



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

July 2013

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 6.9 percent** for the calendar year beginning January-May 2013 compared to the same period of January-May 2012, and **prepared food and beverage tax collections were up 5.8 percent** during the same period.

### GROUP SALES

Convention and Group Sales team brought nearly 100% more leads to the table this year than they had set for their goal. Wake County is on the radar! With \$441,857,497 in economic impact for these leads, nearly half a billion dollars in possible revenue is huge! Definite business booked this month was \$5,155,386, bringing the economic impact to a 27.8% over the year to date goal. The sales team is getting our name out all over the nation. Senior National Sales Manager Stephen Jackson attended CMP Conclave in Spokane, Washington, Collaborate trade show in Denver, and NYSAE in New York City. Director of Sales, Jana Rae Oliver met with 30 planners at the appointment based trade show AIBTM in Chicago. Loretta Yingling, National Sales Manager, Nicole Robinson, Sales Coordinator, and Malinda Harrell, Associate Director of Sales, all helped orchestrate and attended the Atlanta-based Plan Your Meeting event, held here in Raleigh, which drew over 70 local/regional planners. They also attended the MPI-Education Lite event. Mrs. Harrell attended the Annual AENC meeting in Asheville, as well. Jamie Rice, Director of National Accounts, traveled to Denver for PCMA Education Conference. She also attended ASAE Convene Green and PMPI in Washington, D.C.

### SPORTS MARKETING

By all accounts the IRONMAN 70.3 Raleigh triathlon, the first-ever IRONMAN race in N.C., was an incredible success. On June 2, Greater Raleigh welcomed more than 2,300 athletes, ranging in age from 18 to 76, representing 15 different countries and more than 40 states, to compete in the 1.2-mile swim in Jordan Lake, 56-mile bike route and half-marathon (13.1 miles) that ended in downtown Raleigh. Economic impact calculations are still in process, but the preliminary estimate was approximately \$2 million in direct visitor spending and 4,500 hotel room-nights utilized. More than 1,700 local volunteers came out to show support for the athletes. GRCVB served as host and official sponsor of the inaugural race. Other local partners included the Greater Raleigh Chamber of Commerce, the Greater Raleigh Sports Council, the City of Raleigh, Wake County, the Downtown Raleigh Alliance and Capitol Broadcasting Company. Other sports highlights for the month included the US Lacrosse Southeast Championships which welcomed 30 boys teams from throughout the region (June 7-9). The event was held at CASL's WRAL Soccer Center. NC State hosted the NCAA Baseball Raleigh Regional (May 31-June 2) and Raleigh Super Regional (June 7-9) at Doak Field with capacity crowds in attendance. USA Baseball hosted its annual Tournament of Stars, presented by Major League Baseball, at the National Training Complex in Cary (June 19-23). The event brought together 144 top players (age-eligible for the USA Baseball 18U National Team) from

[www.visitRaleigh.com](http://www.visitRaleigh.com)

The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



throughout the nation who competed beneath the watchful eyes of USA Baseball officials, coaches and Major League Baseball and college scouts. The sports department participated in the GRCVB's presentation to NC State University's Department of Parks, Recreation and Tourism Management on June 3. Jason Philbeck attended the North Carolina Sports Association (NCSA) Quarterly Meeting at River Landing in Wallace on June 7. Scott Dupree attended the NCAA Championships Host Symposium in Indianapolis, June 26-27.

