



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JUNE 2009

WAKE COUNTY CAPSULE

For the fifth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 10.3 percent** and **prepared food and beverage tax collections were up 3.3 percent** over 2008.

GROUP SALES

May was an award-winning month for our great sales team. Malinda Pettaway, Associate Director of Sales, was named Meeting Planners International – Carolina’s Chapter “Leader of the Future.” Malinda serves as a Board Member for MPI-CC. Loretta Yingling, National Sales Manager, was named “Supplier of the Year” for North Carolina’s Society of Government Meeting Professionals (SBMP) Chapter. Loretta serves on the SGMP Board of Directors. Animazement, a group of 6,000 young people whose hobby is Japanese Animae, (a cartoon character art form), held their annual convention over Memorial Day weekend at the Raleigh Convention Center, bringing many costume-clad attendees to our area. They will return, as they are booked at RCC for the next nine years. Tentative business continues to flourish, as we are 32% over goal for the year. As definite business goes, we have assisted in the booking of over \$69 million dollars worth of business based on definite economic impact, putting our team 51% over the annual goal.

SPORTS MARKETING

Two new sporting events in the market made Memorial Day weekend a successful one for many local hoteliers. The **NCAA Division II Baseball World Series** was held at the **USA Baseball National Training Complex** in Cary from May 23-30. The tournament generated upwards of 2,000 hotel room nights and the championship game was televised on CBS College Sports. Also, the **National Black Heritage Championship Swim Meet** took place at the **Triangle Aquatics Center** in Cary, May 23-24. More 750 swimmers and lots of family members spent a long holiday weekend in Wake County, creating another 1,000+ hotel room nights. **NC State University** has submitted the necessary bid materials in an effort to host the **NCAA Men’s Basketball Tournament** in either 2011, 2012 or 2013. Decisions on future sites are expected in the fall. The **RBC Center** and **GRCVB** assisted with the bid. **GRCVB Sports Marketing** worked with the **NHL** and several area hotels throughout the month of May in order to make preparations for a potential **Stanley Cup Finals** in Raleigh. The **Carolina Hurricanes** made a remarkable and thrilling playoff run but fell just short of reaching the Finals. Nonetheless, the NHL came away impressed with Greater Raleigh’s constantly-improving array of full-service hotel options. With one month left in the fiscal year, **GRCVB Sports Marketing** has assisted with 64 definite bookings, accounting for more than 105,000 total hotel room nights and \$27.5 million in direct visitor spending. **Tori Collins**, Assistant Director of Sports Marketing has been named Chair of the **North Carolina Sports Association**. Her two-year term begins July 1.



PUBLIC RELATIONS

The Communications Department hosted six travel, food and lifestyle journalists during a group familiarization tour, May 14-17. The tour, titled **Sensory Overload in North Carolina's Capital City**, showcased accommodation, restaurant, tour and attraction offerings. Journalists included: **Lloyd Carroll**: *Queens Chronicle*, *Good Times Magazine* and numerous travel websites, **Renuka Christoph**: Travels with Renuka in the *Tennessee Tribune*; **Kat Sunlove**: *Auburn Journal* and numerous travel websites; **Susan Eberman**: Freelance on assignment for *AAA Home & Away*; **Melanie Votaw**: Freelance on assignment for *Luxury Web Magazine* and **Marlene Shyer**: Freelance. Thank you to all our partners who assisted in making this press tour a success. Partners included: The Umstead Hotel and Spa, Herons Restaurant, NC Museum of History, NC Museum of Natural Sciences, Taste of Carolina Gourmet Food Tours, The Pit, Sitti, Zely & Ritz, Raleigh Fashion Week, Coquette, Raleigh Rickshaw, Carolina Mudcats, Cattails Restaurant and the Raleigh Renaissance North Hills.

SERVICES

We had a really busy month – with some great conventions in town. Of particular note, the month included National Genealogical Society with close to 1800 attendees and Animazement (Japanese anime' art enthusiasts) with over 3500 attendees. The month closed with heavy preparation for International Association of Science Parks June 1-4 which at the time of this reporting looks to have topped out at close to 900 attendees representing 52 countries. VIC attendance for the month was at 874 visitors – that is our second highest month this year following April's record high of 1094. Tourism Ambassadors extended GRCVB staffing for the VIC, conventions and sports events by working 78.5 hours.

MARKETING

In May, the Marketing Department continued promoting a "Sensory Overload" microsite targeting potential leisure visitors; the microsite showcased the 150+ major events taking place across Wake County all in May. On May 12, Tourism Marketing Manager Charissa Todd represented Greater Raleigh in National Tourism Day activities held at the N.C. State Legislative Building and at the N.C. Museum of Natural Sciences. Working with the IT Department, staff also put the finishing touches on the first of a series of microsites targeting specific visitor niches; the first microsite addresses gay and lesbian (GLBT) visitors to Greater Raleigh (<http://www.visitRaleigh.com/glb/>). Planning is currently underway for the GRCVB annual luncheon, which will be held September 10 in the Raleigh Convention Center. This year's luncheon will take on a new format, featuring a panel of industry experts who will share their tourism forecasts for the year ahead. Marketing staff also laid the groundwork for a number of new marketing programs for leisure visitors and group planners, which will launch with the Bureau's new fiscal year in July; attraction and hotel/facility partners are invited to a quarterly update meeting on June 18 to learn more. Under advertising programs, GRCVB ran a meetings-related ad in *Successful Meetings* magazine.



