



Tourism Economic Development Report

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JULY 2016

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 8.8 percent for the calendar year-to-date through May 2016 compared to the same period of January-May 2015, and **prepared food and beverage tax collections were up 7.5 percent** calendar year-to-date compared to the same period last year.

GROUP SALES

June marks the end of our fiscal year, highlights of year includes securing key accounts ; A confidential Pharmaceutical Company with 600 Attendees, 1000 Total room nights, \$900,000 Economic Impact . Dude Solutions, Confirmed 3 years 2017—2019. 2500 attendees and 2500 room nights 2.5 million in Economic Impact. Both are headquartered locally. Also AKA selected Raleigh again to host their regional meeting in the spring of 2017. 12,000 Attendees, 1100 Total room nights and \$1.7 million in Economic Impact. The Sales team ending the year with 284 definite bookings that represent 109,503 Room nights and \$92.9 Million in Economic Impact.

Four out of six members have shifted positions. Malinda Harrell, CMP, CASE was promoted to Director of Sales, National Sales Manager Loretta Yingling was redeployed to the Midwest Market, Nicole Robinson was promoted to National Sales Manager, and Melanie Martin, former GRCVB intern was hired as the joint sales and services coordinator.

Regional Director of National Accounts, Jamie Rice earned her CMP designation. We currently have four Certified Meeting Professionals on the Sales team. We are active in the M&C Community with memberships and leadership positions in over 20 Industry Associations. We have hosted over 40 tradeshows and client events to continue to spread the word about Raleigh.

This month's engagement includes the Professional Management Convention Association Summer Education meeting and Chicago Client Event attended by National sales manager Loretta Yingling, CMP, Chicago, Ill. Yingling also met one on one with HB Associates at the Helmsbriscoe Annual Business Conference in Phoenix, Az. Senior national sales manager Stephen Jackson, CMP, and sales manager Kimberlee Hopkins with the Raleigh Marriott Crabtree participated in the Fraternal Executive Association Conference/Tradeshow in Kansas, Mo. National sales manager Nicole Robinson attended the N.C. Society of Government Meeting Professionals Annual Meeting in Southern Pines and Plan Your Meeting (PYM) Educational and Speed networking event in Charlotte. Locally, Robinson along with director of sales Malinda Harrell, CMP, CASE, hosted the GRCVB Annual Client Appreciation event, partnered with the Marriott Crabtree Valley (powered by PYM), in Raleigh. Yingling, Harrell and Robinson also networked with professionals at the Femprofessionals luncheon.

Regional director, national accounts Jamie Rice, CMP, connected with planners at the PCMA Education Conference, in St. Louis, Mo., Rice also exhibited at the Direct Selling Annual (DSA) Meeting in



Phoenix, Ariz. ,and participated in the appointment based tradeshow at Meeting Professionals International-World Education Congress in Atlantic City, N.J.

In the DC, MD VA area she was present at the Association of Meeting Professionals Summer Bash networking event, and the CVB Reps Quarterly Meeting.

SPORTS MARKETING

The June sports calendar opened with the conclusion of the NCAA Baseball Division II World Series in Cary, as Nova Southeastern (from Fort Lauderdale, FL) claimed its first-ever national title. This marked the eighth consecutive year the D-II World Series was held at the USA Baseball National Training Complex, hosted by the University of Mount Olive, the Town of Cary, the Greater Raleigh Sports Alliance and USA Baseball. ... The 4th Ironman 70.3 Raleigh was staged on June 5, as 2,250 athletes traveled to North Carolina's Capital City from 44 states and 19 countries. The competitors swam in Jordan Lake, biked through Southwest Wake County into downtown Raleigh, and then ran a half-Marathon mostly in downtown and West Raleigh. Kudos to the City of Raleigh, Wake County, Chatham County, Jordan Lake, the GRSA and many other partners for ensuring that this complex event ran as smoothly as ever. ... For the second consecutive year, the Powerade State Games of North Carolina were held in the Triangle. The GRSA was the official host, and partners included the City of Raleigh, Town of Cary, NC State, City of Durham and the Durham Chamber of Commerce. More than 13,000 athletes from virtually all of NC's 100 counties were expected to compete. Opening Ceremonies were held at the WRAL Soccer Park and hosted by the Capital Area Soccer League. ... The USA Baseball Tournament of Stars, presented by Major League Baseball, brought 108 of the nation's best high school prospects to Cary. These players are age-eligible for the USA Baseball 18-U National Team and will be scouted and evaluated for that prestigious squad, and you will see many of their names announced during the 2017 Major League Baseball Draft. ... The City of Raleigh hosted the NCHSAA baseball and softball championships. Baseball was played in Zebulon at Five-County Stadium, home of the Carolina Mudcats. Softball was played at NC State's Dail Softball Stadium. Raleigh and its partners hosted 12 NCHSAA championships this year – more than any other city. ... NC State hosted the NCAA Division I Baseball Raleigh Regional at Doak Field. Coastal Carolina defeated NC State in the championship game to advance to the Super Regionals. ... The GRSA hosted a site visit for Adrenaline Lacrosse. ... The GRSA's Jason Philbeck spoke at the quarterly meeting of the Cary Sports Alliance and provided an NCAA championship bid process update.

