



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MARCH 2013

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 8.4 percent for the calendar year beginning January 2013 compared to the same period of January 2012, and **prepared food and beverage tax collections were up 1.2 percent** during the same period.

GROUP SALES

Our Sales Department held a weekly sales meeting at the recently opened Hampton Inn and Suites Crabtree. Services and Sports Departments joined us for the familiarization of the hotel. Currently, Sales has produced over twice our goal for leads, at 464,138 room nites and \$333,276,609 in EEI. 72, 266 room nites totaling \$54,009,537 in EEI have been produced for definite bookings. Jamie Rice, Regional Director of National Accounts attended AUSA Winter Symposium, along with others from our office, as well as RCC staff members. Jamie is working to secure a multi-year bid from this organization. She also participated in the PCMA Mix and Bowl in Bethesda, AMPS and PMPI-Mace this month. Stephen Jackson, Senior National Sales Manager attended the MPI-NYC chapter meeting. Nicole Robinson, Sales Coordinator and Loretta Yingling, National Sales Manager, attended Fem City Professionals, as well as MPI-CC Education Lite. Loretta also attended AENC Government Affairs Symposium and NC SGMP Chapter Meeting. Malinda Harrell, Associate Director of Sales, attended the MPI-CC meeting, as well as AENC meeting.

SPORTS MARKETING

February's highlight was the announcement that the Rock 'n' Roll Marathon Series is coming to Raleigh, starting next spring. The agreement was reached by Competitor Group Inc. (CGI) and the Greater Raleigh Sports Alliance and announced by Mayor Nancy McFarlane. The inaugural Rock 'n' Roll Raleigh Marathon & 1/2 Marathon is set for April 13, 2014. Organizers estimate that the first event will attract approximately 7,500 runners, generating more than 5,000 hotel room nights and \$2 million in direct visitor spending. February events included the NCHSAA Swimming & Diving state championships in Cary and Raleigh, the Krispy Kreme Challenge, the Shaw University Softball Challenge, and the North American Roller Hockey Association's East Coast Winter Nationals, held at the Dreamsports Center in Apex. Site visits hosted by the GRSA this month included the 2013 Deep South Classic, the 2013 NCAA Women's College Cup and the 2013 Ironman 70.3 Raleigh. Plans continue to move forward for the 2013 Tobacco Road Summer Showcase, a boys and girls basketball tournament at the Raleigh Convention Center, set for July 5-9. The tournament will be held on 10 courts in the RCC's exhibit hall. The Greater Raleigh Sports Alliance held the second quarterly meeting of its Advisory Board, this one hosted by Jeff Merritt and the Centennial Authority at PNC Arena. GRSA executive director Scott Dupree provided a sports marketing update at the monthly meeting of the Wake County Hospitality Alliance.

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PUBLIC RELATIONS

The Communications Department hit the road this month to promote Greater Raleigh as a premier leisure and meeting destination to journalists in Atlanta. Ryan Smith participated in a media reception and dinner hosted by the N.C. Division of Tourism. More than 20 Georgia-based travel, food, lifestyle and cultural journalists were in attendance to learn about story ideas from destinations across the state. Ryan Smith also met with Karen Dawkins, a local family travel blogger, on ideas for a series of posts on traveling with families on a budget. Media coverage this month was highlighted by an article in *Association News* which featured North Carolina for its cover story. The Nature Research Center and the Raleigh Convention Center were both featured in photos and the Progress Energy Center for the Performing Arts, the N.C. State Fairgrounds, Time Warner Cable Music Pavilion at Walnut Creek, The Cardinal Club and the RDU International Airport were all mentioned in the article while *Carolina Travel Planner* featured Titanic: The Artifact Exhibition at the N.C. Museum of Natural Sciences. The Communications Department coordinated a press conference and joint press release in conjunction with the City of Raleigh and Competitor Group International for the announcement of the Rock 'n' Roll Marathon and ½ Marathon that will be held in Raleigh starting in 2014. Numerous local and statewide media outlets picked up the story. Ryan Smith also attended the IBMA Local Organizing Committee meetings for the Public Relations and Media Committee, as well as the general Local Organizing Committee.

