



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

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

JANUARY 2014

### REVISED WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 5 percent** for the calendar year beginning January-November 2013 compared to the same period of January-November 2012 and **prepared food and beverage tax collections were up 4 percent** during the same period.

### GROUP SALES

End of 2013 was a stellar time for Convention Sales Team! With over 7,500 definite room nights for December totaling \$2,293,000 in Economic Impact, the first 6 months of our fiscal year was a success! 18 more leads were added to the roster, with 17,289 room nights totaling \$6,520,491 in Estimated Economic Impact to show. Jana Rae Oliver, Director of Sales, traveled to the Windy City, Chicago, where she participated, along with hotel partners, in the Holiday Showcase tradeshow. She also co-hosted, with Providence-Warwick, the Event of the Season, a client appreciation reception, now in its 6th year. Stephen Jackson, Sr. National Sales Manager, traveled north to attend the PCMA New England Annual Meeting, PCMA Philly Meeting, and National Coalition of Black Meeting Planners Meeting. Loretta Yingling, Malinda Harrell, Associate Director of Sales, and Nicole Robinson, Sales Coordinator, worked diligently to represent us in a fabulous booth at the AENC Annual Tradeshow here in Raleigh. They also attended the MPI-CC Education LITE meeting. We wish you all a Happy New Year!

### SPORTS MARKETING

December got started with the largest youth sporting event ever held in the Triangle region, based on number of teams and total hotel room nights. The CASL [visitraleigh.com](http://visitraleigh.com) National Soccer Series Girls Showcase brought 407 teams from around the U.S. to the Greater Raleigh area. Those teams accounted for 7,200 athletes and 15,000 total visitors, who filled room blocks at 132 area hotels, generating more than 15,000 hotel room nights. More than 600 college coaches attended for recruiting purposes. The event generated more than \$4 million in direct visitor spending. The youth showcase surrounded one of our region's signature events on the same weekend – the NCAA Women's College Cup at WakeMed Soccer Park in Cary. The final four of college soccer drew an overflow crowd of 10,168 to the national semifinals, and UCLA ultimately prevailed with the national championship. The City of Raleigh and NC State hosted the NCHSAA football state championships, which featured a triple-header of title games at Carter-Finley Stadium. Meanwhile, one of Raleigh's oldest and most tradition-rich events returned in late December, as the HighSchoolOT.com Holiday Invitational was played at Broughton High School. Some of America's top teams and top prospects traveled to North Carolina's Capital City for three days of action in front of sold-out crowds in Holliday Gym. Another traditional event on the Raleigh sports calendar, the WRAL Invitational Wrestling Tournament, was held Dec. 27-28 at Athens Drive High School. The GRSA's Jason Philbeck represented Greater Raleigh at the USA Track & Field annual convention in

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Indianapolis, while Scott Dupree provided presentations on Wake County's sports event industry for both Leadership Cary and the Cary Chamber Economic Development Committee.

## **PUBLIC RELATIONS**

It was another great month for media visits to the Raleigh area. The Communications Department hosted Atlanta, Ga.-based freelance writer Mary Welch who was researching the area for an upcoming story in Atlanta Parent magazine as well as for future pitches in other outlets she frequently writes for. Toronto-based journalist Christopher Korchin was in the area experiencing our golf and gastronomy offerings for enRoute, Air Canada's in-flight magazine. The Communications Department worked in conjunction with International Bluegrass Music Association (IBMA) and N.C. Pork Council to coordinate a photo opportunity and press release announcing the donation of a \$10,000 gift from the N.C. Pork Council to IBMA.