PUBLIC RELATIONS

The Communications Department welcomed two national media outlets to Raleigh to finish out a banner year of media visits. In partnership with The Mayton Inn the hosts of "The Jet Set," a travel television program based in Washington, D.C. visited the area on an "American Road Trips" segment and spent time learning to climb at Triangle Rock Club and exploring Town of Cary. Also visiting Raleigh was freelance journalist Alyse Whitney, who was on assignment for *Time Out N.Y.* for an "Escape from N.Y." travel article. Director of Communications Ryan Smith met Alyse at the N.C. Media Mission in New York City last Jan. The job posting for the newly created Communications and International Tourism Manager position was distributed via multiple websites and interviews began for qualified candidates.



SERVICES

Services had a really strong end to the fiscal year. In terms of visitor services, we finished somewhat behind last year in our visitor center visitors (down 8.75% due in part to some group attendance fall off, as well as bad winter weather days and closure for repairs). On the up side though our visitor guide inquiries are up dramatically and we are at 12.6% ahead of last year (due largely to a new inquiry service Marketing has engaged in to encourage inquiries). Convention/sports groups services finished soundly at nearly 6% ahead of last year (in terms of groups arrived and serviced). As well, our proactive visitor guide delivery service has performed very well for us and resulted in 468 partners serviced supplying them with over 75,000 visitor guides and maps.

In the way of other activity during the month: we completed 3 attendance promotions including materials support for American Conifer Society 2018, and in person attendance promotion for NC League of Municipalities at the group's annual Town Hall Day and at SuperCon Florida in prep for hosting Raleigh SuperCon 2017. We completed our taxi presentation/ trainings at RDU which resulted in training 180 drivers; on conjunction with our work for the IBMA community activation committee, we coordinated two Bluegrass Means Business Town Hall Meetings – one at RDU and another downtown; our annual Tourism Ambassador Event was held during the month and we provided training and recognition to the 25 ambassadors who attended the event held at the Raleigh Little Theatre; we attended numerous staff meetings in preparation for updates to visitRaleigh.com; and in June we announced that we have contracted a new housing service – Meeting Max, a service which integrates well with our Simpleview CRM. Finally, we were saddened by the loss of longtime Tourism Ambassador Ivy Iversen. Ivy had been an ambassador since the inception of the program and served our community and destination well. He will be greatly missed!

MARKETING

The Marketing Department published webpages and online video segments for two new passionate minds of the Raleigh area, Niall Hanley and Daniel Dhers; the new content about the restaurateur and the adrenaline junkie will be used in continuing leisure tourism promotions and marketing communications related to the tuned-up destination brand. Director of marketing Jonathan Freeze, CDME, CHIA, spoke about the brand tune-up and how it relates to one-on-one visitor services at a June 22 event honoring the Bureau's tourism ambassadors, at the invitation of the GRCVB Services Department. Registration opened for the GRCVB Annual Meeting, August 25; individual tickets and tables are available to be purchased online at www.visitRaleigh.com/meeting. The Marketing Department and GRCVB renewed the publishing arrangement with Compass Media for the forthcoming, 2017-2018 *Official Visitors Guide to Raleigh, Cary and Wake County*; advertising sales for the next guide are slated to begin in July 2016 and continue through winter. Under GRCVB's advertising plan for the month of June, leisure- or VFR-related placements appeared on Travel Guides Free, tripadvisor.com and visitnc.com and in IndyWeek; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management*, an SDM e-newsletter, *Sports Events* and *Sports Travel* and on sportscommissions.org and SBJ's websites; and meetings-related placements appeared in *M&C* and *The Meeting Professional* magazines, in a *Prevue* e-newsletter and on MPI's websites.



