



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

SEPTEMBER 2011

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 14.3 percent for the calendar year of January-July 2011 compared to January-July 2010, and **prepared food and beverage tax collections were up 5.4 percent** during the same period.

GROUP SALES

The Sales team is on the road again promoting and spreading the word about Greater Raleigh. Kumi Anzalone, CMP, CASE Regional Director of National Accounts, represented the Greater Raleigh area in the DC market, by attending the CVB Reps Summer Client Event in Alexandria, Virginia, The Potomac chapter of MPI Summer Sizzle Networking event and Board Meeting. She also attended the American Society of Association Executives meeting in Saint Louis, Missouri. The event included a tradeshow with education and Networking components. The local Market was covered by Nicole Robinson, Sales Coordinator, Loretta Yingling, CMP and Malinda Pettaway, CMP, CASE, they all attended the Carolinas Chapter Triangle Dream team meeting at the RBC Center, there were over 60 Planners and Industry Professionals in attendance. Malinda Pettaway, CMP, CASE Associate Director of Sales attended the Georgia Chapter of Meeting Professionals International, Annual Summer Educational Alliance in Cancun, Mexico. The event was attended by over 170 Industry professionals and Meeting planners. The event included education and networking. Stephen Jackson participated in the Connect Marketplace Event, held in Chicago. This was an appointment based show which gleaned leads and tentative business. Definite business for the month included over 6,000 room nights, with an economic impact of nearly 3 million dollars. Leads from the sales department in August presented 33,565 room nights totaling \$18 million dollars worth of potential economic impact.

SPORTS MARKETING

August sports highlights include the Senior Softball USA Eastern Nationals, which was hosted by the City of Raleigh and the Greater Raleigh CVB. The tournament brought 51 teams to the Walnut Creek Softball Complex, generating more than 1,100 hotel room nights and \$300,000 in direct visitor spending. This marked the fourth consecutive year that Raleigh has hosted the Eastern Nationals. The month's key booking was the 2011 Pop Warner Mid-South Football and Cheerleading Championships. The event will take place over the Thanksgiving holiday (Nov. 24-26), with football games taking place at area high schools, and cheerleading scheduled for the Raleigh Convention Center. Pop Warner will create more than 2,900 hotel room nights and more than \$1.3 million in direct visitor spending. More than 3,600 participants (including 3,000 cheerleaders) and 6,000 visitors are expected. Dates are now set for the 2011 ACC Soccer Championships this fall. Both the women's and men's semifinals and finals will be staged at WakeMed Soccer Park in Cary. The women are scheduled for Nov. 4-6, while the men are set for Nov. 11-13. Host partners and local organizers met again in August in preparation for the 2012

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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.



USA Table Tennis Olympic Trials (both the U.S. and North American). Competition will take place in February and April at Bond Park Community Center in Cary. Scott Dupree gave sports marketing presentations to the Rocky Mount Tourism Board, as well as the Cary Rotary Club.

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**, **Escape to the Southeast**, **AAA Home and Away**, **Ideal Living** and **Meetings South**. Links to these articles will be distributed once they are published. Journalists Mark Wessel, Mark McKirdy and Nora Zelevansky visited the area this month, thank you to all hospitality partners who assisted with their visits. Press releases were distributed this month on the winners of the Bureau's four major awards given at the Annual Luncheon, visitation numbers for Wake County and the Bureau winning a Meetings & Convention Gold Service Award.

SERVICES

As summer winds down, activity was still very strong for the Services Team. Large conventions included the NC Jehovah's Witnesses at the RBC Center (the second weekend was in August with 10,000 attendees), State Firemen's Association & SE Atlantic Fire Rescue Expo (3500), Carolina Classics Car Show (50,000), NC Nursery & Landscape (2000), Joyce Meyer's Ministries (5000, at the RBC Center), Grand York Rites/ Masons (1000 at the Hilton N.Raleigh Midtown) and Major League Gaming (10,000). Visitor Information Center activity was strong (in part due to heavy convention flows) with an increase of 36% for walk in visitors over the same period last year. VIC inquiries (online, email and phone requests) was down over last year and will be monitored but is believed to reflect a comparison to the same period last year when GRCVB was immersed in an intensive marketing program which yielded high inquiry volumes. We ended the month by joining with our partners and CVBs in destinations across the USA and Canada in the second annual "Celebrate Services Day." 47 service managers and vendor partners joined our CVB team to celebrate the role convention services plays in hosting meetings and conventions.

