



Tourism Economic Development Report

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FEBRUARY 2016

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 10.6 percent for the calendar year beginning January-December 2015 compared to the same period of January-December 2014 and **prepared food and beverage tax collections were up 9.8 percent** during the same period.

GROUP SALES

Sales production this month included 28 definite pieces of business, with a value of over \$14.9 million in economic impact. The team has taken Raleigh on the Road again in January, highlights of the month include, Professional Convention Management Association's Convening Leaders Conference in Vancouver, Canada, with over 4,000 attendees. Executive vice president Loren Gold, regional director, national accounts, Jamie Rice, Raleigh Convention Center national sales manager Mara Craft and Raleigh Marriot City Center sales manager Melissa Haycock all represented Raleigh at this event.

Rice also participated in the Potomac Chapter of Meeting Professionals International's January Educational Experience, the Association of Meeting Professionals monthly meeting and the launch of Association of Women in Events, these events all took place in the DC/MD/VA area.

In Raleigh, Director of sales Malinda Harrell, CMP, CASE, and national sales manager Nicole Robinson connected with hundreds of meeting Executives and professionals at Association Executives of N.C.'s Event Planners Summit and Luncheon and the Meeting Professional International's Carolinas Chapter Meeting. Senior national sales manager, Stephen Jackson, CMP, traveled to Atlanta, Ga. for the 2016 Collinson Publishing Diversity Summit. The event included face to face appointments with planners, educational and networking opportunities.

National sales manager Loretta Yingling, CMP, along with Sales manager Ashley Hill at the Raleigh Convention Center attended the Religious Conference Management Association Emerge Conference, in San Diego, Calif. Being involved in industry events gives us an opportunity to promote the brand of the destination in a unique way. We are able to communicate that Raleigh, N. C. is more than a just place to host a meeting, it's an enriched and energizing location that is fueled by the passionate minded people who are Rooted in Raleigh. At this conference we showcased Conversation Tees a local company founded by two men who were staying in a homeless shelter in Raleigh, NC. The idea of the company blossomed with the idea that one word could start a conversation and that could change lives. Loretta and Ashley both wore the Tees in the booth printed with the word "know". It definitely sparked conversations at this faith based conference and created a positive energy for information sharing about Raleigh, N.C.



SPORTS MARKETING

January featured a new event on the Greater Raleigh sports calendar, as the City of Oaks Volleyball Challenge debuted in the Raleigh Convention Center over the MLK holiday weekend. The event, hosted by the Triangle Volleyball Club, attracted 144 teams to the Capital City, generating more than 2,500 hotel room nights and \$700,000 in direct visitor spending. The tournament was contested on 20 courts in the RCC's 150,000 square foot exhibit hall. The GRSA served as a host partner. ... The RCC was also the site of the "Return to Atlantis All-Star Cheer & Dance Challenge," which brought 180 teams to Raleigh for the 2-day competition. The event was responsible for more than 6,000 total visitors and 2,000 room nights. ... The N.C. Youth Soccer Association (NCYSA) hosted its 20th Annual NCYSA Soccer Symposium at the Hilton North Raleigh/Midtown. ... The NCAA announced that the 2016 Women's College Cup will move from Orlando to Cary, due to stadium construction concerns. Dates will be Dec. 2-4 at WakeMed Soccer Park. The 2015 Women's College Cup in Cary set event and stadium attendance records, with more than 25,000 tickets sold. Host partners are Campbell University, Town of Cary, CASL and the Greater Raleigh Sports Alliance. ... Tori Collins of the GRSA represented Greater Raleigh at the American Baseball Coaches Association annual convention in Nashville, Tenn. Meanwhile, the GRSA's Jason Philbeck represented the region at the National Soccer Coaches Association of America annual meeting in Baltimore.

