



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

SEPTEMBER 2010

### WAKE COUNTY CAPSULE

For the seventh month of calendar year 2010, Wake County **hotel occupancy tax collections were up 3.1 percent** and **prepared food and beverage tax collections were up .67 percent** over 2009.

### GROUP SALES

As our summer comes to a close, August was a busy month for Group Sales Team. Producing 39 leads, totaling 19,510 room nights and 20,589 attendees, the economic impact for these groups is \$11,709,564. Definite business for the month is showing 15 definite pieces of business booked in Wake County, with 4,662 room nights and 8,375 attendees, equaling \$2,861,757 in economic impact. Traveling this month was Stephen Jackson, National Sales Manager, to Connect Meetings, where over 300 planners were present. Kumi Anzalone, Regional Director, attended Potomac Chapter MPI Board and Chapter meetings, as well as various hospitality related events in the D.C. area. It was also a busy month for site inspections, as the team totaled 13 sites in August.

### SPORTS MARKETING

August event highlights included the Senior Softball USA Eastern Nationals at Walnut Creek in Raleigh, which featured more than 50 teams; the N.C. Junior Summer State Closed Tennis Tournament at Cary Tennis Park; and the Jimmy V Celebrity Golf Classic at Lonnie Poole Golf Course at NC State. The Greater Raleigh CVB, in partnership with the Garner Flames and N.C. AAU, submitted its official bid for an AAU Girls Basketball National Championship in 2012, 2013 or 2014. The bid is good for either the 11-U, 12-U or 13-U age division and, if successful, the tournament would be held in mid-summer at a date to be determined. The primary host venue would be the Raleigh Convention Center. Approximately 100 teams would participate, generating about 4,000 hotel room nights and \$1.3 million in visitor spending. A decision by the AAU is expected no later than January 2011. The Carolina Hurricanes and the 2011 NHL All-Star Weekend Local Organizing Committee hosted an NHL site visit on Aug. 17. It marked the NHL's sixth All-Star site visit to date, with more to come. All-Star Weekend is set for Jan. 27-30, 2011. The Town of Cary and GRCVB have officially booked the 2010 Nike Cross Country Southeast Regionals for Saturday, Nov. 27, at WakeMed Soccer Park. More than 500 high school runners are expected.

### PUBLIC RELATIONS

August was a busy month for the Communications Department in terms of assisting numerous journalists with story ideas, interview requests, photography needs and fact checking for feature articles upcoming in October and November issues of national publications including: AirTran's *GO Magazine*, *Delta Sky Magazine*, *Meetings South*, *Convention South* and *Meetings and Conventions*. Links to these articles will be distributed once they are published. In conjunction with the City of Raleigh's Public Information Office, a press conference was held celebrating the official opening of the GRCVB's new Visitor Information Center. Numerous media, members of Raleigh City Council and Wake County Commissioners and Bureau board members attended the event. Press releases were distributed this month on the Visitor Information Center, winners of the Bureau's four major awards



given at the Annual Luncheon and a media alert was written and distributed on behalf of Major League Gaming, a group which held its largest event to date at the Raleigh Convention Center this month.

## **SERVICES**

The end of summer remained very busy for Services, with the most notable activity being the long anticipated move into our new Visitor Information Center (VIC) on August 20. This move was just in time for the Carolina Classics at the Capital Car Show. We had a very busy pass through weekend, and on Saturday alone we fulfilled 106 inquiries – not bad for our first Saturday! Year to date numbers for the VIC included 520 walk in visitors and 2080 inquiries fulfilled. The new VIC was made possible through significant partnership with the RCC, the leadership of Loren Gold/ GRCVB, EVP and internally with GRCVB IT, Marketing and PR Departments. We appreciate the collective effort and are pleased to have a new VIC home. Overall it was a great convention and event month, with us hosting a diverse blend at the RCC: the N. American Science Fiction Convention, the return of the NC State Firemen’s Association (we are getting rave reviews on that one!), and the Major League Gaming Convention. Year to date we are about 6% ahead of where we were last year at this time for total conventions and meetings hosted. We are also working on post con data from Omega Psi Phi, we assisted with the annual meeting by hosting the strategy session “Group Services: Increasing Multicultural Visitor Business,” and are very busy preparing for fall arrivals. Ambassadors contributed 48 total man hours for the month.

