

WELCOME TO TOURISM TALK LIVE



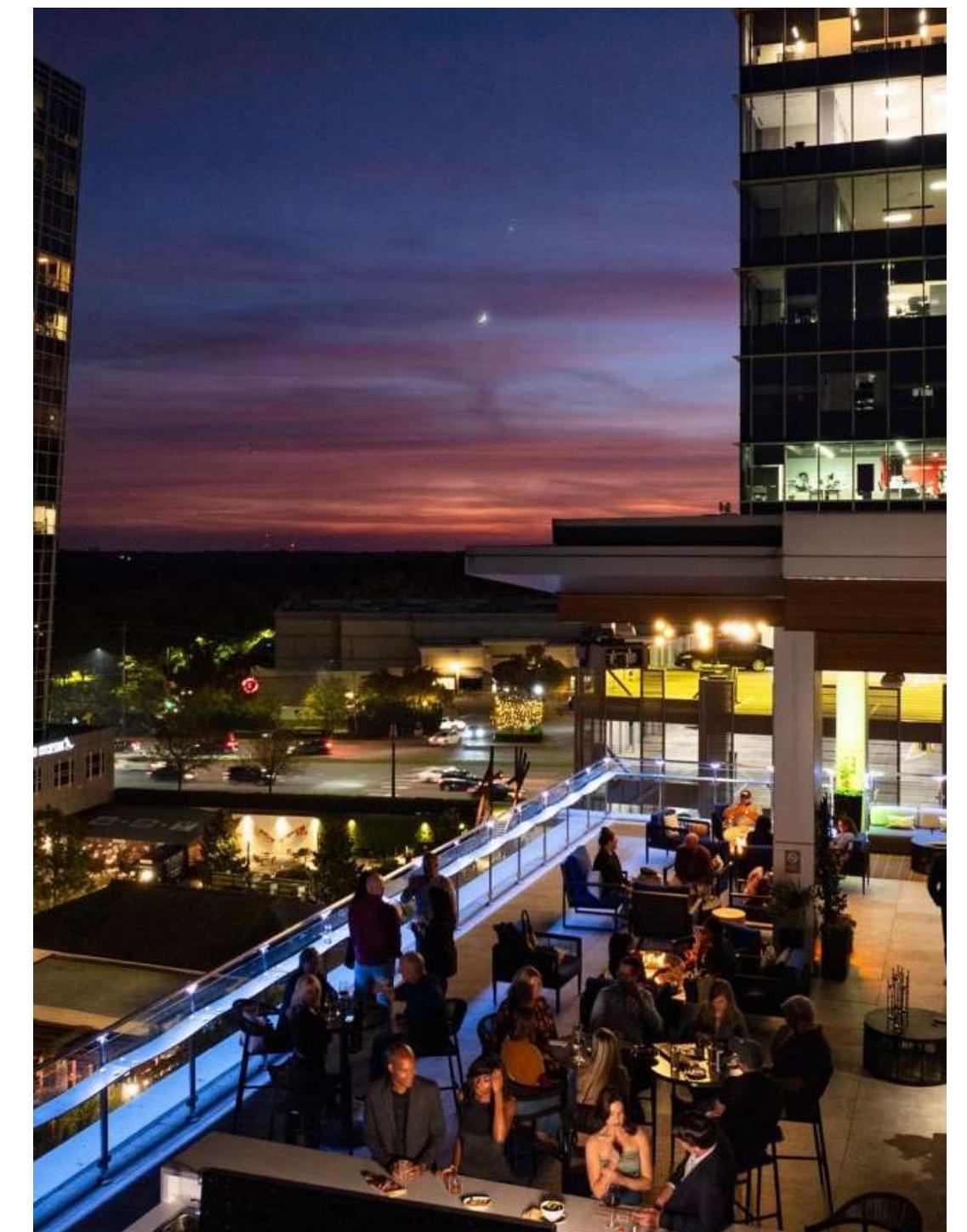
**Level7 Rooftop Lounge at the
AC Hotel Raleigh North Hills**
Thurs., Nov. 13, 2025 • 10am
Doors Open at 9:45am

Andrew Baker, TMP, FEP

MARKETING MANAGER

abaker@visitRaleigh.com





New Staff



Emma Bridges
Social Media
Manager



Davis Brown
Destination Data and
Technology Manager



Hannah Hankins
Public Relations and
International Tourism Manager



Michael Robson

**ASSISTANT DIRECTOR OF
MARKETING AND
COMMUNICATIONS**

mrobson@visitRaleigh.com





MICHELIN

2025

AMERICAN
SOUTH

14



The MICHELIN Guide

The MICHELIN Guide—widely considered the world's foremost guide to exceptional dining—has finally landed in Raleigh (and the rest of the American South). Unveiled on Nov. 3, 2025, the first-ever MICHELIN Guide to the American South **features 14 Raleigh-area restaurants**.



1

Quality
of the ingredients

2

Mastery
of cooking techniques

3

Harmony
of flavors

4

Personality of chef
represented in the cuisine

5

Consistency
over time and across the entire menu



INCREASED
SPEND

71%

of travelers would increase their spending if a MICHELIN Guide selection existed, with 2/3 planning to spend an additional €40 (\$47) or more per person per meal for a MICHELIN Guide restaurant experience.

DECISIVE IN
DESTINATION
CHOICE

2/3

of travelers say they would choose a MICHELIN destination over a comparable one.



Bib Gourmand

Bib Gourmand highlights spots
where diners can enjoy remarkable
meals at a great value.



Prime
Barbecue



Sam Jones
BBQ

Mala
Pata



MICHELIN Recommended

Recommended restaurants
showcase establishments that
inspectors feel are truly worth a visit.


MICHELIN
2025
AMERICAN
SOUTH



Brewery Bhavana



Brodeto



Crawford and Son



Dampf Good BBQ



Herons



Jolie



Poole's Diner



Stanbury



St. Roch Fine Oysters + Bar



Tamasha Modern Indian



The Pit



visitRaleigh®

QUESTIONS?

