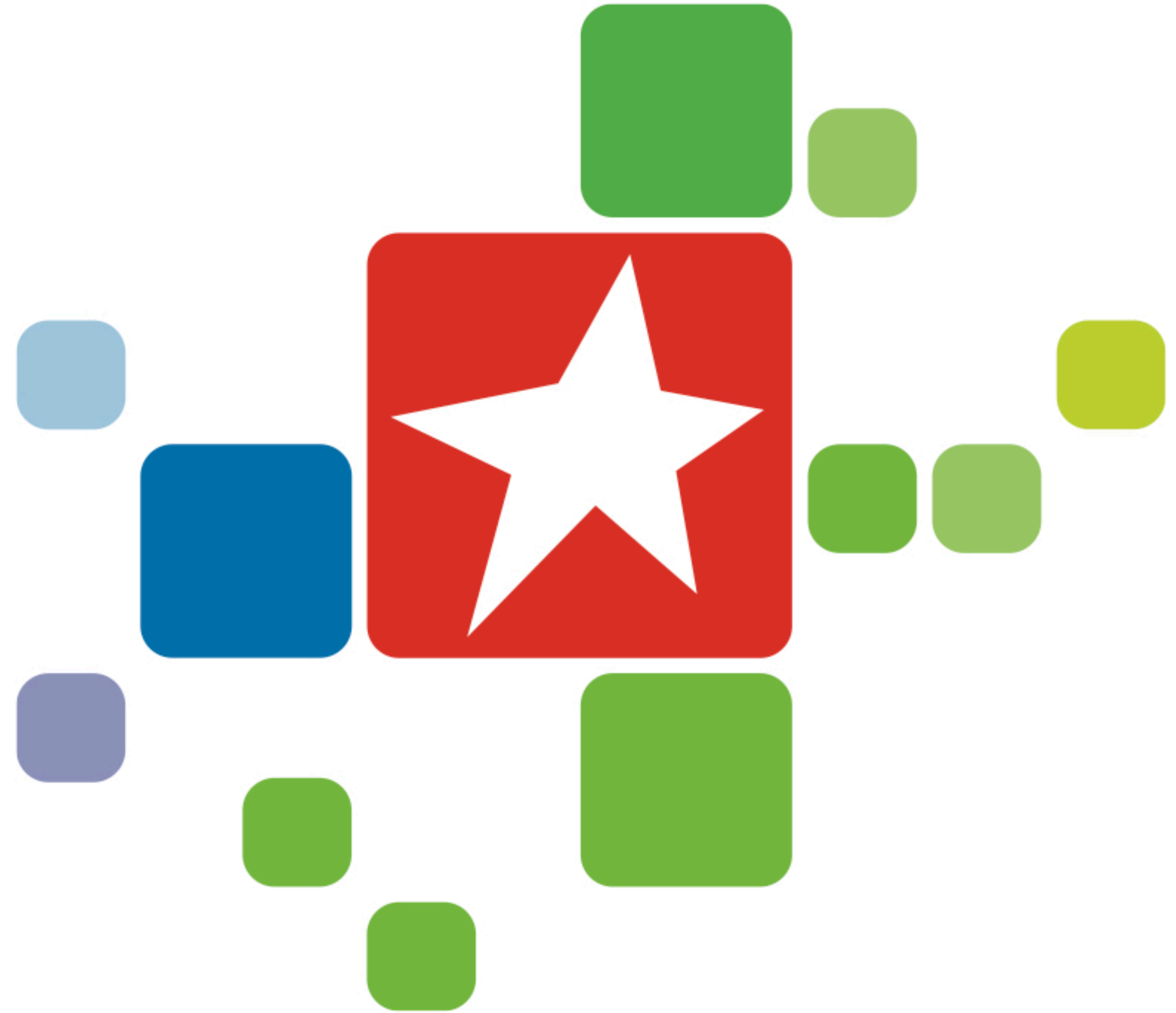




Welcome! to Tourism Talk Live!

at Transfer Co. Ballroom
Thurs., Nov. 7, 2019 • 10am



Andrew Baker

Assistant Marketing Manager

919.645.2684

abaker@visitRaleigh.com



Tyshia Torres

Event Sales Manager

Nick Neptune

General Manager





CHOCOLATE
AT THE DEPOT

327 SWEET ST
VIDERI

Vidari
CHOCOLATE

STONE HOUSE
Main Street, San Francisco
Fri-Sat 10am-5pm
Sun 11am-5pm

The
FREEBRIAT
& Open
C'MON IN!

Sam Ratto

Owner



Roxanne Lundy

General Manager



Josh Lamm

Manager/Master Taster



Jonathan Freeze, CDME, CHIA

Director of Marketing and Communications

@freezerful

jfreeze@visitRaleigh.com



2020–2021

Official Visitors Guide

- Primary fulfillment piece for visitor inquiries for information
 - Still much-beloved at distribution points across Wake County and the state; proactively delivered here by GRCVB, mailed and published/linked online (raleighvisitorsguide.com)
 - 130,000 print circulation this time
-
- **Advertising closing:** Jan. 10, 2020
 - **Materials due:** Jan. 17, 2020
 - **Publication date:** May 2020



2020–2021

Official Visitors Guide

- Ads from \$1,595
- Special options for geographic “areas” and municipalities in Wake County
- Special opportunity to sponsor Visitor Map



Please contact:

John Balhouse

828.578.2323

jbalhouse@compassmedia.com

Casey Hough

336.613.0638

caseyh@compassmedia.com

Welcoming new lodging partners

- **Fairfield Inn & Suites Raleigh Wake Forest**
(90 rooms–now open)
 - ▶ 12051 Retail Dr., Wake Forest 27587
- **WaterWalk Hotel Apartments**
(153 rooms–Dec. 2019)
 - ▶ 1012 Lower Shiloh Way, Morrisville 27560
- **The Longleaf Hotel**
(56 rooms–Dec. 2019)
 - ▶ 300 N. Dawson St., Capital District, Raleigh 27601
- **Origin Raleigh**
(126 rooms–Feb. 2020)
 - ▶ 2 Glenwood Ave., Warehouse District, Raleigh 27601

Brand strategy enters year five

Smart A Modern Establishment Undiscovered



- Brand platform confirmed by perception research in Summer 2018
- Also supported by Destination Strategic Plan research and report (2018)
- Thanks to Passionate Minds!

