



# Tourism Economic Development Report

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INDUSTRY REPORT				APRIL 2020	
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.2019	Wake County	North Carolina	United States	
Feb.2020 Occupancy %	3.7	73.1	59.9	62.2	
Feb.2020 ADR	3.8	\$111.82	\$102.79	\$130.78	
Feb.2020 RevPar	7.7	\$81.77	\$61.58	\$81.33	
2020 YTD Occupancy %	0.7	66.9	55.4	58.5	
2020 YTD ADR	2.7	\$109.14	\$100.52	\$128.44	
2020 YTD RevPar	3.4	\$73.00	\$55.65	\$75.08	
	Feb.2020	Feb.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	491,008	483,980	1,034,624	1,019,815	1.5
Rooms Nights Sold	359,085	341,267	692,034	677,421	2.2
Tourism Tax Collections					
	Feb.2020	Feb.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$2,065,726	\$2,159,656	\$4,241,963	\$4,277,977	-0.8
Prepared Food & Beverage	\$2,304,434	\$2,469,061	\$5,006,374	\$4,922,233	1.7

<b>Website Traffic</b>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	156,643	255,156	2,557,294	2,174,439	18%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	15	47	256	265	-3%
Room Nights	5,599	24,112	218,285	206,257	6%
Attendance	11,869	75,910	391,618	526,466	-26%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	16	39	289	300	-4%
Room Nights	3,130	21,463	226,772	238,423	-5%
Attendance	3,864	23,929	414,072	419,343	-1%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	71	101	768	656	17%
Room Nights	50,574	94,497	706,448	653,373	8%
Attendance	148,016	57,427	1,282,003	787,675	63%
<b>Tradeshows and Events</b>					
<b>Events</b>					
<b>Grand Slam Triangle Classic, hosted by William Peace University, Cary, NC (Feb. 28-March 1)</b>					
<b>MAPL Raleigh (volleyball), Raleigh/Morrisville, NC (Feb. 29-March 1)</b>					
<b>Cary Sports Alliance Meeting, Cary, NC (March 5)</b>					
<b>USA Swimming ESSZ Senior Sectionals, Cary, NC (March 5-8)</b>					
<b>NTC DII Challenge Vs. Cancer, Cary, NC (March 5-12)</b>					

<b>Virginia Society of Association Executives, Richmond, VA (March 6)</b>			
<b>Meeting Professionals International, Washington, D.C. (March 9)</b>			
<b>Association of Meeting Professionals, Washington, D.C. (March 10)</b>			
<b>Professional Convention Management Association-Greater Midwest Chapter Spring Meeting Chicago, Ill. (March 10)</b>			
<b>NCHSAA Basketball State Championships Press Conference, Durham, NC (March 10)</b>			
<b>N.C. Society of Government Meeting Professionals March Meeting, Raleigh (March 12)</b>			
<b>Site Visits</b>			
<b>Site Name</b>		<b>Total Room Nights</b>	<b>Show Attendees</b>
Sherman Family Reunion		100	100
Victra Summit October 2021		695	260
North Carolina Child Support Councils 2022 Annual Conference		450	400
<b>Convention Center Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2023 - 2024	9,145	11,935	9
2022 - 2023	11,335	13,597	12
2021 - 2022	12,881	20,754	16
2020 - 2021	28,420	64,012	27
2019 - 2020	65,340	85,434	48
2018 - 2019	59,147	70,377	55
2017 - 2018	80,072	72,598	60
2016 - 2017	104,937	82,263	58
<b>Wake County Bookings</b>			
<b>Fiscal Year</b>	<b>Definite Attendance</b>	<b>Definite Room Nights</b>	<b># of Definite Groups</b>
2023 - 2024	9,145	11,935	9

2022 - 2023	11,485	13,907	13		
2021 - 2022	13,351	22,076	20		
2020 - 2021	74,281	118,393	87		
2019 - 2020	231,127	236,393	300		
2018 - 2019	264,371	263,345	367		
2017 - 2018	274,370	225,310	348		
2016 - 2017	266,055	228,400	359		
<b>Visitor Guide Delivery service to Partners</b>					
<i>*This is a new service that we have begun as of October 2014, % compared to first year month end stats</i>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Partners serviced	26	6	410	343	20%
Visitor Guides delivered	2,075	950	37,900	35,075	8%
<b>Convention and Visitor Services</b>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
# of Visitor Information Center visitors	368	1,319	7,942	8,690	-9%
# of Visitor Inquiries	206	1,017	8,458	5,990	41%
Meetings Serviced non-bureau booked	8	12	89	125	-29%
Meetings Serviced bureau booked	37	47	278	265	5%
<b>Public Relations Production</b>					
	<b>Mar. 2020</b>	<b>Mar. 2019</b>	<b>2020 FYTD</b>	<b>2019 FYTD</b>	<b>FYTD % Ch</b>
Significant Placements	8	8	53	48	10%
Total Net Reach/ Impressions	19.3 M	56.9 M	387.1 M	539.8 M	-28%
<b>Aviation Passengers</b>					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
	<b>Mar. 2020</b>		<b>2020 FYTD</b>		<b>FYTD % Ch</b>
Passenger Enplanements			482,598	974,713	8.4%
Passenger Deplanements			481,327	991,166	9.2%