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# Tourism Economic Development Report

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An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

MAY 2015

## WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 14 percent** for the calendar year beginning January-March 2015 compared to the same period of January-March 2014 and **prepared food and beverage tax collections were up 13.6 percent** during the same period.

## GROUP SALES

Convention and Group Sales brought 14 definite groups to Wake County during the month of April with 5,111 room nights, totaling 3.7 million dollars of economic impact. Producing 58 leads, group rooms totaled 26,713, equaling over 27 million dollars in economic impact. The Sales Team travels in April include J.R. Oliver, director of sales, featured speaker at NC Society of Government Meeting Professionals Chapter meeting in Fayetteville, as well as Loretta Yingling, national sales manager. Loretta Yingling also attended the NC Defense Business Expo and Symposium held in Pinehurst, EXPO NC in Raleigh, and AENC Technology Showcase in Durham. Stephen Jackson, senior national sales manager, attended the PCMA Philadelphia Chapter meeting and held a Multi-Cultural Sales Mission in Washington, DC. Malinda Harrell, associate director of sales, traveled to Winston Salem for the MPI CC Board Retreat. She is currently President of this organization. Malinda also attended the EXPO NC in Raleigh and AENC Technology Showcase in Durham. Jamie Rice, regional director of national accounts, attended the PCMA Education Foundation Dinner, ASAE Springtime Trade Show, AMPS Monthly Meeting, PMPI Educational Experience, and North American Meetings Industry Day. She also participated in the ASAE Foundation Springtime Invitational.

## SPORTS MARKETING

The Greater Raleigh Sports Alliance was named the Sports Tourism Organization of the Year by the National Association of the Sports Commissions. The announcement was made at the NASC annual convention in Milwaukee, WI, on April 28. The award, for large markets with populations of more than 250,000, is given annually to the organization that "has had the most outstanding impact on its local community through sports events, community events and/or economic impact." The GRSA is a department of the Greater Raleigh Convention & Visitors Bureau. GRSA staff members were in Milwaukee to accept the award and to meet with sports event owners and rights-holders from around the nation who represent potential future business for Greater Raleigh. Highlights of April's busy sports calendar included the 2<sup>nd</sup> annual Rock 'n' Roll Raleigh Marathon & ½-Marathon, which featured 8,300 runners from all 50 states; the Deep South Classic, with 396 girls basketball teams playing on 20 courts inside the Raleigh Convention Center and blocking rooms at 63 hotel properties throughout Wake County; and the ACC Men's & Women's Tennis Championships at Cary Tennis Park. But that's not all, April also included the USTA's Tennis on Campus national club championship at Cary Tennis Park,



with 64 teams; the CIAA softball and baseball championships at Walnut Creek Softball Complex and the USA Baseball National Training Complex, respectively; and the National Intramural-Recreation Sports Association (NIRSA) National Basketball Championship, with 96 college club teams competing at NC State's Carmichael Gym.

## **PUBLIC RELATIONS**

April continued to be a busy month for the Communications Department in regards to hosting and assisting travel and food media from around the country. Media that visited the area last month included: Stefani C. O'Connor, executive editor for Hotel Business magazine, was visiting the area for a destination story as well as to learn about current and upcoming hotel projects in our market, Atlanta-based freelance writer Kate Parham Kordsmeier toured our area. She is a food and travel writer for more than 100 publications, including USA Today, Travel + Leisure and Simply Buckhead...the latter of which she's writing a travel story focused on Raleigh. The story will be in the Travel Near section of the July issue. Also in the area was NYC-based freelance journalist Devorah Lev-Tov who writes for many top tier national publications including NY Magazine and USA Today. Thank you to all the partners who made their visits a success. The Communications Department also sent out two releases this month regarding the Greater Raleigh Sports Alliance's win of Sports Tourism Organization of the Year and the recent promotions and staff changes within the GRCVB's Convention Sales Department. Ryan Smith also worked hand-in-hand with Triangle Blvd. to produce a welcome video for a media convention coming to Raleigh next year – more on that to come next month once the official announcement is made!

## **SERVICES**

April was busy as it is every year for Services, making our total group numbers year-to-date being just over 11% ahead of where we were last year at this same time. Large group highlights included Lenovo's N. American Sales & Support Kickoff and Magnet Schools of America (both at the RCC), World Beer Festival at Moore Square, and Goodguys Custom Car Association at the NC State Fairgrounds. Convention services also assisted with site tours for Citizen Science Association (2017) and Chinese Light Festival (2015 or 2016). In the way of partner/ customer care training this month: we hosted our "Meet & Eat in Raleigh" themed See For Yourself Tour with 23 attendees (visiting 8 of the area's most popular restaurants) and conducted a taxi driver training program with about 50 drivers. Other partner meetings included the bimonthly IBMA Local Organizing Committee (with our department involved as co-chairs of the community activation subcommittee and the volunteer subcommittee), our quarterly meeting with NC State Fairgrounds marketing and leadership team, City of Raleigh's Events Task Force, the municipality leadership meeting with the Town of Garner, and a meeting with NCDOT to get updated on the Fortify 40/440 project. Services also participated in a launch of the plans for GRCVB's Fall Customer Advisory Board. VIC activity was strong but we still are running behind year-to-date over last year for both visitors and visitor inquiries. We are strategizing with Marketing to see how we might increase traffic for the VIC and also promote visitor inquiry opportunities.