PUBLIC RELATIONS

2016 is off to a great start for national print and online media placements highlighting many of Wake County's restaurants, attractions and hotels. "Original Fare," a Public Broadcasting Service series, featured Videri Chocolate Factory and La Farm Bakery; *Southern Living* magazine named Standard Foods and the Raleigh Beer Garden as "50 Best Places in the South Now." Speaking of Standard Foods, Examiner.com featured the new restaurant/grocer in a recent feature article, and *WhereTraveler* magazine highlighted "Romantic Getaways in Raleigh, Durham and Chapel Hill" writing about restaurants like Second Empire Restaurant & Tavern and Wine Authorities along with The Umstead Hotel and Spa and The Mayton Inn as romantic hotels. TravelPulse.com gives its readers numerous suggestions on "What to Do in the Cultural Hub of Raleigh, N.C." Executive vice president Loren Gold and director of communications Ryan Smith traveled to New York City to attend Visit North Carolina's annual New York Media Mission held at the Eventi Hotel. More than 91 media attendees, ranging from staffers from *Architectural Digest*, *Brides* magazine, *Condé Nast Traveler*, Cooking Channel, CountryLiving.com, *Rachel Ray Every Day*, *InsideHook*, *Martha Stewart Living*, *Men's Journal*, *Travel + Leisure*, *Wine Spectator* and more, were able to chat with N.C. destinations, as well as sample and experience some of the state's most unique entrepreneurs representing culinary, fashion, visual arts and outdoor adventures. We would like to thank Victor Lytvinenko from Raleigh Denim and Jenny Bonchak from Slingshot Coffee Co. for traveling with us to represent Raleigh's maker movement. While in the city Gold and Smith also met with four top-tier national journalists during desk-side appointments.

SERVICES

January started the new calendar year off to a really strong start. Our first group on the meetings and conventions side is Big Rock East. In its 8th year in Raleigh, the event continues to grow and averages now over 4000 attendees during the weekend! As well, our convention services team (Tammy Jeffries, Gray Henderson and Julie Brakenbury) joined with our Theresa Tyler from our sport services/ GRSA to



attend the Event Service Professionals Association's Annual Conference in Vancouver. We were pleased to also have Lindsay Clapp (senior event manager) and Megan Matthews (event coordinator) from the RCC there with us. It is a valuable education opportunity for those of us on the services side, while also allowing us time for peer to peer networking and time with industry vendors like Lanyon Passkey and Simpleview. Just after our return from ESPA we welcomed our spring intern Kyle Riggan. Kyle is a senior Parks, Recreation & Tourism major from NCSU and will be with us until early/ mid April. In the way of other important activities, along with numerous other smaller events, we hosted Merz Pharmaceuticals for the first time (nearly 600 attendees) and welcomed back National Agents Alliance (3000 attendees). Other staff activities included attending a time management training with Sales, and participating in our annual full staff planning retreat. Finally, we've begun the important process of seeking a new visitor information center (VIC) manager – necessary due to the pending retirement of Ms. Reggi Powell as of March 31. The position is posted now at <http://www.visitraleigh.com/partners/about-grcvb/jobs/>. We hope to have the position filled by mid March to allow for training time with Reggi before her departure.

MARKETING

Senior marketing manager Derek Allman completed the online program and passed the examination for a Certification in Hotel Industry Analytics (CHIA); the CHIA program is jointly offered by the American Hotel and Lodging Educational Institute and STR and is the only certification for industry professionals focused on hotel-related analytics. Assistant director of marketing Karen DeSollar attended the 5th Annual State of the Arts & Culture in Wake County event on Jan. 13. Director of marketing Jonathan Freeze, CDME, CHIA, participated in a marketing plan focus group for the Mountains-to-Sea Trail, Jan. 14. Department staff met with the major cultural presenters of Wake County during the week of Jan. 11 and on Jan. 20 to discuss and plan Spring, Summer and Fall promotional campaigns. Under GRCVB's advertising plan for the month of Jan., leisure- or VFR-related placements appeared in *Walter* and on Division D's network, Travel Guides Free, tripadvisor.com and visitnc.com; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management* and *Sports Travel* and on sportscommissions.org and sporteventsmagazine.com; and meetings-related placements appeared in *Associations Now*, AENC's annual directory, *Meetings Focus*'s, PCMA's and *M&C*'s e-newsletters and on MPI's online Global Marketplace/website, iaee.com and *M&C*'s and *Successful Meetings*' websites.



