



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

DECEMBER 2013

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 6.3 percent for the calendar year beginning January-October 2013 compared to the same period of January-October 2012 and **prepared food and beverage tax collections were up 5.3 percent** during the same period.

GROUP SALES

Group Sales booked 11 definite groups this month, totaling 1,193 room nights with an estimated economic impact of \$1,140,921. The 64 leads produced totaled 58,746 room nights, with an estimated economic impact of \$26,266,581. The Sales Team had a rigorous travel schedule, spreading the word about Wake County and all it offers! Jana Rae Oliver, Director of Sales, participated in the Nursing Organization Alliance, bringing home a viable RFP, with more to follow. Malinda Harrell, Associate Director of Sales, Loretta Yingling, National Sales Manager, and Nicole Robinson, Sales Coordinator, attended the MPI Carolinas Chapter meeting in Asheville, as well as the local monthly Fem-Fessionals luncheon. Mrs. Harrell and Mrs. Yingling attended the AENC Education meeting in Chapel Hill. Mrs. Yingling attended the SGMP meeting, as well as the NC Defense Association meeting in Fayetteville. Stephen Jackson, Sr. National Sales Manager is making his mark in the northeast, attending both the Philadelphia and Northeast Chapter MPI meetings. Jamie Rice, Regional Director of National Accounts represented Wake County at the PMPI meeting, as well as the PCMA Capital Chapter and IAEE DC meetings this month.

SPORTS MARKETING

One of the busiest months on the Greater Raleigh sports calendar got underway with the NCHSAA state volleyball championships at Reynolds Coliseum. That was followed by the NCHSAA men's soccer finals at NC State's Dail Soccer Stadium as well as the state cheerleading invitational at the Raleigh Convention Center. The City of Raleigh hosts more NCHSAA state championships (12) than any other city, and the GRSA serves as a host partner. The largest youth event in the Triangle filled hotels on three separate November weekends, as the CASL visitraleigh.com National Soccer Series (NSS) brought hundreds of teams to Wake County and the surrounding area. The first three weekends (Boys Shootout, Girls Shootout, Boys Showcase) featured 790 teams and generated 19,500 hotel room nights and approximately \$5.3 million in direct visitor spending. The 4th NSS weekend was scheduled for Dec. 6-8. The GRSA played a key role in bringing in two major events to help fill area hotels and restaurants over Thanksgiving weekend. They were the Pop-Warner Mid-South Football & Cheerleading Championships (primarily at the Raleigh Convention Center) and the Nike Cross Country Southeast Regionals (at WakeMed Soccer Park). Another signature November event: The ACC Women's Soccer Championship, held at WakeMed Soccer Park and won by Florida State. GRSA staff members in November represented Greater Raleigh at TEAMS (the sports event industry's largest national conference), the Amateur Softball Association of America, and the United States Specialty Sports Association.

