

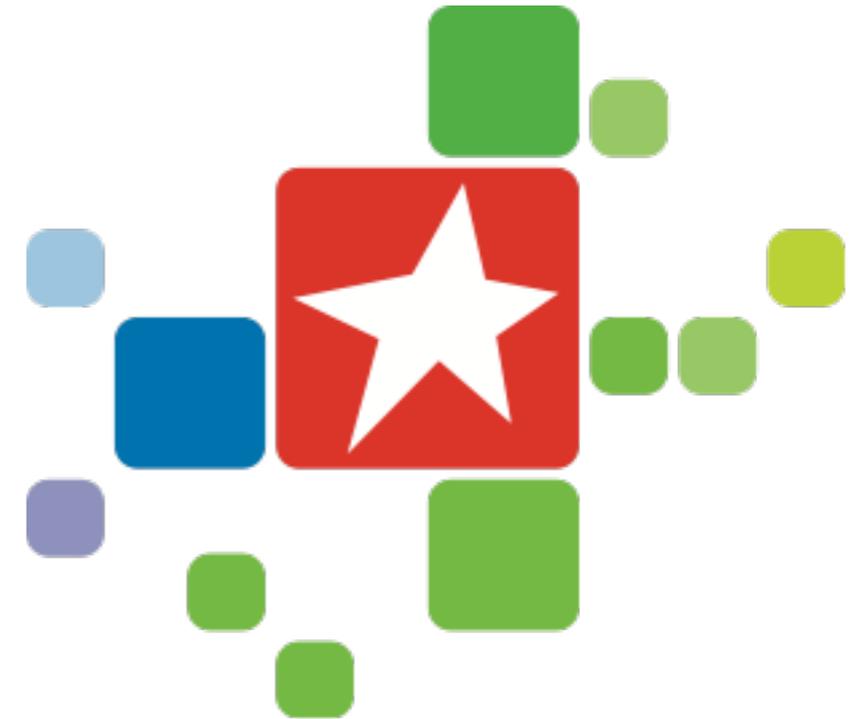


WHAT IS GRCVB?

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.



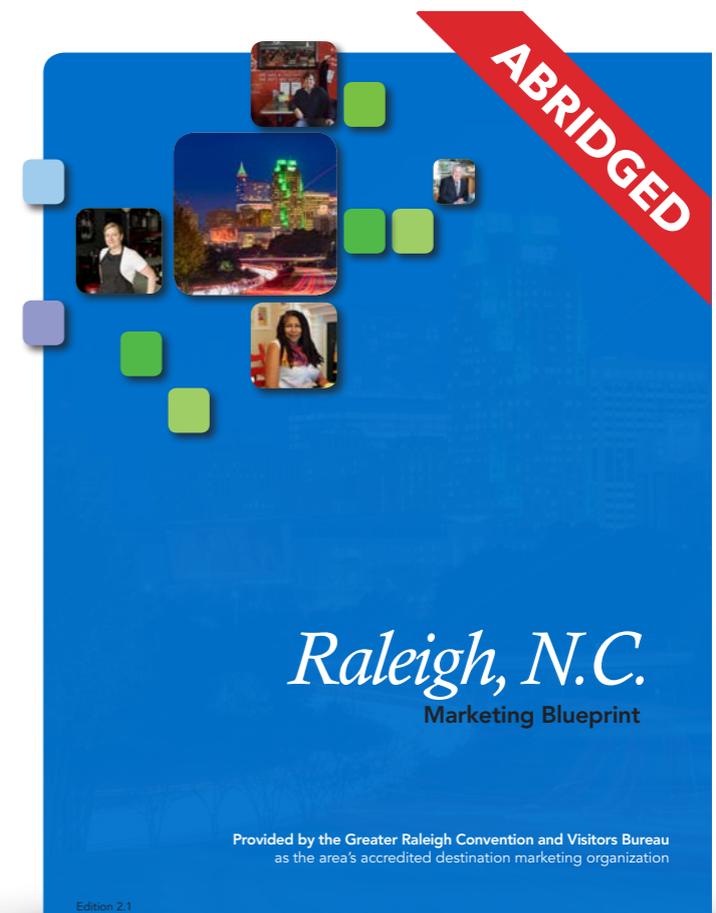
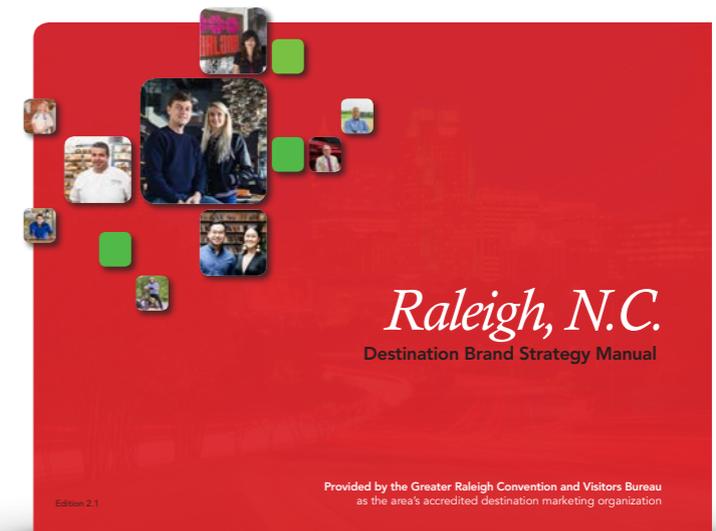
DESTINATION POSITIONING STATEMENT, [CONTINUED]

