



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

SEPTEMBER 2013

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 4.6 percent** for the calendar year beginning January-July 2013 compared to the same period of January-July 2012 and **prepared food and beverage tax collections were up 5.3 percent** during the same period.

### GROUP SALES

Industry and Client events hold the key to many opportunities for more Meetings and Events in Greater Raleigh. In the month of August the GRCVB Sales Team were involved in over 12 events, having the opportunity to connect with thousands of Meeting Professionals and their peers. Jamie Rice, Regional Director of National Accounts participated in events in the DC /MD area, CVB Reps Summer Sizzle Networking event and the CVB Reps Destination Challenge. Rice along with Stephen Jackson, Senior National Sales Manager attended the American Society of Association Executives Annual Meeting and Expo hosted in Atlanta. Jackson visited Kansas city, MO for the Omega Psi Phi Leadership Conference, Atlantic City, NJ as a part of the Philadelphia Chapter of PCMA and Milwaukee, WI as an exhibitor for Connect Market Place. Locally, National Sales Manager Loretta Yingling, CMP attended the Carolinas Chapter of Meeting Professionals International EducationLITE meeting. Malinda Harrell, CMP, CASE was an exhibiting partner at the Kellen Managers Summit; she also cosponsored a networking event hosted by the Georgia Chapter of Meeting Professionals International. The Joint Boards of the GRCVB and The Raleigh Convention Center convene once a year to be updated on the progress of the teams efforts, the entire sales team were a part of this event. They also participated in the GRCVB Annual meeting, this event highlights the success and business plan for the upcoming year, There were over 550 attendees

### SPORTS MARKETING

The Local Organizing Committee for the 2014 NCAA Men's Basketball Championship (2<sup>nd</sup> & 3<sup>rd</sup> Rds.) in Raleigh held its first meeting in August. The LOC is made up of representatives from official host NC State University, the Greater Raleigh Sports Alliance, the Centennial Authority, the Greater Raleigh Sports Council and many additional area leaders. The LOC's primary objectives are to support NC State in its host role, to roll out the red carpet and enhance the visitor experience for student-athletes, coaches, university officials, spectators and media; and to present Greater Raleigh in the best possible light to a national audience of visiting fans and media members, as well as to television viewers around the world. Tori Collins, GRSA associate director, traveled to Milwaukee for Connect Sports Marketplace. While there, she met with dozens of event owners and rights-holders who represent future potential sports business for Greater Raleigh. August event highlights included the Senior Softball USA Eastern Nationals, which featured more than 50 teams at the Walnut Creek Softball Complex, and the USA Baseball National Team Identification Series, Aug. 22-25 at the USA Baseball National Training Complex in Cary.

[www.visitRaleigh.com](http://www.visitRaleigh.com)

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.



## **PUBLIC RELATIONS**

The Communications Department attended a fast-paced, in-state media mission hosted by The N.C. Division of Tourism at the NASCAR Hall of Fame in Charlotte. The event was attended by more than 35 travel journalists who write for a variety of print, online, television and radio outlets in N.C. and S.C. GRCVB Communications Department staff members promoted fall and holiday happenings, what's new in the area and signature events and festivals. The department also worked in conjunction with the GRCVB's Marketing Department to write press releases on the release of 2012 visitation numbers, as well the promotion of Raleigh's M.A.I.N. Event, a partnership to cross-promote events during the month of September. Ryan Smith participated in the GRCVB's Annual Luncheon's Strategy Sessions.

