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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 2016**

## **WAKE COUNTY CAPSULE**

**Hotel occupancy tax collections were up 9.3 percent** for the calendar year beginning January-March 2016 compared to the same period of January-March 2015 and **prepared food and beverage tax collections were up 8.1 percent** during the same period.

## **GROUP SALES**

Year to date the Sales team has secured 240 definite pieces of business representing, 83,232 room nights and \$77.9 million dollars in economic impact. Representing the team in the DC, Maryland and Virginia area, Regional director, national accounts Jamie Rice connected with meeting professionals at several events; Potomac Chapter of Meeting Professionals International E2 meeting on Healthcare Compliance, International Association of Exhibitions and Events D.C. Chapter, Potomac Chapter of Meeting Professionals International Capital Chapter USO Pack for the Troops, Association of Meeting Professionals meeting, Women's Leadership Reception, Springtime Crabfeast, Professional Convention Management Association Education Foundation Visionary Awards, ASAE Foundation Classic and the American Society of Association Executives (ASAE) Springtime Expo accompanied by Senior National Sales Manager Stephen Jackson, CMP. Director of Sales Malinda Harrell, CMP, CASE, and national sales managers Nicole Robinson and Loretta Yingling, CMP participated in Global Meetings Industry Day hosted by Meeting Professionals International Carolinas Chapter, Association Executives of N.C. and other partners, in Durham. Yingling met one on one with qualified planners at Plan Your Meeting Live in Chicago, Ill. National Sales Manager Nicole Robinson exhibited N.C. Defense Business Administration Expo, and attended the Meeting Professionals International Carolinas Chapter Board Retreat, in Charlotte, and the International Chapter Business Summit, in Dallas, Texas.

## **SPORTS MARKETING**

April sports highlights included the return of the Deep South Classic, a girl's basketball showcase that brought 488 teams to Raleigh from throughout the U.S. A total of 988 games were played, and the event brought more than 400 college coaches and more than 10,000 total visitors to town. The Raleigh Convention Center (with 20 courts) served as the primary venue, along with auxiliary sites at Meredith, Shaw, Middle Creek and the J.D. Lewis Center. The Deep South Classic generated an estimated 7,500 hotel room nights and \$2 million in direct visitor spending. ... The 3<sup>rd</sup> annual Rock 'n' Roll Raleigh Marathon & ½ Marathon presented by WRAL was a resounding success. This year's edition included two new additions – an inaugural 5k at Dorothea Dix Park, and a "Weekend of Music" concept that featured Gavin DeGraw, St. Lucia and many others. More than 9,300 runners, representing all 50 states and 8 countries, registered for the three races. A full economic impact report on Rock 'n' Roll Raleigh



from San Diego State University will be released this summer. ... It was a busy month for Cary Tennis Park, which hosted major events on back-to-back weekends. First was the USTA Tennis on Campus National Championships, a tournament that featured 64 collegiate club teams. And the following weekend Cary Tennis Park hosted the ACC Men's & Women's Tennis Championships. Both events were tremendously successful and further strengthened the venue's already highly-regarded reputation as the best tennis venue of its size in the Southeast. ... The CIAA held its baseball and softball championships in Greater Raleigh on the last weekend of April, with baseball at the USA Baseball National Training Complex in Cary, and softball at the Walnut Creek Softball Complex in Raleigh. ... XL Sports World in Apex was the site of the North American Roller Hockey Regionals. More than 40 teams from up and down the East Coast, with more than 1,000 athletes, traveled to Apex for the event. ... GRSA staff members traveled to the National Association of Sports Commissions' annual Symposium in Grand Rapids, Mich. There, they attended educational sessions and met with event owners and planners who represent potential future sports business for Greater Raleigh.

## **PUBLIC RELATIONS**

After nearly a year of planning, the Communications Department welcomed 100 journalists and destination PR representatives to Raleigh, April 24-27, for the Society of American Travel Writers (SATW) Eastern Chapter Conference. SATW is a professional association made up of 1100 print, digital, broadcast & photo journalists, public relations professionals and hospitality industry representatives from the United States & Canada. The conference was held at the Raleigh Marriott City Center with media tours and functions throughout the destination allowing for ample time for the group to explore various highlights of the destination, including restaurants, attractions, retail and guided tours.

