



Welcome!

to Tourism Talk Live!

North Carolina Museum of Natural Sciences
Thurs., May 23, 2024 • 10am



Welcome!

North Carolina Museum of Natural Sciences



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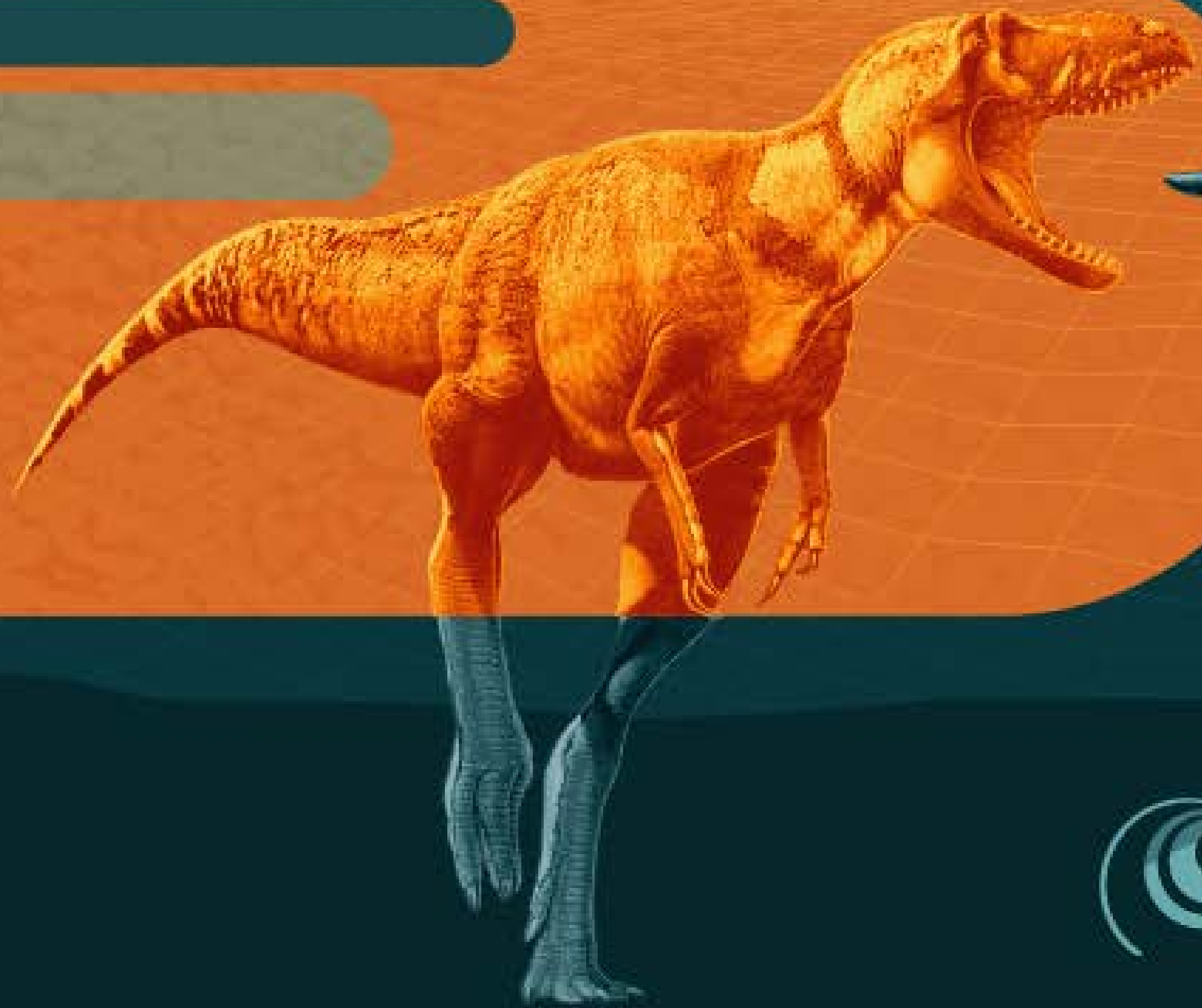




**TRAVEL IS ESSENTIAL
TO EVERY COMMUNITY. EVERY INDUSTRY.**



DUELING DINOSAURS[®]



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Thad Eure Jr. Memorial

Award

Originally known as the Raleigh Convention and Visitors Industry Award, this prestigious award honors an individual or individuals who have made a significant contribution to the Wake County hospitality industry during the past year.

