



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MARCH 2014

REVISED WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 7.7 percent for the calendar year beginning January 2014 compared to the same period of January 2013 and **prepared food and beverage tax collections were up 7.5 percent** during the same period.

GROUP SALES

The sales team is holding on to strong numbers this month, with 543 leads for the year to date, including 458,588 room nights year to date, 22,101 of those coming in February. Definite rooms booked in Wake County for the month of February totaled 10,525, with an estimated economic impact of \$9,474,252. To date, we are 28% over year to date goal for room nights booked. Forming trusting relationships with planners by attending events and tradeshow has been beneficial to all sales team members. Traveling this month, Jana Rae Oliver, Director of Sales, participated at Religious Conference Management Association annual meeting and tradeshow, coming back with RFP's, and new contacts. She attended AMC Institute, as well, meeting with AMC owners/operators representing over 1100 associations. Loretta Yingling, National Sales Manager, attended the NC Technology Association Tech Tour, AENC, and MPI Carolinas Chapter Education LITE Meeting. Malinda Harrell, Associate Director of Sales, also attended the NC Tech Tour, AENC, and MPI Education LITE. Nicole Robinson, Sales Coordinator, chairs the Education LITE Committee, and attended the meeting held in Chapel Hill. Jamie Rice attended both PCMA Capital Chapter Education Session and PMPI MACE in Washington DC, where she is based. She also attended DMAI Foundation Dinner. A busy and productive month for all!

SPORTS MARKETING

The Greater Raleigh Sports Alliance, in partnership with the North Carolina chapter of USA Track & Field, has submitted a formal bid to host the USA Track & Field national convention in Raleigh in either 2017 or 2018. GRSA sports marketing manager Jason Philbeck coordinated the bid, with support from the GRSA's Michael Robson. A decision is expected this summer. Event highlights in February included the NCHSAA state swimming and diving championships at Triangle Aquatic Center and Pullen Aquatic Center, respectively; the U.S. Handball National Collegiate Championship at N.C. State's Carmichael Gym; the Shaw University Softball Challenge at Walnut Creek; and the opening day of the Irish Classic at the USA Baseball National Training Complex in Cary. For the latter event, participating teams included host Notre Dame, defending national champ UCLA, 2013 College World Series participant N.C. State, Michigan, Appalachian State and Youngstown State. Raleigh's 2014 NCAA Basketball Local Organizing Committee held its next-to-last meeting in February. The group will meet again for a final time on March 11 as it busily prepares to put the finishing touches on the hosting and hospitality component of the NCAA tournament second and third rounds, set for Raleigh's PNC Arena, March 21-23. The GRSA's Tori Collins and Jason Philbeck met with officials of N.C. Amateur Sports (NCAS) to begin the process

www.visitRaleigh.com

The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



of selecting and finalizing venues for the 2015 and 2016 State Games of North Carolina, which will be co-hosted by Raleigh, Cary, Durham, NC State University and Duke University. More than 13,000 athletes from nearly all 100 counties in North Carolina are expected to compete. The GRSA coordinated the bid to bring the State Games to the Triangle.

PUBLIC RELATIONS

It was a big month for first class media placements. The Communications Department hosted journalist, Andrea Adams, in October and her article, "Raleigh N.C.: Style, Art, Food Made Locally" was published on the *Huffington Post*. The *Huffington Post* is a global online newspaper and blog which features articles on current affairs, hard news, arts and entertainment, opinion, sports, features and more. It garners more than 40 million unique visitors per month and over one billion page views. Partners mentioned included: R-Line, Raleigh Convention Center, Hampton Inn & Suites Raleigh Downtown, Beasley's Chicken + Honey, Holly Aiken, High Cotton, Moon and Lola, ORO Restaurant & Lounge, ArtSpace, N.C. Museum of Art, The Umstead Hotel and Spa, Heron's Restaurant, David's Dumpling and Noodle bar and the State Farmer's Market Restaurant. "More than merely one of the Triangle's three vertexes, Raleigh is now defining itself as a destination worth exploring on its own merits, regardless of what lies beyond the city limits." Writer Ingrid Williams showed to the world that North Carolina's capital city is lively, smart and unexpected destination in her recent article, '36 Hours in Raleigh, N.C.' which was published in the *New York Times*. The article included numerous hospitality partners and grouped them together in a way which reinforced the GRCVB's Destination I.D.s. Partners included: Lumina Clothing, Moon and Lola, High Cotton, Raleigh Brewing Company, Crank Arm Brewing, Trophy Brewing, Stanbury, Escazu Artisan Chocolates, Bida Manda, Clyde Coopers Barbeque, Jose and Sons, Foundation, Fox's Liquor Bar, Joule Coffee, Kings and Neptune's Parlour, N.C. Museum of Natural Sciences, Flanders Gallery, CAM Raleigh, Designbox, N.C. Museum of Art, College basketball and football, Carolina Rollergirls, JC Raulston Arboretum, Raleigh Marriott City Center, Sheraton Raleigh Hotel and The Umstead Hotel and Spa. Freelance journalist, Ann Witmer, visited the area last month on assignment for *Small Market Meetings* magazine. The publication which targets meeting planners is featuring the Raleigh area as its City Profile in the April issue. Thank you to all of the hospitality partners that assisted with her itinerary while she visited the area. A press release was sent to state, regional and national media highlighting '40 Free and Fun Things to do in Raleigh this Summer.