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

Sumit Vohra
CEO and Chief Brewing Officer
Lonerider Brewing Company

More than 10 years ago, Sumit Vohra decided to quit his day job in tech and start doing something he was passionate about: crafting high-quality, great-tasting ales. A short time later and with the help of friends, he began commercially distributing **Shotgun Betty**, a German-style Hefeweizen, and **Lonerider Brewing Company** was born.

Located close enough to **ROD International Airport** to hear jets roaring by, Lonerider Brewing Company is primarily a distribution and brewing hub, but visitors can also enjoy fresh beer at the onsite tasting room, aptly named **The Hideout**. Sumit and his team offer **tours of the operation**, ensuring that guests leave with a better understanding of the care that goes into crafting each brew.

Hailed as one of the top breweries in the country, Lonerider Brewing Company is an intrinsic part of N.C.'s flourishing craft beer scene. And in a place as diverse as Raleigh, this Texas-themed brewery not only fits right in but also finds itself perfectly complemented by a supportive and enthusiastic beer culture that enjoys celebrating the story behind a good brew almost as much as sipping the beer itself.

Make a trip
You can find their beers all over N.C. and beyond, but visit the brewery to get the full Lonerider experience. Mentioned above, **The Hideout** is Lonerider's taproom and social spot, the perfect place to taste their beers. "Here at **The Hideout**, this is where we showcase our beers," Sumit explains—the beers taste the freshest right at the source. You can also visit Lonerider in **Five Points in Raleigh** or **Wake Forest** at their newest **Hideouts**.

Order up a flight to taste a variety of their award-winning brews or grab yourself a pint. Staples and must-tries include:

- **Shotgun Betty Hefeweizen**, featuring a rich, banana-ovine nose and refreshing dry finish.
- **Sweet Jack Brown Ale**, a complex beer balancing a nice hop bitterness with a generous amount of chocolate and aromatic malts.
- **Happy Hi-Yo IPA**, a straw-colored ale hopped with Columbus and Amarillo and rounded out by a mild body from the malts.
- and **Prozacmaker Pale Ale**, a West Coast style American pale ale that uses several hop varieties to produce a unique and beautiful hop aroma with a balanced

Ashley Christensen
Chef & Proprietor
Ashley Christensen Restaurants

Ashley's story
A fierce philanthropist and accomplished restaurateur, chef Ashley Christensen is known to many as the face of Raleigh's booming food scene. Since opening **Poivre's Diner** in 2007, her work-ethic in the kitchen and the community—has earned the attention and admiration of foodies everywhere.

