



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

DECEMBER 2012

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 7.5 percent** for the calendar year of January-October 2012 compared to January-October 2011, and **prepared food and beverage tax collections were up 8.7 percent** during the same period.

### GROUP SALES

November was a busy month for Group Sales Department. 23 Definite pieces of business closed, totaling 17,377 room nights, with an EEI of \$22,602,400. 27 leads were produced, with 11,807 room nights and EEI of \$7,275,846 in the total. Traveling in November to California, Jamie Rice, Regional Director, National Accounts, attended Meeting Masters annual conference. She also participated in their annual golf tournament, and her foursome, which included meeting planners with potential business for our area, took third place in that tournament. Stephen Jackson, Senior National Sales Manager, participated in the Collins Trade show, Rejuvenate, bringing home several RFP's, with potential for several more in the upcoming months. Nicole Robinson, Sales Coordinator, Attended MPI Education LITE, of which she is a committee chair. Loretta Yingling, National Sales Manager, and Malinda Harrell, Associate Director of Sales, attended AENC and MPI CC monthly meetings. Both serve on committees for these organizations. AENC program was based on organization certification, for which Malinda Harrell served as a panelist. Jana Rae Oliver, Director of Sales, traveled to Chicago for the annual PCMA Bowl-a-thon, a fund raiser for the organization. She was also moderator for the NAIOP NC chapter meeting, which focused on building process and challenges of the new Glenwood South Hampton Inn and Suites, opening December 10<sup>th</sup>.

### SPORTS MARKETING

"March Madness" is returning to Raleigh. North Carolina's Capital City has been named a tournament site for the 2014 NCAA Men's Basketball Championship. Raleigh will be a 2<sup>nd</sup> & 3<sup>rd</sup> round site, and games will be played Friday and Sunday, March 21-23, at PNC Arena. NC State University will serve as the official host institution, with support from the Greater Raleigh Sports Alliance and many other local partners. This marks the third time that PNC Arena will host the NCAA men's basketball tournament, following successful events in 2004 and 2008. The NCAA also announced the sites for dozens of NCAA championships during academic years 2013-14 and 2014-15, and Raleigh was the only city in the U.S. to be awarded with three events. St. Augustine's University was named host for the 2014 NCAA Division II Outdoor Track & Field National Championships, set for May 2014. The event will be held at the George Williams Athletic Complex on the St. Aug's campus. NC State, meanwhile, was awarded two NCAA Division I golf regionals -- the men in 2014 and the women in 2015. Both events will be held at the Lonnie Poole Golf Course on Centennial Campus. Soccer once again took center stage on the November sports calendar, as the CASL [visitraleigh.com](http://visitraleigh.com) National Soccer Series was held on three consecutive weekends. Those three

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events brought 600 youth soccer teams to Wake County, generating more than 16,000 hotel room nights and \$4 million in direct visitor spending. More soccer: The ACC Women's Championship was held at WakeMed Soccer Park in Cary, followed by the Southern Conference Men's Championship at the same venue, followed by the NCHSAA men's soccer state championships at Dail Soccer Stadium at NC State. That wasn't the only NCHSAA championship in November. The City of Raleigh also hosted the state volleyball finals at Reynolds Coliseum. On Thanksgiving weekend, the Pop Warner Mid-South Football and Cheerleading Championships brought more than 6,000 visitors to Raleigh and Garner on what would otherwise be a slow weekend for area hotels and restaurants. On that same holiday weekend, the Nike Cross Country Southeast Regional featured more than 800 runners from 12 states at WakeMed Soccer Park. The City of Oaks Marathon, Half-Marathon and 10K had a record 4,600 participants. Jason Philbeck, GRSA sports marketing manager, represented Greater Raleigh at a pair of national conventions -- the Amateur Softball Association of America in Dallas, and USA Track & Field in Daytona Beach. Scott Dupree, GRSA executive director, was the guest speaker for the November meeting of the Apex Sunrise Rotary Club.

## **PUBLIC RELATIONS**

The Communications Department hosted journalist Kat Kinsman from *CNN.com* this month on a foodie-related media visit of the area. Also in the area this month on independent research media tours were journalists from *Southern Living* and *Garden and Gun*. The Communications Department assisted freelance journalist Zenda Douglas with story ideas and images for her story in the *Winston-Salem Journal* titled "Cool Raleigh: The Place To Be Over The Holidays." The Communications Department distributed a press release to local, national and trade media on the launch of three new destination resources for visitors including the new [visitRaleigh.com](http://visitRaleigh.com), mobile site and the *Official Visitors Guide to Raleigh, Cary and Wake County*. Ryan Smith is a member of the Media Relations subcommittee for the IBMA Local Organizing Committee and attended the groups first meeting where they discussed strategies and goals for media relations prior to and during the convention and Fan Fest.

