



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

FEBRUARY 2013

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 7.2 percent for the calendar year of January-November 2012 compared to January-November 2011, and **prepared food and beverage tax collections were up 6.9 percent** during the same period.

GROUP SALES

January marked the beginning of new opportunities for the Sales Team. Our team hosted site visits for groups that have the potential to bring over 6,225 room nights and 4,700+ attendees to Wake County. Spreading the word about why it's great to meet in Greater Raleigh continues to be a part of the daily routine. Along with 3,800+ Industry Professionals, Jamie Rice, Regional Director of National Accounts in the DC office, attended the Professional Convention Management Association Convening Leaders Conference in Orlando, Florida. This was filled with Innovative Education and networking events. Loretta Yingling, CMP, National Sales Manager, and active Member of the Society of Government Meeting Professionals participated in the monthly chapter meetings in Raleigh, NC. Yingling also partnered with Malinda Harrell, CMP, CASE Associate Director of Sales, to attend the Meeting Professionals International- Carolinas Chapter – Education Plus meeting and Mid Year Board Retreat in Winston Salem NC. Both currently serve on the Board of Directors for the Carolinas Chapter. Jana Rae Oliver, Director of Sales, traveled to Minneapolis for the Religious Conference Managers Association Annual tradeshow. She also used this opportunity to schedule sales calls with meeting planners in the Midwest. Face to face or virtually the Sales Team works very diligently to make sure all territories are covered with contact from the Greater Raleigh team.

SPORTS MARKETING

January was a busy travel month for Greater Raleigh Sports Alliance staff members. Tori Collins, assistant director, attended the American Baseball Coaches Association annual convention in Chicago. She was joined by representatives from USA Baseball and the Town of Cary. Meanwhile Jason Philbeck, sports marketing manager, represented Greater Raleigh at the U.S. Lacrosse national convention in Philadelphia. He also traveled to Indianapolis for the National Soccer Coaches Association of America & US Youth Soccer annual conventions. There, the GRSA co-hosted a reception for soccer rights-holders and event organizers who represent potential future business for Greater Raleigh. Joining the GRSA as event co-hosts were Charlotte, Concord, Oklahoma City and St. Petersburg/Clearwater, Fla. The GRSA has submitted a bid to host the 2013 or 2014 U.S. Open Ultimate Championships and Convention in Raleigh. The Triangle Flying Disc Association (which would serve as the official host), the Capital Area Soccer League and additional local ultimate clubs were partners in the bid. The U.S. Open is an international championship played over July 4th weekend. If the bid is successful, the tournament will be held on 12 fields at CASL's WRAL Soccer

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Center. GRSA staff members attended the N.C. High School Athletic Association's 100th Anniversary kick-off celebration on Jan. 12 in Chapel Hill. The City of Raleigh is a long-time partner of NCHSAA and hosts more N.C. high school state championships (12) than any other city. NC State was in the national spotlight when it hosted ESPN's College GameDay on Jan. 26, when the Wolfpack played host to North Carolina at PNC Arena. Scott Dupree, executive director, served as the guest speaker at The Conference Table's quarterly luncheon, as well as at the quarterly meeting of the Wake County Chambers of Commerce, hosted this month by Apex. The Greater Raleigh Sports Alliance has been named a 2013 Readers' Choice Award Winner by SportsEvents Magazine. The award was determined by a vote of sports events planners, tournament directors and event owners from around the country, according to the magazine. This marks the second consecutive year that the GRSA has earned the "Readers' Choice" recognition.

PUBLIC RELATIONS

Director of Communications, Ryan Smith, participated in a N.C. Division of Tourism media event in New York City which hosted 65 national travel, lifestyle, food and arts media, showcasing the best of North Carolina for 2013. The event was themed "N.C. Snapshots" and featured top chefs, artisans and brewers from all three regions of the state along with a special musical performance by the Steep Canyon Rangers to highlight the state's musical roots and culture. Journalists from publications including: *Travel + Leisure*, *Budget Travel*, *New York Post*, *Passport Magazine* and the Today Show were in attendance. Local partners including Herons at The Umstead Hotel and Spa and La Farm Bakery also participated in the event. While in the city, Smith held individual desk-side media appointments with editors from *Ladies Home Journal*, freelance writer Stacey Zable and CBS Travel Editor, Peter Greenberg.

