



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MARCH 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 14.6 percent** for January 2011 compared to January 2010 and **prepared food and beverage tax collections were up 6.5 percent** for during the same period.

### GROUP SALES

The GRCVB Group Sales Team has powered through the month of February, bringing 54 leads totaling 43,259 room nights and over \$31 million dollars in economic impact to the table. The business booked in Wake County by the Sales team totaled 18 definites, with 6,442 room nights and \$4,438,316 in economic impact. Kumi Anzalone, Regional Director of National Accounts and Malinda Pettaway, Associate Director of Sales, both earned the title of Certified Meeting Planner, (CMP), a prestigious industry title. CONGRATS, ladies! Loretta Yingling attended AENC Board meeting and membership luncheon, as well as the NC SGMP Chapter Meeting. Jana Rae Oliver, Director of Sales, made a sales call in Denver, Colorado to the American Cheese Society, convincing them to host their 2012 Competition and Conference in Raleigh. Kumi Anzalone, along with RCC Sales Manager Mara Craft, attended Green Meetings Industry Council Sustainability Conference. Ms. Anzalone also exhibited at the DMAI Destinations Showcase tradeshow in Washington, DC.

### SPORTS MARKETING

The final numbers are in for 2011 NHL All-Star Weekend are in, and they are impressive. The GRCVB announced that All-Star Weekend generated an estimated \$11.4 million in direct visitor spending in Wake County. In addition, the event delivered \$49 million in ad-equivalency media value for Greater Raleigh, according to the San Francisco-based Meltwater News, which researched and calculated the media report. February event highlights included the Krispy Kreme Challenge, the NCHSAA State Swimming & Diving Championships, and the N.C. State Scholastic Chess Championship, which was held at the Raleigh Convention Center. Assisted bookings in February included the 2011 Black Heritage National Championship Swim Meet, which is set for May 28-29 at the Triangle Aquatic Center in Cary. More than 800 swimmers are expected for the event, which will create about 1,400 hotel room nights and \$594,000 in direct visitor spending. The Senior Softball USA Eastern Nationals is confirmed and officially set for Aug. 2-7 at Walnut Creek Softball Complex in Raleigh. More than 50 teams from throughout the eastern U.S. are expected. The GRCVB and the Capital Area Soccer League have reached an agreement on a three-year extension for the CASL visitRaleigh.com National Soccer Series (NSS). In the first three years of the NSS agreement, the youth soccer tournaments generated more than \$26 million in direct visitor spending and almost 90,000 hotel room nights.

### 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. The Raleigh area, as well as numerous hospitality partners, were featured in the March editions of *Smart Meetings Magazine* in a story titled 'Shifting into High Gear' discussing how North Carolina is a meeting planner's dream destination,



*Association News* which also highlighted destinations throughout the state in a six-page feature article, and in Frontier Airline's Official In-flight Magazine, *Wild Blue Yonder*, which featured the Raleigh-Durham area including things to do, places to stay, where to dine and more. The N.C. Museum of Art was also featured in an article in *Group Travel Leader* highlighting "'Quirky' New Museum Architecture." The Communications Department welcomed freelance journalists **Isabelle Esteves, Annette Thompson and Lynn and Cele Seldon** to the Raleigh area for individual media visits. The visiting journalists were researching the area for story ideas on the culinary, art, history and cultural scene of our area. Thank you to all partners that were involved in hosting these journalists. Press releases were distributed to local media, as well as meeting and sports trade publications on the launch of the new **visitRaleigh.com mobile site** and the direct visitor spending figures of the **NHL All Star Game and Weekend**.

## SERVICES

February production was significant for us on both sides of our Services team. On the groups' side of things, we are up 11% over where we were a year ago for total groups serviced. We believe this is due to two factors – the local group business is strong, and we are able to service more due to the addition of Gray Henderson (Services Coordinator) to our team. Gray joined us in January, and among his other roles he is also involved in servicing referral groups. He is an awesome addition to our team! On the VIC side of things, activity maintains strong: 820 walk in visitors, 784 inquiries; also our Ambassadors worked a total of 57.25 hours in the VIC and with our events. The balance of our time this month has been working on prep for our spring groups, working through some reorganization of our department process with Gray's arrival, and incorporating our future plans into GRCVB's 2011- 2012 Budget and Business Plan.

