



Tourism Economic Development Report

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FEBRUARY 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 13 percent for the calendar year beginning January-December 2014 compared to the same period of January-December 2013 and **prepared food and beverage tax collections were up 9 percent** during the same period.

GROUP SALES

The sales team has had a busy January. Senior National Sales Manager, Stephen Jackson, CMP, attended the 2015 Diversity Summit in Newport Beach, C.A., and also traveled to Philadelphia, PA to participate in their Meeting Professionals International Chapter. National Sales Manager, Loretta Yingling, CMP, covered the N.C. area by connecting with meeting and event planners at the North Carolina Society of Government Meeting Planners chapter meeting in Raleigh N.C., Meeting Professionals International Carolinas Chapter meeting in Morrisville, N.C. and Femfessionals Education Meeting in Raleigh. She was accompanied by Malinda Harrell, CMP, CASE, Associate Director of Sales and Nicole Robinson, Sales Coordinator. Yingling also traveled to Charlotte to attend the North Carolina Technology Association IT outlook event in Charlotte, N.C. The sales, services and marketing team presented a partner engagement training at the Hyatt Place West in Cary with more than 50 attendees. Jamie Rice, Regional Director of National Accounts, represented Raleigh at the Potomac Chapter of Meeting Professionals International Education Experience and at Association of Meeting Professionals, both in Washington D.C. Rice also attended the Professional Convention Management Association Convening Leaders Conference in Chicago, IL. Director of Sales, Jana Rae Oliver spread the word about Raleigh to planners who attended the Religious Conference Management Association in Birmingham, AL. 2015 has started off with a continued mission to promote Greater Raleigh as a great place to host meetings and events. The team's involvement in Tradeshows and Meetings is extremely valuable to creating long term business relationships that will showcase our destination.

SPORTS MARKETING

The GRSA's new year got underway with a couple of priority conventions, as assistant director Jason Philbeck traveled to the National Soccer Coaches Association of America in Philadelphia, and the U.S. Lacrosse National Convention in Baltimore. At both tradeshows, Philbeck met with event planners and officials who represent potential future business for Greater Raleigh. At the NSCAA convention, Philbeck was joined by representatives from two local partners, the Capital Area Soccer League and the Town of Cary. The GRSA submitted a bid to host the USA Ultimate College Championships. If successful, the event would be held at the WRAL Soccer Center in Raleigh in May 2016. The N.C. Youth Soccer Association hosted its 19th annual Southern Soccer Show and 3rd Annual Recreation Coaches Symposium at the Hilton North Raleigh/Midtown. Rock 'n' Roll Raleigh organizers announced



that Smash Mouth will be the headlining act at Red Hat Amphitheater following this year's Marathon & ½ Marathon on April 12. Rock 'n' Roll Raleigh also announced a new Marathon route in 2015, one that will feature NC State's Centennial Campus, Meredith College and Lake Johnson. The GRSA's twitter account (@raleighncsports) ranks in the top 10 nationally among all sports commissions in terms of number of followers. The GRSA's site has 1,975 followers and grew 26 percent during 2014. The GRSA continued discussions with the National Scholastic Athletics Foundation to extend the agreement with the Great American Cross Country Festival through 2017. An announcement is expected in February. The Great American has been held for the last six years in early October at Cary's WakeMed Soccer Park. GRSA staff members traveled to Greensboro for the quarterly meeting of the N.C. Sports Association.

PUBLIC RELATIONS

The Raleigh area continues to receive positive praise in the press. Highlights from this month including some big hits in national publications. All of the area's recent coverage can be found on the Media Center section on visitRaleigh.com including: *Conde Nast Traveler* featuring the '10 Best Things to Do in Downtown Raleigh' and *Garden & Gun* magazine picking Raleigh as the "Due South" city portrait in its Feb. / March issue; both mentioning numerous Wake County hospitality partners. *Association News* highlighted 'North Carolina as a Driving Force for Meetings' and included Greater Raleigh and *Prevue Magazine* interviewed Bureau Director of Sales Jana Rae (JR) Oliver about ways the Greater Raleigh CVB can deliver value to meeting clients. The Communications Department collaborated with area music and arts organizers to write and release two joint press releases this month including the upcoming Wherefore: Shakespeare in Raleigh series and the launch of themostnc.com. It was also a month filled with partner meetings to discuss story ideas, partnership opportunities and public relations initiatives for 2015. Ryan Smith, director of communications, met with Carolina Parent Publisher Brenda Larsen, Owner of Babylon restaurant Samad Hachby, The Umstead Hotel and Spa's NYC-based PR team and Wake County Economic Development Public Relations and Marketing Manager, Morgan Servie. The annual January media mission to New York City, hosted by VisitNC, was rescheduled due to weather and will now take place on March 19.

