

For Immediate Release
June 15, 2009

Contact: Ryan Smith
rsmith@visitraleigh.com
(919) 645-2676

GREATER RALEIGH CONVENTION AND VISITORS BUREAU WINS SEVEN TOP TOURISM MARKETING AWARDS

Raleigh, NC (June 15, 2009) – The Greater Raleigh Convention and Visitors Bureau (GRCVB), the official destination marketing organization for Raleigh and Wake County, was awarded seven top tourism awards at the Destination Marketing Association of North Carolina’s (DMANC) Annual Meeting and Destination Marketing Achievement Awards. The event was held in Concord, NC on June 8.

The GRCVB received two Innovation Awards for Destinations Operations and Sustainability for the redesigned Meeting Planners Guide to Raleigh and Wake County and a cost-effective solution to acquiring new professional photography through the use of the social networking website, Flickr.

The GRCVB was also recognized with four Gold Awards: Best Newsletter for the monthly Pulse E-Newsletter sent to the Wake County hospitality community; Best Destination Marketing Initiative for the Red Carpet Welcome Program, that was used as an incentive to meeting and convention groups; Best Print Advertising Group for Raleigh Convention Center “Convention Campus” connector piece and Best Local Constituents Communications for the design and functionality of Water Summit Meetings spearheaded by the GRCVB during the drought of 2008.

Since 2000, the GRCVB has received 30 awards, 14 of which are Platinum Awards. The GRCVB received this honor in 2009 for the organization’s creation of a Sports Facility Guide collateral piece for the Bureau’s Sports Marketing Department.

“This is a tremendous honor for our organization and the staff that worked tirelessly on these projects,” said Denny Edwards, president and CEO of the Greater Raleigh Convention and Visitors Bureau.

As North Carolina’s only resource for in-state destination marketing organizations, the Destination Marketing Association of North Carolina is dedicated to improving the effectiveness of tourism professionals in over 40 North Carolina communities by providing leading-edge educational resources, networking opportunities, marketing benefits and legislative advocacy for the benefit of North Carolina’s tourism economy.

The Greater Raleigh Convention and Visitors Bureau, as the official destination and marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business. Through its website www.visitRaleigh.com and other tools, the GRCVB assist local visitors in a variety of ways.