



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MARCH 2009

WAKE COUNTY CAPSULE

For the first month of calendar year 2009 Wake County **hotel occupancy tax collections were down 11.4 percent** and **prepared food and beverage tax collections were up 15.7 percent** over 2008.

GROUP SALES

Nearly four million dollars worth of Definite Economic Impact was seen in the thirteen definite bookings brought in by the Group Sales team this month. These bookings show over nine thousand definite room nights for the Wake County area. Malinda Pettaway attended the Successful Meetings Tradeshow, bringing back four solid leads, with three more future leads for the pipeline. Kumi Anzalone attended Destinators DC, which hosted hundreds of qualified meeting planners looking for future venues. Eight solid leads with many future leads were acquired at this popular tradeshow. Stephen Jackson traveled to Boston to present proposals for the 2010 NACFIC conference, an RCC piece of business, which has decided to come to Raleigh. We are putting together an e-blast focused on local MPI-CC and AENC planners, reminding them we are here to aid in saving them both time and money in their planning ventures. Our major sales concentration is now focused locally and regionally.

SPORTS MARKETING

The **PONY Softball Fastpitch Nationals** are officially returning to Cary in July 2009, and this year's event will be significantly larger than last year's. The 2009 tournament will include two age brackets instead of one, as both the 14-U's and 12-U's will compete in Cary. Approximately 175 teams are expected (compared to 108 last year). Dates are July 24-31. The **Raleigh Convention Center** will host its second major sporting event, March 13-14, as the **Triangle Volleyball Club** brings the **Mid-Atlantic Power League** to the RCC. Twelve courts will be used and more than 50 teams from the Mid-Atlantic states are expected to compete. Raleigh will be the site of an **IronKids Triathlon Series** event on July 5. More than 600 kids (ages 6-15) will run, bike and swim through **NC State's Centennial Campus**. Raleigh will serve as the third stop of the new, eight-city series. The **NCAA Women's Basketball Raleigh Regional Local Organizing Committee** held its final meeting on Feb. 25. The LOC is putting the finishing touches on its various plans and programs in advance of the Regional, which is set for March 28-30 at the RBC Center. Four teams will travel to Raleigh to battle for a berth in the Women's Final Four the following weekend in St. Louis.

PUBLIC RELATIONS

The latest news about the Raleigh Convention Center and area meeting facilities, hotels and unique venues, along with destination coverage, was featured in **Convention South, Meetings and Conventions Magazine, Black Meetings and Tourism, N.C. Signature** and **Our State**. Ryan Smith attended the Governor's Conference on Travel and Tourism and had the opportunity to individually meet and pitch travel writers including: Diane Daniel (freelance), Lynn Seldon (freelance), Carolanne Roberts (Southern Living), Cindy Hatcher (Cooking Light) and Amber Nimocks (freelance).

SERVICES

A significant amount of our time in February was spent preparing for hosting Governor's Conference on Tourism. It was time well spent as the conference successfully came and went March 1-3 with over 500+ attendees. Despite weather challenges, the GRCVB sponsored opening night Tailgate Party was fun and well enjoyed by all. Our partners rose to the occasion well during the entire conference and the end result was that the NC Division of Tourism seemed very pleased and our peers from around the state left with a renewed vision of Greater Raleigh as



a destination. In the way of other business we supported one attendance promotion, hosted two major planning visits, supported the Sales team with two site tours, attended one hotel tour and a variety of partner meetings. Tammy represented our team at the Quarterly Hotels and Attractions meeting, and we joined with Sports Services to conduct a GRCVB and destination update to the Visitor Services team at RDU. Total conventions/ meetings/ sports groups serviced remain up by 24.5% although referral servicing are off this month. VIC numbers remain strong with year to date numbers as follows: total call volume = 6805, VIC visitors = 5777, email inquiries = 1128, phone inquiries = 554 and school requests = 103.