SERVICES

February came and went for Services with a significant amount of activity for such a short month! We are running ahead of last year in year to date numbers by 11.5% for total groups serviced, and 46% ahead for visitors to our Visitor Information Center. We are still seeing negatives for visitor inquiries, but that is more than offset by the gains in face to face connections in the VIC. Primary promotions and programs during the month included: Hosting our annual tourism ambassador training and recognition event, this year's event was "We Love Our Tourism Ambassadors." Training on use of Destination ID branding, what's new and a trip to the NC Museum of Natural Science for the Titanic Exhibit were highlights of the program. Services also hosted another successful Customer Care for the Hospitality Industry training. This was one of our most successful to date with 45 attendees (special thanks go to the Residence Inn Raleigh Midtown for hosting the program). We also are heavily involved in investigating potential housing programs for GRCVB and will be able to announce a decision in March. Julie attended AUSA Mid-Winter Symposium held in Ft. Lauderdale; the goal was to preview the event from a servicing perspective in prep for Raleigh to host in the future. Our volunteer roles with Event Service Professionals kicked into gear for both Tammy and Julie, as does Julie's role on CORAC (City of Raleigh Arts Council) Art Grants Panel reviews. Much effort is being given right now to assisting groups, as our numbers are showing with March projections tracking heavily as we enter the new month.

MARKETING

The Marketing Department hosted GRCVB's Spring Marketing Update Meeting and Partner Showcase, showcasing attractions and restaurant special events representatives with the area's hotel partners, Feb. 21, at the Raleigh Convention Center. The department also collaborated with *Our State* magazine/ourstate.com on a contest to spark interest in visiting Greater Raleigh this April. The month is full of fashion events and will also be the first official North Carolina Beer Month. (N.C. Beer Month will be celebrated by GRCVB, the N.C. Division of Tourism, other N.C. destinations, N.C. brewers and other partners.) The *Our State* contest asks readers to nominate their favorite undiscovered treasures in Greater Raleigh. The reader with the most unexpected entry will receive a return trip to the area in April. Additionally, the Marketing Department lent special promotional



assistance to the 9th Annual Krispy Kreme Challenge, Feb. 9—this year presenting an official Costume Contest to aid in building event buzz and to showcase visitRaleigh.com and GRCVB's services in front of this nationally-recognized road race's 8,000 participants. Preparing for the 2013-2014 fiscal year, department staff has drafted a promotional calendar that will guide leisure marketing initiatives month-by-month throughout the new year and are currently refining that with feedback from stakeholders. Department staff also have begun meeting about concepts and early plans for the 2013 GRCVB Annual Meeting to be held Thurs., Aug. 29, at the Raleigh Convention Center (save the date!). Under GRCVB's external advertising plan for the month of February, leisure-related placements appeared on ourstate.com and visitnc.com and the Collinson Vacation Planning Network; GRSA-related placements appeared in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines and on sportseventsmagazine.com; and meetings-related ads appeared on AENC's and ASAE's websites and in *M&C*'s and *PMPI*'s newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
FEBRUARY 2013
HOTEL OCCUPANCY PRODUCTION**

	Chg from Jan. '11	Wake County	North Carolina	United States
Jan. 2012 Occupancy %	+1.6%	52.8%	45.2%	51.0%
Jan. 2012 ADR	+0.8%	\$86.18	\$79.67	\$105.96
Jan. 2012 RevPar	+2.4%	\$45.51	\$36.02	\$54.02
2012 YTD Occupancy %	+1.6%	52.8%	45.2%	51.0%
2012 YTD ADR	+0.8%	\$86.18	\$79.67	\$105.96
2012 YTD RevPar	+2.4%	\$45.51	\$36.02	\$54.02

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 2013	2012/13 YTD	YTD% Chg from 2011
Passenger Enplanements	323,135	323,135	+2.7%
Passenger Deplanements	330,984	330,984	+1.3%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	February 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	10,413	72,266	75,704	-4.5%
Estimated Economic Impact	\$5,137,281	\$54,009,537	\$38,000,000	42.1%
Number of Definite Bookings	9	123	120	2.5%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	February 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	88,311	464,138	226,336	105.1%
Estimated Economic Impact	\$52,148,844	\$333,276,609	\$151,936,000	119.4%
Number of Tentative Leads	115	563	352	59.9%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	February 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	4,831	100,632	66,533	+ 51%
Estimated Econ Impact	\$1,955,734	\$33,783,753	\$22,011,000	+ 53%
Number of Definite Bookings	7	53	47	+ 13%