New Wake County visitor profile data

- **16.8 million visitors (2018)**
 - 99.3% domestic
 - 77% for leisure purposes
 - 54.7% overnight
- **Overnight visitor origins:**
 - 36.3% N.C.
 - 13.1% Va.
 - 7.2% S.C.
 - 7% Ga.
- **Activity participation:**
 - 23% culinary/dining
 - 18% shopping
 - 10% museums/exhibitions*
 - 7% business/work*
 - 7% nightlife
 - 7% state parks
 - 6% holiday celebration
 - 6% live music
 - 6% movies*
 - 5% amateur sports*

Average overnight visitor

- 48 years old
- No children in household
- \$112,386 household income
- From South Atlantic region
- Drove 100 to 250-ish miles
- 1.69 people in travel party
- Staying 2.45 nights in hotels
- Spending \$128ppd

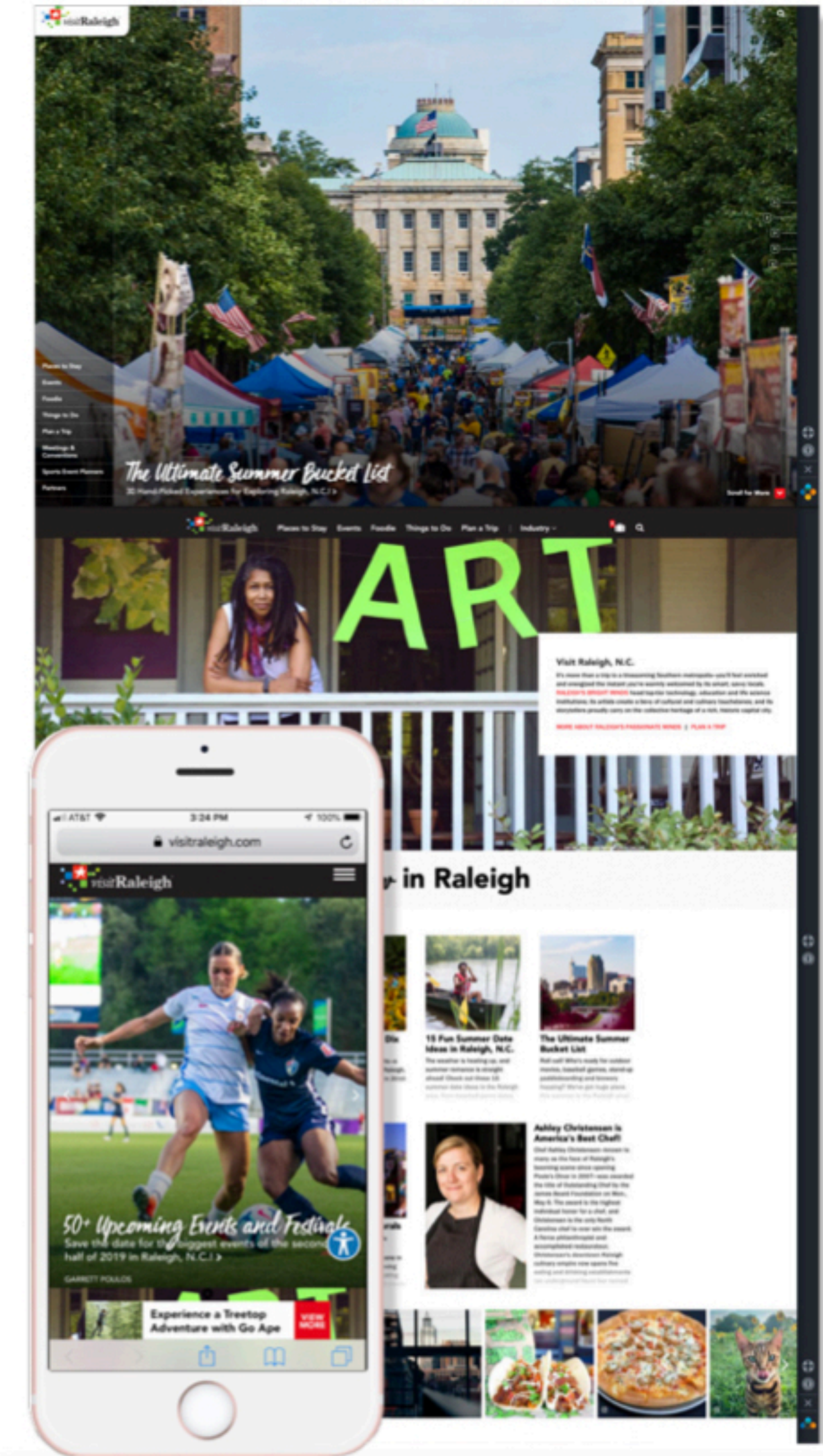


Targeted digital marketing

- 3,058,859 website sessions
- 5,995,449 pageviews
- 70.9% mobile/tablet traffic

(12 mos.
through
Oct. 31)

