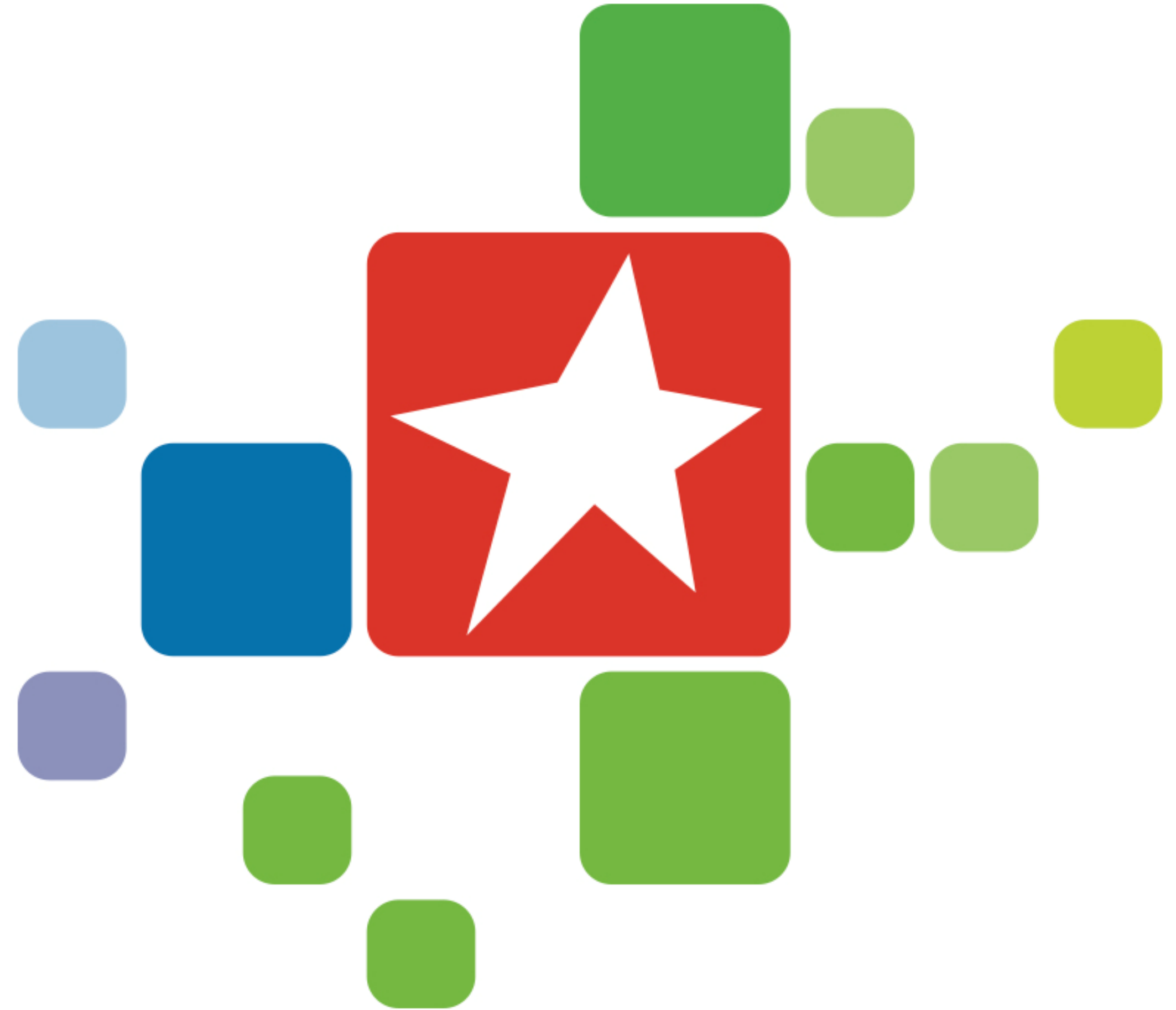




*Welcome!*

to Tourism  
Talk Live!

at Cary Arts Center



# Andrew Baker

Assistant Marketing Manager

919.645.2684

[abaker@visitRaleigh.com](mailto:abaker@visitRaleigh.com)



# *DSP update*



# Destination Strategic Plan

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Update for  
Tourism Talk Live

February 8, 2018



# Overall Goal

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**Q** *What is the goal of the Destination Strategic Plan?*

**A** *To advance Wake County's overall visitation and enhance the tourism industry.*

**GRCVB Goal to increase visitation to Wake County to 19.5 million by 2028.**

- Increase number of overnight visitors
- Increase overnight visitor length of stay
- Increase economic impact of tourism
- Generate community impact from new jobs, higher wages, etc.
- Transform the community from a destination perspective



