visitRaleigh®

WELCOME TO

TOURISM TALK LIVE

Andrew Baker, TMP, FEP



MARKETING MANAGER

abaker@visitRaleigh.com


Welcome
to
Trophy
Five Points

New Staff



Rylee Govoreau
Senior Public Relations and International Tourism Manager



JANUARY 2027

Loren J. Gold

President & CEO

Hello, Tourism Talk Live!

November 5, 2026

ACTIVATE GOOD
people-powered projects for good

People Powered Projects for Good



600+

Community Partners (nonprofits and schools)



96,000+

volunteers in our network



300,000+

volunteer connections in since 2013

People Powered Projects For Good



Volunteer Opportunity Database

Facilitating community sign ups for hundreds of needs shared by our Community Partners



Youth & Families

Youth Volunteer Projects (Ages 5-18) and Family Volunteer Day



eLOVEate Schools

Mobilizing volunteers to bring time, talent, and resources to Title 1 schools in Wake County, NC



Corporate Engagement

Team-building employee volunteer projects and Corporate Social Responsibility program support



Days of Service

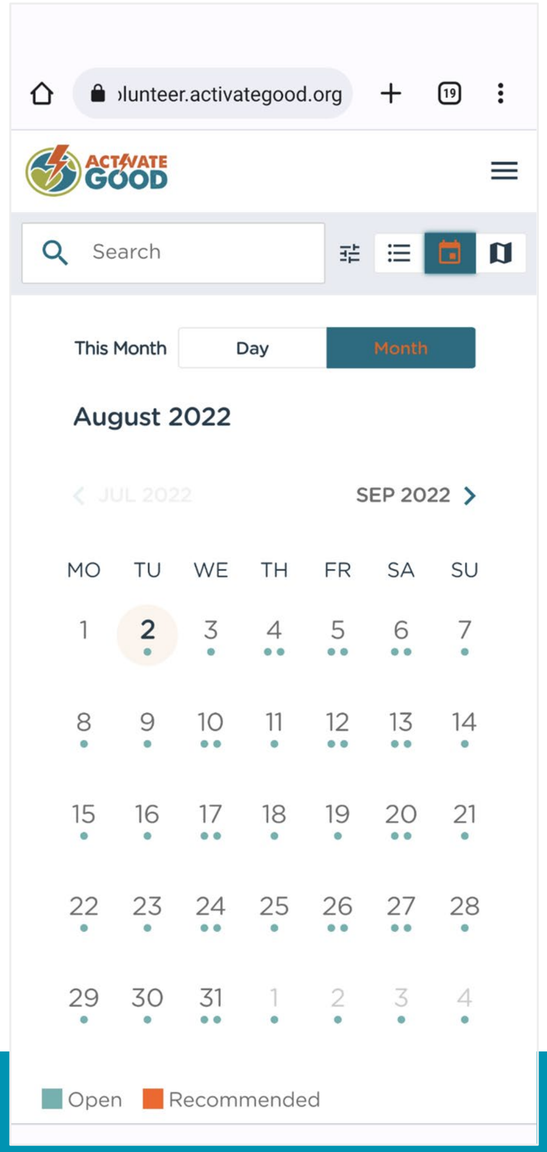
Bringing individuals, groups, and companies around the region together for large-scale service days supporting many causes

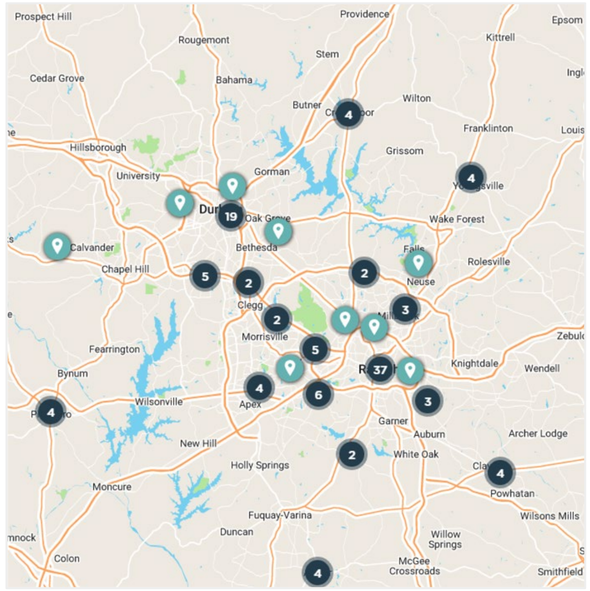


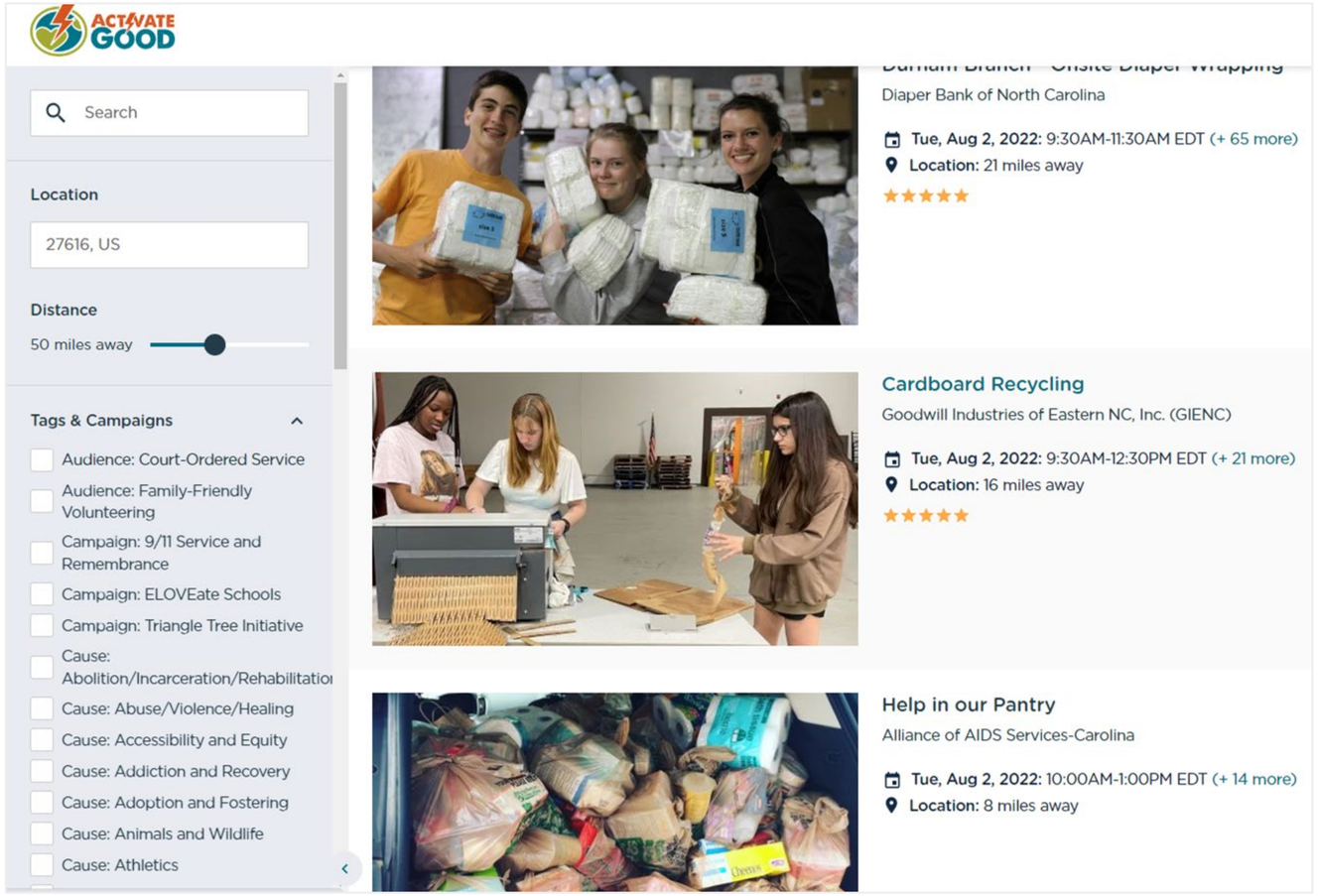
Learn & Serve

Deepen engagement and understanding while challenging volunteers to take what they've learned to the next level through repeat participation, outreach and advocacy.

The Good Hub







Sign up at: activategood.org

Activate Good is One of 120 Global Affiliates



Spanning 32 countries the Points of Light network is inspiring, equipping and mobilizing more people to use their time, talent, voice and resources to create positive change in their communities.

POINTS OF LIGHT GLOBAL NETWORK AFFILIATE

Five Points of Light Affiliates of NC



Business Engagement Opportunities

ACTIVATE GOOD
people-powered projects for good

With our experience working with over 100 area businesses and over 600 local nonprofits and schools, we can save businesses hours of staff time necessary for research, planning and execution of their employee engagement vision.



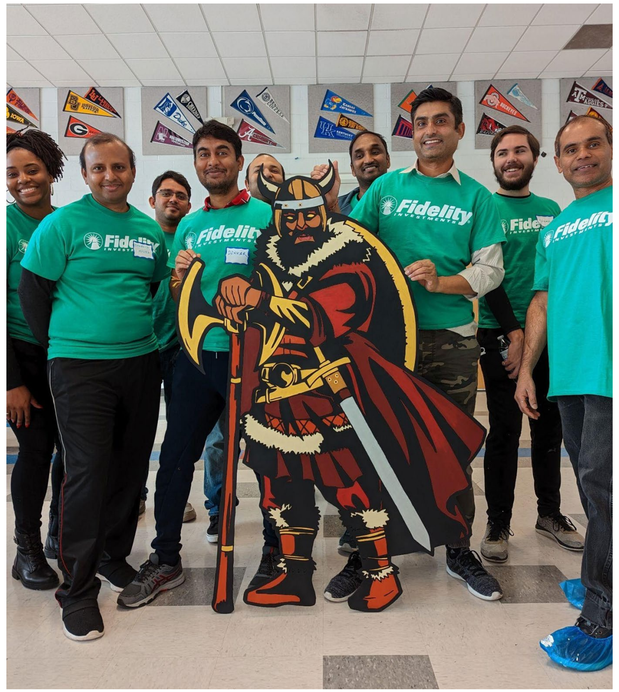




From Portable to Transformative Projects

ACTIVATE GOOD
people-powered projects for good

Plan team-building Days of Service off-site





Coordinate projects on-site at offices or conferences

Engage teams through transformational projects at schools and nonprofits





Develop a calendar of service opportunities for the year

From Groups of 10 in the Boardroom…

ACTIVATE GOOD
people-powered projects for good

…to groups of 20 to 100 at leadership meetings and conference…to groups of 400 in the Convention Center!







