



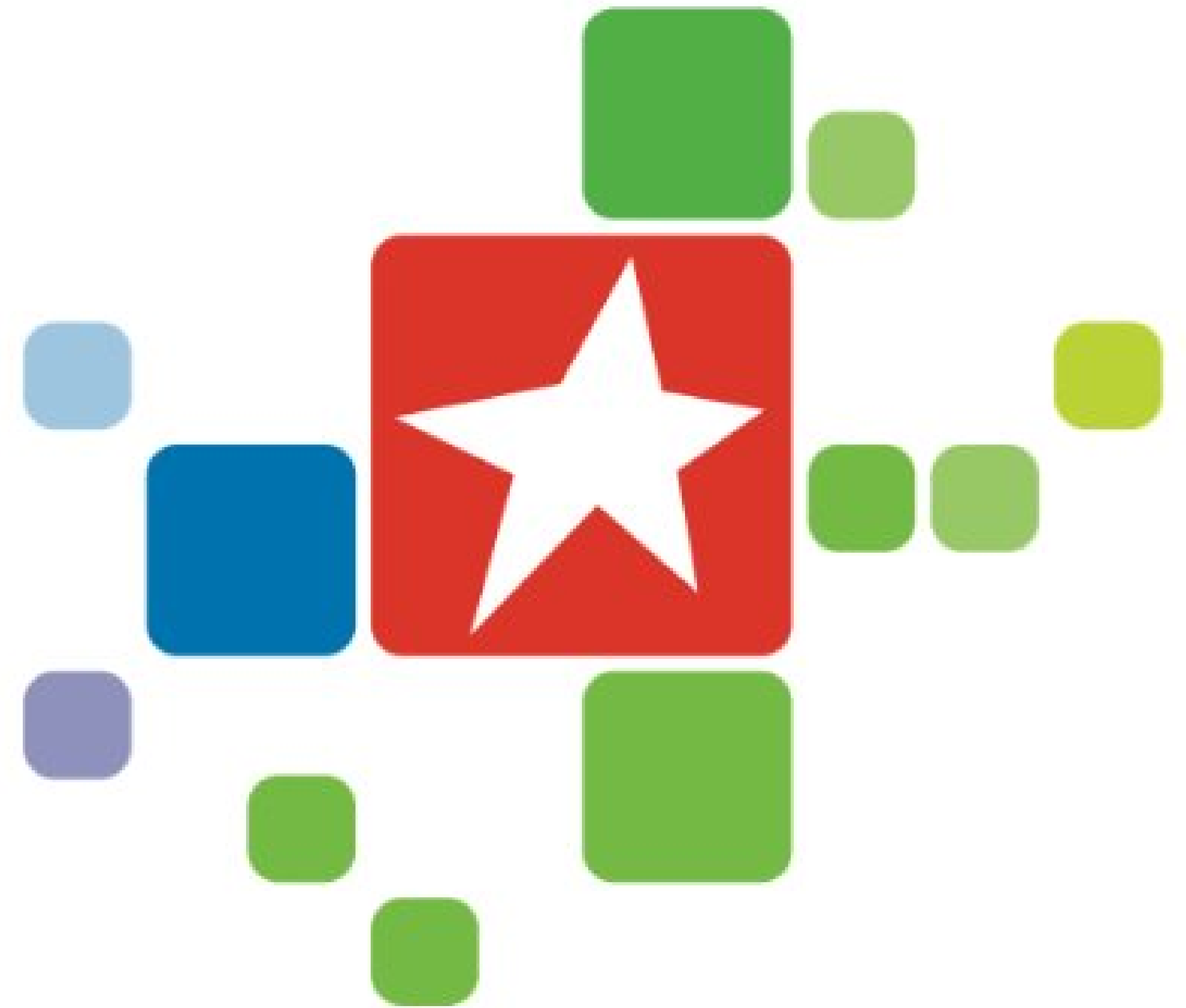
Welcome!

to

Tourism Talk Live!

TriGolf

Thurs., Nov. 7, 2024 • 10am



Andrew Baker, TMP, FEP

Marketing Manager
919.645.2684
abaker@visitRaleigh.com



TriGOLF

 **first tee**[®]
triangle

GRCVB "LEISURE TOURISM" ADVERTISING
July 2023 – July 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, there are several large, modern buildings, including a prominent white building with a flat roof and a parking garage. A construction crane is visible in the mid-ground. The overall scene is a mix of urban architecture and natural light.

CREATIVE

APPROACH

RESULTS

WHAT'S NEXT

A wooden boardwalk with railings stretches into the distance through a forest. The ground is covered with fallen brown leaves. The trees have green and yellow foliage, suggesting autumn. The sky is blue with some clouds.

CREATIVE

APPROACH

RESULTS

WHAT'S NEXT

FISCAL YEAR
2024

APPROACH

- Prioritized North Carolina markets but continued to increase spend in adjacent states.
- Tested support in Atlanta with both digital tactics and streaming TV.
- Continued streaming TV in NC, SC and VA.
- Added minimal Linear Cable in SC and continued in NC.

A large, illuminated globe sculpture is the central focus, set against a dark blue twilight sky. The globe is mounted on a modern building with a glass facade, which is lit from within. The globe's surface is highly reflective, showing the continents and oceans in vibrant colors. The building's architecture features a grid of windows and structural elements. The overall scene is a blend of modern architecture and global symbolism.

CREATIVE

APPROACH

RESULTS

WHAT'S NEXT

FY24 CAMPAIGN HIGHLIGHTS | LEISURE

53,000,000
IMPRESSIONS

ADDED
VALUE
WORTH
35%
BONUS
IMPRESSIONS
AND
RESEARCH

85K
DIRECT
SITE VISITS

RESEARCH APPROACHES



SPECTRUM DATA

Rich data partnerships
in the travel space (OTA Data).

Trusted source of
projecting to total universe.



EPSILON DATA

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

RESEARCH APPROACHES



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LEISURE - FY24 RESULTS - SPECTRUM



- Website traffic is vital to the overall effort; however, we strive to connect in-market spending to advertising investment whenever possible.
- Spectrum is one of the media partners we have been working with for a couple of years and they are able to provide **economic impact** directly related to their advertising campaign.
- The Spectrum Cable and Streaming TV spend drove more than **\$27 million** in measured visitor spending as of August 2024 (30-day lag window from when campaign ended in June).
- The majority of the spend was with Streaming TV but 15% of the spend was Linear Cable – **71% of hotel revenue** came from households exposed to both Linear TV and Streaming TV campaign.

A light gray topographic map of North Carolina serves as the background for the slide. The map features contour lines and a dashed line representing the state's border. The text is overlaid on the map.

64x

- Adara's benchmark range for ROAS is 5-6 times with 8-10 ROAS on the very high end.
- The Visit Raleigh campaign reached the right people in the right places.

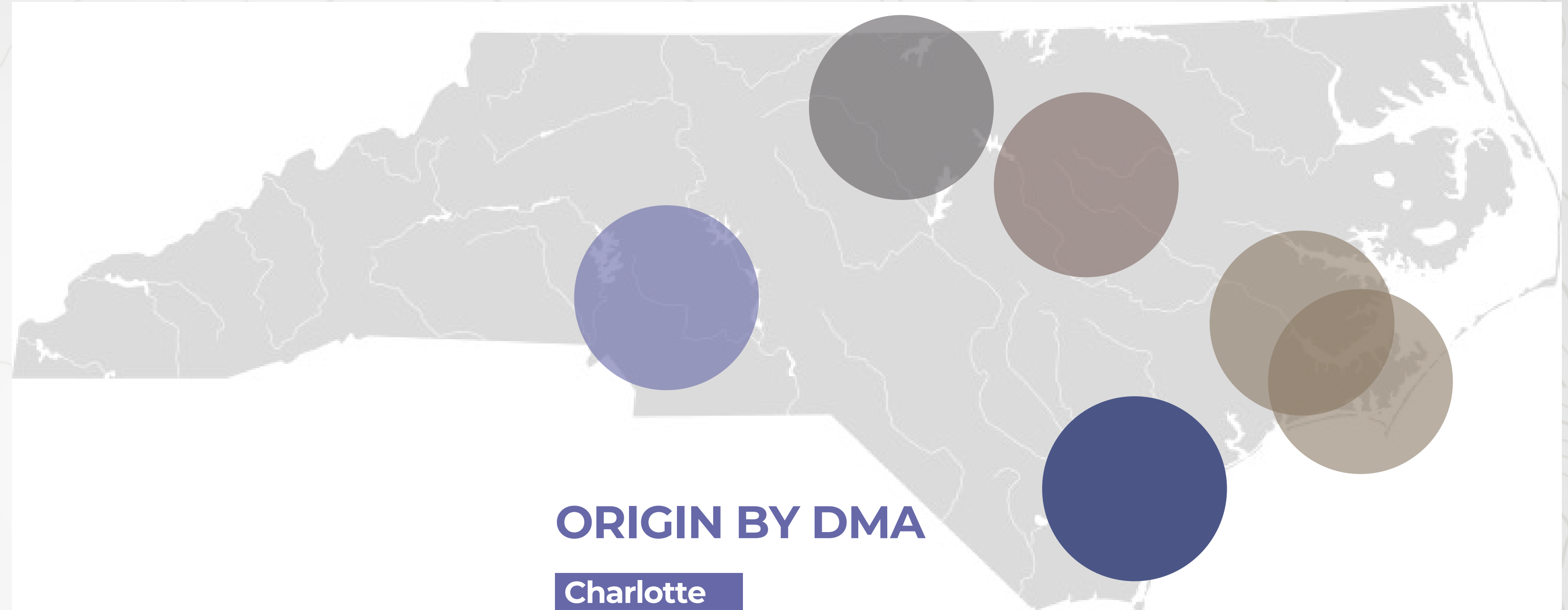
RETURN ON AD SPEND

50%
of ALL
hotel
revenue

Spectrum Reach
exposures
accounted for
nearly half of ALL
hotel revenue Adara
observed in the
Raleigh market.

