



---

# Tourism Economic Development Report

---

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

**MARCH 2016**

## **WAKE COUNTY CAPSULE**

**Hotel occupancy tax collections were up 13.8 percent** for the calendar year beginning January 2016 compared to the same period of January 2015 and **prepared food and beverage tax collections were up 3.0 percent** during the same period.

## **GROUP SALES**

February was a busy and productive month for the Sales team, we were able to connect with thousands of Meeting Professionals at industry events. In Washington DC, Destination Management Association International (DMAI) hosted the 24th Destination & Travel Foundation Gala and Destinations Showcase., The showcase is North America's largest one-day event exclusively bringing conference, convention and tradeshow professionals together with exhibiting meeting destinations from the U.S. and beyond. Representing the CVB , President and CEO, Dennis Edwards, Executive Vice President, Loren Gold , Senior National Sales Manager, Stephen Jackson, CMP ,Regional Director of National Accounts, Jamie Rice and National Sales Manager, Nicole Robinson. Gold and Rice along with Raleigh Convention Center sales manager Mara Craft and Raleigh Marriott City Center representative Melissa Haycock also exhibited at this event. In conjunction with Showcase, DMAI produces Sales Academy I & II. Robinson and Jackson participated I the trainings. Also in the DC Area, Rice participated five other Industry events, Association of Meeting Professionals meeting, Professional Convention Management Association's Capital Chapter education session & networking event, International Association of Exhibitions and Events D.C. Chapter Meeting, Professional Convention Management Association Capital Chapter Mix 'n Bowl Networking Event, Potomac Chapter Meeting Professionals International Mid-Atlantic Conference & Expo. Jackson attended Convention Sales Professional International, he serves on the Board of Directors and the MPI Philadelphia Bowling Networking Event. National sales manager Loretta Yingling, CMP, had the opportunity to meet with AMC owners at the Association Management Companies Institute, in Anaheim, Ca. Director of sales Malinda Harrell, CMP, CASE, connected with Meeting Professionals in the Georgia area, at the GAMPI Educational event, Plan Your Meetings, PYM Live event. Locally, Harrell and Sales and services coordinator Melanie Martin attended Simpleview CRM Regional Training. National sales manager Nicole Robinson networked with business leaders and executives at the Raleigh Chamber Women's Lunch. The sales team booked 17 definite pieces of business, representing over 15,000 total room nights and \$15 million in Estimated Economic Impact.



## **SPORTS MARKETING**

February's sports highlights included an announcement by the NCAA that WakeMed Stadium in Cary will host the 2017 NCAA DI Women's Lacrosse Championship, scheduled for May 26 & 28. The championship, which is essentially the Final Four of women's lacrosse, will include semifinals on Friday (May 26) and the championship on Sunday (May 28). The 2017 finals in Cary will mark the first time in the event's 36-year history that it has been held outside of the Northeast. Campbell University, the Town of Cary and the Greater Raleigh Sports Alliance will serve as co-hosts for the NCAA women's lacrosse championship. ... The Town of Cary will also be the site of three additional NCAA championships next year – Division I Women's College Cup (soccer), Division II Baseball and Division III Men's and Women's Tennis. ... The Greater Raleigh Sports Alliance has been named a 2016 Readers' Choice Award winner, presented by SportsEvents magazine. The award, selected by a panel of sports event planners, was presented to the GRSA for exhibiting "excellence, creativity and professionalism in the sports tourism industry." This marks the third consecutive year that the GRSA has earned the magazine's Readers' Choice Award. ... February's events included the NCHSAA swimming and diving state championships, held at the Triangle Aquatic Center in Cary and the Pullen Aquatic Center in Raleigh, respectively. Both events were hosted by the City of Raleigh, which hosts more NCHSAA championship events than any other city. The GRSA serves as a host partner. ... Peace University was the official host of the Grand Slam Triangle Softball Classic at Bond Park in Cary. The event attracted 16 of the top Division III softball programs on the East Coast. ... Key meetings in February included Raleigh's NCAA Basketball Local Organizing Committee, the Cary Sports Alliance and the Greater Raleigh Sports Alliance Advisory Board.

