



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

AUGUST 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 8.4 percent for the calendar year of January-June 2012 compared to January-June 2011, and **prepared food and beverage tax collections were up 9.3 percent** during the same period.

GROUP SALES

Group Sales team members started the fiscal year off putting Raleigh information in front of hundreds of meeting planners associated with the trade shows they attended during the month. Kumi Anzalone, Regional Director of National Accounts, attended CESSE with over 600 planners in attendance. Malinda Harrell, Associate Director of Sales, traveled to MPI-CC to represent the GRCVB. Stephen Jackson, National Sales Manager, attended FEA, a fraternal executives' organization, where he was able to meet with many of the members. Loretta Yingling, National Sales Manager, traveled to Charlotte to meet with the NC Defense Business Association. Jana Rae Oliver, Director of Sales, traveled to St. Louis, taking part in MPI-WEC, an appointment based show and educational congress, bringing back 3 leads, and several more future contacts.

SPORTS MARKETING

July highlights included the USA Baseball Breakthrough Series and the PONY Softball Fastpitch Nationals. The PONY event attracted 159 teams and 7,500 total visitors and was expected to generate 7,500 hotel room nights and more than \$2 million in direct visitor spending. The Raleigh Jaycees were the official tournament host, with primary support from the Town of Cary, which provided all game venues, the Town of Garner and the Greater Raleigh CVB. The Senior Softball USA Eastern Nationals got underway on July 31 at Walnut Creek Softball Complex in Raleigh and continued into August. Mt. Olive College submitted a bid to host the Conference Carolinas Softball Championship at Walnut Creek in April 2013. The GRCVB and the City of Raleigh assisted with the bid. The Bill Dooley / Triangle East chapter of the National Football Foundation hosted its annual Pigskin Preview Luncheon at the Embassy Suites in Cary on July 19. Coaches from the area's five Division I college football programs gathered to make remarks and provide season previews for the crowd of more than 350.

PUBLIC RELATIONS

It was a very busy month for articles and media visits in the Raleigh area. The Communications Department hosted Kimberly Coleman and Nancy Friedman, both social media family and travel writers. Ryan Smith also met with Marlane Bundock, editor of *Convention South* and Veda Gilbert, an Australian journalist touring the South for a food article. The Raleigh area continues to receive praises in the press. *Sports Travel Magazine* highlighted the Raleigh area in a destination feature titled, "Head of the Pack." *Associations Now* highlighted Raleigh, the NC Museum of Natural Sciences and the Nature Research Center in a supplement that accompanied the July 2012 issue.

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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.



Meetings South highlighted Raleigh, Durham and Chapel Hill in an article titled, ‘Tried and True Triangle’ mentioning many Wake County hospitality partners including: Raleigh-Durham International Airport, Tobacco Road Tours, Nature Research Center at the N.C. Museum of Natural Sciences, Taste Carolina Gourmet Food Tours, Triangle Rock Club, The Umstead Hotel and Spa, Raleigh Renaissance North Hills, Raleigh Marriott City Center, Sheraton Raleigh Hotel, Hilton Garden Inn Raleigh/Cary, Hyatt Place Raleigh West and Hampton Inn South Glenwood. *Travel Belles*, a leading online travel magazine, featured Big Ed’s City Market, Market Restaurant, Irregardless Café and Natty Greene’s Pub and Brewing Company in the article ‘Where to Eat in Raleigh.’ Destination Marketing Association International (DMAI) features a monthly blog highlighting tips and trends from the CVB perspective and peer-to-peer commentary from a planner perspective. This month, JR Oliver, GRCVB director of sales, talks about ‘Discovering Your Destination I.D. in Raleigh’ while planner Jim Morgan discusses how the CVB is his primary go-to resource.

