

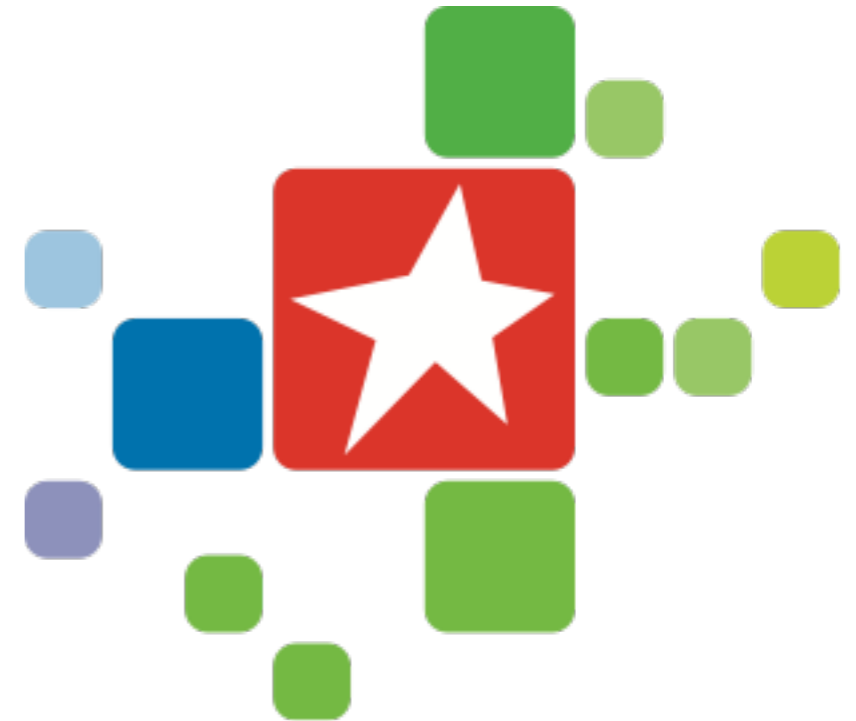


# WHAT IS GRCVB?

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.



Matt Robinson/raleighskyline.com

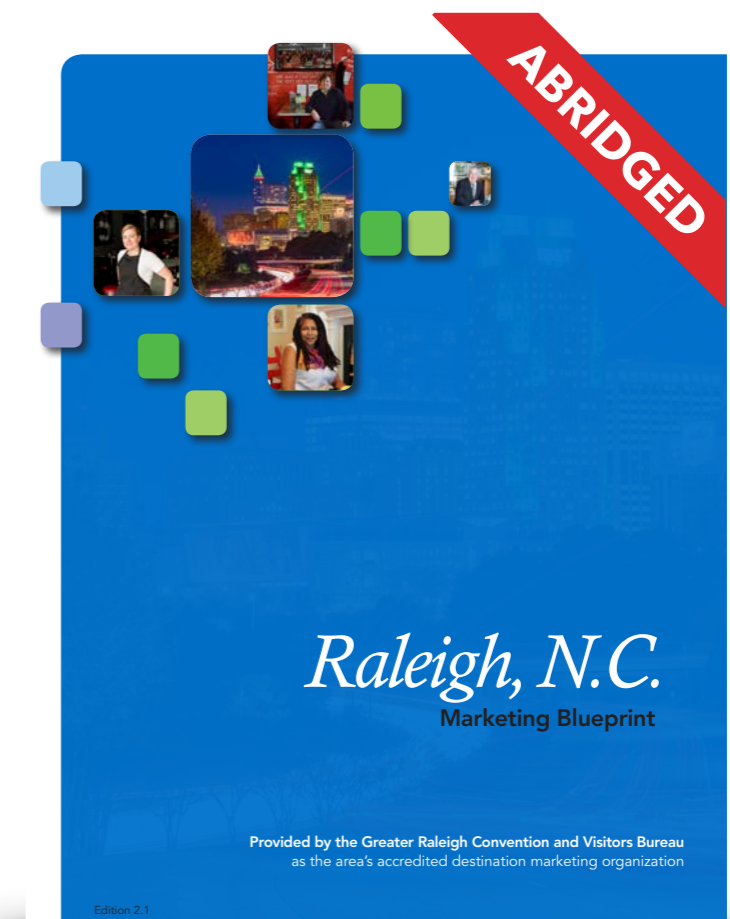
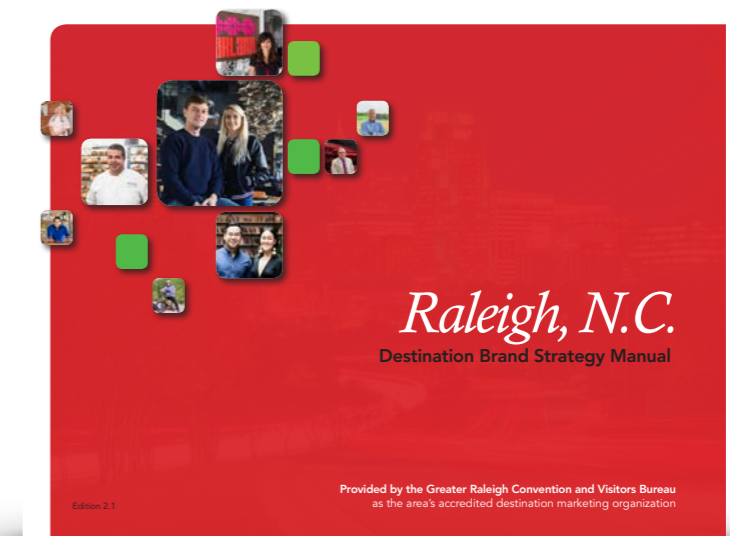
# DESTINATION POSITIONING STATEMENT, [CONTINUED]

