



WHAT IS GRCVB?

The Greater Raleigh Convention and Visitors Bureau (GRCVB) is the official and accredited destination marketing organization for all of Wake County.

Our vision is to be the prime visitor advocate and regional leader of destination marketing and product development in Raleigh.

As our vibrant county continues to grow, strong alliances and seamless cooperation among local partners will be the hallmark of our future.



DESTINATION VALUE PROPOSITION

Embark on a journey across a mosaic of 12 vibrant cities and towns in Raleigh, North Carolina. From mouthwatering food to soul-stirring music, to scenic parks and captivating culture, Raleigh caters to both the seeker of the extraordinary and the connoisseur of the unconventional. Thanks to our modern take on Southern hospitality, every moment in Raleigh is an invitation to be wowed.



DESTINATION BRAND PROMISE

Raleigh stands as the intellectual, cultural, culinary and innovation hub of North Carolina. It's a cool capital city with diverse offerings spanning food, live music, sports, arts and the scenic outdoors. Visitors will be met with Raleigh's kindness, charm and local flair—a unique take on Southern hospitality that promises elevated experiences.





To access the Raleigh, N.C., brand kit, provided by GRCVB, go to:

RALEIGHNCBRAND.COM

IMPACT OF TOURISM

- ★ In 2024, Wake County had 19 million visitors who generated \$3.4 billion in direct spending.
- ★ Tourism directly supports the employment of over 26,000 people (FTEs) in Wake County who earn a payroll of more than \$920 million.
- ★ Read more about the impact of tourism at visitRaleigh.com/partners/resources-research/



BUSINESS PLAN

Each CVB department's major goals, objectives and strategies are summarized, and measurable performance objectives are both recapped for the previous year and forecast for the new year.

Review the 2025-2026 Business Plan here: [visitRaleigh.com/partners/business-plan/](https://www.visitRaleigh.com/partners/business-plan/)



ANNUAL REPORT

GRCVB's Annual Report updates you on the Bureau's progress toward increasing the area's visitor and convention business. Review progress reports for:

[Sales](#)

[Destination Services](#)

[Marketing and Communications](#)

[Public Relations and International Tourism](#)

[Sports Marketing](#)

[Administration](#)


[Destination Data, Technology and Artificial Intelligence](#)



TOURISM ECONOMIC DEVELOPMENT REPORT (TEDR)

The monthly report can be found at:

visitRaleigh.com/tedr



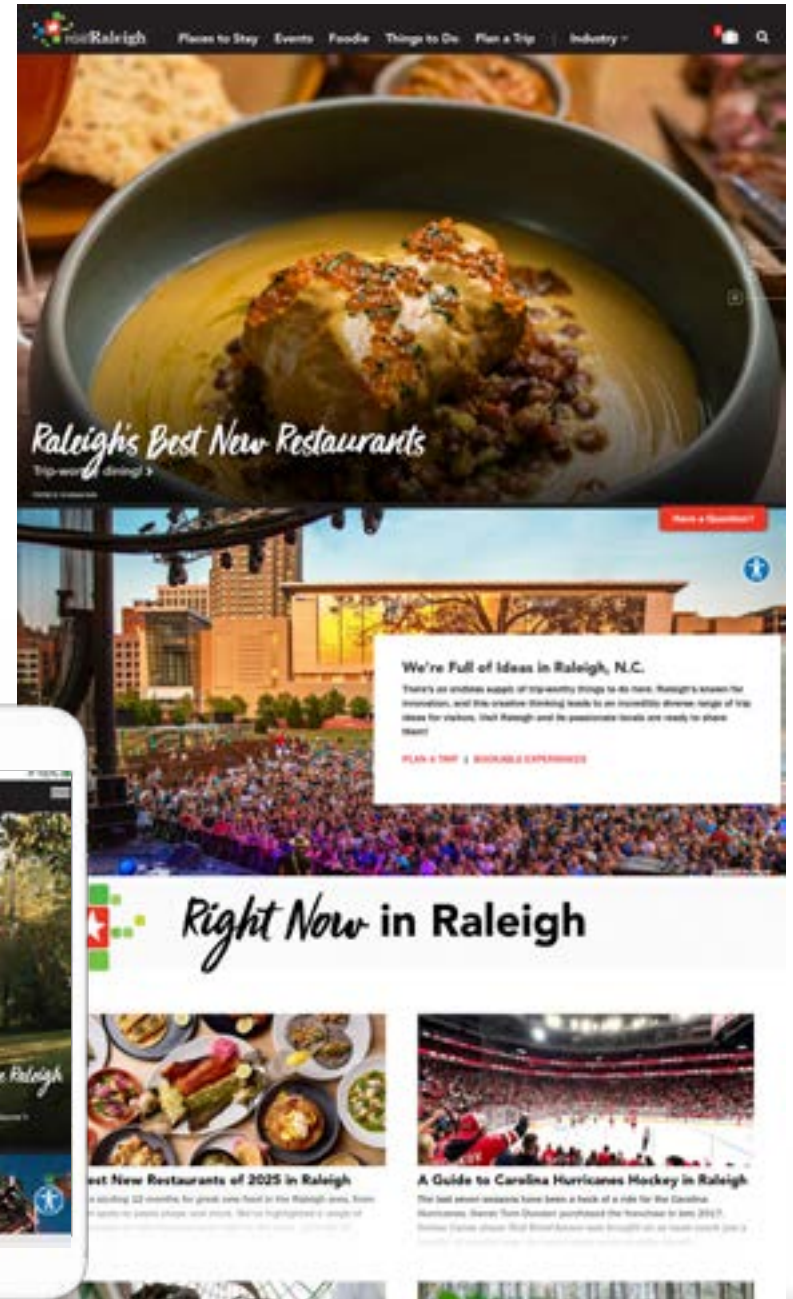
Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

