



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JULY 2009

### WAKE COUNTY CAPSULE

For the fifth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 10.6 percent** and **prepared food and beverage tax collections were up 2.8 percent** over 2008.

### GROUP SALES

The Sales Team ended the year with incredible numbers, especially considering the economy. Bringing in over \$70 million dollars worth of definite economic impact to our area is no small feat. This number equates to 41% over goal. Tentative numbers were 35% over goal, as well, with a economic impact of over \$232 million in leads brought to the table. Traveling to the Washington DC market in June for sales calls was Stephen Jackson, National Sales manager. Kumi Anzalone, National Sales Manager, attended several Potomac Chapter MPI meetings, one being the Board of Directors Meeting, to which she was recently appointed. Loretta Yingling, National Sales Manager, attended the NC SGMP Board Meeting, and Malinda Pettaway, Associate Director of Sales, was in Asheville for the AENC Annual Meeting. J.R.Oliver, Director of Sales, exhibited at the Destination Showcase Chicago Tradeshow, also meeting with several American Bar Association section leaders and their travel department.

### SPORTS MARKETING

The **2Hot4 Ice Nationals** brought 83 inline hockey teams to Wake County from June 24-28. The event was held at the **Dreamsports Center** in Apex. At the same time, the top 144 high school baseball players in America were showcasing their skills at the **USA Baseball Tournament of Stars** event in Cary. There appeared to be at least that many major league scouts and college coaches on hand to watch the future stars. The **City of Raleigh** once again did a tremendous job hosting the **NCHSAA Baseball & Softball State Championships**. Softball was played at **Walnut Creek**, while the baseball finals were played at **Doak Field** (at NC State) and at the **Carolina Mudcats' Five-County Stadium** in Zebulon. **NC State** submitted its official bid for the **NCAA Men's Basketball Tournament in 2011, '12 or '13**. The **RBC Center** and **GRCVB** assisted with the bid. A decision is expected in September. The **GRCVB Sports Marketing Department** concluded the 2008-09 fiscal year with 66 assisted definite bookings that will generate more than 106,000 total hotel room nights and approximately \$27.7 million in direct visitor spending. GRCVB partnered with the **Town of Cary** to submit a bid for the **USTA Southern Boys & Girls 12-U Championships** in June 2010. The same two partners also submitted a letter of invitation to the **NCAA** to host the **2011 Division II Baseball World Series** at the **USA Baseball National Training Center** in Cary. You can now follow GRCVB Sports Marketing on **Twitter** at "**raleighncsports**".



## **PUBLIC RELATIONS**

The Communications Department had a month of positive media hits as a result of the “Sensory Overload” Press Trip that was hosted in May. Coverage appeared in the *Tennessee Tribune* (Circ. 45,000), *The Queens Chronicle* (Circ. 160,000), *LuxuryWeb.com* (100,000 unique visitors per month) and *Trazzler.com* (70,000 unique visitors per month). More coverage is expected in the coming months. Ryan Smith attended the **Society of American Travel Writers** (SATW) Atlantic Caribbean Chapter Meeting in Charleston where she had the opportunity to pitch more than 50 food, travel and lifestyle journalists during the three-day conference. Canadian freelance journalist Lorraine Williams visited the area while researching North Carolina’s religious heritage for an upcoming article.

## **SERVICES**

We’ve had an outstanding June with groups like International Association of Science Parks (which boasted its best attendance in the history of the organization at close to 900 attendees from all over the world) to NC Future Farmers of America with 1900 attendees (from all over the state). The diverse mix of conventions continues to keep us on our toes as we strive to meet the needs of our arriving groups, and all told we are finishing the year 11% ahead of our projected goal for total groups serviced over 2008. Our work this summer is supported by two full time interns and one part time intern from NCSU’s Park, Recreation and Tourism program. These talented interns are making it possible to catch up on projects while also developing new tools for us, all work that Tammy, Reggi and Julie could not accomplish without their assistance and energy. Also, we hosted a Customer Care for the Hospitality class in June, sponsored by Summit Hotels. The class was a small one at 19 attendees, but it was well received and gets us moving again with this program which has been on hiatus due to economy concerns. The next class is planned for this fall. Finally, in VIC news: June was one of our highest visitation months yet with 1175 people coming in to find out what there is to see and do in our area! At year end our VIC has proudly served at total of 9003 visitors, 5400 phone calls, 1084 email inquiries as well as 714 voice message inquiries and 263 school inquiries. Suffice to say that Services, both in conventions and for the VIC has had a great 2008- 2009.

