



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

DECEMBER 2011

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 13.1 percent for the calendar year of January-October 2011 compared to January-October 2010, and **prepared food and beverage tax collections were up 5.3 percent** during the same period.

GROUP SALES

Convention Sales continues to produce outstanding numbers during the start of the Holiday Season. With 34 leads totaling over \$15,226,659 in economic impact, November was a stronger month than anticipated. With 15 definite pieces of business signed totaling over \$3,882,000 in definite economic impact, the goals of the department are being reached and surpassed. Travel this month for the department included Stephen Jackson, National Sales Manager, who spent time at the Rejuvenate Trade Show in San Jose, California. Stephen was joined by RCC and Marriot City Center partners. He also traveled to Las Vegas to attend the Black Coalition of Meeting Planners, of which he is a committee member. Kumi Anzalone, Regional Director/National Accounts, in the Washington DC office attended the PMPI Board Meeting, Educational Event, and After Hours event. Kumi is currently President of the PMPI Chapter. Loretta Yingling, National Sales Manager, and Malinda Pettaway, Associate Director of Sales, attended the AENC Board meeting, as well as Speaker's Showcase. They both attended the Carolinas Chapter MPI Board and Chapter Meetings. Both sales team members currently, as well as previously serve on committees and hold board positions.

SPORTS MARKETING

November typically ranks among the busiest months on the local sports calendar, and 2011 was no different. Key events with GRCVB involvement included the CASL visitRaleigh.com National Soccer Series (NSS), which was held over three November weekends (plus the first weekend of December). Combined, the four NSS events brought nearly 1,000 youth soccer teams to the Raleigh area, generating more than 25,000 hotel room nights and about \$7.5 million in direct visitor spending. The NSS annually ranks as the largest youth sporting event ever held in the Triangle. The Atlantic Coast Conference women's and men's soccer championships were held on successive weekends at WakeMed Soccer Park, hosted by the the Town of Cary, CASL and the Greater Raleigh CVB. Champions this year were the Florida State women and the North Carolina men. And the soccer didn't end there, as the N.C. High School Athletic Association conducted its men's championships in all four classifications at WakeMed Soccer Park. The NCHSAA also held its volleyball (Reynolds Coliseum) and cheerleading (Raleigh Convention Center) championships in November. The City of Raleigh hosts more NCHSAA state championships (12) than any other city. A couple of key events helped to fill hotel rooms and area restaurants over the Thanksgiving holiday weekend. The Pop-Warner Mid-South Football and Cheerleading Championships brought more than 6,000 total visitors to the area (including 3,000 cheerleaders), while the **Nike Cross Country**

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Southeast Regional featured more than 900 elite runners. Combined, the two events generated more than 3,200 hotel room nights, and more than \$1.5 million in direct visitor spending. The GRCVB coordinated a Triangle bid to host the State Games of North Carolina for selected years between 2013 and 2020. Bid partners were the Durham Chamber of Commerce, City of Raleigh, Town of Cary, City of Durham, Durham County, NC State, Duke, and NC Central universities. A presentation was made to the N.C. Amateur Sports Board of Directors on Nov. 30. A decision on future State Games sites is expected soon. Jason Philbeck attended the Amateur Softball Association's annual convention in Myrtle Beach. Scott Dupree was the guest lecturer at Dr. Coyte Cooper's sports administration graduate class at UNC-Chapel Hill.

PUBLIC RELATIONS

The Communications Department is pleased to report a very successful month in terms of positive media coverage for the Raleigh area. The Destination ID Media Familiarization Tour, hosted in late October, has already produced more than 13 print and online articles and numerous tweets and retweets by participating journalists. This was a very successful Media Familiarization Tour and thank you to all participating partners. The Raleigh area also received positive coverage in the December issue of *Wrightsville Beach Magazine* and in *Group Tour Magazine*. Ryan Smith, director of communications, attended a PRSA Luncheon titled, The Changing Face of New Media, where leading area journalists spoke about how the media landscape is changing. Smith also attended a public relations meeting with a committee working on the public relations opportunities for the new Nature Research Center at the NC Museum of Natural Sciences. Smith also met with local travel writer Carolyn Bass Burns who recently moved to the area.

SERVICES

While late fall usually puts us in a time with fewer convention and meeting group arrivals, this November was quite busy. Total groups serviced year to date are running 11% ahead of the same period for 2010. RCC based groups for the month included NC Veterinary Society (1077 attendees), Sigma Xi (700), and The Lutheran Church/ Missouri Synod (800). GRCVB's Visitor Information Center is running slightly more than 50% ahead of last year walk in visitor numbers, although our visitor inquiries are behind last year by 13% (largely due to the fact that last year GRCVB was in the midst of the "Get Off Your County Seat" promotion which spurred large visitor inquiry responses). Additional activity during the month included hosting the local host committee for the American Massage Therapy Association for a planning visit, as well as numerous client appointments.

