



Tourism Economic Development Report

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OCTOBER 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 11.2 percent for the calendar year beginning January-August 2015 compared to the same period of January-August 2014 and **prepared food and beverage tax collections were up 10.6 percent** during the same period.

GROUP SALES

September was a busy fall month for the team. The month ended with a total of 74 definite bookings, valued at over \$14 million in economic impact year to date. Regional director of national accounts, Jamie Rice, attended the Association of Meeting Professionals (AMPs) Annual Meeting, International Association of Exhibitions and Events (IAEE) D.C. Chapter Education Luncheon, Convention and Visitors Bureau Representatives Quarterly Meeting, Professional Convention Management Association (PCMA) Capital Chapter and the Potomac Chapter of Meeting Professionals Oktoberfest all in Washington, D.C. Rice also hosted the International Association of Exhibitions and Events (IAEE) D.C. Chapter Karaoke Night and Networking Event in Alexandria, VA. National sales manager Nicole Robinson participated in N.C. Society of Government Meeting Professionals Monthly Educational Meeting in Raleigh and the Raleigh Chamber Working Mothers Luncheon, in Cary. Robinson also attended the Meeting Professionals International Carolinas Chapter Business Exchange in Chapel Hill and Association Executives of N.C. (AENC) Membership and Finance Conference and Luncheon in Raleigh accompanied by director of sales Malinda Harrell, CMP, CASE.

The GRCVB takes pride in having 3 Certified Meeting Professionals (CMP) on staff; Stephen Jackson, CMP, Loretta Yingling, CMP and Malinda Harrell, CMP, CASE. The Convention Industry Council (CIC) certifies individuals through an internationally recognized certification program that evaluates the competency of meeting professionals. The CMP designation represents the standard of excellence in today's meetings, conventions, and exhibitions industry. Loretta Yingling and Malinda Harrell both attended the CMP Conclave, a high level educational conference event held exclusively for those with the CMP certification. Senior national sales manager Stephen Jackson, CMP, has been appointed to the Board of Directors for Convention Sales Professional International. CSPI brings together the headquarter hotel sales professionals, conventions centers and destination marketing organizations so that they can seamlessly serve their shared clients. The Annual Conference was hosted in Washington D.C. Jackson also participated in Plan Your Meetings educational meeting and reverse tradeshow in New York City. He was able to connect with several meeting professionals who have potential to meet in our area.



SPORTS MARKETING

September highlights included the inaugural Cary Tennis Championships, an ATP Challenger Tour event, held at Cary Tennis Park and hosted by the Town of Cary. The tournament attracted professional men's players from around the world who competed for singles and doubles titles. The GRSA was a sponsor and host partner. Other signature events this month included the adidas Cross Country Challenge, which brought more than 3,000 runners to WakeMed Soccer Park in Cary, and the USA BMX Tar Heel Nationals, which attracted more than 800 riders from 20 states to the Capital City BMX track at Lions Park in Raleigh. Two Greater Raleigh sporting events have been nominated for the 2015 SportsTravel Awards, which honor excellence in sporting event production and management. The 2014 CASL visitRaleigh.com National Soccer Series is up for "Amateur Series or Circuit" event of the year. And, the 2015 NCAA Division II Baseball World Series, held at the USA Baseball National Training Complex in Cary, is nominated for the top "Collegiate Single-Sport Event." Congratulations to all host partners for both events. Winners will be announced at the TEAMS national convention in early November in Las Vegas. The GRSA Advisory Board held its quarterly meeting at PNC Arena, while the North Carolina Sports Association held its quarterly gathering at the headquarters of Visit NC in Cary. Tickets for the 2016 NCAA Men's Basketball Championship, 1st & 2nd rounds in Raleigh, go on sale to the general public on Oct. 17 at ncaa.com/mbbtickets. Tournament dates are March 17 and 19. And finally, best wishes and thanks to GRSA Advisory Board member and former CASL CEO Charlie Slagle, who leaves after 14 incredibly successful years in Raleigh to become the Executive Director of the Colorado Rapids Youth Soccer Club in Denver.

