



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					
Conference Direct Annual Partners Meeting Atlanta, GA (Mar. 4-6 th)					
MPI Chicago Area Chapter NEXT Conference Chicago, IL (Mar. 6 th)					
South by Southwest, Austin, TX (March 9 th -13 th)					
Association of Meeting Professionals (AMPs) March Meeting Alexandria, VA (Mar. 12 th)					

Experient Envision Conference, Las Vegas NV (Mar. 13 th -15 th)			
Professional Convention Management Association Capital Chapter Mix 'N Bowl, Washington DC (Mar. 19 th)			
Connect Diversity, Birmingham, AL (Mar. 18 th -20 th)			
CVB Reps Open House, Arlington, Va. (Mar. 20 th)			
Meeting Professional International- Carolina's Chapter March Meeting (Mar 28-29 th)			
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
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%
Media Placements					
<ul style="list-style-type: none"> • March 2018: Canadian trade website <i>Travel Industry Today</i> mentioned Raleigh in "Sunny Ways to Roll Into North Carolina." • March 2018: <i>Livability.com</i> ranked Raleigh number two in the "2019 Top 100 Best Places to Live" list. • March 2018: French travel guide <i>Petit Futé</i> included Raleigh in "Le Sud des Etats-Unis 2019/2020 (United States, South Guide 2019/2020)." • March 2018: The March issue of <i>Small Market Meetings</i> magazine included Raleigh in "Power Up Your Meetings at One of These High-Tech Destinations." • March 2018: Benchwarmers Bagels at Transfer Co. Food Hall was featured by <i>CNN</i> in "The City Trying to Make Better Bagels Than NYC." • March 2018: The Feb. issue of <i>Columbus Monthly</i> magazine showcased Raleigh in "Best Driving Vacations: Raleigh's Restaurant Renaissance." • March 2018: <i>Toronto Sun</i> featured Raleigh in "Great Golf and Grub Within Grasp in North Carolina." • March 2018: Italian news site <i>TgTourism</i> featured the Raleigh Beer Garden in "North Carolina: meta dei sogni per gli amanti della birra (North Carolina: dream destination for beer lovers)." 					
Media Hosted					
<p><u>Media Hosted:</u></p> <ul style="list-style-type: none"> -Mike Keenan – Senior Review Magazine -Sylvia Longmire – Spin the Globe -Emma John – The Observer Magazine -Christine Laprade – Coup de Pouce -Jenny Sliva – Spouse, Sprouts, and Me blog -Alistair Orr – On The Tee Magazine -Maggie Schoenfarber – James Beard Foundation -Rachel Karten – Bon Appétit - Matt Meltzer – Matador Network -Brianna Simmons – The Casual Travelist <p><u>Media Missions/Events:</u></p> <ul style="list-style-type: none"> -SXSW; Austin, Texas (March 9-14) -Sales/PR Canes Event; Raleigh (March 28) 					

Aviation Passengers

Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019

	Mar. 2019	2019 YTD	FYTD % Ch
Passenger Enplanements	443,374	898,703	10.8
Passenger Deplanements	437,794	907,444	11.2