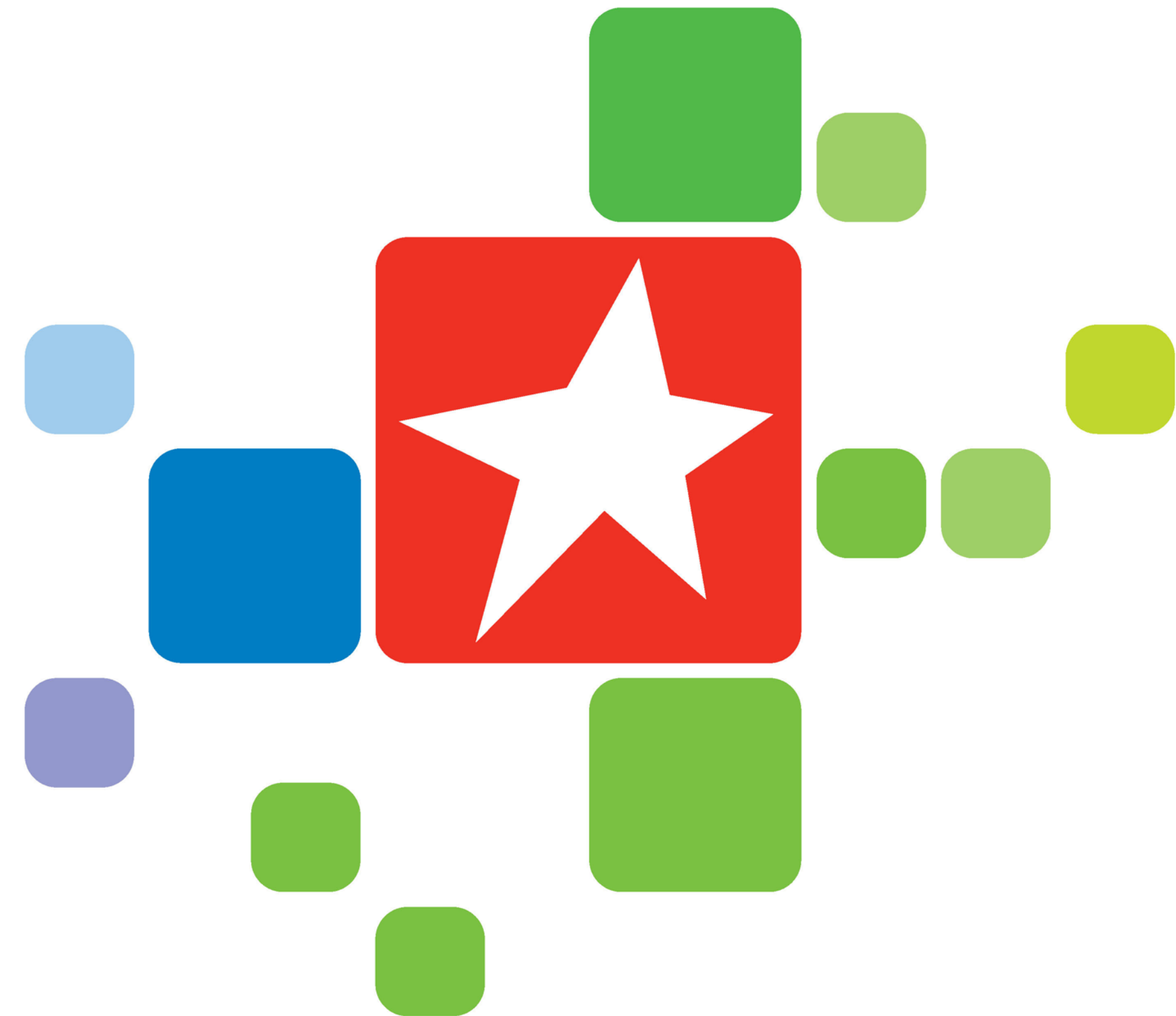




# *Welcome!*

## **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





# 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](https://visitRaleigh.com) through the end of the tournament
- The [visitRaleigh.com](https://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](mailto: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](mailto: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

