



Tourism Economic Development Report

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NOVEMBER 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 11.3 percent for the calendar year beginning January-September 2015 compared to the same period of January-September 2014 and **prepared food and beverage tax collections were up 10.2 percent** during the same period.

GROUP SALES

The Sales team confirmed twenty four definite pieces of business in the month of October, representing close to eight thousand room nights and near sixteen million in economic impact. Attending conferences and tradeshows allows the team opportunities to connect with thousands of decision makers in the Meetings Industry. This month's events included the participation of National sales manager, Nicole Robinson at the Association Executives of North Carolina 28th Annual Golf Outing in Cary, N.C. and the Society of Government Meeting Professionals meeting in Raleigh. Regional director of national accounts, Jamie Rice attended the Potomac Chapter of Meeting Professionals International, e2 Educational Experience, in Arlington, VA. National sales manager, Loretta Yingling, CMP exhibited at IMEX America, in Las Vegas, Nevada, She was accompanied by Wake County partners, The Raleigh Convention Center, Sheraton Raleigh, Marriott City Center and the Marriott Crabtree Valley. Director of sales, Malinda Harrell, CMP, CASE traveled to Atlanta for the Georgia Chapter of Meeting Professionals International Education Meeting. Staff leadership continues to grow with the appointment of Regional director of national accounts, Jamie Rice to the Capital Chapter of Professional Convention Management Association Membership Committee. PCMA is the definitive authority in education, business networking and community engagement for leaders in the global meetings, convention and business events industry. The Capital Chapter serves over 1,500 members.

SPORTS MARKETING

October's sports news included three key announcements. The field has been finalized for the 2016 USA Baseball-Irish Classic, set for March 4-6. Teams will include host Notre Dame, NC State, Alabama, Bucknell, Brown and Niagra. The GRSA is a host partner and the presenting sponsor. The GRSA announced that the 2015 Ironman 70.3 Raleigh generated \$1.8 million in direct visitor spending and 3,980 hotel room nights (in 40 hotels). And, the GRSA also announced it has reached a 3-year contract extension for the National Black Heritage Championship Swim Meet, meaning the event will remain at the Triangle Aquatic Center on Memorial Day weekend through 2018. October event highlights included the SAS Championship (PGA Champions Tour) at Prestonwood Country Club and the NCHSAA women's individual tennis state championships at Cary Tennis Park and Millbrook Exchange Park. The Atlantic Coast Collegiate Hockey Stephen Russell Memorial Tournament was held at the Raleigh IcePlex, featuring 14 collegiate club teams. Unfortunately, the 2015 Great American Cross Country Festival, scheduled for Oct. 3 at WakeMed Soccer Park, was cancelled due to heavy rains. The



GRSA's Michael Robson attended the S.P.O.R.T.S. annual convention in Shreveport, La. The NCHSAA held its Region 3 annual meeting at Vaughn Towers at NC State's Carter-Finley Stadium. The GRSA's Tori Collins was a guest panelist at the Holly Springs Chamber of Commerce retreat, while Scott Dupree was the guest speaker at a meeting of the Apex Rotary Club.

PUBLIC RELATIONS

October was another big month for both destination and hospitality partner media coverage from national online and print publications. Outlets that the Communications department worked with to either provide information or bring the journalist inbound to Raleigh included: *Travel + Leisure*; *Thrillist.com*; *Conde Nast Traveler*; *Meetings Focus*; *AXS.com*; *Smart Meetings* magazine; the *Atlanta Journal Constitution*; *OpenTable.com* and *Our State* magazine. The Communications department hosted a food-centric media tour in conjunction with the VisitNC public relations team and welcomed six top tier food editors. Media in attendance represented publications including: NY Times Magazine, Tasting Table, Intermezzo, Food Republic, Organic Life along many other major media outlets they each frequently freelance for. New York-based freelance writer Lawrence Ferber visited the area on assignment for an upcoming arts piece in the *NY Post*. Despite Mother Nature's best attempts at a washout, the International Bluegrass Music Association's (IBMA) World of Bluegrass was a success from the perspective of not only organizers but also artists, vendors and fans. The Communications Department sent out a press release announcing the 2015 number for the weeklong event which resulted in \$5.6 million in direct visitor spending for Raleigh and Wake County and welcomed more than 98,000 people. The Communications department welcomed a new intern from NC State University and also continued to meet with partners for planning the April 2016 Society of American Travel Writers Eastern Chapter Conference.

