



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

NOVEMBER 2014

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 13.2 percent for the calendar year beginning January-September 2014 compared to the same period of January-September 2013 and **prepared food and beverage tax collections were up 6.7 percent** during the same period.

GROUP SALES

The GRCVB Sales team has been incredibly busy this month. With 21,278 room nights produced for definite, totaling \$8,235,961 in EEI from 18 groups, it was a huge production month. Bringing 122 leads to the table, with 106,173 room nights and an EEI of \$73,288,776, the numbers are GREAT! Traveling for GRCVB, Jana Rae Oliver, Director of Sales, participated with partners in the IMEX trade show in Las Vegas, Nevada, where over 2,900 meeting planners were in attendance. Jamie Rice, Regional Director of National Accounts attended six events in the DC/VA area to include ASAE Summit Awards, PMPI October Educational Experience, CASCA Awards Dinner, IAEE October Luncheon, PCMA Capital Chapter Education Event, Virginia Gold Cup races, and HIP Sessions in the City. Senior National Sales Manager, Stephen Jackson, CMP along with other Wake county partners hosted appointments with Planners from the Faith-based market at Rejuvenate in Atlanta, GA. Malinda Harrell, CMP, CASE, Associate Director of Sales and Loretta Yingling, CMP, National Sales Manager were able to connect with decision makers not far from home by attending a golf outing for Association Executives of NC in Wallace, NC and an educational lunch in Durham, NC hosted by Femprofessionals. Yingling also exhibited at the FEDCON summit in Wilmington, NC. The team definitely took Raleigh on the road this month with a successful mission of spreading the word about meeting in Greater Raleigh.

SPORTS MARKETING

October got off to a blazing fast start with the Great American Cross Country Festival, one of nation's largest and most prestigious cross country events. More than 2,300 runners, from 140 schools and 20 states, converged at WakeMed Soccer Park in Cary for an event managed by the National Scholastic Athletics Foundation and hosted by the Town of Cary and the Greater Raleigh Sports Alliance. The 7th annual Columbus Day Classic, presented by the Triangle Futbol Club Alliance, was held on various fields throughout Cary. Approximately 225 boys and girls teams, ages 9-14, participated. The NCHSAA women's individual state tennis championships were held at Millbrook Exchange Park in Raleigh and Cary Tennis Park. The CIAA cross country championships, featuring 12 men's teams and 12 women's teams, were held at WakeMed Soccer Park. USA Baseball and the University of Notre Dame announced the dates and the field for the 2015 Irish Classic, presented by the Greater Raleigh Sports Alliance. Dates are Feb. 27-March 1, and the majority of games will be played at the USA Baseball National Training Complex. The impressive field for 2015 includes Notre Dame, NC State, East Carolina, Richmond, Cincinnati, Penn State, Iowa and Seattle. Events hosted by USA Baseball in 2014 accounted for 7,598 hotel

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room nights in Wake County. That's a 36 percent increase over last year's total of 5,557. All events were played at USA Baseball's National Training Complex in Cary, which is the home of amateur baseball in the United States. Tori Collins, GRSA associate director, represented Greater Raleigh at the Amateur Athletic Union's national convention in Fort Lauderdale. The AAU oversees 29 sports with more than 650,000 participants annually, and Collins was there to look for new events that potentially might be a good fit for Wake County in the years ahead. GRSA executive director Scott Dupree made presentations for the Leadership Raleigh Program and the Pinehurst Area CVB, while GRSA assistant director Jason Philbeck served as a guest lecturer at a St. Augustine's University public relations class.

PUBLIC RELATIONS

The Raleigh area continues to receive positive praise in the press. Highlights from this month included: *Group Travel Leader* featured the area as an affordable and smart destination in the magazine's feature story 'Smart Choice' while *Women's Health* named Raleigh one of the '5 Best Up-and-Coming Cities for Arts and Culture.' The *Charlotte Observer* featured the Raleigh area in its Road Trip travel feature highlighting such businesses as Bida Manda, C Grace, North Carolina Theatre, North Carolina Ballet and First Night Raleigh. The Communications Department sent out a release on the \$10.8 Million in Direct Visitor Spending that this year's World of Bluegrass generated. The release was picked up by all major news outlets in Wake County and numerous regional and bluegrass industry online publications. A press release was also written and distributed announcing that GRCVB won the *ConventionSouth* Readers' Choice Award for the fourth year. Director of communications Ryan Smith was a guest speaker at Appalachian State University last week. She spoke to three junior and senior public relations classes, as well as a Public Relations Student Society of America meeting about public relations careers in the travel and tourism industries.

