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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

NOVEMBER 2009

### WAKE COUNTY CAPSULE

For the ninth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 12.2 percent** and **prepared food and beverage tax collections were up .1 percent** over 2008.

### GROUP SALES

Group Sales sent 32 leads, totaling nearly 13 million dollars in economic impact to Wake County hotels in October. Thirteen groups signed definite contracts, totaling over 3,300 room nights, with 4,600 total attendees, representing \$1.7 million dollars in economic impact. Seven sight inspections were conducted during the month. Loretta Yingling, National Sales Manager, attended NC SGMP board and monthly meetings. Kumi Anzalone, National Sales Manager, attended Potomac MPI board and monthly meetings. Stephen Jackson, National Sales Manager, represented GRCVB and Wake County by participating in the Hinton and Grusich Northeast Tradeshow, as well as Rejuvenate, a Collins Publishing trade show. Hundreds of new meeting planners were made aware of what our area has to offer their groups when holding meetings here.

### SPORTS MARKETING

The month began and ended with prestigious cross country events. The Town of Cary and the Greater Raleigh CVB partnered to co-host the 2009 Great American Cross Country Festival, Oct. 2-3. More than 2,100 runners from throughout the U.S. participated in one of the largest and most prestigious cross country events of the year. The ACC Cross Country Championships were held on Oct. 31, with a total of 24 teams competing. The NC State men and the Florida State women claimed conference championships. Both events were held at WakeMed Soccer Park. Representatives from the Greater Raleigh CVB attended the TEAMS national conference, where they had one-on-one meetings with more than 100 sports event owners and rights-holders. GRCVB attended the convention as part of a 33-person N.C. Sports Association delegation. Also at the TEAMS conference annual awards banquet, the 2008 CASL visitRaleigh.com National Soccer Series was a finalist in the category of "Best Amateur Sporting Event Series or Circuit." Key bookings in October included the 2011 USA Swimming Southern Zone Championships, which will be held at the Triangle Aquatic Center (TAC) in Cary in July of that year. The event is expected to generate 1,750 total hotel room nights and \$663,000 in direct visitor spending. Bid partners included N.C. Swimming, the Raleigh Swimming Association, TAC and the GRCVB.

### PUBLIC RELATIONS

Director of Communications, Ryan Smith, attended the Society of American Travel Writers Annual Convention October 8-12 in Guadalajara, MX. During the conference, she met one-on-one with more than 100 regional, national and international travel, food and meeting writers to pitch the Raleigh area as a premier leisure and meeting destination. The October issue of Small Market Meetings featured the Raleigh area as its Town Hall Spotlight City. The three-page article highlighted numerous hotels, restaurants, attractions and meeting venues in our area. The article was worth \$8,000 in ad

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equivalency. A press release announcing the Raleigh Convention Center's Silver LEED Certification was sent to national consumer and meeting trade publications. The release has currently been picked up in more than 20 newspapers and magazines throughout the country. More coverage is expected in the November.

## **SERVICES**

October was a strong month for us in the VIC with 1092 walk in visitors, 486 calls and 693 total inquiries were fulfilled. Our October First Friday event accounted for 550 of those our total visitors, and reinforced the value this program has as a successful component of our servicing functions. Conventions were strong with the most notable being the BioProcess Conference. The event targeted bio- related businesses. With over 200 exhibitors and 1500 attendees, Bio Process showed the positive impact Research Triangle Park has on Raleigh's ability to attract (and host) bio and high tech conventions. Other notable and successful conferences during the month included NC Nurses and the NC International Workers Compensation Convention. Finally, Ambassadors provided a total of 78 volunteer hours for the month.