VISITOR INDUSTRY STATISTICAL REPORT MAY 2009

HOTEL OCCUPANCY PRODUCTION

	Chg from Apr 08	Wake County	North Carolina	United States
Apr 2009 Occupancy %	-13.2%	60.7%	55.3%	56.4%
Apr 2009 ADR	-8.7%	\$81.50	\$79.96	\$98.37
Apr 2009 RevPar	-20.8%	\$49.45	\$44.21	\$55.48
2009 YTD Occupancy %	-13.5%	54.7%	48.8%	52.6%
2009 YTD ADR	-5.3%	\$83.57	\$77.98	\$99.67
2009 YTD RevPar	-18.1%	\$45.70	\$38.02	\$52.46

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

	April 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	384,967	1,338,215	-13.7%
Passenger Deplanements	384,871	1,352,105	-13.4%

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	44	33	21	12	10	7	4	2	3	1	1		1		1	154
At RCC (Tentative)	-	1	28	19	18	8	9	4	1	1	-	-	-	-	-	-	89

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	May 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	366	113,719	99,744	+14%
Estimated Economic Impact	\$145,737	\$69,273,660	\$50,000,004	+38%
Number of Definite Bookings	5	162	312	-50%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	May 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	36,744	414,916	315,000	+32%
Estimated Economic Impact	\$13,817,565	\$227,466,735	\$215,004,000	+7%
Number of Tentative Leads	38	493	480	+2%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	May 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	1,920	105,558	84,640	+24.7%
Estimated Econ Impact	\$362,880	\$27,577,184	\$27,600,000	---
Number of Definite Bookings	8	64	60	+ 6.6%

VISITOR SERVICES PRODUCTION

	May 2009	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Serviced	38	397	15%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
N/A				
GROUP TOTAL (A)				

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Top Gun Baseball Super NIT	5/8-10/09	240	240	\$45,360
Top Gun Summer States	6/5-7/09	240	240	\$45,360
Top Gun Mid-Atlantic	6/19-21/09	240	240	\$45,360
Top Gun Summer Heat	8/14-16/09	240	240	\$45,360
Top Gun Super NIT	10/2-4/09	240	240	\$45,360
Top Gun / CABA Winter State	10/16-18/09	240	240	\$45,360
Top Gun Winter State	10/30-11/1/09	240	240	\$45,360
Top Gun Tourn. of Champions	11/20-22/09	240	240	\$45,360
SPORTS TOTALS (B)		1,920	1,920	\$362,880
American General Life & Accident Insurance Meeting	4/8-10/09	10	85	\$19,860
Client Focus Group	7/8-10/09	80	40	\$18,480
North Carolina Association for Marriage and Family Therapy	11/5-6/09	25	100	\$14,550
MPI-CC Meeting	7/14-16/10	110	150	\$37,110
NC Farm Bureau-Women's Conference	3/28-30/11	141	200	\$55,737
GROUP SALES TOTAL (C)		366	575	\$145,737
GRAND TOTAL (A,B,C)		2,289	2,495	\$508,617



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
U.S. Lacrosse National Youth Festival "Letter of Intent"	June 2010	4,000	3,000	\$1,000,000
GROUP SALES				
Upward Bound	8/9-13/09	80	80	\$100,845
American Livestock Breeds Conservancy	12/3-5/09	90	180	\$73,440
AIR-AACC Data and Decisions Workshop	12/3-5/09	244	97	\$56,364
CDC Division of Vital Statistics	3/8 -11/10	225	100	\$60,750
Capital City Tattoo and Arts Festival	3/26-28/10	225	8,000	\$1,906,425
Andrews Wedding	8/7-8/10	40	125	\$19,185
Winston Salem State University Alumni	1/22-23/10	125	125	\$40,575
HelmsBriscoe/ American Institute of Architects	9/7-10/11	350	400	\$186,150
Water Environment Federation - Biosolids & Residuals	3/25-28/12	820	500	\$353,220
State Employees Assn of NC	9/5-9/17	2,345	850	\$611,895
State Employees Assn of NC	9/4-8/18	2,345	850	\$611,895
State Employees Assn of NC	9/3-7/19	2,345	850	\$611,895
State Employees Assn of NC	9/8-12/20	2,345	850	\$611,895
State Employees Assn of NC	9/7-11/21	2,345	850	\$611,895
GRAND TOTAL		17,924	16,857	\$6,856,429

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
North Carolina Chess Association	1,000	1,100
Champion Cheer & Dance	500	2,000
National Cheer Stars	500	2,000
National Hockey League Stanley Cup Finals (HQ Hotel only)	1500	400
GROUP SALES		
Universal Meeting Management	Multiple meetings	Multiple meets
Association of Science-Technology Centers	2,946	2,000
GROUP TOTAL	6,446	7,500



TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCHSAA Annual Meeting	Chapel Hill (May 7)
Greater Raleigh Sports Council Quarterly Meeting	Durham (May 8)
N.C. Sports Hall of Fame Reception	Raleigh (May 13)
Marriott Hotels Appreciation Luncheon	Raleigh (May 19)
GRCVB Presentation to Town of Wendell Officials	Wendell (May 20)
NCAA Division II Baseball National Championship	Cary (May 23-30)
National Black Heritage Championship Swim Meet	Cary (May 23-24)
GROUP SALES	
Association Executives of NC Annual Golf Tournament	Greenville, NC (May 4)
Meeting Professionals International - Carolinas Chapter Annual Meeting	Myrtle Beach, SC (May 17-18)
Meeting Professionals International - Carolinas Chapter Board Retreat	Concord, NC (May 29-31)
SGMP National Conference	Louisville, KY (May 13-15)
PMPI Monthly Luncheon	Washington DC (May 7)
AMPs Monthly event	National Harbor, MD (May 12)
PMPI Strategic Networking Event	Alexandria, VA (May 14)