



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MAY 2013

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 5 percent for the calendar year beginning January-March 2013 compared to the same period of January-March 2012, and **prepared food and beverage tax collections were up 2.8 percent** during the same period.

GROUP SALES

The Sales team has promoted Greater Raleigh in 6 states over the course of the last 30 days. Jamie Rice, Director of National Accounts for the Remote DC office covered the DC/MD area, she attended the Potomac Chapter of Meeting professionals International April Education Session, Association of Meeting Professionals event, Golf tournament and professional Convention Management Associations Meeting and Networking event. Senior National Sales Manager for the Multicultural market, Stephen Jackson CMP participated in the Philadelphia Professional Convention management Association chapter meeting. Jackson also hosted over 60+ leaders in the Multicultural Community at the 2nd GRCVB Annual Stake Holders reception, the event took place at Videri Chocolate factory. Malinda Harrell, CMP, CASE Associate Director of Sales was the guest speaker for the Cary Chamber of Commerce Business of women monthly luncheon, her topic included GRCVB 101 and How to be a local Connector to bring events and conferences to your own back yard. The event was attended by a diverse group of business professionals from the Cary area. Harrell also traveled to Atlanta for the Georgia Chapter of Meeting professionals International Meeting explorations Conference and tradeshow, there were over 300 meeting professionals in attendance. Loretta Yingling, CMP, National Sales manager spread the word about Raleigh in NC and SC, she was a participant at the Meeting Professionals International –Carolinas Chapter Education LITE educational Luncheon in the Triangle and Columbia SC, the NC Defense Business Association Expo and Symposium in Pinehurst, NC Society of Government Professionals Chapter Meeting in Raleigh, NC Technology Association, State of Technology Conference, Association Executives of North Carolina Technology Showcase all in Durham. The end of the Sales fiscal year is ending June 30th, however the business of meetings is ongoing. Each day that our sales team participates in meetings and events creates another opportunity to create a relationship that will inspire a contact to have their meeting in Greater Raleigh. The message starts in our own backyard and travels across the world.

SPORTS MARKETING

A busy April was highlighted by the successful debut of a new sport in the Raleigh Convention Center, as basketball took center stage with the Deep South Classic. The RCC had previously hosted volleyball, cheerleading, wrestling, gymnastics and the NHL All-Star Weekend's Fan Fair. The Deep South Classic, which featured 272 of the top girls teams from throughout the U.S., used 18 courts installed on the RCC's exhibit hall floor. The event was deemed a huge success by the teams, players, visiting families and more than 400 college coaches who could watch all the games under

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one roof. The Deep South Classic brought more than 10,000 visitors to Greater Raleigh, generating an estimated 8,250 hotel room nights and \$2.5 million in direct visitor spending. The ACC hosted two of its spring championships in Wake County – the outdoor track & field championships were held at NC State’s Derr Track, while the men’s and women’s tennis championships were played at Cary Tennis Park. The NIRSA National Collegiate Club Basketball Championships were held at NC State’s Carmichael Gym and hosted by the Department of University Recreation. The national tournament featured 84 teams and generated more than 1,500 hotel room nights. WakeMed Soccer Park celebrated its newly-renovated and expanded stadium with a busy weekend (April 12-13) of festivities surrounding the home opener of the Carolina RailHawks. The new-look WakeMed Soccer Stadium has 3,000 additional seats (bringing capacity to 10,000) along with new lockerrooms, hospitality areas, meeting space and multi-functional areas. The Greater Raleigh Sports Alliance was represented in Louisville at the 2013 NASC Sports Event Symposium, which brings together sports commissions, CVBs and event owners and rights-holders from around the country. NASC is the National Association of Sports Commissions, which is the nation’s only association for sports event industry travel professionals.

