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## Tourism Economic Development Report

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An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JANUARY 2010

### WAKE COUNTY CAPSULE

For the eleventh month of calendar year 2009, Wake County **hotel occupancy tax collections were down 11.8 percent** and **prepared food and beverage tax collections were down .97 percent** over 2008.

### GROUP SALES

Group sales came through with flying colors for the month of December, booking 26 definite pieces of business, which equates to 14,953 room nights and economic impact of \$7,584,711. With 27 leads totaling 13,966 room nights, and an economic impact of over eight million dollars, the sales team kept busy during the holiday season! Jana Rae Oliver, Director of Sales, traveled to Chicago with 6 hotel partners to Association Forum Holiday showcase Tradeshow, where our booth was available to over 400 Chicago/Midwest meeting planners. We also co-sponsored the 2<sup>nd</sup> annual Event of the Season, held at Trump Towers, where over 100 planners attended a client appreciation reception. National Sales Manager Stephen Jackson traveled to Daytona Beach, Florida for participation in the National Coalition of Black Meeting Planners Fall Conference, along with one hotel partner. Malinda Pettaway, Associate Director of Sales and Loretta Yingling, National Sales Manager, participated in the Annual AENC tradeshow, while Loretta also attended the SGMP Mid-Winter Meeting. Kumi Anzalone, National Sales Manager attended the Mid Atlantic Conference and Expo, as well as the PMPI Board Meeting, of which she is a member.

### SPORTS MARKETING

December highlights included the conclusion of the 2009 CASL visitRaleigh.com National Soccer Series, as 388 teams from throughout the U.S. competed in the Boys Showcase, which brought 15,000 visitors to the area and generated 8,000 hotel room nights. The Showcase was held in conjunction with the NCAA Men's College Cup at WakeMed Soccer Park, which showcased the Cary facility with six hours of live national television coverage on the ESPN networks. Combined, the two marquee soccer events were responsible for more than \$3 million in direct visitor spending. The City of Raleigh and NC State hosted three NCHSAA state football championship games at Carter-Finley Stadium, and the GlaxoSmithKline Holiday Invitational was played in front of standing-room-only crowds at Broughton High School. Members of the GRCVB sports marketing department attended the N.C. Sports Association quarterly meeting in Fayetteville. The GRCVB's Scott Dupree and the Town of Cary's Mary Henderson delivered a presentation on current and future sports initiatives in Cary to the Cary Chamber's Economic Development Committee.

### PUBLIC RELATIONS

The Communications Department met with local travel journalists Kathy Newbern and JS Fletcher, as well as Anne Chalfant to discuss story ideas for national publications that they currently freelance for. Travel writer Andrew Collins visited the area on an individual press tour focusing on the Raleigh area as a GLBT destination. A press release was sent to state and regional publications on Holiday Happenings in the area and numerous media alerts and press releases were distributed for arriving

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convention groups.

## **SERVICES**

Services stayed very busy throughout the holiday period. We started the month by hosting the Tourism Ambassadors for our semi-annual training program and social. Thirty-five Ambassadors learned about new tourism attractions and changes, were brought up to date on the CVB and state of the industry issues, and attended mini sessions on local tours, servicing niche markets and the top five questions you get when you work sports events, meetings or conventions or work in the VIC. They are a lively group and also enjoyed some holiday foods, music and networking with each other. Ambassadors extend the abilities of our Services team to meet client and visitor needs, and we do much more with them than we could ever do without them. In December, they worked a total of 111 hours (28 hours for sports, 56 hours in the VIC and 27 hours for Performing Arts Center events. Services also facilitated two pre con meetings to prepare for Big Rock Sports East. At the time of this report, Big Rock is moving into the RCC and estimates a total attendance of 5,000 or more in the four days the show runs (including 1200 vendor representatives). We look forward to our partnership with the RCC, the twelve headquarters and host hotels and transportation services to make this a successful event! Other December activities included providing visitor services during the 2009 AENC Tradeshow (Association Executives of NC), supporting the site visit for SERMACS (SE Regional Meeting of the American Chemical Society), attending meetings for Omega Psi Phi Grand Conclave 2010 (executive committee, full host committee and VIP visit from Omegas National staff), and conducting an attendance promotion in advance of the hosting of the AME Zion Church in July 2010. VIC stats monthly stats included 266 calls, 1275 walk in visitors including 544 for First Night on New Year's Eve, and 442 inquiries fulfilled (including 442 from the Get Off Your County Seat promotion).