## **SERVICES**

November was a supremely busy month despite having the Thanksgiving holiday in there and our numbers reflect that – we're running 8% over last year in terms of total groups serviced, and 9% above last year for visitors coming through our visitor information center. Notable large conventions (over 500 attendees) included: NC Veterinary Society (2000), NC Youth Ministries (2500), NC American Water Works Assn (1200) and SE Region American Chemical Society (2200). Other key initiatives during the month include: Participating in the City of Raleigh New Taxi Driver Orientation (40 attendees); meeting with the Mudcats to discuss group services and offsite venue ideas; participating in planning meetings or visits for Ray Price Capital City Bike Fest and East Coast Game Conference; and supporting Sales for the site tour for AUSA's Annual Conference. We are also investing considerable time in supporting planning events related to hosting IBMA 2013.

## **MARKETING**

The new Official Visitors Guide to Raleigh, Cary and Wake County entered into online circulation after being digitized in November; the online guide is available at [www.raleighvisitorsguide.com](http://www.raleighvisitorsguide.com). The Marketing Department hosted GRCVB's Fall Marketing Update Meeting, Nov. 8, at the Raleigh Country Club. Some 45 attraction partners, hotel partners and restaurant special events representatives took the opportunity to network with others in the Greater Raleigh tourism and



hospitality community as well as receive destination marketing updates from the Bureau. The Marketing Department also hosted major arts and cultural presenters from across the county at a Cultural Presenters Forum, Nov. 16, at CAM Raleigh; the presenters and allied economic development organizations meet quarterly to collaborate on cross-promotions. Director of marketing Jonathan Freeze represented GRCVB in a planning meeting for communications surrounding the I-40/I-440 pavement replacement project, which has the potential to adversely affect area visitor traffic starting in 2013. Under GRCVB's external advertising plan for the month of November, leisure-related placements appeared on visitnc.com and Collinson Vacation Planning Network and in a Collinson e-blast; GRSA-related placements appeared in *Sports Events* and *Sports Travel* magazines and in *Sports Business Journal*; and meetings-related ads appeared on iaee.com, ASAE's and MPI's websites, in *M&C* and *One+* magazines and in AENC's, *M&C*'s and PMPI's newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT  
NOVEMBER 2012  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Oct '11	Wake County	North Carolina	United States
Oct. 2012 Occupancy %	+3.0%	68.4%	63.0%	64.4%
Oct. 2012 ADR	+2.1%	\$87.35	\$90.74	\$109.67
Oct. 2012 RevPar	+5.2%	\$59.73	\$57.16	\$70.62
2012 YTD Occupancy %	-0.6%	62.8%	59.2%	63.2%
2012 YTD ADR	+3.7%	\$85.63	\$86.02	\$106.34
2012 YTD RevPar	+3.1%	\$53.74	\$50.91	\$67.18

*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 2012*

	October 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	406,522	3,848,882	+1.0%
Passenger Deplanements	406,802	3,843,463	+0.4%

**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	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	November 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	17,377	37,166	47,315	-21%
Estimated Economic Impact	\$22,602,603	\$36,452,763	\$23,750,000	+54%
Number of Definite Bookings	23	90	75	+20%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	November 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	11,087	268,743	141,460	+153%
Estimated Economic Impact	\$7,275,846	\$178,110,873	\$94,962,530	+154%
Number of Tentative Leads	27	94	83	+89%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	November 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	5,120	72,126	41,596	+ 73%
Estimated Econ Impact	\$1,526,630	\$22,304,644	\$13,761,000	+ 62%
Number of Definite Bookings	5	33	29	+ 14%

**VISITOR SERVICES PRODUCTION**

	November 2012	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Serviced	51	218	+8.0%
# of Visitor Info. Center Visitors	836	4807	+9.0%
# of Visitor Inquiries *	225	1517	-20.0%
# of Ambassador Volunteer Hours	120.25	372.75	-8.6%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
National Evolutionary Synthesis Center	6/20-24/14	3,019	1,800	\$1,247,910
International Bluegrass Music Association	9/26/14- 10/6/14	5,875	8,500	\$9,933,225
International Workers Compensation Foundation	10/7-10/14	505	700	\$301,035
International Bluegrass Music Association	9/25/15- 10/5/15	5,875	8,500	\$9,933,225
International Workers Compensation Foundation	10/6-9/15	505	700	\$301,035
International Workers Compensation Foundation	10/4-7/16	505	700	\$301,035
<b>TOTAL (A)</b>		<b>16,284</b>	<b>20,900</b>	<b>\$22,017,465</b>

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

Triangle Tennis Challenge	11/14-18/12	70	30	\$16,680
National Black Heritage Swimming	5/23-26/13	1,500	2,500	\$523,500
U.S. Lacrosse Southeast Champ.	6/14-16/13	2,050	2,500	\$567,950
Dynamic Baseball Summer Series	6/27-29/13	900	1,200	\$269,100
Dynamic Baseball Showcase	7/19-21/13	600	900	\$149,400



