



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

APRIL 2010

WAKE COUNTY CAPSULE

For the second month of calendar year 2010, Wake County **hotel occupancy tax collections were down 2.71 percent** and **prepared food and beverage tax collections were down 7.0 percent** over 2009.

GROUP SALES

The month of March was a stellar selling period for Group Sales. We produced 52 leads, totaling 47,350 room nights, equaling \$26,829,542 worth of economic impact. 11 groups booked definite this month, totaling 6,353 room nights, at an economic impact of \$6,700,652. Kumi Anzalone, Director of National Accounts, D.C. office, has been elected President-Elect of the MPI Potomac Chapter, largest MPI chapter in the nation. Congratulations! She attended the Convene Green Alliance Focus Forum, as well as her Chapter MPI meetings. Jana Rae Oliver, Director of Group Sales, made a trip to Chicago meeting with a large medical consortium to present our area message. Other sales calls were made to Professional Engineering, Inc, who is currently working with Duke Energy on a large local project. Malinda Pettaway, Associate Director of Sales, and Loretta Yingling, National Sales Manager, traveled to Charlotte for the MPI-Carolinas Chapter meeting, of which both sit on the board of Directors. We are currently working with Wake County Economic Development to find hosts for the seven designated Industry Cluster groups, bringing our offices to a united front to bring both the Cluster headquarters and their meetings to Wake County.

SPORTS MARKETING

Primary events in March included the ACC Wrestling Championship, the NCHSAA State Basketball Championships, the Butterfly Cary Cup (table tennis), the Duke Medicine Tobacco Road Marathon, and the Raleigh-Rocks Half-Marathon. A couple of key assisted bookings for the upcoming summer include the ECHO (Inline Hockey) Nationals, set for June 17-22 at the Dream SportsCenter in Apex, and the PONY Softball Fastpitch Nationals, scheduled for July 16-23 at multiple sites throughout Cary. The GRCVB and its local hospitality partners hosted an NHL site visit in March, as league officials scouted Greater Raleigh as a potential host site for NHL All-Star Weekend in 2011, 2012 or 2013. A decision is expected by late April. At the Cary Sports Alliance quarterly meeting, Town of Cary officials unveiled their NCAA Championship City sponsorship opportunities. For more information, contact Linda Smith at 919-380-2765 or linda.smith@townofcary.org. The GRCVB's Scott Dupree was a guest lecturer at UNC in Dr. Coyte Cooper's sports finance and economics class. Tori Collins and Raleigh Convention Center staff met with Triangle Volleyball Club officials to begin the process of bringing the Mid-Atlantic Power League Volleyball Tournament back to the RCC in spring 2011. Jason Philbeck attended the first Local Organizing Committee meeting for the 2010 ASA Southern Nationals Softball Tournament, which will be hosted in late July by the City of Raleigh.



PUBLIC RELATIONS

March proved to be a good month for media coverage of the Raleigh area. Many national publications, as well as widely read online news sources, covered the Raleigh area's new visitor attractions, awards and the Raleigh Convention Center. Here's a sampling of the coverage - The April issue of *Southern Living* featured a two-page story on the reopening of the NC Museum of Art and *MSNBC.com* travel writer Rob Lovitt wrote a follow-up story on the Hotwire Value Index; including Raleigh in the article. The Omega Psi Phi Conclave, which will be in the Raleigh area in July, was featured in an article titled, "Girls Just Want to Have Fun" in *Essence Magazine*. The Raleigh Convention Center was featured in an article in the national meeting trade publication, *Meetings Focus*, which highlighted facilities throughout the country that rely on sustainable products for their culinary offerings. The Communications Department has created an easy-to-use **Media Relations Toolkit** that will assist groups in maximizing media exposure while in Wake County. The in-depth guide provides a detailed media list, press release tips and examples, Public Relations 101 tips and things to help in pitching a story to the media. The Media Relations Toolkit is available for download on the Convention Services and Partner sections of www.visitRaleigh.com. Press releases were sent to local, regional and trade publications on Raleigh being named 'The Most Wired City' by **Forbes.com**; ranking eighth on **Hotwire.com's** Travel Value Index and Kumi Anzalone, Regional Director of National Accounts out of the Bureau's Washington DC Area Office, being named President Elect of the Potomac Chapter of Meeting Professionals International (PMPI).