TOP MARKETS

Visitors from Charlotte, NC, accounted for **19%** of hotel bookings.



ORIGIN BY DMA

Charlotte

Raleigh-Durham

Greensboro

Greenville-New Bern-Washington

Wilmington

58% of all bookings originated from DMAs within North Carolina.

TOP MARKETS

Atlanta moved to #3 from #9 last year.

Washington, DC, moved to #5 from #7.



GUEST DETAILS

The majority of guests were couples, and they booked around **7 days out** from their trip.

Guest stayed for two nights, and the average daily rate was \$167.

70% of these guests stayed in Raleigh, 13% in Cary and 8.5% in Morrisville.

TOP HOTEL VARIABLES BY CITY BOOKED

City	% of Bookings	Avg. Length of Stay	Avg. Advance Purchase	Avg. Daily Rate
Raleigh	70.2%	2.06	7.89	\$179.73
Cary	13.85%	1.86	6.79	\$141.98
Morrisville	8.51%	1.82	6.43	\$125.72
Garner	2.38%	2.00	4.63	\$123.85
Apex	2.20%	2.21	7.13	\$141.57
Wake Forest	1.95%	2.14	6.90	\$141.51
Fuquay-Varina	0.70%	1.97	4.73	\$113.01
Holly Springs	0.06%	2.09	7.84	\$171.05
Knightdale	0.06%	1.84	8.21	\$129.21

RESEARCH APPROACHES



SPECTRUM DATA

Rich data partnerships
in the travel space (OTA Data).

Trusted source of
projecting to total universe.



EPSILON DATA

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

LEISURE - FY24 RESULTS - EPSILON

Epsilon[®]

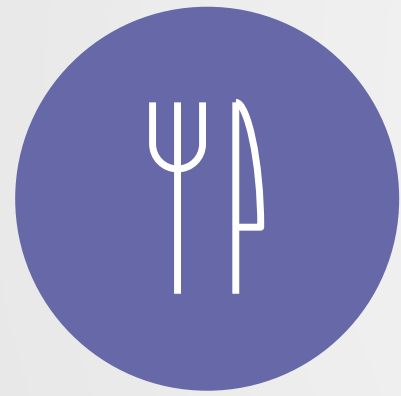
- Epsilon is another partner that provides economic impact data in the form of credit card transactions.
- The Epsilon spend drove more than **\$23 million** in measured visitor spend as of August 2024.

EPSILON – LIST OF CATEGORIES



LODGING

Hotels, Motels, Inns, Vacation Rentals



RESTAURANT & BAR

Restaurants, Bars, Food Halls



GROCERY

Grocery Stores & Specialty Markets



RETAIL

Big Box, Local Retail, Specialty Stores



GAS & CONVENIENCE

Gas Stations & Convenience Stores



RECREATION & ENTERTAINMENT

Attractions, Museums, Vehicle Rentals, Cruise & Tours, Golf, Fishing, Sports Events etc.

CAMPAIGN METRICS

Measurement Window: August 2023 – August 2024



\$23.2M

total messaged
visitor spend

Spend in destination zips from
visitors who received an ad

\$95.5K

investment
Campaign spend

\$242:1

ROAS

Return on ad spend. Every dollar of investment
resulted in X dollars of visitor spend



838K

unique individuals
reached

Number of individual people messaged
with a campaign ad

91.7K

total visitors

Number of people messaged with
a campaign ad who went to the
destination zips

10.9%

messaged traveler rate

Total visitors/unique individuals reached



421.8K

total transactions

Number of captured non-cash
transactions in destination zips from
visitors who received an ad

4.6

average purchases
per visitor

Total transactions/total visitors

\$253

average messaged
yield per visitor

Total messaged visitor spend/total visitors

Note: NEI measures on average about 60% of non-cash transactions

TOP MARKETS

31% of measured visitor spend generated in Wake County came from the Charlotte DMA—that measured spend was driven by **39%** of visitors.

The Top 5 feeder markets drove **77%** of visitors and **69%** of visitors spend.

Atlanta moved into the top 10.



VISITATION AND SPEND BY AREA

Area	Visitor Spend	Visitors	% Total Visitor Spend	Yield Per Visitor
North Hills	\$2,361,131	6,447	10.20%	\$366
Crabtree Valley Area	\$1,355,851	4,897	5.80%	\$277
Cary	\$1,339,599	4,759	5.80%	\$281
Wake Forest	\$1,288,523	3,072	5.50%	\$419
Downtown Raleigh, South Raleigh	\$1,191,013	4,888	5.10%	\$244
Capital Blvd. Corridor	\$1,188,691	4,392	5.10%	\$271
RDU Airport & Hotels, Morrisville	\$1,081,895	5,429	4.70%	\$199
Apex	\$989,028	2,696	4.30%	\$367
N.C. State, Lenovo Center	\$951,882	4,750	4.10%	\$200
Fayetteville Street, Convention Campus	\$886,875	2,952	3.80%	\$300





CREATIVE

APPROACH

RESULTS

WHAT'S NEXT

FISCAL YEAR 2024

LEARNINGS

- While North Carolina markets continue to lead, markets beyond North Carolina are seeing growth.
- Investing in both streaming TV in NC, SC and VA and Linear Cable in NC markets drove revenue.
- Revenue data continues to help prioritize key markets outside of NC.

FISCAL YEAR 2025

IMPLICATIONS

- Prioritize North Carolina markets but continue to increase spend in adjacent states. (NC received 37% of spend.)
- Increase investment in tactics that highlight the brand experience like streaming TV and video.
- Measure. Optimize and Learn. 82% of the spend is measurable by economic metrics (update from 53% in FY24).

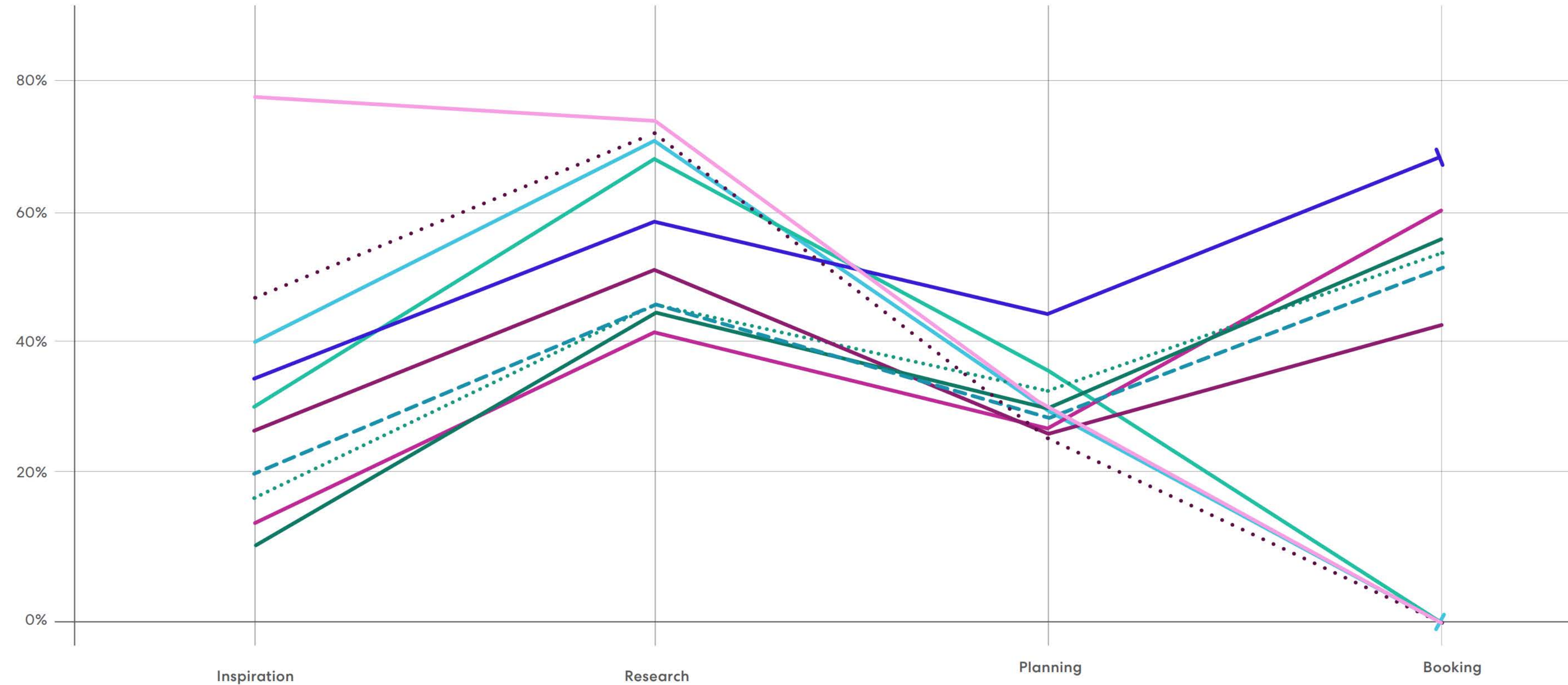




Resources used throughout the travel path to purchase

Travelers use a variety of resources throughout the path to purchase, but turn to different resources for different phases of the journey.

