



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MARCH 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 9.3 percent for the calendar year of January 2012 compared to January 2011, and **prepared food and beverage tax collections were up 10.8 percent** during the same period.

GROUP SALES

Greater Raleigh continues to have a strong presence in the DC area. Director of Regional Accounts Kumi Anzalone, CMP, CASE has been very active with the Potomac Chapter of Meeting Professionals International (PMPI) keeping Raleigh in the forefront to the DC Market. Anzalone currently serves as the President of PMPI. During the month of February she has attended the PMPI Executive Committee Meeting, Nominating and Governance, Board of Directors Meeting and the PMPI Atlantic Conference and Exhibition. She also represented Greater Raleigh at Destinations Showcase, DMAI Foundation Dinner, CSPI Annual Meeting and the Professional Convention Management Association Mix and Bowl all held in the Washington DC area. Local awareness was represented by Nicole Robinson, Sales Coordinator and also Co-chair of the Meeting Professionals International, Carolina Chapter Education LITE Meetings; she assisted in planning the event that provided education to 30 meeting professionals in the local area. Malinda Harrell, CMP CASE and Loretta Yingling, CMP, National Sales Manager attended Association Executives of North Carolina Government Affairs Symposium in Raleigh. Yingling also serves on their board of directors and attended the board meeting. Harrell and Yingling also exhibited and attended an educational program in Atlanta, hosted by the Georgia Chapter of Meeting Professionals International; this event attracted 300+ Industry Professionals. Stephen Jackson, CMP, National Sales Manager, an active member of the Professional Convention Management Association-Philadelphia Chapter participated in their monthly chapter meeting in Philadelphia. Jana Rae Oliver, Director of Sales traveled to Boulder, Colorado to Visit the Craft Brewer's Association for a sales call. She was accompanied by local brewer, Sebastian Wolfrum who represents Natty Green's. The sales team continues to spread awareness of our great destination across the globe, meeting and exceeding the goal to promote our area and bring more Conventions to Greater Raleigh.

SPORTS MARKETING

February highlights included the United States Table Tennis Olympic Trials, held Feb. 9-12 at the Bond Park Community Center in Cary. It marked the first Olympic Trials in any sport hosted by the Town of Cary. Top performers advanced to the North American Table Tennis Olympic Trials, also set for Bond Park in Cary, April 20-22. The Krispy Kreme Challenge featured a record 7,700 runners who participated in the now –famous annual challenge that has generated mountains of media coverage for Raleigh and NC State University over the years. The NCHSAA swimming and diving state championships were held at the Pullen Aquatic Center in Raleigh and the Triangle Aquatic Center in Cary. The event featured more than 1,700 athletes from throughout the state. This

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marked the sixth of 12 NCHSAA state championship events hosted by the City of Raleigh this academic year. That's more than any other city in NC. The NCWAY (N.C. Wrestling Association for Youth) State Championship was held at the Raleigh Convention Center. Approximately 750 wrestlers, age 6-14, competed on 10 mats in the RCC's exhibit hall. The RCC sports resume continues to grow, as the building has now hosted volleyball, cheerleading, wrestling and chess events. Up next is gymnastics, which will be added to the resume in April, when the RCC hosts the USA Gymnastics Men's Region 8 Championship (April 12-15).

PUBLIC RELATIONS

The press continues to praise the Raleigh area with a number of feature stories on our area as a premiere leisure and meeting destination. *Southern Living* featured a 'Weekend in Raleigh' in the April edition and mentioned numerous hotel, restaurant and attraction partners. Note that this article was included in the Carolina Living section which is sent to a targeted demographic of magazine subscribers. *Association News* and *Smart Meetings Magazine* both highlighted the state of North Carolina and featured the Raleigh area highlighting meeting and convention sites. *Small Market Meetings* also published a destination specific piece on 'Capital Ventures' highlighted the meeting and convention industries in state capitals around the country. News 14 interviewed Denny Edwards twice this month on the impact of a new hotel opening in the area as well as tourism in general. The Communications Department worked in conjunction with the Raleigh Convention Center to distribute a press release to national meeting trade publications on the installation of solar panels on the roof of the convention center. The story has been published in online newsletters from *Meetings and Conventions* and *Meetings Focus*. Christina Fields, a freelance travel journalist who was a part of a Bureau-sponsored media tour in October, wrote about '4 Free Things to Do in Raleigh, North Carolina,' for her online blog Connecting Coordinates.

SERVICES

February was a busy time with the RCC based groups which included: Institute for Emerging Issues Forum (1200 ppl), YMCA's Youth in Government (1300 ppl), ViSalsus (1500 ppl), NC Healthcare Management Assn (870) and SIGCSE (1400 ppl). Year to date for total groups serviced we are off pace from last year by a very small percentage, but projecting to pull ahead of that before the year end. Visitor Information Center activity is still strong and on pace compared to last year. Much of our time beyond servicing the groups in the door in February was spent on preparing for a very busy spring. Also, looking ahead - our next Customer Care Class will be March 12 at the Raleigh Marriott Crabtree Valley and our next Taxi Class on March 14.