INDUSTRY REPORT		DECEMBER 2025		
Hotel Occupancy Production				
<i>Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.</i>				
	Ch. from Oct. 2024	Wake County	North Carolina	United States
Oct. 2025 Occupancy %	-0.9%	77.7%	66.6%	65.8%
Oct. 2025 ADR	-0.4%	\$145.04	\$144.67	\$167.71
Oct. 2025 RevPAR	-1.2%	\$112.63	\$96.42	\$110.35
2025 YTD	-3.2%	68.8%	62.8%	63.7%

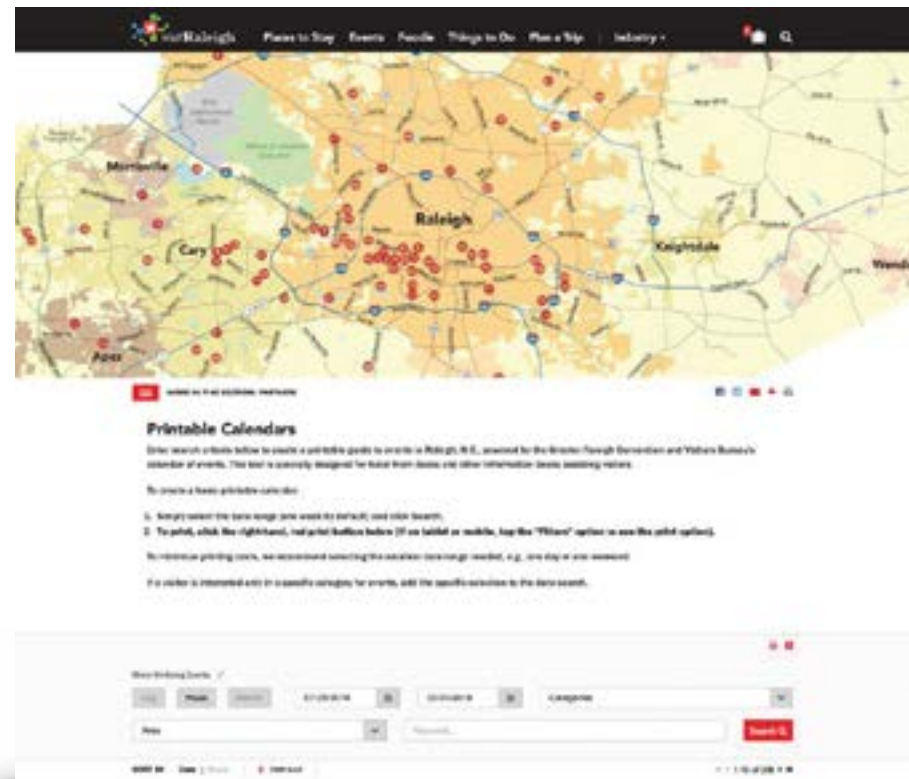
VISITRALEIGH.COM

- ★ Always updated guide for visitors and official tourism website
- ★ 3 million users in 2024-2025



CALENDAR OF EVENTS: HOT HAPPENINGS

Use visitRaleigh.com's Hot Happenings page to print a list of events happening during specific dates.



COMMUNICATIONS

- ★ **visitRaleigh the E-magazine:** (for consumers and GRCVB partners)
 - Features energizing, enriching travel tips and articles, events and more
 - Official travel email of Raleigh, N.C.
- ★ **Tourism Talk: (for GRCVB partners)**
 - Weekly GRCVB partner communication about visiting group arrivals and upcoming events, plus news, special promotional opportunities and other announcements from GRCVB



PARTNER MEETINGS AND SEE FOR YOURSELF FAM TOURS:

Destination asset familiarization
tours for front-line hospitality
business staff



- ★ **Tourism Talk Live:** Learn about ways your business can partner with GRCVB to attract new customers in current and upcoming marketing campaigns and promotions.
- ★ **Guest Service Gold® Classes:** Customer service training program for hospitality industry partners.

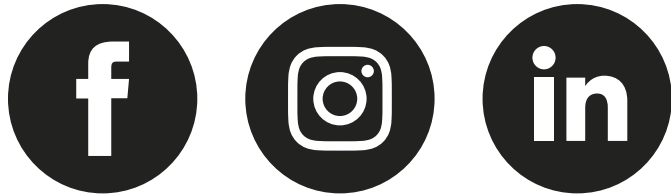
GRCVB STAFF RESPONSIBILITIES

View staff listings by the topic of your inquiry or by staff responsibility here: visitRaleigh.com/partners/about-grcvb/staff2/



SOCIAL MEDIA

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visit@visitRaleigh.com

