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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](http://visitRaleigh.com)

**JANUARY 2016**

## **WAKE COUNTY CAPSULE**

**Hotel occupancy tax collections were up 10.2 percent** for the calendar year beginning January-November 2015 compared to the same period of January-November 2014 and **prepared food and beverage tax collections were up 10 percent** during the same period.

## **GROUP SALES**

The sales team spread the word about why it's great to meet in Raleigh, NC locally and in outbound states by being a part of tradeshow, events and site tours. Director of sales, Malinda Harrell, CMP, sales and services coordinator, Melanie Martin and national sales manager, Nicole Robinson participated in the Association Executives of NC Tradeshow. This event attracts hundreds of association executives and meeting professionals. We were joined by Wake County partners; Embassy Suites Raleigh Durham Cary, Sheraton Raleigh, Marriott City Center and the Raleigh Convention Center. The theme included opportunities to learn more about meeting venues locally and sample Rooted in Raleigh products - Ford's Gourmet Foods pecan brittle, Videri Chocolate, Rye Rub from the Marriott City Center, Carolina Popcorn and coffee from Larry's Beans.

In Chicago, we took Rooted in Raleigh on the road, national sales manager, Loretta Yingling, CMP and executive vice-president Loren Gold attended Holiday Showcase, an annual event and tradeshow to exhibit and network with planners from the mid-west. The booth was a hit with attendees. Local Rooted in Raleigh partners Sam and Starr Ratto from Videri Chocolate allowed visitors to experience the making of chocolate on the show floor.

Senior national sales manager, Stephan Jackson, CMP hosted planners in Dallas at Smart Meetings, which is an appointment based tradeshow. Regional director, national accounts, Jamie Rice attended five events in the DC/MD/VA area; IAEE, Potomac Mills Chapter of Meeting Professionals International Educational Experience & Luncheon, Association of Meeting professionals Holiday Event, CVB Reps December Client Event and the IMM Holiday party.

In the month of December the sales team booked 22 definite pieces of business valued \$4,597,378 in economic impact.

## **SPORTS MARKETING**

December's highlights included what was arguably the most successful NCAA Women's College Cup in history. The event, essentially the Final Four of college soccer, was held Dec. 4-6 in Cary. More than 25,000 tickets were sold for the two sessions. Friday night's attendance of 11,676 was the largest crowd in the history of WakeMed Soccer Park. And Sunday's attendance of 10,676 marked the second-largest for a women's College Cup final anywhere. Penn State defeated Duke for the national title. Other



December events included the CASL visitRaleigh.com Girls Showcase, which attracted a record 459 teams; the NCHSAA football state championships at N.C. State's Carter-Finley Stadium, and the NCHSAA invitational cheerleading championships at Raleigh Convention Center; and two of Raleigh's longest-running, most tradition-rich sporting events, both in their 44<sup>th</sup> year and dating back to 1972: The highschoolOT.com Holiday Invitational at Broughton High School, and the WRAL Invitational Wrestling Tournament at Athens Drive High School. The GRSA's Jason Philbeck attended USA Track & Field's annual meeting in Houston. Philbeck also coordinated Raleigh's bid, in partnership with George Williams of St. Augustine's University, to host a future USAT&F annual meeting in the Capital City in 2019 or 2020. A decision is expected later this year.

## **PUBLIC RELATIONS**

The last month of 2015 did not disappoint in terms of media placements for the Raleigh area. Eleven articles in national publications highlighted Raleigh as not only a great place for a leisure visit but also as a destination that harnesses the brainpower of its smart and savvy locals to help drive meetings and conventions to the area. Some of the articles include: *Travel Weekly* highlighted the area's hotel boom; *PCMA Convene* magazine lists Raleigh as one of the meeting and convention cities capitalizing on its 'Global Knowledge'; while *Smart Meetings* magazine editor Holly Woolard used her experience in Raleigh during IBMA's World of Bluegrass to file a 'Site Inspection' article on Raleigh. As a result of a group media tour in conjunction with the Visit NC public relations team articles highlighting both La Farm Bakery and Videri Chocolate Factory were published in *Intermezzo* and *Departures* magazines. You can read all of the articles on Raleigh on the Media section of [www.visitRaleigh.com](http://www.visitRaleigh.com). Planning continues on the Society of American Travel Writers Eastern Chapter meeting which will be held April 24-27, 2016.