## **MARKETING**

In June, the Marketing Department finalized plans for new and renewing marketing programs going into the 2009-10 fiscal year, including year-long Internet video and social media projects with Triangle Blvd, a year-long sweepstakes promotion targeting North Carolina residents, and the Greater Raleigh ZSpotCard promotion ([http://www.zspotcard.com/hotel\\_offers.htm](http://www.zspotcard.com/hotel_offers.htm)), which rewards visitors with discounts at area businesses grouped by hotel cluster. GRCVB reviewed all three programs at its quarterly marketing update for partners on June 18. The programs’ success depends on local partner participation throughout the coming year; for more information, contact Charissa Todd. At the June 18 update, the Bureau also hosted a tradeshow-style showcase for area hotels, attractions and restaurants, where representatives from these partner businesses made new connections or found networking time together; feedback on the showcase has been very positive. The Marketing Department continues to prepare for the GRCVB annual luncheon, scheduled for September 10 at the Raleigh Convention Center, with four breakout partner sessions (new this year) prior to the main lunch program. Under advertising notes, GRCVB ran a leisure-related ad in *Our State* magazine and began developing creative for limited advertising placements to run in August.



## VISITOR INDUSTRY STATISTICAL REPORT JUNE 2009

### HOTEL OCCUPANCY PRODUCTION

	Chg from May 08	Wake County	North Carolina	United States
May 2009 Occupancy %	-9.0%	58.6%	53.0%	55.7%
May 2009 ADR	-7.4%	\$81.50	\$82.26	\$97.03
May 2009 RevPar	-15.8%	\$47.74	\$43.56	\$54.05
2009 YTD Occupancy %	-12.7%	55.4%	49.6%	53.3%
2009 YTD ADR	-5.7%	\$83.17	\$78.94	\$99.10
2009 YTD RevPar	-17.7%	\$46.06	\$39.16	\$52.78

*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*

	May 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	395,828	1,734,043	-13.3%
Passenger Deplanements	387,150	1,739,255	-13.0%

### RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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	44	33	21	12	10	7	4	2	3	1	1			1	1	154
At RCC (Tentative)	-	1	28	19	18	8	9	4	1	1	-	-	-	-	-	-	89

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

### GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	June 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	2833	116,552	99,744	+17%
Estimated Economic Impact	\$1,356,189	\$70,629,849	\$50,000,004	+41%
Number of Definite Bookings	14	176	312	-43%

### GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	11,160	426,076	315,000	+35%
Estimated Economic Impact	\$4,904,354	\$232,371,089	\$215,004,000	+8%
Number of Tentative Leads	25	518	480	+8%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	June 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	790	106,348	92,000	+ 15.6%
Estimated Econ Impact	\$188,010	\$27,765,194	\$30,000,000	- 7.4%
Number of Definite Bookings	2	66	65	+ .02%

**VISITOR SERVICES PRODUCTION**

	June 2009	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Serviced	39	436	+11.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
SciQuest	1/29-2/4/2010	823	275	\$199,239
<b>GROUP TOTAL (A)</b>		<b>823</b>	<b>275</b>	<b>\$199,239</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Ebony Racquet Adult Tournament	6/12-14/09	40	40	\$8,760
Tip-Off on Tobacco Road	7/06-08/09	750	800	\$179,250
<b>SPORTS TOTALS (B)</b>		<b>790</b>	<b>840</b>	<b>\$188,010</b>
Strand Development Sales Blitz	5/20-21/09	10	10	\$2,310
NC Dietetic Association Strategic Planning Session	5/29-30/09	27	50	\$8,928
NCMA Annual Bus Rodeo	6/8-9/09	20	100	\$13,980
Black Data Processing Associates Detroit Contingency 2009	8/7-8/09	30	60	\$10,440
Government Meeting	8/17-19/09	80	120	\$37,200
NCEL Sales Meeting	9/2-4/09	78	150	\$43,992
Dry Scrubber Users Assoc	9/13-16/09	370	160	\$104,775
ALBC Crucial Cuisine (Annual Conference)	11/12-15/09	90	180	\$73,440
Annual NCACA Meeting	2/24-26/10	100	400	\$105,000
Huntington's Disease Society of America Annual Conference	6/22-28/10	995	700	\$510,645
Annual NCACA Meeting	2/16-18/11	100	400	\$105,000
<b>GROUP SALES TOTAL (C)</b>		<b>1,900</b>	<b>2,330</b>	<b>\$1,015,710</b>
<b>GRAND TOTAL (A,B,C)</b>		<b>3,513</b>	<b>3,445</b>	<b>\$1,402,959</b>



