



Tourism Economic Development Report

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MARCH 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 12.4 percent for the calendar year beginning January 2015 compared to the same period of January 2014 and **prepared food and beverage tax collections were up 15.5 percent** during the same period.

GROUP SALES

Convention sales sent 60 leads to hotel partners in the month of February, totaling 28,197 room nights, with an estimated economic impact of \$19,956,525. Total definite room nights from 20 definite groups for this month were 4,457 totaling \$6,707,008 in estimated economic impact. Travel for the team this month included Stephen Jackson, Senior National Sales manager attending MPI Philadelphia Chapter meeting on February 18, as well as New York City PCMA Education Day on February 20th, with sales calls built around both. He also completed a sales mission February 4-6 in Houston Texas. Nicole Robinson, Sales Coordinator, attended the Femfessionals Chapter meeting in Raleigh on February 4th. Nicole, as well as Loretta Yingling, National Sales Manager, and Malinda Harrell, Associate Director of Sales, headed for Spartanburg, South Carolina February 10 and 11 for the MPI-Carolinas Chapter Meeting. Loretta and Malinda attended the AENC Government Affairs Symposium in Cary. Jamie Rice, Regional Director of National Accounts attended the IAEE DC Chapter meeting on February 13, as well as the AMPS February 10 meeting in Washington DC and MACE on February 4. J.R Oliver, Director of Sales, participated in the AMC Institute Annual meeting held February 17-21 in Miami, FL.

SPORTS MARKETING

February sports highlights included the NCHSAA swimming & diving state championships. Swimming was held at the Triangle Aquatic Center in Cary, while the diving finals were contested at the Pullen Aquatic Center in Raleigh. This marked one of 12 NCHSAA state championships hosted this year by the City of Raleigh – more than any other municipality. CASL announced the 2015 dates for its visitRaleigh.com National Soccer Series: Girls Junior Showcase (Nov. 7-8), Boys Junior Showcase (Nov. 14-15), Boys Showcase (Nov. 20-22), Girls Showcase (Dec. 4-6, in conjunction with the NCAA Women's College Cup). A total of 1,200 teams from throughout the U.S. are expected. Definite bookings for the GRSA in February included the 2015 USA BMX Tar Heel Nationals set for Sept. 18-20 at Lions Park in Raleigh, hosted by Capital City BMX. The Shaw University Softball Challenge, which will bring 31 teams to Raleigh's Walnut Creek, was postponed due to winter weather and rescheduled for March 6-8. The 3rd annual USA Baseball-Irish Classic, which was going to feature eight teams this year, including Notre Dame, NC State and East Carolina, was canceled due to the winter weather.



PUBLIC RELATIONS

The Communications Department spent the majority of the month putting time and energy into planning numerous media visits taking place in March and April. Some of the publications that have committed to visiting the area for travel features in the coming months include: *Local Palate*, *Southbound* magazine, *Hotel Business Journal* and *Delta Sky*. Ryan Smith met with Samad Hachby to discuss marketing and public relations opportunities surrounding the inaugural Raleigh Food & Wine Festival (4/30-5/3). Smith also met with Scott Peacock, public relations manager for Visit North Carolina, to discuss partner initiatives for the upcoming year. Freelance journalist Lin Stranberg visited Raleigh in November on a driving tour from Canada to Florida and the resulting story was featured in The Huffington Post. Partners including the North Carolina Museum of Art, The Umstead Hotel and Spa, Lucette Grace and Videri Chocolate Factory were featured.

SERVICES

The weather did impact us in February, most notably for the NC GIS conference which experienced a nearly 50% drop off from original attendance projections. Although we also heard some really good feedback from groups like the American Board of Anesthesiology (ABA). ABA has ongoing groups of members coming in to Raleigh to take certification exams at its North Hills headquarters. ABA went forward with its testing group in the midst of our late February storm despite power outages at the testing site, but with rave reviews for the host hotels (Hyatt House and Hilton N. Raleigh Midtown) working to accommodate guest needs despite the weather impacts! For our team, weather impacts in February also meant that several meetings got postponed creating a busier than usual early March as we play catch up. Despite this, we did attend and support Marketing's Quarterly Marketing Update Meeting, hosted a Lunch and Learn for our CSM and event support partners (the topic was Telephone Sales & Service Tips), and attended the Downtown Raleigh Alliance Annual Meeting & Dinner. Tammy had 3 attendance promotions during the month for these groups: National Association of Regional Councils, SE Association of Housing Officers, and American Driver and Traffic Safety Education Association. Gray recruited and trained 3 new Tourism Ambassadors during the month, and also is leading the planning efforts for our annual Ambassador event (the event was postponed until March due to the weather). Our intern J has begun the process for updating our listing of partners with green assets and practices. VIC numbers trended downward for another month, largely due to nasty weather impacts. Our partner collateral delivery service continues to be popular. Linda has finished the first round of getting to all hotel partners who have indicated an interest as well as all major attractions. We will wait for the next phase of deliveries until after the new visitor guide is ready. Finally, Julie hosted 5 planning visits/ meetings during the month and they included: World Beer Fest, Magnet Schools of America, Carolina Craft Guild, The Wildlife Society (NC Host committee) and NC Mutual Drug.

