

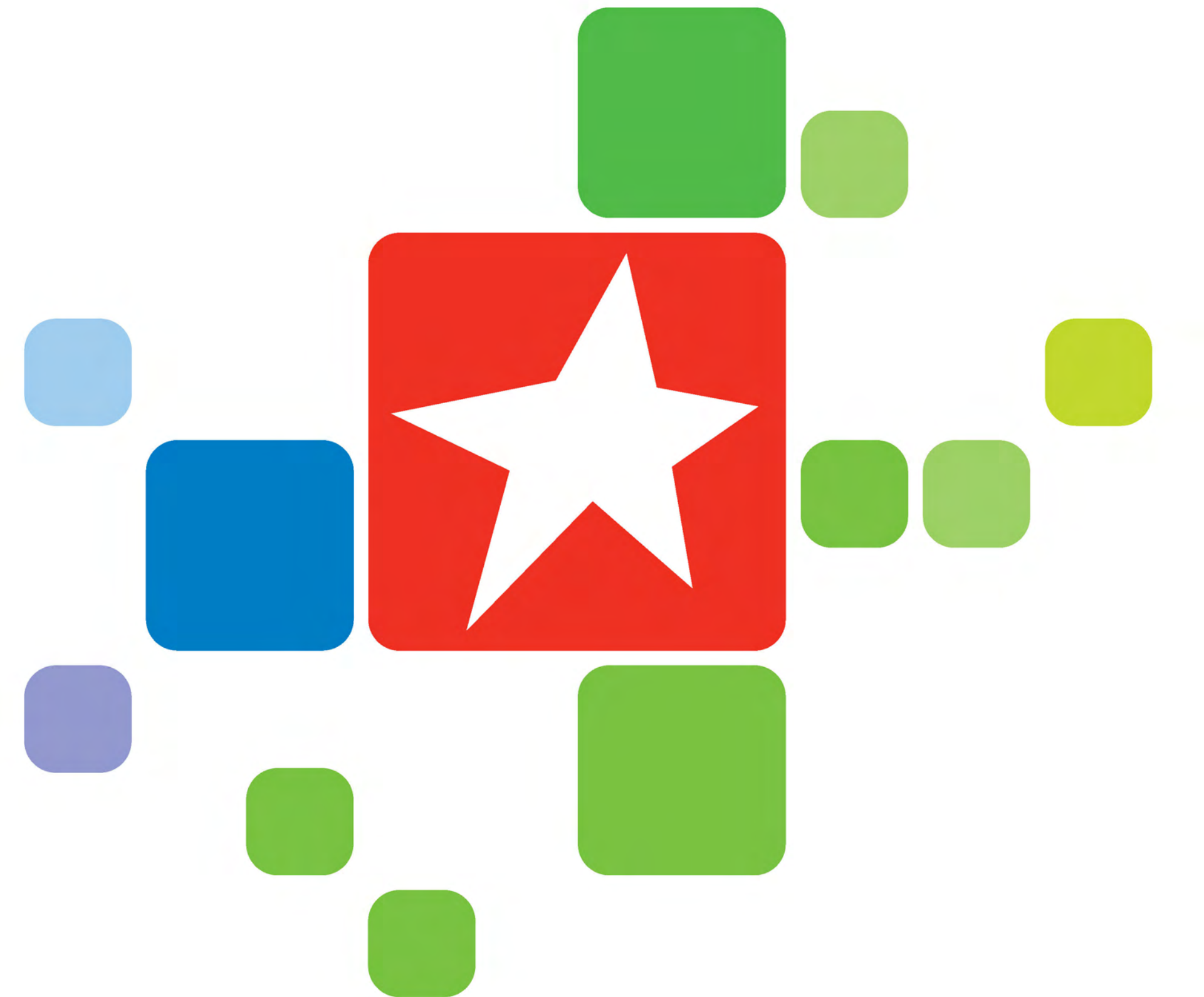


Welcome!

to Tourism Talk Live!

at Marbles Kids Museum

Thurs., May 18, 2023 • 10am



Andrew Baker, CGSP®

Marketing Manager

919.645.2684

abaker@visitRaleigh.com



Welcome! to Marbles Kids Museum



Expedia Group

Reaching new, high-value travelers





The world's most loved travel brands



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Our promise to partners

We bring valuable travelers to you

Average of

100

million search
events per day¹

over

1B

trips booked in the
last decade²

over

168

million loyalty members
across Expedia Group
brands³





Reach hundreds of millions
of additional travelers. **No
extra cost. No extra effort.**

Over 50,000 B2B partners

Corporate
travel
companies

Travel
agencies

Financial
institutions

Airlines



+76%
Average daily rate



+22%
Average length
of stay



+30%
Average booking
window

Travel is Back!

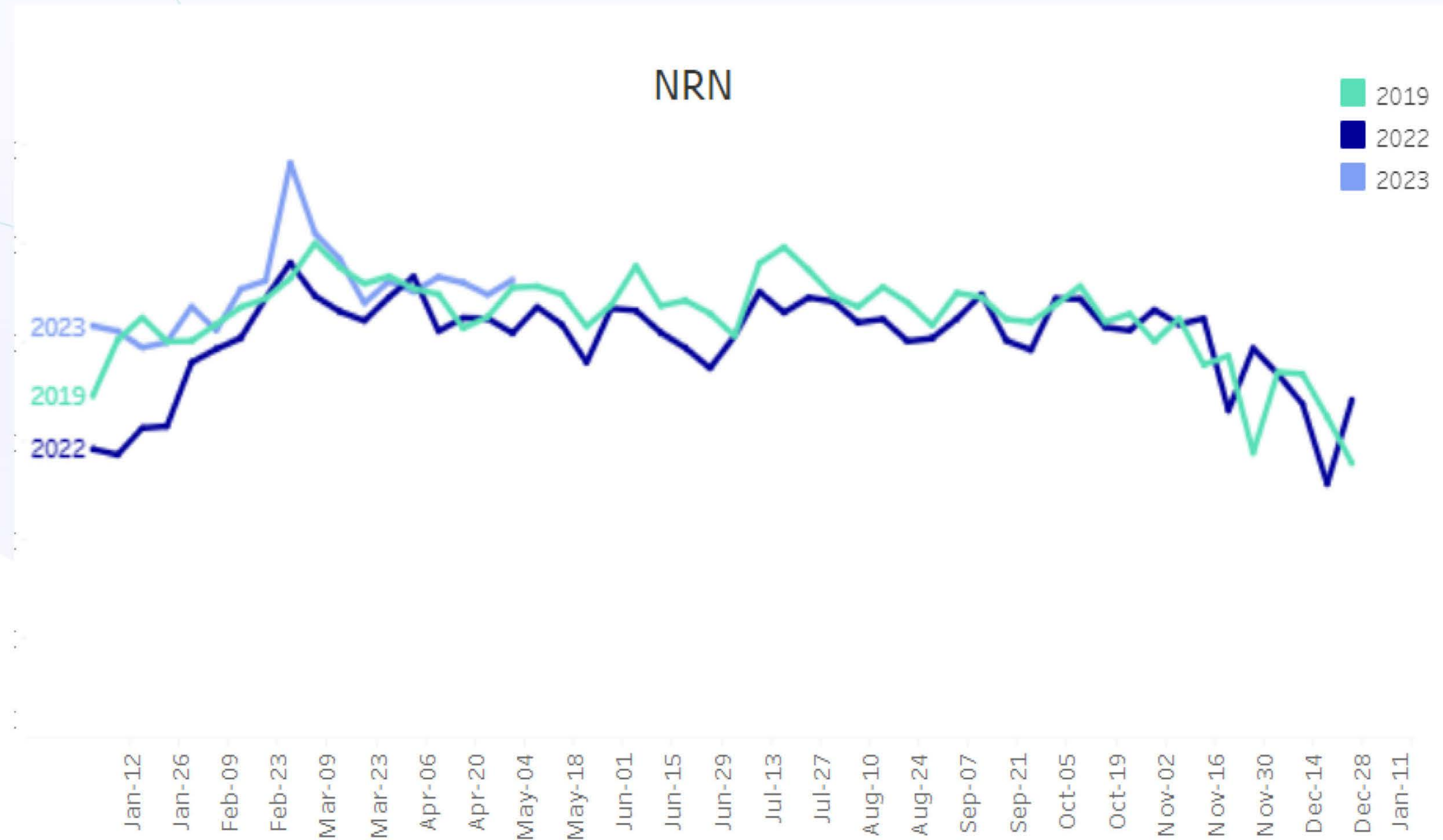


Raleigh Room Night Production



How does the start of 2023 compare to previous years?

In Q1 2023, Raleigh sold **45% more rooms** than in Q1 2022!



