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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)

JANUARY 2015

## WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 15.2 percent** for the calendar year beginning January-November 2014 compared to the same period of January-November 2013 and **prepared food and beverage tax collections were up 9.3 percent** during the same period.

## GROUP SALES

The month of December was busy for the Group Sales Department, initiating 82 leads, which totaled 67,003 room nights equaling \$54,516,382 in estimated economic impact. 18 definite pieces of business were booked, totaling 11,757 room nights for \$8,826,774 in economic impact. Busy travel and event schedules kept the Sales Department on the move as well. Jamie Rice, Regional Director/National Accounts attended HIP on December 2<sup>nd</sup>, AMPS in Arlington, VA, IMN Solutions Holiday Event in Arlington, as well as CVB Rep Client event in DC. Stephen Jackson, Senior National Sales Manager, participated in SMART Meetings in Dallas. Jana Rae Oliver, Director of Sales, along with hotel partners Sheraton Raleigh City Center and Raleigh Marriott Crabtree, participated in the Association Forum of Chicagoland Holiday Showcase Event and Tradeshow. They also hosted 42 planners, along with the Asheville CVB, at the 7<sup>th</sup> Annual Event of the Season client appreciation event, held at Trump Towers in Chicago. JR Oliver, Malinda Harrell, Associate Director of Sales, Loretta Yingling, National Sales Manager, and Nicole Robinson, Sales Coordinator, attended the AENC Holiday Showcase. Malinda, Loretta and Nicole developed and ran the award winning booth at the AENC tradeshow that day.

## SPORTS MARKETING

The final month of the 2014 calendar year included several marquee sporting events in Wake County. Highlights included the NCAA Men's Soccer College Cup, played at WakeMed Soccer Park in Cary before a two-day attendance total of 17,517. Virginia defeated UCLA for the national title. It marked the 10<sup>th</sup> time in the last 12 years that Cary hosted an NCAA College Cup. Host partners included Campbell University, the Town of Cary, CASL and the GRSA. The second weekend in December also marked the final weekend of the CASL [visitraleigh.com](http://visitraleigh.com) National Soccer Series, as the Boys Showcase took center stage. More than 400 youth teams (404 to be exact) generated more than 14,000 hotel room nights and \$3.5 million in direct visitor spending. The NCHSAA football state championships were held in Raleigh at NC State's Carter-Finley Stadium, as eight teams converged on the Capital City to decide four state titles. This was the 5<sup>th</sup> and final fall championship in Raleigh this year, and one of 12 overall scheduled for Raleigh during the current academic year. That's more than any other city. December concluded with a couple of Raleigh's oldest and most tradition-rich sporting events – the WRAL Invitational Wrestling Tournament (at Athens Drive HS), and the [highschoolOT.com](http://highschoolOT.com) Holiday Invitational basketball



tournament (at Broughton HS). Ironically, both events originated in 1972 and celebrated their 43<sup>rd</sup> anniversaries this year. The Greater Raleigh Sports Alliance held its quarterly meeting and welcomed its newest member, Derrick Remer, Director of Special Events for the City of Raleigh.

## **PUBLIC RELATIONS**

A great piece was written by freelance travel writer Mike Richard after he visited the area as part of a GRCVB-sponsored media tour. The article "Beer, BBQ and Bluegrass: (At least) Seven Great Reasons to Visit Raleigh, N.C." on Vagabondish.com mentioned numerous Wake County hospitality partners including: Trophy Brewing Company, Crank Arm Brewing, Raleigh Beer Garden, Oak City Cycling, Irregardless Cafe, Angus Barn, Bida Manda, Herons at The Umstead Hotel and Spa, Raleigh Food Truck Rodeo, Krispy Kreme Challenge, The Pit, Wide Open Bluegrass, North Carolina Museum of Natural Sciences/Nature Research Center, North Carolina Museum of Art, North Carolina Museum of History, City of Raleigh Museum (COR Museum) and Triangle Glides. Vagabondish.com has more than 300,000 unique visitors per month. The Communications Department had the pleasure of welcoming freelance travel journalist Lin Stranberg to Raleigh during the last week of Dec. Stranberg was exploring five different U.S. cities to include in a series of travel articles on "snowbird" travel from Canada to Fla. Director of communications Ryan Smith had two public relations strategy meetings this month with partners including Morgan Servie, marketing and public relations manager with Wake County Economic Development, and with Frank Bloom, director of marketing and events for Hibernian Company, to discuss potential joint public relations initiatives.