**VISITOR INDUSTRY STATISTICAL REPORT
DECEMBER 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Dec. '14	Wake County	North Carolina	United States
Dec. 2015 Occupancy %	3.1%	56.9%	50.8%	53.0%
Dec. 2015 ADR	7.2%	\$94.25	\$89.54	\$115.81
Dec. 2015 RevPar	10.5%	\$53.65	\$45.51	\$61.41
2015 YTD Occupancy %	2.2%	69.7%	62.9%	65.6%
2015 YTD ADR	5.7%	\$95.87	\$95.30	\$120.01
2015 YTD RevPar	8.1%	\$66.81	\$59.93	\$78.67

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 2015

	DEC. 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	445,957	4,987,585	+4.2%
Passenger Deplanements	419,137	4,955,746	+4.1%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	16,008	53,975	71,680	-24.7%
Estimated Economic Impact	\$14,94,073	\$54,143,446	\$35,980,336	+50.5%
Number of Definite Bookings	28	166	112	+48.2%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	January 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	84,711	475,973	214,305	+122.1%
Estimated Economic Impact	\$48,776,297	\$283,372,918	\$143,858,722	+97.0%
Number of Tentative Leads	103	696	329	+111.6%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	January 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	16,800	114,006	62,970	+81%
Estimated Economic Impact	\$4,932,309	\$34,599,198	\$20,824,881	+66%
Number of Definite Bookings	12	47	45	+4%

VISITOR SERVICES PRODUCTION

	January 2016	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	47	342	+20.0%
# of Visitor Information Center visitors	702	6106	-9.5%
# of Visitor Inquiries	267	1659	-28.0%



VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

**This is a new service that we have begun as of October 2014, % compared to first year month end stats)*

	January 2016	2015 YTD	YTD % Chg from 14/15
Partners Serviced	47	268	+64.0%
Visitor Guides Delivered	10,627	35,977	+104.0%

(note that VG delivery service was suspended for the holidays and will resume in early January)

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Ironman 70.3 Raleigh	6/3-6/16	4,500	5,000	\$1,919,644
Sales Convention Center Definite				
The Institute of Emerging Issues	2/7-9/16	100	150	\$166,202
PAC World- Protection, Automation and Control World	8/28-9/1/16	70	500	\$545,905
Alpha Phi Alpha Fraternity, Inc.	3/22-26/17	1,873	800	\$868,783
Totals (A)		6,543	6,450	\$3,500,534

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
USA Baseball Nat'l HS Invitational	3/22-26/16	1,825	1,500	\$726,229
USA Baseball Tournament of Stars	6/20-26/16	420	200	\$170,740
USA Baseball/MLB Breakthrough	6/27-30/16	280	120	\$51,720



USA Baseball 16U Cup	6/30-7/2/16	1,200	300	\$177,300
USA Baseball 18U Cup	6/30-7/2/16	1,200	300	\$177,300
USA Baseball 14U Cup	7/14-16/16	1,200	300	\$177,300
USA Baseball Nat'l Team Develop.	7/19-23/16	450	250	\$125,800
USA Baseball 13U Nat'l Team ID	8/10-13/16	1,300	500	\$239,200
USA Baseball 16/17 Nat'l Team ID	8/18-20/16	1,600	1,500	\$373,400
USA Baseball 11/14 Women's Nat'l	8/25-27/16	1,600	1,500	\$373,400
USA Baseball Tourn. Of Champions	9/2-5/16	1,225	1,500	\$420,275
SPORTS TOTAL (B)	11	12,300	7,970	\$3,012,665
Curtis Marketing Group, Inc.	11/6-7/15	20	75	\$494,127
Global Knowledge	1/24-29/16	400	200	\$188,407
Genzyme	1/27-29/16	100	50	\$30,827
Triangle Brass Band	2/15-17/16	40	37	\$15,388
Equality Federation Institute	2/15-18/16	20	20	\$15,442
Gioworks International, Inc	2/22-/24/16	21	10	\$6,165
Simpleview	2/24-26/16	90	50	\$36,933
Black Youth Project	3/9-16/16	300	260	\$372,652
Top Ladies of Distinction, Inc.	3/23-27/16	591	250	\$281,152
ETIX	4/5-8/16	90	35	\$27,432
Divine Nine Legislative	5/17-19/16	30	35	\$22,705