Transformative Projects

ACTIVATE GOOD
people-powered projects for good

From Murals, to STEM Labs, to Staff Lounge Makeovers, Campus Beautification Projects, & more - Employees provide the people power needed to get good done!





Save the Dates

Gig for Good
November 6th - 6:00-9:00 at Bowstring Brewyard

Hunger & Homelessness Awareness Week
November 15th - 21st

Family Volunteer Day
November 21st

MLK Day + Dignity Week
January 17-23, 2027

National Volunteer Week
April 18th-24th
Earth Day-April 22nd

TBG Summit
May 2027 - Date TBA soon!





Visit Raleigh Website

visitRaleigh | Why Raleigh? | How We Help | Meeting Venues | Convention Services | Contact | Visit

MORE IN THIS SECTION: CONVENTION SERVICES

Share

Voluntourism in Raleigh, N.C.

We could use your energy and help while you visit!

Some of the Raleigh area's greatest assets are its friendly people who are on a mission to help others.

More and more, meeting planners are asking how they can support the Raleigh area's causes while their attendees are meeting here. We call this voluntourism. Not only does it give the visiting attendees new and positive experiences, but also it makes a positive impact on our destination.

Visit Raleigh has partnered with Activate Good, which can assist you in choosing the best contribution for your group.

About Activate Good

Activate Good provides sponsorship opportunities and custom services for companies, including planning turnkey days of service, on-site projects, transformative projects, and more. With our experience working with over 100 area businesses and over 600 local nonprofits, schools, and other community organizations, we can save your team hours of staff time necessary for research, planning, and the execution of your vision for employee engagement.

They believe, "we all have a responsibility to work towards a better world. That's why Activate Good improves our community through people-powered projects for good. Activate Good envisions a world in which all people realize and act on their power to improve their communities."

Have a Question?

Voluntourism Services

For individuals

Browse hundreds of volunteer needs and sign up for the opportunity of your choice. See opportunities for individuals.

For groups and event and meeting strategists

Activate Good makes it easy to include volunteer opportunities in your event's schedule, providing turnkey team-building service project planning services. Work with the experienced, knowledgeable Activate Good team to customize volunteer efforts for your initiative quickly and easily. To view examples of corporate service projects, click here.

- Off-Site Service Projects: Activate Good will coordinate your service project(s) from start to finish. They can help you select the perfect project and worksite that fits your interests and needs, handle logistics and registrations, provide on-site leadership and collect testimonies from participants and hosts to report back to your team. All your team has to do is sign up and show up!
- Portable (On-Site) Service Projects: Activate Good can bring the service project to you! They customize a portable service project based on your needs and event space, transport supplies, provide leadership and instruction and collect testimonies from participants. When the project is complete, Activate Good delivers finished products (if applicable) to the benefiting cause.

SUBMIT AN INQUIRY



Join our growing community of do-gooders.

Find more volunteer opportunities at **ActivateGood.org**.
Join our Monthly Giving Community to invest in Activate Good's efforts and impacts.



Get Social.

Follow us on Facebook, LinkedIn and Instagram.

@ActivateGood

ACTIVATE GOOD
people-powered projects for good

Step by **step**, we create change **together**.



Sign up for our Newsletter:

Get volunteer opportunities delivered right to your inbox and stay up to date on Activate Good news and events.

ActivateGood.org/Newsletter



visitRaleigh®

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LEISURE TOURISM ADVERTISING

AVENIRBOLD

November 5, 2026

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FY26 Results
Creative
Next Steps

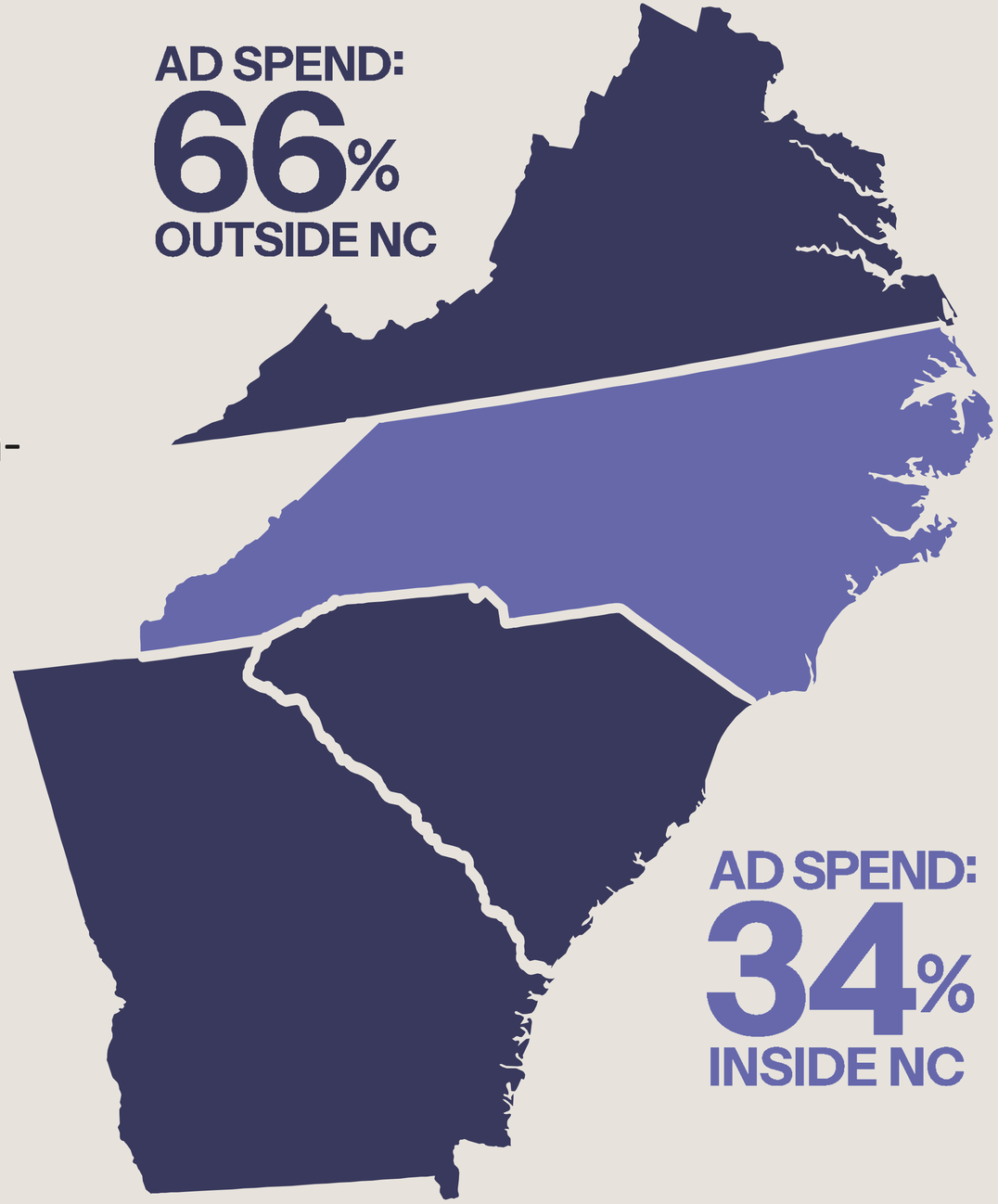
“Marketing without data is like driving with your eyes closed.”

Dan Zarella

© 2026 Avenir Bold, Inc.

In FY26, we tracked **83%** of leisure spend back to hotel bookings and in-market spending.

We continued to shift more spend outside of NC to drive longer in-market stays.



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Two research approaches



hotel booking data

Spectrum = Adara/Sojern

Rich data partnerships in the travel space (OTA Data).
Trusted source of projecting to total universe.



credit card data

Epsilon = NEI

Insights on location, behaviors, lifestyles, purchase histories, purchase habits, and more.

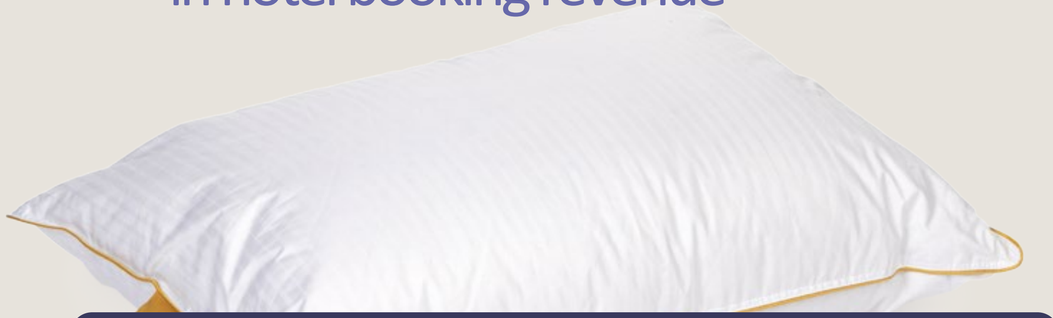
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The big takeaway

The campaign is driving higher-revenue visitors.

$20.2 million
in hotel booking revenue



In FY26, the campaign drove an estimated 66K room-nights.

