

*visit*Raleigh®

WELCOME TO
TOURISM
TALK
LIVE



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MARKETING MANAGER
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**Welcome
to
Red Bird**

Residence INN
BY MARRIOTT

RALEIGH
DOWNTOWN



SUMMIT HOSPITALITY
GROUP, LTD.



New Staff



Anjali Nimesh, CGSP®
Destination Services
Coordinator



Linda Harrell
Convention Sales
Coordinator

Jonathan Freeze, CDME, EDP

**VICE PRESIDENT OF
MARKETING AND
COMMUNICATIONS**
jfreeze@visitRaleigh.com



PROFILE

Average Overnight Visitor

42.8 years old

No children in travel party (67%)

2.9 people in travel party

\$70K household income

From N.C. and Southeast U.S.

Drives to the Raleigh area

Staying 2.5 nights here

Usually staying in hotels (60%)



Top Overnight Personas

Each respondent selects one persona that most closely describes their travel style...

BUDGET FRIENDLY TRAVELER
prioritizing affordability and value for money

25%

FAMILY TRAVELER
prioritizing activities and accommodations suitable for children

19%

OUTDOOR & ADVENTURE SEEKER
drawn to outdoor activities and thrill-seeking

11%

CULTURE/ HERITAGE/ HISTORY SEEKER
seeking local cultures, historical sites and engaging with local traditions

11%

SPECIAL EVENT TRAVELER
Traveling for music festivals, sporting events or other major events

9%

LUXURY TRAVELER
seeking high-end experiences and personalized service

7%

PROFILE

Average Day-Trip Visitor

44.3 years old

No children in travel party (66%)

2.6 people in travel party

\$68K household income

From N.C. (65%) or Va. (8%)

Drives to the Raleigh area

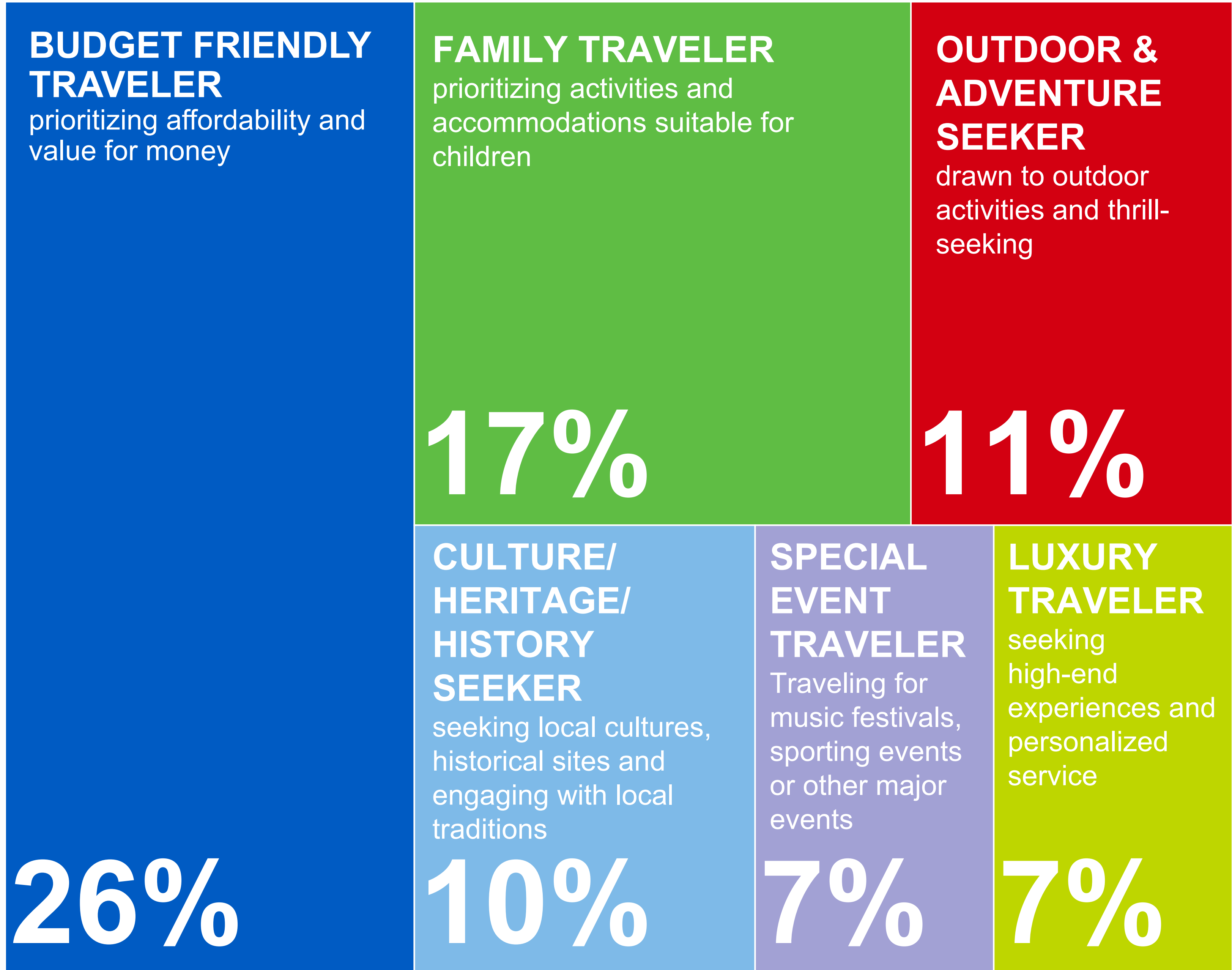
More than a third (36%) retired

9% of day-trippers do business



Top Day-Trip Personas

Each respondent selects one persona that most closely describes their travel style...



