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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

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### WAKE COUNTY CAPSULE

For the calendar year 2008 Wake County **hotel occupancy tax collections were up .09 percent** and **prepared food and beverage tax collections were up 8.4 percent** over 2007.

### GROUP SALES

Convention Sales Department produced 37 leads this month, with an economic impact of over 14 million dollars. Eighteen pieces of business turned definite, garnering 3.9 million dollars in economic impact. Seven site inspections, five of them for RCC business, were conducted, representing 4.5 million dollars in economic impact. Kumi Anzalone, our D.C. based National Sales Manager, attended PCMA in New Orleans, where she was face to face with hundreds of professional meeting planners. Malinda Pettaway and Loretta Yingling attended MPI-CC in Columbia, SC, and the AENC Legislative Reception here in our own Capital City. Malinda is a Board Member for AENC, and Loretta is on the MPI-CC Board. Jana Rae Oliver attended RCMA in Grand Rapids, MI, which hosted nearly 300 religious meeting planners. Marriott Raleigh City Center and Hilton North Raleigh both sent representatives to participate in our trade show booth, as well. Eight solid leads were brought back from this annual show.

### SPORTS MARKETING

The GRCVB Sports Marketing Department announced the booking of the **Big Rock Sports Annual Dealer Show**, to be held in the Raleigh Convention Center in January for three consecutive years beginning in 2010. Each Big Rock show will generate more than 7,000 hotel room nights and \$3.1 million in economic impact. The **Great American Cross Country Festival**, one of largest and most prestigious events of its kind in the U.S., will return to WakeMed Soccer Park in Cary in October 2009. More than 2,500 runners are expected. That will be the first of two major cross country races held at WakeMed next fall, as the **Nike Cross Nationals Southeast Regionals** will take place there on Thanksgiving weekend. Greater Raleigh was represented by the GRCVB in January at the **American Baseball Coaches Annual Convention** and the **National Soccer Coaches Association of America Annual Convention**. In addition, the GRCVB accompanied Town of Cary officials to the **NCAA's first-ever Championship City Summit**. The GRCVB Sports Marketing Department earned an "**Award of Excellence**" and Greater Raleigh was named one of the "**Places to Watch in 2009**" among national sports destinations by **SportsEvents Magazine**. The publication recognized GRCVB Sports Marketing for "exhibiting outstanding professionalism, creativity and dedication in the sports event planning industry."

### PUBLIC RELATIONS

2009 is already off to a good start with television, magazine and newspaper coverage of many Wake County hospitality partners. **The Today Show** was in downtown Raleigh filming a segment on Valentine's Day and featuring local authors and travel writers Kathy and Fletcher Newbern; while the **Food Network's Man Vs. Food** filmed at The Pit and the Roast Grill. **Home Made Simple**, a weekly home improvement program on TLC is filming their entire season in homes throughout the Raleigh area and Bravo's Top Chef will be making a stop in Raleigh on their cross-country tour. Director of Communications, Ryan Smith, traveled to New York City and participated in desk-side appointments with numerous journalists including: Hunter Slaton (Meetings and Conventions), Clint Brownfield (freelance travel writer), Vince Alonzo (Successful Meetings/Meeting News), Jerry Bartell (freelance travel writer), Tim Herrick (Facilities and Destinations) and was a guest on the live Erik Hastings Travel Show on WABC.



## SERVICES

January started by Services conducting a planning visit to the 2009 Big Rock show which was held in Greenville, SC. Our purpose was to see this year's show in action so that we could come back and help our partners better prepare to host the event when it comes to Raleigh next year. It is a well run event and a great opportunity for Raleigh for future years. In the way of convention activity, National Agents Alliance was back with their annual convention – you may remember that NAA was our very first convention group last September. RCC and our hotel partners have done a great job and we look forward to NAA again next year. Year to date we continue to run ahead of last year's servicing numbers. VIC performance is strong although down slightly in January due to loss of walk in traffic with the weather. Year to date in the VIC we are at 6805 total calls, 5777 walk in visitors, 1128 email inquiries, 554 phone inquiries and 103 school requests. Ambassadors worked a total of 52.5 volunteer hours for VIC and convention on site assistance. It remains a very busy time as we prepare for peak spring convention season, including Governor's Conference on Tourism coming up in March.

