



Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • visitRaleigh.com

INDUSTRY REPORT				APRIL 2017	
Hotel Occupancy Production					
<i>Source: Smith Travel Research, Inc.-States lag by one month; Republication or other re-use of this data without the express written permission of STR is strictly prohibited.</i>					
	Chg. from Feb. '16	Wake County	North Carolina	United States	
Feb. 2017 Occupancy %	2.3%	69.2%	59.7%	61.2%	
Feb. 2017 ADR	0.9%	\$101.22	\$95.29	\$123.24	
Feb. 2017 RevPar	3.1%	\$70.00	\$56.87	\$75.37	
2017 FYTD Occupancy %	2.8%	65.4%	55.4%	57.4%	
2017 FYTD ADR	2.0%	\$100.88	\$93.28	\$122.02	
2017 FYTD RevPar	4.9%	\$65.94	\$51.68	\$70.08	
Website Traffic					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Website Sessions	234,154	192,226	1,664,932	1,589,763	13%
Meetings/Sports Marketing Arriving in Current Month					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	44	29	250	230	9%
Room Nights	25,410	15,827	172,845	160,142	8%
Attendance	53,374	30,412	392,856	252,487	56%

Meetings/Sports Marketing by Booked Date					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Meetings	16	36	248	271	-8%
Room Nights	8,756	13,151	201,701	189,924	6%
Attendance	14,195	16,118	342,282	335,655	2%
Bids Submitted for Group Sales/Sports Marketing					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Number of Leads	49	32	481	312	54%
Total Room Night Production	19,972	11,186	513,112	188,116	173%

Tradeshows and Events
Events
Convention Sales Professional International Board Meeting and Annual Conference, Washington, D.C. (Feb. 28-March 1)
Destination Marketing Association International Spirit of Hospitality Celebration, Washington, D.C., (March 1)
Destination Showcase, Washington, D.C., (March 1)
American Society of Association Executives Great Ideas Conference, Orlando, Fl. (March 4-7)
Meeting Professionals International Chicago Area Chapter NEXT Conference, Chicago, Ill. (March 1-3)
FemCity Educational Luncheon, Raleigh (March 7)
Meeting Professionals International Philadelphia Bowling Networking Event, Philadelphia, Pa. (March 9)
Society of Government Meeting Professionals Southeastern Regional Education Conference, Wilmington, N.C., (March 11-13)
Independent Planners Education Conference, Colorado Springs, Co. (March 19-22)
Chamber Womens Lunch, Raleigh (March 23)
Meeting Professionals International –Georgia Tech Summit, Atlanta, Ga., (March 20-21)
PMPI e2, Washington, D.C. (March 22)
The Reston Herndon Meeting Planners – Education Breakfast, Reston, Va., (March 23)
Meeting Professionals International Chapter Business Summit, Dallas, Texas (March 30-April 1)
Shaw University Softball Challenge, Cary (March 3-5)
USA Baseball-Irish Classic, Cary (March 3-5)
ACC Wrestling Championship, Raleigh (March 4)
Mid-Atlantic Power League Volleyball, Raleigh (March 10-11)
N.C. High School Athletic Association Basketball State Championship, Raleigh (March 11)
North Carolina Amateur Sports Client Event, Charlotte (March 13)
North Carolina Sports Association Quarterly Meeting, Charlotte (March 14)
Cary Chamber of Commerce Board Meeting, Cary (March 15)
East Atlantic Gymnastics League Championship, Raleigh (March 18)

USA Table Tennis Team Trials, Cary (March 23-26)			
National Association of Sports Commissions Sports Event Symposium and GRSA Client Event, Sacramento, Calif. (March 27-30)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
Free Will Baptist National Convention		5,108	500
USA Table Tennis		TBD	TBD
Ironman 70.3 Raleigh		3,500	6,100
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	7,790	10,278	8
2019 - 2020	15,135	16,366	13
2018 - 2019	26,405	25,538	18
2017 - 2018	27,105	27,685	25
2016 - 2017	104,462	81,549	55
2015 - 2016	113,552	74,393	60
2014 - 2015	142,497	81,718	62

Wake County Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2021 - 2022	4,090		2,595	3	
2020 - 2021	7,790		10,278	8	
2019 - 2020	15,835		17,802	16	
2018 - 2019	28,870		31,660	31	
2017 - 2018	76,028		89,073	94	
2016 - 2017	263,544		225,020	328	
2015 - 2016	280,834		223,437	338	
2014 - 2015	297,893		206,111	312	
Visitor Guide Delivery service to Partners					
<i>*This is a new service that we have begun as of October 2014, % compared to first year month end stats</i>					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Partners serviced	40	31	441	409	8%
Visitor Guides delivered	3,120	5,536	43,221	68,680	-37%
Convention and Visitor Services					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,211	915	8,389	7,769	8%
# of Visitor Inquiries	907	379	7,230	2,359	206%
Meetings Serviced non-bureau booked	20	23	168	196	-14%
Meetings Serviced bureau booked	44	29	250	230	9%

Public Relations Production					
	Mar. 2017	Mar. 2016	2017 FYTD	2016 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	1	3	78	36	+116%
Number of Outlets Reached	24	75	77	101	-23%
Press Trips/Media Hosted	2	0	2	10	-80%
Significant Placements	0	4	3	14	-78%
Media Placements					
N/A					
Media Hosted					
Jenn Rice, freelancer (USA Today, Vogue, Tasting Table, Travel + Leisure) Jean Michael, CBC-TV Montreal and Siegehublott.com					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2017</i>					
			Mar. 2017	2017 FYTD	FYTD % Ch
Passenger Enplanements			374,618	759,879	+7.1%
Passenger Deplanements			372,167	767,385	+7.0%