## **SERVICES**

This second month of the fiscal year was very busy for the Services Department. A primary indicator of our activity is that numbers are running ahead year to date over last year, in both conventions and the VIC. Significant groups hosted in August (over 1000 attendees) included: Carolina Classics at the Capital, NC State Firemen Association and two weekends of the Jehovah Witness NC Conference. Planning visits hosted during the month focused on preparations for hosting IBMA and included two for key vendor logistics (Gary Loeser of The Event Company for décor and Joe Bittel who handles vendors and musicians load in for IBMA), and a separate visit hosting Nancy Cardwell (IBMA executive director) and Eddie Huffman to cover general logistics. Tammy Jeffries, assistant director of services, traveled with Stephen Jackson of the sales team to Kansas City to promote and support Greater Raleigh's bid to host Omega Psi Phi's Annual Leadership Conference for 2017 or 2019. Julie Brakenbury traveled to Denver with the board and local host team for IEEE's EMC Conference to build attendance for hosting EMC here in 2014. Julie also traveled to Chicago with Malinda Harrell of the sales team and a joint host group to support Greater Raleigh's bid to host Allscript's Client Experience here in future years. Services also supported the NC Nursery and Landscape Association at the 2013 conference in Wilmington with attendance promotion for Greater Raleigh hosting NCNLA's Summer Roadshow here in 2014. Finally, we continue to remain very busy with our roles on the Hospitality Subcommittee for the IBMA LOC and preparing to for the launch of our first housing group with Passkey/ GroupMax.

## **MARKETING**

In August, GRCVB's Twitter account (@visitRaleigh) grew to reach 10,000+ followers. On Twitter, the GRCVB Marketing Department shares visitor information and answers questions about attractions, events, dining, deals, giveaways and sweepstakes and unique happenings in the area. In collaboration with research vendor Tourism Economics, the department completed work on a new analysis on the economic impact of tourism in Greater Raleigh, releasing data from the analysis in August board meetings, at the GRCVB Annual Meeting and on visitRaleigh.com (<http://www.visitRaleigh.com/partners/resources-research/>). The Marketing Department also completed work on the GRCVB Annual Report for 2012-2013, distributing it online (<http://www.visitRaleigh.com/partners/annual-report/>). The 2013 GRCVB Annual Meeting was held Thursday, August 29, at the Raleigh Convention Center, with much positive feedback from area partners who attended the music-themed luncheon. The "Music Mania: A summer of wall-to-wall music in Greater Raleigh" ([www.visitRaleigh.com/musicmania](http://www.visitRaleigh.com/musicmania)) leisure visitor campaign continued as concerts and live music festivals entertain visitors to the area night after night, leading to a campaign crescendo the last week of September, as the International Bluegrass Music Association's



World of Bluegrass events close out a virtually non-stop month of festivals/events, termed Raleigh M.A.I.N. Event ([www.raleighmainevent.com](http://www.raleighmainevent.com)). The “31 Days of Art” leisure visitor campaign also continues through October 31; this campaign is centered on the Raleigh area arts events happening every day during October. GRCVB is working with dozens of area arts partners to cross-promote the campaign, arts-related attractions and arts events, to offer giveaways and more. The destination marketing organizations (DMOs) of Chatham, Durham, Johnston, Orange and Wake counties teamed up to launch [www.trianglegrown.com](http://www.trianglegrown.com), a website showcasing the area’s agriculturally-based features that are visitor-friendly—part of the growing national trend known as agritourism. Marketing staff from the five DMOs plan to grow promotions related to the website over time, particularly in terms of social media marketing and Visitor Information Center fulfillment. Director of marketing Jonathan Freeze attended the U.S. Travel Association’s ESTO, Aug. 18-21, in Richmond, Va., where he was a panelist for a session on effective mobile strategy. Under GRCVB’s external advertising plan for the month of August, leisure-related placements appeared on the Collinson Vacation Planning Network, Pandora Internet Radio, shermanstravel.com, Time Warner Cable Media and visitnc.com and in *Southern Living* and an *Our State Travels* e-blast; GRSA-related placements appeared on sportscommissions.org and in *Sports Destination Management* magazine; and meetings-related placements appeared in the *Meetings South 2013-2014 Guide*, *Successful Meetings* magazine, *Convene* magazine and *One+* magazine and on mpiweb.org.