SERVICES

October is historically a busy month, and October 2014 was true to historical patterns. Total groups serviced is up 25% over last year for the period. Not only were we finishing IBMA at the start of the month, we also hosted some other large RCC based groups. Those included NC Workers Comp, NC Community Colleges, ASTC (Association of Science and Technology Centers), and NC Veterinary Conference as well as numerous groups all around Greater Raleigh. ASTC was a "crown jewel" in that it was hosted by the NC Museum of Natural Sciences, the museum there did a wonderful job in their host museum role. ASTC attendees came from over 40 countries and from museums as prominent as the Smithsonian. In the way of "new," Services commenced a new service this month featuring proactive delivery service of visitor materials to our partners. We've discovered that we were missing an important branding and customer service opportunity because our hotels were not coming to pick up visitor guides from us when their annual initial inventories were exhausted. Realizing that, it was in our marketing plan this year to start a proactive delivery service. Long time (and retired!) staff member Linda Bonine came back out of retirement to join us on a part time basis. Her new role here is Visitor Information Assistant/Distribution Specialist and she is working to proactively get our materials out to our partners. We're focusing initially on hotels, and hope to expand to other partners later. We're off to a great start as she visited 30 hotels and distributed over 3,000 visitor guides in just about 2.5 weeks of October. In addition to delivery of the guides, Linda carries talking points to provide front desk staff with updates and draw attention to other GRCVB programs and services, and also serves as a liaison to update us on partner staffing and product



changes. We're excited about the new role and look forward to seeing positive changes happening as the service grows into the future.

MARKETING

The Marketing Department as well as some area arts partners staffed a tent in the Art Market at PNC presents Wide Open Bluegrass, Oct. 3-4, to help promote 31 Days of Art in Greater Raleigh, the month-long, Bureau-coordinated arts programming/marketing strategy. Assistant director of marketing Karen DeSollar and senior marketing manager Derek Allman attended the N.C. Tourism Leadership Conference (TLC), Oct. 8-10, in Winston-Salem, and director of marketing Jonathan Freeze, CDME, attended the Destination Marketing Association International's CDME Alumni Summit, Oct. 8-10, in Pittsburgh, Pa., for industry professional development opportunities. During a ceremony at the N.C. TLC, GRCVB won seven Destination Marketing Achievement Awards from the Destination Marketing Association of N.C., including Gold Awards for its Summer 2013 "Music Mania" leisure tourism campaign, for the 2013 Annual Meeting and for the *Sports Watch* e-newsletter for GRSA sports event planners. Senior marketing manager Derek Allman presented an overview of GRCVB's craft beer tourism strategies at the Oct. 16 meeting of The Conference Table. The department added a Hotels page to visitRaleigh.com's LGBT Traveler section noting Raleigh area lodging properties that recently had become TAG Approved; the TAG Approved accommodations program is the largest service supporting LGBT-welcoming hotels, resorts and B&Bs in the world. As Oct.'s 31 Days of Art leisure visitor campaign drew to a close by month-end, the Bureau's Artful Holidays Nov.-Dec. Creative Genius and holidays-focused programming was set to begin. The centerpieces of the promotions are Tchaikovsky's *The Nutcracker* (Dec. 19-28), presented by the Carolina Ballet, and Ira David Wood III's *A Christmas Carol* (Dec. 10-14), presented by Theatre In The Park, and other holiday events related to the Creative Genius Destination I.D. The promotions are geared to invite families to create new holiday traditions by spending an artful holiday weekend in Greater Raleigh. All hospitality industry partners in Wake County were invited to the Bureau's Fall Marketing Update Meeting, to be held Nov. 6 at Triangle Rock Club (Morrisville location), to discuss these and other upcoming partnership marketing opportunities. A sub-section of webpages providing visitor info on the Fortify I-40/440 Improvement Project also were activated at visitRaleigh.com/fortify; a GRCVB integrated marketing campaign that will depend heavily on partner marketing assistance is being deployed around this roads project now through 2016, with additional info being released to area partners in Nov. and Dec. Under GRCVB's external advertising plan for the month of Oct., leisure-related placements appeared on Collinson Media's travel channel, shermanstravel.com and visitnc.com; GRSA-related placements appeared on sportscommissions.org and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; and meetings-related placements appeared in AENC's and MPI-CC's annual directories, in *Meetings Focus*, *Smart Meetings*, *ConventionSouth*, *M&C* and *Associations Now* magazines, in *Prevue* magazine's e-blast and on PCMA's, AENC's, IAEE's and MPI's websites.



