



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

OCTOBER 2008

WAKE COUNTY CAPSULE

For the first seven months of calendar year 2008 Wake County **hotel occupancy tax collections were up 4.3% percent** and **prepared food and beverage tax collections were up 9.4%** over 2007.

GROUP SALES

Sales hosted eleven meeting planners for the Rock and Roll Hall of Fame Benefit Concert held the weekend of September 19th. Planners from Atlanta, Dayton, Ohio, Chicago, Illinois, and Washington D.C. came to greater Raleigh, gaining knowledge of area restaurants, neighborhoods, special venues, and true experience of our great Southern hospitality. Their economic impact of the groups combined is over eleven million dollars. Two of the groups, United Corvette Council and CMC Events, have already made verbal commitments to bring their future business to greater Raleigh. The sales team capitalized on their previous months travels to MPI and ASAE, producing forty leads for the month, and definite economic impact for September totaled \$3,662,415. We participated in the new Raleigh Convention Center opening, hosting clients for tours of the building and exhibiting in the International Festival during the opening festivities.

SPORTS MARKETING

The Capital Area Soccer League (CASL) and the Greater Raleigh Convention and Visitors Bureau announced a major partnership that will reposition CASL's four signature tournaments under the same brand, bringing 1,000 teams to Wake County and strengthening the area's reputation as the capital of U.S. youth soccer. CASL's two fall Shootout events and two fall Showcase events now will be officially known as the **CASL visitRaleigh.com National Soccer Series presented by the Chelsea Football Club**. Combined, the four events will bring approximately **1,000 teams** from throughout the United States to the Raleigh area over a one-month period. Those teams will utilize an estimated **33,800 hotel room nights** and generate more than \$7.4 million in direct visitor spending. The four events will bring approximately 29,000 visitors to the area. GRCVB sports marketing submitted bids for the **2010 AAU Girls Basketball National Championship** (partnering with Garner Road YMCA), a **2009 ABA National Tour stop** (partnering with Capital City BMX), and the **2010-12 Big Rock Sports Annual Dealer Show**. GRCVB staff represented Greater Raleigh at the **U.S. Aquatics National Convention** and the **U.S. Olympic Committee's Sportslink Convention**. Scott Dupree spoke to groups at the Cary Chamber's Economic Development Committee, the National High School Athletic Association SE Regional Meeting and a sports management class at UNC-Chapel Hill.

PUBLIC RELATIONS

The Communications Department "rocked and rolled" in September with five national travel journalists attending a press tour in conjunction with the visitRaleigh.com Benefit Concert for the Rock and Roll Hall of Fame. Thanks to all the partners who assisted with hosting this group: Raleigh Marriott City Center, The Pit, Savvy Event Design, Big Ed's, Posta Tuscan Grill and Capital Style. In the October issue of *Meetings South*, the Raleigh Marriott City Center, Artspace, Angus Barn and Koka Booth Amphitheatre are mentioned in a North Carolina feature; while the Raleigh Convention Center, the NC Museum of Art, the Progress Energy Center for the Performing Arts, the Sheraton Raleigh Hotel and the Raleigh Marriott City Center were featured in a full-page Raleigh Renaissance story. *Tradeshow Week*, ran a cover story on the opening of the Raleigh Convention Center and highlighted CenterPlate for their commitment to using local products in an additional story. *Convention South* featured the Triangle area, including the opening of the new Raleigh Convention Center in an article titled, "New Meeting Sites are Just the Beginning."



