



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

JANUARY 2012

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 12.6 percent** for the calendar year of January-November 2011 compared to January-November 2010, and **prepared food and beverage tax collections were up 6.0 percent** during the same period.

### GROUP SALES

Group Sales continues to bring solid numbers to the Wake County table, producing 26 leads for this holiday month, totaling 13,647 room nights and \$106,442,460 in economic impact. Definite pieces of business to the county this month total 10, with an estimated economic impact of \$28,615,314 for nearly 2,100 definite room nights. Our Sales Team was very busy traveling in December, representing the area. Loretta Yingling, CMP, attended NC Society of Government Meeting Planner's Winter Meeting. Loretta also attended MPI-Carolina's Chapter Dream Team Meeting with Nicole Robinson, our Sales Coordinator. The AENC Annual Tradeshow was held at the Raleigh Convention Center this year, with over 400 planners in attendance. Malinda Pettaway, CMP, CASE, and Loretta Yingling, CMP, did a great job in our "Mad Scientist" themed booth. Malinda also attended Successful Meetings University in Charlotte. Kumi Anzalone, CMP, CASE, attended the Hospitality Industry Professionals Holiday Party, CVB Reps Holiday Client Event, a PMPI Board Meeting, and PMPI Executive Committee Meeting. Stephen Jackson, CMP attended the PCMA Philly Holiday Event and MPI Philly Holiday Event. JR Oliver, our Director of Sales, co-hosted the Event of the Season in Chicago, IL with the Umstead Hotel and Spa and the Sonoma County CVB. JR also attended Holiday Showcase the next day in Chicago, which hosted over 700 planners. The show and event produced four leads, with more to come!

### SPORTS MARKETING

December sports highlights included the final weekend of the CASL [visitRaleigh.com](http://visitRaleigh.com) National Soccer Series, as the Boys Showcase brought more than 325 teams to Wake County, generating more than 8,000 hotel room nights for the area. Other key events were the three NCHSAA football state championship games at NC State's Carter-Finley Stadium, and two of the oldest and most tradition-rich events on the Raleigh sports calendar, both celebrating their 40<sup>th</sup> anniversaries -- the WRAL Invitational Wrestling Tournament at Athens Drive High School, and the [highschoolot.com](http://highschoolot.com) Holiday Invitational at Broughton High School. In partnership with Capital City BMX and the City of Raleigh, the GRCVB submitted a bid for the ABA BMX Redline Cup East Finals in October 2012. More than 500 cyclists will participate. A decision is expected this winter. Officials from USA Table Tennis visited Cary for a two-day site visit in advance of the 2012 U.S. Olympic Trials and the North American Olympic Trials at the Bond Park Community Center. USATT officials were hosted by the Triangle Sports Commission, the Town of Cary and the Greater Raleigh CVB. The U.S. trials are set for Feb. 8-12, while the North American trials will take place April 18-22. The GRCVB's Jason Philbeck attended the USA Track & Field annual convention in St. Louis and the

[www.visitRaleigh.com](http://www.visitRaleigh.com)

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.



ISA/SSUSA (Senior Softball) annual convention in St. Petersburg, Fla. The 2012 NCAA Women's Basketball Regional is set for March 25-27 at the RBC Center, and tickets are now on sale at [www.gopack.com](http://www.gopack.com).

## **PUBLIC RELATIONS**

The Communications Department participated in the Fall Marketing Update Meeting held at the N.C. Museum of Natural Sciences where there was open dialogue on public relations initiatives and upcoming media trips and partner opportunities were presented. In conjunction with the social media buzz surrounding Raleigh being named one of the Top 10 "Tastiest Towns in the South" a press release was sent to local, regional and specialized media encouraging voting for Raleigh. Articles on the Raleigh area appeared in the *Tifton Gazette*, *Business Travel Magazine* and *Group Travel Leader*. Ryan Smith met with the public relations committee for the opening of the new Nature Research Center and met with freelance journalists Carolyn Bass Burns and Stephen Kaplan.

## **SERVICES**

The Services team typically winds down for the month of December, and we use the quieter organizing for the New Year ahead and the last six months of our fiscal year. Servicing activities for the month included: representing our team at the Winter Marketing Update meeting, facilitating enhanced welcome services for the annual AENC (Association Executives of NC) Tradeshow on DEC 8, coordinating a survey to assess our Customer Care/ customer service training program, and launching the plans for our annual Tourism Ambassador training and recognition event which will be held JAN 25. VIC numbers remained strong, with visitor inquiry totals catching up to last year's pace and walk in visitor numbers being dramatically ahead of last year. We are looking forward to a hectic January!

