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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 2016**

## **WAKE COUNTY CAPSULE**

**Hotel occupancy tax collections were up 8.0 percent** for the calendar year-to-date through April 2016 compared to the same period of January-April 2015, and **prepared food and beverage tax collections were up 8.2 percent** calendar year-to-date compared to the same period last year.

## **GROUP SALES**

Director of sales Malinda Harrell, CMP, CASE, and national sales manager Nicole Robinson attended the Meeting Professionals International Carolinas Chapter Annual Meeting, in Hilton Head, S.C. Robinson was reelected to the Board of Directors as VP of Membership, and Harrell was honored with the Hall of Fame Award and the Corey D. Bizzell Award of Excellence for her impact and contributions to the meetings industry. Malinda also networked with professionals in the Atlanta area at the Georgia Chapter of MPI event. In the Midwest, national sales manager Loretta Yingling, CMP, shared the Raleigh story to planners at the Meeting Professionals International Chicago Chapter Spring Education meeting, in Chicago, Ill. Regional director, national accounts, Jamie Rice participated in the International Association of Exhibitions and Events D.C. Chapter Meeting and the Meeting Professionals International May Educational Experience, in Washington, D.C. She also earned her CMP designation. The CMP credential is recognized globally as the badge of excellence in the meeting, convention, exhibition and event industry; the qualifications for certification are based on professional experience, education and a rigorous exam. Senior national sales manager Stephen Jackson, CMP, traveled to Boston, where he co-chaired the Meeting Professionals International New England Monthly Meeting. Jackson also be met with Planners in Austin, Texas, at Plan Your Meetings Austin. Year-to-date the team has secured 250 definite bookings with 97,789 room-nights and a value of \$85,946,747 in economic impact.

## **SPORTS MARKETING**

The 2016 NCAA Basketball 1<sup>st</sup>/2<sup>nd</sup> round games in Raleigh this March generated \$4.6 million in direct visitor spending, according to a report from the GRSA. "March Madness" in Raleigh generated more than 9,600 hotel room-nights and brought more than 19,000 visitors to the area. ... Spring is always busy on the Greater Raleigh's sports calendar, and May's highlights included the opening of the NCAA Baseball Division II World Series, held for the 8<sup>th</sup> consecutive year at the USA Baseball National Training Complex in Cary. The games began May 28 and continued through June 4. The University of Mount Olive was the official host, with support from the Town of Cary, the GRSA and USA Baseball. ... The USA Ultimate Division I College Championships were held May 27-30 at WRAL Soccer Park. The event featured the top 20 men's teams and top 20 women's teams from throughout the U.S. Games were televised on ESPN3 and ESPNU. Host partners were Triangle Ultimate, CASL and GRSA. ... The



ACC Softball Championship was hosted by N.C. State at Dail Softball Stadium. Florida State won the title. ... The City of Raleigh hosted three NCHSAA spring state championship events – men’s individual tennis (at Millbrook Exchange and Cary Tennis Park), lacrosse (at WakeMed Soccer Park) and women’s soccer (at N.C. State). Raleigh hosts more than NCHSAA state championships (12) than any other city. The GRSA is a host partner. ... The Carolina Grand Slam, a USA Volleyball Junior Beach Tour stop, was held at the Southern Sand Volleyball Complex in Apex along with North Cary Park and Green Hope Elementary School Park. More than 140 teams participated. ... The 14<sup>th</sup> annual National Black Heritage Championship Swim Meet was held at the Triangle Aquatic Center in Cary. More than 600 swimmers competed. ... The final numbers are in for the 2016 Deep South Classic, and once again it proved to be a blockbuster event. The girls’ basketball showcase, which featured 488 teams in games played mostly at the Raleigh Convention Center, generated \$3.1 million in direct visitor spending and more than 9,000 hotel room-nights. ... The GRSA was present in Indianapolis for the NCAA’s Hosting Symposium, a one-day event for prospective bid cities interesting in hosting future NCAA championships from 2018-19 through 2021-22. Approximately 200 cities were represented. The upcoming bid process begins this summer. ... At the NCHSAA’s Annual Meeting in Chapel Hill, GRSA Executive Director Scott Dupree received the State Award for Outstanding Service, presented by the National Federation of State High School Associations.

