



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MARCH 2010

WAKE COUNTY CAPSULE

For the first month of calendar year 2010, Wake County **hotel occupancy tax collections were up 2.7 percent** and **prepared food and beverage tax collections were down 14.4 percent** over 2009.

GROUP SALES

A total of 53 leads were sent out to the Wake County hotels from our department, a 20% increase over January numbers. As well, over \$5 million dollars in economic impact will be added to the area hotel revenues from the definite groups booked in February. Malinda Pettaway and Loretta Yingling attended the North Carolina Emerging Issues Conference, held at the Raleigh Convention Center February 8-10. Malinda traveled to Atlanta to participate in the Georgia Chapter MPI Meetings Exploration Conference and Tradeshow. Kumi Anzalone, along with area partners from the Raleigh Convention Center and Raleigh Marriott City Center, exhibited at Destination Showcase in Washington DC. They gathered more than a dozen viable leads for the sales team to follow up on, proving Greater Raleigh is on the Radar! Kumi and the Raleigh Marriott City Center also hosted a luncheon for seven members of Courtesy Associates sales team, educating them on what our great area has to offer.

SPORTS MARKETING

The Carolina Hurricanes have submitted a formal bid to host the NHL's All-Star Weekend in 2011, 2012 or 2013, and the league is expected to make a decision this month. The Town of Cary, an NCAA Championship City, submitted bids in February to host several future NCAA championships, including the 2011-13 College Cups (soccer), the 2012-13 Division II Baseball World Series, and the 2012-13 Division I Women's Lacrosse Final Four. For the second consecutive year, the Raleigh Convention Center became the hub for volleyball on the East Coast, as 113 teams traveled to the Capital City for the Mid-Atlantic Power League Tournament, hosted by the Triangle Volleyball Club. Twenty courts were installed in the center's exhibit hall during the weekend of Feb. 5-7. More than 1,200 teenage girls and their families generated more than \$300,000 in direct visitor spending. Other major events in February included the Krispy Kreme Challenge (with 6,000 registered runners) in downtown Raleigh and the NCHSAA Swimming State Championships (with more than 1,600 athletes) at the Triangle Aquatic Center in Cary. The GRCVB's Jason Philbeck attended the U.S. Youth Soccer Annual Workshop in Fort Worth, Texas. The Greater Raleigh CVB earned a Readers' Choice Award from SportsEvents Magazine as one of the "Places to Watch" in 2010. The magazine described the winners as "the best of the sports-friendly destinations and venues." There were a total of 56 winners (including CVBs, sports commissions, venues and facilities.) The Greater Raleigh CVB was the only winner from the state of North Carolina.

PUBLIC RELATIONS

The Communications Department is excited to report many positive media placements for Wake County hospitality partners as a result of pro-active pitching. Two articles highlighting the Raleigh



Convention Center and the meetings market in the Greater Raleigh area were published in *Connect Magazine* and *PCMA Convene*. Big Ed's City Market and Chatham Hill Winery were featured in separate stories in the March Edition of *Southern Living*. This is the second month in a row that this national leisure publication has covered the Raleigh area. A travel writer from Air Tran's *Go Magazine* was in the Raleigh area, a big thank you to The Umstead Hotel and Spa and the Sheraton Raleigh Hotel for providing accommodations. A press release was distributed to national meeting trade publications highlighting the Bureau and the Raleigh Convention Center's discussion of best practices at the annual meeting of the Association for Convention Sales and Marketing Executives, February 23-24, in Washington, D.C. The Communications Department continues to pro-actively pitch leisure stories and museum mania, including the opening of the NC Museum of Art and several upcoming special exhibitions at the NC Museum of History and the NC Museum of Natural Sciences, to regional and national leisure journalists and publications.