SERVICES

Despite winter weather impacts to our day to day operations in February, we had a very strong month overall. We are ahead of last year's pace in events serviced as well as Visitor Information Center (VIC) visitation and visitor fulfillment. Convention center based groups included Emerging Issues Forum, Southern Association of Collegiate Registrars and Admissions Officers, CED and LEGO KidsFest. LEGO was awesome and well hosted at the RCC, and we're one of the few cities in LKF history that sold out on its second visit to a city (attendance estimates are over 27,000). In addition to working our events, we also hosted our winter Customer Care for the Hospitality Industry class (23 attendees) at the Holiday Inn Express NCSU, our annual We Love Our Tourism Ambassador recognition and training event which we held at Chef's Academy in Morrisville (31 attendees), and we're serving on numerous local host organizing committees (LOCs) as we prepare groups for 2014 arrivals.



MARKETING

GRCVB Marketing Department staff were on hand at the 2014 Krispy Kreme Challenge (K2C), Feb. 8, to administer the 2nd Annual K2C Costume Contest, presented by visitRaleigh.com, designed to raise awareness of the Bureau's visitor information and services with participating runners from out-of-town. Throughout Feb. and Mar., the leisure visitor promotional strategy focused on Adrenaline Junkie-related (sports and recreation-related) events and activities throughout Greater Raleigh, such as the K2C, Carolina Hurricanes home games and March Madness at PNC Arena. In Feb., Marketing staff also refined plans and deployed initial tactics for Greater Raleigh's participation in the 2nd Annual North Carolina Beer Month (Apr. 2014), a statewide visitor promotion organized by the North Carolina Division of Tourism, Film and Sports Development with support from local destination marketing organizations like GRCVB. Senior marketing manager Derek Allman attended the Destination Marketing Association of N.C. quarterly meeting in Mount Airy, Feb. 6-7; he is serving as co-chair of the association's Marketing Committee this year. Director of marketing Jonathan Freeze attended DMAI's CMO Innovation Summit, Feb. 12-14, in Washington, D.C. GRCVB Marketing staff recently worked with Wolfpack athletics staff to update an online video about Carter-Finley Stadium. This video and others like it, produced in recent years by GRCVB in partnership with Raleigh-based agency Triangle Blvd, is shareable through visitRaleigh.com, raleighsports.org and YouTube with potential leisure visitors and with sports event or meeting planners who are considering Raleigh. The visitRaleigh.com website also was recently updated to offer users and potential visitors the ability to book flights to and from RDU International Airport, in addition to booking area hotels and rental cars, through its booking engine powered by priceline.com. The website's Restaurants pages also now offer users the option of narrowing their restaurant searches by dining style (e.g., table service, deli counter, cafeteria) or by dinner price for two levels (\$, \$\$, \$\$\$, \$\$\$\$). Under GRCVB's external advertising plan for the month of Feb., leisure-related placements appeared on shermanstravel.com and visitnc.com; GRSA-related placements appeared on sportscommissions.org, sporteventsmagazine.com and sportstravelmagazine.com, on *Sports Business Journal's* websites and in *Sports Destination Management* and *Sports Events* magazines; meetings-related placements appeared on AENC's, ASAE's and MPI's websites, in *M&C*, *Prevue* and Meetings Media planner e-blasts and in *Associations Now*, *ConventionSouth*, *One+*, *Prevue* and *Successful Meetings* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT
JANUARY 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Jan'13	Wake County	North Carolina	United States
Jan 2014 Occupancy %	+5.4%	55.9%	46.0%	52.2%
Jan 2014 ADR	+2.7%	\$88.37	\$82.00	\$109.24
Jan 2014 RevPar	+8.3%	\$49.38	\$37.76	\$57.02
2013 YTD Occupancy %	+5.4%	55.5%	46.0%	52.2%
2013 YTD ADR	+2.7%	\$88.37	\$82.00	\$109.24
2013 YTD RevPar	+8.3%	\$49.38	\$37.76	\$57.02

