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RALEIGH OPENS NEW VISITORS CENTER

Mayor Charles Meeker and Wake County Commissioner Betty Lou Ward joined together today with the Greater Raleigh Convention and Visitors Bureau (GRCVB) to open the new Greater Raleigh Visitor Information Center (VIC).

The new center is located in the Raleigh Convention Center/Raleigh Marriott City Center connector, 500 Fayetteville St. The 11:30 a.m. ribbon-cutting took place at the center's exit onto City Plaza.

The VIC previously was located in the Raleigh City Museum on Fayetteville Street. According to the GRCVB, which manages the center, the VIC accommodates more than 10,000 walk-in visitors annually as well as 4,481 calls and 8,021 visitor inquiries. The new location is a much more high-traffic area between the Raleigh Convention Center, City Plaza, the Raleigh Marriott City Center and close to the Sheraton Raleigh Hotel.

"Like the Raleigh Convention Center, City Plaza, Fayetteville Street, the Progress Energy Center for the Performing Arts and the RLine, this is yet another amenity that will further enhance the vibrancy of our Downtown," said Mayor Charles Meeker during the grand opening. "The City of Raleigh is delighted to have teamed with Wake County to create this center at this perfect location."

"We hope that we can reach even more residents, leisure visitors and meeting and convention attendees and assist them in discovering that the Raleigh area has so much to see through personal assistance from trained visitor information specialists and tourism ambassadors," said GRCVB Executive Vice President Loren Gold.

The VIC features two televisions that showcase the area's attractions, natural beauty, history, calendar of events, tour information, restaurant guides, and shopping and transportation options.

The Greater Raleigh area hosted almost 10 million visitors last year contributing more than 1.5 billion to the local economy.

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