



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

NOVEMBER 2008

### WAKE COUNTY CAPSULE

For the first nine months of calendar year 2008 Wake County **hotel occupancy tax collections were up 3.2 percent** and **prepared food and beverage tax collections were up 9.1 percent** over 2007.

### GROUP SALES

The Group Sales team initiated the first of six “Road Trips,” presenting the GRCVB/Hotel 101 Program, focused on educating the hotel community in ways both groups can work more efficiently together for success, especially in these challenging economic times. Not only were lead sheets reviewed step by step, but new website programs were introduced, including special packages and hot date programs, along with instruction on how to sign on and participate. The program will continue through early December, with the sales team traveling to convenient “cluster” locations, enabling participation by both full and limited service properties.

“Lunch in Raleigh”, a new program for planners flying in and out of Raleigh the same day, participating in a “mini-fam” focusing on the individual client needs, was launched early October. The initial group of eight planners from Georgia, Illinois, and North and South Carolina, were amazed at the efficiency of our program. American Student Dental Association has verbally committed to hosting their 2011 Regional program here due to their experience. Definite bookings for the month include Assn. for the Study of African American Life and History, September 2010, with 500 attendees, and 1,275 room nights, United Council on Welfare Fraud, with 300 attendees and 780 room nights in September 2010, and NC State College of Veterinary Medicine, August of 2009, with 500 attendees and 900 room nights.

### SPORTS MARKETING

Definite bookings in October included the 2009 2Hot4 Ice National Games (inline hockey) and the 2009 American Bicycle Association (ABA) East Coast Nationals (a BMX event). The inline hockey championship will be played at Dream Sports Center in Apex during the last week of June and will generate more than 4,200 hotel room nights. The cycling event will be hosted by Capital City BMX and held at Lions Park in Raleigh in mid-August. Approximately 1,000 riders are expected. The Greater Raleigh CVB partnered with the Triangle Aquatic Center (TAC) to submit a bid for the 2009 National Black Heritage Championship Swim Meet. If the bid is successful, the competition, featuring more than 750 swimmers, would be held at the TAC in Cary over Memorial Day weekend. Planning is well underway for the 2009 NCAA Women’s Basketball Regional, scheduled for March 28-30 at the RBC Center. Four teams will come to Raleigh to compete for a berth in the Final Four in St. Louis. Latest numbers indicate that more than 1,100 youth soccer teams will be traveling to Wake County for the 2008 CASL visitRaleigh.com National Soccer Series, which gets underway Nov. 8-9. The teams break down as follows: 228 for the Girls Shootout (Nov. 8-9); 204 for the Boys Shootout (Nov. 15-16); 260 teams for the Boys Showcase (Nov. 21-23); and a whopping 422 teams for the Girls Showcase (Dec. 5-7). GRCVB sports marketing was represented in October at the TEAMS national sports conference and the Amateur Athletic Union (AAU) national convention.

### PUBLIC RELATIONS

An array of national, internet and trade publications featured articles about the attractions, accommodations and events in the Raleigh area, as well as highlighting Wake County’s meeting offerings publications included: *Associations Now*, *Convention South*, *Signature Magazine*, *Edible Piedmont*, *Meetings South*, *Signature Magazine*, *Convene and Meetings & Convention*.



Ryan Smith pitched numerous journalists in Houston, TX at the annual Society of American Travel Writers Conference, October 17-22. Journalists hosted in October included: Normand Cazalais of *CAA Travel*, Sam Boykin, freelancing for *Signature Magazine* and Karen Eakins of *AAA's Home & Away*. Thank you to all of our partners including: The Umstead Hotel & Spa, Raleigh Marriott Crabtree Valley, Hilton North Raleigh, The Irregardless Café, The Pit, NC Museum of Natural Sciences and Vivace, for making their media visits successful.

## **SERVICES**

Convention and Visitor Services had a very strong month for October as evidenced by our numbers. Convention and Sports services collectively are up over 22.5% for total events serviced year to date over totals for October 2007. We more than doubled our bureau generated hosted events during the month, and referral numbers are up as well. Not only that, the VIC experienced very strong visitation hitting the 600 mark for the first time since we opened in March (VIC visitors totaled 617). We hosted 7 convention groups that were in house or headquartered in the RCC, all going very well. The RCC groups included a diverse blend of conventions and attendees, including World Burn Congress, SEUS Japan and the 3500 attendee NC Community College System. Each convention had unique needs and it was exciting to see how well the center, the hotels, and the destination all worked together during this busy time. The Red Carpet Welcome program, unified pre con meetings, and related services for these groups have all been well received. We have now launched our online post event survey, and look forward to what we will learn from planner feedback to see in formal evaluations. Additional activities included: interns are working with our department to create a restaurant referral book for the VIC and also to assist in auditing convention services listings in our section of the website; and we hosted Japanese cultural training in preparation for hosting the SEUS Japan conference – approximately 150 front line and management staff from the RCC, the Sheraton, Marriott, DRA and GRCVB staffs attended. Finally, our Ambassadors had a busy month as well, working a total of 84 volunteer hours for the VIC and in the information areas for our arriving groups.

