



TO: DIRECTOR OF SALES
FROM: Charissa Todd
Partnership and Tourism Marketing
DATE: August 6, 2008
RE: Complimentary Marketing Opportunity - Group Packages and Offers

Package & Promote Your Hotel to GROUPS

In 2007, Wake County issued more than 5,680 marriage licenses. At least a quarter of them had a wedding party which utilized overnight stays at a hotel.

Does your hotel have a package which you would like help promoting?

With gas prices continuing to rise, group tours are becoming an ever more popular way to travel.

What does your hotel do to attract these groups?

Nearly 72 million U.S. adults have traveled to a Family Reunion in the past three years and 25% of Family Reunion planners used the services of convention and visitors bureaus (CVB) to assist them.

What offers will they see for your property when they go to visitRaleigh.com for help?

With the current state of today's economy more and more people are looking for the NEXT GREAT DEAL...so let's give them some.

Please take this opportunity to let us assist you in marketing your hotel to the potential group business that is right at our fingertips; provide us with competitive rates and packages that will attract overnight business to your hotel and we will promote them on our website and in other appropriate locations.

Please submit "Wedding" or "Reunion" or "Group Travel" packages that your hotel currently offers or plans to offer in the near future.

It's now easier than ever to submit an offer.

Simply go to the Partner section of www.visitRaleigh.com and click on **Submit a Package**, there you'll see a link for group offers.

Your username is "Grcvb" and your password is "hotdeals08"

I look forward to receiving your offers and adding them to our new website very soon.