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 pro-actively 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

<table>
<thead>
<tr>
<th></th>
<th>Chg. from June ‘14</th>
<th>Wake County</th>
<th>North Carolina</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2015 Occupancy %</td>
<td>-2.5</td>
<td>74.0%</td>
<td>69.5%</td>
<td>73.1%</td>
</tr>
<tr>
<td>June 2015 ADR</td>
<td>+3.7</td>
<td>$96.30</td>
<td>$97.67</td>
<td>$121.57</td>
</tr>
<tr>
<td>June 2015 RevPar</td>
<td>+1.0</td>
<td>$71.23</td>
<td>$67.85</td>
<td>$88.84</td>
</tr>
<tr>
<td>2015 YTD Occupancy %</td>
<td>+3.6</td>
<td>71.4%</td>
<td>62.7%</td>
<td>65.2%</td>
</tr>
<tr>
<td>2015 YTD ADR</td>
<td>+4.6</td>
<td>$95.27</td>
<td>$93.26</td>
<td>$119.02</td>
</tr>
<tr>
<td>2015 YTD RevPar</td>
<td>+8.4</td>
<td>$67.99</td>
<td>$58.47</td>
<td>$77.57</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>JUNE 2015</th>
<th>2015 YTD</th>
<th>YTD% Change from 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Enplanements</td>
<td>462,420</td>
<td>2,335,629</td>
<td>+2.7%</td>
</tr>
<tr>
<td>Passenger Deplanements</td>
<td>451,960</td>
<td>2,332,067</td>
<td>+2.2%</td>
</tr>
</tbody>
</table>

RALEIGH CONVENTION CENTER INFORMATION

<table>
<thead>
<tr>
<th>Activity by Year</th>
<th>2008</th>
<th>09</th>
<th>10</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
<th>20</th>
<th>21</th>
<th>22</th>
<th>23</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>At RCC (Definite)</td>
<td>14</td>
<td>45</td>
<td>55</td>
<td>60</td>
<td>54</td>
<td>60</td>
<td>58</td>
<td>31</td>
<td>18</td>
<td>13</td>
<td>9</td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>426</td>
</tr>
<tr>
<td>At RCC (Tentative)</td>
<td>3</td>
<td>21</td>
<td>16</td>
<td>11</td>
<td>8</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>66</td>
</tr>
</tbody>
</table>

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

<table>
<thead>
<tr>
<th></th>
<th>July 2015</th>
<th>YTD</th>
<th>15/16 YTD Monthly Goal</th>
<th>Fiscal YTD +/- Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Room Nights</td>
<td>6,885</td>
<td>6,885</td>
<td>10,240</td>
<td>-32.8%</td>
</tr>
<tr>
<td>Estimated Economic Impact</td>
<td>$3,276,283</td>
<td>$3,276,283</td>
<td>5,140,048</td>
<td>-36.3%</td>
</tr>
<tr>
<td>Number of Definite Bookings</td>
<td>29</td>
<td>29</td>
<td>16</td>
<td>+81.3%</td>
</tr>
</tbody>
</table>
# Group Sales Tentative Room Night Production

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

# Sports Marketing Assisted Definite Room Night Production

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

# Visitor Services Production

<table>
<thead>
<tr>
<th></th>
<th>July 2015</th>
<th>FY 15/16 YTD</th>
<th>YTD% Chg from 14/15</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Groups Serviced</td>
<td>59</td>
<td>59</td>
<td>-2.0%</td>
</tr>
<tr>
<td># of Visitor Information Center visitors</td>
<td>1113</td>
<td>1113</td>
<td>+19.0%</td>
</tr>
<tr>
<td># of Visitor Inquiries</td>
<td>304</td>
<td>304</td>
<td>-25.0%</td>
</tr>
</tbody>
</table>

# Visitor Guide Delivery Service to Partners

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

<table>
<thead>
<tr>
<th></th>
<th>July 2015</th>
<th>2015 YTD</th>
<th>YTD % Chg from 14/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners Serviced</td>
<td>60</td>
<td>60</td>
<td>**baseline #s for first year</td>
</tr>
<tr>
<td>Visitor Guides Delivered</td>
<td>6354</td>
<td>6354</td>
<td>**baseline #s for first year</td>
</tr>
</tbody>
</table>
## Convention Center Definite Bookings

