



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

AUGUST 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 15.8 percent** for the calendar year of January-June 2011 compared to January-June 2010, and **prepared food and beverage tax collections were up 5.1 percent** during the same period.

### GROUP SALES

The new fiscal year started off with 48 leads produced, totaling 27,125 room nights, and over \$12 million in EEI. With 14 definite pieces of business booked, the group sales department produced 6,195 definite room nights, with an estimated economic impact of \$5,680,000. National Sales Manager Stephen Jackson traveled with hotel partners to Fraternal Executives Association Summer Meeting and Tradeshow, held in Chicago this year. He brought back 6 leads, with more to come. Loretta Yingling, National Sales Manager and Malinda Pettaway, Associate Director of Sales, traveled to Charlotte to attend the MPI/CC Board Meeting and Chapter Meeting. Kumi Anzalone, Regional Director, attended PMPI Networking events and the PMPI Board meeting. Kumi is currently President of this organization. Loretta, Malinda and Kumi all attended the MPI-WEC meeting in Orlando, which was appointment based this year.

### SPORTS MARKETING

The first month of the new fiscal year was a big one for the Greater Raleigh sports event industry. The signature event was the PONY Softball Fastpitch Nationals. More than 230 teams from 17 states (plus Canada) traveled to Wake County to compete on playing fields in Cary, Garner, Holly Springs and Morrisville. The PONY nationals had a huge visitor impact by any measure -- 2,700 athletes; 9,500 total visitors; more than 11,000 hotel room nights in 70 different hotels; and more than \$3.5 million in direct visitor spending. The tournament was hosted by the Raleigh Jaycees and the North Carolina Challengers, with support from the Town of Cary, Town of Garner and the Greater Raleigh CVB. Some of the top young athletes in the Southeast traveled to the Capital City for IronKids Raleigh, as more than 300 kids swam, biked and ran their way around NC State's Centennial Campus. The Triangle Aquatic Center (TAC) in Cary hosted the USA Swimming Southern Zone Age Group Championships. More than 600 swimmers from throughout the Southeast competed in the event, which was hosted by the Raleigh Swimming Association in conjunction with NC Swimming and TAC. Raleigh was the site of a marquee international soccer event on July 28, as Carter-Finley Stadium was the site of a World Football Challenge match featuring Italy's Juventus FC and Mexico's CD Guadalajara. Raleigh was one of only 14 host cities in the U.S. and Canada, and the match was televised nationally on ESPN2. NC State University served as the official local host. Other host cities in the World Football Challenge included Boston, Los Angeles, Chicago, New York, San Francisco, Philadelphia and Miami.

[www.visitRaleigh.com](http://www.visitRaleigh.com)

The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



## **PUBLIC RELATIONS**

The Communications Department assisted the Bureau's Marketing Department in public relations efforts regarding the Hopscotch Music Festival Ticket Contest and Giveaway. A press release was written and sent out to local, regional and national online, print and television outlets. Assistance was given to the National Agent's Alliance Leadership Conference by rewriting a press release announcing the conference and sending to local media outlets. Continued guidance was given to NC State University's Media Relations Department in destination language and photos to be included in an upcoming student publication. A press release was sent out highlighting 'What's New in the Raleigh Area.' This quarterly release highlights new museum exhibitions, new developments, special events and more that are taking place in the area.

## **SERVICES**

July was a busy start for the new fiscal year. While our overall number of groups hosted was slightly down from July 2010, attendance was strong. Notable RCC based groups hosted were General Baptist Convention NC Women Home & Foreign Missionary Conference with close to 2000 attendees, National Agents Alliance with 2500 attendees, the Plug In Conference with close to 4000 attendees overall (this included over 3000 public night attendees which broke records for Plug In Public Night events when the conference was hosted in California). Plug In generated significant media interest with a current estimated of 68 media hits including local, regional and national media. The last weekend of July was also the first of two back to back weekends for the Jehovah's Witness Summer Convention at the RBC Center. Each weekend of this conference is approximately 10,000 attendees. Additionally we hosted two planning visits for 2012 conventions: Society for Investigative Dermatology ("SID" which Raleigh hosts in May 2012) and Technical Science Symposium on Computer Science Education ("SIGCSE" which Raleigh hosts in March 2012). We've also begun plans for the annual "Celebrate Services Day" which we will host on August 25 at the NC Museum of Natural Sciences.