# Project Approach

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*Three key objectives*

Objective 1: Stakeholder Consensus

*Over 64 stakeholder  
engagements since August*

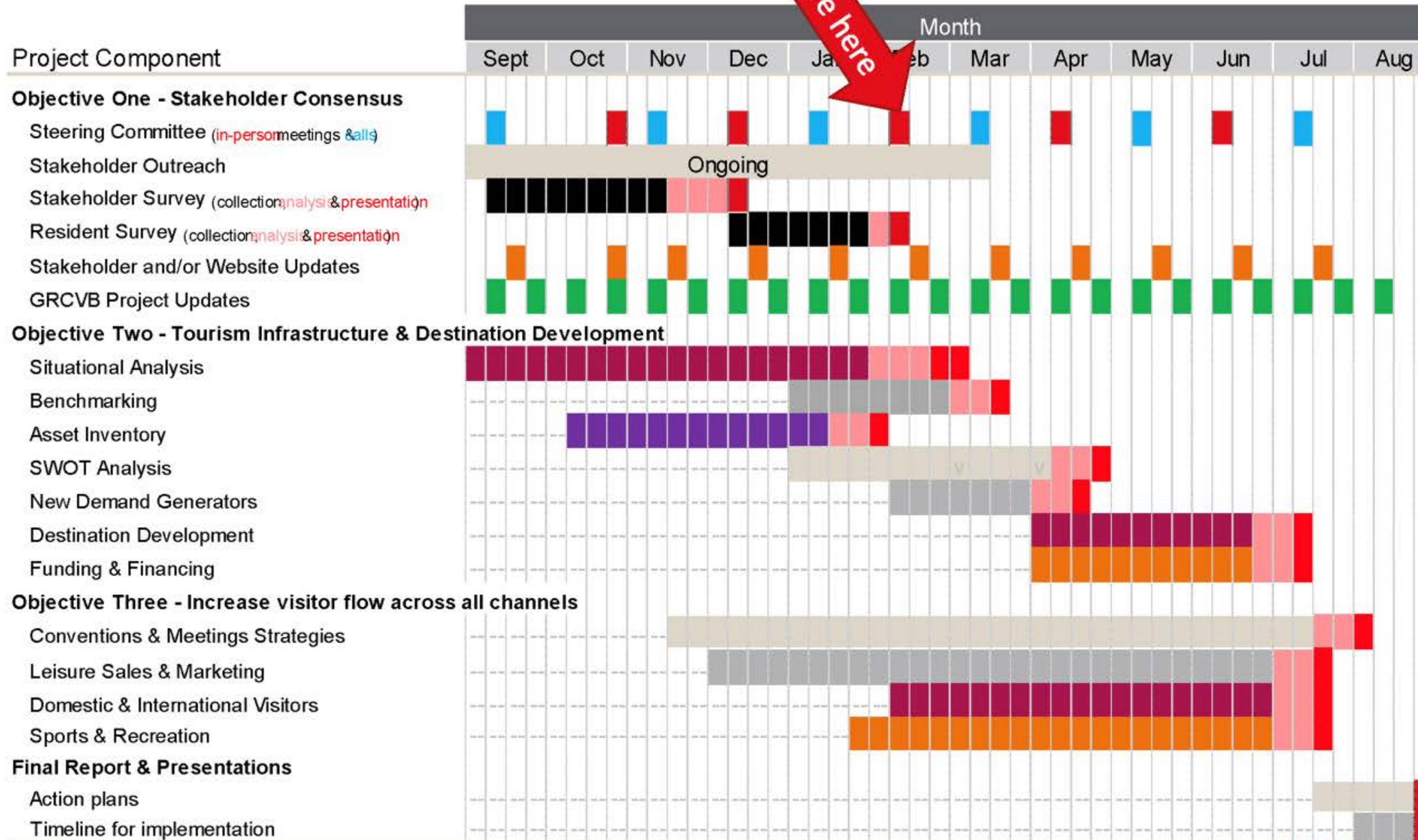
Objective 2: Tourism Infrastructure &  
Destination Development

Objective 3: Increase visitor flow across all  
channels

Focused fully on the overnight visitor



# Timeframe





# Building Blocks

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## Background Research:

- 2016 Raleigh Visitor Profile
- Destination Attractiveness of Raleigh, North Carolina
- 21<sup>st</sup> Annual Survey on LGBT Tourism & Hospitality
- Raleigh Branding Research
- Wake County Arts Plan

## JLL Research

- Interviews & Focus Groups
- Stakeholder Survey – 380 responses received from stakeholders.
- Resident Survey – 1,044 responses received from local residents.
- Situational Analysis
- Raleigh Convention Center Utilization – Examining every event over the last three years.





## Stakeholder Survey Results

# Strengths

---

Events Craft Beer Breweries Proximity Music  
Beach and Mountains Culture Greenways College  
Location Parks Weather Sports  
Convention Center Museums Capital Arts  
Green Downtown Local Food RDU Restaurants  
Variety Universities History

# Weaknesses, Threats & Opportunities

---

## *Top Weaknesses & Threats*

- Transportation infrastructure/ Traffic and congestion
- Politics (and perception of)
- Lack of natural attractions (water feature)
- Weather in the summer
- Small town perception
- Lack of signature attraction
- Connectivity between assets/areas
- Hotel package
- Lack of professional teams and venues in the downtown core
- Lack of overall identity
- Crime and homelessness
- Growth and land use
- Lack of cohesion between promotional groups (GRCVB, RDU, Wake County, Triangle, RTP, etc.)

