



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau

visitRaleigh.com

JULY 2008

WAKE COUNTY CAPSULE

For the first five months of calendar year 2008 Wake County **hotel occupancy tax collections were up 4 percent** and **prepared food and beverage tax collections were up 7.4 percent** over 2007.

GROUP SALES

Convention Sales has been busy enticing groups to the area this month, producing 39 leads, totaling \$17,470,863 in economic impact. Three initial site inspections, along with three other sites to finalize programs, were conducted during the month. GRCVB Sales ended the fiscal year with over 99,731 definite hotel room nights booked, totaling nearly \$59,745,280 million in economic impact. Travel for sales missions included Destination Showcase Chicago, where over 450 meeting planners gathered information from national Convention and Visitor's Bureaus. We were represented at the annual PCMA Leadership Conference, held in Los Angeles, as well. State and local meetings attended were MPI, SGMP, AENC, and TAHMA.

SPORTS MARKETING

The Greater Raleigh CVB helped host the 2008 USYS Southern Regional soccer championships, which ranked among the largest youth sporting events ever held in the Triangle. By all accounts, the event (June 19-25) was a tremendous success. The tournament brought 184 teams to Raleigh and Wilson from 11 Southeastern states, and together they generated more than 15,000 hotel room nights and approximately \$4 million in direct visitor spending. In all, an estimated 9,500 visitors were spread out among more than 70 area hotels. Games were played at the WRAL Soccer Center in Raleigh and the Gillette Athletic Complex in Wilson. The tournament was officially hosted by the N.C. Youth Soccer Association, the Capital Area Soccer League and the City of Wilson. June was an especially busy month for baseball in Cary, as the USA Baseball National Training Center hosted an NCAA Super Regional (North Carolina vs. Coastal Carolina), as well as the USA Baseball Tournament of Stars, which brought the top 144 high school baseball players to Wake County for a week of high-level competition ... GRCVB sports marketing finished the 2007-08 fiscal year with 70 assisted bookings that accounted for more than 77,800 hotel room nights and \$23.7 million in direct visitor spending.

PUBLIC RELATIONS

The Communications Department has been busy on a number of fronts this month. Press releases on a number of CVB initiatives, including the Community Hospitality Partnership, USYS Southern Regional Soccer Championships, newly elected members to the GRCVB Board and appointments of new GRCVB Board Officers, were written and garnered media coverage in local and statewide media outlets. Preparations are underway for two high profile media familiarization tours in conjunction with the opening of the Raleigh Convention Center and the visitRaleigh.com Benefit Concert for the Rock and Roll Hall of Fame, both in September and both hosting approximately 10 targeted journalists. Frugal Socialite, Lucinda Hughes, visited the Raleigh area June 25-27 where she experienced the luxury of the Umstead Hotel and Spa and dined at Herons. She is a guest travel correspondent on the ABC affiliate in Washington, DC. Ryan Smith was accepted into the Society of American Travel Writers, an distinguished organization of travel journalists and tourism public relations professionals.

SERVICES

Like all departments, Convention and Visitor Services were very busy in June. Planning visits included NC Firemen's Association and National Student Exchange, and meetings with local host organizing committees for National Genealogical Society, World Beer Festival and Governor's Conference on Tourism. We also are heavily engaged meeting with vendors as we prepare to audit the Event Services Listing on our website. The "ESL" is a primary tool that Services use with clients to help them locate and secure Wake County based vendors for services needed during their events (in June our vendor meetings included destination management companies, a transportation provider, and unique meeting venues). We also attended grand openings for the Chatham Hill Winery and the hospitality industry preview for the Dead Sea Scrolls exhibit. Additionally, we announced that we will work with Passkey as our housing bureau product for groups that require housing bureau services. We are pleased to be able to offer this service, one that is the industry standard now for housing services. The customer service training class for June was hosted by Marbles Kids Museum, and was a "sold out" event with over forty attendees. Post event evaluation comments were very strong and positive, and the next open registration classes are July 30 at RDU and August 11 at the Hilton North Raleigh. The VIC remains a very active component for counseling Greater Raleigh arriving visitors with a monthly average of over 500 walk in visitors. We anticipate that this will increase as we get closer to the opening of the RCC. CS also presented a program at Cary based RH Donnelly Corporation on "Taking a Vacation in Your Own Hometown." The program was offered to employees as part of Donnelly's "lunch and learn" series. Finally, our GRCVB Ambassadors were a huge help during June, volunteering over 113 hours (49.5 for sports events and 64 for the VIC).