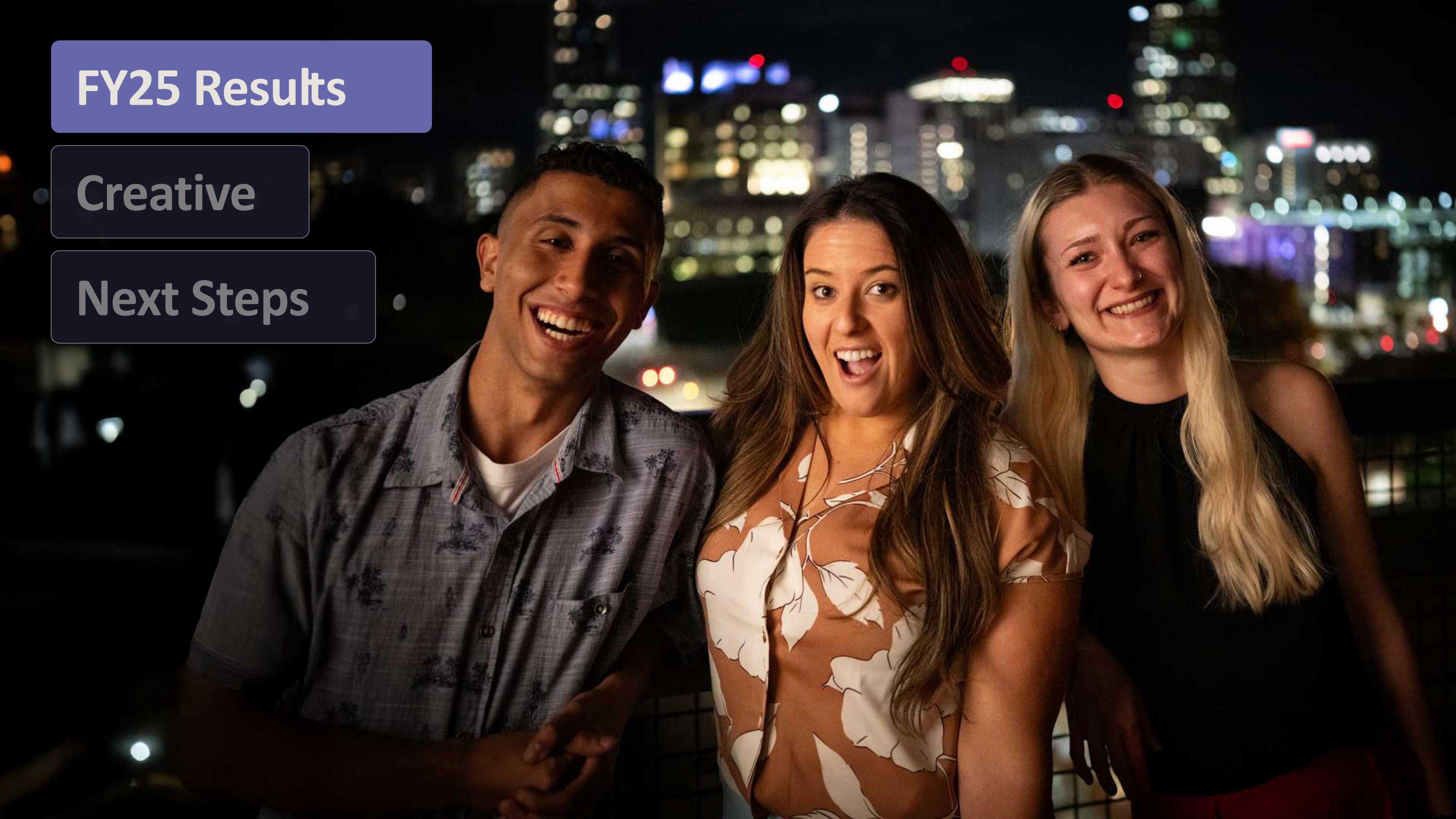
jholt@visitRaleigh.com





LEISURE TOURISM ADVERTISING

November 13, 2025



FY25 Results

Creative

Next Steps

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

Dan Zarella



In FY25, we tracked **82%** of leisure spend back to hotel bookings and in-market spending.

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

AD SPEND:
63%
OUTSIDE NC

AD SPEND:
37%
INSIDE NC

Two research approaches

hotel
booking
data

Spectrum = Adara

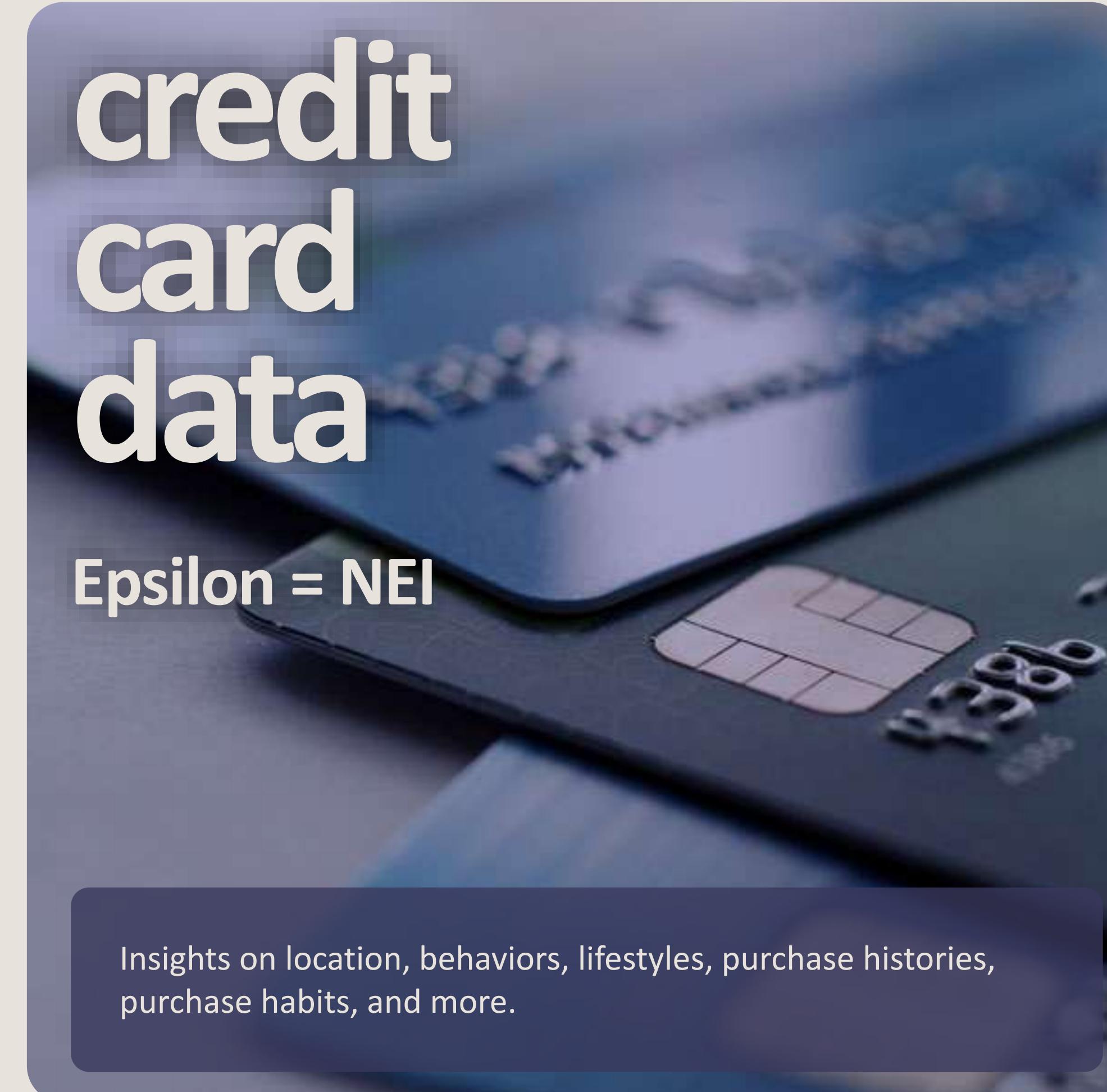


Rich data partnerships in the travel space (OTA Data).
Trusted source of projecting to total universe.

credit
card
data

Epsilon = NEI

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



The big takeaway

The campaign is driving higher-revenue visitors.

\$31.5 million
in hotel booking revenue



In FY25, the campaign drove
~47,000 hotel bookings

60% increase over FY24

\$56.6 million
in credit card spending in market

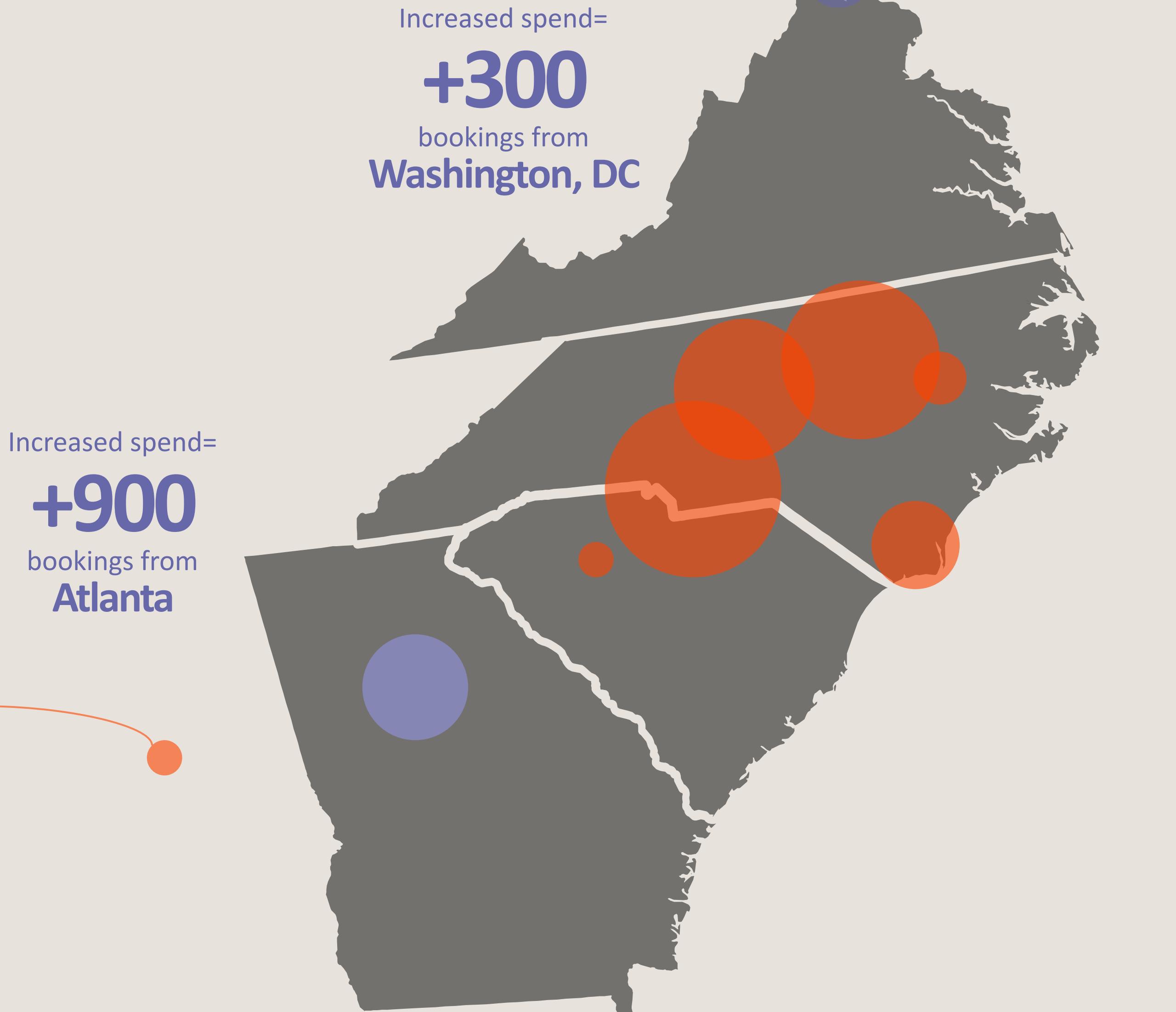


Hotel guests stayed an average of 2
nights with an ADR of \$172

**25% higher than FY25 Wake County
ADR**

Leisure visitors arrived from:

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



* Wake County excluded from marketing spending

Where they stayed

The majority of guests were couples, and they booked around **20 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 **\$172**.

City	% of Bookings	Avg. Length of Stay	Avg. Advance Purchase	Avg. Daily Rate
Raleigh	72.36%	1.98	21.07	\$183.48
Cary	12.10%	1.61	18.13	\$154.39
Morrisville	8.87%	1.47	15.42	\$127.02
Wake Forest	2.18%	1.51	15.15	\$138.91
Garner	2.17%	1.63	10.80	\$144.46
Apex	1.97%	1.59	13.08	\$147.85
Fuquay-Varina	.48%	1.67	19.19	\$116.33



In-market credit card spending

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

\$56,600,000

More than double the in-market spend in FY24

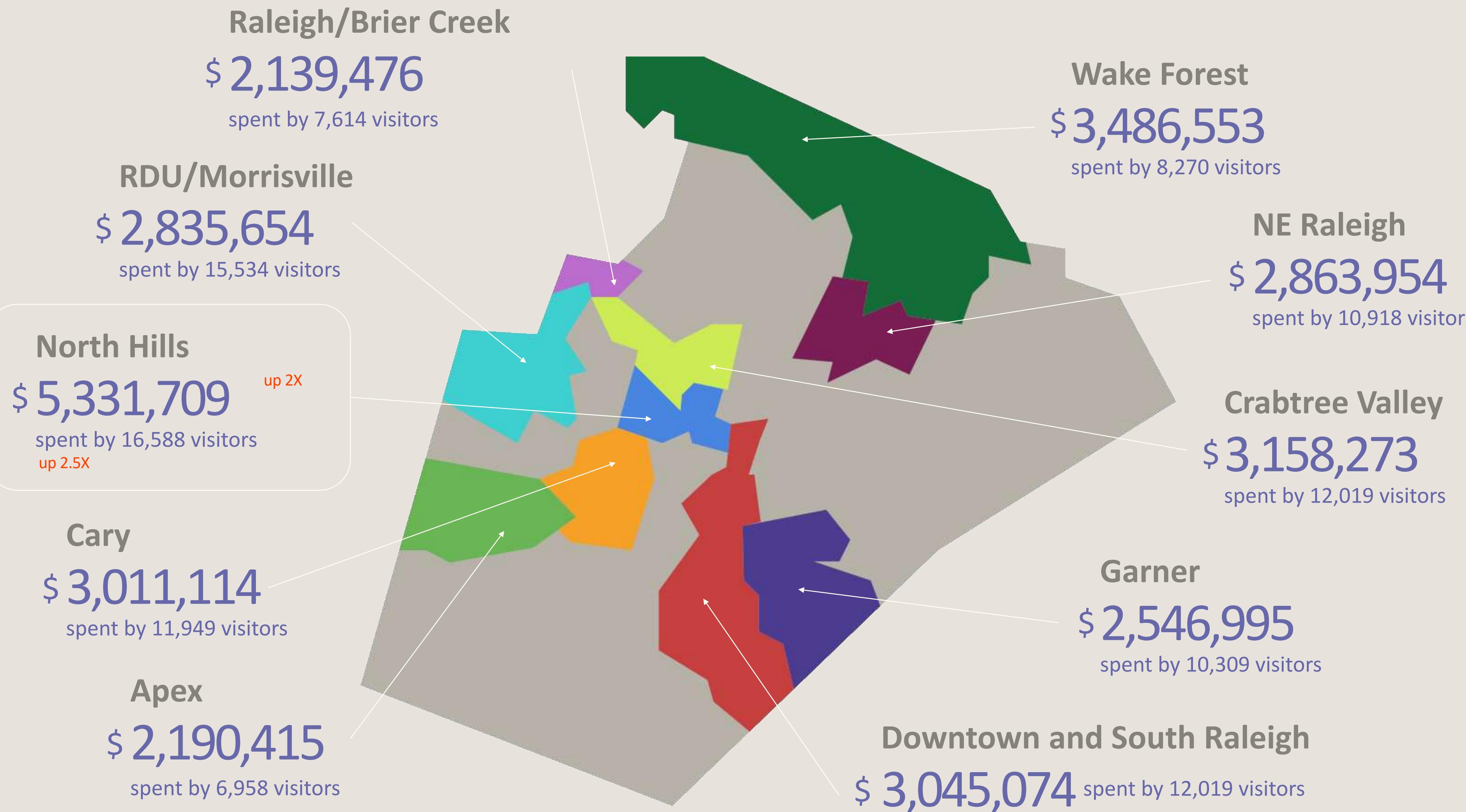
Average spend
in market was
\$242 per visitor

Retail/specialty and dining
accounts for 79% of in-
market spending.

Booking ahead decreases reporting of
lodging percentage of in-market
spending

1,000,000 transactions connected to the leisure campaign

Visitation and spend by area



FY25 Results

Creative

Next Steps



WE'RE
FULL OF
IDEAS



AVENIR BOLD

**WE'RE
FULL OF
IDEAS.**



Stroll among larger-than-life sculptures at the nation's largest museum park at the North Carolina Museum of Art. In Raleigh, enjoy experiences where open-air adventure and creativity come together beautifully.

visitRaleigh

visitRaleigh.com/ideas

**WE'RE
FULL OF
IDEAS.**



Zip lines, water slides, floating playgrounds, cliff jumps and more make this 80-acre, man-made lake a surprising haven for thrill seekers. In Rolesville and Raleigh, N.C., plenty of adventures start with a splash.

visitRaleigh

visitRaleigh.com/ideas

WE'RE
FULL OF
IDEAS.



Roll up your sleeves and dive into unscripted, hands-on experiences like the Adventures in Bloom Metal-Stamping Workshop, where your creativity becomes a keepsake. Get closer to the stories that make Raleigh, N.C., unforgettable.



visitRaleigh.com/ideas

WE'RE
FULL OF
IDEAS.



With vibrant dishes, the aroma of a wood fire and a laid-back outdoor setting, Ajja brings Mediterranean flavors to life—each bite telling its own story. As one of Raleigh's standout places to eat, it perfectly reflects a city that's always evolving and always full of fresh ideas.



visitRaleigh.com/ideas

AVENIR BOLD

WE'RE
FULL OF
IDEAS.



Dorothea Dix Park
Offering sweeping views, peaceful trails and a public art plan that will turn heads globally, Dorothea Dix Park is truly the nation's most exciting park project. In Raleigh, N.C., you'll find all the inspiration you need to stroll new paths of discovery.



visitRaleigh.com/ideas

WE'RE
FULL OF
IDEAS.



Herons
Five-Star dishes inspired by visual masterpieces offer a dining experience as artistic as it is delicious. In Cary and Raleigh N.C., savor experiences where culinary creativity and fine art come together in perfect harmony.



visitRaleigh.com/ideas

COUPLE'S WEEKEND, RALEIGH, N.C.



A group of four women are sitting at a white outdoor table, laughing and talking. The woman on the far left is smiling broadly, showing her teeth. The woman next to her is laughing with her head tilted back. The woman on the right is also laughing, looking towards the center. The woman in the background is looking down at the table. They are all wearing casual clothing. The background is a bright, sunny day with trees and a clear sky.

