



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

MAY 2014

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 10.2 percent for the calendar year beginning January-March 2014 compared to the same period of January-March 2013 and **prepared food and beverage tax collections were up 4.0 percent** during the same period.

GROUP SALES

Group Sales sent 39 leads to our partners this month, totaling nearly 20,000 room night possibilities, and an estimated economic impact of over eight million dollars. Twelve definite pieces of business were turned, with over 2,600 room nights, totaling nearly two million dollars in estimated economic impact. Jana Rae Oliver, Director of Sales, traveled to Rapid City South Dakota to participate in the Christian Meetings and Conventions Tradeshow. Nicole Robinson, Sales Coordinator, attended the MPI Education Lite meeting in Chapel. Loretta Yingling, National sales Manager, traveled to the NC Defense Business Association meeting, as well as the monthly SGMP meeting. Malinda Harrell participated in the Atlanta MPI meeting and tradeshow, as well as AENC. Stephen Jackson, Senior National Sales Manager, traveled to the NE Chapter MPI meeting. Jamie Rice, Regional Director, National Accounts attended the DC Experient Networking Reception, as well as the DC chapter IAEE meeting.

SPORTS MARKETING

April's sports highlights included two major events on Greater Raleigh's annual sports calendar. The inaugural Rock 'n' Roll Raleigh Marathon & ½ Marathon was held April 13. More than 12,500 runners, from 49 states, registered for the event, with approximately 50 percent of the participants coming from out of town. A full economic impact report should be ready by late May, but initial reports show that hotel occupancy rates in Wake County were up 16 percent compared to the same weekend last year. The City of Raleigh, Raleigh Police and the Greater Raleigh Sports Alliance worked effectively as host partners and led the local effort in cooperation with Competitor Group, which manages the Rock 'n' Roll Marathon Series. Just two weeks after Rock 'n' Roll, the City of Raleigh hosted the Deep South Classic, a girls basketball showcase event in the Raleigh Convention Center. Organizers installed 20 courts in the RCC's Exhibit Hall, and 328 teams from around the nation traveled to Raleigh for three days of wall to wall basketball. More than 500 college coaches attended for recruiting purposes, and the event brought approximately 8,500 visitors to the area, generating approximately 8,000 hotel room nights and \$2 million in direct visitor spending. Other April events included the NIRSA National (Club) Basketball Championships, hosted by NC State, and the ACC Tennis Championships, hosted by the Town of Cary (at Cary Tennis Park) and the Greater Raleigh Sports Alliance. GRSA staff members traveled to Oklahoma City for the National Association of Sports Commissions annual convention. While there, the GRSA staffers met with event owners and rights-holders who represent potential future business for Raleigh and Wake County.

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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.



PUBLIC RELATIONS

It was all about great media in April with some top-tier media placements. Some of the coverage included: an article on meeting in the Raleigh area was published in the April issue of *Small Market Meetings*, the May 2014 issue of *AFAR* magazine mentions Raleigh in the article, "EAT U.S.A.: AFAR's Guide to the Regional Flavors, Local Classics + Innovative Restaurants that Food Now" and *Where to Retire* Magazine tee'd up Raleigh in its story, '8 Cities for Golf (and much more) in the April / May issue. *Southern Living* highlighted The Stanbury, *The Local Palate* featured Ashley Christensen and her edible activism, *Our State* featured Raleigh as a 'String Town' in a music article and the GLBT publication *Purple Roofs* ran an article titled, "Raleigh is for Gay Travel." You can read all these articles and more on the In The News section of visitRaleigh.com. The Communications Department worked in conjunction with the Greater Raleigh Sports Alliance to distribute a press release on the economic impact of the NCAA Men's Basketball Tournament 2nd and 3rd Rounds and Director of Communications Ryan Smith spent time traveling to Washington, DC where she attended a media dinner and reception with key travel, food and lifestyle journalists based in the DC area. Outlets that participated in the event included *National Geographic Traveler*, *USA Today*, Travel Channel and others. While in DC Smith met one-on-one with freelance journalist Bill Triplett and Washington Post travel writer Andrea Sachs.

