



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

OCTOBER 2014

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 13.6 percent for the calendar year beginning January-August 2014 compared to the same period of January-August 2013 and **prepared food and beverage tax collections were up 6.3 percent** during the same period.

GROUP SALES

The Group Sales Department brought 51 leads to the table this month, totaling over 53,000 room nights. Fourteen (14) definite pieces of business came to fruition, with nearly 4,000 room nights. Jana Rae Oliver, Director of Sales, traveled to Phoenix, hosting luncheons for third party planners at their regional offices. HelmsBriscoe, HPN Global and Conference Direct planners participated and saw presentations on our great area. Jamie Rice, Regional Director/National Accounts traveled to Myrtle Beach for Successful Meetings University. She also participated in Senior Hospitality Industry Professionals, PCMA Community Service Event, and PMPI/PCMA Joint Networking Event in Washington, D.C. Stephen Jackson, Senior National Sales Manager, traveled to Providence to attend the New England Chapter PCMA monthly meeting. He and Loretta Yingling, National Sales Manager, attended the CMP Conclave in New Orleans. Loretta also attended the SGMP meeting this month. Malinda Harrell, Associate Director of Sales attended the MPICC meeting in Durham, as did Loretta Yingling and Nicole Robinson, Sales Coordinator. AENC was attended by Loretta Yingling and Malinda Harrell.

SPORTS MARKETING

The GRSA announced two major sports bookings in September: The City of Raleigh's Lions Park and Capital City BMX landed a tour stop on the USA BMX 2015 calendar. Dates for the Tar Heel Nationals are Sept. 18-20. And the Triangle Aquatic Center in Cary will host the USA Swimming Southern Zone Age Group Championships in August 2016, bringing more than 500 swimmers from 11 states to the TAC. Key September events included USA Baseball's National Team Identification Series at the National Training Complex; the N.C. Coaches Association Kickoff Classic (soccer) at WakeMed Soccer Park; and the adidas Cross Country Challenge, also at WakeMed Soccer Park. Holly Springs' new Sugg Farm Park hosted its first cross country meet on Sept. 13. Jason Philbeck, GRSA sports marketing manager, attended the U.S. Aquatic Sports Convention in Jacksonville, Fla. to promote Greater Raleigh as a swimming destination. GRSA Executive Director Scott Dupree traveled to three industry events: the SPORTS Conference in Annapolis, Md.; the National Association of Sports Commissions Market Segment Meetings in Chicago; and the United States Olympic Committee's SportsLink, also in Chicago. Dupree had individual meetings with more than 20 event owners and rights-holders who represent potential future business for Greater Raleigh. The GRSA's Tori Collins participated in the GRCVB's update meeting with Wake Forest town and chamber officials, and she also served as the guest speaker at a Broughton High School tourism

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class. The Carolina Mudcats are now the home of the Atlanta Braves high class A affiliate. The Mudcats, the Braves and the Town of Zebulon announced the agreement on Sept. 29.

PUBLIC RELATIONS

September continued to produce top-tier media placements promoting Greater Raleigh as a premier leisure and meeting destination. The *Sentinel-Record's Hot Springs on the GO!* magazine, which covers the Hot Springs area in Ark. with a circulation of more than 15,000 readers, featured the Raleigh area in its Sept./Oct. issue while *The Week* magazine, which highlights the best U.S. and international media, recently featured a short interview with *The Washington Post* travel editor Andrea Sachs about her recent trip to Raleigh, along with a subsequent article. "CBS Sunday Morning" included Farm Aid 2014 in its Calendar: The Week Ahead segment and *Instinct* magazine, a leading LGBT publication, featured Raleigh as the travel destination in its Sept. issue. *Instinct* reaches more than 130,000 readers and is trend-setting, fashion-forward, informative and most importantly, smart and humorous. Journalist David Booth Perry visited the area on assignment for the publication in Jan. on a GRCVB-sponsored press tour. Speaking of visiting travel media, journalist Troy Petenbrink visited the area for a story focusing on the "Pink Triangle of N.C." Petenbrink is a prolific freelance writer who primarily writes for the LGBT travel market and this visit was hosted in collaboration with the Durham Convention & Visitors Bureau and the Chapel Hill/Orange County Visitors Bureau. September can't pass without mention of the numerous articles in local, regional and national publications that highlighted IBMA's World of Bluegrass week. A few examples of the great coverage of the event include *Charlotte Observer* travel editor John Bordsen writing that "big time bluegrass is about to get an encore," and *Walter* magazine stated, "Bluegrass is livin' in Raleigh now." The *Triangle Business Journal* featured a cover story titled "Raleigh's Got Festival Fever," which focused on major music festivals in Greater Raleigh. GRCVB executive vice president Loren Gold was quoted throughout the article and the *News & Observer* shows how "Tourists Get a Taste of the Triangle" in an article highlighting marketing efforts and programs that promote the area to visitors (many of which are part of GRCVB's marketing strategy and that partners can get involved in.) The Communications Department also hosted two journalists in conjunction with Wide Open Bluegrass (WOB). Mike Richard, editor and founder of the website Vagabondish, and N.C.-based freelance writer Jason Frye visited Greater Raleigh attractions and took in WOB events for story content. Director of communications Ryan Smith attended the Society of American Travel Writers Annual Convention where she spent the week networking and pitching Greater Raleigh to more than 150 of the top U.S.A. and Canadian travel, lifestyle, culinary and family freelance journalists and editors.