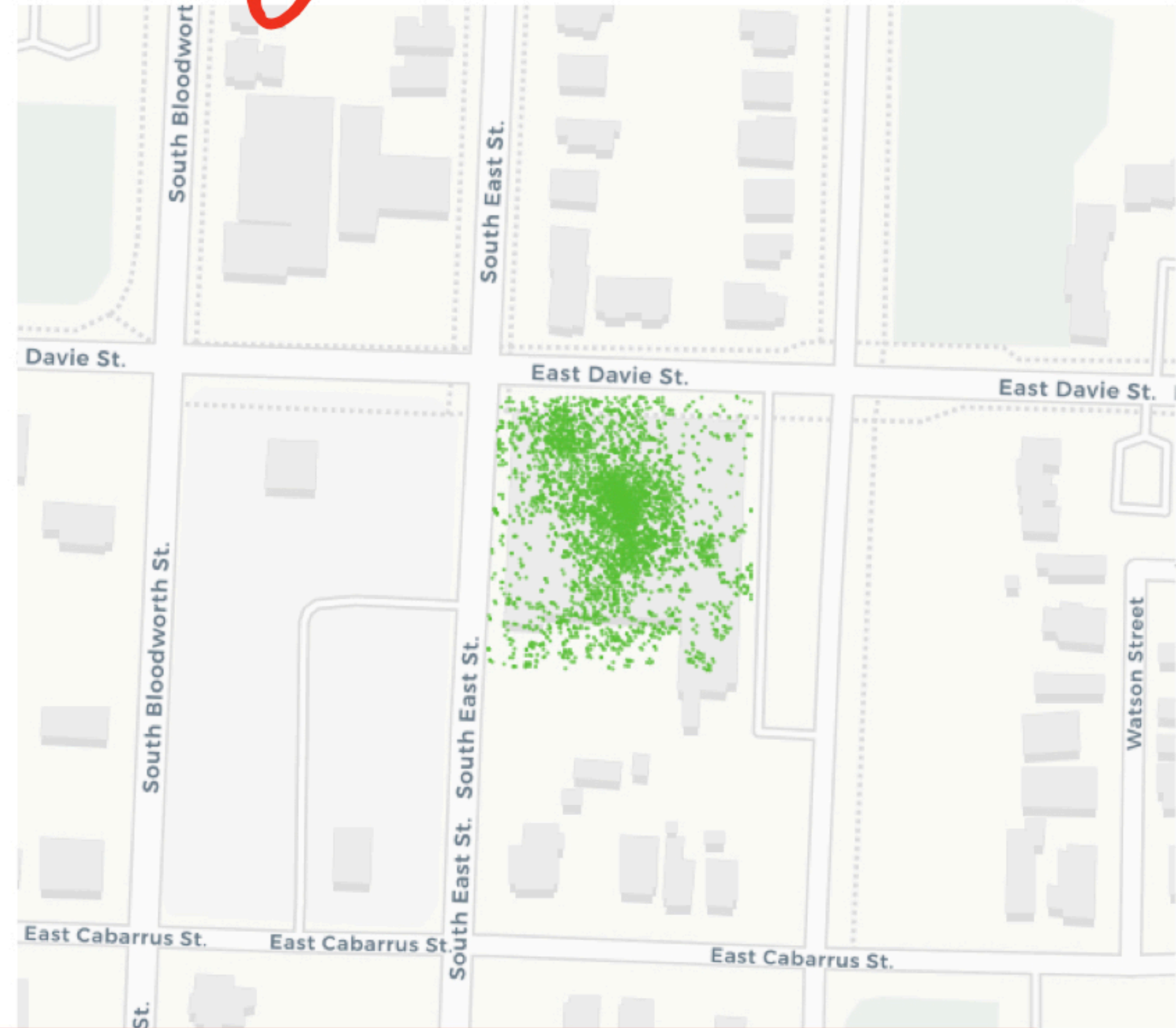
- **Sessions up 7.3%**
- **Pageviews up 4%**
- **Users up 7%**
- **New users up 6.8%**
- **Average duration up 17.2%**
- **Bounce rate down 43.5%**



Supplemental Arrivalist® intelligence

- **Transfer Co. Food Hall**
 - 59 minutes, 27 seconds average visit so far
 - 1 day and 21 hours in market
- **Downtown Raleigh**
 - 9 hours, 14 minutes average visit so far
 - 1 day and 8 hours in market

#1 area that downtown visitors go beyond downtown: **Midtown Raleigh**



Jonathan Freeze, CDME, CHIA

Director of Marketing and Communications

@freezerful

jfreeze@visitRaleigh.com



YELP

Get noticed. Grow faster.





Holly Kelton

NC Triangle Community Director

hollyb@yelp.com

EMAIL ME!

AGENDA /



CONSUMER
BEHAVIOR



YELP BIZ PROFILES



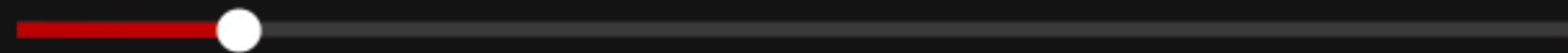
ELITE EVENTS &
YELPER PARTIES



QUESTIONS



CONSUMER BEHAVIOR



The way consumers search for products, services and experiences changes as technology evolves.

97%

OF CONSUMERS

Read online reviews
for local businesses.

85%

OF CONSUMERS

Trust online reviews
as much as personal
recommendations.

73%

OF CONSUMERS

Say positive reviews
make them trust a local
business more.





Consumers rank Yelp the #1 review site
for finding local businesses.