CY 2025

Monitoring Changes

Young children in overnight travel parties (33%)

Overnight visitors' participation in entertainment activities down by 5 ppts



Monitoring Changes

Overnight visitors' fast-food dining at its lowest (down by 7 ppt = 50%)

Though farmers' market shopping up by 7 ppt



CY 2025

Monitoring Changes

Day-trip visitors' patronage of museums down by 6 ppts

Both day-trip and overnight visitors slightly less satisfied with our attractions



Designated Market Area of Origin

OVERNIGHT	2025	2024
Raleigh-Durham, N.C.	15%	13%
New York, N.Y.	10%	9%
Charlotte, N.C.	8%	7%
Greensboro-H. Point-W. Salem, N.C.	5%	5%
Greenville-New Bern-Washington, N.C.	5%	6%
Philadelphia, Pa.	3%	3%

DAY-TRIP	2025	2024
Raleigh-Durham, N.C.	33%	33%
Charlotte, N.C.	10%	9%
Greenville-New Bern-Washington, N.C.	10%	12%
Greensboro-H. Point-W. Salem, N.C.	8%	10%
New York, N.Y.	5%	4%
Wilmington, N.C.	4%	4%

Derek Allman

**ASSOCIATE DIRECTOR OF
MARKETING AND
COMMUNICATIONS**
dallman@visitRaleigh.com





2026-2027 Business Plan Highlights

**Marketing and
Communications Department**

The Basics

**Primary goal:
Increase overall
visitation to the
destination and
area hotel and
restaurant
revenues**



**Leisure, sports and
meetings and
conventions verticals**

**Supporting all GRCVB
departments (“internal
agency”)**

**Research- and ROI-
driven department**

**65+ years of destination
marketing experience,
total**

Strategy highlights, all verticals



Steward and implement destination brand strategy (raleighncbrand.com)

Website redesign project

- Fresh design
- Optimized content for AI search

Continued emphasis on social media

Convention Sales

**RCC expansion and
Omni hotel support**

**New tradeshow booth
(Sales team support)**

**Development of new
campaign messaging**

**Hosting of ACCESSE
(July 2026)**



Destination Services



CVB Attendance Promotion Practices*

- ▶ Revamped attendance promotion strategy

Department event support

- ▶ Service Provider and Venue Summit
- ▶ See For Yourself Tours
- ▶ Visitor Information Center activations

