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## Tourism Economic Development Report

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An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

DECEMBER 2009

### WAKE COUNTY CAPSULE

For the tenth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 11.9 percent** and **prepared food and beverage tax collections were up .35 percent** over 2008.

### GROUP SALES

November has been a busy month for the Convention Sales Department. Together, they generated seventy-eight leads, totaling over \$16 million dollars in economic impact, with 32,351 room nights and 34,475 attendees represented in these leads. Stephen Jackson, National Sales Manager, made a presentation to the Raleigh Professional Business Network. He spoke regarding the benefits of utilizing the GRCVB's services, as well as networked with many members of the organization who attend conferences regularly. Kumi Anzalone, National Sales Manager, attended the Potomac MPI Board Meeting, of which she is a member. She also attended the PCMA Capital Chapter meeting, and Service N Sync Day. Malinda Pettaway, Associate Director of Sales, traveled to Atlanta to attend the monthly GAMPI meeting. Loretta Yingling, National Sales Manager, attended both the Board and monthly SGMP meetings. Both Malinda and Loretta were in attendance for the annual AENC Speaker Showcase and MPI Chapter meetings.

### SPORTS MARKETING

November is traditionally one of the busiest months of the year for the sports event industry in Wake County, and this year was no different. The highlight event was the CASL visitRaleigh.com National Soccer Series (NSS), which spans four weekends and brings more than 1,100 teams from throughout the U.S. to the area. The NSS will generate approximately 25,000 hotel room nights and more than \$7 million in direct visitor spending, making it the largest youth sporting event ever hosted in the Triangle. November's sports calendar also featured the City of Oaks Marathon; the ACC men's and women's soccer championships; NCHSAA state championships in volleyball, cheerleading and soccer; and the Nike Cross Country Southeast Regional. Greater Raleigh was represented by the GRCVB's Tori Collins at the United States Specialty Sports Association's national convention, and by Jason Philbeck at the Amateur Softball Association of America's annual meeting. Key bookings in November included the 2010 Deep South Classic (with 6,000 room nights), the 2010 Senior Softball USA Eastern Nationals (1,500 room nights), and the 2011 N.C. State Scholastic Chess Championships (1,000 room nights), which will be held in February of that year at the Raleigh Convention Center. Scott Dupree was a guest speaker at NC State for a group of 50 student-managers who coordinate activities for each of the University's collegiate club sports teams.

### PUBLIC RELATIONS

Ryan Smith traveled to the Wilmington area to meet one-on-one with journalists whose focus is in-state travel, culinary and family getaways. She met with six journalists and has commitments from two of them to write feature stories on the Raleigh area. Work began on a 2010 public relations plan that includes long-lead pitching, in-state and national media missions, in-bound press tours and pro-

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actively pitching major expansions and exhibitions including the new NC Museum of Art.

## **SERVICES**

We hosted several conventions and meetings in November, including RCC based groups: NC Affordable Housing, NC Veterinary Medicine, NC Catholic Schools and Association of Christian Schools/ Carolina VA Conference. It was a busy month in many other respects as well – we assisted Marketing with production of the Services on Site video for visitRaleigh.com; hosted our quarterly Customer Care Hospitality Training class at the NC Museum of Science; and launched a new services outreach program at the Progress Energy Performing Arts Center (we started with Ambassadors on site during key performances of the Broadway Series South events and hope to grow services there for other performances in the future). Approximately 750,000 people attend events at the PAC annually, and this is a great way to orient visitors there to all that the destination has to offer. Tammy Jeffries and Julie Brakenbury taught two classes at NCCU, training approximately 50 students in the role of CVBS and visitor/ convention services. Our Visitor Information Center (VIC) performance for the month was strong with 601 walk in visitors, 344 phone calls, and a total of 884 inquiries fulfilled. 48 Tourism Ambassadors worked a total of 152 volunteer hours with service in the VIC, sports events, conventions and the Performing Arts Center.

## **MARKETING**

On November 16, Bureau staff met with area attractions and hotels for a Fall Marketing Update at Cary's Chatham Hill Winery. Topics included new developments among area attractions ([http://www.visitraleigh.com/meeting\\_planners/downtownupdate](http://www.visitraleigh.com/meeting_planners/downtownupdate)) and new hotel products, public relations and sweepstakes updates and ongoing social media marketing tactics. Local hotels and meeting sites were encouraged to participate in the Bureau-sponsored Destination Marketing Association International (DMAI) empowerMINT.com partnership and in ZSpotCard packaging for transient visitors. All partners were reminded of Official Visitors Guide advertising sales underway and the chance to have an online video produced by Triangle Blvd at 10% off. Throughout the month, GRCVB worked with Raleigh-based Triangle Blvd to launch new destination video clips about area colleges/universities, Carter-Finley Stadium, the N.C. Museum of History, meeting planners on site, on-site services and spectator sports. The Marketing Department launched a new microsite featuring the many holiday-related events taking place in Greater Raleigh, now through New Year's. Visiting friends and family and business and leisure visitors of all kinds (from adrenaline junkies to history buffs) can find events in the area suited to them at <http://www.visitraleigh.com/holiday09/>. Under advertising, GRCVB ran leisure-sweepstakes related ads on the North Carolina News Network, ran a meetings-related ad in Meetings & Conventions magazine's weekly e-newsletter and ran sports-related ads at SportsBusinessDaily.com and SportsBusinessJournal.com.