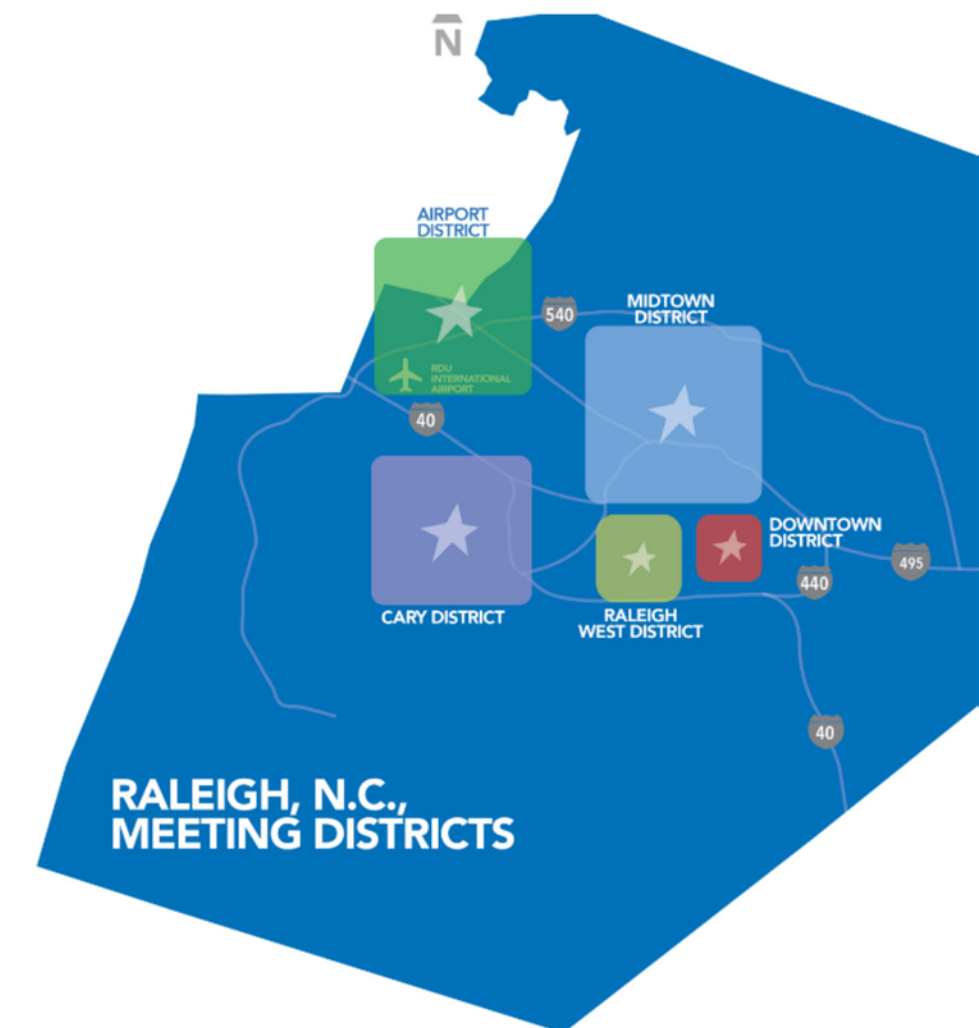
## WEBSITE ASSETS

### WHEN:

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

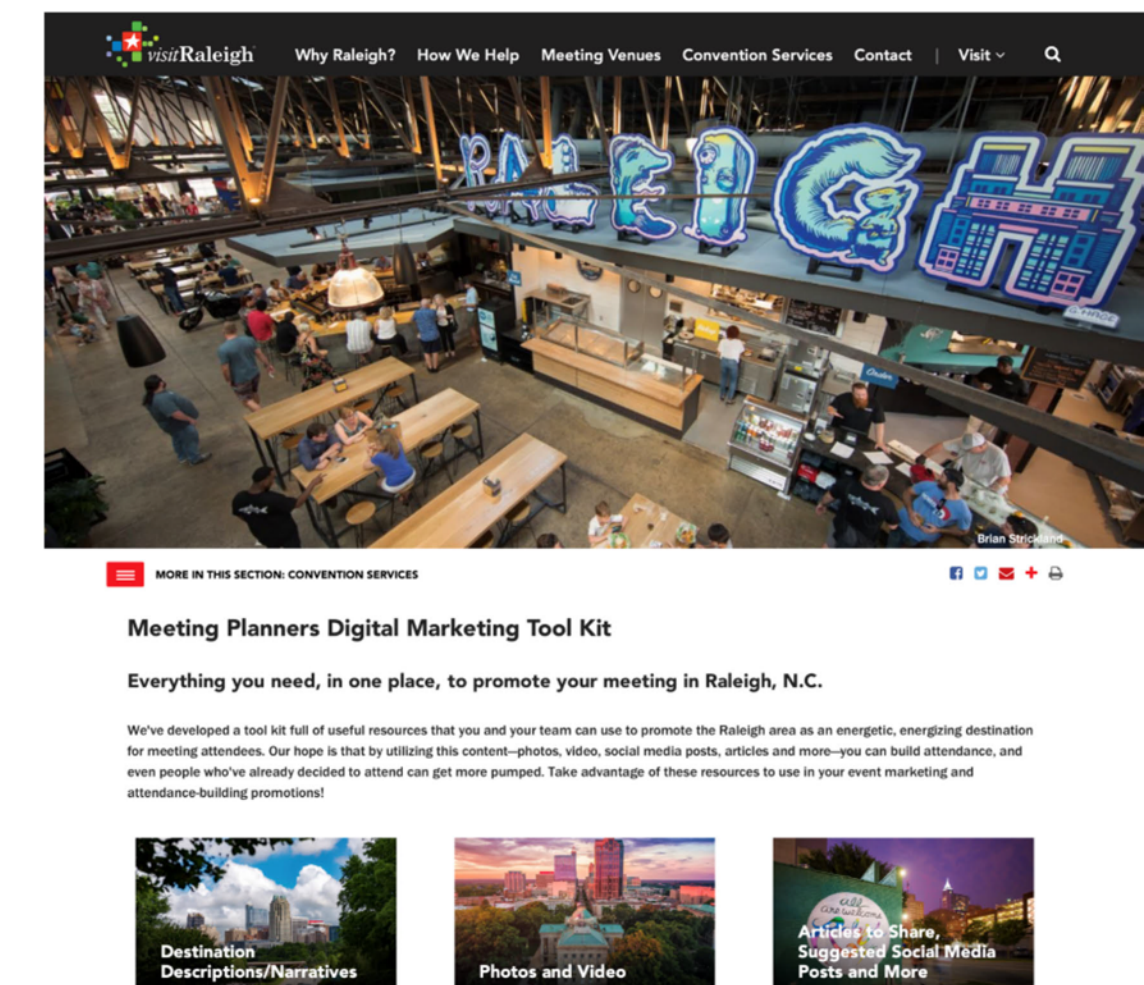
### HOW:

- 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



*P1<sub>t</sub> / people-first  
tourism*

p1experiences.com





**Craig Prince**

Experience Curator + Community Engagement  
Coordinator

**Irem Unal**

Hospitality Partnership Coordinator





# P1tourism

- 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 GerenserAn excerpt from Laura on why she creates... "I have always been a lover of the arts. In elementary school, I hot 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 Backwards – Olde Raleigh Distillery Tour

With Brandon McCraneyBrandon 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





An aerial photograph of a city skyline at sunset. The sky is filled with vibrant orange and pink clouds. In the foreground, a large, modern stadium with a white roof and glass facade is visible. To the right, a tall construction crane stands against the sky. The city is densely packed with various buildings, including several skyscrapers. The overall scene captures a dramatic urban landscape during the 'golden hour' of sunset.