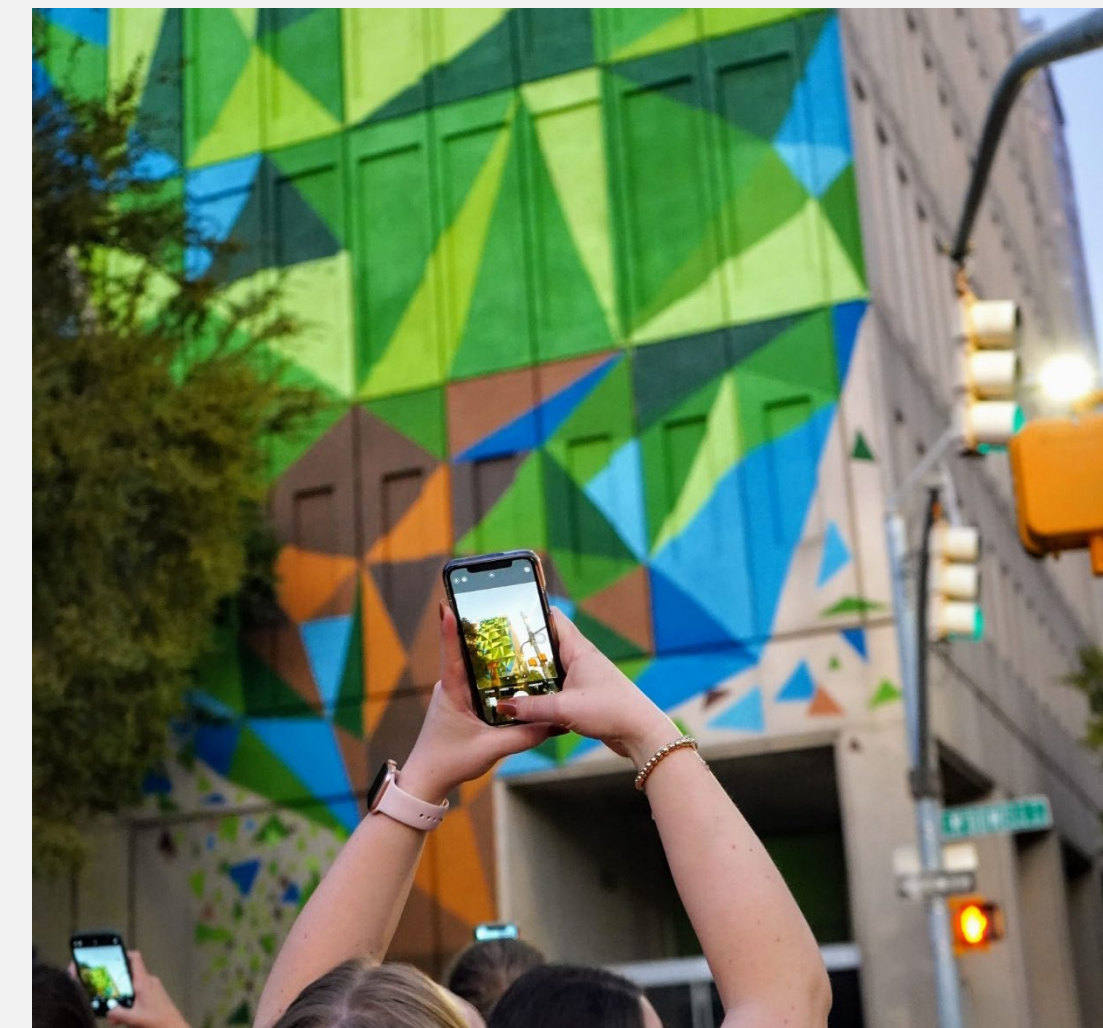
*Destinations International

**Strategic advertising,
website content and
social media publishing**

Website redesign project

**Social media
marketing strategy**
▶ **Including local
creator program**

**Special topics:
MICHELIN Guide, Wander
App, America250 etc.**



Domestic tourism



Domestic tourism

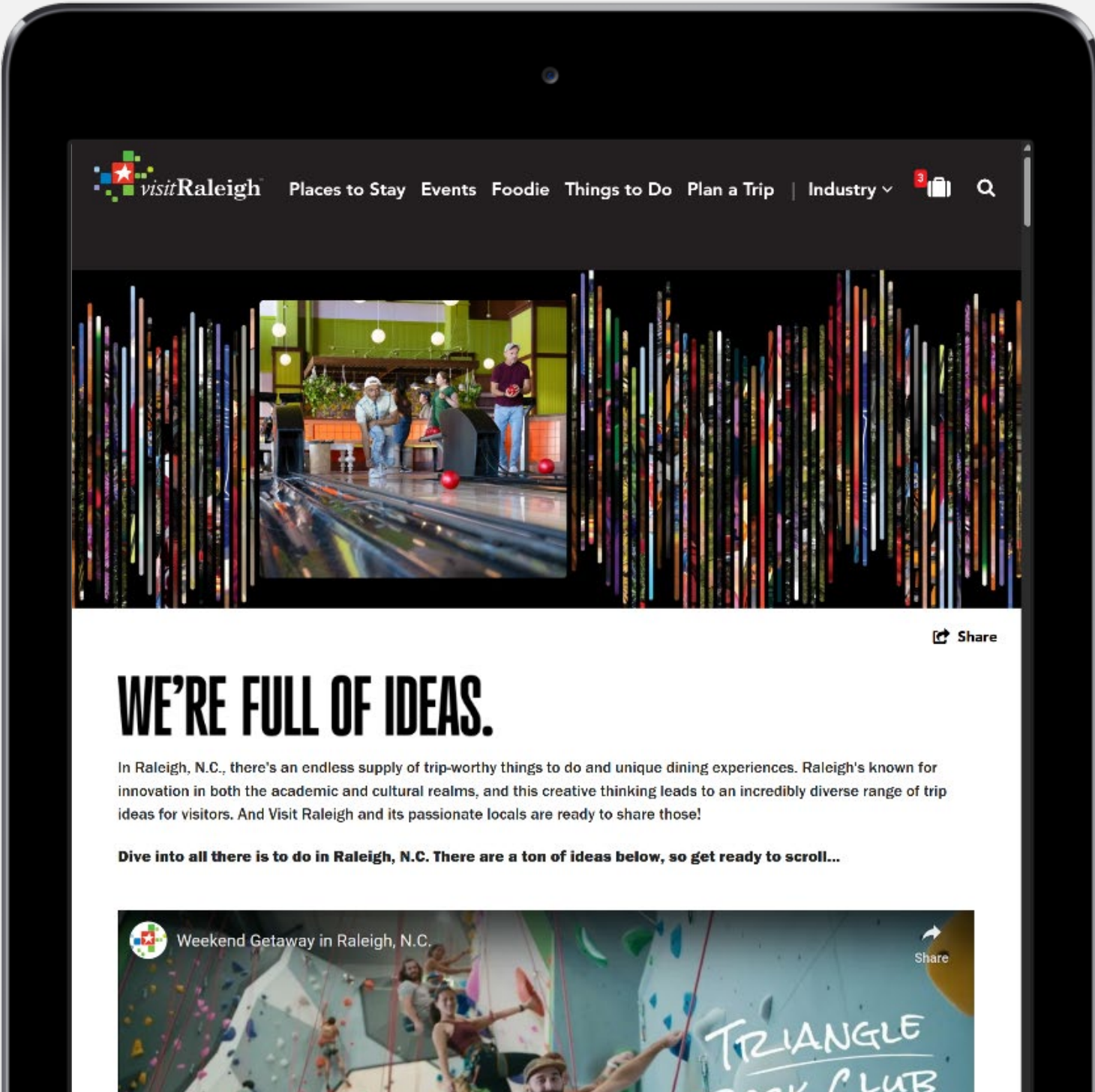
Advertising Plan



“Full of Ideas”

Emphasis: video and native ads

Tracking of economic impact



Greater Raleigh Sports Alliance



**Continuing “Full of
Ideas” campaign**

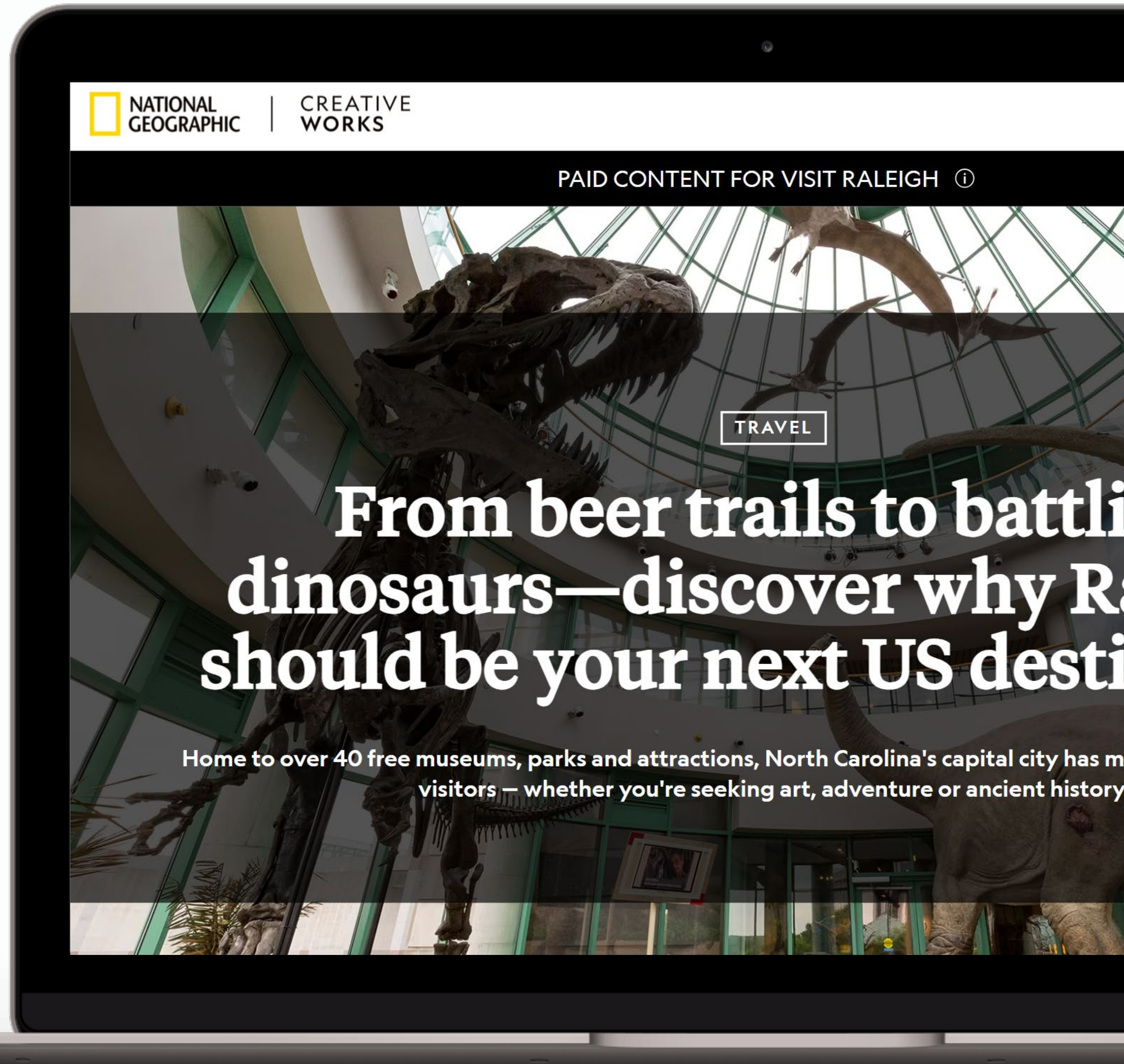
**Continued support
for major events
(TST, ACC and
NCAA events etc.)**