SERVICES

Group servicing activity has been remained strong for us this year, although the past month or two we had observed dips in the total numbers of groups we have serviced. That trend turned around for us this month as we serviced a total of 49 meeting, sports and convention groups putting us approximately 13% ahead of where we were a year ago. We are hoping that a new upward trend is developing. VIC numbers were strong as well reporting 1351 total inquiries including 747 "Get Off Your County Seat" inquiries, and 1033 walk in visitors. In the way of other activity, we started conducting attendance promotions for Omega Psi Phi having begun fulfilling the plan to visit the 12 spring district meetings. The first event was for the 7th District which met in Atlanta, giving us the opportunity to market this summer's Grand Conclave to the 1500 fraternity brothers who attended that particular meeting. We also did a cooperative promotion for NC Reading Association (NCRA), a group that moves from Greensboro to Raleigh for its 2011 convention and then through 2018. With well over 1400 attendees this year, NCRA expects to grow its attendance in future years in Raleigh. Finally, we couldn't do what we do without our Tourism Ambassadors who helped us have a great March. Ambassadors worked 5 events plus several shifts in the VIC and provided visitor services for the Broadway Series South productions at the Performing Arts Center, for a total of 106.5 hours.

MARKETING

In March GRCVB's Marketing and Services Departments met with marketing staff from the N.C. Museum of Natural Sciences and Friends of the Museum to discuss plans for coming exhibits and the new Nature Research Center. Department staff also met with the management of Koka Booth Amphitheatre to hear updates for the upcoming season, including the addition of Shakespeare to the lineup. Director of marketing Jonathan Freeze attended the N.C. Governor's Conference on Hospitality and Tourism, along with 450 tourism, business and government leaders from across the state. State tourism officials discussed N.C.'s visitor and visitor spending profiles for 2009, which included some growth in day-trip travel and in-state visitation over 2008 numbers. (For details, see <http://www.nccommerce.com/tourism/research>.) GRCVB also is evaluating the state's new co-op



advertising/marketing opportunities for 2010-11, which were outlined at the conference. Video segments about the Joel Lane Museum House, North Carolina State Legislative Building and Town of Cary debuted at the Greater Raleigh video gallery (<http://video.visitraleigh.com>). GRCVB is producing 40+ additional clips this year focusing on area attractions and public facilities; private-sector businesses are also encouraged to produce a video segment in 2011, with a GRCVB discount offered by Triangle Blvd. Under advertising, the Bureau continues to promote its fiscal-year-long sweepstakes with radio spots on the North Carolina News Network. Greater Raleigh also was the sponsor of April's eSweepstakes at ourstate.com. Many thanks to the local partners that contributed to this art-infused prize giveaway, which raises awareness of our area's burgeoning arts offerings and coincides with the April grand opening of the North Carolina Museum of Art in its new home.



**VISITOR INDUSTRY STATISTICAL REPORT
MARCH 2010
HOTEL OCCUPANCY PRODUCTION**

| | Chg from Feb 09 | Wake County | North Carolina | United States |
|----------------------|-----------------|-------------|----------------|---------------|
| Feb 2010 Occupancy % | +1.9 | 55.8% | 49.6% | 53.0% |
| Feb 2010 ADR | -5.5% | \$80.28 | \$75.01 | \$96.40 |
| Feb 2010 RevPar | -3.7% | \$44.83 | \$37.19 | \$51.09 |
| 2010 YTD Occupancy % | +3.3% | 51.9% | 44.7% | 48.8% |
| 2010 YTD ADR | -6.4% | \$79.52 | \$73.61 | \$95.23 |
| 2010 YTD RevPar | -3.2% | \$41.25 | \$32.88 | \$46.49 |