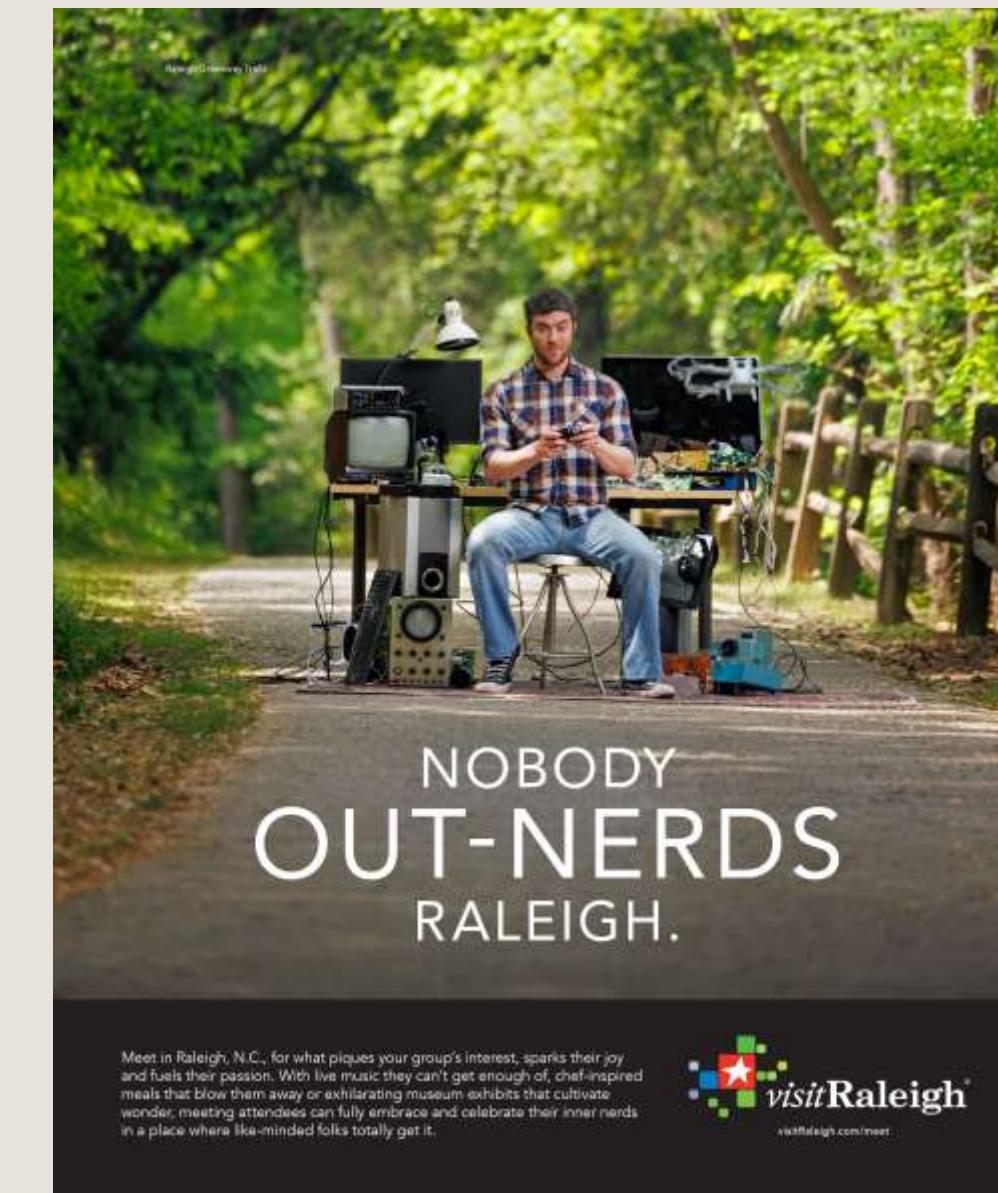
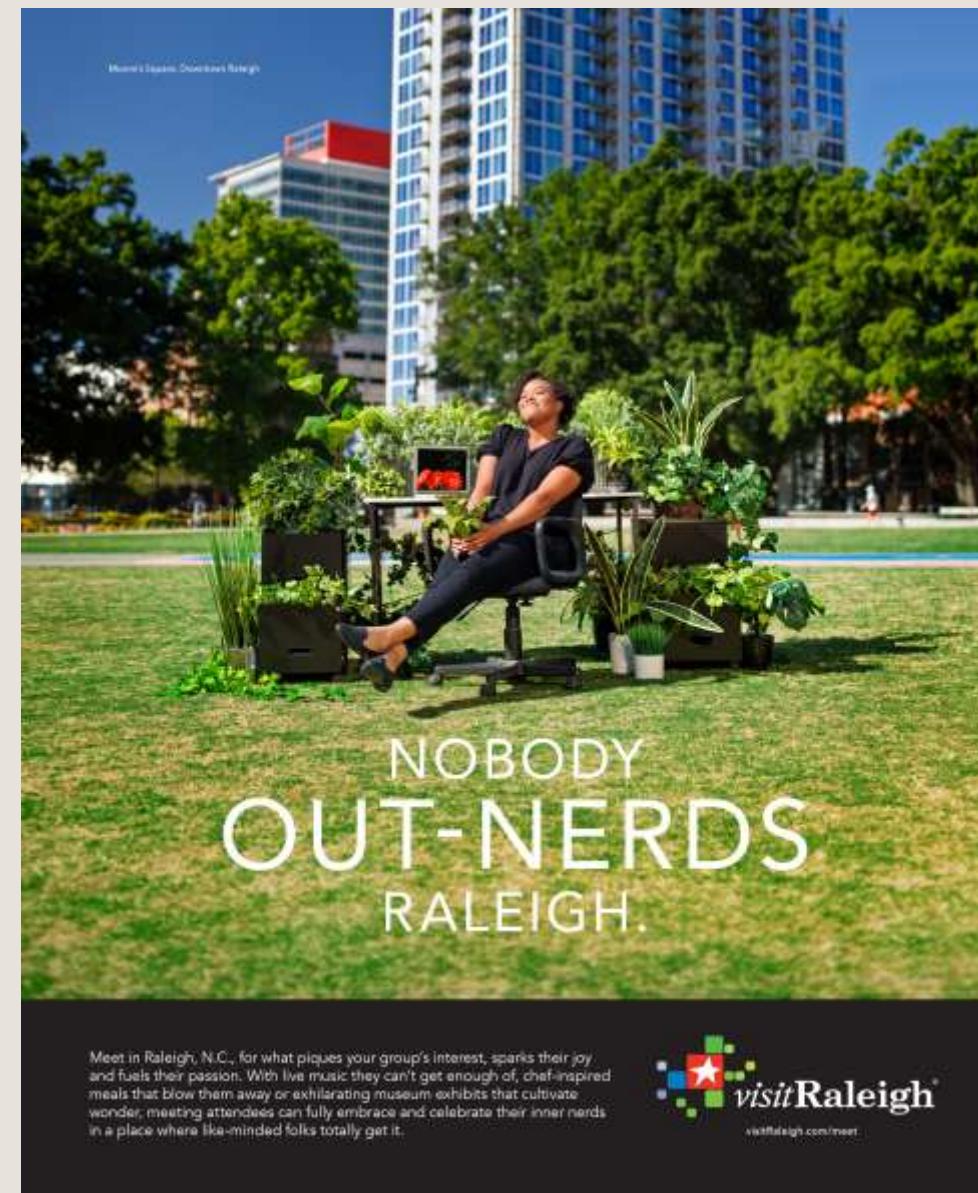
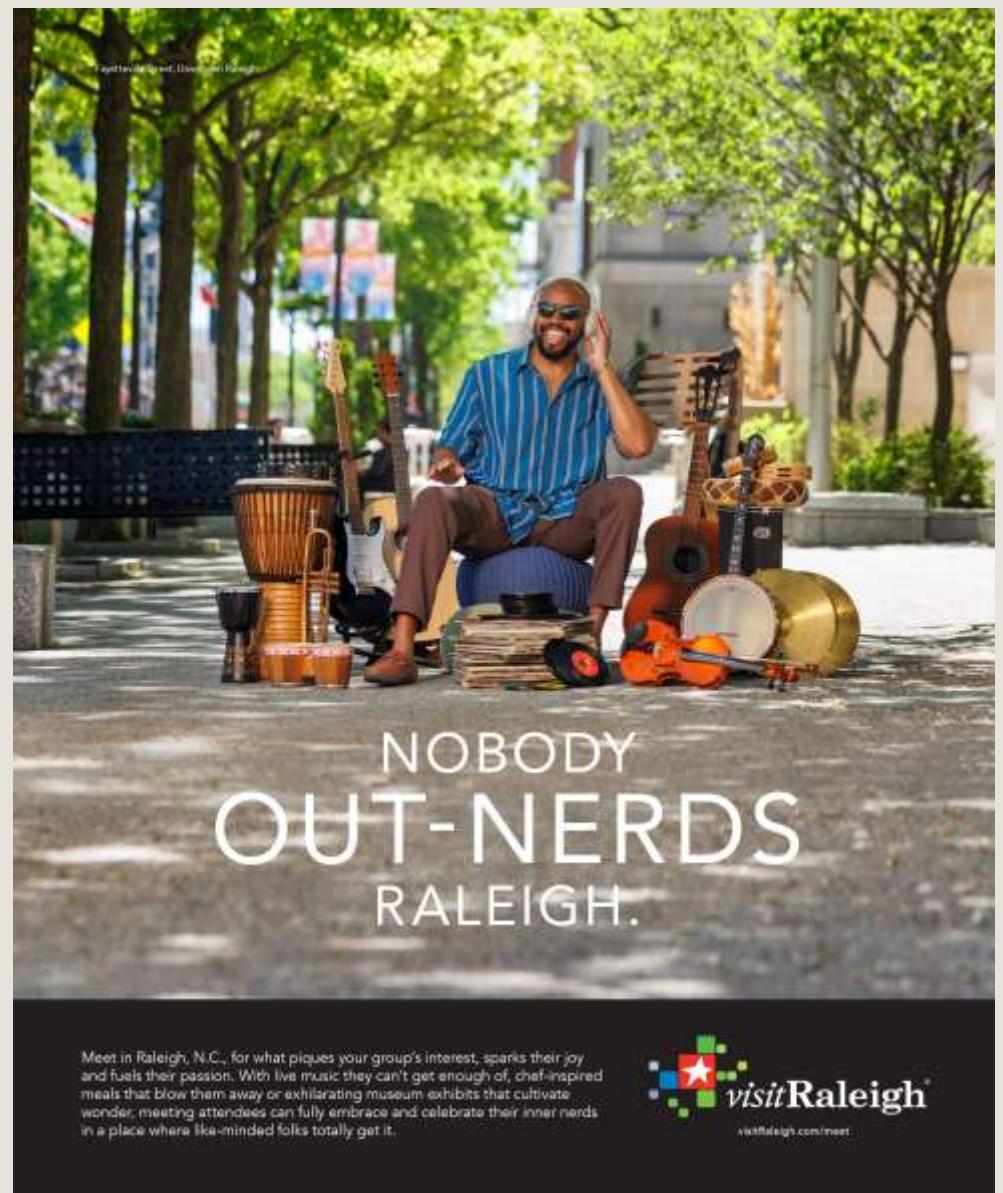