MARKETING

In February, the Marketing Department held Winter Marketing Meetings for local hotel and attraction partners; more than 20 attractions and 40 hotel partners attended the sessions, which focused on GRCVB services with meetings and sports attendees. The department also launched the Greater Raleigh ZSpotCard sales incentive program with downtown Raleigh hoteliers and hospitality business partners. The Greater Raleigh ZSpotCard, which hotel desks provide to leisure and business transient visitors, offers a variety of discounts in the immediate area and others throughout Greater Raleigh. GRCVB will launch the next wave of the program with Cary hotel clusters in March. The Marketing Department worked with ZSpotlight.com counterparts on co-branding and soon re-launching an improved ZSpotCard website for promotion with the discount cardholders. Other microsites, covering multicultural niches, are also under development for visitRaleigh.com. Under publication news, a new Raleighwide Discovery Guide with calendar of events covering March-June is now in distribution, and the next Official Visitors Guide for Greater Raleigh will go into distribution in late March. February 13 saw the official launch of R-LINE, the free downtown circulator service in downtown Raleigh, and information about the service was immediately incorporated into visitRaleigh.com as well as other visitor marketing communications, such as route map guides. Under advertising, GRCVB ran a leisure-related ad in *Our State* magazine and a meetings-related ad in the *Successful Meetings South* e-newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT
FEBRUARY 2009
HOTEL OCCUPANCY PRODUCTION**

| | Chg from Jan 08 | Wake County | North Carolina | United States |
|----------------------|-----------------|-------------|----------------|---------------|
| Jan 2009 Occupancy % | -14.2% | 46.3% | 40.7% | 45.9% |
| Jan 2009 ADR | -3.2% | \$84.87 | \$76.05 | \$100.66 |
| Jan 2009 RevPAR | -16.9% | \$39.28 | \$30.94 | \$46.24 |
| 2009 YTD Occupancy % | -14.2% | 46.3% | 40.7% | 45.9% |
| 2009 YTD ADR | -3.2% | \$84.87 | \$76.05 | \$100.66 |
| 2009 YTD RevPAR | -16.9% | \$39.28 | \$30.94 | \$46.24 |

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

| | January 2009 | 2009 YTD | YTD% Chg from 2008 |
|------------------------|--------------|----------|--------------------|
| Passenger Enplanements | 301,606 | 301,606 | -12.5% |
| Passenger Deplanements | 316,298 | 316,298 | -11.6% |

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 | | | 154 |
| At RCC (Tentative) | - | 1 | 10 | 17 | 11 | 7 | 7 | 4 | 1 | - | - | - | - | - | - | - | 58 |

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

| | February 2009 | YTD | 08/09 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|---------------|------------|----------------|-------------------------|
| Total Room Nights | 9414 | 105,744 | 66,496 | +59% |
| Estimated Economic Impact | \$3,828,158 | 63,958,783 | 33,333,336 | +90% |
| Number of Definite Bookings | 13 | 140 | 208 | -32% |

FY runs June 08-June 09

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

| | February 2009 | YTD | 08/09 YTD Goal | Fiscal YTD +/- Variance |
|---------------------------|---------------|---------------|----------------|-------------------------|
| Total Room Nights | 27,683 | 267,311 | 188,568 | +42% |
| Estimated Economic Impact | \$23,602,074 | \$160,267,209 | \$143,336,000 | +11% |
| Number of Tentative Leads | 33 | 366 | 320 | +14% |

FY runs June 08-June 09



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

| | February 2009 | YTD | 08/09 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|---------------|--------------|----------------|-------------------------|
| Total Room Nights | 14,904 | 93,743 | 61,364 | + 53% |
| Estimated Econ Impact | \$3,915,416 | \$24,345,269 | \$20,000,000 | + 22% |
| Number of Definite Bookings | 5 | 46 | 43 | + 7% |

VISITOR SERVICES PRODUCTION

| | February 2009 | FY 08/09 YTD | YTD% Chg from 07/08 |
|-------------------------|---------------|--------------|---------------------|
| Number of Groups Served | 25 | 264 | +24.5% |