<b>SPORTS TOTALS (B)</b>		<b>5,120</b>	<b>7,130</b>	<b>\$1,526,630</b>
NC Association of Electric Cooperatives	11/14-15/12	20	60	\$9,300
NC Association of Electric Cooperatives	11/26-27/12	30	150	\$20,970
NC Association of Electric Cooperatives	2/5-6/13	20	80	\$11,640
Cowboy Mounted Shooting Association	2/23-24/13	10	50	\$6,990
NC Association of Electric Cooperatives	3/12-14/13	140	140	\$39,360
NC Association of Electric Cooperatives	4/1-2/13	295	400	\$130,974
Industrial Designers Society of America	4/4-7/13	93	300	\$112,050
Construction Specifications Institute Southeast	4/18-21/13	150	100	\$46,350
Cowboy Mounted Shooting Association	5/4-5/13	10	50	\$6,990
NC Military Business Center	5/8-10/13	80	450	\$66,450
NC Association of Electric Cooperatives	6/15-16/13	19	100	\$13,866
Cowboy Mounted Shooting Association	7/20-21/13	10	50	\$6,990
Cowboy Mounted Shooting Association	8/24-25/13	10	50	\$6,990
NC Association of Electric Cooperatives	9/17-18/13	20	75	\$11,055
NC Association of Electric Cooperatives	10/15-18/13	106	60	\$28,698
NC Conference of Young People in Alcoholics Anonymous	10/17-20/13	60	150	\$54,825
NC Association of Electric Cooperatives	11/12-13/13	20	80	\$11,640
<b>TOTAL GROUP (C)</b>		<b>1,093</b>	<b>2,345</b>	<b>\$585,138</b>
<b>Total (A+B+C)</b>		<b>22,497</b>	<b>30,375</b>	<b>\$24,129,233</b>

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

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
<b>GROUP SALES</b>				
Black Campus Ministry Staff Conference	3/4-8/13	111	35	\$37,926



East Coast Gaming Conference	4/23-24/13	2,000	200	\$268,500
National Association of State Energy Officials Southeast	5/5-7/13	70	35	\$17,925
NC Military Business Center-Federal Advanced Technologies Symposium	5/8-10/13	80	450	\$66,450
NC Adventures	10/15-20/13	700	320	\$202,650
Eastern Diocese Youth Conference 2014	3/27-30/14	127	500	\$132,531
International Workers Compensation Foundation	10/7-10/14	700	665	\$301,035
WASDA Fall Meeting & Partnership Forum	10/18-22/14	250	270	\$160,665
Eastern Diocese Youth Conference 2015	4/16-19/15	127	500	\$132,531
General Federation of Women's Clubs NC-State Convention	4/22-26/15	150	200	\$87,300
International Workers Compensation Foundation	10/6-9/15	700	665	\$301,035
NC Affordable Housing Conference	10/27-29/15	750	195	\$118,755
Eastern Diocese Youth Conference 2016	4/14-17/16	127	500	\$132,531
International Workers Compensation Foundation	10/4-7/16	700	665	\$301,035
American Academy of Psychotherapists	10/24-30/16	300	370	\$196,620
North Carolina Healthcare Information & Communications Alliance, Inc.	11/4-6/16	300	225	\$87,075
NC State Firemen's Assn	8/13-19/17	4,100	1,670	\$2,912,970
<b>GRAND TOTAL</b>		<b>11,292</b>	<b>7,465</b>	<b>\$5,457,534</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
<b>GROUP SALES</b>		
Association of the US Army	895	3,500
Morgan American Horse Association	405	200
Church of Our Lord Jesus Christ	2,667	2,200
<b>GROUP TOTAL</b>	<b>3,967</b>	<b>5,900</b>

### TRADESHOW & EVENTS



Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Amateur Athletic Union National Convention	Hawaii (Nov. 1-3)
ACC Women's Soccer Championship	Cary (Nov. 2-4)
CASL visitraleigh.com National Soccer Series	Countywide (Nov. 2-30)
NCHSAA Volleyball State Championship	Raleigh (Nov. 3)
City Oaks Marathon & Rex Healthcare Half-Marathon	Raleigh (Nov. 2-4)
Southern Conference Men's Soccer Championship	Cary (Nov. 8-10)
Amateur Softball Association of America	Dallas, TX (Nov. 11-14)
NCHSAA Men's Soccer State Championships	Raleigh (Nov. 17)
Apex Sunrise Rotary Club	Apex (Nov. 20)
Pop Warner Mid-South Football & Cheerleading	Raleigh & Garner (Nov. 22-24)
Nike Southeast Regional Cross Country	Cary (Nov. 24)
NCHSAA Football State Finals Media Day	Raleigh (Nov. 26)
USA Track & Field Annual Convention	Daytona Beach, FL (Nov. 28-30)
<b>GROUP SALES</b>	
AENC Speakers Showcase	Durham, NC (Nov. 2)
PCMA Chicago	Chicago, IL (Nov. 8)
MPI-CC	Greensboro, NC (Nov. 11-15)
Presentation at UNC School of Government	Chapel Hill, NC (Nov. 13)
NC SGMP	Raleigh, NC (Nov. 14)
Meeting Masters	San Diego, CA (Nov. 14-17)
NAIOP NC Meeting	Raleigh, NC (Nov. 29)