



The Charlotte

# BAROMETER

Report



An Official Publication of the Charlotte Regional Visitors Authority

APRIL 2010

## National & International Business & Convention

### TRENDS IN SITE SELECTION- METROPOLL XII

According to **Gerard Murphy & Associates'** *Metropoll* survey, factors considered in site selection fall into three main categories: logistical, environmental and recreational.

By the percentage ranking "very important", the top **logistical** factors for 2009 were: food & lodging costs (80.5%), number of hotel rooms (69.5%), convenient air service (74%), easy for delegates to get to (76.5%), travel costs to location (71%) and attractive conference hotels (59.5%).

By the percentage ranking "very important", the top **environmental** factors were: clean/attractive city (55%), security/crime rate (53%) and climate (32.5%). By the percentage ranking "very important", the top **recreational** factors were: good restaurants (41%), sightseeing (19%) and good shopping (15%). Though this study deals with meeting planners, the same factors could be used in evaluating leisure trip site considerations also.

## Local Perspective

### CHARLOTTE AREA LODGING – FEBRUARY SMITH TRAVEL RESEARCH

February **occupancy** was 58.9% in the Charlotte market, a 9.4% increase over February 2009. Year to date occupancy is 51.8% in the Charlotte market, up 5.4% over last year. By comparison, year to date occupancy is 44.7% in NC (up 1.6%) and 48.8% in the US (up 0.2%).

February **average daily rate** (ADR) was \$80.60 in the Charlotte market, down 4.5% from February 2009. Year to date ADR is \$77.38 in the Charlotte market, down 6.5% from last year. By comparison, year to date ADR is \$73.61 in NC (down 4.6%) and \$95.23 in the US (down 5.7%).

February **revenue per available room** (RevPAR) was \$47.44 in the Charlotte market, a 4.4% increase over February 2009. Year to date RevPAR is \$40.05 in the Charlotte market, down 1.5% compared to last year. By comparison, year to date RevPAR is \$32.88 in NC (down 3.1%) and \$46.49 in the US (down 5.5%).

Compared to last February, Charlotte market **room demand** increased 14.6%. Year to date, Charlotte market room demand is up 10.3% compared to last year. By comparison, year over year demand is up 4.5% in NC and up 3.2% in the US.

### MECKLENBURG COUNTY HOSPITALITY TAX COLLECTIONS-- FY10 THROUGH FEBRUARY

Mecklenburg County **6% regular occupancy tax collections** total \$13.3 million fiscal year to date through February, down 9% compared to the same period last year.

Mecklenburg County **2% NASCAR Hall of Fame tax collections** total \$4.4 million fiscal year to date through February, also down 9% compared to the same period last year.

Mecklenburg County **1% prepared food & beverage tax collections** total \$12.8 million fiscal year to date through February, down 2% compared to the same period last year.

## National Leisure & Tourism

### URBAN TRAVEL

This item from **Travel Wire** caught my attention as it could easily be applied to the motivations behind visiting our area: "The spirit of our cities inspires travel and tourism. They are centers of arts, entertainment and food. They are also gateways to traditional customs and modern society, as well as focal points for commerce, industry and finance. They give us a chance to experience -- diversity and creativity, icons and architecture, uniqueness and unity; culture and people"

### TRIPADVISOR FAMILY TRAVEL SURVEY

According to more than 1,100 U.S. travelers surveyed the **TripAdvisor** annual family travel survey shows 92% of travelers with children plan to take at least one family vacation this year, up from 88 percent who did so last year. 2010 may also see a trend for traveling further abroad, with 33% planning to take both domestic and international family trips, up 5% from last year. The youth of today are better-traveled than ever:

- 75% of travelers' children (those under the age of 18) have visited more than six U.S. states
- 73% of travelers' young children have experienced international travel,
- 52% say that travel is very important to a child's education, while 35% believe it is somewhat important.

The most enjoyable aspect of family vacations is spending quality time together, according to 48% of parents. The five most popular activities this year are:

1. Relaxing at the beach — 69%
2. Visiting a historic site — 62%
3. Visiting a museum — 50%
4. Visiting a national park — 46%
5. Visiting an amusement / theme park — 41%

## Economy

### CONSUMER CONFIDENCE REBOUNDS IN MARCH

**The Conference Board** reports that its *Consumer Confidence Index* rose to 52.5 in March. This came after February's 46.4 level, the lowest since April 2009, ending a streak of three consecutive months of improvement. Analysts had been expecting a reading of 50 points for March. An index of 90 is widely regarded as reflective of a "healthy" reading.

## CRVA Media Coverage

### MARCH 2010 VOCUS

During March, **Vocus** identified 198 news items on keywords tracked by CRVA. By category, NASCAR Hall of Fame was mentioned most with 55%. That was followed by Charlotte Attractions (14%), Charlotte Sports (8%), Charlotte Tourism (5%) and Ovens/Bojangles' (5%). By media, the largest number occurred on TV Programs with 28%, followed by Online, News, Business sites (21%), Cable/Satellite – Network/Station (10%), Online, Consumer sites (10%) and Newspapers (10%).

