

# TOURISM ECONOMIC DEVELOPMENT REPORT

*An official publication of the Greater Raleigh Convention and Visitors Bureau*

*VisitRaleigh.com*

**APRIL 2008**

## **WAKE COUNTY CAPSULE**

For the first two months of calendar year 2008 Wake County **hotel occupancy tax collections were up 3.2% percent** and **prepared food and beverage tax collections were up 3.4 percent** over 2007.

## **GROUP SALES**

“Raleigh on the Road”, a sales mission to Chicago with partners from Raleigh Convention Center, Sheraton Raleigh City Center, and Marriott Raleigh City Center was a great success. Two site visits are already booked from the trip, and a list of planners and their individual meeting specifications were just received from a meetings management company. All clients showed strong interest in the new and exciting things happening in our neighborhood! Sales calls were made by Malinda Pettaway in conjunction with Southeast Marketplace, a tradeshow in Atlanta held the first week of the month. Between Omega Psi Phi and MEAC being in town at the same time, Stephen Jackson was on his toes and running most of the month to keep up with their needs. Locally, we were represented at SGMP by Loretta Yingling, who is on the Board of Directors for this organization. Our new Sales Co-ordinator, Janet Critelli, has taken the bull by the horns, jumping in and keeping track of all of us. She is a great addition to our sales team!

## **SPORTS MARKETING**

The NCAA Men’s Basketball Tournament, 1<sup>st</sup> & 2<sup>nd</sup> Rounds, was held in Raleigh, March 21-23. The GRCVB sports marketing department helped create and coordinate the 2008 NCAA Local Organizing Committee, which was comprised of 16 individuals representing 12 local organizations. The LOC spearheaded such programs as NCAA pole-banners, welcome signage, fan entertainment programs, web sites, receptions, VIP gifts, hotel decorations and a concert. ... GRCVB sports marketing partnered with the Town of Cary to submit a bid for the 2009 and 2010 USTA Southern Section Mixed Doubles Championship. The tennis events, which would be held in October of each year, would bring more than 800 participants to Cary each fall. ... Planning continues for the 2008 U.S. Youth Soccer Southern Regional, scheduled for June 19-25 in Raleigh and Wilson. Exactly 184 teams will compete for the prestigious regional titles.

## **PUBLIC RELATIONS**

The Bureau facilitated two press conferences in March, both garnering tremendous media exposure in local publications and news networks. The Omega Conclave, in Raleigh for the MEAC tournament, held a luncheon and invited media for the announcement of the group as the largest to currently be booked in the new Raleigh Convention Center. The Bureau also held a press conference on March 27 for the official grand opening and ribbon cutting for the Greater Raleigh Visitor Information Center, located in the Raleigh City Museum. Mayor Meeker, Wake County Councilwoman Lindy Brown, Dianne Davidian, Executive Director of the Raleigh City Museum and Denny Edwards spoke at the event.

Atlanta based travel writers Greg McCluney and Robert Nebel visited the Raleigh area in March, both hosted by the Umstead Hotel and Spa. Both journalists visited area museums and attractions and dined at Big Ed’s, The Pit, Second Empire, Vivace and Herons.

National coverage on the Raleigh Convention Center was published in: Successful Meeting, TradeShow Week, Facilities Online, Religious Conference Manager and Convention South.

### **Marketing**

A new logo has been finalized and presented to the Board of Directors, The Conference Table, the Brand Task Force and several community stake holders. It has been well received. The CVB's law firm has completed a formal trademark search for the new logo/symbol. No similar logos have been trademarked, and the appropriate paperwork has been submitted to trademark the new Visit Raleigh logo. A convention/meetings ad and a general tourism ad are in the final stages of completion, and Web redesign work has begun. Final ads and Web design are due to be completed in May. New stationery, group services postcard series and new Visitor Information Center signage are currently being developed.

6,500 March Event calendars and 8,500 April calendars have been printed and distributed. The first edition of a new partner newsletter was completed in early April. It will be distributed via email in April, and email and print in May.

### **Services**

The most significant activity for Visitor and Convention Services for March was the opening of the VIC (Visitor Information Center). From opening date of March 14 through month end we hosted 226 visitors and provided them with information. Additionally, we have revitalized our Ambassador (volunteer program) and in March these important people staffed 252 event hours for us including assisting in the VIC and with sports events (MEAC, NCAA and USTA). We also conducted attendance promotion for NC Association of Education, Communication and Technology in Charlotte and National Student Exchange in Minneapolis. Both groups will meet in Raleigh in 2009.

