



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

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

August 2013

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 7.8 percent** for the calendar year beginning January-June 2013 compared to the same period of January-June 2012, and **prepared food and beverage tax collections were up 5.6 percent** during the same period.

### GROUP SALES

With 18 definite bookings in July, Group Sales is off to a great start! Over 10,000 room nights totaling over 5 million dollars in economic impact is a super beginning to the new fiscal year. Fifty three leads produced by the team totaled over 29,000 room nights, nearly 11 million dollars in economic impact. Extensive travel schedules were met this month by Group Sales, as well. Stephen Jackson, National Senior Sales Manager, travelled to San Antonio to participate in the Fraternal Executives Association tradeshow and conference. He and Loren Gold, Executive Vice President, travelled to New York City and Boston, participating in industry related events, as well as making sales calls in both cities. Mr. Jackson participated in the CESSE conference in Providence, Rhode Island. Jamie Rice, Regional Director, National Accounts, also attended CESSE. Traveling to Las Vegas to attend MPI-WEC, Jamie was joined by sales team member Malinda Harrell, Associate Director of Sales. Mrs. Harrell also attended the MPI-CC meeting in Charlotte. She is currently President-elect of this organization. Loretta Yingling, National Sales Manager, attended the MPI-CC chapter meeting, as well. Nicole Robinson, Sales Coordinator, and designated GRCVB Sales "Young Professional", along with Mrs. Yingling and Mrs. Harrell, attended the DRA luncheon held in Raleigh.

### SPORTS MARKETING

The GRSA's busy July sports schedule was highlighted by two new events on the Greater Raleigh sports calendar, both taking place over the July 4 holiday weekend. USA Ultimate, the national governing body for the flying disc sport, held its U.S. Open Championship and Convention in Raleigh. Competition took place at the WRAL Soccer Center, with CASL serving as the facility host, while the convention was held at Marriott City Center. The international event attracted 24 teams, including squads from Japan, Denmark, Canada and Colombia. At the same time, the Tobacco Road Summer Showcase, an AAU basketball event, was played at the Raleigh Convention Center and hosted by the Garner Flames Basketball Club. The tournament was played on eight courts in the building's exhibit hall and featured 96 boys and girls teams from throughout North Carolina and the mid-Atlantic states. The Greater Raleigh Sports Alliance was a host partner for both the USA Ultimate and Tobacco Road events. Other notable July events with GRSA support included the 2Hot4 Ice National Games (inline hockey), which attracted more than 100 teams (including 75 from out of town) to the Dreamsports Center in Apex; the Cal Ripken Baseball 12-U Southeast Regional, hosted by the Town of Holly Springs at Womble Park; and the Senior Softball-USA Eastern Nationals, which got underway on July 30 with 56 teams (from as far away as California) at

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the Walnut Creek Softball Complex in Raleigh, hosted by the City of Raleigh, with support from GRSA. Key bookings reported in July included the 2013 Pop Warner Mid-South Football and Cheerleading Championships, which will generate more than 2,200 hotel room nights on Thanksgiving weekend, and the 2014 NCAA Division II Outdoor Track & Field Championships, which will be hosted in May by St. Augustine's University and held on campus at the George Williams Athletic Complex. GRSA staff members were on hand for the 11<sup>th</sup> annual Bill Dooley Triangle/East Pigskin Preview, held at the Embassy Suites Raleigh-Durham/RTP in Cary and featuring the head coaches from NC State, Duke, UNC, NC Central and East Carolina.

## **PUBLIC RELATIONS**

The Communications Department has posted links on the Raleigh in the News section of [visitRaleigh.com](http://visitRaleigh.com) to a handful of positive, national press that was published in July. Ryan Smith worked with each of these publications to promote the area's reputation as a premier leisure, meeting and sports destination. Highlights include: *At Home Memhis & Mid South*, *Business North Carolina*, *Meetings & Conventions*, *Hampton Roads Magazine* and *Southern Living*. A press release on the area hosting more than 7,000 youth athletes over July 4<sup>th</sup> weekend was sent to local media and a release on the area's cultural offerings was sent to regional travel media. The Communications Department worked with the Bureau's Marketing department to help plan a press conference and write a press release on The Raleigh M.A.I.N. Event in September.

## **SERVICES**

If July is a pacesetter month for the year ahead, we are going to have a really busy year in our department. We started out on a very strong note with a total of 70 groups serviced, and strong Visitor Center activity with 1154 walk in visitors and a total of 359 visitor inquiries. July groups over 1000 attendees included General Services Committee at the Hilton N. Raleigh Midtown with 1300 attendees, and Raleigh Convention Center based groups US Association for Computational Mechanics with 1400 attendees and General Baptists of NC (the Women's Baptist Home & Foreign Missionary Conference) with 1600 attendees. Attendance promotions for the month included that for the NC Nursery and Landscape Association which returns back to Raleigh at the RCC for its 2014 Summer Roadshow. Our intern Mirjam Zanon finished her internship with us in early August. Her final project was to create a new Tourism Ambassador Manual. This project will go a long way to help us train new Ambassadors and update our existing volunteer staff.