## *Top Opportunities*

- Light rail
- Bold and progressive political stance (Austin vs. Texas)
- Preservation of open space
- Development of Moore Square
- Development of Crabtree as a water feature (San Antonio example)
- Youth sports
- Development of Dorothea Dix
- Sports spectator events
- Increased visibility of cultural assets
- Create a “must see” attraction
- Downtown events and activities
- More flight options out of RDU
- RDU trail center
- Major league sports

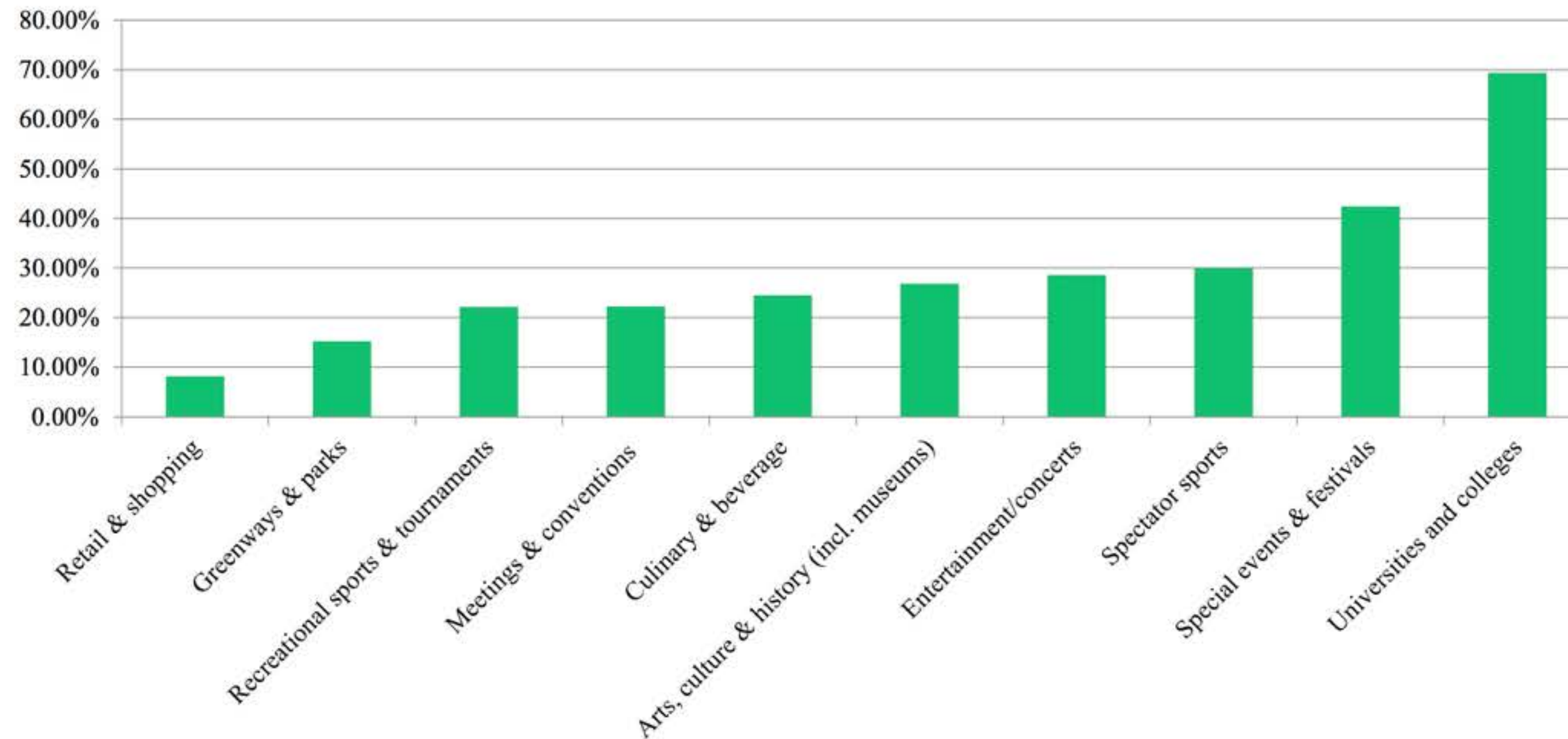


