



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

APRIL 2014

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 7.5 percent for the calendar year beginning January-February 2014 compared to the same period of January-February 2013 and **prepared food and beverage tax collections were up 5.7 percent** during the same period.

GROUP SALES

March was prolific for the Group Sales team. 60 total leads were issued, with a total room nights of 42,632, and an estimated economic impact of \$17,972,706. With 27 definite bookings, with 4,412 room nights and an estimated economic impact of \$2,733,183, we are well above our monthly goals. Traveling for the month, Jamie Rice, Regional Director of National Accounts attended ASAE Great Ideas Conference in Orlando, PMPI in Chevy Chase MD, Starwood Awards Gala in Washington DC, and our local Raleigh Client Event. Stephen Jackson, Senior National Sales Manager, was in Boston for MPI-NE, as well as Philadelphia for PCMA. Loretta Yingling, National Sales Manager, traveled to Carrboro for NC SGMP Chapter Meeting, and attended the Chamber Women's Leadership Conference here in Raleigh. Malinda Harrell, Associate Director of Sales, and Nicole Robinson, Sales Coordinator, joined Loretta Yingling in traveling to Columbia, SC for the MPI-CC Chapter Meeting.

SPORTS MARKETING

A busy March was highlighted by one of our region's signature sporting events -- the NCAA Men's Basketball Championship, 2nd & 3rd rounds -- which was held in Raleigh. The event was a resounding success by any measure, as 53,172 fans poured into PNC Arena over the three sessions. Virginia and Tennessee each won two games to advance to the Sweet 16, while Mercer registered the tournament's biggest upset with a surprising win over Duke. NC State University was the official event host, with support from the Raleigh NCAA Local Organizing Committee. Primary LOC programs included welcome signage and banners throughout the community, official team welcomes, hotel and RDU decorations, the Hoops and Hops FanFest outside of PNC Arena, designated fan headquarters, and a media reception. The Greater Raleigh Sports Alliance is currently gathering data to determine the economic impact of the NCAA tourney in Raleigh. The GRSA expects to make that information available in the coming weeks. This marked the third time that PNC Arena has hosted the men's version of March Madness (also in 2004 and 2008). Other March events included the Mid-Atlantic Power League Volleyball tournament at the Raleigh Convention Center, the U.S. Racquetball National Intercollegiate Championships at Carmichael Gym on the NC State campus, the Butterfly Cary Cup Table Tennis Championship at Bond Park in Cary, the NCHSAA basketball state 4A and 2A championships at Reynolds Coliseum at NC State, the Allscripts Tobacco Road Marathon & Bay Six Half Marathon in Cary, and the National High School Invitational at the USA Baseball National Training Complex. Throughout March, preparations

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continued for the inaugural Rock 'n' Roll Raleigh Marathon & Half-Marathon, presented by WRAL and benefiting The V Foundation for Cancer Research.

PUBLIC RELATIONS

It was once again a stellar month for media placements and visits. The Communications Department had the pleasure of hosting four journalists in the Raleigh area in March. *Esquire Magazine's* Food Editor, Josh Ozersky, was in the area researching the area's growing culinary scene for future articles. Thank you to The Umstead Hotel and Spa for providing his accommodations and to the many Raleigh area restaurants who hosted him. He had a wonderful experience in the area. Jason Frye, a Wilmington based travel journalist, was on assignment for Virgin Atlantic Airlines. His article on North Carolina barbecue appeared on the [Virgin Atlantic Airlines blog](#) and featured The Pit and Clyde Cooper's Barbecue. Thank you to The Courtyard by Marriott Midtown provided his accommodations. Men's Health editor, Andrew Daniels, also visited the Raleigh area on a media trip where he focused on activities, festivals and sporting events that would be good fits for an alternative bachelor party. While he was in town Andrew and seven of his friends attended a Carolina Hurricanes hockey game with a tailgate from Backyard Bistro, samples many local beers at the World Beer Festival and enjoyed biking with the staff at Oak City Cycling along with meals at Big Ed's City Market Restaurant and The Station. Laura Snapes, a UK-based journalist toured the area on assignment for *New Music Express*, leading music publication. The *New York Times* continued to show love to North Carolina by including the second annual North Carolina Beer Month in its *In Transit* travel section. Local brewery White Street Brewing and the all-local Brewgaloo festival were mentioned. The *Richmond Times Dispatch* wrote a travel story on Raleigh in advance of the University of Virginia men's basketball team arriving in town for the second round of the NCAA tournament being held at the PNC Arena. It is time to start planning for media initiatives surrounding the 2014 IBMA World of Bluegrass in September, and Ryan Smith attended the first Media Committee meeting and outlined strategies for increased media coverage for this year's conference and festival. Smith also attended a meeting with representatives at the N.C. Museum of History to discuss partnership and media opportunities.

