



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

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

SEPTEMBER 2014

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 15 percent** for the calendar year beginning January-July 2014 compared to the same period of January-July 2013 and **prepared food and beverage tax collections were up 6.1 percent** during the same period.

### GROUP SALES

Sales brought over 3,367 definite room nights to the table in August, with \$4,538,289 dollars in economic impact attached to those rooms. 80 leads were produced, with 8,567 room nights and \$9,983,816 in economic impact for those leads. Jana Rae Oliver, Director of Sales, traveled to Colorado for sales calls and a regional meeting with Conference Direct, a meeting planning agency. Jamie Rice, Regional Director/National Accounts and Malinda Harrell, Associate Director of Sales, traveled to Minneapolis for MPI-WEC. Jamie also attended a CVB Reps Client event held in Washington, DC, as well as a HIP Networking Event and Potomac MPI August meeting. She traveled to Nashville for the ASAE Annual Meeting and Expo August 9-12. Loretta Yingling, National Sales Manager was in Fayetteville, NC attending the NC Military Business Center Defense and Economic Development Tradeshow. The Group Sales Team attended The GRCVB Annual Meeting and Luncheon.

### SPORTS MARKETING

August sports highlights included the Senior Softball-USA Eastern National Championships, which returned to Raleigh's Walnut Creek Softball Complex for the seventh consecutive year. Approximately 60 teams from 15 states generated an estimated \$500,000 in direct visitor spending. The City of Raleigh and the GRSA were host partners. USA Baseball began one of its busiest stretches of the year, as it began three straight weekends of its National Team Identification Series at its National Training Complex in Cary. The NTIS featured different age groups on each weekend, with the purpose of selecting the top young players in America to compete next summer in USA Baseball's National Team Trials. The GRSA is an event sponsor. Campbell University, the Town of Cary, CASL and the GRSA hosted a site visit for a team of NCAA officials, who visited Cary to continue preparations for the 2014 NCAA Men's College Cup, set for Dec. 12-14 at WakeMed Soccer Park. In that same venue in Cary, the Carolina RailHawks hosted an exhibition match between the U.S. Women's National Team and Switzerland, in front of a sold-out crowd. GRSA associate director Tori Collins traveled to Orlando for the ConnectSPORTS Marketplace. While there, Collins, along with officials from many other North Carolina cities, met with event owners and rights-holders who represent potential future sports business for Greater Raleigh. GRSA's Twitter account @raleighncsports is one of the most popular in the sports tourism industry. It ranks number 10 nationally among all sports commissions, according to research by GRSA staff, and is climbing rapidly with 1,827 followers. GRSA Executive Director Scott Dupree was named CVB &

[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.



Sports Commission Professional of the Year in the category of Sales and Business Development by ConnectSPORTS.

## **PUBLIC RELATIONS**

August was another busy month for media interactions and coverage of the destination. Communications Director Ryan Smith and Mary Brooks, Assistant Marketing Manager attended Travel Media Showcase (TMS) in Lake Charles, LA. TMS is an appointment-based trade show where Smith and Brooks met with over 40 travel, lifestyle and food journalists to pitch Greater Raleigh as a great destination for future editorial. Smith also attended the N.C. Division of Tourism's annual in-state media reception, held at the Nature Research Center at the North Carolina Museum of Natural Sciences, where she pitched the area, its restaurants, attractions, events and other leisure tourism assets to more than 20 media outlets from around the state. In addition to media events there were quite a few individual media visits to the area last month including: Linda Seligman (*Carolina Epicurean* magazine), Zenda Douglas (freelance), Geoff Love (*Fodor's Travel Guides*), Emily Kaufman (The Travel Mom) and Rebecca McCormick (freelance). Stay tuned for future editorial from these writers. Raleigh was also featured in top-tier media outlets last month. As a result of continued proactive pitching and a one-on-one desk-side visit with *The Washington Post* travel editor Andrea Sachs, the paper ran a feature story titled "Raleigh's Art, Science and Sounds" in the Sun., Aug. 10, print and online editions. AAA Carolina's *Go Magazine* featured N.C.'s growing brewery scene and included Raleigh's Crank Arm Brewing, Lonerider Brewing Company and the *Raleigh Beer Guide*. *Instinct* magazine, a leading LGBT publication, featured Raleigh as the travel destination in its Sept. issue. *Instinct* reaches more than 130,000 readers and is trend-setting, fashion-forward, informative and most importantly, smart and humorous. *Instinct* serves anyone interested in the gay perspective on travel, fashion, entertainment, health and fitness, home, auto, technology and dating and relationships. Journalist David Booth Perry visited the area on assignment for the publication in Jan. on a GRCVB-sponsored press tour.

