



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JULY 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 10.1 percent for the calendar year of January-May 2012 compared to January-May 2011, and **prepared food and beverage tax collections were up 9.4 percent** during the same period.

GROUP SALES

The group sales team ended the year with a huge push, showing 37 definite pieces of business for the month, with an economic impact of over \$18 million, with 8,600 room nights associated with this business. A huge jump in leads took place, with 76 leads totaling 58,711 room nights and \$71,969,616 in economic impact being brought to the Wake County hotel table. The month was busy for travel and event participation, as well. J.R. Oliver, Director of Sales, attended the annual Destination Showcase in Chicago, participating in the tradeshow bringing home 3 leads, with 2 site inspections set already. Over 200 planners from the surrounding Midwest Area attended. Kumi Anzalone handed over the Gavel of Presidency after serving her year's term for PMPI Chapter President. She attended AIBTM, bringing back information and leads after meeting with participating meeting planners. She also presented the A & WMA bid for our city to the A & WMA Board of Directors in San Antonio, Texas. We are awaiting a positive response! Malinda Harrell, Associate Director of Sales and Loretta Yingling, National Sales Manager, attended CMP Conclave in Tampa, meeting with hundreds of meeting planners, many of whom showed immediate interest in our area. Nicole Robinson, Sales Coordinator and GRCVB Sales Young Professional, attended the monthly MPI-CC Education Lite Meeting. Stephen Jackson, National Sales Manager, spent much of his time this month networking and selling from the local post.

SPORTS MARKETING

The final month of the fiscal year kicked off with a huge opening weekend, as Greater Raleigh hosted four key events June 1-3. That included the championship game of the NCAA Division II World Series at the USA Baseball National Training Complex, the NCAA Baseball Raleigh Regional hosted by NC State, the NCHSAA baseball state championships at Five-County Stadium in Zebulon, and the NCHSAA softball state finals at the Walnut Creek Softball Complex. U.S. Lacrosse hosted its Southeast Regional at the WRAL Soccer Center in Raleigh. Approximately 50 boys and girls teams, ages 11-15, traveled to Raleigh from throughout the U.S. The event brought more than 2,000 visitors to Wake County, generating 1,500 hotel room night and \$500,000 in direct visitor spending. In addition to conducting its 2012 Southeast Regional in Raleigh, U.S. Lacrosse also announced that Raleigh had been awarded the 2013 and 2014 Southeast Regionals as well, making Raleigh the host city for four consecutive years. The 2Hot4 Ice National Games brought more than 90 inline hockey teams to the Dreamsports Center in Apex, ages 8 through adult. The 2Hot4 Ice competition was responsible for nearly 2,500 hotel room nights and \$600,000 in visitor

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spending. USA Baseball's Tournament of Stars event once again brought 144 of the nation's top players to its National Training Complex in Cary. The sport's future stars competed in front of USA Baseball officials (and dozens of scouts) for a spot on the national 18-U team. Jason Philbeck, the GRCVB's sports marketing manager, has been named to the Board of Directors of the North Carolina Sports Association. Meanwhile, Tori Collins, the GRCVB's assistant director of sports marketing, remains on the NCSA Board as Past Chair.

PUBLIC RELATIONS

The Raleigh area continues to see positive media coverage, this month in the NY Post. The Communications department hosted *NY Post* writer, Jennifer Ceaser, last month and her article, 'Tasting the Triangle' was published in the New York City-based paper on Monday. The combined online and print circulation for the article was 3,990,000 and the Advertising Equivalency Value was \$70,000. Denny Edwards was a guest on News Channel 14's 'In Depth' with anchor Marti Skold, to discuss the International Bluegrass Music Association's announcement to host their annual convention and awards show in our area beginning in 2013. The Communications Department has contracted with independent public relations practitioner, Anne Hersley Hankins, based out of Charlotte, NC, to assist in pro-active media relations to regional and national top-tier publications.

SERVICES

Services had a very busy end to FY 2011-12. Groups at the RCC included the return of NC United Methodist Church (2000 attd), the State FFA Convention (2500 student delegates), the elite Army Reserve Leadership Change of Command (600 attd) and the NC Democratic Party State Convention (1000 attd). We continue to see very strong groups at other large area venues including the recent NC Quarter Horse Association which hosted nearly 4000 people at the June Tar Heel Triple Classic. But as notable as the large groups are, our total groups serviced during the month (48) helped to put us over our year end goal by just over 3% for an annual total of 455 groups hosted. VIC activity was strong in June and while our total visitor inquiry number was down slightly for the year (-4.%) the numbers show that visitors still like coming into the VIC for tourism information during their visits (we exceeded our annual visitor goal for the Visitor Information Center by 23%). Other department activity during the month was largely centered around training and implementation of the new Simpleview CRM which should yield significant future efficiencies for our department, several partner meetings including Zspot regarding upcoming enhancements to our SMART card program, and supporting sales on a client event for NCTIES and various site visits. We enjoyed a very exciting year end when we announced the promotion of Tammy Jeffries, CSM, to her new role as Assistant Director of Convention Services. Tammy will take on the role of directing servicing efforts for larger groups, implementing CSM meetings for Wake County based hotels, and assisting the DOCS with department management.