Thad Eure Jr. (1932-1988)

The award name was changed in 1989 to honor this hospitality industry leader and advocate of establishing a local convention and visitors bureau. Eure was serving as vice chairman of the Raleigh Convention and Visitors Bureau's board of directors at the time of his death in 1988.

Best known as the owner of the Angus Barn, Eure launched many successful restaurants locally, including downtown Raleigh's 42nd Street Oyster Bar. Although internationally respected as a keen businessman and an industry leader, Eure also was known for his friendliness and personal interest in those with whom he conducted business.

Dr. Lindsay Zanno

Head of Paleontology,
N.C. Museum of Natural Sciences





GRCVB "LEISURE TOURISM" ADVERTISING

May 23, 2024



An aerial photograph of a city skyline at sunset. The sky is filled with vibrant orange and yellow clouds, with the sun low on the horizon. In the foreground, a large, modern, multi-story building with a flat roof and a grid of windows is prominent. To its right, another tall building with a distinctive stepped top is visible. In the background, a construction crane stands against the sunset sky. The overall scene is a mix of urban architecture and natural light.

SITUATION

APPROACH

RESULTS

WHAT'S NEXT

MEDIA MARKETPLACE UPDATE

SO MANY CHOICES...

- **30,000+** different channels and streaming sources.
- **1 million+** video titles to choose from.
- **10.5 minutes** spent searching for something to watch.

...SO MANY NAMES

Spot TV
Local TV
Broadcast TV
Linear TV
Streaming TV
Connected TV
Cable TV
OTT
OTA
Broadband TV

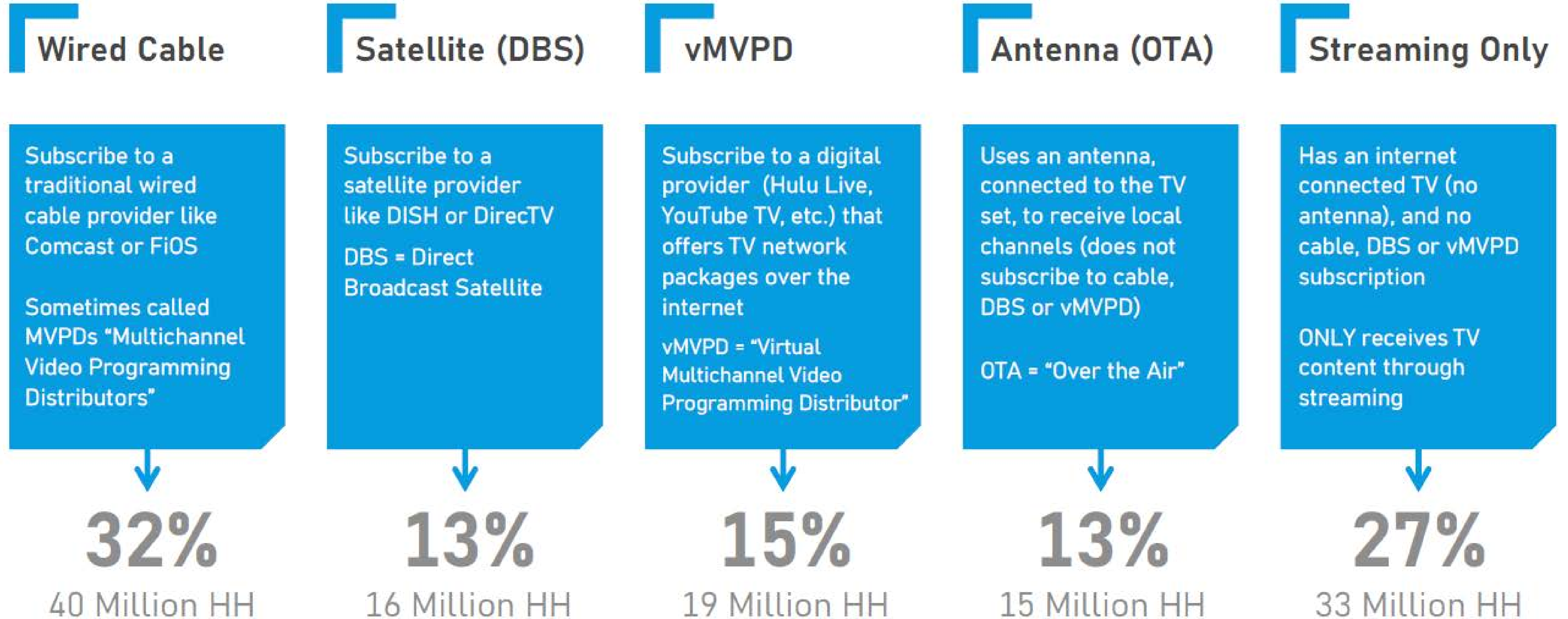
WHAT DOES IT ALL MEAN?

