



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

[visitRaleigh.com](http://visitRaleigh.com)

NOVEMBER 2011

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 14.1 percent** for the calendar year of January-September 2011 compared to January-September 2010, and **prepared food and beverage tax collections were up 5 percent** during the same period.

### GROUP SALES

With 28 definite pieces of business booked, totaling over 4.5 million dollars in economic impact, along with 43 leads generated for the month of October, the Group Sales Department has been moving! Speaking of which, travel for the month including Malinda Pettaway, Associate Director of Sales, and Loretta Yingling, National Sales Manager, traveling to Atlanta for Meetings Quest trade show, with over 250 qualified meeting planners in attendance. Jana Rae Oliver, Director of Sales, participated in the Meetings Quest Minneapolis/St. Paul trade show, with The Umstead as a partner. Kumi Anzalone, Regional Director of National Accounts, DC office, attended PMPI Board and monthly meetings. Kumi is the current PMPI President. Nicole Robinson, Sales Coordinator, attended a Young Professionals luncheon at the downtown Capital City Club. She was also featured as the "Up and Coming" Young Professional in the DMANC monthly publication.

### SPORTS MARKETING

The Great American Cross Country Festival once again brought many of America's elite high school runners to Cary. This year's event featured more than 2,500 athletes who competed in a full day of races at WakeMed Soccer Park. The event was co-hosted by the Town of Cary and the Greater Raleigh CVB. Members of the GRCVB sports marketing department attended the 2011 TEAMS convention. They were part of a 30-member delegation from the N.C. Sports Association, which had more than 100 appointments with event owners and rights-holders, many of whom represent potential future business for Greater Raleigh. The GRCVB and the Greater Raleigh Sports Council, in partnership with official host NC State, have established a Local Organizing Committee for the 2012 NCAA Women's Basketball Regional at the RBC Center (March 25-27). The LOC's first meeting is set for early November. An NCAA official visited NC State and Raleigh for two days in October making final preparations for the Regional. Definite bookings in October included the 2012 U.S. Lacrosse Regional Championship. The tournament (for boys and girls teams, ages 11, 13 and 15) will be held at the WRAL Soccer Center from June 15-17 and is hosted by CASL and GRCVB. The U.S. Lax event was held in Raleigh for the first time earlier this year. It drew 58 teams and generated more than 1,900 hotel room night and \$450,000 in direct visitor spending. Similar numbers are expected in 2012. The N.C. High School Athletic Association women's tennis individual championships were held in Wake County the last weekend of October. The competition was held at Cary Tennis Park and eventually moved to the indoor courts at NC State due to rain. Women's tennis marked the first of 12 NCHSAA championship events hosted by the City of Raleigh this academic year, more than any other city.

[www.visitRaleigh.com](http://www.visitRaleigh.com)

The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, 2025 M Street, N.W., Ste. 500, Washington, D.C., 20036, U.S.A., Ph. 202.296.7888.



## **PUBLIC RELATIONS**

The Raleigh area received stellar coverage in a range of regional and national print and online publications. Stories were published in *Convention South*, highlighting Wake County hospitality partners including the Raleigh Convention Center, RDU Airport, NC State Fairgrounds and NC Museum of Art, *Wine Enthusiast* where NC Museum of Art and Raleigh Denim were highlighted and Raleigh Denim was also highlighted in *Escape to the Southeast*. *Southern Hospitality Magazine* focused on 'The New Must-Do's in Raleigh' featuring the NC Museum's of Art, History and Natural Sciences, the Nature Research Center, Rembrandt in America, Contemporary Art Museum and Morrisville History Center and *Business Leader Magazine* highlighted GRCVB President, Denny Edwards, his thoughts on tourism in Wake County and words of wisdom for career happiness and success. The Communications Department hosted a group media FAM highlighting Discover Your Destination I.D. and hosted five travel journalists, October 25-28. Thank you to Wake County hospitality partners including: the Raleigh Marriott City Center, the RBC Center, the Carolina Hurricanes, Big Ed's, Triangle Glides, the NC Museum of History, Natural Sciences and Art, Red Room, Irregardless Cafe, Natty Greene's, Tobacco Road Tours, The Umstead Hotel and Spa and Chatham Hill Winery for making the media tour a success. Articles from the journalists have already appeared in *Examiner.com*, *Dave's Travel Corner*, *Herald-Dispatch* and *Tifton Gazette*. Journalists Scott Macleod and Jeff Bauder of Canada's Flagstick Magazine also visited the area as part of a North Carolina golf story.

