



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JUNE 2012

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 10.7 percent for the calendar year of January-April 2012 compared to January-April 2011, and **prepared food and beverage tax collections were up 9.2 percent** during the same period.

GROUP SALES

Group Sales continues to pull in the dollars to our local economy through 17 definite bookings this month totaling 4,762 room nights. Leads worth over \$12,200,000 and 21,125 room nights were presented to our hotels, as well. J.R. Oliver, Director of Sales, traveled to Daytona Beach for the annual Christian Meetings and Conventions conference, bringing back 5 leads, with more on the horizon from this group. Kumi Anzalone participated in the annual Springtime in the Park show in Washington, D.C., meeting with planners searching out destination information for their groups. Stephen Jackson, National Sales Manager, hosted a reception for local representatives of multi-cultural and diversity groups. Local dignitaries involved in these markets attended, as well. The focus of this gathering was to insure the local populous was fully aware of all services GRCVB can offer them. Kumi Anzalone, Regional Director of National Accounts, attended PMPI events in the DC area, as well as PMPI board meetings, of which she is currently President. Nicole Robinson, Sales Coordinator, attended DMANC Chapter meeting, hosting a Young Professionals discussion. Loretta Yingling, National Sales Manager, and Malinda Harrell, Associate Director of Sales, attended AENC, as well as the MPI CC Annual meeting, participating in the Board meetings, as well. GRCVB partnered with Wake County Economic Development in a tradeshow forum focused on bringing in the Cream of the Crop to Live, Work and Play in WakeCounty!

SPORTS MARKETING

May culminated with a slew of sporting events that filled area hotels and restaurants on Memorial Day Weekend. For the fourth consecutive year, the Town of Cary hosted the NCAA Baseball Division II World Series, which began on May 26 at the USA Baseball National Training Complex. The tournament was expected to generate more than 2,000 hotel room nights and more than \$800,000 in direct visitor spending. On the same day the baseball finals got underway, the NCAA Division III tennis national championship concluded its six-day run at Cary Tennis Park. This was a first-time event for Cary, as 16 teams competed for men's and women's titles, followed by a second phase of individual play in which singles and doubles champions were crowned. The NCHSAA conducted its four state soccer championship games in Raleigh at Dail Stadium on the NC State campus. Winners were crowned in each classification as the NCHSAA wrapped up the 10th of 12 state championships hosted by the City of Raleigh during this academic year. And also on Memorial Day Weekend, the National Black Heritage Championship Swim Meet was held at the Triangle Aquatic Center in Cary. More than 900 swimmers from 15 states traveled to Wake County for the

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premier minority swim meet in the United States. The event led directly to more than 1,500 hotel room nights and \$650,000 in visitor spending. The holiday weekend capped a busy month that also featured the NCHSAA men's and women's lacrosse championships, the NCHSAA men's individual tennis championships, and the Southeastern Masters Track & Field Championships at the George Williams Athletic Complex on the St. Aug's campus. Area sports fans enjoyed an historic night of Triangle soccer on May 29, as the Carolina Railhawks hosted the Los Angeles Galaxy of the MLS in U.S. Open Cup action and rallied late for a 2-1 victory in front of a raucous, sell-out crowd of nearly 8,000 at WakeMed Soccer Park. Tori Collins of the GRCVB attended the NCHSAA's annual meeting in Chapel Hill.

PUBLIC RELATIONS

Ryan Smith attended the Society of American Travel Writers Atlantic-Caribbean Chapter meeting in Sarasota, Fl this month. The GRCVB was the Gold Sponsor of the three-day conference where Ryan met with more than 35 travel writers and pitched the Raleigh area as a destination for travel articles. During the conference, as a benefit of sponsorship, Smith was able to give a 10-minute presentation to the audience on the Greater Raleigh area, its attributes as a visitor destination and pitch specific story ideas to the audience. The Communications Department hosted four journalists as part of a post tour of the Midwest Travel Writers Annual Convention, held in Fayetteville. The journalists included: Mary Lu Laffey, Susan Ward, Wendy Pramick and Judith Joy; all freelance writers for a variety of print and online publications. Thank you to our partners including: Raleigh Marriott City Center, Herons at the Umstead Hotel and Spa, An New World Cuisines, Taste Carolina Gourmet Food Tours, The Pit and Big Ed's City Market for helping to make their visit to the Raleigh area a success! Last month writer Jennifer Ceaser visited the area for research on an article to appear in the *New York Post*. The article titled, *Tasting the Triangle*, was published and featured Poole's Diner, Fox Liquor Bar, Market Restaurant, Capital Club 16, The Umstead Hotel and Spa, Herons Restaurant and Foundation. Also, in another "Foodie" article, Richard Ouzounian who visited the area in recent months published his article, *Six Meals in Raleigh*, in the *Toronto Star*, featuring Herons Restaurant, Big Ed's City Market, La Farm Bakery, Market Restaurant, AN Cuisines and Beasley's Chicken + Honey. Denny Edwards appeared on 'In Depth' which runs on cable channel News 14 and Raleigh Television Network to promote the Raleigh area being selected as the host city for the International Bluegrass Music Association's Annual Conference. Speaking of bluegrass, Smith helped to facilitate a press conference with the City of Raleigh, the Raleigh Convention Center and International Bluegrass Music Association's leadership to announce the convention and craft a joint press release. The Communications Department also welcomed intern, Andrea Fix, a Senior at N.C. State University majoring in Public Relations.