## **MARKETING**

During Dec. 8-9 sessions of GRCVB's Fall Marketing Update Meeting, the Marketing/Communications Departments presented the results of the Bureau's partner marketing survey, provided an update on the current marketing campaign "Greater Raleigh Goes Dutch" and announced the launch of the next major marketing campaign, "Raleigh's New World." The Marketing Department also quickly prepared a series of tactics to help promote Raleigh as one of the Top 10 "Tastiest Towns in the South." Nominated in the pages of *Southern Living*, the magazine is letting readers ultimately choose the winning town, to be announced in April's issue. GRCVB is encouraging residents (as well as Foodie visitors) to vote daily for Raleigh now through Jan. 31 at <http://www.southernliving.com/tasty>. Ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published mid-2012; the advertising media kit is available online ([http://www.visitRaleigh.com/pdf/VisitRal2012\\_MediaKit.pdf](http://www.visitRaleigh.com/pdf/VisitRal2012_MediaKit.pdf)). Under GRCVB's advertising plan for the month of December, leisure-oriented ads ran on the Vacation Planning Ad Network, on [visitnc.com](http://visitnc.com) and in AAA Carolina's *GO* magazine and *Southern Living* magazine; a sports-related ad appeared in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; and a meetings-related sponsorship appeared on a Meetings Media webinar for Southern meeting planners.



**VISITOR INDUSTRY STATISTICAL REPORT  
DECEMBER 2011  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Nov. '10	Wake County	North Carolina	United States
Nov. 2011 Occupancy %	+1.5%	61.0%	52.7%	55.7%
Nov. 2011 ADR	+5.8%	\$86.43	\$80.76	\$100.85
Nov. 2011 RevPar	+7.4%	\$52.76	\$42.55	\$56.17
2011 YTD Occupancy %	+5.2%	63.0%	57.3%	61.2%
2011 YTD ADR	+3.7%	\$82.86	\$82.21	\$101.76
2011 YTD RevPar	+9.0%	\$52.24	\$47.08	\$62.32

*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 2011*

	November 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	389,412	4,198,947	+0.6%
Passenger Deplanements	384,497	4,213,335	+1.1%

**RALEIGH CONVENTION CENTER INFORMATION**

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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	55	60	55	35	17	14	8	6	3	2	2	0	0	1	314
At RCC (Tentative)				4	18	14	12	9	5	2	1	1	1				67

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	Dec. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	2,093	55,679	54,078	+3%
Estimated Economic Impact	\$1,044,849	\$28,615,314	\$27,295,002	+5%
Number of Definite Bookings	10	99	90	+10%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	Dec. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	13,647	155,597	164,802	-6%
Estimated Economic Impact	\$12,532,347	\$106,442,460	\$111,756,000	-4%
Number of Tentative Leads	26	236	258	-7%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	Dec. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	9,425	78,302	47,500	+65%



Estimated Econ Impact	\$2,688,325	\$24,848,703	\$15,500,000	+60 %
Number of Definite Bookings	7	38	34	+12 %

### VISITOR SERVICES PRODUCTION

	December 2011	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	10	212	+11.0%
# of Visitor Info. Center Visitors	1236	5643	+59.0%
# of Visitor Inquiries *	621	2526	-2.0%
# of Ambassador Volunteer Hours	40.5	448.5	Baseline yr for tracking

### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
NCWAY Wrestling Championship	2/17-19/12	750	1,500	\$216,750
MAPL Volleyball	3/9-11/12	1,400	3,200	\$444,600
<b>Sales Convention Center Definite</b>				
Daughter of Esther Global Ministries	4/28-28/12	50	200	\$52,500
International Society of Asphalts Pavements	6/1-6/14	425	400	\$273,675
<b>TOTAL (A)</b>		<b>2,625</b>	<b>5,300</b>	<b>\$987,525</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Krispy Kreme Challenge	2/3-5/12	1,300	2,500	\$421,200
Tobacco Road Marathon	3/16-18/12	1,000	1,500	\$258,000
NCAA Division III Tennis	5/19-26/12	1,250	700	\$373,750
Impact Baseball Showcase #1	6/28-7/12/12	1,625	1,300	\$469,625
Impact Baseball Showcase #2	7/24-29/12	2,100	1,300	\$504,400
<b>SPORTS TOTALS (B)</b>		<b>7,275</b>	<b>7,300</b>	<b>\$2,026,975</b>
Leadership Development for Black College Students	1/5-7/12	350	500	\$212,475
Atrium Windows and Doors	1/25-28/12	85	50	\$24,900
North Carolina State University	3/13-19/12	420	100	\$118,080
American Kennel Club	6/8-13/12	549	300	\$172,449
Jones Family Reunion	7/26-29/12	75	125	\$52,425