MARKETING

At the January meeting of the Destination Marketing Association of North Carolina, GRCVB won acknowledgment for a 2010-2011 Destination Marketing Achievement Awards Awesome Innovation. The innovation award recognized the CVB's partnership with the Wake Technical Community College START program. GRCVB also won a Gold Award from the North American Travel Journalists Association for the current *Official Visitors Guide to Raleigh, Cary and Wake County*, in the category of Visitors' Guide for Destination Marketing Organizations with a Marketing Budget of \$400,000 or more. Tourism marketing manager Nolan Garner represented the Raleigh area February 22 at Seymour Johnson Air Force Base's 8th Annual 2012 Travel, Leisure & Entertainment Expo. Marbles Kids Museum and Wells Fargo IMAX Theatre at Marbles partnered in the GRCVB booth, where they promoted visitation with the airmen, airwomen or families in attendance and promoted a new website presence at www.visitRaleigh.com/hero/ for military



visitors. Several area partners submitted special offers for military visitors last month, and these deals are featured alongside other trip planning info. Any additional local partners wishing to submit deals may contact Nolan Garner. The Bureau and two dozen area hospitality partners will be celebrating the Apr. 20-21, 24-hour grand opening of a new wing at the North Carolina Museum of Natural Sciences, for 24 days prior and for 24 days after the big event, stimulating leisure visitation and visitor spending; the core portion of the “Raleigh’s New World” campaign kicks off March 27. Throughout February, ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published August 2012; the advertising media kit is available online (http://www.visitRaleigh.com/pdf/VisitRal2012_MediaKit.pdf). Under GRCVB’s advertising plan for the month of February, leisure-related placements for “Raleigh’s New World” appeared on visitnc.com; a sports-related ad appeared in Sports Events magazine; and meetings-related ads/placements appeared in a Meetings South e-newsletter, a Meetings South e-blast, a Successful Meetings national e-newsletter and on successfulmeetings.com.



**VISITOR INDUSTRY STATISTICAL REPORT
FEBRUARY 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Jan. '11	Wake County	North Carolina	United States
Jan. 2012 Occupancy %	+1.0%	52.0%	43.8%	49.4%
Jan. 2012 ADR	+4.4%	\$85.42	\$76.97	\$100.74
Jan. 2012 RevPar	+5.4%	\$44.43	\$33.73	\$49.78
2011 YTD Occupancy %	+1.0%	52.0%	43.8%	49.4%
2011 YTD ADR	+4.4%	\$85.42	\$76.97	\$100.74
2011 YTD RevPar	+5.4%	\$44.43	\$33.73	\$49.78

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 2012

	January 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	314,555	314,555	+0.6%
Passenger Deplanements	326,828	326,828	-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	55	60	34	14	16	7	6	4	3	2	2	1	0	1	264
At RCC (Tentative)					6	20	17	8	6	3	2	1	1				64

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	Feb. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	12,909	74,408	72,150	+4%
Estimated Economic Impact	\$10,919,376	\$42,604,977	\$36,393,333	+16%
Number of Definite Bookings	29	141	117	+19%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	Feb. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	25,810	288,543	219,736	+33%
Estimated Economic Impact	\$13,542,072	\$201,627,558	\$149,008	+26%
Number of Tentative Leads	34	338	344	-.05%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	Feb. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,790	102,691	63,365	+ 62 %
Estimated Econ Impact	\$1,352,810	\$32,503,574	\$20,677,000	+ 57 %
Number of Definite Bookings	9	59	45	+ 31 %

VISITOR SERVICES PRODUCTION

	February 2012	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Serviced	34	270	-1.0%
# of Visitor Info. Center Visitors	835	5165	-1.0%
# of Visitor Inquiries *	442	3559	0%
# of Ambassador Volunteer Hours	75.75	608.25	Baseline yr for tracking

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Alpha Kappa Alpha Sorority, Inc.	6/6-6/12	10	140	\$18,105
International Association of Wildland Fire	2/18-22/13	1,620	500	\$418,680
International Society of Automation	6/6-13/13	360	250	\$215,838
NAFSA: Assn of International Educators	10/27-30/13	755	600	\$338,205
TOTAL (A)		2,745	1,490	\$990,828

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Cary Cup Table Tennis	3/16-18/12	175	400	\$90,325
USSSA Eddie O'Bunn Softball	3/16-18/12	500	1,000	\$174,500
ACIS Club Basketball Nationals	4/13-15/12	825	1,050	\$230,925
Top Gun Baseball Spring Nat'ls	4/20-22/12	1,440	2,880	\$416,160
Smile Train Triathlon at Heritage	6/23-24/12	400	1,050	\$103,850
Cary Duathlon Series	4/6-7/12	250	500	\$54,750
Inside-Out Sports Olympic Triath.	4/27-28/12	300	500	\$59,200