40% higher than FY25 campaign.

$59.6 million
in credit card spending in market



The average transaction was $242.

1.2 million total transactions were attributed to this campaign including 25K room-nights.

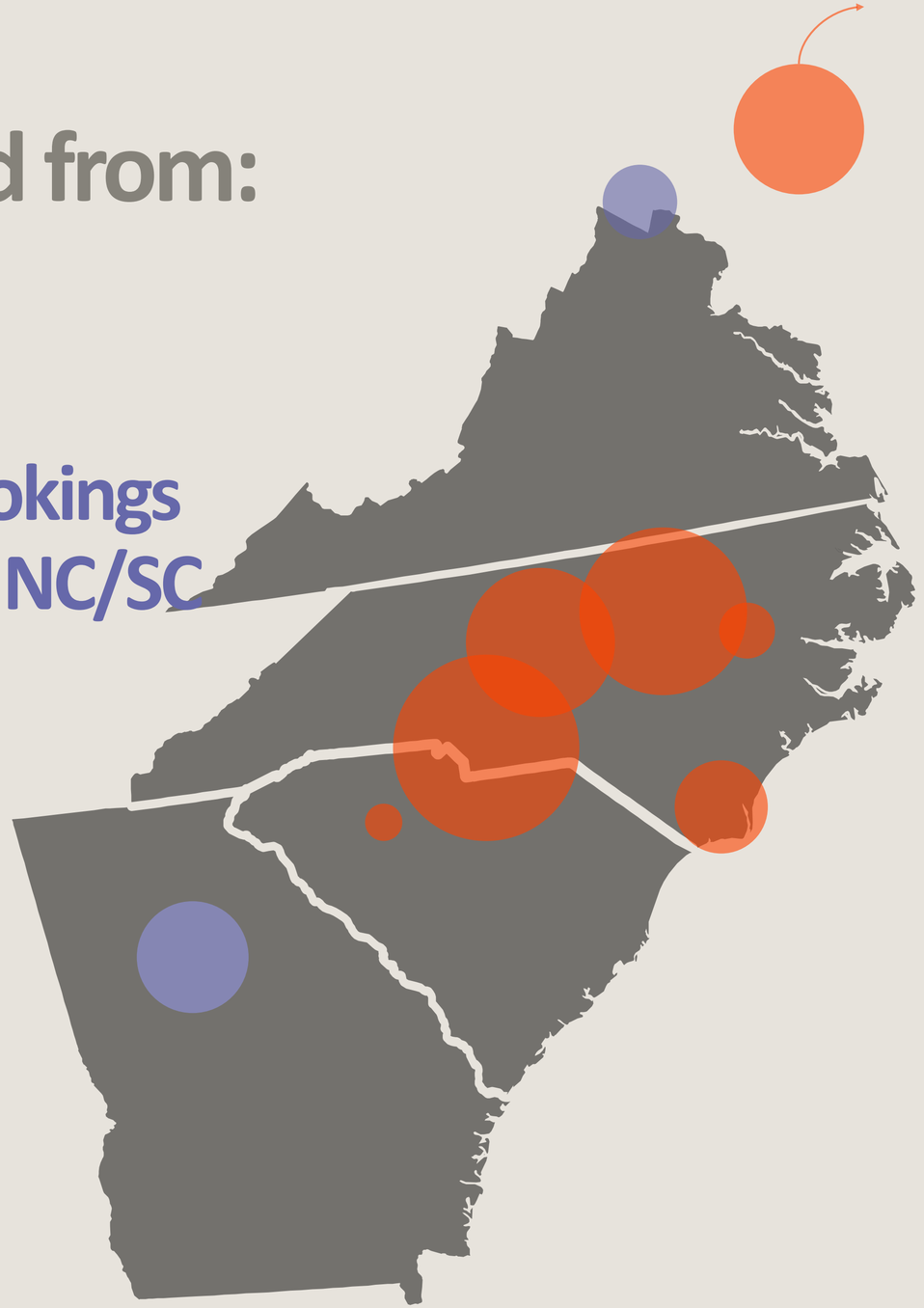
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Leisure hotel visitors arrived from:

1. Charlotte
2. Raleigh-Durham*
3. Atlanta
4. New York
5. Greensboro, NC
6. Washington, DC
7. Wilmington
8. Greenville, SC
9. Chicago
10. Greenville, NC

41% of bookings came from NC/SC



AVENIRBOLD

* Wake County excluded from marketing spending

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Where they stayed

The majority of guests were **traveling alone** and they booked around **23 days out** from their trip.

Increase in advance purchases could be tied to people coming from further distances.

Guest stayed for two nights, and the average daily rate was **$178 – 30% higher than the Wake County ADR.**

City	% of Bookings	Avg. Length of Stay	Avg. Advance Purchase	Avg. Daily Rate
Raleigh	72.89%	1.98	24.63	$188.47
Cary	12.87%	2.09	22.47	$158.72
Morrisville	7.46%	1.82	17.27	$133.13
Garner	2.65%	2.13	16.07	$152.32
Apex	2.04%	2.18	17.33	$154.88
Wake Forest	1.78%	2.18	18.27	$142.10
Fuquay-Varina	.23%	2.29	11.54	$111.34

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In-market credit card spending

People who saw a Visit Raleigh ad spent in-market:

$59,600,000

Average spend in market was $242 per visitor

Retail/specialty and dining accounts for 76% of in-market spending.

1.2 million transactions connected to the leisure campaign

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Visitation and spend by area

Area	Visitor Spend	Visitors	% Total Visitor Spend	Yield Per Visitor
North Hills	$5.6 million	17,500	9.4%	$321
Downtown Raleigh, South Raleigh	$3.5 million	12,700	5.9%	$275
RDU Airport & Hotels, Morrisville	$3.5 million	16,900	5.8%	$204
Wake Forest	$3.3 million	9,000	5.6%	$370
Crabtree Valley	$3.2 million	12,300	5.4%	$260
Cary	$3.1 million	13,300	5.2%	$236
NE Raleigh/Triangle Town Center	$3 million	12,200	5.2%	$252
NC State, Lenovo Center	$2.6 million	11,000	4.3%	$235
Apex	$2.5 million	8,100	4.2%	$310
Capital Blvd Corridor	$2.5 million	10,300	4.2%	$244

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FY26 Results

Creative

Next Steps





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FY26 Results

Creative

Next Steps

Looking ahead

Optimize spending by market based on hotel forecast for the rest of FY27 to continue increasing economic impact

Track 80% of spend to hotel bookings and in-market credit card spending.

Maintain spend ratio between NC and outside of NC in FY27 due to the economic conditions. Will pivot as things improve.

Continue building on the campaign, highlighting all the incredible things to do

AVENIRBOLD

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visitRaleigh®

The Complex Expansion Project

Red Hat Amphitheater Relocation + Atlantic Union Bank Convention Center Expansion



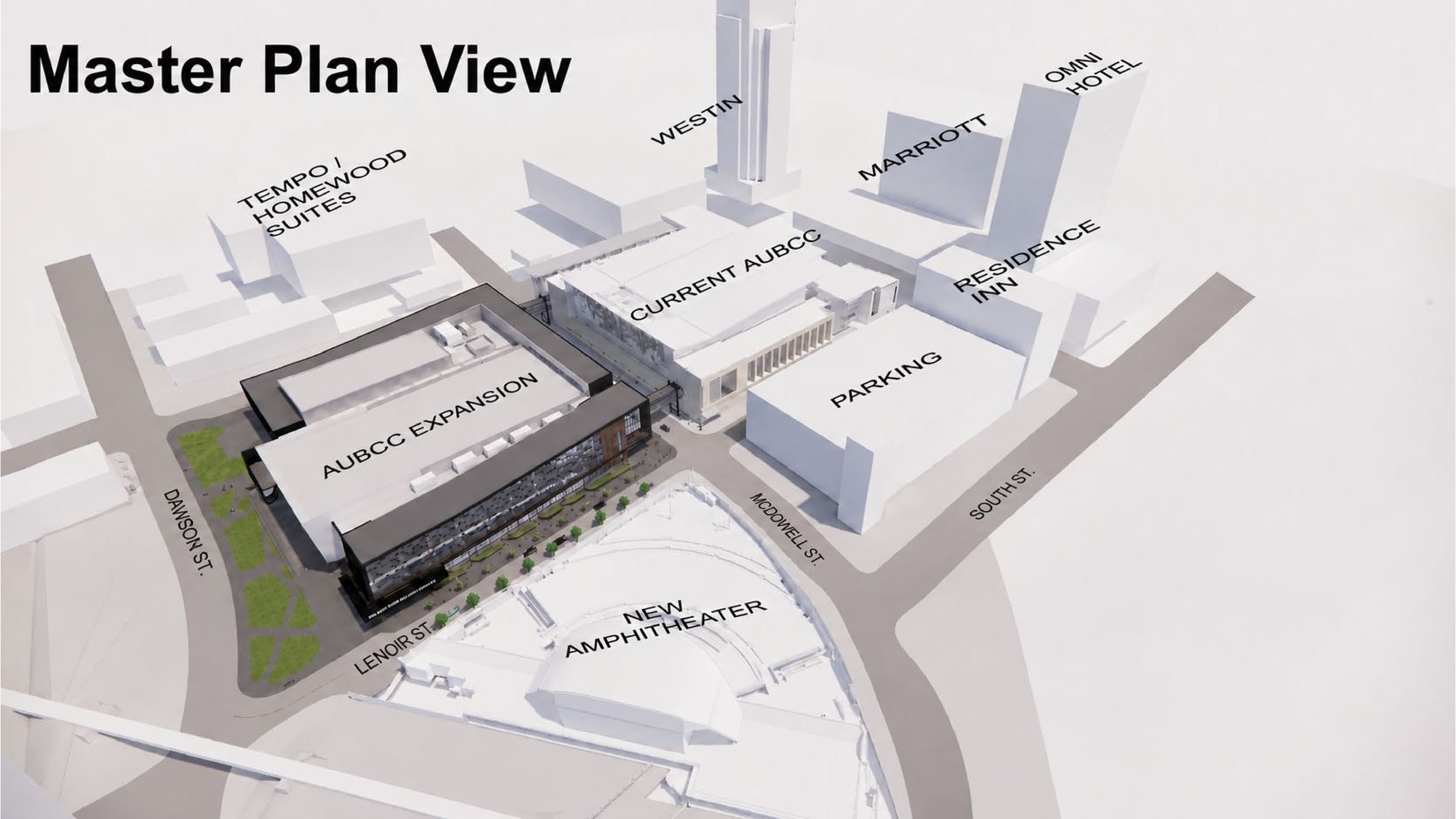
2026 to 2030



THE COMPLEX



Master Plan View



The Complex Expansion: Necessary for Future

Red Hat Amphitheater Relocation

- Phase one for the convention center expansion
- Kept downtown due to economic impact
- New venue to provide permanent facilities and upgraded experiences