SERVICES

January started with the return of Big Rock Sports East. This very successful business to business outdoor sporting equipment show continues to grow with us and this 4th year again surpassed previous years at an estimated 4000 attendees. The show provides Raleigh with the opportunity to show our clients at large that we have grown into a destination that can support groups requiring a full array of true convention services. Our host partners worked together to again exceed BRE expectations and we are very proud of the results. Convention and meeting activity remained strong throughout the month and year to date our arriving/ serviced group numbers remain ahead of last year. Our team was also heavily engaged in other projects and promotions including these: Tammy Jeffries, Assistant Director of Services, and Julie Brakenbury, Director of Services, attended the annual convention for ESPA (Event Services Professionals Association). Tammy continues to serve in a leadership role with the planning of that convention, and Julie began her role with ESPA as Continuing Ed Chair for 2013. Other Raleigh attendees at ESPA included Tim Greene (Senior Events Manager) and Morgan Evans (Event Manager) from the Raleigh Convention Center. Gray Henderson, Services Coordinator, has begun a new role preparing to service group tour groups and assisted GRCVB's marketing team in hosting the post ABA group tour FAM. Later in the month, Tammy represented GRCVB at Mary E. Phillips High School in Raleigh as a presenter for the students in a life skills project. Tammy later in the month hosted our first See It For Yourself Tour. SIFY tours were done years ago at GRCVB as a way of training our partners on local visitor knowledge by taking them out for a session of touring. This first new version of the tour was a great success with nearly 30 partners in attendance. It focused on downtown tour product and culminated with lunch at the NC Museum of Natural Science and attending the Titanic exhibit there. Gray supported her with the prep for this event and both are justifiably proud of this renewed effort for



GRCVB Services. Gray also conducted our presentation in City of Raleigh's Taxi Driver Training program for January, to an audience of 50 drivers. In the way of other activity, Julie coordinated the planning visit for Nancy Cardwell (executive director for IBMA). This was an important next step in preparing for hosting International Bluegrass Music Association for September 2013.

MARKETING

Tourism marketing manager Nolan Garner represented Greater Raleigh at the American Bus Association (ABA) Marketplace 2013, Jan. 5-9, in Charlotte. Additionally, on Jan. 10, GRCVB partnered with the N.C. Division of Tourism to host a familiarization tour of the Greater Raleigh area for a dozen ABA tour operators, who departed Charlotte by bus after the Marketplace to experience our part of the state. Special thanks to area partners, including the Hilton Garden Inn Raleigh-Cary, N.C. Museum of History, N.C. Museum of Natural Sciences, Marbles Kids Museum, Crank Arm Rickshaw and Irregardless Café, for helping to host these potential clients. The Marketing Department sent electronic invitations for GRCVB's Spring Marketing Update Meeting and Partner Showcase, showcasing attractions and restaurant special events representatives with the area's hotel partners, Feb. 21, at the Raleigh Convention Center. The Marketing Department continues to shape plans for a major marketing campaign targeting leisure visitors, which will focus on live music throughout the summer months, and held Music Maniac Summit discussions among a focused group of partners, Jan. 30, in order to refine planning. All area attraction, hotel and restaurant partners also are being asked to complete a GRCVB Partner Marketing Survey, seeking input on various visitor-related topics, prior to Feb. 15; information collected in the annual survey will be used to shape the Bureau's 2013–2014 strategies for partnership marketing and leisure visitor marketing. Director of marketing Jonathan Freeze attended the Destination Marketing Association of N.C. quarterly meeting in Winston-Salem, Jan. 31-Feb. 1, as co-chair of the association's marketing committee. During the month of January, the Marketing Department has lent special promotional assistance to the 9th Annual Krispy Kreme Challenge, Feb. 9—this year presenting an official Costume Contest to aid in building event buzz and to showcase visitRaleigh.com and GRCVB's services in front of this nationally-recognized road race's 8,000 participants. Under GRCVB's external advertising plan for the month of January, leisure-related placements appeared on visitnc.com and in *Elite* and *Group Travel Leader* magazines; GRSA-related placements appeared in *Sports Destination Management* magazine and on sportseventsmagazine.com and sportsbusinessdaily.com; and meetings-related ads appeared on successfulmeetings.com and MPI's website, in *Associations Now* magazine and in *M&C's* and PMPI's newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
JANUARY 2013
HOTEL OCCUPANCY PRODUCTION**

