



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

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WAKE COUNTY CAPSULE

For the twelfth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 11.3 percent** and **prepared food and beverage tax collections were down 1.2 percent** over 2008.

GROUP SALES

The GRCVB Convention and Group Sales department sent leads worth over fourteen million dollars in economic impact to our hospitality partners to start out the New Year. Also, four and a half million dollars in definite business came to Wake County through our department in January. Jana Rae Oliver, Director of Sales, traveled with hotel and RCC partners to the 58th Annual Religious Conference Management Association Conference and Tradeshow in Fort Worth, Texas, January 25-29. Over 400 meeting planners representing the religious meeting market were in attendance. Kumi Anzalone, National Sales Manager, attended the Potomac Chapter MPI mid-year Board Retreat, as well as their monthly educational event. Stephen Jackson, National Sales Manager, spent time with committee members of two of his large summer group bookings, Omega Psi Phi and AKA, solidifying plans for their upcoming conferences. Loretta Yingling, National Sales manager, attend both SGMP and MPI Leadership Retreat meetings this month. Malinda Pettaway, Associate Director of Sales, attended the MPI Leadership Retreat, as well. We welcome Nicole Robinson, our former summer intern, to our sales department. She has taken the role of Sales Coordinator, the position formerly held by Janet Critelli, who is now staying at home to take care of the newest member of the Critelli family, Anthony "Cole".

SPORTS MARKETING

The GRCVB Sports Marketing department spent much of January supporting two key local partners with major bids. The Carolina Hurricanes formally submitted a bid to host NHL All-Star Weekend in 2011, 2012 or 2013 (with a preference for 2011). The Hurricanes have already hosted the Stanley Cup Finals (twice) and the NHL Entry Draft, and All-Star Weekend would complete the trifecta of the NHL's marquee events. Meanwhile, the Town of Cary and its local host partners prepared to submit a bid to host the NCAA Men's & Women's College Cups from 2011-'13. (The bid was actually submitted on Feb. 1). Host partners supporting the bid included Campbell University, Capital Area Soccer League and the Greater Raleigh CVB. Cary has hosted seven consecutive College Cups at WakeMed Soccer Park and will make it eight straight with the Women's College Cup in 2010. Tori Collins represented GRCVB and joined officials from USA Baseball at the American Baseball Coaches Association annual meeting. Jason Philbeck and CASL representatives attended the National Soccer Coaches Association of America annual meeting. GRCVB has signed on as an official marketing partner and sponsor of the Duke Medicine Tobacco Road Marathon and Bay Six Half-Marathon. The inaugural event is set for March 21 and will start (and finish) at the USA Baseball National Training Complex in Cary. More than 3,300 runners from 40 states are expected.



PUBLIC RELATIONS

Ryan Smith, Director of Communications, traveled to New York City as part of a Media Mission, hosted by the N.C. Division of Tourism. The event, held at the MPE Penthouse, attracted more than 40 travel journalists from publications including *Luxury Travel Advisor*, *Travel + Leisure*, *Budget Travel*, *New York Daily News*, *Peter Greenberg Worldwide* as well as multiple freelance journalists. In addition to contacts made at the media reception, individual appointments with *Saveur*, *Facilities and Destinations*, *Successful Meetings*, *Country Living Magazine*, and three freelance journalists based in NYC. Several Raleigh area businesses were featured in an article titled "Raleigh Right Now" in the February issue of *Southern Living*. *Stitch*, *Boylan Bridge Brewpub*, *Yates Mill Historic County Park*, the *Krispy Kreme Challenge* and *Escazu Artisanal Chocolates* were all highlighted. In other media news, the Raleigh Convention Center's Silver LEED Certification was featured in the January print and online editions of *Meetings South* magazine. Both articles were a direct result of pro-active pitching efforts by the Bureau's Communications Department. The Communications Department sent out a press release announcing the GRCVB's win of a Bronze Adrian Award from the Hospitality Sales and Marketing Association International (HSMIAI). The winning entry was the *Official Visitors Guide to Raleigh, Cary and Wake County*. This is the second time the GRCVB has won an Adrian Award. The Communications Department also assisted journalists from *Meetings South*, *AirTran's GO Magazine* and *Southern Living* on a variety of story options and images.