Data is from January 1, 2023 – May 8, 2023

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57%

1-6 Day Booking Window

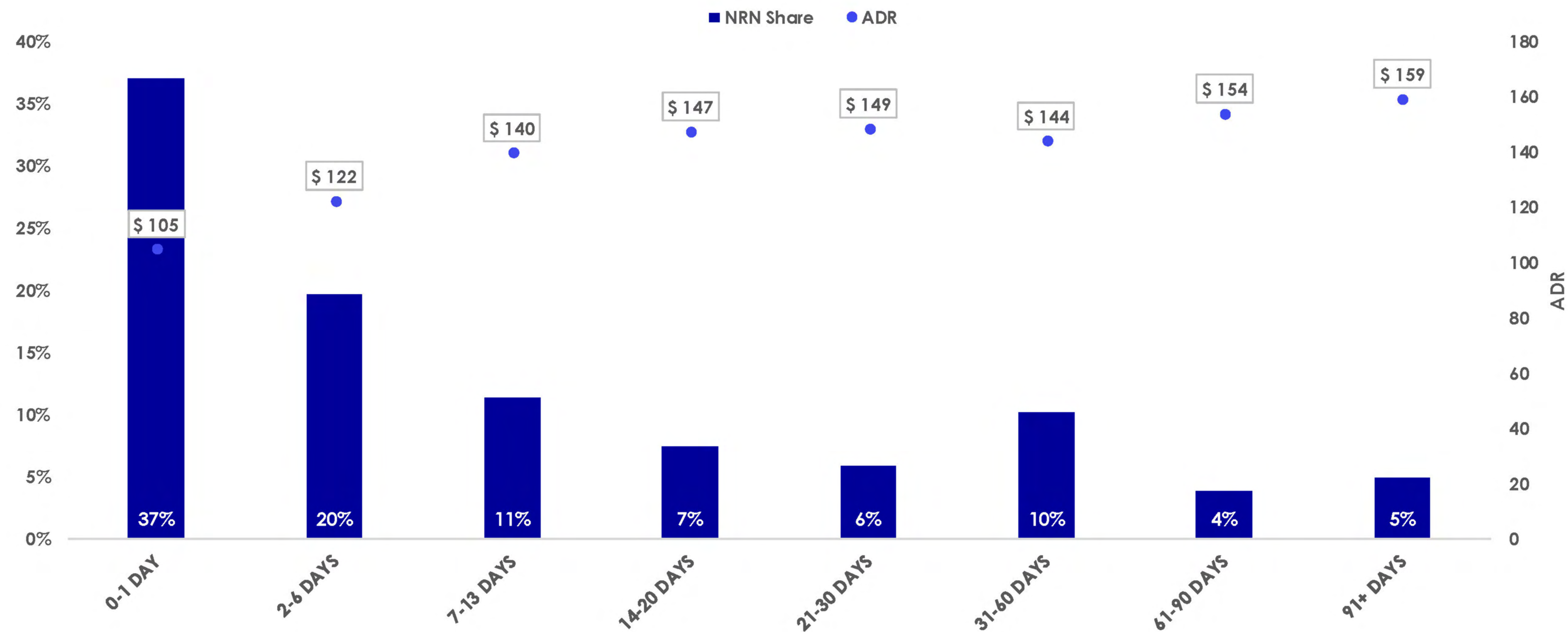
85%

Of Stays Are between 1-4
Days

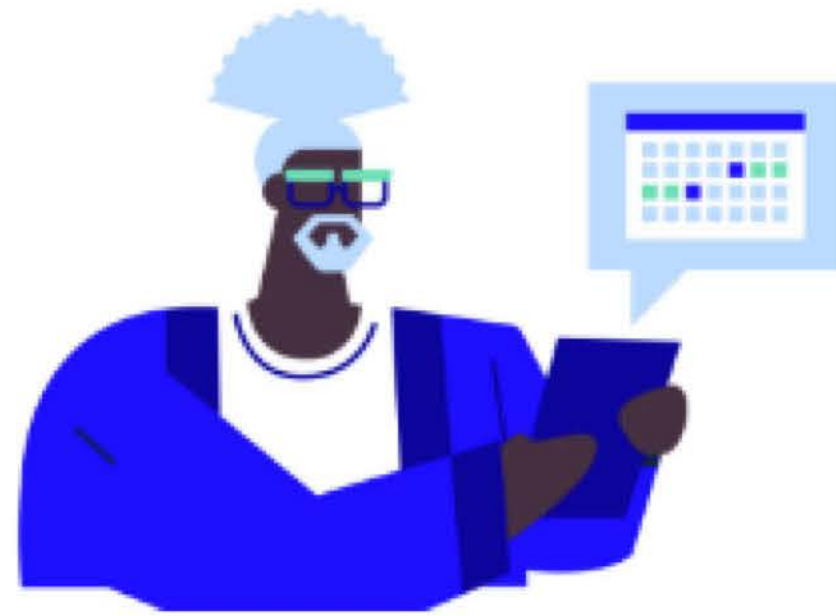
75%

Refundable Rates

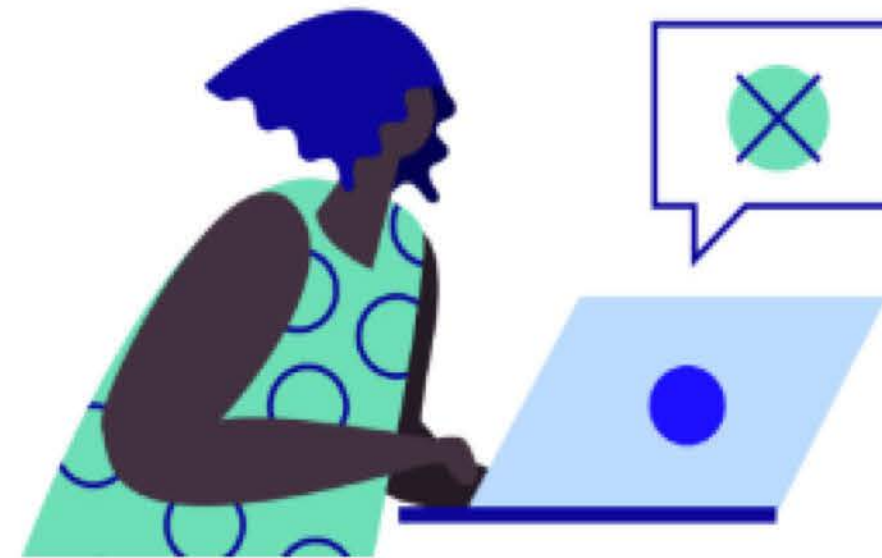
Production Trend by Booking Window



Giving Travelers More Options to Book Your Hotels



Same-Day



Advance Purchase



Package

What's New!



Members Only Deals now let you target your ideal travelers

Optimize your promotions strategy by adding unique offers tailored and fenced to Silver and Gold tier travelers.

Flexibility

Consistently higher revenue


Increased visibility and exposure

For Gold tier offers at 20%

 **Gold unlocked 20% off**

25 trip elements per year

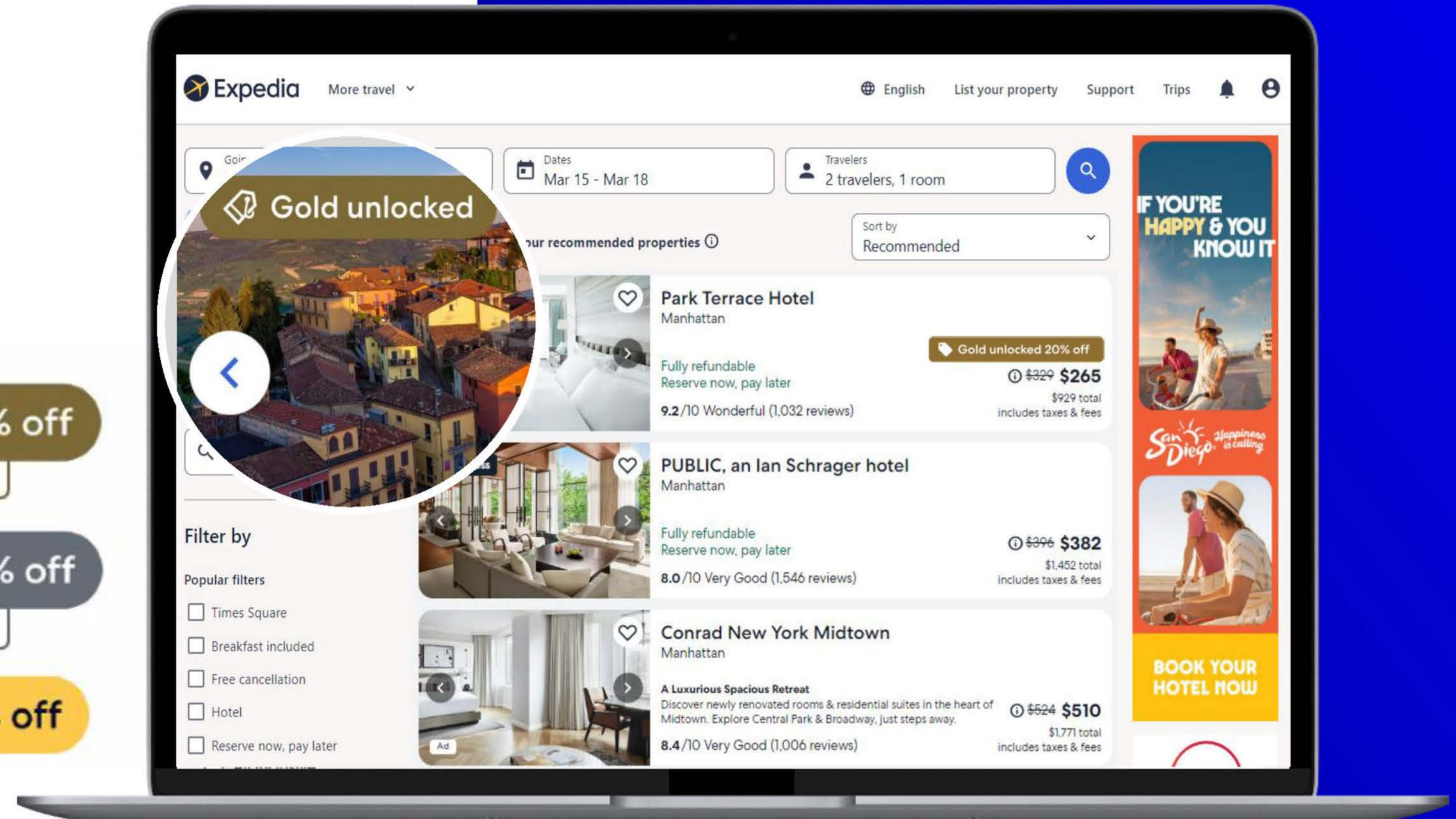
For Silver tier offers at 15%

 **Silver unlocked 15% off**

10 trip elements per year

For Blue tier offers at 10%

 **Member Price 10% off**



A person wearing a hat is seen from behind, looking out over a vast, hazy landscape at sunrise or sunset. Several hot air balloons are visible in the sky, adding to the serene and hopeful atmosphere. The text is overlaid on the left side of the image.