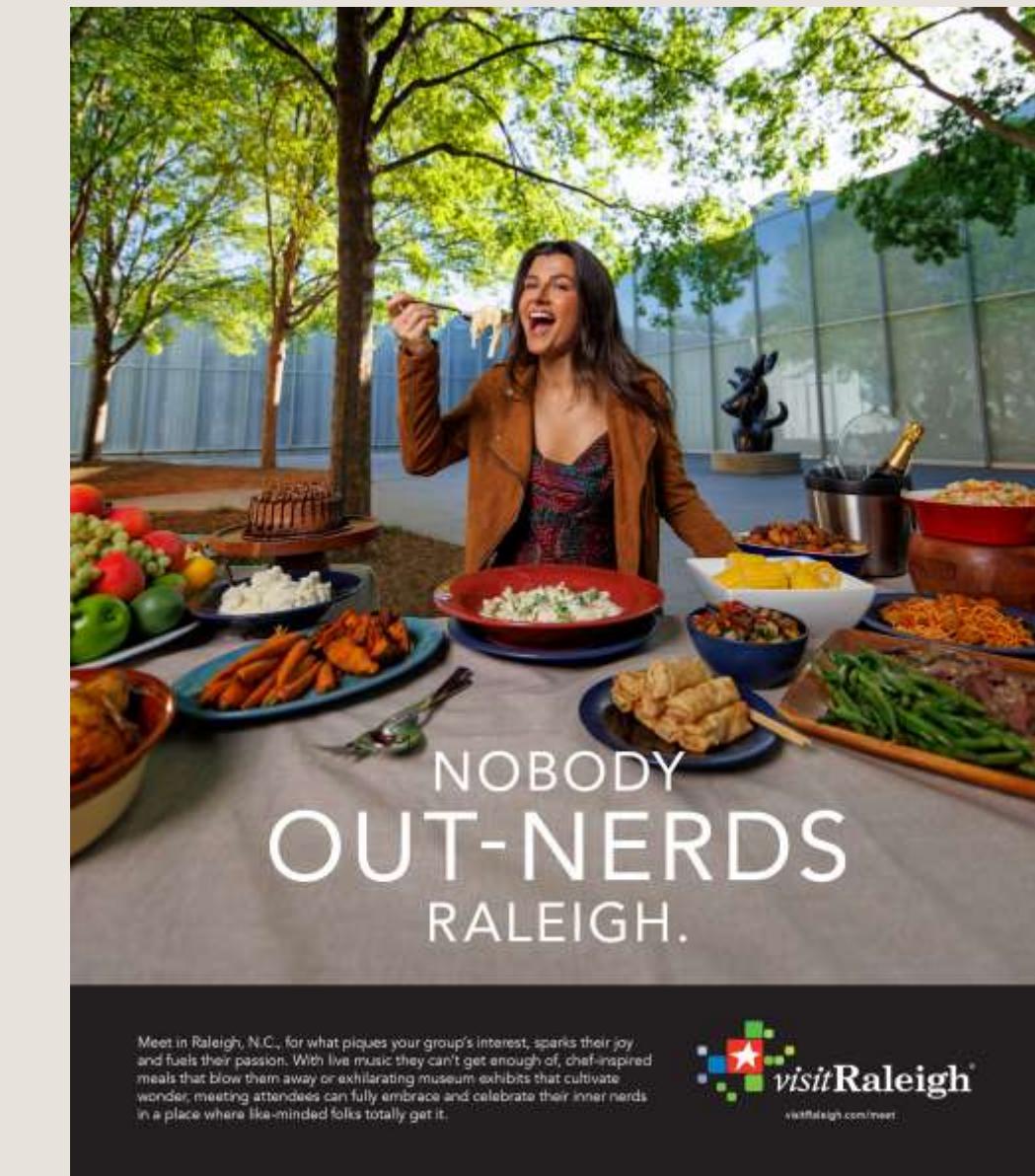
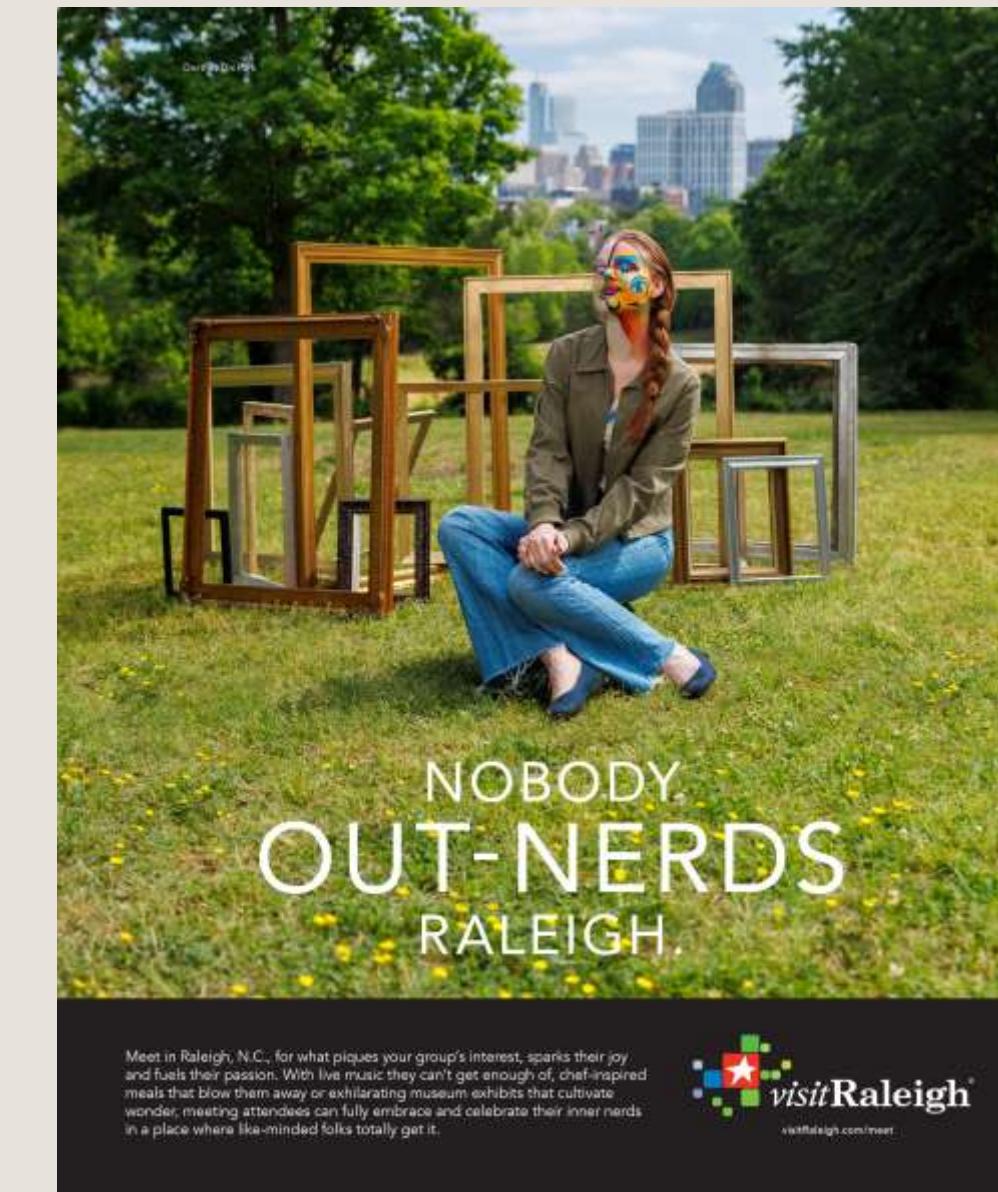