SERVICES

September flew by for Services! We started the month by assisting the rest of the staff with activities related to the grand opening of the Raleigh Convention Center, including offering expanded hours at the Visitor Information Center on Friday night and all day until late evening on Saturday. This was followed closely by providing a support role for the GRCVB 2008 annual luncheon. An early September presentation to the NCSU's Parks, Recreation and Tourism program resulted in the recruitment of two interns for Fall. The interns will allow us to add some important tools for both the VIC and convention services. Julie traveled with Loren Gold and representatives of Research Triangle Park and NCSU's Centennial Campus to Johannesburg to attend the 2008 International Association of Science Parks. This promotion included attendance building activities as RTP and Raleigh prepare to host IASP in 2009. It proved to be an important time for learning better how we will host this highly diverse group next year. We continue to meet twice a month with the Convention Service Manager group for the RCC, the Sheraton and the Marriott. These sessions are to review arriving group details for RCC based groups, including working through "pre con" details. This joint "pre con" is one meeting for the meeting planners about to arrive, allowing those planners to overview the destination details, RCC and hotels all in one session. Not only it is time effective, but allows us to reinforce the fact that the destination isn't strictly a venue or hotels, it is all of that plus the elements of the destination (transportation, restaurants, welcome services, etc). The first group, National Agents Alliance, went very well and resulted in a great convention! We presented at September's Conference Table meeting, providing these community stakeholders with an update on our services including the new Red Carpet Welcome program. Late September brought very busy days preparing for heavy October arrivals at both the RCC and all area hotels.

MARKETING

On September 8, GRCVB hosted nearly 600 local partners and community leaders for its 2008 annual luncheon in the new Raleigh Convention Center. The Bureau distributed its annual report and gave highlights from the year in review and of 12 major upcoming projects, in addition to presenting annual awards and recognitions. Also in September, the Marketing Department launched new promotions for the North Carolina State Fair (10/16-26/08), including special packages and offers for visitors, as well as a microsite for the one-of-a-kind Walking with Dinosaurs event coming to Raleigh's RBC Center 10/22-26/08 (<http://www.visitRaleigh.com/dinosaurs/>). After initial deployment in the official Visitor Information Center, at area attractions, and with arriving groups, GRCVB expanded distribution of its new calendar/map piece, the Raleighwide Discovery Guide, to all lodging properties in Wake County for use with their guests. The next edition, covering events November – February, will be released next month. GRCVB is working with S&A Cherokee of Cary to offer advertising opportunities in the 2009 Official Visitors Guide; hospitality partners are encouraged to review the media kit and rates on the Partners section of [visitRaleigh.com](http://www.visitRaleigh.com/partners/partnership_opportunities/) (http://www.visitRaleigh.com/partners/partnership_opportunities/). GRCVB is hosting quarterly marketing updates with hotels and attractions partners on 10/16 at the RBC Center; Bureau staff will provide a "CVB 101" course on how to work with the Bureau to maximize exposure via communications/PR, group sales, and sports and tourism marketing. Under the 2008-09 destination media plan, GRCVB ran leisure ads in *Southern Living* and *Wall Street Journal*, meetings ads in *Successful Meetings* and *Meeting News*, and a sports marketing ad in *Sports Business Journal*.



**VISITOR INDUSTRY STATISTICAL REPORT
SEPTEMBER 2008
HOTEL OCCUPANCY PRODUCTION**

	Chg from Aug 07	Wake County	North Carolina	United States
Aug 2008 Occupancy %	-10.7%	61.4%	60.7%	67.5%
Aug 2008 ADR	+2.7%	\$85.79	\$86.89	\$107.01
Aug 2008 RevPAR	-8.3%	\$52.72	\$52.77	\$72.18
Aug 2008 Rooms Sold/% Change	-19,292	-6.8%	-6.3%	-.07%
Aug 2008 Rooms Avail/% Change	+10,887	+4.3%	+2.4%	+2.8%
2008 YTD Occupancy %	-3.5%	64.0%	59.0%	63.2%
2008 YTD ADR	+5.8%	\$87.87	\$84.73	\$107.41
2008 YTD RevPAR	+2.1%	\$56.25	\$50.00	\$67.89
2008 YTD Rooms Sold/% Change	-36,582	-1.7%	-3.5%	-0.3%
2008 YTD Rooms Avail/% Change	+39,467	+1.9%	+1.5%	+2.4%

