

The Raleigh, N.C., Destination Brand for EDs/GMs

How area attractions can help put the destination brand strategy into practice

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.

VISITOR SECTOR PROFILE:

- Your Own Visitor-to-Total-Customer Ratio: Likely 33–66%
- Impact of Your Industry's "Quality Time" with Visitors: High
- Your Industry's Direct Sales to Visitors (2016): \$463M out of \$2.4B
- Challenge for Your Industry: Currently Raleigh visitors are twice as likely to just spend time with local friends/family as to visit an attraction; no attraction type is capturing more than 8% of visitor stays
- Your Relationship to GRCVB: Industry Partner
- Clients/Customers You Share with GRCVB: Mostly Leisure/Group Visitors, Meeting/Sports Clients

Order of Your Consideration in an Overnight Visitor's Decision-Making Process (roughly):

1. Destination
2. Budget
3. Hotels
4. Transportation
- 5. Activities (5th)**
6. Restaurants



ATTRACTIONS SUMMARY:

Visitor participation and spending with your industry vary widely by type of attraction (excluding shopping), but activities and attractions overall are often the most important satisfiers for visitors on their trips; in many cases, attraction mix is the main reason for a trip, and attraction experiences provided are the trip's most memorable and ones visitors most associate with their memories of an entire destination.

Your industry plays a critical role in fulfilling the destination's brand promise to 15+ million annual visitors. It is important to note that the average visitor circulates through many activities on a single trip and usually has not focused his/her trip solely on your event/attraction; it is also important to make yourself a valued member of the network of area attractions, so that each visitor will sense that our hospitality is seamless, that our players are collaborative and interconnected and that the destination brand coheres.

GRCVB's Marketing Department, Bureau leadership and staff are committed to the success of the tuned-up destination brand strategy for Raleigh/Wake County. Please contact us whenever we can be of assistance with any project, large or small. The destination brand strategy is a work always in progress, designed to take 5+ years.

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TOP CONSIDERATIONS FOR GETTING STARTED:

Examine the addresses associated with customer/patron purchases or sign-ups at your attraction; determine how many of your customers/patrons are out-of-county visitors and how much of your staff time should be devoted to visitor/customer service. Some area attractions have been surprised to learn that 70% of their patronage comes from visitors and have adjusted their marketing strategies accordingly.

Study your own unique selling proposition (USP) to customers/patrons, and contemplate your attraction's positioning strategy in the greater context of Raleigh, N.C. Is yours compelling and competitive with the hundreds of other attractions in our destination? How unique is your attraction within the county, region, state, Southeast and U.S.? Does GRCVB know about your uniqueness in order to use it as a trip motivator?

Review the destination's new target audiences found in the Raleigh, N.C., Marketing Blueprint. Compare and contrast these to the types of customers/patrons that you want to attract and retain. Are there additional ways you want to cooperatively advertise alongside GRCVB to reach these qualified audiences?

Consider how your attraction's strategy for customer experience (the emotions you evoke, the memories you instill) does or doesn't mesh well with the destination brand promise above and brand elements found in the Raleigh, N.C., Destination Brand Strategy Manual. Can you implement themelines or additional experience offerings to better deliver the promise? Should your staff participate in CVB-offered tours and trainings to learn to relate the destination brand firsthand? Are your front lines "area aware"?