



Tourism Economic Development Report

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

INDUSTRY REPORT			AUGUST 2016		
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 June '15	Wake County	North Carolina	United States	
June 2016 Occupancy %	-2.0%	72.7%	70.7%	73.1%	
June 2016 ADR	3.5%	\$100.39	101.32	\$126.14	
June 2016 RevPar	1.4%	\$72.97	71.59	\$92.17	
2016 YTD Occupancy %	-2.2%	70.2%	63.9%	65.1%	
2016 YTD ADR	5.9%	\$101.55	97.49	\$122.94	
2016 YTD RevPar	3.6%	\$71.26	62.31	\$79.98	
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>					
	Jul. 2016	Jul. 2015	2016 YTD	2015 YTD	FYTD % Ch
Partners Serviced	69	58	69	58	+21%
Visitor Guides/maps Delivered	7,510	6,195	7,510	6,195	+21%
Website Traffic					
	Jul. 2016	Jul. 2015	2016 YTD	2015 YTD	FYTD % Ch
Website Sessions	215,749	209,649	215,749	209,649	3%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2016	Jul. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	27	28	27	28	-4%
Room Nights	18,481	32,138	18,481	32,138	-4.2%
Attendance	22,860	11,730	22,860	11,730	-4.8%

Definite Meetings for Group Sales/Sports Marketing					
	Jul. 2016	Jul. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	27	36	27	36	-25%
Room Nights	18,551	16,024	18,551	16,024	16%
Attendance	36,452	28,598	36,452	28,598	27%
Bids Submitted for Group Sales/Sports Marketing					
	Jul. 2016	Jul. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Leads	19	31	19	31	-39%
Total Room Night Production	9,572	17,981	9,572	17,981	-47%
Tradeshows and Events					
Events					
Carolina RailHawks vs. West Ham United International Exhibition, Cary (July 12)					
NC USSSA Girls Fastpitch Eastern Nationals, Cary (July 23-24)					
USA Baseball 18U Cup, Cary (July 29-31)					
Six in the City, Washington, D.C. (July 14)					
Meeting Professionals International – Carolinas Chapter Meeting, Chapel Hill (July 14-15)					
Convention Sales Professionals International annual board retreat, Atlantic City, N.J. (July 17-18)					
Professional Convention Management Association Capital Chapter “Reboot,” Washington, D.C. (July 18)					
SMART Meetings Mid-Atlantic Trade Show, Washington, D.C. (July 20)					
Association Executives of N.C. Annual Meeting, Williamsburg, Va. (July 16-18)					
Chamber Professional Women’s Luncheon, Raleigh (July 21)					
Health Physics Society 2016, Spokane Wa. (July 17- 22)					
Council of Engineering & Scientific Society Executives (CESSE), Omaha, Ne. (July 26-28)					
Chamber of Commerce Young Professional’s Network, Raleigh (July 28)					
Site Visits					
Site Name	Total Room Nights		Show Attendees		
N.C. NAACP Site Visit	340		400		

Convention Center Bookings			
Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2022	2,890	2,067	2
2021	8,290	10,400	7
2020	15,890	9,192	10
2019	26,305	19,667	15
2018	29,025	23,156	19
2017	52,100	48,239	39
2016	117,762	73,100	60
2015	142,497	81,718	62
2014	107,809	71,176	54
2013	102,542	67,668	62
2012	112,192	51,002	60
2011	95,375	61,319	52

Wake County Bookings			
Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2022	2,890	2,067	2
2021	8,290	10,400	7
2020	16,590	10,628	13
2019	29,015	23,656	23
2018	37,380	29,817	40
2017	133,201	131,565	191
2016	285,679	222,144	339
2015	297,593	205,560	311
2014	277,027	184,318	275
2013	292,362	197,266	280
2012	344,262	207,229	279
2011	316,563	189,979	248

Convention and Visitor Services				
	Jul. 2016	2016 YTD	2015 YTD	FYTD % Ch
# of Visitor Information Center Visitors	909	909	1,113	-18%
# of Visitor Inquiries	722	722	304	138%
Events Serviced Bureau Booked Non-bureau Booked	23	23	34	-32%
Events Serviced Bureau Booked	24	24	25	-4%

Public Relations Production					
	Jul. 2016	Jul. 2015	2016 YTD	2015 YTD	FYTD % Ch
Media Outreach (Releases and Pitches)	32	26	32	26	23%
Press Trips/Media Hosted	6	**27	6	27	-78%
Dollar Value of Media Source: Cision)	\$22,970	\$503,131	\$22,970	\$503,131	-95%
Significant Placements	5	13	5	13	-62%

Media Placements

AAA Carolina's GO! - '[Over the Top](#)' in the July / Aug. issue.
 SouthPark Magazine – Raleigh is a "[Great Escape](#)."
 Toronto Sun - #wearenottis travel article
 Matador Network - '[24 Hours in Raleigh](#).'
 Our Windsor (Canada) - #wearenottis travel article

Media Hosted

Chelsea Davis – Daily Meal City Guide Editor
 Shayla Martin – Freelance Travel / Culinary writer
 Joe Baur – Freelance writer / Withoutapath.com
 Andrea Caughey – Regional Editor Meredith Corp.
 Dorothee Baer-Bogenshutz – German Arts Writer
 Sara Kendall – Charlotte Observer
****July 2015 hosted 24 journalists as part of Beer Bloggers Conference**

Aviation Passengers			
	June 2016	2016 YTD	FYTD
Passenger Enplanements	518,973	1,467,183	+11.2%
Passenger Deplanements	499,426	1,446,726	+11.2%

Please note:

RDU International Airport statistics are reflected for the month June; the GRCVB's fiscal year is July-June, RDU's is April-March.