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 2014	2014 YTD	YTD% Chg from 2013
Passenger Enplanements	317,903	317,903	-1.6%
Passenger Deplanements	331,491	331,491	+0.2%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	34	17	11	8	5	3	3	0	0		369
At RCC (Tentative)							5	13	14	9	9	4	2	0			56

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	February 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	10,525	72,642	56,778	+27.9%
Estimated Economic Impact	\$9,474,252	\$47,571,033	\$28,500,000	+66.9%
Number of Definite Bookings	35	170	90	+88.9%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	February 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	22,101	458,448	169,752	+170.1%
Estimated Economic Impact	\$7,926,201	\$226,247,622	\$113,952,000	+98.5%
Number of Tentative Leads	17	543	264	+105.7%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	February 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	8,965	90,476	68,534	+ 32%
Estimated Economic Impact	\$2,529,859	\$28,568,583	\$22,678,000	+ 26%
Number of Definite Bookings	16	54	48	+ 12%

VISITOR SERVICES PRODUCTION

	February 2014	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	43	330	+10.0%
# of Visitor Info. Center Visitors	938	8,659	+14.5%
# of Visitor Inquiries	443	3,012	+7.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Confidential Client	2/22-28/14	652	250	\$188,637
Delta Sigma Theta	7/8-13/14	181	100	\$63,900
North Carolina Solar Center	10/22-23/14	400	250	\$40,650
NC Association of Pharmacists	10/25-28/14	140	600	\$156,087
North Carolina Future Farmers of America	6/15-18/15	910	2,500	\$915,600
Mutual Wholesale Drug Company	7/22-27/15	435	800	\$454,887
North Carolina Future Farmers of America	6/20-23/16	910	2,500	\$915,600
NC League of Municipalities	10/23-25/16	791	2,500	\$1,183,830
North Carolina Future Farmers of America	6/19-22/17	910	2,500	\$915,600
North Carolina Future Farmers of America	6/18-21/18	910	2,500	\$915,600
North Carolina Future Farmers of America	6/17-20/19	910	2,500	\$915,600
North Carolina Future Farmers of America	6/17-20/20	910	2,500	\$956,100
TOTAL (A)		8,059	19,500	\$7,622,091



GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

USA Baseball Nat'l H.S. Invite	3/25-29/14	1,450	1,500	\$441,050
Triangle Orthopedic Triathlon	4/18-19/14	650	1200	\$220,350
Carolina Grand Slam Beach VB	5/16-17/14	50	100	\$14,950
USA Triathlon Duathlon Long	5/16-17/14	500	650	\$134,000
USA Baseball Tournament of Stars	6/16-23/14	400	200	\$119,600
USA Baseball Collegiate Natl Team	6/16-7/4/14	304	50	\$79,980
BASF Smile Train Spring Triathlon	6/22/14	366	1050	\$148,944
USA Baseball 14-U Cup	7/3-5/14	300	300	\$88,200
USA Baseball 16-U Cup	7/10-12/14	450	600	\$157,050
USA Baseball 15-U Natl Team Trial	7/19-29/14	275	50	\$55,975
USA Baseball 18-U Cup	7/24-27/14	600	200	\$86,800
USA Baseball 14-U Natl Team	8/3-8/14	180	40	\$34,070
USA Baseball 17-U Natl Team	8/11-16/14	240	50	\$43,090
USA Baseball 16/17 Nat'l ID Series	8/14-16/14	1,500	1,500	\$423,500
USA Baseball 11/14 Women's ID	8/21-23/14	1,500	1,500	\$423,500
Skinny Turkey 5K	11/19-20/14	200	300	\$58,800
SPORTS TOTALS (B)		8,965	9,290	\$2,529,859
NC Association of Electric Cooperatives	2/4-5/14	55	80	\$12,705
The American Board of Anesthesiology, Inc.	2/7-10/14	108	36	\$24,948
Cowboy Mounted Shooters Association	2/28-3/2/14	20	50	\$9,300
The American Board of Anesthesiology, Inc.	3/7-10/14	102	34	\$23,562
The American Board of Anesthesiology, Inc.	3/14-17/14	105	34	\$24,021
The American Board of Anesthesiology, Inc.	3/21-24/14	93	34	\$22,185
NC Association of Electric Cooperatives	3/31-4/4/14	295	400	\$130,974
World Beer Festival	4/4-6/14	130	9,000	\$1,073,670
CLEAR	4/27-30/14	5	80	\$36,084
Cowboy Mounted Shooters Association	5/2-4/14	20	50	\$9,300
NC Association of Electric Cooperatives	5/8-9/14	21	80	\$4,851
NC Association of Electric Cooperatives	6/14-15/14	19	500	\$4,389



