

## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

MAY 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 14.7 percent** for March 2011 compared to March 2010 and **prepared food and beverage tax collections were up 4.8 percent** during the same period.

### GROUP SALES

Group Sales has had a busy April, producing 40 leads with an economic impact of \$13,710,537, with 22,344 room nights associated with these leads. Definite business for the month produced \$7,367,871 in economic impact, with 3,615 rooms blocked. Jana Rae Oliver, Director of Sales, attended an "American Bar ABA Day" in Chicago, and then hosted 12 planners for dinner, using her Southwestern culinary skills to cook for them. She also represented the GRCVB at NC State's Professional Career Day, meeting with over 60 students interested in the hospitality industry. Members of the Sales Team attended a Helms-Briscoe hosted luncheon, meeting area HB representatives, working to collaborate sales efforts for the area. Kumi Anzalone, Regional Director of National Accounts has been very busy this month with board meetings and educational activities. Kumi attended the Potomac Chapter of MPI (PMPI) On-Board Training Meeting and PMPI Board Meeting this month. She also represented the GRCVB at the Springtime in the Park Tradeshow in Washington, DC. Kumi also found time to attend the MPI Governance Webinar, CVB Reps Event, PCMA Foundation Dinner, and MPI Monthly Educational Luncheon. Stephen Jackson, National Sales Manager, has been traveling this month as well. Stephen attended the Philadelphia chapter of PCMA monthly meeting where they participated in a service project to benefit the homeless. Malinda Pettaway, Nicole Robinson, and Loretta Yingling are all active in AENC and MPI-Carolinas Chapter right here in the local area. Loretta and Nicole attended the MPI-CC Dream Team educational luncheon in Chapel Hill. All three ladies attended the AENC Technology Showcase in Chapel Hill as well. Malinda traveled to Atlanta for the Georgia chapter of MPI meeting and also gave a presentation to a group of Directors of Sales in Fayetteville about CVB 101. The GRCVB Sales Team is focusing on visibility and education as much as possible this year.

### SPORTS MARKETING

April is traditionally one of the busiest sports months of the year in Greater Raleigh, and this April was no different. Highlights included the USTA National Campus Tennis Championships at Cary Tennis Park, the ACIS National Club Basketball Championships at NC State, the Deep South Classic (girls' basketball), the ACC Tennis Championships at Cary Tennis Park and the ACC Women's Lacrosse Championship at WakeMed Soccer Park. This marked the first time that Cary had hosted ACC lacrosse, which is also happens to be one of the fastest growing sports in North Carolina. GRCVB is working to capitalize on the popularity of lacrosse and recently booked its first major lacrosse event, the 2011 U.S. Lacrosse Regional Qualifier. More than 60 youth teams (both boys and girls) are expected for the tournament, which is set for June 17-19 at WRAL Soccer Center. The Deep South Classic drew a record 320 teams for games played at NC State, UNC and Duke. The event generated more than 8,000 hotel room nights. USA Gymnastics announced that the 2012 Region 8 Men's Junior Olympics will be held at the Raleigh Convention Center, April 12-15. The



event, for ages 8-18, should generate more than 1,500 hotel room nights and \$320,000 in direct visitor spending. It marks another new sports opportunity for the Convention Center, which has already successfully hosted volleyball and cheerleading. GRCVB sports marketing staffers attended the National Association of Sports Commissions annual meeting, held this year in Greensboro. Congrats to our neighbors in Greensboro on a great job of hosting!

## **PUBLIC RELATIONS**

The Greater Raleigh CVB sponsored an event on May 5 in conjunction with National Mom's Nite Out at Solas Restaurant Lounge & Roof. This national event hosts millions of women across the country for an evening out with friends celebrating motherhood and all that goes along with it. The event is promoted and broadcast from various sites and through social media outlets. This year, instead of doing a community-wide event, the Greater Raleigh Convention and Visitors Bureau hosted an invitation-only event geared toward a select list of around 40 very influential social media moms from across the state. All attendees blogged, tweeted, posted on facebook or video blogged to their large national audiences and followers – providing a very large reach to get a targeted message out. We had a social media script throughout the night, creating a flurry of online activity on Twitter and Facebook, as well as posts after the event concluded. This year we had the opportunity to live stream for about 30 minutes to the other 400+ sites hosting Mom's Nite Out events throughout the country. We introduced our key sponsors and grand prize donors as part of the broadcast. We captured video, and the GRCVB will share that on [www.visitRaleigh.com](http://www.visitRaleigh.com) as well as on the Mom's Nite Out website. The goal for the event was to provide a true Mom's Nite Out experience complete with pampering and a fun cocktail party while highlighting all that Greater Raleigh offers. For the mom market, there were four areas of content that the GRCVB highlighted: Fashion, Food, Travel, and Mom Fun.