	Chg from Dec. '11	Wake County	North Carolina	United States
Dec. 2012 Occupancy %	+1.2%	48.8%	43.8%	49.1%
Dec. 2012 ADR	+0.6%	\$80.42	\$78.89	\$104.43
Dec. 2012 RevPar	+1.8%	\$39.27	\$34.58	\$51.22
2012 YTD Occupancy %	-0.1%	61.6%	57.4%	61.4%
2012 YTD ADR	+3.2%	\$85.34	\$85.34	\$106.10
2012 YTD RevPar	+3.1%	\$52.60	\$49.00	\$65.17

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

	December 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	383,896	4,624,843	+0.9%
Passenger Deplanements	362,988	4,595,548	+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

	January 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	9,374	61,853	56,778	+8.9%
Estimated Economic Impact	\$5,149,605	\$48,889,806	\$28,500,000	+71.5%
Number of Definite Bookings	14	114	90	+26.7%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	January 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	27,571	375,827	169,752	+222%
Estimated Economic Impact	\$15,142,848	\$281,117,235	\$113,952,000	+247%
Number of Tentative Leads	47	448	264	+69.7%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	January 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	9,075	95,801	58,187	+ 64%
Estimated Econ Impact	\$2,565,075	\$31,828,019	\$19,249,890	+ 65%
Number of Definite Bookings	10	46	41	+ 12%

VISITOR SERVICES PRODUCTION

	January 2013	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Served	28	263	+11.4%
# of Visitor Info. Center Visitors	710	6,555	+50.0%
# of Visitor Inquiries *	510	2297	-26.0%
# of Ambassador Volunteer Hours	22.25	432.50	-18.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Alpha Kappa Alpha Sorority, Inc.	3/31-4/6/14	2,545	2,200	\$1,406,433
National High School Mock Trial Championship	5/4-10/15	1,320	1,000	\$690,570
The Wildlife Society	10/13-20/16	2,928	1,500	\$1,423,695
TOTAL (A)		6,793	4,700	\$3,520,698

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Shaw University Softball Challenge	2/15-17/13	1,000	1,000	\$290,750
USA Baseball Irish Classic	2/28-3/3/13	420	275	\$103,980
USSSA Eddie O Bunn Softball	3/8-9/13	450	1,000	\$171,300
USA Baseball Nat'l HS Invitational	3/27-29/13	1,050	1,500	\$443,950
USA Baseball Tournament of Stars	6/17-24/13	480	200	\$127,520
USA Baseball 16-U Cup	7/4-6/13	615	600	\$168,635
USA Baseball 14-U Cup	7/11-14/13	615	600	\$171,635
USA Baseball 17-U Cup	7/18-20/13	645	600	\$173,105
USA Baseball National ID Series	8/21-25/13	3,000	2,090	\$715,000
USA Baseball Labor Day Cup	8/30-9/2/13	800	600	\$199,200
SPORTS TOTALS (B)		9,075	8,465	\$2,565,075



