

# TOURISM ECONOMIC DEVELOPMENT REPORT

*An official publication of the Greater Raleigh Convention and Visitors Bureau*

*VisitRaleigh.com*

JUNE 2008

## WAKE COUNTY CAPSULE

For the first four months of calendar year 2008 Wake County **hotel occupancy tax collections were up 4.8 percent** and **prepared food and beverage tax collections were up 7.7 percent** over 2007.

## GROUP SALES

GRCVB Sales team continues to charge ahead, blazing new booking trails! They ended their year booking 99,731 room nights! National Sales Manager Stephen Jackson solidified 10 years of an international Memorial Weekend Raleigh Convention Center piece of business-Animazement. 15,000 room nites – HUGE! National Sales Manager Loretta Yingling generated nearly a half million dollars in definite in-house business. Malinda Pettaway keeps on bringing our North Carolina Associations back home, to our Capital City, as well as booking a multi-year international RCC convention, totaling over \$600,000 in economic impact! Travel for the month included trips for National Coalition of Black Meeting Planners, co-sponsoring MPI Northern California Chapter Luncheon, Philadelphia for presentation to Black Data Processors Association, and representation at the annual MPI-Carolinas Chapter meeting.

## SPORTS MARKETING

GRCVB worked closely with NC State University and the Town of Cary to host two NCAA Baseball Regional Tournaments from May 30-June 1. The Raleigh Regional was played at Doak Field on the NCSU campus, while the Cary Regional, hosted by UNC, was played at the USA Baseball National Training Complex. Combined, the two events generated an estimated 1,600 hotel room nights and nearly \$700,000 in direct visitor spending. GRCVB sports marketing partnered with the Town of Cary to submit a bid to host the Great American Cross Country Festival and the Nike Cross Nationals Southeast Regionals at WakeMed Soccer Park from 2009-2011. A decision is expected this summer. Tori Collins attended the North Carolina High School Athletic Association Annual Meeting in Chapel Hill.

## PUBLIC RELATIONS

Greater Raleigh reaped lots of current and future positive press as the result of many endeavors. The Communications Department assisted story segment development with the **Food Network's program Road Trippin' with the Neely's** which will be taping from various restaurants throughout Raleigh and Cary in mid-June. Jacquie Kubin of [www.donnetempo.com](http://www.donnetempo.com) and [www.donnetravels.com](http://www.donnetravels.com), a featured community on the Washington Times online site, and Culinary Trends, as well as Lucinda Hughes, better known as the Frugal Socialite, are both visiting the Raleigh area in June. The Raleigh area was featured in the **Atlanta Journal Constitution** in a round-up story of Raleigh, Durham and Chapel Hill and was also highlighted on the front page of the Travel Sections of **The Chattanooga Times Free Press** and the **Lexington Herald Leader**. Interviews were coordinated for Denny Edwards with writers from **Meetings South** and **Small Market Meetings** for upcoming feature articles on Greater Raleigh as an up and coming meeting and convention destination.

## SERVICES

Convention and Visitor Services had a great May, with many opportunities to interact with and counsel current and future visitors to Greater Raleigh! Visitation to the Visitor Information Center (VIC) continues to grow with 584 walk in visitors for the month, putting us now at 1277 year to date (March 14 to May 31, 2008). GRCVB Ambassadors expanded our staffing resources by contributing 67.5 hours to the VIC operations in May. In other

VIC news, we opened for “First Friday” and will continue to do so as we move through Summer. On the conventions and meeting side of our business, we conducted attendance promotion for the National Genealogical Society in Kansas City, Missouri. NGS will bring over 1500 attendees to Raleigh in May 2009, and we continue to work closely with the local host organizing committee to prepare for its arrival. In addition to this, we supported two other local host organizing committees by hosting planning visits to prepare for 2008 and 2009 events. On a final note, we were very pleased to be the program presenter for the NC Society of Government Meeting Professionals presenting “Creative Offsite Events.” We remain quite busy as we have heavy summer group arrivals and prepare for the opening of the RCC!