## MARKETING

Production continued in February for the Official Visitors Guide, with hotel forms being distributed, editorial copy being planned and written and advertising space being sold at a quickened pace. Local partners interested in advertising should reserve space by April 12, so that the guide will be ready for distribution in June. The Bureau launched a visitRaleigh.com mobile website, which is designed to be fast-loading, efficient and compatible with all smart phones; locals and visitors can check it out by typing visitRaleigh.com into their phone's browser. At the end of the month, the Bureau unveiled the newest page on visitRaleigh.com, a Sustainable Tourism webpage filled with "green" facts and resources about the Raleigh area for use by convention and meeting planners and visitors (<http://www.visitRaleigh.com/green/>). It is hoped that the new webpage will be a jumping-off point for further reading and discussion, as Bureau staff highlight the destination's green practices more and more during Sales and Services processes with interested groups. Two new videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): one on Raleigh's historic neighborhoods and one featuring Raleigh meeting planner feedback. The Marketing Department also announced its quarterly update meeting for local attractions and hotels, to be held March 23, in the newly renovated Wachovia IMAX Theatre at Marbles Kids Museum. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media, and banner ads ran on the "About NC" Journey on visitnc.com to attract leisure interest and visitation. A meetings-oriented sponsorship appeared on the Meetings Media webinar held on February 23.



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

	<b>Chg from Jan 10</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>
Jan. 2011 Occupancy %	+7.0%	51.6%	42.8%	47.7%
Jan. 2011 ADR	+3.7%	\$81.55	\$74.89	\$96.64
Jan. 2011 RevPar	+11.0%	\$42.10	\$32.07	\$46.10
2011 YTD Occupancy %	+7.0%	51.6%	42.8%	47.7%
2011 YTD ADR	+3.7%	\$81.55	\$74.89	\$96.64
2011 YTD RevPar	+11.0%	\$42.10	\$32.07	\$46.10

*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>January 2011</b>	<b>2011 YTD</b>	<b>YTD% Chg from 2010</b>
Passenger Enplanements	314,296	314,296	1.6%
Passenger Deplanements	330,267	330,267	3.3%

**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	55	29	11	9	6	4	4	1	1	1	1	0	1	232
At RCC (Tentative)			7	17	10	11	5	4	2	2	2	2					52

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	<b>February 2011</b>	<b>YTD</b>	<b>10/11 YTD Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	6,442	77,599	70,000	+10%
Estimated Economic Impact	\$4,438,316	\$43,344,380	\$35,333,333	+21%
Number of Definite Bookings	18	146	112	+28%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>February 2011</b>	<b>YTD</b>	<b>10/11 YTD Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	43,259	204,238	213,328	-4%
Estimated Economic Impact	\$31,629,990	\$139,653,302	\$144,664,666	-2%
Number of Tentative Leads	54	328	333	-1%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>February 2011</b>	<b>YTD</b>	<b>10/11 YTD Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	1,575	100,057	61,364	+ 63%
Estimated Econ Impact	\$684,925	\$42,118,860	\$20,010,000	+ 110%
Number of Definite Bookings	2	44	43	+2.0%

**VISITOR SERVICES PRODUCTION**

	<b>February 2011</b>	<b>FY 10/11 YTD</b>	<b>YTD% Chg from 09-10</b>
Number of Groups Served	43	278	+11.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
Rockwell Automation	3/2-30/11	216	400	\$201,996
Gold Standard Accommodations	5/3-6/11	800	1,100	\$430,500
Independent Builders Supply Association	8/3 -2/11	325	400	\$155,805
Helms Briscoe	8/26-28/11	1,265	5,000	\$2,310,560
International Workers Compensation Foundation	10/9-12/12	665	700	\$301,035
International Workers Compensation Foundation	10/8-11/13	665	700	\$301,035
<b>TOTAL (A)</b>		<b>3,936</b>	<b>8,300</b>	<b>\$3,700,931</b>

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

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
Butterfly Cary Cup Table Tennis	3/18-20/11	175	400	\$90,325
Black Heritage National Swim	5/27-29/11	1,400	2,500	\$594,600
<b>SPORTS TOTALS (B)</b>		<b>1,575</b>	<b>2,900</b>	<b>\$684,925</b>
USSOCOM Care Coalition Recovery Program	3/11-13/11	22	11	\$5,082
The Society of Naval Architects and Marine Engineers	3/14-16/11	36	20	\$8,784
National Society for Histotechnology	3/25-27/11	35	75	\$20,955



