



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

AUGUST 2010

WAKE COUNTY CAPSULE

For the sixth month of calendar year 2010, Wake County **hotel occupancy tax collections were up 1.7 percent** and **prepared food and beverage tax collections were up .40 percent** over 2009.

GROUP SALES

The Sales Team helped to welcome AME Zion and Omega Psi Phi, the largest consecutive conferences ever booked in our city. Both groups were outstanding, bringing in nearly nine million dollars in economic impact between the two. Sales team members traveled for attendance building, did airport greeting, attended church services, sat at information tables, and were mingling with the members through the two weeks of events. The first month of the fiscal year saw our team produce 16 definite pieces of business, totaling 14,676 room nights, equaling \$6,127,989 DEI. 31 leads were produced, totaling 18,854 room nights, with an EI of \$8,519,805. Travel this month Stephen Jackson traveling to FEA in Seattle, WA. Jana Rae Oliver was in Chicago July 21-23 on sales calls with Marriott Raleigh City Center representative. Kumi Anzalomne was in Vancouver for MPI-WEC July 22-28. Sales team members attended a Mint Restaurant hospitality reception, as well as toured the new Embassy Suites Brier Creek.

SPORTS MARKETING

The PONY Softball Fastpitch Nationals returned to Wake County, as more than 110 teams (girls ages 12-14) traveled to Cary and Holly Springs. The Raleigh Jaycees once again served as the official host for the tournament that generated an estimated 6,500 hotel room nights and \$2 million in direct visitor spending. Host partners included the Town of Cary and Greater Raleigh CVB. Work is already underway to bring PONY Softball back to Wake County in 2011. The ASA 18U Southern Nationals A & Gold Tournaments were held at Walnut Creek Softball Complex, which included 30 teams from 8 states. Host partners included NC ASA, City of Raleigh Parks & Recreation Department, and the Carolina Cardinals, with support from the GRCVB. Assisted bookings in July included four major soccer tournaments that will be held this November – the ACC Women’s and Men’s Soccer Championships (Nov. 3-7 and Nov. 9-14 at WakeMed Soccer Park), and the CASL visitRaleigh.com National Soccer Series Girls Shootout (Nov. 6-7) and Boys Shootout (Nov. 13-14) presented by the Chelsea Football Club. Combined, the four soccer tournaments will generate more than 14,100 hotel room nights over the course of consecutive weekends. Planning and preparations continue for the 2011 NHL All-Star Weekend – the All-Star Game logo was unveiled in downtown Raleigh, and the Carolina Hurricanes, Greater Raleigh Sports Council and GRCVB hosted a site visit by NHL officials. Tori Collins attended the USA Baseball vs. Japan series in Omaha, NE and met with the Omaha Sports Commission.

PUBLIC RELATIONS

The Communications Department spent the month updating collateral material used in pitching media and researching ways to update and redesign the media section of visitRaleigh.com to make it more user-friendly and engaging for travel media. A feature story ran in both *Successful Meetings* and



Meetings South mentioning the Raleigh Convention Center, Sheraton Raleigh Hotel and Raleigh Marriott City Center, along with numerous other area hospitality partners. Press releases on the new African American Microsite, The Official Visitors Guide to Raleigh, Cary and Wake County and Fall Festivals were sent to targeted media outlets.

SERVICES

We had an extraordinarily busy July and start to the new fiscal year. While our total number of groups serviced for meetings, conventions and sports was down slightly from last year, the community's visitation numbers were surely up due to the arrival of AME Zion Church (3000+ attendees) and Omega Psi Phi Fraternity (15,000 + at peak). Both groups went very well and exhibited Greater Raleigh's ability to handle larger sized groups. Our Red Carpet Welcome program combined with the hospitality partners hard work went a long to make these groups (and all our July groups) feel very welcome. We can be proud of GRCVB's role in hosting and the community's performance. In the way of other Services news, after some delays, we are scheduled to move in to the new VIC and will begin visitor services there on Monday August 15. We are excited and ready. Despite the fact we were not in a formal Visitor Center environment, we remained productive with 821 inquiries and calls. Ambassadors generated 219 hours for the month covering 44 work sessions. We really could not do what we do without our Tourism Ambassadors!