Leach Family Reunion 2012	8/17-19/12	50	150	\$40,800
Meetings Quest	9/17-21/12	49	150	\$70,755
Association Executives of North Carolina	5/5-7/13	40	100	\$26,790
<b>TOTAL GROUP (C)</b>		<b>1,618</b>	<b>1,475</b>	<b>\$718,674</b>
<b>Total (A+B+C)</b>		<b>11,518</b>	<b>14,075</b>	<b>\$3,733,174</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
USA BMX Track Operator Mtg.	2/23-26/12	600	500	\$225,000
ABA BMX Redline Cup East	10/12-14/12	900	1,750	\$395,000
<b>GROUP SALES</b>				
1st Survivor Outreach Services Training	2/18-24/12	300	50	\$69,300
Better Marriages Board of Directors Meeting	5/3-6/2012	22	25	\$10,347
Americans for Prosperity	6/28-7/1/12	1,300	2,500	\$967,200
Association for Rainwater Catchment Systems	9/10-14/12	320	300	\$167,520
NC Center for Graphic and Information Analysis	2/5-8/13	380	850	\$315,930
Fire Industry Equipment Research Organization	3/3-6/13	445	150	\$106,305
Prevent Child Abuse NC	3/5-8/13	236	350	\$129,630
Electric Power Research Institute Continuous Emissions Monitoring Group	5/7-9/13	1,065	500	\$409,815
Association of Asthma Educators	7/17-22/13	410	200	\$138,585
Worley Catastrophe Response	2/4-7/14	1,300	900	\$493,350
Delta Phi Epsilon	6/26-29/14	560	425	\$214,965
Delta Sigma Theta South Atlantic Regional	7/8-12/14	1,822	2,500	\$1,590,822
Delta Phi Epsilon	6/23-26/16	560	425	\$214,965
<b>GRAND TOTAL</b>		<b>10,220</b>	<b>11,425</b>	<b>\$5,448,734</b>

**SITE VISITS**

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2012 U.S. / North American Table Tennis Olympic Trials	475	3,000
<b>GROUP SALES</b>		
International Association of Wildland Fires	1,620	500



Greater Church of Deliverance Holy Convocation	300	600
Better Marriages	450	300
NC School Psychology Association	225	400
Chandler Family Reunion	80	150
<b>GROUP TOTAL</b>	<b>3,150</b>	<b>4,950</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
USA Track & Field annual convention	St. Louis (Nov. 30-Dec. 2)
Greater Raleigh Sports Council Quarterly Event	Raleigh (Dec. 1)
NCHSAA Football State Championships	Raleigh (Dec. 2-3)
CASL visitRaleigh.com Nat'l Soccer Series Boys Show.	Wake County (Dec. 2-4)
N.C. Sports Association Quarterly Meeting	Greensboro (Dec. 6)
ISA / SSUSA (Senior Softball) annual convention	St. Petersburg, FL (Dec. 7-10)
WRAL High School Wrestling Invitational	Raleigh (Dec. 16-17)
highschoolot.com Holiday Invitational Basketball	Raleigh (Dec. 26-30)
<b>GROUP SALES</b>	
NC SGMP Winter Meeting	Durham (December 1)
Successful Meetings University	Charlotte, NC (December 5-7)
MPI Triangle Dream Team Meeting	Raleigh (December 6)
Hospitality Industry Professionals Holiday Party	Washington DC (December 6)
PCMA Philly Holiday Event	Philadelphia (December 7)
AENC Annual Tradeshow	Raleigh (December 8)
MPI Philly Holiday Event	Philadelphia (December 8)
PMPI Executive Committee Meeting	Washington DC (December 9)
CVB Reps Holiday Client Event	Washington, DC (December 13)
PMPI Board Meeting	Arlington, VA (December 14)
Event of the Season	Chicago, IL (December 14)
Holiday Showcase	Chicago, IL (December 15)