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

<b>Group Name</b>	<b>Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
NCAA Men's Basketball 2011-13 (By NC State & host partners)	March '11, '12 or '13	12,000	20,000	\$5,000,000
USTA Southern Boys/Girls 12's	6/19-23/10	1,100	1,000	\$215,400
<b>GROUP SALES</b>				
DB Consulting September Meeting	9/18-19/09	30	40	\$8,100
Shaw University Homecoming	10/22-25/09	380	150	\$87,780
SADD	11/20-22/09	200	300	\$93,000
Black Expo	2/4-7/10	104	1,000	\$360,282
Stiefel Laboratories	5/13-21/10	779	360	\$289,461
Simpson Wedding	6/25-27/10	50	200	\$52,500
Breaking the York Conference	7/7-10/10	750	700	\$331,200
Alexander Family Reunion	7/16-18/10	60	200	\$52,470
National Adult Day Services Assoc	9/8-12/10	325	300	\$145,275
H&G - High Jump Software	10/02-06/10	1,260	400	\$384,660
US HUPO Conference	3/5-9/11	740	400	\$264,540
American Institute of Architects	9/7-9/11	350	400	\$186,150
Internet2	9/30-10/7/11	1,814	700	\$623,784
American Art Therapy Association	11/15-20/11	1,492	333	\$931,875
State Employees Assn of NC	9/5-9/17	2,345	850	\$611,895
State Employees Assn of NC	9/4-8/18	2,345	850	\$611,895
State Employees Assn of NC	9/3-7/19	2,345	850	\$611,895
State Employees Assn of NC	9/8-12/20	2,345	850	\$611,895
<b>GRAND TOTAL</b>		<b>30,814</b>	<b>29,883</b>	<b>\$11,474,057</b>

**SITE VISITS**

<b>Group Name</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>SPORTS MARKETING</b>		
Project Courage / Courage Games	TBD	TBD
<b>GROUP SALES</b>		
National Adult Day Services Association	325	300
NASFIC	1,500	1,000
Amer Soc for Photogrammetry & Remote Sensing	1,430	350
Assn for Computing Machinery - SIGCSE	2,500	685
AME Zion	500	1,200
American Institute of Architects	350	400
<b>GROUP TOTAL</b>	<b>3,350</b>	<b>2,285</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
N.C. Sports Association Quarterly Meeting	High Point (June 2)
State Games of North Carolina	Charlotte (June 18)
USA Baseball Tournament of Stars	Cary (June 23-28)
2HOT4 Ice Inline Nationals	Apex (June 24-28)
U.S. Soccer Development Academy Playoffs	Greensboro (June 29)
USA Baseball Extra Innings Chamber Event	Cary (June 29)
<b>GROUP SALES</b>	
AENC Annual Meeting	Asheville, NC
AMPs Summer BBQ	Fort Hunt, VA (June 16)
NC SGMP Board Meeting	Raleigh (June 23)
NIH Hotel Fair Group Meeting	Washington DC (June 5)
PMPI Board Meeting	Alexandria, VA (June 18)
PMPI End of Year Committee Event	Washington DC (June 11)
PMPI Monthly Luncheon	Washington DC (June 4)
PMPI SMART Retreat	Dover, DE (June 19-21)
Time Fore Nine Guest Night Tournament	Fairfax, VA (June 6)
Washington DC Sales Calls	Washington (June 3-5)