SERVICES

Early in the month Tammy Jeffries and Julie Brakenbury represented GRCVB at the Event Services Professionals Association (ESPA) which was held in Chicago. This educational and networking opportunity allows us to stay current on trends for event service professionals, while experiencing new ideas and techniques as an attendee (we are often preparing those experiences for others and it's helpful to be an attendee for learning purposes!). Tammy is on the annual conference planning committee and Julie serves on the ESPA board. Greater Raleigh event arrivals were strong in January and we're running over 20% ahead of last year with total events year to date. Visitor Center numbers continue to run a little behind last year although the month itself was quite strong. Big Rock Sports was back at the RCC again for the seventh year, attendance was strong as were room blocks. The Big Rock program continues to grow each year. The services team was involved in several partner visits during the month, including a tour of Mordecai Historic Park and Visitor Center to get better acquainted with the facilities there. Julie represented our team at Activate Good's first Volunteer Summit. This capped a joint effort between GRCVB's services and marketing teams to launch a partnership with Activate Good for Voluntourism Services. This new partnership will allow us to have ready resources (more efficiently and effectively than our past program) available to our planners and visitors who wish to engage in



volun-“tour” activities while they are here in Greater Raleigh. To learn more please see our webpage about this: <http://www.visitraleigh.com/convention-services/voluntourism/>. We supported the sales team on one site tour, and also participated with sales in the first “Breakfast with the Bureau.” January was a very strong and productive month for planning visits which will help us get a jump start on preparation for our 2015 arrivals. Julie represented GRCVB at the quarterly Fayetteville District Meeting which is facilitated for downtown stakeholders. This meeting’s hot topic was matters dealing with the amplified music ordinance debate. Tammy and Gray successfully facilitated another See for Yourself Tour with 29 attendees. The theme for this tour was “How Things Are Made in Raleigh,” and the purpose of all these tours is to educate and excite front line hospitality workers on destination assets. In the way of great news, we have a new intern Jelani “J” Yoon. J is a student at NCSU in the Parks, Recreation and Tourism program there and is a wonderful complement to our team.

MARKETING

GRCVB’s The World’s Largest Dinosaurs (exhibit at the N.C. Museum of Natural Sciences) campaign targeted to Lifelong Learner leisure visitors is running in Jan.-Feb. 2015; advertising and other marketing communications refer potential visitors to www.visitRaleigh.com/dinosaurs, in support of visiting that exhibit, our area’s museums and historic sites this winter season. The Marketing Department opened registration for the Bureau’s Spring Marketing Update Meeting, to be held Thurs., Feb. 19, at 10am, at the Raleigh Convention Center. The Spring meeting for area attractions, hotels, restaurants, transportation providers and venue partners is a special one where creating new business, sales and marketing relationships between attendees is especially encouraged. This year’s Spring meeting will be even more special, as GRCVB will begin revealing tenets of a new destination-wide brand strategy and helping area businesses/organizations connect to the tuned-up tactics for 2015 and future years. In an effort to provide the most comprehensive live music calendar for Greater Raleigh, GRCVB, in collaboration with 15 representatives from area music venues, music festivals/presenters and other businesses in the local live music scene (GRCVB’s Live Music Advisory Committee), created www.themostnc.com, a robust live music calendar. Please share this website with front-line staff and volunteers to provide to visitors looking for entertainment (specifically live music); partners are also encouraged to share the URL, along with using #themostnc, on their social media accounts. Additionally the Bureau’s Live Music Advisory Committee met with several Raleigh elected officials on Jan. 8 in terms of advocacy/issues impacting our area’s live music scene. On Jan. 9, the Marketing and Communications Departments announced a new collaboration among some of the area’s most auspicious performing arts institutions, which led to a new Wherefore: Shakespeare in Raleigh series, January-June 2015; GRCVB is providing marketing support to this convergence of area arts organizations throughout Raleigh presenting work written or inspired by William Shakespeare. Visitors interested in attending Wherefore events are encouraged to check out www.visitRaleigh.com/wherefore. Under GRCVB’s external advertising plan for the month of Jan., leisure-related placements appeared on shermanstravel.com, gardenandgun.com and visitnc.com and in an *Our State* Travels e-blast; GRSA-related placements appeared on sportscommissions.org and sportseventsmagazine.com and in *Sports Destination Management* and *Sports Travel* magazines; and meetings-related placements appeared in AENC’s and MPI-CC’s annual directories, in *Meetings Focus*, *Associations Now* and *Prevue* magazines, in *M&C*’s e-newsletter and on IAEE’s, *Successful Meetings*’ and MPI’s websites.