## VISITOR INDUSTRY STATISTICAL REPORT MARCH 2008 HOTEL OCCUPANCY PRODUCTION

	Chg from Feb 07	Wake County	North Carolina	United States
Feb 2008 Occupancy %	+0.5%	63.0%	55.3%	59.3%
Feb 2008 ADR	+6.4%	\$87.57	\$79.47	\$108.46
Feb 2008 RevPAR	+7.0%	\$55.16	\$43.92	\$64.32
Feb 2008 Rooms Sold/% Change	+3990	+1.7%	+0.7%	+1.0%
Feb 2008 Rooms Avail/% Change	+2830	+1.2%	+1.5%	+2.1%
2008 YTD Occupancy %	+1.5%	58.1%	50.8%	55.3%
2008 YTD ADR	+6.5%	\$87.69	\$78.50	\$107.09
2008 YTD RevPAR	+5.3%	\$50.98	\$39.87	\$59.17
2008 YTD Rooms Sold/% Change	-3199	-0.7%	-0.4%	+0.6%
2008 YTD Rooms Avail/% Change	+3600	0.8%	1.4%	2.1%

*Source: Smith Travel Research, Inc.-Stats lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.*

### AVIATION PRODUCTION

	March 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	356,545	701,101	3.8%
Passenger Deplanements	350,804	708,794	3.2%

*Source: Raleigh-Durham International Airport-Stats lag by one month*

### GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	March 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	7753	78,542	79,160	-1%
Estimated Econ Impact	4,599,645	\$45,061,743	\$40,000,000	+12%
Number of Definite Bookings	26	154	250	-38%

*FY runs June 07-May 08*

### GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	March 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	15,532	279,055	250,000	+12%
Estimated Econ Impact	6,490,1944	\$172,001,703	\$112,500,000	+53%
Number of Tent. Leads	28	386	400	-3%

*FY runs June 07-May 08*

### SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	March 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,650	68,762	66,000	+ 4.2%
Estimated Econ Impact	\$1,090,175	\$20,760,753	\$21,375,000	- 2.8%
Number of Definite Bookings	8	56	54	+ 3.7%

### INDIVIDUAL TRAVEL/DESTINATION MARKETING PRODUCTION

	March 2008	FY 07/08 YTD
Total Visitor Inquiries (incl. advertising) *Excludes VisitRaleigh.com Inquiries	710	198,798

### VISITOR SERVICES PRODUCTION

	March 2008	FY 07/08 YTD	YTD% Chg from 06/07
Number of Groups Served	33	240	-40 %

### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
RBC Centura	11/11-13/08	400	200	\$92,400
HRC-Carolinas	2/25-26/12	420	1650	\$243,270
HRC-Carolinas	2/23-24/13	420	1650	\$243,270
NC Assn of Educators	3/22-25/17	1155	2000	\$740,655
NC Assn of Educators	3/20-23/19	1155	2000	\$740,655
NC Assn of Educators	3/17-20/21	1155	2000	\$740,655
NC Assn of Educators	3/22-25/23	1155	2000	\$740,655
<b>TOTAL (A)</b>		<b>5860</b>	<b>11500</b>	<b>\$3,541,560</b>

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	40	55	22	12	10	9	4	3	1	2	1	1	-	1	-	1	162
At RCC (Tentative)	16	30	24	17	11	9	4	1	-	-	-	-	-	-	-	-	112

*Above numbers provided by Raleigh Convention Center contain conventions, meetings, banquets and consumer shows.*

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NCAAU Wrestling Atlantic Coast Champ.	3/7-8/08	30	500	\$27,670
Alliance Travel for NCAA B-Ball Tourn.	3/20-24/08	400	300	\$113,600
USSSA Baseball April Fools NIT	3/28-30/08	560	1,120	\$161,840
USSSA Baseball Battle in Knightdale NIT	4/4-6/08	760	1520	\$219,640
2008 Carolina Cup (Tennis)	4/4-6/08	60	135	\$31,665
USSSA Baseball Beast Down East NIT	4/25-27/08	600	1,200	\$173,400
USTA Women's Pro Circuit (Tennis)	5/10-18/08	240	100	\$73,360
USSSA Baseball Coca-Cola Classic NIT	5/23-25/08	1,000	2,000	\$289,000
<b>SPORTS TOTALS (B)</b>		<b>3,650</b>	<b>6,875</b>	<b>\$1,090,175</b>

