



Tourism Economic Development Report

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JULY 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 13.3 percent for the calendar year beginning January-May 2015 compared to the same period of January-May 2014 and **prepared food and beverage tax collections were up 10.7 percent** during the same period.

GROUP SALES

The Sales mission is to attract conventions and events to Wake County. Our strategic efforts include research and development, prospecting, relationship building and maintaining presence at events and tradeshows in all assigned markets. Our 2014-15 fiscal year included an abundance of opportunities to increase the awareness of the many options to host a great meeting in our city. Senior national sales manager, Stephen Jackson, CMP who handles the North East and Multicultural Markets participated in five events in June to include Meeting Professionals International New England Chapter Meeting in Boston, also in that area he attended the Professional Convention Management Association (PCMA) New England Chapter Monthly Meeting and also the PCMA Philadelphia Chapter Monthly meeting and Networking event. Regional account manager, Jamie Rice represents our DC area Satellite office. Rice connected with a number of meeting professionals at the Al Janosko Memorial Golf Tournament, Leesburg, VA, Professional Convention Management Society EduCon in Fort Lauderdale, FL, and the Potomac Chapter of Meeting Professionals Evening of the Stars event in Arlington VA. National sales manager, Loretta Yingling, CMP who was newly appointed to the Mid-West market attended the South Carolina Association Executives of NC Annual Conference on behalf of national sales manager, Nicole Robinson, who now handles NC/SC for Conventions utilizing hotel meeting space. Robinson also played a key role in our Annual VisitRaleigh client appreciation event (hosted by the Marriott City Center and Powered by PYM) and she was also accompanied by director of sales, Malinda Harrell, CMP, CASE. Harrell exhibited in the Healthcare Convention and Exhibitors Association Tradeshow in Denver, Colorado. As our 2014/15 year ends our team celebrates the successes of the connections we made that resulted in booking conventions and events in Wake County. We are looking forward to an awesome 2015-16 year, with a strategic plan that will increase the positive impact of bringing more conventions to Raleigh.

SPORTS MARKETING

The 2014-15 fiscal year wrapped up with another busy sports month in Greater Raleigh. The NCHSAA baseball and softball championships were held at NC State University (baseball, softball) and Five-County Stadium in Zebulon (baseball). Both championships were hosted by the City of Raleigh. The June sports calendar also featured the U.S. Lacrosse Southeast Regional Championships at WRAL Soccer Center, the Southeastern Masters Track & Field Championships at NC State's Derr Track, and



the USA Baseball Tournament of Stars at the organization's National Training Complex in Cary. The year wrapped up with one of the state's largest sporting events, as Greater Raleigh joined with Durham to host the Powerade State Games of North Carolina. The multi-sport Olympic-style event brought more than 12,000 athletes from more than 90 N.C. counties to the Triangle for back-to-back weekends of competition in 24 sports. Opening Ceremonies were held on Raleigh's City Plaza on June 19 and featured NBA star Kemba Walker of the Charlotte Hornets lighting the State Games' cauldron to kick-off the festivities. The City of Raleigh, Town of Cary and NC State all provided venues for events held in Wake County. The Greater Raleigh Sports Alliance served as the official event host. The State Games will return to the Triangle in June 2016.

PUBLIC RELATIONS

The last month of the fiscal year was another stellar one in terms of media relations activities. The Communications department hosted Canadian-based travel writer, Corrine McDermott founder of www.havebabywilltravel.com during her media tour of four North Carolina cities and Lawrence Ferber, a New York City-based journalist on assignment for Passport magazine, a leading LGBT travel and lifestyle publication. A press release was distributed to local, regional and trade media highlighting the record-breaking Wake County visitation numbers and key performance indicators for 2014. You can find this release and all others on the media section of www.visitRaleigh.com. Ryan Smith, director of communications, serves as co-chair of the IBMA Media Relations committee and assisted in the logistics and planning of a press conference on June 11 held at the Raleigh Convention Center announcing the official lineup and headlining musicians for the 2015 Wide Open Bluegrass festival. Work has also started on planning the Society of American Travel Writers Eastern Chapter meeting to be held April 24-27, 2016 at the Raleigh Marriott City Center and in attractions, restaurants, and other venues throughout Greater Raleigh.

