



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

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

JANUARY 2013

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 7.6 percent** for the calendar year of January-November 2012 compared to January-November 2011, and **prepared food and beverage tax collections were up 6.6 percent** during the same period.

### GROUP SALES

Group Sales ended the calendar year with significant bookings, both tentative and definite. With 32,203 group sales tentative room nights put out to the hospitality community for the month of December, these numbers came from 44 leads, with a total of \$65,372,964 in estimated economic impact. The definite room night production came to total of 16,633 from 11 definite bookings, with an estimated economic impact of \$7,975,728. It was a busy travel month for the team, with Stephen Jackson, Sr. National Sales Manager, heading north to the Philly, New England and New York MPI and PCMA monthly meetings, along with arranged client sales calls along the way. Jana Rae Oliver, Director of Sales, along with Barbara Quigley, CVB Source Rep, and Sheraton Raleigh City Center and North Raleigh Hilton Midtown representatives, hosted nearly 100 clients at the 5<sup>th</sup> annual "Event of the Season" during the week of Holiday Showcase in Chicago. They also participated in the annual Association Forum's "Holiday Showcase", meeting with over 400 meeting planners from the Midwest area. Malinda Harrell, Associate Director of Sales, Loretta Yingling, National Sales Manager, and Nicole Robinson, Sales Coordinator and Chair of the MPI Education LITE Committee, attended the annual Holiday Event for MPICC. Jamie Rice, Regional Director of National Accounts, attended monthly chapter meetings for PCMA, PMPI, and other industry events during the month.

### SPORTS MARKETING

The 2012 calendar year wrapped up with a series of key sporting events, including the closing weekend of the CASL [visitraleigh.com](http://visitraleigh.com) National Soccer Series. The Girls Showcase attracted 350 teams from throughout the U.S., generating more than 10,000 hotel room nights and \$2 million in direct visitor spending. On the same weekend, the NCHSAA Football State Championships were held at Carter-Finley Stadium, hosted by the City of Raleigh, NC State and the Greater Raleigh Sports Alliance. The triple-header featured the 1A, 1AA and 2AA games. The NCHSAA also hosted its Invitational Cheerleading Championship at the Raleigh Convention Center. More than 2,200 cheerleaders, representing more than 100 schools from around the state, participated. It marked the fifth of 12 NCHSAA championships to be hosted this academic year by the City of Raleigh. Other December highlights included two of Raleigh's oldest and most tradition-rich sporting events -- the WRAL Invitational Wrestling Tournament at Athens Drive High School, and the [highschoolOT.com](http://highschoolOT.com) Holiday Invitational at Broughton High School. The NCAA announced that the 2014 and 2015 Division II Baseball World Series will be held at the USA Baseball National

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Training Complex in Cary. That will mark seven consecutive years that the D-II World Series has been held in Wake County. (It has been held in Cary annually since 2009). Definite bookings in December included the North American Roller Hockey East Coast Winter Nationals, set for Feb. 15-17 at the DreamSports Center in Apex. Jason Philbeck represented the Greater Raleigh Sports Alliance at the USA Track & Field Annual Meeting in Daytona Beach, FL. Philbeck joined other representatives from the North Carolina Sports Association and met with decision-makers who represent future event opportunities for Greater Raleigh.

## **PUBLIC RELATIONS**

The Communications Department participated in the Local Organizing Committee meeting for the upcoming International Bluegrass Music Association (IBMA) Annual Conference and Fan Fest held at the Raleigh Convention Center. Ryan Smith also toured the new Hampton Inn & Suites Glenwood South and helped distribute information on its opening to meeting trade publications. Greater Raleigh and many of the area's stellar hospitality partners were featured in two articles published this week. The first was in *Car Free Travel* where journalist Steve Atlas promoted things to see and do in downtown Raleigh without using a car. The second article appeared in *Carolina Living* highlighted numerous restaurants, attractions, hotels and events in a story titled, 'Gems of the Heartland.'

