



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

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WAKE COUNTY CAPSULE

For the first seven months of calendar year 2008 Wake County **hotel occupancy tax collections were up 5.8 percent** and **prepared food and beverage tax collections were up 9.4 percent** over 2007.

GROUP SALES

Sales is still booking up a storm! North Carolina Future Farmers of America has contracted with the new Raleigh Convention center for the next five years, with an economic impact of \$4.9 million dollars. AASHE, a group booked in November 2008 for the RCC has sold out both room blocks, and has added an addition 285 rooms per night to their block, with an added economic value of nearly \$300,000. Group leads are in from Atlanta to Arizona, Wisconsin to Florida....Raleigh is on the radar nationwide! Partners participated in MPI-WEC in Las Vegas, while others participated in ASAE in California, bringing home seven solid leads, and a multitude of new meeting planner contacts. Our new brand is quite the buzz with our clients. Clean, bright, new, sharp...these are just a few of the comments we've heard. It's a brand new day at the Bureau!

SPORTS MARKETING

GRCVB was a sponsor of the United States vs. Canada "**Road to Beijing**" Olympic exhibition baseball game, played in front of a capacity crowd on Aug. 1 at the USA Baseball National Training Complex in Cary. The **Senior Softball USA Eastern Nationals** brought 56 teams to the Walnut Creek Softball Complex in Raleigh and was a tremendous success. The City of Raleigh, the GRCVB and Senior Softball USA are now working on an agreement to bring the tournament back in 2009 and 2010. Greater Raleigh will be the site of three ACC sports championships in the spring of '09. The men's and women's tennis championships will be decided in April at Cary Tennis Park, while the softball championship is also set for April in Dail Stadium on the campus of NC State. Combined with the men's and women's soccer championships this fall at WakeMed Soccer Park, Wake County will host a total of **five ACC championships during the 2008-09 academic year**. Planning began in August for **the 2009 NCAA Women's Basketball East Regional**, hosted by NC State and scheduled for March 28-30 at the RBC Center. The Town of Cary and GRCVB continued their efforts to bring the **Great American Cross Country Festival** back to WakeMed Soccer Park. The event, which is one of the largest high school meets in the nation with more than 3,000 runners, was last held in Cary in 2005. GRCVB and CASL co-hosted a **U.S. Youth Soccer Local Organizing Committee** Wrap-up Meeting on Aug. 20 at Five-County Stadium in Zebulon. Special thanks to the Carolina Mudcats for their hospitality. **Tori Collins** of GRCVB Sports Marketing attended an executive committee meeting of the N.C. Sports Association.

PUBLIC RELATIONS

The Public Relations Department assisted five members of CTV, a weekly Canadian entertainment and travel program, on a stop in Raleigh during a state-wide tour. Thanks to all of the partners who assisted in hosting this group: Holiday Inn Brownstone, Angus Barn and Mitch's Tavern. The program is scheduled to run in mid-September. Journalist Hope Philbrick, an Atlanta based freelancer and contributor to *The Sunday Paper* visited The Umstead Hotel and Spa for a story on "Five Great Spa's within a Days Drive of Atlanta." Ryan Smith also attended the "Hidden Treasures of North Carolina" Media Showcase in Charlotte, an event that attracted more than 25 North Carolina travel journalists. In conjunction with the opening of the Raleigh Convention Center, September 5-6, the Communications Department hosted a press tour which was attended by six journalists covering the meeting and convention market. Publications attending the press tour were: *Trade Show Week*, *Meetings & Conventions*, *Meetings South*, *Convention South*, *ASAE* and *NC Magazine*.



SERVICES

Convention and visitor services had a very productive month for August. Visitation to the VIC in August was just over 600 (at 605), up about 50+ visitors from our recent average. GRCVB Ambassadors volunteered 66 hours during VIC operating hours in the month. We assisted with 6 site tour or planning visits (Moroccan Reunion, National Agents Alliance, Big Rock Sports, NC Health Science & Technology in Education, Duke University Medical Centers, National Assn of Science Fiction, National Association of Home Builders) and supported 3 local host organizing committees (CALEA, Governor's Conference on Tourism and Rock & Roll Hall of Fame). Our August Customer Service Training class was a strong one with 25 attendees. Julie with Malinda Pettaway from Sales conducted an attendance promotion at the NC State Firemen's Association held in Winston Salem August 28-30. NCSFA meets in Raleigh in 2009. We met with the Visit Winston while we were there to share ideas on visitor center operations. We worked hard interdepartmentally to host the Town Hall Meeting on August 26 with over 175 tourism business partners present. The purpose of the meeting was to inform them on ways they can maximize on business opportunities as a result of incoming meetings, conventions and sports events (while also rolling out our Red Carpet Welcome Program for groups that yield over 500 rooms nights on peak). Finally, we attended the Marriott Grand Opening, and also were very involved during the RCC Raleigh Wide Open events.