CONVENTION CENTER DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|--|---------------|-------------------|------------------|--------------------|
| MidAtlantic Power League Volleyball | 3/13-14/09 | 1,000 | 1,800 | \$269,000 |
| SPORTS TOTAL (A) | | 1,000 | 1,800 | \$269,000 |
| \$Queens Together 2009 | 4/2-5/09 | 1,230 | 2,500 | \$951,030 |
| US Army Chaplain Annual Sustainment Training Area IV | 6/7-10/09 | 1,050 | 400 | \$260,100 |
| US-Korea Conference on Science, Technology, and Entrepreneurship | 7/15-19/09 | 2,800 | 1,000 | \$787,200 |
| IBSA 2010 Summer Meeting | 9/2-4/09 | 325 | 400 | \$128,895 |
| Affordable Housing Conference | 11/3-4/09 | 160 | 700 | \$103,650 |
| IBSA 2010 Summer Meeting | 9/14-17/10 | 325 | 400 | \$155,805 |
| National Assn for Health Care Recruitment Annual | 7/9-17/11 | 1,360 | 500 | \$501,360 |
| GROUP TOTAL (B) | | 7,250 | 5,900 | \$2,888,040 |

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|--|---------------|-------------------|------------------|--------------------|
| 2009 PONY Softball Nationals | 7/24-31/09 | 9,500 | 5,000 | \$2,760,500 |
| 2009 IronKids Triathlon | 7/05/09 | 1,000 | 1,600 | \$239,000 |
| 2009 NCAA Baseball II Champ. | 5/23-30/09 | 1,904 | 400 | \$363,416 |
| 2009 Mid-Atlantic Power League | 3/13-14/09 | 1,000 | 1,800 | \$269,000 |
| USA Baseball Nat'l Team Ident. | 9/18-20/09 | 1,500 | 1,000 | \$283,500 |
| SPORTS TOTALS (C) | | 14,904 | 9,800 | \$3,915,416 |
| NC Society of Accountants | 11/1-3/09 | 24 | 65 | \$17,946 |
| NC Society for Clinical Laboratory Meeting | 3/23-26/10 | 299 | 325 | \$139,269 |
| NC State Bar Quarterly Meeting | 1/12-15/10 | 136 | 150 | \$66,516 |



| | | | | |
|--------------------------------|-------------|---------------|---------------|--------------------|
| NC State Bar Quarterly Meeting | 4/13-16/10 | 136 | 150 | \$66,516 |
| NC State Bar Quarterly Meeting | 10/26-29/10 | 136 | 150 | \$66,516 |
| NHL Booster Club Convention | 8/1-7/11 | 905 | 400 | \$314,355 |
| GROUP TOTAL (D) | | 1,636 | 1,240 | \$671,118 |
| GRAND TOTAL (A+B+C+D) | | 27,790 | 18,740 | \$7,743,574 |