PUBLIC RELATIONS

April was a busy month for the Communications Department! Ryan Smith spent time with freelance travel writer Mark Vanek while he was in town researching Mother's Day ideas for an on-air story for WFMY News 2, a Greensboro/High Point/Winston-Salem CBS affiliate. For this story, the North Carolina Museum of Art was the featured attraction for the Greater Raleigh area. The Communications Department also hosted journalist Adrienne Jordan on an individual press trip where she was exploring the area for stories to be published on www.justluxe.com and www.budgettravel.com while Shayla Martin was in the area researching restaurants for a story to be published on Frommers.com. In print and online media coverage The *Charlotte Observer* included the Raleigh area in a story titled, Weekend Road Trips. Big Ed’s City Market Restaurant, Triangle Glides, Marbles Kids Museum, Beasley’s Chicken + Honey, N.C. Museum of Art, N.C. Museum of History, Trolley Pub and Zely& Ritz were all featured in the article. *Southern Living*’s Daily South online column featured the annual Brewgaloo festival, as well as North Carolina Beer Month. *The New York Times* featured the Warehouse District in an article titled, “Surfacing – Old Warehouses Move Beyond Storage” in the Sunday, April 14 print and online editions. Partners mentioned in the article include Videri Chocolate Factory, Designbox, CAM Raleigh, The Pit and The Curatory at Raleigh Denim. The Communications Department has been pitching and working with journalist Diane Daniel on this story for more than a year. Press releases were sent to local media on the Deep South Classic which was held at the Raleigh Convention Center and the IBMA Preview Weekend held April 14.

SERVICES

Services continued a very busy spring in the month of April. We hosted 5 convention groups over 1000 attendees, and year to date we are running 13% ahead of a year ago for the total groups serviced. Visitor Information Center (VIC) activity remains strong with walk in visitors running 35% ahead of last year to date. VIC visitor inquiries are still trending behind last year, reflecting an overall trend for fewer people requesting hard copy information this year (this trending is in line with a recent report from DMAI showing this to be the case with DMAI members’ visitor centers nationally). All in all our activity remains very strong. In the way of projects we are very involved in preparing to launch GRCVB’s housing program, Group Max. This new service will mean that we can self manage housing versus having to outsource it to a third party company. As well we are



preparing for summer sessions of the See For Yourself Tours and Customer Care classes. In the way of attendance promotions, we provided support to NC Alliance for Health, Physical Education, Recreation and Dance. NCAHPERD representatives attended the national Alliance meeting in Charlotte and promoted hosting NCAHPERD here in Raleigh later this year. Finally, we are working hard to prep for summer group arrivals.

MARKETING

During April, the Marketing Department closed out promotions of the first official North Carolina Beer Month, including having a presence at downtown Raleigh's Brewgaloo Local Beer Fest Apr. 27 and hosting a prize winner from the Bureau's recent *Our State* contest that same weekend. Department staff also posted the final GRCVB 2013-2014 Business Plan (<http://www.visitRaleigh.com/partners/business-plan/>) and final 2013-2014 Promotional Calendar for leisure (<http://www.visitRaleigh.com/partners/partnership/>) on visitRaleigh.com for partners' reference. The Marketing Department is starting up visitor promotions for a summer filled with live music events throughout the area. Your Country 95.1 WRNS, a radio station in New Bern reaching most of eastern N.C., is giving away concert tickets to Time Warner Cable Music Pavilion at Walnut Creek shows all summer long and partnering with visitRaleigh.com and area hotels to encourage spending each concert night in Greater Raleigh. Many thanks to the hotels participating in this promotion (<http://www.visitRaleigh.com/WRNS>), which will amass \$110,000+ in ad value equivalency as it runs May-Sept. Also, the department officially deployed Internet marketing tactics in advance of the 2014 US Open, first hosting a web conference for all Wake County hotel properties then following up with a participation survey to all interested in providing attendee housing. The initial participating hotel partners are now being showcased on a visitRaleigh.com landing page (<http://www.visitRaleigh.com/USOpen>) and on the US Open lodging site. GRCVB asks all hospitality partners to get ready for the official PIXL (Partner Information eXchange Login) launch in mid-May! "Meet PIXL" in a short online video to see what the project is about (<http://pixl.visitraleigh.com>). Business opportunities and your business's listings will be right at your fingertips. The PIXL launch will occur in phases with partners receiving access beginning in mid-May through June. Registration is now open for GRCVB's Summer Marketing Update Meeting on Thurs., May 30, in the Blue Ridge Atrium at the North Carolina Museum of Art, from 10-11am. All Wake County attraction, hotel, restaurant and event venue partners are invited, and the event is free to attend. On April 18-19, Internet marketing manager Derek Allman and director of Marketing Jonathan Freeze attended the Destination Marketing Association of North Carolina quarterly meeting in Wilmington. Under GRCVB's external advertising plan for the month of April, leisure-related placements appeared on visitnc.com and the Collinson Vacation Planning Network, in *Elite* magazine and in Visit NC and Collinson Vacation Planning e-blasts; GRSA-related placements appeared on sporteventsmagazine.com; and meetings-related ads appeared in MPI *One+* magazine, on ASAE's website and in AENC's, PMPI's and M&C's newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
APRIL 2013
HOTEL OCCUPANCY PRODUCTION**

