

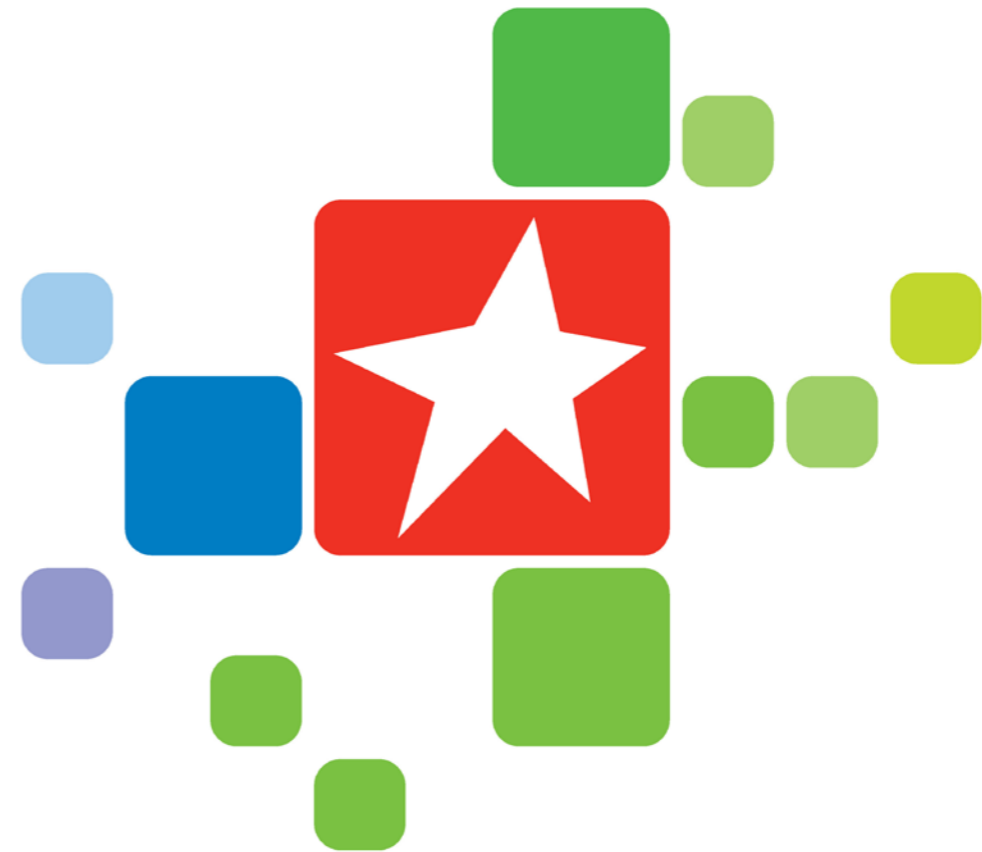


Welcome!

**to Tourism
Talk Live!**

at The Cornerstone

Thurs., March 17, 2022 • 10am



Tourism Talk Live • Greater Raleigh Convention and Visitors Bureau

Andrew Baker

Marketing Manager

919.645.2684

abaker@visitRaleigh.com



Tourism Talk Live • Greater Raleigh Convention and Visitors Bureau

Agenda

- Welcome from The Cornerstone
- Updates from GRCVB Public Relations and International Tourism Director Jessica Holt
- *Official Visitors Guide to Raleigh, Cary and Wake County* Media Opportunities through Compass Media
- An Introduction to GRCVB's LGBTQ-Welcoming Hotels Program
- Other Promotional Opportunities This Year
- Tour of The Cornerstone and Rock Quarry Productions

Welcome to:

THE
CORNERSTONE

Public Relations and International Tourism



Jessica Holt

Director of Public Relations
and International Tourism

jholt@visitRaleigh.com

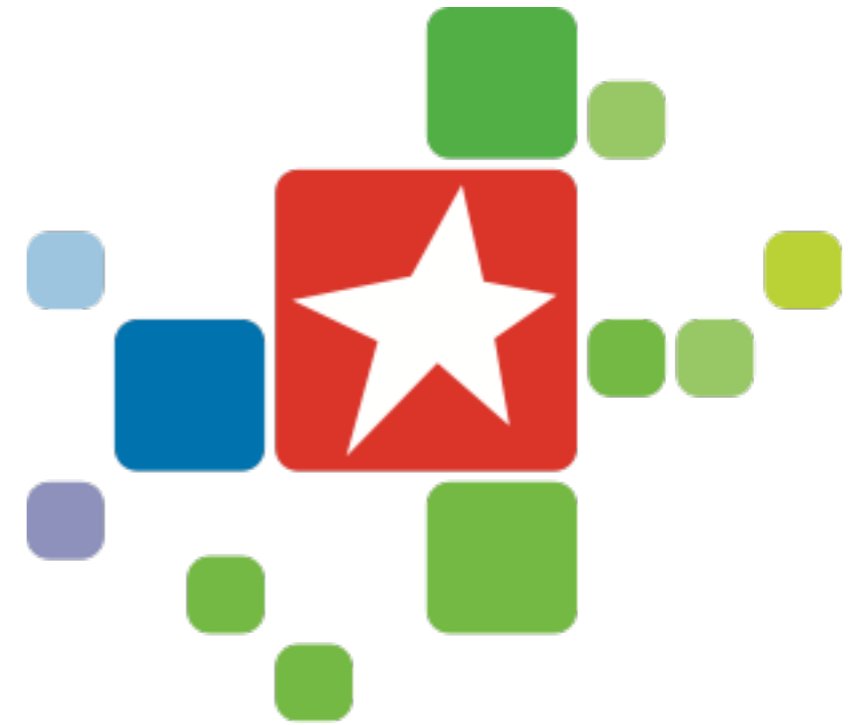


Veronica Thring

Public Relations and
International Tourism Manager

vtring@visitRaleigh.com

Roles and Responsibilities



Jess

PR Lead:

- PR strategy
- National leisure media
- M&C trade media
- Local media
- Community/partner relations

International Tourism Markets:

- U.K.
- France
- Iceland
- Emerging markets

Veronica

PR Lead:

- Regional leisure media
- Media lists
- Image/B-roll requests
- visitRaleigh.com media content management

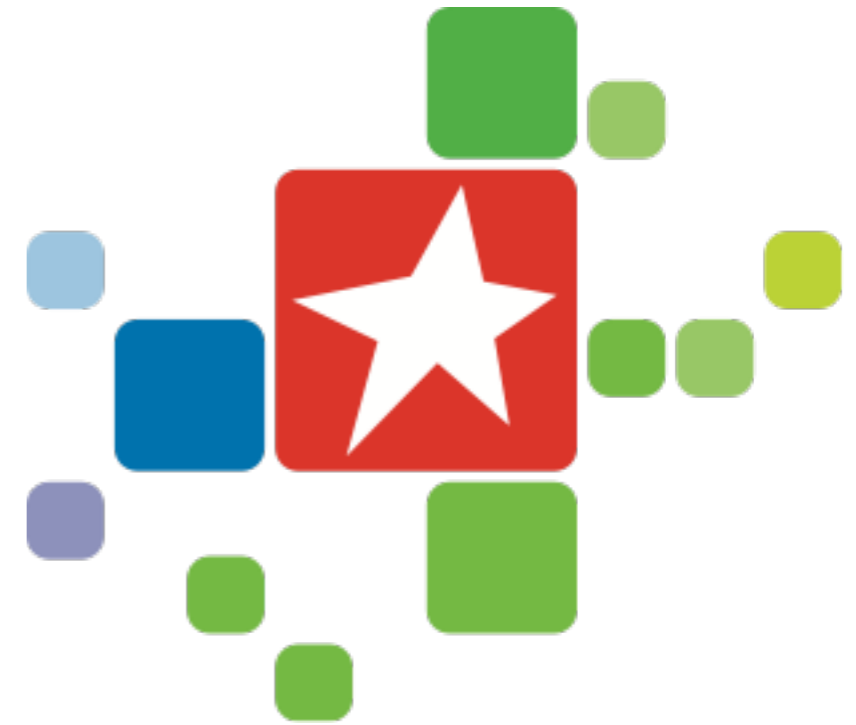
International Tourism Markets:

- Toronto
- Montreal

Earned vs. Paid Media

Earned media: Content/publicity others create about your business for no charge or for in-kind trade.

Examples: partnerships, hosted media visits, comped meals etc.



Paid media: Content you pay for to get your business in front of an audience through ads or sponsorships.

Examples: pay per click, display/print ads, paid influencers etc.