## **MARKETING**

The Marketing Department held its Summer Marketing Update Meeting on July 15 at the North Carolina Museum of Art (NCMA). Discussion centered on GRCVB plans for promoting NCMA's fall blockbuster exhibit "Rembrandt in America" through an integrated marketing campaign entitled "Greater Raleigh Goes Dutch." Local hotels, restaurants and attractions were offered opportunities to participate alongside GRCVB and NCMA in the campaign in order to attract exhibit attendees to their own hospitality businesses. In mid-July, the Bureau, in partnership with the *Independent Weekly's* Hopscotch Music Festival, launched a "Hopscotch Ticket Watch" contest, giving a lucky grand prize winner two VIP tickets, a two-night hotel stay and other prizes on the festival weekend. Music Maniacs can enter the contest through August 17. GRCVB mailed invitations to its 24th Annual Meeting, Wednesday, August 31, at the Raleigh Convention Center. The meeting will include a ticketed luncheon, where the GRCVB will present its annual awards, as well as a free, morning strategy session. The local hospitality community can register to attend online at [www.visitRaleigh.com/luncheon/](http://www.visitRaleigh.com/luncheon/). Two new videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): one about the North Carolina Railroad Museum/New Hope Valley Railway, the other about the McKimmon Conference & Training Center. Under advertising for the month, leisure-oriented display ads began running on [visitnc.com](http://visitnc.com), sports-related ads appeared in *Sports Destination Management* and *SportsTravel* magazines and a meetings-related banner ad ran in a *Meetings South* e-newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT  
JULY 2011  
HOTEL OCCUPANCY PRODUCTION**

	Chg from June '10	Wake County	North Carolina	United States
June 2011 Occupancy %	+7.8%	65.3%	62.0%	67.6%
June 2011 ADR	+3.7%	\$82.50	\$83.01	\$101.95
June 2011 RevPar	+11.8%	\$53.88	\$51.43	\$68.90
2011 YTD Occupancy %	+8.7%	62.0%	55.3%	59.2%
2011 YTD ADR	+3.0%	\$82.51	\$80.40	\$100.54
2011 YTD RevPar	+11.9%	\$51.16	\$44.44	\$59.49

*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 2011*

	June 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	422,735	2,181,528	+0.2%
Passenger Deplanements	409,276	2,206,957	+2.2%

**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	55	57	34	17	13	7	5	5	2	2	1	1	0	1	259
At RCC (Tentative)			1	14	22	20	16	7	5	2	2	2					91

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	July 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	6195	6195	8750	-29%
Estimated Economic Impact	\$5,680,953	\$5,680,593	\$4,416,666	+28%
Number of Definite Bookings	14	14	14	0%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	July 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	27,125	27,125	26,667	+5%
Estimated Economic Impact	\$12,702,045	\$12,702,045	\$18,083,333	-28%
Number of Tentative Leads	48	48	42	+12%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	July 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	1,225	1,225	7,916	-84 %
Estimated Econ Impact	\$604,900	\$604,900	\$2,583,333	-76%
Number of Definite Bookings	3	3	5	-40%

**VISITOR SERVICES PRODUCTION**

	July 2011	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	43	43	-8.5%
# of Visitor Info. Center Visitors	801	801	VIC was closed 7/10
# of Visitor Inquiries	449	449	+4.0%
# of Ambassador Volunteer Hours	53	53	11/12 is baseline for tracking monthly

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
The Institute of Emerging Issues	2/5-7/12	350	1,200	\$303,150
NC Affordable Housing Conference	9/9-12/13	150	750	\$262,800
General Baptist State Convention of NC	7/23-27/17	840	1,600	\$821,160
General Baptist State Convention of NC	7/22-26/18	840	1,600	\$821,160
General Baptist State Convention of NC	7/28-8/1/19	840	1,600	\$821,160
General Baptist State Convention of NC	7/26-30/20	1,420	2,000	\$1,076,820
<b>TOTAL (A)</b>		<b>4,440</b>	<b>8,750</b>	<b>\$4,106,250</b>

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Virginia Swimming Long Course Championships	7/20-24/11	750	1,000	\$304,250
USA Table Tennis Olympic Team Trials	2/7-12/12	250	400	\$152,250