MARKETING

In July, GRCVB launched a new microsite to coincide with the arrival of new Official Visitors Guides. This companion site to the Visitors Guide helps leisure visitors plan their trips by presenting area travel information according to interest category (arts, fashion, food, music, sports). Check it out at <http://www.visitRaleigh.com/somuchtosee/>. The Bureau also launched a new and improved section of [visitRaleigh.com](http://www.visitRaleigh.com) that focuses on African-American heritage and travel (<http://www.visitRaleigh.com/multicultural>). This microsite is designed to help heritage tourists plan a trip around the area's historic African-American landmarks and to aid planners of multicultural meetings and events locate multicultural services and sites. Electronic and paper invites have gone out for the 2010 GRCVB Annual Meeting to be held at the Raleigh Convention Center on September 1. New this year: you may reserve and pay for your luncheon ticket online. Also don't forget to sign up for free strategy sessions during the morning, even if you or your staff can't attend the luncheon itself. Go to <http://www.visitRaleigh.com/luncheon/>. Director of marketing Jonathan Freeze agreed to serve as co-chair for the Marketing Committee of the Destination Marketing Association of North Carolina during this fiscal year. In partnership with Triangle Blvd, GRCVB debuted seven new video segments promoting the area at video.visitraleigh.com: Historic Yates Mill County Park, kids' activities, Mordecai Historic Park, Raleigh Amphitheater, The Research Triangle Park, Town of Fuquay-Varina and Town of Garner. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media and demographically and geographically targeted online banners ran on the Vacation Planning Ad Network. Meetings-oriented sponsorships ran on Meetings Media online tools; sports marketing print ads ran in *Sports Destination Management* and *Sports Travel* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT
JULY 2010**

HOTEL OCCUPANCY PRODUCTION

	Chg from Jun 09	Wake County	North Carolina	United States
June 2010 Occupancy %	+3.1%	60.6%	59.0%	65.0%
June 2010 ADR	-0.8%	\$79.41	\$81.12	\$98.33
June 2010 RevPar	+2.2%	\$48.09	\$47.90	\$63.87
2010 YTD Occupancy %	+2.6%	57.1%	52.5%	56.4%
2010 YTD ADR	-3.3%	\$80.11	\$78.09	\$97.18
2010 YTD RevPar	-0.8%	\$45.75	\$41.03	\$54.80

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 2010

	June 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	417,954	2,163,827	+1.0%
Passenger Deplanements	403,535	2,147,254	+0.2%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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	32	20	13	7	5	4	4	1	1	0	1	0	1	202
At RCC (Tentative)		14	25	13	16	11	7	3	3	2	2	3					99

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	July 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	14,626	14,626	8,750	+70%
Estimated Economic Impact	\$6,127,989	\$6,127,989	\$4,441,667	+40%
Number of Definite Bookings	16	16	14	+29%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	18,854	18,854	26,667	-21%
Estimated Economic Impact	\$8,519,805	\$8,519,805	\$18,083,333	-44%
Number of Tentative Leads	31	31	42	-21%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	July 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	27,442	27,442	7,666	+258%
Estimated Econ Impact	\$15,114,318	\$15,114,318	\$2,500,000	+505%
Number of Definite Bookings	8	8	5.5	+45%

VISITOR SERVICES PRODUCTION

	June 2010	FY 09-10 YTD	YTD% Chg from 08.09
Number of Groups Serviced	47	47	-6.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NC Head Start Association	3/9-11/11	300	800	\$198,000
Electric Power Research Institute	5/2-5/11	740	850	\$451,740
Society for In Vitro Biology	6/4-8/11	1,045	500	\$466,620
Internet2	9/30-7/11	1,814	700	\$623,784
NC Head Start Association	3/14-16/12	300	800	\$198,000
NC Head Start Association	3/13-15/13	300	800	\$198,000
NC Head Start Association	3/19-21/14	300	800	\$198,000
NC Head Start Association	3/11-13/15	306	800	\$187,686
NC Assn for the Education of Young Children	9/13-16/17	1,215	3,000	\$1,117,800
TOTAL (A)		6,320	9,050	\$3,639,630

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2010 Great American Cross Country Festival	9/30-3/10	1,500	3,500	\$583,500
2010 ACC Women's Soccer Championship	11/2-17/10	800	800	\$318,200
2010 CASL visitRaleigh.com Girls Shootout	11/5-7/10	6,000	6,000	\$1,284,000
2010 ACC Men's Soccer Championship	11/8-4/10	800	850	\$364,900
2010 CASL visitRaleigh.com Boys Shootout	11/12-14/10	6,500	6,500	\$1,428,500