## **SERVICES**

At one point in the life of GRCVB, December was a quiet month for Services but those days are gone! Year to date numbers are running ahead of last year in all our trackable areas: groups serviced are 8% over, visitors in the VIC are up 22% and hard copy inquiries fulfilled are 15% ahead. We are glad for the "busy-ness" and pleased with where we are in our fiscal year. In addition to this, our projects/ special activities included the following as well as significant prep for hosting our groups in 2014:

- Our second quarter See For Yourself Tour was held on DEC 12 with just over 30 partners and CVB staff attending. As a reminder, these tours are done to engage and inform the front-line staffers of our area partners on what there is to see and do in Greater Raleigh in order for them to relay what they have learned and experienced for themselves to visitors of their respective establishments. The December tour focused on holiday happenings and retail. An exciting element of the tour included a post tour reception at The Stockroom. While enjoying holiday treats, attendees visited with local retailers enjoying them to encourage visitors to "Shop Local Raleigh!" Congratulations to Tammy Jeffries and Gray Henderson for a job well done in planning and hosting this tour.
- Julie Brakenbury assisted Sales in hosting two sites: ACE and AIGA. As well, Julie hosted a planning visit for IEEE –EMC in preparation for hosting the EMC 2014 conference here in August.
- Our team joined other departments for tour partner tours/ meetings: one with the Hamilton Scot Inn in Cary (a relatively new B and B there), and one with the Conference and Housing Services department at NCSU (Wolfpack Village). Both represent interesting alternatives for client needs in the New Year ahead.
- We have been meeting quarterly with the key leadership team for the NC State Fair. This has helped us to determine how we can better work cooperatively when we host competitions and events at State Fair venues. In 2014 we will pursue cooperative marketing opportunities which will engage other GRCVB departments including sports, sales and marketing.
- We hosted an intensive pre con meeting for Big Rock Sports 2014. At the time of this reporting, Big Rock arrival is upon us and attendance numbers are expected to exceed 4000 total attendees including 900 vendor displays.



## MARKETING

The GRCVB Marketing Department announced that, beginning in Jan. 2014, the Bureau and GRSA will begin offering a newly revamped SmartCard program to arriving groups; the revamped program—a partnership benefit for area businesses—will be administered entirely through PIXL (Partner Information eXchange Login) instead of by a third-party deals network as it had been since 2008. Area restaurants, attractions, event/festival organizers and service providers are encouraged to submit a new or updated deal or special offer in order to draw more attention from potential convention and sports group customers that are arriving every week in Greater Raleigh. Nine inaugural partners are already participating with group deals. The Marketing Department also announced that visitRaleigh.com is presenting a 2nd Annual Krispy Kreme Challenge (K2C) Costume Contest, in this 10th year of the K2C race. GRCVB marketing staff will be on hand at the 2014 K2C, Feb. 8, to raise awareness of the Bureau's visitor information and services with participating runners from out-of-town. Director of marketing Jonathan Freeze attended the 14th Conference on LGBT Tourism & Hospitality in Fort Lauderdale, Fla., Dec. 11-13, to learn the latest trends in engaging the LGBT traveler markets. In Jan., the Marketing Department is promoting the area's Lifelong Learner-related events and activities to visitors, including the North Carolina Museum of History and its *Freedom Coming*, *Freedom for All* and *The Tsars' Cabinet* exhibits, as well as historic attractions and other museums throughout the area. GRCVB is marketing Greater Raleigh's offerings for Lifelong Learners through its Explore the "Smithsonian of the South" webpage (<http://www.visitRaleigh.com/smithsonianofthesouth/>), social media, pay-per-click advertising and more. Under GRCVB's external advertising plan for the month of December, leisure-related placements appeared on shermanstravel.com, Time Warner Cable Media and visitnc.com; GRSA-related placements appeared on sportscommissions.org and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; meetings-related placements appeared on AENC's, ASAE's, IAEE's and MPI's websites and in *Prevue* and *One+* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT  
DECEMBER 2013  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Nov'12	Wake County	North Carolina	United States
Nov 2013 Occupancy %	+7.5%	68.3%	55.4%	57.4%
Nov 2013 ADR	+0.2%	\$86.58	\$85.78	\$107.50
Nov 2013 RevPar	+7.8%	\$59.12	\$48.39	\$61.74
2012 YTD Occupancy %	+2.8%	64.6%	59.5%	63.4%
2012 YTD ADR	+1.2%	\$86.71	\$87.54	\$110.45
2012 YTD RevPar	+4.0%	\$56.00	\$52.07	\$69.99