Public Relations

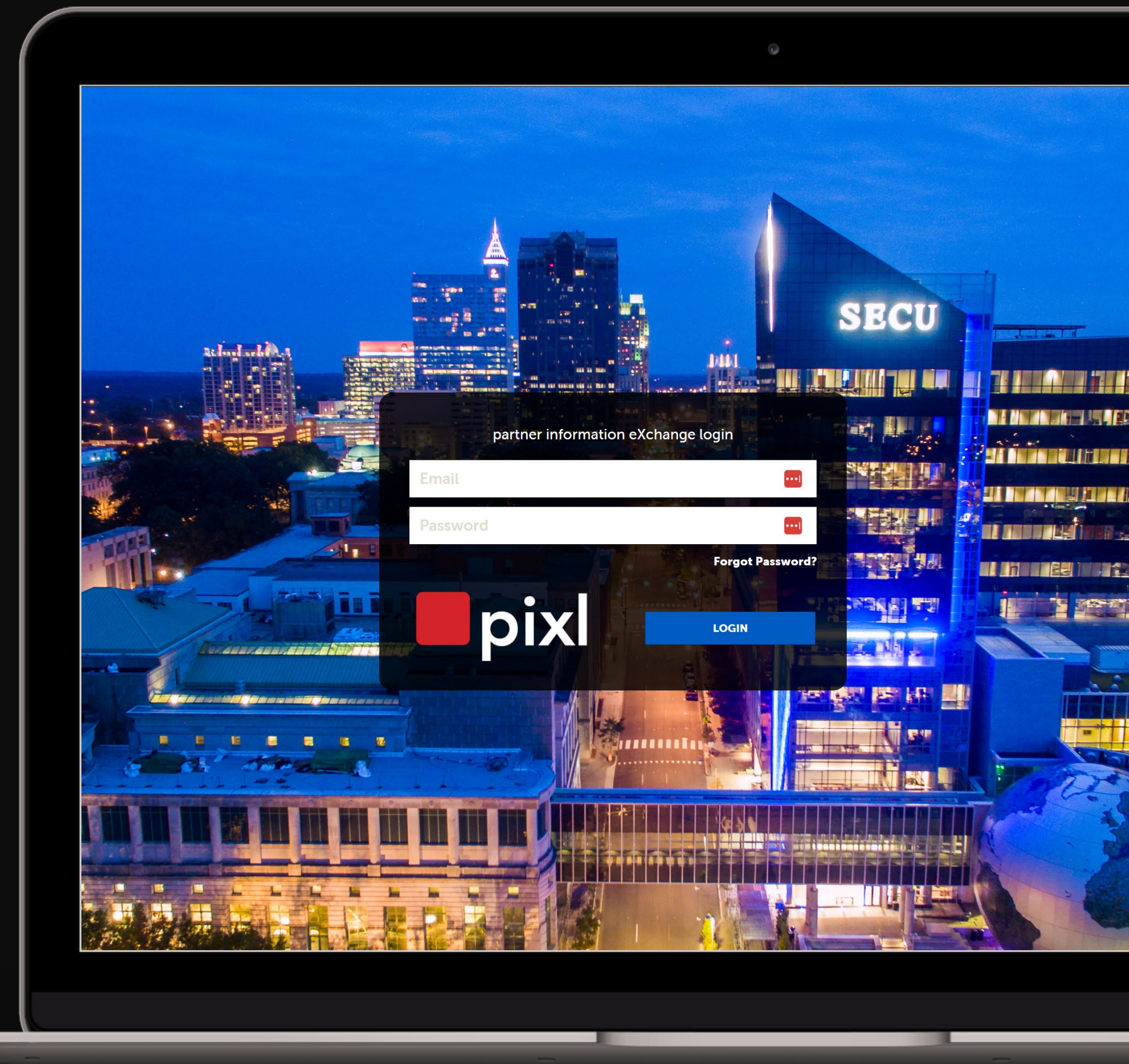
Continue to leverage earned media

Continue to align editorial strategies

Support for international advertising



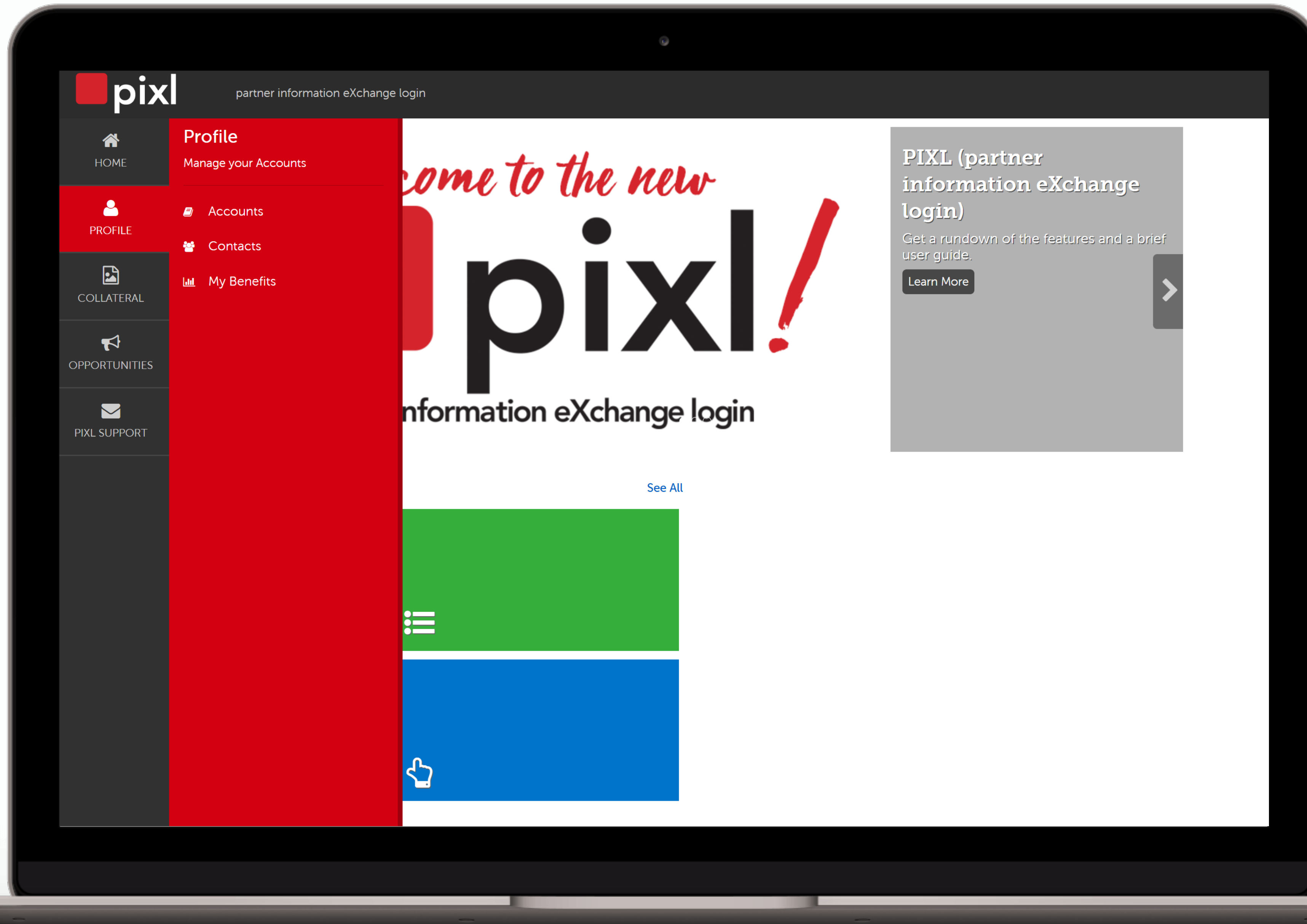
Partner Information eXchange Login (PIXL)



PIXL Dashboard

The screenshot shows the PIXL dashboard interface. At the top left is the PIXL logo and the text "partner information eXchange login". A navigation sidebar on the left contains icons and labels for HOME, PROFILE, COLLATERAL, OPPORTUNITIES, and PIXL SUPPORT. The main content area features a large "Welcome to the new pixl!" message with a red square