## **SERVICES**

We had a great December in Services! Group event servicing numbers (conventions, meetings, sports and referrals) continue to run ahead of last year for the same period, and currently we are better than 20% ahead. Other convention servicing activity included assisting Sales with the Community Transportation Association (CTAA) site visit, working collaboratively with Sales to send out client holiday gifts, servicing the 2015 AENC Tradeshow (a major time for us to connect with our NC association planners who we work with throughout the year), and preparing for upcoming major groups (including significant efforts for the upcoming Big Rock East, Merz and SATW). Additionally we've begun prelim work on IBMA hotel/ housing needs for 2016. Gray Henderson facilitated our bi-monthly Raleigh Police Department taxi cab training program for about 30 drivers. We jointly hosted an RCC event campus convention service/ event manager (CSM and EM) meeting and luncheon. The attendees for this meeting included the CSMs and event managers for the RCC, Centerplate, Sheraton and Marriott as well as GRCVB and GRSA. We focused on discussion of processes and procedures for jointly hosted groups in an effort to prepare for 2016. To be noted as well – our visitor guide delivery service continues to be successful. Year to date compared to last DEC (which was just a few months after we started the program), we are running just over 70% from our first year numbers. The service was suspended during the holidays and will resume shortly for the new year.

## **MARKETING**

As a result of the GRCVB Live Music Advisory Committee's (LMAC's) advocacy with the City of Raleigh, a four-month Musician Loading Zones pilot program launched Jan. 4, 2016, with The Pour



House Music Hall, Lincoln Theatre, Kings and Slim's Downtown. The downtown Raleigh pilot program provides performing musicians with a reserved area to unload and load equipment in front of each venue from 5pm-3am. This program will not only make our area a more welcoming place for musicians to play in but will also help to position it as a live music destination. LMAC advocacy may extend to other area municipalities in the future. Joel Graybeal, managing partner of Triangle Rock Club, is the latest of our area's passionate-minded residents who have teamed with GRCVB to share the Raleigh area's destination brand stories with potential visitors this year. Graybeal's profile page and spotlight video now appear on [visitRaleigh.com](http://visitRaleigh.com). The Marketing Department announced that the Bureau's Winter Marketing Update Meeting for area hospitality partners will be held Feb. 4, 2016, at The Glenwood Club; hoteliers, restaurateurs, attraction managers and other GRCVB partners are invited to register at [www.visitRaleigh.com/rsvp](http://www.visitRaleigh.com/rsvp). Effective Jan. 19, Michael Robson will become the Marketing Department's content marketing manager; Robson previously served as sports coordinator for GRSA, a division of GRCVB. On Dec. 1, director of marketing Jonathan Freeze, CDME, CHIA, attended the Town of Fuquay-Varina's brand reveal event. Freeze and assistant marketing manager Jessica Holt, CHIA, attended the 16th Conference on LGBT Tourism and Hospitality, Dec. 9-11, in Fort Lauderdale, Fla. Under GRCVB's advertising plan for the month of Dec., leisure- or VFR-related placements appeared in *Walter*, *Indy Week* and *The News & Observer*, in an *Our State* e-newsletter and on WUNC, newsobserver.com, tripadvisor.com and visitnc.com; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management*, *Sports Events* and *Sports Travel* and on sportscommissions.org; and meetings-related placements appeared in *The Meeting Professional*, PCMA's e-news and AENC's annual directory and e-news and on MPI's online Global Marketplace/website and *M&C's* and *Successful Meetings'* websites.



**VISITOR INDUSTRY STATISTICAL REPORT  
NOVEMBER 2015  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Nov. '14	Wake County	North Carolina	United States
Nov. 2015 Occupancy %	0.1%	67.3%	58.7%	59.4%
Nov. 2015 ADR	6.9%	\$98.65	\$93.78	\$115.44
Nov. 2015 RevPar	7.0%	\$66.35	\$55.09	\$68.60
2015 YTD Occupancy %	2.2%	70.9%	64.0%	66.7%
2015 YTD ADR	5.6%	\$95.99	\$95.72	\$120.33
2015 YTD RevPar	7.9%	\$68.06	\$61.27	\$80.27

*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 2015*

	NOV. 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	428,895	4,541,611	+3.9%
Passenger Deplanements	423,673	4,536,554	+4.0%

