



# WELCOME TO TOURISM TALK LIVE



**Holiday Inn Raleigh-Durham Airport**

Thurs., May 15, 2025 • 10am

Doors Open at 9:45am



# ANDREW BAKER, TMP, FEP

**Marketing Manager**

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# NCRLA: Who We Represent



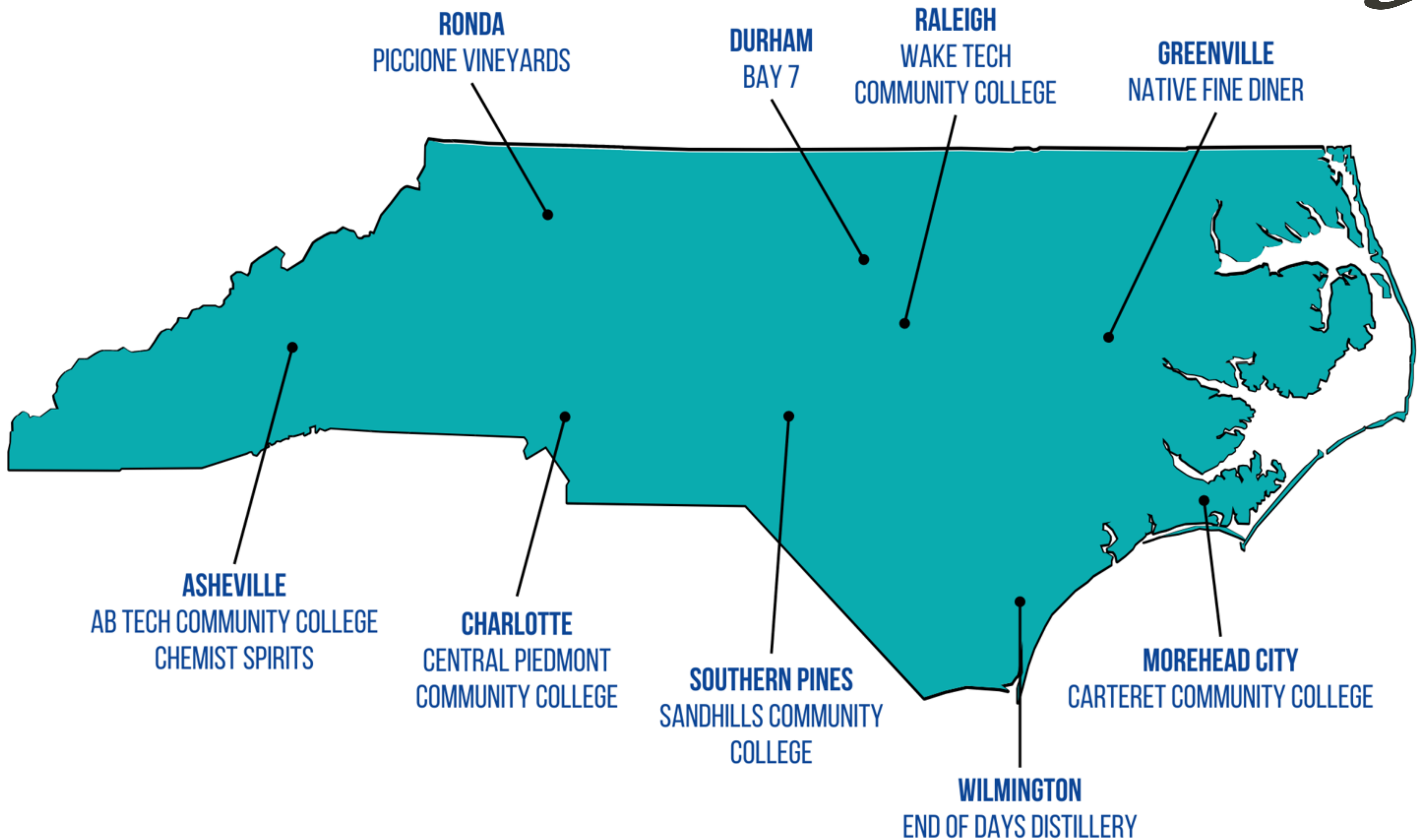


# 9<sup>th</sup> Annual NCRLA Chef Showdown





# Chef Showdown Across North Carolina





# 2025 North Carolina ProStart Invitational



MARCH 13 - 14, 2025

NORTH CAROLINA CENTRAL UNIVERSITY STUDENT CENTER  
DURHAM



*Presenting Sponsor*



*Platinum Sponsor*



*Gold Sponsors*



*America's small business insurance specialist®*



# SERVING CAREERS

**\$5 Million Workforce  
Recruitment  
Campaign**

**NCRLA**

NC Restaurant  
& Lodging Association



# Campaign Totals

October 8, 2023–May 31, 2024



Total Campaign Impressions:  
**187,181,148**

Total Campaign Clicks:  
**2,764,037**

Total Application Starts:  
**687,084**

Impressions		Engagement		Actions	
Website Views 601,171		Website User Engagement 57,533		Application Starts 687,084	
Paid Impressions 127,944,606		Paid Clicks 541,501		Sponsored Job Clicks 1,909,113	
Social Impressions 81,440,438		Social Clicks 593,541		Application Start Rate 35.73%	
