visit Raleigh
Welcome!
to Tourism Talk Live!
at 421 N. Harrington St.
Wed., Nov. 30, 2022 • 10am
Andrew Baker, CGSP®
Marketing Manager
919.645.2684
abaker@visitRaleigh.com
Welcome!

to Smoky Hollow
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.
Carly Delengowski, CGSP®
Content Marketing Manager
919.645.2686
cdelengowski@visitRaleigh.com
Content Marketing Manager
How can I help you?

- Coordinate, produce and distribute content as it relates to group markets, as well as leisure!
- Assist GRCVB group departments (Sales, Sports Marketing/GRSA and Destination Services) in special content-related projects

1. Assist partners in navigating and utilizing our digital assets and promotional materials for group sales and servicing efforts
2. Oversee and create content for sports and meetings blogs, Meetings Watch and Sports Watch email marketing campaigns and planner-targeted social media content
3. Oversee group marketing website content to enhance the user experience for meeting planners and sports event planners
Content Marketing Manager

Upcoming projects

- Point of Sale presentations for major meeting hotels with 2,500+ square feet of space
- To provide hotel partners with valuable destination information that will help enhance bid proposals and maximize group sales and services

WEBSITE ASSETS

WHEN:
When providing planners with information on your Meeting District: local attractions and activities within close proximity to property

HOW:
- District section of website walk-through
  - Location on website—interactive map
  - Highlights of sections (things to do, dining etc.)
  - How these tools benefit meeting planners

SO FAR

- Collecting Meeting Profiles
- Meeting Planners Digital Marketing Tool Kit Overview
- MINT+ access and the importance of reporting data that later feeds destination selling/marketing

Tourism Talk Live • Greater Raleigh Convention and Visitors Bureau
Experiences Calendar

Bookables

Gifts

Network

Raleigh Bookables

These are customizeable experiences that you can book when it works for you!

Discover amazing creators and guides in Wake County and plan a birthday, anniversary, or get-together with just you and your group...

Adventures in Bloom – Metal Stamping Workshop
With Laura Gerenser: An excerpt from Laura on why she creates... "I have always been a lover of the arts. In elementary school, I not glued ribbon rosettes to pinbacks and sold them on the school bus. My mom is probably where I got the ‘crafting gene’ from. When I was... read more

Blending Over Bockwards – Olde Raleigh Distillery Tour
With Brandon McCraney: Brandon McCraney has spent years immersing himself in the spirits industry to dissect the world of whiskey. As Blender, he hand-selects and harvests each barrel to create distinct and flavorful small-batch spirits. As Distiller, he oversees the... read more

Brush the Skyline – Watercolors and Brews Workshop
With Lauren Blackwell: Hi there! My name is Lauren and I’ve been calling the Raleigh area home from the moment I was born. I took my first watercolor lesson when I was 15 years old and have been hooked ever since! When I’m not painting, you can usually find me singing... read more
GRCVB LEISURE TOURISM ADVERTISING
JULY 2021 - JUNE 2022

visitRaleigh

AVENIRBOLD
WHERE ARE WE?

EMERGING FROM PANDEMIC?

PENT UP WANDERLUST

IS TRAVEL SAFE?

MAKE YOUR WAY BACK

JUMP BACK IN
**FY22 Leisure Approach – Media**

<table>
<thead>
<tr>
<th>Month</th>
<th>Strategy</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>SEP</td>
<td>Focused on day-trippers and NC</td>
<td>Digital Display</td>
<td>Native</td>
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<tr>
<td>OCT</td>
<td>Expanded geography beyond NC</td>
<td>Video</td>
<td>Print</td>
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**Increased spend in VA and SC**
FY22 LEISURE APPROACH – CREATIVE

DIGITAL DISPLAY

PRINT

NATIVE

DIGITAL DISPLAY

PRE-ROLL VIDEO
FY22 Campaign Highlights | Leisure

- 22,267,302 impressions
- 66,235 site visits
- 71% bounce rate
- 0:02:17 average time on page
- People who saw a Visit Raleigh ad were 3x more likely to visit the site than those who did not see an ad
LEISURE – FY22 RESULTS

• Website traffic is vital to the overall effort; however, we strive to connect in-market spending to advertising investment whenever possible.

