



# Tourism Economic Development Report

An official publication of the Greater Raleigh Convention and Visitors Bureau • [visitRaleigh.com](http://visitRaleigh.com)

INDUSTRY REPORT				APRIL 2021	
Hotel Occupancy Production					
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.					
	Chg. from Feb.2020	Wake County	North Carolina	United States	
Feb.2021 Occupancy %	-39.5%	44.2%	45.3%	45.3%	
Feb.2021 ADR	-28%	\$80.73	\$82.55	\$98.31	
Feb.2021 RevPar	-56.4%	\$35.69	\$37.43	\$44.57	
2021 YTD Occupancy %	-38.6%	40.9%	42.1%	42.2%	
2021 YTD ADR	-28.2%	\$78.52	\$81.04	\$94.65	
2021 YTD RevPar	-56%	\$32.15	\$34.11	\$39.94	
	Feb.2021	Feb.2020	2021 YTD	2020 YTD	YTD % Ch
Hotel Room Night Supply	499,464	491,176	1,052,442	1,034,978	1.7%
Rooms Nights Sold	220,827	358,670	430,881	690,585	-37.6%
Tourism Tax Collections					
	Feb.2021	Feb.2020	2021 YTD	2020 YTD	YTD % Ch
Occupancy	\$1,132,921	\$2,065,725	\$2,128,319	\$4,241,963	-49.8%
Prepared Food & Beverage	\$2,251,922	2,304,434	\$4,541,578	\$5,006,374	-9.3%

<b>Website Traffic</b>					
	<b>Mar. 2021</b>	<b>Mar. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Website Sessions	177,233	156,643	1,628,047	2,557,294	-36%
<b>Meetings/Sports Marketing Arriving in Current Month</b>					
	<b>Mar. 2021</b>	<b>Mar. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	8	15	48	254	-81%
Room Nights	2,548	5,533	47,924	217,261	-78%
Attendance	5,810	12,311	110,648	390,008	-72%
<b>Meetings/Sports Marketing by Booked Date</b>					
	<b>Mar. 2021</b>	<b>Mar. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	21	16	134	289	-54%
Room Nights	17,396	3,130	141,692	229,242	-38%
Attendance	17,220	3,864	246,484	414,072	-40%
<b>Leads and Tentatives for Group Sales/Sports Marketing</b>					
	<b>Mar. 2021</b>	<b>Mar. 2020</b>	<b>2021 FYTD</b>	<b>2020 FYTD</b>	<b>FYTD % Ch</b>
Number of Meetings	50	69	295	766	-61%
Room Nights	206,337	50,557	456,260	709,352	-36%
Attendance	78,329	147,591	416,688	1,278,228	-67%
<b>Tradeshows and Events</b>					
<b>Events</b>					
Young Professionals Network Membership Task Force Meeting (March 3)					
NCHSAA Championship (Cheerleading) Site Meeting, Cary (March 4)					
Co-presenting at Meeting Professionals International Chicago Area Chapter's NEXT '21 Virtual Conference (March 8)					
Panelist for Professional Convention Management Association Greater Midwest Chapter's Virtual Student Day (March 9)					
Chamber Professional Women's Luncheon (Virtual) (March9)					

2020/21 NCAA College Cups LOC Kickoff Meeting, Virtual (March 10)		
Association Executives of N.C. Virtual (March 10)		
N.C. Society of Government Meeting Professionals Virtual Chapter Meeting (March 11)		
NCHSAA Championship (Lacrosse and Boys Soccer) Site Meeting, Cary (March 11)		
ESSZ Age Group Sectionals, Cary (March 11-14)		
U.S. Travel's Destination Capitol Hill: Issue Briefing (Virtual) (March 15)		
Raleigh Chamber: Business After Hours (Virtual) (March 15)		
Brand USA Virtual One-to-One Business Meetings (March 15-18)		
Meeting Professionals International Potomac Chapter March Virtual Meeting (March 17)		
Young Professionals Network Program (Virtual) (March 18)		
Professional Convention Management Association Capital Chapter Emerging Professional Committee Meeting (March 22)		
Meeting Professionals International-Carolinas Chapter (MPI-CC) Virtual Board of Directors Meeting (March 22)		
Raleigh Chamber Young Professionals Network Virtual Task Force Meeting (March 23)		
MPI-CC Virtual Chapter Meeting (March 23)		
HopSkip Webinar: Recent Live Event Success Roundtable (March 26)		
<b>Site Visits</b>		
<b>Site Name</b>	<b>Total Room Nights</b>	<b>Show Attendees</b>
American Water Resources Association Annual Conference	678	300
Unity in Music Conference	1050	3000

