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## Tourism Economic Development Report

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An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

JUNE 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 15 percent** for April 2011 compared to April 2010 and **prepared food and beverage tax collections were up 5.4 percent** during the same period.

### GROUP SALES

Sales has had a busy month, producing leads with over 16,800 room nights, as well as 16 definite pieces of business with over 5,000 rooms blocked. Stephen Jackson, National Sales Manager, traveled to Houston to participate in the Connect Showplace, meeting with several corporate planners who are interested in our area to host their meetings. Kumi Anzalone, Regional Director, participated in the Annual AMPS golf tournament. Although we haven't seen a trophy floating around, we are certain a good time was had by all participants!! Jana Rae Oliver, Director of Sales, traveled to Kansas City to participate with Wake Tech in the Futurallia International Conference and Tradeshow, meeting with businesses interested in the Triangle area, for both relocation and meetings. Malinda Pettaway, Associate Director of Sales, and Loretta Yingling, National Sales Manager, along with Nicole Robinson, our Young Professional Sales Coordinator, attended the MPI-CC Annual Meeting in Hilton Head, South Carolina.

### SPORTS MARKETING

The Memorial Day holiday weekend is typically a slow month for the area hospitality industry. But, thanks to four major sporting events, that was not the case this year in Wake County. The NCAA Baseball Division II World Series began its 8-day run on May 28 at the USA Baseball National Training Complex in Cary. Eight teams, including official host Mount Olive College, competed for a national championship. The Black Heritage National Championship Swim Meet was held during the holiday weekend at the Triangle Aquatic Center. More than 900 swimmers from throughout the U.S. participated. The NCHSAA women's soccer state championships were conducted at Cary's WakeMed Soccer Park, and the Bob Gibbons Tournament of Champions (boys basketball) was held at multiple venues throughout Raleigh and Wake County. Combined, the four events generated more than 4,000 hotel room nights and \$1.5 million in direct visitor spending. Yet another example that lacrosse is the fastest growing sports in North Carolina -- the NCHSAA state championships for men's and women's lacrosse were held at WakeMed Soccer Park. It's the newest sport, now in its 2nd year, sponsored by the NCHSAA. One month earlier, the ACC Women's Lacrosse Championship was also held in Cary. The U.S. women's soccer national team played a friendly vs. Japan at WakeMed Soccer Park, and more than 5,000 fans attended. The Raleigh Sports Consortium, a partnership established by the City of Raleigh to host high school state championships, was recognized with the Bob Edwards Tradition Award from the NCHSAA at the association's annual meeting in Chapel Hill. Raleigh hosts more NCHSAA championships, 12, than any other city in the state. Scott Dupree had three speaking engagements in May -- for the West Raleigh Exchange Club, the Raleigh Jaycees, and as a guest lecturer via Skype for a Bradley University (Ill.) sports communications class. The class is led by former GRCVB sports marketing manager Angela Pratt, who is now Dr. Pratt and a professor at Bradley.



## **PUBLIC RELATIONS**

The Communications Department hosted Canadian journalist Sarah Bergeron-Ouellet on May 24. Ms. Bergeron-Ouellet was on assignment from the Journal De Montreal, one of the largest newspapers in Quebec. Thank you to our hospitality partners the Raleigh Marriott City Center, the North Carolina Museum of Art, the Raleigh City Museum and The Pit for their assistance in Ms. Bergeron-Ouellet's visit. The Department worked with Katie Goldberg, VP of Communications at Legion Enterprises, the company providing PR for the Major League Gaming event, to compile media lists for the August 26-28 Raleigh event. In partnership with Molly Gold of Go Mom Inc, the Communication Department hosted Raleigh's Mom's Nite Out. The May 5 event was part of a national celebration of moms, and locally, brought together more than 20 local social media moms to discuss the Raleigh area and the ways the GRCVB can assist in their writing. The Department continued to update the content of the of the media section of the website in preparation of the launch of the new visitRaleigh.com website.

## **SERVICES**

May rallied strong for us, and we ended the month with total serviced groups year to date 5.8% ahead of 2010. VIC activity was also strong, with walk in traffic year for the month at 994 visitors and year to date at 7836. For visitor inquiries we fulfilled 447 for the month and we're at 5112 year to date. Our larger conventions for the month included Advance the Church with an estimated 1000 attendees, Brick Magic Lego Convention with nearly 8000, SOLAR with close to 4000 and Animazement had another record year with 4500 attendees. We supported the Sales team by assisting with the hosting and FAM tour of the Potomac Chapter of MPI. Finally, in the way of staffing news, we're pleased to have NCSU Parks, Recreation & Tourism major Jeremy Smith interning with us this summer.

