



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MAY 2010

WAKE COUNTY CAPSULE

For the third month of calendar year 2010, Wake County **hotel occupancy tax collections were down 1.31 percent** and **prepared food and beverage tax collections were down 2.41 percent** over 2009.

GROUP SALES

The month of April was a strong selling period for Group Sales. We produced 44 leads, totaling 26,151 room nights, equaling \$12,963,771 in direct economic impact. 9 groups booked definite this month, totaling 2,466 room nights, at a direct economic impact of \$1.8 million.

SPORTS MARKETING

The National Hockey League awarded its 2011 All-Star Weekend to the Carolina Hurricanes and the RBC Center. Dates are Jan. 28-30. The international sporting event will bring thousands of visitors to Greater Raleigh. Previous host cities have reported more than \$10 million in total economic impact. The All-Star Game, which will be televised worldwide, marks the 4th major NHL event to be hosted in Raleigh (along with the 2002 and 2006 Stanley Cup Finals and the 2004 Entry Draft). The GRCVB sports marketing department reported seven assisted definite bookings in April, totaling 6,620 hotel room nights and more than \$1.8 million in direct visitor spending. The N.C. Youth Soccer Association, Capital Area Soccer League and the GRCVB joined forces to submit a bid for the 2011 U.S. Youth Soccer National Presidents Cup, which will be held in July of that year. The national championship event would generate about 1,600 room nights and \$425,000 in direct visitor spending. Cary Tennis Park was the site of the ACC Tennis Championships, as the Virginia men's team and the Georgia Tech women's team claimed their respective titles. Greater Raleigh was well represented in Columbus, Ohio, at the National Association of Sports Commissions, where GRCVB sports marketing staffers had a series of one-on-one meetings with event owners and rights-holders who represent potential future sports business for Wake County. Tori Collins, assistant director of sports marketing, was a guest panelist at an NC State University sports administration class on April 8.

PUBLIC RELATIONS

April was a stellar month for media visits and national coverage in relation to the North Carolina Museum of Art reopening. Ryan Smith attended the media preview at the NC Museum of Art where more than 50 national and local journalists were in attendance. The new museum was featured in numerous publications including 'New or Newly Improved: 6 Museums for Spring' on msnbc.com and in an article on Luxurytravelexaminer.com. The Communications Department also participated in the filming of the *CBS Early Show*, live from the Rodin Courtyard at the new museum. Journalists were assisted on future Raleigh stories from publications including: *Town & Country*, *Parenting* magazine, *Antique Week* and *Air Tran's GO Magazine*. A short release was sent to statewide publications and meeting trades regarding the Raleigh Connection, a Facebook fan page that highlights events and activities at the Raleigh Convention Center, Raleigh Amphitheatre and Progress Energy Center for the Performing Arts and nationally announcing Kumi Anzalone's appointment as



President of the Potomac Chapter of Meetings Professionals International. Ryan Smith and Jonathan Freeze presented on marketing Greater Raleigh as a visitor destination at the Raleigh Public Relations Society's April lunch meeting.

SERVICES

Historically April is a busy month, and that was especially true for April 2010! We serviced 57 meeting, convention and sports events and year to date we are 9.5% ahead of where we were last year at this time. While Sports groups are noted in this report in the Sports section, notable convention groups for the month included:

- Queens Together Motorcycle Club in Downtown Raleigh (in over Easter weekend with 2600 attendees)
- NC Robotics at Dorton Arena with 1800 attendees
- US Food Service Tradeshow with over 2000 attendees at the RCC
- 50th Anniversary of the Student Non Violent Coordinating Committee (1200 attendees at Shaw)
- N. American Brass Band Competition at the Raleigh Marriott City Center and the PAC (1000)
- Harley Davidson (1100 at the RCC)
- Future Business Leaders of America (2000 at the RCC)
- International Worldwide Conference (700 at the RCC)
- Alpha Kappa Alphas (3000 at the RCC) (note that this group set a new record for the RCC for seated/ plated dinner service of 2640 at the Saturday night gala)

As well, our Visitor Information Center activity was strong in April, with 320 calls, 932 walk in visitors, and 841 Inquiries. Ambassadors contributed 38 hours to our VIC and 121 hours to arriving groups. Services hosted a Customer Care Class on April 12 as an component of the Wake Tech Pastry Show and Competition. The Pastry Show and Customer Care Class were held in cooperation with the US Food Service Tradeshow. Thirty attendees completed this class. "Customer Care" is a result of the Wake County Community Hospitality Partnership, a task force spearheaded by GRCVB, Wake Tech and the NC Restaurant and Lodging Association. Finally, Services and Sales are working cooperatively to conduct attendance promotion as we prepare to host Omega Psi Phi Fraternity Inc's Grand Conclave in July. April promotions included districts in Tennessee, Michigan, Nebraska, New York, Virginia and Massachusetts.