66%

OF USERS

Over the age of 35

81%

OF USERS

Have a college degree

50%

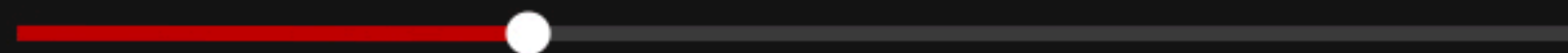
OF USERS

Earn 100K+ annually

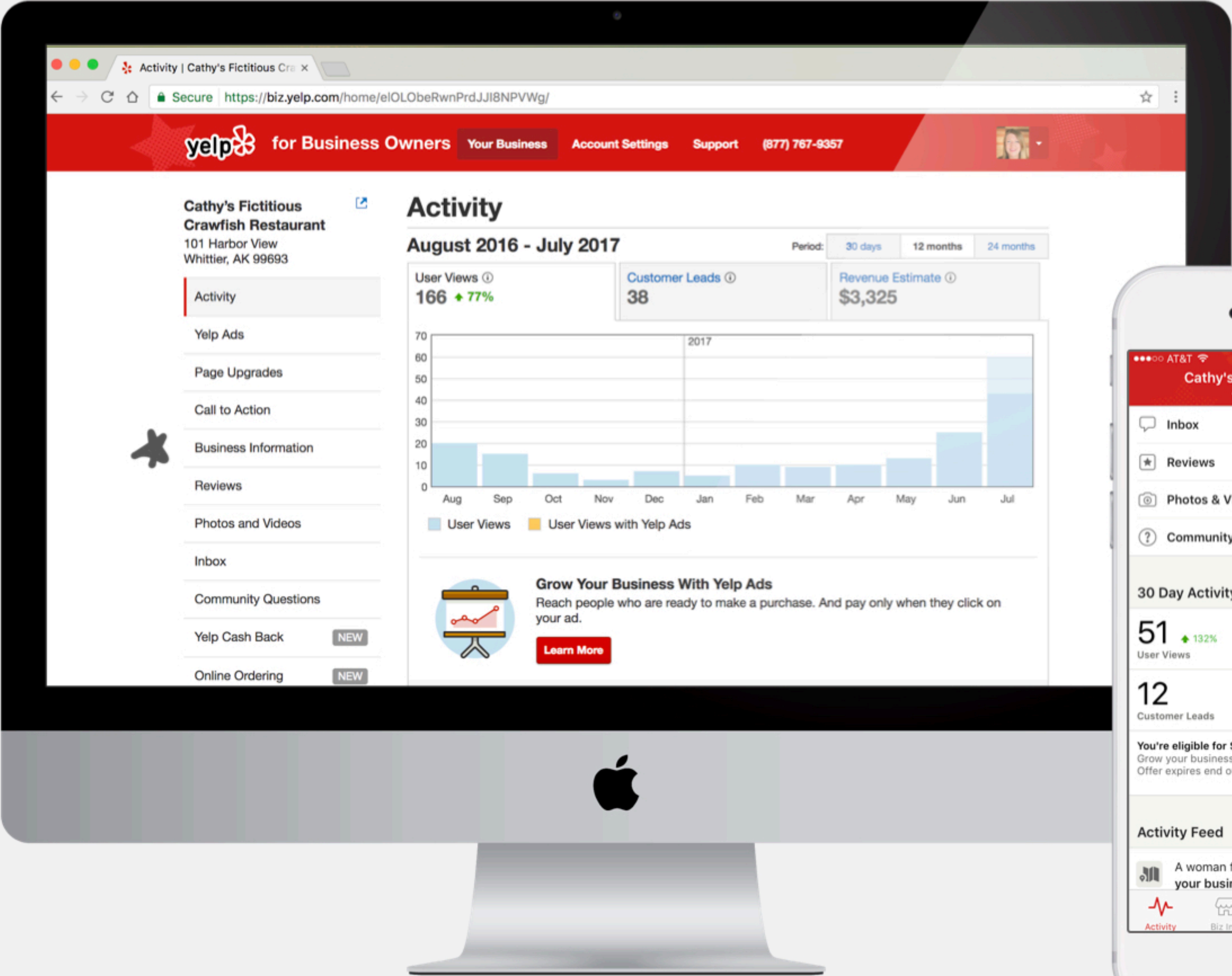




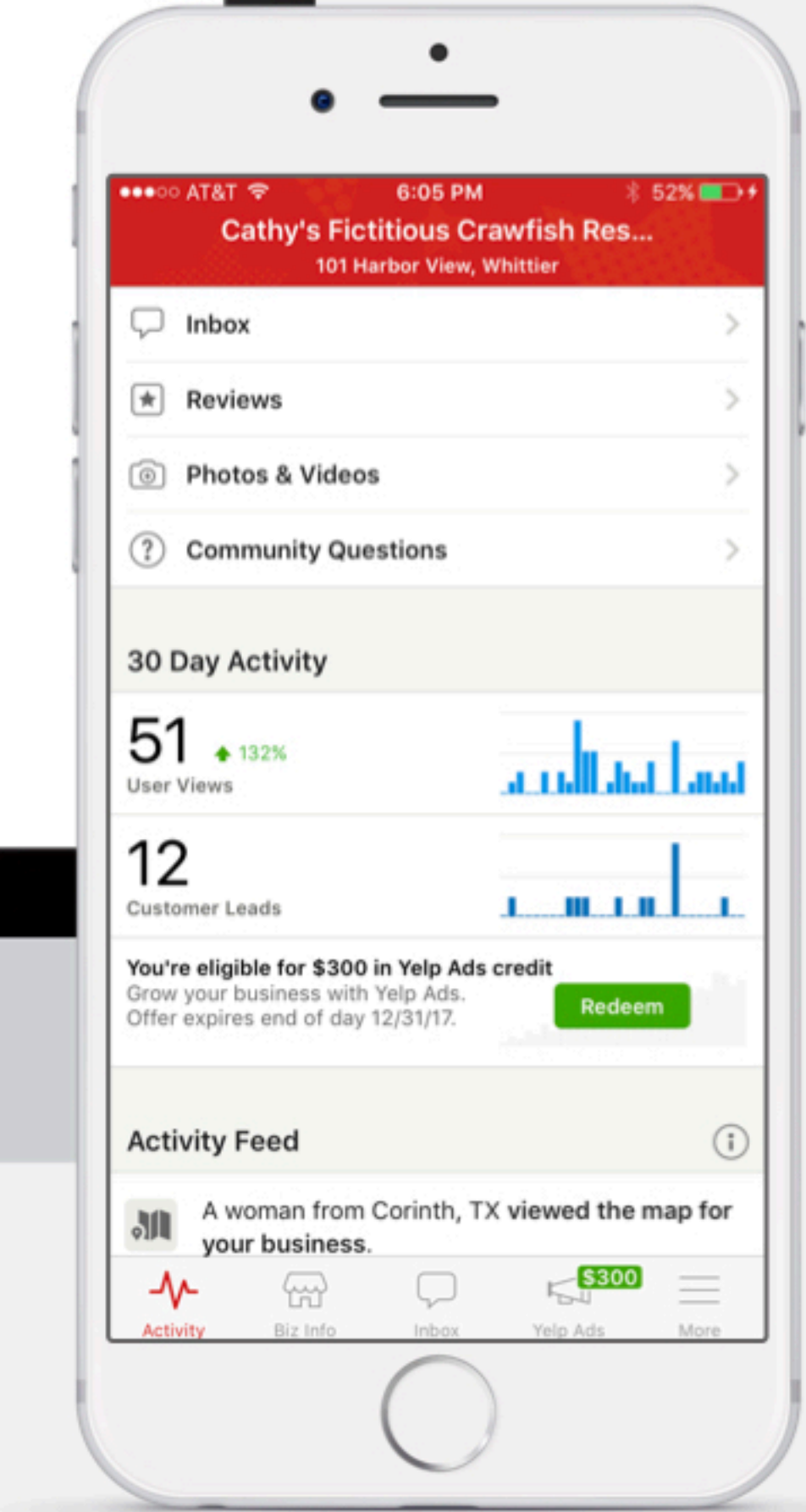
COMPLETE YOUR PROFILE



Business pages with complete profiles see 4X more user views and 5X more customer leads per month.

