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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)

JULY 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 14.2 percent** for May 2011 compared to May 2010, and **prepared food and beverage tax collections were up 5 percent** during the same period. Both represented the best May for collections on record for Wake County.

### GROUP SALES

The group sales department ended their fiscal year by exceeding their group definite economic impact goals by over 20%, as well as exceeding definite room night goals and number of definite bookings. Traveling in June to Philadelphia, Stephen Jackson, National Sales Manager, attended the Philly PCMA monthly meeting and social summer event. Kumi Anzalone, Regional Director, was inducted into the Presidency of the MPI-Potomac Chapter, the largest MPI chapter in the nation.

CONGRATULATIONS, Kumi! She attended AIBTM, a first time attendance for GRCVB sales, as well as GMIC, PMPI Educational meeting, and PMPI Board meeting. Jana Rae Oliver, Director of Sales, participated in Chicago Destination Showcase, hosting over 450 planners. Malinda Pettaway, Associate Director of Sales and Loretta Yingling, National Sales Manager, attended the Annual AENC Educational Event in Wilmington, N.C.

### SPORTS MARKETING

June was an especially busy month for baseball and softball in Greater Raleigh. The NCAA Baseball Division II World Series completed its third year at USA Baseball's National Training Complex in Cary. West Florida captured its first national title. The event generated more than 2,000 hotel room nights and more than \$700,000 in direct visitor spending. The N.C. High School Athletic Association holds its baseball and softball state championships in Wake County. Baseball was played at two sites -- Doak Field at NC State, and the Carolina Mudcats' Five-County Stadium in Zebulon -- while softball was held at the Walnut Creek Softball Complex in Raleigh. The nation's top 144 high school baseball players -- along with hundreds of college coaches, professional scouts, family and friends -- traveled to Cary for the USA Baseball Tournament of Stars. The eight-team tournament serves as a tryout and a selection process for the USA Baseball 18-U national team. The region's first large-scale youth lacrosse tournament was a huge success, as more than 50 teams came to Raleigh for the U.S. Lacrosse Regional Festival and Qualifier at CASL's WRAL Soccer Center. The event generated approximately 2,000 hotel room nights and \$555,000 in direct visitor spending. Raleigh will host the same event again in June 2012. Planning continues for the 2011 Pop Warner Mid-South Football and Cheerleading Championships, coming to Raleigh Nov. 24-26 (Thanksgiving weekend). The event is expected to draw about 3,600 participants and 6,000 total visitors, while creating 2,900 hotel room nights and \$1.3 million in visitor spending. Congratulations to Tori Collins, the GRCVB's assistant director of sports marketing. She and husband Brad are the proud parents of twins, Brady and Colt, born on June 8.



## **PUBLIC RELATIONS**

The Communications Department worked with Brian Reinhardt from North Carolina State University's Media Relations department, providing area information. This information will be featured in an upcoming University publication for new students and will appear on the website GoPack.com. The Department worked with Brooke Porter, Executive Director of Go: AirTran Inflight Magazine. In the upcoming November edition, *Go* will include a section which features Raleigh, highlighting area events. Marianna Aguilera from Senda Magazine, an onboard magazine for Senda Bus Line, requested area information for an August-September magazine article. The article will focus on tourism and area attractions and can be found on Senda busses which travel to 12 states in Mexico and 17 cities in the United States. The Department worked with Kristen Butts from the National Association for College Admissions Counseling, providing a local media list. The NACAC will hold a college fair this fall in Raleigh to help aid students; as a national organization, the NACAC provides more than 500,000 high school students and their parents the opportunity to speak with college admissions representatives. Delta Sky Magazine, the inflight magazine of Delta Airlines, featured the Triangle area in a special section of their July magazine. Hospitality partners mentioned and interviewed in the 36 page profile included The Umstead Hotel and Spa, Big Ed's City Market, Herons, Poole's Dinner, Taste Carolina and Triangle Food Tour. The Communication Department continues to work with the Marketing Department to promote the Carolina RailHawks Experience contest through the social networking site Twitter.

## **SERVICES**

June was a very busy month for us in Services! We hosted several larger conventions including the 2500 attendee NC Future Farmers of America (with us for the third year now) and the nearly 2000 attendees NC United Methodist Church Annual Convention. Our Visitor Information Center had a strong finish to the fiscal year with 847 visitors to the VIC and 422 visitor inquiries during June. Tourism Ambassadors contributed 97 man hours to sports events, conventions and the VIC for the month (what would we do without our volunteers?). We were also very excited to tour the new Contemporary Art Museum in June which presents us with some wonderful client offsite venue opportunities for the future. Additionally our team held our first annual planning meeting to prepare for the new fiscal year ahead. The balance of our team was focused on preparing for the remainder of the busy summer ahead.