PUBLIC RELATIONS

It was another busy month for the Communications Department – the first three months of fiscal year 2015-2016 have been record-breaking in terms of media interactions and top-tier articles placed by media that the department pitched, interacted with and brought to the area on either individual or group media visits. Some of that media coverage includes: *Passport Magazine*, a leading monthly LGBT online and print publication focusing on gay travel, culture, style, adventure and gay romance, with a circulation of more than 40,000 readers. In the Oct. issue Raleigh and area restaurants were included in a World Eats column titled "N.C.'s Craft Cuisine, Breweries and Distilleries" and Atlanta-based *Southbound* magazine covered Raleigh as a featured destination in its Fall/Winter 2015 issue. The eight-page article covers area restaurants, attractions, specialty shops and Cary's The Umstead Hotel and Spa. For all articles on Raleigh as a travel destination you can find them in the Media Room on visitRaleigh.com. The Communications Department hosted a press tour during International Bluegrass Music Association's World of Bluegrass last week. During the three-day tour the journalists, including editor of *Smart Meetings* magazine Holly Woolard and freelance music and travel writer Kevin Wierzbicki, experienced all of the music and festivities during the awards show and festival, along with area attractions and restaurants. The Communications Department also participated in two outbound media missions – one in Charlotte with more than 20 travel, food, family and lifestyle writers and editors and one in Atlanta with over 30 travel media based in the Atlanta area. Press releases on GRCVB Annual Luncheon award winners and a cultural round-up of Fall museum exhibitions was distributed.

SERVICES

Reggi Powell, Visitor Information Center Manager, attended DMAI's Visitor Services Summit in September in Salt Lake City. This is the first industry event we've participated in that was focused strictly on the visitor services and visitor center part of our work. It gave Reggi an exciting opportunity



to engage in discussion and share information with her colleagues from around the country on visitor center challenges, trends, successes and blunders. We look forward to incorporating what she learned into our VIC improvement plan for the last half of our fiscal year.

September is usually a busy month for meetings and conventions with this September being no different from the past. We hosted our “usual” large events: NC Association for the Education of Young Children, Hopscotch and Ray Price Bikefest, but 2015 also brought us a few new larger groups. Navika Kannada (an Indian Cultural Festival) was here over Labor Day weekend with close to 1,300 attendees, and the Arabian Sport Horse Nationals brought up to 470 competition horses with close to 1,200 attendees for a week. Additionally we also hosted an inordinate number of smaller groups (less than 1,000 attendees), and our numbers tell the story in that we’re up over 40% for September 2015 compared to September 2014.

The biggest event for us was (of course) hosting IBMA for the third year. This event involves services almost year round, from hotel housing using Passkey to all the servicing that we’ve provided in years past including: staffing the visitor center daily from 8 am until 8 pm for all seven days of IBMA; Tammy on our team coordinated nearly 300 volunteer slots during IBMA week; collectively as a department we provided welcome materials including banners and signage to 25 sites (hotels and venues); and coordinated banners for nearly 280 street pole banner locations. We provided our usual onsite logistics for our roles – the IBMA business conference as well as supporting the LOC and IBMA staff for the Rambles and Wide Open Bluegrass. As it is well known by now, this year’s festival components took on extenuating needs due to the weather, but for our Services department we were all on site the entire World of Bluegrass week!

MARKETING

As announced at the 2015 GRCVB Annual Meeting on Aug. 27, the Raleigh, N.C., Brand Kit is now available for viewing at www.raleighncbrand.com. The website includes video recorded at the luncheon, links to download the full Destination Brand Strategy Manual and Marketing Blueprint and webpages about the results of destination brand research, tips and recommendations for local hospitality partner GMs on implementing the brand and more. See some of GRCVB’s initial implementations on the visitRaleigh.com desktop homepage and About section; the Bureau this year is highlighting 12 smart, savvy locals in the Raleigh area who have created unique experiences and products for residents, in turn, creating energizing and enriching authentic experiences for visitors. The Bureau’s 2014–2015 Annual Report was also made available online in conjunction with the GRCVB Annual Meeting at www.visitRaleigh.com/annualreport. Additionally on visitRaleigh.com in Sept., the Bureau added a Distilleries webpage to share info about Raleigh’s two distilleries with tours available to visitors; find it under Things to Do then Tastes. GRCVB is now coordinating meetings of Wake County’s Cultural Presenters Forum every month with support from the Greater Raleigh Chamber of Commerce; this group of major presenting organizations will meet the first Tuesday morning of each month instead of quarterly. Director of marketing Jonathan Freeze, CDME, CHIA, presented to the Bureau’s Customer Advisory Board for Meeting Planners on Sept. 17 and collected feedback about the destination brand tune-up and upcoming projects to be implemented. GRCVB also met in Sept. with representatives from City of Raleigh Economic Development and Wake County Economic Development to discuss synergies across upcoming video projects. The Bureau hosted a dialogue on Sept. 24 with representatives from all chambers of commerce and all town government public affairs offices in Wake County, discussing the recent destination brand tune-up and forthcoming destination marketing strategies from GRCVB; the group also discussed repeating such joint meetings on a regular basis for more open lines of



