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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)

APRIL 2009

### WAKE COUNTY CAPSULE

For the second month of calendar year 2009, Wake County **hotel occupancy tax collections were down 5.6% percent** over 2008.

### GROUP SALES

The Sales Department continues to produce leads at a rapid pace. A record number of 46 leads were sent to our partners in March, totaling over \$19 million in potential economic impact. By the end of the month, our sales team had conducted 18 site inspections. We brought in for two days five regional members of the Hinton + Grusich sales team, who toured hotels and the Raleigh Convention Center, learning the history as well as current and future information necessary for them to effectively aid us in selling our destination. Nine definite bookings this month totaled nearly \$3.5 million of definite economic impact coming to our county.

### SPORTS MARKETING

Eight more assisted definite bookings in March pushed the department's total hotel room-nights for the fiscal year past the 100,000 mark. ... Major bookings in March included the 2009 USYS Presidents Cup, a pair of AAU Boys Basketball Super Regional's, and the Coastal Cup Inline Hockey National Championship. (Details on each event are included below.) ... The first sports tournament was held in the new Raleigh Convention Center, as the Mid-Atlantic Power League Volleyball Championship took place March 13-15. More than 50 girls' teams, most from out of state, competed in the event hosted by the Triangle Volleyball Club. ... NC State and its host partners, including GRCVB, welcomed the NCAA Women's Basketball Raleigh Regional to the RBC Center from March 28-30. The nationally-televised tournament created tremendous media exposure and visibility for the Raleigh area in general and the RBC Center in particular. ... The Town of Cary, CASL, GRCVB and Campbell University joined forces to submit a bid for the 2010 NCAA Men's Soccer College Cup which, if successful, would take place one weekend after 2010 NCAA Women's College Cup at WakeMed Soccer Park. ... GRCVB hosted the quarterly meeting of the NC Sports Association at the Marriott City Center hotel. ... Tori Collins spoke to an NC State class on careers entitled "Transitions for the College Graduate."

### PUBLIC RELATIONS

The Communications Department spent a significant amount of time in March assisting arriving meeting and convention groups, as well as sporting events, with communications needs and developing targeted public relations strategies. Groups assisted include: Queens Together, National Genealogical Society, Black Data Processors Association, International World Wide Web Conference, Black Heritage Championship Swim Meet and Mid-Atlantic Power League Volleyball Tournament. Media request for photos, background information and story ideas were plentiful this month, and many articles will appear in the following months in publications such as: Spirit (Southwest Airlines), GO Magazine, Conde Nast Traveler Online, Washington Post, Meetings & Conventions and Small Market Meetings.

### SERVICES

March historically is a busy month for group arrivals, and March 2009 was no exception. Year-to-date we are running 12% over last year in total groups serviced. Raleigh Convention Center-based groups included NC Technology in Education, NC Association of Educators, NC Association of School Administrators, Council for Accreditation of Law Enforcement Association among many others--all very successfully hosted and with planners very pleased with their 2009 conventions. In the way of other Services news, March was very busy with



preparation for future groups including planning visits for Queens Together Motorcycle Club (April), Black Data Processing Association (August), and American Chamber of Commerce Executives (July). The Visitor Information Center reported record attendance for the month with 1,390 walk-in visitors (compared to previous "regular" months of 500-600 visitors). This large spike in attendance was the result of the co-hosting, with the Raleigh City Museum, of First Friday for March. First Friday is an evening coordinated by Downtown Raleigh Alliance, with expanded hours for downtown galleries, shops, museums, and restaurants. Raleigh City Museum launched a new exhibit and did a wonderful job of marketing via social media to help boost attendance; live music was performed and GRCVB hosted the food for the reception. It was a great evening with over 700 visitors coming in during the three-hour reception. We look forward to other cooperative efforts for future First Fridays and believe this will become a new way to promote the VIC and GRCVB's mission and purpose. Overall VIC numbers year to date are: 7,211 phone calls, 7,167 visitors, 1,241 email inquiries, 618 voice mail inquiries and 124 school packet requests. GRCVB Tourism Ambassadors contributed a total of 138 volunteer hours for staffing the VIC, conventions and sports events. We are very busy and very pleased with our productivity for all areas of Services.

## **MARKETING**

In March, the Marketing Department coordinated and finalized the Bureau's business plan in support of the budget planning and strategic planning for fiscal year 2009-10. Jointly with IT, the department is exploring tactics of social media marketing and promotion for targeting new and different niches of visitors in the coming year. The Marketing Department rolled out the ZSpotCard sales incentive program to its Cary hotel clusters and finalized all Greater Raleigh offers on a new and improved ZSpotCard website, debuting in early April. Also under Internet marketing, "Sensory Overload," a microsite promoting more than 150 events this May, launched with Greater Raleigh's leisure visitors (<http://www.visitRaleigh.com/may/>). Under publication news, the new Official Visitors Guide to Raleigh, Cary and Wake County is now in use by leisure and business travelers. GRCVB will distribute 225,000 copies of the guide over the next 12 months and serve even more visitors with the online guide and the listings at [visitRaleigh.com](http://www.visitRaleigh.com). Under advertising, GRCVB ran leisure-related ads in *AAA Carolinas GO Magazine* and *Our State*, a meetings-related ad in *Successful Meetings* and sports-related ads in *Sports Destination Management* and *Sports Travel*.