A huge "thank you" to all partners that participated: Raleigh Beer Garden, Tobacco Road Tours, Raleigh Rickshaw Company, Videri Chocolate Factory, Raleigh Denim Workshop, Crank Arm Brewing, North Carolina Museum of Natural Sciences, Marbles Kids Museum, Triangle Glides, North Carolina Museum of Art, J.C. Raulston Arboretum at N.C. State University, Taste Carolina Gourmet Food Tours, Bida Manda, ORO Restaurant & Lounge, Babylon Restaurant, 18 Seaboard, Standard Foods, Plates Kitchen, Mandolin, Hibernian Restaurant & Pub, Neomonde Deli, Oak City Cycling, Contemporary Art Museum (CAM Raleigh), Artspace, North Carolina Symphony, Historic Yates Mill County Park, North Carolina Museum of History, Mordecai Historic Park, North Carolina Railroad Museum & New Hope Valley Railway, Town of Apex, Town of Cary, The Mayton Inn, The Umstead Hotel and Spa, City of Raleigh Mayor Nancy McFarlane, Wake County Commissioner, Sig Hutchinson, Visit North Carolina and Wake County Economic Development. Stay tuned for national media coverage on the destination as a result of hosting.

The Communications Department also worked in conjunction with the GRCVB's Executive Team to respond to hundreds of local, regional, national and international inquiries regarding the Public Facility and Privacy Security Act (HB2).



## SERVICES

April highlights included hosting Lenovo's N. American Sales Kickoff, successfully held here again and celebrating its 7<sup>th</sup> year in Raleigh. Kessa Stevens is settling nicely into her new role as VIC manager and VIC repairs are completed, with our team meeting monthly with Marketing to initiate revitalized branding tactics in the VIC for the future. We are working hard to recover VIC deficit numbers, and have had some great success especially with inquiries. Marketing has enlisted a new leads request system ("Travel Guides Free") which is working out nicely with strong request numbers. Other servicing initiatives for April included: strongly supporting Ryan with the hosting of SATW, meeting to flesh out plans for IBMA 2016 servicing, hosting a planning visit for Alpha Phi Alphas in prep for the 2017 Southern Region Conference, traveling to Virginia to conduct attendance promotion for Alpha Kappa Alpha for hosting the 2017 Mid Atlantic Region Conference, supporting sales for the Navigators site visit, and representing our team with the Town of Morrisville leadership meeting. Numbers overall are strong despite some impacts to the VIC during repairs, and taking time off from partner collateral deliveries (due to new edition visitor guides being shipped from the printer direct to partners). All in all it was a great month for our team.

## MARKETING

At month end, the GRCVB Marketing Department and its strategic partner Compass Media published the new Official Visitors Guide to Raleigh, Cary and Wake County, which is the primary print piece for sharing tourism information with Raleigh/Wake County visitors. It is mailed from the Raleigh, N.C., Visitor Information Center to inquirers and stocked year-round at many area info or concierge desks as well as state-run welcome centers. Review the new guide online at [www.raleighvisitorsguide.com](http://www.raleighvisitorsguide.com). The department invited all hospitality industry partners in Wake County to a Spring Marketing Update Meeting, May 19, at The Mayton Inn, downtown Cary's new boutique property. On April 1, GRCVB commenced qualitative research with users in advance of starting a yearlong project to redesign [visitRaleigh.com](http://visitRaleigh.com) and [raleighsports.org](http://raleighsports.org) for improved visitor and client experiences. In mid-April, the Marketing Department also kicked off strategic planning for 2016-2017 with both of its advertising and media buying agencies (for B2C and B2B). Department staff attended the April board of directors meeting and participated in the Bureau's quarterly municipality meeting, this time held in Morrisville April 19. The department hosted the Spring meeting of the Bureau's Live Music Advisory Committee on April 21. On April 22, detailed planning for the GRCVB Annual Meeting also commenced with the selected AV team and meeting planner. Department staff participated by leading area tours during the Society of American Travel Writers' Eastern Chapter Conference in Raleigh, April 24-27, which was sponsored by GRCVB's Communications Department. Marketing director Jonathan Freeze, CDME, CHIA, also began to serve again as volunteer co-chair of the local committee organizing 2016 Raleigh MAIN Events' activities. Under GRCVB's advertising plan for the month of April, leisure- or VFR-related placements appeared on Travel Guides Free, Travel Spike, [tripadvisor.com](http://tripadvisor.com) and [visitnc.com](http://visitnc.com) and in an *Our State* e-blast, *IndyWeek* and *Walter* magazine; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Destination Management*, *Sports Business Journal* and *Sports Events* and on [sportscommissions.org](http://sportscommissions.org), [sportstravelmagazine.com](http://sportstravelmagazine.com) and SBJ's websites; and meetings-related placements appeared in *Meetings Today*, *M&C* and *Convene* magazines, in a *Prevue* e-newsletter and on AENC's and MPI's websites.