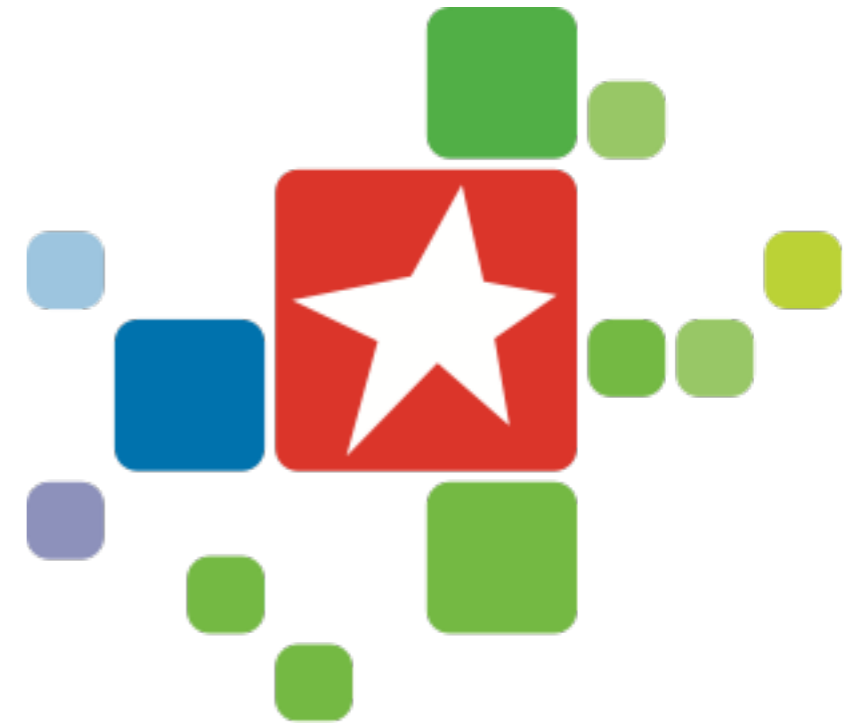
How to Work with Us



Think of our PR department as media!

- Send press releases
- Pitch story ideas
 - What's new?
 - What's your USP (unique selling proposition)?
- Host journalists/media at your business
- Build relationships/collaborate with Visit Raleigh
- Brand awareness