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

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

| | February 2010 | 2010 YTD | YTD% Chg from 2009 |
|------------------------|---------------|----------|--------------------|
| Passenger Enplanements | 291,670 | 601,060 | 0.1% |
| Passenger Deplanements | 283,817 | 603,406 | -1.0% |

RALEIGH CONVENTION CENTER INFORMATION

| Activity by Year | 2008 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | Total |
|--------------------|------|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| HVS | 9 | 19 | 28 | 33 | 37 | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a | n.a | |
| At RCC (Definite) | 14 | 45 | 54 | 27 | 22 | 12 | 7 | 4 | 2 | 3 | 1 | 1 | 0 | 1 | 0 | 1 | 193 |
| At RCC (Tentative) | | 7 | 19 | 12 | 16 | 10 | 9 | 2 | 3 | 2 | 2 | 1 | | | | | 83 |

Above numbers are GRCVB assisted definite and tentative bookings for the RCC

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

| | March 2010 | YTD | 09-10 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|-------------|--------------|----------------|-------------------------|
| Total Room Nights | 6,353 | 90,349 | 78,750 | +15% |
| Estimated Economic Impact | \$6,700,652 | \$53,892,749 | \$39,749,994 | +36% |
| Number of Definite Bookings | 11 | 133 | 126 | +7% |

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

| | March 2010 | YTD | 09-10 YTD Goal | Fiscal YTD +/- Variance |
|---------------------------|--------------|---------------|----------------|-------------------------|
| Total Room Nights | 47,350 | 274,842 | 239,994 | +18% |
| Estimated Economic Impact | \$26,829,542 | \$159,744,218 | \$162,747,000 | -2% |
| Number of Tentative Leads | 52 | 399 | 378 | +4% |



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

| | March 2010 | YTD | 09-10 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|-------------|--------------|----------------|-------------------------|
| Total Room Nights | 11,619 | 86,689 | 69,000 | + 25% |
| Estimated Econ Impact | \$3,991,541 | \$26,798,343 | \$22,500,000 | + 19% |
| Number of Definite Bookings | 7 | 54 | 49 | + 10% |

VISITOR SERVICES PRODUCTION

| | March 2010 | FY 09-10 YTD | YTD% Chg from 08.09 |
|-------------------------|------------|--------------|---------------------|
| Number of Groups Served | 49 | 301 | +14.0% |

CONVENTION CENTER DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|--|---------------|-------------------|------------------|--------------------|
| NC Healthcare Information Management Association | 6/24-24/10 | 20 | 400 | \$49,080 |
| Helms Briscoe | 8/27- 29/10 | 1,350 | 10,000 | \$4,573,625 |
| International Workers Compensation Foundation | 10/18-21/11 | 665 | 700 | \$301,035 |
| TOTAL (A) | | 2,035 | 11,100 | \$4,923,740 |

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|--|---------------|-------------------|------------------|--------------------|
| 2010 Cary Cup Table Tennis | 3/18-21/10 | 150 | 300 | \$71,850 |
| 2010 USSSA Eddie Bunn Softball | 3/19-21/10 | 500 | 750 | \$142,000 |
| 2010 ECHO Inline Nationals | 6/17-22/10 | 1,900 | 2,000 | \$669,100 |
| USA Baseball 14-U Cup | 6/29-7/4/10 | 612 | 600 | \$199,068 |
| USA Baseball 16-U Cup | 7/6-11/10 | 612 | 600 | \$199,068 |
| 2010 PONY Softball Nationals | 7/15-23/10 | 7,500 | 5,000 | \$2,617,500 |
| USA Baseball Labor Day Cup | 9/2-6/10 | 345 | 350 | \$92,955 |
| SPORTS TOTALS (B) | | 11,619 | 9,600 | \$3,991,541 |
| Nationwide Hospitality | 3/1-2/10 | 3,000 | 7,000 | \$1,161,000 |
| N.C. Division Vocational Rehabilitation Services | 3/17-19/10 | 20 | 20 | \$6,960 |
| Conference Planning International | 4/9-14/10 | 100 | 20 | \$23,100 |
| Student Non Violent Coordinating Committee | 4/15-18/10 | 840 | 600 | \$428,040 |
| N.C. Division Vocational Rehabilitation Services | 4/28-30/10 | 50 | 50 | \$17,400 |
| Graham Family Circle | 8/13-15/10 | 30 | 175 | \$44,370 |



