



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

AUGUST 2014

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 14.4 percent for the calendar year beginning January-June 2014 compared to the same period of January-June 2013 and **prepared food and beverage tax collections were up 6.3 percent** during the same period.

GROUP SALES

Group Sales started the fiscal year with a whopping 79 leads for the first month, totaling 58,849 possible room nights and over \$26 million dollars in estimated economic impact. Also, 16 pieces of business turned definite in July, totaling 3502 room nights, and \$1,485,411 in estimated economic impact. Traveling in July, Jamie Rice, Regional Director of National Accounts, attended PCMA Educational Session for the Potomac Chapter, as well as the Annual PCMA Conference. She also attended the Annual CESSE Conference. Malinda Harrell, Loretta Yingling and Nicole Robinson headed to Cary to attend the Carolinas Chapter MPI meeting. Mrs. Harrell is President of this chapter. Loretta Yingling also attended the North Carolina Defense Business Association meeting.

SPORTS MARKETING

No area sports organization is busier in July than USA Baseball, which gets into the heart of its schedule as summer heats up. In the month of July alone, USA Baseball hosted four major events at its National Training Complex in Cary. Those included the 14-U Cup, the 16-U Cup, the 15-U National Team Trials and the 18-U Cup on consecutive weekends. USA Baseball's busy schedule continues through September. The GRSA is a long-time partner and sponsor of USA Baseball. For the seventh straight year, the City of Raleigh hosted the Senior Softball-USA Eastern Nationals at Walnut Creek Softball Complex. This year more than 60 men's and women's teams from 15 states (and as far away as Wisconsin and New York) traveled to Raleigh to compete for their age division championships. The Eastern Nationals generated an estimated \$500,000 in direct visitor spending. The GRSA is a host partner. The National Masters Racquetball Association (NMRA) International Championships took place at NC State University's Carmichael Gym on 17 courts. More than 230 athletes and guests from the United States (29 states), Japan, Canada and Guatemala participated. The event was open to ages 45 and older. GRSA was an official sponsor. The inaugural Rock 'n' Roll Raleigh Marathon & 1/2 Marathon is a finalist for two *SportsTravel* magazine national awards -- Best New Sporting Event and also for Sports Event of the Year. The deadline for voting is September 15, 2014. The *SportsTravel* Awards will be presented at the TEAMS Conference & Expo, November 10-13, in Las Vegas. Cast your vote here: <http://vote.schneiderpublishing.com/ballot/>. Scott Dupree, the GRSA's Executive Director, has been named the CVB & Sports Commission Professional of the Year in the category of Sales and Business Development by ConnectSPORTS. The award will be presented at the ConnectSPORTS annual convention in Orlando on Aug. 21, 2014.

www.visitRaleigh.com

The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



PUBLIC RELATIONS

The Communications Department hosted Canadian-based journalist Kevin Hann who was in town to discover our area's culinary and brewery scene. Thank you to the Holiday Inn Raleigh Downtown - Capital for providing his accommodations. We also welcomed travel blogger Alisa Johnson to town while she was on her quest to travel to '51 States in 51 Days'. Thank you to the Holiday Inn Express & Suites Raleigh / NC State for her accommodations. There was positive media coverage for the area this month with *Meetings Focus* magazine featuring the area as a historical meeting destination and mentioning sites such as the N.C. Museum of History and All Saints Chapel while Mapquest.com in partnership with AOL Travel highlighted Poole's Diner, Big Ed's City Market Restaurant and The Pit in its article of best bites in America's 50 state capitals. Press releases were sent to local, regional and national media on cultural events taking place throughout Wake County, the GRCVB and the United Arts Council of Raleigh and Wake County jointly winning the 2014 Arts Destination Marketing Award and Centerplate, the Raleigh Convention Center's caterer, winning a national award.

SERVICES

This July has been a little odd for us in the sense that we're starting off with lower arriving group numbers as compared to July 2013 (which in turn affects the number of groups we service). This is in part due to July 4th falling on a Friday and affecting group bookings for that week leading into the holiday. However the groups we've had have been quite strong in attendance. Notably Jehovah's Witnesses were at PNC Arena and used record numbers of hotels, and RCC groups included Delta Sigma Theta (2500 attendees), NC State Firemen/ SAFRE (an estimated 5000 including families that attended with them), and General Baptist Woman's Home & Foreign Missionaries (1200). VIC (Visitor Information Center) numbers are starting ahead of last year and we're up 3% in numbers of visitors to the VIC and 14% for inquiries. We'll stay alert to trending and how it may impact us as we proceed into the new fiscal year. In the way of other promotions, Tammy Jeffries fulfilled an attendance promotion for American Drive & Traffic Safety Education Association which will be with us in 2015. IBMA preparations are keeping us very busy, and we're heavily engaged with volunteer recruitment and training for World of Bluegrass and numerous related hospitality needs. VIC manager Reggi Powell is on medical leave this summer due to surgery, and we're pleased to have part time staffer Deborah Badger working full time while Reggi recuperates.

