



Tourism Economic Development Report

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APRIL 2016

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 11.2 percent for the calendar year beginning January-February 2016 compared to the same period of January-February 2015 and **prepared food and beverage tax collections were up 8.5 percent** during the same period.

GROUP SALES

March was an exciting month of events. The sales team hosted a “Rooted in Raleigh” familiarization tour for key prospective meeting planners, from the Midwest, MidAtlantic Southeast and Southwestern regions. During the tour planners were able to experience what makes our city unique by trying local products and meeting our passionate minded people. We showcased Cold off the press juice, Hail Mary, Videri Chocolate, Stich and a special lunch at Ashley Christenson’s private event space, the Bride Club. We heard great feedback from the planners, some of which have already submitted RFP’s for future business.

Travel highlights included several events in the DC area, attended by Regional Director of National Accounts, Jamie Rice. She connected with meeting professionals at the Reston Herndon event, the Potomac Chapter of Meeting professionals international, CVB reps quarterly meeting, and the American Society for Association Executives Great Ideas Conference. In the Southeast, Director of Sales, Malinda Harrell, CMP, CASE and National Sales manager Nicole Robinson, and Assistant Director of convention services, Tammy Jeffries participated in the Carolinas Chapter of Meeting Professionals International meeting in Columbia, SC., And then exhibited at EXPONC in Durham and locally Association Executives of North Carolina Technology Conference. Harrell also exhibited at the Georgia Chapter of MPI tech Summit in Atlanta. National Sales Manager, Loretta Yingling, CMP and Nicole hosted a group of planners for the Raleigh Chamber of commerce Women’s Leadership event. Yingling also attended the Professional Convention Management Association chapter meeting Chicago. Sr. National Sales manager, Stephen Jackson, CMP visited with clients in the Northeast at MPI New England chapter meeting. The team booked 11, 656 Total room nights representing \$6.6 million in economic Impact.

SPORTS MARKETING

Not surprisingly, the month of March was highlighted by the return of “March Madness” to Raleigh. NC State University hosted NCAA Tournament 1st/2nd round games at PNC Arena, March 17-19. The Greater Raleigh Sports Alliance led a Local Organizing Committee that was created to support NC State in its role as official host. The event proved to be a huge success. In addition to the six games, all nationally televised, the weekend featured the Hoops & Hops FanFest, hundreds of welcome signs and



banners throughout the city, decorations at area hotels and RDU, a media welcome reception, a Selection Show viewing party, and much more. Teams in Raleigh included North Carolina, Virginia, Butler, USC, Texas Tech, Providence, Hampton and Florida Gulf Coast. The GRSA is expected to release an economic impact report from Raleigh's NCAA tournament games in late April. ... The USA Baseball Irish Classic was held at the USA Baseball National Training Complex in Cary. The field featured Notre Dame, Alabama, NC State, Brown, Bucknell and Niagara. ... The Mid-Atlantic Power League Volleyball Tournament (MAPL) was another huge success, attracting a record 168 teams to play on 25 courts in the Raleigh Convention center. As always, MAPL was hosted by the Triangle Volleyball Club. ... The GRSA supported Campbell University in its host role for the Big South Conference men's basketball championship. The majority of the 11 teams stayed and practiced in Wake County, before and between their games in Buies Creek. Congratulations to Campbell, which did a superb job as tournament host. ... Other key March events included the Division II Baseball Preseason Invitational and National High School Invitational, both at the USA Baseball NTC; the Shaw Softball Challenge and the CIAA Softball Round-Up, both at Walnut Creek in Raleigh; the Tobacco Road Marathon and Half-Marathon in Cary; and the Raleigh Relays at NC State's Derr Track.

PUBLIC RELATIONS

Much of the month of March was spent finalizing plans for the Society of American Travel Writers Eastern Chapter Conference, April 24-27, at the Raleigh Marriott City Center hotel and in restaurants and attractions throughout Raleigh and Wake County. Registration officially closed at 96 media attendees and a phenomenal panel of speakers including Jamie Mageau, director of research products for U.S. Travel Association.