	Chg from Mar. '12	Wake County	North Carolina	United States
Mar.2012 Occupancy %	+0.7%	64.4%	59.0%	63.7%
Mar.2012ADR	0.0%	\$86.66	\$83.87	\$110.57
Mar. 2012RevPar	+0.7%	\$55.78	\$49.49	\$70.39
2012 YTD Occupancy %	+0.8%	59.5%	52.7%	57.7%
2012 YTD ADR	+0.4%	\$86.48	\$81.98	\$108.31
2012 YTD RevPar	+1.1%	\$51.49	\$43.17	\$62.47

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 2013	2012/13 YTD	YTD% Chgfrom 2012
Passenger Enplanements	384,612	1,025,446	+0.6%
Passenger Deplanements	386,486	1,021,466	+0.8%

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	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	April 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	2,503	83,044	94,630	-12.2%
Estimated Economic Impact	\$1,663,710	\$66,536,298	\$47,500,000	+40.1%
Number of Definite Bookings	17	168	150	+12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	April 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	28,670	540,646	282,920	+91%
Estimated Economic Impact	\$15,709,575	\$382,515,319	\$189,920,000	+101%
Number of Tentative Leads	53	679	440	+54.3%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	April 2013	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	3,105	109,585	83,121	+ 32 %
Estimated Econ Impact	\$1,165,200	\$37,596,555	\$27,498,900	+ 37 %
Number of Definite Bookings	5	64	59	+ 8 %

VISITOR SERVICES PRODUCTION

	April 2013	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Serviced	57	410	+13.0%
# of Visitor Info. Center Visitors	1151	9771	+35.0%
# of Visitor Inquiries	461	3626	-19.0%
# of Ambassador Volunteer Hours	75.5	622.0	-28.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
none				
Sales Convention Center Definite				
Council for Entrepreneurial Development (CED)	9/9-12/13	30	500	\$120,420
NC Chiropractic Association	9/18-21/14	140	400	\$153,900
NC Affordable Housing Conference	10/27-29/15	195	950	\$142,155
TOTAL (A)		365	1,850	\$416,475

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NIRSA National Club Basketball	4/11-13/13	825	1,250	\$336,000
ACC Tennis Championships	4/25-28/13	1,200	650	\$278,050
Carolina Open USA Jr. Beach VB	5/17-18/13	50	100	\$14,950
USSSA Big Dog Softball	6/28-29/13	300	1,000	\$159,700
NCAA Women's College Cup	12/4-8/13	730	1,500	\$376,500
SPORTS TOTALS (B)		3,105	4,500	\$1,165,200
Grace AME Zion Church	6/13-15/13	438	500	\$144,750
Capital City Steppers	7/12-14/13	28	200	\$49,992
North Carolina General Service Committee of Alcoholics Anonymous	7/18-21/13	440	1,300	\$361,380
North Carolina General Service Committee of Alcoholics	8/23-25/13	60	100	\$25,560