## **PUBLIC RELATIONS**

The Communications Department hosted 10 journalists in Raleigh last month including freelance writer Kelly Merritt, who was exploring Raleigh as part of a story on Southern cities for *Florida Weekly* and nine travel journalists as part of a group familiarization tour team in partnership with the public relations team of Visit North Carolina and in conjunction with Travel South USA. Raleigh hasn't only hosted journalists recently, our area was the topic of numerous articles in the past month. Freelance food and travel writer John Mariani visited the area in Nov. to discover how Raleigh's culinary scene has changed since his last visit many years ago, resulting in three articles in *The Huffington Post* and on his website, VirtualGourmet.com. *Paste Magazine* featured numerous Raleigh cocktail bars, including Foundation, Bida Manda and Death & Taxes in the article "City in a Glass: Raleigh," and Fox Liquor Bar's Pink Lady was included on a Styleblueprint.com piece on "Five Romantic Cocktail Recipes." Wake County's first and only boutique hotel, The Mayton Inn, opened last week and had some nice coverage in *Southern Living* magazine's "The Daily South" column. The Communications Department assisted in placing the stories in the *The Huffington Post* and Styleblueprint.com. *Smart Meetings* magazine highlighted N.C. as a "State of Contrasts" and Pratesiliving.com highlighted numerous area restaurants and attractions. The Society of American Travel Writers Eastern Chapter Conference is coming to Raleigh next month and planning is in full swing to welcome over 80 travel journalists and public relations professionals to our area.

## **SERVICES**

Services team had a busy February. Groups for the year are running ahead of last year (in terms of numbers) and our arriving group numbers are 18% ahead of last year at this time. Beyond directly servicing groups, key initiatives for the month included: attending the Quarterly Marketing Update



meeting early in the month, developing a plan for much needed visitor center repairs, preparing for the hiring process for the new VIC manager, and preparing for our part in the Rooted in Raleigh FAM. We have also started the process of planning for IBMA 2016, and Gray is strongly supporting Ryan and PR in prep for hosting SATW upcoming in February. Our See for Yourself Tour was postponed until March due to tornadic activity over the original date.

## **MARKETING**

The Marketing Department hosted its Winter Marketing Update Meeting for all Wake County hospitality partners on Feb. 4 at The Glenwood Club. Among topics covered was the solicitation of partner deals and brewery-related event listings for the April 2016 celebration of Raleigh Beer Month as part of North Carolina Beer Month. In Feb., the department also conducted its annual partnership marketing survey of area hospitality partners to gain insight and feedback for 2016-2017 updates to GRCVB programs; key results will be discussed at next quarter's Marketing Update Meeting, May 19, at The Mayton Inn. GRCVB's new agency of record French/West/Vaughan (FWV) received two American Advertising (Addy) Awards for GRCVB projects (among 18 total awards won by FWV) at the 2016 Triangle Advertising Federation Gala, Feb. 18. GRCVB's 2015 Annual Meeting video and the 2015-2016 "Rooted in Raleigh" advertising campaign, both of which were initial executions of the tuned-up destination brand strategy for the Raleigh area, were recognized. Department staff met with Cultural Presenters Forum subcommittees and the committee of the whole in planning tourism-related promotions of Artify and Wherefore; department staff also met with City of Raleigh staff related to area bicycle tourism. In the latter part of Feb., department staff completed a redesign and transformation of the Bureau's Events Watch consumer e-newsletter into visitRaleigh the E-magazine; the redesign allows GRCVB to better execute the tuned-up destination brand strategy with potential and past visitors, by showcasing area tourism content beyond simply event listings. On Feb. 23, the Marketing Department hosted a Wake County Beer Summit, inviting all area breweries as well as supporters of the industry, such as bottle shops and festival organizers. Under GRCVB's advertising plan for the month of Feb., leisure- or VFR-related placements appeared on Division D's network and other networks, Travel Guides Free, tripadvisor.com, visitnc.com and in the N&O's Spring Arts Preview; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management* and *Sports Events* and on sportscommissions.org, sportstravelmagazine.com and SBJ's websites; and meetings-related placements appeared in *Successful Meetings* magazine, *M&C*, *Associations Now*, *The Meeting Professional* and *Meeting News* e-newsletters and on AENC's and MPI's websites.