More than a decade of hard work, restaurant expansions and many accolades later, Ashley received the **Outstanding Chef Award** from the **James Beard Foundation** in 2023, the highest individual honor for a chef at the "Oscars of the food world."

For fun locally, Ashley's drinking, dining and event spaces are smart, stylish and inviting, the sort of places where you're just as likely to see tuxedos as T-shirts. Focus is on the food, which is seasonal, simple and precisely executed, using a bounty of fresh ingredients, many grown on artisanal farms or harvested from the nearby coast.

Ashley's sixth restaurant—a Neapolitan-style pizza shop with a playful, vintage-ethos—opened in downtown Raleigh in summer 2023.

Ashley has gained national attention from such publications as **Bon Appetit**, **Gourmet**, **The New York Times**, **Southern Living** and **Garden & Gun**. She has appeared on **Food Network's** popular series **Iron Chef America** and **MINDBOC's Your Business**.

Her specialty is comfort food, a nod to her childhood with a father who traveled frequently for work. Foods like fried chicken and macaroni and cheese, helped remind him of home, no matter where he was on the road. Today, with dishes like **Berley's chicken biscuit** with pickled green tomatoes and honey and the famous macaroni and gratin at **Poivre's Diner**, Ashley creates that same sense of home with visitors to Raleigh.

Make a trip
A visit to Raleigh is not complete without dining in one of Ashley's restaurants. And you can't go wrong with any of them. Pick one. You're guaranteed to be talking about the innovative flavors in each of her dishes, each uniquely created and each uniquely Raleigh.

HER OTHER RESTAURANTS

Lionel Vainini
Chef & Proprietor
La Farm Bakery

Lionel's story
Growing up in France, it's no surprise Lionel Vainini developed a passion for bread. At 20, he joined a renowned artisan guild and traveled the world learning the rich traditions of baking traditional breads, ultimately earning the coveted title of **Maître Boulanger**.

When you spend years traveling the globe, you become a bit of an expert on what makes a place feel like home. When Lionel and his wife decided to plant roots, they chose Cary, N.C. Drawn to the history, intellectual energy and Southern hospitality, they soon decided to open **La Farm Bakery** in 1998.

Lionel began connecting with local farmers, millers and artisans to find like-minded people with a love for organic, heirloom flours and ancient grains. The result is an amazing variety of handmade artisan breads with a depth of flavor that makes for a memorable and nutrition-filled culinary experience.

In the past two decades, Lionel has been a three-time semifinalist for the **James Beard Foundation Outstanding Baker** award and **La Farm Bakery** has grown from a 200-square-foot facility to three flourishing locations in Cary, with a full staff now all bringing the taste and aroma of fine European-style baked goods to a hungry community.

Make a trip
Experience centuries-old bread-baking traditions in a modern-day **fourth-generation** bakery and café at one of the three **La Farm Bakery** locations in Cary.