## **SERVICES**

December was definitely a quieter month for us in some respects, although still productive! VIC numbers continued down, and we expect those numbers should start to rebuild after the holidays. Convention/event arrivals were actually moderately strong and we are staying ahead of last year by 16%. In the way of other initiatives: we hosted our Winter Customer Care for the Hospitality Class on Dec. 2 at Zinda. Sponsored by Eschelon Experiences, this class included 25 attendees. On Dec. 3 we assisted NCDOT with logistics and marketing support for its "Fortify Raleigh" Town Hall Meeting. Open to the business and civic community, our interest in this program was to provide our hospitality partners with updated information about the upcoming construction impacts to our visitors. Services also supported Marketing in a meeting with NC Department of Extension in a meeting with Adams Vineyard for the People First Tourism (PFT) program. PFT provides a means for visitors to engage in unique tourist experiences. As an example, a vineyard experience might include vine care, grape picking, and a wine tasting on site at the vineyards. It's an exciting way to build unique tourism product, and we're very excited to see the process in development. Finally in December we facilitated the Big Rock East pre-con meeting. This was a busy meeting to prepare for hosting Big Rock back again the first week of January 2015. Big Rock attendance generally exceeds 4,000 for the four day event which provides hotel impacts for almost a full week.

## **MARKETING**

In Dec., in conjunction with a Fortify town hall meeting held by the N.C. Department of Transportation, the GRCVB Marketing Department reminded area hospitality partners that together we should educate visitors traveling via ground about the I-40/440 improvement project before and during their stays to



make their travels a breeze. GRCVB is hosting and promoting a visitor-oriented webpage at [www.visitRaleigh.com/fortify/](http://www.visitRaleigh.com/fortify/) through the conclusion of the road project and also has published a Fortify FAQ flyer for hospitality industry professionals and area info desks/front desks. GRCVB's The World's Largest Dinosaurs (exhibit at the N.C. Museum of Natural Sciences)/Lifelong Learner leisure visitor campaign is running in Jan.-Feb. 2015; advertising and other marketing communications refer potential visitors to [www.visitRaleigh.com/dinosaurs/](http://www.visitRaleigh.com/dinosaurs/), in support of visiting that exhibit, our area's museums and historic sites this season. The department laid plans for its annual Partner Marketing Survey, which will be sent to all area hospitality partners in Jan., as well as for an update of the Bureau's b-roll footage resources. The department also held several meetings to plan for 2015 upgrades to the Greater Raleigh Beer Trail, including promotion of a new mobile app that would guide trail users. The Bureau's destination brand tune-up project reached the documentation and presentation stages in Dec.; along with consultant DCI, Marketing Department staff now will begin finalizing and presenting recommended strategies, brand manuals and community relations tools in Jan.-Feb., first internally with staff and board then externally with Bureau partners and other stakeholders. The revamped destination brand strategy will inform all Bureau marketing activities for 5+ years to come. On Dec. 18, the department hosted the winter meeting of the Bureau's Live Music Advisory Committee; the committee discussed plans to meet with several Raleigh elected officials on Jan. 8 in terms of advocacy/issues impacting our area's live music scene. On Dec. 19, Marketing Department staff submitted all listings content for the next Official Visitors Guide to Raleigh, Cary and Wake County; after advertising and editorial materials are gathered and finalized, proofing and preparations for delivery will get underway in Feb., with delivery of the next guides from new publisher Compass Media expected in Apr. Under GRCVB's external advertising plan for the month of Dec., leisure-related placements appeared on [shermanstravel.com](http://shermanstravel.com), [gardenandgun.com](http://gardenandgun.com) and [visitnc.com](http://visitnc.com); GRSA-related placements appeared on [sportscommissions.org](http://sportscommissions.org) and in *Sports Destination Management*, *Sports Events* and *Sports Travel* magazines; and meetings-related placements appeared in AENC's and MPI-CC's annual directories, in *Smart Meetings*, *M&C*, *The Meeting Professional* and *Prevue* magazines and on IAEE's and MPI's websites.