# SITUATION

## APPROACH

## RESULTS

## WHAT'S NEXT



**WHERE ARE WE?**

**EMERGING FROM PANDEMIC?**

**PENT UP WANDERLUST**

**IS TRAVEL SAFE?**

**MAKE YOUR WAY BACK**

**JUMP BACK IN**





A photograph of a wooden boardwalk with railings leading through a forest. The ground is covered with fallen brown leaves. The trees on either side have green and yellow foliage, suggesting autumn. The sky is blue with some white clouds. The boardwalk is made of dark wooden planks and has a railing made of dark wood on both sides. The path leads straight ahead into the distance.

SITUATION

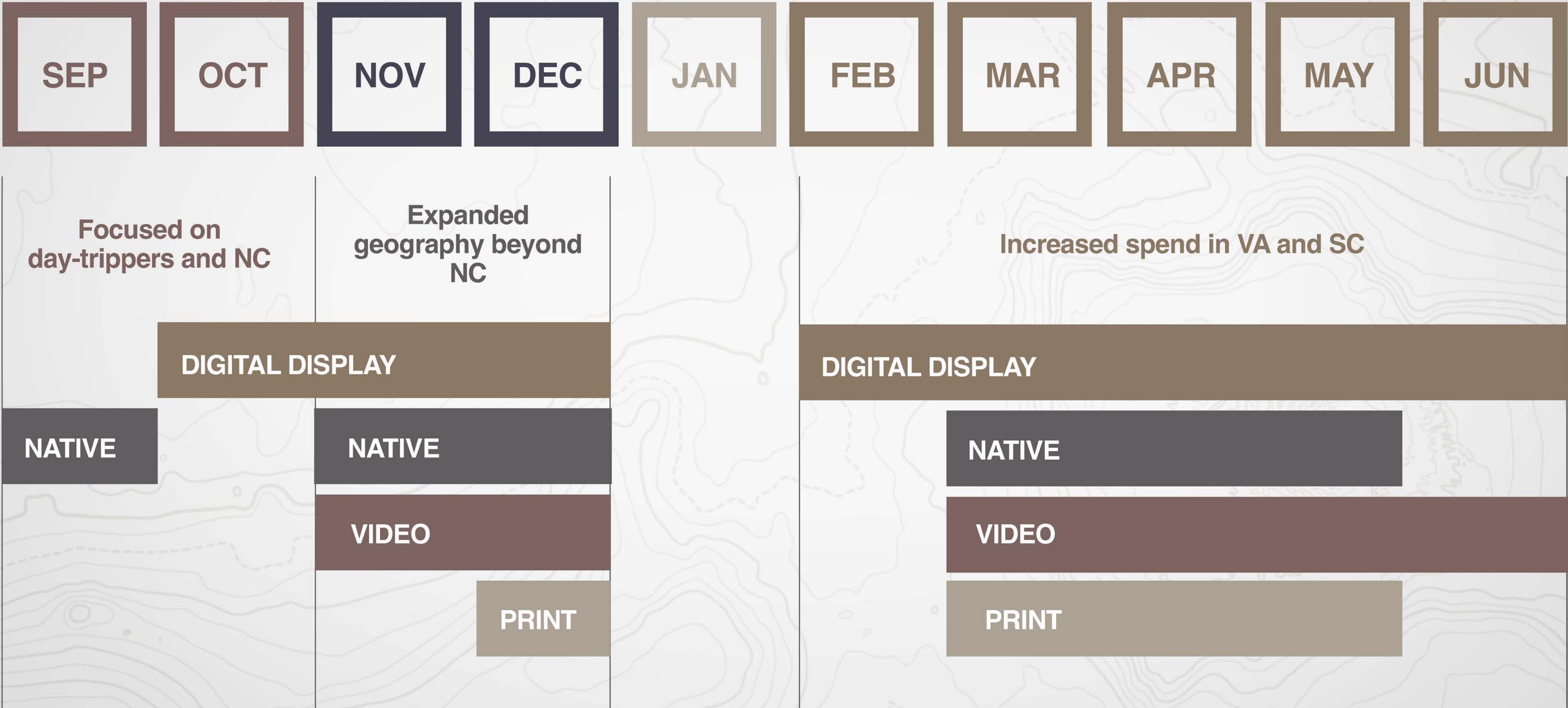
APPROACH

RESULTS

WHAT'S NEXT