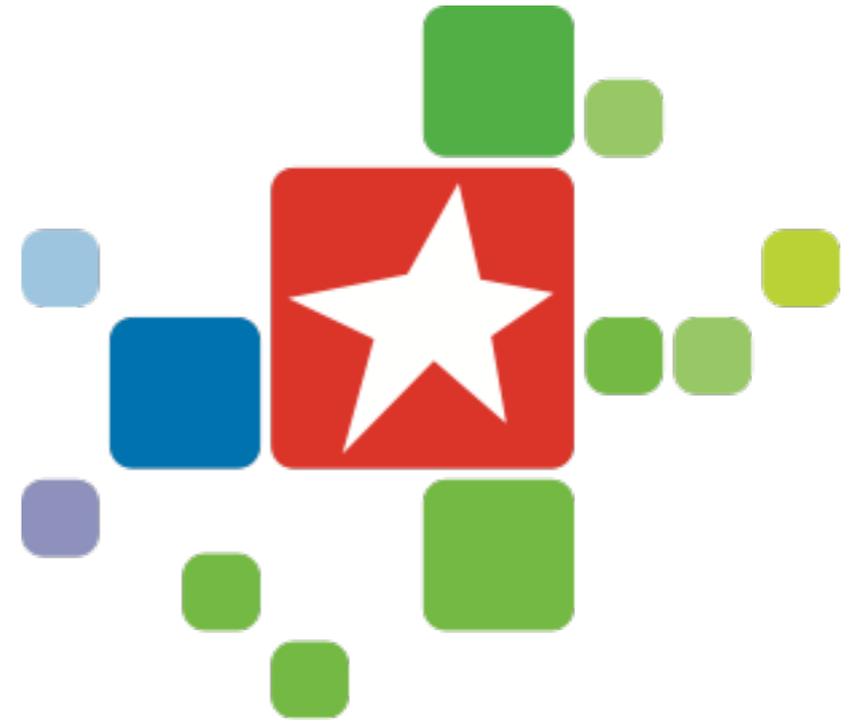
VISIT OUR LOCATIONS

RESERVE OUR CAFE

LOCATIONS WEAK WEEKENDS

La Farm honors the ordinary, yet extraordinary, bakers that once flourished in every little town in France. Their loaves are hand-crafted daily in a variety of styles, from rustic and simple to the most refined.

Read about these Passionate Minds and more at visitRaleigh.com/passionate-minds



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 2021, Wake County had 15.8 million visitors who generated \$2.3 billion in direct spending.
- ★ Tourism directly supports the employment of over 21,000 people (FTEs) in Wake County who earn a payroll of more than \$689 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 and new and revised goals and talking points for the coming year.



2022-2023 Business Plan

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2995
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 forecast for the new year.

Review the 2022-2023 Business Plan here: [visitRaleigh.com/partners/business-plan/](https://www.visitRaleigh.com/partners/business-plan/)



2022-2023 Business Plan

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2995
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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](#)

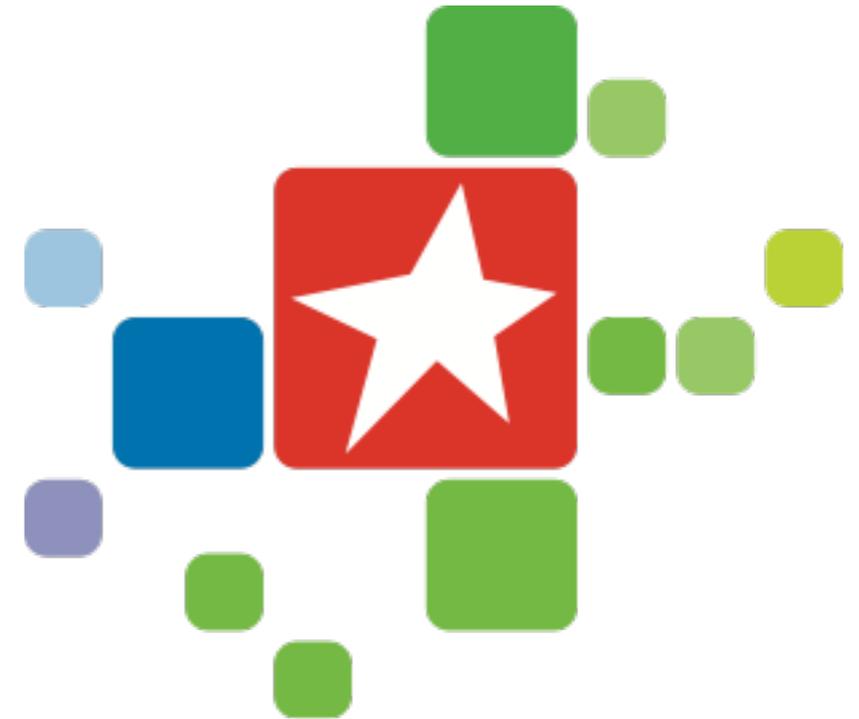
[Services](#)

[Marketing and Communications](#)

[Public Relations and International Tourism](#)

[Sports Marketing](#)

[Administration/Technology](#)