Triangle Orthopedic Centennial	4/28-29/12	400	1,200	\$113,600
Rex Wellness Sprint Triathlon	8/18-19/12	500	1,000	\$109,500
SPORTS TOTALS (B)		4,790	9,580	\$1,352,810
Touchstone Essentials	2/16-18/12	14	20	\$5,574
Professional Marketing International (PMI)	2/23-27/12	48	75	\$37,764
Ollie's Bargain Outlet	3/28-30/12	43	75	\$20,463
Delta Sigma Theta	3/30-31/12	62	125	\$21,693
Unitarian Universalist Fellowship of Raleigh	4/13-15/12	60	175	\$47,790
World Beer Festival	4/13-15/12	219	8,000	\$1,887,723
SAS Institute	5/9-11/12	160	400	\$95,460
TwoMorrows, Inc.	5/18-20/12	400	2,600	\$654,000
Rogers-Harris Wedding	5/18-20/12	60	200	\$53,640
Institute of Electrical & Electronics Engineers (IEEE)	5/18-24/12	424	125	\$111,984
North Carolina Quarter Horse Association	6/7-16/12	6,435	4,000	\$4,945,590
Old North State Dental	6/21-24/12	141	100	\$47,664
Old North State Medical Society	6/21-24/12	75	60	\$27,855
Williams Family Reunion	7/13-15/12	70	125	\$37,230
National Council for International Visitors	8/6-11/12	205	115	\$76,605
Schere/Pollack Wedding	8/31-9/3/12	70	120	\$49,515
Independent Weekly	9/5-9/12	400	2,475	\$1,185,180
Destination Marketing Association of North Carolina	9/26-28/12	65	85	\$25,545
Wiggs-Warren Family Reunion	10/12-14/12	100	250	\$69,900
Federal Aviation Administration - SORFAR	10/21-24/12	130	100	\$51,090
NC State Bar	1/22-25/13	136	150	\$66,516
Fire Industry Equipment Research Organization	3/3-6/13	445	150	\$106,305
NC State Bar	4/16-19/13	136	150	\$66,516
NC State Bar	10/22-25/13	136	150	\$66,516
Christian Methodist Episcopal Church	3/27-29/14	130	500	\$170,430
TOTAL GROUP (C)		10,164	20,325	\$9,928,548
Total (A+B+C)		17,699	31,395	\$12,272,186



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
Capital Trial Training	2/29-3/2/12	80	40	\$13,920
Atlantic Indoor Association	3/30-4/1/12	200	1,000	\$256,800
Army Reserve Senior Leaders Conference	6/6-12/12	500	1,720	\$449,970
IllogiCon	1/18-20/13	200	80	\$55,920
AT&T Shareholders Meetings	4/22-26/13	320	300	\$214,788
Energetics Incorporated	8/2-8/13	8,500	4,300	\$5,052,300
AKA Mid-Atlantic Regional Conference 2014	3/31-4/6/14	1,758	2,200	\$1,371,348
Bianta Pharmaceuticals	4/9-12/14	165	55	\$38,115
AASHTO	6/18-21/14	200	75	\$55,560
North American Society for Trenchless Technology	4/26-5/1/15	2,000	1,700	\$1,424,325
GRAND TOTAL		13,923	11,470	\$8,933,046

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Triathlon Event	4,000 to 10,000	4,500 to 6,000
Deep South Classic	6,000	3,750
GROUP SALES		
Successful Meetings University Southeast	40	60
Army Reserve Senior Leadership Conference	1,720	500
GROUP TOTAL	11,760 to 17,760	8,810 to 10,310

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Krispy Kreme Challenge	Raleigh (Feb. 4)
NCHSAA Swimming & Diving State Championships	Raleigh, Cary (Feb. 8-11)
U.S. Table Tennis Olympic Trials	Cary (Feb. 9-12)
GRCVB Staff Retreat	Garner (Feb. 10)
Sports Council Evening of Champions	Cary (Feb. 16)
US Youth Soccer Annual Workshop	Boston (Feb. 16-18)
NARCH Inline Hockey Winter Nationals	Apex (Feb. 16-18)
GROUP SALES	
NC SGMP Chapter Meeting	Raleigh, NC (Feb 8)



PCMA Philadelphia	Philadelphia (Feb 8)
PMPI Mid-Atlantic Conference & Exposition (MACE)	Washington, DC (Feb 9-10)
CVBReps Quarterly Meeting	Washington, DC (Feb 15)
AENC Board Meeting	Raleigh, NC (Feb 16)
PMPI Nominating & Governance Committee Meeting	Washington, DC (Feb 16)
AENC Government Affairs Symposium	Raleigh, NC (Feb 17)
PMPI Executive Committee Meeting	Washington, DC (Feb 17)
MPI-CC Education LITE	Morrisville, NC (Feb 21)
GAMPI MEC Conference	Atlanta, GA (Feb 22-24)
PMPI Board of Directors Meeting	Washington, DC (Feb 23)
CSPI Annual Meeting	Washington, DC (Feb 26-27)
DMAI Annual Foundation Dinner	Washington, DC (Feb 27)
Destinations Showcase	Washington, DC (Feb 28)
PCMA Mix N Bowl	Bethesda, MD (Feb 29)