

RALEIGH, N.C. — Wish You Were Here. That's the message of a joint campaign launched by Airbnb and the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh), that aims to support the city's economic recovery and encourage people to safely visit the City of Oaks.

The campaign will target travelers in North Carolina and features a [dedicated landing page](#) highlighting Raleigh's creative culture, local makers and outdoor activities. As part of the campaign, Airbnb will launch emails featuring nearby stays and activities, from enjoying tasty treats in the Warehouse District to the miles of hiking and biking trails in Umstead State Park, designed to keep the destination top of mind for when nearby visitors are ready to travel again.

[Airbnb survey data](#) shows people view travel in 2021 as a way to connect with family and friends, with more than half preferring a domestic or local destination versus visiting someplace international and farther away.

"This campaign seeks to tap into ongoing trends that see travelers prioritizing safer travel with local trips, and we hope it will encourage people to safely explore all that Raleigh has to offer and support the local economy in the process," said Viviana Jordan, Airbnb Public Policy Manager. "We look forward to continuing to work with Visit Raleigh to support tourism recovery efforts."

"With Raleigh's recent recommitment to short-term rental opportunities within the city and also long being a destination where North Carolinians come to reconnect with friends and family, launch of this campaign with Airbnb was perfect timing," said Jonathan Freeze, Director of Marketing and Communications for Visit Raleigh. "As N.C. further reopens, we can safely welcome more and more overnight visitors, and Raleigh's many Airbnb Hosts offer lodging that's perfect for immersing oneself in the local culture and recharging."

Partnering with Visit Raleigh is part of Airbnb's [work with governments and tourism agencies](#) to support economic growth as destinations around the world seek to recover from the impacts of the COVID-19 pandemic. By working with destination marketing organizations, nonprofits and governments to support responsible and safe travel, Airbnb is helping communities harness these economic benefits for local citizens and small businesses.

"This collaboration between Visit Raleigh and Airbnb truly epitomizes the creative spirit of our city and is a wonderful way to amplify tourism recovery efforts, bring visitors back to our City and support our local businesses," said Raleigh Mayor Mary-Ann Baldwin.

To learn more about the partnership between Airbnb and Visit Raleigh, visit airbnb.com/d/creativeraleigh.

About Airbnb:

Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to 4 million Hosts who have welcomed over 800 million guest arrivals in almost every country across the globe. Every day, Hosts offer one-of-a-kind stays and unique Experiences that make it possible for guests to experience the world in a more authentic, connected way.

About the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh) :

As the official destination marketing organization for Wake County, the Greater Raleigh Convention and Visitors Bureau (Visit Raleigh), is responsible for promoting Wake County as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the organization strengthens the economic position of and provide opportunity for people throughout Wake County. Raleigh, N.C./Wake County welcomes nearly 18 million visitors annually whose spending tops \$2.9 billion. The visitor economy supports more than 28,000 local jobs in Wake County and generates \$284 million in state and local tax revenues, saving each Wake County household \$727 in taxes annually. [visitRaleigh.com](https://www.visitraleigh.com)

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