

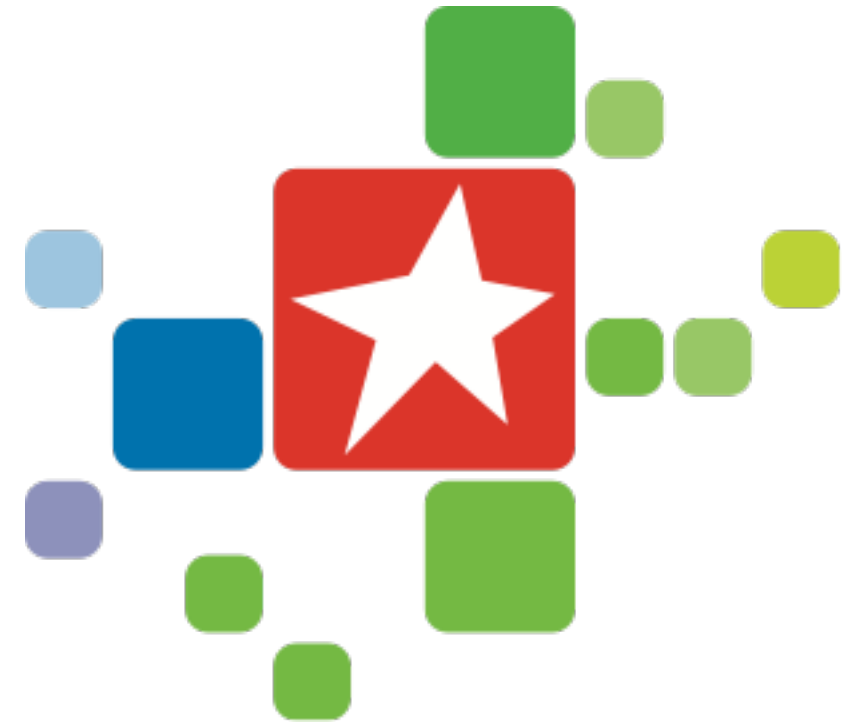


WHAT IS GRCVB?

The Greater Raleigh Convention and Visitors Bureau (GRCVB) is the official and accredited destination marketing organization for all of Wake County.

Our vision is to be the prime visitor advocate and regional leader of destination marketing and product development in Raleigh.

As our vibrant county continues to grow, strong alliances and seamless cooperation among local partners will be the hallmark of our future.



DESTINATION POSITIONING STATEMENT

Raleigh is a thriving Southern capital city shaped by the passionate minds of its residents.