HOW
you watch:
**the device/
platform**

WHAT
what you
watch:
the content

How Are U.S Households Receiving Content?

Among those homes with a TV Set -



GRCVB'S VIDEO APPROACH

- Utilize a combination of online video, streaming TV and wired cable
- Focus spend in NC, SC and VA for greatest ROI
- Test Atlanta metro market
- Select partners that can measure economic impact



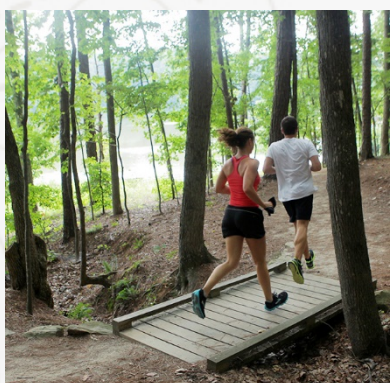
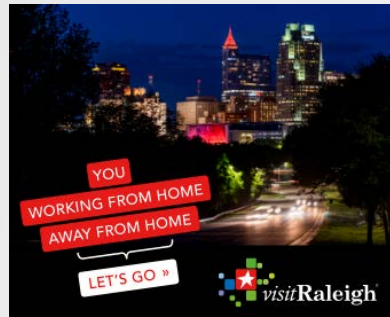
SITUATION