MARKETING

The Marketing Department announced its Fall Marketing Update Meeting sessions for area hotels, attractions and restaurants, all being held December 8-9 at the N.C. Museum of Natural Sciences. The quarterly meeting format provides an opportunity for updates on partnership marketing initiatives into 2012. Also, area attractions, hotels and restaurant groups were asked to complete GRCVB's Partner Marketing Survey in November; results will be summarized and presented December 8-9. GRCVB's annual holiday page, showcasing the area's holiday deals and major events for visitors during this special season, went live at <http://www.visitRaleigh.com/holiday/>. This is a great place to send visiting friends, relatives and business patrons who are looking for local things to see and do during the next month and for New Year's Eve. Ad sales are well underway for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published mid-2012; the advertising media kit is available online (http://www.visitRaleigh.com/pdf/VisitRal2012_MediaKit.pdf). Under GRCVB's advertising plan for the month of November, leisure-oriented ads ran on the



Vacation Planning Ad Network/e-newsletter, on visitnc.com and in AAA Carolina's *GO* magazine, in AirTran's *GO* magazine and in *Southern Living* magazine; a sports-related ad appeared in *Sports Destination Management* and *Sports Travel* magazines; and meetings-related display ads ran in *Meetings South* and *Successful Meetings* e-newsletters, on successfulmeetings.com and in *Meetings & Conventions* magazine.



**VISITOR INDUSTRY STATISTICAL REPORT
NOVEMBER 2011
HOTEL OCCUPANCY PRODUCTION**

	Chg from Oct. '10	Wake County	North Carolina	United States
Oct. 2011 Occupancy %	-6.1%	66.4%	62.1%	63.1%
Oct. 2011 ADR	+7.3%	\$85.49	\$86.68	\$104.99
Oct. 2011 RevPar	+0.7%	\$56.79	\$53.83	\$66.20
2011 YTD Occupancy %	+5.6%	63.2%	57.7%	61.8%
2011 YTD ADR	+3.5%	\$85.52	\$82.26	\$101.85
2011 YTD RevPar	+9.2%	\$52.19	\$47.48	\$62.93

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 2011

	October 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	412,907	3,809,535	+0.8%
Passenger Deplanements	412,266	3,828,838	+1.5%

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	55	60	34	14	16	7	6	4	3	2	2	1	0	1	264
At RCC (Tentative)				6	20	17	8	6	3	2	1	1					64

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	Nov. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	7,313	54,155	45,065	+17%
Estimated Economic Impact	\$3,882,936	\$27,732,324	\$22,745,835	+20%
Number of Definite Bookings	15	89	75	+24%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	Nov. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	19,017	141,950	137,335	+5%
Estimated Economic Impact	\$15,226,659	\$93,910,113	\$93,130,000	+1%
Number of Tentative Leads	34	210	215	-



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	Nov. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	10,250	68,877	39,583	+ 74%
Estimated Econ Impact	\$4,261,000	\$22,160,378	\$12,916,460	+ 71%
Number of Definite Bookings	2	31	28	+ 11%

VISITOR SERVICES PRODUCTION

	November 2011	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	30	202	+11.0%
# of Visitor Info. Center Visitors	705	4,407	+50.0%
# of Visitor Inquiries *	403	1905	-13.0%
# of Ambassador Volunteer Hours	75	408	Baseline yr for tracking

*GRCVB experienced stronger visitor inquiries #'s for LY due to the "Get Off Your County Seat" promotion!

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Wolfpack Open Wrestling	11/11-13/11	250	400	\$71,000
Sports Convention Center Definite		250	400	\$71,000
Sales Convention Center Definite				
NC Community College Association of Distance Learning	11/6-8/11	180	300	\$90,720
Helms Briscoe	2/17-18/12	250	1,500	\$373,650
NC Healthcare Facilities Association	2/18-22/12	1,303	870	\$493,809
NAACP Southeast Region	3/20-25/12	867	500	\$311,427
Raleigh First Assembly/Truth Culture Raleigh	11/9-10/12	400	2,500	\$338,100
Omega Psi Phi Fraternity Inc.	4/25-28/13	515	500	\$259,365
Raleigh First Assembly/Truth Culture Raleigh	11/8-9/13	400	2,500	\$338,100
Southern Assn of Collegiate Registrars & Admissions Officers	2/14-19/14	1,320	600	\$480,420
Raleigh First Assembly/Truth Culture Raleigh	11/7-8/14	400	2,500	\$338,100
Raleigh First Assembly/Truth Culture Raleigh	11/13-14/15	400	2,500	\$338,100
TOTAL (A)		6,285	14,670	\$3,432,791



GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2012 PONY Softball Nationals	7/27-8/3/12	10,000	10,000	\$4,190,000
SPORTS TOTALS (B)		10,000	10,000	\$4,190,000
NC Association of Electric Cooperatives	11/1-4/11	104	60	\$29,991
EUE/Screen Gems Studios	11/8-10/11	160	100	\$41,640
ScienceOnline	1/18-22/12	425	450	\$250,275
American Kennel Club	6/8-13/12	549	300	\$172,449
Association Executives of North Carolina	5/5-7/13	40	100	\$26,790
TOTAL GROUP (C)		1,278	1,010	\$521,145
Total (A+B+C)		17,563	25,680	\$47,115,368

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Top Gun Baseball Spring National	4/20-22/12	1,400	2,880	\$416,000
ISA/USSSA Nat'l Convention	Dec. 2013	215	150	\$72,000
GROUP SALES				
Atrium Windows and Doors	1/25-28/12	85	50	\$24,900
NC District Attorneys Association Governor's Highway Safety Conference	2/26-29/12	750	600	\$278,550
Iota Phi Theta Eastern Regional Meeting	4/19-22/12	80	300	\$111,495
Transformers BotCon	4/22-29/12	775	2,000	\$1,425,075
AT&T Shareholders Meeting	4/23-27/12	320	300	\$214,788
2012 My Now Leadership Conference	5/17-21/12	170	200	\$97,770
National Council for International Visitors	6/4/9/12	195	115	\$74,295
Carolinas Association of Chambers of Commerce Executives Annual Meeting	7/11-13/12	100	100	\$34,800
Chandler Family Reunion	7/13-15/12	100	60	\$25,440
Greater Church of Deliverance Holy Convocation	9/30-10/5/12	300	600	\$455,400
International Association of Wildland Fire	2/8-22/13	1,620	500	\$418,680



NC Association of Marriage and Family Therapy Annual Conference	2/27-3/2/13	137	275	\$101,847
NC Drivers Traffic Safety Education Conference	4/11-14/13	257	320	\$119,037
NC School Psychology Association Annual Conference	10/5-8/13	225	400	\$166,050
American Music Society	11/8-18/13	1,654	1,500	\$1,692,474
GRAND TOTAL		8,383	10,350	\$5,728,601

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
U.S. Soccer Boys 16/18 Development Academy Finals (7/12)	TBD	TBD
Pop Warner Mid-South Football & Cheerleading	2,500	6,000
GROUP SALES		
David Bruce Fam Tour	N/A	N/A
GROUP TOTAL	2,500	6,000

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
UNC Sports Administration Class (Guest Lecturer)	Chapel Hill (Nov. 1)
Holly Springs Chamber / Coastal Plains Baseball Reception	Holly Springs (Nov. 2)
ACC Women's Soccer Championship	Cary (Nov. 4-6)
CASL visitRaleigh.com Nat'l Soccer Series Girls Shootout	Raleigh/Wake (Nov. 5-6)
NCHSAA Volleyball State Championship	Raleigh (Nov. 5)
Amateur Softball Association National Convention	Myrtle Beach, SC (Nov. 5-8)
2012 NCAA Women's Basketball LOC Meeting	Raleigh (Nov. 8)
N.C. Sports Association Board Meeting	Greensboro (Nov. 9)
ACC Men's Soccer Championship	Cary (Nov. 11-13)
CASL visitRaleigh.com Nat'l Soccer Series Boys Shootout	Raleigh/Wake (Nov. 12-13)
NCHSAA Cheerleading Championship	Raleigh (Nov. 12)
U.S. Specialty Sports Association Annual Convention	Orlando, FL (Nov. 15-17)
Cary Sports Alliance Quarterly Meeting	Raleigh (Nov. 17)
NCHSAA Men's Soccer State Championships	Cary (Nov. 18-19)
Pop Warner Mid-South Football & Cheerleading	Raleigh (Nov. 25-26)
Nike Cross Country Southeast Regional	Cary (Nov. 26)
NCHSAA Football Press Conference	Raleigh (Nov. 28)
N.C. Amateur Sports Board Meeting / Bid Presentation	Durham (Nov. 30)
GROUP SALES	
Rejuvenate Marketplace	San Jose, CA (November 6-10)
NC SGMP Chapter Meeting	Raleigh, NC (November 9)



AENC Board of Directors Meeting	Durham, NC (November 10)
AENC Speakers Showcase	Raleigh, NC (November 11)
NCBMP Annual	Las Vegas, NV (November 16-20)
MPI-CC Board and Chapter Meeting	Pinehurst, NC (November 17-18)
PMPI Board Meeting	Washington DC (November 17)
PMPI Educational Event	Washington DC (November 17)
PMPI AfterHours	Washington DC (November 22)