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PUBLIC RELATIONS

It was an incredibly busy media month in November with numerous in-bound media visits. The Communications Department was very busy hosting journalists on a variety of different assignments including: Peter Greenberg, CBS travel editor and host of his *Peter Greenberg Worldwide* radio show and the television show *The Travel Detective*, who hosted his three-hour Peter Greenberg Worldwide from Contemporary Art Museum (CAM Raleigh). The Greater Raleigh-themed program featured Dan Solomon (CAM Raleigh), Ernest Dollar (COR Museum, also known as City of Raleigh Museum), Lesley Stracks-Mullem (Taste Carolina Gourmet Food Tours), Kristie Nystedt (Raleigh Brewing Company), Craig Heffley (Wine Authorities), William Lewis (PineCone, Piedmont Council of Traditional Music) and Victor Lytvinenko (Raleigh Denim) as guests. The show aired to a national audience on Sat., Dec. 7. Charlotte-based food writer Heidi Billotto, Winston Salem-based culinary travel writer Nikki Miller-Ka and Wilmington-based freelance writer Liz Biro were in the Raleigh area for Competition Dining's Final Fire culinary competition, and they had some time to explore the area's culinary scene. *Southern Living* travel and features editor Jennifer V. Cole also visited the area for the culinary competition, and she spent time with GRCVB director of communications Ryan Smith to learn about the area's culinary, attraction and fashion scenes for potential future feature articles. The Travelista, Andrea Adams, visited to explore the area as a girlfriends' getaway destination and spent her time in downtown Raleigh and North Hills, visiting locally owned boutiques, art galleries and restaurants and *The Charlotte Post* features editor Michaela Duckett visited the area for a piece on in-state getaways. There were also some great media hits this month. *Connect* magazine featured the Raleigh area's dynamic meetings scene in the Nov./Dec. issue, which highlighted local partners, including City Market, Dorton Arena, Raleigh Convention Center, Raleigh Marriott City Center, Sheraton Raleigh Hotel, Jimmy V's Osteria & Bar, Hyatt House Raleigh/North Hills and soon-to-open properties in Cary, including a Courtyard Marriott, a Residence Inn, a SpringHill Suites and The Mayton Inn. The Communications Department, in conjunction with the N.C. Division of Tourism, Film and Sports Development, hosted freelance journalist Janie Robinson for a media tour during International Bluegrass Music Association's (IBMA's) World of Bluegrass events in Sept. Her article, *Mountain Music, Moonshine of N.C.*, was published in the *Toronto Sun* last week. The *Toronto Sun* reaches 186,904 readers, and the estimated value of the print coverage is \$52,656. The publication's website garners 1,144,761 unique online views, generating an estimated value there of \$12,964. Partners included in the article were IBMA, the N.C. Whole Hog Barbecue Championship, Poole's Diner, Joule Coffee, Raleigh Denim, Oak City Cycling Project and North Carolina Museum of Art.

SERVICES

The Services Team had a really active month in November. For the fourth year, GRCVB's Services Team hosted our Greater Raleigh event services colleagues for the National Celebrate Services Week. The theme of this year's event was "Super Heroes of Service!" Tammy Jeffries, Gray Henderson and Julie Brakenbury hosted their peers for lunch, a program and super hero themed fun at Dos Taquitos Xoco. The day was held in conjunction with a weeklong celebration coordinated by Event Service Professionals Association (ESPA). Similar "Super Heroes of Service" events spanned 20 cities across the U.S. and Canada and honored the contributions event service professionals make for meetings each and every day. (GRCVB has active membership in ESPA, with Tammy and Julie both active on a national leadership level in the organization) Notable groups hosted in November included Lenovo's ESG group which is a ramp up meeting in prep for Lenovo's N. America's Sales Meeting which Raleigh hosts in April. We also hosted



planning site visits in prep for two other 2014 groups, Lego Kid's Fest and Delta Sigma Theta's South Atlantic Regional Conference. Other priority projects included Reggi Powell (VIC manager) attending NCSU's annual Parks, Recreation and Tourism Management staff and graduate reunion breakfast; Reggi also conducted a presentation for Wake Tech; and Julie joining with Denny Edwards and Jonathan Freeze for an introductory session with NCSU's People First Tourism program. Sports Services Manager Theresa Tyler represented us for conducting the bi-monthly Taxi Training Class which we hold jointly with Raleigh Police Department's Taxi Division. Numbers remain strong for both events hosted and in our VIC.