*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 2013	2013/14 YTD	YTD% Chg from 2013
Passenger Enplanements	374,721	4,196,147	-1.1%
Passenger Deplanements	371,661	4,200,322	-0.8%

**RALEIGH CONVENTION CENTER INFORMATION**

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	34	17	11	8	5	3	3	0	0		369
At RCC (Tentative)							5	13	14	9	9	4	2	0			56

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	December 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	7,515	56,353	56,778	-.07%
Estimated Economic Impact	\$22,292,567	\$31,361,565	\$28,500,000	+10%
Number of Definite Bookings	28	113	90	+25.6%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	December 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	17,289	296,223	169,752	+74.5%
Estimated Economic Impact	\$6,520,491	\$147,364,371	\$113,952,000	+29.3%
Number of Tentative Leads	18	376	264	+42.4%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	December 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	6,501	80,751	51,375	+ 57 %



Estimated Economic Impact	\$1,909,979	\$25,800,009	\$17,000,000	+ 52 %
Number of Definite Bookings	5	36	36	---

### VISITOR SERVICES PRODUCTION

	December 2013	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	10	253	+8.0%
# of Visitor Info. Center Visitors	682	7,109	+22.0%
# of Visitor Inquiries	240	2,061	+15.0%

### 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>				
<b>TOTAL (A)</b>		<b>0</b>	<b>0</b>	<b>0</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Shaw University Softball Challenge	2/20-22/14	700	1,000	\$261,050
ACC Tennis Championships	4/24-27/14	1,200	650	\$261,800
Impact Baseball Tournaments	5/23-24/14	3,000	4,000	\$697,000
U.S. Lacrosse Southeast Champ.	6/5-8/14	1,000	1,500	\$328,900
NCAA Men's College Cup	12/10-14/14	601	1,500	\$361,229
<b>SPORTS TOTALS (B)</b>		<b>6,501</b>	<b>8,650</b>	<b>\$1,909,979</b>
American Health Information Management Association	12/7-11/13	205	80	\$53,439
Falun Dafa/Shen Yun Performers	1/9-12/14	96	96	\$44,496
Meridian Institute	1/21-23/14	56	30	\$13,404
The American Board of Anesthesiology, Inc.	2/22-27/15	400	80	\$92,400
The American Board of Anesthesiology, Inc.	2/22-27/15	225	45	\$51,975
Civil War Trust	3/19-22/15	125	100	\$38,235
The American Board of Anesthesiology, Inc.	3/22-27/15	225	45	\$51,975
The American Board of Anesthesiology, Inc.	3/22-27/15	400	80	\$92,400
The American Board of Anesthesiology, Inc.	4/26/-5/1/15	400	80	\$92,400



The American Board of Anesthesiology, Inc.	4/26/-5/1/15	225	45	\$51,975
The American Board of Anesthesiology, Inc.	5/17-22/15	225	45	\$51,975
The American Board of Anesthesiology, Inc.	5/17-22/15	400	80	\$92,400
The American Board of Anesthesiology, Inc.	6/21-26/15	400	80	\$92,400
The American Board of Anesthesiology, Inc.	6/21-26/15	225	45	\$51,975
The American Board of Anesthesiology, Inc.	8/23-28/15	225	45	\$51,975
The American Board of Anesthesiology, Inc.	8/23-28/15	400	80	\$92,400
Southern Independent Booksellers Alliance	9/16-1/15	615	800	\$418,245
The American Board of Anesthesiology, Inc.	9/27-10/2/15	400	80	\$92,400
The American Board of Anesthesiology, Inc.	9/27-10/2/15	225	45	\$51,975
North Carolina General Service Committee of Alcoholics Anonymous	10/16-18/15	277	300	\$95,577
The American Board of Anesthesiology, Inc.	10/25-30/15	400	80	\$92,400
The American Board of Anesthesiology, Inc.	10/25-30/15	225	45	\$51,975
North Carolina General Service Committee of Alcoholics Anonymous	3/4-6/16	62	100	\$26,022
North Carolina General Service Committee of Alcoholics Anonymous	06/10-12/16	277	300	\$95,577
North Carolina General Service Committee of Alcoholics Anonymous	7/28-31/16	403	500	\$201,903
North Carolina General Service Committee of Alcoholics Anonymous	8/26-28/16	62	100	\$26,022
North Carolina General Service Committee of Alcoholics Anonymous	11/4-6/16	277	400	\$110,787
<b>SALES TOTAL (C)</b>		<b>7,455</b>	<b>3,806</b>	<b>\$2,278,707</b>
<b>Total (A+B+C)</b>		<b>13,956</b>	<b>12,456</b>	<b>\$4,188,686</b>





