



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JANUARY 2011

WAKE COUNTY CAPSULE

For the eleventh month of calendar year 2010, Wake County **hotel occupancy tax collections were up 6 percent** and **prepared food and beverage tax collections were up 1.9 percent** over 2009.

GROUP SALES

As the year 2010 comes to an end, Group Sales continues to bring new booking opportunities to our area. Producing 40 leads this month, totaling over 25,000 room nights and over \$16 million dollars worth of economic impact, sales kept busy during this holiday season! Definite business booked for the month included 15 new pieces of business for the area, totaling nearly 8,000 room nites and over \$4 million dollars in economic impact. With a theme centering around our upcoming NHL All-Star Extravaganza, Malinda Pettaway, Associate Director of Sales, and Loretta Yingling, National Sales Manager, lead the GRCVB tradeshow booth at the AENC Holiday Show. Kumi Anzalone, Regional Director of National Accounts represented GRCVB at the AMPS Carpenter Shelter Dinner, as well as the PMPI Board meeting and Holiday Event, of which she is the President-Elect. Stephen Jackson, National Sales Manager, headed to Toronto to attend the National Coalition of Black Meeting Planners Winter Conference. J.R. Oliver, Director of Sales, attended Holiday Showcase in Chicago, with over 1200 planners in attendance. Traveling with hotel representatives, they brought back 11 leads, with more lead possibilities pending from the show. Co-hosting a client reception with Visit Charlotte, the GRCVB Team also met with 100 Chicago area planners who attended the "Event of the Season", a reception held for the third year in a row at Trump Towers-Chicago.

SPORTS MARKETING

December's highlights including the largest single youth sporting event ever held in Wake County – the CASL visitRaleigh.com National Soccer Series Girls Showcase, which brought more than 440 teams to the area and generated more than 13,700 hotel room nights. That event was held the same weekend (Dec. 3-5) as the NCAA Women's College Cup, as Notre Dame claimed the national championship. All three College Cup games at WakeMed Soccer Park in Cary were televised nationally by the ESPN networks. Three of the N.C. High School Athletic Association state championship football games were held in Raleigh on Dec. 11. The 3A, 3AA and 4AA games were played at NC State's Carter-Finley Stadium. One of Raleigh's oldest and most tradition-rich sporting events took place Dec. 27-30, as the GlaxoSmithKline Holiday Invitational was held at Broughton High School and Cary Academy. Some of the nation's best high school basketball teams and players were showcased. The City of Raleigh, Wake County, the Carolina Hurricanes, the NHL and the Local Organizing Committee announced plans for All-Star Wide Open, a two-day celebration scheduled for downtown Raleigh, Jan. 28-29, as part of NHL All-Star Weekend. Three Doors Down will serve as the headlining band. The NHL All-Star 5K presented by [visitRaleigh](http://visitRaleigh.com) is set for Saturday, Jan. 29, at 9 a.m. at the RBC Center. All proceeds will benefit the Hurricanes' Kids n' Community Foundation. The NCAA has announced that the 2012 NCAA Women's Basketball Regional will be played at the RBC Center in March. NC State University is the official host institution. The 2011 and 2012 U.S. Lacrosse Regional Festival and Qualifier will be held in Raleigh each year, in June at



CASL's WRAL Soccer Center.

PUBLIC RELATIONS

Ryan Smith, Director of Communications, traveled to Chicago to conduct desk-side appointments with key media based in the Chicago area. During these one-on-one meetings, which consisted of three freelance travel writers, as well as the Travel Editors of the *Chicago Sun Times* and the *Chicago Tribune*, topics ranging from the upcoming NHL All-Star Game, new developments including the Nature Research Center and Contemporary Art Museum, as well as forthcoming blockbuster exhibitions were discussed. As a result of the meetings, a brief article ran in the *Chicago Sun Times* highlighting the NHL All-Star Game and NHL All-Star Wide Open. This month in media coverage, the inaugural issue of *Facilities & Destinations Mid-Market Magazine* hit the shelves and the Raleigh area was a major part of the feature story 'Adding Value to Meetings in a Tough Economy and USA Today First Night Acorn Drop as part of its roundup of Wackiest New Year's Eve Drops.