- Social media
- Destination site
- Search engine
- OTA
- Meta travel site
- Vacation rental site/app
- Rail site/app
- Hotel site/app
- Airline site/app
- Car rental site/app



Source: Expedia Group, 2023

visitRaleigh Places to Stay Events Foodie Things to Do Plan a Trip Industry



The North Carolina Chinese Lantern Festival
Holiday favorite opens Nov. 16 in Cary! >




Raleigh, N.C., awaits. Make your escape.
Gather with family and best friends to revel in favorite festivals. Savor nationally recognized dining. Explore world-class museum exhibits. Immerse yourself in unscripted signature experiences and so much more.

[PLAN A TRIP](#) | [BOOKABLE EXPERIENCES](#)



Right Now in Raleigh

Have a Question?

visitRaleigh Places to Stay Events Foodie Things to Do Plan a Trip Industry



Five Reasons to Visit Raleigh, N.C., This Spring
Good weather and good times ahead! >



Raleigh, N.C., awaits. Make your escape.
Gather with family and best friends to revel in favorite festivals. Savor nationally recognized dining. Explore world-class museum exhibits. Immerse yourself in unscripted signature experiences and so much more.

[PLAN A TRIP](#) | [BOOKABLE EXPERIENCES](#)



Right Now in Raleigh




Have a Question?



Rafat Ali [in](#) • Following

CEO/Founder, Skift. Perpetually exhausted dad of two hyperac...

[Visit my website](#)

5mo •

The last week has been big for AI, with significant AI-related announcements from OpenAI, Google, and Expedia. Your head would spin, and mine did, until I read enough to figure out two common themes emerging -- and breakdown from there -- and what this means for travel industry:

-- Less ad inventory on Google but potential for new ad opportunities on OpenAI.

-- Substantial change coming to how travel companies acquire customers online.

-- Any travel entity that used content as a lead funnel into their offering must adapt to the changing search landscape to maintain visibility. Tourism board consumer websites, which already aren't the most trafficked sources of travel/tourism information, may be obsolete in coming years.

-- I am impressed by Expedia's aggressive experimenting with AI integration, though its solutions may be transitional compared to Google/OpenAI.

-- The big tech battle to watch: the Google vs OpenAI battle.


Google Zero is here – now what? / Search is an invisible platform that shaped the entire web. And it's changing.

By [Nilay Patel](#), editor-in-chief of the Verge, host of the **Decoder podcast**, and co-host of **The Vergecast**.

Google **VOTE!** M

how to plan a weekend in raleigh

All Forums Videos Short videos Images News

AI Overview  +1

Here are some ways to plan a weekend in Raleigh, North Carolina:


Transportation

Driving is the best way to get around Raleigh, but you can also take the free bus, a taxi, or a rideshare service. Downtown Raleigh is walkable and you can also use Cardinal Bikeshare.

Neighborhoods

Show more

Sponsored

 visitraleigh.com
https://www.visitraleigh.com

View Our Complete Itinerary - Things to Do in Raleigh, NC


Explore Things to Do, Places to Eat, & Events to Attend Here on the Official Travel Site. Explore Raleigh, NC! Enjoy Award Winning Dining, Outdoor Fun, Entertainment, & More.


how to plan a weekend in raleigh


For adults With kids For couples With friends

You'll find a ton of things to do this weekend near you, including guided tours, festivals, live music and dance, kids' activities, adult activities, organized ...

Short videos

 **A Place at the Table**
0:17
5 places you need to try in Raleigh, NC!...
79.5K+ views
jenssavannah TikTok · 8 months ago

 **10 Free Attractions in Raleigh, N.C.**
0:32
visitRaleigh | Looking to create a budget-...
6.6K+ likes
visitraleigh Instagram · 3 months ...

 **Best Places to Eat in Raleigh**
0:15
292.7K+ views
finditall TikTok · 1 month ago

Yelp
https://m.yelp.com › search › find_1...

Attractions Raleigh, NC - Last Updated November 2024

1. Chinese Lantern Festival · 2. NC State Fair · 3. Fenton · 4. Videri Chocolate Factory · 5. North Carolina Museum of Natural Sciences · 6. Pullen Park · 7. JC ...

fun things to do in raleigh

Google **VOTE!** M

things to do in raleigh


All Images Forums Maps Short videos News


With kids For adults Today For couples Open


Results for Raleigh, NC · Choose area

Sponsored


Tickets & tours

 **Wine Class**
\$32
Groupon
4.9 ★★★★★ (79)

 **Red Velvet Burlesque Tickets**
\$22
Groupon

 **Raleigh Ghosts and Ghouls Hauntings**
\$20
Viator
4.6 ★★★★★

Top sights in Raleigh



things to do in raleigh

Trip Inspiring

[← Back to Page](#)

The Best Reasons to Visit Raleigh, N.C., in 2024

Wednesday, January 31, 2024, 12pm by [visitRaleigh](#)



A new year means new opportunities, and we've got a great feeling about good news on the horizon in **the Raleigh area**. For 2024, there are special events on the calendar, new places to explore, big restaurant openings lined up and plenty more to look forward to in Raleigh, N.C.!

Jaguar Bolera delivers eating, drinking and dinking

This 50,000-square-foot playground—an "eatertainment" concept prepared to offer big food and fun—will open at the live-work-play **Raleigh Iron Works** just north of downtown Raleigh this year.

Trip Enhancing

[← Back to Page](#)

Six Murals That Honor Black History and Culture in Raleigh, N.C.

Wednesday, February 07, 2024, 9am by [visitRaleigh](#)



The **Raleigh area** is home to a vibrant collection of murals that pay tribute to the rich history and cultural heritage of the City of Oaks and beyond. A number of those murals are dedicated to Black history, community and culture—triumphant depictions and stunning works of art that bring color and life to the city's streets and serve as powerful reminders of the contributions and resilience of Black Americans.

Below are six spots to see some of this super important art!

Trip Inspiring

[← Back to Page](#)

How to Plan A Perfect Fall Bike Ride on the Neuse River Greenway Trail in Raleigh, N.C.

Wednesday, October 05, 2022, 9am by [Michael Robson](#)



Note: Peak fall colors generally arrive in the Raleigh area in late Oct. to mid-Nov. (so now is the time to book a trip to experience it in the best way possible)!