The future is bright.
One Key is on the
horizon

Thank You



TM

expedia group™



Expedia



Hotels.com



Vrbo



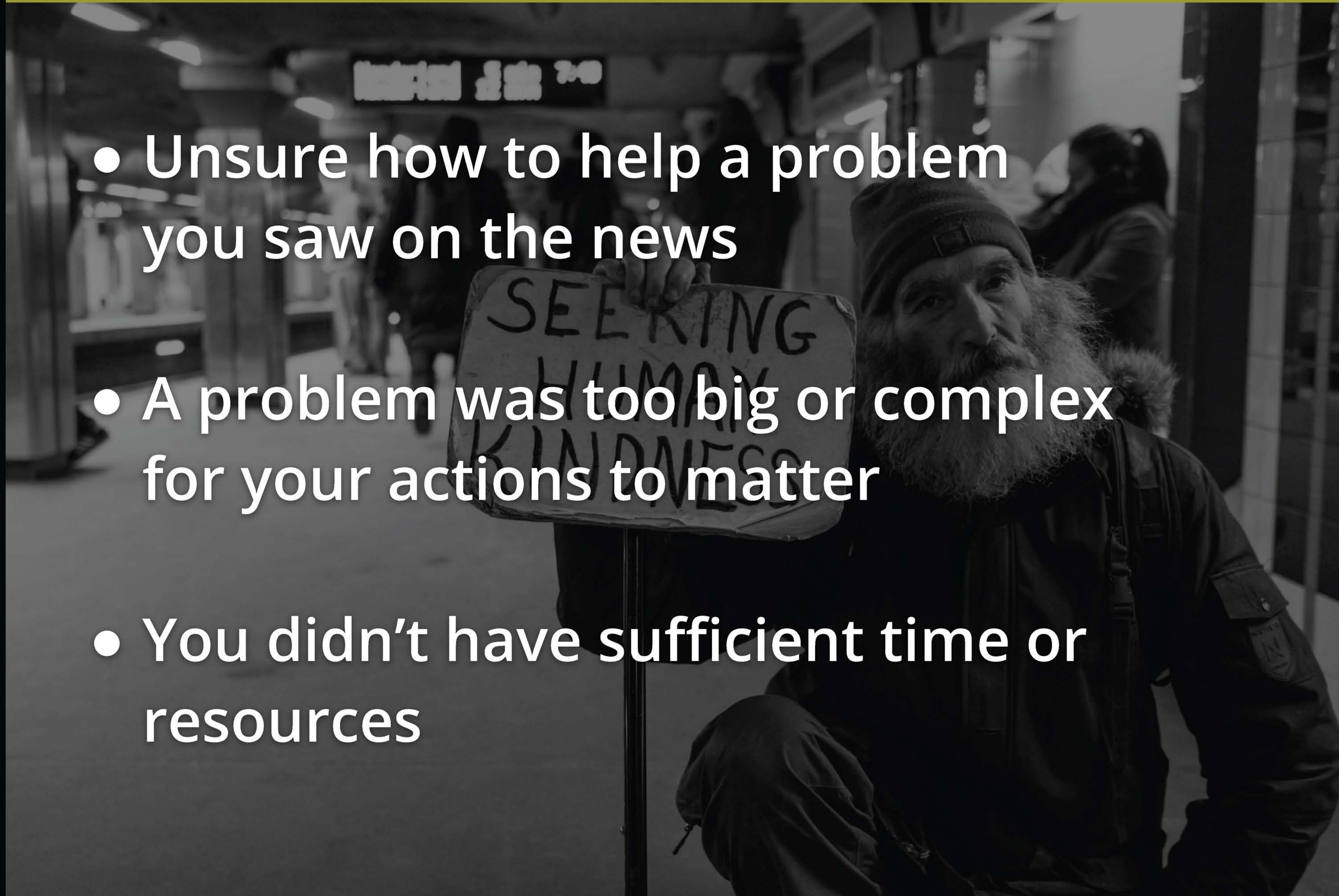
ACTIVATE
GOOD

people-powered
projects for good

Raise Your Hand If You've Ever Felt...



- Unsure how to help a problem you saw on the news
- A problem was too big or complex for your actions to matter
- You didn't have sufficient time or resources





40%

of people are NOT sure what they can do that would be helpful



66%

of people do NOT believe they can make a big impact in their community



Points of Light, 2022

44%

of people are NOT sure where to find opportunities to engage



ACTIVATE GOOD MAKES
GETTING INVOLVED EASY.



ACTIVATE GOOD MAKES
GETTING INVOLVED EASY.

Our Vision:
A world in which **all people**
realize and act on their power to
improve their communities.

People Powered Projects for Good



Days of Service and Projects
for individuals and groups



Youth Volunteer Corps
(Ages 11-18) and Family
Volunteer Day

Employee team-building and
social responsibility projects
with companies



Connecting people to needs
through our Volunteer
Opportunity Database

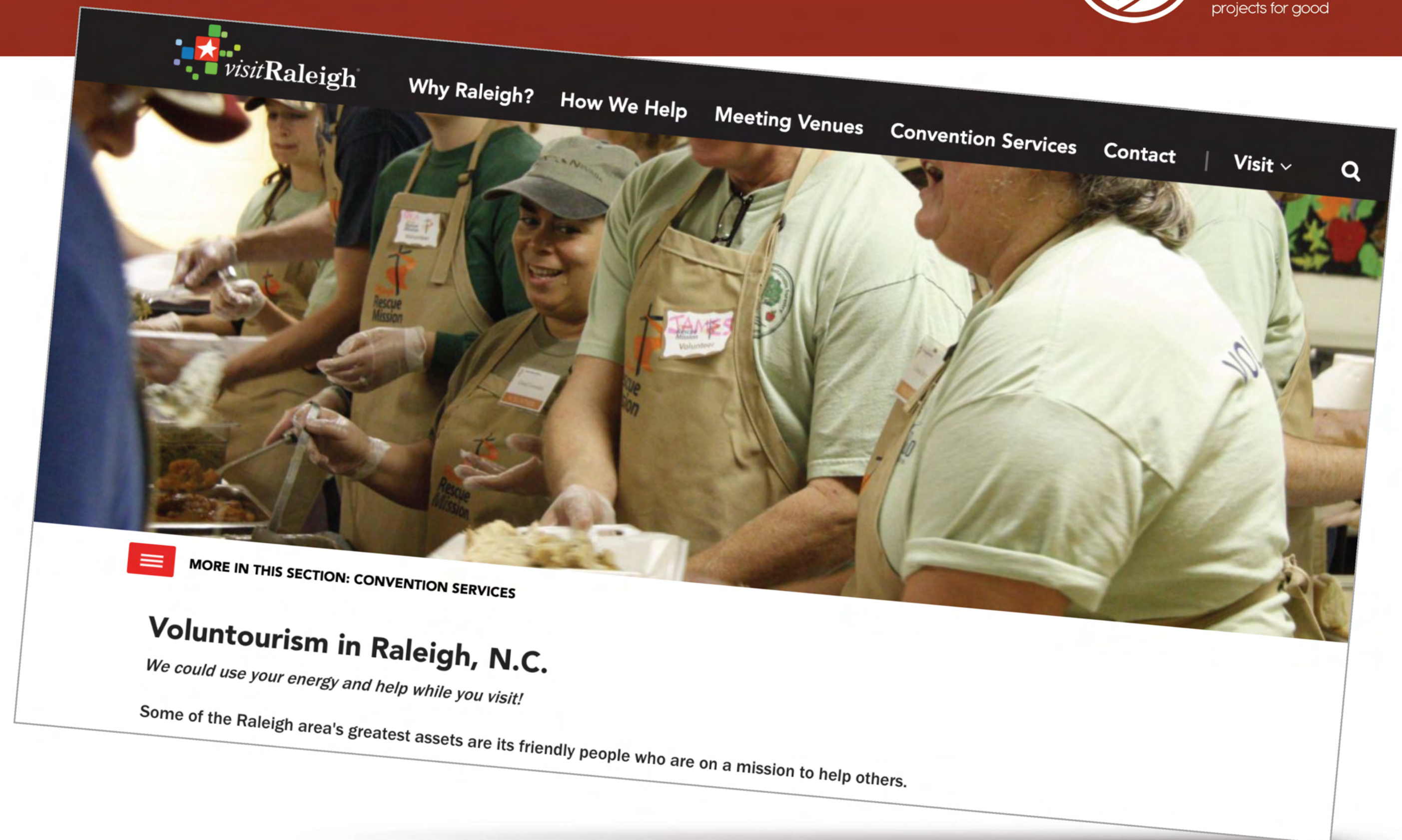
Partnerships with 100+ area businesses



Voluntourism



Activate Good and Greater Raleigh Convention and Visitors Bureau partner to power 'voluntourism' for area visitors



[www.visitRaleigh.com/meetings-and-conventions/
convention-services/voluntourism/](http://www.visitRaleigh.com/meetings-and-conventions/convention-services/voluntourism/)

Upcoming events



September 11, 2023

9/11 Day of Service & Remembrance

Each year, with the support of local businesses, Activate Good coordinates its Triangle-wide 9/11 Day of Service to mark the anniversary of September 11 and honor those lost with volunteer service.



October 25, 2023

The Civic 50 Greater Triangle Awards Breakfast

The Civic 50 Greater Triangle Honorees are celebrated companies dedicated to aligning and scaling their CSR programs.

Questions?

Join our growing community of do-gooders

Find more volunteer opportunities at **ActivateGood.org**. Join our Monthly Giving Community to invest in Activate Good's efforts and impacts.



