



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

DECEMBER 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 10.1 percent for the calendar year beginning January-October 2015 compared to the same period of January-October 2014 and **prepared food and beverage tax collections were up 6.6 percent** during the same period.

GROUP SALES

The Sales and Services team hosted its second *Annual Breakfast with the Bureau* this month. Attendees included key Wake County Partners from the Raleigh Convention Center, Area Hotels, Event Service Providers and other vendors. At this meeting they were able to hear more about the new brand tune up, PIXL and how to partner with the Sales and Services team for positive results. We received great feedback on the content of the program.

The team continues to reach planners through participation in tradeshow, events and individual meetings. Jamie Rice, Regional director of national accounts was involved in several events in the DC/MD/VA area. She attended the Professional Convention Management Association Capital Chapter Annual and Education meeting, Fairfax Hospitality Professional Networking event, Marriott Fall Harvest Client Appreciation event and the Association of Meeting Professionals Monthly meeting. Director of sales, Malinda Harrell, CMP participated in an appointment based tradeshow in Birmingham Alabama, the Association Executives of NC Marketing and Communications Conference in Raleigh and also Meetings Professionals International Carolinas Chapter Education and Board Retreat in Carolina Beach, she was accompanied by National sales manager, Nicole Robinson. Senior national sales manager, Stephen Jackson, CMP had the opportunity to connect with thousands of potential buyers at Rejuvenate Marketplace in Dallas, TX, American Express Inter (action) in Toronto, Canada and the National Coalition of Black Meeting Planners in New Port Beach, CA .

National sales manager, Loretta Yingling, CMP hosted a group of meeting professionals in Chicago for the PCMA Greater Midwest Chapter Annual Bowl-a thon and also attended the Nurses Organizational Alliance in Palm Springs, CA. In the month of November the sales team booked 116 definite pieces of business year-to-date, with an Economic impact valued at over \$34.6 million.

SPORTS MARKETING

November is traditionally one of the busiest months on the Greater Raleigh sports calendar, and this year was no different. Highlights included the CASL visitRaleigh.com National Soccer Series (NSS), which annually ranks as the largest youth sporting event in Triangle history, in terms of number of teams and hotel room nights. This year, the four-weekend NSS was expected to bring more than 1,350 youth soccer teams to the Greater Raleigh area, generating more than 34,000 hotel room nights and \$10 million in direct visitor spending. Other key events in November included the ACC Women's Soccer



Championship (WakeMed Soccer Park in Cary), NCHSAA state championships in volleyball (Raleigh Convention Center) and men's soccer (Dail Soccer Stadium at NC State), the Nike Cross Nationals Southeast Regional (WakeMed Soccer Park), and the Pop Warner Mid-South Football & Cheerleading Championships (RCC and Garner High School). The GRSA staff did a lot of traveling in November, representing Greater Raleigh at the Amateur Softball Association of America and the Travel, Events & Management in Sports (TEAMS) Conference. The GRSA's Scott Dupree was a guest lecturer (via Skype) for Clemson University's Sports Communications & Branding class.

PUBLIC RELATIONS

It was yet another incredible month for top tier media placements as a result of ongoing pro-active pitching from the GRCVB Communications team. The following articles continue to put Raleigh in the national spotlight as a great place to visit. *Our State Magazine* featured Raleigh as the City Portrait feature in the Dec. issue while *Garden and Gun* highlights 'Four New Southern Beer Halls' and features the Raleigh Beer Garden. Roadtripsforfamilies.com asks (and answers) the question, 'Vacation in Raleigh? Yes, Raleigh!' and in a recent travel blog and the *Charlotte Observer* featured Raleigh and 10 of the area's hospitality partners in a recent travel feature. The Sept./Oct. issue of Atlanta-based *Southbound* magazine featured Raleigh in a six-page article titled, 'Raleigh 101' and the publication's executive editor, Kevin Benefield, went on Atlanta's NPR station to talk about the article and his favorite picks for visiting Raleigh. Raleigh and many of the area's hospitality partners are featured in the Nov./Dec. issue of *Epicurean Charlotte*. The eight-page article covers area restaurants, attractions, specialty shops and more. Raleigh was also mentioned in a North Carolina article from journalist Lloyd Carrol of the *Queens Chronicle*. In conjunction with the Visit NC PR team Raleigh participated in a sports and craft beer-themed familiarization trip with participating journalists from the *Toronto Star*, *Thrillist* and *BeersandBeans.com*. Freelance food and travel writer John Mariani visited the area to discover how Raleigh's culinary scene has changed since his last visit many years ago. He writes for numerous publications including *TheVirtualGourmet.com* and *Huffington Post*. And lastly, planning continues for the Society of American Travel Writers Eastern Chapter Meeting, April 24-27, 2016, which will be held in Raleigh.