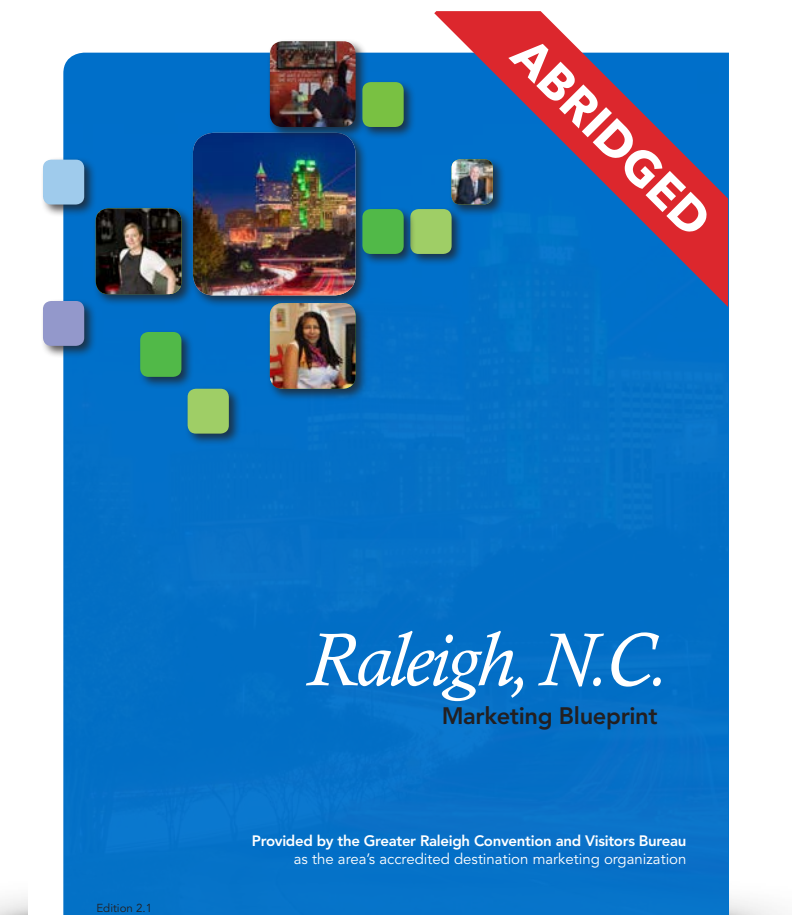
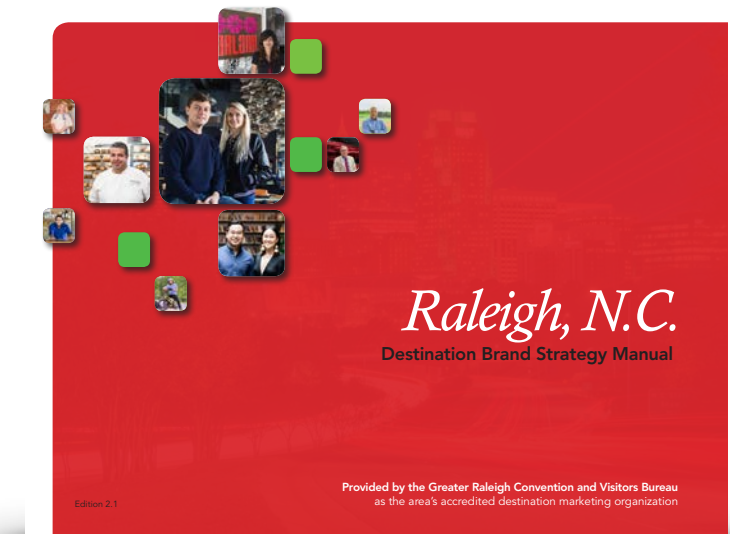
DESTINATION POSITIONING STATEMENT, [CONTINUED]

Smart and savvy locals are the lifeblood of the city, the brains behind its educational institutions, renowned research facilities, historic preservation efforts and enviable rankings for a quality of life that is physically represented through lush greenways and natural parklands.

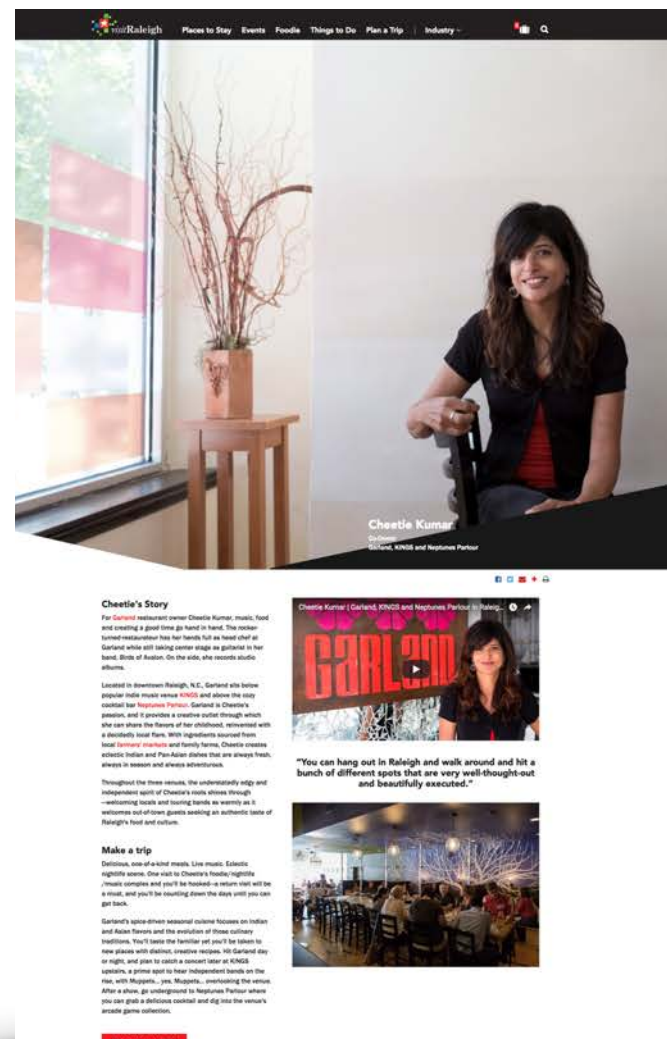
Travelers intrigued by Raleigh's long list of superlatives will discover that its entrepreneurial locals are responsible for its emerging success and for the fostering of its cultural heartbeat, including museums, arts, live music, craft culinary and beverage scene, handcrafted goods and historic experiences.