## **SERVICES**

Our Visitor Information Center activity was good for the month of April, with 698 walk in visitors, 260 calls and 503 visitor inquiries fulfilled. Arriving groups remained strong although year to date pace was only 1% ahead of last year (against previous months where we had been servicing as much as 10% ahead of last year). Tourism Ambassadors provided 135 staffing hours in our VIC and on site at events. Notable groups hosted during the month included the return of Lenovo's North America Leadership Forum, Sigma Gamma Rho Sorority, and NC First Robotics. Additionally we hosted our quarterly Customer Care for the Hospitality Industry program at the Holly Springs Cultural Arts Center. This class was sponsored by the Town of Holly Springs and targeted businesses from southwestern Wake County.

## **MARKETING**

The Marketing Department welcomed Nolan Garner as GRCVB's new Tourism Marketing Manager, filling a position vacated last month. Nolan will be responsible for many aspects of the Bureau's marketing and promotional strategy for leisure visitors and will be working closely with all local hospitality partners once he finishes on-boarding. Also in April, ad space reservations and ad materials were due for the Official Visitors Guide; after layout and production wrap up, the guide will be ready for distribution in June. On April 11, national sales manager Stephen Jackson and director of marketing Jonathan Freeze spoke about GRCVB's sales and marketing efforts in a hospitality class at North Carolina Central University in Durham. Marketing Department staff and others met to begin planning for the GRCVB Annual Meeting, to be held this year on August 31 at the Raleigh Convention Center; the meeting will include a set of morning strategy sessions for hospitality partners



as well as the annual award presentations and luncheon program. Two new videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): an introduction to the video gallery and a Town of Rolesville segment. The Greater Raleigh video gallery also was selected as an Official Honoree of the 15th Annual Webby Awards for demonstrating a standard of excellence in the category of Travel & Adventure online videos. Of the nearly 10,000 entries submitted, fewer than 10 percent were distinguished as an Official Honoree. Under advertising for the month, leisure-oriented banner ads ran on the Vacation Planning Ad Network and Vacation Planning e-Newsletter. A meetings-oriented advertorial appeared in the April 21 *Meetings South* e-Newsletter. Also the Marketing Department received 2011-2012 media plan recommendations from GRCVB's ad researcher and buyer, MRPP, Inc., based in Cary.



**VISITOR INDUSTRY STATISTICAL REPORT  
APRIL 2011  
HOTEL OCCUPANCY PRODUCTION**

|                       | <b>Chg from Mar 10</b> | <b>Wake County</b> | <b>North Carolina</b> | <b>United States</b> |
|-----------------------|------------------------|--------------------|-----------------------|----------------------|
| Mar. 2011 Occupancy % | +10.6%                 | 63.1%              | 55.8%                 | 61.4%                |
| Mar. 2011 ADR         | +2.7%                  | \$82.44            | \$79.98               | \$101.72             |
| Mar. 2011 RevPar      | +13.7%                 | \$51.99            | \$44.65               | \$62.47              |
| 2011 YTD Occupancy %  | +8.4%                  | 58.0%              | 50.1%                 | 54.9%                |
| 2011 YTD ADR          | +2.5%                  | \$81.80            | \$77.45               | \$99.37              |
| 2011 YTD RevPar       | +11.1%                 | \$47.48            | \$38.82               | \$54.56              |

*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 2011*

|                        | <b>March 2011</b> | <b>2011 YTD</b> | <b>YTD% Chg from 2010</b> |
|------------------------|-------------------|-----------------|---------------------------|
| Passenger Enplanements | 373,931           | 987,429         | +1.4%                     |
| Passenger Deplanements | 380,041           | 1,006,677       | +3.3%                     |