## **MARKETING**

In October, the Marketing Department worked with Raleigh-based Triangle Blvd to launch new destination video clips about Greater Raleigh shopping, the State Farmers Market, Thomas Brooks Park/Middle Creek Park and Walnut Creek Softball Complex. The department also finalized selection of a promotional consultant to work with the Bureau on sales and services giveaway needs; a local representative of Geiger will continue serve GRCVB throughout the fiscal year. Under advertising, GRCVB ran leisure sweepstakes-related ads on the North Carolina News Network, co-sponsored a webinar about site selection on Meetings Media and ran sports-related ads at SportsBusinessDaily.com and SportsBusinessJournal.com. Area attraction, hotel and restaurant partners were invited to the Bureau's Quarterly Marketing Update, November 16, at Chatham Hill Winery, Morrisville.



**VISITOR INDUSTRY STATISTICAL REPORT  
OCTOBER 2009  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Sep 08	Wake County	North Carolina	United States
Sep 2009 Occupancy %	-2.7%	58.0%	51.4%	56.7%
Sep 2009 ADR	-9.6%	\$80.49	\$79.52	\$96.67
Sep 2009 RevPar	-12.0%	\$46.68	\$40.86	\$54.78
2009 YTD Occupancy %	-10.5%	57.0%	52.1%	56.6%
2009 YTD ADR	-7.5%	\$81.55	\$80.17	\$98.01
2009 YTD RevPar	-16.9%	\$46.45	\$41.79	\$55.48

*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*

	September 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	354,093	3,332,816	-9.8%
Passenger Deplanements	348,949	3,335,083	-9.8%

**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	44	36	23	17	10	7	4	2	4	2	2	1	2	0	1	169
At RCC (Tentative)			12	13	19	10	6	5	2								67

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	October 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,331	36,550	35,000	+4%
Estimated Economic Impact	\$1,739,391	20,923,557	\$17,666,664	+18%
Number of Definite Bookings	13	50	56	-11%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	October 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	15,353	112,008	106,664	+6%
Estimated Economic Impact	\$12,811,305	\$69,686,919	\$72,332,333	-5%
Number of Tentative Leads	35	135	168	-19%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	October 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,011	52,490	30,636	+ 71%
Estimated Econ Impact	\$1,658,129	\$15,188,962	\$10,000,000	+ 51%
Number of Definite Bookings	7	24	22	+ 9%

**VISITOR SERVICES PRODUCTION**

	October 2009	FY 09/10 YTD	YTD% Chg from 08/09
Number of Groups Serviced	35	142	0.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Environmental Educators of North Carolina	11/5-8/09	135	200	\$83,835
Champion Holiday Cheers to You	12/18-20/09	600	2,100	\$263,400
NC Assn of School Administrators	3/24-26/10	400	400	\$139,200
Annual NIH SBIR/STTR Conference	6/1-4/10	440	600	\$242,040
American Institute of Architects	9/7-10/11	350	400	\$186,150
<b>GROUP TOTAL (A)</b>		<b>1,925</b>	<b>3,700</b>	<b>\$914,625</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NCHSAA Women's Tennis	10/23-25/09	66	269	\$31,074
Univ. of Findlay Men's Basketball	11/2-4/09	240	240	\$52,560
USAB MLB European Showcase	11/4-9/09	80	40	\$16,620
NCHSAA Volleyball Champ.	11/07/09	665	2,660	\$311,935
NCHSAA Men's Soccer Champ.	11/20-21/09	610	2,745	\$319,290
2011 USA Swim Southern Zones	7/25-31/11	1,750	1,500	\$663,250
<b>SPORTS TOTALS (B)</b>		<b>3,411</b>	<b>7,454</b>	<b>\$1,394,729</b>
NC SGMP Mid Winter Meeting and Holiday Silent Auction	12/1-2/09	10	70	\$9,330
NCSGMP Chapter Meeting	2/9-10/10	10	50	\$6,990
North Carolina Real Estate Commission	3/7-10/10	192	250	\$107,532
National Air Quality Conference 2010	3/14-19/10	540	250	\$183,240
Capital City Tattoo Arts Festival 2010	3/26-28/10	225	1,000	\$268,425