## **MARKETING**

In August, the Marketing Department finalized plans for the 2010 GRCVB Annual Meeting held on September 1 and prepared the GRCVB Annual Report for 2009-2010 (<http://www.visitRaleigh.com/annualreport/>), which was published on September 1. The department also assisted with design and environmental signage for the Greater Raleigh Visitor Information Center, which officially opened with a news conference and ribbon-cutting on September 1. Marketing staff attended community meetings related to multi-CVB cooperative marketing, GLBT marketing, Holly Springs developments, online mapping for visitors and local partnership marketing. In collaboration with Triangle Blvd, GRCVB added six new video segments to [video.visitraleigh.com](http://video.visitraleigh.com): All Points Personal Transportation, Hilton North Raleigh/Midtown, N.C. Executive Mansion, N.C. State Fairgrounds, Sports Services on Site and Wake County Parks. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media and demographically and geographically targeted online banners ran on the Vacation Planning Ad Network. Meetings-related sponsorships ran on Meetings Media video segments. Sports marketing print ads ran in *Sports Destination Management* and *Sports Travel* magazines; online ads ran on [SportsBusinessDaily.com](http://SportsBusinessDaily.com) and [SportsBusinessJournal.com](http://SportsBusinessJournal.com).



**VISITOR INDUSTRY STATISTICAL REPORT  
AUGUST 2010  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Jul 09	Wake County	North Carolina	United States
July 2010 Occupancy %	+8.8%	64.8%	62.8%	67.9%
July 2010 ADR	-1.4%	\$78.69	\$83.30	\$99.14
July 2010 RevPar	+7.4%	\$50.97	\$52.34	\$67.35
2010 YTD Occupancy %	+3.6%	58.2%	54.0%	58.1%
2010 YTD ADR	-2.9%	\$79.91	\$78.97	\$97.53
2010 YTD RevPar	+0.5%	\$46.53	\$42.68	\$56.65

*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 2010*

	July 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	424,080	2,588,273	+0.3%
Passenger Deplanements	425,515	2,572,769	0.0 %

**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	n.a	
At RCC (Definite)	14	45	54	32	20	13	7	5	4	4	1	1	0	1	0	1	202
At RCC (Tentative)		14	25	13	16	11	7	3	3	2	2	3					99

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	August 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4662	19,288	17,500	+105
Estimated Economic Impact	\$2,861,757	\$8,989,746	\$8,833,333	+2%
Number of Definite Bookings	15	31	28	+11%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	August 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	19,510	33,493	26,667	+18%
Estimated Economic Impact	\$11,709,564	\$17,748,105	\$18,083,333	-2%
Number of Tentative Leads	39	62	42	+13%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	August 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	19,700	47,142	15,364	+ 207 %
Estimated Econ Impact	\$4,733,300	\$19,847,618	\$5,010,000	+ 296 %
Number of Definite Bookings	4	12	11	+11%

**VISITOR SERVICES PRODUCTION**

	July 2010	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Serviced	39	86	+6.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Blue Cross Blue Shield	2/23-25/11	306	300	\$70,686
NC Assn of School Administrators	3/30-1/11	400	400	\$139,200
Queens Together Motorcycle Club	4/1-3/11	1,230	2,500	\$951,030
NC Human Resources Conference 2011	9/27-30/11	500	600	\$238,350
Queens Together Motorcycle Club	4/7-8/12	1,230	2,500	\$951,030
<b>TOTAL (A)</b>		<b>3,666</b>	<b>6,300</b>	<b>\$2,350,296</b>

**GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
USSSA Church Softball World	8/27-29/10	300	750	\$124,200
CASL visitRaleigh.com Boys Showcase	11/18-21/10	9,000	9,000	\$2,151,000
Nike Cross Nationals SE Regional	11/26-28/10	400	1,000	\$168,100
CASL visitRaleigh.com Girls Showcase	12/2-5/10	10,000	10,000	\$2,290,000
<b>SPORTS TOTALS (B)</b>		<b>19,700</b>	<b>20,750</b>	<b>\$4,733,300</b>
USDA-NRCS-NCSU	8/3-5/10	90	30	\$20,790
Womack Army Medical Center	9/15-17/10	420	150	\$100,530
NC State Bar	9/17-18/10	10	20	\$3,480