MARKETING

GRCVB held its 24th Annual Meeting, Wednesday, August 31, at the Raleigh Convention Center. The meeting included a ticketed luncheon, where the GRCVB presented its annual awards, as well as a free, morning strategy session. View pictures of the day's events at www.visitRaleigh.com/luncheon. Also on August 31, the Bureau released its Annual Report for fiscal year 2010-2011 (<http://www.visitRaleigh.com/annualreport/>). On August 18, the Bureau, in partnership with the *Independent Weekly's* Hopscotch Music Festival, concluded its "Hopscotch Ticket Watch" contest, giving a lucky grand prize winner two VIP tickets, a two-night hotel stay and other prizes on the festival weekend. Two new videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): one about CAM Raleigh, the other about the area's Civil War heritage. GRCVB began co-promoting the Muscadine Heritage Wine Trail, in which Wake County's Adams Vineyards and Winery is participating. Marketing staff also met with staff of the North Carolina State Fair to plan promotion and publicity for October's events. Under advertising for the month, leisure-oriented display ads ran on [visitnc.com](http://www.visitnc.com), sports-related ads appeared in *Sports Destination Management* magazine, a meetings-related e-blast went to 4,000 planners looking to meet in North Carolina and a meetings-related print ad appeared in the *Meetings Focus 2011/2012 Guide* for planners.



**VISITOR INDUSTRY STATISTICAL REPORT
AUGUST 2011
HOTEL OCCUPANCY PRODUCTION**

	Chg from July '10	Wake County	North Carolina	United States
July 2011 Occupancy %	-1.2%	64%	63%	69.9%
July 2011 ADR	+2.7%	\$80.88	\$84.62	\$103.09
July 2011 RevPar	+1.5%	\$51.78	\$53.32	\$72.07
2011 YTD Occupancy %	+7.1%	62.3%	56.4%	60.7%
2011 YTD ADR	+3%	\$82.27	\$81.00	\$100.96
2011 YTD RevPar	+10.2%	\$51.25	\$45.69	\$61.33

Source: Smith Travel Research, Inc.-Stats lag by one month; Replication 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 2011

	July 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	427,207	2,636,572	+ 0.8%
Passenger Deplanements	430,143	2,637,100	+1.5%

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	n.a	
At RCC (Definite)	14	45	55	57	34	17	13	7	5	5	2	2	1	1	0	1	259
At RCC (Tentative)				1	14	22	20	16	7	5	2	2	2				91

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	August 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	6058	12,193	18,026	-29%
Estimated Economic Impact	\$2,890,563	\$8,552,976	\$9,098,330	-8%
Number of Definite Bookings	20	33	30	+10%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	August 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	33,565	65,350	54,934	+22%
Estimated Economic Impact	\$17,906,775	\$33,577,170	\$37,252,000	+11%
Number of Tentative Leads	38	94	86	+10%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	August 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	28,527	29,752	15,833	+ 88 %
Estimated Econ Impact	\$9,627,853	\$10,232,753	\$5,166,770	+ 98 %
Number of Definite Bookings	12	15	11	+ 36 %

VISITOR SERVICES PRODUCTION

	August 2011	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	39	82	-5.0%
# of Visitor Info. Center Visitors	917	1809	+36.0%
# of Visitor Inquiries	347	795	-40.0% (2010-12 was reflective of "Get Off Your County Seat Campaign" requests)
# of Ambassador Volunteer Hours	47	100	11/12 is baseline for tracking monthly

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Pop-Warner Mid-South FB/Cheer	11/24-27/11	2,850	7,000	\$1,266,150
All-Star Challenge Cheer/Dance	2/10-12/12	1,400	3,000	\$424,600
USA Gymnastics Men's Region 8	4/12-15/12	1,450	1,400	\$321,550
Big Rock Sports Dealer Show	1/13-20/13	5,035	3,500	\$2,964,885
Sales Convention Center Definite				
NC Assn of School Administrators	3/28-30/12	400	400	\$139,200
Association for Computing Machinery	10/15-19/12	640	500	\$393,540
North Carolina Recreation and Park Association	11/10-13/13	905	650	\$361,155
Omega Psi Phi Fraternity Inc.	4/25-28/13	515	500	\$259,365
TOTAL (A)		13,195	16,950	\$6,130,445

