



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

OCTOBER 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 6.3 percent for the calendar year of January-August 2012 compared to January-August 2011, and **prepared food and beverage tax collections were up 9.3 percent** during the same period.

GROUP SALES

Staff hits the road far and near, members of the Greater Raleigh Convention and Visitors Bureau sales team continues to saturate the regions by being involved in several industry events. In the southeast, Loretta Yingling, CMP national Sales Manager was an exhibitor at the Meetings Quest Tradeshaw Raleigh. In Durham she attended the Meeting Professionals International Chapter meeting and tradeshaw and the Association Executives of North Carolina Membership Luncheon, She was accompanied by Malinda Harrell, CMP, CASE Associate Director of Sales. Yingling and Harrell also participated in the Meetings Quest tradeshaw in Atlanta. Harrell partnered with Professional Convention Management Association and Chatham Hill Winery to host a PCMA membership and networking event in Morrisville. Taking the Mid West by storm, Director of Sales, Jana Rae Oliver took Raleigh on the Road with sales calls in Phoenix, Minneapolis and Colorado. Oliver was also a featured speaker at the Conference Direct Annual Meeting, educating the Associates on how cultivating a positive partnership with the Greater Raleigh Convention and Visitors Bureau can benefit them and their clients when bringing a meeting to Greater Raleigh.

SPORTS MARKETING

The growth of the Great American Cross Country Festival highlighted a busy September for the Greater Raleigh Sports Alliance (GRSA). The Great American, held Sept. 28-29 at WakeMed Soccer Park in Cary, attracted a record 3,400 runners from 19 states. That represents a 36-percent increase from last year's 2,500 participants. The GRSA is the official host sponsor of the Great American, which is owned by the National Scholastic Athletics Foundation and which continues to rank as one of the largest and most tradition-rich cross country events in the U.S. Ironman 70.3 Raleigh, set for June 2, 2013, reached its cap of 2,500 entries and sold-out in just 19 days. The World Triathlon Corp., which owns the Ironman events, says the Raleigh sell-out ranks among the fastest in history for any 70.3 worldwide. Jason Philbeck of the GRSA and representatives from the Triangle Aquatic Center attended the US Aquatic Sports Convention in Greensboro. The GRSA was also represented at the North Carolina Sports Association's quarterly meeting in Asheville, as well as the N.C. High School Athletic Association's regional meeting at NC State's Carter-Finley Stadium in Raleigh. The GRSA welcomed its newest staff member, Michael Robson, who began as sports coordinator on Sept. 4. Michael was already employed by the Greater Raleigh CVB as its destination database coordinator.

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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.



PUBLIC RELATIONS

The Communications Department attended the Society of American Travel Writers Annual Convention (SATW) held in Indianapolis, September 9-14. During the convention, Ryan Smith, communications director, was able to pitch the Raleigh area as a premier leisure, sports and meeting destination to more than 100 travel, food, lifestyle and family journalists. Dallas-based freelance journalists, Rita Cook and Russell Dandridge visited the area during a press tour focusing on weekend getaways. Outlets include Washington Times, Dallas Morning News and many others. Ryan Smith met with Jose Barquin, director, Mexico Tourism Board/Florida, North Carolina, South Carolina and Caribbean and Carlos Flores Vizcarra, Consul General of Mexico for the Carolinas about tourism in Greater Raleigh and the impact of Mexican travelers. The October issue of Air Tran's inflight publication, *GO Magazine*, highlighted Raleigh and surrounding areas in its monthly, *In Brief* section. The Communications team worked with the magazine's editors and freelance writers on story ideas, sources and contacts. Raleigh-area partners highlighted include: Angus Barn, N.C. Museum of Natural Sciences, Nature Research Center, Bida Manda, Raleigh City Museum, N.C. State Fair, ARTStober, the Raleigh Convention Center, Holly Aiken, Raleigh Denim, The Cupcake Shoppe and Sparians.

