

For Immediate Release
July 1, 2010

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Raleigh Area Prepares for Unprecedented Month of Meetings, Conventions and Sports Events

Raleigh, NC (July 1, 2010) – The Greater Raleigh Convention and Visitors Bureau (GRCVB) is preparing for a record-breaking month of 12 major meetings and conventions, as well as 10 national sports events. The 22 events will welcome more than 41,000 attendees, collectively producing approximately \$20 million in estimated economic impact. This month also welcomes the largest convention that Raleigh has hosted to date when Omega Psi Phi Fraternity Inc. holds its 76th International Grand Conclave, July 21-30.

“The entire staff of the GRCVB, as well as our Wake County hospitality partners, have spent countless hours working hand-in-hand with these groups to plan, coordinate and create a welcoming and engaging Greater Raleigh experience,” said Dennis Edwards, President and CEO of the Greater Raleigh Convention and Visitors Bureau.

The GRCVB works not only with the event organizers to present the Raleigh area’s best attributes and services, but also with local businesses through the Red Carpet Welcome Program. This unique program gives restaurants, hotels, retail vendors, transportation companies and other organizations, which have a role in Wake County’s \$1.5 billion tourism industry, an opportunity to showcase products and services to the more than 10.34 million visitors per year.

Highlighted events taking place throughout the month of July include:

USA Baseball National Training Center (Four tournaments hosted by USA Baseball)

June 30-July 4 / July 7-11 / July 14 / July 15 / July 26-29 – USA Baseball National Training Complex
Total Visitors: 1,250; Total Room-Nights: 1,960; Estimated Economic Impact: \$500,000

National Agents Alliance 2010 Leadership Conference

July 8-11 – Raleigh Convention Center, Raleigh Marriott City Center, Sheraton Raleigh Hotel
Peak Attendance: 2,500; Total Room-Nights: 1,790; Estimated Economic Impact: \$1.3 million

AME Zion Church

July 9-22 – Raleigh Convention Center and hotels throughout the area
Peak Attendance: 3,500; Total Room-Nights: 6,180; Estimated Economic Impact: \$5.3 million

PONY Softball 12U and 14U Fastpitch Nationals (Hosted by Raleigh Jaycees)

July 16-23 – Multiple Town of Cary venues and hotels throughout the area
Total Visitors: 3,500; Total Room-Nights: 6,500; Estimated Economic Impact: \$1.8 million

Omega Psi Phi Fraternity Inc. 76th International Grand Conclave

July 21-30 – Raleigh Convention Center and hotels throughout the area
Peak Attendance: 15,000 – 20,000; Total Room-Nights: 9,070; Estimated Economic Impact: \$7.2 million

Jehovah's Witness Annual Convention

July 29-31 – RBC Center and hotels throughout the area

Peak Attendance: 10,000; Total Room-Nights: 9,600; Estimated Economic Impact: \$3.5 million

“From world-class sporting events to association, religious and fraternal meetings, having a diverse roster of groups choosing the Raleigh area shows that our area is a dynamic place to meet and play,” said Edwards. “We find that many groups choose the Raleigh area over similar cities due to ease of access, top rated facilities and our genuine southern hospitality; and we continue to prove over and over why those reasons hold true.”

**Conventions, meetings and sports events mentioned in this release are only those that are associated with GRCVB Sales and Sports Marketing. Individual venues and accommodations also host meetings and events and do not factor into the above figures.*

The Greater Raleigh Convention & Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.