### Sources for this Publication

- Gerard Murphy & Associates
- Mecklenburg County Tax Office
- Smith Travel Research
- The Conference Board
- The TAP Report
- Travel Wire
- TripAdvisor
- US Department of Labor
- Visit Charlotte/CRVA
- Vocus

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# HOSPITALITY INDUSTRY STATISTICAL REPORT

## March 2010

### Charlotte Market Lodging Production

	Charlotte Market	North Carolina	Competitive Set	United States	Top 25
February 2010 Occupancy %	58.9	49.5	52.7	53.0	59.7
% Change	9.4	3.1	2.8	0.9	4.1
February 2010 ADR \$	80.60	75.01	85.48	96.40	113.81
% Change	-4.5	-3.7	-6.4	-4.5	-5.9
February 2010 RevPAR \$	47.44	37.19	45.35	51.09	67.97
% Change	4.4	-0.7	-3.7	-3.6	-2.0
2010 YTD Occupancy %	51.8	44.7	48.2	48.8	56.0
% Change	5.4	1.6	1.6	0.2	3.3
2010 YTD ADR \$	77.38	73.61	84.59	95.23	112.39
% Change	-6.5	-4.6	-7.1	-5.7	-8.0
2010 YTD RevPAR \$	40.05	32.88	41.10	46.49	62.94
% Change	-1.5	-3.1	-5.5	-5.5	-5.0

Source: Smith Travel Research-Stats lag by one month

Comp Set includes: Tampa, Atlanta, Indianapolis, Baltimore, Minneapolis, St. Louis, Greensboro, Raleigh, Cincinnati, Columbus, Philadelphia, Pittsburgh and Nashville

### Charlotte Douglas International Airport Aviation Production

	Month of February	% Chg from February 09	2010 YTD	YTD % Chg from 09
Passenger Enplanements	unavailable	unavailable	unavailable	unavailable
Passenger Deplanements	unavailable	unavailable	unavailable	unavailable

Source: Charlotte Douglas International Airport-Stats lag by one month

### Visit Charlotte Definite Room Night Production

	Month of March	Change from March 2009	FY 2010 YTD	YTD Chg (%) from FY09
Total Room Night Production	24,187	6,217	268,341	-547 (-0.2%)
Visitor Economic Development (\$)	10,679,870	-2,226,080	202,207,624	11,633,706 (6%)
Number of Definite Bookings	42	6	262	-36 (-12%)
Average Size of Definite Bookings	576	77	1,024	122 (14%)
Total Attendance	54,612	26,151	554,610	115,542 (26%)
Convention Center GSF Booked	1,300,000	700,000	11,080,000	-7,690,000 (-41%)

### Visit Charlotte Lead Room Night Production

	Month of March	Change from March 2009	FY 2010 YTD	YTD Chg (%) from FY09
Total Room Night Production	90,835	29,422	855,923	166,960 (24%)
Number of Lead Bookings	57	19	528	-35 (-6%)
Average Size of Lead Bookings	1,594	-22	1,621	397 (32%)

### Visit Charlotte Housing Bureau Production

	Month of March	FY 2010 YTD	YTD% Chg from FY09
Total Reservations Produced	923	4,587	-56%
Total Room Nights Produced	2,866	9,003	-74%

### Visit Charlotte Leisure Tourism Production

	Month of March	FY 2010 YTD	YTD % Chg from FY09
Ad Inquiries (+Travelocity clicks, etc.)	3,265	135,489	520%
Visitor Center Walk-In Traffic	3,091	21,056	-21%
Call Center Inquiries	619	4,598	-12%
Web Site Official Visitors Guide Requests (& views)	2,094	21,106	28%
Emails/Letters/Faxes	43	239	-59%
Total Visitor Inquiries	<b>9,112</b>	<b>182,508</b>	<b>157%</b>
Visit Charlotte Web Site Visitors (Google )	<b>84,595</b>	<b>782,372</b>	<b>14%</b>
Motor Coach Group Bookings (Passengers)	<b>558</b>	<b>3,263</b>	N/A