• Epsilon 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 Epsilon spend (which accounts for 30% of total Leisure spend) drove more than $9 million in measured visitor spend as of Sept 2022 (90-day lag window from when campaign ended in June).

Media runs 90 miles outside of Wake County.
Epsilon – List of Categories

- **Lodging**
  Hotels, Motels, Inns, Vacation Rentals

- **Retail**
  Big Box, Local Retail, Specialty Stores

- **Restaurant & Bar**
  Restaurants, Bars, Food Halls

- **Gas & Convenience**
  Gas Stations & Convenience Stores

- **Grocery**
  Grocery Stores & Specialty Markets

- **Recreation & Entertainment**
  Attractions, Museums, Vehicle Rentals, Cruise & Tours, Golf, Fishing, Sports Events, etc.
### Campaign Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Measured Visitor Spend</td>
<td>$9.4M</td>
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<tr>
<td>Measured ROI</td>
<td>$110:1</td>
</tr>
<tr>
<td>Unique Individuals Reached</td>
<td>283K</td>
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<tr>
<td>Total Visitors</td>
<td>45.2K</td>
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<tr>
<td>Messaged Traveler Rate</td>
<td>15.9%</td>
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<tr>
<td>Total Transactions</td>
<td>194K</td>
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<tr>
<td>Average Purchases Per Visitor</td>
<td>4.3</td>
</tr>
<tr>
<td>Average Messaged Yield Per Visitor</td>
<td>$208</td>
</tr>
</tbody>
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Note: NEI measures on average about 60% of non-cash transactions

Campaign Flight: October 7, 2021 – June 30, 2022
Measurement Window: October 7, 2021 – September 30, 2022
**VISITOR SPEND & TRANSACTIONS BY CATEGORY**

- 6% of measured visitor spend and 2% of transactions occurred within the Hotel & Lodging category
- Total Visitor Spend, Lodging: $548K
  - Approximately 4,769 room nights driven (based on ADR of $114.94)
- ROI, Lodging Category Alone: $6.4 : 1
- Average Lodging Transaction: $230

- **33% of measured visitor spend** and **21% of transactions** came from the Retail category
VISITORS' STOPS WITHIN WAKE COUNTY

- 10.3% of measured visitor spend in Wake County came from the 27609 ZIP code—that measured visitor spend was driven by 3.3K visitors
- ZIP codes in North Hills, downtown Raleigh, Apex and Wake Forest drove higher than average spend per visitor
VISITATION & SPEND BY FEEDER MARKET

- 19% of measured visitor spend generated in Wake County came from the Charlotte DMA—that measured spend was driven by 21% of visitors.

- Raleigh-Durham, Washington DC, Norfolk, Greenville, Richmond, and Roanoke represent DMA feeder markets that over index for spend vs. Visitation; on average, visitors from these feeders spend more during their visit.

Excluding the Raleigh-Durham DMA, the other high-yield markets made up 22% of total visitor spend and 19% of visitation.
FISCAL YEAR 2022

LEARNINGS
• Video drove high engagement which is key for converting to visits
• Markets beyond NC are seeing growth
• Revenue data confirmed importance of key markets outside of NC

FISCAL YEAR 2023

IMPLICATIONS
• Added streaming TV in NC, SC and VA and Linear Cable in NC
• Increased spend in VA and SC while NC continuing to get the highest investment
• Continued to prioritize learnings and metrics
  • Revenue
  • Visits
  • Cross device
Future Meetings

TBD
Feb. 2023

Marbles Kids Museum
Downtown Raleigh • May 2023
Come see Andrew
to validate your Smoky Hollow Parking Garage
**The Car Park** ticket!