SERVICES

As we come off a very successful period preparing for and hosting IBMA, we are pleased with where we are as a services team. While our visitor center numbers are off (IBMA is a week later this year and the bulk of the IBMA visitor center activity will be on our October report, thus skewing our comparisons year to year), but overall we're trending up for our stats. With IBMA we staff the visitor center daily from 8 am until 8 pm for all seven days of IBMA. As well, Tammy on our team coordinates nearly 300 volunteers during IBMA week. Collectively as a department we provided welcome materials including banners and signage to 25 sites (hotels and venues), coordinated banners for nearly 280 street pole banner locations, trained and coached volunteers and provided our usual onsite logistics for both our roles – the IBMA business conference as well as supporting the LOC and IBMA staff for the Rambles and Wide Open Bluegrass. We were all on site the entire World of Bluegrass week! Additionally we welcomed and serviced 51 groups during the month of



September and those groups included our usual business conferences as well as a wide range of events from Hopscotch to the Ray Price Bike Fest. October and November will continue to be busy. Upcoming special activities for services will include an arts themed “See For Yourself Tour” on October 16 and a Customer Care class on November 17.

MARKETING

The visitRaleigh.mobi official tourism mobile site, which was redesigned in Early 2014, won the Mobile Standard of Excellence in the Web Marketing Association’s 18th annual WebAward Competition for website development; more than 1,500 entries from 40 countries were judged in 96 industry categories during this year’s competition. For the next *Official Visitors Guide to Raleigh, Cary and Wake County* (to be released Apr. 2015), GRCVB has contracted with Compass Media, a custom publisher with 28 years of experience in tourism and travel marketing, including work for other N.C. CVBs. Full ad specs, rates and deadline dates are inside the Official Media Kit released in early Sept.; rates for 2015 remain the same as for past years. Area hospitality partners requesting more info or space reservations should contact regional advertising manager John Balhouse at jbalhouse@compassmedia.com or 919.526.1035. Marketing and Communications departmental staff met with Compass Media on Sept. 26 to kick off creative design and editorial development of the guide. Marketing Department staff also met with organizers of People-First Tourism programming for Wake County on Sept. 29, with a public announcement of new program opportunities forthcoming in the next couple months. The department lent advice and logistical support to the organizers of PNC presents Wide Open Bluegrass, enlisting community service student volunteers from Saint Augustine’s University to survey attendees at the event; GRCVB will help prepare a visitor economic impact estimate for Wide Open Bluegrass in Oct. In early Sept., Yep Roc Records and Chatham County Line, with support from GRCVB, the International Bluegrass Music Association (IBMA), The Bluegrass Situation and Hampton Inn & Suites Raleigh Downtown/Glenwood South, gave visitors a chance to win a “Living in Raleigh Now” sweepstakes, with a weekend getaway to IBMA World of Bluegrass events this year. The 31 Days of Art leisure visitor campaign returned with another Oct. full of all things artful—shows, exhibits, performances, festivals and more; the campaign is centered on the arts events happening every day during Oct. GRCVB is working with area arts partners to promote the campaign, arts-related attractions and arts events, to offer giveaways and more. Please share the campaign URL (<http://www.visitRaleigh.com/31days>) with front-line staff and anyone interacting with visitors at your business. Director of marketing Jonathan Freeze, CDME, attended and represented Greater Raleigh at the Mountains-to-Sea Trail “Trail Town” Conference, Sept. 4-5, in Hillsborough; Freeze also was a panelist at the 2nd Annual “Trending Now” Marketing and Entrepreneurship Education Summit held at PNC Arena on Sept. 17. Under GRCVB’s external advertising plan for the month of Sept., leisure-related placements appeared on Collinson Media’s travel channel, shermanstravel.com and visitnc.com and in *The Local Palate* and *Our State* magazines and an *Our State* Travels email; GRSA-related placements appeared on sportscommissions.org, sportstravelmagazine.com and in *Sports Destination Management* and *Sports Events* print editions; meetings-related placements appeared in AENC’s and MPI-CC’s annual directories, in *Associations Now*, *M&C*, *Successful Meetings* and *The Meeting Professional* magazines and on AENC’s, IAEE’s and MPI’s websites.



