



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

NOVEMBER 2013

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 6.4 percent for the calendar year beginning January-September 2013 compared to the same period of January-September 2012 and **prepared food and beverage tax collections were up 5.3 percent** during the same period.

GROUP SALES

The Sales team's efforts are certainly paying off. This month, bringing in 26 definite pieces of business, with 7,285 definite room nights and an estimated economic impact of over \$7 million dollars, the department has been busy! Leads are outstanding, as well, with \$119 million worth of prospective business brought to the table. Travel for the department included Jana Rae Oliver, Director of Sales, exhibiting at IMEX, an appointment based international trade show held in Las Vegas. Over 2500 qualified planners were in attendance. Partners from Marriott Raleigh City Center, Sheraton Raleigh City Center and Raleigh Convention Center participated in the trade show, as well. Jamie Rice, Regional Director of National Accounts attended ASAE & AMPS Joint Education and Networking Program, as well as an IEEE and ASAE Networking Event in Washington, D.C. Loretta Yingling, National Sales Manager, Nicole Robinson, Sales Coordinator, and Malinda Harrell, Associate Director of Sales, attended MPI-CC Education Lite events, while Loretta attended the South Carolina Society of Association Executives. Stephen Jackson, Senior National Sales Manager, attended Rejuvenate Marketplace in Daytona Beach, Florida. Also, local hotel partners participated in that trade show with Stephen.

SPORTS MARKETING

October sports highlights included the Great American Cross Country Festival, which attracted 2,600 runners from 19 states to WakeMed Soccer Park in Cary. The SAS Championship, part of the PGA Champions Tour, was held at Prestonwood Country Club in Cary. Lefty Russ Cochran prevailed in front of large crowds and a national TV audience on The Golf Channel. Other October events included the USTA Southern Section (at Millbrook Exchange and Cary Tennis Park) and the CIAA cross country championship (WakeMed Soccer Park). The NCAA announced finalists for host sites for 81 of its championships spanning from 2014 to 2018, and Wake County municipalities and venues were well represented. The Town of Cary is a finalist for Men's Soccer College Cup, Women's Soccer College Cup, Women's Lacrosse Final Four, D-II Baseball World Series, D-II Softball and D-III Tennis. Raleigh is a finalist for a Women's Gymnastics Regional, D-II Outdoor Track & Field and D-III Tennis. Cary and Greensboro, with six each, had more finalist designations than any other North Carolina city. The NCAA will announce final site selections for all sports on Dec. 11 via webcast on ncaa.com. October bookings included the popular Mid-Atlantic Power League Volleyball Tournament, set for March 7-9, 2014, at the Raleigh Convention Center. GRSA Executive Director Scott Dupree was the guest lecturer in Dr. Coyte Cooper's sports administration graduate class at UNC-Chapel Hill.

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PUBLIC RELATIONS

The Communications Department had a great media month in October by hosting media for inbound visits, attending an industry conference and working with media on future editorial placements. Andrea Adams, better known as The Travelista, visited the area as part of her ongoing 'Girlfriend Getaway' series which regularly appears on AOLTravel.com, Huffington Post and BET.com. Work began on coordinating logistics for CBS Travel Editor, Peter Greenberg, to host his three-hour weekly radio show from the Contemporary Art Museum on November 19. The show will feature numerous local guests speaking on topics ranging from the history of the area to culinary trends and music. Final Fire, the Competition Dining Series is back in November and the Communications team is working to host several of the top tier journalists coming in to judge the culinary competition. This is a great partnership with the Competition Dining public relations team. Ryan Smith attended the Society of American Travel Writers Annual Convention in Biloxi, MS. During the four-day conference she was able to network with more than 100 travel journalists and participated in a media marketplace where she had one-on-one appointments with journalists that were specifically interested in writing about Raleigh.