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

	August 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	420,532	3,336,006	-0.9%
Passenger Deplanements	433,390	3,340,301	-1.0%

Source: Raleigh-Durham International Airport-Stats lag by one month

RALEIGH CONVENTION CENTER INFORMATION

	State	Regional/National	International	YTD 2008-23 Total
Conventions & Tradeshows	86	30	19	135
Miscellaneous Events (banquets, consumer shows and miscellaneous meetings)				103
Definite room nights booked as a result of above				200,000
Tentative room nights (events not booked)				350,000

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	September 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	8748	49139	33,248	+48%
Estimated Economic Impact	\$3,662,415	\$37,229,871	\$16,666,667	+223%
Number of Definite Bookings	17	75	104	-29%

FY runs June 07-May 08

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	September 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	30,246	61,176	105,000	-42%
Estimated Economic Impact	\$11,969,622	\$34,360,956	\$71,668,000	-48%
Number of Tentative Leads	40	102	160	-46%

FY runs June 07-May 08



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	September 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	34,780	45,446	23,000	+ 97%
Estimated Econ Impact	\$7,712,770	\$10,089,229	\$7,500,000	+ 34%
Number of Definite Bookings	3	13	16	-18%

VISITOR SERVICES PRODUCTION

	September 2008	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	40	108	+11.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Regional Biomass Conference	9/21-23/08	425	500	\$162,525
AASHE Extended Room Block	11/8-13/08	350	200	\$139,350
The Emerging Issues Forum	2/8-10/09	350	1,200	\$303,150
IBC Life Sciences BioProcess International Conference & Exhibition and Formulation Strategies for BioPharmaceuticals	10/11-16/09	1,995	800	\$653,895
NUSA Annual Conference	5/17-22/10	2,050	1,200	\$824,550
International Outreach Scholarship Conference	10/3-6/10	650	600	\$273,000
BOMA Raleigh-Durham SRC 2011	4/13-16/11	515	250	\$148,800
TOTAL (A)		6,335	4,750	\$2,505,270

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2008 CASL visitRaleigh.com National Soccer Series	11/7-12/7/08	33,800	29,500	\$7,433,150
2009 National Club Softball World Series	4/15-19/09	580	590	\$205,020
2008 NSA B-C-D Eastern World Series	9/12-14/08	400	300	\$74,600
SPORTS TOTALS (B)		34,780	30,390	\$7,712,770
NC Council of Community Programs Spring Forum	5/17-19/09	325	250	\$92,625
AVSA Natl Convention	3/27-4/4/10	931	600	\$589,461
Rock and Roll Hall of Fame Benefit Concert Rm Block	9/19-21/08	74	50	\$17,094
NC Real Estate Commission Annual Educators Conference	4/12-14/09	122	250	\$70,302



NCAEC Employee/Director Orientation	11/9-10/09	20	30	\$5,790
NRECA Directors Courses	3/3-5/09	40	30	\$11,580
NCAEC Youth Tour	6/13-14/09	24	100	\$14,436
NCAEC - Board Meeting	9/15-16/09	20	75	\$11,055
NCAEC - Board Meeting	11/10-11/09	20	75	\$11,055
2010 On Course National Conference	4/6-12/10	837	450	\$333,747
TOTAL GROUP (C)		2,413	1,910	\$1,157,145
GRAND TOTAL (A+B+C)		43,528	37,050	\$11,375,185