**VISITOR INDUSTRY STATISTICAL REPORT
DECEMBER 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Dec '13	Wake County	North Carolina	United States
Dec 2014 Occupancy %	2.2%	54.8%	48.6%	52.6%
Dec 2014 ADR	5.8%	\$88.71	\$85.10	\$113.42
Dec 2014 RevPar	8%	\$48.64	\$41.36	\$59.62
2014 YTD Occupancy %	6.7%	67.9%	61.2%	64.4%
2014 YTD ADR	5.5%	\$91.31	\$90.89	\$115.32
2014 YTD RevPar	12.5%	\$61.98	\$55.62	\$74.28

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 2014

	DEC 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	416,732	4,786,043	+3.8%
Passenger Deplanements	395,159	4,759,317	+3.7%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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

	January 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	6,554	57,137	66,241	-13.7%
Estimated Economic Impact	\$6,813,493	\$37,544,781	\$35,000,000	+7.3%
Number of Definite Bookings	14	139	105	+32.4%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	January 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	76,262	462,150	198,044	+133.4%
Estimated Economic Impact	\$56,487,853	\$334,100,330	\$138,250,000	+141.7%
Number of Tentative Leads	75	547	322	+69.9%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	January 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	8,490	90,283	61,136	+ 47%
Estimated Economic Impact	\$2,398,750	\$24,665,007	\$20,241,551	+ 22%
Number of Definite Bookings	8	39	43	-9%

VISITOR SERVICES PRODUCTION

	January 2015	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	41	336	+21%
# of Visitor Information Center visitors	805	6,751	-13%
# of Visitor Inquiries	332	2,306	-10%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

This is a new service that we have begun as of October 2014

	JAN 2015	2015 YTD	YTD % Chg from 13/14
Partners Serviced	34	163	**baseline #s for first year
Visitor Guides Delivered	2,870	17,615	**baseline #s for first year



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
The Institute of Emerging Issues	2/8-10/15	350	1,200	\$303,150
Miss North Carolina Pageant	6/14-21/15	215	300	\$275,989
Navika	9/3-7/15	680	1,300	\$1,044,275
NC Sustainable Energy Association	10/4-9/15	80	100	\$51,261
National Genealogical Society	5/7-14/17	3,096	2,500	\$3,434,220
American Association for Aerosol Research	10/1-10/20	1,314	500	\$910,599
TOTAL (A)		5,735	5,900	\$6,019,496

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

National Black Heritage Swim Meet	5/21-24/15	1,500	2,500	\$523,500
USA Baseball Tournament of Stars	6/22-27/15	360	200	\$111,580
USA Baseball 14U Cup	7/16-18/15	1,200	300	\$177,300
USA Baseball 16U & 18U Cup	7/23-25/15	750	600	\$164,250
USA Baseball Nat'l Team Program	7/31-8/15/15	480	250	\$321,820
USA Baseball 11&14 Nat'l Team ID	8/19-22/15	1,600	1,500	\$458,400
USA Baseball 16&17 Nat'l Team ID	8/26-29/15	1,600	1,500	\$458,400
USA Baseball Women's Nat'l ID	9/3-5/15	1,000	500	\$183,500
SPORTS TOTAL (B)		8,490	7,350	\$2,398,750



Destination Marketing Association of North Carolina	2/3-5/15	35	40	\$21,869
ETIX	3/10-13/15	36	25	\$16,749
Alpha Zeta Fraternity	3/25-29/15	80	100	\$44,343
Society of Toxicologic Pathology (STP)	4/19-22/15	120	50	\$41,056
National Steel Bridge Alliance (NSBA)	5/5-7/15	60	50	\$22,946
Zephyr Adventure's Beer Bloggers	7/16-17/15	50	50	\$22,761
The Appraisal Foundation	9/27-30/15	135	45	\$38,574
ObesityHelp NC	10/13-20/15	303	450	\$585,696
SALES TOTAL (C)		819	810	\$793,994
Total (A+B+C)		15,044	14,060	\$9,212,240

