



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JUNE 2014

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 11.7 percent for the calendar year beginning January-April 2014 compared to the same period of January-April 2013 and **prepared food and beverage tax collections were up 4.9 percent** during the same period.

GROUP SALES

The busiest month ever numbers wise for the Group Sales Department was produced in May. Fifty one leads were turned out, totaling 34,408 room nights, at an estimated economic impact of \$13,422,912. Twenty two pieces of definite business totaled 24,404 room nights, with an estimated economic impact of \$33,997,278. Stephen Jackson, Senior National Sales Manager has been traveling extensively to break into the Northeast market. It is showing his sales efforts are paying off. Appointments and local hospitality events are on a monthly schedule with Mr. Jackson lately. Jamie Rice, Regional Director of National Accounts, attended the NC Society of Washington reception honoring the NC Museum of Natural Sciences, as well as the IAEE DC May Chapter Luncheon. PCMA Education Foundation Dinner Celebrating Professional Achievement, ASAE Springtime Expo, and HIP Networking Luncheon were also on Ms. Rice's agenda for the month. Malinda Harrell, Associate Director of Sales, Loretta Yingling, National Sales Manager, and Nicole Robinson, Sales Coordinator, headed to Concord, NC for the MPI-CC Annual Conference, where Mrs. Harrell was appointed President of the organization. CONGRATULATIONS!! Mrs. Yingling also attended the NC SGMP Annual Education Conference, as well as the NC Technology Association State of Technology Conference.

SPORTS MARKETING

A hectic sports calendar in May culminated with the NCAA Baseball Division II World Series, which was held in Cary at the USA Baseball National Training Complex. Southern Indiana defeated Colorado Mesa in 12 innings to win the national title, and they did it in front of a record crowd of 2,848 (in a stadium that seats 1,750). This marked the sixth consecutive year the D-II World Series as held in Cary, and it confirmed here through 2018. ... The GRSA was proud to support NC State University in hosting a first-time event in Raleigh, when the NCAA Men's Golf Regional was held at the Lonnie Poole Golf Course. The event went exceptionally well and Georgia Tech emerged as the regional champ. Next year, in May 2015, NC State will host a women's golf regional, also at Lonnie Poole. ... Other May highlights included the National Black Heritage Championship Swim Meet at the Triangle Aquatic Center in Cary; the NCHSAA state lacrosse championships at WakeMed Soccer Park in Cary; the NCHSAA women's soccer state championships at NC State's Dail Soccer Stadium in Raleigh; the NCHSAA men's individual tennis championships at Cary Tennis Park; and the Rex Hospital Open (golf) at the TPC at Wakefield Plantation. ... The GRSA, in partnership with Capital City BMX and the City of Raleigh, has submitted a bid to host a USA BMX National Championship Series Event in 2015. A decision is expected this summer. ... The new

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Triangle Table Tennis facility opened in Morrisville and features 30 tables and 30,000 square feet of space. It is one of the largest table tennis venues in the nation and will be capable of hosting state, regional and national events.

PUBLIC RELATIONS

May was another stellar month of media coverage for the Raleigh area and many of the county's hospitality partners. The Communications Department worked with the *Rocky Mount Telegraph* to have the Raleigh area included in a travel article about 'One Tank Trips'. *Men's Health* magazine editor Andrew Daniels visited the area in April and wrote about his experiences in his article, 'How to Throw a Bachelor Party You'll Never Forget'. In the article he mentions Wake County hospitality partners including: Doubletree by Hilton Raleigh – Brownstone, Players' Retreat, Mitch's Tavern, PNC Arena, Carolina Hurricanes, N.C. State University, Big Ed's, The Station and World Beer Festival. *USA Today* highlighted Raleigh's Warehouse District as one of the '10 Best City Art Districts Around the Country' highlighting CAM Raleigh, Rebus Works, DesignBox, Flanders Art Gallery, Raleigh Denim and Videri Chocolate Factory. In another *USA Today* roundup the North Person Street Business District was featured as one of '10 Up-and-Coming Neighborhoods' with Pie Bird, Raleigh City Farm, Oak City Cycling Project and Slingshot Coffee being mentioned. *USA Today* continued to show the area some love by including the NC Museum of Natural Sciences in its list of 'Top 10 Summer Museum Exhibitions.' Freelance journalist Josh Bernstein visited the area and explored many of our area breweries. Josh writes for *Bon Appétit*, *Saveur*, *Details*, *Maxim* and *Imbibe* among others. All of the recent coverage can be read [here](#).

