



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JULY 2014

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 11.5 percent** for the calendar year beginning January-May 2014 compared to the same period of January-May 2013 and **prepared food and beverage tax collections were up 6.2 percent** during the same period.

### GROUP SALES

The last month of the fiscal year was tremendous for the group sales efforts! Ending numbers were above all our annual goals. Two hundred seventy-two definite pieces of business produced nearly 119 thousand room nights, with a Direct Economic Impact of over \$92 million dollars. Nicole Robinson, Sales Coordinator, Malinda Harrell, Associate Director of Sales, and Loretta Yingling, National Sales Manager, hosted dozens of local meeting planners as the Plan Your Meeting group produced a marvelous program at our client event. The three sales team members also attended MPICC Education Lite, and Comfort Suites Renaissance Park Open House. Stephen Jackson, Sr. National Sales Manager, attended the 13<sup>th</sup> Annual Recognition Luncheon in Philadelphia, as well as participated in the Collinson Publishing Trade Show, Collaborate, traveling with hotel partners to Portland for this. Jamie Rice, Regional Director, National Accounts, hosted over 30 D.C area planners at a client event co-hosted with Asheville CVB. Their theme was Steal the Pint Night, and was focused around North Carolina produced beers. She headed for Toronto to the PCMA Education meeting, and attended the Hospitality Industry Professions Networking Event back in D.C.

### SPORTS MARKETING

The month got off to a quick start with the 2<sup>nd</sup> annual Ironman 70.3 Raleigh on June 1, and for the second consecutive year it was a smashing success. More than 2,400 athletes from 40 states and 9 countries traveled to Raleigh for the 70.3 challenge. Final numbers are not yet in, but the GRSA projected more than 3,500 hotel room nights and \$1.2 million in direct visitor spending. Additional June highlights included the U.S. Lacrosse Southeast Regional Championship at WRAL Soccer Park, the NCHSAA baseball state championships at Five-County Stadium in Zebulon, the NCHSAA softball state championships at Raleigh's Walnut Creek Softball Complex, the Southeastern Masters Track & Field championships at Derr Track at NC State, and the USA Baseball Tournament of Stars at the National Training Complex in Cary. Final numbers are in for the NCAA Baseball Division II World Series, and those numbers show continued growth for one of the Triangle's signature annual events. The D-II World Series generated 2,452 hotel room nights, a 14 percent increase over last year, and \$723,535 in direct visitor spending. Total attendance this year was 10,245. At its June 5 meeting, the Centennial Authority recognized and thanked the Greater Raleigh Sports Alliance for its role in supporting the 2014 NCAA Men's Basketball Tournament 2<sup>nd</sup> and 3<sup>rd</sup> rounds, hosted by NC State and held at PNC Arena, March 21-23, and for its role in leading Raleigh's NCAA Local

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Organizing Committee. Scott Dupree chaired the committee, while the entire GRSA staff (Theresa Tyler, Jason Philbeck, Tori Collins and Michael Robson) served on the LOC.

## **PUBLIC RELATIONS**

It may be the last month of the fiscal year but that doesn't mean the media coverage of Greater Raleigh is coming to an end! Raleigh was featured in a round-up of the Triangle in the July issue of *Convention South*. The piece, which included Raleigh, Durham and Chapel Hill meeting sites featured the Raleigh Convention Center, Sheraton Raleigh Hotel, Jimmy V's Osteria + Bar, Doubletree by Hilton Raleigh Brownstone University, Raleigh Marriott City Center and World of Bluegrass. The *Gwinnett Daily Post* featured the Raleigh State Capitol along with the NC Museum of History, NC Museum of Art, Carolina Ballet, North Carolina Opera, North Carolina Symphony, North Carolina Theatre, Kazoom Children's Theatre and Marbles Kids Museum in a round-up travel story highlighting surrounding state capital cities (to Gwinnett, GA) that offer something for everyone. The Today Show with Kathie Lee and Hoda featured the N.C. Museum of Natural Sciences as a fun, family-friendly attraction that won't cost a dime. The website, Livability, published an article titled, "Six Reasons to Move to Raleigh," which highlighted our area's urban living, southern flair, great food and great neighboring towns. The Communications Department distributed a press release announcing a new national tradeshow, Data 4 Decisions, which will launch in Raleigh next March. This conference, which is supported by many of the area's key companies and organizations including: SAS, Cisco, IBM and others will focus on improving the strategic use of Big Data. The Communications Department hosted Canadian-based journalist Kevin Hann in Raleigh last week. Thank you to the Holiday Inn Raleigh Downtown - Capital for providing his accommodations. In conjunction with the N.C. Division of Tourism, Film and Sports Development hosted four Canadian-based journalists in Raleigh during the Men's U.S. Open in Pinehurst.

