



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JANUARY 2009

WAKE COUNTY CAPSULE

For the first 11 months of calendar year 2008 Wake County **hotel occupancy tax collections were up 2.3 percent** and **prepared food and beverage tax collections were up 8.7% percent** over 2007.

GROUP SALES

December was a month on the move for Convention Sales. Malinda Pettaway, Associate Director of Sales, attended Georgia area MPI, speaking with over 30 area meeting planners, interested in "What's New in Raleigh." Stephen Jackson, National Sales Manager, headed north to Philadelphia, where he attended both PCMA and MPI Chapter meetings, putting Greater Raleigh's name in front of dozens of area planners. Jana Rae Oliver, Director of Sales, participated in the Association Forum Holiday Showcase Chicago, where she met with over 400 regional planners. Greater Raleigh and Charlotte CVB's co-hosted a holiday reception for 85 Chicago based meeting planners, during Showcase week in the Windy City. It was the "Event of the Season!" Kumi Anzalone, National Sales Manager, attended Washington D.C. area MPI and PCMA events, as well as conducting a Raleigh Convention Center site inspection. Loretta Yingling, National Sales Manager, and Malinda Pettaway spearheaded our tradeshow booth for Association Executives of NC, which was awarded 2nd place for the entire show! Congrats, ladies! We are still seeing a strong interest in meetings and conventions, as our leads and booking numbers met and exceeded our expected pace, putting over 25,000 definite room nights on the books.

SPORTS MARKETING

The first weekend in December proved to be one of the biggest sports weekends in Wake County history, as the area hosted the CASL visitRaleigh.com Girls Soccer Showcase, the closing event of the National Soccer Series. The 421 teams made it the largest youth sporting event in Triangle history and generated more than 14,000 hotel room nights. On the same weekend, the NCAA Women's College Cup was held at WakeMed Soccer Park, where standing-room only crowds watched as the University of North Carolina claimed the national championship. College Cup host partners included NC State University, the Town of Cary, the Capital Area Soccer League and the GRCVB. The Greater Raleigh CVB has partnered with the Triangle Aquatic Center (TAC) to bring the 2009 National Black Heritage Championship Swim Meet to Cary this spring. Dates are May 22-24 (Memorial Day weekend), and more than 750 swimmers are expected. The Senior Softball USA Eastern Nationals will return to Raleigh in 2009, following a successful debut in 2008. The event, hosted by the City of Raleigh with support from GRCVB, is set for the Walnut Creek Softball Complex, Aug. 3-8. Approximately 60 teams are expected. GRCVB Sports Marketing continues to work with the Raleigh Jaycees and the Town of Cary to put the finishing touches on efforts to bring the 2009 PONY Softball Fastpitch Nationals to Cary in July. GRCVB and the Town of Cary are also finalizing plans to bring the 2009 Great American Cross Country Festival to WakeMed Soccer Park in October. Look for details on both PONY and Great American in the February issue of the Tourism Economic Development Report.

PUBLIC RELATIONS

The latest news about Greater Raleigh's meetings industry and leisure travel was featured in *Cooking Light*, *Meeting News*, *Meetings and Conventions*, *The Commercial Appeal*, *USA Today* and *Street & Smith's Sports Business Journal*. Press releases were distributed to local, regional and national media regarding the holiday season in Greater Raleigh and various events and happenings were highlighted in numerous publications, including downtown Raleigh's annual First Night Celebration being rated a Top 10 New Years Eve event by *USA Today*.



SERVICES

Year to date we are 35% ahead of last year for total groups serviced. Additionally, VIC visitation remained strong due to First Night (New Year's Eve) with 523 visitors for the month (strong numbers considering we were closed several days with the holidays), and year to date visitation is at 5378. Although we anticipated a "quiet" month, it was very hectic – planners used the month to prepare for meetings and conventions that will arrive in 2009. We hosted four planning visits, conducted two site visit presentations, assisted Sports with a presentation to the Cary Sports Alliance, and conducted an attendance promotion in Tulsa for the upcoming CALEA conference which Greater Raleigh hosts in March 2009. Our Ambassadors worked a total of 91.9 hours including time at the VIC, sports events and for one convention group. We are also laying the groundwork for future customer care classes, next steps for the Community Hospitality Partnership, working extensively to prepare for Governor's Conference on Tourism in March, and preparing to launch our first group with housing services. In the way of really fun "stuff," we attended the preview party for the new NC State themed McDonalds at Gorman and Western Boulevard on campus. Featuring a mini arena like setting, a "jumbo tron," NC sports photo archives, this new restaurant is sure to be a hit with our visitors. Go Pack!