SERVICES

November remained busy despite the approaching Thanksgiving holiday. We hosted several annual events including the RCC based NC Veterinary Conference, NC Workers Comp, NC AWWA-WEA, and NC Youth Conference. As well, a new RCC event – the Carolina Designer Craft Guild brought its Art Market for the first time with strong success. Other key initiatives in the month included a launch of the process to update our Red Carpet welcome program as well as our Visitor Information Center (VIC). The Red Carpet program was launched in September 2008 and is well due for an overhaul. Our VIC has been in place in its current location for almost five years. Both are important tools for welcoming visitors to our destination. We also launched our new customer service training program – Guest Service Gold®. This program is a cooperative effort with NC Restaurant and Lodging Association, and our first class maxed out capacity (35 students). This new direction for customer service training includes a certification program, and we're excited to see the results (which should be known very soon). In the way of other news, we will have a brief hiatus during the holidays from our popular visitor guide delivery program and will resume regular delivery schedules after the holidays.



MARKETING

During the Nov./Dec. hotel room-night needs period, GRCVB is running a campaign encouraging residents to book hotel rooms in Wake County for friends and relatives visiting (VFR) for the holidays, eliminating the stress and worry of limited space in homes during celebrations. Among Raleigh's overnight visitors, "visiting friends/relatives" is the most popular reason to visit the destination; some 36 percent of Raleigh/Wake County's overnight visitors say they were motivated by the activity of "visiting friends/relatives," according to GRCVB research. Please share the news about this initiative and the campaign landing page visitRaleigh.com/family with your staff. Chef Ashley Christensen is the latest of our area's passionate-minded residents who have teamed with GRCVB to share Raleigh's destination brand stories with potential visitors this year and next. Chef Christensen's profile page and spotlight video now appear on visitRaleigh.com. The Marketing Department hosted the Bureau's Fall Marketing Update Meeting, Nov. 12, at the North Carolina Museum of History; at quarterly Marketing Update Meetings, area hospitality partners learn about ways to partner with GRCVB to attract new customers under current and upcoming destination marketing campaigns and promotions. The Marketing Department posted a job description and began recruitment in Nov. for a content marketing manager. Assistant director of marketing Karen DeSollar, senior marketing manager Derek Allman and assistant marketing manager Jessica Holt, CHIA, attended the N.C. Tourism Leadership Conference, Nov. 3-4, in Charlotte; senior marketing manager Derek Allman attended the Raleigh Internet Summit, Nov. 18-19. On Nov. 19, director of marketing Jonathan Freeze, CDME, CHIA, presented about the Bureau's recent destination brand tune-up project to the current Leadership Raleigh class; on Nov. 24, Freeze presented the same to the Garner Town Council assembled in work session. On Nov. 23, the Marketing Department hosted the quarterly Wake County Beer Summit at Nickelpoint Brewing Co. Under GRCVB's external advertising plan for the month of Nov., leisure- or VFR-related placements appeared in *Indy Week* and *The News & Observer*, in an *Our State* e-newsletter and on WUNC, newsobserver.com, tripadvisor.com and visitnc.com; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Business Journal*, *Sports Destination Management*, *Sports Events* and *Sports Travel* and on sportscommissions.org and SBJ websites; and meetings-related placements appeared in *Meetings Focus*, *Successful Meetings*, *M&C's* e-news, PCMA's e-news and AENC's annual directory and e-news and on MPI's online Global Marketplace and website, IAEE's website and *Successful Meetings'* website/e-news.