SERVICES

In terms of larger conventions, February was a solid month for us hosting the 25th Anniversary Institute for Emerging Issues (1200 attendees), Council for Economic Development's BioTech 2010 (800 attendees) and Human Right's Campaign Annual Gala (1500 attendees). Overall our servicing numbers year to date are remaining strong and we are 9% over this time last year. The VIC had another great month with 1150 total inquiries fulfilled, including 686 for the "Get Off Your County Seat" campaign which continues to generate strong interest. VIC walk in visitors were 474 for February. It was a quieter month for our Ambassadors, and despite several bouts of bad weather our volunteers generated 58.5 hours to the VIC, sports events and conventions. We continue to be heavily involved in prep efforts for Omega Psi Phi for July 2010, and based upon interest levels of our planners, we looking forward to an exceedingly busy spring and summer.

MARKETING

Wake County hospitality partners can continue to take advantage of opportunities for showcasing their businesses (1) in Visit Raleigh, the Official Visitors Guide to Raleigh, Cary and Wake County (ad sales close on April 15) and (2) on video.visitraleigh.com, the Bureau's video gallery marketed to visitors and group planners (produced by Raleigh-based Triangle Blvd). In early February, Marketing Department staff met with GRCVB's creative agency OddFellows Marketing & Design for project planning into the upcoming fiscal year. Marketing, Sales and Services staff also met on February 5 with members of the Bureau's Marketing Advisory Board focusing on African-American heritage and meetings; work is underway on an African-American travel microsite as well as more customized outreach to arriving and prospective convention and meeting groups. Marketing and communications staff planned and executed a redesign of the monthly Events Watch e-newsletter for leisure visitors. On February 19, Marketing staff participated in a sneak preview tour of the North Carolina Museum of Art, which will hold a grand opening for its re-imagined campus on April 24-25. Recent additions to the Greater Raleigh video gallery included clips about area nightlife and the Town of Cary.



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

	Chg from Jan 09	Wake County	North Carolina	United States
Jan 2010 Occupancy %	+4.4%	48.0%	40.2%	45.1%
Jan 2010 ADR	-6.9%	\$79.05	\$72.07	\$93.93
Jan 2010 RevPar	-2.9%	\$37.97	\$28.98	\$42.35
2010 YTD Occupancy %	+4.4%	48.0%	40.2%	45.1%
2010 YTD ADR	-6.9%	\$79.05	\$72.07	\$93.93
2010 YTD RevPar	-2.9%	\$37.97	\$28.98	\$42.35

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 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	309,390	309,390	2.6%
Passenger Deplanements	319,589	319,589	1.0%

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	42	27	22	11	7	4	2	3	1	1	1	1	0	1	182
At RCC (Tentative)			6	13	8	13	9	3	1								53

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	February 2010	YTD	09.10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	5,761	84,533	70,000	+21%
Estimated Economic Impact	5,391,993	49,443,570	35,333,328	+40%
Number of Definite Bookings	13	125	112	+12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	February 2010	YTD	09.10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	33,009	196,299	213,328	-9%
Estimated Economic Impact	21,195,909	114,32,036	144,664	-8%
Number of Tentative Leads	53	281	336	-8%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	February 2010	YTD	09.10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,980	75,070	61,336	+ 22%
Estimated Econ Impact	\$1,326,720	\$22,806,802	\$20,001,000	+ 14%
Number of Definite Bookings	8	47	43	+ 9%

VISITOR SERVICES PRODUCTION

	February 2010	FY 09.10 YTD	YTD% Chg from 08.09
Number of Groups Served	35	252	+9.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Blue Cross Blue Shield	2/24-26/10	306	300	\$ 70,686.00
Democratic Governor's Association	4/6-7/10	150	150	\$ 36,990.00
Future Business Leaders of America-NC	4/5-9/11	1,190	2,500	\$1,169,238.00
Future Business Leaders of America-NC	4/17-21/12	1,190	2,500	\$1,169,238.00
TOTAL (A)		2,836	5,450	\$2,446,152.00