MARKETING

In December, the Marketing Department distributed a holiday marketing message to the Bureau's email database of 43,000 visitors, encouraging click-thrus to the Greater Raleigh holiday microsite and sweepstakes promotion. The campaign achieved an open rate of 13% and click-thru rate of 4% (at or above industry averages). Under the 2008-09 destination media plan, GRCVB ran meetings-related ads in *Black Meeting*, *Meetings South* and a sports-marketing ad in *Sports Events* magazine. In preparation for the 2009 Official Visitors Guide, the marketing team entered all partner information forms returned by mail into the Bureau's database and began revising and updating other editorial content. GRCVB's partner in publishing the Visitors Guide, S&A Cherokee, is filling what few ad spaces remain and will close sales on January 21 (find out more and reserve space now at: http://www.visitRaleigh.com/partners/partnership_opportunities). The Bureau is currently enlisting the support of local partners in order to debut a new SmartCard program with leisure and transient business visitors in January. This sales incentive program is designed to motivate new and return visits, increase visitor circulation within the local hospitality sector, and increase sales amid our current economic conditions. Final details and marketing plans will be shared with hotel partners this month.



**VISITOR INDUSTRY STATISTICAL REPORT
DECEMBER 2008
HOTEL OCCUPANCY PRODUCTION**

	Chg from Nov 07	Wake County	North Carolina	United States
Nov 2008 Occupancy %	-6.7%	59.0%	49.1%	51.9%
Nov 2008 ADR	+1.3%	\$86.38	\$80.14	\$101.81
Nov 2008 RevPAR	-5.5%	\$50.92	\$39.32	\$52.86
Nov 2008 Rooms Sold/% Change	-9,402	-3.7%	-9.1%	-7.8%
Nov 2008 Rooms Avail/% Change	+7,591	+3.2%	+2.9%	+3.2%
2008 YTD Occupancy %	-4.9%	63.4%	57.7%	61.8%
2008 YTD ADR	+5.1%	\$87.90	\$84.86	\$107.02
2008 YTD RevPAR	-0.1%	\$55.75	\$49.00	\$66.18
2008 YTD Rooms Sold/% Change	-80,860	-2.7%	-4.9%	-1.5%
2008 YTD Rooms Avail/% Change	+65,473	+2.3%	+1.8%	+2.6%

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

	November 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	363,504	4,470,012	-3.1%
Passenger Deplanements	361,885	4,467,951	-3.2%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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	35	24	16	11	9	6	4	2	3	1	1		1	1		128
At RCC (Tentative)	-	14	28	22	11	10	5	3	1	-	-	-	-	-	-	-	94

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	December 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	25,190	85,693	58,184	+32%
Estimated Economic Impact	\$10,871,769	\$53,277,069	\$29,166,669	+46%
Number of Definite Bookings	11	109	182	-59%

FY runs June 08-June 09



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	December 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	34,407	160,487	183,750	-14%
Estimated Economic Impact	\$18,955,260	\$83,673,714	\$125,419,000	-31%
Number of Tentative Leads	41	191	280	-32%

FY runs June 08-May 09

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	December 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,200	59,551	46,000	+ 29 %
Estimated Econ Impact	\$630,300	\$13,775,949	\$15,000,000	- 8 %
Number of Definite Bookings	2	26	32.5	- 20 %

VISITOR SERVICES PRODUCTION

	December 2008	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	15	224	+35.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2012 Ruritan National Convention	1/15-23/12	1,972	1,500	\$1,358,772
BioMerieux 2009 Commercial Operations Mtg	1/9-20/09	2,008	450	\$550,077
TOTAL (A)		3,980	1,950	1,908,849