MARKETING

The GRCVB Marketing Department hosted 50+ area attraction, hotel, restaurant and venue partners for a Fall Marketing Update Meeting, Nov. 7, at the Hilton Garden Inn Raleigh-Cary. Among other campaign updates, GRCVB staff reported that the visitRaleigh Facebook and Twitter accounts saw spikes in Likes and followers during the "Music Mania: A summer of wall-to-wall music in Greater Raleigh" marketing campaign. Between Aug. and Sept., visitRaleigh Facebook Likes jumped from 7,737 to 9,337, due to a targeted Facebook advertising program, sharing of engaging, music-related content and the Hopscotch Music Festival Music Mania Sweepstakes, for which entrants were required to like visitRaleigh on Facebook to enter. Throughout the entire campaign (June through Sept.), the visitRaleigh Twitter account received 2,437 new followers. The Bureau grows its audience on both of these social platforms in order to engage past, present and future Greater Raleigh visitors, driving interest and demand for the area. The Marketing Department also facilitated the Fall quarter meeting of the area's Cultural Presenters Forum, Nov. 14, at Greater Raleigh Chamber of Commerce offices; forum attendees exchanged mutual updates about the successes of and potential improvements to Oct.'s "31 Days of Art" resident and visitor promotional campaign. Just before Thanksgiving, visitor promotions surrounding holiday shopping in Greater Raleigh deployed on visitRaleigh.com, including a landing page for Fashionistas. Many area hotels provided festive shopping packages in collaboration with malls and other major shopping areas; holiday event calendar info and a social media sweepstakes are also part of the mini-campaign. Additionally, the Bureau partnered with American Express to include messaging to visitors about Small Business Saturday (Nov. 30) and with the Downtown Raleigh Alliance in support of its new Shop Downtown Raleigh gift cards. Under GRCVB's external advertising plan for the month of November, leisure-related placements appeared on the Collinson Vacation Planning Network, shermanstravel.com, Time Warner Cable Media and visitnc.com; GRSA-related placements appeared on sportscommissions.org and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; meetings-related placements appeared with USAE and M&C online, on ASAE's, IAEE's and MPI's websites and in *Prevue* and *Rejuvenate* magazines.



**VISITOR INDUSTRY STATISTICAL REPORT
NOVEMBER 2013
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Oct'12	Wake County	North Carolina	United States
Oct 2013 Occupancy %	+1.0%	69.1%	64.3%	64.7%
Oct 2013 ADR	+1.6%	\$88.61	\$93.43	\$113.48
Oct 2013 RevPar	+2.6%	\$61.25	\$60.06	\$73.48
2012 YTD Occupancy %	+2.3%	64.2%	59.8%	64.0%
2012 YTD ADR	+1.3%	\$86.72	\$87.71	\$110.71
2012 YTD RevPar	+3.7%	\$55.69	\$42.44	\$70.80

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

	October 2013	2013/14 YTD	YTD% Chg from 2013
Passenger Enplanements	406,059	3,821,426	-0.7%
Passenger Deplanements	407,232	3,828,661	-0.4%

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	34	17	11	8	5	3	3	0	0		369
At RCC (Tentative)							5	13	14	9	9	4	2	0			56

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	November 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	1,193	48,838	47,315	+3.2%
Estimated Economic Impact	\$1,140,921	\$29,068,998	\$23,750,000	+22.4%
Number of Definite Bookings	11	85	75	+13.3%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	November 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	58,746	280,746	141,460	+98.3%
Estimated Economic Impact	\$26,266,581	\$142,222,194	\$94,960,000	+49.85%
Number of Tentative Leads	64	359	220	+63.2%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	November 2013	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	10,350	74,250	42,812	+73%



Estimated Economic Impact	\$3,211,950	\$23,890,030	\$14,166,440	+ 68%
Number of Definite Bookings	3	31	30	+ 3%

VISITOR SERVICES PRODUCTION

	November 2013	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	47	243	+12.0%
# of Visitor Info. Center Visitors	918	6427	+34.0%
# of Visitor Inquiries	251	1821	+20.0%

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Pop Warner Mid-South Champ.	11/27-29/14	2,450	7,000	\$1,205,050
Sales Convention Center Definite				
Southeast Association of Telecommunications Officers and Advisors	3/23-25/14	95	150	\$32,475
North Carolina Future Farmers of America	6/16-19/14	750	2,500	\$927,900
TOTAL (A)		3,295	9,650	\$2,165,425