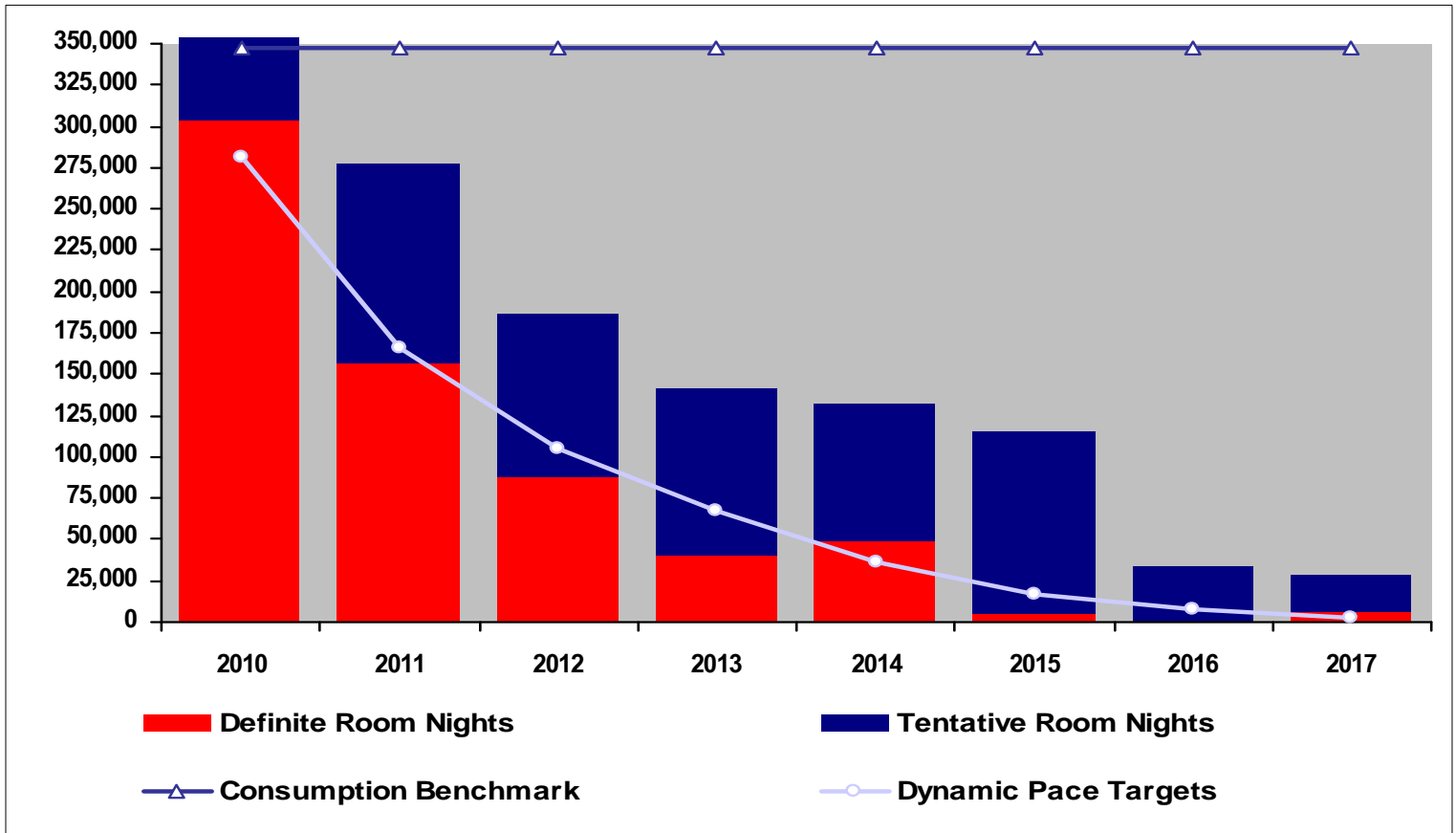
## DEFINITE BOOKINGS March 2010

Charlotte Convention Center							
Group Name	Meeting Type	Event Date	Days	Exhibit Gross Sq Ft	Total Room Nights	Attend	Visitor Econ. Dev. (\$)
NC Home Builders ®	Tradeshow	Sep 2011	2	500,000	350	325	204,100
National Technical Investigators Association ®	Convention	Jul 2015	5	800,000	8,153	2,200	3,454,000
<b>Total</b>				<b>1,300,000</b>	<b>8,503</b>	<b>2,525</b>	<b>3,658,100</b>

Conference Sales					
Group Name	Event Date	Days	Total Room Nights	Attendance	Visitor Econ. Dev. (\$)
Holiday Retirement	Feb 2010	20	300	32	200,960
Carolinas Our Little Miss	Mar 2010	2	52	50	31,400
Aquascape, Inc.	Mar 2010	1	9	50	15,700
Rooms 4U	Mar 2010	14	462	80	351,680
National Hispana Leadership	Mar 2010	1	5	150	47,100
NC National Softball Association ® (2010 season)	11 dates	2 avg.	3,192	17,100	458,280
Well's Dairy, Inc. ®	Apr 2010	4	119	33	41,448
Linnet	Apr 2010	1	30	30	9,420
Comfort Systems, USA ®	Apr 2010	3	66	20	18,840
Budd Group	Apr 2010	1	75	50	15,700
Bound Tree Medical	May 2010	2	24	12	7,536
Comfort Systems, USA ®	May 2010	3	50	20	18,840
NC Amateur Sports ®	May 2010	2	7,529	15,000	4,020,000
Hornet's Nest BMX	Jun 2010	2	830	1,022	273,896
Nuclear Energy Institute ®	Jun 2010	2	60	150	94,200
AAU Track & Field ®	Jun 2010	2	230	1,000	268,000
People of Color Social Network	Jun 2010	2	70	100	62,800
Lee-Gibson Family Reunion	Jun 2010	2	80	125	78,500
Aiken Family Reunion	Jul 2010	2	50	50	31,400
McKenzie Family Reunion	Jul 2010	3	65	100	94,200
Chisolm Family Reunion	Jul 2010	2	85	100	62,800
Irby-Smiley Family Reunion	Jul 2010	2	100	100	62,800
Baptist State Convention of NC	Sep 2010	1	26	30	9,420
Harding University High School Reunion	Oct 2010	1	15	150	47,100
New Covenant Church	Oct 2010	1	10	25	7,850
Baptist State Convention of NC	Nov 2010	1	26	30	9,420
USA Track & Field	Dec 2010	2	1,430	1,000	268,000
NC Association of Municipal Clerks	Jan 2011	2	254	160	100,480
Patrick Central School Alumni Reunion	Aug 2011	2	80	125	78,500
North American Council for Staff, Program & Organizational Development	Oct 2011	3	360	250	235,500
<b>Total</b>			<b>15,684</b>	<b>52,087</b>	<b>7,021,770</b>
<b>GRAND TOTAL</b>			<b>24,187</b>	<b>54,612</b>	<b>10,679,870</b>

