



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 seventh month of calendar year 2009, Wake County **hotel occupancy tax collections were down 14.3 percent** and **prepared food and beverage tax collections were up 1.6 percent** over 2008.

GROUP SALES

Over 44,000 room nights within 32 leads were produced by the Group Sales team the month of August. 14 definite groups booked tallied nearly 11,000 room nights, with an economic impact of 6.7 million dollars. Kumi Anzalone and Stephen Jackson, National Sales Managers, traveled to Toronto to the Annual ASAE Conference and Tradeshow, along with hotel partners, where over 300 planners attended the tradeshow. Mr. Jackson also traveled to Las Vegas to attend the Connects Marketplace Tradeshow, a SMERF-based show. He conducted 42 appointments with qualified meeting planners interested in our great city. Loretta Yingling, National Sales Manager and Malinda Pettaway, Associate Director of Sales, participated in the AENC Leadership Retreat. Malinda serves on the Board of Directors, and Loretta is a Committee Chair for the organization. Both Loretta and Malinda made a sales presentation to over 20 meeting planners at the Progress Energy headquarters in downtown Raleigh.

SPORTS MARKETING

GRCVB helped host a couple of key sporting events in August – the **Senior Softball USA Eastern Nationals** (at **Walnut Creek**) and the **ABA BMX East Coast Nationals** (at **Capital City BMX**). That wrapped up a busy summer of sports in Greater Raleigh. Those two events, plus **2Hot4 Ice National Inline Games**, the **U.S. Youth Soccer Presidents Cup** and the **PONY Softball Fastpitch Nationals** combined to generate more than 12,600 total hotel room nights and \$3.4 million in direct visitor spending. Assisted bookings in August included the **2010 Mid-Atlantic Power League** volleyball tournament, set for Feb. 6-7 at the **Raleigh Convention Center**. Approximately 72 teams and more than 750 student-athletes are expected to compete, using 15 courts in the Center's exhibit hall. This is a **Triangle Volleyball Club** event, with the City of Raleigh and GRCVB serving as co-hosts. The **Town of Cary**, the **Capital Area Soccer League** and **GRCVB** hosted an **ACC Soccer** site visit in August, as the partner organizations put the finishing touches on preparations for this year's Championships. The ACC Women's Tournament is scheduled for Nov. 4-8, while the Men's Tournament will follow from Nov. 10-15. Both Championships will be held at **WakeMed Soccer Park**. **Tori Collins**, GRCVB assistant director of sports marketing, has been busy preparing for her first quarterly meeting of the **North Carolina Sports Association (NCSA)** in her new role as the organization's chairman. Remember to follow GRCVB Sports Marketing on **Twitter @raleighncsports**.



PUBLIC RELATIONS

Throughout August, the Communications Department continued to work on garnering statewide media interest in the “Get Off Your County Seat” marketing campaign with targeted pitches to North Carolina travel and lifestyle editors and freelance writers. To date, seven articles have been published referencing the sweepstakes. Fall is almost here and a release highlighting the more than 10 cultural festivals taking place this fall was sent to more than 200 regional and national journalists. In additional news, stay tuned for a new and improved media section of visitRaleigh.com. The updated pages will include new press releases and media kit, images and other helpful information for journalists. We would also like to welcome Kristen Mattox to the Communications team for the fall semester. Kristen is a senior at NCSU majoring in Communications with an emphasis in Public Relations.

SERVICES

August was a great finish to the summer for us. Our primary RCC hosted events, Black Data Processing Associates, Lott Carey Foreign Missionary Baptist Convention and NC State Firemen’s Association were all very successful. Attendance for BDPA was 800+, Lott Carey was close to 2000, and the Firemen were at an estimated 1800- 2000. The RCC, host hotels and partners involved all did a wonderful job of hosting. VIC productivity was strong and this month we were went over the 10,000 mark for total walk in visitors since opening the VIC in March 2008! Planning activity for our fall groups has definitely picked up, and we are looking forward to some great SEP- NOV conventions and meetings. We’ve also welcomed our new intern Elke Weil to our department. Elke is a senior at NCSU majoring in Parks, Recreation and Tourism. She will be a strong asset to our team at this busy time. Ambassadors contributed 139 hours to the VIC and on site at conventions.