SERVICES

A sizeable amount of our time in March included the search process for a new visitor information center manager. Long time VIC manager Reggi Powell retired on March 30. During Reggi's time here she assisted well over 100,000 visitors – she is well loved and will be missed. After a good search process which included both internal as well as external candidates (locally as well as regionally), we're pleased to announce the hiring of Kessa Stevens as new VIC manager. Kessa has a strong background in both retail and hospitality, and has worked for us on a part time basis manning the VIC or our mobile kiosk. She'll be a strong asset to our team.

In the way of other VIC news, as of this reporting our VIC is closed for repairs and some freshening. The closure runs from April 1-11. During that time we will complete some much needed repairs to existing hard cabinetry, and the RCC is putting new carpeting into place. Just in time for spring! On the meetings and conventions side of things it was a very busy month with strong attendance. Along with keeping up with our arriving groups, our activities included: assisting Sales with their Rooted in Raleigh FAM tour, representing GRCVB at a downtown stakeholders meeting for visioning the future of what is called "Lot 18" (state property at the corner of Jones and Wilmington Streets), hosting the See For Yourself Tour (titled "Raleigh, Culturally Rich" this tour focused on cultural diversity), Julie represented GRCVB at NCSU's Parks, Recreation & Tourism Advisory Board meeting as well as finishing out the Grants Panel reviews for City of Raleigh ARTS, Gray presented to the capstone classes at NCSU, and Julie conducted an attendance promotion in Myrtle Beach with the RCCs Mallory Middleton for Dude Solutions (Dude meets with us in Raleigh in 2017). It was a highly productive month for us.



MARKETING

In early March, the Marketing Department published the Bureau's new destination video online, giving visitors a curated overview of the destination while communicating the recently tuned-up destination brand strategy for our area. The new overview video is modeled after GRCVB's 2015 Annual Meeting video, which was honored with an Addy Award and a Silver Telly Award: it is one of 14+ online video projects slated for calendar year 2016. The next *Official Visitors Guide to Raleigh, Cary and Wake County* was provided to the printer at month's end; visitor distribution will begin when shipments arrive from publisher Compass Media in late April/early May. Senior marketing manager Derek Allman, CHIA, attended Destination Marketing Association International's Marketing Innovation Summit, March 2-4, in New York City. Director of marketing Jonathan Freeze, CDME, CHIA, participated in a Hillsborough Street Community Service Corporation community meeting March 4, focused on planning for communications about the second phase of Hillsborough Street revitalization (public works/road construction). Freeze and assistant marketing manager Jessica Holt, CHIA, participated in a Raleigh Heritage Trail meeting on March 8. Freeze also spoke March 23 about tourism-related economic development and the destination brand strategy at the invitation of the Town of Wendell's economic development committee. The Marketing Department hosted a Wake County Beer Summit subcommittee meeting March 10 at Lynnwood Brewing Concern. Assistant director of marketing, creative services, Karen DeSollar and senior marketing manager Derek Allman, CHIA, attended the Visit North Carolina 365 Conference, March 13-15, in Cherokee. The Marketing Department hosted a special meeting of Wake County's Cultural Presenters Forum at the North Carolina Museum of Art on March 23, focused on audience development data-sharing between area presenters. The department also continued planning for the Bureau's 2016 Annual Meeting. Under GRCVB's advertising plan for the month of March, leisure- or VFR-related placements appeared on Division D's network and other networks, Travel Guides Free, Travel Spike, tripadvisor.com and visitnc.com and in an *Our State* e-blast, *IndyWeek*, *Walter* magazine and MNI publications; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management* and *Sports Events* and on sportscommissions.org; and meetings-related placements appeared in *Smart Meetings* magazine, in PCMA, *M&C* and *Prevue* e-newsletters and on AENC's, MPI's and IAEE's websites.