Search Impressions 235,942		Search Clicks 233,714		Indeed Benchmark 20.00%	
Indeed Impressions 42,623,891					





# Session Overview

- 1,771 bills introduced
- NCRLA Tracking 155
- May 8<sup>th</sup> crossover date
- Governor Stein and Senate Budget released
- House budget expected today
- Senate Majority Leader Paul Newton resigned; Senator Michael Lee elected leader



A satellite image of a hurricane, showing a large, swirling cloud system with a distinct eye in the center. The image is in grayscale, with the clouds appearing white and the surrounding ocean in dark shades of gray.

# Hurricane Recovery

- HB 47: Disaster Recovery Act of 2025
  - \$4 million for tourism promotion to VisitNC
  - No money for business recovery grants
  - \$200 million for agricultural relief
- SB 255: Historic Flood Event Bldg. Code Exemption





# No Tax on Tips

- HB 11: No Tax on Tips, Overtime, Bonus Pay
  - Representative Harry Warren (R- Rowan)
  - All tips, overtime and \$2,500 of bonus pay





# School Calendar

- SB 754: School Calendar Flexibility: A New Alternative
- 39 Bills introduced



# Occupancy & Meals Taxes

## 6 OT bills- 2 non-compliant

- HB 332: Modify Nash County Occupancy Tax
- HB 169: Repeal Haywood County Occupancy Tax