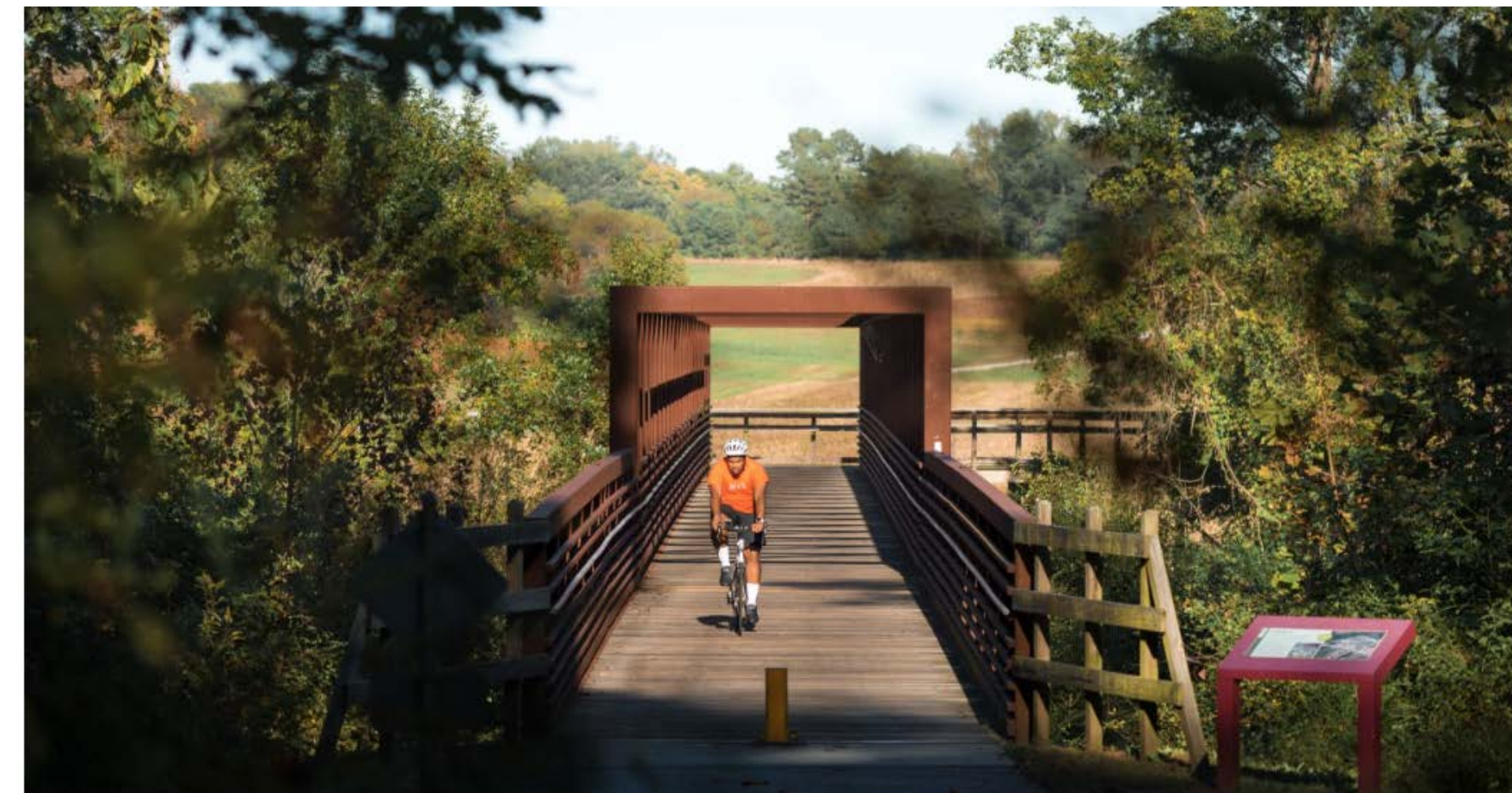
The [Neuse River Greenway Trail](#)—a 30-mile paved, uninterrupted greenway that stretches from [Falls Lake](#) in [North Raleigh](#) to the Wake County line in southeast Raleigh—is a year-round haven for outdoor recreation. With views of historic sites as well as winding boardwalk areas and

Trip Enhancing

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The Best Trails to Hike, Bike and Run in Raleigh, N.C.

Friday, April 12, 2024, 9am by [visitRaleigh](#)



There's no shortage of ways to find peaceful escapes in order to explore the outdoors in the City of Oaks. Use any of [the Raleigh area's](#) 180 miles of greenways—many of them connecting to attractions and letting you travel all over the destination—or numerous other miles of trails traversing through parks, and you'll find runners getting in workouts, cyclists out for leisurely rides, parents pushing strollers and people of all ages soaking up the fresh air. Below are some of our favorite spots to seek out solitude and sun!

Trip Inspiring

[← Back to Page](#)

Art in Bloom at the North Carolina Museum of Art: March 13-17

Thursday, February 08, 2024, 9am by [visitRaleigh](#)



One of the can't-miss events of the year, Art in Bloom is prepared to return for a five-day celebration of art, flowers and community at the [North Carolina Museum of Art](#) (and [tickets are going to go fast!](#)).

From March 13-17, more than 40 unique floral arrangements—some standing 10 feet tall—will be created on-site by world-class designers and florists and showcased throughout the museum's West Building.

Trip Enhancing

[← Back to Page](#)

In Bloom: Spring Gardens to Visit in Raleigh, N.C.

Friday, March 22, 2024, 9am by [visitRaleigh](#)



The days are longer, the weather is warmer and the flowers are blooming—sure signs of spring in [the Raleigh area](#)! The perfect season to explore parks and gardens budding with colorful flowers, use this list to get out and enjoy sunshine and the beauty of the City of Oaks.

[WRAL Azalea Gardens](#)

The [WRAL Azalea Gardens](#), created by Capitol Broadcasting Company founder A. J. Fletcher as a service to the community, opened to the public in 1959. Packed with thousands of azaleas,

Trip Inspiring

[← Back to Page](#)

Now Open: Three New Trip-Worthy Restaurants in Raleigh, N.C.

Friday, May 31, 2024, 9am by [visitRaleigh](#)



It's a *great* time to be a foodie in Raleigh.

Three highly anticipated dining spots—with incredible food, views and décor—have opened their doors in recent months (and the accolades have already started to roll in).

For date nights, celebrations or just a treat-yourself occasion, these new restaurants—in three different Raleigh neighborhoods—are ready to put on a show.

Trip Enhancing

[← Back to Page](#)

20 of the Best Brunch Spots in Raleigh, N.C.

Tuesday, April 23, 2024, 9am by [visitRaleigh](#)



Weekends are meant to be brunched on! Time spent with family and friends over stacks of blueberry pancakes or the perfect eggs Benedict should be cherished—in **the Raleigh area**, it is. We get asked about brunch spots all the time, so we've put together this list of some of the area's favorite places to convene for muffins and mimosas. Cheers!

Note: Reservations are always recommended, though a few on this list may be walk-in only.

St. Roch Fine Oysters + Bar

Trip Inspiring

[← Back to Page](#)

The 10 Most Essential Free Attractions to Visit in Raleigh, N.C.

Wednesday, July 17, 2024, 9am by [visitRaleigh](#)



Often dubbed the "Smithsonian of the South" thanks to an abundance of free museums, historic attractions and educational institutions, Raleigh, N.C., has long been known as a budget-friendly family getaway destination for those in the Tar Heel State and beyond (*Southern Living* recently named the City of Oaks one of the seven best affordable Southern destinations for travel).

The attractions below are a perfect place to start in checking the Raleigh area's standout attractions off your must-visit list!

Trip Enhancing

[← Back to Page](#)

A Guide to Carolina Hurricanes Hockey in Raleigh, N.C.

Friday, October 11, 2024, 9am by [visitRaleigh](#)



The most fun team in hockey.

The loudest house in the NHL.

A perennial contender for the Stanley Cup.

The last six seasons have been a heck of a ride for the **Carolina Hurricanes**.

Owner Tom Dundon purchased the franchise in late 2017 former Canes player Rod



visitRaleigh

Published by Derek Allman

January 10 · 🌐

This seven-acre, state-of-the-art playspace opened in the heart of [Town of Cary, NC](#) in November (and it's **incredible!**).



VISITRALEIGH.COM

Now Open: Downtown Cary Park Anchors a Booming Visitor Destination

Downtown Cary Park—a seven-acre, state-of-the-art playspace for all ages—opened in the he...

[See insights and ads](#)

[Boost post](#)

👍❤️ 3.1K

375 comments 759 shares



visitRaleigh

Published by Derek Allman

January 23 · 🌐

A Pablo Picasso painting has a permanent new home at the [North Carolina Museum of Art!](#)



VISITRALEIGH.COM

Pablo Picasso Highlights New Modern Works at the North Carolina Museum of Art in Raleigh, N.C.

[See insights and ads](#)

[Boost post](#)

👍❤️ 3.5K

193 comments 409 shares



visitRaleigh

Published by Derek Allman

February 19 · 🌐

This hidden gem in Raleigh is open to the public just eight weekends per year (and your first chance to visit is this month!).



VISITRALEIGH.COM

Eight weekends with free admission to see one of the world's most diverse collection of rare plants!

[See insights and ads](#)

[Boost post](#)



1K

192 comments 630 shares



visitRaleigh

Published by Derek Allman

March 21 · 🌐

Beer festivals, barbecue throw-downs, bourbon tasting tours and more!



VISITRALEIGH.COM

The Biggest Food and Drink Events of 2024 in Raleigh, N.C.

Passionate local chefs, brewers and creative types have teamed up to guide the Raleigh area t...

[See insights and ads](#)

[Boost post](#)



462

26 comments 127 shares



visitRaleigh

Published by Derek Allman

April 22 · 🌐

One of the most spectacular dinosaur fossils ever discovered is ready to go on display in Raleigh, N.C.!



VISITRALEIGH.COM

"Dueling Dinosaurs" Ready To Be Unveiled in Raleigh, N.C.

Up close with one of the greatest dinosaur fossils ever discovered!

[See insights and ads](#)

[Boost post](#)

👍👀❤️ 2.7K

583 comments 577 shares



visitRaleigh

Published by Derek Allman

March 7 · 🌐

Revealed: the much-awaited lineup for next month's [Dreamville Festival](#) in Raleigh!



VISITRALEIGH.COM

Dreamville Festival 2024: J. Cole, Nicki Minaj, SZA, Lil Yachty and More

Dreamville Festival, J. Cole's signature, two-day music event that comes to Raleigh each spring,...

[See insights and ads](#)

[Boost post](#)

👍❤️ 441

81 comments 135 shares



visitRaleigh

Published by Derek Allman

· May 8 ·

Music, pottery, painting, pickleball, silent disco (and so. much. more!). [Artsposure](#) returns to downtown Raleigh this month!