## **PUBLIC RELATIONS**

It may be the last month of the fiscal year but that doesn't mean the media coverage of the Raleigh is coming to an end! *Small Market Meetings* highlighted The Umstead Hotel and Spa along with a nice sidebar on music in the Raleigh area. Journalist Joanna Prisco, who visited the area last month on assignment for New York City-based Offmetro.com, posted a story on '5 Places to (RETR)eat in Raleigh, North Carolina. In the article she highlights: Chuck's, Foundation, Gravy, Kimbap Café, The Bottle Shop at Tyler's Taproom, Renaissance Raleigh North Hills, Cameron Park B&B and Second Empire Restaurant & Tavern. *Southern Living* magazine showed the Raleigh area some love in its July issue with call-outs to Beasley's Chicken + Honey and Soo Café in the article, 'The South's Best Fried Chicken,' the magazine also featured local entrepreneur Jenny Bonchak and her Slingshot Coffee Company. In a feature article, *Southern Living*, created a High-Low Guide to Raleigh and Durham and highlighted The Umstead Hotel and Spa, The Oakwood Inn Bed & breakfast, Poole's Diner, C. Grace, Lumina Clothing Company and Videri Chocolate Factory. *Prevue Magazine* journalist Karen Kuzsel wrote about how The Pit can be a unique offsite venue with the ability to develop special programming for groups. Ryan Smith met with representatives from the Carolina Ballet about future marketing and public relations efforts, attended the Cultural Presenters Forum held at the N.C. Museum of Art as well as participating in the monthly IBMA LOC Media Relations Committee meeting. A press release on the "Summer of Music Mania" was distributed to local and statewide media and Ryan Smith wrote a monthly column for the *Rolesville Buzz* on "The Sounds of Summer."

## **SERVICES**

Services ended the fiscal year on a busy note – with end of the year numbers for two critical measured numbers up significantly. We ended with total groups services up 11% over the previous fiscal year, and total visitors to the Visitor Information Center up 15% over the previous year. We are also looking at what needs done for the new fiscal year in terms of the measurable target for hard copy visitor inquiries. This visitor inquiry stat ended 13% down over the previous year and as stated before in previous reporting, is in line with a general trend nationally for hard copy inquiries. In the way of other projects: Julie Brakenbury represented Greater Raleigh at the Evolution 2013 Conference in Snowbird, Utah. Her purpose there was supporting the local host entity (National Evolutionary Synthesis Center – a joint entity which includes NCSU, UNC and Duke University) for Evolution 2014. The trip afforded Brakenbury opportunities to promote coming to Raleigh for Evolution 2014, as well as bring back observations which will be helpful when preparing our host partners for the 2014 convention; we completed our 3 ½ days of launch training for the Passkey GroupMax software (training being the first and critical phase to offering this new service to our groups); work continues in preparation for IBMA for September; and in the way of convention activity - NC Future Farmers of America hosted its annual convention in downtown Raleigh with over 2500 attendees, this being year 5 for hosting the group here.



## MARKETING

In June, the Bureau officially launched the Internet marketing portion of its leisure visitor campaign "Music Mania: A summer of wall-to-wall music in Greater Raleigh" ([www.visitRaleigh.com/musicmania](http://www.visitRaleigh.com/musicmania)). Additional advertising, blogging and giveaways, also deployed following the Internet presence. Central to the campaign is the most complete calendar of area live music events readily available to visitors, which contains several hundred events throughout the summer. (Area partners with additional music events are encouraged to submit them to GRCVB for posting.) The Marketing Department also prepared and emailed Save the Date messages regarding the GRCVB Annual Meeting, to be held Thursday, August 29, at the Raleigh Convention Center. Department staff are actively planning for the 2013 Annual Meeting, which will also be live music-themed. On June 20, the official launch of PIXL (the Bureau's Partner Information eXchange Login system) was completed when area restaurants, event services businesses and shopping/retailers received access to the system; GRCVB will continue to remind current partners and to train new partners on usage of the system in the year ahead. Advertising sales are underway for the 2014 Official Visitors Guide to Raleigh, Cary and Wake County. The guide is published in partnership with S&A Cherokee, based in Cary. Rates start at just \$1,450 for a full year of distribution to area visitors, and space reservations will close Aug. 2. Contact Kris Schultz ([kschultz@sacherokee.com](mailto:kschultz@sacherokee.com)) to reserve your position for 2014. Pre-promotion has begun for "31 Days of Art," a project of GRCVB, Wake County's Cultural Presenters Forum and allies that will draw attention to Oct. 2013 as a whole month especially for Creative Genius visitors and area residents. The month is being programmed with visual arts exhibitions and performing arts events, affording cultural opportunities every day. Visitors and others interested in keeping up with the month's activities are asked to sign up for future emails at [www.visitRaleigh.com/31days](http://www.visitRaleigh.com/31days). The Marketing Department welcomed intern Calill Dickerson, an ECU student who is working on graphic design-related projects throughout the summer. Under GRCVB's external advertising plan for the month of June, leisure-related placements appeared on [visitnc.com](http://visitnc.com), Pandora Internet Radio and the Collinson Vacation Planning Network and in *Our State* magazine; GRSA-related placements appeared on [sportseventsmagazine.com](http://sportseventsmagazine.com); and meetings-related ads appeared in *Meetings & Conventions (M&C)* magazine and its newsletter and on MPI's website.