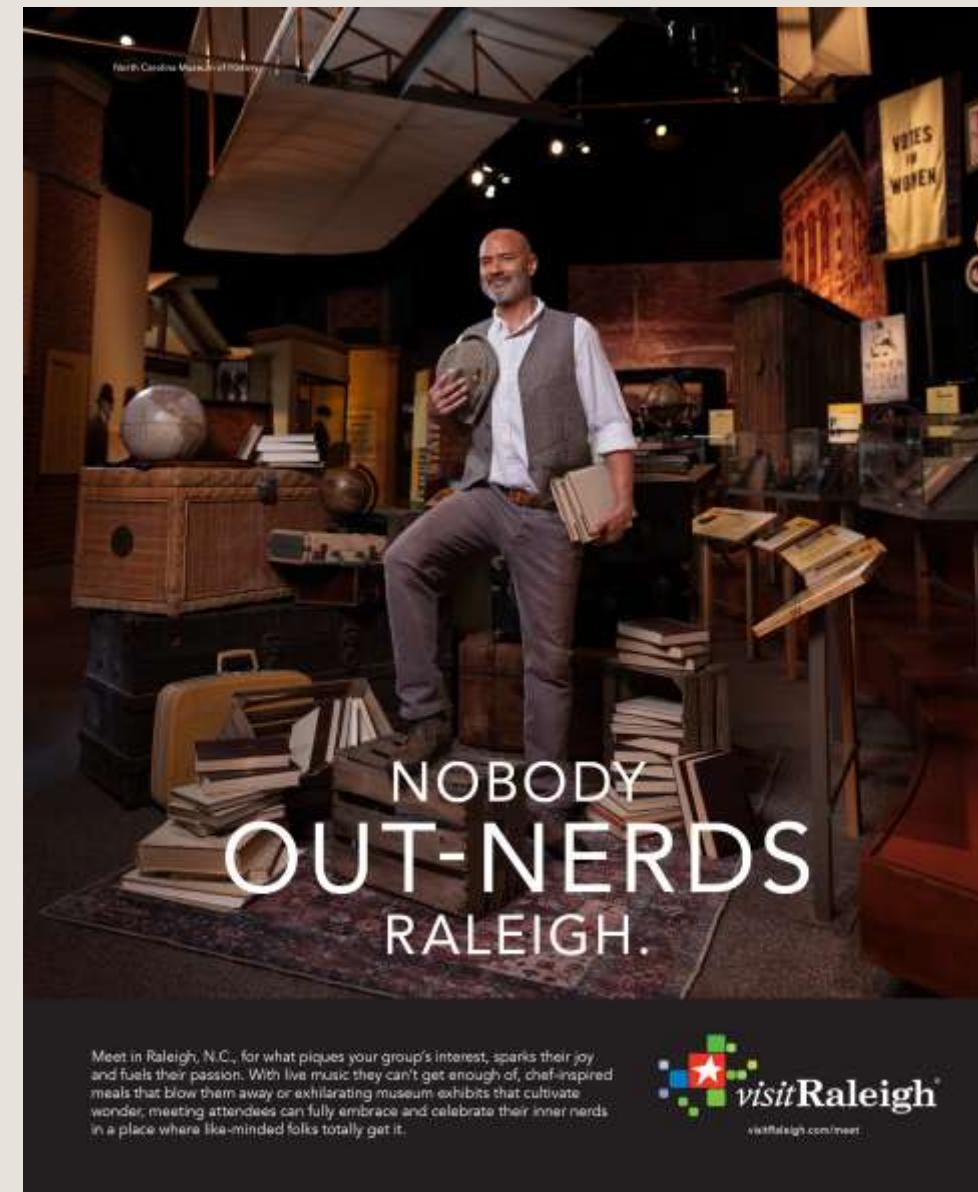
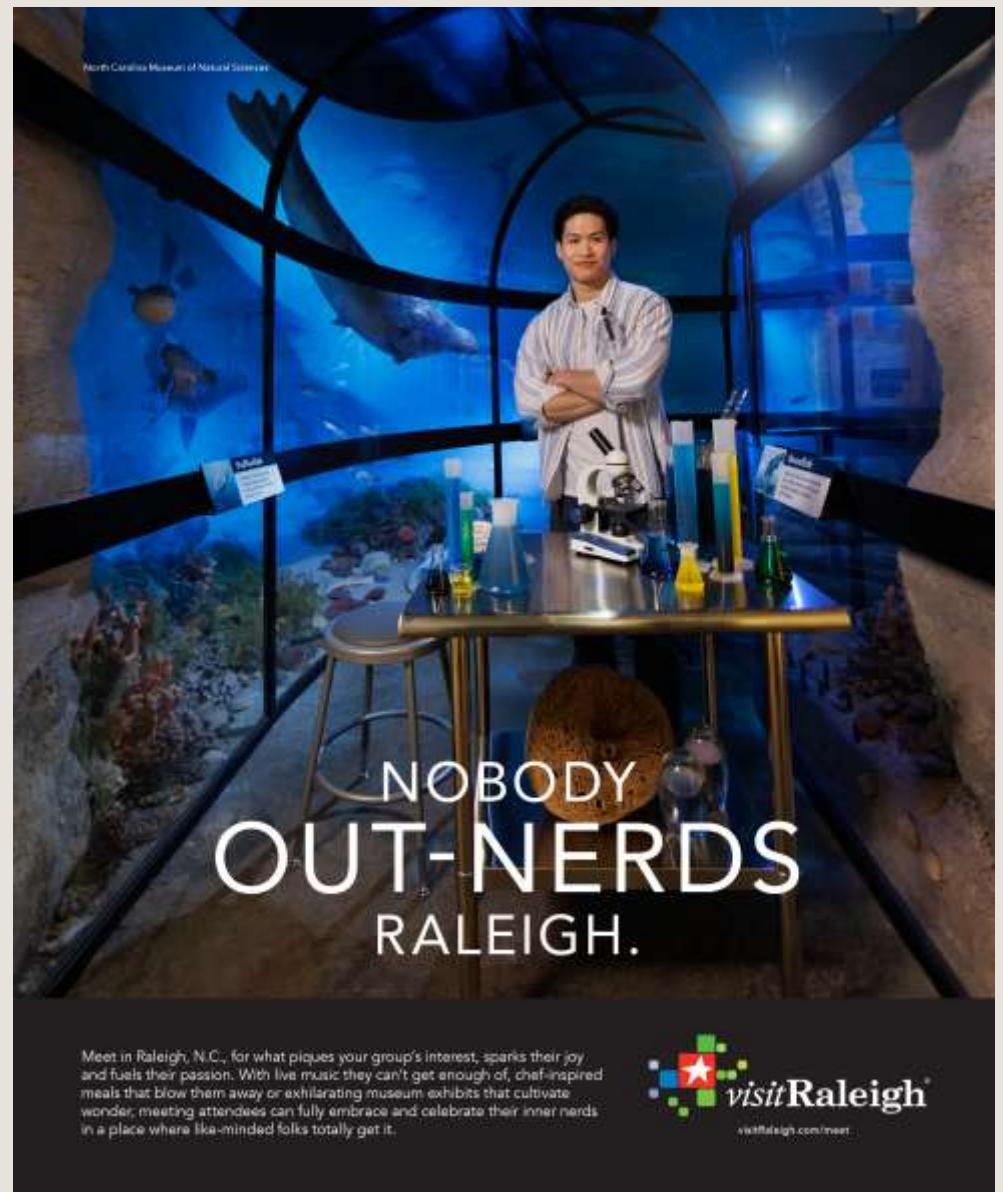
GIRL'S TRIP,
RALEIGH, N.C.