## **MARKETING**

Jonathan Freeze has joined the Bureau staff as Director of Marketing. In this position, Jonathan is responsible for managing the creative development of all advertising, traditional and online marketing programs, community awareness, research, and maintaining a strong Internet presence. The 2008-2009 advertising media plan has been set in motion, with a new series of ads being finalized and placed. A quarterly marketing update for hotels and attractions is being held on June 13, including an update on co-op opportunities for these partners. Also, a brand deployment strategy is underway to launch the new destination brand successfully next month at all touch points affecting the customer, e.g., website look and feel, new promotional literature, Visitor Information Center signage, letterhead and stationery, and tradeshow booth graphics.

## VISITOR INDUSTRY STATISTICAL REPORT MAY 2008 HOTEL OCCUPANCY PRODUCTION

	Chg from April 07	Wake County	North Carolina	United States
Apr 2008 Occupancy %	+0.1%	69.9%	63.4%	63.6%
Apr 2008 ADR	+7.1%	\$89.33	\$86.56	\$108.07
Apr 2008 RevPAR	+7.3%	\$62.45	\$54.90	\$68.76
Apr 2008 Rooms Sold/% Change	+3512	+1.3%	+0.8%	+2.1%
Apr 2008 Rooms Avail/% Change	+3246	+1.2%	+1.2%	+2.4%
2008 YTD Occupancy %	-1.7%	63.1%	56.2%	59.2%
2008 YTD ADR	+6.8%	\$88.39	\$81.60	\$108.01
2008 YTD RevPAR	+4.9%	\$55.76	\$45.87	\$63.99
2008 YTD Rooms Sold/% Change	-8017	-0.8%	-1.3%	+0.1%
2008 YTD Rooms Avail/% Change	+9850	+1.0%	+1.4%	+2.2%

*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

	May 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	418,656	1,550,860	+2.9%
Passenger Deplanements	425,622	1,562,045	+2.7%

*Source: Raleigh-Durham International Airport-Stats lag by one month*

### GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	May 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	11,700	99,731	95,000	+5%
Estimated Econ Impact	\$10,134,540	\$59,745,280	\$48,000,000	+25%
Number of Definite Bookings	14	184	304	-38%

*FY runs June 07-May 08*

### GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	May 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	23,155	323,221	300,000	+8%
Estimated Econ Impact	\$9,149,901	\$189,138,351	\$135,000,000	+40%
Number of Tent. Leads	34	450	476	-5%

*FY runs June 07-May 08*

### SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	May 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	1,946	72,439	80,608	- 10%
Estimated Econ Impact	\$748,594	\$21,883,162	\$26,106,000	- 16%
Number of Definite Bookings	3	63	66	- 4.5%



### INDIVIDUAL TRAVEL/DESTINATION MARKETING PRODUCTION

	May 2008	FY 07/08 YTD
Total Visitor Inquiries (incl. advertising) *Excludes VisitRaleigh.com Inquiries	966	200,939

### VISITOR SERVICES PRODUCTION

	May 2008	FY 07/08 YTD	YTD% Chg from 06/07
Number of Groups Served	44	385	-25%

### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Animazement 2010	5/27-30/10	1,750	4,700	\$1,773,150
Animazement 2011	5/26-29/11	1,750	4,700	\$1,773,150
Animazement 2012	5/24-27/12	1,750	4,700	\$1,773,150
Animazement 2013	5/23-26/13	1,750	4,700	\$1,773,150
Animazement 2014	5/22-25/14	1,750	4,700	\$1,773,150
International Workers Compensation Foundation	10/6-9/09	645	700	\$298,170
International Workers Compensation Foundation	10/12- 5/10	645	700	\$298,170
UNC Institute on Aging	10/21-23/09	580	500	\$199,500
<b>TOTAL (A)</b>		<b>10,620</b>	<b>25,400</b>	<b>\$ 9,661,590</b>

Activity by Year	<u>2008</u>	<u>09</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>Total</u>
At RCC (Definite)	40	55	22	12	10	9	5	3	1	2	1	1	1	-	1	-	163
At RCC (Tentative)	26	52	29	24	14	9	2	1	-	-	-	-	-	-	-	-	157