## **SERVICES**

We've had an extraordinarily busy October in Services! We are ahead of pace for groups services comparing last year versus this year. Key groups welcomed in OCT included 7 RCC based groups including Internet Summit, Lego KidsFest (which boasted the 2011 record of 28,000+ attendees for all KidsFest cities), NC Elementary School Conference, N. American Association of Environmental Educators, NC Workers' Comp, NC League of Municipalities (a wonderful success and officially hosted by the City of Raleigh), Assn of Christian Schools, NC Affordable Housing and the PUSH Women's Conference. As well, the VIC (Visitor Information Center) had another busy month we're at 3,702 walk-in visitors year to date putting over 2010 which was at 2,160 in OCT). By way of additional services – we provided attendance promotion to CHUMS and American Chemical Society/ SERMACS, and hosted planning visits for Ruritan National (due in JAN '12 = 1500 attendees), SIGCSE (MAR '12= 1000 attendees) and American Cheese Society (JULY '12 = 1000 attendees). Finally, our department worked with Downtown Raleigh Alliance to plan and facilitate the Downtown Merchants Summit 2011. The Summit attracted nearly 50 attendees, and the focus of the forum was to strengthen communication and partnerships in Downtown so that we may provide a most hospitable community for hosting large events.

## **MARKETING**

Marketing and IT staff recently have worked with Raleigh Convention Center (RCC) and convention campus staff to set up customized hotel booking tools for the attendees of public shows at the RCC, Raleigh Amphitheater and Progress Energy Center for the Performing Arts. Early reports indicate that the tools are already proving useful for overnight visitors, and they also will allow GRCVB/RCC to more precisely tie specific room-nights to the public shows. A month-long "Greater Raleigh Goes Dutch" sweepstakes got underway October 3 with an impressive prize package for the winning visitor; a winner will be picked November 11 to receive complimentary airfare, ground transportation, lodging and more, thanks to six area partners. GRCVB will use other marketing strategies, including conversational marketing and public relations, to encourage sweepstakes entries and to bring attention to an overall "Greater Raleigh Goes Dutch" campaign, built around the North Carolina Museum of Art's blockbuster exhibit *Rembrandt in America*. The digital edition of the Official Visitors Guide and a gateway page corresponding to the new guide are now live on [visitRaleigh.com](http://visitRaleigh.com); the digital edition and gateway page serve as a sort of bridge for visitors of various



destination I.D.s to navigate more easily to related Web content after reviewing the printed guide. The Marketing Department also launched a new section on visitRaleigh.com that will help Lifelong Learners and other visitors interested in exploring Civil War heritage to explore the area's wartime history and points of interest (<http://www.visitRaleigh.com/civilwar/>). GRCVB has won a Silver Award in the 2011 W<sup>3</sup> Awards competition for the visit Raleigh iPhone app. In its sixth year, the W<sup>3</sup> Awards received over 3,000 entries from ad agencies, public relations firms, interactive agencies, in-house creative professionals and others, out of which GRCVB earned the silver level of recognition. A new video highlighting Greater Raleigh's burgeoning beer scene (with seven craft breweries and brewpubs in the area) has debuted at [video.visitraleigh.com](http://video.visitraleigh.com). Director of marketing Jonathan Freeze attended the U.S. Travel Association's Marketing Outlook Forum, Oct. 26-27, in Fort Worth, Texas, where the leading travel economists, analysts and marketing experts bring focus to the current state of the industry and outlooks for all sectors. He will look to apply best practices and strategies learned there in the Bureau's next marketing plan. Under advertising for the month of October, leisure-oriented display ads ran on the Vacation Planning Ad Network, on visitnc.com, in AirTran's *GO* magazine and in the Vacation Planning e-newsletter, a sports-related ad appeared in *Sports Events* and *Sports Travel* magazines and meetings-related display ads ran in *Meetings South* e-newsletters.