Saint Augustines	1/25-27/08	50	600	\$142,590
Eaton Corporation	4/16-18/08	70	40	\$17,340
NCSU Undergraduate Assessment Symposium	4/25-27/08	610	500	\$228,660
NC Public Radio Assn	5/1-3/08	28	25	\$9,510
Carolinas Ready Mixed Concrete Assn.	5/13-16/08	60	30	\$17,370
Eaton Corporation	6/11-13/08	70	40	\$17,340
Eaton Corporation	6/25-27/08	70	40	\$17,340
Eaton Corporation	7/16-18/08	70	40	\$17,340
Eaton Corporation	7/30-8/1/08	70	40	\$17,340
Eaton Corporation	8/13-15/08	70	40	\$17,340
Eaton Corporation	8/20-22/08	70	40	\$17,340
Eaton Corporation	9/17-19/08	70	40	\$17,340
Eaton Corporation	10/1-3/08	70	40	\$17,340
Eaton Corporation	10/15-17/08	70	40	\$17,340
Eaton Corporation	11/12-14/08	70	40	\$17,340
National Collegiate Music Conference	11/20-23/08	125	350	\$130,665
Eaton Corporation	12/3-5/08	70	40	\$17,340
Partnerships in Assistive Technology	12/3-5/08	110	1,250	\$303,870
Eaton Corporation	12/10-12/08	70	40	\$17,340
<b>TOTAL GROUP (C)</b>		<b>1893</b>	<b>3275</b>	<b>\$1,058,085</b>
<b>GRAND TOTAL (A+B+C)</b>		<b>11,403</b>	<b>21,650</b>	<b>\$5,689,820</b>

### BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
Carolina Friends	4/5-6/08	35	90	\$14,520
American Association of Textile Chemists and Colorists	9/16-19/08	102	80	\$35,847
Sheetz	10/10-14/08	706	330	\$161,682
US Marine Corps	11/8-9/08	400	1,100	\$ 174,300.00
US Fresh Water Prawn and Shrimp Growers Association	12/4-7/08	115	80	\$37,095
2009 & 2010 USTA Southern Section Mixed Doubles Championship	Oct. 2009 & 2010	2,500	1,600	\$593,000
ACLU	1/30-2/4/09	1,150	500	\$338,775
NC School Administrators	3/11-13/09	400	400	\$139,200
On Course National Conference	5/7-9/09	750	450	\$220,050
American Holistic Veterinary Medical Association	10/15-24/09	1,925	250	\$444,675
National Black Police Association	2/3-7/10	63	27	\$17,829
Association of Public Safety Communications Officials	5/3-6/10	845	500	\$369,291
North American Serials Interest Group, Inc.	5/31-6/6/10	1,585	550	\$506,535

NC Community College Systems- Basic Skills and Family Literary Conference	8/2-6/10	830	1,000	\$472,530
National Black Police Association	8/7-15/10	1,030	400	\$425,130
NC Telecommunications Industry Association	9/26-28/10	140	200	\$62,760
Land Trust Alliance	9/6-11/11	2,640	2,100	\$1,458,090
International Association for Identification	7/13-29/13	5,080	1,200	\$1,802,472
NC News Network	11/30-12/3/08	105	40	\$26,010
<b>GRAND TOTAL</b>		<b>17,901</b>	<b>9,297</b>	<b>\$6,706,791</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
NC City and County Finance Officers	350	300
NCGOP North Carolina Republican Party	290	1,000
National Alliance Agency	1,790	2,500
NHL Booster Club Convention	905	400
<b>TOTAL</b>	<b>3335</b>	<b>4 200</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
N.C. Sports Association Quarterly Meeting	Winston-Salem (Mar 4)
Chicago Sales Mission "Raleigh on the Road",	Chicago (Mar 4-6)
Omega Press Conference	Garner Road YMCA (Mar 5)
MEAC/Omega	Sheraton/RBC Center (Mar 5)
NC SGMP Education Conference	Holiday Inn Brownstone (Mar 5)
Cary Sports Alliance Planning Meeting	Cary (March 6)
NASC Symposium Site Visit	Greensboro (March 6)
NCHSAA State Basketball Press Conference Event	Raleigh (March 10)
2008 NCAA Basketball Local Organizing Committee Mtg.	Raleigh (March 12)
State of the Black Union	Progress Energy Center (Mar 13)
MEAC Sponsorship Appreciation Luncheon	RBC Center (Mar 13)
NCCU Convention Class	GRCVB (Mar 18)
2008 USYS Southern Regional LOC Meeting	Raleigh (March 18)
2008 NCAA Men's Basketball Tournament	Raleigh (March 21-23)