**RALEIGH CONVENTION CENTER INFORMATION**

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	December 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	6,993	35,967	61,440	-41.5%
Estimated Economic Impact	\$4,597,378	\$39,219,373	\$30,840,288	+27.2%
Number of Definite Bookings	22	138	96	+46.8%



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	December 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	69,137	391,143	183,690	+112.9%
Estimated Economic Impact	\$38,621,346	\$234,910,920	\$123,307,476	+90.5%
Number of Tentative Leads	93	594	281	+110.6%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	December 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	2,193	97,206	53,975	+80%
Estimated Economic Impact	\$875,832	\$29,666,889	\$17,850,000	+66%
Number of Definite Bookings	5	35	38.5	-9%

**VISITOR SERVICES PRODUCTION**

	December 2015	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	21	295	+21.0%
# of Visitor Information Center visitors	566	5404	-9.0%
# of Visitor Inquiries	154	1392	-26.0%

**VISITOR GUIDE DELIVERY SERVICE TO PARTNERS**

*\*This is a new service that we have begun as of October 2014, % compared to first year month end stats)*

	December 2015	2015 YTD	YTD % Chg from 14/15
Partners Serviced	0	221	+71.0%
Visitor Guides Delivered	0	25,350	+71.9%

**(note that VG delivery service was suspended for the holidays and will resume in early January)**



### 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>				
National Agents Alliance	1/21-24/16	3,000	1,000	\$1,165,302
Council of State and Territorial Epidemiologists, CSTE	6/23-28/17	3,132	800	\$890,379
ICSA Applied Statistics Symposium	6/8-12/19	525	175	\$342,586
<b>Totals (A)</b>		<b>6,657</b>	<b>1,975</b>	<b>\$2,398,268</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Crossfit Intense Games	1/14-16/16	30	50	\$12,720
NCHSAA Swimming & Diving	2/10-13/16	563	2,250	\$379,087
USA Baseball Irish Classic	3/3-6/16	600	375	\$132,525
Carolina Grand Slam Beach VB	5/13-14/16	50	100	\$14,950
USA Swimming Southern Zones	8/1-6/16	950	1,500	\$336,550
<b>SPORTS TOTAL (B)</b>		<b>2,193</b>	<b>4,275</b>	<b>\$875,832</b>
Event Travel Management	12/8/15	20	20	\$7,929
Herbalife International of America, Inc	1/15-18/16	87	80	\$171,609



Syngenta Crop Protection	01/25-27/16	27	9	\$7,319
Burroughs Wellcome Fund	3/4-6/16	19	15	\$12,379
FIRST (For Inspiration and Recognition of Science and Technology)	3/9-13/16	166	400	\$363,783
Green Smoothie Girl	4/2/16	7	7	\$42,670
NCSU Forestry and Environmental Outreach Program	4/3-5/16	120	60	\$44,351
YMCA of the USA	4/19-23/16	170	70	\$55,160
FortuneBuilders, Inc.	5/5-9/16	40	50	\$65,789
Krispy Kreme Doughnut Corporation	5/16-20/16	635	300	\$321,649
The Appraisal Foundation	7/13-16/16	68	50	\$35,916
JMHS Class Reunion	7/23-24/16	40	30	\$24,406
Raleigh International Film Festival	9/22-25/16	100	600	\$89,740
American Board of Medical Specialties	9/24-29/16	434	160	\$179,469
The Association of Junior Leagues International, Inc.	10/19-23/16	363	250	\$263,666
North Carolina Association of County Commissioners	1/10-13/17	380	200	\$181,130
Southeastern Commission for the Study of Religion	3/2-5/17	305	150	\$145,971
North Carolina Economic Developers Association	3/13-15/17	120	100	\$78,805
Alliance for Innovation	10/4-9/17	235	100	\$107,371