Atlantic Union Bank Convention Center Expansion

- Events outgrowing the convention center and Raleigh
- In connection with hotel project: 600-room, 29-story, 61,000-sq-ft Omni Hotel
- New facility to bring 60% more space to the current 500,000 sq ft

The Complex Expansion Project Team

Owner:

Raleigh

THE COMPLEX

Owners Representative:

CUMMING GROUP

Architects:

TVS

RATIO

Construction Management Joint Venture (CMJV):

CLANCY & THEYS

SKANSKA

D.A. EVERETT


RALEIGH

Red Hat Amphitheater



One of the Southeast's most in-demand venues
Hosts average of 45-50 shows a season

2025 Concert Season Economic Impact, per GRCVB calculations:

- 43 shows welcomed 245,497 attendees
- 122,965 overnight visits
- **$33.3 million in total economic impact**

THE COMPLEX

The Complex Expansion Project: Phase One

Red Hat Amphitheater Relocation

- Larger permanent stage
- Upgraded artist amenities
- Restroom facilities
- Gradient bowl seating



THE COMPLEX


RALEIGH
MCDOWELL GATE
RED HAT AMPHITHEATER


LENOIR PLAZA






MEADOWLEE PLAZA
LENOIR PLAZA
BOX OFFICE
TICKETS ON SALE NOW
MAIN GATE

Atlantic Union Bank Convention Center



On average the Atlantic Union Bank Convention Center **hosts 150-170 events and over 300 event days per year**

In 2025, the convention center welcomed **180,144 attendees and generated $134.8 million in total economic impact**

THE COMPLEX

The Complex Expansion Project: Phase Two

Atlantic Union Bank
Convention Center Expansion

- 298,100 sq. ft. of new expansion space taking total facility to 798,100 sq. ft.
- 50,000-sq.-ft. divisible flex halls
- 18,000-sq.-ft. ballroom
- 13 meeting rooms



THE COMPLEX

Atlantic Union Bank Convention Center West & East



798,100 sf
Total Building Space

West Building *(expansion)*
298,100 sf
48,700-sf Flex Hall (3 divisions)
18,100-sf Ballroom (3 divisions)
24,100-sf Meeting Rooms (13 rooms)

East Building *(existing)*
500,000 sf
150,000-sf Exhibit Hall (3 divisions)
32,617-sf Ballroom (3 divisions)
32,600-sf Meeting Rooms (20 rooms)

THE COMPLEX


Raleigh
26
BOX OFFICE



Southeast View from South McDowell St and West Lenoir St



Southeast View from South McDowell St and West Lenoir St



Northeast View from South McDowell St and West Cabarrus St



Southwest View from West Lenoir St and South Dawson St



Northwest View from West Cabarrus St and South Dawson St

Expansion: West Building Floorplans

100 Level

13 Breakout Rooms
24k-sf Meeting Space
Loading Dock



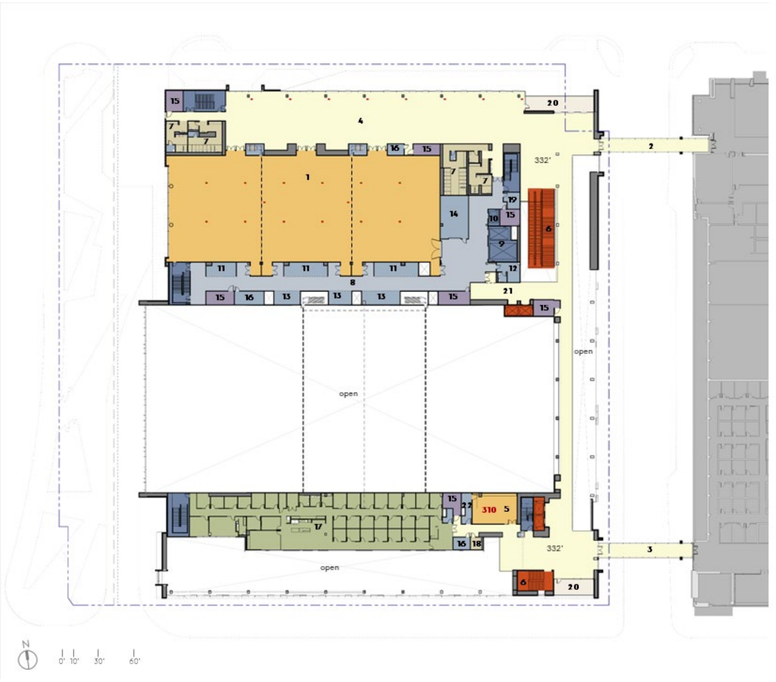
200 Level

50k-sf Flex Hall
Kitchen
Receiving Dock



300 Level

18k-sf Ballroom
Connection Walkways
Administrative Offices



THE COMPLEX



200 Level Lobby & Prefunction



200 Level South Prefunction



200 Level South Prefunction



200 Level 50k Flex Hall



100 Level Lobby & Prefunction



100 Level Meeting Room Prefunction West



300 Level Shimmer Walk Overlooking 50k



300 Level 18k Ballroom

FOURTH WARD ENTERTAINMENT DISTRICT

Historic District, Future Placemaking

- New District developed with the Fourth Ward Historic Neighborhood Association and City Departments
- “Meet me in the Fourth Ward Entertainment District!”





THE COMPLEX


RALEIGH
CONVENTION
CENTER
WEST

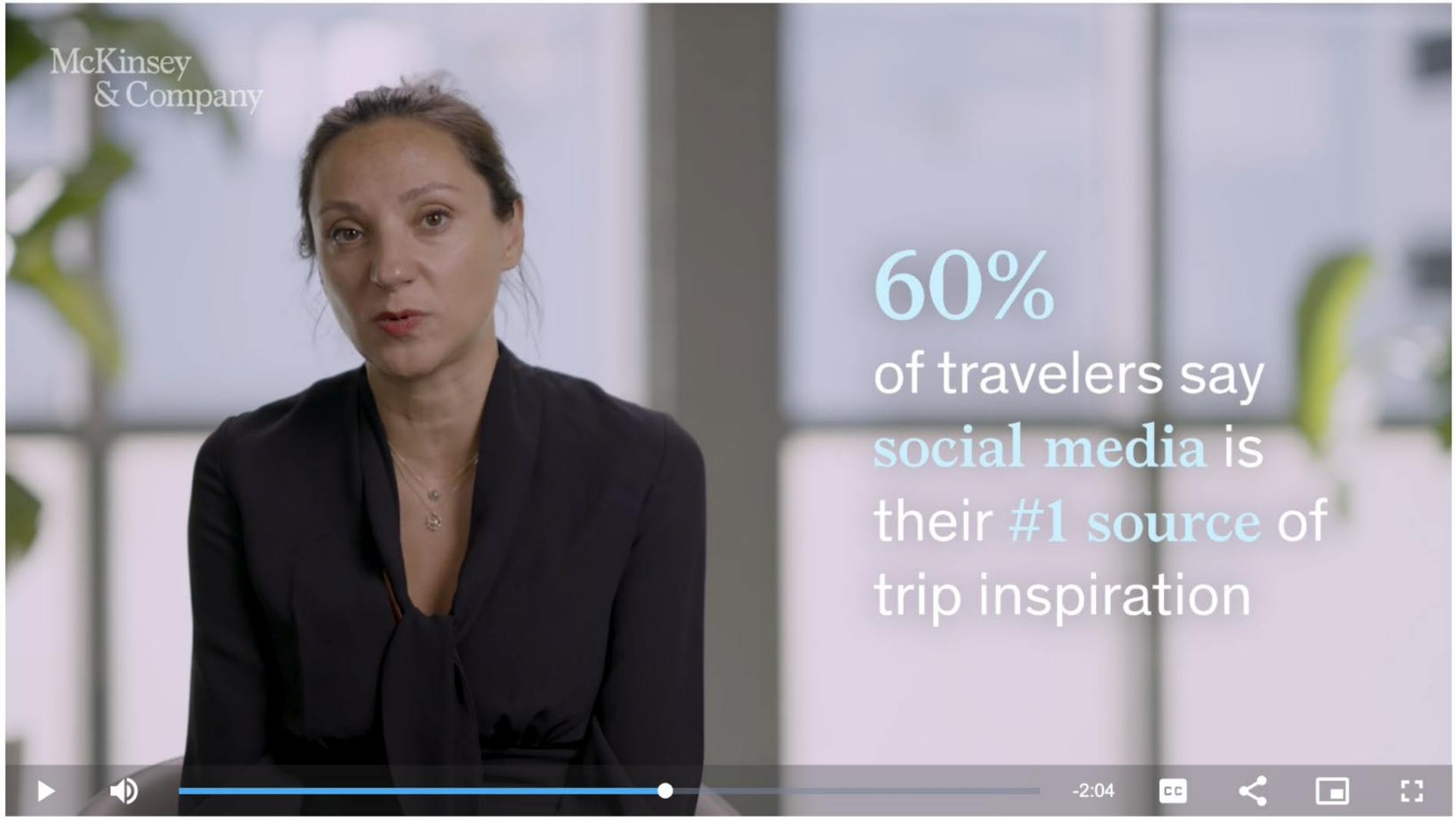
Thank You!

