



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

APRIL 2013

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 3.6 percent for the calendar year beginning January-February 2013 compared to the same period of January-February 2012, and **prepared food and beverage tax collections were up 1.26 percent** during the same period.

GROUP SALES

Group Sales brought 63 leads to the table this month, totaling 48,117 room nights, at an estimated economic impact of \$33,253,816. Definite group rooms totaled 8,157, coming from 28 definite pieces of business, at an estimated economic impact of \$10,863,051. Traveling to Boston for the MPI Chapter meeting, as well as making sales calls, was Senior National Sales Manager, Stephen Jackson. Loretta Yingling, National Sales Manager, attended the area SGMP monthly meeting, as well as the monthly FemCity Professionals meeting. Loretta took part in the Duke Event Development Conference, held in Durham. Nicole Robinson, Sales Coordinator, attended the FemCity meeting, as well. Jamie Rice, Regional Director of National Accounts, showcased our great area at the Destination Showcase DC tradeshow, as well as attending the CSPI and PMPI meetings in the DC area. Jana Rae Oliver, Director of Sales, has been working with officers of IBMA, gearing up for their upcoming Board Meeting and Preview Weekend for International Bluegrass Music Association members mid-April.

SPORTS MARKETING

March was highlighted by a busy month at the USA Baseball National Training Complex in Cary, beginning with the inaugural USA Baseball-Irish Classic presented by the Greater Raleigh Sports Alliance, which was hosted by the University of Notre Dame and featured six Division I programs. And the month concluded with the National High School Invitational, which is regarded as the nation's premier high school baseball tournament. Sixteen of the top teams and dozens of elite players from throughout the U.S. – and more than 100 major league scouts – gathered in Cary for four days of games during Easter week. The event is hosted by USA Baseball, the Town of Cary and Baseball America, and sponsored by the GRSA. The Mid-Atlantic Power League (MAPL) volleyball tournament, one of downtown Raleigh's largest sporting events, made its annual appearance in the Raleigh Convention Center. This year's MAPL event brought 138 teams to the Capital City and approximately 4,000 total visitors, generating 1,500 hotel room nights and \$500,000 in direct visitor spending. Other key events in March included the NCHSAA basketball state championships in Reynolds Coliseum; the Butterfly Cary Cup Table Tennis Championships at Bond Park in Cary (the largest round-robin table tennis championship in the U.S.); the Allscripts Tobacco Road Marathon and Bay Six Half-Marathon, which began and finished at the USA Baseball National Training Complex; the AAU Boys Basketball Easter Super Regional, hosted by the Garner Road Basketball Club; and the North Carolina K-12 Chess Championships at the Raleigh Convention Center. Registration opened on April 1 for the inaugural Rock 'n' Roll Raleigh

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Marathon & Half-Marathon. You can sign up at www.runrocknroll.competitor.com/raleigh. The first Rock 'n' Roll Raleigh is set for April 13, 2014. The Greater Raleigh Sports Alliance and The Competitor Group (which owns the Rock 'n' Roll series) reached an agreement on a multi-year deal for 2014-2018. Scott Dupree, GRSA executive director, was the guest lecturer in Dr. Coyte Cooper's sports marketing class at UNC-Chapel Hill.