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



#### Linda's story

Raleigh, N.C., artist and illustrator Linda Daines draws inspiration from the midwest, using color, texture and perspective to transform food into fine art. Visitors to her Raleigh, NC, studio can feast their eyes on an array of large and small scale watercolors, participate in interactive workshops and meet the artist at gallery events like First Friday.

"Food has this way of bringing together different points of view. If you have a coffee, one of the best ways to take it is to sit down at the table together!" Linda said. "That is what I want my artwork to do—bring people together!"

After graduating from Howard University with a degree in mathematics, Linda designed displays for the Smithsonian Institution before being recruited to North Carolina State University's College of Design graduate program. Here, she worked part-time at local food vendors, where she carefully examined and arranged produce like meat steaks, the artwork became fascinated by the geometry, scale and proportions of these organic shapes, a multidimensional perspective she continues to bring into her art.

Today, Linda is an assistant professor of visual art at Saint Augustine's University, where she helps shape new talent. "I see how the arts, it is our responsibility to share that love and passion to the next generation and embrace it."

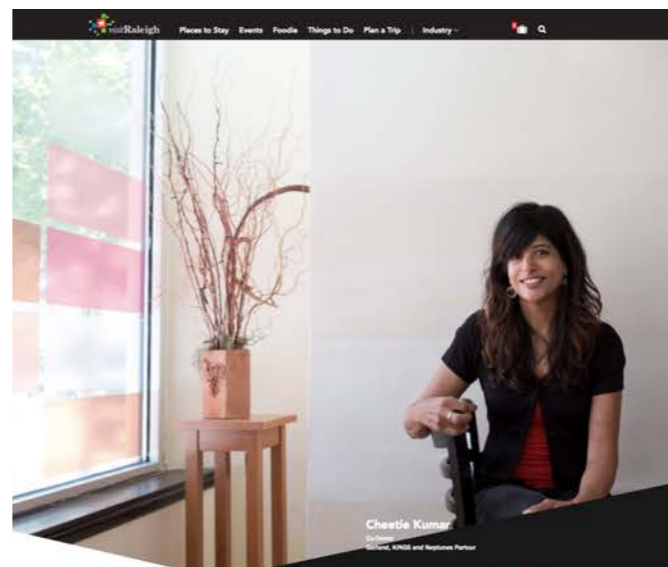
#### Make a trip

See Linda's work for yourself at her studio during events throughout the year or during a scheduled appointment and chat with the artist herself. Better yet, stop for art for your home or to give your family and friends—after chats with Linda, you'll be able to gaze on the special dishes behind glass you choose. If you want to try your own hand at watercolor, take one of Linda's classes, which includes supplies like painting with primary colors and painting with gouache.

