



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JULY 2010

WAKE COUNTY CAPSULE

For the fifth month of calendar year 2010, Wake County **hotel occupancy tax collections were up .38 percent** and **prepared food and beverage tax collections were down .13 percent** over 2009.

GROUP SALES

Convention and Group Sales ended the year with another strong sales month. With over 9 million dollars in economic impact for 33 leads, and nearly 8 million dollars worth of economic impact for 23 definite pieces of business booked in the month of June, we ended what could have been a dismal year with exceptional numbers. Final definite numbers for the 2009/2010 fiscal year are 182 definites, with 106,032 room nights totaling an economic impact of over \$64,986,674. That is equivalent to 107% of number of definites, nearly 2% over goal for blocked rooms, and nearly 12 million dollars in economic impact over goal.

Travel for the month included Jana Rae Oliver, with Marriott Raleigh City Center representation, exhibiting at Destination Showcase Chicago, resulting in 5 RFP's and 3 more leads. Malinda Pettaway, Loretta Yingling, and Nicole Robinson spearheaded a local planner mini-fam and luncheon, hosted at the Capital City Club, with over 20 planners in attendance. Our summer intern, Shara Skeete, has been busy assisting with all the travel and event plans. Kumi Anzalone, President Elect for the Potomac MPI chapter, attended the Board Induction Ceremony, as well as the PMPI board meeting and an MPI reception held at the International Press Club. Stephen Jackson has instigated the Wake Multicultural Business Forum, which met at RBC mid-month, hosting over 100 participants. All sales team members attended a Vertical market Planning meeting held with RCC and hotel partners. We are focusing on FAM events for the upcoming fiscal year.

SPORTS MARKETING

Sports highlights in June included the NCHSAA baseball & softball state championships in Raleigh and Zebulon, the Southeast Korean Summer Olympics in Raleigh, the ECHO Inline Hockey Nationals in Apex, the IronKids Raleigh Triathlon and the USA Baseball Tournament of Stars in Cary. The NCAA announced that the 2012 & 2013 NCAA Division II Baseball National Championship will be played at the USA Baseball National Training Complex in Cary. That means that the D-II World Series (as it is commonly called), hosted by Mt. Olive College, will be held in Cary for at least five consecutive years (having started in 2009). The Carolina Hurricanes, GRCVB and the Greater Raleigh Sports Council hosted a site visit by NHL officials in preparation for the 2011 NHL All-Star Weekend. The Town of Cary and GRCVB submitted a bid to host the N.C. Tennis Association Adult and Super Senior State Championships in 2011 and 2012. The tournament, held each year in June, would bring about 2,000 participants and generate about 3,000 hotel room nights annually. Tori Collins and Jason Philbeck of GRCVB Sports Marketing attended the quarterly meeting of the N.C. Sports Association in Jacksonville, N.C. Scott Dupree spoke on a sports marketing panel at the Destination Marketing Association of North Carolina's Tourism Leadership Conference in Sunset Beach.

PUBLIC RELATIONS

June was a busy month in terms of media relations and editorial writing for the Communications Department. Public relations assistance, including targeted pro-active pitching, was done for the IronKids Raleigh Triathlon that took place on Centennial Campus the weekend of June 25. The result was a front page article in the *News & Observer*. Brooke Porter, Managing Editor of AirTran's Inflight Magazine, *GO*, visited the area last week for an October feature on North Carolina and two German travel writers made a stop in our area on a motorcycle tour of the state. Thanks to all area hospitality partners who assisted with their visits. The Communications Department distributed press releases to local, national and trade publications on the GRCVB's win of three tourism marketing awards, the Wake Multicultural Business Forum, the opening of the Downtown Raleigh Amphitheatre and the record-breaking month of meetings and conventions taking place throughout Wake County in July. In the News - The NC Museum of Art was featured in the July edition of *Town and Country Magazine*, *Charlotte Magazine* and the *Wall Street Journal* while the Raleigh area as a meeting destination was featured along with Charlotte in the July edition of *Successful Meetings*.

SERVICES

It may have been the last month of GRCVB's fiscal year, but we remained quite busy in Services. We were very involved in the planning and execution of the Wake Multicultural Business Forum that was held on June 16. Our involvement with the Forum allowed us to find and establish relationships with new Wake County partners, an essential step in preparing to host AME Zion and Omega Psi Phi in July, and ASALH in September. We also presented a program to the volunteer staff of the NC Museum of Art. The program was "Getting to Know GRCVB." It was intended to help volunteers and staff of NCMA to learn more about the destination overall by educating them on tools available through GRCVB and visitRaleigh.com. At the time we did the program, the NCMA had just celebrated its 100,000th visitor since the grand opening in April! Convention and meeting business remained strong, and key groups hosted in June included the return of NC Future Farmers of America with over 2500 attendees, and the first visit to Raleigh for Spanish Evangelism Ministries for the United Pentecostal Church (2000 attendees). In the way of VIC activity, we finished a very busy year with 1304 inquiries and calls, and 876 walk in visitors. June 30 marked the last day of operations for the VIC in the Raleigh City Museum location. We are excited to move into our new space on or about July 21. In the mean time we are fulfilling inquiries out of our main office, and counting the days until time to move into the new VIC! The balance of our time in June was spent preparing for the arrival of our large July groups, and attending various organizational meetings for Omegas.

