



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

NOVEMBER 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 7.1 percent for the calendar year of January-September 2012 compared to January-September 2011, and **prepared food and beverage tax collections were up 9.3 percent** during the same period.

GROUP SALES

The GRCVB Group Sales Team was busy “hunting and gathering” this month, with leads totaling 87,790 room nights, equaling \$65,997,240 in economic impact. Definite room night production was 7,249 with an economic impact of \$5,526,672. On the road spreading the word about our incredible area was Sr. National Sales Manager Stephen Jackson, who attended the Rejuvenate Conference in Columbus, Ohio. There were over 400 planners in attendance, many of whom showed strong interest in our area. Malinda Harrell, Associate Director of Sales, and Loretta Yingling, National Sales Manager, participated in Meetings Quest Trade show in Atlanta Georgia. Loretta also attended the area SGMP meeting. This month, MPI Greensboro and MPI Raleigh were attended by several Group Sales Team members, including Nicole Robinson, Sales Coordinator, who serves as a committee chair. Jamie Rice, Regional Director, National Accounts, is working on a huge program from Washington DC that has multi-year potential...Good Luck, Jamie!

SPORTS MARKETING

October sports highlights included the inaugural meeting of the Greater Raleigh Sports Alliance's Advisory Board. The group gathered at PNC Arena on Oct. 24 and will meet quarterly from this point forward. The GRSA brings together 21 sports, government, tourism and hospitality officials who play key roles in the sports event industry in Greater Raleigh. College baseball's newest event is the USA Baseball-Irish Classic, which will be hosted by the University of Notre Dame, March 1-3, 2013, at the USA Baseball National Training Complex in Cary. The field includes Notre Dame, Tennessee, Virginia Tech, Ohio, UMass and Rhode Island. The Greater Raleigh Sports Alliance is the presenting sponsor of the Irish Classic. The GRSA's sponsorship is part of a larger partnership with USA Baseball. The two organizations have worked together for 10 years and have now entered into a formal partnership that covers USA Baseball's four largest events plus the Irish Classic. October bookings included the 2013 Deep South Classic, a girls basketball showcase event that will bring 256 teams and hundreds of college coaches from throughout the nation to Raleigh from April 19-21. For first time, the Deep South Classic will be played in the Raleigh Convention Center, with 16 courts set up in the 150,000 square foot exhibit hall. GRSA officials represented Greater Raleigh at the TEAMS convention in Detroit. TEAMS is the sports event industry's largest gathering of event owners and planners, sports commissions and convention and visitors bureaus. The GRSA was part of North Carolina Sports Association delegation that included more than 25 sports marketing representatives from around the state. October events included the USA BMX Redline Cup East Finals, hosted by Capital City BMX and held at Lions Park in Raleigh. More than 650

www.visitRaleigh.com

The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



riders from 22 states participated. The city of Raleigh hosted the first of its 12 NCHSAA state championship events, as the women's tennis individual championships were held at Millbrook Exchange Park and Cary Tennis Park. The SAS Championship (a PGA Champions Tour event) had another successful year, with golfing great Bernhard Langer claiming the crown. Greater Raleigh was featured in a two-page advertorial spread in the Oct. 29 issue of Sports Business Journal. Scott Dupree was the guest lecturer in Dr. Coyte Cooper's sports administration graduate class at the University of North Carolina.

PUBLIC RELATIONS

It was a stellar month for both published articles about the Raleigh area, as well as media visiting Wake County for future articles. The Communications Department hosted Natalie Wearstler, editor of Jacksonville (FL) Magazine, a monthly lifestyle publication reaching more than 175,000 readers in northern Florida. Her article which was titled, '*Falling for Raleigh*', has already been published in the magazine's November issue. Also visiting the Raleigh area this month, Melissa Harmon from *Hampton Roads Magazine*, Kristin Clarke from Convene Green Alliance and Ted Lehmann, a prominent bluegrass blogger. Mr. Lehmann and his wife / photographer were visiting the area for story ideas leading up to the September 2013 World of Bluegrass event being held in the area. He has already published an intro article to the area on his blog. *Where to Retire Magazine*, a national publication for Baby Boomers, featured the Raleigh area in a five page feature article that mentions numerous hospitality partners.

SERVICES

As we proceeded deeper into fall 2012, we remain quite busy in Services. Primary groups hosted (RCC based and over 500 attendees) included American Massage Therapy Assn, NC Community Colleges, NC Workers Comp, Society for Vertebrate Paleontology, NC Social Services Institute, and NC Association of Pharmacists. GRCVB also hosted a key forum of our peers from CVBS around the country when we hosted Destination Marketing Association International's CIO/ CFO Forum at the Renaissance Raleigh Hotel at North Hills. Tammy serviced the Forum while Paula McChristian and Vimal Vyas served as LOC members and hosts. Attendance promotions in the month included NC Art Educators (Tammy) and NAFSA/ International Association of Educators (Julie). In the way of other news, Julie has joined the Advisory Board for NC State's Parks, Recreation and Tourism Management Association.