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

## Group Sales/Sports Marketing Assisted Definite Bookings

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Meeting Dates</th>
<th>Total Room Nights</th>
<th>Total Attendance</th>
<th>Est. Econ. Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC USSSA Girls Eastern Nationals</td>
<td>7/24-26/15</td>
<td>700</td>
<td>1,250</td>
<td>$199,300</td>
</tr>
<tr>
<td>Senior Softball USA Eastern Natl’s</td>
<td>8/4-8/15</td>
<td>1,450</td>
<td>1,800</td>
<td>$512,350</td>
</tr>
<tr>
<td>Dynamic Baseball Events</td>
<td>Sept. &amp; Oct. ‘15</td>
<td>1,800</td>
<td>4,000</td>
<td>$638,200</td>
</tr>
<tr>
<td>Great American Cross Country</td>
<td>10/2-3/15</td>
<td>1,150</td>
<td>2,750</td>
<td>$321,350</td>
</tr>
<tr>
<td>NC Swimming Awards Banquet</td>
<td>10/10/15</td>
<td>15</td>
<td>60</td>
<td>$5,385</td>
</tr>
<tr>
<td>NCAA Men’s Basketball 1st/2nd Rds</td>
<td>3/14-19/16</td>
<td>11,000</td>
<td>15,000</td>
<td>$5,105,100</td>
</tr>
<tr>
<td>NCAA Baseball D-II World Series</td>
<td>5/18-28/16</td>
<td>1,672</td>
<td>1,000</td>
<td>$877,448</td>
</tr>
<tr>
<td><strong>SPORTS TOTAL (B)</strong></td>
<td></td>
<td><strong>17,787</strong></td>
<td><strong>25,860</strong></td>
<td><strong>$7,659,133</strong></td>
</tr>
<tr>
<td>Revlon Cosmetics</td>
<td>7/4-8/15</td>
<td>575</td>
<td>100</td>
<td>$743,023</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>7/29-30/15</td>
<td>35</td>
<td>35</td>
<td>$14,635</td>
</tr>
<tr>
<td>Organization</td>
<td>Start Date</td>
<td>End Date</td>
<td>First 2 Digit</td>
<td>Last 2 Digit</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>------------------</td>
<td>----------------</td>
<td>---------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Amazon</td>
<td>8/11-15/15</td>
<td></td>
<td>24</td>
<td>8</td>
</tr>
<tr>
<td>Agrium</td>
<td>9/8-9/15</td>
<td></td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>NC Bar Association</td>
<td>9/24-26/15</td>
<td></td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Engineers Without Borders</td>
<td>10/2-4/15</td>
<td></td>
<td>98</td>
<td>140</td>
</tr>
<tr>
<td>ObesityHelp NC</td>
<td>10/15-18/15</td>
<td></td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Poe Center for Health Education</td>
<td>11/6-8/15</td>
<td></td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Drifters</td>
<td>11/14-15/15</td>
<td></td>
<td>20</td>
<td>60</td>
</tr>
<tr>
<td>North Carolina Academy of General Dentistry</td>
<td>2/4-7/16</td>
<td></td>
<td>170</td>
<td>100</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>3/6-11/16</td>
<td></td>
<td>225</td>
<td>45</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>3/6-11/16</td>
<td></td>
<td>400</td>
<td>80</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>4/3-7/16</td>
<td></td>
<td>400</td>
<td>80</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>4/3-7/16</td>
<td></td>
<td>180</td>
<td>45</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>5/1-5/16</td>
<td></td>
<td>225</td>
<td>45</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>5/1-5/16</td>
<td></td>
<td>320</td>
<td>80</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>6/5-9/16</td>
<td></td>
<td>320</td>
<td>80</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>6/5-9/16</td>
<td></td>
<td>180</td>
<td>45</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>6/12-16/16</td>
<td></td>
<td>320</td>
<td>80</td>
</tr>
<tr>
<td>Event Description</td>
<td>Meeting Dates</td>
<td>Total Room Nights</td>
<td>Attendance</td>
<td>Estimated Economic Impact</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>---------------</td>
<td>-------------------</td>
<td>------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>6/12-16/16</td>
<td>180</td>
<td>45</td>
<td>$51,975</td>
</tr>
<tr>
<td>Hathaway Family Reunion</td>
<td>8/5-7/16</td>
<td>80</td>
<td>80</td>
<td>$54,571</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>9/11-15/16</td>
<td>320</td>
<td>80</td>
<td>$92,400</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>9/11-15/16</td>
<td>180</td>
<td>45</td>
<td>$51,975</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>9/18-22/16</td>
<td>180</td>
<td>45</td>
<td>$51,975</td>
</tr>
<tr>
<td>The American Board of Anesthesiology, Inc.</td>
<td>9/18-22/16</td>
<td>320</td>
<td>80</td>
<td>$92,400</td>
</tr>
<tr>
<td>NC Council of Deliberation</td>
<td>4/12-16/17</td>
<td>500</td>
<td>200</td>
<td>$190,298</td>
</tr>
<tr>
<td><strong>Total (C)</strong></td>
<td></td>
<td><strong>5,402</strong></td>
<td><strong>1,703</strong></td>
<td><strong>$2,376,040</strong></td>
</tr>
<tr>
<td><strong>Total (A+B+C)</strong></td>
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<td><strong>24,552</strong></td>
<td><strong>28,013</strong></td>
<td><strong>$10,823,895</strong></td>
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</tbody>
</table>

### BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Meeting Dates</th>
<th>Total Room Nights</th>
<th>Attendance</th>
<th>Estimated Economic Impact</th>
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<tbody>
<tr>
<td><strong>SPORTS MARKETING</strong></td>
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<tr>
<td>AAU Karate Nationals</td>
<td>2017, ’18 &amp; ‘19</td>
<td>3,900</td>
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<td><strong>GROUP SALES</strong></td>
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<td>China Care Foundation</td>
<td>8/30-9/11/15</td>
<td>1,885</td>
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<td>Center for Responsive Schools</td>
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<td>63</td>
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<td>Destination Marketing Association of North Carolina</td>
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<td>AICC, The Independent Packaging Association</td>
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<td>NC Community College Association of Distance Learning</td>
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<td>180</td>
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<td>Youth Advocacy and Involvement Office</td>
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<td>PeopleFluent</td>
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<tr>
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<td>Celia Kubis</td>
<td>4/22-23/16</td>
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<td>9/18-21/16</td>
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<td>1/8-13/17</td>
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<td>UNC at Chapel Hill- School of Government</td>
<td>5/2-4/17</td>
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<td>350</td>
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<tr>
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<td>Total Attendance</td>
<td>Total Cost</td>
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<td>Red Knights International Motorcycle Club</td>
<td>5/18-20/17</td>
<td>500</td>
<td>300</td>
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<tr>
<td>Merz Pharmaceuticals</td>
<td>1/7-12/18</td>
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<td>600</td>
<td>$791,680</td>
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<td>Association of Biomolecular Resource Facilities</td>
<td>1/31-2/7/18</td>
<td>1,732</td>
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<td>American Express Corporate Meeting Solutions</td>
<td>2/12-17/18</td>
<td>1,101</td>
<td>850</td>
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<td>Minorities in Agriculture Natural Resources and Related Services</td>
<td>3/20-25/18</td>
<td>1,088</td>
<td>450</td>
<td>$651,969</td>
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<td>Delta Chi Fraternity International Convention</td>
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<td><strong>GRAND TOTAL</strong></td>
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<td><strong>17,981</strong></td>
<td><strong>12,500</strong></td>
<td><strong>$8,962,914</strong></td>
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**SITE VISITS**

<table>
<thead>
<tr>
<th>Group Name</th>
<th>Total Room Nights</th>
<th>Total Attendance</th>
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</thead>
<tbody>
<tr>
<td><strong>SPORTS MARKETING</strong></td>
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<tr>
<td><strong>GROUP SALES</strong></td>
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<td>NCSU Department of Computers</td>
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<td>NC Department of Transportation</td>
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<td>Equine Assisted Growth and Learning Association</td>
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<td>Omicron Delta Kappa</td>
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<td>Dude Solutions</td>
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<td>Eclipse Foundation</td>
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<tr>
<td>Event Name</td>
<td>Location (Dates)</td>
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<tr>
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<tr>
<td>AAU Karate National Championships</td>
<td>Raleigh (July 1-4)</td>
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<tr>
<td>USA Baseball vs. Cuba Friendship Series</td>
<td>Cary (July 6)</td>
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<tr>
<td>USA Baseball Chamber Networking Event</td>
<td>Cary (July 7)</td>
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<tr>
<td>National Football Foundation Pigskin Preview</td>
<td>Cary (July 23)</td>
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<tr>
<td>CESSE Annual Convention</td>
<td>Norfolk, VA (July 14-16)</td>
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<td>DMAI Annual Convention</td>
<td>Austin, TX (July 14-17)</td>
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<td>PCMA Chapter Retreat</td>
<td>Atlantic City, NJ (July 20-21)</td>
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<td>Chicago, IL (July 20)</td>
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<td>New England Networking Event</td>
<td>Boston, MA (July 29)</td>
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<td>PCMA Capital Chapter Reboot</td>
<td>Washington, DC (July 30)</td>
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<tr>
<td>NCDBA Chairman's Annual Luncheon</td>
<td>Raleigh (July 30)</td>
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