International Markets



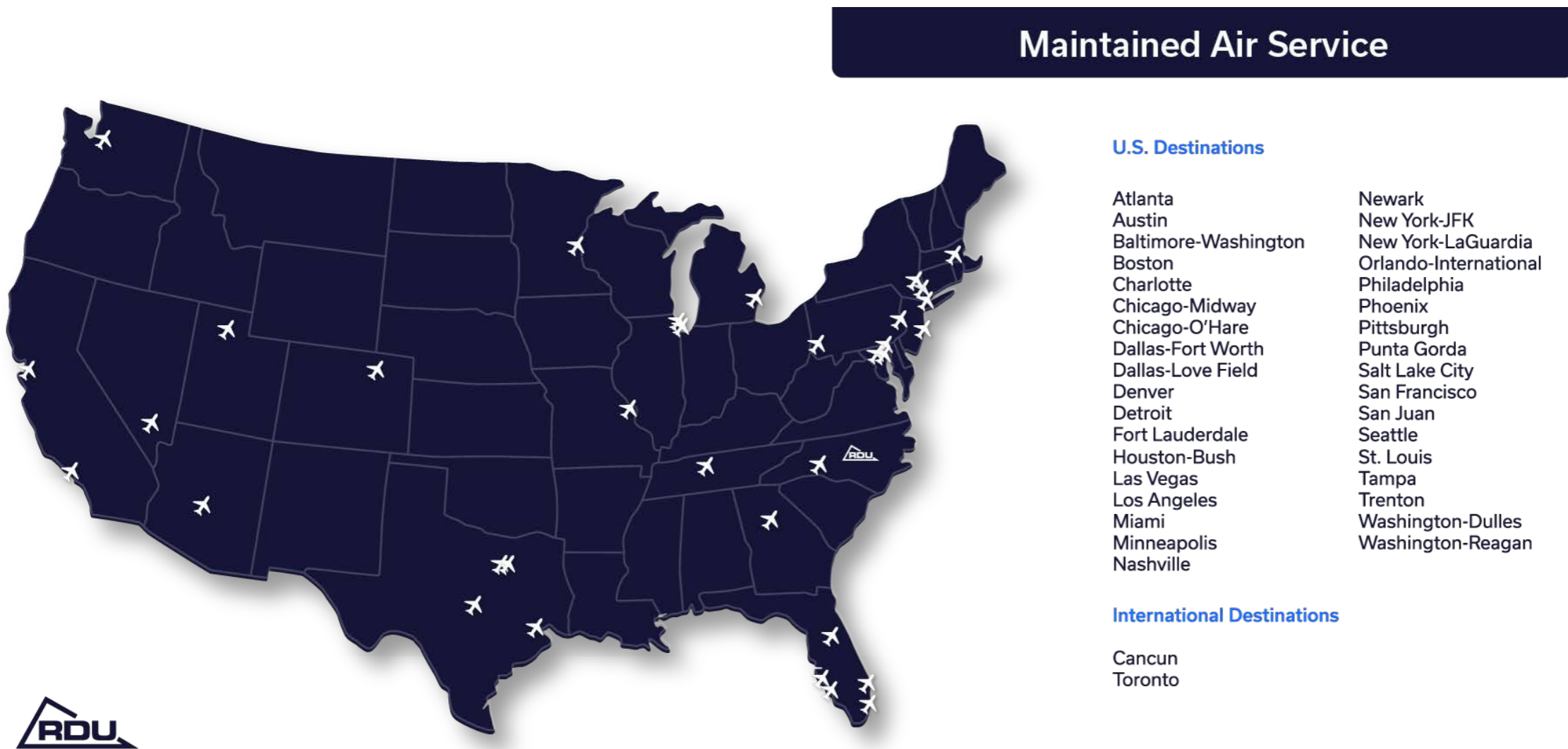
2020 International Markets

North Carolina's Top International Markets by Market Share (ranked by visitor volume)

Rank	Country of Origin	2020 Estimated Visitors	Percent Change from 2019	2020 Estimated Spending	Percent Change from 2019	Average Spending per Visitor
1	Canada	93,851	-77%	\$52,150,403	-72%	\$556
2	United Kingdom	13,480	-84%	\$24,138,007	-82%	\$1,791
3	Mexico	11,535	-61%	\$5,752,779	-55%	\$499
4	Germany	7,002	-86%	\$9,852,891	-85%	\$1,407
5	India	5,669	-80%	\$13,002,167	-75%	\$2,293
6	Japan	4,179	-81%	\$8,204,571	-76%	\$1,963
7	Brazil	3,665	-78%	\$9,947,336	-74%	\$2,714
8	China	3,310	-90%	\$8,909,944	-87%	\$2,692
9	France	2,954	-84%	\$3,634,562	-81%	\$1,230
10	South Korea	2,444	-79%	\$4,780,549	-74%	\$1,956
11	Australia	2,292	-84%	\$4,587,931	-81%	\$2,002
12	Spain	1,639	-85%	\$1,890,856	-84%	\$1,154
13	Sweden	1,192	-84%	\$1,701,076	-81%	\$1,427
14	Russia	1,177	-78%	\$2,768,031	-74%	\$2,353
15	Ireland	1,115	-85%	\$1,293,080	-83%	\$1,160
16	Italy	1,070	-90%	\$1,303,290	-89%	\$1,218
17	Argentina	916	-79%	\$1,297,179	-76%	\$1,417
18	Denmark	865	-85%	\$2,102,719	-83%	\$2,431
19	Norway	803	-84%	\$1,531,393	-82%	\$1,908
20	Israel	756	-81%	\$1,603,871	-76%	\$2,122
	Total	189,202	-79%	\$237,651,150	-77%	\$1,256

