



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

APRIL 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 15.8 percent for the calendar year of January -February 2012 compared to January-February 2011, and **prepared food and beverage tax collections were up 12.1 percent** during the same period.

GROUP SALES

The Sales team has been busy in the month of March, submitting bid packages from Greater Raleigh Venues to over 20 Meeting Planners who are considering our area to host their events in 2012-2016. The conventions have a total potential economic impact of over 6.8 Million. 9 Site Visits were also conducted with Potential and Contracted Groups, representing over 42,000 Attendees and 58,000 total room nights over a 7 year period. In the Local Community Malinda Harrell, CMP, CASE, Associate Director of Sales and Loretta Yingling CMP, National Sales Manager represented the Bureau at the Meeting professionals International- Carolinas Chapter Board of Directors meeting, immediately followed by a Business and education meeting. Yingling also attended the NC Technology Association Meeting and the Society for Government Meeting planner's chapter meeting. All of these events were held in Raleigh, NC. Covering the DC Market , Kumi Anzalone, CMP, CASE, Regional Director of Accounts, attended the Potomac Chapter of MPI, Board of Directors Meeting, educational event and afterhours networking event. She also participated in the National Speakers panel Discussion and the Smith Bucklin Partners Breakfast.

SPORTS MARKETING

Raleigh's version of "March Madness" featured the NCAA Women's Basketball Raleigh Regional, which brought Notre Dame, Maryland, Texas A&M and St. Bonaventure to PNC Arena. The event generated 4,700 hotel room nights and \$1.1 million in direct visitor spending. The Fighting Irish prevailed and advanced to the Women's Final Four in Denver. Basketball championships extended to the high school ranks as well, as Reynolds Coliseum was the site of the NCHSAA 4A and 2A state finals, for both boys and girls, hosted by NC State. One of the downtown Raleigh's largest sporting events returned to the Convention Center, as the Mid-Atlantic Power League (MAPL) volleyball tournament was in town, March 9-11. The event used 22 courts on the RCC's exhibit hall floor and featured 108 teams, spanning from New York to Georgia. MAPL, hosted by the Triangle Volleyball Club, brought 3,000 visitors to Wake County, generating 1,500 hotel room nights and \$440,000 in direct visitor spending. The inaugural National High School Invitational at the USA Baseball National Training Complex in Cary was a smashing success. The tournament featured 16 of the top prep teams in America. Two teams from Southern California battled for the championship, with Mater Dei defeating Harvard-Westlake, 3-2, in extra innings. Other key events during a busy March were the Butterfly Cary Cup table tennis tournament and the Tobacco Road Marathon and Half-Marathon. The GRCVB's Tori Collins and Jason Philbeck attended the N.C. Sports

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Association quarterly meeting in Winston-Salem. Scott Dupree was the guest lecturer at a Durham Jordan High School sports marketing class.

PUBLIC RELATIONS

It was a busy month for the Communications Department in March with a public relations campaign in coordination with the launch of “Raleigh’s New World” marketing campaign. Director of Communications, Ryan Smith, filmed guest appearances on My Carolina Today on NBC 17 and In Depth on News 14 Carolina. A press release highlighting the campaign, opening of the Nature Research Center and grand prize trip to the Amazon was distributed to local, regional and national media. A travel writer from *Ladies Home Journal* visited the area on assignment for an upcoming piece on the Triangle region and a food writer from the *Toronto Sun* was in the area researching local restaurants to feature in a “6 Meals In” column. *Meetings Focus*, a national meetings industry publication, featured two articles highlighting the Raleigh area. Executive Vice President, Loren Gold, was interviewed on the topic of hosting city-wide meetings and conventions in an article titled, *Downtown Meetings: Knowledge = Power* and Jana Rae Oliver, director of sales, was interviewed for an article highlighting the rise of religious meetings in the article, *Divine Destinations*.