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2009 ABA National Series Event	TBD	1,000	2,000	\$583,000
2010 AAU Girls B-Ball Nationals	July	5,550	3,150	\$1,731,450
Big Rock Sports Annual Dealer Show	2010, 2011, 2012	5,520	4,000	\$4,012,920
		12,070	9,150	\$6,327,370
GROUP SALES				
Team New South	11/14-16/08	50	50	\$17,400
American Chemical Society	11/14-18/08	1,200	600	\$452,700
NC Association of County Commissioners	1/14-16/09	300	350	\$104,400
Engineering & Environmental Inc	2/21-3/7/09	3,923	500	\$1,065,099
National HUBZone Small Business Conference	2/2-2/6/09	640	300	\$179,430
IRI Spring Conference 2009	3/9-3/13/09	280	100	\$60,000
NC Division on Career Development and Transition	4/29-5/01/09	70	400	\$101,580
NC Association of County Agricultural Agents	6/16-19/09	110	150	\$57,000
EPA Training Conference 2009	7/13-7/17/09	1,400	400	\$370,200
Brooks-Cozart Wedding	8/6-9/09	150	150	\$69,750
Independent Builders Supply Association	9/2-4/09	337	400	\$155,805
Holistic Dental Association 2009	10/2-10/3/09	159	100	\$59,193
TEPR Conference	10/31-11/06/09	2,370	2,000	\$1,523,250
HTE Users Group	3/22-3/26/10	510	500	\$269,910
IRI Spring Conference 2010	3/8-3/12/10	280	100	\$60,000
Holistic Dental Association 2010	4/8-4/9/10	159	100	\$59,193
Independent Builders Supply Association	9/15-9/17/10	337	400	\$155,805
American Booksellers Association	1/23-2/1/11	1,117	550	\$494,952
HTE Users Group	3/28-4/1/11	520	500	\$272,220
Holistic Dental Association 2011	4/8-4/9/11	159	100	\$59,193



International Assn of Plumbing & Mechanical Officials	9/22-9/29/11	1,115	450	\$441,840
National Assn for Campus Activities	10/2-7/12	1,200	850	\$582,400
IMAGO 2011	11/1-11/5/11	1,035	450	\$473,085
GRAND TOTAL		17,421	9,500	\$9,513,595

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Big Rock Sports Annual Dealer Show	5,520	4,000
GROUP SALES		
AME Zion 2009 Connectional Council Conference	2,010	500
American Dental Education Association	TBD	TBD
Federation of Analytical Chemistry & Spectroscopy Society	1,973	2,000
Future Business Leaders of America , #s are per year for 4 years	1,190	2,500
Independent Builders Supply Association	337	400
North American Brass Band Association	850	1,000
US Marines Corps	600	1,300
World Web Conference	3,440	1,100
TOTAL		

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Cary Chamber Economic Development Meeting	Cary (Sept. 3)
RCC Grand Opening Events	Raleigh (Sept. 4-7)
National High School Athletic Association SE Regional Mtg.	Wilmington (Sept. 8)
N.C. Sports Association Quarterly Meeting	Lake Norman (Sept. 9)
Cary Sports Alliance Meeting	Cary (Sept. 18)
Rock-n-Roll Hall of Fame Golf Tournament / Client Event	Holly Springs (Sept. 19)
Greater Raleigh Sports Council Quarterly Meeting	Cary (Sept. 23)
U.S. Aquatics Annual Convention	Atlanta, GA (Sept. 23-26)
U.S. Olympic Committee Sportslink	Indianapolis, IN (Sept. 28-Oct. 1)
GROUP SALES	
RCC Grand Opening Events	Raleigh (Sept. 4-8)
Georgia Chapter of MPI- Summer Educational Alliance	Aruba (Sept. 4-6)
PMPI Luncheon	Washington DC (Sept. 9)
NC SGMP Chapter Meeting and Board Meeting	Raleigh (Sept. 10)
Association Executives of NC Chapter Meeting	Raleigh (Sept. 12)
AMPS Annual Meeting & Awards Dinner	Alexandria, VA (Sept. 16)
Meetings Quest Tradeshow	Raleigh (Sept. 17)
MPI-Carolinas Chapter Golf Tournament and Chapter Meeting	Chapel Hill (Sept. 18-19)
Rock-n-Roll hall of Fame Client Event	Raleigh (Sept. 19-20)