

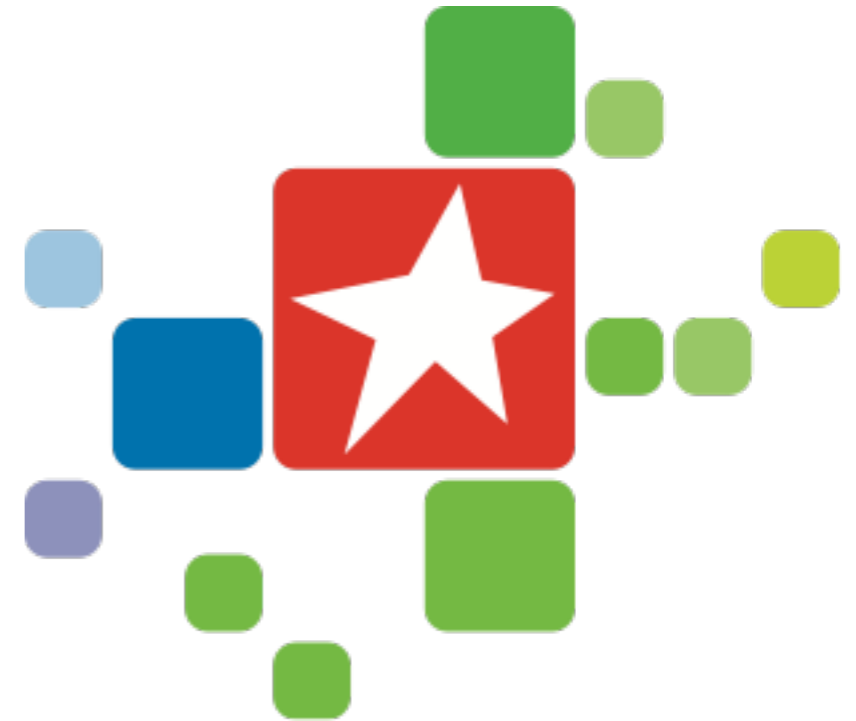


WHAT IS GRCVB?

The Greater Raleigh Convention and Visitors Bureau (GRCVB) is the official and accredited destination marketing organization for all of Wake County.

Our vision is to be the prime visitor advocate and regional leader of destination marketing and product development in Raleigh.

As our vibrant county continues to grow, strong alliances and seamless cooperation among local partners will be the hallmark of our future.



DESTINATION POSITIONING STATEMENT

Raleigh is a thriving Southern capital city shaped by the passionate minds of its residents.