**VISITOR INDUSTRY STATISTICAL REPORT  
JANUARY 2016  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Jan. '15	Wake County	North Carolina	United States
Jan. 2016 Occupancy %	0.8%	59.7%	50.7%	54.0%
Jan. 2016 ADR	5.2%	\$96.55	\$88.95	\$116.61
Jan. 2016 RevPar	6.0%	\$57.65	\$45.11	\$63.01
2016 YTD Occupancy %	0.8%	59.7%	50.7%	54.0%
2016 YTD ADR	5.2%	\$96.55	\$88.95	\$116.61
2016 YTD RevPar	6.0%	\$57.65	\$45.11	\$63.01

*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 2016*

	JAN. 2016	2016 YTD	YTD% Change from 2015
Passenger Enplanements	340,226	340,226	3.6%
Passenger Deplanements	349,017	349,017	2.8%

**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**

	February 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	15,192	69,167	81,920	-15.6%
Estimated Economic Impact	\$15,146,948	\$69,290,948	\$41,120,384	+68.5%
Number of Definite Bookings	17	183	128	+43.0%



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>February 2016</b>	<b>YTD</b>	<b>15/16 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	40, 458	513,463	244,920	+109.6%
Estimated Economic Impact	\$22,228,182	\$305,785,752	\$164,409,968	+86.0%
Number of Tentative Leads	101	797	376	+112.0%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>February 2016</b>	<b>YTD</b>	<b>15/16 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	6,755	120,761	72,003	+68%
Estimated Economic Impact	\$2,380,895	\$35,834,359	\$23,811,900	+50%
Number of Definite Bookings	11	58	51	+14%

**VISITOR SERVICES PRODUCTION**

	<b>February 2016</b>	<b>FY 15/16 YTD</b>	<b>YTD% Chg from 15/16</b>
# of Groups Serviced	34	376	+18.0%
# of Visitor Information Center visitors	809	6,915	-5.0%
# of Visitor Inquiries	329	1,988	-34.0%



**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 (also delivery service now includes both official visitor guides and fold out maps)*

	<b>February 2016</b>	<b>2016 YTD</b>	<b>YTD % Chg from 15/16</b>
Partners Serviced	114	381	+77.0%
Visitor Guides Delivered	27,298	63,275	+180%

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

**CONVENTION CENTER DEFINITE BOOKINGS**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
Governors Highway Safety Program	4/19/16-22/16	920	600	\$569,941
<b>Totals (A)</b>		<b>920</b>	<b>600</b>	<b>\$569,941</b>

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
Top Gun Spring World Series	4/29-30/16	466	1,000	\$146,134
NARCH East Coast Regional	4/8-9/16	500	1,450	\$194,500
USA Triathlon Long Course Duathlon Championship	5/13-14/16	500	500	\$114,500
Top Gun Baseball Summer Zone	6/3-4/16	500	1,000	\$149,500
Top Gun Baseball Super Regional	6/10-11/16	500	1,000	\$149,500
USA Baseball Futures Invite (11/12)	6/23-26/16	1,225	1,000	\$322,775



NCHSAA Men's Tennis Champ.	5/13-14/16	366	175	\$44,984
NCHSAA Lacrosse Champ.	5/20-21/16	150	1,000	\$64,850
NCHSAA Women's Soccer Champ.	5/27-28/16	388	1,395	\$167,312
NCHSAA Softball Champ.	6/3-4/16	855	3,420	\$597,645
NCHSAA Baseball Champ.	6/3-4/16	1,305	2,000	\$429,195
<b>SPORTS TOTAL (B)</b>		<b>6,755</b>	<b>13,940</b>	<b>\$2,380,985</b>
NAACP North Carolina	2/11-14/16	39	50	\$37,471
NORTH CAROLINA ADMINISTRATIVE OFFICE OF THE COURTS	4/10-12/16	35	25	\$18,877
Herbalife International of America, Inc	4/20-24/16	177	120	\$290,753
North Carolina Parent Resource Center	5/2-4/16	160	200	\$140,285
Military Group Reunion	6/2-5/16	90	30	\$32,401
International Nippon Collectors Club	7/27-31/16	180	80	\$90,230
Soluade Isabwa	7/28-31/16	63	20	\$12,115
Jehovah's Witnesses	8/4-7/16	8,850	10,000	\$9,824,316
Smith Family Reunion	8/5-7/16	100	75	\$63,615
Hopscotch Music Festival	9/6-12/16	738	1,500	\$1,846,465
Pi Sigma Epsilon	11/3-6/16	84	60	\$61,932
National Organization for Black Chemists and Chemical Engineers (NOBCCHE)	11/4-13/16	1,200	350	\$611,121



InterVarsity Christian Fellowship	2/16-19/17	190	180	\$166,018
The Most Worshipful National Grand Lodge of FAAY Masons	7/6-15/17	861	250	\$391,386
InterVarsity Christian Fellowship	2/15-18/18	190	180	\$168,442
Association for Research on Nonprofit Organizations and Voluntary Action	11/14-20/22	1,315	390	\$821,571
<b>Totals (C)</b>		<b>14,272</b>	<b>13,510</b>	<b>\$14,577,007</b>
<b>Totals (A+B+C)</b>		<b>21,947</b>	<b>28,050</b>	<b>\$17,527,843</b>

**BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING**

	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
N/A				
<b>GROUP SALES</b>				
NAACP North Carolina	2/11-13/16	47	50	\$37,472
BASF Corporation	4/3-7/16	95	48	\$42,380
Governors Highway Safety Program	4/17-21/16	69	25	\$28,339
North Carolina Parent Resource Center	5/2/2016	165	215	\$140,286
CLURT	6/8-12/16	165	500	\$142,149
US Army 4th Battalion	7/11-14/16	122	35	\$32,327
International Nippon Collectors Club	7/27-30/16	180	150	\$90,231





Town of Cary	8/26-27/16	300	10,000	\$1,127,671
Independent Insurance Agents of North Carolina	11/3/2016	35	100	\$23,383
International Association of Security & Investigative Regulators	11/6-9/16	165	70	\$57,373
Michelin North America, Inc	12/1-7/16	1,049	325	\$331,121
Campus Outreach	12/27/16-1/2/17	784	400	\$308,246
UNC at Chapel Hill- School of Government	1/5-6/17	80	125	\$41,856
Core-Mark Distributors, inc	3/13-15/17	335	750	\$244,838
Dixon Family Reunion	7/28-29/17	50	100	\$44,488
African American Credit Union Coalition	8/1-5/17	219	135	\$128,107
Omega Psi Phi Fraternity Inc.	1/24-27/18	1,000	1,000	\$791,338
National Association of Veterans Upward Bound	3/4-8/18	338	80	\$94,738
Association for Child Psychoanalysis	5/2-8/18	202	100	\$137,935
Agricultural Media Summit	7/27-31/18	1,020	400	\$587,884
Council of Georgist Association (CGO)	8/3-12/18	221	80	\$132,713
North Carolina Association for the Education of Young Children	9/11-13/18	1,215	3,000	\$859,547
North Carolina Association for the Education of Young Children	9/12-14/18	1,215	3,000	\$844,217
<b>GRAND TOTAL</b>		<b>9,071</b>	<b>20,688</b>	<b>\$6,268,639</b>



### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2016 USA Ultimate Division I College Championships	1,500	1,500
<b>GROUP SALES</b>		
Wild Birds Unlimited	1,395	400
North Carolina Craft Brewers Guild	200	350
<b>GROUP TOTAL</b>	<b>3,095</b>	<b>2,250</b>

### TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Raleigh NCAA Basketball LOC Meeting	Raleigh (Feb. 9)
Cary Sports Alliance Quarterly Meeting	Cary (Feb. 11)
GRSA Advisory Board Quarterly Meeting	Raleigh (Feb. 24)
NCHSAA Swimming & Diving Championships	Raleigh & Cary (Feb. 10-13)
Grand Slam Triangle Softball Classic	Cary (Feb. 27-28)
<b>GROUP SALES</b>	
2016 Convention Sales Professional International	Washington, D.C. (Feb. 7-8)
24th Destination & Travel Foundation Gala	Washington, D.C. (Feb. 9)
DMAI Destinations Showcase	Washington, D.C. (Feb. 9)
Association Management Companies Institute	Anaheim, Ca. (Feb. 9-13)
Destination Marketing Association International Sales Academy II	Washington, D.C. (Feb. 10-11)

Destination Marketing Association International Sales Academy I	Washington, D.C. (Feb. 10)
International Association of Exhibitions and Events D.C. Chapter Meeting	Arlington, Va. (Feb. 13)
Association of Meeting Professionals Meeting	Washington, D.C. (Feb. 16)
Georgia Chapter of Meeting Professionals International, Sales Calls and Plan Your Meetings	Atlanta, Ga. (Feb. 16-18)
Professional Convention Management Association's Capital Chapter education session & networking event	Washington, D.C. (Feb. 17)
Raleigh Chamber Women's Lunch	Cary (Feb. 22)
Professional Convention Management Association Capital Chapter Mix 'n Bowl Networking Event	Washington, D.C. (Feb. 23)
Potomac Chapter Meeting Professionals International Mid-Atlantic Conference & Expo	Washington, D.C. (Feb. 24-25)
Simpleview CRM Regional Training	Raleigh (Feb. 24-26)
MPI Philadelphia Bowling Networking Event	Philadelphia, Pa. (Feb. 29)



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.