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2008 NCAA Baseball Raleigh Regional	5/30-6/1/08	800	10,800	\$331,200
2008 NCAA Baseball Cary Regional	5/30-6/1/08	800	12,600	\$331,200
2008 WRAL H.S. Wrestling Tournament	12/19-21/08	346	540	\$86,194
<b>SPORTS TOTALS (B)</b>		<b>1,946</b>	<b>23,940</b>	<b>\$748,594</b>
NCSGMP Chapter Meeting	5/13-14/08	45	5	\$5,835
APICS SE District Summer Meeting	6/5-8/08	75	70	\$24,945
NCACVB Bi-Monthly Meeting	11/6-7/08	40	20	\$6,960
2009 Governor's Conference on Tourism	2/28-3/3/09	700	510	\$275,760
NC Computer Instructors Association Spring Conference	3/18-20/09	300	400	\$115,800
NCRLA Meeting in conjunction with the 2009 Governor's Conference on Tourism	3/1-2/09	300	75	\$43,650
<b>TOTAL GROUP (C)</b>		<b>1,460</b>	<b>1,080</b>	<b>\$472,950</b>
<b>GRAND TOTAL (A+B+C)</b>				

### BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
Great American Cross Country Festival	2009-2011	7,500	12,000	\$2,400,000
Nike Cross Nationals SE Regionals	2009-2011	1,350	3,000	\$540,000
Innovation Research and Training	7/20-22/08	80	75	\$18,480
Regional Biomass Conference hosted by NCSU	9/21-23/08	425	500	\$162,525
2008 Principals Conference	10/5-8/08	225	150	\$62,505
Society of Quality Assurance	10/12-16/08	200	60	\$44,200
Council for Entrepreneurial Development - Biotech Conf	2/16-18/09	215	700	\$186,555
NC Firemen's Association	2/18-20/09	40	20	\$9,240
Council for Entrepreneurial Development - Venture Conf	4/27-29/09	215	600	\$163,155
USS Bushnell	5/1-4/09	320	250	\$133,590
US-Korea Conference on Science, Technology, and Entrepreneurship	7/15-19/09	2,800	1,000	\$787,200
Mysis 2009 National Sales Conference	8/2-9/09	1,315	1,200	\$946,680
Moroccan Reunion Association	9/23-27/09	800	200	\$184,810
National Association for Law Placement	2/17-19/10	365	200	\$97,185
Institute of Industrial Engineers	3/5-11/10	1,331	600	\$481,557
Performing Arts Exchanges hosted by the Southern Arts Federation	9/19-25/10	1,793	1,000	\$800,283
Central Carolina English Setter Club	11/8-14/10		1,000	
BOMA Southern Region Conference	4/13-16/11	515	250	\$148,800
Performing Arts Exchanges hosted by the Southern Arts Federation	9/18-24/11	1,793	1,000	\$800,283
American Academy of Advertising	3/22-24/12	417	200	\$117,387
National Association of Health Underwriters	6/21-28/12	2,535	1,000	\$913,185
American Art Therapy Association	6/10-17/12	1,492	1,050	\$931,875
<b>GRAND TOTAL</b>		<b>25,726</b>	<b>26,055</b>	<b>\$9,929,495.00</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
Ruritan National	1,972	1,500
American Medical Writers Association	2,860	800
Lott Carey	4,150	3,500
Epicureans	350	300
Wake County Human Services Group Tour (30 planners)	varies	varies
NC News Network	105	40
<b>TOTAL</b>		

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
N.C. High School Athletic Association Annual Meeting	Chapel Hill May 1
USYS Local Organizing Committee Meeting	Raleigh May 13
Greater Raleigh Sports Council Luncheon	Durham May 14
NCAA Baseball Raleigh Regional	Raleigh May 30-June 1
NCAA Baseball Cary Regional	Cary May 30-June 1
<b>CONVENTION SALES</b>	
ASAE Global Summit on Social Responsibility	Gaylord National Harbor April 30-May 2
Black Data Processing Association Presentation	Philadelphia, PA May 2-3
Precision Meetings & Events Reception	Alexandria, VA May 5
PMPI 30th Anniversary Silent Auction & Reception	Arlington, VA May 8
National Coalition of Black Meeting Planners Conference	Montgomery, AL May 12 - 17
AMP's Monthly Event	Gaylord National Harbor May 13
AMP's Golf Tournament	Waldorf, MD May 14
PCMA Masters Series	Washington, DC May 15
MPI Annual Meeting	Asheville, NC May 18-19
MPI Professional Education Program	Walnut Creek, CA May 20-22
NC SGMP Chapter Meeting	Raleigh, NC