VISITRALEIGH.COM

Celebrating 45 Years of Artsposure in Raleigh, N.C.

One of the Southeast's biggest (and longest-running) art festivals returns to downtown Raleigh...

[See insights and ads](#)

[Boost post](#)

United Arts Council of Raleigh and Wake County and 615 others 24 comments 78 shares



visitRaleigh

Published by Derek Allman

· June 25 ·

Yes, the sunflowers are on their way!
Raleigh's sunniest summer attraction returns to Dix Park in July 🌻



VISITRALEIGH.COM

Gorgeous Sunflower Fields Are Returning to Dorothea Dix Park in July

One of the Raleigh area's sunniest summer traditions returns this month!

[See insights and ads](#)

[Boost post](#)

1.5K

140 comments 308 shares



visitRaleigh

Published by Derek Allman

May 31

What a time to wine and dine in Raleigh!



VISITRALEIGH.COM

Now Open: Three New Trip-Worthy Restaurants in Raleigh, N.C.

Three highly anticipated dining spots—with incredible food, views and décor—have opened th...

[See insights and ads](#)

[Boost post](#)

1.2K

120 comments 278 shares



visitRaleigh

Published by Derek Allman

August 23

Raleigh's biggest Labor Day weekend tradition returns for a 15th annual celebration...👏, [African American Cultural Festival - Raleigh NC!](#)



VISITRALEIGH.COM

The 15th Annual African American Festival of Raleigh and Wake County Returns Over Labor Day Weekend

[See insights and ads](#)

[Boost post](#)

African American Cultural Festival - Raleigh NC and 931 others 72 comments 251 shares



visitRaleigh

Published by Derek Allman

August 30

Hootie & the Blowfish, Jelly Roll, Lake Street Dive, Post Malone, Jack the Radio, Sabrina Carpenter and so. much. more!



VISITRALEIGH.COM

70 of the Biggest Concerts This Fall in Raleigh, N.C.

Who's ready to rock? Live music is back in a big way this fall in the Raleigh area! Browse the bi...

See insights and ads

Boost post



1K

125 comments 223 shares



visitRaleigh

Published by Derek Allman

September 3

Are you ready for 11 days of high-flying rides, deep-fried foods and nightly fireworks? It's time to plan for the [N.C. State Fair!](#)



VISITRALEIGH.COM

The N.C. State Fair is Back, Oct. 17-27, in Raleigh, N.C.!

Eleven days of high-flying rides, deep-fried foods, live music, stunt shows, nightly fireworks an...

See insights and ads

Boost post



The Green Monkey, Saint Mary's School and 1.9K others

369 comments 1.1K shares


Reel insights

Viewer activity
How the post has performed since being published.

People reached	Plays	Average minutes...	Minutes viewed
111K	127.5K	0:08	15.4K

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
1.3K	27	156



visitRaleigh



Reel insights



Viewer activity

How the post has performed since being published.

People reached

189.3K

Plays

216.6K

Average minutes...

0:06

Minutes viewed

19.6K

Audience engagement

How people have engaged with the post.

Likes

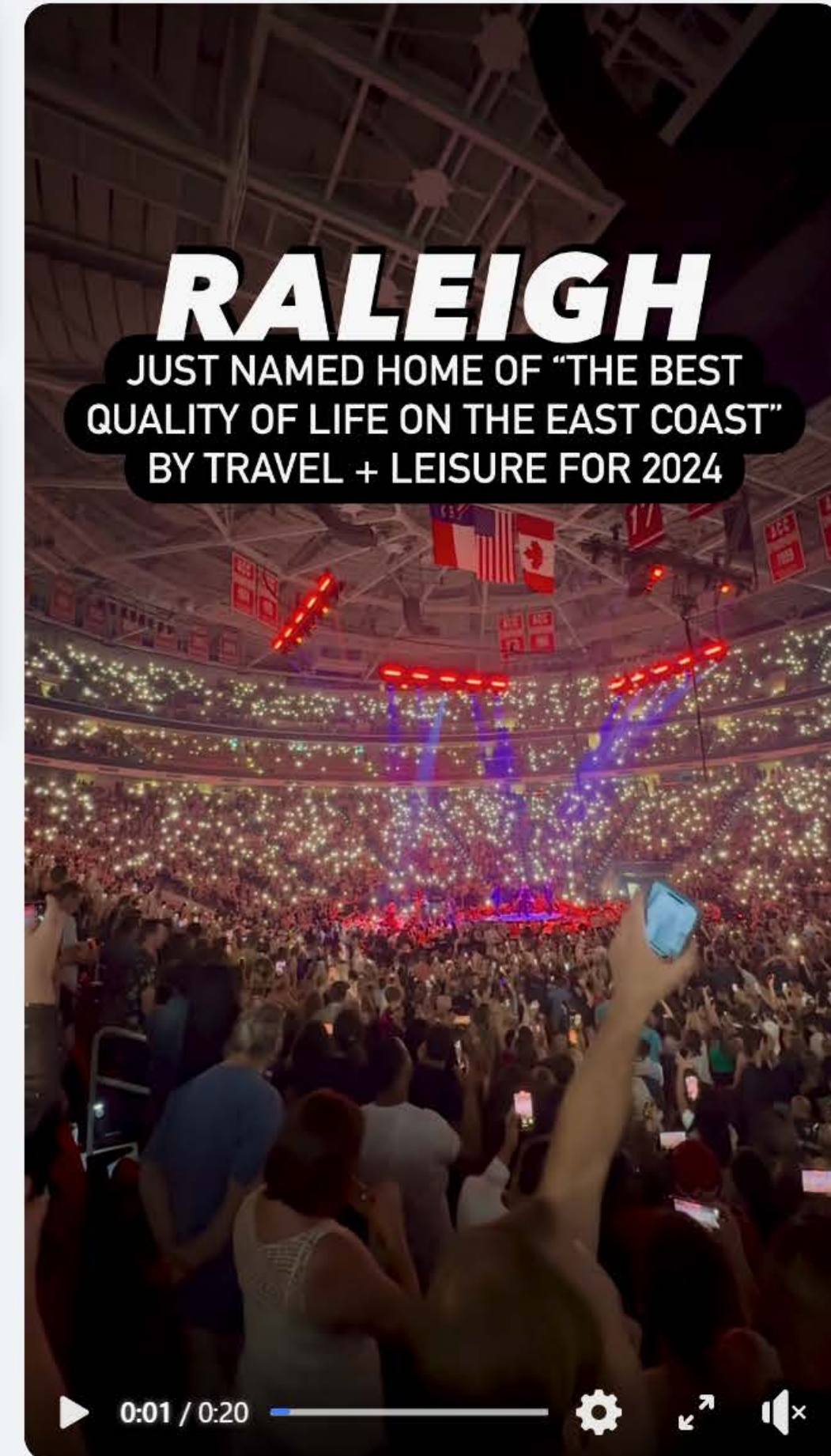
1.6K

Comments

468

Shares

473



Reel insights

Viewer activity
How the post has performed since being published.

People reached	Plays	Average minutes...	Minutes viewed
230.2K	306.1K	0:06	23.8K

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
3.1K	116	465

0:00 / 0:10

[Add featured](#) [See insights](#)


Reel insights

Viewer activity
How the post has performed since being published.

People reached	Plays	Average minutes...	Minutes viewed
384.4K	463.5K	0:09	61.4K

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
7K	128	1.3K



10
Free Attractions
in Raleigh, N.C.

0:01 / 0:33

Add featured

abundance of free attractions! From beautiful parks to fascinating art



Reel insights



Viewer activity

How the post has performed since being published.

People reached

340.7K

Plays

510.7K

Average minutes...

0:05

Minutes viewed

36.2K

Audience engagement

How people have engaged with the post.