## MARKETING

In January, the Marketing Department participated in the American Bus Association Marketplace, held this year in Charlotte, promoting Greater Raleigh and the state to group tour operators from across the nation. Tourism marketing manager Charissa Todd also finalized planning for the Greater Raleigh ZSpotCard sales incentive program, which will roll out to local partners and with leisure and business transient visitors beginning mid-February. Under advertising, GRCVB ran meetings-related ads in *Meeting News* and *Successful Meetings* and ads aimed at residents with visiting friends and relatives (VFRs) in *The N&O*. Marketing staff completed inventories and data entry for the 2009 Official Visitors Guide, and GRCVB's partner in publishing the new guide, S&A Cherokee, closed ad sales above goal. GRCVB will begin distributing the 12-month guide, as well as the next edition of the Raleighwide Discovery Guide, with local partners and with visitor centers here and across the state in early March. Packed with fresh information and a new look, the 2009 Official Meeting Planners Guide also is in print production in February and will be mailed to key meeting professionals nationwide. Under website news, GRCVB marketing, communications and sales staff began collaborating on new multicultural niche sections of [visitRaleigh.com](http://visitRaleigh.com), including African-American heritage and GLBT-related microsites. Finally, during January and February, the Marketing Department is providing interactive/website support to the North Carolina Governor's Conference on Tourism, being held March 1-3 at the Raleigh Convention Center; specific destination and conference information is available at [visitRaleigh.com/gov\\_conf](http://visitRaleigh.com/gov_conf).



**VISITOR INDUSTRY STATISTICAL REPORT  
JANUARY 2008  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Dec 07	Wake County	North Carolina	United States
Dec 2008 Occupancy %	-6.7%	47.6%	41.2%	45.3%
Dec 2008 ADR	+0.3%	\$82.12	\$76.42	\$99.42
Dec 2008 RevPAR	-6.4%	\$39.06	\$31.52	\$44.99
2008 YTD Occupancy %	-5.1%	62.0%	56.3%	60.4%
2008 YTD ADR	-4.7%	\$87.51	\$84.34	\$106.55
2008 YTD RevPAR	-5.0%	\$54.28	\$47.52	\$67.37

*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*

	December 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	397,282	4,868,492	-3.1%
Passenger Deplanements	375,112	4,847,326	-3.1%

**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	41	33	20	12	9	6	4	2	3	1	1		1			148
At RCC (Tentative)	-	2	9	13	9	10	7	4	1	-	-	-	-	-	-	-	55

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	January 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3813	89,506	66,496	+26%
Estimated Economic Impact	3,875,301	57,072,129	33,333,336	+42%
Number of Definite Bookings	18	126	208	-35%

*FY runs June 08-June 09*

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	January 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	24,242	250,070	210,000	+17%
Estimated Economic Impact	14,073,042	136,482,717	143,336,000	-2%
Number of Tentative Leads	37	333	320	+4%

*FY runs June 08-June 09*



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	January 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	19,018	78,569	53,636	+ 46%
Estimated Econ Impact	\$6,653,904	\$20,429,853	\$17,490,000	+ 17%
Number of Definite Bookings	15	41	38	+ 8%

**VISITOR SERVICES PRODUCTION**

	January 2008	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	15	239	+34 %

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Safe Schools and Character Education Conference	2/25-27/09	806	1,000	\$318,396
<b>TOTAL (A)</b>		<b>806</b>	<b>1,000</b>	<b>\$318,396</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Cary Cup Championship	3/19-22/09	150	300	\$39,350
Great American Cross County	10/2-4/09	1500	4,000	\$371,000
Nike Cross Nationals SE Region	11/27-29/09	450	1,000	\$102,550
Big Rock Sports Dealer Show	1/3-10/10	7,164	3,500	\$3,174,948
11 NCHSAA State Finals	Various	9,754	38,862	\$2,966,056
<b>SPORTS TOTALS (B)</b>		<b>19,018</b>	<b>47,662</b>	<b>\$6,653,904</b>
Garden Center University, 3rd Semester	1/18-22/09	116	50	\$33,348
United Council of Corvettes	1/16-18/09	80	65	\$24,330
NC State Bar Quarterly Meeting	1/20-23/09	136	150	\$66,516
LCMS Theological Professors Conference	3/5-8/09	210	120	\$66,060
NC Youth Legislative Assembly	3/13-15/09	140	250	\$74,460
NC State Bar Quarterly Meeting	4/21-24/09	136	150	\$66,516
LLL Area Conference	4/3-5/09	106	175	\$53,034
American Kennel Club Delegates Meeting	6/6-10/09	476	350	\$184,368
Brooks-Cozart Wedding	8/13-16/09	150	150	\$69,750
NC Medical Society	10/30-31/09	297	700	\$131,553
NC State Bar Quarterly Meeting	10/20-23/09	136	150	\$66,516
2009 National Collegiate Music Conference	11/19-22/09	125	350	\$130,665