## **PUBLIC RELATIONS**

In conjunction with the inaugural nonstop flight from Paris, France, to RDU International Airport on Delta Air Lines, the Communications Department hosted five French travel journalists and nine French tour operators on two separate familiarization tours of the Raleigh area. Thank you to all Wake County hospitality partners who participated in this tour – it was the first time to North Carolina for many of the attendees, and the Raleigh area was a perfect destination for an introduction to the state. These tours were held in partnership with the Economic Development Partnership of North Carolina. Raleigh and several partners are featured in the current issue of *SouthPark Magazine*, a monthly lifestyle publication reaching 40,000 readers in Charlotte’s affluent South Park area. The feature is the direct result of GRCVB public relations efforts to invite and host a writer on assignment for the magazine. The Communications Department hosted the *Toronto Star*’s travel editor Jennifer Bain in Raleigh in May; she was in the area exploring authentic Raleigh experiences.

## **SERVICES**

It was a strong month for our team in terms of partner engagement. On May 12, in conjunction with Raleigh Police Department and Wake County District Attorney’s Office, we hosted a hotel security meeting. Forty hotel partners along with GRCVB staff attended the presentation, which focused human trafficking awareness as well as general hotel security. As well, twice daily on three separate dates we conducted taxi driver training at RDU for RDU Taxi. As estimated 165 drivers completed those trainings with us. Later on May 24 we hosted the quarterly See For Yourself Tour with 26 attendees; the theme for this tour was “Raleigh’s Roots: Farm to Table Dining in Downtown.” Our services team also supported Sales and attended the Multicultural Stakeholders Reception held May 17, in addition to hosting three primary planning visits during the month (for The Wildlife Society, American Trucking Associations TMC Super Tech and Alpha Kappa Alpha). Julie attended the Society for Freshwater Science in Sacramento to conduct attendance promotion in advance of hosting the conference here in 2017. We continue to gain ground on our visitor inquiry fulfillment due to the advertising program Marketing facilitated with Travel Guides Free (now running ahead of forecast instead of running a



deficit). We're somewhat on hiatus with our delivery guide/map program due to the large drop-ship GRCVB engaged in with the arrival of the new Official Visitors Guides, but our numbers overall for this service are far ahead of last year at this time (it's a much used and appreciate service which we will continue in the new fiscal year).

## **MARKETING**

With board approval of the Bureau's new business plan and budget, the Marketing Department continued directing advertising media research and detailed planning for the 2016-2017 fiscal year and conducted a number of meetings or conference calls with the Bureau's advertising agencies as well as with individual media outlets. Department staff also participated in nearly 10 meetings relating to the research and full redesign of visitRaleigh.com, which is slated for completion next fiscal year. Video production continued with French/West/Vaughan and Remedy on a number of new video projects (22 in total this fiscal year). The department held an annual half-day retreat on May 16 and strategized and firmed up project concepts and more finite plans for the coming fiscal year. On May 19, the department conducted its Spring Marketing Update Meeting for all area hospitality industry partners at The Mayton Inn, downtown Cary's new boutique property. On May 24, director of marketing Jonathan Freeze, CDME, CHIA, and senior marketing manager Derek Allman, CHIA, attended the N.C. Travel Industry Association Legislative Reception in Raleigh, where they spoke with N.C. legislators about the economic impacts of tourism on the Raleigh area and the destination's marketing initiatives. In May, economic development organizations and key economic allies in Cary, Chapel Hill, Durham and Raleigh launched a positive messaging campaign, entitled "All Are Welcome Here," an open-source initiative which promotes the Research Triangle Region's commitment to inclusion, diversity and equality; GRCVB will integrate components of the campaign into its marketing materials and tactics used with Raleigh/Wake County visitors and clients. During the month, department staff reminded all area hotel partners of the TAG Approved accommodations program, which supports and promotes LGBT-welcoming hotels worldwide; maintaining international TAG Approved membership provides each hotel with an additional local listing, on visitRaleigh.com's LGBT Traveler section. Staff also asked area restaurants that would like to be recognized as LGBT-welcoming on visitRaleigh.com's LGBT Traveler section to tag their establishments with that coding in the destination database (PIXL). Expanding both types of listings on visitRaleigh.com will aid GRCVB in spreading "All Are Welcome Here" messaging and detailed tourism advice. Under GRCVB's advertising plan for the month of May, leisure- or VFR-related placements appeared on Travel Guides Free, tripadvisor.com and visitnc.com and in IndyWeek; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management*, *Sports Events* and *Sports Travel* and on sportscommissions.org and SBJ's websites; and meetings-related placements appeared in *M&C* and *The Meeting Professional* magazines, in a *Prevue* e-newsletter and on MPI's websites.