## Resident Survey Results

# Resident Survey

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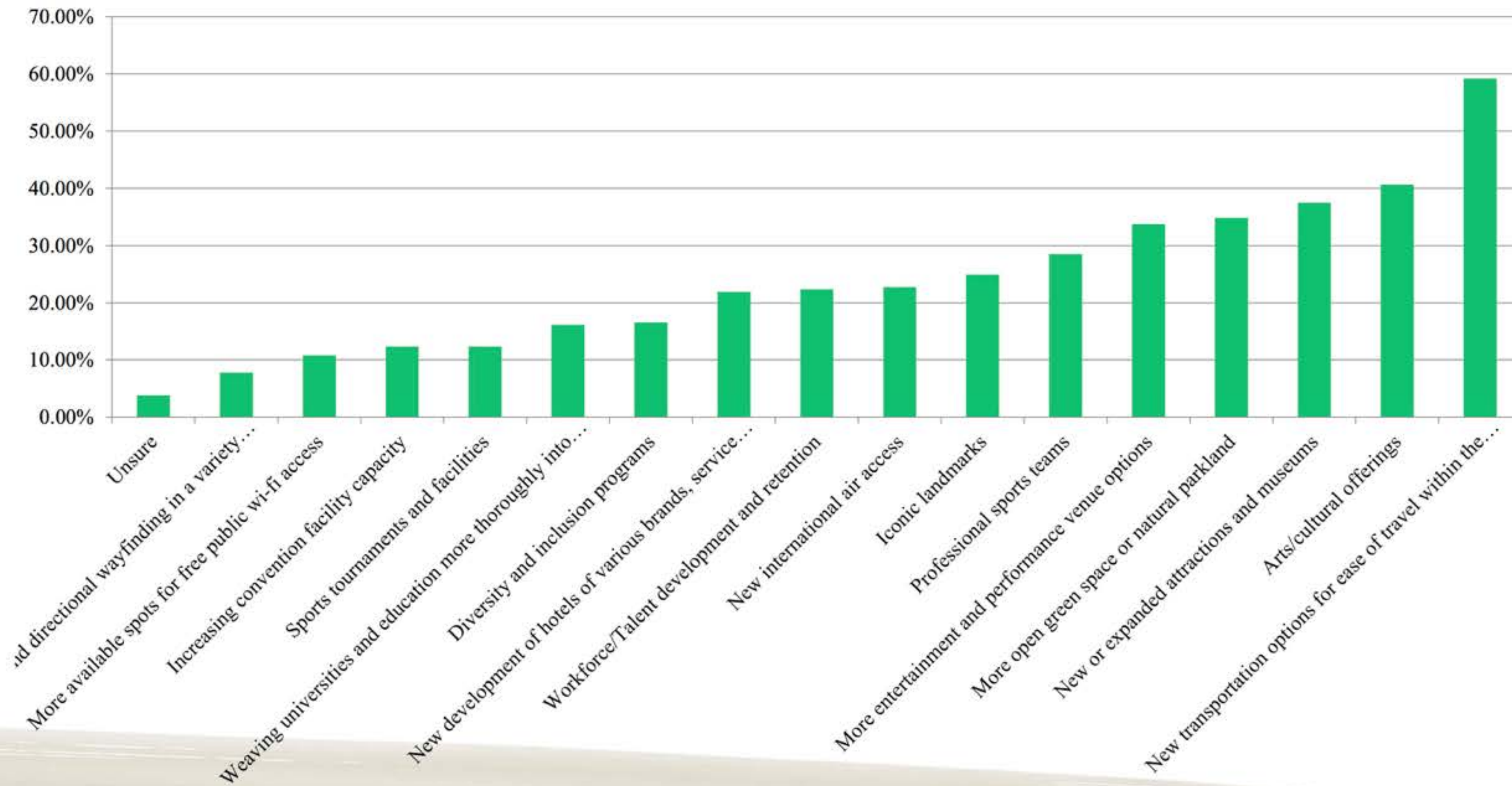
The following list includes various attractions that draw visitors to Raleigh/Wake County. Based on your perceptions of their appeal to potential visitors, please select what you feel are the top three drivers.



*Visiting friends and family was the highest open ended response.*

# Resident Survey

What do you feel is needed to make Raleigh/Wake County an even more attractive destination for future visitors? Please select your top five.