MARKETING

Effective July 1, GRCVB promoted two Marketing Department staff members into new roles with added responsibilities: Graham Rountree now serves as Internet marketing manager, and Karen DeSollar is assistant director of marketing, creative services. A new section of [visitRaleigh.com](http://www.visitRaleigh.com) about the county's burgeoning craft beer scene is now being marketed to Foodie visitors. The new brew landing page includes a video overview of the Greater Raleigh beer scene as well as a brewery map and tour and event listings. See the new visitor info at: <http://www.visitRaleigh.com/brew/>. Through June 11, ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published August 2012; the final sales tally met GRCVB expectations, such that



a new guide with a very similar page count to last year's can be published. Thanks to all of our area advertising partners who are showcasing their businesses to visitors! Tourism marketing manager Nolan Garner hosted GRCVB's Summer Marketing Update Meeting with area attractions, hoteliers and restaurateurs on June 20; guest speakers included Diana Cabot of Amtrak. Director of marketing Jonathan Freeze attended two City of Raleigh Arts Commission events on June 21, receiving updates on the arts and their impact on the economy and cultural vitality of Wake County. On June 23 and throughout the month, the Marketing Department worked with area photographers to capture new destination imagery for the forthcoming Visitors Guide and new Bureau website. Under GRCVB's external advertising plan for the month of June, leisure-related placements for "Raleigh's New World" appeared on charlotteobserver.com and visitnc.com; a sports-related ad appeared in *Sports Destination Management* magazine; and meetings-related ads/placements appeared in a Meetings South e-blast, AENC's, Association Forum of Chicagoland's and IAEE's websites, the newsletter of AENC and of the Potomac Chapter of MPI and *One+* magazine and *Meetings & Conventions* magazine.



**VISITOR INDUSTRY STATISTICAL REPORT
JUNE 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from May '11	Wake County	North Carolina	United States
May 2012 Occupancy %	+1.6%	67.6%	60.7%	63.5%
May 2012 ADR	+3.5%	\$86.30	\$86.90	\$105.81
May 2012 RevPar	+5.2%	\$58.29	\$52.76	\$67.17
2012 YTD Occupancy %	+1.0%	61.9%	55.7%	59.1%
2012 YTD ADR	+4.7%	\$86.04	\$82.46	\$104.52
2012 YTD RevPar	+5.7%	\$53.25	\$45.96	\$61.80

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

	May 2012	2012 YTD	YTD % Chg from 2011
Passenger Enplanements	394,240	1,407,265	+2.7%
Passenger Deplanements	396,116	1,415,569	+1.7%

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	55	60	54	36	17	10	6	7	3	2	2	1	0	1	313
At RCC (Tentative)				7	19	13	16	8	6	3	1	1					74

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	June 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	13,441	97,858	108,150	-9%
Estimated Economic Impact	\$18,464,184	\$66,621,046	\$54,590,000	+19%
Number of Definite Bookings	37	214	175	+18%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	58,711	376,995	329,600	+13%
Estimated Economic Impact	\$71,969,616	\$276,854,000	\$223,510,000	+19%
Number of Tentative Leads	76	517	515	+0.03%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	June 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	0	110,986	95,000	+ 17 %
Estimated Econ Impact	0	\$35,354,129	\$31,000,000	+ 14 %
Number of Definite Bookings	0	74	67	+ 10 %

VISITOR SERVICES PRODUCTION

	June 2012	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	48	455	+3.4%
# of Visitor Info. Center Visitors	1024	10,697	+23.0%
# of Visitor Inquiries *	404	5,295	-4.0%
# of Ambassador Volunteer Hours	59	1000.25	**11/12 is baseline year for tracking**

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite	-	-	-	
Sales Convention Center Definite				
Inis Cairde School of Dance	9/21-23/12	150	2,000	\$479,250
The Institute of Emerging Issues	2/10-12/13	350	1,200	\$303,150
National Association for College Admission Counseling	3/18-19/13	35	2,625	\$312,285
American Express Corporate Meeting Solutions	4/3/13-4/6/13	1,173	850	\$455,313
Incorporated Research Institutions for Seismology (IRIS)	5/14-17/13	665	300	\$212,115
International Bluegrass Music Association	9/22-29/13	5,880	8,500	\$9,934,380
One Hundred Great Nurses	10/11-13/13	100	1,000	\$233,550
North Carolina American Water Works Association	11/14-18/15	840	1,200	\$619,920
North Carolina American Water Works Association	11/11-15/17	840	1,200	\$619,920
TOTAL (A)		10,033	18,875	\$13,169,883

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NA				
SPORTS TOTALS (B)		0	0	0