SERVICES

March is the month when many of our North Carolina based groups are in Greater Raleigh for annual meetings and conventions, and this showed in our tracking numbers for the month. Our total groups serviced number was up significantly over last year's March and year to date we're running ahead of 2013 by 15%. VIC numbers are strong as well, and compared to last year we are ahead by 14% for visitors to the VIC and 9% ahead for fulfilled inquiries. Our day to day group and VIC operations have kept us really busy, but we also engaged in the following activities: Tammy Jeffries represented us at Carolinas MPI in Columbia, SC; Gray Henderson conducted the bi-monthly Taxi Driver Training in conjunction with Raleigh Police Department's Taxi Division; Gray, Tammy and Julie supported the Marketing team by attending the Quarterly Marketing Update Meeting; during the last six weeks we have also been engaged with Marketing in promotions that reach out to our Services partners (transportation, caterers, DMCs, etc) to educate them on the use of our PIXL extranet service for services referrals (business opportunities connected with meetings, conventions, etc); Tammy assisted two clients with attendance promotions during March; Julie was heavily involved with IBMA 2014 and preparing for the March 31 ticket sales and hotel reservations launch; Julie has also been heavily engaged in City of Raleigh Arts Panel interviews (this is the primary process for arts groups to apply for arts funding through City of Raleigh); and finally Julie attended the bimonthly Fayetteville District meeting to provide input for the next Downtown Raleigh plan and also was a featured panelist for Event Service Professional's monthly education webinar.



MARKETING

Director of marketing Jonathan Freeze, senior marketing manager Derek Allman and assistant marketing manager Mary Brooks attended the N.C. Governor's Conference on Tourism in Charlotte, Mar. 2-4, for the latest in trends and issues pertaining to the travel industries. In celebration of N.C. Beer Month (established by the N.C. Division of Tourism, Film & Sports Development last year) and the burgeoning craft brew scene in the Raleigh area, the Marketing Department recently launched promotions for a Greater Raleigh Beer Month campaign with a Beer Month section on visitRaleigh.com, attraction/hotel deals, a full Apr. calendar of beer events, a new Greater Raleigh Beer Trail printable map, social media activations, display ads and much more. In Apr., there will be 16 craft breweries operating in Greater Raleigh (16 percent of all the breweries in N.C.), and the number continues to grow! Events are going on the entire month of Apr., including Brewgaloo, World Beer Festival Raleigh, big beer-tasting events and festivals organized by local breweries, beer-pairing dinners at restaurants and more. Area hospitality partners and their visitors are encouraged to check out www.visitRaleigh.com/beermonth. The Marketing Department facilitated the quarterly meeting of the Wake County Cultural Presenters Forum on Mar. 20 at The Cary Downtown Theater, where rough plans were made for Oct. 2014's "31 Days of Art" promotion. The Marketing Department also hosted the Bureau's Spring Marketing Update Meeting on Mar. 27 at the Raleigh Convention Center; this was a special instance of these quarterly meetings, where creating new business, sales and marketing relationships between the hospitality partner attendees was especially encouraged. On Apr. 1, the department issued a Request for Services seeking proposals from qualified firms for a Greater Raleigh destination brand strategy reassessment; working with the selected consultant, GRCVB will reassess the destination brand strategy that has been in place since 2007-2008 and will further distill or tune-up the brand strategy for the next five years based on research. Under GRCVB's external advertising plan for the month of Mar., leisure-related placements appeared on shermanstravel.com and visitnc.com; GRSA-related placements appeared on sportscommissions.org and sportseventsmagazine.com, on *Sports Business Journal's* websites and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; meetings-related placements appeared on AENC's, ASAE's and MPI's websites, in an *M&C* planner e-blast and in *ConventionSouth* and *Smart Meetings* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT
FEBRUARY 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Feb'13	Wake County	North Carolina	United States
Feb 2014 Occupancy %	+10%	67.7%	55.8%	60.3%
Feb 2014 ADR	+4.4%	\$90.50	\$85.55	\$111.94
Feb 2014 RevPar	+14.8%	\$61.27	\$47.72	\$67.49
2013 YTD Occupancy %	+7.9%	61.5%	50.7%	56.0%
2013 YTD ADR	+3.6%	\$89.50	\$83.86	\$110.68
2013 YTD RevPar	+11.7%	\$55.02	\$42.50	\$61.99

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 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	293,120	611,023	-3.8%
Passenger Deplanements	289,199	620,690	-3.1%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	34	17	11	8	5	3	3	0	0		369
At RCC (Tentative)							5	13	14	9	9	4	2	0			56

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	March 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	4,412	77,054	56,778	+35.7%
Estimated Economic Impact	\$2,733,183	\$50,304,216	\$28,500,000	+76.5%
Number of Definite Bookings	27	197	90	+118.9%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	March 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	42,632	278,882	169,752	+182.1%
Estimated Economic Impact	\$17,972,706	\$236,292,057	\$113,952,000	+107.4%
Number of Tentative Leads	60	586	264	+122%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	March 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	1,980	92,456	77,062	+20%
Estimated Economic Impact	\$718,820	\$29,287,403	\$25,500,000	+15%
Number of Definite Bookings	3	57	55	+4%