Sports & Leisure Spending DKS&A 2007 Charlotte Update (attendance x \$134 x # days)  
 Convention & Conference Spending 2005 DMAI ExPact Study (attendance x \$314 x # days)

## Eight Year Dynamic Room Night Pace Report (As of 3/1/10) Trends Analysis Projections, LLC

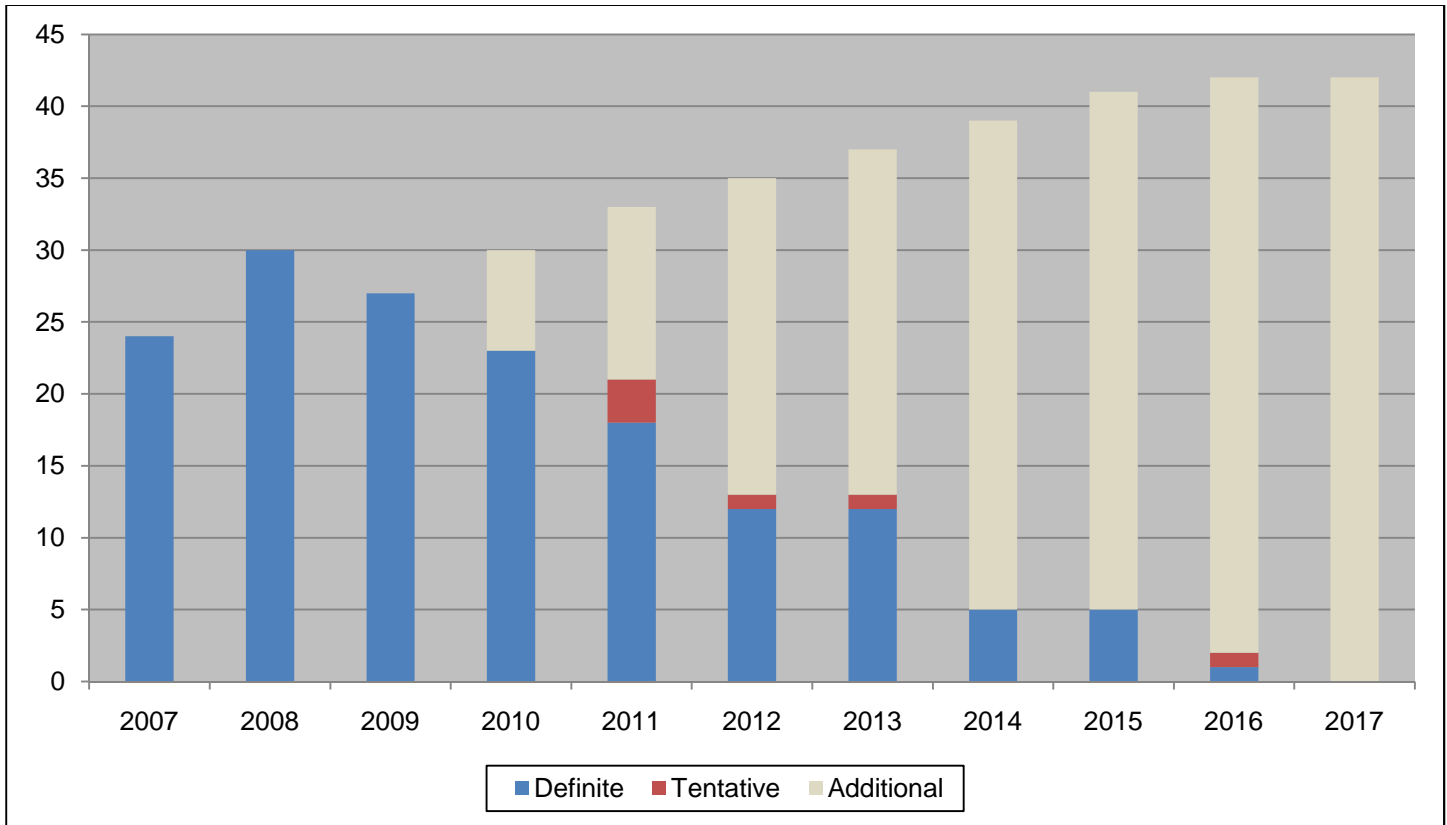


## Eight Year Dynamic Room Night Pace Report (As of 3/1/10) Trends Analysis Projections, LLC

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Charlotte Definite Room Nights	303,048	156,688	87,881	40,780	48,833	5,330	0	5,937	648,497
Pace Target	280,822	166,507	105,434	67,405	36,506	16,720	7,850	2,983	684,227
Variance	22,226	(9,819)	(17,553)	(26,625)	12,327	(11,390)	(7,850)	2,954	(35,730)
Pace Percentage	108%	94%	83%	60%	134%	32%	0%	199%	95%
Tentative Room Nights	56,644	120,508	99,044	100,580	83,520	110,175	34,322	21,950	625,743
Consumption Benchmark	346,853	346,853	346,853	346,853	346,853	346,853	346,853	346,853	2,774,824
Peer Set Pace Percentage	101%	84%	71%	87%	86%	144%	135%	206%	943%

Peer Set Data includes Charlotte, Baltimore, Louisville, Pittsburgh and Tampa

Charlotte Convention Center  
 Tradeshow & Convention Booking Outlook  
 (As of 4/1/10)



Charlotte Convention Center  
 Tradeshow & Convention Booking Outlook  
 (As of 4/1/10)

Fiscal Year	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>Definite Bookings</b>	24	30	27	23	18	12	12	5	5	1	0
<b>Tentative Bookings</b>	0	0	0	0	3	1	1	0	0	1	0
<b>Subtotal</b>	24	30	27	23	21	13	13	5	5	2	0
<b>Definite Target</b>	20	21	26	30	33	35	37	39	41	42	42
<b>Variance</b>	4	9	1	-7	-12	-22	-24	-34	-36	-40	-42