SERVICES

While convention arrivals wound down for us in December, the month was still quite busy. We were up 4% year to date for all group arrivals. Visitor Information Center (VIC) activity was somewhat slower in December, although we did experience a boost in numbers due to First Night and WinterFest activities. (Year to date overall VIC stats are 2,709 inquiries and 3,532 walk in visitors to the VIC.) During the month we provided welcome assistance to the annual AENC Tradeshow (Association Executives of NC). Doing so allowed us a prime opportunity to meet many of our NC based planners from the association market. We also hosted an array of planning meetings and visits as our planners used the "down time" to prepare for 2011 arrivals. Additionally, we were very excited to hire a Services Coordinator and have offered the position to a past intern. Gray Henderson is a May 2010 graduate of NC State's Parks, Recreation and Tourism program and interned at GRCVB from January through May. He will be a great asset to our department and began work January 3! We launched marketing for the quarterly Customer Care (customer service) training program which will be held January 6 and is sponsored by the RBC Center. The theme of this event is training to prepare to make a great first impression when Greater Raleigh hosts the NHL's All Star Game. On a final note, GRCVB Tourism Ambassadors worked a total of 63 volunteer hours for us in December. The Ambassadors allow us to provide an exceptional level of customer service and hospitality that we could not manage without them. A thank you/ lunch and learn event is being planned for them for late January.

MARKETING

In the month of December, four videos debuted at the Greater Raleigh video gallery (<http://video.visitraleigh.com>): North Carolina Museum of Art, Rocky Top Catering, Sushi O Bistro & Sushi Bar and The Oxford. Local attraction and hotel partners met with GRCVB's staff at the Winter Marketing Update Meeting on Wednesday, December 15, at Sparian's Bowling Boutique & Bistro. In addition to touring the new facility, attendees heard a presentation on social media tactics for hotels and attractions to put into practice, and they received information about 2011 advertising opportunities and considerations. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media, and banner ads ran on the "About NC" Journey on visitnc.com to attract leisure interest and visitation. Other leisure placements ran online across the Vacation Planning Ad Network and e-newsletter and across the Southern Living Lifestyle Network. A meetings-oriented ad ran in the Meetings South e-newsletter. A Sports Marketing print ad ran in *Sports Destination Management*.



**VISITOR INDUSTRY STATISTICAL REPORT
DECEMBER 2010
HOTEL OCCUPANCY PRODUCTION**

	Chg from Nov 09	Wake County	North Carolina	United States
Nov. 2010 Occupancy %	+7.8%	60.5%	51.3%	53.3%
Nov. 2010 ADR	+0.08%	\$81.29	\$78.19	\$96.70
Nov. 2010 RevPar	+8.7%	\$49.15	\$40.13	\$51.54
2010 YTD Occupancy %	+5.1%	60.0%	54.9%	58.7%
2010 YTD ADR	-2.0%	\$79.92	\$80.30	\$98.22
2010 YTD RevPar	+3.0%	\$47.96	\$44.13	\$57.61

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 2010

	November 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	393,364	4,171,980	+1.5%
Passenger Deplanements	391,720	4,168,006	+1.4%

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	n.a	
At RCC (Definite)	14	45	54	51	26	14	9	6	4	4	1	1	1	1	0	1	232
At RCC (Tentative)			16	22	13	11	5	3	4	2	2	2					80

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	December 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	7957	44,581	52,500	-13%
Estimated Economic Impact	\$4,231,185	\$24,680,319	\$26,500,000	-6%
Number of Definite Bookings	15	108	168	+29%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	December 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	25,367	100,346	160,000	-37%
Estimated Economic Impact	\$16,215,528	\$70,278,614	\$108,599,000	-35%
Number of Tentative Leads	40	133	252	-48%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	December 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	20,149	90,041	46,000	+ 95%
Estimated Econ Impact	\$9,452,311	\$37,097,131	\$15,000,000	+ 147%
Number of Definite Bookings	9	33	33	---

VISITOR SERVICES PRODUCTION

	November 2010	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Served	17	199	+4.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
National Agents Alliance	1/20-23/11	1,790	3,000	\$1,220,790
Daughter of Esther Global Ministries	10/22-22/11	40	150	\$39,660
Association of Science-Technology Centers	10/16-21/14	3,367	2,000	\$1,899,105
TOTAL (A)		5,197	5,150	\$3,159,555

