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# Tourism Economic Development Report

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An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

SEPTEMBER 2015

## WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 11.3 percent** for the calendar year beginning January-July 2015 compared to the same period of January-July 2014 and **prepared food and beverage tax collections were up 10.6 percent** during the same period.

## GROUP SALES

The Sales team was able to create a number of opportunities to promote meeting in our great destination of Raleigh, NC by being front and center at key Industry Events. Regional director, national accounts, Jamie Rice along with Wake County partners exhibited at the American Society of Association Executives Annual Meeting and Expo, in Detroit, Mich. This event attracted thousands of Meeting professionals to their tradeshow and educational sessions. Rice is also an active member of the Potomac Chapter of Meeting Professionals International (PMPI) and she participated in their monthly chapter meeting in Washington, DC. The Annual CVB Representatives Summer Splash Client Event was hosted in Alexandria, VA, Rice attended and was also accompanied by executive vice president Loren Gold. Director of sales Malinda Harrell, CMP, CASE, virtually presented area updates to the Helms Briscoe NC Team at their Summer Meeting. National sales manager Loretta Yingling, CMP, hosted appointments at Connect Marketplace, in Pittsburgh, Pa. This created opportunities to connect with potential clients in the Northeast to spread the word about meeting in Raleigh, N. C.

## SPORTS MARKETING

August sports highlights included the Senior Softball-USA Eastern Nationals, held at Raleigh's Walnut Creek Softball Complex. The event drew 60 men's and women's teams from 13 states and from as far away as Wisconsin. The Eastern Nationals generated approximately \$500,000 in direct visitor spending. The Town of Cary hosted the North Carolina Soccer Coaches Association Kick-Off Classic at WakeMed Soccer Park. The season-opening event attracted 40 high school boy's teams from throughout North Carolina. The GRSA is an event sponsor. It was a busy month for USA Baseball, which hosted a series of national team training and trials for multiple age classifications at its National Training Complex in Cary. Raleigh's NCAA Basketball Local Organizing Committee held its first meeting of the fall, in preparation for the 2016 First & Second Rounds, set for March 17-19 at PNC Arena. The Greater Raleigh Sports Alliance submitted a proposal to host the AAU Karate National Championships from 2017-2019 at the Raleigh Convention Center. The same event was held here this summer (in July) for the first time and was an unquestioned success, generating almost 4,000 hotel room nights and \$1.1 million in direct visitor spending. Two Greater Raleigh events have been nominated for 2015 SportsTravel Awards. The CASL visitRaleigh.com National Soccer Series has been nominated for top "Amateur Series or Circuit," while the NCAA Baseball Division II World Series in Cary has been



nominated for best “Collegiate Single-Sport Event.” Award winners will be announced at the TEAMS annual conference in Las Vegas in November.

## **PUBLIC RELATIONS**

The Communications Department had another productive month promoting Raleigh to local, regional and national media for current and future editorial. Director of communications Ryan Smith and Bureau CEO Denny Edwards held a media breakfast at the Raleigh Marriott City Center in conjunction with Wake County Economic Development. The purpose of the breakfast was to introduce members of the local media to ongoing joint PR initiatives that both the GRCVB and WCED are undertaking. Visiting media this month included Karen Cicero, freelance travel journalist and frequent contributor to Parents Magazine, during a research trip to the area. CNN Travel Insider interviewed country music star and Raleigh native Scotty McCreery about his favorite places in Raleigh which included Angus Barn, North Carolina Sports Hall of Fame and Pullen Park and the popular family travel blog, HaveBabyWillTravel.com featured Raleigh as a great family friendly vacation destination. Planning is in full force for the Society of American Travel Writers Eastern Chapter Meeting, April 24-27.