## **SERVICES**

Despite December being a shorter month, our team stayed very busy. Groups serviced for the month were up slightly over last year putting us 11% over last year. VIC numbers remain strong for visitors to the information center, although requests for visitor guides are down somewhat (we will continue to monitor this and assess). Key planning meetings for the month future groups included AIA Winter Guard National and IBMA LOC and Hospitality Subcommittee meetings. We supported the sales team at AENC (Association Executives of NC) and also manned a welcome booth during the show. Other strategic initiatives included: supporting the NC Museum of Nature Science/ Nature Research Center when it hosted a planning meeting in preparation for hosting Association of Science & Technology Centers for 2014; Tammy represented us with Sales at the December MPI Carolinas Chapter Education Light meeting; Julie attended the kick off meeting for serving on the 2013 City of Raleigh Arts Grant Panel; and considerable team efforts were given to preparing for arrival of Big Rock 2013 which met January 3-6 (at this reporting time, Big Rock numbers are still be assessed but attendance reports are estimated at nearly 3500 over the 3-day show). The VIC was closed over the Christmas weekend, but open during other time over the holiday period including expanded hours for First Night Raleigh.

## **MARKETING**

The Marketing Department announced that GRCVB's Spring Marketing Update Meeting and Partner Showcase, showcasing attractions and restaurant special events representatives with the area's hotel partners, will be held Feb. 21 at the Raleigh Convention Center. Department staff are finalizing plans and beginning rollout of the new Partner Information eXchange Login (or PIXL) system that will allow partners to exchange business information directly and instantly with GRCVB staff via a secure login. GRCVB partners participating in a PIXL beta testing phase meet Jan. 25 for in-person training; subsequently, the Bureau will launch the new system to all types of partners in phases early this year. The Marketing and Communications Departments are also finalizing plans for the Bureau's next major marketing campaign for potential leisure visitors, which will focus on live music throughout the summer months, and for a visitor awareness campaign surrounding the I-40/I-



440 pavement replacement work in Raleigh (slated for 2013–2016); the live music campaign will be detailed at the Feb. 21 Marketing Update Meeting. Area attraction, hotel and restaurant partners should also be on the lookout for a GRCVB Partner Marketing Survey, to be emailed in Jan., seeking input on various visitor-related topics; information collected in the annual survey will be used to shape the Bureau's 2013–2014 strategies for partnership marketing and leisure visitor marketing. Under GRCVB's external advertising plan for the month of December, leisure-related placements appeared on visitnc.com and Collinson Vacation Planning Network and in a Collinson e-blast and *Elite* and *Our State* magazines; GRSA-related placements appeared in *Sports Events* magazine and in *Sports Events* and *Sports Travel* e-newsletters; and meetings-related ads appeared on iaee.com, ASAE's and MPI's websites, in *Smart Meetings*, *Convene* and *One+* magazines and in AENC's and PMPI's newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT  
DECEMBER 2012  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Nov. '11	Wake County	North Carolina	United States
Nov. 2012 Occupancy %	+4.4%	63.6%	53.5%	56.5%
Nov. 2012 ADR	-0.2%	\$86.38	\$82.87	\$104.63
Nov. 2012 RevPar	+4.2%	\$54.91	\$44.33	\$59.10
2012 YTD Occupancy %	-0.2%	62.8%	58.7%	62.6%
2012 YTD ADR	+3.4%	\$85.70	\$85.77	\$106.23
2012 YTD RevPar	+3.2%	\$53.85	\$50.33	\$66.47

*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 2012*

	November 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	392,065	4,240,947	+1.0%
Passenger Deplanements	389,097	4,232,560	+0.5%

**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	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	December 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	16,633	53,799	56,788	-5.2%
Estimated Economic Impact	\$7,975,728	\$44,430,771	\$28,500,000	+55.9%
Number of Definite Bookings	11	101	90	+12.2%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	December 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	32,203	347,459	169,752	+104.7%
Estimated Economic Impact	\$65,372,964	\$266,757,870	\$113,952,000	+234%
Number of Tentative Leads	44	401	264	+51.9%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	December 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	14,200	86,376	49,875	+ 73%
Estimated Econ Impact	\$6,958,300	\$29,262,944	\$16,500,00	+ 77%
Number of Definite Bookings	3	36	36	---

**VISITOR SERVICES PRODUCTION**

	December 2012	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Served	17	235	+11.0%
# of Visitor Info. Center Visitors	683	5162	+.4%
# of Visitor Inquiries *	175	1612	-16.0%
# of Ambassador Volunteer Hours	37.5	410.25	-8.5%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
Electric Power Research Institute	5/4-11/13	1,141	500	\$409,815
International Society for the Scholarship of Teaching and Learning	10/2-6/13	1,700	500	\$415,800
International Conference on Antiviral Research	5/10-18/14	775	350	\$362,775
Arrowhead Conference and Events	9/21-28/14	2,245	3,200	\$2,691,885
<b>TOTAL (A)</b>		<b>5,861</b>	<b>4,550</b>	<b>\$3,880,275</b>