**VISITOR INDUSTRY STATISTICAL REPORT
OCTOBER 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Oct. '14	Wake County	North Carolina	United States
Oct. 2015 Occupancy %	-1.8	73.2%	68.3%	69.1%
Oct. 2015 ADR	+6.8	\$99.72	\$104.04	\$124.01
Oct. 2015 RevPar	+5.0	\$72.95	\$71.07	\$85.67
2015 YTD Occupancy %	+2.4	71.3%	64.5%	67.4%
2015 YTD ADR	+5.5	\$95.74	\$95.90	\$120.75
2015 YTD RevPar	+8.0	\$68.23	\$61.89	\$81.43

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

	OCT. 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	453,364	4,112,716	+3.4%
Passenger Deplanements	456,337	4,112,881	+3.5%

RALEIGH CONVENTION CENTER INFORMATION

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

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	November 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	4,598	28,974	51,200	-43.4%
Estimated Economic Impact	\$4,426,290	\$34,621,994	\$25,700,240	+34.7%
Number of Definite Bookings	18	116	80	+45.0%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	November 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	34,410	321,634	153,075	+110.1
Estimated Economic Impact	\$22,696,269	\$196,737,957	\$102,756,230	+91.5%
Number of Tentative Leads	58	500	235	+112.8%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	November 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	10,500	95,013	44,978	+111%
Estimated Economic Impact	\$3,581,750	\$28,791,057	\$14,874,762	+93%
Number of Definite Bookings	5	30	32	-6%

VISITOR SERVICES PRODUCTION

	November 2015	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	44	274	+21.2%
# of Visitor Information Center visitors	534	4,838	-9.0%
# of Visitor Inquiries	171	1,238	-31.0%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

**This is a new service that we have begun as of October 2014, % compared to first year month end stats)*

	November 2015	2015 YTD	YTD % Chg from 14/15
Partners Serviced	22	220	+126% *
Visitor Guides Delivered	2,471	25,350	+133% *



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
All-Star Challenge Cheer & Dance	1/29-30/16	2,100	3,500	\$557,900
Sales Convention Center Definite				
National Association for College Admission Counseling	3/21-22/16	25	15	\$423,332
International Society of Pharmaceutical Engineers-Carolina-South Atlantic Chapter	3/30-31/16	71	60	\$28,043
Society for Freshwater Science	6/2-10/17	938	900	\$1,482,948
Totals (A)		3,134	4,475	\$2,492,223

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Shaw University Softball Challenge	3/3-5/16	750	1,000	\$269,250
National Black Heritage Swim	5/26-29/16	1,500	2,500	\$523,500
USA Ultimate College Champ.	5/26-30/16	1,650	1,250	\$385,600
State Games of NC	7/17-19/16	4,500	14,000	\$1,845,500
SPORTS TOTAL (B)		8,400	18,750	\$3,023,850
North Carolina Strawberry Association	11/6-9/16	309	250	\$176,580
USDA Natural Resources Conservation Service	11/16-19/15	107	34	\$30,287
UNITE HERE!	11/17-19/15	4	10	\$8,394



African Methodist Episcopal	11/18-20/15	30	50	\$45,535
Voglezon-Rushing Wedding Block	12/2-6/15	140	150	\$156,626
Allscripts Healthcare LLC	1/19-22/16	345	175	\$127,817
Carolinas Council of Housing Redevelopment & Codes Officials	1/31-2/16	160	70	\$49,865
Pragmatic Marketing	2/2-4/16	30	30	\$22,160
American Quarter Horse Association	4/29-5/9/16	1,540	750	\$1,298,533
The Mended Hearts, Inc.	6/21-22/16	40	50	\$22,282
North Carolina State University	6/29-7/3/16	480	200	\$208,841
Ligon Class of 1961	7/1-3/16	50	100	\$73,441
The University of Oklahoma	8/23-25/16	39	13	\$11,562
Meeting Professionals International - Carolinas Chapter	9/13-16/16	75	120	\$107,037
American-Agri-Women	11/2-6/16	215	140	\$153,007
Total (C)		3,564	2,142	\$2,491,967
Total (A+B+C)		15,098	25,367	\$8,008,040