SERVICES

The new fiscal year got off to a strong start for us. Groups in house at the RCC included National Agents Alliance Summer Leadership Convention, NC General Baptist Convention Quadrennial, and VMWare. Groups at our other venues were strong and diverse including the Cowboy Mounted Shooting Association at the NC State Fairgrounds/ Jim Hunt Horse Complex, Shades of Pride at the Marriott Crabtree Valley and Visitor Studies Association at the Sheraton Raleigh Hotel (hosted by our museum partners across the county and city). Our shooting skills are not strong so we did not directly participate in the Cowboy event (!), but it drew a great crowd and put a nice finish on a busy summer of horse related events. During July we also met with NC State Fairgrounds staff to discuss how the CVB and their staff can work together even more in the future. This meeting provided an opportunity to talk about recent events as well as creating a foundation for our sales team to work with their promotions staff to actively seek new events for the future. Our summer Customer Care Class was held at the Hampton Inn Midtown with 22 students attending (feedback from the class rated “very satisfied” with the overall course and program for this session). Taxi cab class is now held every other month and the July class included over 50 drivers. As a note, activity in our visitor center was strong for the month although information requests were down some from last year. As it is the first month of the new fiscal year, we will monitor this moving forward to note any potential trends that might develop that impact our operations there. As well, Ambassador hours are down over the same month last year but this is due to 2 factors – less demand for this welcome service at the RCC in the month but also the ability of our intern to work several events for us while our Tourism Ambassadors were on summer vacations.

MARKETING

Invitations were mailed and emailed for GRCVB’s 25th Annual Meeting, to be held Thursday, Aug. 30, at the Raleigh Convention Center. All in the community are invited to attend. Again this year, free strategy sessions for area hospitality businesses and organizations will be offered starting at 10am; the ticketed Annual Luncheon starts at 11:45am. Register for a free session or pay online for luncheon tickets at www.visitRaleigh.com/luncheon. During the month of July, the Marketing Department completed brand strategy work and legal work in preparation for rebranding GRCVB’s Sports Marketing Department as the new Greater Raleigh Sports Alliance (GRSA); the GRSA brand began appearing in placements with sports clients on August 1. Director of marketing Jonathan Freeze attended the Destination Marketing Association International Annual Convention in Seattle, Wash., July 16-19, learning about the latest trends and best practices in destination marketing, some



of which can be applied in Raleigh. Under GRCVB's external advertising plan for the month of July, leisure-related placements appeared on visitnc.com, and meetings-related ads appeared on iaee.com.



**VISITOR INDUSTRY STATISTICAL REPORT
JULY 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from June '11	Wake County	North Carolina	United States
June 2012 Occupancy %	0.0	65.0%	64.8%	70.3%
June 2012 ADR	+3.7%	\$88.27	\$86.56	\$107.45
June 2012 RevPar	+3.7%	\$55.45	\$56.05	\$75.49
2012 YTD Occupancy %	+0.8%	62.4%	57.3%	61.0%
2012 YTD ADR	+4.5%	\$85.91	\$83.23	\$105.13
2012 YTD RevPar	+5.4%	\$53.62	\$47.65	\$64.12

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

	June 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	428,277	2,246,546	+1.7%
Passenger Deplanements	413,174	2,231,154	+1.1%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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	
At RCC (Definite)	14	45	55	60	54	36	17	10	6	7	3	2	2	1	0	1	313
At RCC (Tentative)					7	19	13	16	8	6	3	1	1				74

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	July 2012	YTD	12/13 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	830	830	9463	-87%
Estimated Economic Impact	\$1,754,955	\$1,754,955	\$4,750,000	-64%
Number of Definite Bookings	9	9	15	-40%%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2012	YTD	12/13 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	21,174	21,174	28,292	-24%
Estimated Economic Impact	\$10,596,000	\$10,596,000	\$18,992,000	-44%
Number of Tentative Leads	40	40	44	-10%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	July 2012	YTD	12/13 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	17,392	17,392	8,312	+ 109 %
Estimated Econ Impact	\$5,955,260	\$5,955,260	\$2,750,000	+ 116 %
Number of Definite Bookings	6	6	6	---

