



Tourism Economic Development Report

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

| INDUSTRY REPORT | | | | August 2021 | |
|--|-------------------|-------------|----------------|---------------|----------|
| Hotel Occupancy Production | | | | | |
| <i>Source: STR-Stats lag by one month; reproduction or redistribution of this data without the express written permission of STR is strictly prohibited.</i> | | | | | |
| | Ch from June.2020 | Wake County | North Carolina | United States | |
| June.2021 Occupancy % | 57.4% | 63.2% | 65.8% | 66.1% | |
| June.2021 ADR | 26.5% | \$96.52 | \$112.44 | \$129.00 | |
| June.2021 RevPAR | 99.2% | \$60.97 | \$73.98 | \$85.31 | |
| 2021 YTD Occupancy % | 11.7% | 52% | 54.5% | 53.8% | |
| 2021 YTD ADR | -6.5% | \$87.24 | \$95.99 | \$111.08 | |
| 2021 YTD RevPAR | 4.4% | \$45.39 | \$52.35 | \$59.77 | |
| | June.2021 | June.2020 | 2021 YTD | 2020 YTD | YTD % Ch |
| Hotel Room-Night Supply | 536,880 | 505,710 | 3,234,766 | 3,072,345 | 5.3% |
| Room-Nights Sold | 339,112 | 202,972 | 1,683,010 | 1,431,161 | 17.6% |
| Tourism Tax Collections | | | | | |
| | June.2021 | June.2020 | 2021 YTD | 2020 YTD | YTD % Ch |
| Occupancy | \$2,006,559 | \$1,211,199 | \$9,178,502 | \$7,750,828 | 18.4% |
| Prepared Food & Beverage | \$2,986,329 | \$2,099,542 | \$15,941,344 | \$11,771,472 | 35.4% |

GRCVB Tourism Economic Development Report, July 2021

| Website Traffic | | | | | |
|---|-------------------|-------------------|------------------|------------------|------------------|
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Website Sessions | 345,787 | 135,610 | 345,787 | 135,610 | 155% |
| Meetings/Sports Marketing Arriving in Current Month | | | | | |
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Number of Meetings | 20 | 2 | 20 | 2 | 900% |
| Room-Nights | 19,145 | 583 | 19,145 | 583 | 3184% |
| Attendance | 23,835 | 680 | 23,835 | 680 | 3405% |
| Meetings/Sports Marketing by Booked Date | | | | | |
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Number of Meetings | 35 | 17 | 35 | 17 | 106% |
| Room-Nights | 32,221 | 22,897 | 32,221 | 22,897 | 41% |
| Attendance | 87,592 | 66,716 | 87,592 | 66,716 | 31% |
| Leads and Tentatives for Group Sales/Sports Marketing | | | | | |
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Number of Meetings | 53 | 41 | 53 | 41 | 29% |
| Room-Nights | 34,808 | 58,264 | 34,808 | 58,264 | -40% |
| Attendance | 55,909 | 110,320 | 55,909 | 110,320 | -49% |
| Tradeshows and Events | | | | | |
| Events | | | | | |
| Meeting Professionals International, Future Forward: Event Design for Change (Virtual) (July 7) | | | | | |
| Young Professionals Network Membership Task Force Meeting Raleigh, N.C (July 7) | | | | | |
| Smart Meetings Northeast Regional Show, Boston, MA (July 15) | | | | | |
| Young Professionals Network Program, Raleigh, N.C (July 15) | | | | | |
| Meeting Professionals International Chicago Area Chapter Education Meeting (Virtual) (July 15) | | | | | |