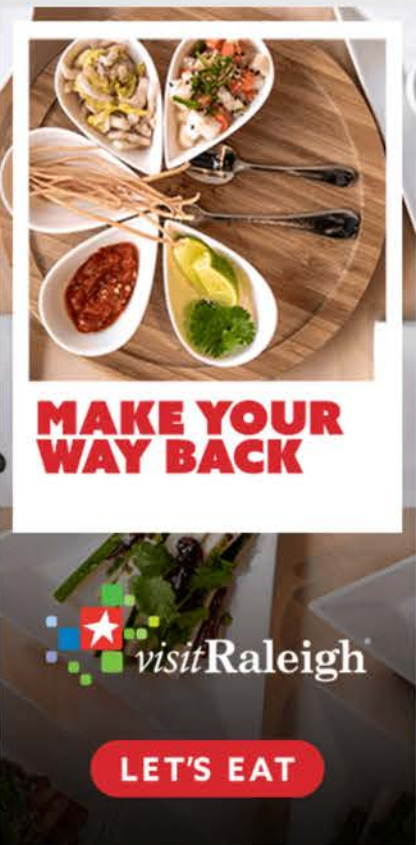
# FY22 LEISURE APPROACH – MEDIA





# FY22 LEISURE APPROACH – CREATIVE

DIGITAL DISPLAY



PRINT

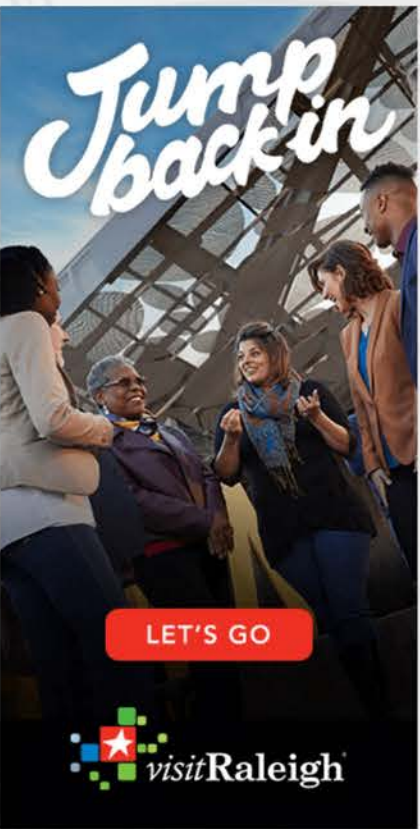


NATIVE

PRINT



PRE-ROLL VIDEO



DIGITAL DISPLAY





SITUATION

APPROACH

**RESULTS**

WHAT'S NEXT



# FY22 CAMPAIGN HIGHLIGHTS | LEISURE

**22,267,302**  
IMPRESSIONS

**71%**  
BOUNCE RATE

**66,235**  
SITE VISITS

**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

The Epsilon logo consists of the word "EPSILON" in a bold, white, sans-serif font, centered within a black rectangular box. A small registered trademark symbol (®) is located at the top right of the word.