## **SERVICES**

August was a lighter than usual month for us. Compared to last year's group arrivals, we were year to year equal to the previous year. However, due to a slow July start we are still running 9% off from last year's to date numbers. With our Visitor Information Center activity we had lighter than usual visitation for the month and are down by 17% compared to the same time last year. We believe this is due to lighter than normal convention center activity for August and the Marriott meeting space was closed the last two weeks of the month for renovations. Both factors impacted our foot traffic in the VIC. However, a marketing department push to our database to offer visitor guides to promote Labor Day weekend travel plans, resulted in a 20% increase for inquiry activity for the month over the same time last year.

In the way of other activity: our largest group for the month was IEEE's Electromagnetic Compatibility Symposium and Expo. We've been working with the EMC conference for nearly two years now, and it was booked due to the local connector Dr. Bruce Archambeault, Staff Emeritus with IBM. Dr. Archambeault served as the General Chairman of the local host committee as well as being head of the program committee. The EMC attendance was just under 2000, both domestic and international and was representative of a key target market for us (IT). As well, we supported Sales with the UFMCC site visit, toured the new COR Museum with staff, represented GRCVB at our quarterly meeting with NC State Fair staff, Julie attended the summer meeting for NCSU's Parks, Recreation and Tourism Advisory Board, and our services team was all hands on deck to support the staff with our GRCVB Annual Luncheon. Finally in August we hosted our annual Celebrate



Services Event on August 7 at the Triangle Rock Club. This annual event is part of a larger nationwide celebration which highlights the important role of servicing by hosting meetings and events. We co-planned this with our GRSA sports servicing colleagues. Attendees participated on a webinar with other colleagues across the country, enjoyed lunch and later participated in rock climbing at the wonderful Club. Thanks to all who attended, to all services staff who make all Greater Raleigh events memorable, and to Triangle Rock Club for hosting us!

## MARKETING

Executive vice president Loren Gold and marketing staff were on hand for the public kickoff of Raleigh M.A.I.N. Event, held Aug. 1 on the 200 block of Fayetteville St.; M.A.I.N. Event is a collaboration, now in its second year, of 20+ Raleigh event organizers who cross-promote each other's annual festivals and jointly build attendance throughout the whole month of Sept. via music, art, innovation and noise-related events—with logistical support from GRCVB. Assistant marketing manager Mary Brooks accompanied director of communications Ryan Smith to Travel Media Showcase (TMS) in Lake Charles, La., during the week of Aug. 4; TMS is an appointment-based trade show where Smith and Brooks met with more than 40 travel, lifestyle and food journalists to pitch Greater Raleigh as a great destination for future editorials. The Marketing Department hosted a quarterly Cultural Presenters Forum on Aug. 12 at the Wake Forest Renaissance Centre to finalize plans for Oct.'s "31 Days of Art" campaign. The Bureau elected to partner with Destination Travel Network (DTN), a nationally-recognized firm that specializes in effectively managing website advertising programs for destination marketing organizations like GRCVB, and sales of website advertising opportunities on visitRaleigh.com and visitRaleigh.mobi began mid-Aug. The first-time media kit was emailed to area hospitality partners, and more details were shared in individual follow-ups and at GRCVB's Annual Meeting during the week of Aug. 25. The department also recently selected Development Counsellors International (DCI) to aid the Bureau in reassessing its destination brand strategy for the next five years and beyond; the current visitRaleigh brand strategy was first deployed in 2008. The brand tune-up project officially kicked off in Aug. with an immersion visit from DCI consultants and will run through the remainder of the calendar year. The Bureau released its Annual Report, detailing progress toward increasing the area's visitor and convention business during fiscal year 2013–2014. A letter from 2013–2014 board chairman Bill Gant highlights key performance measures and destination marketing accomplishments, and the report gives more detailed highlights from each GRCVB department; review the full report at <http://www.visitRaleigh.com/partners/annual-report/>. Under GRCVB's external advertising plan for the month of Aug., leisure-related placements appeared on Collinson Media's travel channel, Pandora Internet Radio, shermanstravel.com and visitnc.com and in *The Local Palate* and *Our State* magazines and an *Our State* Travels email; GRSA-related placements appeared on sportscommissions.org, sportseventsmagazine.com, sportstravelmagazine.com and *Sports Business Journal* online and in *Sports Business Journal* and *Sports Destination Management* print editions; meetings-related placements appeared in AENC's and MPI-CC's annual directories, on AENC's, MPI's and PCMA's websites and in *Meetings Focus*, *Prevue*, *Smart Meetings*, *Successful Meetings*, *The Meeting Professional* and *Convene* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT  
JULY 2014  
HOTEL OCCUPANCY PRODUCTION**

