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WHAT'S NEW IN RALEIGH

RALEIGH, N.C. (November, 2011)—“What's New in Raleigh” is a quarterly release listing new venues, activities, exhibits and much more compiled by the Greater Raleigh Convention & Visitors Bureau. More information on all of the listings found in “What’s New” can be found at www.visitRaleigh.com.

BLOCKBUSTER EXHIBITIONS

Rembrandt in America

The North Carolina Museum of Art

Rembrandt in America | through Jan. 22, 2012

A first in the United States, the North Carolina Museum of Art is currently exhibiting the largest collection of original Rembrandt's to have ever been shown in America.

Rembrandt in America, now through January 22, 2012, gives the public the rare opportunity to explore the history of Rembrandt paintings in America. Bringing together approximately 50 paintings, some of which are autographed by the artist himself, the exhibition offers the public the opportunity to explore the opinions of scholars and collectors as they illustrate what constituted as an autographed Rembrandt, more than a century ago.

<http://ncartmuseum.org/exhibitions/rembrandt/>

The Story of North Carolina, Part 2

The North Carolina Museum of History

The Story of North Carolina, Part 2 | Nov. 5, 2011- TBA

The Story of North Carolina, Part Two opened November 5, 2011 at the North Carolina Museum of History. This two-part exhibition details the history of our state in an engaging and exciting display. Part one of this chronological exhibition opened in April and detailed the history of North Carolina's earliest inhabitants through the 1830s. Part two tells the most recent stories from our state and is showcased in the Museum's new, 20,000-square-foot exhibit.

http://www.visitraleigh.com/visitors/calendar_of_events/event.details.php?id=18866



Genghis Khan: The Exhibition

The North Carolina Museum of Natural Sciences

Genghis Khan: The Exhibition | November 19, 2011–January 16, 2012

Explore the largest collection ever assembled of the treasures from the empire of Genghis Khan during Genghis Khan: The Exhibition. This special exhibition, showing at the North Carolina Museum of Natural Sciences, brings together treasures from the infamous Mongol warlord's rule, from the Mongolian Ministry of Education, Culture and Science as well as private collections. Telling the true story of Khan's life, land, people and culture, this exhibition is one you won't want to miss.

<http://naturalsciences.org/exhibits/special-exhibits>

OPENINGS & EXPANSIONS

The Nature Research Center (NRC)

Adding to the Raleigh area's progressive science scene, The North Carolina Museum of Natural Sciences prepares to open the Nature Research Center (NRC), it's new, 80,000 square-foot wing. Featuring research labs, the NRC provides scientist with the necessary tools to conduct research, while providing visitors the opportunity to meet and interact with scientists. Additionally, the NRC houses three Investigate Labs, complete with hands-on activities designed specifically for visitors. And a 10,000-gallon aquarium is sure to impress!

<http://naturalsciences.org/nature-research-center>

Gregg Museum of Art and Design Gets New Home

N.C. State University is undergoing a \$7.5 million project to relocate the university's Gregg Museum of Art and Design. The Museum will move from the university's Talley Student Center into a new, freestanding LEED Silver-certified facility that will include a renovated 7,000-square-foot chancellor's house and a new 16,7000-square-foot wing.

The Museum's design will be completed under guidance from Durham architecture firm The Freelon Group. The projected is slated to be completed in October 2013.

CULINARY NEWS

Drink Up in Greater Raleigh

The Greater Raleigh area has everything you need to delve into the world of breweries and wineries. Home to eight breweries and three wineries, Greater Raleigh is no stranger to mouth-watering brews and crisp, delicious wines. Come sip some of the



area's best after a long day touring the sites or take this as an opportunity to explore some of Raleigh's hidden treasures!

If you've got a whole day to kill, make the breweries and wineries of Greater Raleigh your main destination! A brewery or winery tour is a fun, affordable experience; most tours are free and without reservation, giving you, whether a wine connoisseur or brew buff, free reign over your experience. Choose from places like Carolina Brewing Company or Chatham Hill Winery for a perfect, behind-the-scenes look into craft brews and smooth wines. With 11 local hot spots, you're sure to find a brewery or winery that's a perfect fit.

