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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)

FEBRUARY 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 7.7 percent and prepared food and beverage tax collections were up 2.4 percent** for the period of January through December 2010 compared to the same period in 2009.

### GROUP SALES

January was a busy month for the Group Sales Department, producing 41 leads, totaling 15,689 room nights and an economic impact of \$7.5 million dollars. Twenty-one definite pieces of business were booked in Wake County this month, totaling 27,115 room nights, with an economic impact of \$12.5 million dollars. Travel for the department in January included the Religious Conference Management Association Conference and Tradeshow. This event was attended by Jana Rae Oliver, Director of Sales, along with representatives from Marriott Raleigh City Center and Raleigh Convention Center. Malinda Pettaway, Associate Director of Sales, and Loretta Yingling, National Sales Manager, attended MPI CC Board Planning Retreat and Chapter Meeting. Both ladies sit on the MPI CC Board. Kumi Anzalone traveled to Las Vegas to attend the Annual PCMA Meeting, as well as her DC area based PCMA meeting and MPI Board and Chapter Meetings, of which she is the President-Elect.

### SPORTS MARKETING

January featured one of the biggest events in Wake County's history, as the 2011 NHL All-Star Weekend was held in Raleigh. The weekend proved to be a resounding success, and when it was over, the host Carolina Hurricanes and the Greater Raleigh area received glowing reviews from NHL officials as well as from media members from around the world. The final economic impact report will not be available until late February, but recent host cities had all reported economic impact in the range of \$10 million or more. In addition, Raleigh stands to benefit from tens of millions of dollars in media exposure generated by the more than 400 journalists who traveled to the Capital City for the international event. Virtually all of the media reports praised the Hurricanes and Raleigh for their hosting of the event, some going as far as to call it the best All-Star Weekend in history. The primary host partners of All-Star Weekend were the Carolina Hurricanes, the Raleigh Local Organizing Committee, the City of Raleigh, Wake County, the Centennial Authority, the Greater Raleigh CVB, the Greater Raleigh Chamber of Commerce, the Greater Raleigh Sports Council, the Raleigh Convention Center and the RDU Airport Authority. The NHL All-Star 5K presented by visitRaleigh attracted almost 2,000 runners and raised money for the Hurricanes' Kids n' Community Foundation. More than 30,000 fans visited the NHL Fan Fair in the Raleigh Convention Center, and the All-Star Wide Open drew overflow crowds to the Fayetteville Street area and the downtown Amphitheatre. The NHL reported record numbers and statistical increases across the board for 2011 All-Star Weekend, including TV ratings, sponsorship revenue, retail sales, web site traffic and social media activity.



## **PUBLIC RELATIONS**

The Communications Department hosted Canadian travel and sports journalist, Lucas Aykroyd during NHL All-Star Weekend. A story highlighting the NHL All-Star Game, as well as area hospitality partners including: The NC Museum of History and Sports Hall of Fame, Fan Fair, The Raleigh Convention Center, Ole Time Barbecue, The Angus Barn, Tobacco Road, Hi-5, Lucky B's and Marbles Kids Museum, has been published on the International Ice Hockey Federation (IIHF) website as a result of the press trip. Speaking of hockey and media, more than 400 international and national journalists traveled to the Raleigh area to report on the NHL All-Star Game and Weekend. Media fact sheets, area information, images and footage were compiled to assist journalists in reporting clear and correct information about the area. Currently the Communications Department is compiling all of the media clips to determine ad equivalency value. A press release was sent to national meeting trade publications highlighting the success of the NHL All-Star Weekend and some of the testimonials and quotes used by national and international media outlets. The NC Museum of Art was featured in an article in Group Travel Leader highlighting 'Quirky' New Museum Architecture.