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

	Chg from Sept '10	Wake County	North Carolina	United States
Sept 2011 Occupancy %	+2.5%	63.2%	58.8%	63.3%
Sept 2011 ADR	+5.0%	\$84.35	\$83.52	\$103.40
Sept 2011 RevPar	+7.6%	\$53.35	\$49.08	\$65.47
2011 YTD Occupancy %	+7.2%	62.9%	57.2%	61.6%
2011 YTD ADR	+3.4%	\$85.52	\$81.66	\$101.45
2011 YTD RevPar	+10.8%	\$51.88	\$46.73	\$62.54

*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 2011*

	September 2011	2011 YTD	YTD% Chg from 2010
Passenger Enplanements	369,392	3,371,089	-0.4%
Passenger Deplanements	366,438	3,414,701	+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
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	55	60	34	14	16	7	6	4	3	2	2	1	0	1	264
At RCC (Tentative)				6	20	17	8	6	3	2	1	1					64

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	Oct. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	9,720	48,485	36,050	+34%
Estimated Economic Impact	\$4,679,271	\$24,475,557	\$18,196,666	+35%
Number of Definite Bookings	28	77	58	+32%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	Oct. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	28,169	132,943	109,867	+23%
Estimated Economic Impact	\$14,875,698	\$78,683,454	\$74,503,333	+5%
Number of Tentative Leads	43	175	172	+2%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	Oct. 2011	YTD	11/12 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	4,555	58,627	31,635	+ 85%
Estimated Econ Impact	\$1,619,395	\$17,899,378	\$10,323,000	+ 73%
Number of Definite Bookings	5	29	22	+ 32%

**VISITOR SERVICES PRODUCTION**

	October 2011	FY 11/12 YTD	YTD% Chg from 10/11
# of Groups Serviced	48	172	+ 10%
# of Visitor Info. Center Visitors	936	893	+10.0%
# of Visitor Inquiries *	376	406	-9.0%
# of Ambassador Volunteer Hours	122	333	Baseline yr for tracking

\*GRCVB experienced stronger visitor inquiries #'s for LY due to the "Get Off Your County Seat" promotion!

**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>				
NC Community College Association of Distance Learning	11/6-8/11	180	300	\$90,720
National Agents Alliance	1/26-29/12	1,790	3,000	\$1,220,790
NC Healthcare Facilities Association	2/18-22/12	1,303	870	\$493,809
Burroughs Wellcome Fund	2/23-25/12	450	350	\$133,200
Lenovo	4/6-11/13	1,560	600	\$633,672
Lenovo	4/14-19/12	1,560	600	\$633,672
VMware	7/19-19/12	80	750	\$267,690
NC Assn of County Commissioners	8/16-19/12	810	650	\$350,910
<b>TOTAL (A)</b>		<b>7,733</b>	<b>7,120</b>	<b>\$3,824,463</b>

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

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
WRAL Invitational Wrestling	12/16-17/11	300	600	\$152,950
Nike Cross Nat'ls SE Regional	11/25-26/11	400	1,000	\$168,100
Nat'l Black Heritage Swimming	5/25-28/12	1,500	2,500	\$608,500



U.S. Lacrosse Regional	6/14-17/12	2,050	2,500	\$634,950
USA Baseball/MLB Breakthrough	7/22-27/12	305	120	\$54,895
<b>SPORTS TOTALS (B)</b>		<b>4,555</b>	<b>6,720</b>	<b>\$1,619,395</b>
Society of Government Meeting Professionals	10/11-12/11	10	40	\$5,820
American Cheese Society	10/16-21/11	58	20	\$15,153
EUE/Screen Gems Studios	11/8-10/11	160	100	\$41,640
NC Association of Electric Cooperatives	2/7-8/12	20	80	\$11,640
NC Department of Administration	3/2-4/12	230	225	\$78,870
Mitchell County Schools	4/3-4/12	35	115	\$17,445
NC Association of Electric Cooperatives	4/17-19/12	270	400	\$101,916
NC Association of Electric Cooperatives	4/26-27/12	21	70	\$10,584
Helms Briscoe	6/1-4/12	84	75	\$35,901
NC Division of Aging and Adult Services	6/11-13/12	110	180	\$48,810
NC Association of Electric Cooperatives	6/15-17/12	19	40	\$11,409
Shades of Pride	7/27-29/12	70	100	\$32,550
NC Association of Electric Cooperatives	9/18-19/12	20	80	\$11,640
Schneider Electric	9/20-24/12	135	125	\$68,625
NC Association of Electric Cooperatives	10/17-18/12	20	60	\$9,300
NC Association of Electric Cooperatives	11/2-4/12	100	50	\$24,270
NC Association of Electric Cooperatives	11/13-14/12	20	80	\$11,640
NC Association of Electric Cooperatives	11/28-29/12	20	50	\$8,130
American Federation of Aviculture, Inc. (AFA)	8/6-11/13	455	250	\$241,995
The Arc of North Carolina	10/3-5/13	130	250	\$67,470
<b>TOTAL GROUP (C)</b>		<b>1,987</b>	<b>2,390</b>	<b>\$854,808</b>
<b>Total (A+B+C)</b>		<b>14,275</b>	<b>15,780</b>	<b>\$6,298,666</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
NARCH Inline Winter Nationals	2/17-20/12	1,500	2,450	\$501,000