Prometheus Group	6/4-5/12	12	50	\$7,218
NC Partnership for Children, Inc.	6/6-8/12	20	20	\$6,960
Touchstone Essentials	6/14-17/12	75	75	\$26,685
KAL Meeting Resources	6/25-29/12	150	500	\$254,610
Virginia State Council Apostolic, Inc.	7/3-7/12	265	600	\$295,215
NC Partnership for Children, Inc.	7/16-18/12	20	20	\$6,960
NC Partnership for Children, Inc.	8/21-23/12	20	20	\$6,960
Association for Rainwater Catchment Systems Association	9/7-15/12	410	200	\$188,958
Wake AHEC	9/18-22/12	260	250	\$103,935
NC Partnership for Children, Inc.	9/26-28/12	20	20	\$6,960
Triangle Simulation Society	10/11-14/12	130	300	\$113,160
NC Partnership for Children, Inc.	10/22-24/12	20	20	\$6,960
NC Partnership for Children, Inc.	11/28-30/12	20	20	\$6,960
NC Partnership for Children, Inc.	1/7-9/13	20	20	\$6,960
Rocky Mountain School of Photography	1/24-27/13	44	200	\$73,344
ScienceOnline	1/30-3/13	800	450	\$301,650
Rotary International	4/12-13/13	25	50	\$8,700
North Carolina Division of International Association for Identification-State Division	4/15-18/13	195	200	\$92,430
NC State Bar	1/20-23/15	136	150	\$66,516
NC State Bar	4/14-17/15	136	150	\$66,516
NC State Bar	10/20-23/15	136	150	\$66,516
NC State Bar	1/19-22/16	136	150	\$66,516
NC State Bar	4/19-22/16	136	150	\$66,516
NC State Bar	10/25-28/16	136	150	\$66,516
TOTAL GROUP (C)		3,322	3,915	\$1,913,721
Total (A+B+C)		13,355	22,790	\$15,083,604

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
ASA Annual Council Mtg.	Fall '14/'15	2,500	1,000	\$1,100,000
GROUP SALES				
ViSalus Regional Meeting	9/7-8/12	225	3,000	\$212,850
Ray Price Capital City Bike Fest	9/21-23/12	400	600	\$186,000
NC Division of Aging-Senior	12/3-5/12	40	55	\$17,430

Center Certification Training				
Returning Warrior Workshop	1/24-27/13	286	210	\$84,318
Advance 21	3/18-22/13	1,210	600	\$347,710
Rotary Leadership District Conference	4/12-13/13	25	50	\$8,700
Fair Trade Federation Annual Conference	5/1-3/13	160	165	\$46,905
2013 NC Primary Care Conference	6/11-16/13	370	250	\$158,595
ICAR 2014	5/3-11/14	950	200	\$239,925
National High School Mock Trial Championship	5/5-11/14	1,460	1,000	\$688,260
Net Impact	10/23-25/14	2,000	3,000	\$462,000
Pedorthic Footwear Association	11/2-8/14	1,580	800	\$645,780
American Association for Aerosol Research	10/12-20/17	1,032	900	\$862,362
National Funeral Directors and Morticians Association 2018	7/26-8/3/18	2,070	600	\$571,770
GRAND TOTAL		14,308	12,430	\$5,632,605

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
	None	None
GROUP SALES		
AKA Mid-Atlantic 2014 Conference	2,219	2,200
IRIS - Earthscope	665	300
GROUP TOTAL	2,884	2,500

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCAA Division II Baseball World Series	Cary (May 26-June 2)
NCAA Baseball Raleigh Regional	Raleigh (June 1-4)
NCHSAA Baseball State Championships	Zebulon (June 1-2)
NCHSAA Softball State Championships	Raleigh (June 1-2)
NC Sports Association Quarterly Meeting	Outer Banks (June 4)
Greater Raleigh Sports Council Quarterly Event	Durham (June 6)
North Carolina "Celebration of Sports"	Raleigh (June 7)
State Games of North Carolina	Winston-Salem (June 14)
U.S. Lacrosse Southeast Regional	Raleigh (June 14-17)
USA Baseball Tournament of Stars	Cary (June 20-24)



Cary Sports Alliance Quarterly Meeting	Cary (June 21)
ASA Fastpitch Softball State Tournament	Raleigh (June 23)
2Hot4 Ice National Games	Apex (June 27-July 1)
Greater Raleigh Sports Council / USA Baseball Mtg.	Cary (June 29)
GROUP SALES	
PMPI Educational Event	Rockville, MD (June 7)
CMP Conclave	Tampa, FL (June 9-11)
A&WMA Board of Directors meeting	San Antonio, TX (June 16-17)
PMPI Evening of Stars Awards Gala	Washington, DC (June 18)
MPI-CC Education Lite Meeting	Raleigh, NC (June 19)
AIBTM	Baltimore, MD (June 19-21)
PMPI Board of Directors Meeting	Washington, DC (June 21)
MPI-CC Board of Directors Planning Retreat	Fayetteville, NC (June 22-23)
Local Client Event	Raleigh, NC (June 26)
AENC Golf Committee Meeting	Raleigh, NC (June 28)
Destination Showcase Chicago	Chicago, IL (June 27)