SERVICES

The Services team remains really busy as we approach the last few months of our fiscal year. Our numbers are really strong, running year to date over last year 10% over in total groups serviced, 14% ahead in visitors to our Visitor Information Center and slightly over 10% ahead on visitor fulfillment. Key groups arriving in May included SEUS/ Canada (an economic development initiative), the International Conference on Antiviral Research, American Board of Anesthesiology (ABA has headquarters in Raleigh and consistently brings in committees and boards throughout the year), NC Department of Public Instruction and a return for the fourth year – Animazement (this unique Japanese anime' group is estimated at over 11,000 attendees this year over Memorial Day holiday weekend). As much as the groups and visitors coming in, we are deeply engaged in prep for *future* arrivals. Groups like Association of Science & Technology Centers (ASTC) and IBMA occupy a lot of our time each month between now and fall arrivals. In the way of other key projects: Tammy Jeffries and Gray Henderson represented us at the GRCVB Sales client event held in May at the Chatham Hill Winery. Julie Brakenbury assisted Malinda Harrell in hosting a post con meeting and brunch for NC TIES board of directors to assess the recently held 2014 conference. Julie also joined David Diaz of the Downtown Raleigh Alliance in a presentation at the City of Raleigh Urban Design Center's monthly Education Forum. The presentation focused on the importance of tourism for Downtown Raleigh and the importance of downtowns to tourism impacts overall. In the way of other news, our team is very excited to have three summer interns with us this year: Melanie Martin and Brittini Adams from Appalachian State University and Trent Satterfield from NC State.

MARKETING

In late May, the Marketing Department put final preparations in place for the Bureau's "Music Mania: A summer of wall-to-wall music" campaign for leisure tourists. The integrated marketing campaign officially runs July 1–September 30, features a comprehensive live music calendar as a



visitor call-to-action and includes participation from area music venues, annual music festivals and hospitality partners. The Marketing Department also hosted a quarterly summit with all Wake County breweries on May 21, recapping recent successes and brainstorming future improvements to Greater Raleigh Beer Month (Apr.) as a visitor marketing draw and overall continuing to facilitate healthy collaboration between the craft brewers to generate economic impact from area visitors. Director of marketing Jonathan Freeze and executive vice president Loren Gold represented Greater Raleigh at a N.C. Tourism Day reception for state legislators, May 28, at the North Carolina Museum of Natural Sciences; annual Tourism Day events were organized by the N.C. Travel Industry Association. The Bureau invited all area hospitality industry partners to attend its Summer Marketing Update Meeting, June 26, at J.C. Raulston Arboretum at North Carolina State University. (You don't have to be your organization's "marketing" contact to attend—all professional backgrounds are welcome! Register at <http://www.visitRaleigh.com/rsvp>.) Assistant marketing manager Mary Brooks was named one of Destination Marketing Association International's (DMAI's) "30 Under 30." This signal recognition is given to young professionals in the destination marketing industry and recognizes 30 of the top future leaders under age 30 who are making a difference in their respective destinations; the DMAI program's participants, including Mary, will receive free registration and hotel accommodations for the DMAI Annual Convention in July. Under GRCVB's external advertising plan for the month of May, leisure-related placements appeared on shermanstravel.com and visitnc.com; GRSA-related placements appeared on sportscommissions.org, *Sports Business Journal* online and sportstravelmagazine.com and in *Sports Destination Management* and *Sports Events* magazines; meetings-related placements appeared on AENC's and MPI's websites, in an *M&C* planner e-blast and in *Convene* magazine.



**VISITOR INDUSTRY STATISTICAL REPORT
ARIL 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Apr'13	Wake County	North Carolina	United States
Apr 2014 Occupancy %	+5.7%	70.7%	65.4%	65.7%
Apr 2014 ADR	4.3%	\$92.62	\$91.15	\$114.67
Apr 2014 RevPar	+10.3%	\$65.44	\$59.60	\$75.30
2014 YTD Occupancy %	+8.4%	66.5%	57.3%	60.8%
2014 YTD ADR	+4.3%	\$90.89	\$86.86	\$113.07
2014 YTD RevPar	+13.1%	\$60.45	\$49.81	\$68.78

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 2014

	April 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	401,769	1,409,747	+0.3%
Passenger Deplanements	409,132	1,415,930	-0.1%

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	53	31	16	12	9	5	4	1	0		419
At RCC (Tentative)								23	12	14	10	7	0				66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	May 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	24,404	104,392	56,778	+83.9%
Estimated Economic Impact	\$33,997,278	\$84,794,295	\$28,500,000	+197.5%
Number of Definite Bookings	22	230	90	+155.6%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	May 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	34,408	532,597	169,752	+213.8%
Estimated Economic Impact	\$13,422,912	\$257,683,131	\$113,952,000	+126.1%
Number of Tentative Leads	51	676	264	+156.1%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	May 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	1,645	95,951	94,187	+2%
Estimated Economic Impact	\$499,005	\$30,216,370	\$31,166,440	-3%
Number of Definite Bookings	3	63	67	-6%

VISITOR SERVICES PRODUCTION

	May 2014	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	48	498	+10.0%
# of Visitor Information Center Visitors	886	11,992	+14.0%
# of Visitor Inquiries	401	4449	+10.3%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
International Ticketing Association	7/31-8/1/14	7	50	\$6,648
National Agents Alliance	1/21-25/15	705	3,000	\$1,097,544
NC Head Start Association	3/8-11/16	464	800	\$316,680
International Bluegrass Music Association	9/23-10/3/16	5,783	8,500	\$9,934,380
NC Affordable Housing Conference	10/11-12/16	180	950	\$137,565
NC Head Start Association	3/14-17/17	464	800	\$316,680
International Bluegrass Music Association	9/22-10/2/17	5,783	8,500	\$9,934,380
NC Head Start Association	3/13-/16/18	464	800	\$316,680
International Bluegrass Music Association	9/21-10/1/18	5,783	8,500	\$9,934,380
TOTAL (A)		19,633	31,900	\$31,994,937