## **SERVICES**

We got 2011 off to a very busy start for the Services team. Large RCC based groups included the return of Big Rock East (BRE) and National Agents Alliance (NAA) Annual Convention. BRE is a sports business-to-business tradeshow that returned to Greater Raleigh for a second year and averages about 3500 people (dealers, vendors, staff). Despite weather impacts to travel, numbers were strong and the group generated over 4100 hotel room nights to the 12 host hotels. We are currently assessing the 2011 show and beginning to prepare for Big Rock East 2012! NAA has been with us twice a year now for the third year in a row, and this annual meeting brings us approximately 2500 attendees. Both are great anytime but especially welcome in January. As for our Visitor Information Center, our VIC traffic rebounded after a slow December and we handled 547 inquiries for the month and hosted 878 visitors. In the way of other Services news: Julie traveled to Knoxville to conduct attendance promotion for the Ruritan National Convention which Raleigh will host in 2012. Ruritan expects to bring 1500 attendees to us next year. Tammy Jeffries represented us at the ACOM Annual Conference (Association for Convention Operations Management) in Las Vegas in early January. This conference is primarily educational in nature, but also provides GRCVB with an excellent opportunity to idea share with our peers in the convention services industries. Tammy served as part of the national planning committee for the ACOM events. Finally, Ambassadors extended our total staff hours by giving us 247.5 hours in January (this includes VIC coverage, All Star and conventions work and is a new monthly record for Ambassador hours). We hosted them for a Lunch and Learn event at the Raleigh Convention Center on January 24. The event combined an appreciation day with learning opportunities and was a great time for all involved (including GRCVB staff!).

## **MARKETING**

Development and production of the annual Official Visitors Guide for the area kicked off the first week of January. Attraction partners received information update forms by mail in January, and hotel partners will receive their update forms in February. The next guide will be ready for distribution in June 2011. Also in January, the Marketing Department ran a photo/video contest in advance of February 5's Krispy Kreme Challenge. In addition to two spots on the race team, one lucky entrant won a hotel stay, dinner for two and more. The Bureau unveiled the newest section of visitRaleigh.com, which allows organizers of small business meetings or personal get-togethers including board retreats, family reunions, small weddings or team travel to book five to 25 rooms



online. The D.I.Y. Meeting Planners Toolbox allows GRCVB to sell the same sleeping room and meeting room inventory as Alliance Reservations Network, and users of the toolbox can also readily access area dining, entertainment and event information to plan the remainder of their visits. GRCVB will promote the website as the easiest way for small groups (groups not following an official RFP/bid process) to plan their trips all in one place. Five new restaurant videos debuted on the Greater Raleigh video gallery (<http://video.visitraleigh.com>): The Artisan, Coquette Brasserie, Frazier's Wine Bar/Lounge, Porter's City Tavern and Vivace. On January 26, the Marketing and Communications teams visited the Contemporary Art Museum under development in downtown Raleigh for a sneak preview and preliminary discussion of tourism marketing tactics; GRCVB will be collaborating with the museum's staff on visitor marketing and communications leading up to its grand opening the weekend of Apr. 29. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media, and banner ads ran on the "About NC" Journey on [visitnc.com](http://visitnc.com) to attract leisure interest and visitation. Other leisure placements ran online across the Vacation Planning Ad Network. A meetings-oriented ad ran in the Meetings South e-newsletter.



**VISITOR INDUSTRY STATISTICAL REPORT  
JANUARY 2011  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Dec 09	Wake County	North Carolina	United States
Dec. 2010 Occupancy %	+4.8%	48.0%	41.8%	46.0%
Dec. 2010 ADR	+0.7%	\$76.17	\$74.20	\$96.22
Dec. 2010 RevPar	+5.6%	\$36.54	\$31.00	\$44.23
2010 YTD Occupancy %	+5.0%	58.9%	53.8%	57.6%
2010 YTD ADR	-1.8%	\$79.67	\$79.92	\$98.08
2010 YTD RevPar	+3.1%	\$46.95	\$43.02	\$56.47

*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 2010*

	December 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	391,540	4,563,520	+1.5%
Passenger Deplanements	370,344	4,538,350	+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
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	n.a	
At RCC (Definite)	14	45	54	55	29	11	9	6	4	4	1	1	1	1	0	1	232
At RCC (Tentative)			7	17	10	11	5	4	2	2	2	2					52