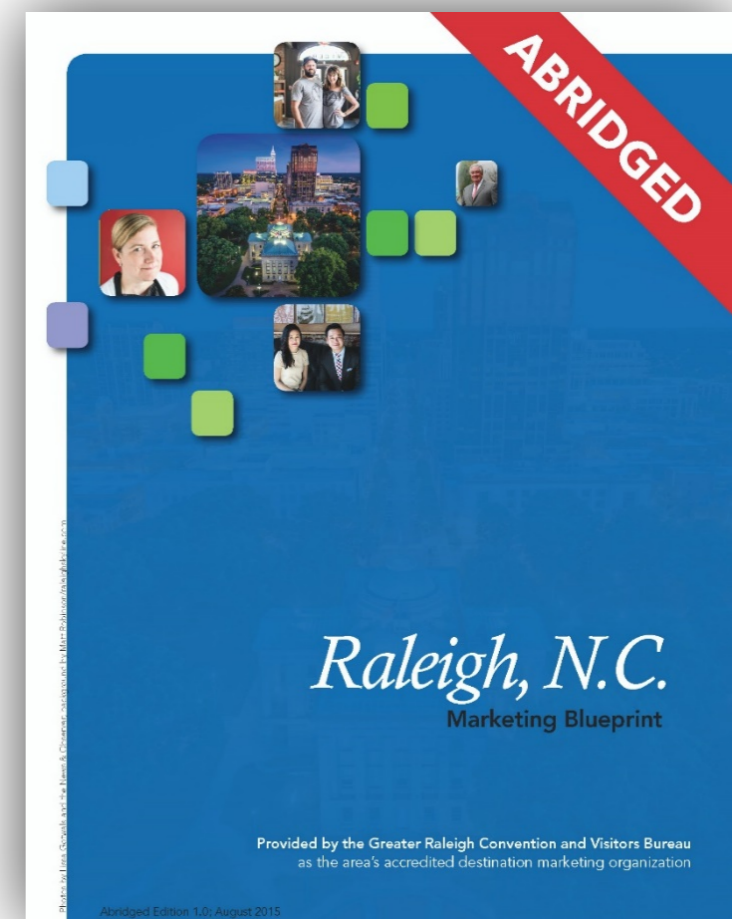
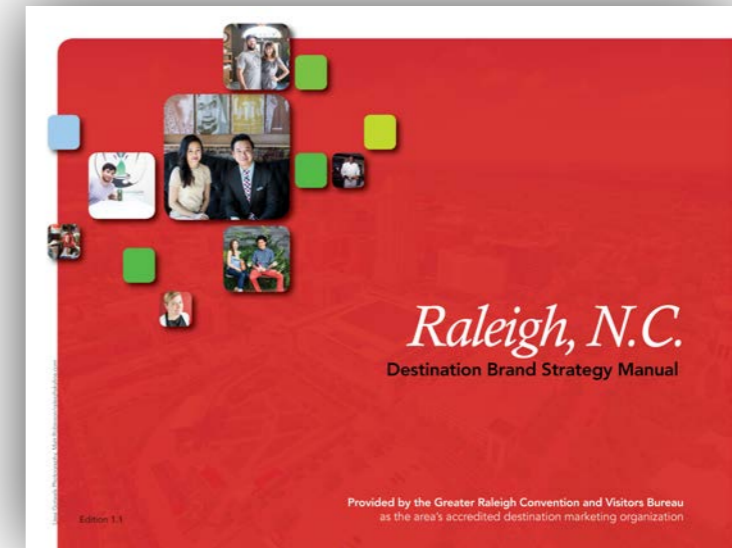
DESTINATION POSITIONING STATEMENT, [CONTINUED]

Smart and savvy locals are the lifeblood of the city, the brains behind its educational institutions, renowned research facilities, historic preservation efforts and enviable rankings for a quality of life that is physically represented through lush greenways and natural parklands.

Travelers intrigued by Raleigh's long list of superlatives will discover that its entrepreneurial locals are responsible for its emerging success and for the fostering of its cultural heartbeat, including museums, arts, live music, craft culinary and beverage scene, handcrafted goods and historic experiences.

DESTINATION BRAND PROMISE

Visitors to Raleigh will depart feeling enriched by what they have experienced in this Southern capital city, thanks to Raleigh's smart and passionate residents who are shaping the growth of the historic city's emerging creative businesses, innovative festivals and food establishments, passionate music and sports scenes and modern cultural experiences.



IT'S ABOUT THE PEOPLE



Rooted in Raleigh

Linda Dallas

Owner
Linda Dallas's Art Studio
[Visit Linda's studio](#)



LINDA'S STORY

"Creativity doesn't just live in the arts. Creativity lives in business. Creativity lives in science. That is what makes for a Smart City."

Raleigh, N.C., artist and illustrator Linda Dallas draws inspiration from the kitchen, using color, texture and perspective to create her art. Visitors to her Blount St. studio can feast their eyes on an array of large- and small-scale interactive workshops and meet the artist at gallery events like First Friday.

Bringing together different points of view. If you have a conflict, one of the best ways to solve it is to sit down and talk it out," Linda said. "That is what I want my artwork to do--bring people together."

After earning a degree in mathematics from North Carolina State University, Linda designed displays for the Smithsonian Institution and worked part-time at North Carolina State University's College of Design graduate program. Here, she worked part-time at the university's produce department where she carefully examined and arranged produce into neat stacks. She quickly became fascinated by the mathematical precision she continues to bring into her art.

Linda is currently an assistant professor of visual art at Saint Augustine's University, where she helps shape new talent. "If we have the responsibility to share that love and passion so the next generation can embrace it."