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2009 Nat'l Black Heritage Swim Mt.	5/21-25/09	1,400	2,500	\$294,600
2009 Sr. Softball USA Eastern Nat'l	8/3-9/09	1,800	1,300	\$335,700
SPORTS TOTALS (B)		3,200	3,800	\$630,300
CAI HR Management Meeting	2/1-3/09	225	300	\$87,075
CAI Employer and Labor Law Update	5/5-7/09	225	300	\$87,075
CAI Comp and Benefits Meeting	8/4-6/09	50	150	\$40,800
American Pheasant and Waterfowl Society (APWS) 2009 Conference	9/29-10/4/09	185	90	\$71,985
NC Association of County Agricultural Agents Annual State Meeting	6/16-19/09	110	150	\$57,000
NC STEM Summit-Hunt Institute	4/19-21/09	1,100	700	\$289,200
Jehovah's Witnesses – Summer Conv.	7/30-8/2/09	9,600	10,000	\$4,148,100



Jehovah's Witnesses - Summer Convention	8/6-9/09	9,600	10,000	\$4,148,100
NC Association of Electric Cooperatives Member Satisfaction Summit	10/27-30/09	115	70	\$33,585
TOTAL GROUP (C)		21,210	21,760	\$8,962,920
GRAND TOTAL (A+B+C)		24,410	25,560	\$9,593,220

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2009 US Youth Soccer Presidents Cup	7/16-19/09	1,600	1,200	\$256,150
GROUP SALES				
AFL-CIO Southern Region	2/27-3/1/09	200	150	\$59,900
New Media Gateway	2/25-27/09	20	20	\$6,960
Teen Court Summit	4/24-26/09	100	160	\$48,840
The Icon Group - Venture Capital Expo	8/26-30/09	500	2,000	\$981,300
US Dept of Energy - Natl Weatherization Training Conference	8/22-28/09	6,005	2,000	\$1,685,505
EENC	11/12-15/09	135	200	\$83,835
Key Communications - Glass Expo 2009	11/29-12/2/09	125	600	\$214,203
Beta Alpha Psi SE Regional	2/19-2/20/10	130	300	\$105,495
Appalachian State//RESNET	2/12-18/10	1,395	700	\$532,845
Gospel Music Workshop Board	3/17-19/10	1,020	700	\$548,010
AE Ventures - Electronic Security Expo	6/13-18/10	2,870	5,000	\$3,607,860
AMICA Mutual Insurance Company	9/27-30/10	690	200	\$196,830
International Foodservice Distributors Assn	9/23-28/11	2,061	1,750	\$1,185,111
NCAAPHERD-NC Alliance for Athletics, health, PE, Recreation & dance	11/15-11/19/11	612	1,600	\$749,772
General federation of Womens Clubs	6/18-26/12	2,413	1,100	\$1,212,603
GRAND TOTAL		5,086	4,450	\$3,147,486



SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
GROUP SALES		
Alpha Phi Alpha	810	1,000
Association of Fish & Wildlife Agencies	2,285	700
CALEA	3,230	900
General Federation of Women's clubs	2,413	1,100
Meredith College Women's Leadership Summit	150	300
NHL Booster Club Convention	905	400
TOTAL		

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
North Carolina Sports Association Quarterly Meeting	Greensboro, NC (Dec. 2)
NCAA Women's College Cup	Cary, NC (Dec. 5-7)
CASL visitRaleigh.com Girls Soccer Showcase	Wake County, NC (Dec. 5-7)
NCHSAA Football Press Conference & Luncheon	Raleigh, NC (Dec. 8)
Cary Sports Alliance	Cary, NC (Dec. 11)
NCAA Women's Basketball Regional Planning Meeting	Raleigh, NC (Dec. 16)
GROUP SALES	
AMP's Holiday Reception	Alexandria, VA, December 2
NC SGMP Mid Year Meeting	Raleigh, NC December 2
National Coalition of Black Meeting Planners	Washington, DC December 3-7
MACE Tradeshow	Gaylord National, December 8 & 9
MPI Triangle Dream Team	Raleigh, NC December 8
GAMPI Monthly educational meeting	Atlanta, December 8-10
Raleigh/Charlotte Meeting Planner Reception	Chicago, IL December 15
Holiday Showcase	Chicago IL December 16
AENC Tradeshow	Raleigh, December 11