SERVICES

Services came from a really busy September into a really strong October with arriving groups, servicing up over 13% from last year. While our Visitor Information Center numbers are still behind target, the visitors in the VIC recovered slightly from the previous month. Requests for visitor information remain off target matching a nationwide trend as savvy visitors use online resources. Offsetting this deficit though is our visitor guide delivery service to our partners. In October we finished our first full year of this service which has been very successful. For our current fiscal year we have provided 22,789 visitor guides to nearly 200 partners, which includes lodging, attractions, dining and unique venues. October groups included several repeat/ annual groups, but also included the very unique Bouchercon. Bouchercon is a convention of nearly 2,000 attendees including mystery writers, publishers, promoters and fans. Hugely successful it also put us in the literary limelight with many notable authors in attendance. Our quarterly See for Yourself Tour, "Plentiful Parks," included 16 attendees who experienced Raleigh's parks despite unseasonably cold and wet weather. Julie Brakenbury conducted an attendance promotion in Winnipeg, Manitoba for The Wildlife Society. As part of the local host committee, Brakenbury promoted coming to Raleigh in 2016 for the conference. Target attendance for the Raleigh version of TWS will be close to 2,000 attendees.

MARKETING

The Marketing Department manned a table to welcome visitors and promote current visitor campaigns/communications during PNC presents Wide Open Bluegrass, Oct. 2-3; the department also consulted with the IBMA World of Bluegrass Raleigh Local Organizing Committee on a 2015 attendee intercept survey and translated survey results into a visitor economic impact estimate, later released to



the public and news media. Director of marketing Jonathan Freeze, CDME, CHIA, participated in the Greater Raleigh Chamber of Commerce's annual Arts Forum, Oct. 8, entitled "Chews & Brews: A Celebration of the Culinary Arts," highlighting the positive impact of the food and beverage industry in Raleigh and Wake County. Freeze also represented GRCVB at Visit North Carolina's Mid-Year Marketing Update listening session, Oct. 13, in Durham, and he attended the Travel and Tourism Research Association's Marketing Outlook Forum in Philadelphia, Pa., Oct. 26-28, to gather strategic travel forecasts for the year ahead. Freeze and Bureau leadership participated in a destination brand and marketing strategies dialogue with Cary Chamber of Commerce and Town of Cary leaders on Oct. 16, and Freeze presented on the 2014-2015 destination brand tune-up to The Conference Table group of leaders on Oct. 22 at Knightdale Town Hall. Senior marketing manager Derek Allman attended the Social Media Tourism Symposium, Oct. 14-15, in New Orleans, La., to learn the latest trends and tips for destination social media marketing. The Marketing Department opened registration for the Bureau's Fall Marketing Update Meeting, to be held Thurs., Nov. 12, at the North Carolina Museum of History; at quarterly Marketing Update Meetings, area hospitality partners learn about ways to partner with GRCVB to attract new customers under current and upcoming destination marketing campaigns and promotions. Effective Nov. 1, Jessica Holt, CHIA, was promoted to the role of assistant marketing manager with GRCVB; she assumes responsibilities previously managed by Mary Brooks, who had served with the Bureau's Marketing Department for the past three years. Under GRCVB's external advertising plan for the month of Oct., leisure-related placements appeared on tripadvisor.com, visitnc.com, the Goodway Group network and Division D's network, in MNI Charlotte/Greensboro publications and in an *Our State* e-newsletter; GRSA-related placements appeared in *Sports Planning Guide*, *Sports Events* and *Sports Travel* and on sportscommissions.org; and meetings-related placements appeared in *Meetings Focus*, *Convene*, *Associations Now*, *Prevue* (and a *Prevue* e-blast) and AENC's annual directory and on MPI's online Global Marketplace and website and AENC's website.