NC Dept. of Public Instruction - Accountability Services	3/24-25/11	50	350	\$46,650
NC Society of Children of the American Revolution	3/25-27/11	60	200	\$53,640
Innovative Meeting Resources	4/29-29/11	5	350	\$41,520
Innovative Meeting Resources	4/30-30/11	2	500	\$58,728
NC Association of Electric Cooperatives	6/10-12/11	19	100	\$23,343
Association Management Center	7/23-26/11	230	125	\$67,170
NC Nurses Association	10/6-9/11	110	250	\$95,610
<b>TOTAL GROUP (C)</b>		<b>996</b>	<b>2,075</b>	<b>\$511,461</b>
<b>Total (A+B+C)</b>		<b>24,362</b>	<b>29,125</b>	<b>\$7,595,057</b>

**BIDS SUBMITTED FOR GROUP SALES.SPORTS MARKETING**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
2012, '13, '14 AAU Girls B-Ball Nationals	Summer	4,000	2,500	\$1,300,000
2011 ABA BMX East Coast Nationals	Summer	1,000	2,000	\$400,000
<b>GROUP SALES</b>				
Southern Regional Black Law Students Association	1/12-16/11	325	400	\$215,475
Suez Environment North America Conference	2/21-25/11	595	200	\$149,145
NC DPI RTI meeting	3/24-25/11	50	350	\$45,650
NC/SC Recreation and Park Association Joint Annual Meeting	6/10-6/12/11	400	1,000	279,600
McNeil Family Reunion	7/14-17/11	110	100	\$42,960
SHO Club	7/17-23/11	500	175	\$176,925
Alston Family Reunion	7/22-24/11	60	100	\$30,240
Association of Women Executives in Corrections	9/8-11/11	95	100	\$43,005
Office of Human Research Protection	3/20-22/12	250	500	\$145,500
helmsBriscoe/Sister Cities	9/24-9/29/12	445	450	\$278,295
American Journalism Historians Association	10/3-6/12	310	145	\$97,350
NAACP 8th Biennial Daisy Bates Conference	12/2-4/12	255	100	\$64,170
American Peptide Society	6/22-27/13	2,800	1,000	\$822,300
<b>GRAND TOTAL</b>		<b>11,195</b>	<b>9,120</b>	<b>\$4,090,615</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2011 NHL All-Star Weekend	8,900	20,000
USA Table Tennis	TBD	TBD
<b>GROUP SALES</b>		
Association of Legal Administrators	335	150
Association of Science Technology Centers	2,946	2,000
Association of Mathematics Teacher Education	770	475
Inis Cairde Dance Competition	150	1,000
Int'l Society of Coating Science and Technology	575	250
NC Community College System Male Mentoring Conference	1,000	1,200
Stewart Family Reunion	45	125
Top Ladies of Distinction	390	400
<b>GROUP TOTAL</b>	<b>15,108</b>	<b>25,600</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Senior Softball USA Eastern Nationals	Raleigh (Aug. 3-8)
2011 NHL All-Star LOC Meeting	Raleigh (Aug. 17)
GRCVB & RCC Joint Board Meeting	Raleigh (Aug. 17)
GRCVB Presentation to Town of Holly Springs	Holly Springs (Aug. 18)
VYPE High School Sports Conference	Raleigh (Aug. 21)
<b>GROUP SALES</b>	
Vertical Market Meeting	Raleigh, NC (Aug 2)
AENC Board Meeting	Raleigh, NC (Aug 3)
CVB Reps Summer Client Event	Alexandria, VA (Aug 5)
Connect Marketplace	Louisville, KY (Aug 11-15)
PMPI Monthly Education Event	Washington, DC (Aug 12)
MPI Triangle Dream Team Meeting	Raleigh, NC (Aug 17)
American Society of Association Executives Annual Meeting	Los Angeles, CA (Aug 21-25)