## **MARKETING**

Across the U.S., the hospitality sector staged local rallies and conducted media outreach to reinforce why travel matters during National Travel and Tourism Week (May 7-15). Raleigh hosted North Carolina Travel & Tourism Day events, May 10, in which GRCVB participated. Also in May, the nation turned its attention to Garner and to Greater Raleigh, as "American Idol" finalist (and eventual winner) Scotty McCreery came home to perform at events around the area; GRCVB prepared a spot on visitRaleigh.com about this local celebrity, providing information for visitors during the homecoming weekend and now going forward as visitors look to visit McCreery's hometown of Garner. GRCVB launched its iPhone app in late May, giving users another smart way to visit Raleigh (<http://www.visitRaleigh.com/iphone>). The new app puts a guide to all things "Greater Raleigh" in the palm of area visitors' hands. Bureau staff continued to move forward with planning the 2011 GRCVB Annual Meeting, to be held August 31 at the Raleigh Convention Center. "Save the date" letters and sponsorship forms were mailed to potential attendees and sponsors, with an electronic mailing to follow in June. Two new videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): The Wake Forest Historical Museum and Time Warner Cable Music Pavilion at Walnut Creek. Under advertising for the month, GRCVB sponsored the May 25 webinar for meeting planners presented by Meetings Media. The Marketing Department also finalized the Bureau's 2011-2012 media plan for leisure, group sales and sports marketing.



**VISITOR INDUSTRY STATISTICAL REPORT  
MAY 2011  
HOTEL OCCUPANCY PRODUCTION**

	<b>Chg from Apr 10</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>
Apr. 2011 Occupancy %	+10.7%	66.2%	60.3%	61.2%
Apr. 2011 ADR	+.02%	\$81.51	\$81.62	\$100.55
Apr. 2011 RevPar	+10.9%	\$53.94	\$49.20	\$61.51
2011 YTD Occupancy %	+9.0%	60.0%	52.7%	56.5%
2011 YTD ADR	+1.9%	\$81.77	\$78.67	\$99.72
2011 YTD RevPar	+11.1%	\$49.09	\$41.45	\$56.31

*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 2011*

	<b>April 2011</b>	<b>2011 YTD</b>	<b>YTD% Chg from 2010</b>
Passenger Enplanements	385,934	1,373,363	+1.5%
Passenger Deplanements	384,679	1,391,356	+2.5%

**RALEIGH CONVENTION CENTER INFORMATION**

<b>Activity by Year</b>	<b>2008</b>	<b>09</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>Total</b>
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	n.a	
At RCC (Definite)	14	45	54	57	32	16	11	7	5	4	1	1	0	1	0	1	249
At RCC (Tentative)			5	16	20	19	11	6	4	3	3	3					90

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	<b>May 2011</b>	<b>YTD</b>	<b>10/11 YTD Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	5,064	90,519	96,250	-6%
Estimated Economic Impact	\$3,899,628	\$66,695,453	\$48,583,333	+37%
Number of Definite Bookings	16	188	154	+22%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>May 2011</b>	<b>YTD</b>	<b>10/11 YTD Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	23,956	298,283	293,333	+5%
Estimated Economic Impact	\$10,972,698	\$185,721,509	\$198,913,333	-7%
Number of Tentative Leads	33	451	458	-.05%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	May 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,000	107,122	84,332	+ 27 %
Estimated Econ Impact	\$1,084,850	\$43,945,995	\$27,499,800	+ 59 %
Number of Definite Bookings	6	54	59	- 5%

**VISITOR SERVICES PRODUCTION**

	May 2011	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Serviced	41	404	+5.8%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
National Association for College Admission Counseling	3/12-13/12	35	2,625	\$312,285
General Baptist State Convention of NC	7/27-31/14	840	1,600	\$821,160
General Baptist State Convention of NC	7/26-30/15	840	1,600	\$821,160
General Baptist State Convention of NC	7/24-28/16	1,420	2,000	\$1,076,820
<b>TOTAL (A)</b>		<b>3,135</b>	<b>7,825</b>	<b>\$3,031,425</b>

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Carolina Open (USA Beach VB)	5/13-15/11	50	100	\$14,450
Bob Gibbons Tournament of Champions	5/26-29/11	1,200	1,000	\$266,800
IronMan (IronKids)	7/22-24/11	600	1,600	\$213,400
Dynamic Baseball Wood Bat	9/23-25/11	1,000	1,800	\$269,000
Dynamic Baseball Wood Bat	9/30-10/2/11	1,000	1,800	\$269,000
Town of Cary P&R C-Cog Mtg.	10/10-13/11	150	100	\$52,200
<b>SPORTS TOTALS (B)</b>		<b>4,000</b>	<b>6,400</b>	<b>\$1,084,850</b>
National Inclusion Project	4/18-22/11	130	100	\$45,942