Source: Tourism Economics, 2021

RDU Post-pandemic Flight Status



BEFORE COVID-19

57 Nonstop Destinations
with **5** International Destinations

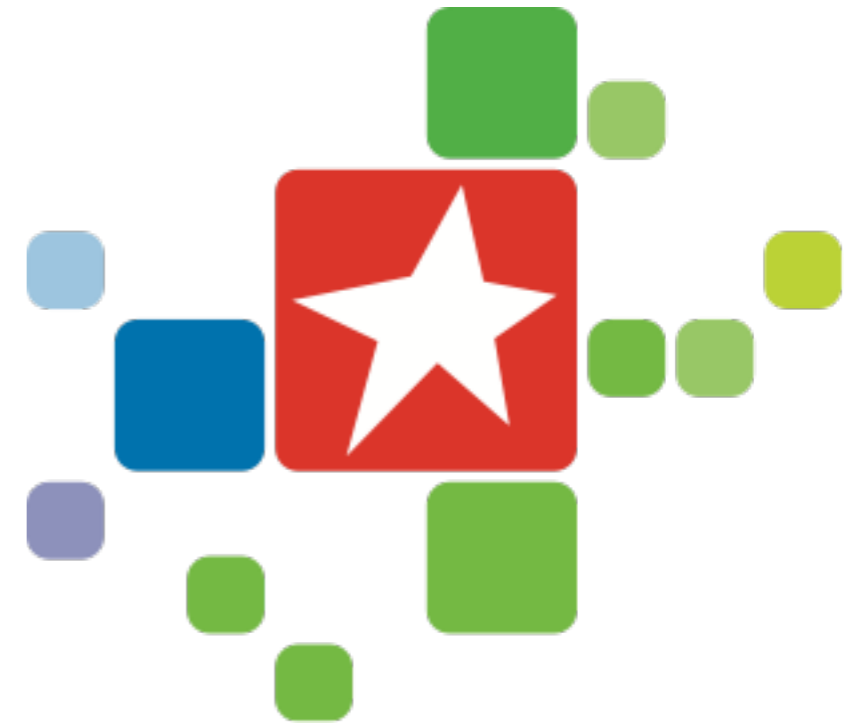
MAR. 2022

37 Nonstop Destinations
with **2** International Destinations

International Flights Status



Raleigh-Durham International Airport



Canada - *Air Canada*

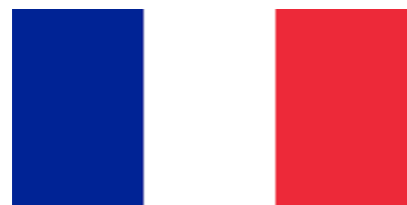
- Toronto (YYZ)
- Montreal (YUL)



Reykjavik, Iceland (KEF) - *Icelandair*



London, U.K. (LHR) - *American*



Paris, France (CDG) - *Delta*

Return status:

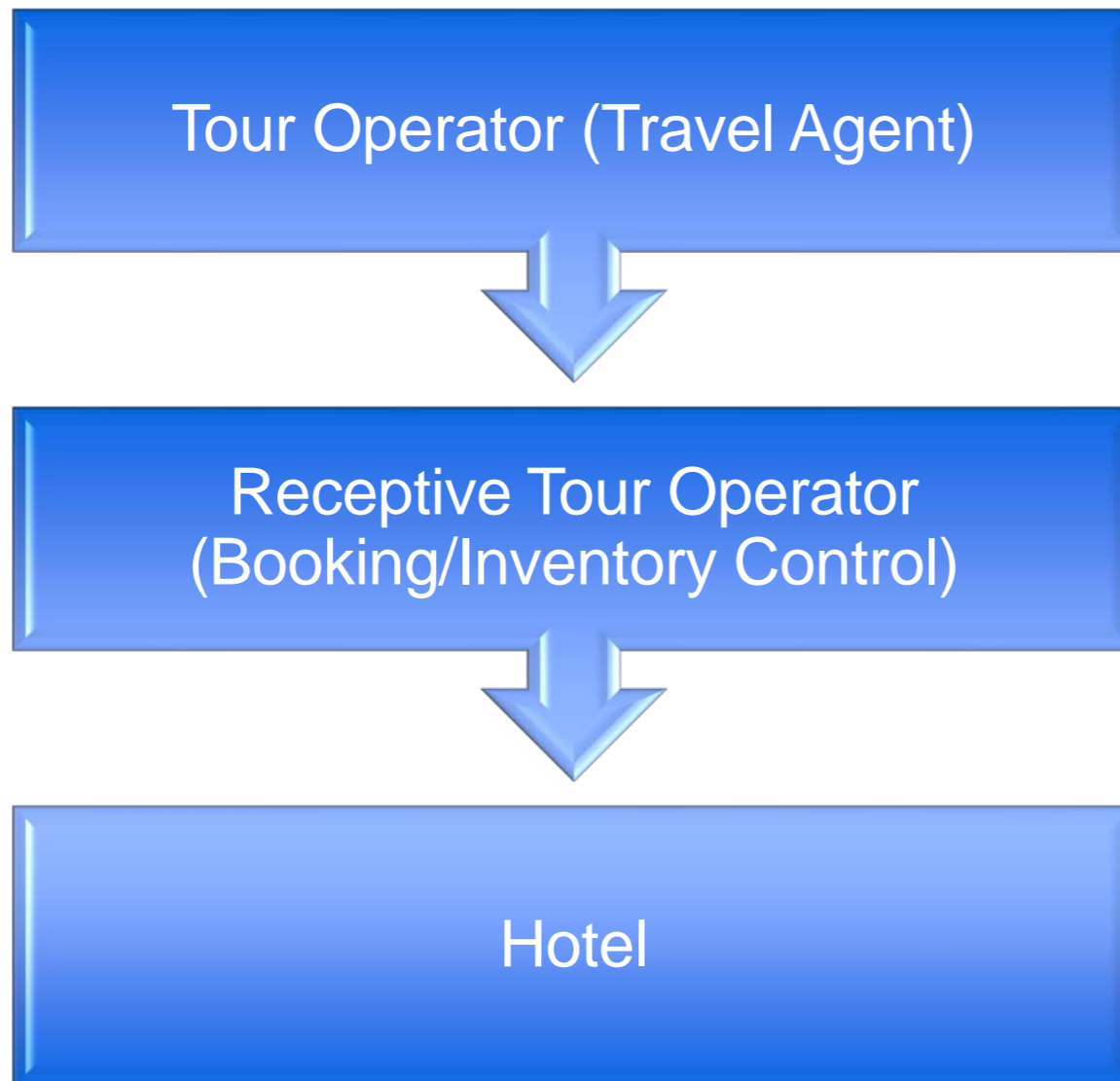
Operating daily
June 2022

May 2022

June 2022

August 2022

F.I.T. Travel Booking Cycle

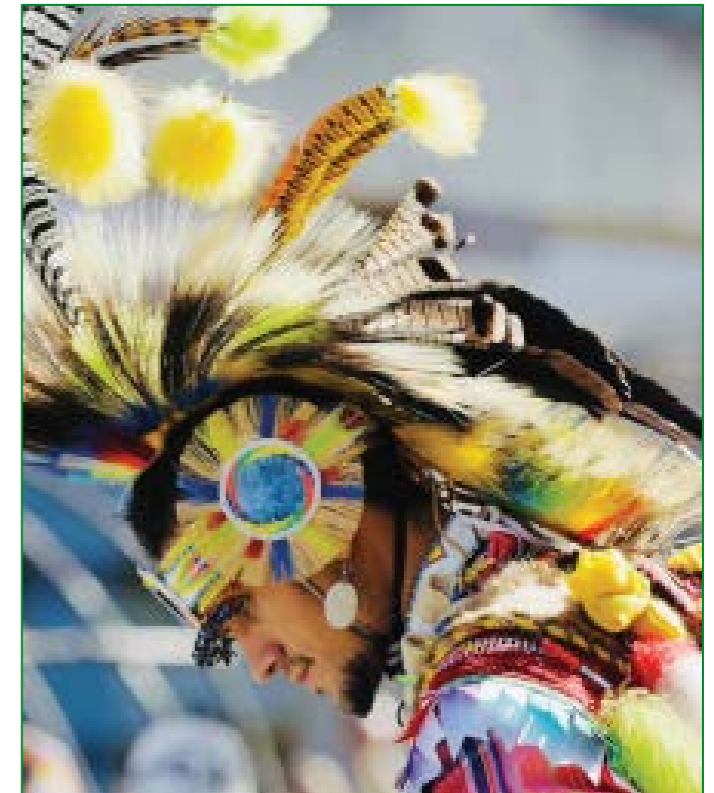
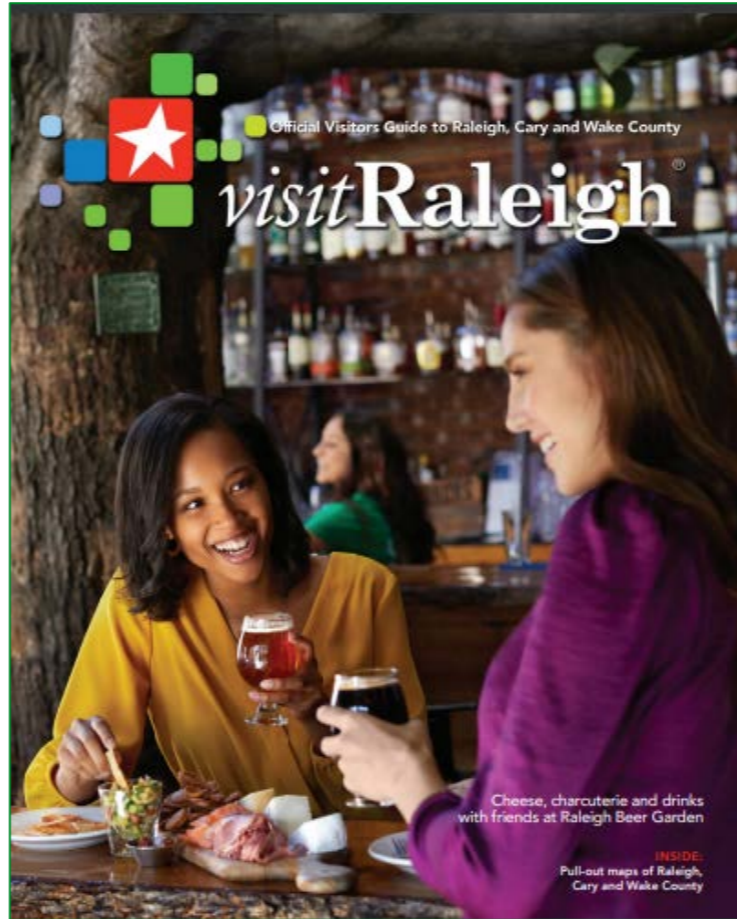