MARKETING

In July, registration opened for the 2014 GRCVB Annual Meeting, to be held Aug. 27 at the Raleigh Convention Center; area hospitality partners and tourism boosters are encouraged to register at <http://www.visitRaleigh.com/meeting>. The Marketing Department posted an updated video about the Town of Knightdale, with new footage as well as narration by Mayor Russell Killen, on the Greater Raleigh YouTube channel for visitors. The department also expanded the Cities & Towns section of visitRaleigh.com, with content-rich "10 Things to See and Do" pages and "Restaurants" pages for each town in Wake County, further enticing area visitors to explore the towns outside of Raleigh. Marketing staff hosted the quarterly meeting of GRCVB's Live Music Advisory Committee on July 16. Director of marketing Jonathan Freeze, CDME, and assistant marketing manager Mary Brooks attended the Destination Marketing Association International Annual Convention, July 20-23, in Las Vegas. Brooks was selected as one of the participants in the association's "30 Under 30" program and received free registration and hotel accommodations for the convention; Freeze was part of a class of 28 to receive the association's Certified Destination Management Executive (CDME)



designation during the 2014 convention. Under GRCVB's external advertising plan for the month of July, leisure-related placements appeared on Collinson Media's travel channel, Pandora Internet Radio, shermanstravel.com and visitnc.com; GRSA-related placements appeared on sportscommissions.org and *Sports Business Journal* online and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; meetings-related placements appeared in AENC's and MPI-CC's annual directories and in *Meetings Focus*, *Smart Meetings*, *Successful Meetings* and *Prevue* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT
JUNE 2014
HOTEL OCCUPANCY PRODUCTION**

	Chg. from June'13	Wake County	North Carolina	United States
June 2014 Occupancy %	+11.0%	75.8%	68.1%	71.7%
June 2014 ADR	+8.0%	\$93.32	\$94.34	\$116.20
June 2014 RevPar	+19.9%	\$70.77	\$64.29	\$83.27
2014 YTD Occupancy %	+8.5%	68.7%	60.3%	63.7%
2014 YTD ADR	+5.0%	\$91.58	\$89.38	\$114.06
2014 YTD RevPar	+13.9%	\$62.70	\$53.91	\$72.64

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 2014

	JUNE 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	446,979	2,274,371	+1.7%
Passenger Deplanements	433,566	2,258,690	+1.5%

RALEIGH CONVENTION CENTER INFORMATION

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
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

	July 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	3,502	3,502	10,000	-65%
Estimated Economic Impact	\$1,485,411	\$1,485,411	\$5,000,000	-69%
Number of Definite Bookings	17	17	16	+105%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	July 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	58,849	58,849	29,588	+200%
Estimated Economic Impact	\$26,110,963	\$26,110,963	\$19,750,000	+132%
Number of Tentative Leads	79	79	46	+171%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION



	July 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	12,915	12,915	8,730	+14%
Estimated Economic Impact	\$3,300,635	\$3,300,635	\$2,890,510	+14%
Number of Definite Bookings	6	6	6	---

VISITOR SERVICES PRODUCTION

	July 2014	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Served	60	60	-14.0%
# of Visitor Information Center Visitors	936	936	+3.0%
# of Visitor Inquiries	408	408	+14.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
NC Republican Party	6/4-7/15	302	1,400	\$358,320
TOTAL (A)		302	1,400	\$358,320