PUBLIC RELATIONS

The Communications Department was in full media mode this month while hosting numerous media in the area. Journalists in town – covering a variety of different topics for many regional and national print and online publications – included: Mark Bryson, a golf journalist from Ontario; Bijan Bayne, on assignment for justluxe.com; New York-based freelance journalists Laura Kiniry and Anna Carl, as well as *Bluegrass Today* Editor, John Lawless. Ryan Smith also spent time with Karyl Leigh Barnes of Development Counsellors International, the N.C. Division of Tourism's public relations firm based in New York City. Thank you to all venues and hospitality partners who made these visits a success. There was a lot of print given to Greater Raleigh this month in publications including: a story in *Smart Meetings* magazine highlighting how planners can 'Tee Up for a Great Meeting' while *The New York Times* featured several Wake County hospitality partners including J. Betski's and Poole's Diner in an article touting 'Carolina's Expansive Wine List' and also highlighting N.C. Beer Month, of which GRCVB has created a special landing page and compiled deals, events and special offers. *Associations Now* covered the impact of military groups having to cut back on meetings and the impact it has on CVBs in an article in the April issue in which GRCVB President and CEO Denny Edwards was interviewed, regarding Association of the United States Army. On the Internet, *Bluegrass Today* ran the first in a series of articles previewing the area as the site of the upcoming IBMA World of Bluegrass in Sept. Local travel blogger Karen Dawkins wrote about the Raleigh area as a budget destination for the blog, The Budget Diet and '10 Raleigh Restaurant Top Picks' were covered in The Fresh Exchange Blog. A press release highlighting Greater Raleigh's participation in the first official North Carolina Beer Month was sent to state and regional media and a release highlighting Raleigh's ranking #6 on Hotwire.com's Travel Value Index was sent to national media. Ryan Smith attended the Media and PR Subcommittee for the IBMA Local Organizing Committee where she presented her public relations initiatives, and along with Jonathan Freeze, GRCVB marketing director, met with Jennifer Bahus, marketing director for the NC Museum of Art to discuss upcoming exhibitions and marketing initiatives.

SERVICES

March was a strong month for Services. In addition to great VIC visitor numbers (tracking at almost 67% over last year), we hosted eight convention groups of more than 1000 attendees (interesting to note that all the groups were return bookings except for one). It was a busy month! Primary projects for the month included conducting our bi-monthly Taxi Driver Training with Raleigh Police Department, hosting an events planning class from Wake Tech (and conducting a presentation on the role of CVB services in event planning), and Tammy coordinating a Personal Safety Awareness program for staff (in conjunction with a local self-defense/ safety consultant). Tammy did an excellent job of providing welcome services for the Convention Liaison Council which Raleigh was fortunate to host here last week at The Umstead. Additionally she planned the reception and dinner that GRCVB hosted at the Council. It was a great opportunity to show off Raleigh as a destination and should yield great potential for the future. Julie attended the Council session as a representative for ESPA (Event Services Professional Association) on behalf of ESPA Executive Director Lynn McCullough who could not attend.

MARKETING

During March, the Marketing Department laid or finalized plans for a number of projects deploying in April or later this year, including North Carolina Beer Month (April), PIXL (live training and beta testing session April 8), a live music visitor campaign (Summer 2013), a music and innovation month (September), “31 Days of Art” (October) and a visitor campaign around the North Carolina Museum of Art’s *Porsche by Design* exhibition (October 2013 – January 2014). Department staff also contributed strategies to GRCVB’s 2013–2014 Business Plan, presented as a draft at March’s Board of Directors meeting, and continued finalizing a 2013–2014 Promotional Calendar, first presented as a draft to GRCVB’s partners at February’s quarterly Marketing Update Meeting. On March 7, the Marketing Department facilitated a quarterly meeting of the Cultural Presenters Forum at the Halle Cultural Arts Center, where attendees planned alongside GRCVB for the “31 Days of Art” promotion. Internet marketing manager Derek Allman attended the N.C. Governor’s Conference on Tourism, March 10–12, to catch up on the latest trends and issues facing the tourism sector as well as to learn about cooperative marketing opportunities with the N.C. Division of Tourism for the year ahead. Tourism marketing manager Nolan Garner attended the Destination Marketing Association International’s Sales Academy, March 12, in Washington, D.C. GRCVB director of marketing Jonathan Freeze attended the Triangle Arts Summit March 14. At month-end, the GRCVB Marketing and Communications Departments launched an Internet marketing and public relations campaign promoting Greater Raleigh’s participation in the inaugural N.C. Beer Month. GRCVB worked with area breweries, restaurants and hotels to offer beer-related deals, and the breweries section of visitRaleigh.com (www.visitRaleigh.com/brew-beermonth), with info about Greater Raleigh’s 11 craft breweries, beer-related events and more, is being promoted heavily in April. Under GRCVB’s external advertising plan for the month of March, leisure-related placements appeared on ourstate.com, visitnc.com and the Collinson Vacation Planning Network and in *Our State* magazine; GRSA-related placements appeared in *Sports Events* magazine and e-newsletter and on sportstravelmagazine.com and sportsbusinessdaily.com; and meetings-related ads appeared on AENC’s and ASAE’s websites and in AENC’s, Meeting South’s and PMPI’s newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
MARCH 2013
HOTEL OCCUPANCY PRODUCTION**