VISITOR SERVICES PRODUCTION

	July 2012	FY 12/13 YTD	YTD% Chg
# of Groups Serviced	43	43	0%
# of Visitor Info. Center Visitors	908	908	+2.0%
# of Visitor Inquiries	359	359	-20.0%
# of Ambassador Volunteer Hours	40	40	-24.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite	-	-	-	
Big Rock Sports Dealer Show	1/5-12/14	5,142	3,500	\$2,964,885
Sales Convention Center Definite				
Christian in Action Tradeshow	6/30-7/1/12	2	2,500	\$588,390
NC Assn of School Administrators	3/19-21/13	400	400	\$139,200
TOTAL (A)		5,544	6,400	\$3,692,475

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

North American Table Tennis	8/31-9/2/12	250	400	\$146,625
CASL visitraleigh.com Girls NSS	Nov./Dec. '12	5,000	5,000	\$1,057,500
CASL visitraleigh.com Boys NSS	Nov./Dec. '12	5,000	5,000	\$1,057,500
Great American Cross Country	9/28-29/12	1,400	3,750	\$552,350
Southern Conf. Men's Soccer	11/7-11/12	600	600	\$176,400
SPORTS TOTALS (B)		12,250	14,750	\$2,990,375
Alston Family Reunion	8/10-12/12	50	150	\$26,175
Harvey W. Clark Family Reunion	8/17-19/12	28	100	\$25,680
Star Destinations'	8/26-27/12	25	35	\$6,375
International Antiviral Society – USA	10/24-25/12	7	35	\$5,127
NC Division of Aging and Adult Services	12/3-5/12	40	55	\$17,430



North Carolina Museums Council	3/2-4/13	60	200	\$48,960
North Carolina School Social Workers Association	10/23-25/13	105	300	\$53,460
TOTAL GROUP ©		315	875	\$183,207
Total (A+B+C)		18,109	22,025	\$6,866,057

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Conference Carolinas Softball	4/18-21/13	600	350	\$150,000
GROUP SALES				
American Kennel Club Delegates Meeting	6/7-13/12	387	300	\$178,551
Boehringer Ingelheim South Atlantic Regional POA Meeting	9/17-20/12	180	100	\$50,940
NAACP - NC	10/11- 13/12	360	250	\$100,710
Southern Bloggers Conference	10/11-13/12	60	100	\$22,050
Zipporah Supreme Grand Chapter January 2013	1/11-13/13	20	30	\$5,790
International Technology Regulatory Council	1/27-31/13	155	40	\$35,805
Construction Specifications Institute Southeast	4/4-6/13	150	400	\$116,550
Eagleson Institute	4/11-25/13	140	75	\$46,380
Zipporah Supreme Grand Chapter	8/9-11/13	40	30	\$10,410
Information Systems Security Association	9/8-13/13	645	300	\$178,245
National Association of Women in Construction	4/4-6/14	160	100	\$41,640
GRAND TOTAL		2,297	1,725	\$787,071

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
GROUP SALES		
EPRI - Continuous Emissions Monitoring	1,065	500
Information Systems Security Association International	645	300
NC Community Health Center Association-NC Primary Care Conference	370	250
GROUP TOTAL	2,080	1,050

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA Baseball Extra Innings Chamber Networking Event	Cary (July 2)
USA Baseball 14-U Cup	Cary (July 12)
National Football Foundation Pigskin Preview	Cary (July 19)
USA Baseball Breakthrough Series	Cary (July 23-26)
PONY Softball Fastpitch Nationals	Cary (July 27 – Aug. 2)
Senior Softball-USA Eastern Nat’ls Opening Ceremonies	Raleigh (July 31)
GROUP SALES	
PMPI Executive Committee Meeting	Washington DC (Jul 6)
Fraternal Executive Association	Indian Wells, CA (July 7 -11)
NC Defense Business Association Annual Meeting	Fayetteville, NC (July 11)
MPI-Carolinas Chapter Meeting and Board Meeting	Charlotte, NC (July 12-13)
CESSE	Louisville, KY (Jul 24-27)
MPI-WEC	St. Louis, MO (July 28 -30)