
Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MAY 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 12.3 percent for the calendar year of January-March 2012 compared to January-March 2011, and **prepared food and beverage tax collections were up 11.8 percent** during the same period.

GROUP SALES

With over 15 definite pieces of business this month, the sales department has been keeping pace with numbers this month. Producing over \$7,175,000 in economic impact for leads, we far surpass our year to date goals. Barb Quigley, CVB Source, represented our sales team at HSMAI's Meet Mid-America in Chicago May 3 & 4, where she met with Midwest area meeting planners interested in our area for their meetings. Loretta Yingling, National Sales Manager, attended the NC SGMP Chapter meeting, as well as AENC Tech Showcase and Board Meeting. Malinda Pettaway, Associate Director of Sales, attended the AENC Board Meeting. Nicole Robinson, our Young Professional Sales Coordinator, attended the MPI-CC Education Lite meeting, where she serves on the committee. Stephen Jackson travelled to Las Vegas to attend the Collaborate Conference and Trade Show, participating in the show with over 400 corporate planners, all looking for new venues for their meetings. Kumi Anzalone, Regional Director, National Accounts, continues to actively participate in Potomac MPI Chapter, where she currently holds the office of President. She also attended many DC area hospitality functions throughout the month.

SPORTS MARKETING

GRCVB has reached a preliminary agreement with U.S. Lacrosse and CASL to host the 2013 and 2014 Southeast Regional Championships at WRAL Soccer Center in June of each year. April is traditionally one of the busiest months on the Greater Raleigh sports calendar, and this year was no exception. Highlights included the Deep South Classic, which brought 200 girls basketball teams to Wake County, playing games on 17 courts throughout the area. The Deep South, hosted and presented by the GRCVB, brought more than 4,100 visitors to Greater Raleigh. USA Gymnastics held its Men's Region 8 Championships at the Raleigh Convention Center, with more than 600 athletes from throughout the Southeast competing in the Capital City. That marked the fourth different sport to be held in the convention center, along with volleyball, cheerleading and wrestling (in addition to the NHL's All-Star Fan Fair). The ACC Tennis Championships were held at Cary Tennis Park, with the Duke women and the Virginia men claiming titles. Cary Tennis Park also hosted the USTA's On-Campus National Championships, as 64 coed club teams from throughout the nation traveled to Cary. The California Golden Bears earned the national crown. Other April events included the NCAA Women's Gymnastics Regional at Reynolds Coliseum, hosted by NC State; the ACIS National Basketball Championships for collegiate club teams at Carmichael Gym on the NC State campus; and the North American Table Tennis Olympic Trials, held at Bond Park Community Center in Cary. Members of the GRCVB sports marketing department traveled to Hartford, Conn.,



for the National Association of Sports Commissions' annual symposium, where they were able to have one-on-one meetings with event owners and rights-holders who represent potential new business for Greater Raleigh. The Carolina Railhawks held a series of fan and media events when they hosted MLS President Mark Abbott, who visited Cary in April to "get a sense of the community" and to take a look at the Triangle region as a potential future market for the MLS.

PUBLIC RELATIONS

It was a busy month for the Communications Department in terms of inbound media visits. Travel journalists hosted this month included: **Mary Lu Laffey, Susan Ward, Wendy Pramick, Kristen Gough, Sarah Jaquay and Judith Joy**; all freelance writers for a variety of print and online publications. **Richard Ouzounian** of the *Toronto Star*, **Michael DeFrietas**, a journalist on assignment from *RV Traveler* and **Jennifer Caesar** from the *NY Post* also visited the Raleigh area. Thank you to the numerous hospitality partners that assisted in their visits. Editorial coverage about the destination can be found in April issues of *Smart Meetings Magazine*, *Departures Magazine* and the *Toronto Star*. The Greater Raleigh CVB is the Gold Sponsor for the Society of American Travel Writers Atlantic Caribbean Chapter Annual Meeting being held in Sarasota, FL in May and work on sponsorship materials has been underway. Also, Ryan Smith is one of the co-chairs of the Media Marketplace during the convention.

SERVICES

April was busy for us all around. Total groups serviced pushed us slightly ahead year to date over last year's serviced numbers. Visitor Information Center (VIC) activity remained strong and puts us up 5% over last year for walk in visitors to the VIC (although requests for visitor information are slightly down over last year). RCC hosted groups included a return for the 4th year for Lenovo's N. American Sales Kickoff (with an estimated 3000 attendees). Additionally NC First Robotics was back for the 3rd year at Dorton Arena with 53 student teams and yielding approx. 2300 attendance over all. In addition to being engaged with several planning meetings, we produced two attendance promotions for upcoming groups, hosted the Cabarrus CVB's Destination Services Team for a competition analysis visit in our VIC, supported our Marketing Department for the Nature Research Center grand opening weekend, and also attended the presentation for Zebulon town leadership. Year to date Tourism Ambassadors have supplemented our paid staff with a contribution of 865+ volunteer hours.