APPROACH

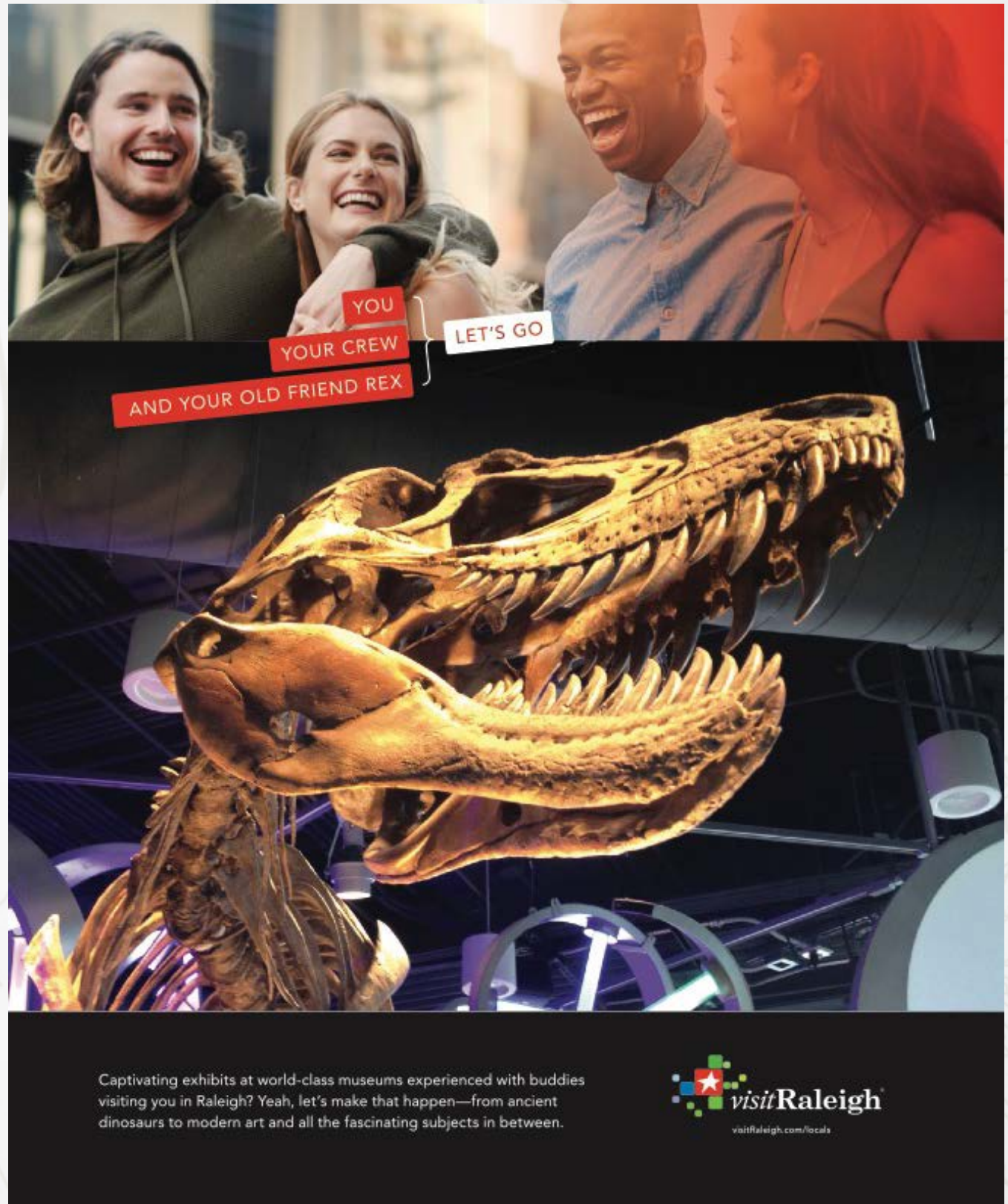
RESULTS

WHAT'S NEXT

FY23 LEISURE – CREATIVE SAMPLES



NATIVE



PRINT

DIGITAL DISPLAY



*visit*Raleigh®

A large, illuminated globe sculpture is the central focus, positioned in front of a modern building with a glass facade. The globe is lit from below, casting a warm glow. The building's windows are lit up, and the sky is a deep blue. The globe shows the continents of North and South America in green and brown, with blue oceans. The building has a grid-like pattern of windows and a prominent vertical structure.

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FY24 TO DATE:

- Direct website visits - more than 75,000
- Economic impact - 11% of spend = \$9 million economic impact
- TV impressions - 3.1 million impressions
- Video completions - 2.3 million video completions