SERVICES

The Services Department had a great October. Numbers for both the Visitor Information Center and for arriving/ hosted groups are running above the same reporting period for last year. In addition to welcoming our groups, we engaged in the following:

Julie supported Denny in hosting a group visiting from the Indianapolis hospitality community who were visiting cities that have enacted pan handling ordinances. It was a great opportunity for us to revisit what all Raleigh has accomplished with pan handling related issues. Tammy and Julie attended a new exhibit preview meeting with others from GRCVB in conjunction with the recently opened "Surveying the Terrain." Julie completed an attendance promotion trip to Albuquerque for ASTC 2013 (Association of Science and Technology Centers)- partners for this trip included staff from the NC Museum of Natural Sciences which is the host museum for ASTC here in Raleigh in 2014. Client planning visits included staff from Christian Community Development Association, CCDA will be approximately 4000 attendees here with us in October 2014. Tammy, Gray and Julie all three have been participating in the post IBMA discussions and related meetings, and are beginning to assess where we will head with our roles for IBMA 2014.

Finally we hosted two great partner events in October. The first was the Fall 2013 See for Yourself Tour which was culinary themed. SFY Tours were created as a means for providing destination awareness training for our partners. Fall SFYT included unique and historical Raleigh culinary gems Mecca, Roast Grill, Neomonde, Clyde Coopers, a walking tour of the City Market area, and dessert at Angie's in Garner. The second partner event was our Fall Customer Care for the Hospitality Industry. Customer Care is our customer service program especially geared for the hospitality industry and was hosted by NC Museum of History.

MARKETING

The "31 Days of Art" leisure visitor campaign launched officially on Oct. 1, celebrating a month filled with all things artful—shows, exhibits, performances, festivals and more. Marketing Department staff worked with area arts partners to promote the campaign, their arts-related attractions and Oct. arts events, to offer giveaways and more. Director of marketing Jonathan Freeze and senior marketing manager Derek Allman attended the N.C. Tourism Leadership Conference, Oct. 2-4, in Southern Pines. The Bureau won three Destination Marketing Achievement Awards



from the Destination Marketing Association of N.C. at a ceremony in Southern Pines: a Gold Award for Destination Print Advertising (Leisure) for the “Raleigh Revisited” promotion, which ran in *Our State* magazine earlier this year; a Gold Award for Destination Marketing Initiatives for the “Raleigh’s New World” campaign on behalf of the new wing at the North Carolina Museum of Natural Sciences, executed last year; and, a Platinum Award for Destination Print Advertising (Group) for GRCVB’s accolades-based ad creative placed in meeting planner-targeted publications. The Marketing Department hosted a Wake County Beer Summit with all breweries in the county on Oct. 23, to facilitate future beer scene cross-promotions and the planning of the 2nd Annual North Carolina Beer Month (Apr. 2014). As Oct.’s “31 Days of Art” promotions wrapped, the Bureau’s *Porsche by Design: Seducing Speed* promotions revved up to target travelers from N.C. and neighboring states. Five area hotels have partnered with the North Carolina Museum of Art to package rooms with tickets to its major exhibition, and GRCVB is proactively promoting these visitor packages, Porsche-related events, Iris, the Museum Restaurant, and other area restaurants Nov. 2013 through Jan. 2014. Information about visiting to see the exhibition and campaign details are found at <http://www.visitRaleigh.com/porschebydesign>. Under GRCVB’s external advertising plan for the month of October, leisure-related placements appeared on the Collinson Vacation Planning Network, shermanstravel.com, Time Warner Cable Media and visitnc.com and in *Our State* magazine and e-blast; GRSA-related placements appeared on sportscommissions.org and sportseventsmagazine.com and in *Sports Destination Management*, *Sports Business Journal* and *Sports Travel* magazines; and meetings-related placements appeared in *Rejuvenate*, *M&C*, *Smart Meetings*, *ConventionSouth*, *Convene*, *Associations Now* and *Successful Meetings* magazines and on asaecenter.org, iaee.com and mpiweb.org.