Read about these Passionate Minds and more
at visitRaleigh.com/about-raleigh-nc/



To access the Raleigh, N.C., brand kit, provided by
GRCVB, go to:

RALEIGHNCCBRAND.COM

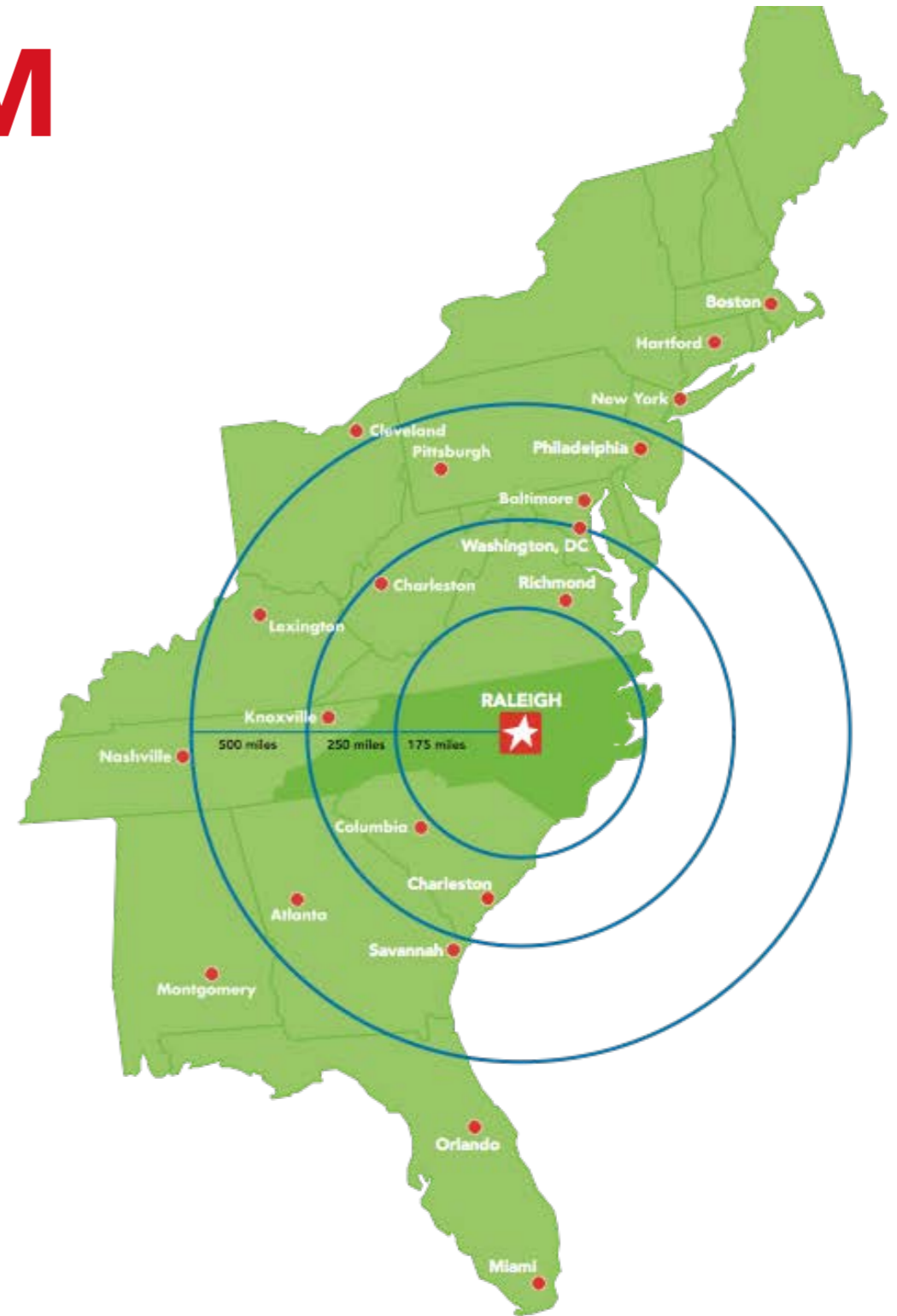
DESTINATION VALUE PROPOSITION

Visitors to Raleigh will leave feeling enriched and energized by their experiences—whether dining/food, event/festival, music or sports experiences—thanks to the investment made into this historic capital city by a smart, passionate, inventive local population.