Get social

Follow us on Facebook, Twitter and Instagram

@ActivateGood



Lee Pike

Fund Development Manager

lee@activategood.com



Sign up for our newsletter

Get volunteer opportunities delivered right to your inbox and stay up to date on Activate Good news and events

ActivateGood.org/Newsletter



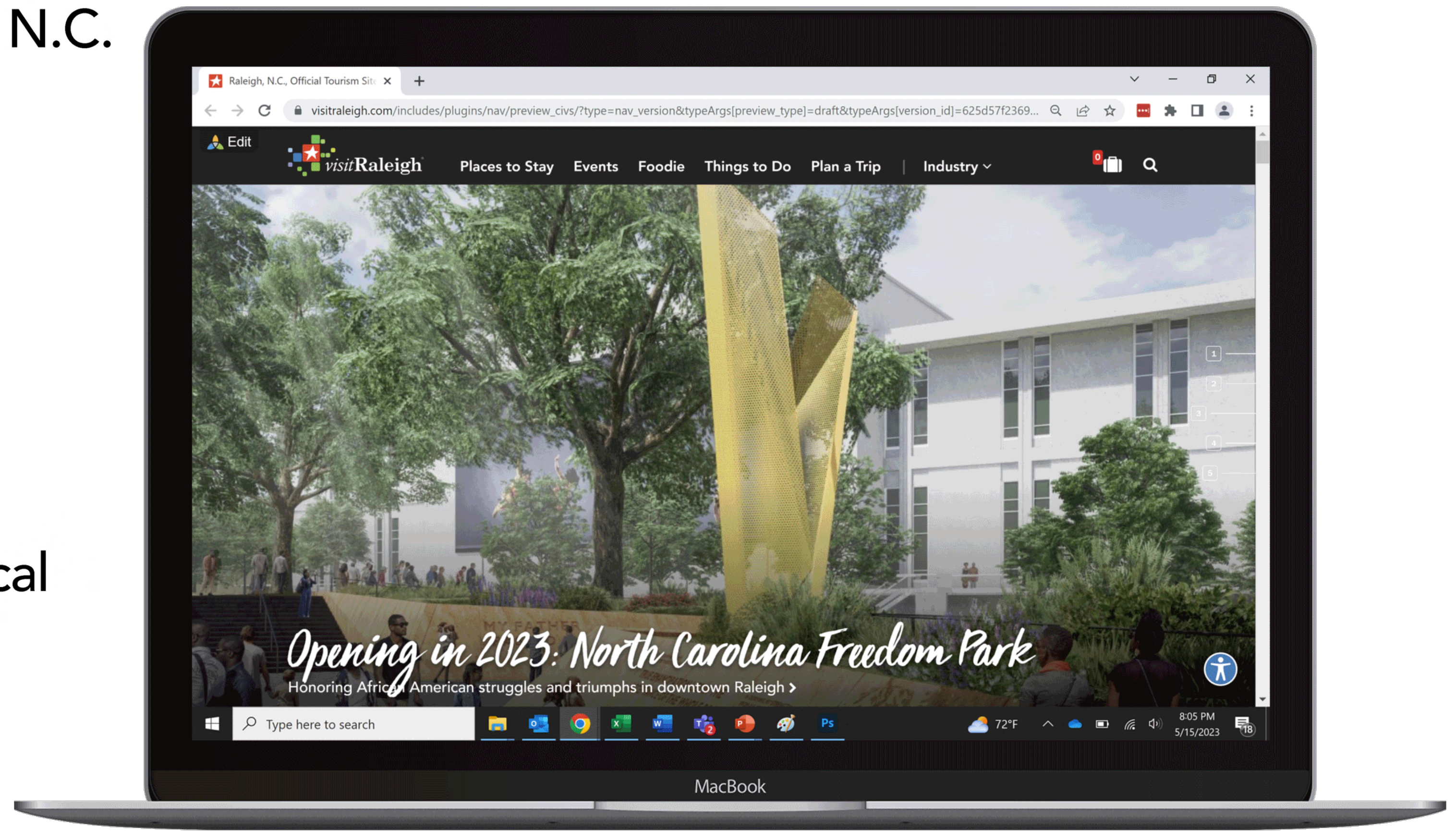


Editorial Content and Social Media Updates

Michael Robson, Senior Content Marketing Manager

Content objectives on visitRaleigh.com

- Drive more visitation to Raleigh, N.C.
- Provide helpful information for planning trips/answer FAQs
- Build brand awareness for the destination
- Strengthen relationships with local hospitality partners
- Encourage local community to support GRCVB and tourism



2023 Editorial Calendar



2023-2024 Leisure Tourism Editorial Calendar

Spring 2023

Editorial examples

- Shop, Eat, Play at Fenton in Cary, N.C.
- Rush Hour Karting Morrisville Facility Now Open
- Raleigh Iron Works First Tenants Set to Open
- Town of Apex: Celebrating 150 Years
- Carolina Hurricanes Surge Into the NHL Playoffs
- Parks and Gardens to Explore This Spring
- Why CNN Called Raleigh a 'Museum Mecca'
- 20 Picks for Muffins, Mimosas and More (Brunch Ideas!)

Signature events

- Art in Bloom at the North Carolina Museum of Art
- Ruth E. Carter: *Afrofuturism in Costume Design*
- Dreamville Festival
- Brewgaloo
- Cary Spring Daze Arts and Crafts Festival
- Apex PeakFest
- Peak City Pig Festival
- Lizzo at PNC Arena
- Got to Be NC Festival
- NCAA Women's Lacrosse Championship
- Artsposure
- Animazement
- The Soccer Tournament

Summer 2023

Editorial examples

- Exploring the Raleigh Beer Trail
- The Best Trails to Hike, Bike and Run
- North Carolina Freedom Park Now Open
- Visiting the Dorothea Dix Park Sunflower Fields
- How to Celebrate July 4th in Raleigh, N.C.
- 100 Outdoor Summer Concerts to Save the Date For
- A Guide to Visiting Farmers' Markets in the Raleigh Area
- Raleigh's Rooftop, Hidden and Underground Bars

Signature events

- Raleigh's International Food Festival
- Town of Cary Pimento Cheese Festival
- Capital City Juneteenth Celebration
- Out! Raleigh Pride
- GalaxyCon Raleigh
- July 4th Celebrations
- Billy Strings at Booth Amphitheatre
- Cary Lazy Daze Arts and Crafts Festival
- African American Cultural Festival of Raleigh and Wake County

Fall 2023

Editorial examples

- A Guide to IBMA's World of Bluegrass Week
- Now Open: Downtown Cary Park
- Favorite Fall Hikes in the Raleigh Area
- How to Plan a Trip to the N.C. State Fair
- Cheers to 10 Years For Crank Arm Brewing and Trophy Brewing Company
- The Best Historic Sites to Visit in Raleigh, N.C.
- The Ultimate Guide to Can't-Miss Attractions in Raleigh, N.C.
- Exploring Pumpkin Patches and Corn Mazes in the Raleigh Area

Signature events

- Hopscotch Music Festival
- La Fiesta del Pueblo
- Asia Fest and Dragon Boat Festival
- IBMA World of Bluegrass
- Hum Sub Diwali
- N.C. State Fair
- N.C. International Festival
- Raleigh Christmas Parade

Winter 2023-2024

Editorial examples

- A Guide to the North Carolina Chinese Lantern Festival
- 50 Years of Laughs with Theatre In The Park's *A Christmas Carol*
- Favorite Holiday Traditions and Light Displays in Raleigh, N.C.
- The Best New Year's Eve Celebrations in Raleigh, N.C.
- Now Open: THE RINK at Red Hat Amphitheater
- The Best Restaurants That Opened in 2023
- 10 of the Best Weekend Getaway Itineraries in the Raleigh Area
- 100 of the Biggest Events and Festivals of 2024 in Raleigh, N.C.

Signature events

- NCAA Women's Soccer Championships
- Holiday Express at Pullen Park
- North Carolina Chinese Lantern Festival in Cary
- WRAL Nights of Lights
- Raleigh Little Theatre presents *Cinderella*
- Theatre In The Park presents *A Christmas Carol*
- Carolina Ballet presents *The Nutcracker*
- Oakwood Candlelight Tour
- First Night Raleigh

Trends and initiatives for the year ahead

- Redesign of visitRaleigh.com and further optimization of website structure and delivery of rich content
- Continued diversification of all aspects of our content marketing (people, places and platforms)
- Significant investments in translating written content into video for social media (listicles turned into Instagram Reels, for example)
- Revamped content for Wake County towns, Apex to Zebulon
- Eyes on A.I.; rapidly-changing technology can already write headlines, short paragraphs and provide social media captions, plus provide suggested content topics