League of Women Voters of North Carolina	5/20-22/11	72	100	\$31,608
Honey Tours, LLC.	6/1-2/11	22	40	\$7,188
Burroughs Wellcome Fund	8/9-10/11	50	100	\$17,400
Community Associations Institute	9/22-23/11	40	350	\$45,510
North Carolina Office of State Personnel	9/25-28/11	130	125	\$56,355
Youth Advocacy and Involvement Office	11/18-20/11	200	250	\$81,300
Dental Hygiene Seminars	2/23-26/12	75	175	\$69,975
Meeting Professionals International - Carolinas Chapter	3/14-16/12	110	150	\$37,110
Carolina Bird Club	5/3-06/12	150	200	\$83,790
Antique Automobile Club	6/7-10/12	240	175	\$88,785
Department of Veteran Affairs	3/5-9/13	710	350	\$303,240
<b>TOTAL GROUP (C)</b>		<b>1,929</b>	<b>2,115</b>	<b>\$868,203</b>
<b>Total (A+B+C)</b>		<b>9,064</b>	<b>16,340</b>	<b>\$4,984,478</b>

**BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
<b>GROUP SALES</b>				
Neighborhood Assistance Corporation of America	5/11-15/11	520	115	\$120,120
Carolina China Council	6/9-10/11	18	18	\$4,158
IBM	7/18-22/11	850	250	\$196,350
National Gaming League	7/23-24/11	40	300	\$74,760
PENSA	7/27-8/1/11	395	600	\$352,155
Raleigh Spy Conference	8/24-26/11	60	150	\$41,940
US Human Rights Membership Meeting and Bi-Annual Conference	12/8-11/11	115	350	\$131,865
Franchise Services, Inc.	3/12-18/12	450	100	\$94,824
National ADA Conference	4/22-26/12	250	132	\$89,106
American Wind Energy Association	10/1-4/12	3,045	2,000	\$1,335,195
Keep America Beautiful Annual Convention	10/16-19/12	800	300	\$2,316,001
American BeeKeeping Federation	1/6-13/13	1,650	500	\$504,000
NC City and County Management Seminar	2/6-8/13	425	400	\$150,825



Association of Research Libraries 2013 Conference	4/29-5/3/13	410	125	\$94,710
Association of American Colleges & Universities	10/2-5/13	595	500	\$225,195
Southern Association for College Student Affairs	11/1-6/13	350	300	\$183,225
IMN Solutions	9/11-14/14	1,345	2,500	\$991,635
National Veterans Creative Arts Festival	10/13-20/14	1,425	1,000	\$1,077,975
American Assn for Adult & Continuing Education	11/2-8/14	984	600	\$473,004
NC Council on Teachers of Mathematics	10/24-27/17	1,080	2,700	\$1,021,680
<b>GRAND TOTAL</b>		<b>14,397</b>	<b>12,940</b>	<b>\$9,478,723</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
<b>GROUP SALES</b>		
National Funeral Directors and Morticians Association	772	160
Cooperative Baptist Fellowship	350	1,000
<b>GROUP TOTAL</b>	<b>1,122</b>	<b>1,160</b>

#### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
West Raleigh Exchange Club Monthly Meeting	Raleigh (May 2)
Bradley University Sports Communications Class	Teleconference (May 2)
NCHSAA Annual Meeting	Chapel Hill (May 5)
Greater Raleigh Sports Council Quarterly Event	Cary (May 11)
NCHSAA Lacrosse State Championships	Cary (May 14)
Raleigh Jaycees Monthly Meeting	Raleigh (May 17)
U.S. Women's National Team vs. Japan (Soccer)	Cary (May 18)
NCAA D-II Baseball Southeast Regional	Mt. Olive, NC (May 19-20)
ACC Baseball Tournament	Durham, NC (May 25-26)
NCAA D-II Baseball World Series	Cary (May 26-June 4)
NCHSAA Women's Soccer Championships	Cary (May 27-28)
Bob Gibbons Tournament of Champions	Raleigh, Cary (May 27-29)
Black Heritage National Championship Swim Meet	Cary (May 28-29)
<b>GROUP SALES</b>	
Collaborate Marketplace	Houston, TX (May 3-6)
AENC Annual Golf Outing	Cary, NC (May 9)



AMP's Annual Golf Tournament	Waldorf, MD (May 11)
PMPI Annual Planning Retreat	Raleigh, NC (May 13-15)
GAMPI Chapter Meeting	Atlanta, GA (May 17)
PMPI Board Meeting	Washington DC (May 19)
MPI-CC Annual Conference	Hilton Head, SC (May 22-24)
NC SGMP Annual Education Conference	Wilmington, NC (May 25-26)
Futurallia International	Kansas City, Mo, (May 18-21)