GRCVB Tourism Economic Development Report, July 2021

| | | | |
|--|----------------------------|-----------------------------|-----------------------------|
| 66th Association Executives of N.C. Annual Meeting, Wilmington, N.C. (July 18-20) | | | |
| USA Baseball Collegiate National Team vs. Team USA, Cary, N.C. (July 18 & 20) | | | |
| Professional Convention Management Association Greater Midwest Chapter Membership Engagement Committee Meeting (Virtual) (July 21) | | | |
| Luxury Meetings Live, Raleigh, N.C (July 21) | | | |
| Town of Zebulon Event with Wake County Commissioners, Zebulon, N.C. (July 24) | | | |
| Destination Southeast, Marco Island, N.C (July 25–27) | | | |
| Meeting Professionals International New England Chapter Meeting, Boston, MA (July 27) | | | |
| Professional Convention Management Association (PCMA) Red Sox Social Networking Event, Boston, MA (July 29) | | | |
| Association Forum Supplier Partner Meeting (Virtual) (July 28) | | | |
| PCMA Greater Midwest Chapter Lunch and Learn (Virtual) (July 29) | | | |
| Site Visits | | | |
| Site Name | | Total Room-Nights | Show Attendees |
| Maize Genetics 2024 Annual Meeting | | 2480 | 1200 |
| Sigma Alpha Sorority 2024 Annual Convention | | 116 | 85 |
| Esports Engine/Microsoft Kick-Off | | 3,300 | 3,000 |
| Convention Center Bookings | | | |
| Fiscal Year | Definite Attendance | Definite Room-Nights | # of Definite Groups |
| 2023 - 2024 | 11,004 | 17,820 | 14 |
| 2022 - 2023 | 16,622 | 29,359 | 20 |
| 2021 - 2022 | 48,431 | 51,302 | 34 |
| 2020 - 2021 | 18,250 | 8,867 | 4 |
| 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 |

GRCVB Tourism Economic Development Report, July 2021

| Wake County Bookings | | | | | |
|--|---------------------|------------|----------------------|----------------------|-----------|
| Fiscal Year | Definite Attendance | | Definite Room-Nights | # of Definite Groups | |
| 2023 - 2024 | 11,304 | | 18,498 | 15 | |
| 2022 - 2023 | 17,992 | | 32,147 | 28 | |
| 2021 - 2022 | 87,672 | | 103,794 | 102 | |
| 2020 - 2021 | 115,724 | | 86,790 | 97 | |
| 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 | |
| Visitors Guide Delivery Service to Partners *Service Limited Due to COVID* | | | | | |
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Partners Serviced | 10 | 0 | 10 | 0 | - |
| Visitors Guides Delivered | 575 | 0 | 575 | 0 | - |
| Convention and Visitor Services | | | | | |
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| # of Visitor Information Center Visitors | 661 | 0 | 661 | 0 | - |
| # of Visitor Inquiries | 373 | 7 | 373 | 7 | 5229% |
| Meetings Serviced, Non-Bureau Booked | 0 | 0 | 0 | 0 | - |
| Meetings Serviced, Bureau Booked | 20 | 2 | 20 | 2 | 900% |
| Public Relations Production | | | | | |
| | July. 2021 | July. 2020 | 2021 FYTD | 2020 FYTD | FYTD % Ch |
| Significant Placements | 6 | 2 | 6 | 2 | 200% |
| Total Net Reach/ Impressions | 87 M | 14.8 M | 87 M | 14.8 M | 487% |

| Media Placements | | | |
|--|------------|-----------|----------|
| <ul style="list-style-type: none"> • July 2021: The summer issue of <i>The Local Palate</i> featured Sam Jones BBQ in "Your Barbecue Bucket List." • July 2021: WUNC (N.C. Public Radio) featured news on the hospitality worker shortage in "N.C. Business Owners Get Creative To Recruit Staff Amid Worker Shortage." • July 2021: <i>Our State</i> showcased downtown Raleigh in "Three Itineraries in the City of Oaks." • July 2021: <i>Reflector</i> highlighted family day trips in "Raleigh Day Trips Bring Adventure, Education, Fun." • July 2021: Hospitality Net highlighted Raleigh’s tourism recovery in "COVID-19’s Impact on the Raleigh Hotel Market." • July 2021: <i>Saveur</i> featured Crude Bitters in "The 7 Best Bitters Are a Bartender’s Secret Ingredient." | | | |
| Media Hosted | | | |
| Media Missions/Events: | | | |
| - Brand USA Global Media Forum; Virtual • July 20-21 | | | |
| Aviation Passengers | | | |
| <i>Source: RDU International Airport-Stats lag by one month and reflect Calendar Year 2021</i> | | | |
| | July. 2021 | 2021 YTD | YTD % Ch |
| Passenger Enplanements | 449,640 | 1,685,875 | 19.8% |
| Passenger Deplanements | 437,609 | 1,677,391 | 16.3% |