2023 Editorial Calendar

Summer 2023

Editorial examples

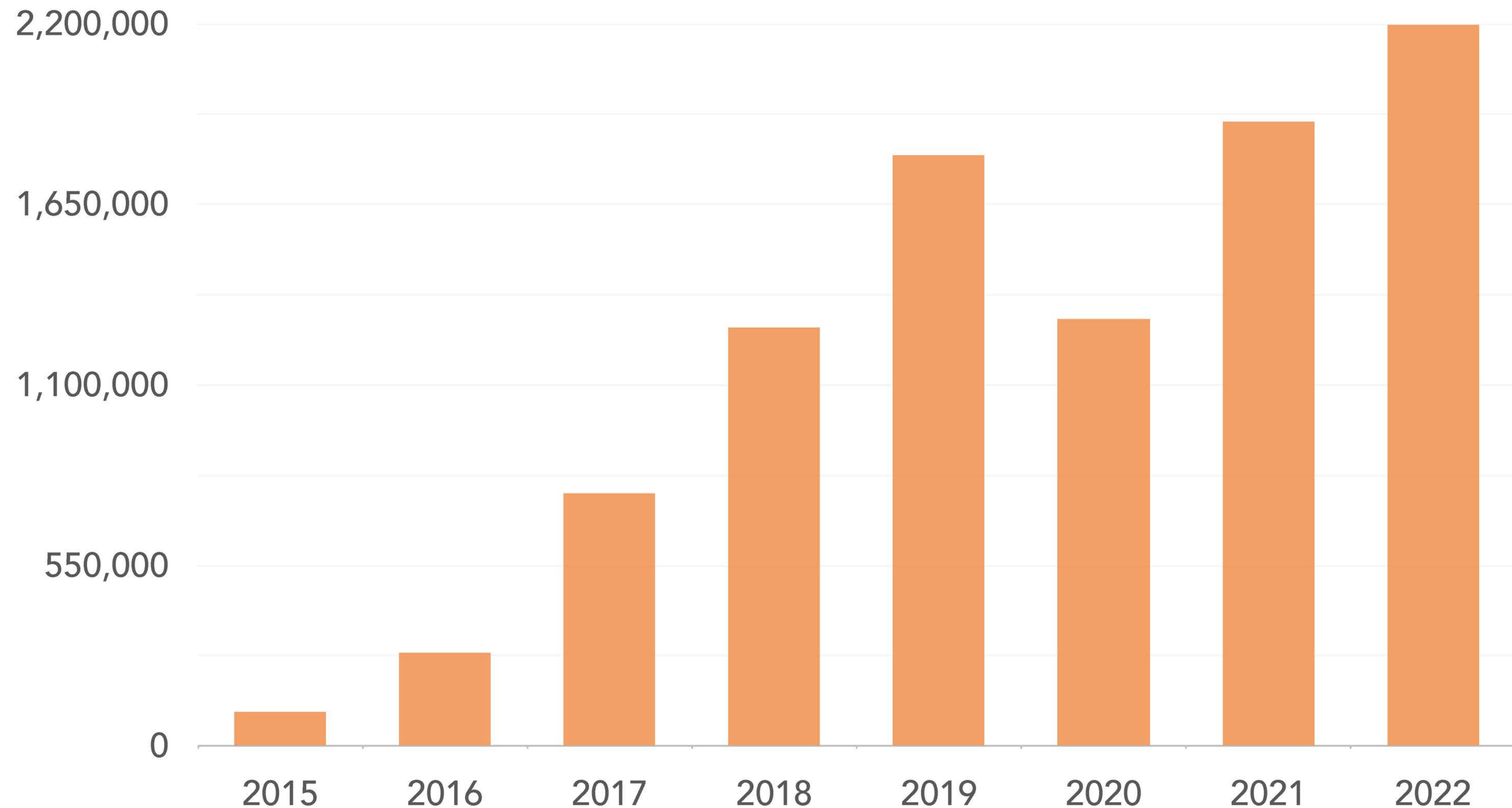
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2023 Editorial Calendar

Signature events

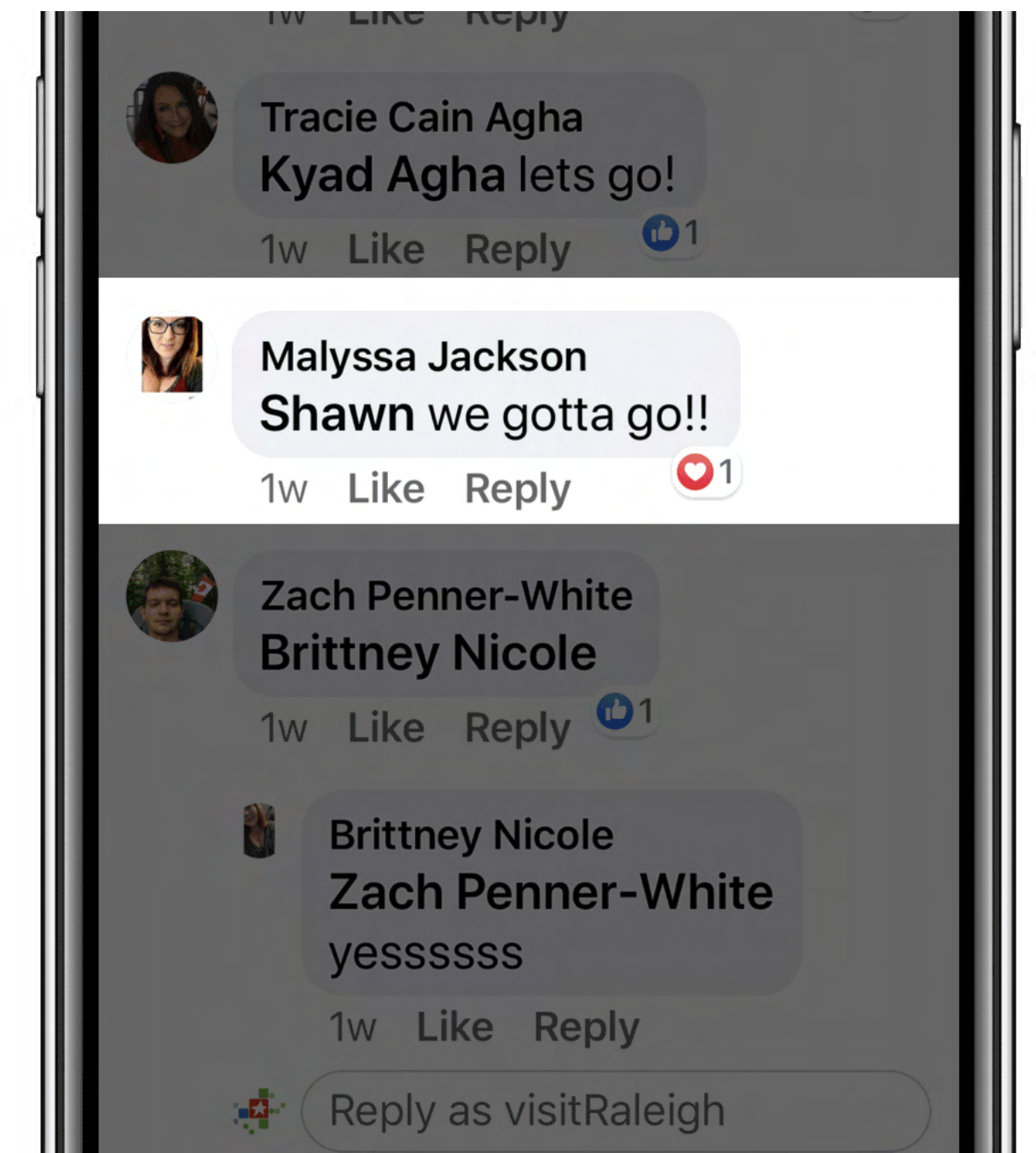
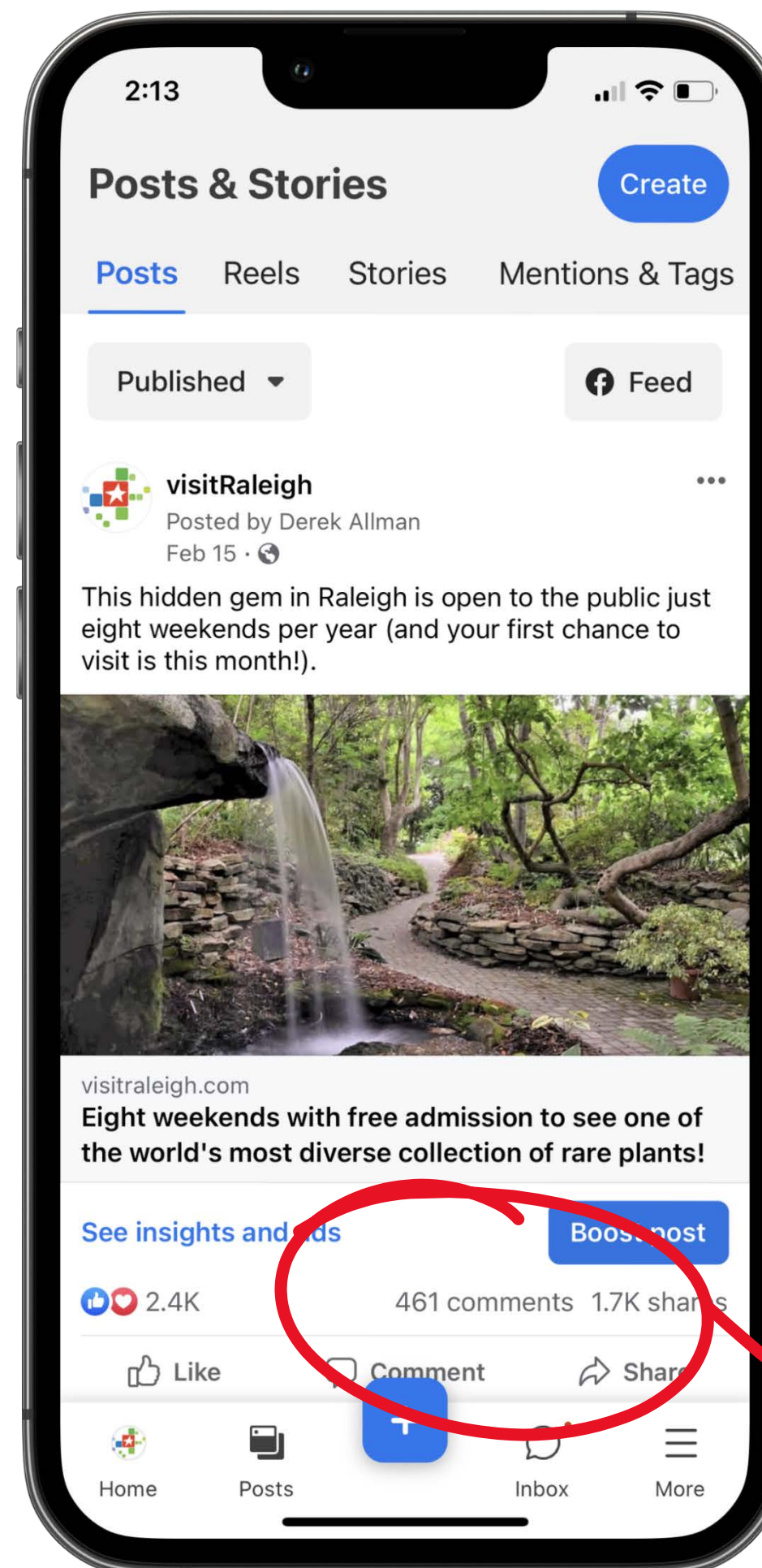
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- African American Cultural Festival of Raleigh and Wake County