MARKETING

Marketing staff attended the North Carolina Tourism Leadership Conference, June 6-8, in Sunset Beach, N.C., where they heard the latest best practices and trends from destination marketing, economic development, public policy and social media marketing experts. They also brought back two top tourism awards from the statewide DMO association: a Gold Destination Marketing Achievement Award for Best Leisure Print Advertising and another for Best Destination Constituents Communication (for Tourism Talk e-newsletter). The Bureau also received an Awesome Innovation award in the category of Destination Operations and Sustainability for a cost-saving convention sales tool. With the Sales and Services Department, the Marketing Department co-hosted a Wake Multicultural Business Forum, June 16, at the RBC Center. The forum helped prepare area businesses for serving multicultural convention groups arriving this summer and in the future and helped the Marketing Department complete preparations for a new multicultural microsite coming to visitRaleigh.com in July. Marketing staff continued to prepare for GRCVB's Annual Meeting,



September 1, and launched a “save the date” message. In partnership with Triangle Blvd, GRCVB debuted three new video segments promoting the area at video.visitraleigh.com: Cary Tennis Park, Doak Field and Jumpin’ Beans. Leisure-oriented radio ads ran during the month on N.C. stations owned by Curtis Media.



**VISITOR INDUSTRY STATISTICAL REPORT
JUNE 2010
HOTEL OCCUPANCY PRODUCTION**

	Chg from May 09	Wake County	North Carolina	United States
May 2010 Occupancy %	61.2%	+5.5%	+8.5%	+7.1%
May 2010 ADR	\$80.23	-2.0%	-1.8%	-0%
May 2010 RevPar	\$49.09	+3.4%	6.6%	+7.1%
2010 YTD Occupancy %	56.4%	+2.5%	+5.1%	+3.9%
2010 YTD ADR	\$80.24	-3.8%	-2.5%	-2.7%
2010 YTD RevPar	\$45.27	-1.4%	+2.5%	+1.1%

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 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	396,894	1,746,239	+0.5%
Passenger Deplanements	389,305	1,743,719	+0.1%

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	n.a	
At RCC (Definite)	14	45	54	32	20	13	7	5	4	4	1	1	0	1	0	1	202
At RCC (Tentative)		14	25	13	16	11	7	3	3	2	2	3					99

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	June 2010	YTD	09-10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	9,352	106,032	105,000	+102%
Estimated Economic Impact	\$7,738,755	\$64,986,674	\$53,000,000	+107%
Number of Definite Bookings	23	182	170	+108%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2010	YTD	09-10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	11,915	356,269	320,000	+11%
Estimated Economic Impact	\$9,013,436	\$196,828,954	\$217,000,000	-10%
Number of Tentative Leads	33	517	500	+3%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	June 2010	YTD	09-10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	9,193	103,272	92,000	+ 12 %
Estimated Econ Impact	\$4,423,677	\$33,138,080	\$30,000,000	+ 10 %
Number of Definite Bookings	14	77	65	+ 18 %

VISITOR SERVICES PRODUCTION

	May 2010	FY 09-10 YTD	YTD% Chg from 08.09
Number of Groups Serviced	41	423	+5.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Winston Salem Urban League	6/16-18/10	20	200	\$49,080
Black Expo	6/19-19/10	104	1,000	\$360,282
Yellow Ribbon Program	6/26-26/10	1	500	\$231
Yellow Ribbon Program	6/26-27/10	1,050	925	\$289,350
NC Assn for the Education of Young Children	9/12-15/12	1,215	3,000	\$1,117,800
American Chemical Society	11/15-18/12	1,200	1,500	\$979,200
NC Assn for the Education of Young Children	9/11-14/13	1,215	3,000	\$1,117,800
NC Assn for the Education of Young Children	9/10-13/14	1,215	3,000	\$1,117,800
NC Assn for the Education of Young Children	9/9-12/15	1,215	3,000	\$1,117,800
NC Assn for the Education of Young Children	9/14-17/16	1,215	3,000	\$1,117,800
TOTAL (A)		8,450	19,125	\$7,267,143