**VISITOR INDUSTRY STATISTICAL REPORT
SEPTEMBER 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Sept. '14	Wake County	North Carolina	United States
Sept. 2015 Occupancy %	+2.1%	70.3%	63.7%	67.9%
Sept. 2015 ADR	+7.0%	\$98.04	\$96.99	\$122.02
Sept. 2015 RevPar	+9.2%	\$68.97	\$61.75	\$82.82
2015 YTD Occupancy %	+2.9%	71.1%	64.1%	67.3%
2015 YTD ADR	+5.3%	\$95.26	\$94.89	\$120.35
2015 YTD RevPar	+8.4%	\$67.69	\$60.83	\$80.94

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 2015

	SEPT. 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	402,022	3,659,352	+3.2%
Passenger Deplanements	393,670	3,635,938	+3.6%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	7,958	24,376	40,960	-40%
Estimated Economic Impact	\$15,933,925	\$30,195,704	\$20,560,192	+46.9%
Number of Definite Bookings	24	98	64	+53.1%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	October 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	50,887	287,324	122,460	+134.6
Estimated Economic Impact	\$46,443,532	\$172,163,708	\$82,2014,984	+109.4%
Number of Tentative Leads	89	442	188	+135.1

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	October 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	18,670	84,513	35,947	+ 135%
Estimated Economic Impact	\$4,173,980	\$25,209,307	\$11,888,100	+ 112%
Number of Definite Bookings	4	25	25	---

VISITOR SERVICES PRODUCTION

	October 2015	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	56	158	+13.7%
# of Visitor Information Center visitors	1,618	4,304	-7.8%
# of Visitor Inquiries	227	1,067	-34.3%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

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

	October 2015	2015 YTD	YTD % Chg from 14/15
Partners Serviced	56	198	(still developing baseline)
Visitor Guides Delivered	7,821	22,879	(still developing baseline)



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
North Carolina State University	11/16-20/15	241	225	\$176,728
Citizens Science Association	2/20-25/17	2,320	800	\$693,142
NC Reading Association	3/29-4/2/19	613	1,400	\$970,150
NC State Firemen's Assn	8/18-25/19	1,076	4,100	\$2,554,760
Totals (A)		4,250	6,525	\$4,394,780

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
CASL NSS Girls Showcase	12/3-6/15	15,500	13,000	\$3,434,500
USA Baseball DII Preseason Invite	3/17-19/16	1,000	320	\$173,000
ACC M&W Tennis Championships	4/20-23/16	1,320	700	\$284,080
USTA Tennis on Campus	4/6-9/16	850	800	\$282,400
SPORTS TOTAL (B)		18,670	14,820	\$4,173,980
N.C. Division Vocational Rehabilitation Services	9/20-22/15	70	60	\$31,612
The Links	10/14-17/15	32	25	\$14,712
Omicron Delta Kappa	1/6-10/16	68	26	\$20,664



Meeting Professionals International - Carolinas Chapter	1/13-15/16	60	100	\$68,659
American Association of Airport Executives	4/11-13/16	70	70	\$64,490
De Pas Wedding Block	5/28-30/16	40	30	\$12,600
US Department of Energy	6/5-10/16	540	300	\$338,106
Couples for Christ	8/4-7/16	538	800	\$671,086
The Links	10/11-17/16	380	175	\$231,578
Caraway Group	3/20-26/17	394	250	\$308,419
Total (C)		2,192	1,836	\$1,761,926
Total (A+B+C)		25,112	23,181	\$10,330,686

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
All-Star Challenge Cheer & Dance	Jan. 2016-2020	1,055	4,000	\$454,695
USASA Region III National Cup	June 2017-2018	450	750	\$125,000
GROUP SALES				
Norfolk State University	10/30/15	50	160	\$38,719
ABC Supply Company	11/12/15	40	40	\$15,921
USDA Natural Resources Conservation Service	11/16-19/15	107	34	\$30,287
African Methodist Episcopal	11/18-20/15	50	150	\$45,535
Major League Gaming	12/16-20/15	670	3,000	\$623,998