| | | | | |
|------------------------|-------------|---------------|---------------|---------------------|
| Hutchison Law Group | 9/30-03/10 | 78 | 50 | \$26,442 |
| Reuse Alliance | 10/20-21/10 | 200 | 200 | \$69,600 |
| TOTAL GROUP (C) | | 4,318 | 8,115 | \$1,776,912 |
| Total (A+B+C) | | 17,972 | 28,815 | \$10,692,193 |

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

| Group Name | Dates | Total Room Nights | Attendance | Estimated Economic Impact |
|--|--------------|--------------------------|-------------------|----------------------------------|
| SPORTS MARKETING | | | | |
| GROUP SALES | | | | |
| H2A Training Meeting | 5/24-28/10 | 242 | 60 | \$55,902 |
| H2A Training Meeting | 6/7-11/10 | 242 | 60 | \$55,902 |
| H2A Training Meeting | 6/21-25/10 | 242 | 60 | \$55,902 |
| Yellow Ribbon 30 Day | 6/25-27/10 | 1,050 | 925 | \$336,150 |
| PO/CO Conference | 7/12-15/10 | 260 | 140 | \$81,120 |
| US DOE Building Energy Codes | 7/17-23/10 | 437 | 300 | \$223,797 |
| US Army 11th Aviation | 8/5-15/10 | 715 | 200 | \$258,765 |
| MLG Pro Circuit 2010 | 8/24-30/10 | 1,350 | 10,000 | \$4,573,625 |
| Yellow Ribbon 90 Day | 8/27-29/10 | 1,000 | 600 | \$254,400 |
| NC League of Municipalities | 9/20-23/10 | 43 | 30 | \$13,443 |
| Hayes/Patterson Family Reunion | 10/13-15/10 | 60 | 75 | \$24,390 |
| Millbrook High School Reunion | 10/15-17/10 | 200 | 2,000 | \$373,800 |
| Athens Drive Highschool Reunion | 10/23-24/10 | 20 | 200 | \$25,680 |
| ASAE - Exceptional Boards | 2/6-8/11 | 80 | 60 | \$23,160 |
| US Marine Corps - Information Assurance Conference | 3/26-4/1/11 | 1,370 | 400 | \$386,670 |
| American Bridge Association | 4/24-5/3/11 | 1,315 | 300 | \$409,065 |
| Association of Public Treasurers | 7/21-28/11 | 750 | 300 | \$292,824 |
| NC General State Baptist Women's 2011 | 7/24-28/11 | 840 | 1,600 | \$821,160 |
| CASSS-Symposium on the Practical Applications | 9/11-17/11 | 230 | 120 | \$91,740 |
| CASSS-CE Pharma Symposium | 10/15-22/11 | 285 | 125 | \$106,785 |
| NC General State Convention Quadrennial 2012 | 7/22-26/12 | 1,420 | 2,000 | \$1,076,820 |
| ASAE - CEO Symposium | 3/11-13/12 | 230 | 130 | \$57,810 |
| Sister Cities International | 7/17-22/12 | 2,150 | 950 | \$759,900 |
| Professional Outdoor Media Association | 8/4-12/12 | 368 | 200 | \$159,888 |
| NC Assn for the Education of Young Children | 9/12-15/12 | 1,215 | 3,000 | \$1,117,800 |
| NC Assn of Soil and Water | 1/5-8/13 | 275 | 600 | \$297,720 |