**VISITOR INDUSTRY STATISTICAL REPORT  
AUGUST 2013  
HOTEL OCCUPANCY PRODUCTION**

	Chg. from July '12	Wake County	North Carolina	United States
July 2013 Occupancy %	+4.7%	63.3%	64.3%	71.1%
July 2013 ADR	-0.1%	\$83.85	\$90.07	\$112.18
July 2013 RevPar	+4.6%	\$53.07	\$57.91	\$79.73
2012 YTD Occupancy %	+2.0%	63.3%	58.8%	63.2%
2012 YTD ADR	+1.4%	\$86.73	\$86.36	\$109.95
2012 YTD RevPar	+3.4%	\$54.89	\$50.77	\$69.46

*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 2013	2013/14 YTD	YTD% Chg from 2013
Passenger Enplanements	410,540	2,659,839	-0.1%
Passenger Deplanements	414,676	2,640,983	-0.3%

**RALEIGH CONVENTION CENTER INFORMATION**

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	14	45	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	August 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	5,503	15,599	18,926	-15.5%
Estimated Economic Impact	\$4,251,651	\$9,540,069	\$9,500,000	+0.4%
Number of Definite Bookings	15	33	30	+10%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	August 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	62,818	91,718	56,584	+62.1%
Estimated Economic Impact	\$43,520,991	\$54,255,504	\$37,984,000	+42.8%
Number of Tentative Leads	88	141	88	+60.2%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	August 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	22,540	48,971	17,118	+186 %
Estimated Econ Impact	\$6,122,478	\$15,239,263	\$5,664,400	+169 %



Number of Definite Bookings	7	14	12	+16 %
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**VISITOR SERVICES PRODUCTION**

	August 2013	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	35	105	+46.0%
# of Visitor Info. Center Visitors	992	2146	+11.0%
# of Visitor Inquiries	436	849	+17.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
NC Community College Association of Distance Learning	9/29/13-10/1/13	180	300	\$90,720
The Institute of Emerging Issues	2/9-11/14	350	1,200	\$303,150
PHS Commissioned Officers Foundation for the Advancement of Public Health	6/7-13/14	150	1,000	\$763,050
Lenovo	4/11-18/14	1,325	1,400	\$1,378,314
<b>TOTAL (A)</b>		<b>2,005</b>	<b>3,900</b>	<b>\$2,535,234</b>

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

NCSCA Kick-Off Classic	9/6-7/13	300	1,000	\$104,700
Great American Cross Country	10/3-5/13	1,400	3,750	\$552,350
Skinny Turkey Half-Marathon	11/21/13	400	700	\$85,100
Nat'l Soccer Series Boys Showcase	11/21-23/13	9,000	9,000	\$2,241,000
Nat'l Soccer Series Girls Showcase	12/5-7/13	9,500	9,000	\$2,240,500
D-II Baseball Preseason Tourn.	3/14-18/14	540	245	\$102,460
NCAA D-II Baseball World Series	5/22-6/1/14	1,400	1,000	\$796,368
<b>SPORTS TOTALS (B)</b>		<b>22,540</b>	<b>24,695</b>	<b>\$6,122,478</b>
The American Board of Anesthesiology, Inc.	9/16-20/13	100	25	\$23,100
Ray Price Harley Davidson	9/20-22/13	200	3,300	\$420,600
Independent Garage Owners of NC, Inc.	9/25-28/13	97	200	\$57,975
Int'l Society for Pharmaceutical Engineering (ISPE)	11/11-13/13	40	20	\$9,240