logo and a red exclamation mark. Below this is a "partner information eXchange login" link. To the right is a grey box titled "PIXL (partner information eXchange login)" with a "Learn More" button. Below the welcome message is an "At A Glance" section with a "See All" link. It contains two cards: a green card showing "83 Listing Views" with a list icon, and a blue card showing "21 Listing Click Throughs" with a hand cursor icon.

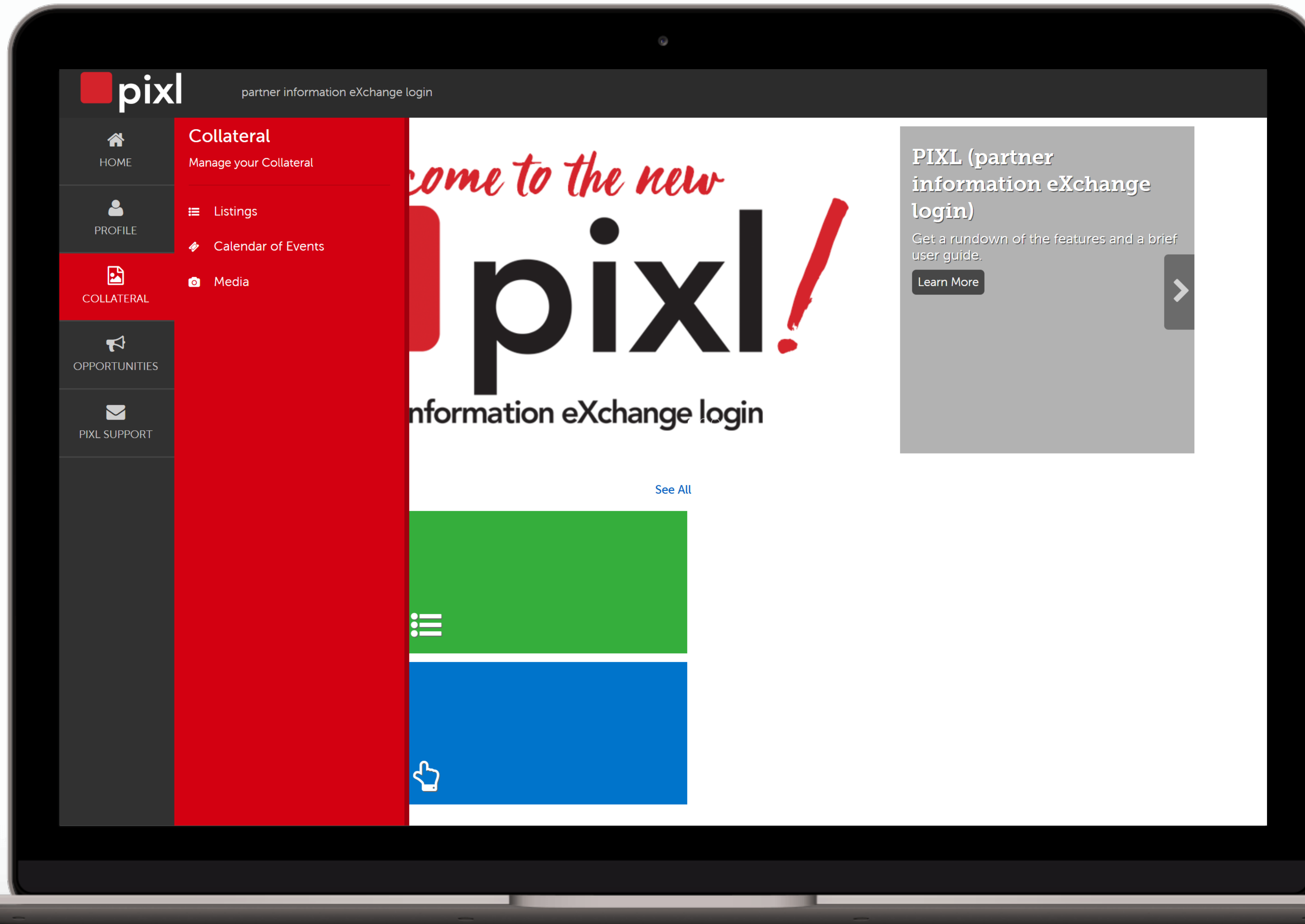
- **At A Glance** shows monthly listing page views
- **Incoming Convention and Sports Group Alerts**
- **Blogs for guides on how to utilize PIXL**