Simpson Wedding	6/25-27/10	50	200	\$52,500
Governor Morehead School Convention/Reunion	8/6-8/10	50	125	\$34,950
International Indian Statistical Conference	4/21-24/11	450	350	\$174,150
Take Off Pounds Sensibly	4/12-15/12	479	700	\$251,049
<b>GROUP SALES TOTAL (C)</b>		<b>2,006</b>	<b>2,995</b>	<b>\$1,088,166</b>
<b>GRAND TOTAL (A,B,C)</b>		<b>7,342</b>	<b>14,149</b>	<b>\$3,397,520</b>

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

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
2011 USTA Nat'l Campus Tennis	April 2011	980	800	\$339,400
2012 USTA Nat'l Campus Tennis	April 2012	980	800	\$339,400
<b>GROUP SALES</b>				
US DOE Solid State Lighting R&D Workshop	2/1-5/10	535	350	\$198,465
NC Youth Legislative Assembly	3/19-3/21/10	200	250	\$81,300
National Foreclosure Mitigation	4/12-16/10	820	1,000	\$870,828
NC Black Summit	4/21-24/10	167	150	\$61,392
VoiceCon Symposium	6/7-10/10	862	375	\$292,722
American Institute of Parks and Recreation Deans	9/19-9/23/10	60	30	\$20,880
Metropolitan Information Exchange	9/12/10	200	60	\$57,900
NC-American Society of Landscape Architects	10/7-10/9/10	30	125	\$32,670
Conference Direct - The PULSE on Tour	11/11-15/10	645	1,800	\$836,955
Southern Independent Booksellers Alliance	9/21-9/26/11	970	500	\$311,820
NC Community College Systems	10/5-10/9/12	1,820	3,500	\$1,660,620
National Congress on American Indians	6/1-6/5/13	1,030	1,050	\$774,960
<b>GRAND TOTAL</b>		<b>9,299</b>	<b>10,790</b>	<b>\$5,879,312</b>

**SITE VISITS**

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
USA T&F NC Association (for 2011 USA T&F Cross Country)	1,000	300,000
<b>GROUP SALES</b>		
International Bridge, Tunnel, Turnpike Association	416	200
National Active and Retired Federal Employees	3,914	1,800
NC Airports Association	402	500



Richmond Chamber of Commerce Inter-City Visit	160	80
<b>GROUP TOTAL</b>	<b>5,892</b>	<b>302,580</b>

**TRADESHOW & EVENTS**

<b>Event Name</b>	<b>Location (Dates)</b>
<b>SPORTS MARKETING</b>	
NCHSAA Regional Meeting	Raleigh (Oct. 1)
Greater Raleigh Sports Council Steering Committee	Raleigh (Oct. 8)
Great American Cross Country Festival	Cary (Oct. 2-3)
TEAMS Conference	New Orleans (Oct. 13-15)
NCAA DII Baseball World Series Planning Meeting	Mt. Olive, NC (Oct. 27)
Triangle Basketball Tip-Off Luncheon	Durham (Oct. 29)
visitRaleigh.com Health & Fitness Expo	Raleigh (Oct. 30-31)
ACC Cross Country Championships	Cary (Oct. 31)
<b>GROUP SALES</b>	
AMPs Monthly Meeting	Alexandria, VA (Oct. 13)
NC SGMP	Greensboro, NC (Oct. 14)
PMPI Monthly Educational Event	Washington, DC (Oct. 15)
PMPI Board Meeting	Washington, DC (Oct. 15)
MPI Triangle Dream Team	Durham, NC (Oct. 19)
PCMA Committee Meeting	Alexandria, VA (Oct. 20)
H&G Northeast	NYC and Orange, NJ (Oct. 19-21)
PMPI Networking Event	Washington, DC (Oct. 22)
Rejuvenate 2009	Birmingham, AL (Oct. 26-29)