**RALEIGH CONVENTION CENTER INFORMATION**

| <b>Activity by Year</b> | <b>2008</b> | <b>09</b> | <b>10</b> | <b>11</b> | <b>12</b> | <b>13</b> | <b>14</b> | <b>15</b> | <b>16</b> | <b>17</b> | <b>18</b> | <b>19</b> | <b>20</b> | <b>21</b> | <b>22</b> | <b>23</b> | <b>Total</b> |
|-------------------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| 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        | 54        | 57        | 31        | 17        | 11        | 6         | 4         | 4         | 1         | 1         | 0         | 1         | 0         | 1         | 247          |
| At RCC (Tentative)      |             |           | 5         | 18        | 21        | 19        | 12        | 8         | 4         | 3         | 3         | 3         |           |           |           |           | 96           |

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

|                             | <b>April 2011</b> | <b>YTD</b>   | <b>10/11 YTD Goal</b> | <b>Fiscal YTD +/- Variance</b> |
|-----------------------------|-------------------|--------------|-----------------------|--------------------------------|
| Total Room Nights           | 3615              | 83,115       | 87,500                | -4%                            |
| Estimated Economic Impact   | \$7,367,871       | \$55,534,319 | \$44,166,667          | +24%                           |
| Number of Definite Bookings | 13                | 160          | 140                   | +14%                           |

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

|                           | <b>April 2011</b> | <b>YTD</b>    | <b>10/11 YTD Goal</b> | <b>Fiscal YTD +/- Variance</b> |
|---------------------------|-------------------|---------------|-----------------------|--------------------------------|
| Total Room Nights         | 22,344            | 266,545       | 266,666               | even                           |
| Estimated Economic Impact | \$13,710,537      | \$168,739,889 | \$180,083             | -5%                            |
| Number of Tentative Leads | 40                | 413           | 420                   | -1%                            |



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

|                             | <b>April 2011</b> | <b>YTD</b>   | <b>10/11 YTD Goal</b> | <b>Fiscal YTD +/- Variance</b> |
|-----------------------------|-------------------|--------------|-----------------------|--------------------------------|
| Total Room Nights           | N/A               | 103,122      | 76,664                | + 34 %                         |
| Estimated Econ Impact       | N/A               | \$42,861,145 | \$24,999,000          | + 71 %                         |
| Number of Definite Bookings | N/A               | 48           | 54                    | -11%                           |

**VISITOR SERVICES PRODUCTION**

|                           | <b>March 2011</b> | <b>FY 10/11 YTD</b> | <b>YTD% Chg from 09-10</b> |
|---------------------------|-------------------|---------------------|----------------------------|
| Number of Groups Serviced | 32                | 363                 | +1.0%                      |

**CONVENTION CENTER DEFINITE BOOKINGS**

| <b>Group Name</b>                              | <b>Meeting Dates</b> | <b>Total Room Nights</b> | <b>Total Attendance</b> | <b>Est. Econ. Impact</b> |
|--|----------------------|--------------------------|-------------------------|--------------------------|
| <b>Sports Convention Center Definite</b>       |                      |                          |                         |                          |
| <b>Sales Convention Center Definite</b>        |                      |                          |                         |                          |
| Neighborhood Assistance Corporation of America | 5/13-15/11           | 200                      | 10,000                  | \$4,512,300              |
| American Cheese Society                        | 7/25-28/12           | 300                      | 125                     | \$92,115                 |
| American Cheese Society                        | 7/29-5/12            | 1,440                    | 800                     | \$713,475                |
| NC Assn of Pharmacists                         | 10/28-30/12          | 153                      | 600                     | \$156,087                |
| <b>TOTAL (A)</b>                               |                      | <b>2,093</b>             | <b>11,525</b>           | <b>\$5,473,977</b>       |