	Chg from Feb. '11	Wake County	North Carolina	United States
Feb.2012 Occupancy %	+0.3%	61.6%	53.9%	58.5%
Feb.2012ADR	+0.3%	\$86.60	\$81.92	\$107.72
Feb. 2012RevPar	+0.6%	\$53.36	\$44.15	\$63.04
2012 YTD Occupancy %	+0.9%	57.0%	49.3%	54.5%
2012 YTD ADR	+0.6%	\$86.36	\$80.81	\$106.88
2012 YTD RevPar	+1.4%	\$49.24	\$39.87	\$58.30

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 and reflect Calendar Year 2012

	February 2013	2012/13 YTD	YTD% Chgfrom 2012
Passenger Enplanements	311,865	635,000	+1.1%
Passenger Deplanements	309,850	640,834	+0.4%

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	
At RCC (Definite)	14	45	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	March 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	8,157	80,499	85,167	-5.5%
Estimated Economic Impact	\$10,863,051	\$64,872,58	\$42,750,000	+51.7%
Number of Definite Bookings	28	151	135	+11.9%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	March 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	48,117	512,104	254,628	+101.1%
Estimated Economic Impact	\$33,253,816	\$366,819,400	\$170,928,000	+114.6%
Number of Tentative Leads	63	626	396	+58.15%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	March 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	5,848	106,480	74,812	+ 42 %
Estimated Econ Impact	\$2,573,102	\$36,431,355	\$24,750,000	+ 47 %
Number of Definite Bookings	6	59	53	+ 11 %

VISITOR SERVICES PRODUCTION

	March 2013	FY 12/13 YTD	YTD% Chgfrom 11/12
# of Groups Served	52	353	+12%
# of Visitor Info. Center Visitors	1,086	8,650	+66.8%
# of Visitor Inquiries	444	3,260	-8.7%
# of Ambassador Volunteer Hours	119.5	546.5	-24.5%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Tobacco Road Summer Showcase	7/4-9/13	2,100	2,500	\$827,800
Sales Convention Center Definite				
Queens Together Motorcycle Club	4/12-14/13	550	2,000	\$337,155
NC State Firemen's Assn	8/9-15/15	1,076	4,100	\$2,876,142
NC State Firemen's Assn	8/7-13/16	1,076	4,100	\$2,876,142
NC State Firemen's Assn	8/20-26/17	1,076	4,100	\$2,876,142
TOTAL (A)		3,778	14,300	\$8,965,581

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NCHSAA Lacrosse Championship	5/17-18/13	150	1,000	\$107,350
NCHSAA Women's Soccer	5/24-25/13	388	1,395	\$167,312
NCHSAA Softball	5/31-6/2/13	855	3,420	\$597,645
NCHSAA Baseball	5/31-6/2/13	1,305	2,000	\$429,195
U.S. Open Ultimate Championship	7/2-6/13	1,050	1,250	\$443,800
SPORTS TOTALS (B)		3,748	9,065	\$1,745,302
Fujifilm	3/15-17/13	34	30	\$9,375
Burroughs Wellcome Fund	3/19-21/13	44	24	\$10,164
Fujifilm	3/22-24/13	20	30	\$6,960
Atlantic Indoor Association	4/5-7/13	1,060	2,000	\$406,500
Atlantic Indoor Association	4/5-7/13	60	50	\$16,260
Society of Government Meeting Professionals	4/9-10/13	10	40	\$5,820