USA Table Tennis N. American Olympic Team Trials	4/17-22/12	225	400	\$148,400
<b>SPORTS TOTALS (B)</b>		<b>1,225</b>	<b>1,800</b>	<b>\$ 604,900</b>
N.C. Division Vocational Rehabilitation Services	5/23-24/11	10	35	\$5,235
Carolina China Council	6/9-10/11	18	18	\$4,158
Bayer	6/21-22/11	180	100	\$43,920
Raleigh Spy Conference	8/24-26/11	60	150	\$41,940
Independent Weekly	9/8-11/11	350	2,475	\$905,700
Smart Grid Distribution Optimization Conference	11/1-3/11	60	50	\$18,540
Daughters of the American Revolution	3/1-4/12	360	400	\$162,135
Handcrafted Soap Makers Guild, Inc.	5/12-20/13	717	413	\$393,075
<b>TOTAL GROUP (C)</b>		<b>1,755</b>	<b>3,641</b>	<b>\$1,574,703</b>
<b>Total (A+B+C)</b>		<b>7,420</b>	<b>14,191</b>	<b>\$6,285,853</b>

**BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
<b>GROUP SALES</b>				
Mitel Communications - Regional US Sales Meeting	10/2-7/11	325	90	\$75,075
National Association of Shell Marketers - Walk the Store	10/3-4/11	45	30	\$15,660
Shaw University Homecoming 2011	10/6-10/11	250	200	\$97,530
Research Triangle Regional Partnership	10/22-28/11	200	50	\$53,220
Shaw University President Inauguration	10/27-30/11	70	100	\$40,740
NC Jaycees-NC Junior Chamber	1/27-29/12	118	150	\$47,382
Department of Defense - Small Business Training Conference	5/5-11/12	1,347	500	\$433,305
Basic Skills and Family Literacy Conference	7/30-8/3/12	680	1,000	\$461,280
Gamma Phi Beta - RLC Region 2 Meeting	2/1-3/13	60	110	\$32,580
American Association for Psychoanalysis in Clinical Social Work	3/6-11/13	275	220	\$133, 725



Department of Defense - Small Business Training Conference	5/4-10/13	1,347	500	\$433,305
NC Planning Conference	10/1-4/13	650	600	\$273,000
IC&RC Meeting	10/7-13/13	500	250	\$97,950
2014 Southeastern Theater Conference	2/24-3/3/14	3,645	4,000	\$3,298,995
Department of Defense - Small Business Training Conference	5/2-9/14	1,347	500	\$433,305
NC Association of Nursing Students Annual Conference	10/7-10/14	400	350	\$159,090
Gamma Sigma Sigma National Service Sorority National Convention 2015	7/6-12/15	240	250	\$199,350
NC Association of Nursing Students Annual Conference	10/7-9/15	400	350	\$159,090
NC American Water Works Association- Water Environment Association	11/14-18/15	840	1,200	\$619,920
American Automatic Control Council	6/28-7/1/16	2,000	1200	\$602,400
International Association of Gay Square Dance Conference 2017	6/26-7/5/17	2,120	600	\$626,610
NC American Water Works Association- Water Environment Association	11/11-15/17	840	1,200	\$602,400
<b>GRAND TOTAL</b>		<b>17,699</b>	<b>13,450</b>	<b>\$7,505,415</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
Triathlon Event	4,000 est.	4,500
<b>GROUP SALES</b>		
<b>GROUP TOTAL</b>	<b>4,000</b>	<b>4,500</b>

#### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Town of Cary Parks & Rec Long-Range Plan Roundtable	Cary (July 19)
Triangle Pigskin Preview Luncheon	Durham (July 21)
PONY Softball Fastpitch Nationals	Cary, Garner, Holly Springs, Morrisville (July 22-29)
IronKids Raleigh	Raleigh (July 23-24)
USA Baseball Breakthrough Series	Cary (July 25-28)
USA Swimming Southern Zones	Cary (July 26-30)



World Football Challenge	Raleigh (July 28)
<b>GROUP SALES</b>	
Fraternal Executives Association	Chicago, (July 7-11)
PMPI Networking Event	Washington, DC (July 12)
PMPI Board Meeting	Alexandria, VA (July 14)
MPI-CC Board and Chapter Meeting	Charlotte, NC (July 14-15)
CESSE Annual Meeting	Vancouver, BC (July 18-22)
MPI-WEC	Orlando, FL (July 22-26)