



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

AUGUST 2009

WAKE COUNTY CAPSULE

For the sixth month of calendar year 2009, Wake County **hotel occupancy tax collections were down 13.7 percent** and **prepared food and beverage tax collections were up 1.9 percent** over 2008.

GROUP SALES

The Tekekwitha Conference, a Native American Catholic Group, opened the month of July at the RCC, with over 600 attendees from all over the United States, Canada and Mexico. Association of Chamber of Commerce Executives closed the month at RCC, with over 1000 attendees from the US and Canada. National Agents Alliance has finalized contracts to return to Downtown Raleigh for their January 2010 Leadership meeting. Kumi Anzalone's sales efforts came to fruition when NAAEE and Society for Investigative Dermatology signed contracts, together totaling over 5,500 room nights. Two of Stephen Jackson's groups totaled over 8,000 room nights when they contracted this month. Loretta Yingling sparked the numbers with 10 leads, adding to the team total of 37 for the month. Malinda Pettaway brought 6 leads to the table, totaling over 14,070 room nights. Total Economic Impact for leads generated was \$11,597,679, and Definite Economic Impact for groups booked was \$12,041,394.00. The sales team started the fiscal year with a bang! Travel included Fraternal Executives Association Conference, Council of Engineering and Scientific Society Executives Conference, Meeting Planners International, AENC and MPI-CC Board Meetings.

SPORTS MARKETING

Sports highlights for the month of July included the first **IronKids Raleigh Triathlon**, as approximately 100 kids swam, biked and ran their way through NC State's Centennial Campus. The **Greater Raleigh CVB** was a host partner for this new event. The **U.S. Youth Soccer President's Cup**, a national championship event, was held at the **WRAL Soccer Center** and hosted by the **Capital Area Soccer League**, with support from **GRCVB**. Thirty-two soccer teams from around the nation created 1,400 hotel room nights for area hotels. The **PONY Softball Fastpitch Nationals** returned to Wake County, as more than 125 teams (girls ages 12-14) traveled to Cary and Holly Springs. The **Raleigh Jaycees** served as the official host for the tournament that generated an estimated 6,500 hotel room night and \$1.7 million in direct visitor spending. Host partners included the **Town of Cary** and **GRCVB**. Work is already underway to bring PONY Softball back to Wake County in 2010. Assisted bookings in July included four major soccer tournaments that will be held this November – the **ACC Women's and Men's Soccer Championships** (Nov. 4-8 and Nov. 10-15 at WakeMed Soccer Park), and the **CASL visitRaleigh.com National Soccer Series Girls Shootout** (Nov. 6-8) and **Boys Shootout** (Nov. 13-15) presented by the **Chelsea Football Club**. Combined, the four soccer tournaments will generate more than 14,100 hotel room nights over the course of consecutive weekends.



PUBLIC RELATIONS

Throughout July a number of press releases were distributed to local media regarding Bureau initiatives and awards. Coverage of these releases was seen in publications throughout Wake County. In conjunction to the “Get Off Your County Seat” marketing campaign targeting North Carolina residents a full-scale public relations campaign was developed and implemented. The campaign targeted daily and community newspapers in each of North Carolina’s 100 counties, relevant travel blogs focusing on statewide travel and postings on Bureau social media sites like Facebook and Twitter. Media appointments with key editors in the four regions of North Carolina are being scheduled.

SERVICES

The new fiscal year is off to a great start with July running 47% ahead of July 2008 for total groups serviced. Groups in July have gone very well, and in particular the ACCE (American Chamber of Commerce Executives) was a huge success. With the Greater Raleigh Chamber as the local host organization, the group really engaged with the destination and utilized many local vendors (including a networking dinner night using 13 downtown restaurants). The over 900 attendees came from 46 states and 8 foreign countries, and post event comments have been excellent. In the way of other Services news: VIC activity has been very strong, with 482 calls, 642 visitors to the VIC, and a total of 167 inquiries fulfilled.