## **MARKETING**

In Apr., Marketing Department staff met with and evaluated a number of advertising outlets and potential new marketing vendors to utilize in the fiscal year ahead. Staff also met with finalists from among agencies/firms that had responded to GRCVB's recent request (RFP) for advertising and design



services; a final decision about the Bureau's creative agency relationship for 2015-2016 will be announced in May. Department staff furthered the planning and content development for the Bureau's Annual Meeting, to be held Aug. 27, 2015, at the Raleigh Convention Center; "save the date" and sponsorship communications were prepared and scheduled to go out in early May. Director of marketing Jonathan Freeze, CDME, and senior marketing manager Derek Allman attended the Simpleview Summit, Apr. 20-23, in Tucson, Ariz., for the latest updates and trends in destination database management, website development and SEM/SEO. Under leisure tourism marketing, as Greater Raleigh Beer Month/N.C. Beer Month (Apr. 2015) drew to a close, GRCVB began visitor promotions for [themostnc.com](http://themostnc.com), the area's new, comprehensive music calendar for residents and visitors; potential day-trippers and overnight visitors from outside the area are encouraged to plan a trip in May or June to see one of the daily live music shows in Greater Raleigh. Under GRCVB's external advertising plan for the month of Apr., leisure-related placements appeared on Collinson Media/[interfuse](http://interfuse.com), [shermanstravel.com](http://shermanstravel.com) and [visitnc.com](http://visitnc.com) and in *Our State* magazine and its Travels e-blast; GRSA-related placements appeared on [sportscommissions.org](http://sportscommissions.org) and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; and meetings-related placements appeared in AENC's and MPI-CC's annual directories, in *Convene*, *ConventionSouth*, *M&C*, *Meetings Focus* and *Prevue* magazines and on AENC's website.



**VISITOR INDUSTRY STATISTICAL REPORT  
MARCH 2015  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Mar '14	Wake County	North Carolina	United States
March 2015 Occupancy %	+1.6	73.7%	64.4%	66.8%
March 2015 ADR	+5.1	\$95.77	\$91.22	\$120.38
March 2015 RevPar	+6.8	\$70.59	\$58.70	\$80.44
2015 YTD Occupancy %	+4.0	68.0%	57.6%	61.1%
2015 YTD ADR	+4.6	\$93.88	\$88.54	\$117.05
2015 YTD RevPar	+8.8	\$63.80	\$50.98	\$71.53

*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 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	396,769	1,028,038	+2.0%
Passenger Deplanements	393,597	1,033,627	+2.7%

**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	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)								3	21	16	11	8	5	2			66

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	April 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	5, 111	71, 699	94,630	-24.2 %
Estimated Economic Impact	\$3,704,963	\$51,496,671	\$50,000,000	+3.0%
Number of Definite Bookings	14	203	150	+35.3%



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>April 2015</b>	<b>YTD</b>	<b>14/15 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	26,713	567,951	28,290	+100.7%
Estimated Economic Impact	\$27,105,044	\$409,126,748	\$197,500,000	+107.2%
Number of Tentative Leads	58	737	460	+60.2%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>April 2015</b>	<b>YTD</b>	<b>14/15 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	10,675	108,805	87,334	+24%
Estimated Economic Impact	\$3,885,785	\$31,692,986	\$28,915,510	+9%
Number of Definite Bookings	5	59	62	-5%

**VISITOR SERVICES PRODUCTION**

	<b>April 2015</b>	<b>FY 14/15 YTD</b>	<b>YTD% Chg from 13/14</b>
# of Groups Serviced	63	502	+11.5%
# of Visitor Information Center visitors	1,057	9,819	-18.0%
# of Visitor Inquiries	306	3,287	-11.5%

**VISITOR GUIDE DELIVERY SERVICE TO PARTNERS**

*This is a new service that we have begun as of October 2014*

	<b>APRIL 2015</b>	<b>2015 YTD</b>	<b>YTD % Chg from 13/14</b>
Partners Serviced	4	232	**baseline #s for first year
Visitor Guides Delivered	1,150	25,575	**baseline #s for first year



### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
City of Oaks Volleyball Classic	1/15-17/16	5,000	7,000	\$1,525,000
<b>Sales Convention Center Definite</b>				
NC State Firemen's Assn	8/9-15/15	420	75	\$133,483
American Trucking Associations	9/16-23/16	2,261	600	\$1,001,960
NC Community College System	10/7-11/16	560	3,500	\$1,660,620
<b>TOTAL (A)</b>		<b>8,241</b>	<b>11,175</b>	<b>\$4,321,063</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