ECONOMIC IMPACT DATA

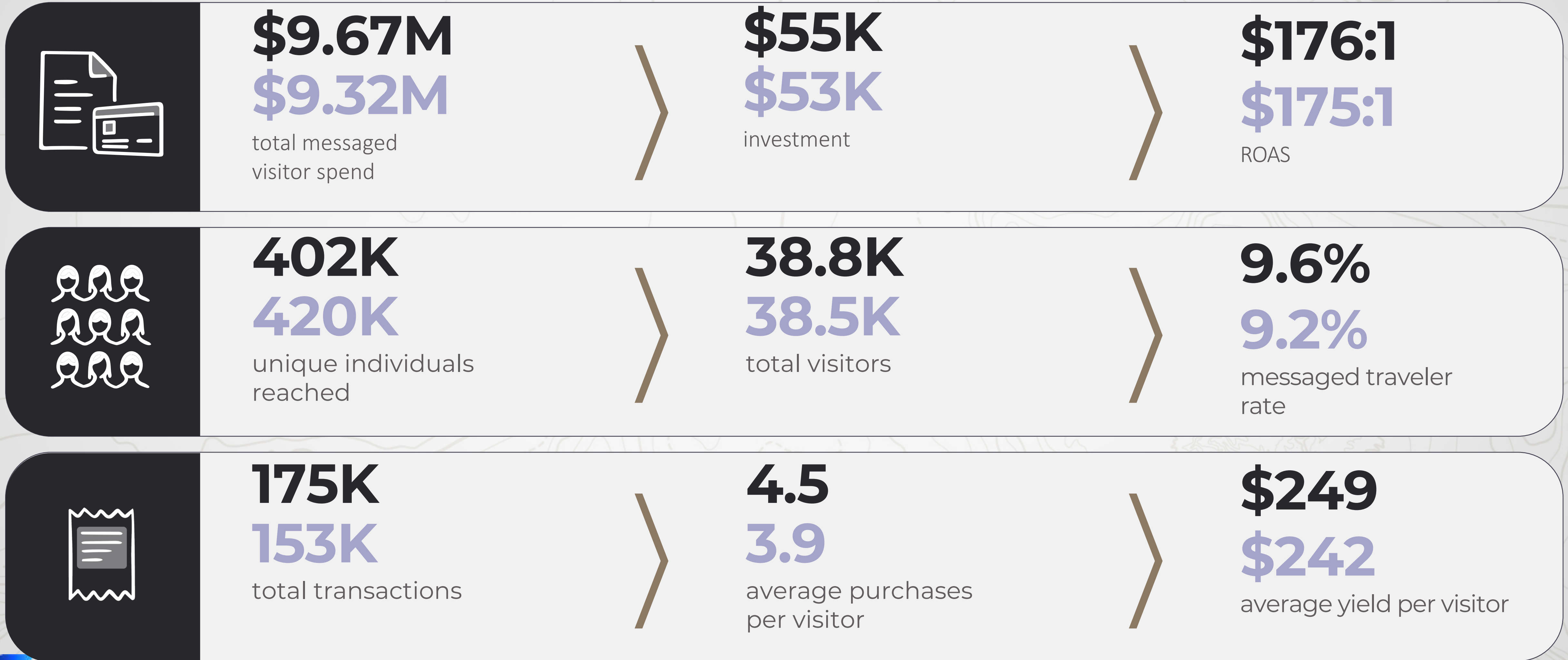


EPSILON DATA

Credit card insights provide geographic location, behaviors, lifestyles, purchase histories, purchase habits, and more.

Campaign Metrics YOY Analysis

Aug 2023 – Dec 2023 vs Aug 2022 – Jan 2023



VISITORS' STOPS WITHIN WAKE COUNTY

10% of measured visitor spend in Wake County occurred in the North Hills area—that visitor spend was driven by **3.3K** visitors