**VISITOR INDUSTRY STATISTICAL REPORT
AUGUST 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Aug'13	Wake County	North Carolina	United States
Aug 2014 Occupancy %	+2.9%	67.4%	66.4%	71.6%
Aug 2014 ADR	+5.6%	\$88.60	\$93.90	\$118.49
Aug 2014 RevPar	+8.6%	\$59.71	\$62.36	\$84.90
2014 YTD Occupancy %	+8.3%	68.8%	62.1%	66.0%
2014 YTD ADR	+5.2%	\$90.81	\$90.69	\$115.25
2014 YTD RevPar	+13.9%	\$62.52	\$56.35	\$76.03

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 2014

	AUG 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	422,424	3,163,285	+3.5%
Passenger Deplanements	437,713	3,160,184	+3.2%

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

	September 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	3,984	10,853	28,369	-61.8%
Estimated Economic Impact	\$2,592,682	\$9,182,641	\$15,000,000	-38.8%
Number of Definite Bookings	14	49	45	+8.9%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	September 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	53,618	146,210	84,876	+72.3%
Estimated Economic Impact	\$37,744,807	\$95,383,265	\$59,250,000	+61%
Number of Tentative Leads	51	192	138	+39.1%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	September 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	14,462	50,727	26,201	+ 94%
Estimated Economic Impact	\$4,085,568	\$12,760,803	\$8,675,000	+ 47%
Number of Definite Bookings	7	18	18	---

VISITOR SERVICES PRODUCTION

	September 2014	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	51	198	+36%
# of Visitor Information Center Visitors	1,113	2,883	-50%
# of Visitor Inquiries	279	1,303	+5.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Mid-Atlantic Power League VB	3/5-7/15	3,350	4,500	\$789,150
AAU Karate National Champ.	6/29-7/4/15	4,600	3,700	\$1,469,780
Sales Convention Center Definite				
North Carolina Academy of General Dentistry	2/5-8/15	140	250	\$179,747
Wizard World	3/10-16/15	465	300	\$472,025
Southeastern Association of Housing Officers	2/21-26/16	1,020	475	\$307,590
TOTAL (A)		9,575	9,225	\$3,218,292

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NCHSAA Women's Ind. Tennis	10/23-24/14	60	269	\$41,790
NCHSAA Volleyball Champ.	10/31-11/1/14	685	2,660	\$431,315
NCHSAA Men's Soccer Champ.	11/14-15/14	610	2,745	\$442,640
NCHSAA Cheerleading Champ.	11/14-15/14	3,807	3,657	\$567,243
NCAA D-III Tennis Championships	5/22-27/17	1,350	700	\$343,650
SPORTS TOTAL (B)		6,512	10,031	\$1,826,638
NC Division of Tourism Film and Sports Development	9/23-25/14	10	10	\$4,837
Telecommunications Industry Association	10/28-30/14	82	70	\$26,655
WordCamp Raleigh	11/7-9/14	80	300	\$194,546



NC Division of Aging and Adult Services	11/16-19/14	45	150	\$41,985
North Carolina Tactical Officers Association	11/16-18/14	60	200	\$55,049
Association Executives of North Carolina	12/9-12/14	135	425	\$284,315
PLANET: Professional Landcare Network	3/5-15/15	1,250	800	\$647,415
North Carolina Emergency Nurses Association State Council	3/5-6/15	20	50	\$21,792
Episcopal Church Building Fund	4/13-15/15	147	100	\$58,847
Association of University Technology Managers	8/30-9/1/15	150	160	\$76,740
Entomological Society of America (ESA)	3/12-17/16	380	250	\$221,135
SALES TOTAL (C)		2,359	2,515	\$1,633,316
Total (A+B+C)		\$18,446	21,771	\$6,678,246