communication and strategic alignments. Under GRCVB's external advertising plan for the month of Sept., leisure-related placements appeared on tripadvisor.com, visitnc.com and Division D's network and in *Carolina Field Trips* magazine and an *Our State* e-newsletter; GRSA-related placements appeared in *Sports Planning Guide* and *Sports Travel* and on sportscommissions.org; and meetings-related placements appeared in *Successful Meetings* (and related e-newsletters), *Meetings & Conventions* (and related e-newsletters), *Associations Now*, *The Meeting Professional*, *Prevue*, in a PCMA e-newsletter and AENC's annual directory and on MPI's online Global Marketplace and website and AENC's website.



**VISITOR INDUSTRY STATISTICAL REPORT
AUGUST 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Aug. '14	Wake County	North Carolina	United States
August 2015 Occupancy %	+0.8	68.4%	66.2%	70.7%
August 2015 ADR	+6.8	\$94.08	\$97.75	\$122.32
August 2015 RevPar	+7.7	\$64.39	\$64.74	\$86.46
2015 YTD Occupancy %	+3.0	71.2%	64.2%	67.2%
2015 YTD ADR	+5.1	\$94.93	\$94.62	\$120.26
2015 YTD RevPar	+8.3	\$67.57	\$60.73	\$80.79

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 2015

	AUGUST 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	438,107	3,257,330	+3.0%
Passenger Deplanements	452,332	3,258,650	+3.1%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	7,379	16,418	30,720	-46.6%
Estimated Economic Impact	\$8,633,032	\$14,261,778	\$15,420,144	-7.5 %
Number of Definite Bookings	23	74	48	+54.02%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	September 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	88,720	236,419	91,845	+ 157.4%
Estimated Economic Impact	\$47,482,725	\$125,720,175	\$61,653,738	+103.9%
Number of Tentative Leads	92	353	141	+ 150.4%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	September 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	34,971	65,843	26,987	+ 144%
Estimated Economic Impact	\$9,203,179	\$21,035,327	\$8,925,000	+ 136%
Number of Definite Bookings	6	21	19	+ 10%

VISITOR SERVICES PRODUCTION

	September 2015	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	72	174	+41.0%
# of Visitor Information Center visitors	841	2,686	-6.8%
# of Visitor Inquiries	254	840	-35.0%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

This is a new service that we have begun as of October 2014

	September 2015	2015 YTD	YTD % Chg from 14/15
Partners Serviced	41	142	(still developing baseline)
Visitor Guides Delivered	4,805	15,058	(still developing baseline)



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
NCHSAA Cheerleading	12/4-5/15	3,807	3,657	\$567,243
Rock 'n' Roll Raleigh	4/8-10/16	7,000	14,000	\$2,123,000
Deep South Classic	4/21-24/16	8,600	8,000	\$2,046,400
Sales Convention Center Definite				
Council for Entrepreneurial Development (CED)	9/14-17/15	30	30	\$78,081
Merz Pharmaceuticals	1/10-16/16	907	565	\$893,655
Council for Entrepreneurial Development (CED)	2/29/16-3/02/16	40	40	\$110,399
NC Music Educators Assn	4/29-30/16	62	60	\$380,000
North Carolina American Water Works Association	11/12-16/16	840	600	\$1,267,913
Society for In Vitro Biology	6/1-8/17	728	400	\$598,772
International Microelectronics and Packaging Society	10/6-14/17	1,220	300	\$2,993,861
Totals (A)		23,234	27,652	\$11,059,324

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Nike Cross Nationals SE Regional	11/27-28/15	750	1,500	\$179,250
CASL NSS Boys Showcase	11/19-21/15	12,000	12,000	\$2,988,000
NCHSAA Football State Champ.	12/11-12/15	2,814	11,000	\$1,299,286
SPORTS TOTAL (B)		15,564	24,500	\$4,466,536