## **MARKETING**

On July 1, two Marketing Department staffers were promoted into new roles. Derek Allman, formerly GRCVB's Internet marketing manager, assumed the role of senior marketing manager, and Mary Brooks, formerly destination database coordinator, became assistant marketing manager. Both are now working hand-in-hand executing the Bureau's leisure visitor marketing strategy and taking on new responsibilities serving GRCVB's partners. The department also welcomed Jessica Holt as marketing coordinator on July 25. Jessica brings stellar customer service experience from the retail industry (as well as a tourism education) to the new position, in which she will work with GRCVB partners to maintain their info in PIXL/the Bureau's database; she also will coordinate related Internet marketing tasks. The "Music Mania: A summer of wall-to-wall music in Greater Raleigh" ([www.visitRaleigh.com/musicmania](http://www.visitRaleigh.com/musicmania)) leisure visitor campaign continued as concerts and live music festivals entertain visitors to the area night after night. Central to the campaign is the most complete calendar of area live music events readily available to visitors, which contains several hundred events throughout the summer. The "31 Days of Art" leisure visitor campaign also kicked off with a



new landing page ([www.visitRaleigh.com/31days](http://www.visitRaleigh.com/31days)); this campaign is centered on the arts events happening every day during Oct. GRCVB is working with dozens of area arts partners to cross-promote the campaign, arts-related attractions and arts events, to offer giveaways and more. Marketing Department staff are very actively planning for the 2013 GRCVB Annual Meeting, which will be live music-themed and held Thursday, August 29, at the Raleigh Convention Center; invites and e-vites were mailed in July, and registration continues through August 22 at [www.visitRaleigh.com/meeting](http://www.visitRaleigh.com/meeting). Advertising sales for the 2014 Official Visitors Guide to Raleigh, Cary and Wake County closed on August 2; the guide is published annually in partnership with S&A Cherokee, based in Cary. Senior marketing manager Derek Allman attended the Destination Marketing Association of North Carolina's quarterly meeting, July 11-12, in Chapel Hill. Director of marketing Jonathan Freeze attended the Destination Marketing Association International's Annual Convention in Orlando, Fla., July 15-17. Under GRCVB's external advertising plan for the month of July, leisure-related placements appeared on the Collinson Vacation Planning Network, Pandora Internet Radio, shermanstravel.com, Time Warner Cable Media and visitnc.com; GRSA-related placements appeared on sportscommissions.org and in *Sports Destination Management* magazine; and a meetings-related ad appeared on iaee.com.



## VISITOR INDUSTRY STATISTICAL REPORT

July 2013

### HOTEL OCCUPANCY PRODUCTION

	Chg. from June '12	Wake County	North Carolina	United States
June 2013 Occupancy %	+5.6%	68.4%	64.6%	69.6%
June 2013 ADR	+1.4%	\$86.32	\$88.93	\$111.27
June 2013 RevPar	+7.1%	\$59.01	\$57.49	\$77.76
2012 YTD Occupancy %	+1.6%	63.3%	57.8%	61.8%
2012 YTD ADR	+1.6%	\$87.22	\$85.65	\$109.49
2012 YTD RevPar	+3.3%	\$55.20	\$49.54	\$67.69

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 2013	2012/13 YTD	YTD% Chg from 2012
Passenger Enplanements	426,151	2,249,299	+0.1%
Passenger Deplanements	411,928	2,226,307	-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	
At RCC (Definite)	14	45	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

### GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	July 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	10,496	10,496	9,463	+10.9%
Estimated Economic Impact	\$5,288,427	\$5,288,427	\$4,750,000	+11.3%
Number of Definite Bookings	18	18	15	+20.0%

### GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	29,095	29,095	28,292	+2.8%
Estimated Economic Impact	\$10,709,358	\$10,709,358	\$18,992,000	-43.6%
Number of Tentative Leads	53	53	44	+20.5%

### SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	July 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	26,431	26,431	8,562	+208%



Estimated Econ Impact	\$9,116,785	\$9,116,785	\$2,833,333	+ 221%
Number of Definite Bookings	7	7	6	+ 16%

### VISITOR SERVICES PRODUCTION

	July 2013	FY 13/14 YTD	YTD% Chg from 12/13
# of Groups Serviced	70	70	+63.0%
# of Visitor Info. Center Visitors	908	908	+27.0%
# of Visitor Inquiries	359	359	+15.0%

### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
Pop Warner Mid-South FB & Cheer	11/28-30/13	2,250	7,000	\$1,485,050
Big Rock National Sales Meeting	12/2-5/13	600	175	\$138,600
Rock 'n' Roll Marathon Raleigh	4/11-13/14	5,250	14,000	\$1,884,750
Big Rock East 2015	1/5-10/15	5,406	3,700	\$2,685,030
<b>Sales Convention Center Definite</b>				
<b>TOTAL (A)</b>		<b>13,506</b>	<b>24,875</b>	<b>\$6,193,430</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