DESTINATION BRAND PROMISE

Visitors to Raleigh will depart feeling enriched by what they have experienced in this Southern capital city, thanks to Raleigh's smart and passionate residents who are shaping the growth of the historic city's emerging creative businesses, innovative festivals and food establishments, passionate music and sports scenes and modern cultural experiences.



IT'S ABOUT THE PEOPLE



Read about these Passionate Minds and more
at visitRaleigh.com/passionate-minds



To access the Raleigh, N.C., brand kit, provided
by GRCVB, go to:

RALEIGHNCBRAND.COM

DESTINATION VALUE PROPOSITION

Visitors to Raleigh will leave feeling enriched and energized by their experiences—whether dining/food, event/festival, music or sports experiences—thanks to the investment made into this historic capital city by a smart, passionate, inventive local population.



IMPACT OF TOURISM

- ★ In 2020, Wake County had 12.9 million visitors who generated \$1.7 billion in direct spending.
- ★ Tourism directly supports the employment of 17,433 people in Wake County who earn a payroll of \$538 million.
- ★ Read more about the impact of tourism at visitRaleigh.com/partners/resources-research/



BUSINESS PLAN

GRCVB's annual Business Plan contains a visitor profile for Raleigh/Wake County, new destination developments forthcoming in the year ahead and new and revised goals and talking points for the coming year.



2021–2022 Business Plan

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601–2995
www.visitRaleigh.com ★ [#visitRaleigh](https://twitter.com/visitRaleigh)



BUSINESS PLAN, [CONTINUED]

Each CVB department's major goals, objectives and strategies are then summarized, and measurable performance objectives are both recapped for the previous year and forecast for the new year.

Review the 2021-2022 Business Plan here: [visitRaleigh.com/partners/business-plan/](https://www.visitRaleigh.com/partners/business-plan/)



2021–2022 Business Plan

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2995
www.visitRaleigh.com ★ #visitRaleigh



ANNUAL REPORT

GRCVB's Annual Report updates you on the Bureau's progress toward increasing the area's visitor and convention business. Review progress reports for:

[Sales](#)

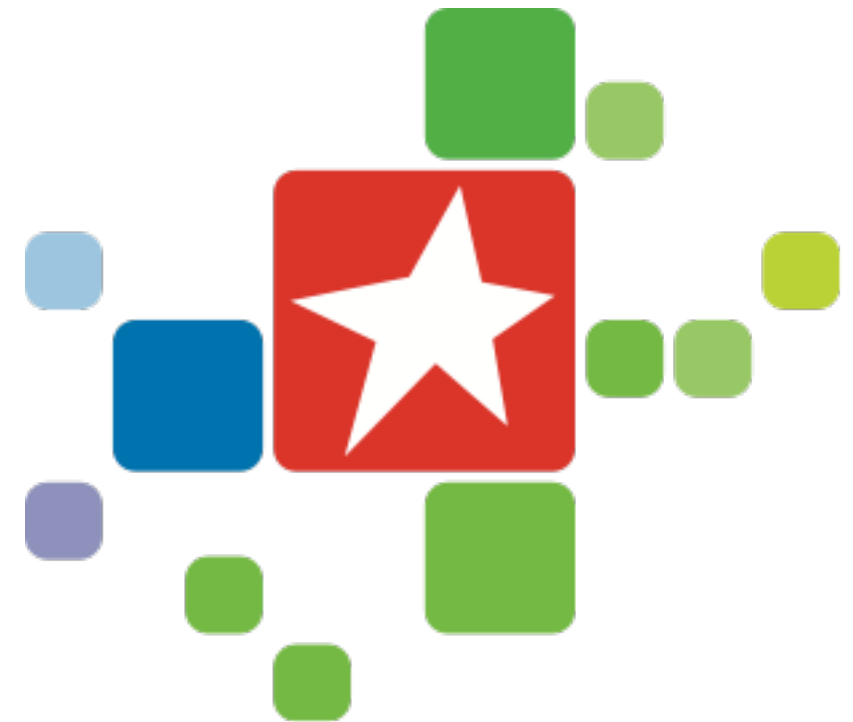
[Destination Services](#)

