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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)

OCTOBER 2010

### WAKE COUNTY CAPSULE

For the eighth month of calendar year 2010, Wake County **hotel occupancy tax collections were up 5.1 percent** and **prepared food and beverage tax collections were up 1.1 percent** over 2009. Occupancy collections are up county-wide by \$332,000 in just the first two months of the fiscal year, July and August, a 15% increase over last year. August collections represented the best August on record. Prepared food and beverage tax collections are up \$97,000 in the same two months representing a 3% increase over last fiscal year.

### GROUP SALES

The month of September was a busy one for the Group Sales Department. Producing 47 leads, with an economic impact of over \$14 million dollars, we were all busy selling our destination! 24 definite pieces of business came through for Wake County this month, totaling nearly 3 million dollars in economic impact. From attending the GRCVB Annual Luncheon to working with the Wake County Economic Development Department at their Cluster Meeting hosted by the Raleigh Convention Center, the sales team has had a heavy schedule, and kept up with it admirably. Kumi Anzalone, Regional Direct of National Accounts, was traveling more than not this month, representing GRCVB at the MPI Chapter Business Summit in Dallas, as well as attending the 2010 NAAEE Annual Conference in Buffalo NY. She was here in Raleigh for site inspections, as well as attending various meetings in the DC area. Loretta Yingling, National Sales Manager, hosted our booth at the Meetings Quest Raleigh Tradeshow. Malinda Pettaway, Associate Director of Sales, attended MPI-CC Tradeshow and Chapter Meeting, as did Loretta Yingling. Stephen Jackson attended the Congressional Black Caucus in DC in mid-September.

### SPORTS MARKETING

Event highlights in September included the USA Baseball National Team Identification Series and the PGA Champions Tour SAS Championship. September bookings were highlighted by the 2011 Mid-Atlantic Power League Volleyball Tournament, set for March 5-6 at the Raleigh Convention Center. The event is expected to bring 116 teams and more than 2,000 visitors to Greater Raleigh. Jason Philbeck represented GRCVB at the U.S. Aquatic Sports Convention in Dallas, while Tori Collins attended the U.S. Olympic Committee's SportsLink annual convention in Colorado Springs. The Raleigh Jaycees, the Town of Cary and the Greater Raleigh CVB combined to submit a bid to host the 2011 PONY Softball Fastpitch Nationals for the 10s, 12s and 14s age divisions. GRCVB, working with the Capital Area Soccer League and the Town of Cary, hosted a site visit for U.S. Lacrosse. The sport's national governing body visited the area to learn about Greater Raleigh's potential to host regional and national lacrosse events. The 2011 NHL All-Star Weekend Local Organizing Committee held its fifth monthly meeting, with a focus on a welcome banner/signage program, visiting player and family services, media support, and a downtown Raleigh special event.

### PUBLIC RELATIONS

The Communications Department had a busy month with assisting media in requests for quotes,

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information and unique story ideas. The Raleigh area has received numerous mentions and feature stories in both local and national press. *Smart Meetings Magazine*, *Convention South Magazine* and *Meetings South Magazine* highlighted numerous hotels, restaurants and meeting sites in feature articles highlighting North Carolina and Greater Raleigh, while AirTran Airlines *GO Magazine* made the state its destination feature for October. *Cooking Light* highlighted the Best Restaurants in Raleigh-Durham-Chapel Hill in its October issue and *Charleston Magazine* ran a feature story on The Umstead Hotel and Spa. Raleigh's own, Char-Grill, made the list of *USA Today's* 'Best Burger in America' and Raleigh ranked fourth on *CNN.com's* list of 'America's Smartest Cities'. Press releases were written and distributed to local media highlighting the increase in occupancy and food and beverage tax collections for the month of July and the launch of The Bureau's 'Voluntourism' program aimed toward meeting and convention planners.

## SERVICES

September was a great month for us – in total groups serviced we are 19% over where we were a year ago at this time (this includes both conventions and meetings as well as sports groups serviced). VIC stats are running strong as well with a total of 1189 calls and inquiries fulfilled. VIC walk in visitation 827 for the month, 1347 year to date (that really is less than two months of visitation due to the relocation of the VIC indicating we are off to a strong start). The official VIC ribbon cutting was SEP 1, and we've been going strongly ever since that date (soft opening was just about two weeks prior to the ribbon cutting). Overall, we are settling into our new visitor center location well and visitor response is meeting or exceeding our plans!