Profile

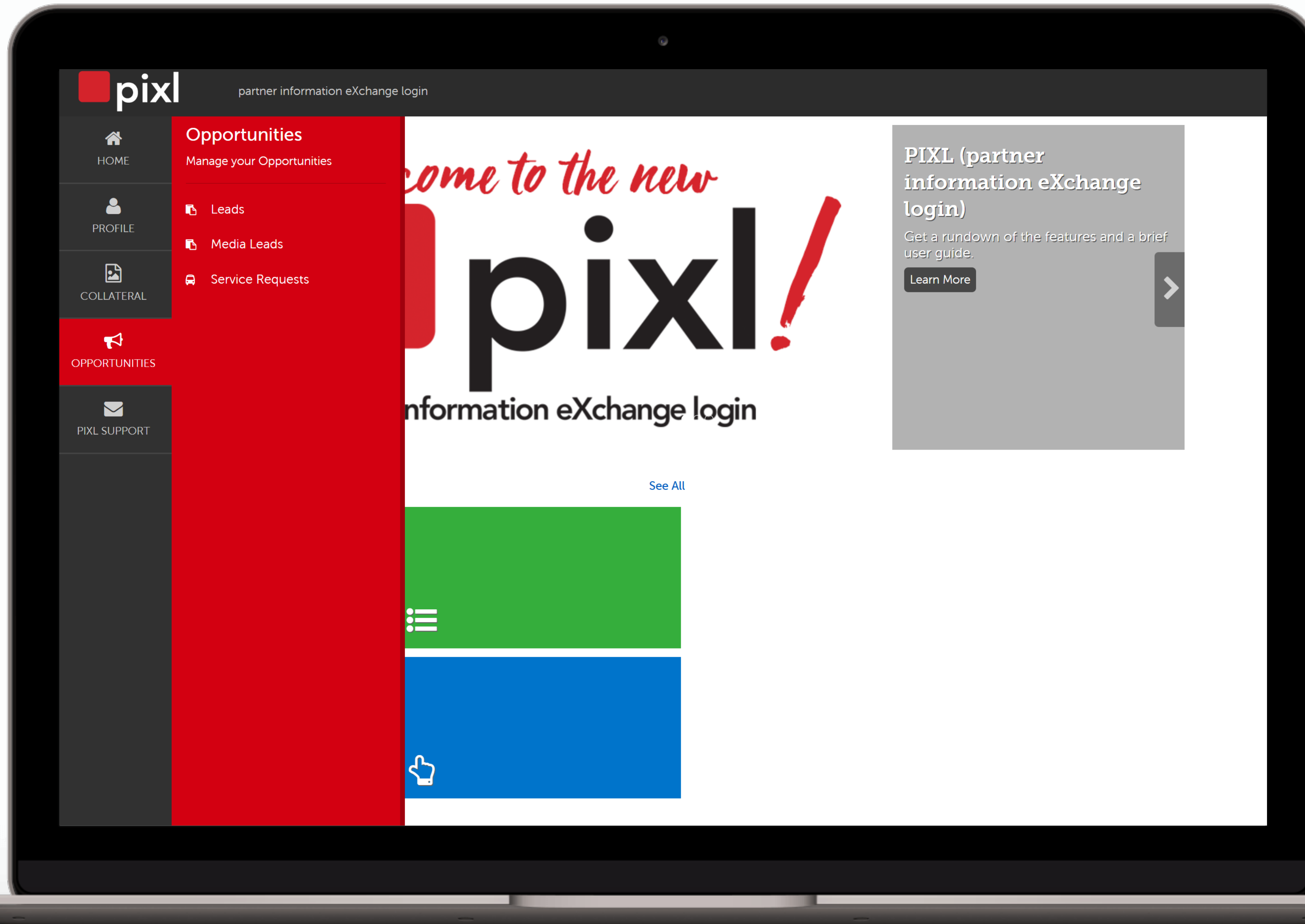
Users have access to:

- **Accounts**
(Update hours, general contact info, meeting space info etc.)
- **Contacts**
(Can add/remove but cannot give PIXL access)
- **My Benefits**
(A closer look at views, leads, prospects etc.)



Collateral

- **Listings**
(public-facing page on visitRaleigh.com)
- **Calendar of Events**
(Submit, clone or edit events for our calendar)
- **Media**
(For listing pages and calendar of events)



Opportunities

- **Leads**
(Hotels can respond to leads for incoming meetings and groups)
- **Media Leads**
(Media requests from journalists)
- **Service Requests**
(Service request leads for Audio Visual, Transportation, Catering and more)