Visit Linda's studio



"Creativity doesn't just live in the arts. Creativity lives in business. Creativity lives in science. That is what makes for a Smart City."



#### Cheete's Story

For Cary, NC, restaurant owner Cheette Kumar, music, food and creating a good time go hand in hand. The rockstar-turned-restaurantier has her hands full as head chef at Garland while still taking center stage as guitarist in her band, Birds of Avalon. On the side, she records studio albums.

Located in downtown Raleigh, N.C., Garland also brews popular indie made house brews, and above the busy capital bar happens Nephrus Partner, Cheette's passion, and it provides a creative outlet through which she can share the flavors of her childhood, reimagined with a decidedly local flare. With ingredients sourced from local farmers markets and family farms, Cheette creates authentic Indian and Pan-Asian dishes that are always fresh, always in season and always adventuresome.

Throughout the three venues, the understandingly witty and independent spirit of Cheette's music shines through—reuniting locals and touring bands as warmly as it welcomes out-of-town guests seeking an authentic taste of Raleigh's food and culture.

#### Make a trip

Delicious, one-of-a-kind meals. Live music. Eclectic nightlife scene. One visit to Cheette's music, nightlife, music complex and you'll be hooked—a return visit will be a must, and you'll be scouting down the days until you can get back.

Garland's vibrant atmosphere, outdoor spaces on Indian and Robin Rivers and the evolution of these culinary traditions. You'll leave the familiar yet you'll be taken to new places with eclectic, creative music. On Grand day or night, and plan to catch a concert later at KINGS nightclub, a prime spot to hear independent bands on the rise, with Rappahannock, Mappan, overlooking the river. After a show, go underground to Nephrus Partner where you can grab a delicious cocktail and dig into the venue's incredible game collection.

Visit Cheette's website



"You can hang out in Raleigh and walk around and hit a bunch of different spots that are very well-thought-out and beautifully executed."



#### Lionel's story

Growing up in France, it's no surprise Lionel Varner developed a passion for bread. At 18, he joined a renowned artisan guild and traveled the world learning the art of baking traditional breads, ultimately earning the coveted title of Maître Boulanger.

When you spend years traveling the globe, you become a bit of an expert on what makes a place feel like home. When Lionel and his wife decided to plant roots, they chose Cary, N.C. Drawn to the diversity, intellectual energy and Southern hospitality, they soon decided to open La Farm Bakery (est. 2016).

Lionel began connecting with local farmers, millers and scientists to find like-minded people with a honor for organic, delicious flours and ancient grains. The result is an amazing variety of handmade artisan breads with a depth of flavor that makes for a memorable and nutritious culinary experience.

In the past few decades, Lionel has been a three-time semifinalist for the James Beard Foundation Outstanding Baker award, and La Farm Bakery has grown from a 200 square-foot facility to three flourishing locations in Cary with a full staff—all bringing the taste and aroma of five generations' baked goods to a hungry community.

#### Make a trip

Experience centuries-old bread baking traditions in a modern-day boudoir (bakery) and cafe at one of the three La Farm Bakery locations in Cary.

artisanal loaves

artisanal loaves

artisanal loaves

La Farm honors the ordinary, yet extraordinary, boudoirs that once flourished in every little town in France. Their loaves are hand-crafted daily in a variety



"There's a warmth in Raleigh that will make you want to come back to solve the mystery of such a beautiful place."