SERVICES

March came in and went out “like a lion” for Services as we had a super busy month! We hosted 9 groups in the RCC which also helped us to have very strong Visitor Information Center numbers – at least three groups broke attendance numbers (NC TIES with 2,500 attendees, National Association of College Fairs with 6,500 students, college reps and parents for a one night event, and Water Environment Federation with nearly 1,200). (VIC visitors are running 20% ahead of last year, most certainly fueled by strong group numbers). Our RCC based groups aren’t our only groups though, and hotel and other venue based groups were strong at 46 total groups for the month (slightly down from a year ago at this time). In addition to a strong arrival calendar, Tammy assisted two groups with attendance promotions (NCIV and Caller Lab) and Julie hosted two groups for planning visits (Society for Investigative Dermatology and Society for Vertebrate Paleontology, both set to arrive later in 2012) while supporting multiple planner meetings and Sales site visits. Other Services initiatives this month included: participation in the bi-monthly Taxi Driver Training with Raleigh PD (Gray and Julie with 55 drivers for March), hosting our quarterly Customer Care Class (Theresa and Gray with 20 attendees at the Raleigh Marriott Crabtree Hotel), presenting in a breakout session on Customer Service at the Governor’s Conference on Tourism (Julie), conducting a class on things to see and do in Raleigh to Wake Tech’s Adult Education Center (Reggi/ 40 students) and conducting a career information class on CVBs & Servicing at Leesville High School (Julie/ approx. 50 students). Additionally the Services Team supported GRCVB’s Marketing Department in the facilitation of the Spring Marketing Update for partners, and we concluded the four weeks of grant panel sessions with the City of Raleigh’s Arts Commission annual granting process (Julie represents GRCVB on this panel, and the rest of the team makes it possible for me to be out to do this!). Hats off to Tammy who exhibited stellar planning skills in the services she provided to Top Ladies of Distinction (meeting at the Hilton North Raleigh Midtown) and the NCAAAP Annual Regional Leadership Conference at the RCC. All in all it was highly productive month and a solid start to Spring.

MARKETING

The Marketing Department presented GRCVB’s Spring Marketing Update Meeting, March 29, at the Raleigh Convention Center, Room 206. Before and after an update session from GRCVB, area



hoteliers and others networked with area attraction or restaurant partners who showcased their products/services in a tabletop format outside the meeting room. GRCVB's Spring campaign to leisure visitors, "Raleigh's New World," moved into full swing March 27--with 24 days of excitement leading to the 24-hour grand opening of the new wing at the North Carolina Museum of Natural Sciences, April 20-21. The Bureau is promoting 24 area partner deals, a sweepstakes awarding a trip to the Amazon rainforest led by the new wing's director and, of course, visits to the museum and the area this Spring. Bureau staff began planning for the GRCVB Annual Meeting, and the Marketing Department sent a save-the-date notice for the event, Thursday, August 30, 2012. Tourism marketing manager Nolan Garner, in partnership with Duplin County Tourism, visited the travel offices at various N.C. military bases March 5-6; this was a follow-up to GRCVB's participation in February's travel expo at Seymour Johnson AFB and a component of the Bureau's military travel marketing strategy this year. Nolan Garner and director of marketing Jonathan Freeze attended the N.C. Governor's Conference on Tourism, March 11-13, in Concord for professional development opportunities and exploring new ways to partner with the N.C. Division of Tourism in 2012-2013. Throughout March, ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published August 2012; the advertising media kit is available online (http://www.visitRaleigh.com/pdf/VisitRal2012_MediaKit.pdf). Under GRCVB's external advertising plan for the month of March, leisure-related placements for "Raleigh's New World" appeared on charlotteobserver.com, visitnc.com and on Vacation Planning Ad Network's Ecotourism, Family and Travel channels (websites and March e-newsletter); a sports-related ad appeared in *Sports Destination Management* and *Sports Travel* magazines; and meetings-related ads/placements appeared in a Meetings South e-newsletter, a Meetings South webinar, AENC's and IEEE's websites, 11 chapter websites and one national e-newsletter of MPI and *Meetings & Conventions* magazine's e-newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
MARCH 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Feb. '11	Wake County	North Carolina	United States
Feb. 2012 Occupancy %	+2.7%	61.1%	53.4%	57.4%
Feb. 2012 ADR	+6.7%	\$86.52	\$78.74	\$103.19
Feb. 2012 RevPar	+9.6%	\$52.91	\$42.04	\$59.22
2011 YTD Occupancy %	+1.9%	56.4%	48.4%	53.2%
2011 YTD ADR	+5.6%	\$85.99	\$77.90	\$102.03
2011 YTD RevPar	+7.6%	\$48.47	\$37.67	\$54.26