MARKETING

In August, the Marketing Department prepared the GRCVB Annual Report 2008-2009, which is distributed at the GRCVB Annual Meeting. The 2009 Annual Meeting features free educational sessions (new this year), followed by the traditional awards luncheon with guest speakers. Marketing staff also worked with IT to finalize the Bureau’s Facebook strategy and tactics, which include the launch of customer-targeted fan pages in September. New destination video clips continue to be filmed in a year-long partnership with Triangle Blvd and posted to the Greater Raleigh Video Gallery at video.visitraleigh.com; bookmark the gallery and check back for the latest clips. Marketing staff traveled to High Point, N.C., to present GRCVB’s SmartCard and Visitor ZSpotCard programs as a best practice to other DMOs statewide. In late August, the Bureau selected the first 25 county-level winners in the year-long leisure sweepstakes; the 25 winners will receive a weekend getaway prize package to Greater Raleigh, thanks to sponsorship support from American Express and local hospitality partners. The “Get Off Your County Seat” sweeps encourages leisure visitors to recognize Greater Raleigh as accessible, affordable and approachable, with customized itineraries, hot deals and packages promoted to potential in-state visitors. Under advertising, the Marketing Department has worked with its creative agency OddFellows Marketing & Design on several new concepts, which will be placed in September.



**VISITOR INDUSTRY STATISTICAL REPORT
AUGUST 2009
HOTEL OCCUPANCY PRODUCTION**

| | Chg from July 08 | Wake County | North Carolina | United States |
|-----------------------|------------------|-------------|----------------|---------------|
| July 2009 Occupancy % | -7.8% | 59.9% | 58.2% | 64.1% |
| July 2009 ADR | -7.9% | \$79.53 | \$82.60 | \$97.18 |
| July 2009 RevPar | -15.1% | \$47.65 | \$48.07 | \$62.34 |
| 2009 YTD Occupancy % | -12.5% | 56.5% | 51.9% | 56.0% |
| 2009 YTD ADR | -6.6% | \$82.18 | \$79.95 | \$98.41 |
| 2009 YTD RevPar | -18.2% | \$46.43 | \$41.46 | \$55.12 |

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

| | July 2009 | 2009 YTD | YTD% Chg from 2008 |
|------------------------|-----------|-----------|--------------------|
| Passenger Enplanements | 429,806 | 2,577,511 | -11.6% |
| Passenger Deplanements | 433,465 | 2,574,062 | -11.5% |

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 | 44 | 36 | 23 | 17 | 10 | 7 | 4 | 2 | 3 | 1 | 1 | | 1 | | 1 | 164 |
| At RCC (Tentative) | - | - | 22 | 13 | 15 | 11 | 11 | 6 | 2 | 1 | 1 | 1 | 1 | 1 | | | 84 |

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

| | August 2009 | YTD | 09/10 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|-------------|--------------|----------------|-------------------------|
| Total Room Nights | 10,833 | 29,951 | 17,500 | +89% |
| Estimated Economic Impact | \$6,706,584 | \$17,492,088 | \$8,833,333 | +98% |
| Number of Definite Bookings | 14 | 30 | 28 | +8% |

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

| | August 2009 | YTD | 09/10 YTD Goal | Fiscal YTD +/- Variance |
|---------------------------|-------------|--------------|----------------|-------------------------|
| Total Room Nights | 26,148 | 53,692 | 53,333 | +1% |
| Estimated Economic Impact | \$9,783,018 | \$20,322,816 | \$36,166,000 | -38% |
| Number of Tentative Leads | 32 | 59 | 84 | -23% |