MARKETING

The Marketing Department has been finalizing details of Greater Raleigh's new destination brand and preparing to deploy the brand across all GRCVB publications and projects starting on July 15. Local partners were invited to participate as the new brand is officially revealed on July 15, at 9am, in Fletcher Theatre at the Progress Energy Center for the Performing Arts. The 2008-2009 advertising media plan is underway, with the local market tourism ads first appearing in *The News & Observer* and special Dead Sea Scrolls-related ads first appearing in *The Wall Street Journal* by late July. Marketing staff also are working on co-op advertising placements and tie-ins to major events with local partners that expressed interest following two informational sessions held on June 13. For other partners interested in exploring co-op opportunities, contact tourism marketing manager Charissa Todd. Additionally, the Marketing Department is coordinating a variety of activities in promotion of the visitRaleigh.com Benefit Concert for the Rock and Roll Hall of Fame, including two contests and a microsite. The marketing activities are geared not only toward attracting visitors to attend the concert itself but also toward building brand recognition and encouraging future visits.

**VISITOR INDUSTRY STATISTICAL REPORT
JUNE 2008
HOTEL OCCUPANCY PRODUCTION**

	Chg from May 07	Wake County	North Carolina	United States
May 2008 Occupancy %	-6.0%	64.4%	60.3%	63.3%
May 2008 ADR	+4.7%	\$88.02	\$87.75	\$106.95
May 2008 RevPAR	-1.5%	\$56.67	\$52.88	\$67.69
May 2008 Rooms Sold/% Change	-13,423	-4.9%	-4.9%	-0.2%
May 2008 Rooms Avail/% Change	+3,091	+1.2%	+1.1%	+2.4%
2008 YTD Occupancy %	-2.8%	63.3%	57.0%	60.1%
2008 YTD ADR	+6.4%	\$88.36	\$82.95	\$107.78
2008 YTD RevPAR	+3.5%	\$55.95	\$47.30	\$63.37
2008 YTD Rooms Sold/% Change	-21,702	-1.7%	-2.1%	0.0%
2008 YTD Rooms Avail/% Change	+12,413	+1.0%	+1.3%	+2.3%

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

	June 2008	2008 YTD	YTD% Chg from 2007
Passenger Enplanements	448,128	1,998,988	+2.2 %
Passenger Deplanements	437,961	2,000,006	+1.9 %

Source: Raleigh-Durham International Airport-Stats lag by one month

GROUP SALES DEFINITE ROOM NIGHT PRODUCTION

	June 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	7040	7040	8312	-11%
Estimated Econ Impact	\$7,107,690	\$7,107,690	\$4,166,667	+40%
Number of Definite Bookings	5	5	26	-62%

FY runs June 07-May 08

GROUP SALES TENTATIVE ROOM NIGHT PRODUCTION

	June 2008	YTD	08/09 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	23,571	23,571	26,250	-11%
Estimated Econ Impact	\$17,470,863	\$17,470,863	\$17,917,000	-.5%
Number of Tent. Leads	39	39	40	-10%

FY runs June 07-May 08

SPORTS MARKETING ASSISTED DEFINITE ROOM NIGHT PRODUCTION

	June 2008	YTD	07/08 YTD Goal	Fiscal YTD +/- Variance
Total Room Nights	5,428	77,867	88,000	- 11%
Estimated Econ Impact	\$1,843,107	\$23,726,269	\$28,500,000	- 16%
Number of Definite Bookings	7	70	72	- 2.7%

INDIVIDUAL TRAVEL/DESTINATION MARKETING PRODUCTION

	June 2008	FY 07/08 YTD
Total Visitor Inquiries (incl. advertising) *Excludes VisitRaleigh.com Inquiries	506	200,939

VISITOR SERVICES PRODUCTION

	June 2008	FY 07/08 YTD	YTD% Chg from 06/07
Number of Groups Served	77	462	-15 %

CONVENTION CENTER DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
BCBS Winter Sales Conference 2009	2/4 - 6/09	306	300	\$70,686
NC GIS Conference	2/24 - 27/09	400	900	\$331,080
NC Assn of school Administrators	3/11 - 13/09	400	400	\$139,200
Annual State Convention	6/11 - 14/09	290	1,000	\$363,585
Association of Christian Schools	11/10 - 12/09	1,542	3,500	\$1,289,862
Association of Christian Schools	11/16 - 19/10	1,542	3,500	\$1,289,862
Association of Christian Schools	10/25 - 28/11	1,542	3,500	\$1,289,862
Association of Christian Schools	11/6 - 9/12	1,542	3,500	\$1,289,862
Association of Christian Schools	10/15 - 18/13	1,542	3,500	\$1,289,862
Association of Christian Schools	11/4 - 7/14	1,542	3,500	\$1,289,862
Animazement 2015	5/21 - 24/15	1,750	4,700	\$1,773,150
Animazement 2016	5/26 - 29/16	1,750	4,700	\$1,773,150
Animazement 2017	5/25 - 28/17	1,750	4,700	\$1,773,150
Animazement 2018	5/24 - 27/18	1,750	4,700	\$1,773,150
TOTAL (A)		17,648	42,400	\$15,736,323