MARKETING

GRCVB's Spring campaign to leisure visitors, "Raleigh's New World," ran throughout the month of April--with 24 days of excitement leading to the 24-hour grand opening of the new wing at the North Carolina Museum of Natural Sciences, April 20-21. The Bureau is promoting 24 area partner deals, a sweepstakes awarding a trip to the Amazon rainforest led by the new wing's director and, of course, visits to the museum and the area this Spring. It continues through May 15, with 24 days post-opening of visitor deals and continued sweepstakes entries. Throughout April, ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published August 2012; the advertising media kit is available online (http://www.visitRaleigh.com/pdf/VisitRal2012_MediaKit.pdf). Director of marketing Jonathan Freeze attended the Destination Marketing Association of North Carolina meeting in Smithfield, April 12-13, and gave a presentation on the association's new website. The Bureau announced that nominations are open for its annual Horizon Award and Isaac Hunter Excellence in Service Awards, which will be presented to area winners during GRCVB's Annual Meeting on Thursday, August 30. To nominate hospitality industry employees or colleagues,



fill out the brief nomination form at www.visitRaleigh.com/awards/. There is no cost for entries; all entries are due by June 15. Under GRCVB's external advertising plan for the month of April, leisure-related placements for "Raleigh's New World" appeared on charlotteobserver.com, visitnc.com, wsoc.com and on Vacation Planning Ad Network's Ecotourism, Family and Travel channels (websites and April e-newsletter); a sports-related ad appeared in *Sports Destination Management* and *Sports Events* magazines; and meetings-related ads/placements appeared in a Meetings South e-newsletter, successfulmeetings.com and e-newsletter, AENC's, Association Forum of Chicagoland's and IAEE's websites, 11 chapter websites and one national e-newsletter of MPI, the newsletter of the Potomac Chapter of MPI, *Associations Now* and *One+* magazines and *Meetings & Conventions* magazine's e-newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
APRIL 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Mar. '11	Wake County	North Carolina	United States
Mar. 2012 Occupancy %	1.8%	64.0%	59.8%	63.6%
Mar. 2012 ADR	4.9%	\$86.65	\$82.65	\$105.91
Mar. 2012 RevPar	6.8%	\$55.49	\$49.42	\$67.38
2012 YTD Occupancy %	1.9%	59.0%	52.3%	56.8%
2012 YTD ADR	5.3%	\$86.24	\$79.79	\$103.54
2012 YTD RevPar	7.3%	\$50.90	\$41.74	\$58.78

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

	March 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	384,755	1,013,025	+2.9%
Passenger Deplanements	380,983	1,019,453	+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	53	30	17	9	6	6	3	2	2	1	0	1	304
At RCC (Tentative)				7	19	13	16	8	6	3	1	1					74

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	Apr. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	2710	80,463	90,125	-9%
Estimated Economic Impact	\$1,667,427	\$46,478,817	\$45,491,666	+2%
Number of Definite Bookings	15	170	146	+12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	Apr. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	18,996	299,827	329,600	-8%
Estimated Economic Impact	\$7,175,367	\$249,560,553	\$186,258,333	+24%
Number of Tentative Leads	34	412	429	-.05%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	Apr. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,965	108,346	79,163	+ 37 %
Estimated Econ Impact	\$1,553,235	\$34,375,219	\$25,823,000	+ 33 %
Number of Definite Bookings	7	70	56	+ 25 %

VISITOR SERVICES PRODUCTION

	April 2012	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	45	361	+1.12%
# of Visitor Info. Center Visitors	927	7203	+5.2%
# of Visitor Inquiries *	439	4477	-4.03%
# of Ambassador Volunteer Hours	113	865.25	**11/12 is baseline year for tracking**

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
AAU Wrestling Super Regional	4/27-29/12	700	1,000	\$162,300
Sales Convention Center Definite				
YMCA Youth & Government	2/9-12/12	900	1,300	\$558,900
Successful Meetings, Meetings & Conventions	8/19-21/12	40	60	\$18,600
North Carolina State University	6/24-27/13	355	400	\$221,937
North Carolina Art Educators Association	10/2-6/13	338	350	\$183,378
NC Affordable Housing Conference	10/14-16/14	150	750	\$186,750
TOTAL (A)		2,483	3,860	\$1,331,865