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

USTA Southern Sectional Tennis	5/8-11/14	1,045	742	\$241,105
USSSA Big Dog Softball	6/20-21/14	300	1,000	\$153,200
NCSCA Coaches Kickoff Classic	9/5-6/14	300	1,000	\$104,700
SPORTS TOTAL (B)		1,645	2,742	\$499,005
NC Association of Teacher Assistants	4/30-5/4/14	582	400	\$191,340



MEDALS, LLC	5/30-6/1/14	30	15	\$6,930
Poe Center for Health Education	6/9-11/14	40	20	\$9,240
North Carolina Quarter Horse Association	6/11-22/14	495	50	\$120,195
Delta Sigma Theta	7/8-13/14	282	200	\$126,027
Delta Sigma Theta	7/8-14/14	80	50	\$36,030
The Arc of North Carolina	10/9-11/14	120	250	\$49,950
Structural Engineers Association of North Carolina	10/9-9/14	75	100	\$20,250
Magnet Schools of America	4/19-26/15	2,235	1,200	\$1,019,529
NC Association of Teacher Assistants	4/29-5/3/15	582	400	\$191,340
The Arc of North Carolina	9/24-26/15	120	250	\$49,950
Federation of American Societies for Experimental Biology	9/26-29/15	425	300	\$156,090
SALES TOTAL (C)		5,066	3,235	\$1,976,871
Total (A+B+C)		26,344	37,877	\$34,470,813

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2015 USA BMX National Series	2015 TBD	1,800	2,000	\$500,000
GROUP SALES				
Delta Sigma Theta Overflow	7/10-13/14	615	390	\$192,375
International Association of Students in Economic and Commercial Sciences	8/2-10/14	400	180	\$198,870
American Statistical Association – ICHPS	10/5-9/14	240	150	\$69,480
IBF: Ag Innovation, Food & Nutrition Conference	10/13-16/14	225	200	\$81,225
Southern and Northern Joint Mensurationists Meeting	11/2-4/14	90	45	\$20,790
Walker Stalker Con	5/8-10/15	800	725	\$238,575
American Meteorological Society Broadcast Conference	6/15-21/15	410	200	\$141,510
American Driver & Traffic Safety Education Association	7/10-16/15	540	200	\$171,540
Environmental Management Support, Inc	8/2-6/15	820	300	\$224, 520



Association of Junior Leagues - Fall Leadership Conference	9/13-20/15	894	300	\$241,614
20th Annual At-Home Dads Convention	9/17-20/15	86	200	\$57,306
Licensed Professional Counselors of North Carolina	10/7-10/15	220	400	\$121,020
Association of Junior Leagues - Winter Leadership Conference	1/11-17/16	721	400	\$260,736
International Food Service Distributors Association -2017 Distribution Solutions Conference	10/20-25/17	1,578	1,750	\$1,037,268
International Food Service Distributors Association - 2018 Distribution Solutions Conference	10/19-24/18	1,578	1,750	\$1,037,268
GRAND TOTAL		11,017	9,190	\$2,755,212

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2017 and 2018 USA Track & Field Annual Convention	2,400	1,300
GROUP SALES		
Sigma Pi Phi	202	200
Magnet Schools of America	2,304	1,200
American Society of Legislative Clerks and Secretaries	775	225
BIO	150	120
Data4Decisions	1,050	700
Military Officers Association	30	60
GROUP TOTAL	6,911	3,805

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCHSAA Annual Meeting	Chapel Hill (May 1)
N.C. Sports Hall of Fame Induction Reception	Raleigh (May 8)
NCHSAA Track & Field Regional	Apex (May 10)
NCHSAA Men's Individual Tennis Championships	Cary (May 14-17)
NCAA Men's Golf Regional	Raleigh (May 15-17)
Greater Raleigh Sports Alliance Quarterly Meeting	Raleigh (May 14)
N.C. Amateur Sports Client Event	Durham (May 20)
NCHSAA Lacrosse State Championships	Cary (May 23-24)
National Black Heritage Championship Swim Meet	Cary (May 24-25)
NCAA Baseball Division II World Series	Cary (May 24-31)
NCHSAA Women's Soccer State Championships	Raleigh (May 31)



Ironman 70.3 Raleigh	Raleigh (May 30-June 1)
GROUP SALES	
NC Society of Washington reception honoring the NC Museum of Natural Sciences	Washington, DC (May 8)
IAEE DC May Chapter Luncheon	Alexandria (May 9)
PCMA Education Foundation Dinner Celebrating Professional Achievement	Washington, DC (May 14)
ASAE Springtime Expo	Washington, DC (May 15)
NC Technology Association State of Technology Conference	Durham, NC (May 16)
MPI-CC Annual Conference	Concord, NC (May 18-20)
HIP Networking Luncheon	Washington, DC (May 20)