Activity by Year	2008	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
At RCC (Definite)	40	55	22	12	10	9	5	3	1	2	1	1	1	-	1	-	163
At RCC (Tentative)	26	52	29	24	14	9	2	1	-	-	-	-	-	-	-	-	157

GROUP SALES/SPORTS MARKETING ASSISTED DEFINITE BOOKINGS

Group Name	Meeting Dates	Total Room Nights	Total Attendance	Est. Econ. Impact
2008 NCAA Baseball Super Regional	6/06 - 08/08	310	8,000	\$185,865
2008 USA Baseball Tournament of Stars	6/17 - 22/08	452	300	\$199,608
2008 USA Baseball vs. Chinese Taipei	6/26 - 7/1/08	282	100	\$59,808
2008 City of Oaks Marathon	11/02/08	2,500	6,000	\$677,500
2008 ACC Women's Soccer Championship	11/5 - 9/08	800	10,000	\$285,700
2008 ACC Men's Soccer Championship	11/11 - 16/08	850	10,000	\$357,100
2008 USA Baseball Youth National Trials	8/1-12/08	234	100	\$77,526
SPORTS TOTALS (B)		5,428	34,500	\$1,843,107
NCDVRS-Benefits and Life Meeting	8/19 - 21/08	40	45	\$15,090
Phi Beta Lambda State Conference	10/24 - 25/08	50	200	\$29,100
US Fresh Water Prawn & Shrimp Growers Association Annual Conference	12/4 - 7/08	115	80	\$37,095

Medical Mutual Insurance Quarterly Meeting	4/17 - 18/09	20	40	\$6,960
Inis Cairde School of Dance	1/21 - 24/10	276	2,000	\$695,556
TOTAL GROUP (C)		501	2,365	\$783,801
GRAND TOTAL (A+B+C)		23,577	79,265	\$18,363,231

BIDS SUBMITTED FOR GROUP SALES/SPORTS MARKETING

Group Name	Dates	Total Room Nights	Attendance	Estimated Economic Impact
Bates Family Reunion	7/24 - 28/08	170	175	\$72,615
Future Business Leaders of America-Phi Beta Lambda	10/24-25/08	50	200	\$29,100
State Energy Association	4/1-309	325	1,000	\$268,125
Minter Family Reunion	7/30-8/2/09	150	200	\$87,300
NC Real Estate Educators Association	9/9-11/09	160	110	\$43,980
American Pheasant and Waterfowl Society	9/30 - 10/3/09	185	90	\$71,985
NC Conference for Women	1/13-1/14/10	65	3,000	\$358,410
US Junior Chamber	2/8-14/10	360	300	\$221,454
State Employees Association of NC	9/8-9/11/10	2,345	850	\$59,345
United Council on Welfare Fraud	9/10-15/10	780	300	\$253,305
Association for the Study of African American History	9/29-10/3/10	1,180	500	\$387,825
Rainbow Association Meetings-ERICSA	3/22-29/12	1,230	450	\$427,455
American Philatelic Society	8/6-12/12	2,700	5,000	\$3,673,890
2014 Institute of Transportation Engineers	3/20-27/14	800	600	\$ 471,450
2017 Institute of Transportation Engineers	3/9-16/17	800	600	\$471,450
GRAND TOTAL		11,300	13,405	\$6,897,689.00

SITE VISITS

Group Name	Total Room Nights	Total Attendance
NC State Firemen's Association	1,660	2,000
Building Owners and Managers Association	515	250
Epicureans	350	300
TOTAL	2,525	2,550

TRADESHOW & EVENTS

Event Name	Location (Dates)
SPORTS MARKETING	
N.C. Sports Association Quarterly Meeting	Hickory (June 3)
NCAA Baseball Super Regional	Cary (June 7-8)
U.S. Youth Soccer LOC Meeting	Raleigh (June 10)
State Games of North Carolina	Greensboro (June 12)
U.S. Youth Soccer Southern Regionals	Raleigh and Wilson (June 19-25)
USA Baseball Tournament of Stars	Cary (June 17-22)
Cary Sports Alliance	Cary (June 26)
CONVENTION SALES	
NC SGMP Annual Board Retreat and Summer Chapter Event	Sunset Beach, NC June 5-7
PMPI Professional Development Event	Washington, DC June 6
Association Executives of NC Annual Meeting	Myrtle Beach, SC June 8-10
PCMA Leadership Conference	Los Angeles, CA June 7-10
MPI Triangle Dream Team Meeting	Pittsboro, NC June 17
PCMA Capital Chapter Luncheon	Washington, DC June 18
AMP's Summer Meeting	Alexandria, VA June 18
Triangle Area Hotel Motel Association Golf Tournament	Durham, NC June 24
Destination Showcase Chicago	Chicago, IL June 24-26