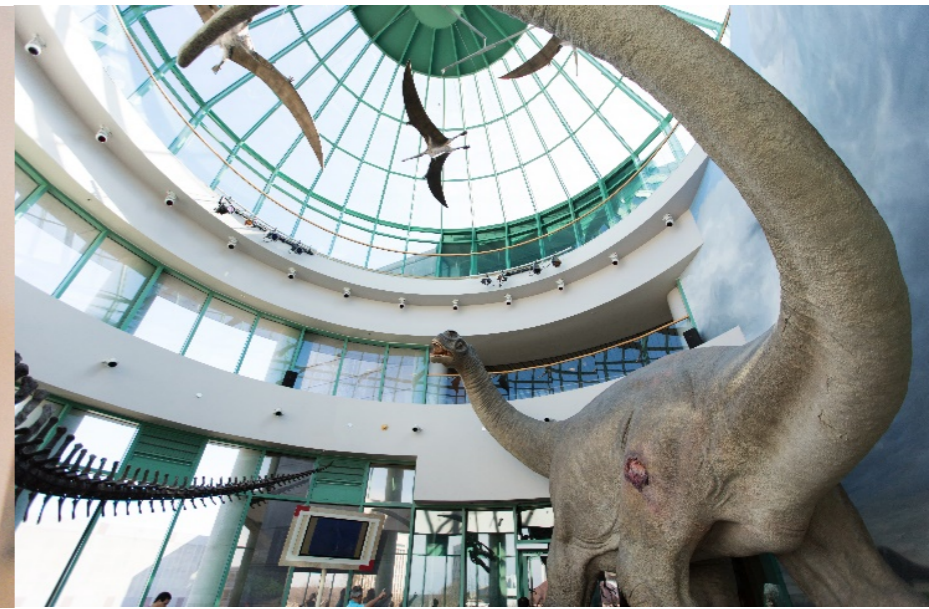
Questions?





2023 Official Visitors Guide to Raleigh, Cary and Wake County





📍 AN *awesome* GUIDE FOR AN *awesome* CITY 📍

A Visitors Guide is a **storybook**, filled with engaging narratives and **anecdotes**. In this case, the voice of our area comes through in stories told by insightful writers intimately familiar with the destination.

Throughout this Guide, **outstanding photography and magazine-style layouts** will draw readers in and showcase the variety of experiences available in the Raleigh area. The Visitors Guide will create an **enjoyable reading experience** that also delivers a **wealth of information about our destination**, ensuring that our Guide is a beneficial planning resource. **It will capture and convey the sophisticated, culturally diverse and uniquely beautiful area that is Wake County.**



