



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

OCTOBER 2011

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 14.8 percent for the calendar year of January-August 2011 compared to January-August 2010, and **prepared food and beverage tax collections were up 5.1 percent** during the same period.

GROUP SALES

Producing 56,634 room nights in leads, Group Sales had a stellar September. Also, with an economic impact of 5.6 million dollars and 6,195 room nights booked definite in Wake County for the month, the department's production was booming. Our Young Professional, Nicole Robinson, Sales Coordinator, along with Jana Rae Oliver, Director of Sales, attended the DMANC annual conference in Concord, N.C. DMANC has launched a new education and training program for "Young Professionals", focused on the destination management industry. DMANC President, our own Denny Edwards, participated as a panelist for the inaugural session presentation for Young Professionals. Malinda Pettaway, Associated Director of Sales, Loretta Yingling, National Sales Manager, and Nicole Robinson attended the MPI-cc Chapter meeting, as well as participated in their trade show. Kumi Anzalone, Regional Director of National Accounts, attended the CVB reps meeting, as well as PMPI Board Meeting.

SPORTS MARKETING

The Greater Raleigh CVB and its host partners have submitted a regional bid to host the State Games of North Carolina. North Carolina Amateur Sports, which oversees and manages State Games, is looking for host cities from 2013 to 2020. In addition to the GRCVB, the Triangle's bid includes the Durham Chamber of Commerce, the City of Raleigh, Town of Cary, City of Durham, Durham County, N.C. State University, Duke University and N.C. Central University. The State Games would bring approximately 14,000 participants to the Triangle. The event typically generates about 4,000 hotel room nights and more than \$3 million in direct visitor spending. Tori Collins of the GRCVB coordinated the bid. A decision is expected early in 2012. The USA Baseball National Team Identification Series was once again a tremendous success. This year 756 of the top players in nation (ages 17, 15, 13) traveled to Cary to begin the selection process for the 2012 national teams. The event generated approximately 2,000 hotel room nights and \$475,000 in direct visitor spending. Scott Dupree represented Greater Raleigh at the United States Olympic Committee's annual Sportslink convention in Colorado Springs. While there, he also attended the National Association of Sports Commissions' large market CVB meetings. Jason Philbeck attended the U.S. Aquatic Sports Conference in Jacksonville, Fla. The North Carolina High School Athletic Association held its annual Region 3 meeting in Vaughn Towers at Carter-Finley Stadium. The SAS Championship, part of the PGA Champions Tour, got underway at Prestonwood Country Club. The tournament is televised nationally on the Golf Channel. The CASL visitRaleigh.com National Soccer Series Showcase events are set for Nov. 18-20 (girls) and Dec. 2-4 (boys). More than 300 teams are

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The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



expected for each.

PUBLIC RELATIONS

Director of Communications, Ryan Smith, attended Travel Media Showcase (TMS) in Oklahoma City where she had one-on-one appointments with 40 travel, food, lifestyle and family travel journalists. Three of the writers she met during TMS will be participating in a **Discover Your Destination ID Group Press Tour** October 25-28, 2011. The Communications Department worked with an Associate Travel Editor for Southern Living during a research trip to the Raleigh area last week. Tentatively an article will run in spring 2012 on the destination, restaurants, attractions and accommodations. Stay tuned for more information and a copy of the article. It was a busy month of positive media coverage in both consumer and business trade publications. The Communications Department had a busy month with assisting these media outlets in requests for quotes, information and unique story ideas. *MeetingSouth Magazine* highlighted The Pavilions at the Angus Barn in the article *Southern Beauts*, *Ideal Living Magazine* touted the Raleigh area as a *Boomtown for Boomers* and *AirTran's GO* featured numerous Raleigh area hospitality partners in the *Raleigh: In Brief* feature. The Raleigh area was also featured in a Southeast Marketplace feature in the September issue of *Successful Meetings*, *Southern Hospitality Traveler* covered the *New Must-Do's in Raleigh, North Carolina* and *AAA Home & Away* features ghost sites and haunted tales in the area.

SERVICES

September found us trending upward for Visitor Information Center activity with walk in visitors 36% ahead of this time last year (although it is important to keep in mind that we were closed for about two months last year as we transitioned to our new space). Visitor inquiries are strong and we closed a deficit gap in overall inquiries fulfilled (year to date we are 1% down for total inquiries fulfilled for the same period in FY '10-11). Group arrivals were strong in September, and we are tracking slightly down from this time last year, year to date down 2% (closing a gap of down 5% at the end of August). Convention/ group arrivals at the RCC included NCAeyc, American Trucking Super Tech Competition, Inis Cairde Dance, and NC Society of Human Resources. Additionally we supported attendance promotions for IEEE 2012. In a final note, we are working cooperatively with DRA to jointly host a Downtown Merchants Summit for October 26. The event is geared toward enhancing communication between downtown businesses, event planners and their attendees as well as key community partners.