SERVICES

A primary activity for us in June was reorganization of the convention services side of the department. We promoted Gray Henderson to convention services manager where his primary responsibility will become servicing conventions and meetings up to 199 attendees. Tammy Jeffries will continue as assistant director of services and she will now service groups up to 1,000 attendees. We've combined efforts with Sales and will now have a joint sales/ services coordinator. Melanie Martin began in that new role on July 1. Melanie is a past GRCVB intern and a recent graduate of Appalachian State. She will be a great asset to both teams!

Our year end results were very strong in our primary mission of servicing meetings, conventions and events. While June itself was slightly lower in terms of arriving groups, overall year-end numbers exceeded last year by 9%. Collectively with sports we hosted 613 groups during the fiscal year and exceeded the projected fiscal year goal by 22%. For our VIC, our year end numbers were down over last year by 9% for total visitors to the VIC and 18.5% for total inquiries. This follows a trend we've seen developing over the past year. We will be working with GRCVB leadership and interdepartmentally to strategize for our VIC for the new fiscal year. Our newest service which began last October (2014) was the proactive collateral delivery for our partners. This service at fiscal year-end yielded a total of 257 partner visits and distributed 28,367 visitor guides. We will continue the service in the new fiscal year.

In the way of other (monthly) activity: we joined Sales for their team's Day in Raleigh Client FAM (including the beach music concert at North Hills and the FAM closing luncheon); we supported sales



manager Jamie Rice for her American Trucking SuperTech site visit; Tammy provided an attendance promotion for The Moles Conclave in preparation for hosting the Conclave here in 2016; Gray conducted our bimonthly Taxi Class with Raleigh Police Department Taxi Division with over 30 drivers in attendance. All of us worked as a part of the IBMA Community Activation Subcommittee to host our first Bluegrass Means Business meeting. Nearly 40 partners attended and learned about ways their businesses could maximize visibility and gain revenue during IBMA. In addition to our “regular” servicing roles with IBMA, our department is heavily engaged with the IBMA LOC as we prepare for World of Bluegrass 2015. Tammy co-chairs the volunteer committee which is responsible for recruiting over 300 volunteers for the week and Gray and Julie co-chair the community activation committee. On a final happy note, Julie along with director of sales Malinda Harrell were recognized for their service to NC Future Farmers of America and were awarded State FFA Degrees during the 2015 NC FFA Convention.

MARKETING

Encore Alert ranked the destination as one of the top 100 Cities on Twitter, based on the performance of GRCVB’s Twitter account, @visitRaleigh. To compile the list, Encore Alert studied the performance of Twitter accounts of top destination cities in the U.S., analyzing their activity, use of visuals, levels of interaction and engagement with their posts and the tools they were using. GRCVB announced that it is expanding its promotion of signature experiences with visitors of all types during 2015 and 2016, and a new Things to Do webpage on visitRaleigh.com showcases the GRCVB-curated collection of personal tours and hands-on encounters in the Raleigh area. There are two categories of experiences: ones offered by established businesses in the Raleigh area (traditional industry partners of GRCVB) and ones offered by individual entrepreneurs (through People-First Tourism). On June 24, the Bureau’s Live Music Advisory Committee held its summer meeting, discussing marketing updates and maintenance updates for themostnc.com, our area’s new comprehensive live music calendar site. Marketing coordinator Jessica Holt and director of marketing Jonathan Freeze, CDME, completed the online program and passed their examinations for a Certification in Hotel Industry Analytics (CHIA). The CHIA program is jointly offered by the American Hotel and Lodging Educational Institute and STR and is the only certification for industry professionals focused on hotel-related analytics; the Marketing Department reviews area hotel industry performance reports in preparing charts and reporting tourism statistics. The Marketing Department welcomed Keenan Hairston, a graduating senior from North Carolina State University, as its summer intern; a parks, recreation and tourism management major, Keenan is also a talented photographer and videographer and is assisting this season with the further development of GRCVB’s destination image library. Under GRCVB’s external advertising plan for the month of June, leisure-related placements appeared on shermanstravel.com and visitnc.com and in *Our State* magazine’s Travels e-blast; GRSA-related placements appeared on sportscommissions.org, sportstravelmagazine.com and *Sports Business Journal*’s websites and in *Sports Destination Management* magazine; and meetings-related placements appeared in AENC’s annual directory, in *Successful Meetings*, *ConventionSouth*, *The Meeting Professional* and *M&C* magazines and in a *Prevue* magazine e-blast.