Read about these Passionate Minds and more at [visitRaleigh.com/passionate-minds](http://visitRaleigh.com/passionate-minds)



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

**[RALEIGHNCCBRAND.COM](http://RALEIGHNCCBRAND.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 2017, Wake County had 16.45 million visitors who generated \$2.53 billion in direct spending.
- ★ Tourism directly supports the employment 26,170 people (FTEs) in Wake County who earn a payroll of more than \$739.5 million.
- ★ Read more about the impact of tourism at [visitRaleigh.com/partners/resources-research/](https://visitRaleigh.com/partners/resources-research/)



# BUSINESS PLAN

GRCVB's annual Business Plan contains: recent and projected travel and tourism trends, 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.



## 2018–2019 Business Plan

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Greater Raleigh Convention and Visitors Bureau  
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Raleigh, N.C. 27601-2995  
[www.visitRaleigh.com](http://www.visitRaleigh.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 forecasts for the new year.

Review the 2018-2019 Business Plan here: [visitRaleigh.com/partners/business-plan/](https://www.visitRaleigh.com/partners/business-plan/)



## 2018–2019 Business Plan

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# 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](#)

[Sports Marketing](#)

[Administration/Technology](#)



# TOURISM ECONOMIC DEVELOPMENT REPORT (TEDR)

The monthly report can be found at:

[visitRaleigh.com/tedr](http://visitRaleigh.com/tedr)



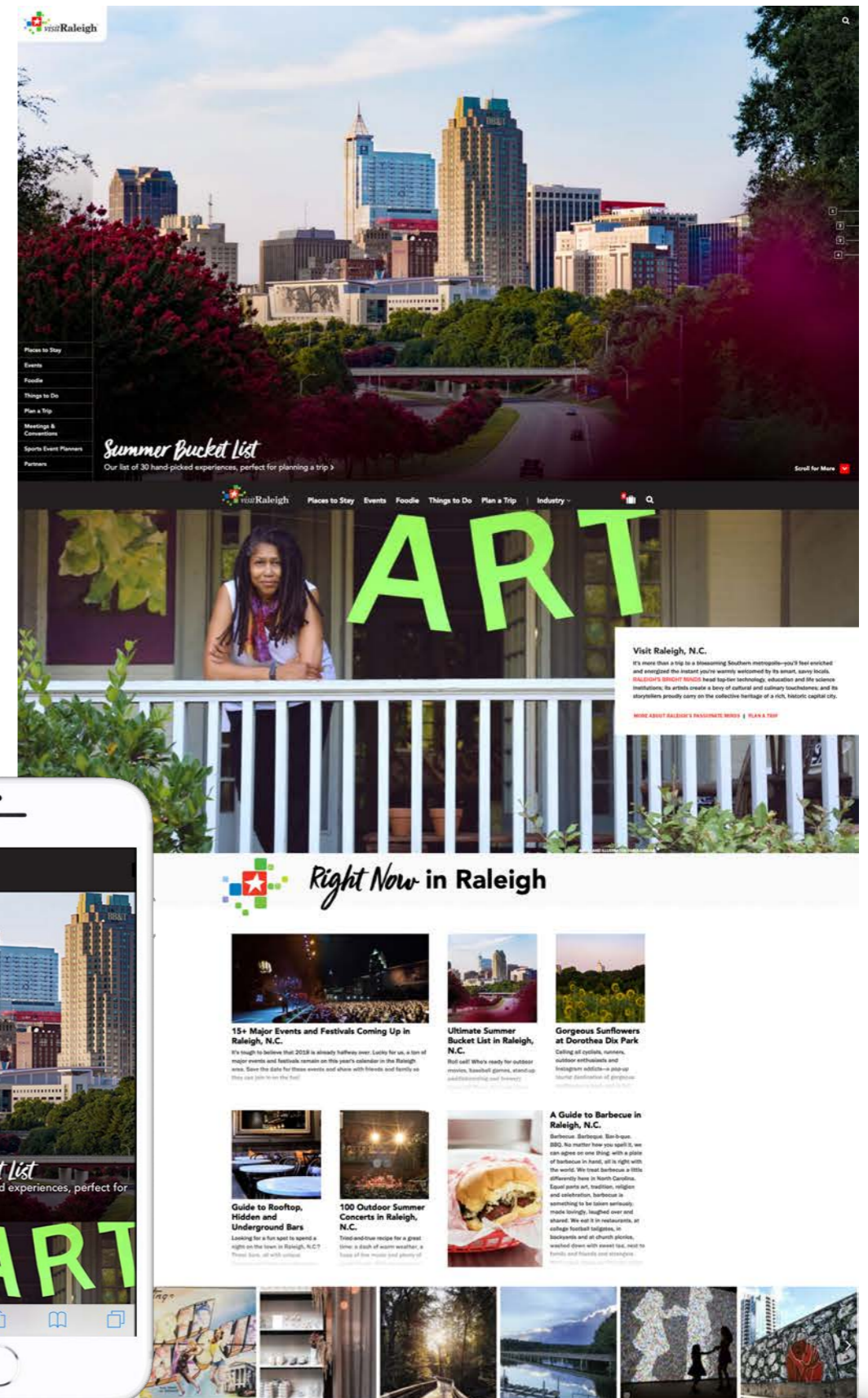
## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