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

	February 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	313,715	628,270	2.4%
Passenger Deplanements	311,642	638,470	2.7%

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	45	55	60	51	28	16	9	6	6	3	3	2	1	0	1	300
At RCC (Tentative)				9	19	15	16	8	5	3	1	1					77

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	Mar. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4076	77,323	81,112	-4%
Estimated Economic Impact	\$2,691,057	\$44,631,798	\$40,942,500	+9%
Number of Definite Bookings	14	148	131	+13%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	Mar. 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	31,997	300,596	247,203	+16%
Estimated Economic Impact	\$38,635,689	\$224,706,972	\$167,634,000	+28%
Number of Tentative Leads	36	345	387	-7%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	Mar. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	690	103,381	71,250	+ 45 %
Estimated Econ Impact	\$318,410	\$32,821,984	\$23,250,000	+ 41 %
Number of Definite Bookings	4	63	50	+ 26 %

VISITOR SERVICES PRODUCTION

	March 2012	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	46	316	-3.0%
# of Visitor Info. Center Visitors	1111	6276	+20%
# of Visitor Inquiries *	479	4038	+13.5%
# of Ambassador Volunteer Hours	144	752.25	**11/12 is baseline year for tracking**

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
National Agents Alliance	7/12-15/12	1,790	3,000	1,220,790
Center for Geographic Information & Analysis	2/5-8/13	380	850	315,930
Prevent Child Abuse NC	3/5-8/13	236	350	129,630
TOTAL (A)		2,406	4,200	\$1,666,350

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Senior Softball National Qualifier	5/4-6/12	40	200	\$29,560
Carolina Open USA Jr. Beach VB	5/18-20/12	50	100	\$14,450
USA T&F Masters SE Regional	5/11-13/12	200	500	\$108,800
Dynamic Baseball 15U W.S.	9/21-23/12	400	1,300	\$165,600
SPORTS TOTALS (B)		690	2,100	\$318,410
Atlantic Indoor Association	3/30-1/12	80	50	\$20,820
Atlantic Indoor Association	3/30-1/12	400	1,000	\$279,600
NC United Methodist Women	5/18-19/12	20	160	\$21,000
National Council for International Visitors	8/6-11/12	205	115	\$76,605
Independent Insurance Agents of North Carolina	9/20-21/12	99	200	\$34,686



Clark/Lesica Wedding	10/19-21/12	40	200	\$51,360
Federal Aviation Administration - SORFAR	10/21-24/12	130	100	\$51,090
UNC Gillings School of Global Public Health	10/20-25/12	330	350	\$207,855
NC Writers' Network	11/2-4/12	60	225	\$59,490
IllogiCon	1/11-13/13	81	200	\$56,151
NC School Psychology Association	9/28-1/13	225	400	\$166,050
TOTAL GROUP (C)		1,670	3,000	\$1,024,707
Total (A+B+C)		4,766	9,300	\$3,009,467

