



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

NOVEMBER 2010

WAKE COUNTY CAPSULE

For the ninth month of calendar year 2010, Wake County **hotel occupancy tax collections were up 5 percent** and **prepared food and beverage tax collections were up 2.03 percent** over 2009. Both collections were the best September on record. Occupancy Tax fiscal year-to-date collections are **up 11.3 percent** and Prepared Food and Beverage Tax year-to-date collections are **up 5.34 percent**.

GROUP SALES

With over 17,000 attendees associated with the definite business signed this month for the Group Sales team, 8,458 room nights will come to fruition, for a total of \$6,753,489 in Direct Economic Impact. The team generated 31 leads, with 16,188 room nights associated, for a total of \$9,434,520 in Economic Impact. Stephen Jackson, National Sales Manager, traveled to Louisville, KY to represent Greater Raleigh Convention and Visitor's Bureau in the Rejuvenate Marketplace, a religious based tradeshow working on client appointments during the show. Kumi Anzalone, Regional Director, National Accounts, traveled to Buffalo, New York to aid in attendance building for the NAAEE annual conference to be held in Raleigh in 2011. She also spearheaded the Health Profession's Network Annual meeting being held here October 13-16, in conjunction with the incredible fam she planned and carried out for them during that time. Other travel and presentations included MPI-CC Triangle Dream Team Meeting, a presentation to Firstpoint Management Resources, and attending the LaQuinta Cary Fall client Event.

SPORTS MARKETING

NHL All-Star street pole banners went up at the RBC Center on Oct. 27. These represent the first of about 400 banners that the Local Organizing Committee will install throughout Raleigh and Wake County between now and January. October events were highlighted by the Great American Cross Country Festival, which brought more than 2,100 runners from throughout the U.S. to WakeMed Soccer Park in Cary. The Great American is one of the nation's largest and most prestigious cross country events. The first of 12 NCHSAA state championship events was held in Wake County, Oct. 29-30. The women's tennis individual state championships were contested at Millbook Exchange (4A classification), Cary Tennis Park (2A) and Middle Creek High School (1A). The City of Raleigh hosts more NCHSAA state championships (12) than any other city. The GRCVB submitted a bid with the Garner Flames to host the 2012 AAU Girls Basketball National Championship in Raleigh. Tori Collins of GRCVB Sports Marketing traveled to the AAU National Convention to make a formal bid presentation. A decision is expected in January. All games would be played in the Raleigh Convention Center. The AAU Nationals would generate about 4,000 hotel room nights and \$1.3 million in direct visitors spending in July 2012. The Lonnie Poole Golf Course on NC State's Centennial Campus has been named the 22nd best campus golf course in America by Golfweek. The Arnold Palmer-designed layout opened in 2009 and is home to the Wolfpack men's and women's golf teams as well as the Jimmy V Celebrity Golf Classic. Jason Philbeck gave a presentation on GRCVB sports marketing to the Coast Host CVB Association in Greenville, while Scott Dupree did the same for a UNC-Chapel Hill sports management class.



PUBLIC RELATIONS

Director of Communications, Ryan Smith, attended the Society of American Travel Writers Annual Convention October 8-13 in Dresden, Germany. This annual conference is a chance to network and have one-on-one appointments with more than 150 of the nation's top travel, lifestyle, food and leisure journalists, as well as provide invaluable professional development sessions. The Raleigh area received some great press coverage this month. *Convention South* and *Smart Meetings Magazine* featured the Raleigh area and many members of the hospitality community in feature articles and AirTran's inflight magazine, *GO*, highlighted North Carolina as the spotlight travel destination of the month. Press releases were written and distributed to local, regional and trade media on volunteer opportunities available to meeting planners, sports events taking place in November and September occupancy rates. All press releases are available on the visitRaleigh.com press room site.

SERVICES

We had a solidly busy October for groups and also for the VIC. In terms of **group arrivals** we were down slightly for the month compared to the same month last year, but overall year to date we are 11% ahead of last year. Groups at the RCC for the month were diverse and interesting, including the long awaited **ASALH** (Association for the Study of African American Life and History). ASALH organizers and attendees represented key black universities and colleges as well as many cultural entities throughout the United States. In preparing for ASALH, GRCVB established its multicultural website and utilized resources from our African American Marketing Task Force. **VIC activity** is growing nicely with year to date numbers as follows = 2160 total walk in visitors and 4109 inquiries. Tourism Ambassadors contributed 99 total hours for the month for VIC coverage and on site welcome staffing.

In terms of other activities – we were very involved in preparing for and hosting the successful **Health Professions Network Fall Meeting and FAM Tour**. Tammy Jeffries, Julie Brakenbury and our intern Joe McLeod assisting in plans and facilitation of offsite events and tours. With events at the new NC Museum of Art, a mystery dinner theatre at The Gravy Loft, lunch and BBQ 101 at The Pit, as well as tours – it was a perfect opportunity for us to creatively show how Services can engage with arriving convention and meeting groups. Additionally, we are always working ahead of arrivals, assisting with marketing and attendance promotion for our groups. A recent example of this is when Julie traveled to Winston Salem to attend the **NC League of Municipalities (NCLM)**. We co-hosted a booth there at the NCLM expo to promote Raleigh as the host city for the 2011 NCLM Convention, which will bring us an estimated 2500 attendees.