**VISITOR INDUSTRY STATISTICAL REPORT
OCTOBER 2013
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Sep'12	Wake County	North Carolina	United States
Sep 2013 Occupancy %	+3.4%	64.3%	59.2%	63.4%
Sep 2013 ADR	+2.1%	\$87.62	\$88.51	\$111.03
Sep 2013 RevPar	+5.6%	\$56.32	\$52.41	\$70.36
2012 YTD Occupancy %	+2.5%	63.7%	59.3%	63.9%
2012 YTD ADR	+1.3%	\$86.48	\$86.99	\$110.38
2012 YTD RevPar	+3.8%	\$55.05	\$51.58	\$70.58

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 2013	2013/14 YTD	YTD% Chg from 2013
Passenger Enplanements	359,375	3,415,367	-0.8%
Passenger Deplanements	358,011	3,421,429	-0.4%

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	34	17	11	8	5	3	3	0	0		369
At RCC (Tentative)							5	13	14	9	9	4	2	0			56

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	October 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	7,285	47,645	37,852	+25.9%
Estimated Economic Impact	\$7,318,932	\$27,928,077	\$19,000,000	+47.0%
Number of Definite Bookings	26	74	60	+23.3%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	October 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	91,863	232,899	113,168	+105.8%
Estimated Economic Impact	\$47,127,618	\$119,571,174	\$75,968,000	+57.4%
Number of Tentative Leads	117	297	176	+68.8%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	October 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	4,628	63,900	34,215	+ 87 %
Estimated Economic Impact	\$2,257,023	\$20,678,080	\$11,322,000	+ 82 %



Number of Definite Bookings	8	28	24	+ 16 %
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VISITOR SERVICES PRODUCTION

	October 2013	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	51	196	+18.0%
# of Visitor Info. Center Visitors	1021	5509	+12.0%
# of Visitor Inquiries	333	1570	+28.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
MAPL Volleyball	3/6-8/14	1,300	4,100	\$585,800
Sales Convention Center Definite				
NC Association of Pharmacists	10/20-22/13	153	600	\$156,087
Palmetto Open Source	10/22-24/13	96	450	\$117,648
NC Veterinary Medical Association	11/4-8/15	525	1,350	\$722,100
NC Veterinary Medical Association	11/2-6/16	525	900	\$522,750
NC Veterinary Medical Association	11/1-5/17	525	900	\$522,750
NC State Firemen's Assn	8/5-12/18	1,076	4,100	\$2,732,532
NC Veterinary Medical Association	10/31-4/18	525	900	\$522,750
NC Veterinary Medical Association	11/6-10/19	525	900	\$522,750
TOTAL (A)		5,250	14,200	\$6,405,167

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Bullfrog USTA Southern Section	10/10-13/13	171	742	\$262,455
NCYSA Southern Soccer Mtg.	1/23-25/14	190	200	\$42,210
NCHSAA Men's Tennis	5/16-17/14	44	175	\$21,856
NCHSAA Lacrosse	5/23-24/14	150	1,000	\$107,350
NCHSAA Women's Soccer	5/30-31/14	388	1,395	\$167,312
NCHSAA Softball	6/6-7/14	855	3,420	\$597,645
NCHSAA	6/6-7/14	1,305	2,000	\$429,195
SPORTS TOTALS (B)		3,328	8,957	\$1,671,223
South Atlantic Philosophy of Education Society	10/11-13/13	120	60	\$27,720
Pearson	10/22-24/13	45	15	\$10,395
Lenovo	11/1-8/13	367	180	\$150,063
Administrative Office of the Courts	11/4-6/13	160	100	\$41,640



Youth Advocacy and Involvement Office	11/15-17/13	180	250	\$79,020
WordCamp Raleigh	11/22-24/13	80	300	\$48,900
American Dental Education Association	12/4-5/13	33	40	\$9,960
NC Dept of Public Instruction - Career-Technical Education	2/16-17/14	180	350	\$61,470
Wallace Foundation	3/25-28/14	505	200	\$131,670
Town of Cary	4/9-11/14	60	150	\$41,940
NC Dept of Public Instruction - Career-Technical Education	5/18-19/14	180	350	\$61,470
NCSU College of Agriculture & Life Science	6/21-24/14	300	250	\$104,400
University and Industry Consortium (UIC)	10/13-17/14	90	50	\$25,470
EnSight	11/11-15/14	60	27	\$18,072
North Carolina School Social Workers Association	11/12-14/14	200	350	\$75,450
North Carolina General Service Committee of Alcoholics Anonymous	2/27/15-3/1/15	60	100	\$25,560
North Carolina General Service Committee of Alcoholics Anonymous	5/15-17/15	275	300	\$95,115
North Carolina General Service Committee of Alcoholics Anonymous	7/30-8/2/15	440	1,300	\$491,250
SALES TOTAL (C)		3,335	4,372	\$1,499,565
Total (A+B+C)		10,0628	23,384	\$8,940,155