<b>Totals (C)</b>		<b>3,336</b>	<b>2,651</b>	<b>\$2,199,111</b>
<b>Total (A+B+C)</b>		<b>12,186</b>	<b>8,901</b>	<b>\$5,473,211</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>				
USA Track & Field Annual Mtg.	2019 & 2020	2,400	1,200	\$1,100,000
<b>GROUP SALES</b>				
Amazon Raleigh Kindle Recruiting Event	2/7-10/16	28	7	\$8,796
Equality Federation Institute	2/15-16/16	20	20	\$15,442
National Grange	2/19-21/16	135	50	\$35,828
Timberland	3/5-9/16	237	110	\$72,178
Black Youth Project	3/9-15/16	445	260	\$372,652
ETIX	3/29-31/16	51	75	\$23,189
Divine Nine Legislative	5/17-18/16	30	50	\$22,705
White Family Reunoin	7/29-31/16	105	75	\$42,093
Industrial Fabrics Association International	8/1-2/16	24	12	\$7,921
Gravure Association the Americas	10/3-6/16	200	125	\$106,898
Boy Scouts of America Southern Region	10/4-7/16	184	80	\$84,974
Fall 2016 Leadership Meeting	11/6-11/16	480	270	\$322,683
Simpleview	11/9-10/16	90	50	\$30,827





Center for Geographic Information & Analysis	1/31-2/3/17	380	600	\$307,700
Knights of Columbus	5/18-21/16	470	450	\$409,503
Bridge Tournament	7/25-8/5/16	1,987	1,100	\$817,973
Phi Sigma Pi National Honor Fraternity	7/25-29/17	525	320	\$249,272
InterVarsity Christian Fellowship	2/15-17/18	100	180	\$168,442
National Association of Veterans Upward Bound	4/8-12/18	338	80	\$94,738
Association of Research Libraries	4/22-27/18	418	150	\$179,958
Society of Civil War Historians	5/30-6/2/18	206	250	\$267,590
Association of University Programs in Health Administration (AUPHA)	6/3-9/18	750	375	\$296,100
Phi Delta Chi Pharmacy Fraternity	7/31-8/4/18	342	325	\$308,118
NC Republican Party	6/6-9/19	290	1,400	\$336,868
AVS International Symposium and Exhibition	11/7-17/19	3,370	2,500	\$2,010,847
Episcopal Dioceses of North Carolina	11/21-23/19	333	650	\$385,375
National Association of Pediatric Nurse Practitioners	3/21-28/19	4,174	2,000	\$2,204,262
<b>GRAND TOTAL</b>		<b>18,112</b>	<b>12,764</b>	<b>\$10,282,932</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2016 NCAA Men's Basketball 1 <sup>st</sup> /2 <sup>nd</sup> Rounds	10,000	19,000
2016 Deep South Classic	8,200	11,000
<b>GROUP SALES</b>		



Community Transportation Association of America	2,241	1,000
Society of Rheology	751	200
<b>GROUP TOTAL</b>	<b>21,192</b>	<b>31,200</b>

### TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
USA Track & Field Annual Meeting	Houston, TX (Dec. 3-5)
NCAA Women's College Cup	Cary (Dec. 2-6)
Greater Raleigh Sports Council Steering Committee	Raleigh (Dec. 3)
CASL visitRaleigh.com NSS Girls Showcase	Countywide (Dec. 4-6)
NCHSAA Invitational Cheerleading Championships	Raleigh (Dec. 5)
NCHSAA Football Press Conference	Raleigh (Dec. 7)
GRSA Advisory Board Quarterly Meeting	Raleigh (Dec. 9)
Raleigh Laxfest	Holly Springs (Dec. 12)
NCHSAA Football State Championships	Raleigh (Dec. 12)
Raleigh NCAA Basketball LOC Meeting	Raleigh (Dec. 15)
NC Sports Association Board Meeting	Winston-Salem (Dec. 16)
WRAL Invitational Wrestling Tournament	Raleigh (Dec. 18-19)
highschoolOT.com Holiday Invitational	Raleigh (Dec. 26-30)

<b>GROUP SALES</b>	
Potomac Chapter of Meeting Professionals International December Educational Experience	Washington D.C. (Dec. 10)
Association Executives of N.C. (AENC) Tradeshow	Raleigh (Dec. 10)
Association of Meeting Professionals Holiday Event	National Harbor, Md. (Dec. 10)
Destination Marketing Association International's Convention Sales Summit	Chicago, Ill. (Dec. 14)
Holiday Showcase	Chicago, Ill. (Dec. 14-16)
Meeting Professionals International-Chicago Area Chapter Holiday Event	Chicago, Ill. (Dec. 14)
CVB Representatives Dec. Client Event	Washington, D.C. (Dec. 16)
IMN Solutions Holiday Event	Arlington, Va. (Dec. 16)

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