TOURISM ECONOMIC DEVELOPMENT REPORT (TEDR)



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

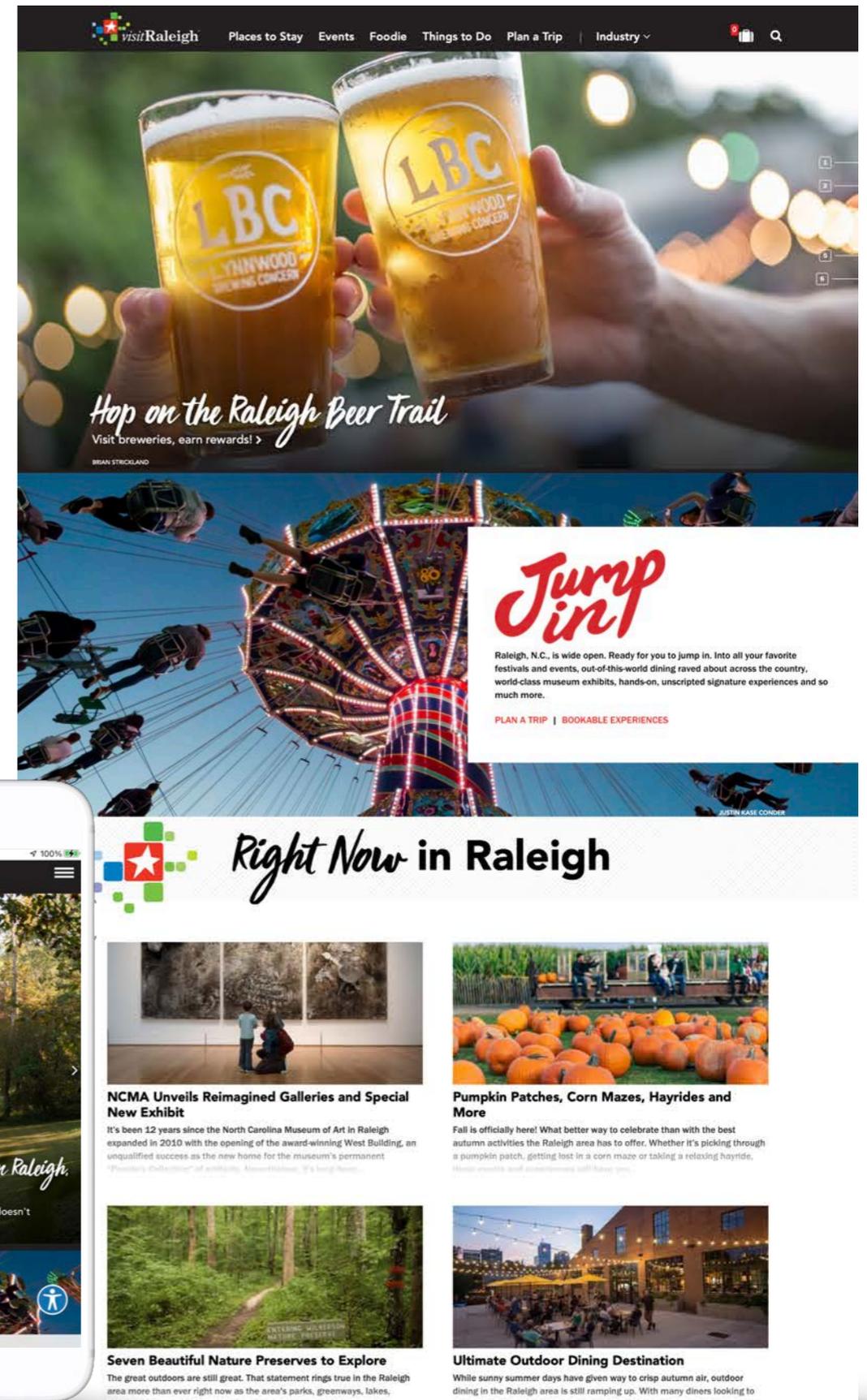
INDUSTRY REPORT		AUGUST 2020		
Hotel Occupancy Production				
<small>Source: Smith Travel Research, Inc.-States lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.</small>				
	Chg. from Jun.2019	Wake County	North Carolina	United States
Jun.2020 Occupancy %	-48.3%	40.0%	44.7%	42.2%
Jun.2020 ADR	-29.8%	\$76.24	\$87.77	\$92.15
Jun.2020 RevPar	-63.8%	\$30.53	\$39.28	\$38.88
2020 YTD Occupancy %	-36.7%	46.6%	43.3%	43.1%
2020 YTD ADR	-14.3%	\$93.21	\$89.81	\$109.04
2020 YTD RevPar	-45.8%	\$43.41	\$38.85	\$47.02