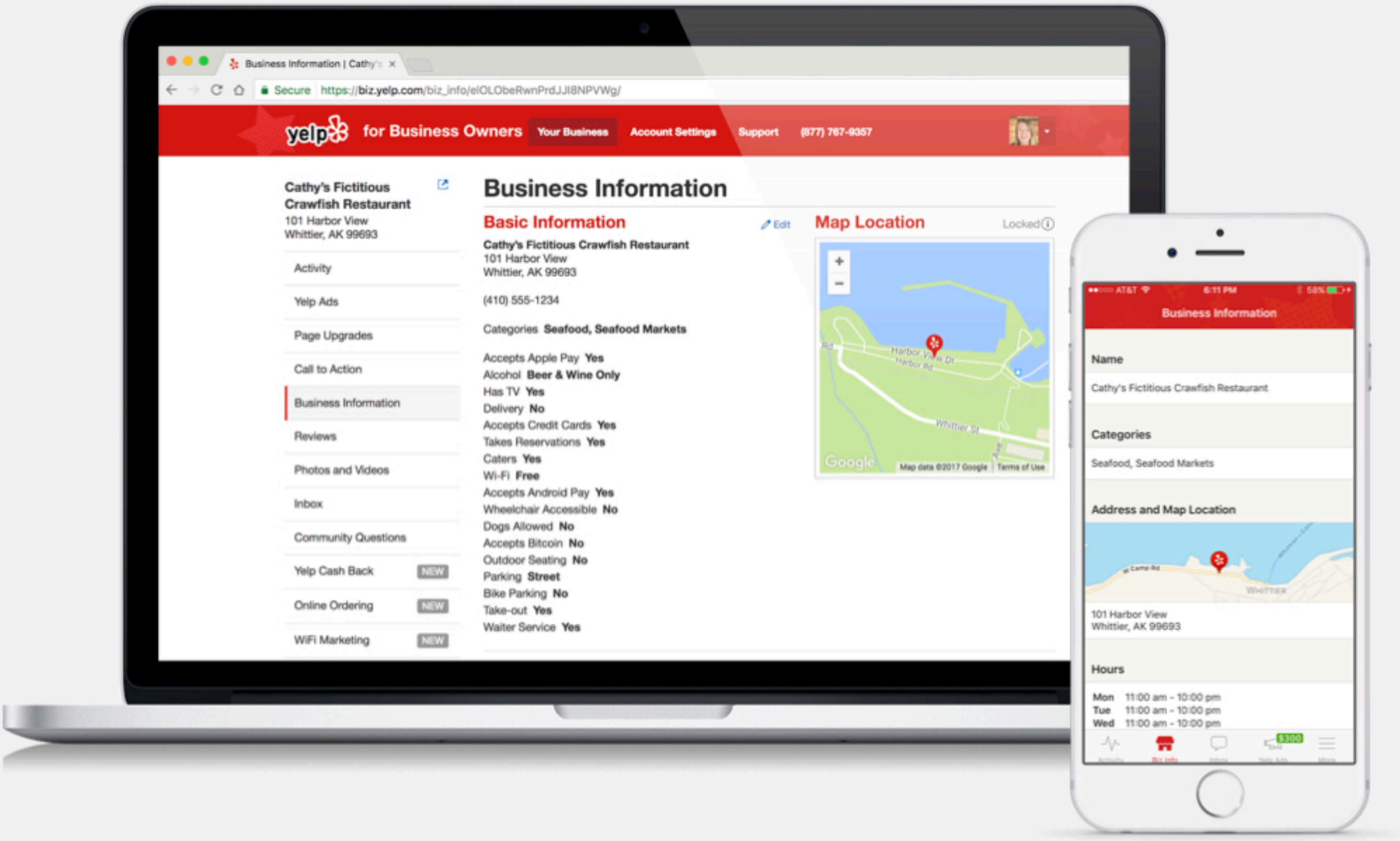


BIZ
INFO



BIZ
INFO

BASIC INFO/



NAME



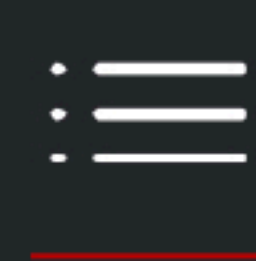
ADDRESS



PHONE



WEBSITE

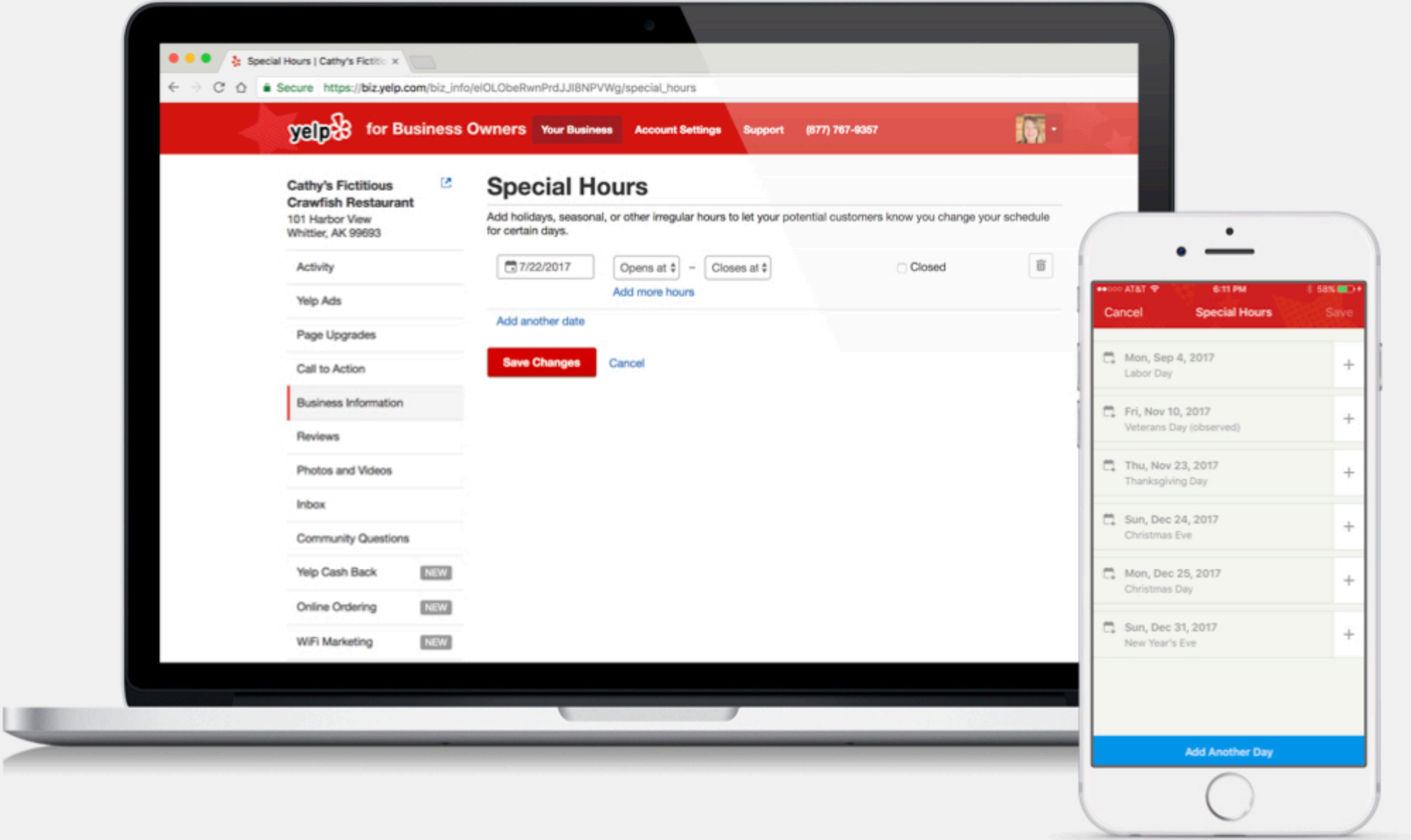


