

Media Contact: Ryan Smith
(919) 645-2676 office
(919) 270-8346 cell
rsmith@visitraleigh.com

About the Greater Raleigh Convention and Visitors Bureau

Our Mission

- Non-profit organization representing Raleigh and Wake County in the solicitation and servicing of convention business and leisure travelers
- Brings together the interests of city and county government, trade and civic associations, and travel suppliers to build visitor traffic to the area
- Acts as a liaison between potential visitors and the businesses that host them

Formation of the Bureau

- Formed January 1992 by the Wake County Board of Commissioners and the Raleigh City Council, following legislation passed by the 1991 General Assembly
- Formerly the Raleigh Convention and Visitors Bureau, September 1986-January 1992; originally a department of the Greater Raleigh Chamber of Commerce
- Governed by a 12-member Board of Directors
- Funded by a 15 percent share of both the 6 percent Wake County Hotel Occupancy Tax and 1 percent Prepared Food and Beverage Tax
- \$3.4 million budget
- 21 full-time and 1 part-time staff member
- Located in One Bank of America Plaza, 421 Fayetteville Street, Suite 1505, Raleigh, NC 27601-1755
- Local: 919.834.5900
Toll-free: 800.849.8499
Web site: www.VisitRaleigh.com
E-mail: visit@visitraleigh.com

How We're Structured

Sales Department

- Solicit conventions and meetings for the Raleigh area
- Promote Raleigh and Wake County for visitor business to enhance the economic growth and development of the area
- Coordinate sales efforts with hotels and meeting facilities
- Develop and implement marketing plan based on market demands in specific segments
- Conduct sales trips to feeder cities and participate in industry trade shows
- Provide qualified sales leads to hotels
- Conduct site inspections of meeting facilities and attractions

- Aggressively pursue group tour market on a regional and national level
- Respond to visitor information requests from tour companies and travel agencies
- Work with the N.C. Division of Tourism, Film and Sports Development to promote the Raleigh area internationally
- Represent the Raleigh area at trade and travel shows and sales missions

Tourism and Partnership Marketing

- Develop and manage the promotion for Raleigh/Wake County to leisure visitors
- Develop promotional tactics for increasing weekend Occupancy and off-season business at Wake County hotels
- Act as bureau outreach to outlying communities, enhancing strategic alliances and creating programs/promotions to benefit all of Wake County
- Develop potential partnerships with corporations, organizations and associations that will increase awareness and revenues for Wake County
- Develop strategic partnership with industry partners, such as airlines, Amtrak, rental car agencies and private-sector companies on packaging and creating awareness of Greater Raleigh as a leisure market
- Work closely with local, state and regional organizations to develop visitor business to Greater Raleigh
- Coordinate National Tourism Day event

Sports Marketing Department

- Promote Raleigh and Wake County for sports championships, events and sports-related activities
- Develop and implement marketing plan
- Provide qualified leads to hotels
- Coordinate sales efforts with hotels and sports facilities
- Work closely with other Raleigh/Wake County and state organizations that pursue sports business
- Represent the Raleigh area at national conferences and trade shows

Convention Services Department

- Encourage repeat business and pre- and post-convention activity
- Provide a housing bureau service free-of-charge for groups using three (3) or more hotels
- Provide registration staff assistance at minimal cost
- Provide complimentary brochures and overall convention consultation
- Provide volunteers to staff information booth for groups of 250 or more people to answer questions about the area
- Assist in planning tours for convention delegates
- Assist in planning special events at unique sites
- Help promote excellent service in the local hospitality industry
- Go-between for the planner and local providers

- Provide pre-convention promotional information to encourage increased convention attendance
- Provide assistance to conventions in obtaining local publicity

Communications Department

- Produce marketing and information materials to promote Greater Raleigh
- Develop public relations and community awareness programs
- Assist local, state and national media
- Manage advertising and creative agencies and coordinate local, state, regional and national ad campaigns
- Work with travel writers to encourage placement of stories about Greater Raleigh in regional and national publications
- Continually maintain, update and promote GRCVB web site
- Manage e-mail mailing list and create and send monthly e-newsletter to list