## Meals Tax (Southport)

## Continued Pressure in Asheville

- SB 132: Swannanoa Valley TDA
- Meals tax



# ABC Legislation

## HB 921: ABC & Gaming Omnibus Bill

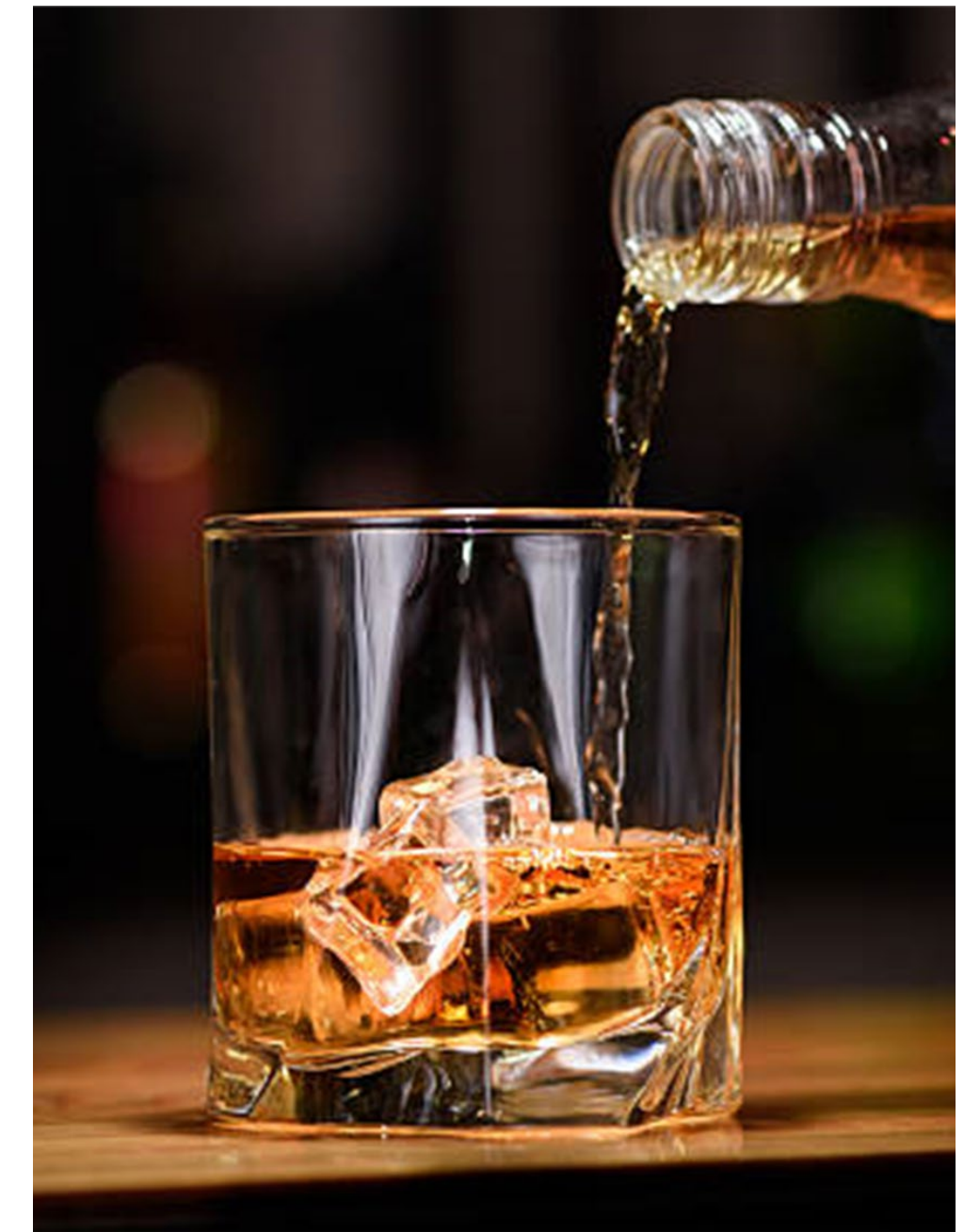
- Casino night reform (24 per calendar year)
- Repeal of the draft line cleaning change
- Ability to purchase at any ABC in the state
- Wholesaler distribution of RTDs to permittees
- Notification requirements for a liquor lottery
- Allows sale of two mixed beverages to one patron
- Sunday sales with local authorization

## SB 552: ABC Omnibus 2025

- Includes funding for a new ABC Warehouse (\$309.57 million) with a repayment plan
- Permit and technical changes

HB 108: The Sober Operator Act of 2025

3 Bills related to Hemp Derived Products







# Short Term Rentals

- SB 291: Regulation of Short-Term Rentals
  - Limits regulatory authority of cities over rentals, while allowing certain regulations





# Interchange Fees

- HB 650: No Interchange Fees on Sales Tax or Tips
- Representative Julia Howard (R-Davie)



# Senate Budget

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\$10 million to Visit NC for tourism promotion

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No appropriation for a new ABC warehouse but \$1,150,000 was appropriated for repairs

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Additional \$700 Million for Hurricane relief with additional \$250 for crop loss and no business grants

House Budget expected soon







# GRCVB “LEISURE TOURISM” ADVERTISING





The background image is a composite of two scenes. On the left, a modern building with a glass facade is illuminated from within, showing interior lights and structural elements. On the right, a large, metallic, spherical sculpture of the Earth is shown at night, reflecting the ambient light. The sculpture is highly detailed, showing continents and oceans. The overall scene is set against a dark blue night sky.