CATEGORIES



ATTRIBUTES

HOURS /



OPEN/CLOSED



TEMP CLOSED

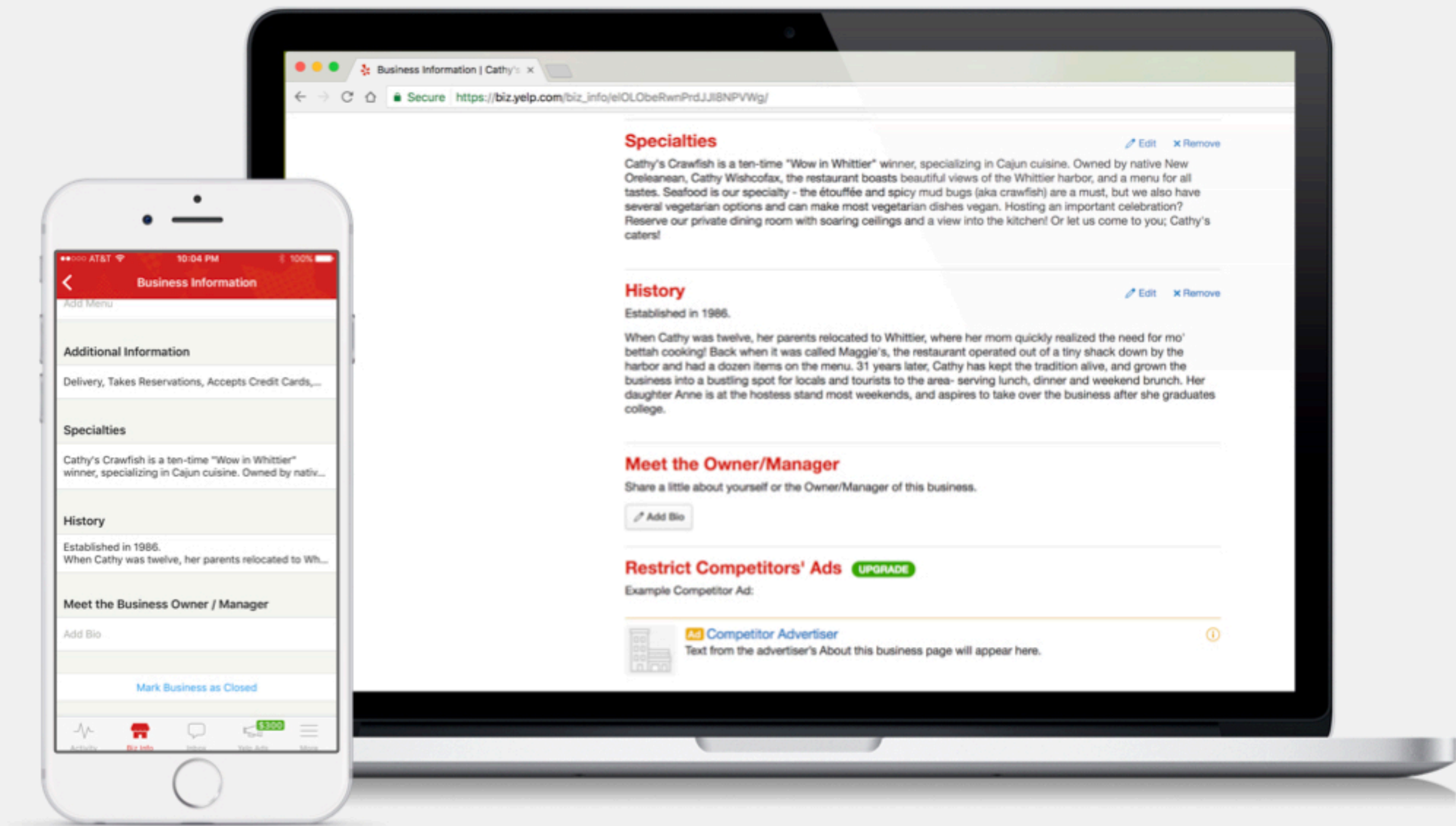


PERM CLOSED



SPECIAL HOURS

FURTHER INFO/



SPECIALTIES



HISTORY



MEET THE OWNER