	<b>Chg. from July'13</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>
July 2014 Occupancy %	+12.8%	71.3%	68.4%	73.6%
July 2014 ADR	+5.5%	\$88.58	\$94.16	\$117.81
July 2014 RevPar	+19.0%	\$63.18	\$64.41	\$86.71
2014 YTD Occupancy %	+9.1%	69.1%	61.5%	65.1%
2014 YTD ADR	+5.1%	\$91.13	\$90.17	\$114.71
2014 YTD RevPar	+14.6%	\$62.94	\$55.46	\$74.73

*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 2014*

	<b>JULY 2014</b>	<b>2014 YTD</b>	<b>YTD% Change from 2013</b>
Passenger Enplanements	444,405	2,740,861	+3.0%
Passenger Deplanements	441,696	2,722,471	+2.7%

**RALEIGH CONVENTION CENTER INFORMATION**

<b>Activity by Year</b>	<b>2008</b>	<b>09</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>Total</b>
At RCC (Definite)	14	45	55	60	54	60	58	31	18	13	9	5	4	0	0		426
At RCC (Tentative)							3	21	16	11	8	5	2				66

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	<b>August 2014</b>	<b>YTD</b>	<b>14/15 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	3,367	6,869	18,926	-63.7%
Estimated Economic Impact	\$4,538,289	\$6,570,159	\$10,000,000	-34.3%
Number of Definite Bookings	18	35	30	+16.7%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>August 2014</b>	<b>YTD</b>	<b>14/15 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	8,567	99,899	84,876	+17.7%
Estimated Economic Impact	\$9,983,916	\$67,348,960	\$59,250,000	+13.7%
Number of Tentative Leads	8	149	138	+8%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	August 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	23,350	36,265	17,460	+ 108 %
Estimated Economic Impact	\$5,374,600	\$8,675,235	\$5,781,020	+ 50%
Number of Definite Bookings	5	11	12	-8%

**VISITOR SERVICES PRODUCTION**

	August 2014	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	35	95	-9.5%
# of Visitor Information Center Visitors	834	1770	-17.0%
# of Visitor Inquiries	408	1024	+20.0%

**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>				
Center for Geographic Information & Analysis	02/24-/27/15	375	850	\$315,930
NC Music Educators Assn	4/30 - 5/3/15	64	3,000	\$1,047,186
American Meteorological Society	6/15-21/15	205	200	\$271,042
<b>TOTAL (A)</b>		<b>644</b>	<b>4,050</b>	<b>\$1,634,158</b>

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

USSSA Church Softball Worlds	8/15-16/14	250	750	\$127,200
CASL Girls Showcase	11/20-23/14	10,000	9,000	\$2,240,000
CASL Boys Showcase	12/11-14/14	11,000	9,000	\$2,389,000
USTA National Campus Champ.	4/9-11/15	600	800	\$282,400
NIRSA National Basketball Champ.	4/16-18/15	1,500	1,250	\$336,000
<b>SPORTS TOTAL (B)</b>		<b>23,350</b>	<b>20,800</b>	<b>\$5,374,600</b>
Elliot Family Reunion	8/14-17/14	85	75	\$62,734
Cryptolina	8/15-17/14	80	500	\$362,934
Internet2	9/4-6/14	40	60	\$34,840
Farm Aid	9/12-14/14	1,607	780	\$1,531,534
Wells Fargo Home Mortgage	9/16-18/14	24	20	\$6,480