## **MARKETING**

The Marketing Department participated in meetings with several key stakeholder groups: presenting the Bureau's social media marketing strategy to The Conference Table (12/10), hosting a small, focused group discussion on the strengths and weaknesses of ongoing visitor ZSpotCard promotions (12/10) and welcoming new members of a GRCVB Marketing Advisory Board focusing on African-American meetings and heritage tourism (12/11). Local hospitality partners were reminded to take advantage of marketing opportunities with both Cary-based S&A Cherokee, publishers of the Official Visitors Guide, and with Raleigh-based Triangle Blvd, producers of online videos for visitor as well as resident audiences. As GRCVB's online video partner, Triangle Blvd recently completed work on four new video clips that showcase local hospitality businesses (Embassy Suites Brier Creek, Hampton Inn & Suites RDU/Brier Creek, Oakwood Inn Bed & Breakfast and Posta Tuscan Grille). Under advertising, GRCVB ran leisure-sweepstakes related ads on the North Carolina News Network, ran a meetings-related ad in Meetings & Conventions magazine's weekly e-newsletter and ran sports-related ads at SportsBusinessDaily.com and SportsBusinessJournal.com.



**VISITOR INDUSTRY STATISTICAL REPORT  
DECEMBER 2009  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Nov 08	Wake County	North Carolina	United States
Nov 2009 Occupancy %	-3.7%	56.8%	47.8%	49.5%
Nov 2009 ADR	-7.1%	\$80.17	\$76.47	\$93.60
Nov 2009 RevPar	-10.5%	\$45.50	\$36.55	\$46.33
2009 YTD Occupancy %	-9.4%	57.5%	52.2%	56.1%
2009 YTD ADR	-7.4%	\$81.31	\$80.21	\$97.77
2009 YTD RevPar	-16.0%	\$46.74	\$41.89	\$54.85

*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*

	October 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	372,852	4,109,511	-8.1%
Passenger Deplanements	369,844	4,109,881	-8.0%

**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	45	42	27	22	11	7	4	2	3	1	1	1	1	0	1	182
At RCC (Tentative)		6	13	8	13	9	3	1									53

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	December 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	14,953	72,904	52,500	+39%
Estimated Economic Impact	\$7,584,711	\$39,483,338	\$26,499,499	+49%
Number of Definite Bookings	26	90	84	+7%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	December 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	14,176	158,325	159,996	-.05%
Estimated Economic Impact	\$8,149,389	\$98,565	\$108,498	+31%
Number of Tentative Leads	27	237	252	-5%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	December 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,648	67,390	46,000	+ 46%
Estimated Econ Impact	\$1,924,992	\$20,236,282	\$15,000,000	+ 35%
Number of Definite Bookings	6	36	33	+ 9%

**VISITOR SERVICES PRODUCTION**

	December 2009	FY 09/10 YTD	YTD% Chg from 08/09
Number of Groups Served	12	192	0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Queens Together Motorcycle Club	4/2-4/10	1,230	2,500	\$950,030
IMN Solutions	10/3-5/10	416	200	\$119,496
IMN Solutions	11/10-10/10	65	3,000	\$358,410
Alpha Phi Alpha, Fraternity, Inc.	3/24-27/11	810	1,000	\$514,710
American Trucking Association	9/17-22/11	1,860	700	\$546,660
Association for Computing Machinery	2/29-3/12	2,500	1,000	\$761,775
American Massage Therapy Association	10/1-6/12	2,185	1,100	\$1,206,735
The Curry Company	4/23-26/13	402	300	\$136,386
U.S. Association for Computational Mechanics	7/19-26/13	2,280	1,400	\$1,263,780
<b>GROUP TOTAL (A)</b>		<b>11,748</b>	<b>11,200</b>	<b>\$5,858,982</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Krispy Kreme Challenge	2/5-7/10	1,200	2,400	\$392,800
National Black Heritage Swim	5/27-30/10	1,200	2,500	\$586,800
Game Day Baseball Tar Heel State	4/9-11/10	600	1,200	\$173,400
Game Day Baseball State Games	5/28-31/10	800	1,200	\$246,200
USA Baseball Tourn. of Stars	6/19-28/10	508	500	\$366,182
USA Baseball 18-U Nat'l Team	7/1-11/10	340	200	\$159,610
<b>SPORTS TOTALS (B)</b>		<b>4,648</b>	<b>8,000</b>	<b>\$1,924,992</b>
<b>GROUP SALES TOTAL (C)</b>				
N/A				
<b>GRAND TOTAL (A,B,C)</b>		<b>16,396</b>	<b>20,000</b>	<b>\$7,783,974</b>



