



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

SEPTEMBER 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 10.3 percent for the calendar year of January-July 2012 compared to January-July 2011.

GROUP SALES

August has been the month of tradeshow. The Convention Sales team has hit the road spreading the word about Greater Raleigh. Stephen Jackson, CMP, National Sales Manager attended three consecutive events: The Professional Convention Management Association Philadelphia Retreat (Atlantic City, NJ), American Society of Association Executives Annual Meeting and Tradeshow (Dallas TX), and last but not least, Connect Market Place (New Orleans, LA). Malinda Harrell, CMP, CASE, Associate Director of Sales participated in Plan your Meetings Tradeshow and education session (Charlotte, NC) and the Kellen managers Summit (Atlanta, GA). Loretta Yingling, CMP, National Sales Manager and Nicole Robinson, Sales Coordinator, traveled to Charlotte NC for the Meetings Focus live tradeshow. Locally we hosted along with other partners, Successful Meetings University, A three day conference and tradeshow that brought in a select group of qualified meeting planners from various parts of the country that have potential to meet in our area. The event was spearheaded by Loretta Yingling, CMP, National Sales Manager. Contributing sponsors were the Sheraton Raleigh Hotel, Raleigh Convention Center, The Umstead Hotel and Spa, Raleigh Marriott city center, Nature Research Center, Rockytop Hospitality, Tobacco Road Tours, Harrison Global Transportation, McLaurin Transportation and LH Productions. Nicole Robinson, Sales Coordinator and Committee Co Chair for Meeting Professionals International Carolinas Chapter Triangle Area EducationLITE attended the August meeting in Cary, NC. The audiences of each event were different in every city, however the message that was conveyed remained the same "There is nothing finer than hosting your meeting In Raleigh North Carolina!"

SPORTS MARKETING

The GRCVB sports marketing department had two major announcements in August. First, it announced that an Ironman 70.3 event would come to Raleigh for at least three consecutive years starting in June 2013. This marks the first-ever Ironman-branded event in the Carolinas. Ironman 70.3 Raleigh is set for June 2, 2013, and is expected to attract approximately 2,500 athletes from throughout the U.S. GRCVB is the official sponsor and host, with support from numerous local partners. Participants will swim in Jordan Lake, bike through Chatham County and southwest Wake County, and run a half-Marathon in Raleigh. ... One week after the Ironman 70.3 news, the GRCVB announced that its sports marketing department would operate under a new name and a new brand – The Greater Raleigh Sports Alliance, or GRSA. The new name will give event owners, planners and rights-holders across the country a clearer and more accurate description of "who we are and what we do." The sports marketing staff remains the same (along with the addition of new sports

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coordinator Michael Robson), as does the contact information. The GRSA will feature a 21-member Advisory Board, comprised of sports, government, tourism and hospitality officials who play key roles in the local sports event industry. The GRSA Advisory Board will meet quarterly, beginning this fall. ... Key August events included the Senior Softball-USA Eastern Nationals, which brought more than 50 teams to the Walnut Creek Softball Complex in Raleigh. Later in the month, the GRSA provided support for the North American Table Tennis Championships, held at Bond Park Community Center and hosted by the Town of Cary. ... GRSA associate director Tori Collins represented Greater Raleigh at Connect Marketplace, an appointment-only tradeshow in New Orleans.

PUBLIC RELATIONS

There was positive coverage of the Raleigh area this month in both local and national press. Six stories were posted from Kimberly Coleman, a New York City social media mom, who visited the area the area last month. *Prevue Magazine* published an article titled, *Raleigh: Smart, Southern & Sophisticated* on their website, and the same article will be featured in the September print edition of the magazine. *News14* interviewed Denny Edwards for a story on meetings and conventions in the Raleigh area. *Sports Travel Magazine* highlighted the Raleigh area in a destination feature titled, *Head of the Pack* and *Carolina Epicurean* featured numerous Raleigh area restaurants she visited during her press trip to the area in August. The Communications Department hosted editors from *O - The Oprah Magazine*, *National Geographic Traveler* and *TravelGirl Magazine* on a culinary-themed visit to the Raleigh area. The media visit was in conjunction with the N.C. Division of Tourism. 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

August was a good and busy month for Services. While year to date our numbers of groups serviced is off slightly compared to last year, the groups coming were large with strong attendance. Large groups for the month included at the RCC: American Cheese Society, NC Assn of County Commissioners, NC State Firemen, Major League Gaming and Carolina Classics at the Capital. Additionally we hosted the Jehovah's Annual Conference at the PNC Arena, and numerous smaller groups around the County. We felt the attendance impacts at the Visitor Information Center, putting our walk in visitor numbers up 12% over last year. In the way of additional projects: Tammy Jeffries provided excellent event services support to the Sales team in hosting the Successful Meetings University and also assisted Sales with a site tour for The Wildlife Society; our whole team supported Marketing in the hosting of GRCVB's Annual Meeting and the Administrative team by attending the RCC/ GRCVB joint boards meeting; Julie represented our team at the Wendell Chamber/ Town Leadership meeting with the other GRCVB department heads; we joined Sales to tour St. Augustine's University to get updated on special event venues and joint marketing opportunities; our newest Tourism Ambassador attire arrived and has been distributed so look out for our folks in green polos and also new outerwear when the temperatures cool down!