## **MARKETING**

The Marketing Department promoted two microsites for major or unique events in October: Walking with Dinosaurs and the North Carolina State Fair. Work is underway on a Greater Raleigh holiday microsite and accompanying sweepstake promotion, launching in November (<http://www.visitRaleigh.com/holidays/>). Under the 2008-09 destination media plan, GRCVB ran local aids aimed at the visiting friends and relatives (VFR) market in *The N&O*, leisure ads including promotion of the Dead Sea Scrolls exhibit in *Our State* and *The Wall Street Journal*, meetings-related ads in *Convene*, *ConventionSouth*, *Meeting News*, *Meetings & Conventions*, and *Meetings South*, and sports market ads in *Sports Business Journal*, *Sports Events*, and *Sports Travel*. Under new collateral, the next installment of the Raleighwide Discovery Guide is now available; this new map/calendar piece covers holiday events and other events November – February. Partner information forms are being mailed to all Wake County hotels, restaurants, and attractions to confirm and update details for free listings in the 2009 Official Visitors Guide. GRCVB's partner S&A Cherokee of Cary continues to sell other advertising opportunities in the guide (for more information, see [http://www.visitRaleigh.com/partners/partnership\\_opportunities/](http://www.visitRaleigh.com/partners/partnership_opportunities/)). Additionally, the department completed editing of new B-roll destination video footage, which will be used to fulfill requests from broadcast media and from marketing partners in the coming year. Finally, the Greater Raleigh SmartCard, a new program providing discounts to arriving convention delegates and sports participants, is seeing great success already. In partnership with ZSpotlight.com, GRCVB has signed up 100+ participating restaurants and other establishments, and visitors are taking advantage of the many offers, seeing more and spending more in Wake County (to participate, see <http://www.visitRaleigh.com/partners/Smartcard.pdf>).



## VISITOR INDUSTRY STATISTICAL REPORT

**October 2008**

### HOTEL OCCUPANCY PRODUCTION

	Chg from Sep 07	Wake County	North Carolina	United States
Sep 2008 Occupancy %	-10.3%	59.6%	53.1%	60.6%
Sep 2008 ADR	+6.7%	\$89.11	\$84.73	\$107.31
Sep 2008 RevPAR	-4.2%	\$53.07	\$45.00	\$65.08
Sep 2008 Rooms Sold/% Change	-16,958	-6.4%	-10.0%	-3.1%
Sep 2008 Rooms Avail/% Change	+10,568	+4.3%	+2.7%	+2.9%
2008 YTD Occupancy %	-4.3%	63.7%	58.4%	62.9%
2008 YTD ADR	+5.9%	\$87.97	\$84.72	\$107.41
2008 YTD RevPAR	+1.4%	\$55.89	\$49.45	\$67.58
2008 YTD Rooms Sold/% Change	-53,242	-2.2%	-4.2%	-0.6%
2008 YTD Rooms Avail/% Change	+50,917	+2.2%	+1.7%	+2.5%

*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*

	Sep 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	354,468	3,695,853	-1.6%
Passenger Deplanements	352,674	3,698,391	-1.5%

### 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	34	24	16	10	9	6	4	2	3	1	1		1	1		126
At RCC (Tentative)	1	12	13	27	14	9	34	2	-	-	-	-	-	-	-	-	82

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

### GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	October 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4885	54,024	41,560	+23%
Estimated Economic Impact	\$1,770,765	\$39,000,636	\$20,833,335	+87%
Number of Definite Bookings	11	86	130	-34%

*FY runs June 08-June 09*

### GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	October 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	46,475	87,546	131,250	-33%
Estimated Economic Impact	\$21,906,768	\$45,694,260	\$89,585,000	-48%
Number of Tentative Leads	39	108	200	-46%

*FY runs June 07-May 08*



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	October 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	5,655	51,101	30,360	+ 68%
Estimated Econ Impact	\$2,035,645	\$12,124,874	\$10,000,000	+ 21%
Number of Definite Bookings	4	17	21	-19%

**VISITOR SERVICES PRODUCTION**

	October 2008	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	37	174	+22.5%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
ASALH 2010 Annual Conference	9/27-10/3/2010	1,275	500	\$420,885
<b>TOTAL (A)</b>		<b>1,275</b>	<b>500</b>	<b>\$420,885</b>