MARKETING

The new Official Visitors Guide to Raleigh, Cary and Wake County entered distribution at the end of August and is available to business and leisure travelers through Welcome Centers across North Carolina, RDU International Airport, most area attractions and hotels and the Greater Raleigh Visitor Information Center. Director of marketing Jonathan Freeze and Internet marketing coordinator Graham Rountree attended the North Carolina Tourism Leadership Conference in Concord, Sept. 21-23; Freeze also attended the N.C. Division of Tourism's Mid-Year Marketing Update for partners, held at the conclusion of the conference. In a ceremony at the conference, the Greater Raleigh CVB won four statewide Destination Marketing Achievement Awards. The two gold and two platinum awards, as judged by travel industry professionals in a neighboring state, recognized the marketing excellence of GRCVB's 2010 Official Visitors Guide, 2011 Official Meeting Planners Guide, monthly Convention and Sports Group Alert email and Greater Raleigh video gallery (<http://video.visitraleigh.com>). In advance of the North Carolina Museum of Art's blockbuster exhibition *Rembrandt in America*, the GRCVB launched the "Greater Raleigh Goes Dutch"



integrated marketing campaign on October 1 to draw overnight and day-trip visitors. The Bureau will support the campaign through advertising, Internet marketing, publications, packaging and sweepstakes, conversational marketing and public relations through December. Under advertising for the month of September, leisure-oriented display ads ran on visitnc.com, a sports-related ad appeared in *Sports Travel* magazine and meetings-related display ads ran on successfulmeetings.com and in that site's South regional e-newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT
SEPTEMBER 2011
HOTEL OCCUPANCY PRODUCTION**

	Chg from Aug '10	Wake County	North Carolina	United States
Aug 2011 Occupancy %	+12.9%	66.4%	61.2%	66.2%
Aug 2011 ADR	+5.0%	\$82.49	\$83.77	\$102.20
Aug 2011 RevPar	+18.5%	\$54.79	\$51.28	\$67.64
2011 YTD Occupancy %	+7.8%	62.8%	57.0%	61.4%
2011 YTD ADR	+3.2%	\$82.31	\$81.43	\$101.16
2011 YTD RevPar	+11.3%	\$51.69	\$46.44	\$62.15

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 2011

	August 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	391,839	3,027,739	+0.3%
Passenger Deplanements	411,163	3,048,263	+1.1%

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	n.a	
At RCC (Definite)	14	45	55	57	34	17	13	7	5	5	2	2	1	1	0	1	259
At RCC (Tentative)			1	14	22	20	16	7	5	2	2	2					91

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	September 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	6,195	38,705	27,038	+43%
Estimated Economic Impact	\$5,680,953	\$19,774,236	\$13,647,500	+45%
Number of Definite Bookings	14	49	44	+12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	September 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	56,634	127,582	82,401	+39%
Estimated Economic Impact	\$32,181,768	\$63,382,722	\$55,878,000	+17%
Number of Tentative Leads	49	135	129	+5%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	September 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	24,320	54,072	23,750	+ 128%
Estimated Econ Impact	\$6,047,230	\$16,279,983	\$7,750,000	+ 110%
Number of Definite Bookings	9	24	17	+ 41%

VISITOR SERVICES PRODUCTION

	September 2011	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Serviced	42	124	-2.0%
# of Visitor Info. Center Visitors	1047	2766	+36.0%
# of Visitor Inquiries	329	1124	-1.0% (2010-12 was reflective of "Get Off Your County Seat Campaign" requests)
# of Ambassador Volunteer Hours	79	211	11/12 is baseline for tracking monthly

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
"Holiday Cheers" Cheerleading	12/16-18/11	600	1,500	\$193,400
Sales Convention Center Definite				
The Institute of Emerging Issues	2/5-7/12	350	1,200	\$303,150
NC Affordable Housing Conference	9/9-12/13	150	750	\$262,800
General Baptist State Convention of NC	7/23- 27/17	840	1,600	\$821,160
General Baptist State Convention of NC	7/22-26/18	840	1,600	\$821,160
General Baptist State Convention of NC	7/28-1/19	840	1,600	\$821,160
General Baptist State Convention of NC	7/26-30/20	1,420	2,000	\$1,076,820
TOTAL (A)		4,440	8,750	\$4,106,250



GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
TFC Columbus Day Classic	10/7-9/11	800	1,500	\$221,200
City of Oaks Marathon	11/4-6/11	1,200	2,500	\$418,800
CASL NSS Girls Showcase	11/17-20/11	10,000	10,000	\$2,442,550
CASL NSS Boys Showcase	12/1-4/11	9,000	9,000	\$1,998,450
Champions of the East Cheer	1/20-21/12	150	750	\$50,850
USTA Nat'l Campus Champ.	4/10-14/12	1,100	800	\$348,150
S. Atlantic Figure Skating (N-Q)	10/11-14/12	510	510	\$127,890
S. Atlantic Figure Skating (Qual.)	10/19-23/12	960	600	\$245,940
SPORTS TOTALS (B)		23,720	25,660	\$5,853,830
N.C. Division Vocational Rehabilitation Services	5/23-24/11	10	35	\$5,235
Carolina China Council	6/9-10/11	18	18	\$4,158
Bayer	6/21-22/11	180	100	\$43,920
Raleigh Spy Conference	8/24-26/11	60	150	\$41,940
Independent Weekly	9/8-11/11	350	2,475	\$905,700
Smart Grid Distribution Optimization Conference	11/1-3/11	60	50	\$18,540
Daughters of the American Revolution	3/1-4/12	360	400	\$162,135
Handcrafted Soap Makers Guild, Inc.	5/12-20/13	717	413	\$393,075
TOTAL GROUP (C)		1,755	3,641	\$1,574,703
Total (A+B+C)		29,915	38,051	\$11,534,703

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
State Games of North Carolina	2013-2020	4,000/yr	14,000/yr	\$4,000,000/yr
U.S. Adult Soccer Region 3	2012-2013	500/yr	1,250/yr	\$360,000/yr
GROUP SALES				
Signature EquipoVision LLC	2/10-12/12	376	1,100	\$419,253
John Deere Turf Care Group	2/22-23/12	53	56	\$12,594
Burroughs Wellcome Fund-Nat'l Research Council Science Education Framework	2/23-25/12	450	350	\$133,200
VMware Forum	5/21-23/12	80	750	\$267,690
NC Division of Aging June 2012 Conference	6/11-13/12	110	180	\$48,810



Fun Publications - GI Joe Convention	6/27-7/1/12	650	600	\$444,990
Triangle Black Pride 2012	7/27-29/12	70	100	\$32,550
Clarke Wedding	10/19-21/12	40	200	\$51,360
Technology Forums DIA Acquisition Conference & Expo	4/1-5/13	1605	500	\$426,915
ARC of NC Annual State Conference	9/5-7/13	130	230	\$67,570
NC/Bermuda Alanon-Alateen Conference	2/20-23/14	100	500	\$182,805
NC/Bermuda Alanon-Alateen Conference	2/19-22/15	100	500	\$182,805
Optical Society of America - CLEO Conference (Multi-year)	5/10-15/15	6,543	3,500	\$3,722,733
NC/Bermuda Alanon-Alateen Conference	2/25-28/16	100	500	\$182,805
Optical Society of America - CLEO Conference (Multi-year)	5/8-13/16	6,543	3,500	\$3,722,733
Optical Society of America - CLEO Conference (Multi-year)	5/7-12/17	6,543	3,500	\$3,722,733
Optical Society of America - CLEO Conference (Multi-year)	5/6-11/18	6,543	3,500	\$3,722,733
Optical Society of America - CLEO Conference (Multi-year)	5/12-17/19	6,543	3,500	\$3,722,733
Optical Society of America - CLEO Conference (Multi-year)	5/10-15/20	6,543	3,500	\$3,722,733
GRAND TOTAL		76,122	141,066	\$57,509,745

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
GROUP SALES		
NAFSA	755	600
NC Wildlife Resources Commission	225	100
Schneider Electric Retiree Reunion	135	125
Burroughs Wellcome Fund	450	350
GROUP TOTAL	1,565	1,175

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA Baseball Nat'l Team Identification Series	Cary (Sept. 8-11)
U.S. Aquatic Sports Conference	Jacksonville, FL (Sept. 13-16)



NASC Large CVB Segment Meeting	Colorado Springs (Sept. 20-21)
Unites States Olympic Committee Sportslink	Colorado Springs (Sept. 21-23)
Greater Raleigh Sports Council Hurricanes Luncheon	Raleigh (Sept. 26)
Greater Raleigh Sports Council Quarterly Luncheon	Cary (Sept. 27)
NCHSAA Region 3 Meeting	Raleigh (Sept. 29)
SAS Championship	Cary (Sept. 30-Oct. 2)
GROUP SALES	
AMP's Annual Meeting	Washington, DC (Sept 13)
CVBreps Meeting	Washington, DC (Sept 14)
MPI-CC Board of Directors Meeting	Durham, NC (Sept 14)
MPI_CC Tradeshow	Durham, NC (Sept 15)
MPI- Chapter Business Summit	Dallas, TX (Sep 15-17)
MPI-CC Chapter Meeting	Durham, NC (Sept 16)
PMPI Board Meeting	Arlington, VA (Sept 22)
PMPI AfterHours Networking Event	Gaithersburg, MD (Sept 27)