



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

AUGUST 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 11 percent for the calendar year beginning January-June 2015 compared to the same period of January-June 2014 and **prepared food and beverage tax collections were up 10.4 percent** during the same period.

GROUP SALES

The sales team started the new fiscal year with a busy month of site visits showcasing Raleigh as a great meeting destination. They toured clients who represented 11 different organizations that have the potential to bring 6,000 attendees and 11,000 room nights to Raleigh. The team obtained 29 signed contracts worth over \$3 million in economic impact and also submitted bids for 30 potential conferences that represent approximately \$8 million in economic impact.

Sales representatives stay relevant in the market by traveling to industry events and tradeshows where they are able to connect and build relationships with their peers and meeting professionals in all markets. Regional director, national accounts, Jamie Rice attended multiple events in the Washington D.C., Maryland, and Virginia area, the Council of Engineering and Scientific Society Executives Annual Convention and the Professional Convention Management Association Capital Chapter Reboot. Rice, along with a representative from the Raleigh Convention Center participated in Meeting Professionals International World Education Conference, in San Francisco, California. This show consisted of world class educational opportunities and an appointment based tradeshow with qualified planners.

Senior national sales manager Stephen Jackson, CMP, represented the GRCVB at the Professional Convention Management Association's Greater Philadelphia Chapter Retreat, in Atlantic City, New Jersey. Jackson also met with clients in Boston, Massachusetts and attended the New England Networking Event.

National sales manager Loretta Yingling, CMP, hosted planners at the Meeting Professionals International Chicago Area Chapter Annual Awards Gala, in Chicago, Illinois.

National sales manager Nicole Robinson attended the N.C. Defense Business Association Chairman's Annual Luncheon in Raleigh. Robinson accompanied by director of sales Malinda Harrell, CMP, learned alongside other planners and suppliers at the Association Executives of North Carolina Annual Meeting, which was immediately followed by the Meetings Professional International Carolinas Chapter Meeting in Durham.



Along with several GRCVB staff members, Harrell attended the Destination Marketing Association Annual Convention, in Austin, Texas.

The GRCVB team takes pride in the connections that are created in our industry that bring more awareness for conferences and events. We never miss an opportunity to tell the “Meet in Raleigh” story, whether in our own backyard or across the globe.

SPORTS MARKETING

The July highlight was a new event on the Greater Raleigh Sports Calendar – the AAU Karate National Championships. The event, held at the Raleigh Convention Center from July 1-4, attracted 1,800 athletes (from four countries and 20 states) and had a total of 4,500 visitors. Those visitors generated 3,937 total hotel room nights and \$1.1 million in direct visitor spending. The Greater Raleigh Sports Alliance has already submitted a formal bid to host the AAU Karate Nationals again in July 2017-18-19. It was a busy month for USA Baseball, which hosted the USA-Cuba Friendship Series, as well as the 14U Cup, the 16U Cup and the 18U Cup at its National Training Complex in Cary. The 2015 Deep South Classic brought 396 teams to Raleigh, creating 8,280 hotel room nights and \$2.2 million in direct visitor spending. The Powerade State Games of NC attracted 11,074 participants from 91 of NC’s 100 counties. The Pigskin Preview, featuring the head coaches of the five area Football Bowl Subdivision college programs, was held July 23 in Cary, benefitting the Bill Dooley Chapter of the National Football Foundation.

PUBLIC RELATIONS

The first month of the fiscal year has been one of the most productive in recent memory in regards to destination media coverage and interest. Throughout the year the Communications Department proactively pitches key media on the people, restaurants, attractions and hotels that make North Carolina’s capital city area a great place to visit or host a meeting. In July there were numerous top-tier media placements from journalists that visited our area including feature articles in: *New York Magazine*, *Delta Sky* magazine, *USA TODAY*, *Simply Buckhead*, *Rejuvenate* magazine and *HotelBusiness.com*. Success was also had in pitching national publications on the opening of the world record-breaking Raleigh Beer Garden and Raleigh's craft beer tourism. *Forbes.com*, *Condé Nast Traveler* and *Paste Magazine* all included write-ups on their online sites.

Speaking of craft beer, the Communications Department successfully showcased the destination's craft beer scene during the Zephyr Adventures Beer Bloggers Pre-Conference last week, July 16-17. Twenty-five beer bloggers toured and tasted various craft beers at Raleigh Brewing Company, Lonerider Brewing Company, White Street Brewing Company, Raleigh Beer Garden and Hibernian Restaurant & Pub in hopes of gaining story ideas for blog articles and other media content.