**VISITOR INDUSTRY STATISTICAL REPORT
SEPTEMBER 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Sept '13	Wake County	North Carolina	United States
Sept 2014 Occupancy %	+6.6%	68.4%	61.7%	65.7%
Sept 2014 ADR	+5.2%	\$92.21	\$92.11	\$117.17
Sept 2014 RevPar	+12.1%	\$63.11	\$56.82	\$76.97
2014 YTD Occupancy %	+8.1%	68.8%	62.1%	65.9%
2014 YTD ADR	+5.2%	\$90.97	\$90.86	\$115.49
2014 YTD RevPar	+13.7%	\$62.59	\$56.42	\$76.14

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 2014

	SEPT 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	384,148	3,547,433	+3.9%
Passenger Deplanements	380,112	3,540,296	+3.5%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)							3	21	16	11	8	5	2				66

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	October 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	21,278	32,131	37,852	-15%
Estimated Economic Impact	\$8,235,961	\$17,418,603	\$20,000,000	-13%
Number of Definite Bookings	18	67	60	12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	October 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	106,173	252,383	113,168	+123%
Estimated Economic Impact	\$73,288,776	\$169,499,267	\$79,000,000	+115%
Number of Tentative Leads	122	313	184	+70%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	October 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	18,564	69,291	34,900	+ 98%
Estimated Economic Impact	\$6,123,536	\$18,884,339	\$11,555,100	+ 63%
Number of Definite Bookings	4	22	25	-12%

VISITOR SERVICES PRODUCTION

	October 2014	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	44	242	+23.0%
# of Visitor Information Center Visitors	1,816	4,699	-14.0%
# of Visitor Inquiries	321	1,624	+3.0%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

This is a new service that we have begun as of October 2014

	OCT 2014	2014 YTD	YTD % Chg from 13/14
Partners Serviced	30	30	Baseline year for service
Visitor Guides Delivered	3,050	3,050	“

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
2015 Rock 'n' Roll Raleigh	4/10-12/14	7,500	18,500	\$2,692,500
Deep South Classic	4/23-26/15	7,500	9,000	\$1,930,000
Sales Convention Center Definite				
American Council of Engineering Companies-NC ACECNC	10/28-29/14	10	40	\$83,041
North Carolina Association of Metropolitan Planning Organizations (NCAMPO)	4/29-5/1/15	350	400	\$139,350
American Council of Engineering Companies-NC ACECNC	10/20-21/15	10	40	\$85,004
TOTAL (A)		15,370	27,980	\$4,929,895

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Nike Cross Nationals SE Regional	11/28-29/14	750	1,500	\$201,750
NCHSAA Football Championship	12/12-13/14	2,814	11,000	\$1,299,286
SPORTS TOTAL (B)		3,564	12,500	\$1,501,036



North Carolina Professional Appraisers Coalition	10/15-17/14	20	75	\$12,225
Customer Advisory Board	11/12-14/14	12	20	\$11,314
Better Marriages	3/6-7/15	50	50	\$14,475
Southern Regional AHEC	4/23-24/15	18	100	\$46,821
Ellis/Gault Wedding Room Block	5/8-11/15	65	60	\$54,596
National Association of Regional Councils	6/6-11/15	554	350	\$207,795
Manning-McRae Family Reunion	7/16-19/15	45	80	\$58,997
Confidential Group	7/23-26/15	9,600	10,000	\$3,504,600
Confidential Group	7/30-8/2/15	9,600	10,000	\$3,504,600
IPC - Association Connecting Electronics Industries	10/18-23/15	400	400	\$347,400
Pickle Packers International	4/18-21/16	180	70	\$36,360
Sigma Pi Phi	12/1-3/16	209	200	\$81,411
SALES TOTAL (C)		20,753	21,405	\$7,880,594
Total (A+B+C)		39,687	61,885	\$14,311,525