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

	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
2015 U.S. Lax U15 Nat'l & Reg'l	Summer 2015	1,500	2,000	\$400,000
<b>GROUP SALES</b>				
NC Military Business Center- Military Food Conference	3/3-4/14	10	300	\$2,310
NC Military Business Center- Advanced Technologies Symposium	6/4-5/14	30	300	\$6,930
Delta Sigma Theta Overflow	7/10-13/14	150	100	\$46,350
Structural Engineers Association of North Carolina	10/2-3/14	75	100	\$17,325
Violin Society of American Annual Convention	11/10-14/15	469	200	\$129,867
Universal Fellowship Metropolitan Community Church of Christ	6/23-9/19	4,545	1,500	\$2,541,645
<b>GRAND TOTAL</b>		<b>6,779</b>	<b>4,500</b>	<b>\$3,144,427</b>

**SITE VISITS**

<b>Group Name</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>SPORTS MARKETING</b>		
2014 NCAA Men's Basketball Championship 2 <sup>nd</sup> /3 <sup>rd</sup> Rds.	12,000	20,000
<b>GROUP SALES</b>		
American Institute of Graphic Arts Leadership Retreat	574	225
Grand Chapter of Eastern Stars 2015	1,242	1,500
Grand Chapter of Eastern Stars 2016	1,242	1,500
Grand Chapter of Eastern Stars 2017	1,242	1,500
Grand Chapter of Eastern Stars 2018	1,242	1,500
Grand Chapter of Eastern Stars 2019	1,242	1,500
National Association of Black Law Student Association	927	1,000
<b>GROUP TOTAL</b>	<b>19,711</b>	<b>28,725</b>

**TRADESHOW & EVENTS**

<b>Event Name</b>	<b>Location (Dates)</b>
<b>SPORTS MARKETING</b>	
Cary Leadership Group	Cary (Dec. 3)
Senior Softball USA/ISA Convention	Concord, NC (Dec. 3)
Cary Chamber Economic Development Committee	Cary (Dec. 4)
USA Track & Field Convention	Indianapolis, IN (Dec. 4-7)
NCAA Women's College Cup	Cary (Dec. 4-8)
NCHSAA Football State Championship Media Day	Raleigh (Dec. 9)
N.C. Sports Association Quarterly Meeting	Concord, NC (Dec. 13)



NCHSAA Football State Championships	Raleigh (Dec. 14)
NCAA Men's Basketball LOC Meeting	Raleigh (Dec. 17)
highschoolOT.com Holiday Invitational	Raleigh (Dec. 26-28)
<b>GROUP SALES</b>	
NC SGMP Mid Winter Meeting	Raleigh, NC (Dec 4)
PCMA New England Annual	Boston, MA (Dec 4)
National Coalition of Black Meeting Planners	Philadelphia, PA (Dec 5 - 8)
AENC Annual Tradeshow	Raleigh, NC (Dec 12)
PCMA Philadelphia	Philadelphia, PA (Dec 12)
MPI-CC Education LITE	Durham, NC (Dec 17)