



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

DECEMBER 2010

WAKE COUNTY CAPSULE

For the tenth month of calendar year 2010, Wake County **hotel occupancy tax collections were up 6.6 percent** and **prepared food and beverage tax collections were up 2.4 percent** over 2009.

GROUP SALES

The Convention and Group Sales Department was busy again in the month of November, bringing thirty seven leads to the table, with an economic impact of \$34,975,000. With twelve definite bookings this month, totaling \$2,076,279 in economic impact, it seems Raleigh is on the meeting planners' radar. Kumi Anzalone, Regional Director spread the word about Raleigh at several Industry events in the month of November, PCMA Service N Sync Day, PMPI Member Recruitment Event, PMPI Industry Alliances Committee Meeting, PMPI Educational Event and a Joint Industry Reception with PCMA Leadership all in the Washington DC and Northern VA area. Malinda Pettaway, Associate Director of Sales and Loretta Yingling, National Sales Manager continued to share the "Meet in Raleigh" message in the Carolina's, by attending the Association Executives of NC 7th annual Speaker's Showcase, at the Hilton North Raleigh and Meeting Professionals International Carolinas Chapter Business and Board Meeting, held in Greenville, SC. Malinda and Loretta are both serving in leadership roles within these organizations.

SPORTS MARKETING

November was a huge sports month in Greater Raleigh. Highlights included the Atlantic Coast Conference men's and women's soccer championships, the start of the CASL visitRaleigh.com National Soccer Series, the NCAA Division II Cross Country Atlantic Regional, the Nike Cross Country Southeast Regional, and NCHSAA state championships in volleyball and cheerleading. The first of the NHL All-Star street pole banners are now on display around the RBC Center. By the first week of January, approximately 400 banners will be visible in nine different geographic regions throughout Wake County. More than 1,000 prospective volunteers showed up at the RBC Center on Nov. 10 for the first official volunteers meeting for the 2011 NHL All-Star Weekend. November bookings were highlighted by the 2011 Deep South Classic, which is scheduled for April 15-17 on the campuses of NC State, UNC and Duke. The event is expected to bring 228 teams and generate nearly 8,000 hotel room nights. GRCVB sports marketing officials attended the ASA National Softball Convention and the USSSA National Convention. GRCVB hosted a site visit for the 2011 Pop Warner Mid-South football and cheerleading championships.

PUBLIC RELATIONS

The media was kind to the Raleigh area this month with some great coverage on numerous topics. The *New York Times TTravel Magazine* labeled Raleigh-Durham 'North Carolina's Axis of Cool' in a recent feature. Raleigh Denim, King's Barcade, NC Museum of Art, Raleigh Rickshaw, LocoPops and Vintage21 were featured. The November issue of *Successful Meetings* highlighted North Carolina in a Southeast Marketplace feature. Greater Raleigh hospitality partners mentioned throughout the article included: The Raleigh Convention Center, Raleigh Marriott City Center,



Sheraton Raleigh Hotel and RDU International Airport. The *Triangle Business Journal* covered the increase in September Occupancy Rates and upcoming sporting events in two separate stories in their online editions and The Raleigh Convention Center was featured in an article November issue of *Meetings South* titled, 'Goodbye, Rubber Chicken.' The article emphasizes how convention center cuisine is no longer an oxymoron. The Communications Department wrote and distributed a release to national meeting trades on the Raleigh Convention Center's continued commitment to sustainability by announcing the installation of solar panels on the roof of the building and the increase in Occupancy figures for September and October in three separate releases. A release was also distributed on the Bureau's prestigious win of a 2010 Silver Davey Award for the Greater Raleigh Video Gallery. Work began on a 2011 public relations plan that includes long-lead pitching, in-state and national media missions, in-bound press tours and pro-actively pitching major expansions and exhibitions.

SERVICES

Arriving conventions and meetings typically start to slow down this time of year, and while that is true this year for November, we are up over *last* year by 1% for year to date activity. November groups at the RCC were strong and included two first time groups (International Microelectronics & Packaging Society/ IMAPS and Sigma Xi Annual Research and Technology Conference) and two repeat groups (NC Veterinary Conference and Association of Christian Schools). In the way of other activity, the VIC is maintaining strong numbers: 2,908 walk in visitors and 4,760 visitor inquiries; Tourism Ambassadors contributed 119.5 hours to our staffing of events and at the Visitor Information Center. December slows down in terms of arrivals, but we will use the time to prepare for first quarter 2011 groups and anticipate a busy time in the VIC with holiday visitors.