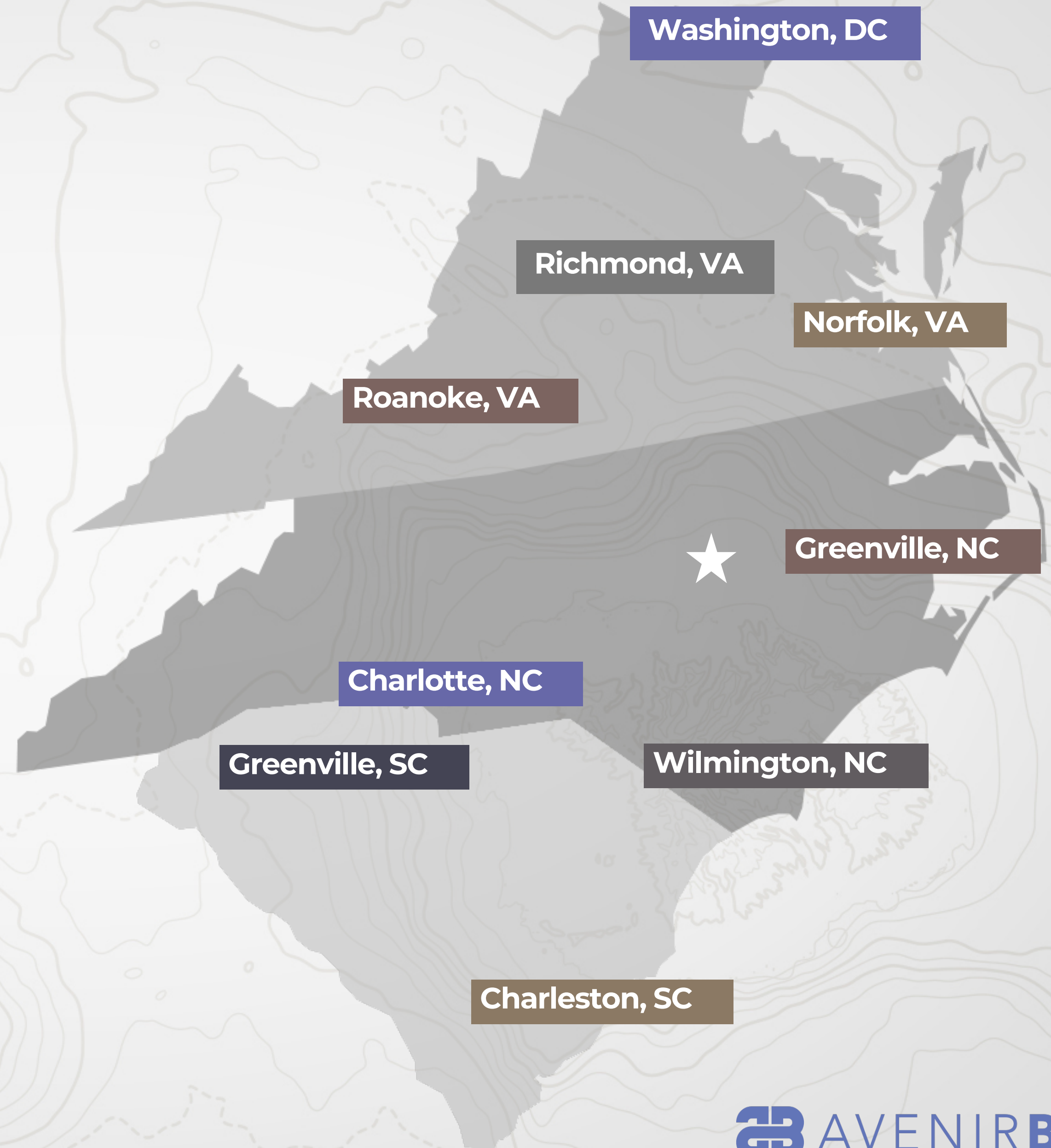
The **North Hills area** also had the highest yield per visitor at \$361

Features	Visitor Spend	Visitors	% Total Visitor Spend	Yield Per Visitor
North Hills	\$1,184,916	3,283	10%	\$361
Crabtree Valley Area	\$723,079	2,580	6%	\$280
Cary	\$678,761	2,481	6%	\$274
Capital Blvd Corridor	\$644,940	2,350	6%	\$274
Downtown Raleigh, South Raleigh	\$616,949	2,537	5%	\$243
Wake Forest	\$602,954	1,515	5%	\$358
RDU Airport & Hotels, Morrisville	\$522,483	2,702	5%	\$193
NC State, PNC Arena	\$514,319	2,458	4%	\$209
Apex	\$480,497	1,355	4%	\$354
Fayetteville Street, Convention Campus	\$450,175	1,557	4%	\$289

TOP MARKETS

33% of measured visitor spend generated in Wake County came from the Charlotte DMA—that measured spend was driven by 40% of visitors.