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2009 2Hot4 Ice National Games	6/25-30/09	4,205	4,940	\$1,325,495
2009 ABA East Coast Natl's BMX	8/14-16/09	1,000	2,000	\$583,000
NCBA Fall Classic	10/3-5/08	330	550	\$100,870
NC Fallen Firefighters Softball	9/26-28/08	120	120	\$26,280
<b>SPORTS TOTALS (B)</b>		<b>5,655</b>	<b>7,610</b>	<b>\$2,035,645</b>
North Carolina Child Support Annual Conference	8/3-6/2010	430	500	\$208,140
2009 Moroccan Reunion Association	9/9-13/2009	600	200	\$162,000
2009 Bates and Riley	7/23-26/2009	170	175	\$72,615
The United Council on Welfare Fraud/National Meeting	9/10-15/2010	780	300	\$253,305
The United Council on Welfare Fraud/ Board Meeting	3/4-6/2010	120	300	\$88,560
National Veterinary Scholars Symposium	8/5-9/2009	900	500	\$336,600
NC Assn of County Comm Legislative Goals Confernece	1/14-16/2009	300	350	\$104,400
North Carolina Second Jurisdiction Annual Meeting	4/23-25/2009	220	300	\$95,280
FBLA September Board Meeting	1/9-10/2009	40	40	\$11,580
Team New South Swimming	11/14-16/2008	50	50	\$17,400
<b>TOTAL GROUP (C)</b>		<b>3,610</b>	<b>2,715</b>	<b>\$1,349,880</b>
<b>GRAND TOTAL (A+B+C)</b>		<b>10,540</b>	<b>10,825</b>	<b>\$3,806,410</b>



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

<b>Group Name</b>	<b>Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
2009 National Black Heritage Swim	5/21-25/09	1,400	2,500	\$594,600
2009 USSSA Church Softball Worlds	8/28-30/09	750	960	\$191,550
<b>GROUP SALES</b>				
Garden Center University	1/19-21/2009	116	50	\$33,348
Winter Guard International	2/13-15/2009	200	1,000	\$256,800
DoD Employee and Labor Relations	4/20-23/2009	609	387	\$140,679
NC STEM Hunt Institute	4/19-21/2009	1,100	700	\$289,200
Developmental Disabilities Training Institute	4/29-5/1/2009	70	400	\$101,580
On the Lighter Side	6/17-20/2009	109	70	\$ 37,113
ABB Power & Control Road Show	6/24-25/2009	110	100	\$ 46,470
NC Window of Information on Student Education	7/12-7/14/ 2009	300	300	\$104,400
Jehovah's Witnesses Summer Convention	7/30 - 8/2/2009	9,600	10,000	\$4,148,100
Jehovah's Witnesses Summer Convention	8/6 - 9/2009	9,600	10,000	\$4,148,100
IRI Spring 2010	3/8-3/12/2010	280	100	\$58,830
New Technology Foundation - New Schools Conference	6/13-18, 2010	500	200	\$144,750
New Technology Foundation - All Schools Conference	7/11-7/16, 2010	1,000	400	\$289,500
Fleet Reserve Association 2010	9/14-18/2010	1,315	400	\$419,595
Association of Fish & Wildlife Agencies	9/10-9/16, 2010	2,285	700	\$633,135
Alpha Phi Alpha	3/24-27/2011	810	1,000	\$514,710
NC Healthcare Information management Association	5/2-5/6/2011	300	335	\$147,585
EAA Summer Meeting 2011	7/9-12/2011	420	200	\$135,045
Society for Investigative Dermatology	4/30-5/6, 2012	2,142	1,300	\$986,202
Agricultural Media Summit 2012	7/29-8/1/2012	1,290	450	\$324,240
Microscopy Society of America	7/23-8/3, 2013	6,420	2,400	\$3,027,420
<b>GRAND TOTAL</b>		<b>40,726</b>	<b>33,952</b>	<b>\$16,772,952</b>

**SITE VISITS**

<b>Group Name</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>SPORTS MARKETING</b>		
U.S. Masters Swimming	TBD	TBD
<b>GROUP SALES</b>		
American Student Dental Assn	1,150	450
BDPA	1,921	600
Blue Cross Blue Shield Winter Sales Conference 2009	306	300



Church of Christ Written in Heaven	120	40
Coporate Events Consulting	Varies	Varies
Duke Childrens Hospital	25	1,000
NC Association of County Agricultural Agents	110	150
NC DPI/SAFE SCHOOLS Conference	806	1,000
NC STEM Summit Hunt Institute	1,100	700
<b>TOTAL</b>	<b>5,538</b>	<b>4,240</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Lenovo Olympic Athlete Celebration	Cary (Oct. 1)
US Youth Soccer Region III Planning Conference	Dallas, TX (Oct. 2-4)
Raleigh Chamber of Commerce Hurricanes Luncheon	Raleigh (Oct. 8)
Greater Raleigh Sports Council Steering Committee	Raleigh (Oct. 9)
Wake County Hotel Marketing Meeting	Raleigh (Oct. 16)
TEAMS Sports Marketing Conference	Pittsburgh, PA (Oct. 21-24)
AAU National Convention	Cancun (Oct. 27-31)
visitRaleigh.com Health & Fitness Expo (Marathon)	Raleigh (Oct. 31)
<b>GROUP SALES</b>	
Lunch in Raleigh	Raleigh, NC (October 2)
AMPs Monthly Meeting	Arlington, VA (October 14)
PMPI Professional Development Event	Alexandria, VA (October 16)
Hotel/ GRCVB 101	Raleigh, NC (October 16)
PCMA Happy Hour	Washington, DC (Oct 16)
National Pan-Hellenic Council	Stone Mountain, GA (Oct. 16-18)
MPI Triangle Dream Team	Cary (October 21)
Time Fore Nine Awards Event	Washington, DC (Oct 21)
PMPI Monster's Bash	Washington, DC (Oct 30)