Likes

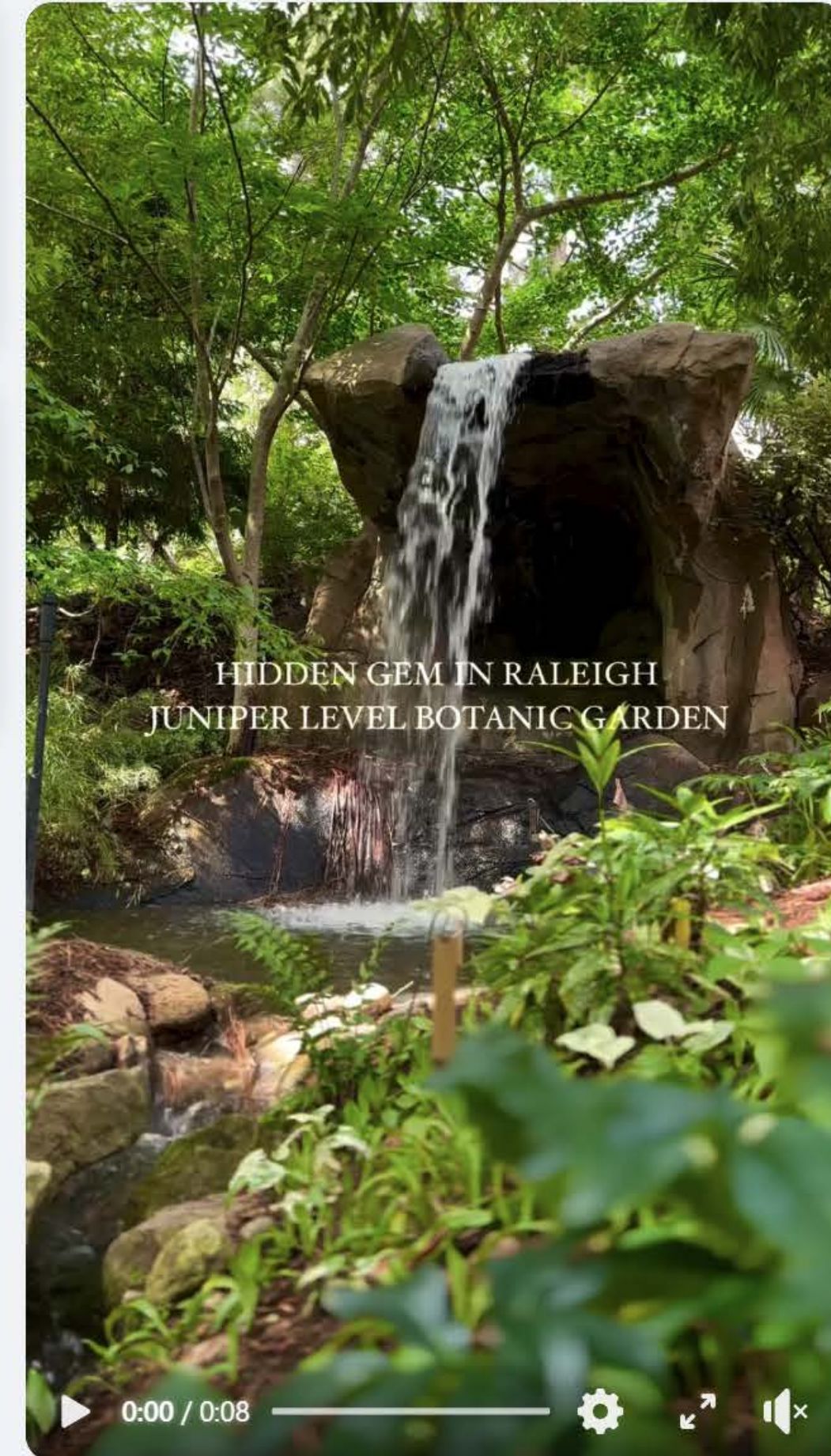
14.9K

Comments

350

Shares

1.5K



4w Like Reply Hide

Reel insights

Viewer activity
How the post has performed since being published.

People reached	Plays	Average minutes...	Minutes viewed
937.1K	1.4M	0:08	135.6K

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
14.6K	894	1.2K

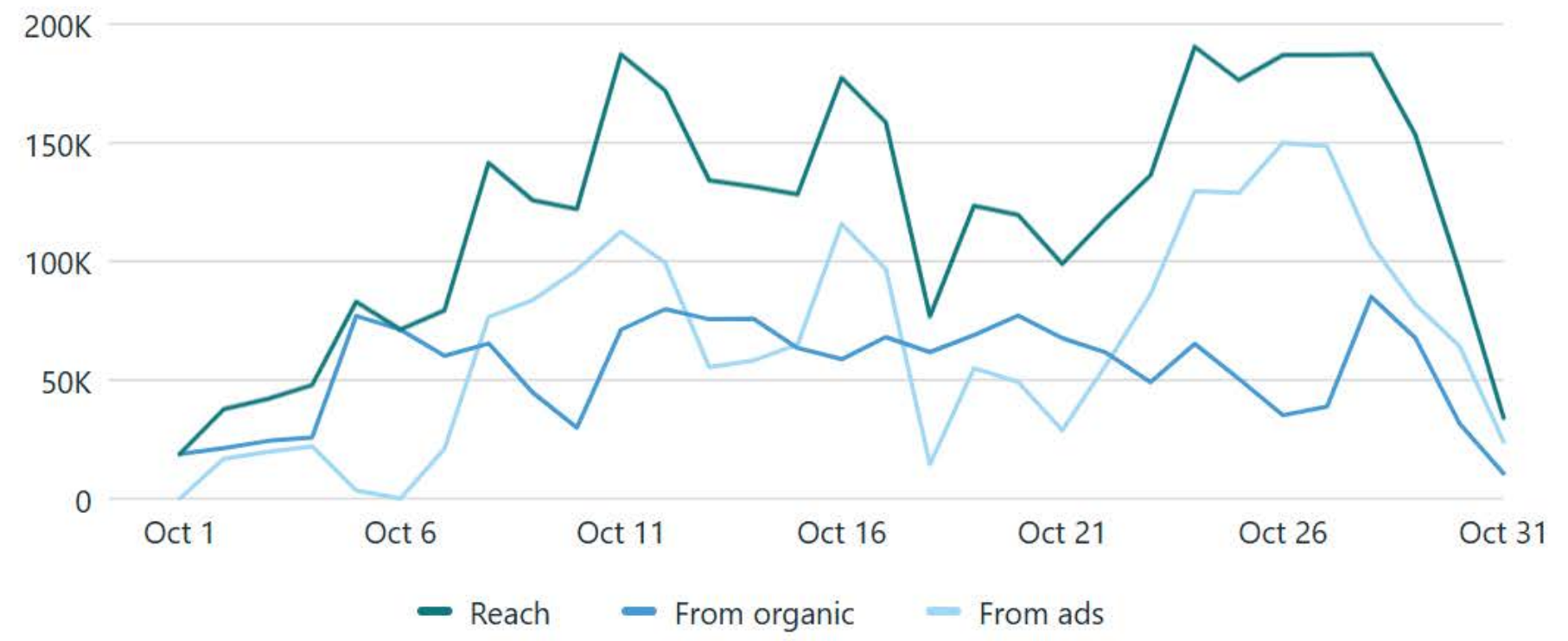
0:00 / 0:10

Content overview

Breakdown: Organic/ads

All Reels Videos Live Posts Stories

Reach 1.9M ↑ 11.5%
 3-second views 870.2K ↓ 6.3%
 1-minute views 32 ↑ 14.3%
 Content interactions 54.1K ↑ 49.9%
 Minutes viewed 144d 15h ↑ 12.9%



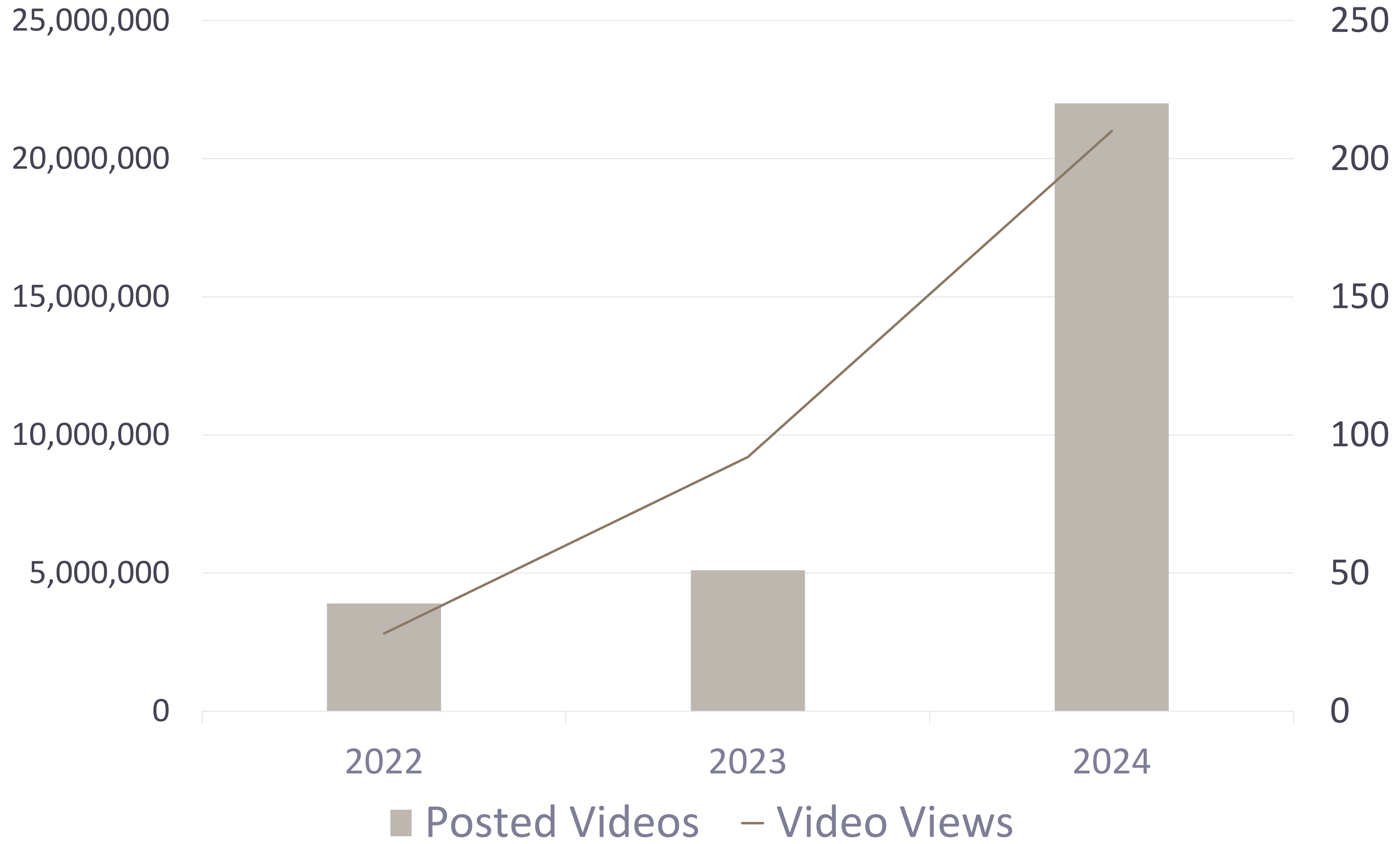
Reach breakdown
 Oct 1 – Oct 31
Total
 1,924,801 ↑ 11.5%
From organic
 1,230,819 ↑ 1.6%
From ads
 903,809 ↑ 36.7%