Meridian International Brazilian International Brazilian Educators Group	9/17-21/14	30	40	\$33,256
Ray Price Harley Davidson	9/25-28/14	200	200	\$412,538
White-Young-Kay Family Gathering	10/17-19/14	12	9	\$5,844
The Institute of Environmental Sciences and Technology (IEST)	10/26-31/14	135	200	\$108,405
Gelety/Purvis Wedding	12/30-1/1/15	30	125	\$19,800
Delta Sigma Theta	3/13-15/15	105	200	\$201,970
The Institute for Liquid Atomization and Spray Systems	5/16-20/15	233	125	\$90,783
BIO Biotechnology Industry Organization	11/15-18/15	142	120	\$52,809
<b>SALES TOTAL (C)</b>		<b>2,723</b>	<b>2,454</b>	<b>\$2,923,930</b>
<b>Total (A+B+C)</b>		<b>26,717</b>	<b>27,304</b>	<b>\$9,932,688</b>

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

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
NCAA Men's Basketball Champ.	2016-18	10,000	53,000	\$4,200,000
NCAA M/W Golf Regionals	2016-18	350	200	\$70,000
<b>GROUP SALES</b>				
Meridian International Brazilian Educators Group	9/17-21/14	30	40	\$33,256
Hispanics In Philanthropy HIP Meeting	11/12 - 14/14	30	100	\$28,976
SHRM SE Regional Student Workshop	3/5-7/15	214	150	\$67,452
Delta Sigma Theta NC State Meeting	3/13-15/15	104	750	\$201,970
NC All State Chorus	5/1-2/15	20	3,000	\$4,620
Southeastern Association of School Business Officials Board Meeting	5/26-30/15	36	23	\$18,790
Signature EquipoVision Conference	6/10-14/15	1,283	5,500	\$1,655,198
NC Restaurant and Lodging 2015 Expo	9/17-23/15	360	300	\$347,113
Software Architecture Technology User Network Workshop	5/1-6/16	375	250	\$257,030
NC Restaurant and Lodging 2016 Expo	9/16-21/16	360	300	\$347,113
Licensed Professional Counselors of NC 2016 Annual Conference	10/19-23/16	200	500	\$428,894





2017 Society of Emergency Medicine Physician Assistants	3/31-4/7/17	1,439	700	\$630,504
Omega Psi Phi 2017 Leadership Conference	7/17-23/17	1,404	2,000	\$1,217,988
NC Restaurant and Lodging 2017 Expo	9/15-20/17	360	300	\$347,113
2018 Society of Emergency Medicine Physician Assistants	4/20-27/18	1,439	700	\$630,504
2019 Society of Emergency Medicine Physician Assistants	4/12-19/19	1439	700	\$630,504
<b>GRAND TOTAL</b>		<b>19,443</b>	<b>68,513</b>	<b>\$11,117,025</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2014 NCAA Men's College Cup	750	360,000
<b>GROUP SALES</b>		
American Planning Association – NC Chapter	330	500
Caterpillar - Global Industry Team Meeting	1,020	200
North Carolina Association of Metropolitan Planning Organizations	350	400
SHRM SE Regional Student Workshop	214	150
Universal Fellowship of Metropolitan Community Churches of Christ	4,545	1,500
<b>GROUP TOTAL</b>	<b>7,209</b>	<b>362,750</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Senior Softball-USA Eastern Nationals	Raleigh (July 30-Aug. 3)
NCSA Executive Committee Meeting	Durham (Aug. 12)
CASL Hospitality Event at RailHawks	Cary (Aug. 16)
GRCVB/RCC Joint Board Meeting	Raleigh (Aug. 19)
National Team Identification Series at USA Baseball	Cary (Multiple Dates)
ConnectSports Marketplace	Orlando, FL (Aug. 20-23)
GRCVB Strategy Sessions & Annual Luncheon	Raleigh (Aug. 27)
Greater Raleigh Sports Council Quarterly Event	Durham (Aug. 31)
<b>GROUP SALES</b>	
MPI-WEC	Minneapolis, MN (Aug 3-5)
NC Military Business Center Defense and Economic Development Tradeshow	Fayetteville, NC (Aug 5)
CVB Reps Client Event	Washington, DC (Aug 6)



ASAE Annual Meeting & Expo	Nashville, TN (Aug 9-12)
Healthcare Business Association RTP Chapter Meeting	Chapel Hill, NC (Aug 18)
PMPI August Meeting	Washington, DC (Aug 19)
HIP Networking Event	Washington, DC (Aug 21)
Connect Marketplace	Orlando, FL (August 28-30)