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

| | August 2009 | YTD | 09/10 YTD Goal | Fiscal YTD +/- Variance |
|-----------------------------|-------------|-------------|----------------|-------------------------|
| Total Room Nights | 24,115 | 38,265 | 15,364 | + 149 % |
| Estimated Econ Impact | \$5,999,435 | \$9,395,035 | \$5,010,000 | + 87 % |
| Number of Definite Bookings | 9 | 13 | 10.8 | + 20 % |

VISITOR SERVICES PRODUCTION

| | August 2009 | FY 09/10 YTD | YTD% Chg from 08/09 |
|---------------------------|-------------|--------------|---------------------|
| Number of Groups Serviced | 31 | 81 | 19%+ |

CONVENTION CENTER DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|---|---------------|-------------------|------------------|--------------------|
| 2010 Mid-Atlantic Power League | 2/6-7/10 | 830 | 1,800 | \$253,870 |
| NAHB National Green Building Conference | 5/13-19/10 | 1,923 | 2,000 | \$1,374,363 |
| NAA Leadership Conference | 1/28-31/10 | 1,790 | 2,500 | \$1,045,290 |
| American Solar Energy Society SOLAR 2011 | 5/15-23/11 | 2,650 | 2,500 | \$2,413,950 |
| WEF Collection Systems Specialty Conference | 6/11-15/11 | 850 | 500 | \$301,650 |
| WEF Residuals and Biosolids Management | 3/23-28/12 | 820 | 500 | \$353,220 |
| GROUP TOTAL (A) | | 8,863 | 9,800 | \$5,742,343 |

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

| Group Name | Meeting Dates | Total Room Nights | Total Attendance | Est. Econ. Impact |
|---|---------------|-------------------|------------------|--------------------|
| Big Rock Sports Sales Rally | 4/29-5/1/09 | 148 | 150 | \$51,972 |
| Copa del Pueblo Futsal State | 8/28-30/09 | 200 | 500 | \$82,800 |
| USA Baseball World Cup Teams | 9/2-5/09 | 288 | 76 | \$55,272 |
| Bullfrog STA Junior Designated | 10/2-5/09 | 1,245 | 742 | \$222,105 |
| WRAL Wrestling Invitational | 12/18-19/09 | 500 | 350 | \$100,000 |
| CASL visitRaleigh.com National Soccer Series (Girls Showcase) | 11/20-22/09 | 9,000 | 9,000 | \$2,151,000 |
| CASL visitRaleigh.com National Soccer Series (Boys Showcase) | 12/11-13/09 | 10,000 | 10,000 | \$2,290,000 |
| 2010 Mid-Atlantic Power League Volleyball Tournament | 2/6-7/10 | 830 | 1,800 | \$253,870 |
| 2010 NCAA Division II Baseball World Series | 5/22-29/10 | 1,904 | 1,000 | \$792,416 |
| SPORTS TOTALS (B) | 9 | 24,115 | 23,618 | \$5,999,435 |



| | | | | |
|--|------------|---------------|---------------|---------------------|
| Upward Bound - Temple University | 8/9-13/09 | 80 | 80 | \$46,560 |
| Lott Carey 2009 Overflow | 8/10-14/09 | 340 | 125 | \$95,856 |
| American Assoc of Equine Practitioners | 9/29-3/09 | 555 | 175 | \$139,905 |
| Alpha Phi Alpha Fraternity, Inc. Black and Gold Ball | 9/25-26/09 | 5 | 200 | \$23,970 |
| NCSFA Gateway Meeting | 11/4-6/09 | 40 | 20 | \$9,240 |
| Celebrity Autograph Show | 4/30-2/10 | 200 | 100 | \$46,200 |
| Solution Tree PLC Institute | 8/11-15/10 | 680 | 1,000 | \$519,780 |
| NADSA Annual Conference | 9/8-12/10 | 325 | 300 | \$145,275 |
| Air America Reunion 2010 | 5/18-22/11 | 575 | 300 | \$191,325 |
| GROUP SALES TOTAL (C) | | 2,800 | 2,300 | \$1,218,111 |
| GRAND TOTAL (A,B,C) | | 35,778 | 35,718 | \$12,959,889 |