MARKETING

In late August, the Marketing Department completed production of GRCVB's 25th Annual Meeting, Aug. 30, at the Raleigh Convention Center. A morning strategy session focused on the new visitRaleigh.com, a re-launch of the Bureau's website set for the coming weeks. Content and functionalities are currently being migrated to the new website platform/server, checked and tested



for the website debut in the coming weeks. The department continues to work with the newly established Greater Raleigh Sports Alliance (GRSA) to finalize rebranding with a number of applications, such as new promotional items. The next Official Visitors Guide will go to press in September, and area distribution partners will receive further notification in September on when to expect their initial shipment of guides. Department staff worked throughout the month of August to finalize editorial content and double-check listings for the annual guide. Tourism marketing manager Nolan Garner represented Greater Raleigh at the Student Youth Travel Association (SYTA) Annual Conference in Nashville, Tenn., Aug. 24-28. Under GRCVB's external advertising plan for the month of August, leisure-related placements appeared on visitnc.com and in Garden & Gun magazine; GRSA-related placements appeared on sporteventsmagazine.com, sportstravelmagazine.com and sportsbusinessdaily.com; and meetings-related ads appeared on iaee.com, associationforum.org and MPI's website and in *Meetings South's 2012/2013 Guide*, in *Smart Meetings* magazine and in *M&C's* Midweek e-Newsletter and AENC's e-Newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT
AUGUST 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from July '11	Wake County	North Carolina	United States
July 2012 Occupancy %	-4.9%	60.6%	63.4%	70.0%
July 2012 ADR	+4.2%	\$84.11	\$87.42	\$107.44
July 2012 RevPar	-0.9%	\$50.98	\$55.42	\$75.25
2012 YTD Occupancy %	-0.1%	62.1%	58.2%	62.3%
2012 YTD ADR	+4.5%	\$85.65	\$83.95	\$105.53
2012 YTD RevPar	+4.4%	\$53.23	\$48.83	\$65.77

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 2012

	July 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	414,839	2,661,385	+0.9%
Passenger Deplanements	419,071	2,650,225	+0.5%

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	45	55	60	54	36	17	10	6	7	3	2	2	1	0	1	313
At RCC (Tentative)				7	19	13	16	8	6	3	1	1					74

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	August 2012	YTD	12/13 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	6,325	9,532	18,926	-50%
Estimated Economic Impact	3,961,716	6,278,523	9,500,000	-51%
Number of Definite Bookings	22	32	30	+8%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	August 2012	YTD	12/13 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	16,436	28,032	56,584	-50%
Estimated Economic Impact	\$7,280,040	\$12,587,472	\$37,984,000	-67%
Number of Tentative Leads	46	81	88	+8%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	August 2011	YTD	12/13 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	29,080	46,472	16,658	+ 179%
Estimated Econ Impact	\$9,004,850	\$14,960,110	\$5,511,000	+ 171%
Number of Definite Bookings	10	16	12	+ 33%

VISITOR SERVICES PRODUCTION

	August 2012	FY 12/13 YTD	YTD% Chg from 11/12
# of Groups Served	29	72	-12.0%
# of Visitor Info. Center Visitors	1020	1928	+12.0%
# of Visitor Inquiries *	366	725	-0.9%
# of Ambassador Volunteer Hours	88	110	+10.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite	-	-	-	
Pop Warner Mid-South Champ.	11/22-25/12	1,865	7,000	\$1,485,050
Mid-Atlantic Power League VB	3/7-10/13	1,600	3,200	\$483,400
Sales Convention Center Definite				
National Agents Alliance	1/31/13-2/3/13	926	3,000	\$1,220,790
TOTAL (A)		4,391	13,200	\$3,189,240

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Softball Nation Black America	8/17-19/12	225	1,250	\$193,050
USA Baseball National ID Series	9/5-9/12	2,750	2,090	\$826,750
ACC Women's Soccer Champ.	11/1-4/12	600	600	\$176,400
CASL visitraleigh.com NSS Boys	Nov./Dec. '12	9,000	9,000	\$2,240,500
CASL visitraleigh.com NSS Girls	Nov./Dec. '12	9,500	9,000	\$2,241,000
Nike Cross Country SE Regional	11/23-24/12	600	1,500	\$194,400
NC Scholastic State Chess Champ.	3/1-3/13	440	1,100	\$216,800
2Hot4 Ice National Games	6/18-23/13	2,500	2,800	\$947,500
SPORTS TOTALS (B)		25,615	27,340	\$7,036,400
Professional Marketing International (PMI)	8/2-5/12	20	75	\$30,762
Raleigh Spy Conference	8/22-23/12	240	150	\$62,460
Gray Consulting International Meetings & Incentives	9/9-14/12	80	30	\$25,032