MARKETING

In October, GRCVB further expanded its series of radio commercials currently running on Curtis Media stations with a new 60-second spot and 30-second spots focusing on museums and on shopping. Director of marketing Jonathan Freeze met with the Downtown Raleigh Alliance to discuss and plan for its forthcoming Shop Downtown Raleigh program. He also met with other Triangle area CVBs to continue refining plans for two regional promotions for visitors—one highlighting major arts attractions and one highlighting agritourism attractions across the multiple destinations here. Also in October, the Bureau's customer-facing departments met and finalized their promotional product tactics for the remainder of the fiscal year. The Marketing Department also applied a new brand look and feel to the Bureau's van that is used to service groups and transport clients and staff. Nine videos debuted at the Greater Raleigh video gallery (<http://video.visitraleigh.com>): Cambria Suites Raleigh-Durham Airport, downtown Raleigh's entertainment districts, downtown Raleigh visual arts, Greater



Raleigh SmartCards and ZSpotCards, Holly Springs, live music venues, Morrisville, Wendell and Zebulon. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media and demographically and geographically targeted online banners ran on the Vacation Planning Ad Network and the Southern Living/Time Inc. Lifestyle Network. A meetings-oriented ad ran in the October 5 *Meetings South* e-newsletter. Sports marketing print ads ran in *Sports Destination Management* magazine; online ads ran on SportsBusinessDaily.com and SportsBusinessJournal.com.



**VISITOR INDUSTRY STATISTICAL REPORT
OCTOBER 2010
HOTEL OCCUPANCY PRODUCTION**

	Chg from Sept 09	Wake County	North Carolina	United States
Sept. 2010 Occupancy %	+7.2%	61.7%	54.8%	59.9%
Sept. 2010 ADR	-0.9%	\$80.01	\$80.56	\$99.31
Sept. 2010 RevPar	+6.2%	\$49.39	\$44.16	\$59.49
2010 YTD Occupancy %	+3.7%	58.7%	54.6%	58.9%
2010 YTD ADR	-2.4%	\$79.77	\$79.48	\$97.89
2010 YTD RevPar	+1.1%	\$46.83	\$43.39	\$57.70

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 2010

	September 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	365,295	3,367,384	+1.0%
Passenger Deplanements	363,463	3,363,813	+0.8%

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	n.a	
At RCC (Definite)	14	45	54	47	26	14	8	6	4	4	1	1	1	1	0	1	227
At RCC (Tentative)			13	20	10	12	5	3	3	2	2	2					72

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	October 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	8458	34,003	35,000	-.03%
Estimated Economic Impact	\$6,753,489	\$18,874,455	\$17,666,664	+5%
Number of Definite Bookings	30	86	56	+54%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	October 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	16,188	65,076	106,664	-36%
Estimated Economic Impact	\$9,434,520	\$38,169,284	\$72,333,333	-44%
Number of Tentative Leads	31	123	167	-23%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	October 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	120	59,861	30,360	+ 97%
Estimated Econ Impact	\$43,180	24,970,261	\$10,000,000	+ 149%
Number of Definite Bookings	1	20	21	-4%

VISITOR SERVICES PRODUCTION

	September 2010	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Served	31	159	+11.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
Center for Geographic Information & Analysis	2/16-18/11	380	900	\$246,900.00
North Carolina Master Gardener Volunteer Association	5/7-12/11	465	500	\$294,615.00
Shades of Pride	7/29-31/11	110	500	\$183,360.00
NC Nursery & landscape Association, Inc	8/17-19/11	600	2,000	\$536,400.00
Inis Cairde School of Dance	9/24-25/11	150	2,000	\$479,250.00
General Baptist State Convention of NC	7/22-26/12	1,420	2,000	\$1,076,820.00
NC Affordable Housing Conference	9/27-28/12	150	750	\$186,750.00
NC Community College System	10/5-9/12	1,820	3,500	\$1,660,620.00
General Baptist State Convention of NC	7/28-1/13	840	1,600	\$821,160.00
TOTAL (A)		5,935	13,750	\$5,485,875.00

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
SE Collegiate Roller Hockey	10/22-24/10	120	250	\$43,180
SPORTS TOTALS (B)		120	250	\$43,180
Crosby Stalls & Nash Concert	9/20-22/10	50	25	\$11,550