The Communications Department hosted family travel blogger Kathleen Bunn and her four boys in Raleigh last Thursday as part of their summer #90dayroadtrip series. Life With Four Boys is a parenting site with a strong focus on family-friendly travel and provides live travel coverage to an average of more than 75,000 unique visitors per month.



Director of communications Ryan Smith led a site visit for the Society of American Travel Writers (SATW). During the tour Smith, along with SATW sites chair Kim Mackinnon and SATW meeting chair Beverly Hurley, met with some of the area's restaurant, attraction and special event space partners participating in next April's event in Raleigh, as well as discussed ways to best showcase the area for feature editorial by SATW members.

SERVICES

The service team was off to a strong start for the first month of the new fiscal year. We joined with sales to welcome our new sales/ services coordinator Melanie Martin. Martin is a graduate of Appalachian State and was a past intern of GRCVB. Both teams are working on efficiencies to maximize this shared position. As Melanie acclimates, Gray Henderson, recently promoted to convention services manager, is settling into his new role and starting to work his new servicing role.

Notable groups hosted and serviced during the month included Jehovah's Witnesses at PNC Arena (two weekends of 10,000 attendees each weekend), Mutual Drug Company of NC at the RCC which was the first time for this event after last being in Raleigh twelve years ago, and the Women's Home & Foreign Missionary Conference NC, back for another year at the RCC.

In regard to overall production, the department was one group off from the same month last year for convention arrivals, visitor guide deliveries got an excellent start for the new fiscal year, and visitor information center numbers include running ahead of last year for walk in visitation yet being slightly off on inquiries.

We value the opportunities we have for professional education and July offered the following: Tammy Jeffries met with RDU Taxi GM to discuss the potential for developing a joint education program for RDU Taxi drivers; we hosted a Lunch and Learn for industry partners to participate in an Event Service Professionals Webinar on event security; Tammy and intern Ali Brown attended Carolinas MPI with other GRCVB staff, and Julie was part of GRCVB's contingent at DMAI in Austin. Finally the department hosted our quarterly See For Yourself Tour. This tour was entitled "Museum Mania" and offered the 23 attendees opportunities to tour and "see for themselves" how great our museums truly are. Tammy and Julie both assisted sales staff on several client site visits, and collectively we are investing a lot of time preparing for busy fall arrivals season.

MARKETING

In July, GRCVB opened registration for its 2015 Annual Meeting, Thurs., Aug. 27, at the Raleigh Convention Center. Area hospitality partners may know that, over the last year, the Marketing Department has been working on a substantial tune-up of the destination brand... not a new logo or visual identity but a research project to identify and update Raleigh's key attributes in the visitor channel. This work has led to the development of a revised and integrated strategy for communicating the brand competitively, and the Annual Meeting (both morning session and luncheon) will be themed around the transition to this brand strategy. (Register here: <http://www.visitRaleigh.com/rsvp>.) Also in July, GRCVB launched a destination hashtag campaign encouraging visitors, residents (especially local social media influencers) and hospitality partners to tag inspiring, tourism-related moments and content with #visitRaleigh on Instagram, Twitter and Facebook; the hashtag will allow residents, visitors and hospitality partners to share their energizing and enriching experiences with family, friends and



consumers outside of the destination, inspiring them to plan a Raleigh trip of their own. GRCVB is again offering an official kit of opportunities to area hospitality partners and service providers, as well as event planners, who are interested in advertising their events/products/services to visitors; the online Media Kit for 2015-2016 covers the *Official Visitors Guide to Raleigh, Cary and Wake County* (published by Compass Media), the visitRaleigh.com and visitRaleigh.mobi sites (spots managed by Destination Travel Network), Events Watch e-newsletter and official Visitor Information Center. The Marketing Department hosted its quarterly Wake County Beer Summit with all area breweries (to discuss developments in craft beer tourism) on July 9 at BlackJack Brewing Company. Assistant director of marketing, creative services, Karen DeSollar and senior marketing manager Derek Allman attended the Destination Marketing Association International Annual Convention, July 14-17, in Austin, Texas. The Marketing Department also coordinated and led a quarterly meeting of the Cultural Presenters Forum on July 22 at the Duke Energy Center for the Performing Arts. Under GRCVB's external advertising plan for the month of July, leisure-related placements appeared on tripadvisor.com; GRSA-related placements appeared on sportscommissions.org; and meetings-related placements appeared in AENC's annual directory, *Successful Meetings* magazine and *M&C* magazine and on MPI's online Global Marketplace.



