



WHAT IS GRCVB?

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

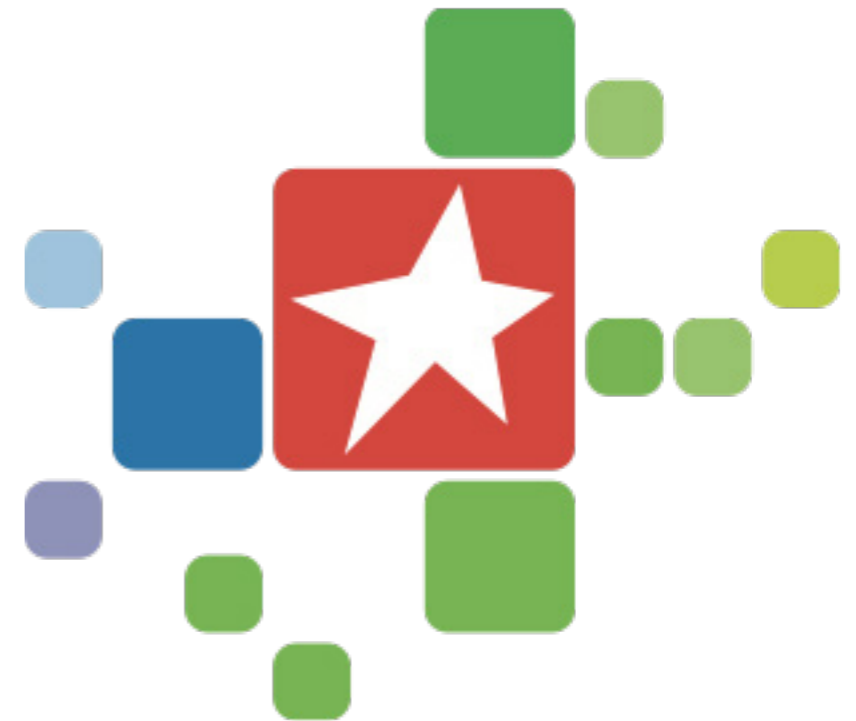
Our vision is to be the prime visitor advocate and regional leader of destination marketing and product development in Raleigh.

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



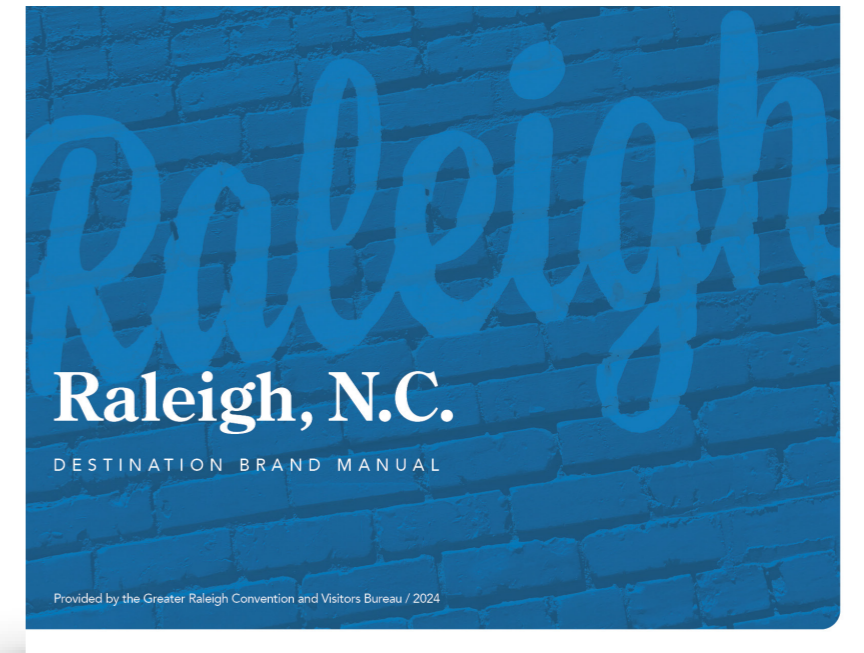
DESTINATION VALUE PROPOSITION

Embark on a journey across a mosaic of 12 vibrant cities and towns in Raleigh, North Carolina. From mouthwatering food to soul-stirring music, to scenic parks and captivating culture, Raleigh caters to both the seeker of the extraordinary and the connoisseur of the unconventional. Thanks to our modern take on Southern hospitality, every moment in Raleigh is an invitation to be wowed.