Corning Commercial	11/2-5/15	60	30	\$20,098
FortuneBuilders, Inc.	12/10-14/15	40	50	\$49,101
Kappa Psi	1/22-24/16	142	100	\$193,271
PeopleFluent	1/23-29/16	609	200	\$287,764
North Carolina Council on Developmental Disabilities	2/10-12/16	40	20	\$12,911
Data4Decisions	3/20-24/16	90	100	\$228,714
Eclipse Foundation	4/2-9/16	820	200	\$353,507
NC Council of Deliberation	4/6-10/16	484	200	\$187,894
Celia Kubis	4/22-24/16	50	35	\$26,400
Myasthenia Grave Foundation	5/1-5/16	205	100	\$104,910
North Carolina Council on Developmental Disabilities	5/11-13/16	40	20	\$12,911
North Carolina Council on Developmental Disabilities	8/10-12/16	40	20	\$12,911
ABB Corporate Research	10/2-8/16	250	250	\$351,110
North Carolina Council on Developmental Disabilities	11/16-18/16	40	20	\$12,911
TRB Transportation Planning Application	5/13-19/17	770	300	\$405,446
Total (C)		3,680	1,645	\$2,259,859
Total (A+B+C)		42,478	53,797	\$17,785,719



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
N/A				
GROUP SALES				
North Carolina State University	11/16-19/15	274	225	\$176,728
Blue Cross Blue Shield of North Carolina Foundation	12/1-3/15	35	24	\$10,676
Southern Black Law Students Association	1/19-23/16	283	300	\$162,732
Council for Entrepreneurial Development (CED)	2/29/16-3/1/16	40	700	\$110,399
US First	3/30/16-4/2/16	135	500	\$296,838
NCSU Forestry and Environmental Outreach Program	4/3-4/16	120	100	\$44,351
American Association of Airport Executives	4/10-13/16	70	70	\$64,490
TIAA-CREF	5/15-17/16	360	120	\$93,639
The Pokemon Company International, Incorporated	6/28/16-7/4/16	842	5,000	\$1,963,579
The Toxicology Forum	7/9-14/16	257	112	\$103,183
North Carolina Association of County Commissioners	1/10-12/17	380	260	\$181,130
NC Farm Bureau	3/30-31/17	185	150	\$119,447
Southeastern Region American Music Therapy Association	3/29-31/17	145	200	\$87,868
Software Architecture Technology User Network Workshop	4/23-27/17	385	225	\$187,060
Alpha Kappa Alpha Sorority, Inc.	4/25/17-5/1/17	2,677	2,450	\$2,232,408



American Payroll Association	9/26-29/17	475	200	\$187,713
American Payroll Association	10/21-25/17	380	120	\$131,540
Omega Psi Phi Fraternity Inc.	7/17-20/19	1,500	800	\$731,093
GRAND TOTAL		8,543	11,556	\$6,884,874

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
N/A		
GROUP SALES		
Military Group Reunion	90	60
North Carolina Strawberry Association	300	250
GROUP TOTAL	390	310

TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Cary Sports Alliance Quarterly Meeting	Cary (Sept. 10)
Embassy Suites Brier Creek Open House	Raleigh (Sept. 10)
Cary Tennis Championships	Cary (Sept. 14-20)
GRSA Advisory Board Quarterly Meeting	Raleigh (Sept. 16)
N.C. Sports Association Quarterly Meeting	Cary (Sept. 17)
adidas XC Challenge	Cary (Sept. 19)
USA BMX Tar Heel Nationals	Raleigh (Sept. 18-20)

GROUP SALES	
AMPs Annual Meeting	Washington, D.C. (Sept. 8)
IAEE D.C. Chapter Education Luncheon	Washington, D.C. (Sept. 11)
CSPI Conference	Washington, D.C. (Sept. 9-11)
AENC Membership and Finance Conference and Luncheon	Raleigh (Sept. 11)
MPI Carolinas Chapter Business Exchange	Chapel Hill (Sept. 17-18)
PCMA Capital Chapter/Potomac Chapter of Meeting Professionals Oktoberfest	Washington, D.C. (Sept. 21)
IAEE D.C. Chapter Karaoke Night and Networking Event	Alexandria, Va. (Sept. 23)
Plan Your Meeting	New York City (Sept. 24)
Raleigh Chamber Working Mothers Luncheon	Cary (Sept. 25)
Certified Meeting Professionals Conclave	Reno, Nev. (Sept. 25-29)

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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.