| INDUSTRY REPORT  |                     | JUNE 2018   |                |               |
|--|---------------------|-------------|----------------|---------------|
| Hotel Occupancy Production   |                     |             |                |               |
| <i>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.</i> |                     |             |                |               |
|  | Chg. from April '17 | Wake County | North Carolina | United States |
| April 2018 Occupancy %   | 1.7%                | 75.0%       | 68.6%          | 67.9%         |
| April 2018 ADR   | 3.1%                | \$107.96    | \$106.40       | \$130.33      |
| April 2018 RevPar  | 4.9%                | \$80.92     | \$72.95        | \$88.54       |
| 2018 FYTD Occupancy %  | -2.9%               | 67.8%       | 60.2%          | 63.2%         |
| 2018 FYTD ADR  | 2.5%                | \$105.19    | \$99.87        | \$128.19      |

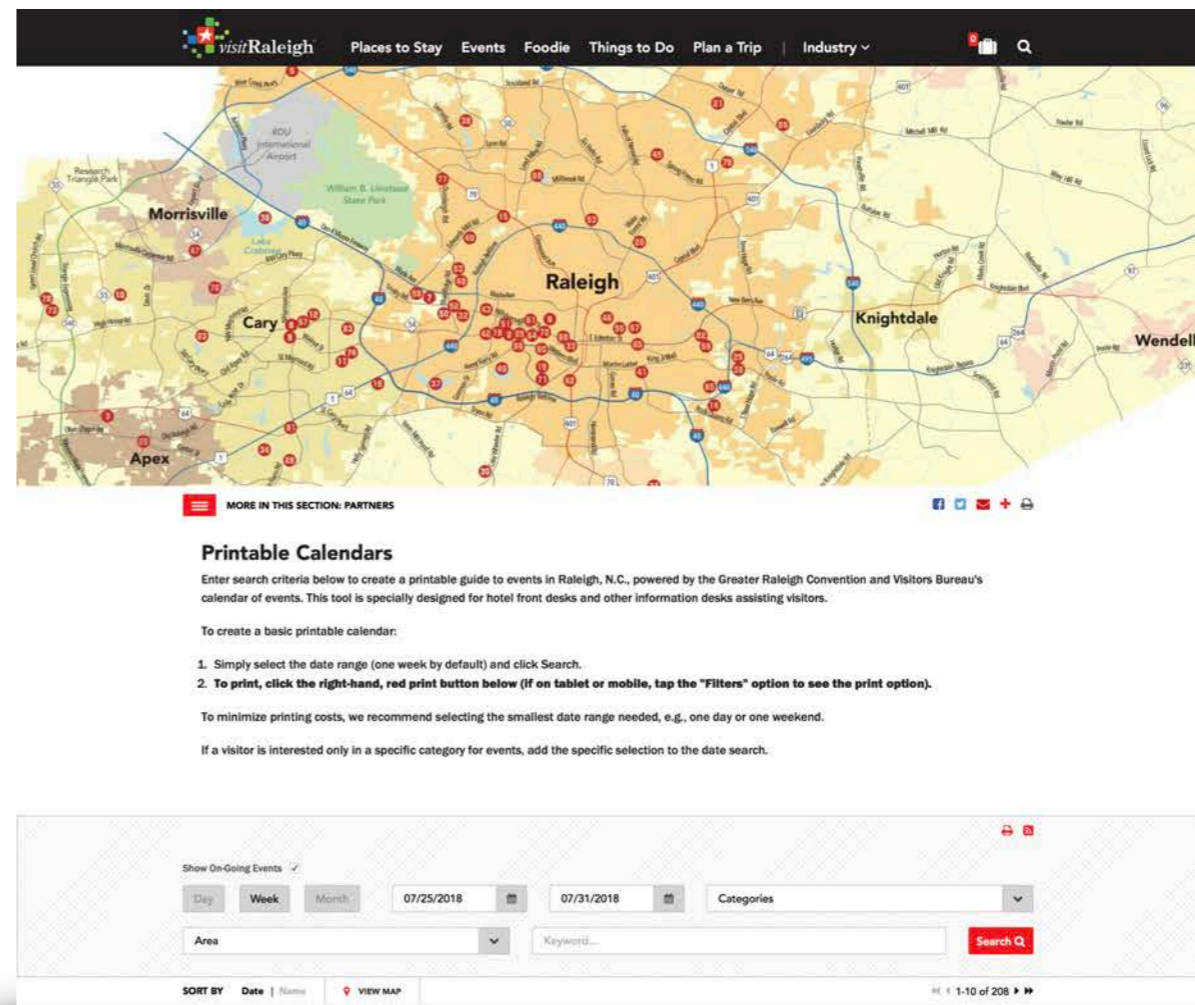
# VISITRALEIGH.COM

- ★ Always updated guide for visitors and official tourism website
- ★ 2.5 million sessions in 2017-2018



# CALENDAR OF EVENTS: HOT HAPPENINGS

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



