



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

OCTOBER 2009

WAKE COUNTY CAPSULE

For the eighth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 13.4 percent** and **prepared food and beverage tax collections were up .7 percent** over 2008.

GROUP SALES

The sales team production was fantastic this month, with 41 leads totaling over \$36 million dollars in economic impact, nearly 57,000 room nights, and over 70,000 attendees. Definite business booked this month will bring \$1.6 million dollars into Wake County, with over 3600 attendees and 3200 room nights. The sales team participated in our annual meeting, co-hosting one of the educational sessions with Sports Marketing. Stephen Jackson, National Sales Manager, attended Congressional Black Caucus in Washington D.C., accepting invitations to ten private receptions held for dignitaries, politicians, and meeting planners during the Caucus. Malinda Pettaway, Associate Director of Sales, participated in the "Plan Your Meetings" trade show, as well as the Georgia Chapter of Meeting Professionals International Business Meeting and GSAE in Atlanta. Kumi Anzalone, National Sales Manager, attended the AMPS annual meeting, as well as Potomac Chapter of MPI Board meeting, of which she is a member. Loretta Yingling, National Sales Manager, attended the MPI Carolinas Chapter meeting, as well as the AENC Meeting, where she also sits on the board.

SPORTS MARKETING

September was an incredibly busy month for the Sports Marketing Department. The USA Baseball National Team Identification Series (Sept. 18-20) was a tremendous success, generating more than 1,700 hotel room nights. Greater Raleigh was represented at the USOC Sportslink national convention in Chicago by Tori Collins as well as the U.S. Aquatics Sports annual convention in Rosemont, Ill., by Jason Philbeck. At the latter event, a bid was submitted for the 2011 USA Swimming Southern Zone Championships at the Triangle Aquatic Center in Cary. GRCVB also submitted a bid for the 2010 ABA BMX East Coast Nationals, which would be held at Lions Park in Raleigh. Bookings that officially went definite in September included the 2011 Big Rock Sports Dealer Show, the 2010 NCAA Women's College Cup and the 2010 ACC Tennis Championships. GRCVB Sports Marketing hosted seven of our top clients at a tailgating event prior to the NC State vs. South Carolina football game on Sept. 3. Walnut Creek Softball Complex was named the National Complex of the Year by Senior Softball USA. Sports Marketing also co-hosted with Sales one of the educational sessions at the GRCVB Annual Meeting. Tori Collins led her first meeting in her new role as Chair of the N.C. Sports Association. Scott Dupree was the guest speaker at UNC for a Sports Management / Economics & Finance graduate class on Sept. 30.



PUBLIC RELATIONS

The Communications Department had a busy month with assisting media in requests for quotes, information and unique story ideas. Press releases on the Raleigh Convention Center's One-Year Anniversary, the GRCVB's Annual Luncheon, GRCVB Award-Winners, Get Off Your County Seat Winners and Cultural Celebrations in Greater Raleigh...all which were sent to targeted journalists resulting in numerous media placements.

SERVICES

September activity included some convention groups that were high visibility for us – American Trucking Association's Annual Super Tech Show and Competition was in with over 800 attendees. This was the first of two years, and it went very well. The convention center received significant kudos for ease of moving those big rigs in and out, and for the room that the space afforded the competitors during the Tech competition. The Garden Writers' Association was also here for its annual symposium, and this group turned the Greater Raleigh and Triangle area into a large familiarization tour for the media in attendance. The GWA vendors loved being in a center where their exhibits were actually showcased in natural light! Both RCC based groups were quite successful. In the way of VIC activity, we logged 399 phone calls, 577 walk in visitors, and 773 fulfillments of visitor inquiries.

MARKETING

In September, the Marketing Department worked with Raleigh-based Triangle Blvd to launch new destination video clips on outdoor activities, Koka Booth Amphitheatre and the Raleigh Convention Center (<http://video.visitraleigh.com>). The Bureau's Sales and Marketing departments also launched a new partnership with empowerMINT.com, a Destination Marketing Association International-sponsored meeting planner program. The empowerMINT.com program allows meeting planners to actively seek open dates, group rates and special incentives for groups of 10 or more from hotel and meeting facilities within the Raleigh area from the site's international listings. Raleigh area meeting hotels and facilities will be invited to log in and receive leads directly starting in October. The GRCVB website, visitRaleigh.com, received a designation of Outstanding Achievement in Web Development and a Travel Standard of Excellence WebAward from the Web Marketing Association. Under advertising, GRCVB ran leisure sweepstakes-related ads on vacationplanning.net and the North Carolina News Network as well as a meetings-related ad in the Meetings South e-newsletter. Finally, area attraction, hotel and restaurant partners are invited to Bureau's Quarterly Marketing Update, November 16, at Chatham Hill Winery, Morrisville. The update meeting will focus on upcoming marketing and co-op programs, sales initiatives, tradeshow and public relations opportunities.