## **MARKETING**

In Canada, GRCVB and the N.C. Division of Tourism launched a Father's Day sweepstakes with CHUM-FM, the number one radio station in Toronto. The prize package included airfare, car rental and a three-night/four-day father-son getaway to Greater Raleigh, thanks to our local partners: the Four Points by Sheraton Raleigh-Cary, Rush Hour Karting, Triangle Rock Club, Sparians Bowling Boutique and ZSpotlight.com. In late June, the Bureau, in partnership with the Carolina RailHawks and Summit Hospitality Group, also launched a "Carolina RailHawks Experience" contest, giving a lucky pair of visitors an overnight stay and other prizes at the July 30 home soccer match-up. Adrenaline Junkies could enter the contest through July 8. GRCVB updated a "Scotty Spot" on visitRaleigh.com, where it is housing info for visitors who are looking to see American Idol Scotty McCreery's hometown of Garner. The Marketing Department announced that GRCVB's Summer Marketing Update Meeting will be held July 15 at the North Carolina Museum of Art. The agenda for discussion will include plans for promoting NCMA's fall blockbuster exhibit "Rembrandt in America." GRCVB Marketing staff continued planning with NCMA marketing staff during a meeting



on June 15. GRCVB announced that its 24th Annual Meeting will be held Wednesday, August 31, at the Raleigh Convention Center. The meeting will include a ticketed luncheon, where the GRCVB will present its annual awards, as well as a free, morning strategy session. Two videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): one about the downtown Raleigh restaurant Buku, the other highlighting Greater Raleigh's green sustainability for meeting planners. Under advertising for the month, the Marketing Department began working on creative for the first ad placements running in fiscal year 2011-2012.



**VISITOR INDUSTRY STATISTICAL REPORT  
JUNE 2011  
HOTEL OCCUPANCY PRODUCTION**

	Chg from May '10	Wake County	North Carolina	United States
May 2011 Occupancy %	+9.3%	66.7%	59.1%	61.5%
May 2011 ADR	+3.9%	\$83.56	\$83.51	\$101.54
May 2011 RevPar	+13.6%	\$55.73	\$49.34	\$62.47
2011 YTD Occupancy %	+9.0%	61.4%	54.0%	57.5%
2011 YTD ADR	+2.8%	\$82.48	\$79.79	\$100.17
2011 YTD RevPar	+12.0%	\$50.62	\$43.06	\$57.61

*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 2011*

	May 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	413,267	1,786,630	+1.9%
Passenger Deplanements	406,325	1,797,681	+2.7%

**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	54	57	32	16	11	7	5	4	1	1	0	1	0	1	249
At RCC (Tentative)				5	16	20	19	11	6	4	3	3	3				90

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	June 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	16,047	106,566	105,000	+1%
Estimated Economic Impact	\$11,085,908	\$77,780,086	\$53,000,000	+28%
Number of Definite Bookings	20	202	170	+16%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	June 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	40,074	338,357	320,000	+4%
Estimated Economic Impact	\$23,437,260	\$207,087,800	\$217,000,000	-5%



Number of Tentative Leads	42	493	500	-1%
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**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	June 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	260	107,382	92,000	+ 17%
Estimated Econ Impact	\$150,540	\$44,096,535	\$30,000,000	+ 47%
Number of Definite Bookings	1	55	65	-15%

**VISITOR SERVICES PRODUCTION**

	June 2011	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Served	42	446	+5.4%

**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	7/21-24/11	1,790	2,500	\$1,045,290
The Lutheran Church-Missouri Synod	11/12-22/11	1,927	900	\$913,137
United Methodist Church	6/11-16/12	1,450	1,600	\$978,450
Helms Briscoe	8/24-27/12	1,265	5,000	\$2,310,560
Institute of Electrical & Electronics Engineers (IEEE)	8/4-8/14	3,467	1,500	\$1,253,667
NC Community College System	10/10-14/14	1,820	3,500	\$1,660,620
<b>TOTAL (A)</b>		<b>11,719</b>	<b>15,000</b>	<b>\$8,161,724</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2011 Softball Nation Black American Nationals	8/19-21/11	260	1,000	\$150,540
<b>SPORTS TOTALS (B)</b>		<b>260</b>	<b>1,000</b>	<b>\$150,540</b>
Chesson Family Reunion	6/23-26/11	3	75	\$26,667
Professional Marketing	7/7-10/11	20	75	\$29,190