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
NCAA D-I Women's Lax Champ.	May 2017 or '18	2,000	10,000	\$600,000
All-Star Challenge Cheer & Dance	2016-2020	2,100	4,000	\$557,900



GROUP SALES				
UNITE HERE!	11/17-15/15	20	20	\$8,394
National Inspirational Youth Convention (NIYC)	12/25-1/1/16	1,202	1,200	\$942,653
Americas Natural Supreme Beauties	1/1-2/16	10	150	\$17,404
LM Media Worldwide, LLC	7/8-9/16	22	15	\$9,087
Rental and Staging Network	7/25-28/16	235	90	\$94,815
Burlington Trailways	9/19/16	25	44	\$18,027
North Carolina State Optometric Society	10/27-29/16	60	50	\$20,790
Southern Regional AHEC	11/3-4/16	175	200	\$94,339
Episcopal Dioceses of North Carolina	11/16-18/16	333	650	\$355,147
Progressive National Baptist Convention, Inc.	1/14-20/17	627	300	\$354,683
InterVarsity Christian Fellowship	2/16-18/17	100	180	\$46,500
NC Association for Marriage and Family Therapy	3/29-31/17	137	300	\$71,361
National School Plant Management Association	4/1-5/17	300	200	\$178,424
Denny's Franchise Association	4/23-28/17	613	240	\$354,093
International Masons of NC	5/18-20/17	55	100	\$47,558
The Most Worshipful National Grand Lodge of FAAY Masons	7/6-13/17	835	400	\$391,386
NC Home Builders Assn	8/20-24/17	450	200	\$393,521
American Cultural Resources Association	9/5-9/17	222	150	\$81,384
American Academy of Psychotherapists	10/1-7/17	670	250	\$292,056



Educational Records Bureau	10/23-27/17	753	450	\$365,789
Progressive National Baptist Convention, Inc.	1/20-26/18	627	300	\$360,240
Community Transportation Association of America	6/8-15/18	2,241	1,000	\$1,712,799
Church of Our Lord Jesus Christ of the Apostolic Faith	10/7-15/18	1,323	1,000	\$755,728
Licensed Professional Counselors of North Carolina	10/24-27/18	245	550	\$285,785
HPN Global	2/3-9/20	2,280	1,200	\$1,023,313
IEEE	7/15-23/20	4,063	3,500	\$2,283,300
GRAND TOTAL		21,723	26,739	\$11,716,476

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
N/A		
GROUP SALES		
Alliance for Innovation	235	100
North Carolina Association of County Commissioners	380	260
National Tactical Officers Association	3,110	750
American College of Emergency Physicians	40	40
HPN Global	2,280	1,200
GROUP TOTAL	6,045	2,350



TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Amateur Softball Association of America	Louisville (Nov. 1-3)
ACC Women's Soccer Championship	Cary (Nov. 6-8)
CASL visitRaleigh.com National Soccer Series	Countywide (November)
NCHSAA Volleyball Championships	Raleigh (Nov. 7)
TEAMS Annual Convention	Las Vegas (Nov. 10-12)
Sportsnc Client Reception	Las Vegas (Nov. 11)
NCHSAA Men's Soccer Championships	Raleigh (Nov. 21)
Pop Warner Mid-South Football/Cheer Championships	Raleigh, Garner (Nov. 27-28)
Nike Cross Nationals Southeast Regional	Cary (Nov. 28)
GROUP SALES	
Destination Marketing Association International Sales Academy	Washington, D.C. (Nov. 9)
Exceptional Site Solutions	Birmingham, Ala. (Nov. 10-12)
Association of Meeting Professionals Monthly Meeting	Washington, D.C. (Nov. 10)
Professional Convention Management Association Capital Chapter Education Event	Washington, D.C. (Nov. 12)
International Association of Exhibitions and Events D.C. Chapter Luncheon	Lanham, Md. (Nov. 13)
National Coalition of Black Meeting Planners Conference	Newport Beach, Calif. (Nov. 18-21)
Nurses Organization Alliance	Palm Springs, Calif. (Nov. 18-21)
FOREward Meetings Classic	Austin, Texas (Nov. 18-21)

Association Executives of N.C. Marketing and Communications meeting	Raleigh (Nov. 20)
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