SERVICES

Often the New Year will start quietly for visitors coming to our area, but that wasn't the case for us this January! RCC hosted groups included Big Rock Sports East, one of our most success co-operatively hosted events yet. The 3-day event impacted 12 area hotels with its 5000 attendees and 1200 dealer/ manufacturer representatives yielding over 4600 room nights. Other RCC based-groups for January included NC Soil and Water Conservation Districts, Carolinas Roofing Expo and BioMerieux. As you can imagine, a part of our work each month also includes being involved in host committee meetings for groups scheduled for future arrival. January was a record month for that as well with us being involved in meetings for Association for the Study of African American Life and History, Alpha Kappa Alphas, Grand Challenges/ National Association of Engineers, NC Technology in Education and HRC Carolinas. In the way of other activities, Tammy Jeffries, Convention Services Manager, attended the annual conference for Association of Convention Services Management (ACOM) January 21-23 in Dallas, Texas. ACOM is dedicated to advancing the practice of convention services management (CSM) in the meetings industry, and to preparing CSM professionals for their critical role in the growth and success of their organizations and their local hospitality industry. Julie Brakenbury attended the 2010 International Undergraduate Summit for Omega Psi Phi Fraternity in New Orleans, January 28-29. Brakenbury represented the local host organizing committee which includes GRCVB, the City of Raleigh, and members of the Iota Iota Chapter of Omega Psi Phi. The three entities have been working cooperatively for two years now to prepare to host Omega Psi Phi for its 76th International Grand Conclave Annual, due to meet here July 22-30, 2010. The event is expected to be the single largest convention in our destination's recent history with an expected 10,000 plus attendees. Reggi Powell was busy in the Visitor Information Center (VIC) Our VIC January was 280 calls, 859 walk in visitors including 356 for First Friday, and 901 inquiries (including 683 "Get Off Your County Seat" requests). Finally, it was a busy month for our Ambassadors who generated 104 volunteer hours between the VIC and conventions.



MARKETING

The Marketing Department began budget and business planning for the 2010-11 fiscal year, including advertising/media research as well as leisure market strategy. Department staff and other Bureau staff met on January 25 with the management of Kane Realty, developers of North Hills, for discussions of cooperative means of marketing its properties and annual events with Greater Raleigh visitors.

Department staff also continued to refine tactics to promote the upcoming opening of the expanded North Carolina Museum of Art with potential visitors. Wake County hospitality partners can continue to take advantage of opportunities for showcasing their businesses (1) in Visit Raleigh, the Official Visitors Guide to Raleigh, Cary and Wake County (produced by Cary-based S&A Cherokee) and (2) on video.visitraleigh.com, the Bureau's video gallery marketed to visitors and group planners (produced by Raleigh-based Triangle Blvd). Recent additions to the Greater Raleigh video gallery included clips on: City Plaza, North Carolina Museum of Natural Sciences, performing arts, Raleigh Marriott Crabtree Valley, RBC Center, RDU International Airport, The Diner, Wake Med Soccer Park and WRAL Soccer Center.



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

	Chg from Dec 08	Wake County	North Carolina	United States
Dec 2009 Occupancy %	-3.1%	46.0%	40.5%	44.2%
Dec 2009 ADR	-7.9%	\$75.47	\$71.93	\$93.73
Dec 2009 RevPar	-10.8%	\$34.75	\$29.13	\$41.46
2009 YTD Occupancy %	-8.9%	56.5%	51.2%	55.1%
2009 YTD ADR	-7.4%	\$80.92	\$79.65	\$97.51
2009 YTD RevPar	-15.7%	45.70	\$40.80	\$53.71

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 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	386,585	4,497,386	-7.6%
Passenger Deplanements	364,763	4,475,823	-7.7%

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	42	27	22	11	7	4	2	3	1	1	1	1	0	1	182
At RCC (Tentative)		6	13	8	13	9	3	1									53

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	January 2010	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	5868	78,772	61,250	+29%
Estimated Economic Impact	4,568,211	44,051,577	\$30,916,662	+42%
Number of Definite Bookings	22	112	98	+14%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	January 2010	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	20,086	163,290	186,667	-8%
Estimated Economic Impact	\$15,862,038	\$93,536,127	\$126,583,333	-27%
Number of Tentative Leads	28	228	292	-29%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	January 2010	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,700	71,090	53,666	+32%
Estimated Econ Impact	\$1,243,800	\$21,480,082	\$17,499,900	+23%
Number of Definite Bookings	3	39	38	+2.6%

VISITOR SERVICES PRODUCTION

	January 2010	FY 09/10 YTD	YTD% Chg from 08/09
Number of Groups Serviced	25	217	+4.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
IBM	5/11-14/10	1,232	600	\$387,084
Affordable Housing Conference	9/15-16/10	150	750	\$110,700
Affordable Housing Conference	11/1-2/11	150	750	\$186,750
Society for Vertebrate Paleontology	10/16-19/12	2,115	1,400	\$1,120,365
GROUP TOTAL (A)		3,647	3,500	\$1,804,889