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NCHSAA State Championships (9)	October '09 – June '10	7,863	34,030	\$3,960,757
Mahogany Tennis Classic	5/28-30/10	60	150	\$24,840
Ebony Racquet Adult Classic	6/11-13/10	40	100	\$16,560
USSSA Baseball Eastern NC States	6/11-13/10	500	1,050	\$149,500
Cal Ripken 11U/12U State Tourns.	7/7-12/10	480	300	\$113,520

2010 Champion Cheer	12/17-19/10	250	1000	\$158,500
SPORTS TOTALS (B)		9,193	36,630	\$4,423,677
NC Division of Aging and Adult Services	5/19-20/10	15	60	\$8,730
Carolina China Council	6/9-10/10	16	16	\$3,696
Conference Managers	6/16-17/10	8	8	\$1,848
SpeeDee Worldwide Corporation	7/17-20/10	22	24	\$9,294
Preparing to Teach Math with Technology	7/24-30/10	105	20	\$27,765
Shades of Pride	7/29-1/10	225	200	\$87,075
NC State Firemen's Assn	10/13-16/10	45	30	\$15,660
Hart Family Reunion	10/15-17/10	50	85	\$25,590
Millbrook High School reunion	10/16-17/10	200	700	\$186,600
NC State Firemen's Assn	11/3-5/10	40	40	\$13,920
American Cleft Palate-Craniofacial Association	11/12-14/10	60	150	\$41,940
Conference Direct	11/14-16/10	60	40	\$16,200
General Federation of Women's Clubs - North Carolina	11/17-20/11	56	100	\$33,294
TOTAL GROUP (C)		902	1,473	\$471,612
Total (A+B+C)		18,545	57,228	\$12,162,432

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2011 NC Tennis Assoc. Adult & Super Senior State Championships	June / July	3,000	2,000	\$1,047,000
2012 NC Tennis Assoc. Adult & Super Senior State Championships	June / July	3,000	2,000	\$1,047,000
GROUP SALES				
Omega Psi Phi Concert	7/22-24/10	56	30	\$13,404
North Regional Army	9/15-17/10	420	150	\$100,530
LEM HBCU Behavioral Health	3/12-17/11	345	150	\$106,020
NC AWHONN	3/31-4/1/11	50	200	\$29,100
NC Assn of School Administrators	3/31-4/1/11	400	400	\$115,800
National League of Cities	5/3-8/11	1,950	1,000	\$596,700



MLG Pro Circuit 2011	7/26-8/1/11	1,350	10,000	\$4,573,625
Phi Sigma Phi	8/3-7/11	290	335	\$207,390
Inside Self-Storage Expo	9/12-17/11	635	1,200	\$731,685
Conference for American In	9/15-17/11	360	300	\$153,360
NC Assoc. of Nursing Students	10/6-9/11	110	250	\$95,610
NCACA	2/15-17/12	100	400	\$105,000
Association of the Non Woven Fabrics Industry	11/12-16/12	543	300	\$195,633
NCACA	2/13-15/13	100	400	\$105,000
NCE of the Arc	7/16-20/14	280	150	\$92,760
GRAND TOTAL		12,989	19,265	\$9,315,617

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2011 NHL All-Star Weekend	10,000 est.	20,000 est.
GROUP SALES		
NC Military Business Center	110	700
Girl Scouts USA	700	850
Omega Psi Phi Regional 6	515	500
American Indian Women	360	300
Maize Conference	300	225
GROUP TOTAL	11,9815	22,575

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
N.C. Sports Association Quaterly Mtg.	Jacksonville, NC (June 1)
NCHSAA Baseball & Softball State Championships	Raleigh and Zebulon (June 4-5)
Destination Marketing Association of N.C. Tourism Leadership Conference	Sunset Beach, NC (June 7)
2011 NHL All-Star Weekend LOC Mtg.	Raleigh (June 10)
State Games of North Carolina	Charlotte, NC (June 16)
Cary Sports Alliance Quarterly Mtg.	Cary (June 17)
ECHO Inline Hockey Nationals	Apex (June 17-22)
USA Baseball Tournament of Stars	Cary (June 23-27)
The Conference Table Quarterly Mtg.	Cary (June 24)
IronKids Raleigh Triathlon	Raleigh (June 27)
GROUP SALES	
MPI Board Retreat	Hampton, VA (June 3-5)
PMPI Board Retreat	Leesburg, VA (June 4-6)
PMPI Evening of the Stars	Washington, DC (June 10)
AENC Annual Meeting	Concord, NC(June 13-15)



PMPI Board Meeting	Washington, DC (June 17)
American Airlines Client Event	Vienna, VA (June 21)
MPI Triangle Dream Team	Raleigh,(June 22)
AMP's Summer Event	Alexandria, VA (June 22)
Assn Lecture Series Luncheon	Washington, DC (June 23)
Vertical Market Meeting	Raleigh (June 28)