Questions?



visitRaleigh®

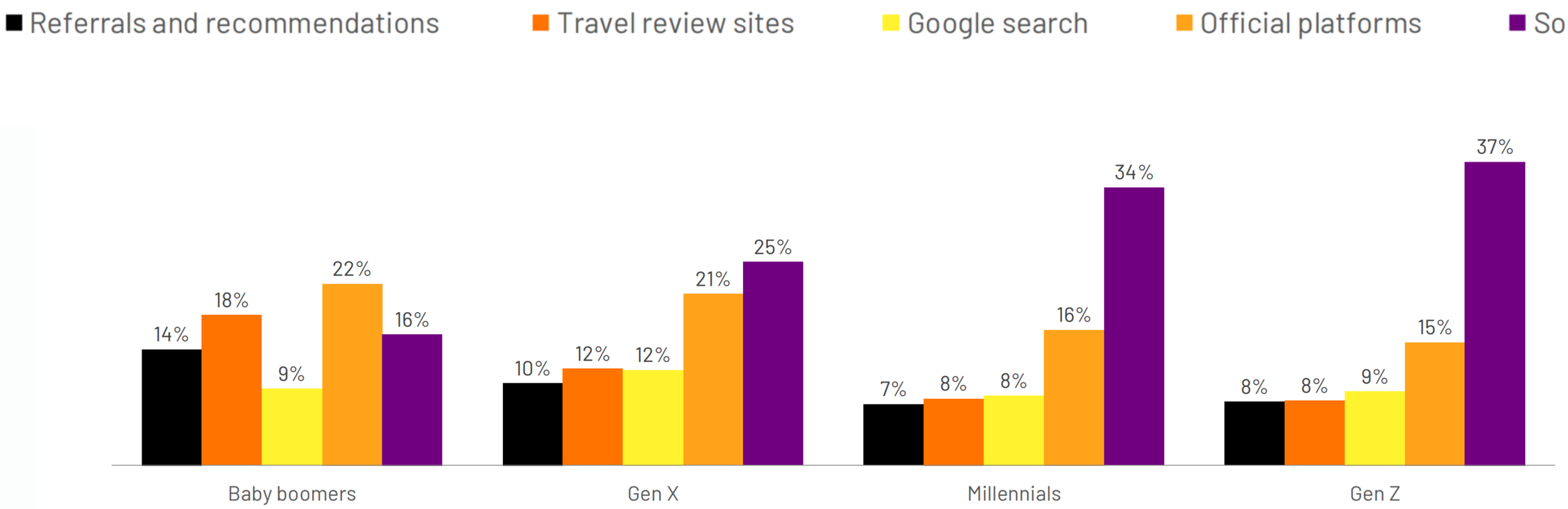
S	
A	  
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— Skift x McKinsey, Winning Hearts In An Age of Infinite Travel Choices, September 2026

From Feeds To Guidebooks: Travel Discovery Across Generations

How travelers discover travel information (by age, % of top 5 choices)



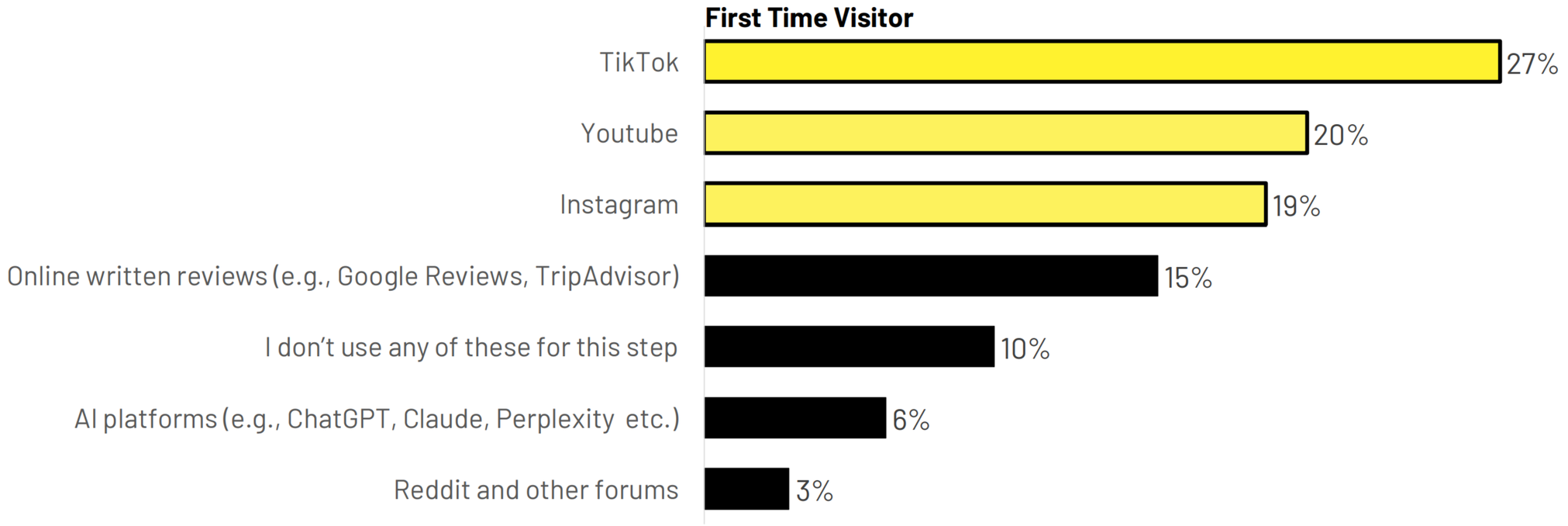
Which of the following sources do you plan to use when planning for this trip? Select all that apply.

Note: Global average based on LATAM, MENA, Europe and North America. Source: Skift Research, Global Traveler Mindset and Trends 2026, aggregated from regional studies: LATAM (n = 1,423), Feb 2026; MENA (n = 628), Sept 2025; U.S. (n = 1,002), June 2025; Europe (n = 2,394), Jan 2025.

Social Media is at the Forefront of Travel Discovery

Platforms Associated Most with Discovering a New Destination

% of Respondents



Platforms listed under each channel are examples cited by diary participants.
Source: Skift Research and McKinsey Booking Journey Diary Study, Data as of July 2026.



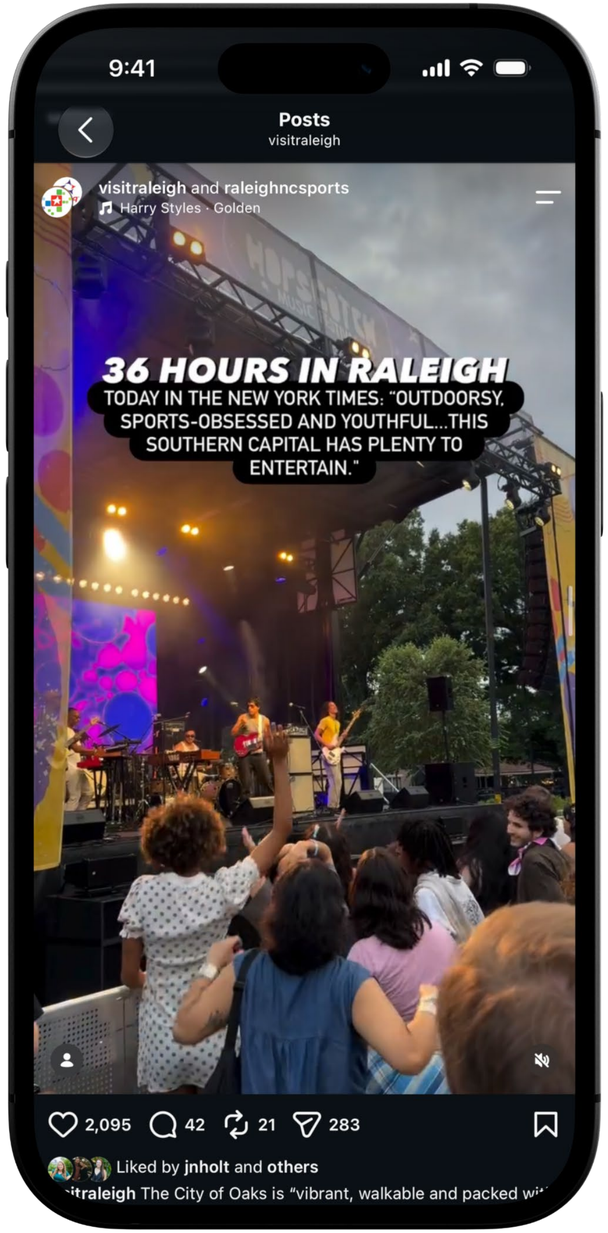
Sorry, I'm getting data from Meta Business Suite....

Visit Raleigh published 300 social media posts over the last 12 months, generating a total of more than 50 million impressions.

Those posts were shared more than 250,000 times, bookmarked 100,000 times and grew the Visit Raleigh social media accounts by 60,000 new followers.

Those numbers represent a 17% increase year-over-year, so after accounting for inflation...pretty much break-even.

Anything else I can help you with?



