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.
In 2022, Wake County had 17.8 million visitors who generated $3 billion in direct spending.

Tourism directly supports the employment of over 24,000 people (FTEs) in Wake County who earn a payroll of more than $830 million.

Read more about the impact of tourism at visitRaleigh.com/partners/resources-research/
GRCVB's annual Business Plan contains: recent and projected travel and tourism trends, a visitor profile for Raleigh/Wake County and new and revised goals and talking points for the coming year.
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 2023-2024 Business Plan here: visitRaleigh.com/partners/business-plan/
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)

The monthly report can be found at:

visitRaleigh.com/tedr
VISITRALEIGH.COM

⭐ Always updated guide for visitors and official tourism website

⭐ 3.7 million views in 2022
Use visitRaleigh.com's Hot Happenings page to print a list of events happening during specific dates.
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:

f  X  Instagram  YouTube  link  tripadvisor

ADD TO YOUR ADDRESS BOOK

visit@visitRaleigh.com