**VISITOR INDUSTRY STATISTICAL REPORT  
MARCH 2016  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from March '15	Wake County	North Carolina	United States
March 2016 Occupancy %	-3.9%	71.3%	64.6%	66.4%
March 2016 ADR	5.8%	\$102.05	\$92.46	\$124.37
March 2016 RevPar	1.7%	\$72.74	\$59.77	\$82.60
2016 YTD Occupancy %	-3.0%	66.3%	58.3%	60.7%
2016 YTD ADR	5.9%	\$100.04	\$91.75	\$120.92
2016 YTD RevPar	2.7%	\$66.33	\$53.50	\$73.34

*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 2016*

	MARCH 2016	2016 YTD	YTD% Change from 2015
Passenger Enplanements	434,743	1,116,446	+9.2%
Passenger Deplanements	426,852	1,119,393	+8.3%

**RALEIGH CONVENTION CENTER INFORMATION**

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	2602	83,072	102,400	-19%
Estimated Economic Impact	\$1,783,646	\$77,788,452	\$51,400,480	+51%
Number of Definite Bookings	21	238	160	+49%



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	April 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	153,093	709,968	306,150	+132
Estimated Economic Impact	\$87,167,733	\$420,784,941	\$205,512,460	+105
Number of Tentative Leads	117	1017	470	+116

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	April 2016	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	2,385	124,346	89,955	+ 38%
Estimated Economic Impact	\$599,665	\$36,732,824	\$29,748,810	+ 23%
Number of Definite Bookings	4	64	64	----

**VISITOR SERVICES PRODUCTION**

	April 2016	FY 15/16 YTD	YTD% Chg from 15/16
# of Groups Serviced	57	483	+7.3%
# of Visitor Information Center visitors	935	8,749	-10.8%
# of Visitor Inquiries	2,167	4,520	+37.5%

**VISITOR GUIDE DELIVERY SERVICE TO PARTNERS**

*\*This is a new service that we have begun as of October 2014, % compared to first year month end stats (also delivery service now includes both official visitor guides and fold out maps)*

	April 2016	2016 YTD	YTD % Chg from 15/16
Partners Serviced	0	412	+78.0%*
Visitor Guides/ Maps Delivered	0	68,811	+169.0%*

**(Delivery service now includes both visitor guides and destination guide/ maps; \* despite a hiatus from materials delivery this month numbers are very strong year over year)**



### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
All Things Open	10/24-27/16	215	100	\$187,769
<b>Totals (A)</b>		<b>215</b>	<b>100</b>	<b>\$187,795</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Big Shots WBC Elite	4/22-23/16	40	100	\$13,960
Big Shots June Raleigh Classic	6/3-4/16	600	1,200	\$179,400
USTA Southern Level 1A	3/25-27/16	1,045	742	\$207,005
USSSA Girls Fastpitch Winter Nat'ls	11/11-13/16	700	1,250	\$199,300
<b>SPORTS TOTAL (B)</b>		<b>2,385</b>	<b>3,292</b>	<b>\$599,665</b>
St. Jude Medical	3/4/16	40	40	\$14,250
AtriCure, Inc.	4/11-14/16	65	15	\$17,197
North American Network Operators' Group (NANOG)	4/12/16	30	20	\$12,048
Goodguys Rod & Custom Association	4/15-17/16	550	250	\$659,108
Brunswick Early College High School	4/22-23/16	10	17	\$4,513



Nat'l Conference of State Legislatures	5/19-21/16	40	25	\$15,413
North Carolina Travel Industry Association	5/23-/25/16	35	50	\$52,414
Jason and Katie's Wedding	6/10-13/16	30	20	\$18,802
Clan McAlister of America	6/30-7/3/16	97	70	\$61,274
LM Media Worldwide, LLC	7/8-10/16	40	15	\$9,003
Bauer-Farley Wedding	7/15-17/16	90	80	\$45,621
Burlington Trailways	9/12-13/16	25	25	\$10,785
American Association of State Highway and Transportation Officials Association	9/12-15/16	125	35	\$38,900
Fire Industry Equipment Research Organization	9/23-29/16	360	250	\$227,487
Swords/Hill Wedding	10/7-9/16	60	70	\$43,254
Construction and Maintenance Institute for Criminal Justice Agencies (CMI)	10/10-13/16	275	100	\$97,687
Uloko Wedding Party	10/28-29/16	80	40	\$26,196
National Swine Improvement Federation	11/30-12/2/16	100	50	\$33,035
Rotary International	4/6-7/17	20	40	\$49,262
American Conifer Society	6/13-18/18	315	125	\$159,619
<b>Group Totals (C)</b>		<b>2,387</b>	<b>1,337</b>	<b>\$1,595,877</b>
<b>Totals (A+B+C)</b>		<b>4,987</b>	<b>4,729</b>	<b>\$2,383,311</b>