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

<b>Group Name</b>	<b>Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
USA T&F Racewalking Nationals	3/10	250	250	\$62,500
<b>GROUP SALES</b>				
US Army Civil Affairs and Psychological Operation Command	1/10-12/10	100	70	\$27,780
NC Dept. of Public Instruction	1/19-20/10	30	300	\$38,520
Sigma Gamma Rho Sorority, Inc.	2/18-20/10	25	15	\$ 6,945
NC Community College Association of Distance Learning	3/1-2/10	100	250	\$69,900
Acclaro Research Solutions	3/9-9/10	10	300	\$36,240
NC Division of Aging and Adult Services	3/9-12/10	75	70	\$33,120
National Black McDonalds Operators Association	3/18-19/10	120	75	\$36,495
American Business Womens Assn	3/18-20/10	70	100	\$40,740
NC Association of Electric Cooperatives	3/24-24/10	10	25	\$4,065
National Recreation and Park Association	4/6-9/10	42	14	\$9,702
American Association for Affirmative Action	4/22-23/10	100	100	\$34,800
NewBay Media LLC	5/11/10	16	80	\$27,564
Graham Family Circle	8/13-15/10	30	175	\$44,370
NC Association of Electric Cooperatives	8/26-27/10	50	30	\$9,210
ObesityHelp NC	9/10-12/10	150	500	\$128,250
NC Affordable Housing Conference	9/15-16/10	150	750	\$110,700
Tufts Cummings School	9/28- 01/10	70	30	\$16,170
Reuse Alliance	10/20-21/10	200	200	\$69,600
Jehovah's Witnesses	11/19-20/10	300	3500	\$461,250
NC Association of Electric Cooperatives	12/1-2/10	20	60	\$ 9,300
NC Assn of County Directors of Social Services	2/8-11/11	105	400	\$147,105
Tremaine Dance	4/1-2/11	487	500	\$200,247
Professional Retail Store Maintenance Association	4/2-5/11	3,780	2,500	\$2,019,780
US Math Recovery Council	4/10-16/11	385	150	\$131,055
Jehovah's Witnesses	5/6-8/11	300	3500	\$853,200



Society for In Vitro Biology	6/4-8/11	1,045	500	\$466,620
Eastern Research Group	9/18-22/11	965	800	\$544,665
NC Assn of County Directors of Social Services	10/19-21/11	460	1,000	\$380,040
NC Affordable Housing Conference	11/1- 2/11	150	750	\$186,750
Airports Council International	11/7-10/11	653	325	\$238,593
Institute of Electrical & Electronics Engineers (IEEE)	8/4-8/12	3,900	1,700	\$1,515,150
NC Speech, Hearing & Language Assn.	4/24-27/13	278	700	\$ 340,338
<b>GRAND TOTAL</b>		<b>14,176</b>	<b>19,469</b>	<b>\$8,238,264</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
N/A		
<b>GROUP SALES</b>		
American Chemical Society Southeast Regional Meeting (SERMACS)	615	1,500
Society for In Vitro Biology	1,045	500
Jehovah's Witness	900	10,500
<b>GROUP TOTAL</b>	<b>2,560</b>	<b>12,500</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
NC Sports Association Quarterly Meeting	Fayetteville, NC (Dec. 1)
Cary Chamber Economic Development Committee	Cary (Dec. 2)
Cary Sports Alliance Quarterly Meeting	Cary (Dec. 3)
ISA / Senior Softball USA National Convention	Nashville, TN (Dec. 3-6)
NCHSAA Football Championship Preview Event	Raleigh (Dec. 7)
NCAA Men's College Cup	Cary (Dec. 9-13)
CASL visitRaleigh.com NSS Boys Showcase	Raleigh (Dec. 11-13)
NCHSAA State Football Championships	Raleigh (Dec. 12)
GlaxoSmithKline Holiday Invitational	Raleigh (Dec. 26-30)
<b>GROUP SALES</b>	
AENC Tradeshow	Raleigh, NC, 12/10/09
SGMP Mid-Winter Meeting	Cary, NC, 12/2/2009
Presentation at Universal Meeting Management	Raleigh, NC, 12/8/2009
NCBMP Fall Conference	Daytona Beach, FL, 12/3-6
Mid Atlantic Conference & Exposition	Washington DC 12/9 & 10 , 2009
PMPI Board Meeting	Washington DC 12/17/09