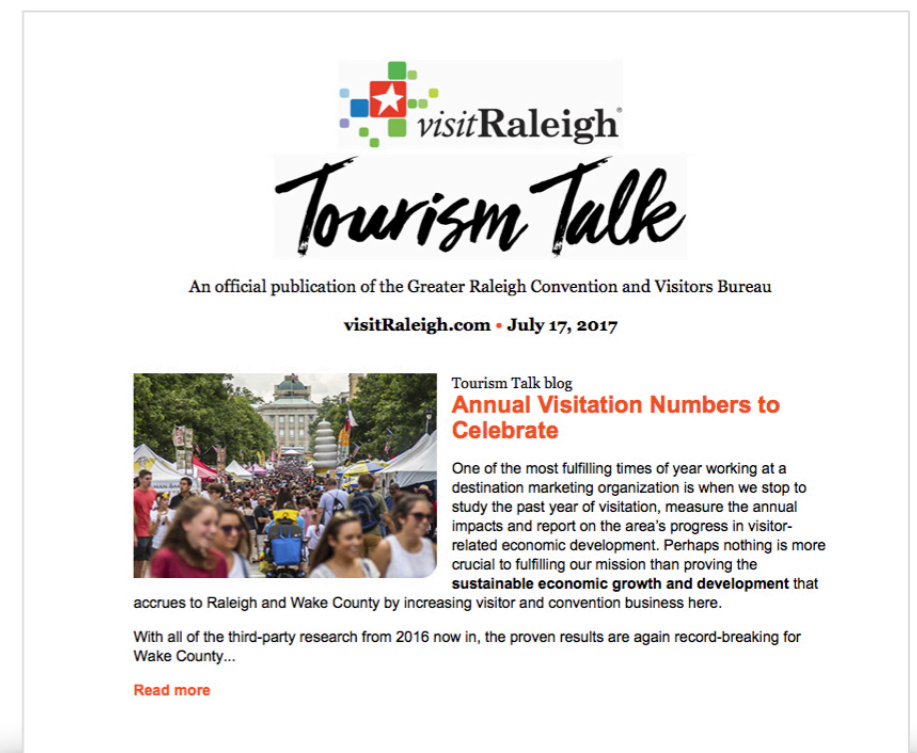
The screenshot displays the visitRaleigh.com website interface. At the top, there is a navigation bar with links for 'Places to Stay', 'Events', 'Foodie', 'Things to Do', 'Plan a Trip', and 'Industry'. Below the navigation bar is a map of the Raleigh, N.C. area, showing various locations like Morrisville, Cary, Apex, Knightdale, and Wendell. The map is overlaid with numerous red circular markers, indicating the locations of events. Below the map, there is a section titled 'Printable Calendars' with instructions on how to use the tool to create a printable guide to events in Raleigh, N.C. The instructions include steps for selecting a date range and clicking a print button. At the bottom of the screenshot, there is a search and filter interface with options for 'Show On-Going Events', 'Day', 'Week', 'Month', date selection (07/25/2018 to 07/31/2018), a 'Categories' dropdown, an 'Area' dropdown, a 'Keyword' search box, and a 'Search' button. The bottom of the page shows 'SORT BY Date | Name' and 'VIEW MAP' options, along with a page number '1-10 of 208'.