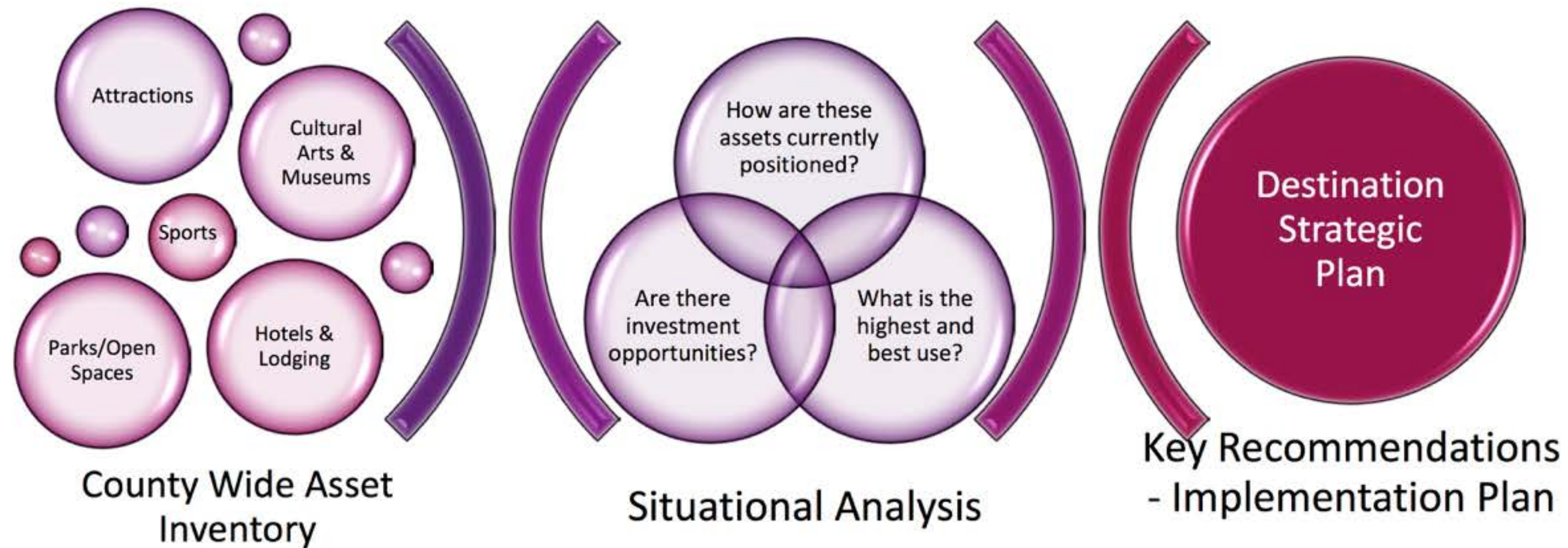




# Destination Development



*JLL will look at all relevant elements related to development and growth.*





*visit***Raleigh**<sup>®</sup>  
**Raleigh Convention Center**

# Your Involvement

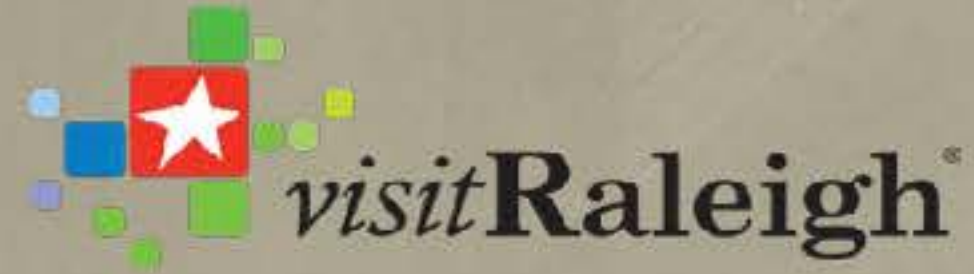
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- Request an interview.
- Submit thoughts and suggestions for what can help drive more overnight visitors to Wake County.

[wakecountydsp.com](http://wakecountydsp.com)





Thank you

Dan Fenton

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Bethanie Parker

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Dan Douglas

[dand65@gmail.com](mailto:dand65@gmail.com)

*New passionate minds*



## **Sarah Yarborough and Victor Lytvinenko**

*Raleigh Denim Workshop*



**Lionel Vatinet**  
*La Farm Bakery*



**Scott Crawford**  
*Crawford and Son*





**Vanvisa and Vansana Nolintha**  
*Bida Manda • Brewery Bhavana*

Tourism Talk Live • Greater Raleigh Convention and Visitors Bureau

# *New developments*



# DECO Raleigh



## Morgan Street Food Hall



# Union Station



# Fuquay-Varina Arts Center



# Transfer Co. Food Hall & Grocery



# Moore Square Renovation



# Photography

for [visitRaleigh.com](https://www.visitRaleigh.com) and more

visitRaleigh.com—

# Image-rich site



**Pam  
Blondin**

DECO Raleigh

Pam's shop, DECO Raleigh, boasts a sharply curated collection of gifts and items from more than 80 local artisans and makers, as well as eclectic finds from around the world.

**"With DECO, I wanted to create a sense of place. A lot of people have asked 'do we sell online?' We don't! Once they come to our store, they realize why."**

VISIT PAM'S STORES



Dining & Drinks

### Brewery Bhavana: Named a Top 10 'Best New Restaurant' by Bon Appétit!

What do you get when you mix books, beer, blooms and bao in Raleigh, N.C.? One of the top 10 new restaurants in the country! Bon Appétit has named Brewery Bhavana—the brewery, bookstore, flower shop and dim sum restaurant all rolled into one incredible offering—to their annual Hot 10: America's

READ MORE



Dining & Drinks

### 15 Soups, Stews and Hot Pots to Warm You Up This Winter in Raleigh, N.C.

These chilly winter nights inspired us to button up our jackets and



### Incredible Chainsaw Art in William B. Umstead State Park

A brand new, functional piece of art awaits visitors inside William B. Umstead State Park. A fallen red oak tree—approximately 75



### Raleigh, N.C.: February 2018

Best month of the year means there's no time to games, hot chocolate dates and romantic get wait!



### Things to Do in Cary, N.C.

Fastest-growing towns in Cary, N.C.—located minutes west of downtown Raleigh



Dining & Drinks

### Five Places for Delicious Hot Chocolate in Raleigh, N.C.

With the holidays upon us and cooler temperatures, these chilly



Things to Do

### The Umstead Hotel and Spa: Named a Top 50 Hotel in the World by Condé Nast Traveler!

Tucked into 12 acres of woodlands overlooking a private lake in Cary, N.C., a world-class getaway awaits—literally! As it turns out, a soothing spa, five-star cuisine, gracious staff and 150 spacious guest rooms and suites are a recipe for a big success.



### Lunch in N.C.

Perfect with a perfect



### 10 Things to Do Indoors With Kids This Winter in Raleigh, N.C.

When the temperature gets too cold for the kids, Raleigh, N.C., has tons of fun options for the family to



### 14 Fun Date Ideas in Raleigh, N.C.

Valentine's Day will be here before you know it! Start planning a memorable and romantic date for your someone special, or simply celebrate with your closest



### A Raleigh Institution, Clyde Cooper's BBQ Celebrates 80 Years

If barbecue is a tradition in the Tar Heel State (it is), then Clyde Cooper's BBQ is an institution. Celebrated on New Year's Day 1938



### 28 Events and Festivals Not to Miss in Raleigh, N.C., in 2018

A year full of major festivals and celebrations lies ahead in Raleigh, N.C.! These events serve an important purpose—they mark history and sense of pride, plus they showcase talent, creativity and culture, delicious foods and beverages (and some surprises, too!). Make plans now to spend a day or a weekend in Raleigh, N.C., around these trip-worthy events in 2018!



MORE IN THIS SECTION

### Raleigh, N.C., Restaurants

Foodies, rejoice! You're in one of the "Hottest Food Cities" according to Zagat, and you'll quickly see why our culinary scene is gaining national recognition. Dining here is a peerless mix of foodie culture and warm, down-home service, highlighted by James Beard Award-recognized chefs.