FAMILY GATHERING, RALEIGH, N.C.



NOBODY
OUT-NERDS
RALEIGH.





AVENIR BOLD



FY25 Results

Creative

Next Steps

Looking ahead

Optimize spending by market for the rest of FY26 to continue increasing economic impact.

Expand campaign with new ads in March 2026.

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

Continue to spend outside of NC to drive longer stays (65% in FY26).





Raleigh Convention Center Expansion Design Reveal

Tourism Talk Live
November 13, 2025

Community, Client, and Industry Voices Shaped the Venue Design



**Saturday on
South Street
Bock Party**

**Southern
Gateway
Stakeholder
Meetings**

**Community
Feedback
Meetings**

**Online
Survey**



**Industry
Roundtables**



**Client
Surveys**



**Client
Advisory
Board**



**Thought
Leader
Interviews**



**Venue Site
Tours**

Three Proposed Architectural Design Concepts

Curvy



A fluid, organic form
with sweeping
architectural lines



Rounded



A softer, more
approachable massing
with a civic-forward feel



A bold, angular design
emphasizing modernity
and visual impact



Exterior Design Revealed

Bringing Ideas to Life: Expansion Designs Released





Southeast View from McDowell Street at Lenior Street



Southeast View from McDowell and Lenior Streets



Southeast View from McDowell and Lenior Streets



Southwest View from Lenior and Dawson Streets



Northwest View from Cabarrus and Dawson Streets



View from McDowell Street



View from McDowell and Cabarrus Streets

Four Corners of RCC West



Dawson & Cabarrus Streets



McDowell & Cabarrus Streets



Dawson & Lenoir Streets



McDowell & Lenoir Streets



West Garden

WEST GARDEN

West Garden



WEST GARDEN



West Garden

Bigger, Bolder, Raleigh Convention Center



**798,100 sf
Total Building Space**

**RCC West brings
298,100 sq. ft.**

**50,000 sq. ft.
Divisible
Flex Hall**

**18,000 sq. ft.
Divisible
Ballroom**

**13
Meeting
Rooms**

**Joining RCC East's 500,000 sq. ft. across
150,000 sq. ft. divisible exhibit hall, 32,000
sq. ft. divisible ballroom,
20 meeting rooms**