**VISITOR INDUSTRY STATISTICAL REPORT  
NOVEMBER 2009  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Oct 08	Wake County	North Carolina	United States
Oct 2009 Occupancy %	-4.9%	62.8%	57.4%	58.1%
Oct 2009 ADR	-9.6%	\$80.39	\$83.16	\$99.08
Oct 2009 RevPar	-14.0%	\$50.50	\$47.76	\$57.57
2009 YTD Occupancy %	-9.9%	57.6%	52.7%	56.8%
2009 YTD ADR	-7.4%	\$81.42	\$80.54	\$98.14
2009 YTD RevPar	-16.5%	\$46.87	\$42.42	\$55.70

*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*

	September 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	403,843	3,736,659	-9.0%
Passenger Deplanements	404,677	3,739,787	-9.0%

**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	39	23	17	11	7	4	2	4	2	2	1	2	0	1	174
At RCC (Tentative)		8	17	19	11	8	4	1									68

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	November 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	21,401	57,951	43,750	+26%
Estimated Economic Impact	\$10,975,098	\$31,898,655	\$22,083,333	+31%
Number of Definite Bookings	14	64	70	-8%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	November 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	32,351	144,359	133,330	+9%
Estimated Economic Impact	\$16,066,146	\$155,439,984	\$90,415	+58%
Number of Tentative Leads	78	213	210	+2%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	November 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	10,252	62,742	38,364	+ 63%
Estimated Econ Impact	\$3,122,328	\$18,311,290	\$12,510,000	+ 46%
Number of Definite Bookings	6	30	27	+ 11%

**VISITOR SERVICES PRODUCTION**

	November 2009	FY 09/10 YTD	YTD% Chg from 08/09
Number of Groups Served	38	180	2.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
N.C. Scholastic Chess Champ.	2/18-20/11	1,000	1,100	\$199,000
<b>GROUP TOTAL (A)</b>		<b>1,000</b>	<b>1,100</b>	<b>\$199,000</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
City of Oaks Marathon	10/30-11/1/09	1,500	3,000	\$523,500
NCAA Soccer Second-Round	11/21-23/09	60	1,000	\$135,340
USA Baseball Preseason Tournament	2/18-21/10	192	140	\$53,488
Deep South Classic	4/15-18/10	6,000	5,000	\$1,434,000
Senior Softball USA Eastern Nat'l	8/2-8/10	1,500	1,600	\$777,000
<b>SPORTS TOTALS (B)</b>		<b>9,252</b>	<b>10,740</b>	<b>\$2,923,328</b>
Christian Congregation of Jehovah Witnesses	7/31-8/2/10	19,200	20,000	\$7,904,000
<b>GROUP SALES TOTAL (C)</b>		<b>19,200</b>	<b>20,000</b>	<b>\$7,904,000</b>
<b>GRAND TOTAL (A,B,C)</b>		<b>29,452</b>	<b>31,840</b>	<b>\$11,026,328</b>

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

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
2010 National Black Heritage Swim.	5/29-30/10	1,200	1,750	\$580,000
2011 ISA/Sr. Softball Convention	11/29-12/3/11	250	150	\$75,000
<b>GROUP SALES</b>				
NC Conference for Women	11/9-11/10	65	3,000	\$358,410



Symposium of the Application of Geophysics	2/15-18/11	800	325	\$290,100
Kappa Alpha Psi Middle Eastern Province 2011	4/7-10/11	150	200	\$82,035
Council for Entrepreneurial Development	4/26-28/11	200	600	\$163,200
Electric Power Research Institute Plug-Inn 2011	5/1-5/11	740	850	\$451,740
USPHS Scientific & Training Symposium	6/2-11/11	2,100	1,200	\$1,222,200
Mine Safety & Health Administration	9/12-16/11	2,600	1,800	\$1,021,800
American Trucking Association – TMC	9/17-22/11	1860	700	\$546,660
NC Association of Health Underwriters	4/16-18/12	466	700	\$215,286
Society of American Foresters	10/14-21/12	2,595	1,400	\$1,254,645
NC Association of Health Underwriters	4/16-18/13	466	700	\$215,286
Omega Psi Phi 6 <sup>th</sup> District	4/24-28/13	515	500	\$259,365
Society of American Foresters	11/3-10/13	2,620	1,400	\$1,260,420
USDA-NRCS 2010 Training	Multiple Dates	150	30	\$34,650
<b>GRAND TOTAL</b>		<b>15,327</b>	<b>15,305</b>	<b>\$7,579,509</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2010 NCAA Baseball Division II World Series	1,800	1,000
<b>GROUP SALES</b>		
Society for Vertebrate Paleontology	2,085	1,200
Intl Microelectronics and Packaging Society	1,630	3,000
IEEE International Symposium of Electromagnetic Compatibility	2,000	1,700
Association of Parks & Recreation Deans	60	30
<b>GROUP TOTAL</b>	<b>7,575</b>	<b>6,930</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
City of Oaks Marathon	Raleigh (Nov. 1)
CASL visitRaleigh.com National Soccer Series	Raleigh (November)
ACC Women's Soccer Championship	Cary (Nov. 4-8)
ASA Softball National Convention	Reno, NV (Nov. 8-11)
ACC Men's Soccer Championship	Cary (Nov. 10-15)
Sports Council Quarterly Event	Raleigh (Nov. 11)
NC Sports Association Board Meeting	Greensboro (Nov. 13)
USSSA National Convention	Temecula, CA (Nov. 17-20)
Nike Cross Nationals Southeast Regional	Cary (Nov. 28)



<b>GROUP SALES</b>	
PCMA Service N Sync Day	Fort Belvoir, VA (Nov. 12)
PCMA Capital Chapter Annual Meeting	Washington DC (Nov. 11)
PMPI Board Meeting	Washington DC (Nov. 18)
Raleigh Professional Business Network Presentation	Raleigh, NC
AENC Speaker Showcase	Raleigh, NC
GAMPI	Atlanta, GA
NC SGMP	Durham, NC