## VISITOR INDUSTRY STATISTICAL REPORT

June 2013

### HOTEL OCCUPANCY PRODUCTION

	Chg. from May '12	Wake County	North Carolina	United States
May 2013 Occupancy %	-1.2%	65.9%	61.0%	64.0%
May 2013 ADR	+2.6%	\$88.43	\$89.29	\$100.86
May 2013 RevPar	+0.6%	\$58.31	\$54.47	\$70.34
2012 YTD Occupancy %	+0.8%	62.3%	56.5%	60.2%
2012 YTD ADR	+1.7%	\$87.40	\$84.88	\$109.06
2012 YTD RevPar	+2.5%	\$54.45	\$47.94	\$65.66

*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 2013	2012/13 YTD	YTD% Chg from 2012
Passenger Enplanements	417,581	1,823,148	+0.3%
Passenger Deplanements	397,004	1,814,379	-0.2%

### 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	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

### GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	June 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	14,827	99,838	113,556	-12.1%
Estimated Economic Impact	\$5,155,386	\$72,828,444	\$57,000,000	+27.8%
Number of Definite Bookings	10	188	180	+4.4%

### GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	41,442	669,054	339,504	+97.1%
Estimated Economic Impact	\$17,718,411	\$441,857,497	\$227,904,000	+93.9%
Number of Tentative Leads	60	833	528	+57.8%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>June 2013</b>	<b>YTD</b>	<b>12/13 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	1,660	114,479	99,750	+15%
Estimated Econ Impact	\$679,665	\$39,348,395	\$33,000,000	+19%
Number of Definite Bookings	3	71	71	0%

**VISITOR SERVICES PRODUCTION**

	<b>June 2013</b>	<b>FY 12/13 YTD</b>	<b>YTD% Chg from 11/12</b>
# of Groups Serviced	52	505	+11.0%
# of Visitor Info. Center Visitors	1,357	12,307	+15.0%
# of Visitor Inquiries	430	4600	-13.0%
# of Ambassador Volunteer Hours	65.5	723.5	-27.6%

**CONVENTION CENTER DEFINITE BOOKINGS**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
<b>Sports Convention Center Definite</b>				
None				
<b>Sales Convention Center Definite</b>				
Pawlak Productions, LLC	7/17-22/13	1,560	2,300	\$1,443,825
SEUS South East US Canada	5/2-7/14	402	200	\$127,962
American Association for Aerosol Research	10/12-20/17	1,334	900	\$862,362
<b>TOTAL (A)</b>		<b>3,296</b>	<b>3,400</b>	<b>\$2,434,149</b>

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

USSSA Girls Fastpitch Eastern Nationals	7/31/13-8/3/13	700	1,250	\$314,300
ACC Women's Soccer Championships	11/7-9/13	600	600	\$176,400
NCAA Baseball Super Regional	6/5-10/13	360	500	\$188,965
<b>SPORTS TOTALS (B)</b>		<b>1,660</b>	<b>2,350</b>	<b>\$679,665</b>
New Century Planning	5/20/13-5/20/14	10,000	10,000	\$2,310,000
Deckplate Films	6/10/13-8/3/13	1,140	20	\$201,330
Walden Womble Family Reunion	7/4-7/13	53	70	\$23,007
Knight Family Reunion	7/26-28/13	30	75	\$13,365
NCSU College of Agriculture & Life Science	8/5-6/13	15	175	\$22,185
Daughters of the British Empire	10/25-27/13	24	30	\$6,960
Reynolds-Claytor Reunion	7/3-6/14	270	350	\$144,390