International (PMI)				
CMC Inc.	7/14-17/11	70	60	\$28,455
Gisela's Main Event	7/15-17/11	20	40	\$11,640
Hinton Family Reunion	7/15-17/11	20	70	\$18,660
American Nursery & Landscape Association	7/18-22/11	100	40	\$27,780
NC Department of Health and Human Services/ROMA Revisited Training	10/16-19/11	610	500	\$236,382
South Central Church of Christ State Conference	11/4-6/11	40	200	\$51,360
Franchise Services, Inc	3/12-18/12	450	100	\$94,824
Meeting Professionals International - Carolinas Chapter	3/14-16/12	110	150	\$37,110
The American Ceramic Society	9/9-13/12	410	200	\$126,066
<b>TOTAL GROUP (C)</b>		<b>1,853</b>	<b>1,510</b>	<b>\$688,134</b>
<b>Total (A+B+C)</b>		<b>13,832</b>	<b>17,510</b>	<b>\$9,000,398</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
2013 Eastern Sectional Figure Skating Championships	11/13-17/12	1,050	750	\$322,000
<b>GROUP SALES</b>				
Cornerstone Therapeutics	9/25-29/11	240	80	\$64,800
Diamond Hill Plywood, Inc.	10/27-28/11	16	24	\$4,632
BMS 01270 West POA II 2011	11/1-4/11	4,286	1,400	\$990,066
NC FIRST Robotics Regional Tournament	4/5-7/12	1,000	2,200	\$628,800
EPA IT Operations and Security Conference	5/13-19/12	925	300	\$248,775
Greentech Media – The Networked Grid	5/15-16/12	200	350	\$142,725
GridCom Forum East	5/21-23/12	470	800	\$336,720
HESI in Vitro Gentoxicity Testing (IVGT) Project Committee Meeting	6/4-9/12	210	80	\$48,510
NCQHA Tarheel Triple Classic 2012	6/7-16/12	8,100	4,000	\$5,135,400
Pull Thru Network, Inc.	7/22-30/12	209	200	\$179,319
Square D/Schneider Electric Retirees Reunion	9/9-12/12	135	125	\$59,265



Pentcostal Conference of the NA Keralites Annual Conference 2013	7/3-7/13	2,560	4,500	\$2,299,560
PENSA Washington Regional Conference 2013	7/25-28/13	395	600	\$352,155
American Federation of Aviculture, Inc. (AFA)	8/6-11/13	455	250	\$241,995
International Microelectronics and Packaging Society	10/12-17/13	1,305	2,000	\$1,693,755
NAFSA: Assn of International Educators	10/27-30/13	755	600	\$338,205
NC Nurses Association	10/29-11/1/13	400	350	\$159,090
Southeastern Theatre	2/24-3/14	3,645	4,000	\$3,298,995
National Evolutionary Synthesis Center	6/20-27/14	2,060	1,800	\$1,265,610
PENSA Washington Regional Conference 2014	7/26-29/14	395	600	\$352,155
NC Nurses Association	10/7-10/14	400	350	\$159,090
Association of Biomolecular Resource Facilities Annual Meeting	2/20-24/15	1,915	600	\$512,565
North Carolina Police Executives Association	7/18-22/15	590	350	\$206,490
NC Nurses Association	10/7-9/15	400	350	\$136,860
<b>GRAND TOTAL</b>		<b>32,116</b>	<b>26,659</b>	<b>\$19,177,537</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
<b>GROUP SALES</b>		
American Journalism Historians Association	310	145
GreenTech Media	200	350
GridCom Forum East	470	800
NESCent Evolution 2014	2,060	1,800
<b>GROUP TOTAL</b>	<b>2,730</b>	<b>2,600</b>

#### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
NCAA DII Baseball World Series	Cary (May 28-June 4)
NCHSAA Baseball and Softball State Championships	Raleigh, Cary, Zebulon (June 3-4)
N.C. Sports Association Quarterly Meeting	Greenville, NC (June 7)
Cary Sports Alliance Quarterly Meeting	Cary (June 9)
State Games of North Carolina	Winston-Salem, NC (June 16)



U.S. Lacrosse Regional Festival & Qualifier	Raleigh (June 17-19)
USA Baseball Tournament of Stars	Cary (June 22-26)
Greater Raleigh Sports Council Quarterly Luncheon	Cary (June 28)
<b>GROUP SALES</b>	
Green Meetings Industry Council Meeting	Washington, DC (June 2)
Philadelphia Area PCMA Mixer	Philadelphia, PA (June 8)
PMPI Educational Event	Arlington, VA (June 9)
AENC Annual Education Conference	Wilmington, NC (June 12 & 13)
MPI-CC Board Retreat	Charlotte, NC (June 10 & 11)
Association of Meeting Professional's Annual Summer BBQ	Fort Hunt, VA (June 15)
PMPI Evening of Stars	Washington DC (June 16)
AIBTM Tradeshow	Baltimore, MD (June 21-23)
Wake County Economic Development DEFNET	Raleigh, NC (June 23)
MPI-CC Dream Team Meeting	Chapel Hill, NC (June 23)
PMPI Board Meeting	Alexandria, VA (June 30)