

Charlotte's reputation as a "foodie" destination is a tribute to the talent, dedication and diversity of you, our food and beverage community. The Charlotte Regional Visitors Authority (CRVA) thinks you deserve to be applauded with **Savor Charlotte**, a two-week celebration of chefs, mixologists and culinary community members who define the flavor of the Queen City. From **March 12-26**, we'll highlight the breadth and depth of our tastemakers through paid digital and traditional advertising, editorial support and media relations efforts.

Savor Charlotte invites you to customize your own offering to create an asset that builds loyalty for your business. Suggested epicurean experiences include:



EXPERIENTIAL HANDS-ON CLASSES



EXCLUSIVE MENUS ITEMS



SPECIAL OFFERS

There is no cost associated with participating. All we ask is you share the details of the food, beverage, promotion or experience you're offering during the two-week window, and CRVA marketing will champion these offerings as a reason to explore the Queen City.

HOW IT WORKS / CULINARY

1. The CRVA and Gumbo Marketing are connecting with the culinary community to engage participation for March activation.
2. Interested participants sign up on website **form** or verbal commitment to CRVA / Gumbo.
3. The team will continue to communicate with participants to solidify offer details and then host on consumer-facing website page.

HOW IT WORKS / CONSUMER

1. Visit **savorcharlotte.com**, the website hub for restaurant participants and featured offers.
2. Reserve a table by following the individual restaurant's reservation process (i.e. Resy, Opentable).
3. Savor the flavors of Charlotte with a selection of curated offerings from chefs & mixologists.

The CRVA takes great pride in telling the story of Charlotte's food & beverage prowess, as culinary holds a vital role in motivating destination visitation.

Culinary is one of four key themes of the CRVA's **\$8 million** annual marketing budget in support of driving leisure travel. This includes local, regional and national paid media sponsored content partnerships, media relations and special activations that spotlight Charlotte chefs, mixologists and brewers.

WHY WE MARKET CULINARY

Driving the visitor economy:

- **Dining is #2** highest sought-after visitor activity.
- Food service makes up over **70% of leisure & hospitality jobs**.
- **25% of all visitor spending** can be attributed to food & beverage.

SAVOR CHARLOTTE GOALS

Raise awareness of Charlotte's dynamic and diverse culinary offerings through leisure-oriented consumer activations.

Establish a strong branding presence within target markets (including Charlotte) that drives restaurant bookings.

Lift up the city's culinary community, showcase their talents and educate on CRVA's commitment to culinary.

TARGET MARKETS

400 Mile radius

Ages 25-54

2-person party size

Average stay 2+ nights
= weekend getaways

Includes Charlotte:
51% are visiting their
friends + relatives