**EPSILON®**

- 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



## **Restaurant & Bar**

Restaurants, Bars, Food Halls



## **Grocery**

Grocery Stores & Specialty Markets



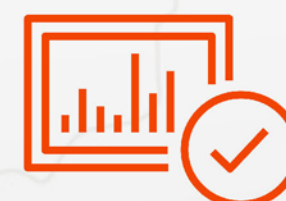
## **Retail**

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

**\$9.4M**  
MEASURED VISITOR  
SPEND

**\$85K**  
INVESTMENT

**\$110:1**  
MEASURED ROI

**283K**  
UNIQUE INDIVIDUALS  
REACHED

**45.2K**  
TOTAL VISITORS

**15.9%**  
MESSAGED  
TRAVELER RATE

**194K**  
TOTAL  
TRANSACTIONS

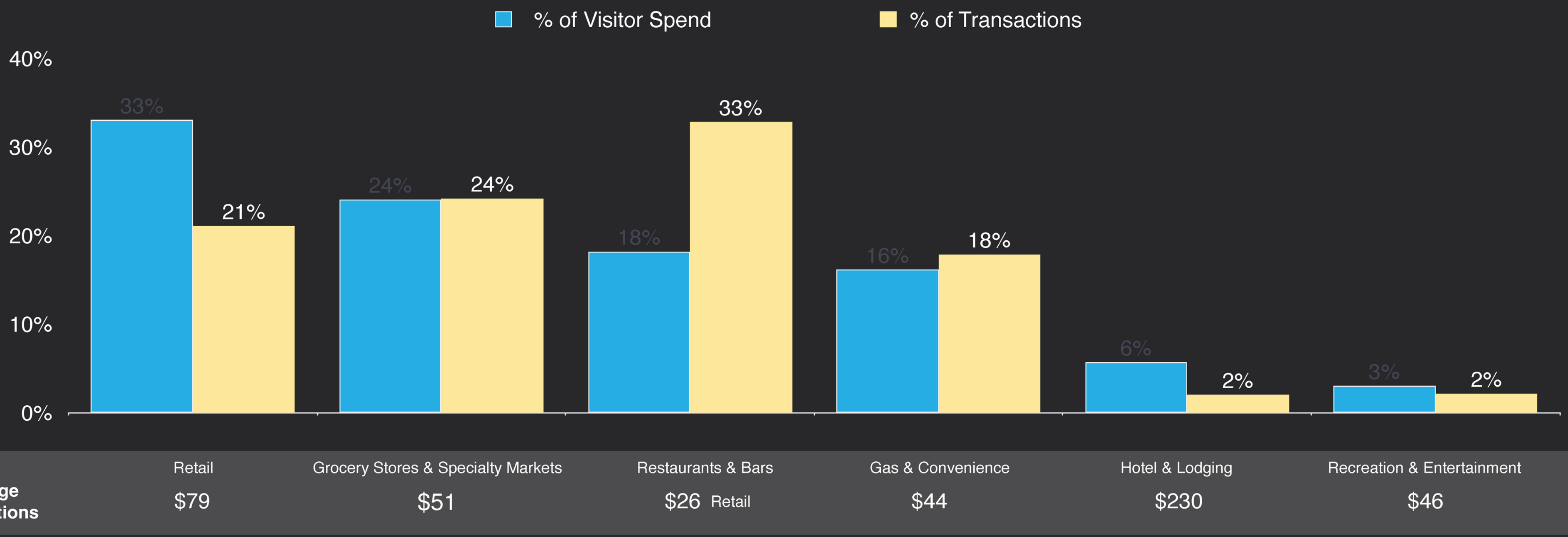
**4.3**  
AVERAGE  
PURCHASES  
PER VISITOR

