



Tourism Economic Development Report

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

INDUSTRY REPORT				AUGUST 2018	
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 '17	Wake County	North Carolina	United States	
June 2018 Occupancy %	2.9%	74.0%	70.9%	74.5%	
June 2018 ADR	4.8%	\$106.96	\$105.87	\$132.66	
June 2018 RevPar	7.8%	\$79.18	\$75.07	\$98.85	
2018 YTD Occupancy %	-1.2%	69.7%	63.1%	65.9%	
2018 YTD ADR	2.8%	\$106.22	\$102.36	\$129.36	
2018 YTD RevPar	1.5%	\$74.02	\$64.59	\$85.29	
	June 2018	June 2017	2018 YTD	2017 YTD	YTD % Ch
Hotel Room Night Supply	504,690	483,780	3,031,399	2,884,321	5.1%
Rooms Nights Sold	373,612	348,207	2,112,526	2,034,782	3.8%
Tourism Tax Collections					
	June 2018	June 2017	2018 YTD	2017 YTD	YTD % Ch
Occupancy	2,383,989	2,101,149	13,609,254	12,513,417	8.8%
Prepared Food & Beverage	2,658,766	2,360,617	14,854,666	13,937,027	6.6%

Website Traffic					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Website Sessions	312,120	269,579	312,120	269,579	16%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	31	31	31	31	0%
Room Nights	17,588	32,547	17,588	32,547	-46%
Attendance	56,258	57,688	56,258	57,688	-2%
Meetings/Sports Marketing by Booked Date					
<i>*Large events booked in July 2018, causing significant difference in year over year percent change. Sports events not booked in July 2017, due to new Sports EIC formula being evaluated.</i>					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	41	14	41	14	193%
Room Nights	29,199	2,262	29,199	2,262	1,191%
Attendance	58,936	5,732	58,936	5,732	928%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Number of Meetings	79	48	78	48	63%
Room Nights	35,436	37,419	35,436	37,419	-5%
Attendance	93,002	24,353	94,002	24,353	282%
Tradeshows and Events					
Events					
USA Baseball Collegiate National Team vs. Chinese Taipei, Cary, NC (July 1)					
Fraternal Executive Association, San Diego, CA (July 6-8)					
Council of Engineering Scientific Society Executives ACCESS18, Pasadena, CA (July 9-13)					
National Pastoral Musicians 2018 Convention, Baltimore, MD (July 9-13)					

Professional Convention Management Association (PCMA) New England Red Sox Social, Boston, MD (July 10)			
Meeting Professionals International (MPI) Philadelphia Sip and Sign UP Event, Philadelphia, PA (July 11)			
USA Archery JOAD National Target Championships, Raleigh, NC (July 11-15)			
NC Society of Government Meeting Professionals Board Retreat, Raleigh, NC (July 12)			
USSSA Atlantic Coast World Series, Cary and Holly Springs, NC (July 12-15)			
Professional Convention Management Association (PCMA) Capital Chapter REBOOT, Washington, DC (July 16)			
Triangle Pigskin Preview, Cary, NC (July 16)			
<i>eSports Travel</i> Summit, Las Vegas, NV (July 17-18)			
Smart Meetings NYC, New York, NY (July 19)			
Meeting Professionals International (MPI) CC July Chapter Meeting, Winston-Salem, NC (July 19-20)			
Association Executives of North Carolina (AENC) Annual Meeting, Greenville, NC (July 21-23)			
CVENT Connect, Las Vegas, NV (July 23-26)			
Cary Sports Alliance Quarterly Meeting, Cary, NC (July 26)			
PDGA Amateur Disc Golf World Championships, Charlotte, NC (July 27)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
Southern Association for College Student Affairs		650	600
Civil War Trust		253	180
Bose Corporation		460	150
UW Center for Cooperatives CCMA Conference 2019		732	400
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	7,775	9,118	6
2022 - 2023	7,165	7,213	6

2021 - 2022	7,390	8,231	7
2020 - 2021	13,590	19,856	13
2019 - 2020	22,635	38,714	24
2018 - 2019	32,105	47,960	41
2017 - 2018	80,072	72,576	60
2016 - 2017	104,937	82,263	58
Wake County Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	7,775	9,118	6
2022 - 2023	7,165	7,213	6
2021 - 2022	7,480	8,428	8
2020 - 2021	14,270	20,927	19
2019 - 2020	44,991	61,164	49
2018 - 2019	110,178	127,963	174
2017 - 2018	274,442	225,358	347
2016 - 2017	266,055	228,400	359

Visitor Guide Delivery Service to Partners					
<i>*Visitor guide distribution completed on a request-only basis this month due to Visitor Information Assistant being on medical leave</i>					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Partners serviced	7	55	7	42	-83%
Visitor Guides delivered	1,000	6,850	1,000	5,550	-82%
Convention and Visitor Services					
<i>*Due to pending changes in contracted inquiry service we are behind from last year and look to make that up when the new service is contracted</i>					
<i>*New proactive strategies utilized to increase meetings serviced non-bureau booked, causing the significant difference in percent change</i>					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,381	1,826	1,381	1,826	-24%
# of Visitor Inquiries	482	666	482	666	-28%
Meetings Serviced non-bureau booked	34	3	34	3	1,033%
Meetings Serviced bureau booked	31	31	31	31	0%
Public Relations Production					
	Jul. 2018	Jul. 2017	2018 FYTD	2017 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	3	6	3	6	-50%
Number of Outlets Reached	51	62	51	62	-18%
Press Trips/Media Hosted	2	2	2	2	0%
Significant Placements	6	3	6	3	100%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2018</i>					
	Jul. 2018	2018 FYTD	FYTD % Ch		
Passenger Enplanements		614,545	3,063,520	10.1%	
Passenger Deplanements		590,220	3,036,413	10.0%	