[Marketing and Communications](#)

[Public Relations and International Tourism](#)

[Sports Marketing](#)

[Administration/Technology](#)



TOURISM ECONOMIC DEVELOPMENT REPORT (TEDR)

The monthly report
can be found at:

visitRaleigh.com/tedr



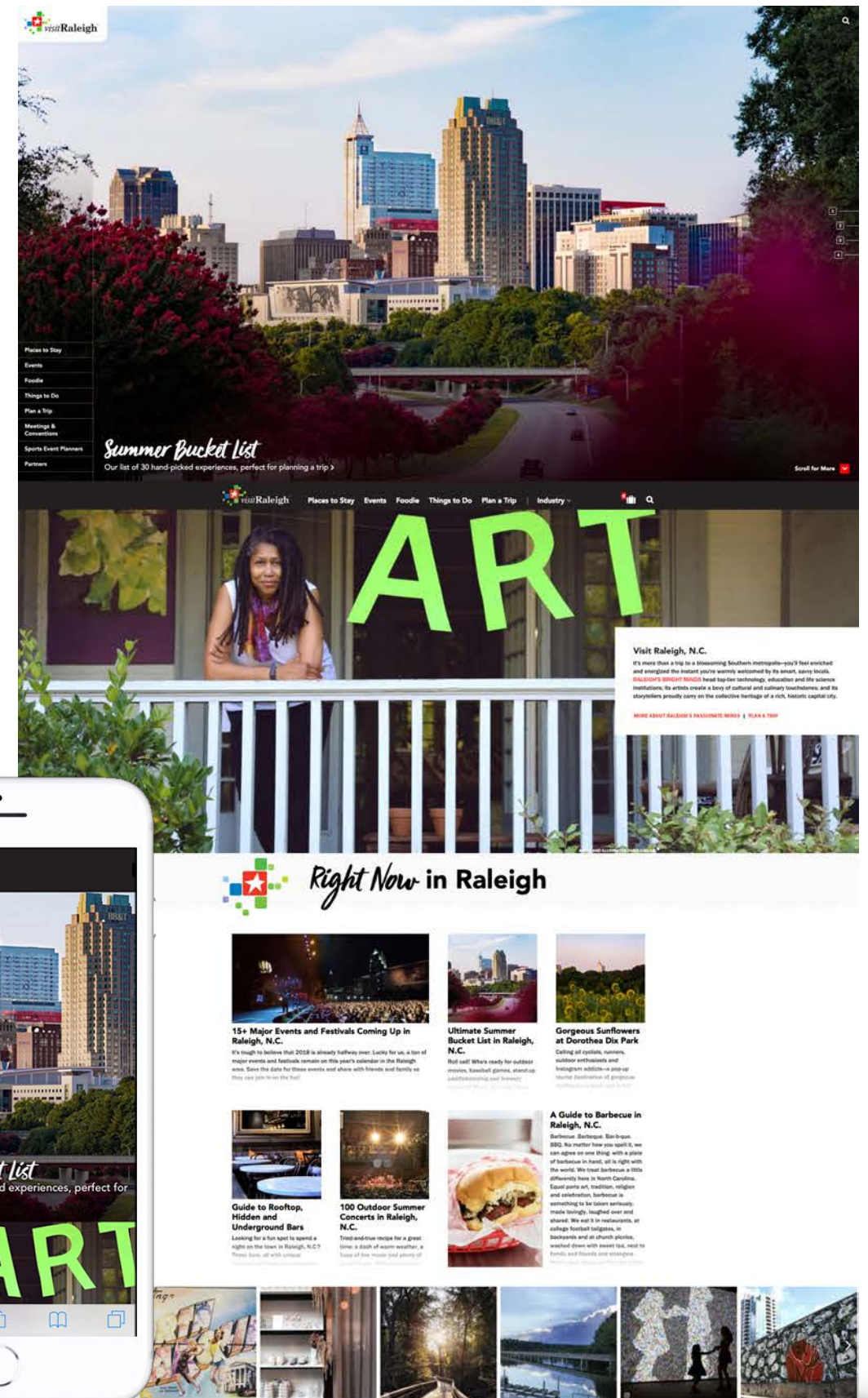
Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