MARKETING

In August, the Marketing Department created a new Quick Reference Guide for Meeting and Event Professionals featuring all Wake County lodging properties, which Group Sales debuted at ASAE's 2008 Annual Meeting & Exposition August 16-19. Another print run is scheduled for early September, and group sales staff will use the piece throughout the year with potential planners. Working with co-op partners and the local creative agency OddFellows, the Marketing Department also created a new brochure to better sell downtown's "convention campus" consisting of the Raleigh Convention Center and two adjacent hotels. The brochure is being inserted in the publication *Meeting News* the week of 9/8 and in *Successful Meetings* magazine for the month of October. On the heels of Raleigh Wide Open 3 and the convention center's grand opening, the Bureau hosts its annual luncheon September 8 in RCC's grand ballroom, celebrating a brand new day for Greater Raleigh as a destination. In Internet marketing efforts, new visitor microsites are under development for promoting the North Carolina State Fair and Walking with Dinosaurs, a unique traveling show being held at the RBC Center October 22-26. GRCVB announced the winner of its "Rock with the Legends" and "Ultimate Fan Weekend" website contests in conjunction with the visitRaleigh.com Benefit Concert for the Rock and Roll Hall of Fame, September 19-20, at the Koka Booth Amphitheatre in Cary. Both contests elicited a great response from guerilla marketing tactics, giving brand exposure to Greater Raleigh and growing the GRCVB email database with potential visitors from 21 states and Canada. After the closure of its previous Visitors Guide publisher, GRCVB conducted a due diligence search for a new publisher, selecting S&A Cherokee of Cary to publish the official 2009 Guide. More details on advertising in next year's guide are being emailed and mailed to all existing and potential new advertisers.



**VISITOR INDUSTRY STATISTICAL REPORT
AUGUST 2008
HOTEL OCCUPANCY PRODUCTION**

	Chg from July 07	Wake County	North Carolina	United States
July 2008 Occupancy %	-1.0%	65.1%	62.6%	69.3%
July 2008 ADR	+5.6%	\$86.49	\$86.66	\$106.50
July 2008 RevPAR	+4.6%	\$56.29	\$54.24	\$73.81
July 2008 Rooms Sold/% Change	+8,940	+3.3%	-4.1%	+0.06%
July 2008 Rooms Avail/% Change	+11,543	+4.3%	+2.0%	+2.7%
2008 YTD Occupancy %	-2.3%	64.4%	58.7%	62.6%
2008 YTD ADR	+6.3%	\$88.15	\$84.05	\$107.45
2008 YTD RevPAR	+3.8%	\$56.80	\$49.37	\$67.24
2008 YTD Rooms Sold/% Change	-14,960	-0.8%	-3.1%	-0.2%
2008 YTD Rooms Avail/% Change	+27,370	+1.5%	+1.4%	+2.4%

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

	August 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	454,328	2,915,474	0.4%
Passenger Deplanements	457,206	2,906,911	0.3%

Source: Raleigh-Durham International Airport-Stats lag by one month

RALEIGH CONVENTION CENTER INFORMATION

	State	Regional/National	International	YTD 2008-23 Total
Conventions & Tradeshows	86	30	19	135
Miscellaneous Events (banquets, consumer shows and miscellaneous meetings)				103
Definite room nights booked as a result of above				200,000
Tentative room nights (events not booked)				350,000

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	August 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	8,117	28,275	24,936	+13%
Estimated Econ Impact	\$8,766,348	\$24,155,022	\$12,500,00	+93%
Number of Definite Bookings	19	44	78	-56%

FY runs June 07-May 08

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	August 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	12,153	52,412	78,375	-33%
Estimated Econ Impact	\$10,468,386	\$38,103,051	\$53,751,000	-29%
Number of Tent. Leads	26	95	120	-21%

FY runs June 07-May 08



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	August 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	3,565	10,666	15,364	- 30%
Estimated Econ Impact	\$816,285	\$2,376,459	\$5,010,000	- 52%
Number of Definite Bookings	7	10	10.8	- 7%

VISITOR SERVICES PRODUCTION

	August 2008	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	37	96	+39.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
AASHE Extended Room Block	11/8-13/08	600	400	\$284,850
NCFFA FFA Convention	6/22-25/09	1,050	2,500	\$997,200
NCFFA FFA Convention	6/21-24/10	1,050	2,500	\$997,200
43rd International Symposium on Microelectronics	10/29-11/6/10	1,630	3,000	\$2,833,530
NCFFA FFA Convention	6/20-23/11	1,050	2,500	\$997,200
NCFFA FFA Convention	6/18-21/12	1,050	2,500	\$997,200
NCFFA FFA Convention	6/17-20/13	1,050	2,500	\$997,200
TOTAL (A)		7,480	15,900	\$ 8,104,380