Boehringer Ingelheim	9/17-20/12	180	100	\$50,940
Ray Price Harley Davidson	9/21-23/12	180	600	\$160,920
Gray Consulting International Meetings & Incentives	9/23-28/12	80	30	\$25,032
PRACTICING PERFECTION INSTITUTE	9/23-30/12	140	30	\$40,530
Southern Bloggers Conference	10/11-13/12	60	100	\$22,050
NC NAACP	10/11-14/12	193	250	\$104,175
Gray Consulting International Meetings & Incentives	10/21-26/12	80	30	\$24,345
NeighborWorks America	11/2-9/12	904	150	\$175,329
Gray Consulting International Meetings & Incentives	11/11-16/12	80	30	\$24,345
Institute of Transportation Engineers	11/14-15/12	15	300	\$36,810
Christmas Carousel Craft Show	11/27/12-12/2/12	300	80	\$63,885
FIRST-For Inspiration and Recognition of Science and Technology	3/6-10/13	1,700	2,200	\$1,087,320
Annual Raleigh RV and Camping Show	3/11-18/13	88	184	\$155,568
NC Division of Aging and Adult Services	3/18-20/13	110	150	\$41,790
Burroughs Wellcome Fund	4/27-28/13	40	500	\$63,060
NC Division of Aging and Adult Services	6/10-12/13	110	180	\$37,110
General Federation of Women's Clubs - North Carolina	11/21-23/13	60	100	\$25,560
Christmas Carousel Craft Show	11/26-12/2/13	155	80	\$59,205
TOTAL GROUP (C)		4,815	5,349	\$2,316,228
Total (A+B+C)		34,821	45,889	\$12,541,865

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Black Heritage	May 2013	1,500	2,500	\$523,500
NCAA Division III Cross Country	2013	1,044	1,200	\$323,641
NCAA Division III Tennis	2014	1,250	700	\$386,250
NCAA Division I Women's Lax	2014	3,242	4,000	\$1,268,788
NCAA Division II Track & Field	2014	3,520	1,500	\$834,030
NCAA Division I Men's B-Ball	2014-15	12,500	13,300	\$5,100,000



NCAA D-I Men's Golf Regional	2014-15	312	150	\$69,888
NCAA D-I Women's Golf Reg.	2014-15	600	250	\$124,400
NCAA D-I Gymnastics Regional	2014-15	600	500	\$156,900
GROUP SALES				
Council for Entrepreneurial Development- Venture Conference	9/10-12/12	30	500	\$120,420
AIDS United	11/16- 18/12	225	75	\$51,975
Council for Entrepreneurial Development- Life sciences	2/26-28/13	60	700	\$92,250
North Carolina Extension Conference	3/4-6/13	700	600	\$190,950
First Source Events - Foodservice Seafood	6/5-7/13	185	82	\$42,033
Medical Education Advocates- Merz Advances in Dermatology	9/19-22/13	80	150	\$44,220
Cloud Fair Conference	8/19-21/13	200	750	\$198,300
Global Learning Partners	10/3-6/13	150	200	\$69,750
Southern Association of Collegiate Student Affairs	11/1-4/13	450	400	\$241,425
First Source Events - Retail Seafood	11/12-14/13	185	82	\$42,033
Council for Entrepreneurial Development-Life Sciences	2/25-27/14	60	700	\$92,250
Council for Entrepreneurial Development- Venture Conference	4/25-5/1/14	30	500	\$120,420
International Society for Biological and Environmental Repositories	5/3 - 9/14	1,095	300	\$263,475
Camp Family Reunion	8/14 -16/14	140	175	\$59,250
International Ombudsman Association	4/9-16/15	1,011	350	\$303,039
GRAND TOTAL		27,657	29,664	\$10,719,187

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
GROUP SALES		
Palmetto Opensource Conference	85	500
Wildlife Society	2,795	1,500
GROUP TOTAL	2,880	2,000

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Senior Softball-USA Eastern Nationals	Raleigh (July 30-Aug. 5)
GRCVB Meeting with Town of Wendell	Wendell (Aug. 7)
Connect Marketplace	New Orleans (Aug. 16-18)
USA Baseball National Team Identification Series	Cary (Aug. 23-26)
GRCVB Annual Meeting	Raleigh (Aug. 30)
North American Table Tennis Championships	Cary (Aug. 30-Sept. 2)
GROUP SALES	
Plan your Meetings Tradehsow and Educational Session	Charlotte, NC (August 2)
Kellen Managers Summit	Atlanta, GA (August 5-7)
PCMA Philly Retreat	Atlantic City, NJ (August 9)
ASAE 2012	Dallas, TX (August 10-15)
Connect Marketplace 2012	New Orleans, LA (August 16-19)
Successful Meetings	Raleigh, NC August (August 19-21)