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

| Group Name | Dates | Total Room Nights | Attendance | Estimated Economic Impact |
|---|---------------|--------------------------|-------------------|----------------------------------|
| SPORTS MARKETING | | | | |
| GROUP SALES | | | | |
| Moles Celebration 2009 | 12/12-13/09 | 10 | 100 | \$12,840 |
| Iota Iota Chapter Holiday | 12/26 - 27/09 | 25 | 200 | \$26,250 |
| JSI Research Associates | 3/1-3/10 | 210 | 105 | \$48,510 |
| Contextualizing the Gospel in the new South | 4/25-29/10 | 2,900 | 1,750 | \$1,225,650 |
| Oracle Development Tools User Group | 6/25-7/1/10 | 3020 | 900 | 908220 |
| IBTTA | 10/1-6/10 | 416 | 160 | \$119,496 |
| American Dental Education Association | 10/26-31/10 | 705 | 300 | \$177,480 |
| National Collegiate Music Conference | 11/19 - 21/10 | 125 | 350 | \$130,665 |
| The Office of the Comptroller of the Currency | 6/19-6/24/11 | 4,700 | 1,400 | \$1,144,200 |
| Internet2 | 9/30-10/7/11 | 1,814 | 700 | \$623,784 |
| NC Airports Association | 4/3-4/7/12 | 400 | 300 | 150900 |
| Take off Pounds Sensibly | 4/5-4/8/12 | 405 | 700 | \$233,955 |
| National Contract Management Association | 7/11-7/19/12 | 2,725 | 1,400 | \$1,261,275 |
| FACSS | 10/18-26/2013 | 1,973 | 1,000 | \$963,075 |
| NC Airports Association | 4/16-19/2013 | 400 | 300 | \$150,900 |
| NC Airports Association | 4/15-18/2014 | 400 | 300 | \$150,900 |
| GRAND TOTAL | | 20,228 | 9,965 | \$7,328,100 |



SITE VISITS

| Group Name | Total Room Nights | Total Attendance |
|--|--------------------------|-------------------------|
| SPORTS MARKETING | | |
| 2009 ACC Soccer Championships (Men's & Women's) | 2,000 (est.) | 16,000 (est.) |
| 2010 Mid-Atlantic Power League Volleyball Tournament | 830 | 1,800 |
| GROUP SALES | | |
| Internet2 | 1,814 | 700 |
| Stiefel | 779 | 400 |
| US National Conference on Computational Mechanics | 2,280 | 1,400 |
| GROUP TOTAL | 7,703 | 20,300 |

TRADESHOW & EVENTS

| Event Name | Location (Dates) |
|--|------------------------------|
| SPORTS MARKETING | |
| Senior Softball USA Eastern Nationals | Raleigh (Aug. 4-9) |
| ABA / BMX East Coast Nationals | Raleigh (Aug. 14-16) |
| GRCVB / Town of Apex Presentation | Apex (Aug. 19) |
| GROUP SALES | |
| Smith Bucklin Partner Breakfast | National Harbor, MD (Aug. 6) |
| PMPI Learning Experience Event | Rockville, MD (Aug. 13) |
| ASAE | Toronto (Aug 14-18) |
| Georgia Chapter of Meeting professionals International | Atlanta, GA (Aug. 18) |
| AENC Leadership Retreat | Norfolk, VA (Aug. 25-25) |
| Presentation to Progress Energy Event Planner | Raleigh, NC (Aug. 26) |
| Connect | Las Vegas (Aug. 26-30) |
| PMPI Summer Sizzle Networking Event | Washington DC (Aug. 27) |