



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

JUNE 2015

WAKE COUNTY CAPSULE

Hotel occupancy tax collections were up 14.2 percent for the calendar year beginning January-April 2015 compared to the same period of January-April 2014 and **prepared food and beverage tax collections were up 10.9 percent** during the same period.

GROUP SALES

Malinda Harrell, CMP, CASE, will become the GRCVB director of sales, effective June 1, 2015. Malinda has replaced Jana Rae Oliver, who retired from the position on May 31. Harrell is a 20-plus year veteran in the hospitality and tourism industry. She serves on the Board of Directors for the Carolinas Chapter of Meeting Professionals International (MPI-CC) as president. She has volunteered in various leadership roles as an active member of the Georgia Chapter of MPI and Association Executives of N.C. (AENC), including previously serving on the board of directors. Malinda has been awarded several top honors, including AENC's Patsy B. Smith Award and MPI-CC's Tomorrow's Leader and Supplier of the Year Awards. She will continue to assist meeting planners headquartered in the Southeast. Also on June 1, Loretta Yingling, CMP, will begin to serve the Midwest and Western U.S. markets and the majority of the religious organizations that will be using all meeting space including the Raleigh Convention Center. Nicole Robinson has been promoted from sales coordinator to sales manager for GRCVB. She will handle groups from N.C. and S.C. that will be using meeting space other than the Raleigh Convention Center. The sales team has been on the road this month making it their mission to spread the word about how great it is to meet in Raleigh, N.C. Senior national sales manager, Stephen Jackson, CMP has taken the northeast by storm. Jackson was a part of two industry events in two cities on just one day and was able to network with meeting professionals from Boston and Philadelphia. There were also connections made in the Carolinas by other members of the team. National sales managers Nicole Robinson and Loretta Yingling, CMP attended the N.C. Society of Government Meeting Professionals Annual Meeting in Sunset Beach, N.C. Yingling and Robinson also attended the N.C. Technology Association "State of Technology Conference" hosted in Durham. Director of sales Malinda Harrell, CMP, CASE, attended her last MPI-Carolinas Chapter Board Retreat as the chapter president this month in Winston Salem. Harrell, Robinson, and Yingling also attended the MPI-CC Annual Meeting in Charleston, S.C. where Robinson was inducted onto the Board of Directors. Harrell also participated in EventerACT, a trade show produced by the Georgia Chapter of Meeting Professionals International in Atlanta. Jamie Rice, regional director of national accounts had a busy month of events in the DC/Maryland and Virginia areas. There were six events total including the Potomac Chapter of Meeting Professionals International 5th Annual Derby Days and Silent Auction, May Chapter Meeting, Annual Association Meeting Professionals Golf Tournament, Senior Hospitality Industry Professionals, Top of the Hay in May DC Client event and the Professional Convention



Management Association and Potomac Chapter of MPI joint event. Being actively involved in industry events and organizations the team is able to broaden their reach of potential planners by promoting the value of face to face meetings even in our high tech society.

SPORTS MARKETING

May is always one of Greater Raleigh's busiest sports months, and this year was no exception. It got started with the NCAA Women's Golf Raleigh Regional at the Lonnie Poole Golf Course hosted by NC State, followed by the NCHSAA men's individual tennis championships at Millbrook Exchange Park and Cary Tennis Park. The Carolina Grand Slam, a USA Beach Volleyball event, was held at multiple sites mostly in southwest Wake County. Memorial Day holiday weekend featured the National Black Heritage Championship Swim Meet at the Triangle Aquatic Center in Cary, the NCHSAA men's lacrosse championship at WakeMed Soccer Park, and the opening of the NCAA Division II World Series at the USA Baseball National Training Complex in Cary. And the month wrapped up with the conclusion of the DII World Series, the NCHSAA women's soccer state finals at NC State's Dail Soccer Stadium, and the 3rd annual Ironman 70.3 Raleigh. The Ironman event sold out for a third-straight year as athletes traveled to Raleigh from 41 states and 23 countries. The GRSA was actively involved with each of these events in varying capacities. Raleigh's 2016 NCAA Basketball Local Organizing Committee held its first planning meeting on May 21 at PNC Arena. The committee will meet periodically between now and next year's 1st and 2nd rounds in Raleigh, set for March 17-19 and hosted by NC State University.