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2012 USSSA Adult Flag Football State Tournament	Oct. 2012	500	1,000	\$125,000
GROUP SALES				
YMCA Youth Government	2/9-12/12	900	1300	\$558,900
The Johnson Meetings/DSM Pharma	6/02-10/12	2,010	450	\$551,325
Quintiles Internal Meeting	6/12-15/12	150	50	\$34,650
American Rainwater Catchment Systems Association Meeting	9/8-12/12	818	200	\$188,958
UNC Social Business Conference	9/26-27/12	150	800	\$110,700
NC Association of Rehabilitation Facilities	10/2-15/12	55	100	\$38,328
NC Assistive Technology Program	11/28-30/12	265	200	\$81,105
The Special Event Company/ Pepsi	12/11-14/12	785	350	\$112,035
Church of our Lord Pastors and Deacon Wives Retreat	1/9-11/13	118	75	\$33,225
SAS	1/12-15/13	1,475	1,000	\$462,087
Science Online	1/31-2/2/13	675	450	\$208,575
National Association for Search and Rescue	6/2-9/13	515	400	\$334,215
Association for Computing Machinery - SPLASH	10/12-17/13	1,050	650	\$611,100
Farmhouse Fraternity Biennial Conclave 2014	8/6-10/14	440	400	\$259,530
NC Affordable Housing Conference	10/14-16/14	150	750	\$186,750



Automobile License Plate Collectors Association	6/22-27/15	580	900	\$572,730
NC Library Association	9/1-4/15	450	800	\$332,100
Vietnam Veterans National Leadership Conference 2016	7/18-23/16	1,260	450	\$454,860
NC School Library Media Association	9/8-10/16	489	1,000	\$487,710
NC league of Municipalities	10/23-25/16	850	2,500	\$1,183,830
GRAND TOTAL		13,685	13,825	\$6,927,713

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2012 Deep South Classic	5,500	3,000
2012 Pop Warner Mid-South Football & Cheerleading	2,400	5,000
Aloha Tournaments (Lacrosse)	TBD	TBD
GROUP SALES		
100 Great Nurses	300	1,000
Army Reserve Seniors Leaders Conference	1,720	500
FarmHouse Fraternity Biennial Conclave 2014	440	400
International Bluegrass Music Association - 6 years	35,280	51,000
NC Association of Art Educators	325	350
NC Library Association	450	800
Presbyterian Church in America	1,200	1,500
ScienceWriters2012	1,400	350
The Episcopal Diocese of North Carolina 2015 Annual Convention - 3 years	1,283	2,100
GROUP TOTAL	50,298	66,000

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCHSAA Basketball Media Event	Durham (March 5)
North Carolina Sports Assoc. Quarterly Meeting	Winston-Salem (March 6)
Cary Sports Alliance Quarterly Meeting	Cary (March 8)
NCHSAA Basketball State Championships	Raleigh (March 10)
Mid-Atlantic Power League (MAPL) Volleyball	Raleigh (March 10-11)
Greater Raleigh Sports Council networking event	Cary (March 13)
Butterfly Cary Cup Table Tennis	Cary (March 15-18)
Tobacco Road Marathon	Cary (March 18)
NCAA Women's Basketball Raleigh Regional	Raleigh (March 25-27)
National High School Invitational (Baseball)	Cary (March 28-31)
Durham Jordan High School Sports Marketing Class	Durham (March 29)



GROUP SALES	
NC Technology Association Chapter Meeting	Raleigh, NC (Mar 8)
Smith Bucklin Partners Breakfast	Washington DC (Mar 9)
Natl Speakers Assn Panel Discussion	Bethesda, MD (Mar 10)
PMPI Educational Event	Washington DC (Mar 14)
NC SGMP Chapter Meeting	Raleigh, NC (Mar 14)
PMPI Board of Directors Meeting	Washington DC (Mar 15)
MPI-CC Board of Directors Meeting	Raleigh, NC (Mar 15)
MPI-CC Business and Education Meeting	Raleigh, NC (Mar 16)
MPI Past Presidents Luncheon	Raleigh, NC (Mar 15)
PMPI AfterHours Event	Baltimore, MD (Mar 28)