★ Find “Hot Happenings in Raleigh, N.C.,” here:  
[visitRaleigh.com/partners/printable-calendars/](https://www.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](mailto:database@visitRaleigh.com) to request subscription.





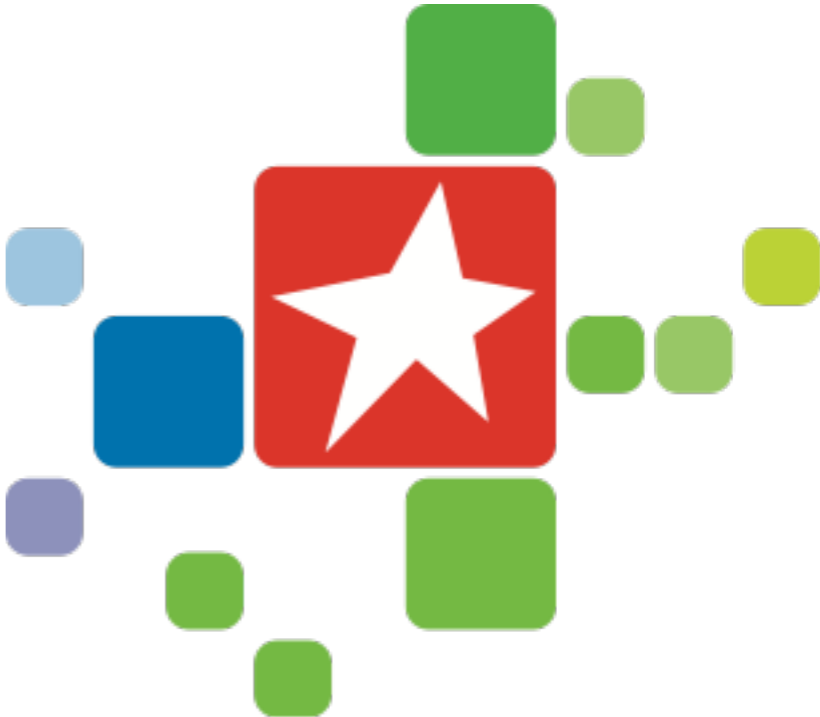
# PARTNER MEETINGS AND TRAINING OPPORTUNITIES



- ★ **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.

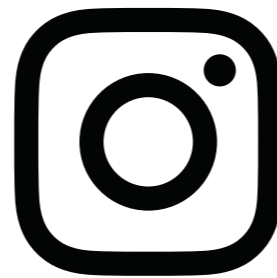
# GRCVB STAFF RESPONSIBILITIES

View staff listings by the topic of your inquiry or by staff responsibility here: [visitRaleigh.com/partners/about-grcvb/staff2/](http://visitRaleigh.com/partners/about-grcvb/staff2/)



# SOCIAL MEDIA

Connect with us:



**ADD TO YOUR ADDRESS BOOK:**

**visit@visitRaleigh.com**