PUBLIC RELATIONS

The Communications Department had another busy month promoting Raleigh to numerous travel media during both inbound and outbound visits. Director of communications Ryan Smith, along with convention services coordinator Gray Henderson, attended the SATW Eastern Chapter meeting held in Portsmouth, Va., May 13-16. During the meeting they had the opportunity to network and pitch Raleigh to more than 65 travel, culinary, lifestyle and business travel journalists. Also during the convention, Smith had the opportunity to announce that Raleigh will be the host of next year's meeting, Apr. 24-27. The meeting will showcase all there is to see and do in the Raleigh area and will be based at the Raleigh Marriott City Center. The Communications Department also welcomed four journalists to the area last month. *Delta Sky* deputy editor Jennifer Beuge visited the area on assignment for a "Trending: Wheels Up" piece on Raleigh that is slated to run in Aug. or Sept. Also in town was Kelly Cox, host and producer of the PBS show *Original Fare*. She was filming at La Farm Bakery, The Umstead Hotel and Spa's Culinary Farm and Videri Chocolate Factory. California-based freelance writer and Creator's Syndicate editor, Glenda Winders stopped in Raleigh for two nights on an arts and culture-focused press tour of Virginia and North Carolina and *Charlotte Magazine* editor, Michael Graff spent the day in Raleigh to discover why people from Charlotte are visiting Raleigh as a weekend getaway destination. Thank you to all of our local hospitality partners who were involved in making both of these visits a success.

SERVICES

Services continues to trend ahead overall in groups serviced, while Visitor Information Center (VIC) numbers trend downward somewhat. We continue to monitor this and will be working with GRCVB leadership and the GRCVB marketing team to assess this service for the new fiscal year ahead. In the meantime, group business continues to flourish as evidenced by this year's Animazement which hit a



new record for over 11,000 attendees during Memorial Day weekend! We also had significant success with the first time event National High School Mock Trial Championship. Mock Trial attracted 1000 attendees in mid-May. Other group business shows strong attendance as well.

Other Services team initiatives for May included - working cooperatively with Sales on the hiring process for a new sales/ services coordinator; promoting Gray Henderson from services coordinator to convention services manager; we attended GRCVB's Quarterly Marketing Update Meeting where we promoted IBMA partnership opportunities including the upcoming Bluegrass Means Business meeting; Julie represented GRCVB at NC State's Park, Recreation and Tourism's annual advisory board meeting; Gray represented us with Ryan Smith at the 2016 Eastern Chapter Society of Travel Writers' Association meeting in VA.; Tammy represented us at Carolina's MPI Annual Meeting in Charleston, SC. with members of the sales team. We're on hiatus from our proactive visitor guide delivery service to our partners due to the arrival of GRCVB's new official visitors guides. We'll resume that service later in June.

MARKETING

In May, the Bureau's annual, printed *Official Visitors Guide to Raleigh, Cary and Wake County* hit the shelves of area info desks/welcome centers including the official Visitor Information Center in downtown Raleigh, and it is also available for online browsing by residents/visitors at www.raleighvisitorsguide.com. Thanks to all area businesses that placed an advertisement in the publication, making it possible for GRCVB to distribute it widely to visitors in the year ahead. Congratulations to senior marketing manager Derek Allman, who was selected as a 2015 participant in the Destination Marketing Association International (DMAI) "30 Under 30" program. DMAI selects 30 individuals under 30 years of age whom they have identified as up-and-coming leaders who'll help keep destination marketing on the cutting edge industry-wide. Allman will receive free registration to attend the DMAI Annual Convention in Austin, Texas, as a result of winning this recognition. (GRCVB assistant marketing manager Mary Brooks received the honor in 2014.) National Travel & Tourism Week ran May 2-10, 2015, and assistant director of marketing Karen DeSollar and assistant marketing manager Mary Brooks attended the N.C. Travel Industry Association (NCTIA) Legislative Reception, May 6 at the N.C. Museum of Natural Sciences, where they manned a table display and spoke with N.C. legislators about the economic impact of tourism on the Raleigh area and destination marketing initiatives. GRCVB also ran an ad in that week's *Triangle Business Journal*, reminding stakeholders, Raleigh residents and area partners of the power of travel here in our own destination. Senior marketing manager Derek Allman attended the Destination Marketing Association of N.C. (DMANC) May meeting, May 6, at the Sheraton Raleigh Hotel; he also attended the DMANC and NCTIA One Voice Industry Dinner, May 5, in Raleigh. A recently launched, visitRaleigh.com-powered live music website, themostnc.com, received more positive feedback in May, this time from marketing consultant Bill Geist on his *Zeitgeist* blog (<http://billgeist.typepad.com/>). The Marketing Department hosted GRCVB's Summer Marketing Update Meeting with area hotel, restaurant and attraction partners on May 28 at Goodnight's Comedy Club; next quarter's marketing partner meeting is the 2015 GRCVB Annual Meeting, which will take place Aug. 27, 2015, at the Raleigh Convention Center, and for which online registration will open in June. In early June, the GRCVB Marketing and Communications Departments announced that the Bureau selected French/West/Vaughan, headquartered in downtown Raleigh, as its creative services agency of record for the year ahead; GRCVB is excited to embark upon new creative work, including refined advertising creative for all target markets, with this award-winning national agency. Under GRCVB's external advertising plan for the month of May, leisure-related placements