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

| <b>Group Name</b>                                     | <b>Meeting Dates</b> | <b>Total Room Nights</b> | <b>Total Attendance</b> | <b>Est. Econ. Impact</b> |
|---|----------------------|--------------------------|-------------------------|--------------------------|
| <b>SPORTS TOTALS (B)</b>                              |                      | <b>0</b>                 | <b>0</b>                | <b>0</b>                 |
| N.C. Division Vocational Rehabilitation Services      | 3/29-31/11           | 60                       | 55                      | \$19,710                 |
| Sigma Gamma Rho Sorority, Inc.                        | 4/29-30/11           | 100                      | 200                     | \$77,505                 |
| TwoMorrows, Inc.                                      | 5/5-8/11             | 450                      | 3,300                   | \$1,192,050              |
| The Johnson Meetings                                  | 5/18-20/11           | 80                       | 40                      | \$18,480                 |
| WordCamp Raleigh                                      | 5/20-22/11           | 20                       | 350                     | \$84,180                 |
| HelmsBriscoe  | 7/14-16/11           | 120                      | 75                      | \$40,005                 |
| Patel Wedding   | 8/19-21/11           | 200                      | 500                     | \$139,800                |
| OFA - Ohio Flower Growers                             | 11/7-10/11           | 185                      | 300                     | \$118,200                |
| Society for Industrial and Applied Mathematics (SIAM) | 4/2-4/12             | 550                      | 400                     | \$331,800                |



|                        |  |              |               |                    |
|------------------------|--|--------------|---------------|--------------------|
| <b>TOTAL GROUP (C)</b> |  | <b>1,765</b> | <b>5,220</b>  | <b>\$2,021,730</b> |
| <b>Total (A+B+C)</b>   |  | <b>3,858</b> | <b>16,745</b> | <b>\$7,495,707</b> |

**BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING**

| <b>Group Name</b>   | <b>Meeting Dates</b> | <b>Total Room Nights</b> | <b>Attendance</b> | <b>Estimated Economic Impact</b> |
|---|----------------------|--------------------------|-------------------|----------------------------------|
| <b>SPORTS MARKETING</b>   |                      |                          |                   |                                  |
| 2011 TFC Columbus Day Classic   | 10/8-9/11            | 750                      | 1,500             | \$250,000                        |
| 2012 ABA BMX East Coast Natls   | June/July '12        | 1,400                    | 2,000             | \$450,000                        |
| 2012 USA Table Tennis Olympic Team Trials (Assisted with Bid)               | Dates TBD            | 500                      | 350               | \$125,000                        |
| <b>GROUP SALES</b>  |                      |                          |                   |                                  |
| Bayer HR Meeting  | 6/21-22/11           | 180                      | 100               | \$43,920                         |
| 535th MP BN Yellow Ribbon Event   | 7/8-10/11            | 140                      | 450               | \$121,260                        |
| Burroughs Welcome Fund  | 8/9-10/11            | 50                       | 100               | \$17,400                         |
| Association of General Contractors BIM Meeting                              | 10/19-24/11          | 415                      | 350               | \$236,265                        |
| National Association for College Admission Counseling National College Fair | 3/12-13/12           | 35                       | 2,625             | \$312,285                        |
| Lenovo Kick Off Meeting   | 4/14-19/12           | 1,232                    | 600               | \$455,412                        |
| National Funeral Directors and Morticians Association                       | 4/27-5/2/12          | 772                      | 130               | \$143,232                        |
| Cowboy Mounted Shooters Association   | 7/17-22/12           | 375                      | 1000              | \$627,750                        |
| Coalition of Law Enforcement and Retail                                     | 10/15-18/12          | 350                      | 200               | \$115,950                        |
| NC Conference for Women   | 11/29/2012           | 65                       | 3,000             | \$701,805                        |
| Lenovo Kick Off Meeting   | 4/6-11/13            | 1,232                    | 600               | \$455,412                        |
| Christian Counseling and Education Foundation 2013                          | 9/18-22/13           | 965                      | 1,600             | \$1,153,065                      |
| American Society of Civil Engineers Annual Conference                       | 10/21-27/13          | 1,090                    | 900               | \$918,690                        |
| North Carolina Future Farmers of America                                    | 6/18-21/14           | 568                      | 2,500             | \$913,938                        |
| International Society of Automation Fall Leaders Meeting                    | 9/14-20/14           | 1,798                    | 500               | \$444,822                        |
| Christian Counseling and Education Foundation 2014                          | 9/17-21/14           | 965                      | 1,600             | \$1,153,065                      |
| North Carolina Future Farmers of America                                    | 6/17-20/15           | 568                      | 2,500             | \$913,938                        |
| North Carolina Future Farmers of America                                    | 6/22-25/15           | 450                      | 2,500             | \$892,998                        |