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

	Chg. from Nov '13	Wake County	North Carolina	United States
Nov 2014 Occupancy %	-2.3%	66.8%	57.6%	58.7%
Nov 2014 ADR	+7.4%	\$93.05	\$89.11	\$112.52
Nov 2014 RevPar	+5.0%	\$62.17	\$51.32	\$66.09
2014 YTD Occupancy %	+7.0%	69.1%	62.3%	65.5%
2014 YTD ADR	+5.5%	\$91.49	\$91.50	\$115.59
2014 YTD RevPar	+12.9%	\$63.22	\$57.02	\$75.66

*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*

	NOV 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	431,658	3,979,091	+4.1%
Passenger Deplanements	432,939	3,973,235	+3.8%

**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**

	December 2014	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	11,757	49,644	56,788	-12.6%
Estimated Economic Impact	\$8,826,774	\$30,738,128	\$30,000,000	+2.5%
Number of Definite Bookings	18	125	90	+38.9%



**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>December 2014</b>	<b>YTD</b>	<b>14/15 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	67,033	385,925	169,752	+127.3%
Estimated Economic Impact	\$54,516,382	\$277,023,089	\$118,500,000	+133.8%
Number of Tentative Leads	82	472	276	+71.0%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>December 2014</b>	<b>YTD</b>	<b>14/15 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	3,592	81,793	52,402	+ 56%
Estimated Economic Impact	\$1,068,955	\$22,266,257	\$17,350,000	+ 28%
Number of Definite Bookings	4	31	37	-16%

**VISITOR SERVICES PRODUCTION**

	<b>December 2014</b>	<b>FY 14/15 YTD</b>	<b>YTD% Chg from 13/14</b>
# of Groups Serviced	17	295	+16.0%
# of Visitor Information Center visitors	639	5,946	-16.0%
# of Visitor Inquiries	164	1,904	-4.0%

**VISITOR GUIDE DELIVERY SERVICE TO PARTNERS**

*This is a new service that we have begun as of October 2014*

	<b>DEC 2014</b>	<b>2014 YTD</b>	<b>YTD % Chg from 13/14</b>
Partners Serviced	32	129	**baseline #s
Visitor Guides Delivered	3,895	14,745	**baseline #s



**CONVENTION CENTER DEFINITE BOOKINGS**

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
<b>Sports Convention Center Definite</b>				
<b>Sales Convention Center Definite</b>				
NC Music Educators Assn	5/1-2/15	20	3,000	\$4,620
International Workers Compensation Foundation	10/3-6/17	450	700	\$251,895
National Association of RV Parks and Campgrounds	11/4-11/17	1,584	650	\$1,483,835
International Workers Compensation Foundation	10/9-12/18	550	700	\$251,895
International Workers Compensation Foundation	10/1-4/19	550	700	\$251,895
International Workers Compensation Foundation	10/13-16/20	450	700	\$251,895
American Concrete Institute	10/21-30/20	2,866	1,300	\$1,246,053
<b>TOTAL (A)</b>		<b>6,470</b>	<b>7,750</b>	<b>\$3,742,088</b>

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

Shaw University Softball Challenge	2/19-21/15	750	1,000	\$269,250
USA Baseball Irish Classic	2/26-28/15	495	375	\$122,130
National High School Invitational	3/24-28/15	1,825	1,500	\$553,175
NCAA D-I Women's Golf Regional	5/6-10/15	522	250	\$124,400
<b>SPORTS TOTAL (B)</b>		<b>3,592</b>	<b>3,125</b>	<b>\$1,068,955</b>