appeared on Collinson Media/interfuse, shermanstravel.com and visitnc.com and in *Our State* magazine's Travels e-blast; GRSA-related placements appeared on sportscommissions.org, sportseventsmagazine.com and sportstravelmagazine.com and in *Sports Destination Management* magazine; and meetings-related placements appeared in AENC's and MPI-CC's annual directories, in *Successful Meetings* magazine and on *Prevue*'s website.



**VISITOR INDUSTRY STATISTICAL REPORT
APRIL 2015
HOTEL OCCUPANCY PRODUCTION**

	Chg. from Apr '14	Wake County	North Carolina	United States
April 2015 Occupancy %	+9.1	77.3%	67.5%	66.8%
April 2015 ADR	+4.1	\$95.88	\$95.53	\$119.37
April 2015 RevPar	+13.6	\$74.11	\$64.51	\$79.80
2015 YTD Occupancy %	+5.3	70.3%	60.1%	62.5%
2015 YTD ADR	+4.5	\$94.44	\$90.54	\$117.70
2015 YTD RevPar	+10.1	\$66.38	\$54.40	\$73.61

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

	APRIL 2015	2015 YTD	YTD% Change from 2014
Passenger Enplanements	408,438	1,436,776	+1.9%
Passenger Deplanements	409,950	1,443,577	+2.0%

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

	May 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	3,018	74,567	104,093	-28.3%
Estimated Economic Impact	\$2,421,102	\$53,881,388	\$87,083,260	-38.1%
Number of Definite Bookings	19	221	242	-8.7%



GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	May 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	54,353	622,471	311,212	+100%
Estimated Economic Impact	\$25,603,940	\$431,647,807	\$250,250,000	+72.5%
Number of Tentative Leads	86	822	572	+43.7%

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	May 2015	YTD	14/15 YTD Monthly Goal	Fiscal YTD +/- Variance
Total Room Nights	3,325	112,130	96,070	+16%
Estimated Economic Impact	\$1,136,175	\$32,829,161	\$31,808,102	+3%
Number of Definite Bookings	7	66	69	-4%

VISITOR SERVICES PRODUCTION

	May 2015	FY 14/15 YTD	YTD% Chg from 13/14
# of Groups Serviced	56	558	+12.0%
# of Visitor Information Center visitors	957	10,776	-10.0%
# of Visitor Inquiries	298	3,585	-19.5%

VISITOR GUIDE DELIVERY SERVICE TO PARTNERS

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

	May 2015	2015 YTD	YTD % Chg from 13/14
Partners Serviced	3	233	**baseline #s for first year
Visitor Guides Delivered	250	25,825	**baseline #s for first year

(note that we have been on hiatus from a proactive visitor guides delivery service due to the shipment of the new visitor guides which went direct to partners; proactive delivery will resume in late June)



CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
Sports Convention Center Definite				
Sales Convention Center Definite				
All Things Open	10/18-20/15	130	100	\$133,052
Environmental Design Research Association	5/16-21/16	750	450	\$604,074
NC Affordable Housing Conference	10/23-25/17	295	950	\$660,629
TOTAL (A)		1,175	1,500	\$1,397,755

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Eastern Sectional Figure Skating	11/17-22/14	1,175	900	\$355,075
AAU Baseball Season Opener	4/10-11/15	300	630	\$92,700
AAU Baseball Classic	6/5-6/15	300	630	\$92,700
USSSA Big Dog Softball	6/5-6/15	300	1,000	\$153,200
NC USSSA Capital City Classic	7/24-25/15	350	1,000	\$161,400
NCSCA Kick-Off Classic	8/28-29/15	300	1,000	\$104,700
ACC Women's Soccer Champ.	11/5-7/15	600	600	\$176,400
SPORTS TOTAL (B)		3,325	5,760	\$1,136,175
National Rural Electric Cooperative Association	5/18-21/15	45	25	\$18,738
NC Military Business Center	6/2-4/15	30	100	\$104,073
Fitzgerald Health Education Associates	6/4-7/15	25	25	\$19,944
Benjamin-Hicks Family Reunion	7/9-12/15	60	150	\$94,725