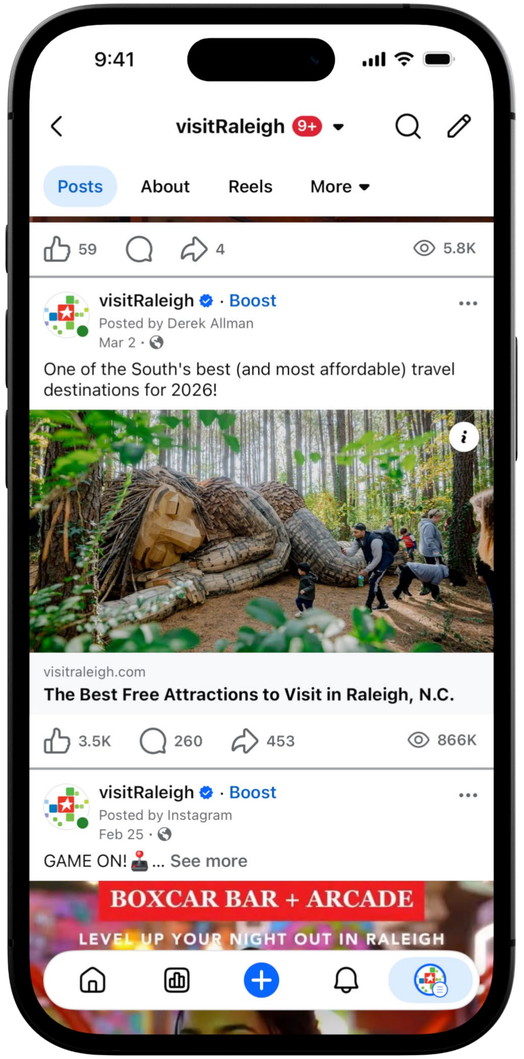


Thinking... Analyzing... Thinking... Analyzing... 50 million impressions....

Whoa, hold on. I need to push back on that just a bit. Yes, about 80% of Visit Raleigh's posts over the last year were videos.

But it looks like Facebook is still being used to drive traffic to visitRaleigh.com – about 450,000 users during this timeframe. I also see some carousel posts on Instagram.

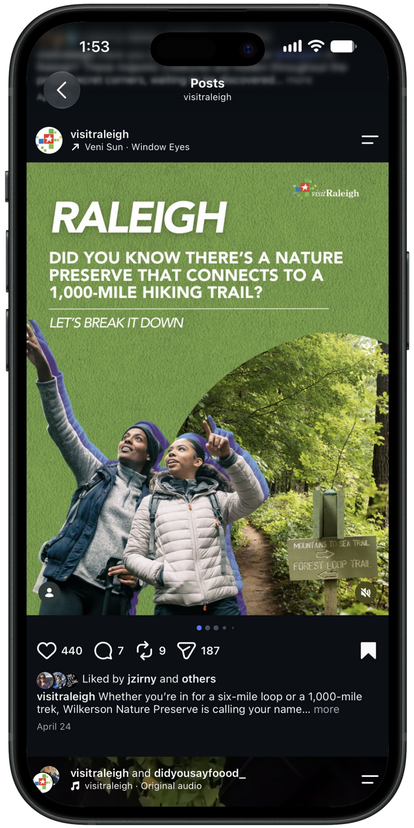
Want me to pop open a document with some more examples?

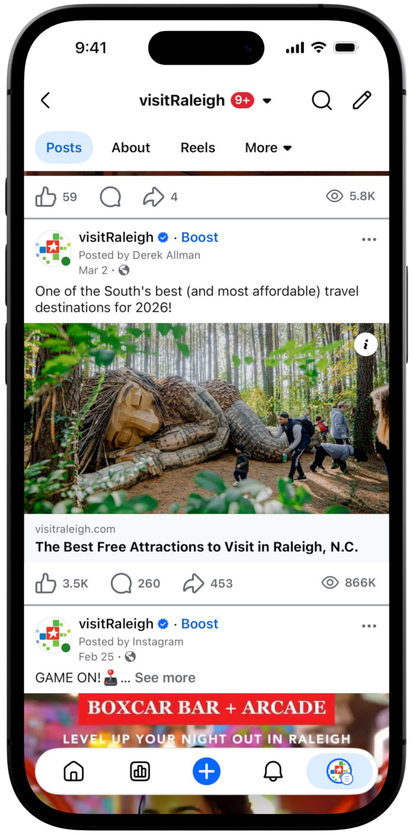


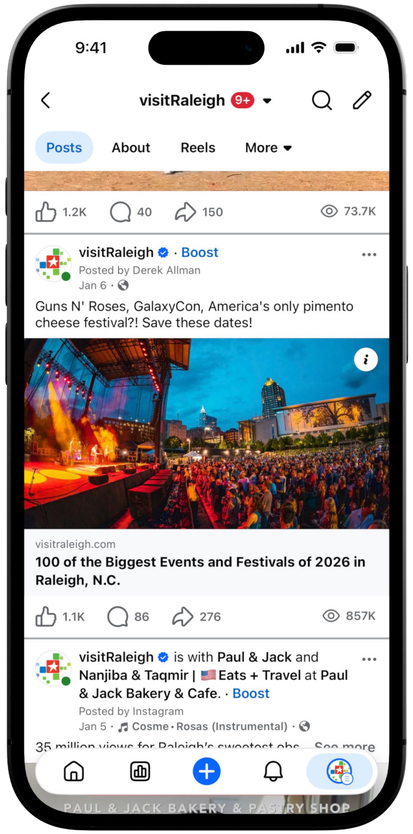


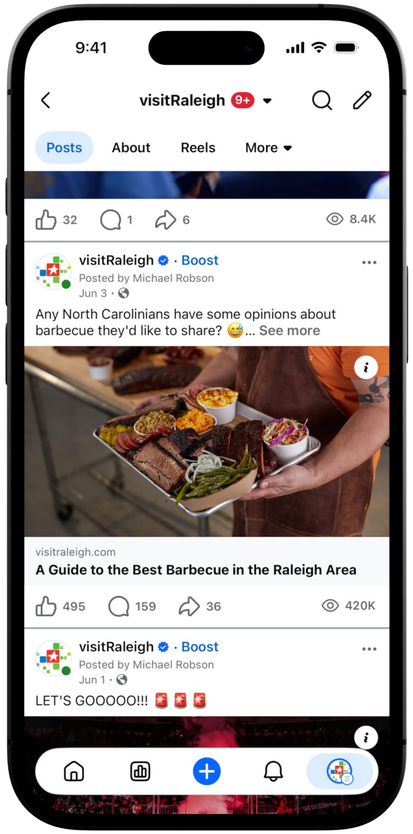

1:53
Posts
visitraleigh
visitraleigh
Raleigh, North Carolina
15
RALEIGH-AREA RESTAURANTS JUST EARNED MICHELIN RECOGNITION
HERE THEY ARE...
641 25 24 344
Liked by jzirny and others
visitraleigh ON THE MAP!
At the second annual MICHELIN Guide ceremony for the... more
malapata.molino @ajjaeats @idealsdurham !!!!
1 week ago
visitraleigh


1:53
Posts
visitraleigh
visitraleigh
stereogully · Endless Summer (Instrumental)
10
FREE ATTRACTIONS IN THE RALEIGH AREA
HERE THEY ARE...
1,423 11 32 595
Liked by _melmart_ and others
visitraleigh TEN of the Tar Heel states top free attractions, right at home in the city of Oaks... more
June 13
visitraleigh and 2 others
Translate with AI


1:53
Posts
visitraleigh
visitraleigh
Veni Sun · Window Eyes
RALEIGH
DID YOU KNOW THERE'S A NATURE PRESERVE THAT CONNECTS TO A 1,000-MILE HIKING TRAIL?
LET'S BREAK IT DOWN
440 7 9 187
Liked by jzirny and others
visitraleigh Whether you're in for a six-mile loop or a 1,000-mile trek, Wilkerson Nature Preserve is calling your name... more
April 24
visitraleigh and didyousayfoood_
visitraleigh · Original audio


9:41
visitRaleigh 9+
Posts
About
Reels
More
59 4 5.8K
visitRaleigh · Boost
Posted by Derek Allman
Mar 2 ·
One of the South's best (and most affordable) travel destinations for 2026!
visitraleigh.com
The Best Free Attractions to Visit in Raleigh, N.C.
3.5K 260 453 866K
visitRaleigh · Boost
Posted by Instagram
Feb 25 ·
GAME ON! ... See more
BOXCAR BAR + ARCADE
LEVEL UP YOUR NIGHT OUT IN RALEIGH


9:41
visitRaleigh 9+
Posts
About
Reels
More
1.2K 40 150 73.7K
visitRaleigh · Boost
Posted by Derek Allman
Jan 6 ·
Guns N' Roses, GalaxyCon, America's only pimento cheese festival?! Save these dates!
visitraleigh.com
100 of the Biggest Events and Festivals of 2026 in Raleigh, N.C.
1.1K 86 276 857K
visitRaleigh is with Paul & Jack and Nanjiba & Taqmir | Eats + Travel at Paul & Jack Bakery & Cafe. · Boost
Posted by Instagram
Jan 5 · Cosme · Rosas (Instrumental) ·
35 million views for Raleigh's sweetest eats ... See more
PAUL & JACK BAKERY & PASTRY SHOP

