



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

AUGUST 2008

WAKE COUNTY CAPSULE

For the first six months of calendar year 2008 Wake County **hotel occupancy tax collections were up 5.8 percent** and **prepared food and beverage tax collections were up 9.5 percent** over 2007.

GROUP SALES

July was a banner month to begin the new fiscal year for Convention Sales. Twenty leads were turned to definite, totaling over eight million dollars in Direct Economic Impact. Corporate, religious, state, national and international association groups, along with military reunion and educational business were all in the mix this month! With attendance of sixteen thousand nine hundred, and room nights of over thirteen thousand for totals of the aforementioned groups, we are celebrating summer sales sizzle! Stephen Jackson attended Fraternal Executives Association National meeting and trade show, making new contacts and spreading the word of our great destination. Jana Rae Oliver and Malinda Pettaway were in Atlanta exhibiting at the Kellen Leadership Conference, a first time show for the GRCVB. Warmly received, many of our planners to the South are excited to learn of what Raleigh has to offer them. Sales staff attended the first Hotel Sales and Marketing International Carolinas Chapter Meeting in Raleigh, where Jana Rae Oliver participated in a panel discussion about the effects of the current economy on the hospitality industry.

SPORTS MARKETING

July was a big month for baseball and softball throughout Wake County. On July 14, Five-County Stadium in Zebulon was the site of the 2008 Southern League All-Star Game, hosted by the Carolina Mudcats. The Greater Raleigh CVB was a corporate marketing partner in that event. From July 25-31, the Raleigh Jaycees hosted the 2008 PONY Softball 14-U Fastpitch Nationals, which brought 107 teams from 13 states to the area. The Town of Cary provided the host venues, while the GRCVB served as a host partner. The event generated approximately 6,000 hotel room nights, with an estimated economic impact of \$1.5 million. During the same week, the City of Raleigh hosted the Senior Softball USA Eastern Nationals. Fifty-nine senior teams from around the nation descended upon the Capital City to determine their champion. Early estimates for Senior Softball USA were 2,300 hotel room nights and \$500,000 in economic impact. The Greater Raleigh CVB is putting the finishing touches on an agreement to bring the Deep South Classic back to the Triangle in April 2009. The Deep South Classic would bring more than 225 of the top girls basketball teams in America (ages 14-18) to compete on the campuses of NC State and North Carolina. Scott Dupree attended the Cary Chamber of Commerce Planning Retreat and participated on a panel discussion about the sports event industry in Cary.

PUBLIC RELATIONS

July was a strong month for media coverage of not only Greater Raleigh as a premiere meeting and leisure destination but also for the GRCVB. The unveiling of the Bureau's new branding efforts was covered in multiple meeting publications including USAE, Meeting South, Tradeshow Week and Facilities & Destinations, on all major Triangle news outlets, while many blogs throughout the community and nationally opened dialogue on our processes and end results. Raleigh graced the cover of **Small Market Meetings** in July as the lead in a story on "Boomtowns" while **Meetings South** covered the area in July as one of four cities that are "Up and Coming" and in August as the WOW destination with a two-page spread highlighting the Community Hospitality Partnership. **Tradeshow Week** called the area a "Alternative Destination" and **AirTran's Inflight Magazine GO** highlights everything from bike rides to wine bars in "Carolina Cool."



SERVICES

We started the new fiscal year very strongly with our group servicing numbers up 40% over a year ago. The VIC visitation continues to be strong, with 532 walk in visitors assisted during July. Attendance promotions for the month included: providing attendance promotion materials to the Tekakwitha Conference and Future Business Leaders of America, both coming to Raleigh in 2009; and conducting live attendance promotion with the Greater Raleigh Chamber of Commerce at the Pittsburgh American Chamber of Commerce Executives (ACCE). We are very involved in the local host organizing efforts with the Raleigh Chamber as they prepare to host ACCE for 2009. Other promotion activities included a presentation to the NC Firemen's Association at their annual vendor reception (we host NCFA for 2009) and coordinated a planning visit for National Genealogical Society as they prepare for Raleigh in 2009. By far our most significant promotion was to attend Omega Psi Phi National Enclave in Birmingham. Tammy Jeffries with Malinda Pettaway attended the 2008 event attending all primary functions related to the program. Special promotions included hosting the Omega's Grand Basileus Reception, active sponsorship of the golf tournament and conducting a promotion to the Youth Leadership convention. Tammy and Malinda did an excellent job of gaining primary visibility for Raleigh as the 2010 host. Additional activities included: launching a convention services manager group in support of prep for arriving RCC groups, working on the development of the communication plan to cooperatively prepare for arriving groups, Tammy hosted the July 30 Customer Service Training program (RDU was the host site and 16 students attending), and Julie represented our services department at the DMAI Annual meeting 2008. It was a good and busy month!