Anonymous				
National Association of Attorneys General	10/8-11/13	92	45	\$25,815
Alpha Omega Epsilon	11/15-17/13	50	100	\$20,325
North Carolina General Service Committee of Alcoholics Anonymous	11/15-17/13	275	300	\$95,115
National Conference of Standards Laboratories NCSL	1/31/14-2/7/14	156	40	\$38,724
North Carolina General Service Committee of Alcoholics Anonymous	2/14-16/14	60	100	\$25,560
Society of Marketing Professional Services	3/4-7/14	82	150	\$44,682
Fire Industry Equipment Research Organization	3/14-20/14	162	150	\$95,922
NC Telecommunications Industry Assn	11/12-14/14	130	200	\$45,825
Fire Industry Equipment Research Organization	3/22-25/15	390	300	\$148,005
TOTAL GROUP (C)		2,363	3,485	\$1,121,655
Total (A+B+C)		5,833	9,835	\$2,703,330

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
NCYSA Southern Soccer Show	1/24-26/14	190	250	\$42,000
GROUP SALES				
Southeastern Emergency Equipment 2014 National Sales Meeting	8/21-27/13	240	200	\$135,000
Leadership Team Development	1/10-12/14	1,000	1,500	\$348,000
InLine Meeting and Site Selection	1/27-31/14	800	300	\$184,800
Fire Industry Equipment Research Organization 2014 Station Symposium	3/14-20/14	162	150	\$95,922
The University of NC	3/21-30/14	765	350	\$334,665
National Braille Association 2014 Spring PDC	4/27-5/4/14	220	110	\$92,940
National Mitigation & Ecosystem Banking Conference	5/4-10/14	805	500	\$382,515
Society for Risk Analysis	12/4-10/15	1,195	800	\$605,985
GRAND TOTAL		5,377	4,160	\$2,221,827

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2013 Ironman 70.3 Raleigh	4,000	5,000
2014 Rock 'n' Roll Marathon & Half Marathon	5,000	8,000
GROUP SALES		
Society for Risk Analysis	1,195	800
Society for Imaging Science & Technology	1,432	500
GROUP TOTAL	11,627	14,300

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Greater Raleigh Sports Council Quarterly Meeting	Cary (April 10)
NIRSA National Collegiate Club Basketball	Raleigh (April 11-14)
New WakeMed Soccer Park Opening Night Ceremony	Cary (April 12)
NC Amateur Sports Partner Event	Durham (April 17)
ACC Outdoor Track & Field Championships	Raleigh (April 18-20)
Deep South Classic	Raleigh (April 19-21)
NASC Sports Events Symposium	Louisville, KY (April 22-25)
NC Sports Association Client Event	Louisville, KY (April 24)
ACC Men's & Women's Tennis Championships	Cary (April 25-28)
Country Music Marathon	Nashville, TN (April 27)
GROUP SALES	
NC Defense Business Association Expo and Symposium	Pinehurst, NC (April 8-9)
Association of Meeting Professionals - April Meeting	Washington, DC (April 9)
Potomac Chapter, MPI - April Education Session	Washington, DC (April 9)
NC Society of Government Professionals Chapter Meeting	Raleigh, NC (April 10)
MPI-CC Education LITE-Columbia	Columbia, SC (April 11)
Association Executives of North Carolina Technology Showcase	Durham, NC (April 12)
2013 Stakeholders Reception	Raleigh, NC (April 15)
PCMA Chesapeake Chapter - April Meeting & Networking Event	Baltimore, MD (April 17)
Cary Chamber of Commerce Business of Women Luncheon	Cary, NC (April 18)
PCMA Philly	Philadelphia, PA (April 18)
MPI-CC Education LITE-Triangle	Durham, NC (April 23)
Association of Meeting Professionals - Golf Tournament	Ft. Washington, MD (April 24)
GAMPI MEC	Atlanta, GA (April 24-26)
NC Technology Association, State of Technology Conference	Durham, NC (April 25)