

The Raleigh, N.C., Destination Brand for GMs

How area hotels can help put the destination brand strategy into practice

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.

VISITOR SECTOR PROFILE:

- Your Own Visitor-to-Total-Customer Ratio: Likely 99%
- Impact of Your Industry's "Quality Time" with Visitors: Very High
- Your Industry's Direct Sales to Visitors (2016): \$547M out of \$2.4B
- Challenge for Your Industry: Day-trip visitors never conduct business with you; currently only 57% of Raleigh overnight visitor stays book hotel rooms (37% stay overnight in non-paid situations)
- Your Relationship to GRCVB: Industry Investor
- Clients/Customers You Share with GRCVB: Leisure/Group Visitors, Meeting/Sports Clients

Order of Your Consideration in an Overnight Visitor's Decision-Making Process (roughly):

1. Destination
2. Budget
- 3. Hotels (3rd)**
4. Transportation
5. Activities
6. Restaurants



HOTELS SUMMARY:

Though your industry is designed to serve only half of Raleigh/Wake County's 15+ million annual visitors (the overnight portion), you can reap the most rewards, as 88% of visitor spending comes from overnight visitors to Raleigh; GRCVB is enacting marketing strategies to increase hotel bookings by those visitors coming to Raleigh for friends-and-family visits.

Hotels control critical touch points for the destination brand with overnight visitors who spend hours and hours on property in sleeping rooms or in meeting rooms. Though you likely have your own hotel's brand/chain strategy to implement, helping to enact the destination brand strategy as well can maximize guest/client spending, build preference for both your property and the Raleigh area and increase returns through visitors expressing loyalty to the destination brand and its overall experiences.

GRCVB's Marketing Department, Bureau leadership and staff are committed to the success of the tuned-up destination brand strategy for Raleigh/Wake County. Please contact us whenever we can be of assistance with any project, large or small. The destination brand strategy is a work always in progress, designed to take 5+ years.

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TOP CONSIDERATIONS FOR GETTING STARTED:

Study your own unique selling proposition (USP) to guests/clients, and contemplate your hotel positioning strategy in the greater context of Raleigh, N.C. Is yours compelling and competitive with the 149 other hotels in our destination? Does the CVB know your USP, in order to help you sell rooms?

Review the destination's new target audiences found in the [Raleigh, N.C., Marketing Blueprint](#). Compare and contrast these to the types of guests/clients that you want to attract and retain. Are there additional ways you want to cooperatively advertise or sell alongside GRCVB to reach these audiences who will have an affinity for Raleigh, N.C.'s brand?

Consider how your brand/chain strategy for customer experience and customer service does or doesn't mesh well with the destination brand promise above and brand elements found in the [Raleigh, N.C., Destination Brand Strategy Manual](#). Are there ways to realign any of your guest/client touch points for more effectiveness, more spending and increased guest/visitor satisfaction on as well as off property?

Review how your hotel/chain is currently describing the destination on your website, in guest-room books, in sales and marketing materials or at the front desk/concierge. Can you implement keywords and brand elements in these verbal descriptions so that we're all telling the same stories? Should your staff participate in CVB-offered tours and trainings to learn to relate the destination brand firsthand?