2011-13 NHL All-Star Weekend	1/27-31/11	8,900	20,000	\$10,011,900
2011 USTA National Campus Chps	4/12-4/16/11	800	1,100	\$348,150
2011 NCAA Division II Baseball Championships	5/26-6/5/11	1,000	1,792	\$775,168
SPORTS TOTALS (B)		27,442	39,400	\$15,114,318
American Airlines, Inc.	7/1-2/10	5,475	5,475	\$1,264,725
The Upledger Institute, Inc.	7/8-11/10	75	45	\$31,365
Urban Entertainment Group	7/22-24/10	56	30	\$13,404
Omega Psi Phi Fraternity Inc.	7/22-25/10	2,250	2,000	\$958,500
Rudolph/Miller Wedding Block	10/1-3/10	80	100	\$32,520
Maize	2/18-19/11	300	225	\$113,175
North Carolina Midwives Association	8/4-8/11	70	150	\$74,670
TOTAL GROUP (C)		8,306	8,025	\$2,488,359
Total (A+B+C)		42,068	56,475	\$21,242,307

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
n/a				
GROUP SALES				
NC SGMP Month Chapter Meetings	10/12, 11/9/10	20 each	40 each	\$5,820 each
NC SGMP Month Chapter Meetings	1/11, 2/8, 4/12/11	20 each	40 each	\$5,820 each
Interagency OPSEC Support Staff	5/13-21/11	3,697	1,000	\$1,041,207
Southeast linux Fest	6/10-12/11	400	1,000	\$279,600
National Defense Industrial Association	4/22-26/12	765	1,200	\$574,515
National Black Prosecutors Association	7/8-13/12	775	200	\$232,260
American Holistic Veterinary Medical Association	8/23-9/3/12	1,775	350	\$538,725
South Atlantic Modern Language Assoc.	10/31-11/4/12	630	300	\$152,550
National Evolutionary Synthesis Center	6/20-26/13	2,390	1,800	\$1,464,690
Southern Association of Collegiate Registrars and Admissions Officers	2/22-26/14	600	1,100	\$394,500
Keljoy Group Client Annual Convention	11/3-11/15	855	300	\$319,185
GRAND TOTAL		11,987	7,450	\$5,026,332



SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2011 NHL All-Star Weekend	10,000 est.	20,000 est.
2011 USTA Campus Championships	1,100	800
GROUP SALES		
NC Assoc of Marriage and Family Therapy	137	275
National Veterans Creative Arts Festival	600	400
Lodestar	N/A	N/A
SENSES	121	150
GROUP TOTAL	11,958	21,625

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
2011 NHL All-Star Local Organizing Committee Mtg.	Raleigh (July 6)
2011 NASC Sports Event Symposium LOC Mtg.	Greensboro (July 6-7)
USA Baseball "Town of Cary Night"	Cary (July 14)
USA Baseball / Chamber Networking Event	Cary (July 15)
PONY Softball Fastpitch Nationals	Cary (July 16-22)
USTA Campus Championships Site & Planning Mtg	Cary (July 19-20)
USA Baseball vs. Japan Game	Omaha (July 20-22)
Greater Raleigh Sports Council Quarterly Mtg.	Raleigh (July 21)
Triangle/East National Football Foundation Luncheon	Durham (July 22)
Carolina RailHawks Networking Event	Cary (July 27)
USA Baseball Breakthrough Series	Cary (July 28-29)
ASA Southern Nationals A & Gold Tournaments	Raleigh (July 28-August 1)
GROUP SALES	
Fraternal Executive Association	Bellevue, WA (July 7-11)
PCMA Networking Event	Washington DC (July 8)
Helms Briscoe Partner Picnic	Arlington, VA (July 9)
Tour of new Embassy Suites Brier Creek	Brier Creek (July 12)
CESSE Annual Meeting	Pittsburgh, PA (July 12-16)
MPI-CC Board Mtg and Chapter Mtg	Cary, NC (July 15-16)
CVBReps Quarterly Meeting	Washington DC (July 20)
MPI-WEC	Vancouver, BC (July 22-28)
Mint Client Event	Raleigh (July 29)