**VISITOR INDUSTRY STATISTICAL REPORT
MAY 2016
HOTEL OCCUPANCY PRODUCTION**

	Chg. from May '15	Wake County	North Carolina	United States
May 2016 Occupancy %	2.0%	74.6%	66.9%	67.0%
May 2016 ADR	6.4%	\$104.46	\$102.12	\$123.87
May 2016 RevPAR	8.6%	\$77.93	\$68.29	\$83.01
2016 YTD Occupancy %	-2.2%	69.7%	62.5%	63.5%
2016 YTD ADR	6.4%	\$101.80	\$96.60	\$122.18
2016 YTD RevPAR	4.0%	\$70.92	\$60.42	\$77.52

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: RDU International Airport-Stats lag by one month and as of April 2016 reflect a fiscal year reporting.

	MAY 2016	2016 YTD	YTD% Change from 2015
Passenger Enplanements	514,217	948,210	+10.9%
Passenger Deplanements	503,321	950,568	+11.9%

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 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room-Nights	6,152	109,503	122,880	-10.9%
Estimated Economic Impact	\$4,960,892	\$92,90,326	\$61,680,576	+50.6%
Number of Definite Bookings	23	284	192	+47.9%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room-Nights	53,045	826,114	367,380	+124.9%
Estimated Economic Impact	\$31,282,491	\$481,942,862	\$246,614,952	+95.4%
Number of Tentative Leads	125	1,227	564	+117.6%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	June 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room-Nights	5,430	130,776	107,950	+21%
Estimated Economic Impact	\$1,923,980	\$38,835,804	\$35,700,000	+8%
Number of Definite Bookings	7	73	77	-5%

VISITOR SERVICES PRODUCTION

	June 2016	FY 15/16 YTD	YTD% Chg from 15/16
# of Groups Serviced	51	534	+5.74%
# of Visitor Information Center visitors	925	10,750	-8.75%
# of Visitor Inquiries	444	5,530	+12.58%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

**This is a new service that we have begun as of October 2014, % compared to first year month-end stats (also delivery service now includes both Official Visitor Guides and fold-out maps).*

	June 2016	2016 YTD	YTD % Chg from 15/16
Partners Serviced	57	468	+117.6%
Visitor Guides/ Maps Delivered	4,277	75,038	+164.5%

(Delivery service now includes both visitor guides and destination guide/maps)



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
North Carolina NAACP	10/5-9/16	320	100	\$142,559
National Agents Alliance	1/17-22/17	813	1,000	\$1,485,873
Alpha Kappa Alpha Sorority, Inc.	4/25-5/1/17	2,604	1,500	\$2,210,807
Totals (A)		3,737	2,600	\$3,839,238

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Senior Softball USA Eastern Nat'ls	7/31-8/7/16	830	1,800	\$503,330
NCAA Baseball Raleigh Regional	6/3-7/16	1,100	1,000	\$424,150
Impact Baseball 15-18 Tourn.	8/26-27/16	700	1,300	\$199,300
Impact Baseball 15-18 Tourn.	9/9-10/16	700	1,300	\$199,300
Impact Baseball 15-18 Tourn.	9/16-17/16	700	1,300	\$199,300
Impact Baseball 15-18 Tourn.	10/7-8/16	700	1,300	\$199,300
Impact Baseball East Coast Elite	10/21-22/16	700	1,300	\$199,300
SPORTS TOTAL (B)		5,430	9,300	\$1,923,980



Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Governors Highway Safety Program	4/17-22/16	52	25	\$27,027
Pearson Education	6/1-3/16	50	25	\$17,622
Mallinckrodt LLC	6/13-16/16	48	20	\$14,608
Bode Cellmark Forensics	6/19-24/16	65	15	\$21,384
Elliot Family Reunion	7/8-10/16	140	150	\$97,105
Amazon Raleigh Kindle Recruiting Event	7/13-15/16	60	15	\$15,783
USDA	7/17-22/16	200	40	\$51,399
T.A. Cook Conferences	7/25-26/16	45	20	\$12,268
McKenzie-Fryer Family Reunion	7/29-31/16	40	50	\$26,041
National Board for Certification and Recertification for Nurse Anesthetists	8/25-27/16	56	28	\$17,793
NC State Bar	10/25-28/16	197	100	\$70,118
NC State Bar	1/24-27/17	137	55	\$42,273
NC State Bar	4/18-21/17	137	60	\$45,466
Lab Design	4/23-26/17	275	200	\$181,131
Burroughs Wellcome Fund	4/28-30/17	45	60	\$76,598
African American Credit Union Coalition	8/1-6/17	200	135	\$172,983



Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NC State Bar	10/24-27/17	197	100	\$71,003
NC State Bar	1/23-26/18	137	55	\$42,907
NC State Bar	4/17-20/18	137	60	\$46,140
NC State Bar	10/23-26/18	197	100	\$72,005
Group Totals (C)		2,415	1,313	\$1,121,654
Totals (A+B+C)		11,582	13,213	\$6,884,872

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
N/A				
GROUP SALES				
North Carolina Travel Industry Association	7/28/16	15	30	\$6,175
UNC at Chapel Hill- School of Government	10/20/016	50	170	\$34,039
INC Research Meeting	10/23-28/16	150	30	\$39,758
Destination Marketing Association of North Carolina	10/26-27/16	100	120	\$45,275
The Junior League of Raleigh	1/5-7/17	700	3,500	\$777,434
Allscripts Healthcare LLC	1/17-20/17	367	320	\$183,742



	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
American Quarter Horse Association	4/29-5/8/17	1,605	1,860	\$1,591,058
ETIX	5/3-4/17	50	50	\$27,566
Foster Harris Wedding	5/19-20/17	20	150	\$28,273
Church of the Living God COTLG-PGT Holy Convocation	7/12-7/21/17	960	800	\$1,549,394
NC Clean Energy Technology Center	10/11-12/17	540	500	
D-P Planning Meetings & Events	3/1-7/18	1,905	1,200	
Council of Independent Colleges	4/1-4/18	190	110	\$43,890
Education Market Association	3/17-23/19	2,260	1,000	\$627,360
Council of Independent Colleges	4/1-4/19	190	110	\$43,890
The International Conference on Science and Technology of Synthetic Metals	6/7-11/20	2,500	1,000	\$894,291
Teratology Society	6/25-7/2/20	1,510	350	\$663,946
Teratology Society	6/24-7/1/21	1,510	350	\$663,946
GRAND TOTAL		14,622	11,650	\$8,335,381

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Adrenaline Lacrosse	TBD	TBD
GROUP SALES		
N.C. Rheumatology Association	153	150



GROUP TOTAL	153	150

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCAA Baseball Division II World Series	Cary (May 28-June 4)
NC Sports Association Quarterly Meeting	Jacksonville, NC (June 2-3)
NCAA Baseball Raleigh Regional	Raleigh (June 3-7)
NCHSAA Baseball State Championships	Zebulon (June 3-4)
NCHSAA Softball State Championships	Raleigh (June 3-5)
Ironman 70.3 Raleigh	Raleigh, Wake Co. (June 3-5)
Cary Sports Alliance	Cary (June 9)
USA Baseball Tournament of Stars	Cary (June 21-26)
Powerade State Games of North Carolina	Raleigh, Cary, Durham (June)
GROUP SALES	
Professional Management Convention Association Summer Education meeting and Chicago Client Event	Chicago, Ill. (June 1-3)
Fraternal Executive Association Conference/Tradeshow	Kansas, Mo. (June 1-4)
Direct Selling Annual Meeting	Phoenix, Az. (June 5-7)
Society of Government Meeting Professionals Annual Meeting	Southern Pines (June 5-6)



Event Name	Location (Dates)
Helmsbriscoe Annual Business Conference	Phoenix, Az. (June 8-11)
Meeting Professionals International World Education Congress	Atlantic City, N.J. (June 10-15)
Femfessionals Luncheon	Raleigh (June 14)
Association of Meeting Professionals Summer Bash Networking Event	Alexandria, Va. (June 22)
Plan Your Meeting Charlotte	Charlotte (June 21)
GRCVB Annual Client Appreciation Event (Powered by Plan Your Meeting)	Raleigh (June 22)
PCMA Education Conference	St. Louis, Mo. (June 26-29)

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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.