



## Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

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

OCTOBER 2013

### WAKE COUNTY CAPSULE

**Hotel occupancy tax collections were up 7.1 percent** for the calendar year beginning January-August 2013 compared to the same period of January-August 2012 and **prepared food and beverage tax collections were up 5.1 percent** during the same period.

### GROUP SALES

Travel, sales calls, and International Bluegrass Music Association festivities were all on group sales team agendas for the month of September. With 15 definite bookings this month, totaling 24,361 room nights, and an Estimated Economic Impact of \$11,074,911, we are well above pace at this time for these room nights. Even more impressive were the 42 leads totaling 49,616 possible room nights, and the EEI of \$18,383,250. We are now busily working to convert these leads to bookings! Traveling to Boston this month, Stephen Jackson, Senior National Sales Manager, made productive sales calls, as well as attended the MPI-New England Chapter Networking Event, where he mixed and mingled, getting to know the Northeast area attending planners. Loretta Yingling, National Sales Manager, and Malinda Harrell, Associate Director of Sales, attended Successful Meetings University in Hilton Head, having made pre-planned appointments with planners interested in our great area. Loretta also attended the SGMP Chapter meeting. We were represented at the Carolinas MPI Tradeshow by Malinda Harrell, as well. Jamie Rice, Regional Director of National Accounts, attended the Potomac MPI Chapter Meeting, along with the AMPS and PCMA Capital Chapter meeting.

### SPORTS MARKETING

The adidas Cross Country Challenge brought 147 teams and 2,300 athletes to WakeMed Soccer Park in Cary for one of the region's premier meets. The runners arrived from five mid-Atlantic states, as WakeMed continued to enhance its well-earned reputation as one of the nation's top venues for cross country. Various area colleges, universities and municipalities submitted 33 bids last week to host NCAA championship events from 2014-18. The NCAA established a Sept. 16 deadline for all bids for most of its 88 total championships in all divisions (Divisions I, II and III). Multiple partners, including the Greater Raleigh Sports Alliance, worked together to prepare and submit the bids to the NCAA, which plans to announce all site selections in December. Primary bids include the men's and women's College Cups (soccer), Division I Women's Lacrosse Final Four and the Division II Baseball World Series. The North Carolina Sports Association and the Cary Sports Alliance both held their quarterly meetings at WakeMed Soccer Park. Meanwhile, the N.C. High School Athletic Association held its regional meeting at Vaughn Towers at Carter-Finley Stadium, hosted by NC State University. GRSA executive director Scott Dupree was guest speaker at the Pinehurst CVB's "Tourism 25" conference at Pinehurst Resort.

[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**

It was a busy month with IBMA media in September. The Communications Department held a press tour in conjunction with International Bluegrass Music Association's (IBMA's) World of Bluegrass events by hosting three travel journalists, Sept. 27-29, in conjunction with the N.C. Division of Tourism. The journalists that explored our area during IBMA events were: Lynne Margolis, whose outlets include the *Christian Science Monitor*, *RollingStone.com*, *Pittsburgh Post-Gazette* as well as numerous others; Janie Robinson who writes for the *Toronto Sun*, *Toronto Star* newspaper and *thestar.com* and *Canadian Traveller*; and Cyn Zarco, a freelance writer on assignment for *Aventura Magazine*. Thank you to all of the hospitality partners that made the tour so successful. A press release was sent out touting the very impressive figures from IBMA's World of Bluegrass. The event generated \$10 million in direct economic impact and \$5 million in media coverage. Highlights included coverage in *The New York Times*, *Yahoo Travel*, *CBS This Morning* and the *News & Observer* ran more than 200 mentions of the event.

## **SERVICES**

IBMA notwithstanding we had a busy month, but IBMA made it a *hugely* busy month for Services. This shows in our monthly numbers with us running well ahead of last year at this time for both convention and meeting services as well as visitor services. The actual arrival of IBMA 2013 culminated over a year of preparation that started last year in September when our team supported attendance promotion at the IBMA 2012 in Nashville. All along through the year we have been actively engaged in two service roles – one being our usual “red carpet welcome” services (planning assistance, marketing assistance, working with our partners, etc) and our other role being actively engaged as Local Organizing Committee (LOC) members. Our LOC roles focused on chairing the Hospitality Subcommittee and Co-Chairing the Volunteer Subcommittee. The tangible results were that record attendance of IBMAers felt welcomed from the time they got off the planes at RDU (welcome signage there as well as hospitality greeters) and saw the banners and signage in nearly any high visibility location at or nearby the event campus area. They experienced enjoyable events as evidenced in the smoothly coordinated logistics and pre con, and received great hospitality through numerous business partnerships and well organized flow of over 300 volunteers. Not only that, our Visitor Information Center manned an IBMA hotline that was hugely popular all week and at peak handled over 130 phone calls in one day directly about IBMA. We also experienced the busiest single day in our VIC's history in the current location with 508 visitors for Saturday of IBMA. Overall we are hugely pleased and proud of our efforts and involvement, and look forward to getting started on IBMA 2014!