Unique pageviews of blog content on visitRaleigh.com

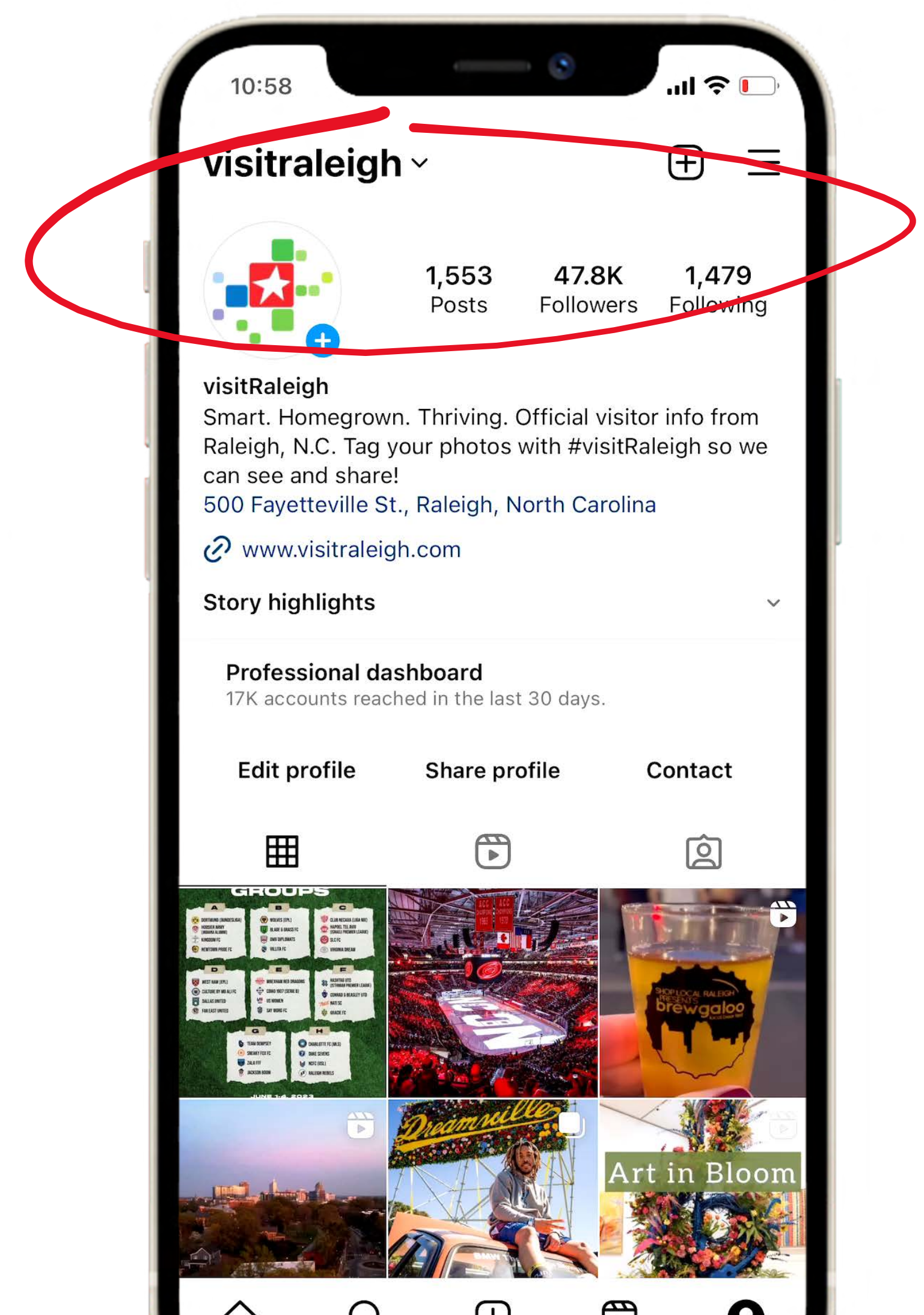
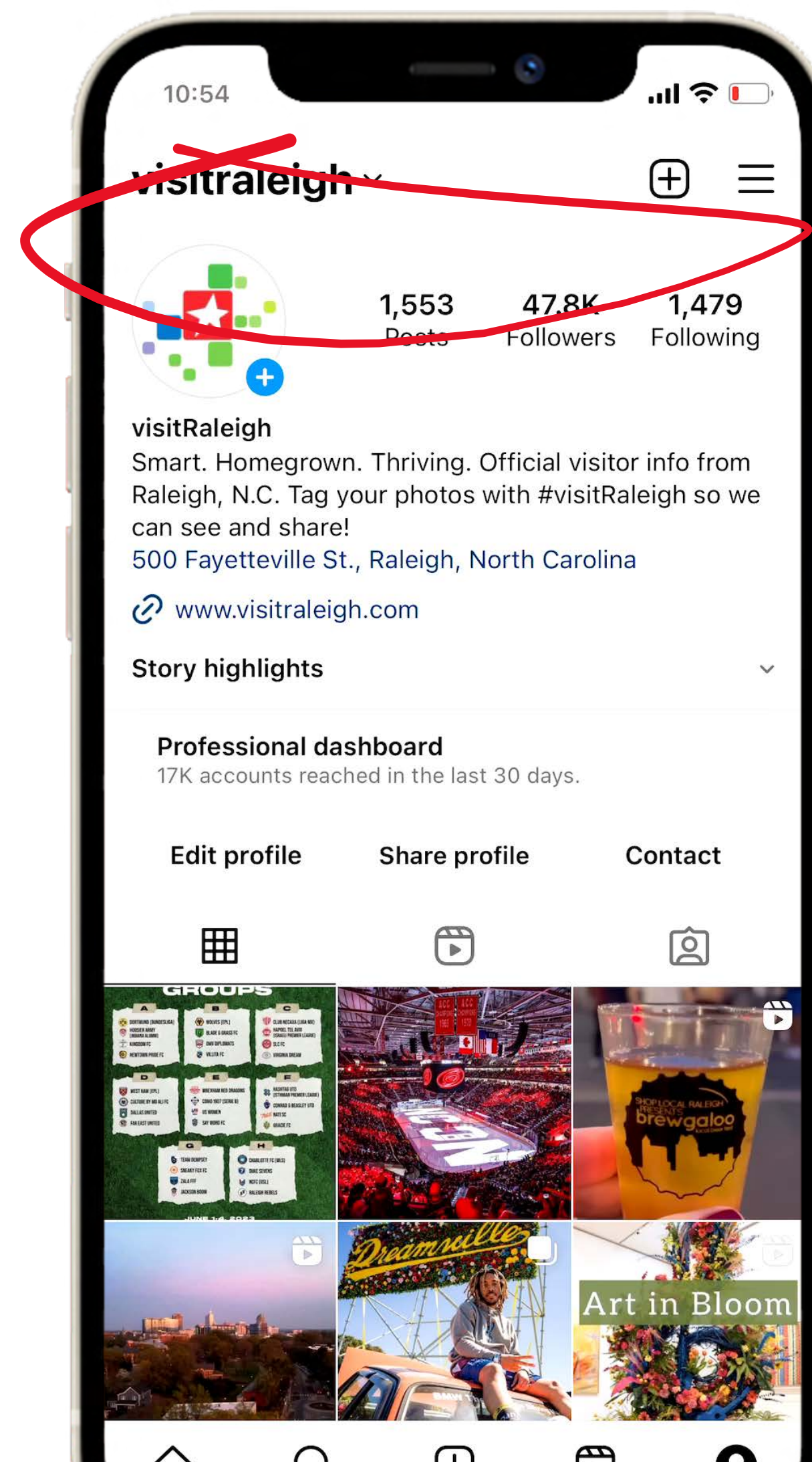
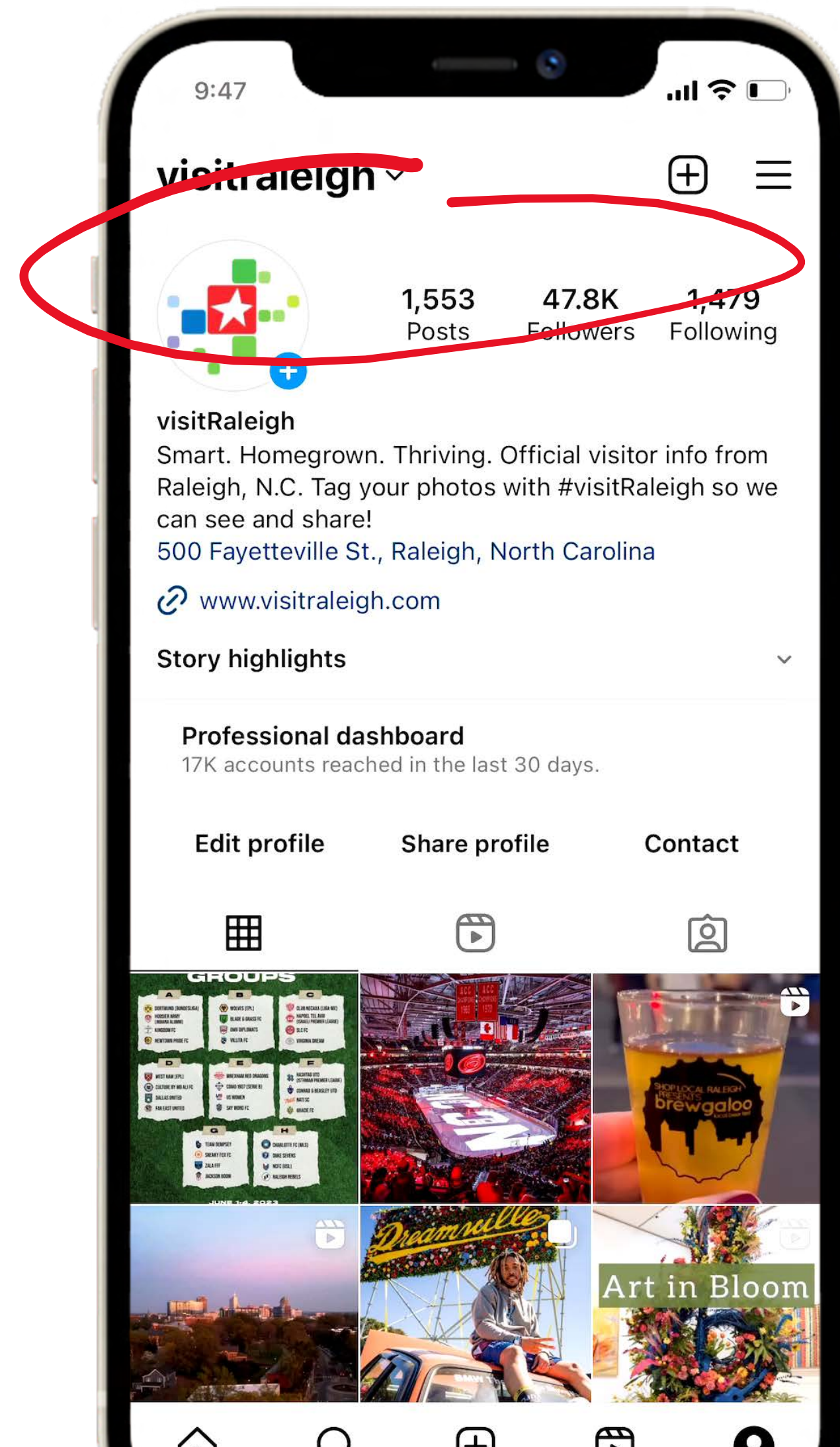