**VISITOR INDUSTRY STATISTICAL REPORT
FEBRUARY 2016
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Feb. '15	Wake County	North Carolina	United States
Feb. 2016 Occupancy %	-1.8%	73.2%	68.3%	69.1%
Feb. 2016 ADR	6.8%	\$99.72	\$104.04	\$124.01
Feb. 2016 RevPar	5.0%	\$72.95	\$71.07	\$85.67
2016 YTD Occupancy %	2.4%	71.3%	64.5%	67.4%
2016 YTD ADR	5.5%	\$95.74	\$95.90	\$120.75
2016 YTD RevPar	8.0%	\$68.23	\$61.89	\$81.43

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 2016

	FEB. 2016	2016 YTD	YTD% Change from 2015
Passenger Enplanements	347,090	687,316	+8.9%
Passenger Deplanements	343,524	692,541	+8.2%

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	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	March 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	11,656	80,623	92,160	-12.5%
Estimated Economic Impact	\$6,643,389	\$76,004,805	\$46,260,432	+64,3%
Number of Definite Bookings	34	217	144	+50.7%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	March 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	42,201	558,513	275,535	+102.7%
Estimated Economic Impact	\$25,538,878	\$333,818,012	\$184,961,214	+79.4%
Number of Tentative Leads	103	900	423	+112.8%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	March 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	1,200	121,961	80,962	+51%
Estimated Economic Impact	\$298,800	\$36,133,159	\$26,775,000	+35%
Number of Definite Bookings	2	60	58	+3%

VISITOR SERVICES PRODUCTION

	March 2016	FY 15/16 YTD	YTD% Chg from 15/16
# of Groups Serviced	50	426	+10.0%
# of Visitor Information Center visitors	899	7814	-39%
# of Visitor Inquiries	365	2981	-21%



VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

**This is a new service that we have begun as of October 2014, % compared to first year month end stats (also delivery service now includes both official visitor guides and fold out maps)*

	March 2016	2016 YTD	YTD % Chg from 15/16
Partners Serviced	31	412	+80%
Visitor Guides/ Maps Delivered	5536	68,811	+181%

(Delivery service now includes both visitor guides and destination guide/ maps)

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
NC Restaurant and Lodging Association	8/26-31/16	157	100	\$141,070
Tech Media	11/15-17/16	315	300	\$460,151
Center for Geographic Information & Analysis	2/1-3/17	380	400	\$307,700
Dude Solutions	4/30-5/3/17	2,220	900	\$924,169
North Carolina Section Institute of Transportation Engineers	5/21-23/17	426	200	\$179,346
Dude Solutions	4/27-5/1/19	2,220	900	\$1,107,134
Dude Solutions	4/17-21/21	2,220	900	1,140,325
Totals (A)		7,938	3,700	\$4,259,895



GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NC USSSA Girls Fastpitch E. Natl's	7/22-24/16	700	1,250	\$199,300
TORHS 2Hot4Ice Regional Qualifier	4/22-23/16	500	500	\$99,500
SPORTS TOTAL (B)		1,200	1,750	\$298,800
Black History Tours	3/21-23/16	28	35	\$19,364
North Carolina State University	3/30-4/02/16	122	50	\$49,444
BASF Corporation	4/3/16-8/16	59	45	\$42,380
Carolinas Golf Association	4/18/16-21/16	80	40	\$30,860
Alliance of North Carolina Black Elected Officials	4/21-23/16	50	40	\$31,994
Starpower	4/22-24/16	190	75	\$60,666
North Carolina Defense Business Association	4/24-26/16	32	50	\$41,222
North Carolina Speech, Hearing & Language Association	4/26-30/16	310	200	\$227,530
Wake Forest School of Medicine	5/2-4/16	20	25	\$16,601
Konica Minolta Medical Imaging	5/18-21/16	300	100	\$97,936
North Carolina Child Care Association	10/20-22/16	215	100	\$75,458
Independent Insurance Agents of North Carolina	11/3-4/16	35	35	\$22,760
Thermoset Resin Formulators	3/9-15/17	356	125	\$165,778



Stephanie's Book Reports	3/10-12/17	150	100	\$118,805
North Carolina Speech, Hearing & Language Association	3/28-4/1/17	310	200	\$231,051
NC Association for Marriage and Family Therapy	3/30-4/1/17	135	100	\$75,675
North Carolina Speech, Hearing & Language Association	3/6/18-10/18	310	200	\$234,892
Licensed Professional Counselors of North Carolina	10/24-28/18	253	250	\$285,785
Totals (C)		2,955	1,770	\$1,828,201
Totals (A+B+C)		4,155	3,520	\$2,127,007

