



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

FEBRUARY 2014

REVISED WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 4.4 percent for the calendar year beginning January-December 2013 compared to the same period of January-December 2012 and **prepared food and beverage tax collections were up 4.3 percent** during the same period.

GROUP SALES

The sales team has started 2014 by showcasing the entire County of Wake. Site visits were conducted for potential clients that may attract over 11,000 new visitors to our county. The presence of Greater Raleigh was felt across states at tradeshow, meetings and networking events. Stephen Jackson, CMP, Senior National Sales Manager traveled to Boston, MA to attend the Professional Convention Management Association Convening leaders meeting and the New England Chapter of Meetings Professional Monthly Meeting. Jamie Rice, Regional Director of National Accounts participated in three events in the DC area: Potomac Chapter of Meeting Professionals International January Education Experience, AMPS monthly meeting and a HIP Networking event. Also in DC, Stephen Jackson, CMP, Senior National Sales Manager along with other partners weathered the storm to meet with clients at the 2014 Collinson Diversity Summit. Malinda Harrell, CMP, CASE, Associate Director of Sales and Loretta Yingling, CMP, National Sales Manager represented in the local market at the Carolinas Chapter of Meeting Professional International EducationPLUS event in Charlotte, NC and Femprofessionals monthly event in Durham, NC. Our sales team embraces the power in face to face meetings. We will continue to seize every opportunity to be involved in events in 2014 in order to cultivate our existing business relationships and new positive connections with Meeting Professionals across our markets.

SPORTS MARKETING

The new year got off to a fast start as Raleigh's largest sports-themed tradeshow filled every corner of the Raleigh Convention Center. The Big Rock Sports East Dealer Show, one of the largest shows in the outdoor sporting goods industry in the U.S. (with a record 950 booths), generated approximately 4,000 hotel room nights and more than \$2.5 million in direct visitor spending. The GRSA's Jason Philbeck represented Greater Raleigh at two major tradeshow in Philadelphia – the U.S. Lacrosse National Convention and the National Soccer Coaches Association of America annual convention. Meanwhile, the GRSA's Tori Collins traveled to Dallas for the American Baseball Coaches Association annual convention. The N.C. Youth Soccer Association (NCYSA) hosted its 18th annual Southern Soccer Show & Symposium at the Hilton North Raleigh/Midtown. The schedule of events included workshops for soccer administrators, coaches and officials, along with a player interactive area and vendor showcase open to the public. The GRSA was an event sponsor and is a longtime supporter of NCYSA. The Greater Raleigh Sports Alliance has received the 2014 Readers' Choice Award from *SportsEvents* magazine. The award is given "in recognition of

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commitment to quality and standards of excellence in the sports events industry.” This marks the third consecutive year that the GRSA has won a Readers’ Choice Award.

PUBLIC RELATIONS

Director of communications Ryan Smith participated in the N.C. Division of Tourism, Film and Sports Development's annual New York Media Mission, held at the New York Public Library. The event drew more than 70 national media, including editors and producers from *Bon Appétit*, *The Chew*, *Condé Nast Traveler*, *Every Day with Rachael Ray*, *Food & Wine*, *Good Housekeeping*, *Good Morning America*, *Ladies' Home Journal*, *The View* and more, along with a list of strong freelance writers contributing to outlets targeting N.C. While in New York, N.Y., Smith also had one-on-one meetings with *New York Parenting* and *Gay Parent magazine-New York*. Wilmington-based freelance writer Jason Frye wrote a Beginners Guide to Raleigh for the Virgin Atlantic blog. In his article, he highlights numerous hospitality partners, including Contemporary Art Museum (CAM Raleigh), North Carolina Museum of Art, North Carolina Museum of History, Beasley's Chicken & Honey, Sitti Restaurant, Fox Liquor Bar, The Pour House Music Hall, Lincoln Theatre, Hopscotch Music Festival, the International Bluegrass Music Association's World of Bluegrass and the area's greenways and universities. Charlotte-based journalist Michaela Duckett visited the area on a media tour in January and her article "Raleigh is a Capital of Good Times" was published on in *The Charlotte Post*. NYC-based journalist David Booth Perry visited the area in January on assignment for *Instinct* magazine, the #1 gay men’s lifestyle and entertainment magazine in the U.S. In the general market, *Instinct* compares as a gay version of *Details* magazine—trend setting, fashion forward, informative and most importantly, smart and humorous. He also regularly writes for the Edge Media Network (largest LGBT online news source in the world), the Huffington Post and GoodLifeReport. Thank you to James Miller of the LGBT Center of Raleigh for helping on itinerary development and in showcasing the area.