70% of total hotel spend came from the top 3 markets



Source: Epsilon – FY24 data as of January 24

SITUATION

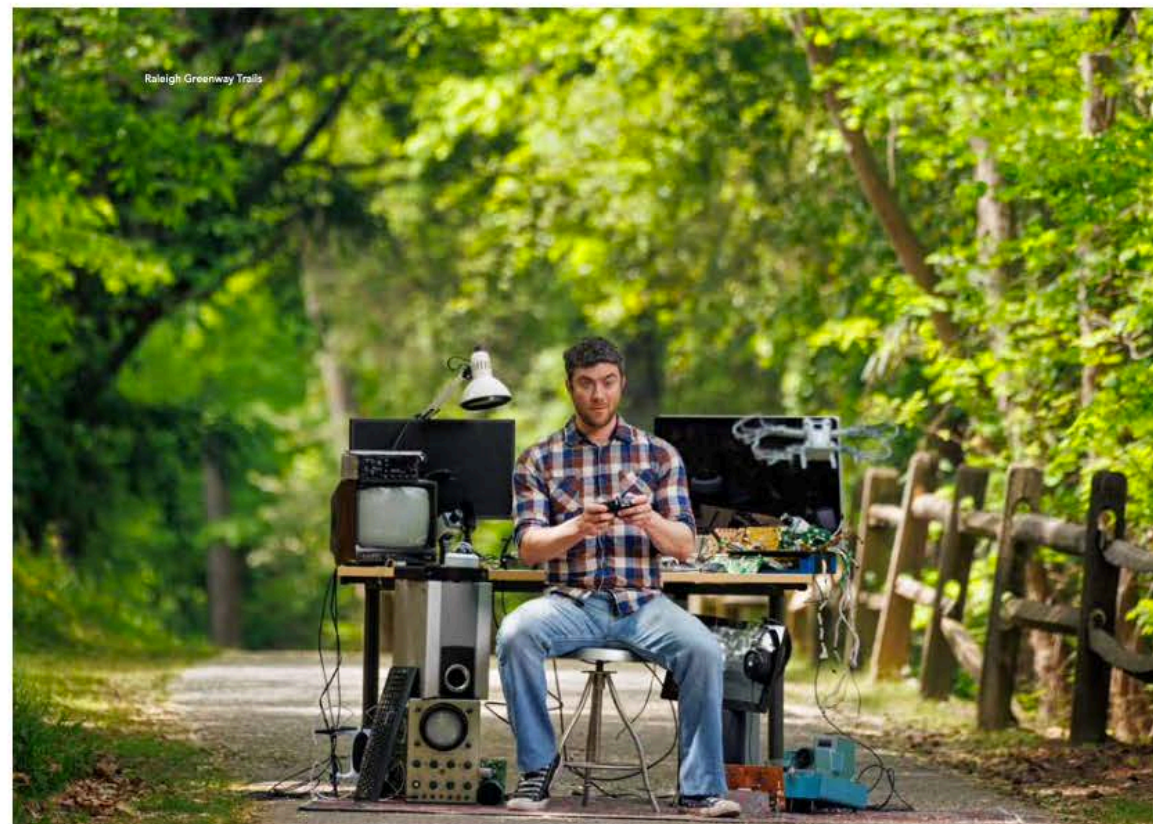
APPROACH

RESULTS

WHAT'S NEXT


FY 2025 TEASER

Raleigh Greenway Trail




NOBODY
OUT-NERDS
RALEIGH.

Meet in Raleigh, N.C., for what piques your group's interest, sparks their joy and fuels their passion. With live music they can't get enough of, chef-inspired meals that blow them away or exhilarating museum exhibits that cultivate wonder, meeting attendees can fully embrace and celebrate their inner nerds in a place where like-minded folks totally get it.




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visitRaleigh.com/meet

PNC Arena




NOBODY
OUT-NERDS
RALEIGH.

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Yayville Street, Downtown Raleigh