**VISITOR INDUSTRY STATISTICAL REPORT
MAY 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from May '14	Wake County	North Carolina	United States
May 2015 Occupancy %	+3.5	72.9%	66.0%	67.5%
May 2015 ADR	+6.3	\$97.43	\$97.86	\$120.64
May 2015 RevPar	+10.0	\$71.05	\$64.60	\$81.43
2015 YTD Occupancy %	+4.9	70.8%	61.3%	63.6%
2015 YTD ADR	+4.9	\$95.07	\$92.22	\$118.39
2015 YTD RevPar	+10.1	\$67.34	\$56.52	\$75.26

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 2015

	MAY 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	445,947	1,882,723	+2.0%
Passenger Deplanements	436,530	1,880,107	+2.0%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	June 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	30,885	105,742	113,556	-6.9%
Estimated Economic Impact	\$45,732,026	\$100,426,791	\$94,999,920	+5.7%
Number of Definite Bookings	38	259	264	-1.9%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	99,417	722,652	339,504	+112.9%
Estimated Economic Impact	\$98,825,262	\$529,513,657	\$273,000,000	+94.0%
Number of Tentative Leads	121	943	624	+51.1%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	June 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	9,850	121,980	104,805	+16%
Estimated Economic Impact	\$4,841,885	\$37,671,046	\$34,700,000	+9%
Number of Definite Bookings	7	73	75	-3%

VISITOR SERVICES PRODUCTION

	June 2015	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	55	613	+9.66%
# of Visitor Information Center visitors	1,005	11,781	-9.0%
# of Visitor Inquiries	418	4,912	-18.5%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

This is a new service that we have begun as of October 2014

	June 2015	2015 YTD	YTD % Chg from 13/14
Partners Serviced	25	257	**baseline #s for first year
Visitor Guides Delivered	2,642	28,367	**baseline #s for first year



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
2015 Pop Warner Mid-South Championships	11/26-28/15	2,450	7,000	\$1,205,050
2016 Big Rock East	1/3-9/16	4,330	3,700	\$2,685,030
Sales Convention Center Definite				
McDonalds	12/6-8/15	280	200	\$156,597
Public School Forum of North Carolina	3/20-24/16	400	375	\$258,637
Lenovo	4/7-15/16	1,791	1,400	\$2,021,349
Animazement	5/23-26/19	1,730	2,275	\$2,669,951
Land Trust Alliance	10/14-20/19	2,173	1,600	\$2,313,755
Animazement	5/21-24/20	1,730	2,275	\$2,727,258
Animazement	5/27-30/21	1,730	2,275	\$2,783,481
Animazement	5/26-29/22	1,730	2,275	\$2,936,016
Animazement	5/25-28/23	1,664	2,275	\$2,899,125
Animazement	5/23-26/24	1,730	2,275	\$2,959,207
Animazement	5/22-25/25	1,730	2,275	\$3,020,480
Animazement	5/21-24/26	1,730	2,275	\$3,020,480
Animazement	5/27-30/27	1,730	2,275	\$3,020,480
Animazement	5/25-28/28	1,730	2,275	\$3,020,480
TOTAL (A)		28,658	37,025	\$37,697,376



GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Impact Baseball	8/2-9/15	2,000	4,000	\$678,000
NCAAU D3 Basketball State Champ	5/15-16/15	400	420	\$81,600
TORHS 2Hot4 Ice Regionals	3/27-28/15	200	300	\$49,800
NC Youth Soccer Assoc. Symposium	1/22-24/16	170	200	\$39,580
NC USSSA Adult Softball States	8/14-16/15	300	750	\$102,825
SPORTS TOTAL (B)		3,070	5,670	\$951,805
Shop Local Raleigh/Greater Raleigh Merchants Association	4/24-26/15	10	100	\$1,252,369
Animazement Overflow Rooms	5/20-24/15	183	200	\$209,103
North Carolina Quarter Horse Association	6/10-22/15	600	600	\$1,309,248
Stratus Dental Group	6/11-14/15	200	125	\$73,140
American Health Information Management Association	6/14-17/15	292	60	\$97,462
Walden-Womble Family Reunion	7/2-06/15	60	85	\$48,982
The Upledger Institute, Inc.	7/8-12/15	60	50	\$39,272
Kittrell College National Alumni Association	8/20-24/15	130	150	\$96,596
Hopscotch Music Festival	9/8-14/15	713	2,475	\$3,264,034
Confidential Client	9/21-26/15	150	65	\$67,918
Ambassadair / Grueninger Travel Group	10/2-4/15	80	100	\$37,870
Association for Comprehensive Energy Psychology	10/2-5/15	23	20	\$16,383