SERVICES

Our department had a really strong month again in terms of our numbers productivity. Overall we are running 9.5% ahead of last year for groups serviced, and our Visitor Information Center (VIC) numbers are up as well running 18% ahead of last year for visitors in the VIC and 12% ahead for visitor inquiries. In the way of other promotions and projects: The bimonthly taxi class was strong and continues to average about 50 drivers at each session as we continue to partner with Raleigh Police Department on this important program; Julie represented the Services team for observation of the GRCVB Board retreat and gleaned good information that will be helpful to us as we shape our future plans; we participated in the Association of Science Technology Centers 2014 ASTC planning meeting that was held here in Raleigh (ASTC’s program committee and key staff were in town to prepare for the October convention); despite weather impacts, group attendance seemed strong for the month – Big Rock Sports hosted its largest show ever and noted the busiest hour in Big Rock business when all attendees were sheltered on the show floor at the RCC during a tornado threat (!); we hosted the IBMA Bluegrass Ramble 2013 post con meeting and assisted in the start of planning for the 2014 Rambles, while also hosting IBMA Convention Services Manager Joe Lurgio for a planning visit; and we all attended our staff planning retreat. Finally, Tammy Jeffries (assistant director of services) and Julie represented Greater Raleigh at the 2014 Event Services Professional Association’s (ESPA)annual conference. It was an excellent education opportunity for us and we were pleased to be there with representatives of the Raleigh Convention Center. Tammy represents us on the ESPA annual conference planning committee, and Julie serves as chair of the education committee and joined the ESPA board of directors.



MARKETING

The GRCVB Marketing Department hosted a quarterly Wake County Beer Summit with all breweries countywide on Jan. 28. During the summit, Bureau staff and the brewers refined plans for Greater Raleigh's participation in the 2nd Annual North Carolina Beer Month (Apr. 2014), a statewide visitor promotion organized by the North Carolina Division of Tourism, Film and Sports Development with support from local destination marketing organizations like GRCVB. Throughout Jan., the Marketing Department also continued soliciting entries for the 2nd Annual Krispy Kreme Challenge (K2C) Costume Contest, presented by visitRaleigh.com, to be held at the 10th Annual K2C race, Feb. 8; staff will be on hand at the 2014 K2C to raise awareness of the Bureau's visitor information and services with participating runners from out-of-town. In Jan., the Marketing Department also promoted the area's Lifelong Learner-related events and activities to visitors, including the North Carolina Museum of History and its *Freedom Coming, Freedom for All* and *The Tsars' Cabinet* exhibits, as well as historic attractions and other museums throughout the area. In Feb. and Mar., the leisure visitor promotional focus shifts to Adrenaline Junkie-related (sports and recreation-related) events and activities throughout Greater Raleigh, such as the K2C, Carolina Hurricanes home games and March Madness at PNC Arena. Under GRCVB's external advertising plan for the month of Jan., leisure-related placements appeared on shermanstravel.com, Time Warner Cable Media and visitnc.com; GRSA-related placements appeared on sportscommissions.org, sportseventsmagazine.com and sportstravelmagazine.com and in *Sports Destination Management* magazine; meetings-related placements appeared on AENC's and MPI's websites, in a *Prevue* planner e-blast and in *Associations Now* and *Successful Meetings* magazines.



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

	Chg. from Dec'12	Wake County	North Carolina	United States
Dec 2013 Occupancy %	+9.9%	53.7%	46.1%	50.2%
Dec 2013 ADR	+4.3%	\$83.86	\$82.12	\$108.77
Dec 2013 RevPar	+14.6%	\$45.00	\$37.86	\$54.65
2012 YTD Occupancy %	+3.3%	63.6%	58.4%	62.3%
2012 YTD ADR	+1.4%	\$86.51	\$87.17	\$110.35
2012 YTD RevPar	+4.7%	\$55.06	\$50.87	\$68.69

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 2013	2013/14 YTD	YTD% Chg from 2013
Passenger Enplanements	414,239	4,610,386	-0.3%
Passenger Deplanements	387,052	4,587,374	-0.2%

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	34	17	11	8	5	3	3	0	0		369
At RCC (Tentative)							5	13	14	9	9	4	2	0			56

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	January 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	5,789	62,117	56,778	+9.4%
Estimated Economic Impact	\$6,735,216	\$38,096,781	\$28,500,000	+33.7%
Number of Definite Bookings	22	135	90	+50%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	January 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	4,966	354,399	169,752	+108.8%
Estimated Economic Impact	\$1,819,545	\$181,119,054	\$113,952,000	+58.9%
Number of Tentative Leads	6	452	264	+71.2%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	January 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	760	81,511	59,903	+ 36%
Estimated Economic Impact	\$238,715	\$26,038,724	\$19,822,000	+ 31%
Number of Definite Bookings	2	38	42	-9%

VISITOR SERVICES PRODUCTION

	January 2014	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	34	287	+9.5%
# of Visitor Info. Center Visitors	612	7,721	+18%
# of Visitor Inquiries	508	2569	+12%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Meeting Logistics International	1/12-16/14	910	350	\$219,900
Lego Kid's Fest	2/26-3/2/14	185	400	\$3,440,796
NC Association of School Administrators	3/12-14/14	450	400	\$139,200
National Marriage Seminars	3/24-25/14	16	1,000	\$186,000
Mutual Wholesale Drug Company	7/25-8/1/16	630	800	\$517,590
Mutual Wholesale Drug Company	7/24-31/17	630	800	\$517,590
TOTAL (A)		2,821	3,750	\$5,021,076