VISITOR SERVICES PRODUCTION

	February 2013	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Served	38	301	+11.5%
# of Visitor Info. Center Visitors	1009	7564	+46.0%
# of Visitor Inquiries	519	2816	-21.0%
# of Ambassador Volunteer Hours	28	432.5	-29.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Council for Entrepreneurial Development (CED)	2/26-28/13	30	700	\$92,250
TOTAL (A)		30	700	\$92,250

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NCHSAA Swimming & Diving	2/6-9/13	563	2,250	\$346,387
Cary Cup Table Tennis Champ.	3/14-16/13	175	400	\$92,075
NCHSAA Basketball Champ.	3/15-17/13	1,794	6,150	\$722,306
USA T&F Masters SE Regional	5/16-18/13	150	500	\$97,800
NCHSAA Men's Tennis Champ.	5/10-11/13	44	175	\$21,856
Cal Ripken SE Regional 12-U	7/24-27/13	700	484	\$162,140
Senior Softball-USA Eastern Natl's	7/28-8/5/13	1,405	1,800	\$513,170
SPORTS TOTALS (B)		4,831	11,759	\$1,955,734
Conferences Inc.	3/5-8/13	42	70	\$32,445
His Name Media	3/8-9/13	25	100	\$17,400
Muslim Student Association	3/22-24/13	120	200	\$44,100
World Beer Festival	4/12-14/13	306	9,000	\$1,105,785
East Coast Gaming Conference	4/23-24/13	100	2,000	\$268,500
Jehovah's Witnesses	8/8-11/13	9,600	10,000	\$3,504,600
Clara Marrow Family/Friends Weekend	10/11-14/13	110	100	\$39,450
IllogiCon	1/10-12/14	80	100	\$32,751



TOTAL GROUP (C)		10,383	21,570	\$5,045,031
Total (A+B+C)		15,244	34,029	\$7,093,015

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
AAU Karate Nat'l Championship	7/2015 & 7/2016	5,000	3,700	\$1,500,000
GROUP SALES				
North Carolina AME Eastern Conference	6/13-15/13	500	700	\$144,750
Tonsorial Hair Show	8/2-4/13	100	350	\$28,950
IllogiCon 2014	1/10-12/14	150	81	\$32,751
Empowered Women Conference	4/24-26/14	2,500	5,000	\$811,500
Mega Mime Conference	4/23-27/14	470	600	\$259,500
IS&T NIP and DP	9/12-19/14	1,432	500	\$482,307
International Municipal Signal Association	7/11-22/15	2,030	800	\$936,930
Private Practice Section, APTA	10/17-24/218	2,052	1,000	\$768,852
GRAND TOTAL		14,234	12,731	\$4,965,540

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2013 NCAA Women's College Cup	1,500	10,000
2013 Deep South Classic	6,000	4,500
2103 Ironman 70.3 Raleigh	4,500	5,000
GROUP SALES		
American Association of Aerosol Research	1,302	900
GROUP TOTAL	13,302	20,400

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCHSAA Swimming & Diving Championships	Raleigh & Cary (Feb. 6-9)
GRSA Advisory Board Quarterly Meeting	Raleigh (Feb. 12)
Shaw University Softball Challenge	Raleigh (Feb. 15-17)
Greater Raleigh Sports Council Evening of Champions	Raleigh (Feb. 20)
Wake County Hospitality Alliance Monthly Meeting	Raleigh (Feb. 21)
Carolina RailHawks Preseason Media Event	Durham (Feb. 22)
GROUP SALES	
Homewood Suites Cary Client Event	Cary, NC (Feb. 1)



PMPI - MACE	Washington, DC (Feb. 5-6)
Femcity Professionals Raleigh	Raleigh, NC (Feb. 6)
AENC Government Affairs Symposium	Raleigh, NC (Feb. 8)
AMPs February Meeting	Arlington, VA (Feb. 12)
NC SGMP Chapter Meeting	Cary, NC (Feb. 13)
MPI-CC Triangle Education LITE	Cary, NC (Feb. 19)
MPI - NYC Chapter Meeting	New York, NY (Feb. 19)
AUSA Winter Symposium	Ft Lauderdale, FL (Feb. 19-22)
MPI-CC Greensboro Education LITE	Greensboro, NC (Feb. 26)
PCMA Capital Chapter Mix 'n Bowl	Bethesda, MD (Feb. 28)