IMPACT OF TOURISM

- ★ In 2016, Wake County had 15.6 million visitors who generated \$2.4 billion in direct spending.
- ★ Tourism directly supports the employment 25,535 people (FTEs) in Wake County who earn a payroll of more than \$715.3 million.
- ★ Read more about the impact of tourism at visitRaleigh.com/partners/resources-research/



BUSINESS PLAN

GRCVB's annual Business Plan contains: recent and projected travel and tourism trends, a visitor profile for Raleigh/Wake County, new destination developments forthcoming in the year ahead and new and revised goals and talking points for the coming year.



2017-2018 Business Plan

DRAFT AS OF MARCH 22, 2017

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2885
www.visitRaleigh.com ★ [#visitRaleigh](https://twitter.com/visitRaleigh)



BUSINESS PLAN, [CONTINUED]

Each CVB department's major goals, objectives and strategies are then summarized, and measurable performance objectives are both recapped for the previous year and forecasts for the new year.

Review the 2017-2018 Business Plan here: visitRaleigh.com/partners/business-plan/



2017-2018 Business Plan

DRAFT AS OF MARCH 22, 2017

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2885
www.visitRaleigh.com ★ #visitRaleigh



ANNUAL REPORT

GRCVB's Annual Report updates you on the Bureau's progress toward increasing the area's visitor and convention business. Review progress reports for:

[Sales](#)

[Services](#)

[Marketing](#)

[Communications](#)

[Sports Marketing](#)

[Administration/Technology](#)



TOURISM ECONOMIC DEVELOPMENT REPORT (TEDR)

The monthly report
can be found at:

visitRaleigh.com/tedr

Tourism Economic Development Report

The Tourism Economic Development Report is the Greater Raleigh Convention and Visitors Bureau's monthly update designed to demonstrate the Bureau's role in accelerating sustainable growth and development by increasing visitor and convention business.

The report contains a Wake County capsule and visitor industry statistical report as well as narrative activity reports from each Bureau department. The report is emailed around the middle of each month to a list of 3,000+ subscribers, consisting mostly of local hospitality partners, civic and business leaders.