FESTIVAL BUZZ

AT&T Downtown Raleigh Winterfest Ice Rink

City Plaza in the 400 block of Fayetteville Street.

Winterfest Ice Rink | December 3, 2011-January 29, 2012

Put on your skates, because it doesn't have to be arctic cold to enjoy winter sports. The AT&T Downtown Raleigh Winterfest Ice Rink has transformed the Raleigh area into a winter wonderland. This outdoor ice rink allows you and your family to skate through the holiday season and is a favorite among kids....and adults.

First Night Raleigh

Venues throughout downtown Raleigh | December 31, 2011-January 1, 2012

Join in the fun during the 21st Annual First Night Raleigh. Check out local musicians and more during a celebration that features family-friendly entertainment, make-and-take arts and crafts for children, and more. And don't forget, Raleigh's own version of the Times Square's Ball Drop takes place at midnight with an Acorn Drop and Spectacular Fireworks Display.

30TH Annual Raleigh St. Patrick's Day Parade

Downtown Raleigh | March 17, 2012

The 30th Annual Raleigh St. Patrick's Day Parade kicks off March 17, 2012. The parade features floats, marching bands, clowns and more. And the fun doesn't stop when the parade's over. Head over to downtown's Moore Square, where the fun continues. Enjoy festival musical and dance performances during this day of green fun.



TRAVEL BUZZ

RDU Named Most Efficient Airport

Raleigh-Durham International Airport was named the Most Efficient Small/Medium Airport in North America by Air Transport Research Society. Serving more than nine million travelers in 2010, RDU serves flights stretching from coast to coast and an array of international destinations. This is the fifth consecutive year the Airport has been named to the list of Most Efficient Airports.

The Hampton Inn & Suites Raleigh Downtown

600 Glenwood South

The Hampton Inn & Suites Raleigh Downtown is located at 600 Glenwood South, in the heart of downtown and centrally located to amazing restaurants and nightlife hotspots. The 126 room urban build replicated the feel of Glenwood South's atmosphere and culture. Contemporary and upscale, the lobby features curved soffits, chandeliers and boutiques furniture and fixtures.

Hotel amenities include 126 guest rooms, which features HD LCD TV's and a "Cloud Nine Bed." The hotel boasts 1,400 square feet of flexible meeting space with state of the art presentation technology. And guest will love that the hotel is just steps away from the R-Line, which makes getting around downtown a breeze. Projected opening date: 2012/2013

GREATER RALEIGH CVB NEWS

Greater Raleigh CVB Winds Four Top Tourism Marketing Awards

The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official destination marketing organization for Raleigh and Wake County, was awarded four top tourism awards at the Destination Marketing Association of North Carolina's (DMANC) Tourism Leadership Conference. The GRCVB received two Platinum Awards, one in the Destination Constituents Communications- e-Newsletter category for the Convention and Sports Group Alert and a second in the Destination Marketing Initiatives- Other Initiatives category for the Greater Raleigh Video Gallery.

In addition to two Platinum Awards, the GRCVB was also recognized with two Gold Awards for their Destination Publications. The 2010 visitRaleigh Official Visitors Guide was recognized in the Best Destination Publication category, and the 2011 Official Meeting Planners Guide was recognized in the Destination Publication Niche Marketing Piece category. Since 2000, the GRCVB has received 37 awards from DMANC.



Greater Raleigh CVB Wins 2011 Gold Service Award

A dedication to quality service is the key to maintaining customers and is also the key to winning Meetings & Conventions' Gold Service Award. Magazine readers have selected the Greater Raleigh Convention and Visitors Bureau (GRCVB) as a recipient of the 2011 Gold Service Award. This is the fourth time the GRCVB has won this prestigious award.

This annual award honors Convention and Visitors Bureaus that have excelled in professionalism and dedication in their service to meeting professionals. Relying on their extensive industry experience in both corporate and association markets, the magazine's readers made selections based on key criteria including: professionalism of staff; support on hotels and site inspections; assistance with ground transportation planning; guidance on local attractions; and liaisons with local vendors and services.