NC Association of Electric Cooperatives	6/24-25/14	110	150	\$25,410
West Family Reunion	7/3-6/14	54	50	\$18,582
Cowboy Mounted Shooters Association	8/15-17/14	20	50	\$9,300
NC Association of Electric Cooperatives	9/16-17/14	55	80	\$12,705
Southern Weights and Measures Association	10/4-8/14	225	90	\$62,505
The Building Supply Channel (BSCI, Inc)	10/13-16/14	130	60	\$32,340
NC Association of Electric Cooperatives	10/22-24/14	112	60	\$26,340
American Assn for Employment in Education	11/3-7/14	150	200	\$83,790
NC Association of Electric Cooperatives	11/19-20/14	20	60	\$4,620
NC Association of Electric Cooperatives	12/3-4/14	40	100	\$9,240
NC Association of Teacher Assistants	5/4-8/16	582	400	\$191,340
SALES TOTAL (C)		2,471	11,678	\$1,852,161
Total (A+B+C)		19,495	40,468	\$12,004,111

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
USA T&F Annual Meeting	2017 or 2018	2,400	1,300	\$1,200,000
GROUP SALES				
Barkley Kalpak Agency	2/22-28/14	652	252	\$188,637
AKA Mid-Atlantic Overflow	4/2-6/14	80	40	\$25,500
NC Division of Aging and Adult Services	4/29-30/14	50	100	\$11,550
IIANC Charity Gala	5/17-18/14	30	50	\$4,620
Moore Family Reunion	8/29-31/14	125	100	\$32,970
Special Libraries Association	1/11-17/15	401	200	\$152,301
Leake Family Reunion	7/25-27/14	90	125	\$30,150
Church of the God Militant	9/9-13/15	300	175	\$119,400
Arena Management Association	9/10-16/15	516	250	\$178,866
Wake Chapel Women's Conference	12/3-5/15	220	350	\$78,900



International Association for K-12 Online Learning	10/20-25/17	5,995	2,600	\$1,911,345
International Ticketing Association Annual Conference	1/26-31/19	1,750	750	\$542,805
GRAND TOTAL		12,609	6,292	\$4,477,044

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Rock 'n' Roll Raleigh	5,250	12,500
GROUP SALES		
National Association of Asian Professionals	500	200
Barkley Kalpak Agency	650	252
Society for Leukocyte Biology	425	300
Mann + Hummel	430	100
Southern Weights and Measures Association	225	90
GROUP TOTAL	7,480	13,442

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Sports Council Steering Committee	Raleigh (Feb. 3)
NCHSAA Swimming & Diving	Raleigh & Cary (Feb. 5-8)
NCAA Basketball Raleigh LOC Monthly Meeting	Raleigh (Feb. 11)
Shaw Softball Challenge	Raleigh (Feb. 22-23)
Sports Council Evening of Champions	Raleigh (Feb. 27)
USA Baseball-Irish Classic	Cary (Feb. 28)
GROUP SALES	
RCMA	Sacramento, CA (Feb. 3-7)
Association of Meeting Professionals	Washington, DC (Feb. 5)
DMAI Foundation Dinner	Washington, DC (Feb. 11)
MPI-Carolinas Chapter Education LITE Meeting	Chapel Hill, NC (Feb. 11)
Destinations Showcase	Washington, DC (Feb. 12)
Hospitality Industry Professionals Networking Event	Washington, DC (Feb. 12)
PCMA Capital Chapter Education Session	Alexandria, VA (Feb. 21)
NC Technology Association Tech Tour	Raleigh, NC (Feb. 20)
AMC Institute	Tempe, AZ (Feb. 24-28)
PMPI MACE! (Mid Atlantic Conference & Expo)	Washington, DC (Feb. 25-26)
Association Executives of NC	Raleigh, NC (Feb. 28)