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	January 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	27,115	71,696	61,250	+17%
Estimated Economic Impact	\$12,513,705	\$37,194,024	\$30,916,666	+20%
Number of Definite Bookings	21	129	98	+32%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	January 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	17,021	153,659	186,662	-7%
Estimated Economic Impact	\$9,673,604	126,918,899	\$126,583,333	+1%
Number of Tentative Leads	41	263	292	-8%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	January 2011	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	8,441	98,482	53,666	+ 83 %
Estimated Econ Impact	\$4,336,804	\$41,433,935	\$17,499,000	+ 137%
Number of Definite Bookings	9	42	38	+ 10%

**VISITOR SERVICES PRODUCTION**

	January 2011	FY 10/11 YTD	YTD% Chg from 09-10
Number of Groups Served	36	235	+8.0%

**CONVENTION CENTER DEFINITE BOOKINGS**

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
The Institute of Emerging Issues	2/6-8/11	350	1,200	\$303,150
City of Raleigh	2/28-2/11	250	150	\$63,600
IBM	4/3-6/11	1,232	600	\$387,084
Independent Builders Supply Association	8/31-2/11	325	400	\$155,805
NC Healthcare Information Management Association	5/1-4/12	442	300	\$142,818
Institute of Electrical & Electronics Engineers (IEEE)	9/16-20/12	1,499	900	\$958,062
International Workers Compensation Foundation	10/9-12/12	665	700	\$301,035
International Workers Compensation Foundation	10/8-11/13	665	700	\$301,035
<b>TOTAL (A)</b>		<b>5,428</b>	<b>4,950</b>	<b>\$2,612,589</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
NCHSAA State Swim & Dive	2/10-12/11	563	2,250	\$253,257
NCHSAA State Basketball	3/11-12/11	1,794	6,150	\$704,366
NCHSAA State Men's Tennis	5/12-14/11	44	175	\$21,416
NCHSAA State Lacrosse	5/13-14/11	100	1,000	\$58,900
NCAA DII Baseball Nationals	5/24-6/3/12	1,792	1,000	\$775,168



NCHSAA State Women's Soccer	5/27-29/11	388	1,395	\$163,432
NCHSAA State Softball	6/2-4/11	855	3,420	\$589,095
NCHSAA State Baseball	6/2-4/11	1,305	5,220	\$899,145
Sr. Softball USA Eastern Nat'ls	8/1-7/11	1,600	1,800	\$872,025
<b>SPORTS TOTALS (B)</b>		<b>8,441</b>	<b>22,410</b>	<b>\$4,336,804</b>
NC Department of Administration	3/18-20/11	300	300	\$104,400
Prestige Salong Products	3/27-28/11	8	200	\$24,312
U.S. Army Corps of Engineers	4/10-15/11	180	42	\$45,090
World Beer Festival	4/8-10/11	280	8,000	\$1,893,390
Caraway Group	4/20-23/11	167	150	\$68,997
Original Church of God	6/22-26/11	462	500	\$270,522
Sigma Gamma Rho Sorority, Inc.	7/12-16/11	585	350	\$234,585
Jehovah's Witnesses	7/28-30/11	9,600	10,000	\$3,504,600
Jehovah's Witnesses	8/4-6/11	9,600	10,000	\$3,504,600
Taylor Family Reunion	8/5-7/11	100	100	\$34,800
Huston/Herbst Wedding	9/2-5/11	210	225	\$102,915
AWEC-Association of Women Executives in Corrections	9/15-18/11	95	100	\$43,005
Raleigh Sci-Fi Conference (Working Title)	1/13-15/12	100	250	\$69,900
<b>TOTAL GROUP (C)</b>		<b>21,687</b>	<b>30,217</b>	<b>\$9,901,116</b>
<b>Total (A+B+C)</b>		<b>35,556</b>	<b>57,577</b>	<b>\$16,850,509</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
<b>GROUP SALES</b>				
USSOCOM Care Coalition Recovery Program	3/11-13/11	22	11	\$5,820
National Society for Histotechnology	3/25-27/11	35	75	\$20,955
Lab Answer Spring Event	4/8-10/11	140	70	\$32,340
Advance the Church	5/3-6/11	800	1,100	\$430,500
Vmware Vforum	5/30-6/2/11	65	1,200	\$427,440
NC Division of Aging-NC Senior Center Symposium	8/2-4/11	55	60	\$19,725
Independent Builders Supply Association	8/30-9/2/11	325	400	\$155,805
NC Division of Aging-Ann Johnson Institute for Sr Center Mgmt	10/3-6/11	100	70	\$33, 630