NAICarolantic Realty	4/11-12/13	30	80	\$6,930
North Carolina Chapter of American Society of Landscape Architects	4/17-20/13	72	225	\$59,922
Infinity Diamond Club	4/17-21/13	80	40	\$25,500
Adams/Smith Wedding Block	4/19-21/13	17	100	\$20,880
Burroughs Wellcome Fund	4/22-23/13	16	24	\$3,696
North Carolina Guardianship Association	5/8-10/13	80	150	\$31,350
Total Event Solutions	5/10-12/13	50	250	\$65,340
Council on Licensure, Enforcement and Regulation	5/19-22/13	105	60	\$30,105
Burroughs Wellcome Fund	5/22-23/13	12	30	\$4,878
Alpha Kappa Alpha Sorority, Inc.	6/4-06/13	5	175	\$21,855
National Lime Association	6/9-13/13	345	145	\$79,695
The Upledger Institute, Inc.	7/24-29/13	60	50	\$33,705
East Coast Throwdown	9/12-15/13	305	500	\$151,275
US Department of Commerce	9/14-20/13	960	350	\$291,960
AKA Northern Carolinas Cluster Meeting	10/18-20/13	16	350	\$43,710
National Assn of Women in Construction-NC Chapter #92	4/4-6/14	80	80	\$27,840
Model A Restorers Club	9/21-25/14	960	500	\$347,400
TOTAL GROUP (C)		4,421	5,283	\$1,701,120
Total (A+B+C)		11,947	28,648	\$12,412,003

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
FujiFilm Medical	3/15-17/13	34	30	\$9,375
FujiFilm Medical	3/22-24/13	20	30	\$6,960
We are NO LIMITS Conference	4/17-21/13	80	40	\$25,500
2013 NCARF Annual Training Conference	9/25-27/13	30	100	\$16,875
PRIMIR	12/9-11/13	60	35	\$16,200
Empowered Women Conference 2014	4/24-26/14	2,500	2,500	\$811,500
Teaching Family Association	10/11-16/14	290	150	\$102,090
TAPIA 2015	2/17-21/15	725	700	\$385,095
FIERO 2015 PPE Symposium	3/22-25/15	390	300	\$148,005



National Supreme Council National Convention	8/6-15/15	1,357	400	\$516,579
National Supreme Council National Convention	8/4-13/16	1,357	400	\$516,579
GRAND TOTAL		6,843	4,685	\$2,554,758

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
USA Ultimate U.S. Open	1,000	2,000
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GROUP SALES		
Burroughs Wellcome Fund Board Meeting	12	30
Eastern NC Episcopal District Summer Institute	500	700
Mega Mime Conference 2014	470	600
StiefelNSM	221	110
GROUP TOTAL	3,203	5,440

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA Baseball – Irish Classic	Cary (March 1-3)
Client Event with Carolina Hurricanes	Raleigh (March 5)
Sports Marketing Class at UNC-Chapel Hill	Chapel Hill (March 6)
Cary Sports Alliance Quarterly Meeting	Cary (March 7)
NASC Awards Committee Meeting	Raleigh (March 8)
Mid-Atlantic Power League Volleyball	Raleigh (March 8-10)
NCHSAA Basketball Championship Press Conference	Durham (March 11)
NCHSAA Basketball State Championship	Raleigh (March 16)
Carolina RailHawks vs. PUMAS	Cary (March 20)
Tobacco Road Marathon Sponsor Reception	Raleigh (March 21)
NCAA Basketball 2 nd Round Site Observation	Philadelphia (March 21-22)
N.C. Sports Association Quarterly Meeting	Smithfield (March 22)
National High School Invitational (Baseball)	Cary (March 27-30)
National High School Invitational Coaches' Reception	Cary (March 29)
GROUP SALES	
Boston MPI Retreat	Boston, MA (March 1)
Femcity Professionals	Raleigh, NC (Mar 6)
CSPI (Convention Sales Professionals International)	Washington, DC (Mar 12-13)
NC SGMP	Fayetteville, NC (Mar 13)
Destinations Showcase	Washington, DC (Mar 14)



MPI-CC Board and Chapter Meeting	Greenville, NC (Mar 14-14)
PMPI March Education Experience	Washington, DC (Mar 19)
Presentation on CVBs at Duke Event Development Certification Course	Durham, NC (Mar 23)