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	10,619		16,797	13	
2022 - 2023	15,160		25,029	17	
2021 - 2022	19,331		29,141	20	
2020 - 2021	18,450		8,917	5	
2019 - 2020	60,266		78,742	41	
2018 - 2019	59,147		70,377	55	
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	10,619		16,797	13	
2022 - 2023	15,810		26,458	20	
2021 - 2022	31,180		59,219	46	
2020 - 2021	105,196		74,505	77	
2019 - 2020	211,753		217,626	257	
2018 - 2019	264,371		263,345	367	
2017 - 2018	274,370		225,310	348	
2016 - 2017	266,055		228,400	359	
Visitor Guide Delivery service to Partners <i>*This service is limited due to COVID restrictions</i>					
	Mar. 2021	Mar. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Partners serviced	6	26	12	406	-97%
Visitor Guides delivered	900	2,075	1,075	35,325	-97%

Convention and Visitor Services					
	Mar. 2021	Mar. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	368	0	7,942	-100%
# of Visitor Inquiries	363	206	1,763	8,458	-79%
Meetings Serviced non-bureau booked	0	8	8	89	-91%
Meetings Serviced bureau booked	8	15	48	254	-81%
Public Relations Production					
	Mar. 2021	Mar. 2020	2021 FYTD	2020 FYTD	FYTD % Ch
Significant Placements	9	8	47	53	-11%
Total Net Reach/ Impressions	15.6 M	19.3 M	406.1 M	388.7 M	4%
Media Placements					
<ul style="list-style-type: none"> <li>• <b>March 2021:</b> The March issue of <i>The Group Travel Leader</i> featured the U.S. Civil Rights Trail 2021 Travel Guide and included Estey Hall at Shaw University in "<a href="#">Minds Over Matters.</a>"</li> <li>• <b>March 2021:</b> <a href="#">Smart Meetings</a> showcased GRCVB director of destination services Julie Brakenbury, CGSP®, for her role as Event Service Professionals Association's new president.</li> <li>• <b>March 2021:</b> <i>APL Media</i> showcased "<a href="#">Five Things We Learned From Travel Geeks North Carolina—Mountains, Moonshine and Barbecue.</a>"</li> <li>• <b>March 2021:</b> <a href="#">Corporate &amp; Incentive Travel</a> highlighted the new partnership between Airbnb and Visit Raleigh.</li> <li>• <b>March 2021:</b> <i>VinePair</i> featured new breweries and restaurants that opened during the pandemic in "<a href="#">North Carolina's New Bar Owners Show the Spirit to Succeed During COVID.</a>"</li> <li>• <b>March 2021:</b> <i>AZcentral.com</i> noted the new partnership between Airbnb and Visit Raleigh in "<a href="#">4 Reopening Stocks To Watch Next Week.</a>"</li> <li>• <b>March 2021:</b> <i>Bluegrass Today</i> highlighted "<a href="#">IBMA Planning Hybrid World of Bluegrass Conference in Raleigh.</a>"</li> <li>• <b>March 2021:</b> <i>The Local Palate</i> showcased Heights House Hotel in "<a href="#">Radar: Hotel Openings Across the South.</a>"</li> <li>• <b>March 2021:</b> <i>The North State Journal</i> featured the upcoming men's and women's College Cups in "<a href="#">NC to Host Entire Men's, Women's NCAA Soccer Tournaments.</a>"</li> </ul>					
Media Hosted					
<p style="text-align: center;">Media Missions/Events: -Brand USA Virtual One-to-One Business Meetings • March 15-18</p>					

<b>Aviation Passengers</b>			
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2021</i>			
	<b>Mar. 2021</b>	<b>2021 YTD</b>	<b>FYTD % Ch</b>
Passenger Enplanements	152,498	297,556	-69.5
Passenger Deplanements	149,655	305,173	-69.2