DESTINATION BRAND PROMISE

Raleigh stands as the intellectual, cultural, culinary and innovation hub of North Carolina. It's a cool capital city with diverse offerings spanning food, live music, sports, arts and the scenic outdoors. Visitors will be met with Raleigh's kindness, charm and local flair—a unique take on Southern hospitality that promises elevated experiences.





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

RALEIGHNCCBRAND.COM

IMPACT OF TOURISM

- ★ In 2023, Wake County had 18.5 million visitors who generated \$3.2 billion in direct spending.
- ★ Tourism directly supports the employment of over 25,000 people (FTEs) in Wake County who earn a payroll of more than \$890 million.
- ★ Read more about the impact of tourism at visitRaleigh.com/partners/resources-research/



BUSINESS PLAN

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

Review the 2024-2025 Business Plan here: [visitRaleigh.com/partners/business-plan/](https://www.visitRaleigh.com/partners/business-plan/)



2024-2025 Business Plan

Greater Raleigh Convention and Visitors Bureau
434 Fayetteville St., Ste. 2600
Raleigh, N.C. 27601-1789
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](#)

[Services](#)

[Marketing and Communications](#)

[Public Relations and International Tourism](#)

[Sports Marketing](#)

[Administration/Technology](#)



TOURISM ECONOMIC DEVELOPMENT REPORT (TEDR)



Tourism Economic Development Report

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

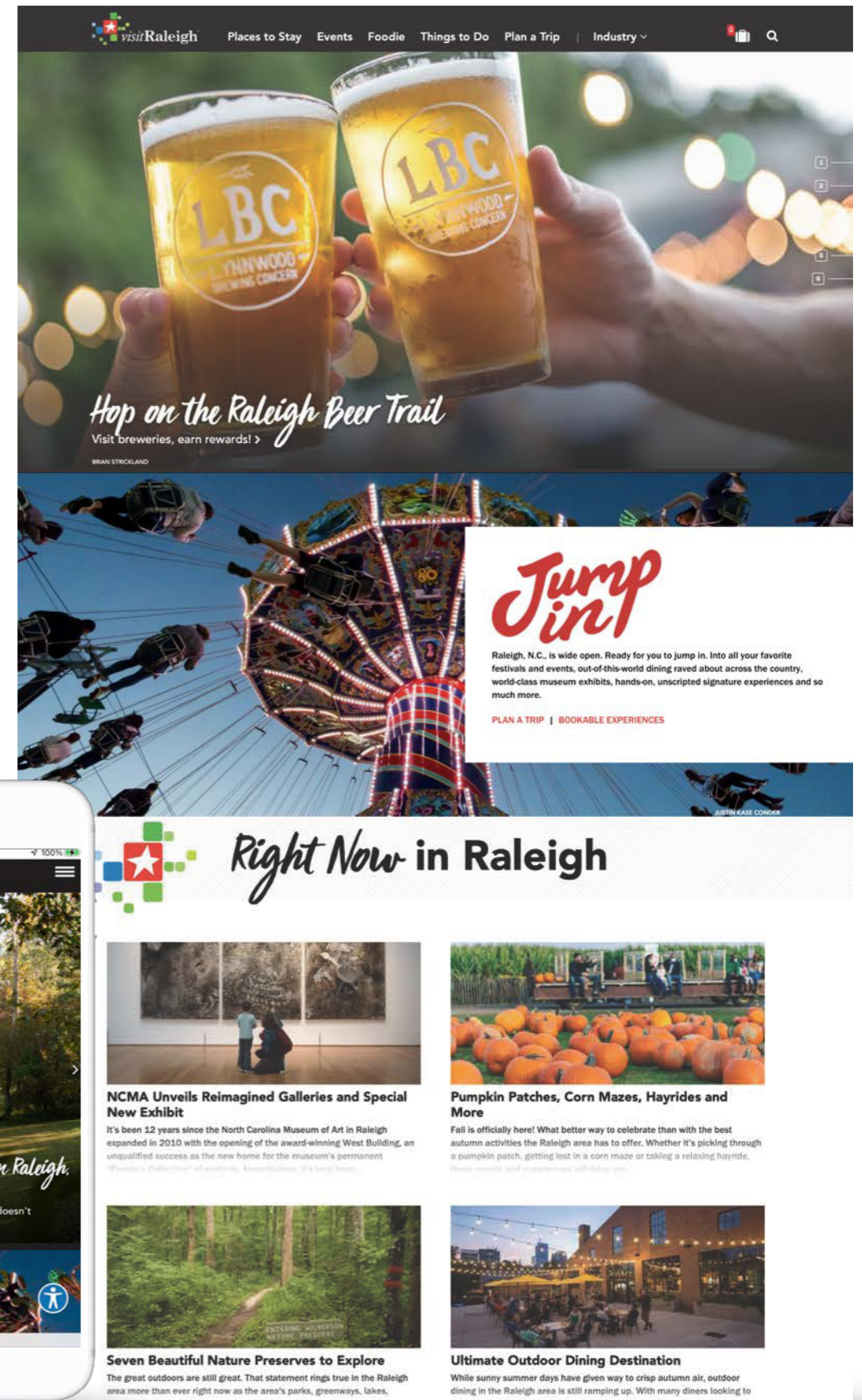
INDUSTRY REPORT		AUGUST 2020		
Hotel Occupancy Production				
<small>Source: Smith Travel Research, Inc.-States lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.</small>				
	Chg. from Jun.2019	Wake County	North Carolina	United States
Jun.2020 Occupancy %	-48.3%	40.0%	44.7%	42.2%
Jun.2020 ADR	-29.8%	\$76.24	\$87.77	\$92.15
Jun.2020 RevPar	-63.8%	\$30.53	\$39.28	\$38.88
2020 YTD Occupancy %	-36.7%	46.6%	43.3%	43.1%
2020 YTD ADR	-14.3%	\$93.21	\$89.81	\$109.04
2020 YTD RevPar	-45.8%	\$43.41	\$38.85	\$47.02