The monthly report can be found at:

visitRaleigh.com/tedr

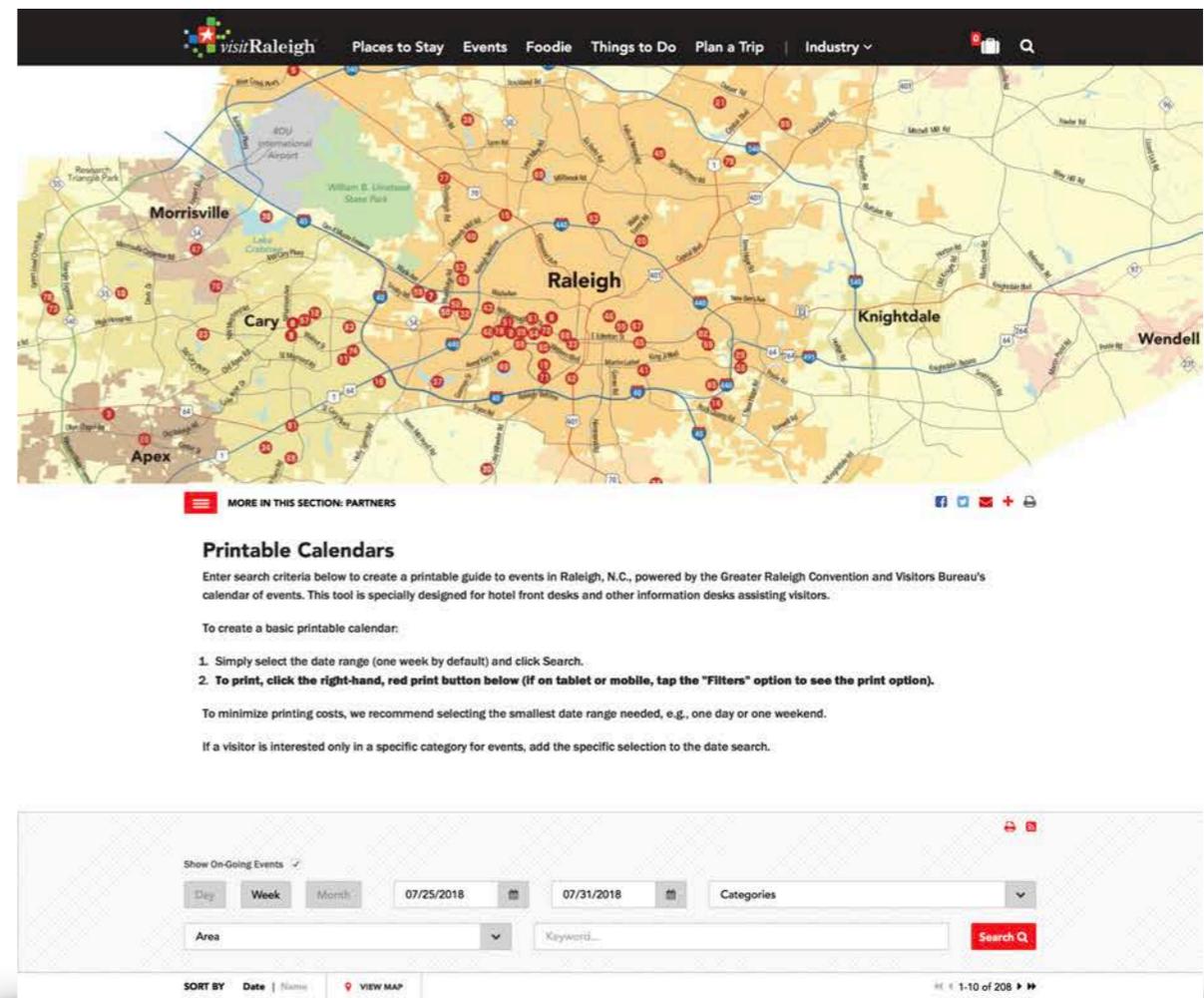
VISITRALEIGH.COM

- ★ Always updated guide for visitors and official tourism website
- ★ 4.3 million views in 2021-2022



CALENDAR OF EVENTS: HOT HAPPENINGS

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

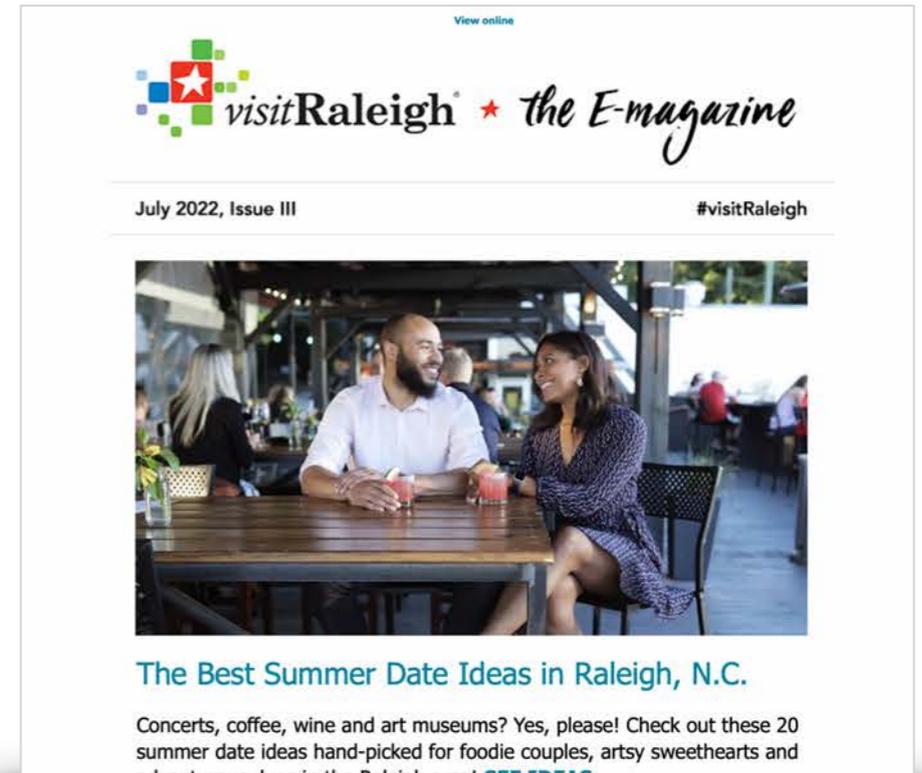


The screenshot displays the visitRaleigh.com website interface. At the top, there is a navigation bar with links for 'Places to Stay', 'Events', 'Foodie', 'Things to Do', 'Plan a Trip', and 'Industry'. Below the navigation bar is a map of the Raleigh, North Carolina area, showing major roads and landmarks like the RDU International Airport. Numerous red circular markers are scattered across the map, indicating the locations of various events. Below the map, there is a section titled 'Printable Calendars' with instructions on how to use the search tool to create a printable guide to events in Raleigh, N.C. The instructions include steps for selecting a date range and clicking a print button. At the bottom of the screenshot, there is a search interface with fields for 'Area', 'Keyword', and 'Categories', along with a 'Search' button and a 'VIEW MAP' link.

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



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.
- ★ **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

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ADD TO YOUR ADDRESS BOOK

visit@visitRaleigh.com