Association for Comprehensive Energy Psychology	12/4-7/15	23	20	\$16,383
Productive Dentist Academy	1/7-10/16	75	50	\$53,083
NC Association for Marriage and Family Therapy	2/24-27/16	137	300	\$168,261
Southern Regional AHEC	3/3-4/16	30	125	\$46,241
NCSU College of Design	3/16-19/16	105	400	\$368,511
Shop Local Raleigh/Greater Raleigh Merchants Association	4/22-24/16	30	100	\$1,284,204
Society of American Travel Writers	4/24-27/16	210	100	\$83,885
Confidential Client - Ag Association	9/19-22/16	349	250	\$257,793
Environmental Mutagenesis and Genomics Society (EMGS)	9/7-14/17	1,145	750	\$1,184,155
American Public Power Association	4/25/18-5/3/18	1,584	400	\$858,229
North Carolina Pediatric Society	1/25-26/19	15	30	\$19,342
Society of Toxicologic Pathology (STP)	6/20-28/19	2,803	500	\$1,072,242
Total (C)		9,007	7,055	\$11,924,705
Total (A+B+C)		40,735	49,750	\$50,573,886

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
N/A				



GROUP SALES				
BrightView (Brickman Group/Valley Crest)	7/20-21/15	10	29	\$5,862
2S Super District Meeting	8/6-7/15	35	40	\$17,050
American Association of Blacks in Higher Education Board Meeting	9/10-13/15	35	20	\$15,338
Genzyme/POA 4 - East Zone	9/16-18/15	371	300	\$174,794
AZ Primary Care Wash	9/25-30/15	212	183	\$210,709
Drifters Fall Western Frolic Reception and Dance 2015	11/14-15/15	30	200	\$25,958
National Defender Investigator National Conference	3/29-4/2/16	923	450	\$482,473
EclipseCon	4/2-9/16	820	600	\$350,778
Direct Marketing Assn - DMANF 2016 Leadership Summit	5/3-5/16	225	125	\$99,398
IIUG International Informix Users Group	5/7-14/16	975	200	\$319,587
Clan McAlister of America 2016 Gathering	6/30-7/3/16	95	70	\$53,649
Design Lights Consortium Stakeholders Meeting 2016	7/10-14/16	320	180	\$164,478
Greek House Student Training 2017	2/16-19/17	100	180	\$46,500
American Tree Farm System 2017 National Leadership Conference	2/18-24/18	390	170	\$200,079
SIGCSE Technical Symposium	2/19-25/18	2,385	1,300	\$1,271,534
Sigma Tau Gamma Fraternity Leadership Conference	6/25-30/19	510	350	\$261,007
GRAND TOTAL		7,436	4,397	\$3,699,194



SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
AAU Karate National Championships	4,600	3,700
Rock 'n' Roll Raleigh 2016	7,000	10,000
GROUP SALES		
IIUG International Informix Users Group	975	200
American Trucking Association (2016, 2019, 2020)	2,261	700
GROUP TOTAL	14,836	14,600

TRADESHOWS & EVENTS

Event Name	Location (Dates)
NC Sports Association Quarterly Meeting	Outer Banks, NC (June 1)
US Lacrosse Southeast Championships	Raleigh (June 4-7)
NCHSAA Baseball State Championships	Raleigh & Zebulon (June 5-6)
NCHSAA Softball State Championships	Raleigh (June 5-6)
Sports Council Steering Committee Quarterly Mtg.	Raleigh (June 11)
Southeastern Masters Track & Field	Raleigh (June 18-19)
Powerade State Games of North Carolina	Multiple Sites (June 19-21 & 26-28)
USA Baseball Tournament of Stars	Cary (June 24-28)
JD Lewis Multipurpose Center Dedication	Raleigh (June 27)
GROUP SALES	
MPI Philadelphia Monthly Meeting	Philadelphia, PA (June 2)
PCMA New England Monthly Meeting	Boston, MA (June 3)
PCMA Philadelphia Networking Event	Philadelphia, PA (June 4)



SCSAE Annual Conference	Charleston, SC (June 7-9)
AJ Janosko Memorial Golf Tournament	Leesburg, VA (June 5)
Collaborate Marketplace	Orlando, FL (June 10-13)
PCMA EduCon15	Ft Lauderdale, FL (June 13-17)
MPI New England Monthly Meeting	Boston, MA (June 23)
PMPI Evening of the Stars	Arlington, VA (June 24)

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