SERVICES

May was a great month for Services with our numbers up for total groups serviced and visitor center activity (we are slightly down for visitor guide requests compared to last year). Groups for less than 500 attendees and overall group servicing requests remain strong. Groups over 500 attendees included the Intercollegiate Horse Show Association (at the Jim Hunt Horse Complex) with 2500 attendees, Society for Investigative Dermatology (RCC) with 2000 attendees, Brick Magic Lego Convention (Hilton N. Raleigh Midtown) with 7000+ attendees and Animazement was back at the RCC Memorial Day weekend with an estimated 7500 attendees. In addition to servicing our groups for May, we also supported GRCVB's Sales team in hosting its 2012 Stakeholders Reception and attending events related to the announcement that Greater Raleigh will host the International Bluegrass Music Association. In a final note, we are quite excited to have Brianna Hughes joining



us as a summer intern. Brianna comes to us from Clemson University where she is Parks, Recreation and Tourism Management major with a focus in Travel and Tourism. She will be a great asset to us during our busy summer season.

MARKETING

GRCVB's new destination video won a 2012 Gold Award of Excellence in the 18th Annual Communicator Awards competition; this is the second national award for the video, which received a Telly Award in April. GRCVB's Spring campaign to leisure visitors, "Raleigh's New World," promoting 24 area partner deals for the 24 days before and the 24 days after the opening of the new wing at the North Carolina Museum of Natural Sciences, officially wrapped on May 15—though certain marketing activities continue through June 30. Topline results are indicating significant readership of the campaign materials, great attendance at the new wing's grand opening and good visitor circulation to partners in the area. Throughout May, ad sales continued for the annual Official Visitors Guide to Raleigh, Cary and Wake County to be published August 2012; the ad reservation closing date is June 11. Director of marketing Jonathan Freeze attended the Raleigh Heritage Trail's quarterly meeting; the trail (<http://www.raleighheritagetrail.com>) soon will publish a new cross-promotional brochure for visitors to its constituent sites. The Marketing Department also facilitated a quarterly Cultural Presenters Forum on May 17 and a summit of area craft brewers on May 29. In late May, the department also welcomed summer intern Jane Debbage, a rising junior at North Carolina State University. Electronic invitations have been sent for GRCVB's next quarterly Marketing Update Meeting, to be hosted by the Hilton Garden Inn Raleigh-Durham Airport on Wednesday, June 20, 10am-noon; speakers will include Diana Cabot of Amtrak. Under GRCVB's external advertising plan for the month of May, leisure-related placements for "Raleigh's New World" appeared on charlotteobserver.com and visitnc.com and on Vacation Planning Ad Network's Ecotourism, Family and Travel channels (websites and April e-newsletter); a sports-related ad appeared in *Sports Destination Management* and *Sports Events* magazines; and meetings-related ads/placements appeared in a Meetings South e-newsletter and with a Meetings South regional webinar, AENC's, Association Forum of Chicagoland's and IAEE's websites, 11 chapter websites and one national e-newsletter of MPI, the newsletter of AENC and the Potomac Chapter of MPI, *Associations Now*, *Convene*, *Forum* and *One+* magazines and *Meetings & Conventions* magazine's e-newsletters.



**VISITOR INDUSTRY STATISTICAL REPORT
MAY 2012
HOTEL OCCUPANCY PRODUCTION**

	Chg from Apr. '11	Wake County	North Carolina	United States
Apr. 2012 Occupancy %	-1.9%	64.7%	60.8%	61.8%
Apr. 2012 ADR	+4.2%	\$85.16	\$84.59	\$105.71
Apr. 2012 RevPar	+2.2%	\$55.11	\$51.44	\$65.34
2012 YTD Occupancy %	+0.08%	60.5%	54.4%	58.0%
2012 YTD ADR	+5.0%	\$85.95	\$81.17	\$104.13
2012 YTD RevPar	+5.9%	\$51.96	\$44.19	\$60.41

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

	April 2012	2012 YTD	YTD% Chg from 2011
Passenger Enplanements	394,240	1,407,265	+2.7%
Passenger Deplanements	396,116	1,415,569	+1.7%

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	
At RCC (Definite)	14	45	55	60	53	30	17	9	6	6	3	2	2	1	0	1	304
At RCC (Tentative)					7	19	13	16	8	6	3	1	1				74

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

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	May 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,762	84,417	99,430	-12%
Estimated Economic Impact	\$1,816,062	\$47,913,309	\$50,040,837	-3%
Number of Definite Bookings	17	187	165	+12%

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	May 2012	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	21,125	318,284	302,133	+8%
Estimated Economic Impact	\$12,277,083	\$261,787,636	\$204,884,167	+11%
Number of Tentative Leads	29	441	472	-.5%



SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	May 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	2,640	110,986	87,077	+ 27 %
Estimated Econ Impact	\$978,910	\$35,354,129	\$28,414,600	+ 24 %
Number of Definite Bookings	4	74	61	+ 21 %

VISITOR SERVICES PRODUCTION

	May 2012	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Served	46	407	+2.6%
# of Visitor Info. Center Visitors	999	8202	+4.7%
# of Visitor Inquiries *	33	389	-4.3%
# of Ambassador Volunteer Hours	76	941.25	**11/12 is baseline year for tracking**

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite	-	-	-	
Sales Convention Center Definite				
Army Reserve Senior Leaders Conference	6/6 -11/12	2,196	600	\$584,028
Successful Meetings, Meetings & Conventions	8/19-21/12	40	60	\$18,600
The Special Event Company	12/11-14/12	485	350	\$112,035
National Association for College Admission Counseling	3/18-19/13	35	2,625	\$312,285
North Carolina Art Educators Association	10/2-6/13	338	350	\$183,378
TOTAL (A)		3,094	3,985	\$1,210,326

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

ACC Tennis Championships	4/19-22/12	600	650	\$345,000
NCAA Baseball Raleigh Regional	6/1-4/12	1,300	1,000	\$427,700
ASA Softball NC Class A 16/18	6/21-24/12	650	800	\$172,850
Carolina Bowling Alliance	10/26-28/12	90	200	\$33,360
SPORTS TOTALS (B)		2,640	2,650	\$978,910
N.C. Division Vocational Rehabilitation Services	5/16-18/12	144	92	\$37,944



North Carolina Chamber of Commerce	5/22-23/12	20	300	\$37,380
North Carolina Chamber of Commerce	6/19-20/12	20	300	\$37,380
Prometheus Group	10/22-24/12	140	80	\$34,680
Better Marriages	7/7-14/13	426	300	\$244,188
NC State Bar	1/21-24/14	136	150	\$66,516
NC State Bar	4/22-25/14	466	150	\$31,830
NC State Bar	10/21-24/14	136	150	\$66,516
TOTAL GROUP (C)		1,488	1,522	\$556,434
Total (A+B+C)		4,128	8,157	\$2,745,670

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
2013 USA BMX Nat'l Series	Summer tbd	1,500	2,000	\$450,000
GROUP SALES				
Christian in Action	6/30-7/1/12	40	2,500	\$588,390
Morgan Productions Inc.-Mary & Martha Crew & Cast rooms	7/8-10/12	200	100	\$46,200
Harris Channel Partner Meeting 2013	7/23-26/12	983	300	\$227,073
Church of Deliverance Convocation 2012	8/8-12/12	200	400	\$210,000
Department of Navy - Returning Warrior	1/24-1/1/13	288	207	\$110,403
College Board - National Chinese Language Conference	5/15-18/13	2,635	1,100	\$894,390
National Association of Women In Construction	3/7-9/14	80	100	\$32,520
National Equipment Finance Association Annual Symposium	9/9-14/14	290	200	\$114,960
Church of our Lord Jesus Christ Convocation 2015	7/19-26/15	2,667	2,200	\$2,078,109
Federation of Analytical Chemistry & Spectroscopy Society	10/10-15/15	1,973	600	\$588,675
GRAND TOTAL		10,856	9,707	\$5,225,760

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
None	None	None



GROUP SALES		
Association of Public Health Laboratories	1,140	450
Incorporated Research Institutions for Seismology - Earthscope	665	300
North American Society for Trenchless Technology	2,000	1,700
NC Division of International Association for Identification	150	200
NC Museums Council	60	200
GROUP TOTAL	4,015	2,850

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
Greater Raleigh Sports Council / Railhawks Event	Cary (May 2)
NCHSAA Annual Meeting	Chapel Hill (May 3)
NCHSAA Men's Individual Tennis Championships	Cary (May 11-12)
Southeastern Masters Track & Field Championships	Raleigh (May 11-12)
NCAA Baseball DII Southeast Regional	Mt. Olive (May 18)
NCHSAA Men's & Women's Lacrosse Championships	Cary (May 18-19)
ACC Baseball Tournament	Greensboro (May 25)
NCHSAA Women's Soccer State Championships	Raleigh (May 25-26)
National Black Heritage Championship Swim Meet	Cary (May 26-27)
NCAA DIII Tennis National Championship	Cary (May 21-26)
NCAA Baseball Division II World Series	Cary (May 26-June 2)
GROUP SALES	
PMPI Derby Days Networking Event	Washington, DC (May 1)
Springtime in the Park	Washington, DC (May 3)
AENC Golf Outing	Pinehurst, NC (May 7)
Economic Development Forum/Work in the Triangle Launch Event	Raleigh, NC (May 9)
Stakeholders Reception	Raleigh, NC (May 9)
PMPI Board of Directors Meeting	Alexandria, VA (May 17)
MPI Carolinas Chapter Annual Conference	Cherokee, NC (May 20-22)