**VISITOR INDUSTRY STATISTICAL REPORT  
MARCH 2009  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Feb 08	Wake County	North Carolina	United States
Feb 2009 Occupancy %	-12.5%	55.3%	49.0%	53.2%
Feb 2009 ADR	-3.2%	\$84.56	\$77.72	\$100.41
Feb 2009 put out	-15.3%	\$46.74	\$38.06	\$53.42
2009 YTD Occupancy %	-13.2%	50.6%	44.6%	49.4%
2009 YTD ADR	-3.3%	\$84.66	\$77.03	\$100.54
2009 YTD Put out	-16.1%	\$42.84	\$34.39	\$49.63

*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*

	February 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	298,697	599,673	-14.5%
Passenger Deplanements	293,335	609,633	-14.0%

**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	44	33	21	12	10	7	4	2	3	1	1		1			154
At RCC (Tentative)	-	2	16	18	15	8	7	4	1	-	-	-	-	-	-	-	71

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	March 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	2564	107258	74,808	+43%
Estimated Economic Impact	\$3,442,170	\$66,845,403	\$37,500,003	+78%
Number of Definite Bookings	9	149	234	-36%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	March 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	45,781	313,092	236,250	+33%
Estimated Economic Impact	\$19,418,388	4179,685,597	\$161,253,060	+12%
Number of Tentative Leads	46	412	360	+14%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	March 2009	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	8,876	102,349	69,000	+ 48%
Estimated Econ Impact	\$2,587,464	\$26,932,733	\$22,500,000	+ 19%
Number of Definite Bookings	8	54	49	+ 10%

**VISITOR SERVICES PRODUCTION**

	March 2009	FY 08/09 YTD	YTD% Chg from 07/08
Number of Groups Served	33	297	+12.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
N/A				
<b>SPORTS TOTAL (A)</b>		<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
N/A				
<b>GROUP TOTAL (B)</b>		<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Senior Softball USA Qualifier	5/15-17/09	50	250	\$36,950
2009 USYS Presidents Cup	7/16-19/09	1,600	1,200	\$357,400
AAU BBall Super Reg. (10-13)	4/9-12/09	1,900	3,000	\$601,600
AAU BBall Super Reg. (14-18)	6/4-7/09	1,900	3,000	\$601,600
AAU Boys B-Ball 16-U Pool	5/1-3/09	766	1,530	\$221,174
AAU Boys B-Ball State Champ.	4/24-26/09	800	700	\$141,200
Coastal Cup Southeast Regional	4/24-26/09	660	1,320	\$190,740
Coastal Cup National Champ.	5/22-25/09	1,200	2,400	\$436,800
<b>SPORTS TOTALS (C)</b>		<b>8,876</b>	<b>13,400</b>	<b>\$2,587,464</b>
Society for the History of Discoveries Annual Conference	10/10-14/09	105	125	\$66,375
World Beer Festival	5/1-3/09	265	8,000	\$1,880,565
Raleigh American Cribbage	3/27-29/09	50	80	\$24,420
Teen Court Summit	4/24-06/09	100	160	\$48,840
RESNET Conference	2/17-25/10	774	500	\$458,658
AME Zion Central NC Annual Conference 2009	11/3-8/09	500	1,200	\$759,000
Transportation Research Board Traffic Signal Systems 2009	7/18-21/09	80	52	\$26,202



36th Annual Ministries Divinity Conference	3/16-19/09	90	50	\$27,810
NC State Board of Elections Annual Conference	8/31-9/2/09	600	350	\$150,300
<b>GROUP TOTAL (D)</b>		<b>2,564</b>	<b>10,517</b>	<b>\$3,442,170</b>
<b>GRAND TOTAL (A+B+C+D)</b>		<b>11,440</b>	<b>23,917</b>	<b>\$6,029,634</b>