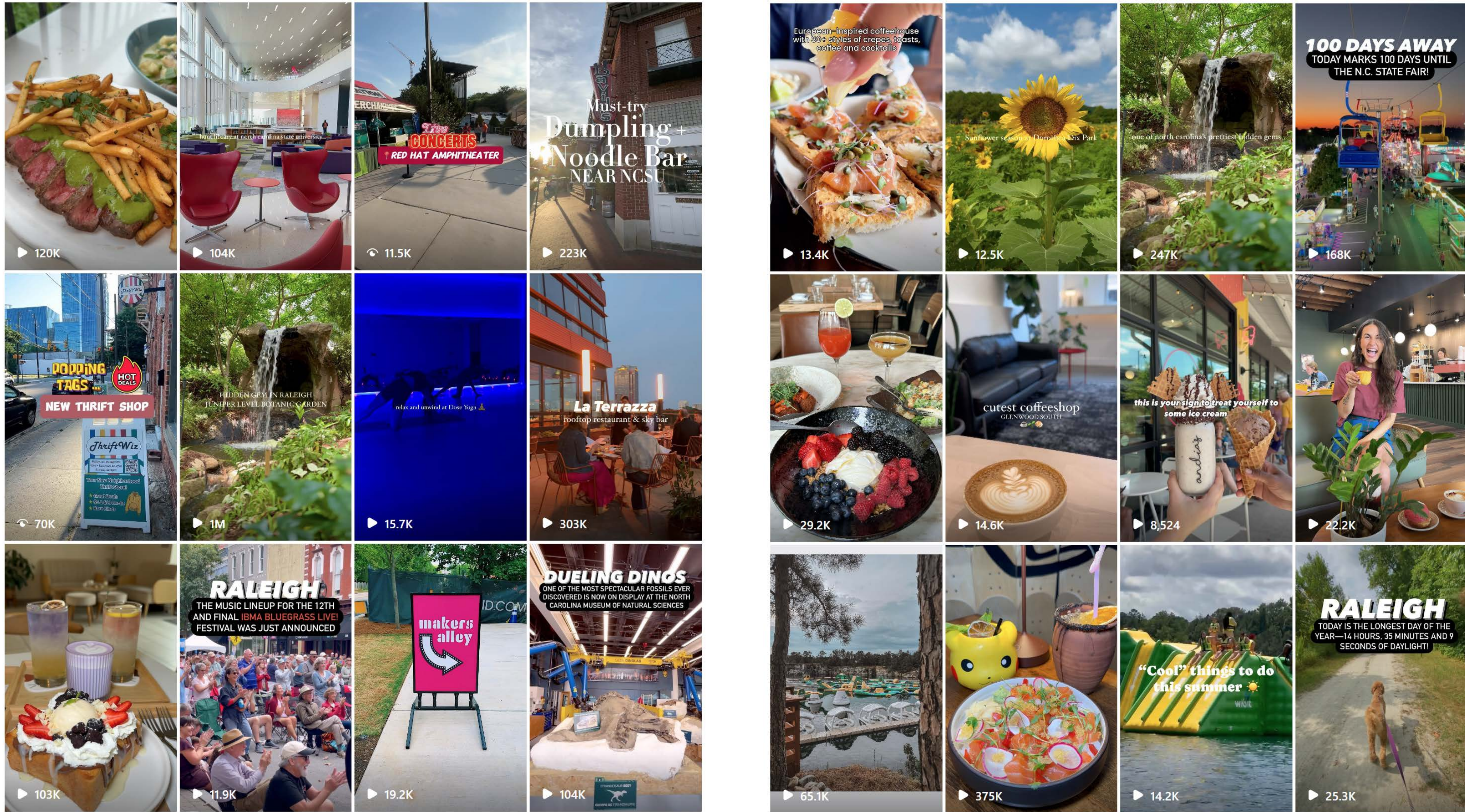
Top content by reach

Boost content See all content

<p>OPENS NOVEMBER 16! Back for a ninth...</p> <p>Wed Oct 16, 4:53pm</p> <p>430.2K 8.2K 422 1.5K</p>	<p>Are. You. Ready?! Eleven days of high-...</p> <p>Thu Oct 3, 9:41am</p> <p>330K 7K 344 843</p>	<p>The North Carolina Chinese Lantern...</p> <p>Wed Oct 23, 7:16am</p> <p>323.7K 2.4K 451 626</p>	<p>The BEST time of year for outdoor exploring!</p> <p>Mon Oct 7, 7:46am</p> <p>230.8K 999 72 130</p>	<p>The 80th annual Raleigh Christmas...</p> <p>Thu Oct 24, 12:00pm</p> <p>200.1K 978 141 205</p>
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Instagram







Views 1,241,021

Followers 6%

Non-followers 94%

Accounts reached 854,930

Interactions ⓘ

Interactions 100,349

Followers 4.6%

Non-followers 95.4%

Reels interactions 100,349

♥ Likes 60,134

🗨 Comments 218

🔖 Saves 7,346

📄 Shares 32,651



North Carolina Chinese Lantern Festival

Opening Nov. 16th
Koka Booth Amphitheatre

Views 2,151,473

Followers 2.7%

Non-followers 97.3%

Accounts reached 1,750,597

Interactions ⓘ

Interactions 232,583

Followers 4.2%

Non-followers 95.8%

Reels interactions 232,583

♥ Likes 110,792

🗨 Comments 393

🔖 Saves 36,205

📄 Shares 85,193

Social media is the latest link in this chain: a technology-driven, collective storytelling platform. Ninety-two percent of younger travelers in our survey say their last trip was motivated in some way by social media. Their major sources of social inspiration, however, aren't necessarily influencers or celebrities (30 percent) but rather friends and family (42 percent). Consumers' real-life social networks are filled with extremely effective microinfluencers.

¹Respondents could select multiple options.
Source: McKinsey State of Travel Survey, Feb 27–Mar 11, 2024 (n = 5,061)