US Lacrosse Regional	June 2013	2,050	2,500	\$630,000
US Lacrosse Regional	June 2014	2,050	2,500	\$630,000
<b>GROUP SALES</b>				
ScienceOnline	1/18-22/12	425	450	\$250,275
Allscripts Regional Sales Meeting	1/29-2/3/12	1,091	465	\$389,496
Helms Briscoe - ViSalus Sciences	2/17-19/12	250	1,500	\$373,650
Professional Association of Innkeepers International SE Conference	2/28-3/2/12	170	187	\$76,827
Pfizer - National Sales Meeting	4/13-20/12	5,953	1,700	\$1,394,799
NC Pupil Transportation Association	7/15-20/12	735	600	\$380,385
Mutual Wholesale Drug Company	7/25-29/12	220	800	\$431,070
Leech Family Reunion	8/17-19/12	50	150	\$40,800
Democratic Women of North Carolina Convention	9/21-23/12	150	300	\$87,300
Contemporary Concepts in Toxicology (CCT) Workshop	10/3-7/12	175	100	\$52,125
Mutual Wholesale Drug Company	7/24-29/13	220	800	\$431,070
DoD - Sustaining Military Readiness Conference	8/11-16/ 13	2,950	800	\$769,200
International Society for the Advancement of Spine Surgery	4/12-19/14	2,060	1,800	\$1,475,040
Mutual Wholesale Drug Company	7/23-28/14	220	800	\$431,070
Mutual Wholesale Drug Company	7/22-27/15	220	800	\$431,070
Mutual Wholesale Drug Company	7/27-8/1/16	220	800	\$431,070
<b>GRAND TOTAL</b>		<b>20,709</b>	<b>19,502</b>	<b>\$9,206,247</b>

#### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2012 NCAA Women's Basketball Regional	TBD	TBD
2012 NCAA Division III Tennis National Championship	1,125	1,500
<b>GROUP SALES</b>		
NAACP SE Regional Conference 2012	867	500
CME Convocation 2014	130	500
VMWare 2012	80	750
WOCNCB	60	60
<b>GROUP TOTAL</b>	<b>2,262</b>	<b>3,310</b>

#### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	



Great American Cross Country Festival	Cary (Oct. 1)
TEAMS 2011 Convention	Las Vegas (Oct. 4-6)
Greater Raleigh Sports Council Steering Committee	Raleigh (Oct. 20)
NCHSAA Women's Tennis Individual Championships	Cary and Raleigh (Oct. 28-29)
<b>GROUP SALES</b>	
Meetings Quest Atlanta	Atlanta, GA (Oct 5)
Joint Sales Retreat	Raleigh, NC (Oct 10)
NC SGMP Chapter Meeting	Raleigh, NC (Oct 12)
PMPI Educational Event	Washington, DC (Oct 13)
PMPI Executive Committee Meeting	Washington, DC (Oct 18)
MPI Triangle Dream Team Meeting	Durham, NC (Oct 18)
PMPI Board Meeting	Arlington, VA (Oct 20)
Marbles Open House	Raleigh, NC (Oct. 24)
Hampton Inn & Suites Ground Breaking	Raleigh, NC (Oct. 25)
PMPI Annual Monsters Bash Networking Event	Washington, DC (Oct 26)
NC Biosciences Forum	RTP, NC (Oct 28)