SE Association for Behavior Analysis	10/27-30/11	125	200	\$83,280
AAMVA 2012 Board Meeting	1/4-7/12	117	65	\$27,027
National Transportation Public Affairs Workshop	8/15-19/12	240	60	\$55,440
AAMVA 2012 Annual International Conference	8/21-28/12	1,987	550	\$524,517
International Mason National Conference	10/11-13/12	625	400	\$179,475
NC Assn of Pharmacists	10/28-10/30/12	153	600	\$156,087
Association for Public Health Laboratories	5/30-6/5/13	1,140	450	\$403,740
NC General Service Committee of Alcoholics Anonymous	8/23-25/13	60	100	\$25,560
NC General Service Committee of Alcoholics Anonymous	11/8-10/13	275	300	\$95,115
NC General Service Committee of Alcoholics Anonymous	2/14-16/14	60	100	\$25,560
NC General Service Committee of Alcoholics Anonymous	5/2-4/14	275	300	\$95,115
NC General Service Committee of Alcoholics Anonymous	7/17-20/14	440	1,300	\$491,250
NC General Service Committee of Alcoholics Anonymous	8/15-17/14	60	100	\$25,560
NC General Service Committee of Alcoholics Anonymous	11/7-9/14	275	400	\$110,325
NC General Service Committee of Alcoholics Anonymous	5/1-3/15	275	300	\$95,115
NC General Service Committee of Alcoholics Anonymous	5/20-22/15	60	100	\$25,560
NC General Service Committee of Alcoholics Anonymous	8/13-16/15	440	1,300	\$497,250
<b>GRAND TOTAL</b>		<b>8,149</b>	<b>9,611</b>	<b>\$4,008,561</b>

**SITE VISITS**

<b>Group Name</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>SPORTS MARKETING</b>		
2011 NHL All-Star Weekend	8,900	20,000
<b>GROUP SALES</b>		
Gold Standard Accommodations	6,000	4,000
Society for Investigative Dermatology	2,142	1,300
<b>GROUP TOTAL</b>	<b>17,042</b>	<b>25,300</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
N.C. Sports Association Executive Committee	Raleigh (Jan. 4)
American Baseball Coaches Association Convention	Nashville (Jan. 5-9)
NHL All-Star LOC Meeting	Raleigh (Jan. 6)
Greater Raleigh Sports Council Steering Committee	Raleigh (Jan. 13)
Raleigh City Council All-Star Presentation	Raleigh (Jan. 18)
GRCVB Presentation to Town of Garner officials	Garner (Jan. 19)
NHL All-Star LOC Meeting	Raleigh (Jan. 20)
U.S. Lacrosse National Convention	Philadelphia (Jan. 20-23)
NHL All-Star Weekend	Raleigh (Jan. 27-30)
<b>GROUP SALES</b>	
MPI Potomac Chapter Educational Event	Washington, DC (Jan. 5)
PCMA Annual Meeting	Las Vegas, NV (Jan. 7-12)
PCMA Capital Chapter Reception	Las Vegas, NV (Jan. 9)
Webinar - Green Meetings	Washington, DC (Jan. 13)
NC SGMP Chapter Meeting	Raleigh, NC (Jan. 12)
Site tour of new Courtyard by Marriott Triangle Town Center	Raleigh, NC (Jan. 18)
MPI Carolinas Chapter BOD Retreat and Chapter Meeting	Raleigh, NC (Jan. 19-21)
MPI Potomac Chapter Executive Committee Meeting	Washington, DC (Jan. 21)
Vertical Market Meeting with local partners	Raleigh, NC (Jan. 25)
Webinar - ROI for the Meeting Professional	Washington, DC (Jan. 26)
MPI Potomac Chapter Mid Year Board Retreat	Cancun, MX (Jan. 28-Feb. 1)