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
AAU Boys B-Ball Super Regional	4/01-4/10	1,900	3,000	\$601,600
AAU Boys B-Ball Super Regional	6/3-6/10	1,500	3,000	\$433,500
Tobacco Road Marathon	3/20-21/10	300	1,500	\$208,700
SPORTS TOTALS (B)		3,700	7,500	\$1,243,800
Powell Family Reunion	7/10-12/09	70	75	\$48,930
US Army Civil Affairs and Psychological Operation Command	1/10-12/10	100	70	\$27,780
NC Dept. of Public Instruction	1/19-20/10	30	300	\$38,520
Winston Salem State University Alumni	1/22-23/10	125	125	\$40,575
Sigma Gamma Rho Sorority, Inc.	2/18-20/10	25	15	\$6,945
NC Division of Aging and Adult Services	3/9-12/10	75	70	\$33,120
National Black McDonalds Operators Association	3/18-19/10	120	75	\$36,495
North Carolina Association for	3/19-20/10	12	50	\$7,218



Medical Equipment Services				
NC Department of Administration	3/19-21/10	200	250	\$81,300
NC Association of Electric Cooperatives	3/24-24/10	10	25	\$4,065
National Recreation and Park Association	4/6-9/10	42	14	\$ 9,702
Covington Meeting Management	4/22-23/10	160	80	\$ 36,960
WordCamp Raleigh	5/22-23/10	20	300	\$72,480
SINO American Cooperative Organization (SACO)	5/27-30/10	180	100	\$55,620
NC Association of Electric Cooperatives	8/26-27/10	50	30	\$9,210
Independent Weekly	9/9-11/10	300	5,600	\$1,999,800
NC Association of Electric Cooperatives	12/1-2/10	20	60	\$9,300
GROUP SALES TOTAL (C)		2,221	7,639	\$2,763,312
GRAND TOTAL (A,B,C)		9,568	18,639	\$5,812,001

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
NHL All-Star Weekend	2011, '12 or '13	8,000	19,000	\$5-10M (est.)
GROUP SALES				
NC Division of Aging	3/9-11/10	75	70	\$33,120
Democratic Governors Association	4/5-7/10	150	150	\$36,990
Management Success Training Seminar	4/24-25/10	14	50	\$14,673
1/130th Attack Recibbaussabce Brigade	6/26-27/10	925	1,050	\$336,150
Jackson Family Reunion	7/3-4/10	60	100	\$27,900
Carolina Music Awards	7/9-11/10	15	500	\$118,125
BASF Legal Conference	10/10-13/10	210	70	\$48,510
Rockwell Laser Industries	10/25-28/10	40	20	\$12,750
NC Council on Community Programs	11/30-12/3/10	1,095	450	\$282,780
North American Handmade Bicycle Show	2/27-27/11	500	6,000	\$2,841,600
Dumes Family Reunion	6/24-26/11	80	100	\$32,520
Independent Insurance Agents of NC	7/15-19/11	1,145	500	\$381,495
Church of our Lord Jesus Christ	7/24-31/11	3,034	6,000	\$6,255,429
NC Human Resources conference	9/27-30/11	795	600	\$238,350
NC Healthcare Information Management Association	5/1-4/12	442	300	\$142,818
Independent Insurance Agents of NC	7/20-24/12	1145	500	\$381,495



Optical Society of America	10/16-23/15	3,530	2,000	\$1,855,560
GRAND TOTAL		24,844	39,795	\$22,238,400

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
No Visits		
GROUP SALES		
EPRI - Plug-In 2011 Conference	740	850
NC Association of Pharmacists	80	45
Graham Family Circle	30	175
NC Division of Aging	75	70
Kappa Alpha Psi	150	200
GROUP TOTAL	1,075	1,340

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
2011-13 NCAA College Cup Bid Meeting	Buies Creek, NC (Jan. 5)
American Baseball Coaches Association	Dallas, TX (Jan. 6-9)
National Soccer Coaches Association of America	Philadelphia, PA (Jan. 13-16)
Greater Raleigh Sports Council Steering Committee	Raleigh (Jan. 14)
Amateur Softball Association meeting	Burlington, NC (Jan. 20)
GRCVB Staff Retreat	Morrisville (Jan. 29)
GROUP SALES	
PMPI - Monthly Educational Event	Washington DC (Jan.5)
Sheraton Four Points Cary Grand Opening	Cary, NC (Jan.7)
NC SGMP Chapter Meeting	Winston Salem, NC (Jan. 13)
Hotel Sierra Grand Opening	Morrisville, NC (Jan. 14)
AMP's monthly meeting	Alexandria, VA (Jan. 19)
MPI Leadership Retreat and Chapter Meeting	Myrtle Beach, SC (Jan. 20-22)
PMPI Mid-Year Board Retreat	Las Vegas, NV (Jan. 22-25)
Religious Conference Mgmt Assn Tradeshow	Fort Worth (Jan. 25-29)
Staff Retreat	Raleigh, NC (Jan. 29)