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
USA Swimming Southern Zones	8/2-6/16	1,200	1,500	\$400,000
GROUP SALES				
Chi Phi Foundation Board Regional	10/16-17/14	10	5	\$6,125
North Carolina Jaycees Year End Convention	1/30-2/1/15	134	140	\$91,649
Signature Equipo Vision	2/4-8/15	1,303	5,000	\$3,066,957
Wizard World Raleigh Comic Con	3/10-16/15	330	1,000	\$472,025
Southern Regional AHEC	4/23-24/15	18	100	\$9,119
Hemophilia of North Carolina Annual Conference	5/1-3/15	41	150	109,297
Saving Soul Station 73rd Holy Convocation	6/28-7/6/15	508	350	\$400,522
Word Camp Raleigh	11/7-9/15	80	300	\$194,546
American Institute of Graphic Arts	6/7-14/16	547	300	\$431,464
Council of Emergency Medicine Residency Directors Conference 2017	3/3-11/17	1,838	800	\$1,191,054
North Carolina Child Support Council's 33rd Annual Conference	8/22-25/17	450	400	\$319,282



Industrial Designers Society of America - 2017 International Convention	8/23-26/17	1,300	600	\$382,200
American Trucking Association - TMC SuperTech 2016	9/16-23/17	1,860	700	\$488,160
Conference on Visual Languages and Human Centric Computing	9/30-10/5/17	130	80	\$96,951
Council of Emergency Medicine Residency Directors Conference 2018	3/23-30/18	1,838	800	\$1,191,054
Student National Medical Association	3/26-4/3/18	1,963	1,750	\$1,564,067
Council of Emergency Medicine Residency Directors Conference 2019	3/15-22/19	1,838	800	\$1,191,054
GRAND TOTAL		15,388	14,775	\$11,605,526

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2015 Rock 'n' Roll Raleigh Marathon	7,500	12,500
2015 State Games of NC	4,500	14,000
GROUP SALES		
Confidential Corporate Client	1,020	200
National Genealogical Society	3,780	2,500
Signature Equipo Vision	1,303	5,000
Wizard World Raleigh Comic Con	330	1,000
GROUP TOTAL	18,433	35,200

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Greater Raleigh Sports Alliance Quarterly Mtg.	Raleigh (Sept. 3)
USA Baseball National Team Identification Series	Cary (Sept. 4-7)
N.C. Coaches Association Kickoff Classic	Cary (Sept. 6-7)
SPORTS Conference	Annapolis, MD (Sept. 8-10)
WCPSS Marketing Professionals & Educators	Raleigh (Sept. 17)
GRCVB-Wake Forest Meeting	Wake Forest (Sept. 17)
U.S. Aquatic Sports Convention	Jacksonville, FL (Sept. 17-19)
Cary Sports Alliance Quarterly Meeting	Cary (Sept. 18)
adidas Cross Country Challenge	Cary (Sept. 20)



NASC Market Segment Meetings	Chicago (Sept. 22-23)
USOC SportsLink	Chicago (Sept. 24-25)
NCHSAA Regional Meeting	Raleigh (Sept. 25)
SAS Championship Media/Hospitality Event	Cary (Sept. 29)
GROUP SALES	
Association Executives of NC Chapter Meeting and Luncheon	Raleigh, NC (Sept 5)
CMP Conclave	New Orleans, LA (Sept 5 - 8)
Successful Meetings University - Southeast	Myrtle Beach, SC (Sept 7-9)
New England PCMA Chapter Meeting	Providence, RI (Sept 10)
NC Society of Government Meeting Professionals Chapter Meeting and Luncheon	Durham, NC (Sept 10)
Senior Hospitality Industry Professionals	Washington, DC (Sept 15)
PCMA Capital Chapter Community Service Project	Washington, DC (Sept 18)
Meeting Professionals International Carolinas Chapter Business Exchange and Chapter Meeting	Durham, NC (Sept 18-19)
PMPI/PCMA Joint Networking Event	Washington, DC (Sept 23)