The monthly report can be found at:

visitRaleigh.com/tedr

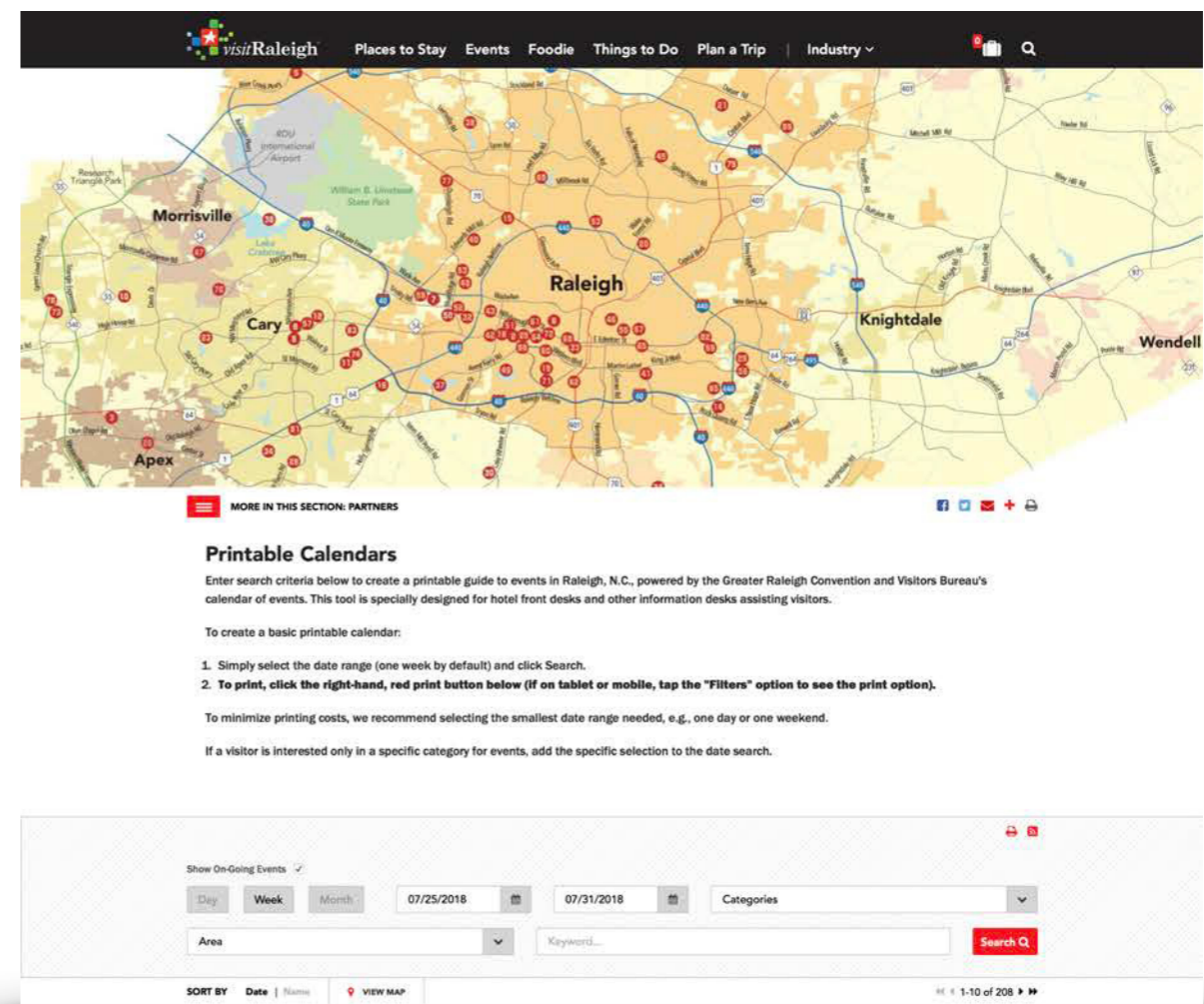
VISITRALEIGH.COM

- ★ Always updated guide for visitors and official tourism website
- ★ 3 million users in 2023-2024



CALENDAR OF EVENTS: HOT HAPPENINGS

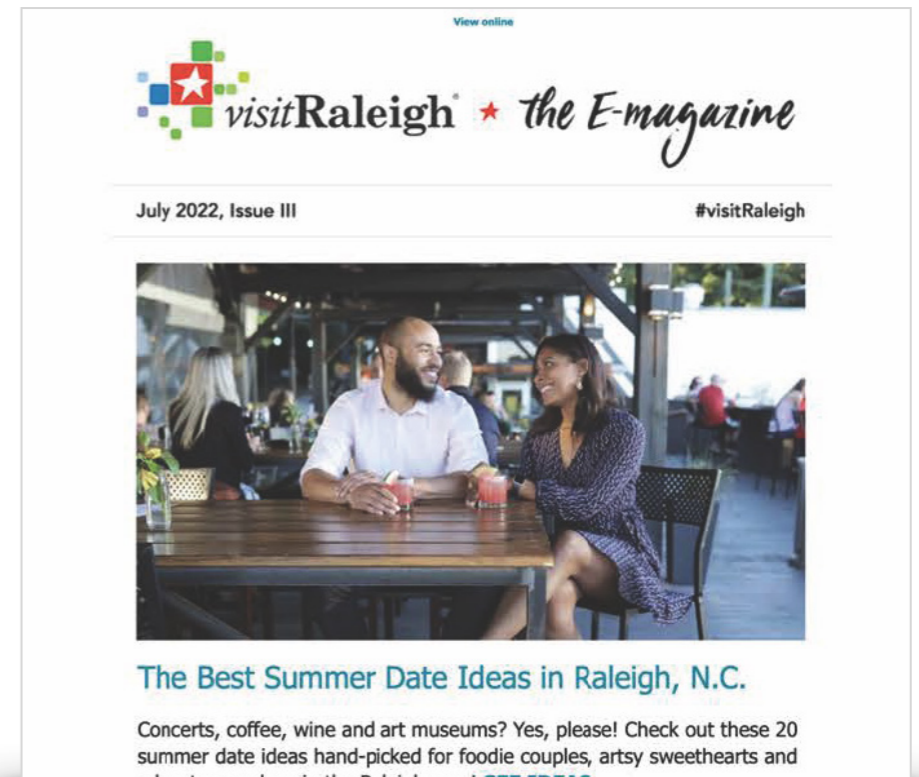
Use visitRaleigh.com's Hot Happenings page to print a list of events happening during specific dates.



The screenshot displays the visitRaleigh.com website interface. At the top, there is a navigation bar with links for 'Places to Stay', 'Events', 'Foodie', 'Things to Do', 'Plan a Trip', and 'Industry'. Below the navigation bar is a map of the Raleigh, North Carolina area, showing various locations like Morrisville, Cary, Raleigh, Knightdale, and Wendell. The map is overlaid with numerous red circular markers, each containing a number, representing events. Below the map, there is a section titled 'Printable Calendars' with instructions on how to use the search tool to create a printable guide to events in Raleigh, N.C. The instructions include steps for selecting a date range and clicking a search button. At the bottom of the screenshot, there is a search form with fields for 'Area', 'Keyword', and 'Categories', along with a 'Search' button and a 'VIEW MAP' link.

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



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.
- ★ **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/partners/about-grcvb/staff2/



SOCIAL MEDIA

Connect with us:



ADD TO YOUR ADDRESS BOOK

visit@visitRaleigh.com