**\$208**  
AVERAGE  
MESSAGED YIELD  
PER VISITOR

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

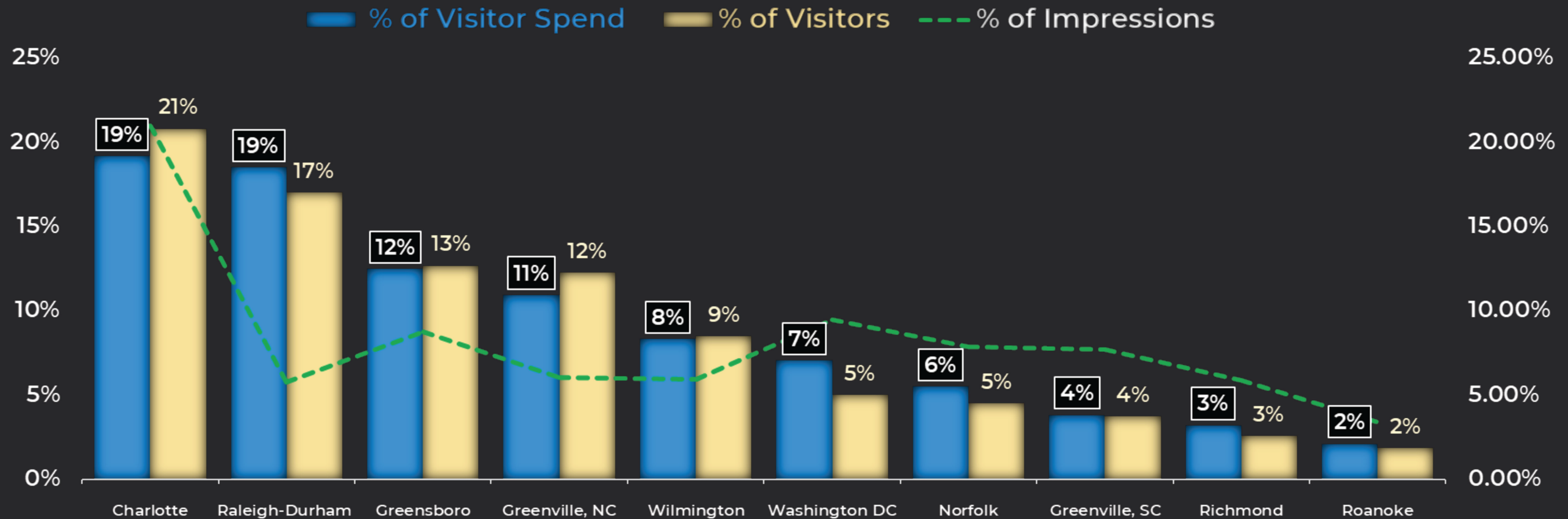


# VISITORS' STOPS WITHIN WAKE COUNTY

- 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

ZIP	Features	Visitor Spend	Visitors	% Total Visitor Spend	Yield Per Visitor
27609	North Hills	\$1,317,741	3,335	10.3%	\$402
27612	Crabtree Valley	\$843,457	2,405	6.6%	\$351
27604	Capital Blvd. Corridor	\$758,855	1,755	5.9%	\$432
27518	Cary	\$678,098	2,095	5.3%	\$324
27502	Apex	\$603,751	1,331	4.7%	\$467
27587	Wake Forest	\$587,087	1,257	4.6%	\$454
27601	Downtown Raleigh	\$562,732	1,384	4.4%	\$407
27523	Cary	\$506,330	1,728	4.0%	\$293
27502	Apex	\$496,076	1,235	3.9%	\$402
27560	RDU Airport & Hotels, Morrisville	\$493,512	2,261	3.9%	\$218