Cuisine Type  Area  Dining Style  Dining Price for 2  Amenities   
 SORT BY TRIPADVISOR RATING  Keyword...

SORT BY A-Z | Z-A Recommended | Hours OPEN MAP # 4 113 - 128 OF 1279 >>

- |  |   |
|--|---|
| <p><b>Blaze Pizza - Holly Springs</b><br/> <b>Address:</b> 316 Grand Hill Pl., Holly Springs, NC 27540<br/> <b>Area:</b> Holly Springs<br/> <b>Cuisine:</b> Pizza<br/>             TripAdvisor Traveler Rating <input type="text"/> 17 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p> | <p><b>Blaze Pizza - Morrisville</b><br/> <b>Address:</b> 1024 Market Center Dr., Morrisville, NC 27560<br/> <b>Area:</b> Morrisville/The Research Triangle Park<br/> <b>Cuisine:</b> Pizza<br/>             TripAdvisor Traveler Rating <input type="text"/> 34 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>             |
| <p><b>Bloomsbury Bistro</b><br/> <b>Address:</b> 609 W. Whitaker Mill Rd., Raleigh, NC 27608<br/> <b>Area:</b> Downtown Raleigh<br/> <b>Cuisine:</b> American<br/>             TripAdvisor Traveler Rating <input type="text"/> 537 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>    | <p><b>Bob Evans</b><br/> <b>Address:</b> 8011 Strick Creek Pkwy., Raleigh, NC 27617<br/> <b>Area:</b> RDU/Strick Creek<br/> <b>Cuisine:</b> American<br/>             TripAdvisor Traveler Rating <input type="text"/> 43 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>   |
| <p><b>Bocci Trattoria &amp; Pizzeria - Cary</b><br/> <b>Address:</b> 2425 Kildare Farm Rd., Cary, NC 27518<br/> <b>Area:</b> Cary<br/> <b>Cuisine:</b> Italian<br/>             TripAdvisor Traveler Rating <input type="text"/> 184 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>   | <p><b>Bocci Trattoria &amp; Pizzeria - Raleigh</b><br/> <b>Address:</b> 2412 Hillsborough St., Raleigh, NC 27607<br/> <b>Area:</b> West Raleigh/N.C. State Univ./PNC Arena<br/> <b>Cuisine:</b> Italian<br/>             TripAdvisor Traveler Rating <input type="text"/> 9 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p> |
| <p><b>Bonefish Grill</b><br/> <b>Address:</b> 2060 Renaissance Park Pl., Cary, NC 27513<br/> <b>Area:</b> Cary<br/> <b>Cuisine:</b> Seafood<br/>             TripAdvisor Traveler Rating <input type="text"/> 312 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>                      | <p><b>Bonefish Grill at North Hills</b><br/> <b>Address:</b> 4421 Six Forks Rd., Raleigh, NC 27609<br/> <b>Area:</b> Midtown Raleigh<br/> <b>Cuisine:</b> Seafood<br/>             TripAdvisor Traveler Rating <input type="text"/> 132 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>                                     |
| <p><b>Boondini's</b><br/> <b>Address:</b> 7403 Six Forks Rd., Raleigh, NC 27615<br/> <b>Area:</b> North Raleigh<br/> <b>Cuisine:</b> American<br/>             TripAdvisor Traveler Rating <input type="text"/> 18 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>                     | <p><b>Bosphorus Restaurant</b><br/> <b>Address:</b> 329 N. Harrison Ave., Cary, NC 27513<br/> <b>Area:</b> Cary<br/> <b>Cuisine:</b> Mediterranean<br/>             TripAdvisor Traveler Rating <input type="text"/> 326 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>  |

# Sad and lonely

## listings pages without photos

- |   |  |
|---|--|
| <p><b>Benelux Coffee</b><br/> <b>Address:</b> 402 Oberlin Rd., Raleigh, NC 27605<br/> <b>Area:</b> Midtown Raleigh<br/> <b>Cuisine:</b> Drinks: Coffeehouses<br/>             TripAdvisor Traveler Rating <input type="text"/> 53 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>                                       | <p><b>Black &amp; White Coffee Roasters</b><br/> <b>Address:</b> 314 Brooks St., Wake Forest, NC 27587<br/> <b>Area:</b> Wake Forest<br/> <b>Cuisine:</b> Drinks: Coffeehouses<br/>             TripAdvisor Traveler Rating <input type="text"/> 11 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>        |
| <p><b>Cup A Joe</b><br/> <b>Address:</b> 2109 Avent Ferry Rd., Raleigh, NC 27606<br/> <b>Area:</b> West Raleigh/N.C. State Univ./PNC Arena<br/> <b>Cuisine:</b> Drinks: Coffeehouses<br/>             TripAdvisor Traveler Rating <input type="text"/> 5 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>                | <p><b>Cup A Joe</b><br/> <b>Address:</b> 3100 Hillsborough St., Raleigh, NC 27607<br/> <b>Area:</b> West Raleigh/N.C. State Univ./PNC Arena<br/> <b>Cuisine:</b> Drinks: Coffeehouses<br/>             TripAdvisor Traveler Rating <input type="text"/> 21 Reviews</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p> |
| <p><br/> <b>Larry's Coffee</b><br/> <b>Address:</b> 1507 Gavin St., Raleigh, NC 27608<br/> <b>Area:</b> Midtown Raleigh<br/> <b>Cuisine:</b> Local Eatable: Coffee Roasters</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>                | <p><b>Muddy Dog Roasting Co.</b><br/> <b>Address:</b> 3000 Bear Cat Way, Morrisville, NC 27560<br/> <b>Area:</b> Morrisville/The Research Triangle Park<br/> <b>Cuisine:</b> Local Eatable: Coffee Roasters</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>  |
| <p><br/> <b>Oak City Coffee Roasters</b><br/> <b>Address:</b> 615 W. Hargett St., Raleigh, NC 27603<br/> <b>Area:</b> Downtown Raleigh<br/> <b>Cuisine:</b> Local Eatable: Coffee Roasters</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p> | <p><b>Raleigh Coffee Company</b><br/> <b>Address:</b> 5045 Falls of Neuse Rd., Raleigh, NC 27609<br/> <b>Area:</b> North Raleigh<br/> <b>Cuisine:</b> Local Eatable: Coffee Roasters</p> <p>VIEW ON MAP ADD TO TRIP DETAILS &gt;</p>   |