Facebook

- 17% of traffic to visitRaleigh.com comes from Facebook
- Reached 3 million people in 2022 (24 million total impressions)
- Average cost per click (CPC) to visitRaleigh.com was \$0.17 in 2022

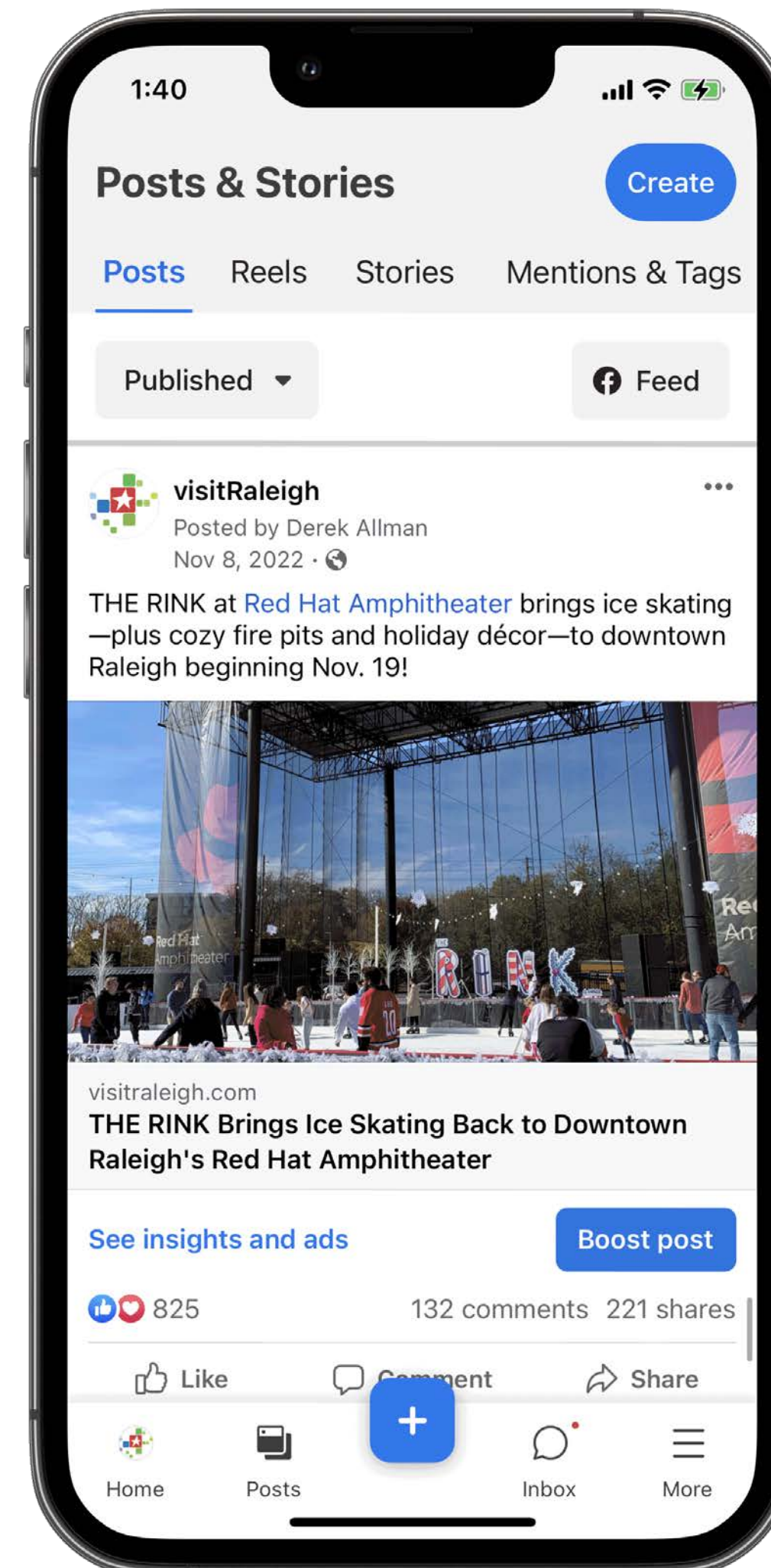


Video for social media



Questions?

- Editorial for visitRaleigh.com
- Social media editorial and strategy
- TikTok, A.I., email, LinkedIn, etc.



2024 U.S. Open

- The **2024 U.S. Open** will return to Pinehurst, N.C., June 13-16, 2024
- Accommodations for players and organizers/officials in Moore County will be facilitated by the Pinehurst-Southern Pines-Aberdeen Area CVB
- Wake County hotels should expect increased room-night demand from spectators between June 9-16, 2024
- In past years in N.C., the U.S. Open has drawn, on average, 300,000+ total attendees and as many as 60,000 attendees on its peak day



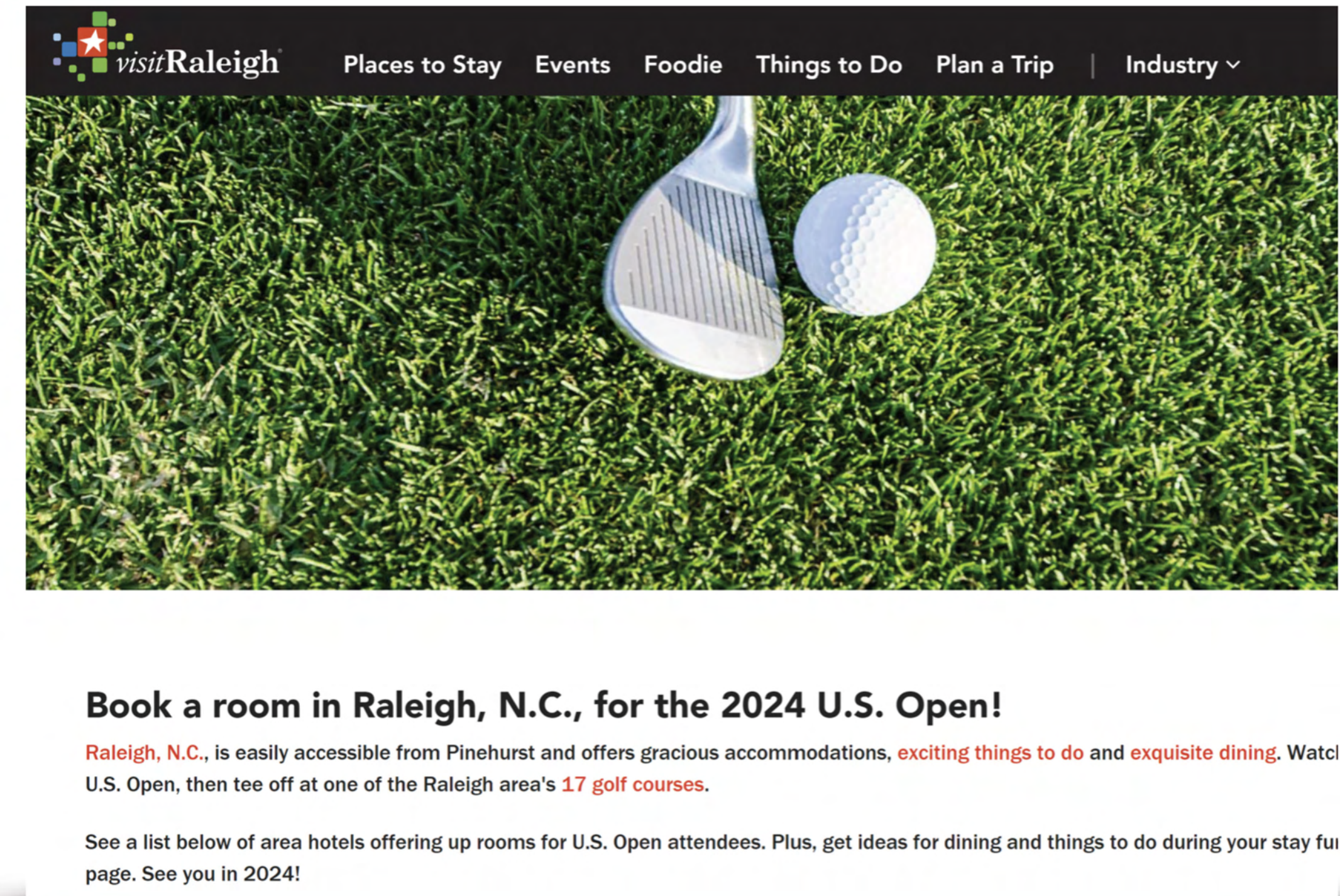
2024 U.S. Open

- To assist with heightened room demand, GRCVB will be creating a **U.S. Open-specific accommodations page on visitRaleigh.com** through the end of the tournament
- The visitRaleigh.com U.S. Open page will launch by June 2023 (one year prior to U.S. Open date)
- Interested partners can contact marketing manager Andrew Baker, CGSP® (abaker@visitRaleigh.com) to get started with creating a listing for this page