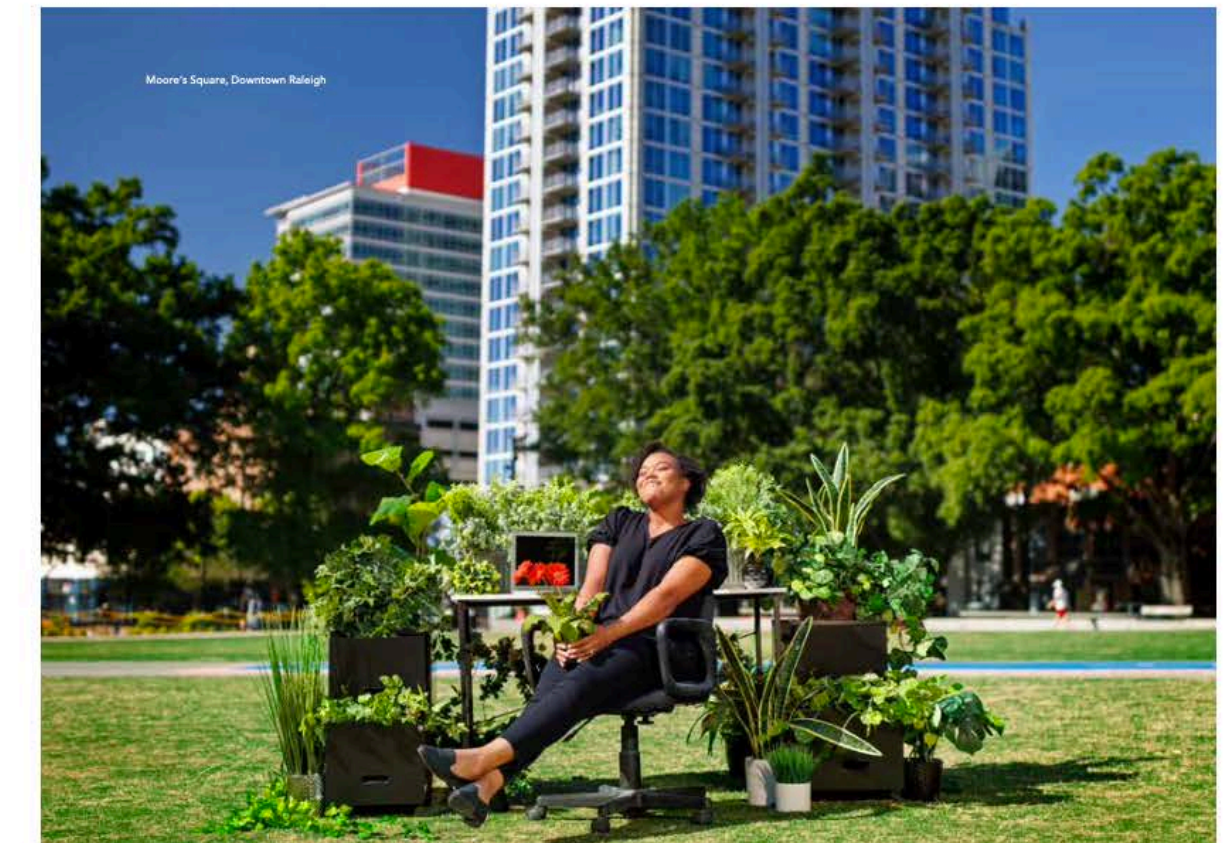
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visitRaleigh.com/meet

Moore's Square, Downtown Raleigh



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2024-2025
Greater Raleigh Convention and
Visitors Bureau

Business Plan

is now available at visitRaleigh.com/businessplan

DEADLINE EXTENDED

Isaac Hunter *Award*

The **Isaac Hunter Excellence in Service Award** recognizes **front-line employees in the hospitality industry** who excel in providing excellent service to visitors, including serving as representatives of the local community and the attractions and service providers that make the destination a desirable place to visit. These individuals represent their employers' commitment to visitor satisfaction, as well as Wake County's desire to interact with visitors in an energizing and enriching manner.



SUBMISSIONS OPEN
UNTIL MAY 28

www.visitRaleigh.com/awards

DEADLINE EXTENDED

Horizon *Award*

The **Horizon Award** recognizes the exemplary attitude and professionalism of a **management-level employee in the local hospitality industry** who demonstrates the skills and professionalism to be a leader in the hospitality industry and an active ally in the continued success of the destination. This individual is a team player who displays a passion for advancing the competitiveness of their organization, is proactive in aligning their organization with the destination's brand promise and takes action towards the aspirational role of the hospitality and tourism industry to contribute to the quality of place in the destination.



SUBMISSIONS OPEN
UNTIL MAY 28

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Annual *Meeting*

Save the Date:
Thurs., Aug. 22, 10am
A.J. Fletcher Opera Theater



SPONSOR THE

Annual *Meeting*

GRCVB

**Accepting Sponsorships
through Fri., June 21, 2024**

www.visitRaleigh.com/meetingsponsor



Future Meetings

GRCVB Annual Meeting

Thurs., Aug. 22, 2024 • A.J. Fletcher Opera Theater

Fall Tourism Talk Live

Thurs., Nov. 7, 2024 • Location TBA

If you are interested in hosting a future
Tourism Talk Live, email abaker@visitRaleigh.com

Special Thanks



N O R T H C A R O L I N A
Museum of Natural Sciences