Greater Raleigh CVB Honored for visitRaleigh iPhone App

The Greater Raleigh Convention and Visitors Bureau (GRCVB) was awarded a Silver Award in the 2011 W3 Awards competition, for the recently released visitRaleigh iPhone app. The W3 Awards honor creative excellence on the Web and recognize the creative and marketing professionals behind award-winning sites, marketing programs, and video work created for the Web.

The visitRaleigh iPhone app gives users another smart way to visit Raleigh, by putting a guide to all things "Greater Raleigh" in the palm of area visitors' hands. Users can download the free app from the iTunes store. A link to the app may also be found on visitRaleigh.com, GRCVB's website and the official tourism site for the Raleigh area.

Greater Raleigh CVB Video Gallery

The Greater Raleigh CVB's online video gallery features more than 120 videos, giving viewers a fun inside look into all things Greater Raleigh. The online gallery is user friendly and easy to use. Viewers can even search the online gallery based on their visitor Destination I.D., so whether they're a Lifelong Learner, Creative Genius, Free Spirit, Foodie, Fashionista, Adrenaline Junkie or Music Maniac, there's a video that's tailored directly to their needs.

Highlighting everything in Greater Raleigh from new and exciting restaurants, hotels and nightlife hot spots to historic parks and landmarks, the online video gallery is a great way to learn something new about the area and its wonderful points of interest.



RALEIGH ACCOLADES

Raleigh Named ‘America’s Best City’

Raleigh was named “America’s Best City,” beating out large, popular cities like Los Angeles, New York, Chicago and San Francisco. Bloomsburg’s Businessweek.com placed Raleigh tops on its list when it came to picking the country’s best city. Evaluating cities based on a variety of criteria, some of which included quality of life, area schools’ performance and area collegiate and professional sports teams, Businessweek.com named Raleigh the city that offers it all.

Raleigh Ranks Tops Among Most Educated Cities

The City of Raleigh’s outstanding academic achievement was recognized by Men’s Health Magazine. The magazine ranked North Carolina’s Capital City the 3rd Most Educated City in America. Looking at criteria like high school graduation rates, school enrolment numbers and the education levels of area residents, the magazine recognized Raleigh’s outstanding academic success.

Raleigh-Cary Among Best Cities for Educated Workers

The Raleigh-Cary area was ranked as one of the best cities for educated workers by 24/7 Wall St., LLC. The website ranked the area 5th among the Top Ten Cities for Educated Workers. Based on the Raleigh area’s low level of unemployment, median household income and abundance of large employers, the magazine highlighted the Raleigh-Cary area as a *smart* place to live.

Town of Cary Recognized for Safety

Cary, a growing city that can still call itself a town, was recognized for its safety by Meetings and Conventions Magazine. The magazine named Cary to its list of the 10 Safest Cities in the United States. Cary was ranked the 3rd safest city, among all the cities in America.

The Umstead Hotel and Spa Ranks Tops on the List

The Umstead Hotel and Spa, located in Cary, was ranked 41st among the top 200 hotels in the United States by Condé Nast Traveler. The Umstead Hotel and Spa was the first full service hotel in North Carolina to receive the coveted “Five Diamond Award” and has received AAA Five Diamond status every year since it’s opening in 2007.



Newsweek Magazine: Raleigh a 'Can-Do' Capital

Newsweek Magazine ranked Raleigh seventh among America's 20 Can-Do Capitals. From business development to sustainability, livability to transportation and infrastructure, the magazine recognized Raleigh for its outstanding performance and continued progress.

Raleigh: Top 100 Best City for Families

Parenting Magazine named Raleigh one of the Top 100 Cities for Families. The magazine recognized Raleigh as a top city to live and raise a family, based on criteria such as great schools, affordable homes, low crime rate and parklands.

Solas Named a Top 50 Late Night Restaurant

Downtown Raleigh's nighttime hotspot Solas Restaurant Lounge & Roof was named one of the Top 50 Late Night Dining Restaurants in the nation. The online reservation website, OpenTable named the restaurant to its 2011 list, after more than 10 million online users helped highlight their favorite hotspots.

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.

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