PeriGen Winter Staff Meeting	1/5-6-16	77	52	\$36,276
North Carolina Association of Defense Attorneys	1/21/16	15	100	\$14,214
Genzyme	1/27-28/16	100	50	\$30,827
IDCON	2/23-26/16	32	20	\$15,896
American-Agri-Women	3/2-5/16	70	60	\$35,366
ETIX	3/15-17/16	75	50	\$27,432
International Society of Pharmaceutical Engineers-Carolina-South Atlantic Chapter	3/30-31/16	90	90	\$28,043
The Mended Hearts, Inc.	6/21-22/16	40	110	\$24,812
The Appraisal Foundation	7/13-15/16	68	70	\$34,564
Smith Family Reunion	8/5-6/16	100	200	\$63,616
North Carolina Office of Economic Opportunity	10/2-6/16	435	250	\$231,924
The Association of Junior Leagues International, Inc.	10/19-23/16	361	250	\$263,666
American-Agri-Women	11/2-5/16	215	200	\$153,007
National Organization for Black Chemists and Chemical Engineers (NOBCChE)	11/4-13/16	1,200	350	\$612,009
Carolina Designer	11/10-13/16	280	6,000	\$857,195
American-Agri-Women	3/1-4/17	70	60	\$35,793
Southeastern Commission for the Study of Religion	3/2-4/17	305	200	\$145,971
Alpha Phi Alpha Fraternity, Inc.	3/23-25/17	1,900	1,500	\$868,783
International Positive Psychology Association	6/11-18/17	2,188	1,200	\$760,004
Perennial Plant Association	7/22-29/17	800	350	\$269,875



National Tactical Officers Association	9/14-23/17	3,110	750	\$1,408,533
Association Executives of North Carolina	10/1-2/17	25	150	\$73,098
American-Agri-Women	11/1-4/17	215	200	\$155,158
American Foundation for Suicide Prevention	1/23-27/18	1,405	425	\$537,016
Council of Science Editors	5/3-10/18	649	300	\$293,884
NC Healthcare Information Management Association	5/15-17/18	210	250	\$94,987
GRAND TOTAL		16,457	21,371	\$8,406,104

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2016 Rock 'n' Roll Raleigh	7,000	14,000
GROUP SALES		
Institute of Electrical & Electronics Engineers (IEEE)	715	185
N.C. Healthcare Information Management Association	210	250
GROUP TOTAL	7,925	14,435

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCHSAA Region III Meeting	Raleigh (Oct. 1)
Greater Raleigh Chamber Hurricanes Luncheon	Raleigh (Oct. 5)

S.P.O.R.T.S Annual Conference	Shreveport, LA (Oct. 5-8)
Holly Sprints Chamber of Commerce Retreat	Wallace, NC (Oct. 8)
SAS Championship (PGA Champions Tour)	Cary (Oct. 9-11)
Raleigh 2016 NCAA Basketball LOC Meeting	Raleigh (Oct. 20)
Apex Rotary Club Meeting	Apex (Oct. 29)
St. Augustine's Scholarship Fundraiser	Garner (Oct. 29)
CASL Partner/Sponsor Appreciation Event	Cary (Oct. 29)
GROUP SALES	
Potomac Chapter of Meeting Professionals International (PMPI) e2 Educational Experience	Arlington, Va. (Oct. 7
IMEX America	Las Vegas, Nev. (Oct. 13-15)
N.C. Society of Government Meeting Professionals Meeting	Raleigh (Oct. 14)
Georgia Chapter of Meeting Professionals International (MPI) Education Meeting and Sales Calls	Atlanta, Ga. (Oct. 20)
Association Executives of North Carolina (AENC) 28 th Annual Golf Outing	Cary (Oct. 21)



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