MARKETING

In July, the Marketing Department launched several new programs for the 2009-10 fiscal year. The Bureau’s blog aimed at leisure visitors debuted at blog.visitraleigh.com. With postings each week, GRCVB will share destination news and visit ideas; locals and potential visitors alike can follow along at the blog page or via RSS. The Marketing Department also unveiled a new series of destination video clips at video.visitraleigh.com. In partnership with Raleigh-based Triangle Blvd, GRCVB will create more than 70 clips throughout the year, sharing them with visitors on visitRaleigh.com and on other video-enabled sites. The Bureau also will encourage local partners to link to the Greater Raleigh videos of interest to their customers and consider creating a video clip about their own establishments. In late July, GRCVB launched a year-long leisure travel campaign centered around a sweepstakes for N.C. residents. “Get Off Your County Seat and Visit Raleigh” will award a weekend getaway to one lucky winner from each of N.C.’s 100 counties over the course of the fiscal year, thanks to co-op partnership with Greater Raleigh hotels, restaurants and attractions, as well as the presenting sponsorship of American Express. N.C. residents, including those in Wake County, can enter to win at www.mycountyseat.com. In addition to the 100 weekend getaways and related publicity, the sweepstakes encourages potential visitors to consider Greater Raleigh for a weekend trip and book their next Raleigh itinerary even if they are not prize winners. Finally, invitations are circulating for the 2009 GRCVB Annual Meeting, September 10 at the Raleigh Convention Center. For more info and to RSVP, go to visitRaleigh.com/luncheon.



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

	Chg from Jun 08	Wake County	North Carolina	United States
June 2009 Occupancy %	-15.2%	58.9%	56.5%	61.3%
June 2009 ADR	-9.4%	\$80.10	\$81.42	\$96.77
June 2009 RevPar	-23.2%	\$47.21	\$46.04	\$59.34
2009 YTD Occupancy %	-13.2%	55.9%	50.8%	54.6%
2009 YTD ADR	-6.3%	\$82.64	\$79.40	\$98.66
2009 YTD RevPar	-18.7%	\$46.23	\$40.31	\$53.87

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

	June 2009	2009 YTD	YTD% Chg from 2008
Passenger Enplanements	123,894	663,966	-12.3%
Passenger Deplanements	401,342	2,140,597	-12.6%

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	36	23	17	10	7	4	2	3	1	1	1	1	1	1	164
At RCC (Tentative)	-	-	21	13	12	9	10	3	1	1	1	1	1	1	1	1	74

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	July 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	20,908	20,908	8,750	139%
Estimated Economic Impact	\$12,041,394	\$12,041,394	\$4,416,667	273%
Number of Definite Bookings	17	17	14	26%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	30,909	30,909	26,667	21%
Estimated Economic Impact	\$11,597,679	\$11,597,679	\$18,083,333	-32%
Number of Tentative Leads	37	37	42	-11%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	July 2009	YTD	09/10 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	14,150	14,150	7,667	+ 84 %
Estimated Econ Impact	\$3,395,600	\$3,395,600	\$2,500,000	+ 36 %
Number of Definite Bookings	4	4	5.4	- 35 %

VISITOR SERVICES PRODUCTION

	July 2009	FY 09/10 YTD	YTD% Chg from 08/09
Number of Groups Serviced	50	50	+47.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
N.A. Assoc. Environmental Educ. Annual Conference	10/9-16/2011	3,465	1,200	\$ 882,315
North American Brass Band Assoc. Annual Championship Contest	4/15-17/2010	850	1,000	\$ 336,750
Society for Investigative Dermatology Annual Meeting	5/7-13/2012	2,142	1,500	\$1,126,602
National Agents Alliance Leadership Conference	9/22-26/2010	1,790	2,500	\$1,255,890
NC State Fireman's Assn/NC Assn of Fire Chiefs/S.A.F.E.	8/9-15/2011	1,670	1,500	\$1,087,770
NC State Fireman's Assn/NC Assn of Fire Chiefs/S.A.F.E.	7/31-8/6/2012	1,670	1,500	\$1,087,770
AME Zion Church General Convention on Christian Education	7/9-22/2010	6,180	3,500	\$5,230,080
AKA Mid-Atlantic 2010 Regional NEW DATES	4/28-5/2/2010	2,000	800	\$532,200
GROUP TOTAL (A)		19,767	13,500	\$11,539,377

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2009 ACC Women's Soccer Tour.	11/04-08/2009	800	9,000	\$318,200
'09 Nat'l Soccer Series (Girls SO)	11/06-08/2009	6,000	6,000	\$1,284,000
2009 ACC Men's Soccer Tourn.	11/10-15/2009	850	10,000	\$364,900
'09 Nat'l Soccer Series (Boys SO)	11/13-15/2009	6,500	6,500	\$1,428,500
SPORTS TOTALS (B)		14,150	31,500	\$3,395,600
Livesay Reunion	8/7-8/2009	24	50	\$9,990