CY24 RESULTS

FY25 APPROACH

CREATIVE

WHAT'S NEXT



# CALENDAR YEAR 2024 RESULTS



**\$33.4 million**

In estimated  
economic impact

**55,182**

Hotel bookings

**48%**

of ALL hotel revenue  
Adara observed in  
CY24

**62:1** return on ad  
spend (ROAS)

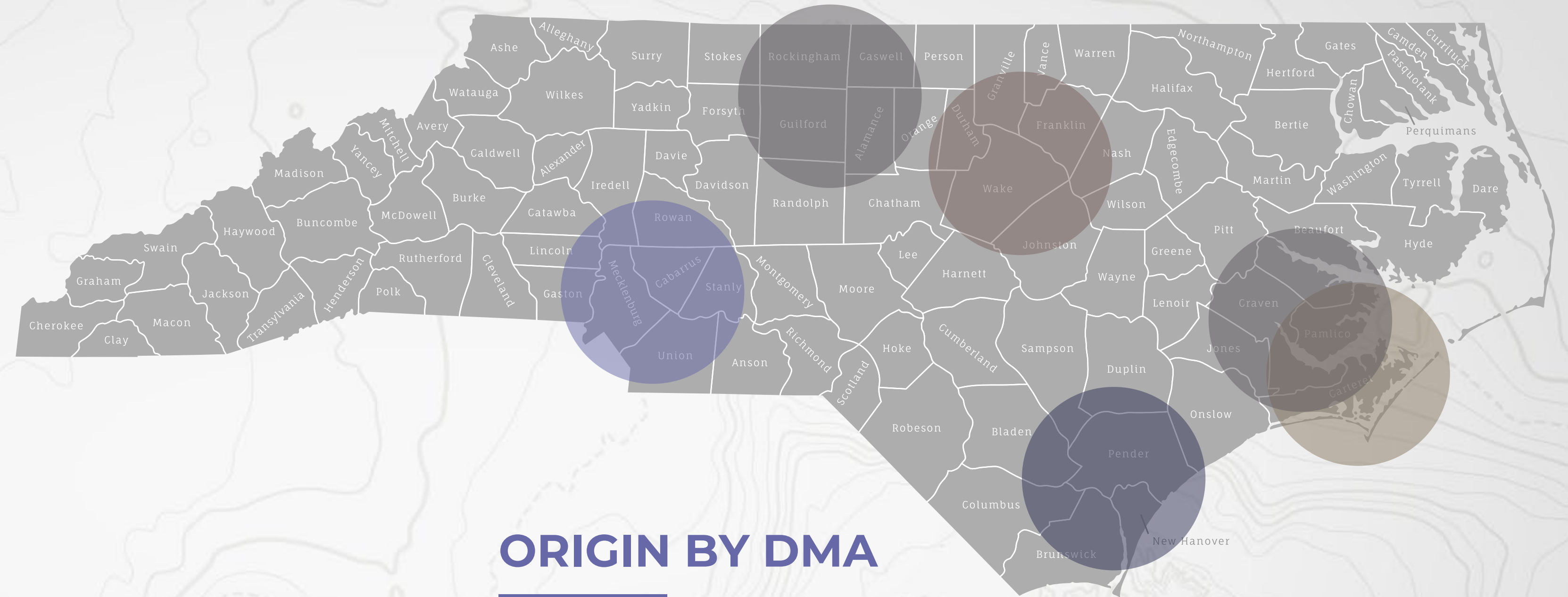
Adara's benchmark  
range for ROAS is 5-6  
times with 8-10 ROAS on  
the very high end.



# TOP MARKETS

Visitors from  
Charlotte, NC  
accounted for  
**16%** of hotel  
bookings.

**46%** of all bookings  
originated from DMAs  
within North Carolina.



## ORIGIN BY DMA

Charlotte

Raleigh-Durham

Greensboro

Greenville-New Bern-Washington

Wilmington



## TOP MARKETS

Raleigh and Charlotte were #1 and #2.

Atlanta remained at #3 for the calendar year.





# GUEST DETAILS

The majority of guests were couples, and they booked around **21 days out** from their trip.

Guest stayed for two nights, and the average daily rate was \$171 - **27%** higher than the CY24 \$135 ADR for CY24.