Back to Page



# Larry's Coffee

Address: 1507 Gavin St., Raleigh, NC 27608  
Area: Midtown Raleigh  
Phone: 919.828.1234

- Website
- Add to Trip
- f
- 🐦

## About

Larry's is crazy about coffee — everything about it. They work with farming partners to get beans with deep, rich flavor profiles needed for a slow-roasting process and turn coffee fantasies into realities with a gonzo approach to blending. Everyone at Larry's Coffee is passionate about something, and are into sustaining the groove with solar powering, bio-diesel delivering, composting and any other planet-happy ideas they can get their hands on.

### WHAT'S NEARBY



- Amenities
- Yelp
- Social Feeds



Travis Long  
Garrett Poulos  
Story Photographers



# Suggestions

for effective photo selections

- make them large (at least 6" x 4")
- make them high-resolution (at least 300 dpi)
- make them horizontal (to avoid awkward cropping)
- add as many as you would like (just make sure you own the rights to post them)
- phone photos are fine as long as they fit the criteria above



Tourism  
Talk blog

# Be careful about rights

- Just because it is on the Internet, doesn't mean it is usable
- Assume that you don't right the rights, unless you know you do
- At least ask for permission
- If an image is water-marked, don't use it!





Raleigh Red Shimmer Wall and PNC Plaza

[Buy a print or Download \(license\)](#)

[Request a license for other commercial use](#)

*This photograph is copyrighted and may not be used without the purchase of a license.*

Tourism Talk Live • Greater Raleigh Convention and Visitors Bureau



# Hire a professional photographer

- Tell the photographer how much you have to spend
- Negotiate
- Only purchase a few representative but high-quality images
- Make the license for a limited amount of time and then keep track of the expiration date
- If it makes sense, purchase non-exclusive rights
- Get the terms in writing
- Make sure the terms include the ability to share the images with the CVB, the media and other promotional outlets



Greater Raleigh  
Convention and Visitors Bureau  
421 Fayetteville Street, Ste. 1505  
Raleigh, NC 27601-2995  
919.645.2666 PHONE | 919.831.2887 FAX  
kdesollar@visitRaleigh.com EMAIL  
www.visitRaleigh.com

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Granted to the Greater Raleigh Convention and Visitors Bureau (GRCVB) by:

Photographer/artist name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Cell \_\_\_\_\_  
Fax \_\_\_\_\_ Email \_\_\_\_\_

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## TERMS OF THE LICENSE

Images may appear in GRCVB's not-for-profit, promotional materials including:

- Printed materials (i.e. Meeting Planner's Guide, VisitRaleigh, the official Greater Raleigh Visitor's Guide, brochures, meeting planner resources and other promotional and resource publications)
- Website (visitRaleigh.com) and html email
- visitRaleigh's social media channels (Facebook, Twitter, Instagram)
- Advertising (print and web)
- Trade show exhibits, displays, signage, etc.
- Other \_\_\_\_\_

## TIME PERIOD

Unlimited  Other \_\_\_\_\_

## OTHER

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- Credit line to be used: \_\_\_\_\_

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Signature \_\_\_\_\_

Date \_\_\_\_\_

# Hire a professional photographer

- Tell the photographer how much you have to spend
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- Make the license for a limited amount of time and then keep track of the expiration date
- If it makes sense, purchase non-exclusive rights
- Get the terms in writing
- Make sure the terms include the ability to share the images with the CVB, the media and other promotional outlets



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Address \_\_\_\_\_  
City \_\_\_\_\_  
Phone \_\_\_\_\_  
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DESCRIPTION OF USE

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Images may appear in:

- Printed materials
- Website (visitRaleigh.com)
- Advertising (print, radio, TV)
- Trade show
- Other \_\_\_\_\_

TIME PERIOD

Unlimited

OTHER

The GRCVB has permission to use the images in promotional materials for the Greater Raleigh Convention and Visitors Bureau.