**VISITOR INDUSTRY STATISTICAL REPORT
SEPTEMBER 2009
HOTEL OCCUPANCY PRODUCTION**

	Chg from Aug 08	Wake County	North Carolina	United States
Aug 2009 Occupancy %	-4%	59.1%	54.8%	60.7%
Aug 2009 ADR	-8.1%	\$78.61	\$81.26	\$96.58
Aug 2009 RevPar	-11.8%	\$46.42	\$44.56	\$58.65
2009 YTD Occupancy %	-11.4%	56.8%	52.2%	56.6%
2009 YTD ADR	-6.8%	\$81.70	\$80.26	\$98.17
2009 YTD RevPar	-17.4%	\$46.43	\$41.92	\$55.58

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

	August 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	399,925	2,977,436	-10.9%
Passenger Deplanements	410,787	2,984,849	-10.8%

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	44	36	23	17	10	7	4	2	4	2	2	1	2	0	1	169
At RCC (Tentative)			12	13	19	10	6	5	2								67

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	September 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,268	33,219	26,250	+21%
Estimated Economic Impact	\$1,692,078	\$19,184,166	\$13,250,000	+31%
Number of Definite Bookings	7	37	42	-12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	September 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	56,781	1,104,730	80,000	+29%
Estimated Economic Impact	\$36,552,798	\$56,875,614	\$54,249,999	+5%
Number of Tentative Leads	41	100	126	-12%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	September 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	10,214	48,479	23,000	+ 110 %
Estimated Econ Impact	\$4,135,798	\$13,530,833	\$7,500,000	+ 80 %
Number of Definite Bookings	4	17	16	+ 6.2 %

VISITOR SERVICES PRODUCTION

	September 2009	FY 09/10 YTD	YTD% Chg from 08/09
Number of Groups Serviced	26	107	+2.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2009 NCHSAA Cheerleading	11/6-8/09	650	3,657	\$411,050
2011 Big Rock Sports DealerShow	1/9-16/11	7,164	3,500	\$3,174,948
SPORTS TOTAL		7,814	7,157	\$3,585,998
2010 North American Science Fiction Convention	8/3-9/10	1,400	1,000	\$744,600
The Emerging Issues Forum	2/7-9/10	350	1,200	\$303,150
Primary Officer Training	4/14-17/10	1,173	1,100	\$525,438
GROUP TOTAL (A)		2,923	3,300	\$1,573,188

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2010 NCAA Women College Cup	12/1-5/10	1,200	800	\$ 300,000
2010 ACC Tennis Championship	4/21-25/10	1,200	650	\$ 249,800
SPORTS TOTALS (B)		2,400	1,450	\$ 549,800
Meet Ecuador 2009	10/27-28/09	50	150	\$23,250
NC Div of Aging & Adult Services - Adult Day Care Coordinator Basic Training Workshop	10/12-15/09	60	45	\$20,880
Omega Psi Phi - Iota Iota Chapter Holiday 2009	12/26-27/09	25	200	\$26,250
JSI Research & Training	3/1-3/10	210	105	\$48,510
GROUP SALES TOTAL (C)		345	500	\$118,890
GRAND TOTAL (A,B,C)		13,482	11,912	\$5,827,876



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2011 USA Swim Southern Zones	07/26-31/11	1,750	1,500	\$600,000
2010 ABA BMX East Coast Nat'ls	August 2010	1,000	2,000	\$530,000
GROUP SALES				
Lenovo	5/2-5/5/10	1,232	600	\$387,084
NCSSMST	10/14-10/17/10	225	300	\$122,175
Restorative Justice	5/17 - 20/11	880	400	\$238,380
The Office of the Comptroller of the Currency	7/17-21/11	4,700	1,400	\$1,132,500
Internet2	9/27-10/4/13	1,814	700	\$623,784
Internet2	10/2-10/9/15	1,814	700	\$623,784
GRAND TOTAL		13,415	7,600	\$4,257,707

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2010 USA Track & Field Race-Walking Championship	150	200
2009 NCHSAA Cheerleading Championships	650	3,600
GROUP SALES		
Restorative Justice	880	400
Alpha Phi Alpha	810	1,000
NC TOPS	700	405
GROUP TOTAL	3,190	5,605

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
N.C. Sports Association Quarterly Meeting	Durham (Sept. 1)
GRCVB Sports Mktg. Client Event w/ NCSU Football	Raleigh (Sept. 3)
USOC Sportslink Conference	Chicago (Sept. 9-11)
Sports Council Member Appreciation Event	Raleigh (Sept. 9)
Sports Council Hurricanes Annual Luncheon	Raleigh (Sept. 16)
U.S. Aquatics Sports Annual Convention	Rosemont, Ill. (Sept. 16-19)
USA Baseball National Team Identification Series	Cary (Sept. 18-20)
Sports Council Quarterly Meeting	Cary (Sept. 22)
Cary Sports Alliance Quarterly Meeting	Cary (Sept. 25)
GROUP SALES	
AMPs Annual Meeting	Washington, DC (Sept 8)
NC SGMP Chapter Meeting	Durham, NC (Sept 9)



Association Executives of NC Meeting	Raleigh (Sept 11)
Georgia Chapter of Meeting professionals International Business Meeting	Atlanta, GA (Sept 15)
Meetings Quest Tradeshow	Raleigh, NC (Sept 15)
Plan Your Meetings	Atlanta, GA (Sept 16)
Georgia Society of Association executives	Atlanta, GA (Sept 16)
Meeting Professionals International- Carolinas Chapter	Charlotte, NC (Sept 17 & 18)
Congressional Black Caucus	Washington, DC (Sept 23 - 27)
Meeting Professionals International - Potomac Board Meeting	Washington, DC (Sept 24)