Confidential Corporate Client	2/21-27/15	482	170	\$164,794
Starpower	3/27-30/15	101	100	\$100,187
Soul Saving Station	6/28-7/6/15	445	175	\$400,522
Apostolic Faith Fellowship International	8/3-8/15	1,065	500	\$539,979
Confidential Corporate Account	9/11-18/15	624	200	\$232,853
Arabian Horse Association	9/12-21/15	2,295	1,375	\$2,930,436
NC Association of Electric Cooperatives	9/15-16/15	60	80	\$29,251
National At-Home Dad Network	9/24-27/15	135	200	\$222,046
NC Association of Electric Cooperatives	11/10-11/15	60	80	\$29,251
<b>SALES TOTAL (C)</b>		<b>5,267</b>	<b>2,880</b>	<b>\$4,649,319</b>
<b>Total (A+B+C)</b>		<b>15,329</b>	<b>13,755</b>	<b>\$9,460,362</b>

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

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
<b>GROUP SALES</b>				
BASF NAPPC	1/11-13/15	80	60	\$35,308
BASF Auto	1/19-23/15	72	20	\$17,737
Complementary Ophthalmic Residents Education	3/26-30/15	101	100	\$100,614
StarPower Raleigh 2015	3/27-30/15	101	150	\$105,657
Zephyr's Adventures Beer Bloggers Conference	7/16-17/15	50	50	\$22,761



Ray Price Capital City Bike Fest	9/24-27/15	325	300	\$244,133
The Appraisal Foundation	9/27-30/15	135	50	\$38,574
American Society of Travel Writers-Annual Mtg. of the Eastern Chapter	3/6-9/16	210	100	\$83,885
Environmental Design Research Association (EDRA)	6/6-11/16	615	450	\$604,074
Church of our Lord Jesus Christ Convocation 2017	7/15-24/17	2,694	1,200	\$2,671,426
Eastern Association of College & University Business Officers (EACUBO)	10/20-25/17	1,387	950	\$1,358,584
Eastern Association of College & University Business Officers (EACUBO)	10/12-17/18	1,387	950	\$1,358,584
American Association for Paralegal Education Annual Conference 2018	11/4-11/18	775	300	\$444,981
Alliance of Hazardous Materials Professionals	8/22-28/19	1,545	800	\$1,245,459
<b>GRAND TOTAL</b>		<b>9,477</b>	<b>5,480</b>	<b>\$8,331,777</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2015 Rock 'n' Roll Marathon & ½ Marathon	7,500	18,500
<b>GROUP SALES</b>		
American Institute of Graphic Arts 2016	574	300
American Society of Travel Writers	210	100
Meeting Professionals International-Carolinas Chapter	30	100
Southeast Deer Study Group	675	375
<b>GROUP TOTAL</b>	<b>8,989</b>	<b>19,375</b>



### TRADESHOWS & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Southeast Masters T&F LOC Meeting	Raleigh (Dec. 8)
NCHSAA Football Championship Press Conference	Chapel Hill (Dec. 8)
GRSA Advisory Board Quarterly Meeting	Raleigh (Dec. 9)
NCAA Men's College Cup Events	Cary (Dec. 10-14)
CASL visitRaleigh.com NSS Boys Showcase	Countywide (Dec. 12-14)
NCHSAA Football State Championships	Raleigh (Dec. 12-13)
GRSA Advisory Board Hospitality Event	Raleigh (Dec. 17)
WRAL Invitational Wrestling Tournament	Raleigh (Dec. 19-20)
highschoolOT.com Holiday Invitational	Raleigh (Dec. 26-30)
<b>GROUP SALES</b>	
Hospitality Industry Professionals	Washington, DC (Dec 2)
SMART Meetings Dallas	Dallas, TX (Dec 4)
Association of Meeting Professionals December Meeting	Arlington, VA (Dec 8)
Association Executives of North Carolina Annual Tradeshow	Raleigh, NC (Dec 11)
Assn Forum Chicago Holiday Showcase	Chicago, IL (Dec 16)
Event of the Season Client Appreciation Event	Chicago, IL (Dec 16)
IMN Solutions Holiday Party	Arlington, VA (Dec 16)
CVB Reps Client Event	Washington, DC (Dec 17)



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