**VISITOR INDUSTRY STATISTICAL REPORT
JUNE 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from June '14	Wake County	North Carolina	United States
June 2015 Occupancy %	-2.5	74.0%	69.5%	73.1%
June 2015 ADR	+3.7	\$96.30	\$97.67	\$121.57
June 2015 RevPar	+1.0	\$71.23	\$67.85	\$88.84
2015 YTD Occupancy %	+3.6	71.4%	62.7%	65.2%
2015 YTD ADR	+4.6	\$95.27	\$93.26	\$119.02
2015 YTD RevPar	+8.4	\$67.99	\$58.47	\$77.57

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 2015

	JUNE 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	462,420	2,335,629	+2.7%
Passenger Deplanements	451,960	2,332,067	+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
At RCC (Definite)	14	45	55	60	54	60	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	July 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	6,885	6,885	10,240	-32.8%
Estimated Economic Impact	\$3,276,283	\$3,276,283	5,140,048	-36.3%
Number of Definite Bookings	29	29	16	+81.3%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	79,340	79,340	30,615	+159.2%
Estimated Economic Impact	\$41,409,643	\$41,409,643	\$20,551,246	+101.5%
Number of Tentative Leads	151	151	47	+221.3%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	July 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	17,787	17,787	8,992	+ 98%
Estimated Economic Impact	\$7,659,133	\$7,659,133	\$2,973,810	+ 157%
Number of Definite Bookings	7	7	6	+ 16%

VISITOR SERVICES PRODUCTION

	July 2015	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	59	59	-2.0%
# of Visitor Information Center visitors	1113	1113	+19.0%
# of Visitor Inquiries	304	304	-25.0%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

This is a new service that we have begun as of October 2014

	July 2015	2015 YTD	YTD % Chg from 14/15
Partners Serviced	60	60	**baseline #s for first year
Visitor Guides Delivered	6354	6354	**baseline #s for first year



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
NC Funeral Directors Association	5/9-11/16	158	100	\$59,325
Association for Computing Machinery	6/22/17-7/2/17	1,205	350	\$729,397
TOTAL (A)		1,363	450	\$788,722

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NC USSSA Girls Eastern Nationals	7/24-26/15	700	1,250	\$199,300
Senior Softball USA Eastern Natl's	8/4-8/15	1,450	1,800	\$512,350
Dynamic Baseball Events	Sept. & Oct. '15	1,800	4,000	\$638,200
Great American Cross Country	10/2-3/15	1,150	2,750	\$321,350
NC Swimming Awards Banquet	10/10/15	15	60	\$5,385
NCAA Men's Basketball 1 st /2 nd Rds	3/14-19/16	11,000	15,000	\$5,105,100
NCAA Baseball D-II World Series	5/18-28/16	1,672	1,000	\$877,448
SPORTS TOTAL (B)		17,787	25,860	\$7,659,133
Revlon Cosmetics	7/4-8/8/15	575	100	\$743,023
The American Board of Anesthesiology, Inc.	7/29-30/15	35	35	\$14,635



Amazon	8/11-15/15	24	8	\$8,560
Agrium	9/8-9/15	15	15	\$6,942
NC Bar Association	9/24-26/15	40	20	\$16,101
Engineers Without Borders	10/2-4/15	98	140	\$95,650
ObesityHelp NC	10/15-18/15	75	50	\$92,946
Poe Center for Health Education	11/6-8/15	20	20	\$8,407
Drifters	11/14-15/15	20	60	\$25,959
North Carolina Academy of General Dentistry	2/4-7/16	170	100	\$92,075
The American Board of Anesthesiology, Inc.	3/6-11/16	225	45	\$57,824
The American Board of Anesthesiology, Inc.	3/6-11/16	400	80	\$102,799
The American Board of Anesthesiology, Inc.	4/3-7/16	400	80	\$92,400
The American Board of Anesthesiology, Inc.	4/3-7/16	180	45	\$51,975
The American Board of Anesthesiology, Inc.	5/1-5/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	5/1-5/16	320	80	\$92,400
The American Board of Anesthesiology, Inc.	6/5-9/16	320	80	\$92,400
The American Board of Anesthesiology, Inc.	6/5-9/16	180	45	\$51,975
The American Board of Anesthesiology, Inc.	6/12-16/16	320	80	\$92,400