WE COVER IT

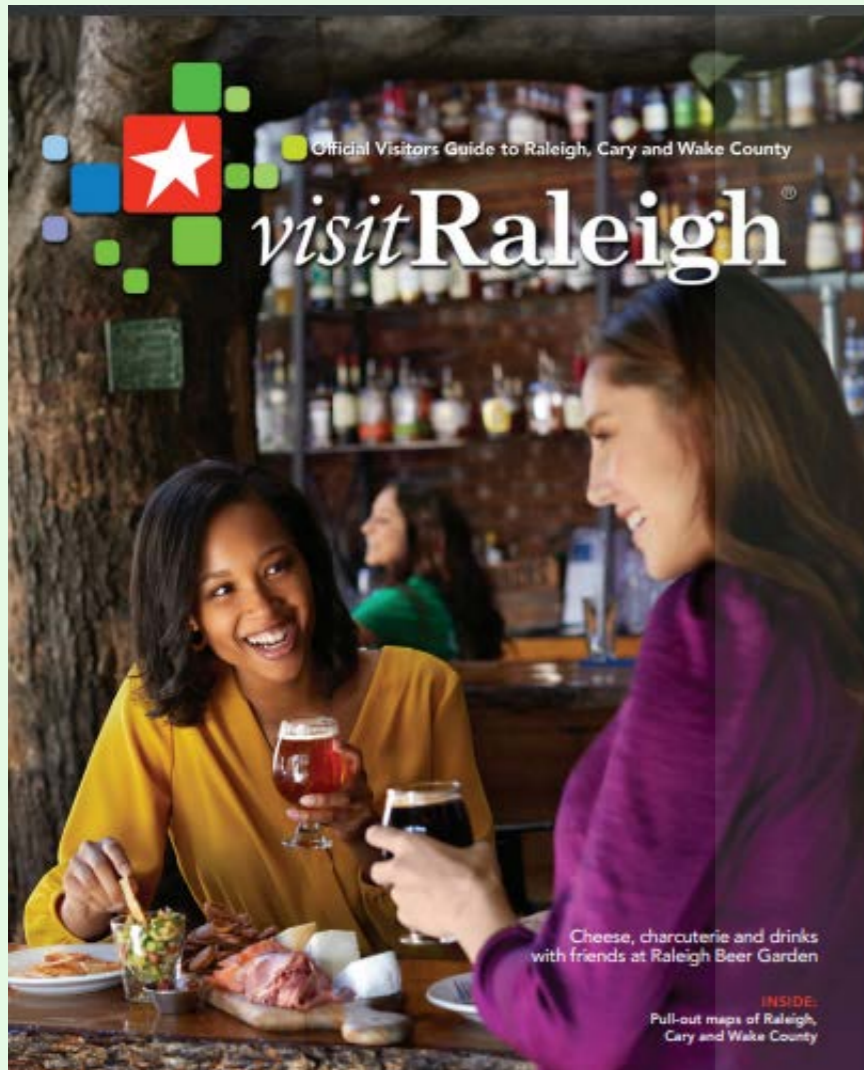
all

Whether it's regional beauty and attractions or topics of interest for our target audience, the Raleigh, Cary and Wake County Official Visitors Guide covers it all.

Arts
Culinary
Culture
History
Live Music

Museums
People
Scenic Beauty and Nature
Shopping and Boutiques
Sports and Recreation

The 2023 Official Visitors Guide will be available in **print and online.**



The **digital edition** of the magazine provides readers with an instant online view where they can “flip” through the pages to read the magazine.

Over **45,000 copies** of the digital version of the guide are emailed upon publication (and by request), in addition to being directly accessible via the **visitRaleigh.com** website.

And, if that isn't enough, **all ads** in the guide will be hyperlinked directly to each individual advertiser's digital doorstep!



2.3 MILLION

sessions during 2020-2021
on visitRaleigh.com



\$1.7 BILLION

in revenue pumped into the
local economy



17 MILLION

visitors to Raleigh and
Wake County every year



***Amazing Exposure* | 100,000 Print Copies & 45,000+ Digital Editions Emailed + Unlimited Online Presence!**



Distributed to pre-qualified and motivated individuals, groups, tour operators and meeting planners. The guide is continually distributed across the following locations:

- Statewide Welcome Centers
- RDU
- Major Shopping Centers
- Destination Locations
- Key Attractions
- Wake County Area Chambers of Commerce
- Major Events
- Realtors & Relocation Experts
- Hotels
- Restaurants
- Everywhere and Online too!



Publication Date:
February 2023

Advertising Closing:
September 30, 2022

Materials Due:
October 14, 2022



**Greater Raleigh Convention
and Visitors Bureau**

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LGBTQ-Welcoming Hotels Program

- Previously, GRCVB utilized Community Marketing's TAG approved[®] program for certification of accommodations



TRAVEL ADVOCACY GROUP

LGBTQ+ Welcoming Accommodations through
Research, Education and Best Practices



- TAG approved certification costs partners \$150 per year now through IGLTA; most have expired during the COVID-19 pandemic

LGBTQ-Welcoming Hotels Program

- Starting in April, GRCVB will implement its own LGBTQ-welcoming program for **hotels and other lodging** (with possibility of other hospitality partners after an initial trial year)
- Membership is **free to Wake County accommodation partners** that have the following qualifications for their property:
 - Sexual Orientation Nondiscrimination Policy
 - Gender Identity Nondiscrimination Policy
 - Equal Administration of Personnel Benefits
 - Diversity Training
 - Significant Harm Policy

LGBTQ-Welcoming Hotels Program

- Partners will be asked to show documentation regarding each policy if requested by GRCVB staff and kept on record
- Each qualified accommodation partner will be noted on their www.visitRaleigh.com listing as well as the revised **LGBTQ-Welcoming Hotels webpage** dedicated to these properties
- For questions or to register, contact:
Andrew Baker
Marketing Manager
919.645.2684
abaker@visitRaleigh.com

Other Opportunities

- GRCVB Editorial Calendar
- Early-Week Hotel Deals
- Flip.to

Future Meetings

Spring Tourism Talk Live

Late May 2022 • Date and Location TBA

GRCVB Annual Meeting

Thurs., Aug. 18, 2022 • A.J. Fletcher Opera Theater

Fall Tourism Talk Live

Nov. 2022 • Date and Location TBA