MARKETING

In November, the Greater Raleigh Video Gallery won a silver award in the 2010 Davey Awards competition. The Davey Awards is an international creative award focused exclusively on honoring outstanding creative work from the best small firms worldwide. The video gallery was singled out for the honor from among 4,000 entries from in-house creative professionals, ad agencies, interactive agencies, design firms and public relations firms. During the month, six videos debuted at the video gallery (<http://video.visitraleigh.com>): Greater Raleigh melting pot, Greater Raleigh Visitor Information Center, Knightdale, Reynolds Coliseum, special events and Wake Forest. On November 5, Director of Marketing Jonathan Freeze attended the board meeting of the Destination Marketing Association of North Carolina, held in Wilson. On November 17-18, Freeze and Director of IT Vimal Vyas attended the Internet Summit at the Raleigh Convention Center, bringing back fresh ideas and new best practices in Internet marketing. The GRCVB launched the Jolly Raleigh Holiday microsite featuring special holiday events for every travel personality; check out the site and see all the festive things happening for visitors and residents in Greater Raleigh this holiday season at <http://www.visitRaleigh.com/jollyraleighholiday>. The Marketing Department also revised and updated the /group/ travel section of [visitRaleigh.com](http://www.visitRaleigh.com). On November 8, new hire Michael Robson joined the Marketing Department as destination database coordinator. The Bureau recently partnered with ASAE: The Center for Association Leadership to beta-test ASAE's new video advertising options for sponsors. The Bureau's ASAE-produced billboard and post-roll ads appear on a video in ASAE's online video library. Additionally under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media, and banner ads ran on the "About NC" Journey on visitnc.com to attract leisure interest and visitation. The visitnc.com ads highlight two aspects of the area's "So much to see!" assets—Greater Raleigh's burgeoning breweries and its live music venues.



A meetings-oriented sponsorship by GRCVB headlined a November 17 regional webinar on ROI hosted by Meetings Media. Sports marketing print ads ran in *Sports Destination Management* and *Sports Travel* magazines; online ads ran on SportsBusinessDaily.com and SportsBusinessJournal.com.



**VISITOR INDUSTRY STATISTICAL REPORT
NOVEMBER 2010
HOTEL OCCUPANCY PRODUCTION**

	Chg from Oct 09	Wake County	North Carolina	United States
Oct. 2010 Occupancy %	+14.2%	70.9%	61.8%	61.3%
Oct. 2010 ADR	-1.5%	\$79.75	\$84.07	\$100.89
Oct. 2010 RevPar	+12.5%	\$56.52	\$51.92	\$61.89
2010 YTD Occupancy %	+4.8%	60.0%	55.3%	59.2%
2010 YTD ADR	-2.3%	\$79.80	\$80.00	\$98.22
2010 YTD RevPar	+2.2%	\$47.84	\$44.26	\$58.13

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 2010

	October 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	411,232	3,778,616	+1.1%
Passenger Deplanements	412,473	3,776,286	+0.9%

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	n.a	
At RCC (Definite)	14	45	54	47	26	14	8	6	4	4	1	1	1	1	0	1	227
At RCC (Tentative)			13	20	10	12	5	3	3	2	2	2					72

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	November 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,263	40,990	43,750	-8%
Estimated Economic Impact	\$2,076,279	\$20,907,474	\$22,083,333	-4%
Number of Definite Bookings	12	97	70	+38%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	November 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	37,840	86,784	133,330	-34%
Estimated Economic Impact	\$34,975,380	\$56,823,296	\$90,415,000	-37%
Number of Tentative Leads	37	151	210	-27%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	November 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	10,031	69,892	38,333	+ 82%
Estimated Econ Impact	\$2,674,559	\$27,644,820	\$12,499,800	+ 121%
Number of Definite Bookings	4	24	27	-11%

VISITOR SERVICES PRODUCTION

	October 2010	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Served	23	182	+1.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Kappa Alpha Psi	4/6-10/11	235	200	\$110,445
Campbell University	5/17-20/11	880	400	\$238,380
United Methodist Church	6/13-18/11	1,450	1,600	\$978,450
TOTAL (A)		2,565	2,200	\$1,327,275

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2010 WRAL Wrestling Tourn.	12/17-18/10	300	600	\$130,700
2011 Tobacco Road Marathon	3/18-20/11	750	1,500	\$245,500
2011 Deep South Classic	4/15-17/11	7,500	6,000	\$1,742,500
2011 U.S. Lacrosse Regional	6/14-19/11	1,481	2,000	\$555,859
SPORTS TOTALS (B)		10,031	10,100	\$2,674,559
HelmsBriscoe	10/25-27/10	10	12	\$3,480
Pacific Northwest National Lab.	12/1-3/10	33	14	\$8,091
EPA	3/29-1/11	195	120	\$64,350
Ridgeway Family & Friends Reunion	7/22-24/11	20	100	\$25,680
Alternating Hemiplegia of Childhood Foundation (AHCF)	7/20-24/11	200	150	\$93,000
International Nippon Collectors Club	8/1-6/11	180	100	\$80,190
Top Ladies of Distinction, Inc.	3/15-18/12	390	400	\$218,790