BIZ RECS

ACTION ITEMS /



BASIC INFORMATION



HOURS



SPECIALTIES



HISTORY



MEET THE OWNER



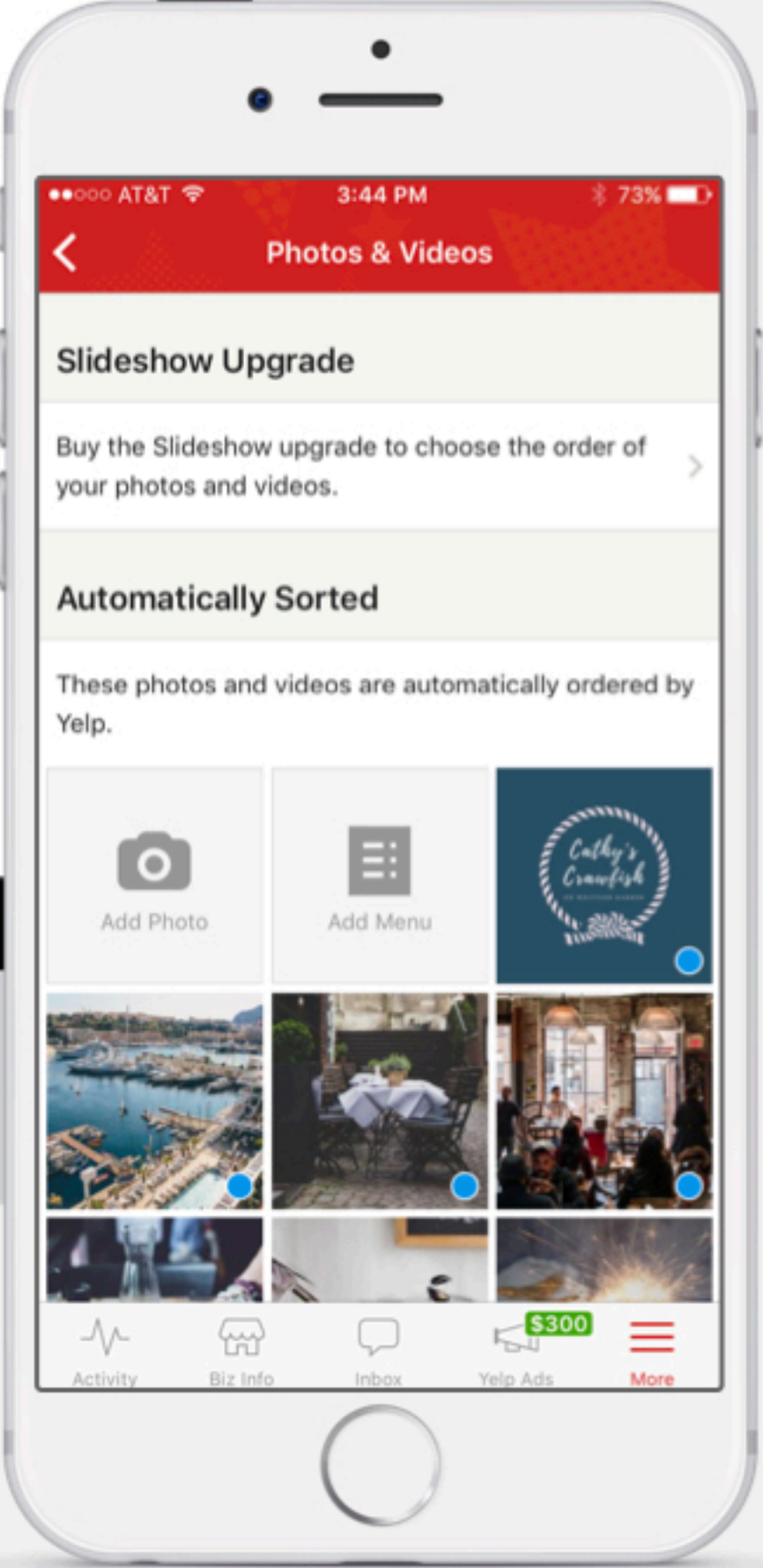
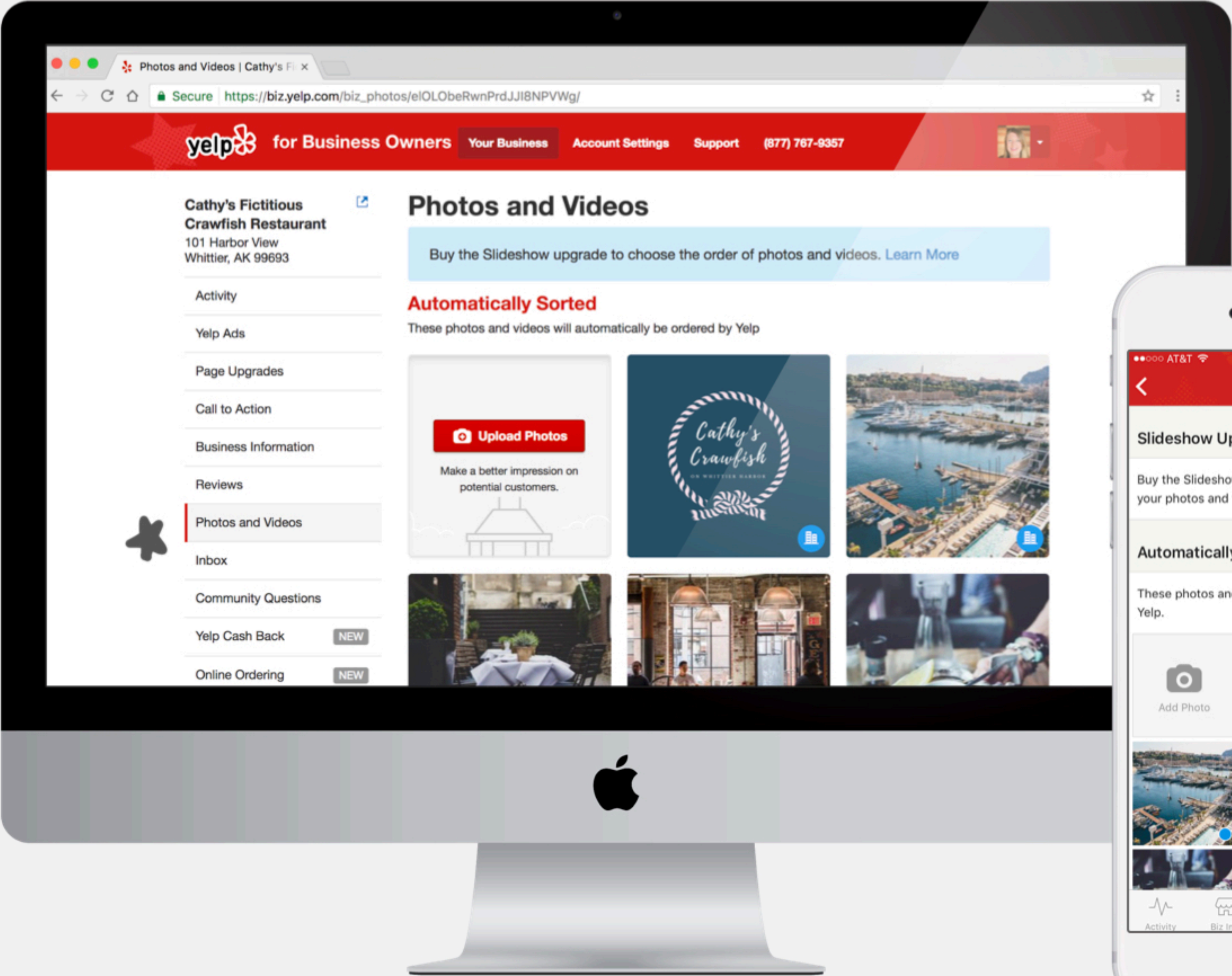
RECOMMENDATIONS