## **SERVICES**

We ended our fiscal year with a bang just in time for the approaching July 4<sup>th</sup> Holiday! In addition to generally being very busy with our groups, our overall year end numbers were very strong with having achieved 559 total groups serviced (conventions and sports), 12,926 visitors through our Visitor Information Center and 4,912 visitor inquiries fulfilled. Additionally we are pleased with our post event survey results: we averaged a 52.5% response rate (against a goal rate of 34%) and averaged a 4.52 scoring (on a 5 point scoring index). We also ran three training programs in June – all with excellent results. The See for Yourself Most Live Music FAM Tour provided 31 attendees (mainly front line staff at Greater Raleigh hospitality businesses) the opportunity to tour and “see for themselves” live music venues for which our destination is becoming well known. Our Customer Care for the Hospitality Industry (customer service training class) was another success and we had 32 attendees for that class (with many thanks to the Hilton North Raleigh Midtown for hosting our class). Finally, we participated in Raleigh Police Department's Taxi Division taxi driver training program with nearly 40 new drivers in attendance. Our goal is for Raleigh to become known for great hospitality, and these three programs go a long way in helping us to reach our goal. In the way of other news, Julie Brakenbury conducted a live on site attendance promotion when she attended the Air & Waste Management Association's Convention & Expo in Long Beach. She was there with members of the local host committee to promote hosting the same conference here in Raleigh for 2015.



## MARKETING

In June, the Marketing Department posted two updated videos on the Greater Raleigh YouTube channel for visitors: the North Carolina Museum of Natural Sciences, featuring interviews with staff and new footage of the Nature Research Center, and Town of Morrisville, with new footage and narration by Mayor Mark Stohlman. The department also welcomed Brittini Adams, a summer student intern from Appalachian State University. On June 26, the Marketing Department hosted area hospitality industry partners at its Summer Marketing Update Meeting, held at J.C. Raulston Arboretum at North Carolina State University; partners who were unable to attend in person were invited to a follow-up webinar, July 10. Department staff continued to lay plans for the GRCVB Annual Meeting, Aug. 27, and for the Bureau's annual report to be distributed in Aug. With media buyer AdStaff, department staff also finalized the Bureau's print and online advertising plans for the 2014–2015 fiscal year. Under GRCVB's external advertising plan for the month of June, leisure-related placements appeared on [shermanstravel.com](http://shermanstravel.com) and [visitnc.com](http://visitnc.com); GRSA-related placements appeared on [sportscommissions.org](http://sportscommissions.org), *Sports Business Journal* online, [sportseventsmagazine.com](http://sportseventsmagazine.com) and [sportstravelmagazine.com](http://sportstravelmagazine.com) and in *Sports Destination Management* magazine; meetings-related placements appeared in AENC's and MPI-CC's annual directories, on MPI's website and in MPI *One+*, *M&C* and *Collaborate* magazines.