Lambda Phi Epsilon	1/11-13/13	40	75	\$15,675
Live Evil Productions	2/4-3/18/13	364	11	\$96,789
Zeta Tau Alpha	2/8-9/13	5	700	\$83,040
North Carolina Travel Industry Association	2/11-13/13	15	300	\$37,395
NC Department of Administration	3/15-17/13	230	225	\$66,000
Convention Industry Council	4/2-3/13	25	34	\$6,828
Ellis Family Reunion	6/21-23/13	62	100	\$22,395
Independent Weekly	9/4-8/13	695	2,475	\$923,970
NC League of Municipalities	10/2-4/13	40	30	\$10,410
NC Adventure	10/15-20/13	700	320	\$202,650
American Morgan Horse Association	2/17-18/14	405	200	\$163,755
TOTAL GROUP (C)		2,581	4,470	\$1,628,907
Total (A+B+C)		18,449	17,635	\$7,714,680

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
Couple Conference Oneness	3/8-9/13	50	100	\$17,400
Convention Industry Council Spring 2013 CIC Council & Board Meeting	4/2-3/13	25	34	\$6,828
AKA Legislative Day 2013	6/4-6/13	8	175	\$21,855
East Coast Throwdown	9/12-15/13	156	500	\$85,410
Clara Morrow Reunion	10/11-14/13	110	100	\$39,450
2013 AKA Northern Cluster Meeting	10/18-20/13	16	350	\$43,710
MPI-Carolinas Chapter 2014 Meetings	1/23-24/14	70	150	\$26,700
Practical Applications of NMR in Industry	2/1-5/14	235	150	\$91,725
InsurEXPO	2/18-21/14	261	350	\$102,411
Society of Marketing Professional Services	3/5-6/14	110	150	\$48,810.00
MPI-Carolinas Chapter 2014 Meetings	3/20-21/14	70	150	\$26,700
US Environmental Protection Agency- National Air Quality Conference	4/6-11/14	750	550	\$427,650



Church of Pentecost Zone 2 Regional Conference	4/15-21/14	353	300	\$158,763
MPI-Carolinas Chapter 2014 Meetings	7/17-18/14	70	150	\$26,700.00
Rotary International Zone 33 & 34	9/15-21/14	990	450	\$339,840
South Atlantic Modern language Association	11/4-8/14	500	462	\$209,682
MPI-Carolinas Chapter 2014 Meetings	11/20-21/14	70	150	\$26,700
American Quilters Society	9/14-19/15	1,900	7,000	\$3,387,300
Southeast Association of Fish & Wildlife 2015 Annual Conference	11/7-11/15	865	500	\$278,790
American Quilters Society	9/12-17/16	1,900	7,000	\$3,387,300
GRAND TOTAL		8,509	18,771	\$8,746,896

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2013 U.S. Open Ultimate Championship & Convention	1,200	2,000
Ironman 70.3 Raleigh	4,500	5,000
GROUP SALES		
Association of the United States Army	3,375	3,500
Rotary International Zone 33 & 34	990	450
Society of Marketing Professional Services	110	150
US EPA- National Air Quality Conference	1,750	550
GROUP TOTAL	11,925	11,650

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
American Baseball Coaches Association	Chicago (Jan. 3-5)
Greater Raleigh Sports Council Quarterly Luncheon	Raleigh (Jan. 8)
U.S. Lacrosse Convention	Philadelphia (Jan. 10-12)
NCHSAA 100 th Anniversary Kick-Off Celebration	Chapel Hill (Jan. 12)
NSCAA/US Youth Soccer Convention	Indianapolis (Jan. 16-19)
The Conference Table Quarterly Meeting	Raleigh (Jan. 17)
GRCVB Meeting with the Town of Rolesville	Rolesville (Jan. 22)
2013 NCAA College Cup LOC Meeting	Cary (Jan. 22)
GRCVB Staff Planning Retreat	Raleigh (Jan. 24)
Wake County Chambers of Commerce Quarterly Meeting	Apex (Jan. 28)
Greater Raleigh Sports Council's Hurricanes Luncheon	Raleigh (Jan. 30)
GROUP SALES	



NC SGMP Chapter Meeting	Raleigh, NC (Jan. 9)
PCMA Convening Leaders	Orlando, FL (Jan. 13-16)
MPI-Carolinas Chapter Board Retreat and Chapter Meeting	Winston Salem, NC (Jan.16-18)
RMCA	Minneapolis, MN (Jan. 28-Feb. 1)