Supreme Council of America Inc., Ancient & Accepted Scottish Rite Mason AND Supreme Grand Chapter of America Inc., Order of Eastern Star	1/15-20/14	290	200	\$121,875
North Carolina Public Health Association	1/21-24/14	196	350	\$105,648
Council for Entrepreneurial Development (CED)	2/25-27/14	60	700	\$92,250
ScienceOnline	2/26/14-3/2/14	850	450	\$275,325
The University of North Carolina	3/21-30/14	760	350	\$334,665
American Society of Agricultural and Biological Engineers	4/6-11/14	265	200	\$108,015
NCSU Department of Forestry and Environmental Resources	9/20-/28/14	640	165	\$167,715
<b>TOTAL GROUP (C)</b>		<b>3,498</b>	<b>5,960</b>	<b>\$1,716,408</b>
<b>Total (A+B+C)</b>		<b>28,043</b>	<b>34,555</b>	<b>\$10,374,120</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>				
USA Fencing D-I Junior Champ.	Jan. 2014	2,515	1,500	\$546,735
U.S. Club Soccer Champions Cup	July 2014	3,500	7,500	\$1,000,000
<b>GROUP SALES</b>				
SAPES (South Atlantic Philosophy Ed. Soc. Annual Meeting	10/11-13/13	120	60	\$27,720
NC FIRST 2014 Regional Robotic Tournament	3/12-16/14	1,000	2,200	\$1,078,080
AKA Legislative Day 2014	4/1-3/14	80	140	\$11,460
NC Division of Aging 2014 Conference	6/11-14/14	110	180	\$48,810
Assault Helicopter Company	6/18-22/14	350	100	\$80,850
Pi Lambda Phi Fraternity	7/30-8/4/14	166	125	\$68,766
Salix Pharmaceuticals, Inc.	11/2-6/14	917	500	\$303,555
CEI-Ensign Sales and Technical Support Training	11/11-15/14	60	27	\$18,072
CESSE	7/12-16/15	1,335	600	\$430,005
NC Mutual Drug Wholesale Company	7/29/15-8/3/15	630	800	\$517,590
American Society of Consultant Pharmacists	10/19-25/15	2,870	1,000	\$803,370
Micah Generations Youth Conference	8/3-7/16	1,295	2,500	\$479,325



National Black Law Students Association	3/12-17/19	331	1,000	\$433,629
<b>GRAND TOTAL</b>		<b>15,279</b>	<b>18,232</b>	<b>\$5,847,967</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2013 NCAA Women's College Cup	1,500	10,000
2014 Rock 'n' Roll Raleigh Marathon & Half-Marathon	5,250	14,000
<b>GROUP SALES</b>		
NC DPI-CTE Workshops (3 separate dates)	200 each	350 each
NC Mutual Drug Wholesale Company	630	800
<b>GROUP TOTAL</b>	<b>8,160</b>	<b>25,850</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Senior Softball-USA Eastern Nationals	Raleigh (Aug. 1-4)
Sports Council Night with RailHawks	Cary (Aug. 3)
GRCVB & Raleigh Convention Center Joint Meeting	Raleigh (Aug. 13)
CASL Ribbon-Cutting at WRAL Soccer Center	Raleigh (Aug. 18)
Connect Sports Marketplace	Milwaukee, WI (Aug. 21-23)
USA Baseball National Team Identification Series	Cary (Aug. 22-25)
NCAA Basketball Local Organizing Committee Mtg.	Raleigh (Aug. 27)
GRCVB Annual Luncheon	Raleigh (Aug. 29)
<b>GROUP SALES</b>	
Omega Psi Phi Leadership Conference	Kansas City, MO (Aug 1-4)
ASAE Annual Meeting & Expo	Atlanta, GA (Aug 3-6)
Kellen Managers Summit	Atlanta, GA (Aug 6-7)
GRCVB/RCC Joint Board Meeting	Raleigh, NC (Aug 13)
PCMA Philly Retreat	Atlantic City, NJ (Aug 14 -15)
CVB Reps Summer Sizzle Networking Event	Alexandria, VA (Aug 15)
CVB Reps Destination Challenge	Ft. Washington, MD (Aug 16)
MPI-CC Triangle Education LITE	Raleigh, NC (Aug 20)
Connect Marketplace	Milwaukee, WI (Aug 22-25)
GAMPI Networking Event	Atlanta, GA (Aug28)
GRCVB Annual Meeting	Raleigh, NC (Aug 29)