## **SERVICES**

In August, for convention and event services we moved ahead by 18% over groups serviced in the same period last year. Visitors to the Visitor Information Center saw a good increase at 4% over last year. Our visitor inquiries continue to decline, but we’re making up for that in terms of visitor guide deliveries to our partners. This proactive delivery service continues to grow, and this month we reached 41 partners with 3,899 visitor guides. One of the by-products of the service facilitated by Linda Bonine is an increased communication level that seems to be happening. Linda makes the news that they have received via electronic communication come alive, and it results in more partnerships and ideas. We are excited that this service is working so well! In terms of projects, we were involved in the following: Tammy Jeffries conducted the bimonthly taxi training with Raleigh PD, Reggi Powell conducted a “Welcome to Raleigh” presentation for new students at NCSU’s Engineering School, Julie Brakenbury hosted a planning visit for staff and the local host committee for The Wildlife Society in preparation for hosting TWS here in 2016, Tammy Jeffries, Gray Henderson and Melanie Martin represented our department at the RCC/ GRCVB Joint Boards Meeting, we recruited and trained two new tourism ambassadors, primary groups for the month included the 4,000 attendee NC State Firemen’s Association at the RCC and the 700+ attendee Apostolic Faith Fellowship International at the Hilton N. Raleigh Midtown, and Julie represented our CVB at one of the public hearings hosted by City of Raleigh in preparation for increasing parking fees for COR public garages. Finally, we are excited to welcome our summer intern Darius Hargrove. Darius is a Parks, Recreation and Tourism major from NC State and will be a great asset to our department in the busy fall season ahead.

## **MARKETING**

In Aug., the Marketing Department welcomed fall intern Hannah Abernethy; Abernethy is a cultural anthropology graduate student at North Carolina State University and has studied abroad and participated in field research in destinations such as Cape Town, South Africa, and Guatemala. She will be helping GRCVB with numerous tasks, including destination marketing research. Director of marketing Jonathan Freeze, CDME, CHIA, completed coordination and volunteer work on behalf of the 3rd annual Raleigh M.A.I.N. Event, the month-long celebration of Music, Art, Innovation and Noise, comprised of 20+ annual festivals and events happening in Sept. Senior marketing manager Derek



Allman attended the Destination Marketing Association of N.C. Board Meeting, Aug. 12, in Winston-Salem. The department finished preparations for and participated in GRCVB's 2015 Annual Meeting, Aug. 27, at the Raleigh Convention Center. Additional projects that were completed in conjunction with the timing of this year's Annual Meeting included: (a) the Raleigh, N.C., Brand Kit (now available at [www.raleighncbrand.com](http://www.raleighncbrand.com)); (b) a new About Raleigh, N.C., subsection at [visitRaleigh.com](http://visitRaleigh.com) featuring profiles of three passionate-minded locals (of many more yet to come); and (c) the Bureau's Annual Report for 2014-2015 (now available at [www.visitRaleigh.com/annualreport](http://www.visitRaleigh.com/annualreport)). Each project represented the culmination of months of planning and content development. Under GRCVB's external advertising plan for the month of Aug., leisure-related placements appeared on [tripadvisor.com](http://tripadvisor.com) and [visitnc.com](http://visitnc.com) and in *Garden & Gun* magazine; GRSA-related placements appeared in *Sports Business Journal* and on [sportscommissions.org](http://sportscommissions.org), [sportseventsmagazine.com](http://sportseventsmagazine.com), [sportstravelmagazine.com](http://sportstravelmagazine.com) and SBJ's websites; and meetings-related placements appeared in AENC's annual directory and on MPI's online Global Marketplace and website and AENC's website.



**VISITOR INDUSTRY STATISTICAL REPORT  
JULY 2015  
HOTEL OCCUPANCY PRODUCTION**

	<b>Chg. from July '14</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>
July 2015 Occupancy %	+1.3	72.4%	70.8%	75.3%
July 2015 ADR	+6.0	\$93.44	\$98.15	\$124.32
July 2015 RevPar	+7.4	\$67.67	\$69.46	\$93.61
2015 YTD Occupancy %	+3.3	71.5%	63.9%	66.7%
2015 YTD ADR	+4.8	\$94.99	\$94.08	\$119.91
2015 YTD RevPar	+8.2	\$67.95	\$60.09	\$79.94

*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 2015*

	<b>JULY 2015</b>	<b>2015 YTD</b>	<b>YTD% Change from 2014</b>
Passenger Enplanements	471,809	2,819,223	+2.9%
Passenger Deplanements	474,251	2,806,318	+3.1%

**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 2015</b>	<b>YTD</b>	<b>15/16 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	2,154	9,039	20,480	-55.9%
Estimated Economic Impact	\$2,352,462	\$5,628,746	\$10,280,096	-45.2%
Number of Definite Bookings	22	51	32	+59.4%