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

YOTA Capital Classic Swim Meet	12/14-15/12	800	1,200	\$231,700
NARCH East Coast Winter Nat'ls	2/15-17/13	900	2,450	\$564,100
NCAA Men's Basketball 2 <sup>nd</sup> /3 <sup>rd</sup> Rd	3/21-23/14	12,500	11,000	\$6,162,500
<b>SPORTS TOTALS (B)</b>		<b>14,200</b>	<b>14,650</b>	<b>\$6,958,300</b>
NC Assistive Technology Program	12/5-/6/12	45	200	\$52,500
Disability Rights of North Carolina	12/12-16/12	19	30	\$14,229
International Bluegrass Music Association	4/12-16/13	175	150	\$63,750
Bright Horizons	6/2/13-6/7/13	258	250	\$102,654



Jehovah's Witnesses	8/1-4/13	9,600	10,000	\$3,504,600
Carolinas'Nature Photographers Association	2/5-9/14	400	400	\$221,070
Neuro Optometric Rehabilitation Association	4/1-6/14	275	200	\$136,650
<b>TOTAL GROUP (C)</b>		<b>10,772</b>	<b>11,230</b>	<b>\$4,095,453</b>
<b>Total (A+B+C)</b>		<b>30,833</b>	<b>30,430</b>	<b>\$14,934,028</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
2013 U.S. Open Ultimate Champ	7/4-7/13	1,200	1,500	\$470,000
<b>GROUP SALES</b>				
Gilbarco Veeder Root Sales & Marketing Meeting	1/13-15/13	300	100	\$69,300
NC Travel Industry Association	2/11-13/13	15	300	\$37,395
Atlantic Indoor Association Championships-Unit Hotels	4/5-7/13	1,000	2,000	\$406,500
Queens Together 2013	4/12-14/13	598	200	\$337,155
Adams/Smith Wedding	4/19-21/13	60	100	\$20,880
NC Div. of Vocational Rehabilitation Services Statewide Managers Meeting	5/21-23/13	100	55	\$23,685
Bright Horizons Mid-Atlantic Regional Meeting	6/2-7/13	258	250	\$102,654
US Dept of Commerce-Discover Conference	9/16-22/13	1025	350	\$295,275
<b>GRAND TOTAL</b>		<b>4,556</b>	<b>4,855</b>	<b>\$1,762,844</b>

**SITE VISITS**

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2013 U.S. Open Ultimate Championship & Convention	1,200	1,500
<b>GROUP SALES</b>		
COOLJC 2015	2,728	1,500
US Dept of Commerce-Discover Conference	1,025	350
Microscopy Society of America	5,654	1,800
<b>GROUP TOTAL</b>	<b>10,607</b>	<b>5,150</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
USA Track & Field Convention	Daytona Beach, FL (Nov. 28-Dec. 1)
CASL visitraleigh.com Nat'l Soccer Series Girls Showcase	Raleigh / Multiple Sites (Nov. 30-Dec. 2)
NCHSAA Football State Championships	Raleigh (Dec. 1)
North Carolina Sports Association Quarterly Meeting	Greensboro (Dec. 7)
NCHSAA Invitational Cheerleading Championships	Raleigh (Dec. 8)
YOTA Capital Classic Swim Meet	Cary (Dec. 14)
highschoolOT.com Holiday Invitational	Raleigh (Dec. 26-29)
<b>GROUP SALES</b>	
New York City MPI/PCMA Holiday Event	New York City, NY (Dec 3)
New England PCMA Holiday Event	Boston, MA (Dec 4)
NC SGMP Mid Winter Meeting	Chapel Hill, NC (Dec 4)
Philadelphia PCMA Holiday Event	Philadelphia, PA (Dec 5)
NC Technology Association Technology Trends	RTP, NC (Dec 6)
Collinson Media Regional Leadership Summit	Hilton Head, SC (Dec 9-11)
New England MPI Holiday Event	Boston, MA (Dec 10)
Event of the Season/Holiday Showcase	Chicago, IL (Dec 12-13)
MPI Education LITE Triangle Holiday Luncheon	Durham, NC (Dec 18)