Apartment Association of North Carolina	5/24-26/16	135	150	\$121,031
Jehovah's Witnesses	7/28-31/16	8,850	10,000	\$9,824,317
John E. Reid and Associates	9/11-15/16	40	50	\$43,940
North Carolina Office of Economic Opportunity	10/2-7/16	650	200	\$231,924
North Carolina State Optometric Society	10/27-30/16	60	20	\$20,790
Southern Regional AHEC	11/3-6/16	175	100	\$90,617
Episcopal Dioceses of North Carolina	11/16-19/16	333	350	\$355,147
NORTH CAROLINA CHIROPRACTIC ASSOCIATION	3/2-5/17	220	200	\$181,760
North Carolina General Service Committee of Alcoholics Anonymous	11/3-5/17	275	165	\$100,090
North Carolina General Service Committee of Alcoholics Anonymous	5/18-20/18	275	165	\$101,580
North Carolina General Service Committee of Alcoholics Anonymous	7/19-22/18	350	250	\$285,191
North Carolina General Service Committee of Alcoholics Anonymous	11/2-4/18	275	165	\$101,580
North Carolina General Service Committee of Alcoholics Anonymous	5/17-19/19	275	165	\$103,122
North Carolina General Service Committee of Alcoholics Anonymous	7/11-14/19	350	250	\$290,864
Totals (C)		13,965	13,252	\$13,343,184



Total (A+B+C)		32,808	27,672	\$19,856,383
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BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
N/A				
GROUP SALES				
North Carolina Defense Business Association	4/24-25/16	32	140	\$43,986
Konica Minolta Medical Imaging	5/9-12/16	380	100	\$116,332
Dentaquest South Convening	5/15-18/16	195	100	\$97,491
Miss North Carolina Pageant	6/19-26/16	600	1500	\$578,518
JMHS Class Reunion	7/22-23/16	20	130	\$24,406
Jehovah's Witnesses	7/28-30/16	8,850	12000	\$9,824,317
Soluade Isabwa	7/29-31/16	42	20	\$12,116
United Synagogue of Conservative Judaism	7/31-31/16	17	60	\$19,636
Jehovah's Witnesses	8/4-6/16	8,850	12000	\$9,824,317
American Association of State Highway and Transportation Officials Association	9/10-15/16	125	35	\$38,901
North Carolina Child Care Association	10/13-14/16	96	200	\$67,853
All Things Open	10/24-27/16	215	1000	\$187,769
North Carolina Craft Brewers Guild	11/1-3/16	200	350	\$167,459



Pi Sigma Epsilon	11/3-5/16	84	130	\$61,933
National Association of Environmental Professionals (NAEP)	3/4-10/17	603	500	\$317,429
General Federation of Women's Clubs	4/19-22/17	175	150	\$123,339
Knuckles/Watson Wedding	5/19-20/17	22	10	\$7,994
Carolinas Kiwanis	8/16-19/17	287	300	\$268,806
General Federation of Women's Clubs	4/18-21/18	175	150	\$103,361
American Conifer Society	6/6-10/18	495	300	\$181,935
Wild Birds Unlimited	6/20-26/18	1,395	400	\$530,810
Joint Council of Librarians of Color	9/4-8/18	1,010	700	\$499,442
GRAND TOTAL		23,868	30,275	\$23,098,148

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
AAU Karate National Championships	4,000	1,800
Rock 'n' Roll Raleigh	7,000	14,000
GROUP SALES		
The Most Worshipful National Grand Lodge of FAAY Masons	835	400
North Carolina Defense Business Association	32	140
GROUP TOTAL	11,867	3,740



TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
American Baseball Coaches Annual Convention	Nashville, TN (Jan. 7-9)
N.C. Sports Association Quarterly Meeting	Asheville, NC (Jan. 11)
National Soccer Coaches Association of America	Baltimore, MD (Jan. 13-16)
City of Oaks Challenge (Volleyball)	Raleigh (Jan. 16-18)
GRCVB Meeting with Zebulon Town Leaders	Zebulon (Jan. 20)
GRCVB Staff Retreat	Raleigh (Jan. 28)
NC Youth Soccer Association Symposium	Raleigh (Jan. 30)
All-Star Cheer & Dance Challenge	Raleigh (Jan. 30-31)
GROUP SALES	
Religious Conference Management Association Emerge Conference	San Diego, Calif. (Jan. 5-7)
Potomac Chapter of Meeting Professionals International's January Educational Experience	Arlington, Va. (Jan. 6)
Professional Convention Management Association's Convening Leaders	Vancouver, Canada (Jan. 10-13)
Association Executives of N.C.'s Event Planners Summit and Luncheon	Raleigh (Jan. 11)
The Meeting Professional International's Carolinas Chapter Meeting	Raleigh (Jan. 14-15)
2016 Collinson Publishing Diversity Summit	Atlanta, Ga. (Jan. 17-19)
Association of Meeting Professionals monthly meeting	Washington, D.C. (Jan. 19)
the Association of Women in Events	Washington, D.C. (Jan. 20)

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The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.