On September 16 we joined in with our colleagues for "Celebrate Services Day" by hosting a breakfast reception and meeting for convention and event services managers in our partner venues. While turnout was light, it provided a great opportunity for us to promote what we do and how we work with the managers in Greater Raleigh venues. Celebrate Services Day was a nationwide effort coordinated by ACOM (Association of Convention Operations Management). GRCVB convention services team maintains membership in ACOM and relies on the association for training, networking and advocacy as we grow our role in the local hospitality community. In the way of other projects and work, we are heavily involved in preparing to host the Health Professions Network FAM tour with GRCVB's Sales Department and preparing for an unusually busy October and November.

## MARKETING

In September, the Marketing Department worked with the IT Department to update the Bureau's search engine optimization and search engine marketing strategies for the remainder of the fiscal year. Also Marketing staff met with the Bureau's new technology vendor, Simpleview, which bought and merged with former vendor New Media Gateway. Many advances in the Bureau's database and website technologies are on the horizon as a result of the recent merger. GRCVB began working with its creative agency, OddFellows Marketing & Design, on expanding a series of radio spots that are currently running on Curtis Media stations. Director of marketing Jonathan Freeze also met with organizers of a new Triangle Wine Trail, which will include two Wake County wineries when officially launched. GRCVB and 10 local partners joined in a fall co-op promotion with the N.C. Division of Tourism. The leisure promotion includes print and online exposure with AirTran Airways GO Magazine and sweepstakes exposure on visitnc.com's homepage in September/October. Greater Raleigh and the partners will award the grand prize trip in the state's annual fall sweeps, which in turn is advertised in numerous print, TV, online and social media. The GRCVB co-op promotion should generate millions of impressions and thousands of visitor leads for the area. The Bureau launched a microsite dedicated to voluntourism initiatives, which will assist interested arriving groups



in choosing their best contribution, whether it's time, talent or donation-based. GRCVB sales and services staff will begin offering these initiatives to group planners whenever they are seeking to give back to the Raleigh area while meeting here. Check out the new site for more details (<http://www.visitRaleigh.com/voluntourism>). GRCVB also launched a new online map tool on the Micromaps platform. The map tool, which replaces the former online destination map provided by Navteq (formerly The Map Network), will assist visitors directly on [visitRaleigh.com](http://www.visitRaleigh.com) and will allow GRCVB staff to prepare more customized maps of the area for inquirers and groups, sharing them either online or in printed materials. See GRCVB's map page for more ([http://www.visitraleigh.com/visitors/getting\\_here/maps](http://www.visitraleigh.com/visitors/getting_here/maps)). Eight videos debuted at the Greater Raleigh video gallery (<http://video.visitraleigh.com>): Cary Parks, Noir, Progress Energy Center for the Performing Arts, Raleigh, Raleigh City Museum, Raleigh Parks and Recreation, State Parks in Greater Raleigh and StillLife. Under advertising for the month, leisure-oriented radio ads ran on N.C. stations owned by Curtis Media and demographically and geographically targeted online banners ran on the Vacation Planning Ad Network. Sports marketing print ads ran in Sports Destination Management magazine; online ads ran on [SportsBusinessDaily.com](http://SportsBusinessDaily.com) and [SportsBusinessJournal.com](http://SportsBusinessJournal.com).



**VISITOR INDUSTRY STATISTICAL REPORT  
SEPTEMBER 2010  
HOTEL OCCUPANCY PRODUCTION**

	Chg from Aug 09	Wake County	North Carolina	United States
Aug 2010 Occupancy %	+0.8%	59.0%	58.0%	63.9%
Aug 2010 ADR	-0.5%	\$78.46	\$81.73	\$98.69
Aug 2010 RevPar	+0.3%	\$46.31	\$47.36	\$63.08
2010 YTD Occupancy %	+3.2%	58.3%	54.5%	58.8%
2010 YTD ADR	-2.6%	\$79.73	\$79.35	\$97.70
2010 YTD RevPar	+0.5%	\$46.51	\$43.29	\$57.47

*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 2010*

	August 2010	2010 YTD	YTD% Chg from 2009
Passenger Enplanements	399,923	3,002,089	+0.7%
Passenger Deplanements	413,828	3,000,350	+0.4%