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

ACC Men's & Women's Tennis	4/18-22/12	1,200	650	\$249,800
USTA Women's Pro Circuit	5/6-13/12	220	100	\$70,280
Coastal Cup Inline Championship	6/1-3/12	700	2,400	\$297,300
USSSA Big Dog Softball Tourn.	6/22-24/12	200	1,000	\$147,800
Bullfrog USTA Southern Section	10/4-7/12	1,045	742	\$230,655
ABA BMX Redline Cup East	10/11-14/12	900	1,750	\$395,100
SPORTS TOTALS (B)		4,265	6,642	\$1,390,935
Chi Psi Fraternity	2/17-19/12	20	100	\$25,680



NC Farm Bureau	4/3-4/12	140	200	\$55,740
Christian Church (Disciples of Christ) in NC	4/26-28/12	170	500	\$174,405
Better Marriages	5/4-6/12	22	25	\$10,347
Spark and Hustle	6/1-12/12	5	500	\$59,070
American Association of State Highway and Transportation Officials Association	6/18-21/12	200	75	\$55,560
Chandler Family Reunion	7/13-15/12	100	60	\$25,440
NHS Reunion Class of 1992	10/5-7/12	40	100	\$27,960
Association Executives of North Carolina	10/11-13/12	40	50	\$16,260
Destination Marketing International Association	10/21-24/12	190	70	\$47,400
TOTAL GROUP (C)		927	1,680	\$497,862
Total (A+B+C)		7,675	12,182	\$3,220,662

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
North American Table Tennis (By Town of Cary & Partners)	Aug/Sept. 2012	300	400	\$150,000
NCAA DI Baseball Regional	June 2012	TBD	TBD	TBD
GROUP SALES				
NC Division of Vocational Rehabilitation Services	5/16-18/12	144	92	\$37,944
Young People for South Training 2013	7/26-29/12	133	69	\$47,103
Merz Aesthetics Sales and Marketing Meeting	8/17-24/12	755	230	\$250,572
American Rainwater Catchment System Association	9/8-14/12	818	200	\$188,958
NeighborWorks America	10/12-19/12	509	100	\$117,579
American Institute of Aeronautics and Astronautics Technology Event	10/15-18/12	445	500	\$225,645
NeighborWorks America	10/19-26/12	509	100	\$117,579
NeighborWorks America	11/2-9/12	509	100	\$117,579
NC Division of Aging and Adult Services Senior Center Certification	12/3-5/12	40	55	\$17,430
NC Museums Council Annual Conference	3/2-4/13	60	200	\$48,960



NC Division of International Association for Identification-Annual Conference	3/5-7/13	150	200	\$63,900
Carolinas Association of Chambers of Commerce Professional Development Series	3/27-29/13	60	50	\$18,540
NC Public Transportation Association Annual Conference and Rodeo	4/9-17/13	603	300	\$279,693
NC Council of Deliberation 2013	4/10-14/13	565	500	\$270,915
Broadband Forum Q3 2013 North America	9/14-20/13	800	200	\$226,920
NC Public Transportation Association Annual Conference and Rodeo	4/8-16/14	603	300	\$279,693
National Society of Black Engineers Region II 2014	11/6-9/14	395	700	\$270,255
GRAND TOTAL		7,398	4,296	\$2,729,265

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING	None	
GROUP SALES	None	
GROUP TOTAL	0	0

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCAA Women's Gymnastics Regional	Raleigh (April 7)
Carolina Railhawks Fan / Media MLS Event	Raleigh (April 12)
USTA On-Campus National Championship	Cary (April 12-14)
USA Gymnastics Men's Region 8 Championships	Raleigh (April 13-15)
ACIS National Basketball Championship	Raleigh (April 13-15)
National Association of Sports Commissions Symposium	Hartford, CT (April 16-19)
Greater Raleigh Sports Council Quarterly Meeting	Raleigh (April 19)
ACC Tennis Championships	Cary (April 19-22)
Deep South Classic	Raleigh & Cary (April 20-22)
North American Table Tennis Olympic Trials	Cary (April 20-22)
Greater Raleigh Sports Council Steering Committee	Raleigh (April 26)
GROUP SALES	
HSMIA Mid America Meets	Chicago, IL (April 3,4)
NC SGMP Chapter Meeting	Durham, NC (April 11)
MPI-CC Education LITE	Chapel Hill, NC (April 17)



AENC Board of Directors Meeting	Raleigh, NC (April 19)
AENC Technology Showcase	Raleigh, NC (April 20)
Collaborate Marketplace	Las Vegas, NC (April 25 - 27)
Cambria Suites Client Event	Morrisville, NC (April 26)
NC Defense Business Association	Durham, NC (April 27)