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

<b>Group Name</b>	<b>Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
USTA Southern Boys & Girls 12-U	6/19-24/09	1,100	500	\$215,400
NCAA Men's Soccer College Cup	12/10-12/10	1,300	9,000	\$330,000
<b>GROUP SALES</b>				
National of Black Engineers	11/5 - 11/8/09	415	900	\$341,565
NC Assn of technology Conference	11/28-12/2/2009	1,350	1,500	\$697,950
NC Department of Agriculture	10/2-10/4/2009	200	2,000	\$490,800
Nutricia Annual Sales Meeting Summer	8/2 - 8/7/09	300	60	\$69,300
Nutricia Sales Team Meeting Summer	5/31 - 6/3/09	48	12	\$11,088
Women's Transportation Seminar	11/4 - 11/7/09	145	50	\$33,495
2009 Leech Family Reunion	8/7 - 8/8/10	160	150	\$53,340
2010 Competitive Development Group/Army Acquisition Fellows	1/25 - 1/28/10	300	90	\$75,150
Alpha Kappa Alpha	4/28 - 5/2/10	2,000	800	\$532,200
Delta Sigma Theta	3/13 - 3/14/10	50	800	\$99,300
DOD SBIR Training Workshop	4/12 - 4/15/10	1,005	275	\$246,780
Harley Davidson Primary officers Training	4/14-4/17/2010	1,075	1,100	\$525,438
Huntington's Disease Society of America	6/1-6/7/2010	995	300	\$229,845
JW Ligon Class of 1960	7/2 - 7/3/10	60	125	\$36,090
National Education Association	7/14-20, 2010	643	135	\$148,533
National Education Association	11/11-16, 2010	1,025	225	\$236,775
NC Assn of School Administrators	3/24-3/26/2010	400	1,500	\$139,200
NC Center for Nonprofits	09/14-17, 2010	390	900	\$327,015
NC Licensed Home Inspectors Association	2/18-20/2010	75	200	\$52,425
Nutricia Annual Sales Meeting Winter	1/11 - 1/15/10	300	60	\$69,300
Nutricia Sales Team Meeting Summer	6/6 - 6/9/10	48	12	\$11,088



Nutricia Sales Team Meeting Winter	10/31 - 11/03/10	48	12	\$11,088
Portfolio Management Institute	4/21 - 4/23/10	360	175	\$89,010
Sciquest	1/29-2/4/2010	823	275	\$199,239
US Dept of Energy	3/10-19, 2010	1,679	700	\$651,099
Women's Transportation Seminar	2/4 - 2/4/10	30	20	\$8,100
Black Data Processing Associates (BDPA) 2011	7/24 - 7/30/11	1,931	600	\$586,461
DOD SBIR Training Workshop	4/4 - 4/7/11	1,005	275	\$246,780
Intl Assn of Bomb Technicians and Investigators	05/03-18. 2011	2,745	600	\$809,595
Mary Kay Cosmetics	03/23-26, 2011	360	2,000	\$679,860
Nutricia Annual Sales Meeting Summer	8/2 - 8/6/11	300	60	\$69,300
ASI	08/11-19, 2012	4,305	4,000	\$3,802,455
Association for Computing Machinery	2/28-3/4, 2012	2,500	1,000	\$761,775
BDPA 2012	7/22 - 7/28/12	1,931	600	\$586,461
Drifters	8/15 - 8/19/12	682	400	\$245,292
Mary Kay Cosmetics	03/21-24, 2012	360	2,000	\$679,860
Society for Vertebrate Paleontology	10/15-21, 2012	1,835	1,200	\$1,003,035
University Continuing Education Assn	3/25-31, 2012	1,800	700	\$626,400
US Hispanic National Convention	9/23 - 9/30/12	2,320	1,000	\$863,520
BDPA 2013	7/21 - 7/27/13	1,931	600	\$586,461
BDPA 2014	7/27 - 8/2/14	1,931	600	\$586,461
<b>GRAND TOTAL</b>		<b>39,860</b>	<b>28,011</b>	<b>\$17,518,929</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
American Assn of Motor Vehicle Administrators	1,742	550
American Solar Energy Society	2,200	900
BDPA 2011 - 2014	7,724	2,400
Cancer & Leukemia Group B	890	250
Garden Club of NC	75	200
General Federation Of Women's Clubs	2,413	1,100
Harley Davidson Primary Officers Training	1,075	1,100
Hinton + Grusich Sales Fam		
Lutheran church Missouri Synod	1,000	400
Sciquest	823	275
<b>GROUP TOTAL</b>	<b>17,942</b>	<b>7,175</b>



**TRADESHOW & EVENTS**

<b>Event Name</b>	<b>Location (Dates)</b>
<b>SPORTS MARKETING</b>	
NC Sports Association Quarterly Meeting	Raleigh (March 3)
NASC Nominating Committee Meeting	Raleigh (March 3)
Greater Raleigh Sports Council Evening of Champions	Cary (March 5)
US Youth Soccer Annual Workshop	San Jose, CA (March 5-8)
NCHSAA Basketball Championship Tip-Off Event	RTP (March 9)
Wake Forest Chamber of Commerce Presentation	Wake Forest (March 11)
Cary Sports Alliance Quarterly Meeting	Cary (March 12)
Mid-Atlantic Power League Volleyball	Raleigh (March 13-15)
EAGL Gymnastics Championship	Raleigh (March 20)
NCAA Women's Basketball Regional	Raleigh (March 27-30)
<b>GROUP SALES</b>	
PMPI Professional Development Event	Washington DC, (March 5)
AMPs Monthly Event	Washington DC, (March 10)
PCMA Community Services Event	Washington DC, (March 11)
NC SGMP Annual Education Day	Durham, NC (March 11)
PMPI Networking Event	Washington DC, (March 18)
MPI -CC Chapter Meeting	Raleigh, NC (March 19-20)