Let's Log in

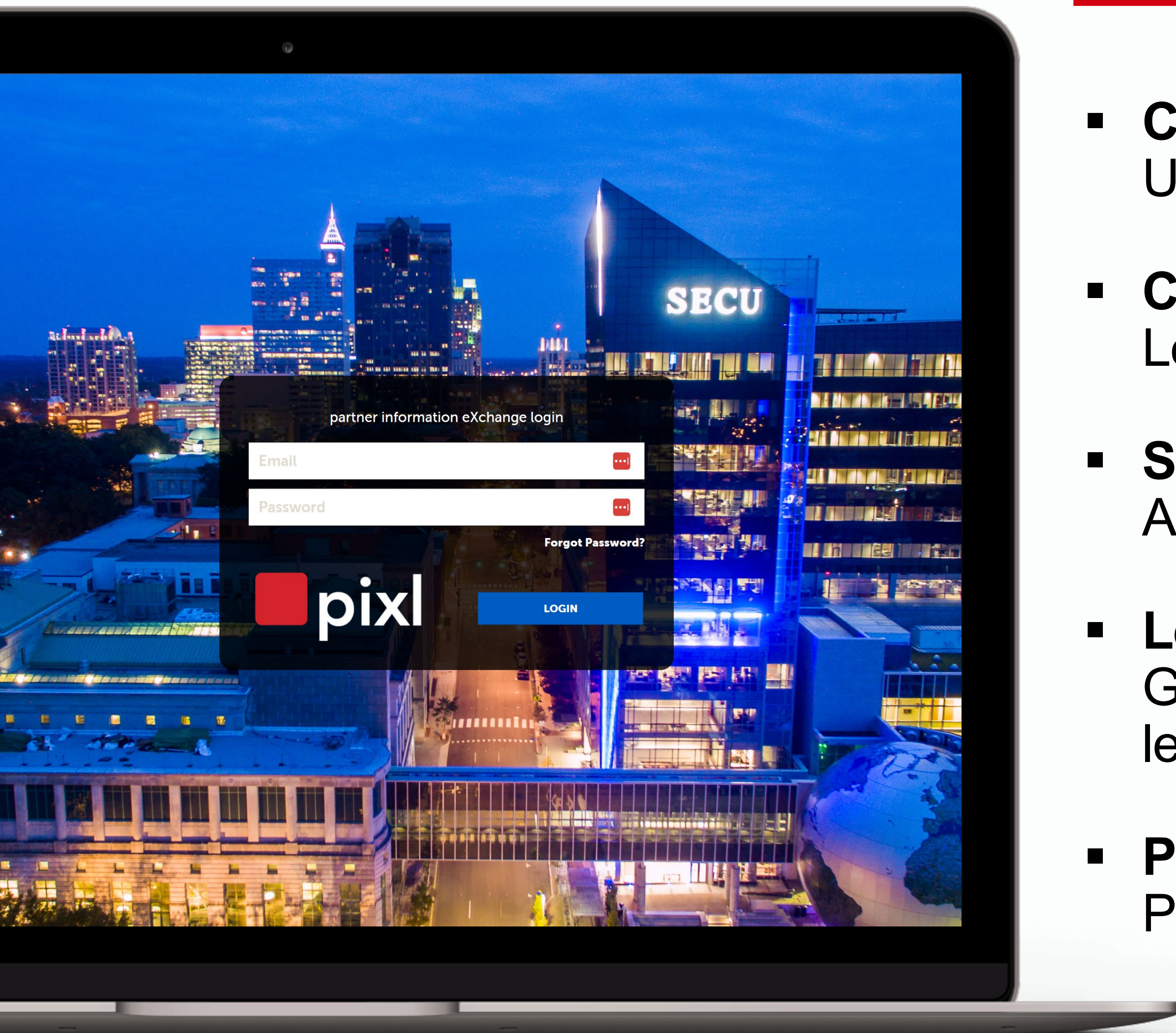


partner information eXchange login

[Forgot Password?](#)



Takeaways



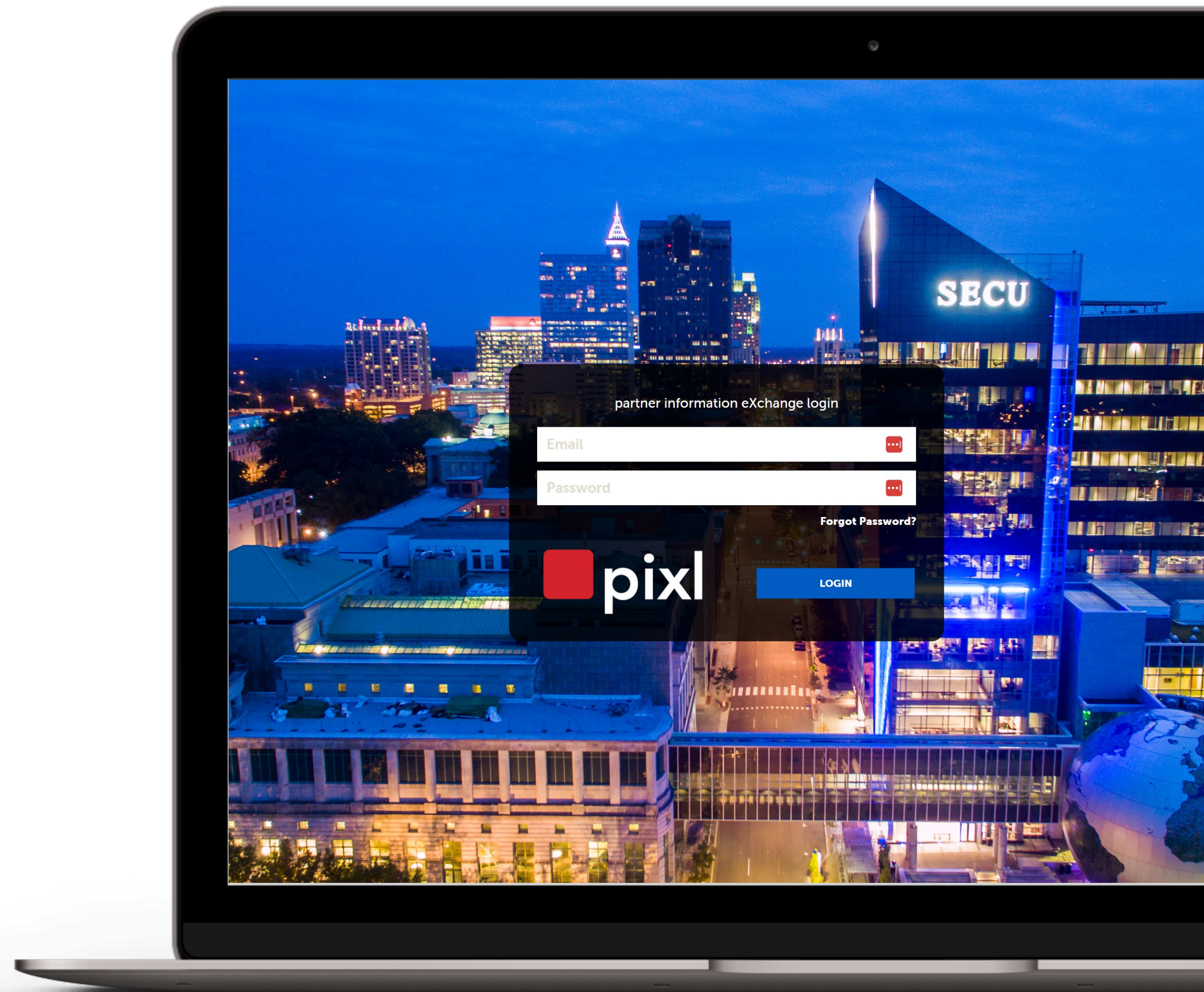
- **Check Your Account and Listing!**
Up-to-date profiles and data are critical for lead sourcing
- **Check Your Contacts Quarterly and Update**
Let us know if people need PIXL access added or removed
- **Share Your Events Through our Calendar of Events**
A valuable resource for getting your events to lots of eyes
- **Lead Issues? Contact us!**
GRCVB can help troubleshoot issues if you cannot find a lead or wish to make a change
- **PIXL Changes Take ~60 Minutes To Show Online**
Patience is a virtue!