MARKETING

The Marketing Department hosted the Bureau's Spring Marketing Update Meeting, Feb. 19, at the Raleigh Convention Center. At the annual Spring meeting for area attractions, hotels, restaurants, transportation providers and venue partners, the creation of new business, sales and marketing relationships between attendees is especially encouraged; at this year's Spring meeting, GRCVB also began revealing tenets of a new destination-wide brand strategy and helping area businesses/organizations connect to the tuned-up tactics for 2015 and future years. At the 11th Annual Krispy Kreme Challenge, Feb. 14, the GRCVB Marketing Department administered the official



Costume Contest, which is presented by [visitRaleigh.com](http://www.visitRaleigh.com); the Bureau's involvement helps to raise the profile of GRCVB services with visitors in attendance and with participating residents who will have friends and families visiting Raleigh in the year ahead. The department received proposals through Feb. 27 as a result of posting a Request for Services (advertising and design) in Jan.; the Bureau will evaluate all proposals and choose a creative agency with which to engage for future fiscal years by May. The department prepared in late Feb. to transition [visitRaleigh.com](http://www.visitRaleigh.com)'s homepage and other Internet marketing tactics to a Foodie-focused tourism campaign in Mar./Apr.; the Mar. tactics will spotlight Foodie "bites," events and deals for visitors (<http://www.visitRaleigh.com/foodiebites/>) then will give way to Apr., when both GRCVB and Visit North Carolina promote craft beer tourism experiences as part of Greater Raleigh Beer Month (<http://www.visitRaleigh.com/beermonth/>) and North Carolina Beer Month (<http://www.ncbeermonth.com>). Director of marketing Jonathan Freeze, CDME, spoke on Feb. 23 about GRCVB's current strategic plan and tuned-up destination brand strategy at the invitation of a tourism and anthropology class at North Carolina State University. Under GRCVB's external advertising plan for the month of Feb., leisure-related placements appeared on [shermanstravel.com](http://www.shermanstravel.com) and [visitnc.com](http://www.visitnc.com) and in an *Our State* Travels e-blast; GRSA-related placements appeared on [sportscommissions.org](http://www.sportscommissions.org) and [sportstravelmagazine.com](http://www.sportstravelmagazine.com) and in *Sports Destination Management* and *Sports Business Journal*; and meetings-related placements appeared in AENC's and MPI-CC's annual directories, in *Associations Now*, *ConventionSouth* and *Successful Meetings* magazines and on AENC's, IAEE's and MPI's websites.



**VISITOR INDUSTRY STATISTICAL REPORT
JANUARY 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Jan '14	Wake County	North Carolina	United States
Jan 2015 Occupancy %	+5.4%	59.3%	49.5%	54.4%
Jan 2015 ADR	+4.7%	\$91.82	\$84.55	\$113.32
Jan 2015 RevPar	+10.3%	\$54.41	\$41.85	\$61.63
2015 YTD Occupancy %	+5.4%	59.3%	49.5%	54.4%
2015 YTD ADR	+4.7%	\$91.82	\$84.55	\$113.32
2015 YTD RevPar	+10.3%	\$54.41	\$41.85	\$61.63

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 2014

	JAN 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	416,732	4,786,043	+3.8%
Passenger Deplanements	395,159	4,759,317	+3.7%

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	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	February 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	4457	61,584	75,704	-18.7%
Estimated Economic Impact	\$6,707,008	\$44,166,785	\$40,000,000	+10.4%
Number of Definite Bookings	20	158	120	+31.7%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	February 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	28,197	490,354	226,336	+116.6%
Estimated Economic Impact	\$19,956,525	\$352,983,170	\$158,000,000	+123.4%
Number of Tentative Leads	60	605	368	+64.4%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	February 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	3,479	93,762	69,905	+ 34%
Estimated Economic Impact	\$1,109,471	\$25,774,478	\$23,144,900	+ 11%
Number of Definite Bookings	4	43	50	-14%

VISITOR SERVICES PRODUCTION

	February 2015	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	34	370	+12%
# of Visitor Information Center visitors	517	7,268	-16%
# of Visitor Inquiries	291	3,012	-13%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

This is a new service that we have begun as of October 2014

	FEB 2015	2015 YTD	YTD % Chg from 13/14
Partners Serviced	52	215	**baseline #s for first year
Visitor Guides Delivered	4,910	22,525	**baseline #s for first year