INDUSTRY REPORT			November 2021	
Hotel Occupancy Production				
Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.				
	Ch from Sept. 2020	Wake County	North Carolina	United States
Sept. 2021 Occupancy %	44.4%	60.2%	60.1%	60.6%
Sept. 2021 ADR	29.6%	\$102.97	\$114.08	\$133.11
Sept. 2021 RevPAR	87.2%	\$61.99	\$68.53	\$82.04
2021 YTD Occupancy %	23.7%	55.6%	57.5%	57.6%

VISITRALEIGH.COM

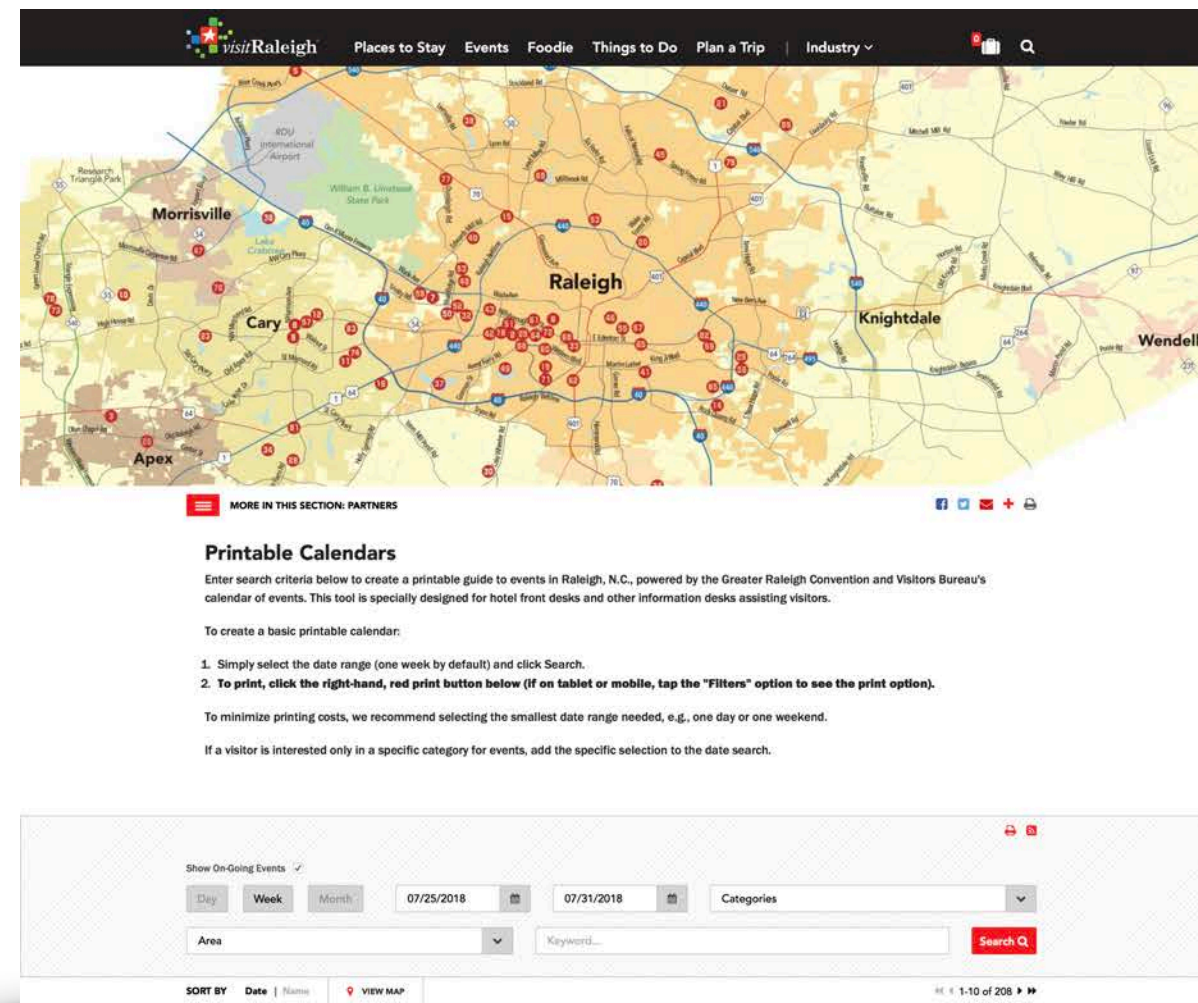
- ★ Always updated guide for visitors and official tourism website
- ★ 2.3 million views in 2020-2021