Questions?

(or don't think you have
PIXL access?)

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2026–2027 Business Plan

**2026-2027 Greater Raleigh
Convention and Visitors Bureau**

BUSINESS PLAN

**is now available at
[visitRaleigh.com/businessplan](https://www.visitRaleigh.com/businessplan)**

GREATER RALEIGH CONVENTION AND VISITORS BUREAU
434 Fayetteville St., Ste. 2600
Raleigh, NC 27601-1789
www.visitRaleigh.com • [#visitRaleigh](https://twitter.com/visitRaleigh)

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 27)



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 27)



ANNUAL MEETING

SAVE THE DATE

Thurs., Aug. 20, 2026

A.J. Fletcher Opera Theater
at Martin Marietta Center



FUTURE MEETINGS

FALL TOURISM TALK LIVE

Nov. 2026

To be announced!

WINTER TOURISM TALK LIVE

Feb. 2027

To be announced!



Wake County
TOURISM



[visitRaleigh.com/tourismu](https://www.visitRaleigh.com/tourismu)



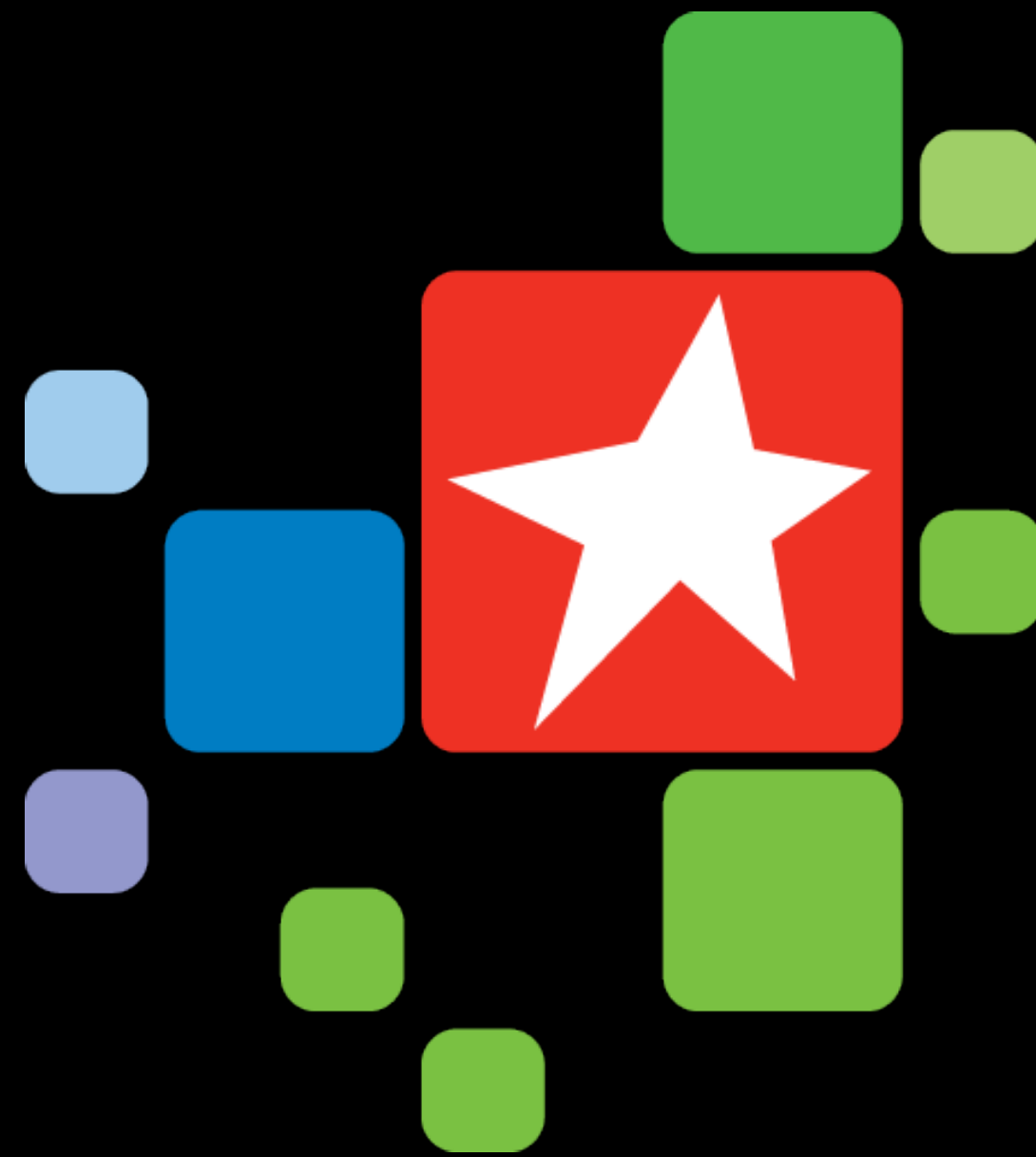
SPECIAL THANKS

Residence INN.
BY MARRIOTT

RALEIGH
DOWNTOWN



SUMMIT HOSPITALITY
GROUP, LTD.



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