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

| Group Name | Dates | Total Room Nights | Attendance | Estimated Economic Impact |
|--|----------------|--------------------------|-------------------|----------------------------------|
| SPORTS MARKETING | 0 | 0 | 0 | 0 |
| GROUP SALES | | | | |
| NC National Guard | 3/14-3/15/09 | 3,000 | 30 | \$352,710 |
| Shaw University Annual Ministries Conference | 3/16-19/09 | 90 | 50 | \$27,810 |
| CEG - Builders Partnership Conference | 4/27-5/1/09 | 640 | 175 | \$154,860 |
| AC Moore Leadership Meeting | 5/27-28/09 | 58 | 55 | \$19,482 |
| Transportation Research Board Mid-Year Signal System Committee | 7/19-21/09 | 80 | 52 | \$26,202 |
| NC State Board of Elections | 8/31-9/2/09 | 600 | 350 | \$150,300 |
| UKTI US Annual Conference | 10/28-30/09 | 300 | 200 | \$81,000 |
| Meet Ecuador 2009 | 10/28-28/09 | 50 | 150 | \$23,250 |
| AME Zion Central NC Annual Conference | 11/6 -8/09 | 500 | 1,200 | \$759,000 |
| Jones Family Reunion | 11/6 -8/09 | 200 | 200 | \$69,600 |
| Association of Self Advocates of NC | 3/25-28/10 | 500 | 500 | \$205,005 |
| wef - Odors & Air Emissions Conference | 3/27-31/10 | 500 | 350 | \$209,100 |
| Garden Club of NC | 4/24-26/10 | 75 | 200 | \$58,275 |
| National Society of Blacks in Engineers | 11/18-11/21/10 | 415 | 900 | \$341,565 |
| American Assn of Motor Vehicle Administrators | 12/2-5/10 | 108 | 50 | \$24,948 |
| WEF - CSSC | 4/30-5/4/11 | 850 | 500 | \$301,650 |
| American Assn of Motor Vehicle Administrators | 6/2-10/11 | 1,742 | 550 | \$589,602 |
| NC Community College Systems- Basic Skills Conference | 8/1-8/5/11 | 830 | 1,000 | \$472,530 |
| Environmental Mutagen Society | 10/18-25/12 | 1,215 | 750 | \$649,215 |
| Mathematical Association of America | 8/3-10/14 | 3,775 | 1,300 | \$1,322,475 |
| NARFE National Convention | 8/18-29/14 | 3,914 | 1,800 | \$2,255,484 |
| National Association of Campus Activities | 10/8-12/14 | 1,090 | 900 | \$518,550 |
| GRAND TOTAL | | 20,532 | 11,262 | \$8,612,613 |



SITE VISITS

| Group Name | Total Room Nights | Total Attendance |
|--|-------------------|------------------|
| SPORTS MARKETING | | |
| North American Chinese Basketball Association | 900 | 1,500 |
| 2009 NCAA Division II Baseball Championship | 1,904 | 400 |
| IronKids Triathlon | 1,000 | 1,600 |
| SPORTS TOTAL | 3,804 | 3,500 |
| GROUP SALES | | |
| GSK | n/a | n/a |
| International Foodservice Distributors Association | 2,061 | 1,750 |
| International World Wide Web Conference | 3,440 | 1,100 |
| Lott Carey | 4,150 | 3,750 |
| Society for Investigative Dermatology | 2,142 | 1,500 |
| GROUP TOTAL | 11,793 | 8,100 |

TRADESHOW & EVENTS

| Event Name | Location (Dates) |
|--|---|
| SPORTS MARKETING | |
| NCAA Gymnastics Regional LOC Meeting | Raleigh (Feb. 5) |
| Krispy Kreme Challenge | Raleigh (Feb. 7) |
| Sports Council Evening of Champions Committee Mtg. | Raleigh (Feb. 16) |
| Sports Council Quarterly Meeting | Raleigh (Feb. 17) |
| GRCVB Hotel Quarterly Marketing Update | Raleigh (Feb. 23) |
| NCAA Women's Basketball LOC Meeting | Raleigh (Feb. 25) |
| GRCVB Sports/Sales Client Event | Raleigh (Feb. 26) |
| GROUP SALES | |
| NASFiC Event Visit/Providence RI | Boston, MA and Providence, RI (Feb. 12) |
| Association Executives of NC Chapter Meeting | Raleigh (Feb. 13) |
| Successful Meetings University- Tradeshow | Atlanta, GA (Feb. 22-25) |
| NC SGMP Chapter and Board Meeting | Raleigh (Feb. 11) |
| MPI Triangle Dream Team | Wake Forest (Feb. 17) |
| GSK Site Tour | Raleigh (Feb. 23) |
| PMPI Chapter Event | Rockville, MD (Feb. 5) |
| AMP's Chapter Event | Washington DC (Feb. 10) |
| PMPI Chapter Event | Washington DC (Feb. 18) |
| CVB Reps Quarterly Meeting | Washington DC (Feb. 18) |
| ASAE Great Ideas Conference | Miami FL (Feb. 20-23) |
| Association of Convention Sales & Marketing Executives Annual Conference | Washington DC (Feb. 24-25) |
| DMAI Foundation Dinner | Washington DC (Feb. 25) |
| Destinations Showcase Tradeshow | Washington DC (Feb. 26) |