



Tourism Economic Development Report

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

INDUSTRY REPORT				AUGUST 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 Jun.2018	Wake County	North Carolina	United States	
Jun.2019 Occupancy %	4.9%	77.6%	71.4%	73.5%	
Jun.2019 ADR	1.5%	\$108.59	\$109.45	\$134.52	
Jun.2019 RevPar	6.5%	\$84.26	\$78.17	\$98.85	
2019 YTD Occupancy %	5.8%	73.7%	66.2%	65.9%	
2019 YTD ADR	2.4%	\$108.73	\$105.59	\$131.20	
2019 YTD RevPar	8.4%	\$80.17	\$69.95	\$86.51	
	Jun.2019	Jun.2018	2019 YTD	2018 YTD	YTD % Ch
Hotel Room Night Supply	521,550	508,200	3,137,235	3,052,576	2.8%
Rooms Nights Sold	404,700	375,861	2,313,078	2,126,881	8.8%
Tourism Tax Collections					
	Jun.2019	Jun.2018	2019 YTD	2018 YTD	YTD % Ch
Occupancy	\$2,602,309	\$2,383,989	\$15,037,407	\$13,609,254	10.5%
Prepared Food & Beverage	\$2,744,784	\$2,658,766	\$15,843,787	\$14,854,666	6.7%

Website Traffic					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Website Sessions	355,449	312,120	355,449	312,120	14%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	34	32	34	32	6%
Room Nights	54,194	17,624	54,194	17,624	208%
Attendance	84,179	56,278	84,179	56,278	50%
Meetings/Sports Marketing by Booked Date					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	32	41	32	41	-22%
Room Nights	29,258	29,199	29,258	29,199	0%
Attendance	72,182	58,936	72,182	58,936	22%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Number of Meetings	58	78	58	78	-26%
Room Nights	35,861	35,845	35,861	35,845	0%
Attendance	78,195	93,230	79,195	93,230	-16%
Tradeshows and Events					
Events					
USA Archery JOAD National Target Championships, Raleigh, N.C. (July 10-14)					
UNC Career in Sports Networking Night, Chapel Hill, NC (July 10)					
USBA Boys and Girls National Championships, Raleigh, N.C. (July 16-20)					
Destinations International 2019 Annual Convention, St. Louis, Mo (July 21-25)					

Council of Engineering and Scientific Societies ACCESS19, Baltimore, Md (July 23-25)			
Cary Chamber of Commerce Planning Retreat, Blowing Rock, NC (July 24-25)			
USA Baseball 15U National Team Trials, Cary, NC (July 26-31)			
USA Swimming Southern Zone Age Group Championships, Cary, NC (July 30-Aug. 3)			
Site Visits			
Site Name		Total Room Nights	Show Attendees
American Association for Agricultural Education		490	200
Parenteral Drug Association (PDA)		2000	900
NCAA Division I Men’s College Cup (soccer)		750	10,000 (in conjunction with the visitRaleigh.com Showcase Series)
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2023 - 2024	9,145	11,978	9
2022 - 2023	8,535	10,073	9
2021 - 2022	11,146	17,324	15
2020 - 2021	19,270	36,135	22
2019 - 2020	61,765	84,886	43
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	9,145	11,978	9
2022 - 2023	8,535	10,073	9
2021 - 2022	11,236	17,521	16

2020 - 2021	20,845	39,474	36		
2019 - 2020	132,781	161,150	161		
2018 - 2019	264,031	263,070	363		
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>					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Partners serviced	14	7	14	7	100%
Visitor Guides delivered	4,350	1,000	4,350	1,000	335%
Convention and Visitor Services					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
# of Visitor Information Center visitors	1,772	1,381	1,772	1,381	28%
# of Visitor Inquiries	1,016	482	1,016	482	111%
Meetings Serviced non-bureau booked	24	34	24	34	-29%
Meetings Serviced bureau booked	34	32	34	32	6%
Public Relations Production					
	Jul. 2019	Jul. 2018	2019 FYTD	2018 FYTD	FYTD % Ch
Significant Placements	12	6	12	6	100%
Total Net Reach/ Impressions	46.4 M	103.3 M	46.4 M	103.3 M	-55%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2019</i>					
			Jul. 2019	2019 YTD	FYTD % Ch
Passenger Enplanements			679,418	3,357,282	9.6
Passenger Deplanements			653,875	3,343,131	10.1