MARKETING

In April, the Marketing Department launched a microsite celebrating art in Greater Raleigh and coinciding with the grand opening of the transformed North Carolina Museum of Art; GRCVB will use the site (<http://www.visitRaleigh.com/celebratingart/>) to promote visitation and packages between May and the museum's next special exhibitions in November. On April 14, the Marketing staff participated in a brainstorming and planning session among Triangle area DMOs about opportunities to partner in promoting certain visitor niches region-wide, e.g., arts or agri-tourism trails. GRCVB looks forward to cross-promoting in these niches to encourage day-trip visitation that will help all of the region's destinations. The department also began planning for GRCVB's annual meeting, September 1, at the Raleigh Convention Center. On April 19, the Marketing staff participated in a training session for the N.C. Division of Tourism's new Partner Control Panel Database, which fuels VisitNC.com and provides data for the N.C. Travel Guide. The GRCVB is responsible for maintaining Wake County's official tourism information within its own database as well as the state division's database. In partnership with Triangle Blvd, GRCVB debuted three new video segments promoting the area at video.visitraleigh.com: Haywood Hall, Marbles Kids Museum and N.C. State



Capitol. Finally, GRCVB announced its Quarterly Marketing Meeting, which will be held Wednesday, May 19, at the Four Points by Sheraton Raleigh Cary; all local hotel partners and attraction partners are invited to participate.



**VISITOR INDUSTRY STATISTICAL REPORT
APRIL 2010
HOTEL OCCUPANCY PRODUCTION**

	Chg from Mar 09	Wake County	North Carolina	United States
Mar 2010 Occupancy %	+1.3%	57.1%	53.1%	57.9%
Mar 2010 ADR	-4.3%	\$80.23	\$75.88	\$97.90
Mar 2010 RevPar	-3.1%	\$45.81	\$10.28	\$56.67
2010 YTD Occupancy %	+2.4%	53.6%	47.6%	51.9%
2010 YTD ADR	-5.6%	\$79.85	\$74.53	\$96.27
2010 YTD RevPar	-3.3%	\$42.78	\$35.45	\$50.01

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

	March 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	372,604	973,664	2.0%
Passenger Deplanements	371,480	974,886	0.6%

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	n.a	
At RCC (Definite)	14	45	55	28	22	12	7	4	2	3	1	1	0	1	0	1	195
At RCC (Tentative)		7	19	12	16	10	9	2	3	2	2	1					83

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	April 2010	YTD	09-10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	2,466	92,637	105,000	+6%
Estimated Economic Impact	\$1,838,745	\$55,681,952	\$ 53,000,000	+26%
Number of Definite Bookings	9	140	168	0%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	April 2010	YTD	09-10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	26,151	147,045	320,000	-60%
Estimated Economic Impact	\$12,963,771	\$80,953,893	\$217,000,000	-44%
Number of Tentative Leads	44	240	500	-45%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	April 2010	YTD	09-10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	6,620	93,309	76,636	+ 22%
Estimated Econ Impact	\$1,808,430	\$28,606,773	\$24,990,000	+ 14%
Number of Definite Bookings	7	61	54	+ 13%

VISITOR SERVICES PRODUCTION

	April 2010	FY 09-10 YTD	YTD% Chg from 08-09
Number of Groups Served	57	358	+9.5%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
National Agents Alliance	7/7-11/10	1,790	2,500	\$1,255,890
National Association for College Admission Counseling	3/21-22/11	25	2,625	\$311,145
TOTAL (A)		1,815	5,125	\$ 1,567,035