Caller Lab - International Assoc. of Square Dance Callers	3/21-27/13	423	300	\$227,583
TOTAL GROUP (C)		1,451	1,226	\$749,004
Total (A+B+C)		14,047	13,526	\$4,730,018

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2011 ASA 18U Regional	June TBD	500	1,000	\$150,000
2011 ASA 16U Regional	June TBD	500	1,000	\$150,000
Top Gun Baseball Spring Nat'ls	TBD 2011	1,440	2,800	\$300,000
2012 ASA Junior Olympics	6/22-24/12	500	1,000	\$150,000
GROUP SALES				
American Association of Physicists in Medicine (AAPM)	3/16-18/11	80	50	\$20,820
Alpha Phi Alpha Regional Overflow	3/24-27/11	620	400	\$236,820
Christian Methodist Episcopal Spring Convocation 2011	3/31-4/2/11	60	350	\$122,670
Lenovo	4/3-6/11	1,232	600	\$387,084
Midnight Gaming Group	5/11-14/11	185	2,000	\$709,635
Lego Kid's Fest	6/22-27/11	225	40,000	\$15,011,025
National Association of Home Builders	10/11-14/11	350	200	\$105,420
Carolina Farm Stewardship Association	12/1-12/4/11	245	800	\$239,520
Going Beyond Conference	1/27-28/12	910	2,500	\$947,310
Delta Sigma Theta Charity Ball 2012	2/18/12	30	1,000	\$120,420
American Express Corporate Meeting Solutions	3/28-3/31/12	1,568	850	\$483,303
Southeast Association for Telecommunications Officers	3/31-4/4/12	290	125	\$66,990
Society for Industrial and Applied Mathematics	4/2-4/12	550	400	\$331,800
NCGOP	5/31-6/3/12	290	1,400	\$503,985
Christian Methodist Episcopal Carolina Regional Conference	7/15-20/12	775	500	\$380,850
Association of Biomolecular Resource Facilities	2/19-26/14	2,070	900	\$764,820
GEO National Conference	3/20-27/14	1,080	600	\$413,280
GRAND TOTAL		13,500	58,475	\$21,595,752

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2011 Pop Warner Mid-South Championships	2,850	7,000
2011 NHL All-Star Weekend	8,900	20,000
GROUP SALES		
Delta Sigma Theta	30	1,000
Shaw University UNCF Fundraiser	25	500
Church of Christ 9Holiness) USA	125	300
Alternating Hemiplegia Childhood Foundation	200	150
Asheboro/Randolph County Chamber Planning Retreat	110	100
Small Business Technology Development Center	150	600
GROUP TOTAL	12,390	29,650

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
ACC Women's Soccer Championship	Cary (Nov. 3-7)
Greater Raleigh Sports Council Steering Committee	Raleigh (Nov. 4)
CASL visitRaleigh.com National Soccer Series	Wake County (November)
NCHSAA State Volleyball Championships	Raleigh (Nov. 6)
City of Oaks Marathon	Raleigh (Nov. 7)
ASA Softball Convention	Shreveport, LA (Nov. 7-10)
2011 NHL All-Star Local Organizing Committee	Raleigh (Nov. 9)
N.C. Sports Association Board Meeting	Raleigh (Nov. 9)
ACC Men's Soccer Championship	Cary (Nov. 9-14)
USSSA National Convention	Daytona Beach (Nov. 16-19)
Greater Raleigh Sports Council Quarterly Event	Raleigh (Nov. 17)
NCAA DII Cross Country Atlantic Regional	Cary (Nov. 20)
Nike Cross Country Southeast Regional	Cary (Nov. 27)
GROUP SALES	
American Institute of Architects Industry Reception	Washington, DC (Nov 2)
American Public Transportation Association Happy Hour	Washington, DC (Nov 2)
PCMA Service N Sync Day	Fort Belvoir, VA (Nov 4)
Vertical Market Meeting w/partners	Raleigh, NC (Nov 8)
PMPI Member Recruitment Event	Washington, DC (Nov 9)
AENC Board of Directors Meeting	Durham, NC (Nov 9)
AENC Speakers Showcase	Raleigh, NC (Nov 10)
PMPI Industry Alliances Committee Meeting	Arlington, VA (Nov 10)
MPI/GMIC Sustainability Event Measurement Tool	Alexandria, VA (Nov 11)



Webinar	
Redskins Game with IMAPS	Washington, DC (Nov 15)
PMPI Educational Event	Alexandria, VA (Nov 17)
Joint Industry Reception with PCMA Leadership	Alexandria, VA (Nov 17)
MPI-CC Board and Chapter Meeting	Greenville, SC (Nov 18-19)
Groundbreaking of International Chef's Academy	Morrisville, NC (Nov 30)