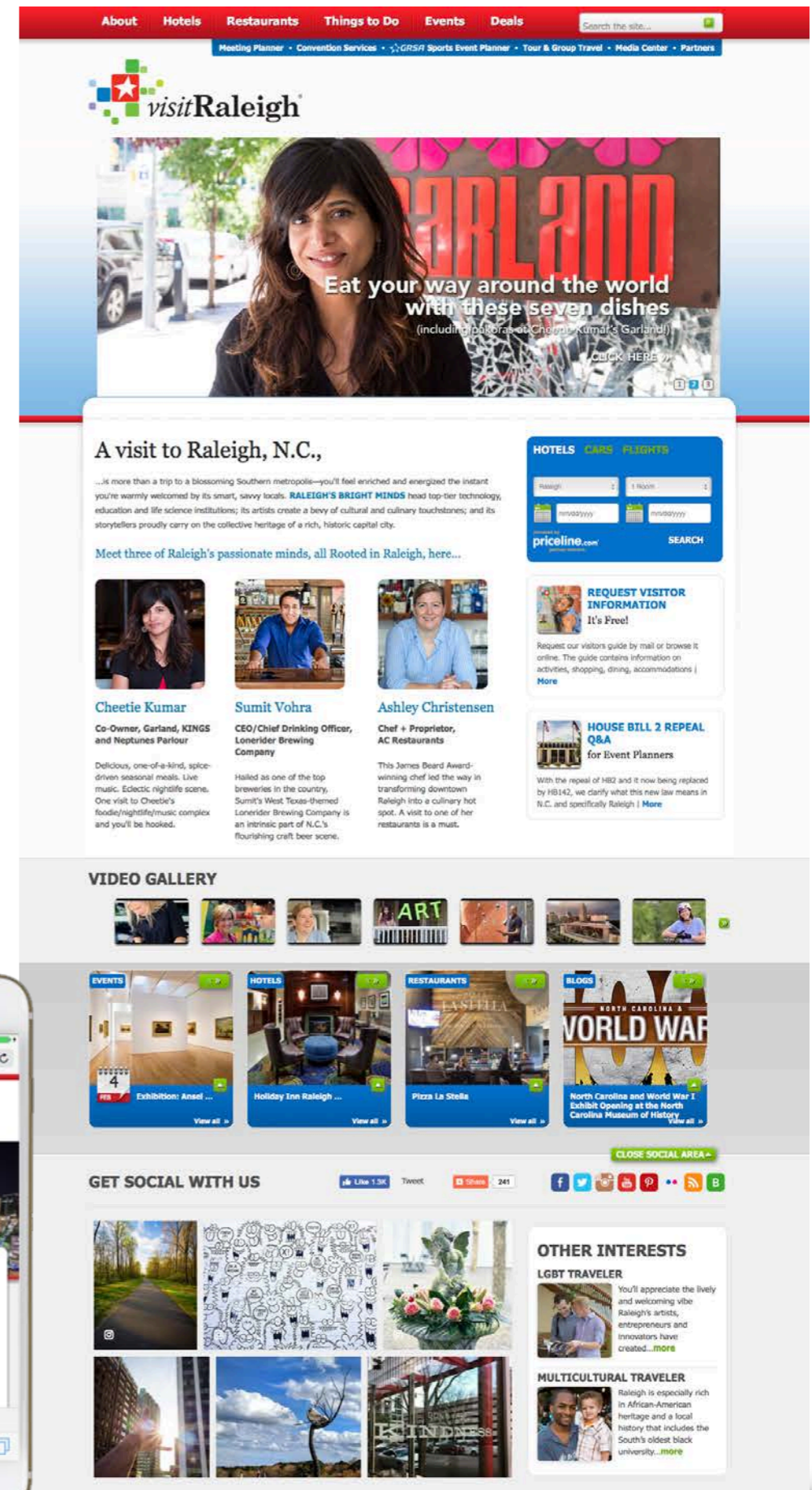
Download the
latest Report



Here online, partners can also find [Tourism Economic Development Report charts](#) (Internet Explorer and Mozilla Firefox are the recommended browsers to use to view these charts as they may not function properly in new versions Google Chrome.) that interactively display current and historical trend information on a variety of visitor-related economic development topics, including visitor volume and spending, area hotel indicators and visitor-related tax revenue collections.

VISITRALEIGH.COM

- ★ Always updated guide for visitors and official tourism website
- ★ 2.36 million sessions in 2016-2017



CALENDAR OF EVENTS: HOT HAPPENINGS

Use visitRaleigh.com's Hot Happenings page to print a list of events happening during specific dates.

Hot Happenings

Enter search criteria below to create a printable guide to the Hot Happenings in Raleigh, N.C., powered by the Greater Raleigh CVB's calendar of events. This tool is specially designed for hotel front desks and other information desks assisting visitors.

To create a basic printable calendar, simply select the date range (one week by default) and click Search. To minimize printing costs, we recommend selecting the smallest date range needed, e.g., one day or one weekend.

If a visitor is interested only in a specific venue or category for events, add the specific selection to the date search. (Not all search combinations will result in event listings.)



Category: All Categories ▼

Venue: All Venues ▼

Area: All Areas ▼

Show On-Going Events

From: To:

SEARCH»