## **MARKETING**

In September, the Marketing Department helped prepare for the arrival of the International Bluegrass Music Association (IBMA) World of Bluegrass events, providing project management and Internet marketing support for the World of Bluegrass Official Visitors App and graphic design support for a variety of IBMA-related activations in the area. GRCVB Marketing and other staff/volunteers hosted a presence at Hopscotch Music Festival, engaging with its Music Maniac attendees/visitors, and also at the PNC presents Wide Open Bluegrass festival, capturing imagery, interacting on social media and surveying attendees. Following the culmination of the summer-long “Music Mania” leisure visitor campaign during the IBMA week, Marketing staff put the finishing touches on the month-long “31 Days of Art” campaign, centered on the arts events happening every day during October (<http://www.visitRaleigh.com/31days>); GRCVB is working with area arts partners to promote the campaign, arts-related attractions and arts events, to offer giveaways and more. The Bureau won two



Silver Awards in the 8th Annual W3 Awards competition—one award for the new visitRaleigh.com website and another for GRCVB’s mobile site; the W3 Awards honor creative excellence on the Web from more than 4,000 entries received in 2013. Under GRCVB’s external advertising plan for the month of September, leisure-related placements appeared on the Collinson Vacation Planning Network, Pandora Internet Radio, shermanstravel.com, Time Warner Cable Media and visitnc.com and in *Our State* magazine; GRSA-related placements appeared on sportscommissions.org and in *Sports Destination Management* and *Sports Events* magazines; and meetings-related placements appeared in *Connect*, *M&C* and *Successful Meetings* magazines, in an MPI e-newsletter and on iae.com and mpiweb.org.



**VISITOR INDUSTRY STATISTICAL REPORT  
SEPTEMBER 2013  
HOTEL OCCUPANCY PRODUCTION**

	<b>Chg. from Aug'12</b>	<b>Wake County</b>	<b>North Carolina</b>	<b>United States</b>
Aug 2013 Occupancy %	+4.6%	65.7%	62.9%	69.2%
Aug 2013 ADR	-0.1%	\$83.73	\$89.48	\$112.14
Aug 2013 RevPar	+4.5%	\$54.98	\$56.29	\$77.59
2012 YTD Occupancy %	+2.4%	63.6%	59.3%	63.9%
2012 YTD ADR	+1.2%	\$86.33	\$86.79	\$110.28
2012 YTD RevPar	+3.6%	\$54.90	\$51.49	\$70.51

*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*

	<b>August 2013</b>	<b>2013/14 YTD</b>	<b>YTD% Chg from 2013</b>
Passenger Enplanements	396,153	3,055,992	-0.6%
Passenger Deplanements	411,423	3,052,406	-0.6%

**RALEIGH CONVENTION CENTER INFORMATION**

<b>Activity by Year</b>	<b>2008</b>	<b>09</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>Total</b>
At RCC (Definite)	14	45	55	60	54	60	23	15	9	6	5	2	1	1	0	0	350
At RCC (Tentative)						6	18	21	11	8	7	3	0	1			75

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

**GROUP SALES DEFINITE ROOM NIGHT PRODUCTION**

	<b>September 2013</b>	<b>YTD</b>	<b>13/14 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	24,361	40,360	28,389	+42.2%
Estimated Economic Impact	\$11,074,911	\$20,609,145	\$14,250,000	+44.6%
Number of Definite Bookings	15	48	45	+6.7%

**GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION**

	<b>September 2013</b>	<b>YTD</b>	<b>13/14 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	49,616	141,274	84,875	+66.4%
Estimated Economic Impact	\$18,383,250	\$72,579,264	\$56,976,000	+27.4%
Number of Tentative Leads	42	183	132	+38.6%

**SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION**

	<b>September 2013</b>	<b>YTD</b>	<b>13/14 YTD Monthly Goal</b>	<b>Fiscal YTD +/- Variance</b>
Total Room Nights	10,301	59,272	25,687	+130 %
Estimated Economic Impact	\$3,181,794	\$18,421,057	\$8,500,000	+117 %



Number of Definite Bookings	6	20	18	+11 %
-----------------------------	---	----	----	-------

### VISITOR SERVICES PRODUCTION

	September 2013	FY 13/14 YTD	YTD% Chg from 13/14
# of Groups Serviced	40	145	+26%
# of Visitor Info. Center Visitors	2342	4488	+53%
# of Visitor Inquiries	393	1237	+20%

### CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
<b>Sports Convention Center Definite</b>				
NCHSAA Cheerleading	11/15-16/13	3,807	3,657	\$567,243
<b>Sales Convention Center Definite</b>				
Lenovo	4/11-/18/14	1,315	3,000	\$2,097,330
<b>TOTAL (A)</b>		<b>5,122</b>	<b>6,657</b>	<b>2,664,573</b>

### GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

NCHSAA Volleyball	11/1-2/13	685	2,660	\$431,315
NCHSAA Women's Tennis	10/31-11/2/13	60	269	\$41,790
NCHSAA Men's Soccer	11/15-16/13	610	2,745	\$442,60
Nike Cross Nationals SE Regional	11/29-30/13	750	1,500	\$201,750
NCHSAA Football	12/13-14/13	2,814	11,000	\$1,299,286
Ironman 70.3 Raleigh	5/31-6/2/14	4,500	5,000	\$1,006,125
<b>SPORTS TOTALS (B)</b>		<b>6,494</b>	<b>21,674</b>	<b>\$2,614,551</b>
Teknion	9/8-10/13	210	50	\$11,700
CONFIDENTIAL	9/15-20/13	191	130	\$69,861
NC Department of Health and Human Services	10/7-11/13	315	300	\$186,000
Standard Performance Evaluation Corporation (SPEC)	10/12-18/13	188	50	\$50,448
NC Dept of Public Instruction - Career-Technical Education	11/24-25/13	180	350	\$61,470
BKA Global Meeting Services	2/22-28/14	607	160	\$133,197
FIRST-For Inspiration and Recognition of Science and Technology	3/12-16/14	1,085	2,200	\$1,078,080
North Carolina Academy of Science	3/28-30/14	250	350	\$75,300
NC Division of Aging and Adult Services	6/11-13/14	110	180	\$48,810



NC Community Health Center Association	6/17-22/14	290	275	\$148,890
134th Assault Helicopter Company (AHC)	6/18-/22/14	350	100	\$80,850
Jehovah's Witnesses	7/3-6/14	9,600	10,000	\$3,504,600
Jehovah's Witnesses	7/10-13/14	9,600	10,000	\$3,504,600
Burroughs Wellcome Fund	8/12-14/14	70	125	\$23,775
<b>TOTAL GROUP (C)</b>		<b>23,046</b>	<b>24,270</b>	<b>\$8,977,581</b>
<b>Total (A+B+C)</b>		<b>34,662</b>	<b>52,601</b>	<b>\$14,256,705</b>

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

Group Name	Meeting Dates	Total Room Nights	Attendance	Estimated Economic Impact
<b>SPORTS MARKETING</b>				
33 NCAA Bids (10 sports)	2014-2018	TBD	TBD	TBD
<b>GROUP SALES</b>				
WordCamp Raleigh	11/22-24/13	80	300	\$48,900
2014 Youth Legislative Assembly	3/21-23/14	230	225	\$66,000
Yellow Ribbon April 2014	4/2-6/14	620	600	\$283,620
Tour Group for Raleigh	4/30-5/2/14	60	80	\$27,900
Jackson Family Reunion 2014	7/25-27/14	70	75	\$20,850
Yellow Ribbon August 2014	7/30-8/3/14	620	600	\$248,520
Preservation NC 2014 Conference	9/17-19/14	305	300	\$105,555
NC Association of County Directors of Social Services -Social Services Inst.	10/21-24/14	420	750	\$225,720
Prevent Child Abuse 2015	3/3-6/15	300	350	\$127,692
NC Academy of General Dentistry Annual Conference 2015	2/5-8/15	140	250	\$76,800
<b>GRAND TOTAL</b>		<b>2,845</b>	<b>3,530</b>	<b>\$1,231,557</b>

**SITE VISITS**

Group Name	Total Room Nights	Total Attendance
<b>SPORTS MARKETING</b>		
<b>GROUP SALES</b>		
CESSE (Council of Engineering & Scientific Society Executives)	600	1,335
Lambda Pi Chi Sorority	145	130
<b>GROUP TOTAL</b>	<b>745</b>	<b>1,465</b>

**TRADESHOW & EVENTS**

Event Name	Location (Dates)
<b>SPORTS MARKETING</b>	
NCAA Bid Meeting	Mt. Olive, NC (Sept. 3)



Pinehurst CVB "Tourism 25" Conference	Pinehurst, NC (Sept. 4)
U.S. Aquatic Sports Convention	Anaheim, CA (Sept. 10-13)
GRCVB / Town of Holly Springs Joint Meeting	Holly Springs, NC (Sept. 18)
North Carolina Sports Association Quarterly Meeting	Cary, NC (Sept. 19)
North Carolina Sports Summit	Cary, NC (Sept. 20)
Adidas Cross Country Challenge	Cary, NC (Sept. 21)
Cary Sports Alliance Quarterly Meeting	Cary, NC (Sept. 25)
NCHSAA Regional Meeting	Raleigh, NC (Sept. 26)
SAS Championship Media Event	Cary, NC (Sept. 30)
<b>GROUP SALES</b>	
Femprofessionals Raleigh	Raleigh, NC (Sept 4)
Successful Meetings University SouthEast	Hilton Head, SC (Sept 8-10)
PCMA Capital Chapter Networking Event	Washington, DC (Sept 11)
NC SGMP Chapter Meeting	Raleigh, NC (Sept 11)
PMPI Education Session	Washington, DC (Sept 12)
AMPs Annual Meeting	Washington, DC (Sept 12)
AENC September Membership Meeting and Luncheon	Raleigh, NC (Sept 13)
MPI New England	Boston, MA (Sept 18)
MPI-Carolinas Chapter Annual Tradeshow and Chapter Meeting	Durham, NC (Sept 19 & 20)