|  |            |               |               |                     |
|--|------------|---------------|---------------|---------------------|
| Bouchercon 2015                          | 10/6-11/15 | 2,200         | 1,200         | \$917,700           |
| North Carolina Future Farmers of America | 6/22-25/16 | 568           | 2,500         | \$913,938           |
| North Carolina Future Farmers of America | 6/21-24/17 | 568           | 2,500         | \$913,938           |
| North Carolina Future Farmers of America | 6/20-23/18 | 568           | 2,500         | \$913,938           |
| North Carolina Future Farmers of America | 6/19-22/19 | 568           | 2,500         | \$913,938           |
| North Carolina Future Farmers of America | 6/17-20/20 | 568           | 2,500         | \$913,938           |
| <b>GRAND TOTAL</b>                       |            | <b>18,940</b> | <b>38,805</b> | <b>\$15,933,597</b> |

### SITE VISITS

| Group Name                      | Total Room Nights | Total Attendance |
|---------------------------------|-------------------|------------------|
| <b>SPORTS MARKETING</b>         |                   |                  |
| U.S. Lacrosse Regional Festival | 1,500             | 2,000            |
| <b>GROUP SALES</b>              |                   |                  |
| Soapmakers Guild                | 725               | 413              |
| <b>GROUP TOTAL</b>              | <b>2,225</b>      | <b>2,413</b>     |

### TRADESHOW & EVENTS

| Event Name  | Location (Dates)               |
|---|--------------------------------|
| <b>SPORTS MARKETING</b>   |                                |
| Pop Warner Mid-South Regional Meeting                             | Winston-Salem (April 2)        |
| PONY Softball Sanctioning Meeting                                 | Raleigh (April 4)              |
| Greater Raleigh Sports Council Evening of Champions               | Cary (April 5)                 |
| USTA National Campus Championships                                | Cary (April 7-9)               |
| ACIS National Club Basketball Championships                       | Raleigh (April 8-10)           |
| N.C. Sports Association Board Meeting                             | Greensboro (April 11)          |
| National Association of Sports Commissions                        | Greensboro (April 11-14)       |
| Deep South Classic  | Triangle-wide (April 14-17)    |
| GRCVB Community Presentation                                      | Fuquay-Varina (April 20)       |
| ACC Tennis Championships  | Cary (April 21-24)             |
| ACC Women's Lacrosse Championships                                | Cary (April 21-24)             |
| <b>GROUP SALES</b>  |                                |
| PCMA Philly Meeting   | Philadelphia, PA (April 5-6)   |
| MPI Governance Webinar  | Alexandria, VA (April 5)       |
| AMP's Monthly Event   | Washington, DC (April 5)       |
| Meeting with National Speakers Association - DC Chapter President | Alexandria, VA (April 7)       |
| American Bar Assn "ABA Day" Presentation/Dinner                   | Chicago, IL (April 12)         |
| Industry Networking Event   | National Harbor, MD (April 13) |



|  |                             |
|--|-----------------------------|
| AENC Technology Showcase                                 | Chapel Hill, NC (April 15)  |
| CVB Reps Event   | Alexandria, VA (April 18)   |
| PMPI On-Boarding Training                                | Annapolis, MD (April 19)    |
| NC State Professional Career Day                         | Raleigh (April 19)          |
| GRCVB Community Presentation                             | Fuquay-Varina (April 19)    |
| MPI-CC Dream Team Meeting                                | Chapel Hill, NC (April 19)  |
| GAMPI Chapter Meeting                                    | Atlanta, GA (April 19)      |
| PMPI Board Meeting                                       | Washington, DC (April 21)   |
| PCMA Foundation Dinner                                   | Washington, DC (April 27)   |
| MPI Monthly Educational Luncheon                         | Washington, DC (April 27)   |
| Springtime in the Park Tradeshow                         | Washington, DC (April 28)   |
| Fayetteville CVB DOS Sales and Marketing Meeting-CVB 101 | Fayetteville, NC (April 29) |