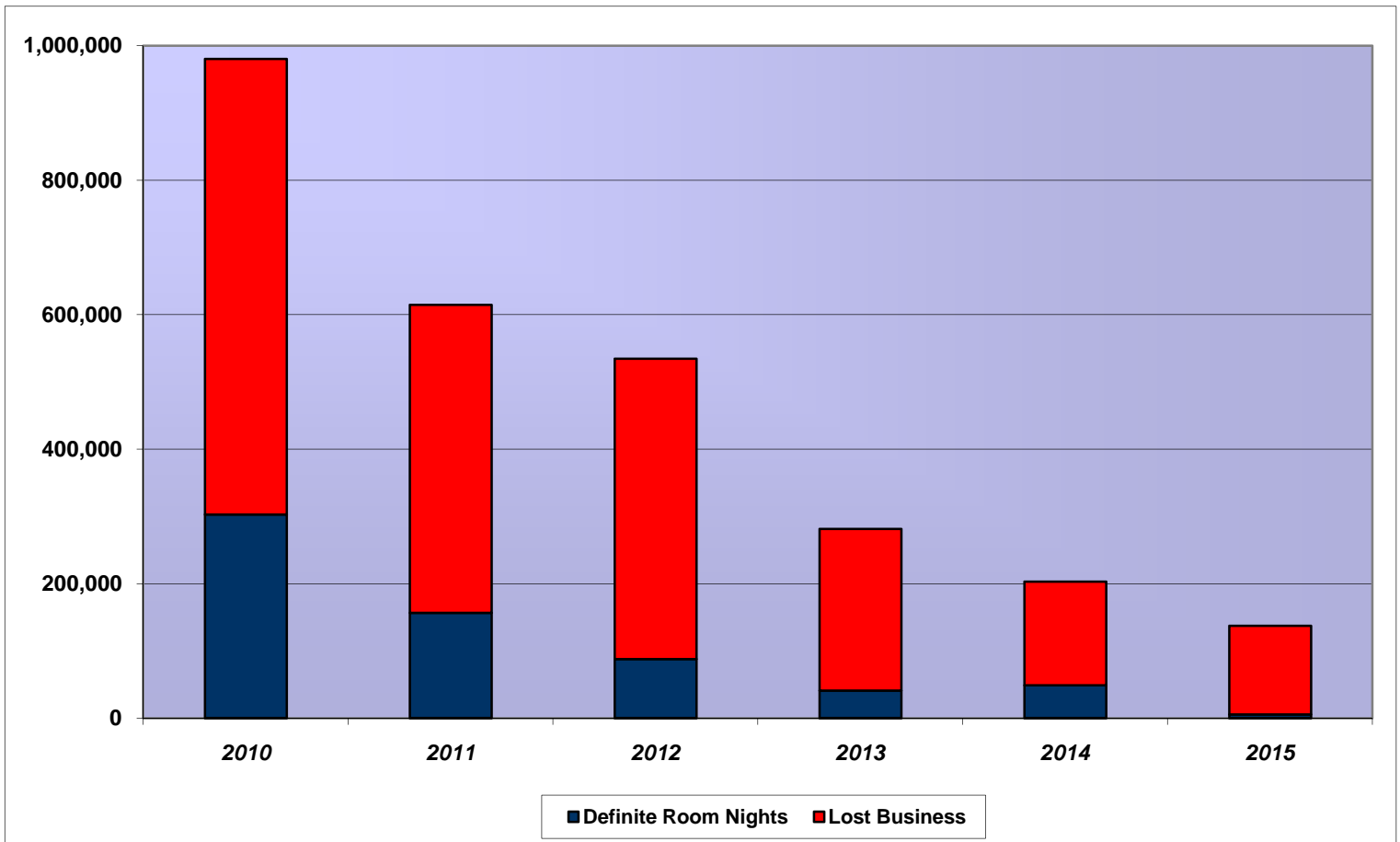
# HOSPITALITY INDUSTRY SALES ACTIVITIES

## March 2010

<b>Site Visits</b>			
<b>Group Name</b>	<b>Venue</b>	<b>Total Room Nights</b>	<b>Total Attendance</b>
<b>DEFINITES</b>			
National Rifle Association (May 2010)	CCC	8,560	48,000
PennWell Corporation – Hydro Vision (July 2010)	CCC	3,430	2,000
Baptist State Convention of NC (Sep & Nov 2010)	Hotel	26	30
Schneider Publishing – TEAMS (October 2010)	CCC	3,022	2,000
American Association of Motor Vehicle Administrators (June 2011)	Hotel	1,605	350
Gideons International (July 2011)	CCC	7,189	4,000
<b>TENTATIVES</b>			
US Department of Energy (July 2010)	Hotel	437	300
Professional Anglers' Association (August 2010)	P&R	1,200	500
International Association of Refrigerated Warehouses (Sep 2010)	Hotel	100	75
Carolina Paws (January 2011)	Hotel	120	50
Coast Guard Auxiliary Association (August 2011)	Hotel	1,425	400
Professional Association for SQL Servers (October 2011)	CCC	4,000	4,000

<b>Trade Shows &amp; Events (attended by staff)</b>	
<b>Event Name</b>	<b>Location</b>
Barbershop Harmony Competition	Greenville, SC
Meetings Industry Council	Denver, CO
Meeting Professionals International – Carolinas Chapter	Charlotte, NC
North Carolina Governor's Conference on Tourism	New Bern, NC
Professional Convention Management Association	Chicago, IL
Southeast Tourism Society/Southeast Chapter Travel & Tourism Research Association International	Nashville, TN
Sales Calls	Philadelphia, PA