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
Black History Tours	3/21-22/16	28	35	\$19,365
Carolinas Golf Association	4/18-21/16	80	100	\$30,861
Alliance of North Carolina Black Elected Officials	4/21-22/16	50	100	\$31,994
Brunswick Early College High School	4/22-22/16	10	17	\$4,461
Genzyme	9/18-22/16	661	175	\$182,759
Terumo Cardiovascular Group	9/22-22/16	30	30	\$12,673



North Carolina NAACP	10/12-15/16	170	400	\$137,106
Coalmarch Productions	12/6-8/16	75	65	\$37,218
Meeting Professionals International - Carolinas Chapter	1/18-19/17	60	120	\$45,923
PeopleFluent	1/21-26/17	505	175	\$264,518
Meeting Professionals International - Carolinas Chapter	3/15-16/17	60	120	\$49,853
Community Associations Institute	4/6-6/17	95	350	\$74,728
Lab Design	4/23-25/17	300	200	\$181,131
Meeting Professionals International - Carolinas Chapter	5/9-11/17	100	150	\$100,994
National Academic Advising Association	6/23-7/1/17	500	150	\$166,463
Meeting Professionals International - Carolinas Chapter	7/12-13/17	60	120	\$69,182
Lysa TerKeurst Event	8/10-13/17	258	2,500	\$498,302
Meeting Professionals International - Carolinas Chapter	9/13-15/17	110	120	\$92,608
Meeting Professionals International - Carolinas Chapter	11/1-2/17	90	120	\$69,182
Laticrete North American Team Meeting	12/2-7/17	383	170	\$201,007
WateReuse	9/15-20/18	1,323	550	\$766,602
International Society for Computational Biology	7/8-14/20	1,638	1,000	\$1,565,490
International Society for Computational Biology	7/13-19/22	1,638	1,000	\$1,601,585
International Society for Computational Biology	7/10-16/24	1,638	1,000	\$1,639,477
GRAND TOTAL		9,862	8,767	\$7,843,482



SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Ironman 70.3 Raleigh	4,000	5,000
GROUP SALES		
American Conifer Society	495	300
Association of Official Seed Analysts (AOSA)	805	150
Society of Rheology	801	400
American Vacuum Society	3,370	2,500
Chocolate Chip Cookie Association	6,020	5,000
GROUP TOTAL	15,491	13,350

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Big South Conference Basketball Tournament	Buies Creek, NC (March 3-6)
USA Baseball Irish Classic	Cary, NC (March 4-6)
Raleigh NCAA Basketball LOC Meeting	Raleigh, NC (March 8)
MAPL Volleyball	Raleigh, NC (March 12-13)
NCAA Basketball Tournament 1 st /2 nd Rounds	Raleigh, NC (March 17-19)
Division II Baseball Preseason Invitational	Cary, NC (March 18-20)
National High School Invitational	Cary, NC (March 23-26)
NC Sports Association Quarterly Meeting	Pinehurst, NC (March 24)
GROUP SALES	

Chamber Women’s Leadership Conference	Raleigh (March 11)
Association of Meeting Professionals Meeting	Washington D.C. (March 8)
Professional Convention Management Association Capital Chapter Meeting	Washington, D.C. (March 10)
American Society of Association Executives Great Ideas Conference	Colorado Springs, Co. (March 11-15)
The Reston Herndon Meeting Planners Breakfast & Educational Program	Dulles, Va. (March 17)
Greater Midwest Chapter of Professional Convention Management Association’s Spring Educational Program	Chicago, Ill. (March 15-16)
Meeting Professionals International Carolina Chapter Meeting	Spartanburg, Sc. (March 17-18)
The Gampi Tech Summit	Atlanta, Ga. (March 16-17)
Dude Solution’s annual Dude University in Myrtle Beach	Myrtle Beach, S.C. (March 19-22)
Association Executives of North Carolina Tech Conference	Raleigh (March 23)
The Meeting Professionals International (MPI) New England Chapter meeting	Boston, Mass. (March 23)
MPI Philadelphia Meeting	Philadelphia, Pa. (March 24)
Expo N.C.	Durham, N.C. (March 29)

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