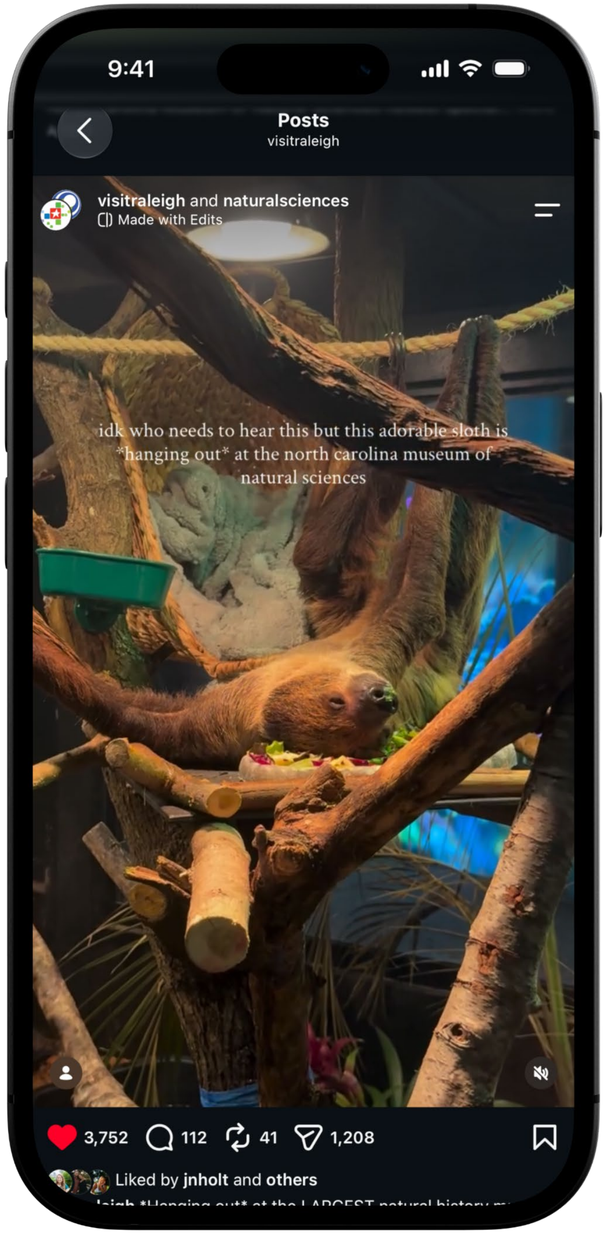

9:41
visitRaleigh 9+
Posts
About
Reels
More
32 1 6 8.4K
visitRaleigh · Boost
Posted by Michael Robson
Jun 3 ·
Any North Carolinians have some opinions about barbecue they'd like to share? ... See more
visitraleigh.com
A Guide to the Best Barbecue in the Raleigh Area
495 159 36 420K
visitRaleigh · Boost
Posted by Michael Robson
Jun 1 ·
LET'S GOOOOO!!!



Visit Raleigh’s best post of the year was this Reel about JJ, the two-toed sloth caught *hanging out* at the North Carolina Museum of Natural Sciences.

In fact, two posts about the museum’s “Staying Alive” exhibit totaled about 800,000 views.

Would you like me to craft some more sloth-related content ideas for the winter editorial calendar?





Forrgeadiger dive....

Hmm ok. I ran the numbers instead of just guessing this time. Your top performing post of the year was actually this Reel about the North Carolina Chinese Lantern Festival at Koka Booth Amphitheatre.

Promoting the 2026 event, the video was seen more than 3 million times across Meta platforms. On Facebook alone, it brought in 9,000 new followers.

You also had videos about Art In Bloom, Juniper Level Botanic Garden, Angus Barn and Dix Park each earn more than one million views and 10,000 shares.



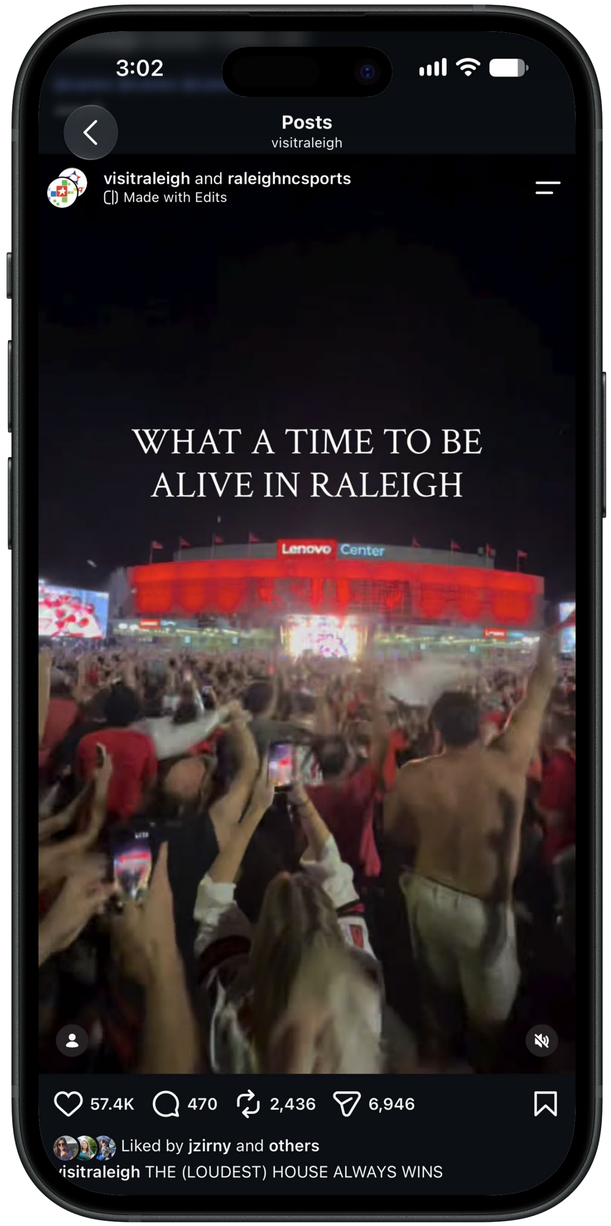


Since I know you’re a big hockey fan, you’re probably referring to the Carolina Hurricanes winning the Stanley Cup. That happened on June 14th this year.

Across a dozen social posts during the finals, Visit Raleigh earned about 3 million views. And I found a report on visitRaleigh.com stating that the Canes’ playoff run was a $48 million economic boost for the area.

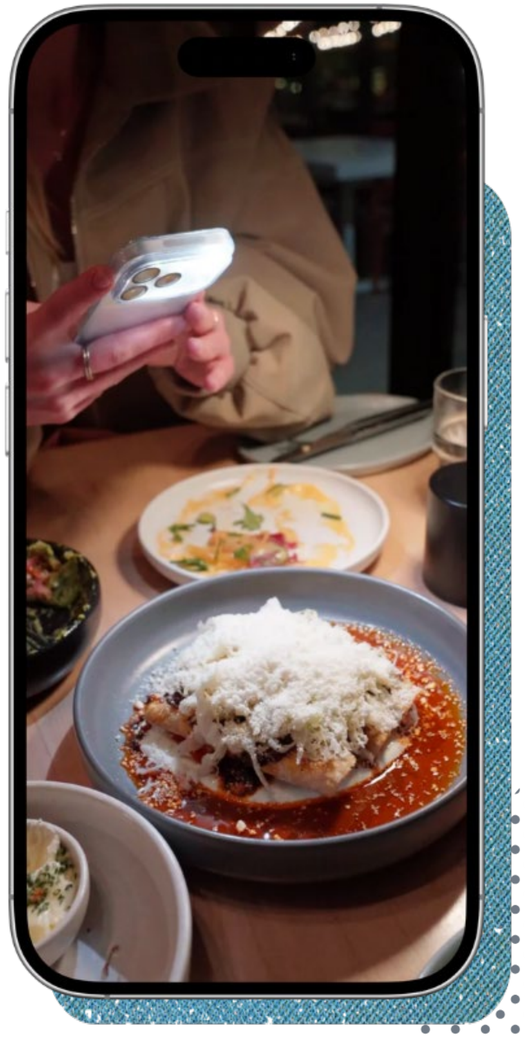
Want me to look up the latest odds for the Canes this year?

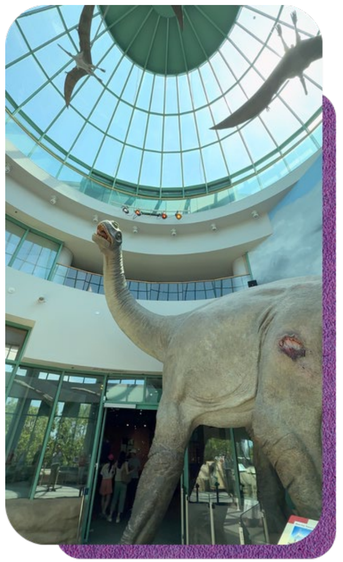
[advertisement: FanDuel has odds on everything. FanDuel – it’s where the pros play.]

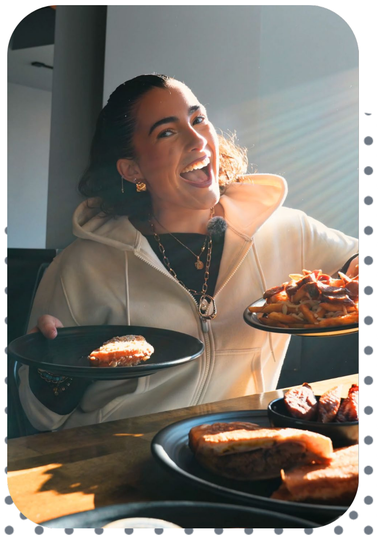


Connecting People to Places Through Video

- Video brings experiences to life
- Audiences value first-person experiences
- Trusted voices help businesses stand out







What Exactly is a Creator Program?