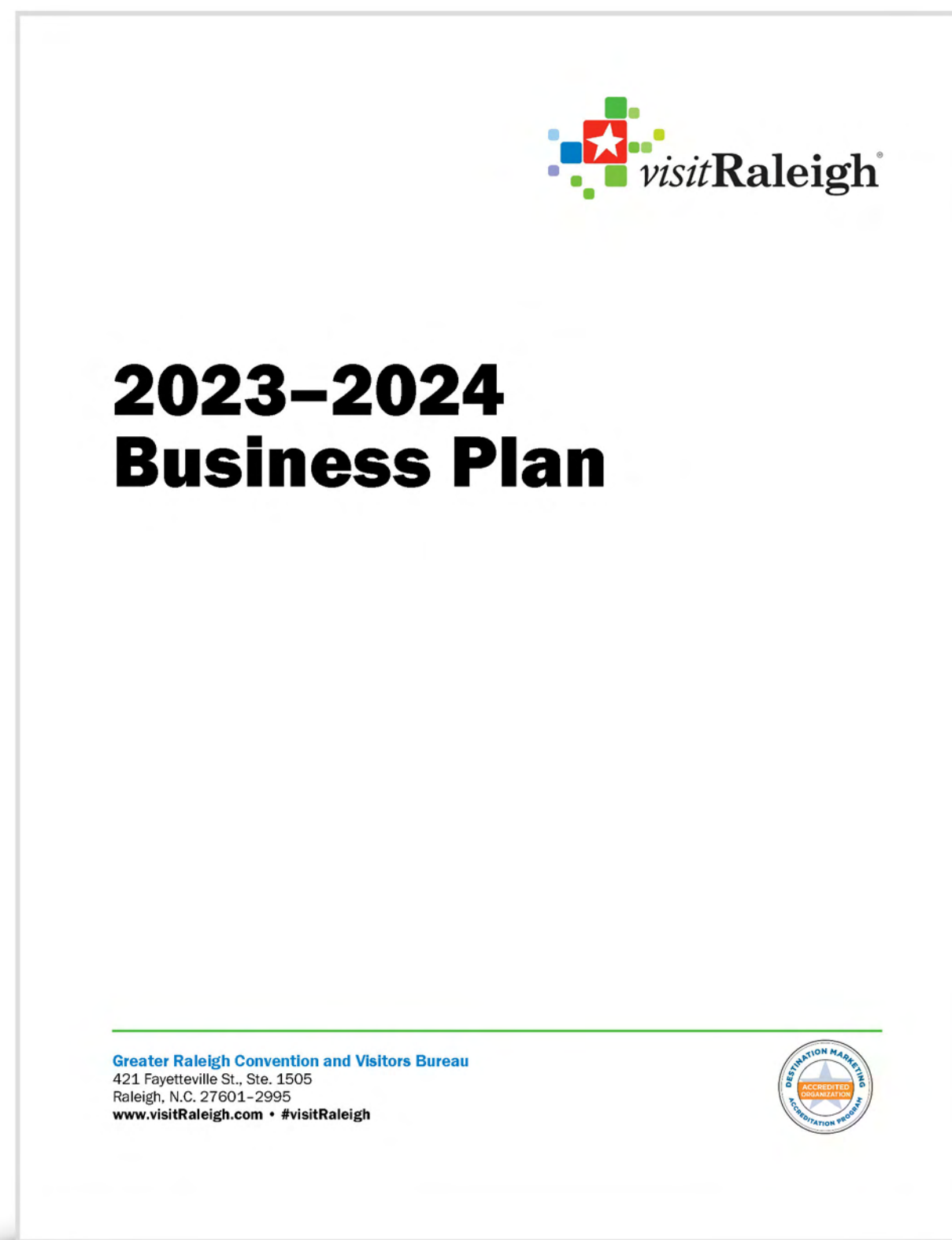


2024 U.S. Open

- **Interested hoteliers** should submit for a specialty listing with the following information:
 - *What makes your hotel unique for a golf traveler commuting from Pinehurst?*
 - *Some range/reference to rate(s) your hotel is offering; can be per room type*
 - *Live booking URLs (group codes) are preferred for the click-thru*



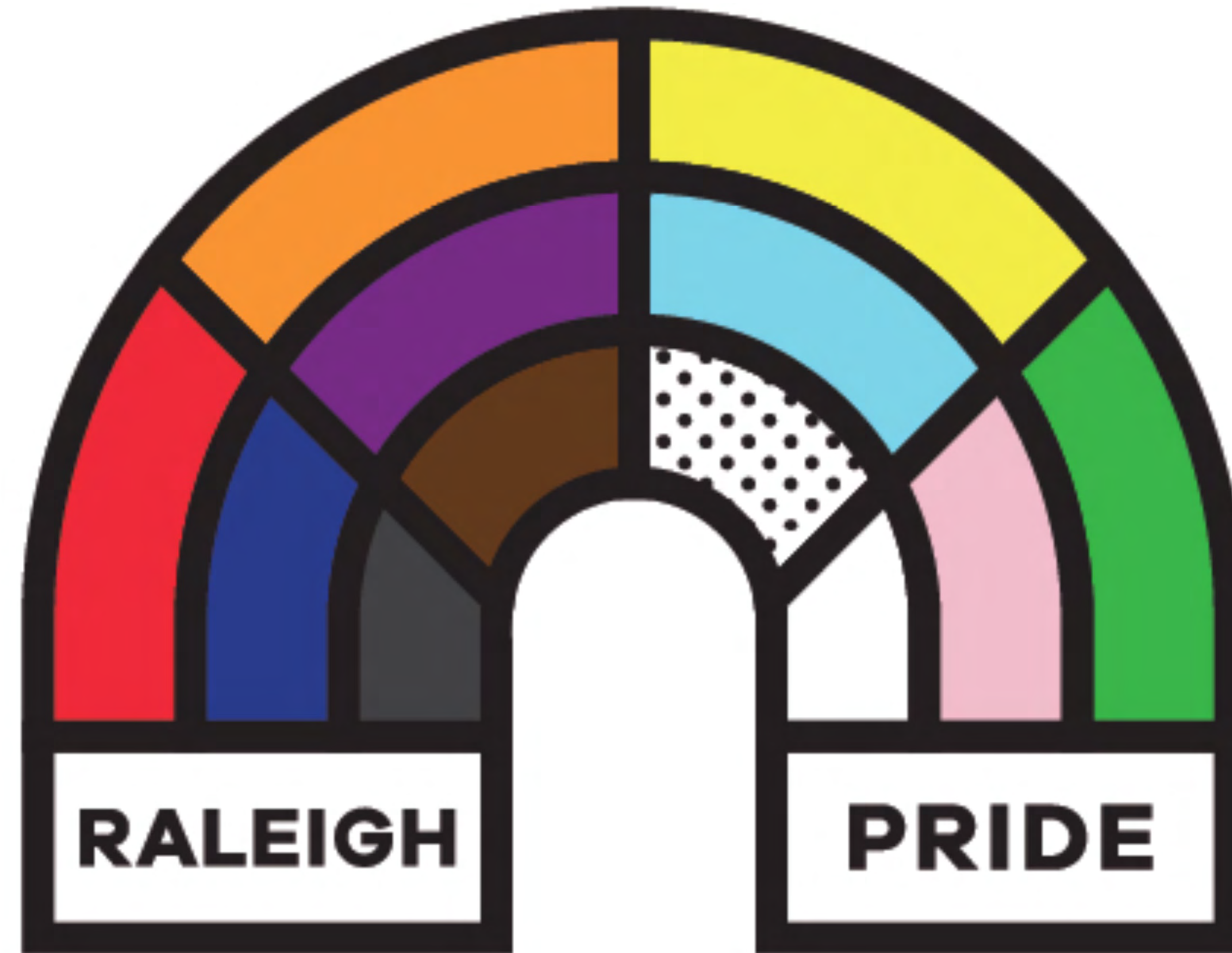
2023-2024 Business Plan



**[visitRaleigh.com/
businessplan](https://visitRaleigh.com/businessplan)**



visitRaleigh.com/tourismu



LGBTQ Pride Month in June

Future Meetings

GRCVB Annual Meeting

Thurs., Aug. 17, 2023

A.J. Fletcher Opera Theater • Martin Marietta Center for the Performing Arts

Fall Tourism Talk Live

Thurs., Nov. 9, 2023 • The Westin Raleigh-Durham Airport

Winter Tourism Talk Live

Thurs., Feb. 8, 2024 • The Ritz