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
NC Technology in Education Society	3/3-6/15	450	50	\$28,060
American Council of Engineering Companies-NC ACECNC	10/20-21/15	10	40	\$85,004
NC Association of Pharmacists	11/1-4/15	145	600	\$531,126
Carolina Designer	11/5-8/15	225	100	\$686,445
North Carolina American Water Works Association	11/3-7/18	840	1,200	\$1,283,582
North Carolina American Water Works Association	11/2-6/19	865	1,200	\$1,304,224
TOTAL (A)		2,535	3,190	\$3,918,441

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NCHSAA Swimming & Diving	2/11-14/15	563	2,250	\$379,087
NCHSAA Men's Tennis Champ.	5/16-17/15	366	175	\$35,434
U.S. Lacrosse Southeast Champ.	6/3-7/15	1,050	1,500	\$321,450
USA BMX Tar Heel Nationals	9/16-20/15	1,500	2,000	\$373,500
SPORTS TOTAL (B)		3,479	5,925	\$1,109,471
NC Department of Administration	3/20-22/15	245	225	\$116,034
NC Propane Gas Assn.	3/22-24/15	65	120	\$66,929
United States Probation Office- Eastern District of North Carolina	3/23-26/15	300	150	\$111,721
Emc2 Travel & Event Planners	3/27-30/15	15	150	\$105,657



All About Beer Magazine	4/9-13/15	40	8,500	\$1,683,116
Bankers Life and Casualty Company	4/11-12/15	20	40	\$15,227
Alliance of North Carolina Black Elected Officials	4/23-25/15	60	80	\$36,903
CLEAR	4/26-30/15	160	60	\$49,947
The Marines of 64 Reunion	4/29-30/15	35	60	\$28,092
IEEE Computer Society	5/11-13/15	200	50	\$39,427
North Carolina Parent Resource Center	5/19-20/15	70	200	\$87,169
Egerton/Egerton, Ellis, Strickland Family Reunion	7/24-26/15	50	75	\$41,625
International Parking Institute	9/20-23/15	82	100	\$77,928
Bouchercon	10/7-11/15	370	175	\$170,570
Supreme Council of America Inc., Ancient & Accepted Scottish Rite Mason AND Supreme Grand Chapter of America Inc., Order of Eastern Star	1/13-18/16	410	200	\$197,640
SALES TOTAL (C)		2,122	10,185	\$2,827,985
Total (A+B+C)		8,136	19,300	\$7,855,897

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
National Black Heritage Swimming	2016-17-18	1,500	2,500	\$525,000



GROUP SALES				
MCC Council of Elders and Elders Appointee Meeting	4/8-16/15	76	20	\$21,292
Etix Live Event	6/23-26/15	75	50	\$24,493
Egerton/Edgerton, Ellis, Strickland Family Reunion	7/24-26/15	50	150	\$41,625
The Campbell Center Mental Health Conference	9/8-10/15	200	350	\$187,913
Bouchercon Overflow Block	10/7-11/15	370	1,725	\$170,570
Boat Owners of the United States	11/8-10/15	40	25	\$18,521
AME Zion Legislative	11/11-15/15	600	225	\$176,727
Omicron Delta Kappa ODK Winter Board Meeting	1/6-10/16	68	26	\$20,664
Healthcare Convention and Exhibitors Association	1/19-22/16	125	130	\$127,709
Whose Turn Is It Anyway?	2/3-7/16	78	225	\$228,398
American Nuclear Society Student Conference	3/31-4/3/16	450	600	\$552,767
Rheumatology Nurses Society Annual Conference	6/20-26/16	690	250	\$326,151
GRAND TOTAL		4,322	6,276	\$2,421,830

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2015 Rock 'n' Roll Raleigh Marathon & ½	7,500	18,500
GROUP SALES		
Merz Pharmaceuticals	2,250	1,200
GROUP TOTAL	9,750	19,700

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA BMX Tar Heel Nationals LOC Meeting	Raleigh (Feb. 3)
NCHSAA Swimming & Diving State Championships	Raleigh & Cary (Feb. 11-14)
Krispy Kreme Challenge	Raleigh (Feb. 14)
GROUP SALES	
PMPI MACE	Washington, DC (Feb. 3)
Femprofessionals Chapter Meeting	Raleigh, NC (Feb. 4)
Houston Sales Mission	Houston, TX (Feb. 4-6)
AMPs February Meeting	Washington, DC (Feb. 10)
MPI-Carolinas Chapter Meeting	Spartanburg, SC (Feb. 10-11)
AENC Government Affairs Symposium	Cary, NC (Feb. 13)
IAEE DC Chapter Meeting	Arlington, VA (Feb. 13)
AMC Institute	Miami, FL (Feb. 17-21)
MPI - Philadelphia	Philadelphia, PA (Feb. 18)
NYC PCMA Education Day	New York, NY (Feb. 20)

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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.