USSSA Jimmy V NIT Adult Softball	4/24-26/15	300	750	\$102,825
State Games of North Carolina	6/19-21/15	4,500	14,000	\$1,845,500
USA Track & Field SE Masters	6/19-21/15	125	175	\$35,960
NCAA Women's College Cup	12/1-6/15	750	1,500	\$376,500
<b>SPORTS TOTAL (B)</b>		<b>5,675</b>	<b>16,425</b>	<b>\$2,360,785</b>
Destination Marketing Association of North Carolina	5/5-7/15	35	40	\$22,740
North Carolina Parent Resource Center	5/19-20/15	30	200	\$91,044
VEE Corp - Sesame Street Live	6/4-8/15	68	29	\$31,619
Blakeney Family Reunion	7/9-12/15	93	70	\$47,548



Med-El Corporation	7/20-23/15	225	80	\$61,987
Interstate Technology & Regulatory Council (ITRC)	9/1-4/15	150	200	\$67,410
African Methodist Episcopal	11/11-15/15	600	225	\$176,727
BASF Corporation	12/1-4/15	154	100	\$83,068
Beta Sigma Phi	4/22-24/16	420	400	\$272,727
<b>Total (C)</b>		<b>1,775</b>	<b>1,344</b>	<b>\$854,870</b>
<b>Total (A+B+C)</b>		<b>15,691</b>	<b>28,944</b>	<b>\$7,536,718</b>

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

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
NCYSA Soccer Symposium	1/22-24/16	170	250	\$40,000
<b>GROUP SALES</b>				
NC Black Summit	4/23-25/15	60	225	\$36,385
United Therapeutics	6/24-26/15	750	750	\$457,681
Volvo Group	1/26-30/16	900	500	\$592,297
Transformers Convention 2016	3/28-4/4/16	980	1,700	\$2,492,565
Beta Sigma Phi Carolinas 2016	4/21-24/16	420	400	\$272,727
GI Joe Convention 2016	6/20-27/16	650	3,000	\$2,068,589
International Pole Convention	6/22-26/16	474	700	\$411,551
BIO: 2016 Ag Biotech Conference	9/12-14/16	1,100	1,500	\$1,271,911
National Association of State Workforce Agencies	9/12-16/16	485	250	\$220,724



Society of American Military Engineers Fort Bragg Regional Conference	10/15-19/16	560	400	\$416,281
Healthcare Businesswomen's Assn	11/14-16/16	1,452	1,400	\$1,608,528
Chlamydia Research Society	4/8-4/3/17	600	300	\$250,073
Healthcare Businesswomen's Assn	10/9-14/17	1,452	1,400	\$1,628,418
Carolinas Association of Collegiate Registrars and Admissions Office Annual Conference	12/2-5/17	600	250	\$220,156
HPN Global	2/4-2/11/19	1,930	1,200	1,032,433
NC Affordable Housing	10/23-25/19	200	950	\$660,629
<b>GRAND TOTAL</b>		<b>12,783</b>	<b>15,175</b>	<b>\$13,680,948</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2015 Ironman 70.3 Raleigh	3,750	13,000
<b>GROUP SALES</b>		
Association for Computing Machinery	1,205	800
Citizens Science Association	2,000	1,200
McDonalds Corporation	365	350
Merz	1,240	565
Our State	1,000	900
<b>GROUP TOTAL</b>	<b>9,560</b>	<b>16,815</b>





## TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Greater Raleigh Sports Council Quarterly Meeting	Raleigh (April 7)
Cary Sports Alliance Quarterly Meeting	Cary (April 9)
USTA Tennis on Campus National Championship	Cary (April 9-11)
Rock 'n' Roll Raleigh Marathon & ½ Marathon	Raleigh (April 12)
NIRSA Basketball Championships	Raleigh (April 16-18)
CASL Annual Partners Hospitality Event	Cary (April 20)
GRCVB Meeting with Town of Garner	Garner (April 22)
ACC Tennis Championships	Cary (April 22-26)
Deep South Classic	Raleigh (April 23-26)
Powerade State Games Figuring Skating	Wake Forest (April 24-25)
NASC Symposium	Milwaukee, WI (April 27-30)
CIAA Softball Championship	Raleigh (April 30-May 2)
<b>GROUP SALES</b>	
NC Defense Business Expo and Symposium	Pinehurst, NC, (April 6-7)
PCMA Philadelphia	Philadelphia, PA (April 6 -8)
NC Society of Government Meeting Professionals Chapter Meeting	Fayetteville, NC (April 8)
PCMA Education Foundation Dinner	Washington, DC (April 8)
ASAE Springtime Trade Show	Washington, DC (April 9)
EXPO NC	Raleigh, NC (April 9)
AENC Technology Showcase	Durham, NC (April 10)
ASAE Foundation Springtime Invitational	Leesburg, VA (April 10)

AMPs Monthly Meeting	Washington, DC (April 14)
PMPI Educational Experience	Washington, DC (April 15)
North American Meetings Industry Day: Education, Rally & Reception	Washington, DC (April 16)
Multicultural Sales Mission	Washington, DC (April 29 - May 1)
MPI Carolinas Board Retreat	Winston Salem(April 30-May 1)

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