VISITOR SERVICES PRODUCTION

	March 2014	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	74	404	+15%
# of Visitor Information Center Visitors	1,231	9,890	+14%
# of Visitor Inquiries	531	3,543	+9.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
East Coast Gaming Conference	4/22-24/14	150	2,000	\$242,625
NC Association of Nurse Anesthetists	4/25-26/14	20	150	\$4,620
PAC World- Protection, Automation and Control World	9/21-25/14	175	500	\$324,600
Arrowhead Conference and Events	9/23-28/14	760	500	\$304,260
Institute for Transportation Research and Education (ITRE)	9/19-25/15	558	400	\$386,877
TOTAL (A)		1,663	3,550	\$1,262,982

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

USSSA Eddie O' Bunn Softball	3/14-15/14	450	1,000	\$171,300
USA T&F Masters Southeast	5/16-17/14	125	175	\$34,350
Senior Softball USA	7/27-8/2/14	1,405	1,800	\$513,170
SPORTS TOTAL (B)		1,980	2,975	\$718,820
Confidential Client	3/17-20/14	77	100	\$48,645
NC Department of Administration	3/21-23/14	230	225	\$66,000
Heritage of Raleigh	3/27-4/1/14	240	45	\$54,036
Alpha Kappa Alpha Sorority, Inc.	4/2-6/14	65	50	\$29,010



NC Division of Aging and Adult Services	4/29-30/14	50	100	\$11,550
The American Board of Anesthesiology, Inc.	5/1-3/14	48	25	\$11,205
The American Board of Anesthesiology, Inc.	5/8-10/14	42	25	\$10,170
The American Board of Anesthesiology, Inc.	5/13-14/14	30	25	\$6,930
NC Division of Tourism Film and Sports Development	6/9-16/14	220	40	\$49,665
KC Travel Unlimited	7/4-6/14	32	60	\$14,040
MANN + HUMMEL	7/6-11/14	490	100	\$113,190
Meeting Professionals International - Carolinas Chapter	7/16-18/14	30	150	\$22,140
Jackson Family Reunion	7/25-27/14	40	75	\$20,850
Moore Family Reunion	8/29-31/14	125	100	\$32,970
Stearns Wedding Block	10/8-12/14	120	150	\$62,820
NC Division of Aging and Adult Services	10/8-10/14	90	130	\$27,810
NC Association of Electric Cooperatives	11/11-12/14	55	80	\$12,705
NCSU - Department of English	4/8-12/15	310	150	\$89,160
Sertoma	4/14-20/15	440	250	\$175,380
North Carolina General Service Committee of Alcoholics Anonymous	2/17-19/17	60	100	\$25,560
North Carolina General Service Committee of Alcoholics Anonymous	5/5-7/17	275	300	\$95,115
North Carolina General Service Committee of Alcoholics Anonymous	7/6-9/17	440	1,300	\$491,250
SALES TOTAL (C)		3,509	3,580	\$1,470,201
Total (A+B+C)		7,152	10,105	\$3,452,003

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
Alpha Kappa Alpha Overflow	4/2-6/14	80	50	\$29,010



NC Guardianship Restoration Program	4/28-29/14	25	150	\$5,775
ETIX Live Event	5/13-16/14	14	15	\$5,340
DMANC Tourism Day Legislative Event	5/27-29/14	15	25	\$5,220
Delta Sigma Theta Overflow	7/10-13/14	105	70	\$32,445
2014 Carolina Regional Ticketing Association Conference	7/14-15/14	7	50	\$6,645
Preservation North Carolina Annual Conference	10/8-11/14	220	300	\$121,020
AENC 2015 Annual Conference	7/10-15/15	99	200	\$88,389
GRAND TOTAL		565	860	\$293,844

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
MLK Volleyball Classic (2016-2020)	5,000	7,000
Ironman 70.3 Raleigh (2014)	3,000	4,500
GROUP SALES		
LAVIS/SECOL (Language Variation in the Southeast/Southeastern Conference on Linguistics)	310	150
Structural Engineers Association of NC	75	100
GROUP TOTAL	8,385	11,750

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA Baseball Irish Classic	Cary (Feb. 28-March 2)
Mid-Atlantic Power League Volleyball	Raleigh (March 7-9)
NCHSAA Basketball Media Day	Chapel Hill (March 10)
NCAA Basketball Local Organizing Committee	Raleigh (March 11)
Cary Sports Alliance Quarterly Meeting	Cary (March 13)
USA Racquetball National Intercollegiate Champ.	Raleigh (March 14-16)
NCAA Basketball 2 nd /3 rd Rounds	Raleigh (March 21-23)
NCHSAA Basketball State Championships	Raleigh (March 15)
CASL Anniversary Reception	Raleigh (March 15)
National High School Invitational (Baseball)	Cary (March 26-29)
NASC CSEE Training Workshop	Oklahoma City, OK (March 31)
GROUP SALES	
MPI-NE	Boston, MA (March 4)
PCMA - Philly	Philadelphia, PA (March 6)
Chamber Women's Leadership Conference	Raleigh, NC (March 6)



NC SGMP Chapter Meeting	Carrboro, NC (March 13)
MPI-CC March Chapter Meeting	Columbia, SC (March 20-21)