Rovisys	10/7-9/10	30	30	\$10,440
The Wound, Ostomy and Continence Nursing Certification Board (WOCNCB)	10/7-11/10	113	55	\$28,443
Society of Government Meeting Professionals	10/12-13/10	10	40	\$5,820
Triangle Down Syndrome Network	11/2-3/10	10	100	\$12,840
Society of Government Meeting Professionals	11/9-10/10	10	40	\$5,820
NC Hospital Association	11/17 -19/10	60	45	\$17,370
Society of Government Meeting Professionals	12/1-2/10	10	70	\$9,330
Society of Government Meeting Professionals	2/8 -9/11	10	40	\$5,820
Society of Government Meeting Professionals	1/11-12/11	10	40	\$5,820
Conferences Inc.	2/17-20/11	80	40	\$21,990
CWT Vacations	2/24-25/11	10	50	\$6,990
FIRST-For Inspiration and Recognition of Science and Technology	4/7-9/11	1,000	2,160	\$619,440
Society of Government Meeting Professionals	4/12-13/11	10	40	\$4,680
Fountain Pen Shows International	6/1-5/11	300	200	\$104,400
Ridgeway Family & Friends Reunion	7/22-24/11	20	100	\$25,680
Vicious Ryders Motorcycle Club	8/5-7/11	160	400	\$107,160
CASSS An International Separation Science Society	9/11-16/11	230	120	\$91,740
Natl Study Group on Chronic Disorganization	9/19-25/11	273	150	\$110,799
Prevention Research Institute, Inc	11/3-4/11	22	40	\$15,612
American Business Womens Assn	3/22-25/12	115	100	\$45,870
TOTAL GROUP (C)		2,523	3,885	\$1,267,614
Total (A+B+C)		8,578	17,885	\$6,796,669

BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2011 U.S. Lacrosse Regional	June 2011	1,500	2,000	\$555,000
2012 U.S. Lacrosse Regional	June 2012	1,500	2,000	\$555,000



2012 AAU Girls B-Ball Nationals	July 2012	4,000	3,150	\$1,300,000
GROUP SALES				
Raleigh Sci-Fi Convention	1/13-15/11	250	100	\$69,900
Sungard Public Sector Users Group	2/7-11/11	510	400	\$223,578
City of Raleigh/Energy Assurance Exercise	2/28-3/2/11	150	250	\$63,600
MATIA Mid-Atlantic and Southeast Chapters	3/14 - 18/11	380	150	\$101,820
NC Department of Administration	3/18-20/11	300	300	\$104,400
For Inspiration and Recognition of Science and Technology	4/7-9/11	1,000	2,160	\$619,440
COCHUSA Eastern Diocese 2011 Youth	4/14-17/11	300	125	\$109,605
Sigma Gamma Rho Officers Essential Training	7/12-7/16/11	435	250	\$170,685
Kapp/Muto Wedding	7/29-31/11	100	325	\$87,450
International Nippon Collectors Club	8/1-8/6/11	180	100	\$80,190
Micro and Nanotechnology Commercialization Education Foundation	9/11-17/11	750	700	\$524,250
Asheboro-Randolph Chamber of Commerce	11/3-6/11	110	100	\$42,960
JAFRA Cosmetics National Conference	1/14-23/12	1,313	3,000	\$2,867,358
American Statistical Association	2/15-18/12	500	400	\$185,700
National Security Agency	3/26-30/12	900	300	\$231,300
2012 National AHEC Conference	6/3-7/12	650	1,250	\$405,750
North Carolina Cooperative Extension (NC State University), 2012 State 4H Congress	7/15-19/12	800	900	\$441,900
Rotary Zone Institute	9/24-29/12	500	760	\$351,060
GRAND TOTAL		16,128	18,720	\$4,483,068

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2010 NCAA Women's College Cup	1,200	8,500
2011 NHL All-Star Weekend	8,900	20,000
NCAA Men's & Women's Golf	TBD	TBD
GROUP SALES		
Enloe High School Reunion	50	600



Raleigh Sci-Fi Convention	100	250
American Institute of Architects	350	400
GROUP TOTAL	10,600	29,750

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Great American Cross Country Festival	Cary (Oct. 1-2)
NC Sports Association Executive Committee	Raleigh (Oct. 5)
Coast Host CVB Regional Meeting	Greenville, NC (Oct. 7)
2011 NHL All-Star LOC Meeting	Raleigh (Oct. 14)
NC Sports Association Client Event	Charlotte (Oct. 18)
TEAMS National Convention	Charlotte (Oct. 19-21)
AAU National Convention	Puerto Rico (Oct. 25-29)
AAU NC Directors Meeting	Puerto Rico (Oct. 26)
NCHSAA Women's Tennis State Championships	Cary (Oct. 29-30)
GROUP SALES	
Presentation to Firstpoint Management Resources	Raleigh (Oct. 8)
MPI-CC Triangle Dream Team Meeting	Durham (Oct. 19)
LaQuinta Cary Fall Client Event	Cary (Oct. 21)
NAAEE Annual Conference	Buffalo, NY (Sept. 30-Oct. 2)
HPN Fam Group	Raleigh (Oct 12-16)
PMPI Board Meeting	Washington, DC (Oct. 21)
PMPI Fall Networking Event	Washington, DC (Oct. 28)
Rejuvenate Marketplace	Louisville, KY (Oct. 18 - 21)