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
USSSA Super NIT Baseball	4/16-18/10	3,520	5,000	\$813,280
Cheers for Hope Dance	4/17-18/10	150	1,700	\$98,350
Coastal Cup Championships	5/21-23/10	550	2,000	\$246,450
USSSA Tar Heel Classic Softball	5/28-30/10	300	500	\$91,700
USTA Southern Boys & Girls 12-U	6/18-22/10	1,100	500	\$215,400
IronKids Triathlon Series	6/25-27/10	600	600	\$213,400
NCAA DII Cross Country Regional	11/19-20/10	400	600	\$129,850
SPORTS TOTALS (B)		6,620	10,900	\$1,808,430
North Carolina Horse Council	4/9-11/10	100	400	\$105,000
Conference Planning International	4/9-14/10	100	20	\$23,100
NC Division of Aging and Adult Services	8/3-4/10	45	60	\$18,585
Hayes/Patterson Reunion	8/13-15/10	60	75	\$24,390
Mizzelle-Johnson Wedding	8/26-29/10	225	100	\$60,750
NC League of Municipalities	9/20-23/10	43	30	\$13,443
Hutchison Law Group	9/30-3/10	78	50	\$26,442
TOTAL GROUP (C)		651	735	\$271,710
Total (A+B+C)		9,086	16,760	\$3,647,175



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2011 U.S. Youth Soccer Presidents Cup	7/7-10/10	1,600	1,200	\$425,000
GROUP SALES				
New Life Ministries	4/23-4/25/10	40	60	\$18,600
Carolina China Council	5/18-19/10	18	18	\$4,164
RJH Educational Conference	6/14-6/16/10	100	70	25,440
Worldwide Marriage Encounter	8/13-15/10	60	67	\$22,518
Physicians Practice AIM	2/16-2/18/11	200	100	\$46,200
Sigma Gamma Rho North Eastern	4/22-4/24/11	350	400	\$165,090
Tan Son Nhut Reunion	9/22-9/25/11	126	100	\$49,464
SENSES 2011	11/3-5/11	121	150	\$49,011
US Department of Energy	3/7-16/12	2,134	700	\$716,190
National Assembly on School-Based Health Care	6/22-28/12	1,410	800	\$588,960
NC Assn of County Commissioners	8/15-19/12	910	650	\$350, 910
US Department of Energy	3/6-15/13	2,134	700	\$716,190
National Assembly on School-Based Health Care	6/21-27/13	1,410	800	\$588,960
NC Library Association	9/17-20/13	450	800	\$332,100
International Technology Engineering Educators' Association	3/24-29/14	1,760	700	\$494,310
Vietnam Veterans of America	7/15-19/14	1,260	450	\$454,860
NC Techonlogy in Education Society	3/4-6/15	900	800	\$295, 650
NC Techonlogy in Education Society	3/2-6/16	900	800	\$295, 651
NC Techonlogy in Education Society	3/1-3/17	900	800	\$295, 652
NC Techonlogy in Education Society	2/28-2/18	900	800	\$295, 653
NC Techonlogy in Education Society	3/6-8/19	900	800	\$295, 654
NC Techonlogy in Education Society	3/4-6/20	900	800	\$295, 655
GRAND TOTAL		19,483	12,565	\$4,697,057

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2011 NHL All-Star Weekend	8,000 to 10,000	20,000
GROUP SALES		
CASSS	285	125
CASSS	230	120
Johnson Meetings	350	175



MILCON	100	700
NC Nursery and Landscape Association	600	2,000
NC Library Association	450	800
GROUP TOTAL	11,015	23,920

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
National Association of Sports Commissions	Columbus, Ohio (April 13-16)
Deep South Girls Basketball	Raleigh, Chapel Hill (April 16-18)
USSSA Baseball Super NIT	Countywide (April 16-18)
ACC Tennis Championships	Cary (April 22-25)
ASA Southern Nationals Softball LOC Mtg.	Raleigh (April 26)
GROUP SALES	
Vertical Market Meeting	Raleigh, NC (April 1)
American Airlines Hockey Event	Washington, DC (April 1)
Omega Psi Phi 9th District Promo	New Orleans (April 1-3)
PMPI Educational Event	Washington, DC (April 8)
AMP's Monthly Event	Alexandria, VA (April 13)
Northern Virginia Sales Calls	Vienna, VA (April 13-14)
NC SGMP Meeting	Chapel Hill, NC (April 14)
PMPI Recruitment Event	Washington, DC (April 15)
AENC Technology Showcase	Pinehurst, NC (April 16)
Omega Psi Phi 3rd District Promo	Vienna, VA (April 15-17)
PCMA Nationals Game	Washington, DC (April 20)
PMPI Board Meeting & EC Meeting	Washington, DC (April 22)
CVB Reps Meeting	Washington, DC (April 29)
Omega Psi Phi 4th District Promo	Charleston, WV (Apr. 29-May 2)