Credit line to be used: \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_

**Whatever you do...  
avoid the cardinal sin  
of asking a  
photographer to work  
for (excuse the pun)  
"the exposure."**

# Karen DeSollar

Creative Director

919.645.2666

[kdesollar@visitRaleigh.com](mailto:kdesollar@visitRaleigh.com)



# Scott Peacock

Director of Public Relations

919.645.2676

[speacock@visitRaleigh.com](mailto:speacock@visitRaleigh.com)



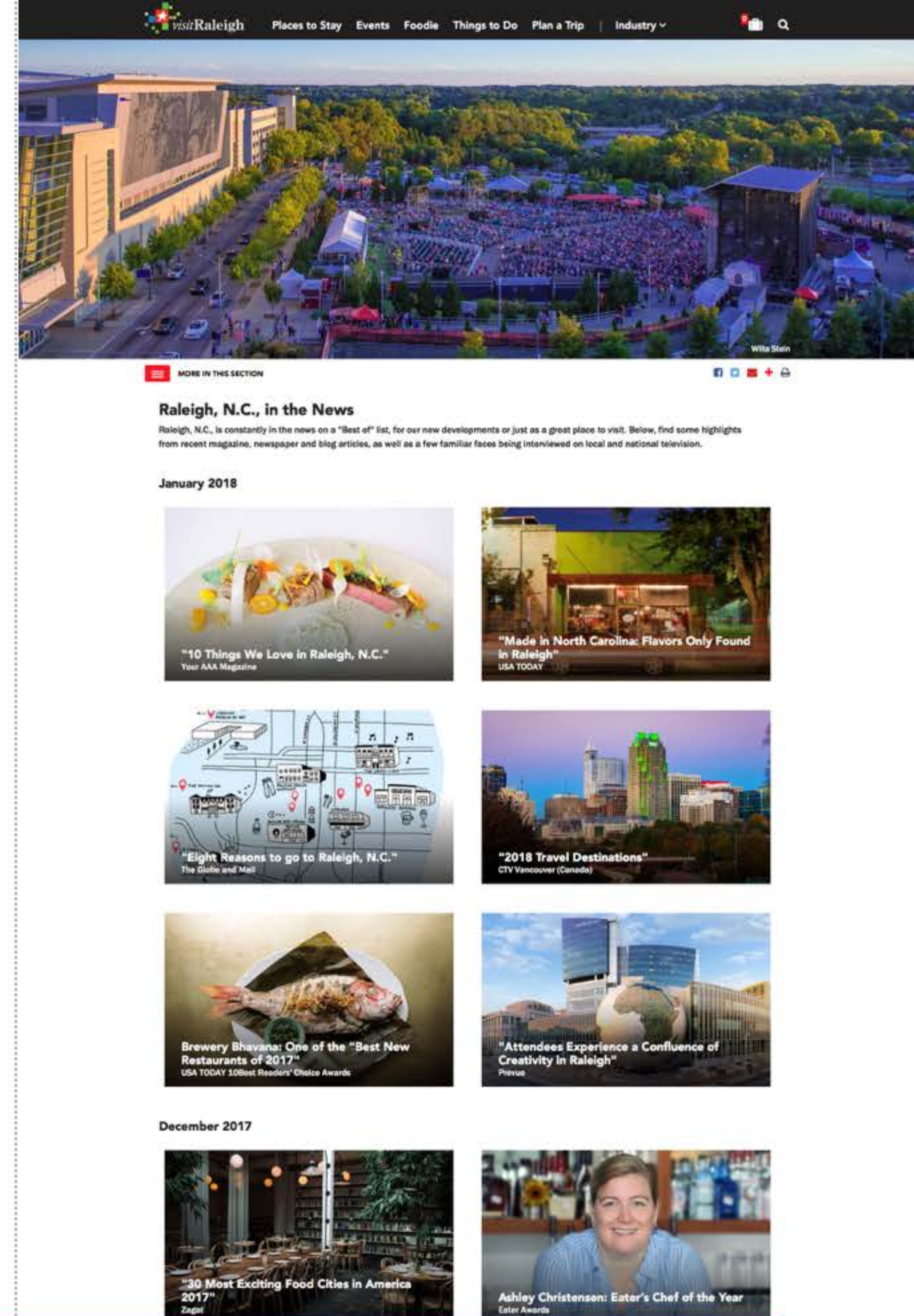
# Media Relations Efforts

- Journalist networking
- Story ideas
- Hosted trips



# Travel Media Trends

- Unique lodging
- Authentic experiences
- Listicles
- Video/images



# *How to Get Your Story Out There*

- Help us host journalists
- Keep us informed
- Local media lists
- Submit photography

# GRCVB International Tourism Strategy

## Foreign Individual Travelers (FIT): Markets



### *Primary:*

Canada  
U.K.  
France

### *Emerging:*

Germany  
Italy  
China





# *Hospitality Sales and Marketing Association International*

## **N.C. Chapter Training on Sales Pipeline**

Thurs., Feb. 22, 2018 • 12:30-5pm • La Quinta Inn & Suites—University Area  
Chapel Hill, Durham

### **Focus:**

Building the Sales Pipeline training on how to close more business and better business

Presented by Bob Anderson of Star Performance, Inc., for Hospitality Sales and Marketing Association International N.C. Chapter

Highly interactive and upbeat session; convert knowledge into immediate action and results—for more info and to register, go to [connect.hsmmai.org/northcarolina](https://connect.hsmmai.org/northcarolina)

# *Future dates*

## **Spring Tourism Talk Live:**

May 24, 2018 • Nature Research Center

## **Annual Meeting:**

Aug. 16, 2018 • Raleigh Convention Center

*DSP reveal*