GROUP SALES.SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Cary Duathlon Series	3/20-21/10	400	500	\$68,100
Knightdale Mayor's Cup	3/26-28/10	200	600	\$75,300
Raleigh Rocks Half-Marathon	3/26-28/10	350	2,500	\$339,900
Oak City Classic Amateur Boxing	4/23-25/10	30	100	\$12,170
Town of Garner 5K	5/8-9/10	200	1,200	\$95,800
BASF Smile Train Triathlon	6/26-27/10	400	1,050	\$103,850
ISA Softball Adult Men's NIT	7/30-8/1/10	400	600	\$113,600
USA Baseball Nat'l ID Series	9/8-14/10	2,000	1,300	\$518,000
SPORTS TOTALS (B)		3,980	7,850	\$1,326,720
North Carolina Association for Medical Equipment Services	3/19-20/10	12	50	\$ 7,218.00
N.C. Division Vocational Rehabilitation Services	3/22-24/10	60	60	\$18,540.00
Jenkins.Butler Wedding	4/9-11/10	40	100	\$ 27,960.00
Sutton & Associates	4/12-14/10	1,725	2,000	\$544,725.00



Management Success	4/24-25/10	23	50	\$14,673.00
Stephen Jackson	7/3-4/10	60	100	\$ 27,900.00
Independent Weekly	9/9-11/10	300	5,600	\$1,999,800.00
CMC Inc.	7/17-24/11	700	275	\$ 305,025.00
TOTAL GROUP (C)		2,920	8,225	\$ 2,945,841.00
Total (A+B+C)		9,736	21,525	\$ 6,718,713.00

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2010 AAU Golf Nationals	7/25-28/10	400	350	\$100,000
2010 NCAA DII Cross Country Regional	11/19-20/10	400	600	\$130,000
14 NCAA Championships (Submitted by Town of Cary & GRCVB)	Multiple	TBD	TBD	TBD
GROUP SALES				
NC Division of Aging-DAAS	5/4-5/10	15	60	\$8,730
NC Division of Aging-Adult Day Services Network	11/2-5/10	120	100	\$48,780
Meeting Professionals International Carolina's Chapter	1/20-21/11, 3/17-18/11, 5/22-23/11, 7/14-15/11, 9/15-16/11, 11/17-18/11	110	150	\$37,185
National Association for College Admission Counseling	3/11-12/11	25	2,625	\$311,145
Meeting Management Associates	3/26 - 4/1/11	965	250	\$240,465
Alliance of NC Black Public Officials	4/20-24/11	167	150	\$68,997
COOLJC	7/17-24/11	3,034	6,000	\$6,255,429
Energetics Incorporated	8/15-26/11	7,100	3,500	\$4,085,400
Southern Regional AHEC-SENSES Conference	11/3-5/11	121	150	\$49,011
NC Assn for the Education of young children	9/12-15/12	1,215	3,000	\$1,117,800
Net Impact	10/25-27/12	4,000	4,500	\$1,626,000
NC Assn for the Education of young children	9/11-14/13	1,215	3,000	\$1,117,800
National Center for State Courts	9/12-20/15	5,089	3,000	\$2,579,559
GRAND TOTAL		\$23,976	\$27,435	\$17,596,301

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
No site visits this month		
GROUP SALES		
National Association for College Admission Counseling	25	2,625
Global Commercial Excellence	965	250
EPRI - Continuous Emissions Monitoring User Group	1,095	600
GROUP TOTAL	2,085	3,475

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Krispy Kreme Challenge	Raleigh (Feb. 6)
Mid-Atlantic Power League Volleyball	Raleigh (Feb. 6-7)
NCHSAA State Swimming Championships	Cary (Feb. 11-15)
Sports Council Evening of Champions	Cary (Feb. 23)
U.S. Youth Soccer Annual Workshop	Ft. Worth, Texas (Feb. 25-27)
GROUP SALES	
PMPI Leadership Training/Member Recruitment Event	Arlington, VA (Feb .3.)
PMPI Monthly Educational Event	Washington DC (Feb .4)
Emerging Issues Conference	Raleigh, NC (Feb.8)
NC Society of Government Meeting Professionals	Cary, NC (Feb .10)
Georgia chapter of MPI/Meetings Exploration Conference	Atlanta, GA (Feb .10-12)
PMPI Board Meeting	Washington DC (Feb .18)
Association Executives of NC	Raleigh, NC (Feb .19)
Association of Convention Sales & Marketing Executives	Washington DC (Feb .23-24)
Destinations Showcase	Washington DC (Feb .25)
Courtesy Associates Sales Appointment/Lunch	Washington DC (Feb .26)