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

National Black Heritage Swimming	5/22-24/14	1,300	2,500	\$473,500
Deep South Classic	4/24-27/14	6,600	6,600	\$1,533,400
SPORTS TOTALS (B)		7,900	9,100	\$2,006,900
African American Cultural Festival of Raleigh and Wake County	8/30/13-9/1/13	60	200	\$62,850
The American Board of Anesthesiology, Inc.	10/28-30/13	27	20	\$8,811
The American Board of Anesthesiology, Inc.	11/4-5/13	30	20	\$7,515
The American Board of Anesthesiology, Inc.	11/13-14/13	16	20	\$5,100
Agritourism Networking Association	2/20-21/14	25	50	\$8,700
LaMonte Wedding Block	6/6-8/14	30	60	\$13,920
Shoun Family Association	7/11-13/14	70	80	\$19,710
Lambda Pi Chi Sorority	7/31/14-8/3/14	80	130	\$49,875
SALES TOTAL (C)		338	580	\$176,481
Total (A+B+C)		11,533	19,330	\$4,348,806



BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
GROUP SALES				
NC Physical Therapy Association	1/10-11/14	12	15	\$2,772
Yellow Ribbon Army National Guard	1/11-12/14	65	80	\$15,015
The ARC of NC Annual Conference	10/9-11/14	120	250	\$49,950
NC Association of Pharmacist	10/25-28/14	153	600	\$156,087
Greek House Training 2015	2/5-7/15	190	180	\$64,950
NC Academy of General Dentistry Annual Conference	2/5-8/15	140	250	\$76,800
American Institute of Graphic Arts Leadership Retreat 2015	6/2-8/15	574	225	\$181,734
Southeastern Association of Housing Officers	2/14-19/16	1,015	475	\$307,590
Southeastern Association of Housing Officers	2/19-24/17	1,015	475	\$307,590
Southeastern Association of Housing Officers	2/18-23/18	1,015	475	\$307,590
Council of Engineering & Scientific Society Executives	7/15-20/18	1,355	600	\$430,005
GRAND TOTAL		5,577	3,530	\$1,882,296

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
2014 Carolinas Conference Soccer Championships	500	TBD
GROUP SALES		
African American Minister Leadership Council	200	100
American Society of Legislative Clerks and Secretaries	606	225
Delta Sigma Theta	1,822	2,600
Lego Kids Festival	400	20,000
GROUP TOTAL	3,528	22,925

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCHSAA State Volleyball Championship	Raleigh (Nov. 2)
TEAMS Sports Event Conference	Salt Lake City, UT (Nov. 4-8)
Greater Raleigh Sports Council / Hurricanes Event	Raleigh (Nov. 5)
ACC Women's Soccer Championship	Cary (Nov. 8-10)
NC/SC Parks & Rec Association Annual Conference	Raleigh (Nov. 11-12)



Amateur Softball Association of American Convention	Oklahoma City (Nov. 11-14)
Greater Raleigh Sports Council Quarterly Meeting	Raleigh (Nov. 15)
NCHSAA Men's Soccer State Championships	Raleigh (Nov. 16)
NCHSAA Cheerleading Invitational Championships	Raleigh (Nov. 16)
USSSA Annual Convention	Fort Myers, FL (Nov. 19-21)
Pop-Warner Mid-South Football & Cheer Championship	Raleigh (Nov. 29-30)
Nike Cross Country Southeast Regional	Cary (Nov. 30)
CASL visitraleigh.com National Soccer Series	Wake County (multiple dates)
GROUP SALES	
Association Executives of NC Marketing & Communications Conference	Chapel Hill, NC (Nov. 1)
PMPI November Educational Experience	Washington, DC (Nov. 6)
IAEE DC Chapter Meeting	Arlington, VA (Nov. 8)
Association of Meeting Professionals November Meeting	Washington, DC (Nov. 12)
NC Society of Government Meeting Professionals Chapter Meeting	Durham, NC (Nov. 13)
NC Defense Business Association Member Luncheon	Fayetteville, NC (Nov. 15)
PCMA Capital Chapter Annual Meeting	Washington, DC (Nov. 18)
PCMA Chesapeake Chapter November Meeting	Baltimore, MD (Nov. 19)
MPI Philadelphia	Philadelphia, PA (Nov. 21)
MPI-Carolinas Chapter Meeting	Asheville, NC (Nov 21-22)
Nursing Organization Alliance	Minneapolis, MN (Nov. 23-26)
MPI Northeast (Boston)	Boston, MA (Nov. 25)