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NC USSSA Girls Fastpitch E. Natl's	7/24-26/14	450	1,250	\$209,300
Great American Cross Country Fest.	10/2-4/14	1,150	2,750	\$371,350
CASL NSS Girls Shootout	11/7-9/14	5,000	7,500	\$1,245,000
CASL NSS Boys Shootout	11/14-16/14	5,000	7,500	\$1,245,000
WRAL Wrestling Invitational	12/19-20/14	215	600	\$59,535
USA Baseball DII Preseason Classic	3/12-16/15	1,100	320	\$170,450
SPORTS TOTAL (B)		12,915	19,920	\$3,300,635
Morris White Family Reunion	7/10-13/14	78	100	\$31,122
Parish/Clanton Family Reunion	7/17-20/14	65	80	\$26,715
NC Cooperative Extension Service	7/28-8/2/14	1,500	650	\$546,457
Worthy Family Reunion	8/7-10/14	42	150	\$41,526
Total Event Solutions	8/8-10/14	60	50	\$16,200
North Carolina Department of Public Instruction	9/21-22/14	125	350	\$112,174
10North Carolina Department of Public Instruction	2/8-9/15	125	350	\$113,850
Burroughs Wellcome Fund	3/17-19/15	24	12	\$10,040



American Association of Physicists in Medicine (AAPM)	4/14-18/15	215	100	\$58,440
North Carolina Department of Public Instruction	4/19-20/15	125	350	\$113,850
Burroughs Wellcome Fund	4/21-23/15	24	12	\$10,040
Burroughs Wellcome Fund	4/28-30/15	24	12	\$10,040
Burroughs Wellcome Fund	5/19-22/15	75	25	\$28,117
Licensed Professional Counselors of North Carolina	10/7-10/15	206	400	\$327,199
US Math Recovery Council	10/25-29/15	410	200	\$121,035
SALES TOTAL (C)		3,098	2,841	\$1,566,809
Total (A+B+C)		16,013	24,161	\$5,225,764

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
ASA/USA Softball Annual Mtg.	Nov. 2016	2,500	1,000	\$1,100,000
GROUP SALES				
NC Division of Aging Senior Center Certification	11/16-19/14	45	150	\$41,985
Transformers Convention 2015	4/6-12/15	720	750	\$452,970
Alpha Chi Rho National Convention 2015	6/4-7/15	125	175	\$177,556
School of Government District Court Judges Conference	10/13-16/15	255	250	\$92,285
NC VFW and Ladies Auxiliary February Conference	2/4-7/16	186	200	\$66,366
All Baby and Child	4/11-14/16	900	800	\$695,023
Tan Son Nhut Association	5/24-30/16	420	100	\$143,307
NC VFW and Ladies Auxiliary June Conference	6/2-5/16	403	250	\$111,813
PCI - NA 2016 Community Meeting	9/7-17/16	3,174	1,500	\$1,399,743
NC VFW and Ladies Auxiliary October Conference	10/6-9/16	139	200	\$60,189
NC VFW and Ladies Auxiliary February Conference	2/2-5/17	186	200	\$66,366
National Genealogical Society	5/7-14/17	3,780	2,500	\$2,084,130
Alpha Chi Rho National Convention 2017	6/1-4/17	125	175	\$177,556
NC VFW and Ladies Auxiliary June Conference	6/1-4/17	403	250	\$111,813
PCI - NA 2017 Community Meeting	9/6-16/17	3,174	1,500	\$1,399,743



NC VFW and Ladies Auxiliary October Conference	10/5-8/17	139	200	\$60,189
NC VFW and Ladies Auxiliary February Conference	2/1-4/18	186	200	\$66,366
NC VFW and Ladies Auxiliary June Conference	6/7-10/18	403	250	\$111,813
PCI - NA 2018 Community Meeting	9/5-15/18	3,174	1,500	\$1,399,743
NC VFW and Ladies Auxiliary October Conference	10/4-17/18	139	200	\$60,189
GRAND TOTAL		20,576	12,350	\$9,879,145

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
State Games of NC 2015	4,500	14,000
GROUP SALES		
NC Division of Aging-Senior Center Certification	45	150
Restoration of Sacred Law Conference	55	175
GROUP TOTAL		

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
USA Baseball / Area Chambers Networking Event	Cary (July 1)
NMRA Racquetball Championships	Raleigh (July 18-20)
Greater Raleigh Sports Council / Mudcats Event	Zebulon (July 22)
Triangle Pigskin Preview	Cary (July 24)
Senior Softball-USA Eastern Nationals	Raleigh (July 29-Aug. 3)
GROUP SALES	
PCMA Chesapeake Chapter	Baltimore, MD (July 9)
CESSE Annual Meeting	Spokane, WA (July 14-17)
MPI-Carolinas Chapter Board and Bi-Monthly Meetings	Cary, NC (July 18)
PCMA Capital Chapter Education Session	McLean, VA (July 21)
NC Defense Business Associations Annual Chairman's Lunch	Raleigh, NC (July 23)