The American Board of Anesthesiology, Inc.	6/12-16/16	180	45	\$51,975
Hathaway Family Reunion	8/5-7/16	80	80	\$54,571
The American Board of Anesthesiology, Inc.	9/11-15/16	320	80	\$92,400
The American Board of Anesthesiology, Inc.	9/11-15/16	180	45	\$51,975
The American Board of Anesthesiology, Inc.	9/18-22/16	180	45	\$51,975
The American Board of Anesthesiology, Inc.	9/18-22/16	320	80	\$92,400
NC Council of Deliberation	4/12-16/17	500	200	\$190,298
Total (C)		5,402	1,703	\$2,376,040
Total (A+B+C)		24,552	28,013	\$10,823,895

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
AAU Karate Nationals	2017, '18 & '19	3,900	4,500	\$1,288,580
GROUP SALES				
China Care Foundation	8/30-9/11/15	1,885	145	\$463,598
CSL Behring	9/20-24/15	60	12	\$14,448
Center for Responsive Schools	10/4/2015	3	63	\$5,035
Destination Marketing Association of North Carolina	10/7-8/15	100	120	\$78,626
AICC, The Independent Packaging Association	10/20-21/15	20	20	\$8,988



NC Community College Association of Distance Learning	10/25-27/15	180	300	\$90,720
Youth Advocacy and Involvement Office	11/20-21/15	180	250	\$125,638
Meeting Professionals International - Carolinas Chapter	1/20-21/16	60	120	\$68,659
PeopleFluent	1/22-28/16	845	200	\$287,765
Meeting Professionals International - Carolinas Chapter	3/16-17/16	60	120	\$68,659
Celia Kubis	4/22-23/16	24	100	\$29,771
Myasthenia Grave Foundation	4/30-5/4/16	205	150	\$104,911
Meeting Professionals International - Carolinas Chapter	5/10-13/16	310	150	\$126,196
Meeting Professionals International - Carolinas Chapter	7/13-14/16	60	120	\$55,605
Django Con	8/7-10/16	800	350	\$262,904
Meeting Professionals International - Carolinas Chapter	9/13-15/16	70	150	\$107,037
IDCON	9/18-21/16	134	60	\$50,628
Society for Social Work Leadership in Health Care	9/27-10/1/16	680	300	\$323,964
The Links	10/11-16/16	353	200	\$231,578
Meeting Professionals International - Carolinas Chapter	11/1-3/16	70	120	\$86,476
North Carolina Strawberry Association	11/13-15/16	300	250	\$176,580
Merz Pharmaceuticals	1/8-13/17	1,076	600	\$760,306
North Carolina Rheumatology Association	3/30-4/1/17	153	150	\$72,270
UNC at Chapel Hill- School of Government	5/2-4/17	195	350	\$156,739



Red Knights International Motorcycle Club	5/18-20/17	500	300	\$222,041
Merz Pharmaceuticals	1/7-12/18	1,076	600	\$791,680
Association of Biomolecular Resource Facilities	1/31-2/7/18	1,732	900	\$1,470,485
American Express Corporate Meeting Solutions	2/12-17/18	1,101	850	\$514,656
Minorities in Agriculture Natural Resources and Related Services	3/20-25/18	1,088	450	\$651,969
Delta Chi Fraternity International Convention	7/22-29/18	761	500	\$266,402
GRAND TOTAL		17,981	12,500	\$8,962,914

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
N/A		
GROUP SALES		
NCSU Department of Computers	130	80
NC Department of Transportation	1,100	500
Equine Assisted Growth and Learning Association	770	600
Omicron Delta Kappa	68	26
CASE	1,715	600
Dude Solutions	2,400	1,200
Council of State and Territorial Epidemiologists, CSTE	2,710	1,500
Eclipse Foundation	820	600

TRB Transportation Planning Application	886	350
Computer and Information Society, Inc.	290	120
The Links	353	200
GROUP TOTAL	11,242	5,776

TRADESHOWS & EVENTS

Event Name	Location (Dates)
AAU Karate National Championships	Raleigh (July 1-4)
USA Baseball vs. Cuba Friendship Series	Cary (July 6)
USA Baseball Chamber Networking Event	Cary (July 7)
National Football Foundation Pigskin Preview	Cary (July 23)
GROUP SALES	
CESSE Annual Convention	Norfolk, VA (July 14-16)
DMAI Annual Convention	Austin, TX (July 14-17)
PCMA Chapter Retreat	Atlantic City, NJ (July 20-21)
MPI Chapter Annual Awards Gala	Chicago, IL (July 20)
New England Networking Event	Boston, MA (July 29)
PCMA Capital Chapter Reboot	Washington, DC (July 30)
NCDBA Chairman's Annual Luncheon	Raleigh (July 30)

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