DHHS/Division of Social Services	8/7-8/15	50	100	\$30,521
Leach Family Reunion	8/14-16/15	40	75	\$35,703
International Labor Communications Association	9/22-26/15	326	95	\$124,920
Delhaize	9/26/15-10/2/15	530	110	\$137,595
Oki-Thai Reunion	9/30/15-10/4/15	100	40	\$29,461
NC Assistive Technology Program	11/3-6/15	269	150	\$108,525
Burroughs Wellcome Fund	11/16-18/15	70	60	\$30,199
Whose Turn Is It Anyway?	2/3-7/16	100	225	\$228,398
Total (C)		1,645	1,155	\$962,802
Total (A+B+C)		6,145	8,415	\$3,496,732

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
SPORTS MARKETING				
Pop Warner Mid-South FB/Cheer	Nov. 2016-2020	2,000	7,000	\$500,000
GROUP SALES				
American Association for Justice-Trial Advocacy College: Depositions	6/17-20/15	85	60	\$46,644
Association for Comprehensive Energy Psychology 2015 Level 1	10/2-5/15	23	40	\$16,383
Association for Comprehensive Energy Psychology 2015 Level 2	12/4-7/15	23	40	\$16,383
Omega Psi Phi International Undergraduate Summit 2016	1/27-31/16	1,000	800	\$601,438



Regulatory and Intelligence Annual Conference 2016	2/7-11/16	440	300	\$240,751
Association of Attorney Mediators	3/31-4/3/16	115	75	\$72,027
North Carolina Council of Deliberation 2016	4/6-10/16	492	450	\$187,894
Waterkeeper Alliance Annual Meeting 2016	5/31-6/5/16	762	300	\$210,116
Art of Catering 2016	8/12-21/16	1,395	600	\$1,035,601
Association for Conflict Resolution	9/24-10/2/16	860	400	\$342,918
Alliance for Innovation / 2017 Big Conference	1/4-29/17	235	100	\$107,370
The Best of Our State	1/27-29/17	900	900	\$586,286
North Carolina Council of Deliberation 2017	4/12-16/17	492	450	\$187,894
National Association of Junior Horticulture Associations - 2017 Annual Conference	10/6-9/17	295	200	\$140,469
GRAND TOTAL		9,117	11,715	\$4,292,174

SITE VISITS

Group Name	Total Room Nights	Total Attendance
SPORTS MARKETING		
N/A		
GROUP SALES		
Merz	1,240	565
SAS	2,300	1,300
Dude Solutions User Conference	2,400	1,200
GROUP TOTAL	5,940	3,065



TRADESHOWS & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
NCAA Women's Golf Raleigh Regional	Raleigh (May 7-9)
2016 NCAA Basketball LOC Meeting	Raleigh (May 21)
National Black Heritage Championship Swim Meet	Cary (May 22-24)
NCHSAA Lacrosse State Championships	Cary (May 22-23)
NCAA Baseball Division II World Series	Cary (May 23-30)
CASL Groundbreaking Ceremony at WRAL Soccer	Raleigh (May 26)
NCHSAA Women's Soccer State Championships	Raleigh (May 30)
Ironman 70.3 Raleigh	Raleigh (May 31)
GROUP SALES	
MPI - Carolinas Chapter Board Retreat	Winston Salem, NC (May 1-3)
PMPI 5th Annual Derby Days & Silent Auction	Washington, DC (May 4)
Association of Meeting Professionals May Meeting	Alexandria, VA (May 5)
Association of Meeting Professionals Golf Tournament	Ft Washington, MD (May 6)
GAMPI - Eventeract	Atlanta, GA (May 11-13)
Senior Hospitality Industry Professionals	Washington, DC (May 12)
NC Technology Association State of Technology Conference	RTP, NC (May 15)
MPI-Carolinas Chapter Annual Conference	Charleston, SC (May 17-18)
Top of the Hay in May DC Client Event	Washington, DC (May 19)
New England HSMA/MPI Meeting	Boston, NA (May 20)
Philadelphia MPI	Philadelphia, PA (May 20)
PCMA/PMPI Joint Education Event	Washington, DC (May 27)



NC Society of Government Meeting Professionals Annual Education Conference	Sunset Beach, NC (May 28-29)
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