SERVICES

We had a great and busy September in Services, although we have seen some variance from actual to goals for the month, mainly in the area of groups hosted and serviced. September was a wonderful month for festival style events, but a lesser month for conventions (largely due to the Labor Day Holiday). The October outlook for groups is quite strong, and we should be able to regain some to get back on target for goal. In terms of other activities, we hosted our 3rd Annual Celebrate Services event held in conjunction with ESPA's annual event (ESPA is Event Services Professionals Association). Our event was held at Sullivan's and included a luncheon, thank you tribute to hotel and venue event managers, and an all star Ask the Experts Panel. It was a great time and allowed us to focus on the service aspect of what our business is about, and recognition goes to Sullivan's for helping to host this event for us! Additionally, we facilitated an excellent attendance promotion for International Bluegrass Music Association (IBMA). The 2012 event was in Nashville, and our promotion included our key partner host team (GRCVB, RCC, hotels as well as NC based musicians). We had a very visible exhibit during the business conference and Fanfest, while also participating in the business conference and showcases. It was obvious by the response that the IBMA people were well aware Raleigh is ready, willing and able to host IBMA for 2013- 2015 (and beyond!). Kudos go to all the host partners and GRCVB team members who helped to make this promotion a success, we are excited about working now to prepare for IBMA's arrival next year. Tammy Jeffries did an awesome job supporting Denny in hosting the NC Tourism Leadership Conference at the Raleigh Crabtree Marriott, an event that is important in that we host our industry peers from around the state. Reggi Powell represented us and did a visitor interest presentation at Millbrook Exchange Park mid month (to rave reviews). Finally, we joined Raleigh Police Department for our bi-monthly taxi training which was held in September at the Walnut Wildlife Center (trainings are averaging 40-50 drivers per class).

MARKETING

Throughout the month of September, GRCVB's Marketing and IT staff were putting finishing touches on a brand-new visitRaleigh.com website, which debuted to the public Oct. 1. The Marketing Department will continue to spearhead a communications plan to area partners about the new site, highlighting new features and explaining more ways for partners to interact with the



Bureau by logging in. The department continued to work with the newly established Greater Raleigh Sports Alliance (GRSA) to finalize rebranding with a number of applications, such as I.D. package and outdoor signage. Jonathan Freeze, Nolan Garner and Karen DeSollar attended the North Carolina Tourism Leadership Conference, Sept. 26-28 at the Raleigh Marriott Crabtree Valley. Mary E. Brooks was hired as destination database coordinator, starting Oct. 1 and replacing Michael Robson, who transferred to a new position within GRSA. The next *Official Visitors Guide to Raleigh, Cary and Wake County* is on the presses and being packaged into cartons, and past area distribution partners have received a letter about initial shipments of the guide from the printer. Look for the new Visitors Guide on information center shelves by the end of October. Under GRCVB's external advertising plan for the month of September, leisure-related placements appeared on visitnc.com and in *Garden & Gun* magazine, *Elite* magazine, a Collinson Vacation Planning e-blast and *Group Travel Leader* magazine; GRSA-related placements appeared on sportseventsmagazine.com and sportstravelmagazine.com and in *Sports Events* magazine; and meetings-related ads appeared on iaee.com, successfulmeetings.com, associationforum.org and MPI's website and in Association Forum of Chicagoland's *2012/2013 Annual Member Directory & Buyers' Guide*, in *Smart Meetings* magazine, MPI's *One+* magazine and AENC's e-Newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT
SEPTEMBER 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Aug '11	Wake County	North Carolina	United States
Aug. 2012 Occupancy %	-5.1%	62.9%	61.4%	67.8%
Aug. 2012 ADR	+2.3%	\$84.03	\$87.23	\$107.00
Aug. 2012 RevPar	-3.0%	\$52.87	\$53.60	\$72.55
2012 YTD Occupancy %	-0.7%	62.2%	58.6%	63.0%
2012 YTD ADR	+4.2%	\$85.45	\$84.40	\$105.74
2012 YTD RevPar	+3.4%	\$53.18	\$49.44	\$66.63

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 2012

	August 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	411,880	3,073,265	+1.5%
Passenger Deplanements	421,370	3,071,595	+0.8%

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	45	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	September 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	6,054	10,805	28,389	-58.9%
Estimated Economic Impact	\$4,087,443	\$8,323,488	\$14,250,000	-39.9%
Number of Definite Bookings	18	49	45	+8.9%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	September 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	8,795	179,611	113,168	+58.7%
Estimated Economic Impact	\$11,118,684	\$116,319,246	\$75,968	+153%
Number of Tentative Leads	16	240	176	+36.4%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	September 2012	YTD	12/13 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	8,337	54,809	24,937	+ 120%
Estimated Econ Impact	\$1,580,238	\$16,540,348	\$8,250,000	+ 100%
Number of Definite Bookings	3	19	18	+ 5.5%

VISITOR SERVICES PRODUCTION

	September 2012	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Serviced	44	124	-6.0%
# of Visitor Info. Center Visitors	997	2,925	+6.0%
# of Visitor Inquiries *	309	1,034	-8.0%
# of Ambassador Volunteer Hours	62.0	172.0	-18.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
NCHSAA Cheerleading	12/7-8/12	3,807	3,657	\$567,243
Sales Convention Center Definite				
Council on Licensure, Enforcement and Regulation	9/23-27/12	405	400	\$177,000
NC Community College System	10/10-15/14	1,820	3,500	\$1,660,620
TOTAL (A)		6,032	7,557	\$2,404,863