Meredith College Women's Leadership Summit	9/24-26/2009	60	300	\$77,040
NC Firemen's Association Board Retreat	10/7-10/2009	42	14	\$9,702
Shaw University Raleigh Wake Alumni Association	10/22-25/2009	380	200	\$105,330
Shaw University Homecoming 2009	10/22-25/2009	380	150	\$87,780
NASWNC Ethics Conference	3/4-5/2010	50	500	\$64,200
Garden Club of North Carolina Annual Meeting	4/24-26/2010	75	200	\$58,275
Alexander Family Reunion	7/16-18/2010	60	200	\$52,470
Westmoreland Wedding	10/1-3/2010	70	140	\$37,230
GROUP SALES TOTAL (C)		1,141	1,754	\$502,017
GRAND TOTAL (A,B,C)		35,058	46,754	\$15,436,994

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2010 NC State Junior Closed Tennis	July/Aug. 2010	1,250	1,400	\$300,000
2011 NC State Junior Closed Tennis	July/Aug. 2010	1,250	1,400	\$300,000
GROUP SALES				
Yellow Ribbon	12/4-06/2009	110	125	\$41,790
DoD Biometrics	2/2-4/2010	690	300	\$182,790
Hinton & Grusich - Da Vita Medical Directors	2/15-21/2010	3,026	1,100	\$867,486
United Service Organizations	4/6-9/2010	84	50	\$22,914
Department and Division Chair Workshop	4/8-10/2010	115	50	\$26,565
Celebrity Autograph Show	4/30-5/2/2010	200	100	\$46,200
Stiefel laboratories	5/6-15/2010	779	360	\$289,461
National Institutes of Health	6/1-4/2010	440	600	\$242,040
AKC Parent Club Conference	6/18-20/2010	360	270	\$104,220
Society for Biomolecular Sciences	9/14-17/2010	300	300	\$139,500
OPTN/UNOS Board of Directors	11/08-09/2010	150	100	\$36,990
The geological Society	3/23-25/2011	340	700	\$207,240
State Employees Association of NC	9/11-15/2012	2,345	1,200	\$775,695
USS Truckee	9/19-23/2012	175	100	\$61,017
State Employees Association of NC	9/20-24/2011	2,345	1,200	\$775,695
Internet2	9/30-10/7/2011	1,814	700	\$623,784
American Institute for Conservation				



of Historic & Artistic Works	4/26-5/4/2013	1,409	1,100	\$1,025,607
US National Conference on Computational Mechanics	7/19-26/2013	2,280	1,400	\$1,263,780
State Employees Association of NC	9/10-14/2013	2,345	1,200	\$775,695
American Institute for Conservation of Historic & Artistic Works	4/25-5/3/2014	1,409	1,100	\$1,025,607
State Employees Association of NC	9/9-13/2014	2,345	1,200	\$775,695
State Employees Association of NC	9/15-19/2015	2,345	1,200	\$775,695
State Employees Association of NC	9/13-17/2016	2,345	1,200	\$775,695
GRAND TOTAL		30,251	18,455	\$10,861,161

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2010 Big Rock Sports Planning Meeting	7,164	3,500
Nations Baseball	TBD	TBD
GROUP SALES		
Stiefel Laboratories	779	360
AME Zion	500	1,200
GROUP TOTAL	8,443	5,060

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
IronKids Raleigh Triathlon	Raleigh (July 5)
Greater Raleigh Sports Council Quarterly Mtg.	Raleigh (July 8)
U.S. Youth Soccer President's Cup	Raleigh (July 16-19)
Greater Raleigh Sports Council Event / Railhawks Game	Cary (July 17)
GRCVB Board of Directors Strategic Planning Mtg.	Raleigh (July 23)
PONY Softball Fastpitch Nationals	Cary (July 24-30)
Hampton Inn Cary Grand Re-Opening	Cary (July 29)
Greater Raleigh Sports Council Event / Mudcats Game	Zebulon (July 29)
Greater Raleigh Sports Council Steering Committee	Raleigh (July 30)
GROUP SALES	
Fraternal Executive Association	New Orleans (July 7-12)
Meeting Professionals International - World Education Congress	Salt Lake City (July 10-14)
Council of Engineering & Scientific Societies Executives	Orlando (July 20-24)
AENC Charlotte	Charlotte (July 21)
MPI-CC Chapter Meeting	Greensboro (July 23-24)