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
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USSSA Church World Softball	8/26-28/11	300	750	\$124,200
Great American Cross Country	9/30-10/2/11	1,400	3,500	\$569,600
ACC Women's Soccer Champ.	11/3-6/11	600	600	\$170,400
ACC Men's Soccer Champ.	11/10-13/11	600	600	\$170,400
NSS visitaleigh.com Girls Shoot	11/4-6/11	6,000	6,000	\$1,284,000
NSS visitraleigh.com Boys Shoot	11/11-13/11	6,500	6,500	\$1,428,500
NCAA Women's Gym. Regional	4/6-8/12	600	500	\$128,400
NCAA D-II Baseball Champ.	5/24-6/2/12	1,792	5,000	\$775,168
SPORTS TOTALS (B)		17,792	23,450	\$4,650,668
North Carolina Defense Business Association	5/21-22/11	10	500	\$59,640
Cornerstone Therapeutics, Inc.	9/25-29/11	240	80	\$64,800
National Association of Shell Marketers	10/3-4/11	45	30	\$15,660
Shaw University	10/6-10/11	250	200	\$97,530
Research Triangle Regional Partnership	10/22-26/11	200	50	\$50,880
Bell & Howell	10/24-26/11	120	130	\$44,100
Smart Grid Distribution Optimization Conference	11/1-3/11	60	50	\$18,540
NC Sustainable Energy Association	11/9-9/11	10	450	\$2,310
National Society of the Colonial Dames of America in the State of North Carolina	4/15-16/12	30	250	\$32,670
Society for the Advancement of the Science of Digital Games	5/29-6/1/12	630	250	\$168,930
Visitors Studies Association	7/23-28/12	300	180	\$146,520
Columbiettes	8/17-18/12	125	150	\$60,465
NC Department of Transportation	9/30-3/12	240	60	\$55,440
American Journalism Historians Association 2012	10/10-14/12	310	145	\$97,350
North Carolina Pest Management Association	1/20-25/13	514	750	\$411,234
North Carolina Pest Management Association	1/19-24/14	514	750	\$411,234
TOTAL GROUP (C)		3,598	4,025	\$1,737,303
Total (A+B+C)		34,585	44,425	\$12,518,416



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2012 NCAA Soccer College Cups	Dec. 2012	1,000	10,000	\$300,000
2013 NCAA Soccer College Cups	Dec. 2013	1,000	10,000	\$300,000
2013 U.S. Lacrosse Regional	June 2013	2,000	1,750	\$500,000
2014 U.S. Lacrosse Regional	June 2014	2,000	1,750	\$500,000
GROUP SALES				
TBM US Regional Meeting	1/2-6/12	255	95	\$65,925
NC Junior Chamber Year End Convention	1/27-29/12	118	150	\$47,382
NC Wildlife Resources Commission	2/7-10/12	225	100	\$60,750
NC Farm Bureau Leadership Conference	2/28-3/1/12	210	250	\$64,890
NC Youth Legislative Assembly	3/2-4/12	225	230	\$78,870
Merz Physicians Training	4/27-29/12	75	130	\$50,670
Society for the Advancement of the Science of Digital Games	5/29-6/1/12	630	250	\$168,930
Gamma Phi Beta	2/1-2/3/13	60	110	\$32,580
Association for Computing Machinery - TAPIA 2013	2/22-24/13	675	450	\$261,225
American Association for Psychoanalysis in Clinical Social Work	3/6-11-13	275	220	\$133,725
Better Marriages International Conference	7/10-14/13	450	300	\$187,254
International Certification and Reciprocity Meeting	10/7-13/13	500	125	\$97,950
North American Wildlife & Natural Resources Conference	3/21-27/15	2370	1,400	\$1,126,620
Gamma Sigma Sigma National Service Sorority	7/6-12/15	240	250	\$199,350
GRAND TOTAL		12,308	27,560	\$4,176,121

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
NC State Wrestling (at RCC)	TBD	TBD
2012 NCAA D-II Baseball World Series	1,792	5,000
GROUP SALES		



American Automatic Control Council	2,000	1,500
DSM Pharma	1785	1450
GROUP TOTAL	5,577+	7,950+

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Senior Softball USA Eastern Nationals	Raleigh (Aug. 1-7)
Triangle Chamber / USA Baseball Networking Event	Cary (Aug. 3)
Rocky Mount / Nash County Tourism Board Meeting	Rocky Mount (Aug. 9)
GRCVB / Knightdale Meeting	Knightdale (Aug. 17)
Cary Rotary Club	Cary (Aug. 23)
N.C. Sports Association Quarterly Meeting	Charlotte (Aug. 30)
GRCVB Annual Luncheon	Raleigh (Aug. 31)
GROUP SALES	
ASAE Annual Meeting	St Louis, MO (Aug 6-10)
MPI-CC Dream Team Meeting	Raleigh, NC (August 16)
GRCVB/RCC Joint Board Meeting	Raleigh, NC (Aug 16)
PMPI Board Meeting	Washington, DC (Aug 18)
CVB Reps Summer Client Event	Alexandria, VA (Aug 24)
PMPI Summer Sizzle Networking Event	Washington, DC (Aug 25)
Connect Marketplace	Chicago, IL (August 25 -28)