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
Our promise to partners

We bring valuable travelers to you

Average of 100 million search events per day\(^1\)

over 1B trips booked in the last decade\(^2\)

over 168 million loyalty members across Expedia Group brands\(^3\)
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

Loyalty
+76% Average daily rate

Travel suppliers
+22% Average length of stay

Travel agencies
+30% Average booking window

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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

NRN Share

- 0-1 DAY: 37% ($105)
- 2-6 DAYS: 20% ($122)
- 7-19 DAYS: 11% ($140)
- 14-30 DAYS: 7% ($147)
- 31-60 DAYS: 6% ($149)
- 61-90 DAYS: 10% ($144)
- 91+ DAYS: 4% ($154)

ADR

- 0-1 DAY: $159
- 2-6 DAYS: $147
- 7-19 DAYS: $154
- 14-30 DAYS: $144
- 31-60 DAYS: $149
- 61-90 DAYS: $140
- 91+ DAYS: $122

Booking Dates: from 01-Apr-2023 to 08-May-2023 (QTD)
Strategies To Build Base

Giving Travelers More Options to Book Your Hotels

- Same-Day
- Advance Purchase
- Package

Booking Dates: from 01-Apr-2023 to 08-May-2023 (Q1D)

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What’s New!

expedia group

Expedia  Hotels.com  Vrbo
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

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The future is bright. One Key is on the horizon.
Thank You
ACTIVATE
people-powered
projects for good

Tourism Talk Live • Greater Raleigh Convention and Visitors Bureau
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.

44% of people are NOT sure where to find opportunities to engage.

Points of Light, 2022
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
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/
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
Editorial Content and Social Media Updates

Michael Robson, Senior Content Marketing Manager
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 Fenston in Cary, N.C.
- Rush Hour Karaoke Monroe 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 Megalopolis"
  - 20 Picks for Muffins, Minnaus and More (Bunch Ideas)

Signature events
- Art in Bloom at the North Carolina Museum of Art
- R&B E. Carter Jr.: Attraction in Costume Design
- Dismal Street Festival
- Brewington
- Cary Spring Drive Arts and Crafts Festival
- Apex Food Fest
- Peak City Pig Festival
- List at PNC Arena
- Go to Be NC Festival
- NCAA Women's Lacrosse Championship
- Airplane
- Annunciation
- The Soccer Tournament

Summer 2023

Editorial examples
- Exploring the Raleigh Beer Trail
- The Best Taxis to Hire, 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 Rooftops: Hidden and Underground Bars

Signature events
- Raleigh International Food Festival
- Town of Cary Presents Cheese Festival
- Capital City June Summer Celebration
- Civil Raleigh Pride
- GalaxyCon Raleigh
- July 4th Celebrations
- Billy Strings at Booth Amphitheater
- Cary Lazy Daze Arts and Crafts Festival
- African American Cultural Festival of Raleigh and Wake County

Winter 2023-2024

Editorial examples
- A Guide to the North Carolina Chinese Lantern Festival
- 50 Years of Laughter with Theatre In The Park
- 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 BMX at Red Hat Amphitheater
- The Best Restaurants That Opened in 2023
- 10 of the Best Weekend Getaway Inns 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
- IMAX: Night of Lights
- Raleigh Little Theatre presents Cinderella
- Theatre to 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 investment in translating written content into video for social media (Batch turned into Instagram Reels, for example)
- Repurposed content for Wake County towns, Apex to Zebulon
- Eyes on AI: 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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- 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
2023 Editorial Calendar

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
Unique pageviews of blog content on visitRaleigh.com
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

visit Raleigh
Smart. Homegrown. Thriving. Official visitor info from Raleigh, N.C. Tag your photos with #visitRaleigh so we can see and share!
500 Fayetteville St., Raleigh, North Carolina
www.visitraleigh.com

Professional dashboard
17K accounts reached in the last 30 days.

Edit profile  Share profile  Contact

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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
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