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Ironman 70.3 Raleigh	5/31-6/2/13	4,500	5,000	\$1,006,125
Molloy College Basketball	10/25-27/12	30	20	\$6,870
SPORTS TOTALS (B)		4,530	5,020	\$1,012,995
Council for Entrepreneurial Development (CED)	9/10-12/12	30	500	\$120,420
Society of Government Meeting Professionals	9/11-12/12	10	40	\$2,310
Sigma Gamma Rho Sorority, Inc.	9/20-23/12	34	170	\$62,259
Society of Government Meeting Professionals	10/9-10/12	10	40	\$2,310
Lenovo	11/5-9/12	287	100	\$92,400
Youth Advocacy and Involvement Office	11/16-18/12	180	250	\$60,300
Society of Government Meeting	1/8-9/13	10	40	\$2,310



Professionals				
Society of Government Meeting Professionals	2/12-13/13	10	40	\$2,310
Gold Standard Accommodations	3/18-22/13	350	600	\$349,710
Southern Regional AHEC	4/4-6/13	40	100	\$25,620
NC Council of Deliberation	4/10-14/13	300	500	\$261,180
Fair Trade Federation	5/1-3/13	210	165	\$56,850
Southern Regional AHEC	4/4-6/13	40	100	\$25,620
NC Council of Deliberation	4/10-14/13	300	500	\$261,180
Fair Trade Federation	5/1-3/13	210	165	\$56,850
American Kennel Club	6/7-13/13	385	300	\$178,551
National High School Mock Trial Championship	5/4-10/15	1,320	1,000	\$690,570
TOTAL GROUP (C)		3,726	4,610	\$2,250,750
Total (A+B+C)		14,288	17,187	\$5,668,608

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
AAU Girls Basketball Nationals	2015 or 2016	2,700	2,500	\$1,009,750
USA Swimming Southern Zones	2013 & 2014	750	750	\$250,000
GROUP SALES				
Sigma Gamma Rho NC III	9/20-23/12	34	170	\$62,259
US Army Trail Defense Service	12/2-7/12	210	60	\$53,190
Cowboy Mounted Shooters Association	2/23-24/13	10	50	\$6,990
NC Department of Administration- Youth Legislative Assembly	3/15-17/13	230	225	\$66,000
Carolinas District of the Barbershop Harmony Society	3/21-24/13	260	400	\$118,560
Women's LeadHERship Conference	4/17-19/13	90	150	\$33,075
Cowboy Mounted Shooters Association	5/4-5/13	10	50	\$6,990
Cowboy Mounted Shooters Association	7/20-21/13	10	50	\$6,990
Cowboy Mounted Shooters Association	8/24-25/13	10	50	\$6,990
Alpha Omega Epsilon 30th Anniversary	11/15-17/13	50	100	\$20,325
American Morgan Horse Association 2014 Annual Conf.	2/17-18/14	405	200	\$163,755



Association of the US Army	2/26-28/14	3,375	3,500	\$4,132,260
NCTIA-State Technology Conference	6/22-24/14	160	210	\$52,170
GRAND TOTAL		8,304	8,465	\$5,989,304

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2013 NCAA Division II Baseball World Series	1,792	10,000
2013 Deep South Basketball	6,000	3,500
GROUP SALES		
Business and Technology Solutions Summit	200	750
International Conference on Antiviral Research	950	350
GROUP TOTAL	8,942	14,600

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
North American Table Tennis Championships	Cary (Sept. 1-2)
N.C. Sports Association Quarterly Meeting	Asheville, NC (Sept. 7)
Wendell Sports Facilities Site Visit	Wendell (Sept. 11)
US Aquatic Sports Convention	Greensboro (Sept. 12-14)
Nat'l Assoc. of Sports Commissions Market Segment Mtg.	Colorado Springs, CO (Sept. 18)
North Carolina Swim Banquet	Raleigh (Sept. 22)
SAS Championship Media Day	Cary (Sept. 24)
NCHSAA Regional Meeting	Raleigh (Sept. 27)
Great American Cross Country Festival	Cary (Sept. 29)
GROUP SALES	
MPI-CC Tradeshow & Chapter Meeting	Durham, NC (Sept 13-14)
Meetings Quest Raleigh Tradeshow	Raleigh, NC (Sept 19)
AENC Membership Luncheon	Durham, NC (Sept 21)