# 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





SITUATION

APPROACH

RESULTS

WHAT'S NEXT



**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**

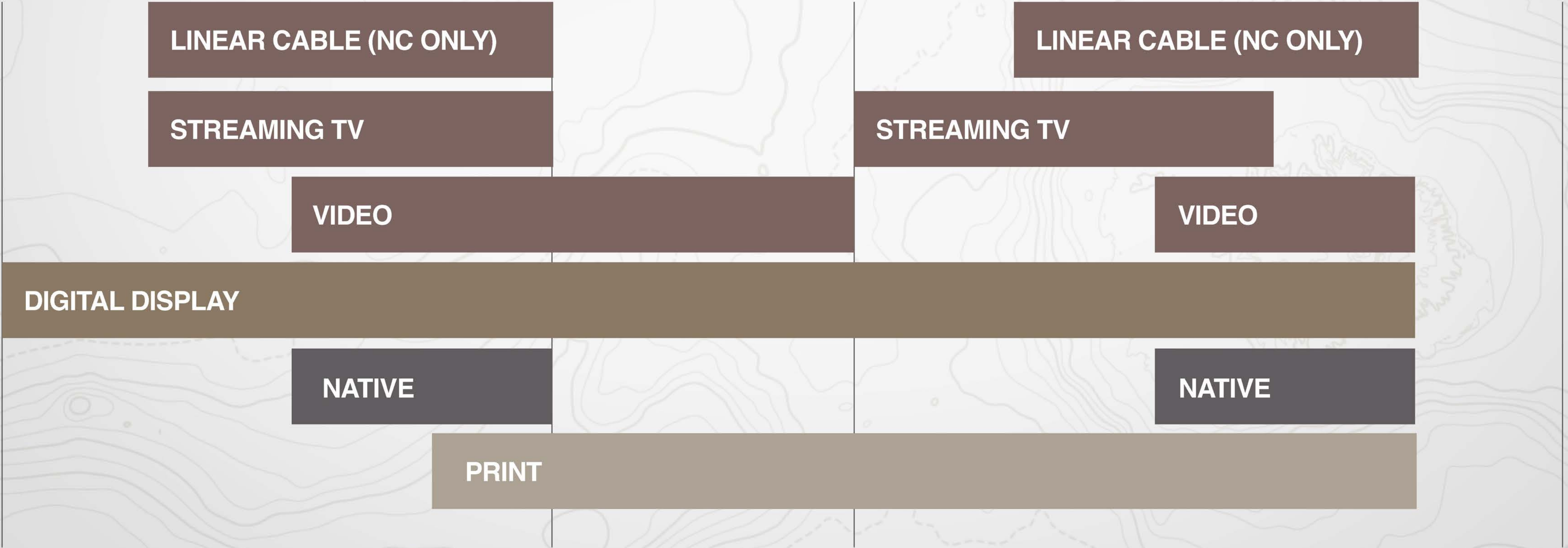
- Added streaming TV in NC, SC and VA and Linear Cable in NC
- Increased spend in VA and SC while NC continuing to get the highest investment
- Continued to prioritize learnings and metrics
  - Revenue
  - Visits
  - Cross device



# FY23 LEISURE APPROACH – MEDIA

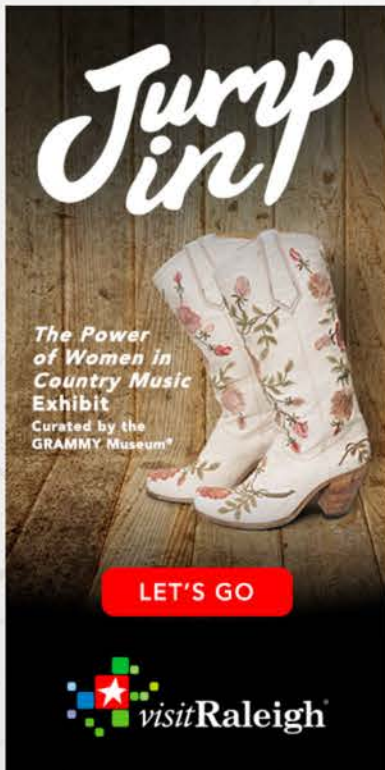


NORTH CAROLINA, SOUTH CAROLINA AND VIRGINIA





# FY23 LEISURE – CREATIVE



DIGITAL DISPLAY



PRINT



NATIVE



PRE-ROLL VIDEO



# Future Meetings

**TBD**

Feb. 2023

**Marbles Kids Museum**

Downtown Raleigh • May 2023



# THE CAR PARK

Come see Andrew  
to validate your Smoky Hollow Parking Garage  
**The Car Park** ticket!

