



Tourism Economic Development Report

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

INDUSTRY REPORT				DECEMBER 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 Oct. '15	Wake County	North Carolina	United States	
Oct.2016 Occupancy %	12.1%	82.6%	74.4%	68.6%	
Oct.2016 ADR	4.1%	\$104.44	\$108.11	\$126.73	
Oct.2016 RevPar	16.7%	\$86.25	\$80.40	\$86.94	
2016 FYTD Occupancy %	-0.6%	71.2%	66.2%	67.3%	
2016 FYTD ADR	4.6%	\$100.87	\$100.06	\$124.77	
2016 FYTD RevPar	4.0%	\$71.81	\$66.22	\$83.92	
Website Traffic					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Website Sessions	162,592	174,903	897,153	916,271	-2%
Meetings/Sports Marketing Arriving in Current Month					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	28	32	151	149	1%
Room Nights	29,843	30,803	108,791	99,653	9%
Attendance	61,007	92,744	271,704	145,048	87%

Meetings/Sports Marketing by Booked Date					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Meetings	30	22	153	144	6%
Room Nights	17,547	16,339	132,165	115,870	14%
Attendance	46,474	37,767	257,115	226,881	13%
Bids Submitted for Group Sales/Sports Marketing					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Number of Leads	45	32	260	176	48%
Total Room Night Production	60,457	20,984	357,296	97,109	268%
Tradeshows and Events					
Events					
CASL visitRaleigh.com National Soccer Series, Wake County (Nov. 5-6, Nov. 12-13, Nov. 18-20)					
NCHSAA Volleyball State Championships, Raleigh (Nov. 5)					
Raleigh Classic – Saint Augustine’s University vs. Shaw University football, Raleigh (Nov. 5)					
Sports Council Steering Committee at PNC Arena, Raleigh (Nov. 10)					
ASA/USA Softball Annual Meeting, Shreveport, La. (Nov. 15-17)					
NCHSAA Men’s Soccer State Championships, Raleigh (Nov. 19)					
NCHSAA Cheerleading Invitational Championship, Raleigh (Nov. 19)					
Nike Cross National Southeast Regional, Cary (Nov. 26)					
Sports Council Sports Report, Raleigh (Nov. 29)					
GRSA Advisory Board Quarterly Meeting, Raleigh (Nov. 30)					
Professional Convention Management Association Capital Chapter Service n Sync, Washington, D.C. (Nov. 10)					
PCMA Greater Midwest Chapter’s Annual Meeting, Chicago, Ill. (Nov. 10-11)					
Nurses Organization Alliance, Omaha, Neb. (Nov. 16-19)					
Association of Meeting Professionals November Meeting, Washington, D.C. (Nov. 15)					

Meeting Planners International Potomac Chapter Education Experience, Washington, D.C. (Nov. 16)
Connect Georgia, Atlanta, Ga. (Nov. 28)
National Coalition of Black Meeting Planners Conference, St. Louis, Mo. (Nov. 30-Dec. 3)
Travel South International, Atlanta (Nov. 28 – Dec. 1)

Site Visits			
Site Name	Total Room Nights	Show Attendees	
Campus Outreach New Years Conference 2017	2290	1600	
NATE 2020 UNITE Conference and Expositions	2044	1200	
2017 Rock 'n' Roll Marathon	4,300	7,700	
Convention Center Bookings			
Fiscal Year	Definite Attendance	Definite Room Nights	# of Definite Groups
2021 - 2022	4,090	2,595	3
2020 - 2021	7,490	9,508	7
2019 - 2020	16,390	11,472	11
2018 - 2019	28,905	24,566	18
2017 - 2018	29,855	24,873	22
2016 - 2017	97,027	78,664	52
2015 - 2016	113,752	74,215	60
2014 - 2015	142,497	81,718	62

Wake County Bookings					
Fiscal Year	Definite Attendance	Definite Room Nights		# of Definite Groups	
2021 - 2022	4,090	2,595		3	
2020 - 2021	7,490	9,508		7	
2019 - 2020	17,090	12,908		14	
2018 - 2019	31,165	30,136		29	
2017 - 2018	44,322	47,168		56	
2016 - 2017	242,367	208,767		278	
2015 - 2016	281,069	223,259		338	
2014 - 2015	297,593	205,560		311	
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>					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Partners serviced	78	22	306	217	41%
Visitor Guides delivered	7,645	2,471	31,251	25,085	25%
Convention and Visitor Services					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
# of Visitor Information Center visitors	652	509	5,038	4,777	5%
# of Visitor Inquiries	839	163	3,871	1,220	217%
Meetings Serviced non-bureau booked	12	12	107	121	-12%
Meetings Serviced bureau booked	28	32	151	149	1%

Public Relations Production					
	Nov. 2016	Nov. 2015	2016 FYTD	2015 FYTD	FYTD % Ch
Media Outreach (Releases and Pitches)	6	9	109	154	-29%
Press Trips/Media Hosted	1	1	16	35	-54%
Significant Placements	0	7	15	23	-69%
Media Placements					
No significant placements					
Media Hosted					
Stacey Zable, New York Parenting & USA Today					
Aviation Passengers					
<i>Source: Raleigh-Durham International Airport-Stats lag by one month and reflect Calendar Year 2016</i>					
	Nov. 2016		2016 FYTD		FYTD % Ch
Passenger Enplanements	493,170		3,407,857		+10.5%
Passenger Deplanements	496,061		3,405,552		+10.6%