McKinsey & Company



visitRaleigh @visitraleigh



MEDIA UPLOADS
1,849

FOLLOWERS
88,934

FOLLOWING
1,898

ENGAGEMENT RATE 
7.26%

AVG LIKES
6,407.50

AVG COMMENTS
48.50

WEB




visitRaleigh @visitraleigh



MEDIA UPLOADS
1,836

FOLLOWERS
85,865

FOLLOWING
1,889

ENGAGEMENT RATE 
12.54%

AVG LIKES
10,715.70

AVG COMMENTS
50.94

User Summary

Detailed Statistics



Visit Austin TX @visitaustintx



MEDIA UPLOADS
1,923

FOLLOWERS
167,936

FOLLOWING
2,658

ENGAGEMENT RATE
0.56%

AVG LIKES
920.75



Nashville Tennessee @visitmusiccity



MEDIA UPLOADS
7,968

FOLLOWERS
200,029

FOLLOWING
2,201

ENGAGEMENT RATE
0.22%

AVG LIKES
439.69



Boston.com @boston



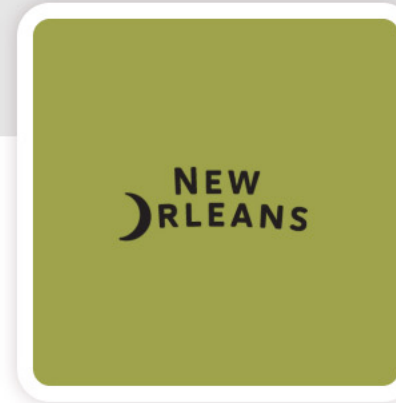
MEDIA UPLOADS
6,027

FOLLOWERS
481,797

FOLLOWING
4,386

ENGAGEMENT RATE
0.74%

AVG LIKES
3,516.62



Visit New Orleans @visitneworleans



MEDIA UPLOADS
1,324

FOLLOWERS
374,491

FOLLOWING
1,000

ENGAGEMENT RATE
0.65%

AVG LIKES
2,379.50



Charlotte @charlottesgotalot



MEDIA UPLOADS
2,631

FOLLOWERS
147,973

FOLLOWING
1,649

ENGAGEMENT RATE
0.55%

AVG LIKES
810.13



Visit Richmond @visitrichmondva



MEDIA UPLOADS
2,786

FOLLOWERS
98,143

FOLLOWING
243

ENGAGEMENT RATE
0.62%

AVG LIKES
605.63



Experience Columbus @experiencecolumbus



MEDIA UPLOADS
3,730

FOLLOWERS
112,818

FOLLOWING
2,480

ENGAGEMENT RATE
0.62%

AVG LIKES
691.31



Washington DC @visitwashingtondc



MEDIA UPLOADS
4,795

FOLLOWERS
350,467

FOLLOWING
1,479

ENGAGEMENT RATE
0.55%

AVG LIKES
1,916.50



Discover Durham @durhamnc



MEDIA UPLOADS
2,673

FOLLOWERS
97,610

FOLLOWING
1,968

ENGAGEMENT RATE
0.72%

AVG LIKES
692.19



Visit Philly @visitphilly



MEDIA UPLOADS
4,581

FOLLOWERS
307,387

FOLLOWING
1,923

ENGAGEMENT RATE
0.40%

AVG LIKES
1,184.50



VISIT DENVER @visitdenver



MEDIA UPLOADS
3,025

FOLLOWERS
170,182

FOLLOWING
878

ENGAGEMENT RATE
0.12%

AVG LIKES
198.56



VisitPITTSBURGH @visitpittsburgh



MEDIA UPLOADS
2,431

FOLLOWERS
112,794

FOLLOWING
2,640

ENGAGEMENT RATE
1.35%

AVG LIKES
1,504.19



Visit Houston @visit_houston



MEDIA UPLOADS
3,278

FOLLOWERS
251,241

FOLLOWING
828

ENGAGEMENT RATE
0.71%

AVG LIKES
1,745.56



Destination Toronto @destination_toronto



MEDIA UPLOADS
3,127

FOLLOWERS
244,258

FOLLOWING
1,200

ENGAGEMENT RATE
0.40%

AVG LIKES
884.75



Visit Savannah @visitsavannah



MEDIA UPLOADS
5,165

FOLLOWERS
187,969

FOLLOWING
656

ENGAGEMENT RATE
0.87%

AVG LIKES
1,619.56



Visit Seattle @visitseattle



MEDIA UPLOADS
3,992

FOLLOWERS
197,603

FOLLOWING
896

ENGAGEMENT RATE
0.70%

AVG LIKES
1,367.88



NYC Tourism @nyc tourism



MEDIA UPLOADS
7,571

FOLLOWERS
703,478

FOLLOWING
4,828

ENGAGEMENT RATE
0.22%

AVG LIKES
1,514.12



Discover Puerto Rico @discoverpuertorico



MEDIA UPLOADS
2,452

FOLLOWERS
324,997

FOLLOWING
835

ENGAGEMENT RATE
0.54%

AVG LIKES
1,677.31



Visit Orlando @visitorlando



MEDIA UPLOADS
4,393

FOLLOWERS
478,001

FOLLOWING
418

ENGAGEMENT RATE
0.24%

AVG LIKES
1,100.62



New Zealand @purenewzealand



MEDIA UPLOADS
1,798

FOLLOWERS
1,182,655

FOLLOWING
211

ENGAGEMENT RATE
0.29%

AVG LIKES
3,378.50

2025 Trends & Questions?

New hotels

Raleigh

- Hyatt House Raleigh Seaboard Station

Morrisville

- TownePlace Suites Raleigh Durham Airport

Holly Springs

- Holiday Inn Express Holly Springs - Raleigh Area



Coming soon

Opening Late 2024/2025:

- SpringHill Suites by Marriott Raleigh Garner
- Homewood Suites by Hilton Raleigh/Downtown
- Tempo by Hilton Raleigh Downtown
- The Oberlin Raleigh

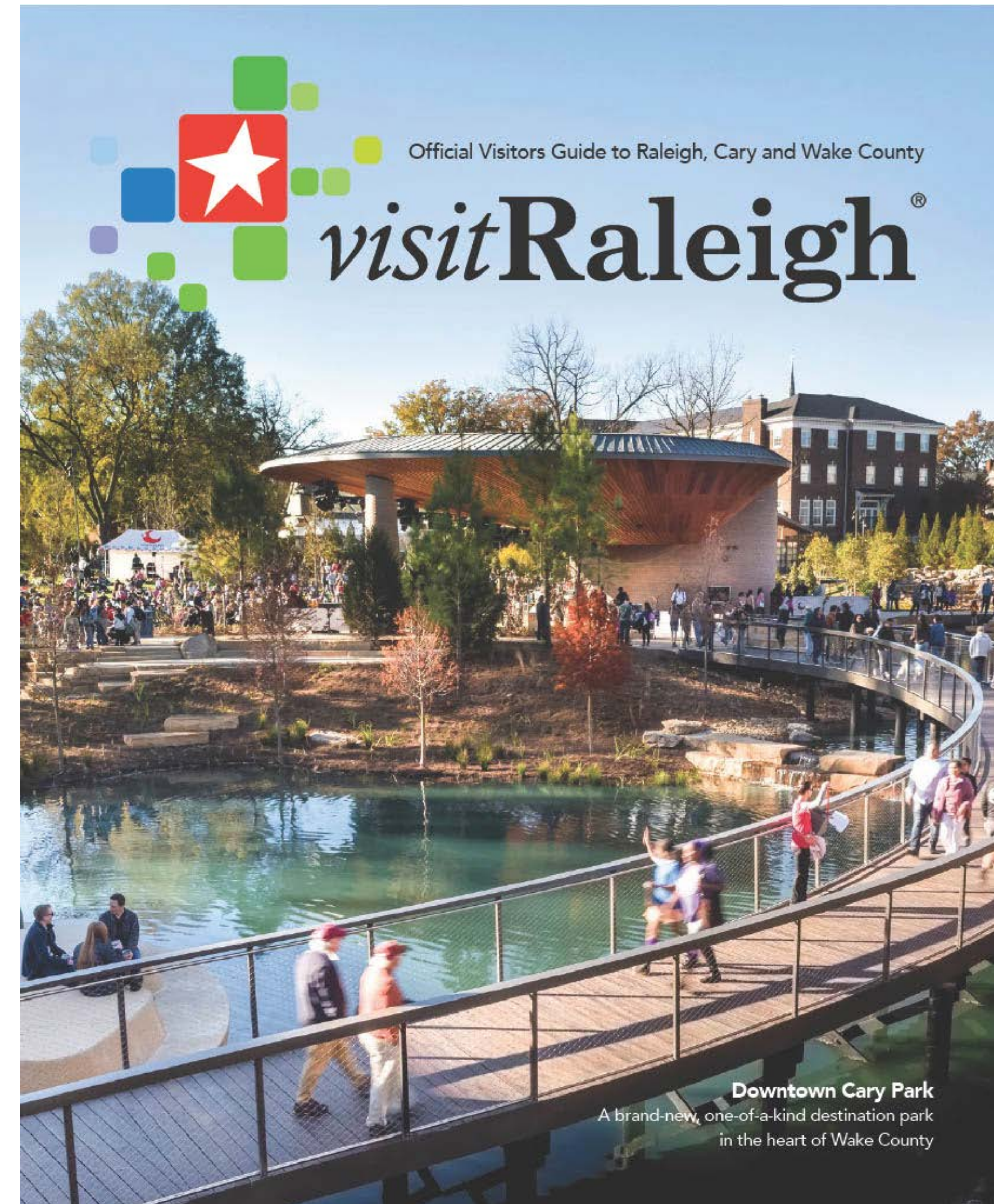


Thank you

Thank you to partners advertising in the 2025 **Official Visitors Guide to Raleigh, Cary and Wake County.**

80,000 copies of the guide will be distributed throughout the year, with 20,000+ being shipped out in Feb. 2025.

Access to the digital version will be available in Feb. 2025 at www.raleighvisitorsguide.com.





Partner survey

GRCVB Partner Marketing Survey

Help us better plan our marketing initiatives for 2025-2026.

Geared towards accommodations, events, attractions, restaurants, chambers/alliance membership groups.

Look for it in your inbox later this month.



See Raleigh Convention Center Expansion Plans

Learn about the plans and share thoughts on three exterior design options.

Afternoon and Evening Sessions

November 7

2 p.m. - 3 p.m. and 6 p.m. - 7 p.m.

Raleigh Convention Center | Exhibit Hall A



Future meetings

Winter Tourism Talk Live

Feb. 2025 • High Rail at Hyatt House Raleigh Seaboard Station

Spring Tourism Talk Live

May 2025 • Location TBA

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

Special thanks

TriGOLF

 **first tee**[®]
triangle