## Visit Charlotte Pace vs. Demand Comparison – Lost Business (As of 3/1/10) Trends Analysis Projections, LLC



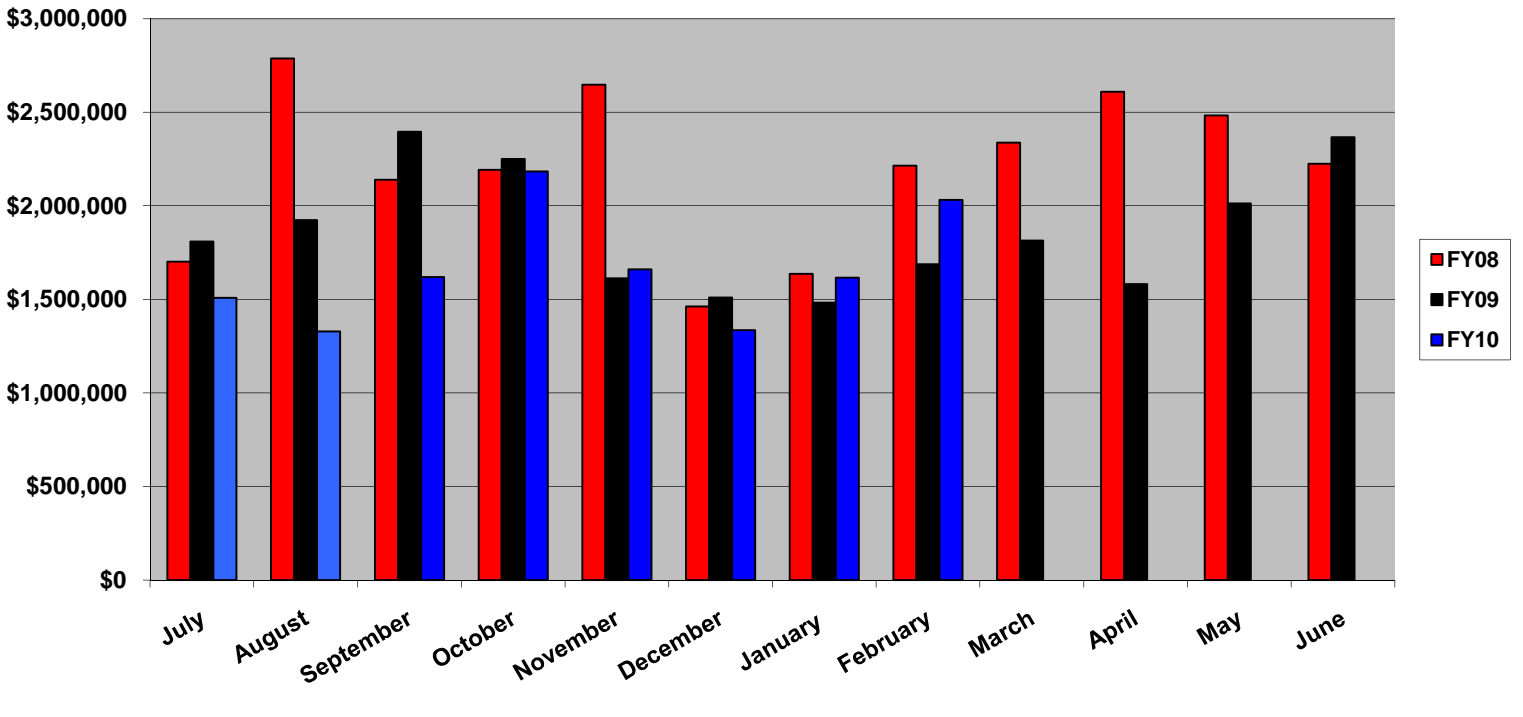
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Pace Target	280,822	166,507	105,434	67,405	36,506	16,720	7,850	2,983	684,227
Pace Percentage	108%	94%	83%	60%	134%	32%	0%	199%	95%
Total Demand Room Nights	980,452	614,562	534,508	281,370	203,179	137,302	49,397	22,918	2,823,588
Lost Room Nights	677,404	457,874	466,627	240,590	154,346	131,872	49,397	16,981	2,175,091
Conversion Percentage	31%	25%	16%	14%	24%	4%	0%	26%	23%
Peer Set Conversion Percentage	26%	20%	15%	19%	19%	25%	32%	22%	21%