CALENDAR OF EVENTS: HOT HAPPENINGS

Use visitRaleigh.com's Hot Happenings page to print a list of events happening during specific dates.

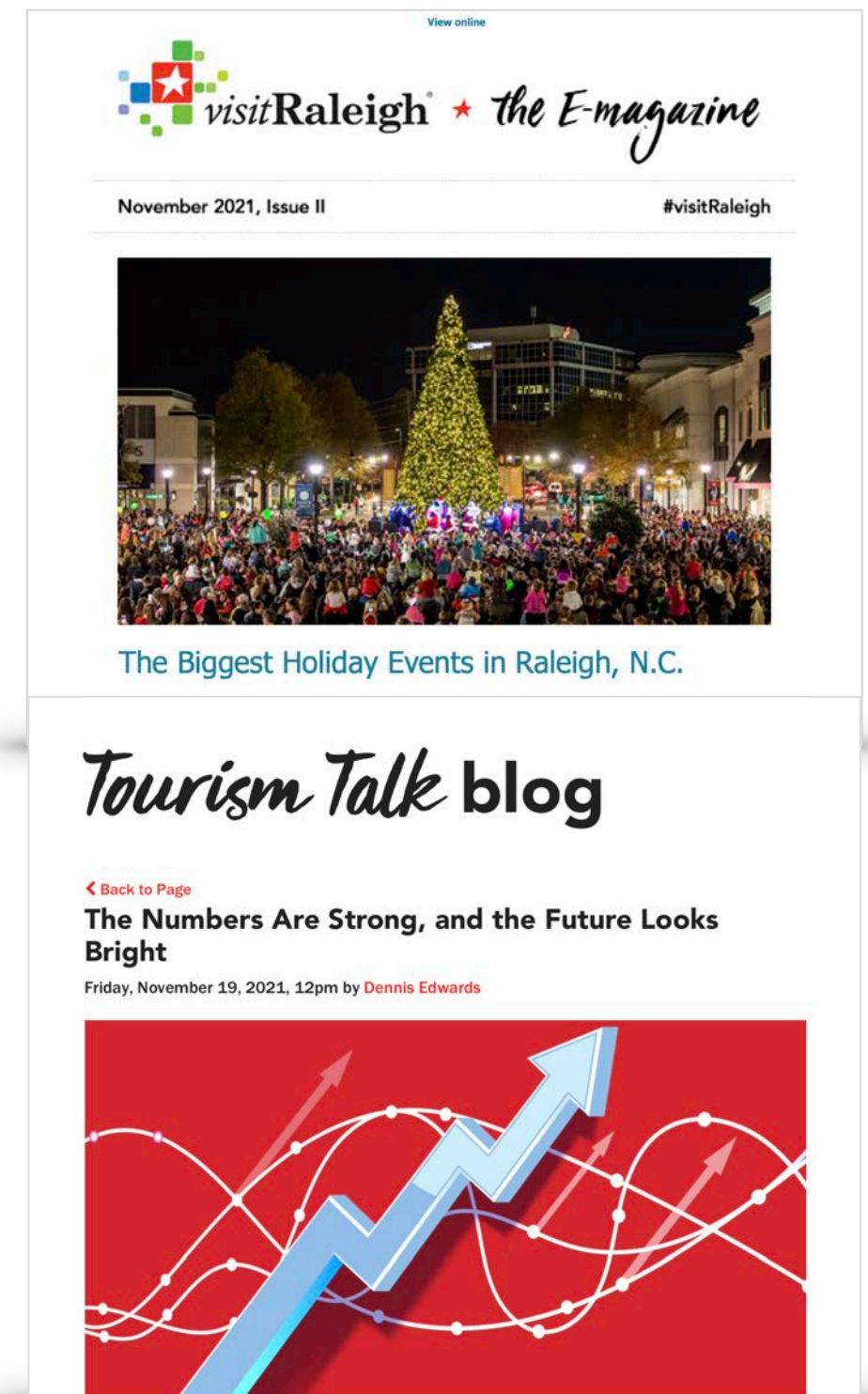
★ Find "Hot Happenings in Raleigh, N.C.," here: visitRaleigh.com/partners/printable-calendars/