CASL NSS Girls Shootout	11/8-10/13	5,000	5,000	\$1,057,500
CASL NSS Boys Shootout	11/15-17/13	5,000	5,000	\$1,057,500
NCAA D-II Outdoor T&F Champ.	5/19-25/14	2,925	1,500	\$808,355
<b>SPORTS TOTALS (B)</b>		<b>12,925</b>	<b>11,500</b>	<b>\$2,923,355</b>
Jehovah's Witnesses	7/26-29/12	9,600	10,000	\$4,148,100
Elle k Associates, Inc.	7/5-6/13	14	25	\$4,635
NC Division of Aging and Adult Services	7/29-30/13	10	60	\$8,160
Southeastern Emergency Equipment	8/21-22/13	10	200	\$135,000
Voter Integrity Project	9/13-14/13	30	40	\$8,100
Sertoma, Inc	10/10-12/13	105	100	\$39,465
Bostick Wedding	10/11-13/13	31	70	\$32,760
North Carolina Tactical Officers Association	10/13-15/13	60	150	\$27,900
Burroughs Wellcome Fund	10/23-24/13	12	12	\$2,772
NCSU College of Agriculture & Life Science	11/16-17/13	100	250	\$23,100
ABC Supply Company	3/5-6/14	77	120	\$22,818



NC Division of Aging and Adult Services	3/10-12/14	110	150	\$41,790
Burroughs Wellcome Fund	3/25-26/14	12	12	\$2,772
Burroughs Wellcome Fund	4/7-9/14	20	10	\$4,620
Burroughs Wellcome Fund	4/14-15/14	6	6	\$1,386
Burroughs Wellcome Fund	4/29/14-5/1/14	24	12	\$5,544
NC Council of Community Programs	6/15-17/14	160	350	\$67,380
NC Nursery & Landscape Association, Inc	8/11-15/14	115	2,000	\$712,125
<b>TOTAL GROUP (C)</b>		<b>10,496</b>	<b>13,567</b>	<b>\$5,288,427</b>
<b>Total (A+B+C)</b>		<b>36,927</b>	<b>49,942</b>	<b>\$14,405,212</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>				
None				
<b>GROUP SALES</b>				
NC DPI CTE New Teacher Induction Program	11/4-5/13	200	350	\$63,750
Suez Environment of North America United Water Annual Meeting	2/3-8/14	541	220	\$146,612
Quintiles Sales Manager	2/22-28/14	607	160	\$133,197
NC DPI CTE New Teacher Induction Program	3/4-5/14	200	350	\$63,750
NC Association of Teacher Assistants	4/30-5/4/14	570	400	\$191,340
NC DPI CTE New Teacher Induction Program	6/4-5/14	200	350	\$63,750
Assault Helicopter Company Annual Reunion	6/18-22/14	350	100	\$80,850
NCSU Department of Forestry Progress in Paper Physics Conference	9/22-25/14	645	165	\$167,715
American Association for Blacks in Higher Education 2015	3/16-22/15	352	250	\$168,972
NC Association of Teacher Assistants	4/29-5/3/15	570	400	\$191,340
Radiation Research Society	9/10-17/15	1295	400	\$397,425
Institute for Transportation Research and Education	10/18-23/15	1067	500	\$386,877



American Association for Blacks in Higher Education 2016	3/14-20/16	352	250	\$168,972
NC Association of Teacher Assistants	5/4-5/8/16	570	400	\$191,340
International Association of Black Firefighters	8/6-15/16	925	350	\$329,505
American Association for Blacks in Higher Education 2017	3/20-26/17	352	250	\$168,972
<b>GRAND TOTAL</b>		<b>8,796</b>	<b>4,895</b>	<b>\$2,914,367</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2014 NCAA D-II Outdoor Track & Field Nationals	2,925	1,500
<b>GROUP SALES</b>		
Institute for Transportation Research and Education	1,067	500
NC Community Health Center Association	290	275
Southern Independent Book Sellers Alliance	595	800
<b>GROUP TOTAL</b>	<b>4,877</b>	<b>3,075</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
USA Ultimate U.S. Open and Convention	Raleigh (July 3-7)
Tobacco Road Showcase	Raleigh (July 5-9)
2Hot4 Ice National Games	Apex (July 5-10)
USA Baseball vs. Cuba International Friendship Series	Cary (July 22)
Bill Dooley Triangle/East Chapter Pigskin Preview	Cary (July 25)
Cal Ripken Baseball 12-U Southeast Regional	Holly Springs (July 25-28)
Senior Softball-USA Eastern Nationals	Raleigh (July 30-31)
<b>GROUP SALES</b>	
Fraternal Executive Association	San Antonio, TX (July 6 - 10)
DRA Ladies Luncheon	Raleigh, NC (July 10)
CESSE	Providence, RI (July 16 - 18)
Georgia Chapter of Meeting professionals international Chapter Meeting and Lunch	Atlanta, GA (July 16)
MPI Carolinas Chapter Meeting	Charlotte, NC (July 18-19)
Meeting Professionals International Chapter Leaders Forum	Las Vegas, NV (July 19-20)
Meeting Professionals International World Education Congress	Las Vegas, NV (July 21-24)
New York Sales Mission	New York, NI (July 23)
Boston Sales Mission	Boston, MA (July 24)