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Ebony Racquet Club Junior Futures Tourn.	9/12-14/08	40	50	\$8,560
Hurricanes Fan Club Kickoff Meeting	8/14/08	0	400	\$26,000
Governors Cup Gymnastics Meet	2/6-8/09	120	175	\$33,430
EAGL Gymnastics Championships	3/19-22/09	765	500	\$165,585
NCAA Gymnastics Regional	4/3-5/09	800	550	\$171,950
ACC M&W Tennis Championships	4/15-19/09	1,200	650	\$249,800
ACC Softball Championship	5/6-10/09	640	400	\$160,960
SPORTS TOTALS (B)		3,565	2,725	\$816,285
National Certified Investigator	9/7-10/08	70	130	\$53,025
Francis Wedding	9/19-20/08	30	15	\$6,930
Bassett & Associates Level I & Level II Tax Strategies	9/24-27/08	120	100	\$48,780
NC New Schools Project Model Conference	10/8-9/08	10	300	\$36,240
BICSI Design Classes	10/31-11/7/08	80	20	\$26,670
NC Community Development Association Fall Conference	11/11-13/08	70	80	\$25,530



NCAEC - Board Meeting	1/6-7/09	20	75	\$11,055
NCSFA Gateway Meeting	2/18-20/09	40	20	\$9,240
NCAEC Legislative Rally	2/24-26/09	160	180	\$51,000
NCEMC/NCAEC Annual Meeting	3/31-4/3/09	267	400	\$120,996
NCSU Undergraduate Assessment Symposium	4/23-26/09	610	500	\$228,660
2009 The Alliance of NC Black Elected Officials	4/22-25/09	167	100	\$43,842
TOTAL GROUP (C)		1,644	1,920	\$661,968
GRAND TOTAL (A+B+C)		12,689	20,545	\$9,582,633

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Industrial Research Institute	11/9-11/2008	220	120	\$55,500
EventARchitects	2/19/2009	500	65	\$124,995
GE Healthcare	2/8-12/2009	96	40	\$27,792
2009 PONY Softball Nationals	July/Aug '09 TBD	9,500	4,800	\$2,500,000
		10,316	5,025	\$2,708,287
GROUP SALES				
Association of Minority Health	4/11 - 16/08	903	500	\$332,028
Radford Professional Meetings-NCACA	8/18/08	100	300	\$81,600
NC Real Estate Commission	8/19/08	122	250	\$70,302
U.S. Coast Guard Auxiliary	8/19/08	348	250	\$125,785
NCSU Veterinary Scholars Symposium	8/5 - 9/09	900	500	\$336,600
Delta Tau Delta	2/18 - 21/10	191	67	\$44,121
Future Business Leaders of America	4/17 - 21/10	1,190	2,500	\$1,169,238
Future Business Leaders of America	4/5 - 9/11	1,190	2,500	\$1,126,238
NC Music Educators	11/6 - 12/14	1,240	3,000	\$1,786,380
NC Music Educators	11/5 - 10/15	1,240	3,000	\$1,786,380
		7,424	12,867	\$6,858,672
GRAND TOTAL		17,740	17,892	\$9,566,959

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
Big Rock Sports Annual Convention	5,500	3,000
Ironkids Triathlon	TBD	TBD
2008 ACC Women's Soccer Championship	800	10,000
2008 ACC Men's Soccer Championship	850	10,000
GROUP SALES		
American Kennel Club	476	350
Association of Minority Health	903	500
Institute of Emerging Issues	350	1,200



National Association of Home Builders- Green Building	2,119	2,000
North American Science Fiction	1,500	1,000
Moroccan Reunion	800	200
TOTAL		

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA vs. Canada "Road to Beijing" Baseball	Cary (Aug. 1)
N.C. Sports Association Executive Committee Mtg.	Greensboro (Aug. 13)
U.S. Youth Soccer Association LOC Wrap-Up Mtg.	Zebulon (Aug. 20)
2009 NCAA Women's Basketball Planning Meeting	Raleigh (Aug. 21)
GROUP SALES	
PMPI Professional Development Event	Arlington, VA (Aug 7)
MPI - World Education Congress	Las Vegas, NV (Aug 9-13)
ASAE Annual Meeting	San Diego, CA (Aug 15-20)
Association Executives of NC/ Board Meeting	Hot Springs, VA (Aug 24 - 26)
NC State Firemen's Association Annual Meeting	Winston Salem, NC (Aug 28 - 30)
PMPI I-Lead Training	Alexandria, VA (Aug 28)
PMPI Summer Networking Event	Alexandria, VA (Aug 28)