**72%** of these guests stayed in Raleigh, 13% in Cary and 8% in Morrisville.

## TOP HOTEL VARIABLES BY CITY BOOKED

City	% Bookings	Avg. Length of Stay	Avg. # of Travelers	Avg. Advance Purchase	Avg. ADR
Raleigh	71.88%	2.02	1.46	22.52	\$183.69
Cary	12.72%	1.92	1.57	17.92	\$149.07
Morrisville	8.29%	1.75	1.55	16.69	\$126.33
Wake Forest	2.19%	2.18	1.57	14.81	\$137.79
Apex	2.13%	2.09	1.67	15.34	\$144.95
Garner	1.99%	1.92	1.66	11.20	\$125.79
Fuquay-Varina	0.65%	2.02	1.63	10.22	\$111.03
Holly Springs	0.06%	2.10	2.19	15.13	\$162.47
Knightdale	0.05%	1.80	1.92	15.92	\$140.08



A photograph of a wooden boardwalk with railings, winding through a forest. The ground is covered with fallen brown leaves. The trees on either side have green and yellow foliage, suggesting an autumn setting. The sky is visible through the trees, showing a mix of blue and white clouds.

CY24 RESULTS

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**FISCAL YEAR**  
**2025**

## **APPROACH**

- Prioritize North Carolina markets but continue to increase spend in adjacent states. - NC received 37% of spend.
- Increase investment in tactics that highlight the brand experience like streaming TV and video.
- Measure. Optimize and Learn. 82% of the spend is measurable by economic metrics (update from 53% in FY24).



An aerial photograph of a city skyline at sunset. The sky is filled with vibrant orange and pink clouds. In the foreground, there's a large, modern building with a flat roof and a parking lot. To the right, a tall construction crane stands against the sky. The city extends into the distance with various other buildings and green spaces.

CY24 RESULTS

FY25 APPROACH

CREATIVE

WHAT'S NEXT



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.com/ideas](http://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.com/ideas](http://visitRaleigh.com/ideas)



WE'RE  
FULL OF  
IDEAS.



Conquer the largest indoor climbing gym in N.C., clocking in at a whopping 40,000 square feet. In Raleigh, you'll find all the inspiration you need to scale new heights of discovery.



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.





WE'RE  
FULL OF  
IDEAS.



Dueling  
Dinosaurs

Step into a prehistoric battle at the North Carolina Museum of Natural Sciences' Dueling Dinosaurs exhibit, featuring one of the most complete fossils ever unearthed. In Raleigh, get an up-close look at this scientific wonder and interact with real paleontologists uncovering its secrets. Beyond the museum, there are even more ideas to explore that make visiting Raleigh unforgettable.



[visitRaleigh.com/ideas](http://visitRaleigh.com/ideas)

WE'RE  
FULL OF  
IDEAS.



Raleigh Beer Garden

Play 18 holes of mini golf while diving into one of the world's largest beer selections—with 350+ brews on tap all in one place. In Raleigh, N.C., the opportunities to turn a good time into a great one are endless.



[visitRaleigh.com/ideas](http://visitRaleigh.com/ideas)



WE'RE  
FULL OF  
IDEAS.



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](http://visitRaleigh.com/ideas)

WE'RE  
FULL OF  
IDEAS.



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](http://visitRaleigh.com/ideas)



WE'RE  
FULL OF  
IDEAS.



*Jaguar Bolera*

Pair bold flavors and exciting games—like duckpin bowling—for a playful mix of food and fun in a 50,000-square-foot playground for adults. In Raleigh, N.C., you'll find culinary experiences that are anything but ordinary.



[visitRaleigh.com/ideas](http://visitRaleigh.com/ideas)

WE'RE  
FULL OF  
IDEAS.



With champagne cocktails and cheeky branding, RBF is where bubbly goes bold. In Cary and Raleigh, N.C., turn sips into celebrations at plenty of nightlife spots full of unexpected twists.