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

	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
USTA National Junior Tournament	June 2017	1,045	600	\$180,705
<b>GROUP SALES</b>				
North Carolina Department of Public Safety	4/27-28/16	240	140	\$87,797
North Carolina Travel Industry Association	5/23-24/16	35	250	\$52,415
CLURT	6/1-5/16	165	500	\$147,069
Tragedy Assistance Program for Survivors (TAPS)	6/9-13/16	68	45	\$34,582
Bode Cellmark Forensics	6/19-23/16	50	60	\$21,384
The Upledger Institute, Inc.	7/6-8/16	45	50	\$44,690
National Council of La Raza	10/1-3/16	295	200	\$230,320
Professional Housing Rehab Association of North Carolina	10/4-6/16	90	60	\$37,654
North Carolina NAACP	10/5-8/16	340	400	\$151,958
Warefarecology	10/27-30/16	138	400	\$137,106
DisruptiveRX Summit	11/1-3/16	380	400	\$203,273
North Carolina Integrative Medical Society	3/2-3/17	60	100	\$44,103
Client Feedback Tool	3/14-16/17	240	100	\$93,313
Rotary International	4/6-6/17	20	350	\$49,262
Southeast Supercon	7/13-16/17	1,075	12,000	\$1,727,876





Raleigh Harley Owner's Group (HOG)	9/8-9/17	300	500	\$182,013
Association Montessori International	2/12-19/18	1,380	1,000	\$1,689,708
North Carolina Athletic Directors Association	3/25-28/18	415	300	\$232,077
Perennial Plant Association	7/21-28/18	800	350	\$308,445
Southeast Supercon	8/16-19/18	1,075	12,000	\$546,544
North Carolina Society of Gastroenterology	2/22-23/19	500	350	\$211,075
Arrowhead Conference and Events	11/15-26/19	2,981	1,500	\$1,121,500
NC Office of Emergency Medical Services	9/30-10/6/21	1,630	750	\$708,438
NC Office of Emergency Medical Services	9/29-10/4/22	1,630	750	\$719,450
NC Office of Emergency Medical Services	10/5-10/2023	1,630	750	\$730,782
NC Office of Emergency Medical Services	10/3/-8/24	1,720	750	\$742,393
NC Office of Emergency Medical Services	10/2-7/25	1,630	750	\$754,240
<b>GRAND TOTAL</b>		<b>19,977</b>	<b>35,405</b>	<b>\$11,190,172</b>



### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
<b>GROUP SALES</b>		
Lab Design	300	200
<b>GROUP TOTAL</b>	<b>300</b>	<b>200</b>

### TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Butterfly Cary Cup Table Tennis Championships	Morrisville (April 1-3)
CSEE Education Session	Grand Rapids, MI (April 4)
National Association of Sports Commissions	Grand Rapids, MI (April 5-7)
Rock 'n' Roll Raleigh Marathon & ½ Marathon	Raleigh (April 8-10)
North American Roller Hockey Regional	Apex (April 9-10)
USTA Tennis on Campus National Championships	Cary (April 14-16)
CASL Annual Hospitality Event	Cary (April 18)
GRCVB Meeting with Morrisville Officials	Morrisville (April 19)
ACC Tennis Championships	Cary (April 20-24)
Deep South Classic	Raleigh (April 22-24)
CIAA Baseball & Softball Championships	Raleigh & Cary (April 28-30)

<b>GROUP SALES</b>	
Potomac Chapter of Meeting Professionals International E2	Washington, D.C. (April 7)
International Association of Exhibitions and Events D.C. Chapter Education Program	Alexandria, Va. (April 8)
Meeting Professionals International Chapter Business Summit	Dallas, Texas (April 7-9)
Association of Meeting Professionals	Washington, D.C. (April 12)
Global Meetings Industry Day and Potomac Chapter of Meeting Professionals International	Washington, D.C. (April 12)
Global Meetings Industry Day hosted by Meeting Professionals International Carolinas Chapter	Durham (April 14)
Plan Your Meeting Live Chicago	Chicago, Ill. (April 21)
International Association of Exhibitions and Events DC Chapter, Women's Leadership Reception	Washington, D.C. (April 25)
Springtime Crabfeast	Arlington, Va. (April 26)
Professional Convention Management Association Education Foundation Visionary Awards	Washington, D.C. (April 27)
American Society of Association Executives (ASAE) Springtime Expo	Washington, D.C. (April 28)
ASAE Foundation Classic	Leesburg, Va. (April 29)
N.C. Defense Business Administration Expo	Raleigh (April 25)
Meeting Professionals International Carolinas Chapter Board Retreat	Charlotte (April 27-29)



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