



Tourism Economic Development Report

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

INDUSTRY REPORT				APRIL 2019	
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.2018	Wake County	North Carolina	United States	
Feb.2019 Occupancy %	6.7%	71.0%	62.2%	62.2%	
Feb.2019 ADR	3.0%	\$107.36	\$103.47	\$128.94	
Feb.2019 RevPar	9.9%	\$76.26	\$64.32	\$80.15	
2019 YTD Occupancy %	6.3%	66.7%	58.0%	58.3%	
2019 YTD ADR	2.7%	\$106.12	\$99.80	\$126.72	
2019 YTD RevPar	9.1%	\$70.76	\$57.90	\$73.82	
	Feb.2019	Feb.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	483,840	471,184	1,019,520	992,852	2.7%
Rooms Nights Sold	343,693	313,653	679,848	622,918	9.1
Tourism Tax Collections					
	Feb.2019	Feb.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,159,656	\$2,001,621	\$4,277,977	\$3,882,787	10.2%
Prepared Food & Beverage	\$2,469,061	\$2,291,454	\$4,922,233	\$4,525,319	8.8%

Website Traffic					
	Mar. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	255,156	202,272	2,174,445	1,705,879	26%
Meetings/Sports Marketing Arriving in Current Month					
	Mar. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	46	37	263	245	7%
Room Nights	23,977	15,594	206,047	170,305	21%
Attendance	73,760	38,449	524,231	426,149	23%
Meetings/Sports Marketing by Booked Date					
	Mar. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	39	43	300	292	3%
Room Nights	22,008	19,914	238,824	194,268	23%
Attendance	23,929	45,172	419,343	393,701	7%
Leads and Tentatives for Group Sales/Sports Marketing					
	Mar. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	102	60	658	601	9%
Room Nights	94,668	42,269	604,822	611,497	-1%
Attendance	57,627	47,172	756,375	909,090	-17%
Tradeshows and Events					
Events					
Army Baseball Classic, Cary, NC (Mar. 1 st - 3 rd)					
Mid-Atlantic Power League (MAPL) Raleigh (volleyball), Raleigh, NC (Mar. 2 nd - 3 rd)					
Conference Direct Annual Partners Meeting Atlanta, GA (Mar. 4 th -6 th)					
MPI Chicago Area Chapter NEXT Conference Chicago, IL (Mar. 6 th)					

Cary Sports Alliance Quarterly Meeting, Cary, NC (Mar. 7 th)
USA Swimming ESSZ Speedo Senior Sectionals, Cary, NC (Mar. 7 th -10 th)
NCFC Kickoff Luncheon, Raleigh, NC (Mar. 8 th)
DII Baseball Challenge, Cary, NC (Mar. 8 th -14 th)
South by Southwest, Austin, TX (Mar. 9 th -13 th)
Association of Meeting Professionals (AMPs) March Meeting Alexandria, VA (Mar. 12 th)
N.C. High School Athletic Association Basketball Media Day, Morrisville, NC (Mar. 12 th)
Experient Envision Conference, Las Vegas NV (Mar. 13 th -15 th)
N.C. High School Athletic Association Basketball State Championships, Raleigh, NC (Mar. 16 th)
N.C. Baseball Museum Board of Directors Meeting, Wilson, NC (Mar. 19 th)
Professional Convention Management Association Capital Chapter Mix 'N Bowl, Washington DC (Mar. 19 th)
N.C. Sports Association Board and Quarterly Meeting, Hickory, NC (Mar. 19 th -20 th)
Connect Diversity, Birmingham, AL (Mar. 18 th -20 th)
CVB Reps Open House, Arlington, Va. (Mar. 20 th)
NCAA Men's Basketball 1 st /2 nd Rounds, Columbus, OH (Mar. 21 st -22 nd)
NCAA Women's Basketball 1 st /2 nd Rounds, Raleigh, NC (Mar. 23 rd & 25 th)
Major League Fishing Bass Pro Tour Stop, Cary/Wake County, NC (Mar. 26 th -31 st)
N.C. State University Parks, Recreation and Tourism Management Panel, Raleigh, NC (Mar. 28 th)
Meeting Professional International- Carolina's Chapter March Meeting (Mar. 28 th -29 th)
N.C.-USA Gymnastics Xcel Gold & Platinum State Championships, Raleigh, NC (Mar. 29 th -31 st)

Site Visits		
Site Name	Total Room Nights	Show Attendees
Farm Foundation	380	150
Tekakwitha	1240	800
Informa WFX Conference & Expo 2022	1365	1000

Society of Quality Assurance	2640	100	
ARVC OHCE	2800	1300	
Christian Life Home	10	100	
R6 Raleigh	1,600	5,000	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	8,375	10,088	7
2022 - 2023	7,765	8,183	7
2021 - 2022	9,451	13,203	11
2020 - 2021	16,300	28,405	18
2019 - 2020	43,105	69,511	34
2018 - 2019	58,347	68,197	54
2017 - 2018	80,072	72,598	60
2016 - 2017	104,937	82,263	58
Wake County Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	8,375	10,088	7
2022 - 2023	7,765	8,183	7
2021 - 2022	9,541	13,400	12
2020 - 2021	17,420	30,752	29
2019 - 2020	83,534	127,820	105
2018 - 2019	257,258	249,240	340
2017 - 2018	274,520	225,480	349
2016 - 2017	266,055	228,400	359

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. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	6	36	343	411	-17%
Visitor Guides delivered	950	5,300	35,075	48,562	-28%
Convention and Visitor Services					
	Mar. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,319	1,043	8,690	8,593	1%
# of Visitor Inquiries	1,017	1,159	5,990	8,283	-28%
Meetings Serviced non-bureau booked	12	31	125	157	-20%
Meetings Serviced bureau booked	46	37	263	245	7%
Public Relations Production					
	Mar. 2019	Mar. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	4	5	38	41	-7%
Number of Outlets Reached	89	92	906	551	64%
Press Trips/Media Hosted	12	5	46	45	2%
Significant Placements	8	3	48	49	-2%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
	Mar. 2019		2019 YTD		FYTD % Ch
Passenger Enplanements			443,374	898,703	10.8
Passenger Deplanements			437,794	907,444	11.2