SERVICES

The Services Team remains very busy and April was another great month for us, helping us to remain above last year's numbers in year to date comparisons. We are 10% ahead of last year in total events hosted, and the Visitor Information Center is running strongly ahead of last year with 14% ahead for total visitors and 12% ahead for total inquiries. In the way of other news, we hosted Lenovo again for the 6th year for the company's North American Sales Kickoff. It's a great event for Raleigh to host and peaks at nearly 4000 attendees on Tuesday of the kickoff week. In the way of other news and projects – Gray Henderson, Services Coordinator, represented us at the Simpleview Summit in Tuscon along with other members of the services team. The Summit proved to be a great opportunity for database training. Gray particularly benefitted by networking and learning efficiencies through exposure to both Simpleview staff and CVB colleagues. Tammy Jeffries assisted our Sales team in preparing for and facilitating the annual Multicultural Stakeholders Reception, Julie attended along with other staff. Julie assisted Sales with the site visit for Magnet Schools Association, and as well attended her first Event Service Professional Association board meeting and also the semi-annual meeting for the NC State University's Parks, Recreation and Tourism Advisory Board. We are very engaged in beginning preparations for hosting IBMA again this fall.

MARKETING

The Bureau's annual, printed *Official Visitors Guide to Raleigh, Cary and Wake County* hit the shelves of area info desks/welcome centers in Mar., and it is now also available for online browsing at www.raleighvisitorsguide.com. GRCVB debuted an updated online video about Greater Raleigh's craft beer scene, as part of the celebration of Greater Raleigh and N.C. Beer Month (Apr.); watch the updated video and share it with your guests interested in our area's burgeoning brew culture: www.visitRaleigh.com/beer. The GRCVB Marketing Department deployed a Destination I.D.-themed "Three-Day Weekend in Greater Raleigh" campaign in late Apr. through May. Visitors are able to build and customize a special three-day itinerary on visitRaleigh.com to plan a Memorial Day weekend getaway. Senior marketing manager Derek Allman attended the Destination Marketing



Association of N.C. quarterly meeting in New Bern, Apr. 10-11; Allman is serving as co-chair of the association's Marketing Committee this year. National Travel and Tourism Week, America's annual salute to travel, kicked off May 3. It is a time each year when our local hospitality community especially should celebrate how travel powers the Raleigh area workforce, bolsters our area economy with \$1.9+ billion in yearly visitor spending (plus related tax revenues) and improves peoples' lives in countless ways. Greater Raleigh could not welcome 12+ million visitors each year without the continual support of visitor-sector businesses and local partners who collaborate with GRCVB on marketing initiatives. Find more industry resources and research at:

www.visitRaleigh.com/partners. Under GRCVB's external advertising plan for the month of Apr., leisure-related placements appeared on shermanstravel.com and visitnc.com; GRSA-related placements appeared on sportscommissions.org and sporteventsmagazine.com and in *Sports Destination Management* and *Sports Travel* magazines; meetings-related placements appeared on AENC's, ASAE's and MPI's websites, in an *M&C* planner e-blast and in *MPI One+* magazine.



**VISITOR INDUSTRY STATISTICAL REPORT
MARCH 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Mar'13	Wake County	North Carolina	United States
Mar 2014 Occupancy %	+12.9%	72.6%	62.1%	65.3%
Mar 2014 ADR	+5.4%	\$91.45	\$87.01	\$115.28
Mar 2014 RevPar	+19.0%	\$66.39	\$54.03	\$75.31
2014 YTD Occupancy %	+9.5%	65.2%	54.6%	59.2%
2014 YTD ADR	+4.3%	\$90.25	\$85.08	\$112.45
2014 YTD RevPar	+14.2%	\$58.80	\$46.49	\$66.59

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

	March 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	396,955	1,007,978	-1.3%
Passenger Deplanements	386,108	1,006,798	-1.8%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	53	31	16	12	9	5	4	1	0		419
At RCC (Tentative)								23	12	14	10	7	0				66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	April 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	2,634	79,988	56,778	+40.9%
Estimated Economic Impact	\$1,871,115	\$50,797,017	\$28,500,000	+78.2%
Number of Definite Bookings	12	208	90	+131.1%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	April 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	19,282	498,202	169,752	+193.5%
Estimated Economic Impact	\$8,184,102	\$244,228,122	\$113,952,000	+114.3%
Number of Tentative Leads	39	625	264	+136.7%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	April 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	1,850	94,306	85,621	+10%
Estimated Economic Impact	\$429,962	\$29,717,365	\$28,332,200	+5%
Number of Definite Bookings	3	60	60	---