MARKETING

The Marketing Department kicked off the fiscal year by deploying Greater Raleigh's new destination brand across all GRCVB publications and its existing marketing tools, celebrating the brand launch with community partners and with other GRCVB departments at a public event July 15. Feedback so far has been overwhelmingly positive. The newly rebranded website now offers a section especially for local partners (visitRaleigh.com/partners), with specifics of the new brand, opportunities to submit packages and offers, and access other resources and research. The Marketing Department also launched a new collateral brochure, the Raleighwide Discovery Guide, containing Downtown Raleigh and Wake County maps as well as local event calendars for July-October. GRCVB will reprint the piece every four months and distribute 225,000 annually at visitor touch points. The Bureau also debuted a microsite (visitRaleigh.com/rockhallbenefit) and two related contests in marketing the one-of-a-kind visitRaleigh.com Benefit Concert for the Rock and Roll Hall of Fame, September 19-20, in Cary. Promotion of the microsite and contests is building attendance for the concert weekend, attracting future visitors to Greater Raleigh, and building GRCVB's email marketing database of potential visitors and area residents. Under the heading of advertising, two local market tourism ads ran in *The News & Observer*, announcing the new Greater Raleigh brand and new visitRaleigh.com website. GRCVB's first ad promoting the Dead Sea Scrolls blockbuster event also ran in *The Wall Street Journal's* Southern Region edition, Saturday, July 26. A visitor landing page for the Dead Sea Scrolls event, promoting hotel specials and related visitor information, is also now active (visitRaleigh.com/deadseascrolls).



**VISITOR INDUSTRY STATISTICAL REPORT
JULY 2008**

HOTEL OCCUPANCY PRODUCTION

	Chg from June 07	Wake County	North Carolina	United States
June 2008 Occupancy %	-2.0%	69.5%	63.3%	68.0%
June 2008 ADR	+6.6%	\$88.64	\$86.28	\$106.89
June 2008 RevPAR	+4.6%	\$61.62	\$54.65	\$72.72
June 2008 Rooms Sold/% Change	-1,921	-0.7%	-6.2%	-2.1%
June 2008 Rooms Avail/% Change	+3,228	+1.2	+1.4	+2.5
2008 YTD Occupancy %	-2.6%	64.3%	58.1%	61.4%
2008 YTD ADR	+6.4%	\$88.45	\$83.55	\$107.64
2008 YTD RevPAR	+4.8%	\$56.89	\$48.52	\$66.11
2008 YTD Rooms Sold/% Change	-23,245	-1.5%	-2.9%	-0.3%
2008 YTD Rooms Avail/% Change	+16,607	+1.1%	+1.3%	+2.3%

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

	July 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	462,158	2,461,146	1.1%
Passenger Deplanements	449,699	2,449,705	1.0%

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	July 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	13,118	20,158	16,624	+21%
Estimated Econ Impact	\$8,280,984	\$15,388,674	\$8,333,334	+85%
Number of Definite Bookings	20	25	52	-52%

FY runs June 07-May 08

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	16,688	40,259	52,500	-24%
Estimated Econ Impact	\$10,163,802	\$27,634,665	\$35,834,000	-23%
Number of Tent. Leads	30	69	80	-14%

FY runs June 07-May 08

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	July 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	7,101	7,101	7,666	- 7%
Estimated Econ Impact	\$1,560,174	\$1,560,174	\$2,500,000	- 37%
Number of Definite Bookings	3	3	5.4	- 44%



VISITOR SERVICES PRODUCTION

	July 2008	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	59	59	+40%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Southeast U.S./Japan Annual Joint Meeting	10/16-22/08	1,347	650	\$418,563
2008 Marine Corps Ball	11/7-8/08	600	1,300	\$220,500
Biotech Conference	2/16-18/09	215	700	\$186,555
Future Business Leaders Of America	4/14-18/09	1,190	2,500	\$1,169,238
Lott Carey Baptist Foreign Mission Convention 2009	8/9-14/09	4,150	3,750	\$2,567,400
Diocese of Raleigh Catholic Schools	11/8-10/09	350	1,250	\$314,850
Future Business Leaders Of America	4/20-24/10	1,190	2,500	\$1,169,238
Sigma Xi Annual Meeting and Student Research Conference	11/8-14/10	890	650	\$454,800
National Epicurean Conclave	6/23-26/11	450	300	\$139,050
Sigma Xi Annual Meeting and Student Research Conference	11/7-13/11	890	650	\$454,800
NCAAHPERD Convention	11/17-21/15	612	1,600	\$749,772
TOTAL (A)		11,884	15,850	\$7,844,766