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	August 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	69,098	148,149	61,230	+142.0%
Estimated Economic Impact	\$8,872,845	\$80,522,994	\$41,102,492	+95.9%
Number of Tentative Leads	110	261	94	+177.7%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	August 2015	YTD	15/16 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	14,445	32,233	18,027	+ 78%
Estimated Economic Impact	\$4,327,655	\$11,986,788	\$5,961,900	+ 101%
Number of Definite Bookings	8	15	13	+ 15%

**VISITOR SERVICES PRODUCTION**

	August 2015	FY 15/16 YTD	YTD% Chg from 14/15
# of Groups Serviced	45	92	+18.0%
# of Visitor Information Center visitors	732	1,845	+4.0%
# of Visitor Inquiries	282	586	-43.0%

**VISITOR GUIDE DELIVERY SERVICE TO PARTNERS**

*This is a new service that we have begun as of October 2014*

	August 2015	2015 YTD	YTD % Chg from 14/15
Partners Serviced	41	101	**baseline #s for first year
Visitor Guides Delivered	3,899	10,253	**baseline #s for first year



### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
MAPL Volleyball	3/10-12/16	3,590	4,700	\$832,910
NCHSAA Volleyball	11/5-6/15	685	2,660	\$431,315
<b>Sales Convention Center Definite</b>				
PAC World- Protection, Automation and Control World	8/30-9/3/15	190	500	\$264,735
NC Community College Association of Distance Learning	10/25-27/15	180	300	\$90,720
Association Executives of North Carolina	12/8-10/15	142	100	\$129,989
NC Department of Transportation	4/11-14/16	200	300	\$451,398
Association Executives of North Carolina	12/6-8/16	142	100	\$129,290
<b>TOTAL (A)</b>		<b>5,129</b>	<b>8,660</b>	<b>\$2,330,357</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Impact Fall Baseball Championships	10/24-25/15	400	600	\$119,600
Cary Pro Tennis Championship	9/14-20/15	600	150	\$117,900
NCHSAA W Individual Tennis	10/30-31/15	60	269	\$41,790
NCHSAA Men's Soccer	11/20-21/15	610	2,745	\$442,640
CASL NSS Girls Junior Showcase	11/6-7/15	5,000	7,500	\$1,245,000
CASL NSS Boys Junior Showcase	11/13-14/15	3,500	7,500	\$1,096,500
<b>SPORTS TOTAL (B)</b>		<b>10,170</b>	<b>18,764</b>	<b>\$3,063,430</b>



Itron	8/17-19/15	28	14	\$11,731
Caraway Group	9/10-13/15	30	20	\$15,338
North Carolina Office of Economic Opportunity	10/4-9/15	420	200	\$160,692
AICC, The Independent Packaging Association	10/20-21/15	20	20	\$7,662
Burroughs Wellcome Fund	11/2-3/15	10	10	\$5,454
Med-El Corporation	1/10-17/16	385	55	\$116,257
Burroughs Wellcome Fund	3/15-17/16	30	15	\$11,891
Burroughs Wellcome Fund	4/19-21/16	24	12	\$9,512
Burroughs Wellcome Fund	4/26-28/16	24	12	\$9,512
Burroughs Wellcome Fund	5/2-3/16	5	7	\$3,786
Burroughs Wellcome Fund	5/17-19/16	16	12	\$10,819
Burroughs Wellcome Fund	6/21-22/16	7	7	\$3,786
Cokley Wedding	9/9-11/16	50	35	\$23,151
Burroughs Wellcome Fund	9/21-22/16	5	5	\$2,704
Burroughs Wellcome Fund	10/25-27/16	16	12	\$11,881
Burroughs Wellcome Fund	12/4-6/16	100	50	\$40,512
<b>Total (C)</b>		<b>1,170</b>	<b>486</b>	<b>\$444,688</b>
<b>Total (A+B+C)</b>		<b>16,469</b>	<b>27,910</b>	<b>\$5,838,475</b>