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2014 N.C. Futsol State Cup	Jan. 2014	500	750	\$125,000
GROUP SALES				
Yellow Ribbon	11/15-16/13	90	150	\$24,810
SHEPower Business Week and Expo	3/25-29/14	200	1,000	\$151,500
Decision Health National Medicare Providers Enrollment Summit	4/27-30/14	295	150	\$89,205
African American Minister Leadership Council	4/29-5/3/14	200	100	\$62,580
Affordable Comfort	6/8-12/14	225	500	\$83,565



Shades of Pride	7/24-27/14	30	20	\$92,780
BSCI, Inc. - Executive Council on Construction Supply	10/13-16/14	140	60	\$32,340
Civil War Trust CWT Donor Tour	3/19-22/15	125	100	\$38,225
Leading Age NC	5/10-14/15	380	300	\$140,430
Cohesion Fall Conference	10/3-8/15	443	350	\$218,748
Grand Chapter of Eastern Stars 2015	9/9-13/15	1242	1,500	\$783,450
Southeast Association of Fish and Wildlife Agencies	10/3-7/15	865	400	\$243,690
Grand Chapter of Eastern Stars 2016	9/7-11/16	1242	1,500	\$783,450
Grand Chapter of Eastern Stars 2017	9/6-10/17	1242	1,500	\$783,450
Grand Chapter of Eastern Stars 2018	9/5-9/18	1242	1,500	\$783,450
Grand Chapter of Eastern Stars 2019	9/4-8/19	1242	1500	\$783,450
GRAND TOTAL		9,703	11,380	\$5,220,123

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2014 Deep South Classic	6,500	5,500
GROUP SALES		
American Society of Legislative Clerks and Secretaries	606	225
Civil War Trust	125	100
GROUP TOTAL	7,231	5,825

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Greater Raleigh Sports Alliance Quarterly Meeting	Raleigh (Oct. 1)
Greater American Cross Country Festival	Cary (Oct. 5)
NASC Market Segment Meetings	Colorado Springs (Oct. 7-8)
USOC Sportslink	Colorado Springs (Oct. 9-10)
USTA Southern Section Designated	Raleigh & Cary (Oct. 7)
SAS Championship (PGA Champions Tour)	Cary (Oct. 11-13)
NCAA Women's College Cup LOC Meeting	Cary (Oct. 15)
NCAA Men's Basketball LOC Meeting	Raleigh (Oct. 22)
Rock 'n' Roll Raleigh Marathon Course Announcement	Raleigh (Oct. 24)
NCHSAA Cross Country Regionals	Cary (Oct. 26)
UNC-Chapel Hill Sports Administration Graduate Class	Chapel Hill (Oct. 28)
NCAA Championship Bid Meeting	Indianapolis (Oct. 29)
GROUP SALES	
ASAE Summit Awards	Washington, DC (Oct. 1)
Femprofessionals Triangle	Durham, NC (Oct. 1)
PCMA Capital Chapter Meeting	Washington, DC (Oct. 2)
ASAE and AMPs Joint Education and Networking Program	Washington, DC (Oct. 8)



AENC Golf Outing	Cary, NC (Oct. 14)
MPI-CC Education Lite	Durham, NC (Oct. 15)
IMEX	Las Vegas, NV (Oct. 15-18)
IEEE Networking Event	Washington, DC (Oct. 16)
NC Reception at Association of US Army Annual Convention	Washington, DC (Oct. 21)
MPI-CC Education Lite	Greensboro, NC (Oct. 24)
South Carolina Society of Association Executives	Columbia, SC (Oct. 24)
Rejuvenate Marketplace	Daytona Beach, FL (Oct. 28-30)
ASAE Networking Event	Washington, DC (Oct. 29)