



Tourism Economic Development Report

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

INDUSTRY REPORT				AUGUST 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 Jun.2019	Wake County	North Carolina	United States	
Jun.2020 Occupancy %	-48.3%	40.0%	44.7%	42.2%	
Jun.2020 ADR	-29.8%	\$76.24	\$87.77	\$92.15	
Jun.2020 RevPar	-63.8%	\$30.53	\$39.28	\$38.88	
2020 YTD Occupancy %	-36.7%	46.6%	43.3%	43.1%	
2020 YTD ADR	-14.3%	\$93.21	\$89.81	\$109.04	
2020 YTD RevPar	-45.8%	\$43.41	\$38.85	\$47.02	
	Jun.2020	Jun.2019	2020 YTD	2019 YTD	YTD % Ch
Hotel Room Night Supply	507,000	521,850	3,081,324	3,139,045	-1.8%
Rooms Nights Sold	203,034	404,545	1,435,082	2,310,397	-37.9%
Tourism Tax Collections					
	Jun.2020	Jun.2019	2020 YTD	2019 YTD	YTD % Ch
Occupancy	\$1,211,199	\$2,602,309	\$7,750,828	\$15,037	-48.5%
Prepared Food & Beverage	\$2,099,542 <i>*corrected</i>	\$2,744,784	\$11,771,472 <i>*corrected</i>	\$15,843,787	-25.7%

Website Traffic					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Website Sessions	135,610	356,765	135,610	356,765	-62%
Meetings/Sports Marketing Arriving in Current Month					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	2	35	2	35	-94%
Room Nights	583	53,576	583	53,576	-99%
Attendance	680	82,714	680	82,714	-99%
Meetings/Sports Marketing by Booked Date					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	17	32	17	32	-47%
Room Nights	22,897	29,258	22,897	29,258	-22%
Attendance	66,716	72,282	66,716	72,282	-8%
Leads and Tentatives for Group Sales/Sports Marketing					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Number of Meetings	42	58	42	58	-28%
Room Nights	57,180	35,861	57,180	35,861	59%
Attendance	109,640	78,195	109,640	78,195	40%
Tradeshows and Events					
Events					
Sports ETA Virtual Women’s Summit (July 7-15)					
<i>Sports Business Journal: The Road Ahead Virtual Series (July 22)</i>					
Site Visits					
Site Name	Total Room Nights		Show Attendees		

Convention Center Bookings					
Fiscal Year	Definite Attendance		Definite Room Nights	# of Definite Groups	
2023 - 2024	9,445		13,065	10	
2022 - 2023	11,335		15,812	12	
2021 - 2022	14,331		23,962	16	
2020 - 2021	31,970		39,582	19	
2019 - 2020	60,866		78,176	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	9,445		13,065	10	
2022 - 2023	11,485		16,122	13	
2021 - 2022	20,151		39,336	24	
2020 - 2021	62,459		64,943	83	
2019 - 2020	212,353		217,060	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>*We have suspended this service for now due to COVID impacts*</i>					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Partners serviced	0	13	0	13	-100%
Visitor Guides delivered	0	4,300	0	4,300	-100%

Convention and Visitor Services					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
# of Visitor Information Center visitors	0	1,772	0	1,772	-100%
# of Visitor Inquiries					
*While our VIC remains closed, our Virtual VIC is available and handling emails and phone calls.	7	1,016	7	1,016	-99%
Meetings Serviced non-bureau booked	0	24	0	24	-100%
Meetings Serviced bureau booked	2	35	2	35	-94%
Public Relations Production					
	Jul. 2020	Jul. 2019	2020 FYTD	2019 FYTD	FYTD % Ch
Significant Placements	2	12	2	12	-83%
Total Net Reach/ Impressions	14.8 M	46.4 M	14.8 M	46.4 M	-68%
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2020</i>					
			Jul. 2020	2020 YTD	FYTD % Ch
Passenger Enplanements			106,144	1,407,343	-58.1%
Passenger Deplanements			102,989	1,441,644	-56.9%