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Great American XC Festival	2015-2017	1,200	3,000	\$370,000
USA Ultimate College Champ.	5/26-30/16	1,400	1,500	\$385,000
GROUP SALES				
Yellow Ribbon	2/6-8/15	120	110	\$63,329
NCTIES- NC Technology In Education Society -Overflow block	3/3-6/15	75	50	\$28,060
NC Democratic Party Jefferson Jackson Dinner	3/14-15/15	100	525	\$255,983



CLEAR	4/26-30/15	150	70	\$49,947
AKA Legislative Day 2015	5/5-6/15	25	100	\$25,189
Am. Association of Blacks in Higher Education Board Meeting 2015	6/11-14/15	59	25	\$20,749
LIFE Leadership - 2015 Summer Leadership Convention	6/25-28/15	1,785	4,800	\$4,381,592
Universal Masonic Brotherhood July	7/9-14/15	164	80	\$86,308
Ray Price Harley Davidson Bike Fest	9/24-26/15	300	325	\$244,133
NC Office of Economic Opportunity	10/5-9/15	505	200	\$136,105
Leadership Team Development - Winter	1/28-31/16	900	1,500	\$777,087
Downtown Urban Design Conference	3/16-19/16	400	105	\$368,511
American Association of Blacks in Higher Education 2016	3/14-20/16	382	250	\$303,922
Leadership Team Development - Summer Conference	6/24-26/16	600	1,500	\$720,405
GBD/CIDP Foundations Symposium for 2016	9/7-11/16	950	400	\$441,204
NC Assoc. of Nurse Anesthetists	10/13-15/16	370	300	\$252,391
American Association of Blacks in Higher Education 2017	3/20-26/17	382	250	\$303,922
American Public Power Association	4/21-5/3/18	1,321	1,000	\$858,229
North American Water Works	11/3-7/18	840	1,200	\$1,282,582
NC State Firemen's Assn	8/18-25/19	1,490	3,000	\$3,822,287
North American Water Works	11/2-6/19	840	1,200	\$1,282,582
NC State Firemen's Assn	8/7-14/22	1,490	3,000	\$3,822,287
NC State Firemen's Assn	8/6-13/23	1,490	3,000	\$3,822,287
GRAND TOTAL		17,338	27,490	\$24,104,091



SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Rock 'n' Roll Raleigh Marathon & ½ Marathon	7,500	18,500
GROUP SALES		
Environmental Mutagen & Genomics Society	950	750
NC Office of Economic Opportunity	505	250
Society of Toxicologic Pathology - Modular Course	120	50
Society of Toxicologic Pathology – Annual Meeting	2,306	600
GROUP TOTAL	11,381	20,150

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
American Baseball Coaches Association	Orlando, FL (Jan. 2-4)
N.C. Sports Association Quarterly Meeting	Greensboro (Jan. 9)
Greater Raleigh Sports Council Steering Committee	Raleigh (Jan. 13)
National Soccer Coaches Association of America	Philadelphia (Jan. 14-17)
GRCVB Meeting with Town of Fuquay-Varina	Fuquay-Varina (Jan. 21)
Cary Sports Alliance Quarterly Meeting	Cary (Jan. 22)
U.S. Lacrosse National Convention	Baltimore (Jan. 22-24)
GRCVB Staff Planning Retreat	Raleigh (Jan. 29)
GROUP SALES	
Femfessionals Chapter Meeting	Cary, NC (Jan. 7)
PMPI January Education Experience	Washington, DC (Jan. 8)
PCMA Convening Leaders	Chicago, IL (Jan. 10-14)

MPI Philadelphia	Philadelphia, PA (Jan. 14)
NC SGMP Chapter Meeting	Raleigh, NC (Jan. 14)
AMPS	Washington, DC (Jan. 20)
Meeting Professionals International Carolinas Chapter Meeting	Raleigh, NC (Jan. 21)
GRCVB Partner Engagement/Training	Raleigh, NC (Jan. 23)
Diversity Summit 2015	Newport Beach, CA (Jan. 25-28)
Religious Conference Management Association	Birmingham, AL (Jan. 26-29)
NC Technology Association IT Outlook	Charlotte, NC (Jan. 30)

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