**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	54	35	22	13	7	5	4	4	1	1	0	1	0	1	207
At RCC (Tentative)	14	25	20	16	11	7	4	3	2	2	2						106

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	September 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	5,257	24,545	26,250	-6%
Estimated Economic Impact	\$2,830,020	\$11,819,766	\$13,250,000	-11%
Number of Definite Bookings	24	55	42	+31%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	September 2010	YTD	10/11 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	20,387	48,888	80,000	-39%
Estimated Economic Impact	\$14,012,960	\$28,734,764	\$54,250,000	-47%
Number of Tentative Leads	47	92	125	-38%



**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>September 2010</b>	<b>YTD</b>	<b>10/11 YTD Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	12,599	59,741	23,000	+ 159 %
Estimated Econ Impact	\$5,079,463	\$24,927,081	\$7,500,000	+ 232 %
Number of Definite Bookings	7	19	16	+ 19 %

**VISITOR SERVICES PRODUCTION**

	<b>August 2010</b>	<b>FY 10/11 YTD</b>	<b>YTD% Chg from 09-10</b>
Number of Groups Serviced	42	128	+19.0%

**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>				
All-Star Challenge Cheerleading	2/11-13/11	1,000	4,000	\$489,000
MAPL Volleyball Tournament	3/4-6/11	1,350	3,000	\$420,150
Big Rock Sports Dealer Show	1/8-15/12	7,164	3,500	\$3,174,948
<b>Sales Convention Center Definite</b>				
General Baptist State Convention of NC	7/24-28/11	840	1,600	\$821,160
NC Community College System	8/1-5/11	830	1,000	\$472,530
Office of Human Research Protection	3/21-22/12	300	500	\$151,200
<b>TOTAL (A)</b>		<b>11,484</b>	<b>13,600</b>	<b>\$5,528,988</b>

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

<b>Group Name</b>	<b>Meeting Dates</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>	<b>Est. Econ. Impact</b>
2010 City of Oaks Marathon	11/5-7/10	1,300	3,000	\$492,700
Ebony Racquet Club Tennis	9/17-19/10	40	300	\$47,560
Bullfrog STA Junior Tennis	10/1-4/10	1,245	742	\$222,105
ACC Women's Lacrosse Champ.	4/20-24/11	500	750	\$233,000
<b>SPORTS TOTALS (B)</b>		<b>3,085</b>	<b>4,792</b>	<b>\$995,455</b>
Banfield Pet Hospital	9/13-15/10	60	30	\$13,860
NC Association of Electric Cooperatives	9/14-17/10	100	60	\$28,365
Alpha Phi Alpha Fraternity, Inc.	9/24-26/10	54	40	\$15,516



National Center for Victims of Crimes	10/18-20/10	90	150	\$48,870
Shaw University	10/22-24/10	289	200	\$90,276
NC Division of Aging and Adult Services	11/15-17/10	25	50	\$13,965
NC Hospital Association	11/17-19/10	60	45	\$17,370
CTIC-Conservation Technology Information Center	12/6-9/10	150	75	\$43,425
Campbell University	1/12-16/11	325	400	\$215,475
NCSU Clogging	1/21-23/11	60	400	\$100,440
American Health Information Management Association	3/15-18/11	171	120	\$61,614
Sigma Gamma Rho Sorority, Inc.	4/28-1/11	350	400	\$165,090
Association Executives of North Carolina	5/8-9/11	40	100	\$18,015
Alliance Planners, Inc.	6/3-6/11	365	120	\$96,015
McNeill Family Reunion	7/14-17/11	110	100	\$42,960
Stewart Family Reunion	7/15-17/11	45	125	\$33,795
Rutgers University	9/12-15/11	375	200	\$104,175
Southern Regional AHEC	11/3-5/11	121	150	\$49,011
Raleigh Chums	10/18-21/12	471	325	\$186,489
<b>TOTAL GROUP (C)</b>		<b>3,261</b>	<b>3,090</b>	<b>\$1,344,726</b>
<b>Total (A+B+C)</b>		<b>17,830</b>	<b>21,482</b>	<b>\$7,869,169</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
2011 PONY Softball Nationals	July 2011	7,500	5,000	\$2,000,000
<b>GROUP SALES</b>				
USDA - Farm Loan Program	11/28-12/3/10	687	175	\$171,567
NC Division of Aging Retreat	12/1-2/10	30	35	\$7,515
NC Division of Aging-Senior Tarheel Legislature	1/13-15/11	80	200	\$53,490
NC Assn of County Commissioners/2011 Legislative Goals conference	1/19-21/11	300	350	\$104400
Shaw University UNCF	3/12/11	25	500	\$61,350
Facilities Maintenance Association	5/19-20/11	10	800	\$94740
Bell/Auman Wedding	6/3-5/11	160	175	\$59,190
McNeill Family Reunion	7/14-17/11	110	100	\$42,960
Alternating Hemiplegia of Childhood Foundation	7/20-24/11	200	150	\$93,000



