



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JUNE 2010

WAKE COUNTY CAPSULE

For the fourth month of calendar year 2010, Wake County **hotel occupancy tax collections were down 1.34 percent** and **prepared food and beverage tax collections were down 1.67 percent** over 2009.

GROUP SALES

Group Sales is heading down the final stretch of the fiscal year right on pace. In May, total definite room nights booked were 4,251, coming from 21 definite bookings in Wake county hotels. Total definite economic impact was \$1,614,015. Lead production of 39 leads totaled 19,382 room nights this month, equaling \$9,401,481 in economic impact.

Sales team members whose sales duties are, or include, selling the Raleigh Convention Center, met with RCC Sales team members to discuss a focus on assigned vertical markets, which include Science and Technology, Clean/Green Business, Medical and Pharmaceutical, Higher Education, and Diversity. We will be planning fam trips/events for each market in the next fiscal year, working with local Connectors to hone in on decision makers in the designated markets.

Travel this month included AENC golf Tournament and MPI annual meeting attendance by Loretta Yingling, National Sales Manager, and Malinda Pettaway, Associate Director of Sales. Loretta also attended NC SGMP Chapter meeting. Kumi Anzalone attended PMPI Leadership meeting, as well as the PMPI networking event. She participated in the AMPS golf tournament, as well as attending the monthly AMPS meeting. Stephen Jackson lead the Raleigh contingency at Springtime in the Park, held in D.C.

SPORTS MARKETING

Sports highlights in May included the NCAA Baseball Division II World Series at the USA Baseball National Training Complex in Cary (where Southern Indiana won the national title) and the Black Heritage National Championship Swim Meet at the Triangle Aquatic Center (where 800 swimmers from throughout the U.S. competed). Other notable events included the NCHSAA lacrosse and women's soccer state championships, and the Rex Hospital Open (PGA Nationwide Tour). The first meeting of the 2011 NHL All-Star Weekend Local Organizing Committee (LOC) was held on May 6 at the RBC Center. The LOC is comprised of 28 area officials who will work closely with the Hurricanes and the NHL to help host the league's All-Star extravaganza, Jan. 28-30. Scott Dupree, GRCVB vice president for sports marketing, was the guest speaker at the monthly meeting of the Triangle Area Hotel Motel Association at Marriott City Center. Dupree traveled on the Town of Cary's intercity visit to Carmel, Indiana. The itinerary included a luncheon at Lucas Oil Stadium in Indianapolis, where Town officials welcomed and hosted 12 NCAA staff members from the organization's Championships division. Cary, of course, is one of six NCAA "Championship Cities."



PUBLIC RELATIONS

May was a good month for positive media coverage of the area, as well as journalists visiting the area first-hand. Freelance writer Merle Exit, who publishes *Merles Whirls* and an internet radio program, explored the area for two days focusing on food *and* leisure activities while *Victoria Magazine* highlighted art and gardens in the area. The NC Division of Tourism brought a Golf Familiarization tour to the state and stopped in Raleigh to hit the links and eat world-famous barbecue. Thank you to the numerous hospitality partners who hosted these journalists. Director of Communications, Ryan Smith, attended the Public Relations Society of America's Annual Travel and Tourism Conference in Colorado where she heard from public relations experts in the hospitality field on trends and topics. Additionally, there were numerous national travel, food and meeting writers in attendance. Pick up a copy of *Southern Living* this month for a three page story on 'The Best Raleigh Restaurants with a Past,' *Antique Week*, *The Golden Life Newspaper* and *American Chronicle* all had feature stories on the Raleigh area.

SERVICES:

May activity was strong for Services. We finished the last of the attendance promotions for Omega Psi Phi, in prep for hosting the Grand Conclave (we have visited 12 districts throughout the US and also attended the Undergrad Summit). At this time registration for Omega Psi Phi is running ahead of where it was for the last Conclave which was held in Birmingham in 2008. We do believe our attendance promotions have had a positive impact. Now our focus can turn to the final preparation details as we get closer to the July 22 start up of the Raleigh Conclave. Conventions hosted during the month included the Lenovo Sales Kick off which was hugely successful with 1400 attendees at the peak of the sessions, and National Association of Homebuilders Green Builders Conference with over 700 attendees. The VIC remains quite busy with 1077 walk in visitors (over 500 of them on First Friday evening alone), 307 calls and 725 inquiries (including the popular County Seat promotion). We anxiously await our new VIC in July! Ambassadors logged a total of 212 working hours between VIC service, and on site assistance at sports, meeting and convention events.

MARKETING

On May 6, department staff met with representatives from the City of Raleigh and Downtown Raleigh Alliance to discuss expanded promotion of area greenways. On May 11, department staff met with ZSpotlight.com staff to plan updates and expansion of the Greater Raleigh SmartCard and ZSpotCard programs for visitors into the new fiscal year. On May 19, the Bureau held its Spring Marketing Update Meeting for area hotel partners at the Four Points by Sheraton Raleigh Cary. The department also continued planning for GRCVB's annual meeting, September 1, at the Raleigh Convention Center. In partnership with Triangle Blvd, GRCVB debuted two new video segments promoting the area at video.visitraleigh.com: Cary Tennis Park and Town of Apex. Finally, the Marketing and leadership teams reviewed and approved the Bureau's advertising media plan for 2010-11, and new radio ads began running in remnant spaces on the North Carolina News Network.