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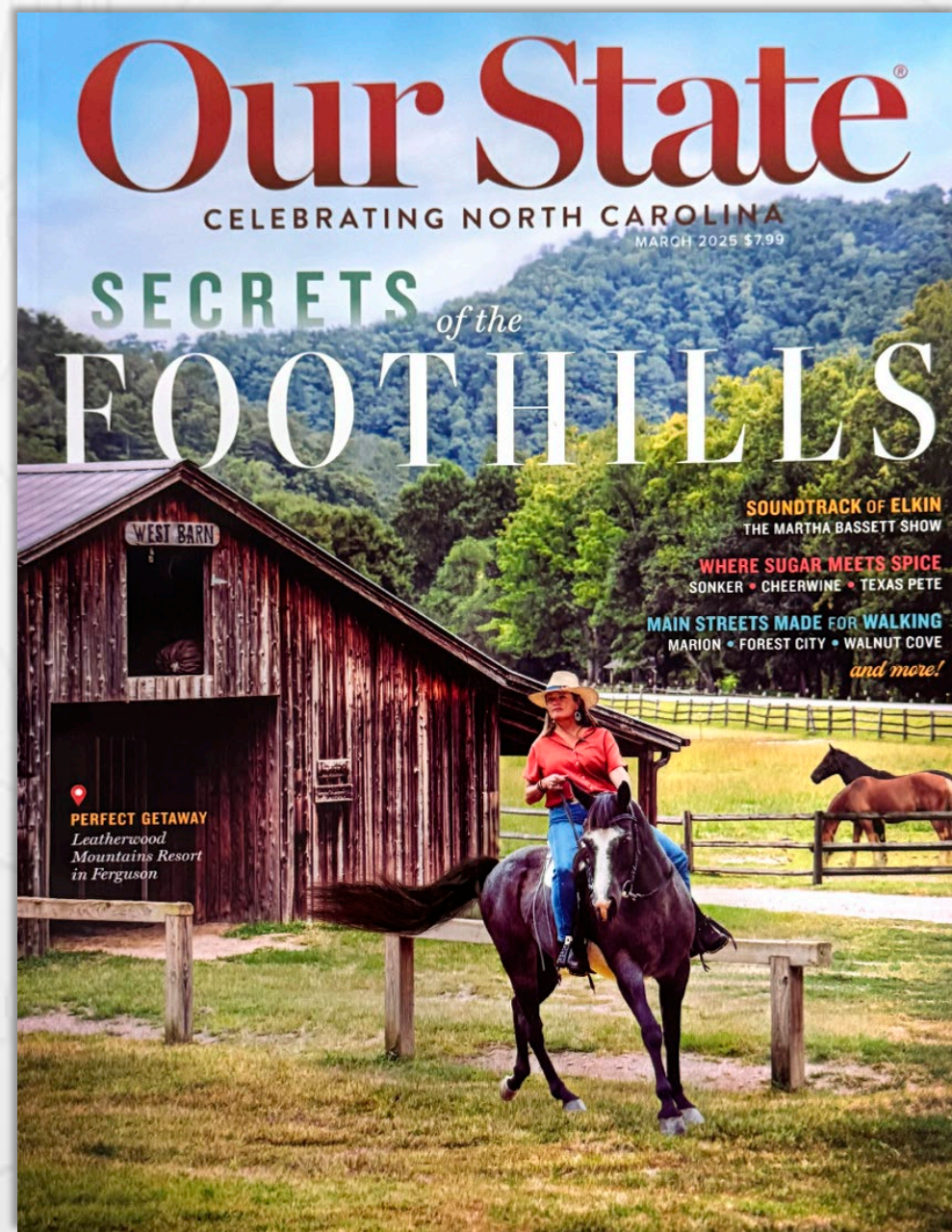


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# GIRLS' TRIP, RALEIGH, N.C.





# FAMILY GATHERING, RALEIGH, N.C.





# WEEKEND GETAWAY, RALEIGH, N.C.





CY24 RESULTS

FY25 APPROACH

CREATIVE

WHAT'S NEXT



# **FISCAL YEAR 2026**

- Develop additional creative assets within the campaign
- Develop media recommendation informed by FY25 data and performance







2025-2026 Greater Raleigh  
Convention and Visitors Bureau

# BUSINESS PLAN

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



## 2025–2026 Business Plan

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**GREATER RALEIGH CONVENTION AND VISITORS BUREAU**  
434 Fayetteville St., Ste. 2600  
Raleigh, NC 27601-1789  
[www.visitRaleigh.com](https://www.visitRaleigh.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 June 6)





# 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 June 6)





# ANNUAL MEETING

SAVE THE DATE

Thurs., Aug. 21, 2025

A.J. Fletcher Opera Theater  
at Martin Marietta Center





# **FUTURE MEETINGS**

**FALL TOURISM TALK LIVE Nov. 6, 2025**  
at Level7 Rooftop at the  
AC Hotel Raleigh North Hills

**WINTER TOURISM TALK LIVE Feb. 2026**  
To be announced!







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





**SPECIAL  
THANKS**



*Holiday Inn*