UPLOAD PHOTOS



Business pages with 10 or more photos see 12X more customer leads per month.



PHOTOS
VIDEOS

PHOTOS
VIDEOS



TEAM



EXTERIOR



INTERIOR



REVIEWED ITEMS



SPECIALTIES



DETAILS



OWNER



LOGO



RESPOND TO REVIEWS

53% of consumers expect to receive a review response and businesses that respond see a 10% upgrade in star rating on Yelp.

CRITICAL/

01/

LEGITIMATE

02/

INACCURATE

03/

RANT



PUBLIC COMMENT



PUBLIC COMMENT



DIRECT MESSAGE

POSITIVE/

01/

SOMETHING
TO ADD

02/

NOTHING
TO ADD



PUBLIC COMMENT



DIRECT MESSAGE

ACTION ITEMS /



TAKE A MINUTE



TAKE THE HIGH ROAD



TAKE COMFORT



ELITE EVENTS & YELPER PARTIES


Connecting businesses to the heart of the Yelp community.

ELITE SQUAD

The Yelp Elite Squad is an eclectic crew as diverse as the reviews they write. They spread positive word-of-mouth to raise awareness for the best businesses, both locally and in cities around the world.

The Yelp Elite Squad are ambassadors in your city who love to create content on Yelp and engage with businesses.





ELITE SQUAD

46%

Visit 5+ independently owned
businesses weekly

46%

Spend \$200 or more a month
at local businesses

26%

Say connecting with local
business owners is the best
part about being Elite

Elite Events

- 30-150+ Elites
- Members of the Elite Squad and their guests
- A way to showcase what makes your brand or space great. Show Elites what your business has to offer.



Triangle Yelp Elite Events



Yelper Parties

Large sampling events open to the entire Yelp Community.





Questions?



Message

Tweet

Discover

hollyb@yelp.com

@yelpnctriangle

www.yelp.com/elite

ALL ACCESS *Wake County*

Nov. 18, 2019

9am-2:30pm

Raleigh Convention Center

An accessibility awareness and training day for staff of area hospitality partners (hotels, restaurants, retailers, attractions and suppliers such as transportation providers)



visitRaleigh.com/allaccess

VISITRALEIGH.COM/ALLACCESS

Featuring:
Justin Skeesuck and Patrick Gray
I'll Push You

Justin and Patrick were also featured in a full-length film of the same name, which documented their journey on the Camino de Santiago in Spain. Justin is the only person in the 1,000-year history of the trail to have completed the journey in a wheelchair.



visitRaleigh.com/allaccess



AN EMOTA FILMS PRODUCTION • DIRECTORS TERRY PARISH AND CHRISTOPHER KARCHER PRESENT "I'LL PUSH YOU"
STARRING JUSTIN SKEESUCK AND PATRICK GRAY • CINEMATOGRAPHY BY JAMES MICHAEL McCLEOD JASPER NEWTON ROBIN ROMERA AND TERRY PARISH
EXECUTIVE PRODUCED BY TERRY PARISH AND CHRISTOPHER KARCHER • PRODUCED BY TERRY PARISH AND CHRISTOPHER KARCHER
JUSTIN SKEESUCK AND PATRICK GRAY • EDITORS CHRISTOPHER KARCHER NOAH BALCOMB AND CAROLYN CORBETT
FILMED ON LOCATION IN SPAIN ON THE CAMINO DE SANTIAGO • PLEASE VISIT THE OFFICIAL WEBSITE AT ILLPUSHYOU.COM

Future meetings

Raleigh/Wake County Hotel and Restaurant GM/Owner Forum:
Nov. 14, 2019

See For Yourself Fam Tour:
Dec. 11, 2019

Annual Meeting:
Aug. 20, 2020

[visitRaleigh.com/
RSVP](https://visitRaleigh.com/RSVP)