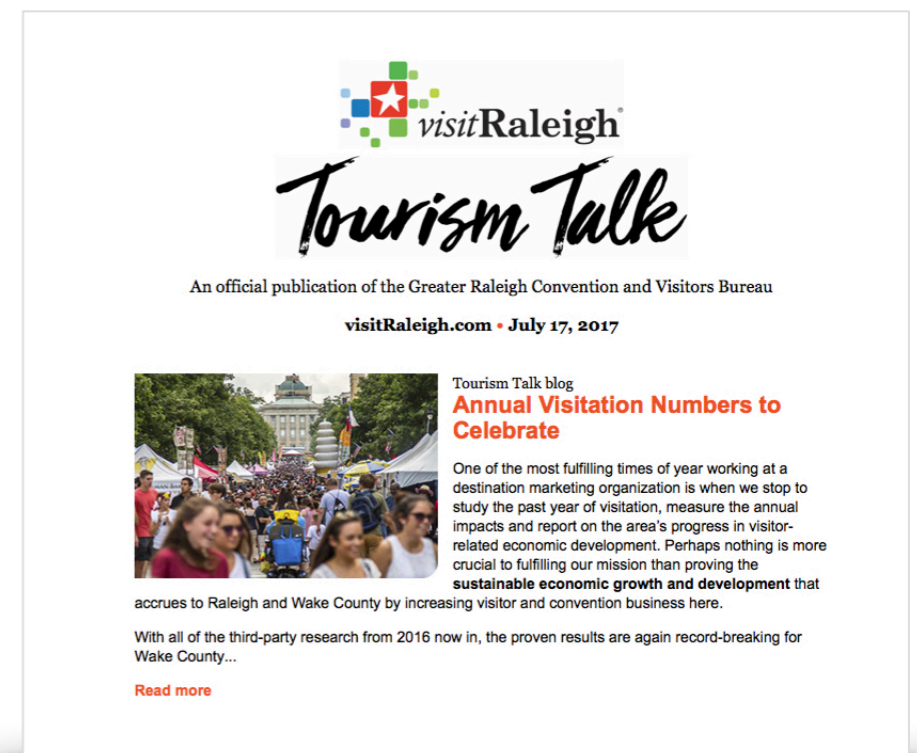
★ Find "Hot Happenings in Raleigh, N.C.," here:
[visitRaleigh.com/partners/printable-calendars/](https://www.visitRaleigh.com/partners/printable-calendars/)

COMMUNICATIONS

- ★ **visitRaleigh the E-magazine:**
(for consumers and GRCVB partners)
 - Features energizing, enriching travel tips and articles, events and more
 - Official travel email of Raleigh, N.C.

- ★ **Tourism Talk: (for GRCVB partners)**
 - Weekly GRCVB partner communication about visiting group arrivals and upcoming events, plus news, special promotional opportunities and other announcements from GRCVB

Email database@visitRaleigh.com to request subscription.



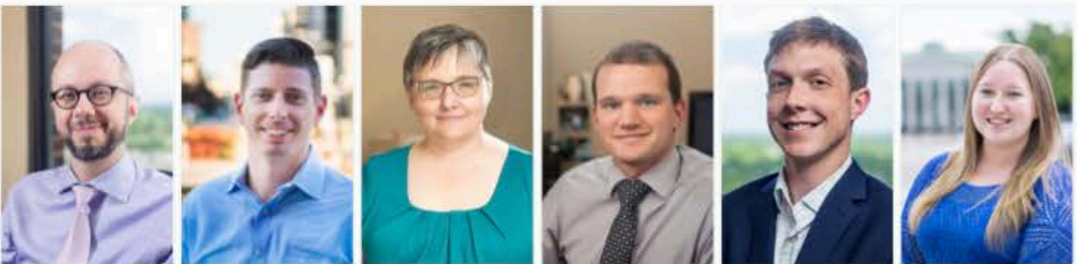
PARTNER MEETINGS AND TRAINING OPPORTUNITIES



- ★ **Tourism Talk Live:** Learn about ways your business can partner with GRCVB to attract new customers in current and upcoming marketing campaigns and promotions.
- ★ **See For Yourself Fam Tours:** Themed motor coach tours exploring the destination's attractions, restaurants and facilities.
- ★ **Guest Service Gold[®] Classes:** Customer service training program for hospitality industry partners.

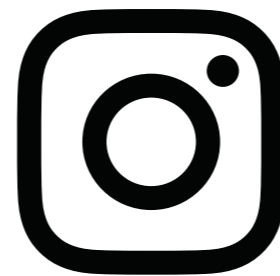
GRCVB STAFF RESPONSIBILITIES

View staff listings by the topic of your inquiry or by staff responsibility here: visitRaleigh.com/partners/about-grcvb/staff2/



SOCIAL MEDIA

Connect with us:



ADD TO YOUR ADDRESS BOOK:

visit@visitRaleigh.com