**VISITOR INDUSTRY STATISTICAL REPORT
MAY 2010
HOTEL OCCUPANCY PRODUCTION**

| | Chg from Apr 09 | Wake County | North Carolina | United States |
|----------------------|------------------------|--------------------|-----------------------|----------------------|
| Apr 2010 Occupancy % | 0.0% | 60.1% | 57.0% | 58.4% |
| Apr 2010 ADR | -1.0% | \$81.06 | \$79.80 | \$97.72 |
| Apr 2010 RevPar | -1.0% | \$48.74 | \$45.48 | \$57.06 |
| 2010 YTD Occupancy % | +1.7% | 55.2% | 49.9% | 53.6% |
| 2010 YTD ADR | -4.3% | \$80.20 | \$76.09 | \$96.73 |
| 2010 YTD RevPar | -2.7% | \$44.28 | \$38.00 | \$51.82 |

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 2010 | 2010 YTD | YTD% Chg from 2009 |
|------------------------|-------------------|-----------------|---------------------------|
| Passenger Enplanements | 375,681 | 1,349,345 | 0.0% |
| Passenger Deplanements | 379,528 | 1,345,414 | 0.0% |

RALEIGH CONVENTION CENTER INFORMATION

| Activity by Year | 2008 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | Total |
|-------------------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| 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 | 54 | 27 | 22 | 12 | 7 | 4 | 2 | 3 | 1 | 1 | 0 | 1 | 0 | 1 | 193 |
| At RCC (Tentative) | | | 7 | 19 | 12 | 16 | 10 | 9 | 2 | 3 | 2 | 2 | 1 | | | | 83 |

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

| | May 2010 | YTD | 09-10 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|-----------------|---------------|-----------------------|--------------------------------|
| Total Room Nights | 4,251 | 96,888 | 96,250 | +1% |
| Estimated Economic Impact | \$1,614,015 | \$57,295,9676 | \$48,583,326 | +18% |
| Number of Definite Bookings | 21 | 161 | 154 | +5% |

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

| | May 2010 | YTD | 09-10 YTD Goal | Fiscal YTD +/- Variance |
|---------------------------|-----------------|---------------|-----------------------|--------------------------------|
| Total Room Nights | 19,382 | 341,229 | 293,326 | +20% |
| Estimated Economic Impact | \$9,401,481 | \$186,096,218 | \$198,913,333 | -6% |
| Number of Tentative Leads | 39 | 483 | 462 | +5% |



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

| | May 2010 | YTD | 09-10 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|-----------|--------------|----------------|-------------------------|
| Total Room Nights | 170 | 94,079 | 84,333 | + 11 % |
| Estimated Econ Impact | \$107,630 | \$28,714,403 | \$27,499,800 | + 4 % |
| Number of Definite Bookings | 2 | 63 | 59 | + 6 % |

VISITOR SERVICES PRODUCTION

| | April 2010 | FY 09-10 YTD | YTD% Chg from 08.09 |
|---------------------------|------------|--------------|---------------------|
| Number of Groups Serviced | 24 | 382 | +4.0% |

CONVENTION CENTER DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|-----------------------------------------------|---------------|-------------------|------------------|-------------------|
| US HUPO | 3/19-23/11 | 720 | 400 | \$259,920 |
| Council for Entrepreneurial Development (CED) | 4/27-28/11 | 200 | 600 | \$163,200 |
| ScienceWriters 2012 | 10/25-31/12 | 1,400 | 350 | \$358,500 |
| The Moles Conclave | 6/16-19/16 | 575 | 500 | \$191,325 |
| TOTAL (A) | | 2,895 | 1,850 | \$972,945 |

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|----------------------------------------------------|---------------|-------------------|------------------|-------------------|
| Senior Softball USA Nat'l Qualifier | 5/14-16/10 | 40 | 200 | \$29,560 |
| Southeast Korean Summer Games | 6/11-13/10 | 130 | 500 | \$78,070 |
| SPORTS TOTALS (B) | | 170 | 700 | \$107,630 |
| NC State Firemen's Assn | 4/30-5/1/10 | 10 | 20 | \$3,480 |
| Fountain Pen Shows International | 6/3-6/10 | 126 | 200 | \$85,266 |
| RJH Associates | 6/14-16/10 | 100 | 70 | \$25,440 |
| Conference Managers | 6/16-17/10 | 8 | 8 | \$1,848 |
| The Johnson Meetings | 6/17-18/10 | 10 | 10 | \$2,310 |
| American Association for Affirmative Action | 6/28-30/10 | 124 | 100 | \$39,876 |
| North Carolina Licensed Home Inspector Association | 7/22-24/10 | 15 | 100 | \$23,823 |
| Worldwide Marriage Encounter | 8/13-15/10 | 60 | 67 | \$22,518 |
| Federal Retirement Group | 9/27-29/10 | 75 | 75 | \$34,875 |
| Tufts Cummings School | 9/28-10/1/10 | 70 | 30 | \$16,170 |
| NC Division of Aging and Adult Services | 11/3-5/10 | 120 | 100 | \$48,780 |