VISITOR SERVICES PRODUCTION

	April 2014	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	46	450	+10%
# of Visitor Information Center Visitors	1216	11,106	+14%
# of Visitor Inquiries	505	4048	+12%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Lenovo	4/10-17/15	1,045	1,400	\$1,251,474
TOTAL (A)		1,045	1,400	\$1,251,474

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NIRSA Nat'l Basketball Champion	4/10-12/14	1,500	1,250	\$336,000
Senior Softball USA Nat'l Qualifier	5/2-3/14	40	125	\$16,797
National Masters Racquetball	7/15-19/14	310	200	\$77,165
SPORTS TOTAL (B)		1,850	1,575	\$429,962
Dukes Foundation	4/10-12/14	18	24	\$5,913
ETIX	5/13-16/14	36	15	\$6,393
DigitaliBiz	5/21-23/14	26	20	\$9,240
Destination Marketing Association of North Carolina	5/27-29/14	15	25	\$5,220
Safety Net Hospitals for Pharmaceutical Access	6/5-6/14	4	4	\$924
Barkley Kalpak Agency	6/10-16/14	85	30	\$28,761
National Evolutionary Synthesis Center	6/18-20/14	110	85	\$30,045
Delta Sigma Theta	7/10-13/14	135	70	\$37,035
Preservation NC	10/8-11/14	220	300	\$121,020



American Driver & Traffic Safety Education Association	7/10-16/15	540	200	\$171,540
Take Off Pounds Sensibly	4/20-23/17	400	700	\$203,550
SALES TOTAL (C)		1,589	1,473	\$619,641
Total (A+B+C)		4,484	4,448	\$2,301,077

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
Duke Foundation	4/10-12/14	18	24	\$5,913
Delta Sigma Theta Overflow	7/10-13/14	615	390	\$192,375
International Association of Students in Economic and Commercial Sciences	8/2-10/14	400	180	\$198,870
IBF: Ag Innovation, Food & Nutrition Conference	10/13-16/14	225	200	\$81,225
Southern and Northern Joint Mensurationists Meeting	11/2-4/14	90	45	\$20,790
American Meteorological Society Broadcast Conference	6/15-21/15	410	200	\$141,510
American Driver & Traffic Safety Education Association	7/10-16/15	540	200	\$171,540
Association of Junior Leagues - Fall Leadership Conference	9/13-20/15	894	300	\$241,614
20th Annual At-Home Dads Convention	9/17-20/15	86	200	\$57,306
Licensed Professional Counselors of North Carolina	10/7-10/15	220	400	\$121,020
Association of Junior Leagues - Winter Leadership Conference	1/11-17/16	721	400	\$260,736
International Food Service Distributors Association -2017 Distribution Solutions Conference	10/20-25/17	1,578	1,750	\$1,037,268
International Food Service Distributors Association - 2018 Distribution Solutions Conference	10/19-24/18	1,578	1,750	\$1,037,268
GRAND TOTAL		7,375	6,039	\$3,567,435

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Ironman 70.3 Raleigh	3,300	4,500
GROUP SALES		
American Society of Legislative Clerks and Secretaries	775	225
Magnet Schools of America	2,304	1,200
Sigma Pi Phi	202	200
GROUP TOTAL	6,581	6,125

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
National Association of Sports Commissions	Oklahoma City, OK (April 1-4)
Rock 'n' Roll Raleigh Marathon & ½ Marathon	Raleigh (April 11-13)
GRCVB Meeting with Cary Chamber / Town of Cary	Cary (April 16)
ACC Tennis Championships	Cary (April 23-27)
Deep South Classic	Raleigh (April 25-27)
CASL Hospitality Event	Raleigh (April 28)
GROUP SALES	
NC Defense Business Association Expo and Symposium	Pinehurst, NC (April 1)
Experient Networking Reception	Washington, DC (April 3)
Association of Meeting Professionals (AMPs) April Meeting	Washington, DC (April 8)
NC Society of Government Meeting Professionals Chapter Meeting	Chapel Hill, NC (April 9)
EXPO NC	Raleigh, NC (April 10)
International Association of Exhibitions & Events (IAEE) DC Chapter April Meeting	Bethesda, MD (April 11)
MPI NE Education Conference	Falmouth, MA (April 16 - 18)
Association Executives of North Carolina Technology Showcase	Cary, NC (April 25)