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

	Chg. from May'13	Wake County	North Carolina	United States
May 2014 Occupancy %	+6.3%	70.2%	64.1%	67.0%
May 2014 ADR	+4.5%	\$92.23	\$92.81	\$115.35
May 2014 RevPar	+11.0%	\$64.75	\$59.51	\$77.27
2014 YTD Occupancy %	+8.0%	67.3%	58.7%	62.1%
2014 YTD ADR	+4.3%	\$91.18	\$88.21	\$113.58
2014 YTD RevPar	+12.6%	\$61.33	\$51.82	\$70.52

*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*

	May 2014	2014 YTD	YTD% Change from 2013
Passenger Enplanements	436,051	1,845,798	+1.2%
Passenger Deplanements	427,600	1,843,530	+1.0%

**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**

	June 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	14,245	118,957	117,919	+1%
Estimated Economic Impact	\$39,616,122	\$92,071,560	\$57,000,000	+62%
Number of Definite Bookings	42	272	180	+66%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	June 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	93,080	625,681	169,752	+268.6%
Estimated Economic Impact	\$39,616,122	\$297,895,121	\$113,952,000	+161.4%
Number of Tentative Leads	76	752	264	+184.8%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**



	June 2014	YTD	13/14 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	5,100	103,196	102,750	+1%
Estimated Economic Impact	\$2,021,900	\$32,519,020	\$34,000,000	-4%
Number of Definite Bookings	2	65	73	-10%

### VISITOR SERVICES PRODUCTION

	June 2014	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	61	559	+11.0%
# of Visitor Information Center Visitors	934	12,926	+5.0%
# of Visitor Inquiries	463	4,912	+7.0%

### 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>				
North Carolina Future Farmers of America	6/16-19/14	75	2,500	\$596,475
Council for Entrepreneurial Development (CED)	9/15-18/14	30	500	\$120,420
All Things Open	10/21-24/14	70	450	\$117,648
The Special Event Company	12/1-4/14	120	350	\$99,330
Monroe Hardware	1/21-25/15	270	700	\$185,400
Council for Entrepreneurial Development (CED)	3/2-4/15	40	700	\$88,800
North Carolina Association of School Administrators	3/18-20/15	350	400	\$115,800
One Hundred Great Nurses	10/17-18/15	100	1,000	\$128,400
<b>TOTAL (A)</b>		<b>5,190</b>	<b>8,500</b>	<b>\$3,016,470</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

ACC Men's Soccer Championship	11/12-15/14	600	600	\$176,400
State Games of North Carolina	6/19-21/15	4,500	14,000	\$1,845,500
<b>SPORTS TOTAL (B)</b>		<b>5,100</b>	<b>14,600</b>	<b>\$2,021,900</b>
Guardianship Restoration Program	4/28-29/14	25	25	\$5,775
International Society of Automation	6/26-7/2/14	210	75	\$54,360
Pawlak Productions, LLC	7/10-14/14	120	170	\$69,840



Pi Lambda Phi Fraternity	7/30-8/4/14	108	125	\$76,371
Hopscotch Music Festival	9/3-7/14	695	2,475	\$923,970
Nat'l Conference of State Legislatures	10/4-8/14	467	150	\$92,820
IPC - Association Connecting Electronics Industries	10/26-30/14	400	400	\$347,400
Southern & Northern Joint Mensurationists	11/2-4/14	90	45	\$20,790
Military Officers Association of America	11/14-15/14	30	60	\$6,930
Lee Wedding	12/12-14/14	40	100	\$26,790
Data 4 Decisions (formerly Data Science Show)	3/22-26/15	1,051	700	\$406,350
National Future Farmers of America	7/5-12/15	329	150	\$128,649
AMERICAN SOCIETY OF LEGISLATIVE CLERKS & SECRETARIES	9/19-25/15	775	225	\$222,900
The American Board of Anesthesiology, Inc.	2/21-26/16	280	80	\$92,400
The American Board of Anesthesiology, Inc.	2/21-26/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	3/20-25/16	280	80	\$92,400
The American Board of Anesthesiology, Inc.	3/20-25/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	4/17-22/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	4/17-22/16	280	80	\$92,400
The American Board of Anesthesiology, Inc.	5/22-27/16	280	80	\$92,400
The American Board of Anesthesiology, Inc.	5/22-27/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	6/26-7/1/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	6/26-7/1/16	225	80	\$92,400
The American Board of Anesthesiology, Inc.	8/21-26/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	8/21-26/16	280	80	\$92,400
The American Board of Anesthesiology, Inc.	9/25-30/16	280	80	\$92,400