<b>TOTAL GROUP (C)</b>		<b>11,531</b>	<b>10,720</b>	<b>\$2,721,237</b>
<b>Total (A+B+C)</b>		<b>16,487</b>	<b>16,470</b>	<b>\$5,835,051</b>

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

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
none				
<b>GROUP SALES</b>				
African American Cultural Festival of Raleigh and Wake County	8/30 - 9/2/13	110	200	\$62,850
Standard Performance Evaluation Corporation	10/12-18/13	188	50	\$50,448
Administrative Office of the Courts Region 4 Meeting	12/4-6/13	160	100	\$41,640
AATCC Denim and Fashion Garment Washing Symposium	12/9-12/13	100	90	\$34,800
NC Academy of Science Annual Meeting	3/28-30/14	250	350	\$75,300
Ensignt CEI Training	3/31-4/4/14	200	100	\$63,750
Steritech Horizons Meeting	3/31-4/4/14	630	380	\$236,790
Episcopal Church Building Fund	4/27-5/2/14	261	100	\$77,841
Steritech Innovations Meeting	5/4-9/14	360	180	\$138,735
NCSU Dept of Forestry FEOP-PPS Conference	9/20-28/14	645	165	\$167,715
Mary Kay Career Conference 2015	3/25-28/15	260	600	\$200,460
Mary Kay Career Conference 2016	3/16-20/16	260	600	\$200,460
Southern Area Links 2017	4/30-5/8/17	1,404	400	\$384,111
Health Physics Society	6/23-29/17	3,150	1,200	\$1,102,200
<b>GRAND TOTAL</b>		<b>7,978</b>	<b>4,515</b>	<b>\$2,837,100</b>

**SITE VISITS**

<b>Group Name</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>SPORTS MARKETING</b>		
AAU Karate National Championship	5,000	1,700
<b>GROUP SALES</b>		
Association for Financial Consulting & Planning Education	992	400
NC Division of Aging & Adult Services	10	60
Steritech Horizons and Innovations Meetings	990	560
Teaching Family Association	290	150
United States Public Health Service Scientific & Training Symposium	1,100	1,000
<b>GROUP TOTAL</b>	<b>8,382</b>	<b>3,870</b>





### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
NCAA Championship Hosting Symposium	Raleigh (6/1-2/13)
NCAA DII Baseball Championship	Cary (6/1/13)
NCAA Baseball Raleigh Regional	Raleigh (6/1-2,13)
US Lacrosse Southeastern Championship	Raleigh (6/5-9/13)
Cary Sports Alliance	Cary (6/6/13)
NC Sports Association Quarterly Meeting	Wallace, NC (6/7/13)
NCAA Baseball Super Regional	Raleigh (6/7-9/13)
USA Baseball Tournament of Stars	Cary (6/19-23/13)
USA Baseball Chamber Networking Event	Cary (6/26/13)
NCAA Championship Bid Symposium	Indianapolis, IA (6/25-27/13)
<b>GROUP SALES</b>	
AENC Annual Meeting	Asheville, NC (June 8-10)
CMP Conclave	Spokane, WA (June 8-10)
ASAE Convene Green Alliance Green Roof Learning Tour	Washington, DC (June 11)
Collaborate Marketplace	Denver, CO (June 13-16)
NYSAE	New York City (June 17)
MPI-CC Triangle Education LITE	Raleigh, NC (June 18)
PMPI Evening of the Stars	Washington, DC (June 18)
Plan Your Meeting	Raleigh, NC (June 25)
PCMA Education Conference	Denver, CO (June 23-27)