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
Planned Parenthood - PATH to Power 2015	1/11-15/15	160	70	\$55,426
Quintiles - Global Leadership Meetings 2015	2/21-27/15	575	170	\$203,742
NC Black Summit	4/23-24/15	40	150	\$36,903
Marines 64th Reunion	4/29-30/15	60	60	\$28,092
National Board of Certified Counselors and Affiliates	5/27-31/15	550	220	\$214,432
TRS - Regional Summit Series 2015	6/9-13/15	142	55	\$36,848
Southeastern Association of School Business Officials Board Meeting	6/16-19/15	50	23	\$18,790
Covenant of Peace Fellowship of Churches 2015	6/24-28/15	100	175	\$179,758
PAC World- Protection, Automation and Control World	8/30-9/3/15	1,000	500	\$324,600



Navika Conference 2015	9/3-7/15	490	1,300	\$1,044,275
BACnet international	10/5-8/15	100	165	\$90,995
Major League Gaming Fall Circuit 2015	10/20-25/15	1,097	600	\$1,200,516
Supreme Council of America - Ancient and Accepted Scottish Rite Masons	1/13-18/16	325	200	\$197,640
2016 Southeast Deer Study Group Meeting	2/15-18/16	675	375	\$322,052
Showstopper	5/6-5/8/16	500	300	\$3,748,582
Society For Invitro Biology	6/1-6/8/16	400	748	\$598,772
American Public Power Association	5/17-25/17	1,321	1,000	\$431,511
IEEE PVSC 44th Annual Conference	6/22-7/2/17	3,642	1,000	\$1,472,551
International Microelectronics and Packaging Society	10/6-14/17	2,000	1245	\$2,993,861
Animazement 2019	5/23-26/19	1,750	11,000	\$2,597,787
Society for Toxicologic Pathology	6/20-28/19	2,306	600	\$579,486
Animazement 2020	5/21-24/20	1,750	11,000	\$2,597,784
Animazement 2021	5/27-30/21	1,750	11,000	\$2,597,784
Animazement 2022	5/26-29/22	1,750	11,000	\$2,597,784
Animazement 2023	5/25-28/23	1,750	11,000	\$2,597,784
Animazement 2024	5/23-27/24	1,750	11,000	\$2,597,784
Animazement 2025	5/22-25/25	1,750	11,000	\$2,597,784
Animazement 2026	5/21-25/26	1,750	11,000	\$2,597,784
Animazement 2027	5/27-31/27	1,750	11,000	\$2,597,784
Animazement 2028	5/25-29/28	1,750	11,000	\$2,597,784
GRAND TOTAL		33,033	118,956	\$39,756,675

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2015 Rock 'n' Roll Marathon	7,500	18,500
2015 Ironman 70.3 Raleigh	3,500	5,600
GROUP SALES		
Saving Soul 73rd Holy Convocation	508	350
National Stay At-Home Dads Network	105	200
GROUP TOTAL	11,613	24,650

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Great American Cross Country Festival	Cary (Oct. 4)
N.C. Sports Association Quarterly Meeting	Winston-Salem (Oct. 10)
SAS Championship	Cary (Oct. 10-12)
Sports Council Quarterly Luncheon	Raleigh (Oct. 13)
Presentation for Leadership Raleigh (Dupree)	Raleigh (Oct. 14)
AAU National Convention	Ft. Lauderdale, FL (Oct. 20-23)
Pinehurst Area CVB Sports Committee Mtg. (Dupree)	Pinehurst (Oct. 22)
NCHSAA Women's Individual Tennis	Raleigh, Cary (Oct. 24-25)
Guest Lecturer (Philbeck) at St. Augustine's Univ.	Raleigh (Oct. 29)
CIAA Cross Country Championship	Cary (Oct. 30)
GROUP SALES	
ASAE Summit Awards	Washington, DC (Oct 1)
Femprofessionals	Durham, NC (Oct 1)
PMPI October Educational Experience	Washington, DC (Oct 8)
CADCA Awards Dinner	Washington, DC (Oct 8)
IAEE Oct Luncheon	Alexandria, VA (Oct 10)
AENC Golf Outing	Wallace NC (Oct 13)
FEDCON Summit	Wilmington, NC (Oct 15-16)
PCMA Capital Chapter Education Event	Washington, DC (Oct 22)
Virginia Gold Cup Races	The Plains, VA (Oct 25)
Rejuvenate Marketplace	Atlanta, GA (October 28-30)
HIP Sessions in the City	Washington, DC (Oct 29)