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	5	3	1	2	1	1	1	-	1	-	163
At RCC (Tentative)	26	52	29	24	14	9	2	1	-	-	-	-	-	-	-	-	157

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Tip Off on Tobacco Road	7/05-08/08	720	1,000	\$214,080
McNeese State Alumni (Football)	8/29-31/08	81	55	\$20,394
2009 Deep South Classic	4/16-19/09	6,300	5,100	\$1,325,700
SPORTS TOTALS (B)		7,101	6,155	\$1,560,174
PRIME for Life - New Instructor Training	8/13-16/08	49	40	\$24,423.00
GCVB Strategic Leadership Visit	10/2-4/08	100	50	\$23,100.00
National Association of Statewide Radio Networks Annual Conference	12/1-3/08	105	40	\$26,010.00
MPI-CC Meeting	3/19-20/09	110	150	\$37,110.00
USS Bushnell As-15 2009 Reunion	5/1-4/09	320	250	\$133,590
Lockheed Martin National Assessment Governing Board	11/19-21/09	240	150	\$83,520
MPI-CC Meeting	11/19-20/09	110	150	\$37,110



National Assn of Women in Construction-NC Chapter #92	11/6-7/09	100	150	\$28,950
TOTAL GROUP (C)		1,134	980	\$393,813
GRAND TOTAL (A+B+C)		20,119	22,985	\$9,798,753

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
Industrial Research Institute	11/9-11/2008	220	120	\$55,500
EventARchitects	2/19/2009	500	65	\$124,995
GE Healthcare	2/8-12/2009	96	40	\$27,792
State Energy Conference	4/1-4/3,2009	325	1,000	\$268,125
American Kennel Club June Delegates Meeting	6/6-10/09	476	350	\$184,368
PFIC Shareholders and Board of Directors Meeting	6/9-11/2009	35	25	\$8,085
2009 Bates Family Reunion	7/23-25/2009	170	175	\$387,852
IMN Solutions - CBS Leadership Conference	9/24-9/27, 2009	258	400	\$112,248
American Pheasant and Waterfowl Society	9/29-10/2/2009	185	90	\$71,985
Popular Culture in the South	9/30-10-4/2009	300	150	\$88,020
2009 IMAGO Conference	10/30-11/8/2009	1,035	450	\$473,085
Society for the History of Discoveries	10/10-14/2009	105	125	\$66,375
Mandala Group - FAA Annual Sales Meeting	1/21-01/25, 2010	555	200	\$137,565
Carolinas Nature Photographers Assn	1/20-24/2010	470	300	\$178,770
Delta Tau Delta	2/18-21/2010	191	67	\$44,121
National Association of Home Builders	5/13-5/19, 2010	2,119	1,600	\$1,086,189
Association of African American Studies	9/29-10/3/2010	1,180	500	\$387,852
Internation Plant Propagators Society	10/8-10/13,2010	610	350	\$257,910
Reunion BRAT	5/18/-22/2011	575	300	\$191,325
NC Music Educators	11/17-21,2012	1,248	3,000	\$2,088,216
Scarritt Group, Psychonomics	11/12-17/2013	2,870	1,600	\$1,130,970
GRAND TOTAL		5,303	2,870	\$1,812,930.00

SITE VISITS

Group Name	Total Room Nights	Total Attendance
Korean American Scientist and Engineers Association-UKC2009	2,800	1,000
Association Executives of NC- AENC		300
Moroccan Reunion Association	600	200
International Microelectronics and Packaging Society	1,630	3,000
IBC BioProcess International Conference & Exhibition	1,715	750
NC Physical Therapists Association	200	500
TOTAL	6,945	5,750



TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Southern League All-Star Game	Zebulon (July 14)
Cary Chamber of Commerce Planning Retreat	Southern Pines (July 16)
PONY Softball 14-U Fastpitch Nationals	Cary (July 25-31)
Senior Softball USA Eastern Nationals	Raleigh (July 28-Aug. 3)
USA-Canada Olympic Baseball Banquet	Cary (July 31)
GROUP SALES	
FEA 2008 Conference	Miami, FL (July 9-14)
Omega Psi Phi Grand Conclave	Birmingham, Alabama (July 10-15)
CESSE Annual Meeting	Detroit, MI (July 15-18)
Kellen Global Summit for Managers	Atlanta, GA (July 15-18)
MPI-CC Meeting	Charlotte, NC (July 17-18)
Time Fore Nine Sponsorship	Alexandria, VA (July 30)
ASAE Executive Women's Forum	Washington DC (July 31)