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

U.S. Handball National Collegiates	2/18-22/14	310	250	\$121,040
USA Baseball-Irish Classic	2/28-3/1/14	450	375	\$117,675
SPORTS TOTALS (B)		760	625	\$238,715
Lions Clubs International	1/17-19/14	164	100	\$39,990
North Carolina Speech, Hearing & Language Association	3/18-23/14	392	500	\$249,672
Confidential Corporate Account	3/31-4/4/14	200	50	\$46,200
African American Minister Leadership Council	4/28-5/3/14	184	100	\$68,985
Confidential Corporate Account	5/5-9/14	200	50	\$46,200
NC Military Business Center	6/4-5/14	30	300	\$6,930



Confidential Corporate Account	6/9-13/14	200	50	\$46,200
Confidential Corporate Account	9/8-12/14	200	50	\$46,200
Confidential Corporate Account	10/6-10/14	200	50	\$46,200
North Carolina Speech, Hearing & Language Association	4/21-26/15	392	500	\$249,672
SALES TOTAL (C)		2,162	1,750	\$846,249
Total (A+B+C)		5,743	6,125	\$6,106,040

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Carolinas Conf. Soccer Champ.	11/6-9/14	250	400	\$90,000
U.S. Lacrosse Regional Champ.	June 2015	1,000	1,500	\$350,000
U.S. Lacrosse U-15 Nationals	7/21-26/15	1,750	2,500	\$600,000
GROUP SALES				
Accenture Processing Center Meeting	2/3-10/14	700	200	\$231,900
NC Assn of School Administrators	3/12-14/14	450	400	\$139,200
Confidential Corporate Account	3/31-4/4/14	200	50	\$46,200
NC Assn of Nurses Anesthetists	4/25-26/14	20	150	\$4,620
NC Committee for Employer Support of Guard and Reserve	5/2-4/14	115	275	\$472,195
Confidential Corporate Account	5/5-9/14	200	50	\$46,200
Confidential Corporate Account	6/9-13/14	200	50	\$46,200
MANN + HUMMEL Leadership Conference	7/6-11/14	430	100	\$99,330
Confidential Corporate Account	9/8-12/14	200	50	\$46,200
Southern Weights and Measures Association	10/4-8/14	225	90	\$62,505
Confidential Corporate Account	10/6-10/14	200	50	\$46,200
Stearns Wedding Block	10/8-12/14	120	150	\$62,820
The Building Supply Channel	10/13-16/14	140	60	\$32,340
Bethel Church of Christ 25th Anniversary	10/21-25/14	353	400	\$256,458
National Symposium of Juvenile Services	10/25-28/14	795	500	\$300,645
The Special Event Company	12/1-4/14	430	350	\$99,330
American Society of Biomechanics	8/2-6/16	945	700	\$405,495
National African American Insurance Association Board Meeting	10/21-23/16	17	15	\$4,278



Sigma Pi Phi Boule	12/2-5/16	202	200	\$217,035
National African American Insurance Association Annual Conference	9/26-10/1/17	585	350	\$217,035
GRAND TOTAL		9,527	8,590	\$3,876,186

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2014 Rock 'n' Roll Raleigh	5,250	12,500
GROUP SALES		
American Society of Biomechanics	945	700
Confidential Client	1,000	10,000
NC Assn of Nurses Anesthetist	20	300
Structural Engineers Association of North Carolina	75	100
The Building Supply Channel	140	60
GROUP TOTAL	7,430	23,660

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
American Baseball Coaches Association	Dallas, TX (Jan. 2-4)
GRCVB Strategic Planning Retreat	Cary (Jan. 9)
U.S. Lacrosse National Convention	Philadelphia (Jan. 9-11)
NCHSAA 100 th Anniversary Celebration	Cary (Jan. 11)
National Soccer Coaches of America	Philadelphia (Jan. 15-18)
Greater Raleigh Sports Council Quarterly Meeting	Cary (Jan. 21)
GRCVB Town Meeting	Apex (Jan. 22)
NC Youth Soccer Association Southern Soccer Show	Raleigh (Jan. 25)
GRCVB Staff Planning Retreat	Cary (Jan. 27)
GROUP SALES	
PMPI January Education Experience	Washington, DC (Jan 7)
AMPs Monthly Meeting	Washington, DC (Jan 7)
NC Society of Government Meeting Professionals Chapter Meeting	Cary, NC (January 8)
PCMA Convening Leaders	Boston, MA (January 11 - 15)
New England MPI Monthly Meeting	Boston, MA (January 15)
Femfessionals	Durham, NC (January 15)
Diversity Summit 2014	Washington, DC (January 22- 25)
HIP Networking Event	Arlington, VA (Jan 23)
MPI Carolinas Chapter	Charlotte, NC (January 23-24)