RCC West Floorplans

100 Level

13 Breakout Rooms
24k sf Meeting Space
Loading Dock



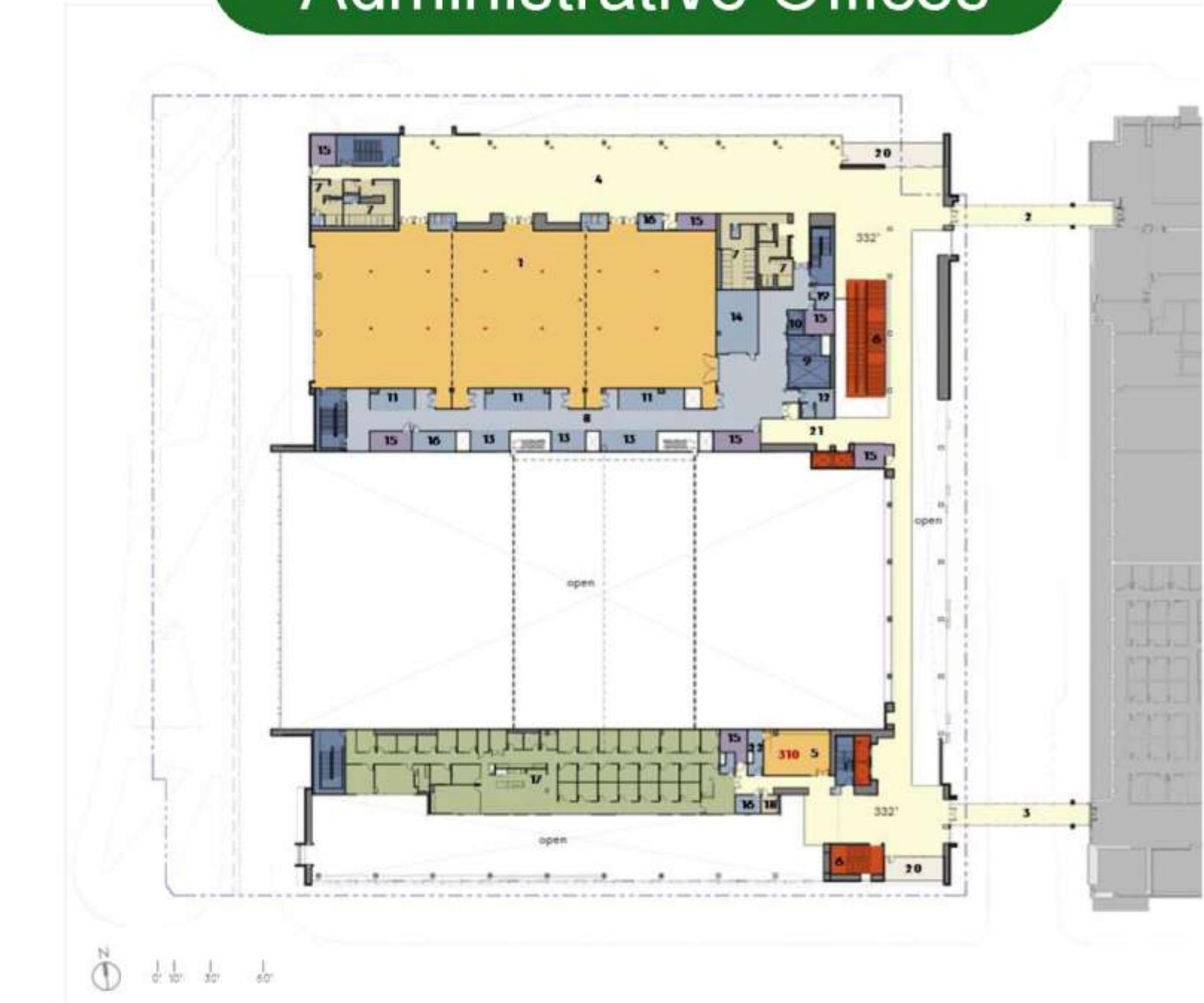
200 Level

50k sf Flex Hall
Kitchen
Receiving Dock



300 Level

18k sf Ballroom
Connection Walkways
Administrative Offices

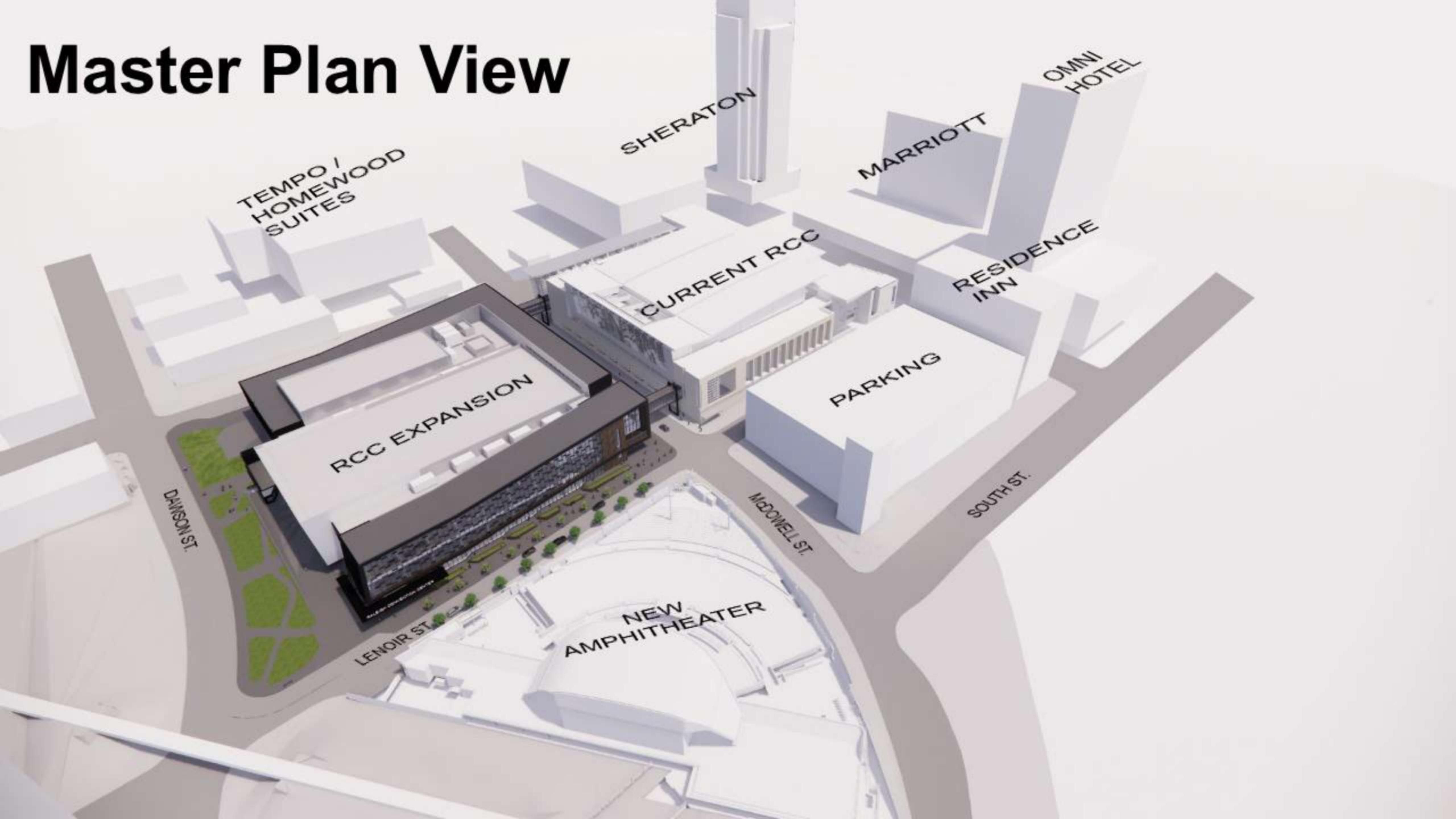


The Expanded Convention Campus

A Dynamic Destination



Master Plan View



Expansion Design Makes Headlines

The Future Takes Shape with Press Announcement



Raleigh Convention Center Shares Designs of Upcoming Expansion

October 23, 2025



RALEIGH, N.C. — The Raleigh Convention and Performing Arts Complex today unveiled the architectural renderings of the new Raleigh Convention Center expansion. This transformative 298,100 sq. ft. facility adds significant event capacity in downtown Raleigh, bringing the center's total square footage to 798,100, further solidifying the city's position as a global convention destination.

"We're thrilled to share these architectural renderings of the new expansion to previously underutilized space, while opening up new opportunities for the community," said Kerry Painter, President of the Raleigh Convention and Performing Arts Complex. "We are delighted to continue our commitment to growth."

This expansion venture RATIO | TVS, includes a large new 50,000 sq. ft. divisible flex space and 18,000 sq. ft. of new meeting rooms and welcoming pre-function spaces. The design highlights Raleigh through its use of local materials and colors, and its integration with the surrounding environment on all sides, offering visitors an immersive experience of downtown Raleigh's energy and character.

"We're eager to welcome our community and visitors alike to this expansion of the Raleigh Convention Center," said Marchell Adams-David, Raleigh City Manager. "This marks a significant milestone in Raleigh's strategic downtown growth, with the Raleigh Convention Center expansion, the new iteration of the Red Hat Amphitheater and improvements to the Martin Marietta Center for the Performing Arts all poised to bring significant increases in economic impact to Downtown Raleigh."

"This state-of-the-art convention center expansion is a transformative investment in the future of downtown Raleigh," said Dennis Edwards, President and CEO of Visit Raleigh. "It will bring thousands of new visitors, driving more restaurant reservations, hotel stays, and traffic to local businesses. This facility strengthens Raleigh's position as a vibrant, nationally competitive destination for meetings, events, and tourism."

**700,000+
Estimated
Impressions**



Raleigh Convention Center Shares Designs of Upcoming Expansion



NEW RENDERINGS RELEASED FOR CONVENTION CENTER

Follow Us for the Next Big Reveal!



Stay connected for sneak peeks,
big updates, and all the latest on
the Raleigh Convention Center
Expansion

raleighconvention.com/expansion



Raleigh Convention Center



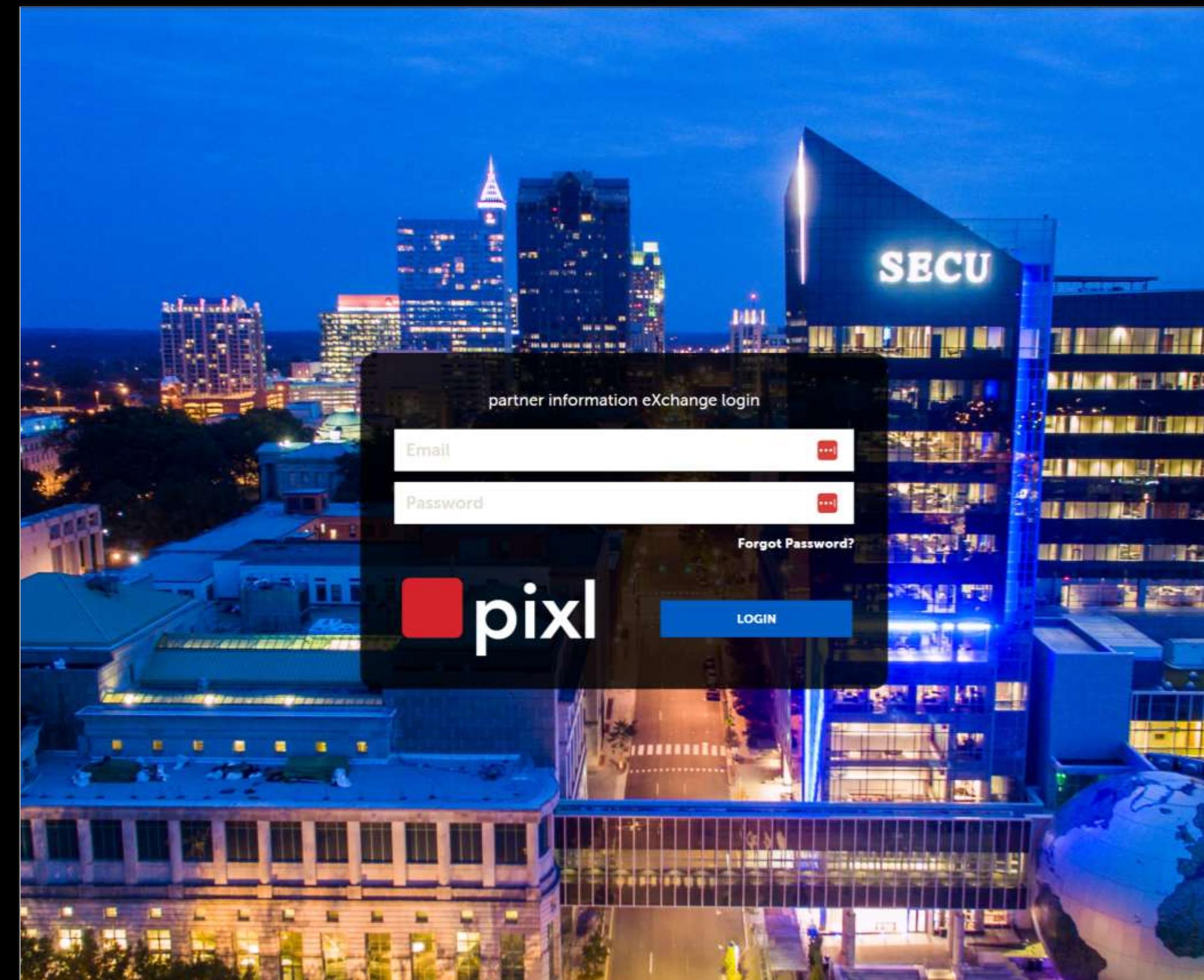




Thomas Dambo's Trolls at Dorothea Dix Park

Partner Information eXchange Login (PIXL)

abaker@visitRaleigh.com



FUTURE MEETINGS

WINTER TOURISM TALK LIVE Feb. 12, 2026
at Curated Events,
1101 E. Whitaker Mill Rd.,
Ste. 160, Raleigh 27604

SPRING TOURISM TALK LIVE May 2026
To be announced!

Wake County
TOURISM



visitRaleigh.com/tourismu

SPECIAL THANKS