The American Board of Anesthesiology, Inc.	9/25-30/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	10/23-28/16	225	45	\$51,975
The American Board of Anesthesiology, Inc.	10/23-28/16	280	80	\$92,400
<b>SALES TOTAL (C)</b>		<b>8,325</b>	<b>5,700</b>	<b>\$3,537,945</b>
<b>Total (A+B+C)</b>		<b>18,615</b>	<b>28,800</b>	<b>\$8,576,315</b>

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

	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Estimated Economic Impact</b>
<b>SPORTS MARKETING</b>				
MLK Volleyball Classic	1/15-18/16	5,000	7,000	\$1,500,000
<b>GROUP SALES</b>				
Elliot Reunion	8/14-17/14	85	75	\$27,825
Cryptolina 2014	8/15-17/14	250	500	\$101,625.00
Alpha Kappa Alpha Undergraduate Round-up	9/26-28/14	200	300	\$63,750
MPI-CC January 2015 Chapter Meeting	1/12-13/15	90	150	\$28,980
MPI-CC March 2015 Chapter Meeting	3/18-19/15	90	150	\$28,980
Alpha Zeta National Agricultural Leadership Conference	3/25-29/15	78	100	\$44,343
Open Apereo	5/29-6/6/15	1,181	400	\$343,245
AER: Association for Education & Rehabilitation of the Blind & Visually Impaired	8/16-21/15	1,379	525	\$415,659
25th National Tanks Conference and Expo	8/27-9/5/15	1145	750	\$648,255
General Federation of Women's Clubs-NC Fall Meeting	11/19-22/15	50	125	\$31,440
National Association of Conservation Districts	1/28-2/4/16	2355	500	\$486,675
Greek House Student Training	2/18-21/16	190	250	\$81,330
Pickle Packers of America	4/11-14/16	176	70	\$37,497
NC Community College Systems	10/7-11/16	3500	1820	\$1,660,620
Delta Sigma Phi	7/11-18/17	591	400	\$319,041
<b>GRAND TOTAL</b>		<b>16,360</b>	<b>13,115</b>	<b>\$5,819,265</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2015 AAU Karate National Championships	5,000	3,700
<b>GROUP SALES</b>		
American Statistical Association	240	150
Fidelity Investments	114	75
Restoration of Sacred Law Conference	55	175
43rd Conference on Broadcast Meteorological Society	410	200
National At-Home Dads Network	106	200
NC Charter Schools Conference	900	1,000
<b>GROUP TOTAL</b>	<b>6,825</b>	<b>5,500</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
Ironman 70.3 Raleigh	Raleigh (June 1)
Centennial Authority Meeting	Raleigh (June 5)
NC Sports Association Quarterly Meeting	Wilmington, NC (June 6)
NCHSAA Baseball State Championships	Zebulon (June 6-7)
NCHSAA Softball State Championships	Raleigh (June 6-7)
Southeastern Masters Track & Field Championships	Raleigh (June 6-7)
U.S. Lacrosse Southeast Regional Championship	Raleigh (June 6-8)
USA Baseball Tournament of Stars	Cary (June 17-22)
Cal Ripken Baseball / West Raleigh Regional	Raleigh (June 26-29)
<b>GROUP SALES</b>	
Association of Meeting Professionals June Meeting	Alexandria, VA (June 2)
Comfort Suites Regency Park Open House	Cary, NC (June 2)
13th Annual CMP/CMM Recognition Luncheon	Philadelphia, PA (June 3)
Hospitality Industry Professionals Networking Event	Washington, DC (June 3)
Meeting Professionals International-Carolinas Chapter Education LITE	Raleigh, NC (June 10)
“Steal the Pint Night” Client Event cosponsored with Asheville CVB	Washington, DC (June 11)
Collaborate Marketplace	Portland, OR ( June 11 - 14)
Georgia Chapter of MPI	Atlanta (June 18)
PCMA Education Conference	Toronto, ON (June 21-25)
PYM Live! Raleigh	Raleigh, NC (June 26)