MARKETING

GRCVB was honored with three top awards during the N.C. Tourism Leadership Conference's Destination Marketing Achievement Awards ceremony Sept. 27. At the event, held at the Raleigh Marriott Crabtree Valley, the Bureau was recognized with: a Gold Award for Best Visitors Guide, a Gold Award for Best Print Advertising (Group) and a Platinum Award for Best Niche Marketing Piece (A Transit Guide to Shopping Near Downtown). The new Official Visitors Guide to Raleigh, Cary and Wake County entered into distribution the week of Oct. 22; 180,000 copies of the guide will be distributed to visitors/inquirers during the year ahead. During the month of October, the Marketing Department welcomed new staff members, destination database coordinator Mary E. Brooks and Internet marketing manager Derek C. Allman, filling positions that had been recently vacated. Marketing/IT staff continued to make updates and fixes to the new visitRaleigh.com website throughout the month. Yet to roll out is the partner login portion (PIXL) of the new site, slated for late this calendar year; the new staff members join the rest of the department in finalizing rollout plans for PIXL. The GRCVB Annual Report was placed online Oct. 1 and is available for



review at <http://www.visitRaleigh.com/partners/annual-report/>. The Annual Report contains a year-end summary letter from GRCVB Board Chairman Ian Sauer, as well as a webpage from each Bureau department summarizing its progress in visitor-related economic development during the last fiscal year. Director of marketing Jonathan Freeze represented GRCVB in a planning meeting for communications surrounding the I-40/I-440 pavement replacement project, which has the potential to adversely affect area visitor traffic starting in 2013. Tourism marketing manager Nolan Garner represented Greater Raleigh on a tourism sales mission to Canada, led by the North Carolina Division of Tourism, Oct. 15-18. Electronic invitations were sent for GRCVB's Fall Marketing Update Meeting, Nov. 8 at 10am, at the Raleigh Country Club. Attraction partners, hotel partners and restaurant special events representatives have the opportunity to network with others in the Greater Raleigh tourism and hospitality community as well as receive destination marketing updates from the Bureau at these quarterly meetings. Under GRCVB's external advertising plan for the month of October, leisure-related placements appeared on visitnc.com and a visitnc.com e-blast, Collinson Vacation Planning Network and in *Our State* magazine; GRSA-related placements appeared on sportseventsmagazine.com, sportsbusinessdaily.com and sportstravelmagazine.com and in *Sports Travel* magazine; and meetings-related ads appeared on iaee.com, associationforum.org, ASAE's and MPI's websites and in *Convene* magazine and AENC's e-Newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT
OCTOBER 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Sept '11	Wake County	North Carolina	United States
Sept. 2012 Occupancy %	-2.7%	61.7%	59.9%	63.4%
Sept. 2012 ADR	+2.5%	\$85.80	\$93.25	\$107.29
Sept. 2012 RevPar	-0.3%	\$52.96	\$55.86	\$67.97
2012 YTD Occupancy %	-1.1%	62.1%	58.7%	63.0%
2012 YTD ADR	+3.9%	\$85.41	\$85.37	\$105.94
2012 YTD RevPar	+2.7%	\$53.02	\$50.14	\$66.79

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 2012

	September 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	369,095	3,442,360	+1.3%
Passenger Deplanements	365,066	3,436,661	+0.6%

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	45	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	October 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	7,249	19,789	37,852	-47.7%
Estimated Economic Impact	\$5,526,672	\$13,850,160	\$19,000,000	-27.15%
Number of Definite Bookings	64	287	176	+63.1%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	October 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	87,790	257,656	113,168	+127.7%
Estimated Economic Impact	\$65,997,240	\$170,835,027	\$75,968,224	+198%
Number of Tentative Leads	18	67	66	+101%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	October 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	12,247	67,056	33,216	+102 %
Estimated Econ Impact	\$4,157,666	\$20,698,014	\$10,989,000	+88 %
Number of Definite Bookings	9	28	24	+16 %

VISITOR SERVICES PRODUCTION

	October 2012	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Served	51	167	-3.0%
# of Visitor Info. Center Visitors	1301	4299	-2.5%
# of Visitor Inquiries *	361	1404	-26.0%
# of Ambassador Volunteer Hours	80.5	252.5	-24.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Deep South Classic	4/19-21/13	6,600	6,800	\$1,533,400
Sales Convention Center Definite				
Alpha Phi Alpha Fraternity, Inc.	12/14-15/12	20	225	\$26,325
SH Worldwide	8/19-21/13	203	750	\$198,300
ExcipientFest	4/26-5/1/14	570	500	\$311,790
Delta Sigma Theta	7/9-13/14	1,914	2,600	\$1,649,382
Air & Waste Management Assoc.	6/19-26/15	3,630	2,500	\$2,769,030
TOTAL (A)		12,937	13,375	\$6,488,227