Spanish National Conference - UPCI	6/26-7/4/10	351	2,500	\$2,327,481
NC State Bar Quarterly Meeting	1/18-21/11	136	150	\$66,516
NC State Bar Quarterly Meeting	4/19-22/11	136	150	\$66,516
NCTIA Annual Conference	8/14-16/11	140	200	\$62,760
NC State Bar Quarterly Meeting	10/18-21/11	136	150	\$66,516
<b>TOTAL GROUP (C)</b>		<b>3,007</b>	<b>5,810</b>	<b>\$3,556,905</b>
<b>GRAND TOTAL (A+B+C)</b>		<b>22,831</b>	<b>54,472</b>	<b>\$10,529,205</b>

### BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>	0	0	0	0
<b>GROUP SALES</b>				
LAI Reliability	7/13-15, 2009	120	40	\$27,720
Alpha Phi Alpha Black and Gold Ball	9/25-26, 2009	5	200	\$23,970
Hinton & Grusich - Venue Quest	10/8-11, 2009	580	325	\$174,345
Alice Schmidt Fraternity	10/17-18, 2009	70	100	\$30,210
EPRI Workshop	10/18-21, 2009	162	80	\$46,197
MPI-CC	2010	110	180	\$37,110
UMM/ Sciquest	2/13-2/17/2010	970	350	\$240,450
International Women's Conference of AA	2/17-20/2011	1,040	2,000	\$928,035
NC National Guard	3/14-3/15/2010	30	3,000	\$352,710
AME Zion Church	7/9 - 22/2010	6,180	3,500	\$5,230,080
Mathematical Assn of America	8/4-11, 2013	3,775	1,300	\$1,322,475
Basic Skills	8/9-8/13/2010	830	1,000	\$472,530
Planning Dynamics	10/3-10, 2010	2,033	1,650	\$1,309,098
<b>GRAND TOTAL</b>		<b>15,200</b>	<b>13,160</b>	<b>\$9,968,895</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2009 NCAA Women's Basketball Regionals	1,500 (est.)	10,000 (est.)
Triangle Volleyball Club	760	1,120
Mt. Olive College / NCAA Division II Baseball	1,500 (est.)	5,000 (est.)
<b>GROUP SALES</b>		
RESNET	740	500
NC Society of Accountants	24	65
NASFiC	1,400	1,000
International Women's Conference of AA	1,040	2,000
Southeast Venture Conference	500	750
EENC (NAAEE)	135	75
<b>TOTAL</b>	<b>4,899</b>	<b>20,510</b>



## TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
American Baseball Coaches Association	San Diego (Jan. 2-5)
Sports Council Steering Committee	Raleigh (Jan. 8)
Capital City BMX Annual Banquet	Raleigh (Jan. 10)
NCAA Women's Basketball LOC Meeting	Raleigh (Jan. 13)
National Soccer Coaches Association Convention	St. Louis (Jan. 14-17)
Greater Raleigh Sports Council Quarterly Meeting	Raleigh (Jan. 15)
NCAA Championship City Summit	Indianapolis (Jan. 26-27)
<b>GROUP SALES</b>	
PMPI Event	Washington DC (Jan 7)
PCMA Annual Meeting	New Orleans, LA (Jan 9-14)
MPI-CC Board Retreat and Chapter Meeting	Columbia, SC (Jan 14-16)
PMPI Leadership	Washington DC (Jan 29)
AENC Legislative Reception	Raleigh (Jan 28)
RCMA	Grand Rapids, MI (Jan 26-29)