| | | | | |
|--|--------------|---------------|---------------|---------------------|
| IEEE Radio & Wireless Week | 1/18-26/13 | 1,120 | 500 | \$516,120 |
| NC General State Baptist Women's 2013 | 7/28-8/1/13 | 840 | 1,600 | \$821,160 |
| NC Assn for the Education of Young Children | 9/11-14/13 | 1,215 | 3,000 | \$1,117,800 |
| Private Practice Section of the APTA | 11/4-10/13 | 1,860 | 1,100 | \$815,760 |
| Folk Alliance | 2/17-23/14 | 2,270 | 1,000 | \$805,170 |
| NC General State Baptist Women's 2014 | 7/27-31/14 | 840 | 1,600 | \$821,160 |
| NC General State Baptist Women's 2015 | 7/26-30/15 | 840 | 1,600 | \$821,160 |
| NC General State Convention Quadrennial 2016 | 7/24-28/16 | 1,420 | 2,000 | \$1,076,820 |
| NC Assn for the Education of Young Children | 9/14-17/16 | 1,215 | 3,000 | \$1,117,800 |
| NC General State Baptist Women's 2017 | 7/23-27/17 | 840 | 1,600 | \$821,160 |
| NC Assn for the Education of Young Children | 9/13-16/17 | 1,215 | 3,000 | \$1,117,800 |
| NC General State Baptist Women's 2018 | 7/22-26/18 | 840 | 1,600 | \$821,160 |
| NC General State Baptist Women's 2019 | 7/28-8/1/19 | 840 | 1,600 | \$821,160 |
| NC General State Convention Quadrennial 2020 | 7/26-30/2020 | 1,420 | 2,000 | \$1,076,820 |
| GRAND TOTAL | | 33,164 | 49,635 | \$24,118,598 |

SITE VISITS

| Group Name | Total Room Nights | Total Attendance |
|---|-------------------|------------------|
| SPORTS MARKETING | | |
| NHL All-Star Weekend (2011, 2012 or 2013) | 8,000 to 10,000 | 20,000 |
| GROUP SALES | | |
| Moles Conclave 2010 | 575 | 500 |
| NC Hospital Association | n/a | |
| NC Division of Aging | 160 | 100 |
| Dumes Family Reunion | 80 | 100 |
| NC League of Municipalities | 43 | 30 |
| ScienceWriters2012 | 1400 | 350 |
| NC Soil and Water | 200 | 2,000 |
| GROUP TOTAL | 12,458 | 23,080 |

TRADESHOW & EVENTS

| Event Name | Location (Dates) |
|----------------------------|-------------------|
| SPORTS MARKETING | |
| ACC Wrestling Championship | Raleigh (March 6) |



| | |
|---|-----------------------------|
| ASA Southern Nationals Softball LOC Meeting | Raleigh (March 10) |
| NCHSAA State Basketball Championships | Raleigh (March 13) |
| Cary Sports Alliance Quarterly Meeting | Cary (March 18) |
| Butterfly Cary Cup Table Tennis | Cary (March 18-21) |
| Duke Medicine Tobacco Road Marathon | Cary (March 21) |
| North Carolina Sports Association Quarterly Meeting | New Bern (March 23) |
| Raleigh Rocks Half-Marathon | Raleigh (March 27) |
| GROUP SALES | |
| NC SGMP Annual Education Day | Durham, NC (March 10) |
| MPI-CC Board and Chapter Meeting | Charlotte, NC (March 18-19) |
| PMPI Board Meeting | Washington DC (March 18) |
| PMPI Educational Event | Washington DC (March 4) |
| PMPI Networking Event | Washington DC (March 9) |
| PCMA Happy Hour - Networking Event | Alexandria, VA (March 25) |
| Convene Green Alliance - Focus Forum | Washington DC (March 25) |
| Experient Promotion Party | Arlington, VA (March 26) |
| CESSE meeting & lunch | Raleigh, NC (March 31) |