**VISITOR INDUSTRY STATISTICAL REPORT  
APRIL 2016  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from April '15	Wake County	North Carolina	United States
April 2016 Occupancy %	-3.3%	75.2%	70.8%	68.1%
April 2016 ADR	7.7%	\$103.75	\$101.50	\$123.14
April 2016 RevPAR	4.1%	\$78.04	\$71.82	\$83.89
2016 YTD Occupancy %	-3.1%	68.5%	61.4%	62.5%
2016 YTD ADR	6.4%	\$101.07	\$95.03	\$121.66
2016 YTD RevPAR	3.1%	\$69.26	\$58.38	\$76.08

*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: RDU International Airport-Stats lag by one month and reflect Calendar Year 2016.*

	APRIL 2016	2016 YTD	YTD% Change from 2015
Passenger Enplanements	433,993	1,123,061	+6.2%
Passenger Deplanements	443,979	1,119,393	+8.3%

**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	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	May 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room-Nights	18,703	103,351	112,640	-8.2%
Estimated Economic Impact	\$10,065,871	\$87,939,433	\$56,540,528	+55.5%
Number of Definite Bookings	23	261	176	+48.3



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	May 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room-Nights	62,076	773,397	336,765	+129.7%
Estimated Economic Impact	\$33,729,971	\$450,301,685	\$226,063,706	+99.2%
Number of Tentative Leads	87	1,103	517	+113.3%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	May 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room-Nights	1,000	125,346	98,947	+27%
Estimated Economic Impact	\$179,000	\$36,911,824	\$32,722,620	+13%
Number of Definite Bookings	2	66	70	-6.0%

**VISITOR SERVICES PRODUCTION**

	May 2016	FY 15/16 YTD	YTD% Chg from 15/16
# of Groups Serviced	57	483	+7.3%
# of Visitor Information Center visitors	1,076	9,825	-8.8%
# of Visitor Inquiries	566	5,086	+41.8%

**VISITOR GUIDE DELIVERY SERVICE TO PARTNERS**

*\*This is a new service that we have begun as of October 2014, % compared to first year month-end stats (also delivery service now includes both Official Visitor Guides and fold-out maps).*

	May 2016	2016 YTD	YTD % Chg from 15/16
Partners Serviced	4	600	+157.0%
Visitor Guides/ Maps Delivered	416	69,358	+168%

**(Delivery service now includes both visitor guides and destination guide/maps)**



### 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>				
Lenovo	4/3-6/17	1,823	1,400	\$1,289,591
Carolinas Roofing & Sheet Metal Contractors	1/22-24/19	290	140	\$152,964
<b>Totals (A)</b>		<b>2,113</b>	<b>1,540</b>	<b>\$1,442,556</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Dynamic Fall Baseball Showcase I	9/16-17/16	500	450	\$89,500
Dynamic Fall Baseball Showcase II	9/23-24/16	500	450	\$89,500
<b>SPORTS TOTAL (B)</b>		<b>1,000</b>	<b>900</b>	<b>\$179,000</b>
The Upledger Institute, Inc.	7/6-9/16	45	50	\$44,690
Capital Area Distributors	7/18-20/16	75	50	\$33,655
Town of Cary	8/26-28/16	284	300	\$1,115,575
Ray Price Harley Davidson	9/22/-25/16	412	300	\$1,363,083
International Bluegrass Music Association	9/29-10/2/16	13,000	5,000	\$4,972,758
Boy Scouts of America Southern Region	10/4-/16	164	100	\$104,070



<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
National At-Home Dad Network	10/6-10/16	160	200	\$175,077
Coalmarch Productions	12/6-9/16	75	50	\$37,218
UNC at Chapel Hill- School of Government	2/7-8/17	80	60	\$34,575
Hospitality Financial and Technology Professionals	2/23-25/17	202	100	\$95,430
The American Board of Anesthesiology, Inc.	3/5-9/17	207	45	\$54,752
The American Board of Anesthesiology, Inc.	3/19-23/17	207	45	\$54,752
The American Board of Anesthesiology, Inc.	4/2-6/17	207	45	\$64,448
The American Board of Anesthesiology, Inc.	4/23-28/17	207	45	\$64,448
The American Board of Anesthesiology, Inc.	5/14-18/17	207	45	\$64,448
The American Board of Anesthesiology, Inc.	6/4-8/17	207	45	\$64,448
The American Board of Anesthesiology, Inc.	6/25-30/17	207	45	\$64,448
The American Board of Anesthesiology, Inc.	9/10-15/17	207	45	\$64,448
The American Board of Anesthesiology, Inc.	9/24-28/17	207	45	\$54,032
NCSU Department of Computers	10/10-14/17	230	80	\$96,951
<b>Group Totals (C)</b>		<b>16,590</b>	<b>6,695</b>	<b>\$8,623,315</b>



Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Totals (A+B+C)</b>		<b>19,703</b>	<b>9,135</b>	<b>\$10,244,871</b>

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

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
NCAA Baseball Regional	6/3-6/16	1,100	10,000	\$424,150
<b>GROUP SALES</b>				
Central Life Sciences	8/15-18/16	170	47	\$44,138
Ceridian	10/15-20/16	183	75	\$80,393
Beth-El Churches of Christ, Inc.	10/17-22/16	52	500	\$103,599
Teen Cancer America	12/3-7/16	1,200	600	\$436,006
Funeral Directors & Morticians Association of NC	1/28-29/17	30	60	\$31,769
Funeral Directors & Morticians Association of NC	1/30/2017	10	60	\$8,328
North Carolina Pediatric Society	3/2/2017	30	60	\$19,128
Southeastern Doll Show	4/7/-8/17	30	200	\$38,389
Burroughs Wellcome Fund	4/28-29/17	45	500	\$76,598
Henderson Boyd Family Reunion	7/14-17/17	120	80	\$42,401
Original Sewing and Quilt Expo	7/17-22/17	437	3,500	\$879,213
Association of Personal Photograph Organizers	4/3-7/18	391	300	\$196,332
NC Funeral directors Association	5/20-23/18	158	200	\$98,724





	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
NC Pupil Transportation Association	6/24-28/18	1,445	600	\$333,795
Original Sewing and Quilt Expo	7/16-22/18	437	3,500	\$896,708
HPN Global	10/25-28/18	260	1,000	\$309,664
Campus Outreach	12/27/18-1/3/19	2,770	1,600	\$1,479,979
NC Funeral directors Association	5/20-23/19	158	200	\$85,763
Campus Outreach	12/27/19-1/3/20	2,770	1,600	\$1,506,451
Chi Eta Phi	3/18-21/20	250	250	\$129,869
IEEE	5/1-8/20	3,015	1,300	\$1,753,629
NC Veterinary Medical Association	11/4-7/20	1,250	900	\$549,671
Campus Outreach	12/27/20-1/3/21	2,770	1,600	\$1,642,003
<b>GRAND TOTAL</b>		<b>19,081</b>	<b>28,732</b>	<b>\$11,166,700</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
Rock 'n' Roll Raleigh Marathon & ½	3,700	18,000
<b>GROUP SALES</b>		
Dixon Family Reunion	50	100
Southeast Supercon	1,075	12,000
Southeastern Doll Show	30	200
<b>GROUP TOTAL</b>	<b>4,855</b>	<b>30,300</b>

### TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
NCAA Hosting Symposium	Indianapolis (May 4)
NCHSAA Annual Meeting	Chapel Hill (May 5)
N.C. Amateur Sports Hospitality Event	Durham (May 10)
GRSA Advisory Board Quarterly Meeting	Raleigh (May 11)
ACC Softball Championship	Raleigh (May 12-14)
NCSAA Men's Individual Tennis Championships	Raleigh, Cary (May 13-14)
Carolina Grand Slam Beach Volleyball	Apex, Cary (May 14-15)
NCHSAA Lacrosse State Championships	Cary (May 20-21)
ACC Baseball Championship	Durham (May 25)
NCAA Women's Lacrosse Championship	Philadelphia, PA (May 25-27)
USA Ultimate Division I College Championships	Raleigh (May 27-30)
NCAA Baseball Division II World Series	Cary (May 28-June 4)
NCHSAA Women's Soccer State Championships	Raleigh (May 28)
National Black Heritage Championship Swim Meet	Cary (May 28-29)
<b>GROUP SALES</b>	
Meeting Professionals International Carolinas Chapter Annual Meeting	Hilton Head, S.C. (May 9-11)
Meeting Professionals International Chicago Chapter Spring Education Meeting	Chicago, Ill. (May 10)
International Association of Exhibitions and Events D.C. Chapter Meeting	Washington, D.C. (May 13)
Potomac Chapter of Meeting Professionals International May Educational Experience	Washington, D.C. (May 19)



Event Name	Location (Dates)
Meeting Professionals International New England Monthly Meeting	Boston, Mass. (May 24)
Plan Your Meetings Austin	Austin, Texas (May 26)

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