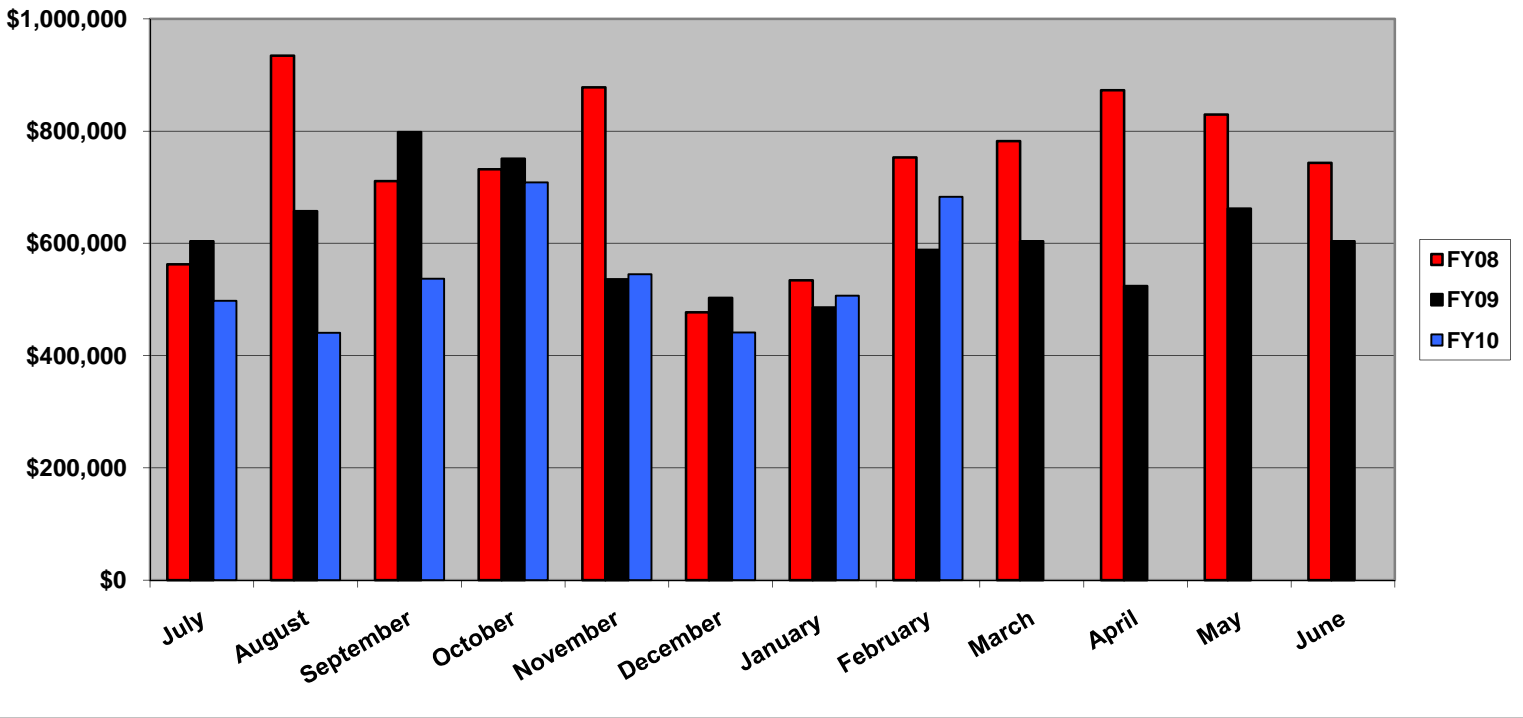
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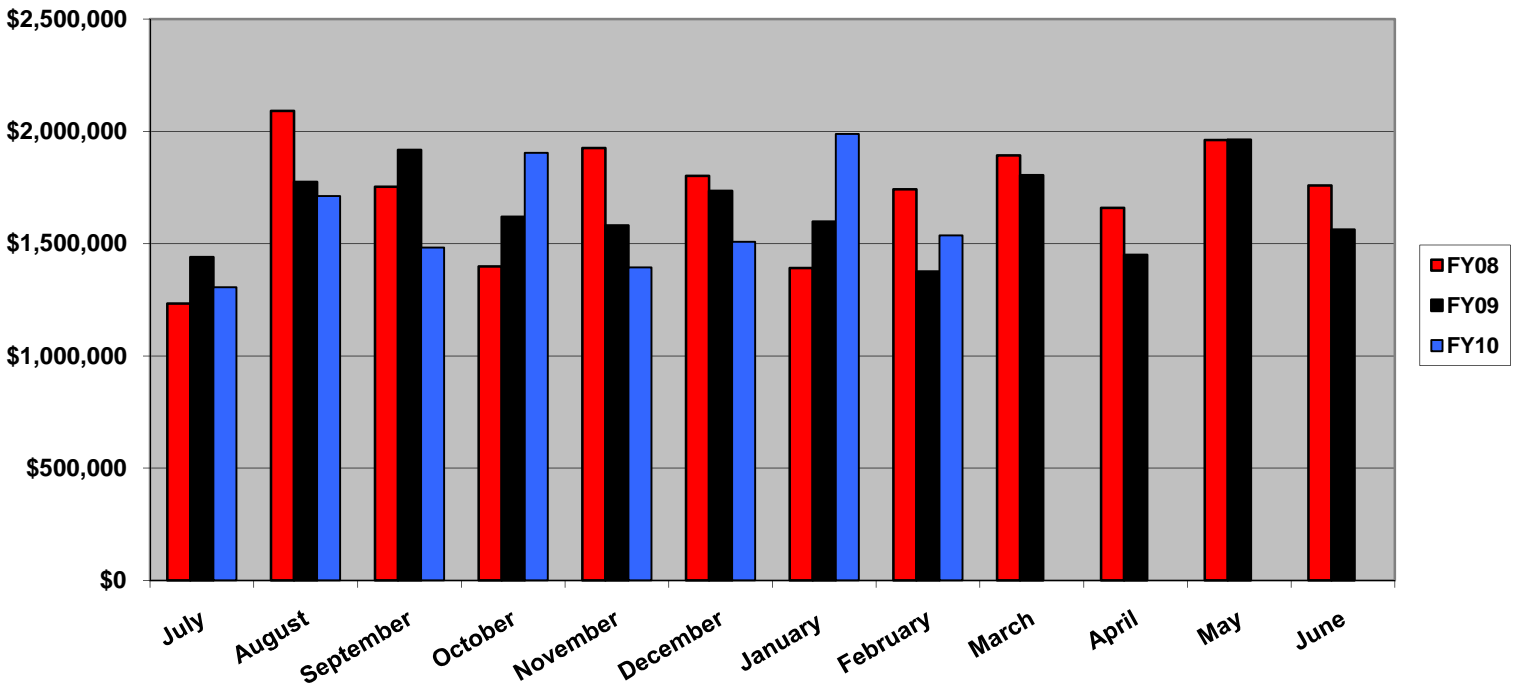
6% OCCUPANCY TAX COLLECTIONS



2% NASCAR HOF TAX COLLECTIONS



**1% PREPARED FOOD & BEVERAGE TAX COLLECTIONS**



**THE ECONOMY**  
**February 2010**

	<b>2009</b>	<b>2010</b>	<b>% Change</b>
Consumer Confidence Index	25.0	46.4	85.6%
Consumer Price Index (CPI)	212.193	216.741	2.1%
Unemployment Rate			
- National	8.2%	9.7%	18.3%
- State	9.8%	11.2%	14.3%
- Local	11.7%	12.8%	9.4%