| | | | | |
|----------------------------------------------------|-------------|--------------|--------------|--------------------|
| Turfgrass Council of NC | 12/12-14/10 | 305 | 700 | \$281,055 |
| North Carolina Licensed Home Inspector Association | 2/17-19/11 | 75 | 250 | \$64,125 |
| Circle K International-Carolinas District | 2/24-27/11 | 75 | 100 | \$40,491 |
| NC Head Start Association | 3/9-11/11 | 300 | 800 | \$198,000 |
| NC Head Start Association | 3/14-16/11 | 300 | 800 | \$198,000 |
| NC Master Gardener volunteer Association | 4/19-20/11 | 500 | 465 | \$257,175 |
| Duke Voice Care Center | 4/29-30/11 | 5 | 350 | \$41,520 |
| Duke Voice Care Center | 4/30-5/1/11 | 2 | 500 | \$58,728 |
| Dumes Family Reunion | 6/24-26/11 | 80 | 100 | \$32,520 |
| NC State Bar | 1/24-27/12 | 136 | 150 | \$66,516 |
| NC State Bar | 4/24-27/12 | 136 | 150 | \$66,516 |
| NC State Bar | 10/23-26/12 | 136 | 150 | \$66,516 |
| NC Head Start Association | 3/13-15/13 | 300 | 800 | \$198,000 |
| NC Head Start Association | 3/19-21/14 | 300 | 800 | \$198,000 |
| NC Head Start Association | 3/1-3/15 | 300 | 800 | \$198,000 |
| TOTAL GROUP (C) | | 1,356 | 1,680 | \$641,070 |
| Total (A+B+C) | | 4,421 | 4,230 | \$1,721,645 |

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

| Group Name | Dates | Total Room Nights | Attendance | Estimated Economic Impact |
|------------------------------|-------------|-------------------|------------|---------------------------|
| SPORTS MARKETING | | | | |
| GROUP SALES | | | | |
| Claim Your Career Training | 6/16-18/10 | 20 | 200 | \$49,080 |
| Worldwide Marriage Encounter | 8/13-14/10 | 60 | 67 | \$22,518 |
| Circle K District Convention | 2/24-26/11 | 75 | 100 | \$40,491 |
| IR-4 Food Use Wkshop | 9/12-15/11 | 375 | 200 | \$104,175 |
| NBASLH | 4/18-22/12 | 310 | 100 | \$188,610 |
| Triangle Black Pride 2010 | 7/29-8/1/12 | 225 | 200 | \$87,075 |
| GRAND TOTAL | | | | \$491,949 |

SITE VISITS

| Group Name | Total Room Nights | Total Attendance |
|------------------------------|-------------------|------------------|
| SPORTS MARKETING | | |
| Global Soccer Star | TBD | 5,000 |
| GROUP SALES | | |
| Circle K District Convention | 75 | 100 |



| | | |
|-----------------------------------------------------------------|--------------|--------------|
| Kappa Alpha Psi | 150 | 200 |
| National Study Group on Chronic Disorganization | 273 | 150 |
| NC Association for the Education of Young Children- 6 years | 1,215 | 3,000 |
| Private Practice Section (PPS), American Physical Therapy Assn. | 1,860 | 1,100 |
| GROUP TOTAL | 3,573 | 9,550 |

TRADESHOW & EVENTS

| Event Name | Location (Dates) |
|---------------------------------------------------|-----------------------------|
| SPORTS MARKETING | |
| Greater Raleigh Sports Council Steering Committee | Raleigh, NC (May 6) |
| 2011 NHL All-Star Local Organizing Committee Mtg. | Raleigh, NC (May 6) |
| NCHSSA Lacrosse State Championship | Cary, NC (May 15) |
| North Carolina Sports Association Board Meeting | Greensboro, NC (May 18) |
| Triangle Area Hotel Motel Association | Raleigh, NC (May 18) |
| NCAA Baseball Division II World Series | Cary, NC (May 22-29) |
| Town of Cary Intercity Visit | Carmel, IN (May 25-26) |
| Black Heritage National Swim Meet | Cary, NC (May 28-30) |
| GROUP SALES | |
| AENC Golf Tournament | Pinehurst, NC (May 3) |
| PMPI Leadership | Washington, DC (May 3) |
| Vertical Market Meeting | Raleigh, NC (May 5) |
| AMP's Monthly Meeting | Alexandria, VA (May 11) |
| AMP's Golf Tournament | Waldorf, MD (May 12) |
| NC SGMP | Durham, NC (May 12) |
| PMPI Industry Networking Event | Alexandria, VA (May 13) |
| Tour of Cobblestone Hall | Raleigh, NC (May 17) |
| MPI-CC Annual Meeting | Wilmington, NC (May 23-25) |
| Spring Time | Washington, DC, (May 27-28) |