Triangle Black Pride	7/29-31/11	110	500	\$183,360
Wilmore Family Reunion	8/5-7/11	100	100	\$34,800
Carolinas Minority Supplier Development	8/8-10/11	385	350	\$146,850
Association of Women in Corrections	9/15-18/11	95	100	\$43,005
The Pampered Chef	1/27-28/2012	25	2,000	\$236,850
Meeting Resources Unlimited - SEPG	3/7-17/12	1,479	1,000	\$1,160,649
Iota Phi Lambda	3/16-3/18/12	105	250	\$94,455
American Business Womens Association	3/22-25/12	115	100	\$45,870
Technology Forums	4/21-27/12	2,515	900	\$721,365
Helms Briscoe - Major League Gaming Pro Circuit	8/21-27/12	1,265	5,000	\$2,310,560
NC Affordable Housing Conference	9/26-28/12	150	750	\$186,750
North Carolina Christian Schools Association	9/26-27/13	200	900	\$128,100
NC Association of Educational Office Professionals	3/8-3/13/16	1,099	900	\$555,144
NC Association of Educational Office Professionals	3/7-3/12/17	1,099	900	\$555,144
NC Council of Teachers of Mathematics	10/24-27/17	1,140	700	\$298,440
<b>GRAND TOTAL</b>		<b>18,984</b>	<b>21,935</b>	<b>\$9,389,554</b>

### SITE VISITS

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
2011 NCAA DII Baseball Championship	1,750	1,000
U.S. Lacrosse (Various events)	TBD	TBD
<b>GROUP SALES</b>		
Alpha Phi Alpha	810	1,000
Electric Power Research Institute - Plug-In 2011	740	850
North American Association for Environmental Education	3,465	1,200
NC Division of Aging	110	200
SHO Club Convention	500	175
Southern Atlantic Modern Language Association	630	300
<b>GROUP TOTAL</b>	<b>8,005</b>	<b>4,725</b>

### TRADESHOW & EVENTS

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
GRCVB Annual Mtg. & Luncheon	Raleigh (Sept. 1)
N.C. Sports Association Quarterly Mtg.	Concord (Sept. 7)
Greater Raleigh Sports Council Event	Raleigh (Sept. 9)
USA Baseball National Team Identification Series	Cary (Sept. 10-12)
U.S. Aquatic Sports Convention	Dallas (Sept. 15-18)
2011 NHL All-Star Weekend LOC Mtg.	Raleigh (Sept. 16)
Cary Sports Alliance Quarterly Mtg.	Cary (Sept. 16)
Greater Raleigh Sports Council Quarterly Mtg.	Cary (Sept. 21)
USOC SportsLink	Colorado Springs, CO (Sept. 22-25)
SAS Championship Client / Partner Event	Cary (Sept. 24)
SAS Championship	Cary (Sept. 24-26)
Sports Council / Hurricanes Luncheon	Raleigh (Sept. 28)
NCHSAA Regional Meeting	Raleigh (Sept. 30)
<b>GROUP SALES</b>	
GRCVB Annual Luncheon	Raleigh, NC (Sept 1)
Raleigh Chamber of Commerce Cluster Meeting	Raleigh, NC (Sept 9)
AENC Meeting	Raleigh, NC (Sept 10)
Congressional Black Caucus	DC (Sept 15-19)
MPI-CC Tradeshow & Chapter Meeting	Concord, NC (Sept 16-17)
CVB Reps Quarterly Meeting	Washington, DC (Sept 22)
Meetings Quest Raleigh Tradeshow	Raleigh, NC (Sept 22)
MPI Chapter Business Summit	Dallas, TX (Sept 23-25)
Site tour of New Fairfield Inn Brier Creek	Raleigh, NC (Sept 28)
NAAEE Annual Conference	Buffalo, NY (Sept 29-Oct 2)