Legal Aid of NC	4/3-6/11	40	50	\$21,525
NC League of Municipalities	4/13-15/11	60	30	\$13,860
NC Gospel Announcers Guild	5/4-8/11	130	200	\$100,230
The Johnson Meetings	5/15-19/11	82	38	\$18,942
NC Hospitality Education Foundation	6/5-7/11	60	200	\$48,960
Kapp/Muto Wedding	7/29-31/11	100	325	\$87,450
Utah State University- University Inn & Conference Center	10/25-28/11	335	350	\$147,585
American Student Dental Assn.	10/28-30/11	142	125	\$50,820
Christian Church Disciples of Christ	4/27-29/12	228	800	\$213,192
<b>TOTAL GROUP (C)</b>		<b>1,270</b>	<b>2,224</b>	<b>\$737,385</b>
<b>Total (A+B+C)</b>		<b>6,781</b>	<b>13,424</b>	<b>\$5,123,241</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>				
Black Heritage National Swim	2011-12-13	1,400	2,500	\$594,600
<b>GROUP SALES</b>				
Legal Aid of NC	4/3-6/11	40	50	\$21,525
NC Gospel Announcers Guild	5/4-8/11	130	200	\$100,230
Council of Chief State School Officers	5/15-19/11	424	175	\$94,668
Office of State Personnel	9/25-28/11	130	125	\$56,355
Queens of Chrome	10/14-16/11	200	600	\$163,200
ROMA Revisited Training	10/16-19/11	610	500	\$236,382
Supreme Council of America Ancient and Scottish	1/12-14/12	325	200	121,875
MPI-CC Chapter Meeting	1/18-20/12	110	150	\$37,110
Sciquest	1/27-2/2/12	1,588	500	\$378,060
MPI-CC Chapter Meeting	3/14-16/12	110	150	\$37,110
MPI-CC Annual Meeting	5/15-18/12	360	150	\$83,160
MPI-CC Chapter Meeting	7/11-13/12	110	150	\$37,100
Christian Counseling and Educational Foundation	9/5-9/12	965	1,600	\$1,153,065
MPI-CC Chapter Meeting	9/12-14/12	110	150	\$37,100
MPI-CC Chapter Meeting	11/14-16/12	110	150	\$37,100
Department of Veteran Affairs Voluntary Services	3/5-9/13	710	350	\$303,240
National Association of Government Webmasters	9/17-20/13	760	200	\$175,560



International Society of Asphalt Pavements	6/1-6/14	1,800	500	\$532,800
<b>GRAND TOTAL</b>		<b>8,592</b>	<b>5,900</b>	<b>\$3,605,640</b>

**SITE VISITS**

<b>Group Name</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>SPORTS MARKETING</b>		
2011 Pop Warner Southeast Regional Football & Cheer	2,850	\$1,266,150
2012 USA Gymnastics Region Men's Junior Olympics	1,450	\$321,550
<b>GROUP SALES</b>		
<b>GROUP TOTAL</b>	<b>4,300</b>	<b>\$1,587,700</b>

**TRADESHOW & EVENTS**

<b>Event Name</b>	<b>Location (Dates)</b>
<b>SPORTS MARKETING</b>	
N.C. Sports Association Executive Committee Mtg.	Raleigh (Feb. 1)
NHL All-Star LOC Final Meeting	Raleigh (Feb. 2)
Kripsy Kreame Challenge	Raleigh (Feb. 5)
Carolina Railhawks Ownership Announcement	Cary (Feb. 16)
N.C. Sports Association Board of Directors Mtg.	Raleigh (Feb. 18)
U.S. Youth Soccer Annual Workshop	Louisville, KY (Feb. 24-26)
<b>GROUP SALES</b>	
AMP's monthly event,	Washington, DC (Feb 8)
NC SGMP Chapter Meeting	Raleigh, NC (Feb 9)
MPI-CC Triangle Dream Team Meeting	Raleigh, NC (Feb 10)
Mid Atlantic Conference & Exhibition	Washington, DC (Feb 14-15)
CVB Reps Quarterly Meeting	Washington, DC (Feb 17)
AENC Board Meeting and Membership Luncheon	Raleigh, NC (Feb 17-18)
Green Meetings Industry Council Sustainability Conference	Portland, OR (Feb 20-23)
GAMPI Meetings Exploration Conference	Atlanta, GA (Feb 23-26)
Destinations Showcase	Washington, DC (Feb 24)
PMPI Executive Committee Meeting	Alexandria, VA (Feb 25)
PMPI Monthly Board Meeting	Washington, DC (Feb 28)