

Immediate Release
July 15, 2008

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**GREATER RALEIGH CONVENTION AND VISITORS BUREAU
UNVEILS “BRAND” NEW WEBSITE**

Raleigh, NC (July 15, 2008) – Dynamic. Smart. Unexpected. Celebratory. These are just a few of the attributes the Greater Raleigh Convention and Visitors Bureau has conveyed in the redesign of www.visitRaleigh.com.

The new www.visitRaleigh.com website, developed by Cundari SFP and New Media Gateway, features a look that mirrors the recently unveiled destination branding. The website takes into account the needs of leisure visitors, meeting planners, sports events planners and members of the media. The site offers numerous interactive features geared toward each of these markets.

“The Raleigh area attracts more than 11 million visitors per year and we are poised to see an increase in those numbers with the opening of the new Raleigh Convention Center and the numerous new attractions and hotels that are in development,” said Denny Edwards, president and CEO of the Greater Raleigh Convention and Visitors Bureau. “We need to meet the needs of both leisure and business travelers by offering an interactive website that is visually appealing, easy to navigate and provides a one-stop source for information.”

The primary goal of redesigning www.visitRaleigh.com, in addition to aligning with the look and feel of the organizations new look and feel, was to make the site more user-friendly and easier to navigate. To achieve these goals the site now offers the functionality to book hotel rooms online through a partnership with Travelocity, special deals and customizable packages, expanded listings for area hospitality partners, updated press room, expanded photo gallery, the ability to submit and online RFP and a comprehensive calendar of events with the ability to book event tickets online.

Edwards noted the redevelopment of the site has been a collaborative effort. “The GRCVB staff has done an incredible job over the past few months in making sure information is accurate and up-to-date, as well as researching industry trends in what visitors, meeting planners and residents need to create a positive experience.”

The Greater Raleigh Convention and Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.