COMMUNICATIONS

- ★ **visitRaleigh the E-magazine:**
(for consumers and GRCVB partners)
 - Features energizing, enriching travel tips and articles, events and more
 - Official travel email of Raleigh, N.C.
- ★ **Tourism Talk: (for GRCVB partners)**
 - Weekly GRCVB partner communication about visiting group arrivals and upcoming events, plus news, special promotional opportunities and other announcements from GRCVB

Email database@visitRaleigh.com to request subscription.



PARTNER MEETINGS AND TRAINING OPPORTUNITIES

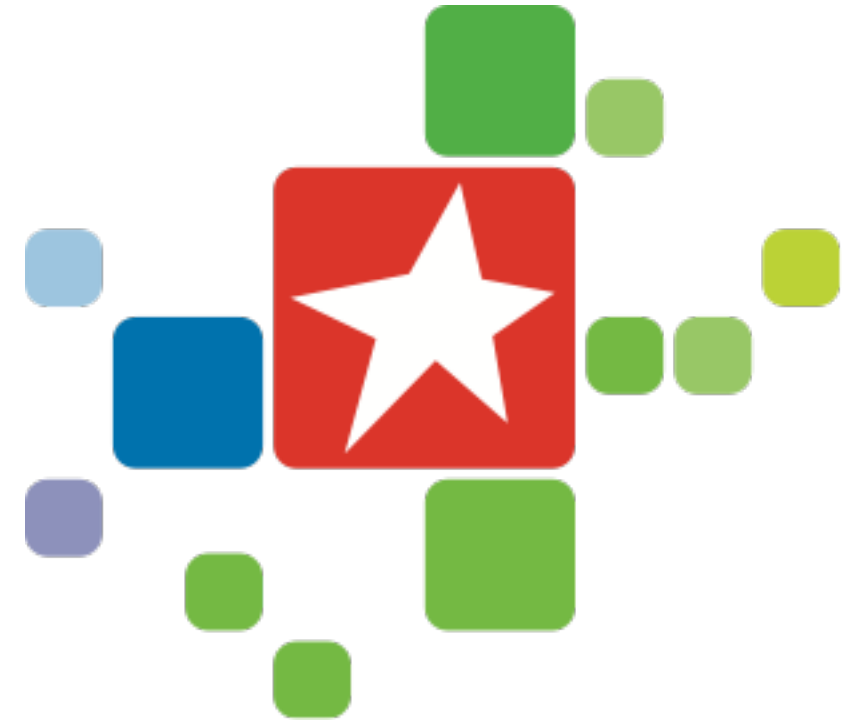


- ★ **Tourism Talk Live:** Learn about ways your business can partner with GRCVB to attract new customers in current and upcoming marketing campaigns and promotions.
- ★ **See For Yourself Fam Tours:** Themed motor coach tours exploring the destination's attractions, restaurants and facilities.
- ★ **Guest Service Gold® Classes:** Customer service training program for hospitality industry partners.

GRCVB STAFF RESPONSIBILITIES

View staff listings by the topic of your inquiry
or by staff responsibility here:

visitRaleigh.com/staff



SOCIAL MEDIA

Connect with us:





ADD TO YOUR ADDRESS BOOK:

visit@visitRaleigh.com