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NCHSAA Women's Tennis	10/28-30/10	60	269	\$30,240
NCHSAA Volleyball	11/5-7/10	665	2,660	\$311,935
NCHSAA Cheerleading	11/12-14/10	650	3,657	\$411,050
NCHSAA Men's Soccer	11/18-20/10	610	2,745	\$319,290
NCHSAA Football	12/10-11/10	2,814	11,000	\$1,271,146
Krispy Kreme Challenge	2/4-6/11	1,300	2,500	\$408,200
PONY Softball Fastpitch Nat'ls	7/21-29/11	9,000	9,000	\$4,401,000
USA Baseball Nat's ID Series	9/7-12/11	2,050	1,300	\$472,450
NCAA Women's BBall Regional	3/22-27/12	3,000	5,000	\$1,827,000
SPORTS TOTALS (B)		20,149	38,669	\$9,452,311
NC NAACP	12/2-4/10	255	100	\$64,170
AgFirst Farm Credit Bank	3/21-23/11	80	100	\$32,520
Alpha Phi Alpha Fraternity, Inc.	3/24-27/11	620	400	\$236,820



EPA	3/29 -1/11	195	120	\$64,350
Arrowhead Conference and Events	4/14-17/11	125	300	\$109,605
NC Division of Aging and Adult Services	6/13-15/11	110	200	\$53,490
Alternating Hemiplegia of Childhood Foundation (AHCF)	7/20-24/11	200	150	\$93,000
Kenan Fellows Program	8/1-5/11	100	25	\$23,100
IFC International	8/22- 24/11	60	60	\$20,880
Kenan Fellows Program	10/20-22/11	50	25	\$11,550
Asheboro-Randolph Chamber Of Commerce	11/3-6/11	110	100	\$42,960
The KelJoy Group	11/3-11/15	855	300	\$319,185
TOTAL GROUP (C)		2,760	1,880	\$1,071,630
Total (A+B+C)		28,106	45,699	\$13,683,496

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
From Passion to Purpose Conference	4/7-9/11	150	250	\$75,600
Neighborhood Assistance Corporation of America	6/22-27/11	140	10,000	\$4,510,860
DOD 2011 Trusted Computing Conference	9/9-15/11	1955	750	\$556,905
Mitchell County Schools Annual 8th Grade Field Trip	4/3-4/12	35	115	\$17,445
ACM - Conference on Computers & Communications Security	10/13-19/12	640	500	\$393,540
NC Association of Pharmacists	10/28-30/12	153	600	\$156,087
Handcrafted Soap Makers Guild, Inc. 2013	4/1-9/13	725	413	\$394,923
ACM - Conference on Computers & Communications Security	11/2-8/13	640	500	\$393,540
GRAND TOTAL		4,438	13,128	\$6,498,900

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2011 NHL All-Star Weekend	8,900	20,000
GROUP SALES		



Alston Family Reunion	100	100
Association of Women Executives in Corrections	95	100
LEGO Kids Fest	225	40,000
GROUP TOTAL	9,320	60,200

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCSU Recreation Resources Tourism Teleconference	Raleigh (Dec. 1)
NCAA Women's College Cup	Cary (Dec. 1-5)
CASL visitRaleigh.com Girls Showcase	Citywide (Dec. 3-5)
N.C. Sports Association Quarterly Meeting	Burlington, NC (Dec. 7)
2011 NHL All-Star LOC Monthly Meeting	Raleigh (Dec. 9)
Cary Sports Council Quarterly Meeting	Cary (Dec. 9)
NCHSAA State Football Championships	Raleigh (Dec. 11)
WRAL High School Wrestling Tournament	Raleigh (Dec. 18)
GlaxoSmithKline Holiday Invitational	Raleigh (Dec. 27-30)
GROUP SALES	
NC SGMP Meeting	Raleigh, NC (Dec 1)
NCBMP	Toronto, ON (Dec 1-5)
PMPI Board Meeting & Holiday Party	Alexandria, VA (Dec 16)
AMP's - COC - Carpenters Shelter Holiday Dinner	Alexandria, VA (Dec 30)
Assn Forum Chicagoland Holiday Showcase	Chicago, IL (Dec 14)
Event of the Season-Chicago	Chicago, IL (Dec 13)
AENC Holiday Show	Raleigh, NC (Dec 7)