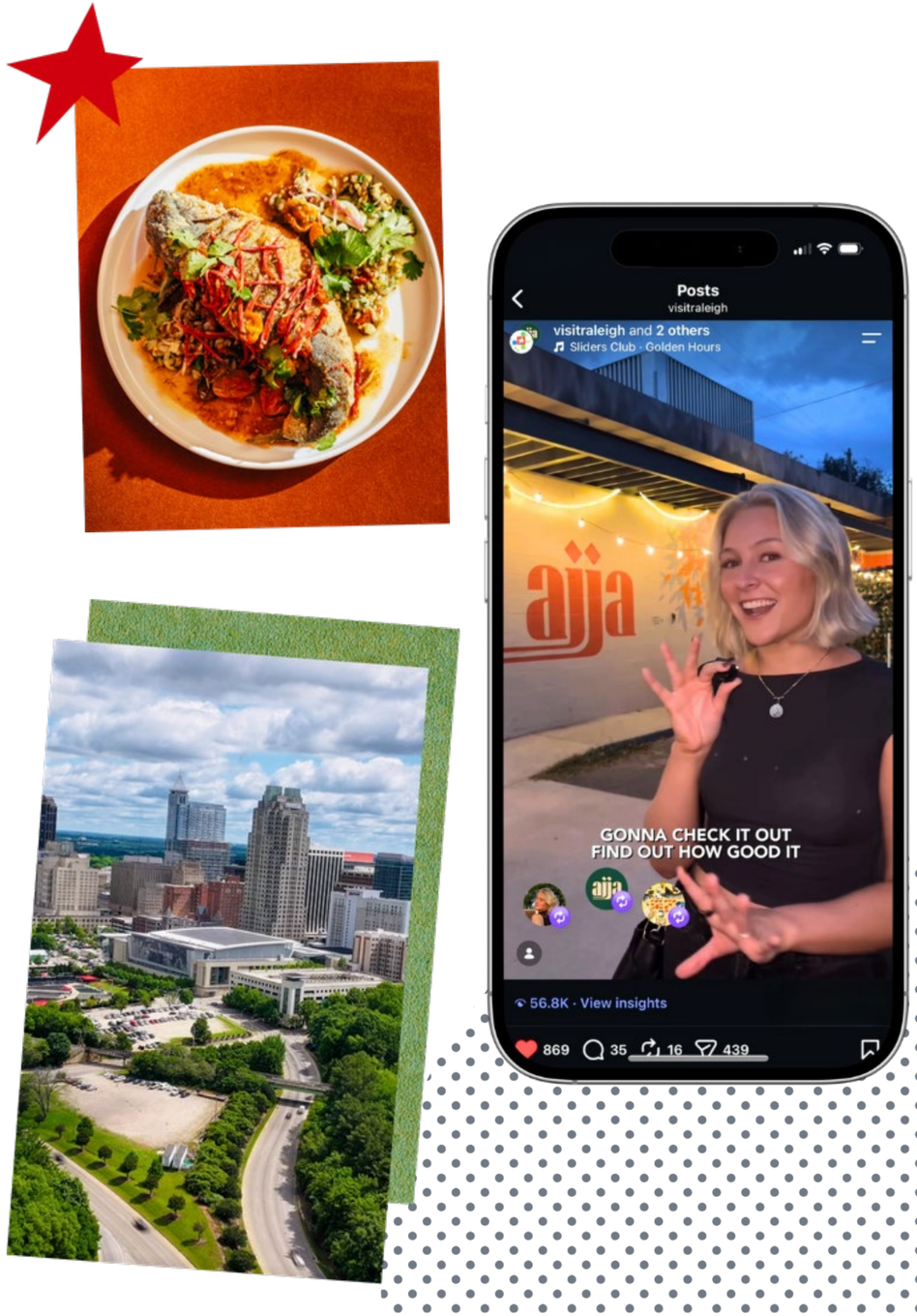
An ongoing partnership with local content creators who produce first-person, short-form videos on Visit Raleigh's social media feeds showcasing local businesses and experiences.



The Growing Influence of Recommendations

“[Creator] recommendations now influence nearly half of all consumer purchases, up from 39% two years ago.”

— Statista Consumer Insights, Global Consumer Survey, 2025



“Creators are some of the most trusted media channels on the planet right now.” — *Nathan Rosenburg, CMO, Virgin Voyages*

“We are investing more in influencer marketing. For us, this is the new way of marketing. This is how people are consuming their information.” — *Natalie Willis, SVP Integrated Marketing, Expedia Group*

“[Creators] are much more attuned to their audiences and have a more human-led approach. — *Behnaz Ghahramami, SVP Global Marketing, Marriott International*

“Connecting what the team is doing in social and creator with the performance marketing team is critical. Social is now performance marketing as much as it is about brand storytelling. — *Laurie Blair, SVP Global Marketing, Hyatt*

Meet Our Creators



Sophie



Maisha



Danny



Christina



Linda



Meredith



Ophelia



Kerry

Local Creators. Lasting Partnerships.



LOCAL CREATORS
People who know the Raleigh area

STORYTELLING FIRST
3,000–300,000 followers

ONGOING RELATIONSHIPS
Learning and growing together





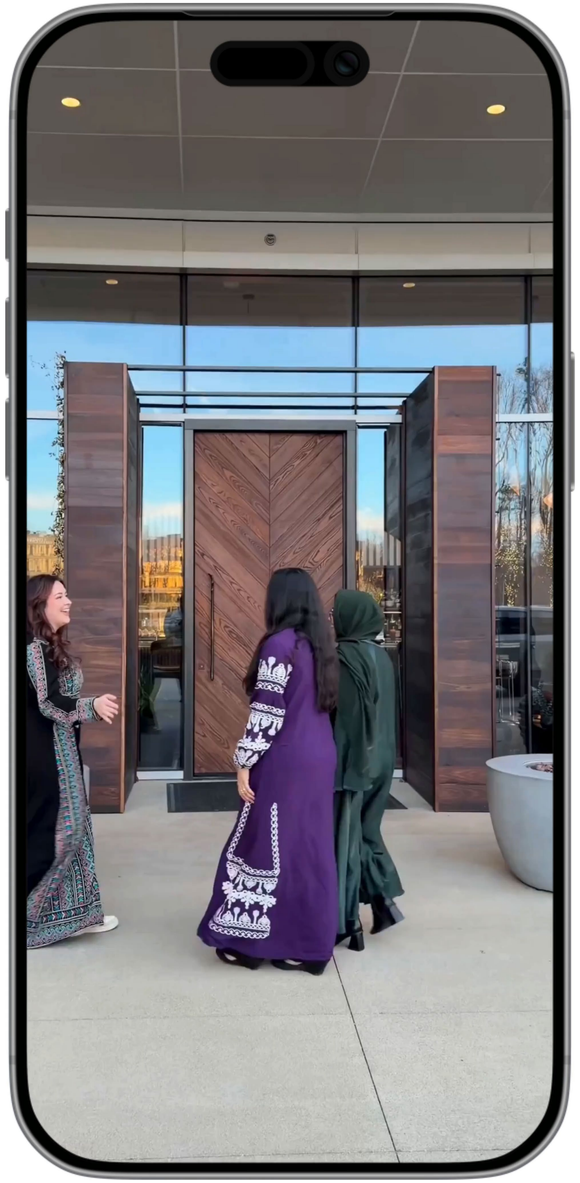


What Could a Creator Experience Look Like?













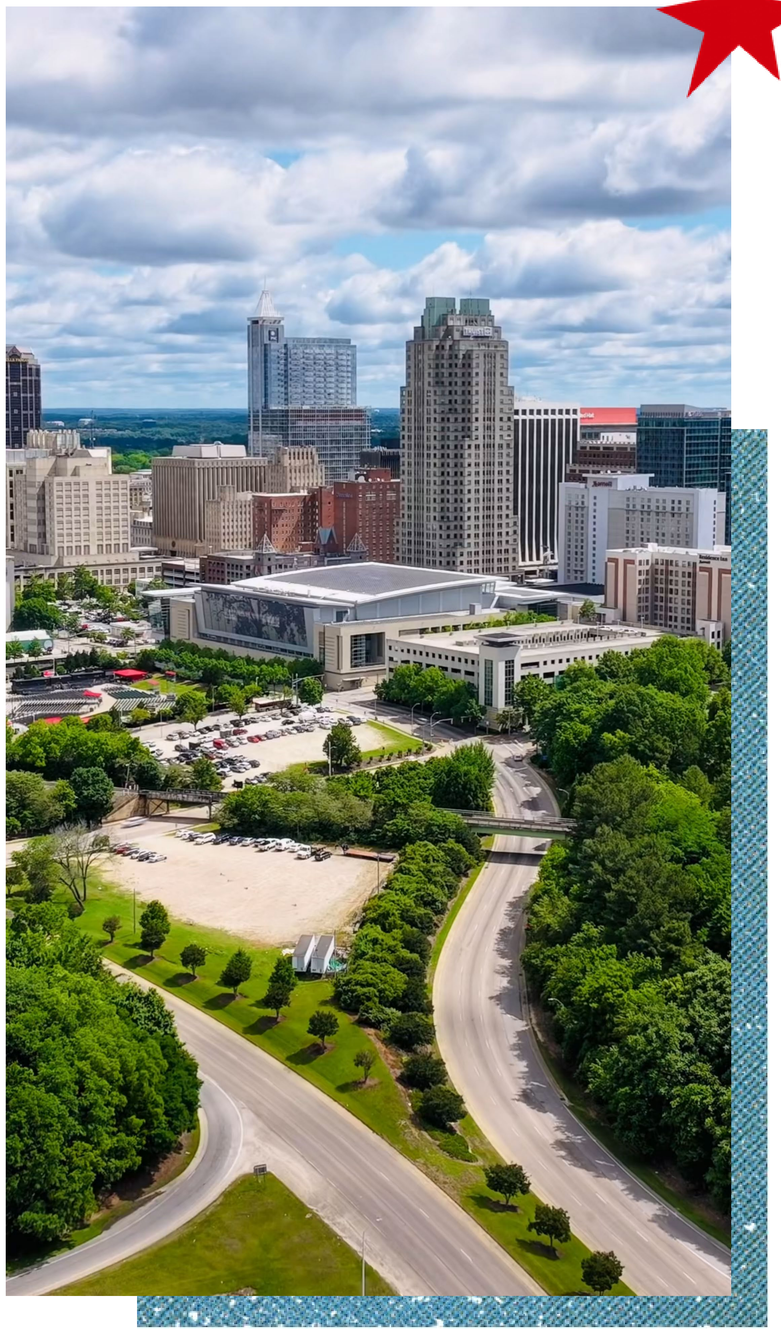


Building Momentum

80+
Videos Produced

3,000,000
Total Views

25,000
Total shares



visitRaleigh®

FUTURE MEETINGS

WINTER TOURISM TALK LIVE

Feb. 2027

Carmen’s Cuban Café and Lounge

SPRING TOURISM TALK LIVE

May 20, 2027

Sports & Social

Wake County

TOURISM U

visitRaleigh.com/tourismu

SPECIAL THANKS

Trophy Brewing Co.

Atlantic Union Bank Convention Center

Activate Good

visitRaleigh®