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

	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
U.S. Lax SE Championship	June/July 2016	1,000	2,000	\$250,000
U.S. Lax U15 Nationals	June/July 2017	2,000	3,200	\$600,000
<b>GROUP SALES</b>				
Becton Dickinson	10/5-8/15	130	40	\$36,064
The Corporation for National and Community Service	11/2-6/15	311	180	\$130,660
Corning Commercial	11/2-4/15	61	30	\$20,099
Warefarecology	11/3-6/15	55	550	\$82,709
NC Wine Festival	11/6-7/15	30	4,000	\$494,127
Carolinas Council of Housing Redevelopment & Codes Officials	1/30/16-2/1/16	150	100	\$49,865
North Carolina Council on Developmental Disabilities	2/10-11/16	40	50	\$12,912
East Coast Greenways Alliance	4/17-18/16	100	350	\$101,807
Financial Therapy Association	4/26-29/16	122	90	\$38,357
American Quarter Horse Association	4/29/16-5/8/16	1,605	1,860	\$1,298,533
Military Group Reunion	5/5-8/16	90	60	\$32,402
North Carolina Council on Developmental Disabilities	5/11-12/16	40	50	\$12,912
16351 Ortho POA and 16461 GI-URO POA Meetings	7/11-15/16	800	375	\$396,223
North Carolina Council on Developmental Disabilities	8/10-11/16	40	50	\$12,912
Governors Highway Safety Program	8/16-19/16	920	600	\$461,688





North Carolina Council on Developmental Disabilities	11/16-17/16	40	50	\$12,912
National Academic Advising Association	2/1-10/17	582	130	\$203,958
D-P Planning Meetings & Events	3/30/17-4/5/17	1,905	1,200	\$885,652
Software Architecture Technology User Network Workshop	4/23-27/7	385	225	\$187,060
International Chinese Statistical Association	5/20-24/17	975	500	\$342,586
Text and Academic Authors Association	6/7-10/17	185	150	\$81,208
Tabernacle of Prayer	7/16-22/17	220	225	\$134,608
Association Executives of North Carolina	12/12-14/17	142	500	\$139,941
Landis+Gyr Annual Exchange Conference	5/13-19/18	1,615	450	\$489,243
Tabernacle of Prayer	7/15-21/18	220	225	\$136,831
Southern Independent Booksellers Alliance	9/26-30/18	565	800	\$512,711
Association Executives of North Carolina	12/11-13/18	142	500	\$139,941
NC Head Start Association	3/12-14/19	575	800	\$144,525
Association Executives of North Carolina	12/10-12/19	142	500	\$139,941
NC Head Start Association	3/17-19/20	575	800	\$144,525
NC Head Start Association	3/16-18/21	575	800	\$144,525
Association for Research on Nonprofit Organizations and Voluntary Action	11/14-19/22	1,225	1,500	\$773,756
<b>GRAND TOTAL</b>		<b>17,562</b>	<b>22,940</b>	<b>\$8,645,193</b>



### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
NC AAU Baseball	TBD	TBD
<b>GROUP SALES</b>		
International Microelectronics and Packaging Society	1,245	2,000
Governors Highway Safety Program	920	600
<b>GROUP TOTAL</b>	<b>2,165</b>	<b>2,600</b>

### TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Sports Council / RailHawks Quarterly Event	Cary (Aug. 1)
Town of Apex Parks Planning Meeting	Apex (Aug. 2)
Senior Softball-USA Eastern Nationals	Raleigh (Aug. 4-9)
GRCVB / Raleigh Convention Center Joint Meeting	Raleigh (Aug. 18)
Raleigh NCAA Local Organizing Committee	Raleigh (Aug. 20)
USOC Sportslink	Pittsburgh, PA (Aug. 25-27)
Connect Sports Marketplace	Pittsburgh, PA (Aug. 27-29)
NCSCA High School Kick-Off Classic	Cary (Aug. 28-29)
<b>GROUP SALES</b>	
American Society of Association Executives Annual Meeting and Expo	Detroit, MI (Aug. 8-11)
CVB Representatives Summer Splash Client Event	Washington, D.C. (Aug. 19)
Meeting Professionals International – Potomac Chapter	Washington, D.C. (Aug. 20)



Connect Marketplace	Pittsburgh, PA (Aug. 26-30)
Raleigh Chamber Working Mothers Luncheon	Raleigh, NC (Aug. 26)

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