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

USSF Training Camp	10/20-27/12	250	100	\$47,250
City of Oaks Marathon	11/2-3/12	900	1,750	\$259,725
NCHSAA Women's Tennis	10/25-26/12	60	269	\$41,790
NCHSAA Volleyball	11/2-3/12	685	2,660	\$431,315
NCHSAA Men's Soccer	11/16-17/12	610	2,745	\$442,640
NCHSAA Football	11/30-12/1/12	2,814	11,000	\$1,299,286
Carolina Blind Bowling Alliance	10/26-28/12	78	200	\$44,010
WRAL Wrestling Invitational	12/21-23/12	250	600	\$58,250
SPORTS TOTALS (B)		5,647	19,324	\$2,624,266
American Livestock Breeds	11/7-11/12	95	200	\$79,860



Conservancy				
American Pharmacists Association	11/9-11/12	80	400	\$60,600
Society of Government Meeting Professionals	11/13-14/12	10	40	\$2,310
North Carolina Aggregates Association	2/4-5/13	10	40	\$5,820
Triangle Simulation Society	3/7-10/13	45	200	\$52,515
Town of Cary	4/17-19/13	70	150	\$33,075
Medical Education Advocates	4/18-21/13	80	150	\$57,090
Eagleson Institute	4/21-25/13	80	75	\$46,380
Burroughs Wellcome Fund	8/14-15/13	60	100	\$18,540
Triangle Simulation Society	9/5-8/13	55	200	\$53,655
American Livestock Breeds Conservancy	11/6-10/13	95	200	\$99,165
Harris Family Reunion 2014	8/1-3/14	200	150	\$52,050
TOTAL GROUP (C)		880	1,905	\$561,060
Total (A+B+C)		19,464	34,604	\$9,673,553

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
National Black Heritage Swim.	2013-14-15	1,250	2,500	\$600,000
GROUP SALES				
Lambda Phi Epsilon	1/11-13/13	40	75	\$15,675
Youth Legislative Assembly	3/15-16/13	230	225	\$66,000
Carolinas District of Barbershop Harmony Society	3/21-23/13	260	400	\$118,560
Women's LeadHERship Conference	4/17-18/13	90	150	\$33,075
Burroughs Wellcome Fund Science Education Meeting	8/14-15/13	60	150	\$18,540
MLG Pro Circuit	8/20-26/13	730	5,000	\$2,962,005
NC Adventure 2013	10/15-20/13	750	320	\$203,400
International Conference on Antiviral Research	5/10- 18/14	950	350	\$362,775
American Quilters Society	9/8-14/14	2,045	15,000	\$10,510,995
International Workers Compensation Conference	10/7-10/14	700	665	\$301,035
Association of Pet Dog Trainers	10/19-16/14	1,200	1,880	\$1,109,955
International Workers Compensation Conference	10/6-9/15	700	665	\$301,035



International Workers Compensation Conference	10/4-7/16	700	665	\$301,035
Microscopy Society of America	7/26-8/4/17	5,654	1,800	\$2,593,074
GRAND TOTAL		15,359	29,845	\$18,696,924

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Ironman 70.3 Raleigh	4,500	5,000
Deep South Classic	6,600	6,800
GROUP SALES		
Apha Kappa Alpha Mid-Atlantic 2014	2,543	2,200
Industrial Designers Society Southern District	90	300
Southern Association for College Student Affairs	450	400
GROUP TOTAL	14,183	14,700

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
TEAMS Conference	Detroit (Oct. 1-4)
SAS Championship (PGA Champions Tour)	Cary (Oct. 5-7)
Greater Raleigh Sports Council Quarterly Meeting	Cary (Oct. 5)
Cary Sports Alliance Quarterly Meeting	Cary (Oct. 11)
USA BMX Redline Cup East Finals	Raleigh (Oct. 12-14)
Greater Raleigh Sports Council Steering Committee	Raleigh (Oct. 17)
Greater Raleigh Sports Alliance Advisory Board Mtg.	Raleigh (Oct. 24)
NCHSAA Women's Individual Tennis State Champ.	Raleigh & Cary (Oct. 26-27)
AAU National Convention	Kona, HI (Oct. 29-31)
Guest Lecturer at UNC Sports Administration Class	Chapel Hill (Oct. 31)
GROUP SALES	
Meetings Quest Atlanta	Atlanta, GA (October 2)
Duke University Continuing Studies Event Development Certification Presentation	Durham, NC (October 6)
NC SGMP Chapter Meeting	Raleigh, NC (October 10)
Rejuvenate 2012	Columbus, OH (October 21-24)
MPI-Education LITE Raleigh	Raleigh, NC (October 24)
MPI-Education LITE Greensboro	Greensboro, NC (October 25)